



## WYRE FOREST DISTRICT COUNCIL INDOOR AND BUILT FACILITIES STRATEGY

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QUALITY, INTEGRITY, PROFESSIONALISM

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**WYRE FOREST DISTRICT COUNCIL**  
**BUILT FACILITIES STRATEGY**

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## INTRODUCTION

1. This is the Wyre Forest Indoor Sports Facilities Strategy for the period 2017- 2027. The strategy recommendations are drawn from the Indoor Built Facilities Assessment Report, researched and prepared initially between September and December 2016 by specialist sport and leisure consultancy, Knight Kavanagh and Page Ltd (KKP). The Assessment Report and Strategy have been prepared in accordance with Sport England's ANOG (Assessing Needs and Opportunities for Indoor and Outdoor Sports Facilities) guidance and in consultation with Wyre Forest District Council (WFDC), Sport England, national governing bodies of sport, local sports clubs, County Sport Partnership and other key stakeholders. Although Wyre Forest District Council has commissioned the study it is recognised that this is a strategy for sport across all sectors and as such the responsibility for delivering the strategy will rest with a wide range of partners, not just the Council.

### ***Why is the Strategy being developed?***

2. To support the current review of the Wyre Forest Local Plan the District Council wishes to prepare a new evidence base in respect of built facilities and other sport, leisure and open space requirements so that:
  - ◀ It can inform the preparation of the Local Plan Review Preferred Option and, in particular, the Pre-Submission version of the Local Plan Review
  - ◀ It is in conformity with recent Sport England guidance;
  - ◀ It assists the Council to prepare a robust and up to date assessment of need to meet all of the requirements of the National Planning Policy Framework, especially paragraph 73 and assist, where appropriate, the implementation of paragraph 74 of the NPPF;
  - ◀ The Council has an up-to-date robust overall assessment of supply/demand, and identification of new playing field and built facility requirements to meet the planned growth to enable the development of appropriate policy within the Local Plan Review;
  - ◀ The Council has an up-to-date robust assessment of informal leisure, open space and other green infrastructure asset requirements to meet the needs of the Local Plan Review;
  - ◀ The Council has a robust evidence base to:
    - ◀ Negotiate and apply provision at the major growth sites that may be proposed in the Local Plan Review.
    - ◀ Inform the negotiation of public open space section 106 contributions with developers.
    - ◀ Inform the infrastructure requirements as part of the preparation by the Council of a revised Infrastructure Delivery Plan and associated work on CIL, should the Council choose to pursue a CIL Charging Schedule.
3. Wyre Forest has an aspiration, and need, to consider its facilities planning particularly in the context of future housing growth needs; changing economic circumstances and the ageing demographic profile of the area. The focus of this Strategy is to provide clear direction to all partners so that together they can plan and develop a more flexible, efficient and sustainable range of community based sport and leisure facilities that Wyre Forest requires. This will ensure residents have the opportunity to be physically active and healthier and where appropriate develop their sporting ambitions within their local community.

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## VISION AND OBJECTIVES

4. This is Wyre Forest District Council's vision for sport and leisure provision in the area that builds on the conclusions identified in the Indoor and Built Facilities Assessment Report. This Strategy sets the vision and objectives for Wyre Forest's physical infrastructure for the period 2017 to 2027. It considers all of the area's community sport and leisure assets required to ensure the Council and its partners serve the people of Wyre Forest through:

- ◀ *Fulfilling its community leadership role well.*
- ◀ *Ensuring quality and value in public services.*
- ◀ *Safeguarding the most vulnerable in society.*

Wyre Forest's vision is:

*To create a network of high quality, accessible and sustainable sport and leisure facilities, which offer inclusive services for all; enabling the inactive to become active and more residents to fulfil their potential by participating in sport and physical activity, thus improving their long-term health and well-being.*

5. The strategic objectives have been identified to deliver the above vision over the period 2017 – 2027. They provide strategic direction for Wyre Forest District Council, its partners and stakeholders which provide facilities and opportunities for residents to pursue sport and recreation as a means to engage in physical activity. The strategic objectives are as follows and are discussed later in the document in more depth and followed by an action plan:
- ◀ WFDC and Places for People Leisure to continue to work in partnership to ensure that Wyre Forest Leisure Centre benefits the whole community through reflective programming, targeted interventions and outreach.
  - ◀ WFDC to work in its planning role with Worcestershire County Council and individual schools (academies) to improve the quality of school sports halls and swimming pools for both pupils and the community.
  - ◀ Wyre Forest community stakeholders to pursue capital facility developments (via planning, developer contributions and officer expertise) which may assist in increasing sport and physical activity within the wider District.
  - ◀ WFDC and community stakeholders to work together to enable district facility stock to be better utilised by inactive residents.
  - ◀ WFDC to work with partners to develop a co-ordinated approach to the management, availability and programming of sports facilities across the District.
  - ◀ In respect of Wyre Forest's housing and population growth, WFDC to protect the existing supply of sports facilities where they are needed to meet current or future needs and maximise potential sports facility development opportunities.

### RESEARCH FINDINGS

#### Sports Halls:

6. In supply terms Wyre Forest is generally well provided for with its 23 hall sites being distributed quite evenly across the district. **Wyre Forest Leisure Centre** provides a new, high quality six court hall strategically located between the two main population centres of Kidderminster and Stourport. In terms of usage the new centre has seen a high level of footfall since opening with an average of 35,000 visits per month reported. Wyre Forest DC should maintain regular reviews with Places for People Leisure to ensure a balanced programme is provided here given the importance of the facility within the district.
7. Elsewhere, the consultation recorded a good level of availability generally in terms of four court sports halls with programmed community accessible opening hours, however with the exception of Stourport High School these are of below average or poor quality. There is nevertheless reasonably strong demand from community clubs to access sports halls, particularly in respect of badminton and a good amount of community use reported on school sites with various badminton clubs having programmed use.
8. With only nine of the fifty-one badminton courts falling within the leisure contract (three of which are below average condition at Bewdley LC), Wyre Forest DC has relatively little control over access, availability and programming of the district's sports hall stock. Consequently, there is a reliance on the education sector to deliver a large proportion of community use in what are for the large part below average quality sports halls. Stourport High School is the exception, containing a good quality four court sports hall.
9. Given the above, it may be possible to explore some joint co-ordination of programming with the various school and community providers; for example, limiting the amount of football played indoors in order that sports hall sports can flourish and grow. Additionally, there may be an opportunity to identify opportunities for increased use of school sites. This should be accompanied by consideration of how quality issues may be addressed in the longer term. This will require some advocacy work on behalf of the council using resources such as Sport England's 'Use our School' toolkit.
10. **Bewdley LC** is a dual use leisure centre with a three court sports hall within the Council's leisure management contract. Built in 1990 the facility is now in a below average condition, but will be subject to some investment in 2017 to improve its quality. The centre provides a home to Bewdley Colts badminton club and contains a strong disability sport offer. With a view to sustaining curricular and community use in the long term, there may be an opportunity to remodel the redundant space in the centre's former youth facility in order to provide a health and fitness or group fitness activity space.
11. **Kidderminster and District Youth House** is an important provider of sport & physical activity opportunities in the town, providing a home for the district's only basketball team. The facility has flexible access arrangements (i.e. 24 hour) to its four court sports hall and it is not uncommon for the Bangladeshi community to be playing badminton at 2am; enabling participation in a community which is sometimes difficult to engage with. Delivering the organisation's aspiration to expand to an eight-court sports hall may be ambitious; however, any feasibility work should take into account the effect of housing growth in the Kidderminster area. Irrespective of this, consideration should be given to improving the quality of the facility (i.e. sports hall floor, changing facilities) to ensure the long-term sustainability of the facility.

### *Small halls, village halls & informal spaces*

12. Research supporting Sport England's 'Towards an Active Nation' strategy emphasises the role that more informal facilities such as village halls and community spaces can play in engaging inactive groups, particularly older people. Whilst the consultation in Wyre Forest did not cover small indoor halls, there may already be some activity such as fitness classes, yoga and pilates taking place in community centres and the three primary school halls that were not picked up in the assessment. Such provision could play a vital role in the future, picking up demand from some of the more disparate rural or semi - rural housing developments that are planned in the district. Moreover, given that there is a prevalence of inactivity in the district<sup>1</sup>, Wyre Forest District Council should explore further whether there is an opportunity to support these organisations to market such classes more widely. Similarly, village halls are likely to be providing services for more rurally isolated communities and may have a need for improvements such as toilets, flooring & lighting that could be addressed through Sport England's Community Asset Fund.

### **Swimming Pools:**

13. In respect of swimming provision, the Wyre Forest district stock has undergone recent rationalisation with the closure of Wyre Forest Glades LC and Stourport Sports Centre. These have been replaced by the new six lane, 25m pool and teaching pool at **Wyre Forest Leisure Centre** which opened in 2016. Informed by a Facilities Planning Model study, the new facility is strategically located to pick up demand from the main areas of population and there are several pools in neighbouring authorities within an accessible drive time of Wyre Forest residents. Wyre Forest LC is nevertheless the only pool within the district which is of good quality and fully accessible for community use. The pool has been well used since it opened. As well as being popular with residents it also hosts a strong and thriving swimming club (Wyre Forest Swimming Club); therefore there will be a need to sensitively programme the pool in order to ensure the Council's corporate priorities around health & well-being are achieved whilst also satisfying demand for club swimming.
14. With the district's ageing population also a key driver, there is a role for Places for People Leisure in tandem with the Council in designing a physical activity and sport offer at its main leisure facility that can start to address the challenge of inactivity in the area. Given that Wyre Forest LC is the only pool available for open access community use, there will be a need for the Council and Places for People Leisure to monitor usage profiles to ensure that residents living on the fringes of the district (e.g. South Stourport) are using the facility.
15. Elsewhere the remaining two swimming pools in Wyre Forest are both on school sites and, whilst providing a vital role in catering for club usage, both were built over fifty years ago and their quality ratings reflect this. **King Charles I School** is rated as below average, meanwhile **Holy Trinity School** did not provide access for a site visit. Club use is effectively the only community use at these sites with access gained on a key holder basis. Whilst these sites cannot be relied upon to deliver a broad programme of community use, it remains important that they are sustained in the long term to provide a 'buffer' in terms of capacity for swimming lessons and club training.

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<sup>1</sup> Sport England's Active Lives Survey notes current level of inactivity in Wyre Forest at 19.8%.

16. **Stourport Sports Club** is Wyre Forest's main outdoor multi sports venue and performs a strategic function for many key sports including athletics, triathlon, cycling, netball, tennis and hockey. The multi sports club offers a wide range of activities for all age groups and is key to delivering wider sports club participation and physical activity opportunities for all residents.

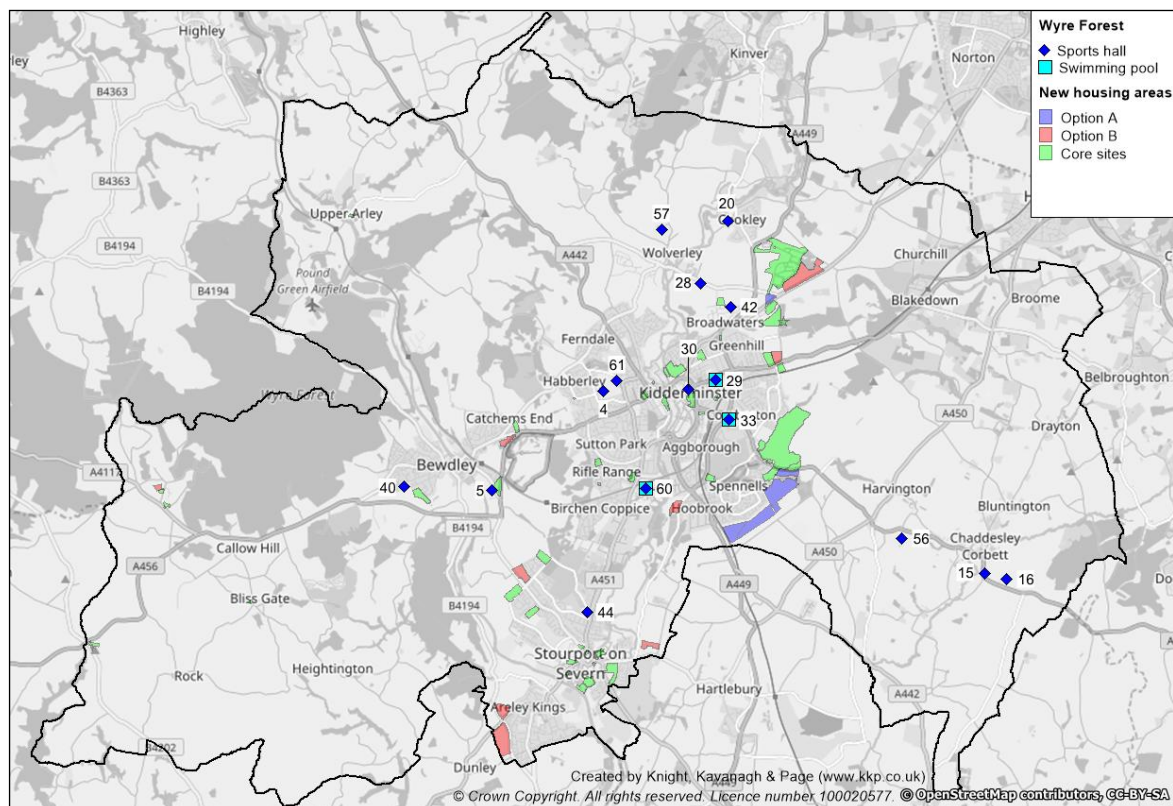


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## HOUSING GROWTH IN WYRE FOREST

17. Wyre Forest District Council has identified two potential options for new dwellings over the period to 2034. A Core element, common to both options, is anticipated to deliver approximately 4,570 dwellings and at the time of the preparation of this report comprised 27 sites in Kidderminster (3,400 dwellings), 14 sites in Stourport (880 dwellings) and nine sites in Bewdley and the rural West of the District (300 dwellings). It is important to note that the sites ultimately consulted upon at the Preferred Options stage may have slightly changed from this anticipated make-up.
18. In addition to the Core sites above, the Council is also considering two options (A and B) which will deliver an additional 1,380 (option A) or 1,340 (option B) dwellings. The map below identifies the confirmed developments in green and options A and B in blue and red respectively. Again there might be some slight changes to these numbers in the version ultimately consulted upon but the sites' essential size and distribution will remain unaltered. Community Sports Hall and Swimming Pool sites have also been plotted on the map in order to provide a basis for discussion of potential S106 / CIL contributions.

*Figure 1: Wyre Forest Housing Growth Sites + location of Sports Halls & Swimming Pools*





## WYRE FOREST DISTRICT COUNCIL BUILT FACILITIES STRATEGY

Table 1.1: Key to map

KKP Ref	Site	Hall	Pool
4	Baxter Business & Enterprise College	Yes	
5	Bewdley Leisure Centre	Yes	
15	Chaddesley Corbett Endowed Primary School	Yes	
16	Chaddesley Corbett Endowed Primary School	Yes	
20	Cookley Playing Fields	Yes	
28	Heathfield School	Yes	
29	Holy Trinity School	Yes	Yes
30	Kidderminster and District Youth House	Yes	
33	King Charles I Secondary School	Yes	Yes
40	St Annes C.E. Primary School	Yes	
42	St Oswalds C.E. Primary School and Nursery	Yes	
44	Stourport High School	Yes	
56	Winterfold House School	Yes	
57	Wolverley CE Secondary School	Yes	
60	Wyre Forest Leisure Centre	Yes	Yes
61	Wyre Forest Special School	Yes	

19. In respect of swimming provision, the pools at Holy Trinity and King Charles I Secondary Schools, identified in the audit as key for club use are located roughly in a central Kidderminster area, with a significant core housing growth site lying to the North of the town at Lea Castle Hospital, and to the East of the town under the Urban Extension proposal. Wyre Forest Leisure Centre meanwhile, is also located centrally in respect of the key growth sites. Four court sports halls on school sites at Baxter Business & Enterprise College & King Charles I Secondary School and also Kidderminster Youth House, are all identified as below average quality in the audit report and are also centrally located in Kidderminster within the vicinity of the major growth sites.
20. Identified housing growth in Wyre Forest demonstrates the need for the Council to protect its key strategic sites such as WFLC and Bewdley LC within planning policy. Section 106 contributions or CIL (the Community Infrastructure Levy) should be used to improve the quality and scope of existing indoor and built facilities to enable increased capacity and use to be accommodated, enhancing the operator's ability to increase participation at relevant centres. Consideration should also be given to applying such funds to improve the quality of school sports facilities, where they enhance and extend the community use of schools. Specific one-off developments such as those identified in respect of Kidderminster Youth House, Stourport Athletics Club, Wyre Forest Gymnastics Club and Kidderminster Tennis Club could also be linked given the proximity of planned housing sites.

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## ***Housing Scenarios – overall summary***

21. The current resident population of Wyre Forest District is 99,503 (based on the 2015 MYE)<sup>2</sup>.

Building on the current housing allocations and options that the Council has identified there will be a need to ensure that contributions from all new developments are secured to provide for the sporting needs arising from the residents of that development. The anticipated number of new homes for each of the Preferred Options is set out below<sup>3</sup>:

*Table 1.2: Dwellings/population by scenario*

Scenario	Number of dwellings	Total population <sup>4</sup>
“Core” Dwellings common to Option A and B	4,570	10,240
Total dwellings under Option A	5,950 (4,570 + 1,380)	13,330
Total dwellings under Option B	5,920 (4,570 + 1,340)	13,250

NB Data has been rounded so may not perfectly add up

22. The proposed number of new homes by area for each scenario is set out below:

*Table 1.3: Dwellings/population by area for each scenario*

Scenario	Kidderminster		Stourport		Bewdley/Rural West	
	Number of dwellings	Total population	Number of dwellings	Total population	Number of dwellings	Total population
Dwellings common to Option A and B	3,400	7,620	880	1,960	290	660
Total dwellings under Option A	4,780	10,710	880	1,960	300	300
Total dwellings under Option B	3,940	8,820	1,580	3,530	410	910

NB Data has been rounded so may not perfectly add up

<sup>2</sup> Source: ONS 2015 Mid-Year Estimates

<sup>3</sup> The data in this section was correct at the time of preparation of this report. However, as a consequence of the ongoing refinement of the Preferred Options by WFDC until the date of publication the precise numbers may vary slightly but the essential volume and spatial distribution will not be different.

<sup>4</sup> Based on an occupancy rate of 2.24 persons per household taken from the Wyre Forest Objective Assessment of Housing Need. Please note that this figure is for 2016 which is estimated to drop to 2.16 by 2034.

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### *Housing growth scenarios – sports facility requirements*

23. Using Sport England's Sports Facility Calculator<sup>5</sup> it is possible to estimate for each of the Wyre Forest housing growth scenario's, the likely quantity of sports facilities required to meet additional demand generated by new housing sites, and the cost of the additional facilities. In terms of overall new facility requirements<sup>6</sup> it should be noted that only under Option B below would total demand generated across Wyre Forest equate to the need for an additional new facility in its own right (in this case 4.08 badminton courts). In relation to swimming pools and indoor bowls facilities increased demand is not sufficient to warrant additional provision at this stage.

#### *Scenario 1 – Options A & B*

2.73 Badminton Courts  
2.04 Swimming Lanes  
0.95 Indoor Bowling Rinks

Total capital cost of £3,758,861

#### *Scenario 3 – Option B*

4.08 Badminton Courts  
3.04 Swimming Lanes  
1.51 Indoor Bowling Rinks

Total capital cost £5,470,416

#### *Scenario 2 – Option A*

3.39 Badminton Courts  
2.61 Swimming Lanes  
1.23 Indoor Bowling Rinks

Total capital cost £4,588,500

#### *Scenario 4 – Kidderminster East Urban Extension*

0.81 Badminton Courts  
0.58 Swimming Lanes  
0.26 Indoor Bowling Rinks

Total capital cost £1,025,798

#### *Scenario 5 – Kidderminster North Urban Extension*

0.36 Badminton Courts  
0.26 Swimming Lanes  
0.12 Indoor Bowling Rinks

Total capital cost of £462,641

24. Potential specific facility improvements in the vicinity of the key growth sites have been identified in the strategy action plan. The exact nature and location of provision associated with these developments should be fully determined through the local planning process. In essence, the Council will need to use the evidence base to determine which developments could fund built facility provision and if this is appropriate use of planning gain resources.

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<sup>5</sup> More information on the Sports Facility Calculator can be found here <https://www.sportengland.org/facilities-planning/planning-for-sport/planning-tools-and-guidance/sports-facility-calculator/>

<sup>6</sup> <sup>6</sup>, (using a four court hall , 25 x 4 lane pool & 6 rink indoor bowling as a minimum)

### STRATEGY OBJECTIVES

25. The strategy objectives are now considered in more detail to identify the specific rationale and focus for delivering individual objectives.
26. ***WFDC and Places for People Leisure to continue to work in partnership to ensure that Wyre Forest Leisure Centre benefits the whole community through reflective programming, targeted interventions and outreach***
27. As the newest, most attractive and sole dedicated public facility in the district, it is a reasonable expectation that Wyre Forest Leisure Centre should be made accessible to as wide a portion of the community as possible. In respect of swimming this should be pursued by regularly reviewing the pool programme with Places for People Leisure in order to ensure the Council's corporate priorities around health & well-being are achieved whilst also satisfying demand for club swimming. Similarly, in respect of sports hall programming, similar regular review is necessary to:
  - ✦ Provide capacity for the vibrant district sports club network.
  - ✦ Identify if and where demand for competitive fixtures (e. g netball) can be met.
  - ✦ Ensure appropriate programmed opportunity for a thriving disability sport network in the District.
  - ✦ Ensure appropriate programmes and activities are developed throughout the day to accommodate an increasingly ageing population.
  - ✦ Ensure appropriate programmed opportunity for casual bookings.
28. This will require the Council to have continuous dialogue and review with Places for People Leisure ensuring that there is a clear understanding of who is using the facility, when and if the facility is accessible to and being used by all residents of Wyre Forest.
29. ***WFDC to work in its planning role with Worcestershire County Council and individual schools (academies) to improve the quality of school sports halls and swimming pools for both pupils and the community.***
30. Given that Wyre Forest has a majority of its sports halls and two swimming pools residing on school sites and that all facilities (with the exception of Stourport High School) are assessed to be of below average quality at best, the Council should consider working in its planning role with Worcestershire County Council to:
  - ✦ Protect current facilities within planning policy.
  - ✦ Establish a long term plan for the improvement of school sports hall and pool sites (flooring, size of run-off area, changing provision), ensuring they are 'fit for purpose' (for education and community use) as part of any modernisation programme or new build.
31. Once improvements in quality have been achieved, Sport England's 'Use our School' toolkit and resources provides a useful reference point in helping to make the case for increased community usage of school sites <https://www.sportengland.org/facilities-planning/use-our-school>
32. It is also appropriate to ensure that new/refurbished schools have a community use agreement in place as a planning condition for the development.

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33. *Wyre Forest community stakeholders to pursue capital facility developments (via planning, developer contributions and officer expertise) which may assist in increasing sport and physical activity within the wider District*
34. Consultation confirmed that there is a vibrant club & voluntary sector in Wyre Forest. Below are site specific opportunities that came to light during the strategy consultation. In each case, the Council should work with the identified club to determine whether there may be potential to exploit S106 or CIL contributions to deliver their facility ambitions.
35. **Wyre Forest Gymnastics School** has an expressed need for a new expanded facility which would allow the club to cater for people on its waiting list, offer opportunities for male participation and develop an advanced programme for gifted and talented gymnasts. Successful facility development elsewhere of this type has involved sourcing a vacant industrial unit that could be converted and possibly combined with soft play and / or a café facility in order to provide a linked revenue stream. **Typical costs range between £85-250k.** Wyre Forest Gymnastics School should continue to liaise with British Gymnastics and Wyre Forest DC in order to consider potential facility location, design options, facility mix and determine if a suitable industrial unit is available for conversion / re-designation. Case studies of this type can be found here <https://www.british-gymnastics.org/clubs/club-support/facilities>
36. **Kidderminster Tennis Club** expressed a desire to expand facilities within the consultation due to overplay at the clubs existing site. With a planning application having been submitted and given the clubs location in close proximity to identified new housing development, this may present an early opportunity to realise planning gain for sport.
37. **Stourport Athletics Club** track, identified by England Athletics as being key for the development of the sport in the region will be nearing the end of its useful life over the next five to ten years. Towards preparing a business case for track modernisation, the club should follow the UKA Athletics 12 point process in order to establish the clubs long term facility requirements and if appropriate develop a business case for track modernisation. <http://www.britishathletics.org.uk/governance/facilities/facilities-strategy/>
38. In respect of funding options for expansion of its existing four court hall, **Kidderminster and District Youth House** should as a first step identify from where in the community demand exists for the new provision and what type of sports hall activity would be preferred in order to then develop a viable business plan and technical specification. 'Sport England's Developing the Right Sports Hall' guidance may prove helpful at the feasibility stage <https://www.sportengland.org/media/4659/developing-the-right-sports-hall-2012-rev-2.pdf> Sport England's Community Asset Fund may then offer a viable option in terms of funding <https://www.sportengland.org/funding/community-asset-fund/>
39. In respect of **Bowls clubs**, consultation expressed demand for a new indoor facility. Sport England's 2005 guidance note on indoor bowls advises a ratio of 80-100,000 population per six - rink indoor facility and that users are unlikely to drive more than 20 minutes to an indoor bowls facility. Neighbouring indoor rinks to Wyre Forest are on the periphery of this catchment with the nearest six rink facilities around 11 and 15 miles away in Bromsgrove and Worcester respectively. Given Wyre Forest's relatively small population it may be difficult to establish a business case for a stand-alone facility of this type, nevertheless indoor bowling in its short or long mat form could be incorporated into a new build community / village hall on a smaller scale or as part of a multi-activity space.

40. ***WFDC and community stakeholders to work together to enable district facility stock to be better utilised by inactive residents.***
41. With levels of inactivity amongst the Wyre Forest population currently at around 19% according to Sport England's Active Lives survey (See appendix 3 – About Wyre Forest), the Council should consider measures to encourage greater use of facilities in respect of this client group. This should also include consideration of smaller community and village halls. Wyre Forest DC should also liaise with Places for People Leisure to undertake regular postcode analysis to determine the ongoing geographical / demographic reach of its wet and dry offer. Targeted marketing can then be employed alongside outreach activity in respect of those parts of the community not currently being engaged to the degree that they potentially should.
42. ***WFDC to work with partners to develop a co-ordinated approach to the management, availability and programming of sports facilities across the District.***
43. Wyre Forest district is generally well provided for in terms of indoor facilities; however, as alluded to earlier provision is fragmented in terms of its management and operation with several school operated sports halls, two school swimming pools and voluntary sector facilities such as Stourport Sports Club & Kidderminster Youth House existing alongside the two core WFDC leisure facilities (WFLC and Bewdley LC).
44. A co-ordinated approach to facility provision could take the form of an **operator forum** which would act to -
- ✦ Identify where the Council and partners can engage with specific national governing bodies of sport to identify how growth potential of certain sports can be nurtured and accommodated across the full network of facilities.
  - ✦ Identify programme 'gaps' and opportunities and to consider how clubs and programmes should be 'pushed and pulled' across all facilities to potentially accommodate increased use of Wyre Forest Leisure Centre and other key sites to accommodate activities geared to getting the inactive active.
  - ✦ Maintain an overview of facility quality issues and long term maintenance requirements.
  - ✦ Resolve specific customer issues such as satisfying the long term programme aspirations of clubs (e.g. Wyre Forest Swimming Club).
  - ✦ Identify opportunities to expand the disability sport offering across the District.
  - ✦ Identify opportunities to expand the daytime offer (even on school sites) to accommodate the sport and physical activity needs of an increasingly ageing population.
45. ***In respect of Wyre Forest's housing and population growth, WFDC to protect the existing supply of sports facilities where they are needed to meet current or future needs and maximise potential sports facility development opportunities***

46. As previously identified, there is reasonably significant housing growth planned in Wyre Forest district which is likely to create additional demand for sports facilities. This strategy identifies the overall facility requirement generated by each of the housing growth scenarios based on Sport England's Sports Facility Calculator. Additionally, specific facility development opportunities are identified in the action plan. As a next step, WFDC should now be able to use the strategy evidence in tandem with the Built Facility Needs Assessment in preparation for negotiations with housing developers and to identify exactly where Section 106 and / or CIL contributions may be realised.
47. Local plan policies should also protect existing facilities to safeguard their long - term use for the community. This applies particularly in respect of school facilities such as swimming pools at King Charles I and Holy Trinity and the key hub sites at Wyre Forest Leisure Centre and Bewdley Leisure Centre.



## WYRE FOREST DISTRICT COUNCIL BUILT FACILITIES STRATEGY

### WYRE FOREST BUILT FACILITIES STRATEGY ACTION PLAN

48. Building on the above strategy objectives, the plan presented below provides specific actions, assigns priority status and where appropriate gives an indication of outline cost in terms of specific facility development. Sport England's Assessing Needs and Opportunities (ANOG) guide provided the framework within which the Wyre Forest Needs Assessment was delivered and accordingly each action is categorised within the **Protect, Enhance, Provide** typology.

*Figure 2: ANOG model*



## WYRE FOREST DISTRICT COUNCIL BUILT FACILITIES STRATEGY

<b>1. WFDC and Places for People Leisure to continue to work in partnership to ensure that Wyre Forest Leisure Centre benefits the whole community through reflective programming, targeted interventions and outreach</b>				
<b>Objective</b>	<b>Description / Rationale</b>	<b>Action</b>	<b>Priority</b>	<b>Classification</b>
(a) Provide a balanced programme at WFLC to a broad range of Wyre Forest residents	Audit identified a broad range of demand for club and casual use of the facility. Effective management of programme required for recreational, club and targeted sessions.	Instigate regular reviews of Sports Hall programming at WFLC between Places for People Leisure & WFDC.	High	Provide
(b) Provide a balanced swimming programme at WFLC to a broad range of Wyre Forest residents.	Effective management of the programme requirements for recreational, club and targeted swimming sessions.	Instigate regular reviews of pool programming at WFLC between Places for People Leisure & WFDC.	High	Provide

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<b>2. WFDC to work in its planning role with Worcestershire County Council and individual schools (academies) to improve the quality of school sports halls and swimming pools for both pupils and the community.</b>				
<b>Objective</b>	<b>Description / Rationale</b>	<b>Action</b>	<b>Priority</b>	<b>Classification</b>
(a) Improve quality of sports hall provision on school sites.	Audit findings indicated majority of sports halls on school sites are of below average quality	WFDC in its planning role to work together with Worcestershire County Council and individual schools to identify potential S106/CIL developer contributions towards improvement of school sports hall provision.	High	Enhance
(b) Improve quality of swimming pools at Holy Trinity & King Charles I Schools.	Audit identified poor quality provision at King Charles I School. Both pools provide a buffer in terms of capacity and club use outside of WFLC and use should be maintained in the medium / long term via appropriate investment. Key new housing sites are located in the vicinity of both pool sites.	WFDC in its planning role to work together with Worcestershire County Council and individual schools to identify potential S106/CIL developer contributions towards improvement of school pool provision at Holy Trinity & King Charles I Schools.	High	Enhance
(c) Improve the quality of school sports facilities for community use	Audit identified a limited number of community use agreements in place currently.	Ensure any funding or planning permission to improve school sports facilities is accompanied with a planning condition to sign up to a community use agreement.	High	Enhance

## WYRE FOREST DISTRICT COUNCIL BUILT FACILITIES STRATEGY

<b>3. Wyre Forest community sport stakeholders to pursue capital facility developments (via planning, developer contributions and officer expertise) which may assist in increasing sport and physical activity within the wider District</b>					
<b>Objective</b>	<b>Description</b>	<b>Action(s)</b>	<b>Priority</b>	<b>Classification</b>	<b>Cost</b>
(a) Provide a new facility for Wyre Forest Gymnastics School	Relocation and expansion of existing facility, potentially to involve conversion of industrial unit or similar.	Wyre Forest Gymnastics school to continue to work with British Gymnastics and WFDC to identify suitable sites for relocation and development.	Medium / High	Provide	c£85,000 - £250,000
(b) Determine feasibility for the extension of Kidderminster Youth House Sports hall.	Audit identified potential for expansion in order to cater for current demand. Site is in the vicinity of key housing growth sites.	Kidderminster Youth House to work with relevant NGB's to explore feasibility for extension using Sport England 'Choosing the Right Sports Hall' Guidance.	Medium	Enhance	c£500,000 - £1,000,000
(c) Determine feasibility for the replacement of Stourport Athletics Track	Audit identified Stourport Athletics Track as in need of likely replacement in the next 5 to 10 years	Stourport Athletics Club to work with UK Athletics to prepare feasibility assessment for track replacement.	Medium	Enhance	c£500,000 - £750,000
(d) Modernisation / remodel Bewdley Leisure Centre	Modernisation & remodelling of former youth facility which is identified as being below average quality in the facility audit.	WFDC to work with Places for People Leisure to develop business case & identify appropriate facility mix & funding strategy for modernisation.	Medium / High	Enhance	c£500,000 - £750,000
(e) Deliver additional outdoor court at Kidderminster Tennis Club	Audit identified demand for expansion of current facilities at Kidderminster Tennis Club to provide one additional outdoor court.	Kidderminster Tennis Club to continue work with WFDC in respect of existing planning application in relation to expansion site options and potential to secure developer contributions.	Medium	Enhance	c£30,000

## WYRE FOREST DISTRICT COUNCIL BUILT FACILITIES STRATEGY

<b>4. WFDC and community stakeholders to work together to enable district facility stock to be better utilised by inactive residents.</b>				
<b>Objective</b>	<b>Description / Rationale</b>	<b>Action(s)</b>	<b>Priority</b>	<b>Classification</b>
(a) Development of targeted marketing and outreach activity in respect of current inactive residents.	Active Lives survey identifies current levels of inactivity in Wyre Forest at 19%. WFLC is a new and attractive facility that can be marketed to this client group.	WFDC & Places for People to undertake postcode analysis in order to determine the current geographical / demographic reach of its leisure offer and establish scope for targeted marketing and outreach activity in respect of current inactive residents	High	Provide
(b) Achieve better use of village and community halls for fitness classes and informal activity.	Active Lives survey identifies current levels of inactivity in Wyre Forest at 19%. Village and community halls can often provide accessible opportunities to this client group.	Wyre Forest DC to consult with village hall and community venues to determine the potential for wider marketing by the council of fitness class and physical activity opportunities to Wyre Forest residents	Medium	Provide
(c) Development of new opportunities to play indoor short mat bowls	Audit identified demand for indoor bowls opportunities. A purpose built indoor venue is unlikely to be feasible, however short mat bowls could be delivered in smaller village / community halls.	WFDC to consult with village hall and small community venues to determine a) whether demand for short mat bowls can be accommodated in these facilities and b) to market alongside other physical activity opportunities.	Medium	Provide
(d) Broaden the scope of use of strategic sports sites to develop new outdoor physical activity opportunities.	Stourport Sports Club is a strategic multi sports facility which has the potential to accommodate a wider range of physical activity opportunities.	WFDC and Stourport Sports Club to work in partnership to identify how facilities could be used to accommodate potential physical activity opportunities and interventions for a wide range of residents	Medium	Provide

## WYRE FOREST DISTRICT COUNCIL BUILT FACILITIES STRATEGY

<b>5. WFDC to work with partners to develop a co-ordinated approach to the management, availability and programming of sports facilities across the District.</b>				
<b>Objective</b>	<b>Description / Rationale</b>	<b>Action(s)</b>	<b>Priority</b>	<b>Classification</b>
(a) Achieve a co-ordinated approach to facility provision across Wyre Forest District.	Wyre Forest district facility provision is fragmented in terms of its management and operation. A more co-ordinated approach would provide benefits in respect of programming and satisfying club demand expressed in the audit.	WFDC to liaise with Places for People Leisure, schools and voluntary sector (e.g. Sourport Sports Club) to establish an operator forum in order that programmes can be co-ordinated and opportunities maximised.	Medium	Enhance

## WYRE FOREST DISTRICT COUNCIL BUILT FACILITIES STRATEGY

<b>6. In respect of Wyre Forest's housing and population growth, WFDC to protect the existing supply of sports facilities where they are needed to meet current or future needs and maximise potential sports facility development opportunities</b>				
<b>Objective</b>	<b>Description / Rationale</b>	<b>Action(s)</b>	<b>Priority</b>	<b>Classification</b>
(a) Protect sports hall provision on school sites.	Audit identified good levels of community use of school sports halls, particularly amongst voluntary sports clubs.	WFDC to liaise with Worcestershire County Council in its planning role to protect current facilities within planning policy.	High	Protect
(b) Protect key strategic hub sites at WFLC, Bewdley Leisure Centre and Stourport Sports Club.	Audit identified strong community demand for strategic sites. WFLC is a high quality, well used facility; BLC is also a key school site. Sourport Sports Club is the key multi-sport club in the area and accommodates a wide range of clubs and activities.	WFDC to liaise with Worcestershire County Council in its planning role to protect current facilities within planning policy.	High	Protect
(c) Maximise developer contributions for sports facility improvement linked to key housing growth sites	Strategy identifies overall additional facility requirements based on Sports Facility Calculator. Action plan pt. 3 identifies where potential exists for developer contributions in the vicinity of identified sports facility improvements.	WFDC to utilise strategy evidence as a basis for identifying where Section 106 contributions or CIL (the Community Infrastructure Levy) should be used to improve the quality and scope of existing indoor and built facilities to enable increased capacity and use to be accommodated,	High	Enhance



### FUNDING TO IMPLEMENT THE STRATEGY

49. The Strategy has not addressed in detail how proposals and recommendations will be funded. It is anticipated that there will be no single funding source; rather a mix of sources and solutions will be required to deliver the vision and ambitions of the strategy. These solutions will include:
- ◀ Further development and implementation of the Wyre Forest developer contributions process associated with the development of urban extensions.
  - ◀ Use of capital receipts from land disposal, where applicable.
  - ◀ Asset rationalisation and use of revenue saving and/or future liabilities to pay back borrowing aligned to capital investment in other sites.
  - ◀ Prudential borrowing where an 'invest to save' justification can be made, particularly for longer-term proposals which may be considered in light of the Council's future borrowing strategy.
  - ◀ External funding sources aligned to specific facilities and/or sports (e.g. Sport England funding, other charitable grant awards and funding streams).
  - ◀ 3rd party borrowing where a suitable, robust business case exists (although this will be more expensive than prudential borrowing).
50. In general, the majority of new leisure centre developments have been undertaken on the basis of rationalising one or two existing facilities and developing a new larger, better quality facility which is more economical to operate. Furthermore, the new facility mix enables the operator to deliver revenue efficiencies (i.e. operate the facility at zero subsidy or better) which are often used to fund part or all of the capital repayment. Wyre Forest District Council has already undertaken the above successfully in the development of the new Wyre Forest LC, therefore there may be limited opportunities to extend this approach further.
51. It is likely that a combination of funding options will be developed for the range of projects identified in Wyre Forest. This will require a robust approach to business planning to ensure that all investment is financially sound.

### MONITORING AND REVIEW

52. The Indoor and Built Facilities Strategy identifies the investment and actions required to deliver and maintain a high quality built facilities infrastructure for Wyre Forest for the period up until 2027
53. It is important that the Strategy is a live document and is used in a practical manner to prioritise investment, develop key work programmes and partnerships, guide planning gain investment and ensure that built sports facilities are a vital component which contribute to the quality of life of Wyre Forest's residents.
54. The production of the Strategy should be regarded as the start of the strategic planning process with a requirement for all partners to engage in ongoing dialogue and review in order to ensure that a strategic approach is adopted throughout the life of the strategy.
55. It will be important for Wyre Forest District Council and its partners to develop a 3 – 5 year action plan based around the Strategy and for this to be monitored and reviewed on an annual basis. This process should not only be a review against the action plan, it should also identify any potential changes in the supply and demand for facilities across the authority. This is on the basis that the Strategy is as much about how facilities are used as ensuring the infrastructure is of a good quality.
56. In particular the annual review process should include:
  - ✦ A review of annual progress on the recommendations and the 3 – 5 year action plan; taking into account any changes required to the priority of each action (e.g. the priority of some may increase following the delivery of others)
  - ✦ Lessons learnt throughout the year.
  - ✦ New facilities that may need to be taken into account.
  - ✦ Any specific changes of use of key sites in the District (e.g. sport specific specialisms of sites, changes in availability, etc.).
  - ✦ Any specific changes in demand at particular facilities and/or clubs in the area (e.g. reduction or increase in club numbers, new housing growth,
  - ✦ New formats of traditional sports that may need to be taken account of.
  - ✦ Any new or emerging issues and opportunities.
57. The outcome of the review will be to develop a new annual and medium term action plan for indoor and built sports facilities across the District.
58. Section 106 contributions or CIL (the Community Infrastructure Levy) should be used to improve the quality and scope of existing indoor and built facilities to enable increased capacity and use to be accommodated, enhancing the operator's ability to increase participation at relevant centres. Consideration should also be given to applying such funds to improve the quality of school sports facilities, where they enhance and extend the community use of schools.
59. Wyre Forest District Council needs to protect the existing supply of sports facilities where they are needed to meet current or future needs. Local plan policies should protect facilities to safeguard their long - term use for the community; this should encompass strategically significant facilities as well as access to school sports facilities.

# WYRE FOREST DISTRICT COUNCIL

## BUILT FACILITIES STRATEGY

### APPENDIX 1: HOUSING GROWTH SCENARIOS

*Scenario 1: Dwellings common to Option A and B*

Area	Facility type	Requirement	Cost
Kidderminster	Sports Hall	2.03 Badminton Courts	£1,094,733
	Swimming Pool	1.54 Swimming Lanes	£1,309,916
	Indoor Bowls	0.73 Indoor Bowling Rinks	£216,987
<b>Total capital cost of £2,621,636</b>			
Stourport	Sports Hall	0.52 Badminton Courts	£281,896
	Swimming Pool	0.38 Swimming Lanes	£337,319
	Indoor Bowls	0.17 Indoor Bowling Rinks	£55,900
<b>Total capital cost of £675,115</b>			
Bewdley/Rural West	Sports Hall	0.18 Badminton Courts	£98,734
	Swimming Pool	0.12 Swimming Lanes	£113,517
	Indoor Bowls	0.05 Indoor Bowling Rinks	£18,804
<b>Total capital cost of £231,055</b>			
<b>Total</b>	Sports Hall	2.73 Badminton Courts	£1,706,418
	Swimming Pool	2.04 Swimming Lanes	£1,760,752
	Indoor Bowls	0.95 Indoor Bowling Rinks	£291,691
<b>Total capital cost of £3,758,861</b>			

*Scenario 2: Total dwellings under Option A*

Area	Facility type	Requirement	Cost
Kidderminster	Sports Hall	2.15 Badminton Courts	£1,159,129
	Swimming Pool	1.7 Swimming Lanes	£1,386,970
	Indoor Bowls	0.77 Indoor Bowling Rinks	£229,751
<b>Total capital cost of £2,775,850</b>			
Stourport	Sports Hall	0.52 Badminton Courts	£281,896
	Swimming Pool	0.38 Swimming Lanes	£337,319
	Indoor Bowls	0.17 Indoor Bowling Rinks	£55,900
<b>Total capital cost of £675,115</b>			
Bewdley/Rural West	Sports Hall	0.18 Badminton Courts	£95,428
	Swimming Pool	0.12 Swimming Lanes	£113,517
	Indoor Bowls	0.07 Indoor Bowling Rinks	£18,804

## WYRE FOREST DISTRICT COUNCIL BUILT FACILITIES STRATEGY

Area	Facility type	Requirement	Cost
<i>Total capital cost of £227,749</i>			
Rural East	Sports Hall	0.54 Badminton Courts	£379,908
	Swimming Pool	0.41 Swimming Lanes	£454,582
	Indoor Bowls	0.22 Indoor Bowling Rinks	£75,302
<i>Total capital cost of £909,792</i>			
<b>Total</b>	Sports Hall	3.39 Badminton Courts	£1,916,361`
	Swimming Pool	2.61 Swimming Lanes	£2,292,388
	Indoor Bowls	1.23 Indoor Bowling Rinks	£379,757
	<b>Total capital cost £4,588,506</b>		

### Scenario 3: Total dwellings under Option B

Area	Facility type	Requirement	Cost
Kidderminster	Sports Hall	2.14 Badminton Courts	£1,151,080
	Swimming Pool	1.61 Swimming Lanes	£1,377,338
	Indoor Bowls	0.85 Indoor Bowling Rinks	£228,155
<i>Total capital cost of £2,756,573</i>			
Stourport	Sports Hall	0.94 Badminton Courts	£506,851
	Swimming Pool	0.69 Swimming Lanes	£606,491
	Indoor Bowls	0.3 Indoor Bowling Rinks	£100,488
<i>Total capital cost of £1,213,830</i>			
Bewdley/Rural West	Sports Hall	0.24 Badminton Courts	£130,932
	Swimming Pool	0.17 Swimming Lanes	£156,000
	Indoor Bowls	0.07 Indoor Bowling Rinks	£25,841
<i>Total capital cost of £312,773</i>			
Rural East	Sports Hall	0.76 Badminton Courts	£495,764
	Swimming Pool	0.57 Swimming Lanes	£593,210
	Indoor Bowls	0.29 Indoor Bowling Rinks	£98,266
<i>Total capital cost of £1,187,240</i>			
<b>Total</b>	Sports Hall	4.08 Badminton Courts	£2,284,627
	Swimming Pool	3.04 Swimming Lanes	£2,733,039
	Indoor Bowls	1.51 Indoor Bowling Rinks	£452,750
	<b>Total capital cost £5,470,416</b>		

### Scenario 4: Kidderminster East Urban Extension

Recognising that for large scale proposals, in particular urban extensions, most of the provision must be delivered on site we have also separated out a scenario for the largest of these proposed in Wyre Forest under Option A as follows:

Scenario	Number of dwellings	Total population
Kidderminster East Urban Extension <sup>7</sup>	1,330	2,980

<sup>7</sup> Includes Land at Stone Hill (south), Land off Stanklyn Lane and Land r/o Spennells & Easter Park

## WYRE FOREST DISTRICT COUNCIL BUILT FACILITIES STRATEGY

Area	Facility type	Requirement	Cost
Kidderminster	Sports Hall	0.81 Badminton Courts	£428,349
	Swimming Pool	0.58 Swimming Lanes	£512,546
	Indoor Bowls	0.26 Indoor Bowling Rinks	£84,903
<i>Total capital cost of £1,025,798</i>			

### *Scenario 5: North Kidderminster Urban Extension*

Recognising that for large scale proposals, in particular urban extensions, most of the provision must be delivered on site we have also separated out a scenario for the next largest of these proposed in Wyre Forest which is common to options A and B as follows:

Scenario	Number of dwellings	Total population
North Kidderminster urban extension (at the Lea Castle Hospital site)	600	1,344

Site	Facility type	Requirement	Cost
Lea Castle Hospital	Sports Hall	0.36 Badminton Courts	£193,188
	Swimming Pool	0.26 Swimming Lanes	£231,161
	Indoor Bowls	0.12 Indoor Bowling Rinks	£38,292
<i>Total capital cost of £462,641</i>			

## APPENDIX 2: CONTEXT

### National strategic context summary

#### *Sporting Future: A new strategy for an active nation*

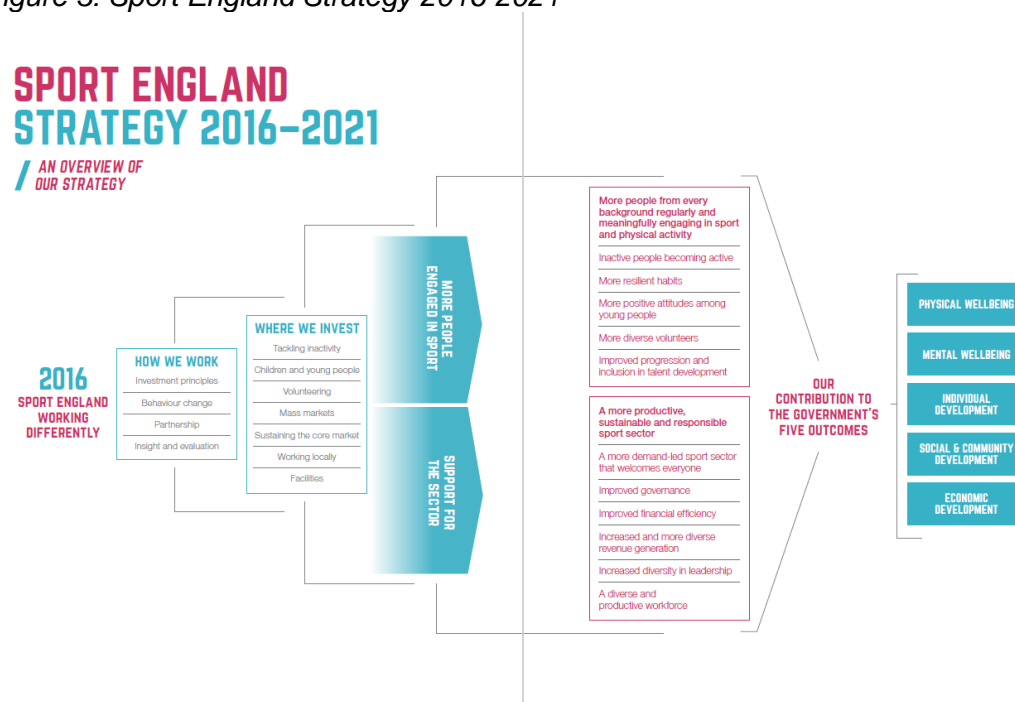
The Government published its strategy for sport in December 2015. This strategy confirms the recognition and understanding that sport makes a positive difference through broader means and that it will help the sector to deliver five simple but fundamental outcomes: physical health, mental health, individual development, social and community development and economic development. In order to measure its success in producing outputs which accord with these aims it has also adopted a series of 23 performance indicators under nine key headings, as follows:

- ▶ More people taking part in sport and physical activity.
- ▶ More people volunteering in sport.
- ▶ More people experiencing live sport.
- ▶ Maximising international sporting success.
- ▶ Maximising domestic sporting success.
- ▶ Maximising the impact of Major Events.
- ▶ A more productive sport sector.
- ▶ A more financially and organisationally sustainable sport sector.
- ▶ A more responsible sport sector.

#### *Sport England: Towards an Active Nation*

Sport England's response to the Government's strategy was to develop Towards an Active Nation:

Figure 3: Sport England Strategy 2016-2021



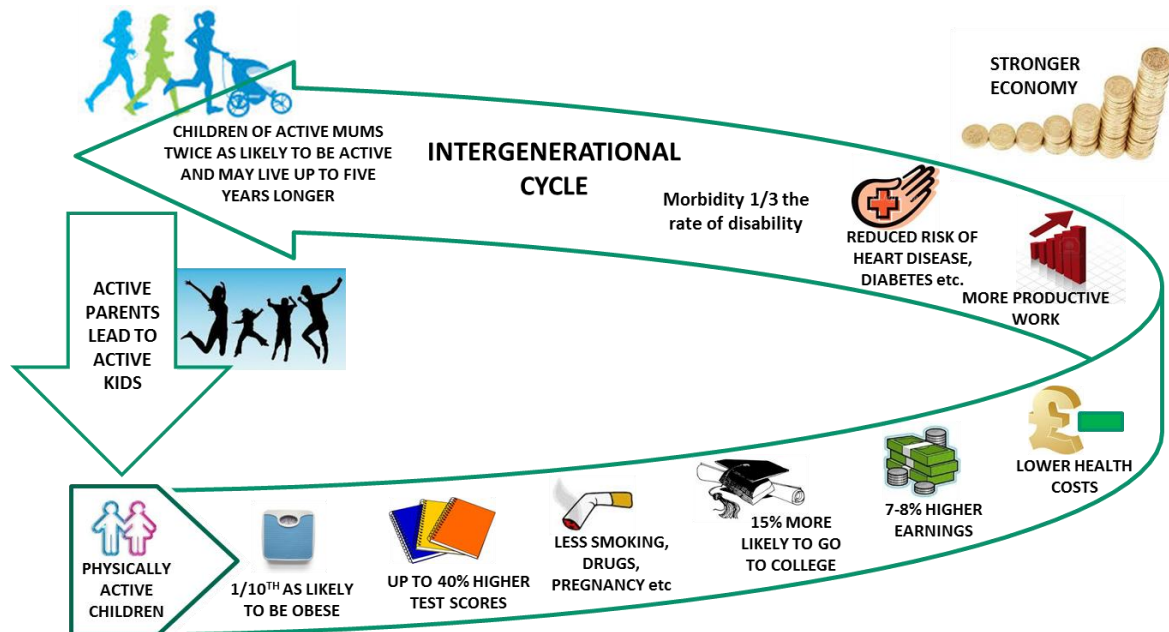
# WYRE FOREST DISTRICT COUNCIL BUILT FACILITIES STRATEGY

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

It is clear that increasing participation in sport and physical activity and the health and wellbeing benefits that this delivers is the key driver for Wyre Forest District Council and its partners. This is particularly important in the context of getting the inactive to become active and ensuring that interventions are targeted at underrepresented groups. The wider benefits derived from having a more active population are highlighted in the following intergenerational cycle which clearly demonstrates the impact beyond the sports field.

Figure 4: Intergenerational cycle



Based on 'Designed to move' © Nike Inc.

It is clear that having high quality and appropriate 'places to play sport and be physically active' are an integral part of the mix that delivers health and wellbeing benefits as well as wider economic gains to Wyre Forest and as such should be viewed and valued within this context. It is also clear that this links into Sport England's new strategy 'Towards an Active Nation' which sets out the following vision:

*'We want everyone in England regardless of age, background or level of ability to feel able to engage in sport and physical activity. Some will be young, fit and talented, but most will not. We need a sport sector that welcomes everyone – meets their needs, treats them as individuals and values them as customers'.*



Sport England has identified that its highest priority for investment will be tackling inactivity. In addition to this it will continue to invest in facilities, but that there will be a focus on multi-sport and community hubs which bring together other services such as libraries and doctor's surgeries.

Therefore, high quality and appropriate 'places to play sport and be physically active' are important in delivering increased participation in sport and physical activity which is part of the foundation of improving health and wellbeing among Wyre Forest's residents. However, it is not enough just to have the right facilities in the right places, they also need to be programmed and priced appropriately to ensure that activities are tailored for specific target groups and that cost is not a barrier to access.

## APPENDIX 3: ABOUT WYRE FOREST

WFDC is a local government district in the county of Worcester and consists of the following areas:

- ◆ The strategic centre of Kidderminster,
- ◆ Market towns of Stourport and Bewdley
- ◆ Villages of Blakedown, Chaddesley Corbett, Cookley, Fairfield, Wolverley, Upper Arley and Far Forest.

The River Severn flows north to south dissecting the town of Bewdley and there are significant tourist attractions in the District, including the West Midland Safari Park and Severn Valley Railway. The district consists of 15 parish councils and five secondary schools, one of which is an independent school.

The main transport links include the A456 which provides an east-west link across the district and is the main link between Kidderminster and Birmingham. The A451 provides a north-south access and connects Kidderminster to Worcester.

### ***Population and distribution***

The total population of Wyre Forest District, from the 2015 Mid-Year Estimates, was 99,503<sup>8</sup> with slightly more females to males. There is a higher proportion of 65-79 year olds in Wyre Forest District (18%) compared to the West Midlands (15.9%). This age group will increase in size over the coming years as people live longer. These residents are likely to be retired and time rich, with a need to be as physically active as possible in order to remain independent. As a combination of factors, it suggests careful consideration should be given to the development of sport and physical activity offers within the area.

*Figure 5: Population density (2015 MYE): Wyre Forest District*

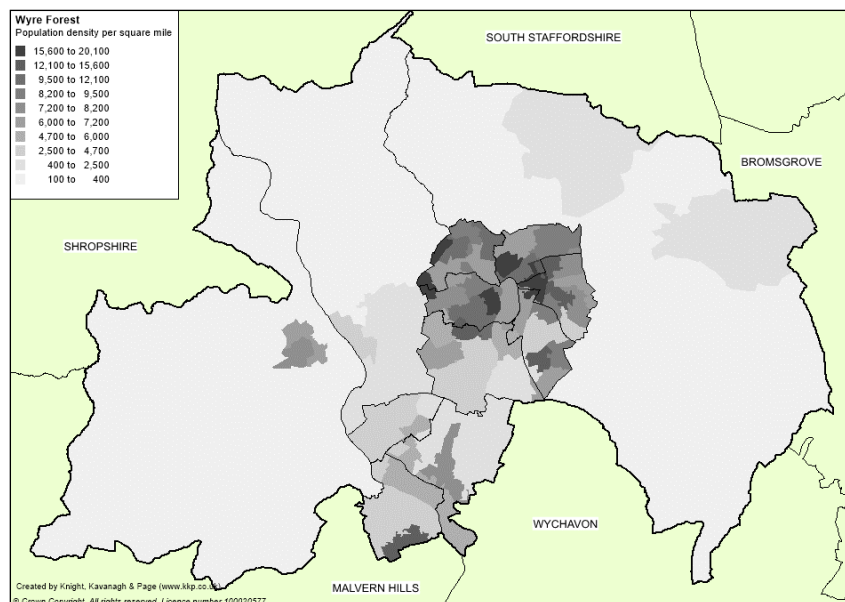


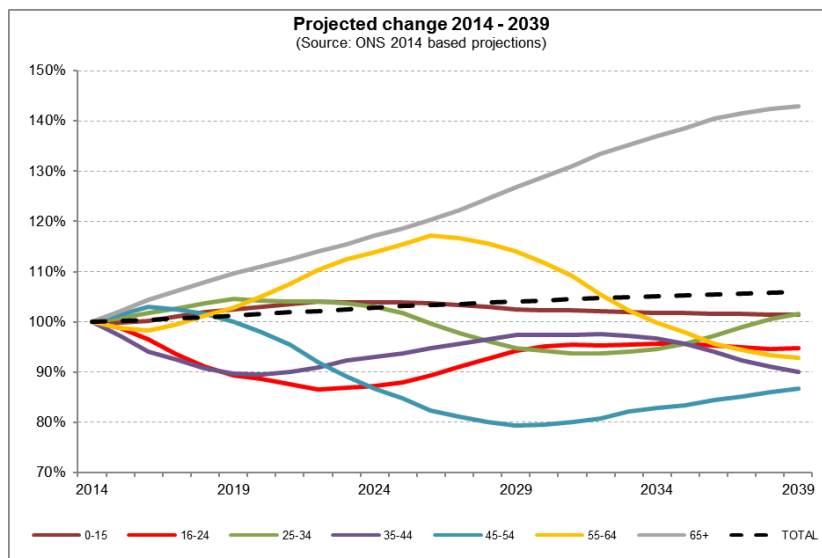
Figure 5 presents the distribution of population in Wyre Forest District. The majority of the population is centred in and around the central (Kidderminster) and southern (Stourport) areas of the District.

<sup>8</sup> Source: ONS 2015 Mid Year Estimate

## WYRE FOREST DISTRICT COUNCIL BUILT FACILITIES STRATEGY

The predicted population change is significant in the context of the growth in those age groups which are time rich and able to access facilities during the day. The predicted changes are outlined in Figure 6.

*Figure 6: Projected population change (2014 -2039)*



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

Wyre Forest's ethnic composition differs from that of England. According to the 2011 Census, the District is predominately white (97.2%), compared to the rest of England (85.4%). Other ethnicities include Asian (1.4%) and Mixed (1%). These are lower than the national equivalent of 7.8% and 2.3% respectively.

### ***Deprivation*** (data source: 2015 indices of deprivation)

In spite of the higher than regional median figure for full-time earnings, nearly 23% of Wyre Forest's population live in the 20% most deprived LSOAs in England. These are located in and around the towns of Kidderminster, Bewdley and Stourport. Consequently, the District also has 11% of residents living in the 20% least deprived LSOAs. These are located in the eastern and western fringes of the District. Similar geographical patterns are seen for multiple deprivation as for health deprivation, although it is clear that health deprivation is less prevalent. Figures 7 and 8 display this information.

Figure 7: Index of multiple deprivation

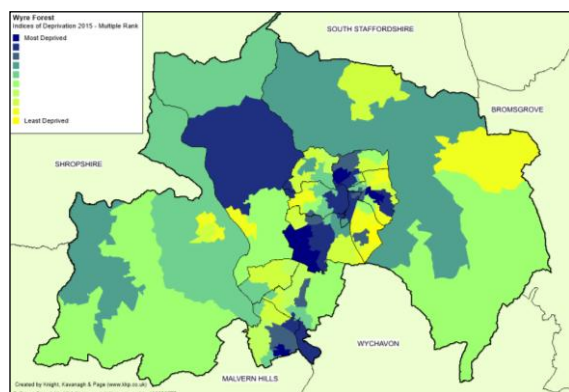
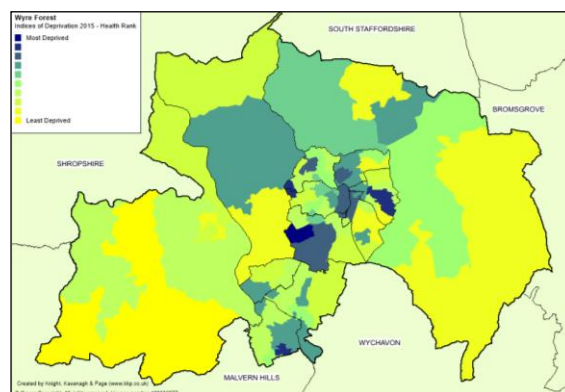


Figure 8: IMD Health domain



## **Obesity and physical inactivity**

Both child and adult obesity rates in Wyre Forest are above the national and regional averages. Nearly 22% of all children aged 0 - 11 and 26.2% of all adults are classed as obese. Child rates also increase significantly between reception and Year 6, by which time more than one third (34.2%) are either overweight or obese. These figures support the need to generate more interest and participation in physical activity within the District.

The annual cost to the NHS of physical activity in Wyre Forest is estimated at £1.8m. When compared to regional and national costs per 100,000, Wyre Forest is 1.3% above the national and 4.3% below the regional respective averages.

## **Activity levels**

It is also useful to analyse trends between different surveys. Figure 7 presents data from all APS's in Wyre Forest, which was undertaken from 2005 to 2016 (incorporating APS10). Data shows there has been fluctuations over the last 10 years, however there was a significant drop between 2013 and 2014. Participation rates then increased to normal levels.

### *Active Survey – Wyre Forest*

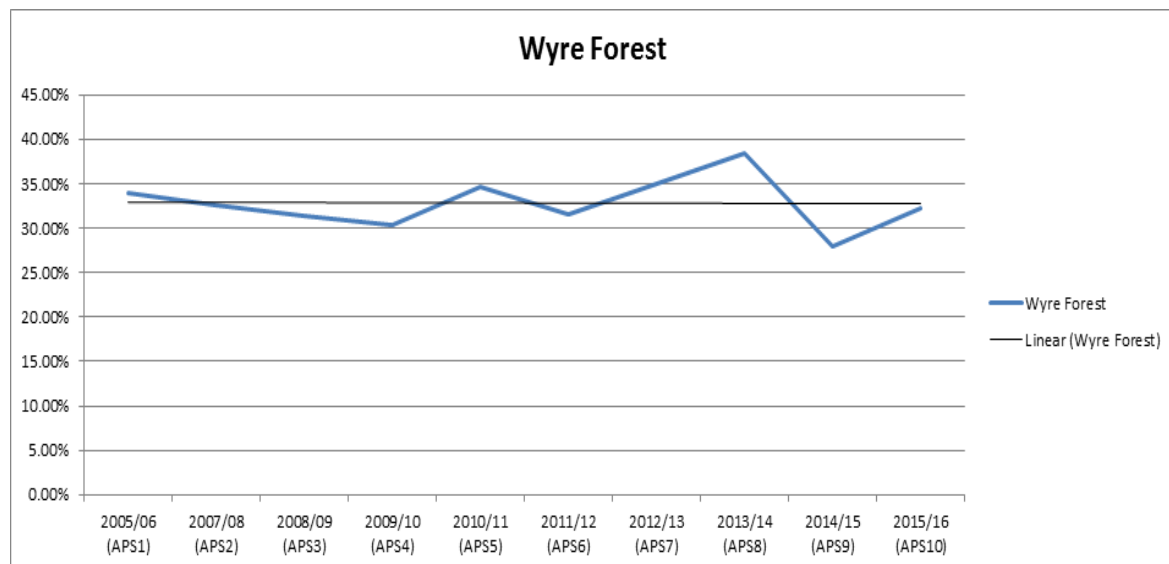
Active People was the largest survey of sport and active recreation in Europe and ran annually for nine years culminating with APS10 December 2016). APS collected data on the type, duration, frequency and intensity of adult participation by type of sport, recreation and cultural activity. The survey also covered volunteering, club membership, tuition as an instructor or coach, participation in competitive sport and overall satisfaction with local sports provision.

In respect of APS 10 for Wyre Forest. Key findings include:

- ◆ Participation – over a third (32.2%) of adults participated in at least 1 x 30 minutes moderate intensity sport per week. This was slightly below both the national (36.1%) and regional averages (33.8%).

## WYRE FOREST DISTRICT COUNCIL BUILT FACILITIES STRATEGY

- Sports club membership - (22.7%) are members of a sports club, based on the four weeks prior to the AP survey. This is slightly above both the national (22.2%) and regional rates (21.4%).
- Sports tuition - (10.8%) of adults received sports tuition during the 12 months prior to the AP survey. This was below both the regional (15.3%) and national averages (15.6%).



### *Active Lives Survey*

Active Lives is the successor survey to Active People undertaken from mid-November 2015 to mid-November 2016 and incorporates a broader definition of Sport & Physical Activity including walking, cycling for travel and dance. It also reports on behaviours over a twelve month rather than four week period. Active Lives includes a measure of inactivity which identifies that 19.8% of adults aged 16+ in Wyre Forest are doing less than 30 minutes moderate intensity activity per week. On this measure Wyre Forest is performing better than the regional (24.1%) and national (22%) averages. Meanwhile 70.1% of adults were recorded as being 'active' or undertaking more than 150 minutes of moderate intensity activity per week meaning that Wyre Forest is again performing better than regional (62.8%) and national (64.5%) levels.