



WYRE FOREST DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

APRIL 2017

QUALITY, INTEGRITY, PROFESSIONALISM

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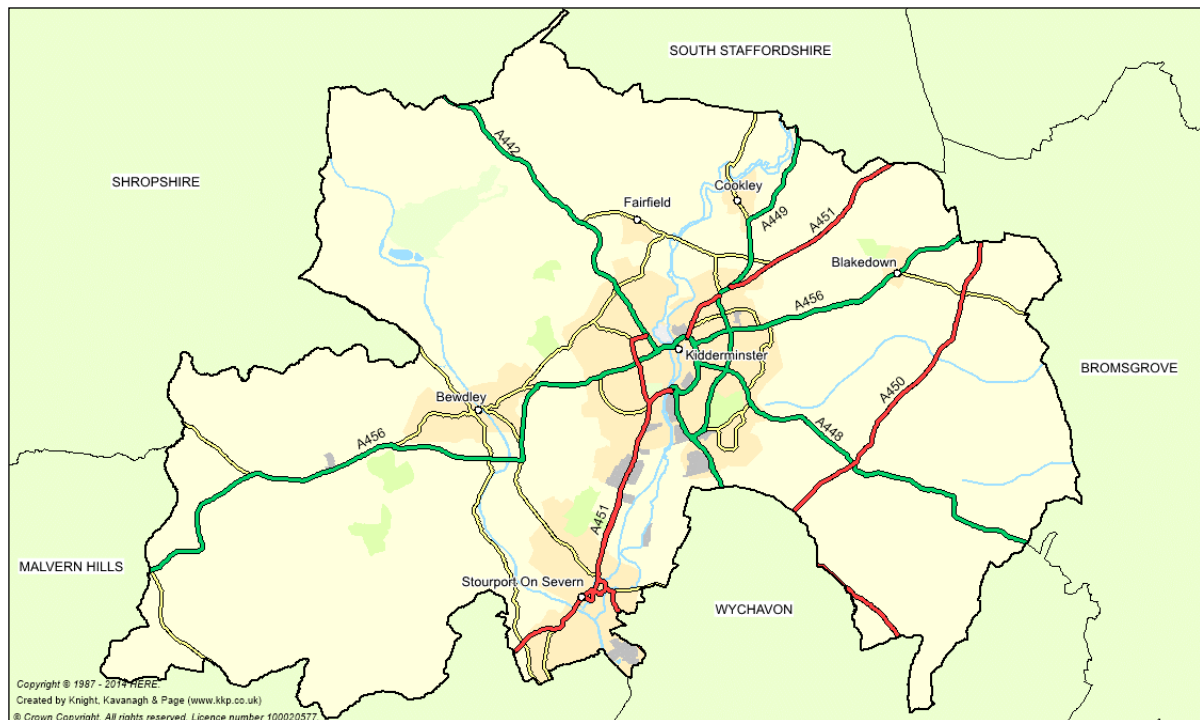
WYRE FOREST DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

SECTION 1: INTRODUCTION

1.1 Background

1. Knight, Kavanagh & Page (KKP) was appointed by Wyre Forest District Council (WFDC) to undertake an assessment of opens spaces, playing pitches and formal indoor and outdoor sports facility needs in the District to assist it to strategically plan for the future. This report thus provides a detailed assessment of current provision of indoor and outdoor built sports facilities, identifying needs and gaps in provision.
2. WFDC is a local government district in the county of Worcestershire 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
3. 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.
4. 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.

Figure 1.1: Main towns and transport links – Wyre Forest District Council



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1.2 Scope of the project

5. The report provides details as to what exists in the District, its condition, location, availability and overall quality. It considers the demand for facilities based on population distribution, planned growth and taking into consideration health and economic deprivation. The facilities and sports covered include: sports halls, swimming pools, health and fitness, indoor bowls, gymnastics centres and other specialist sports.
6. In delivering this report KKP has:
 - ✦ Individually audited identified, sports halls (conventional i.e. 3+ court halls as per Sport England definitions), outdoor tennis courts, rowing boat houses, cycling tracks, bowling greens, swimming pools, health and fitness facilities (including, within reason, dance studios), squash courts, athletics tracks and sport specific indoor facilities (e.g. gymnastics centres/netball domes).
 - ✦ Analysed the supply and demand of facilities to identify gaps in provision 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, gaps in provision and opportunities for improved service in order to drive up participation levels.
7. This factual report provides a quantitative and qualitative audit based assessment of the facilities identified above. It provides 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.
8. 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.
 - ✦ Consideration of potential participation rates and modelling of likely demand.
 - ✦ Audit of agreed facilities provided by public, private, voluntary and education sectors.
 - ✦ 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 and built sports facilities.

1.3 Report structure

9. 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.

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10. In the preparation of this report, KKP has paid due regard to these strategic principles and it is, as a consequence, structured as detailed overleaf:
- ◆ Section 2 - a review of background policy documentation at national, regional and local levels and a profile of the population and socio-demographic characteristics of the District.
 - ◆ Section 3 - description of methodology employed to review indoor provision.
 - ◆ Section 4 - review of sports hall provision.
 - ◆ Section 5 - review of swimming pool provision.
 - ◆ Section 6 - review of health and fitness provision.
 - ◆ Section 7 - review of outdoor bowls
 - ◆ Section 8- review of gymnastics.
 - ◆ Section 9 - review of tennis.
 - ◆ Section 10 - review of rowing.
 - ◆ Section 11 - review of squash.
 - ◆ Section 12 - review of other sports.
 - ◆ Section 13 - identification of strengths, weaknesses, opportunities and threats (SWOT)

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SECTION 2: BACKGROUND

2.1 National context

National Planning Policy Framework 2012

11. The 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 and identifies the need to focus on three themes of sustainable development:
 - ◀ Economic
 - ◀ Social
 - ◀ Environmental
12. 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 the role that sport plays in delivering sustainable communities via the promotion of health and well-being. Sport England, working with the provisions of the NPPF, wishes to see local planning policy protect, enhance and provide for sports facilities based on robust, up-to-date assessments of need, as well as helping to realise the wider benefits that participation in sport can bring.
13. The 'promoting healthy communities' theme identifies that planning policies should be based on robust, up-to-date assessments of need for open space, sports and recreation facilities and opportunities for new provision. Specific needs and quantitative and qualitative deficiencies and surpluses in local areas should also be identified. This information should be used to inform what provision is required in an area.

Sporting Future: A new strategy for an active nation

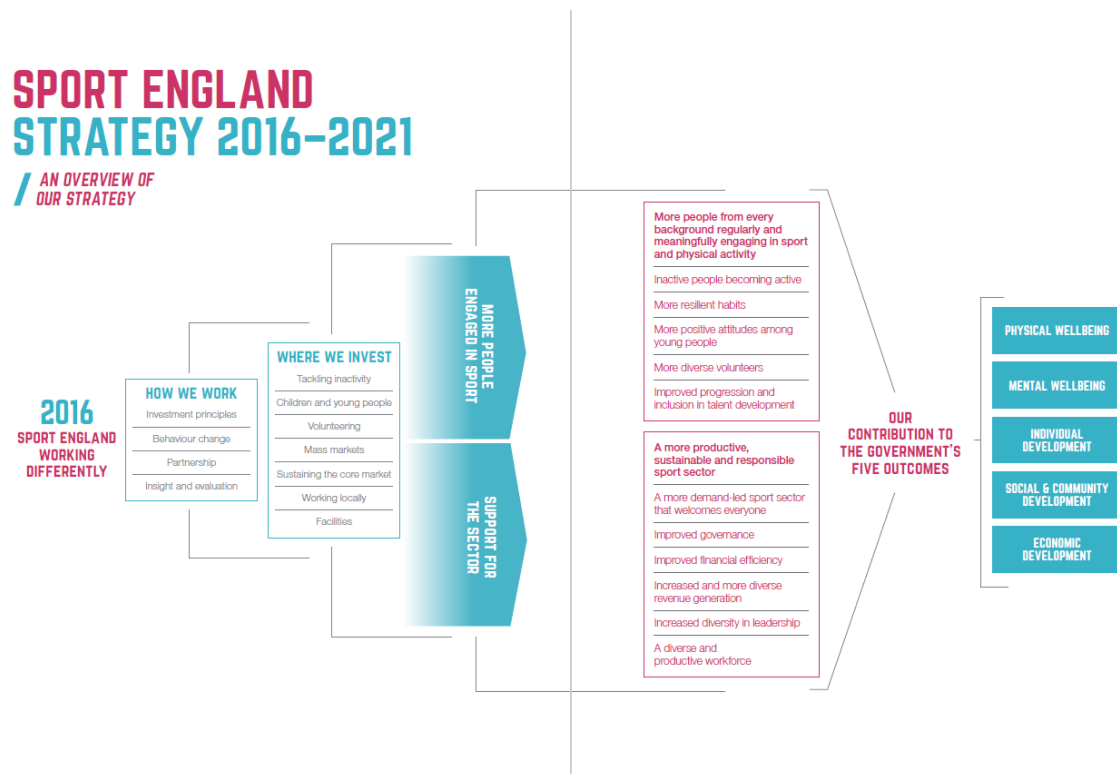
14. A new Government strategy for sport was released in December 2015. This strategy confirms the recognition and understanding that sport makes a positive difference through broader means and that it will help the sector to deliver five simple but fundamental outcomes: physical health, mental health, 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.

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15. In response to the Government's strategy, Sport England has since produced its new strategy 'Towards an Active Nation'.

Sport England: Towards an Active Nation

Figure 2.1 Sport England Strategy 2016-2021



16. The main emphasis of the strategy is around reducing inactivity and focuses on under representative groups, which include:

- ❖ Women and girls
- ❖ People with disabilities
- ❖ Older people
- ❖ People from lower social economic groups

17. To active this, Sport England has identified that it will invest in the following:

- ❖ 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

18. 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 District Council applying the principles and tools identified in the Sport England Guide 'Assessing Needs and Opportunities for Indoor and Outdoor Sports Facilities' (ANOG).

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Figure 2.2: ANOG model



Strategic Planning: Effective Cooperation for Planning Across Boundaries, RTPI, February 2015

19. Drawn from best practice this report identifies six general principles for strategic planning:
- ✦ Have focus – being efficient in the use of resources and clear about its purpose.
 - ✦ Be genuinely strategic – dealing only with matters which require resolution across boundaries.
 - ✦ Be spatial – make strategic choices between places, not establish general criteria decision making.
 - ✦ Be collaborative.
 - ✦ Have strong leadership.
 - ✦ Be accountable to local electorates.
20. The key finding is that top-down strategic planning tends to be less successful. Locally designed and enacted approaches that emphasise collaboration and co-operation between local authorities bring major benefits to all the local authorities in a given area.

Economic value of sport to the nation

21. 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.
22. 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.
23. 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.

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24. Participation in sport can contribute to reductions in crime and anti-social behaviour, particularly among young people. It can also have a net impact on the environment; where, for example, more people are encouraged to walk and cycle, emissions and congestion can reduce. In summary, sport provides a range of economic and health benefits to the West Midlands region, Wyre Forest and its local resident population and helps to provide jobs and opportunities to spectate and participate in physical activity.

Public Health England: Everybody Active, Everyday

25. 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.

Investment in school sport

26. 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 into the hands of 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.
27. In 2015-16 schools with 16 or fewer eligible pupils receive £500 per pupil while those with 17 or more receive £8,000 plus a payment of £5 per head. Research into Primary Sport Premium Fund spending 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 it appears likely that the allocation of funds generated via the proposed 'Sugar Tax' will continue to fund school sport at some level moving forward.

Priority School Building Programme (PSBP)

28. This is a centrally managed programme set up to address the needs of the schools most in need of urgent repair. Through it, 261 schools will be re-built between 2014 and 2017.

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Summary of national context

29. Engaging all residents in physically 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 and is in line with national policy recommendations.

2.2 Local context

Wyre Forest District Council: Core Strategy (2006-2026)

30. Wyre Forest's Core Strategy identifies the type of place the District will be in 2026. To achieve this, the strategy lists 13 key development objectives, which are listed below.

Table 2.1: WFDC's key development objectives

Number	Objective
1	To provide a range of high-quality, highly energy efficient, and affordable housing options for residents of all ages and needs to achieve sustainable communities.
2	To diversify and grow the District's economy, emphasising the development of the service sector, high tech industry and sustainable tourism.
3	Continue to develop Kidderminster as the strategic centre for the District and beyond and to maintain the important roles of Stourport-on-Severn and Bewdley as market towns.
4	Support the viability of the District's villages and rural areas and assist in opportunities for diversification.
5	Safeguard and enhance the District's unique landscape character, Green Belt, natural environment and green infrastructure.
6	To conserve and enhance the District's heritage assets.
7	Safeguard and enhance natural resources, minimise waste and increase recycling, especially the re-use of land and buildings.
8	Safeguard and replenish the District's rich and varied biodiversity and geodiversity, including that within the three town centres.
9	Ensure the District is equipped to adapt to and mitigate the impacts of climate change by ensuring that future developments are low or zero-carbon and that they do not increase flood risk to new and existing property.
10	Improve the District's air quality, particularly in the town centre areas of Kidderminster, Stourport-on-Severn and Bewdley.
11	Support the development of an accessible, integrated, sustainable transport network through new and existing developments to provide attractive alternatives for all residents and visitors and promote sustainable freight transport.
12	Help foster community pride and healthy lifestyles in the District through supporting and involving its many local communities in both the urban and rural areas
13	Maximise community cohesion and safety and ensure new developments positively contribute towards crime reduction, improved health care and education across the District for the benefit of all residents.

31. To help foster healthy lifestyles, the District Council will resist the loss of any community services and facilities, including leisure facilities, unless an appropriate alternative is provided or, evidence is presented that the facility is no longer required and suitable alternative uses have been considered. Any alternative provision should be of equal or better quality and be located in an appropriate and, where feasible, sustainable location.

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Worcestershire Health and Wellbeing Board: Joint Health & Wellbeing Strategy 2016-21

32. The strategy's vision is to ensure Worcestershire residents are healthier, live longer, and have a better quality of life, especially those communities and groups whose health is currently the poorest. To achieve this vision, the key priorities are as follows:
- ✦ Good mental health and well-being throughout life
 - ✦ Being active at every age
 - ✦ Reducing harm from alcohol at all ages
33. To achieve the priority of being active at every age, the strategy lists the key performance indicators:
- ✦ Reduce the number of children aged 4 - 5 classified as overweight or obese.
 - ✦ Reduce the number of children aged 10 – 11 classified as overweight or obese.
 - ✦ Increase cycling and walking travel measures for adults
 - ✦ Increase the number of adults achieving at least 150 minutes of physical activity per week in accordance with UK Chief Medical Officer (CMO) recommended guidelines on physical activity.
 - ✦ Develop programmes for older people taking up Strength and Balance training.
 - ✦ Enhance the numbers of people, including volunteers, taking part in health walks.

Development and housing growth numbers anticipated

34. Notwithstanding ONS figures on population growth, it is recommended that regard is given to Wyre Forest's housing need, which is listed in Wyre Forest District Core strategy (Policy DS05). The Local Authority plan to deliver 4,000 net additional dwellings for the period covering 2006 – 2026.

During 2009 the Council undertook a Strategic Housing Land Availability Assessment (SHLAA) to assess the indicative capacity for potential residential sites within the District and to inform the production of the Local Development Framework. The sites identified through the SHLAA process have also been subject to an independent viability appraisal. Based on this evidence provided and reflecting the principle to provide the majority of new housing development within the main towns of Kidderminster and Stourport-on-Severn, the table below sets out the level of housing that could be delivered within each five year phasing period.

Table 2.2: Anticipated level of housing delivery that could occur within the District's settlements.

Location	2006-2011	2011-2016	2016-2021	2021-2016
Kidderminster	630	780	660	400
Stourport	330	680	160	70
Bewdley	100	80	-	-
Rural areas	140	90	160	-
Total	1200	1630	980	470

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Summary of local context

35. The core message running through local strategies is the requirement to ensure that:
- ◀ Promoting healthy lifestyles is a key development objective in Wyre Forest which is supported by need to have high quality, attractive sports facilities.
 - ◀ There is a strong County Sports Partnership which supports the development of Sport in Wyre Forest. Their priority is in line with the current Sport England strategy, which is to target the inactive through the delivery of programmes and incentives.
 - ◀ There is need to consider the housing growth and population increases in Kidderminster and Stourport and the impact this will have on the demand for local services.
 - ◀ Increase the number of dwellings by 4,000 net. This is to support the increase in population in the District. The largest increases of dwellings will be in Kidderminster and Stourport.
36. To ensure above key points are achieved, it is essential that all sports facilities are accessible and available to the community and that the 'offer' is developed based on the needs of local communities.

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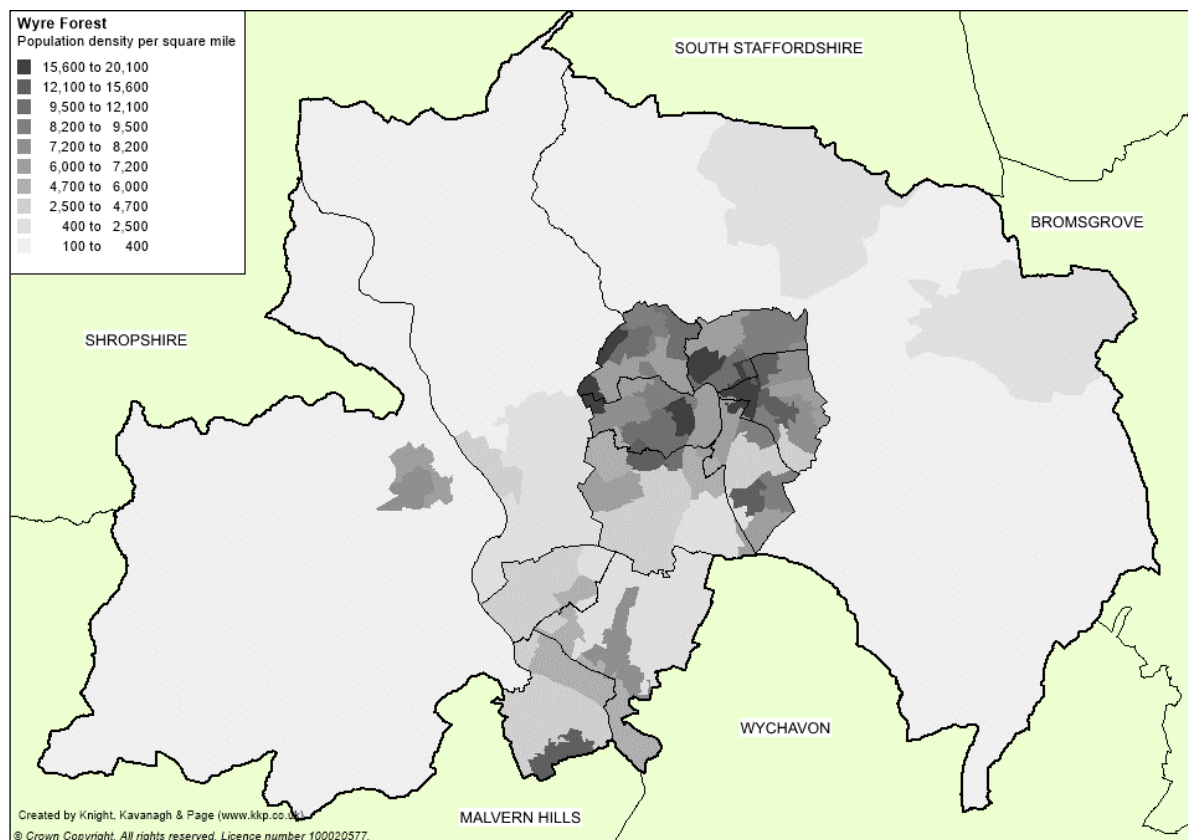
2.3 Demographic profile

37. The following overview briefly summarises key facts about Wyre Forest's population. Data is taken from 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, often at different intervals. The data is supported by graphs and maps.

Population and distribution

38. The total population, from the 2015 Mid-Year Estimates in Wyre Forest was 99,503¹ with slightly more females to males. There is a higher proportion of 65-79 year olds in Wyre Forest (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, 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.
39. Figure 2.3 presents the distribution of population in Wyre Forest. The majority of the population is centred in and around the central (Kidderminster) and southern (Stourport) areas of the District.

Figure 2.3: Population density (2015 MYE): Wyre Forest



¹ Source: ONS 2015 Mid Year Estimate

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

40. 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.

Income and benefits dependency

41. The median figure for full-time earnings (2014) in Wyre Forest is £26,010. The comparative rate for the West Midlands is £25,610 (-1.5%) and for Great Britain is £27,539 (5.8%). However, the Core Strategy also recognises the need to diversify and grow the District's economy through the development of the service sector, high tech industry and sustainable tourism. This reflects the decline in the areas main manufacturing base which was carpet related industries.

Deprivation (Data Source: 2015 indices of deprivation)

42. In spite of the higher than regional median figure for full-time earnings, nearly 23% of Wyre Forest's population live in the bottom 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 top 20% least deprived LSOAs. These are located in the eastern and western fringes of the District. A similar geographical pattern, to that seen for the multi deprivation, is seen in relation to health. Figures 2.4 and 2.5 display this information.

Figure 2.4 Index of multiple deprivation

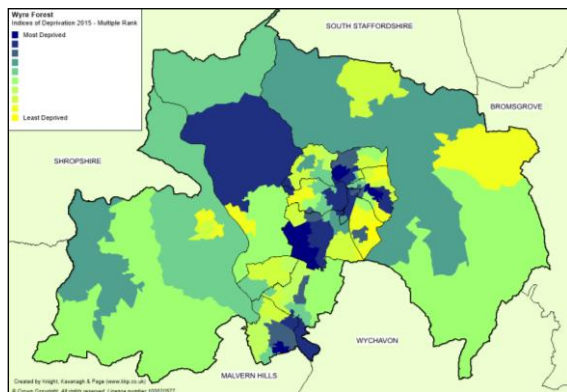
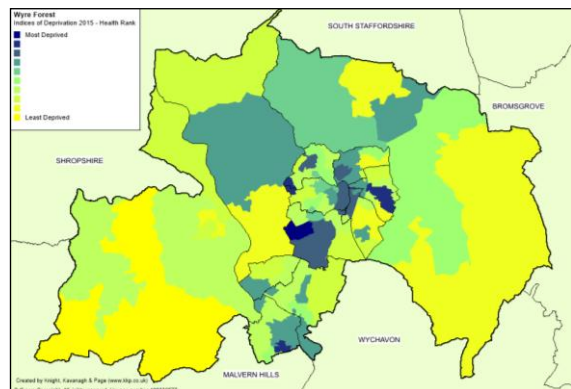


Figure 2.5: IMD Health domain



Weight and obesity

43. 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 of children (34.2%) are either overweight or obese. These figures support the need to generate more interest and participation in physical activity within the District.

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Health costs of physical inactivity

44. The British Heart Foundation (BHF) Promotion Research Group has reviewed the costs of avoidable ill health that it considers to be attributable to physical inactivity. Initially produced for the DoH report Be Active Be Healthy (2009) the data has subsequently been reworked for Sport England.
45. The annual cost to the NHS of physical activity in Wyre Forest is estimated at £1.8m². 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.

Population projections

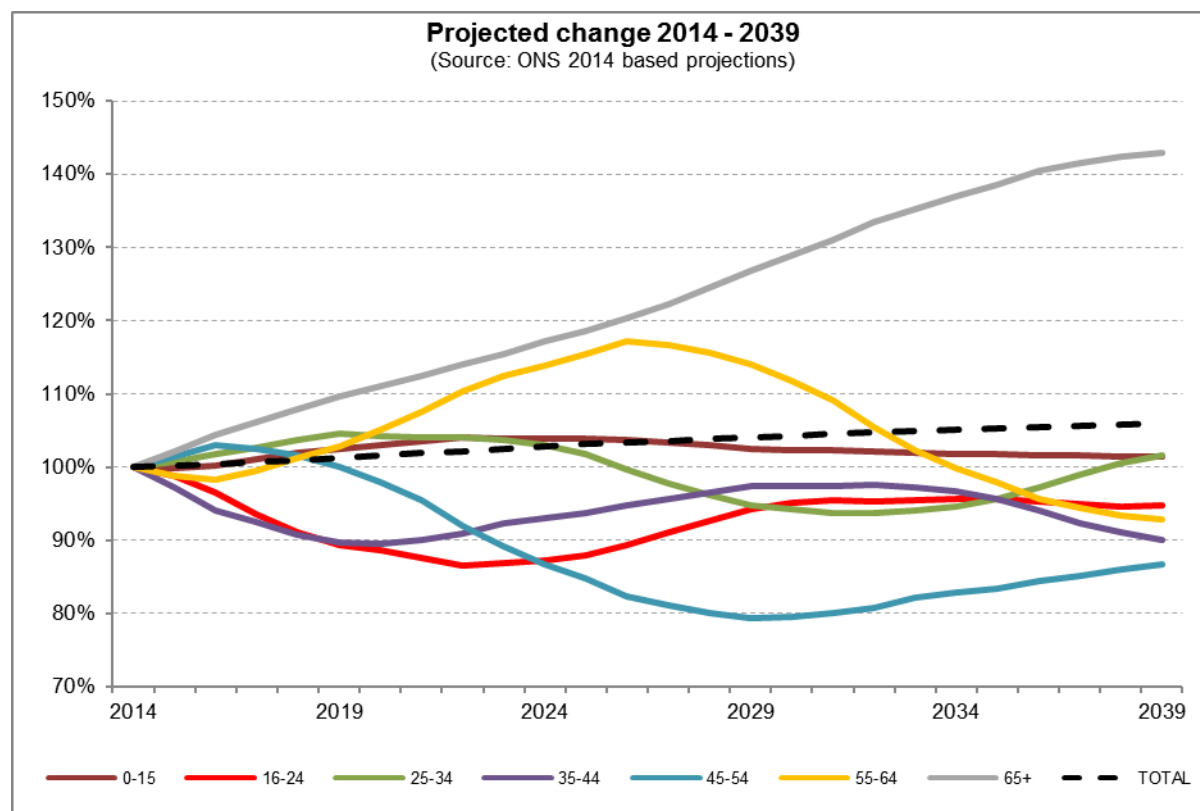
Strategic planning: Change over 25 years (2014 to 2039)

46. At strategic and operational levels plans to increase levels of physical activity cannot be set in stone; they need to be flexible and respond to predictable changes in age structure, gender and ethnic composition. The most recent ONS projections indicate a rise of 5.9% in Wyre Forest population (+5,880) over the 25 years from 2014 to 2039. Over this extended timeframe fluctuations are seen at different points across the majority of age groups with population change acting more like a wave than a straight line (see figure 2.6). For example, the number of 16-24 year olds falls by c.8.9% between 2014 and 2027 before rising again to 3.7% less than its 2014 baseline by 2039. Key points are outlined below:
 - ◀ There is a predicted decline in the number of 16-24 year olds, -8.9% in the first period (-833) followed by growth back to -3.7% (-344) in the second period. Consequently Sport England's target of '*increasing the number of 14-25 year olds playing sport once a week*' may prove difficult during the first period in which numerical stasis would represent a marginal increase in participation rates.
 - ◀ The 35-44 year olds follow a similar decline and then increase over the period.
 - ◀ There is a continuous increase in the number of people aged 65+ and a need to consider varying sports offers for this group. This represents an increase of +22.3% (+5,169) in the first period continuing to rise by a further +20.7% (+4,774) between 2027 and 2039. While the age group represented 23.4% of Wyre Forest's population in 2014 it is projected to be 31.6% of the total by 2039 - this is just under a third of the population.
 - ◀ The 0-15 year olds are fairly static over the period with minimal increases due to any specific rise in childbirth throughout the period.

² Sport England commissioned data from British Heart Foundation Health Promotion Research Group for PCTs, reworked into estimates for LAs by TBR

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Figure 2.6: Projected population change (2014 -2039)



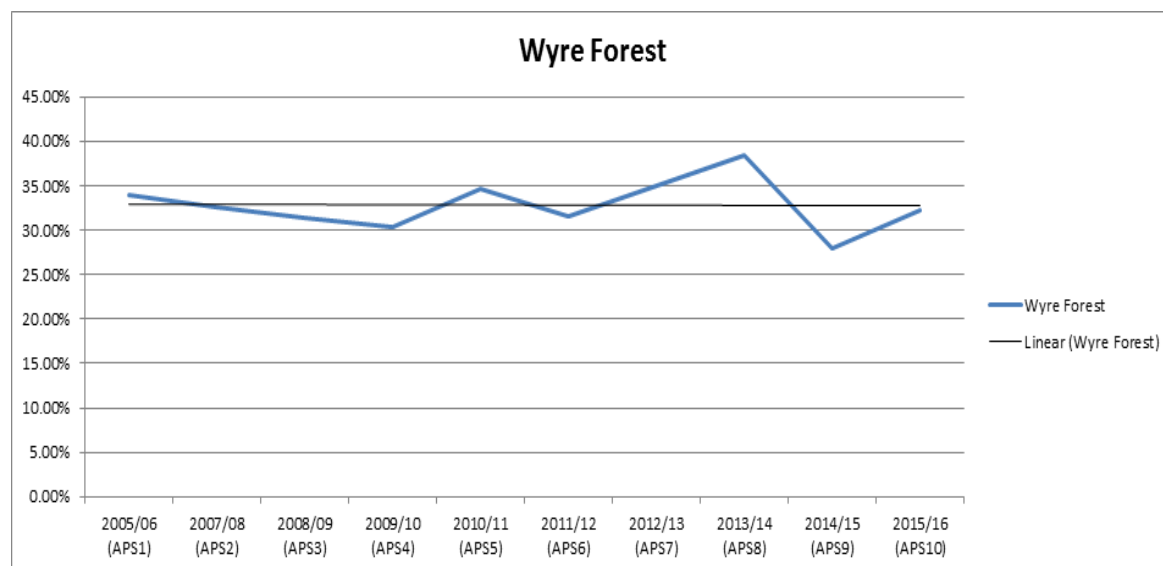
Activity levels

Active People Survey

47. 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%).
 - ▶ 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%).
48. 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.

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Figure 2.7: Active Survey – Wyre Forest (APS1-9)



Active Lives Survey

49. 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.

The most popular sports

50. The Active People survey and SE segmentation also makes it possible to identify the top sports within Wyre Forest. As with many other areas, swimming and cycling are among the most popular activities and are known to cut across age groups and gender; around one in eleven adults in the District go swimming at least once a month (on average). The next most popular activity is cycling; which 8.0% of adults do on a relatively regular basis. Both sports are above the regional averages, however they are below the national average. This data is presented in the table below.

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

Sport	Wyre Forest		West Midlands		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Swimming	7.1	8.8 %	371.4	8.2 %	4,132.7	9.5 %
Cycling	6.4	8.0 %	351.6	7.7 %	3,771.8	8.7 %

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

51. 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. The segmentation profile for Wyre Forest indicates 'Comfortable Mid-Life Males' to be the largest segment of the adult population at 10.1% (8,041) compared to a national average 8.6%. Their favourite sports are cycling, visiting the gym and swimming.
52. The second largest segment is Early Retired Couples which constitutes 9.3% of the population. This is above both the regional (6.47%) and the national rates (6.77%). Again, their favourite sports are visiting the gym, swimming and cycling. Table 2.5 lists the top three Sport England Segments.

Table 2.4: Wyre Forest's Sport England Segmentation Data

Segment, description and its top three sports nationally				
Comfortable Mid-Life Males	Philip		8,041	Wyre Forest
Mid-life professional (aged 46-55), sporty males with older children and more time for themselves.			10.08%	
			8.67%	West Midlands
Cycling (16%)	Keep fit/gym (15%)	Swimming (12%)	8.65%	England
Early Retirement Couples	Roger & Joy		7,474	Wyre Forest
Free-time couples nearing the end of their careers (aged 56-65).			9.37%	
			6.47%	West Midlands
Keep fit/gym (13%)	Swimming (13%)	Cycling (8%)	6.77%	England
Retirement Home Singles	Elsie & Arnold		7,086	Wyre Forest
Retired singles or widowers (aged 66+), predominantly female, living in sheltered accommodation.			8.88%	
			9.05%	West Midlands
Keep fit/gym (10%)	Swimming (7%)	Bowls (3%)	7.97%	England

Summary of District Profile

53. Wyre Forest has a total population of 99,503 (2015 mid-year estimate) with the majority of the population living in the main towns of Kidderminster and Stourport. 23% of the District's population live in the 20% most deprived areas in England.
54. The District will see its population increase by approximately 6% over the next 25 years. However, more importantly than the population increase is the change in population profile which will see a 43% increase in residents aged 65+.
55. Wyre Forest also needs to address its poor participation levels in sport and physical activity (which is below the national and regional averages) and contributes to its relatively higher costs of physical inactivity, which is currently costing the NHS £1.8 million per annum.

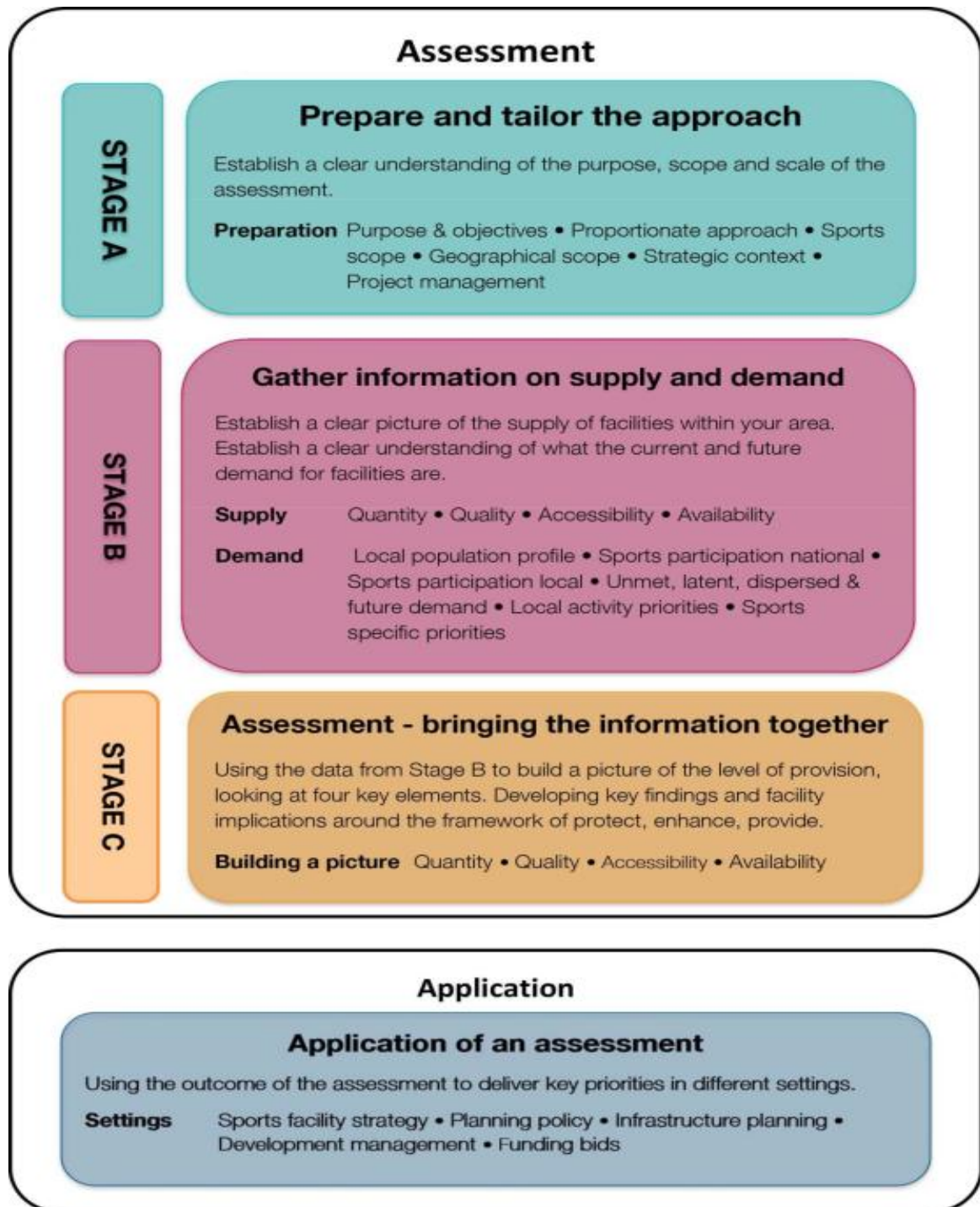
WYRE FOREST DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

SECTION 3: INDOOR SPORTS FACILITIES ASSESSMENT APPROACH

3.1 Methodology

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

Figure 3.1: Recommended approach



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57. 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:
58. *'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)
59. 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.
60. The report considers the distribution of and interrelationship between facility types in the District and provides a clear indication of areas of high demand. It will identify where there is potential to provide improved and/or additional facilities to meet this demand and to, where appropriate, protect or rationalise the current stock.

Catchment areas

61. Catchment areas for different types of provision provide a tool for identifying areas currently not served by existing indoor sports facilities. It is recognised that catchment areas vary from person to person, day to day, hour to hour. This problem has been overcome by accepting the concept of 'effective catchment', defined as the distance travelled by around 75-80% of users (and is a model used by Sport England). This, coupled with KKP's experience of working with leisure facilities and having completed such assessments for similar local authorities, has enabled the identification of catchment areas for sports halls as follows:

Table 3.1: Facility catchment areas

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

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3.2 Site visits

62. 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 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.
63. Site visits to key indoor facilities, those operated by other partners and the voluntary sector were undertaken. Through the audit and via informal interviews with facility managers, a 'relevance' and 'condition' register was compiled 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
64. Assessment forms capture quantity and quality data on a site by site basis and feed 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 3.2: 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, 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 may show signs of age and some wear and tear.
Below average	Facility is older and showing signs of age and poor quality. Fixtures, fittings, equipment and sports surfaces are showing signs of wear and tear. The facility is usable but quality could be improved. The facility is not as attractive to customers and does not meet current expectations. Ancillary facilities are deteriorating, reasonable quality, but usable.
Poor	The facility is old and outdated. Fixtures, fittings, equipment and sports surfaces are aged, worn and/or damaged. The facility is barely usable and at times may have to be taken out of commission. The facility is unattractive to customers and does not meet basic expectations. Ancillary facilities are low quality and unattractive to use.

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

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SECTION 4: SPORTS HALLS

66. Indoor multi-purpose sports halls are one of the prime sports facilities for community sport as 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.
67. 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.
68. 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 needs. They may also provide the option for more than one pitch/court which increases flexibility for both training and competition and, for example, enable the hosting of indoor central venue leagues for sports such as netball. This assessment considers all facilities in Wyre Forest that comprise 3+ badminton courts in line with Sport England's ANOG. Halls that function as specialist venues, such as dance studios are excluded.

4.1 Supply

Quantity

69. The audit and quality assessments identify that there are 23 sports halls with the equivalent of 51 badminton courts (when considering **all** sports halls in Wyre Forest i.e. they have at least one badminton court). Of these, 10 have three courts or more. A list of all the sports halls (and the number of courts) can be found in Table 4.1 overleaf.
70. As Figure 4.1 illustrates, there is a spread of sports halls throughout the District with both the more densely populated and rural areas well serviced. There are six sites located in and around Kidderminster Town Centre. Within the rural communities, Wolverley CE Secondary School serves as the main sports hall which serves the northern rural community, and Chaddesley Corbett and Winterfold House Schools serve the rural eastern areas. However, it would appear that the southern part of the District (i.e. Stourport area) is less well served by sports hall provision.

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Figure 4.1: All sports halls in Wyre Forest

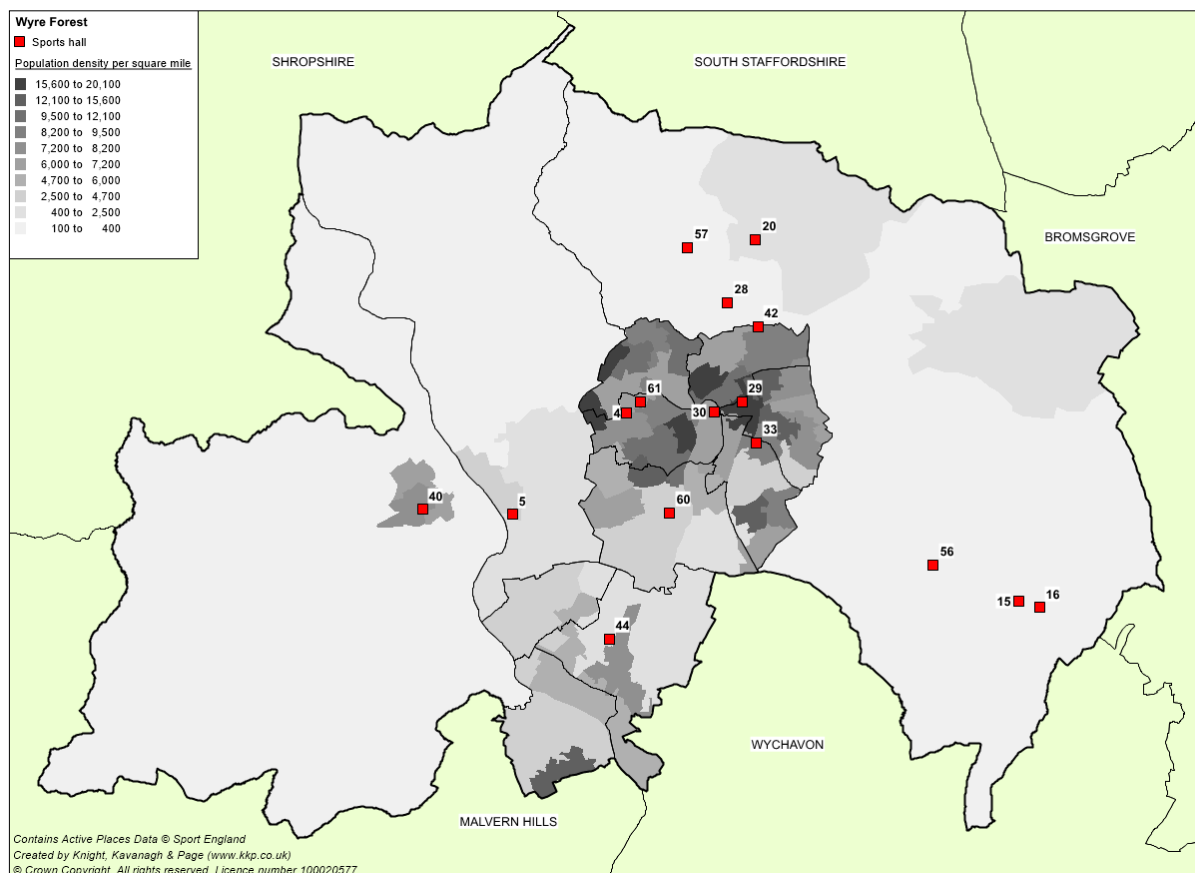


Table 4.1: All Sports halls in Wyre Forest, including the number of courts

Site ID	Site name	No. of courts	Community use?	Condition	Changing condition
4	Baxter Business & Enterprise College	4	Yes	Poor	Poor
4	Baxter Business & Enterprise College	1	Yes	Above average	Poor
5	Bewdley Leisure Centre	3	Yes	Below average	Below average
15	Chaddesley Corbett Endowed Primary School	1	Yes	Above average	Above average
16	Chaddesley Corbett Endowed Primary School	4	Yes	Above average	Above average
20	Cookley Playing Fields	1	No	Not assessed	Not Assessed
28	Heathfield School	3	No	Poor	Poor
29	Holy Trinity School	1	NA	Not assessed	Not Assessed
29	Holy Trinity School	1	NA	Not assessed	Not Assessed
30	Kidderminster & District Youth House	4	Yes	Below average	Below average
33	King Charles I Secondary School	4	Yes	Below average	Below average

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Site ID	Site name	No. of courts	Community use?	Condition	Changing condition
33	King Charles I Secondary School	1	Yes	Below average	Below average
33	King Charles I Secondary School	0	Yes	Below average	Below average
40	St Annes C.E. Primary School	1	No	Not assessed	Not Assessed
42	St Oswalds C.E. Primary School & Nursery	1	No	Not assessed	Not Assessed
44	Stourport High School	1	Yes	Good	Good
44	Stourport High School	1	Yes	Good	Good
44	Stourport High School	4	Yes	Good	Good
56	Winterfold House School	4	Yes	Below average	Below average
57	Wolverley CE Secondary School	4	Yes	Below average	Below average
57	Wolverley CE Secondary School	1	Yes	Below average	Below average
60	Wyre Forest Leisure Centre	6	Yes	Good	Good
61	Wyre Forest Special School	0	NA	Not assessed	Not Assessed
Total number of courts		51			

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

Quality

71. In complying with the ANOG methodology, a quality assessment was carried out at all 3+ court (available sites). Centres to which the assessment applies are shown overleaf. Heathfield School was also removed from the assessment as it does not provide community use.
72. The majority of the sports hall stock in Wyre Forest is either below average or poor. Of the ten sites with 3+ court sports halls, three are classed as poor and five are classed as below average. The low scoring may reflect the age of the sports halls and the high utilisation rates within each facility. Only Stourport High School and the new Wyre Forest Leisure Centre are rated as good quality.
73. Given that the majority of poor and below average sports halls are located on education sites it is recommended that Wyre Forest District Council and Worcestershire County Council to work in partnership with respective academies to ensure that the quality of sports halls are improved in the longer term not only for pupils but also the community.
74. Wyre Forest Leisure Centre is a new facility, following the closure of both Stourport Sports Centre and Wyre Forest Glades Leisure Centre. The Leisure Centre opened in July 2016 at a cost of £11.9 million, with support from Sport England of £2 million. The new facility comprises a six-court sports hall, six lane 25m swimming pool, teaching pool with moveable floor, fitness suite, dance studios, climbing wall and small-sided outdoor pitches. It also has a cafe with viewing areas, a double height children's adventure play area, a health suite with sauna and steam rooms and free parking.

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75. Given that Wyre Forest Leisure Centre replaced two facilities, its location seeks to serve both the Kidderminster and Stourport communities and as such is not located within the heart of either key population centre. Therefore, residents of each town are required to travel to access the facility.

Figure 4.2: Sports halls – 3+ courts, community use only, by condition (10 in total)

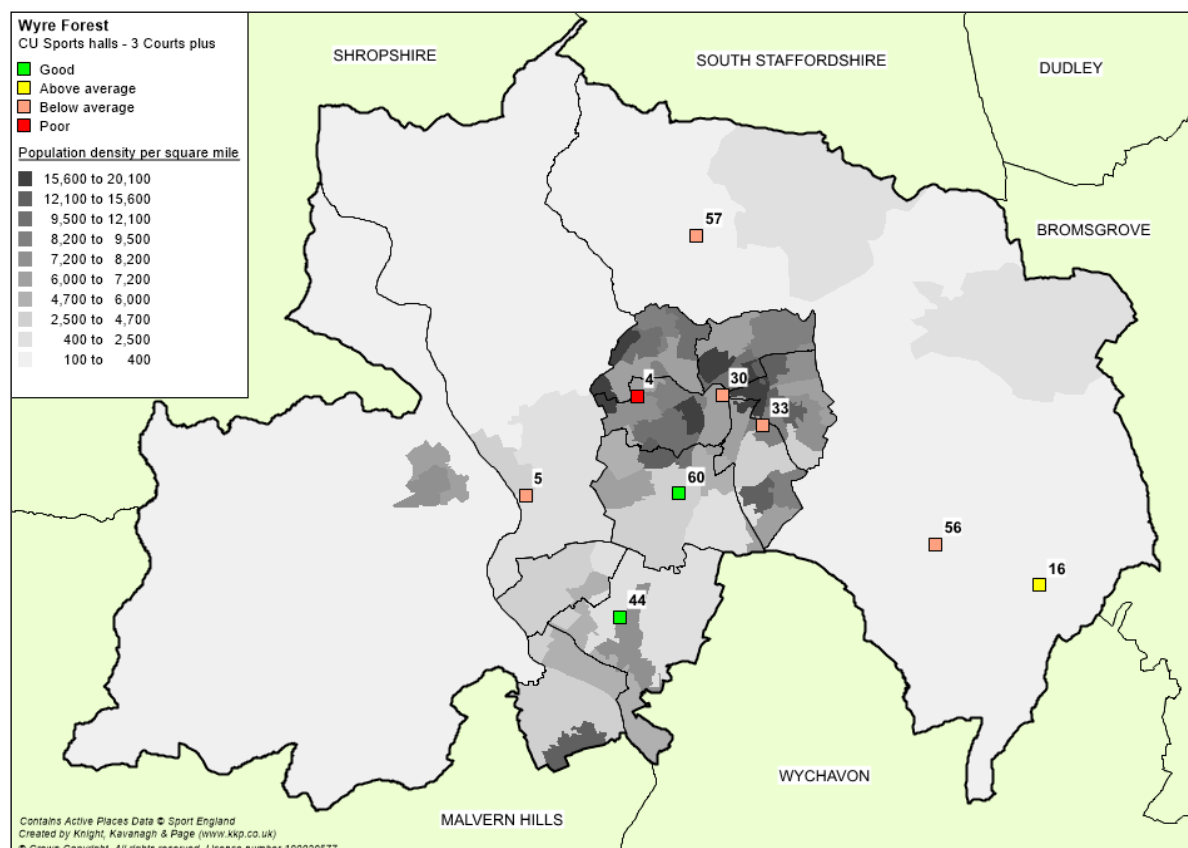


Table 4.2: Sports halls – 3+ courts, community use only, by condition (five in total)

Site ID	Site name	No. of courts	Community use	Condition	Changing condition
4	Baxter Business & Enterprise College	4	Yes	Poor	Poor
5	Bewdley Leisure Centre	3	Yes	Below average	Below average
16	Chaddesley Corbett Endowed Primary School	4	Yes	Above average	Above average
30	Kidderminster & District Youth House	4	Yes	Below average	Below average
33	King Charles I Secondary School	4	Yes	Below average	Below average
44	Stourport High School	4	Yes	Good	Good
56	Winterfold House School	4	Yes	Below average	Below average
57	Wolverley CE Secondary School	4	Yes	Below average	Below average
60	Wyre Forest Leisure Centre	6	Yes	Good	Good
Total number of courts		37			

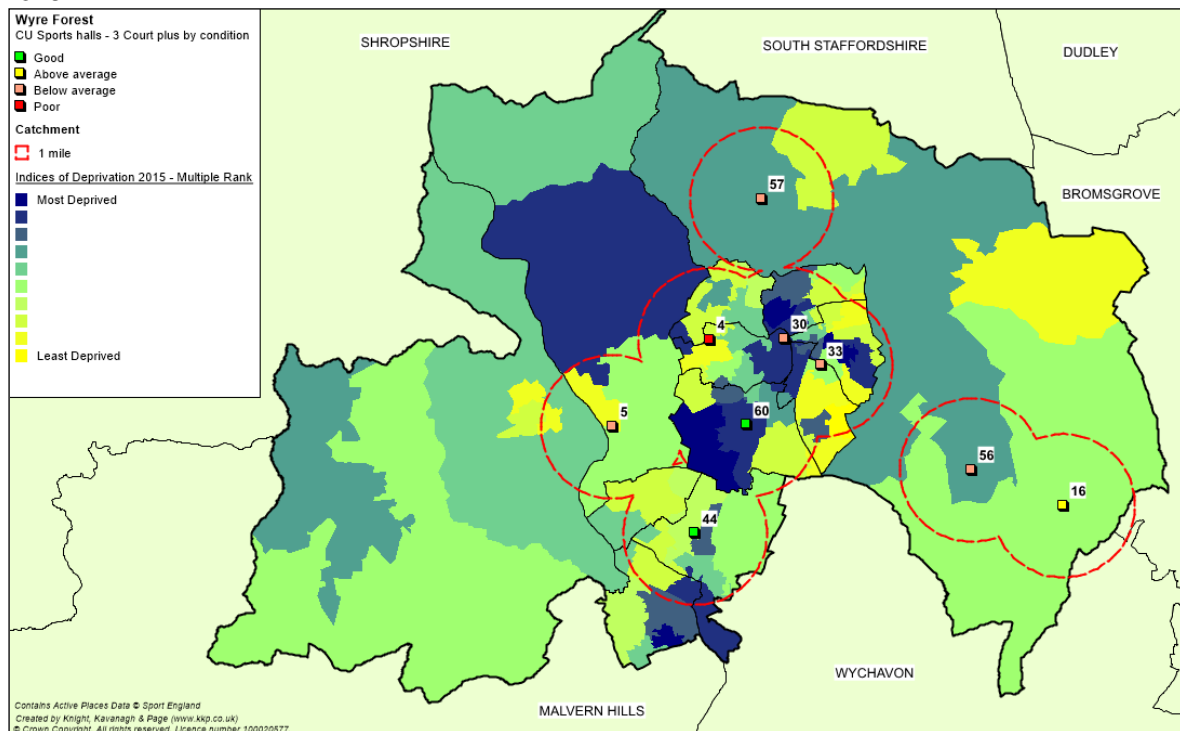
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Accessibility

76. Figure 4.3 and Table 4.3 (below) indicate that 70% of the population lives within a 20 minute walk of a 3+ court sports hall. Residents who reside in the outer fringes, particularly in the south of the District, do not live within a one mile catchment of 3+ court sports hall. It is also clear from figure 4.3 that this is also a key area of deprivation within the District.
77. Over one in five (22.6%) of the population of Wyre Forest live within the most deprived areas of the country. Of this cohort, almost 20% reside outside a one mile radial catchment of a sports hall. It is clear that this relates to residents living in the south of Stourport.

Figure 4.3: 3+ court sports hall within one mile radial catchment with condition using IMD 2015



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Table 4.3: IMD analysis by 20 min walk time catchment of 3+ courts

IMD 2015 10% bands	Wyre Forest		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	7,865	8.0%	6,422	6.5%	1,443	1.5%
10.1 - 20	14,357	14.6%	11,548	11.8%	2,809	2.9%
20.1 - 30	9,109	9.3%	7,560	7.7%	1,549	1.6%
30.1 - 40	8,721	8.9%	4,213	4.3%	4,508	4.6%
40.1 - 50	13,790	14.1%	8,536	8.7%	5,254	5.4%
50.1 - 60	11,011	11.2%	6,964	7.1%	4,047	4.1%
60.1 - 70	4,417	4.5%	2,862	2.9%	1,555	1.6%
70.1 - 80	18,129	18.5%	14,479	14.8%	3,650	3.7%
80.1 - 90	9,379	9.6%	5,704	5.8%	3,675	3.7%
90.1 - 100	1,296	1.3%	1,127	1.1%	169	0.2%
Total	98,074	100.0%	69,415	70.8%	28,659	29.2%

Availability and facility management

78. The audit identifies a range of organisations managing Wyre Forest's sports hall facilities. A full list of facility management is listed below:
- ✦ Wyre Forest Leisure Centre and Bewdley Leisure Centre- Places for People Leisure Ltd
 - ✦ Stourport High School- Del Sports (Private Company)
 - ✦ Baxter Business & Enterprise College- In house
 - ✦ Chaddesley Corbett Endowed Primary School- In house
 - ✦ Kidderminster & District Youth House- In house
 - ✦ King Charles I Secondary School- In house
 - ✦ Winterfold House School- In house
 - ✦ Wolverley CE Secondary School- In house
79. All educational sites are available in the evenings and weekends. Wyre Forest LC and Kidderminster and District Youth House provide over 60 hours per week of available community use. The Youth House has a remote access system which allows 24h hour access and has a positive relationship with BME community, particularly those who work in the restaurant/taxi industry. It is not uncommon for the Bangladeshi community to be playing badminton in the Youth House at 2am which does allow participation in a community which is sometimes difficult to engage with.
80. Chaddesley Corbett Endowed Primary School does allow community access, however, due to its rural location the school struggles to attract local clubs/groups wishing to hire its facilities.

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Table 4.4: 3+ sports halls with community use and the sports offered at each venue

Community use hours	Site	Number of courts	Main sports played
30 hours+	Baxter Business & Enterprise College	4	Badminton, indoor football.
	Bewdley Leisure Centre	3	Badminton, indoor football
	Chaddesley Corbett Endowed PS	4	No sports played
	King Charles I Secondary School	4	Football, indoor cricket
	Stourport High School	4	Gymnastics, Indoor football, Indoor cricket, Archery, Badminton, Table Tennis
	Winterfold House School	4	Badminton, Archery, Fencing, Indoor football
	Wolverley CE Secondary School	4	Indoor football, Indoor cricket, Indoor rugby
40 hours+	Wyre Forest Leisure Centre	6	Badminton, Indoor cricket, taekwondo, disability gymnastics, indoor bowls, boccia, curling, and box hockey, GP active referral programme, various others.
	Kidderminster & District Youth House	4	Basketball, badminton, indoor football.

Neighbouring facilities

81. Accessibility is also influenced by facilities located outside the local authority boundary. Three 4+ court sports halls are located within two miles of Wyre Forest's border, one in Malvern Hills, one in South Staffordshire and two in Bromsgrove.
82. Consultation identified that a number of clubs from Wyre Forest use both the Haybridge Sports Centre (Haybridge High School) and Hagley Catholic High School for their activity. These include the Roberts Badminton Club (Blakedown) and Blakedown Football; therefore, it is recognised that these sites are important to residents in Wyre Forest. During consultation, both Sports halls were visited and are classed as above average and provide community use on a dual use basis.

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Figure 4.4: 3+ court sports halls within Wyre Forest and 4+ court sports halls within two miles of Wyre Forest

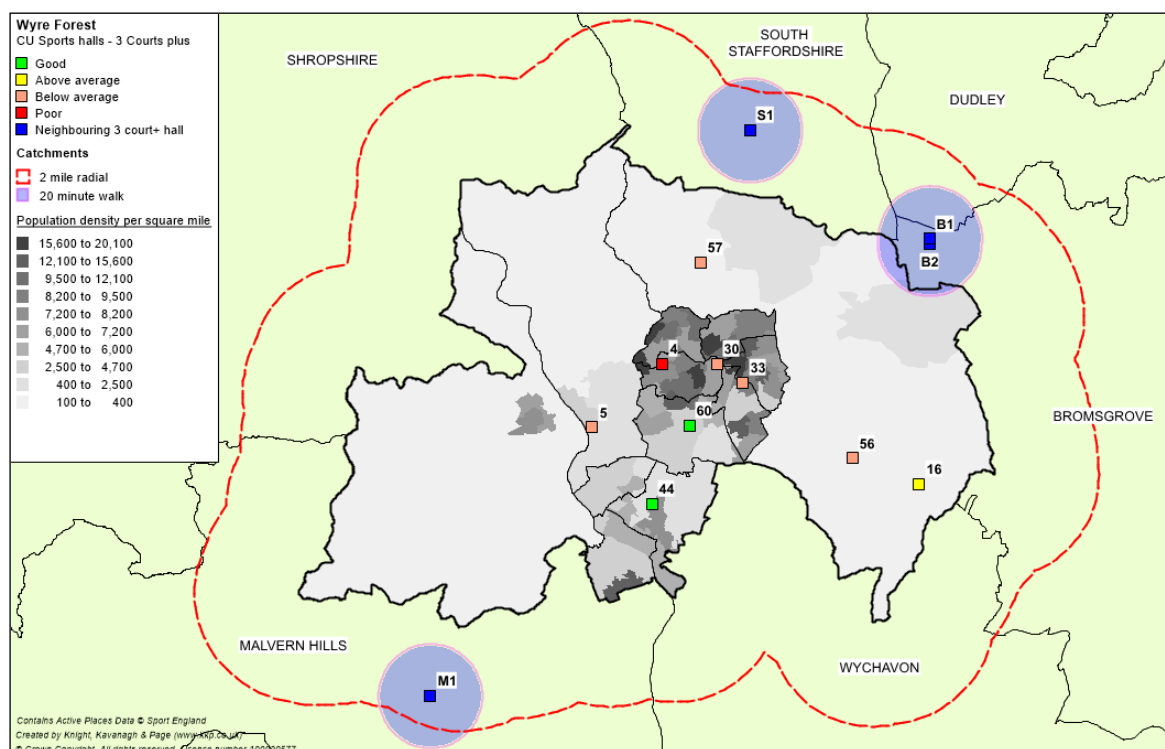


Table 4.5: Indoor sports halls (3+ courts) within two mile boundary of Wyre Forest

Map ID	Active Places site name	Number of courts	Access type	Local authority
B1	Haybridge Sports Centre	4	Pay and Play	Bromsgrove
B2	Hagley Catholic High School	4	Sports Club / Community Association	Bromsgrove
M1	Abberley Hall School	3	Sports Club / Community Association	Malvern Hills
S1	Kinver High School	4	Sports Club / Community Association	South Staffordshire

Future supply and potential developments

83. There are currently no plans to increase the capacity of indoor and built sports facilities in the District, however, Kidderminster & District Youth House has an aspiration to double its sports hall provision to an eight court hall. It should be noted that this is an aspiration at this stage and no feasibility study has been undertaken or funding secured for the project. The organisation realises, however, this would need to be self-financed, and is currently investigating financing options.
84. The proposed housing developments (identified in the Local Plan) and associated population growth (highlighted in the Infrastructure Plan) will put pressure on existing facilities.

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Summary of supply

85. The majority of the leisure centre stock in Wyre Forest is either below average or poor, with two sites classed as good and one classed as above average. Therefore, the quality of the supply is a significant challenge for both District and County Councils (and respective academy schools) in relation to education and community use.
86. It is appropriate to note that all sports halls in the District are available for community use, with the only facility not reporting any utilisation being Chaddesley Corbett Endowed Primary School. This is solely down to the school's rural location and limited demand rather than the school not being willing to make the facilities available.
87. It must also be noted that (at the time of writing), the Wyre Forest Leisure Centre has only recently opened and Places for People Leisure Ltd is still in negotiation with a number of sports clubs to establish regular use at the facility.
88. It is also noted that there is unused space at Bewdley Leisure Centre (i.e. a former youth club) which could be brought into use for sport and physical activity purposes.

4.2 Demand

89. APS 9 suggests that, in Wyre Forest, 28% of the population undertook some kind of sport once a week, every week, with swimming the most popular sport identified by Sport England. Just over 8% of the population swim once a week. APS data consistently demonstrates that, in Wyre Forest, adults over the age of 55 are the largest two cohorts of participants in physical activity. Market Segmentation data identifies these groups as: Phillip (10.1%) and Roger and Joy (9.3%) who are predisposed to taking part in health and fitness, swimming and cycling.

Table 4.6: Most popular sports in Wyre Forest (Source: SE Area Profiles)

Sport	Wyre Forest		West Midlands		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Swimming	7.1	8.8 %	371.4	8.2 %	4,132.7	9.5 %
Cycling	6.4	8.0 %	351.6	7.7 %	3,771.8	8.7 %

90. It is also worth noting that in developing the new Wyre Forest Leisure Centre the Council and Sport England undertook a range of Facilities Planning Model runs and scenario tests to determine that the specification and facility mix for the new facility was sufficient to meet local demand. It also enabled the Council to rationalise two facilities and to develop the new facility knowing that (according to the FPM) it was providing sufficient facilities for the resident population.

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NGB and Club Consultation

Badminton

91. Badminton England is in the process of developing its new National Facilities Strategy, however the 2012-2016 vision is 'that everyone in England should have access to a badminton court that enables them to play at the right level - for them'. APS data indicates that Badminton participation (once a week participation: 1x30 minutes for ages 16+) has fallen by c. 10% to 490,200 nationally in the last two years. Badminton England works within a framework to try and increase participation through the following programmes:
- ✦ **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 play 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.
92. To support these programmes, Badminton England has developed Community Badminton Network areas (CBN). This is a network of clubs, education establishments, local authorities, leisure sites, county sports partnerships and county badminton associations that are supported by Badminton England to drive up participation. There is an expectation that participation in these areas would be higher on average. Badminton England's Facilities Strategy proposes that Wyre Forest will be a CBN, with a performance centre located within the district, however there is no timescale to indicate when this will happen or which facilities will be the focus for badminton activity. Currently the nearest performance centres are in Worcester and Birmingham.
93. Local consultation indicated that badminton is well supported in the District. There are currently two clubs, both affiliated to Badminton England. These are Kidderminster Badminton Club (KBC) and Wolverley Badminton Club (WBC). Both clubs compete in the Worcester and Cradley Leagues. KBC is the larger of the two clubs with c. 40 members and currently has 10 competitive teams. The club trains at Baxter College two nights a week, which it is satisfied with.
94. Wolverley Badminton Club used to train at Wolverley C of E Secondary School; however, due to increasing hall hire costs the club was forced to move to Winterfold School. WBC has c. 30 members and four competitive teams. Bewdley Colts is the junior badminton club in the District. The club trains at Bewdley Leisure Centre with the aim of developing talent. The club is run by a number of volunteers with the main aim of identifying talent and progressing individuals to local senior clubs or the performance centre in Worcester. The club works closely with Bewdley Secondary School providing a positive school-club link.

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95. Although there is a positive structure in place for the delivery of the sport in the District, all clubs would like to see a performance centre located within the District which is dedicated to Badminton. The nearest ones are either in Birmingham or in Worcester. This is also recommended in the Hereford and Worcester Sports Facilities Framework.

Table 4.7: Market segmentation – badminton and likely target audiences

Badminton	
<ul style="list-style-type: none"> ◆ 2.2% (1,760) of people currently play badminton and a further 1.9% (1,533) indicate that they would like to, giving an overall total of 4.1% (3,294). ◆ 4.5% of Ben's play badminton, which is the largest proportion of any group playing badminton, closely followed by the Tim segment at 4.0%. ◆ The groups with the largest of the local population playing badminton are the Tim's (15.5%) and Philip's (14.4%). ◆ The groups with the most people who would like to play are Philip (12.5%) and Tim (11.2%). ◆ The main group to target, for additional players due to size and interest is, therefore Philip. 	

Basketball

96. British Basketball (BB) latest strategy; Transforming Basketball in Britain Together 2016-2028 aims to improve basketball from grassroots to GB teams, by adopting a whole sport approach and working closely with the basketball communities.
97. It understands the sport's dependence on the availability of affordable indoor facilities and equipment. For it to maintain and grow both formal and informal participation, it needs ongoing development of a comprehensive network of indoor facilities. 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 BB's efforts to develop the sport at all levels.
98. Affiliated clubs are important in delivering regular participation opportunity and play a part in both participation and talent programmes. Accordingly, increased club access to indoor basketball facilities (with multiple courts) will be required to deliver its planned outcomes for participation via programmes including, satellite clubs, Premier league 4 Sport and Talent Development.
99. Access to secondary school indoor basketball facilities is of prime importance as BE seeks to take advantage of Sport England's commitment to open up school facilities for local community use. The recent State of the Nation Report on sports halls from Sport England showed that 76% are located on educational sites. As well as improving access to existing indoor sports facilities BE is continuing to develop capital projects, building facilities with multiple basketball courts for use by clubs to boost participation and drive talent outcomes.
100. The only basketball club in the District is Kidderminster Flames Basketball Club. It currently trains at Kidderminster House Youth Service once a week and competes in the West Midlands League. The club currently has 12 full time members and is struggling to generate further interest in the sport as all members work full time and struggle to dedicate additional time to the club.

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101. The Club acknowledges it needs to undertake a number of outreach programmes to generate interest, particularly in schools, however, it does require assistance to generate funding for equipment and kit.

Table 4.8: Market Segmentation- basketball and likely target audiences

Basketball	
◀	0.6% (458) of people currently play basketball and a further 0.4% (300) indicate that they would like to, giving an overall total of 1.0% (759).
◀	3.4% of Ben's play basketball, which is the largest proportion of any group playing basketball, closely followed by the Jamie segment at 2.7%.
◀	The groups with the largest of the local population playing basketball are the Ben's (26.2%) and Jamie's (17.7%).
◀	The groups with the most people who would like to play are Jamie (24.0%) and Tim (21.3%).
◀	The main group to target, for additional players due to size and interest is, therefore Jamie.

Disability sports

102. Disability sports play an important role in the District's sports offer. The District Council offers a number of different programmes during the week to support adults with disabilities. These include short mat bowls, inclusive dancing, multi sports and swimming. All sessions are run from Wyre Forest Leisure Centre. Wheels for All events also take place at Stourport Sports Club throughout the year
103. Kidderminster Harriers also use the Leisure Centre to deliver training sessions for people with disabilities. It has been successful in gaining a grant from Children in Need to deliver programmes focusing on those who are Visually Impaired or have Cerebral Palsy.

Future demand

104. As outlined in the context to the study, it is projected that the overall population of Wyre Forest will rise by 5.9% (+5,880) over the 25 years from 2014 to 2039. It is also clear that there are significant population changes throughout this period with the main change being the 43% increase in 65+ year olds.
105. Wyre Forest District Council and Sport England undertook a range of Facilities Planning Model runs and scenario tests to determine that the specification and facility mix for the new Wyre Forest Leisure Centre to ensure that the facility was sufficient to meet local demand.
106. It is important to note that population change is likely to play a more significant role in future demand for sports halls rather than the population increase. The older age groups are less likely to require access to sports halls than other age groups given the range of activities generally programmed in the space. Therefore, given the previous FPM analysis undertaken and the population change it is clear that Wyre Forest has sufficient sports halls to meet any potential future demand. However, this is on the assumption that participation levels in key sports remain at a similar level and that there is capacity and willingness locally to accommodate fluctuations and specialist requirements.

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Summary of demand

107. District participation rates are below both the regional and national averages with cycling and swimming the two most popular sports undertaken. In spite of this, club consultation indicates a thriving community use offer with a variety of different sports available. These include badminton and basketball, with two affiliated badminton clubs and one affiliated basketball club. Archery, indoor bowls and indoor football are also popular sports within the network of indoor sports halls in the area.
108. Demand for disability sports is also high within the area with the District Council and Kidderminster Harriers both providing a range of sessions for disabled people.
109. Consultation with clubs and NGBs did not highlight any specific issues of latent or unmet demand for facilities/

4.3 Supply and demand analysis

110. Taking into account the current supply of facilities and the current and future levels of demand it can be ascertained that Wyre Forest has a sufficient supply of sports halls to meet current and future demand levels. This is on the basis that there are good levels of availability within all sports halls across the area and that there are no reports of clubs and organisations not being able to access facilities.
111. However, the current supply falls short in relation to quality, with the majority of sports halls being identified as below average or poor. This not only affects the quality of experience for community users, but also from an educational perspective.
112. Although there will be an increase of 5.9% in the population over the next 25 years the change in population profile is likely to counteract this increase in demand. There will be a 43% increase in 65+ year olds who make less demand on sports halls than other types of facilities. However, it is also worth noting that the population change will result in Wyre Forest having more residents who are retired. That is, they will be able to access facilities during off peak hours.
113. The key area where the Districts most deprived communities are not within 1 mile radial catchment of a sports hall is within the south of Stourport.

Conclusion

114. Wyre Forest has a sufficient supply of sports halls to meet current and future demand. However, the quality of facilities is generally poor or below average; therefore there will be a need for the Council and its partners to address the ongoing quality of facilities in future.
115. Bewdley Leisure Centre is located adjacent to the High School. The age and recent maintenance history of the centre suggests that there will be need for increased investment over the coming years to ensure that it remains fit for purpose and continues to attract current throughput levels (small refurbishment investment planned for summer 2017). The building previously had a youth facility annexed to the centre which is now closed. This could be used to extend the sport and physical activity offer at the centre.

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116. Community use of facilities is good, with a range of sports being offered. Badminton has a positive sports development structure in the District, with two clubs affiliated to Badminton England and a feeder system operating at Baxter College. In addition, there is a strong disability sports offer provided through Kidderminster Harriers blind football sessions and the WFDC sports development activity programme. Both of these are delivered at the Wyre Forest Leisure Centre.

4.5 Summary of key facts and issues

- ▶ The District has nine sports halls which offer community use. Although there are two halls which are classed as good, the quality rating of the majority are either below average or poor.
- ▶ Management of the halls vary. All educational sites are managed in house apart from Stourport High School, which is managed by a private company. Places for People Leisure, manage two of the main facilities in the District.
- ▶ Wyre Forrest Leisure Centre has the largest sports hall, with six courts. This facility is new, following the closure of two sites (Wyre Forest Glades and Stourport Sports Centre).
- ▶ Kidderminster and District Youth House provides a very flexible approach to community use, with some keyholders being able to access the facility throughout the night. This is particularly important to the BME community.
- ▶ 70% of the population resides within a 20 minute walk time of a sports hall.
- ▶ 22.6% of Wyre Forest's residents live within the 20% most deprived communities in the country. Of this cohort 80% reside within 20 minutes' walk of a sports hall. The key area where people reside outside of this catchment is in the south of Stourport.
- ▶ The community use of sports halls is good, with a varied range of clubs and bookings, including badminton, basketball, indoor football and archery.
- ▶ There is a good development structure for the sport of badminton within the District. Two clubs are supported by a strong junior section which operates out of Bewdley Leisure Centre.
- ▶ Disability sports play a prominent role in the District. There are a number of programmes available, including blind football, short mat bowls and multi sports.

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SECTION 5: SWIMMING POOLS

117. A swimming pool can be 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.
118. Training for competition, low-level synchronised swimming, and water polo can all take place in a 25m pool. With modest spectator seating, pools can also accommodate competitive events in these activities. Diving from boards, advanced synchronised swimming and more advanced sub-aqua training require deeper water. These can all be accommodated in one pool tank, which ideally should be in addition to the main pool.
119. The NGB responsible for administering diving, swimming, synchronised swimming and water polo in England is Swim England
120. 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 that are shorter than 20 metres in length and/or located at private member clubs offer limited value in relation to community use and delivery of outcomes related to health and deprivation and are excluded from the assessment.

5.1 Supply of swimming pools

Quantity

121. The audit identifies 11 pools at nine sites in Wyre Forest.
122. It should be noted that prior to July 2016 the District had two stand-alone community accessible pools at Wyre Forest Glades and Stourport Sports Centre. These pools were closed with the opening of the new Wyre Forest Leisure Centre. The Council and Sport England undertook extensive Facilities Planning Modelling to determine if the new provision was sufficient to meet current demands. The key outcome of this was that in order for both to be closed, access to Holy Trinity and King Charles School pools needed to be retained.
123. Wyre Forest Leisure Centre is the only pool considered to be fully accessible for community use due to its size, mixed programme and extensive opening hours compared to the limited availability of the other venues. Pools at both King Charles and Holy Trinity, whilst smaller than those normally assessed under ANOG, are also included as they are used extensively by clubs (mainly for swimming teaching). The Feel Good Health Club pool is removed as it does not allow for community use, as it is part of a hotel health complex and only available to residents of the hotel.

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Table 5.1: All identified swimming pools in Wyre Forest

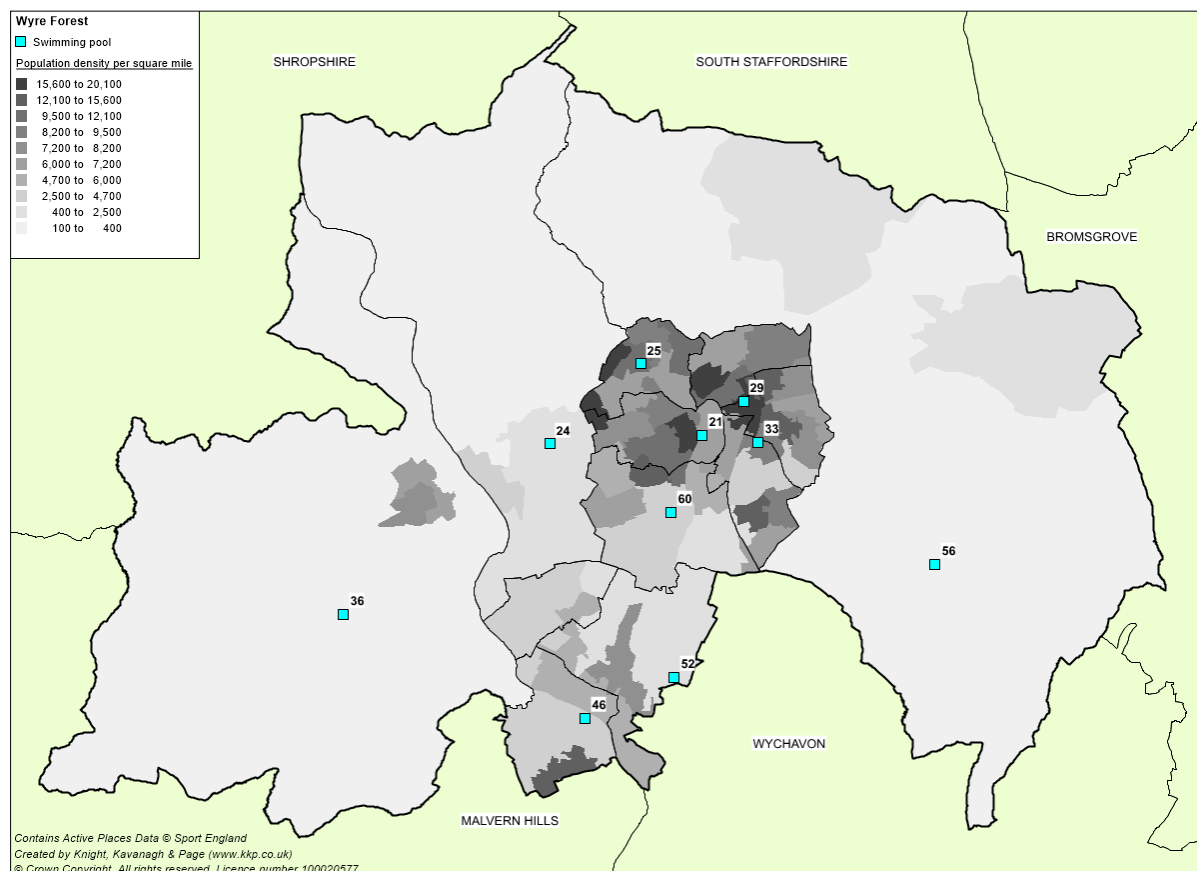


Figure 5.1: All identified swimming pools in Wyre Forest

Site ID	Site	Type	Lanes	Length
21	DW Sports Fitness (Kidderminster)	Main/General	2	20
24	Feel Good Health Club	Main/General	5	25
24	Feel Good Health Club	Learner	0	4
25	Franch Primary School	Main/General	0	15
29	Holy Trinity School	Main/General	4	23
33	King Charles I Secondary School	Main/General	4	17
36	Little Lakes Golf Club	Lido	0	20
52	Waves Health & Leisure Club	Learner	0	12.5
56	Winterfold House School	Lido	0	14
60	Wyre Forest Leisure Centre	Main/General	6	25
60	Wyre Forest Leisure Centre	Learner	5	15

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Quality

124. As part of the assessment, KKP visited main swimming pools and completed non-technical visual assessments. It is necessary to include an assessment of changing provision as this can also play a significant role in influencing and attracting users (especially the elderly, women and some BME communities). The quality ratings of the venues which allow for community use are shown in Table 5.2.

Table 5.2 Community accessible pools within Wyre Forest (set alongside quality)

Map ID	Site name	Type	Lanes	Length	Condition	
					Pool	Changing
29	Holy Trinity School*	Main	4	23	Not assessed	Not assessed
33	King Charles I Secondary School	Main/	4	17	Below average	Below average
60	Wyre Forest Leisure Centre	Main/	6	25	Good	Good
60	Wyre Forest Leisure Centre	Learner	5	15	Good	Good

**Holy Trinity school did not engage in the study and allow access to its facilities.*

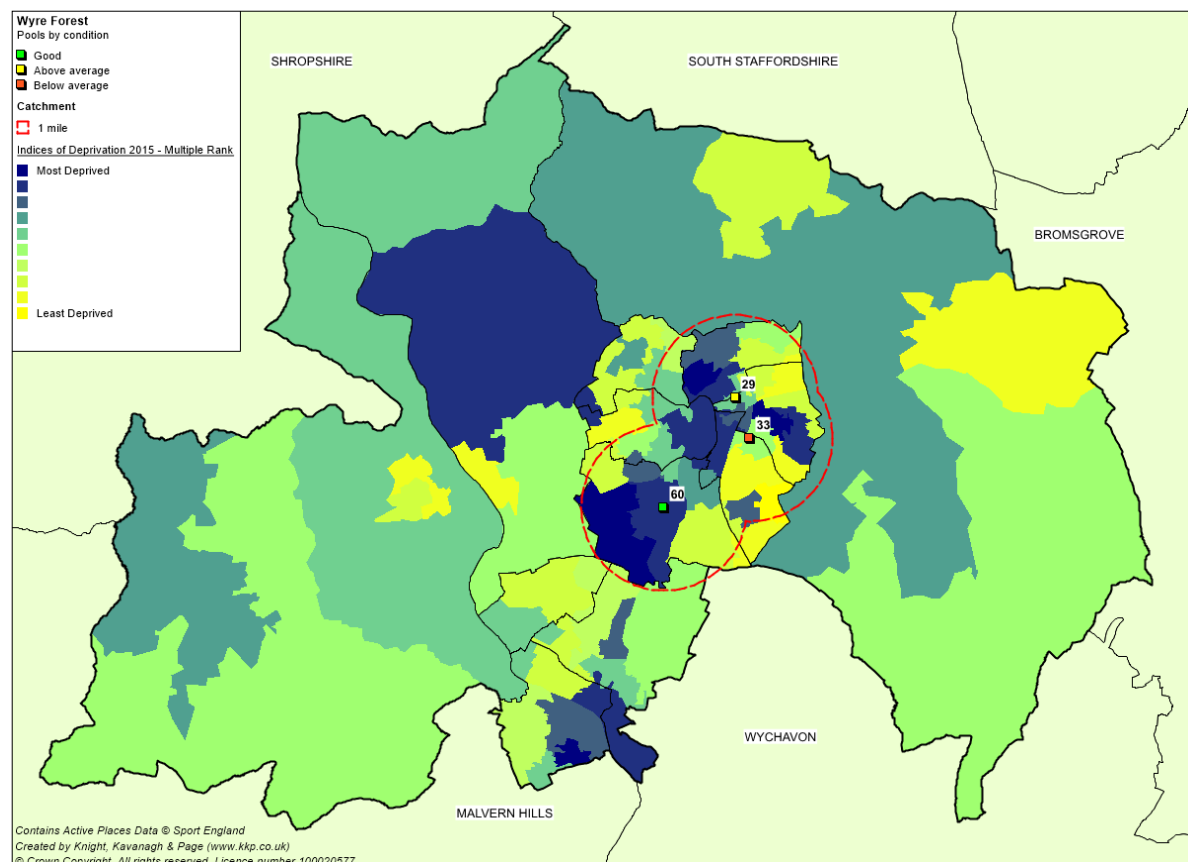
125. Both swimming pool and changing quality at Wyre Forest Leisure Centre is classed as good. As mentioned previously, the facility was opened in July 2016 following the closure of two local pools. The learner pool has a movable floor to provide for a variety of different activities, including swimming lessons and exercise classes, disabled activities, etc.
126. The quality of King Charles I Secondary School pool is below average and this will need to be resolved in future years given the elevated role it plays in the overall supply of pools across the District.

Accessibility

127. 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 (one 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.

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Figure 5.2: Community accessible swimming pools - one mile radial catchment, IMD 2015



128. Figure 5.2 and table 5.3 identify that 44% of the Wyre Forest population lives within a 20 minute walk of a community accessible pool. However, a significant proportion of these reside within the catchment of the two school pools (i.e. King Charles I Secondary School and Holy Trinity). This leaves 56% who do not. 22.6% of Wyre Forest's residents live within the 20% most deprived communities in the country; of this cohort 68% live within 20 minutes' walk of a swimming pool. The main deprived community living outside of this catchment is located in the south of Stourport.

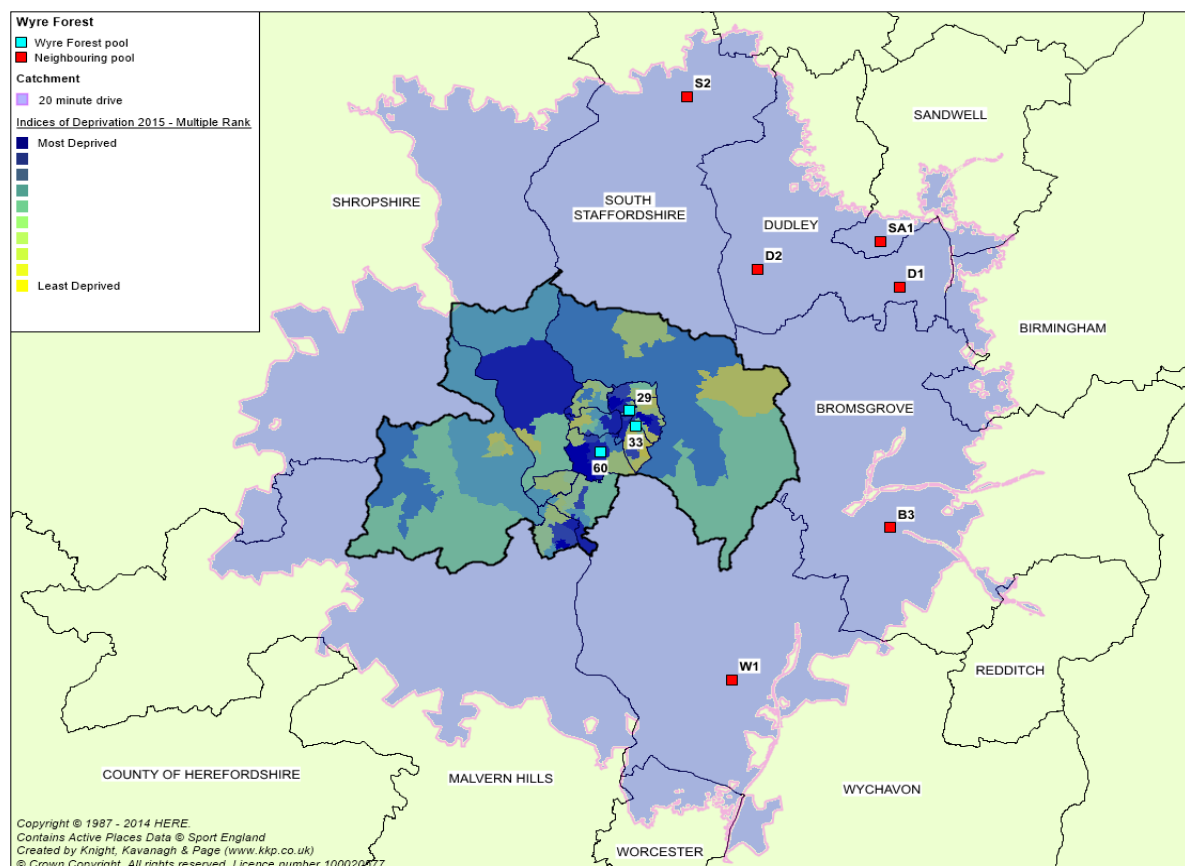
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Table 5.3: 20 minute walk time of community accessible swimming pools in Wyre Forest

IMD 2015 10% bands	Wyre Forest		Swimming pools with community use. Catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside %	Persons outside catchment	Population outside (%)
0 - 10	7,865	8.0%	6,367	6.5%	1,498	1.5%
10.1 - 20	14,357	14.6%	8,825	9.0%	5,532	5.6%
20.1 - 30	9,109	9.3%	6,304	6.4%	2,805	2.9%
30.1 - 40	8,721	8.9%	1,425	1.5%	7,296	7.4%
40.1 - 50	13,790	14.1%	4,809	4.9%	8,981	9.2%
50.1 - 60	11,011	11.2%	4,394	4.5%	6,617	6.7%
60.1 - 70	4,417	4.5%	1,081	1.1%	3,336	3.4%
70.1 - 80	18,129	18.5%	6,153	6.3%	11,976	12.2%
80.1 - 90	9,379	9.6%	2,589	2.6%	6,790	6.9%
90.1 - 100	1,296	1.3%	1,127	1.1%	169	0.2%
Total	98,074	100.0%	43,074	43.9%	55,000	56.1%

129. However, if we apply a 20 minute drive time analysis to the current accessible swimming pool provision it is clear that all residents live within 20 minutes of a community accessible swimming pool; and furthermore all residents live within 20 minutes drive of the new Wyre Forest Leisure Centre.

Figure 5.3: Community accessible pools including neighbouring facilities (20 minutes' drive)



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Management accessibility

130. Wyre Forest Leisure Centre is managed by Places for People Leisure. The site offers a comprehensive swimming lesson programme for the local community, which attracts high numbers. Pools at King Charles and Holy Trinity are managed by the individual schools. The local swimming club accesses the pools on a key holder basis and delivers a range of swimming lessons and squad training from each site. Due to the demand for swimming lessons in the District, both the club and Places for People offer swimming lessons. To ensure talented swimmers are developed from both sets of lessons, there is an understanding between all parties that swimmers are channelled into the swimming club to continue their development.
131. Wyre Forest Swimming Club committee was consulted throughout the Leisure Centre development and construction and was part of the consultative process to develop the initial programme for the pool. Since the facility has been built, the Swimming Club Committee has changed, its requirements and aspirations have grown and as such they would like to increase their current programme time. This will be an ongoing challenge for the operator and Council as there is a need to balance the needs of all users of the facility.

Neighbouring facilities

132. Accessibility is also influenced by facilities located outside the local authority boundary. The assessment usually identifies pools within a two mile radial boundary of District's boundaries, however, analysis shows that there are no swimming pools using this calculation. As an alternative, the table below identifies pools which are 20 minute drive from the facilities in Wyre Forest. These are shown in figure 5.3 and table 5.4.

Table 5.4: Neighbouring local authority pay and play swimming pools within 20 minute drive-time of WFDC

Site Ref	Site name	Lanes	Length	Local authority
B3	The Dolphin Leisure Centre	6	25	Bromsgrove
D1	Halesowen Leisure Centre	6	33.3	Dudley
D2	Crystal Leisure Centre	4	25	Dudley
S2	Wombourne Leisure Centre	6	25	South Staffordshire
SA1	Haden Hill Leisure Centre	4	25	Sandwell
W1	Droitwich Spa Leisure Centre	6	25	Wychavon

5.2 Demand

133. Consultation identified that there is high demand for both recreational and club swimming at the new Leisure Centre, and there is a need to accommodate all users through an inclusive pool programme. In addition, regular consultation and an organic flexible approach is required to ensure all pools users are satisfied with access.
134. As outlined in the context to the study, it is projected that the overall population of Wyre Forest will rise by 5.9% (+5,880) over the 25 years from 2014 to 2039. It is also clear that there are significant population changes throughout this period with the main change being the 43% increase in 65+ year olds.

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135. Wyre Forest District Council and Sport England undertook a range of Facilities Planning Model runs and scenario tests to determine that the specification and size of swimming pool for the new Wyre Forest Leisure Centre to ensure that the facility was sufficient to meet local demand.
136. It is important to note that population change is likely to play a more significant role in future demand for swimming pools rather than the population increase. Swimming is a key activity for older age groups; however, this age group is unlikely to increase demand during peak time. They are retired and the majority of this age group's demand will be during off peak times. Taking this into account the challenge in future years will be to balance daytime school use with the needs of older residents.
137. Therefore, given the previous FPM analysis undertaken and the population change it is clear that Wyre Forest has sufficient swimming pools to meet any potential future demand. However, this is on the assumption that participation levels in key sports remain at a similar level and that the two school pools remain open and available for community use.

NGB and club consultation

138. Swim England's latest strategy, Towards a nation swimming: A strategic plan for swimming in England 2017–21 in which its aims to create a society where everyone has the opportunity to learn how to swim. The strategy highlights six key priorities:
 - ◆ Substantially increase the number of people able to swim
 - ◆ Provide strong leadership and be the recognised authority for swimming
 - ◆ Significantly grow the number and diversity of people enjoying and benefitting from regular swimming
 - ◆ Deliver a high quality, diverse and motivated workforce within swimming
 - ◆ Create a world leading talent system for all our aquatic disciplines
 - ◆ Strengthen our organisational sustainability for future generations
139. Swim England considers all usable swimming pools to be important for the sport and this is no different in Wyre Forest. Local authority pools are of particular importance to the ASA given their ability to support its key objectives of increasing participation and also the talent base (club usage). It should be noted that there is no capital funding available from the ASA, however, by working closely with Sport England the NGB aims to target funding on projects that will have the greatest impact on increasing participation and benefit the sport and its clubs.
140. Consultation was also undertaken with Wyre Forest Swimming Club. The club is the only swimming club in the district with approximately c. 300 members. It has very strong junior and masters sections, which competes in regional and national leagues, including the National Arena Swimming League. The club currently use three swimming pools: Wyre Forest LC, King Charles Swimming Pool and Holy Trinity School. The club delivers swimming lessons at King Charles and undertake squad training at the other two sites.

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141. The Club is happy with the provision of pools in the District, however, it has an issue with access times, particularly at Wyre Forest LC. As this is the only 25m pool in the District, the majority of squad training is delivered here. The Club currently has 10 hours of pool time at the leisure centre, which was agreed when the pool opened; however, with the change of Committee the club's needs have changed and slots at different times have recently been requested. There is a need for ongoing dialogue between the Club, Places for People and the District Council regarding the Club's needs or requirements.
142. Programming of swimming pools should not be set in stone and there should be scope to manipulate programmes in order that a solution can be identified. Regular consultation between partners is often required to ensure that the needs of all users are taken on board. As an example, this may also mean that the Club needs to consider how it uses other pools inside and outside of the district in order to meet its squad training needs.
143. The Club has expressed its aspiration to develop a new training pool within the area and reports that it has engaged a consultant to look at this. However, from experience, unless it has the capital funding to deliver this and the revenue capacity to operate it, it is unlikely to come to fruition.

Table 5.5: Market segmentation – Swimming and likely target audiences

Swimming	
▶	13.9% (11,079) of people currently swim and a further 13.7% (10,952) indicate that they would like to, giving an overall total of 27.6% (22,032).
▶	25.3% of Alison's swim, which is the largest proportion of any group swimming, closely followed by the Chloe segment at 24.1%.
▶	The groups with the largest of the local population swimming are the Tim's (9.4%) and Elaine's (9.0%).
▶	The groups with the most people who would like to swim are Jackie (9.5%) and Elaine (9.3%).
▶	The main group to target, for additional players due to size and interest is, therefore Jackie.

Summary of demand

144. It is clear that there is extensive demand for swimming across Wyre Forest and that this is accommodated by the current supply of pools in the District. The area has a strong swimming lesson and club swimming base. The challenge at present appears to be in developing a swimming pool programme which is appropriate to meet the needs of all residents.
145. As the population increases and gets older, there will be a need to develop a range of daytime programmes to accommodate a larger, ageing population who are retired.
146. Consultation with operators, clubs and NGBs did not highlight any specific issues of latent or unmet demand for facilities.

5.3 Supply and demand analysis

147. Taking into account the current supply of facilities and the current and future levels of demand it can be ascertained that Wyre Forest has a sufficient supply of swimming pools to meet current and future demand levels. This is on the basis that the Council has developed its flagship facility for the District which is supported by two school pools which accommodate a range of club and swimming lesson programmes. All residents in Wyre Forest reside within 20 minutes drive of the new Wyre Forest LC.

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148. However, in spite of the new Wyre Forest LC there are challenges in relation to the quality of school swimming pools. This not only affects the quality of experience for community users, but also from an educational perspective.
149. It is important to note that population change is likely to play a more significant role in future demand for swimming pools rather than the population increase. Swimming is a key activity for older age groups; however, this age group is unlikely to increase demand during peak time. They are retired and the majority of this age group's demand will be during off peak times. Taking this into account the challenge in future years will be to balance daytime school use with the needs of older residents.

Conclusion

150. Wyre Forest has a sufficient supply of swimming pools to meet current and future demand. However, the quality of school pools is generally below average; therefore there will be a need for the Council and its partners to address the ongoing quality of facilities in future. Pool programming is also an important issue within the District and there is a need to have a flexible and organic approach to ensure the 'business' of swimming is maximised.
151. Wyre Forest Swimming Club has identified an aspiration to develop a new pool; however, given the cost and recent investment in the area this is unlikely to achieve external grant funding.
152. All residents in Wyre Forest reside within 20 minutes drive of the new Wyre Forest LC.

5.4 Summary of key facts

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

- ◀ This assessment identifies three community accessible swimming sites.
- ◀ The pools at Wyre Forest Leisure Centre are classed as good.
- ◀ Management of the pools vary, with Places for People managing the pools at Wyre Forest Leisure Centre, and the schools managing their own respective pools.
- ◀ There are, however, other privately managed swimming facilities including hotel sites and fitness centres.
- ◀ There will be a need for long term investment for the two school pools to ensure these continue to provide for the community and support clubs.
- ◀ Catchment analysis indicates that 44% of the population resides within one mile of an accessible swimming pool in Wyre Forest.
- ◀ 22.6% of Wyre Forest's residents live within the 20% most deprived communities in the country; of this cohort 68% live within 20 minutes' walk of a swimming pool. The main deprived community living outside of this catchment is located in the south of Stourport.
- ◀ All residents in Wyre Forest reside within 20 minutes' drive of the new Wyre Forest LC.
- ◀ There is a range of swimming pools within 20 minutes' drive time of Wyre Forest District - mainly to the east of the District. There are no pools within a two mile radius of the District.
- ◀ A flexible, organic approach to pool programming is important to ensuring the 'business' of swimming is maximised at the new Leisure Centre.
- ◀ There is one swimming club in the District, Wyre Forest Swimming Club. The club is very successful and competes at a national level. There is a need for ongoing dialogue between the Council, club and Places for People to ensure the needs of all users are taken on board within the development of the pool programme.

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SECTION 6: HEALTH AND FITNESS SUITES

154. Health and fitness facilities are normally defined and assessed using a base scale of a minimum of 20 stations. A station is a piece of static fitness equipment and larger health and fitness centres with more stations are generally able to make a more attractive offer to both members and casual users. They can provide a valuable way to assist people of all ages, ethnicities and abilities to introduce physical exercise into their daily lives with the obvious concomitant benefits to health, fitness and wellbeing.
155. 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 the private fitness market has continued to grow steadily over the last 12 months with an estimated increase of 6% in the number of members. Further, all parts of the country have seen an increase in the number of clubs, members and total market value but only four regions have seen an increase in average membership fees over the last 12 months.
156. According to State of the UK Fitness Industry Report (2015) there are 319 low cost clubs within the private sector in England. This represents a 24% (62 clubs) increase over the last 12 months. Their membership has passed the one million mark for the first time (41% increase) and the total market value has increased by 43% to under just £300million. The low cost sector continues to be the fastest growing segment of the private health and fitness market.
157. There are now 25 private low cost chains across the UK with Pure Gym the market leaders for the third year in a row with 92 clubs, having opened 27 in the last 12 months.
158. Due to commercial sensitivities, private and commercial health and fitness suites are not usually assessed. It is generally acknowledged that they provide good or above average quality facilities.

6.1: Supply

Quantity

159. Research undertaken for the assessment report identifies 10 health and fitness suites in Wyre Forest with 20 stations or more. This equates to 609 fitness stations. Of these, only the 100 stations at Wyre Forest Leisure Centre are considered to offer a pay as you go option to the community. All others require some form of membership payment. Figure 6.1 overleaf illustrates that health and fitness facilities are generally located in and around the town of Kidderminster.

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Figure 6.1: Health & Fitness suites (20+ stations) in Wyre Forest on IMD

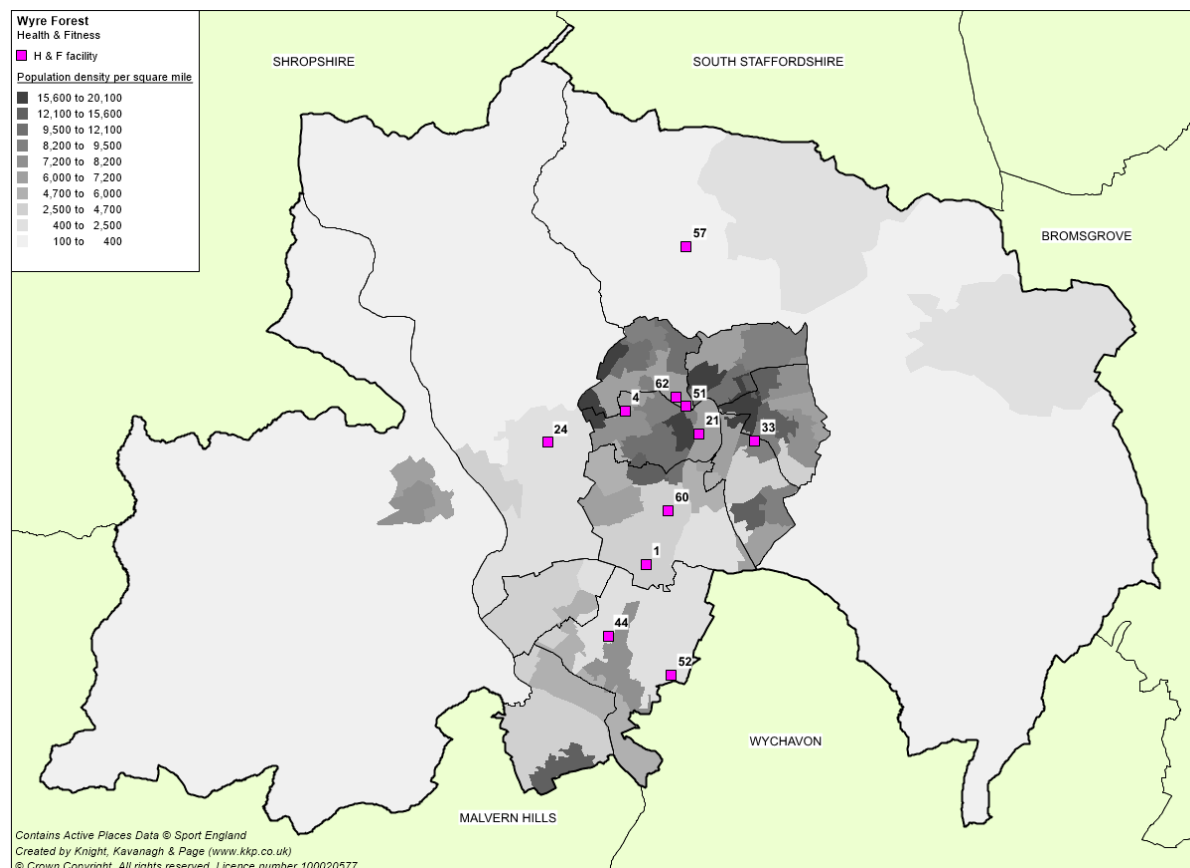


Table 6.1: All health and fitness suites (20 + stations) in suites in Wyre Forest

Site ref	Site name	Number of stations
1	24/7 Fitness (Kidderminster)	160
4	Baxter Business & Enterprise College	25
21	DW Sports Fitness (Kidderminster)	100
24	Feel Good Health Club	42
33	King Charles I Secondary School	23
44	Stourport High School	45
51	Unique Fitness	40
52	Waves Health & Leisure Club	24
60	Wyre Forest Leisure Centre	100
62	Anytime Fitness	50
Total		609

WYRE FOREST DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Quality

Site assessments

160. Wyre Forest has 10 health and fitness suites of which nine were available for non-technical quality assessments. Kidderminster is well served with 24/7 Fitness (160), DW Sports Fitness (100) and Wyre Forest Leisure Centre (100) located in the town. No facilities are rated as poor and are assessed as follows:

Table 6.2: Health and fitness suites (c.20+ stations) in Wyre Forest with a quality rating

Site ref	Site name	Stations	Condition	Community use
1	24/7 Fitness (Kidderminster)	160	Good	Reg. membership
4	Baxter Business & Enterprise College	25	Above average	Private use
21	DW Sports Fitness (Kidderminster)	100	Good	Reg. membership
24	Feel Good Health Club	42	Above average	Reg. membership
33	King Charles I Secondary School	23	Below average	Private use
44	Stourport High School	45	Good	Reg. membership
51	Unique Fitness	40	Not assessed	Reg. membership
52	Waves Health & Leisure Club	24	Above average	Reg. membership
60	Wyre Forest Leisure Centre	100	Good	Community use
62	Anytime Fitness	50	Good	Reg. Membership
Total		561		

Table 6.3 Quality rating of health and fitness suites in Wyre Forest

Quality rating of assessed health and fitness suites				
Good	Above average	Below average	Poor	Not assessed
5	3	1	0	1

Accessibility and availability

161. Sport England's classification of access type defines registered membership use facilities as being publicly accessible; this generally means that people pay a monthly membership fee which can vary considerably. Two sites, Baxter College and King Charles I Secondary School do not allow community access which leaves eight accessible facilities with a total of 513 stations.
162. Figure 6.3 and table 6.4 identify that 60% of the Wyre Forest population lives within a 20 minute walk of a community accessible health and fitness facility. 22.6% of Wyre Forest's residents live within the 20% most deprived communities in the country; of this cohort 73% live within 20 minutes' walk of a health and fitness facility. The main deprived community living outside of this catchment is located in the south of Stourport.

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Figure 6.2: Health and fitness suites with 20 minute walk/one mile radial catchments in Wyre Forest

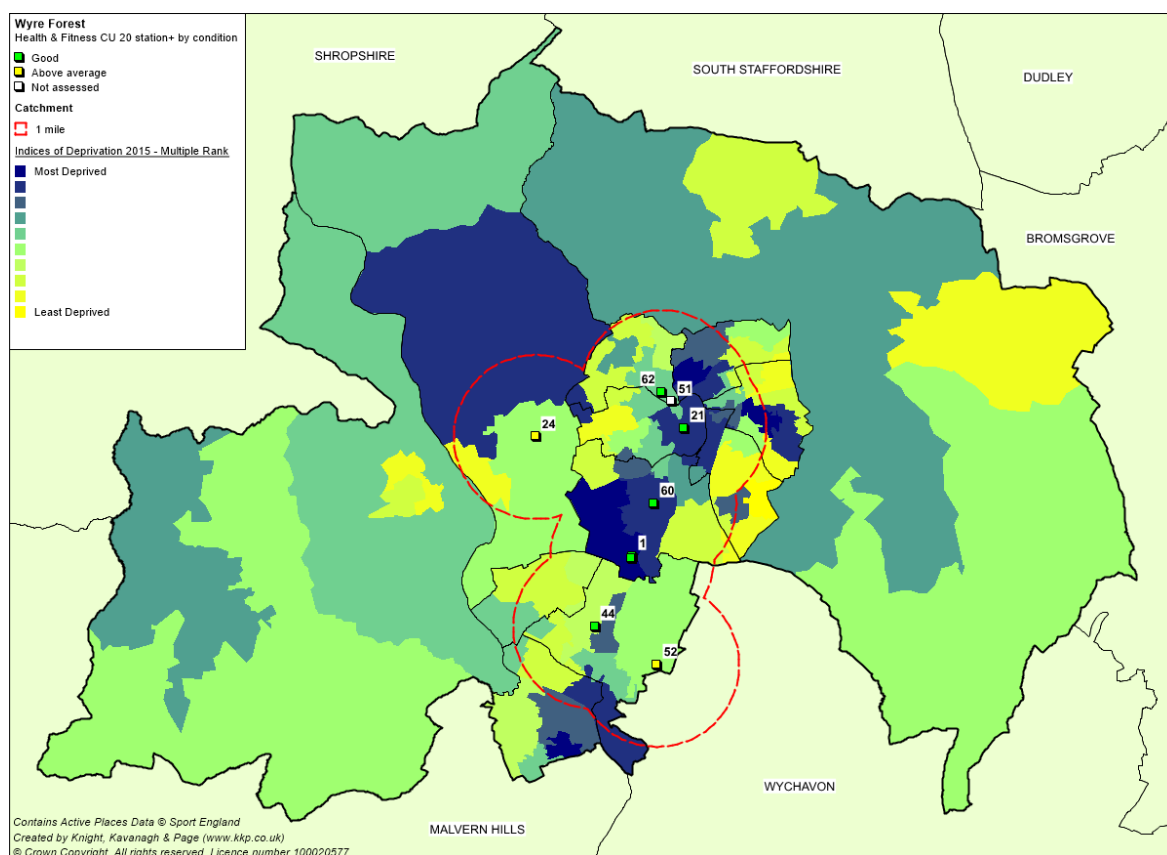


Table 6.4: accessibility of health and fitness suites set against IMD

IMD 2015 10% bands	Wyre Forest		Health & Fitness (20+ stations) with community use. Catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside %	Persons outside catchment	Population outside (%)
0 - 10	7,865	8.0%	5,870	6.0%	1,995	2.0%
10.1 - 20	14,357	14.6%	10,571	10.6%	3,786	4.0%
20.1 - 30	9,109	9.3%	6,796	6.9%	2,313	2.4%
30.1 - 40	8,721	8.9%	2,906	3.0%	5,815	5.9%
40.1 - 50	13,790	14.1%	8,328	8.5%	5,462	5.6%
50.1 - 60	11,011	11.2%	6,255	6.4%	4,756	4.8%
60.1 - 70	4,417	4.5%	2,999	3.1%	1,418	1.4%
70.1 - 80	18,129	18.5%	11,485	11.7%	6,644	6.8%
80.1 - 90	9,379	9.6%	3,679	3.8%	5,700	5.8%
90.1 - 100	1,296	1.3%	0	0.0%	1,296	1.3%
Total	98,074	100.0%	58,889	60.0%	39,185	40.0%

WYRE FOREST DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Neighbouring facilities

163. There are two health and fitness suites within two miles of the District border. Both are relatively small facilities, with the Severn Centre offering 26 stations compared to Haybridge which offers 20. Both have community access through a membership option. These facilities are geographically presented below in Figure 6.4 and listed in Table 6.5.

Figure 6.4: Neighbouring health and fitness facilities within a two mile catchment of South Wyre Forest

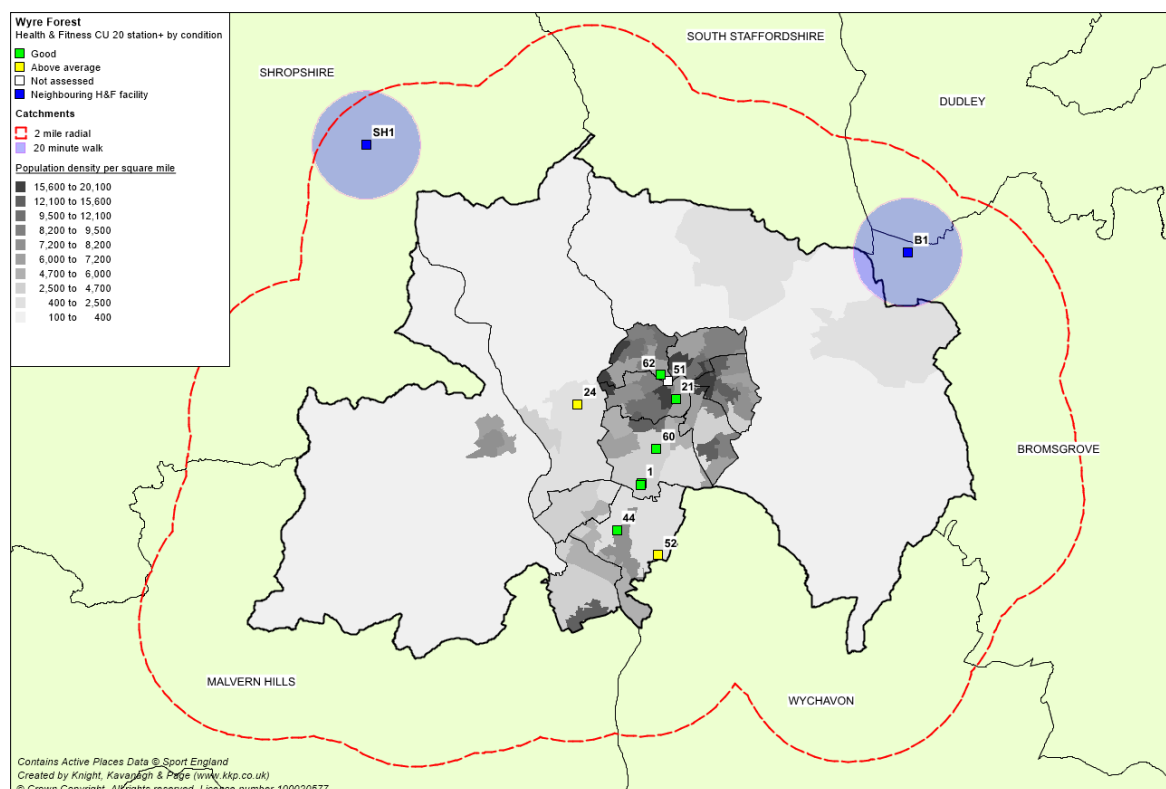


Table 6.5: Neighbouring health and fitness facilities within a 2 mile catchment of Wyre Forest

	Active Places site name	Stations	Access type	Local authority
B1	Haybridge Sports Centre	20	Pay and Play	Bromsgrove
SH1	Severn Centre	26	Pay and Play	Shropshire

6.2: Demand

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

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Table 6.6: UK penetration rates for health and fitness suites in Wyre Forest (ONS data)

	Curent (2014)	Future (2024)	Future (2037)
Adult population	98,960	102,527	104,840
UK penetration rate	12%	13%	14%
Number of potential members	11,878	13,329	14,678
Number of visits per week (1.75/member)	20,787	23,326	25,687
% of visits in peak time	65	65	65
No. of visits in peak time (equated to no. of stations required i.e. no. of visits/39 weeks*65%)	346	389	428

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

166. According to UK penetration rates there is a current need for 346 stations across Wyre Forest (indicating an oversupply of 167). This is expected to grow to 389 by 2024 and to 428 by 2037. This is based on the theory of one station is equal to one visit, and all visitors are fully active at all times in a fitness suite. However, the above calculation does not include a comfort factor to accommodate high demand at peak times; which can be as much as 50% of the supply. Therefore, taking this into account the current level of provision is in line with what is required to meet current demand, but that this will need to increase in line with population growth.

6.3: Supply and demand analysis

167. 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.
168. Wyre Forest has a total of 609 fitness stations across 11 sites, of which 513 are considered to be housed at facilities accessible to the community. The challenge remains as to whether these facilities will provide opportunity for those in the most disadvantaged areas.

6.4 Summary of key facts and issues

There are 11 health and fitness suites identified in Wyre Forest, all of which have 20 or more stations.

Two sites are not available to the public. These are located on education sites. This results in a total of 513 stations in the District available to the public.

The range of provision is good and includes a combination of commercial, budget and local authority provision.

The quality rating of the health and fitness stock in the District is positive, with five sites classed as good. No site is classed as poor.

The more densely populated areas of Wyre Forest appear to be well catered for; people who reside in the more sparsely populated areas must travel to use facilities.

22.6% of Wyre Forest's residents live within the 20% most deprived communities in the country; of this cohort 73% live within 20 minutes' walk of a health and fitness facility. The main deprived community living outside of this catchment is located in the south of Stourport.

The current level of health and fitness provision is in line with what is required to meet current demand, but that this will need to increase in line with population growth.

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SECTION 7: OUTDOOR BOWLS

7.1: Introduction

169. All bowling greens in Wyre Forest are flat greens. Bowls England is the National Governing Body for flat green bowls with overall responsibility for ensuring effective governance of flat green bowls.

7.2 Flat green bowls

Consultation

170. There are 11 flat green bowls clubs identified that access greens in Wyre Forest. Of these, the following responded to an online survey

- ✦ Chester Road Bowling Club
- ✦ Franche Bowling Club
- ✦ Stourport Bowling Club
- ✦ Gilt Edge Bowling Club
- ✦ Oldlington Bowling Club
- ✦ Cookley Social Club

7.3 Supply

Quantity

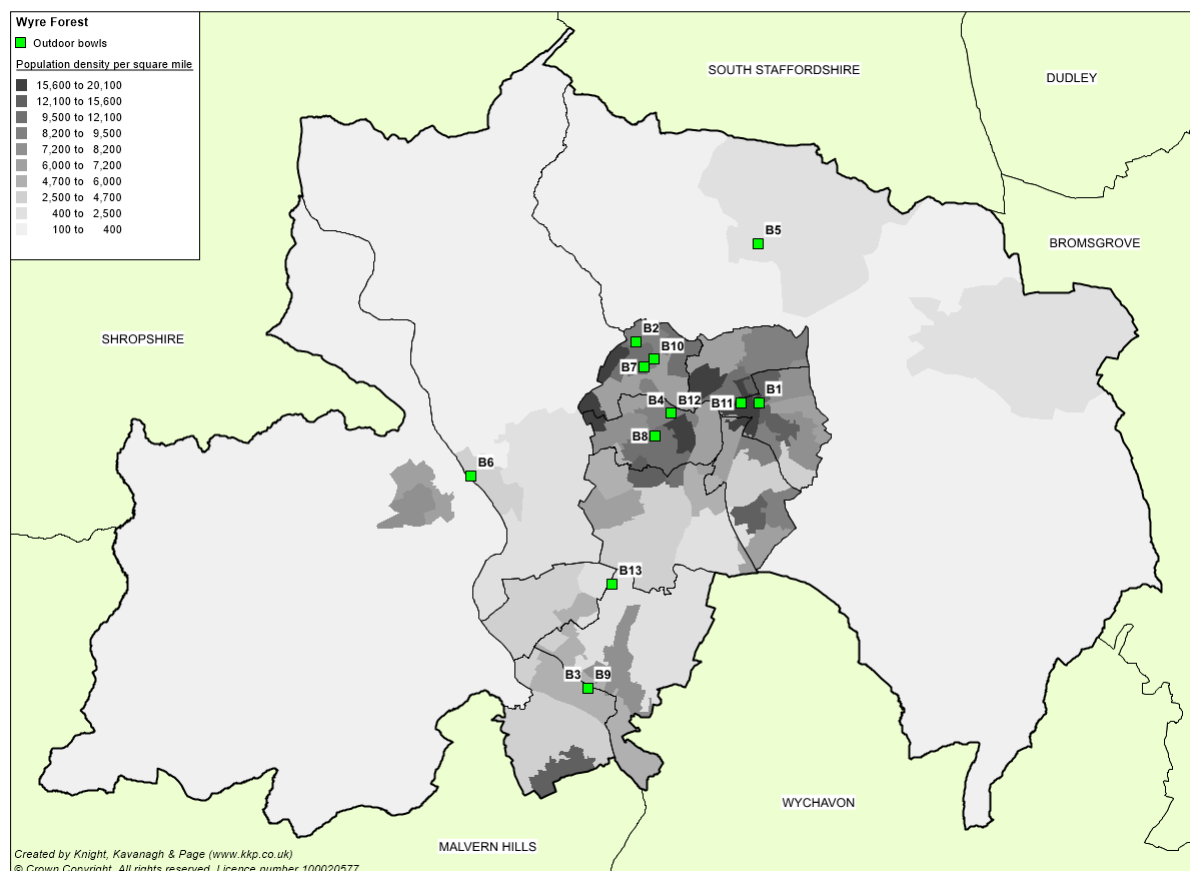
171. There are 13 flat greens across sites in Wyre Forest. Mapping (as seen overleaf) demonstrates that areas of greatest population density are generally well served by bowls facilities.

Table 7.1: Summary of the number of greens by analysis area

Site ID	Analysis area	Number of greens
B1	Chester Road Bowling Club	1
B2	Franche Bowling Club	1
B3	Stourport Bowling Club	1
B4	Gilt Edge Social Club	1
B5	Cookley Social Club	1
B6	Bewdley Bowling Club	1
B7	White Wickets Park (this green is no longer fit for purpose	1
B8	Weary Traveller Public House	1
B9	Stourport Working Men's Club	1
B10	Kidderminster Carolins Bowling Club	1
B11	St Ambrose Bowling Club	1
B12	St John's Social Club	1
B13	Oldlington Bowling Club	1
	Total	13

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Figure 7.1: Bowling facilities in Wyre Forest



Quality

172. In terms of quality, bowling greens are rated on the three-point scale below.

Table 7.2: Bowls green quality scale

Good	Average	Poor

173. Following a non technical assessment of greens that were accessible, the vast majority (twelve) are assessed as good quality and one as average quality (White Wickets Park). The table below summarises the quality of bowling greens in Wyre Forest site by site.

Table 7.3: Bowling greens in Wyre Forest

Site ID	Site name	Number of greens	Quality of green
B1	Chester Road Bowling Club	1	Good
B2	Franch Bowling Club	1	Good
B3	Stourport Bowling Club	1	Good
B4	Gilt Edge Bowling Club	1	Good
B5	Cookley Social Club	1	Good
B6	Bewdley Bowling Club	1	Good
B7	White Wickets Park	1	Average

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Site ID	Site name	Number of greens	Quality of green
B8	Weary Traveller Public House	1	Good
B9	Stourport Working Men's Club	1	Good
B10	Kidderminster Carolians Bowling Club	1	Good
B11	St Ambrose Bowling Club	1	Good
B12	St John's Social Club	1	Good
B13	Oldlington Bowling Club	1	Good

Maintenance

174. All greens are managed by the respective clubs with the exception of White Wickets and the Weary Traveller. The Weary Traveller is a private green, maintained by the pub owners and provides non-competitive, social participation. White Wickets is managed by Kidderminster Carolians RFC (although this is now no longer fit for purpose).

Accessibility

175. All clubs consulted state that most players travel up to two miles to access facilities and the majority of the members reside within Wyre Forest.

Ownership/management

176. All clubs own their own facilities apart from Oldlington Bowling Club and Gilt Edge Bowling Club. Oldlington rent its facility from Kidderminster Harriers Football Club and Gilt Edge Bowling Club rent its facility from Gilt Edge Social Club. White Wicket Park is owned by the District Council and it is unknown if a club competes at this site.

Ancillary facilities

177. All clubs access a clubhouse/pavilion on site and all sites offer some form of spectator seating i.e. benches around the green. Car parking is a reported issue at Gilt Edge Bowling Club and Oldlington Bowling Club.

Floodlights

178. All clubs have floodlights, providing additional opportunity to access courts for training and matches during the evenings. Floodlit provision is a requirement to play in the Kidderminster and District Bowling League.

Club challenges

179. Within the District there are 11 clubs which compete in regional leagues. Consultation was undertaken with participating clubs, either through a telephone consultation or an online survey. Clubs highlights a small number of challenges that some clubs face. These are listed by club overleaf.

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Table 7.4: Current club issues

Club name and site	Issue to be resolved
Chester Road Bowling Club	The Club recently had the roof upgraded through a BIFFA grant and is currently satisfied with its facility. Membership is constant, however, it would like to increase the number of junior members. The Club understands that a good outreach programme is required to attract members.
Franch Bowling Club	The Club reports that the social club will need to be upgraded in the next year or so in order for it to preserve bowling usage. This includes upgrading of toilets and changing facilities. Currently applying for lottery funding to develop spectator and wheelchair access.
Stourport Bowling Club	The Club is well run with a good committee and a good number of volunteers. It highlights that there is a need to recruit junior members, as it currently doesn't have any.
Gilt Edge Bowling Club	The Club rents facilities from Gilt Edge Social Club on a 99 year lease and is happy with the arrangement. A key issue is increasing membership through regular outreach programmes.
Cookley Bowling Club	The bowling club is part of Cookley Sports Club and is keen to drive up membership and to ensure more teams are competing for the 2017 season.
Oldlington Bowling Club	The Club rents its facilities from Kidderminster Harriers FC and would like to buy the facility off the football club. Owning the facility would allow it to develop a kitchen and bar. It would also like to further develop onsite parking.

7.4: Demand

Current demand

180. In Wyre Forest District Council, there is currently 11 outdoor bowling clubs. Below summarises all membership data from the clubs which responded to the consultation. Clubs demonstrate that membership numbers are generally high and have remained static over the last few years.

Table 7.5: Current club membership for bowls clubs in Wyre Forest which responded to the online survey

Club name	Current			
	Senior male	Senior female	Junior	Total
Chester Road Bowling Club	58	29	3	90
Franch Bowling Club	48	23	1	72
Stourport Bowling Club	23	16	0	39
Gilt Edge Bowling Club	60	39	2	101
Cookley Bowling club	40	25	5	70
Oldlington Bowling Club	47	31	2	80

181. Clubs enter teams in a variety of the following leagues:

- ◆ Kidderminster and District League
- ◆ Kidderminster League
- ◆ Redditch League

WYRE FOREST DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Future demand

182. Using ONS projections (2012-based projections 2012-2037 released May 2014), the number of persons aged 65 and over is likely to increase continuously from 23,136 in 2014, to 33,079 in 2039, representing an increase of 43% and will account for 31.6% of Wyre Forest's future population (compared to 23.4% currently). Due to this age band being the most likely to play bowls, demand for bowling green's is likely to increase or at least remain static.
183. All clubs consulted would like to increase their membership, particularly targeting those under the age of 65. Most clubs now undertake regular outreach programmes to address this, including Gilt Edge Bowling Club which has weekly social mornings and Chester Road Bowling Club, which has recently launched a Facebook site in an attempt to attract younger members.

Latent demand

184. No clubs have identified latent demand, and conversely are always looking for new members. Further to this, no clubs have any reported waiting lists and can accommodate all teams.

7.5 Supply and demand analysis

185. Based on England Bowls guidelines, a rink provides capacity for up to 60 members. Using this calculation in Wyre Forest, the table below shows the estimated spare capacity or overplay at current club sites.
186. Analysis demonstrates that all greens are potentially overplayed based on reported club membership data. However, these figures could include non-participating members which artificially increases the membership numbers provided. Consequently, a good barometer would be to conclude overplay but that the levels of overplay can comfortably be accommodated on existing provision as no latent/unmet demand is reported.

Table 7.6: Supply and demand analysis

Club name	Analysis		
	Estimated capacity (in members)	No. of members	Potential spare capacity/overplay
Chester Road Bowling Club	60	90	Overplay
Franch Bowling Club	60	72	Overplay
Stourport Bowling Club	60	39	Spare capacity
Gilt Edge Bowling Club	60	101	Overplay
Cookley Bowling club	60	70	Overplay
Oldlington Bowling Club	60	80	Overplay

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Indoor provision

187. Whilst there is a strong outdoor club presence in Wyre Forest, there is currently no indoor bowls provision in the District. The nearest provision is in Bromsgrove (Bromsgrove and District Bowling Centre). Chester Road Bowling Club did attempt to develop a facility three years ago, with a proposal to sell its current site for houses and use the revenue to build a new indoor facility, however, the proposal wasn't approved.
188. As part of this work, the Club undertook an online survey with the participants across the District, with 500 individuals agreeing a facility would be beneficial for the community. Having this facility would allow participation in the sport all year round, and not just restrict it to a summer sport.

Table 7.7: Market segmentation – Bowls and likely target audiences

Bowls	
◆	1.1% (880) of people currently play bowls and a further 0.3% (200) indicate that they would like to, giving an overall total of 1.4% (1,081).
◆	5.5% of Frank's play bowls, which is the largest proportion of any group playing bowls, closely followed by the Ralph & Phyllis segment at 3.8%.
◆	The groups with the largest of the local population playing bowls are the Frank's (25.8%) and Elsie & Arnold's (24.0%).
◆	The groups with the most people who would like to play are Frank (21.5%) and Roger & Joy (19.0%).
◆	The main group to target, for additional players due to size and interest is, therefore Frank.

Bowls summary	
◆	The District accommodates 13 outdoor flat green bowling greens and no indoor bowls provision.
◆	There are currently 11 clubs competing across three different leagues
◆	The majority of participants are over 65. With a proposed increase of 43% in this age bracket, demand for facilities is therefore at least likely to remain static, if not increase slightly.
◆	All clubs consulted report a healthy number of members. Although most clubs appear to be operating over capacity according to England Bowls guidance, these levels of overplay can be accommodated on existing provision as no club reports waiting lists or related issues.
◆	There is no indoor bowls provision servicing Wyre Forest although evidence of demand exists from previous proposals for this to be considered again in the future should the opportunity arise. Short mat bowls is provided

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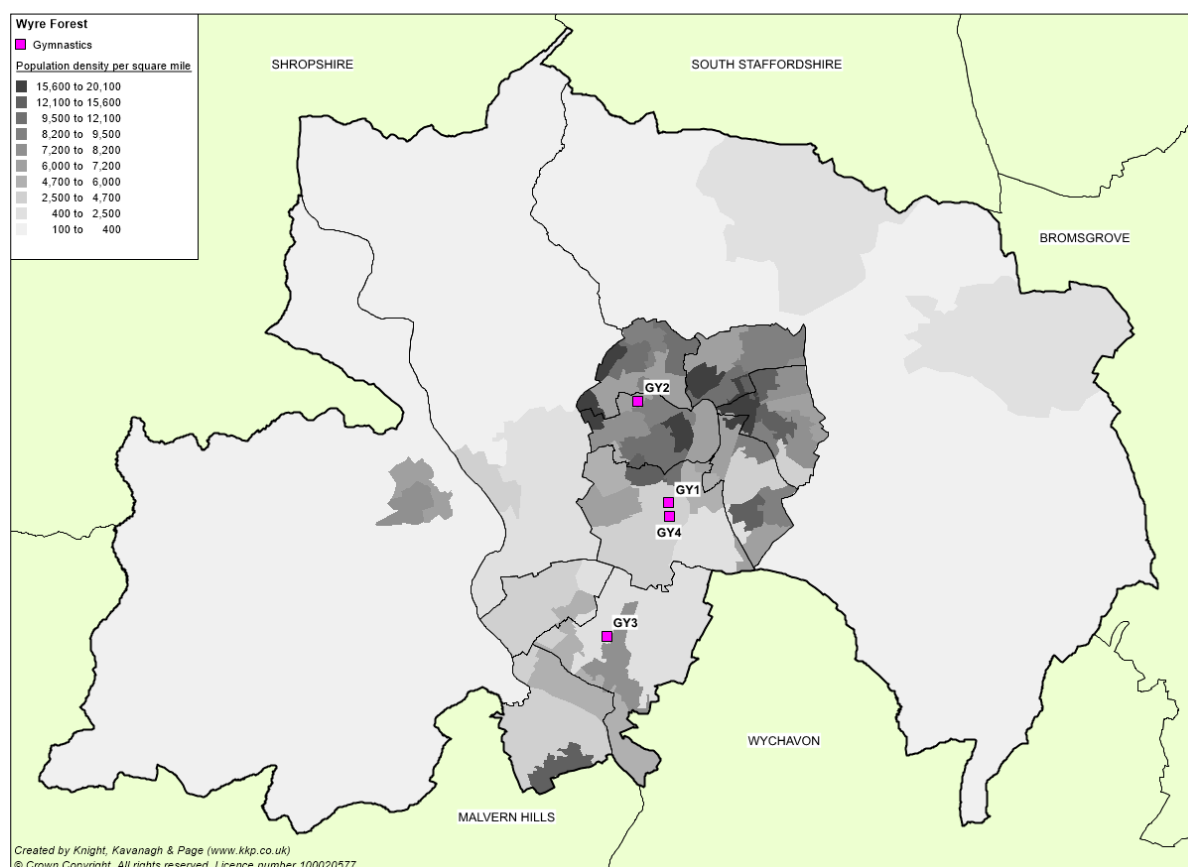
SECTION 8: GYMNASTICS

189. British Gymnastics (BG) lists four clubs in Wyre Forest and the facilities they currently use. These are listed in Table 8.1 and mapped in Figure 8.1:

Table 8.1: List of all Gymnastics clubs in Wyre Forest and their location

Map ID	Club name	Location
GY1	Blakebrook Kidderminster	Former Blakebrook School building
GY2	Wyre Forest Gymnastics School	Kidderminster (own site @ Lisle Avenue)
GY3	Worcestershire Special Olympics	Wyre Forest Leisure Centre
GY4	Sourport Sports Centre Gymnastics Club	Stourport High School Sports Centre

Figure 8.1: Geographical Positioning of all Gymnastics Clubs in Wyre Forest



190. BG acknowledges there is a large demand for more gymnastics opportunities in the District and reports that clubs all have large waiting lists. A key part of BG's strategy is to increase participation by supporting clubs to move into their own dedicated facility, offering more time and space for classes. BG is currently working specifically with Wyre Forest Gymnastics School to assist them with a move into a larger unit when their lease expires in the next 18 months. The club is looking at various options but has yet to identify a suitable site/unit. BG is also expanding its workforce development programme in the County to support clubs with developing coaches and volunteers. This is one of the key factors which prevents clubs from growing and accommodating latent demand.

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191. Consultation was also undertaken with Wyre Forest Gymnastics School which currently operates out of its own facility on an industrial unit in Kidderminster. The club confirmed that it is currently working with BG to source a larger venue to cope with demand, however this will be a long term project and no new venue has been identified. The club currently has circa 500 members, with a waiting list of approximately 120. It provides sessions every day of the week and accommodates girls ranging from 3 to 18 years of age. The club has no male participants simply because there is no capacity for additional sessions.
192. The key challenge for the club is to maintain the number of coaches and volunteers at the club and to continue to work with BG to seek an alternative site. Moving to a larger venue will allow the club to accommodate more participants, including males, and to offer an advanced programme for gifted and talented gymnasts. The club cannot currently offer advanced programmes, which results in gymnasts having to travel to Birmingham (Birmingham City Gymnastics Club) to continue their development.

Table 8.2: Market segmentation – Gymnastics and likely target audiences

Gymnastics and trampolining	
<ul style="list-style-type: none"> ◆ 0.2% (161) of people currently play gymnastics and trampolining and a further 0.2% (120) indicate that they would like to, giving an overall total of 0.4% (282). ◆ 0.7% of Chloe's play gymnastics and trampolining, which is the largest proportion of any group playing gymnastics and trampolining, closely followed by the Leanne segment at 0.4%. ◆ The groups with the largest of the local population playing gymnastics and trampolining are the Chloe's (13.7%) and Ben's (8.7%). ◆ The groups with the most people who would like to play are Chloe (17.5%) and Jackie (12.5%). ◆ The main group to target, for additional players due to size and interest is, therefore Chloe. 	

193. In summary, it is clear that there is unmet demand for gymnastics in Wyre Forest. In order for this to be satisfied there is a need for Wyre Forest Gymnastics School to relocate into larger premises and to develop additional coaches and volunteers to expand its programme.

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INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

SECTION 9: TENNIS

9.1: Introduction

194. The Lawn Tennis Association (LTA) is the organisation responsible for the governance of tennis and administers the sport locally in Wyre Forest. There six LTA tennis clubs in Wyre Forest. These are;

- ✦ Bewdley Tennis Club
- ✦ Stourport Tennis Club
- ✦ Kidderminster Tennis club
- ✦ Blakedown Tennis Club
- ✦ Wolverley Tennis Club
- ✦ Far Forest Tennis Club

195. The LTA was also consulted as part of this study. Wyre Forest is not currently a priority area; locally the focus is on larger areas of population and growth potential, such as Worcester and Birmingham.

9.2: Supply

Quantity

196. There is a total of 31 tennis courts in Wyre Forest, located across nine sites. All offer community use. A list of the sites is provided below in Table 9.1 and mapped overleaf.

197. Please note that for the purposes of this report, being available for community use refers to courts in public, voluntary, private or commercial ownership or management (including education sites) recorded as being available for hire by individuals, teams or clubs. Although certain educational sites had tennis courts present on site, none allowed for community access and therefore, not listed below.

Table 9.1: Summary of the number of tennis courts by analysis area

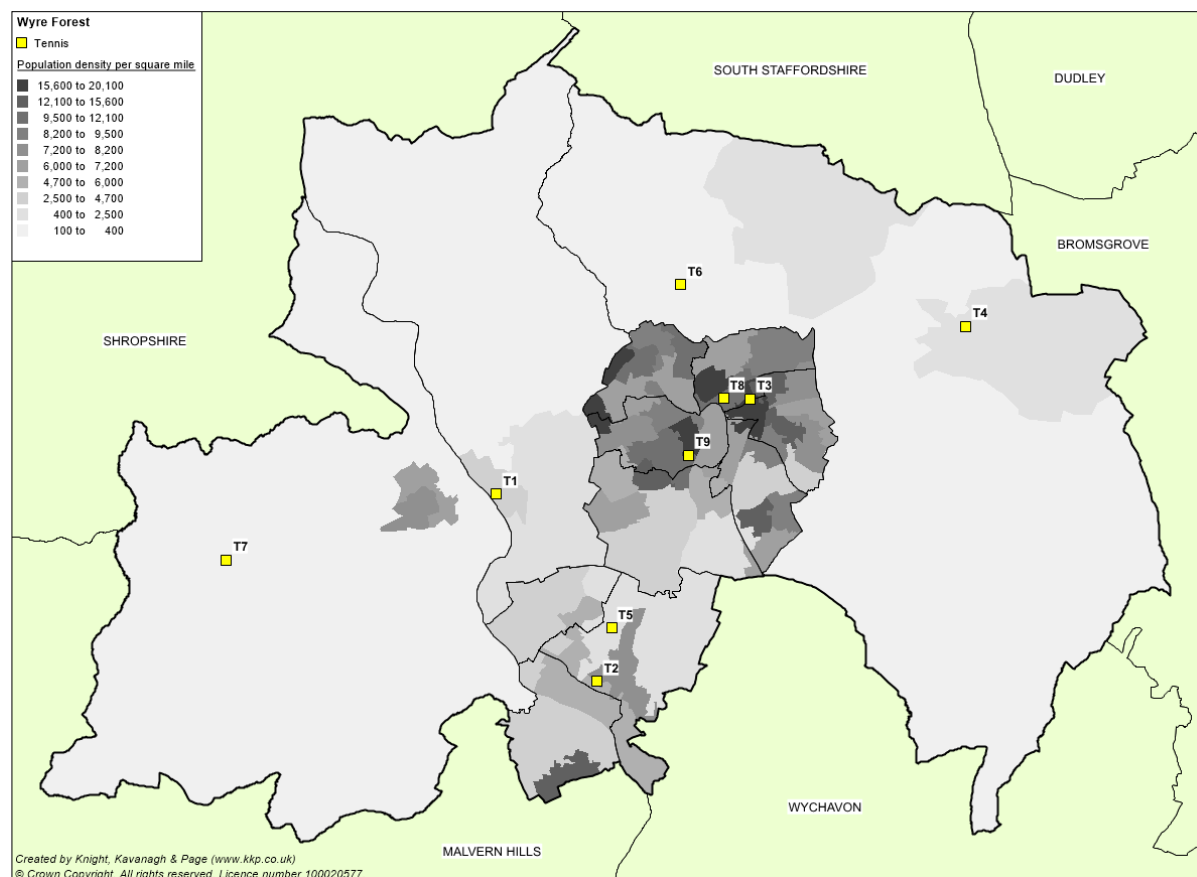
Site ID	Site name	Ownership	Community use?	No. of courts	Floodlit?	Court type
T1	Bewdley Tennis Club	Sports Club	Yes	7	Yes	4- Macadam 3-Clay
T2	Stourport Tennis Club	Sports Club	Yes	6	Yes	4- Macadam 2- All Weather
T3	Kidderminster Tennis Club (Baxter Gardens)	Sports Club	Yes	2	Yes	2- Macadam
T4	Blakedown Tennis Club	Sports Club	Yes	3	2-floodlit	3- Macadam
T5	Wolverley Tennis Club	Sports Club	Yes	2	Yes	2- Cinder
T6	Far Forest Tennis Club	Sports Club	Yes	4	Yes	4- Macadam
T7	St. Georges Park	Local Authority	Yes	1	No	1- Macadam
T8	Brinton Park	Local Authority	Yes	2	No	2- Macadam

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Site ID	Site name	Ownership	Community use?	No. of courts	Floodlit?	Court type
T9	Stourport Sports Club	Sports Club	Yes	4*	2 x indoor 2 x un-floodlit	4- Macadam
Total				31	24	

*Stourport Sports Club's tennis courts are on a multi use site which shares the space with netball, athletics and available at set times

Figure 9.1: Location map of all tennis sites in Wyre Forest



Indoor facilities

198. There are two indoor courts in Wyre Forest. These are located at Stourport Sports Club as part of a multi use facility in the Netball Dome. Tennis is available throughout the week during designated slots through advanced booking only. No tennis club operates from this facility.

Quality

199. Quality assessments were undertaken at all accessible courts, including both community and membership courts. Courts were assessed using the criteria listed overleaf. We were unable to access Blakedown Tennis Club and Far Forest Tennis Club and neither club responded to consultation requests.

WYRE FOREST DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

200. Quality criteria used:

- ✦ Evidence of moss/lichen (all surfaces)
- ✦ Loose gravel (macadam surface)
- ✦ Damage to surface (macadam, art. grass or polymeric surfaces)
- ✦ Grip underfoot
- ✦ Line markings - quality
- ✦ Fencing?
- ✦ Surrounding fencing
- ✦ Size of courts
- ✦ Adequate safety margins
- ✦ Slope of courts
- ✦ Access for disabled players - i.e. ramps onto courts, width of gates

201. In terms of quality, tennis courts are rated on the three point scale shown in Table 10.2.

202. The table below displays the quality ratings. These were assessed using a non technical site assessment pro forma and also takes account of user comments. Of those assessed, seven courts are deemed to be good quality, nine average and three poor. Good quality courts are located at Bewdley, Kidderminster and Stourport tennis clubs. The courts at Wolverley Tennis Club are on a cinder surface and has poor drainage.

203. It is worthy of note that courts provided at the District Council sites are generally assessed to be of poorer quality than the club sites. However, please note that this is not uncommon as park courts are usually provided for a different user and purpose and tend to be of a lower standard than those provided for club competition. Both St. Georges Park and Brinton Park have metal nets, poor lining and the surface has a low grip resistance.

Table 9.2: Summary of the quality of courts in Wyre Forest

Site	Good	Average	Poor
Bewdley Tennis Club	7		
Stourport Tennis Club	6		
Kidderminster Tennis Club	2		
Wolverley Tennis Club			2
St. Georges Park			2
Brinton Park			1
Stourport Sports Club		4	
Total	15	4	5

Maintenance

204. All tennis clubs own their own courts and are responsible for the upkeep/maintenance. The District Council is responsible for the courts at both St Georges Park and Brinton Park.

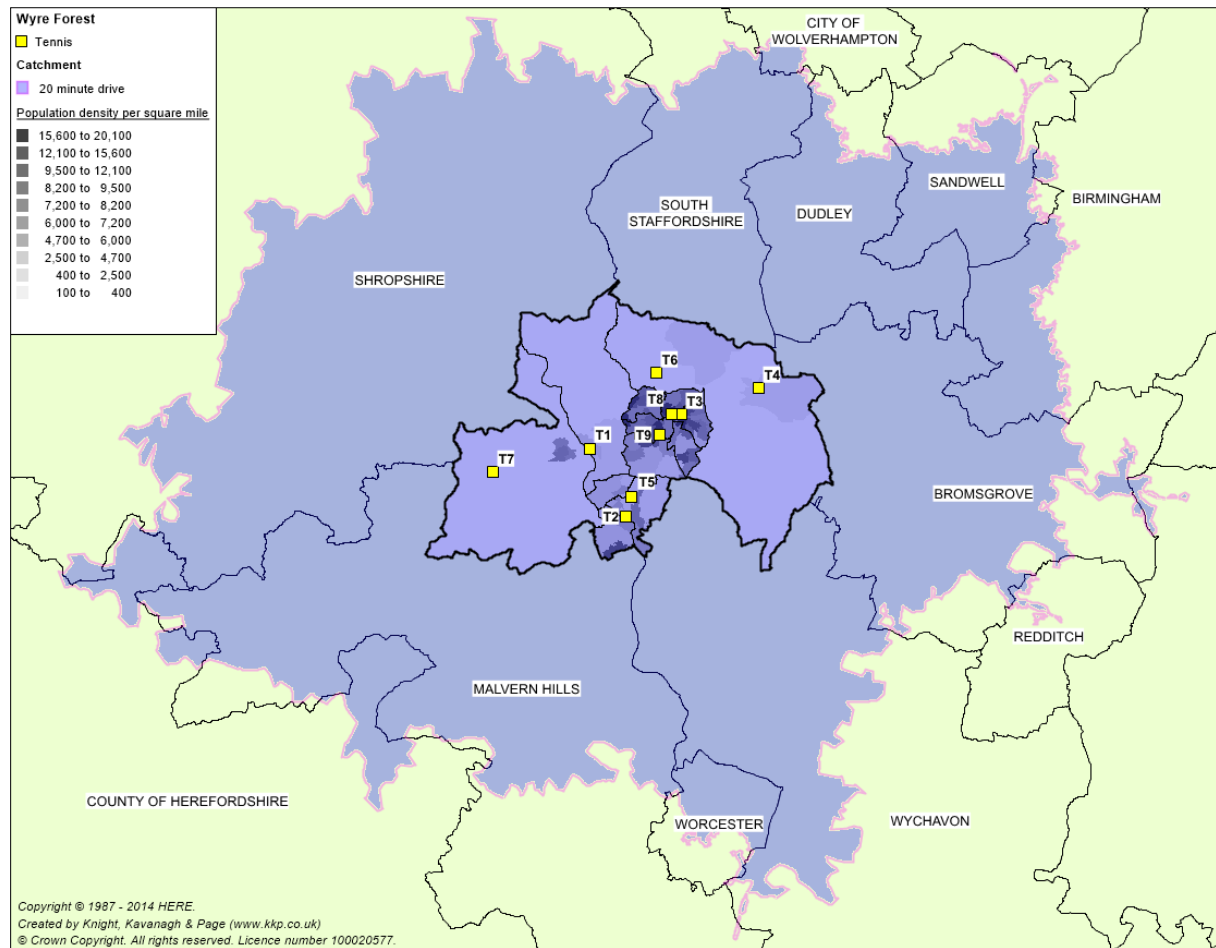
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Accessibility

205. The figure below shows that all residents in the District are within a 20 minute drive time radial catchment of a tennis court in Wyre Forest.

Figure 9.1: Tennis courts with 20 minute drive time radial catchment



9.3: Demand

Current demand

Competitive tennis

206. All clubs in Wyre Forest are private members clubs, with the biggest being Bewdley Tennis Club. This is reflective of the number of courts available to members. Bewdley and Stourport compete in the Hereford and Worcester League and the AEGON National league. Kidderminster and Wolverley compete in the Kidderminster League only, as the other leagues require a minimum of three courts to field teams.

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Table 9.3: Summary of club membership following consultation in Wyre Forest

Club	Number of members	
	Seniors	Juniors
Bewdley Tennis Club	150	40
Stourport Tennis Club	120	20
Kidderminster Tennis Club	120	50
Wolverley Tennis Club	50	0
Total	440	110

Future demand

207. Bewdley Tennis Club has expressed a desire to increase membership and is working with Bewdley Secondary School to attract more junior members. Kidderminster Tennis Club cannot expand their membership, due to the lack of courts, although it has plans to extend to 3 courts.
208. The LTA do not report any current initiatives targeting Wyre Forest to increase participation at this time, however, recognise that the District is a potential area for community tennis growth.

Latent demand

209. Kidderminster Tennis Club is keen to expand its facilities. Currently the Club has two courts which are located in Baxter Gardens and has submitted (for a second time) a planning application to provide a third court.
210. The Club reports that it cannot accommodate all members currently without the expansion and would aspire to compete in additional leagues (which require a minimum of three courts). Initial conversations have been held between the Club and Stourport Sports Club about the possibility of moving there, however, no plans are yet in place for this to happen.
211. All other clubs consulted did not report any concerns with current capacity.

Informal tennis

212. The two community facilities available in St. Georges Park and Brinton Park are both left open for community use as required.
213. Stourport Sports Club offers informal tennis; however, booking is required in advance as this is the only indoor provision the District.
214. No education sites report any regular demand from the community for informal tennis participation.

9.4: Supply and demand analysis

215. Based on LTA guidelines, a floodlit court provides capacity for up to 60 members and a non-floodlit court provides capacity for up to 40 members. Using this calculation in Wyre Forest, the table overleaf shows the estimated spare capacity at current club sites. Kidderminster Tennis club is over capacity, whereas all other clubs have spare capacity. These statements are mirrored with the club consultation.

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Table 9.4: Club Capacity in Wyre Forest

Club	No. of courts		Estimated capacity	Members	Potential spare capacity/overplay
	Flood-lit Courts	No flood-lights?			
Bewdley Tennis Club	7	0	420	190	Spare capacity
Stourport Tennis Club	4	0	240	140	Spare capacity
Kidderminster Tennis Club	2	0	120	170	Overplay
Wolverley Tennis Club	2	0	120	50	Spare capacity

Table 9.5 Market segmentation – tennis and likely target audiences

Tennis
<ul style="list-style-type: none"> 2.1% (1,704) of people currently play tennis and a further 2.3% (1,864) indicate that they would like to, giving an overall total of 4.5% (3,569). 6.3% of Ben's play tennis, which is the largest proportion of any group playing tennis, closely followed by the Tim segment at 3.7%. The groups with the largest of the local population playing tennis are the Tim's (14.6%) and Philip's (13.4%). The groups with the most people who would like to play are Tim (11.7%) and Philip (9.2%). The main group to target, for additional players due to size and interest is, therefore Tim.

Tennis summary

- There is a total of 31 tennis courts across nine sites identified in Wyre Forest with all categorised as being available for community use.
- Of the provision that is available for community use, 15 courts are rated as good quality, four courts are rated as average and five courts are rated poor.
- There are five community accessible courts available across two District Council sites; however, the quality of the courts is assessed as poor.
- There are six LTA accredited tennis clubs in the District, with Bewdley being the largest with nearly 200 members.
- Both Bewdley and Stourport Tennis club compete in AEGON national tennis league.
- Kidderminster Tennis Club has recently submitted a planning application for a third court, to allow the club to expand.
- No education sites which are available for community use report any regular demand from the community.
- Based on LTA guidelines, Kidderminster Tennis Club is operating over capacity and its membership levels could sustain additional provision.

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SECTION 10: ROWING

216. The river Severn, which runs north to south through the western side of the authority provides the perfect opportunity to develop the sport of rowing in the District. Consequently, there are two british rowing affiliated clubs within the District. A location map identifies the club house locations and the table lists the clubs which reside at these venues.

Figure 10.1: Location map of the key rowing clubs in Wyre Forest

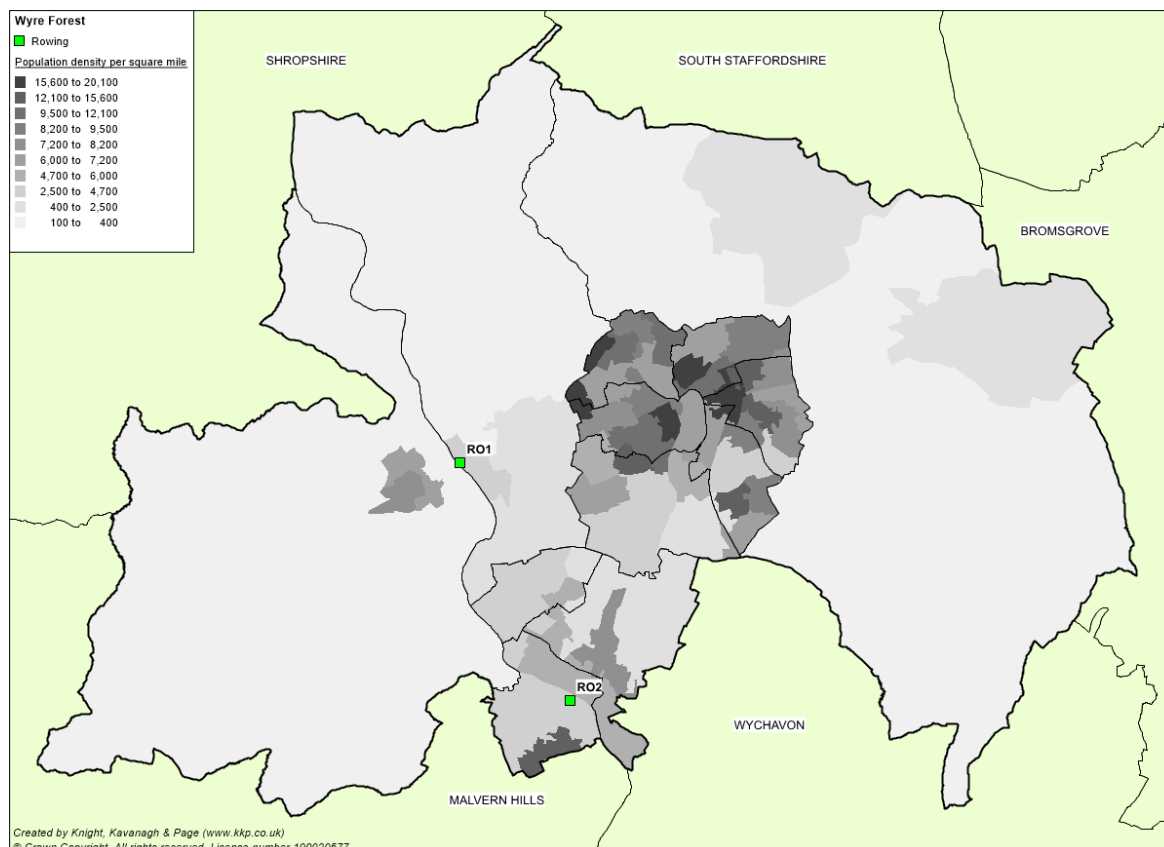


Table 10.1: Rowing clubs in Wyre Forest

Map ID	Site name	Postcode
RO1	Bewdley Rowing Club	DY12 1AB
RO2	Stourport Rowing Club	DY13 0AA

217. Consultation was undertaken with both clubs. Stourport Rowing Club is the largest club in the District with c. 400 members. The club has teams across all spectrums, with the men's team regually qualifying for the Henley Royal Regatta, the highest performance level for men's rowing. The club has monthly open days to increase membership, and is finacially supported through the hire of it's facilities for community functions.

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218. Bewdley Rowing Club has c.300 members, which consist mainly of juniors aged 11-16. The club has close links with Bewdley Secondary School and hosts two main regattas per year. The biggest challenge for the club is attracting funding to develop its facilities and expand the club. The club would like to improve access from the main road (B4190) to the club house, through signage and a new surfaced road. It would also like to expand its stock of boats to accommodate new members.
219. This study attempted to undertake consultation with British Rowing to understand its priorities for the region, however no response was gained.

Table 10.2: Market segmentation – rowing and likely target audiences

Rowing	
◀	0.2% (185) of people currently row and a further 0.1% (108) indicate that they would like to, giving an overall total of 0.4% (294).
◀	0.7% of Ben's row, which is the largest proportion of any group rowing, closely followed by the Jamie segment at 0.5%.
◀	The groups with the largest of the local population rowing are the Tim's (16.8%) and Philip's (16.2%).
◀	The groups with the most people who would like row are Ben (20.4%) and Philip (17.6%).
◀	The main group to target, for additional players due to size and interest is, therefore Ben.

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SECTION 11: SQUASH

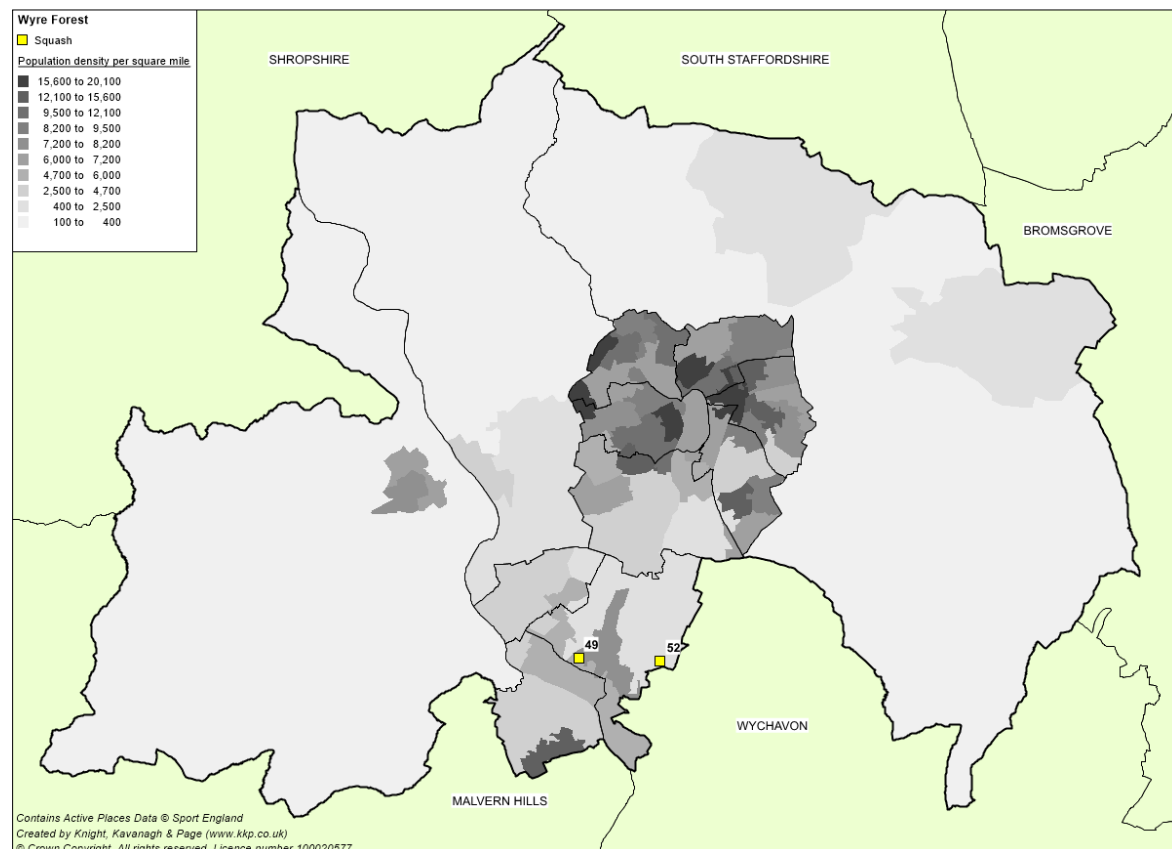
220. England Squash's Participation Strategy (2015-2017) presents a fundamental change in its approach to sustaining and growing the game. Over the past five years, there has been a decline in participation of around 5% per year. The strategy highlights two main targets:
- Reverse the decline in participation and sustain playing numbers within 12 months.
 - By 2017, it will deliver a 5% increase in participation levels with an ambition of increasing participation by 10%. Using the latest APS data, there will be a net gain of 11,000 weekly participants.
221. With so few courts available in the District, unfortunately England Squash is limited in developing the sport. With the new leisure centre not accommodating any courts and other facilities reserved for members, England Squash priority is to support the only affiliated club in the District, Stourport Tennis & Squash Club.

Supply

Quantity and accessibility

222. The audit identifies two facilities offering five squash courts in Wyre Forest, both in the south of the district. All courts are part of private sports clubs, and there is no pay and play options for the community.

Table 11.1: All squash courts in Wyre Forest



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Figure 11.1: All squash courts in Wyre Forest

Map ID	Site name	Access policy	No. of courts	Condition
49	Stourport Tennis & Squash Club	Sports Club	4	Above average
52	Waves Health & Leisure Club	Registered Membership	1	Poor

Consultation

223. Stourport Tennis & Squash Club is the only affiliated England Squash club in the District. The club has c.20 members and competes in the Hereford and Worcester Squash league. New members are always welcome and the facility has four glass backed courts which are all rated above average. The court at Waves Health & Leisure Club is in poor condition. It is only available to members of the club with no known club competing out of the facility.

Table 11.2: Market segmentation – squash and likely target audiences

Squash and racketball	
<ul style="list-style-type: none"> 1.2% (920) of people currently play squash and racketball and a further 0.7% (591) indicate that they would like to, giving an overall total of 1.9% (1,512). 3.9% 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%. The groups with the largest of the local population playing squash and racketball are the Tim's (24.8%) and Philip's (20.4%). The groups with the most people who would like to play are Tim (20.1%) and Philip (20.1%). The main group to target, for additional players due to size and interest is, therefore Tim. 	

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SECTION 12: OTHER SPORTS

12.1 Athletics

224. There is a purpose built athletics track as part of the Stourport Sports Club. The track, a tartan synthetic track, was part of the original development. Due to the track's age, it will need to be replaced in the next five to ten years. Although the track has a competition licence, the lines are fading and lane one is worn. There are two main clubs which use the track, these are:

- ◆ Kidderminster and Stourport Athletics Club
- ◆ Kidderminster Triathlon Club

Consultation

225. England Athletics' (EA) current strategy: *Athletics & Running: For Everyone, Forever* aims to grow opportunities for everyone to experience athletics and running, to enable them to reach their full potential. Its key priorities are:

- ◆ To expand the capacity of the sport by supporting and developing its volunteers and other workforce.
- ◆ To sustain and increase participation and performance levels in our sport
- ◆ To influence participation in the wider athletics market.

226. EA is very active in the District and works closely with the Wyre Forest School Sport Partnership to promote sports hall athletics in schools. EA also identifies Stourport Athletics Track as a key facility in the development of the sport in the region. The site regularly hosts regional championship meetings for the West Midlands and also delivers coach education courses at the site.

227. Kidderminster and Stourport Athletics Club is the main athletics club user of the facility. It has circa 180 active members with a mixture of juniors and seniors. During the summer, the Club competes in the Midland Counties Track & Field League and in the winter it competes in Birmingham Cross Country League. It is a well-run club, with membership currently rising particularly in the junior section. Although there is a healthy number of coaches, it would always welcome more coaches.

Table 12.1: Market segmentation – Athletics and likely target audiences

Athletics	
◆	6.1% (4,892) of people currently take part in athletics and a further 2.7% (2,160) indicate that they would like to, giving an overall total of 8.8% (7,052).
◆	15.1% of Ben's take part in athletics, which is the largest proportion of any group taking part, closely followed by the Chloe segment at 13.6%.
◆	The groups with the largest of the local population taking part in athletics are the Tim's (18.3%) and Philip's (12.0%).
◆	The groups with the most people who would like to take part are Tim (13.3%) and Philip (10.4%).
◆	The main group to target, for additional participants due to size and interest is, therefore Tim.

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12.2 Cycling

228. Stourport Sports Club also provides a purpose built road cycle circuit. The floodlit closed road circuit is 1.5km long and 6m wide. It is used for all year-round racing, training and leisure riding. The layout of the circuit incorporates shallow but long climbs and descents with technical elements as well as flat sections which collectively tests the strength and skills of those using the circuit. It was built in 2009 to expand the sporting provision at the centre and it is used by a number of cycling clubs and the school. Wyre Forest Racing Cycling Club is the resident club at the centre. In addition there are also a further c. 20 clubs which hire the track at regular slots during the year. There are opportunities for other sports to use the facility too, with walking groups and roller skating organisations delivering sessions at the site.
229. A site inspection concluded that the track is good quality and is well maintained. It is open for general public access during certain times of the week, where members of the public can just turn up and ride. Stourport High School has access to the circuit during the day, with clubs and the public able to use the track during the evening and at weekends.

Consultation

230. British Cycling (BC) identifies the cycle track as a key facility within the West Midlands region. The NGB directly delivers and supports a number of programmes at the site to generate participation. These include:
- ▶ Weekly Cluster Coaching Sessions. These are weekly sessions run by BC coaches for advanced club riders who require further coaching to support individual development.
 - ▶ Coach education courses.
 - ▶ Supporting a positive competition programme, catering for all ages and abilities.
 - ▶ Delivering the GO-RIDE Programme to support youth development in the region. This includes outreach with the local high school, Stourport High School and the Wyre Forest Cycle Racing Club to offer coaching services to increase awareness of the facility and drive up participation.
231. The main club which uses the facility is Wyre Forest Cycle Racing Club. The Club currently has 280 members, which is the highest it has ever been. It is well run, with an effective club committee. Due to the high numbers, the key challenge is to sustain the number of club volunteers and coaches to support the increasing membership. The Club also works in partnership with BC to support the NGB's GO RIDE programme and facilitates a number of regional competitions at the track.
232. The track is used by other clubs, however, these are used on a block booking basis during specific times of the year. There has also been a large increase in the number of triathlon clubs hiring the track, demonstrating the popularity of the sport in the region.
233. Due to the popularity of the track and the potential for conflicting demands at key times of the year there is a need to ensure that appropriate governance structures continue to be in place to ensure that clubs across the various sports develop in an effective and cohesive manner.

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Table 12.2: Market segmentation – cycling and likely target audiences

Cycling	
<ul style="list-style-type: none"> ▶ 9.4% (7,509) of people currently cycle and a further 5.5% (4,420) indicate that they would like to, giving an overall total of 14.9% (11,930). ▶ 21.2% of Tim's cycle, which is the largest proportion of any group cycling, closely followed by the Ben segment at 17.7%. ▶ The groups with the largest of the local population cycling are the Tim's (19.0%) and Philip's (17.3%). ▶ The groups with the most people who would like to cycle are Philip (18.3%) and Tim (17.4%). ▶ The main group to target, for additional players due to size and interest is, therefore Philip. 	

12.3 Netball

234. All netball within the District of Wyre Forest is played at Stourport Sports Club. The facility has two indoor netball courts (within a netball dome) and three outdoor courts. The list of clubs which play at the facility is displayed below.

- ▶ Kidderminster Carolians Netball Club
- ▶ Alphabets Netball Club
- ▶ Bluebirds Netball Club

NGB Consultation

235. England Netball is working to deliver a wide range of netball products to achieve its 10:1:1 vision and the county of Worcestershire is a priority area. To date, a number of successful programmes have been delivered including nine Back to Netball and over 10 Walking Netball programmes. The NGB also has an excellent relationship with the clubs with over 30 clubs operating in the county. England Netball identifies Stourport Netball Dome is a key strategic site for District as the Dome plays host to the Kidderminster & District Netball League. The league provides competition on a Saturday during the winter and on a Thursday during the summer.
236. All clubs in the District currently train and compete in Stourport Netball Dome, with Carolinas the largest club with over 100 members. With club participation levels rising the demand for court time is at a premium, however it would appear that all clubs want the same evening slots which puts pressure on the programming of the facility.
237. Consultation with Stourport Sports Club indicates that condensation is an issue but it doesn't prevent utilisation of the facility and it is impossible to prevent. Regular maintenance programmes look to address this, which include the cleaning of the back boards. The facility was designed to national competition standard, which didn't include heating and there is no plans to install this. The Sports Club also reports there is spare capacity at the site.
238. It must be noted that the new Leisure Centre has capacity to host netball fixtures and events, with a court marked out at the facility, however, no clubs have approached the management company (Places for People Leisure) to seek additional court time.

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Table 12.3: Market segmentation – netball and likely target audiences

Netball	
◀	0.4% (325) of people currently play netball and a further 0.4% (297) indicate that they would like to, giving an overall total of 0.8% (623).
◀	2.2% of Leanne's play netball, which is the largest proportion of any group playing netball, closely followed by the Chloe segment at 1.9%.
◀	The groups with the largest of the local population playing netball are the Chloe's (19.7%) and Leanne's (16.6%).
◀	The groups with the most people who would like to play are Chloe (20.2%) and Leanne (17.5%).
◀	The main group to target, for additional players due to size and interest is, therefore Chloe.

12.4 Judo

239. Samurai Judo Club is the only club in the District and is the third largest club within the West Midlands. The club is affiliated to British Judo and competes regionally, nationally and internationally. Training is delivered in a building owned by the club, located on Zortech Ave in Stourport.
240. The club has c. 138 members which is rising constantly. It also boasts a positive women's section with over 50 female members. It is proactive within the community through a number of outreach programmes, including advertising in local press and working with local primary schools.
241. The club is well managed and has produced many international athletes which have represented the country in the sport. It has also won the Wyre Forest 'Club of the Year' award for the past six years. The club has also been boosted with the National Performance Centre locating to Walsall, where athletes and coaches can share best practice in the West Midlands area.

12.5 Mixed Martial Arts

242. There is a plethora of mixed martial arts clubs in Kidderminster, ranging from karate to aikido. The market of these types of clubs is unregulated, with no national governing body, which can result in individuals setting up clubs for profit rather than focusing on developing the sport. According to 'Martial Arts Near You' website, there are six organisations delivering mixed martial arts in the District. These use mainly schools sites, however Verve Martial Arts use Wyre Forest Leisure Centre.
243. Judo and mixed martial arts play an important part in the District. It is pleasing to see how outward facing Samurai Judo Club is to encouraging the community into the sport, particularly female participants.
244. It must be noted that this study could not locate an official England Boxing affiliated boxing club within the District. There is currently a boxing gym (Mikey's Boxing Gym and Personal Training Centre) which spans 8,000-square feet and boasts an 18ft-ring and 20 punch bags. It is uncertain if the gym facilitates a club as consultation was unsuccessful with the venue. There is also a dedicated boxing gym at Kidderminster and district Youth House.

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SECTION 13: SWOT ANALYSIS

245. The following SWOT analysis identifies key issues for discussion;

13.1 Strengths

- ◀ WFDC recognises the importance of its leisure facility stock and future planning needs.
- ◀ There is a productive relationship between WFDC and the Places for People, working in partnership to try and develop a range of programmes across the District to increase physical activity levels, including hard to reach groups.
- ◀ The District has a flagship new leisure centre, which has a number of facilities including; an eight court sports hall and a six lane swimming pool.
- ◀ Wyre Forest Leisure Centre is situated to the south of Kidderminster and is within 20 minutes' drive time of all residents in the District.
- ◀ In addition, there are eight other sports halls and two swimming pools in the District with clear community access.
- ◀ Kidderminster and District Youth House works positively with the District's BME community to ensure access to facilities are available at suitable times.
- ◀ Stourport Sports Club is another hub of sport and accommodates hockey, football, tennis, netball, cycling and athletics. The Centre is owned by the principle clubs which participate at the facility.
- ◀ 70% of the District's population live within one mile of a community accessible sports hall.
- ◀ A good range of health and fitness facilities is available in the District (from locations offering 20 stations or more).
- ◀ Programming across the sports halls appears to offer a good breadth of sports/activities.
- ◀ The District has a very strong sports club network, with several clubs competing at a national standard. These include Wyre Forest Swimming Club, Bewdley Tennis Club, Samurai Judo Club and Kidderminster and Stourport Athletics Club.
- ◀ Gymnastics and Judo also report strong participating numbers within their respective clubs.
- ◀ The District hosts the county netball league.
- ◀ There is a strong disability sport offer, with opportunities available in blind football and boccia.
- ◀ A good badminton development network is in place in the District, ensuring talented juniors have options continue at senior level.
- ◀ There is a strong outdoor bowl provision with 11 clubs competing. Of those who were consulted with, all reported positive membership numbers.
- ◀ There are examples of schools and sports development working together through the Wyre Forest School Sports Partnership).

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13.2: Weaknesses

- ◀ Places for People Leisure only manages two sports hall and one swimming pool in the authority which limits its potential development influence (on behalf of the Council).
- ◀ The fabric of both Bewdley and Baxter College sports halls are showing their age and the facility is considered to be coming to the end of its lifespan.
- ◀ Following club consultation it would appear that netball clubs are competing for the same times at Stourport Sports Club, which may restrict club development.
- ◀ Wyre Forest Gymnastics School cannot accommodate any additional members due to the limited size and scale of its facilities.
- ◀ The only community accessible pool which provides regular public access is Wyre Forest Leisure Centre. There are two other community accessible pools, however these are only used by Wyre Forest Swimming Club and do not provide regular public access.
- ◀ The rising age profile of the population is likely to lead to increased demand for facilities during the daytime (when much of the education stock is out of action for the public).
- ◀ The fragmented nature of management arrangements at sports halls means that no single organisation takes a lead on activity programming.
- ◀ Kidderminster Tennis Club cannot expand due to the lack of current provision. It is currently seeking approval for a third court.
- ◀ There is no indoor bowls provision in the District. This does not allow the sport to be enjoyed all year round, restricting bowling in the District to a summer sport.
- ◀ The athletics track at Stourport Sports Club is coming to the end of its life, and should be replaced over the next five years.

13.3 Opportunities

- ◀ This is an opportune time for WFDC to review how it intends to offer facilities in the future, the communities it wishes to serve and its links with the wider health and wellbeing, obesity and social care agendas. This must, of course, take account of the increasing financial constraints within which it has to work. This is specifically relevant given the health challenges faced by an ageing population.
- ◀ WFDC in partnership with Places for People Leisure, continue to grow its health and wellbeing programme to maximise physical activity opportunities in the District.
- ◀ WFDC and Places for People Leisure continue to work cohesively with Wyre Forest Swimming Club to ensure there is a good competitive and learn to swim offer across the District.
- ◀ Stourport Sports Club should investigate funding opportunities to resurface the athletics track, to maintain the centre as a regional athletics base.
- ◀ The District should support a number of sports to allow them to expand. These include; Wyre Forest Gymnastics School, bowls clubs, netball and badminton clubs especially. In some instances this will include the support for new facilities and in others access to improved facilities or additional time.
- ◀ Increased housing growth presents an opportunity for the Council to work with developers to generate increased funding for sport and physical activity facilities.

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13.4: Threats

- ▶ The continued cuts to public sector funding will put increasing pressure on the provision of sport and physical activity facilities in the District.
- ▶ There is a threat that the poor quality sports facilities currently available in schools could see Head Teachers and Governors reducing access to the community in order to protect the quality of facilities for schools.
- ▶ The projected increase in number of residents will place an increasing strain on the current stock of facilities, especially during off peak times.
- ▶ The limited sports development resources within the Council presents a threat to the ongoing support required for the network of sports clubs in the District.

13.5: Strategic recommendations

246. The following strategic recommendation will be developed further within the Strategy document.

- ▶ WFDC and Places for People Leisure to continue to work in partnership to ensure that the new leisure centre benefits the whole community through reflective programming, targeted interventions and outreach.
- ▶ Explore funding possibilities with Stourport Sports Club to finance the replacement of the athletics track at the site (possibly through planning gain – either through SIL or Section 106).
- ▶ Support club developments (via planning, developer contributions and officer expertise) which may assist in increasing sport and physical activity within the wider District (e.g. tennis, swimming, netball).
- ▶ Work with Wyre Forest Gymnastics School to identify a suitable facility for the club to develop and to increase the number and range of gymnasts it can accommodate.
- ▶ Work with the County Council and individual schools (academies) to improve the quality of school sports halls for both pupils and the community.
- ▶ Work with Kidderminster and District Youth House to investigate funding options to expand the size of the sports hall.
- ▶ Work with partners to develop a co-ordinated approach to the management, availability and programming of sports facilities across the District.

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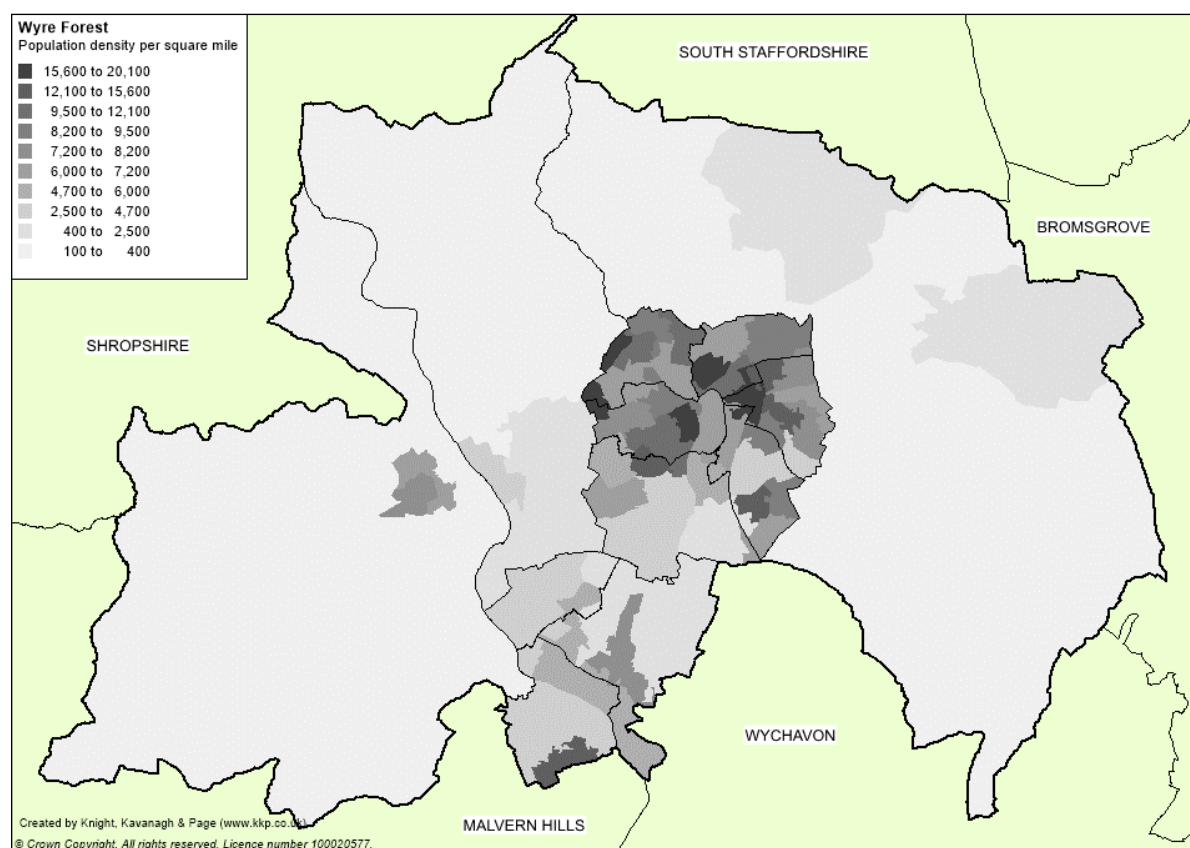
APPENDIX 1: WYRE FOREST DISTRICT PROFILE

The following overview briefly summarises key facts about Wyre Forest's population. Data is taken from 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, often at different intervals. The data is supported by graphs and maps.

Population and distribution

The total population of the District is 99,503³. As shown in Figure A1 the population is densest towards the centre and south of the Authority.

Figure A1: Population density (2015 MYE): Wyre Forest and surrounding districts



The surrounding districts have little or no densely populated areas adjoining Wyre Forest, apart from Dudley and Bromsgrove to the north east.

³ Source: ONS 2015 Mid Year Estimate

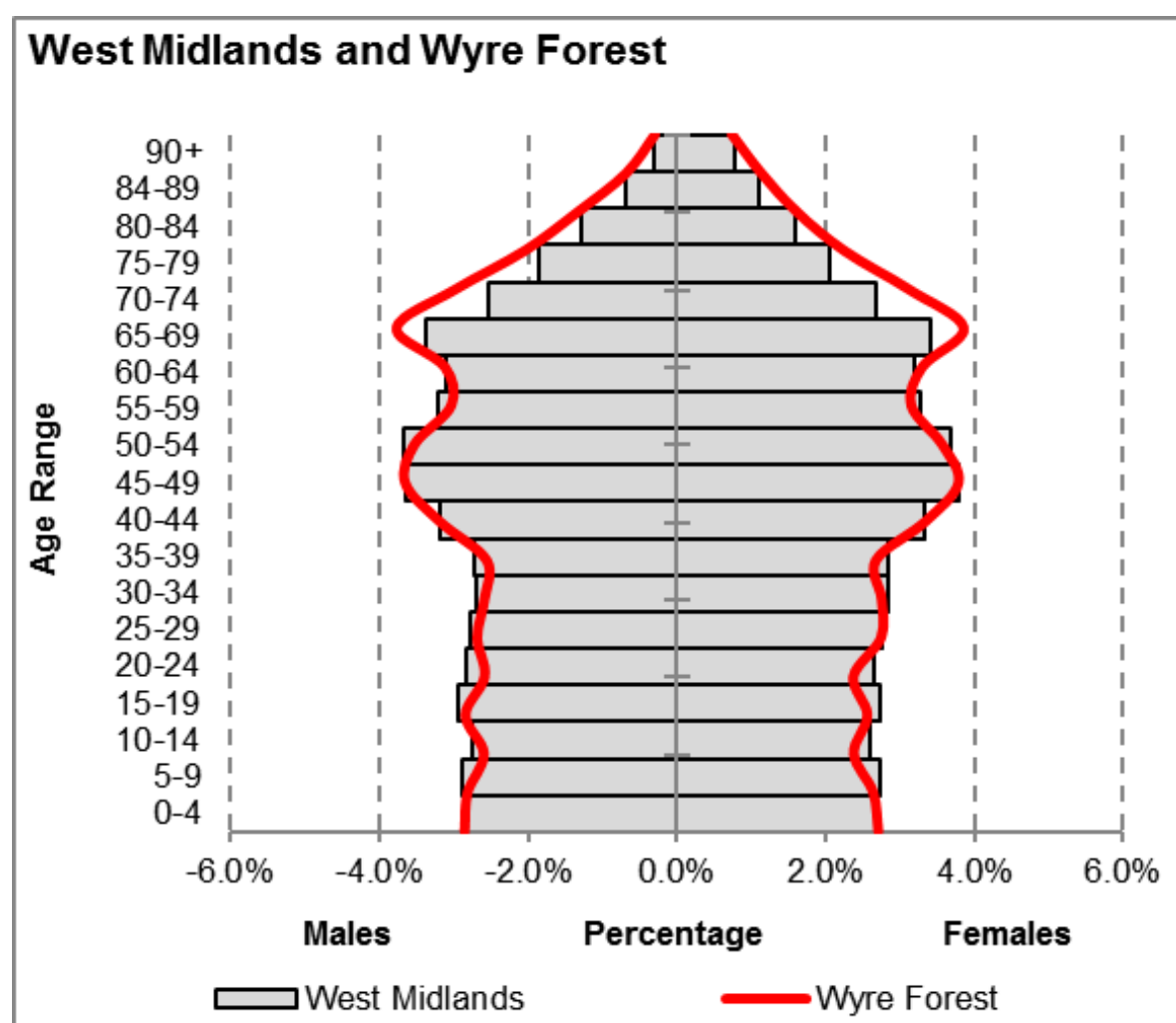
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Age structure and ethnicity

There is relatively little difference in the age structure of Wyre Forest's population from that of the region, the main differences being:

- Higher proportions of older people (65 to 79 year olds – Wyre Forest = 18.0%, West Midlands = 15.9%)
- Slightly lower proportions of younger people (0 to 24 year olds – Wyre Forest = 26.4%, West Midlands = 27.6%).
- Ethnic composition – 97.2% White, 1.4% Asian and 1.0% Mixed compared to 85.4%, 7.8% and 2.3% nationally.

Figure A2: Comparative age/gender pyramid for Wyre Forest and the West Midlands



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Table A1: Ethnic composition – Wyre Forest and England (2011 Census)

Ethnicity	Wyre Forest		England	
White	95,273	97.2%	45,281,142	85.4%
Mixed	998	1.0%	1,192,879	2.3%
Asian	1,390	1.4%	4,143,403	7.8%
Black	214	0.2%	1,846,614	3.5%
Other	100	0.1%	548,418	1.0%
Total	97,975	100.0%	53,012,456	100.0%

Projected population

There will be the following anticipated projected population changes:

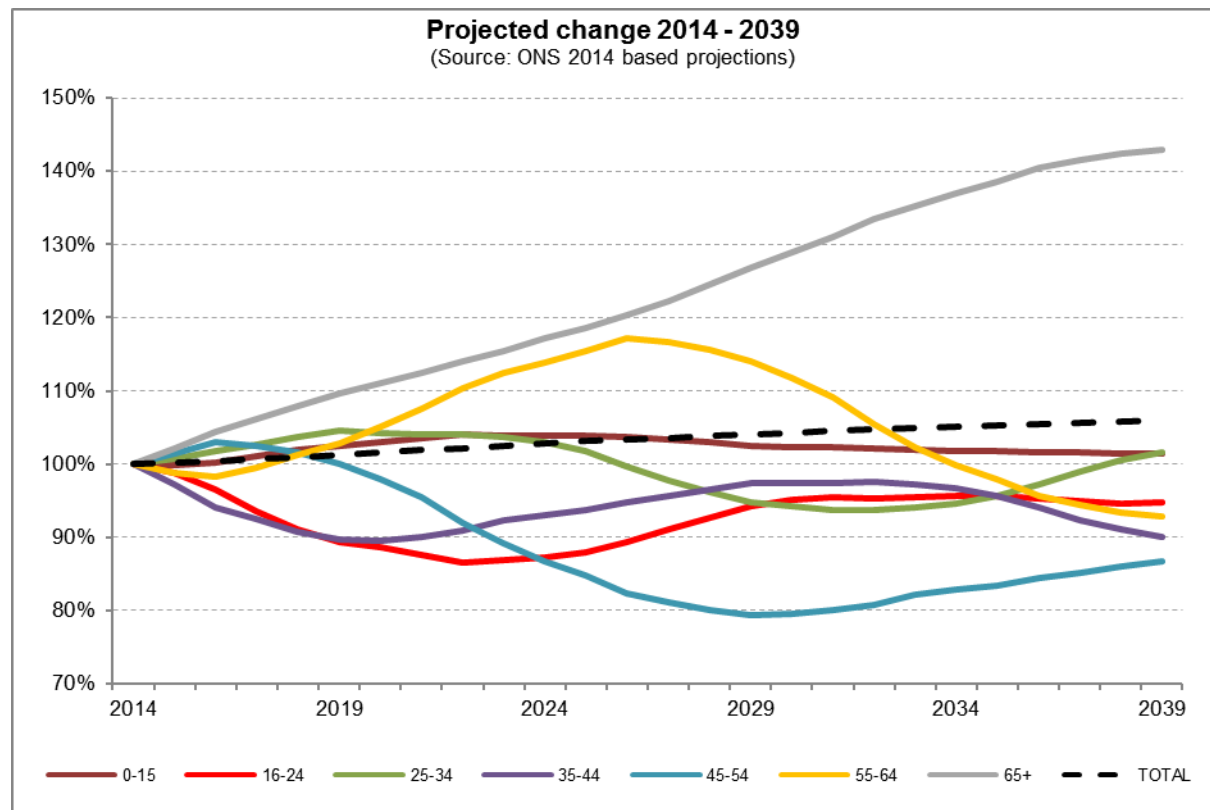
- 2014- 2027- there will be an increase of 3,567 (3.6%), including an increase of 572 (3.4%) 0-15 year olds, however there will be a fall of 833 (-8.9%) 16-24 year olds.
- 2014-2039 – will see an increase of 5,880 (5.9%), including a 43.0% rise in the numbers aged 65+ to become around one in three of the population.

Table A2: Wyre Forest - ONS projected population (2014 to 2039)

Age (years)	Number			Age structure %			Change 2014 - 2039		
	2014	2027	2039	2014	2027	2039	2014	2027	2039
0-15	16,905	17,477	17,150	17.1%	17.0%	16.4%	100.0%	103.4%	101.5%
16-24	9,338	8,505	8,849	9.4%	8.3%	8.4%	100.0%	91.1%	94.8%
25-34	10,632	10,384	10,805	10.7%	10.1%	10.3%	100.0%	97.7%	101.6%
35-44	11,999	11,472	10,803	12.1%	11.2%	10.3%	100.0%	95.6%	90.0%
45-54	14,257	11,577	12,374	14.4%	11.3%	11.8%	100.0%	81.2%	86.8%
55-64	12,693	14,806	11,781	12.8%	14.4%	11.2%	100.0%	116.6%	92.8%
65+	23,136	28,305	33,079	23.4%	27.6%	31.6%	100.0%	122.3%	143.0%
Total	98,960	102,527	104,840	100.0%	100.0%	100.0%	100.0%	103.6%	105.9%

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Figure A3: Projected population change (2014 -2039)



Deprivation and ill health

- Deprivation – 31.9% of the population fall within the most deprived 30% nationally. Conversely, however, 29.4% are within the three least deprived groups (nationally this is 30%).
- Health problems - appear to be less widespread throughout Wyre Forest's communities, when compared to national averages. The IoD4 points towards lower health deprivation with 17.1% falling in the most deprived (three worst) cohorts based on health measures when a national equivalent would be 30%. Like the overall measure of deprivation, 29.4% of the population is in the best three cohorts for health. The lower incidence of health deprivation is most easily seen by comparing the lighter areas in figures 5 and 6.
- Adult obesity (26.6%) is above the national (24.0%) and regional (26.1%) average.
- Child obesity rates (21.7%) are also above the national (19.1%) and regional (21.2%) rates. Child rates also increase significantly between reception and Year 6, by which time more than one third of children (34.2%) are either overweight or obese.
- Avoidable ill health cost to the NHS in Wyre Forest (due to physical inactivity) is estimated to be £1.8m; this is 1.3% above the respective national and 4.3% below the regional averages (per 100,000).
- The economic value/benefit of sports participation (as opposed to the avoidable ill health cost of inactivity) has been calculated by SE to be £28.2m.

⁴ Index of Deprivation 2015 (Department for Communities & Local Government)

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Figure A4: Adult and child obesity rates (2015)

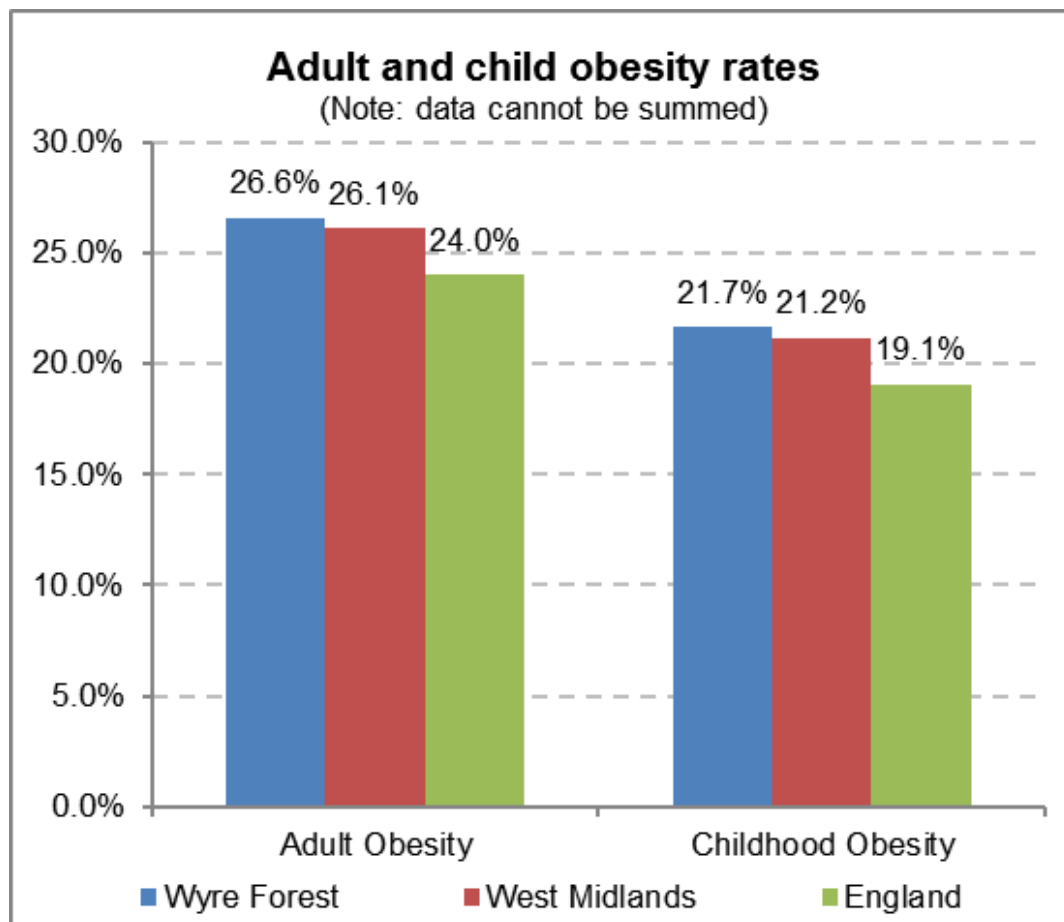


Table A3: IMD cohorts – Wyre Forest

IMD cumulative norm		Multiple deprivation			Health deprivation		
		Population in band	Percent of population		Population in band	Percent of population	
Most deprived	10.0	7,865	8.0%	8.0%	1,614	1.6%	1.6%
	20.0	14,357	14.6%	22.7%	6,145	6.3%	7.9%
	30.0	9,109	9.3%	31.9%	9,012	9.2%	17.1%
	40.0	8,721	8.9%	40.8%	18,463	18.8%	35.9%
	50.0	13,790	14.1%	54.9%	5,304	5.4%	41.3%
	60.0	11,011	11.2%	66.1%	10,056	10.3%	51.6%
Least deprived	70.0	4,417	4.5%	70.6%	18,595	19.0%	70.5%
	80.0	18,129	18.5%	89.1%	14,836	15.1%	85.7%
	90.0	9,379	9.6%	98.7%	12,826	13.1%	98.8%
	100.0	1,296	1.3%	100.0%	1,223	1.2%	100.0%

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Figure A5: Index of multiple deprivation

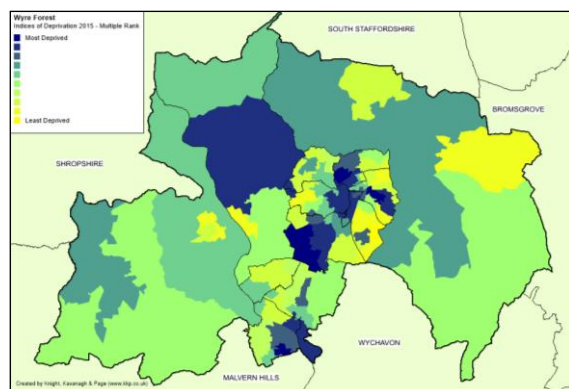
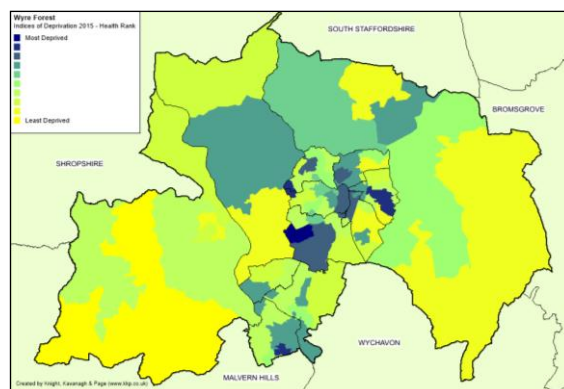


Figure A6: IMD Health domain



General socio economic characteristics

Mosaic (2015) segmentation data indicates that over half (53.1%) of Wyre Forest's population fall into only four Experian 'groups', compared to 30.2% nationally (for the same groups):

- ▶ The 'Senior Security' group (14.7%) is 4.3 times the national rate (3.4%) – it is described as; elderly singles and couples who are still living independently in comfortable homes that they own.
- ▶ The other three are named as:
 - ▶ Suburban Stability (typically mature couples or families, some enjoying recent empty-nest status and others with older children still at home.) at 14.5% this is slightly higher than the national rate (12.6%).
 - ▶ Aspiring Homemakers (younger households who have, often, only recently set up home.) at 13.8% this is 3.2 times the national rate.
 - ▶ Family Basics (families with children who have limited budgets and can struggle to make ends meet.) at 10.1% this is just above the national rate (9.8%).

Table A4: Mosaic – main population segments in Wyre Forest

Mosaic group description	Wyre Forest		National %
	#	%	
1 - Senior Security	14,619	14.7%	3.4%
2 - Suburban Stability	14,375	14.5%	12.6%
3 - Aspiring Homemakers	13,683	13.8%	4.3%
4 - Family Basics	10,026	10.1%	9.8%
5 - Transient Renters	7,102	7.2%	5.9%

- ▶ *Economic activity and earnings (Source = NOMIS):*
 - ▶ Unemployment is below both the national rate and the regional average.
 - ▶ Earnings are 5.6% below the national and 1.6% above the regional averages.

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Table A5: Unemployment and income

	Wyre Forest	West Midlands	England
Unemployment	4.0%	5.9%	5.1%
Income (median)	£26,010	£25,610	£27,539

The following household income data is ONS based and also reflects housing costs:

- Total income** - as an average across each of Wyre Forest's 14 MSOA⁵s, household income ranges from £297 to £1,730. One of the MSOA's is in the lowest income band nationally and none are in the best two groups.
- Income after housing costs** - the upper and lower figures fall to £186 and £984 respectively. There are two MSOA's in the worst two groups.
- Economic impact and value** – sport plays a significant role in the economy both nationally and locally; whether it is via participation, purchasing of sportswear and sports equipment, gambling, volunteering or attending events. SE's economic impact model shows an overall impact of £28.2m (£21.4m participation, £6.8m non-participation related).

Table A6: Economic value of sport (Nov 2015) – Comparative overview

Measure	England		Wyre Forest	
Participation impacts				
Sports & fitness memberships	£4,646.4m	22.8%	£8.8m	31.2%
Education and training	£4,630.3m	22.7%	£2.3m	8.2%
Sports equipment	£1,267.2m	6.2%	£2.5m	8.9%
Sports participation	£1,267.2m	6.2%	£0.2m	0.7%
Sportswear	£84.5m	0.4%	£7.6m	26.9%
Sub-total	£11,895.6m	58.3%	£21.4m	75.9%
Non participation impacts				
TV and satellite broadcasting*	£4,646.4m	22.8%	£2.2m	7.8%
Sports equipment	£1,584.0m	7.7%	£3.1m	10.9%
Spectator sports	£1,161.6m	5.7%	£0.8m	2.8%
Sportswear	£422.4m	2.1%	£0.5m	1.8%
Sports related gaming/betting	£690.0m	3.4%	£0.2m	0.7%
Sub-total	£8,504.4m	41.7%	£6.8m	24.1%
Overall total	£20,399.9m	100.0%	£28.2m	100.0%

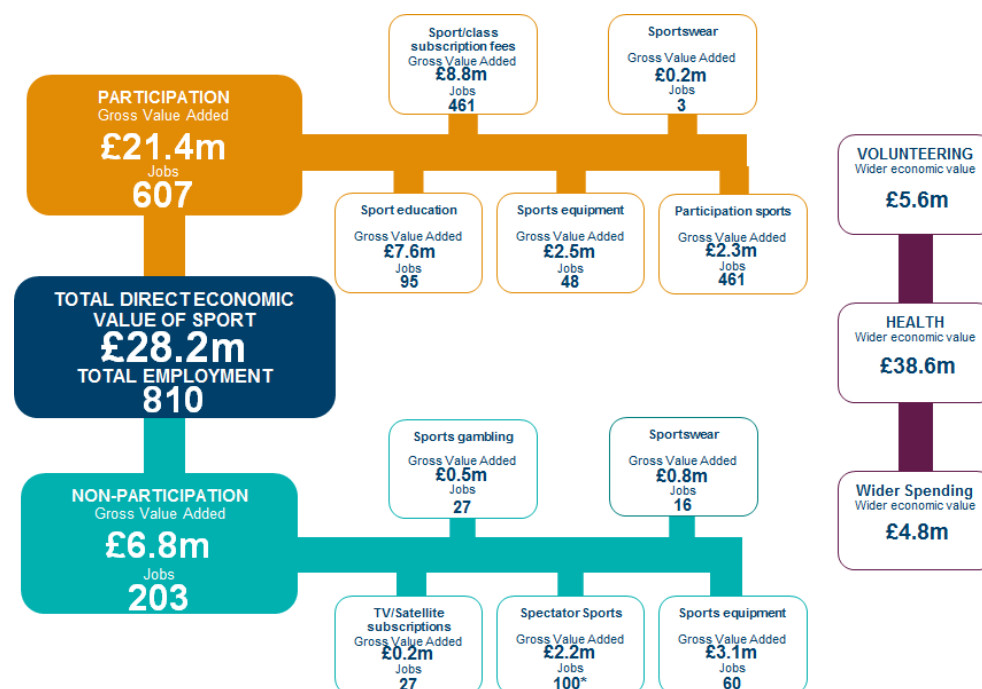
Note: Totals in local authority based figures may differ slightly due to rounding

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

⁵ Medium (sized) super output areas

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Figure A7: Economic impact of sport – Wyre Forest (Source: Sport England 2015)



Active People Survey

Active People is the largest survey of sport and active recreation in Europe and is in its tenth year (APS10 October 2015 – 2016). 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.

Table 7 shows key indicators from APS 10 for Wyre Forest and compares these to the corresponding rates for the West Midlands, England and statistical 'nearest neighbours' (based on socio-economic indicators such as unemployment rates, tax base per head of population, council tax bands and mortality ratios). Key findings include:

- Participation – Just over one third 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%) but within the range of its 'nearest neighbours' which ranged from 30.8% to 37.1%.
- Sports club membership- 22.7% are members of a sports club, based on the four weeks prior to the AP survey. This is in line with both the national (22.2%) and regional rates (21.4%); it is within the range of its 'nearest neighbours'.
- Sports tuition (10.8%) received sports tuition during the 12 months prior to the AP survey. This was below the regional and below national averages. It is also below all of its 'nearest neighbours'.

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Table A7: Active People Survey for all adults – Wyre Forest and nearest neighbours

KPI	National %	West Midlands %	Wyre Forest %	Nearest neighbours			
				Erewash %	Amber Valley %	Newcastle-under-Lyme %	Carlisle %
1x30 Indicator - Participation in 30 minutes moderate intensity sport per week.							
2015/16	36.1%	33.8%	32.2%	30.9%	37.1%	30.8%	35.1%
KPI 2 - At least 1 hour per week volunteering to support sport. *							
2015/16	12.8%	12.3%	*	*	*	*	*
KPI 3 - Club membership in the last 4 weeks.							
2015/16	22.2%	21.4%	22.7%	22.1%	17.1%	21.6 %	22.1%
KPI 4 - Received tuition / coaching in last 12 months.							
2015/16	15.6%	15.3%	10.8%	20.1%	10.4%	18.6%	11.9%
KPI 5 - Taken part in organised competitive sport in last 12 months.							
2015/16	13.3%	13.3%	10.7%	*	13.1%	*	13.1%

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

Nearest neighbours data shown in table 4 is based on CIPFA Nearest Neighbours 2014/15.

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. The segmentation profile for Wyre Forest indicates 'Comfortable Mid-Life Males' to be the largest segment of the adult population at 10.1% (8,041) compared to a national average 8.6%.

Knowing which segments are most dominant in the local population is important as it can help direct provision and programming.

The following data indicates that Philip, Roger & Joy and Elsie & Arnold are the three dominant groups, representing 28.3% (22,601) of the adult population, compared to 23.4% nationally.

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Table A8: Sport England market segmentation – Three main groups in Wyre Forest

Segment, description and its top three sports nationally				
Comfortable Mid-Life Males	Philip		8,041	Wyre Forest
Mid-life professional (aged 46-55), sporty males with older children and more time for themselves.			10.08%	
			8.67%	West Midlands
Cycling (16%)	Keep fit/gym (15%)	Swimming (12%)	8.65%	England
Early Retirement Couples	Roger & Joy		7,474	Wyre Forest
Free-time couples nearing the end of their careers (aged 56-65).			9.37%	
			6.47%	West Midlands
Keep fit/gym (13%)	Swimming (13%)	Cycling (8%)	6.77%	England
Retirement Home Singles	Elsie & Arnold		7,086	Wyre Forest
Retired singles or widowers (aged 66+), predominantly female, living in sheltered accommodation.			8.88%	
			9.05%	West Midlands
Keep fit/gym (10%)	Swimming (7%)	Bowls (3%)	7.97%	England

Whilst the needs of smaller segments should not be ignored, it is important for Wyre Forest to understand which sports are enjoyed by the largest proportion(s) of the population. 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 most popular sports

The Active People survey and SE segmentation also makes it possible to identify the top sports within Wyre Forest. As with many other areas, swimming and cycling are among the most popular activities and are known to cut across age groups and gender; around one in eleven adults in the District go swimming at least once a month (on average). The next most popular activity is cycling; which 8.0% of adults do on a relatively regular basis.

Table A9: Most popular sports in Wyre Forest (Source: SE Area Profiles)

Sport	Wyre Forest		West Midlands		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Swimming	7.1	8.8 %	371.4	8.2 %	4,132.7	9.5 %
Cycling	6.4	8.0 %	351.6	7.7 %	3,771.8	8.7 %

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Active Places *(Data source: Active Places Power, Sport England)*

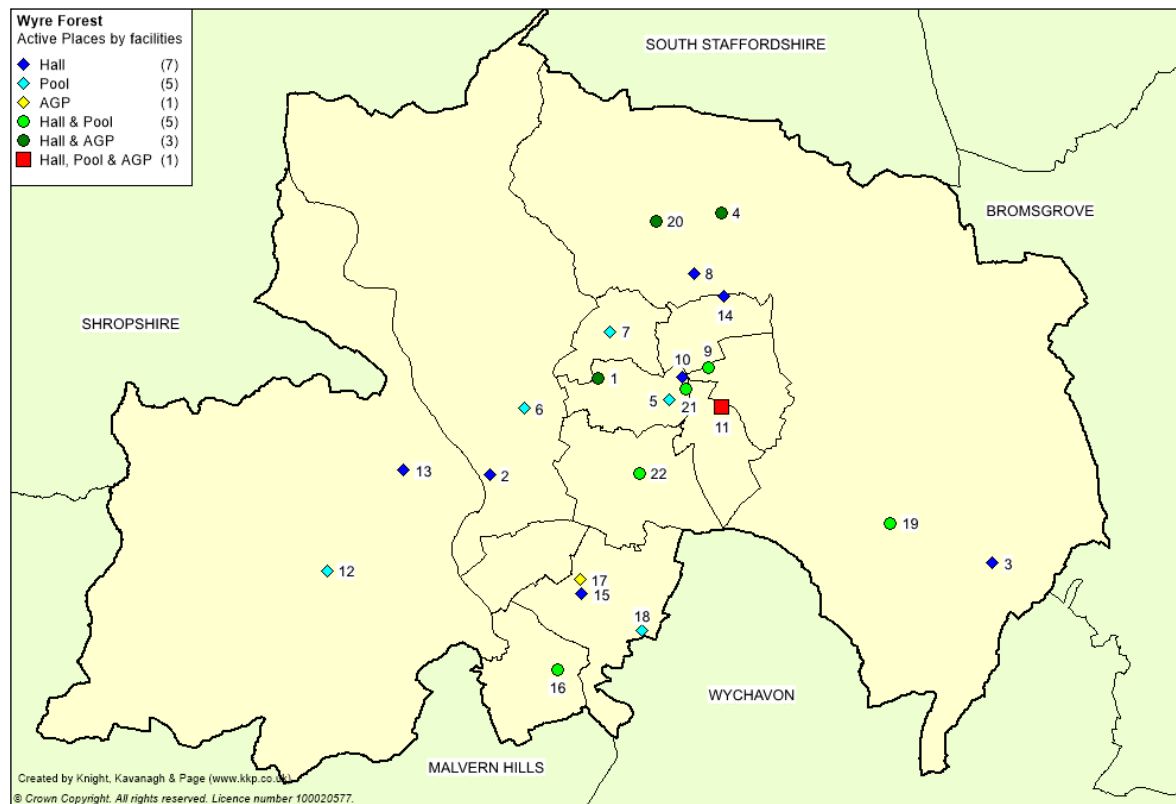
The Active Places database contains information on c.60,000 facilities; the artificial grass pitches, sports halls and swimming pools in Wyre Forest are listed and mapped below.

Table A10: Active places and facilities

Map ID	AP Ref	Site	Facilities		
1	6012293	Baxter Business and Enterprise College	Hall		AGP
2	1005246	Bewdley Leisure Centre	Hall		
3	30002445	Chaddesley Corbett Endowed Primary School	Hall		
4	1208689	Cookley Playing Fields	Hall		AGP
5	1008320	DW Sports Fitness (Kidderminster)		Pool	
6	1000168	Feel Good Health Club (Mercure Kidderminster Hotel)		Pool	
7	6013976	Franche Primary School		Pool	
8	1038628	Heathfield School	Hall		
9	1208238	Holy Trinity School	Hall	Pool	
10	1005264	Kidderminster and District Youth House	Hall		
11	1005265	King Charles I Secondary School	Hall	Pool	AGP
12	1101443	Little Lakes Golf Club		Pool	
13	6011968	St Annes C.E. Primary School	Hall		
14	6014144	St Oswalds C.E. Primary School and Nursery	Hall		
15	1103769	Stourport High School	Hall		
16	1045586	Stourport Sports Club			AGP
17	1014561	Waves Health & Leisure Club (Stourport Manor)		Pool	
18	1005284	Winterfold House School	Hall	Pool	
19	1208165	Wolverley CE Secondary School	Hall		AGP
20	30004128	Wyre Forest Leisure Centre	Hall	Pool	

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Figure A8: Active Places in Wyre Forest



Many of the artificial grass pitches (AGP), sports halls and swimming pools shown are either small and/or not available for community access.