

# UTTLESFORD DISTRICT COUNCIL SPORTS FACILITIES & RECREATION STRATEGY INDOOR NEEDS ASSESSMENT REPORT

DECEMBER 2018

QUALITY, INTEGRITY, PROFESSIONALISM

**Knight, Kavanagh & Page Ltd**  
Company No: 9145032 (England)

MANAGEMENT CONSULTANTS

Registered Office: 1 -2 Frecheville Court, off Knowsley Street, Bury BL9 0UF





# UTTLESFORD DISTRICT COUNCIL SPORTS FACILITIES & RECREATION STRATEGY – INDOOR NEEDS ASSESSMENT

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## SECTION 1: INTRODUCTION

### 1.1 Introduction

Knight, Kavanagh & Page Ltd (KKP) was appointed by Uttlesford District (UDC) to undertake a:

- ◀ Detailed sport facilities assessment of indoor and outdoor sports facilities.
- ◀ Detailed recreation assessment of recreational open space and children's play space.
- ◀ Comprehensive sport facilities and recreational strategy to inform future planning policies, priorities, infrastructure delivery and investment.

The overarching aim of the project is to provide:

- ◀ An evidence-based assessment of the existing sport and recreation facilities in Uttlesford
- ◀ An assessment of the sport and recreational needs of the future residents of Uttlesford up to 2033 and beyond in relation to the proposed Garden Communities and;
- ◀ A clear strategy for the provision of sport and recreational facilities to meet this need in the potential growth areas.

This is an assessment of current provision of indoor and built sports facilities, identifying needs (demand) and gaps (deficiencies in provision). Separate playing pitch and open space needs assessments have also been commissioned and are in the process of being developed. All needs assessment reports will be followed by individual strategies which will contribute to the project outcome of:

- ◀ Creating sustainable communities by directing sports provision to areas of planned growth and areas of deficiency.
- ◀ Securing S106 contributions.
- ◀ Protecting and enhancing existing facilities ensuring better facilities through re-development.

Thereby:

- ◀ Encouraging greater participation in sport and recreation.
- ◀ Promoting healthier communities.
- ◀ Justifying on-site provision and financial support for facilities.
- ◀ Involving the community in decisions affecting provision.
- ◀ Reinforce partnerships in delivering health outcomes.

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## 1.2 Background

Uttlesford is located in the north west corner of Essex. It borders Hertfordshire to the west and Cambridgeshire to the north. It is the largest district in Essex covering approximately 250 square miles and is mainly rural in character with two market towns (Saffron Walden and Great Dunmow) and 60 parishes. Accessible from both London and Cambridge, Uttlesford is well served by major road, rail and air links. The M11 runs through it and Stansted Airport is located within its boundary. However, its rural nature leads to accessibility issues for some without private transport, especially in outlying villages.

Figure 1.1: Uttlesford with main roads and settlements



## 1.3 Report structure

The Royal Town Planning Institute (RTPI) in a 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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In preparing this report, KKP has paid due regard to these strategic principles and it is, as a consequence, structured as follows:

- ◀ Section 2 - review of background policy documentation (national/regional/local) and a profile of the population and socio-demographic characteristics of the district.
- ◀ Section 3 - description of methodology employed to assess indoor provision.
- ◀ Section 4 - assessment of village/community halls
- ◀ Section 5 - assessment of sports hall provision.
- ◀ Section 6 - assessment of swimming pool provision.
- ◀ Section 7 - assessment of health and fitness provision.
- ◀ Section 8 - assessment of squash.
- ◀ Section 9 - assessment of indoor bowls
- ◀ Section 10 - identification of strengths, weaknesses, opportunities and threats.

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## SECTION 2: BACKGROUND

### 2.1: National context

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

Figure 2.1: ANOG model



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

### ***‘Sporting Future: A New Strategy for an Active Nation’***

This Government strategy for sport was released in December 2015. It confirms the recognition and understanding that sport makes a positive difference through broader means and it will help the sector to deliver fundamental outcomes: physical wellbeing, mental wellbeing, individual development, social and community development and economic development. It has identified the following outputs.

- ◀ Maximising international and domestic sporting success and the impact of major events.
- ◀ More people from every background regularly and meaningfully taking part in sport and physical activity, volunteering and experiencing live sport.
- ◀ A more productive, sustainable and responsible sport sector.

It further identifies the following actions will need to occur that:

- ◀ Meet the needs of the elite and professional system and deliver successful major sporting events.
- ◀ Meet the needs of the customer and enable them to engage in sport and physical activity.
- ◀ Strengthen the sport sector and make it more effective and resilient.

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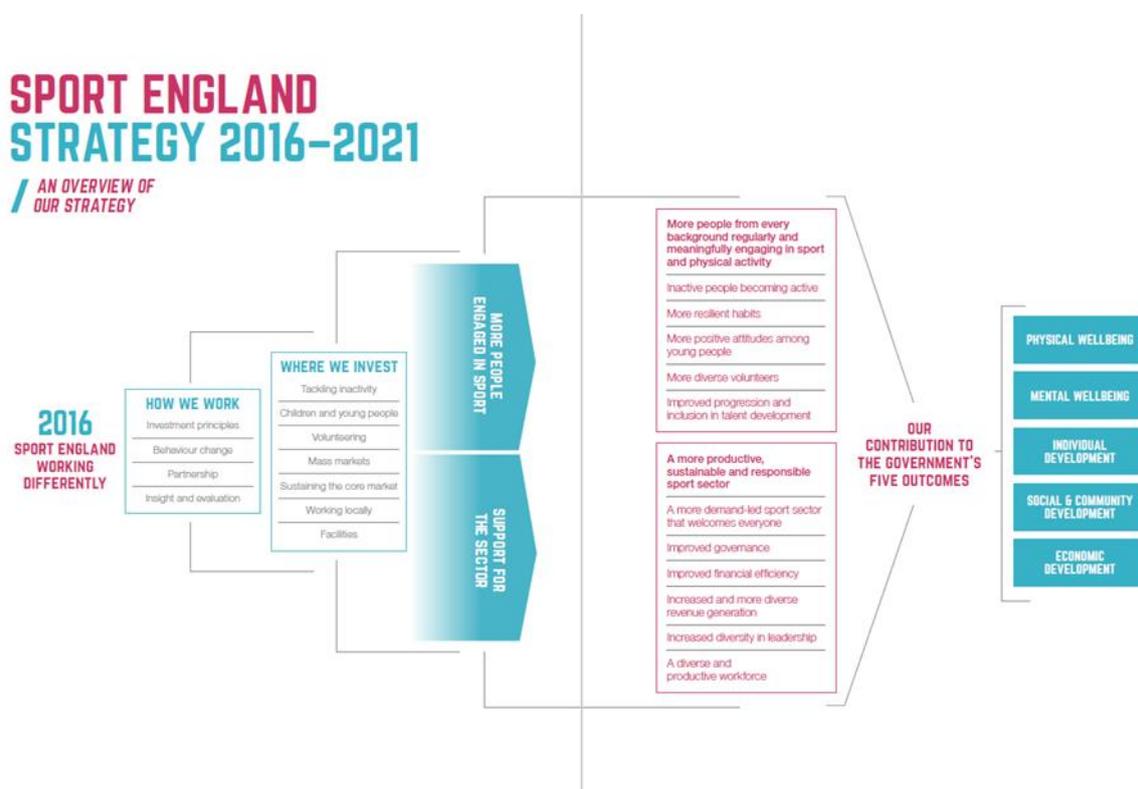
## **Sport England: Towards an Active Nation (2016-2021)**

In its strategy, Sport England has identified that it will invest in:

- ◀ Tackling inactivity.
- ◀ Children and young people.
- ◀ Volunteering – a dual benefit.
- ◀ Taking sport and activity into the mass market.
- ◀ Supporting sport's core market.
- ◀ Local delivery.
- ◀ Facilities.

These seven investment programmes are underpinned by a Workforce Strategy and Coaching Plan.

Figure 2.2: Sport England Strategy 2016-2021



Sport England is looking to invest in projects, programmes and individuals that make sure everybody can experience the many benefits of sport and activity. It has developed seven investment principles which include:

- ◀ Ensuring a clear line of sight to the objectives in Sporting Future, thereby making a wider impact on people's lives in terms of physical wellbeing, mental wellbeing, individual development, social and community development and economic development, rather than simply driving numbers.
- ◀ Prioritising demographic groups who are currently under-represented which includes women, older people, disabled people and people from lower socio-economic backgrounds.

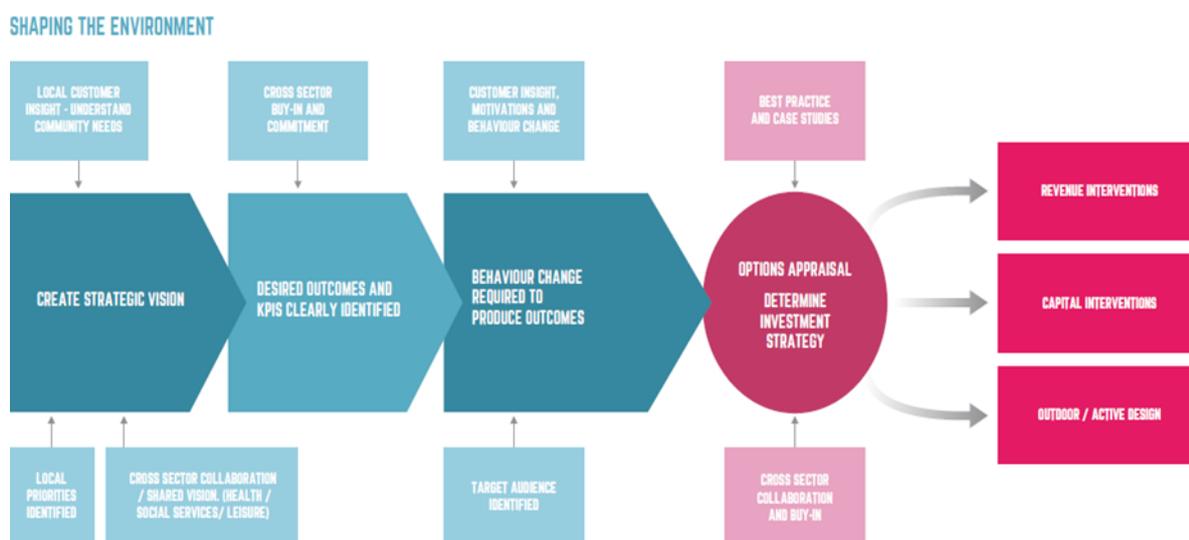
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- ◀ Using the behaviour change model to guide its decisions focusing on three main challenges: tackling inactivity, creating regular activity habits and helping those with a habit to stay that way
- ◀ Getting maximum value from all its resources which may mean contributing advice and insight or broker a collaboration rather than a cash injection.
- ◀ Expanding the supply chain, wanting to strike a balance between 'bankers' and 'innovators' to make sure it is investing in projects that deliver the outcomes while still investing in other areas that test new approaches.
- ◀ Reviewing its investment portfolio regularly, it could invest more in anything going particularly well and stop investment if a project is failing and cannot be rescue.
- ◀ Encourage increased efficiency by encouraging the sport and activity sector to diversify its funding from both private and other public sector sources.

Sport England’s Strategic Facilities Fund is not a stand-alone funding stream, it is part of a portfolio of support and tools designed to strategically support the sector (local authority provision in particular). It has been re-positioned within the new strategy to help the sector to be effective in investment decision making. Creating a focus and vision on local outcomes, informed by customer insight and delivering interventions (capital and revenue) will affect behaviour change in the target audience and ultimately outcome delivery.

The ‘Strategic Delivery Model’ (Figure 2.3) illustrates the process which Sport England would expect a local authority to follow as part of a local strategic planning process in partnership with key stakeholders and other sectors.

Figure 2.3 Sport England’s Strategic Deliver Model (vision)



## Revised National Planning Policy Framework 2018

The National Planning Policy Framework (NPPF) sets out planning policies for England. It details how these 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 notes the need to focus on economic, social, environmentally sustainable development:

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A presumption in favour of sustainable development is a key aspect for any plan-making and decision-taking. The NPPF states that local plans should meet objectively assessed need. It is clear about sport's role delivering sustainable communities and promoting health and well-being. Sport England, working within the provisions of the NPPF, wishes to see local planning policy protect, enhance and provide for sports facilities and to realise the wider benefits that participation brings. The *promoting healthy communities* theme confirms that planning policy should be based on robust, up-to-date assessment of need for open space, sport/recreation facilities and opportunities for new provision. Specific need, quantitative/qualitative deficiencies and surpluses are used to inform provision requirements.

## **Economic value of sport to the nation**

Sport, leisure, recreation and culture are important economic drivers. The annual value of health benefits from people taking part in sport is estimated at £21 billion while in November 2015, sport and sport-related activity contributed £20.3 billion to the English economy and over 450,000 FTE jobs. The estimated economic value of sport-related volunteering is £6.9 billion. Benefits include the well-being of individuals taking part, improved health/education, reduced youth crime, regeneration and community development plus individual and wider society benefit via volunteering. Consumption of sport benefits include spectator well-being/happiness and the national feel good factor derived from sporting success/ achievement.

Participation in sport contributes to reducing crime and anti-social behaviour, particularly among young people. It also has a net impact on the environment; where, for example, more people walk, and cycle, emissions and congestion can reduce. In summary, it can provide a range of economic and health benefits to Uttlesford and its population as well as helping to providing jobs and opportunities to spectate and participate in physical activity.

## **Economic value of sport**

*Table 2.1: Economic value of sport (Nov 2015) – Comparative overview*

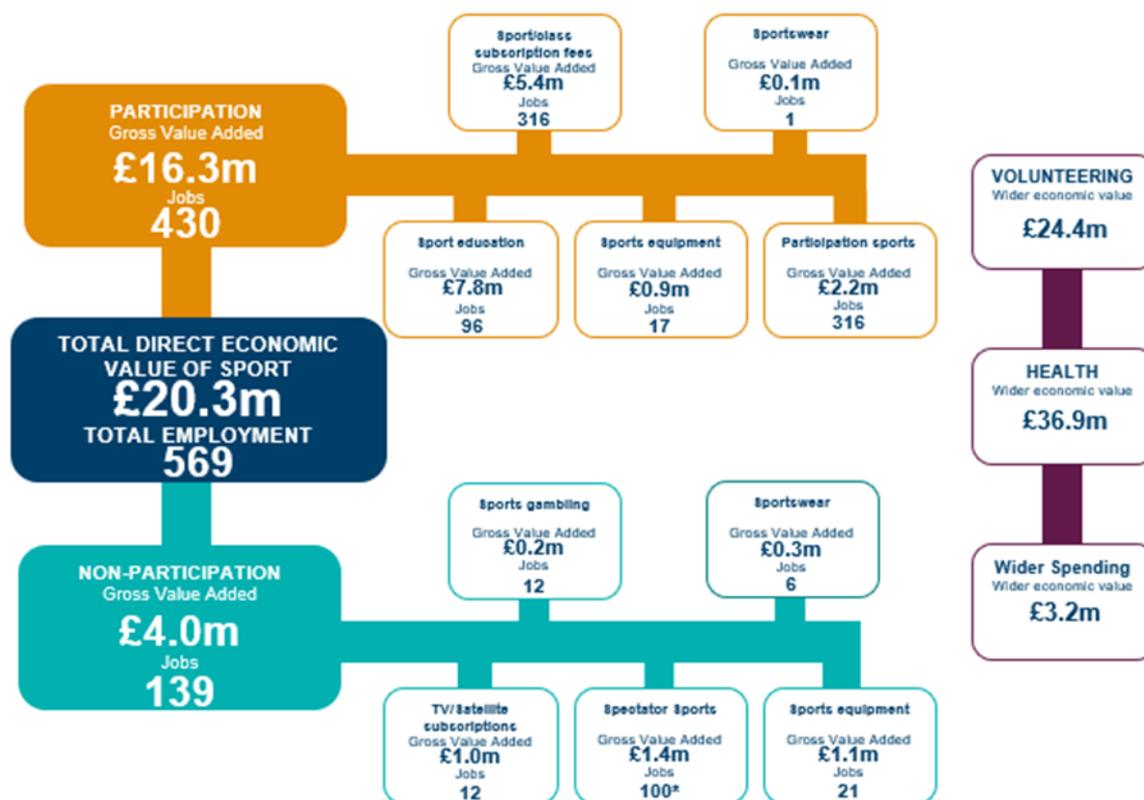
Measure	England		Uttlesford	
<b>Participation impacts</b>				
Sports & fitness memberships	£4,646.4m	22.8%	£5.4m	26.5%
Education and training	£4,630.3m	22.7%	£7.8m	38.2%
Sports equipment	£1,267.2m	6.2%	£0.9m	4.4%
Sports participation	£1,267.2m	6.2%	£2.2m	10.8%
Sportswear	£84.5m	0.4%	£0.1m	0.5%
<b>Sub-total</b>	<b>£11,895.6m</b>	<b>58.3%</b>	<b>£16.3m</b>	<b>80.4%</b>
<b>Non participation impacts</b>				
TV and satellite broadcasting*	£4,646.4m	22.8%	£1.0m	4.9%
Sports equipment	£1,584.0m	7.7%	£1.1m	5.4%
Spectator sports	£1,161.6m	5.7%	£1.4m	6.9%
Sportswear	£422.4m	2.1%	£0.3m	1.5%
Sports related gaming/betting	£690.0m	3.4%	£0.2m	0.9%
<b>Sub-total</b>	<b>£8,504.4m</b>	<b>41.7%</b>	<b>£4.0m</b>	<b>19.6%</b>
<b>Overall total</b>	<b>£20,399.9m</b>	<b>100.0%</b>	<b>£20.3m</b>	<b>100.0%</b>

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

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

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Figure 2.4: Economic impact of sport – Uttlesford (Source: Sport England 2015)



## Public Health England: Everybody Active, Everyday

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

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

## Investment in school sport

The Government 2013 Primary PE and Sport Premium fund of £150 million per annum provided two years of investment in school sport. Funds went directly to primary school head teachers for them to spend on sport. Its four objectives were to:

- ◀ Improve the quality of existing PE teaching through continuing professional learning in PE for generalists, so that all primary pupils improve their health, skills and physical literacy and have a broader exposure to a range of sports.

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- ◀ 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.

Under this phase of the programme, schools with 16 or fewer eligible pupils received £1,000 per pupil while those with 17 or more received £16,000 plus a payment of £10 per head. In 2017, the amount allocated doubled and Government ministers have confirmed that funding from a tax on sugary soft drinks will continue to be ring-fenced for school sports until 2020.

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

## **Summary of national context**

Engaging all residents in physical activity is a high priority nationally. It is acknowledged that regular sport and recreational activity plays a key role in facilitating improved health and wellbeing. It can provide a range of economic and health benefits to Uttlesford and its population as well as helping to provide jobs and opportunities to spectate and participate in. Ensuring an adequate supply of suitable facilities to meet local need is a requirement of the planning system in line with national policy recommendations.

## **2.2: Local context**

### **Uttlesford District Corporate Plan 2018-2022**

The District Council’s Corporate Plan 2018 – 2022 outlines a clear way the Council will co-operate: “*Working together for the well-being of our community and to protect and enhance the unique character of the District.*” This is being achieved by a focus on the following priorities:

*Table 2.2: UDC’s corporate priorities and actions*

<b>Aim</b>	<b>Proposed actions</b>
Promoting thriving, safe and healthy communities	<ul style="list-style-type: none"> <li>◀ Work with the Health and Wellbeing Partnership, to promote healthy lifestyles.</li> <li>◀ Work with the Community Safety Partnership, to improve community safety.</li> <li>◀ Work with partners, including the voluntary sector, to reduce social isolation.</li> <li>◀ Delivering affordable housing.</li> <li>◀ Preventing homelessness Improving private sector housing conditions.</li> <li>◀ Improving community engagement</li> <li>◀ Promoting garden communities.</li> </ul>
Protecting and enhancing heritage and character	<ul style="list-style-type: none"> <li>◀ Producing and adopting a Local Plan.</li> <li>◀ Increasing the resources in street cleaning and promoting awareness of environmental crime.</li> <li>◀ Work with others to increase access to the heritage/history of the District.</li> <li>◀ Encouraging positive planning that values heritage and promotes growth.</li> <li>◀ Opposing a 2nd runway at Stansted airport.</li> </ul>

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Aim	Proposed actions
Supporting sustainable business growth	<ul style="list-style-type: none"> <li>◀ Supporting the expansion of and promotion of key sectors.</li> <li>◀ Supporting the delivery of superfast broadband.</li> <li>◀ Promoting town centres and visitor economy.</li> <li>◀ Promoting the local and regional economic benefits of Stansted Airport.</li> <li>◀ Working with the Employment, Economy, Skills, Environment and Transport Group (EESET) and London, Stansted, Cambridge Consortium to promote economic opportunities.</li> <li>◀ Establishing local economic strategies for the proposed garden communities.</li> </ul>
Maintaining a financially sound and effective Council.	<ul style="list-style-type: none"> <li>◀ Setting a MTFS to balance prudent use of investment, reserves and capital.</li> <li>◀ Continuing to develop and invest in Chesterford Research Park and investing in other suitable opportunities as they arise.</li> <li>◀ Reviewing all services to ensure efficiency and effectiveness.</li> <li>◀ Enabling enhanced citizen access through the council's website.</li> <li>◀ Developing a new depot to co-locate three existing depots.</li> </ul>

## Uttlesford Local Strategic Partnership- Uttlesford Futures

Uttlesford Futures is the name for Uttlesford's Local Strategic Partnership (LSP). It is a collaboration of organisations including the district council, the county council, the local health service and the emergency services. The LSP bring partners together to help resolve community priorities and challenges, with a view to maximising effectiveness and sustainability.

LSPs allow public bodies to work together on projects they wouldn't be able to do on their own. One way it does that is through four themed working groups:

- ◀ Children & Families group
- ◀ Community Safety Partnership
- ◀ Employment, Economy, Skills, Environment and Transport (EESET) group
- ◀ Uttlesford Health & Wellbeing Board

These themes have been identified as being important locally. Each group works separately and has an independent chairman. They identify the things that they want to work on but these must fit into the main aims of the council. Uttlesford Futures places a great emphasis on involvement. The partnership works to improve life and services in Uttlesford for all its residents, so to do this it frequently seeks the views of people living in the district. The aims of the key groups are identified in Table 2.3.

Table 2.3: Uttlesford Futures working groups' key aims

Working group	Rationale and key aims
<b>Children and Families group</b>	<p>Having a good start in life with supportive parents and being encouraged to become involved in a wide range of activities are important to children and young people to develop aspirations and achieve their potential.</p> <p>Providing good support services to families early on will help prevent problems, stresses and challenges escalating and to facilitate agencies to work together to plan, commission and deliver services.</p> <p>Uttlesford Children &amp; Families group takes regard to the West Essex Children's Partnership Board (WECPB) three priorities linked to local needs and the overarching Essex Children, Young People and Families Plan:</p>

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	<ul style="list-style-type: none"> <li>◀ Protect children and young people from harm</li> <li>◀ Early help and starting well</li> <li>◀ Investing in young people to play an active and full role in society</li> </ul>
Community Safety Partnership	<p>Priorities for 2017-2020 include:</p> <ul style="list-style-type: none"> <li>◀ To protect vulnerable people</li> <li>◀ To reduce crime, re-offending and the fear of crime</li> <li>◀ To continue effective partnership working, to meet emerging local threats and issues</li> </ul>
Employment, Economy, Skills, Environment and Transport (EESSET) group	<p>Uttlesford is an affluent area with a highly educated population. Unemployment is currently less than 1%. The key issues for the district are</p> <ul style="list-style-type: none"> <li>◀ High levels of out-community leading to pressures on the infrastructure; some businesses expressing problems expanding within the district;</li> <li>◀ Equality and diversity issues e.g. disabled people in rural areas having difficulties accessing jobs;</li> <li>◀ Many business have difficulty recruiting people with certain skills, caused by a number of factors including the high cost of living within the district.</li> <li>◀ EESSET recognises the contribution that greater energy efficiency, use of renewable energy and recycling can make to meeting national and regional objectives relating to climate change.</li> <li>◀ Car ownership and use within the district is relatively high, the Uttlesford Futures EESSET group recognises the important role the car has in meeting transport and accessibility needs in this rural area and the challenge of promoting better use of public transport</li> </ul>
Uttlesford Health & Wellbeing Board	<p>The majority of Uttlesford residents lead healthy, active and prosperous lives, however, there are particular local issues that have been identified by the Health &amp; Wellbeing Board, which partners are working collaboratively to address:</p> <ul style="list-style-type: none"> <li>◀ Increasing levels of excess weight in children and adults</li> <li>◀ Low levels of physical activity - only 22% of adults are doing enough physical activity to benefit their health (i.e. exercising three or more times per week)</li> <li>◀ Increasing issues related to an ageing demographic, including high levels of hip fractures in the over 65s as a result of falls and increasing levels of people living with dementia.</li> <li>◀ Potential rural and social isolation, which can have an impact on people's health and wellbeing</li> <li>◀ High levels of winter deaths, associated with cold homes and fuel poverty</li> <li>◀ Uttlesford Health and Wellbeing Board provides the strategic partnership for the coordination, communication and commissioning of health improvement and wellbeing activities and services for the local population, in relation to its priorities, which are set out within the Health and Wellbeing Strategy 2017-2022.</li> <li>◀ The Board monitors the work that is being delivered via quarterly meetings, which are held at Uttlesford District Council offices.</li> </ul>

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## Uttlesford Economic Development Strategy and Action Plan 2018 – 2021

The central aim of the Council's Economic Development Strategy is to deliver its sustainable business growth priority. Where "sustainable business growth" means:

- ◀ More business start-ups
- ◀ More businesses relocating into the district
- ◀ More expansions of existing businesses
- ◀ More local jobs for local people
- ◀ Thriving town and village centres
- ◀ More people working from home- and home-based businesses.

In addition to setting out work delivered by the Economic Development Team and many other teams across the Council, this strategy focuses on:

- ◀ Supporting the expansion and promotion of key sectors in the local economy. Initially be life sciences, research and innovation; the rural economy; and the visitor economy (including town centres);
- ◀ Maximising local and regional opportunities arising from the location of London Stansted Airport;
- ◀ Establishing local economic strategies for each of the three proposed new garden communities in the district; and
- ◀ Supporting the delivery and exploitation of high levels of connectivity including superfast broadband.

There are a number of additional sectors this strategy could potentially focus on such as advanced manufacturing. To maximise the impact of the strategy requires a targeted approach and hence why initially three sectors have been chosen.

The emerging Uttlesford Local Plan will deliver significant new growth in the district with three proposed new garden communities being built over the next twenty-five to thirty years. The Local Plan provides for over 14,100 houses and 14,600 new jobs and opportunities being brought forward by 2033. This will support an economy that helps create more jobs nearer to homes and increased opportunities for local people to work locally. The new Economic Development Strategy addresses the challenges and opportunities that this development could bring to the local economy and works to maximise the benefits to both existing businesses and residents and those who will move into the new developments.

### Local Plan

The new Uttlesford Local Plan will be part of the statutory planning framework for the District to 2033 guiding decisions on all aspects of development. It will set out how and where new homes, jobs, services and infrastructure will be delivered and the type of places and environment that will be created. It contains the following:

- ◀ A district profile which gives an overview of Uttlesford's characteristics, the issues that arise from this and lead to the identification of the Vision and Objectives for the Local Plan.
- ◀ The big picture of "where" and "when" UDC wants activity, development and investment to be over the period to 2033. This includes the roles and relationships of the settlements, the distribution of development and areas that will be protected from

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development - what it means for the various areas in the District. This section also includes the policies for new Garden Communities, London Stansted Airport, the Green Belt and the Countryside Protection Zone.

- ◀ Policies which cover: Housing, Employment, Retail and Tourism, Transport, Infrastructure, Design, the Environment and the Countryside.
- ◀ Site Allocations policies which identify areas for development and include the policies which will determine how these areas should be developed.
- ◀ Delivery and Monitoring - This section sets out how further details of the Plan's implementation and how it will be monitored and reviewed to ensure its objectives are met.

### ***Essex Joint Health and Wellbeing Strategy (2018-2022)***

The key messages from emanating from the research which underpin this this report are:

- ◀ Recognising the key role of district health and wellbeing boards and strategies.
- ◀ Focusing on priorities that require partners to work in an Essex footprint.
- ◀ Explaining the relationship to Sustainability and Transformation Partnerships (STPs) and other health service plans.
- ◀ Explaining the relationship with other strategies, including the Essex Vision.
- ◀ Thinking about what “place” footprints are best suited to what outcomes.
- ◀ Saying what resources, the Joint Health and Wellbeing (JHWS) strategy can unlock and how.
- ◀ Thinking about ownership and accountability and how delivery will be monitored
- ◀ Being honest about the JHWS's role and limitations, about where it can and can't help
- ◀ Not introducing new outcomes, be a tool that helps deliver the current ones.
- ◀ Be iterative – place-based health will take time and understand the learning curve

The vision is for everybody in Essex to live well together. It wants:

- ◀ All people in Essex to live healthy, happy and full lives and to be able to fulfil their potential, including those who might be vulnerable.
- ◀ Every child to get a great start in life.
- ◀ Everybody to live in a strong, sustainable and supportive community with good opportunities for work and other meaningful activity and a healthy standard of living.
- ◀ Everybody to be able to maximise their capabilities with control over their own lives, including the ability to make healthy lifestyle choices for themselves and their families.
- ◀ To ensure that everyone has the opportunity to enjoy life long into old age.
- ◀ Everyone to have access to high quality health services delivered in the right way at the right time when they need specialist help and support.

### ***West Essex CCG JSNA Report 2015-2020***

WECCG approved its 5-year *Strategic Plan for West Essex Health and Care system 2015 – 2020* in November 2014. This plan has been developed at a time when the West Essex health and care system is facing major pressures – population growth, financial constraints and public health challenges. There is increasing demand for health and care services.

Figure 2.5 identifies the local drivers:

# UTTLESFORD DISTRICT COUNCIL: SPORTS FACILITIES & RECREATION STRATEGY – INDOOR NEEDS ASSESSMENT

Figure 2.5: Key drivers for West Essex



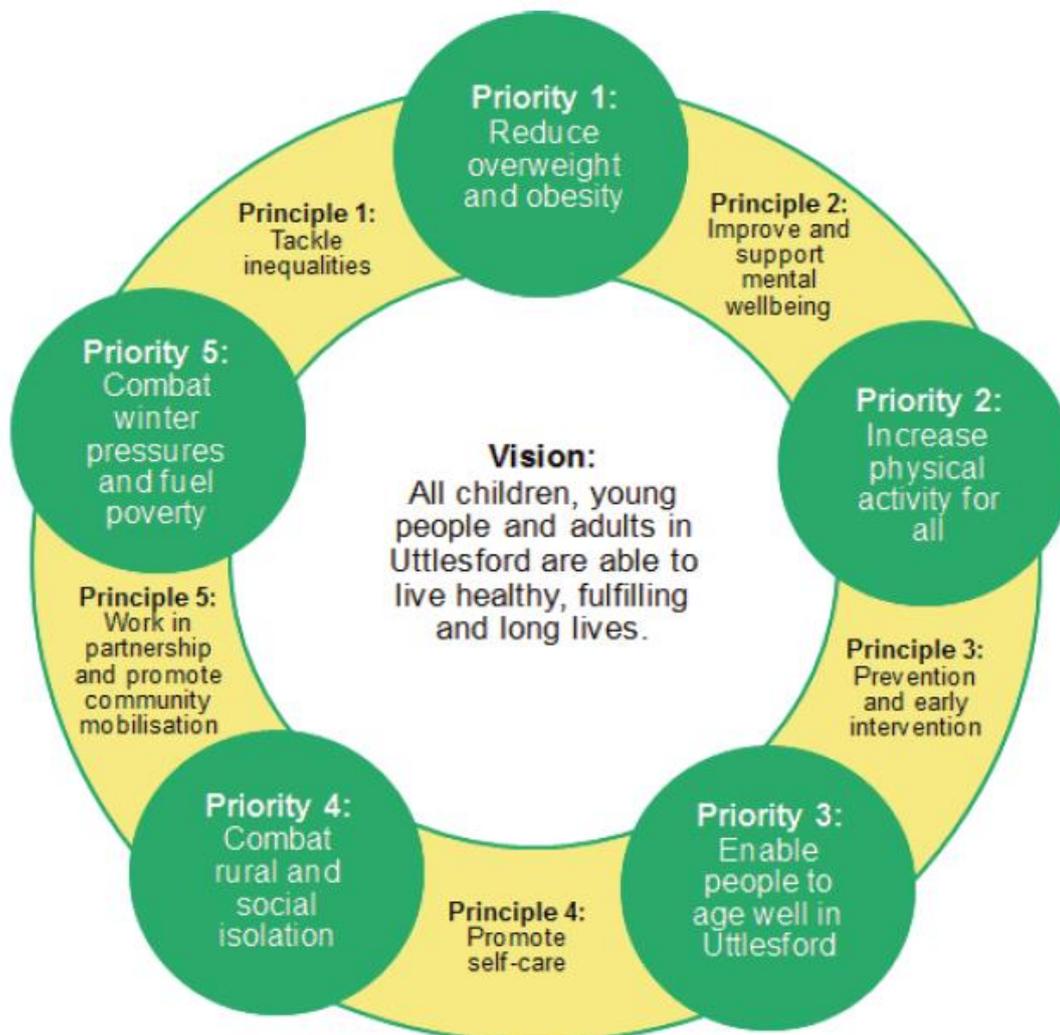
## Health and Wellbeing Strategy 2017-2022

The Uttlesford Health and Wellbeing Strategy (2017-2022) has been developed in partnership with members of the Uttlesford Health and Wellbeing Board. The Strategy presents a direction for the Council and partners to address an agreed set of five key health and wellbeing priorities, with a particular focus on preventative health. Figure 2.6 represents the key information as set out within this Strategy:

The purpose of this document is to provide a clear direction for the Uttlesford Health and Wellbeing Board and its partners to address a number of key health and wellbeing priorities for the district.

# UTTLESFORD DISTRICT COUNCIL: SPORTS FACILITIES & RECREATION STRATEGY – INDOOR NEEDS ASSESSMENT

Figure 2.6: Uttlesfords' Health and wellbeing vision and principles



## **Active Essex: Changing One Million Lives to get Essex Active 2017-2021**

The Active Essex (CSP) target is to get one million people active by the year 2021 by driving up and sustaining sports participation and physical activity. In partnership with a number of key partners and organisations, the CSP is committed to creating opportunities and resources to achieve this target which will reduce inactivity and develop positive attitudes to health and wellbeing across communities in the County. The stated intention is that the target will be met via the achievement of the four key priorities identified in Table 2.4:

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Table 2.5: Active Essex's strategic priorities

Priority	Focus
Increase and sustain participation	More people in Essex being active, taking part and living healthy and active lifestyles.
Change behaviours to improve the health and wellbeing of residents	Change behaviours to reduce inactivity and make a real impact on physical and mental health and wellbeing.
Develop individuals and organisations	Enable people and organisations to develop skills, achieve goals, ambitions, and maximise their potential.
Strengthen local communities and networks	Lead, develop and drive communities across Essex, raising the profile and impact of physical activity and sport.

Although the Strategy takes a county approach, specific priority is given to the following groups, as those most likely to be underrepresented in both sport and physical activity:

- ◀ People aged 65+.
- ◀ Unemployed people.
- ◀ Females.
- ◀ People with a life-long limiting illness or disability.
- ◀ People from lower socio-economic groups (NS-SEC 5-8) <sup>1</sup>.
- ◀ Black and ethnic minorities.

## Physical activity and Sports Strategy 2015

This was compiled by Saffron Walden Skate Group and The Hub Management Committee. Its vision is for Uttlesford to:

- ◀ Become more active and healthier by creating opportunities and overcoming barriers to taking part in physical activities.
- ◀ Look at more modern/innovative ways of increasing participation and appealing to a wider group.
- ◀ Compile a list of priorities that developers might fund as part of the Local Development Framework Plan.
- ◀ Help build a wider evidence base to secure funding

The strategy aims are to get people:

- ◀ *More Active*: by inspiring them to participate in regular physical activity and sport.
- ◀ *More Healthy*: by helping them to understand and enjoy the health benefits that can be achieved from increased and sustained activity.
- ◀ *More Successful*: by encouraging them to set their own personal participation goals, irrespective of ability, and helping them succeed in leading more active and healthy lifestyles.

## Active Uttlesford Network

The Active Uttlesford Network was initiated in 2017 with the aim of providing local groups and individuals the chance to meet and discuss opportunities to increase physical activity across the district. The group is the grassroots voice for physical activity and sport for Uttlesford District and feeds in to Uttlesford Health and Wellbeing Board. It is made up of

<sup>1</sup> NS-SEC: National Statistics Socio-economic Classifications

# UTTLESFORD DISTRICT COUNCIL: SPORTS FACILITIES & RECREATION STRATEGY – INDOOR NEEDS ASSESSMENT

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local community representatives from all walks of life, with varied interest and experience in physical and leisure activity.

## **Summary of local policy documentation**

The local policies key messages are summarised below:

- ◀ Local authorities, in general, are facing major pressures including population growth, financial constraints and public health challenges.
- ◀ UDC is prioritising, promoting and establishing the new garden communities by 2033.
- ◀ The Local Plan provides for c.4,800 new homes up to 2033 and about a further 7,500 new homes in Uttlesford beyond 2033.
- ◀ There is an understanding of the importance of prioritising health and wellbeing within the District and the need for partnership working to enhance any offer.
- ◀ Many different organisations recognise the importance that increasing physical activity can make and also understand the need to target under-represented groups.

## **2.3 Demographic profile**

The following is an overview of the demographic profile of Uttlesford using data drawn from nationally recognised sources.

**Population and distribution** -the total population of the District is 87,684 (mid-year estimate 2017) with a slightly higher percentage of females to males (51%:49% respectively). Figure 2.7, overleaf, identifies areas of higher population which include Saffron Walden in the north, Dunmow in the South East and Birchanger/Standstead in the West. The remaining areas are particularly rural in nature.

**Age distribution** - there is a lower proportion of 20-34 year olds in Uttlesford (14.3%) compared to the wider Eastern region (18.8%). There are, however, more people in the age groups from 45-59 years in Uttlesford (23.2%) compared to the wider region (20.6%).

**Ethnicity** (Data source: 2011 census of population, ONS) Uttlesford's ethnic composition does not reflect that of England as a whole. According to the 2011 Census of population, the largest proportion (96.6%) of the local population classified their ethnicity as White; this is higher than the comparative England rate of 85.4%. The next largest population group (by self-classification) is Asian, at 1.4% which is markedly lower than the national equivalent (7.8%).

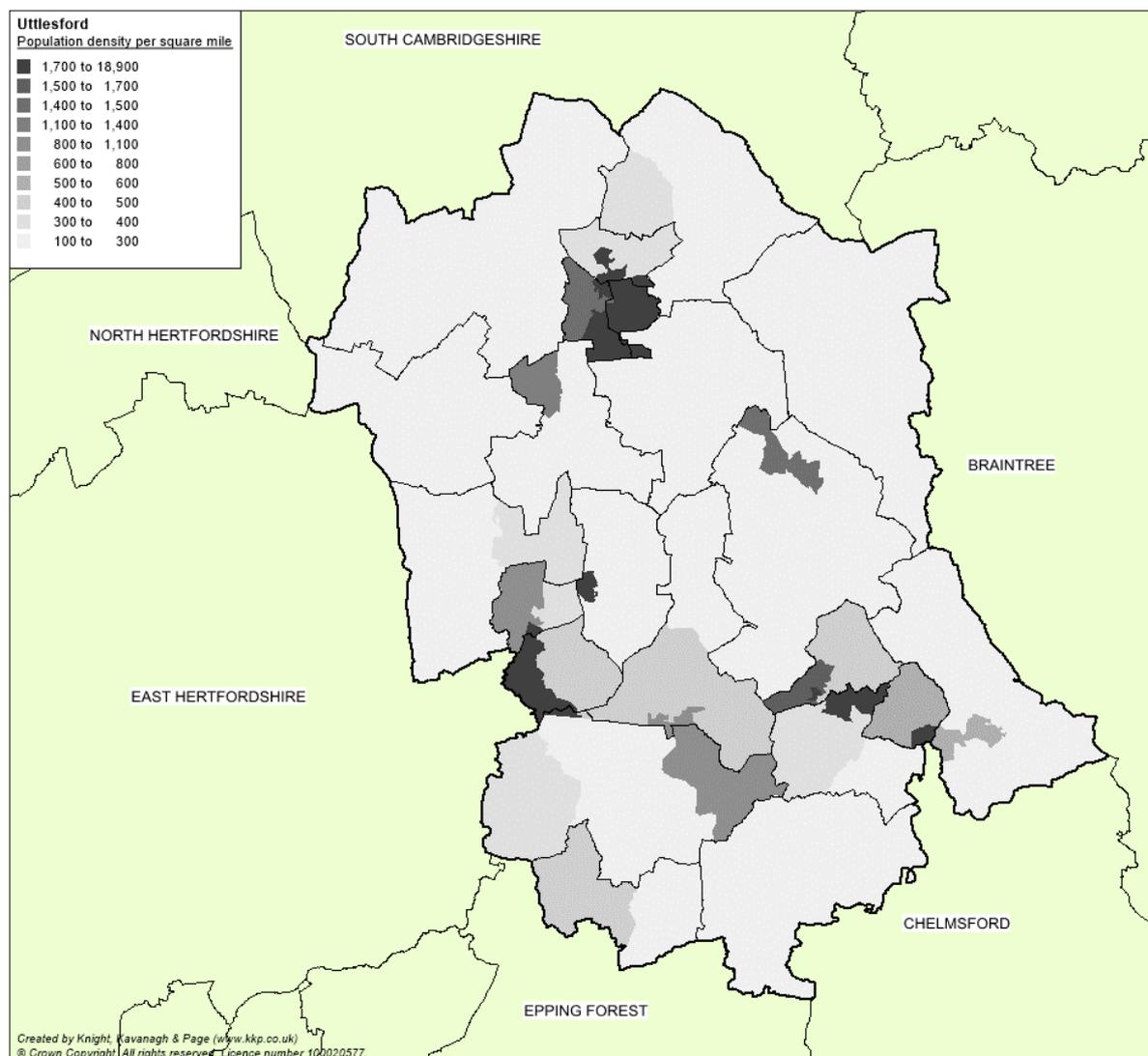
**Crime** (Data source: 2017 Recorded Crime, Home Office) - During the 12 months to March 2018 the rate for recorded crimes per 1,000 persons in Uttlesford partnership area was 63.0; this is markedly lower the equivalent rate for England and Wales as a whole which was 81.0. The crime rate has fallen for Uttlesford by around 25.0% since March 2016, in contrast the rate for England and Wales has risen by 22.7% over the same period.

**Income and benefits dependency** - The median figure for full-time earnings (2017) in Uttlesford is £32,053; the comparative rate for the East is £29,895 (-6.7%) and for Great Britain is £28,740 (-10.3%)

**Car ownership** – as identified by EESSET Car ownership and use within the district is relatively high. In Uttlesford with 10.1% of Households have no access to a car and 73.8% have one or two cars.

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Figure 2.7: Population density 2016 MYE: Uttlesford lower super output areas (Isa)



**Deprivation** (Data source: 2015 indices of deprivation, DCLG) - Relative to other parts of the country Uttlesford experiences very low levels of deprivation; none of the District's population (0%) falls within the areas covered by the country's four most deprived cohorts compared to a national average of c.40%. Conversely, 70.7% live in the three least deprived groupings in the country, this compares to a 'norm' of c.30%.

**Health data** (Data sources: ONS births and deaths, NCMP<sup>2</sup> and NOO<sup>3</sup>)

A similar pattern, to that for multiple-deprivation applies to health. Life expectancy in Uttlesford is higher than the national figure; the male rate is currently 82.5 compared to 79.6 for England, and the female equivalent is 85.2 compared to 83.2 nationally.<sup>4</sup>

<sup>2</sup> National Child Measurement Program

<sup>3</sup> National Obesity Observatory

<sup>4</sup> Office of National Statistics: Life Expectancy at Birth by local areas in the United Kingdom, 2013.

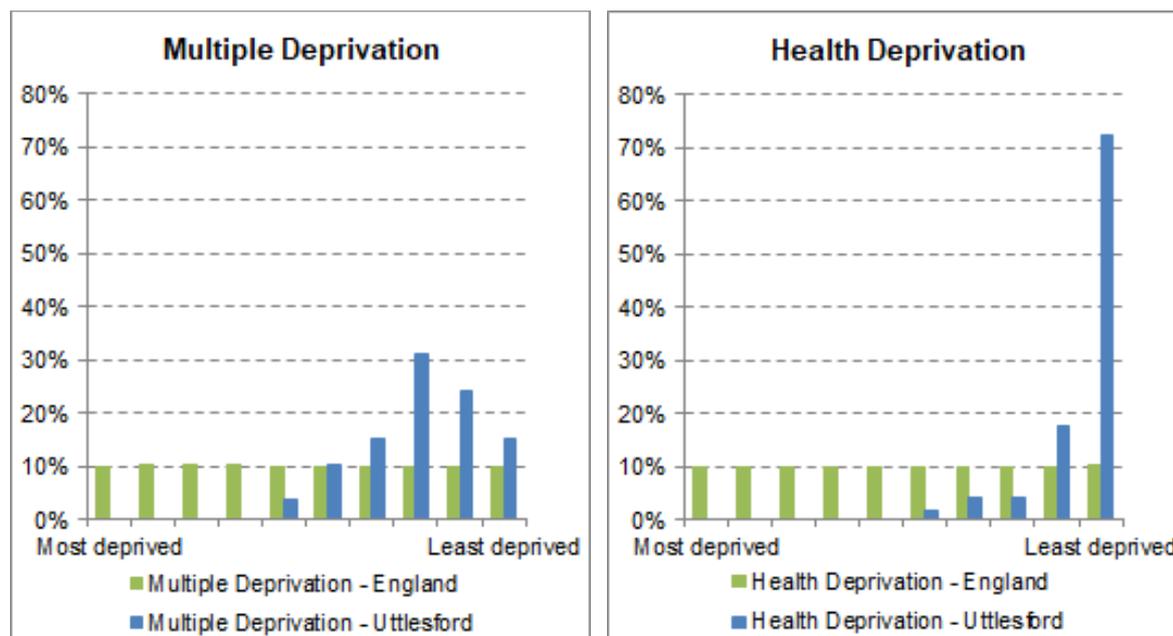
## UTTLESFORD DISTRICT COUNCIL: SPORTS FACILITIES & RECREATION STRATEGY – INDOOR NEEDS ASSESSMENT

None of Uttlesford’s population (0%) falls within areas covered by the five most deprived cohorts. Conversely, 94.1% live in the three least deprived groupings.

Table 2.6: Indices of multiple deprivation (IMD) cohorts in Uttlesford

IMD cumulative norm	Multiple deprivation			Health deprivation			
	Population in band	Percent of population		Population in band	Percent of population		
Most deprived	10.0	0	0.0%	0.0%	0	0.0%	0.0%
	20.0	0	0.0%	0.0%	0	0.0%	0.0%
	30.0	0	0.0%	0.0%	0	0.0%	0.0%
	40.0	0	0.0%	0.0%	0	0.0%	0.0%
	50.0	2,938	3.6%	3.6%	0	0.0%	0.0%
Least deprived	60.0	8,494	10.5%	14.1%	1,396	1.7%	1.7%
	70.0	12,386	15.2%	29.3%	3,373	4.2%	5.9%
	80.0	25,335	31.2%	60.5%	3,537	4.4%	10.2%
	90.0	19,620	24.1%	84.6%	14,250	17.5%	27.8%
	100.0	12,477	15.4%	100.0%	58,694	72.2%	100.0%

Figure 2.8: IMD and health domain comparisons – Uttlesford and England.



**Weight and obesity** -Obesity is widely associated with health problems such as type 2 diabetes, cardiovascular disease and cancer. Nationally, NHS costs attributable to overweight and obesity<sup>5</sup> are projected to reach £9.7 billion by 2050, with wider costs to society estimated to reach £49.9 billion per year.

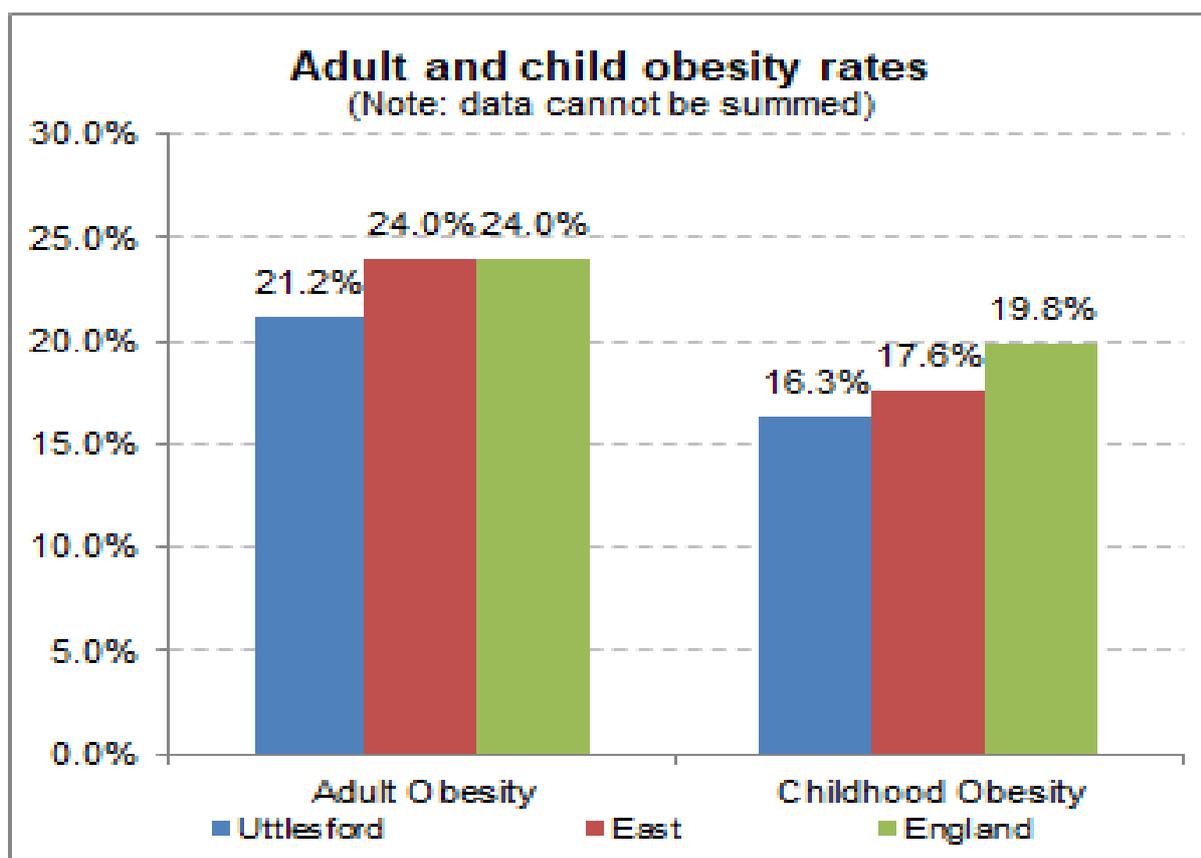
<sup>5</sup> Adult Weight Data was released in June 2015 for 2012-2014. The child data is for the period 2015-2016

## UTTLESFORD DISTRICT COUNCIL: SPORTS FACILITIES & RECREATION STRATEGY – INDOOR NEEDS ASSESSMENT

These factors combine to make the prevention of obesity a major public health challenge. Adult obesity rates in Uttlesford are below national and regional averages. Child rates for obesity are also lower than national levels.

In common with many other areas, obesity rates increase significantly between the ages of 4 and 11. Some 7.6% of children in Uttlesford are obese in their Reception Year at school and 13.1% are overweight; by Year 6 these figures rise to 16.3% obese and 12.9% overweight. In total, by Year 6, 3 in 10 (29.2%) are either overweight or obese.

Figure 2.9: Adult and child obesity rates



### Health costs of physical inactivity

The British Heart Foundation (BHF) Promotion Research Group has reviewed the costs of avoidable ill health that it considers are attributable to physical inactivity. Initially produced for the DoH report *Be Active Be Healthy* (2009) the data has subsequently been reworked for Sport England and updated in 2014/15 by Public Health England.

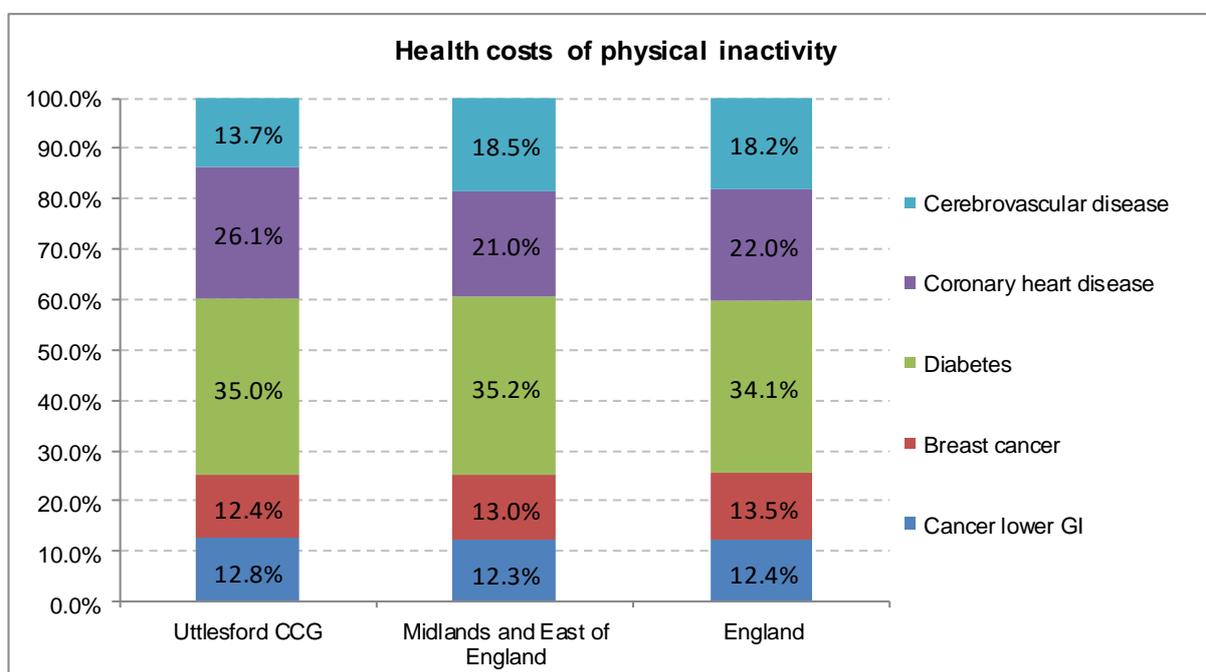
Illnesses that the BHF research relates to include cancers such as bowel cancer, breast cancer, type 2 diabetes, coronary heart disease and cerebrovascular disease e.g., stroke. The data indicates a similar breakdown between these illnesses regionally and nationally.

Uttlesford is in one Clinical Commissioning Group (CCG): NHS West Essex CCG (Epping Forest, Harlow and Uttlesford). Its population accounts for 28.4% of NHS West Essex CCG total.

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The annual cost to the NHS of physical inactivity for the CCG that Uttlesford falls within is estimated at £2,554,926. When compared to regional and national costs per 100,000, CCG costs (at £858,322.76) are 5.0% above the national average (£817,273.95) and 4.9% above the regional average (£818,184.98).

Figure 2.10: Health costs of physical inactivity



It should also be noted that in addition to the NHS costs there are also significant costs to industry in terms of days of productivity lost due to back pain etc. These have also been costed in CBI reports and are of similar magnitude to NHS costs.

### Active Lives Survey 2016/17

Sport England recently produced its Active Lives Survey November 2016/17, based on 16+ year olds taking part in walking, cycling, fitness, dance and other sporting activity. As identified in Table 2.7 a lower percentage of the Uttlesford population is inactive compared to England and the East and a higher percentage is considered to be active.

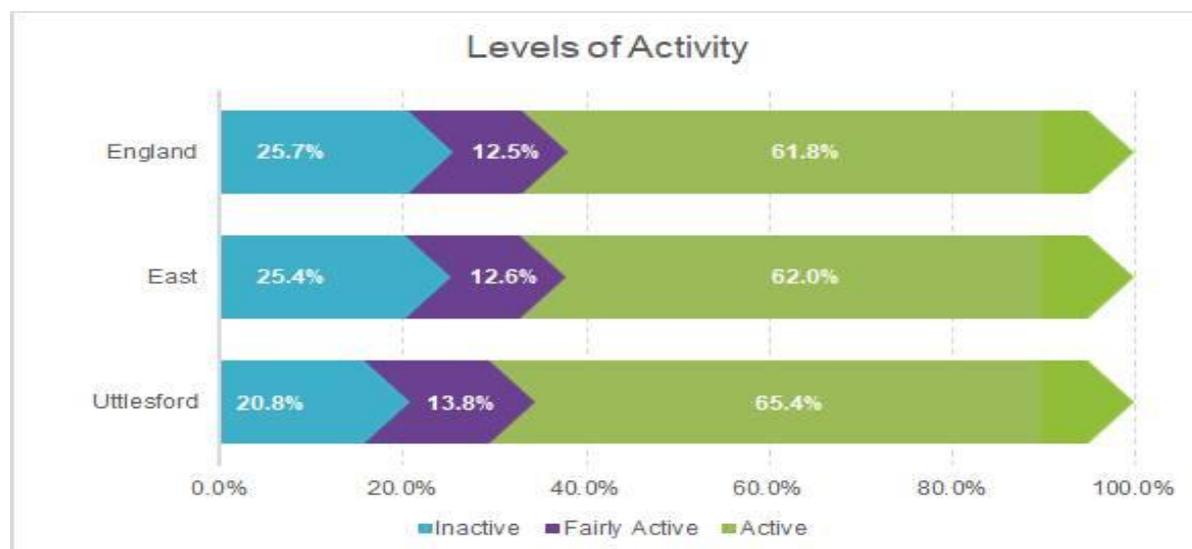
Table 2.7: Active Lives Survey results November 2016/17

	Inactive (<30 minutes per week)		Fairly Active (30-149 minutes per week)		Active (150+ minutes per week)	
	Population	%	Population	%	Population	%
<b>England</b>	11,485,300	25.7%	5,595,000	12.5%	27,658,700	61.8%
<b>East</b>	1,258,100	25.4%	624,000	12.6%	3,074,400	62.0%
<b>Uttlesford</b>	14,400	20.8%	9,500	13.8%	45,100	65.4%

Rate/population totals for sport & physical activity levels (excluding gardening) of adults (16+) in English local authority areas.

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Figure 2.11: Levels of Activity



Active Lives data also makes it possible to identify the top sport and physical activities to be identified within Uttlesford:

Table 2.8: Most popular sports in Uttlesford (Source: SE Area Profiles)

Sport	Uttlesford		East		England	
	Count	%	Count	%	Count	%
Structured Programme Classes	14,100	20.5%	891,900	18.0%	7,938,000	17.7%
Athletics	11,900	17.2%	801,100	16.2%	7,266,300	16.2%
Cycling	11,700	17.0%	951,400	19.2%	7,498,900	16.8%
Fitness	8,600	12.4%	625,100	12.6%	5,727,600	12.8%
Swimming	6,100	8.9%	506,500	10.2%	4,651,100	10.4%
Badminton	1,400	2.0%	132,000	2.7%	892,600	2.0%
Basketball	800	1.1%	34,200	0.7%	302,900	0.7%
Netball	200	0.2%	27,700	0.6%	282,800	0.6%

As with many other areas, structured programme classes, athletics (including jogging and park runs etc), cycling, going to the gym and and swimming are among the most popular activities and are known to cut across age groups and gender; in Uttlesford, over one in five (20.5%) attend structured programme classes, one sixth (17.2%) of adults consider that they do athletics and a similar amount go cycling, on average, at least once a month. Going to the gym and swimming are the next most popular activities. .

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

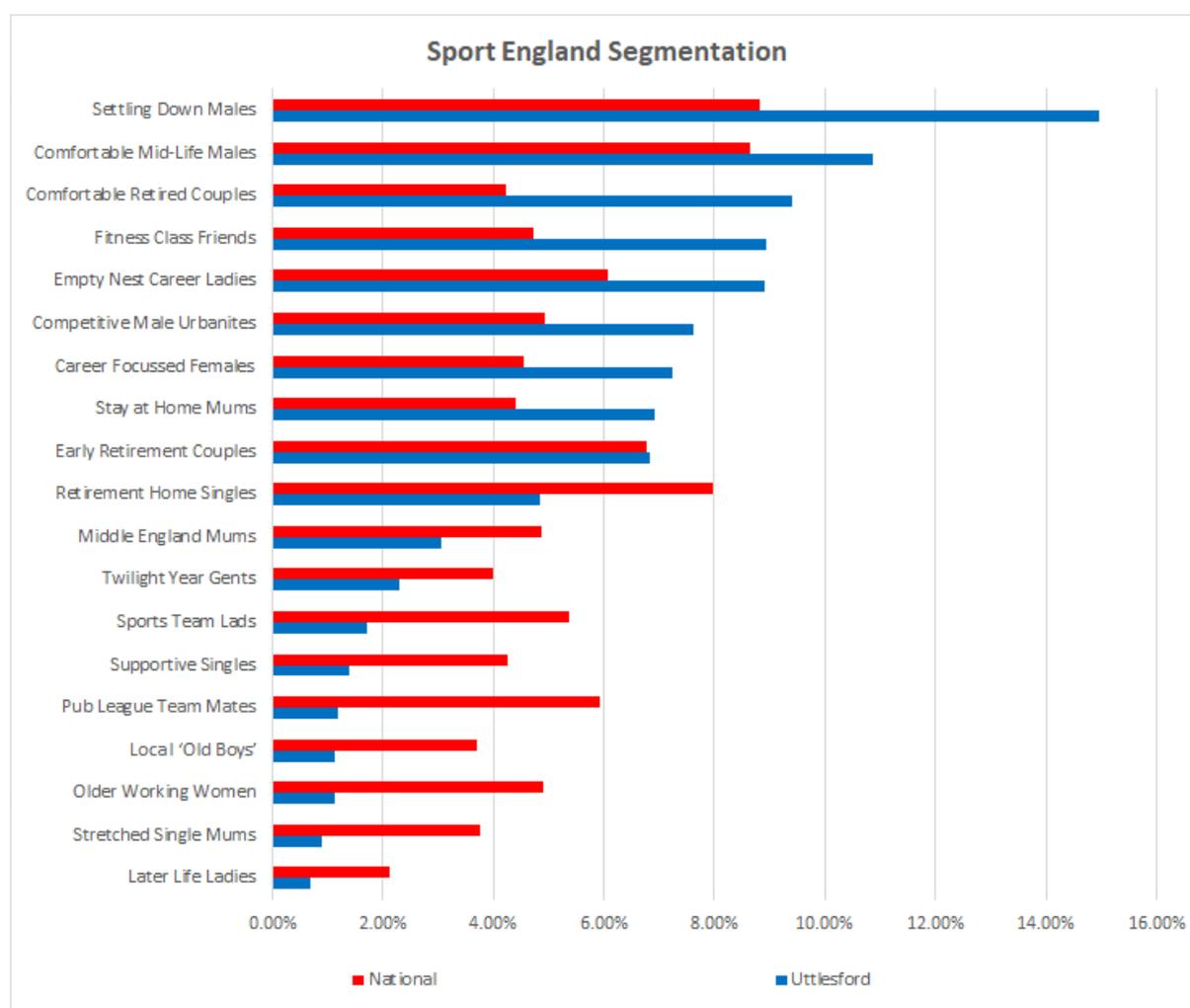
Sport England classifies the adult population via a series of 19 market segments which provide insight into individual sporting behaviours. These cover characteristics, from gender and age to sports in which people take part, other interests, newspapers read etc. Knowing which segments are most dominant in the local population is important as it can help direct provision and programming.

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Segmentation also enables partners to make tailored interventions, communicate effectively with target market(s) and better understand participation in the context of life stage and lifecycles.

The segmentation profile for Uttlesford indicates 'Settling Down Males' to be the largest segment of the adult population at 15% (8,467) compared to a national average of just under 9%. This is followed by 'Comfortable Mid-Life Males' (11%) and 'Comfortable Retired Couples' (9.4%). At the other end of the spectrum, there are fewest 'Later Life Ladies' (0.7%) (similar in percentage to the national average), 'Stretched Single Mums' (0.9%) and 'Older Working Women' (1.1%).

Figure 2.12: SE segmentation – Uttlesford compared to England



### Mosaic (Data source: 2016 Mosaic analysis, Experian)

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

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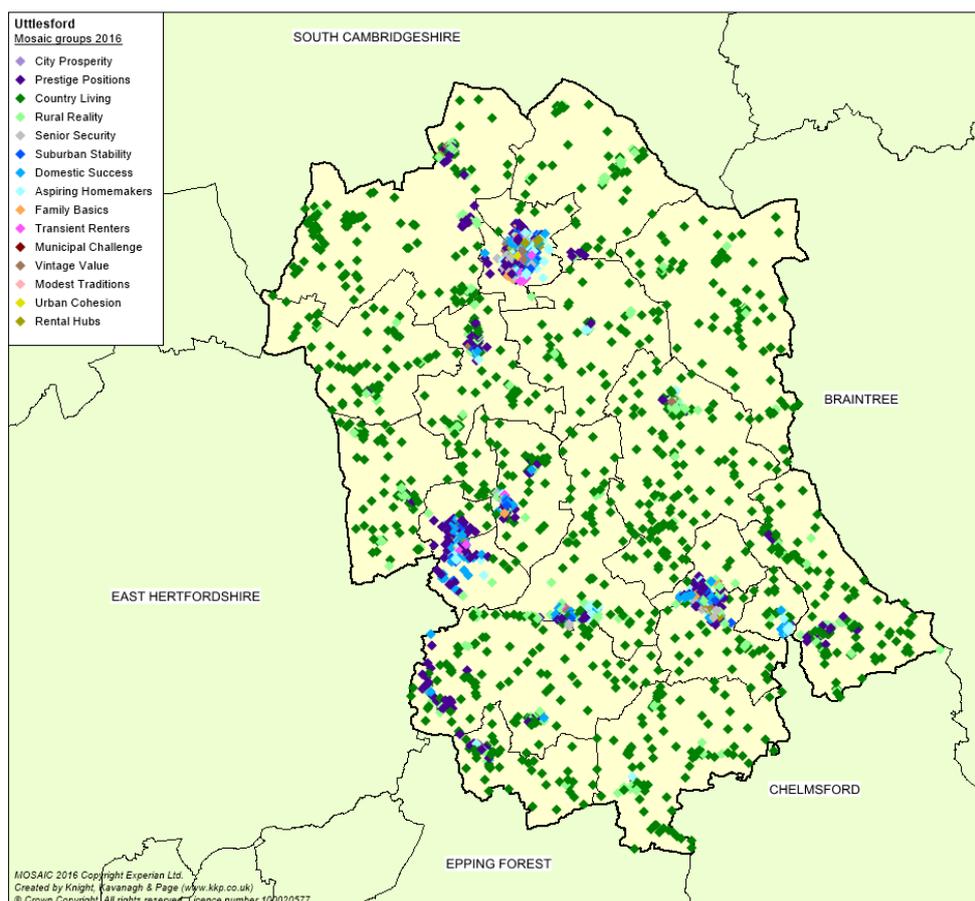
Table 2.9 shows the top five mosaic classifications in Uttlesford compared to the country as a whole. The dominance of these five segments can be seen inasmuch as they represent 80.6% of the population compared to a national equivalent rate of around a third (32.5%).

Table 2.9: Mosaic – main population segments in Uttlesford

Mosaic group description	Uttlesford		National %
	#	%	
1 - Country Living	25,947	30.8%	4.5%
2 - Domestic Success	12,427	14.8%	6.1%
3 - Rural Reality	10,919	13.0%	8.6%
4 - Prestige Positions	10,733	12.7%	8.9%
5 - Aspiring Homemakers	7,837	9.3%	4.3%

The largest segment profiled for Uttlesford is the Country Living group (at 31% of the area's adult population), this is nearly four times the national rate (8.9%). This group is defined as well-off homeowners who live in the countryside often beyond easy commuting reach of major towns/cities. Some people are landowners or farmers, others run small businesses from home, some are retired, and others commute distances to professional jobs.

Figure 2.13: Distribution of Mosaic segments in Uttlesford



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Table 2.10: Dominant Mosaic profiles in Uttlesford

<b>Country Living</b>		Well-off homeowners who live in the countryside often beyond easy commuting reach of major towns and cities. Some people are landowners or farmers, others run small businesses from home, some are retired, and others commute distances to professional jobs.
<b>Domestic Success</b>		High-earning families who live affluent lifestyles in upmarket homes situated in sought after residential neighbourhoods. Their busy lives revolve around their children and successful careers in higher managerial and professional roles.
<b>Rural Reality</b>		People who live in rural communities and generally own their relatively low-cost homes. Their moderate incomes come mostly from employment with local firms or from running their own small business.

## Population projections

### Strategic planning: Change 2016 to 2033<sup>6)</sup>

The most recent ONS projections indicate a rise of 17.7% in Uttlesford’s population (15,255) over the 17 years from 2016 to 2033. Over this extended timeframe there will be fluctuations in the number of people in the majority of age groups. Key points for Uttlesford include:

- ✦ One of the most notable points is the progressive rise in the number of 0-15 year olds; by +2,152 (+12.5%) by 2033.
- ✦ There is predicted decline in the number of 25-34 year olds of -3.5% (-297) by 2033.
- ✦ There is a continuous increase in the numbers of persons aged 65+; an increase of +23.0% (+3,831) in the first period which continues; rising by +57.0% (+9,494) between 2016 and 2033. This age group represented 19.3% of Uttlesford’s population in 2016 and is projected to be 25.8% of the total by 2033.

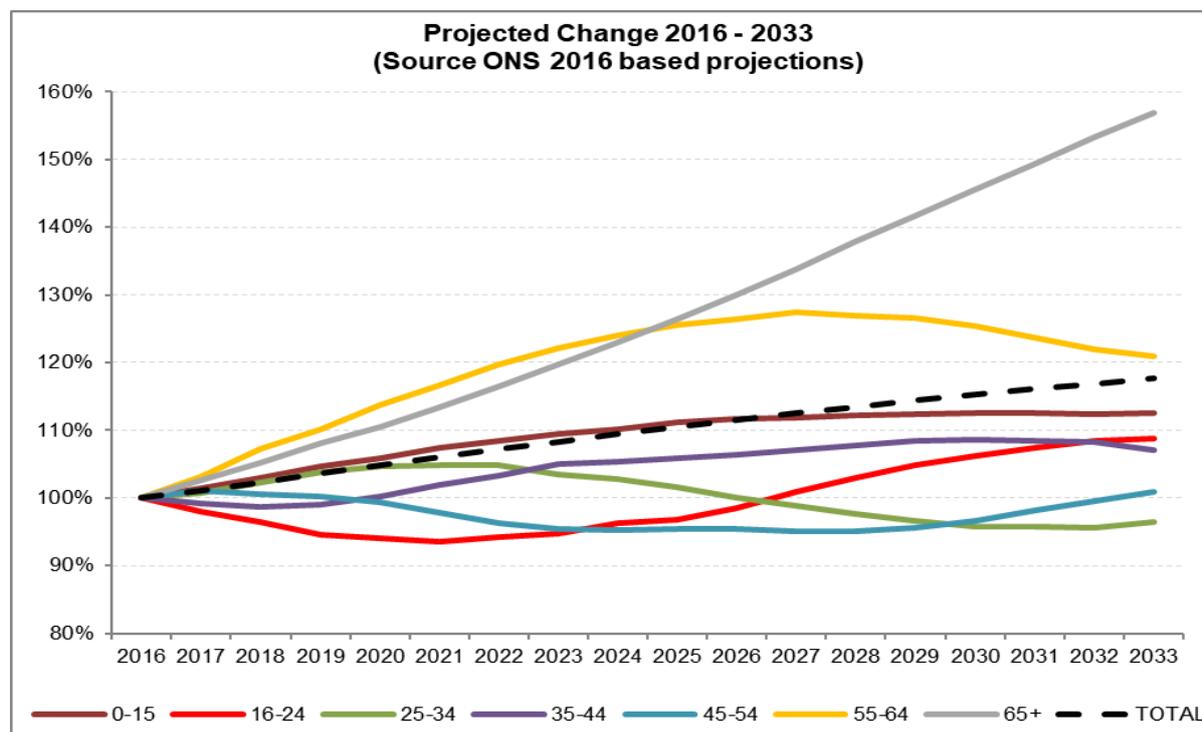
Table 2.11: Uttlesford - ONS projected population (2016 to 2033)

Age (years)	Number			Age structure %			Change 2016 – 2033		
	2016	2024	2033	2016	2024	2033	2016	2024	2033
0-15	17,226	18,970	19,378	20.0%	20.1%	19.1%	100.0%	110.1%	112.5%
16-24	7,798	7,510	8,478	9.0%	8.0%	8.3%	100.0%	96.3%	108.7%
25-34	8,471	8,711	8,174	9.8%	9.2%	8.0%	100.0%	102.8%	96.5%
35-44	11,226	11,835	12,025	13.0%	12.5%	11.8%	100.0%	105.4%	107.1%
45-54	13,928	13,272	14,062	16.1%	14.1%	13.8%	100.0%	95.3%	101.0%
55-64	10,971	13,607	13,264	12.7%	14.4%	13.1%	100.0%	124.0%	120.9%
65+	16,669	20,500	26,163	19.3%	21.7%	25.8%	100.0%	123.0%	157.0%
<b>Total</b>	<b>86,289</b>	<b>94,406</b>	<b>101,544</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>109.4%</b>	<b>117.7%</b>

<sup>6)</sup> Office for National Statistics 2016-based population projections (data released May 2018)

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Figure 2.14: Projected population change (2016 -2033)



## House building and policy

The emerging Local Plan (up to 2033) is directing future growth to the towns and three new garden communities at North Uttlesford (north east of Great Chesterford), Eastern Park (west of Great Dunmow) and West of Braintree (east of Stebbing with the majority of the site within Braintree District).

- ▶ North Uttlesford will deliver 5,000 new dwellings (1,925 by 2033).
- ▶ Easton Park will deliver 10,000 new dwellings (a minimum of 1,925 by 2033).
- ▶ West of Braintree will deliver 3,500 dwellings in Uttlesford (970 by 2033).
- ▶ Saffron Walden will deliver a minimum of 800 dwellings.
- ▶ Great Dunmow will deliver a minimum of 2,600 dwellings.

It is envisaged that all three of the emerging garden communities will have their own services, schools, medical centres and will be self-sustaining communities.

## NHS Healthy New Town Principles

NHS England established Healthy New Towns, a three-year programme, to look at how health and wellbeing can be planned and designed into new places. It brings together partners in housebuilding, local government, healthcare and local communities to demonstrate how to create places that offer people improved choices and chances for a healthier life. The programme's three priorities are:

- ▶ Planning and designing a healthy built environment.
- ▶ Creating innovative models of healthcare.
- ▶ Encouraging strong and connected communities.

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Putting Health into Place, to be published by NHS England in spring 2019, will set out national recommendations for change and provide practical tools for anyone involved in creating new places, based on the 10 principles. NHS England has been collaborating with the Ministry of Housing, Communities and Local Government (MHCLG) and cross-government partners throughout the programme and is keen to see these principles adopted by garden cities and communities.

*Table 2.15: A route to healthy places*

	<b>Principle</b>	<b>Description</b>
1	Plan ahead collectively	Creating healthier places depends on support and involvement from local, professional and resident communities.
2	Plan integrated health services to meet local needs	Developing services that are fit for the future relies on partners agreeing a shared vision for health provision, with local people and clinicians involved throughout. New thinking is required
3	Connect, involve and empower people/communities	Creating strong communities, by promoting cohesion and inclusion, helps people form these highly beneficial relationships.
4	Create compact neighbourhoods	An important way to support health through the built environment is in the creation of compact, walkable neighbourhoods. Well-connected, mixed use places with pedestrian and cycle-friendly streets enable people of all ages, abilities and financial means to reach jobs, services, shops and schools easily.
5	Maximise active travel	Regular physical activity is essential for good physical and mental health. And when physical activity is incorporated into our daily routines, the likelihood of that activity being sustained is significantly increased. Well planned neighbourhoods will make walking, cycling and affordable public transport the first choice for getting around for everyone, including people with impaired mobility.
6	Inspire and enable healthy eating	Enabling people to eat a balanced and healthier diet, and making it easy and affordable to do so, are key to tackling health inequalities and improving environmental sustainability.
7	Foster health in homes and buildings	In homes, sufficient space, daylight levels, ventilation, outlook and privacy are essential for good health. In workplaces, schools and other institutions, there are many opportunities to support health through building design and management, and through the activities of the organisations that occupy them.
8	Enable healthy play and leisure	Leisure time and activity are vital to good health and wellbeing. Healthy placemaking must create opportunities for people of all ages and abilities to come together, be active and enjoy leisure time collectively.
9	Provide health services that help people stay well	New approaches to healthcare are placing greater emphasis on helping people to stay well and prevent avoidable illness. Creating new neighbourhoods provides opportunities to strengthen primary care and other out-of-hospital services.
10	Create integrated health centres	Providing a range of health services on a single site can make it quicker and more convenient for people to get support, advice, diagnosis and treatment. Integrated health centres enable health staff to work in a more joined up way, making connections between GP, acute physical healthcare and mental health services, for example

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## *Summary*

- ◀ Relative to other parts of the country Uttlesford experiences very low levels of deprivation.
- ◀ In keeping with patterns seen alongside lower levels of health deprivation, life expectancy in Uttlesford is higher than the national figure; adult obesity rates are below the national and regional averages. Rates for child obesity are also lower.
- ◀ Cycling and swimming are among the most popular sport/physical activities – these are significant to people across age groups and gender - in Uttlesford.
- ◀ The most recent ONS projections indicate a rise of 17.7% in Uttlesford's population (15,255) over the 17 years from 2016 to 2033.
- ◀ There will be a continuous increase in the number of persons aged 65+ by a further +57.0% (+9,494) between 2016 and 2033.
- ◀ This will place pressure on differing types of sporting, educational and cultural provision (facility and services) by age, gender and sub-groups of the cohort.
- ◀ The key focus moving forward will be the development and potential impact of the three new garden communities, especially if combined with NHS Health New Town principles.

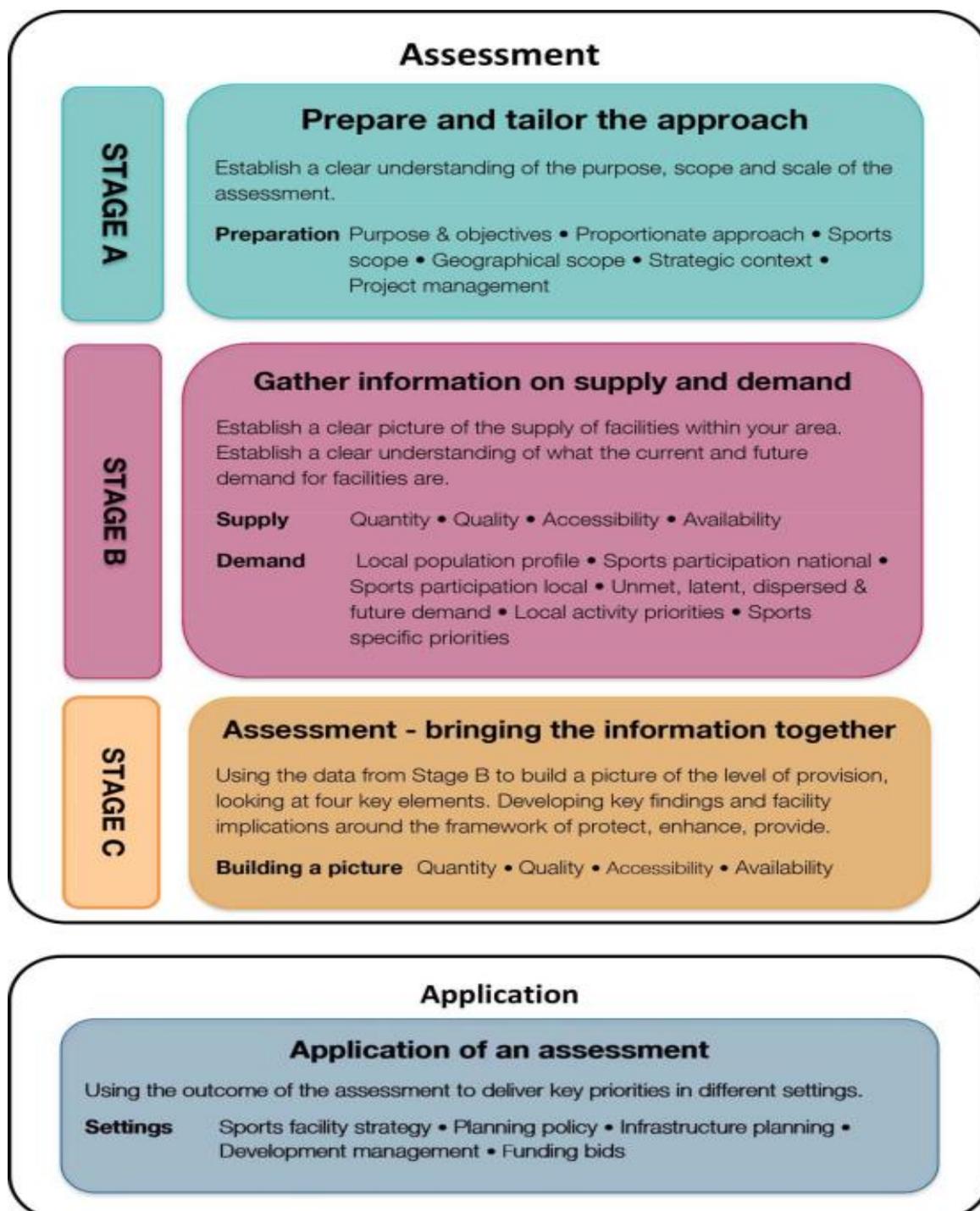
# UTTLESFORD DISTRICT COUNCIL: SPORTS FACILITIES & RECREATION STRATEGY – INDOOR NEEDS ASSESSMENT

## SECTION 3: INDOOR SPORTS FACILITIES ASSESSMENT APPROACH

### 3.1: Methodology

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

Figure 3.1: Recommended approach



# UTTLESFORD DISTRICT COUNCIL: SPORTS FACILITIES & RECREATION STRATEGY – INDOOR NEEDS ASSESSMENT

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

*'Access to high quality open spaces and opportunities for sport and recreation can make an important contribution to the health and well-being of communities. Planning policies should be based on robust and up-to-date assessments of the needs for open space, sports and recreation facilities and opportunities for new provision.'*

Information gained from the assessments should be used to determine what open space, sport and recreational provision is needed, which plans should then seek to accommodate.' (NPPF, Paragraph 96).

Assessment of provision encompasses analysis of the quality, quantity, accessibility and availability of identified facility types (e.g. sports halls and swimming pools). Each is considered on a 'like for like' basis with others in its facility type, to enable assessment of adequacy. Demand background, data and consultation varies dependent upon the level of consultation garnered. In some instances, national data is available whilst in others, it has been possible to drill down and secure detailed local information.

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.

## 3.2: Site visits

Active Places Power is used to provide baseline data to identify facilities in the study area. Where possible, assessments were undertaken in the presence of facility staff. This added considerable value as it enabled access to be gained to all areas of venues and allowed more detailed *in-situ* discussion of issues such as customer perspectives, quality, maintenance etc. This is essential to ensure that the audit (which is a 'snapshot' visit) gathers accurate insight into the general user experience.

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

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

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

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Table 3.1: Quality ratings of indoor sports facilities using ANOG

Quality rating	Description
<b>Good</b>	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.
<b>Above average</b>	Facility is in reasonable condition and is well maintained and presented. May be older but it is fit for purpose and safe. Fixtures, fittings, equipment and sports surfaces are in an acceptable condition but may show some signs of wear and tear. Ancillary facilities are good quality, but potentially showing signs of age and some wear and tear.
<b>Below average</b>	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.
<b>Poor</b>	The facility is old and outdated. Fixtures, fittings, equipment and sports surfaces are aged, worn and/or damaged. The facility is barely usable and at times may have to be taken out of commission. The facility is unattractive to customers and does not meet basic expectations. Ancillary facilities are low quality and unattractive to use.

Ratings are based on non-technical visual assessments. These consider facility age and condition. Line markings and safety equipment are rated, problem areas such as mould, damage, leaks etc. are also 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 considered. 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 3-court or larger sports halls.

## Catchment areas

Catchment areas for different types of provision are a tool for identifying areas currently not served by existing indoor sports facilities. It is recognised that they can vary from person to person, day to day, hour to hour. This problem is overcome by accepting the concept of 'effective catchment', defined as the distance travelled by around 75-80% of users (used in the Sport England Facilities Planning Model - FPM). This, coupled with KKP and generic experience of working with leisure facilities and use of local data and analysis where possible, enables identification of catchment areas for sports halls as follows:

Table 3.2: Facility catchment areas

Facility type	Identified catchment area by urban/rural
Sport halls	20 minutes' walk/ 20 minutes' drive
Swimming pools	20 minutes' walk/ 20 minutes' drive
Indoor bowls centre	30 minutes' drive

### 3.3: Facilities Planning Model (FPM) overview

The FPM is a computerised model which helps assess the strategic provision of community sports facilities. It has been developed as a means of:

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

In its simplest form FPM seeks to assess whether the capacity of existing facilities is capable of meeting local demand considering how far people are prepared to travel to a facility (using the integrated transport network).

To estimate the level of sports facility provision in an area, it compares the number of facilities (supply) with the demand for that facility (demand) that the local population will generate. The model is prescriptive and not predictive in that it does not provide precise estimates of the use of proposed facilities. It prescribes an appropriate level of provision for any defined area in relation to demand and which reflects national expectations and policies.

The FPM is used to test scenarios by predicting the impact of creating a new facility or closing an existing venue, on the overall level of facility provision. It can also take account of, and model, the impact of changes in population, for example, from major housing development.

For this assessment, we have used FPM data from the National Run Report June 2018 for Uttlesford. It is based on 2017 ONS projected changes in the population of the authority for both swimming pools and sports halls. Findings are compared directly with the audit and assessment carried out by KKP.

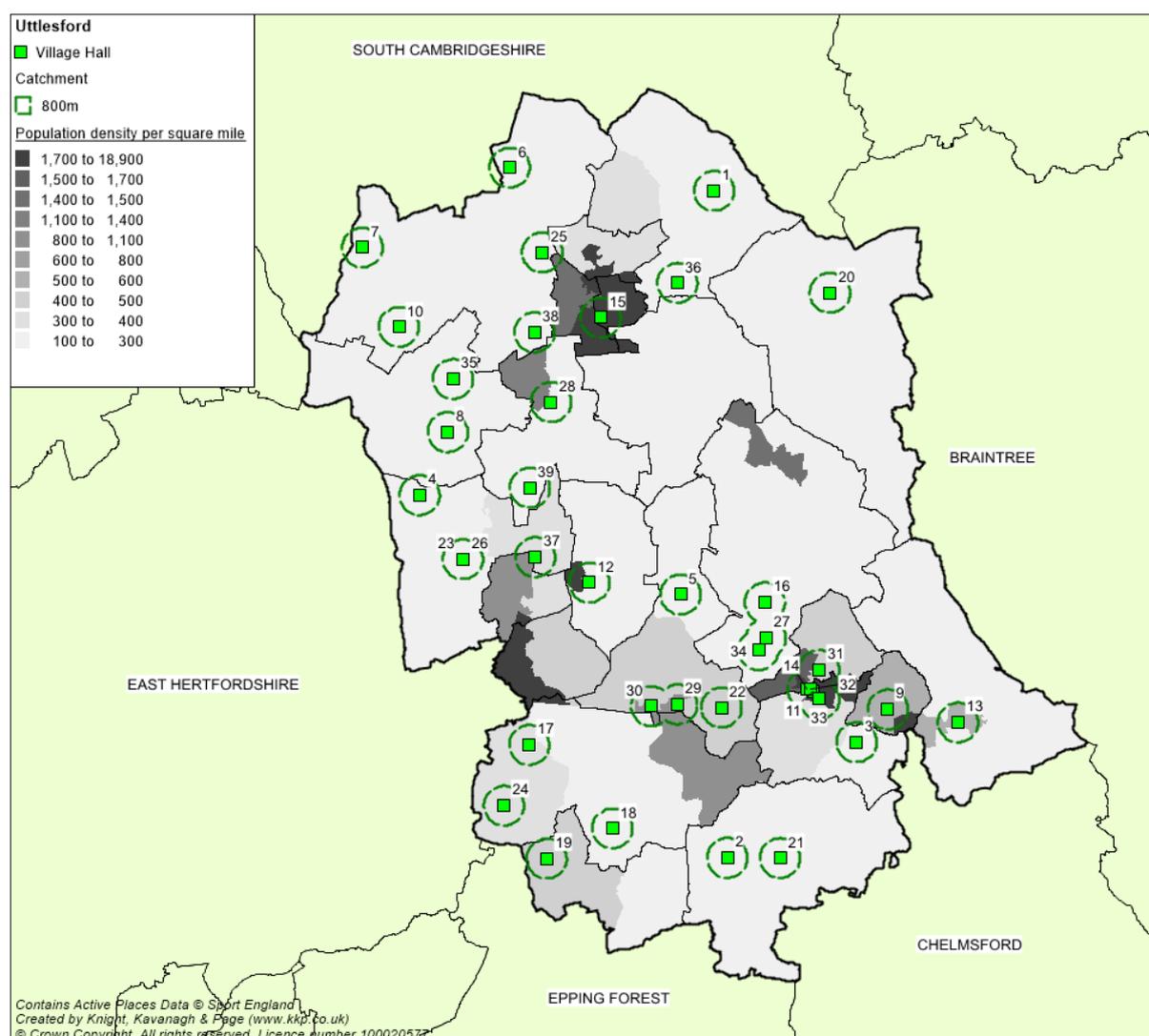
# UTTLESFORD DISTRICT COUNCIL: SPORTS FACILITIES & RECREATION STRATEGY – INDOOR NEEDS ASSESSMENT

## SECTION 4: COMMUNITY CENTRES / VILLAGE HALLS

Village halls and community centres are important local facilities which can provide access to physical activity and sporting opportunity to people who may not be able to (for a variety of reasons) access leisure centres (due to perceived or actual barriers). They are usually multi-functional, providing places for meetings, socialising and for sports and recreation clubs and activities. It is recognised that there are additional facilities, such as church halls or meeting rooms, which are also important to the local community (these are not shown below). Figure 4.1 indicates the spread of community centres across Uttlesford.

### 4.1: Supply

Figure 4.1: Location of village halls/community centres with 800m radial catchment



Approximately 15,738 people (18% of Uttlesford's population based upon MYE 2016 population figures) out of a total of 86,188 lives within 800 metres of a village hall/community centre. The majority service villages in the rural areas of the District.

## UTTLESFORD DISTRICT COUNCIL: SPORTS FACILITIES & RECREATION STRATEGY – INDOOR NEEDS ASSESSMENT

Figure 4.1: Location of village halls/community centres with 800m radial catchment

Map ID	Site name	Map ID	Site name
1	Ashdon Village Hall	21	High Easter Village Hall
2	Aythorpe Roding Village Hall	22	Little Canfield Village Hall
3	Barnston Village Hall	23	Little Hadham Village Hall
4	Berden Village Hall	24	Little Hallingbury Village Hall
5	Broxted Village Hall	25	Littlebury Village Hall
6	Chesterfords Community Centre	26	Manuden Village Community Centre
7	Chrishall Village Hall	27	Memorial Hall, Little Easton
8	Clavering Village Hall	28	Newport Village Hall
9	Community Meeting Room	29	Priors Green Community Hall, Takeley
10	Duddenhoe End Village Hall	30	Silver Jubilee Hall, Taxley
11	Rowena Davey Centre, Great Dunmow	31	St. Mary's Room, Great Dunmow
12	Elsenham Village Hall	32	Talberd Room, Great Dunmow
13	Felsted Memorial Hall	33	The Arts Centre, Great Dunmow
14	Foakes Hall, Great Dunmow	34	The Barn Theatre & Turkey Barn, Little Easton
15	Golden Acre Community Centre, Saffron Walden	35	The Village Hall Arkesden Essex
16	Great Easton Village Hall	36	Sewards End Village Hall
17	Great Hallingbury Village Hall	37	Ugley Village Hall
18	Hatfield Broad Oak Village Hall	38	Wendens Ambo Village Hall
19	Hatfield Heath Village Hall & Institute	39	Quendon & Rickling Village Hall
20	Hempstead Village Hall		

### Availability

Although all village halls rely on volunteers to operate, many offer facilities to the local community at the times needed i.e. morning, afternoon and evening. Activities tend to reflect the needs of the local community with the different types including:

Figure 4.2: Types of activities found in Uttlesford's village halls/community centres

Dance	Fitness	Physical activity	Sport
Ballet	Zumba	Aerobics (legs bums & tums)	Table tennis
Ballroom tap	Pilates	Seated exercise	Badminton
Modern (solo, salsa)	Boot camp	Tai chi	Martial arts (karate, kick boxing, Ninjitsu)
Contemporary	Insanity		Short tennis
Folk	Circuit training		Kurling
Line	Boxercise		Short mat bowls
Historical dance	Aerobics		Carpet bowls
Tea dance	Yoga		
Laido	Jazzercise		
Capoeria	Bounce		
Hartbeeps			
Tomboogie			

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## 4.2: Demand

Research undertaken for the audit suggests that demand for village hall/community centre space is high, highlighting the importance of these sites in ensuring a good range of local sport, physical activity, arts and cultural activities for local residents. Desk research indicates that many community centres have spare capacity.

These sites can (and could) play an important role in ensuring older people or people living in more rural areas have access to facilities and can also contribute to getting the inactive active or retaining those already involved. Further analysis is required to understand whether, and the extent to which, activities in these facilities can meet the needs of the local population.

## 4.3: Summary of village halls and community centres key facts and issues

Facility type	Village halls/community centres	
Elements	Assessment findings	Specific facility needs
<b>Quantity</b>	<ul style="list-style-type: none"> <li>◀ The audit identified 39 village / community centres in Uttlesford.</li> <li>◀ These halls serve many of the more rural parts of the District</li> </ul>	No specific deficiencies or surpluses identified.
<b>Quality</b>		Quality was not assessed.
<b>Accessibility</b>	<ul style="list-style-type: none"> <li>◀ 18% (15,738) of the population lives within an 800-metre catchment of a site.</li> </ul>	
<b>Availability</b> (Management & usage)	<ul style="list-style-type: none"> <li>◀ Management varies between village hall committees, local organisations and individuals. All management relies to a greater or lesser extent on volunteer goodwill.</li> <li>◀ Desk research indicates that a wide variety of activity is on offer. This varies considerably between halls and is broadly reflective of interpreted local need.</li> </ul>	
<b>Summary</b>	The opportunity to increase physical activity opportunity provided in such village halls and community venues should be a key strategy feature moving forward.	

# UTTLESFORD DISTRICT COUNCIL: SPORTS FACILITIES & RECREATION STRATEGY – INDOOR NEEDS ASSESSMENT

## SECTION 5: SPORTS HALLS

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

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

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

### 5.1: Supply

#### Quantity

Sport England's Active Places identifies 16 different sports halls (irrespective of the number of courts) on 12 different sites. Consequently, a number of sites have more than one hall located on a specific site, so are identified more than once in Table 5.1.

*Table 5.1: All identified sports halls in Uttlesford (Active Places data)*

Map ID	Site name	Courts
7	Carver Barracks	3
11	Saffron Walden County High Sports Centre	4
11	Saffron Walden County High Sports Centre	0
12	Dame Bradbury School	3
20	Felsted Primary School	1
21	Felsted School	3
21	Felsted School	4
24	Flitch Green Community Centre	2
29	Great Dunmow Leisure Centre	4
35	Helena Romanes School & Sixth Form	4
35	Helena Romanes School & Sixth Form	1
43	Joyce Frankland Academy	4
43	Joyce Frankland Academy	1
56	Lord Butler Fitness & Leisure Centre	4
57	Manuden Village Hall & Sports Trust	1
58	Mountfitchet Romeera Leisure Centre	4
	<b>Total</b>	<b>43</b>

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In September 2017 the Walden School, Saffron Walden closed. It has a range of facilities including a 4 badminton courts sports hall (690m<sup>2</sup>) and an activity hall (18m x 10m). Prior to closure the facility had served the needs of the school and offered some sports club and community use at evenings and weekends. The main hall was refurbished in 2000. The facilities are also serviced by changing and parking facilities.

Figure 5.1 shows the location of all the sports halls listed above. The majority are located in the more densely populated areas of Uttlesford. The one sports hall which has no marked courts (ID: 11) is at Saffron Walden County High Sports Centre. In that location there is also a 4-court sports hall.

Figure 5.1: All sports halls in Uttlesford

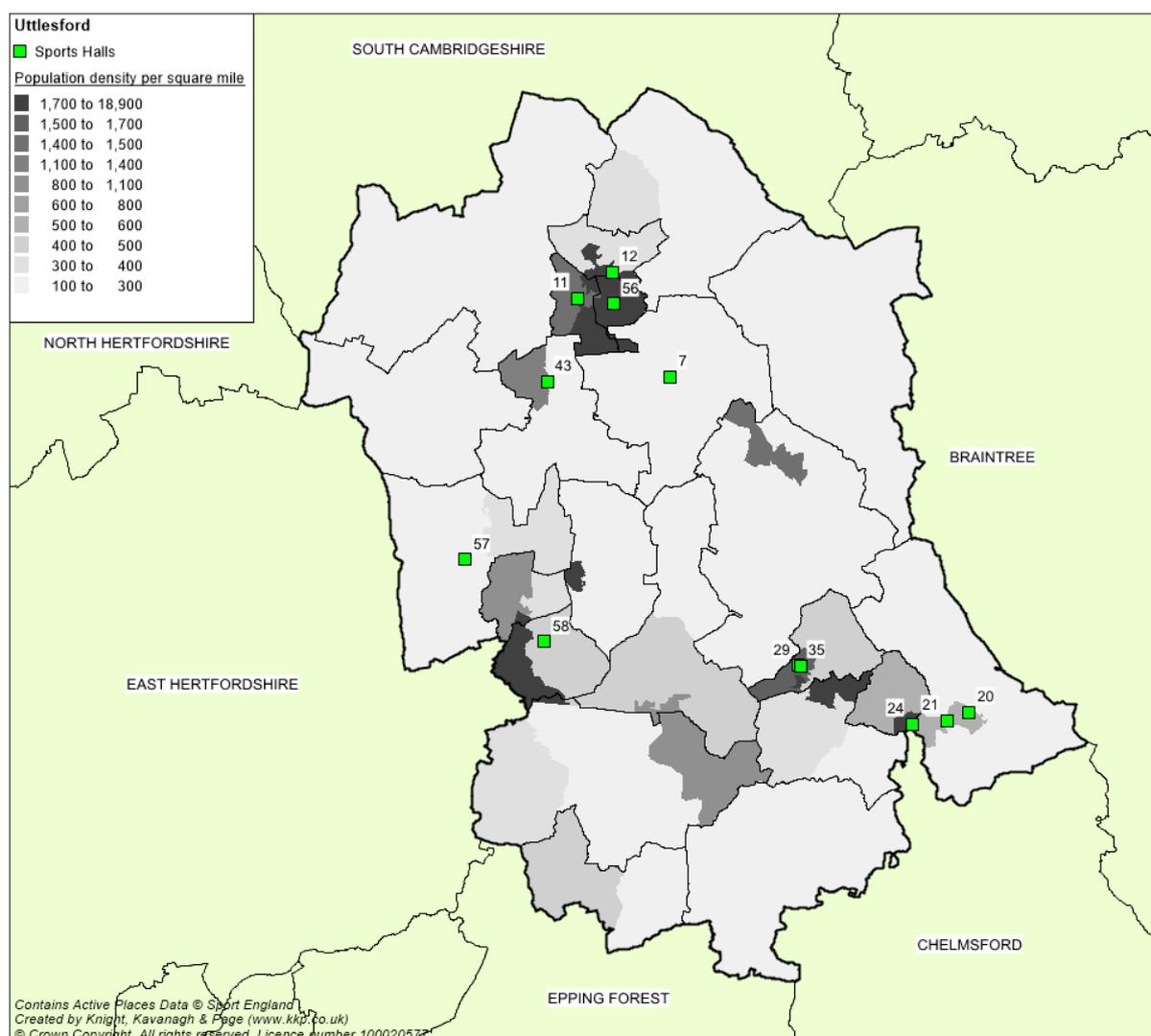


Table 5.2 lists the three sports halls in Uttlesford which have just one marked badminton court. One is at a primary school, one in a village hall and one is located at the Joyce Frankland Academy (which also has a 4-court hall).

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Table 5.2: Sports halls with one marked badminton court

Map ID	Site name	Courts
20	Felsted Primary School	1
43	Joyce Frankland Academy	1
57	Manuden Village Hall & Sports Trust	1

There is one 2-court hall in the area; at Flich Green Community Centre (ID:24). This was opened in 2016 and is of good quality. Consultation indicates that it is available during the daytime and evening and is currently used for indoor football, bounce exercise, badminton, karate, Pilates and yoga as well as non-sporting activities such as parties and community events.

Taking account of Sport England's ANOG, there are seven 4-court halls and three 3-court halls, offering a combined total of 37 badminton courts across nine different sites. Felsted School offers both a 4-court and 3-court hall.

### Facility quality

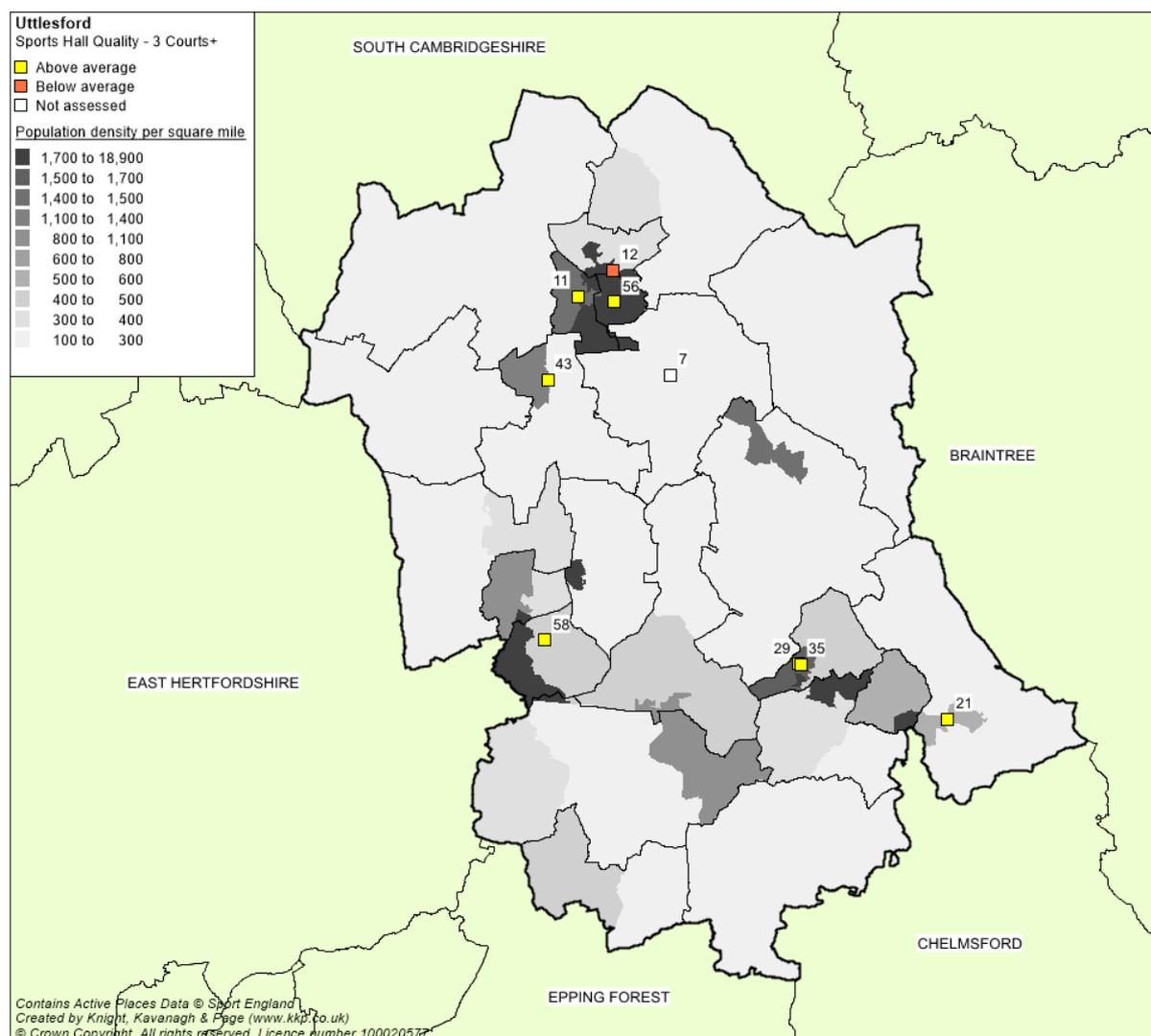
All the sites with 3+ court halls were subjected to a non-technical assessment with the exception of the MoD site at Carver Barracks, where access was denied. Non-technical assessments identified that the condition of activity halls at the sites where a main sports hall (3+ courts) is available is less good than that of the sports halls at the same sites. Figure 5.2, overleaf, indicates that, with the exception of Carver Barracks, the majority of sports halls are located in areas of higher population density.

Table 5.3: Sports hall quality

Map ID	Site name	Courts	Assessment condition
7	Carver Barracks	3	Not assessed
11	Saffron Walden County High Sports Centre	4	Above average
11	Saffron Walden County High Sports Centre	0	Above average
12	Dame Bradbury School	3	Below average
21	Felsted School	3	Above average
21	Felsted School	4	Above average
29	Great Dunmow Leisure Centre	4	Above average
35	Helena Romanes School & Sixth Form	4	Above average
35	Helena Romanes School & Sixth Form	1	Poor
43	Joyce Frankland Academy	4	Above average
43	Joyce Frankland Academy	1	Below average
56	Lord Butler Fitness & Leisure Centre	4	Above average
58	Mountfitchet Romeera Leisure Centre	4	Above average

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Figure 5.2: Sports hall quality on population density



## Age of facilities

All of the facilities audited are identified as being in above average condition apart from the sports hall at Dame Bradbury School. Maintenance at Lord Butler, Mountfichet Romeera and Great Dunmow leisure centres is overseen by the leisure operator 1Life, which is subject to the conditions of the PFI contract up until 2032. As such, these sites are well maintained, a situation reflected in the findings of the non-technical assessment. The four-court sports hall at Felsted School was built 44 years ago and is assessed as above average quality which suggests refurbishment has taken place as has appropriate maintenance.

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Table 5.4: Age of sports halls in Uttlesford

Site name	Condition	Built (refurbished)	Age years (since built/refurbishment)
Carver Barracks	Not assessed	1975	Unknown
Saffron Walden County High Sports Centre	Above average	2000	18
Dame Bradbury School	Below average	2003	15
Felsted School (4 court hall)	Above average	1977 (unknown)	Unknown
Felsted School (3 court hall)	Above average	2008	10
Great Dunmow Leisure Centre	Above average	2003	15
Helena Romanes School & Sixth Form	Above average	Unknown (2018)	0
Joyce Frankland Academy	Above average	2001 (2009)	9
Lord Butler Fitness & Leisure Centre	Above average	1984 (2004)	14
Mountfitchet Romeera Leisure Centre	Above average	2003	15

The oldest sports hall, Carver Barracks; is not reported to have had any refurbishment since it was opened. Confirmation of this is not possible due to the access issues identified above. In general, the sports hall stock appears to be well maintained with all sports halls receiving some level of refurbishment within the last 20 years.

### Accessibility

Sports hall accessibility is influenced by how far people are willing and able to travel. Appropriate walk and drive-time catchments are applied to facilities to determine facility accessibility to different communities. The normal acceptable standard is a 20-minute walk time (one-mile radial catchment) for an urban area. This enables analysis of the adequacy of coverage and helps to identify areas currently not serviced by existing provision.

Figure 5.3 overleaf identifies accessibility using 20 minutes' drive and 20 minutes' walk time to sports halls. Almost all (95%) of Uttlesford's population (82,180 of the ONS MYE 2016 population of 86,188) live within 20 minutes' drive of a 3+ court sports hall with only the population in the rural south of the District outside this drive time catchment.

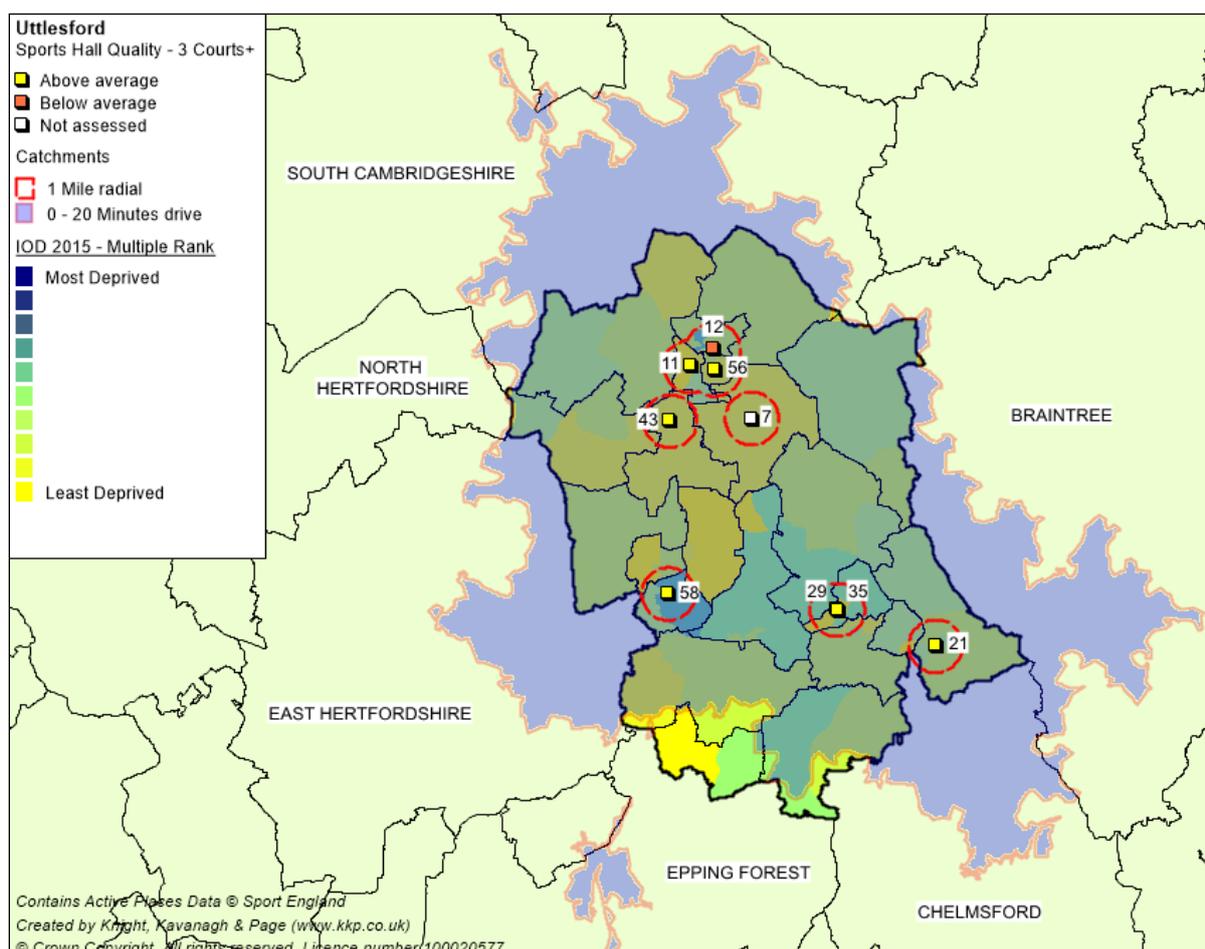
Figure 5.3 and Table 5.5 also indicate that 31.8% of the population lives within 20 minutes' walk of a 3+ court sports hall. This leaves 68.2% (55,393) people that reside more than 20 minutes' walk away and are, thus, more likely to be reliant on public transport, a car or bicycle to access facilities.

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Table 5.5: Uttlesford 3 court+ sports halls with a 20-minute walk

IMD 2015 10% bands	Uttlesford		All sports halls (3 court+). catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	0	0.0%	0	0.0%	0	0.0%
10.1 - 20	0	0.0%	0	0.0%	0	0.0%
20.1 - 30	0	0.0%	0	0.0%	0	0.0%
30.1 - 40	0	0.0%	0	0.0%	0	0.0%
40.1 - 50	2,938	3.6%	2,380	2.9%	558	0.7%
50.1 - 60	8,494	10.5%	1,703	2.1%	6,791	8.4%
60.1 - 70	12,386	15.2%	3,220	4.0%	9,166	11.3%
70.1 - 80	25,335	31.2%	5,167	6.4%	20,168	24.8%
80.1 - 90	19,620	24.1%	7,932	9.8%	11,688	14.4%
90.1 - 100	12,477	15.4%	5,455	6.7%	7,022	8.6%
<b>Total</b>	<b>81,250</b>	<b>100.0%</b>	<b>25,857</b>	<b>31.8%</b>	<b>55,393</b>	<b>68.2%</b>

Figure 5.3: sports halls by condition on IMD with 20 minutes' drive and 1 mile catchment



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## **Availability and facility management**

Community availability is governed by a range of factors including facility ownership and management arrangements as well as pricing and opening times.

*Table 5.6: Ownership and management of sports hall facilities*

Site	Ownership	Management
Carver Barracks	MoD	MoD
Saffron Walden County High Sports Centre	School	In house
Dame Bradbury School	Independent. school	In house
Felsted School	Independent. school	In house
Great Dunmow Leisure Centre	School	1Life
Joyce Frankland Academy	School	In house
Lord Butler Fitness & Leisure Centre	Local Authority	1Life
Helena Romanes School & Sixth Form	Academy	In house
Mountfitchet Romeera Leisure Centre	Local Authority	1Life

The leisure centres at, Great Dunmow and Mountfitchet Romeera, opened in 2003 were amongst the first PFI leisure centre projects to be open to the public during the day. It was the first leisure PFI project where the provision of dual use facilities on school sites relied on public use to make the scheme viable. This was followed by the major refurbishment of the Lord Butler Fitness and Leisure Centre in 2004.

The contract between UDC and the PFI provider (to manage the three sites) will last until 2032 and has a total value of £100m. UDC reports that the relationship between it and the operator, 1Life, is good. On completion of the contract, the facilities will revert back to Council ownership. The contract stipulates that the condition of the facilities needs to be of a good standard at the point of that return.

The remaining sports halls (apart from Carver Barracks) are owned and located on education sites and operated in-house by the academies or schools. They have limited (if any) availability to the community during the day time. Table 5.7 below identifies the opening hours to the public and the range of activities available at the sites.

### *Community use of sports halls*

Table 5.7 also identifies that the majority of sports halls offer block booking access only. Between them however, they accommodate a wide variety of activities and sports ranging from badminton and dodgeball to indoor cricket and roller skating.

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Table 5.7: Community use of sports halls in Uttlesford

Community use hours	KKP ID	Site name	Total courts	Main sports played
None	7	Carver Barracks	3	Private -MOD use only
1-30	12	Dame Bradbury School	3	Netball, judo, indoor cricket, dodgeball, martial arts, badminton <i>Block bookings</i>
	21	Felsted School	3+4	Indoor cricket, football, indoor hockey <i>Block bookings</i>
30-40	35	Helena Romanes School & 6th Form	4	Badminton, netball, football <i>Block bookings</i>
	43	Joyce Frankland Academy	3	Netball, football, futsal, indoor cricket <i>Block bookings</i>
40+	11	Saffron Walden County High Sports Centre	4	Fencing, athletics, trampolining, karate, football, netball, indoor cricket, martial arts, indoor hockey, gymnastics <i>Block bookings and pay and play</i>
	29	Great Dunmow Leisure Centre	4	Netball, karate, football <i>Block bookings and pay and play</i>
	56	Lord Butler Fitness & Leisure Centre	4	Badminton, gymnastics, skating, karate hockey, netball, walking netball <i>Block bookings and pay and play</i>
	58	Mountfitchet Romeera Leisure Centre	4	Netball, football, handball, karate, badminton, futsal <i>Block bookings and pay and play</i>

### Neighbouring facilities

Availability and accessibility are influenced by facilities located outside Uttlesford. Seven sports halls are located within two miles of the District boundary (see also Appendix 3).

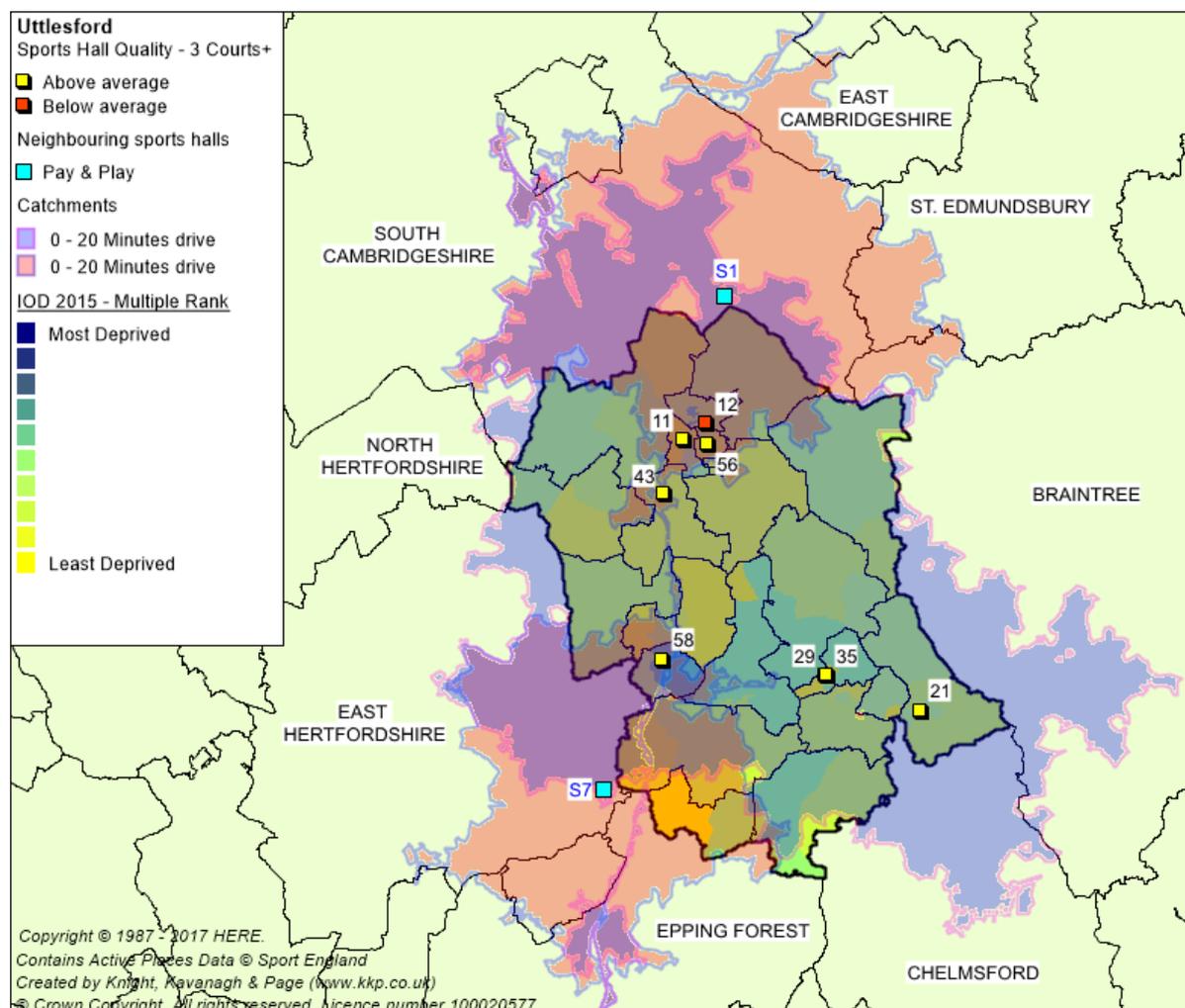
Table 5.8: Sports halls within two miles of UDC boundary

Map ID	Site name	Courts	Access type	Local authority
S1	Linton Village College	3	Pay and play	South
S2	Braintree Sport & Health Club	5	Registered	Braintree
S3	Birchwood High School	4	Sports club / CA	East Hertfordshire
S4	Notley Sports Centre	5	Sports club / CA	Braintree
S4	Notley Sports Centre	3	Sports club / CA	Braintree
S5	Bishops Stortford College	4	Sports club / CA	East Hertfordshire
S6	The Bishops Stortford High School	5	Sports club / CA	East Hertfordshire
S7	Leventhorpe Leisure Centre	4	Pay and Play	East Hertfordshire

Source: Active Places Power 17/10/2018. NB: Sports Club/CA = Sports club/ community association

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Figure 5.4: Available sports halls within two miles of the UDC boundary with travel times



Four are in the neighbouring authority of East Hertfordshire to the west, one in the north in South Cambridgeshire and two to the east in Braintree. Of the seven, two (Leventhorpe Leisure Centre and Linton Village College) (ID: S1 and S7) offer pay and play opportunity. Figure 5.4 above identifies the community available sports halls located within two miles of the local authority border, which have pay and play availability.

Table 5.9: Facilities within 2 miles of the local authority boundary

Map ID	Site name	Courts	Access type	Local authority
S1	Linton Village College	3	Pay and Play	South Cambridgeshire
S7	Leventhorpe Leisure Centre	4	Pay and Play	East Hertfordshire

When a 20 minutes' drive time is applied to the available facilities, as Figure 5.4 illustrates, only a couple of Uttlesford's very small rural areas, in the south of the District are not within 20 minutes' drive time of community available indoor sports halls.

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## ***Future development***

Consultation identifies that Carver Barracks has been identified as a MoD facility which will be decommissioned (c. 2030). Exact detail is not yet available but this might, if correct, present an opportunity for community use of the sports hall in the future.

## **5.2: Facilities Planning Model (FPM)**

This report provides an overview of the current and future level of provision of sports halls in Uttlesford. It uses data from National Run Report 2018. FPM supply findings that:

- ◀ There are seven sports halls in the area across six individual sites.
- ◀ These vary in opening dates from 1977 to 2003. Facility age has an impact on attractiveness and the generation of demand from local residents.
- ◀ The FPM audit excluded 10 halls over eight sites as they were deemed to be either for private use, too small, or closed.
- ◀ In total, these equate to 25.7 courts which is reduced to 19.4 courts when availability and accessibility are taken into account.
- ◀ The FPM confirms that sports hall provision in Uttlesford is mainly located in key urban areas. There is accessible provision within the neighbouring authority to the west in East Hertfordshire (Bishop Stortford and Sawbridgeworth) and to the north (South Cambridge has a facility in Linton Village).

The audit identified that the main sports hall (4 courts) at Saffron Walden County High School, the second sports hall at Felsted School (reported to be private use only in the FPM) and an additional 4 courts sports hall at Helena Romanes School & Sixth Form to be available for community use and being used by sports and clubs.

There was also a discrepancy with Felsted School in that the Active Places database (used in the FPM) states that there is a seven court and a four-court hall at the site; the KKP audit, however, found a total of seven courts with a 4-court and a 3-court sports hall.

The KKP assessment found an additional 4-court hall not included in the FPM - at Helena Romanes School and Sixth Form.

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## Summary of sports hall supply

<p><b>Quantity</b></p> <ul style="list-style-type: none"> <li>There are 16 sports halls on 12 sites in Uttlesford of different sizes in Uttlesford</li> <li>10 sports halls on nine sites have 3+ courts. Of these, seven are 4-court halls and three 3-court halls.</li> <li>All main (3+ court) sports halls are in areas of higher population density.</li> </ul> <p><b>Quality</b></p> <ul style="list-style-type: none"> <li>Of the 10 halls with 3+ courts, eight are assessed as above average and one of below average quality. (One was unassessed).</li> <li>Activity halls at sites with 3+ court sports halls are of lower quality than the sports halls.</li> <li>Almost all halls in Uttlesford have been refurbished in the last 20 years.</li> </ul> <p><b>Accessibility</b></p> <ul style="list-style-type: none"> <li>95% of Uttlesford's residents reside within 20 minutes' drive time of a sports hall with 3+ courts.</li> <li>31% of Uttlesford's residents reside within 20 minutes' walk of a community available sports hall.</li> <li>69% of residents are likely to be reliant on transport to access a sports hall with 3+ courts.</li> <li>Two facilities in neighbouring authorities, which are located within one mile of the local authority border offer access during the day and pay and play opportunity.</li> </ul> <p><b>Availability</b></p> <ul style="list-style-type: none"> <li>The majority of sports halls are located on education sites and are not available during the day.</li> </ul>
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### 5.3: Demand

Demand findings in the FPM are that car ownership in Uttlesford is high; only 9.3% of the population does not have access to a car. The respective regional and national averages are 17.7% and 24.9%). This is important as it has the potential to increase the opportunity for residents to access sports halls including those situated within 20 minutes' drive.

Table 5.10: Demand findings from the FPM

Element	FPM (2018)	Eastern region	England
Satisfied demand (%)	93.6%	91.7%	91.3%
Satisfied demand retained within Uttlesford	74.9%	97.6%	100%
Levels of unmet demand*	6.4%	8.3%	8.7%
% of unmet demand due to residents living outside catchment of a hall	96.9%	87.4%	78.6%
Used capacity	80.1%	66%	67%
Imported use (% of used capacity)	11.2%	3.2%	0.1%

\*unmet demand is locational and based on demand from outside the walk catchment of a sports hall.

According to the FPM, satisfied demand (the proportion of total demand which is met by the capacity at the sports halls from residents who live within the driving, walking, or public transport catchment areas) stands at 93.6% of the total district demand for sports halls.

The majority (91.8%) of satisfied demand is met by people who travel to the sports halls by car, 5.6% travel to halls on foot and 2.5% use public transport. The high level of car access helps to explain why a high proportion of demand is satisfied as residents who have access to a car are able to travel to sports halls which fall within the 20-minute drive catchment time.

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The majority (75%) of the satisfied demand from residents within the Uttlesford area is met by sports halls within Uttlesford. This is known as demand retained.

It is expected that a proportion of satisfied demand will normally be exported where facilities in other local authority areas are more accessible; this is known as demand exported. This is a smaller proportion (25.1%) of the satisfied demand.

Unmet demand is demand for sports halls which cannot be met because there is too much demand for any particular hall within its catchment area or the demand is located outside the catchment area of any hall and then is classified as unmet demand.

Unmet demand for sports halls in Uttlesford roughly equates to 6.4% of the total demand; approximately 1.6 courts (including a comfort factor). Of this unmet demand 3% is due to a lack of capacity and 97% is due to residents living outside the catchment area for any sports hall. Of these residents (i.e. the 6.4% of total demand), 70.5% do not have access to a car so rely on either public transport or being able to walk or bike to a facility. Unmet demand is spread across the more urban areas of the authority. It is unlikely that a single new facility would be able to meet all the unmet demand for the area.

The used capacity estimates throughput at sports halls and gives an indication of how well used/how full the facilities are and where the users are likely to come from. The model includes a comfort factor of 80% capacity beyond which the hall is busy to an uncomfortable level and therefore deemed to be full.

The total number of visits to sports halls equates to 80.1% of the total capacity. Nearly nine in ten (89%) of these visits are by residents and 11% are imported from residents in neighbouring authorities. Great Dunmow Leisure Centre is currently operating at 100% capacity and Lord Butler Fitness and Leisure Centre and Mountfitchet Romeera Leisure Centre are currently operating at 97% capacity. This means they are operating at uncomfortable levels and are probably contributing to the over-stretched capacity levels.

The Joyce Frankland Academy operates at low capacity levels (47%). This could be due to its attractiveness and/or reduced hours of availability during the peak period. As mentioned above the FPM does not take account of Helena Romanes (refurbished in 2018); it is available for community use so may be able to accommodate some of the existing demand.

### ***NGB consultation***

#### *Badminton England*

Badminton England (BE) is the national governing body of the sport (NGB) for badminton. Its latest strategy, Discover Badminton 2017-2025 presents a vision for the sport to become one of the nation's most popular and to consistently win medals at world, Olympic and Paralympic levels. To achieve this, it has identified three key objectives:

- ◀ Grow grassroots participation.
- ◀ Create a system that identifies and develops player potential to deliver consistent world class performers.
- ◀ Built financial resilience to become a well governed organisation and demonstrate compliance with the UK governance code.

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Consultation with BE reports that Uttlesford is not currently listed as a priority area. It notes that Lord Butler Leisure Centre is the only facility offering pay and play activity. BE is currently working with partners in Essex including Essex County Badminton Association and Community Badminton to develop and grow the game which could impact the local area. The current emphasis is on junior (primary aged) children and increasing opportunities.

### *Club consultation*

*Newport Badminton Club* is a social club based at Lord Butler Leisure Centre with 24 members. It is not currently affiliated to BE but has plans to change this in the near future. Most of its members are adult male. The Club hires two of the four courts once per week and would like to hire more however, courts are not available either at Lord Butler Leisure Centre or elsewhere locally. It has a waiting list of approximately 10 players and reports a growth in membership over the last three years. During that time, it has gone from almost folding to being restricted (currently) due to the lack of courts available to hire in the area.

Desk based research also uncovered informal play at:

- ◀ Abbey Lane, Saffron Walden & Newport United Reformed Church
- ◀ Helena Romanes School

Sport England's market segmentation identifies the following:

*Table 5.11: Sport England market segmentation*

Badminton
<ul style="list-style-type: none"> <li>◀ 2.6% (1,445) of residents currently play badminton and a further 2.1% (1,167) indicate that they would like to, giving an overall total of 4.6% (2,613).</li> <li>◀ 4.5% of Ben's play badminton; the largest proportion of any group playing, closely followed by the Tim segment at 4.0%.</li> <li>◀ Groups with the largest proportion playing badminton are Tim (23.7%) and Philip (13.4%).</li> <li>◀ Groups with the most people who would like to play are Tim (18.5%) and Philip (12.5%).</li> <li>◀ The main group to target due to size and interest is, therefore Tim.</li> </ul>

*\*A full description of each Sport England Market Segmentation is provided as Appendix 2*

Market segmentation suggests latent demand of 1,167 people (2.1%) that would like to participate in badminton in Uttlesford.

<p><b>Tim</b> Settling Down Males</p> <p>Also known as Simon, Jonathan, Jeremy, Adrian, Marcus</p> <p>Age 26-45 years.</p>	<p>Sporty male professionals, buying a house and settling down with partner.</p> <p><i>Professional, may have children, married or single.</i></p>	<p>Tim's main source of information is the internet -he uses this for information on property, sports and managing his finances. He is a heavy mobile phone user and likes to access information 24/7. Tim will often buy things online and is relatively likely to use SMS text alerts and 3G services.</p>	<p>Tim is an active type that takes part in sport on a regular basis.</p> <p>Tim's top sports are cycling (21%), keep fit/gym (20%), swimming (15%), football (13%) and golf (7%).</p>
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## **Netball**

England Netball's latest strategy, *Your Game, Your Way*, aims to establish it as a top performing, financially sustainable NGB that promotes 'Netball for Life' and develops more world class athletes. The four key priorities are:

- ◀ Grow participation in the game by an average of 10,000 participants per annum.
- ◀ Deliver a 1st class member and participant experience.
- ◀ Establish England as the number one team in the world by winning the World Netball Championships.
- ◀ Lead an effective and progressive infrastructure enabling all involved in the netball experience to collaborate as one team aligned behind one dream.

### *Club consultation*

*Great Dunmow Junior Netball Club* has approximately 65 females aged from Year 3s to Year 10s. Based at Great Dunmow Leisure Centre, it hires the indoor courts in the sports hall. It has the capacity for up to 90 players after which additional courts will be required.

Affiliated to England Netball, the Club competes in the Chelmsford & District Junior Netball League. It reports that the cost of court hire is high when compared with other areas, resulting in a higher fee being charged to members to participate. It also reports there being a shortage of courts in the area especially outdoor courts.

*Saffron Walden Swan Netball Club* is an England Netball affiliated and bronze accredited CAPS Clubmark club. It delivers Back to Netball sessions at Mountfitchet Romeera Leisure Centre and two sessions at the Lord Butler Leisure Centre. It also delivers Walking Netball sessions at Lord Butler Leisure Centre. It runs three senior teams which play across divisions in the Bishops Stortford League at Birchwood School. They also play in a summer league from April to July in Stansted and the Monday Night League at Leventhorpe School. The junior section was established in 2013, and now has over 100 junior members participating weekly.

*Saffron Hawks Netball Club* was established in 2009 and runs satellite sessions in Saffron Walden (Lord Butler Leisure Centre), Bishops Stortford and Cambridge. It has three ladies' teams and junior teams at under 16s, under 14s, under 13s, under 12s and under 10s. Its teams play in three leagues – Chelmsford, Broxbourne and Cambridge League. It caters for girls aged 6 years upwards.

*Dunmow Netball Clubs* has seven ladies' teams and an academy (Crests Academy) which trains players and acts as a feeder to the teams. It plays in the Chelmsford District Netball league and the Harlow Winter League. It is based at Helena Romanes School.

*Dunmow Junior Netball Club* was established to cater for junior netball for girls in school years 3 – 9. It is based at Great Dunmow Leisure Centre. Its teams play in the Chelmsford District League.

*Great Dunmow Netball Club* has one team playing in the Chelmsford District League also based at Great Dunmow Leisure Centre.

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Table 5.12: Sport England market segmentation

Netball
<ul style="list-style-type: none"> <li>◀ 0.5% (284) of people currently play netball and a further 0.4% (237) indicate that they would like to, giving an overall total of 0.9% (522).</li> <li>◀ 2.3% of Leanne’s play netball; the largest proportion of any group playing, closely followed by the Chloe segment at 1.9%.</li> <li>◀ Groups with the largest proportion playing netball Chloe (34.2%) and Alison (20.4%).</li> <li>◀ Groups with the most people who would like to play are Chloe (38.4%) and Alison (17.3%).</li> <li>◀ The main group to target due to size and interest is, therefore Chloe.</li> </ul>

\*A full description of each Sport England Market Segmentation is located in Appendix 2

Market segmentation suggests there is a latent demand of 237 people (0.4%) that would like to participate in netball in Uttlesford.

<p><b>Chloe</b> Fitness Class Friends</p> <p>Also known as Nisha, Sophie, Lauren, Charlotte, Lucy</p>	<p>Young image-conscious females keeping fit and trim. <i>Graduate professional, single.</i> <i>Aged 18-25 years</i></p>	<p>Chloe is a heavy internet and mobile phone user. She uses her mobile to keep in contact with friends and family, preferring this to her landline. Chloe has a new 3G phone which provides internet access but is still likely to use text as her first source of information.</p>	<p>Chloe is an active type that takes part in sport on a regular basis. Chloe’s top sports are keep fit/ gym (28%), swimming (24%), athletics including running (14%), cycling (11%) and equestrian (5%).</p>
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## Table Tennis

The Table Tennis England (TTE) Mission 2025 strategy will ensure that facility investment (£750k from Sport England) enables “A network of vibrant table tennis venues, meeting the needs of social and committed participants that cater for current participants and enable an increase to 200,000 regular participants”. TTE recognises that getting schools and young people to embrace table tennis is paramount to its long-term growth. Its aims is to offer table tennis for young people in 500 additional community venues and get it played in 1,000 more schools than in 2015. Its linked ambition is to re-launch a new school-club link programme to provide a vital and sustainable partnership. By 2025 it is aiming to ensure that a club and/or league is available within 30 minutes’ drive of 80% of the population.

No formal activity was found in Uttlesford although desk-based research found some informal activity taking place in village/community halls.

Table 5.13: Sport England market segmentation

Table Tennis
<ul style="list-style-type: none"> <li>◀ 0.5% (295) of people currently play table tennis and a further 0.2% (114) indicate that they would like to, giving an overall total of 0.7% (410).</li> <li>◀ 0.7% of Kev’s play table tennis, which is the largest proportion of any group playing table tennis, closely followed by the Jamie segment at 0.7%.</li> <li>◀ Groups with the largest proportion playing table tennis are Tim (20.0%) and Philip (14.9%).</li> <li>◀ Groups with the most people who would like to play are Tim (22.8%) and Philip (12.3%).</li> <li>◀ The main group to target due to size and interest is, therefore Tim.</li> </ul>

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Market segmentation suggests there is a latent demand of 114 people (0.2%) that would like to participate in table tennis in Uttlesford.

<p><b>Tim</b> Settling Down Males</p> <p>Also known as Simon, Jonathan, Jeremy, Adrian, Marcus</p>	<p>Sporty male professionals, buying a house and settling down with partner. <i>Professional, may have children, married or single.</i></p> <p>Age 26-45 years.</p>	<p>Tim's main source of information is the internet -he uses this for information on property, sports and managing his finances. He is a heavy mobile phone user and likes to access information 24/7. Tim will often buy things online and is relatively likely to use SMS text alerts and 3G services.</p>	<p>Tim is an active type that takes part in sport on a regular basis. Tim's top sports are cycling (21%), keep fit/gym (20%), swimming (15%), football (13%) and golf (7%).</p>
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## Gymnastics

The British Gymnastics (BG) Strategic Framework 2017-2021 identifies three priorities - to:

- ◆ Diversify sources of revenue to develop and grow the provision of gymnastics.
- ◆ Build the capacity and grow the demand in gymnastics.
- ◆ Raise the profile and increase the appeal of gymnastics.

In addition, BG's facility development priorities (for the period 2017 - 2021) are to:

- ◆ Support increased capacity within gymnastics through clubs, leisure providers and other delivery providers.
- ◆ Guide funding investment through the United Kingdom from British Gymnastics, home country sports councils, local authorities and other potential funders.
- ◆ Maintain and improve the quality of facilities and equipment within existing delivery partners.
- ◆ Develop insight, understanding and direction of how facility developments can contribute towards other BG strategic priorities.

Participation in gymnastics is increasing rapidly. British Gymnastics membership reached 390,500 in 2017 and it has been increasing at about 12% per year from 2013 to 2017. The emphasis for 2017 – 2021 is using gymnastics as a foundation sport for 5 to 11-year olds. Across the country, BG reports extensive demand for more gymnastics opportunity and many clubs report large waiting lists.

One million people are estimated to be on waiting lists for gymnastics (Freshminds Latent Demand Research, 2017). This research also suggests that a further 1.9 million would like to participate but are not currently on a waiting list. A key part of BG's strategy to increase participation is to support clubs moving into their own dedicated facility, offering more time and space for classes. There is a definite trend for gymnastics clubs to do this.

There is no BG affiliated dedicated gymnastics venue or club in Uttlesford.

*Dynamics Gymnastics* is based at Lord Butler Leisure Centre. It offers general gymnastics disciplines; artistic, acrobatic, trampoline and rhythmic. Gymnasts work through the BG Proficiency Award Scheme followed by Dynamics Gymnastics Award Scheme.

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*Cambridge Kangaroos* which was established in 2004 caters for young people aged 4 years and over including a number of adult members. It competes in local, regional, national and international competitions and also performs at public demonstration events such as The Big Weekend. BG reports it to have 24 competitive and 200 recreational members. It runs satellite sessions at Sawston Sports Centre (Cambridge), Cambridge Regional College (King Hedges campus) and Saffron Walden.

In addition to its 200+ members it has 13 coaches, 13 assistant coaches and session assistants, 13 judges, six welfare officers and 13 committee members and a recreational and competitive trampoline club based at Saffron Walden County High Sports Centre.

Cambridge Kangaroos is registered with the BG Facilities Team as wishing to move into its own dedicated facility. Although, not the Club's primary area, it would consider developing a dedicated facility in Uttlesford should the opportunity arise. It was successful with Sport England Community Asset Fund application but unfortunately had to decline the offer due to its negotiations to take on an industrial unit being unsuccessful.

### **Other sports**

*Saffron Walden Skating Hockey* is a social club based at Lord Butler Leisure Centre. It has approximately 15 members, two of which are female. It reports a decline in membership over the last three years from c. 20 members. It meets twice a week with members, reportedly, travelling up to an hour to attend sessions. The Club reports that the cost of sports hall hire is considered high which it feels is deterring some players.

*Great Dunmow Karate Club* – Located at Great Dunmow Leisure Centre, it has c. 20 members with a similar number of males and females participating. It reports membership to have remained constant over the last few years. It has capacity and a desire to cater for more members and has actively recruited through the promotion of self-defence and other similar courses. Although, primarily a social entity it runs its own internal competitions and provides training for those whom wish to compete.

*Saffron Swords* is a British Fencing affiliated club for people aged 7 years and upwards based at Saffron Walden County High School. Predominantly a foil fencing club, it also offers Epee and Sabre. It caters for beginners, intermediates, teens and adults for both recreational and competitive play.

*Indoor Cricket* - is most often played between two teams each consisting of six or eight players. It can be played in any suitably sized multi-purpose sports hall as a means of giving amateur and professional cricketers an option to play their sport during winter months. Many clubs also use indoor cricket nets (within sports halls) for winter batting and bowling training from January until mid-April. Indoor cricket is reported to be played at: Felsted School, Joyce Frankland Academy, Dame Bradbury and Saffron Walden County High schools.

*Indoor Football* is also played in a number of sports halls throughout the District. In particular, Saffron Walden County High School, Joyce Frankland Academy (including Futsal), Helena Romanes School and Sixth Form, Great Dunmow Leisure Centre. Felsted School, in particular, has a number of different clubs using it including Felsted Rovers FC, Ingatestone FC, Flitch United FC and Flitch Green Utd FC

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*Indoor Hockey* - also appears to be popular locally; Blue Hornets and Saffron Walden hockey clubs use the sports hall at Felsted School on a weekly basis throughout the winter.

*Athletics* - Walden Track and Field Club also holds indoor training sessions at Saffron Walden County High School for juniors.

## 5.4: Supply and demand analysis

In the context of demand for sports halls, Sport England's FPM report, based on comparing the number of badminton courts at sites available for community use with the demand for sports halls by Uttlesford residents, suggests a negative supply balance of 5.2 badminton courts.

It is noted that this only provides a 'global' view of provision and does not take account of the location, nature and quality of facilities in relation to demand; how accessible facilities are to the resident population (by car and on foot); nor does it take account of facilities in adjoining authorities.

KKP audit identified an additional four court hall at Helena Romanes School and Sixth Form which would reduce the undersupply to -1.2 courts. In addition, two sports halls are located just outside the local authority boundary both of which are available for pay and play activity. These are well within 20 minutes' drive time (especially for residents located in the south and west and north of the district).

As identified above, a number of outdoor sports utilise indoor sports halls for training and competition with demand from football, cricket and indoor hockey being particularly prevalent. Early indications from the concurrent playing pitch strategy study is that there is a need for more 3G pitches in the area.

Table 5.14: FPM Supply demand balance

FPM supply / demand balance	Courts
Supply - Hall provision scaled to take account of hours available for community use	19.4
Demand - Hall provision taking into account a 'comfort' factor	24.6
FPM supply / demand balance	-5.2
KKP audit – plus additional 4 courts at Helena Romanes School & Sixth Form	-1.2

## 5.5: Future supply and demand

### *Impact of garden communities*

The three proposed garden communities and future housing growth resulting in c.4,800 new homes up to 2033 and a further 7,500 new homes in Uttlesford beyond 2033, will lead to additional demand for sport and leisure facilities. As identified above the supply/demand balance for sports halls currently appears to be adequate. This could improve if outdoor sports currently using indoor sports halls are programmed to move outdoors in the future e.g., adult indoor football moves to 3G pitches (see playing pitch needs assessment). Figure 5.5 identifies approximate areas of population growth in Uttlesford in relation to currently available sports halls up until 2033. Table 5.15 overleaf identifies the sports halls most affected by the potential growth.

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Figure 5.5: Potential impact of garden communities on sports halls



It is highly likely that the growth in the north of the district will put increased pressure on the already busy Lord Butler Centre and potentially on the school sites of Dame Bradbury and Saffron Walden County High School.

Table 5.15: Potential impact of garden communities on sports halls

Map Ref	Site within Uttlesford	Map Ref	Site in neighbouring authority
11	County High Sports Centre	S1	Linton Village College
12	Dame Bradbury School	S7	Leventhorpe Leisure Centre
21	Felsted School		
29	Great Dunmow Leisure Centre		
43	Joyce Frankland Academy		
56	Lord Butler Fitness & Leisure Centre		
58	Mountfitchet Romeera Leisure Centre		
35	Helena Romanes School & 6th Form		

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Additional demand in the south east of the local authority will need to be serviced by Felsted School, Great Dunmow Leisure Centre and Helena Romanes School and Sixth Form. Great Dunmow Leisure Centre is the only facility available during the day.

Additional sports hall space in the projected garden communities to the west and east of Uttlesford will reduce pressure on Great Dunmow Leisure Centre

### *Sport England's Facilities Calculator (SFC)*

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

- ◀ Facility location compared to demand.
- ◀ Capacity and availability of facilities – opening hours.
- ◀ Cross boundary movement of demand.
- ◀ Travel networks and topography.
- ◀ Attractiveness of facilities.

Calculations assume that the current sports hall stock remains available for community use and the quality remains the same. It appears that the projected increase in population will lead to an increase in demand for sports hall space (see Table 5.16). It should be noted that the following calculations do not include the three proposed garden communities.

The SFC indicates that there will be a requirement for an additional 4.23 (badminton) courts, up to 2033 (at an estimated capital cost of £2,647,830).

*Table 5.16: Sports Facilities Calculator*

	Population 2016	Population estimate 2033
<b>ONS population projections</b>	86,289	101,544
<b>Population increase</b>	-	15,255
<b>Facilities to meet additional demand</b>	-	4.23 courts 1.05 halls
<b>Cost</b>	-	£2,647,830

Both the FPM and the KKP audit identify a current negative of supply over demand at peak times. The estimated increase in demand, cannot be accommodated by the current sports hall stock. It is likely, therefore, that an additional sports hall will be required.

It should be noted however that should Carver Barracks be decommissioned during the lifetime of the proposed Local Plan, it could potentially be used by the community to address some of the current and potential increased future demand from the projected Garden Community (although, this is likely to be of consequence to residents in North of Uttlesford).

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## 5.6: Summary of key facts and issues

Facility type	Sports halls	
Elements	Assessment findings	Specific facility needs
<b>Quantity</b>	<ul style="list-style-type: none"> <li>◀ There are 16 sports halls on 12 sites in Uttlesford.</li> <li>◀ There are 10 sports halls with 3+ courts, seven have 4-court halls and three have 3-court halls.</li> </ul>	Cambridge Kangaroos aspires to have its own dedicated facility in the area should the opportunity arise.
<b>Quality</b>	<ul style="list-style-type: none"> <li>◀ Of the ten with 3+ courts, eight are assessed as above average and one is below average.</li> <li>◀ Activity halls at the sites with 3+ courts were found to be of poorer quality than the sports halls.</li> <li>◀ Almost all halls in Uttlesford have been refurbished during the last 20 years.</li> </ul>	
<b>Accessibility</b>	<ul style="list-style-type: none"> <li>◀ 95% of Uttlesford's residents reside within 20 minutes' drive time of a sports hall with 3+ courts.</li> <li>◀ 31% of residents reside within 20 minutes' walk of a community accessible sports hall.</li> <li>◀ 69% of residents (56,084) are likely to be reliant on transport to access a sports hall with 3+ courts.</li> </ul>	
<b>Availability</b> (Management and usage)	<ul style="list-style-type: none"> <li>◀ The majority of sports halls are located on education sites and are unavailable during the day.</li> <li>◀ The FPM reports a number of halls operating at an uncomfortably full level. This was confirmed by KKP's audit.</li> <li>◀ A good range of sports is offered across the District including roller hockey, fencing and indoor hockey (as well as more traditional indoor sports).</li> <li>◀ Some programming given over to outdoor sports (i.e. football and cricket) is reportedly limiting the development of indoor sports.</li> </ul>	The audit found a significant proportion of time is given over to outdoor sports in sports halls, which reduces the availability for specific indoor sports.
<b>Future development</b>	<ul style="list-style-type: none"> <li>◀ The proposed garden communities will lead to an increase in demand for facilities which are already busy.</li> <li>◀ Should all three garden communities come to fruition it is likely that capacity at Great Dunmow sports hall will be under pressure from two of the communities.</li> </ul>	
<b>Summary</b>	<p>Increasing the number of 3G pitches in the area will give facility managers the opportunity to programme adult football (in particular) outside. This could free up indoor space for more indoor activity. It could also potentially accommodate additional demand from population growth and proposed housing developments. Carver Barracks may become available for wider community use towards the end of the plan period (in 2030) as the MOD site is identified for decommission. Development of the three main garden communities is likely to increase demand for a range of services including sports halls.</p> <p>Given that the major increases in housing growth are likely to be south of the District, it is considered that any new facility will need to be located appropriately.</p>	

# UTTLESFORD DISTRICT COUNCIL: SPORTS FACILITIES & RECREATION STRATEGY – INDOOR NEEDS ASSESSMENT

## SECTION 6: SWIMMING POOLS

A swimming pool is defined as an “enclosed area of water, specifically maintained for all forms of water-based sport and recreation”. It includes indoor and outdoor pools, freeform leisure pools and specific diving tanks used for general swimming, teaching, training and diving. Many small pools are used solely for recreational swimming and will not necessarily need to strictly follow the NGB recommendations. It is, however, generally recommended that standard dimensions are used to allow appropriate levels of competition and training and to help meet safety standards. Relatively few pools need to be designed to full competition standards or include spectator facilities.

Training for competition, low-level synchronised swimming, and water polo can all take place in a 25m pool. With modest spectator seating, pools can also accommodate competitive events in these activities. Diving from boards, advanced synchronised swimming and more advanced sub-aqua training require deeper water. These can all be accommodated in one pool tank, which ideally should be in addition to the main pool.

The NGB responsible for administering diving, swimming, synchronised swimming and water polo in England is Swim England.

### 6.1: Supply

This assessment is mostly concerned with larger pools available for community use (no restrictions to accessing the pool as a result of membership criteria). As such, pools less than 160m<sup>2</sup> (e.g. 20m x 4 lanes) water space and/or located at private member clubs offer limited value in relation to community use and delivery of outcomes related to health and deprivation.

#### Quantity

Uttlesford has 11 swimming pools located on eight sites. As identified in Table 6.1 and Figure 6.1, there are three lidos, four learner/teaching pools and four main pools. The majority of swimming pools are located in the more densely populated areas of the District, predominantly in the South. In addition, the swimming pool at

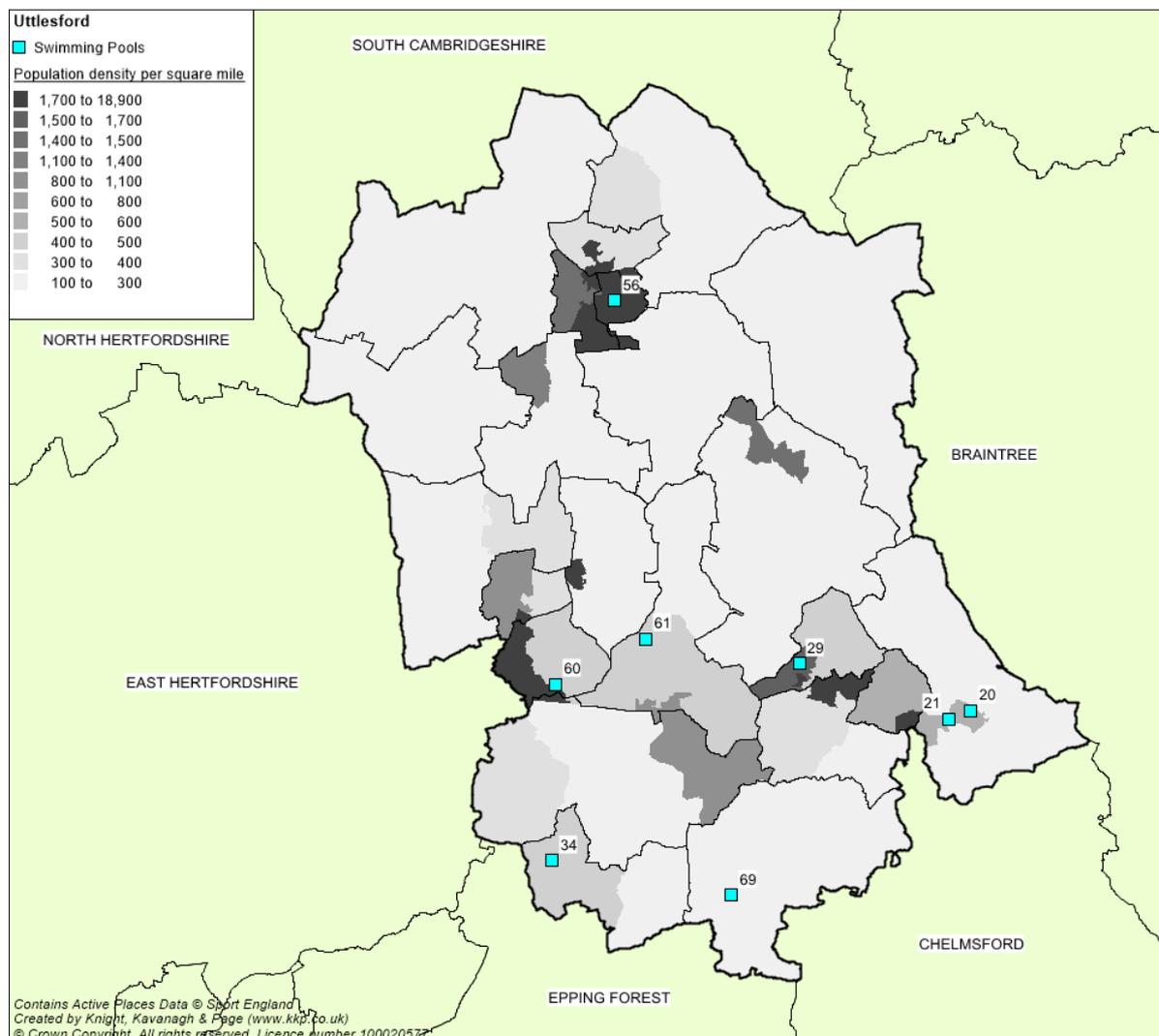
Table 6.1: All swimming pools in Uttlesford

Map ID	Site name	Facility type	Lanes	Length (m)
20	Felsted Primary School	Lido	0	11
21	Felsted School	Main/General	4	23
29	Great Dunmow Leisure Centre	Main/General	6	25
34	Hatfield Heath Primary School	Lido	3	13
56	Lord Butler Fitness & Leisure Centre	Main/General	5	25
56	Lord Butler Fitness & Leisure Centre	Learner/Teaching/Train	0	12
60	Novotel (Stansted Airport)	Main/General	0	15
60	Novotel (Stansted Airport)	Learner/Teaching/Train	0	8
60	Novotel (Stansted Airport)	Learner/Teaching/Train	0	2
61	Pace Health Club (Stansted)	Learner/Teaching/Train	0	10
69	Rodings Primary School	Lido	3	12

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The former Walden School, Saffron Walden which closed in September 2017 had a 20m x 10m swimming pool on site, with appropriate changing facilities. It ranged from 0.9m to 1.6m dept and was, reportedly, refurbished in 2001.

Figure 6.1 All swimming pools in Uttlesford



## Quality

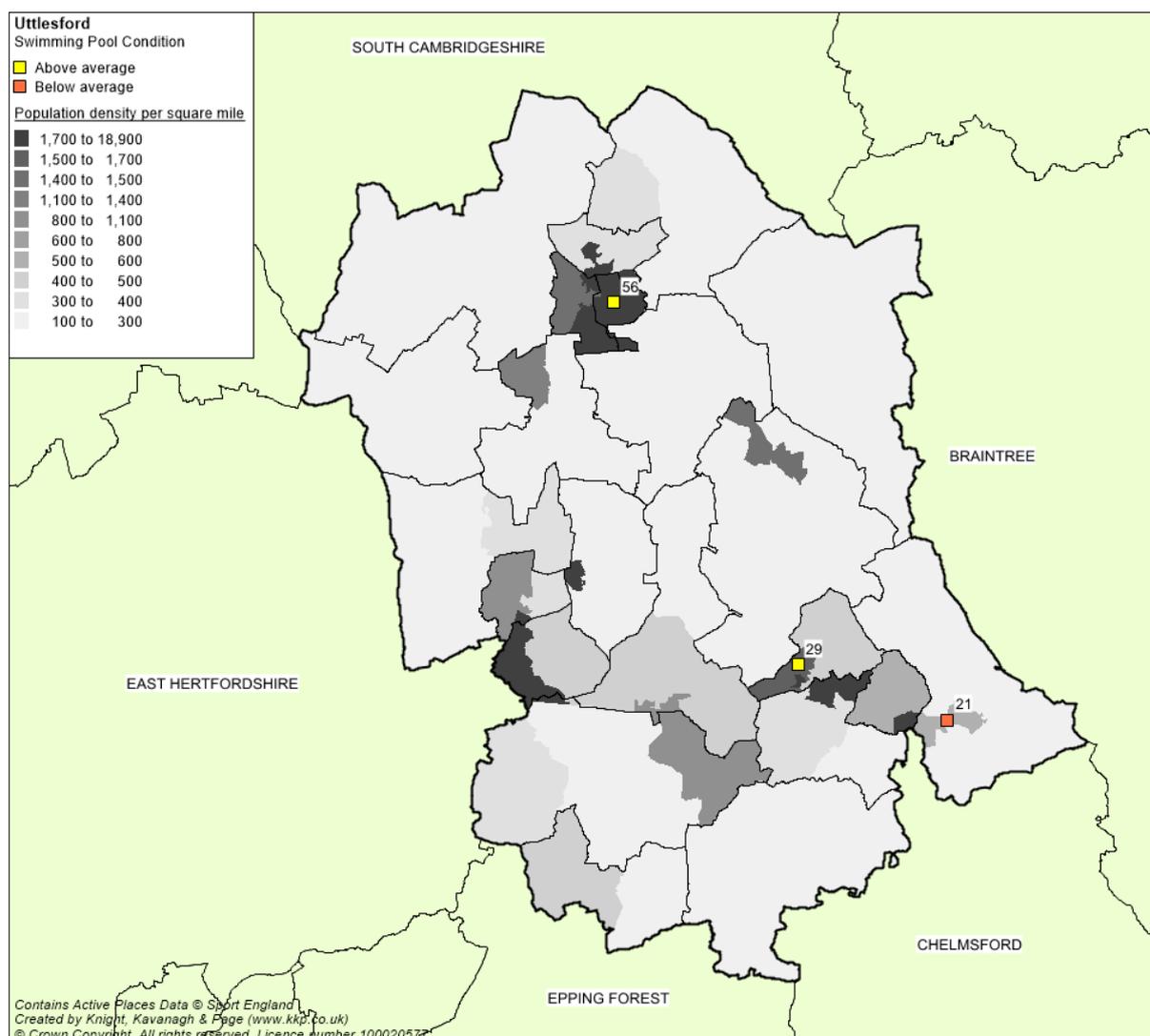
As part of the assessment, KKP visits main swimming pools and completes non-technical visual assessments of 'ANOG-compliant' swimming pools (i.e. over 160m<sup>2</sup> or equivalent to 20m x 4 lanes or bigger). This encompasses assessment of changing provision as this can also play a significant role in influencing and attracting users. Quality is assessed as previously described in section 3.2 with the findings identified in Table 6.2 and Figure 6.2.

# UTTLESFORD DISTRICT COUNCIL: SPORTS FACILITIES & RECREATION STRATEGY – INDOOR NEEDS ASSESSMENT

Table 6.2: Quality of main swimming pools in Uttlesford

Map ID	Site name	Size	Condition
21	Felsted School	4 lanes x 23m	Below average
29	Great Dunmow Leisure Centre	6 lanes x 25m	Above average
56	Lord Butler Fitness & Leisure Centre	5 lanes x 25m	Above average
56	Lord Butler Fitness & Leisure Centre	Learner/Teaching/Training	Above average

Figure 6.2: Map of the quality of all main swimming pools on population density



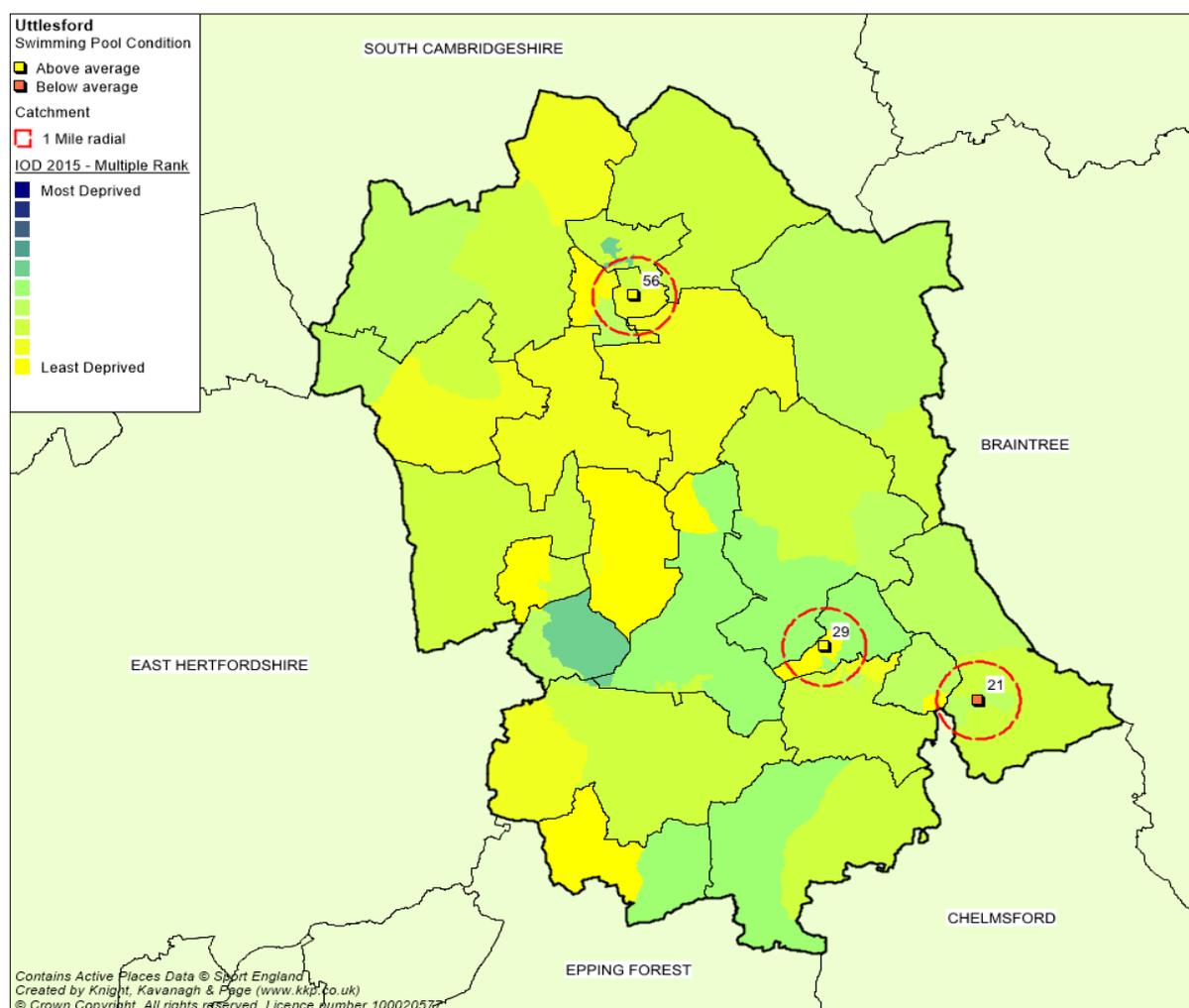
Of the three sites with pools compliant with Sport England’s ANOG, three are rated as above average quality with Felsted School swimming pool assessed as below average.

# UTTLESFORD DISTRICT COUNCIL: SPORTS FACILITIES & RECREATION STRATEGY – INDOOR NEEDS ASSESSMENT

## Accessibility

Swimming pool walk, and drive-time catchments are applied to determine accessibility to communities. The normal acceptable standard is a 20-minute walk time (1-mile radial catchment) for an urban area. This enables analysis of coverage adequacy and helps to identify areas currently not serviced by existing provision. Figure 6.3 and Table 6.3 show that 20% (16,552) of the population reside within one mile of a main swimming pool therefore 80% (64,728) reside more than one mile away and are, therefore, more likely to be reliant on transport to access a swimming pool.

Figure 6.3: All main swimming pools by quality on IMD with 1 mile catchment

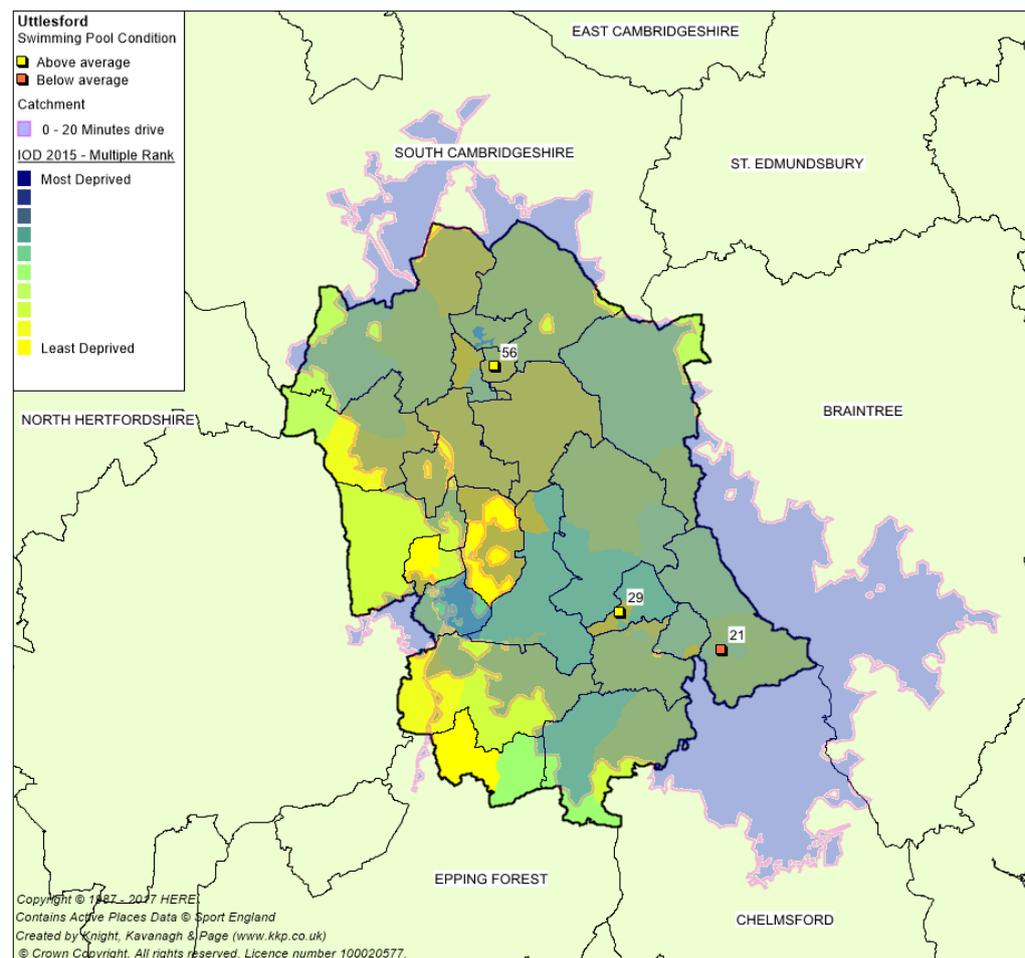


# UTTLESFORD DISTRICT COUNCIL: SPORTS FACILITIES & RECREATION STRATEGY – INDOOR NEEDS ASSESSMENT

Table 6.3: IMD 2015 populations: Uttlesford main pools, 1 mile radial

IMD 2015 10% bands	Uttlesford		All main pools catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	0	0.0%	0	0.0%	0	0.0%
10.1 - 20	0	0.0%	0	0.0%	0	0.0%
20.1 - 30	0	0.0%	0	0.0%	0	0.0%
30.1 - 40	0	0.0%	0	0.0%	0	0.0%
40.1 - 50	2,938	3.6%	456	0.6%	2,482	3.1%
50.1 - 60	8,494	10.5%	1,674	2.1%	6,820	8.4%
60.1 - 70	12,386	15.2%	2,028	2.5%	10,358	12.7%
70.1 - 80	25,335	31.2%	4,630	5.7%	20,705	25.5%
80.1 - 90	19,620	24.1%	5,405	6.7%	14,215	17.5%
90.1 - 100	12,477	15.4%	2,329	2.9%	10,148	12.5%
<b>Total</b>	<b>81,250</b>	<b>100.0%</b>	<b>16,522</b>	<b>20.3%</b>	<b>64,728</b>	<b>79.7%</b>

Figure 6.4: main swimming pools with 20 minutes' drive time



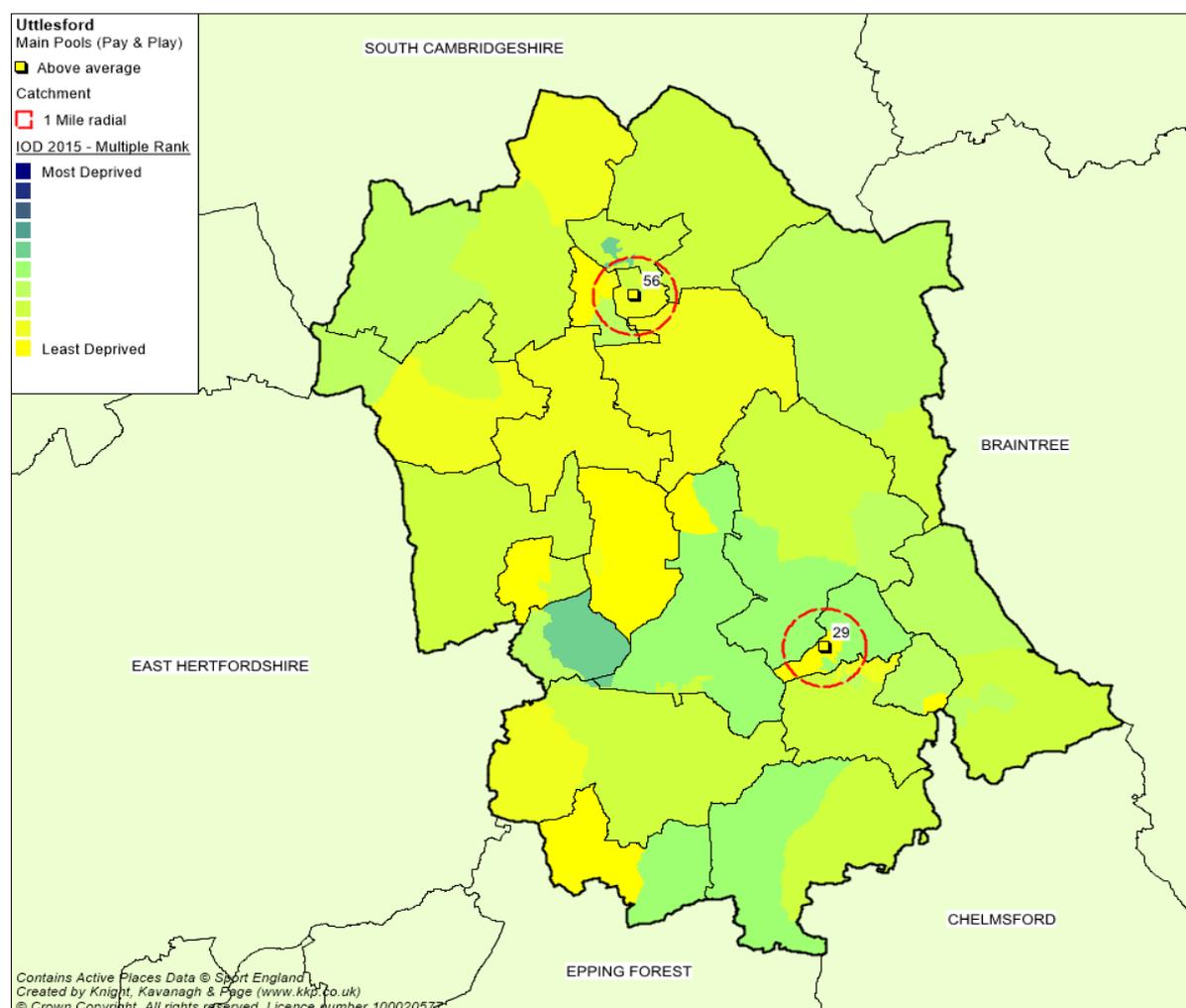
# UTTLESFORD DISTRICT COUNCIL: SPORTS FACILITIES & RECREATION STRATEGY – INDOOR NEEDS ASSESSMENT

Just over four fifths (83%) of Uttlesford's population (71,897 of the ONS MYE 2016 population of 86,188) lives within a 20-minute drive of a main swimming pool. Those outside this drive time are located to the West and South West of the District.

## Availability of swimming pools

The availability of swimming pools differs dependent upon facility ownership/management. Of the main swimming pools audited, Felsted School swimming pool is owned and managed by the school and is not available for pay and play access. It is worth noting that the swimming programme at both Lord Butler and Great Dunmow is dominated by the PFI contract so variations to the programme are not easily attainable. Figure 6.5 and Table 6.4 analyse the accessibility to pay and play pools which can accommodate a full swim programme during the day and evening. It shows that 18% of the population lives within one mile of a main pay and play swimming pool with 82% residing more than one mile away and thus more likely to require to use transport to access a swimming pool. This differs from the accessibility of the three pools identified above (as this included the Felsted swimming pool).

Figure 6.5: Pay and Play only pools quality on IMD 1 mile catchment



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Table 6.4: Accessibility to main swimming pools with pay and play

IMD 2015 10% bands	Uttlesford		Pay & Play main pools catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	0	0.0%	0	0.0%	0	0.0%
10.1 - 20	0	0.0%	0	0.0%	0	0.0%
20.1 - 30	0	0.0%	0	0.0%	0	0.0%
30.1 - 40	0	0.0%	0	0.0%	0	0.0%
40.1 - 50	2,938	3.6%	456	0.6%	2,482	3.1%
50.1 - 60	8,494	10.5%	1,674	2.1%	6,820	8.4%
60.1 - 70	12,386	15.2%	1,363	1.7%	11,023	13.6%
70.1 - 80	25,335	31.2%	4,253	5.2%	21,082	25.9%
80.1 - 90	19,620	24.1%	5,405	6.7%	14,215	17.5%
90.1 - 100	12,477	15.4%	1,584	1.9%	10,893	13.4%
<b>Total</b>	<b>81,250</b>	<b>100.0%</b>	<b>14,735</b>	<b>18.1%</b>	<b>66,515</b>	<b>81.9%</b>

### Programming

Swimming pools operated by 1Life (Lord Butler and Great Dunmow) are subject to the conditions imposed by the PFI contract. Both offer a range of opportunities including a learn to swim programme, club swimming, school swimming, aqua fit, triathlon club and general fun and recreation sessions. It is reported that there are over 940 attendances at the learn to swim courses (across the district) with capacity for up to 1,200 (per week). The key issue in extending swimming lessons is, reported to be, the recruitment and retention of appropriately qualified swimming teachers.

### Facilities in neighbouring authorities

Accessibility is also influenced by facilities within easy reach of the Authority. Figure 6.6 and Table 6.5 indicate community available swimming pools located within two miles of Uttlesford's boundary. This two-mile border is indicative of how far people might be likely to travel and serves as an example only. Having located the swimming pools, a 20 minutes' drive time is applied to those with pay and play access which identifies that all Uttlesford residents live within 20 minutes' drive time of a community available swimming pool.

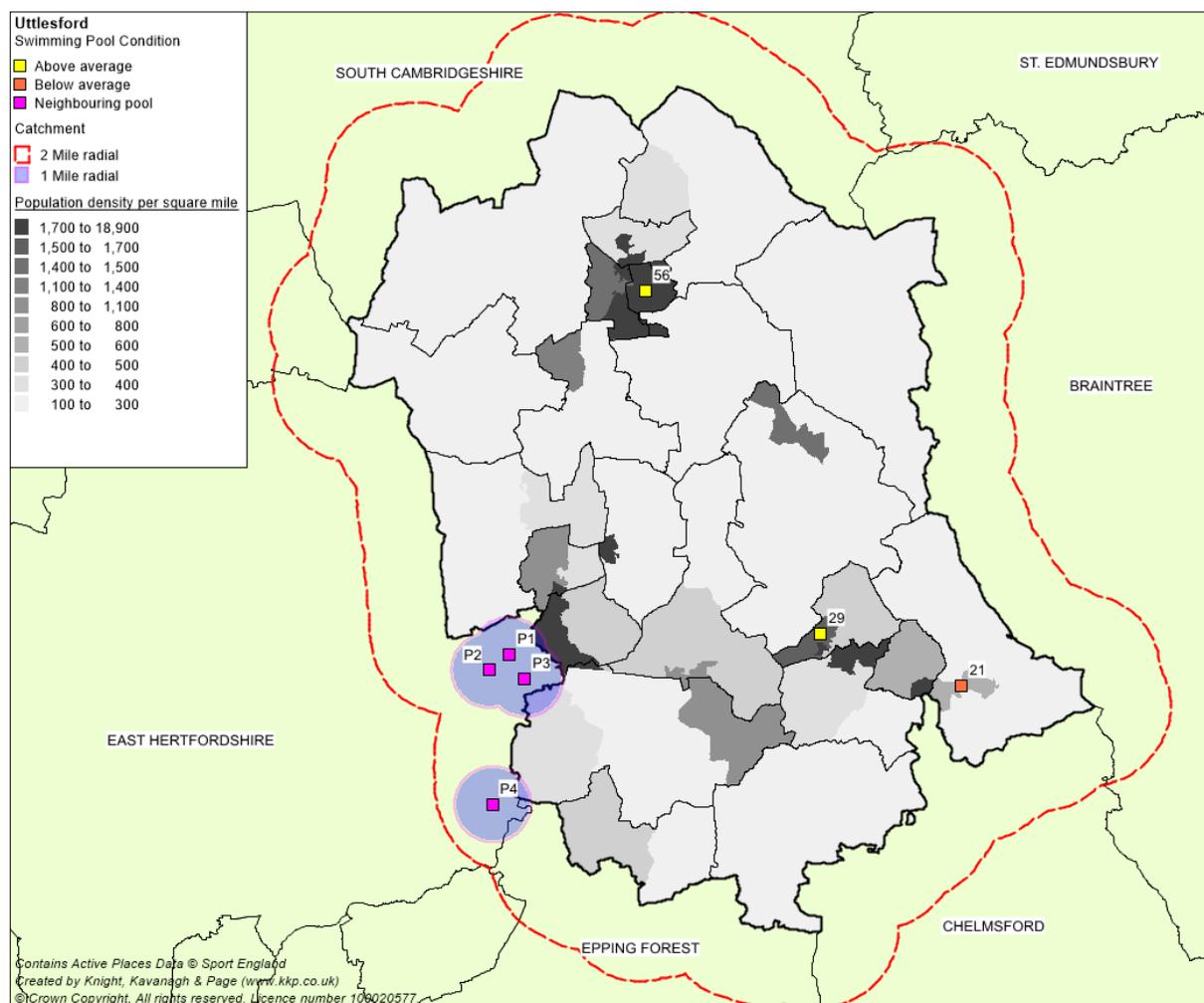
Table 6.5: Main swimming pools located within two miles of UDC's authority boundary

Map ID	Active Places site name	Lanes / length	Access type	Local authority
P1	Grange Paddocks Leisure Centre	5 x 25m	Pay and Play	East Hertfordshire
P2	Bishops Stortford College	6 x 25m	Sports Club / CA	East Hertfordshire
P3	Hertfordshire & Essex High School	4 x 25m	Sports Club / CA	East Hertfordshire
P4	Leventhorpe Pool & Gym	5 x 25m	Pay and Play	East Hertfordshire

Source: Active Places Power 17/10/2018 NB: Sports Club / CA = Sports Club / CA

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Figure 6.6: Swimming pools located within two miles of UDC's boundary



There are four swimming pools in the neighbouring authority of East Hertfordshire. Two of these; Grange Paddocks Leisure Centre (Map ID: P1) and Leventhorpe Pool and Gym (Map ID: P4) offer swimming on a pay play basis. It is likely that Uttlesford residents make use of these swimming pools as they are located closer than those in the Authority.

Quite clearly, when taking account of Grange Paddocks Leisure Centre and Leventhorpe Pool and Gym, all residents in Uttlesford reside within 20 minutes' drive time of a community available swimming pool.

## **Future development**

There are no known plans for swimming pool development in Uttlesford at the time of the audit.

## **6.2: Sport England Facilities Planning Model (FPM)**

Sport England's FPM report provides an overview of the current and future level of provision of swimming pools in Uttlesford. The FPM uses data from the National Run Report 2018.

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## Supply

- ◀ The area provides four swimming pools across three sites, two sites are located in the main urban areas of Saffron Walden and Great Dunmow and the third is in the smaller urban area of Felsted. There were nine pools across seven sites which were excluded from the FPM modelling outputs as they were too small, in private use only, closed or lidos.
- ◀ The oldest pool is the one at Felsted School (1983), this pool also offers the least capacity in terms of water space and hours of availability. The newest pool is the one at Great Dunmow Leisure Centre (2003) which is also the largest pool.
- ◀ The remaining two pools are a main pool and a learner pool located at the Lord Butler Fitness and Leisure Centre which was built in 1984 and refurbished in 2004.
- ◀ The age of these facilities will have an impact on the attractiveness of these facilities to draw in demand, for residents wishing to swim.

## Demand

The FPM model calculates that 92.5% of the total demand for swimming pools is satisfied. This is higher than the percentage of satisfied demand within the region and shows that the majority of demand for swimming pools can be met by the existing pools within Uttlesford and neighbouring authority areas. Demand findings from the FPM analysis are as follows:

*Table 6.6: Demand findings from the FPM in Uttlesford*

Element	FPM 2018	East Region	England
Satisfied demand	92.5%	89.8%	91%
Satisfied demand retained in Uttlesford	63.5%	97.1%	99.9%
Levels of unmet demand	7.5%	10.2%	9%
% of unmet demand of residents living outside catchment of a swimming pool (as opposed to no capacity)	99.6%	92%	89.1%
Used capacity	55.4%	63.9%	64.5%
Imported use (% of used capacity)	10.8%	3.5%	0.1%

\*visits per week in the peak period

63.5% of the satisfied demand from residents of Uttlesford is met by pool provision within the authority (retained demand). The FPM model shows that 36.5% of Uttlesford's satisfied demand is met by pools in surrounding local authorities (exported demand). This is relatively high in that one third of visits are being satisfied by pools outside Uttlesford. This may, in part, be due to the fact that pools within Uttlesford are situated to the east of the authority. As a consequence, it may be more convenient for residents in the western part of the authority to use neighbouring authority pools as they may be viewed to be more accessible.

Almost all (99.6%) of this unmet demand is due to residents being located outside of the catchment area of any pool and not having access to a car. thus relying on either public transport or living outside the walking catchment of a pool and thus being unable to travel to the pool on foot.

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Swimming pools in Uttlesford as a collective operate at 55.4% of total capacity. This is below the Sport England comfort rating of 70% where a swimming pool is deemed full. Anything above 70% is classified as very busy and uncomfortably full. (Felsted School 46%, Great Dunmow Leisure Centre 53% and Lord Butler Fitness & Leisure Centre 59%).

The import of 10.8% (402 visits per week in peak periods) is greatly outweighed by the fact that 36.5% of satisfied demand (1,901 visits per week in peak periods) is exported to pools in neighbouring authorities.

### 6.3: Demand

Swim England's latest strategy, *Towards a Nation Swimming: a strategic plan for swimming in England 2017-21*, aims to creating a happier, healthier and more successful nation through swimming. To achieve this, several strategic objectives have been set:

- ◀ Provide strong leadership and be the recognised authority for swimming.
- ◀ Substantially increase the number of people able to swim.
- ◀ Significantly grow the number and diversity of people enjoying and benefitting from regular swimming.
- ◀ Create a world leading talent system for all disciplines.
- ◀ Deliver a high quality, diverse and motivated workforce within swimming.
- ◀ Strengthening organisational sustainability for future generations.

Consultation with Swim England identifies that Uttlesford is not a priority area due to its acceptable current supply of water space although it is recognised that its facilities were built in the 1980s and may require significant refurbishment; this would be supported by the NGB. It does identify a small deficit of water space in the area but feels that this is insufficient to argue a case for additional facilities unless significant population growth is forecast. Lord Butler Leisure Centre is a key facility due to the fact that it accounts for a high proportion of the water space in the area; it is recognised that it needs to be protected due to its age.

#### *Club consultation*

*Dunmow Atlantis Swimming Club* is a competitive club, affiliated to Swim England which competes at national level. It has approximately 180 members, 135 of which are juniors. It reports an increase in members over the last three years resulting in a waiting list of approximately 35. Training takes place at Great Dunmow Leisure Centre (both morning and evening) and at Felsted School in the evenings.

The Club would like additional pool time and as noted above, would appear to have sufficient demand to expand; it is, however, limited by the fact that neither of the swimming pools available to it is considered suitable to hold galas due to the lack of spectator seating; as a result, it hires swimming pools out of the area.

*Saffron Walden Swimming Club (Saffron Seals)* is a competitive club established in 1911 originally to play Water Polo. It competes in the Essex Mini League and Essex Swim League as well as at a number of open meets across the county, region and nationally. Based at the Lord Butler Leisure Centre, it is reported to be at capacity and is operating a waiting list for new members.

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Table 6.7: Sport England market segmentation

Swimming
<ul style="list-style-type: none"> <li>◀ 15.5% (8,769) of people currently swim and a further 13.8% (7,833) indicate that they would like to, giving an overall total of 29.3% (16,603).</li> <li>◀ 25.3% of Alison's swim; the largest proportion of any group swimming, closely followed by the Chloe segment at 24.1%.</li> <li>◀ Tim (14.9%) and Chloe (13.9%) are the largest groups who swim.</li> <li>◀ Groups with the most people who would like to swim are Chloe (12.8%) and Elaine (12.0%).</li> <li>◀ The main group to target, for additional swimmers due to size and interest is, therefore Chloe.</li> </ul>

\*A full description of each Sport England Market Segmentation is located in Appendix 2

Market segmentation suggests latent demand of 7,833 people (13.8%) for swimming.

<p><b>Chloe</b> Fitness Class Friends</p> <p>Also known as Nisha, Sophie, Lauren, Charlotte, Lucy</p>	<p>Young image-conscious females keeping fit and trim. <i>Graduate professional, single.</i> <i>Aged 18-25 years</i></p>	<p>Chloe is a heavy internet and mobile phone user. She uses her mobile to keep in contact with friends and family, preferring this to her landline. Chloe has a new 3G phone which provides internet access but is still likely to use text as her first source of information.</p>	<p>Chloe is an active type that takes part in sport on a regular basis. Chloe's top sports are keep fit/ gym (28%), swimming (24%), athletics including running (14%), cycling (11%) and equestrian (5%).</p>
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## 6.4: Supply and demand analysis

The simplistic picture of supply and demand in Uttlesford is that the resident population generates demand for a minimum of 935 m<sup>2</sup> of water space. This compares to a current available supply of 773m<sup>2</sup> leading to a supply/demand balance of -162 m<sup>2</sup>. (A typical 25m, 4 lane pool equates to 212m<sup>2</sup>). Demand is, however, spread over the whole district so it is not possible to identify a specific area where facility development will address the shortfall.

## 6.5: Future supply and demand

### *Impact of garden communities*

The three proposed garden communities, resulting in c.4,800 new homes up to 2033 and about a further 7,500 new homes in Uttlesford beyond 2033, will create additional demand for sport and leisure facilities. As identified above, there is a current demand for three swimming pool lanes. Figure 6.7 identifies the (estimated) proposed areas of population growth up until 2033 set against currently available swimming pool locations.

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Figure 6.7: Potential impact of garden communities on swimming pools



This identifies that there is likely to be increased demand for swimming pools in the:

- ◀ North of the District, putting an increased pressure on the Lord Butler Leisure Centre.
- ◀ South East and South West, with the nearest swimming pool for both communities being located at Great Dunmow Leisure Centre.

Table 6.8: Potential impact of garden communities on swimming pools

Map Ref	Sites in Uttlesford	Map Ref	Sites in neighbouring authorities
29	Great Dunmow Leisure Centre	P2	Bishops Stortford College
56	Lord Butler Fitness & Leisure Centre	P1	Grange Paddocks Leisure Centre
		P3	Hertfordshire And Essex High School
		P4	Leventhorpe Pool & Gym

## Sport England's Facilities Calculator (SFC)

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

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- ◀ Facility location compared to demand.
- ◀ Capacity and availability of facilities – opening hours.
- ◀ Cross boundary movement of demand.
- ◀ Travel networks and topography.
- ◀ Attractiveness of facilities.

Table 6.9: Sports facilities calculator

	Population 2016	Population estimate 2033
<b>ONS population projections</b>	86,289	101,544
<b>Population increase</b>	-	15,255
<b>Facilities to meet additional demand</b>	-	3.01 lanes: 0.76 pool
<b>Cost</b>	-	£2,884,754

FPM calculations assume that the current pool stock remains available for community use and the quality remains the same, the projected increase in population will lead to an increase in demand for pools. The SFC indicates that there will be a recommendation for an additional 3.01 swimming lanes, up to 2033 (estimated cost £2,884,756).

Current undersupply of water space is equivalent to 3 lanes of a 4-lane x 25m swimming pool and future demand projections to 2033 show increased demand for an additional 3.01 lanes. On this basis, by 2033, there will be a need for an additional swimming pool of a minimum of 20m x 6 lanes in size.

## Future developments

There are no known developments in the area at the time of audit in Uttlesford.

## 6.6: Summary of key facts and issues

Facility type	Swimming pools	
Elements	Assessment findings	Specific facility needs
<b>Quantity</b>	<ul style="list-style-type: none"> <li>◀ There 11 swimming pools at eight sites within the authority; three of which have main pools.</li> <li>◀ Lord Butler Leisure Centre has both a main pool and a learner/teaching pool. It is able to offer a full swim programme.</li> </ul>	
<b>Quality</b>	<ul style="list-style-type: none"> <li>◀ Lord Butler and Great Dunmow leisure centre pools are rated as above average.</li> <li>◀ The maintenance arrangements dictated by the PFI agreement ensure regular maintenance and appropriate investment over the course of the contract.</li> <li>◀ Felsted School pool offers some club use; it is rated as below average condition</li> </ul>	Maintenance and continued investment in the current stock to maintain the quality of facilities
<b>Accessibility</b>	<ul style="list-style-type: none"> <li>◀ One fifth (20.3% -16,552) of Uttlesford residents reside within one mile of a main swimming pool</li> <li>◀ All residents live within 20 minutes' drive of a community available swimming pool (some people</li> </ul>	

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	<p>travel out of the District to access such facilities).</p> <ul style="list-style-type: none"> <li>◀ It is estimated that more people travel out of the District to access swimming than travel in.</li> </ul>	
<p><b>Availability</b> (Management and usage)</p>	<ul style="list-style-type: none"> <li>◀ Great Dunmow and Lord Butler provide the majority of available pool space in the District.</li> <li>◀ Availability and programming is dominated by the PFI contract which is not amenable to variations</li> </ul>	<p>Consider varying the PFI contract to allow more swim programme time (although this is also adversely affected by workforce deficiencies).</p>
<p><b>Future Development</b></p>	<ul style="list-style-type: none"> <li>◀ The three proposed garden communities will increase demand for swimming pools, which are already considered busy at specific times.</li> <li>◀ There will be specific pressure on Great Dunmow swimming facilities with the growth of the Eastern Park and West of Braintree garden communities in particular.</li> </ul>	
<p><b>Summary</b></p>	<p>The FPM currently identifies a small under supply of water space in the authority. When added to the projected population growth, the demand is likely to be equivalent of a 6 lane 25m pool. This demand is spread throughout the District, with no specific area identified as having more demand than others. It is highly likely that consideration of any new proposed swimming facilities will need to take account of the likely demand generated by the Eastern Park and West of Braintree garden communities.</p>	

## SECTION 7: HEALTH AND FITNESS SUITES

For the purposes of assessment health and fitness suites are normally defined as venues with 20 stations or more. A station is a piece of static fitness equipment; larger health and fitness centres with more stations are generally able to make a more attractive offer to both members and casual users.

They can provide a valuable way to assist people of all ages, ethnicities and abilities to introduce physical exercise into their daily lives with the obvious concomitant benefits to health, fitness and wellbeing.

The current state of the UK fitness industry is complex with a variety of providers including the private sector (ranging from low cost operators to the high-end market), trusts, schools and local authority operators. Within the UK private fitness market has continued to grow steadily over the last 12 months with an estimated increase of 2% in the number of members, 4.6% in the number of facilities and 2.9% in market value. The growth, however, is lower than last year; which saw increases of over 5% in both members and market value.

According to the State of the UK Fitness Industry Report (2018) there are now 7,038 fitness facilities in the UK, up from 6,728 last year. Total industry membership is up 2% to £9.9 million which means that one in seven people in the UK is a member of a gym.

The total market value is estimated at £4.9 billion, up 2.9% on 2017. The UK penetration rate is at 14.9%, the same as the previous year.

A total of 275 new public and private fitness facilities opened in the last 12 months, up from 272 in 2017. Pure Gym and GLL have strengthened their positions as the UK's leading private and public operators (by number of gyms and members). Pure Gym have become the first operator to reach 200 clubs and impressively passed the one-million-member mark earlier this year. GLL, with 194 gyms, are also likely to break the 200 milestones within the next year. (No figures are available to indicate the number of gyms which have closed).

### 7.1: Supply

#### *Quantity*

Figure 7.1 and Table 7.1 identify 13 health and fitness facilities in Uttlesford with a total of 399 stations. They are well distributed across the authority and are generally found in the more densely populated areas.

Fitness facilities containing fewer than 20 stations are generally not considered within the assessment although they can be available and service small sections of the community; where they are considered to be important or servicing a very specific segment of the community they may be included. For the purpose of this report, however, they are discounted because of their scale.

# UTTLESFORD DISTRICT COUNCIL: SPORTS FACILITIES & RECREATION STRATEGY – INDOOR NEEDS ASSESSMENT

Figure 7.1: All health and fitness gyms in Uttlesford

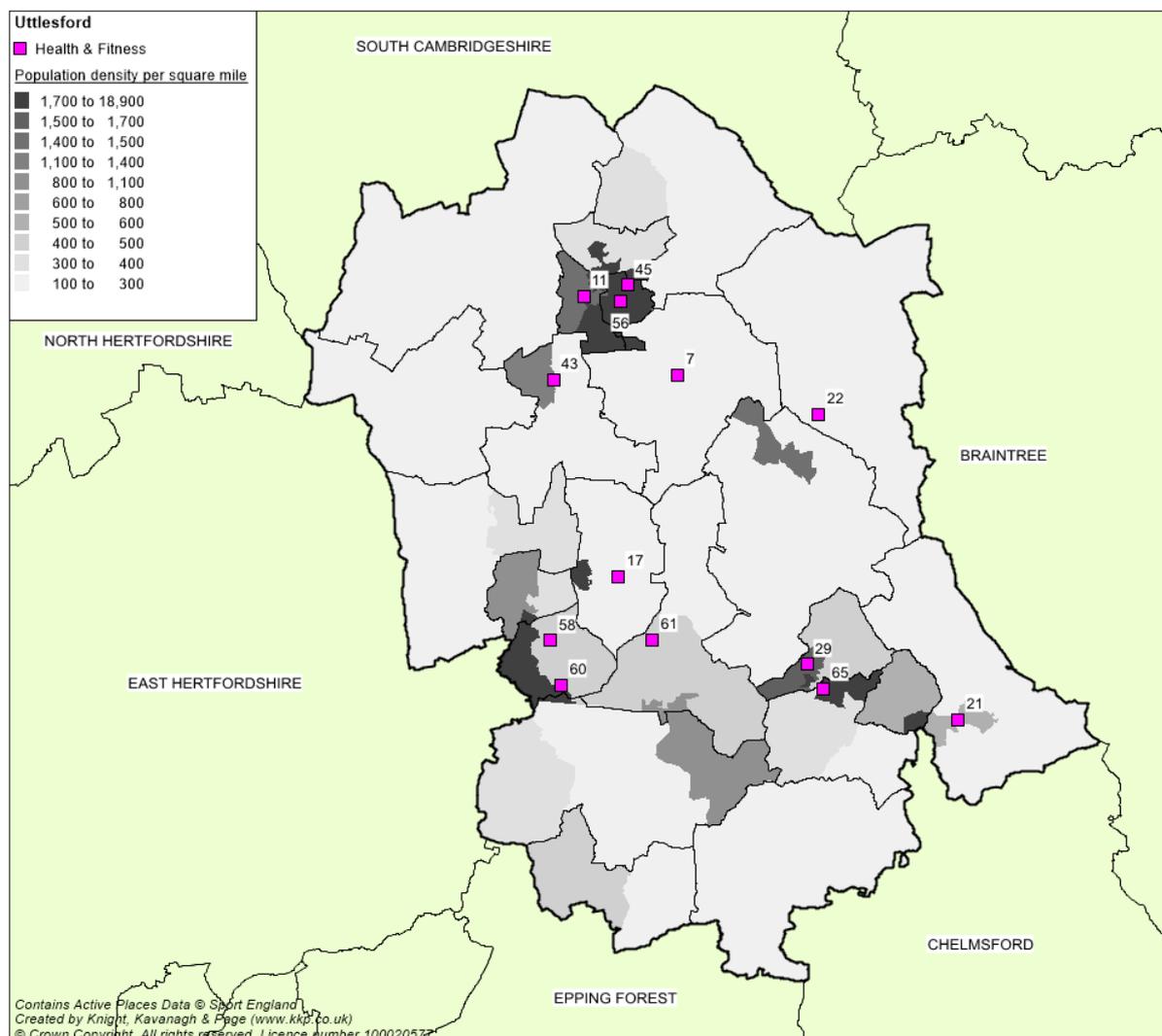


Figure 7.1: All health and fitness gyms in Uttlesford

Map ID	Site name	Stns	Map Id	Site name	Stns
7	Carver Barracks	20	45	Just Gym	35
11	County High Sports Centre	26	56	Lord Butler Fitness & L. Centre	72
17	Elsenham Golf & Leisure	15	58	Mountfitchet Romeera L. Centre	25
21	Felsted School	33	60	Novotel (Stansted Airport)	16
22	Fitness Focus Gym Thaxted	27	61	Pace Health Club (Stansted)	30
29	Great Dunmow Leisure Centre	55	65	Pure Body Health	30
43	Joyce Frankland Academy	15		<b>Total</b>	<b>399</b>

When those with fewer than 20 stations are excluded from the assessment, the number of available health and fitness suites available in Uttlesford reduces to 10 sites with 353 stations available to the community as identified in Figure 7.2 and Table 7.2.

# UTTLESFORD DISTRICT COUNCIL: SPORTS FACILITIES & RECREATION STRATEGY – INDOOR NEEDS ASSESSMENT

## Quality

Figure 7.2: Health & Fitness suites with 20+ stations on population density by condition

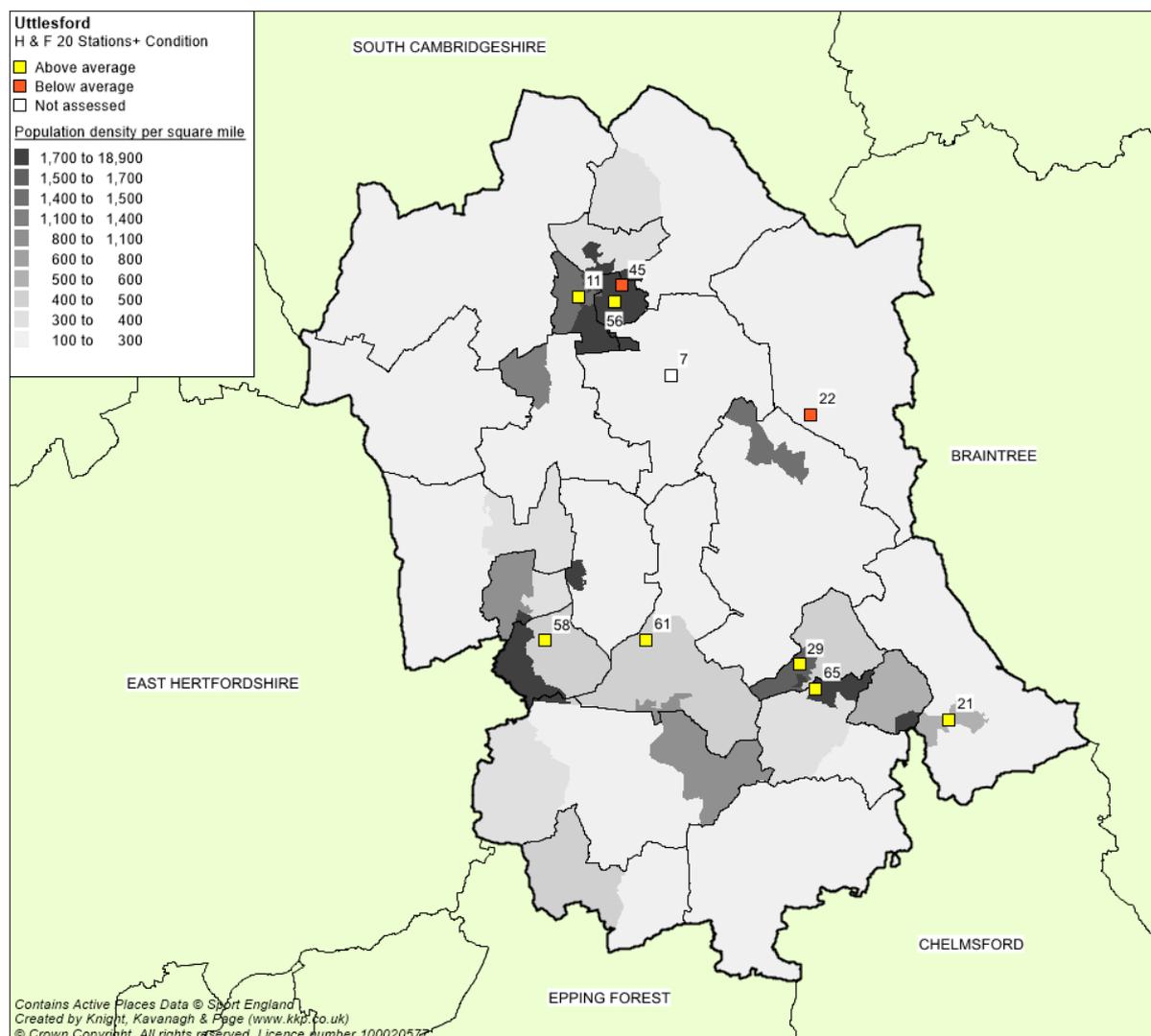


Table 7.2: Quality of all health and fitness gyms with 20+ stations

Map ID	Site name	Stations	Condition
7	Carver Barracks	20	Not assessed
11	County High Sports Centre	26	Above average
21	Felsted School	33	Above average
22	Fitness Focus Gym Thaxted	27	Below average
29	Great Dunmow Leisure Centre	55	Above average
45	Just Gym	35	Below average
56	Lord Butler Fitness & Leisure Centre	72	Above average
58	Mountfitchet Romeera Leisure Centre	25	Above average
61	Pace Health Club (Stansted)	30	Above average
65	Pure Body Health	30	Above average
<b>Total</b>		<b>353</b>	

# UTTLESFORD DISTRICT COUNCIL: SPORTS FACILITIES & RECREATION STRATEGY – INDOOR NEEDS ASSESSMENT

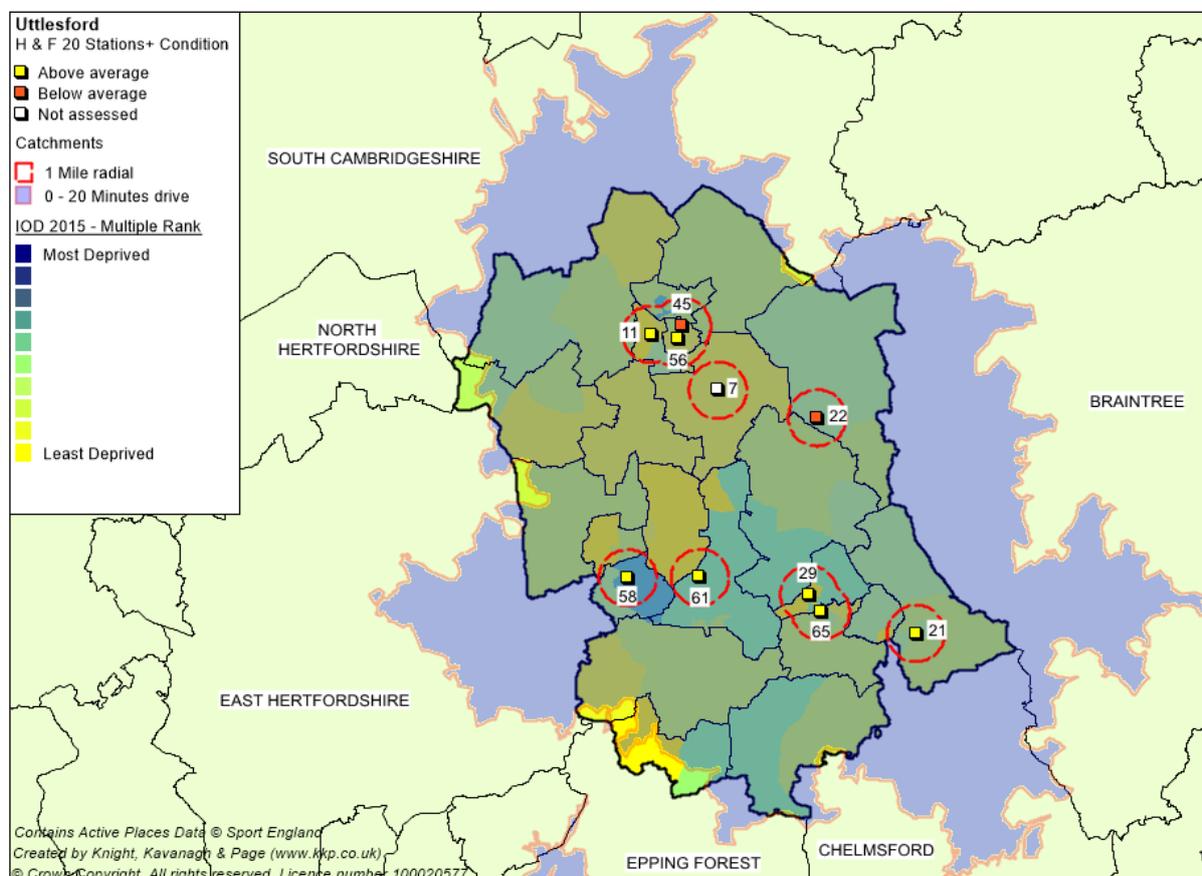
Of the ten, the non-technical assessment identified seven as above average, two below average and one (Carver Barracks) the MOD site was unassessed.

## Accessibility

The Sport England classification of access type defines registered membership use facilities as being publicly available. For health and fitness suites, this generally means a monthly membership fee which can vary considerably. Private operators do not have a contractual obligation to, for example, offer exercise referral nor do they necessarily actively target hard to reach groups. It is also acknowledged that some memberships available are considered expensive while others cost less than those offered by public sector managed venues. There is little doubt that other operators do take some pressure off those operated-by the Authority.

Appropriate walk and drive-time accessibility standards are applied to health and fitness suites to determine provision deficiencies or surpluses. The normal acceptable standard is a 20-minute walk time (one-mile radial catchment) for an urban area and 20 minutes' drive time for a more rural area as identified in Figure 7.3 and Table 7.2.

Figure 7.3: Health and fitness gyms (20+ stations) on IMD with 20 minutes' walk catchments



One third (32.7%) of the population reside within one mile of a health and fitness gym. In general, it is assumed that those who do not, 67.3% (54,677) people are reliant on transport to access a health and fitness facility. Figure 7.3 also identifies that a very small proportion of residents, located in the south west of the District are slightly outside the 20 minutes' drive time of a health and fitness suit (20+ stations) in Uttlesford.

## UTTLESFORD DISTRICT COUNCIL: SPORTS FACILITIES & RECREATION STRATEGY – INDOOR NEEDS ASSESSMENT

Table 7.3: IMD 2015 populations: Uttlesford 20+ stations, 20 minute walk catchment

IMD 2015 10% bands	Uttlesford		Health & Fitness (20 stations+) catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	0	0.0%	0	0.0%	0	0.0%
10.1 - 20	0	0.0%	0	0.0%	0	0.0%
20.1 - 30	0	0.0%	0	0.0%	0	0.0%
30.1 - 40	0	0.0%	0	0.0%	0	0.0%
40.1 - 50	2,938	3.6%	1,683	2.1%	1,255	1.5%
50.1 - 60	8,494	10.5%	2,474	3.0%	6,020	7.4%
60.1 - 70	12,386	15.2%	4,449	5.5%	7,937	9.8%
70.1 - 80	25,335	31.2%	5,527	6.8%	19,808	24.4%
80.1 - 90	19,620	24.1%	6,785	8.4%	12,835	15.8%
90.1 - 100	12,477	15.4%	5,655	7.0%	6,822	8.4%
<b>Total</b>	<b>81,250</b>	<b>100.0%</b>	<b>26,573</b>	<b>32.7%</b>	<b>54,677</b>	<b>67.3%</b>

### Neighbouring facilities

Six health and fitness gyms are located within two miles of the Uttlesford district boundary. Three, all located in East Hertfordshire, are of significant size with over 100 stations (Map ID H3, H4, H5). It is likely that Uttlesford residents do travel to these venues as they are of significant size and in some cases closer to them than facilities in the Authority itself.

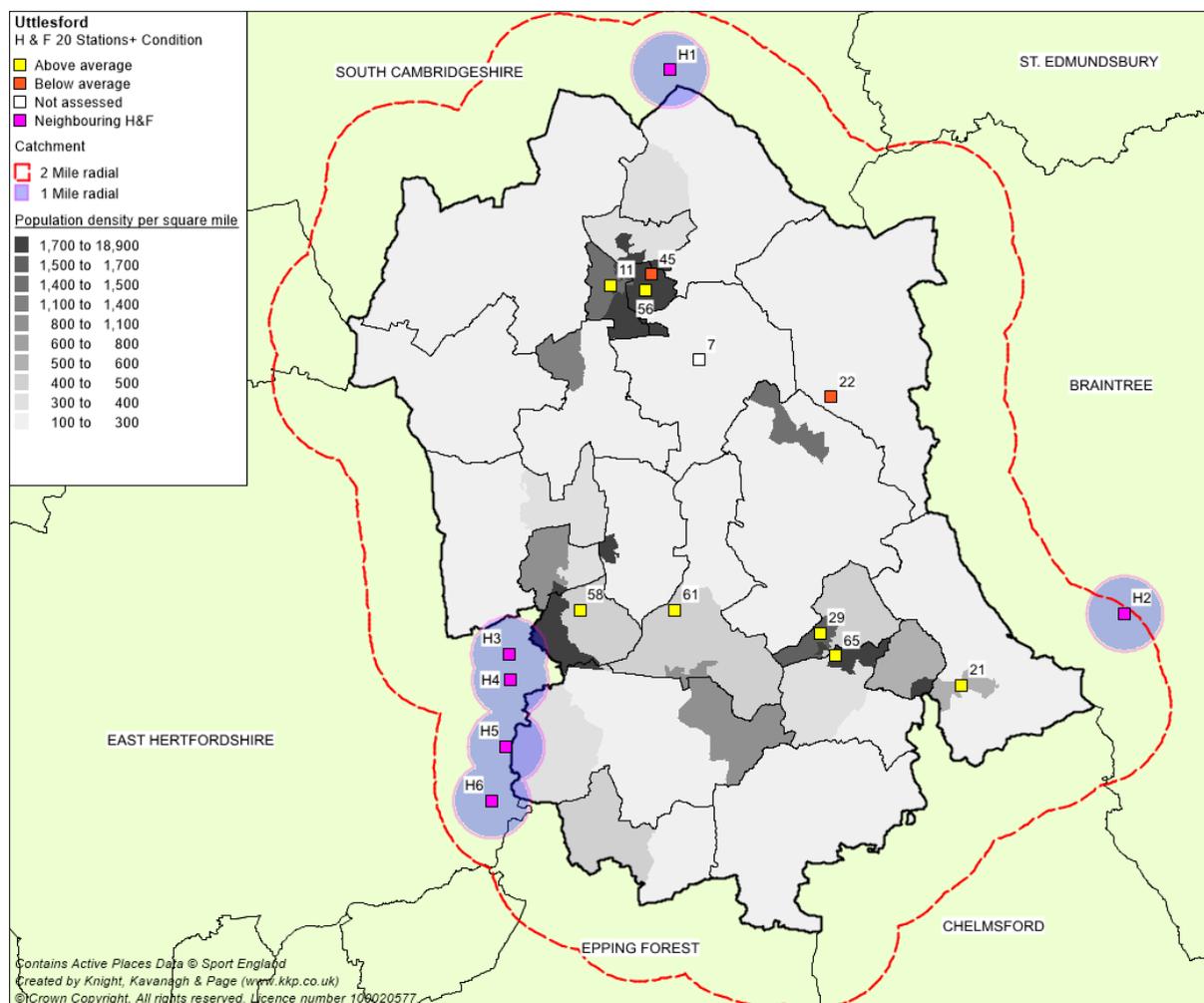
Table 7.4: Health and fitness stations (20+ stations) within 2 miles of Uttlesford

Map ID	Active Places site name	Stns	Access type	Local authority
H1	Linton Village College	32	Registered Membership	S. Cambridgeshire
H2	Braintree Sport & Health Club	60	Registered Membership	Braintree
H3	Grange Paddocks Leisure Centre	120	Pay and Play	East Hertfordshire
H4	Nuffield Health (Bishop's Stortford)	120	Registered Membership	East Hertfordshire
H5	Challenge Active	106	Registered Membership	East Hertfordshire
H6	Leventhorpe Leisure Centre	40	Registered Membership	East Hertfordshire

Source: Active Places Power 17/10/2018

# UTTLESFORD DISTRICT COUNCIL: SPORTS FACILITIES & RECREATION STRATEGY – INDOOR NEEDS ASSESSMENT

Figure 7.4: health and fitness gyms located within two miles of Uttlesford District boundary



## Availability and programming

The Sport England classification of access type defines registered membership use facilities as being publicly available. For health and fitness suites, this generally means a monthly membership fee, the cost of which can vary considerably. It is acknowledged that some memberships which might be considered expensive offer access to different market segments, suggesting that they ease pressure on the more available facilities (i.e. those offering cheaper options).

The audit identified three facilities offering pay and play opportunity, six facilities which require a membership and one facility (Carver Barracks) as available for private use only. The removal of Carver Barracks from availability leaves 333 stations available to the Uttlesford community. Table 7.6 identifies the pricing structures within the different facilities. Felsted School offers the cheapest monthly option at £25.00 per month with the most expensive being Pure Body Health in Great Dunmow at £42.00 per month, although this does include swimming.

# UTTLESFORD DISTRICT COUNCIL: SPORTS FACILITIES & RECREATION STRATEGY – INDOOR NEEDS ASSESSMENT

Table 7.5: Availability of health and fitness facilities in Uttlesford

Map ID	Site name	Stations	Access type
7	Carver Barracks	20	Private Use
11	County High Sports Centre	26	Registered Membership
21	Felsted School	33	Registered Membership
22	Fitness Focus Gym Thaxted	27	Pay and Play
29	Great Dunmow Leisure Centre	55	Pay and Play
45	Just Gym	35	Registered Membership
56	Lord Butler Fitness & Leisure Centre	72	Registered Membership
58	Mountfitchet Romeera Leisure Centre	25	Pay & Play
61	Pace Health Club (Stansted)	30	Registered Membership
65	Pure Body Health	30	Registered Membership

Table 7.6: Pricing structure of facilities in Uttlesford

Site name	Pay & play	3 month	12 months direct debit	Notes
Fitness Focus Gym			£30	
Just Gym	£15 (one week)		£30	Pairs available for £50 per month
Pace Health Club		£99	£37	
			£20	Student rate
Pure Body Health*			£42	£33 classes only
1Life – Lord Butler Leisure Centre	£8.50	£40	£34	Includes swimming
1Life – Mountfitchet Romeera LC	£9.00	£34	£27	
1Life – Great Dunmow LC	£9.20	£41	£35	Includes swimming
Felsted School	£5		£25	

## 7.2: Demand

Health and fitness is highly popular, appealing to men and women across a range of age groups. To identify provision adequacy a demand calculation based upon the assumption that 'UK penetration rates' will increase slightly in the future is applied.

Table 7.8: UK penetration rates; health and fitness in Uttlesford (ONS Data)\*

	2016	2033
Adult population	69,063*	82,166*
UK penetration rate	14%	15%
Number of potential members	9,669	12,325
Number of visits per week (1.75/member)	16,920	21,569
% of visits in peak time	65	65
No. of visits in peak time (equated to no. of stations required i.e. no. of visits/39 weeks*65%)	282	359
<b>Number of stations (with comfort factor applied)</b>	<b>423</b>	<b>539</b>

(Model identifies 1.75 visits p/week by members and 65% usage during 39 weeks of the year.)

\*ONS populations do not account for any of the garden community developments

## UTTLESFORD DISTRICT COUNCIL: SPORTS FACILITIES & RECREATION STRATEGY – INDOOR NEEDS ASSESSMENT

Population increases are factored in to enable calculation of whether current supply will meet future demand. Table 7.8 estimates the demand for health and fitness facilities in Uttlesford. According to UK penetration rates there is a current need for 423 stations; this is expected to grow to 539 (an increase of 116) by 2033. This figure takes account of a comfort factor (particularly at peak times).

When comparing this to the number of stations currently available (333) and accounting for the comfort factor, the market appears to have a negative supply demand balance to service the adult population. This balance will continue until post 2033.

It is not uncommon for the private sector to identify niche markets and fill them with health and fitness venues which can make the market appear congested. While some of these may be 'budget operators' it does not necessarily make them available to harder to reach groups and people from areas of (relative) disadvantage as cost is only one factor affecting usage.

<sup>1</sup>Life replaces its fitness equipment on a 5 year cycle and considers competition in the District to be relatively low.

Table 7.9: Sport England market segmentation

Keep fit and gym
<ul style="list-style-type: none"> <li>◀ 19.3% (10,899) of people currently take part in keep fit and gym and a further 7.2% (4,077) indicate that they would like to, giving an overall total of 26.5% (14,977).</li> <li>◀ 28.2% of Chloe's take part in keep fit and gym, the largest proportion of any group taking part, closely followed by the Alison segment at 27.3%</li> <li>◀ Groups with the largest proportion taking part are Tim (15.6%) and Chloe (13.0%).</li> <li>◀ Groups with the most people who would like to take part are Tim (13.4%) and Chloe (13.4%).</li> <li>◀ The main group to target due to size and interest is, therefore Tim.</li> </ul>

<p><b>Tim</b> Settling Down Males</p> <p>Also known as Simon, Jonathan, Jeremy, Adrian, Marcus</p>	<p>Sporty male professionals, buying a house and settling down with partner.</p> <p><i>Professional, may have children, married or single.</i></p> <p>Age 26-45 years.</p>	<p>Tim's main source of information is the internet -he uses this for information on property, sports and managing his finances. He is a heavy mobile phone user and likes to access information 24/7. Tim will often buy things online and is relatively likely to use SMS text alerts and 3G services.</p>	<p>Tim is an active type that takes part in sport on a regular basis.</p> <p>Tim's top sports are cycling (21%), keep fit/gym (20%), swimming (15%), football (13%) and golf (7%).</p>
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Market segmentation suggests latent demand of 4,077 people (7.2%) for keep fit and gym.

### Supply and demand analysis

Health and fitness facilities are an important facet of leisure provision and have been a very successful addition to sports centres over the past three decades. Income derived from them helps to offset the cost/underpin the viability of other aspects of leisure provision, especially swimming and targeted physical activity programmes such as Exercise on Referral. For Uttlesford the challenge is to provide opportunity for people from more rural who are less likely to wish to travel to access health and fitness opportunity.

# UTTLESFORD DISTRICT COUNCIL: SPORTS FACILITIES & RECREATION STRATEGY – INDOOR NEEDS ASSESSMENT

## Future demand due to garden community developments

The three proposed garden communities, resulting in c.4,800 new homes up to 2033 and about a further 7,500 new homes in Uttlesford beyond 2033, will lead to additional more localised demand. Figure 7.5 below identifies the (estimated) proposed areas of population growth up until 2033 set against currently available health and fitness facilities.

Figure 7.5: Potential impact of garden communities on health and fitness

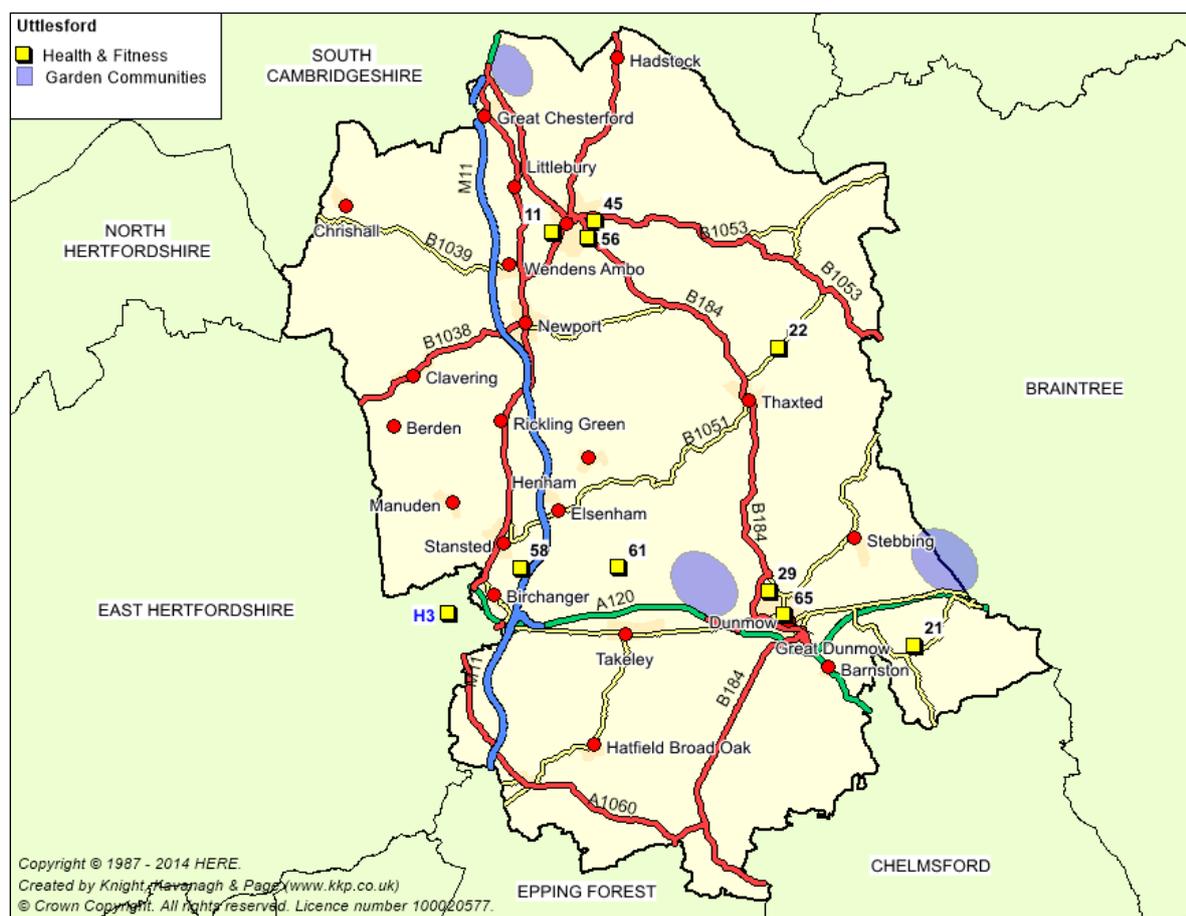


Table 7.6: Potential impact of garden communities on health and fitness

Map ID	Site	Map ID	Site
11	County High Sports Centre	56	Lord Butler Fitness & Leisure Centre
21	Felsted School	58	Mountfitchet Romeera Leisure Centre
22	Fitness Focus Gym Thaxted	61	Pace Health Club (Stansted)
29	Great Dunmow Leisure Centre	65	Pure Body Health
45	Just Gym		

# UTTLESFORD DISTRICT COUNCIL: SPORTS FACILITIES & RECREATION STRATEGY – INDOOR NEEDS ASSESSMENT

Table 7.7: Potential impact of garden communities on health and fitness

Map Id	Site
H3	Grange Paddocks Leisure Centre

Figure 7.5 identifies likely increased demand for health and fitness in the:

- North of the District, putting increased pressure on the already busy Lord Butler Leisure Centre, County High Sports Centre and Just Gym.
- South East and North West of Great Dunmow, the nearest health and fitness venues for both communities are Great Dunmow Leisure Centre, Pace Health Club, Mountfitchet Romeera Leisure Centre, Pure Body Health and Felsted School.

### 7.3: Dance Studios

Dance studios are an important element of the wider health, fitness and conditioning market. They vary in size, shape, quality of environment, access to sprung wooden floors and quality of ancillary facilities. There has been an increase in the numbers of people accessing fitness classes as identified in the UK penetration rates.

Activities accommodated vary from low impact classes such as Pilates and yoga to the more active dance, step, Boxercise and Zumba. It is also worth noting that dance classes and clubs are also a key user of studio spaces throughout the country.

The KKP audit found 11 studios, across nine sites, 10 of which were subject to a non-technical assessment. Table 7.8 identifies the quality and type of membership which applies to each of the studios.

#### Quality

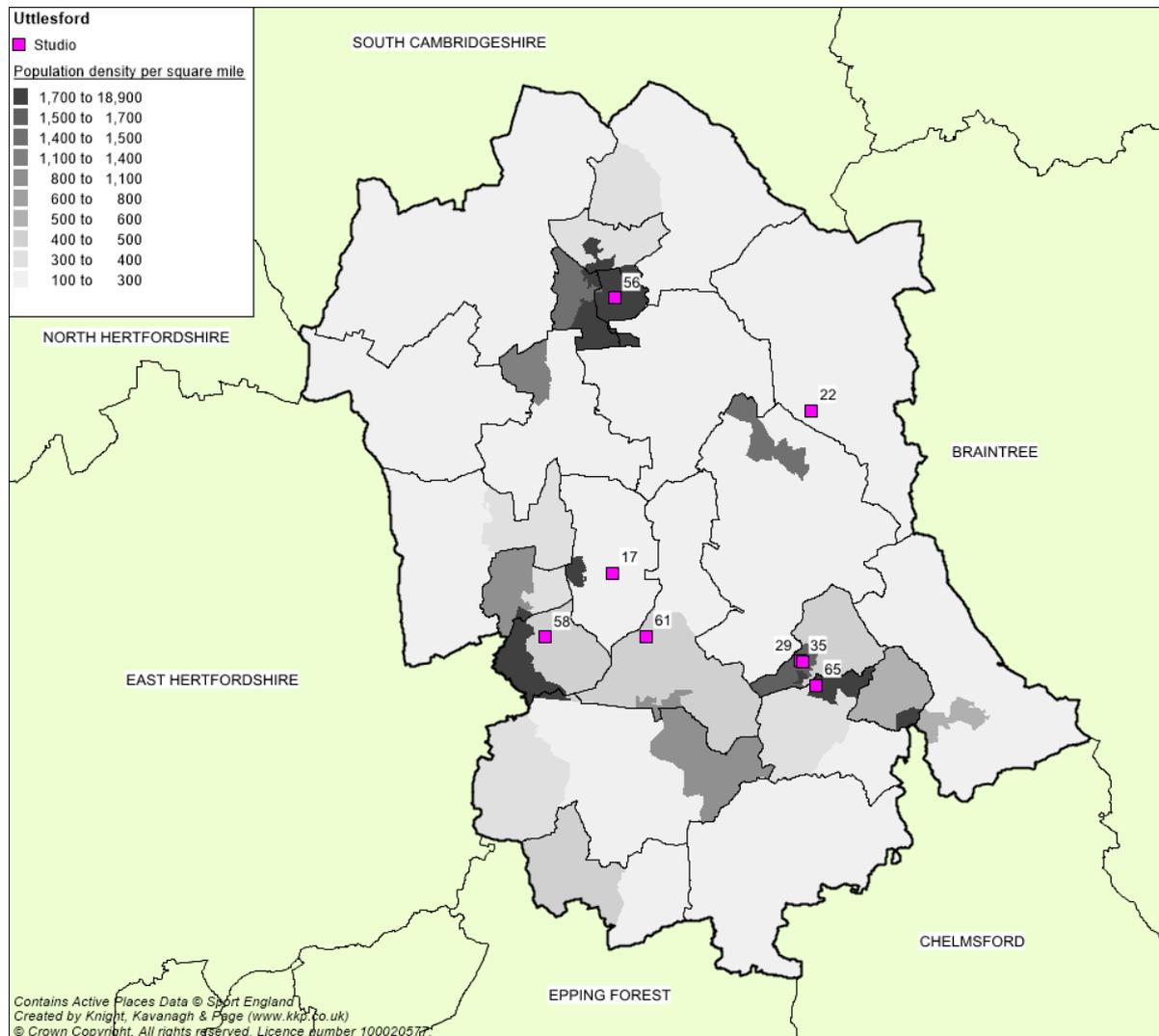
Two studios are rated as good quality, six are above average and two are below average. One was not assessed.

Table 7.10: Dance studios in Uttlesford

Map ID	Site name	Access	Condition
11	Saffron Walden County High School	Private use	Above average
17	Elsenham Golf & Leisure	Registered membership	Not assessed
22	Fitness Focus Gym Thaxted	Pay and play	Below average
29	Great Dunmow Leisure Centre	Pay and play	Good
35	Helena Romanes School & Sixth Form	Sports Club / CA	Above average
56	Lord Butler Fitness & Leisure Centre	Registered membership	Above average
56	Lord Butler Fitness & Leisure Centre	Sports Club / CA	Above average
58	Mountfitchet Romeera Leisure Centre	Registered membership	Good
61	Pace Health Club (Stansted)	Registered membership	Above average
61	Pace Health Club (Stansted)	Registered membership	Above average
65	Pure Body Health	Registered membership	Below average

# UTTLESFORD DISTRICT COUNCIL: SPORTS FACILITIES & RECREATION STRATEGY – INDOOR NEEDS ASSESSMENT

Figure 7.6: Location of all dance studios in Uttlesford



## Availability

Two studios offer pay and play options (Fitness Focus Thaxted and Great Dunmow Leisure Centre) and one studio is available for private use only (Saffron Walden County High School). All the other studios are accessed either via a membership or through a sports club or community association. Consultation identifies that Lord Butler and Great Dunmow leisure centres offer over 50 classes per week.

# UTTLESFORD DISTRICT COUNCIL: SPORTS FACILITIES & RECREATION STRATEGY – INDOOR NEEDS ASSESSMENT

## 7.4: Summary of key facts and issues

Facility type	Health & fitness	
Elements	Assessment findings	Specific facility needs
<b>Quantity</b>	<ul style="list-style-type: none"> <li>◀ There are 10 health and fitness gyms (353 stations) with 20+ stations available to the community.</li> <li>◀ There are 11 dance studios across 9 sites.</li> </ul>	
<b>Quality</b>	<ul style="list-style-type: none"> <li>◀ Most facilities are well maintained and in above average or good condition.</li> <li>◀ Two studios are rated good, six above average, two below average and one was unassessed</li> <li>◀ 1 Life has a 5-year life cycle for its fitness equipment.</li> </ul>	Continue to maintain and invest in existing facilities.
<b>Accessibility</b>	<ul style="list-style-type: none"> <li>◀ All residents live within 20 minutes' drive time of a health and fitness suite.</li> </ul>	
<b>Availability</b> (Management and usage)	<ul style="list-style-type: none"> <li>◀ There are a wide range of fitness classes available across the District. They attract a variety of different user groups.</li> <li>◀ Two studios are available on a pay and play basis. All others require membership or access via a sports club / community association.</li> </ul>	
<b>Future development</b>	<ul style="list-style-type: none"> <li>◀ The three proposed garden communities will lead to an increase in demand on existing facilities.</li> <li>◀ Should all three garden communities come to fruition Great Dunmow Leisure Centre will be under additional pressures from two of these communities.</li> </ul>	Additional facilities and/or expansion of existing stock may be needed to cater for additional demand.
<b>Summary</b>	<ul style="list-style-type: none"> <li>◀ There appears to be a current undersupply of c.70 stations. By 2033 this is expected to grow to 186 stations based upon projected population increases.</li> </ul>	

# UTTLESFORD DISTRICT COUNCIL: SPORTS FACILITIES & RECREATION STRATEGY – INDOOR NEEDS ASSESSMENT

## SECTION 8: SQUASH

In recent years, squash has experienced challenging times. It is now following a new strategic path, implementing a company-wide rebrand and undergoing a major restructure and downsizing. England Squash (the NGB for the sport) has achieved Sport England’s recently set core strategic goals including arresting the decline in participation. The NGB is committed to supporting the traditional infrastructure of county associations, clubs, coaches and officials to grow the game through key programmes (e.g. Squash101) and campaigns (e.g. Squash Girls Can) but will need to apportion resources in a significantly different manner. Its 2017-2021 strategy will:

- ◀ Continue to build a model sport’s governing body that enables participation and enjoyment of squash whilst delivering a robust talent pathway and successful performance programme.
- ◀ Deliver a membership scheme that caters to and encourages players and coaches of all levels.
- ◀ Form a progressive organisation with an enhanced international reputation.

Enhancing Squash (2017-2021) outlines the proposed vision, principles and strategic pillars for England Squash. Its vision is *to make squash the #1 racket sport in England*. Its Mission is to create a thriving squash community by redefining and enhancing the squash experience for players, coaches, officials and volunteers, that enables us to sustain the sport, maximise revenue potential and develop world leading teams and individuals.

Table 8.1: England Squash Strategic aims:

Element	Aim
Governance	Adhere to the highest standards of organisational governance.
Membership	Provide a membership model that caters to and provides benefits for anyone interested in playing and coaching squash irrespective of their ability.
Programmes	Enabling and supporting partners to be at the forefront of adult and player recruitment and retention.
Talent & high performance	Provide a support and development programme that identifies, develops and delivers world leading individuals and teams.
Commercial	Create a diversified and effective revenue model that minimises risk and reduces dependency on funding.

### 8.1 Supply

Figure 8.1 and Table 8.1 identify 10 squash courts located on four different sites in Uttlesford (five of which are glass backed and five traditional). They are located in the north and south of the District. Figure 8.1 and Table 8.2 also identify squash courts within two miles of the local authority border. Active Places data indicates that there are eight courts on two sites, all in Bishops Stortford in East Hertfordshire.

Bishop Stortford Squash Club is a significant dedicated facility hosting four glass back and two more traditional courts. and is located less than one mile away from the Uttlesford local authority border.

# UTTLESFORD DISTRICT COUNCIL: SPORTS FACILITIES & RECREATION STRATEGY – INDOOR NEEDS ASSESSMENT

Figure 8.1: Squash courts in Uttlesford and within two miles of local authority boundary

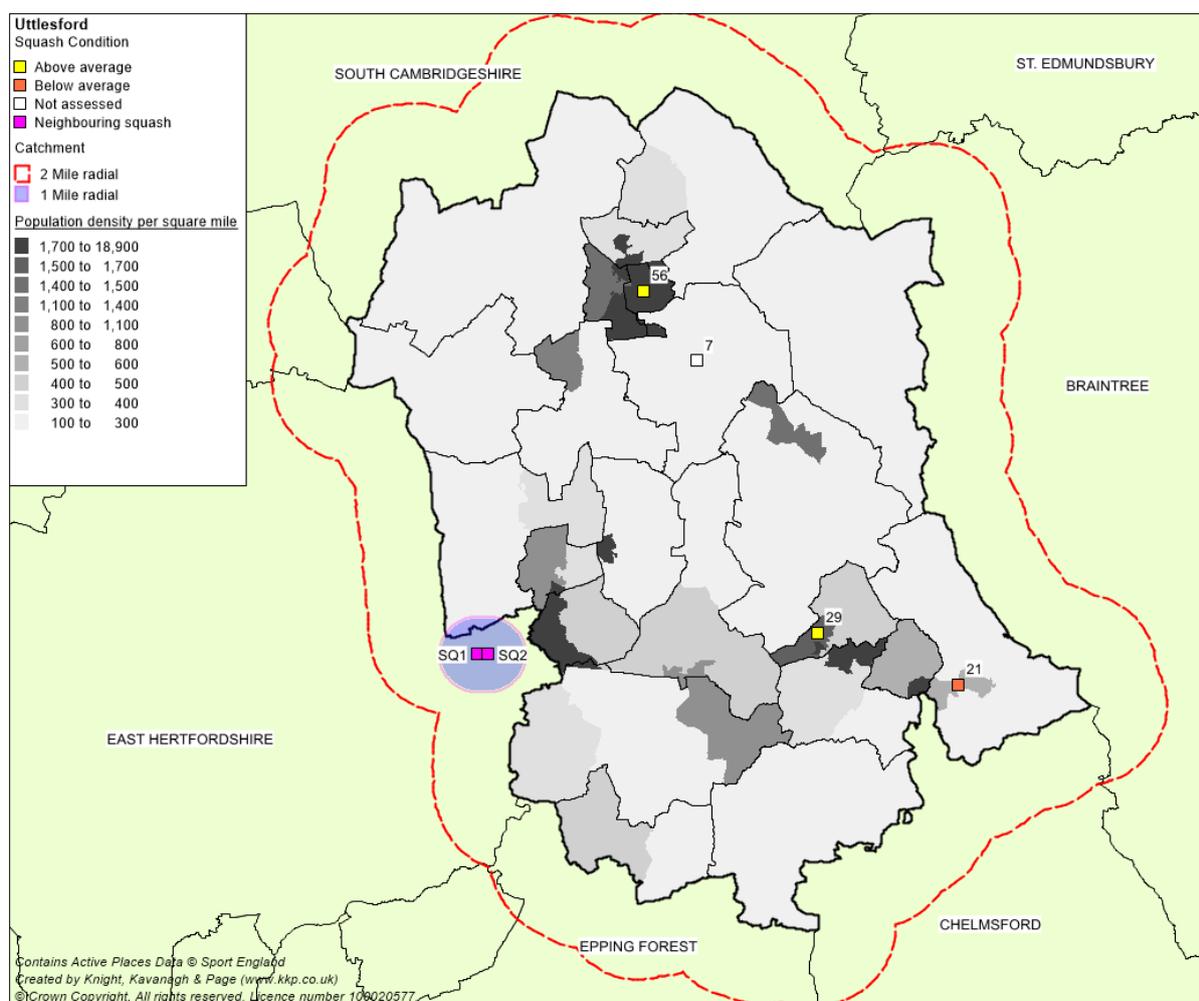


Table 8.1: Squash courts in Uttlesford

Map ID	Site name	Courts		
		Normal	Glass backed	Total
7	Carver Barracks	0	2	2
21	Felsted School	2	0	2
29	Great Dunmow Leisure Centre	0	3	3
56	Lord Butler Fitness & Leisure Centre	3	0	3

Table 8.2: Squash courts in within 2 miles of Uttlesford LA boundary

Map ID	Active Places site name	Courts	Access type	Local authority
SQ1	Bishop Stortford Squash Club	4	Sports Club / CA	East Hertfordshire
SQ1	Bishop Stortford Squash Club	2	Sports Club / CA	East Hertfordshire
SQ2	The Bishops Stortford Sports Trust	2	Sports Club / CA	East Hertfordshire

Source: Active Places Power 18/10/2018

# UTTLESFORD DISTRICT COUNCIL: SPORTS FACILITIES & RECREATION STRATEGY – INDOOR NEEDS ASSESSMENT

## Quality

Six courts (Lord Butler Fitness & Leisure Centre and Great Dunmow Leisure Centre) are rated as above average in quality with the courts at Felsted School assessed as below average. As with the sports hall and health and fitness, access to the facilities at Carver Barracks was denied so its two glass backed courts remain unassessed.

Table 8.3: quality and access policy of squash courts

Map ID	Site name	Access	Condition
7	Carver Barracks	Private Use	Not assessed
21	Felsted School	Pay and Play	Below average
29	Great Dunmow Leisure Centre	Pay and Play	Above average
56	Lord Butler Fitness & Leisure Centre	Pay and Play	Above average

Three sites are available for pay and play although Felsted School is only available during the evening and at weekends due to school use. Both leisure centre sites have three courts and offer a full squash programme with recreational and competitive opportunity.

## 8.2: Demand

*Saffron Walden Squash Club* (SWSC) is based at Lord Butler Fitness Centre. It has 86 members the majority of which (80%) are male. It also has 25 junior members. It reports an increase in members over the last three years and has capacity to accommodate more, should there be an increase in demand. It is reported that members all live locally, travelling on average 15-20 minutes to access the centre for training and games. It affiliates to England Squash and competes in the Cambridgeshire Squash League.

SWSC reports challenges on a regular basis with the leisure operator's electronic booking system, which reportedly loses bookings and any deposits/payments made against said bookings. It also reports challenges with the maintenance and upkeep of the courts, which the club suggests that it is helping to maintain them itself. The audit found the facilities to be above average and are maintained to an acceptable standard under the PFI contract. The squash facilities are, of course, available to hire by the general public also.

The Club indicates that the squash facilities currently meet its needs, although this is getting more problematical as it feels the centre is in decline and the facilities may become inadequate sooner rather than later (within the lifetime of the sports strategy).

### Market segmentation

Squash and racketball
<ul style="list-style-type: none"> <li>◆ 1.4% (807) of people currently play squash and racketball and a further 0.8% (479) indicate that they would like to, giving an overall total of 2.3% (1,287).</li> <li>◆ 3.9% of Ben's play squash and racketball, the largest proportion of any group playing, closely followed by the Tim segment at 3.4%.</li> <li>◆ Groups with the largest proportion of the population playing are Tim (35.6%) and Ben (21.1%).</li> <li>◆ Groups with the most people who would like to play are Tim (31.1%) and Philip (19.0%).</li> <li>◆ The main group to target due to size and interest is, therefore Tim.</li> </ul>

\*A full description of each Sport England Market Segmentation is located in Appendix 2

## UTTLESFORD DISTRICT COUNCIL: SPORTS FACILITIES & RECREATION STRATEGY – INDOOR NEEDS ASSESSMENT

Market segmentation suggests latent demand of 479 people who would like to participate in squash and racketball.

<p><b>Tim</b> Settling Down Males</p> <p>Also known as Simon, Jonathan, Jeremy, Adrian, Marcus</p>	<p>Sporty male professionals, buying a house and settling down with partner. <i>Professional, may have children, married or single.</i> Age 26-45 years.</p>	<p>Tim's main source of information is the internet -he uses this for information on property, sports and managing his finances. He is a heavy mobile phone user and likes to access information 24/7. Tim will often buy things online and is relatively likely to use SMS text alerts and 3G services.</p>	<p>Tim is an active type that takes part in sport on a regular basis. Tim's top sports are cycling (21%), keep fit/gym (20%), swimming (15%), football (13%) and golf (7%).</p>
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### 8.3: Summary

Facility type	Squash	
Elements	Assessment findings	Specific facility needs
<b>Quantity</b>	<ul style="list-style-type: none"> <li>◀ There are 10 squash courts in Uttlesford across four sites.</li> <li>◀ % of these are glass backed.</li> <li>◀ There are 10 courts within 2 miles of the Uttlesford boundary, six located at a dedicated squash centre.</li> </ul>	
<b>Quality</b>	<ul style="list-style-type: none"> <li>◀ Six courts are rated as above average in quality, two below average and two courts (Carver Barracks) are unassessed.</li> </ul>	<p>SWSC suggests that the quality of facilities is declining and that they will not necessarily be fit for purpose within the foreseeable future.</p> <p>It has taken over the maintenance of the courts at Lord Butler in an attempt to maintain quality.</p>
<b>Accessibility</b>	<ul style="list-style-type: none"> <li>◀ Three sites (8 courts) are available for pay and play, two of these are, however, not available during the day as they are located at a school</li> <li>◀ A further eight courts are located within two miles of the authority (in Bishops Stortford).</li> </ul>	
<b>Availability</b> (Management and usage)	<ul style="list-style-type: none"> <li>◀ Courts are available for pay and play, training and competition purposes on request.</li> <li>One site does not permit community use (Carver Barracks).</li> </ul>	<p>There is capacity within the current supply of courts to accommodate increased demand, if necessary.</p>
<b>Summary</b>	<ul style="list-style-type: none"> <li>◀ Both local authority operated leisure centres have three courts, which enables them to offer a full squash programme. Compared to many other areas of the country squash is considered to be a thriving sport.</li> </ul>	

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## SECTION 9: INDOOR BOWLS

The five forms of bowls that can be played indoors that require a different venue are flat/level green, crown green, longmat, short mat and carpet mat. Each format of the game requires a different technical specification for their indoor facility.

Indoor flat / level green bowls are purpose built indoor greens which comply with the laws of the sport of Indoor Bowls. The NGB is EIBA (English Indoor Bowling Association). It requires a standard bowling green; a flat area 34-40 metres long divided into playing areas called rinks. The number of these varies, depending on the width of the green.

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

Carpet mat bowls is played on a rectangular carpet (45 x 6 feet) that is rolled out. It can be accommodated in any indoor space large enough to accommodate the mats which come in different lengths. It tends to be played at a recreational level The NGB is the English Carpet Bowls Association.

Short mat bowls is typically played in sports halls, village halls, outdoor bowls club pavilions; on indoor flat green bowls club greens. The NGB is the English Short Mat Bowling Association. Longmat bowls is played on a rolled carpet typically laid on a sports hall floor. It is typically offered in areas of low flat-green supply and/or where Crown Green bowls is played outdoors. There is no NGB for this version of the game.

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

A successful indoor bowls centre requires a combination of the right location, design, and financial and general management. Sport England<sup>7</sup> guidelines on catchment for indoor bowls centres are set out to be interpreted in the light of local circumstances:

- ◀ Assume the majority of users live locally and not travel more than 20 minutes.
- ◀ Assume that 90% of users will travel by car, with the remainder by foot.
- ◀ Calculate demand on the basis of one rink per 14,000-17,000 total population.
- ◀ The number of rinks required can be related to the estimated number of members, assume 80-100 members per rink.

The stated priorities of EIBA are:

- ◀ Recruitment and retention of participants.
- ◀ Clubs obtaining “Clubmark Accreditation”.
- ◀ Retention and improvement of facilities.
- ◀ New indoor facilities in areas of low-supply and high-demand.

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<sup>7</sup> Sport England Design Guidance Note Indoor Bowls 2005

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## *EIBA Outline Plan 2017 - 2021*

The EIBA plan is focused on: *recruit and retain 45+* and *recruit and retain 70+*. Both markets require growth. The idea is that people aged 45+ need new versions/formats of the game to play and the 70+ will wish to continue with current formats. Its focus areas are:

- ◀ Facilities: build, improve, retain.
- ◀ Youth and the family.
- ◀ Women – increase participation and retention.
- ◀ Disability.
- ◀ Competitions.
- ◀ Internationals.
- ◀ Promotion.
- ◀ Commercial partnerships.

The “Recruit and Retain Strategy” is to concentrate on encouraging and supporting clubs to increase participation and improve the experience of all participants. Its objectives include:

- ◀ Growing participation across the adult population in local communities. Targeted work to increase female participation.
- ◀ Growing participation in the 12-18 age range as part of the EIBA Development Pathway.
- ◀ The provision of an excellent sporting experience for new and existing participants.
- ◀ A growth in Indoor Bowls participation by people who have disabilities.

Running alongside this is the Sport England funded development work provided jointly by the Indoor NGB (EIBA); Outdoor NGB (Bowls England) and the “Bowls Development Alliance” (BDA). Each NGB has two directors on the Board of BDA. Sport England has determined that “Bowls” nationally will receive just over £1.6million for the next four years to help to keep more people playing the sport well into later life. The BDA Vision is “Working with flat green clubs to help them and the bowlers within them to develop more resilient habits to ensure a stronger sport, the benefits of which can be enjoyed for a life time”. The next four years (2017- 2021) will see the following actions:

- ◀ Intensive support to 200 identified clubs to help strengthen resilience in the core market through its new Club Development Programme.
- ◀ Supporting clubs to encourage those who are presently inactive to engage with bowls through the Play Bowls Package.
- ◀ Upskilling volunteers to impact directly on sustaining membership and to continue to grow participation particularly providing more opportunities for those with a disability.
- ◀ Assisting bowls clubs to become an integral part of the local community.
- ◀ Ensuring clubs have the support and guidance they need to keep their facilities at a standard that will maintain the habit of physical activity of their members.

## **9.1: Supply**

Turpin Indoor Bowls Club is the only indoor bowls facility in Uttlesford as identified in Figure 9.1 and Table 9.1. A purpose-built centre, it was built in 1996 and refurbished in 2004. It has six rinks.

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Figure 9.1: Indoor bowls centres in within 30 minutes' drive of Turpins Indoor Bowls Club

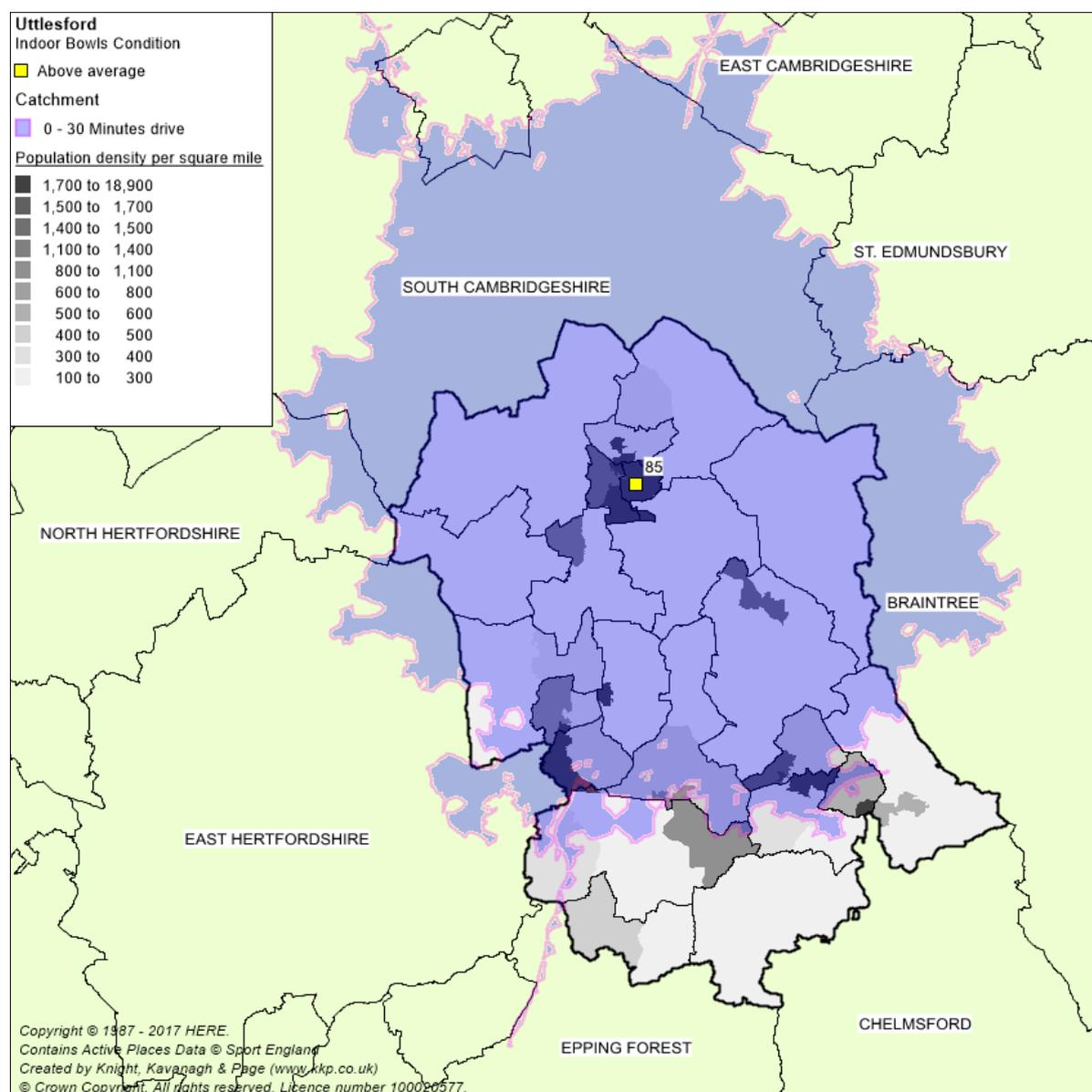


Table 9.1: Indoor bowls centres in Uttlesford and within 30 minutes' drive time

Map ID	Site name	Rinks	Condition
85	Turpins Indoor Bowls Club	6	Above average

Just over three quarters (78%) of Uttlesford residents live within 30 minutes' drive of the facility. There are no other indoor bowls facilities within the 30-minute drive time catchment.

### Club consultation

The Club is keen to recruit new members and regularly hosts open days, taster sessions and beginners' sessions; it also makes shoes and bowls available to borrow for those that do not possess their own.

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For members wishing to develop and enhance their skills, the Club has coaches on hand and runs sessions for those that wish to participate. It also regularly hosts local competitions and is a county championships venue, for those who are able and wish to compete at a higher level. During the winter months, the centre operates from 9.30 to 21.30. This reduces over the summer months to one session per day.

The Turpin Centre is located directly adjacent to a large skate park. The opportunity could be explored to install some doors which open out onto the skatepark which would enable the skatepark users to access the café, open a skate/scooter parts shop and use the ancillary facilities and enable the centre to increase its footfall particularly over the summer months when the bowls centre is at its quietest. This also would allow inter-generational contact through the centre where young people may also engage in the sport of indoor bowls, darts, board games and other activities taking place at the venue.

Affiliated to EIBA, Saffron Walden Bowls Club has c. 300 members (180 males, 120 female) mostly over the age of 40 plus a few junior members. It reports that membership has plateaued in recent years.

### 9.2: Demand

#### Sport England's Sports Facilities Calculator

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

- ◀ Facility location compared to demand.
- ◀ Capacity and availability of facilities – opening hours.
- ◀ Cross boundary movement of demand.
- ◀ Travel networks and topography.
- ◀ Attractiveness of facilities.

Table 6.17: Sports facilities calculator

	Population 2016	Population estimate 2033
<b>ONS population projections</b>	86,289	101,544
<b>Population increase</b>	-	15,255
<b>Facilities to meet additional demand</b>	-	1.13 rinks 0.19 centre
<b>Cost</b>	-	£428,754

Calculations assume that the current indoor bowls stock remains available for community use and the quality remains the same, the projected increase in population will lead to an increase in demand for indoor rinks. The SFC indicates that there will be a recommendation for an additional 1.13 rinks, up to 2033 (estimated cost £428,754).

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## 9.3: Summary

Facility type	Indoor bowls	
Elements	Assessment findings	Specific facility needs
<b>Quantity</b>	<ul style="list-style-type: none"> <li>▶ Turpins Indoor Bowls Club is the only indoor bowls facility. It has six rinks.</li> </ul>	
<b>Quality</b>	<ul style="list-style-type: none"> <li>▶ The Centre is rated as above average in quality.</li> </ul>	Continue to maintain and invest in existing facilities.
<b>Accessibility</b>	<ul style="list-style-type: none"> <li>▶ Over three quarters (78%) of Uttlesford residents live within 30 minutes of the facility.</li> </ul>	
<b>Availability</b> (Management & usage)	<ul style="list-style-type: none"> <li>▶ The Centre's opening times are seasonal and dependent on demand.</li> <li>▶ There is an aspiration to increase footfall at the site. Consideration is being given to modifying its design to generate better links with users of the skatepark (via café/vending facilities).</li> </ul>	Aspirations to link to the skatepark users and improve the offer at the centre through modification of the building.
<b>Future development</b>	<ul style="list-style-type: none"> <li>▶ The proposed garden community is likely to lead to an increase in demand at the facility in the future.</li> </ul>	
<b>Summary</b>	<ul style="list-style-type: none"> <li>▶ The opportunity to increase physical activity and community use of the centre should be a key strategy feature moving forward to ensure it is financially viable in the future.</li> </ul>	

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## SECTION 10: SWOT ANALYSIS

### 10.1: Strengths

- ◀ Indoor sports facilities are in main in good condition and are being well maintained.
- ◀ Netball and swimming are strong sports in the area.
- ◀ There is a good supply of squash courts.
- ◀ A number of larger sports clubs offer satellite sessions in the area – netball, trampolining, swimming.
- ◀ Non-traditional sports are on offer in the area; skating hockey, fencing and dodgeball.
- ◀ The PFI contract in that maintenance and programming is a known factor.

### 10.2: Weaknesses

- ◀ Sports hall demand is high due to the number of sports which could be played outdoors being played indoors. This is, arguably, restricting the growth of indoor sports.
- ◀ The FPM reports an imbalance in the used capacity of halls. A number operate at an uncomfortably full level while others have significant capacity to accommodate more activity.
- ◀ There appears to be very limited flexibility with regard to the PFI contract; this restricts programme development and does not allow for different trends to be accommodated.
- ◀ There is an undersupply of water space in the area to accommodate future predicted population growth
- ◀ There is an undersupply of health and fitness provision in the area to accommodate future predicted population growth.

### 10.3 Opportunities

- ◀ Current facility supply levels set against future population and housing growth necessitate and would viably justify additional sports hall, swimming and health and fitness facilities.
- ◀ The development of 3G/AGPs (outlined in the PPS) has potential to reduce present levels of outdoor sports use of indoor facilities. This could/should enable increased use by indoor sports clubs and programmes to develop indoor sports.
- ◀ Cross boundary planning with East Hertfordshire is important due to the import and export of people using sports facilities. This will also apply to Braintree with the development to the West of Braintree Garden Community.
- ◀ To explore the opportunity to modify the building layout of Turpin's Indoor Bowls Club to enhance the offer and footfall at the centre.
- ◀ The commitment of the Council to developing three garden communities will potentially lead to increased S.106 monies, to be used to develop appropriate sport and leisure facilities in the authority.

### 10.4: Threats

- ◀ The age of facilities – not investing in the maintenance and refurbishment of aging facilities.
- ◀ The importance of Turpins Indoor Bowls Club as the only indoor bowls provision in the area and within 30 minutes' drive.
- ◀ Not investing in 3G/AGPs will continue to restrict the growth of indoor sports due to the high instance of outdoor sports playing indoors in the winter months.
- ◀ Lord Butler Leisure Centre is a key multi sports facility in the area particularly for the supply of water space. Continued investment is essential to retain its condition quality.
- ◀ The development of garden communities without investing in additional facilities will result in a significant shortage of facilities to meet additional demand, particularly in Great Dunmow.

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## APPENDIX 1: CONSULTEE LIST

Name	Designation	Organisation
Faye Marriage (née Butler)	Senior Health Improvement Officer	Uttlesford District Council
Sarah Nicholas	Senior Planning Officer	Uttlesford DC
Fiona Gardiner	Communities Manager	Uttlesford District Council
Paula Evans	Leisure and Performance Manager	Uttlesford District Council
Laura Taylor Green	Head of Wellbeing and Public Health	
Lee Ward	Senior Relationship Manager	Badminton England
Steve Rodwell	Development Manager	EIBA
Richard Lambourn	Facilities Manager	Swim England
Jane Grey	Volunteer	One Minet Skatepark
Derek Jones	Volunteer	
Mike Spraget Derrick Giffin	Director Chairman	Turpin Indoor Bowls Club
Alex Cadwallader	Assistant Relationship Manager	Active Essex
Kelly Harman	Relationship Manager	Active Essex
Becki Reynolds	Manager, Lord Butler Fitness and Leisure Centre	1Life
Kerry Towison-Mulbregt	General Manager	1Life
Jade Law	Duty Manager, Mountfitchet Romeera Leisure Centre	1Life
Andrew Clayton	Bursar	Felsted School
Val Hartshorne	Premises & Operations Officer	Saffron Walden High School
Dave Bentley	Site Mgr	Joyce Franklin Academy
Andy French	Estates & Facility Mgr	Forest Hall School
Liz Evans-Barlow	Business Mgr	The Helena Romanes School
Nick Evans	Head of Sport	Dame Bradbury School
Mark Landor	Volunteer	Newport Badminton Club
Pete Jokinen	Volunteer	Saffron Walden Skating Hockey
George Atterbury	Volunteer	Saffron Walden Squash Club
Michael Bott	Volunteer	Flitch Green Trust
Lisa Thomason	Volunteer	Great Dunmow Junior Netball Club
Amanda Simmons	Volunteer	Dunmow Atlantis Swimming Club
Gary Hutton	Volunteer	Great Dunmow Karate Club
Philip Raisewell	Planning Manager	Sport England

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## APPENDIX 2: NHS NEW TOWN PRINCIPLES

Table 2.16: A route to healthy places

	Principle	Description
1	Plan ahead collectively	<p>Creating healthier places depends on support and involvement from local, professional and resident communities. This can be achieved through early, meaningful engagement and collaboration between people and organisations. A shared vision with clear objectives, based on local health evidence and forecasts, will help deliver improved health.</p> <p>Partnerships should include: council planners and public health teams; health commissioners and providers; developers and housing associations; community led organisations and residents; and businesses. Local planning authorities must look to ensure appropriate groups are consulted and represented at plan making stages.</p>
2	Plan integrated health services that meet local needs	<p>Developing services that are fit for the future relies on partners agreeing a shared vision for health provision, with local people and clinicians involved throughout. New thinking is required. Achieving appropriate services requires an understanding of specific local health needs and how they will evolve as the population changes, informed by robust forecasting and modelling. Evidence about how to provide high quality care, which meets people’s physical, mental and social care needs in a joined-up way, should underpin an effective vision. Health and care workforce needs must be forecasted; recruitment strategies should ensure suitable staff are attracted and retained; and the best digital infrastructure to support modern, technologically enabled care must be identified.</p>
3	Connect, involve and empower people and communities	<p>Social connections are vital for health and wellbeing. Loneliness increases the likelihood of death by 26% and people with strong relationships are 50% more likely to survive life-threatening illness. Creating strong communities, by promoting cohesion and inclusion, helps people form these highly beneficial relationships. Actively inviting established communities and new residents to be involved in decision making and shaping new developments can lead to a greater sense of connection with the place for those involved. Enabling residents to share information, time and resources in a way that uses people’s skills and knowledge to benefit their community improves quality of life.</p>
4	Create compact neighbourhoods	<p>An important way to support health through the built environment is in the creation of compact, walkable neighbourhoods. Well-connected, mixed use places with pedestrian and cycle-friendly streets enable people of all ages, abilities and financial means to reach jobs, services, shops and schools easily. Strong, healthy communities flourish in areas that do not rely on cars, and which encourage social interaction in attractive streets, parks and other civic spaces. Commitment to creating compact neighbourhoods is needed at the earliest stages of planning and development.</p>
5	Maximise active travel	<p>Regular physical activity is essential for good physical and mental health. And when physical activity is incorporated into our daily routines, the likelihood of that activity being sustained is significantly increased. Well planned neighbourhoods will make walking, cycling and affordable public transport the first choice for getting around for everyone, including people with impaired mobility. Providing appropriate infrastructure for whole journeys makes active travel options practical for users. Networks of safe walking and cycling paths, preferably segregated, are a good start. These should be augmented with clear signposting, seating and cycle-parking along routes, in public spaces and at transport hubs.</p>

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	Principle	Description
6	Inspire and enable healthy eating	Enabling people to eat a balanced and healthier diet, and making it easy and affordable to do so, are key to tackling health inequalities and improving environmental sustainability. Careful placemaking, urban design and partnership working can give residents easy access to nutritious ingredients for home cooking, and to healthier food when they are out, whether at school or at work. Limiting access to less healthy foods, from fast food takeaways for example, would strengthen this approach.
7	Foster health in homes and buildings	More than 90% of our time is spent indoors and the buildings we occupy – and what takes place in them – have a big effect on our health. In homes, sufficient space, daylight levels, ventilation, outlook and privacy are essential for good health. In workplaces, schools and other institutions, there are many opportunities to support health through building design and management, and through the activities of the organisations that occupy them. Central to this is enabling people to gather and socialise, and to enjoy quiet reflection. Buildings that are comfortable, offer character and cultivate a sense of community and pride have a positive impact on people’s health. Such buildings are also likely to be resilient to social and technological change.
8	Enable healthy play and leisure	Leisure time and activity are vital to good health and wellbeing. Healthy placemaking must create opportunities for people of all ages and abilities to come together, be active and enjoy leisure time collectively. Community groups and leaders must be consulted on emerging designs, and later given support by developers and the council to organise events. A wide range of things to do, in places designed to make it easy to join in, will be even more popular if supported by technology that helps people to find out what’s on and how to take part.
9	Provide health services that help people stay well	New approaches to healthcare are placing greater emphasis on helping people to stay well and prevent avoidable illness. For instance, those with long-term conditions, such as type 2 diabetes or heart disease, can be supported so they can manage their own health and wellbeing through, for example, health coaching, peer support and digital technology such as mobile apps. Creating new neighbourhoods provides opportunities to strengthen primary care and other out-of-hospital services. Integrated teams can be built that bring together a range of health professionals. Health services can also be linked to other local assets such as ‘social prescribing’, which involves connecting GPs more closely with local charities and community groups.
10	Create integrated health centres	Providing a range of health services on a single site can make it quicker and more convenient for people to get support, advice, diagnosis and treatment. Integrated health centres enable health staff to work in a more joined up way, making connections between GP, acute physical healthcare and mental health services, for example. For instance, a health and wellbeing campus could offer GP services, diagnostic testing, a pharmacy, out-patient mental and physical health services, and leisure facilities, as well as serving as a base for community organisations. Putting health facilities at the heart of the local community makes it easier to deliver the new approaches described in Principle 9. Achieving this could involve re-purposing NHS land and buildings to ensure they are put to best possible use, for example through the provision of housing for key workers, such as nursing staff.

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## APPENDIX 3: MARKET SEGMENTATION

	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	<b>Ben</b> Competitive Male Urbanites Also known as Josh, Luke, Adam, Matesuz, Kamil	Male, recent graduates, with a 'work-hard, play-hard' attitude. <i>Graduate professional, single.</i>	18-24	ABC1	69%	4.9%	Ben is a heavy internet user, using it for sports news, personal emails, social networking and buying films, games and tickets. He is highly responsive to internet advertising.		Ben is a very active type and takes part in sport on a regular basis. He is the sportiest of the 19 segments. Ben's top sports are football (33%), keep fit/ gym (24%), cycling (18%), athletics including running (15%) and swimming (13%).
				39%					
	<b>Jamie</b> Sports Team Lads Also known as Ryan, Nathan, Ashley, Adeel, Pawel	Young blokes enjoying football, pints and pool. <i>Vocational student, single.</i>	18-24	C2DE	59%	5.4%	Jamie is a prolific mobile phone user and as uses this as a primary source of information. He likes to text rather than talk, and uses 3G for sports results and SMS text information services.		Jamie is a very active type that takes part in sport on a regular basis. Jamie's top sports are football (28%), keep fit and gym (22%), athletics including running (12%), cycling (12%) and swimming (10%).
				31%					
	<b>Chloe</b> Fitness Class Friends Also known as Nisha, Sophie, Lauren, Charlotte, Lucy	Young image-conscious females keeping fit and trim. <i>Graduate professional, single.</i>	18-24	ABC1	56%	4.7%	Chloe is a heavy internet and mobile phone user. She uses her mobile to keep in contact with friends and family, preferring this to her landline. Chloe has a new 3G phone which provides internet access but is still likely to use text as her first source of information.		Chloe is an active type that takes part in sport on a regular basis. Chloe's top sports are keep fit/ gym (28%), swimming (24%), athletics including running (14%), cycling (11%) and equestrian (5%).
				23%					
	<b>Leanne</b> Supportive Singles Also known as Hayley, Kerry, Danielle, Nisha, Saima	Young busy mums and their supportive college mates. <i>Student or PT vocational, Likely to have children.</i>	18-24	C2DE	42%	4.3%	Leanne is a light internet user and a heavy mobile phone user, using this instead of a landline to contact friends. She uses SMS text services and also entertainment features on her mobile. Leanne's mobile is likely to be pay-as-you-go and she responds to text adverts.		Leanne is the least active segment of her age group. Leanne's top sports are keep fit/ gym (23%), swimming (18%), athletics including running (9%), cycling (6%) and football (4%).
				17%					
	<b>Helena</b> Career Focused Female Also known as Claire, Tamsin, Fiona, Sara, Joanne	Single professional women, enjoying life in the fast lane. <i>Full time professional, single.</i>	26-44	ABC1	53%	4.6%	Helena always has her mobile and PDA on hand so that she is contactable for work and social calls. She is a heavy internet user, but mainly from home, and uses this as her primary source of information.		Helena is a fairly active type that takes part in sport on a regular basis. Helena's top sports are keep fit/ gym (26%), swimming (22%), cycling (11%), athletics including running (9%), and equestrian (3%).
				19%					

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	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	<b>Tim</b> Settling Down Males Also known as Simon, Jonathan, Jeremy, Adrian, Marcus	Sporty male professionals, buying a house and settling down with partner. <i>Professional, may have children, married or single.</i>	26-45	ABC1	62%	8.8%	Tim's main source of information is the internet -he uses this for information on property, sports and managing his finances. He is a heavy mobile phone user and likes to access information 24/7. Tim will often buy things online and is relatively likely to use SMS text alerts and 3G services.		Tim is an active type that takes part in sport on a regular basis. Tim's top sports are cycling (21%), keep fit/ gym (20%), swimming (15%), football (13%) and golf (7%).
				27%					
	<b>Alison</b> Stay at Home Mums Also known as Justine, Karen, Suzanne, Tamsin, Siobhan	Mums with a comfortable, but busy, lifestyle. <i>Stay-at-home mum, children, married.</i>	36-45	ABC1	55%	4.4%	Alison is a medium TV viewer and may have a digital package, but is unlikely to respond to TV advertising. She is a medium internet user and is unlikely to respond to internet advertising, but will use it as a source of information to aid her decision-making. She has a pay-as-you-go mobile for emergencies, but prefers to use her landline.		Alison is a fairly active segment with above average levels of participation in sport. Alison's top sports are: keep fit/ gym (27%), swimming (25%), cycling (12%), athletics including running (11%), and equestrian (3%).
				20%					
	<b>Jackie</b> Middle England Mums Also known as Andrea, Cheryl, Deborah, Jane, Louise	Mums juggling work, family and finance. <i>Vocational job, may have children, married or single.</i>	36-45	C1C2D	47%	4.9%	Jackie is a medium TV viewer, enjoying soaps, chat shows and dramas, and has Freeview digital channels. She is a light and cautious internet user, but has been encouraged by her children's prolific usage and is becoming more confident herself.		Jackie has above average participation levels in sport, but is less active than other segments in her age group. Jackie's top sports are keep fit/ gym (22%), swimming (20%), cycling (9%), athletics including running (6%), and badminton (2%).
				16%					
	<b>Kev</b> Pub League Team Mates Also known as Lee, Craig, Steven, Tariq, Dariusz.	Blokes who enjoy pub league games and watching live sport. <i>Vocational job, may have children, married or single.</i>	36-45	DE	43%	5.9%	Kev is a heavy TV viewer, likely to have a digital or cable package for extra sports coverage. He is a heavy radio listener and is likely to favour local commercial stations. Kev uses his mobile phone for social reasons but will not respond to text advert.		Kev has above average levels of participation in sport. Kev's top sports are keep fit/ gym (14%), football (12%), cycling (11%), swimming (10%) and athletics including running (6%).
				17%					

# UTTLESFORD DISTRICT COUNCIL SPORTS FACILITIES & RECREATION STRATEGY – INDOOR NEEDS ASSESSMENT

	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	<b>Paula</b> Stretched Single Mum  Also known as Donna, Gemma, Shelley, Tina, Tammy	Single mums with financial pressures, childcare issues and little time for pleasure. <i>Job seeker or part time low skilled worker, children, single.</i>	26-45	DE	36%	3.7%	Paula is a heavy TV viewer, enjoying quiz and chat shows, reality TV and soaps. She is likely to have a digital or cable package. Paula does not have internet access at home, and is a heavy mobile phone user, although this is likely to be pay-as-you-go.		Paula is not a very active type and her participation is lower than that of the general adult population. Paula's top sports are keep fit/ gym (18%), swimming (17%), cycling (5%), athletics including running (4%) and football (3%).
				13%					
	<b>Philip</b> Comfortable Mid Life Male  Also known as Graham, Colin, Keith, Stuart, Clive	Mid-life professional, sporty males with older children and more time for themselves. <i>Full time job and owner occupied, children, married.</i>	46-55	ABC1	51%	8.7%	Philip is a medium TV viewer, likely to have digital and use interactive services for sports and business news. He is a heavy radio listener. Philip is comfortable purchasing over the phone and internet, but is unlikely to respond to SMS text alerts.		Philip's sporting activity levels are above the national average. Philip's top sports are cycling (16%), keep fit/ gym (15%), swimming (12%), football (9%), and golf (8%).
				20%					
	<b>Elaine</b> Empty Nest Career Ladies  Also known as Carole, Sandra, Penelope, Julie, Jacqueline	Mid-life professionals who have more time for themselves since their children left home. <i>Full time job and owner occupied, married.</i>	46-55	ABC1	43%	6.1%	Elaine is a light TV viewer, loyal to mainstream terrestrial channels. Elaine is a medium radio listener, likely to prefer BBC Radio 2 or 4 and Classic FM. A moderate internet user, she browses news and lifestyle sites. Elaine reads broadsheets, such as the Daily Telegraph, and women's lifestyle magazines. She would not respond to sms text alerts, nor to cold-calling.		Elaine's sporting activity levels are similar to the national average. Elaine's top sports are keep fit/ gym (21%), swimming (18%), cycling (7%), athletics including running (3%) and tennis (2%).
				12%					
	<b>Roger &amp; Joy</b> Early Retirement Couples  Also known as Melvyn, Barry, Geoffrey, Linda, Susan, Patricia	Free-time couples nearing the end of their careers. <i>Full-time job or retired, married.</i>	56-65	ABC1	38%	6.8%	Roger and Joy are medium TV viewers and heavy radio listeners. They regularly read the Times of Daily Telegraph, and a local paper. They have increased their use of the internet and may now have access to it at home.		Roger and Joy are slightly less active than the general population. Roger and Joy's top sports are keep fit/ gym (13%), swimming (13%), cycling (8%), golf (6%), and angling (2%).
				10%					

# UTTLESFORD DISTRICT COUNCIL SPORTS FACILITIES & RECREATION STRATEGY – INDOOR NEEDS ASSESSMENT

	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	<b>Brenda</b> Older Working Women  Also known as Shirley, June, Maureen, Janet, Diane	Middle aged ladies, working to make ends meet. <i>Part-time job, married.</i>	46-65	C2DE	29%	4.9%	Brenda is a heavy TV viewer and is likely to respond to TV advertising. She is a medium radio listener, preferring local commercial stations. Brenda rarely has access to the internet, and is an infrequent mobile user. She enjoys reading the Mirror or the Sun.		Brenda is generally less active than the average adult. Brenda's top sports are keep fit/ gym (15%), swimming (13%), cycling (4%), athletics including running (2%) and badminton (1%).
	8%								
	<b>Terry</b> Local 'Old Boys'  Also known as Derek, Brian, Malcolm, Raymond, Michael	Generally inactive older men, low income, little provision for retirement. <i>Job Seeker, married or single.</i>	56-65	DE	26%	3.7%	Terry is a high TV viewer, both at home and in the pub, particularly enjoying live sports coverage. He reads the tabloids on a daily basis. Terry does not use the internet, and does not feel he is missing out. He is unlikely to have a mobile phone.		Terry is generally less active than the average adult. Terry's top sports are keep fit/ gym (8%), swimming (6%), cycling (6%), angling (4%), and golf (4%).
	9%								
	<b>Norma</b> Late Life Ladies  Also known as Pauline, Angela, Irene, Denise, Jean	Older ladies, recently retired with a basic income to enjoy their lifestyles. <i>Job seeker or retired, single.</i>	56-65	DE	23%	2.1%	Norma is a high TV viewer, enjoying quiz shows, chat shows, soaps and religious programmes. Most new technology has passed her by, having no internet access or mobile phone, but she uses her landline to call her family.		Norma is generally less active than the average adult. Norma's top sports are keep fit/ gym (12%), swimming (10%), cycling (2%), bowls (1%) and martial arts/ combat (1%).
	6%								
	<b>Ralph &amp; Phyllis</b> Comfortable Retired Couples  Also known as Lionel, Arthur, Reginald, Beryl, Peggy, Marjorie	Retired couples, enjoying active and comfortable lifestyles. <i>Retired, married or single.</i>	66+	ABC1	28%	4.2%	Ralph and Phyllis are medium to light TV viewers, preferring to be out and about instead. They are unlikely to have access to the internet, although it is something they are considering. They read the newspaper daily: either the Daily Telegraph or Times.		Ralph and Phyllis are less active than the average adult, but sportier than other segments of the same age group. Ralph and Phyllis' top sports are keep fit/ gym (10%), swimming (9%), golf (7%), bowls (4%), and cycling (4%).
	9%								

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