



ACTIVE DORSET: SPORT & LEISURE FACILITIES NEEDS ASSESSMENT: EAST DORSET DISTRICT COUNCIL

REPORT: APRIL 2017

Quality, Integrity, Professionalism

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EAST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

CONTENTS

SECTION 1: INTRODUCTION	2
1.1 Introduction.....	2
1.2 Background	2
1.3 Scope of the project	3
1.4 Report structure	4
SECTION 2: BACKGROUND	5
2.1 National context	5
2.2 Local context	8
2.3 Demographic profile	14
SECTION 3: INDOOR SPORTS FACILITIES ASSESSMENT APPROACH	24
3.1 Methodology.....	24
3.2 Site visits	25
3.3 Sport England’s Facilities Planning Model (FPM)	27
SECTION 4: SPORTS HALLS	28
4.1 Supply.....	28
4.2 Facilities planning model.....	32
4.3 Demand.....	36
4.4 Supply and demand analysis	42
4.5 Sport England’s Facilities Calculator (SFC)	43
4.6 Summary of key sports hall facts and issues	43
SECTION 5: SWIMMING POOLS	45
5.1 Supply.....	45
5.2 Sport England Facilities Planning Model (FPM).....	45
5.3 Demand.....	50
5.4 Supply and demand analysis	52
5.5 Sport England’s Facilities Calculator (SFC)	52
5.6 Summary of key swimming facility facts	52
SECTION 6: HEALTH AND FITNESS SUITES	54
6.1 Supply.....	54
6.2 Demand.....	59
6.3 Dance studios.....	60
6.4 Supply and demand analysis	61
6.5 Summary of key facts and issues	61
SECTION 7: TENNIS	62
7.1 Supply.....	62
7.2: Demand.....	63

EAST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

7.3: Summary	64
SECTION 8: URBAN SPORTS.....	65
8.1 Provision within the Local Authority	65
8.2 Summary	66
SECTION 9: SQUASH	67
9.1 Supply.....	67
9.2 Demand.....	68
9.3 Summary	68
SECTION 10: INDOOR BOWLS.....	69
10.1: Supply	70
10.3 Demand.....	71
10.4 Summary of key facts and issues	72
SECTION 11: VILLAGE HALLS/COMMUNITY CENTRES.....	73
11.1 Supply.....	73
11.2 Demand.....	74
11.3 Summary of village halls and community centres key facts and issues	75
SECTION 12 SWOT ANALYSIS.....	76
12.1 Strengths	76
12.2: Weaknesses.....	76
12.3 Opportunities	77
12.4: Threats	77
12.5: Initial strategic recommendations	78
APPENDIX 1: ADDITIONAL BACKGROUND INFORMATION	79
APPENDIX 2: FPM ATTRACTIVENESS DEFINITIONS – INDOOR AND BUILT FACILITIES.....	80
APPENDIX 3: SPORT ENGLAND MARKET SEGMENTATION SEGMENTS.....	81

EAST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

SECTION 1: INTRODUCTION

1.1 Introduction

Knight, Kavanagh & Page Ltd (KKP) was commissioned by Active Dorset to assess formal indoor and built sports facility needs across the six local authorities of Christchurch, East Dorset, West Dorset, Purbeck, Weymouth and Portland and North Dorset. The aim is to provide six separate needs assessments, one strategy and six action plans across the aforementioned authorities with the aim of assisting strategic planning for the future. This report, thus, provides a detailed assessment of current provision of indoor and built sports facilities for East Dorset District Council (EDDC), identifying needs and gaps in provision.

1.2 Background

The following is an overview of East Dorset District Data is taken from nationally recognised sources such as the Office for National Statistics, NOMIS, Sport England and Experian. 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: East Dorset with main roads and main settlements/towns



EAST DORSET DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

East Dorset is a local government district in Dorset. Originally known as Wimborne it adopted its present title in 1988. The popularity of the area, being close to the New Forest, Bournemouth and the Dorset coast, has seen a rapid expansion in housing from the 1970s with the Verwood, Ferndown, West Moors and Corfe Mullen populations more than quadrupling. There still remains a rural feel, however, especially in the north and west of the area. Wimborne Minster has retained its identity as a historic market town.

East Dorset also contains a large amount of the remaining lowland heath, managed by East Dorset Countryside Management Services in partnership with the Forestry Commission. The expansion of housing has led to a substantial reduction in the area covered by this unusual and unique habitat, which once covered 500 km² but now covers only 15% of that.

As indicated in Figure 1.1, the District is dissected in the South by the A31 which runs from East to West and in the North West by the A354. It has seven adjoining local authorities, five of which are in the County of Dorset (Christchurch, Bournemouth, Poole, Purbeck and North Dorset), one in Wiltshire and one in Hampshire (the New Forest). The total population, from the 2014 MYE, in East Dorset was 88,690 with slightly more females (45,983) than males (42,707).

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, skate parks, indoor and outdoor tennis (sites with 2 or more courts), water-sports and other specialist sports. In delivering this report KKP has:

- ◀ Individually audited identified, sports halls (conventional i.e. 3+ court halls as per Sport England definitions) swimming pools (minimum length 20m), health and fitness facilities (including, within reason, dance studios) and squash courts (public, private and voluntary sector owned/managed).
- ◀ Analysed supply and demand to identify facility gaps and opportunities for improved provision.
- ◀ Sought to ensure that plans for delivery of leisure facilities make full reference to the corporate strategies of the Council and other relevant strategic influences.
- ◀ Identified areas of good practice and opportunities to improve provision in order to drive up participation levels.

This factual 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 examines 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, thus, to:

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

EAST DORSET DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

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.
- ◀ Audit of indoor facilities provided by public, private, voluntary and education sectors.
- ◀ Consideration of potential participation rates and modelling of likely demand.
- ◀ 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.

1.4 Report structure

The Royal Town Planning Institute (RTPI) in a new 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 review indoor provision.
- ◀ Section 4 - review of sports hall provision.
- ◀ Section 5 - review of swimming pool provision.
- ◀ Section 6 - review of health and fitness provision.
- ◀ Section 7 - review of tennis provision
- ◀ Section 8 - review of urban sports
- ◀ Section 9 - review of squash.
- ◀ Section 10 - review of indoor bowls provision.
- ◀ Section 11 - Review of village halls/community centres
- ◀ Section 12 - identification of strengths, weaknesses, opportunities and threats, followed by strategic recommendations.

EAST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

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 need for all levels of sport and all sectors of the community. This draft assessment report has been produced for the Borough 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 East Dorset and provides a basis for future strategic planning.

'Sporting Future: A New Strategy for an Active Nation'

This new 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.

EAST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

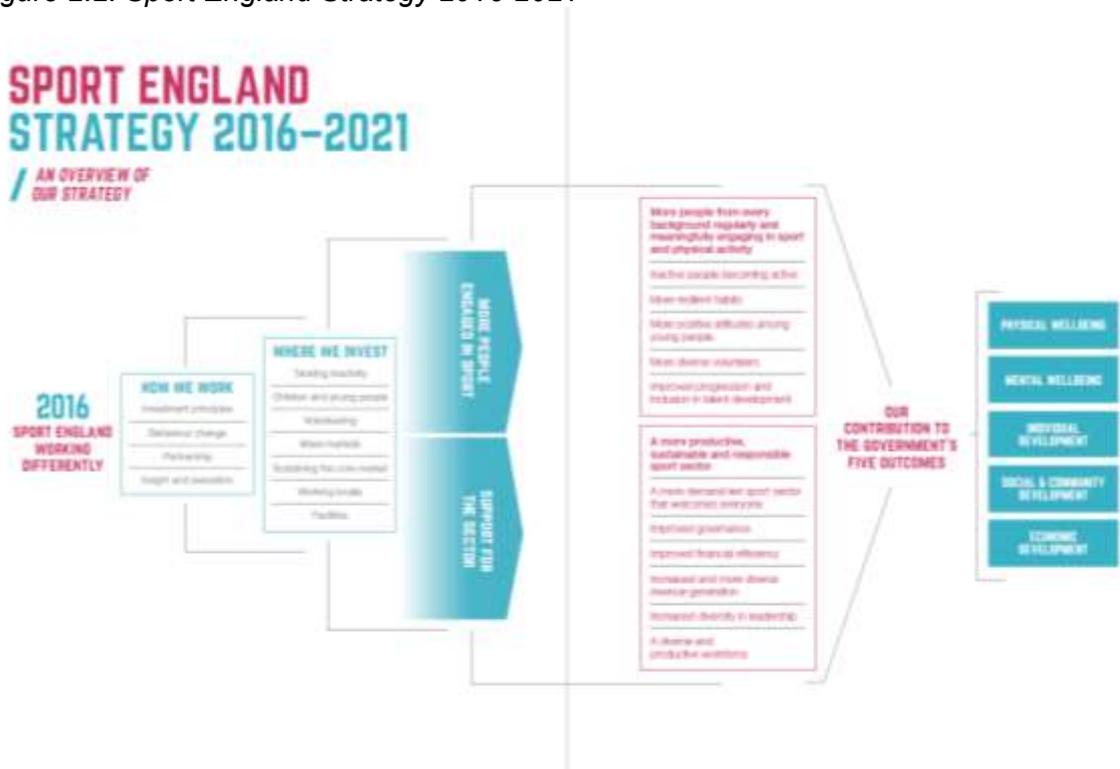
Sport England: Towards an Active Nation

In its new 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 sustainable development:

- ✦ Economic.
- ✦ Social.
- ✦ Environmental.

EAST DORSET DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

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 2010, sport and sport-related activity contributed £20.3 billion to the English economy; 1.9% of the England total. The contribution to employment is even greater with sport and sport-related activity estimated to support over 400,000 full-time equivalent jobs, 2.3% of all jobs in England. Volunteering in sport, and the health benefits derived, also have an impact on the economy. The estimated economic value of sport-related volunteering is £2.7 billion. The annual value of health benefits from people taking part in sport is estimated at £11.2 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 include 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 the population of Dorset, in general, and East Dorset, in particular 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.

EAST DORSET DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

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.

In 2015-16, schools with 16 or fewer eligible pupils received £500 per pupil while those with 17 or more received £8,000 plus a payment of £5 per head. Evaluation of this investment has highlighted the need for clearer guidance on how best to use this resource and the importance of good specialist PE knowledge. While it may cease in its present form Sport England is, in its Strategy, committed to further investment in young people and to improving the skills of secondary school teachers, particularly in respect of physical literacy. It also appears likely that allocation of funds generated via the proposed 'Sugar Tax' will continue to fund school sport at some level.

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

Corporate Plan Christchurch and East Dorset Partnership 2016-2020

EDDC, in partnership with Christchurch Borough Council (CBC), has identified priorities to ensure the most effective delivery of their corporate vision. These are organised around themes and comprise overarching aims underpinned by objectives and outcomes. Both councils distinguish between the things they say they will do and things they will aim to influence and champion. This distinction is important as the provision of public services and the delivery of many priorities is something that is shared across a range of organisations, both public and private. EDDC has a range of ambitions for the next five years which revolve around the following:

EAST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

Table 2.1: Key aspects of EDDC's Corporate Plan

Themes	Rationale	Aims
Growth and Economy	Local councils have an important role to play in delivering economic growth by providing an environment which supports business, both existing and those starting up, and promotes the area as a good place to do business. EDDC will continue to develop its Growth Plan to positively influence the local economy.	<ul style="list-style-type: none"> ◀ Maintain an adequately resourced Growth Plan to positively influence the local economy in the area. ◀ Work with leading businesses to lobby effectively on strategic matters. ◀ Enhance its reputation as being a place which is “open for business”.
Access to Housing	Housing is not just an end in itself, it is important in supporting a thriving mixed community. EDDC will make sure that it not only delivers new homes in the area but will maximise the numbers that meet affordability criteria. It will also invest in making more temporary accommodation available so that it lessens reliance on bed and breakfast accommodation.	<ul style="list-style-type: none"> ◀ Deliver new homes in line with its 5 year land supply targets. ◀ Increased provision of temporary accommodation. ◀ Respond positively to Government Housing Policy.
Effective Council	In view of the ongoing decline in central government funding, EDDC will find more ways to deliver services effectively and innovatively in partnership with others. EDDC will also continue to maintain its strong financial performance and, where possible, look for other funding opportunities.	<ul style="list-style-type: none"> ◀ Focus on collaboration and partnership in the delivery of services. ◀ Deliver services more efficiently. ◀ Maintain strong and sustainable financial performance. ◀ Maintain a strong reputation and recognition for the Partnership's achievements.
Safe and Healthy Communities	To ensure communities continue to thrive EDDC needs to encourage residents to maintain or adopt healthy lifestyles as well as enable them to feel safe. EDDC will deliver programmes which contribute to wellbeing and will work with partners to maintain the low levels of crime and antisocial behaviour.	<ul style="list-style-type: none"> ◀ Help its communities to be stronger and more resilient. ◀ Promote healthy and active lifestyles. ◀ Keep crime levels low.
Managing the Environment	EDDC is an area characterised by natural beauty and diversity, and EDDC needs to ensure that the decisions it makes today will not have an adverse effect on future generations. It will continue to maintain and promote the coastline and open spaces and will ensure that development takes into account environmental constraints. It will also work with partners to efficiently manage waste and recycling.	<ul style="list-style-type: none"> ◀ Work with partners to maintain clean and green public spaces. ◀ Balance growth and development with the conservation of our built and natural heritage. ◀ Work with partners to ensure the most effective and efficient approach to the management of waste.

EAST DORSET DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

Christchurch and East Dorset Core Strategy – up to 2028

The Core Strategy Vision supports seven strategic objectives. These translate it into a series of more practical long term objectives closely linked to the policies which will help achieve them:

Table 2.2: Christchurch and East Dorset key objective of the Core Strategy

Number	Objective
1	To manage and safeguard the natural environment of Christchurch and East Dorset.
2	To maintain and improve the character of the towns and villages, and to create vibrant local centres.
3	To adapt to the challenges of climate change.
4	To enable the mixed economy of Christchurch and East Dorset to grow, and to develop new employment sectors.
5	To deliver a suitable, affordable and sustainable range of housing to provide for local needs.
6	To reduce the need for the communities to travel, and to do so more easily by a range of travel choices.
7	To help its communities to thrive and to help people support each other.

The policies within the Core Strategy which refer to sport and community facilities are:

- Policy HE4: provides the recommended accessibility standards for outdoor sport spaces and recreational areas.
- Policy LN7: Recommends that sports facilities and services will be provided to support existing and future population growth and changes in the age profile within the Borough.

Dorset Joint Health and Wellbeing Strategy 2016 – 2019

The purpose of the Board is to improve health and wellbeing and reduce health inequalities for residents in Dorset. This is to be achieved by focusing on a number of priorities and ensuring that the relevant plans of partners and delivery organisations take the right approach when it comes to ensuring the continued health and wellbeing of the local population. The main principles underpinning this strategy are:

- Recognising the enormous contribution that the local community makes to health and wellbeing in Dorset and building solutions that use and develop this asset.
- Developing a sustainable health and care system based on early intervention and prevention.
- Focusing on those actions where by working together can make the biggest difference to those in the greatest need.
- Ensuring services and activities are centred around the needs of people and what works best in order to deliver cost effective services that encourage people to take responsibility for their own health.
- Co-ordinating actions with those of neighbouring local authority areas, particularly Bournemouth and Poole, where appropriate, but remaining focused on delivering services in localities based on local needs.

EAST DORSET DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

- ◀ Being clear about who is responsible for delivering which programme and how progress is monitored, specifically looking for opportunities to improve the way we work together.
- ◀ Wherever possible, take a life course approach when considering how best to focus actions to improve health and wellbeing, recognising that many poor outcomes result from an accumulation of factors and poor life chances over time.

The priorities for closing the health and wellbeing gap are:

Reducing inequalities

The Health and Wellbeing Board states that it will strive to ensure that partner organisations work to implement the evidence-based policy recommendations set out in *Fair Society, Healthy Lives 2*, where these can be locally determined to:

- ◀ Give every child the best start in life.
- ◀ Enable all children, young people and adults to maximise their capabilities and have control over their lives.
- ◀ Create fair employment and good work for all.
- ◀ Ensure healthy standard of living for all.
- ◀ Create and develop healthy and sustainable places and communities.
- ◀ Strengthen the role and impact of ill-health prevention.

Promoting healthy lifestyles and preventing ill health

This will be delivered via an approach that supports:

- ◀ *Individuals* – by continuing to develop signposting and support to the Livewell Dorset Health Improvement Service, helping people to stop smoking, reduce alcohol, manage their weight or increase their daily exercise, focusing on communities with the highest needs.
- ◀ *Organisations* – to improve skills, capacity and capability of people working in statutory and voluntary sector organisations to offer support to people who may benefit from lifestyle change.
- ◀ *Places* – recognising the natural value that Dorset has and continuing the work to develop consistent place-based (community and neighbourhood) approaches that improve health and wellbeing, such as work on active travel, availability of nutritional, sustainable food, safer and warmer homes and access to high quality green space and green care – nature-based interventions.

Working better together to deliver prevention and early intervention at scale, high quality care and better value

Many organisations, with separate priorities, strategies and delivery plans, contribute to this. The Board's role is to ensure that plans are aligned with Joint Health and Wellbeing Strategy priorities wherever possible. The Sustainability and Transformation Plan in particular will encompass three programmes of work:

- ◀ The *Prevention at Scale* programme will help people to stay healthy and avoid getting unwell.

EAST DORSET DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

- ◀ The *Integrated Community Services* programme will support individuals who are unwell, by providing high quality care at home and in community settings.
- ◀ The *One Acute Network* programme will help those who need the most specialist health and care support, through a single acute care system across the whole county.

Our Dorset: The Sustainability and Transformation Plan for local health and care

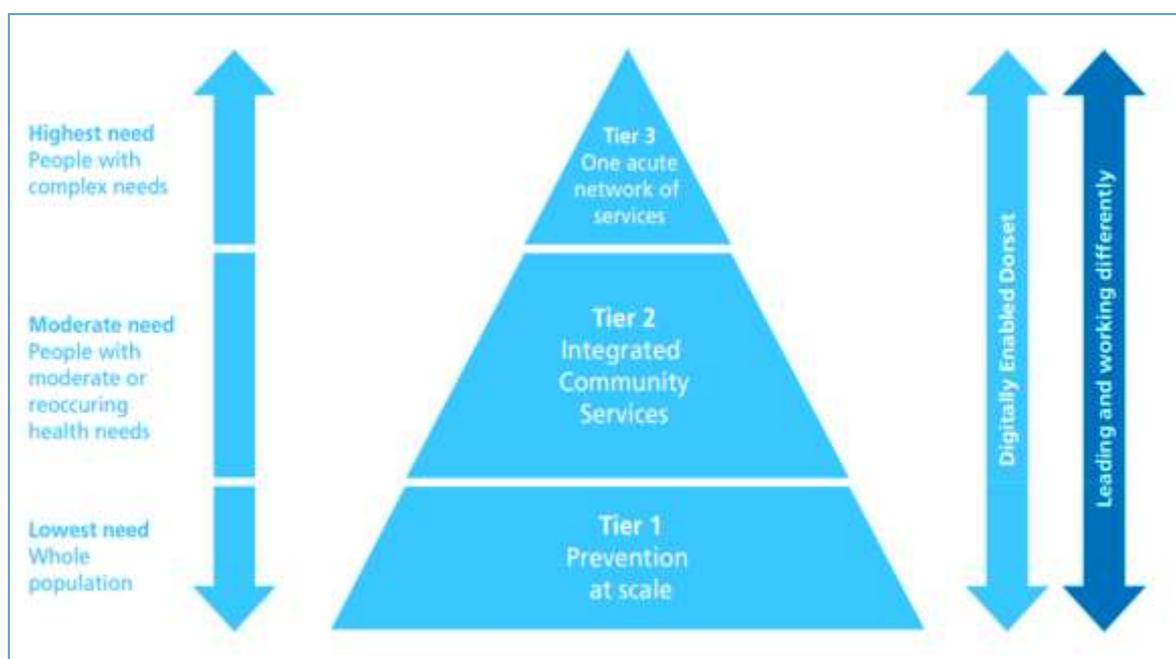
The vision for the Sustainability and Transformation Plan is to change the system to provide services to meet the needs of local people and deliver better outcomes. This means that it has been built around the needs of the children and adults who live in Dorset; the current population of 750,000 plus the additional 50,000 people that are expected to be served by 2023 and those people from outside Dorset that use the same services.

The ambition is to see every person in Dorset stay healthy for longer and feel more confident and supported in managing their own health. The three significant challenges are the:

- ◀ *Health and wellbeing gap* – the variation in the health and wellbeing outcomes of different people across Dorset.
- ◀ *Care and quality gap* – the difference in the quality of care received by people across the area and shortcoming in reaching national standards.
- ◀ *Finance and efficiency gap* – the increasing pressure on resources within the system, with shortages of some staff and the prospect of insufficient funds to maintain the health and care system in the way it currently operates.

The Prevention at Scale programme is the bottom of the tier plans, forming the foundation to underpin all of the work it does. Prevention work also runs through the upper tiers of the triangle; the Integrated Community Services and One Acute Network programmes.

Figure 2.3: Tiered approach to health and care in Dorset



What prevention at scale means for local people

EAST DORSET DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

Focusing upon promoting health and wellbeing across the whole system will lead to a wide range of positive health outcomes for local people. In respect of this study this will include:

- ◀ A focus on walking and cycling in local transport planning will mean a small increase in physical activity for most people, that overall will add up to fewer deaths from heart disease.
- ◀ More children and young people growing, developing and achieving their potential. By becoming more physical active, eating healthily and moving towards more healthy weight, people will be less likely to develop diabetes, heart disease and mobility problems.

Active Dorset

Active Dorset is one of 44 County sports partnerships (CSPs) across England, committed to working together to increase participation in sport and physical activity. It is set up as a community interest company (CIC) and is, on this basis, committed to reinvesting any surpluses it generates back into local opportunities for sport and physical activity.

CSPs work with a range of partners supporting them to increase participation in sport and physical activity. It funds them to provide a set of core services to strengthen the local delivery of national governing body of sport (NGB) whole sport plans and achievement of NGB and Sport England targets. This investment seeks to increase the number of people aged 14 years plus playing sport each week across England. Active Dorset's vision is '*To establish Dorset as a place where people choose to enjoy an active lifestyle through participation in sport and physical activity*'. Its strategic objectives are:

- ◀ To increase participation in sport and physical activity.
- ◀ To improve health and well-being by reducing physical inactivity.
- ◀ To improve lives by establishing and increasing sport and physical activity's contribution in creating stronger, more sustainable and prosperous communities.

Active Dorset understands the importance of sport and physical activity as a vehicle to deliver health, educational, social, environmental and economic outcomes, working with key organisations from within and outside of the sport and physical activity sector. It aims to bring together partners from across sectors with a view of maximising resources to achieve shared goals through sport and physical activity. Its stated intention is to target key points in people's lives when behaviour change is most likely, initially focusing on:

- ◀ People diagnosed or living with a long term condition.
- ◀ Inactive parents of active children.

Summary of local context

The core message running through local strategies is the importance of active participation and the difference this can make in the context of improving the health, in particular, of residents and those using local services. There is an understanding that partnership work across voluntary, public and private organisations will be essential to driving increases in physical activity and that there will be ongoing financial constraints across all key delivery agents.

EAST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

There is a requirement to ensure that:

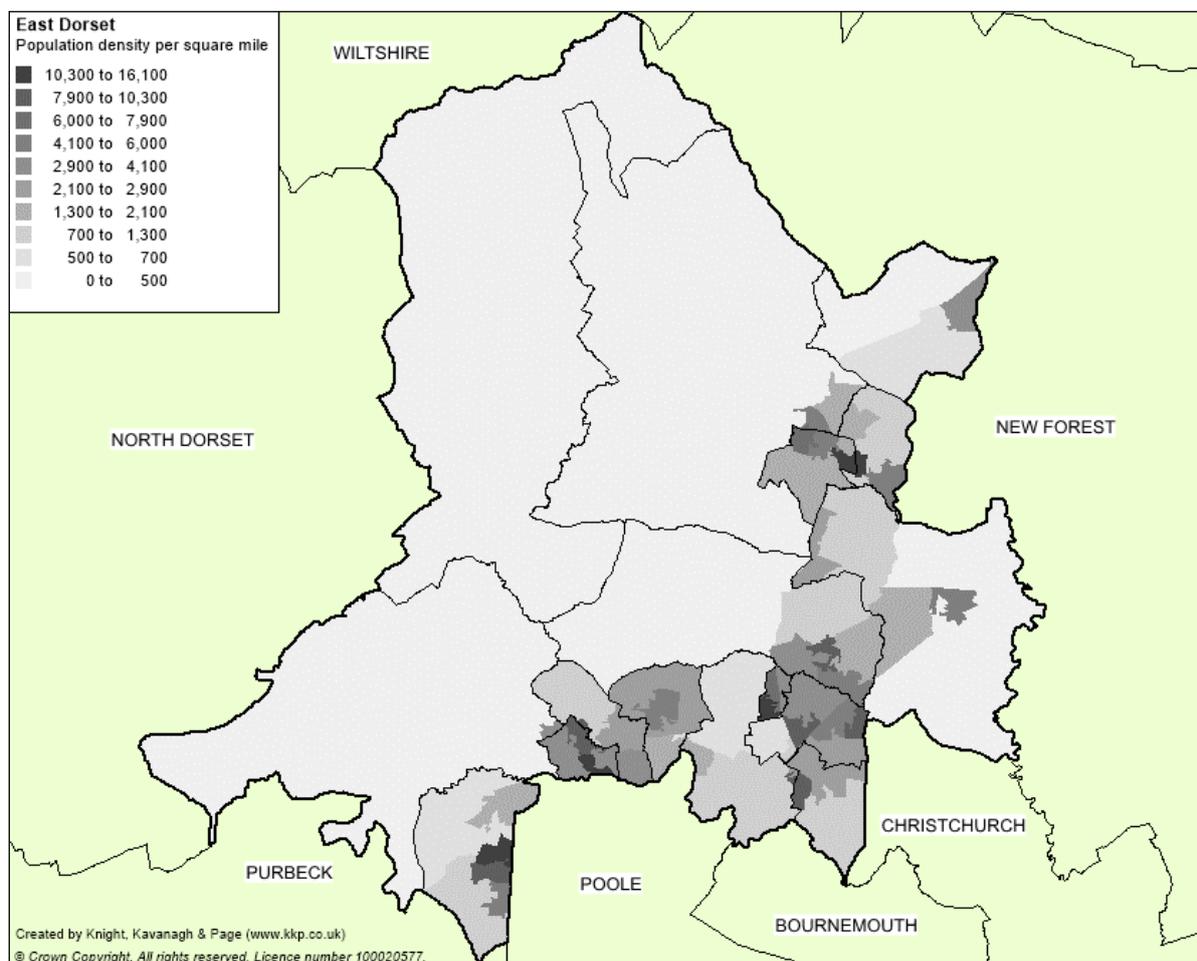
- ◀ Opportunities are made available to/for all District residents but more effort is required to get specific groups active to contribute positively to their health and wellbeing.
- ◀ Facilities and programmes of activity will continue to contribute to reducing health inequalities across the District for all age groups especially via partnership work with Public Health and the operators of the leisure facilities.

Increases in sport and physical activity (and, therefore, positive contribution to the health and wellbeing agenda) will only be achieved via targeting increasingly scarce resources. It is, thus, essential that indoor sports halls, swimming pools, health and fitness venues and other facilities are accessible and available to the community and that the 'offer' is developed based on the needs of local communities.

2.3 Demographic profile

The following is a brief summary of the demographic profile of East Dorset using data drawn from nationally recognised sources.

Figure 2.4: Population density 2015 MYE: East Dorset lower super output areas (IsOA)



Population density based on lower super output areas (LSOA) from ONS' the Census.

EAST DORSET DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

Population and distribution

The total population of the District is 88,690 with a slightly higher percentage of females to males, 52%:48% respectively. It is at its most dense in the diagonal swathe that runs from the South West to the centre and then to the east of the District. The main settlements include Corfe Mullen, Wimborne, Ferndown, Verwood, and St Leonards. The majority of the area to the North and West of these settlements is rural, interspersed with small villages and hamlets.

Age distribution

The age structure of the District is similar to the South West region, however, there is a slightly lower proportion of 15-39 year olds (21.2 % compared with to the 23.3% in the South West region). There are more in the age groups 65+ with 30.7% in East Dorset compared to 28.0% in the South West as a whole. As a combination of factors, it suggests that careful consideration should be given to the sport and physical activity offer within the area.

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

East Dorset's ethnic composition is differs markedly from that of England as a whole. According to the 2011 Census, the majority (97.6%) of the local population classifies its 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 0.8 % this is also substantially lower than the national equivalent (2.3%).

Crime (Data source: 2015 Recorded Crime, Home Office)

East Dorset crime data is combined with that of the six Dorset authorities. During the 12 months to June 2016 the rate for recorded crimes per 000 persons in Dorset was 42.2; this is markedly lower than England and Wales as a whole which was 67.3. However, the crime rate has risen since 2014, by around 21.5% for Dorset and 12.6% for England & Wales.

Economic impact and value

Sport England's economic impact model (which encompasses participation, purchasing of sportswear, gambling, volunteering, attending events, etc.) shows an overall local impact for CBC of £15.8m 8m (£11.4m participation, £4.5m non-participation related). This is below the national average of £20.3 million.

Income and benefits dependency

The median figure for full-time earnings (2015) in East Dorset is £29,162; the comparative rate for the South West is £26,686 (-8.5%) and for Great Britain is £28,132 (-3.5%) In September 2016 there were 210 people in East Dorset claiming Job Seekers Allowance (JSA); this represents a decrease of 50.5% when compared to September 2008 (424).

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

Relative to other parts of the country East Dorset experiences low levels of deprivation; a very small proportion (1.8% of its population resides within areas covered by the country's three most deprived cohorts compared to a national average of c.30%. Conversely, 65.8% live in the three least deprived groupings in the country; compared to a 'norm' of c.30%.

EAST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

A similar pattern, to that seen for multiple-deprivation, is seen in relation to health, yet less so. None of East Dorset's population (0.0%) falls within the areas covered by the three most deprived cohorts, this compares to a national average of c.30%. Conversely, 89.4% live in the three least deprived groupings compared to a 'norm' of c.30%.

Figure 2.5: Index of multiple deprivation

Figure 2.6: IMD Health domain

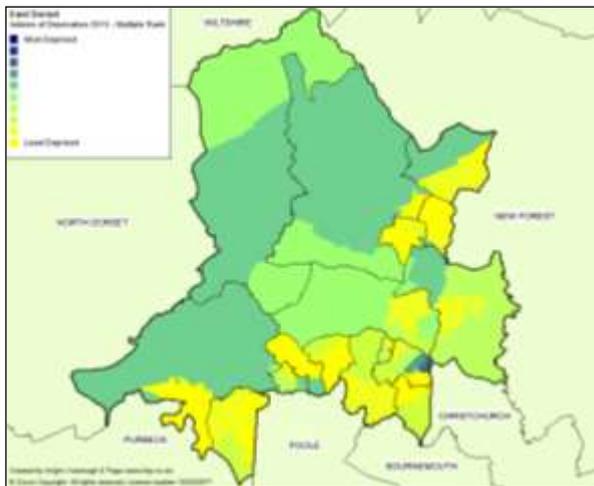
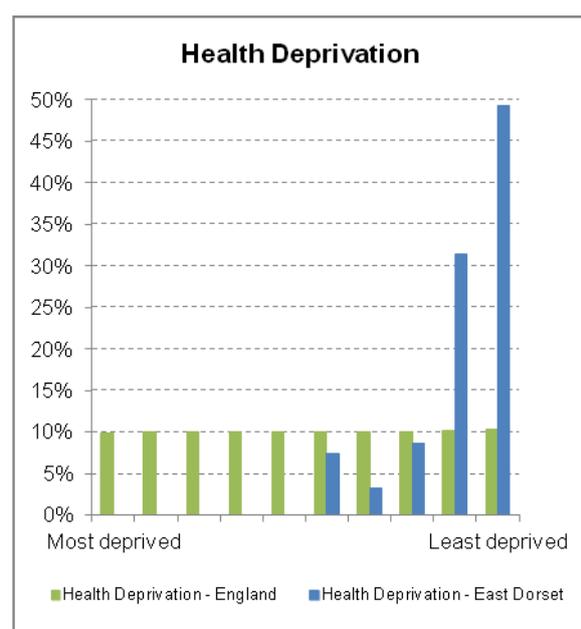
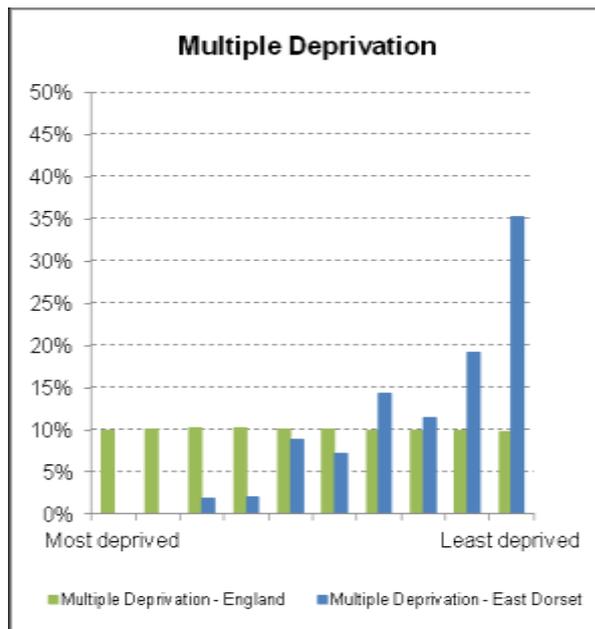


Figure 2.7: Graph to indicate IMD

Figure 2.8: Graph to indicate health deprivation



In keeping with patterns seen alongside lower levels of health deprivation, life expectancy in East Dorset is higher than the national figure; the male rate is currently 82.8 compared to 79.6 for England, and the female equivalent is 86.0 compared to 83.2 nationally.¹

¹ Office of National Statistics: Life Expectancy at Birth by local areas in the United Kingdom, 2014.

EAST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

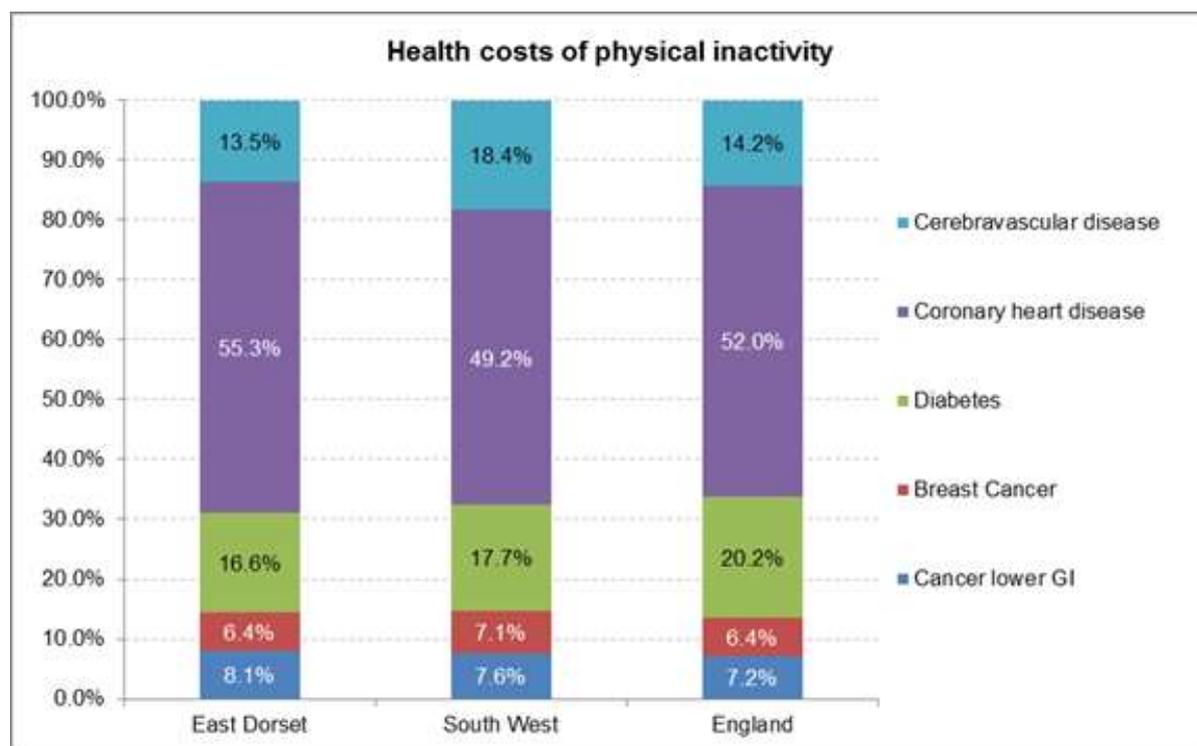
Weight and obesity

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 obesity² 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 in East Dorset (21.6%) are below the national (24%) and regional averages (23.3%). Similarly, child rates in East Dorset (13.8%) for obesity are also lower compared to the regional (16.4%) and national (19.5%) 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. Illnesses, that the BHF research relates to, include cancers such as bowel cancer, breast cancer, type 2 diabetes, coronary heart disease and cerebrovascular disease i.e. stroke. The data indicates a similar breakdown between these illnesses regionally and nationally.

Figure 2.9: Health costs of physical inactivity



The annual cost to the NHS of physical inactivity in East Dorset is estimated at £1.8m. The figure per 100,000 (based on total costs/population for all six Dorset authorities) at

² 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.

EAST DORSET DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

£2,141,176 is 17.8% above the national average (£1,817,285) and 21.9% above the regional average (£1,756,799).

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.

Active People Survey

Active People is the largest survey of sport and active recreation in Europe and is in its ninth year (APS9 October 2014 – 2015). It collects data on the type, duration, frequency and intensity of adult participation by type of sport, recreation and cultural activity. APS10 data is currently being released by Sport England but is not available in sufficient detail to consider in this report). APS also compares the figures for EDDC with its nearest neighbours (CIPFA Nearest Neighbours 2015). They include Cotswold, East Devon, Malvern Hills and Hambleton. Key findings include:

- ◀ *Participation*; over one third (35.1%) of adults participate in at least 1 x 30 minutes moderate intensity sport per week. This is similar to the national (35.8%) and just below regional (36.5%) averages. It is below all but one of its 'nearest neighbours' which ranged from 32.7% to 40.5%.
- ◀ *Sports club membership*; just under one quarter of residents (22.9 %) are members of a sports club, based on the four weeks prior to APS9. This is just above the national average (21.8%) and equivalent with the regional rate (22.6%) and is below all but one of its 'nearest neighbours'.
- ◀ *Sports tuition*; 13.2% received sports tuition during the 12 months prior to the APS. This was below regional and national averages and all of its 'nearest neighbours'.
- ◀ *Competitive sport* – Approximately, one in six (15.1%) adults had taken part in competitive sport in the previous 12 months, this was below all of East Dorset's 'nearest neighbours but higher than the national (13.3%) and regional (14.9%) averages.
- ◀ *Volunteering* data was insufficient to produce statistically valid analysis.

The most popular sports

APS and SE segmentation, makes it possible to identify the top sports within East Dorset. In common with most other areas, going to the gym, swimming and cycling are among the most popular; they also cut across age groups and gender. In East Dorset one in 10 adults goes to the gym with a similar number swimming; on average, at least once a month. The next most popular activity is cycling in which 5.1% of adults take part on a regular basis.

Table 2.2: Most popular sports in East Dorset (Source: SE Area Profiles)

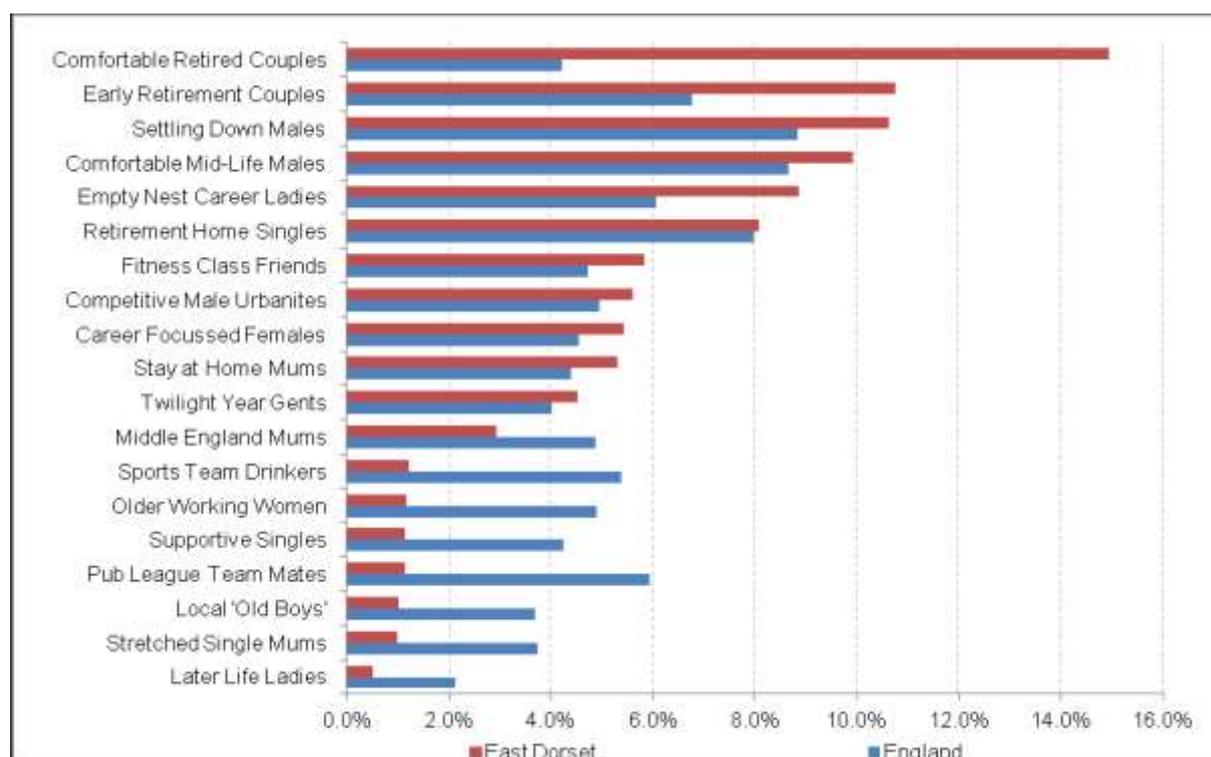
Sport	East Dorset		South West		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Gym Session	7.1	10.2%	437.1	10.0%	4,850.4	11.2%
Swimming	7.1	10.1%	441.6	10.1%	4,132.7	9.5%
Cycling	5.1	7.2%	450.1	10.2%	3,771.8	8.7%
Fitness Class	3.2	4.5%	212.6	4.8%	2,104.7	4.8%

EAST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

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

Sport England classifies the adult population via a series of 19 market segments which provide insight into sporting behaviours of individuals throughout the country. Profiles cover a wide range of characteristics, from gender and age to the sports in which people take part, their other interests, the newspapers they read etc. Knowing which segments are most dominant 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.

Figure 2.10: SE segmentation of East Dorset compared to England



The segmentation profile for East Dorset indicates 'Comfortable Retired Couples' to be the largest segment of the adult population at 14.9% (10,442) compared to a national average of 4.2%. This is followed by 'Early Retirement Couples' and 'Settling Down Males'. At the other end of the spectrum, there are fewest 'Later Life Ladies' with only 0.5%, 'Stretched Single Mums' (under 1%) and 'Local Old Boys'.

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. This data can be used to paint a picture of UK consumers in terms of their social-demographics, lifestyles, culture and behaviour and tends to be used to draw out population characteristics for the backdrop to library usage and other non-sporting activities. Table 2.3 shows the top five mosaic classifications in East Dorset compared to the country as a whole. The dominance of these five segments can be seen inasmuch as they represent around eight in ten (79.6%) of the population compared to a national equivalent rate of just over a third (35.5%).

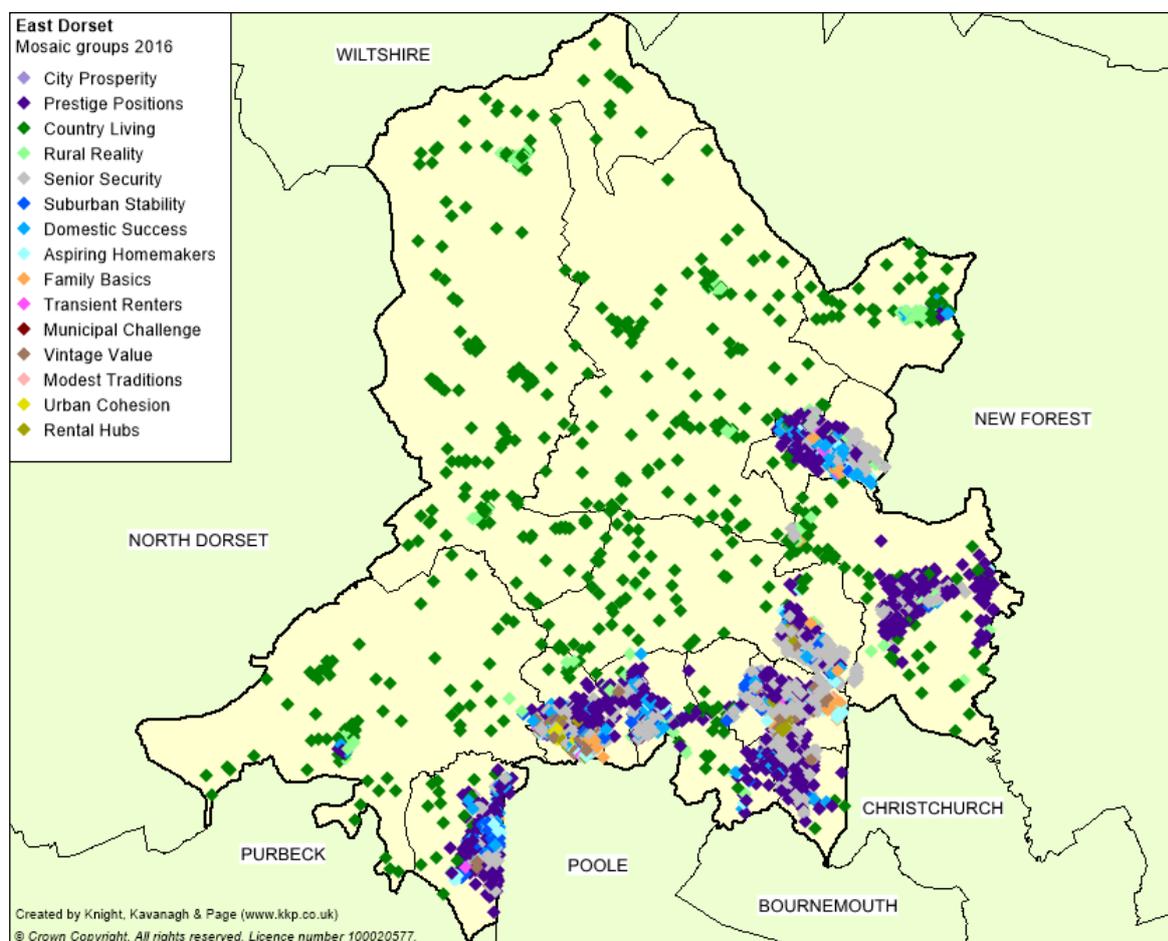
EAST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

Table 2.3: Mosaic – main population segments in East Dorset

Mosaic group description	East Dorset		National %
	#	%	
1 – Prestige Positions	23,178	26.1%	8.9%
2 – Senior Security	22,091	24.9%	3.4%
3 – Country Living	10,934	12.3%	4.5%
4 – Domestic Success	8,991	10.1%	6.1%
5 – Suburban Stability	5,489	6.2%	12.6%

The largest segment is ‘Prestige Positions’ (at 26.1% nearly three times the national rate).

Figure 2.11 Distribution of the various Mosaic segments in East Dorset



EAST DORSET DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

Table 2.4: Dominant Mosaic profiles in East Dorset

Prestige Positions		<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>
Senior Security		<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>
Country Living		<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>

House building and policy

Christchurch and East Dorset councils began reviewing their joint Local Plan in 2016. The first stage invites comments and suggestions on matters that should be included in it. They are also asking for suggestions in respect of potential sites suitable for future housing, employment and retail uses together with those that might serve as future open space and/or Suitable Alternative Natural Greenspace (SANGs).

The provision of SANGs is one of the key tools in mitigating the adverse impacts of development on the Dorset Heaths. Once they are secured they need to be retained in perpetuity unless alternative sites offering the same degree of protection and benefit can be delivered. For large sites of approximately 50 dwellings and above it will be expected that the provision of SANGs will form part of the infrastructure provision of that site particularly where new neighbourhoods or the use of greenfield sites are proposed.

In this respect, the Christchurch and East Dorset Adopted Local Plan informs the assessment of housing capacity in the plan. In Christchurch, there is capacity to build approximately 2,250 new homes in the urban areas and 2,740 in East Dorset over a 15 year period. This does not meet the needs identified in the evidence base, so it has been necessary to identify sites in the Green Belt.

The targets for the two areas (Christchurch and East Dorset) have been combined into a single one. This will provide flexibility across the plan period and across the plan area. It will allow the rolling five year housing supply to be considered across both local authority areas and will help to avoid planning by appeal.

Approximately, 8,490 new homes will be provided in the plan area from 2013 to 2028. This will comprise about 5,000 homes within the existing urban areas and a further 3,465 provided as new neighbourhoods at Christchurch, Burton, Corfe Mullen, Wimborne/Colehill, Ferndown/West Parley and Verwood. The locations of strategic sites is identified in the relevant settlement chapters along with illustrative plans setting out how they can be delivered. The two councils are aiming for 35% of new homes to be affordable.

EAST DORSET DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

Population projections

Population changes will have an impact on sports and leisure facilities. Information taken from bespoke Dorset County Council (DCC) district level dwelling led projections between 2016 and 2031 calculate the population projections using the POPGROUP software. These calculations illustrate the following key points for East Dorset:

- ◀ The largest change in any cohort is the increase in persons aged 65+ an increase of 32.76% (+9,127). The age group already represented the largest cohort (31.27% of East Dorset population in 2016 and it is projected to be 36.94% of the total by 2036).
- ◀ The second largest cohort is the category, 0-15 year group. It will see a small increase of 8%, however, as a proportion of the total it will decrease from 15.31% in 2016 to 14.84%.
- ◀ There is a predicted decline of 13.83% in the number of 45-54 year olds. This will reduce its representation from 14.13% to 13.79%. This appears to be offset by the increase in the 35-44 year olds by just over 10%.

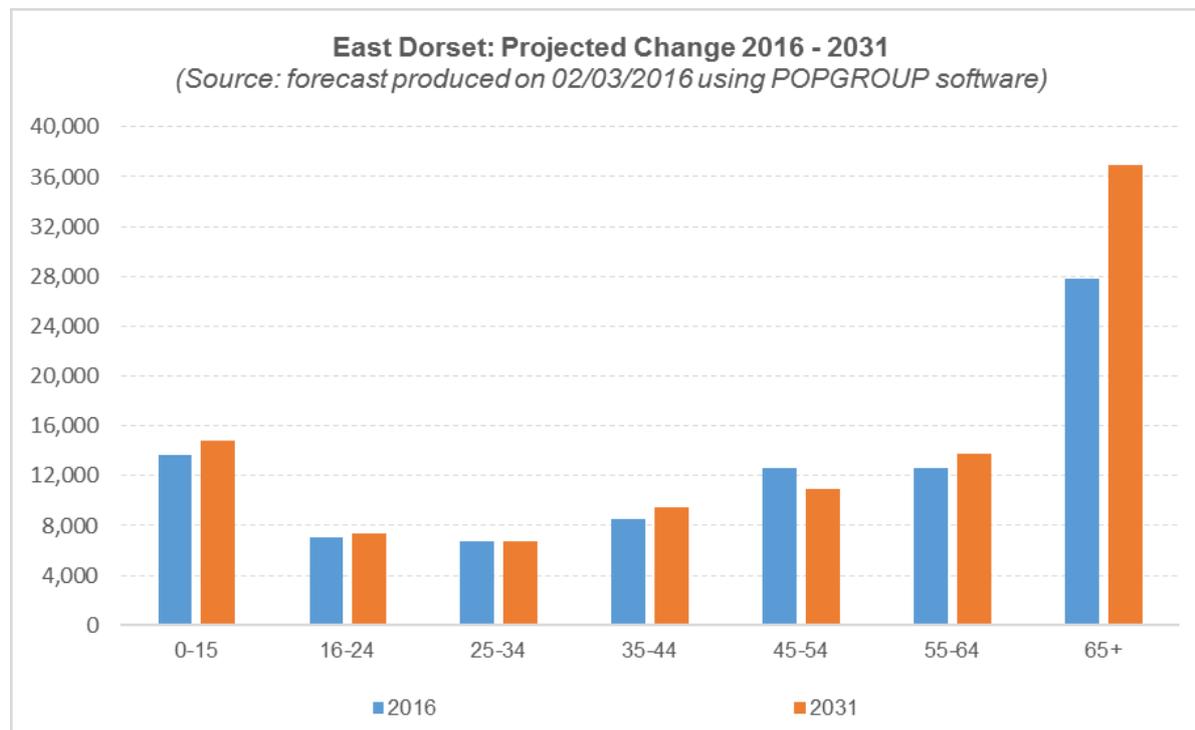
Table 2.5: Projected change 2016-2031

East Dorset Age (years)	Number		Age structure %		Change 2016 - 2031	
	2016	2031	2016	2031	2016	2031
0-15	13,639	14,853	15.31%	14.84%	100.00%	108.91%
16-24	7,056	7,408	7.92%	7.40%	100.00%	104.98%
25-34	6,748	6,692	7.57%	6.68%	100.00%	99.16%
35-44	8,549	9,467	9.60%	9.46%	100.00%	110.74%
45-54	12,653	10,904	14.20%	10.89%	100.00%	86.17%
55-64	12,586	13,804	14.13%	13.79%	100.00%	109.68%
65+	27,860	36,987	31.27%	36.94%	100.00%	132.76%
Total	89,091	100,115	100.00%	100.00%	100.00%	112.37%

Age changes in other age categories are generally relatively small increases or decreases.

EAST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

Figure 2.12: Projected changes to population in East Dorset 2016-2031



Projection implications

The projected increase in the general age and the size of the population in the District is likely to lead to an increased number 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 more housebuilding occurs. 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 community) 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, e.g., 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.

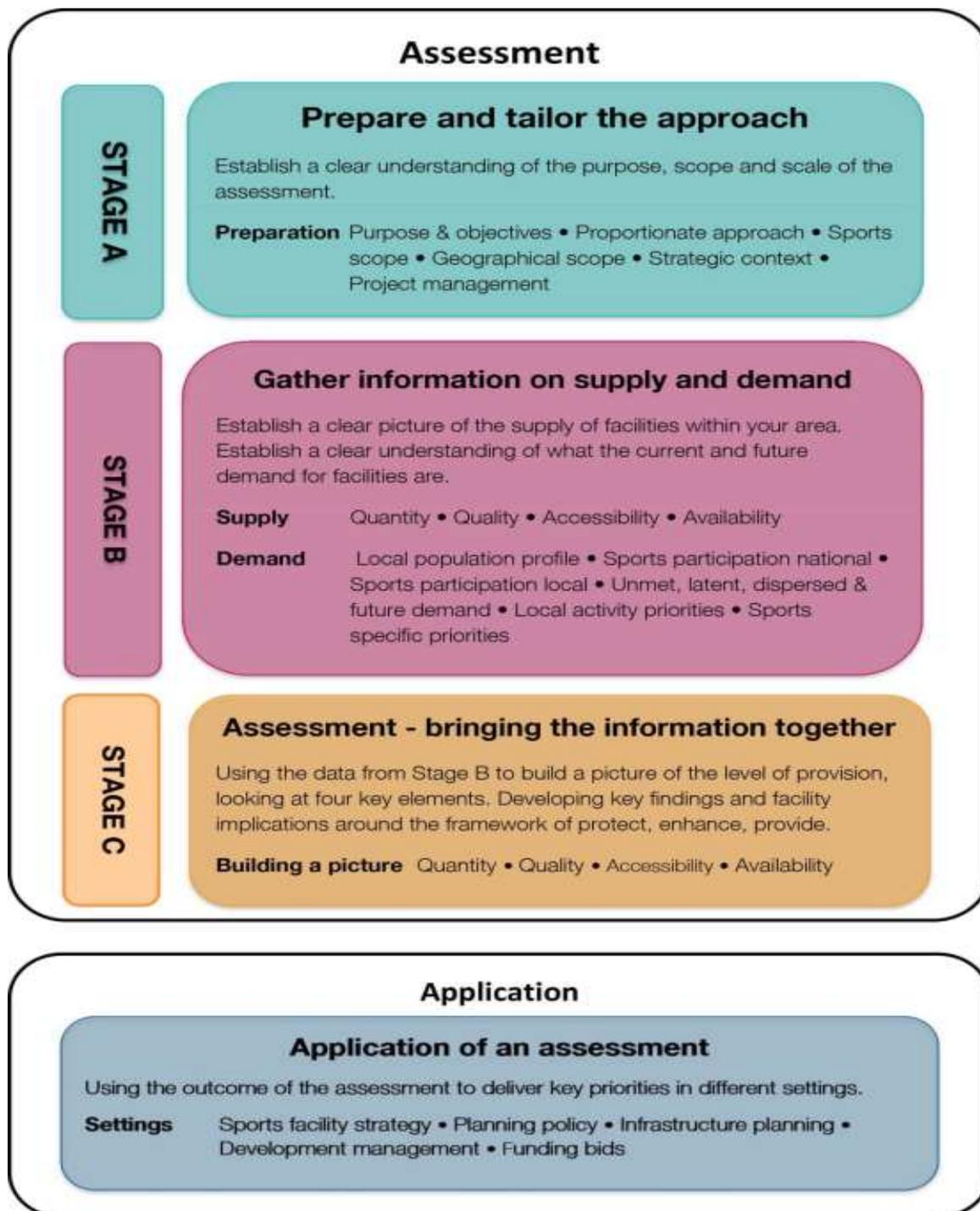
EAST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

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



EAST DORSET DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

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 provide 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 facilities 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 (plus, where available, facility owner aspirations).
- ◀ Programming, catchments, user groups, gaps.
- ◀ Location (urban/rural), access and accessibility.
- ◀ Condition, maintenance, improvement plans, facility investment status (lifespan).
- ◀ Existing/ planned adjacent facilities.

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.

EAST DORSET DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

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 non-technical visual assessments. Assessments take account of the age of facilities and the condition of surfaces, tiles and walls. Line markings and safety equipment are rated and problem areas such as mould, damage, leaks etc. are noted. Changing rooms are assessed. Maintenance and facility 'wear and tear' is taken into account. Disability Discrimination Act compliance is noted, although not studied in detail. When all data is collated, an overall quality rating is awarded to each facility at a site. Site visits are conducted for all main sports facilities.

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 (and is a model used by Sport England). This, coupled with KKP's experience of working with leisure facilities and having completed such assessments for similar local authorities, has enabled the identification of catchment areas for sports halls as follows:

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 Sport England's Facilities Planning Model (FPM)

The 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. It 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, it assesses whether the capacity of existing facilities is capable of meeting local demand 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) with 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 is 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 of, and model, the impact of changes in population that result from, for example, 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 Christchurch and East Dorset Report as of January 2017. It models the current position in 2016 (Run 1) and the future position in 2031 (Run 2) based on the projected changes in the population - for both swimming pools and sports halls.

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

EAST DORSET DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

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. They are generally considered to be of greatest value when at least 3+ badminton court in size with sufficient height to allow games such as badminton to be played. 4-court halls provides greater flexibility as they accommodate major indoor team sports such as 5-a-side football, basketball and netball plus the length needed to accommodate indoor cricket nets and indoor athletics.

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 East Dorset in line with Sport England's ANOG. Halls that function as specialist venues, such as dance studios are excluded.

4.1 Supply

Quantity

Active Place identifies 14 sports halls on 12 sites which have a total of 24 badminton courts. They are spread throughout the District with more densely populated areas well serviced and fewer venues in more rural localities.

Table 4.1: All identified sports halls within East Dorset District (Active Places data)

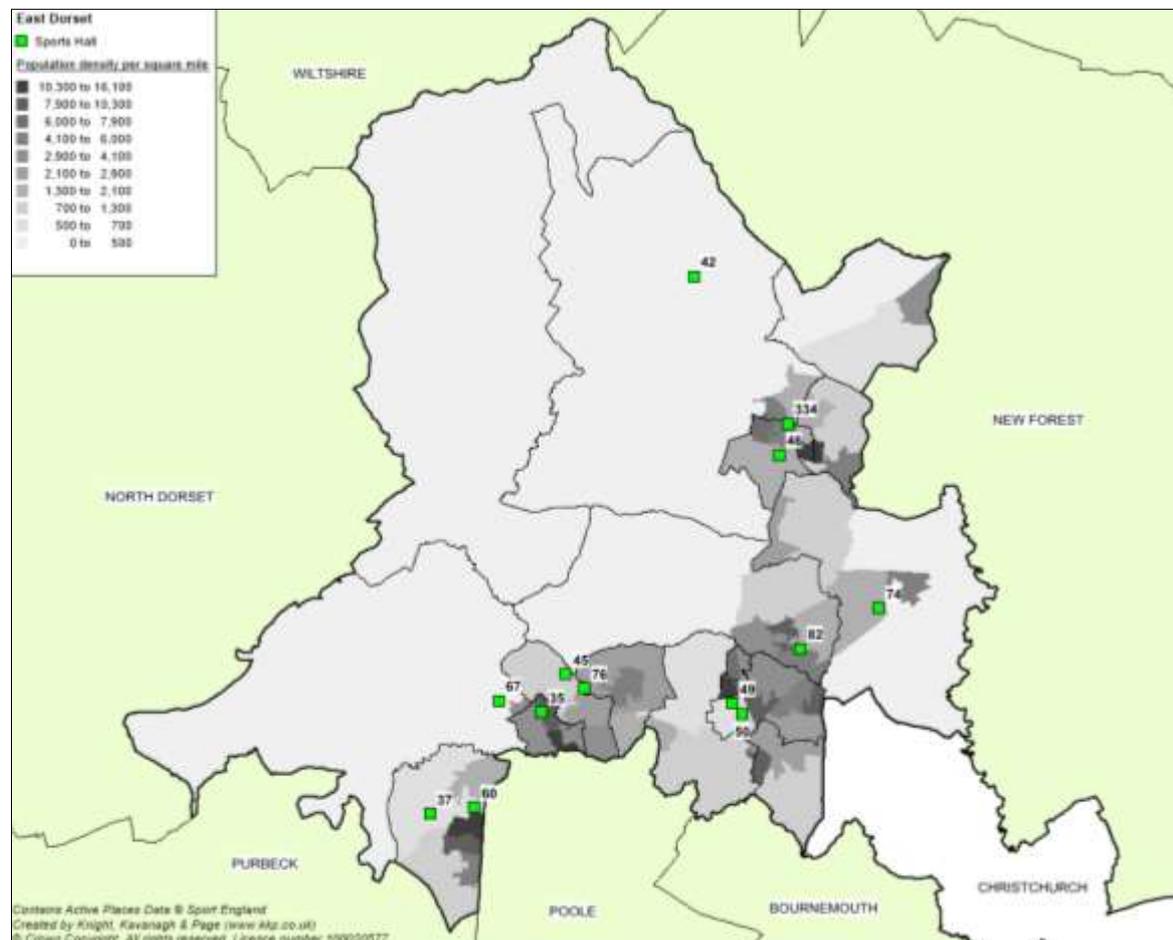
Map ref	Site	Courts	Community use
35	Allenbourn Middle School	1	Yes
37	Castle Court School	0	No
42	Cranborne Middle School	1	Yes
45	Dumpton School	1	Yes
46	Emmanuel Junior and Infants School	1	Yes
46	Emmanuel Junior and Infants School	4	Yes
49	Ferndown Leisure Centre	5	Yes
50	Ferndown Middle School	1	Yes
60	Lockyer's Middle School	3	No
67	Queen Elizabeth Leisure Centre	4*	Yes
67	Queen Elizabeth Leisure Centre	0	Yes
74	St Leonards Village Hall	0	Yes
76	St Michaels Middle School	1	Yes
82	West Moors Middle School	1	No
334	The Hub	0	Yes
Total		24	

*Active places identifies this as having five courts, however, one has been replaced by a climbing wall reducing capacity to four courts

EAST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

A number of halls comprise fewer than two badminton courts. 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 it can accommodate.

Figure 4.1: All sports hall in East Dorset District (Active Places data)



(*Identifies all known spaces prior to their exclusion once ANOG is applied.).

Community access, use and quality

There are three 3+ court sports halls on three sites available for community use with a total of 16 badminton courts. Lockyer's Middle School is not available for community use. KKP's audit differs slightly from the FPM findings, in that the FPM identifies four sports halls on three sites available for community use. This audit discounts the second hall at Emmanuel School due to its size (1 court hall).

EAST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

Table 4.2: Sports halls – 3 court plus, community use only

Map Ref	Site	Courts	Community use
46	Emmanuel School	4	Yes
49	Ferndown Leisure Centre	5	Yes
60	Lockyer's Middle School	3	No
67	Queen Elizabeth Leisure Centre	4	Yes
Total		16	

All sites are considered to be of above average or good quality. The four court sports hall at Emmanuel School is the newest (opened 2013). It is separate from the main school making community access easier.

Table 4.3: Condition of sports halls

Map Ref	Site	Courts	Hall condition	Changing rooms
46	Emmanuel School	4	Good	Good
49	Ferndown Leisure Centre	5	Above average	Above average
60	Lockyer's Middle School	3	Not assessed	Not assessed
67	Queen Elizabeth Leisure Centre	4	Below average	Good
Total		16		

Accessibility

Catchment areas for different types of provision provide a tool for identifying areas currently not served by existing indoor sports facilities. As noted earlier, it is recognised that catchments vary from person to person, day to day, hour to hour. To analyse this, we apply the concept of 'effective catchment'; the distance travelled by around 75 - 80% of users. This, coupled with KKP's experience of completing such assessments for similar local authorities, underpins the identification of catchment areas for sports halls as follows:

EAST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

Figure 4.2: Community accessible 3+ court halls by condition with 1 mile radial catchment

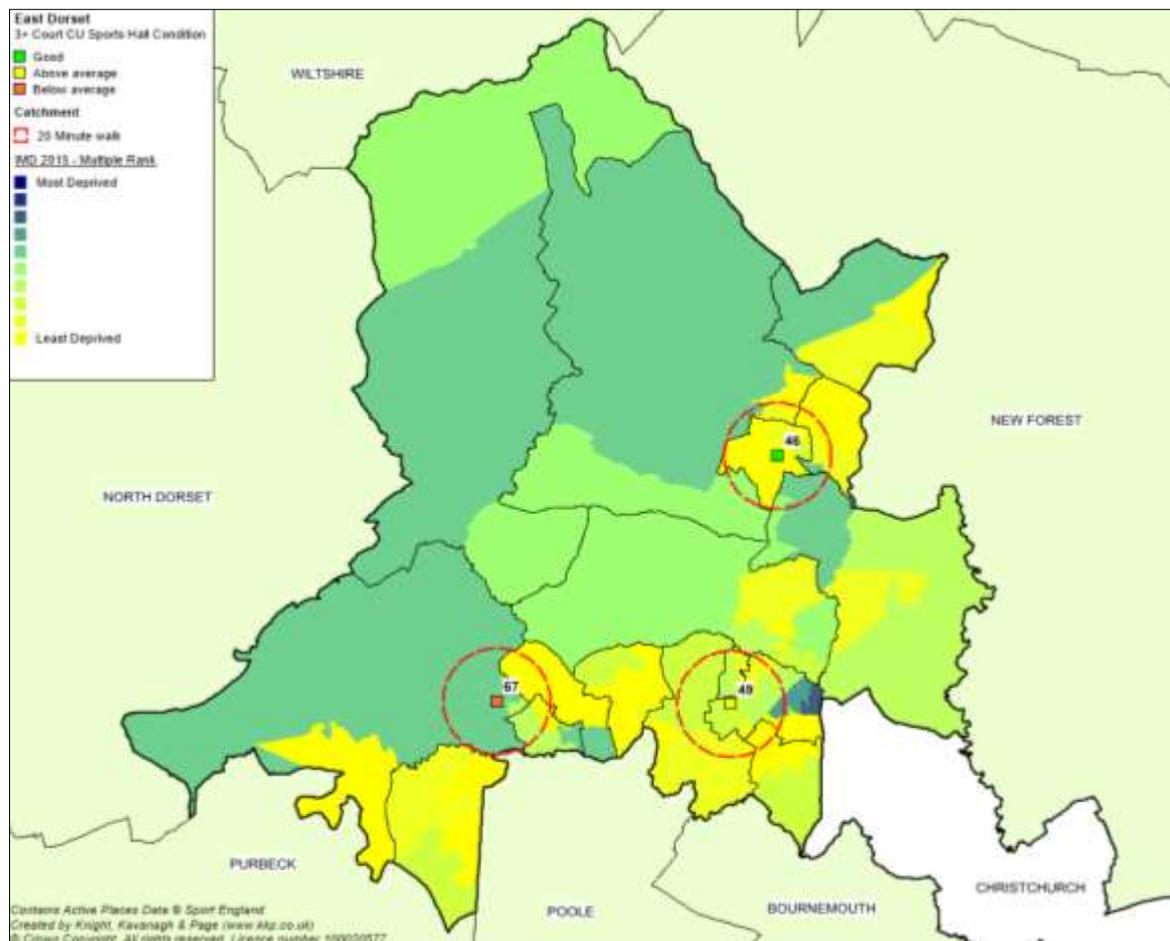


Figure 4.2 and Table 4.4 indicate that c.1,600 (1.8%) people live within the District's more deprived areas (using 30% cohort) of East Dorset. Of these, none live within one mile of a sports hall. The data also identifies that just over one fifth (22.8%) of the population of East Dorset lives within one mile radial catchment of a sports hall. This suggests high reliance on car access or public transport to access these facilities and reflects the District's rural nature.

EAST DORSET DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

Table 4.4: Percentage of population within 20 mins walk time of sports halls

IMD 2015 10% bands	East Dorset		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	0	0.0%	0	0.0%	0	0.0%
20.1 - 30	1,608	1.8%	0	0.0%	1,608	1.8%
30.1 - 40	1,725	2.0%	416	0.5%	1,309	1.5%
40.1 - 50	7,752	8.8%	487	0.6%	7,265	8.3%
50.1 - 60	6,272	7.1%	190	0.2%	6,082	6.9%
60.1 - 70	12,631	14.4%	5,012	5.7%	7,619	8.7%
70.1 - 80	10,033	11.4%	3,210	3.7%	6,823	7.8%
80.1 - 90	16,818	19.2%	4,766	5.4%	12,052	13.7%
90.1 - 100	30,916	35.2%	5,957	6.8%	24,959	28.4%
Total	87,755	100.0%	20,038	22.8%	67,717	77.2%

Figure 4.3 overleaf identifies that 86,790 residents out of a total of 88,690 (c.98%) reside within 20 minute drive of a publicly accessible sports hall in East Dorset. The percentage of people without access to a car is comparatively low at 9.5% compared to a South West average of 18% and an England average of 24.9%. Facilities, therefore, appear to be accessible to a large proportion of the overall population in the District.

4.2 Facilities planning model

This report provides an overview of current and future level of sports hall provision in the District. It uses the FPM plus data from the National Facilities Audit run (January 2016) It models the current position in 2016 (Run 1) and the future position in 2031 (Run 2).

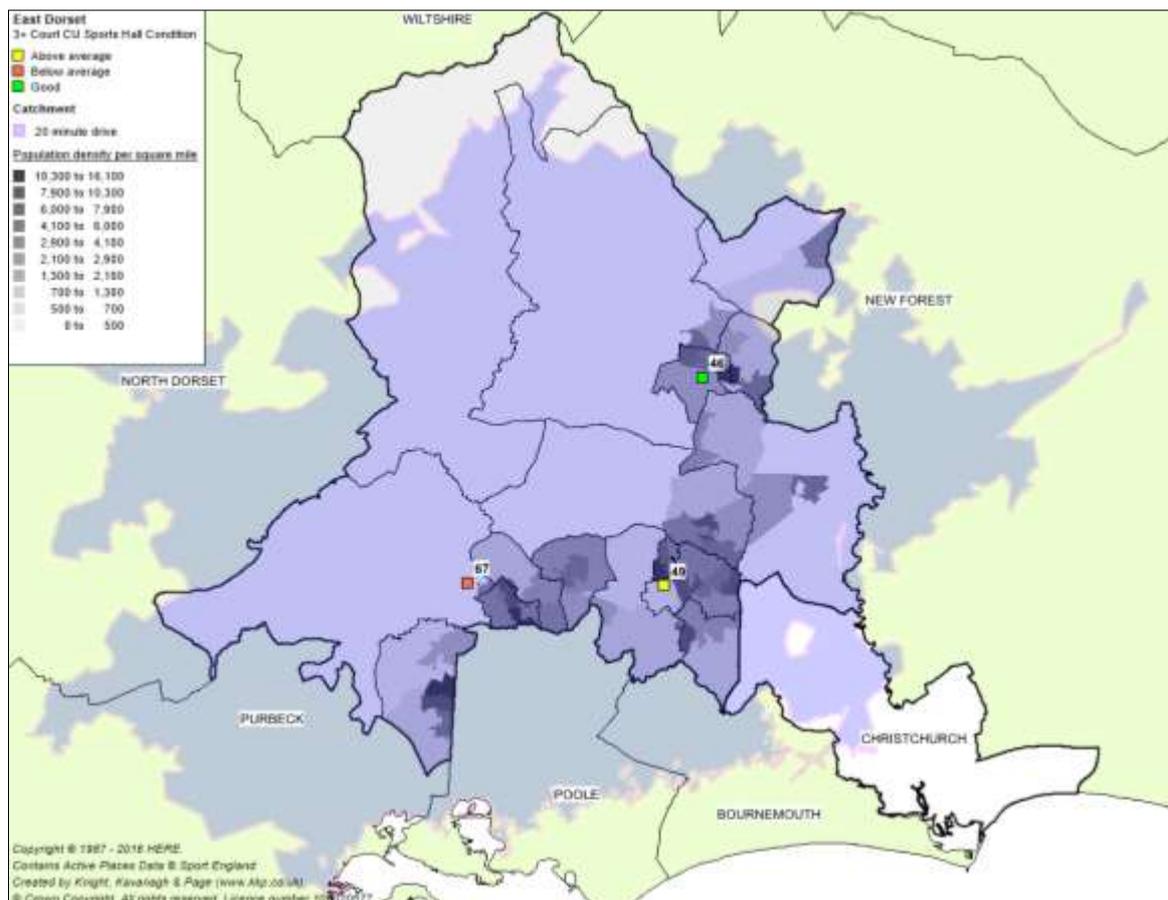
Supply

In 2016 (Run 1) the FPM indicates that there are four sports halls across three sites in East Dorset. It states that the total number of badminton courts is 15.7; reducing to an effective supply of 11.5 courts, based on the volume of hours available for community use across the three sites, a difference of 26% between the total and effective supply of sports halls.

East Dorset has 1.8 badminton courts per 10,000 population in 2016 which reduces to 1.69 courts by 2031 based on population growth. Supply is considerably below both County provision (4.8 courts in 2016 and 4.5 courts in 2031) and the South West regional provision of 4.6 courts per 10,000 population in 2016 and four courts per 10,000 population in 2031. The scale of provision, however, is very good; the Ferndown Centre has a five badminton court main hall and the Queen Elizabeth Centre and Emmanuel School sports hall are both four badminton court halls. All venues provide for the full range of indoor hall sports at community level. The KKP audit identified an additional court at the Queen Elizabeth Centre, totalling five. This extra court adds capacity, particularly for sports such as badminton.

EAST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

Figure 4.3: 20 minute drive time of 3+ court sports halls with condition in East Dorset



Availability

Management varies with one site managed by a private company (Places for People) and the two remaining sites managed by EDDC through Lifestyle Active.

Table 4.5: Ownership and management of sports hall facilities

Site	Ownership	Management
Ferndown Leisure Centre	County Council	Places for People (Contractor)
Queen Elizabeth Leisure Centre	Local authority	Lifestyle Active (Local Authority)
Emmanuel School	Local authority	Lifestyle Active (Local Authority)

The Lifestyle Active Community and Leisure Partnership is managed by Christchurch and East Dorset councils and is responsible for the management of a number of sites in the County including the Queen Elizabeth Leisure Centre and Emmanuel School. Other venues it manages include Two Riversmeet Leisure Centre in Christchurch, Verwood Hub (East Dorset) and Potterne Park (East Dorset).

Many of these facilities are subsidised either directly or as part of a wider contract. Data supplied by CBC/EDDC indicates the following levels of subsidy.

EAST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

Table 4.6 Level of subsidy per annum per facility in Dorset

Facility	Subsidy (2016)
Queen Elizabeth Leisure Centre (East Dorset)	£260,000 p.a. -in house management
Two Riversmeet, (Christchurch)	£130,000 p.a. –in house management
Verwood Hub (East Dorset) Potterne Park Emmanuel Sports Hall (dual facility)	£230,000 p.a. - in house management
Purbeck Leisure Centre (Purbeck District Council)	£300,000 p.a. - in house management
Dorchester Sports Centre (West Dorset)	£70,000 p.a. - 1610 Ltd (contract ends in 2022)
Blandford Leisure Centre (North Dorset)	£200,000 p.a. – Everyone Active
Bridport Leisure Centre	£170,000 per annum
Ferndown Leisure Centre	£490,000 pa- Places for People (Contract ends 2020)

Table 4.6 indicates the level of subsidy for facilities across Dorset. Sport and leisure services are discretionary and as such are susceptible to financial cuts, given ongoing austerity measures and the re-organisation which Dorset is currently in the process of undergoing.

The level of influence that EDDC has or might have on education facilities is partially restricted due to schools being responsible for their own management as is the case at Ferndown Leisure Centre. Table 4.7 indicates the main sports played within the different venues, which have confirmed that they offer community use.

Table 4.7: Community use of sports halls in East Dorset

Availability	Site	Courts	Main sports played
Over 40 hours per week	Ferndown Leisure Centre	5	Football, roller disco, netball, badminton, gymnastics and trampolining, basketball. <i>Pay and play and block bookings available</i>
	Queen Elizabeth Leisure Centre	5	Badminton, athletics, martial arts, gymnastics, cricket trampolining, roller hockey and climbing <i>Pay and play and block bookings available</i>
	Emmanuel School	4	Indoor football, badminton (most popular), basketball, volleyball, circuits, fitness classes, cricket, gymnastics, table tennis, taekwondo <i>Pay and play and block bookings available</i>

Table 4.7 indicates that a variety of sports is played across the District with no particular sport dominating *per se*. All facilities have extensive community use hours and all offer, and are used for, a range of different sports. Daytime use is restricted at Ferndown Leisure Centre and Emmanuel School due to school use, however, both venues are available in the evenings and across the weekend; both are available for a minimum of 40 hours per week.

Neighbouring authorities

Supply is also affected by facilities in neighbouring authorities. The 'within two miles of the local authority border' benchmark is meant to be indicative of how far people might be prepared to travel and serves as an example only. There are 16 sports halls within two miles

EAST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

of East Dorset's boundary most of which appear to be closest to areas of higher population density. Three are located to the East in the New Forest and seven to the South in Bournemouth. The remainder are located in Poole (six) also to the South of the District and one in Purbeck.

Three local authorities (Bournemouth, New Forest and Poole) all offer an eight court hall (Bournemouth also has a nine court hall), which is not available in East Dorset. Larger halls, as mentioned earlier, can offer a wider range of activities and in some cases offer sporting opportunity at county or regional standard; not always feasible in three and four court halls.

Figure 4.5: All 3 Court+ sports halls within 2 mile boundary of East Dorset with catchments

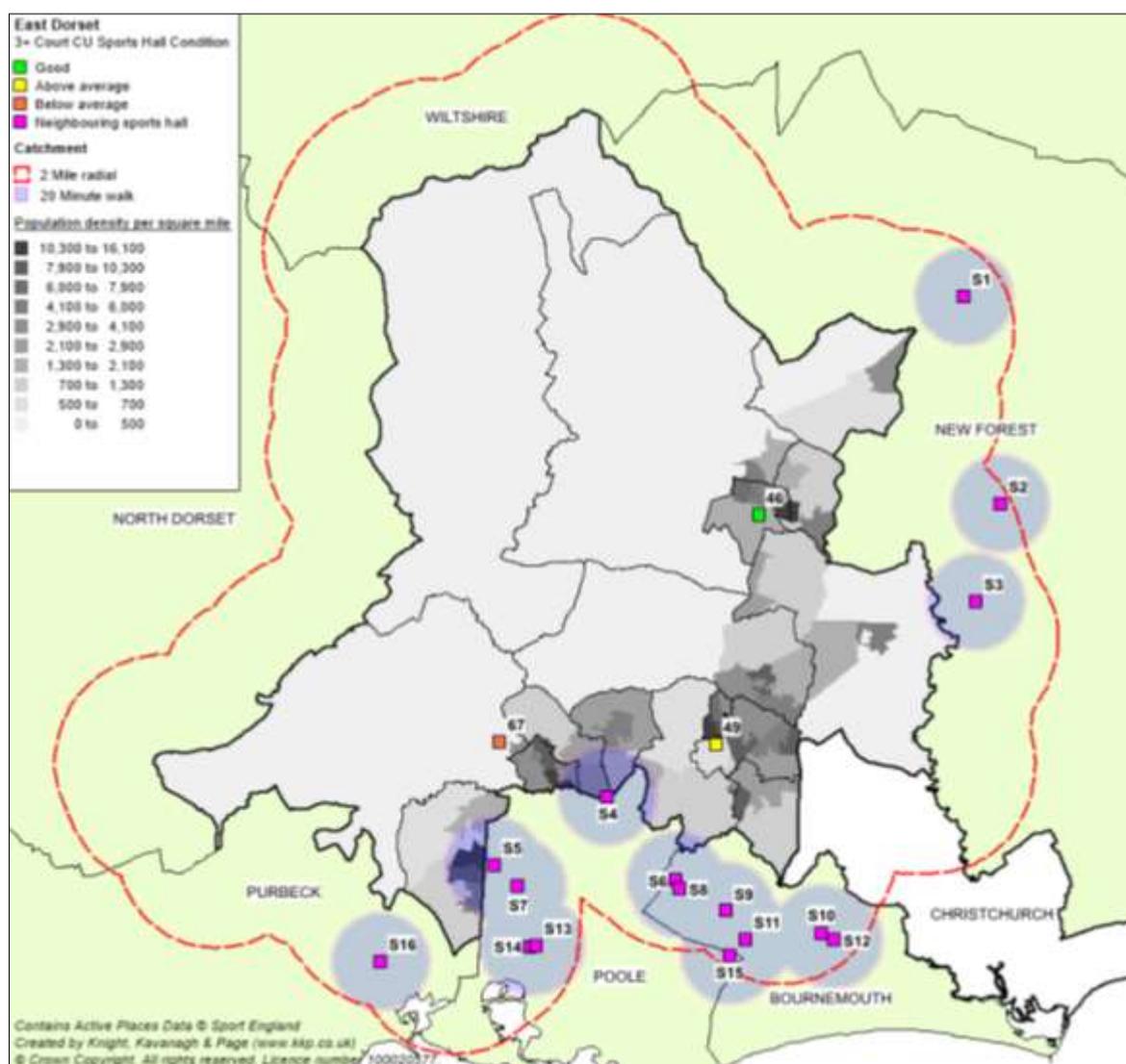


Table 4.8: Public access 3 court+ sports halls within 2 miles of EDDC boundary

Map ID	Active Places Site Name	Cts	Access Type	Local Authority
S6	Leaf Studio	4	Sports club/CA*	Bournemouth
S8	Oak Academy	9	Sports club/CA	Bournemouth

EAST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

Map ID	Active Places Site Name	Cts	Access Type	Local Authority
S8	Oak Academy	4	Sports club/CA	Bournemouth
S9	The Bourne Academy	5	Sports club/CA	Bournemouth
S10	Sir David English Sports Centre	8	Pay and Play	Bournemouth
S11	Glenmoor and Winton Academies	4	Sports club/CA	Bournemouth
S12	The Bishop of Winchester Academy	3	Sports club/CA	Bournemouth
S1	Burgate School & Sixth Form Centre	3	Sports club/CA	New Forest
S2	Moyles Court School	8	Sports club/CA	New Forest
S3	Ringwood Health & Leisure	5	Pay and Play	New Forest
S4	Canford School Sports Centre	8	Pay and Play	Poole
S5	Corfe Hills School	6	Sports club/CA	Poole
S7	The Junction Sports & Leisure Centre	4	Pay and Play	Poole
S13	Parkstone Grammar School	4	Sports club/CA	Poole
S14	Dorset Health & Racquets Club	4	Reg. Mem**	Poole
S15	Bournemouth University Sports Centre	4	Pay and Play	Poole
S16	Lytchett Manor Sports Centre	4	Sports club/CA	Purbeck

Source: Active Places Power 18/01/2017 *Community access **registered membership

4.3 Demand

APS 9 suggests that 15.5 million people did some kind of sport once a week, every week. Although it indicated falls in levels of swimming participation it is still popular with 2.5 million participants per week. Athletics (although broadly defined) attracts 2.2 million and cycling; 2.1 million. Football participants number 1.9 million and golf 0.73 million. Sports in which APS reports participation to be on the rise include running, tennis and basketball.

It consistently demonstrates that adults from higher socio economic groups are more likely to take part in sport than the converse. As shown, the top sports are gym sessions, swimming and cycling, suggesting that any numeric reduction or increase in this age group will not have a significant impact on sports hall participation.

Table 4.9: Most popular sports in East Dorset (Source: APS9)

Sport	East Dorset		South West		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Gym Session	7.1	10.2%	437.1	10.0%	4,850.4	11.2%
Swimming	7.1	10.1%	441.6	10.1%	4,132.7	9.5%
Cycling	5.1	7.2%	450.1	10.2%	3,771.8	8.7%
Fitness Class	3.2	4.5%	212.6	4.8%	2,104.7	4.8%

Data from APS 9 – available through Active People Interactive

EAST DORSET DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

Future demand

As touched upon earlier, it is projected that the overall number of people in East Dorset will increase by 11,024 (12.3%) over the 15 years from 2016 to 2031. Over this extended timeframe fluctuations are at different points for the majority of age groups. Several key points for East Dorset are outlined below:

- ◀ There will be an increase in the number and proportion of people aged 65+ and a need to consider varying sports offers for this age group. By 2031, it will represent 36.94% of East Dorset's population.
- ◀ By contrast, it is predicted that there will be a decline in the number of 45-54 year olds, by 3.31% (1,749) from 2016 to 2031.

Facilities Planning Model

In the context of demand, Sport England's FPM indicates the following:

- ◀ In 2016 (Run 1) 93.4% of demand is satisfied in East Dorset. The proportion of satisfied demand decreases to 93.1% in 2031 (Run 2).
- ◀ In 2016, 53.3% of East Dorset's satisfied demand is retained within East Dorset. This reduces to 50.3% in 2031.
- ◀ For East Dorset exported demand in 2016 is 46.7% of the total District demand which is met and 49.7% in 2031. So around 50% of met demand is exported and met outside the authority.
- ◀ Exported demand from East Dorset goes to Poole (35%), New Forest (8%), Bournemouth (11%), Purbeck (3%) and North Dorset (1%).
- ◀ The level of unmet demand as a proportion of total demand in East Dorset in 2016 (Run 1) is 0.2% but increases to 4% in 2031 (Run 2).
- ◀ Nearly all (99.8%) in 2016 and 96% (2031) of the unmet demand in East Dorset emanates from people who live outside the catchment area of a sports hall.
- ◀ Used capacity is above current sports halls' full comfort level. The figures are 86.6% of sports hall capacity used at peak times in 2016 and 85.5% in 2031.
- ◀ Approximately, 12% of the used capacity of the sports halls is imported in 2016. In 2031, the percentage is predicted at 10% indicating low levels of imported demand.

NGB consultation

Badminton

The National Facilities Strategy (2012-2016) vision is 'that everyone in England should have access to a badminton court that enables them to play at the right level - for them'. APS data indicates that Badminton participation (once a week participation: 1x30 minutes for ages 16+) has fallen by c. 10% to 490,200 nationally in the last two years. Badminton England works within a framework to try and increase participation which includes:

- ◀ **Play Badminton:** working with leisure operators to increase casual badminton participation, increase court usage and increase income. Supported by BE staff and national marketing and encompasses several ways to play using an audit process to identify appropriate sites and operators to work with across the regions.
- ◀ **No Strings Badminton:** social pay and play weekly sessions - ideal for casual players of all abilities (ages 16+), led by a friendly, welcoming session co-ordinator.

EAST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

- ◀ **Essentials:** beginners coaching courses. Learn all the badminton basics at a relaxed pace with beginners coaching sessions over 6-8 weeks, led by BE qualified coaches.
- ◀ **Battle Badminton:** casual competition leader boards; find new players (ages 18+) to play socially in matches where you pick the venue, set the rules and record your results online to earn points and rise the ranks in local and national leader-boards.
- ◀ **SmashUp!** badminton for young people. Court time for 12-16 year olds where they can get involved with fun, big hitting badminton challenges with music and mates.

The 2012-2016 facilities strategy identifies priority one and two areas across the country. These are both determined by statistical analysis of sports hall availability, population, market segmentation and empirical evidence from the regions. Priority one areas are where Badminton England is already working and which it deems to have the greater potential for growth.

They are continually reviewed and Badminton England is currently at the stage of developing a new Facilities Strategy for the next funding period. Areas which are currently identified by Badminton England as priorities for development of additional court capacity are determined by statistical analysis of sports hall availability, population, market segmentation and empirical evidence from regions. East Dorset is not identified a priority area, however, Ferndown Leisure Centre is identified as a key facility for the sport in Dorset.

The NGB reports that no clubs in the area have highlighted issues with access to facilities. This is not to say that the area is not similar to other areas of the country where courts at peak time are difficult to come by. It has not, however, suggested that this is preventing activity from taking place and/or people playing the sport.

Club consultation

Middlefern Badminton Club has a membership of 14 comprising 12 male and two female members. Over the last three years numbers have stayed the same, however, it would like to grow if possible. It uses Ferndown Leisure Centre and reports that quality has remained the same over the previous three years with access to adequate parking, equipment stores, showers, toilets and changing rooms.

Dorset Badminton website indicated that there is only one other competing club in the Local Authority; Ferndown Village Hall Badminton Club. It plays at Ferndown Village Hall once a week. A request for consultation was unsuccessful with the Club.

In addition, there are a number of social groups which hire sports halls to play badminton. Queen Elizabeth Sports Hall reports that there are two clubs which use the hall for social participation.

EAST DORSET DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

Table 4.10: Market segmentation/likely target audiences of Badminton in East Dorset

Badminton
<ul style="list-style-type: none">2.2% (1,549) of people currently play badminton and a further 1.8% (1,254) indicate that they would like to, giving an overall total of 4.0% (2,804).4.5% of Ben's play badminton, is the largest proportion of any group playing badminton, closely followed by the Tim segment at 4.0%.Groups with the largest proportion of local people playing are Tim (19.4%) and Philip (14.1%).Groups with the most people who would like to play are Tim (15.2%) and Philip (13.2%).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

Gymnastics

British Gymnastics (BG) main priorities (for the period 2013-2017) are to:

- Increase the number of dedicated facilities and improve existing facilities.
- Increase access to spaces in non-dedicated venues.

There is, however, no geographic focus to its Whole Sport Plan or Facility Strategy. It is based on need, suitability and partners' ability to support a project to successful completion. There is considerable demand for more gymnastics opportunity and many clubs report large waiting lists. The Sports & Recreation Alliance 2013 Sports Club Survey showed that most clubs have a waiting list of up to 100, with many anecdotally reporting waiting lists into several hundreds.

A key part of BG's strategy to increase participation is to support clubs to move into their own dedicated facility, offering more time and space for classes. This is a strong trend and approximately 40 moved into their own premises in 2015; BG expects this trend to continue and an increased proportion of clubs to move their activities to dedicated spaces/facilities

BG has developed a new range of products and programmes and offers assistance to support local delivery. This is proving successful in the growth of membership and retention of members across the country.

Participation in gymnastics is, reportedly, increasing rapidly. British Gymnastics membership has risen each year since 2012. There has been a notable increase in the number of teenagers and adults (11-25 year olds) taking part in gymnastics regularly which, of course, places further strain on many of the gymnastics venues currently available.

Club consultation

Spirals Trampoline Club has a membership of approximately 15 and plans to actively grow and recruit with an ambition to build to c.60 members. It currently accesses Ferndown Leisure Centre and Queen Elizabeth Sports Centre (QESC). Ferndown Leisure Centre is its main facility and it hopes to grow the club at this venue. It reports equipment at QESC to be less good than Ferndown's and that, due to capacity, space is limited at QESC with several clubs (including karate) being given access to the sports hall at the same time.

Renascence Gymnastics and Trampolining Club is based in a dedicated facility in Wimborne. It has a membership of c.300, predominantly juniors, which has increased

EAST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

significantly over the past three years (more than doubling within the last two). The home facility is rented from James & Sons with the Club responsible for its maintenance. Many members travel over five miles to access facilities. It is reportedly going from strength to strength and it is actively looking for larger facilities, with additional car parking spaces as it frequently receives enquiries about membership.

In addition to the two clubs listed above, there are a number of recreational sessions which are provided in house by Lifestyle Active at both Emmanuel sports Hall and also the Queen Elizabeth Sports Centre. Sessions offered are recreational classes which look to develop basic skill and confidence in the sport. All sessions are very popular with a reported waiting list at both sites.

Table 4.11: Market segmentation/likely target audiences of trampolining/gymnastics

Gymnastics and trampolining
<ul style="list-style-type: none">◀ 0.2% (146) of people currently play the sport and a further 0.1% (96) indicate that they would like to, giving an overall total of 0.3% (243).◀ 0.6% of Chloe's play, the largest proportion of any group, closely followed by the Leanne segment at 0.5%.◀ Groups with the largest proportion of local people playing are Chloe (17.8%) and Ben (11.0%).◀ Groups with the most people who would like to play are Chloe (26.0%) and Helena (8.3%).◀ The main group to target, for additional players due to size and interest is, therefore Chloe.

Netball

The objectives set out in the 10:1:1 vision as specified in England Netball's Strategy 'Your Game Your Way' are for netball to be played in a diverse range of ideal environments that inspire and enable participation, growth and world class performance. The strapline for this strategy is the "Right programme, right time, right place" with the "Right athlete, right coach, right environment".

Netball is traditionally played on outdoor courts with educational sites being the most highly used by volunteer run leagues and club training. There is, however, increasing demand for indoor facilities as the NGB has identified that the average recreational netballer prefers to take part indoors. There is also a requirement for performance programmes to be based at high quality indoor venues.

As netball is a predominantly non-asset owning sport, access to facilities can be a real challenge. Quality strongly affects the customer experience and, thus, participation levels. England Netball is looking to influence facilities via effective design input at the planning stages and influence on programming post development.

Each authority within England is ranked based on the opportunities available to play Netball. Dorset is listed as a priority area with a specific focus on developing youth participation. The NGB works with all schools in the County to ensure that the sport is delivered as a core sport in both Key Stage Two and Three. It has also established a development pathway for junior players through regional satellite academies. There are four regional satellite academies, however none are located in East Dorset:

- ◀ Weymouth Academy- Budmouth Sports Centre
- ◀ Blandford- Bryanston School

EAST DORSET DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

- ◀ Poole- Canford Sports Centre
- ◀ Bournemouth- Sir David English Leisure Centre.

Girls who excel in satellite clubs then progress to the County Academy (based at both Sir David English Sports Centre and Canford Sports Centre). England Netball identifies six key venues in the England Netball Facilities Audit for Dorset including two of the leisure centres (Ferndown and Queen Elizabeth) in East Dorset. They are:

- ◀ Budmouth Community Sports Centre
- ◀ Ferndown Sports Centre
- ◀ QE Leisure Centre
- ◀ Sir David English Leisure Centre
- ◀ Talbot Heath School
- ◀ Blandford School

The two affiliated clubs in East Dorset are Ferndown Netball Club which trains at Ferndown Leisure Centre and Verwood Town Netball Club which trains at Emmanuel School.

Club consultation

Ferndown Netball Club has 30 junior members. Over the previous three years member numbers have stayed the same as has the number of teams competing in local leagues. It has no plans to increase its team base. It uses Ferndown Leisure Centre and reports that quality has remained the same over the previous three years with access to adequate parking, equipment stores, showers, toilets and changing rooms.

Verwood Town Netball Club: has a membership of over 50 and both adult and junior membership has increased over the past three years. It runs three ladies teams with a total of 30 playing members and has 25 juniors members. It rents facilities at Emmanuel Middle School in Verwood, Dorset. Most members travel between two and five miles to access facilities. The courts it uses are all outdoors and some games are, as a consequence, cancelled due to adverse weather conditions. It would prefer to play indoors but reports being unable to afford this as the price it pays now would apparently, quadruple. Its existing courts have disabled access and floodlights and quality has increased due to the provision of an additional court and the adequacy of available car parking.

It is suggested that is a netball league (Poole Netball League) operates from Queen Elizabeth Leisure Centre, however, consultation did not find evidence of this.

Table 4.12: Market segmentation/likely target audiences of netball in East Dorset

Netball
<ul style="list-style-type: none"> ◀ 0.4% (277) of people currently play netball and a further 0.3% (228) indicate that they would like to, giving an overall total of 0.7% (506). ◀ 2.2% of Leanne's play, the largest proportion of any group, closely followed by Chloe at 1.9%. ◀ Groups with the largest proportion of people playing are Chloe (28.2%) and Alison (19.9%). ◀ Groups with the most people who would like to play are Chloe (32.0%) and Alison (17.1%). ◀ The main group to target, for additional players due to size and interest is, therefore Chloe.

EAST DORSET DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

Other sports and clubs accessing sports hall provision

Athletics

Wimborne Athletic Club uses the Queen Elizabeth Leisure Centre for indoor training and the surrounding school grounds for outdoor activities. It has 368 members made up of 94 males, 65 females and 209 juniors. It reports that the quality of the facility has decreased over the previous three years suggesting that this can compromise safety as well as impacting negatively on the range of activities that it can offer. The Club has begun discussions with the Local Authority about the prospect of investing in the facility to upgrade it. This will require capital investment, which it hopes will safeguard the facility and athletics in the area in the long term.

Table 4.13: Market segmentation/likely target audiences of athletics in East Dorset

Athletics
<ul style="list-style-type: none">◀ 6.1% (4,295) of people currently take part in athletics and a further 2.5% (1,750) indicate that they would like to, giving an overall total of 8.7% (6,046).◀ 15.1% of Ben's take part in athletics, the largest proportion of any group taking part, closely followed by the Chloe segment at 13.6%.◀ Groups with the largest proportion of local people taking part are Tim (23.0%) and Ben (13.8%).◀ Groups with the most people who would like to take part are Tim (18.1%) and Chloe (13.2%).◀ The main group to target, for additional participants due to size and interest is, therefore Tim.

Martial Arts

Integrity Martial Arts Club has 70 junior members. The Club runs sessions at a number of venues in the District, including Ferndown Leisure Centre and Queen Elizabeth Leisure Centre. It reports Ferndown Leisure Centre to be very good, specifying that staff are very helpful and equipment is good quality, although the hire charges are reported to be the most expensive that it pays. Supply accommodates demand and the Club has no plans to increase further.

4.4 Supply and demand analysis

Sport England's FPM indicates the following for 2016 (Run1) and 2031 (Run 2).

- ◀ In 2016 there is a supply of 11 badminton courts and demand for 22 courts, so demand exceeds supply by 11 courts.
- ◀ In 2031, the supply is assumed to be unchanged at 11 courts and the demand is for 23 and so the negative balance at that point is predicted to be 12 courts.
- ◀ Unmet demand for sports halls is very low in both years and represents 1.5 badminton courts. Some 99% of the unmet demand in 2016 and 96% in 2031 is demand located outside the catchment area of a sports hall.
- ◀ The used capacity average is 87% of sports hall capacity used at peak times in 2016 and 86% in 2031. As a District average it is above the Sport England benchmark of 80% of capacity used in the weekly peak period.

FPM Conclusions

EAST DORSET DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

The findings for East Dorset focus on the imbalance in supply and demand for sports halls with a very large part of demand for sports halls being met outside the District. This is based on residents travelling and using the sports hall closest to where they live. The projected increase in demand from population growth does not influence this imbalance, it remains at around half of the District's demand for sports halls being met outside the authority in both years.

The overall finding, therefore, to retain more of the local demand for sports halls within the District, plus reduce the used capacity of existing venues and to increase the provision of sports halls. The FPM findings suggest that to meet the current and projected demand to 2031 the scale should be a six badminton court size sports hall.

4.5 Sport England's Facilities Calculator (SFC)

This quantifies additional demand for sports facilities generated by population growth and related factors. It can be used to estimate facility needs for whole area 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, facility capacity and availability, cross boundary movement of demand, travel networks and topography or facility attractiveness.

Table 4.14: SFC applied to DCC population projections for sports halls in East Dorset

	Population 2016	Population estimate 2031
ONS projections	88,828	99,139
Population increase	-	10,311
Facilities to meet additional demand	-	2.77 courts
Cost		£1,516,778

Calculations assume that the current sports hall stock remains accessible for community use and the quality remains the same. It appears that the projected increase in population will add to the demand for sports hall space. The SFC indicates that up to 2031 there will be a requirement for an additional 2.77 (badminton) courts.

4.6 Summary of key sports hall facts and issues

- ◀ Active Places identifies 14 sports halls across 12 sites in East Dorset.
- ◀ Four sites have 3+ courts, three of which offer good levels (40 hours+) of community use.
- ◀ Lockyer's Middle School is not available for community use.
- ◀ Sports hall quality is considered to be good at Emmanuel School and above average at Ferndown and Queen Elizabeth's. Lockyer's School was not assessed.
- ◀ EDDC has the capacity to influence programming and pricing as it manages (Via Lifestyle Active) two of the three community accessible sports halls.
- ◀ No particular sport dominates programming and there is a wide variety of usage across all sites. Badminton and gymnastics feature at all centres and appear to be the most popular sports.
- ◀ Just under one quarter (22.8%) of the population resides within a 20 minute walk time of a sports hall but none of the population from areas of highest deprivation (using 30% cohort) live within a twenty minute walk of a community accessible sports hall.
- ◀ All of East Dorset's population is within a 20 minute drive of a community use 3+ court sports hall, however for some residents the nearest facility is located outside of East Dorset.

EAST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

- ◀ There is limited opportunity to extend the volume of community use in any of the facilities.
- ◀ Market segmentation data and consultation with sports clubs identifies a limited level of latent demand for sports hall based activity.
- ◀ The used capacity average is 87% of sports hall capacity used at peak times in 2016 and 86% in 2031. This is above the Sport England benchmark of 80% in the weekly peak period.
- ◀ Many residents live closer to sports halls in Poole and Bournemouth so population increases up to 2031 may not necessitate additional sports hall space in East Dorset, especially if Lockyers Middle School facilities were to become available.

EAST DORSET DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

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 the Amateur Swimming Association (ASA).

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 shorter than 20 metres in length 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.

5.2 Sport England Facilities Planning Model (FPM)

The FPM for East Dorset was undertaken using 2016 National Facilities Audit data. The analysis provides a useful starting point in identifying the issues and challenges for the District swimming provision (again Run1 relates to the position in 2016 and Run 2 to 2031).

FPM Supply

- ◀ Both runs are based on the three swimming pools across two sites – Ferndown Leisure Centre has a main pool and a learner pool and Queen Elizabeth Leisure Centre has one main pool. Both main pools have four lanes.
- ◀ These pools supply a total of 3,647 vpwpp (visits per week in the peak period).
- ◀ East Dorset has a supply of 6 sq metres of water per 000 population in 2016, compared to a Dorset County average of 15 sq metres per 000.
- ◀ EDDC facilities are (as of 2016), on average, more attractive³ than the County average.
- ◀ In 2031, the attraction of facilities decreases due to their increased age and both facilities fall below the County average of 43% in 2031.

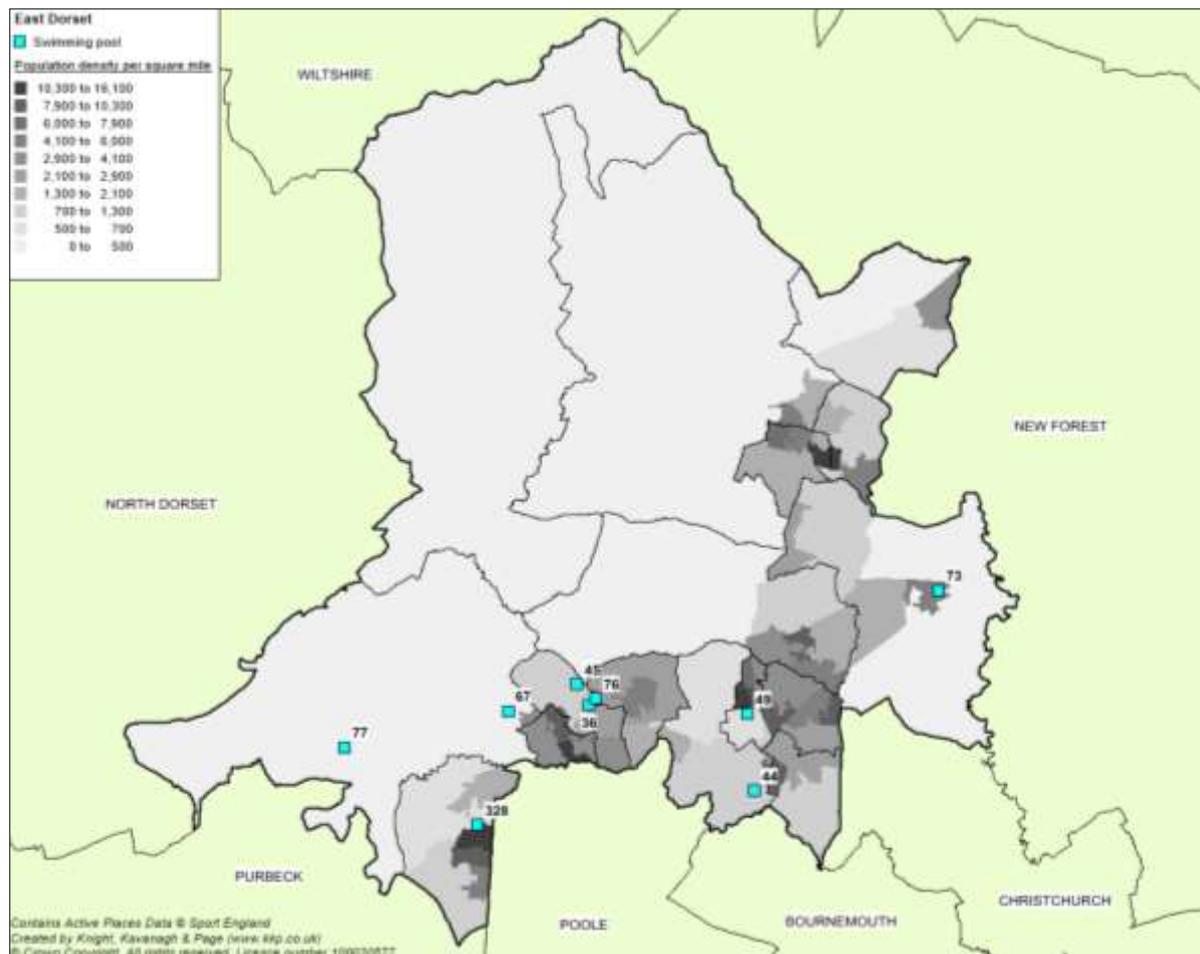
The KKP audit identified a new swimming pool at a new site; BH Live in Corfe Mullen. This new private sports club has a 23m pool with four lanes.

³ Attractiveness definitions are calculated by Sport England’s FPM. A full description of how the classifications are calculated can be found in Appendix 3.

EAST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

Quantity

Figure 5.1: All identified swimming pools in East Dorset including lidos



Lidos serve specific market segments during summer months and, in some instances, are heated. Despite offering community access and some club activity at this time of year, they are excluded because they are not available throughout the whole year.

Table 5.1: All swimming pools and sites in East Dorset District

ID	Site	Lanes	Length	Comm. Use	Type
36	Beaucroft Foundation School	0	15m	Private use	Learner
44	Dudsbury Golf Club	0	14m	Reg. mem*	Leisure Pool
45	Dumpton School	0	16m	Private use	Main/General
49	Ferndown Leisure Centre	4	25m	Pay and play	Main/General
49	Ferndown Leisure Centre	0	17m	Pay and play	Learner
67	Queen Elizabeth Leisure Centre	4	25m	Pay and play	Main/General
73	St Ives First School	0	16.6m	Private use	Lido
76	St Michaels Middle School	0	18m	Sports club/CA**	Main/General
77	Sturminster Marshall First School	0	12m	Private use	Lido
328	BH Live Active	4	23m	Member* & P&P	Main/General

*registered membership **Community Association

EAST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

Quality and accessibility

The assessment includes non-technical visual assessments of pools and changing rooms.

Figure 5.2: Quality rating of accessible pools in EDDC 20 minute radial catchment

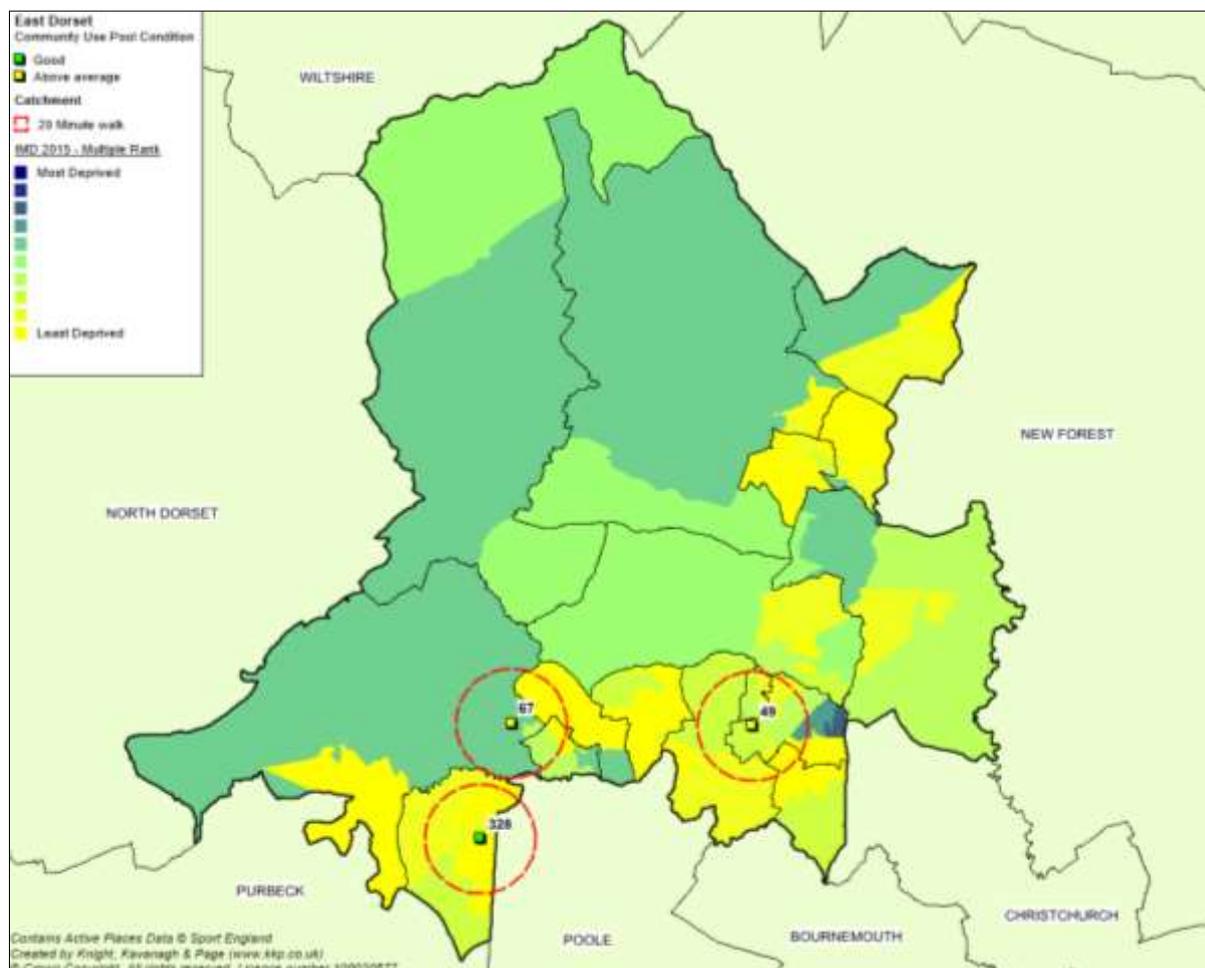


Table 5.2: East Dorset Swimming Pools with community use by condition

ID	Site	Lanes	Length	Pool condition	Change condition
49	Ferndown Leisure Centre	4	25m	Above average	Above average
49	Ferndown Leisure Centre	0	17m	Above average	Above average
67	Queen Elizabeth Leisure Centre	4	25m	Above average	Good
328	BH Live Active	4	23m	Good	Good

The only site rated good for pools and changing rooms is BH Live Active. This is to be expected given that it re-opened in Summer 2016 following a £1million refurbishment. All remaining pools are rated above average. 21.3% of the population lives within a one mile radial catchment of an accessible swimming pool. Eight out of ten EDDC residents are, thus, assumed to need to use either public transport, cycle or need a car to access facilities. No-one living in the highest areas of deprivation lives within a twenty minute walk of a swimming pool (this is only 1.8%, of the total population).

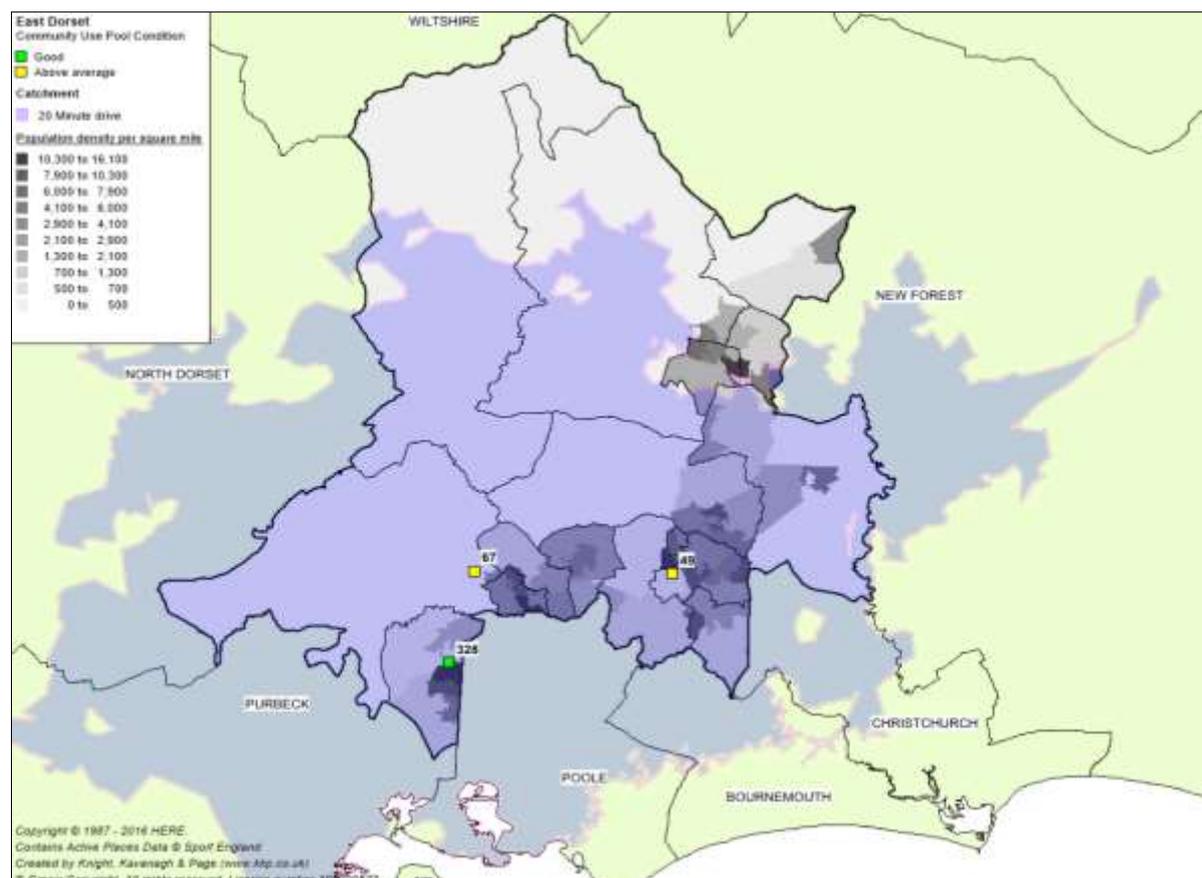
EAST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

80% of the population lives within a 20 - minute drive time of an East Dorset swimming pool. Areas to the north and north east of the District are not serviced by an East Dorset pool.

Table 5.3 Radial catchment of swimming pools using 20 minute walk on IMD

IMD 2015 10% bands	East Dorset		Pools with community use. (Min 4 lane, 20m) 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	0	0.0%	0	0.0%	0	0.0%
20.1 - 30	1,608	1.8%	0	0.0%	1,608	1.8%
30.1 - 40	1,725	2.0%	416	0.5%	1,309	1.5%
40.1 - 50	7,752	8.8%	150	0.2%	7,602	8.7%
50.1 - 60	6,272	7.1%	0	0.0%	6,272	7.1%
60.1 - 70	12,631	14.4%	5,012	5.7%	7,619	8.7%
70.1 - 80	10,033	11.4%	2,007	2.3%	8,026	9.1%
80.1 - 90	16,818	19.2%	2,215	2.5%	14,603	16.6%
90.1 - 100	30,916	35.3%	8,836	10.1%	22,080	25.2%
Total	87,755	100.0%	18,636	21.3%	69,119	78.7%

Figure 5.3: 20 min drive time catchment of swimming pools in East Dorset



EAST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

Neighbouring facilities

Accessibility is influenced by facilities within easy reach of the District. Those within one mile are considered to be accessible (20 minutes' walk time). The whole population is within a two mile radial catchment due to the proximity of Ringwood Health and Leisure in the North East.

Figure 5.4: Swimming pools in neighbouring authorities within 1 and 2 miles

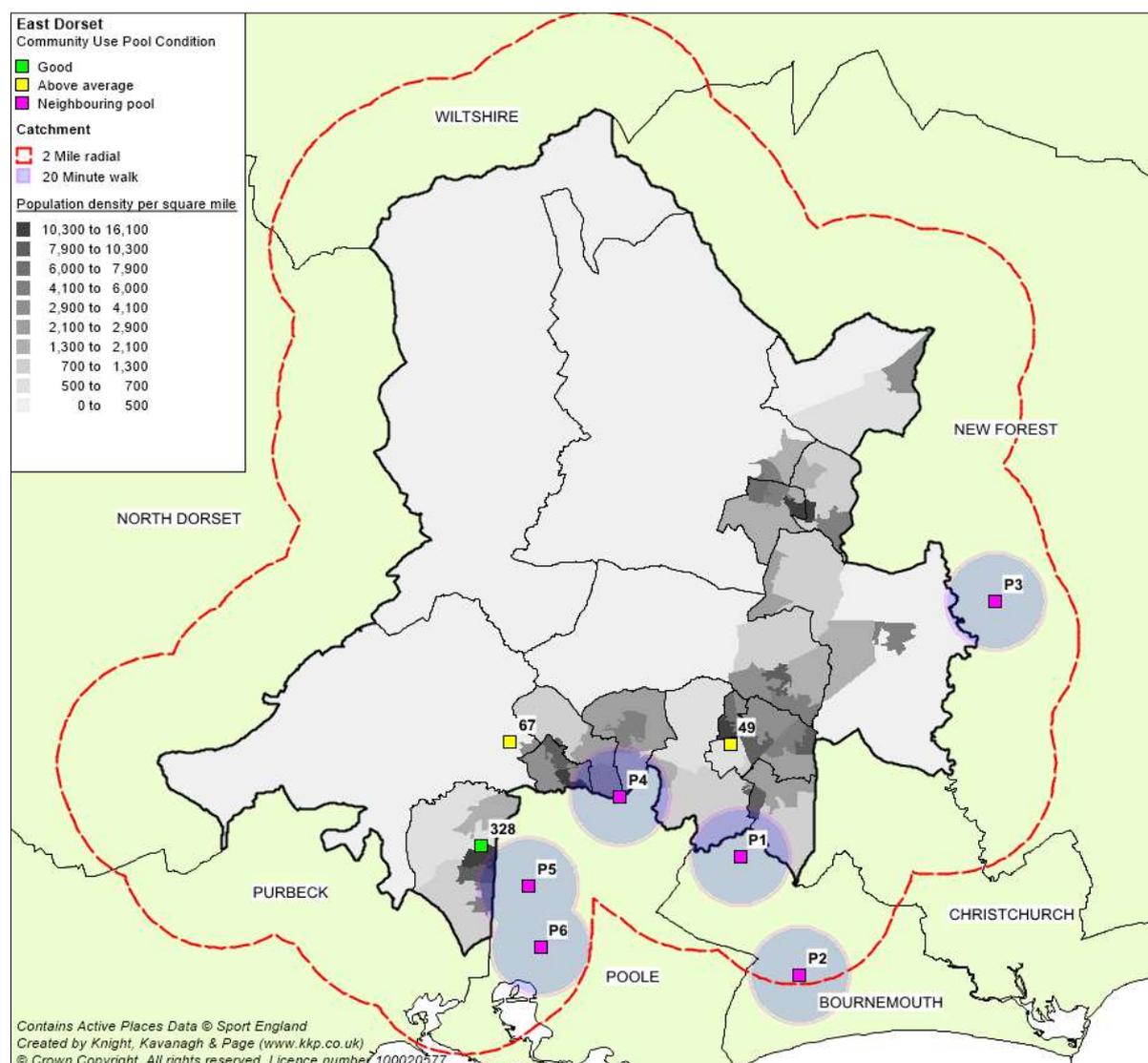


Table 5.4 Swimming pools in neighbouring authorities within 1 and 2 miles

ID	Active Places site name	Size	Access type	Authority
P1	Pelhams Park Leisure Centre	4 x 20m	Pay and Play	Bournemouth
P2	Stokewood Leisure Centre	6 x 23m	Pay and Play	Bournemouth
P3	Ringwood Health & Leisure	5 x 25m	Pay and Play	New Forest
P4	Canford School Sports Centre	6 x 25m	Reg. Mem*.	Poole
P5	The Junction Sports & Leisure Centre	4 x 20m	Pay and Play	Poole
P6	Dorset Health & Racquets Club	4 x 25m	Reg. Mem.	Poole

EAST DORSET DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

Accessibility and management

As noted earlier, the 'Lifestyle Active Community and Leisure Partnership' is managed by Christchurch and East Dorset councils and is responsible for the management of a number of sites in the County including the Queen Elizabeth Leisure Centre. Other venues it manages include Two Riversmeet Leisure Centre (Christchurch), Emmanuel School (East Dorset), Verwood Hub (East Dorset) and Potterne Park (East Dorset). Queen Elizabeth Leisure Centre is joint use with Queen Elizabeth School. The arrangement at the school reportedly works well overall.

Ferndown Leisure Centre is managed by Places for People on behalf of the County Council. It is also a dual use facility with Ferndown Upper School. The School has access to the pool during the day which means that it is unavailable for community use during that time. The Leisure Centre reports that the relationship works well.

BH Live is a private members site and therefore, use of all facilities is available to members during all opening hours, unlike the dual use sites. The cost for access to gym, swim and classes is £40 per month at BH Live, which is comparable to other providers including Ferndown Leisure Centre which charges £38.50 for the same package. BH Live also offers Pay and Play for swimming at a cost of £4.65 for an adult and £3.50 for juniors, which is slightly more expensive than Queen Elizabeth, where the price is £3.80 for an adult and £3.20 for a junior. BH Live is, effectively, a competitor of Queen Elizabeth Leisure Centre.

5.3 Demand

FPM Analysis of demand for swimming pools

- ◀ 9.5% of the population has no access to a car, compared with 17.2% in East Dorset and 14.7% in Dorset County.
- ◀ East Dorset demand for swimming is 5,260 vpwpp in 2016 and 5,595 in 2031.
- ◀ Currently, 91.6% of demand is satisfied in 2016 and 91.4% in 2031.
- ◀ Car travel is the dominant travel mode to swimming pools; 93% of visits made by car.
- ◀ Retained demand is low with 31% in 2016 and 34% in 2026. This is likely to be as a result of pools in other local authorities including New Forest being closer for residents.
- ◀ The level of unmet demand as a proportion of total demand in East Dorset is 8.4% in 2016 (Run 1) and 8.6% in 2034 (Run 2).
- ◀ Unmet demand is almost exclusively (98%) down to residents living outside the catchment area of a pool.
- ◀ The estimated used capacity of pools is 50% in 2016 increasing to 61% in 2031.

NGB and swimming club key issues

Consultation with the ASA confirms that its 2013-2017 Strategic Plan headline objectives of 'More people learning to swim, more people swimming regularly, more medals on the world stage,' remain. It is currently developing a new national facilities strategy and considers all usable swimming pools to be important. This is its position on East Dorset. Local authority pools are of particular significance given their ability to support its key objectives to increase participation and support the talent base (club usage). The ASA has no capital but works closely with Sport England to ensure that funding is targeted at projects that will have the greatest impact on increasing participation and benefit the sport and its clubs. Dorset is not classified as a priority area but ensuring sufficient water space in all areas is.

EAST DORSET DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

Swimming lessons

Swimming lessons are provided at all three facilities; Ferndown, Queen Elizabeth and BH Live. They run every day from 15.30 at Ferndown Leisure Centre with classes reportedly at capacity. Queen Elizabeth lessons run four out of five weekdays from 15.30 and on Saturday mornings. BH Live lessons run every day from 16.00-18.00 and on Saturday mornings. At the time of the audit lessons had not started at BH Live but were due to commence January 2017. It is understood that a full lesson programme is now running.

Swimming lessons at both Ferndown Leisure Centre and Queen Elizabeth are reportedly busy which suggests that there will be demand for lessons at BH Live. It should be noted that BH Live is situated just 2.8 miles from Queen Elizabeth Leisure Centre which will inevitably lead to competition. This should be monitored to ensure that programmes are sustainable at all sites. Current information suggests that there is sufficient demand for lessons to be provided at all sites.

Club consultation

Swim Bournemouth

Swim Bournemouth was established in 2010 via the amalgamation of Ferndown Otters and the Bournemouth Dolphins swimming clubs. The Dorset County ASA reports that the Club is satisfied with the amount of pool time available, however, the cost of hire is difficult for it to sustain. It uses a number of sites in Dorset including Ferndown Leisure Centre.

Poole Swimming Club

Poole Swimming Club accesses five facilities across Dorset including the pool at Ferndown. It has 118 men, 138 women and 260 junior members. This number has risen in the previous three years and it plans to continue to grow. It reports being unable to gain access to additional pool and that it will struggle to grow if supply remains the same.

It has a waiting list and restructured in 2016 to allow more space, but is already at full capacity again. It has to compete for pool time with public swimming and swimming lessons provided by leisure centres. It faces similar issues in Bournemouth and believes that a joint approach to providing a new, possibly larger facility would provide better quality facilities, with increased pool time allowing more people to perform to a higher level.

A sub aqua club (Flippers and Fins) offers the opportunity to learn how to dive at Queen Elizabeth Leisure Centre. This is a private company offering beginner and developer lessons. The company also delivers sessions at other venues across the County.

EAST DORSET DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

Table 5.5: Market segmentation/likely target audiences of swimming in East Dorset

Swimming	
<ul style="list-style-type: none"> ▶ 14.1% (9,854) of people currently swim and a further 12.8% (8,946) indicate that they would like to, giving an overall total of 26.9% (18,801). ▶ 25.3% of Alison's swim, the largest proportion of any group, closely followed by the Chloe segment at 24.1%. ▶ Groups with the largest proportion of local people swimming are Tim (11.7%) and Elaine (11.5%). ▶ Groups with the most people who would like to swim are Elaine (12.9%) and Roger & Joy (10.5%). ▶ The main group to target, for additional swimmers due to size and interest is, thus, Elaine. 	

5.4 Supply and demand analysis

Overall, East Dorset's leisure centres provides for the full range of swimming activity. The projected population increase will not cause an unmanageable increase in demand, particularly given the addition of the new BH Live facility at Corfe Mullen. However, part of the East Dorset demand for swimming is met outside the District because of the close proximity of residents to pools in neighbouring authorities. To retain and possibly increase the volume of demand met locally consideration should be given to modernising the existing centres and an increase in size when the time comes to replace facilities.

5.5 Sport England's Facilities Calculator (SFC)

As noted above, this was created to assist local planning authorities to quantify how much additional demand for the key community sports facilities, is generated by population growth, development and regeneration.

Table 5.6: SFC applied to DCC data using POPGROUP software in East Dorset

	Population 2016	Population estimate 2031
ONS projections	89,091	100,115
Population increase		11,024
Facilities to meet additional demand		2.03 lanes (0.51 pools)
Cost		£1,866,585

These calculations assume that the current swimming stock remains accessible for community use and quality remains consistent. The projected population increase will add to the demand for pool space in East Dorset, but not necessitate an additional pool.

5.6 Summary of key swimming facility facts

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

EAST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

- ◀ There are three community accessible swimming pool venues in EDDC; Queen Elizabeth Leisure Centre, main and teaching pools at Ferndown Leisure Centre and BH Live.
- ◀ County supply of water space (15m² per 000) is significantly higher than that of EDDC (6m² per 1,000). The FPM calculation does not, however, take account of BH Live (opened 2016).
- ◀ All swimming pools are rated as above average or good quality.
- ◀ People in EDDC who live in areas of highest deprivation do not live within a 20 minute walk of an accessible pool.
- ◀ Retained demand is low with 31% in 2016 and 34% in 2026.
- ◀ By 2031 the FPM estimates that used capacity of swimming pools will be 61% - still below the 70% pools comfort level. The swimming pool at BH Live will provide additional capacity.
- ◀ BH live is under 2 miles from Queen Elizabeth Leisure Centre and is a direct competitor, as identified by figure 5.4.
- ◀ Club swimming is particularly strong; clubs access several facilities to secure pool time.
- ◀ Bournemouth and Poole Swimming Club highlights potential demand for a joint swim facility for clubs across the boundaries.
- ◀ Population growth will not be sufficient to require additional water space, particularly given the additional supply available at BH Live.

EAST DORSET DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

SECTION 6: HEALTH AND FITNESS SUITES

Health and fitness facilities are normally defined and assessed using a base scale of a minimum of 20 stations. A station is a piece of static fitness equipment and larger health and fitness centres with more stations can generally make a more attractive offer to both members and casual users. They 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 6% in the number of members. Further, 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.

The 2016 State of the UK Fitness Industry Report indicates that the industry has continued to grow. There was an increase of 1.9% in the total number of fitness facilities, 5.3% in the number of members and 3.2% in market value. There is an all-time penetration rate high of 14.3%. The private low cost sector accounts for 12% of the total of private clubs, 13% of the private market value and a huge 32% of the private sector membership.

Pure Gym has added 60 clubs taking it past the 150 mark and in to the top position as a low cost provider. Due to commercial sensitivities, private and commercial health and fitness suites are not usually assessed. It is generally acknowledged that, in order to generate custom and remain solvent, they provide good or above average quality facilities.

6.1 Supply

Quantity

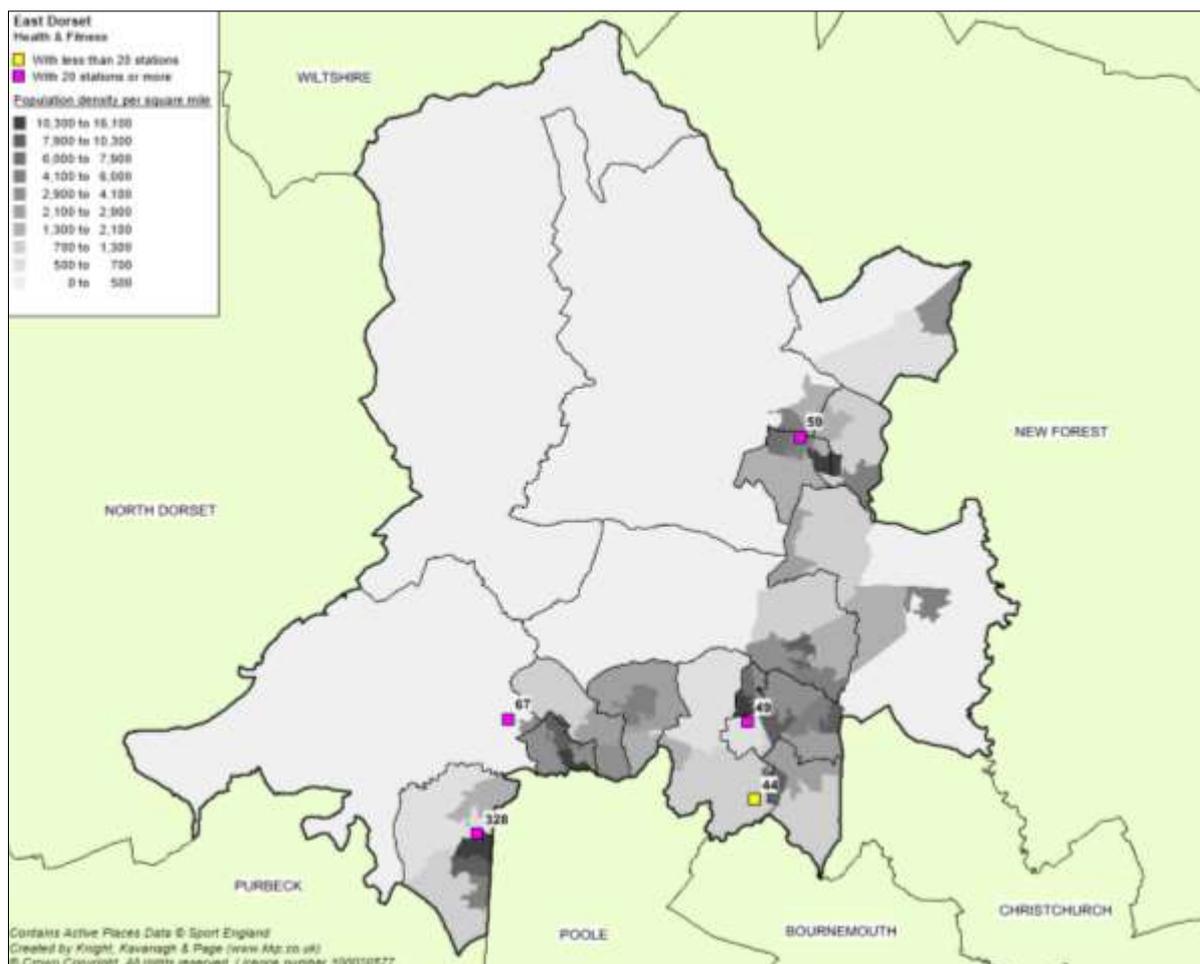
This report identifies five health and fitness suites in EDDC with 212 stations. This reduces to four when taking account of those with 20+ stations. It should be noted that venues containing fewer than this number can be available to the public and may accommodate localised demand. For the purpose of this report, however, they are discounted because of their scale. Health and fitness facilities are to be found mainly in the South of the District (servicing main population areas) with The Hub at Verwood in the North East.

Table 6.1: All health and fitness facilities in East Dorset

Map ID	Site	Stations	Community use	Access
44	Dudsbury Golf Club	11	Yes	Pay and Play
49	Ferndown Leisure Centre	48	Yes	Pay and Play
59	The Hub	50	Yes	Pay and Play
67	Queen Elizabeth Leisure Centre	66	Yes	Pay and Play
328	BH Live Active	37	Yes	Registered membership and Pay and Play
Total		212		

EAST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

Figure 6.1: All health and fitness facilities in East Dorset (pop density)



Quality

Site assessments

The four venues covered by the audit provide a total of 201 stations. Access was gained to each to undertake non-technical quality assessments; all were assessed as good quality.

Table 6.2: Quality of community accessible health and fitness suites (20+ stations)

Map ID	Site	Stations	Condition
49	Ferndown Leisure Centre	48	Good
59	The Hub	50	Good
67	Queen Elizabeth Leisure Centre	66	Good
328	BH Live Active	37	Good
Total		201	

EAST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

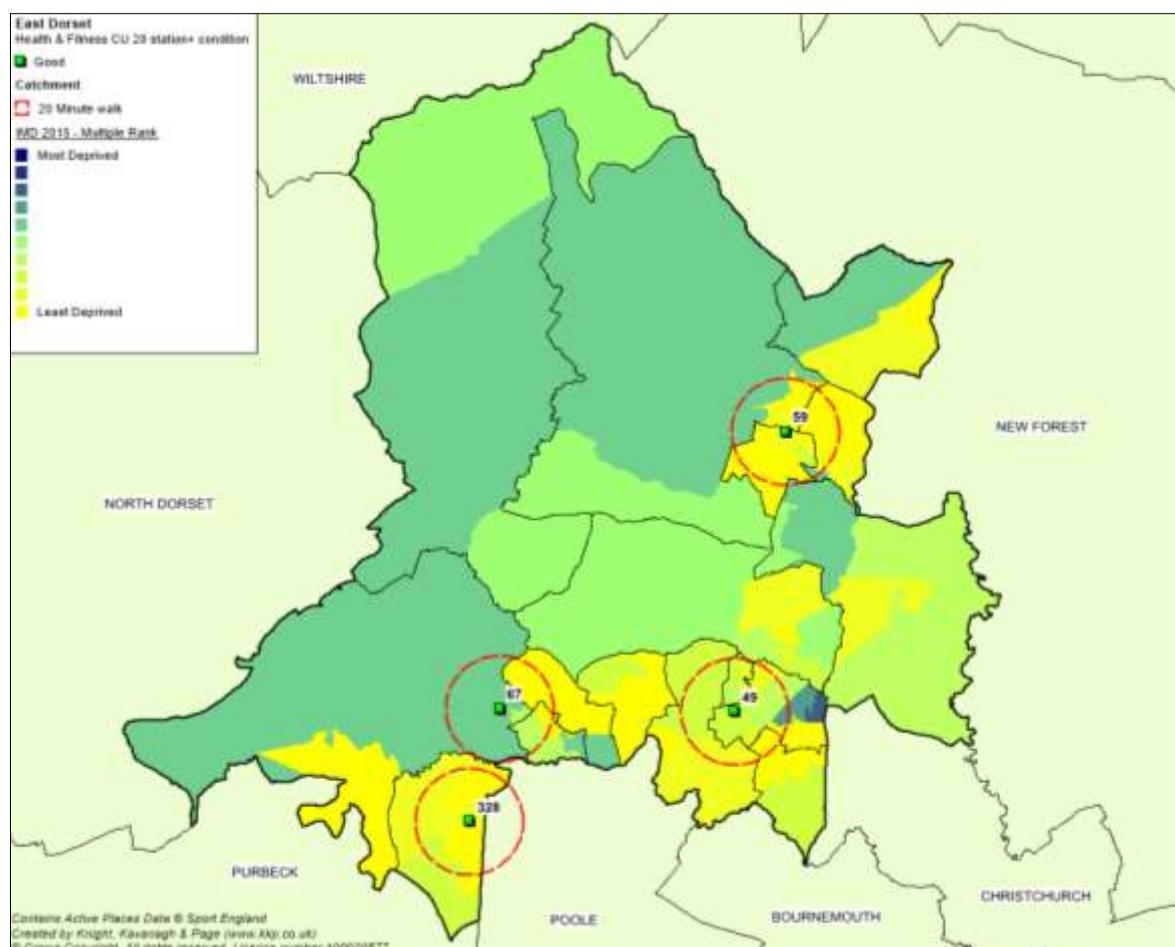
Accessibility and availability

Sport England defines registered membership use facilities as being publicly accessible. This generally means customers paying monthly fees which can vary considerably. Queen Elizabeth Leisure Centre and The Hub are the local authority sites in East Dorset. Both offer monthly memberships plus pay and play options. A monthly 'platinum' membership is £39.50; this allows access to three centres; Queen Elizabeth, The Hub and Two Riversmeet (Christchurch). The operator also runs a GP referral programme.

Ferndown Leisure Centre is managed by Places for People on behalf of the County Council. Its joint use status means that parts of the site, including the fitness room, are unavailable for community use during the day. It also runs a GP referral programme.

Memberships at BH Live provide access to all BH Live sites across the country. Pay and play access is also available at the private BH Live site. As a comparison a pay and play gym session costs £7.25 at The Hub and Queen Elizabeth but £5.80 at BH Live.

Figure 6.2: Health and fitness stations with 20 minute walk radial catchment



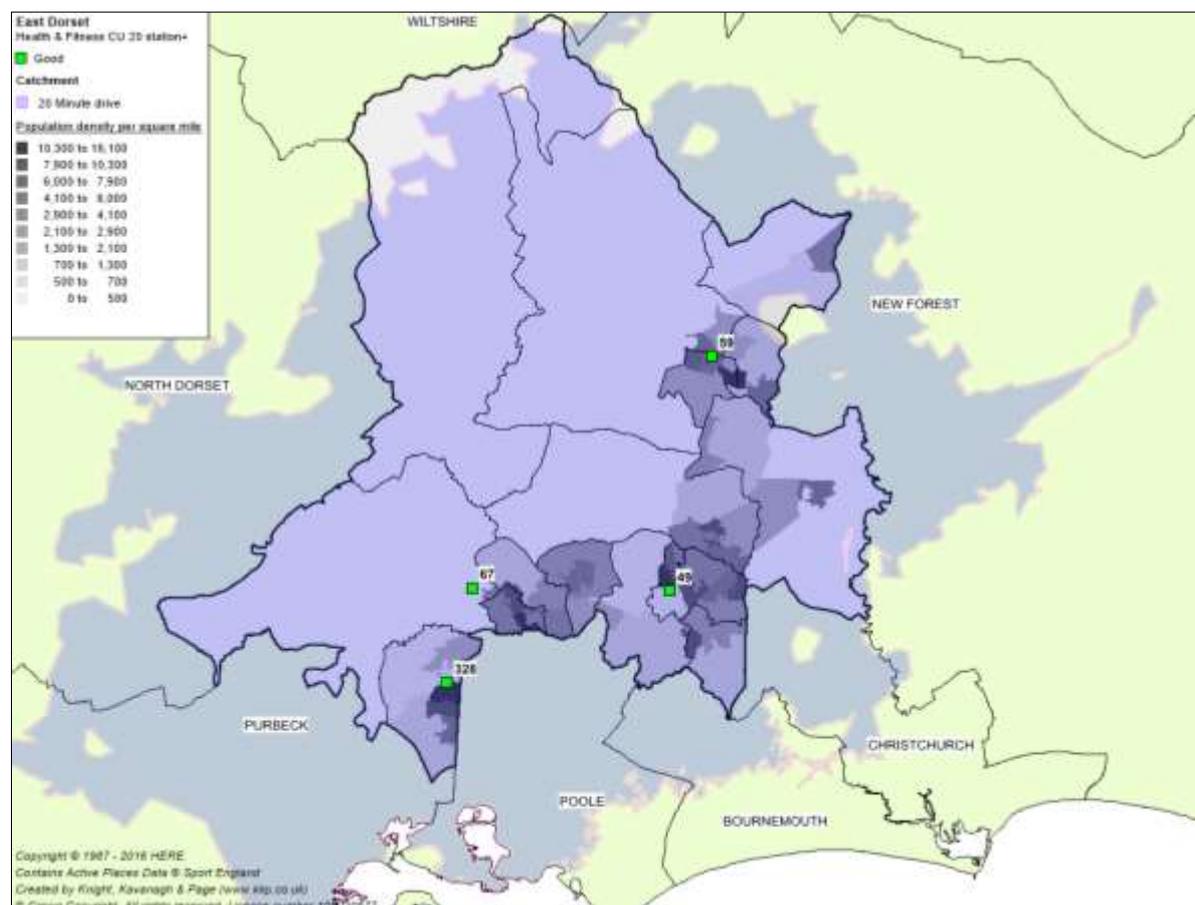
Less than one third (31.2%) of the East Dorset population resides within a 20 minute walk of a health and fitness facility. None of the (1,608) people that live in the most deprived areas of the District (using 30% cohort) are inside the 20 minute catchment area.

EAST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

Table 6.3: Community accessible health and fitness suites set against IMD

IMD 2015 10% bands	East Dorset		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	0	0.0%	0	0.0%	0	0.0%
20.1 - 30	1,608	1.8%	0	0.0%	1,608	1.8%
30.1 - 40	1,725	2.0%	416	0.5%	1,309	1.5%
40.1 - 50	7,752	8.8%	249	0.3%	7,503	8.5%
50.1 - 60	6,272	7.1%	0	0.0%	6,272	7.1%
60.1 - 70	12,631	14.4%	5,012	5.7%	7,619	8.7%
70.1 - 80	10,033	11.4%	3,517	4.0%	6,516	7.4%
80.1 - 90	16,818	19.2%	5,322	6.1%	11,496	13.1%
90.1 - 100	30,916	35.3%	12,880	14.7%	18,036	20.6%
Total	87,755	100.0%	27,396	31.2%	60,359	68.8%

Figure 6.3: Health and fitness suites with 20+ stations within 20 minute drive of East Dorset



EAST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

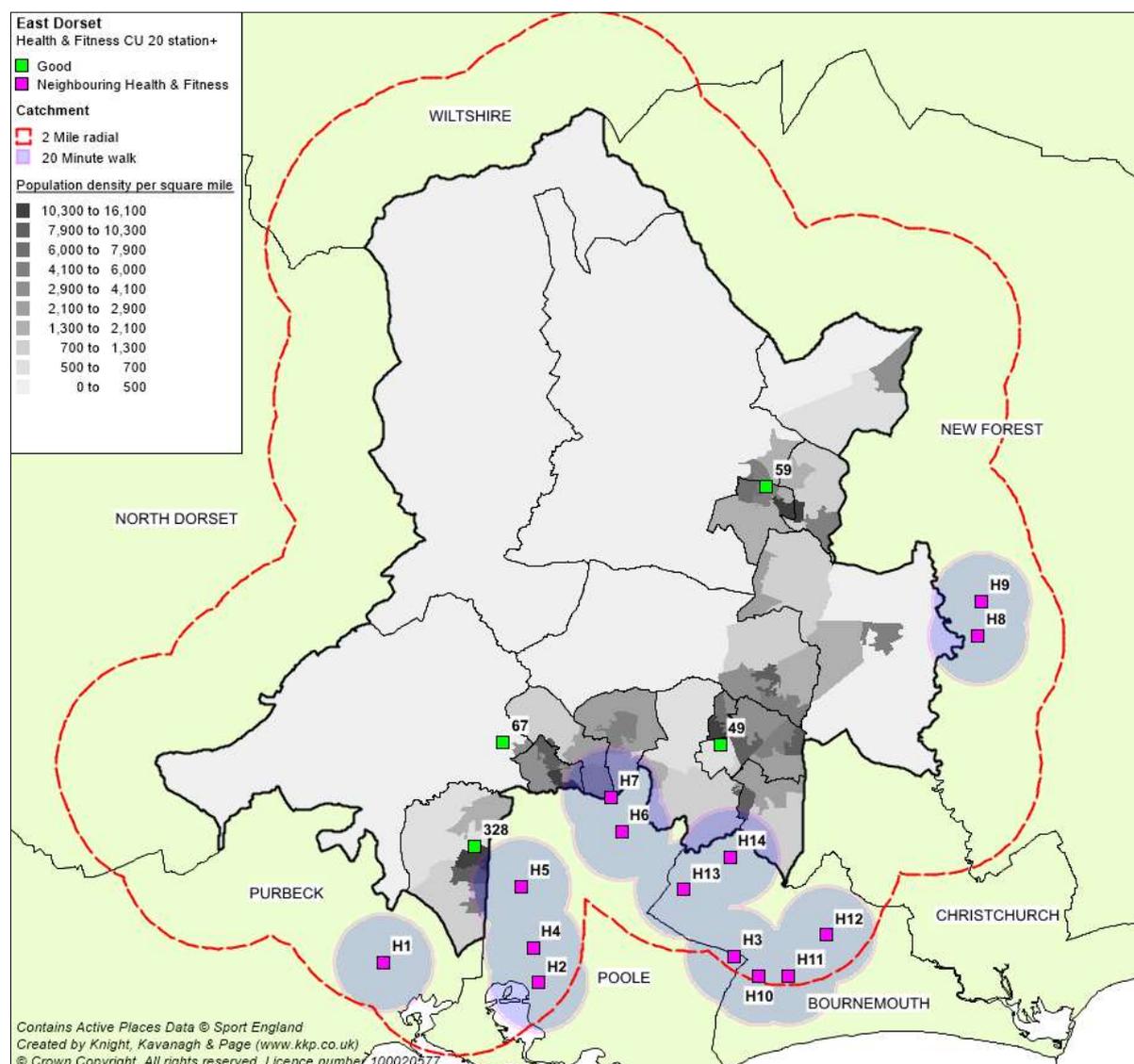
As illustrated in Figure 6.3 above, 98.8% of the EDDC population resides within a twenty minute drive of an East Dorset facility. Those not serviced are in the very rural areas to the North of the District.

Facilities in neighbouring authorities

Accessibility is also influenced by facilities within easy reach of the District. Figure 6.4 and Table 6.4 indicate the health and fitness suites to be found within one mile and two miles of the local authority boundary. Those located within one mile of the District are considered to be accessible using 20 minutes' walk time radial catchment.

There are 14 such facilities (20+ stations), located mainly in Poole (seven) and Bournemouth (five). Some of the facilities (six) are within one mile of East Dorset so are considered to be accessible (on a walk-time basis) to the local community. This indicates that the majority of the East Dorset population has access to a range of health and fitness facilities.

Figure 6.4: Health and fitness suites within 2 miles of East Dorset local authority



EAST DORSET DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

Table 6.4: Health and fitness suites within 2 miles of East Dorset local authority

ID	Active Places site name	Stations	Access type	Authority
H1	Lytchett Manor Sports Centre	32	Pay and Play	Purbeck
H2	Fitness First Health Club	64	Pay and Play	Poole
H3	Bournemouth University Sports Centre	75	Pay and Play	Poole
H4	Dorset Health & Racquets Club	120	Registered Mem.	Poole
H5	The Junction Sports & Leisure Centre	98	Pay and Play	Poole
H6	The Hamworthy Club	21	Registered Mem.	Poole
H7	Canford School Sports Centre	26	Registered Mem.	Poole
H8	David Lloyd Club (Ringwood)	70	Registered Mem.	New Forest
H9	Ringwood Health & Leisure	70	Pay and Play	New Forest
H10	West Hants Lawn Tennis Club	60	Registered Mem.	Bournemouth
H11	Stokewood Leisure Centre	50	Pay and Play	Bournemouth
H12	Sir David English Sports Centre	55	Pay and Play	Bournemouth
H13	Oak Academy	20	Sports Club / CA	Bournemouth
H14	Pelhams Park Leisure Centre	110	Pay and Play	Bournemouth

Source: Active Places Power 18/01/2017

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.

Table 6.5: UK penetration rates for health and fitness suites in East Dorset (DCC data using POPGROUP software)

	Current (2016)	Future (2036)
Adult population	88,828	99,139
UK penetration rate	14%	15%
Number of potential members	12,436	14,871
Number of visits per week (1.75/member)	21,763	26,024
% of visits in peak time	65	65
No. of visits in peak time (equated to no. of stations required i.e. no. of visits/39 weeks*65%)	363	434
Number of stations with 50% comfort factor applied	540	650

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

According to UK penetration rates there is a current need for 540 stations to service the East Dorset population. This is expected to grow to 650 by 2031; the calculation factors in comfort and accessibility at peak periods.

EAST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

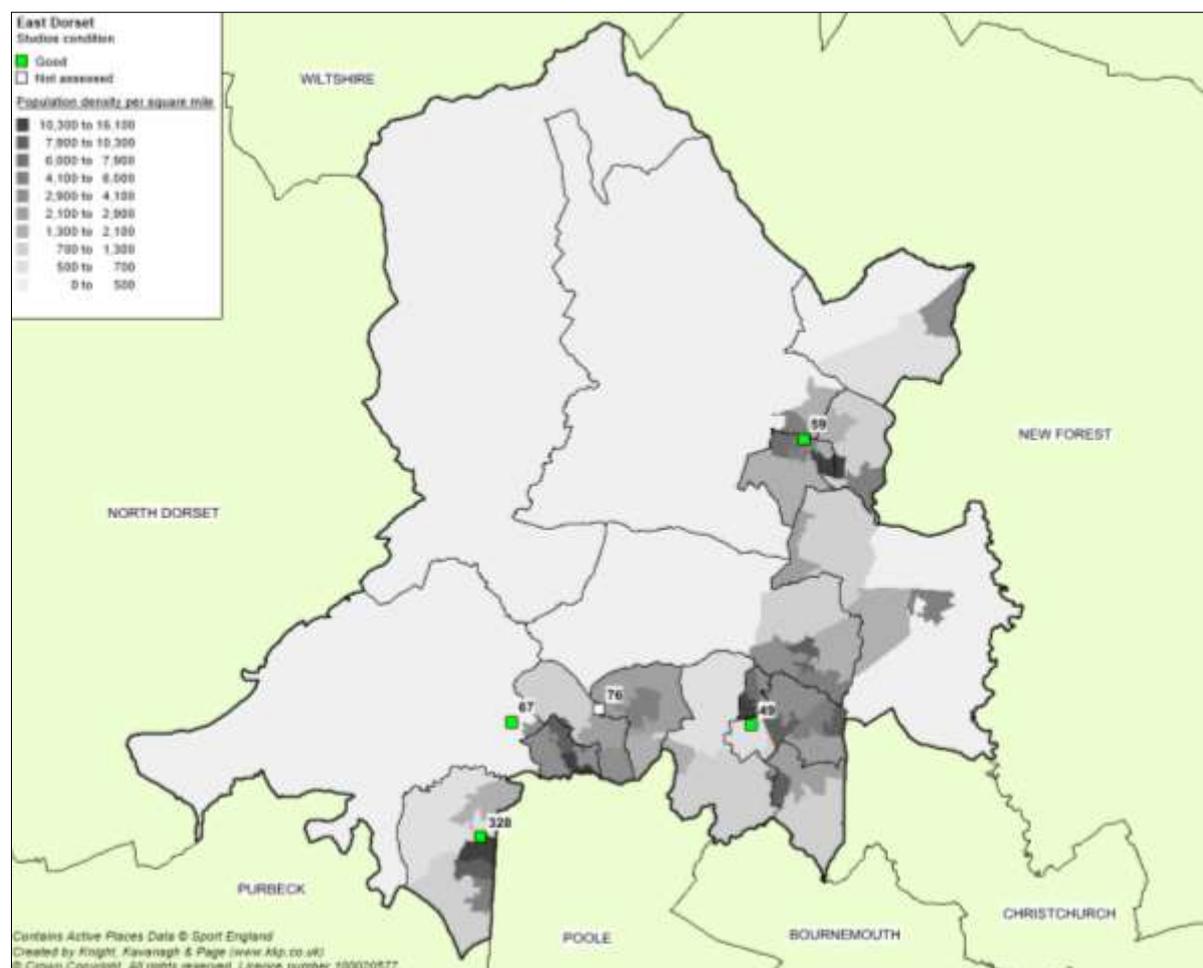
When comparing the number of community accessible stations currently available (201) the market does not appear to have capacity to service the adult population given that the model suggests a requirement for up to 540 stations. It does not, however, take account of the 14 health and fitness venues located within two miles of the EDDC boundary (which offer more than 850 stations and a variety of payment options). Six of these are within one mile, suggesting that District residents have a good range of facilities to choose from.

The key issue is that while some of these may be budget operators it does not necessarily make them accessible to harder to reach groups and people from areas of (relative) disadvantage (as cost is only one factor which may hinder usage).

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 changing, access to sprung wooden floors etc. There appears to have been a substantial increase in the number of people accessing fitness classes as identified in the fitness and conditioning element of Sport England's APS. The type of activity offered also varies massively between classes such as Pilates and yoga to the more active dance, step and Zumba.

Figure 6.5: All studios/dance facilities in East Dorset



EAST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

Table 6.6: All studios by condition in East Dorset

Map ID	Site name	Condition
49	Ferndown Leisure Centre	Good
59	The Hub(30 room)	Good
59	The Hub (20/20 room)	Good
59	The Hub (35/25 rooms)	Good
59	The Hub (100 room)	Not assessed
67	Queen Elizabeth Leisure Centre (Studio 1)	Good
67	Queen Elizabeth Leisure Centre (Studio 2)	Good
76	St Michaels Middle School	Not assessed
328	BH Live Active	Good
328	BH Live Active	Good

The District has 10 studios at five sites, all rated good. Consultation indicates that they are well used but are often also booked to accommodate other activities such as drama. This is particularly relevant at The Hub where studios form flexible spaces to enable a wide range of activities to take place.

6.4 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.

East Dorset has a total of 212 fitness stations across five sites, of which 201 are considered to be housed at facilities accessible to the community. In addition to this five sites also contain dance studios. There are a number of other facilities within two miles of East Dorset local authority boundary suggesting that alternative options are available. The challenge remains as to whether these will provide opportunity for those in the most disadvantaged areas including the more rural communities and contribute to improving health and well-being across the District.

6.5 Summary of key facts and issues

- ◀ Five health and fitness suites are identified in East Dorset; four with 20+ stations.
- ◀ 201 stations are deemed to be accessible to the community within East Dorset.
- ◀ The quality of facilities is considered to be good across all sites.
- ◀ All sites offer pay and play as well as membership options. This includes the private sites such as BH Live.
- ◀ No people living in the most deprived areas live within a 20 minute walk time of a facility.
- ◀ There is a package of opportunities across different sites including GP referrals.
- ◀ The disparate nature of management of health and fitness facilities makes it difficult to co-ordinate the sport and physical activity offer they make.
- ◀ There are 850+ fitness stations within 2 miles of East Dorset, mainly located to the south of the District. Six are located within one mile of the local authority boundary.

EAST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

SECTION 7: TENNIS

Introduction

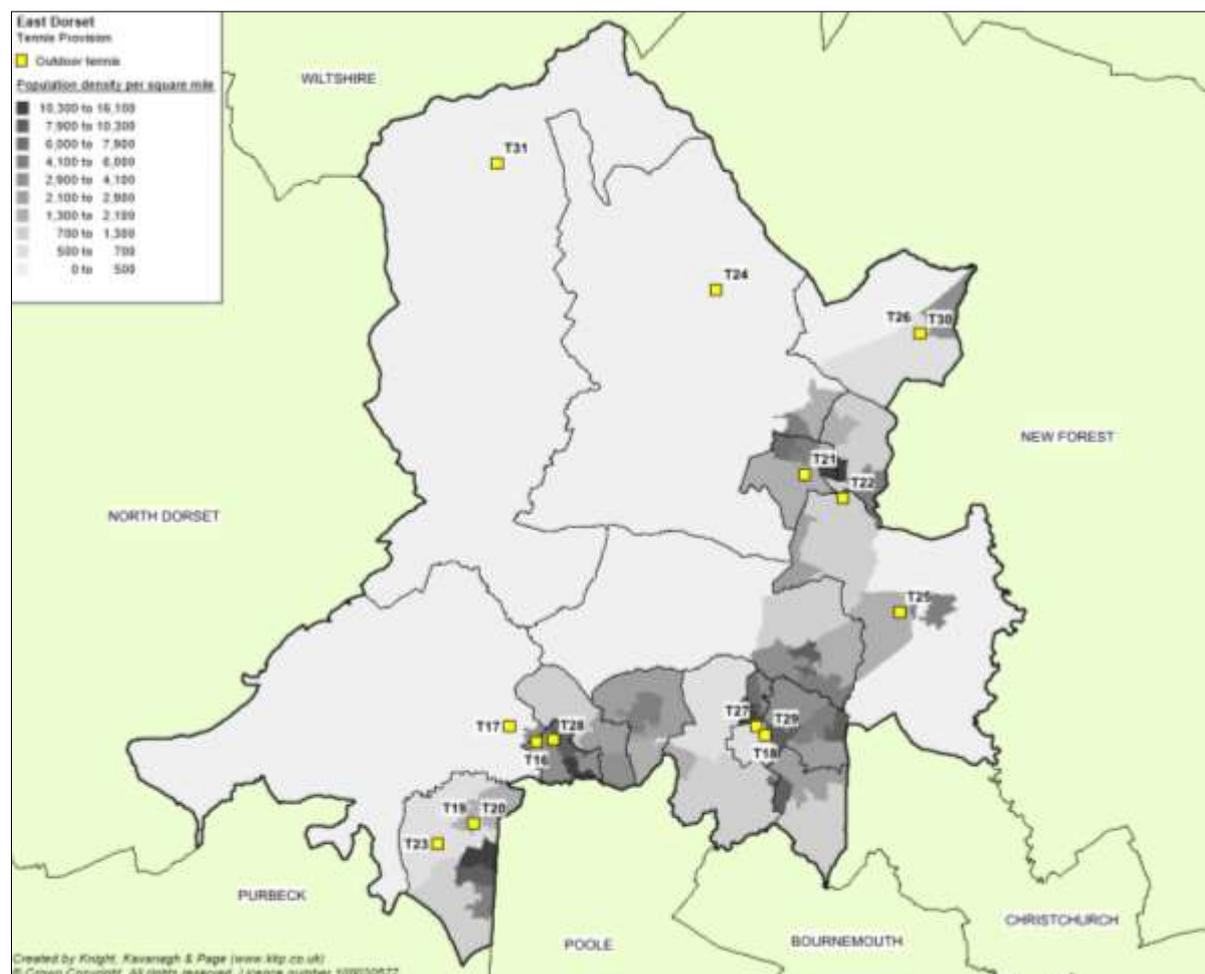
The Lawn Tennis Association (LTA) is the organisation responsible for the governance of tennis and administers the sport locally in East Dorset. Its objective is to get more people playing tennis more often. To achieve this, its latest Strategic Plan 2015 – 2018, highlights three key objectives:

- ◆ Deliver great service to Clubs.
- ◆ Build partnerships in the Community.
- ◆ Grow Participation among Children and Young People.

7.1 Supply

East Dorset has a total of 62 tennis courts; 27 floodlit. These are divided between clubs, local authority facilities, and educational establishments. They appear to be well spread across the District with tennis courts in or close to most areas of higher population density.

Figure 7.1: Location of tennis provision in East Dorset



EAST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

Table 7.1: All tennis facilities in East Dorset, including the number of courts

ID	Site name	Number of courts	Floodlit
T16	Wimborne Minster Tennis Club	3	3
T17	Queen Elizabeth Leisure Centre	8	8
T18	Ferndown Tennis Club	2	2
T19	Corfe Mullen Junior TC	2	2
T20	Corfe Mullen Lawn Tennis Club	4	4
T21	Emmanuel CE VA Middle School	3	0
T22	Potterne Park	2	2
T23	Castle Court School	8	0
T24	Cranborne County Middle School	4	0
T25	St Leonards & St Ives LTC	4	4
T26	Victoria Park Community Tennis	2	2
T27	Ferndown Upper School	6	0
T28	Allenbourn County Middle School	4	0
T29	King George V Fields	6	0
T30	Alderholt Tennis Club	2	0
T31	Sixpenny Handley Recreational Ground	2	0
Total:		62	27

7.2: Demand

The key LTA strategic priority is to grow participation across the County by increasing the number of sites available for casual tennis. To achieve this, its stated targets are to:

- ◀ Upgrade publicly accessible provision in Weymouth.
- ◀ Increase the number of courts at Blandford Forum and Bridport Tennis Club.

Self-evidently, none of these are in East Dorset. The LTA will continue to work in partnership with schools to secure access to sites with tennis courts. It is also keen to increase awareness and use of the Wey Valley Tennis Centre. Securing capital to upgrade listed courts is a key challenge and LTA led investment will focus on areas of high population.

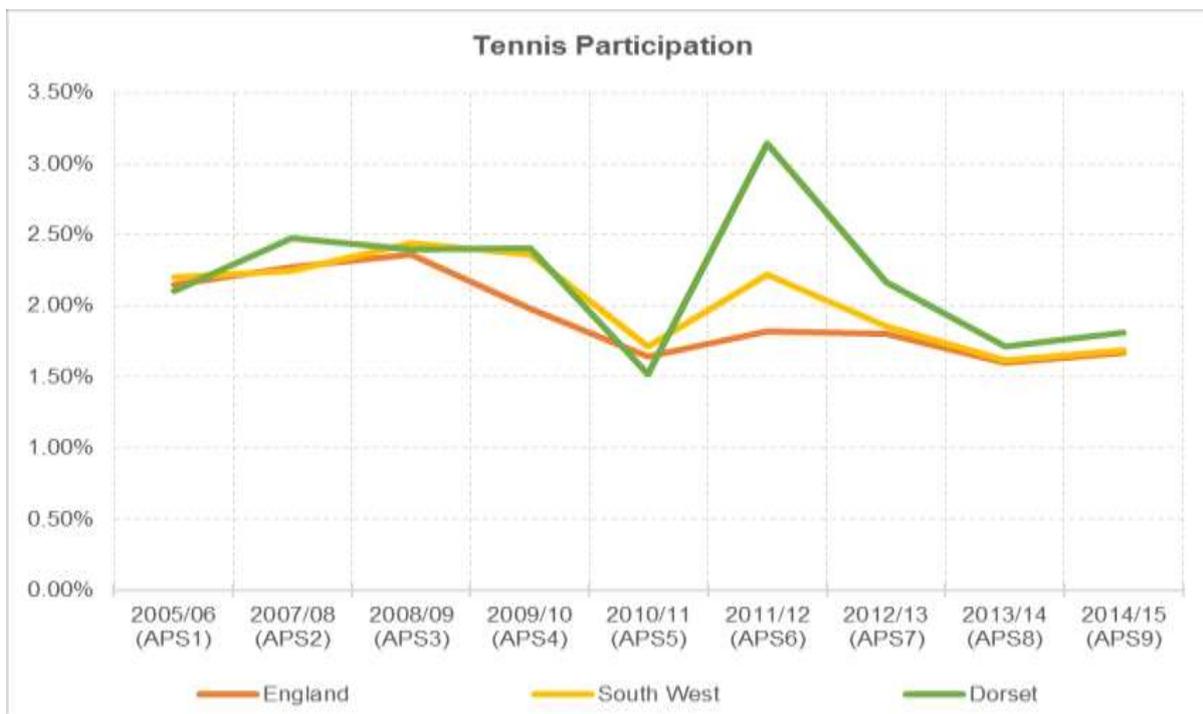
Since 2012, tennis participation in Dorset has been above regional and national rates. The significant increase from 1.5% to 3% over this period may reflect the opening of the Wey Valley Tennis Centre in 2011. The overall tennis participation trend is, however, a downward one; from 2.10% in 2005/06 to 1.81% in 2014/15 (a reduction of nearly 14%).

Table 7.2: Tennis participation trends for Dorset, the region and England

Geography	APS1	APS2	APS3	APS4	APS5	APS6	APS7	APS8	APS9
England	2.15%	2.27%	2.36%	1.98%	1.64%	1.82%	1.80%	1.60%	1.67%
South West	2.20%	2.25%	2.44%	2.36%	1.71%	2.22%	1.86%	1.62%	1.69%
Dorset	2.10%	2.48%	2.40%	2.41%	1.52%	3.14%	2.17%	1.71%	1.81%

EAST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

Figure 7.2: Tennis Participation trends between APS 1-APS 9



The following clubs were contacted: Ferndown, St Leonards and St Ives, Wimborne Minster, Alderholt and Corfe Mullen. No clubs completed the online survey or responded to consultation requests.

Table 7.3: Market segmentation/likely target audiences of tennis in East Dorset

Tennis
<ul style="list-style-type: none"> ▶ 2.4% (1,674) of people currently take part in tennis and a further 2.4% (1,652) indicate that they would like to, giving an overall total of 4.8% (3,327). ▶ 6.3% of Ben's take part in tennis, the largest proportion of any group taking part, closely followed by the Tim segment at 3.7%. ▶ Groups with the largest proportion of local people taking part are Tim (16.3%) and Ben (14.7%). ▶ Groups with the most people who would like to take part are Tim (14.5%) and Chloe (11.6%). ▶ The main group to target, for additional participants is, therefore Tim.

7.3: Summary

<ul style="list-style-type: none"> ▶ There is an overall trend of decline in tennis participation in Dorset. ▶ East Dorset has a total of 62 courts; 27 of these are floodlit ▶ They are spread throughout the District, close to or near areas of higher population density; although some are located in the more rural areas in the North ▶ The LTA is aiming to increase participation at park sites; none of its priority sites are in East Dorset.
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EAST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

SECTION 8: URBAN SPORTS

Introduction

This section analyses the key activity of skateboarding, which has a strong presence in the District. This type of activity predominantly appeals to young males with general reports that c.95% of activity is undertaken by males in the 14-30 year olds age bracket.

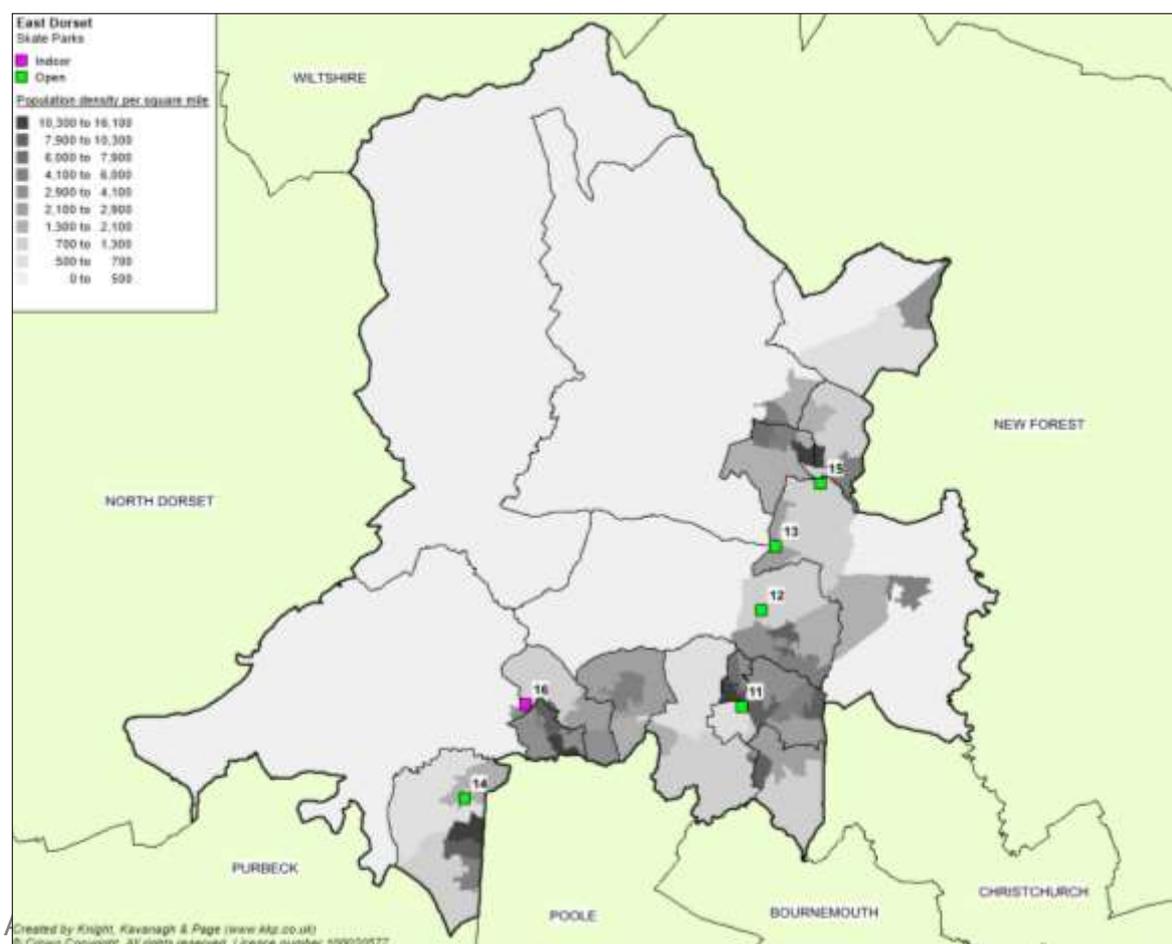
Skateboarding is an action sport which involves riding and performing tricks using a skateboard. It is also a recognised recreational activity but in 2016, it was announced that skateboarding will be represented at the 2020 Olympic Games in Tokyo, Japan. Since the 1970s, skate parks have been constructed specifically for use by skateboarders, freestyle BMXers, aggressive skaters, and very recently, scooters.

The sport is governed by Skateboard England; a membership organisation working towards Sport England recognised NGB status. Its principal function is to provide support for individual skaters, clubs and skate schools and to provide structure and guidelines to ensure that skating is being practiced in a safe and fun environment and for everyone to enjoy.

8.1 Provision within the Local Authority

East Dorset has six skate parks which are identified in Figure 8.1. Table 8.1 not only lists the facilities, it also provides a description of each facility. The different colours on the map indicate if these are indoor or outdoor facilities.

Figure 8.1: Location of all skate parks in East Dorset



EAST DORSET DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

Table 8.1: A list of the skate parks in East Dorset and the key features at each site.

Map ID	Facility	Key features
11	Ferndown Skatepark	This is made up of metal ramps on a tarmac base; it is located next to the Leisure Centre and has the usual set of obstacles in the standard Council built arrangement. At one end it features a mini ramp with two quarter pipes coming off each platform. The middle section is propped up by a jump box and a driveway with a hubba and adjoining spine. The return ramps are two quarter pipes with two more quarter pipe leading of the top platforms and facing each other.
12	West Moors Skatepark	This facility includes six different obstacles, including a pyramid, ramp and mini-ramps. The local youth centre has 10 sets of skateboarding equipment; including boards, helmets, safety pads and shoes so that beginners can start without any additional outlay. There is no subscription or joining fee and the park is open to all age groups. It also has a BMX dirt track with bridges and good size humps next to it
13	Three Legged Cross Skatepark	This comprises metal ramps on a tarmac base. It has a back and forth run with a quarter pipe and flat bank either side of a funbox. It is free to access.
14	Corfe Mullen Mini Ramp	This is a metal mini ramp. It is free to access.
15	Verwood Skatepark	This venue is floodlit and is open until 22.30 every night with open access. Weekends are busiest, although the BMX track has spare capacity. It is a large all concrete park that can be found in Potterne Park and is made up of street and transition elements with some brick work elements. The back side of the skate-park is a kinked bowl with a flat bottom and two differing depths plus a tall ledge wrapped around on of the corners. Off the back of this is a bowled edge that forms a spine with the bowl and opens up into the main body of the park. Leading on from this is a jump box adjoining a volcano and the run is finished with two adjoining quarter pipes set at two different heights. Adjacent to this run is more of a street focused section that starts with a platform with a hipped bank and two hubbas and following this, in the back corner, is a narrow taco that can be used as a return ramp. The layout is well designed and is apparently good both for beginners and experienced skaters.
16	The Streetlight Project (Indoor Provision)	The Centre is managed by a local Christian charity (Streetlight), and includes a cafe, a wooden skate-track and a soft play area. The facility was developed as a centre to engage with the local community and was financed by local businesses and religious organisations. It is open five days a week, from Wednesday to Sunday between the hours of 14:30-20:00. It also offers free entry from 18:00 for two hours to maximise utilisation and also to ensure those who may not be able to afford entrance access to the site. It reports a daily attendance of c.40 young people and also undertakes a series of outreach projects within the community, including mentoring projects within local schools.

8.2 Summary

- ◀ East Dorset has five outdoor and one indoor skate-parks.
- ◀ They are located in areas of higher population.
- ◀ Verwood Skatepark is floodlit, maximising the opportunity for local residents.
- ◀ The indoor centre is run by a local Christian charity (Streetlight) and provides evening access five nights per week.
- ◀ Streetlight also delivers a series of outreach programmes with local organisations.

EAST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

SECTION 9: SQUASH

England Squash is the NGB for the sport. Its latest strategy (Game Changer 2015-2017) aims to work across three platforms, education, leisure providers (commercial & public) and clubs to enhance and increase squash participation by 11,000. This will be based upon four key principles – prioritisation, technology, insight, business to business. Recently APS showed a 15,200 increase on this period last year, demonstrating progress.

9.1 Supply

Figure 9.1: Squash courts in East Dorset

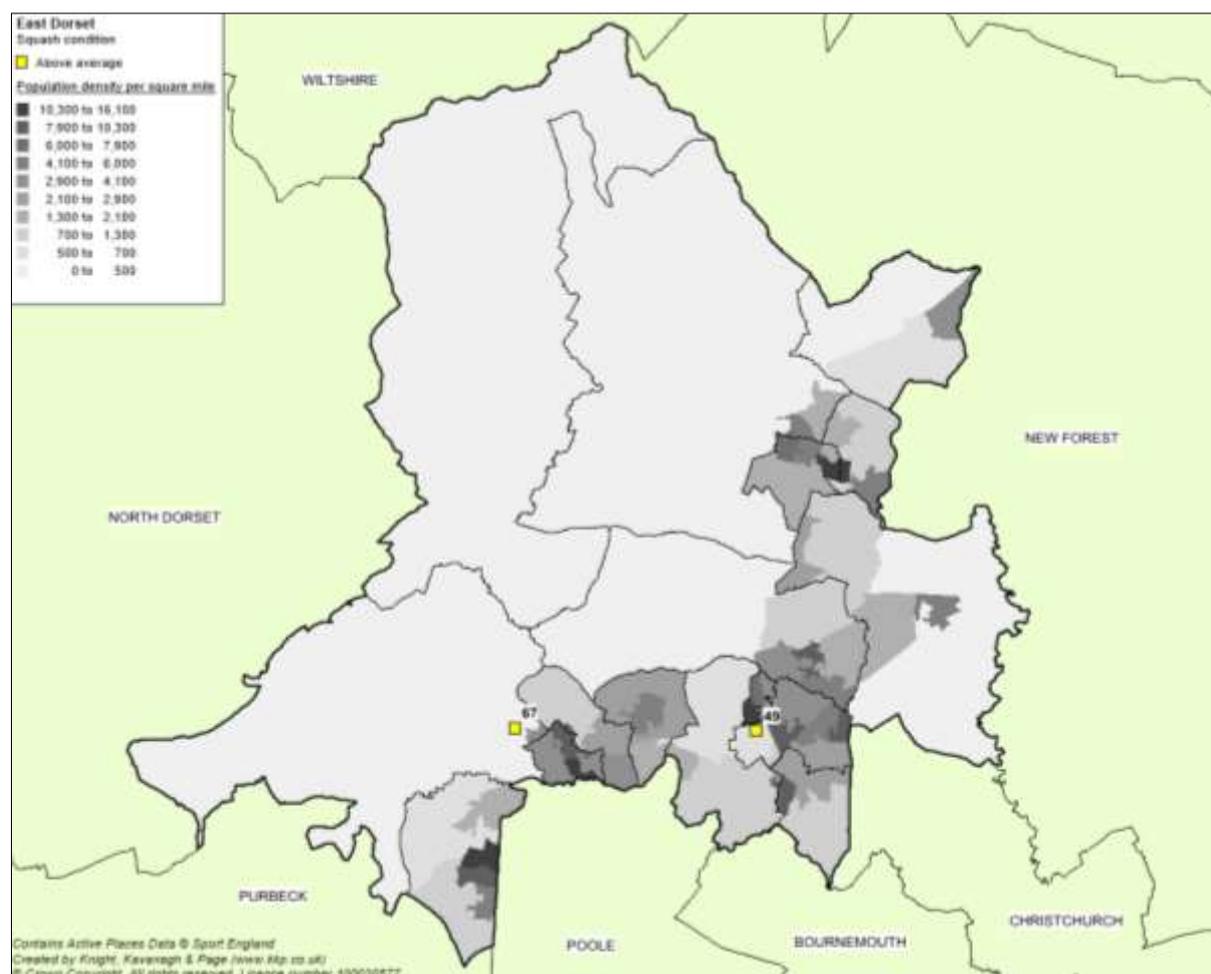


Table 9.1: Squash courts in East Dorset

Map Ref	Site name	Courts	Condition
49	Ferndown Leisure Centre	4	Above average
67	Queen Elizabeth Leisure Centre	1	Above average

There are currently five community accessible squash courts available at two sites in East Dorset. All courts were assessed as above average quality.

EAST DORSET DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

9.2 Demand

Ferndown Squash Club

Ferndown Squash Club is based at Ferndown Leisure Centre. There, it has access to four squash courts all rated as above average quality; there is also a viewing gallery. It runs squash leagues for players of all standards, open sessions, junior sessions and team squash with four teams (three men's and one ladies) playing in the Dorset leagues. Coaching is also available. The Leisure Centre reports courts to be well used.

Queen Elizabeth Leisure Centre

There is one above average quality squash court at the Leisure Centre, however, it is reported to be unused most of the time. This is likely to be because it is only available for recreational pay and play, i.e. there are insufficient enough courts to run a league.

Table 9.2: Table 5.5: Market segmentation/likely target audiences for squash in East Dorset

Squash and racketball
<ul style="list-style-type: none">◀ 1.2% (811) of people currently play squash and racketball and a further 0.7% (489) indicate that they would like to, giving an overall total of 1.9% (1,301).◀ 4.0% of Ben's play squash and racketball, the largest proportion of any group playing; closely followed by the Tim segment at 3.4%.◀ Groups with the largest proportion of local people playing are Tim (31.1%) and Philip (20.0%).◀ Groups with the most people who would like to play are Tim (26.8%) and Philip (21.1%).◀ The main group to target, for additional players due to size and interest is, therefore Tim.

There is a latent demand of 489 people wanting to participate in squash.

9.3 Summary

<ul style="list-style-type: none">◀ There are five squash courts on two sites in the District.◀ All facilities are above average◀ Squash is thriving at Ferndown Leisure Centre with all four courts well used for open sessions and leagues.◀ The one court at Queen Elizabeth is not well used despite being above average quality, highlighting the demand for 'one off' recreational pay and play as low.
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EAST DORSET DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

SECTION 10: INDOOR BOWLS

Introduction

The three forms of bowls that can be played indoors that require a different venue are flat green, crown green and carpet mat (short and long mat)

Indoor flat green bowls 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.

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.

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 England⁴ 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.

The English Indoor Bowls Association (EIBA) is the NGB for bowls. Its stated objectives are:

- ◀ A growth in participation across the adult population in local communities. Targeted work to increase female participation.
- ◀ A growth in participation in the 14 - 25 year age range, plus working with primary schools (Year 3 & 4 – age 7 to 9 years).
- ◀ The provision of an excellent sporting experience for new and existing participants.
- ◀ A growth in indoor bowls participation by people who have disabilities.

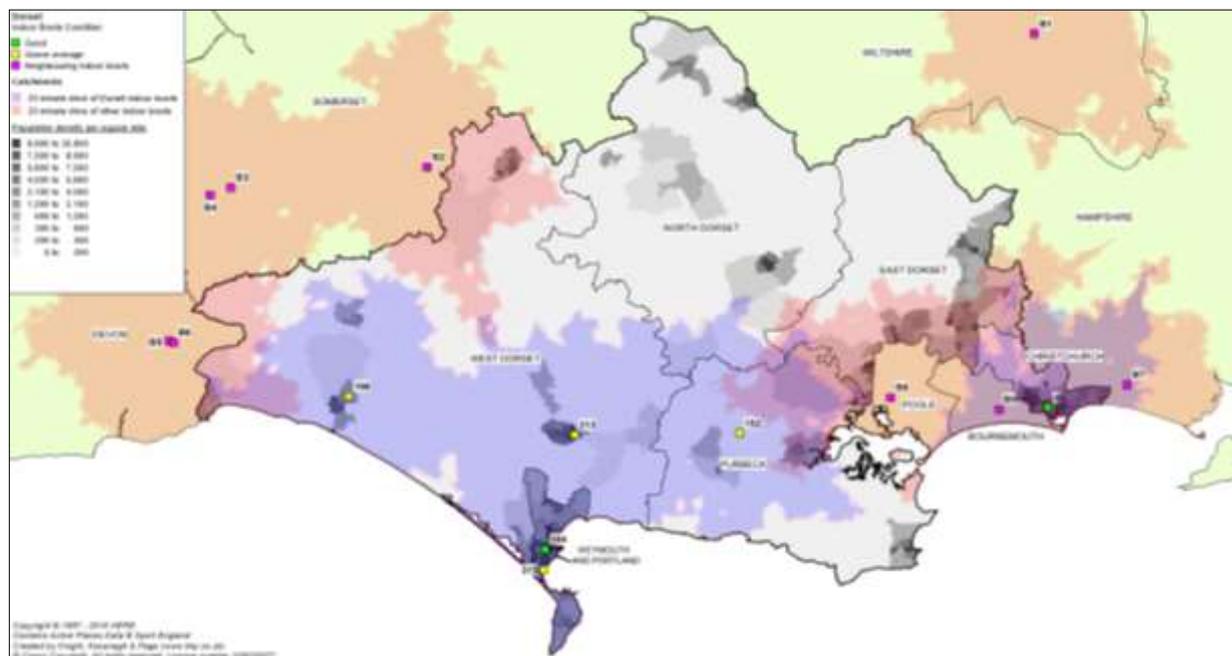
⁴ Sport England Design Guidance Note Indoor Bowls 2005

EAST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

10.1: Supply

There are no purpose-built indoor bowls facilities within East Dorset. Several of the sports centre facilities as well as other community halls provide indoor mat bowling facilities depending on the size of the hall and mats available.

Figure 10.1: Indoor bowls facilities in Dorset/neighbouring authorities (20 minute drive time)



The map and table show that most of East and North Dorset is outside the standard 20-minute drivetime catchment.

Table 10.1: 20 minute drive time of Indoor bowls facilities across Dorset

Map ID	Site Name	Rinks	Local Authority
9	East Dorset Indoor Bowls Club	6	Christchurch
152	Dorset Golf & Country Club	3	Purbeck
190	Bridport & West Dorset Indoor Bowls Club	4	West Dorset
213	Dorchester Bowls Club	6	West Dorset
304	Moonfleet 2000 Indoor Bowls Club	6	Weymouth & Portland
315	Wellworthy Indoor Bowls Club	2	Weymouth & Portland
B1	Five Rivers Indoor Bowls Club Ltd	4	Wiltshire
B2	Yeovil Bowls and Squash Club	3	South Somerset
B3	Ilminster Bowling & Tennis Centre	3	South Somerset
B4	Donyatt Indoor Bowls Club	6	South Somerset
B5	Cloakham Lawn Sports Centre	3	East Devon
B6	Cloakham Lawn Sports Centre	3	East Devon
B7	New Milton Indoor Bowls Club	2	New Forest
B8	Dolphin Indoor Bowls Club	11	Poole
B9	Bournemouth Indoor Bowls Centre	9	Bournemouth

10.3 Demand

Running alongside the EIBA work is the Sport England funded development work provided jointly by the English Indoor Bowls Association (EIBA); Bowls England and the Bowls Development Alliance (BDA). The BDA plan focuses on working in identified 'hot spot' areas where there is both a high density of people aged 55 years and over and a proven latent demand for bowls. The Plan concentrates on:

- ◀ A growth in participation across the adult population (55+).
- ◀ Excellent sporting experience for existing participants to keep them playing.
- ◀ A growth in participation of those who have disabilities.

For the first time packages of funding are available to help clubs recruit new members specifically those over 55. EIBA recognises that there are insufficient indoor facilities in North Dorset and adjoining local authorities. Within the County of Dorset, the EIBA considers that indoor clubs in Dorset can at present accommodate the needs of the older population (55+), however, to accommodate the increasing population in this demographic, EIBA is currently exploring the possibility of an Indoor bowls facility in the North Dorset and/or East Dorset areas.

The older population (aged 55+) will increase in number and proportion over the next few years and both in theory and in "times of available funding", the NGB would like to explore the possibility of developing an indoor bowls facility in East Dorset.

It is reported that in line with new Sport England Strategy, consideration should then be given to a multi-sport/multi-use site which includes a purpose built indoor bowls greens.

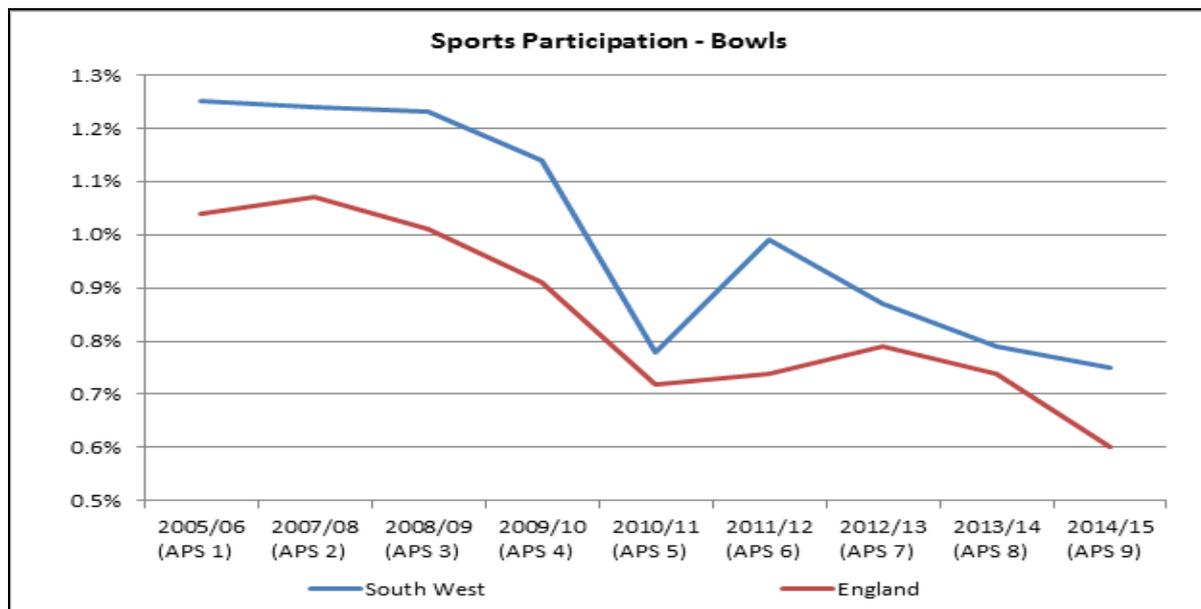
Consultation has not unearthed any proposals in respect of an indoor bowls venue in East Dorset. It is considered unlikely that local authority funding will be available to support such a facility, so any new development would need to be driven as a commercial enterprise.

The key challenge for indoor bowls centres is that they tend to have an income profile over six months (i.e. winter months) with the majority of users preferring to play outdoors in the summer. The business case for a successful indoor bowls facility thus relies heavily on finding alternative uses for the facility during the summer. This is on the basis that six months of bowls income is insufficient to sustain a facility for the full year.

There has been a national decline in demand for bowls, which is replicated in the South West (data for the county is unavailable due to the low numbers involved) as identified in Figure 10.2.

EAST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

Figure 10.2: National participation trends in bowls



10.4 Summary of key facts and issues

- ◀ Bowls is experiencing a national and regional decline in popularity.
- ◀ It is popular among older people. This group will increase in East Dorset up to 2031.
- ◀ Many residents in East Dorset live outside 20 minutes' drive-time of an indoor bowls facility.
- ◀ Development of any such facility (certainly on a stand-alone basis) is unlikely to be provided through public sector funding and will need to be commercially driven.
- ◀ There is currently no clearly evidenced identified appetite or funding from the bowls community to develop a new indoor bowls facility within the area.

EAST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

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 East Dorset.

11.1 Supply

Figure 12.1: Location of village halls/community centres with an 800m radial catchment

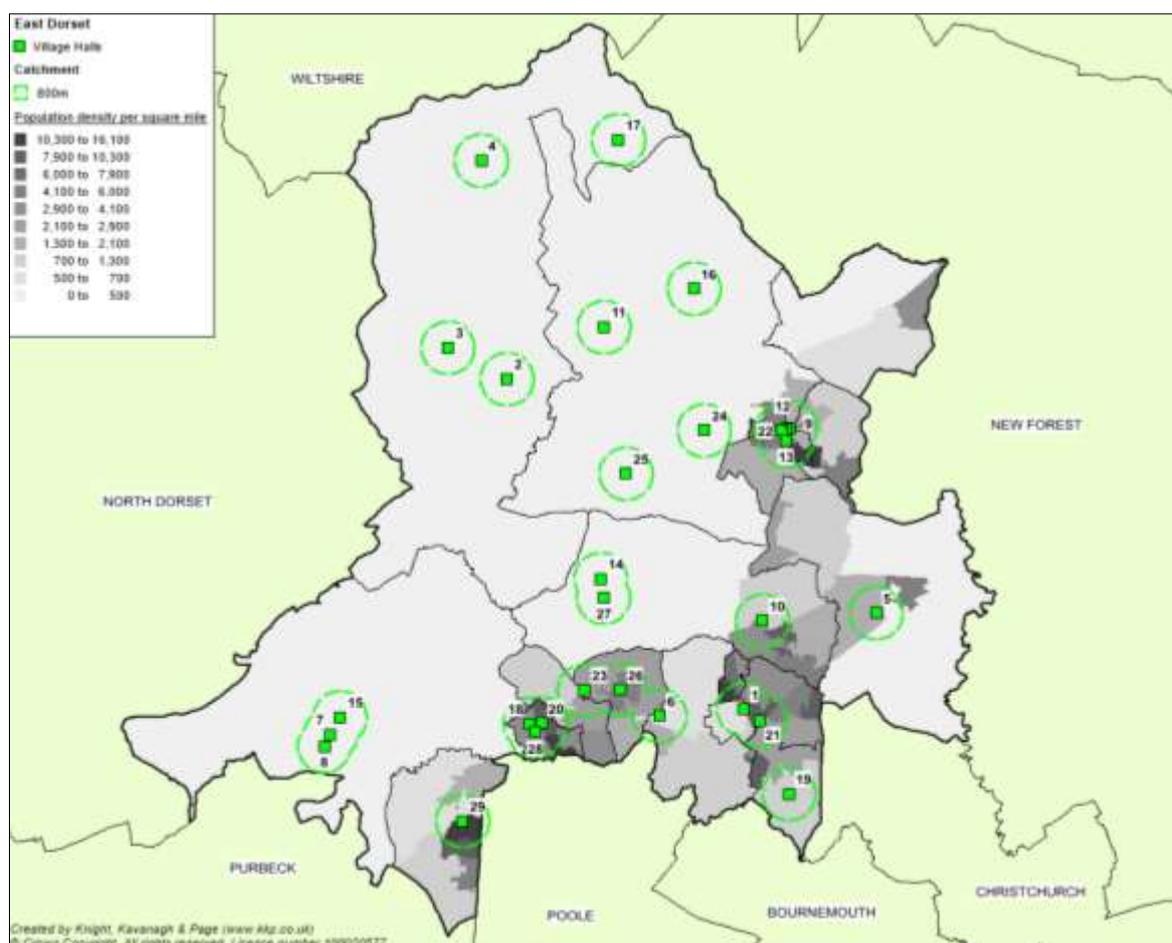


Figure 11.1 illustrates that 32.2% of the population live within 800m of a village hall/community centre with an even spread across the District. There is, however, a concentration of halls in areas of higher population.

EAST DORSET DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

Table 11.1: Village halls and community centres and known sporting/physical activity

Map ID	Club	Reported Activity
1	Ferndown Village Hall	
2	Gussage All Saints Village Hall	Badminton, yoga, fitness and dancing
3	Gussage St Michael Village Hall	
4	Sixpenny Handley	Pilates
5	St Leonards & St Ives Village Hall	Yoga, Pilates
6	Stapehill Village Hall	Badminton, martial arts, Pilates, tai chi and Qigong, Zumba, short mat bowls
7	Sturminster Marshall Memorial Hall	Yoga, line dancing
8	Sturminster Marshall Old School	Badminton, short mat bowls, Pilates, short tennis, dance, yoga
9	Verwood Memorial Hall	
10	West Moors Memorial Hall	Children's and adult dance and exercise classes
11	Wimborne St Giles Village Hall	Short mat bowls, yoga
12	The Hub	
13	Verwood Parish Centre	
14	Holt Parish Hall	
15	The Old School	Yoga
16	Cecil Memorial Hall	
17	Pentridge Village Hall	
18	1st Wimborne Scout HQ	
19	Parley Country Club	
20	Allendale Community Centre	
21	The Barrington Centre	Fitness, Zumba, exercise to music, yoga
22	Verwood Hub	Martial arts
23	The Reef Youth & Community Centre	
24	Woodlands Village Hall	
25	Horton & Chalbury Village Hall	
26	Colehill Memorial Hall	Short mat bowls, Pilates, yoga,

11.2 Demand

Research undertaken for the audit suggests that demand for village hall / community centre space is high, highlighting the importance of these sites in ensuring that there is a good range of local sport and physical activity provision available for residents in East Dorset. Of the reported activity, Stapehill Village Hall and Sturminster Marshall Old School offers the highest level of provision which includes dance, yoga and fitness classes.

Village and community halls play a key role in providing provision for sport and physical activity. This is pertinent not only in areas where access to sports halls are restricted, but also in rural areas and areas which suffer from poor public transport links.

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

- ◀ The audit identified 26 village and community halls in East Dorset.
- ◀ Analysis indicates that 32.2% of the population lives within an 800-metre catchment of a site.
- ◀ Audit research indicates that there is demand for space, with a range of activities offered across sites, ranging from dancing to martial arts.

EAST DORSET DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

SECTION 12 SWOT ANALYSIS

12.1 Strengths

- ◀ The Council has influence over facility programming and pricing at key sites (Ferndown and Queen Elizabeth Leisure Centre), as it owns these facilities.
- ◀ Relative to other parts of the country East Dorset experiences low levels of deprivation.
- ◀ EDDC recognises the importance of its leisure facility stock to health and well-being and future planning needs. All main facilities assessed were in above average or good condition.
- ◀ The three sports halls available for community use (Emmanuel School, Ferndown and Queen Elizabeth leisure centres) are in good or above average condition.
- ◀ All sites offer over 40 hours of community access to sports halls and a varied programme.
- ◀ The three community accessible swimming pools (at two sites) are also considered to be of above average quality.
- ◀ The four accessible health and fitness facilities are all considered to be good quality.
- ◀ All East Dorset's resident population is within 20 minutes' drive time of a sports hall, swimming pool and health and fitness facilities.
- ◀ Some residents are well served by facilities located in (in particular) Poole and Bournemouth.
- ◀ Sports participation levels are commensurate with national and regional averages.
- ◀ Programmes at publicly accessible pools is not dominated by swimming clubs during peak times allowing the community to have regular access.
- ◀ The local community has access to a good range of indoor sports at a good range of levels. These include squash, tennis, gymnastics and cricket.
- ◀ Squash is available at a range of levels from beginner, recreational through to committed club activist, with a strong club and good facilities located at Ferndown Leisure Centre.

12.2: Weaknesses

- ◀ The used capacity average is 87% in sports halls indicating that it is above the Sport England benchmark of 80%.
- ◀ Facilities will require upgrading and/or refurbishment in the near future; securing external funding to support this is becoming increasingly difficult.
- ◀ A number of sports clubs report facing problems with workforce recruitment, retention and development.
- ◀ Access to facilities is currently constraining the potential growth of gymnastics and netball clubs.
- ◀ The ongoing subsidies which leisure centres in East Dorset receive may render them vulnerable in the wider Dorset reorganisation.

EAST DORSET DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

12.3 Opportunities

- ◀ Review timing is opportune. EDDC has the chance to review how it intends to offer facilities in the future, in the light of the local government reorganisation.
- ◀ There is an opportunity to ensure that sport and physical activity get on/stay on the agenda with regard to Transformation and Sustainability plans currently being developed in Dorset.
- ◀ For EDDC to take a more directive strategic lead in respect of coordinating the programming and increasing physical activity and sport – particularly for people in older age groups.
- ◀ Work with Renaissance Gymnastics and Trampolining Club to support it to identify and acquire a new facility to accommodate the increasing demand it is experiencing.
- ◀ Work with EIBA to consider whether, where (and in tandem with what other developments) an indoor bowls facility might be viable in East Dorset.
- ◀ Work with netball to identify indoor opportunities, should they become available.
- ◀ To create and implement (possibly in partnership with Active Dorset) a cross sport volunteer workforce development strategy to improve levels of local club volunteer recruitment, retention, capacity and effectiveness – and thus club sustainability.

12.4: Threats

- ◀ The increasing financial constraints within which EDDC has to work.
- ◀ The potential of being 'lost' (as a specific area) in the wider local government re-organisation.
- ◀ The specific health challenges faced by an ageing population.
- ◀ Not investing in maintenance and refurbishment programmes which will lead to the District's existing facilities declining in quality which could create future reductions in participation.
- ◀ Not doing more to enable access for harder to reach groups, older people and people living in the more rural areas may limit the effectiveness of the District current/future facilities stock to have an optimum impact on health and related issues.
- ◀ Projected increases in the number/proportion of older people (55+), allied to population increases will place increasing strain on current stock when efficiencies are paramount.
- ◀ The rising age profile of the population is likely to lead to increased demand during the day - which put strain on community/village halls, as all sports halls are on educational sites.
- ◀ If investment in sport/physical activity facilities is not coordinated opportunities via CIL or s.106 will be implemented on a piecemeal basis to less than optimum impact.

12.5: Initial strategic recommendations

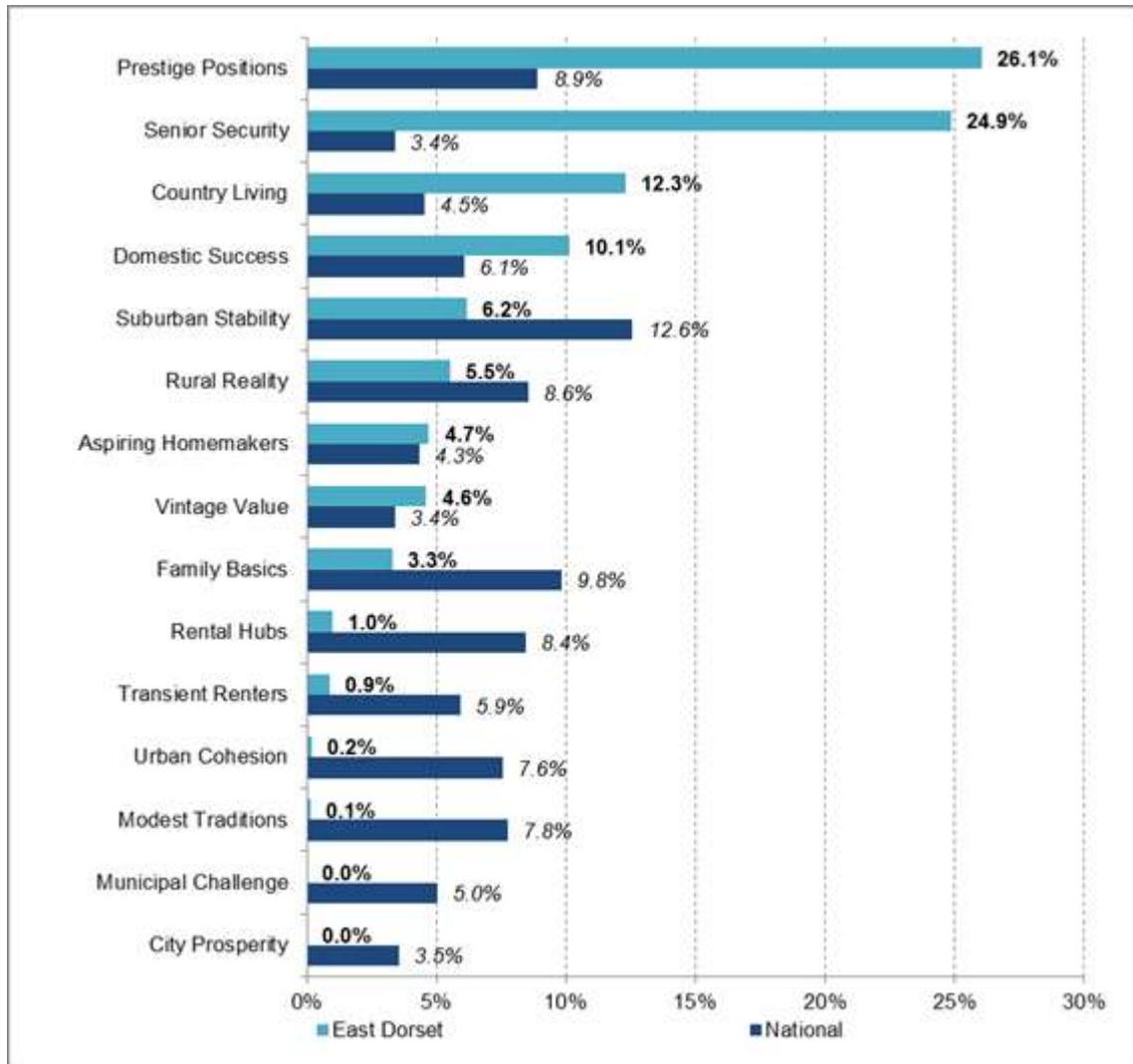
The information below is a very brief look at initial strategic recommendations:

- ◀ Try and gain community access to Lockyer's Middle School sports hall to ease the pressure on current sports hall facilities and add to levels of daytime sports hall availability.
- ◀ Continue to invest in the quality of current facilities via appropriate maintenance programmes to ensure that quality remains at its present generally good level.
- ◀ Put in place a process to coordinate community access to, and the programming and pricing of, facilities (including schools) across the District within the public estate. In particular, work to develop complementary swimming programmes given the recent opening of BH Live.
- ◀ Support other developments (via planning, developer contributions and officer expertise) which may fuel increased sport and physical activity within the wider community.
- ◀ Ensure that EDDC owned facilities make a progressively greater (and measured) contribution to driving up participation rates, thereby impacting positively on reducing health inequalities.
- ◀ Maintain and increase levels of participation via targeted initiatives, facilities, programming and training.
- ◀ 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.
- ◀ Given the strength of indoor bowls across Dorset, work with EIBA to identify potential opportunities for a financially sustainable indoor bowls facility in the District.
- ◀ Work with Renaissance Gymnastics and Trampolining Club to identify and acquire appropriate facilities so that it can continue to grow.
- ◀ Consider how netball can be supported to increase participation by securing indoor access to facilities.

EAST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

APPENDIX 1: ADDITIONAL BACKGROUND INFORMATION

Mosaic segmentation – East Dorset compared to England



EAST DORSET DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

APPENDIX 2: FPM ATTRACTIVENESS DEFINITIONS – INDOOR AND BUILT FACILITIES

Not all facilities are the same and users will find certain facilities more attractive to use than others. The FPM model attempts to reflect this by introducing an attractiveness weighting factor, which effects the way visits are distributed between facilities. Attractiveness however, is very subjective. Currently weightings are only used for hall and pool modelling.

Attractiveness weightings are based on the following:

- ◀ Age/refurbishment weighting – pools & halls - the older a facility is, the less attractive it will be to users. It is recognised that this is a general assumption and that there may be examples where older facilities are more attractive than newly built ones due to excellent local management, programming and sports development. Additionally, the date of any significant refurbishment is also included within the weighting factor; however, the attractiveness is set lower than a new build of the same year. It is assumed that a refurbishment that is older than 20 years will have a minimal impact on the facilities attractiveness. The information on year built/refurbished is taken from the Active Places Survey.
- ◀ Management and ownership weighting – halls only - due to the large number of halls being provided by the education sector, an assumption is made that in general, these halls will not provide as balanced a program than halls run by LA's, trusts, etc, with school halls more likely to be used by teams and groups through block booking. A less balanced programme is assumed to be less attractive to a general, pay & play user, than a standard local authority leisure centre sports hall, with a wider range of activities on offer.

To reflect this, two weightings curves are used for education and non-education halls, a high weighted curve, and a lower weighted curve;

- ◀ High weighted curve - includes Non-education management - better balanced programme, more attractive.
- ◀ Lower weighted curve - includes Educational owned & managed halls, less attractive.
- ◀ Commercial facilities – halls and pools - whilst there are relatively few sports halls provided by the commercial sector, an additional weighing factor is incorporated within the model to reflect the cost element often associated with commercial facilities. For each population output area the Indices of Multiple Deprivation (IMD) score is used to limit whether people will use commercial facilities. The assumption is that the higher the IMD score (less affluence) the less likely the population of the OA would choose to go to a commercial facility.

EAST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

APPENDIX 3: SPORT ENGLAND MARKET SEGMENTATION SEGMENTS

	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30 3x30	% Eng popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
	Ben Competitive Male Urbanites Also known as Josh, Luke, Adam, Matesuz, Kamil	Male, recent graduates, with a 'work-hard, play-hard' attitude. <i>Graduate professional, single.</i>	18-24	ABC1	69% 39%	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%).
	Jamie Sports Team Lads Also known as Ryan, Nathan, Ashley, Adeel, Pawel	Young blokes enjoying football, pints and pool. <i>Vocational student, single.</i>	18-24	C2DE	59% 31%	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%).
	Chloe Fitness Class Friends Also known as Nisha, Sophie, Lauren, Charlotte, Lucy	Young image-conscious females keeping fit and trim. <i>Graduate professional, single.</i>	18-24	ABC1	56% 23%	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%).
	Leanne Supportive Singles Also known as Hayley, Kerry, Danielle, Nisha, Saima	Young busy mums and their supportive college mates. <i>Student or PT vocational, Likely to have children.</i>	18-24	C2DE	42% 17%	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%).
	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>	26-44	ABC1	53% 19%	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%).

EAST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

	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				
	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%					
	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%					

EAST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

	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				
	Brenda Older Working Women Also known as Shirley, June, Maureen, Janet, Diane	Middle aged ladies, working to make ends meet. <i>Part-time job, married.</i>	46-65	C2DE	29%	4.9%	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.		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%).
					8%				
	Terry Local 'Old Boys' Also known as Derek, Brian, Malcolm, Raymond, Michael	Generally inactive older men, low income, little provision for retirement. <i>Job Seeker, married or single.</i>	56-65	DE	26%	3.7%	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.		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%).
					9%				
	Norma Late Life Ladies Also known as Pauline, Angela, Irene, Denise, Jean	Older ladies, recently retired with a basic income to enjoy their lifestyles. <i>Job seeker or retired, single.</i>	56-65	DE	23%	2.1%	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.		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%).
					6%				
	Ralph & Phyllis Comfortable Retired Couples Also known as Lionel, Arthur, Reginald, Beryl, Peggy, Marjorie	Retired couples, enjoying active and comfortable lifestyles. <i>Retired, married or single.</i>	66+	ABC1	28%	4.2%	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.		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%).
					9%				

EAST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

	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%					