



**ACTIVE DORSET: SPORT & LEISURE FACILITIES NEEDS
ASSESSMENT: PURBECK DISTRICT COUNCIL**

REPORT

APRIL 2017



PURBECK DISTRICT COUNCIL SPORT AND LEISURE FACILITIES NEEDS ASSESSMENT

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SECTION 1: INTRODUCTION

1.1 Introduction

Knight, Kavanagh & Page Ltd (KKP) was commissioned by Active Dorset to assess formal indoor 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 the Purbeck District Council (PDC) area, identifying needs and gaps in provision.

1.2 Background

The following is an overview of Purbeck 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: Purbeck with main roads and main settlements / towns



The District Council is based in the town of Wareham. It is one of the smallest districts in England by population (46,212 mid-year estimate 2015).

There are four main population settlements; located in the North East (Upton), Centre (Wareham), South East (Swanage) and West (Wool) of the District. It also contains some

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large rural areas. As indicated in Figure 1.1, the A351, A352 and A35 are the key routes which dissect the District.

Purbeck District has a significant coast line and is surrounded by Poole, East, North and West Dorset local authorities.

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 tennis and outdoor tennis (2 courts or more), sailing facilities 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 delivery of leisure facilities is undertaken with full reference to the corporate strategies of the Council and other relevant strategic influences.
- ◀ Identified areas of good practice and opportunities for improved service in order to drive up participation levels.

This 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:

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

The specific tasks addressed within the study include:

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

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1.4 Report structure

The Royal Town Planning Institute (RTPI) in its '*Strategic Planning: Effective Co-operation for Planning Across Boundaries (2015)*' report 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 membership data.
- ◀ Section 8 - review of indoor bowls.
- ◀ Section 9 - review of sailing and water-sports.
- ◀ Section 10 - review of tennis.
- ◀ Section 11 - review of skateboards and skate-park provision.
- ◀ Section 12 - review of other sports.
- ◀ Section 13 - identification of strengths, weaknesses, opportunities and threats, followed by strategic recommendations.

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SECTION 2: BACKGROUND

2.1 National context

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

Figure 2.1: ANOG model



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

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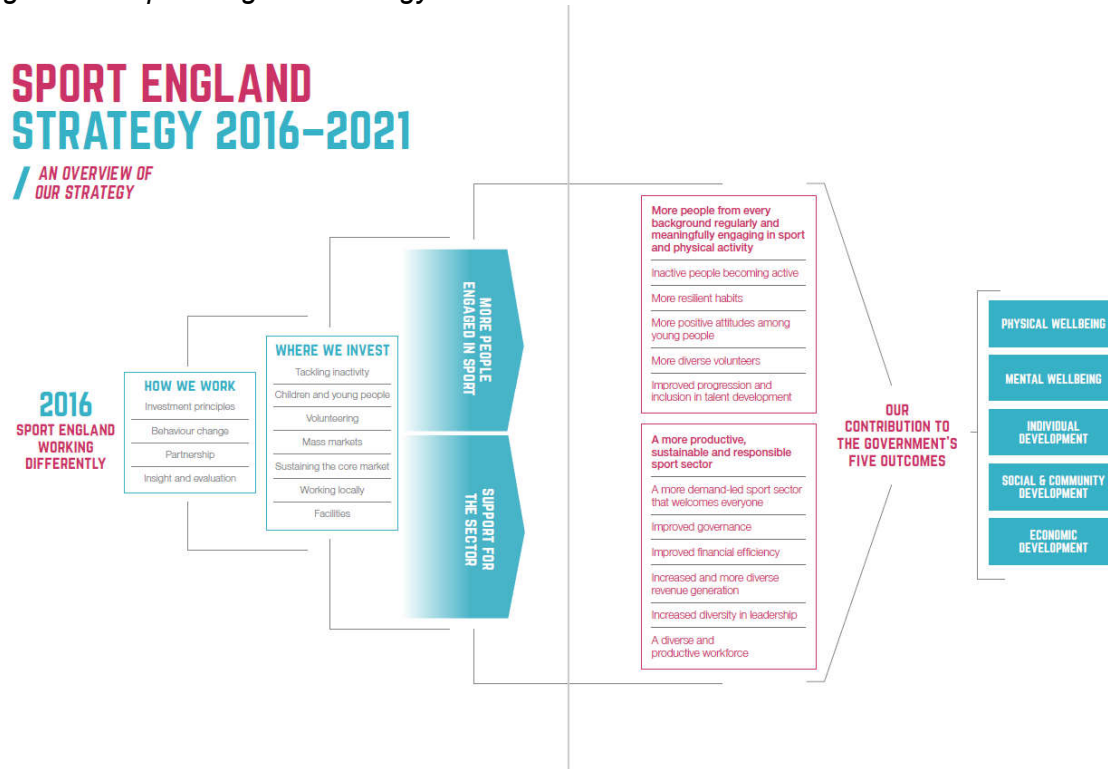
Sport England: Towards an Active Nation

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 (NPPF) 2012

This sets out planning policies for England. It details how these changes are expected to be applied to the planning system also providing 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 achievement of sustainable development and it identifies the need to focus on three themes of sustainable development:

- ◀ Economic.
- ◀ Social.
- ◀ Environmental.

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

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

Economic value of sport to the nation

Sport, leisure, recreation and culture are all important economic drivers. In 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 Dorset, in general, and Purbeck in particular helping to provide jobs and opportunities to spectate and participate in physical activity.

Public Health England: Everybody Active, Everyday

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

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

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Investment in school sport

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

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

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

Purbeck Corporate Strategy 2016 – 2021

The Vision of the Council is to have “thriving communities in balance with the natural environment”. An ambition to meet the needs of local people whilst protecting the District's outstanding environment underpins the strategy. The Council understands that it cannot do everything and has identified key corporate priorities for the next five years.

Its Strategy contains five corporate priorities to address the issues that matter most to the District. Each priority has a number of targets to allow progress to be monitored.

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Table 2.1: Key aspects of PDC's Corporate Plan

Themes	Targets
Protecting and enhancing the local environment	<ul style="list-style-type: none"> ◀ Maintain a sound local plan to direct where development will go: ◀ Prioritise development on previously developed land. ◀ Maintain what is unique about Purbeck's natural and historic environment. ◀ Work with the Dorset Waste Partnership to reduce the amount of waste produced and landfill. ◀ Support local communities to adapt to the risks of flooding and coastal erosion.
Meeting the housing needs of local people	<ul style="list-style-type: none"> ◀ Increase the amount of affordable housing to rent or buy: ◀ Promote low cost home ownership including self-build, starter homes and shared ownership. ◀ Help to bring long term empty homes back into occupation. ◀ Work with partners to reduce the number of under-occupied homes in the social housing sector. ◀ To promote quality design and build. ◀ Improve the energy efficiency and use of renewable energy resources of existing and new housing.
Improving the local economy and infrastructure	<p>Work with the Local Enterprise Partnership and others to:</p> <ul style="list-style-type: none"> ◀ Promote opportunities to enhance the economy of Purbeck. ◀ Ensure that business rates are invested in appropriate infrastructure at Dorset Green. ◀ Ensure Dorset Green becomes a vibrant business park. ◀ Enhance the viability of Holton Heath Industrial Estate. ◀ Support skills and inward investment. ◀ Work with providers to deliver fast access to the internet and mobile phone networks across the whole of Purbeck for all residents and businesses. ◀ Support the development of knowledge-based and highly skilled jobs. ◀ Support the development and retention of work space across the District with appropriate infrastructure. ◀ Work with partners to influence transport strategy to meet the evolving needs of local communities and businesses. ◀ Ensure timely delivery of infrastructure for significant housing developments.
Enhancing local communities and involvement	<ul style="list-style-type: none"> ◀ Work with partners to reduce crime and antisocial behaviour: ◀ Promote active participation in sport and active recreation for all age groups. ◀ Support young people to engage with their local community by understanding the democratic process. ◀ Support local vulnerable people through organisations such as the Citizens Advice Bureau. ◀ Support villages to remain vibrant communities.
Being an efficient and effective council	<ul style="list-style-type: none"> ◀ Achieve high levels of customer satisfaction with Council services: ◀ Provide key services that are amongst the best in the country. ◀ Spend your taxes wisely. ◀ Communicate effectively. ◀ Have highly motivated and trained councillors and staff. ◀ Work in partnership where it benefits local people.

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Dorset Joint Health and Wellbeing Strategy 2016 – 2019

The purpose of the Health and Wellbeing Board is to improve health and wellbeing and reduce health inequalities for Dorset residents. This will be achieved by focusing upon a number of priorities and ensuring that the relevant plans of partners and delivery organisations are taking 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 on 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.
- ◀ 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 will strive to ensure that partner organisations work to implement the evidence-based policy recommendations set out in *Fair Society, Healthy Lives*, where these can be locally determined:

- ◀ 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 through an approach that supports:

- ◀ *Individuals* – by continuing to develop signposting and support to the *Live well Dorset Health Improvement Service*, helping people to stop smoking, reduce alcohol consumption, manage their weight or increase their daily exercise, focusing on communities with the highest needs.

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- ◀ *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.
- ◀ 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 as well as the additional 50,000 people that are expected to be served by 2023 and those people from outside Dorset that use the same services.

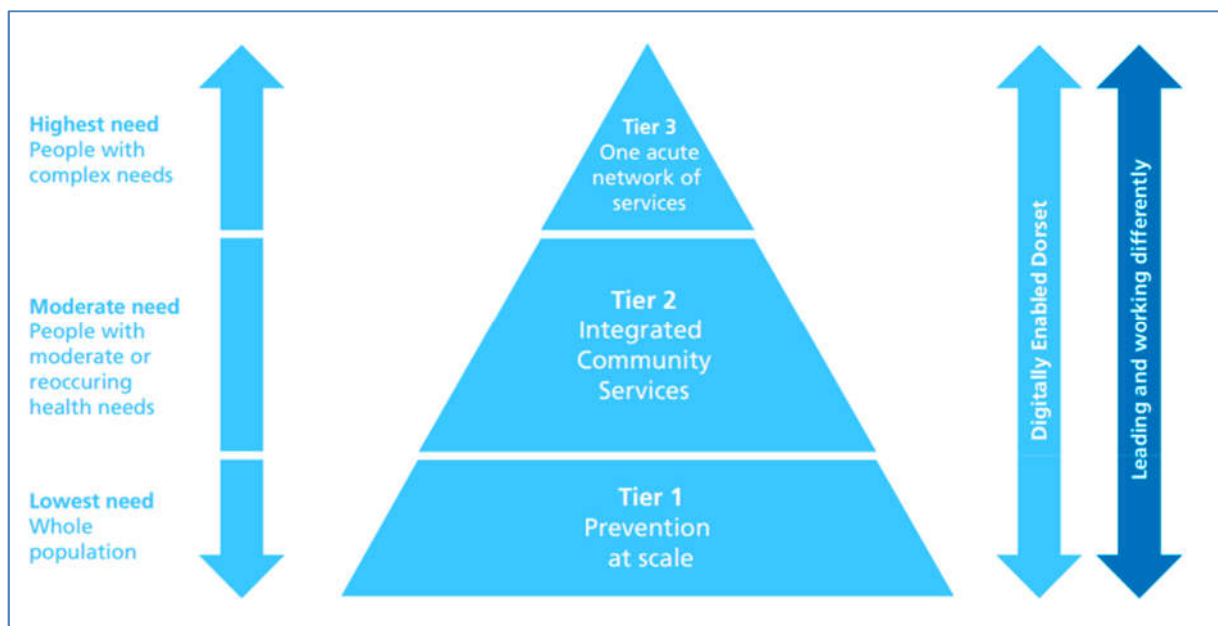
The ambition is to see every person in Dorset stay healthy for longer and feel more confident and supported in managing their own health. The three significant challenges are:

- ◀ Health and wellbeing gap - variation in the health and wellbeing outcomes of different people across Dorset.
- ◀ Care and quality gap - 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 a foundation to underpin all of the work undertaken. Prevention work also runs through the upper tiers of the triangle; the Integrated Community Services and One Acute Network programmes.

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Figure 2.3: Tiered approach to health and care in Dorset



What prevention at scale means for local people

Focusing on 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 physically active, eating healthily and moving towards more healthy weight, people will be less likely to develop diabetes, heart disease and mobility problems.

Purbeck Health and Wellbeing Forum and the Purbeck Pledge

Purbeck continues to develop and embed its Health and Wellbeing Forum and has engaged and supportive representatives of the locality population linking with the practice PPG leads, voluntary groups and services locally. Each meeting reviews brief reports from all stakeholders on their updates and developments that link with the priorities of the Dorset Health and Wellbeing Board.

Work on the structure and function of this group continues to develop to ensure it links with the work of the locality to ensure it complements the schemes of work without duplicating or developing work in isolation.

The Pledge is a health promotion initiative, led by the Purbeck Health and Wellbeing Forum. It started in 2015 where it challenged people to reduce/give up alcohol for the Pledge month. In 2016, it asked people to take the pledge again to 'Get Up and Get Active in Purbeck'. This initiative championed the range of activities which are on offer in the area, making the best use of the natural environment and the benefits which derive from getting out and active.

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As well as building up a network of local activity providers and stakeholders who are going to support the pledge by running free or low cost activities across Purbeck, there was a launch event and a co-ordinated media/social media campaign.

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. CSPs work across the sporting landscape in their county, actively supporting partners to increase participation in sport and physical activity. Sport England invests core funding into them to provide a set of core services to strengthen the local delivery of national governing bodies of sport (NGB) whole sport plans and support the achievement of NGB and Sport England targets. This investment seeks to increase the number of people aged 14 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. It states that it will pay particular focus to 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.

As a Community Interest Company, Active Dorset is committed to reinvesting any surpluses it generates back into the delivery of local opportunities for sport and physical activity.

Summary of local context

The core message running through local strategies is the importance active participation in different sports and leisure activities can make to improving health, in particular that of residents and those using local services. There is an understanding that partnership working 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. There is a requirement to ensure that:

- ◀ Opportunities are made available to/for all residents of Purbeck but that more effort is required to get specific groups active to contribute positively to their health/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 leisure facilities.

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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 and health and fitness venues are accessible and available to the community and that the 'offer' is developed based on the needs of local communities.

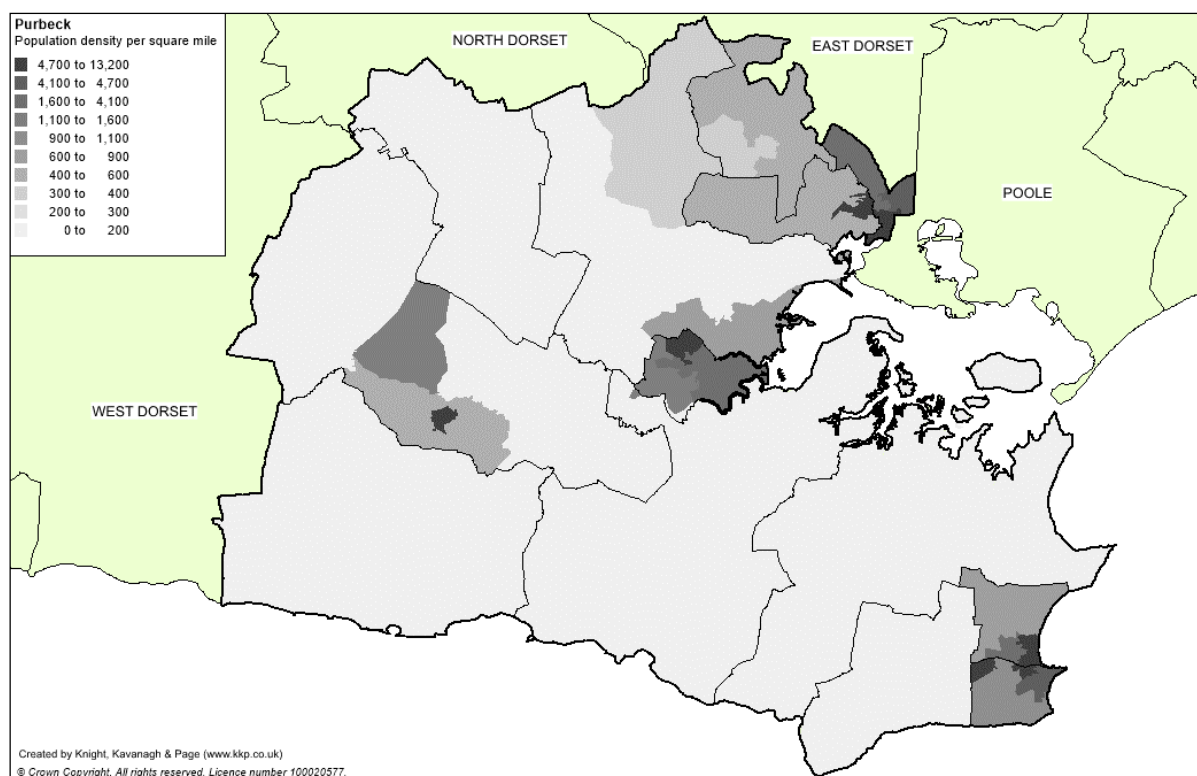
2.3 Demographic profile

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

Population and distribution

The total population of the District is 46,212 (females 50.5%: males 49.5%). As shown below, it is at its most dense in the North East (Upton), in the Centre (Wareham), on the South East coast (Swanage) and to the West (Wool).

Figure 2.4: Population density 2015 MYE: Purbeck lower super output areas (Isoa)



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

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Age structure

The age structure of the District is similar to the South West region; however, there is a slightly lower proportion of 75+ year olds (11.9% compared to 13.2% in the South West). There is also a slightly higher proportion of 20-39 year olds (18.7% in Purbeck compared to 17.8% in the South West). As a combination of factors, it suggests that careful consideration should be given to the pitching of sports and physical activity offers within the area.

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

Purbeck's ethnic composition differs significantly from that of England as a whole. The largest proportion (98.6%) of the local population classified their ethnicity as White; much higher than the comparative England rate of 85.4%. The next largest population group (by self-classification) is mixed; at 0.7% this is lower than the national equivalent (2.3%).

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

It is important to note that Purbeck crime data is now combined with the other five Dorset authorities and, thus, data relates to the whole of Dorset. During the 12 months to June 2016 the rate for recorded crimes per 1,000 persons in Dorset was 42.2; this is markedly lower than the equivalent rate for England and Wales as a whole (67.3). The crime rate has risen since 2014, by around 21.5% for Dorset and 12.6% for England and 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 Purbeck of £11.9m (£9.9m participation, £1.9m non-participation related). This is below the national average of £20.3 million. See *Appendix 2* for further information.

Income and benefits dependency

The median figure for full-time earnings (2015) in Purbeck is £24,908; the comparative rate for the South West is £26,686 (+7.1%) and for Great Britain is £28,132 (+12.9%). In November 2016, there were 102 people in Purbeck claiming Job Seekers Allowance (JSA); this represents a decrease of 68.9% when compared to November 2008 (329).

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

Relative to other parts of the country Purbeck experiences low levels of deprivation; none of its population falls within areas covered by England's three most deprived cohorts compared to a national average of c.30%. Conversely, 27.5% live in the three least deprived groupings in the country, compared to a 'norm' of c.30%. A similar pattern is seen in relation to health with none of Purbeck's population falling within the areas covered by the three most deprived cohorts, this compares to a national average of c.30%. Conversely, over half (52.8%) live in the three least deprived groupings compared to a 'norm' of c.30%.

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Figure 2.5: Index of multiple deprivations

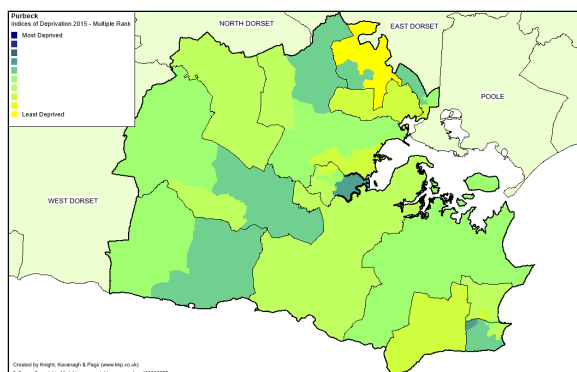


Figure 2.6: IMD Health domain

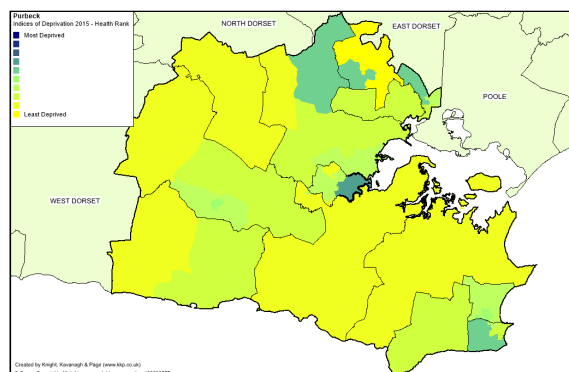


Figure 2.7: Graph to indicate IMD

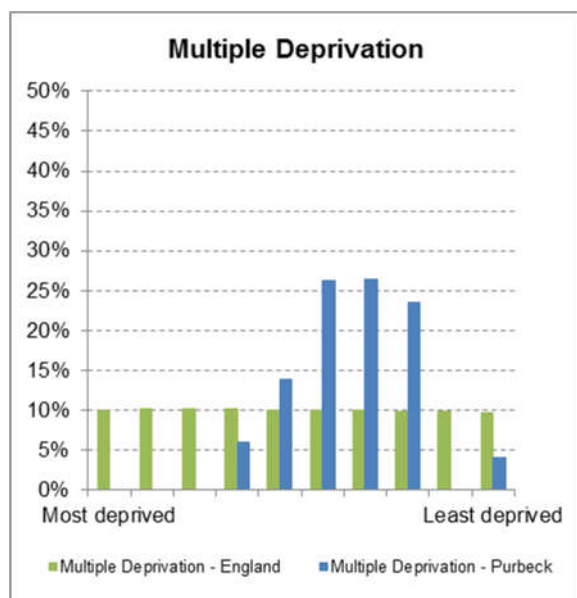
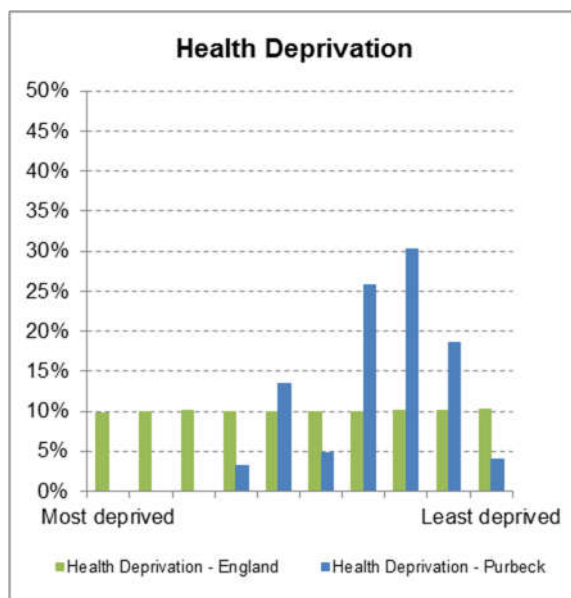


Figure 2.8: Graph to indicate health deprivation



In keeping with patterns seen alongside lower levels of health deprivation, life expectancy in Purbeck is higher than the national figure; the male rate is currently 81.9 years compared to 79.6 years for England, and the female equivalent is 85.0 years compared to 83.2 years nationally.¹

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, 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 Purbeck are slightly above national and regional averages. Child rates are lower.

¹ Office of National Statistics: Life Expectancy at Birth by local areas in the United Kingdom, 2013.

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.

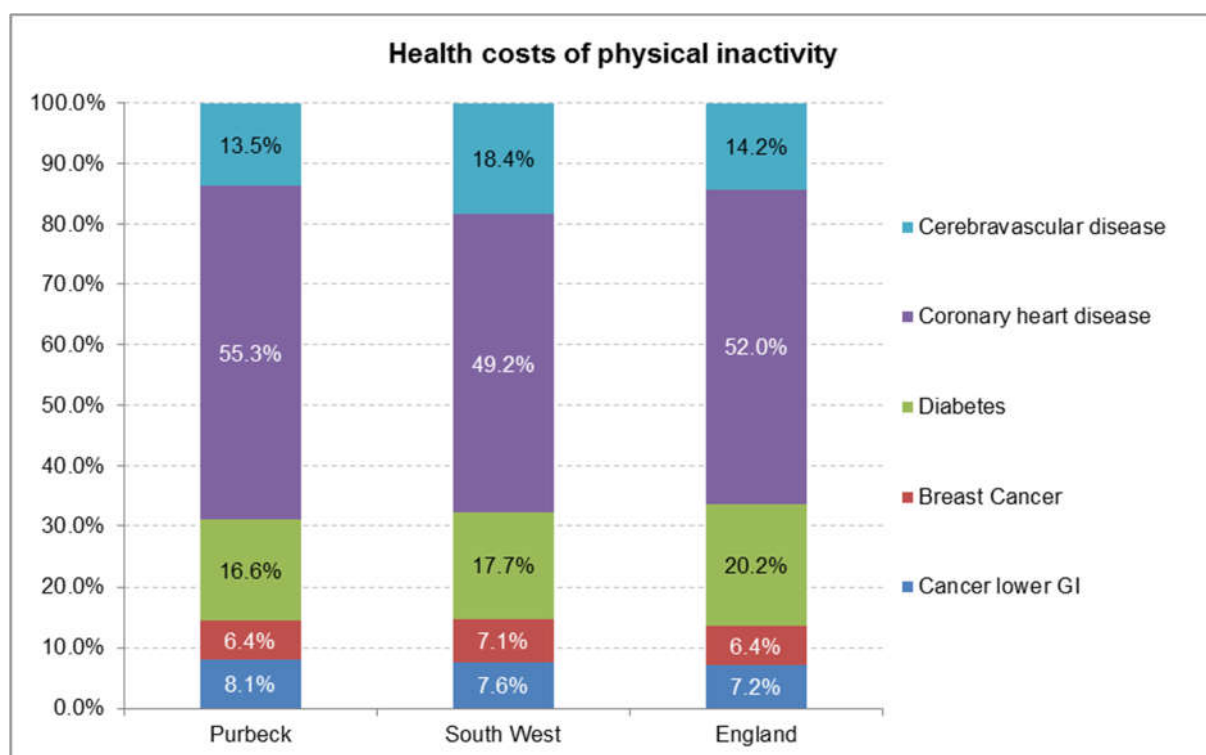
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Health costs of physical inactivity

The British Heart Foundation (BHF) Promotion Research Group has reviewed the costs of avoidable ill health that it considers attributable to physical inactivity. Initially produced for the Department of Health report *Be Active Be Healthy (2009)* the data has subsequently been reworked for Sport England.

Illnesses, to which BHF research refers, include cancers such as bowel cancer, breast cancer, type 2 diabetes, coronary heart disease and cerebrovascular disease e.g., stroke. The data indicates a similar breakdown between these illnesses regionally and nationally.

Figure 2.9: Health costs of physical inactivity



The annual cost to the NHS of physical inactivity in Purbeck is estimated at £933,738. The figure per 100,000 based on the total costs and population for all six authorities in Dorset primary care organisations. When compared to regional and national costs per 100,000, Dorset (£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

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currently being released by Sport England but is not available in sufficient detail to consider in this report. The survey also covers volunteering, club membership, tuition as an instructor or coach, participation in competitive sport and overall satisfaction with local sports provision. The nearest neighbours are from CIPFA Nearest Neighbours 2015 and include South Hams, West Dorset, Suffolk Coastal and Chichester. Key findings include:

- ◀ *Participation*; over one third (34.7%) of adults participate in at least 1 x 30 minutes moderate intensity sport per week. This is below the national (35.8%) and regional (36.5%) average and below all but two of its 'nearest neighbours' (32.4% to 43.6%).
- ◀ *Sports club membership*; one in five (20.9%) are members of a sports club, based on the four weeks prior to the APS. This is again slightly below the national (21.8%) and regional (22.6%) rate and lower than all but one of its 'nearest neighbours'.
- ◀ *Sports tuition*; under one in six (15.8%) received sports tuition during the 12 months prior to the APS. This was below regional and national averages and all 'nearest neighbours'.
- ◀ *Competitive sport*; one in 10 (10.4%) adults had taken part in competitive sport in the previous 12 months, this was below all of Purbeck's 'nearest neighbours' and lower than the national (13.3%) and regional (14.9%) averages.

The question on volunteering did not generate sufficient data to enable sufficiently valid statistical analysis.

The most popular sports

A further aspect of the Active People survey and SE segmentation is that it makes it possible to identify the top two sports in Purbeck. In common with many other areas, cycling and swimming are the most popular and are known to cut across age groups and gender; in Purbeck more than one in 13 adults go cycling, on average, at least once a month. This is lower than the regional rate (10.2%). The next most popular activity is swimming which 6.1% of adults do on a relatively regular basis; again below the regional average (10.1%).

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

Sport	Purbeck		South West		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Cycling	3.1	7.9%	450.1	10.2%	3,771.8	8.7%
Swimming	2.4	6.1%	441.6	10.1%	4,132.7	9.5%

Sporting segmentation

(Data source: Market segmentation, Sport England)

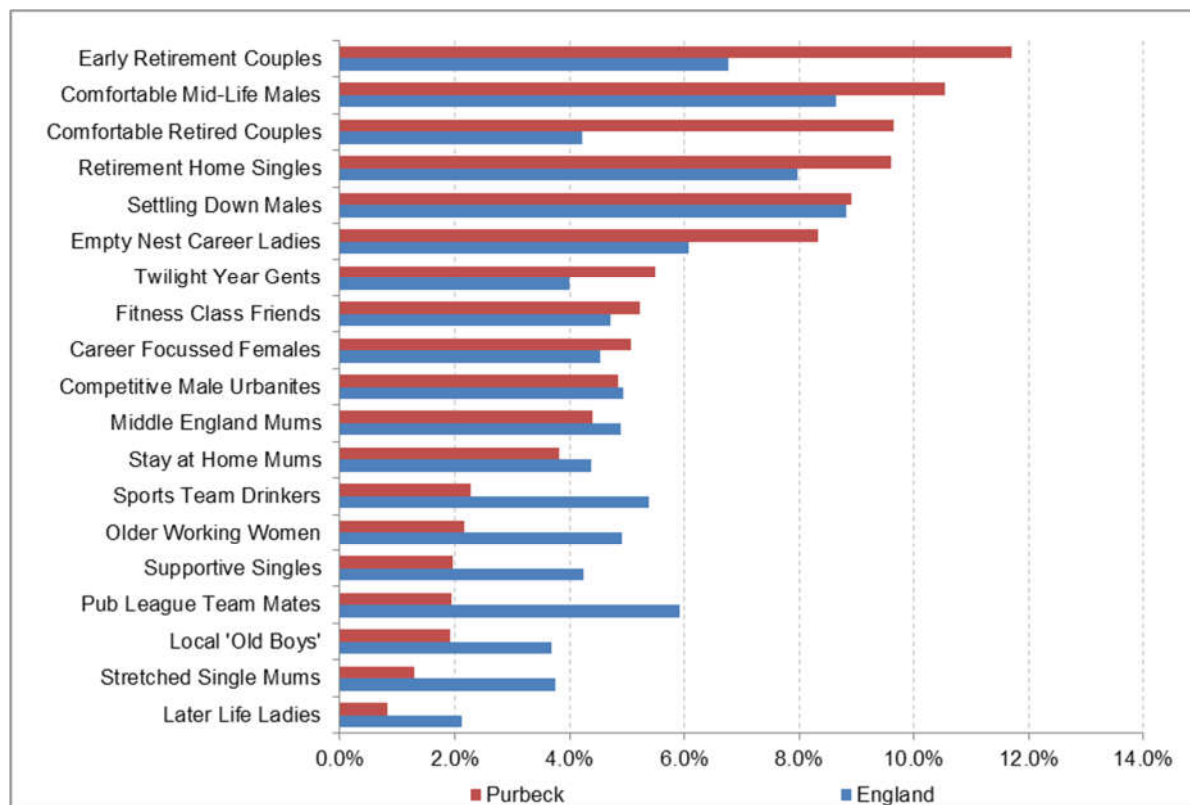
Sport England classifies the adult population via a series of 19 market segments which provide insight into the sporting behaviours of individuals. Profiles cover a wide range of characteristics, from gender and age to the sports in which people take part, other interests, the newspapers that they read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

The profile for Purbeck indicates 'Early Retirement Couples' to be the largest segment of the adult population at 11.7% (4,226) compared to a national average of 6.8%. This is closely followed by 'Comfortable Mid-Life Males' and 'Comfortable Retired Couples'.

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At the other end of the spectrum, there are fewest 'Later Life Ladies' with under 1% (nationally 2.1%), 'Stretched Single Mums' and 'Local Old Boys' with under 2%.

Figure 2.10: SE segmentation of Purbeck compared to England



Mosaic (Data source: 2016 Mosaic analysis, Experian)

Mosaic classifies all 25.2 million households into 15 groups, 66 household types and 238 segments. It 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. The top five Mosaic classifications in Purbeck compared to the country as a whole are shown below. The dominance of these is exemplified by the fact that they represent three quarters (75.3%) of the population compared to a national equivalent rate of one third (33.4%).




Table 2.3: Mosaic; main population segments in Purbeck

Mosaic group description	Purbeck		National %
	#	%	
1 – Country Living	10,906	24.1%	4.5%
2 - Rural Reality	8,591	19.0%	8.6%
3 - Senior Security	5,336	11.8%	3.4%
4 - Suburban Stability	4,726	10.4%	12.6%
5 - Aspiring Homemakers	4,519	10.0%	4.3%

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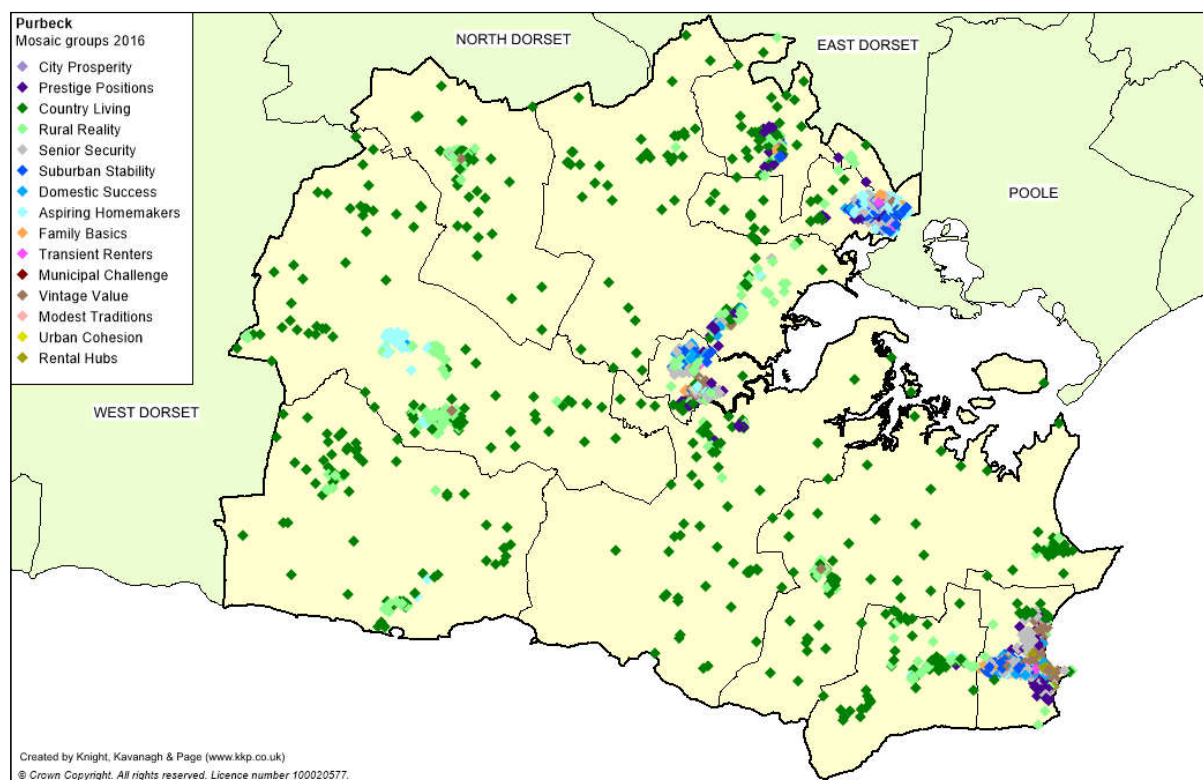
The largest segment profiled for Purbeck is the Country Living group (24.1% of the adult population); this is five times the national rate (4.5%). It is defined as well-off homeowners who live in the countryside often beyond easy commuting reach of major towns and cities. Some people are landowners or farmers, others run small businesses from home, some are retired and others commute distances to professional jobs.

Table 2.4: Dominant Mosaic profiles in Purbeck

Country Living		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.
Rural Reality		People who live in rural communities and generally own their relatively low cost homes. Their moderate incomes come mostly from employment with local firms or from running their own small business.
Senior Security		Elderly singles and couples who are still living independently in comfortable homes that they own. Property equity gives them a reassuring level of financial security. This group includes people who have remained in family homes after their children have left, and those who have chosen to downsize to live among others of similar ages and lifestyles.

Further detail can be found in *Appendix 1* of all the Mosaic segments located in Purbeck.

Figure 2.11 Distribution of the different Mosaic segments in Purbeck



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Purbeck Housing Strategy 2012-2027

Meeting the housing needs of local people is a priority of the Council's Corporate Strategy. It is a long-term plan for delivering its vision to: 'create thriving communities in balance with the natural environment.' To make this a reality, the Council Housing Strategy has the following objectives:

- ◀ Increase the supply of affordable housing to help satisfy local need.
- ◀ Deliver high quality housing.
- ◀ Help local people to access appropriate housing.
- ◀ Maximising the return on public investment.

Strategic Housing Market Assessment in Dorset

A Strategic Housing Market Assessment (SHMA) is a study of the way the housing market works in any particular area. It assesses the type of people living in the area, where they work and what sort of houses they need. The Government encourages local authorities to work together on SHMA for their area.

In Dorset the original SHMA was commissioned by the Dorset Housing Market Area Partnership. This comprised a working group of housing and planning officers from Bournemouth, Poole and all six Dorset districts as well as representatives of regional government, neighbouring authorities, the Housing Corporation and other interest groups.

A report for Bournemouth and Poole was produced in 2008 highlighting 24 key findings which will inform future housing policies and strategies. Some of the key findings from this include:

- ◀ The HMA should comprise the whole local authorities of Bournemouth, Christchurch, East Dorset, North Dorset, Poole and Purbeck.
- ◀ Single person households are a significant feature of the HMA, and will continue to grow as a proportion of overall population.
- ◀ Continued job growth will have implications for provision of new housing. A shift in the types of housing may be needed to meet requirements.
- ◀ The proportion of older person households is high and will continue to grow across the HMA, presenting their own special housing requirements.

The Eastern Dorset Strategic Housing Market Assessment (SHMA) was published in December 2015. This provides a brief summary of the SHMA findings for Purbeck District, focusing on the total assessed housing need. In line with PPG guidance, the SHMA used the most up-to-date demographic projections as a starting point and then considered the suitability of adjusting this to account for economic growth and housing affordability.

The SHMA identifies a total annual need of 238 dwellings per annum in Purbeck, over the period 2013 to 2033. This is considered to be the assessed housing need for Purbeck.

In summer 2016, the current review of the Purbeck Local Plan set out plans to accommodate 3,080 homes in the District by 2033, in addition the 2,520 homes already identified by the existing Purbeck Local Plan as needed between 2006 and 2027. However, the methodology for producing the anticipated housing numbers is being revisited and therefore 3,080 homes may be liable to change.

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Population projections

Change to population, both in numbers (increasing or decreasing) and in demographics (age, gender, ethnicity etc.) has potential for considerable impact upon 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 Purbeck:

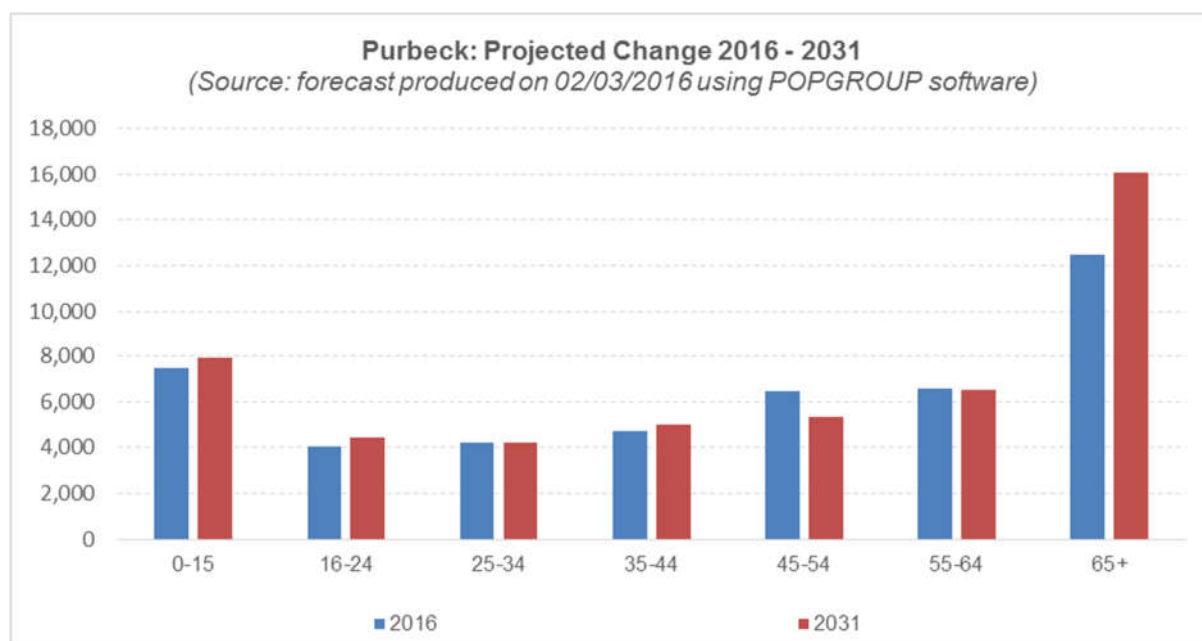
Table 2.5: Change in population 2016-2031

Purbeck Age (years)	Number		Age structure		Change in population
	2016	2031	2016	2031	
0-15	7,494	7,901	16.29%	15.97%	+5.43%
16-24	4,025	4,416	8.75%	8.93%	+9.71%
25-34	4,236	4,194	9.21%	8.48%	-0.99%
35-44	4,720	5,031	10.26%	10.17%	+6.60%
45-54	6,471	5,351	14.07%	10.82%	-17.31%
55-64	6,565	6,508	14.27%	13.16%	-0.86%
65+	12,482	16,061	27.14%	32.47%	+28.67%
Total	45,993	49,462	99.9%	100.00%	+7.54%

Source: forecast produced on 02/03/2016 using POPGROUP software

Please note due to rounding the age structure only adds up to 99.9% and not 100%

Figure 2.12: Projected change 2016-2031



Strategic planning: Change over 20 years (2016 to 2031)

The most recent POPGROUP projections indicate a rise of 7.5% in Purbeck's population (+3,469) over the 15 years from 2016 to 2031. Over this extended timeframe fluctuations are expected at different points for the majority of age groups.

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Several key points for Purbeck are outlined below:

- ◀ One of the most notable points is the progressive rise in the number of 0-15 year olds, rising by +407 (+5.4%). This will place pressure on differing types of sporting, educational and cultural provision (facility and services) by age, gender and sub-groups of the cohort.
- ◀ There is predicted to be a rise in the number of 16-24 year olds, 9.7% in 2031.
- ◀ By contrast, there is predicted to be a decline in the number of 45 - 54 year olds, by 1,130 (-5.33%).
- ◀ There will be a continuous increase in the numbers of persons aged 65+ of up to 29% by 2031. While the age group represented 27.1% of Purbeck's population in 2016 it is projected to be 32.5% of the total by 2031 – almost one third of the total population.

Projection implications

The projected increase in the general age and the size of the population in the District is likely to lead to an increase in the numbers of people wishing to take part in sport and physical activity (potential customers of leisure facilities), thereby leading to increased demand for sport and physical activity related services. This is likely to be slightly greater in areas where housebuilding is greater. The importance of ensuring that people within the District population who are currently active remains so and that the inactive 'get active' (sustaining and improving the general health of the local population) will increase.

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, if it is to impact positively and link to the aims and objectives, identified in the Sustainability and Transformation Plan. It will also be necessary to consider whether existing sporting infrastructure can support any increased demand in specific areas, particularly those in areas of locally significant housing development.

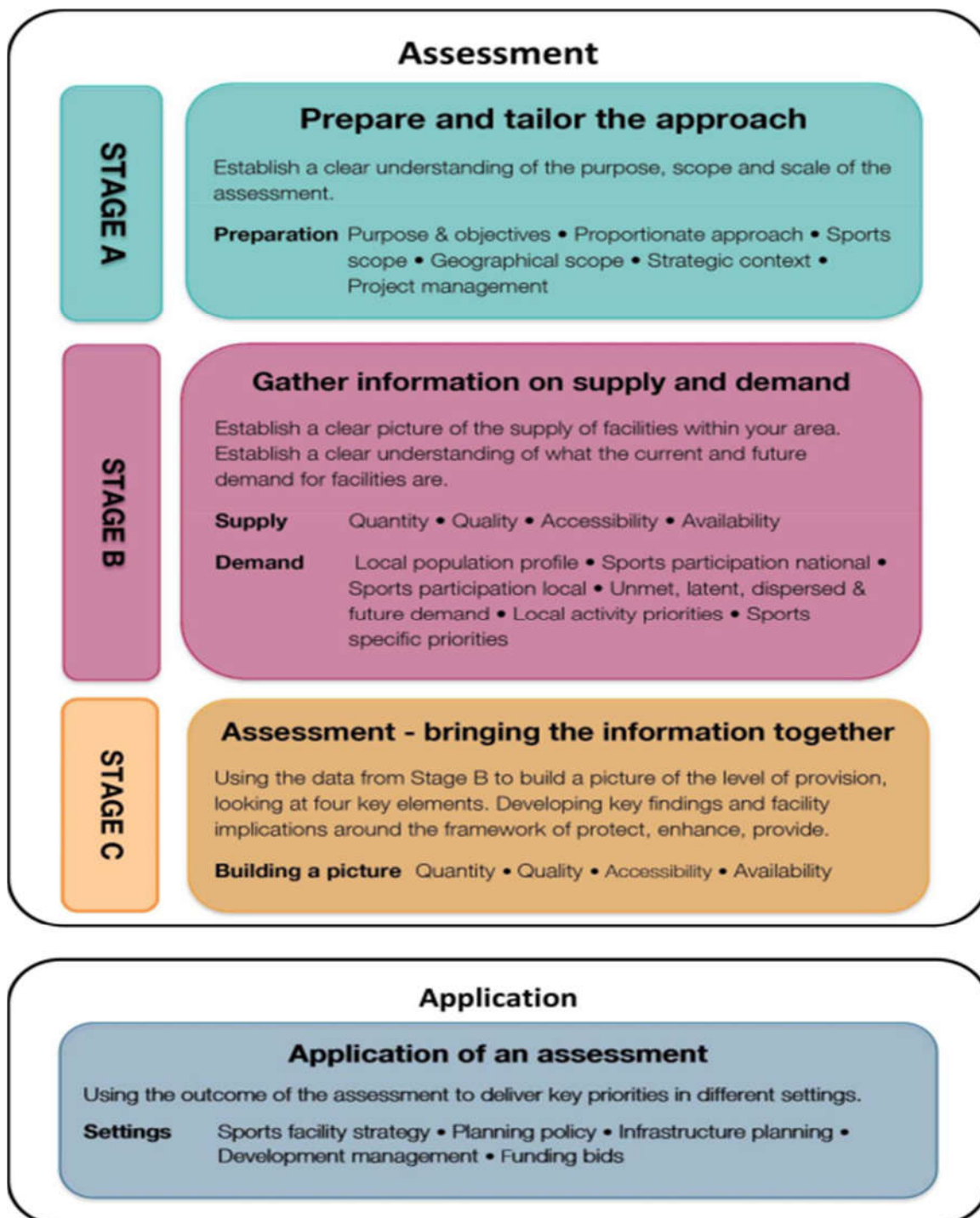
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SECTION 3: INDOOR SPORTS FACILITIES ASSESSMENT APPROACH

3.1 Methodology

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

Figure 3.1: Recommended approach



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

'Access to high quality open spaces and opportunities for sport and recreation can make an important contribution to the health and well-being of communities. Planning policies should be based on robust and up-to-date assessments of the needs for open space, sports and recreation facilities and opportunities for new provision. The assessments should identify specific needs and quantitative or qualitative deficits or surpluses of open space, sports and recreational facilities in the local area. Information gained from the assessments should be used to determine what open space, sports and recreational provision is required.' (NPPF, Paragraph 73).

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

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

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

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3.2 Site visits

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

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

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

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

Table 3.1: Quality ratings of indoor sports facilities using ANOG

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

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Ratings are based on a non-technical visual assessment carried out by a KKP assessor. Assessments take into account the age of the facility and condition of surfaces, tiles and walls. Line markings and safety equipment are rated, any problem areas such as mould, damage, leaks etc. are noted. The condition of fixtures, fittings and equipment is recorded. Adequate safety margins are also considered.

Changing rooms are assessed. Maintenance and wear of the facility is taken into account. Disability Discrimination Act (DDA) compliance is also noted, although not studied in detail for the purposes of this report. When all this data has been collated, an overall quality rating is awarded to each facility at a site. Site visits are conducted at/for all sites with main sports facilities, such as a three court or larger sports hall.

3.3 Facilities Planning Model (FPM)

This 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 the model seeks to assess whether the capacity of existing facilities for a particular sport is capable of meeting local demand for that sport taking into account how far people are prepared to travel to a facility (using the integrated transport network). In order to estimate the level of sports facility provision in an area, the model compares the number of facilities (supply) with the demand for that particular facility type (demand) that the local population will produce.

The FPM is prescriptive not predictive in that it does not provide precise estimates of the use of proposed facilities. Rather, it prescribes an appropriate level of provision for any defined area in relation to demand and which reflects national expectations and policies.

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

For this report the assessment uses the FPM data from the Strategic Assessment of provision for sports halls and swimming pools in North Dorset, Purbeck, West Dorset and Weymouth and Portland 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 in each authority for both swimming pools and sports halls.

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

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3.4 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

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SECTION 4: SPORTS HALLS

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

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

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

4.1 Supply

Quantity

Active Places identifies seven sports halls on six sites with a total of 20 badminton courts. Three of the seven comprise two or fewer badminton courts. Two of these are located at primary schools and one is at the Lytchett Manor Sports Centre as an additional space. While often appropriate for mat sports, exercise to music and similar provision, small halls are inevitably limited in terms of the range and scale of recreational and sporting activity they can accommodate.

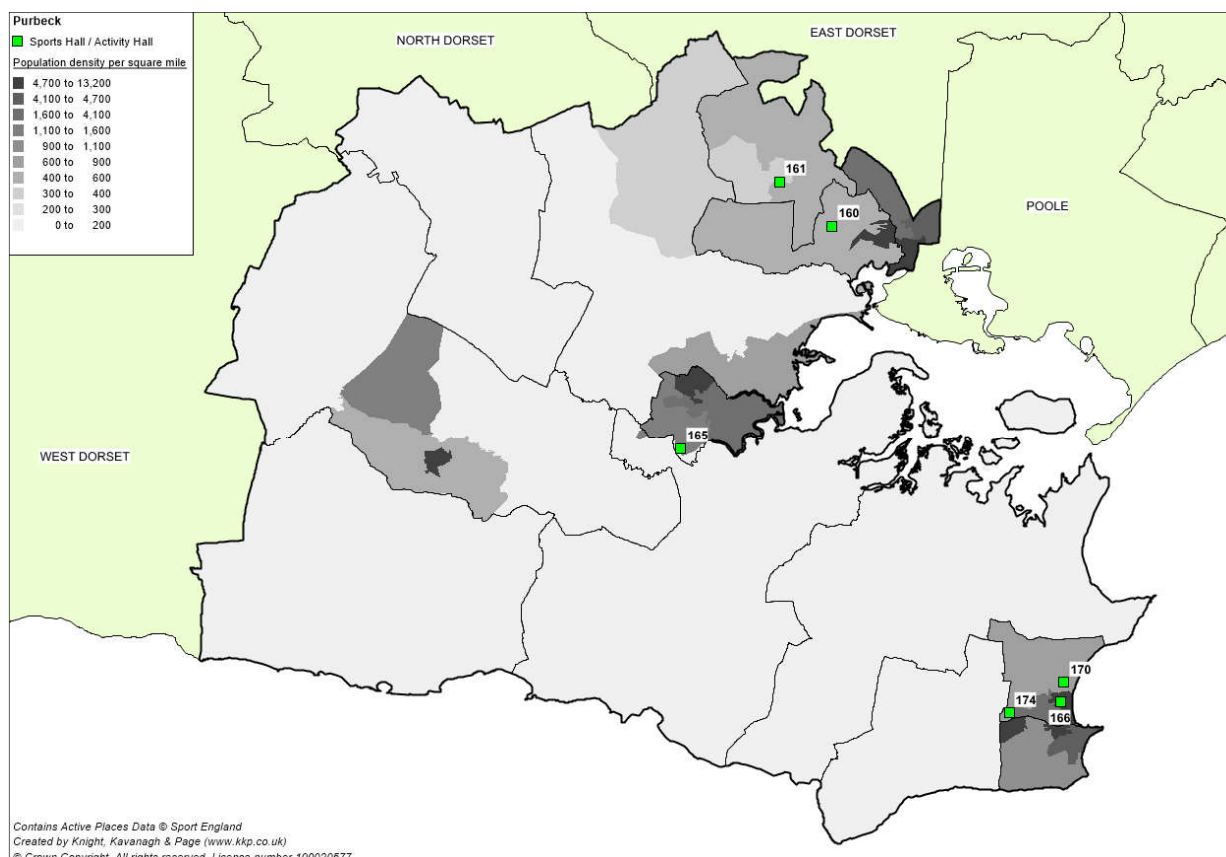
Table 4.1: All identified sports halls within Purbeck District (Active Places data)

Map ID	Site Name	Courts
160	Lytchett Manor Sports Centre	4
160	Lytchett Manor Sports Centre	1
161	Lytchett Matravers Primary School	1
165	Purbeck Sports Centre	5
166	Purbeck View School	1
170	Swanage and Herston Football Club Sports Hall	4
174	Swanage School	4
TOTAL		20

Figure 4.1 indicates that the sports halls are located in the District's more densely populated areas (apart from Wool and Bovington). There are no sports halls in the more rural areas of the District.

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Figure 4.1: All sports halls in Purbeck District (Active Places data)



Community access and use

In complying with ANOG, the audit considers sports halls larger than three badminton courts. Table 4.2 identifies the four 3+ court sports halls on four sites covered by the audit. These offer a total of 17 badminton courts and are all available for community use.

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

Map ID	Site Name	Courts	Community Use
160	Lytchett Manor Sports Centre	4	Yes
165	Purbeck Sports Centre	5	Yes
170	Swanage And Herston Football Club Sports Hall	4	Yes
174	Swanage School	4	Yes
Total		17	

**This table identifies all known spaces prior to their exclusion once the ANOG methodology is applied where only 3 court spaces and above are considered.*

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Quality of facilities

All available sites were subjected to a non-technical assessment to ascertain quality of facilities. The results are as follows:

Figure 4.2: Quality assessment of sports halls in Purbeck

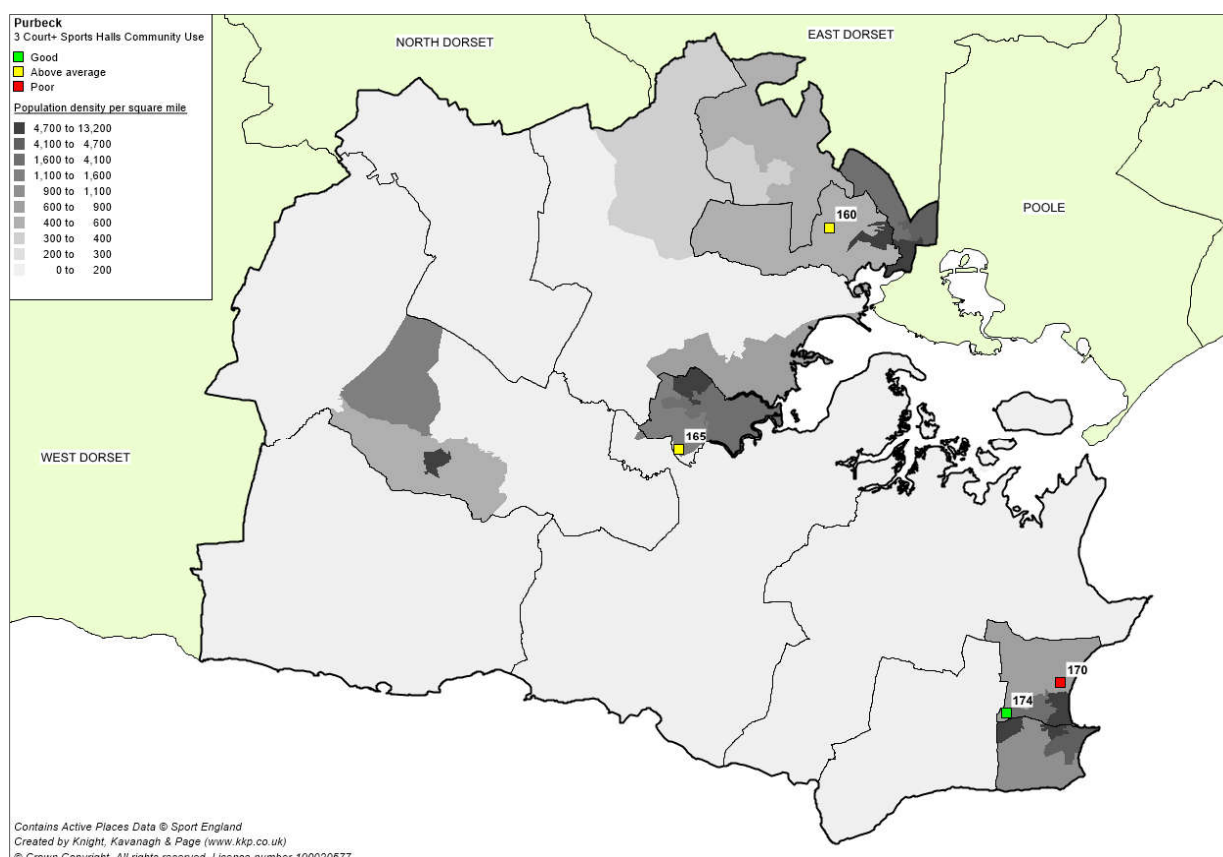


Table 4.3: Quality assessment of sports halls in Purbeck

Map ID	Site Name	Courts	Assessment Condition	
			Court	Changing
160	Lytchett Manor Sports Centre	4	Above average	Below average
165	Purbeck Sports Centre	5	Above average	Above average
170	Swanage and Herston Football Club	4	Poor	Not Assessed
174	Swanage School	4	Good	Good

*At the time of audit the changing facilities were in use by a group

Swanage School sports hall is the only sports hall assessed as good (opened in 2013). Two are rated as above average (Lytchett Manor and Purbeck sports centres) and one (Swanage and Herston Football Club) is assessed as poor.

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Figure 4.3: Sports Hall at Swanage School built 2013



Figure 4.4: Swanage & Herston FC Sports Hall



Swanage and Herston FC sports hall was found to have poor lighting, worn floor lines (and in some instances non-existent floor lines). It is generally, in a very tired and worn state.

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Table 4.4: Facility age and refurbishment details

Site name	Year built	Refurbishment
Lytchett Manor Sports Centre	1989	-
Purbeck Sports Centre	1977	2008
Swanage and Herston Football Club	1981	-
Swanage School	2013	-

The average age of sports halls in Purbeck District is 30 years. The newest is the four court sports hall at Swanage School (opened 2013). The facility at Lytchett Manor Sports Centre is the second newest (opened 1989). The FPM in Run 1 (2016) and Run 2 (2031) states that the District supply (4.3 courts per 10,000 population) is below County provision (of 4.8 courts in 2016 and 4.5 courts in 2031). It is also below the South West region provision of 4.6 courts per 10,000 population in 2016 and 4 courts per 10,000 population in 2031.

The oldest is the five badminton court hall at Purbeck Sports Centre. This opened in 1977. It was, however, modernised in 2008. The Swanage and Herston Football Club sports hall opened in 1981 and has not been refurbished or modernised since then. This is acknowledged in both the FPM and confirmed via the audit.

According to the FPM, average attractiveness weightings for Purbeck sports halls, based on age and condition, is 61% in 2016 reducing to 38% in 2031; this reflects the age of the stock. Attractiveness weightings are based on an assumption that the older a facility is, the less attractive it will be to users. This is a general assumption and there may be examples where older facilities are more attractive than newly built ones due to good 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 venue of the same year.

The weighting for the Purbeck's sports halls in 2016 is just above the County attractiveness percentage of 60% but below the county weighting in 2031, which is 41%. This reflects the fact that there is a slightly more modern stock of sports halls across the County than in Purbeck.

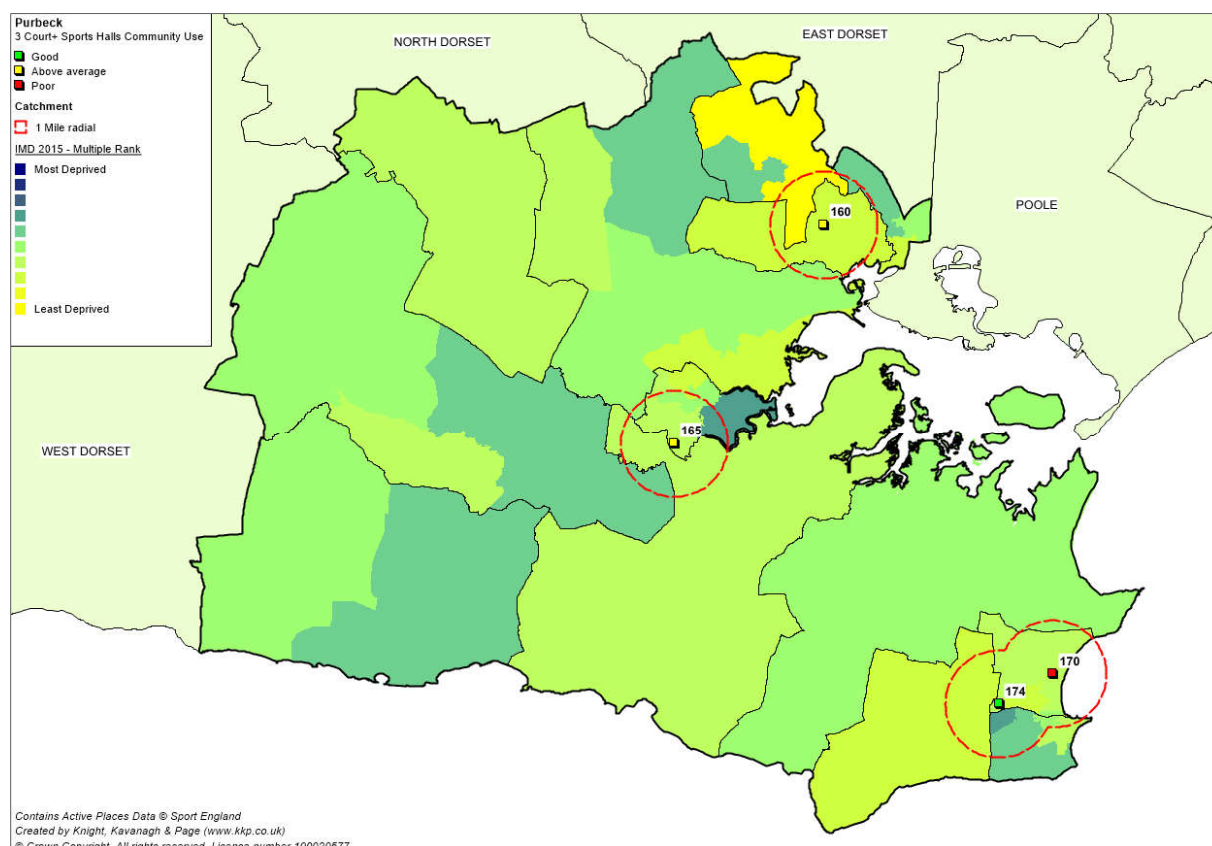
Accessibility

Catchments for different types of provision provide a tool to identify areas currently not served by existing indoor venues. As noted, it is recognised that catchment areas vary from person to person, day to day, hour to hour. Analysis is undertaken by accepting the concept of 'effective catchment', defined as 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 20 minute walk (urban) and 20 minute drive (rural).

Figure 4.5 overleaf shows the current stock of main sports halls (regardless of ownership and access arrangements) with a 20 minute walk time catchment.

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Figure 4.5: Purbeck 3+ court sports halls by condition with 1 mile radial buffer, on IMD 2015



Just over a quarter, 28.1% (c.12,700) residents live within one mile of a sports hall, suggesting that most (c.72%) need to use cars, public transport or cycle to facilities to use them.

Table 4.6: IMD 2015 populations: Purbeck 3+ court sports halls, 20 minute walk

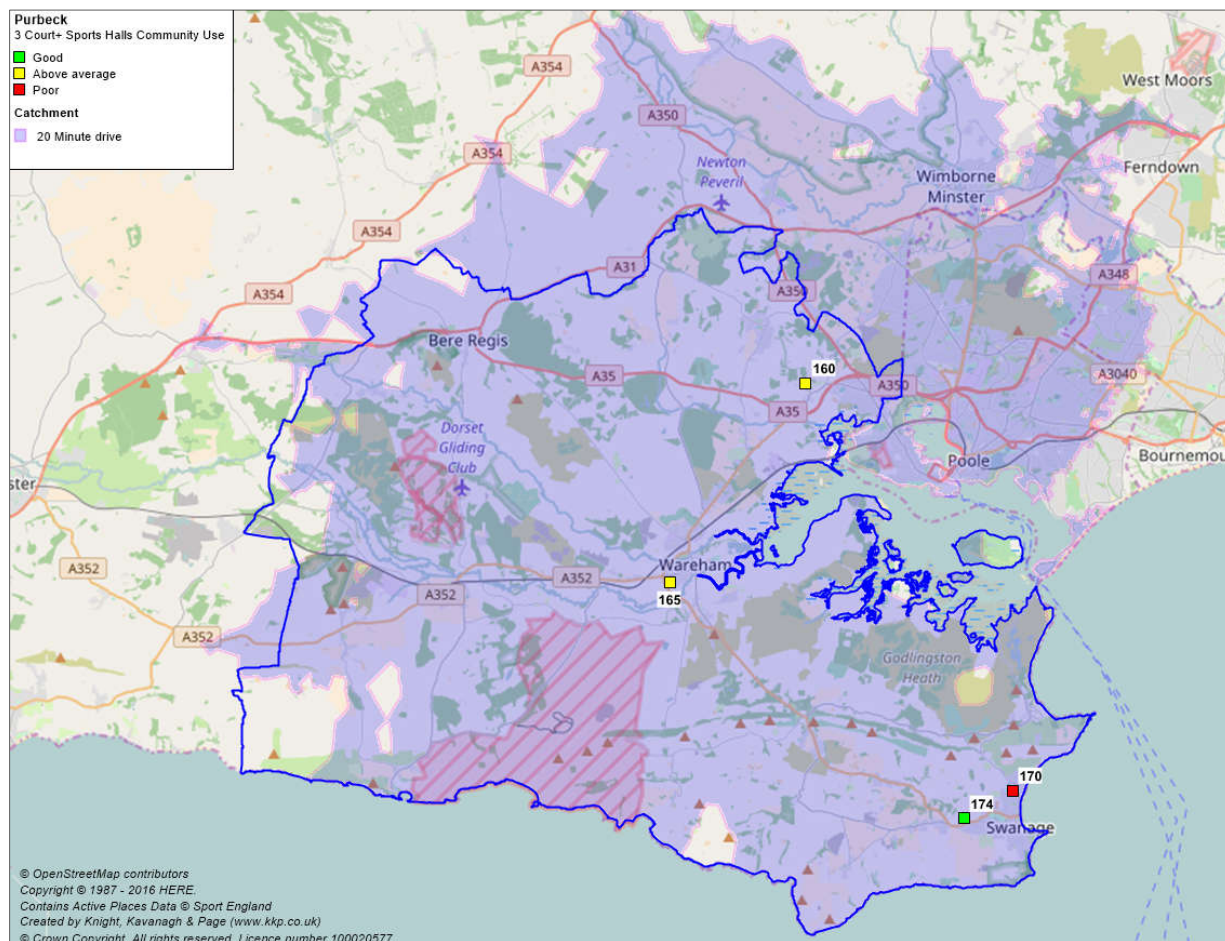
IMD 2015 10% bands	Purbeck		Sports Hall (3+ court) with community use. Catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	0	0.0%	0	0.0%	0	0.0%
10.1 - 20	0	0.0%	0	0.0%	0	0.0%
20.1 - 30	0	0.0%	0	0.0%	0	0.0%
30.1 - 40	2,688	5.9%	1,660	3.7%	1,028	2.3%
40.1 - 50	6,292	13.9%	763	1.7%	5,529	12.2%
50.1 - 60	11,875	26.2%	2,453	5.4%	9,422	20.8%
60.1 - 70	11,972	26.4%	3,961	8.7%	8,011	17.7%
70.1 - 80	10,635	23.5%	3,558	7.9%	7,077	15.6%
80.1 - 90	0	0.0%	0	0.0%	0	0.0%
90.1 - 100	1,827	4.0%	323	0.7%	1,504	3.3%
Total	45,289	99.9%	12,718	28.1%	32,571	71.9%

Please note due to rounding the population total adds up to 99.9% and not 100%

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The FPM identifies that the halls in Swanage (Swanage School and Swanage & Herston Football Club) have a walking demand of approximately 14% and the other sports halls in the District (Lytchett Manor Sports Centre and Purbeck Sport Centre) have an average of 2% walking demand. This is almost certainly attributable to their location and the rurality of the area. Figure 4.6 indicates that nearly all residents (97.6%) with the exception of a small rural area in the east of the District, reside within a 20 minute drive time of the sports halls.

Figure 4.6: 20 minute drive time to Purbeck sports halls - Openstreetmap background



Areas hatched in red are the Bovington Camp and Lulworth Ranges military sites. Bovington and Lulworth camps form part of Bovington Garrison. Whilst there is some access to these areas, they are part of the AFV (Armoured Fighting Vehicles) Gunnery School, and an important training establishment of the British Army. Access is both restricted and limited at certain times.

Availability

Two sports halls are located on school sites; managed by the schools themselves (Lytchett Minster School and Swanage School); Swanage and Herston FC is owned and managed by the Club. Purbeck Sports Centre is owned by Dorset County Council and operated by PDC. It is also the only facility to offer pay and play opportunity; the other three cater for block bookings only. This means that Council influence on facilities access is limited.

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Table 4.7 indicates the main sports played within the different venues, identified as offering community use.

Table 4.7: Community use of sports halls in Purbeck District

Community use hours	Site	Courts	Main sports played
None	Lytchett Matravers Primary School	1	No community use
	Purbeck View School	1	No community use
20 – 40 Hours	Lytchett Manor Sports Centre	4	Indoor cricket, gymnastics, health & fitness classes, badminton, netball, archery, short mat bowls,
40+ Hours	Purbeck Sports Centre	5	Table tennis, gymnastics, badminton, basketball, indoor hockey, trampolining, climbing
	Swanage and Herston Football Club	4	Football team training, disability multi sports
	Swanage Middle School	4	Badminton, gymnastics, indoor cricket, football

A variety of sports is played across the District with no particular one dominating *per se*. However, there is a high incidence of outdoor sports playing indoor versions (indoor cricket, indoor hockey, football and football team training) in main sports halls which may restrict other indoor sport development.

Sports halls on education sites tend to offer block booking activity only, which can restrict participation by certain sections of the community, but does assist with management and on-site access for specific sports groups. Due to the poor condition of its sports hall, Swanage and Herston FC, is unable to offer sports that require line markings and bright lights, so is limited in its offer. Badminton clubs have reportedly now moved out due to the deterioration of the lines.

Neighbouring authorities

Accessibility is also influenced by facilities within easy reach of the District. Figure 4.7 and Table 4.8 overleaf indicate the different sports halls (3+courts) to be found within two miles of the local authority boundary. Those located within one mile of the District are considered to be accessible within 20 minutes' walk time.

Six facilities are located within two miles (with a 20 minute walk catchment) of the local authority border; to the east in the neighbouring authority of Poole. One hall (Corfe Hills School) has a six court hall with the others having four court halls.

Four of the sites are based at schools, one (the Junction Sports and Leisure Centre) is a leisure centre and the other a private commercial club.

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Figure 4.7: 3+ courts sports halls in Purbeck and 3+ court publicly accessible sports halls within 2 miles of the local authority boundary (with 20 minute walk catchment)

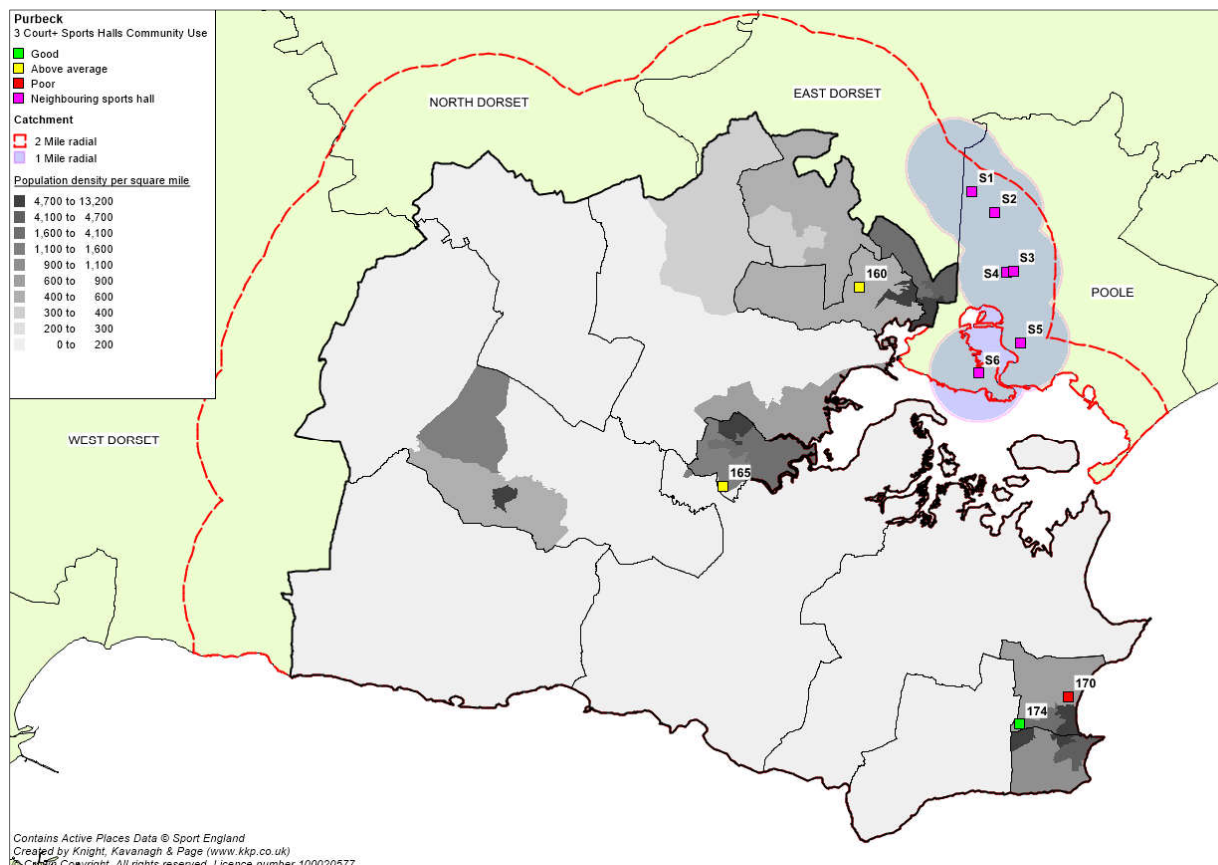


Table 4.8: Public access 3+ court sports halls within 2 mile radial of Purbeck's boundary

Map ID	Active Places Site Name	Courts	Access type	Local authority
S1	Corfe Hills School	6	Sports Club/Comm. Assoc.*	Poole
S2	The Junction Sports & Leisure Centre	4	Pay and Play	Poole
S3	Parkstone Grammar School	4	Sports Club/Comm. Assoc.*	Poole
S4	Dorset Health & Racquets Club	4	Registered Membership	Poole
S5	Poole High School	4	Sports Club/Comm. Assoc.*	Poole
S6	Carter Community School	4	Pay and Play	Poole

Source: Active Places Power 18/01/2017

* Community Association

The FPM states that the imported demand is 18% of the used capacity of the sports halls, with 12% from Poole, 5% from East Dorset and 1% from North Dorset. This indicates that nearly one in five users travel from outside the District to use facilities in Purbeck.

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Future supply and potential developments

Swanage and Herston FC has aspirations to replace its sports hall and enhance the health and fitness offer at the site. It is currently working with Swanage Town Council and Swanage Development Trust to explore the feasibility of this.

Summary of sports hall supply

Sports halls are situated close to or in the main population areas of the District.

There are seven sports halls with at least one badminton court.

Of these, five have 3+ courts.

All sites with 3+ court halls offer some (mostly a good) level of community use.

Site management varies; there are three different owners and operators of the community accessible sports halls in the District. No sports hall is larger than 5 courts in size.

More rural areas are not well serviced by sports halls. However, only a very small proportion of residents (2.4%) does not live within 20 minutes' drive-time of an indoor sports hall.

No particular sport dominates programming (although exercise and fitness classes are increasingly being programmed in the main hall of the Council operated venue).

4.2 Demand

APS 9 suggests that 15.5 million people do some form of sport once a week each week. Although swimming participation is falling, it is still the most popular with 2.5 million participants per week. Athletics (although relatively 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 (according to APS) participation is currently on the rise include running, tennis and basketball.

Future demand

As touched upon earlier, POPGROUP data projects that the overall number of people in Purbeck will increase by 3,657 2016 to 2031, which includes:

- ◆ An increase in the 0-15 year olds between 2016 and 2031.
- ◆ A 9.7% rise in the number of 16-24 year olds.
- ◆ A decline in the number of 45-54 year olds.
- ◆ A projected increase in 65+ year olds who comprise 32.9% of the population by 2031.

This will result in different programming requirements in sports halls and increased demand for use at different times (most notably during the day).

The FPM report records total demand for sports halls at 2,603 visits in the weekly peak period in 2016. This increases to 2,883 visits in 2031. The 16.3% population increase (POPGROUP data) generates a 10.7% increase in total demand for sports halls between the 2016 and 2031. It also identifies that, based on simply comparing the number of badminton courts at sites available for community use with the demand for sports halls by Purbeck residents, there is a small positive balance of four badminton courts in 2016 and 2.6 courts in 2031.

The satisfied demand in Purbeck is the same in 2016 and 2031 (both runs of the FPM) at 90.1%. The percentage of the population without access to a car is low in Purbeck at 13.7% and is predicted to be unchanged to 2031. Car travel is the dominant travel mode (20 minutes'

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drive time catchment area) with around 90% of all visits to sports halls via this mode of transport in both 2016 and 2031. Only 5% of visits to sports halls are made on foot.

The FPM states that Purbeck has a slightly lower level of retained demand at 76.2% of the total satisfied demand in 2016 and 74% in 2031. With its five sports halls on four sites catering for a large land area it is likely that slightly more of the Purbeck demand for sports halls, at around 25%, is located closer to a sports hall in a neighbouring authority.

The FPM suggest that the majority of Purbeck's exported demand goes to Poole (15%) with 8% going to West Dorset and 1% to Bournemouth; the remaining 1% in small amounts to other authorities.

In terms of exported demand, 25% of the Purbeck demand is or will be met at sports halls outside the authority in 2016 and 2031. This propensity to look outside the authority is confirmed by (albeit not a sports hall use example) the fact that members at Swanage Holiday Park Indoor Bowls Club choose to travel to a Poole indoor bowls centre (Dolphin) rather than the venue at the Dorset Golf and Country Club. In Purbeck, all unmet demand is outside catchment in 2016 a situation that it is estimated will remain the case in 2031.

Average used capacity for Purbeck sports halls is 51.9% of capacity in 2016 and 55.1% in 2031. This suggests that a high level of hall capacity is available before the 80% comfort level is reached. The FPM estimates that in 2031 the used capacity rating of Lytchett Manor Sports Centre will be 76% (approaching the comfort full capacity rating).

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: 1 x 30 minutes for ages 16 years+) has fallen by circa. 10% to 490,200 nationally in the last two years. Badminton England (BE) 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 income. Supported by BE staff and national marketing it 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 play and weekly sessions - ideal for casual players of all abilities (ages 16+), led by a friendly, welcoming session co-ordinator.
- ◀ **Essentials:** beginners coaching courses to 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.

To support these programmes, BE has developed Community Badminton Network areas (CBNs). This is a network of clubs, education establishments, local authorities, leisure sites, county sports partnerships and county badminton associations that are supported by the NGB to drive up participation.

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Consultation indicates that there are two BE affiliated clubs in Purbeck; Wareham and Purbeck Badminton Club and Purbeck Centre Badminton Club, both based at Purbeck Sports Centre. The audit also included Swanage Badminton Club located at Swanage School; it is not affiliated to BE.

Purbeck Sports Centre is a key facility for the area and is highlighted as such by BE.

The County Association is working very hard on increasing participation within the junior age groups, especially around primary schools; it will be launching a primary initiative aimed at getting more primary aged pupils playing the sport during 2017. The residual impact of this will see more families playing the sport together and it should lead to greater demand for current facilities. Similarly, the County has identified a need to increase the number of 'masters' aged players participating and competing locally.

Consultation with clubs suggests that there is sufficient availability of courts in the area for the times and days that they require. As with most badminton clubs, key challenges include player recruitment, particularly females and retention of junior players who typically leave the area to go to university. The other perennial bugbear is the costs of shuttlecocks.

The clubs identify that they have access to good quality courts and halls and have a good relationship with the management of the sports halls.

Table 4.10: Market segmentation and likely target audiences in Purbeck for badminton

Badminton
<ul style="list-style-type: none">◀ 2.2% (791) of people currently play badminton and a further 1.8% (657) indicates that they would like to, giving an overall total of 4.0% (1,448).◀ 4.5% of Ben's play badminton; the largest proportion of any group playing badminton, closely followed by the Tim segment at 4.0%.◀ The largest groups in the context of the local population playing badminton are Tim's (16.4%) and Philip's (15.3%).◀ The groups with the most people who would like to play are Philip (13.9%) and Tim (12.5%).◀ The main group to target for additional players, due to size and interest, is therefore Philip.

Basketball

The main priorities for Basketball England (BE2) are identified as to:

- ◀ Create and maintain a culture of frequent, consistent and continued participation.
- ◀ Provide a clearly defined talent development pathway from the grassroots through to world class performance.

It understands the sport's dependence upon the availability of affordable indoor facilities and equipment. For it to maintain and grow participation, formal and informal, it needs ongoing development of a comprehensive network of indoor venues. It is, therefore, working alongside partners to create affordable, accessible and suitable indoor facilities to meet the demand for court-time to play and to practice, thereby increasing participation and improving performance. Accessing indoor basketball courts remains one of the biggest challenges in BE2's efforts to develop the sport at all levels.

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Affiliated clubs are important in delivering regular participation opportunity and play a part in both participation and talent programmes. Accordingly, increased club access to indoor basketball facilities (with multiple courts) will be required to deliver its planned outcomes for participation via programmes including, satellite clubs, Premier League4Sport and talent development.

Access to secondary school indoor basketball facilities is of prime importance as the NGB seeks to take advantage of Sport England's commitment to open up school facilities for local community use. The recent State of the Nation Report on sports halls from Sport England showed that 76% are located on educational sites. As well as improving access to existing indoor facilities BE2 is continuing to develop capital projects, building facilities with multiple basketball courts for use by clubs to boost participation and drive talent outcomes.

The audit did not find any clubs in Purbeck, the nearest are based in the neighbouring authorities of North Dorset, and Poole.

Basketball is played competitively in schools in Purbeck and in the School Games, so there is opportunity for youth players to participate. There is, however, no sport development pathway in the area and all other activity is purely recreational.

Table 4.11: Market segmentation and likely target audiences in Purbeck for basketball

Basketball
<ul style="list-style-type: none">0.5% (190) of people currently play basketball and a further 0.3% (118) indicate that they would like to, giving an overall total of 0.9% (308).3.4% of Ben's play basketball, the largest proportion of any group playing basketball, closely followed by the Jamie segment at 2.8%.Groups with the largest of the local population playing are Ben's (31.1%) and Tim's (13.7%).The groups with the most people who would like to play are Ben (27.1%) and Tim (16.9%).The main group to target for additional players, due to size and interest, is therefore Ben.

Gymnastics

The 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 the BG Whole Sport Plan or Facility Strategy. It is based on need, suitability and partners' ability to support a project to successful completion. There is substantial demand for more gymnastics opportunity and many clubs report large waiting lists. The Sports & Recreation Alliance 2013 Sports Club Survey showed most Gymnastics Clubs have a waiting list of up to 100, with many clubs anecdotally reporting waiting lists running into several hundred people.

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

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

Participation in gymnastics is, reportedly, increasing rapidly. BG 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 regularly which, of course, places further strain on many of the venues currently available. The NGB reports that there is limited provision of access to facilities within Dorset and that all clubs have waiting lists.

There are two identified clubs within Purbeck, Swanage Gymnastics Club, which has just over 100 members, and 360 Air Trampoline and Gymnastics Club, also with over 100 members.

Swanage Gymnastics Club has recently moved venue (in the last two years) and is currently located at Swanage School for approximately 10 hours per week. This has allowed it to access a larger hall with room for more equipment. The Club is currently fundraising for an Evo Track which will enhance its offer.

360 Air Trampoline and Gymnastics Club is Gym Mark accredited. It provides predominantly recreational trampoline and gymnastics coaching. It uses two venues including; Lytchett Manor Sports Centre and The Pavilion Lytchett Park. Trampolining takes place at Lytchett Manor Sports Centre only. It currently operates for approximately 18 hours per week.

Table 4.12: Market segmentation and likely target audiences in Purbeck for gymnastics / trampolining

Gymnastics and trampolining
◀ 0.2% (78) of people currently participate in gymnastics and trampolining and a further 0.2% (55) indicate that they would like to, giving an overall total of 0.4% (133).
◀ 0.6% of Chloe's participate in gymnastics and trampolining, the largest proportion of any group - closely followed by the Leanne segment at 0.6%.
◀ The groups with the largest of the local population participating in gymnastics and trampolining are Chloe's (15.4%) and Helena's (10.3%).
◀ The groups with the most people who would like to take part are Chloe (21.8%) and Jackie (10.9%).
◀ 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 strap line for this strategy is the "Right programme, right time, right place" with the "Right athlete, right coach, right environment".

In the south of England, 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.

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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 when programming the venue 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 and has also established a development pathway for junior players through regional satellite academies. There are four regional satellite academies (listed below), none in Purbeck:

- ◀ Weymouth Academy- Budmouth Sports Centre.
- ◀ Blandford- Bryanston School.
- ◀ Poole- Canford Sports Centre.
- ◀ Bournemouth- Sir David English Leisure Centre.

The closest facility is the Blandford at Bryanston. These satellite academies target children in KS3 who have been identified by PE staff. Girls who excel in these satellite clubs are then progressed to the County Academy based at both Sir David English Sports Centre and Canford Sports Centre.

Six key venues have been identified through the England Netball Facilities Audit for Dorset. Again, none are in to the Purbeck local authority area but it is likely that people will access these sites as they move through the player pathway. They are:

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

Table 4.13: Market segmentation and likely target audiences in Purbeck for Netball

Netball
<ul style="list-style-type: none"> ◀ 0.4% (146) of people currently play netball and a further 0.3% (124) indicate that they would like to, giving an overall total of 0.8% (270). ◀ 2.2% of Leanne's play netball, the largest proportion of any group playing netball, closely followed by the Chloe segment at 1.9%. ◀ Groups with the largest proportion of the local population playing netball are Chloe's (24.7%) and Helena's (15.1%). ◀ The groups with the most people who would like to play are Chloe (27.4%) and Helena (12.9%). ◀ The main group to target for additional players, due to size and interest, is therefore Chloe.

There are no affiliated netball clubs in Purbeck, although the market segmentation in Table 4.11 shows is a latent demand for 124 players in the District.

Table tennis

Table Tennis England has its Mission 2025 Strategy to develop table tennis during the next 10 years. It has a number of aims including:

- ◀ *Participation*; to increase participation among adults, disabled people, in schools, and own membership.

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- ◀ *Places*; to grow the network of clubs and facilities within competitive league table tennis and at a social level.
- ◀ *People*; to increase the number of qualified coaches; provide support for TT 'activators'; grow the number of volunteers and officials and provide additional training and support.
- ◀ *Performance*; to have elite athletes performing at a world class level; and provide support and competitive structure at domestic level for all players to achieve their potential.

The 10 year 2015-2025 Strategy is designed to ensure that the facility investment (of £750k from Sport England) enables “a network of vibrant table tennis venues, meeting the needs of social and committed participants that cater for current participants and enable an increase to 200,000 regular participants”. It is, thus, aimed at supporting existing clubs to secure additional tables, and to support recreational table tennis with projects such as outdoor table covers.

Although the NGB indicates that Dorset is not a priority area there is a dedicated facility – the Dorset Table Tennis Centre located at the Grange School in Christchurch. This is a £1,000,000 relatively new venue (opened 2014). It comprises 16 tables, showers, toilet facilities and free parking.

Consultation suggests that table tennis in Purbeck is predominantly played in village halls and community centres with players tending to play recreationally not competitively. The key challenge for clubs is to maintain a viable group and ensure that membership attendance covers the cost of facility hire.

Table 4.14: Market segmentation and likely target audiences in Purbeck for Table Tennis

Table Tennis
<ul style="list-style-type: none"> ◀ 0.5% (187) of people currently play table tennis and a further 0.2% (82) indicate that they would like to, giving an overall total of 0.7% (269). ◀ 0.7% of Ben’s play table tennis, largest proportion of any group playing the sport tennis, closely followed by the Jamie segment at 0.7%. ◀ Groups with the largest proportion of the local population playing are Philip’s (14.4%) and Tim’s (12.3%). ◀ The groups with the most people who would like to play are Roger & Joy (19.5%) and Tim (12.2%). ◀ The main group to target for additional players, due to size and interest, is therefore Roger & Joy.

Summary of demand

District participation rates are below both regional/national averages. There is identified latent demand from people who would like to participate in sports hall sports including badminton, basketball, gymnastics, netball and table tennis. The most popular sports hall sport in the District is badminton (791 participants), it also has the highest latent demand (657 people). Consultation would suggest that access to halls is not an issue based upon current supply.

4.3 Supply and demand analysis

The audit identifies that there is capacity within the current supply of sports halls to meet current and increased demand (as a result of sports development initiatives or projected increases in population). Daytime accessibility to sports halls and activities is likely to be of increasing importance to the population as it ages given the reliance on school provision. These concur with the FPM conclusions. There is an aspiration to replace the Swanage and

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Herston FC sports hall, which has not been refurbished or modernised since it was built in 1981.

4.4 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 4.15: SFC applied to DCC data using POPGROUP software for sports halls in Purbeck

	Population estimate 2016	Population estimate 2031
DCC projections	45,993	49,462
Population increase	-	3,469
Facilities to meet additional demand	-	0.92 courts or 0.22 of a hall
Cost		£502,053

Calculations assume that the current sports hall stock remains accessible for community use and the quality remains the same. The projected increase in population will add to demand for sports hall space by almost two badminton courts. The facilities calculator indicates that up to 2031 there will be a requirement for an additional 1.95 (badminton) courts which have the equivalent cost of £1,048,330. This is unlikely to lead to a requirement for more sports halls due to the surplus balance identified earlier. Increased demand could be accommodated in current facilities, although they need investment to ensure their fitness for purpose.

4.5 Summary of key sports hall facts and issues

- ◀ There are seven sports halls on six sites with a total of 20 badminton courts.
- ◀ Five halls have 3+ courts; there is one five court hall and the remainder have four courts.
- ◀ As of 2016, the average age of Purbeck sports halls is 30 years.
- ◀ Two sports halls (Swanage & Herston FC and Lytchett Manor) have not been modernised.
- ◀ One sports hall is rated good (Swanage School), two above average (Lytchett Manor Sports Centre and Purbeck Sports Centre) and one poor (Swanage and Herston Football Club).
- ◀ The attractiveness weighting for Purbeck Sports Hall is 61% (2016) reducing to 38% (2031).
- ◀ The sports programme at Swanage & Herston FC is hampered by its poor condition.
- ◀ Because sports halls are owned/managed by different organisations PDC influence is limited.
- ◀ With the exception of small rural areas to the east of the District it is all within a 20 minute drive time catchment area of a sports hall.
- ◀ All 3+ court sports halls offer significant levels of community use.
- ◀ Reduced community access to education sites could create a deficit.
- ◀ Purbeck exports 25% of its demand. There are six community accessible four court sports halls in Poole that are within two miles of Purbeck.
- ◀ Imported demand in Purbeck is 18% of the used capacity of sports halls.
- ◀ There is unused capacity in some facilities (Swanage and Herston FC) mainly due to quality.
- ◀ Population increases between 2016 and 2031 will generate additional demand for sports hall usage but will not necessitate additional sports hall provision.

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- ◀ Current stock require investment to maintain it/bring it up to a quality level that is fit for purpose.
- ◀ Lytchett Manor Sports Centre will have a used capacity of 76% by 2031.

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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.

Quantity

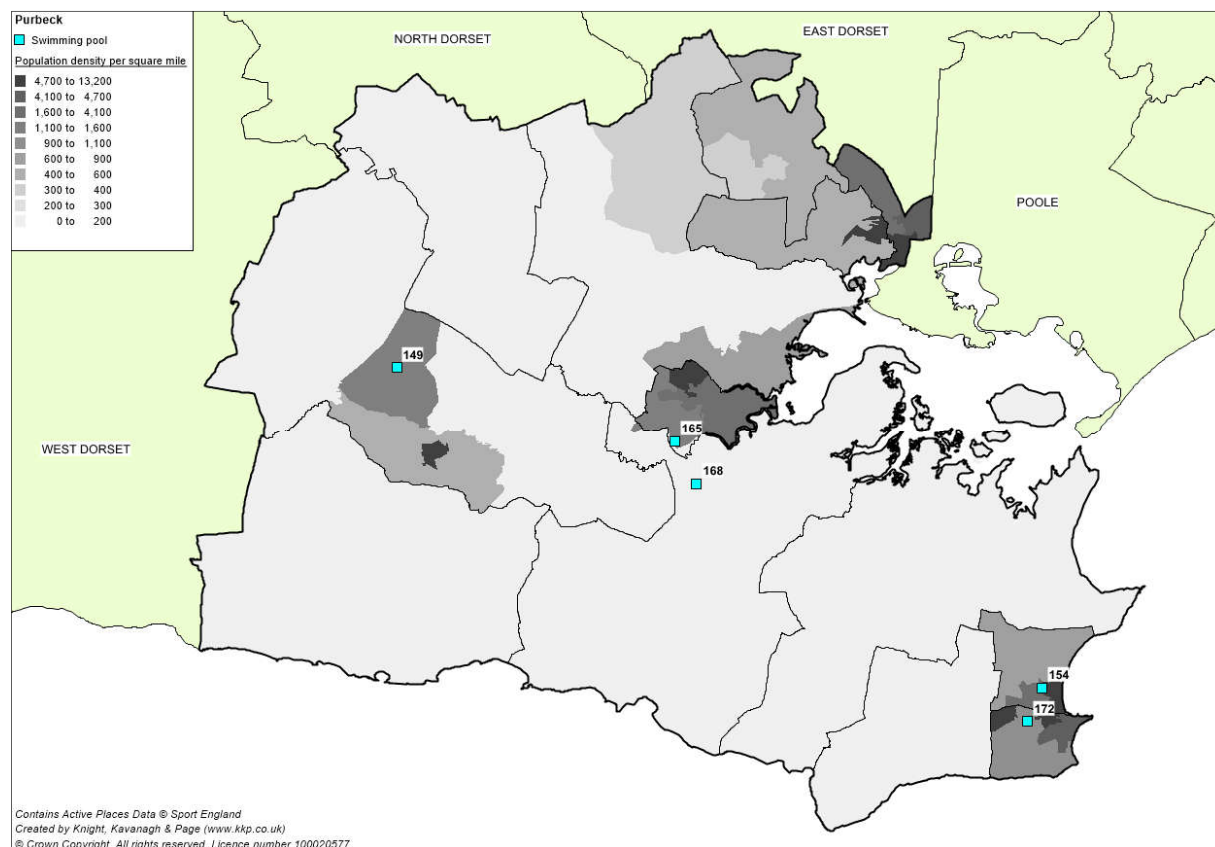
The audit identified six pools at five sites. This includes all pools in the area irrespective of size and seasonal access as detailed in Table 5.1 and Figure 5.1 overleaf.

Table 5.1: All swimming pools and sites in Purbeck

Map ID	Site name	Facility type	Lanes	Length (m)
149	Bovington Garrison	Main/General	4	25
154	Harrow House	Learner/Teaching/Training	0	12
165	Purbeck Sports Centre	Main/General	6	25
168	Springfield Country Hotel	Main/General	0	15
168	Springfield Country Hotel	Lido	0	15
172	Swanage Bay Holiday Park	Main/General	0	16.7

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Figure 5.1: All identified swimming pools in Purbeck including Lidos



Lidos serve specific market segments during the summer months and, in some instances, are heated. Despite offering community access (pay and play basis) and some club activity during summer months, they are excluded from the assessment going forwards because they are not available throughout the year.

The audit identified six swimming pools in the area, two of which (Bovington Garrison and Purbeck Sports Centre) offer some level of community use and are above 160m², in accordance with ANOG methodology.

The FPM reports that the total amount of water space available is 562m². This reduces to an effective supply of 463m² available for community use in the weekly peak period. The difference between total and effective supply is 17.6% the reason for this being the limited community access to the Bovington Garrison swimming pool site.

The FPM reports that Purbeck has 12m² of water per 1,000 population in 2016 and that this will change very little between 2016 and 2031 when it is estimated that it will be 11m² of water per 1,000 based on population growth and demand. This is below the County average of 15m² of water per 1,000.

Quality

As part of the assessment, KKP visits main swimming pools and completes non-technical visual assessments. This encompasses assessment of changing provision as this can also

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play a significant role in influencing and attracting users. Site visit access was not possible at Bovington Garrison. The quality ratings are shown in Table 5.2 and Figure 5.2.

Figure 5.2: Community accessible swimming pools in Purbeck by quality

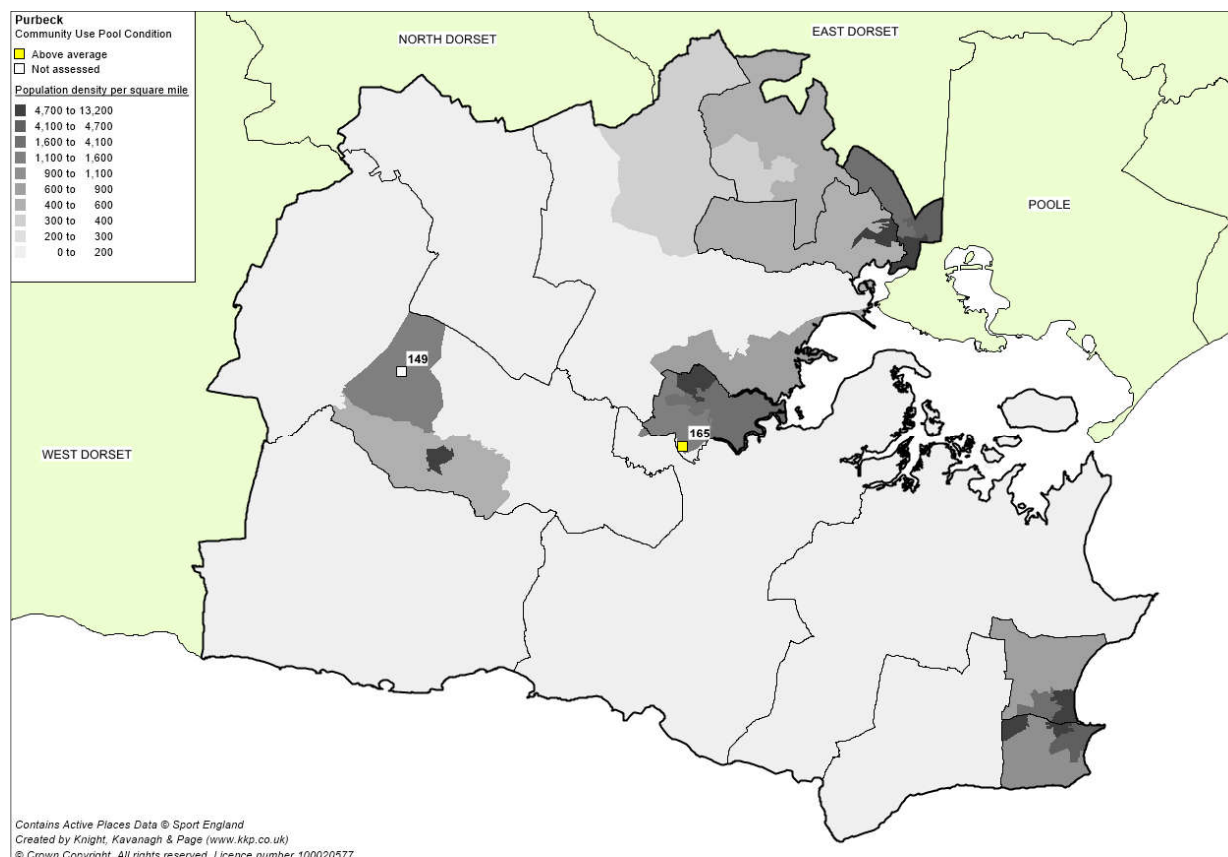


Table 5.2: Purbeck Swimming Pools (20m+ with 4 Lanes+) with community use by condition

Map ID	Site Name	Facility Type	Size	Condition	
				Pool	Changing
149	Bovington Garrison	Main/General	4x 25m	Not assessed	Not Assessed
165	Purbeck Sports Centre	Main/General	6x 25m	Above average	Above average

Both swimming pools have some level of community access, however, Bovington Garrison is owned by and located on an MOD site. Access is, thus, restricted by security with military base usage taking priority. Further, it is not uncommon for the needs of the MOD to change, which can impede the already limited current community use further.

The audit rated Purbeck Sports Centre swimming pool and changing rooms as above average. Built in 1977, the pool facilities were modernised in 2016. The age of the facilities at Bovington Garrison site is not recorded.

As with all facilities, the age and condition affects attractiveness. The FPM identifies that the attractiveness of the stock in Purbeck will decline by 2031 from 61% to 23%. This effectively

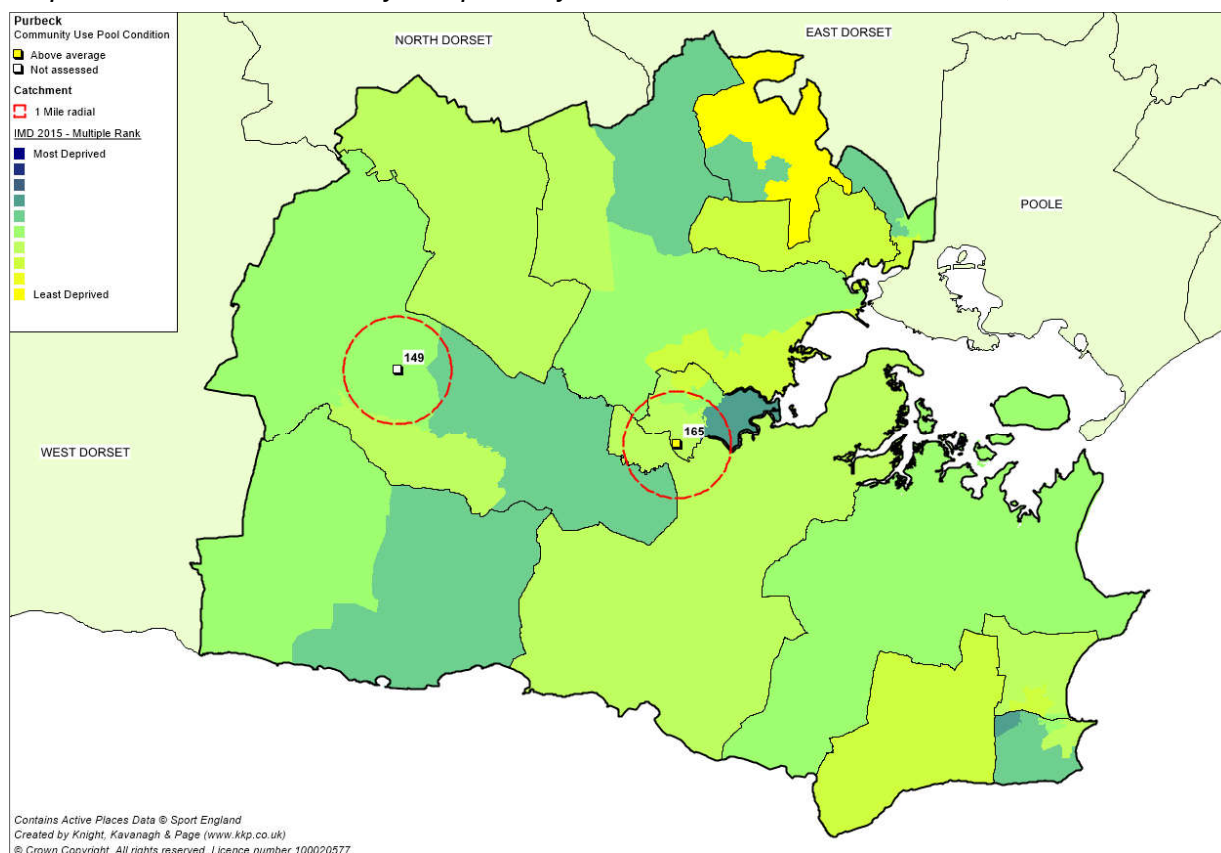
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will take the facility from above average to below average/poor condition. The County average changes, in comparison, are 73% in 2016 to 43% in 2031.

Accessibility

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

Map 5.3: Purbeck community use pools by condition with 1 mile radial buffer, IMD 2015



Purbeck Swimming Pool is located in the centre of the District which enables relatively good levels of (drive time) accessibility for all residents. The FPM states that Purbeck Sports Centre users have a car demand rating of 93% with the remainder made up of people who use public transport and those who walk.

Table 5.3 indicates that 11.3% of the population lives within a one mile radial catchment of a swimming pool (just over 88% therefore lives outside this). Approximately, nine out of ten Purbeck residents are, thus, assumed to need to use public transport, cycle or use a car to access facilities. This is very high in comparison to the England (24.9%) and South West average (18%). The FPM calculates that the percentage of population that does not have access to a car is 13.7% in 2016; this will remain unchanged in 2031.

Table 5.3 identifies that no residents live in the highly deprived areas using 30% IMD bands conversely, 27.7% of the population lives in the least deprived areas.

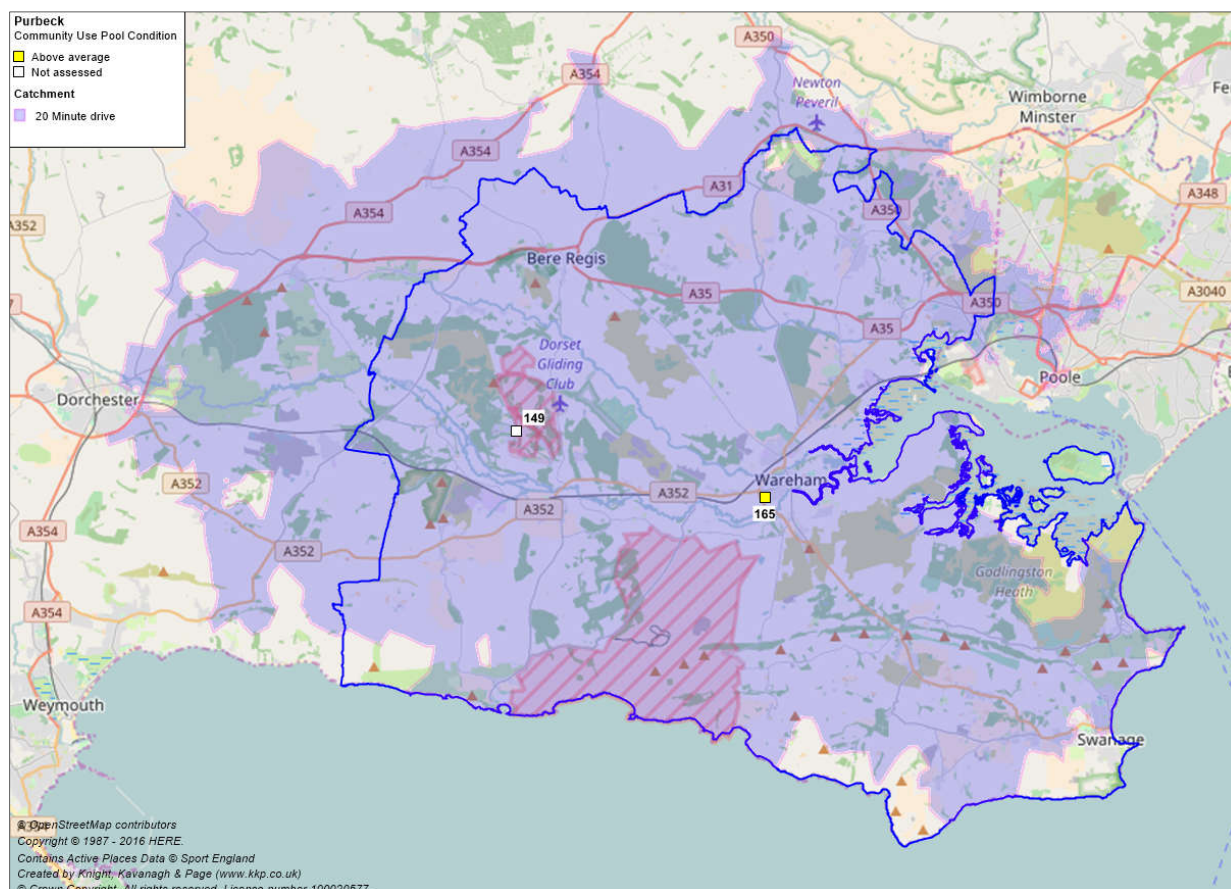
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Table 5.3: Radial catchment of swimming pools using 20 minute walk on IMD

IMD 2015 10% bands	Purbeck		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	0	0.0%	0	0.0%	0	0.0%
30.1 - 40	2,688	5.9%	424	0.9%	2,264	5.0%
40.1 - 50	6,292	13.9%	46	0.1%	6,246	13.8%
50.1 - 60	11,875	26.2%	3,319	7.3%	8,556	18.9%
60.1 - 70	11,972	26.4%	1,239	2.7%	10,733	23.7%
70.1 - 80	10,635	23.5%	89	0.2%	10,546	23.3%
80.1 - 90	0	0.0%	0	0.0%	0	0.0%
90.1 - 100	1,827	4.0%	0	0.0%	1,827	4.0%
Total	45,289	99.9%	5,117	11.2%	40,172	88.7%

Please note due to rounding the population column only adds up to 99.9% and not 100%

Figure 5.4: 20 minute drive time to Purbeck Swimming Pool - Openstreetmap background



*The areas hatched in red show the Military of Defence sites where access is restricted

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Figure 5.4 shows the more comprehensive coverage based upon the 20 minute drive time model which identifies that 84.8% (39,190) of Purbeck's MYE 2015 population are within a 20 minute drive of Purbeck Swimming Pool.

Neighbouring authorities

Accessibility is also influenced by facilities within easy reach of the District. Figure 5.5 and Table 5.4 indicate community accessible swimming pools located within two miles of the local authority boundary. Those that are one mile or less from the District are considered to be accessible within 20 minutes' walk time.

Figure 5.5: 20m 4 lane pools within Purbeck and 20m 4 lane public access pools within 2 miles of local authority boundary (with 20 minute walk catchment)

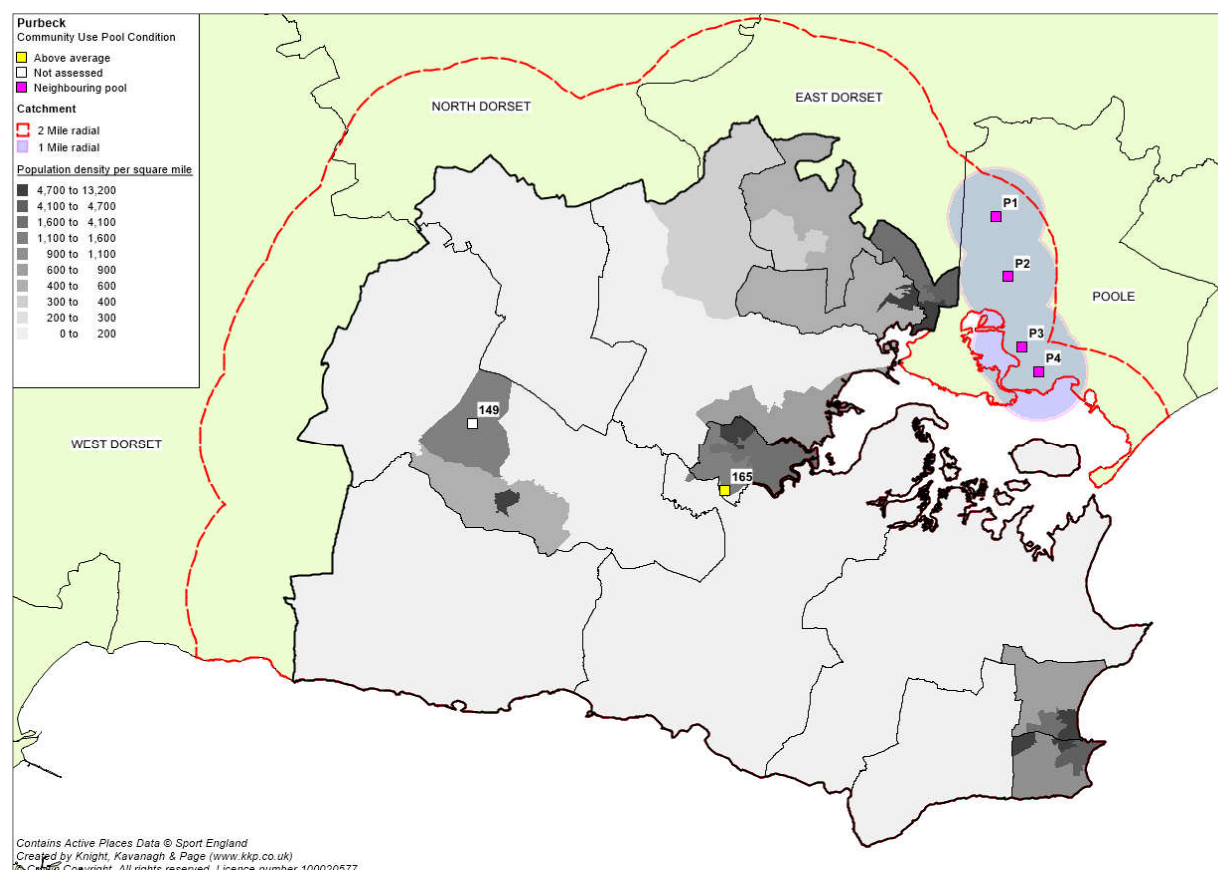


Table 5.4: Public access pools, min 4 x 20 m, within 2 mile radial of Purbeck LA boundary

Map ID	Active Places Site Name	Size	Access Type	Local Authority
P1	The Junction Sports & Leisure Centre	4 x 20m	Pay and Play	Poole
P2	Dorset Health & Racquets Club	4 x 25m	Registered Membership	Poole
P3	Poole High School	4 x 20m	Sports Club/Comm. Assoc.*	Poole
P4	Everyone Active Leisure Centre	6 x 25m	Pay and Play	Poole

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Four pools are located within two miles of Purbeck and considered accessible to the District residents. They are all situated in Poole and offer different levels of community use. The nearest community accessible 50m pool is located at Millfield Senior School which is in excess of one hour drive away from the District.

5.2 Demand

Sport England's FPM indicates in terms of demand that:

- ◀ The total demand for swimming is 2,774 visits per week in 2016 - increasing to 3,081 in 2031. This means that the 16.3% increase in population generates an increase in demand for swimming of 11% between 2016 and 2031.
- ◀ There will be a small negative balance of demand exceeding supply by 48m² of water in Purbeck in 2031 (between 210 and 250m² is equivalent to a four lane pool).
- ◀ Satisfied demand is 76.1% of total demand in 2016 and will be 75.8% in 2031; this is in line with the county average of 73%.
- ◀ Car is the dominant mode of travel accounting for c. 90% of all visits to pools in both 2016 and 2031. Only 3.6% of visits are made by people who walk to and from the venues.
- ◀ Purbeck has a lower level of retained demand (58.9%) of total satisfied demand in 2016 and a slightly higher level in 2031 (58.5%). A substantial proportion of Purbeck demand for swimming is located closer to a pool in a neighbouring authority (the exported demand to neighbouring Poole is 34%).
- ◀ In 2031, the unmet total demand increases to 24.2% of total demand and 124m² of water, (almost ½ of a swimming pool).
- ◀ The used capacity average for the two pool sites for Purbeck is 33% in 2016 and 36% in 2031. (The model assumes usage over 70% to be 'busy' for a swimming pool).

The current swimming programme at Purbeck Sports Centre includes:

- ◀ Parent and baby lessons; lessons for 0 – 36 months.
- ◀ Swim school – lessons for age 3+ years.
- ◀ Swim for all – sessions for people of all abilities.
- ◀ Slow and Steady – lane swimming for those who want a gentle swim.
- ◀ Swimming Champions – lane endurance swimming for those who want endurance or distance swimming session.

Future developments

At the time of the audit there are no known pool developments within Purbeck or in the neighbouring authorities.

NGB and swimming club key issues

Consultation with the Amateur Swimming Association (ASA) confirms that the headline objectives of 'More people learning to swim, more people swimming regularly, more medals on the world stage,' contained within the ASA Strategic Plan – 2013-17 remain. It is currently developing a national facilities strategy. It considers all usable swimming pools to be important for the sport and this is its position on Purbeck. Local authority pools are deemed to be particularly important given their ability to support its key objectives to increase participation and support the talent base (club usage).

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It should be noted that there is no capital funding available from the ASA, however, by working closely with Sport England it aims to target funding at projects that will have the greatest impact on increasing participation and benefit the sport and its clubs.

The area is serviced by Bere Regis and Wareham and District swimming clubs. Consultation with Bere Regis Swimming Club indicates that it has 160 members aged 3 to 16 years and a workforce of 12 coaches. There is a waiting list of c.15 people. It is a Learn to Swim club and offers tasters in the different disciplines of triathlon, diving, and water polo. It currently trains at Milton Abbey School, North Dorset (autumn) and Purbeck Sports Centre. It has looked into using Blandford Camp as another training facility, however, access to the camp is challenging and the nature of the community use agreement means that security of tenure is not strong with military uses taking precedence over the community. Consequently, the Club has decided not to pursue this route further.

It reports having a good working relationship with centre management at Purbeck Sports Centre. As mentioned above, it also uses Milton Abbey School (approximately 30mins drive for many of parents). For those in the South of the District (Swanage area) this can take an hour.

Consultation with Wareham and District Swimming Club indicates that it too has 160 members. It trains for, approximately, 15 hours per week at a number of locations including Purbeck Sports Centre, Bovington Garrison and Swanage Holiday Park. It is a competitive club with swimmers at Level 2, county and national standard.

Both clubs and the ASA report that the times the clubs have to access the pools are good and that the pricing is reasonable at sites used. Access agreements at Swanage Holiday Park and Bovington Garrison are key to there being sufficient water space available, as without them the clubs would need to reduce their activity levels, particularly over winter months.

Table 5.5: Market segmentation and likely target audiences in Purbeck for swimming

Swimming
<ul style="list-style-type: none"> ◀ 13.9% (5,000) of people currently swim and a further 13.0% (4,690) indicate that they would like to, giving an overall total of 26.8% (9,690). ◀ 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 the local population swimming are Elaine's (11.0%) and Roger & Joy's (10.8%). ◀ Groups with the most people who would like to swim are Elaine (11.9%) and Roger & Joy (11.3%). ◀ The main group to target for additional swimmers, due to size and interest, is therefore Elaine.

5.3 Supply and demand analysis

The KKP audit concurs with the FPM in that there is sufficient supply of swimming pools in the area. The programme offer at Purbeck is balanced with programmed sessions for swimming school, parents and babies, family fun, over 55s and clubs.

The FPM indicates that, based on simple comparison of the amount of water space at the pools available for community use in Purbeck with the demand for swimming by Purbeck residents in 2016, supply is 463m² and demand is 460m² of water. This is considered to be a neutral supply and demand balance.

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By 2031 with supply assumed to be unchanged, the effect of population growth on demand means will create a supply deficit of 48m². (A 25m x 4 lane pool is between 210 and 250 m² of water). This will not result in a requirement for the building of additional water space.

Management

Table 5.6 identifies all facilities in the County which receive subsidy to support the maintenance and running costs of individual facilities.

Table 5.6: 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)	£313,000 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)

DCC makes a contribution of £313,559.76 (plus £62,711.95 VAT) (16-17FY) to Purbeck District Council towards Purbeck Sports Centre.

Table 5.6 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.

5.4 Sport England's Facilities Calculator (SFC)

As is explained above this has no spatial dimension and should not be used for strategic gap analysis. Its calculations assume that the current swimming stock remains accessible for community use and the quality remains the same. According to the SFC, projected population increases will add to the demand for pool space in Purbeck (by 2031) by 1.42 lanes at a cost of £1,300,823. This is, however, unlikely to lead to demand for additional pools as the audit and assessment identifies spare capacity - both now and in 2031 within existing pools. A flexible approach to programming to meet the needs of the population will be important.

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Table 5.7: SFC applied to DCC data using POPGROUP software in Purbeck

	Population 2016 (mid-year estimate)	Population estimate 2031
DCC projections	45,993	49,462
Population increase	-	3,469
Facilities to meet additional demand	-	0.65 Lanes or 0.16 pool
Cost	-	£600,532

5.5 Summary of key swimming facility facts and issues

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

- ◀ There are six pools at five sites, one of which is a lido (Springfield Country Hotel).
- ◀ There are two 20m+ four lane swimming pools, but effectively just one public leisure centre swimming pool (Purbeck Sports Centre).
- ◀ The FPM notes a supply and demand balance in 2016 and a very small deficit by 2031.
- ◀ Purbeck Sports Centre is rated as above average; it was built in 1977 and refurbished in 2010.
- ◀ The age and quality of the pool at Bovington Garrison is unknown.
- ◀ Purbeck Sports Centre is the only full time community accessible pool in the district.
- ◀ The nearest pool for 40% of residents is outside Purbeck (Junction Sports & Leisure Centre.)
- ◀ No location appears to be a better site to retain more of Purbeck swimming demand.
- ◀ Retention of the Bovington Garrison is important for swimming clubs use.
- ◀ 12% of the resident population lives within one mile of Purbeck Swimming Pool.
- ◀ 85% of the resident population lives with within 20 minutes' drive of an accessible pool.
- ◀ The majority of swimming pool users (93%) travel by car.
- ◀ There is scope for Purbeck Sports Centre to absorb more demand at peak times and increase usage, even given the projected population increase of 16.3% by 2031.
- ◀ Unmet total demand in 2031 is 24.2% which equates to 124m² (almost ½ a pool). This can be met by current facilities.

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 are generally able to make a more attractive offer to both members and casual users. They can provide a valuable way to assist people of all ages, ethnicities and abilities to introduce physical exercise into their daily lives with the obvious concomitant benefits to health, fitness and wellbeing.

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

According to State of the UK Fitness Industry Report (2016) there are now 6,435 fitness facilities in the UK, up from 6,312 last year. The total industry membership is up 5.3% to 9.2 million which equates to one in seven people in the UK being a member of a gym. The influential low cost market with its large membership numbers, online joining, 24/7 opening hours and low price points has continued to expand rapidly and drive industry growth.

The total market value is estimated at £4.4 billion, up 3.2% on 2015. The UK penetration rate is also up at 14.3%, compared to 13.7% in the previous year.

A total of 224 new public and private fitness facilities opened in the last 12 months, up from 191 in 2015. The private low cost sector now accounts for 12% of the total number of private clubs, 13% of the private market value and a huge 32% of the private sector membership. For the first time ever, a low cost fitness operator is the UK's number one. Pure Gym has added 60 clubs in the last 12 months taking it past a total of 150 clubs.

Due to commercial sensitivities, private/commercial health and fitness suites are not usually assessed. It is generally acknowledged that they provide good or above average quality facilities.

6.1 Supply

Quantity

This report identifies eight health and fitness suites in Purbeck with 214 stations. This reduces to five health and fitness suites when taking account of those with fewer than 20 stations. It should be noted that fitness facilities 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.

Figure 6.1 illustrates that health and fitness facilities are to be found mainly in the settlement areas across the District (servicing main population areas). The two facilities outside the settlement areas are at Springfield Country Hotel and Dorset Golf and Country Club.

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Figure 6.1: All Health and Fitness facilities in Purbeck (pop density)

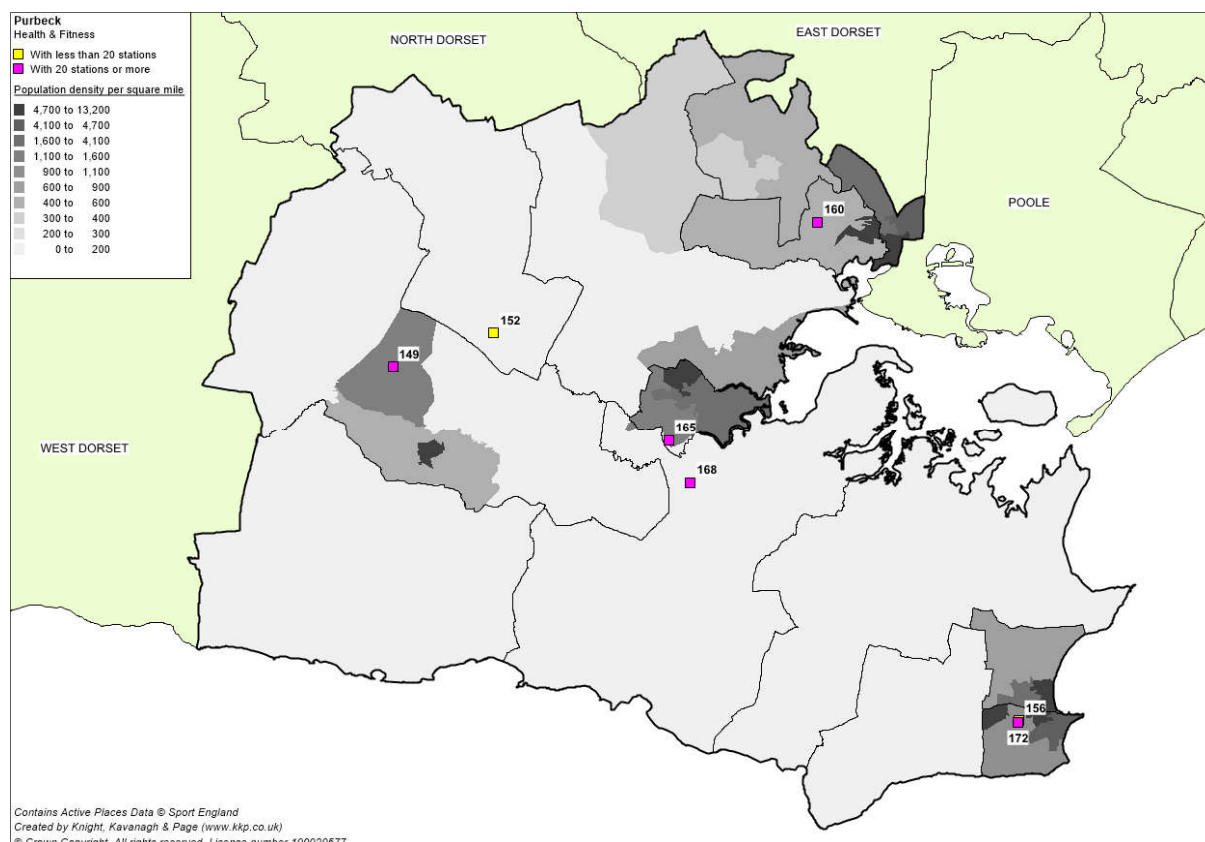


Table 6.1: All health and fitness facilities in Purbeck

Map ID	Site Name	Stations	Access Type
149	Bovington Garrison	41	Registered Membership
152	Dorset Golf and Country Club	11	Pay and Play
154	Harrow House	11	Private Use
156	Joe's Gym	18	Pay and Play
160	Lytchett Manor Sports Centre	40	Pay and Play
165	Purbeck Sports Centre	38	Pay and Play
168	Springfield Country Hotel	35	Pay and Play
172	Swanage Bay Holiday Park	20	Registered Membership
Total		214	

Non-technical site assessments were undertaken at each of the community use, 20+ stations health and fitness suites. Site discounted included Harrow House with 11 stations (private use), Joe's Gym, as this concentrated more on personal fitness and based in residential accommodation; and Dorset Golf and Country Club with 11 stations (which is too small for the assessment).

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Quality

Site assessments

Purbeck has five health and fitness suites with 20+ stations; a total of 174 stations. Access was gained to four of the five, in order to undertake non-technical quality assessments.

Map 6.2: Community Accessible H&F facilities

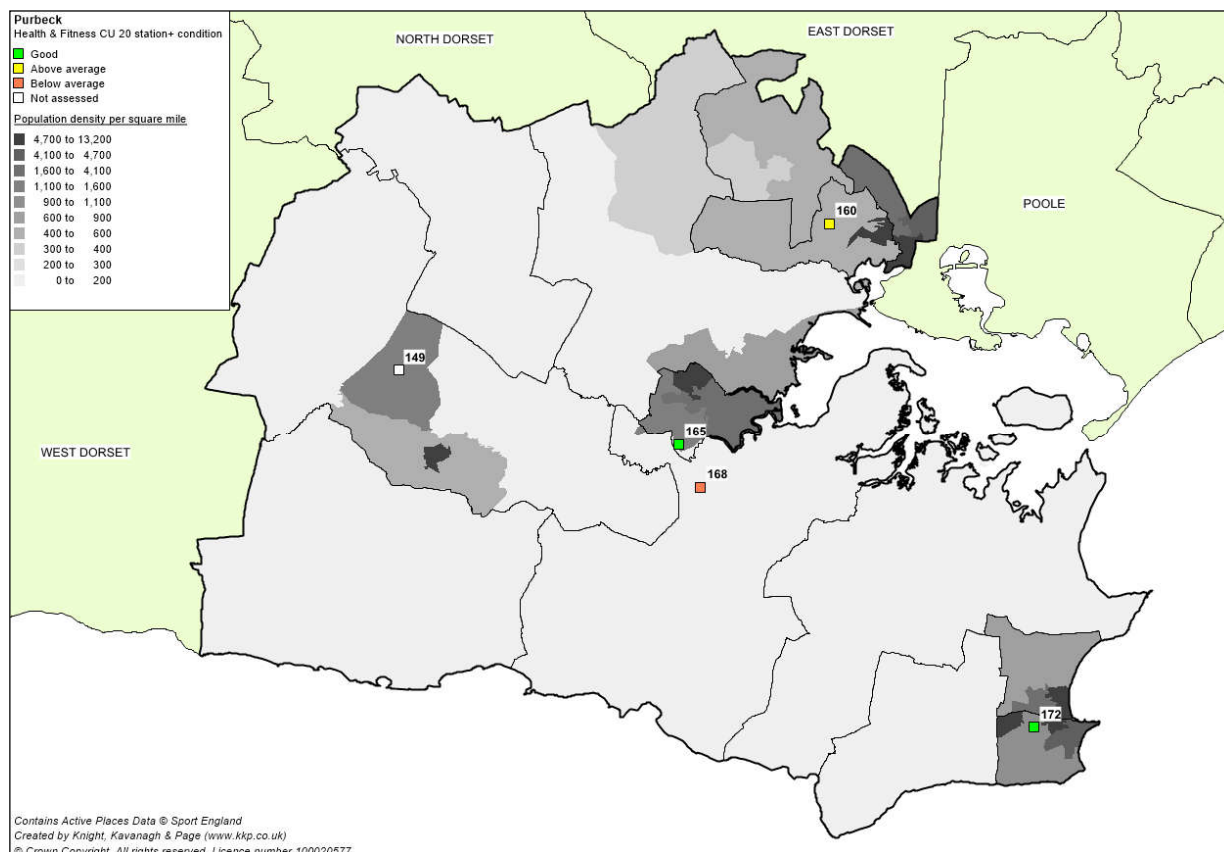


Table 6.2 Community accessible HF suites with 20+ stations by population density

Map ID	Site Name	Stations	Condition
149	Bovington Garrison	41	Not assessed
160	Lytchett Manor Sports Centre	40	Above average
165	Purbeck Sports Centre	38	Good
168	Springfield Country Hotel	35	Below average
172	Swanage Bay Holiday Park	20	Good

Two facilities were rated as good; one below average and one above average. The facility not assessed, has registered membership (Bovington Camp) with access denied. It is understood that whilst the facility is classed as a community accessible site, it is reserved for camp use and dependents only (or visitors with a sports pass for the camp). It is safe to say that this facility serves the military and immediate dependents only.

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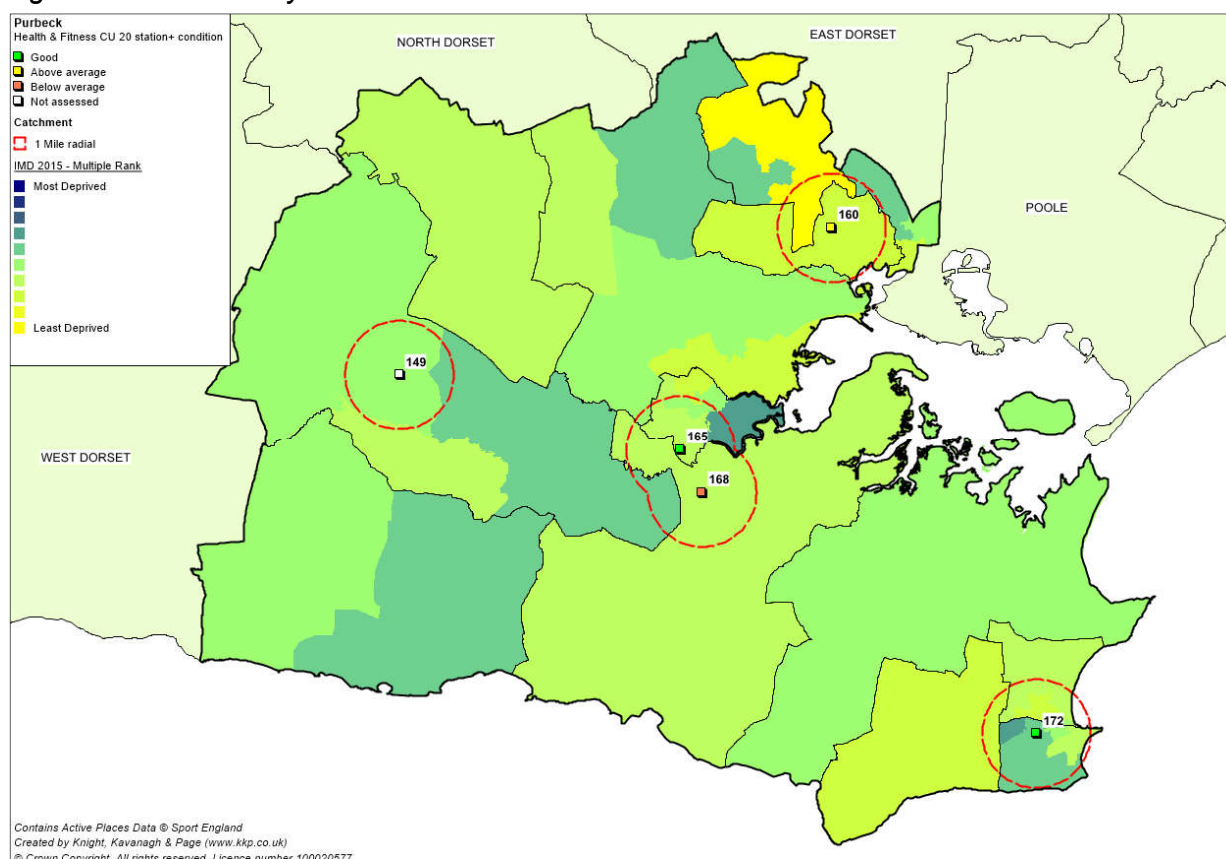
Accessibility and availability

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

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

The availability of health and fitness facilities is limited at Lytchett Manor Sports Centre due to the joint use basis for site operation.

Figure 6.3: Community accessible health & fitness suites with 1 mile radial catchment



No one lives in areas of higher deprivation (bottom 30%) in Purbeck. Just over one third of the population (35.3%) lives within one mile of an accessible health and fitness facility indicating that two thirds of the population must cycle, use a car or public transport to gain such access. As with other facilities (swimming pools and sports halls), almost all (98.6%) of Purbeck population resides within 20 minute drive of a health and fitness facility that has a minimum of 20 stations.

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Table 6.3: IMD 2015 populations Purbeck CU H&F min 20 station, 20 minute walk

IMD 2015 10% bands	Purbeck		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	0	0.0%	0	0.0%	0	0.0%
30.1 - 40	2,688	5.9%	1,669	3.7%	1,019	2.2%
40.1 - 50	6,292	13.9%	1,410	3.1%	4,882	10.8%
50.1 - 60	11,875	26.2%	4,980	11.0%	6,895	15.2%
60.1 - 70	11,972	26.4%	4,247	9.4%	7,725	17.1%
70.1 - 80	10,635	23.5%	3,369	7.4%	7,266	16.0%
80.1 - 90	0	0.0%	0	0.0%	0	0.0%
90.1 - 100	1,827	4.0%	323	0.7%	1,504	3.3%
Total	45,289	99.9%	15,998	35.3%	29,291	64.6%

Please note due to rounding the population column only adds up to 99.9% and not 100%.

Purbeck Sports Centre is centrally located and offers a range of programmes including (e.g.):

- ✦ *High risk referral programmes* - for the areas of Wool and Wareham, these programmes are reported to have 60% retention after 8 weeks.
- ✦ *GP referral* - 18 hours a week are funded by PDC although there is demand for more.
- ✦ *Personal training* - one to one bespoke mentoring and personal training plans.
- ✦ *Buddy schemes* - users are accompanied to encourage and motivate during sessions.
- ✦ *Exercise classes* - approximately five or more classes per day, offering an extensive range of classes accommodating new trends and the traditional.
- ✦ *Family sessions* - families can play badminton, squash, tennis and table tennis for £1 per person per activity between 10.00am and 4.00pm.

Neighbouring authorities

Accessibility is also influenced by facilities within easy reach of the District. Figure 6.4 and Table 6.4 indicate community accessible health and fitness suites to be found within two miles distance of the local authority boundary. Those located within one mile of the District are deemed to be accessible within a 20 minute walk-time.

Table 6.4: Health and fitness facilities with 20 stations+ in neighbouring authorities

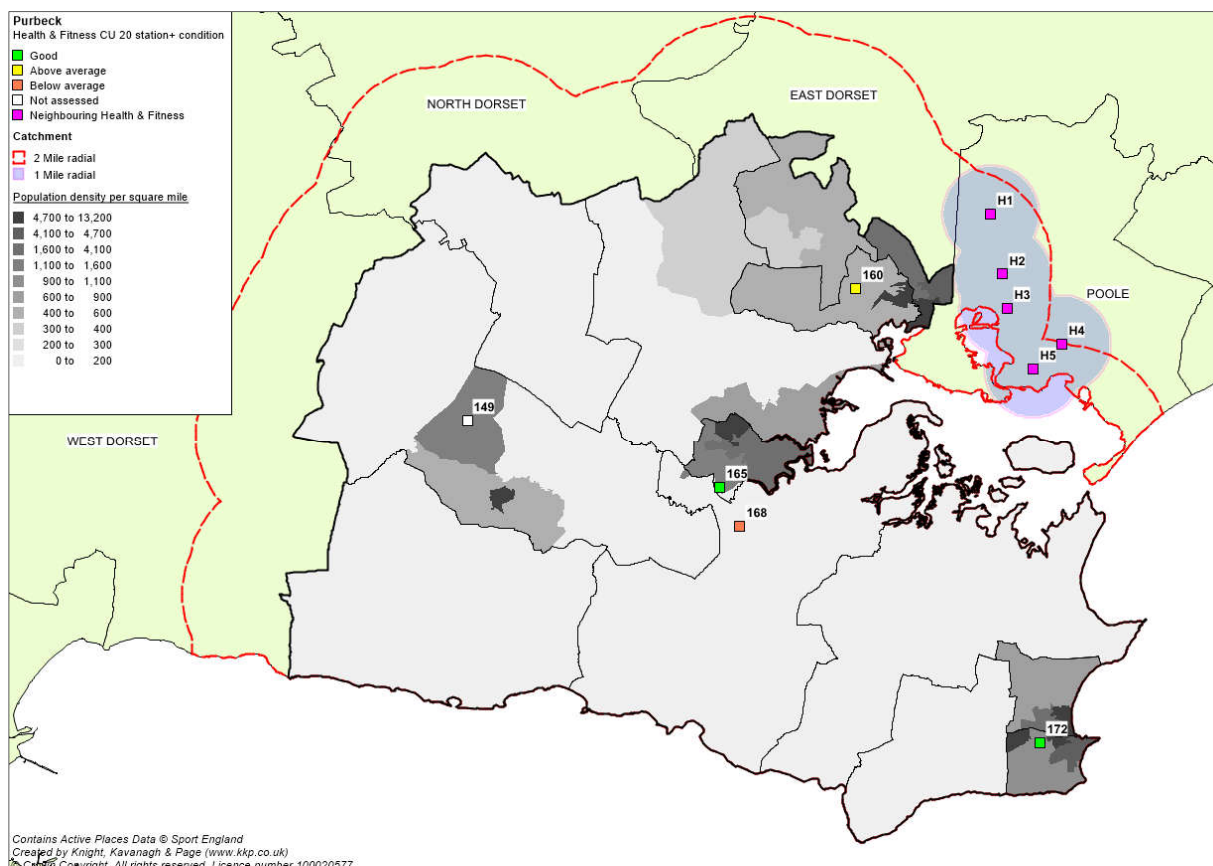
Map ID	Active Places site name	Stations	Access type	Local authority
H1	The Junction Sports & Leisure Centre	98	Pay and Play	Poole
H2	Dorset Health & Racquets Club	120	Reg. Mem	Poole
H3	Fitness First Health Club	64	Pay and Play	Poole
H4	The Bournemouth & Poole College	20	Sports Club/CA	Poole
H5	Everyone Active Leisure Centre	50	Pay and Play	Poole

Source: Active Places Power 18/01/2017

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Five facilities with 20+ stations are located within two miles of Purbeck (in Poole). Four of these are of substantial size (in excess of 50 stations).

Figure 6.4: Health and fitness facilities with 20+ stations in neighbouring authorities



Future developments

Swanage and Herston FC has aspirations to replace its sports hall and enhance its health and fitness offer by providing fitness facilities at the site. It is currently working with Swanage Town Council and Swanage Development Trust to explore the feasibility of this.

6.2 Demand

Health and fitness via exercising in a gym or class environment is a highly popular form of exercise, and appeals to men and women across a range of age groups. Sport England APS 9 identifies 13.2% (6,000) of people currently participating in this form of exercise in Purbeck. This is slightly overleaf the UK penetration rates of 14% (used in the model below). To identify provision adequacy 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.

According to UK penetration rates there is a current need for 280 stations across Purbeck. This is expected to grow to 373 by 2031. The model takes account of a comfort factor which is particularly prescient during peak periods.

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Table 6.5: UK penetration rates; health/fitness in Purbeck (DCC data using POPGROUP software)

	Current (2016)	Future (2031)
Adult population	45,741	53,220
UK penetration rate	14%	16%
Number of potential members	6,404	8,515
Number of visits per week (1.75/member)	11,207	14,902
% 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%)	187	248
Comfort factor 50%	280	373

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

When comparing the number of community accessible stations currently available (173 excluding Bovington Garrison) the market appears to currently have an under supply of c. 100 stations to service the adult population. This is projected to double by 2031.

It's not uncommon for the private sector to identify niche markets and fill them with a range of health and fitness stations which can appear to look as though the market is congested. The key issue is that while some of these may be budget operators it does not necessarily make them accessible to harder to reach groups and people from areas of (relative) disadvantage as cost is only one factor which may hinder usage). Further, the rural nature of the District makes it difficult to identify specific areas where such facilities are needed above others. Also, consultation did not indicate such demand, although Swanage and Herston FC is considering developing a health and fitness offer following improvements to its sports hall.

6.3 Supply and demand analysis

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

For Purbeck, the challenge is to provide opportunity for those located in remote rural areas and the (relatively) disadvantaged. Should the aspirations of Swanage and Herston FC become reality, it would provide community accessible fitness to residents in the south (Swanage area) and help to address the overall under-supply of fitness stations in the district.

6.4 Studios

Dance studios have become 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 an increase in the numbers of people accessing classes as identified in the fitness and conditioning element of Sport England's APS. The type of activity offered also varies considerably between more passive classes such as Pilates and yoga to the more active dance, step and Zumba.

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Figure 6.5: Map of studios in Purbeck

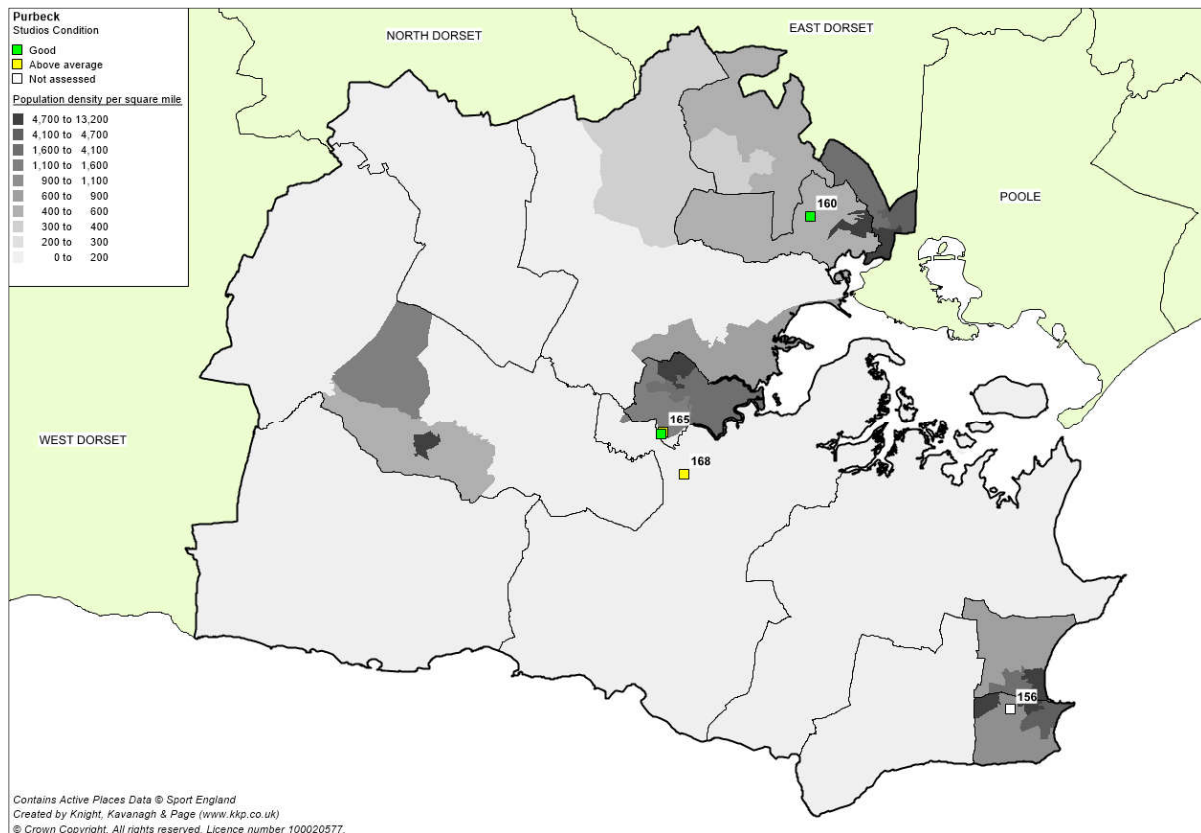


Table 6.6: List of all Purbeck studios

Map ID	Site Name	Condition
160	Lytchett Manor Sports Centre	Good
165	Purbeck Sports Centre	Above average
165	Purbeck Sports Centre	Above average
165	Purbeck Sports Centre	Good
168	Springfield Country Hotel & Leisure Club	Above average

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6.5 Summary of key health and fitness facts and issues

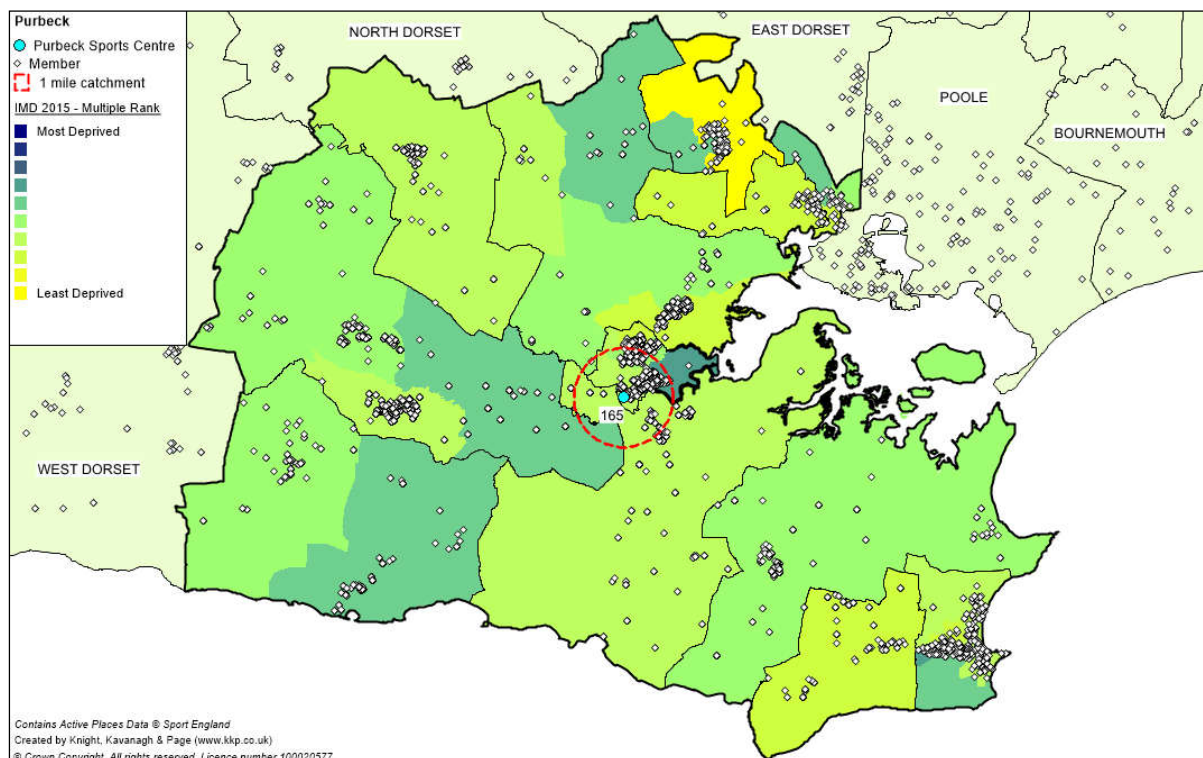
- ◀ There are eight health and fitness facilities in the area with a total of 214 stations.
- ◀ Five are classed as community accessible and have 20+ stations.
- ◀ By 2031 there is predicted to be a significant (up to 200 station) undersupply in the District.
- ◀ Two facilities are rated good (Purbeck Sports Centre, Swanage Bay Holiday Park), one below average (Springfield Country Hotel) and one above average (Lytchett Manor Sports Centre).
- ◀ There are five community accessible 20+ station venues within 20 minutes' drive of Purbeck.
- ◀ Almost the whole (98.6%) population lives within 20 minutes' drive time of a H&F facility.
- ◀ Lytchett Manor Sports Centre is not available during the day due to school use.
- ◀ Bovington Garrison H&F effectively only serves the military community.
- ◀ There will be increased future demand for health and fitness facilities in the District.
- ◀ Facilities at Swanage & Herston FC would help to address current and future demand.

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SECTION 7: MEMBERSHIP ANALYSIS

In order to determine the reach and significance of specific facilities raw data on users at the Purbeck Sports Centre has been provided in the form of the postcodes of all active members over a three month period. It includes all users that have activated their membership card over the analysis period. This enables identification of members' home location.

Figure 7.1: Membership data of Purbeck Sports Centre



Difficulties were encountered with the data due to the dataset containing multiple entries for each postcode. This may be that the data provided represents individual visits over a specific period of all members. KKP has filtered it so that only one record per postcode has been analysed within the catchment areas, this results in the following:

Figure 7.1 indicates that the membership of Purbeck Sports Centre draws from across the District, and from neighbouring authorities. The more populated areas have the highest concentration of members. Just over two thirds (1,068-70.1%) of the mapped members live within the District; of these 159 (14.9%) live within one mile of Purbeck Sports Centre. The remaining 456 (29.9%) members live in neighbouring local authorities.

KKP cannot guarantee accuracy because more than one person may have the same postcode or even live at the same address (e.g. family members).

The data supplied suggests that improvements to monitoring and evaluation will be essential if PDC wishes to identify who is using facilities (and therefore, who is not), with a view to driving up participation and making an increasingly positive contribution to health and wellbeing of the general population.

SECTION 8: INDOOR BOWLS

8.1 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. It tends to be 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 England³ 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 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 Bowling 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 years 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.

³ Sport England Design Guidance Note Indoor Bowls 2005

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8.2 Supply

Quantity and accessibility

There are two indoor bowls venues in Purbeck, Swanage Holiday Park and Dorset Golf and Country Club; the Holiday Park has three rinks but it closed in January 2017 due to its lease not being renewed. The Dorset Golf and Country Club made a £1m investment in a 3 rink championship standard facility in 2009. It has changing facilities and a large viewing gallery. It reports having c. 100 members, in good condition with capacity to increase its membership.

Figure 8.1: Indoor bowls facilities

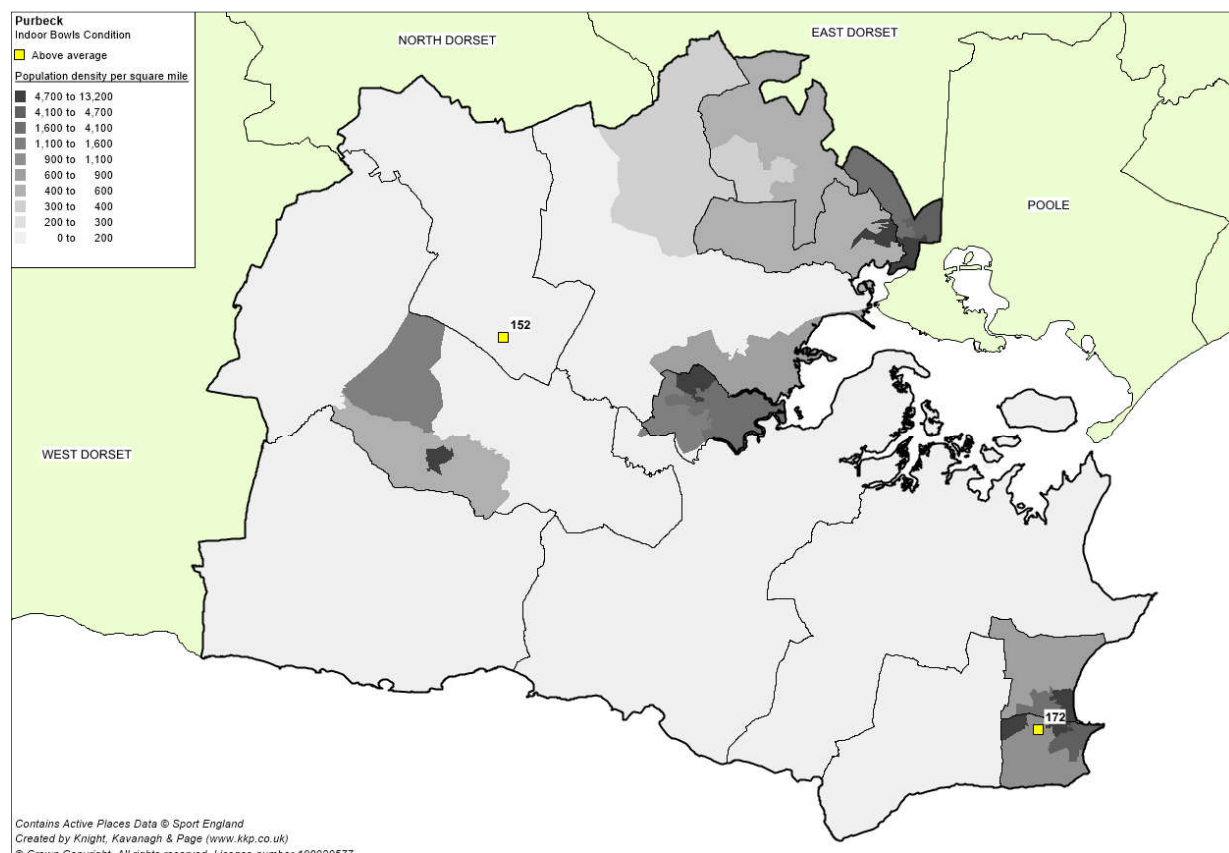


Table 8.1: Purbeck indoor bowls

Map ID	Site Name	Rinks	Length	Condition	
				Rinks	Changing
152	Dorset Golf & Country Club	3	N/A	Above average	Above average
172	Swanage Bay Holiday Park	3	36	Above average	Above average

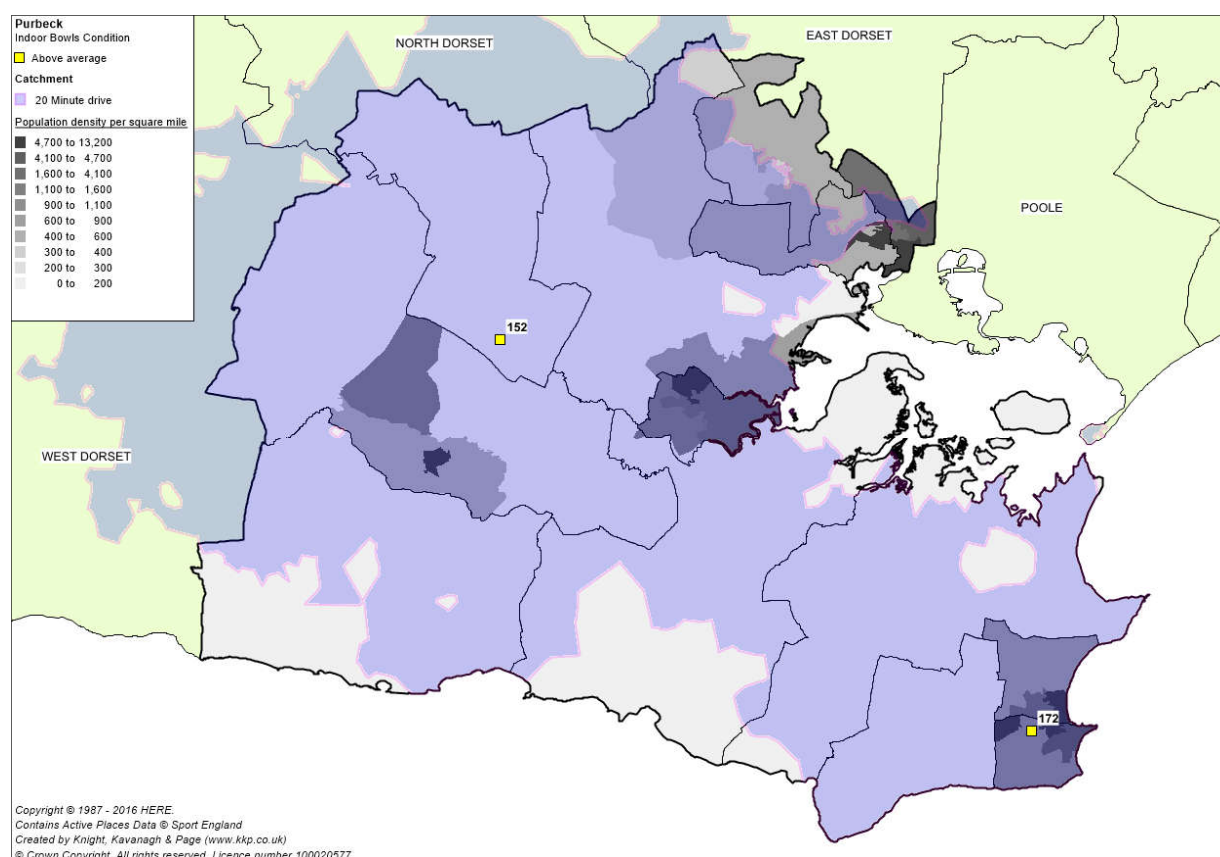
Consultation with management at Swanage Bay Holiday Park indicates that the future of the indoor bowls facility is currently being determined at director level. The Landlords have paid compensation to the Isle of Purbeck Indoor Bowls Club towards an artificial surface at a local outdoor club and it is understood that work will be undertaken in the winter of 2017 with

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support from Swanage Town Council. This means bowling will be available outdoors from roughly March to November, weather permitting. Members who wish to continue playing indoors have been offered membership at Dorset Resort and Dolphin Indoor Bowls Club (in Poole). Those who do not wish to travel can play short mat bowls at Swanage Village Hall. It is understood that this will not impact too negatively on the number of people taking part in the sport.

The Dorset Golf & Country Club has seven leagues and also hosts bowling holidays. The Club has a bowls manager and multiple bowls coaches and can provide all the equipment needed to play, including shoes.

Figure 8.2: Purbeck indoor bowls with 20 minute drive time from indoor bowls centres



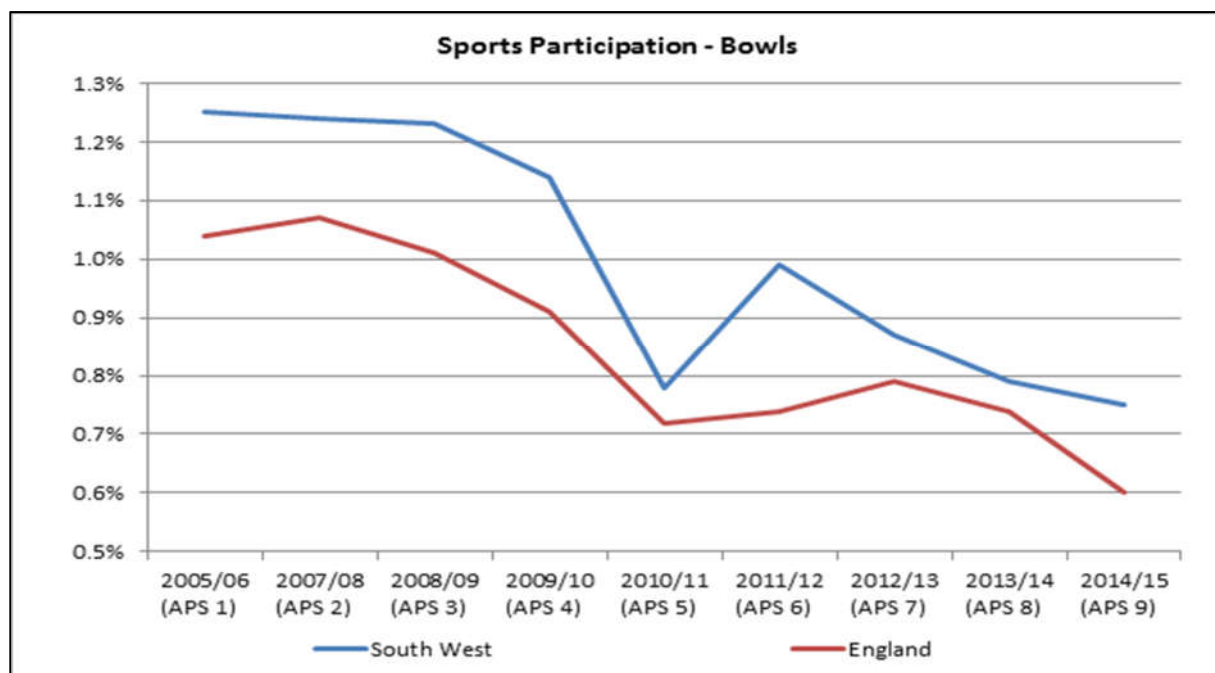
Currently, approximately four fifths (78.8%-36,432) of Purbeck's MYE 2015 population are within 20 minutes' drive of a Purbeck indoor bowls facility. If Swanage Holiday Park closes, this will reduce to 51.9% (23,977).

8.3 Demand

There is a national decline in demand for bowls nationally and in the South West (data for the county is unavailable due to the low numbers involved) as identified in Figure 8.3.

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Figure 8.3: National participation trends in bowls



Running alongside the EIBA work is the Sport England funded development work provided jointly by the English Indoor Bowling Association (EIBA); Bowls England and the Bowls Development Alliance (BDA). Each NGB has two directors on the Board of BDA. The BDA plan focuses on working in identified 'hot spot' areas where there is both a high density of those 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 funding packages are available to help clubs recruit new members specifically those over 55. EIBA recognises that there are sufficient indoor facilities in Purbeck and adjoining local authorities. Should a new facility be considered it should be in line with the new Sport England Strategy for multi-sport/multi-use sites; these include a purpose built indoor bowling green. Within the County, the EIBA considers that indoor clubs can currently accommodate the needs of the older population (55+). To accommodate the increasing population in this demographic, EIBA is exploring the possibility of developing indoor facilities in North Dorset and East Dorset.

Table 8.2: SFC applied to (ONS estimated) population increase in Purbeck

	Population 2016 (mid-year estimate)	Population estimate 2031
ONS projections	45,993	49,462
Population increase	-	3,469
Facilities to meet additional demand	-	0.32 rinks or 0.05 Centre
Cost		£109,653

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These calculations assume that the current stock remains accessible for community use and the quality remains the same. It appears that the projected increase in the population will add a small amount to the demand for indoor bowls facilities in Purbeck.

8.4 Summary of indoor bowls key facts and issues

- ◀ Bowls is experiencing a national and regional decline in popularity.
- ◀ It is, however, still popular among older people. This group will increase in Purbeck up to 2031.
- ◀ There are currently sufficient indoor bowls facilities to meet the needs of residents in Purbeck.
- ◀ There is one above average facility (Dorset Golf and Country Club).
- ◀ The future of Swanage Holiday Park is unknown. If it closes, consideration of the current requirements of indoor bowler has been taken account of.

SECTION 9: SAILING AND WATERSPORTS

9.1 Introduction

This section covers both sailing and rowing. The Royal Yachting Association (RYA) is the national body for all forms of boating, including dinghy and yacht racing, motor and sail cruising, RIBs and sports boats, powerboat racing, windsurfing, canal and river boat cruising, and personal watercraft. Within its Whole Sport Plan 2014-2017, it has identified that it will invest in the following activities with an aim of getting more people involved:

- ◀ Expanding the OnBoard programme - which introduces new young people into the sport by teaching them new skills in a safe controlled environment.
- ◀ Developing the Push the Boat Out (PTBO) programme - PTBO is all about getting out on the water and discovering sailing and windsurfing. Clubs are encouraged to open their doors, during a specific week of the year, to the public to allow people to try either sailing or windsurfing.
- ◀ Investing in the Active Marina programme, designed to build competence and confidence in marina berth holders. The programme engages with a large number of people who sail recreationally to develop their skills and confidence and give them opportunities to sail more frequently.
- ◀ Continuing the Sailability programme which supports disabled people to sail through specialist provision at Sailability Foundation sites.
- ◀ Promote adult sailing opportunities through RYA Affiliated Clubs and RYA Recognised Training Centres through participation pathway activities.
- ◀ Provide Try Sailing opportunities for new or returning sailors
- ◀ Encouraging more female participation through the promotion This Girl Can. Sailing clubs are actively encouraged to promote women only sailing programme. Certain clubs have adopted the Women on Water (WOW) programme to encourage more female participation.

The guidance, prepared by the British Marine Federation (BMF) and RYA provides planning authorities with supporting information and sample policies to safeguard and enable marine businesses and voluntarily run clubs to be developed. The aim is for such organisations and individuals to adapt and increase recreational boating facilities across the UK's inland and coastal waters on a planned and sustainable basis. It is acknowledged throughout that although the primary audience is policy makers within planning authorities and regional assemblies, the advice is also relevant to a wide range of policy and decision makers that develop management plans, including Sport England.

9.2 Supply

Within Purbeck, there are three sailing clubs and one rowing club. These are:

- ◀ Swanage Sailing Club
- ◀ Shell Bay Sailing Centre
- ◀ Redclyffe Yacht Club and
- ◀ Swanage Rowing Club

A location map of club locations and a list of clubs is identified in Figure 9.1.

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Figure 9.1: Location map of sailing and rowing clubs in Dorset

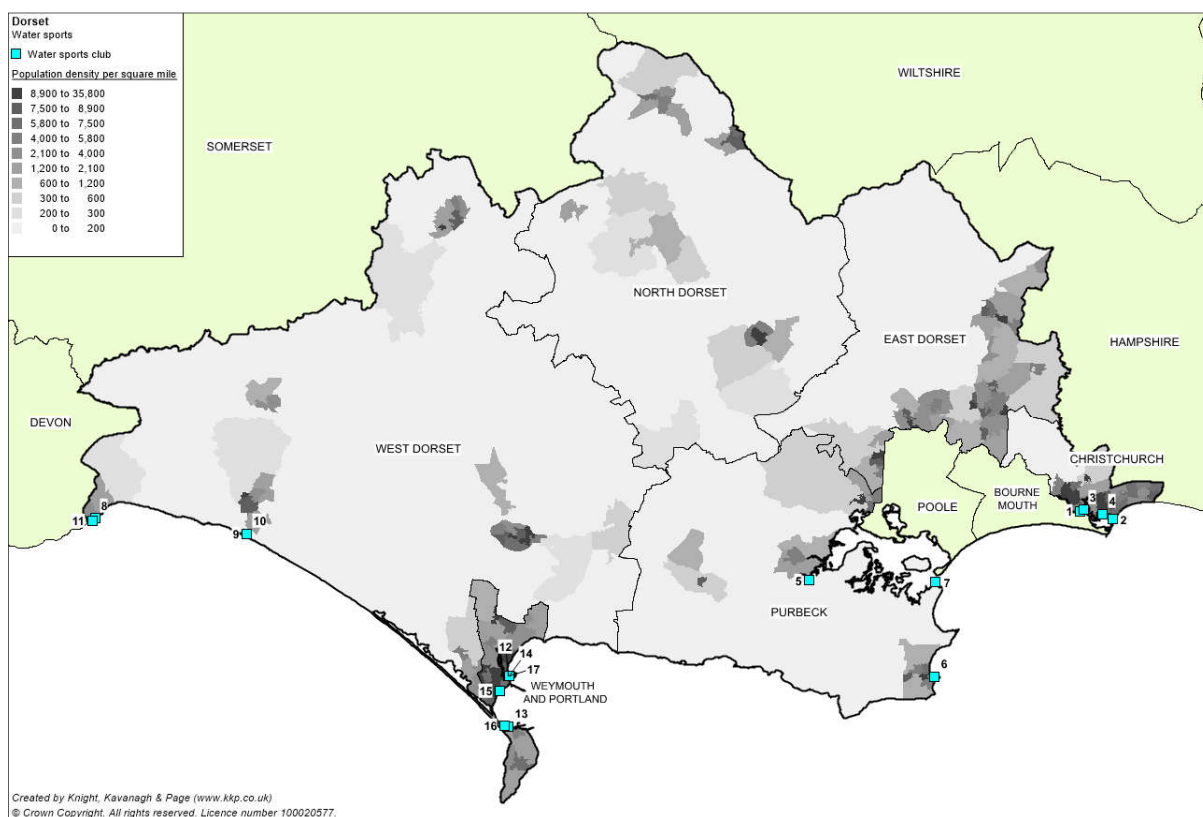


Table 9.1: A list of sailing and rowing clubs in Dorset – with Purbeck clubs highlighted

Map ID	Club	Local Authority
1	Christchurch Rowing Club	Christchurch
2	Highcliffe Sailing Club	Christchurch
3	Christchurch Sailing Club	Christchurch
4	Mudford Sailing Club	Christchurch
5	Redclyffe Yacht Club	Purbeck
6	Swanage Sailing Club	Purbeck
6	Swanage Sea Rowing Club	Purbeck
7	Shell Bay Sailing Centre	Purbeck
8	Lyme Regis Sailing Club	West Dorset
9	Heritage Club Coast Canoe Club (Bridport)	West Dorset
10	Bridport Gig Club	West Dorset
11	Lyme Regis Gig Club	West Dorset
12	Royal Dorset Yacht Club	Weymouth And Portland
13	Portland Yacht Club	Weymouth And Portland
14	Weymouth Sailing Club	Weymouth And Portland
15	Castle Cove Sailing Club	Weymouth And Portland

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Map ID	Club	Local Authority
16	Weymouth & Portland National Sailing Academy	Weymouth And Portland
17	Weymouth Rowing Club	Weymouth And Portland

There are three sailing and one rowing club within Purbeck as shown in figure 9.2.

Figure 9.2: Map of Sailing and rowing clubs in Purbeck

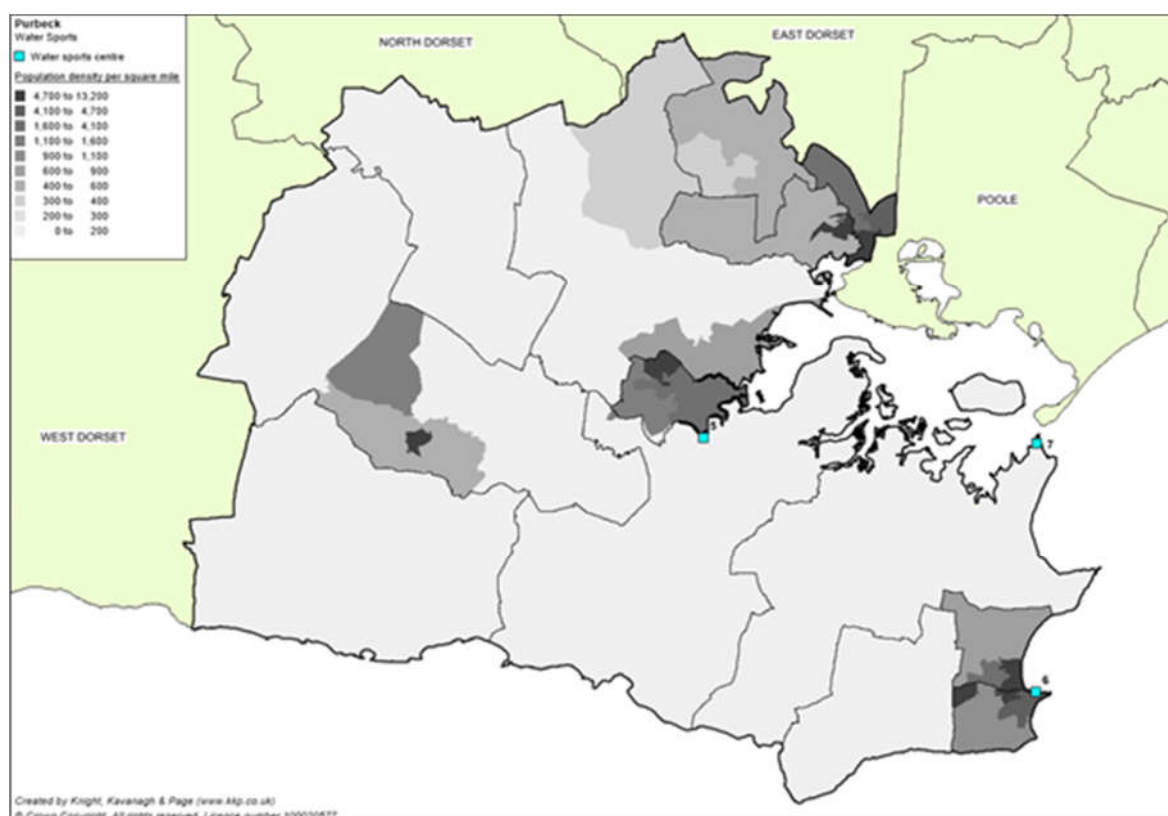


Table 9.2: Sailing and Watersports Clubs in Purbeck

Map ID	Club	Local Authority
5	Redclyffe Yacht Club	Purbeck
6	Swanage Sailing Club	Purbeck
6	Swanage Sea Rowing Club	Purbeck
7	Shell Bay Sailing Centre	Purbeck

9.3 Demand

NGB consultation

Dorset is noted as a priority area for the RYA. It reports good engagement with providers and sailors within the county in general. Latent demand research suggests good interest in

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the sport as does the Try Sailing events in Dorset. The RYA suggests, however, that access to regular sailing opportunities is limited in some areas in the county. This is especially true around Weymouth/Portland, Poole/Bournemouth and North Dorset.

Shell Bay Sailing Centre and Swanage Sailing Club is a key facility identified by the RYA in Purbeck. It supports club coach development and assists with funding opportunities for key affiliated clubs. Table 9.3 identifies YHA programmes at sailing clubs in Purbeck.

Table 9.3: A list of clubs in Purbeck supported by RYA programmes

Club / marina	Activity
Shell Bay Sailing Centre	OnBoard
Swanage Sailing Club	OnBoard Coach Bursary Satellite Club Funding

The RYA suggests that participation trends are broadly flat across UK but that there is encouraging interest and growth within South West region. The RYA views a shift from growing supply to encouraging demand as being important going forward. In order to do this, it will be working with sailing organisations to stimulate and encourage demand.

9.4 Local consultation

Swanage Bay Sailing Club

It has just under 900 members with a turnover of approximately 10%. On an annual basis, it can expect to teach c.35 adults and 50 children to learn how to sail. It runs introductory six week lessons for schools as well as separate disability sessions for the local special school. The club identifies that its key issues and challenges are boat upkeep and the number of boats reaching the end of their life. There is also an issue with updating facilities as the male and female changing room floors needs replacing. It has plans to extend the function room to enable more use of the room for conferences, training and functions/events.

Redclyffe Sailing Club

This club currently has just over 100 members. It has capacity for 120 and has a selection process for prospective new members. Current members tend to be older as it reports that attracting younger members is particularly challenging as they are unlikely to be able to afford their own yacht.

The clubhouse was rebuilt in 1988 with the help of members, who also financed the work. Ongoing maintenance is carried out by members and the 'Monday Club', (mainly retired members who meet each week). The land is currently rented from the local farmer and the Club has no interest in further developing its current facilities.

Parking is limited, and a public footpath runs through the car park and past the clubhouse.

In 2008/9 the Club embarked on a major project to replace all the pontoons fronting the clubhouse and in 2012/13 the washrooms were also completely refurbished. Once again this was financed by the membership.

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It is primarily a cruising club, many rallies are organised throughout the season which include a week in the Solent, visits to other local clubs and BBQ's held in favourite anchorages.

The ethos is one of 'self-help'; there is no bar or staff and members are expected to help with all aspects of club operation. Members volunteer for 'officer of the day duty' throughout the season and working parties are organised from time to time to carry out larger maintenance jobs. There is also a daily security patrol which checks all boats moored on Club moorings.

The Club accepts visitors as temporary members, on visitor rate, the charges are as follows:

Table 9.4: Summer Visitors Fees (01/04/2017 - 31/10/2017)

Length of stay	Costs	Description
Alongside - up to 24 hours (Mon - Fri noon)	£17.00	Daily rate including water, showers & Wi-Fi
Alongside - 24' - 30' (Mon - Fri noon)	£20.00	Daily rate including water, showers & Wi-Fi
Alongside - short stay (Mon - Fri noon)	£5.00	Up to 4 hours, no facilities
Buoy - daily rate	£15.00	Including water, showers & Wi-Fi
Buoy - weekly rate	£75.00	Including water, showers & Wi-Fi (pay in advance)
Buoy - monthly rate	£280.00	Including water, showers & Wi-Fi (pay in advance)

Shell Bay Sailing Centre

This is an AALA (Adventurous Activities Licencing Authority) and an RYA recognised training centre. It offers a range of courses and sailing opportunities for ages 8 years and above and hire of dinghies to those that have suitable experience. It operates daily from April to September. Programmes include:

- ◀ RYA National Sailing Scheme:
 - ◀ Level 1– Start sailing
 - ◀ Level 2 – Basic skills
 - ◀ Level 3 – Better sailing
- ◀ Seamanship skills
- ◀ Day sailing
- ◀ Sailing with spinnakers
- ◀ RYA junior courses
- ◀ RYA OnBoard Club
- ◀ Refresher courses

In addition, it offers harbour tours where an instructor can take groups out for the day with no prior experience necessary. It would like to expand its facilities however; it is restricted by the small area it occupies in the boat yard.

Swanage Sea Rowing Club SSRC

SSRC has been established for approximately 14 years and has c.120 members. It is a registered charity providing Gig Sea rowing activity ranging from racing to recreational fitness

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sessions. Training takes the form of indoor fitness and on the water training. It has five gigs, six rowing machines and a boat house. SSRC is an affiliated member of British Rowing and offers the following opportunities:

- ◀ Recreational rowing.
- ◀ Community rowing.
- ◀ Junior rowing (10-16yrs).
- ◀ Competitive rowing.
- ◀ Events – regattas and fundraising.

Originally, SSRC operated from a poly tunnel on private land in Swanage which had no toilet or changing facilities. Ten years later, with fundraising complete and with planning permission granted, a new boathouse was built and opened in December 2013. The Club is committed to ensuring other community groups can use the boat house. It also facilitates sea safety and boat-building/maintenance course for all users of the bay and supports increased economic activity in the town with rowing festivals, 10k runs, open days, and “Jurassic Coast” events.

9.5 Summary of sailing and watersports key facts and issues

- ◀ There are three sailing clubs in the area and one sea rowing club.
- ◀ Sailing is a popular activity in Purbeck area with clubs reporting high participant numbers.
- ◀ Two sailing clubs offer development and learning programmes which are progressive.
- ◀ One club (Redclyffe) is a selective club serving a niche market.
- ◀ Swanage Sea Rowing Club demonstrates good partnership links with the community and provides and supports events in the community.

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SECTION 10: TENNIS

10.1 Introduction

The Lawn Tennis Association (LTA) is the organisation responsible for the governance of tennis and administers the sport locally in Dorset. Its objective is to get more people playing tennis more often and 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.

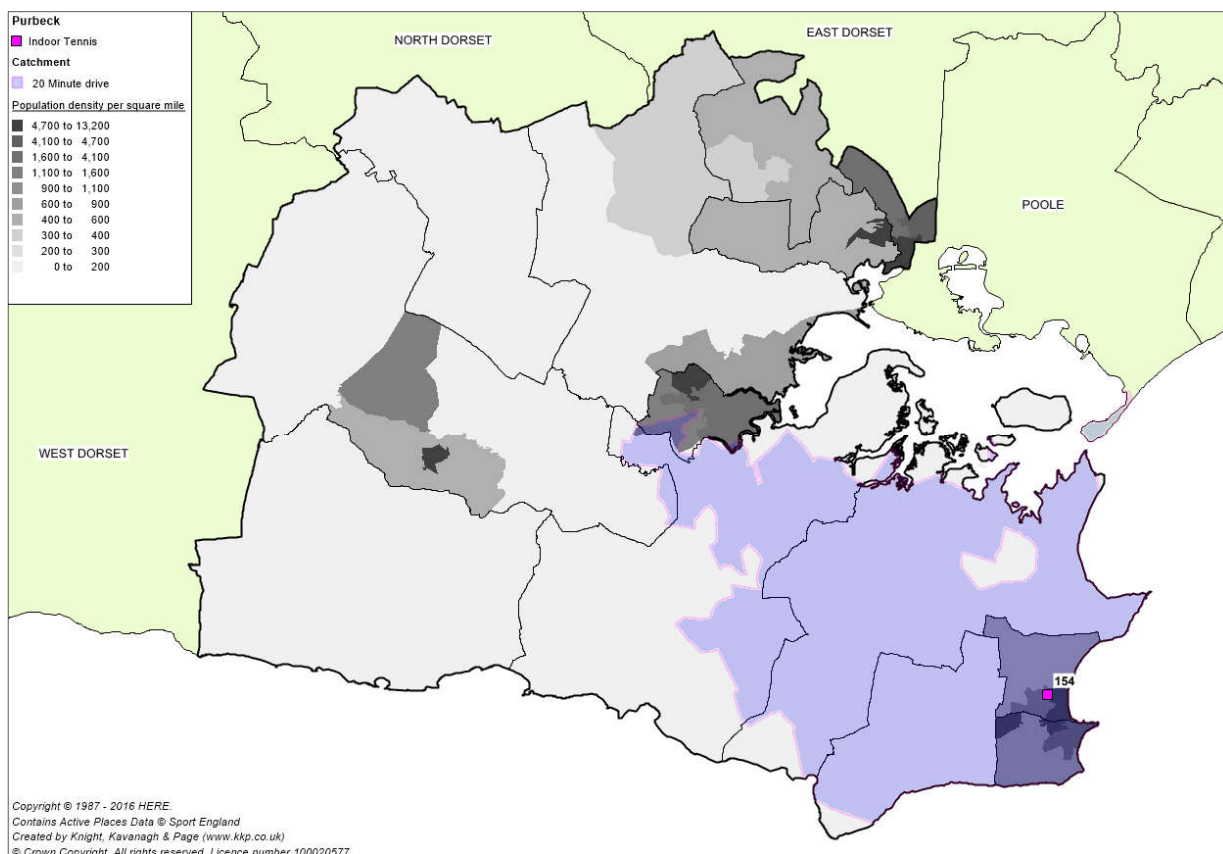
Its priority is to grow participation by increasing the number of sites available for casual tennis. To achieve this, specific sites, neither of which is in Purbeck, are being targeted for:

- ◀ Upgrades of publicly accessible provision in Weymouth (Greenhill Park and Radipole Gardens). This includes resurfacing and improving the fencing around the site.
- ◀ Increased provision in the number of courts at Blandford Forum and Bridport Tennis Club and to allow play and play options at both sites (currently members only).

The LTA is committed to work in partnership with schools to enable access to sites where with tennis provision. It will also increase awareness and improve the marketing strategy of Wey Valley Tennis Centre. It notes that finding capital to upgrade courts will be a challenge for clubs. In addition, upgrades focus on areas of high population as impact is potentially greater.

10.2 Supply

Figure 10.1: The indoor tennis facility in the county - 20 minute drive time



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Table 10.1: Indoor tennis facility in Purbeck

Map ID	Site Name	Courts	Access Policy
154	Harrow House	2	Private Use

10.3 Demand

The indoor courts, located in Swanage are owned by an independent school, which has boarders; it is not, therefore, available for any community use. Should community access be agreed in the future (although there is no discussion of this at present) 29.8% (13,755) of Purbeck's MYE 2015 population (46,212) are within a 20 minute drive of the facility.

Three sites in Purbeck have 2+ courts. Two have six courts and one three courts. All courts are floodlit and are, thus, playable all year round (weather permitting).

Figure 10.2: Location of 2+ outdoor tennis courts in Purbeck

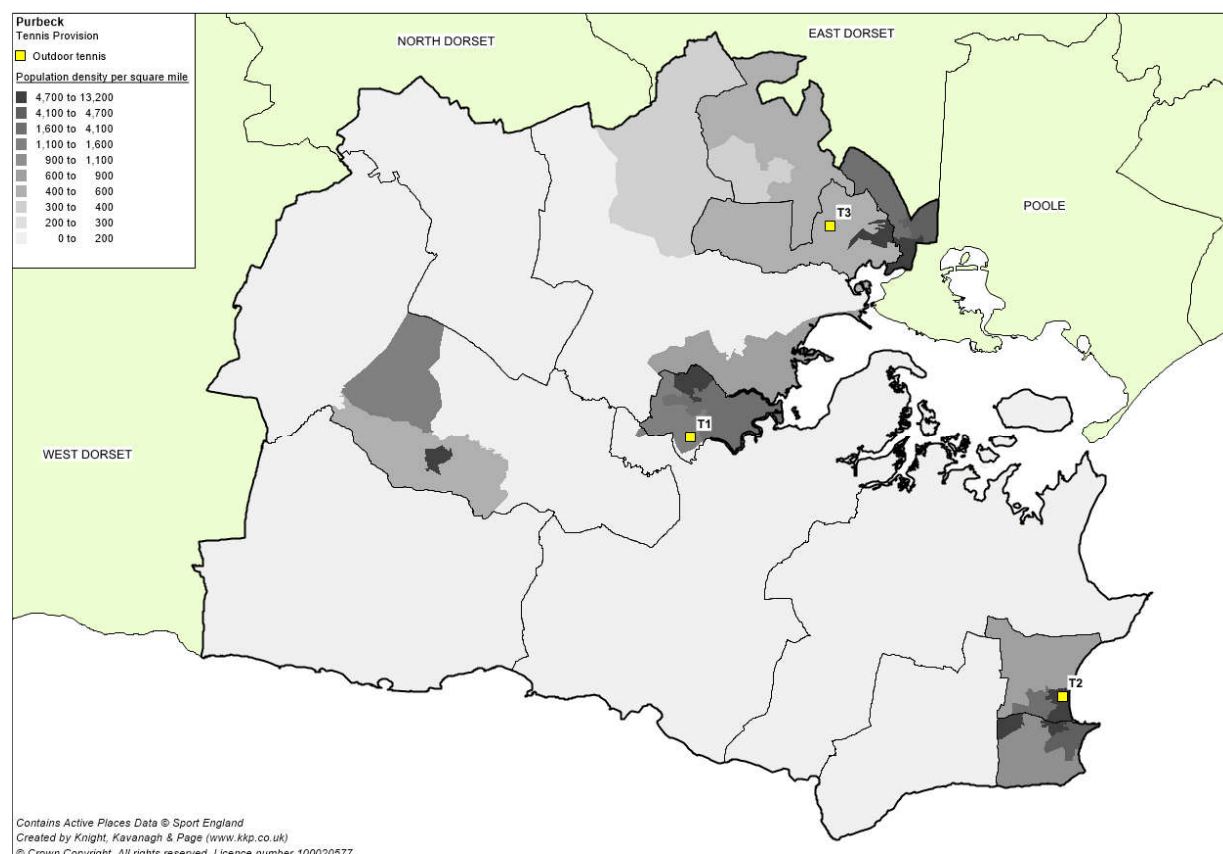


Table 10.2: Purbeck sites with 2+ outdoor tennis courts

Map ID	Site Name	Courts	Floodlit
T1	Purbeck Sports Centre Tennis Club	3	3
T2	Swanage Tennis Club	6	3
T3	Lytchett Minster School	6	6

10.4 Summary of tennis key facts and issues:

There is one private use indoor facility in Purbeck and there are three outdoor sites with more than two courts at the location, all with floodlights.

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SECTION 11: SKATEBOARDING AND SKATEPARKS

11.1 Introduction

Skateboarding and skateparks typically appeal to young males; it is generally reported that c.95% of activity is undertaken by males in the 14 - 30 year age bracket.

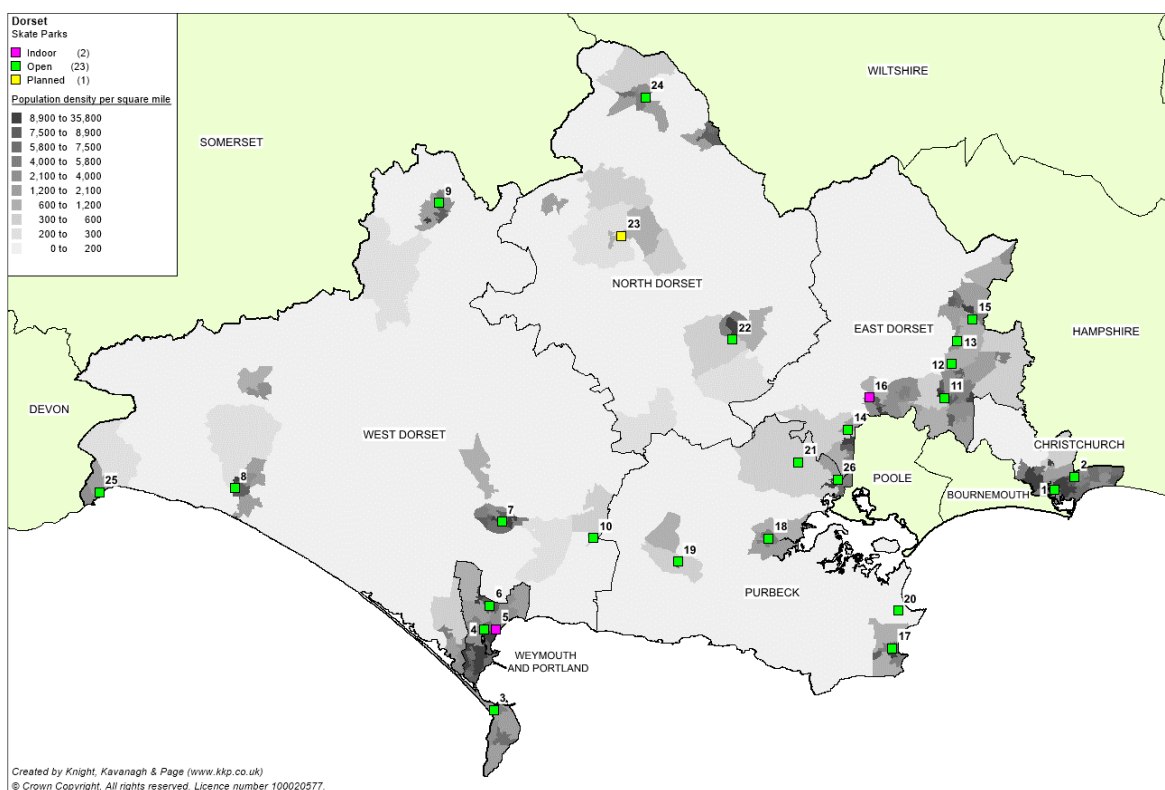
Skateboarding is an action sport which involves riding and performing tricks using a skateboard. It is a recognised recreational activity but in 2016, it was announced that it will be an event at the 2020 Olympic Games in Tokyo, Japan. Since the 1970s, skateparks have been constructed specifically for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

Within England the sport is governed by Skateboard England. This is a membership organisation working to attain status as a recognised sport by Sport England. The principle functions of Skateboard England are to provide support and membership to individual skaters, skateboarding clubs and skate schools and to provide structure and guidelines to ensure that it is being practiced in a safe and fun environment and for everyone to enjoy.

Outdoor Provision

Dorset has 24 skateparks and one planned, which identified in Figure 11.1 below and listed in Table 11.1.

Figure 11.1: Location of all skateparks in the six local authority districts of Dorset



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Table 11.1: List of all skateparks in the six local authorities of Dorset

Map ID	Skate park	Type	Local Authority
1	Two Riversmeet Skatepark	Open	Christchurch
2	Watermans Park Skatepark	Open	Christchurch
3	Portland Skatepark	Open	Weymouth And Portland
4	Radipole Skatepark	Open	Weymouth And Portland
5	The Front Skatepark	Indoor	Weymouth And Portland
6	Littlemoore Skatepark	Open	Weymouth And Portland
7	Dorchester Skatepark	Open	West Dorset
8	Bridport Skatepark	Open	West Dorset
9	Sherborne Skatepark	Open	West Dorset
10	Crossways Skatepark	Open	West Dorset
11	Ferndown Skatepark	Open	East Dorset
12	West Moors Skatepark	Open	East Dorset
13	Three Legged Cross Skatepark	Open	East Dorset
14	Corfe Mullen Mini Ramp	Open	East Dorset
15	Verwood Skatepark	Open	East Dorset
16	Street light project	Indoor	East Dorset
17	Swanage Skatepark	Open	Purbeck
18	Wareham Skatepark	Open	Purbeck
19	Wool Skatepark	Open	Purbeck
20	Studland Skatepark	Open	Purbeck
21	Lytchett Matravers Skatepark	Open	Purbeck
26	Upton Skate Ramp	Open	Purbeck
22	Blandford St Marys Skatepark	Open	North Dorset
23	Sturminster Newton Skate Park	Planned	North Dorset
24	Hardings Park Skatepark	Open	North Dorset

Figure 11.2 shows that there are six outdoor skateparks in Purbeck. Table 11.2 describes the key features and highlights any key issues with regard to each facility.

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Figure 11.2: Outdoor Skateparks in Purbeck

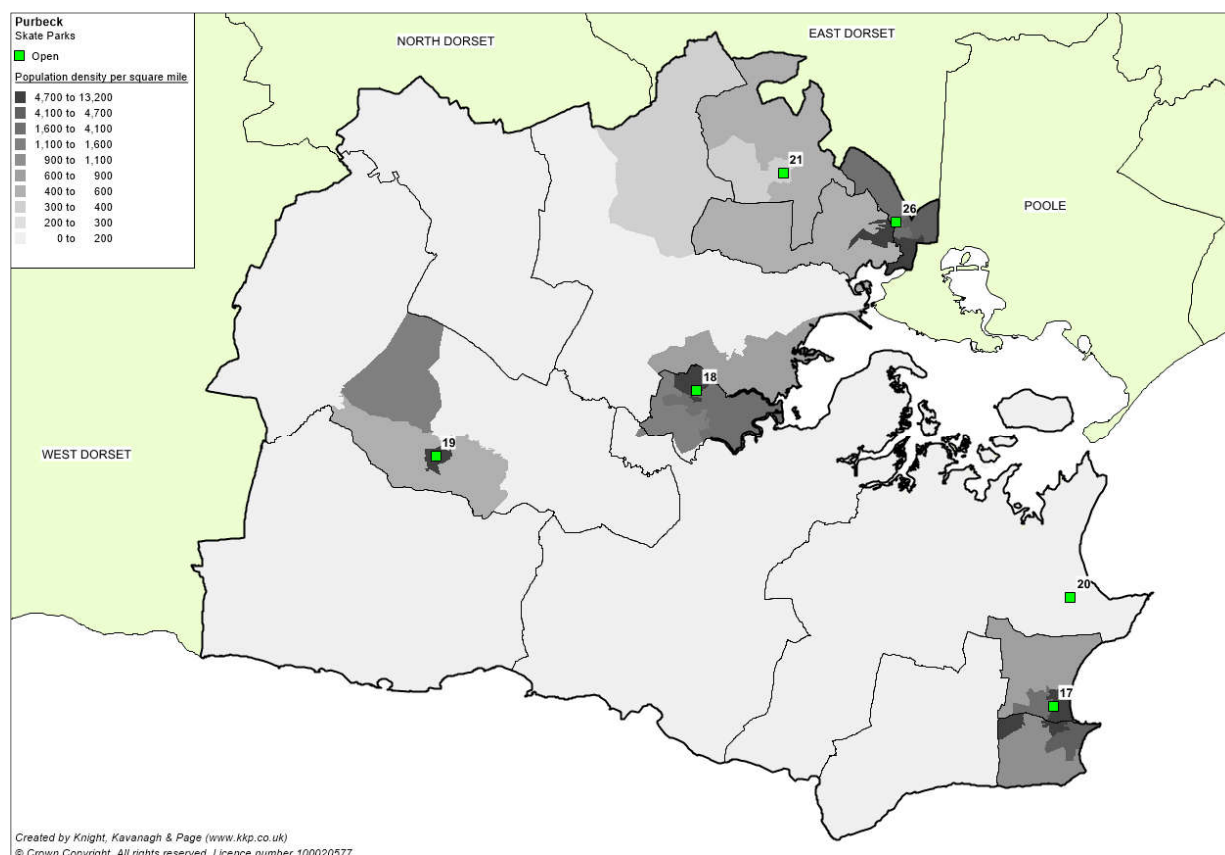


Table 11.2: Key features of Outdoor Skateparks in Purbeck

Map ID	Skatepark	Key features
17	Swanage	Metal ramps on a tarmac base. There is a mini ramp and in line with this is the back and forth course. A wall of quarter pipes opens up onto a funbox with hubba and adjoining spine. Return ramps are made up of a quarter pipe and a long flat bank.
18	Wareham	Metal ramps on a tarmac base. The skatepark comprises quarter pipes, flat banks, kickers, benches, ledges, a driveway and a jump box.
19	Wool	Skatelite ramps on a tarmac base. The skatepark comprises a back and forth run with a quarter pipe and flat bank either side of a funbox.
20	Studland	Metal mini ramp.
21	Lytchett Matravers	Made of 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.
26	Upton Skate Ramp	Made of metal halfpipe with grind rails and concrete grind box.

11.2 Summary of skateboarding and skateparks key facts and issues

The skateparks are reported to be well used and a key facility, in particular, for young males aged 14 -30 years. With the predicted population increase (9.7%) by 2031 of 16-24 year olds, it is likely that they will continue to be important and should, therefore, have planned and preventative maintenance on a regular basis.

SECTION 12: SQUASH AND RACKETBALL

12.1 Introduction

England Squash and Racketball's Game Changer Strategy states that participation of squash will be both increased and enhanced by 11,000 participants across three platforms; education, leisure providers (commercial & Public) and clubs. This work will be done through four key principles – Prioritisation, Technology, Insight, and Business to business.

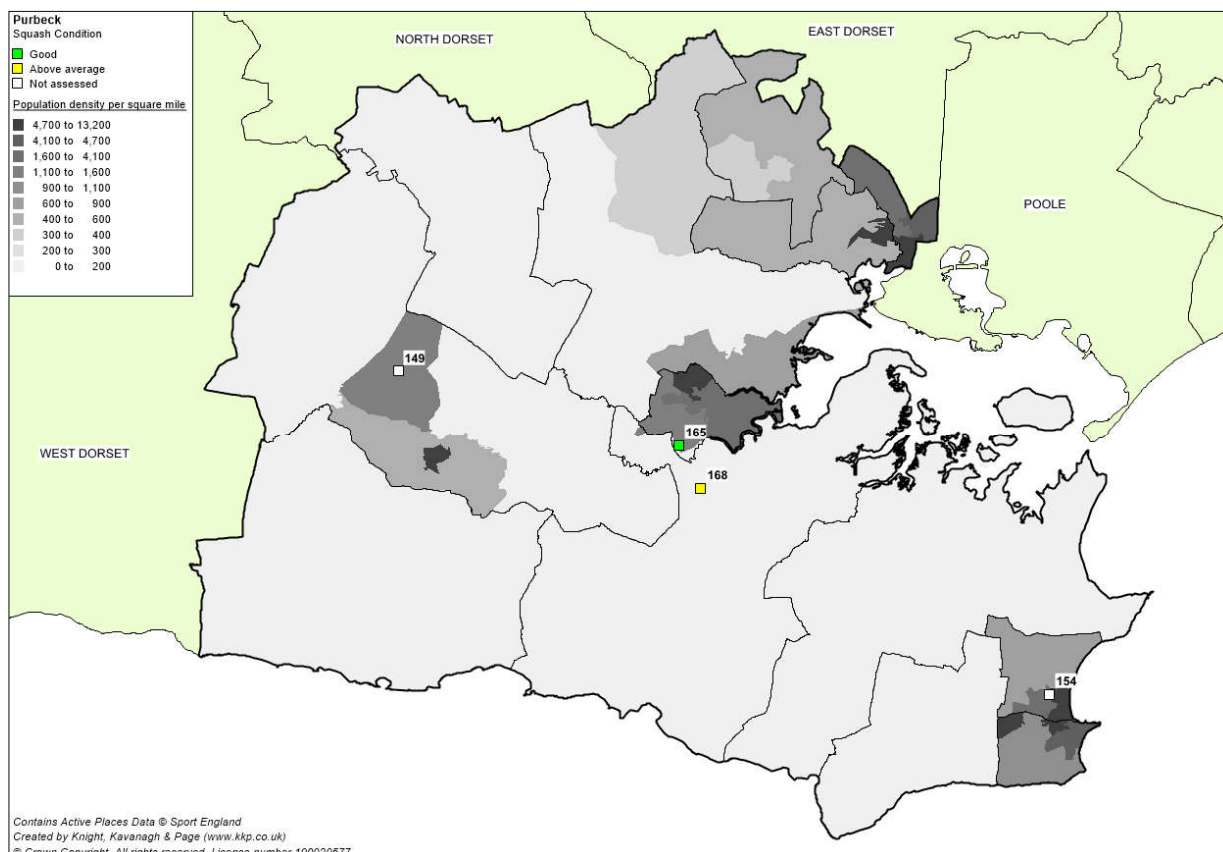
Recently APS9 showed a 15,200 participant increase on the previous period and squash is reportedly on track to continue to sustain participation throughout the remainder of the strategy period.

Squash 57 is the new innovative name for Racketball, as it fits within the squash family. This name change (applied in October 2016) is intended to change the perception of the game and bring it in line with squash, which will enable the sport to continue to grow.

12.2 Supply

There are currently seven squash courts in the District, six of which are considered to offer some level of community use. The two courts at Bovington Garrison (Map ID 149) do not offer as much accessibility (due to MOD restrictions) as those at Purbeck Sports Centre and Springfield Country Club.

Figure 12.1: Squash courts in Purbeck



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Table 12.1: List of all squash clubs in Purbeck

Map Ref	Site Name	Access Type	Courts	Condition
149	Bovington Garrison	Sports Club/Community Assoc.	2	Not assessed
154	Harrow House	Private Use	1	Not assessed
165	Purbeck Sports Centre	Pay and Play	2	Good
168	Springfield Country Hotel	Pay and Play	2	Above average
Total			7	

The court at Harrow House is available for private use only and was also not assessed. Similarly, access was denied to Bovington Garrison although it is understood that the use of the courts is primarily for base use with some club/community use, primarily for the military community and dependents.

The four other courts in the area are rated as good (Purbeck Sports Centre) and above average condition (Springfield Country Club).

12.3 Demand

There are two squash clubs in Purbeck, Purbeck Squash club at Purbeck Sports Centre and Springfield Squash Club at Springfield Country Hotel. Both teams participate in the Dorset Squash and Racketball League.

The squash offer at Purbeck Sports Centre is reported to be vibrant and varied. Options include leagues, pay and play and open sessions. Consultation suggests that use of the squash courts is high. The most popular times are evenings, particularly when the leagues operate. Daytime usage is minimal and on occasions the squash courts are used for other activities such as spinning classes and table tennis.

Table 12.2 Market segmentation and likely target audiences in Purbeck for squash and racketball

Squash and Racketball
<ul style="list-style-type: none"> ◀ 1.1% (410) of people currently play squash and racketball and a further 0.7% (257) indicate that they would like to, giving an overall total of 1.9% (667). ◀ 3.9% of Ben's play squash and racketball, the largest proportion of any group playing the sport, closely followed by the Tim segment at 3.4%. ◀ Groups with the largest of the local population playing squash and racketball are the Tim's (26.6%) and Philip's (21.7%). ◀ The groups with the most people who would like to play are Tim (22.2%) and Tim (22.2%). ◀ The main group to target for additional players, due to size and interest, is therefore Tim.

12.4 Summary of squash and racketball key facts and issues

Squash is popular at both community accessible sites in the District. Racketball is also becoming increasingly popular. Despite being well used at peak times, both venues have sufficient capacity. Courts are considered to be well maintained and offer good quality opportunity.

SECTION 13: VILLAGE /COMMUNITY CENTRES

13.1 Introduction

Village halls and community centres are important recreational facilities, especially in rural areas that, in some instances, may lack access to purpose built sport facilities. 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 13.1 indicates the spread of village halls/community centres in Purbeck.

13.2 Supply

Figure 13.1: Location of village halls/community centres with known physical/sporting activity with 800m catchment

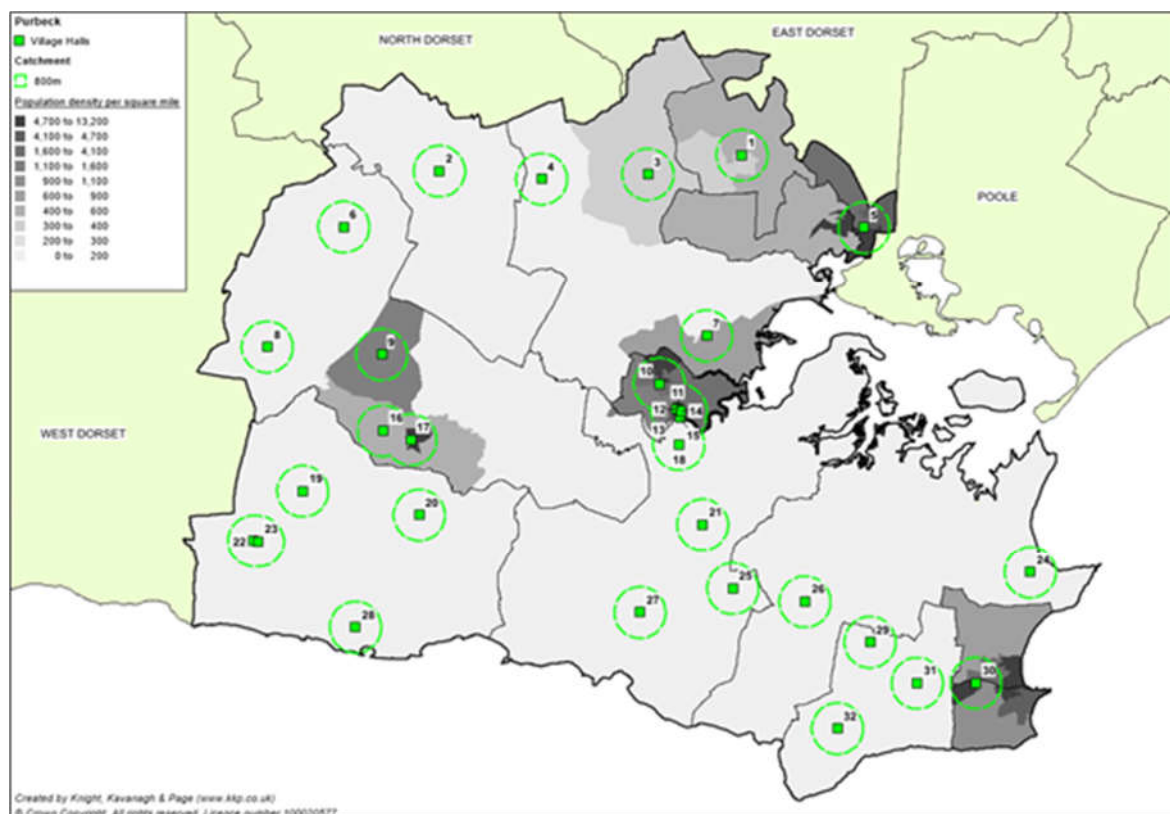


Figure 13.1 shows that 30.1% of the population live within 800m of a village hall/community centre.

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Table 13.1: Names of village halls and community centres and known sporting/physical activity

Map ID	Village Hall	Physical Activity
1	Lytchett Matravers Village Hall	Badminton, fitness, Zumba, Pilates
2	Drax Hall	Table Tennis
3	Morden Village Hall	Short mat bowls, Line dancing
4	Bloxworth Village Club	
5	Lytchett Minster & Upton Community Centre	
6	Briantspuddle Village Hall	Dance, short mat bowls, keep fit, Pilates
7	Sandford Community Hall	Yoga, keep fit, Pilates
8	Moreton Village Hall	Pilates, yoga
9	Bovington Memorial Hall. Bovington HIVE	Martial arts, kick boxing, cardio fitness, Tae kwon do
10	Carey Hall	
11	Masonic Hall	
12	Methodist Hall	
13	Wareham Town Hall	
14	United Reform Church Hall	
15	Wareham Parish Hall	
16	East Burton Village hall	Fitness, dance
17	Wool - The D'Urberville Centre	Short mat bowls, Yoga
18	Stoborough Village Hall	
19	Winfrith Newburgh Village Hall	Dance
20	Coomb Keynes Village Hall	
21	Furzebrook Village Hall	Pilates, yoga, Tae kwon do, short mat bowls, health Qigong
22	Chaldon Herring Village Hall	
23	Chaldon Village Hall	
24	Studland Village Hall	Carpet bowls, ballroom dancing, modern sequence dancing, badminton, yoga
25	Church Knowle Village Hall	
26	Corfe Castle Village Hall	Badminton, Metafit
27	Kimmeridge Village Hall	
28	West Lulworth Village Hall	Short mat bowls, badminton, skittles, table tennis
29	Harmans Cross Village Hall	Yoga, Dance
30	Herston Community Centre	
31	Langton Matravers Village Hall	Moves fitness, short mat bowls
32	Worth Matravers Village Hall	Carpet Bowls, yoga, Pilates, table tennis

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13.3 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 for residents in Purbeck. These sites can play an important role in ensuring older people or people in the more rural areas have access to facilities and can play an important part in helping to get the inactive active or indeed keep people active. Further analysis would be required to understand whether activities in these facilities can meet the needs of the aging population.

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

- ◀ The audit identified 32 village and community halls in Purbeck.
- ◀ Analysis indicates that 30.1% of the population lives within an 800-metre catchment of a site.
- ◀ Audit research indicates that demand for space is high, with a range of activities offered across sites.
- ◀ Further detailed analysis will need to be undertaken to ascertain whether activities taking place in village halls can contribute more to increasing physical activity during the day time and, whether the halls are fit for purpose and meet the demands of an aging population.

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SECTION 14: SWOT ANALYSIS

14.1 Strengths

- ◀ Purbeck District Council recognises the importance of its leisure facility stock to health and wellbeing and future planning needs.
- ◀ The Purbeck Pledge is an exemplar and puts health and physical activity on the agenda.
- ◀ The growth of sports in the area is not restricted by hall availability.
- ◀ All sports halls are community accessible.
- ◀ Supply and demand for swimming pools is at a point of equilibrium in Purbeck with a supply of 463m² and demand for 460m² of water in 2016.
- ◀ There is good outdoor tennis court provision in the area.
- ◀ There is a good supply of watersport activity available targeting different markets.
- ◀ There is a good supply of Skateparks in the District.
- ◀ Health and fitness facilities are well spread across the District.
- ◀ Clubs appear to be generally self-sufficient, and have access to an adequate supply of facilities.
- ◀ The costs of facilities appears to make them accessible to most.
- ◀ The importance of health and wellbeing is well recognised.

14.2 Weaknesses

- ◀ Securing long term access for community use of sports halls is important.
- ◀ The average age of sports halls in Purbeck is high at 30 years.
- ◀ Swanage and Herston FC Sports hall is in poor condition.
- ◀ The sports programme at Swanage and Herston FC is hampered by the condition of the hall.
- ◀ Sports halls are operated by different organisations which gives PDC limited influence.
- ◀ The only full time community accessible pool is at Purbeck Sports Centre.
- ◀ There is an identified under-supply of health and fitness provision in the District.
- ◀ Clubs face challenges recruiting members to replace those that leave to go to University.
- ◀ Encouraging the inactive to become active in villages/hamlets is a challenge.

14.3 Opportunities

- ◀ To replace the sports hall at Swanage and Herston FC and include a health and fitness offer.
- ◀ Outreach sessions in the villages and hamlets aimed at getting the inactive to become active with a view to using these facilities as a transition facility.

14.4 Threats

- ◀ An increasing population will raise demand on facilities. Increases in 0 - 15 year olds and 65+ year olds will affect sports programming especially in the daytime.
- ◀ Not investing in maintenance of sports halls and swimming pools will lead to District facilities declining in quality.
- ◀ Reduced quality can lead to lower usage affecting both participation and venue viability.
- ◀ The indoor bowls facility at Swanage Holiday Park is under threat of closure.
- ◀ Any changes in sports hall supply (i.e. reducing access to school based sites) could create a deficit of sports halls available for community use.
- ◀ Community use at MOD sites is unsecure and retention of this is important to current users.
- ◀ Not investing in skate parks would limit provision for young males (age 12-30 years) in particular.

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14.5 Initial strategic recommendations:

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









- ◀ Continue to maintain and invest in the current facilities to ensure that they remain in good condition and fit for purpose.
- ◀ Ensure that the community accessible sports hall facilities on school sites remain so.
- ◀ Support the development at Swanage & Herston FC with regards to the sports hall improvement and potential increased fitness offer.
- ◀ Consider how the Council's health and fitness facilities can offer increased capacity and better reflect the changing profile of the local population.
- ◀ Ensure that programming of sports development activity is undertaken in partnership to ensure that the Purbeck offer is inclusive and suits the needs of the community (e.g., outreach sessions).
- ◀ Support the network of village halls to improve their offer in quantity and quality where possible.
- ◀ Improve the collation and analysis of member information to ensure that future policies are based on high quality management information and reflect who is using facilities and, therefore, who is not.
- ◀ Support other developments (via planning, developer contributions and officer expertise) which may assist in increasing sport and physical activity within the wider district community.

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APPENDIX 1: Sport England Market Segmentation Segments

	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				
	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%	4.9%	Ben is a heavy internet user, using it for sports news, personal emails, social networking and buying films, games and tickets. He is highly responsive to internet advertising.		Ben is a very active type and takes part in sport on a regular basis. He is the sportiest of the 19 segments. Ben's top sports are football (33%), keep fit/ gym (24%), cycling (18%), athletics including running (15%) and swimming (13%).
				39%					
	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%	5.4%	Jamie is a prolific mobile phone user and as uses this as a primary source of information. He likes to text rather than talk, and uses 3G for sports results and SMS text information services.		Jamie is a very active type that takes part in sport on a regular basis. Jamie's top sports are football (28%), keep fit and gym (22%), athletics including running (12%), cycling (12%) and swimming (10%).
				31%					
	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%	4.7%	Chloe is a heavy internet and mobile phone user. She uses her mobile to keep in contact with friends and family, preferring this to her landline. Chloe has a new 3G phone which provides internet access but is still likely to use text as her first source of information.		Chloe is an active type that takes part in sport on a regular basis. Chloe's top sports are keep fit/ gym (28%), swimming (24%), athletics including running (14%), cycling (11%) and equestrian (5%).
				23%					
	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%	4.3%	Leanne is a light internet user and a heavy mobile phone user, using this instead of a landline to contact friends. She uses SMS text services and also entertainment features on her mobile. Leanne's mobile is likely to be pay-as-you-go and she responds to text adverts.		Leanne is the least active segment of her age group. Leanne's top sports are keep fit/ gym (23%), swimming (18%), athletics including running (9%), cycling (6%) and football (4%).
				17%					









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







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	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	<p>Kev Pub League Team Mates</p> <p>Also known as Lee, Craig, Steven, Tariq, Dariusz.</p>	<p>Blokes who enjoy pub league games and watching live sport. <i>Vocational job, may have children, married or single.</i></p>	36-44	DE	43%	5.9%	<p>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.</p>		<p>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%).</p>
	<p>Paula Stretched Single Mum</p> <p>Also known as Donna, Gemma, Shelley, Tina, Tammy</p>	<p>Single mums with financial pressures, childcare issues and little time for pleasure. <i>Job seeker or part time low skilled worker, children, single.</i></p>	26-44	DE	36%	3.7%	<p>Paula is a heavy TV viewer, enjoying quiz and chat shows, reality TV and soaps. She is likely to have a digital or cable package. Paula does not have internet access at home, and is a heavy mobile phone user, although this is likely to be pay-as-you-go.</p>		<p>Paula is not a very active type and her participation is lower than that of the general adult population. Paula's top sports are keep fit/ gym (18%), swimming (17%), cycling (5%), athletics including running (4%) and football (3%).</p>
	<p>Philip Comfortable Mid Life Male</p> <p>Also known as Graham, Colin, Keith, Stuart, Clive</p>	<p>Mid-life professional, sporty males with older children and more time for themselves. <i>Full time job and owner occupied, children, married.</i></p>	46-54	ABC1	51%	8.7%	<p>Philip is a medium TV viewer, likely to have digital and use interactive services for sports and business news. He is a heavy radio listener. Philip is comfortable purchasing over the phone and internet, but is unlikely to respond to SMS text alerts.</p>		<p>Philip's sporting activity levels are above the national average. Philip's top sports are cycling (16%), keep fit/ gym (15%), swimming (12%), football (9%), and golf (8%).</p>
	<p>Elaine Empty Nest Career Ladies</p> <p>Also known as Carole, Sandra, Penelope, Julie, Jacqueline</p>	<p>Mid-life professionals who have more time for themselves since their children left home. <i>Full time job and owner occupied, married.</i></p>	46-54	ABC1	43%	6.1%	<p>Elaine is a light TV viewer, loyal to mainstream terrestrial channels. Elaine is a medium radio listener, likely to prefer BBC Radio 2 or 4 and Classic FM. A moderate internet user, she browses news and lifestyle sites. Elaine reads broadsheets, such as the Daily Telegraph, and women's lifestyle magazines. She would not respond to sms text alerts, nor to cold-calling.</p>		<p>Elaine's sporting activity levels are similar to the national average. Elaine's top sports are keep fit/ gym (21%), swimming (18%), cycling (7%), athletics including running (3%) and tennis (2%).</p>

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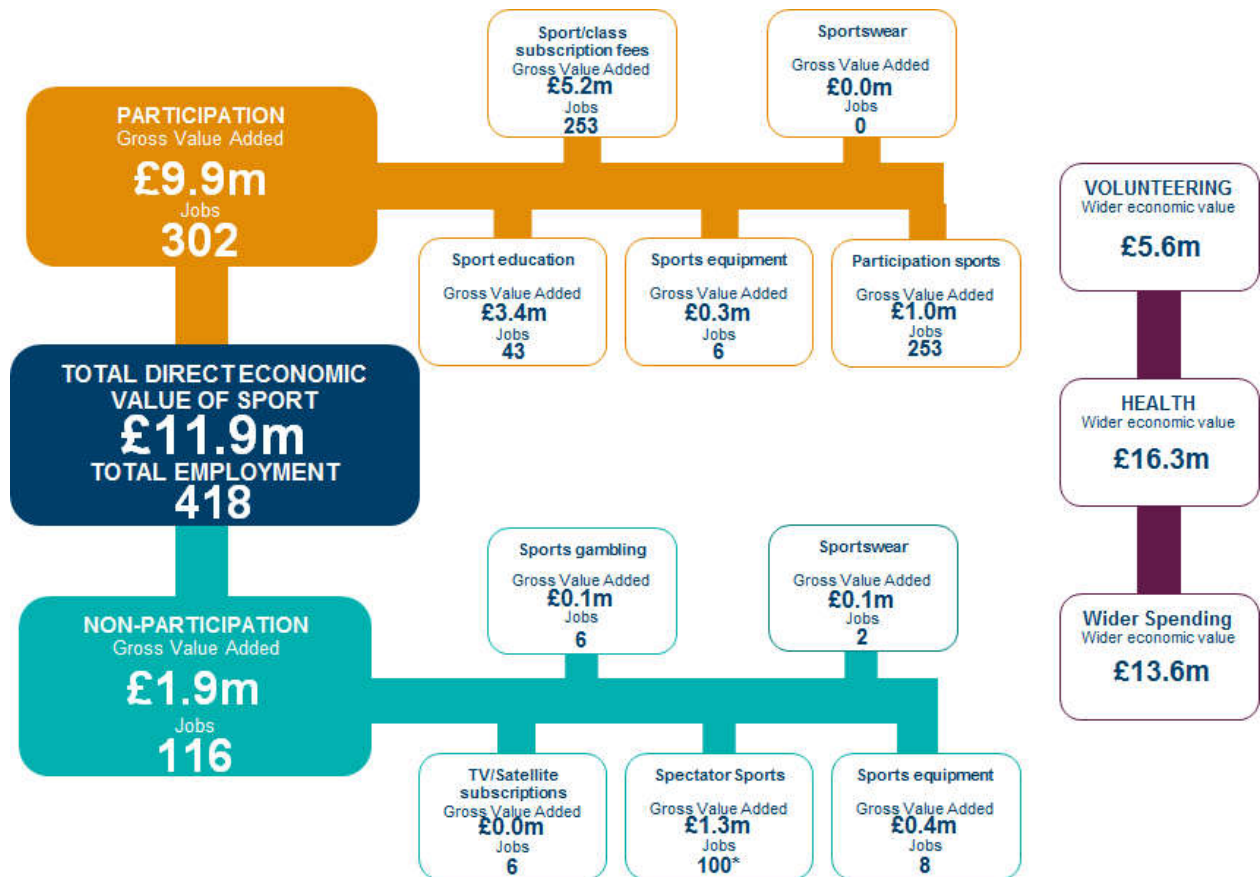
	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	Roger & Joy Early Retirement Couples Also known as Melvyn, Barry, Geoffrey, Linda, Susan, Patricia	Free-time couples nearing the end of their careers. <i>Full-time job or retired, married.</i>	56-64	ABC1	38%	6.8%	Roger and Joy are medium TV viewers and heavy radio listeners. They regularly read the Times of Daily Telegraph, and a local paper. They have increased their use of the internet and may now have access to it at home.		Roger and Joy are slightly less active than the general population. Roger and Joy's top sports are keep fit/ gym (13%), swimming (13%), cycling (8%), golf (6%), and angling (2%).
				10%					
	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>	46-64	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>	56-64	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>	56-64	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%					

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

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APPENDIX 2: ECONOMIC IMPACT OF SPORT – PURBECK (SOURCE: SPORT ENGLAND 2015)



PURBECK DISTRICT COUNCIL

SPORT & LEISURE FACILITIES NEEDS ASSESSMENT

APPENDIX 3: SPORT ENGLAND'S 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.