



ACTIVE DORSET: SPORT & LEISURE FACILITIES NEEDS ASSESSMENT

WEYMOUTH AND PORTLAND BOROUGH COUNCIL

REPORT: APRIL 2017

Quality, Integrity, Professionalism

1-2 Frecheville Court ◀ off Knowsley Street ◀ Bury BL9 0UF
T 0161 764 7040 ◀ F 0161 764 7490 ◀ E mail@kcp.co.uk ◀ www.kcp.co.uk



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SECTION 1: INTRODUCTION

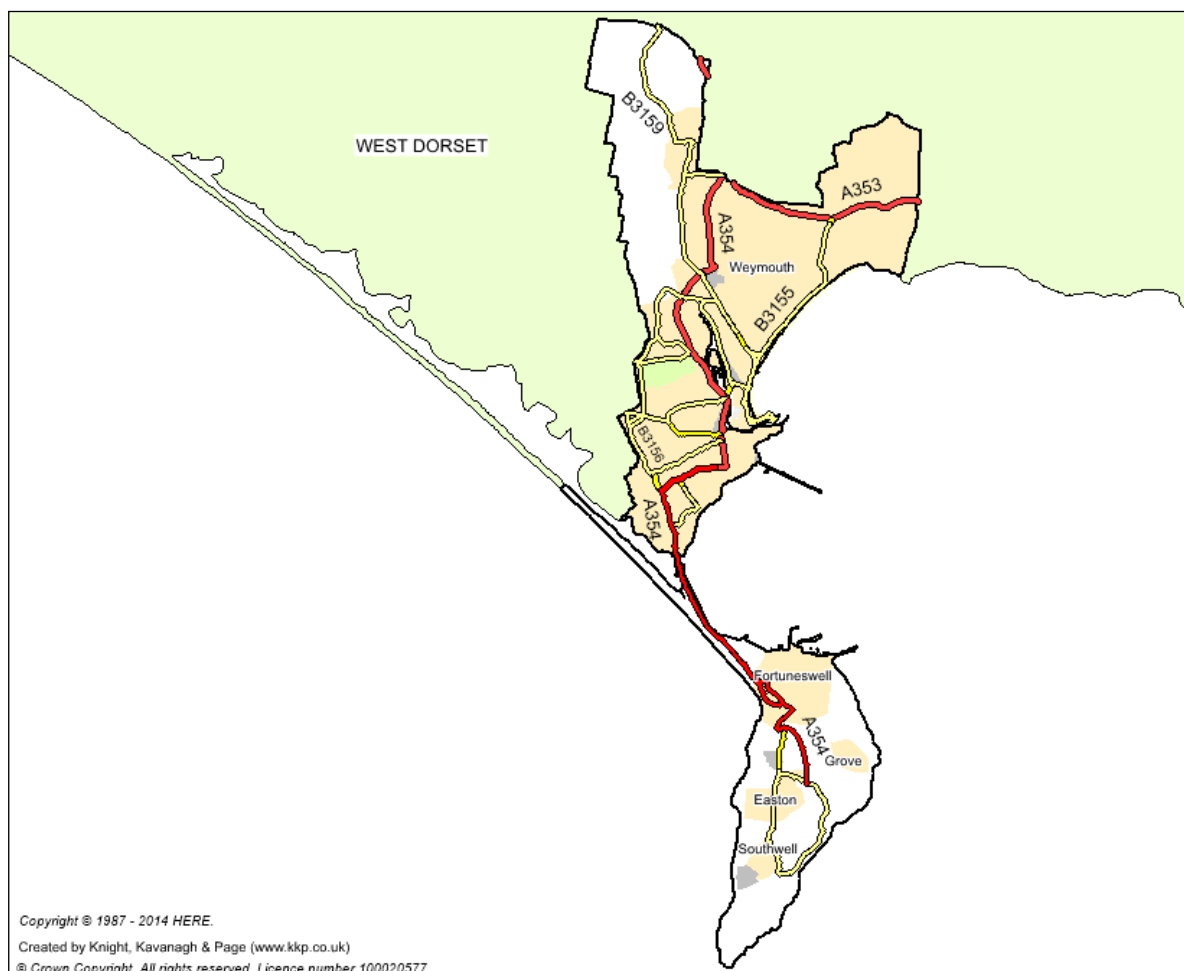
1.1 Introduction

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 to assist strategic planning for the future. This report, thus, provides a detailed assessment of current provision of indoor and built sports facilities for Weymouth and Portland Borough Council (WPBC) identifying needs and gaps in provision.

1.2 Background

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



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Weymouth and Portland, is the most southerly local authority in the County of Dorset. It consists of the resorts of Weymouth and the Isle of Portland, and is made up of 15 electoral wards. The A354 is the major highway which runs through the spine of the Borough from north to south, connecting Weymouth to Portland. This road also provides the main access to Dorchester. Other roads of note include the A353 which connects the authority to Purbeck and the East and the B3156 provides access to the west, notably Bridport and the Jurassic Coast.

Weymouth has a railway station, which is the terminus of both the South Western Main Line from London Waterloo and the Heart of Wessex Line from Bristol Temple Meads. The major industry in the Borough is tourism; supported by attractions including Weymouth Sea Life Centre and Chesil Beach (figure 1.2). In 2012, the Borough also played host to the London Olympic Games sailing competition. This was delivered at the National Sailing Academy, located in Portland Harbour.

Figure 1.2: Chesil Beach



1.3 Scope of the project

The report provides detail as to what exists in the Borough, 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.

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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 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.

1.4 Report structure

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

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

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

- ◀ Section 2 - review of background policy documentation (national/regional/local) and a profile of the population and socio-demographic characteristics of the Borough.
- ◀ Section 3 - description of methodology employed to review indoor provision.
- ◀ Section 4 - review of sports hall provision.
- ◀ Section 5 - review of swimming pool provision.

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- ◀ Section 6 - review of health and fitness provision.
- ◀ Section 7 - reviews of indoor bowls
- ◀ Section 8- review of sailing and water sports
- ◀ Section 9- review of tennis
- ◀ Section 10- review of urban sports
- ◀ Section 11- review of other significant sports
- ◀ Section 12 - review of village halls/community centres
- ◀ Section 13- review of identification of strengths, weaknesses, opportunities and threats, followed by initial 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 draft assessment report has been produced for the Borough Council applying the principles and tools identified in the Sport England Guide 'Assessing Needs and Opportunities for Indoor and Outdoor Sports Facilities' (ANOG).

Figure 2.1: ANOG model



'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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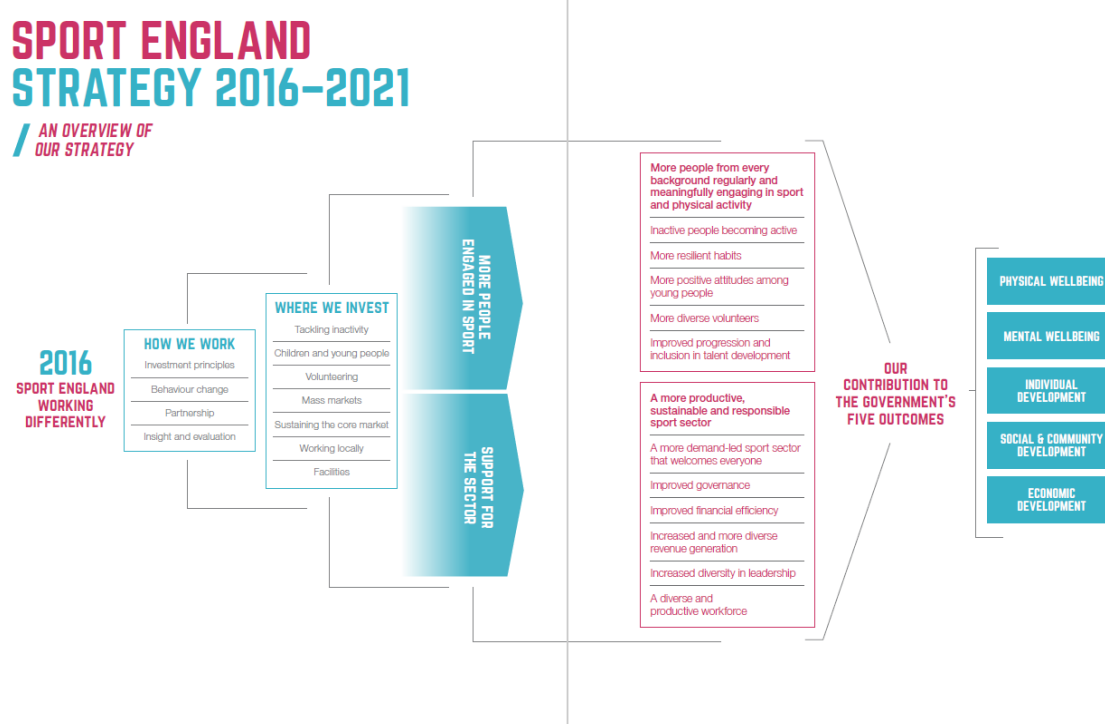
Sport England: Towards an Active Nation

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 2012

The National Planning Policy Framework (NPPF) sets out planning policies for England. It details how these changes are expected to be applied to the planning system. It also provides a framework for local people and their councils to produce distinct local and neighbourhood plans, reflecting the needs and priorities of local communities. It states that the purpose of the planning system is to contribute to the achievement of sustainable development. It identifies the need to focus on three themes of sustainable development:

- ◀ Economic
- ◀ Social
- ◀ Environmental.

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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 Christchurch, in particular and its population as well as helping to provide jobs and opportunities to spectate and participate in physical activity.

Public Health England: Everybody Active, Everyday

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

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

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Investment in school sport

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

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

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

Weymouth and Portland Corporate Strategy 2016-2019

The WPBC Corporate Strategy (Plan on a Page 2016-2019) sets out the Council's aims to shape and develop the Borough. Its purpose is to focus the full resources of the Authority on improving and sustaining the economic, social and environmental fabric ensuring Weymouth and Portland is a place residents, businesses and visitors can be proud of.

Table 2.1: Weymouth and Portland Borough Council Corporate Strategy key priorities

Priority	Description
Building a stronger local economy	<ul style="list-style-type: none"> ◀ Helping to stimulate economic growth so that the borough offers better jobs and prospects for local people ◀ Increasing the number of new homes built within the borough
Empowering thriving and inclusive communities	<ul style="list-style-type: none"> ◀ Building strong, inclusive and sustainable communities - empower local people to influence and provide services that matter to them ◀ Supporting vulnerable people so that they can live healthy and independent lives.

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Priority	Description
Improving quality of life	<ul style="list-style-type: none"> ◀ Enhancing the quality of life of people living and working in the borough ◀ Safeguarding and providing opportunities to enjoy the natural and built environment now and in the future
Developing successful partnership	<ul style="list-style-type: none"> ◀ Creating a leaner and more focused organisation to protect the delivery of local services ◀ Services that are shaped and focused on the needs of our customers ◀ Partnerships that give the county a stronger voice to influence and shape Dorset's prosperity

West Dorset, Weymouth and Portland Local Plan 2011-2031

This document is a joint Local Plan between the two authorities of WPBC and West Dorset District Council. It forms the main basis for making decisions on key items, such as planning applications. It has identified a vision and key objectives for the next 20 years for each authority where it aims to make Weymouth and Portland a place where people of all ages will be engaged with their local community, creating a real sense of belonging and civic pride. This will be achieved through significant investment, regeneration of key sites and infrastructure. This vision, for Weymouth and Portland, will be realised through the following strategic objectives, outlined below.

- ◀ Support the local economy to provide opportunities for high quality, better paid jobs.
- ◀ Meet local housing needs for all as far as is possible.
- ◀ Regenerate key areas including Weymouth Town Centre, to improve the area's retail, arts, cultural and leisure offer; and increase employment opportunities.
- ◀ Support sustainable, safe and healthy communities with accessibility to a range of services and facilities.
- ◀ Protect and enhance the outstanding natural and built environment, including its landscape, biodiversity and geodiversity, and the local distinctiveness of places within the area.
- ◀ Reduce vulnerability to the impacts of climate change, both by minimising the potential impacts and by adapting to those that are inevitably at risk.
- ◀ Provide greater opportunities to reduce car use; improve safety; ensure convenient and appropriate public transport services; and seek greater network efficiency for pedestrians, cyclists and equestrians.
- ◀ Achieve high quality and sustainability in design, reflecting local character and distinctiveness of the area.

To ensure healthy, sustainable communities in Weymouth and Portland, the Local Plan highlights the importance of having good quality accessible indoor and built facilities. The criteria based policies which underpin this are:

- ◀ COM4. This highlights that any new or improved local recreational facilities would need to be accessible and protects both the countryside and the coastal environment.
- ◀ COM5 lists the policies to ensure that local recreational facilities are retained and protected unless it will be enhancing or replacing existing provision.

Section six states that residents who live within a main town should only have to drive a maximum of 15 minutes to a leisure facility, including both sport halls and swimming pools.

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In addition, sport and recreation facilities should be of a high standard which promotes healthier lifestyles, and creates better communities by providing opportunities for people to meet and interact.

It is noted that West Dorset District and Weymouth & Portland Borough councils have embarked on a review of their adopted Joint Local Plan (October 2015) as recommended by the Local Plan Inspector. This review is currently out to consultation.

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

- ◀ Recognising the enormous contribution that the local community makes to health and wellbeing in Dorset and building solutions that use and develop this asset.
- ◀ Developing a sustainable health and care system based on early intervention and prevention.
- ◀ Focusing on those actions whereby 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 need.
- ◀ 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 is committed to strive to ensure that partner organisations work to implement the evidence-based policy recommendations set out in *Fair Society, Healthy Lives*², where these can be locally determined:

- ◀ 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

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This will be through an approach that supports:

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

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

There are many organisations with separate priorities, strategies and delivery plans that contribute to this effort – the Board's role in this priority is to ensure that plans are aligned with its 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 children and adults who live in Dorset; the current population of 750,000 as well as the additional 50,000 people expected to be served by 2023 and those people from outside Dorset that use the same services.

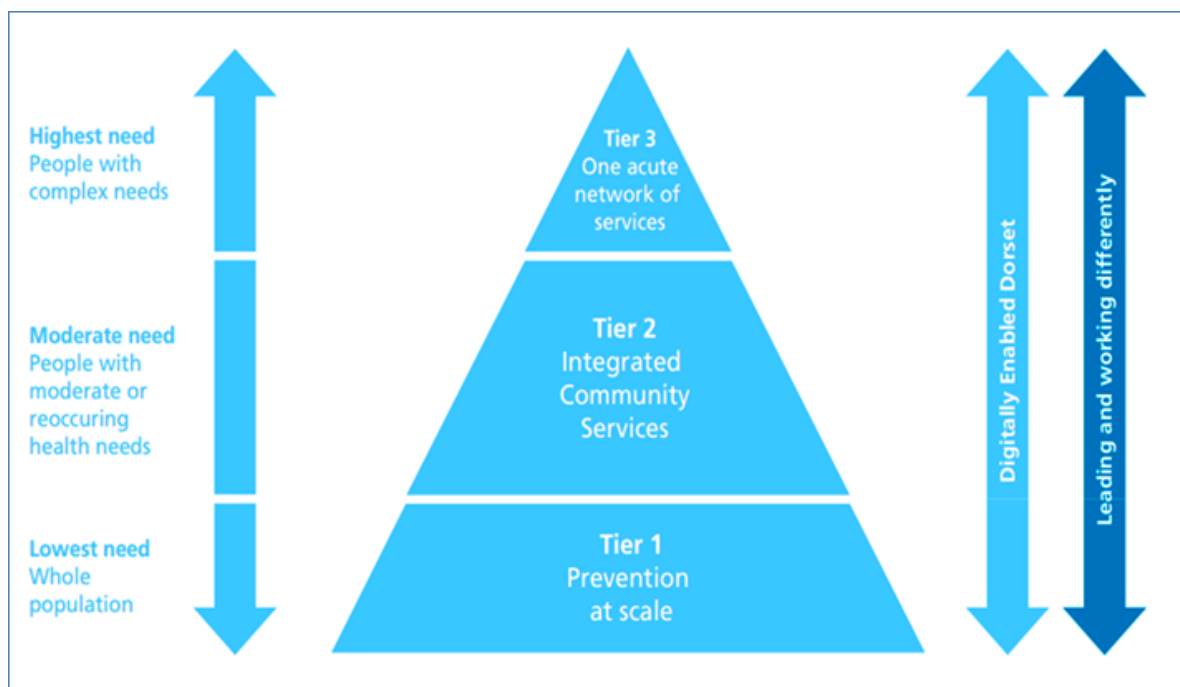
The ambition is to see every person in Dorset stay healthy for longer and feel more confident and supported in managing their own health. The three significant challenges are

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

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

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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.

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 body of sports' (NGBs) whole sport plans and support 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'*.

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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 local opportunities for sport and physical activity.

Weymouth and Portland Borough Council Sports Facility Strategy 2014-2019

In 2014, the Weymouth and Portland produced a strategy which reviewed all facilities and identified key priorities for the future of facilities in the Borough. These were as follows:

- ◀ The future of the Weymouth Swimming Pool building and its likely operating costs beyond 2017. It committed to undertaking an options appraisal in respect of securing investment in new equipment and general refurbishment with the likely payback of lower running costs which could result in reduced ongoing WPBC operating subsidy.
- ◀ The potential to transfer more facilities (e.g. tennis courts, bowls clubs and grass pitches) to community or private management/ownership without on-going WPBC subsidy. The preference is to move to a position where sports facilities are managed by community organisations/clubs and away from the role of WPBC as both operator and manager.
- ◀ Identifying opportunities for the better use of areas of The Marsh for either sport or general open/green space or new activities such as a skate park and BMX track. The report commits to development of a masterplan for the Marsh looking to maximise the value of the site as a multi-sport facility, building on existing clubs and users.
- ◀ Consideration as to whether the current range of facilities meets the changing needs of the community and cater for newly emerging sporting trends or existing sports clubs looking for new opportunities.
- ◀ The development of improved and shared facilities to meet the needs of water-sports clubs on the harbour side, particular Weymouth Rowing Club and Sea Cadets.

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 improve the health, in particular, of residents and those using local services. There is an understanding that partnership work across voluntary, public and private organisations will be essential to driving increases in physical activity and that there will be ongoing financial constraints across all key delivery agents.

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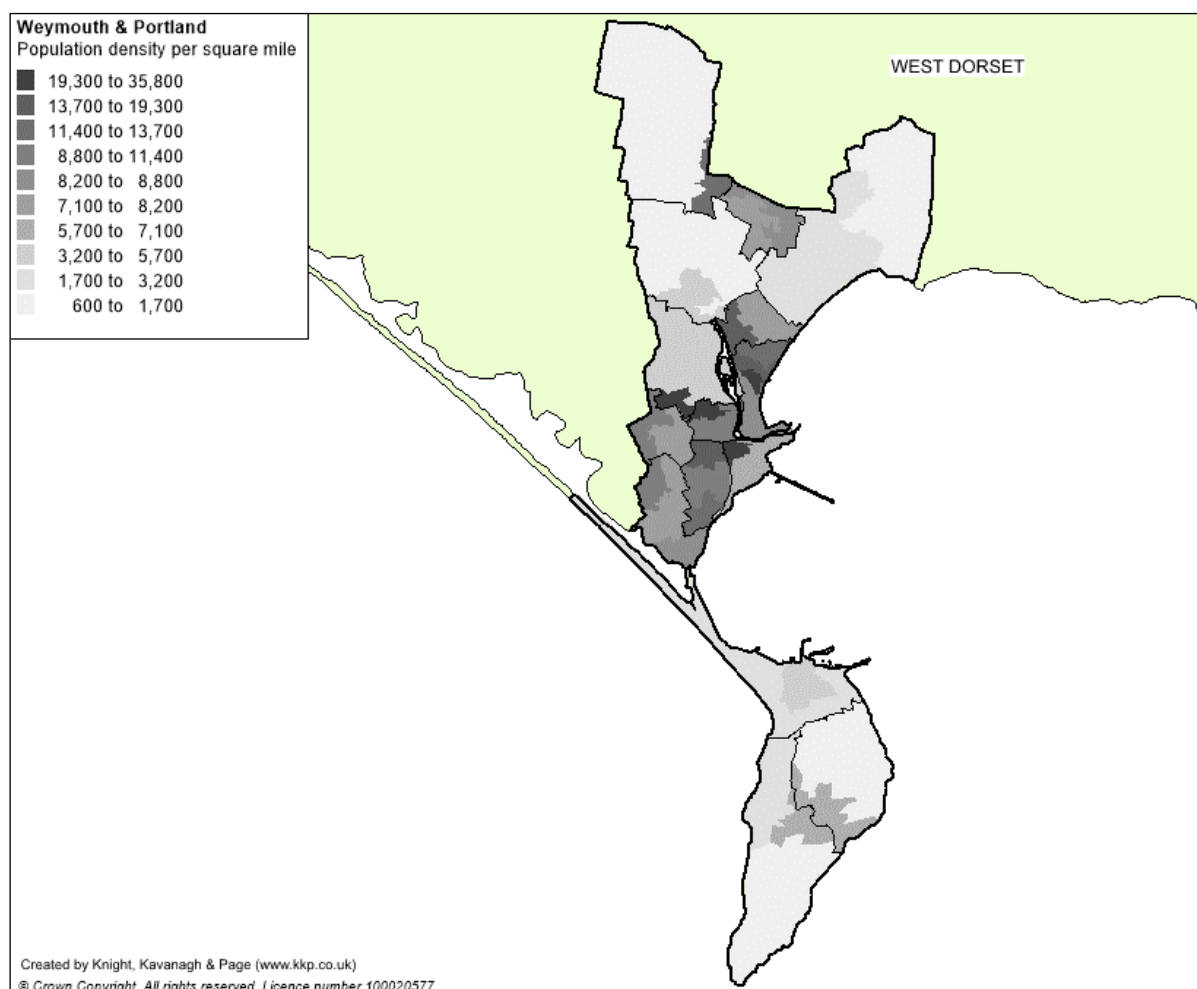
Consideration in respect of whether the current range of facilities meets the changing needs of the community and can cater for newly emerging sporting trends or existing sports clubs looking for new opportunities. The key issues highlighted more locally are:

- ◀ All residents who reside in a major town should have less than a 15 minute drive to a leisure facility (either a sports hall or a swimming pool) and sports facilities are protected to serve the community.
- ◀ There is a focus on walking and cycling to support the health and well being of the local population.
- ◀ Key sports facilities which serve the community are coming to the end of their lifespan and are in need of upgrading, including Weymouth Swimming Pool and the athletics facility at the Marsh.
- ◀ Improvements in facilities in Weymouth Harbour to support the rowing club are required to support the development of the sport in the Borough.

2.3 Demographic profile

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

Figure 2.4: Population density 2015 MYE: Weymouth and Portland lower super output areas



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

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Population and distribution

The total population of the Borough (2015) is 65,166 with a relatively even split of males to females (49.5%: 50.5%, respectively). Figure 2.4 indicates that the population is at its most dense around Weymouth Town Centre, the north of the Borough (Broadway) and in the central wards of Westham, Wyke regis and Littlemoor. .

Age structure (*Data source: ONS 2015*)

The age structure of the Borough is generally similar to the South West region. There is, however, a higher proportion of 20-34 year olds (Weymouth and Portland 15.5% compared with 13.2% in the South West) and a lower percentage of the 65+ age group in Weymouth and Portland (24.1%) compared with the South West (28%).

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

Weymouth and Portland's ethnic composition varies from that of England as a whole. According to the 2011 Census of population, the largest proportion (97.4%) of the local population classified their ethnicity as White; this is higher than the comparative England rate of 85.4%. The next largest population group (by self classification) is Asian, at 1.0% this is markedly lower than the national equivalent (7.8%).

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

Weymouth and Portland crime data is combined with the six Dorset authorities. The data set out below thus relates to the whole of Dorset. During the 12 months to June 2016 the rate for recorded crimes per 000 in Dorset was 42.2; this is markedly lower than the equivalent rate for England a Wales as a whole which was 67.3. In both instances the crime rate has risen since 2014, by around 21.5% for Dorset and 12.6% for England & Wales.

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

Sport England's economic impact model (which encompasses participation, purchasing of sportswear, gambling, volunteering, attending events, etc.) shows an overall local impact for Weymouth and Portland Borough Council of £17.2m (£12.7m participation, £4.5m non-participation related). This is below the national average of £20.3 million per district.

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

The median figure for full-time earnings (2016) in Weymouth and Portland is £25,376; the comparative rate for the South West is £26,686 (+5.2%) and for Great Britain is £28,132 (+10.9%). In November 2016 there were 396 people in Weymouth and Portland claiming Job Seekers Allowance (JSA); a decrease of 52.5% when compared to November 2008 (834).

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

Weymouth and Portland experiences slightly higher levels of deprivation compared to other parts of the country. Nearly one quarter (23%) of the population live in most deprived areas (20%), which include parts of the North of Portland and the centre of Weymouth. Deprivation levels are shown in figure 2.5. Health inequalities are higher than its neighbours; just over one quarter (27.8%) of residents live in the bottom two cohorts. Conversely, no residents live in the three least deprived health groupings compared to a 'norm' of c.30%.

WEYMOUTH AND PORTLAND BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure 2.5: Index of multiple deprivation

Figure 2.6: IMD Health domain

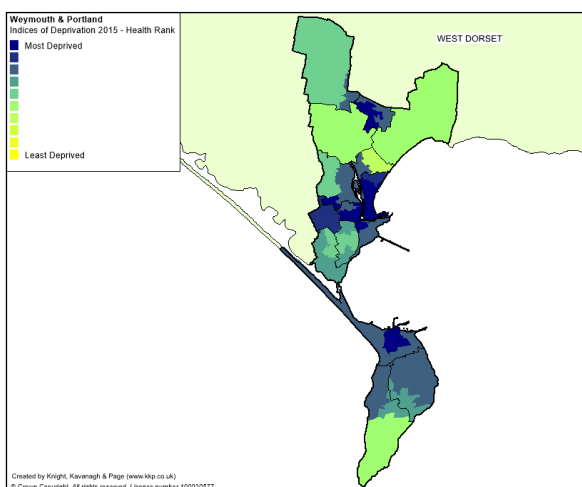
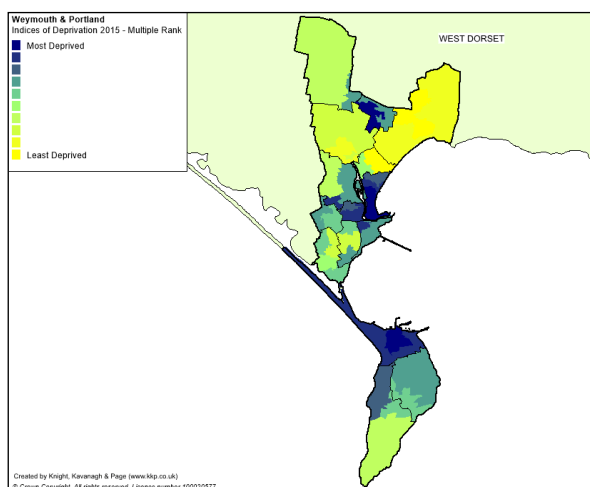
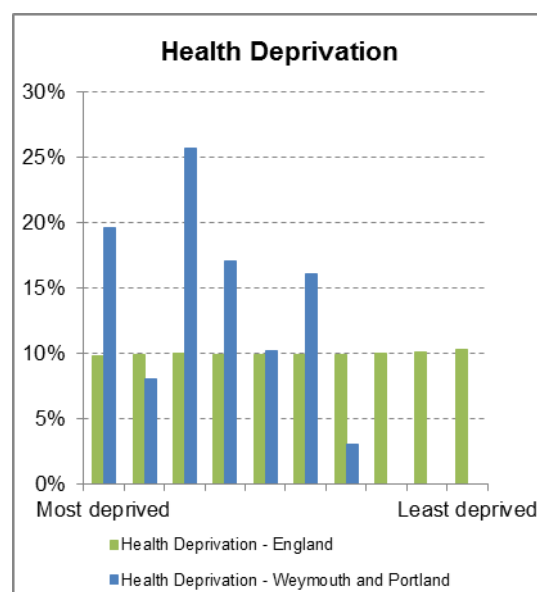
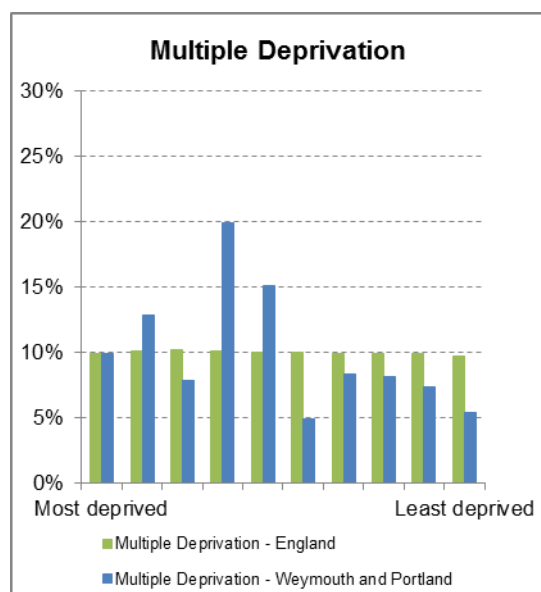


Figure 2.7: Graph to indicate IMD

Figure 2.8: Graph to indicate health deprivation



In keeping with patterns seen alongside higher levels of health deprivation, life expectancy in Weymouth and Portland is lower than the national figure; the male rate is currently 78.5 (compared to 79.6 for England, the female rate is 83.2 (compared to 83.2 nationally).¹ When comparing life expectancy across the county, Weymouth and Portland has the lowest figures. Comparatively, life expectancy is the highest in Christchurch (M: 82.2/F: 85.5).

Health costs of physical inactivity

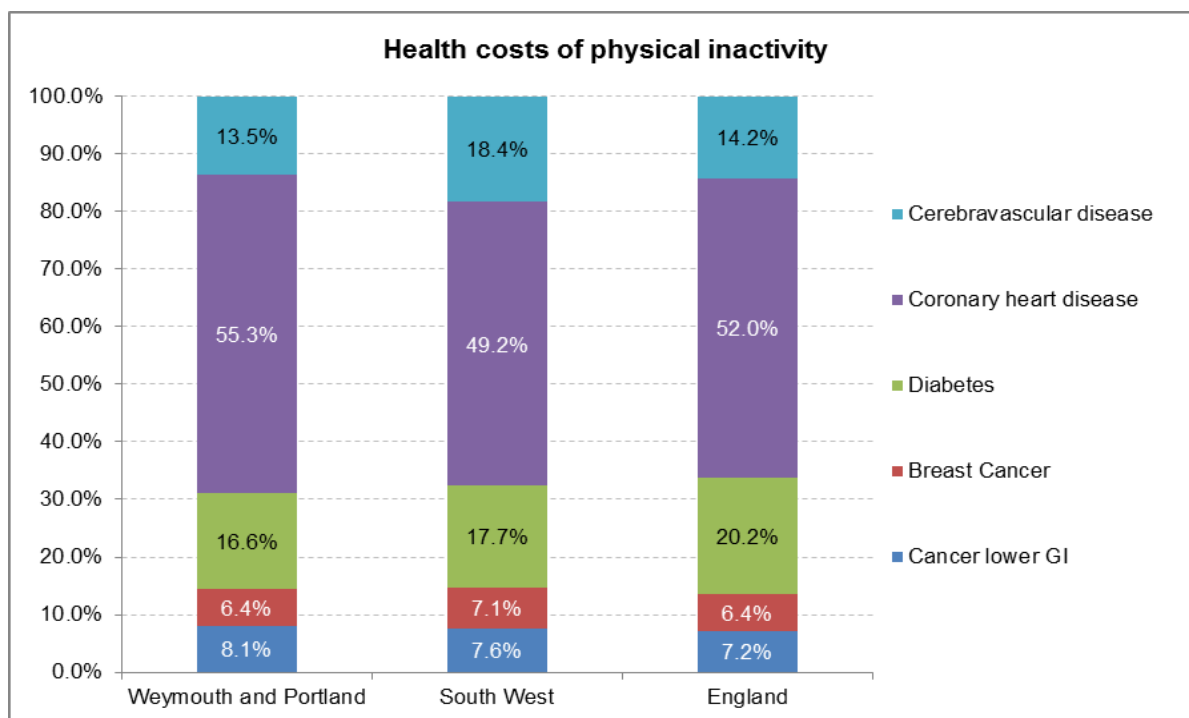
The British Heart Foundation (BHF) Promotion Research Group has reviewed the costs of avoidable ill health considered to be attributable to physical inactivity. Initially produced for the DoH report Be Active Be Healthy (2009) data was subsequently reworked for Sport England.

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

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

Figure 2.9: Health costs of physical inactivity



The annual cost to the NHS of physical inactivity in Weymouth and Portland is estimated at £1,312,730. The figure per 100,000 based on the total costs and population for all six authorities in Dorset primary care organisation. When compared to regional and national costs per 100,000, Weymouth and Portland (£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 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

This 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 not yet available in sufficient detail to consider in this report). It also covers volunteering, club membership, tuition as an instructor or coach, participation in competitive sport, satisfaction with local sports provision and compares WPBC with its nearest neighbours; North Devon, Adur, Torridge and Teignbridge. Key findings include:

- ◆ **Participation;** 36.1% of adults participate in at least 1 x 30 minutes moderate intensity sport per week. This is commensurate with national (35.8%) and regional (36.5%) averages. It is below all but two of nearest neighbours (these ranged from 30.5% to 39.6%).

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- ◀ *Sports club membership*; around one quarter (24.4%) are members of a sports club, based on the four weeks prior to APS9. This is above the national (21.8%) and regional (22.6%) rates and above all but one of its 'nearest neighbours'.
- ◀ *Sports tuition*; more than 1 in 6 people (17.4%) received sports tuition during the 12 months prior to the APS. This was below the regional and above the national averages. It is also below all but one of its 'nearest neighbours'.
- ◀ *Competitive sport*; one sixth of adults (16.6%) had taken part in competitive sport in the previous 12 months, this is above two of Weymouth and Portland's 'nearest neighbours' and higher than the national (13.3%) and regional (14.9%) averages.

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

The most popular sports

A further aspect of the APS and Sport England segmentation is that it makes it possible to identify the top four sports within Weymouth and Portland. In common with many other areas, cycling and athletics are among the most popular and are known to cut across age groups and gender. In Weymouth and Portland 12.75% of adults cycle, on average, at least once a month; similar to the number of adults taking part in athletics (12.6%) on a relatively regular basis. This is significantly above both national and regional rates.

Table 2.1: Most popular sports in Weymouth and Portland (Source: SE Area Profiles)

Sport	Weymouth and Portland		South West		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Cycling	6.6	12.7%	450.1	10.2%	3,771.8	8.7%
Athletics	6.6	12.6%	354.5	8.1%	3,309.8	7.6%
Swimming	5.9	11.4%	441.6	10.1%	4,132.7	9.5%
Fitness Class	3.0	5.7%	212.6	4.8%	2,104.7	4.8%

Sporting segmentation

(Data source: Market segmentation, Sport England)

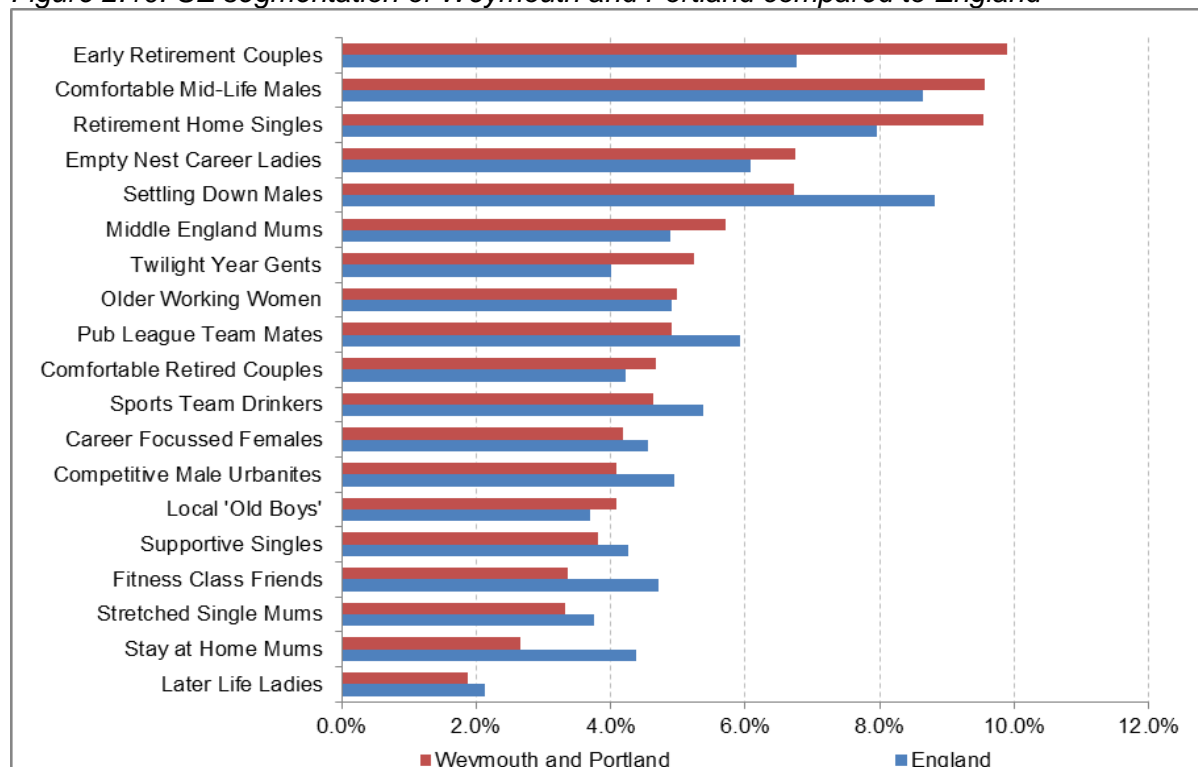
Sport England has classified the adult population via a series of 19 market segments which provide an insight into the sporting behaviours of individuals throughout the country. The profiles cover a wide range of characteristics, from gender and age to the sports that people take part in, other interests, the newspapers that they read etc.

Knowing which segments are most dominant in the local population is important as it can help direct provision and programming. Segmentation also enables partners to make tailored interventions, communicate effectively with target market(s) and better understand participation in the context of life stage and lifecycles.

The segmentation profile for WPBC (see overleaf) indicates Early Retirement Couples to be the largest segment of the adult population at 9.9% (5,176) compared to a national average of 6.77%. This is closely followed by Comfortable Mid-Life Males and Retirement Home Singles. At the other end of the spectrum, there are fewest Later Life Ladies with just under 2.0%, Stay at Home Mums (under 3%) and Stretched Single Mums.

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Figure 2.10: SE segmentation of Weymouth and Portland compared to England



Mosaic (Data source: 2016 Mosaic analysis, Experian)

This is a similar consumer segmentation product and classifies all 25.2 million households into 15 groups, 66 household types and 238 segments. Data can be used to paint a picture of UK consumers in terms of their social-demographics, lifestyles, culture and behaviour and tends to be used to draw out population characteristics for the backdrop to library usage and other non-sporting activities. Table 2.2 shows the top five Mosaic classification in Weymouth and Portland compared to the country as a whole. The dominance of these five segments can be seen inasmuch as they represent over half (56.4%) of the population compared to a national equivalent rate of just over a quarter (27.0%).

Table 2.2: Mosaic – main population segments in Weymouth and Portland

Mosaic group description	Weymouth and Portland		National %
	#	%	
1 - Rural Reality	9,974	15.4%	8.6%
2 - Senior Security	8,887	13.7%	3.4%
3 - Transient Renters	6,245	9.6%	5.9%
4 - Vintage Value	6,190	9.5%	3.4%
5 - Aspiring Homemakers	5,271	8.1%	4.3%

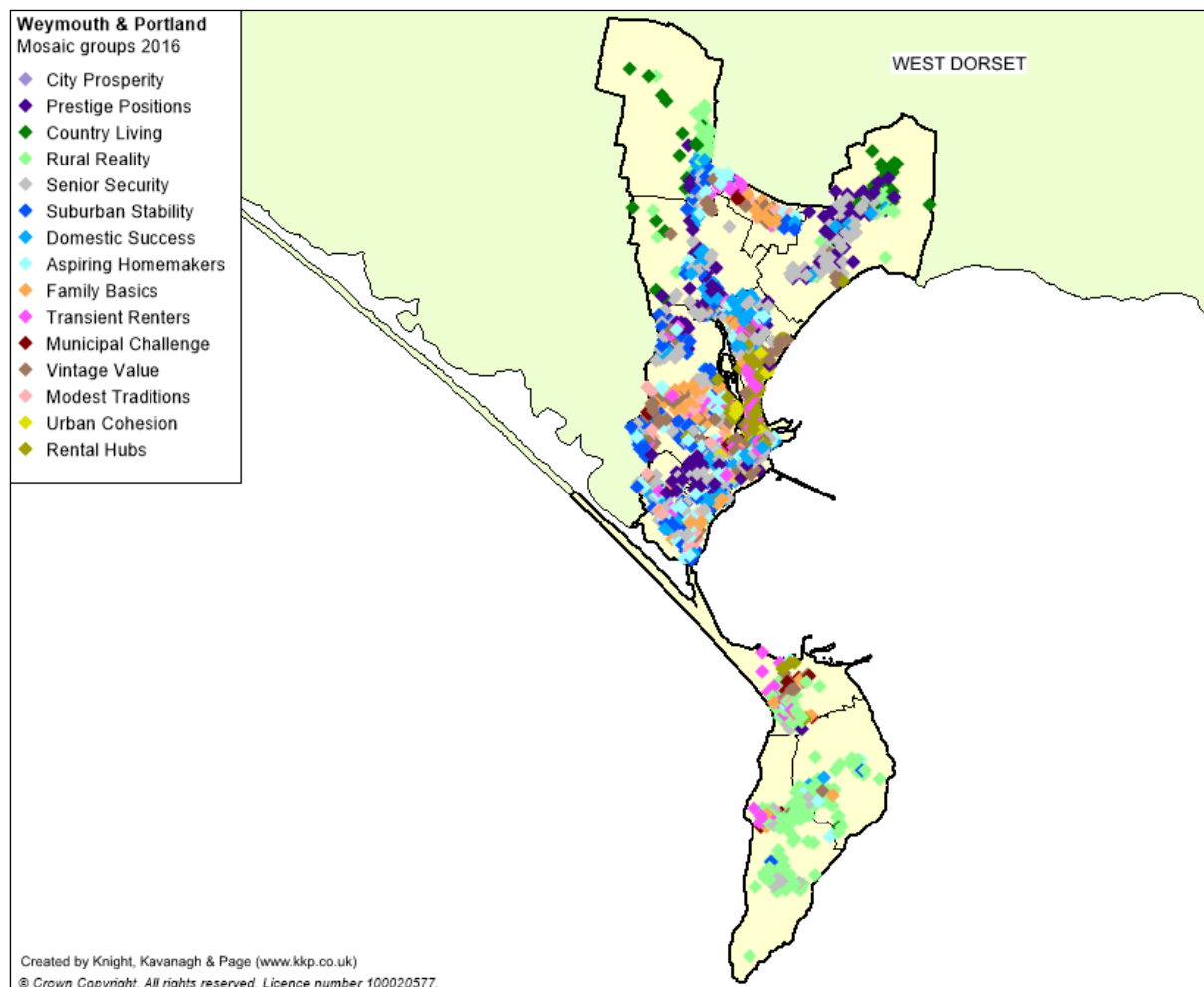
The largest segment profiled for Weymouth and Portland is the Rural Reality group, making up 15.4% of the adult population in the area, which is nearly double the national rate (8.6%). This group is defined as people who live in rural communities and generally own their relatively low cost homes. Their moderate incomes come mostly from employment with local firms or from running their own small business

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Table 2.3: Dominant Mosaic profiles in Weymouth and Portland

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.
Transient Renters		Single people who pay modest rents for low cost homes. Mainly younger people, they are highly transient, often living in a property for only a short length of time before moving on.

Figure 2.11: Distribution of Mosaic segments in Weymouth and Portland.



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

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House building and policy

With the population of Weymouth and Portland expected to increase by 5.9%, the Local Plan highlights that there is a need for more homes. The increase in homes will:

- ◀ Provide more affordable homes for those in the greatest need.
- ◀ Keep and attract people of working age to sustain economic growth.
- ◀ Cater for the demand created by the way in which lives are lived which has contributed towards a reduction in household size.
- ◀ Encourage people to move into the area to live and work.

SHMA Part 1 (2014) and Local Plan Review (2017) highlight the latest average annual rate for dwellings figures and the average annual household growth. This is reviewed regularly due to economic growth in the area. The Local Plan Review which was published in 2017 proposes no change to the 2007 figure of 775 dwellings per annum.

Key development sites which incorporate some of this growth are:

- ◀ Littlemoor (partly in West Dorset) – planned growth up to 500 units.
- ◀ Markham & Little Francis – Planning permission has been granted for c.680 homes, approximately c.200 currently under construction.
- ◀ Nottingham Lane – c.350 homes planned. Application currently at appeal.
- ◀ Hardy Complex (Portland) – c.350 still to complete, however, there are long term questions over delivery.

To support this, a Strategic Housing Market Assessment (SHMA) was produced for West Dorset and Weymouth and Portland (2008) highlighting key findings to inform future housing policies and strategies in both authorities. Some of these include:

- ◀ The proportion of older person households is high and will continue to grow across the HMA, presenting their own special housing requirements
- ◀ Continued job growth will have implications for provision of new housing. A shift in the types of housing may be needed to match requirements.
- ◀ Affordability is a problem throughout the area. House prices are above the national and regional average and have been increasing faster than the rest of Dorset and nationally over the last five years.

Population projections

Change to demographics (age, gender, ethnicity etc.), has the potential to impact massively 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 Weymouth and Portland:

- ◀ The largest change in any cohort is the increase in the proportion of people aged 65+; 36.3% (+5,799). This age group represented the largest cohort (24.4% of Weymouth and Portland's population in 2016 and is projected to be over 30% of the total by 2031.
- ◀ The second largest cohort is 0-15 year olds; projected to see a small increase of 2%.
- ◀ There is also a predicted decline of c. 17% in the number of 45-54 year olds. This will reduce the age groups representation from 14.56% to 11.20%.

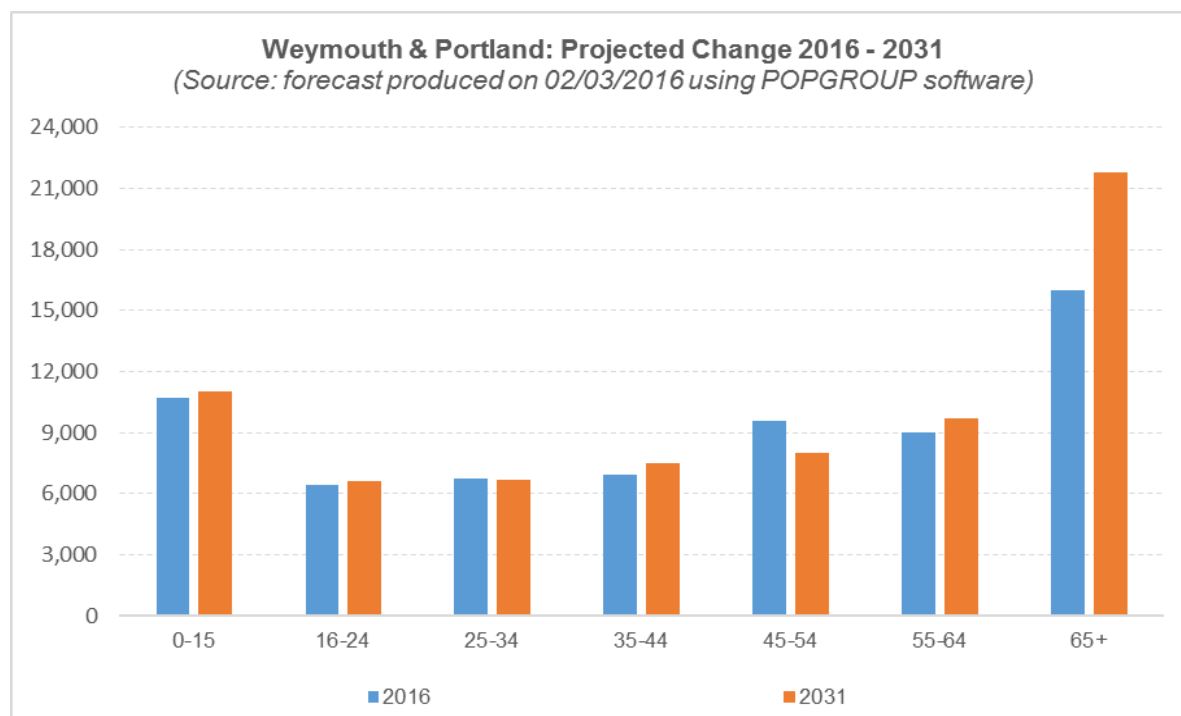
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Changes in other age groups are commensurate with the current situation with relatively small increases or decreases in the population during this time period.

Table: 2.3 Projected change 2016-2031

Weymouth and Portland Age (years)	Number		Age structure %		Change 2016 - 2031	
	2016	2031	2016	2031	2016	2031
0-15	10,743	11,003	16.41%	15.44%	100.00%	102.42%
16-24	6,436	6,600	9.83%	9.26%	100.00%	102.55%
25-34	6,721	6,698	10.27%	9.40%	100.00%	99.65%
35-44	6,952	7,510	10.62%	10.54%	100.00%	108.02%
45-54	9,591	7,979	14.65%	11.20%	100.00%	83.19%
55-64	9,042	9,691	13.81%	13.60%	100.00%	107.17%
65+	15,972	21,771	24.40%	30.56%	100.00%	136.30%
Total	65,457	71,251	100.00%	100.00%	100.00%	108.85%

Figure 2.12: Projected change 2016-2031



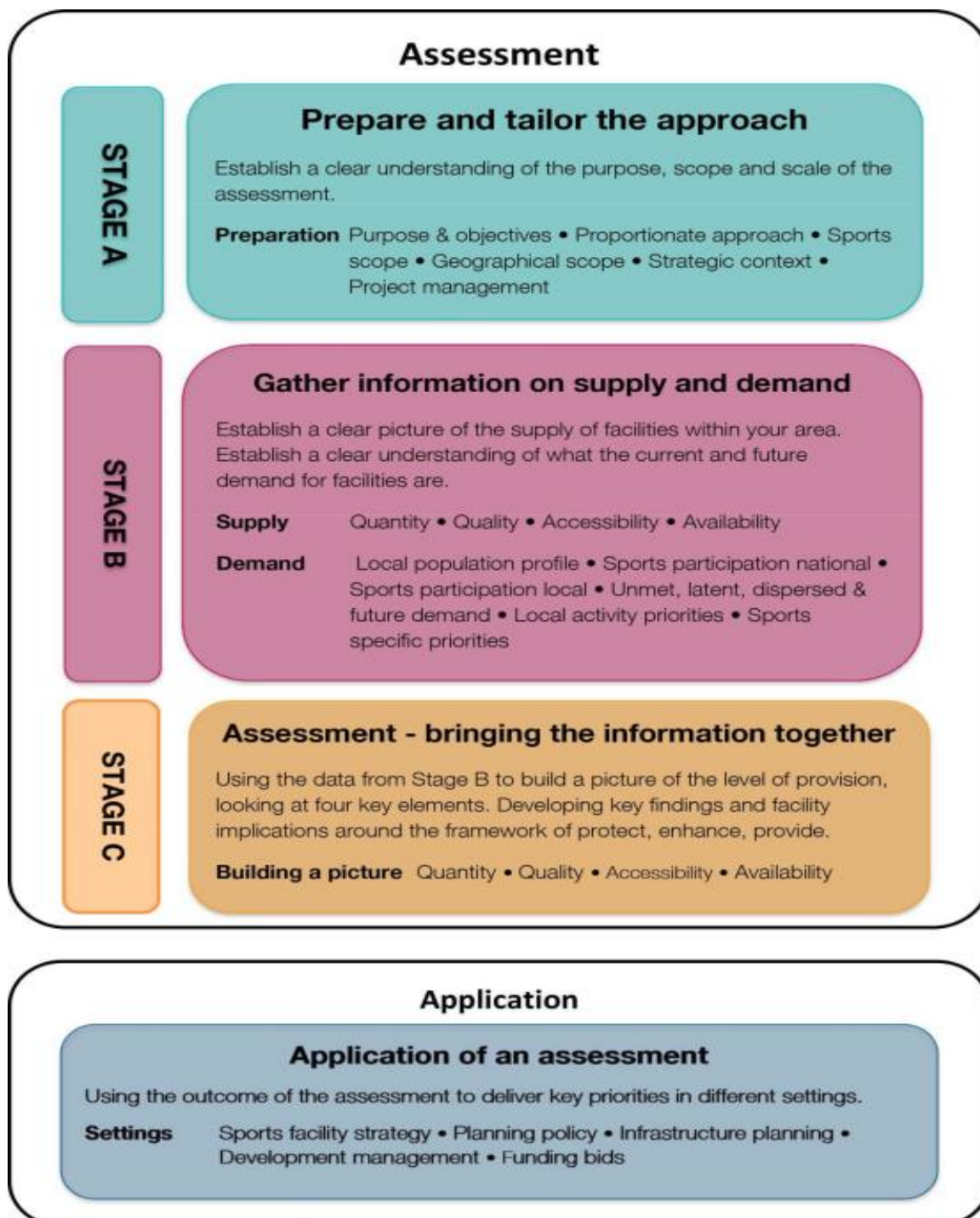
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SECTION 3: INDOOR SPORTS FACILITIES ASSESSMENT APPROACH

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 (July 2014).

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 Borough and provide a clear indication of areas of high demand. It will identify where there is potential to provide improved and/or additional facilities to meet this demand and to, where appropriate, protect or rationalise the current stock.

3.2 Site visits

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

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

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

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

Table 3.1: Quality ratings of indoor sports facilities using ANOG

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

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

Catchment areas

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

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Table 3.2: Facility catchment areas

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

3.3: Facilities planning model overview

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

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

In its simplest form it assesses 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), by the demand for that facility (demand) that the local population will produce. The Model is prescriptive and not predictive in that it does not provide precise estimates of the use of proposed facilities. Rather, it prescribes an appropriate level of provision for any defined area in relation to demand and which reflects national expectations and policies.

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

For this report the assessment uses the FPM data from the Strategic Assessment of provision for sports halls and swimming pools in 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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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 Weymouth and Portland in line with Sport England's Assessing Needs and Opportunities Guidance (ANOG). Halls that function as specialist venues, such as dance studios are excluded.

4.1 Supply

Quantity

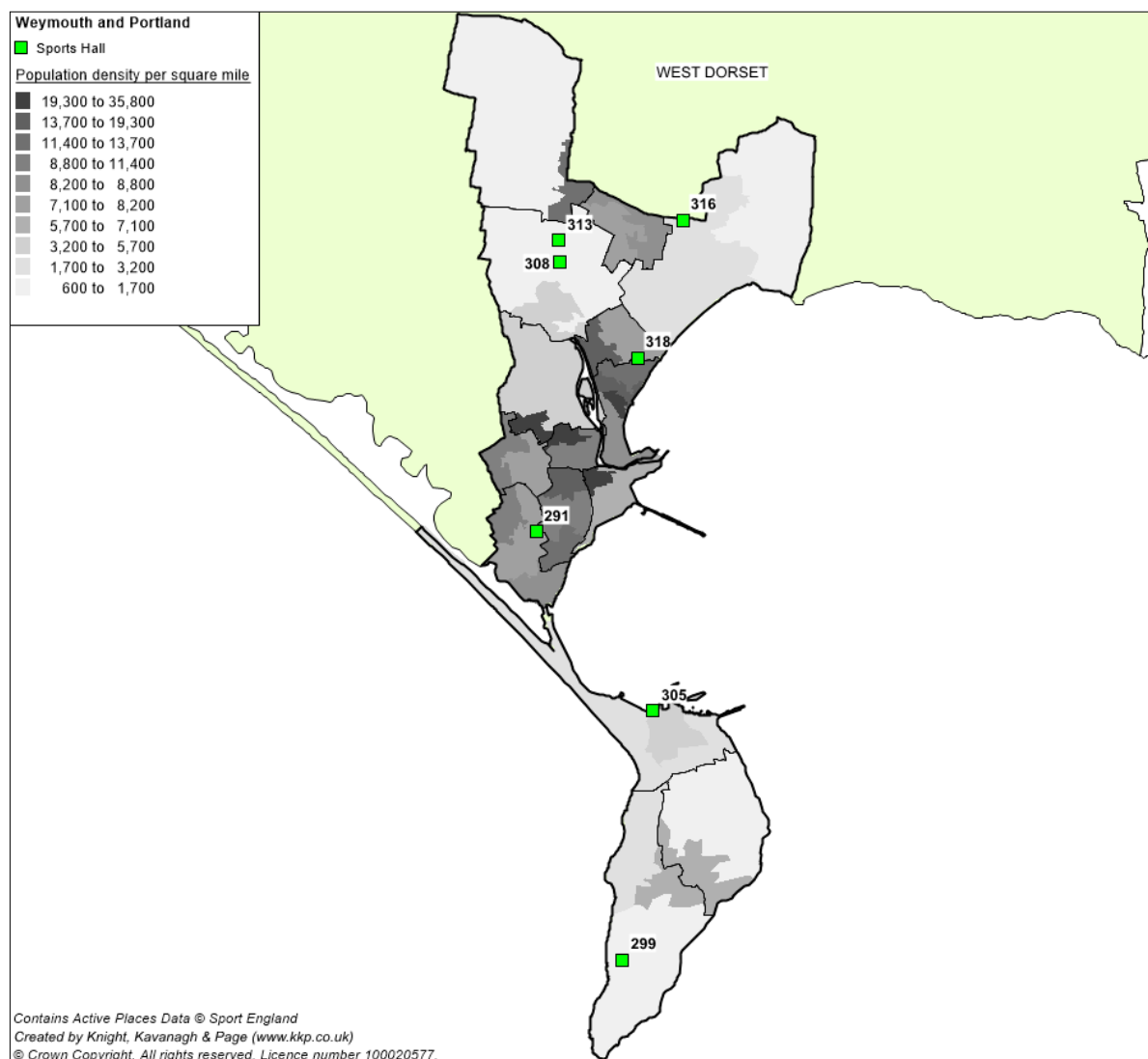
According to Active Places, Weymouth and Portland has 13 sports halls located on seven sites; a total of 34 badminton courts. All sites report offering community use. As Figure 4.1 illustrates, they are spread throughout the Borough. Half of the venues identified have two or fewer courts. While often appropriate for mat sports, exercise to music and similar provision, this is inevitably limited in terms of the range and scale of recreational and sporting activity halls with less than three courts can accommodate.

Table 4.1: All identified sports halls within the Weymouth and Portland (Active Places data)

Map ID	Site Name	Courts	Community use
291	All Saints Church Of England School	4	Yes
291	All Saints Church Of England School	1	Yes
299	Isle of Portland Aldridge Community Academy (IPACA)	4	Yes
305	Osprey Leisure Centre	4	Yes
305	Osprey Leisure Centre	0	Yes
308	Redlands Community Sports Hub	6	Yes
308	Redlands Community Sports Hub	4	Yes
308	Redlands Community Sports Hub	0	Yes
313	The Wey Valley School & Sports College	4	Yes
313	The Wey Valley School & Sports College	1	Yes
316	Westfield Arts College	0	Yes
316	Westfield Arts College	2	Yes
318	Weymouth College Sports Centre	4	Yes
Total number of courts		34	

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Figure 4.1: All sports hall in Weymouth and Portland Borough (Active Places data)



In line with ANOG methodology, this audit considers all sports halls which are greater or equal to 3+ courts. On this basis, there are seven sports halls on six sites available for community use. This is confirmed in the FPM report.

Quality and community access

A non-technical quality assessment was conducted at all 3+ court sports halls which offered community use. The level varies at each site; an issue explored later in the section. The seven community accessible halls offer a total of 30 badminton courts. Four are located on education sites, limiting community use to weekends and evenings, and three offer community use throughout the day. All were available for a non-technical assessment. IPACA was assessed as good with Weymouth Sports College above average with the remainder being below average. The following is a brief overview of each site:

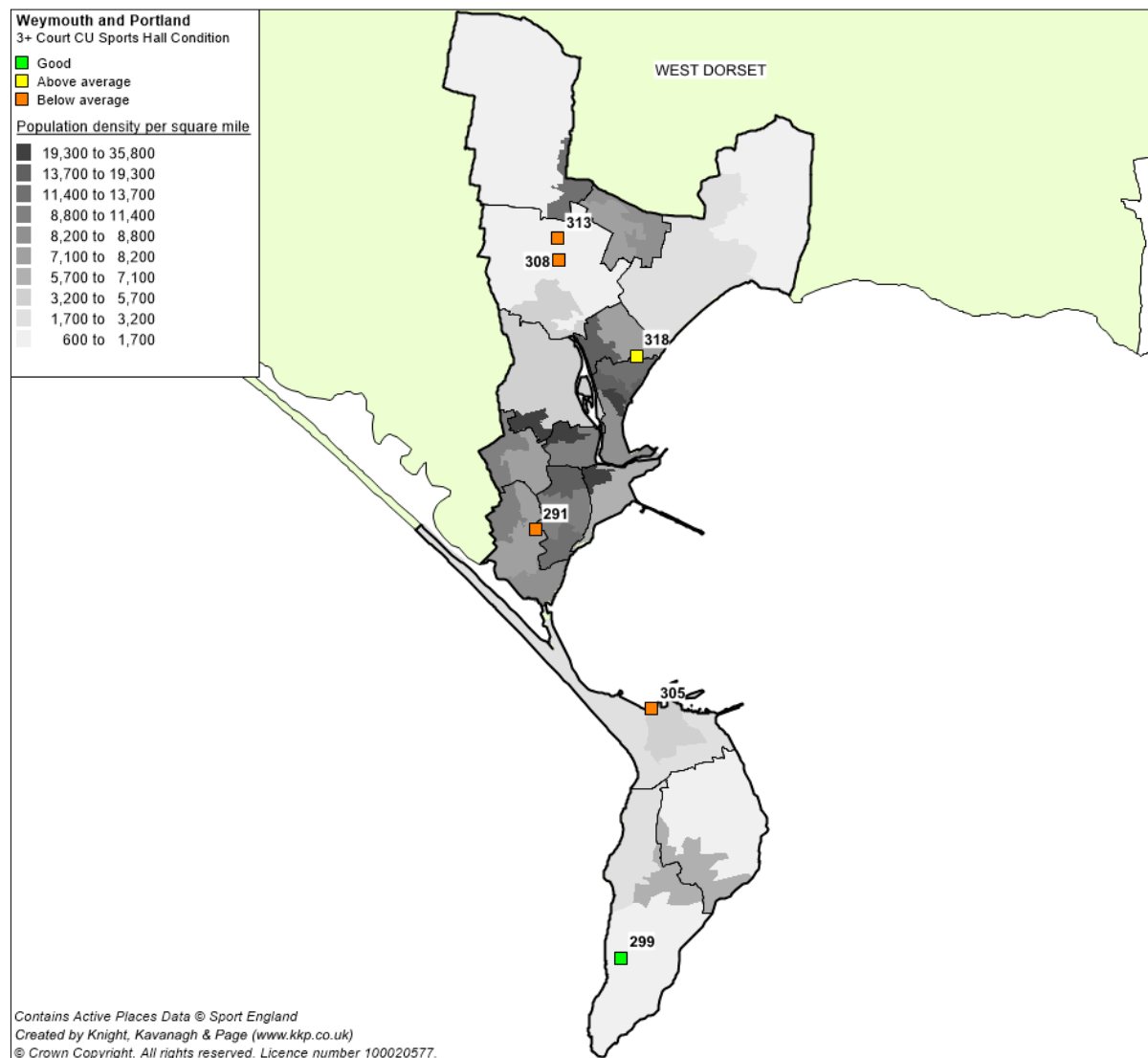
- ◀ All Saints Church Of England School was built in 2006, but has had no recent investment. No investment is planned in the immediate future.
- ◀ IPACA is a new facility, opened in September 2016 as part of the School's relocation.

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- Osprey Leisure Centre was built in 1985 and is the site of a former Royal Navy fitness facility. The sports hall was refurbished in 2007.
- Redlands Community Sports Hub has two community accessible halls. Both were built in 1961 and both underwent major refurbishment in 1999, which included new floors, better equipment and lighting. There has been no investment since, and there is no planned investment.
- The Wey Valley School and Sports College sports hall was built in 1995 and underwent an upgrade in 2005. There is no planned investment for the hall.
- Weymouth College Sports Centre was built in 1979 and underwent an upgrade in 1994. There is no planned investment for the hall.

The FPM highlights that the attractiveness of Sports Halls in Weymouth and Portland is 42%; below the County's attractiveness assessment of 60%. This is reflective of KKP's assessment, as five of the seven are rated below average. The FPM highlights a need to modernise sports halls to retain and increase usage by Weymouth and Portland residents.

Figure 4.2: Sports halls (3+ Courts) in Weymouth and Portland Borough by condition



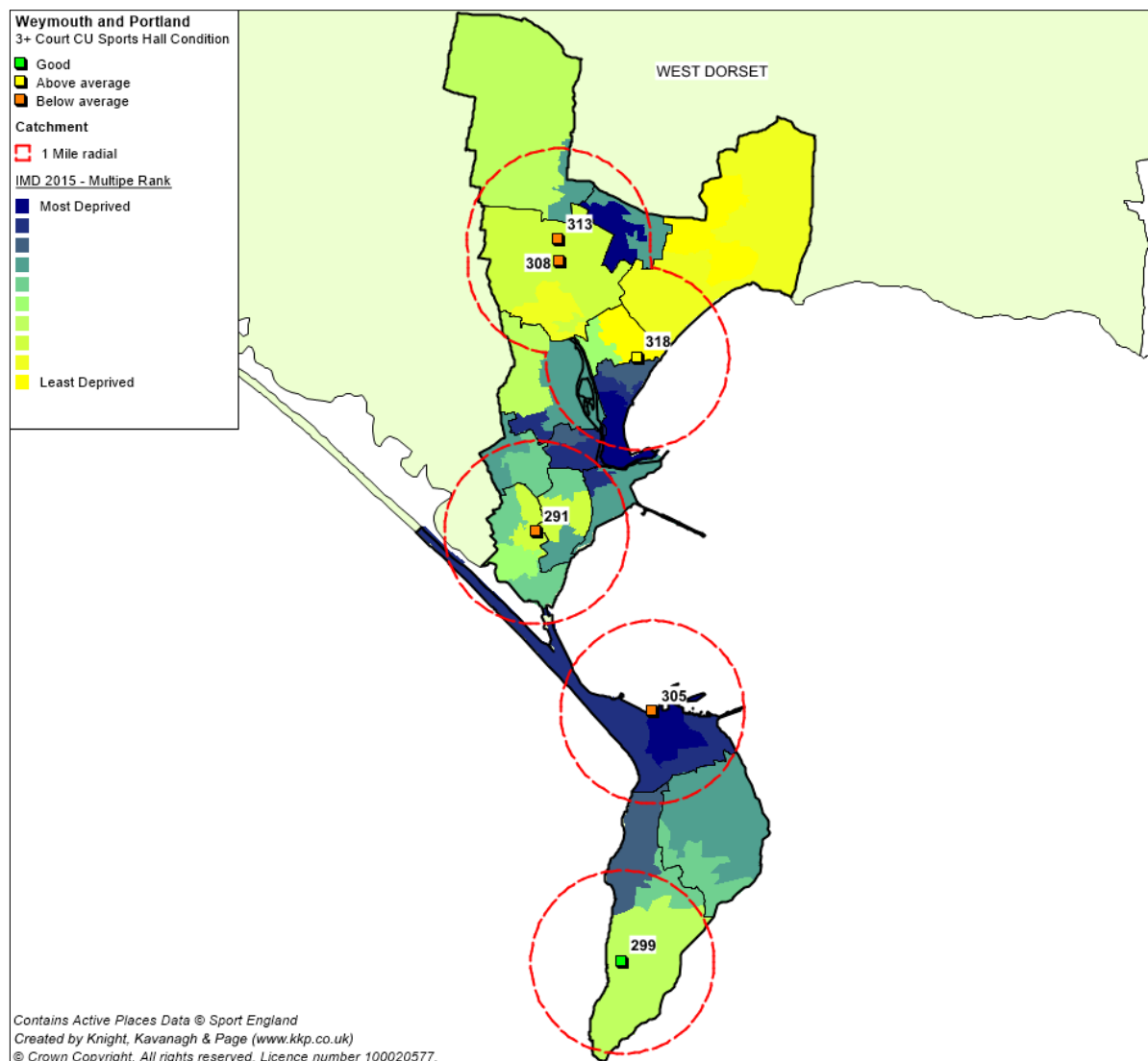
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Table 4.2: Sports halls (3+ Courts) in Weymouth and Portland Borough by condition

Map ID	Site Name	Courts	Assessment Condition	
			Sports hall	Changing rooms
291	All Saints Church Of England School	4	Below average	Below average
299	IPACA	4	Good	Good
305	Osprey Leisure Centre	4	Below average	Below average
308	Redlands Community Sports Hub	6	Below average	Below average
308	Redlands Community Sports Hub	4	Below average	Below average
313	The Wey Valley School & Sports	4	Below average	Below average
318	Weymouth College Sports Centre	4	Above average	Above average
Total		30		

Accessibility

Figure 4.3: Sports halls with 20 minutes' walk of 3+ court sports halls set against IMD



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Three quarters (74.7%) of the population live within a 20-minute walk of a 3+ court sports hall although those who reside in the north of the Borough are generally outside this. A large area in Portland (between Osprey and IPACA) is also outside the sports hall catchment.

Research also identifies that people living in deprived areas are less likely to participate in sport (due to reasons such as, for example, cost and access). Having sports facilities within a suitable distance (20-minute walk time) is important to ensure all residents have access. Nearly one quarter of residents (22.7%) in Weymouth and Portland, live in what are defined as the most deprived areas. Of these, 75% (11,068 people) live within a mile of a community accessible sports hall.

One area outside the 20 minutes radial catchment but which has some higher levels of deprivation is between All Saints Church of England School (Map ref: 291) and Weymouth College Sports Centre (Map ref 381).

Table 4.3: Percentage of population within 20 mins walk time of sports halls

IMD 2015 10% bands	Weymouth and Portland		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	6,355	9.9%	5,517	8.6%	838	1.3%
10.1 - 20	8,213	12.8%	5,551	8.7%	2,662	4.2%
20.1 - 30	5,059	7.9%	3,322	5.2%	1,737	2.7%
30.1 - 40	12,774	20.0%	9,492	14.8%	3,282	5.1%
40.1 - 50	9,698	15.1%	9,537	14.9%	161	0.3%
50.1 - 60	3,129	4.9%	3,129	4.9%	0	0.0%
60.1 - 70	5,354	8.4%	1,598	2.5%	3,756	5.9%
70.1 - 80	5,245	8.2%	5,245	8.2%	0	0.0%
80.1 - 90	4,696	7.3%	2,493	3.9%	2,203	3.4%
90.1 - 100	3,499	5.5%	1,934	3.0%	1,565	2.4%
Total	64,022	100.0%	47,818	74.7%	16,204	25.3%

4.2 Facilities Planning Model

Sport England's FPM report provides an overview of the current and future level of provision of sports halls in Weymouth and Portland. The assessment uses FPM plus data from the National Facilities Audit run as of January 2016. The runs described here model the position in 2016 (Run 1) and what it estimated that the future position will be in 2031 (Run 2).

- ◀ In 2016 (Run 1) the FPM confirms that there are eight sports halls across six sites in Weymouth and Portland and suggests that this is not expected to change by 2031, with supply remaining the same. They supply a total of 7292 vpwpp (visits per week in the peak period). In 2031 (Run 2), in the Model, supply remains the same (total supply - 32 courts) but reduces to an effective supply of 26 available for community use.
- ◀ This differs from the KKP audit, which identified 13 sports halls across seven sites which will affect the calculations highlighted above.
- ◀ The FPM also calculates the attractiveness of facilities at 42%. By 2031, the attraction of facilities (assuming no investment) will have decreased significantly as they age.

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- Current (2016) supply is greater than demand in Weymouth and Portland by the equivalent of nine badminton courts. The FPM identifies that demand for sports halls will increase to 17.4 by 2031. This means that supply will remain greater than demand.
- WPBC has five badminton courts per thousand population in 2016 decreasing to 4.7 courts in 2031, based on population growth and changes in sports hall demand. This is above the Dorset average of 4.9 courts per 000 population (2016) and just above it by 2031 (4.6 courts). The South West Region figures are 4.6 courts and 4.1 courts respectively.

Availability and facility management

Table 4.4 identifies the ownership and management of sports halls in WPBC. Weymouth College also manages Redlands Community Sports Hub. The College took over centre management from WPBC in 2008 with plans to redevelop the site, including a new athletics facility; however, due reportedly to funding constraints this has yet to materialise. Wey Valley School and Sports College is the only site which has outsourced the management and facilitation of its sports hall; management here is undertaken by 3D Health and Fitness.

Table 4.4: Ownership and management of sports hall facilities

Site	Ownership	Management
All Saints Church Of England School (IPACA)	School Academy	In house In house
Osprey Leisure Centre	Private Company	Trust
Redlands Community Sports Hub	WPBC	Weymouth College
The Wey Valley School & Sports College	Academy	3D Health and Fitness
Weymouth College Sports Centre	Weymouth College	Weymouth College

Management methods vary. All Saints CofE School, Osprey Leisure Centre, IPACA and Weymouth College are all managed in house and have staff present to coordinate bookings.

Table 4.5: Community use of sports halls in Weymouth and Portland Borough

Availability	Site	Cts	Main sports played
Over 40 hours per week	Osprey Leisure Centre (77hrs)	4	Indoor football, indoor cricket, badminton, indoor bowls, archery, table tennis, circuit training. <i>Pay and play and block bookings available</i>
	Redlands Community Sports Hub (84 hrs)	10	Badminton, volleyball, roller hockey, martial arts, netball, short tennis, circuit training, zumba, indoor bowls (combination of both halls). <i>Pay and play and Block bookings available</i>
	Weymouth College Sports Centre (44hrs)	4	Volleyball, parkour, fitness sessions, circuits, indoor football, badminton <i>Pay and play and Block bookings available</i>
Between 20 and 40 hours per week	The Wey Valley School & Sports College (34 hrs)	4	Indoor football, indoor cricket, zumba, fitness classes, Parkour <i>Pay and play and Block bookings available</i>
	All Saints CofE School (25hrs)	4	Table tennis, netball, indoor football, rowing, archery <i>Block booking available only</i>
	IPACA (25hrs)	4	Indoor football, indoor cricket, badminton <i>Block bookings available only</i>

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Table 4.5 indicates that a variety of sports are played across the Borough, however, indoor football is played at all sites. Although this could restrict certain sports developing due to its apparent dominance, the FPM highlights used capacity in peak times of sports halls is at 42%, and operators supported this indicating that there is spare capacity during peak times to allow other sports to develop.

All sites offer block booking, with four offering pay and play options. These tend to enable greater flexibility of access. Redlands Community Sports Hub and Osprey Leisure Centre offer a more extensive pay and play option as they make the highest volume of community hours availability. Only All Saints and IPACA do not provide a pay and play option.

A snap shot survey with each site was undertaken to understand current levels of block booking based used capacity. All sites reported having spare capacity, however, the levels vary. This is supported by the FPM findings, however, not to the extent of this report. Both Redlands and Osprey have substantial spare capacity, as they offer community use all day. It must be noted that this survey was undertaken in winter, and levels do tend to change during the summer months when certain sports transfer outside.

Four of the six sites are based on education sites, so there is considerable reliance on them to maintain a community offer. This, however, cannot be guaranteed. This understanding is reiterated in Sport England's FPM report.

Neighbouring facilities

Accessibility is influenced by facilities located outside the local authority boundary.

Table 4.6 Sports halls in neighbouring authorities within a 2- mile boundary

Map ID	Active Places Site Name	Courts	Access Type	Local Authority
S1	Budmouth Community Sports Centre	4	Pay and Play	West Dorset

This applies to one facility, Budmouth Community Sports Centre. This is located on a dual use site with Budmouth College. It has strategic importance in the west of the county, as it hosts a number of key community sports. This includes the South and West Dorset Netball League, which attracts netball teams from across the west of the County of Dorset.

Figure 4.5 also identifies the one mile (20-minute walk) catchment from this facility. Analysis confirms that this catchment (highlighted in purple) includes residents in some of the most deprived areas in WPBC.

Figure 4.5 also identifies a one mile radial catchment from Budmouth Community Sports Centre. This also indicates that the catchment includes residents from some of the most deprived areas of WPBC. Figure 4.3 and Table 4.3 highlighted that 25% of the population living in areas of higher deprivation lives outwith a one mile radial catchment of community accessible sports halls. This is reduced to 13% when taking account of Budmouth Sports Centre. The FPM also states that 17% of demand is exported to facilities in West Dorset. It is expected that this site is one of the key factors in the FPMs supposition.

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Summary of supply

Sports halls are situated close to or in the main population areas of the Borough. KKP's audit identifies a total of six sites with 30 courts badminton court; all these have three or more courts. All six offer community use; however, the level varies. Only Redlands Community Sports Hub and Ospreys Leisure Centre offer access to the community throughout the day, as the other sites are on located on education sites.

Site management methods vary. Weymouth College operates the Weymouth College Sports Centre and the Redlands Community Sports Hub, Osprey Leisure Centre is managed by South Dorset Community Sports Trust, whilst a private company, 3D Health and Fitness manages Wey Valley; the remainder are managed in-house.

Of those people living in the most deprived areas of the Borough, 75% live within a 20-minute walk of a community accessible sports hall.

Budmouth Sports College is the only facility within a two mile radius of the Borough. It plays host to a number of key community sports programmes, including the South and West Dorset Netball League and looks to be a key facility for some people living in areas of higher deprivation in WPBC.

4.3 Demand

APS 9 suggests that 15.5 million people did some kind of sport once a week, every week. Although it indicated falls in levels of swimming participation it is still the most popular activity 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.

This section makes reference to the demand for specific sports and who plays as defined by the Sport England market segmentation segments. A definition of all Sport England market segmentation segments can be located in appendix 2.

Future demand

As identified earlier, it is projected that the population of WPBC will increase by 5,797 (8.85%) from 2016 to 2031. The biggest changes in the age categories are a:

- ◀ Decrease of 1,612 (-16.81%) in the number of 45-54 year olds.
- ◀ Increase of 5,799 (36.3%) in the number of 65+ year olds.

The significant population change in the Borough is among those aged 65+, who will account for over one third of the total population by 2031. This is likely to lead to different programming requirements in sports halls and increased demand for use at different times (most notably during the day).

Facilities Planning Model

Sport England's FPM is based on the calculated demand as outlined below; data is, as per the note earlier, taken from the 2016 National Run: Weymouth and Portland Profile Report. It models the interaction of facilities located outside of the Borough and, as shown in Table

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4.7, clearly indicates that the majority of users of sports halls are satisfied with the facilities and 83% of demand is retained within the Authority; the remainder travel to facilities in West Dorset. Used capacity is below the 80% threshold, which the FPM defines as being full, indicating that sports halls across the authority have the potential to nearly double capacity.

Table 4.7: Demand findings from the FPM for Run 1 and Run 2 in Weymouth and Portland

	2016 (Run 1)	2031 (Run 2)
Satisfied demand	92 %	92%
Satisfied demand retained within Weymouth & Portland	83%	83%
Exported demand goes West Dorset (17%)		
Levels of unmet demand	7.8%	7.9%
Unmet demand of residents living outside catchment of a hall	92.2%	92.1%
Used capacity	42%	43%
Imported use	8%	8%
Imported demand for Weymouth and Portland comes from West Dorset		

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

- ◀ **Play Badminton:** working with leisure operators to increase casual badminton participation, increase court usage and increase income. Supported by BE staff and national marketing and encompasses several ways to play using an audit process to identify appropriate sites and operators to work with across the regions
- ◀ **No Strings Badminton:** social pay and play weekly sessions - ideal for casual players of all abilities (ages 16+), led by a friendly, welcoming session co-ordinator.
- ◀ **Essentials:** beginners coaching courses. Learn all the badminton basics at a relaxed pace with beginners coaching sessions over 6-8 weeks, led by BE qualified coaches.
- ◀ **Battle Badminton:** casual competition leader boards; find new players (ages 18+) to play socially in matches where you pick the venue, set the rules and record your results online to earn points and rise the ranks in local and national leader-boards.
- ◀ **SmashUp!** badminton for young people. Court time for 12-16 year olds where they can get involved with fun, big hitting badminton challenges with music and mates.

To support these programmes, BE has developed Community Badminton Network areas (CBNs). These are networks of clubs, education establishments, local authorities, leisure sites, CSPs and county badminton associations supported by BE to drive up participation. Weymouth and Portland is currently classed as a CBN, with the nearest performance centres located in either Bournemouth or in Exeter. Activators are recruited within the County of Dorset via local clubs to deliver the framework programmes to both generate interest in the sport and to direct participants to clubs. There are two BE affiliated clubs in Weymouth and Portland; Wey Sports Badminton Club and Portland Red Triangle.

Wey Sports Badminton Club train at Redlands Community Sports Hub and consultation indicates that it has 26 active members. It currently runs three male teams and one female team which compete in the West Dorset League. Portland Red Triangle is a slightly smaller

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club with two teams in the West Dorset League and an active membership of 16. It trains at Portland YMCA, which is a one court sports hall. Both clubs indicate that they would like to expand through player and volunteer recruitment. If clubs could expand, consultation indicates that they could hire additional court time, if required.

Clubs also report having limited dialogue with BE and the County Association to support both club and player development. Both suggested that they would like better support for coaches and club development, to justify the current affiliation fee. As well as the affiliated clubs, a number of social groups play badminton across the Borough. These participate at both Redlands Community Sports Hub and Osprey Leisure Centre.

Table 4.8 Market segmentation/likely target audiences in Weymouth & Portland: badminton

Badminton	
◀	2.1% (1,118) of people currently play badminton and a further 1.9% (981) indicate that they would like to, giving an overall total of 4.0% (2,100).
◀	4.5% of Ben's play badminton, the largest proportion of any group playing badminton, closely followed by the Tim segment at 4.0%.
◀	Groups with the largest proportion playing badminton are Philip (14.2%) and Tim (12.7%).
◀	The groups with the most people who would like to play are Philip (12.1%) and Tim (9.2%).
◀	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.

Affiliated clubs are important to the delivery of regular participation opportunity and play a part in participation and talent programmes. Accordingly, increased club access to indoor venues (with multiple courts) is required to deliver planned outcomes for participation via programmes including satellite clubs, Premier League 4 Sport and Talent Development.

Access to secondary school indoor facilities is of prime importance as BE2 seeks to take advantage of Sport England's commitment to open up schools 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 sports facilities BE2 is continuing to encourage the development of capital projects, building facilities with multiple basketball courts for use by clubs to boost participation and drive talent outcomes.

Weymouth Basketball Club is the only NGB affiliated club in the Borough. It trains three nights a week at Budmouth College (located in West Dorset) and competes in the Solent

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Area Basketball League. It uses this facility as it offers the times the Club wants at a competitive price. Membership is currently rising and stands at 80 members, with a combination of both juniors and seniors.

It reports itself to be very proactive in the community, and currently delivers extracurricular provision at the Wey Valley School, Thomas Hardy School (Dorchester) and Budmouth College (West Dorset) to generate interest. It has a 'very good' relationship with its training facility, Budmouth College and is satisfied with its current allocation of sports hall time. It is currently seeking sponsorship from the local community to fund new equipment and kit, which will hopefully lead to increases in membership.

Table 4.9: Market segmentation/likely target audiences in Weymouth & Portland: basketball

Basketball	
◀	0.6% (302) of people currently play basketball and a further 0.4% (207) indicate that they would like to, giving an overall total of 1.0% (510).
◀	3.4% of Ben's play basketball, the largest proportion of any group playing basketball, closely followed by the Jamie segment at 2.7%.
◀	The groups with the largest proportion of the local population playing are Ben's (23.8%) and Jamie's (21.9%).
◀	The groups with the most people who would like to play are Jamie (28.5%) and Tim (18.4%).
◀	The main group to target, for additional players due to size and interest is, therefore Jamie.

Gymnastics

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

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

There is, however, no geographic focus to 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 a large demand for more gymnastics opportunities 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 anecdotally reporting waiting lists into several hundreds.

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

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

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

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There are no affiliated clubs in WPBC; however Redlands Community Sports Hub in partnership with Wey Valley School delivers junior beginner sessions every Saturday at the School, which are reportedly very popular. The nearest affiliated club is in Dorchester.

Table 4.10: Market segmentation/ target audiences in Weymouth & Portland: gymnastics

Gymnastics and trampolining
<ul style="list-style-type: none"> ◀ 0.2% (107) of people currently take part in gymnastics and trampolining and a further 0.1% (77) indicate that they would like to, giving an overall total of 0.4% (185). ◀ 0.7% of Chloe's take part in gymnastics and trampolining, which is the largest proportion of any group taking part, closely followed by the Leanne segment at 0.5%. ◀ The groups with the largest proportion of the local population taking part in gymnastics and trampolining are the Chloe (11.2%) and Ben (8.4%). ◀ Groups with the most people who would like to take part are Chloe (14.3%) and Leanne (14.3%). ◀ The main group to target, for additional players due to size and interest is, therefore Chloe.

Netball

England Netball is working to deliver a wide range of netball products to achieve its 10:1:1 vision and the netball county of Dorset is a priority area. The vision is broken down into the following segments:

- ◀ 10 – grow participation in the game by an average of 10,000 participants per annum.
- ◀ 1 – deliver a 1st class member and participant service.
- ◀ 1 – establish England Netball as the number one team in the world by Winning the World Netball Championships.

Each authority within England is ranked based on the opportunities available to play Netball. Dorset is a priority area with a specific focus on youth participation. The NGB works with all schools in the County to ensure that netball is delivered as a core sport in both KS2 and KS3. Its development pathway is set up so that girls who excel in satellite clubs progress to the County Academy. Regional satellite academies are located at:

- ◀ Blanford Forum- Bryanston School
- ◀ Weymouth Academy- Budmouth SC
- ◀ Poole- Canford Sports Centre
- ◀ Bournemouth- Sir David English LC.

Weymouth Junior Netball club is the only affiliated club in the Borough. It has 40 members, and accommodates girls aged 11-16 years. It trains every Saturday at Budmouth College (West Dorset) and competes in the South and West Dorset League and the Poole Junior League. It trains outside the authority as Budmouth has the times it requires and the site has an affinity with the sport, as it hosts the local netball league. Its key challenge is volunteers to assist with training and supporting teams. A significant number of matches is played in Poole and Bournemouth. Encouraging volunteers to take players to matches is difficult as the Club cannot afford to pay for a coach. (There are no affiliated senior clubs in the Borough).

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Table 4.11: Market segmentation/ target audiences of netball in Weymouth and Portland

Netball	
◀	0.4% (207) of people currently play netball and a further 0.4% (189) indicate that they would like to, giving an overall total of 0.8% (397).
◀	2.2% of Leanne's play netball, closely followed by the Chloe (1.9%) ¹ .
◀	Groups with the largest proportion of women playing are Leanne (20.8%) and Chloe (16.4%).
◀	Groups with the most people who would like to play are Leanne (21.7%) and Chloe (16.9%).
◀	The main group to target, for additional players due to size and interest is, therefore Leanne.

Table tennis

Table tennis is strong in the Borough; a number of different clubs compete in the Weymouth and Borough Table Tennis League. Key clubs include Preston Table Tennis Club, which trains and hosts matches at Westfield Arts College. The League, which is a not for profit organisation, coordinates competition and supports the development of the sport via a series of community based participation sessions. These are aimed at the whole community, however, a specific junior session is delivered at All Saints Church of England School. They are reportedly very popular, with an average of 30 people attending per session.

Table 4.12: Market segmentation/target audiences -table tennis in Weymouth and Portland

Table Tennis	
◀	0.5% (250) of people currently play table tennis and a further 0.2% (123) indicate that they would like to, giving an overall total of 0.7% (374).
◀	0.7% of Ben's play table tennis, the largest proportion of any group playing; closely followed by the Philip segment at 0.7%.
◀	Groups with the largest proportion of the local population playing table tennis are Philip (14.4%) and Tim (10.0%).
◀	Groups with the most people who would like to play are Roger & Joy (15.4%) and Kev (12.2%).
◀	The main group to target, for additional players due to size/interest is, therefore Roger & Joy.

Volleyball

Volleyball England is the NGB for volleyball. Its key strategic objectives for 2013-17 are to:

- ◀ Increase volleyball APS figures by 11,060 by 2017.
- ◀ Have Volleyball England funded 80 satellite clubs operating and sustained.
- ◀ Have 275 higher and further education sessions operating and sustained.
- ◀ Have 225 adult recreational sessions operating and sustained.
- ◀ Have 450 clubs affiliated to Volleyball England.

It is keen to support development of beach volleyball in the Borough. In partnership with the WPBC and the Royal Air Force, it delivers the annual Weymouth Beach Volleyball Classic. Now in its 34th year, this large competition brings together all beach volleyball clubs across the South West. Courts are also left up during the summer months until September on the beach front, to encourage participation. This event profiles the sport and brings in valued revenue for the town; usually during the last weekend of July. There is a social volleyball league in the Borough which runs on Wednesday evenings at Weymouth Community Sports College catering for teams of a maximum of 10 players.

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Table 4.13: Market segmentation/likely target audiences of volleyball in WPBC

Volleyball
<ul style="list-style-type: none">0.4% (221) of people currently play volleyball and a further 0.1% (59) indicate that they would like to, giving an overall total of 0.5% (281).1.5% of Leanne's play volleyball, the largest proportion of any group playing, closely followed by the Jamie segment at 1.3%.Groups with the largest proportion of local people playing are Jamie (14.0%)/Leanne (13.6%).Groups with the most people who would like to play are Leanne (13.6%) and Chloe (10.2%).The main group to target, for additional players due to size and interest is, therefore Leanne.

Summary of demand

Participation rates in swimming, cycling, athletics and fitness classes are significantly above regional and national averages. A range of sports is available, including competitive clubs in table tennis and badminton. Certain clubs from the Borough (e.g., basketball and netball) use facilities in West Dorset, despite reported spare capacity in the Authority's current sports hall stock. There may be potential to establish a British Gymnastics affiliated gymnastics club at one of the leisure centres as current sessions are popular at Wey Valley School and Sports Centre. This would necessitate identifying potential leaders/coaches willing to take this on and whether spare capacity in local sports centres, is available at suitable times.

4.4 Supply and demand analysis

Supply and demand is summarised in the following points:

- There are seven 3+ courts on six sites which offer community use.
- The FPM reports a surplus equivalent to nine badminton courts; this is unlikely to change significantly up until 2031.
- The attractiveness of the majority of facilities is below average. This situation is likely to worsen as no investment is planned in any facility in the near future.
- Exported demand, i.e. people travelling outside the local authority boundary to use other facilities, is 17%. Much of this appears to take the form of basketball and netball going to Budmouth Sports Centre (it is presumed that the key factors in this are proximity, its above average condition and its competitive pricing).
- Satisfied demand, as reported by the FPM is currently 92%. This indicates that the majority of residents can access a sports hall. This reflects KKP's findings which also confirm that 75% of residents live with one mile of a sports hall.
- All sites report spare capacity for block bookings and pay and play opportunity. This is reflected by the FPM figure for average facility utilisation (42% - 2016 and 43% - 2031).

4.5 Sport England's Facilities Calculator (SFC)

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

- Facility location compared to demand.
- Capacity and availability of facilities – opening hours.
- Cross boundary movement of demand.

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- ◀ Travel networks and topography.
- ◀ Attractiveness of facilities.

Table 4.14: SFC applied to DCC data using POPGROUP software for sports halls in WPBC

	Population 2016	Population estimate 2031
DCC projections	65,457	71,251
Population increase	-	5,794
Facilities to meet additional demand	-	1.3 Courts
Cost	-	£840,403

Calculations assume that 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 1.3 badminton courts, which would have the cost equivalent of £840,403. This is unlikely to lead to 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.

4.6 Summary of sports halls in Weymouth and Portland

- ◀ The Borough has 13 sports halls (of all sizes) offering 34 courts.
- ◀ Of the 3+ court sports halls, all six sites (all seven halls) offer community use; with a total of 30 courts. One sports hall is classed as good, one above average, five below average.
- ◀ Including Budmouth Sports Centre in the calculation, 75.3% of the population live within a mile radius of a sports hall. This changes slightly to 74.7% when taking account of facilities only located within Weymouth and Portland.
- ◀ Of residents who live in the most deprived areas, 87% live within a mile of a sports hall, (when Budmouth Sport Centre is included) demonstrating relatively good access.
- ◀ All sites allow for community use. Osprey Leisure Centre and Redlands Community Sports Hub have the highest number of community available weekly hours.
- ◀ There is spare capacity across the Borough at all sites..
- ◀ A variety of different sports is played in sports halls in the Borough, with strong club presence in badminton and table tennis.
- ◀ Budmouth Sports College, (located in West Dorset) hosts a number of clubs, with many participants reportedly travelling from Weymouth and Portland..
- ◀ Gymnastics is also popular with sessions delivered at Redlands Community Sports Hub. There appears to be the potential to grow gymnastics into a club, A feasibility to investigate the potential for this is required.

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 25 m 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 20m in length and/or located at private member clubs are deemed to offer limited community use value or outcomes related to health and deprivation and are excluded.

5.2 Sport England Facilities Planning Model (FPM)

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

FPM Supply

Both runs are based upon the three swimming pools across two sites in Weymouth and one pool in Portland. These are Osprey Leisure Centre (OLC) and two pools (main and learner) at Weymouth Swimming Pool and Fitness Centre (WS&FC). All three pools are available for community use. These supply a total of 6,238 vpwpp (visits per week in the peak period). It is predicted that this will remain the same in 2031.

The FPM goes on to indicate that the attractiveness of the Weymouth and Portland swimming pools, based on their age and condition, will reduce from 60% in 2016 to 28% in 2031, reflecting the increased age of the stock. This is substantially below the County attractiveness percentages which are 73% in 2016 and 43% in 2031

Quantity

The KKP audit identified eight pools at seven sites. These are identified in Figure 5.1 and Table 5.1.

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Figure 5.1: All identified swimming pools in Weymouth and Portland including Lidos

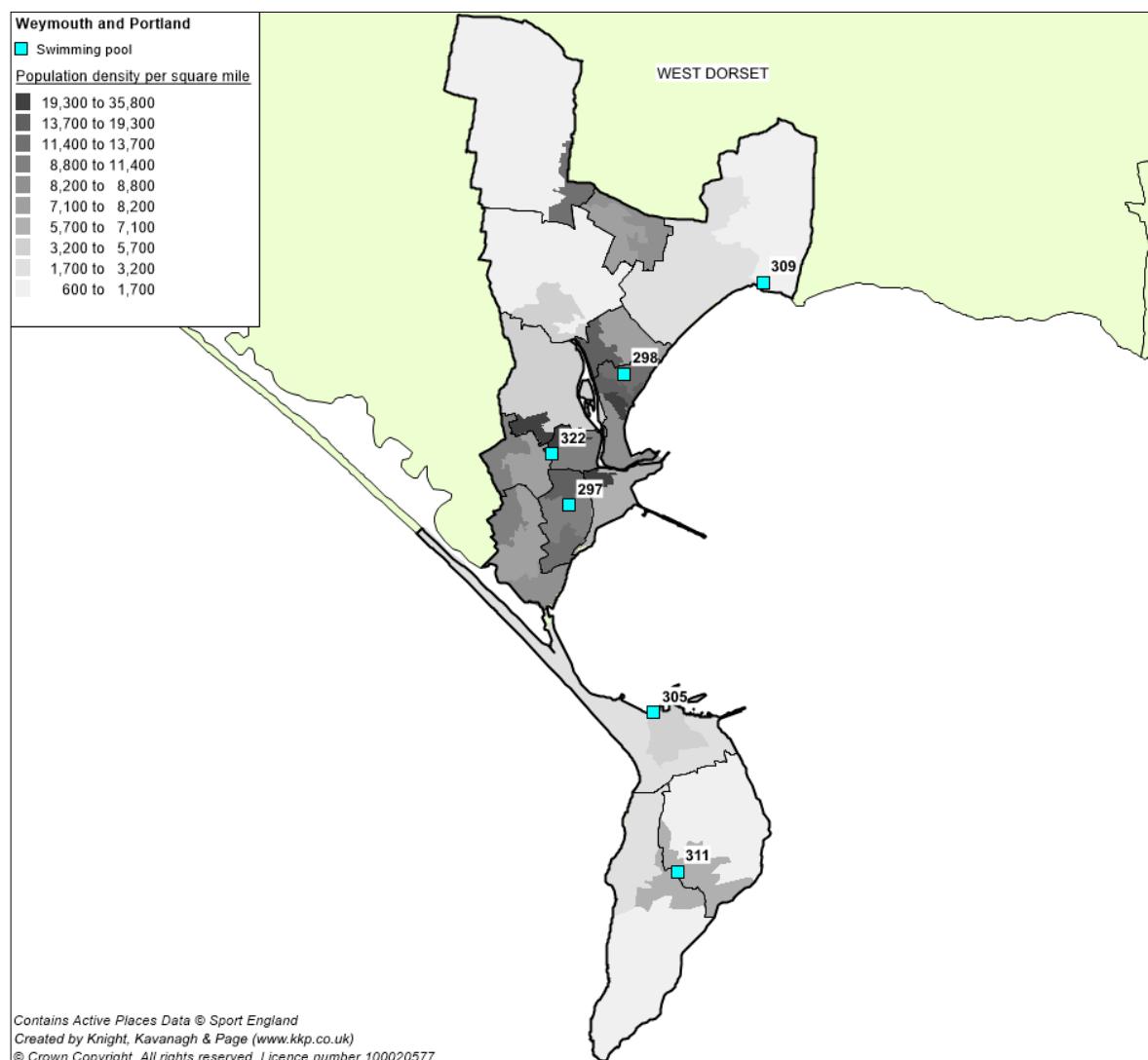


Table 5.1: All swimming pools and sites in Weymouth and Portland

Map ID	Site Name	Lanes	Length	CU*	Facility type
297	Holy Trinity Church Of England Primary	0	12	No	Lido
298	Hotel Rembrandt	0	11.5	No	Leisure Pool
305	Osprey Leisure Centre	6	25	Yes	Main/General
309	Riviera Hotel Weymouth	0	14	No	Leisure Pool
309	Riviera Hotel Weymouth	0	18	No	Lido
311	St George's Community Primary Sch.	0	15.4	No	Lido
322	Weymouth Swimming and Fitness Centre	6	25	Yes	Main/General
322	Weymouth Swimming and Fitness Centre	0	12	Yes	Learner

CU* denotes community use hours

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The swimming pools at OLC and WS&FC are identified as accessible for community use. The second pool (learner) at Weymouth Swimming and Fitness Centre, whilst smaller than those normally assessed under ANOG, is also included as this pool is used extensively, particularly for swimming lessons. Other indoor pools are excluded, as they are not available for community use and are below the requisite ANOG pool dimensions. There are several lidos in Weymouth and Portland. While acknowledging that they contribute to the swimming offer during summer months, they are not open throughout the year and are, therefore, also not considered within the audit.

The KKP audit and the FPM, therefore, concur in respect of the number and the status of community accessible swimming pools in the Borough.

Quality

As part of the assessment, KKP visits main swimming pools and completes non-technical visual assessments. This encompasses assessment of changing provision as this can also play a significant role in influencing and attracting users. The quality ratings of the two venues which allow community use are shown in Table 5.2 and Figure 5.3

Table 5.2: *Weymouth and Portland Swimming Pools with community use by condition*

Map ID	Site Name	Size	Condition	
			Pool	Changing
305	Osprey Leisure Centre	6 lanes x 25m	Below average	Below average
322	WS&FC	6 lanes x 25m	Below average	Below average
322	WS&FC	0 x 12m	Below average	Below average

A site visit to IPACA identified that the School is in the process of upgrading an existing hotel/spa pool which was part of the fabric of the former building which the School inherited. The approximate size of the pool is 20m x 8m. Consultation indicated that the suitability of the pool for community use needs to be investigated due to its size. Also, with a fairly substantial amount of work to carry out, there is no timescale as to when this pool will be opening.

Accessibility

Swimming pool accessibility is influenced by physical (i.e. built environment) and human (i.e. management) elements. Appropriate walk and drive-time accessibility standards are applied to swimming facilities to determine provision deficiencies or surpluses. The normal acceptable standard is a 20 minute walk time (1 mile radial catchment) for an urban area and a 20 minute drive time for a rural area. This enables analysis of the adequacy of coverage and helps to identify areas currently not serviced by existing provision. Figure 5.3 and Table 5.3, overleaf, highlight the following:

- ◆ Just over two fifths (42.9%) of WPBC's population lives within a mile of a community accessible swimming pool.
- ◆ Just under a quarter (22.7%) of the population live in the most deprived areas (20%).

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- Of those who live within the most deprived areas, 77% (11,258 people) live within a mile of a community accessible swimming pool.

Figure 5.3: Community accessible swimming pools (with one mile radial catchments)

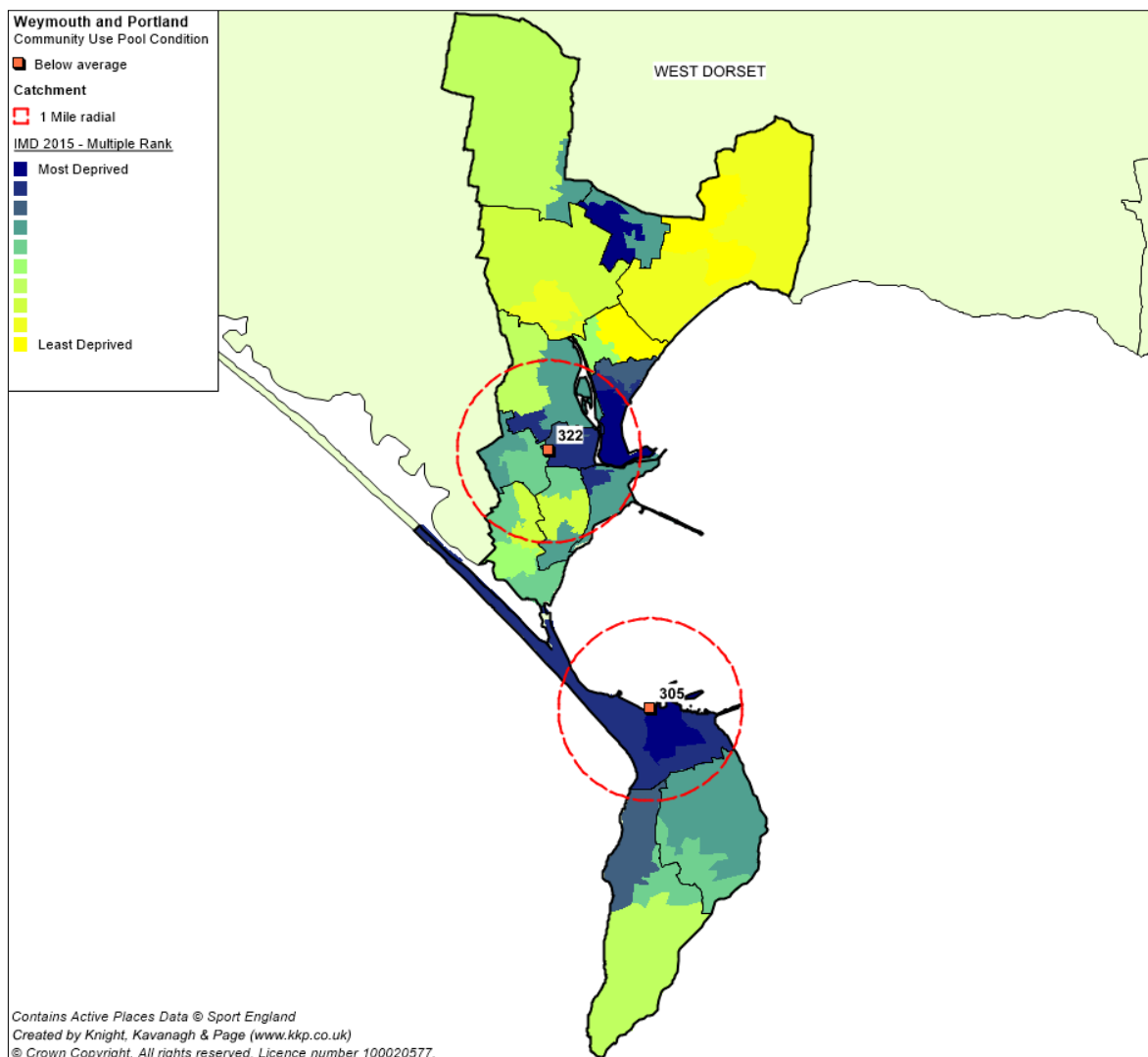


Table 5.3 Radial catchment of swimming pools using 20 minute walk on IMD

IMD 2015 10% bands	Weymouth and Portland		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	6,355	9.9%	4,400	6.9%	1,955	3.1%
10.1 - 20	8,213	12.8%	6,858	10.7%	1,355	2.1%
20.1 - 30	5,059	7.9%	2,107	3.3%	2,952	4.6%
30.1 - 40	12,774	20.0%	5,755	9.0%	7,019	11.0%
40.1 - 50	9,698	15.1%	4,392	6.9%	5,306	8.3%
50.1 - 60	3,129	4.9%	34	0.1%	3,095	4.8%
60.1 - 70	5,354	8.4%	922	1.4%	4,432	6.9%
70.1 - 80	5,245	8.2%	2,994	4.7%	2,251	3.5%

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80.1 - 90	4,696	7.3%	0	0.0%	4,696	7.3%
90.1 - 100	3,499	5.5%	0	0.0%	3,499	5.5%
Total	64,022	100.0%	27,462	42.9%	36,560	57.1%

There is an area to the North of the Borough (Littlemore), on the border with West Dorset which has areas of higher deprivation which are significantly outside the 20 minute walk time of a community accessible swimming pool.

Management accessibility and maintenance history

WS&FC was built in 1972 and accommodates a six lane 25 metre pool and learner pool. The Borough's Sports Facilities Strategy 2014 stated that it requires investment, particularly in terms of electrical and air handling systems. In 2015, an additional report 'Options for Weymouth Swimming Pool and Fitness Centre' opined in respect of whether WPBC should invest in the current site or consider an alternative for new provision. This concluded that a new facility would be the best option and that a new facility should incorporate; an eight lane pool, a learner pool and a viewing gallery. The current site lacks the scope to develop the provision or integrate other services such as health and education.

Everyone Active is the current operator at WS&FC. It recently signed a new 20 year lease with the Local Authority for the facility. The new lease allows it to operate the venue without having to deliver against any key performance indicators but it must take on the full repair and maintenance responsibilities of the facility. There will be an escape clause to allow both parties to exit the agreement after 10 years. WS&FC's well-attended Learn to Swim programme attracts more than 2000 young people.

Ospreys Leisure Centre (OLC) was part of a Royal Navy fitness facility which supported the naval base in Portland. It opened to the public in 2007 and is currently managed by South Dorset Community Sports Trust. In 2014, the facility underwent an upgrade to reduce running costs in an attempt to save £35,000 a year. Following a loan from the Carbon Trust, new lighting technology and a replacement air handling unit was installed in the pool. In addition, over the last four years, there has also been £140,000 invested on heating, showers and boiler improvements which have been paid for from revenue from customers.

Neighbouring facilities

The needs assessment did not identify any community accessible swimming pools within two miles of the Borough boundary.

5.3 Demand

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

Table 5.4: Demand findings from the FPM for Run 1 and Run 2 in Weymouth and Portland

	FPM 2016 (Run 1)	FPM 2031 (Run 2)
Total demand	3,957 vppw	4,089 vppw
Satisfied demand	89%	89%
Satisfied demand retained in Weymouth & Portland	87.2%	85.1%
Exported demand goes to West Dorset (13%)		

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Levels of unmet demand	12.8%	14.9%
Unmet demand: residents living outside catchment of a swimming pool	92.2%	92.1%
Used capacity	54.7%	55.1%
Imported use	8%	8%
Imported demand for Weymouth and Portland comes from West Dorset		

Table 5.4 indicates that majority of users of swimming pools in Weymouth and Portland are satisfied with the facilities and 87.2% of demand is retained within the Authority; the remainder travel to use facilities in West Dorset. There is spare capacity across the Authority, however capacity varies; Osprey Leisure Centre has approximately double the spare capacity of WS&FC.

Swim membership data

Figure 5.4 and tables 5.6 and 5.7 illustrate swimming lesson participation at WS&FC. Data was provided by Everyone Active and, thus, also incorporates detail from Blandford Leisure Centre, which it also manages. It has not been possible to disaggregate the information of the two sites completely, so analysis is based on geographic positioning. A dividing line was used to identify likely users at WS&FC compared to likely users at Blandford Leisure Centre.

Table 5.6: Breakdown of swimming lesson data at WS&FC

Category	Swimming lessons	
	Count	% of all mapped
Number of residents in WPBC participating in swimming lessons	1,511	83.8%
Participant's resident within one mile of WS&FC.	677	37.5%
Participants residents outside of WPBC	292	16.2%
Total	1,803	100.0%

Please note; figures are an estimate based on geography. Some may use Blandford Swimming Pool instead.

The data demonstrates that nearly two thirds of participants reside within the Borough, with 16.2% coming from across the boundary, mainly from West Dorset, demonstrating the local importance of the swimming lesson programme. Of residents who live within the most deprived areas of the Borough, just under one in five (19.2%) attend a swimming lesson at Weymouth Swimming and Fitness Centre.

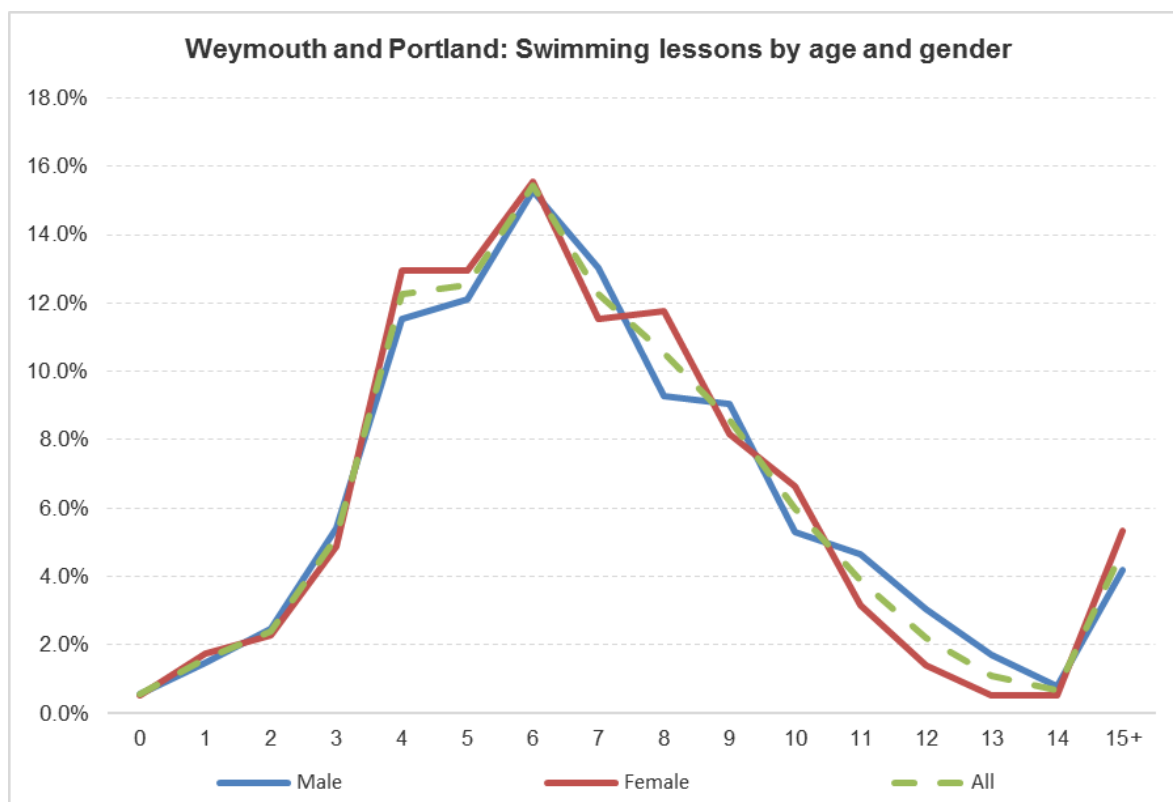
Table 5.7: Swimming lesson participants set against IMD data

IMD 2015 10% bands	Weymouth And Portland		Weymouth And Portland	
	Population in band (mid-2012)	% Population in band	Swimming lessons	% Lessons
00 - 10%	6,355	9.9%	120	7.9%
10 - 20%	8,213	12.8%	171	11.3%
20 - 30%	5,059	7.9%	126	8.3%
30 - 40%	12,774	20.0%	298	19.7%
40 - 50%	9,698	15.1%	234	15.5%

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Consultation indicated that OLC also offers swimming lessons, although the data suggests that some residents travel from Portland to participate in swimming lessons in Weymouth, which may be due to the fact that OLC does not have a learner pool and the swimming pool ranges from 1.1m to 3.5 m deep.

Figure 5.5: Gender/age distribution of swimming lessons at WSFC



NGB Consultation

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. The NGB is currently developing a national facilities strategy.

It considers all usable swimming pools in WPBC to be important for the sport and its focus is on providing adequate water space for the relevant population. Local authority pools are of particular importance to the ASA given their ability to support its key objectives to increase participation and support the talent base (club usage). There is no capital funding available from the ASA, however, by working closely with Sport England it aims to focus funding on projects which have the greatest impact on participation which benefits the sport and its clubs.

The NGB's view is that, Dorset has a current slight surplus of water space and that, in order to grow the sport this must be better utilised or become more available to clubs. Based upon participation as measured by the Active People Survey, swimming has been in sharp decline over the past 12 months. Conversely, the ASA's research with pool operators suggests that

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swimming pool throughput is growing (e.g. children's swimming lessons) however, not all of this participation counts towards the APS measure.

The ASA also supports clubs with coaching and pool time. It identifies the key challenges are to enhance club workforce development, ensure that pool operators keep hire charges at a reasonable price and to offer clubs some peak time slots to allow them to develop.

Club consultation

There are two Swim 21 ASA registered clubs in WPBC. Weymouth Swimming Club currently has 15 hours pool time at WS&FC. It would like more but its options at Weymouth are limited and it is considering opening negotiations with OLC. It has c. 300 members which consist mainly of junior members plus a small masters section. It competes in both regional and national competitions, and has one team currently in League Two of the National Arena Swimming League. As stated earlier, the current tenancy agreement with Everyone Active is due to expire. As part of the current contract, the Swimming Club has an agreed number of pool time hours. It is concerned that a new contract with the management company could reduce these and, thus affect its development. It also believes the pool's fabric is 'tired' and should be improved.

The other main swimming club in the Borough is Tornadoes of South Dorset. It has 28 hours of pool time at OLC and current membership stands at 312 members. It competes across all formats, including the National Arena Swimming League and has produced national standard swimmers. It reports that it does not have a positive relationship with management at the current Leisure Trust. It states that rental prices increase annually but are not accompanied by any improvements in the facility to justify this and reports the facility condition to be poor. The audit assumes, however, that the Club is not aware that the Trust has invested in over £140,000 on heating, showers and boilers recently.

. The Club also reports limited timetabling flexibility, with a lack of consultation undertaken to understand its needs which affects the training programme. In summary, it would like the Trust to be more accommodating and have a flexible approach, as it believes itself to be the Trust's main client.

Both clubs would like to increase their volunteer workforces to support development.

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

Swimming
<ul style="list-style-type: none"> ◀ 13.5% (7,052) of people currently swim and a further 13.5% (7,067) indicate that they would like to, giving an overall total of 27.0% (14,120). ◀ 25.3% of Alison's swim, the largest proportion of any group, closely followed by Chloe (24.1%). ◀ Groups with the largest proportion of local people are Roger & Joy (9.4%) and Elaine (9.1%). ◀ Groups with the most people who would like swim are Jackie (9.9%) and Elaine (9.3%). ◀ The main group to target, for additional swimmers due to size and interest is, therefore Jackie.

5.4 Supply and demand analysis

Supply and demand analysis indicates the following:

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- ◀ The FPM indicates a supply for swimming pools in Weymouth (2016 run) of 6,238 vpwpp and demand of 3,957 vpwpp. Supply will remain the same in 2031, however demand will increase to 4,089.
- ◀ The attractiveness of facilities in the Borough will decrease, due to age.
- ◀ Average facility utilisation in WPBC is 54.9% in 2016; increasing slightly to 55.1% in 2031.
- ◀ Used capacity varies in the Borough, with OLC quoted as being at 36% and WFP&FC at 75% in 2016.

5.5 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 Weymouth and Portland (by 2031) by 1.12 lanes at a cost of £1,026,093. This is, however, unlikely to lead to demand for additional pools as the audit and assessment identifies spare capacity, both now and in 2031, in existing pools. A flexible approach to programming to meet the needs of the population will be important.

Table 5.6: SFC applied to DCC data using POPGROUP software in Weymouth and Portland

	Population 2016	Population estimate 2031
DCC projections	65,457	71,251
Population increase	-	5,794
Facilities to meet additional demand	-	1.12 lanes: 0.29 pools
Costs	-	£1,026,093

5.6 Summary of swimming pools in Weymouth and Portland

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

- ◀ There are three community accessible pools on two sites in Weymouth and Portland.
- ◀ IPACA is currently upgrading a swimming pool on site, however, it unknown whether this will be available for community use.
- ◀ All swimming facilities are currently rated as below average.
- ◀ The FPM suggests facility quality will continue to deteriorate until 2031.
- ◀ The future of swimming provision needs to be considered in Weymouth due to the age and condition of WS&FC.
- ◀ 75% of residents of the most deprived areas, live within a 20 minute walk of a swimming pool.
- ◀ There are no community accessible swimming pools close to the Borough boundary, highlighting the importance of the current stock.
- ◀ Used capacity (2016) is 36% at OLC and 75% at WS&FC. This suggests that there is substantially greater capacity at OLC.
- ◀ Weymouth Swimming Club and Tornadoes of Dorset are the key swimming clubs in the Borough
- ◀ WS&FC has a very popular Learn to Swim programme, which attracts young people from across the Borough plus residents of West Dorset and on the Isle of Portland.
- ◀ The Council's has leased WS&FC to Everyone Active for a further 20 years, beginning April 2017.

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- ◀ Weymouth Swimming Club would like to increase its pool time at WS&FC. The Club should consider early morning sessions due to the availability at this time.
- ◀ Tornadoes of Dorset Swimming Club reports the increase in pool hire costs is affecting the development of the Club.

SECTION 6: HEALTH AND FITNESS SUITES

For the purposes of assessment health and fitness stations are normally defined as 20 stations or more, in accordance with Sport England methodology. A station is a piece of static fitness equipment; larger health and fitness centres with more stations are generally able to make a more attractive offer to both members and casual users. They can provide a valuable way to assist people of all ages, ethnicities and abilities to introduce physical exercise into their daily lives with the obvious concomitant benefits to health, fitness and wellbeing.

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

According to the 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 is a member of a gym. The influential low cost market with its large membership numbers, online joining, 24/7 opening hours and low price points has continued to expand rapidly and drive the growth in the industry

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 32% of private sector memberships. For the first time, a low cost fitness operator; Pure Gym, is the UK's number one. It has added 60 clubs over the last 12 months taking it past 150.

6.1: Supply

Quantity

There are currently 10 health and fitness suites in WPBC offering a total of 362 stations. Some sites place some restrictions with regard to membership/registration fees or are not available to the public on a pay and play basis. The majority of the facilities are located in the town of Weymouth, with only one located on the Isle of Portland.

Figure 6.1 illustrates the fact that the north of the Borough is much better served by health and fitness facilities than the south. A number of facilities are located in the Local Authority's suburbs including, for example, Mission Fitness, The Wey Valley School & Sports College and Osprey Leisure Centre.

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

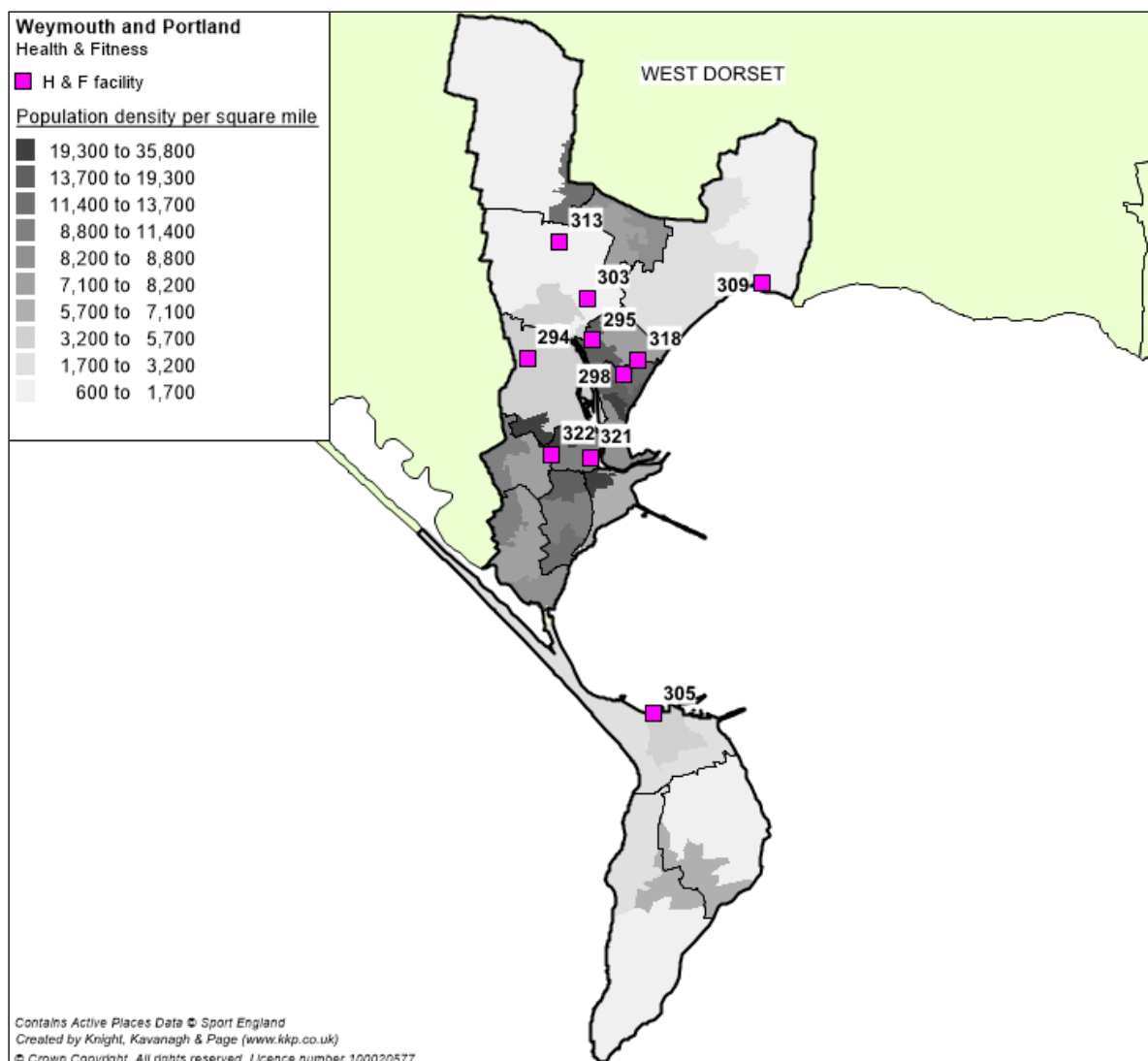


Table 6.1: All health and fitness suites in Weymouth and Portland

Map ID	Site name	Stations
294	Fitness World Ltd	80
295	Future Physiques	70
298	Hotel Rembrandt	16
303	Mission Fitness	45
305	Osprey Leisure Centre	32
309	Riviera Hotel Weymouth	7
313	The Wey Valley School & Sports College	38
318	Weymouth College Sports Centre	24
321	Weymouth Squash & Fitness Centre*	n/a
322	Weymouth Swimming & Fitness Centre	50
Total		362

*This site is not currently open and the audit was unable to clarify the number of stations on site

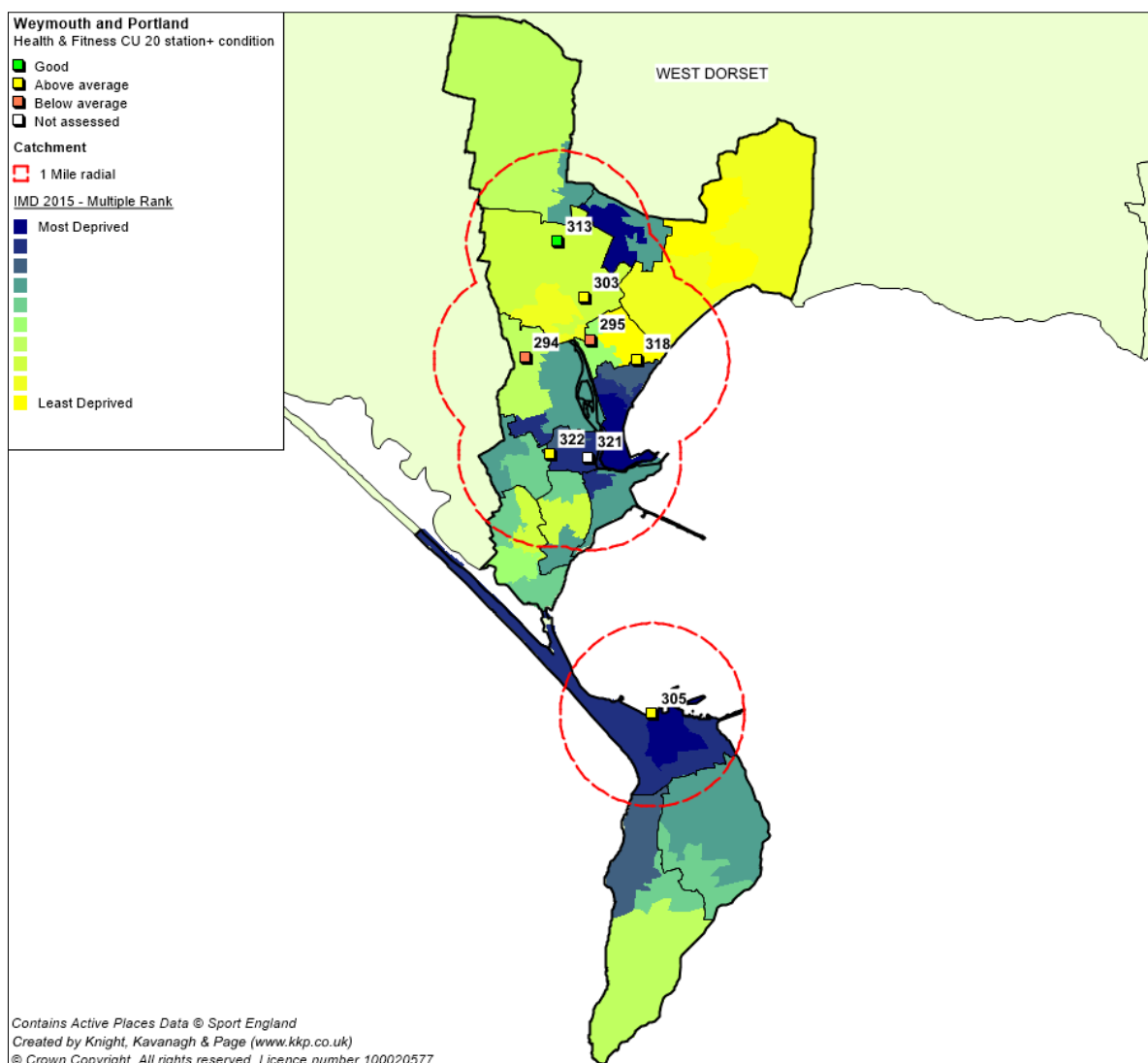
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Quality and accessibility

A non-technical assessment took place at all facilities which contained 20 stations or more. This results in a revision of the number of community accessible stations to 339. Figure 6.2 and Table 6.2 identify the quality and accessibility of the sites as per the assessments undertaken in December 2016.

Appropriate walk and drive-time accessibility standards are applied to health and fitness suites to determine provision deficiencies or surpluses. The normal acceptable standard is a 20 minute walk time (one mile radial catchment) for an urban area and a 20 minute drive time for a rural area. Figure 6.2 illustrates the 20 minute walk time catchment from each health and fitness facility in WPBC and the deprivation breakdown within that catchment.

Figure 6.2: Community accessible health & fitness suites 20 minute walk time catchments



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Quality

Wey Valley School and Sports College (3D Fitness) is the only facility identified as good. Four are rated above average with two below average (Future Physiques and Fitness World).

Table 6.2: Quality of health & fitness suites (c.20+ stations) in Weymouth and Portland

Map ID	Site name	Stations	Payment type	Condition
294	Fitness World Ltd	80	Pay and Play	Below average
295	Future Physiques	70	Pay and Play	Below average
303	Mission Fitness	45	Pay and Play	Above average
305	Osprey Leisure Centre	32	Pay and Play	Above average
313	Wey Valley School & Sports College	38	Reg. mem*	Good
318	Weymouth College Sports Centre	24	Pay and Play	Above average
322	Weymouth Swimming & Fitness Centre	50	Pay and Play	Above average
Total		339		

*Registered membership

Table 6.3 Quality rating of health and fitness suites in Weymouth and Portland

Quality rating of assessed health and fitness suites				
Good	Above average	Below average	Poor	Not assessed
1	4	2	0	0

Accessibility

Table 6.4. Community accessible health and fitness suites set against IMD

IMD 2015 10% bands	Weymouth and Portland			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	6,355	9.9%	6,355	9.9%	0	0.0%
10.1 - 20	8,213	12.8%	7,574	11.8%	639	1.0%
20.1 - 30	5,059	7.9%	3,618	5.7%	1,441	2.3%
30.1 - 40	12,774	20.0%	10,083	15.7%	2,691	4.2%
40.1 - 50	9,698	15.1%	4,392	6.9%	5,306	8.3%
50.1 - 60	3,129	4.9%	1,885	2.9%	1,244	1.9%
60.1 - 70	5,354	8.4%	2,015	3.1%	3,339	5.2%
70.1 - 80	5,245	8.2%	5,001	7.8%	244	0.4%
80.1 - 90	4,696	7.3%	2,555	4.0%	2,141	3.3%
90.1 - 100	3,499	5.5%	1,935	3.0%	1,564	2.4%
Total	64,022	100.0%	45,413	70.9%	18,609	29.1%

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Figure 6.2 and Table 6.4 highlight that:

- ◀ Just under one quarter (22.7%) of the population lives in the most deprived areas (using 20% IMD).
- ◀ Of these, 96% (13,929) live within a 20 minute walk of a health and fitness facility.

The majority of residents (96%) of the most deprived areas thus have good access to a health and fitness centre.

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. It is acknowledged that even some of the memberships which might be considered expensive do offer access to different market segments, suggesting that they may ease pressure on the more accessible facilities. A breakdown of membership choices is illustrated in Table 6.5. All identified facilities in Weymouth and Portland, apart from 3D Fitness, offer a pay and play option. Table 6.6 lists the monthly fees sub-divided into three price categories.

Table 6.5: Payment types for health and fitness facilities in Weymouth and Portland

Site name	Pay & play	Monthly	12 months
Fitness World Ltd	Y	Y	Y
Future Physiques	Y	Y	
Mission Fitness	Y	Y	
Osprey Leisure Centre*	Y	Y	Y
The Wey Valley School & Sports College (3D Fitness)	N	Y	Y
Weymouth College Sports Centre	Y	Y	Y
Weymouth Swimming & Fitness Centre*	Y	Y	Y

**Both Osprey Leisure Centre and Weymouth Swimming & Fitness Centre monthly and annual gym membership includes access to the pool during both peak and off peak periods.*

Table 6.6: Monthly Gym Membership Prices in Weymouth and Portland

Monthly price band	Facility
< £20.00	Fitness World The Wey Valley School and Sports College (3D Fitness)
£21.00-£30.00	Weymouth College Sports Centre Osprey Leisure Centre Mission Fitness
>£30.00	Future Physiques Weymouth Swimming and Fitness Centre

Wey Valley School offers the cheapest monthly membership at £19.00. This is closely followed by Fitness World at £20.00 per month. Interestingly, the facility at Wey Valley

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School & Sports College is the only one rated as good; it thus offers a good facility at a very reasonable price.

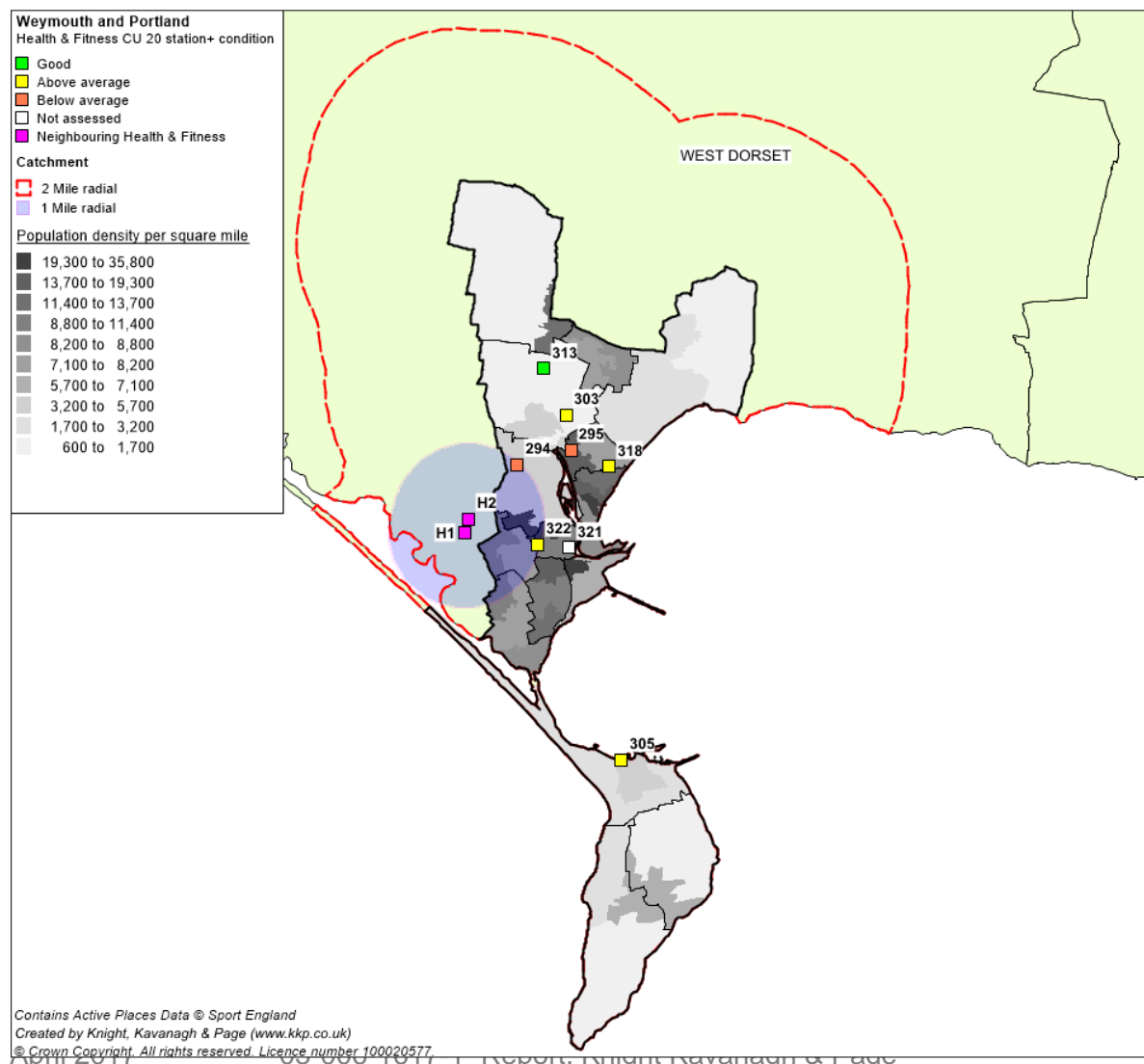
WS&FC is the most expensive venue with a monthly membership fee of £33.25. WS&FC and Weymouth College Sports Centre offer joint membership options; these allow a second person a cheaper monthly fee when joining together. These charges are £26.50 and £25.00 respectively. The site also offers a young adults membership package, for people aged 11 to 17 for a monthly fee of £13.00.

Access to health and fitness facilities in Weymouth and Portland appears to be very reasonable in comparison to the rest of the country. It is not uncommon to find an average price of between £25.00 and £35.00 per month. Most WPBC facilities are either within or below this range. There does not appear to be a 'high end' offer, such as a David Lloyd or Hotel and Spa, which can also reach out to different market segments.

Neighbouring facilities

Accessibility is influenced by facilities within easy reach of the Authority boundary. Figure 6.3 and Table 6.7 indicate fitness suites with 20+ stations within a two mile drive of WPBC.

Figure 6.3: Facilities within 2 mile boundary of WPBC with condition.



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Table 6.7: Health and fitness suites within a two mile radial of the WPBC boundary

Map ID	Active Places Site Name	Stations	Access Type	Local Authority
H1	Budmouth Community Sports Centre	35	Pay & Play	West Dorset
H2	New Body	100	Pay & Play	West Dorset

The two health and fitness facilities within a two miles of the Borough boundary are both located to the west. The largest is New Body with 100 stations; it offers monthly and annual membership options. Budmouth Community Sports Centre has 35 stations and offers; pay and play, monthly and annual membership options. Both provide good access to residents living in the west of Weymouth.

6.2: Demand

Health and fitness is very popular in Weymouth and Portland, appealing to men and women across a range of age groups. It is the most popular sport in the top three Sport England market segmentation categories (Pub League Team Mates: 10%, Retirement Home Singles: 13%, Older Working Women: 15%). The national figure for participation (UK penetration rate) in the UK is 14% (used in the model below). To identify adequacy of provision quantity, a demand calculation based upon the assumption that 'UK penetration rates' will increase slightly in future is applied. Population increases are also factored in to enable a calculation of whether current supply will meet future demand.

Table 6.8: UK penetration rates; health/fitness in Weymouth & Portland (DCC data using POPGROUP software)

	Curent (2016)	Future (2031)
Adult population	65,457	71,251
UK penetration rate	14%	15%
Number of potential members	9,164	10,688
Number of visits per week (1.75/member)	16,037	18,704
% 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%)	267	312
Comfort factor (1.5)	400	468

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

According to UK penetration rates there is a current need for 400 stations across Weymouth and Portland. This is expected to grow to 468 by 2031 (this takes account of a comfort factor - particularly at peak times).

When comparing the number of community accessible stations currently available (339), the market appears to have an undersupply of c. 130 based on the calculations above. This is projected to increase to an undersupply of c.150 stations by 2031. This is an overview of the area and does not take account of specific geographic locations. The under supply is likely to reduce when Active Fitness opens in Weymouth (January 2017). It was not, at the point when the audit was conducted, possible to ascertain the numbers of stations this will house;

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Table 6.9: Breakdown of fitness membership at WS&FC

Membership of WS&FC	Fitness members	
	Count	% of all mapped
Weymouth and Portland residents	739	90.8%
Members who live within one mile of WS&FC	493	60.6%
Residents from outside the Borough	75	9.2%
Total	814	100.0%

Please note; figures are an estimate based on geography (some may use Blandford Leisure Centre).

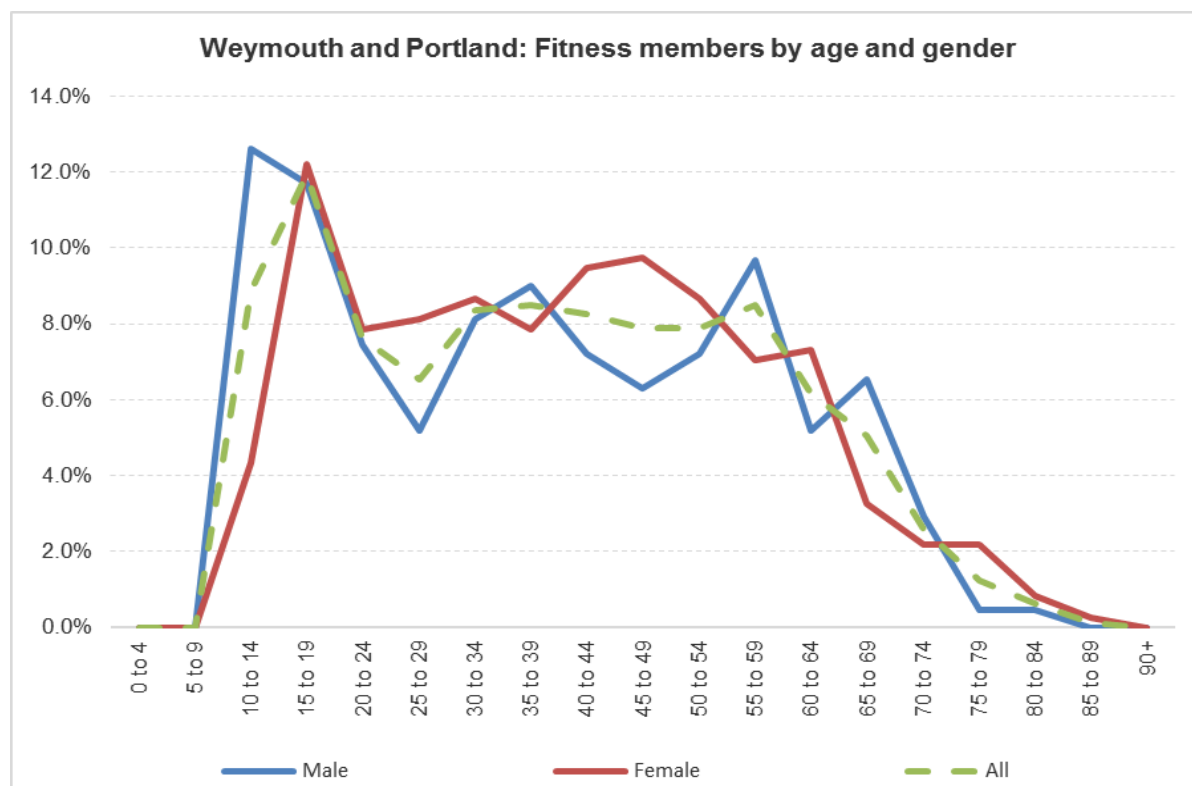
Table 6.10: Breakdown of fitness membership against IMD data

IMC 2015 10% bands	Weymouth and Portland		Weymouth and Portland	
	Population in band (mid-2012)	% Population in Band	Other members	% Members
00 - 10%	6,355	9.9%	70	9.2%
10 - 20%	8,213	12.8%	145	19.2%
20 - 30%	5,059	7.9%	59	7.8%
30 - 40%	12,774	20.0%	155	20.5%
40 - 50%	9,698	15.1%	135	17.8%
50 - 60%	3,129	4.9%	27	3.6%
60 - 70%	5,354	8.4%	25	3.3%
70 - 80%	5,245	8.2%	65	8.6%
80 - 90%	4,696	7.3%	41	5.4%
90 - 100%	3,499	5.5%	35	4.6%
Total	64,022	100.0%	757	100.0%

Table 6.10 identifies that the majority of members (90.8%) reside in the Borough. Only c.10% travel from other areas, mainly West Dorset. It is assumed that residents who live on the Isle of Portland use Osprey Leisure Centre as there are very few on Portland who use the site in Weymouth. Data also demonstrates that 28.4% of members who attend the facility reside in the 20% most deprived areas of the Borough

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Figure 6.5: Fitness membership data by age and gender



The highest proportion of members is aged 10-20 years. This may be because of the young adult membership packages on offer (identified earlier). Boys tend to join earlier than girls, although overall membership numbers are comparable. There is a decline in membership for both male and females in their 20s, although there does appear to apply more to more women than men. The numbers fluctuate thereafter with more men than women being members in their 50's. Not surprisingly, there is continuous decline in the number of members as people get older, with the steepest fall taking place from ages 69- 79 years.

6.4 Dance studios

Dance studios are a very important element of the wider health, fitness and conditioning market. They vary in size, shape, quality of changing, access to sprung wooden floors etc. There appears to have been an increase in the numbers of people accessing fitness classes as identified in the fitness and conditioning element of Sport England's APS. The type of activity offered also varies massively between more passive classes such as pilates and yoga to the more active dance, step and Zumba.

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Figure 6.6: All studios/dance facilities in Weymouth and Portland (with quality rating)

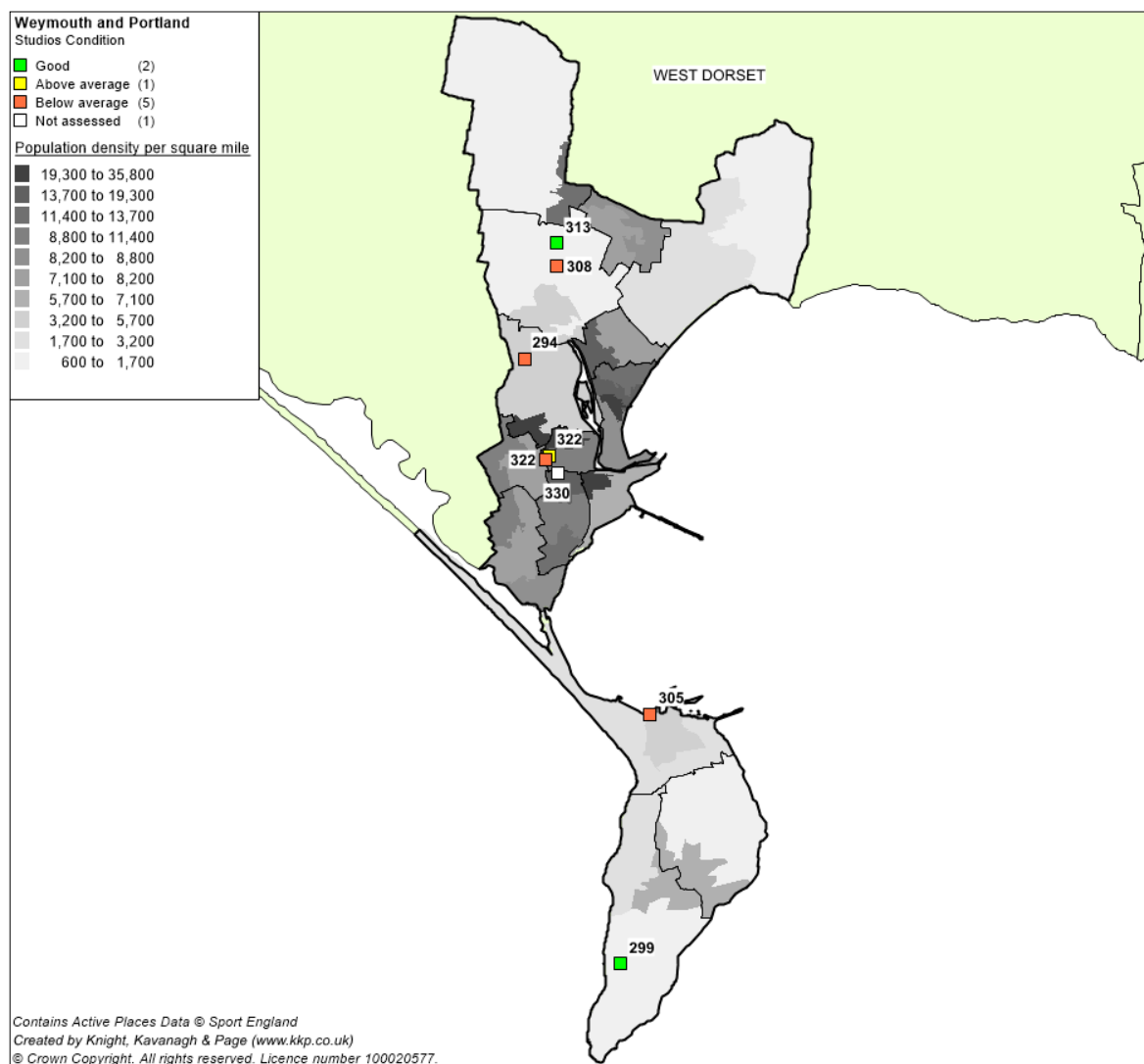


Table 6.11: All studios by condition in Weymouth and Portland

Map ID	Site Name	Condition
294	Fitness World Ltd	Below average
299	Isle of Portland Aldridge Community Academy	Good
305	Osprey Leisure Centre	Below average
305	Osprey Leisure Centre	Below average
308	Redlands Community Sports Hub	Below average
313	The Wey Valley School and Sports College	Good
322	Weymouth Swimming and Fitness Centre	Above average
322	Weymouth Swimming and Fitness Centre	Below average
330	Steps Youth Club	N/A

WEYMOUTH AND PORTLAND BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Weymouth and Portland has nine studios at seven sites, two rated good, one above average, five below average and one un-assessed. Most studio space is used to deliver classes in, for example, pilates, Zumba and spinning and this reportedly an important part of the membership offer. Consultation indicates that all studios are well used for fitness and exercise classes; a very important part of the wider membership offer for larger leisure centres, in particular.

Sport England Market segmentation data

Currently, 1.5% (c. 2,000 people) of WPBC's population participate in 'keep fit and gym'. This is significantly below the current 'UK penetration rate' of 17.7%. A further 1,929 would like to begin participating in the future, indicating a potential future growth demand..

Table 6.12: Market segmentation – Keep fit and gym and likely target audiences

Keep fit and gym
<ul style="list-style-type: none"> ◀ 1.5% (1,186) of people currently take part in keep fit and gym and a further 0.9% (742) indicate that they would like to, giving an overall total of 2.4% (1,929). ◀ 5.1% of Ben's take part in keep fit and gym, the largest proportion of any group taking part, closely followed by the Tim segment at 5.0% ◀ Groups with the largest proportion of local people taking part are Tim (27.7%) and Philip (20.2%) ◀ Groups with the most people who would like to take part are Tim (22.9%) and Philip (20.5%). ◀ The main group to target, for additional participants due to size and interest is, therefore Tim.

6.5: Supply and demand analysis

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

Weymouth and Portland has a total of 339 community accessible fitness stations across seven sites. This suggests a modelled undersupply of c. 60 stations which is projected to increase to c.130 stations by 2031. This does not account for the new facility opening in Weymouth (Active Fitness) in January 2017. These figures give an overview of the local authority area and do not take account of specific geographic locations

6.6 Summary of key facts and issues

<ul style="list-style-type: none"> ◀ There are nine health and fitness facilities with a total of 362 station ◀ Seven are classed as community accessible with 20+ stations. ◀ By 2031 there is projected to be an undersupply of c.150 stations (not taking account of the new Active Fitness facility in Weymouth). ◀ Quality of provision varies. Wey Valley School & Sports Centre (3D Fitness) is the only provision rated good. ◀ Nearly all (96%) of residents of the most deprived areas (20%), live within 20 minute walk of health and fitness facility and all residents live within 20 minute drive time of a H&F facility. ◀ Membership pricing is varied. The cheapest monthly price is at Fitness World. All sites apart from Wey Valley School and Sports Centre offer pay and play access. ◀ Gym membership for Weymouth Swimming and Fitness Centre indicates that it is popular for 11-17 year olds; this is supported by an attractive gym membership package for this cohort.

SECTION 7: INDOOR BOWLS

Introduction

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

Indoor flat green bowls requires a standard bowling green; a flat area 34-40 metres long divided into playing areas called rinks. The number of these varies, depending on the width of the green.

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

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

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

A successful indoor bowls centre requires a combination of the right location, design, and financial and general management. Sport England² guidelines on catchment for indoor bowls centres are set out to be interpreted in the light of local circumstances:

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

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

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

² Sport England Design Guidance Note Indoor Bowls 2005

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7.1 Supply

There are two indoor bowling facilities in the Borough (Moonfleet 2000 Indoor Bowls Club and Wellworthy Indoor Bowls Club). Both are located in areas of higher population density.

Figure 8.1: Location map of Indoor bowls facilities in Weymouth and Portland

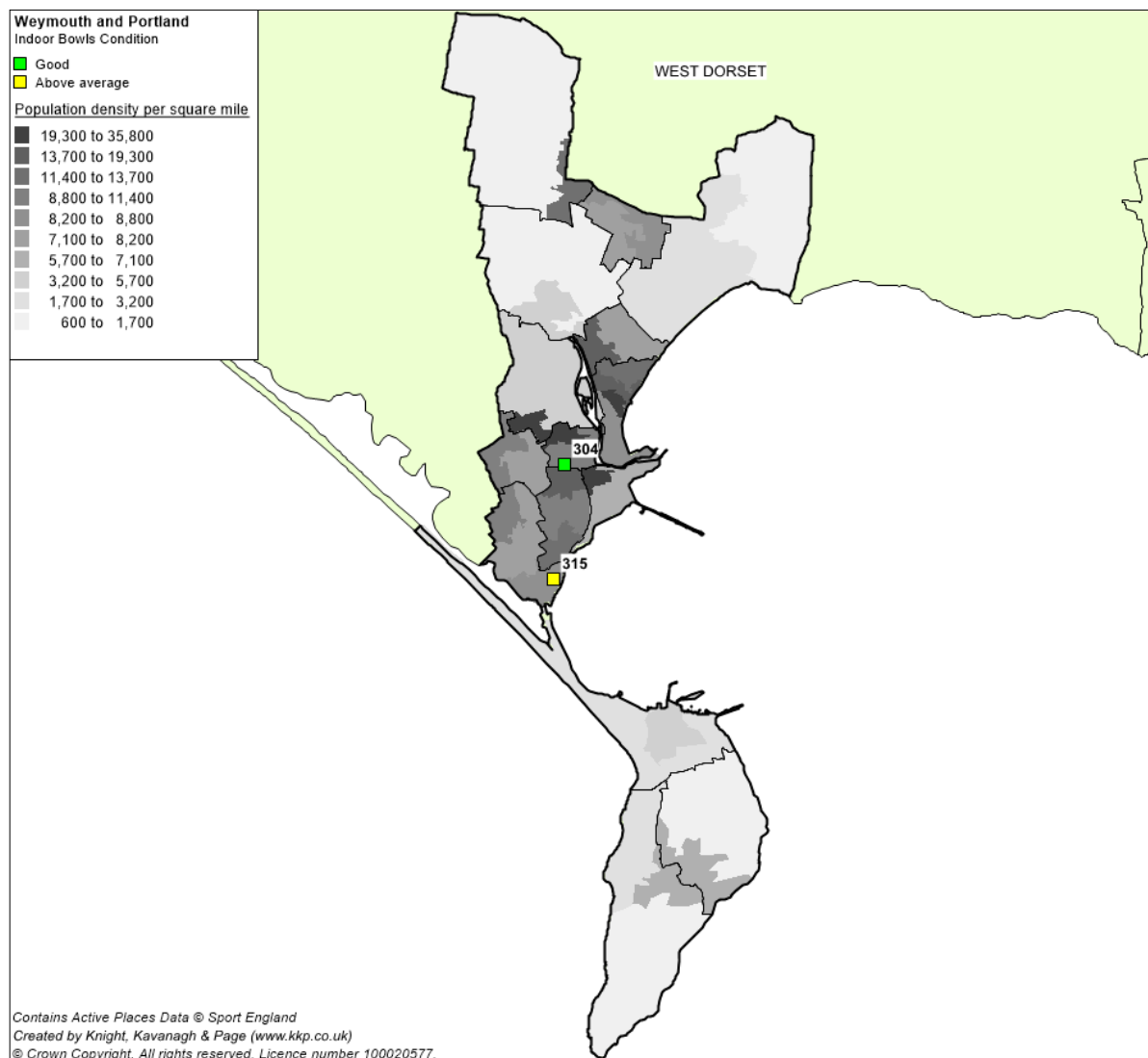


Table 8.1: Indoor bowls facilities in Weymouth and Portland

Map ID	Site Name	Rinks	Length	Condition	
				Rinks	Changing
304	Moonfleet 2000 Indoor Bowls	6	36	Good	Above average
315	Wellworthy Indoor Bowls	2	34	Above average	Above average

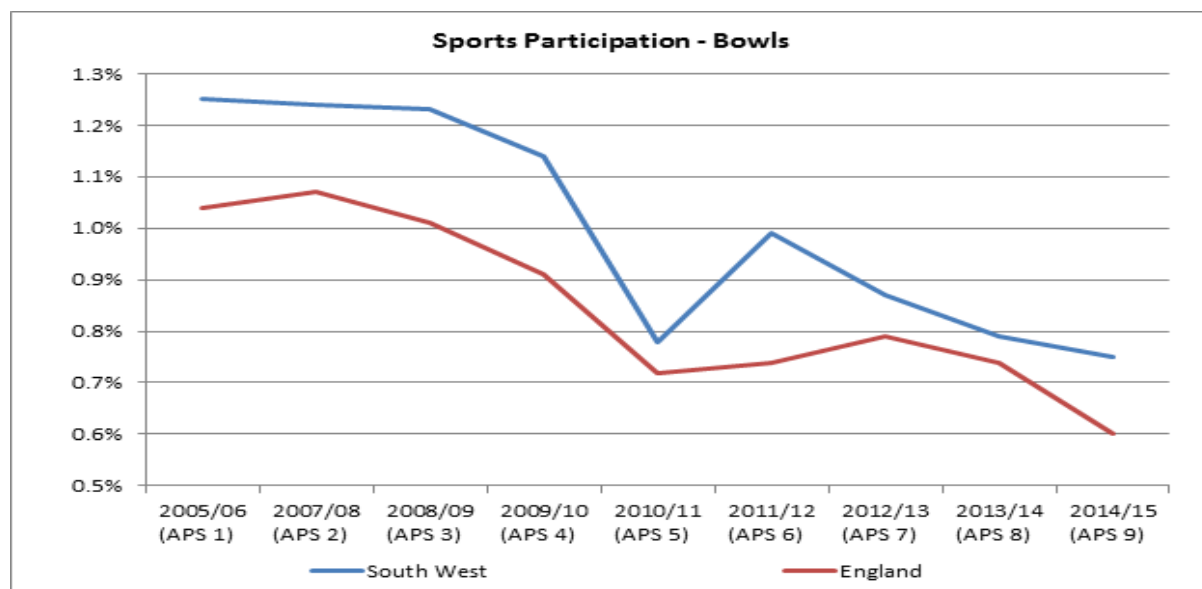
Moonfleet 2000 has six rinks and is rated good, with above average changing facilities. Wellworthy has two rinks and is rated above average for both playing and changing facilities. All Borough residents live within a 20 minute drive time catchment of indoor bowls provision.

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7.2 Demand

There is a national decline in demand for bowls nationally and in the South West.

Figure 7.2: National participation trends in bowls



NGB Consultation

In Dorset, the EIBA believes that indoor clubs can currently accommodate the needs of the older population (55+). To accommodate the increasing older population, EIBA is currently exploring the possibility of locating other indoor bowls facilities in North and East Dorset.

Consultation

Moonfleet 2000 is located in Weymouth Town Centre. It owns its own facility (built 2000), is a registered CIC and employs four full time staff. Its land is rented from WPBC. When built it was funded by a variety of sources including Sport England. It competes in national, regional and local competitions and has a reportedly strong internal league of more than 20 teams. It currently has c.450 members with an ambition to increase this to 500 to support current league teams. It delivers three community open days per year and would like to engage with more junior members and develop junior teams. Wellworthy Indoor Bowls Club is part of the Wellworthy Sports and Social Club. It is registered with the NGB, competes in regional competitions and has c. 100 members. Its carpet is old (20 years) but it is still functional; it is currently seeking funding to upgrade it.

WEYMOUTH AND PORTLAND BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

7.3 Summary of key facts and issues

- ◀ Bowls is experiencing a national and regional decline in popularity.
- ◀ It is, however, still popular among older people (65+) a group which will increase in WPBC by 2031 ensuring popularity could increase in the Borough challenging the regional and national decline.
- ◀ All clubs own their own premises and are financially independent, potentially safeguarding the sport in the Borough.
- ◀ Current supply meets current demand. Both clubs have spare capacity.
- ◀ Moonfleet is rated as being in good condition and Wellworthy is above average
- ◀ All residents reside with a 20 minute drive of an indoor bowls facility.
- ◀ Moonfleet aspires to increase membership to 500 and to run more competing teams.

SECTION 8: SAILING AND WATERSPORTS

Introduction

This section covers sailing, gig rowing and other watersports. They are popular activities in the Borough, with a number of clubs participation in their respective sports.

The Royal Yachting Association (RYA) is the national body for all forms of boating, including dinghy and yacht racing, motor and sail cruising, RIBs and sports boats, powerboat racing, windsurfing, canal and river boat cruising, and personal watercraft. Within its Whole Sport Plan 2014-2017, it commits to invest in the following:

- ◀ 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 - this is 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 among 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 via promotion linked to This Girl Can. Clubs are actively encouraged to promote women only sailing. Some have adopted the 'Women on Water' (WOW) programme to encourage more female participation.

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.

Cornish Pilot Gig Association (CPGA) is responsible for the management and development of gig rowing. All clubs in the region affiliate to CPGA which sets the rules for the sport and manages a competition calendar of over 25 regattas. The Association is currently in the process of develop a strategy to support the sport.

As it is not an affiliated NGB, CPGA works in collaboration with British Rowing to support development of the sport. This includes coaching, development and facility management. It reports there to be a good strategic relationship between the two. CPGA key priorities are to grow the sport of gig rowing in the region, by supporting clubs to provide high quality facilities and working with British Rowing to grow the number of coaches in the region.

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8.1 Supply

Within Weymouth and Portland, there are three sailing clubs and two gig rowing clubs. A location map and a list of clubs is in Figure 8.1 and Table 8.1.

Figure 8.1: Location map of sailing and gig rowing clubs across Weymouth and Portland.

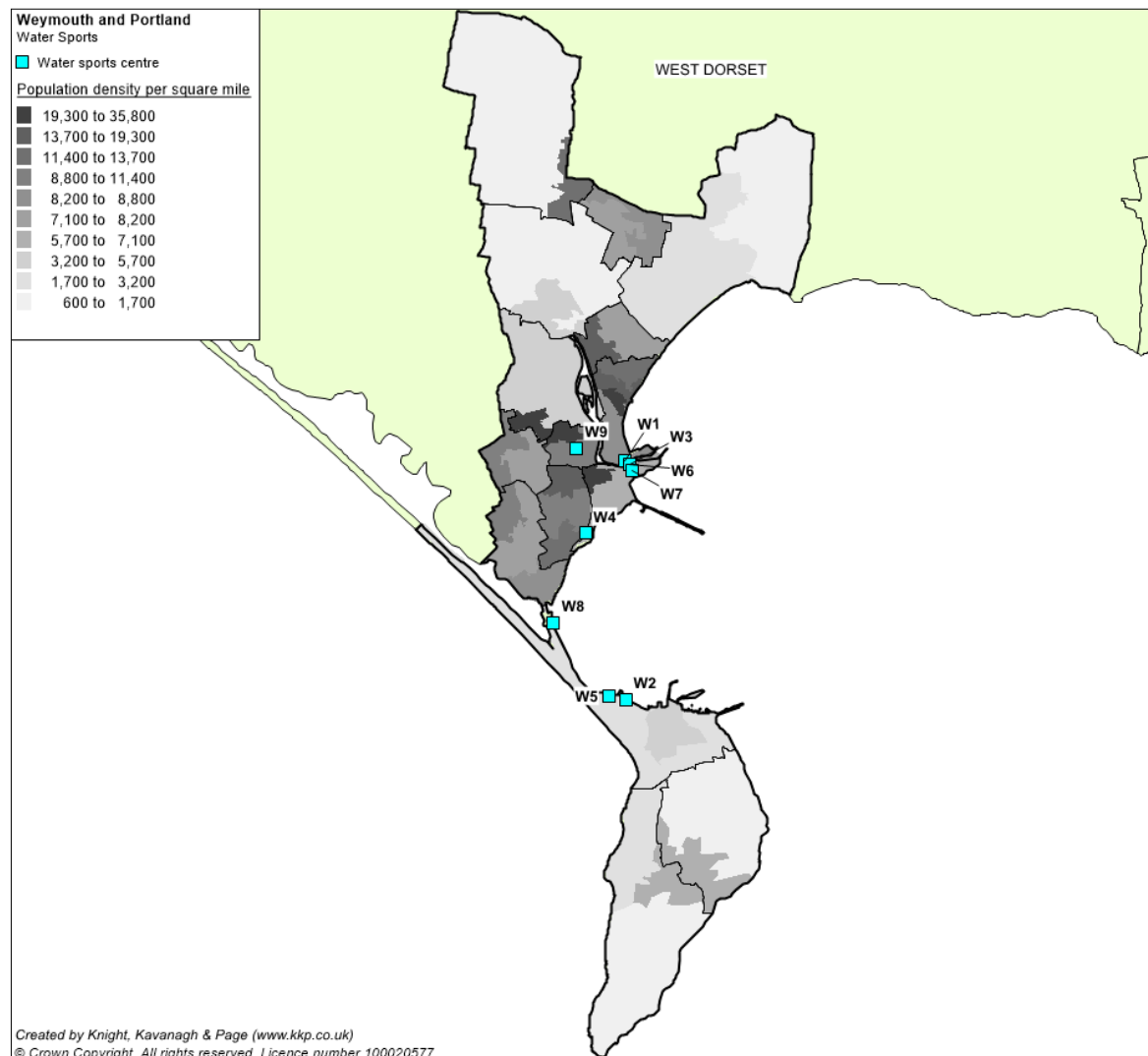


Table: 8.1: Sailing and gig rowing clubs in Weymouth and Portland.

Map ID	Sailing and rowing clubs and other water sports provision
W1	Royal Dorset Yacht Club
W2	Portland Yacht Club
W3	Weymouth Sailing Club
W4	Castle Cove Sailing Club
W5	Weymouth and Portland National Sailing Academy
W6	Weymouth Gig Rowing Club
W7	Weymouth Sea Cadets

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Map ID	Sailing and rowing clubs and other water sports provision
W8	Weymouth Watersports and Fitness Club
W9	Weymouth Outdoor Education Centre (WOEC)

Weymouth and Portland Water Sports Facilities Review 2015

As part of the Borough Council's Sports Facilities Strategy 2014-2019, one priority was to review harbour side facilities. Consequently, a water sports facilities review was commissioned to identify the key facility improvements. These included the following:

- ◀ Additional boat storage for the Rowing Club.
- ◀ Improved/additional clubhouse facilities providing storage, changing, showers/toilets and fitness/training space for at least one club, but ideally with certain essential facilities (e.g. toilets) shared by several organisations.
- ◀ Improvements to moorings and access to open water.
- ◀ Improvements to slipway to address access/demand issues at peak times.
- ◀ Dredging is required to remove silt in Weymouth Harbour to improve mooring availability.

The Local Authority is currently seeking funding to support these priorities. The importance of these improvements will support the successful operation of key users of the harbour, including sailing clubs, rowing clubs and the Sea Cadets.

8.2 Demand

NGB consultation

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

The key facility identified is the Weymouth and Portland National Sailing Academy. This is a venue for events and squad training and also accommodates a large members' community, successful on-site sailing and windsurfing schools catering for all abilities from complete beginners to Olympians. Its purpose is to effectively promote the sport to all levels of competence via courses, training and national as well as international events, whilst supporting and working closely with the local community. Facilities on-shore include a licensed function room, conference/meeting rooms, various slipways, a 16-tonne boat hoist, extensive dinghy parks, three permanent cranes and storage for all types of boats.

The RYA also supports club coach development and assists with funding opportunities for clubs. Table 8.2 identifies RYA activities offered at sailing clubs in Weymouth and Portland.

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Table 8.2: A list of clubs in Weymouth and Portland supported by RYA programmes

Club / marina	Activity
Castle Cove Sailing Club	PTBO
Weymouth SC	PTBO Instructor Development to support the club as a Regional Training Centre.
Weymouth Outdoor EC	OnBoard Sportivate and Funding
Portland Marina	Active Marina
The Watersports Academy including OTC Windsurf Centre	OnBoard PTBO Instructor Development Start Sailing This Girl Can multi watersports

The RYA suggests that participation trends are broadly flat across UK but there is encouraging interest and growth in the South West region. 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.

CPGA identifies that Dorset is a priority area with a number of gig clubs in the county. It supports clubs, facilitates key competitions in the areas (including the Jurassic League, the Newquay County Cup championship and the World Pilot Gigs Championships) and works in collaboration with British Rowing to support coach development. The CPGA lists two gig rowing clubs in the Borough: Weymouth Rowing club and Portland Gig Rowing club.

Local Club Consultation

Weymouth and Portland National Sailing Academy (WPNSA) - Opened in 2005, this facility offers a venue for events and squad training, but also has a large members' community and successful on-site sailing and windsurfing schools catering for people of all ability levels from complete beginners to Olympians. Consultation with WPNSA indicates that management is very keen to work with the local community to drive participation, especially through local schools. It recognises that the Borough has high levels of deprivation. Management has devised a programme of sailing activity and is keen to develop a longitudinal study to calculate the positive impact sailing could have working with people from deprived areas. This looks to improve life skills, increase employment and leadership opportunities and develop other social skills. Management is currently trying to raise funding to support the scheme and recognises that it requires sponsorship to develop the programme fully.

Weymouth Sailing Club – a members club located in Weymouth Harbour, it has approximately 500 members. Membership is gradually declining and it identifies that attracting new members, particularly 18-35 year olds is difficult. There also appears to be a gradual decline in boat ownership, which suggests that members will use the boats owned by the Club more.

The key challenges it faces are the condition of the harbour itself. Consultation indicates that the loss of the ferry sailings from Condor into the Harbour (2015), has resulted in WPBC having insufficient capacity to invest in harbour infrastructure, hence the decline in quality.

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The Club also suggests that WPBC has increased harbour fees as a direct consequence of the loss of the Condor service income and that this is squeezing it financially.

Castle Cove Sailing Club – a members club has 370 adult members. Some have family membership, with the Club estimating that it has up to 700 participants per annum using its facilities with a 60:40 male to female ratio. It operates a strong cadet structure with up to 40 young members attending weekly. As with other sailing clubs, it has a dip in membership in the 30-40 age group. It identifies its main challenge as trying to achieve membership of 450. This is considered optimum by the Club as it spreads the financial cost and spreads the workload of, for example, helping with events, ferryboats and manning safety boats on race days.

It is self-sufficient with relatively new and good quality facilities. It wanted to have a Club policy of requiring members to live within a one hour's drive, but is unable to do so due to Community Amateur Sports Club Regulations.

Weymouth Rowing Club- This has 125 senior and 25 junior members. Located within the shadow of Nothe Fort, it has a wooden boat house and three pontoons. Its key challenge is to have suitable facilities to support its members, including toilets, changing facilities and strength and conditioning training.

In 2016, it considered submitting a planning application to build a two storey facility near to the current boathouse. It pulled out of submitting the application choosing instead to open negotiations with Weymouth Sailing Club to share facilities (this does not mean the two clubs will merge). It will be voting on this proposal in March 2017 at its AGM and the Rowing Club is hopeful that this will be approved.

Portland Gig Rowing Club- This club is located at the National Sailing Academy, where it rents a number of moorings from the Academy, however it owns a number of wooden boats. The Club has c. 50 members and offers both competitive and social rowing.

Weymouth Outdoor Education Centre (WOEC) and Paddlesports Academy- is a County Council managed provision dedicated to providing outdoors opportunities for people. The organisation provides recreational opportunities in paddle sports (kayaking, sailing and canoeing) and also is a recognised education and training centre providing coaching qualifications in canoeing and sailing. The Centre is also a recognised OnBoard Sailing Club. This allows those who have reached a certain qualification the chance to sail on a regular basis.

Weymouth Watersports and Gym Club is located on the Ferrybridge Marine boatyard. The Club is a private organisation which offers paddle sports, windsurfing and kayaking on a pay and play basis and also delivers lessons in all three. It currently rents its facilities off the Crown Estate, however, it would like to own the facilities, which include a small boat house, a toilet and a cafe. In addition, it would also like to develop a competitive club in any of the three disciplines.

Weymouth and Portland Kitesurf Club is a social organisation which promotes and encourages Kitesurfing in the Portland and Weymouth Bay. It has its own website and uses social media to arrange gatherings to enjoy the sport. The Club doesn't have a dedicated clubhouse, and the founders of the Club generally meet in local cafes before participating. A popular one is the Cafe OASIS in Weymouth. Popular launch points include, Homebeach, Overcombe Corner and Weymouth's Pier Band Stand.

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It is free to kitesurf in Weymouth Bay, however, a local bye law in Portland Bay requires all kitesurfers to purchase a permit. The cost of this is £3.50 per day or £30 per year. Consultation indicates that the sport is popular with large groups. It is not uncommon for groups of up to 30-50 people meeting up dependent on good weather.

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8.3 Summary

- ◀ WPBC has three sailing clubs and two rowing clubs (both gig rowing)
- ◀ There is a vibrant social kitesurfing scheme in both Weymouth and Portland Bay, however, this there are no on-shore facilities to support this sport.
- ◀ Clubs are keen to drive up participation and work in partnership with the associated NGBs to achieve this through key promotional programmes, indicating that each has some capacity.
- ◀ Weymouth Harbour Review identified a number of important facility refurbishment and improvement requirements to enable it to cater for clubs and other organisations,.
- ◀ Clubs which use Weymouth Harbour are reliant upon the Local Authority to maintain the harbour (through dredging and maintaining infrastructure), however, the limited ability of the Local Authority to invest in the harbour will affect the clubs.
- ◀ The National Sailing Academy is seeking funding to develop an inclusive sailing programme promoting education, training and employment.
- ◀ Weymouth Outdoor Education Centre provides opportunities in watersports as well as delivering training courses in sailing and canoeing.
- ◀ Weymouth Rowing Club has approached Weymouth Sailing Club to discuss the options to use the Sailing Clubs facilities on a permanent basis.

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SECTION 9: TENNIS

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

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

This section considers both indoor and outdoor tennis facilities (2-courts or more). It uses two terms to describe indoor building types:

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

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

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

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

9.1 Supply

Indoor tennis provision

There are three indoor tennis facilities in Dorset; one in Weymouth and Portland.

The indoor tennis centre in Weymouth and Portland is located at Wey Valley School and Sports Centre. Figure 9.1 demonstrates that residents living in Weymouth and the south east area of West Dorset reside within a 20 minute drive of this facility. It is rated as good quality (demonstrated in Figure 9.2), and is managed and owned by the School. Two courts are available during the day, four in the evening between 16:00- 22:00 and four on Saturdays (10:00-16:00). The facility is closed on a Sunday. Access is available on both a pay and play and block booking basis.

Table 9.1: Indoor tennis provision in Dorset

Map ID	Site	Courts by type		District
		Air-hall	Traditional	
1	Bryanston School		1	North Dorset
2	Harrow House	2		Purbeck
3	The Wey Valley School & Sports College		4	Weymouth & Portland

WEYMOUTH AND PORTLAND BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure 9.1: Indoor tennis provision with 20 minute drive time in Dorset.

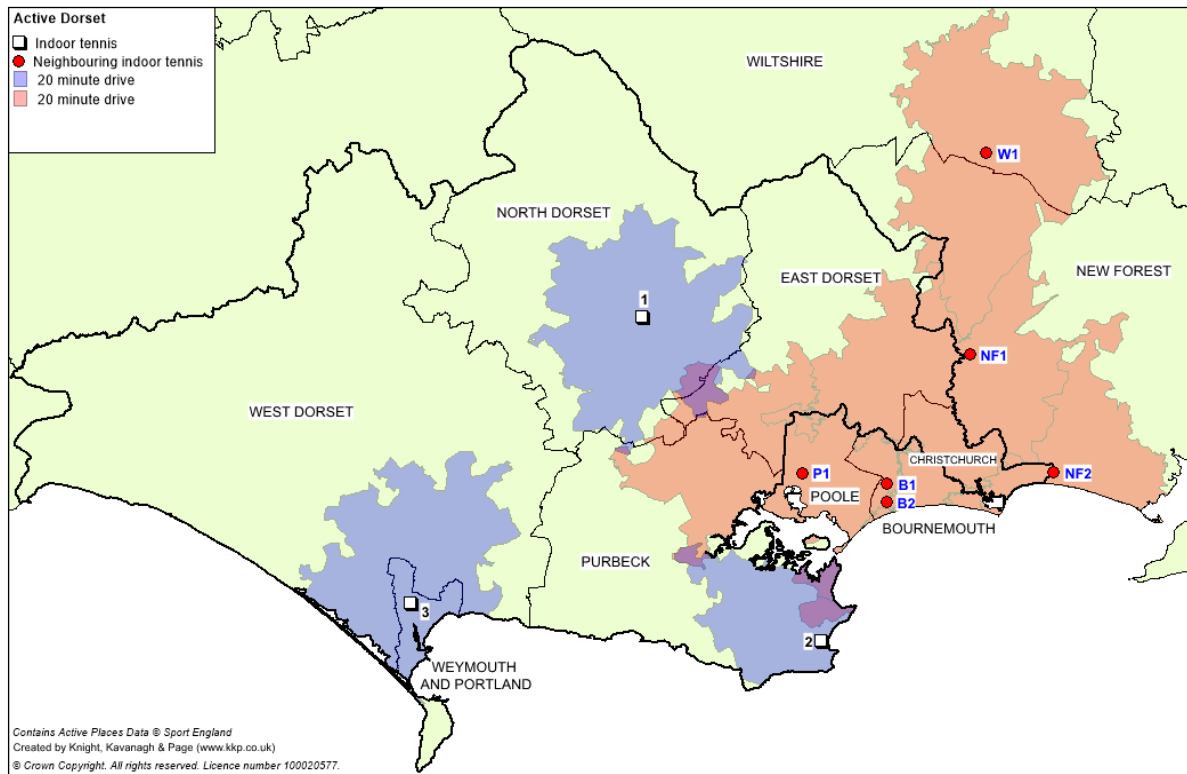


Figure 9.2: Wey Valley Tennis Centre



WEYMOUTH AND PORTLAND BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

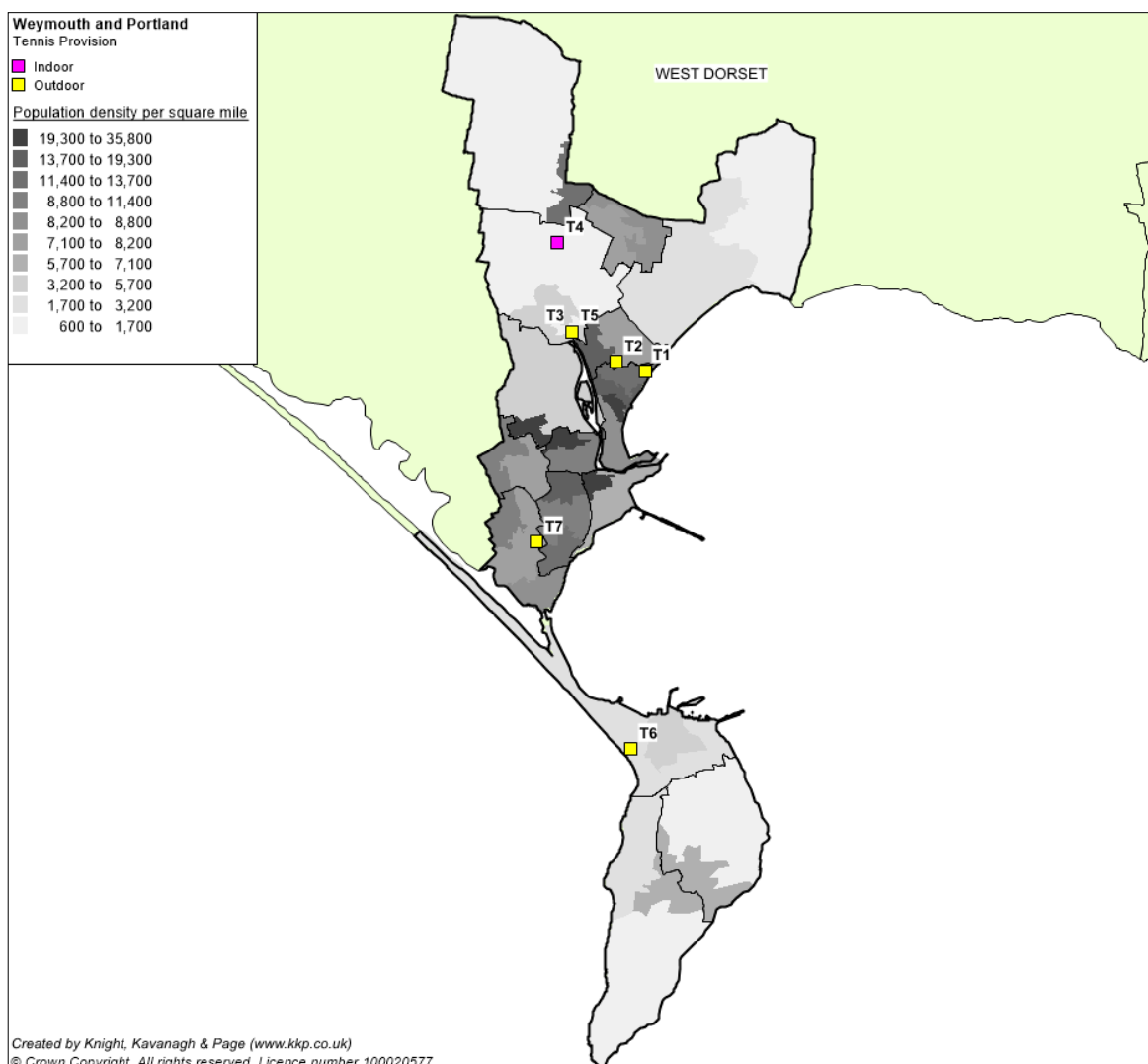
Outdoor Supply

There are four outdoor facilities in Weymouth and Portland.

Table 9.2: Tennis facilities in Weymouth and Portland including the number of courts

Map ID	Site name	Number of courts
T1	Greenhill Gardens	4
T2	Melcombe Regis Tennis Club	2
T3	Radipole Gardens	4
T4	The Wey Valley Tennis Centre (Indoor)	4
T5	Weymouth Lawn Tennis Club	4
T6	Victoria Gardens	2
T7	All Saints School	4

Figure 9.3: Location of all tennis provision in Weymouth and Portland



WEYMOUTH AND PORTLAND BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Four outdoor sites have four courts; Weymouth Lawn Tennis Club, All Saints School Radipole Gardens and Greenhill Gardens. Weymouth Lawn Tennis Club is membership only with no pay and play option. Radipole Gardens, Victoria Gardens and Greenhill Gardens are all WPBC owned facilities. Greenhill Park, located on the seafront offers pay and play tennis during the summer months only, and both Radipole Park and Victoria Park (Portland) are free facilities. The courts at Radipole Park are considered to be in poor condition, with holes in the perimeter fencing.

Melcombe Regis Tennis Club has two courts and is solely a members club. All have are hard courts (macadam) apart from Melcombe which operates on artificial turf. It is uncertain whether All Saints School offers community use on its site or the courts are solely used for educational purposes.

9.2 Demand

NGB consultation

The LTA was consulted and its overarching priority is to grow participation across the County by increasing the number of sites available for casual tennis. To achieve this, specific sites are being targeted to:

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

In addition, the LTA will continue to work in partnership with schools to gain access to sites where there is tennis provision and to increase awareness and improve the marketing strategy of Wey Valley Tennis Centre, where participation levels are reported as being lower than is required to operate the facility as a financially viable concern.

The LTA highlights that acquiring capital funding to upgrade listed courts will be a key challenge. In addition, due to the size of the county, upgrades will focus on areas of high population as impact will be greater.

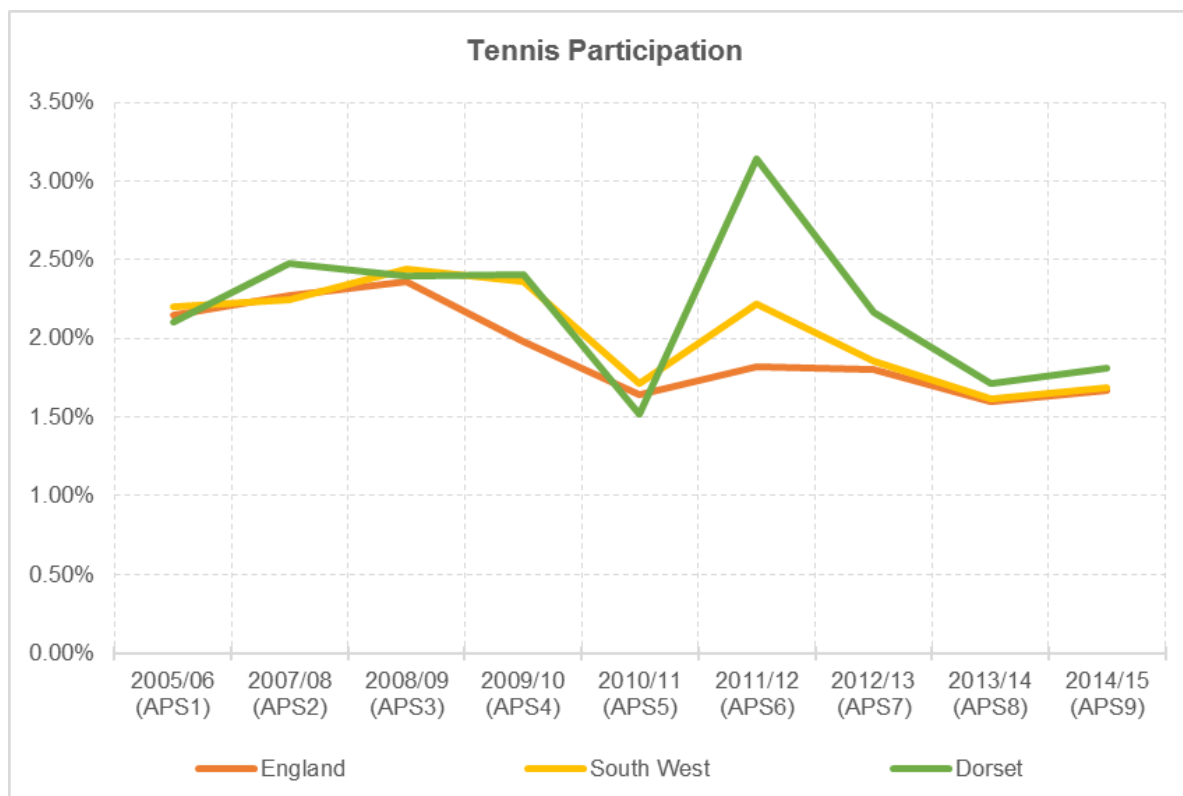
Table 9.1: Tennis participation trends for the County, Region and Country

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

Since 2012, Dorset's tennis participation has been above both the regional and national rates. At the same time, there was a significant increase from 1.5% to 3% which saw participation rates double; this may be reflective of the opening of the Wey Valley Tennis Centre in 2011. The (APS indicated) trend of tennis participation is generally a downward one - with a decrease from 2.10% in 2011/12 to 1.81% in 2014/15 (a 14% reduction).

WEYMOUTH AND PORTLAND BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure 9.1: Tennis Participation trends between APS 1-APS 9



Club consultation

Weymouth Lawn Tennis Club is the largest one in the Borough, with c.100 adult and c. 80 junior members which has been increasing slowly over the last 12 months. It competes in the Yeovil and District League and the AEGON Junior League. It reports a very strong social base with a number of members undertaking fundraising events to support Club finances.

Melcombe Tennis Club currently has 65 members; seniors only, and competes in the Yeovil and District League. It reports membership to be falling and it is currently investigating ways to generate more interest. This includes the employment of a club coach.

Wey Valley Tennis Centre was built by the School in 2010. It was funded by the LTA (£460,000) and a Sport England grant (£375,000), and is managed by the School. A development officer is employed to manage the venue and generate community interest in tennis, particularly among young people. Consultation indicates that the facility is not used as much as the School would like. Winter utilisation is higher, with clubs block booking the facility, but demand for the facility is lower in the summer months.

To address this, the School is creating better links with local primary schools to generate interest and increase extracurricular provision for secondary school students. The Centre also recently introduced a number of cardio tennis sessions for the community.

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Table 9.3: Market segmentation – Tennis and likely target audiences

Tennis
<ul style="list-style-type: none">▶ 2.2% (1,746) of people currently play tennis and a further 2.3% (1,773) indicate that they would like to, giving an overall total of 4.5% (3,520).▶ 6.3% of Ben's play tennis, the largest proportion of any group taking part, closely followed by the Tim segment at 3.7%.▶ Groups with the largest proportion of local people playing tennis are Ben (13.7%) and Tim (13.7%).▶ The groups with the most people who would like play tennis are Tim (11.9%) and Chloe (10.4%).▶ The main group to target, for additional players due to size and interest is, therefore Tim.

9.3 Summary

<ul style="list-style-type: none">▶ Weymouth and Portland has a total of 18 tennis courts, four of which are indoor.▶ The quality of indoor provision is good.▶ Outdoor court quality varies with courts at Radipole Gardens in a poor condition..▶ Only residents in Weymouth live within a 20 minute drive of indoor court provision.▶ The LTA's key priority in the Borough is improving facilities in Weymouth (Radipole Gardens and Greenhill Park).▶ Of the outdoor courts, eight (on two sites) are available on a pay and play basis. One is open free access.▶ The two LTA affiliated clubs in the Borough are Weymouth (the largest club with 180 members) and Melcombe.▶ The Wey Valley School and the LTA concluded that the Wey Valley Tennis Centre community utilisation is not at the required level. A number of community initiatives are under way to address this.

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SECTION 10: URBAN SPORTS

Introduction

Skateboarding and Parkour, have a strong presence in the Borough. This type of activity predominately appeals to young males with general reports suggesting that c.95% of activity is undertaken by males aged 14-30 year old.

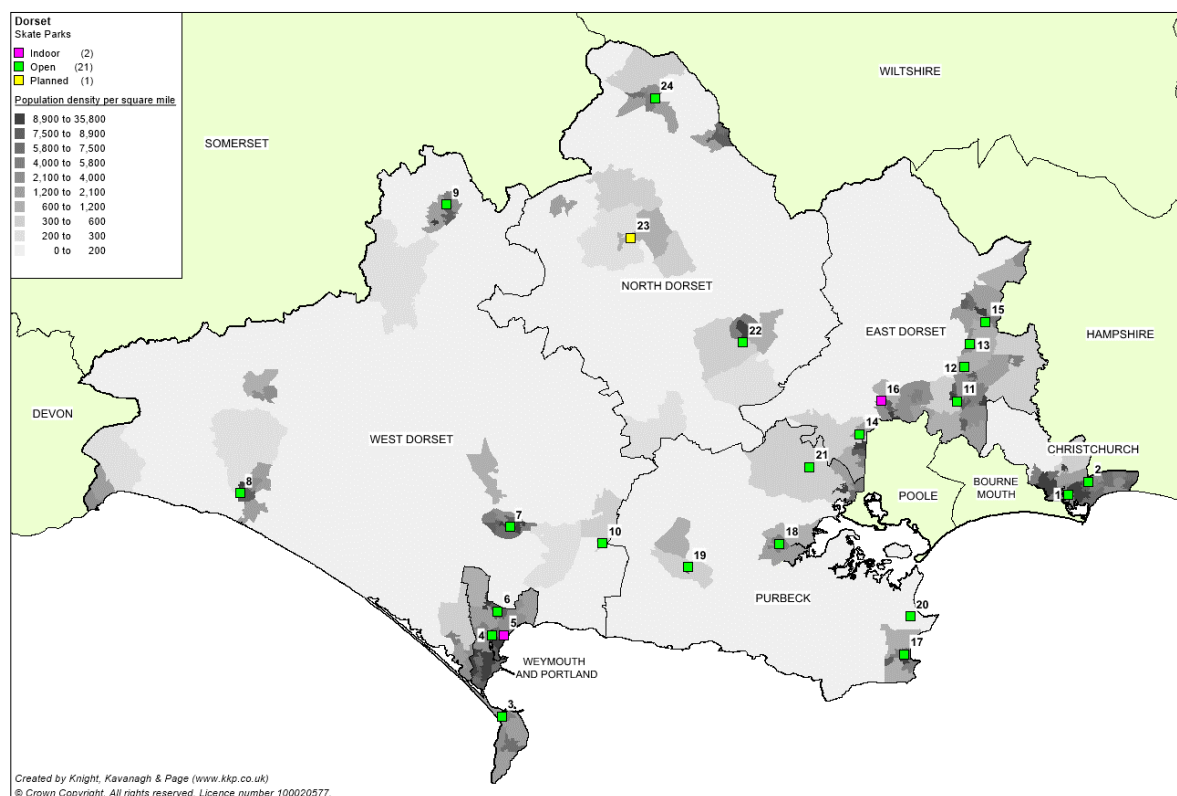
Skateboarding is an action sport which involves riding and performing tricks using a skateboard. It is a recognised recreational activity but in 2016, it was announced that it will be a sport at the 2020 Olympic Games in Tokyo, Japan. Since the 1970s, skate parks have been constructed specifically for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

In England, the sport is governed by Skateboard England. This is a democratic membership organisation working towards recognised NGB status 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 a structure and guidelines to ensure that skating is being practiced in a safe and fun environment for everyone to enjoy.

Outdoor provision

There are two indoor skate parks, 21 outdoor skate parks and one planned skate park across the County.

Figure 10.1: Location of all Skate parks in Dorset



WEYMOUTH AND PORTLAND BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Table 10.1: A list of all skate parks in Dorset

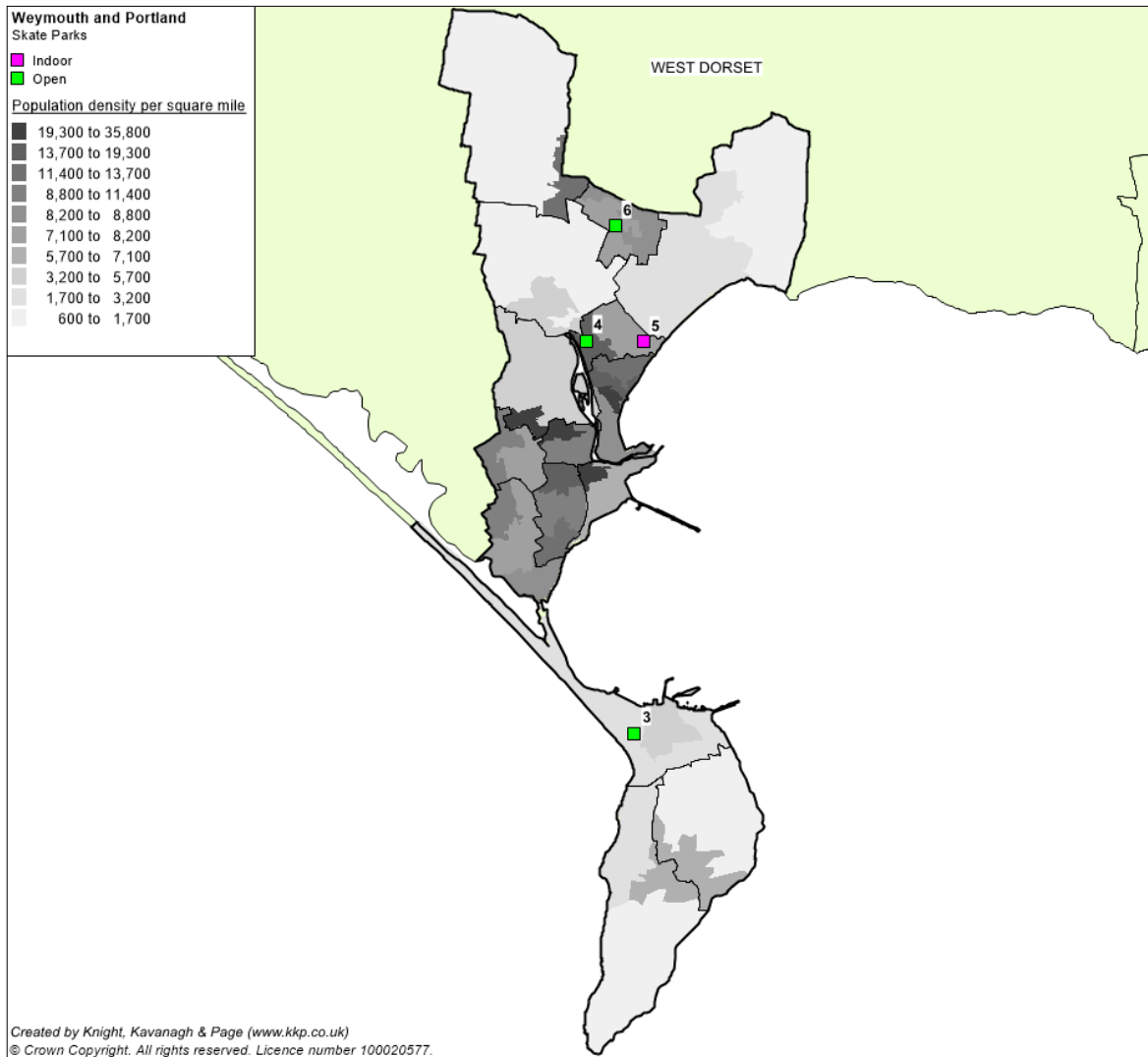
Map ID	Skate park	Type	Local Authority
1	Two Riversmeet Skatepark *	Open	Christchurch
2	Watermans Park Skatepark	Open	Christchurch
3	Portland Skatepark	Open	Weymouth And Portland
4	Radipole Skatepark	Open	Weymouth And Portland
5	The Front Skatepark	Indoor	Weymouth And Portland
6	Littlemoore Skatepark	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
22	Blandford St Marys Skatepark	Open	North Dorset
23	Sturminster Newton Skate Park	Planned	North Dorset
24	Hardings Park Skatepark	Open	North Dorset

**this site also has BMX provision*

Within Weymouth and Portland, there are three outdoor facilities and one indoor facility which are illustrated in Figure 10.2. Table 10.2 describes the key features and highlights any key issues regarding each facility.

WEYMOUTH AND PORTLAND BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure 10.2: Skate parks in Weymouth and Portland



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Outdoor provision

Table 10.2: Key features of outdoor skate parks in Weymouth and Portland

Map ID	Facility	Key features	Comment
3	Portland Skatepark	Concrete park that consists of both street and transition obstacles.	The skate park was opened in November 2010 and is popular with young people during daylight hours/
4	Radipole Skatepark	Skatepark is made up of two metal ramps on a tarmac base.	Small outdoor facility located in Radipole Park as part of a play area. Facilities are old, however, they are well used.
6	Littlemoore Skatepark	Littlemoore Skatepark is a free facility, part of Littlemoor Park and consists of metal ramps on a tarmac base.	The skatepark is made up of a back and forth run with a quarter pipe and flat bank either side of a funbox; it also has a mini ramp There are plans to upgrade this to a concrete bowl. This is, however, dependant on developer contributions as part of the Marsh redevelopment.

Figure 10.3 Portland Skatepark



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Covered provision

Weymouth Skate Park (The Front), is a purpose built covered venue located to the east of Weymouth Town Centre. Established in 2001 via a partnership between local businesses, WPBC and Dorset Police, it was built as a vehicle to reduce anti-social behaviour and provide evening and weekend activities for young people. The Weymouth Skate Park Association, a local charity, owns the site and provides two hours access daily during the winter and eight hours access daily during the summer, charging £1 per individual. On average, it attracts c. 50 young people per evening, however, this tends to increase during holiday periods.

As well as pay and play access, the charity also undertakes a significant amount of outreach work to enhance the profile of the sport in the community. It currently works with several pupil referral units as a mean to offering alternative curriculum support and also runs an after school provision with the Way Valley School. In addition, the Charity has developed a successful volunteer programme for long term members to support younger skaters to develop skills and to build endurance. The key challenge is the maintenance of the facility, and ensuring the ramps are maintained to the recommended safety standard.

Parkour

Parkour is a training discipline using movement that developed from military obstacle course training. Practitioners aim to get from one point to another in a complex environment, without assistive equipment and in the fastest and most efficient way possible. Parkour includes running, climbing, swinging, vaulting, jumping, rolling, *etc.* and other movements as deemed most suitable for the situation.

Parkour is an activity that can be practised alone or with others and is usually, but not exclusively, carried out in urban spaces. It involves seeing one's environment in a new way, and imagining the potential for navigating it by movement around, across, through, over and under its features.

Train Hard, a private company, delivers parkour training sessions once a week in the Borough using Weymouth College Sports Centre. Train Hard currently offers indoor training sessions for juniors aged 6-14 years at the facility. The organisation also runs outdoor sessions during the summer months in areas where access is permitted.

BMX Provision

Consultation with British Cycling (BC) indicates that there is only one recreational BMX facility in the County, which is part of the Two Riversmeet Skatepark in North Dorset. BC indicates that it will only fund new facilities if a project is delivered in partnership with a club or a charity and is unwilling to fund open recreational facilities due to the maintenance and sustainability cost. Linking a facility with a club, not only ensures that a facility is sustainable, it also ensures there is a development pathway in the sport.

Attempts have been made to develop cycle speedway provision in Weymouth in the past; however, BC struggled to create interest in forming a club to support the sustainability of such a facility.

WEYMOUTH AND PORTLAND BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Summary

- ◀ There are three outdoor skate parks located in major population areas.
- ◀ There is a successful indoor facility (the Front) providing pay and play opportunity. The Charity managing this also works with a range of other agencies to try and address social issues across the Town.
- ◀ Although Weymouth Town Centre does have a skate facilities these provide limited variety. The Town Centre would benefit from a substantial concrete skate facility potentially at The Marsh. .
- ◀ There are no BMX facilities in the Borough. British Cycling would support a provision within a partnership approach.
- ◀ Parkour has a presence in the District, with a weekly session delivered at Weymouth Sports College aimed at children aged 6-14. It is run by a private company.
- ◀ The quality of outdoor provision is generally good, however, Radipole Park is considered to be tired.
- ◀ All outdoor skating provision is free and has open access. The Front charges a nominal rate (£1 per visit) and is open every day of the week.

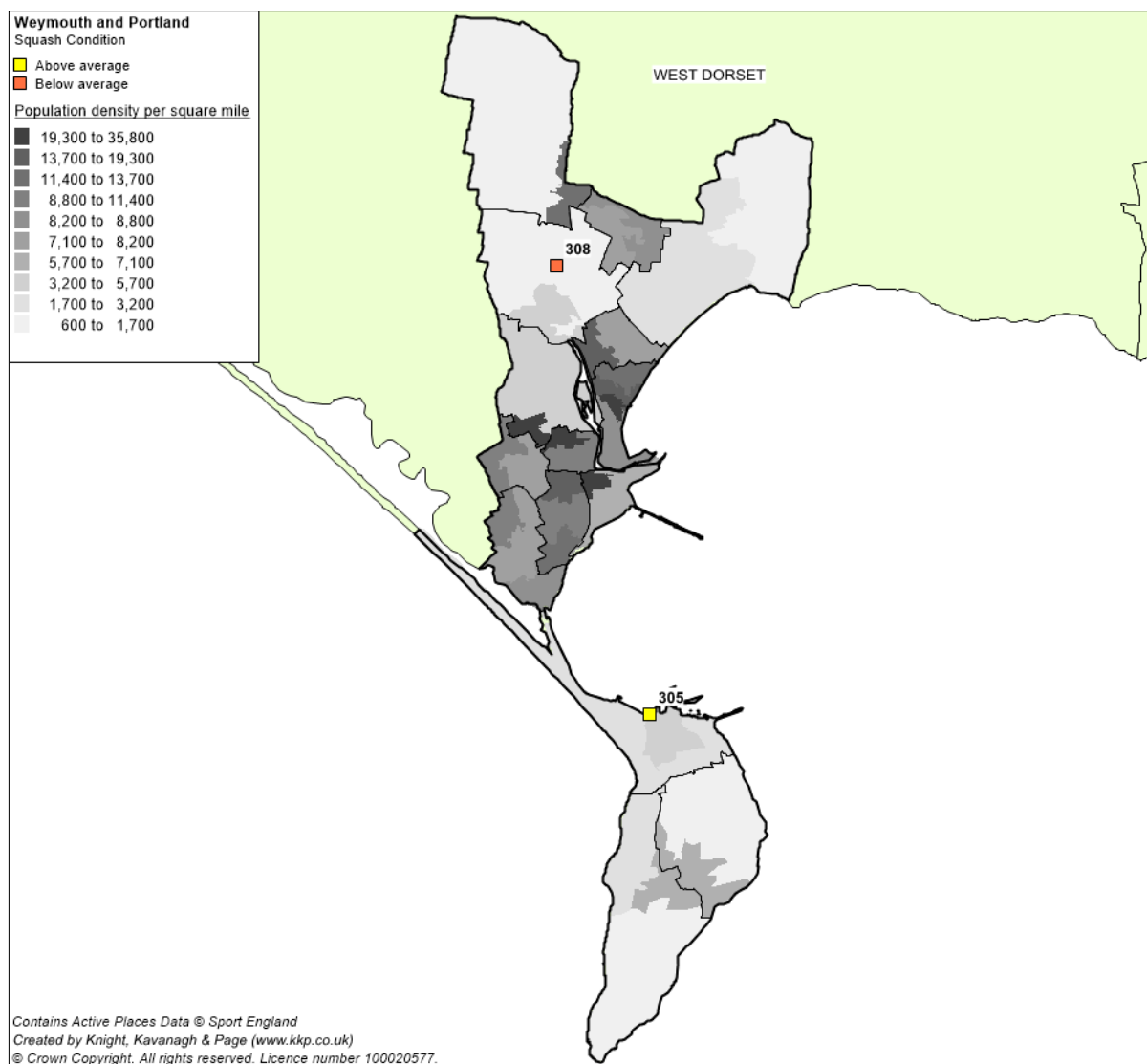
SECTION 11: OTHER SPORTS

11.1 Squash

England Squash and Racketball's Game Changer Strategy states that participation of squash will be both increased and enhanced by 11,000 across three platforms, education, leisure providers (commercial & public) and clubs. This will be done according to four key principles – Prioritisation, Technology, Insight, and Business to business. Recently APS9 showed a 15,200 increase on the previous period and squash is on track to continue to sustain participation throughout the remainder of the strategy.

Squash 57 (the new name for Racketball as it fits within the squash family) is intended to change the perception of the game and bring it in line with squash and enable it to continue to grow.

Figure 11.1: Squash courts in Weymouth and Portland



WEYMOUTH AND PORTLAND BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Table 11.1: Squash courts in Weymouth and Portland

Map Ref	Site Name	Courts	Condition
305	Osprey Leisure Centre	2	Above average
308	Redlands Community Sports Hub	2	Below average

Four community accessible squash courts are available at two sites in WPBC. Not located in areas of high population density they are to found in the north and to south of the Borough.

Osprey Leisure Centre has glass backed squash courts, although at the time of the assessment one of these was accommodating fitness equipment. Reportedly, no clubs operate either from Osprey Leisure Centre or Redland Community Sports Hub. Both leisure centres, however, offer pay and play options for the sport.

The NGB reports that participation is on the increase nationally; this is, however, not replicated within the Borough with consultation indicating a gradual reduction in its popularity. Weymouth Squash and Fitness Club; once considered to be flagship venue in the Borough folded in 2016, due to falling participation numbers. This facility (in Weymouth) is currently being converted to offer health and fitness facilities and is due to open later in 2017. The nearest squash club is located in Dorchester.

All residents reside within in a 20 minute drive-time catchment of squash provision in the Borough.

Table 11.2: Market segmentation – Tennis and likely target audiences

Squash and racketball
<ul style="list-style-type: none"> ◆ 1.1% (577) of people currently play squash and racketball and a further 0.7% (377) indicate that they would like to, giving an overall total of 1.8% (955). ◆ 4.0% of Ben's play squash and racketball, which is the largest proportion of any group playing squash and racketball, closely followed by the Tim segment at 3.4%. ◆ Groups with the largest proportion of local people playing the Tim (20.8%) and Philip (20.3%). ◆ The groups with the most people who would like to play are Philip (19.6%) and Tim (16.4%). ◆ The main group to target, for additional players due to size and interest is, therefore Philip.

11.2 Boxing

Weymouth Amateur Boxing Club is the only affiliated boxing club in the Borough. It currently has c.60 members and is located at Hardwick Street in Weymouth. It offers training three nights a week to both junior and senior members with athletes being progressed to compete both regionally and nationally.

It has recently received planning permission to relocate to the Marsh, as part of the Borough Council's master plan for the site. This relocation will be to a larger site, allowing more programme flexibility. Work commences on the new facility in April 2017.

WEYMOUTH AND PORTLAND BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

11.3 Judo

There is one British Judo affiliated club within the Borough, Judokai Weymouth. It trains at Wyke Regis Community Centre once per week (Friday evenings) and competes in regional competitions. Membership currently stands at 30; predominantly juniors. It reports a good relationship with the management of the facility and could expand the number of sessions if membership were to increase.

11.4 Summary

- ◀ There are four squash courts across two sites, all are below average. These are play and play sites only, with no clubs participating at them
- ◀ The only squash club closed in 2016, due to falling numbers, but is being converted into a health and fitness gym.
- ◀ The Borough also has a boxing club and a judo club
- ◀ The boxing club will be expanding into a new venue at the Marsh, to enable it to grow.

WEYMOUTH AND PORTLAND BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

SECTION 12: VILLAGE HALLS/COMMUNITY CENTRES

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 12.1 indicates the spread of village halls/community centres in WPBC.

12.1 Supply

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

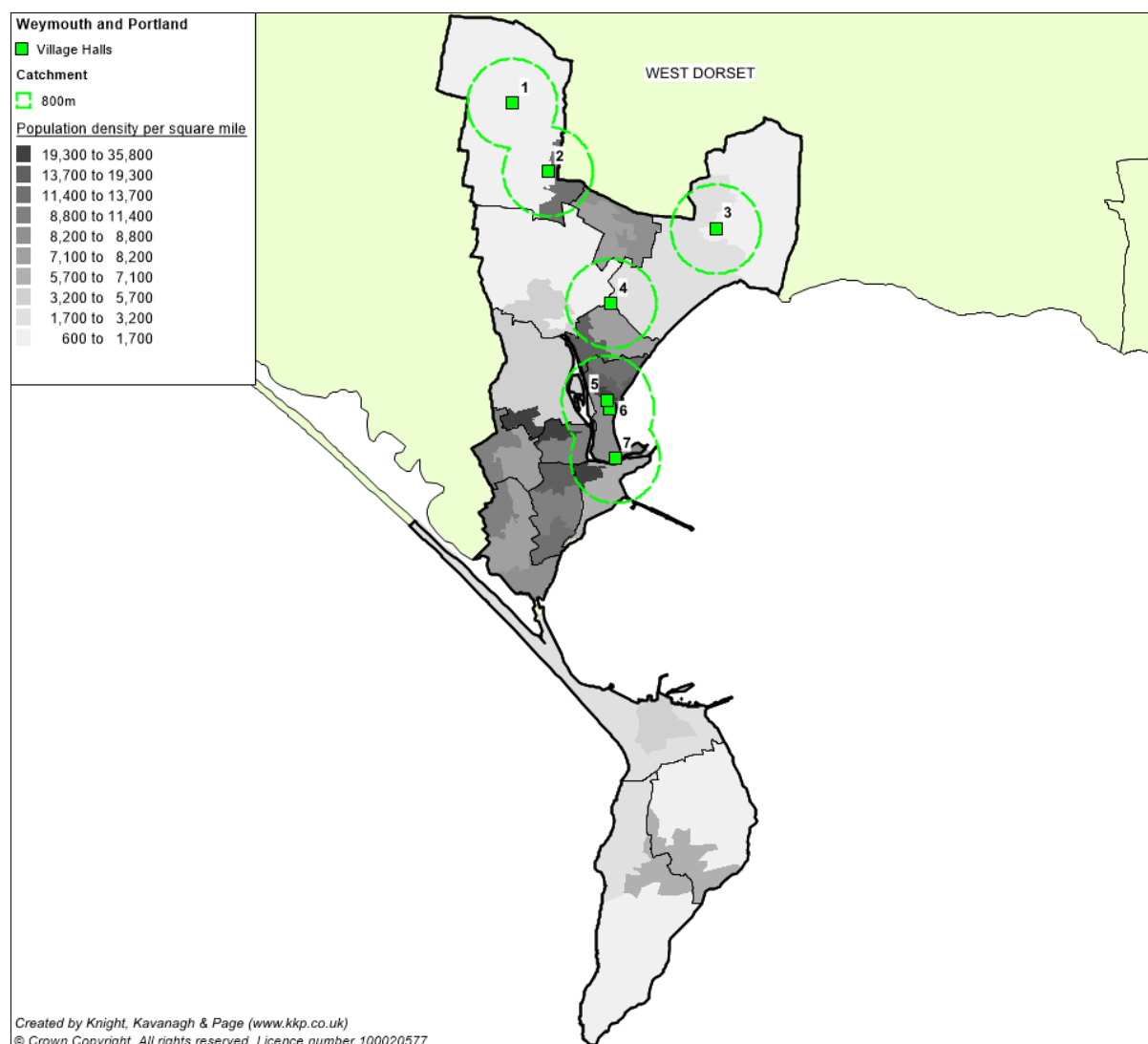


Figure 12.1 shows that 27.7% of the population live within 800m of a village hall/community centre.

WEYMOUTH AND PORTLAND BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Table 12.1: Names of village halls and community centres and known sporting/physical activity

Map ID	Village Hall	Reported activities
1	Upwey Old School Village Hall	
2	Upwey & Broadwey Memorial Hall	Fitness classes
3	Preston Village Hall	Dance Club, zumba, yoga, table tennis
4	Weymouth & Portland Rugby Club	
5	The Park Community Centre	Short mat bowls, table tennis, exercise classes and dancing.
6	Weymouth Education & Training Centre	
7	Royal Dorset Yacht Club	

12.2 Demand

Research undertaken for the audit suggests that there is demand for village hall / community centre space within WPBC, highlighting the importance of these sites in ensuring that there is a varied sport provision on offer within the Borough. These sites can play an important role in ensuring residents in the areas have access to facilities where access to traditional sports halls are limited due to the rural nature of the area or poor transport links. Popular reported activities include table tennis and fitness classes. As there is spare capacity at sports halls in the authority, these venues are providing additional capacity for physical activity.

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

- ◀ The audit identified seven village and community halls in West Dorset.
- ◀ Analysis indicates that 27.7% of the population lives within an 800-metre catchment of a site.
- ◀ Research indicates that there is a range of activities offered across sites, with table tennis and fitness the most popular activities.

WEYMOUTH AND PORTLAND BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

SECTION 13: SWOT ANALYSIS

13.1 Strengths

- ◀ Participation in sport in Weymouth and Portland is good.
- ◀ WPBC recognises the importance of its leisure facility stock to health and well-being and future planning needs and has produced a strategy to document future planning requirements.
- ◀ There are seven (3+ courts) sports halls (on six sites) and three swimming pools in the Borough offering clear community access. Three of the sports hall offer daytime access.
- ◀ There is good indoor and, with one main exception, good outdoor tennis provision in the Borough.
- ◀ Of all the residents who live in the most deprived areas, 75% live within a mile radius of a sports hall, swimming pool and fitness centre.
- ◀ There is good availability of water-space in the Borough.
- ◀ The local community has access to a good range of sports at a range of levels. These include badminton, boxing, judo, parkour, and indoor bowls.
- ◀ Mainstream facilities accommodate a variety of different sports clubs. There is, however, spare capacity to expand on this within existing provision.
- ◀ There is a good supply of indoor bowls facilities
- ◀ Health and fitness facilities well spread across the Borough catering for different market segments with a range or price levels and membership options.
- ◀ There is a good supply of skate-parks in the Borough; indoor and outdoor.
- ◀ The importance of sport/leisure facilities to health and wellbeing is recognised.

13.2: Weaknesses

- ◀ The attractiveness of sports halls is low and expected to reduce up to 2031.
- ◀ All community accessible swimming pools are classed as below average.
- ◀ Sports halls and swimming pools are operated by different organisation giving WPBC limited influence over programming; the proposed new contract for management of the WS&FC may exacerbate this.
- ◀ The uncertainty over future management of WS&FC is causing concern amongst users.
- ◀ There is no affiliated gymnastics club in the Borough although there is high demand at current Wey Valley School and Sports Centre.
- ◀ There is an identified undersupply of health and fitness provision in the Borough. This is predicted to worsen over the period to 2031
- ◀ The relationship between, in particular swimming clubs and facility operators appears to present some difficulties.
- ◀ The indoor tennis centre (Wey Valley) is struggling to attract the requisite numbers of participants for it to remain financially viable.

WEYMOUTH AND PORTLAND BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

13.3 Opportunities

- ◀ Working with clubs to help drive increases in participation.
- ◀ Invest in current facility stock to improve its quality, appearance and useful life.
- ◀ Lots of sports hall space – encourage netball/basketball back
- ◀ Work harder to promote community badminton (CBN – based on good capacity)
- ◀ Invest in Harbour infrastructure to enhance all forms of water-sports access
- ◀ To improve relationships between swim clubs and operators
- ◀ To consider whether spare sports hall space capacity and the demand for gymnastics could underpin the formation of a gymnastics club.
- ◀ If the proposed local government reorganisation goes ahead (reducing the number of local authorities in the County from nine to two), a new town council will be formed in Weymouth. The Town Council has the opportunity to ensure there is a strategic approach to sport and leisure provision across the Town to support, for example; A cross sport volunteer workforce development strategy.
- ◀ Increased participation within gig rowing by supporting Weymouth Gig Rowing Club to locate to a facility better suited to its requirements.
- ◀ Consideration of how sport and leisure activity can continue to contribute to training, education, particularly focusing on those from areas of higher deprivation.
- ◀ Developer contributions from future planned housing developments could be secured to improve sports facilities within the Borough.

13.4: Threats

- ◀ Projected increases in the number/proportion of older people (65+), allied to population increases will place increasing strain on current stock when efficiencies are paramount.
- ◀ The rising age profile of the population is likely to lead to increased demand for facilities during peak periods and during the day (when education stock is generally inaccessible).
- ◀ The absence of joined up programming/sports development may cause duplication of activity and/or gaps in provision of a full sport and leisure offer.
- ◀ There is a need to work with all major swimming club(s) and discuss water access issues across sites.
- ◀ WS&FC is over 40 years old. If there are no long terms plans to replace the facility, the town may be without a swimming facility in the future.
- ◀ Reduced venue quality may have a negative impact on usage, participation and venue viability
- ◀ Not investing in skate parks would limit provision for young males (age12-30 years) in particular.
- ◀ Support and assistance is required to develop activities in Weymouth Harbour, as part of the Harbour Side review.

13.5: Initial key strategic recommendations

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

- ◀ WPBC to continue to work with key partners, including South Dorset Community Sports Trust and Everyone Active to ensure the programming and the sports offer addresses the needs of all of the community, particularly around an aging population.
- ◀ The redevelopment of Weymouth Swimming and Fitness Centre is required to ensure the town has a suitable swimming and fitness facility to meet the needs of the residents.
- ◀ To identify ongoing investment, maintenance and refurbishment requirements to protect and improve existing sports facilities.

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- ◀ Ensure that programming of sports development activity is undertaken in partnership to ensure that the Weymouth and Portland offer is inclusive and suits the needs of the community. (e.g., outreach sessions).
- ◀ Ensure that partnerships/relationships are developed and maintained to ensure a coherent approach to maintaining and developing facilities in the harbour to the benefit of all those who access facilities.
- ◀ Work with key partners to support workforce development and volunteer recruitment across the club network within the Borough.
- ◀ Work with management on education sites and South Dorset Community Sports Trust to encourage more community use for local clubs.
- ◀ 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: WPBC - DISTRICT PROFILE

Demographics

The data used to describe the area is taken from a range of nationally recognised sources such as the Office for National Statistics, NOMIS, Sport England and Experian.

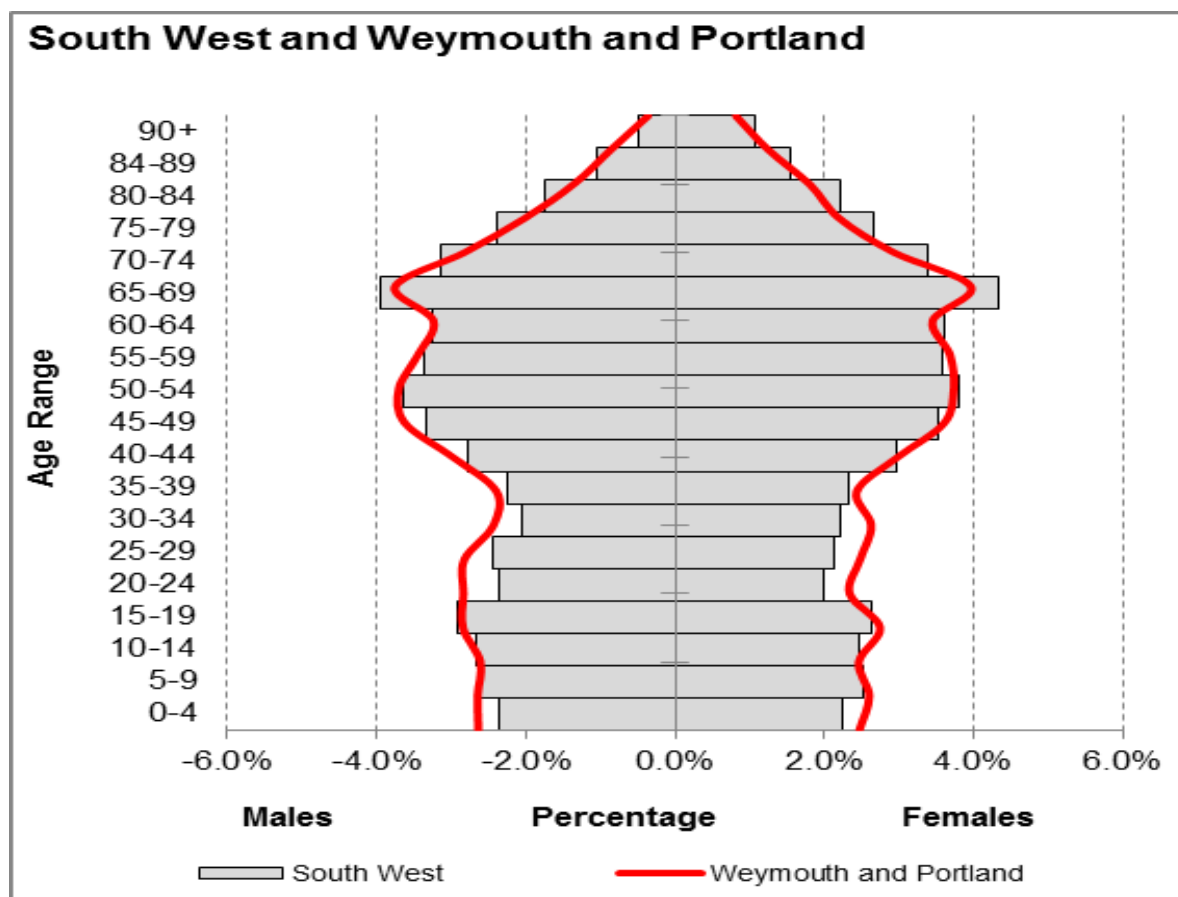
Wherever possible it represents the most up to date information available at the time of the report's preparation. New data is, however, published regularly and at different intervals.

Unemployment data is, for example, released every month while population projections and deprivation data tend to be produced every three to four years and the census of population is conducted once every decade.

Population (Data source: 2015 Mid Year Estimate, ONS)

The total population, from the 2015 MYE, in Weymouth and Portland was 65,166 (males = 32,212 and females = 32,954). The following chart illustrates the population's age and gender composition while, overlaying the red line for Weymouth and Portland on top of the grey bars for the region it is easy to see where one dataset is higher or lower than the other.

Figure A1: Comparative age/sex pyramid for Weymouth and Portland and the South West

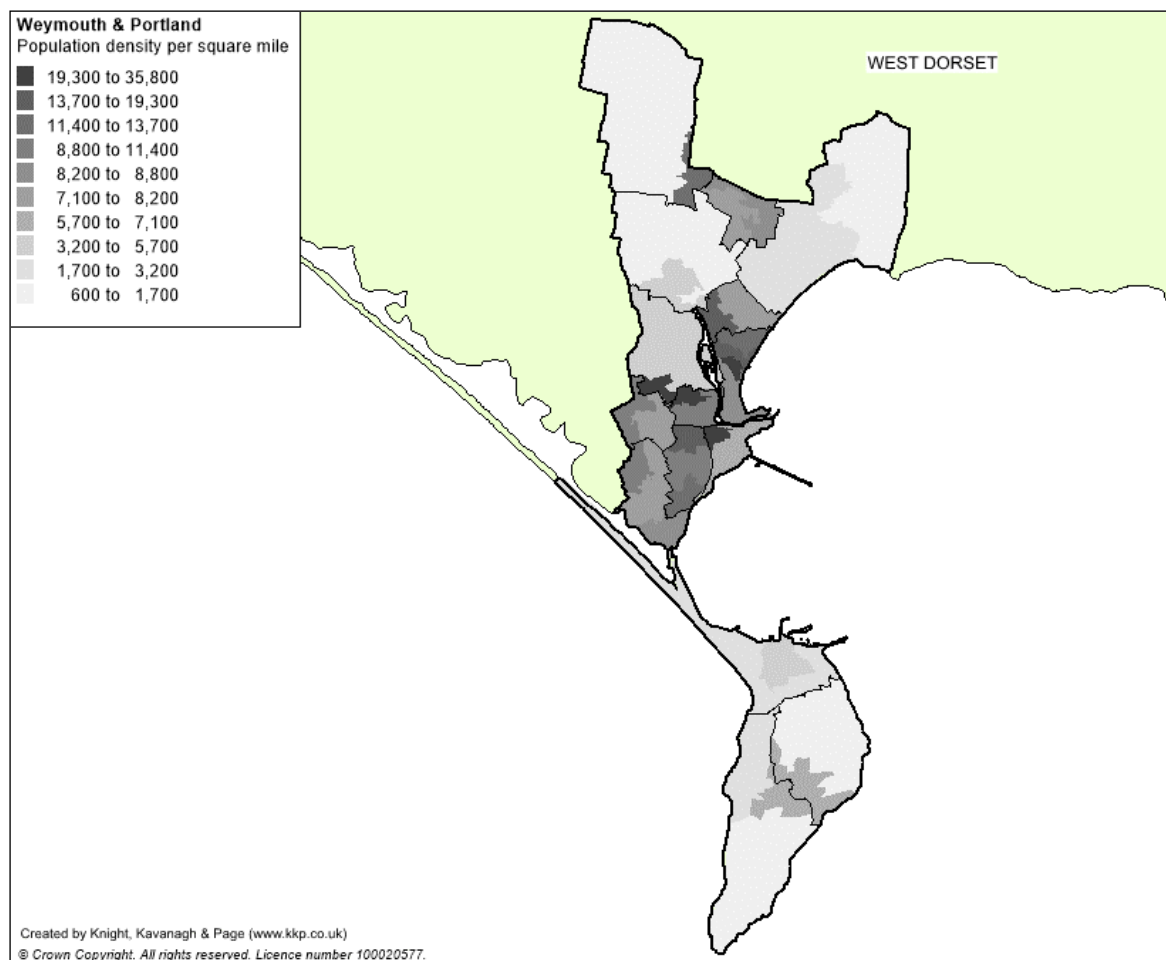


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There is a higher proportion of 20-34 year olds (Weymouth and Portland = 15.5%, South West = 13.2%), this may suggest a higher level of demand from what are generally regarded as the main sports participation groups and also from young families. There are, however, more in the age groups from 65+ (Weymouth and Portland = 24.1%, South West = 28.0%); these groups are likely to have higher disposable income and may also still be physically active. As a combination of factors it suggests careful consideration should be given to the pitching of sports and physical activity offers within the area – Sport England’s segmentation model may be interpreted in relation to this age structure (see later).

The population density map is based on lower super output areas (LSOA) from ONS’ most recent Census of population. It covers all parts of the country irrespective of whether the SOA is in an area of high density housing and flats or it covers farms and rural villages. The map’s shading, however, allows concentrations of population to be easily identified, for example, major urban areas such as flats, terraced houses and estates tend to show up as the darkest shading while rural areas, housing adjoining parks and other non-residential land uses tend to be the lightest shades.

Figure A2: Population density 2015 MYE: Weymouth and Portland lower super output areas (Lsoa)



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

In broad terms, Weymouth and Portland's ethnic composition does not reflect that of England as a whole. According to the 2011 Census of population, the largest proportion (97.4%) of the local population classified their ethnicity as White; this is higher than the comparative England rate of 85.4%. The next largest population group (by self classification) is Asian, at 1.0% this is markedly lower than the national equivalent (7.8%).

Table A1: Ethnic composition – Weymouth and Portland and England

Ethnicity	Weymouth and Portland		England	
	Number	Percentage	Number	Percentage
White	63,480	97.4%	45,281,142	85.4%
Mixed	653	1.0%	1,192,879	2.3%
Asian	640	1.0%	4,143,403	7.8%
Black	321	0.5%	1,846,614	3.5%
Other	73	0.1%	548,418	1.0%
Total	65,167	100.0%	53,012,456	100.0%

Crime (Data source: 2016 Recorded Crime, Home Office)

It is important to note that Weymouth and Portland crime data is now combined with the six Dorset Authorities (Christchurch, East Dorset, North Dorset, Purbeck, West Dorset and Weymouth and Portland). The data below 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 which was 67.3. In both instances the crime rate has risen since 2014, by around 21.5% for Dorset and 12.6% for England & Wales.

Table A2: Comparative crime rates - Dorset and England & Wales

Authority	Recorded crime (Jul '15 – Jun '16)	Population 2015 MYE	Recorded crime per 1,000 population
Dorset	17,751	420,585	42.2
England & Wales	3,892,878	57,885,413	67.3

Income and benefits dependency

The median figure for full-time earnings (2016) in Weymouth and Portland is £25,376; the comparative rate for the South West is £26,686 (+5.2%) and for Great Britain is £28,132 (+10.9%)

In November 2016 there were 396 people in Weymouth and Portland claiming Job Seekers Allowance (JSA); this represents a decrease of 52.5% when compared to November 2008 (834).

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

Similar to other parts of the country Weymouth and Portland experiences average levels of deprivation; nearly a third of the Borough's population (30.7%) falls within the areas covered by the country's three most deprived cohorts compared to a national average of c.30%. Conversely, 21.0% live in the three least deprived groupings in the country, this compares to a 'norm' of c.30%.

A different pattern, to that seen for multiple-deprivation, is seen in relation to health. Over half of Weymouth and Portland's population (53.5%) falls within the areas covered by the three most deprived cohorts, this compares to a national average of c.30%. Conversely, none live in the three least deprived groupings compared to a 'norm' of c.30%.

Table A3: IMD cohorts – Weymouth and Portland

IMD cumulative norm		Multiple deprivation			Health deprivation		
		Population in band	Percent of population		Population in band	Percent of population	
Most deprived	10.0	6,355	9.9%	9.9%	12,607	19.7%	19.7%
	20.0	8,213	12.8%	22.8%	5,177	8.1%	27.8%
	30.0	5,059	7.9%	30.7%	16,489	25.8%	53.5%
	40.0	12,774	20.0%	50.6%	10,955	17.1%	70.6%
	50.0	9,698	15.1%	65.8%	6,535	10.2%	80.9%
Least deprived	60.0	3,129	4.9%	70.6%	10,325	16.1%	97.0%
	70.0	5,354	8.4%	79.0%	1,934	3.0%	100.0%
	80.0	5,245	8.2%	87.2%	0	0.0%	100.0%
	90.0	4,696	7.3%	94.5%	0	0.0%	100.0%
	100.0	3,499	5.5%	100.0%	0	0.0%	100.0%

Figure A4: Index of multiple deprivation

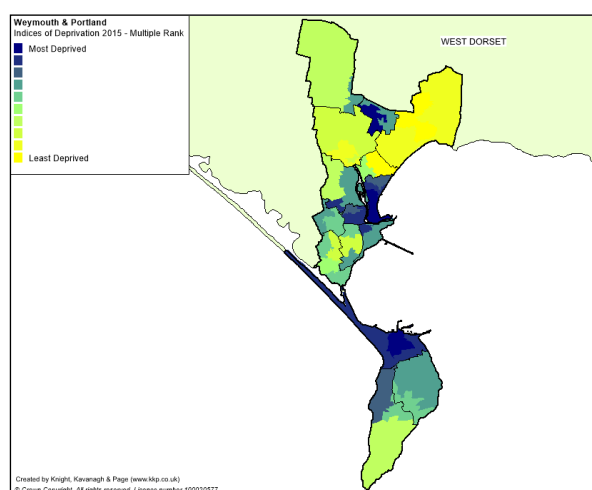
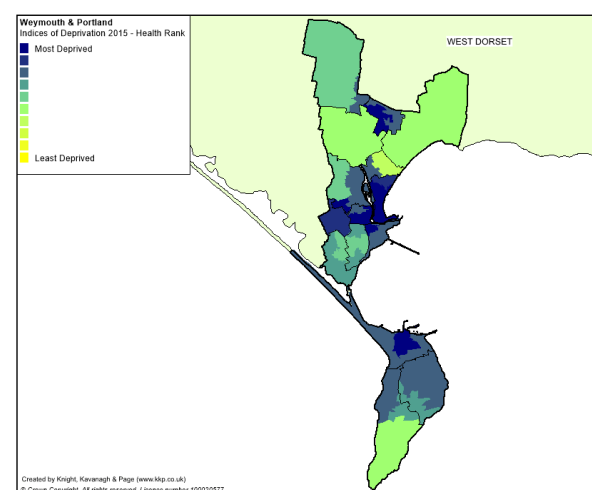
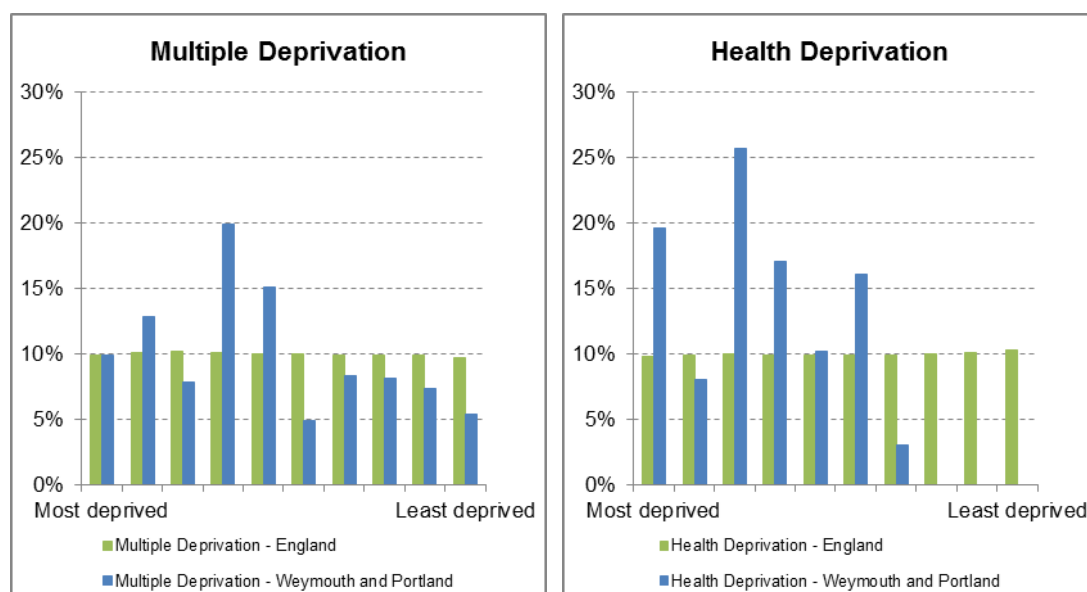


Figure A5: IMD Health domain



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Figure A6: Imd and health domain comparisons – Weymouth and Portland and England.



Health data

(Data sources: ONS births and deaths, NCMP³ and NOO⁴)

In keeping with patterns seen alongside higher levels of health deprivation, life expectancy in Weymouth and Portland is lower than the national figure; the male rate is currently 78.5 compared to 79.6 for England, and the female equivalent is 83.2 compared to 83.2 nationally.⁵

Weight and obesity

Obesity is widely recognised to be associated with health problems such as type 2 diabetes, cardiovascular disease and cancer. At a national level, the resulting NHS costs attributable to overweight and obesity⁶ 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.

Figures for Weymouth and Portland are not available due to suppressed data.

Health costs of physical inactivity

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

Illnesses, that the BHF research relates to, include cancers such as bowel cancer, breast cancer, type 2 diabetes, coronary heart disease and cerebrovascular disease eg: stroke. The data indicates a similar breakdown between these illnesses regionally and nationally.

³ National Child Measurement Program

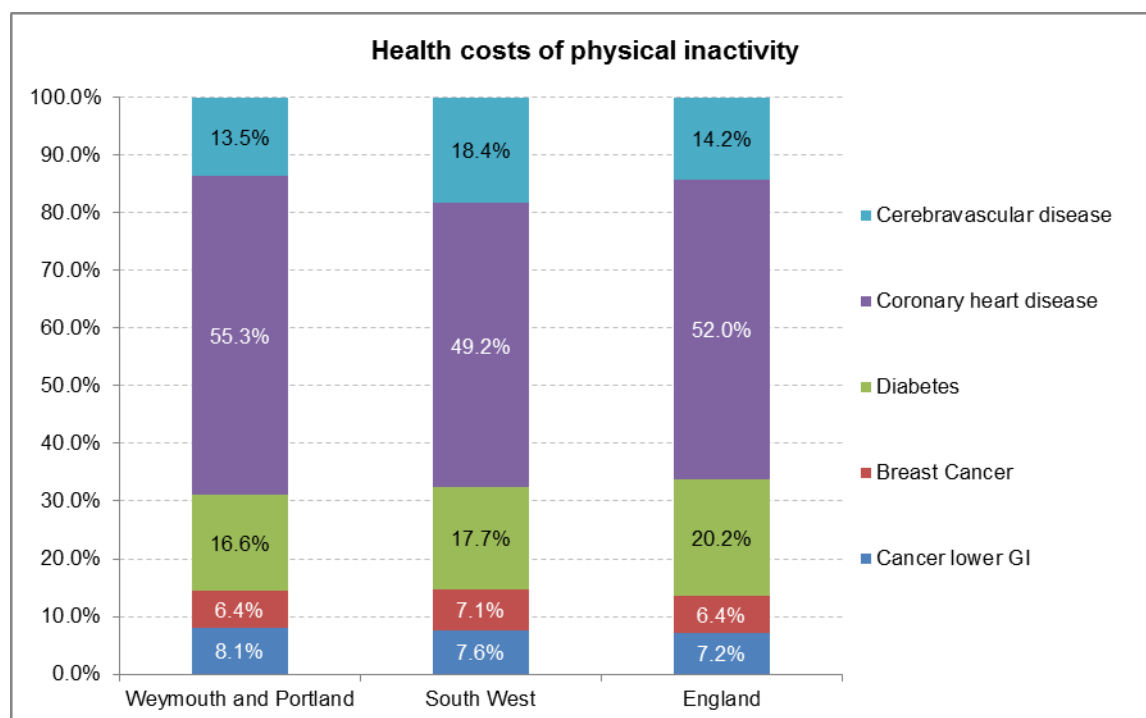
⁴ National Obesity Observatory

⁵ Office of National Statistics: Life Expectancy at Birth by local areas in the United Kingdom, 2013.

⁶ 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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Figure A7: Health costs of physical inactivity



The annual cost to the NHS of physical inactivity in Weymouth and Portland is estimated at £1,312,730.

When compared to regional and national costs per 100,000, Weymouth and Portland (£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. The survey also covers volunteering, club membership, tuition as an instructor or coach, participation in competitive sport and overall satisfaction with local sports provision.

Volunteering was only asked to around half of those questioned resulting in most of the data being suppressed. The nearest neighbours are from CIPFA Nearest Neighbours 2015.

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Table A4: Active People Survey for all adults – Weymouth and Portland and nearest neighbours

KPI	National %	South West %	Weymouth and Portland %	Nearest neighbours			
				North Devon %	Adur %	Torrige %	Teignbridge %
<i>1x30 Indicator - Participation in 30 minutes moderate intensity sport per week.</i>							
2014/15	35.8	36.5	36.1	39.6	32.3	30.5	39.2
<i>KPI 2 - At least 1 hour per week volunteering to support sport.</i>							
2014/15	12.7	15.3	*	*	*	*	*
<i>KPI 3 - Club membership in the last 4 weeks.</i>							
2014/15	21.8	22.6	24.4	20.7	19.7	20.4	26.9
<i>KPI 4 - Received tuition / coaching in last 12 months.</i>							
2014/15	15.6	18.0	17.4	19.0	19.0	14.4	18.9
<i>KPI 5 - Taken part in organised competitive sport in last 12 months.</i>							
2014/15	13.3	14.9	16.6	13.1	*	12.6	21.2

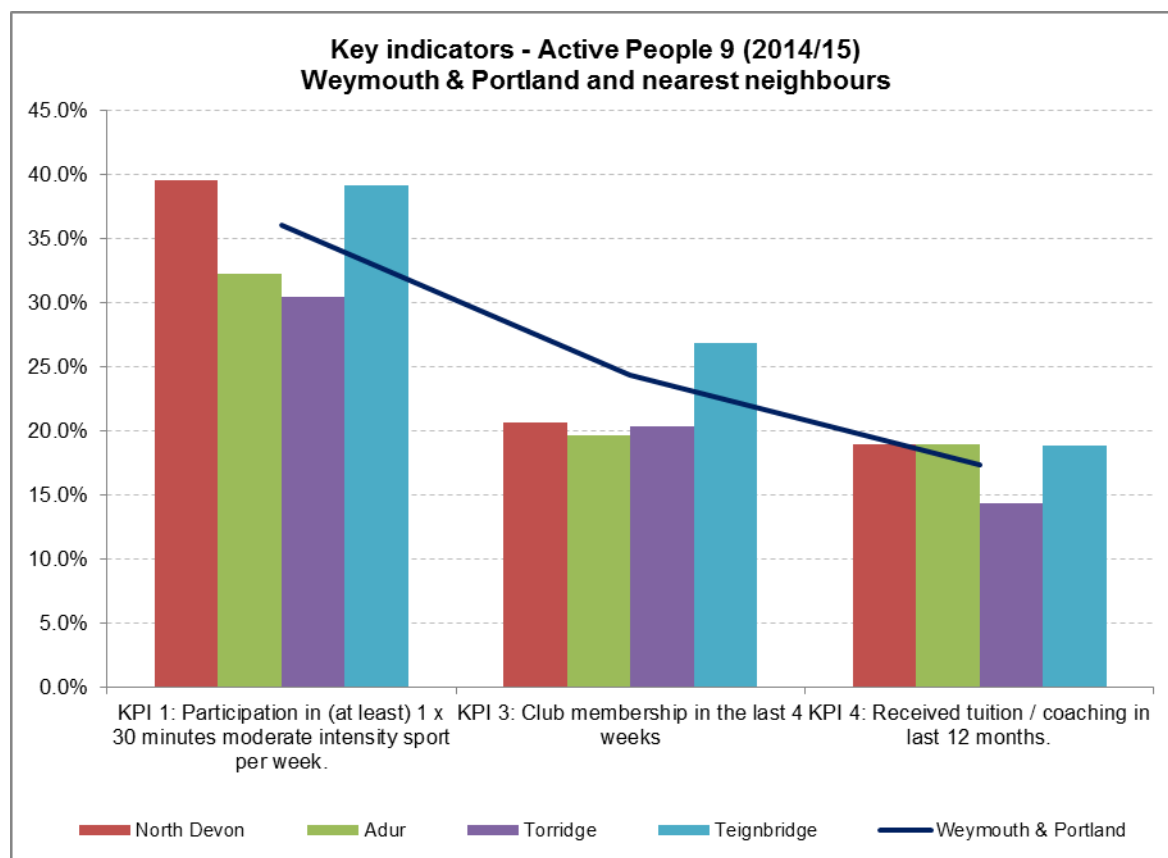
* Data unavailable, the question was not asked, or because of insufficient sample size

Table A4 shows key indicators from APS 9 for Weymouth and Portland and compares these to the corresponding rates for the South West, England and statistical 'nearest neighbours' based on a CIPFA (the Chartered Institute of Public Finance and Accountancy) model. This type of comparison has been developed to aid local authorities to compare and benchmark. The model applies a range of socio-economic indicators, including population, unemployment rates, tax base per head of population, council tax bands and mortality ratios upon which the specific family group (nearest neighbours) is calculated. Key findings include:

- ✦ Participation - over a third (36.1%) of adults participated in at least 1 x 30 minutes moderate intensity sport per week. This was above the national average (35.8%) and just below the regional average (36.5%). It was below all but two of its 'nearest neighbours' which ranged from 30.5% to 39.6%.
- ✦ Sports club membership – around a quarter (24.4%) are members of a sports club, based on the four weeks prior to the APS. This is above the national average (21.8%) and the regional rate (22.6%) and is above all but one of its 'nearest neighbours'.
- ✦ Sports tuition - over 1 in 6 (17.4%) received sports tuition during the 12 months prior to the APS. This was below the regional and above the national averages. It is also below all but one of its 'nearest neighbours'.
- ✦ Competitive sport – 1 in 6 (16.6%) adults had taken part in competitive sport in the previous 12 months, this is above two of Weymouth and Portland's 'nearest neighbours' and higher than the national (13.3%) and regional (14.9%) averages.

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Figure A8: Key AP indicators, Weymouth and Portland and nearest neighbours (2014/15).



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 five sports within Weymouth and Portland. As with many other areas, cycling and athletics are among the most popular activities and are known to cut across age groups and gender; in Weymouth and Portland around 1 in 8 adults go cycling, on average, at least once a month. The next most popular activity is athletics which 12.6% of adults do on a relatively regular basis.

Table A5: Most popular sports in Weymouth and Portland (Source: SE Area Profiles)

Sport	Weymouth and Portland		South West		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Cycling	6.6	12.7%	450.1	10.2%	3,771.8	8.7%
Athletics	6.6	12.6%	354.5	8.1%	3,309.8	7.6%
Swimming	5.9	11.4%	441.6	10.1%	4,132.7	9.5%
Fitness Class	3.0	5.7%	212.6	4.8%	2,104.7	4.8%

Sporting segmentation

(Data source: Market segmentation, Sport England)

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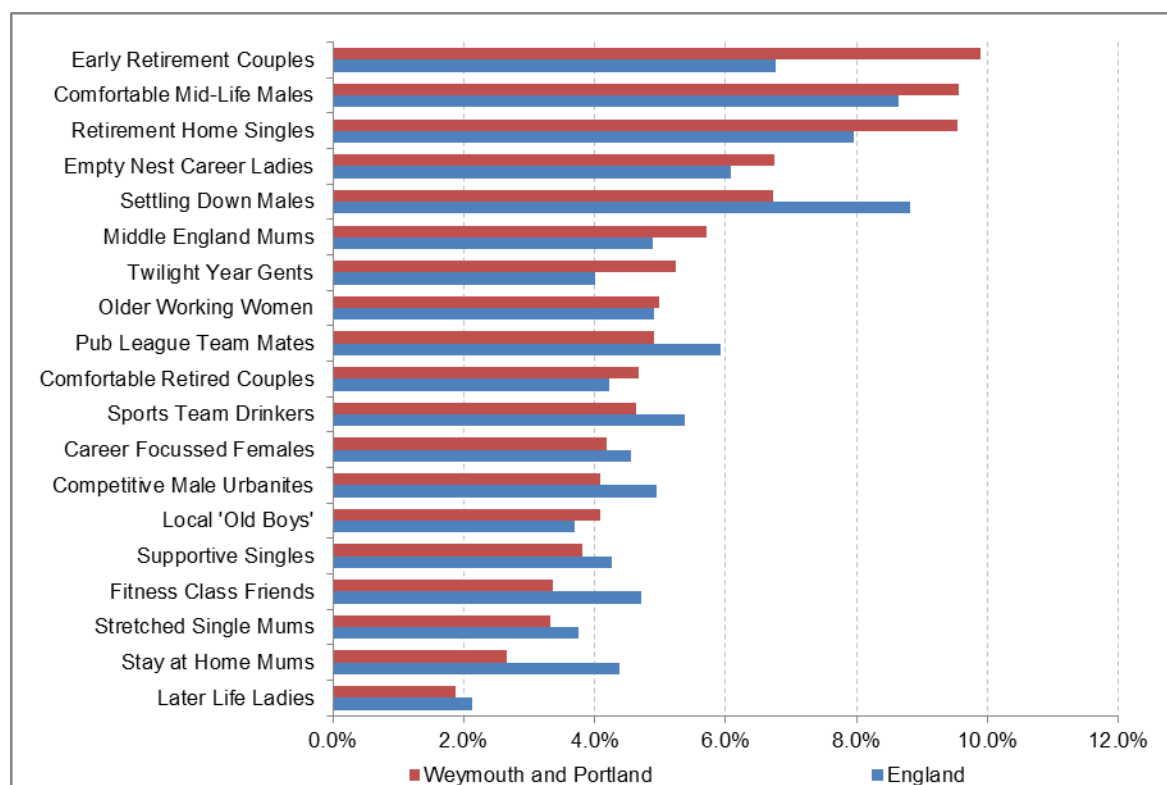
Sport England has classified the adult population via a series of 19 market segments which provide an insight into the sporting behaviours of individuals throughout the country. The profiles cover a wide range of characteristics, from gender and age to the sports that people take part in, other interests, the newspapers that they read etc.

Knowing which segments are most dominant in the local population is important as it can help direct provision and programming. Segmentation also enables partners to make tailored interventions, communicate effectively with target market(s) and better understand participation in the context of life stage and lifecycles.

The segmentation profile for Weymouth and Portland indicates 'Early Retirement Couples' to be the largest segment of the adult population at 9.9% (5,176) compared to a national average of 6.77%. This is closely followed by 'Comfortable Mid-Life Males' and 'Retirement Home Singles'.

At the other end of the spectrum, there are fewest 'Later Life Ladies' with just under 2.0%, 'Stay at Home Mums' (under 3%) and 'Stretched Single Mums'.

Figure A9: SE segmentation – Weymouth and Portland compared to England



Mosaic

(Data source: 2016 Mosaic analysis, Experian)

Mosaic 2016 is a similar consumer segmentation product and classifies all 25.2 million households into 15 groups, 66 household types and 238 segments. This data can be used to paint a picture of UK consumers in terms of their social-demographics, lifestyles, culture and behaviour and tends to be used to draw out population characteristics for the backdrop to library usage and other non-sporting activities. The following table shows the top five

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mosaic classifications in Weymouth and Portland compared to the country as a whole. The dominance of these five segments can be seen inasmuch as they represent over half (56.4%) of the population compared to a national equivalent rate of just over a quarter (27.0%).

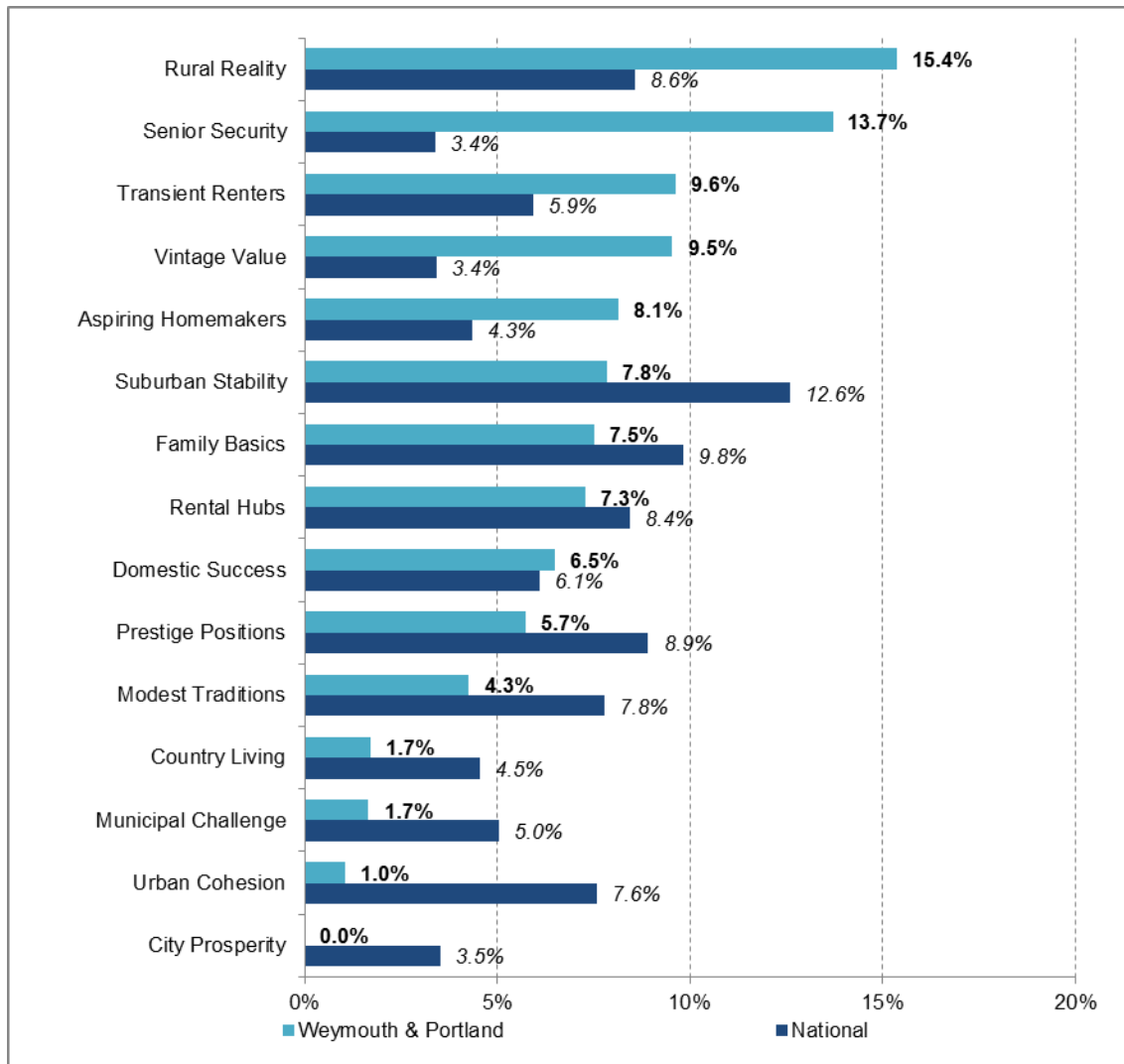
Table A6: Mosaic – main population segments in Weymouth and Portland

Mosaic group description	Weymouth and Portland		National %
	#	%	
1 - Rural Reality	9,974	15.4%	8.6%
2 - Senior Security	8,887	13.7%	3.4%
3 - Transient Renters	6,245	9.6%	5.9%
4 - Vintage Value	6,190	9.5%	3.4%
5 - Aspiring Homemakers	5,271	8.1%	4.3%

The largest segment profiled for Weymouth and Portland is the Rural Reality group, making up 15.4% of the adult population in the area, this 1.8 time the national rate (8.6%). This group is defined as 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

Figure A10: Mosaic segmentation – Weymouth and Portland compared to England

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Table A7: Dominant Mosaic profiles in Weymouth and Portland




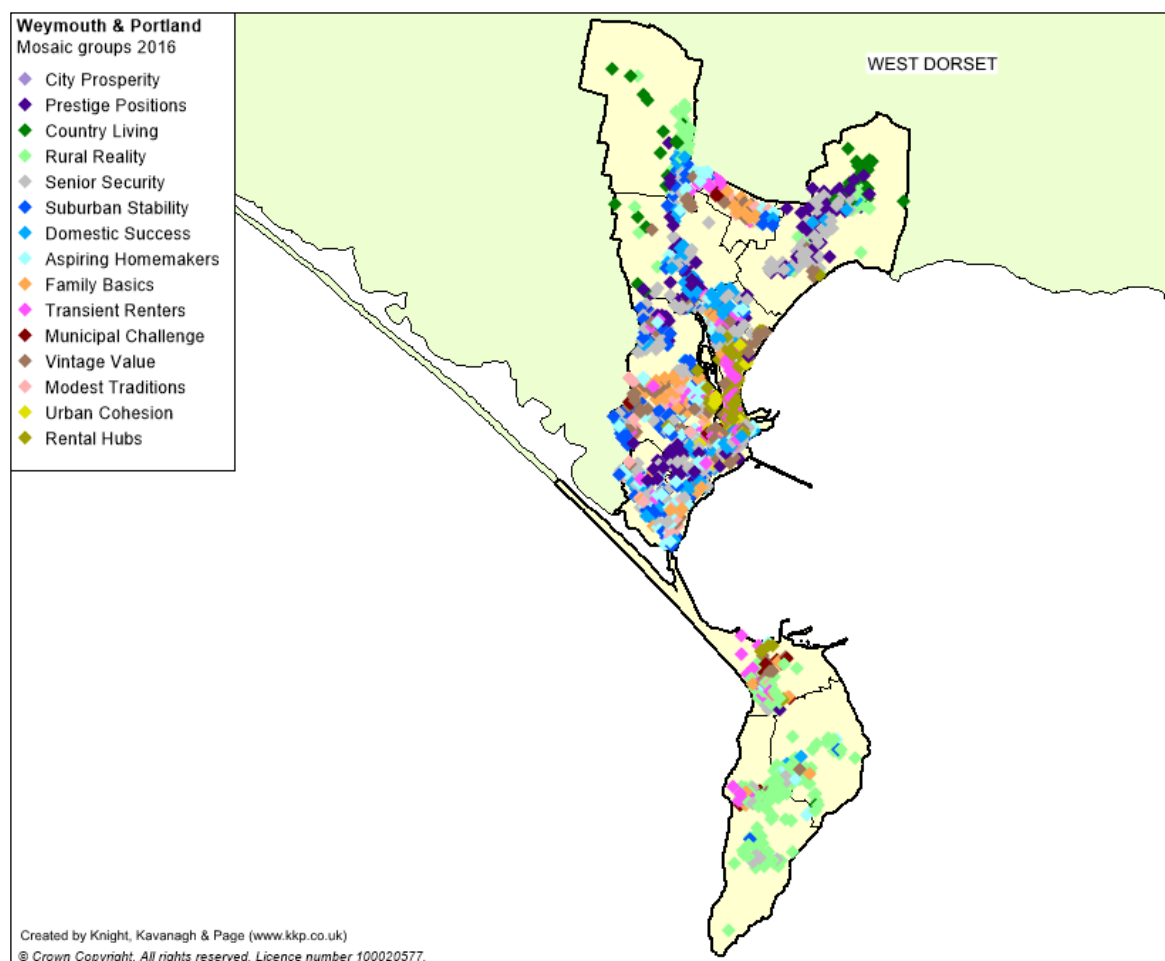
Rural Reality		People who live in rural communities and generally own their relatively low cost homes. Their moderate incomes come mostly from employment with local firms or from running their own small business.
Senior Security		Elderly singles and couples who are still living independently in comfortable 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.
Transient Renters		Single people who pay modest rents for low cost homes. Mainly younger people, they are highly transient, often living in a property for only a short length of time before moving on.

Figure A11: Distribution of Mosaic segments in Weymouth and Portland



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Population Projections

Changes to population, both in numbers (increasing or decreasing) and in demographics (age, gender, ethnicity etc.), has the potential to impact massively upon sports and leisure facilities. Information taken from DCC data using POPGROUP software between 2016 and 2031 illustrate the following key points for Weymouth and Portland:

- ◀ The largest change in any cohort is the increase in persons aged 65+. This represents an increase of +36.3 (+5,799). While the age group represented the largest cohort (24.4% of Weymouth and Portland's population in 2016 it is projected to be 30.56% of the total by 2031 - this is nearly 1 in 3 of the population.
- ◀ The second largest cohort is the category, 0-15 year group. This group will see a small population increase of 2%.
- ◀ There is predicted to be a decline (-16.81%) in the number of 45-54 year olds. This will reduce the age groups representation from 14.56% to 11.20%.

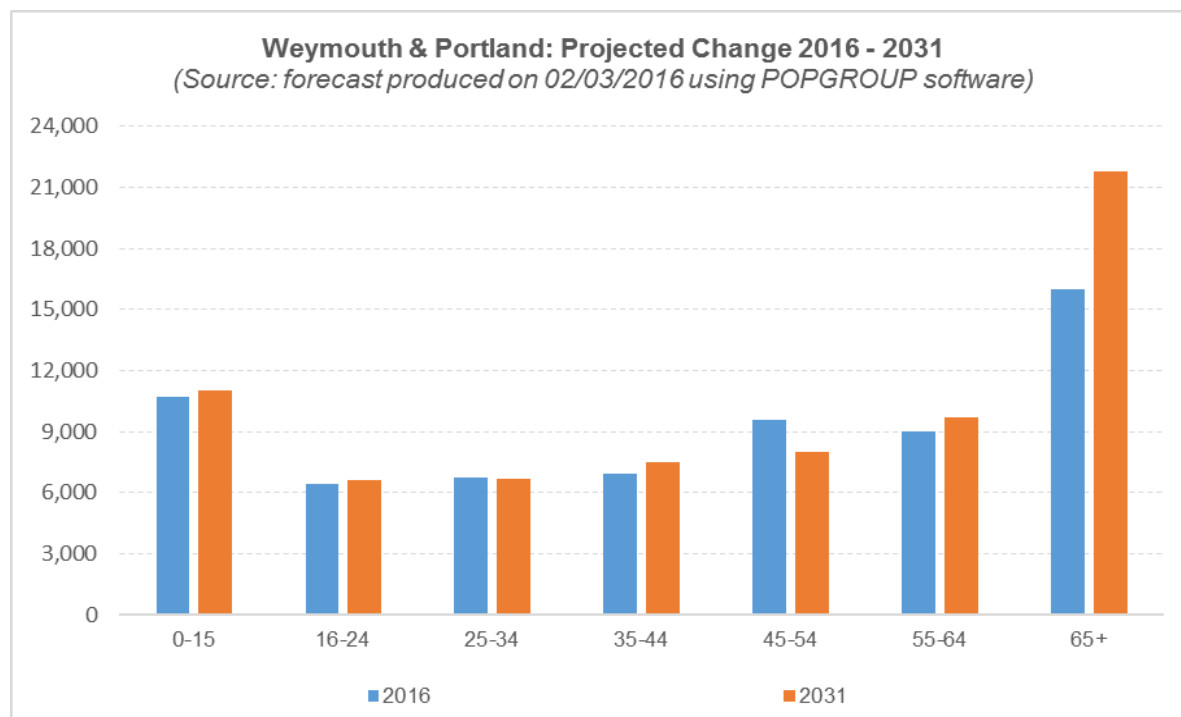
There are commensurate changes in the other age categories, either with small increases or decreases.

Table: A8 Projected change 2016-2031

Weymouth and Portland Age (years)	Number		Age structure %		Change 2016 - 2031	
	2016	2031	2016	2031	2016	2031
0-15	10,743	11,003	16.41%	15.44%	100.00%	102.42%
16-24	6,436	6,600	9.83%	9.26%	100.00%	102.55%
25-34	6,721	6,698	10.27%	9.40%	100.00%	99.65%
35-44	6,952	7,510	10.62%	10.54%	100.00%	108.02%
45-54	9,591	7,979	14.65%	11.20%	100.00%	83.19%
55-64	9,042	9,691	13.81%	13.60%	100.00%	107.17%
65+	15,972	21,771	24.40%	30.56%	100.00%	136.30%
Total	65,457	71,251	100.00%	100.00%	100.00%	108.85%

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Figure A12: Projected change 2016-2031



Economic Value of Sport

Table A9: Economic value of sport (Nov 2015) – Comparative overview

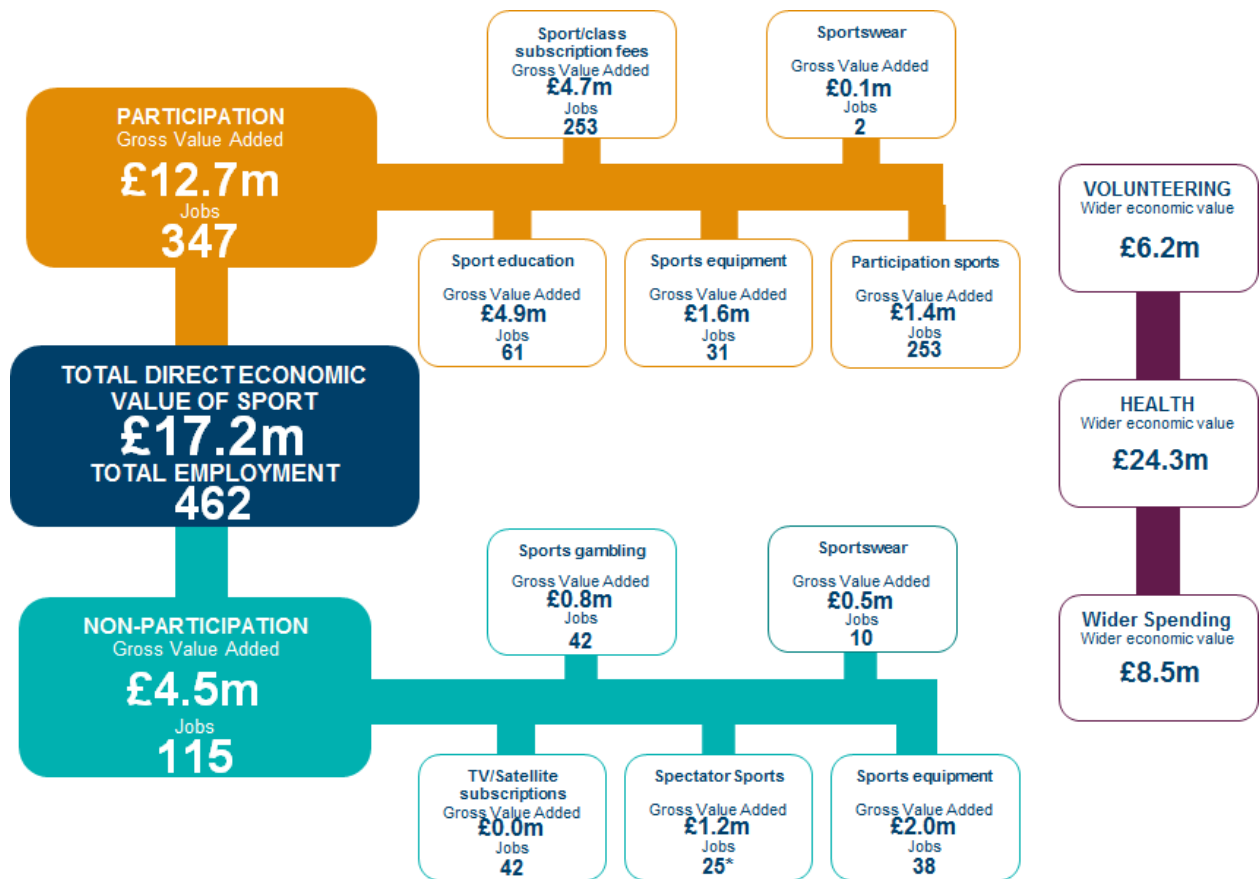
Measure	England		Weymouth and Portland	
Participation impacts				
Sports & fitness memberships	£4,646.4m	22.8%	£4.7m	27.3%
Education and training	£4,630.3m	22.7%	£4.9m	28.5%
Sports equipment	£1,267.2m	6.2%	£1.6m	9.3%
Sports participation	£1,267.2m	6.2%	£1.4m	8.1%
Sportswear	£84.5m	0.4%	£0.1m	0.6%
Sub-total	£11,895.6m	58.3%	£12.7m	73.8%
Non participation impacts				
TV and satellite broadcasting*	£4,646.4m	22.8%	£0.0m	0.0%
Sports equipment	£1,584.0m	7.7%	£2.0m	11.6%
Spectator sports	£1,161.6m	5.7%	£1.2m	7.0%
Sportswear	£422.4m	2.1%	£0.5m	2.9%
Sports related gaming/betting	£690.0m	3.4%	£0.8m	4.7%
Sub-total	£8,504.4m	41.7%	£4.5m	26.2%
Overall total	£20,399.9m	100.0%	£17.2m	100.0%

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

* This relates GVA to employment connected to broadcasting as opposed to subscriptions by area.











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Figure A13: Economic impact of sport – Weymouth and Portland (Source: Sport England 2015)











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APPENDIX 2: 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				
 <p>Ben Competitive Male Urbanites Also known as Josh, Luke, Adam, Matesuz, Kamil</p>	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%				
 <p>Jamie Sports Team Lads Also known as Ryan, Nathan, Ashley, Adeel, Pawel</p>	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%				
 <p>Chloe Fitness Class Friends Also known as Nisha, Sophie, Lauren, Charlotte, Lucy</p>	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%				
 <p>Leanne Supportive Singles Also known as Hayley, Kerry, Danielle, Nisha, Saima</p>	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%				
 <p>Helena Career Focused Female Also known as Claire, Tamsin, Fiona, Sara, Joanne</p>	Single professional women, enjoying life in the fast lane. <i>Full time professional, single.</i>	26-44	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%				









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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				
	Tim Settling Down Males Also known as Simon, Jonathan, Jeremy, Adrian, Marcus	Sporty male professionals, buying a house and settling down with partner. <i>Professional, may have children, married or single.</i>	26-45	ABC1	62%	8.8%	Tim's main source of information is the internet -he uses this for information on property, sports and managing his finances. He is a heavy mobile phone user and likes to access information 24/7. Tim will often buy things online and is relatively likely to use SMS text alerts and 3G services.		Tim is an active type that takes part in sport on a regular basis. Tim's top sports are cycling (21%), keep fit/ gym (20%), swimming (15%), football (13%) and golf (7%).
				27%					
	Alison Stay at Home Mums Also known as Justine, Karen, Suzanne, Tamsin, Siobhan	Mums with a comfortable, but busy, lifestyle. <i>Stay-at-home mum, children, married.</i>	36-45	ABC1	55%	4.4%	Alison is a medium TV viewer and may have a digital package, but is unlikely to respond to TV advertising. She is a medium internet user and is unlikely to respond to internet advertising, but will use it as a source of information to aid her decision-making. She has a pay-as-you-go mobile for emergencies, but prefers to use her landline.		Alison is a fairly active segment with above average levels of participation in sport. Alison's top sports are: keep fit/ gym (27%), swimming (25%), cycling (12%), athletics including running (11%), and equestrian (3%).
				20%					
	Jackie Middle England Mums Also known as Andrea, Cheryl, Deborah, Jane, Louise	Mums juggling work, family and finance. <i>Vocational job, may have children, married or single.</i>	36-45	C1C2D	47%	4.9%	Jackie is a medium TV viewer, enjoying soaps, chat shows and dramas, and has Freeview digital channels. She is a light and cautious internet user, but has been encouraged by her children's prolific usage and is becoming more confident herself.		Jackie has above average participation levels in sport, but is less active than other segments in her age group. Jackie's top sports are keep fit/ gym (22%), swimming (20%), cycling (9%), athletics including running (6%), and badminton (2%).
				16%					
	Kev Pub League Team Mates Also known as Lee, Craig, Steven, Tariq, Dariusz.	Blokes who enjoy pub league games and watching live sport. <i>Vocational job, may have children, married or single.</i>	36-45	DE	43%	5.9%	Kev is a heavy TV viewer, likely to have a digital or cable package for extra sports coverage. He is a heavy radio listener and is likely to favour local commercial stations. Kev uses his mobile phone for social reasons but will not respond to text advert.		Kev has above average levels of participation in sport. Kev's top sports are keep fit/ gym (14%), football (12%), cycling (11%), swimming (10%) and athletics including running (6%).
				17%					





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

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

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