



**SPORT  
ENGLAND**

**Creating sporting opportunities in  
every community**

**Sport England's Facilities Planning Model**

**East Staffordshire Borough Council**

**Provision for Sports Halls**

**Executive Summary Report Runs 1 and 2**

**October 2013**

## Executive Summary Provision for Sports Halls

### Overview

- 1.1 This executive summary report describes the key findings from the facilities planning model supply and demand for analysis for sports halls in 2013 (run 1). Then how supply and demand for sports halls changes based on the projected population growth between 2013 – 2031 (run 2).
- 1.2 The sequence of the Executive Summary is to set out
  - a very short summary of the overall assessment from run 1 and run 2 (set out in a yellow box)
  - important findings under supply and demand for both runs 1 and 2. The key text is shown in bold so as to identify it quickly.
  - key issues, challenges and options to address the key issues. This is the last part of the Executive Summary and again is set out in a yellow box

### Overall assessment from run 1

The key finding from the 2013 run 1 assessment is that the supply of sports halls can meet the East Staffordshire demand, with unmet demand very low at just 2 badminton courts. Virtually all of this unmet demand is locational and is demand located outside the walking catchment area of a sports hall.

This very positive picture is tempered by the estimate that 2 venues, Meadowside Leisure Centre and Shobnall Leisure Complex are operating at 100% of their capacity, whilst Uttoxeter Leisure Centre is at 93% of capacity used. This is because these centres are more modern, provide full public access at peak times and provide a full range of sports programmes, whilst other venues have less hours available for public use at peak times.

So in 2013 provision of sports halls, their location and demand for them are not the issues. It is the imbalance between access to sports halls at peak times leading to over use at several centres and under use at others which is the most important issue. Addressing this issue is about management and provision interventions to increase access to the overall sports hall supply and create a more balanced level of use across all centres.

## Key Findings Run 1 Supply and Demand for Sports Halls

### Supply and access to sports halls

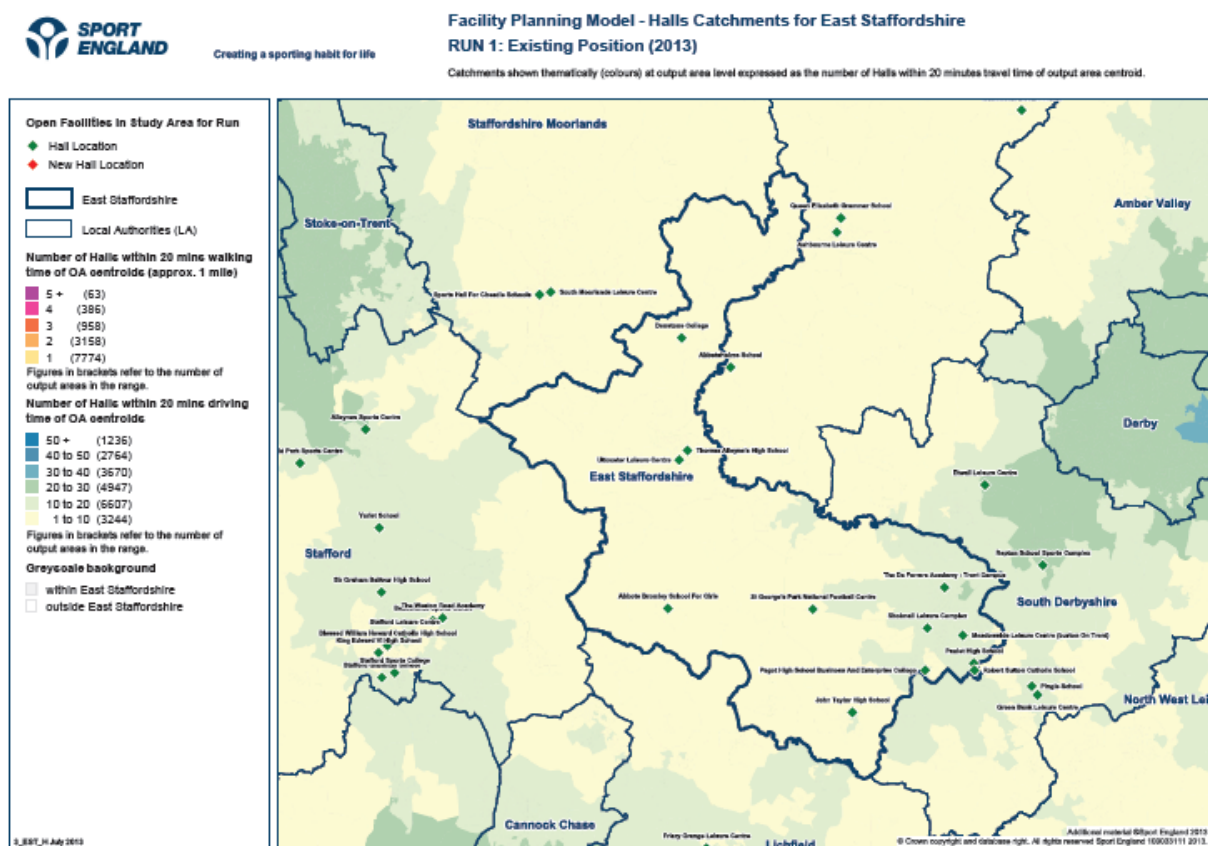
- 1.3 In 2013 there are 17 sports halls on 12 sites in East Staffordshire. These venues provide a total of 59 badminton courts. Based on the number of courts available for public use and the hours for public use, the supply is 36 courts. So 23 of the total badminton courts or 39% of the total supply of badminton courts are not available for public use at peak times.

- 1.4 East Staffordshire has the highest supply of sports halls across the six local authorities in the study area. South Derbyshire has the lowest at 6 sports halls and Stafford has the next highest at 15 sports halls.
- 1.5 The total number of visits supplied by the 17 sports halls in East Staffordshire based on access for public use at peak times is 7,340 visits in the weekly peak period.
- 1.6 Features on the age and condition of the East Staffordshire sports halls are:
- **The stock is quite old with 8 of the 12 sites opened before 1990. However 5 of the sites which pre-date 1990 have been refurbished, between 2003 - 2010**
  - **Significantly, 9 of the total 12 sports hall sites are on school or college locations.**
  - All of the 12 sites are in public ownership (the St George's National Football Centre which is also the largest sports hall at 60m x 40m is classified as public but the assessment only includes those hours available for public use)
  - 8 of the sports hall are of 4 badminton courts size and this is a size which can provide for the full range of indoor hall sports at community and recreational level. So the size/scale of provision is very good for meeting this level of need.
  - East Staffordshire also has 2 sports halls each of 5 and 3 badminton courts. There are no double court sports halls of 6 - 8 badminton courts.
- 1.7 Based on the comparative provision measure of sports halls per 10,000 population shows East Staffordshire has a good provision at 5.1 courts per 10,000 population. The West Midlands Region average is lower at 3.7 courts per 10,000 population. Derbyshire Dales has the highest provision at 5.4 courts per 10,000 population and South Derbyshire the lowest at 2.6 courts per 10,000 population.
- 1.8 **Overall the supply side quantity and scale of sport hall provision in East Staffordshire is very good with 17 sports halls and 50% of these being 4 badminton court size. This scale provides for the full range of community recreation sport and local competition activity.**
- 1.9 Of concern is the age of the stock. Eight sports halls pre date 1990, with 5 of these being modernised between 2003 – 2010. By 2031 these sports halls will be over 40 years old and the 9 sports halls built between 1990 – 2008 will be between 22- 40 years old. In short there is a need to modernise sports halls. Depending on the access and demand findings this will either be at the same sites or replacement and new provision sports halls at more accessible sites in relation to population change.
- 1.10 **On ownership and access 9 of the 12 sports hall SITES are on either school or college sites. Maintaining access to these sites for public use of the sports halls is very important for continuing public community use.** Increasingly this will involve individual negotiations with schools/colleges and each site owner. More importantly negotiating access based on a strategic assessment of how to access venues to ensure all sports needs are met and there are not several venues each providing the same and duplicated programme of activities. This is challenging to achieve when individual owners/operators on school and college sites now set their own access and types of use for community and sports clubs.

Access to sports halls based on the 20 minute drive time catchment area

- 1.11 Residents in around 90% of the land area of East Staffordshire have access to between 1 – 10 sports halls based on the 20 minutes drive time of the catchment area of sports halls. This is the area shaded cream in the map below (It is acknowledged that the range band of 1 – 10 is limited in considering if this is good or bad access but this is the range applied in the model).
- 1.12 In a smaller area around Burton on Trent (shaded light green) residents have access to 10 – 20 sports halls based on the 20 minute drive time catchment area of sports halls.
- 1.13 **Car travel is the dominate travel mode to sports halls. 81% of all visits to sports halls by car. 11% of all visits by walking and 8% by public transport.**

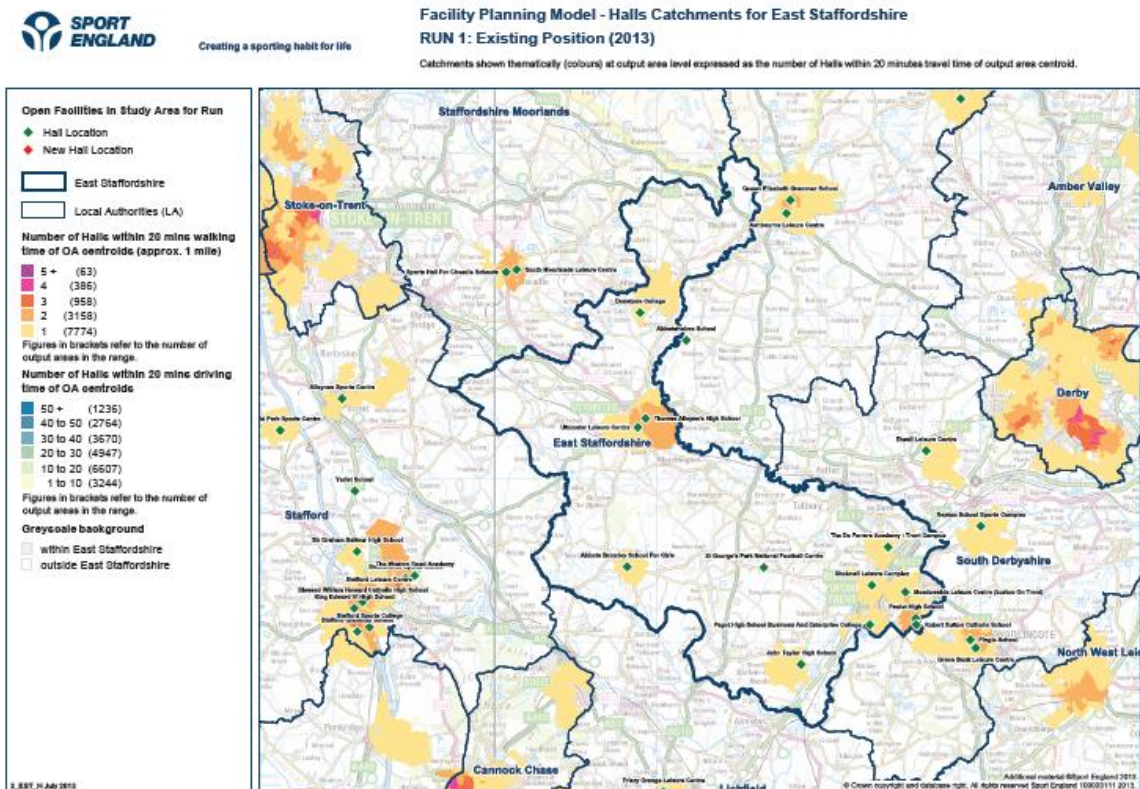
Map of access to sports halls by 20 minute drive time of the catchment area of sports halls



Access to sports halls based on the 20 minute/1 mile walk to catchment area

- 1.14 Around 10% of the land area of East Staffordshire is inside the walking catchment area (areas shaded orange in the map below). Understandably this is a small area given it is only a one mile catchment area. This finding has to be tempered by the estimate that around 11% of all visits to sports halls in 2013 are by walking.

Map: Access to sports halls based on the 20 minute/1 mile walk to catchment area



### Total Demand

- 1.15 In 2013 the total population of East Staffordshire is 115,821 people. Stafford has the highest population at 132,523 people and Derbyshire Dales the lowest at 71,315 people. Population totals are the start point for then determining the percentage of the population who play hall sports and how frequently. (Note: the source of the population data is the ONS 2011 Census data, which is then modified by interim 2011 based sub national population projections for year's post 2011).
- 1.16 The East Staffordshire population generates a total demand of 5,152 visits for sports halls in the weekly peak period.

### Supply and Demand

- 1.17 In 2013 total demand for sports halls is 5,152 visits in the weekly peak period. This is lower than total supply which is 7,340 visits in the same weekly peak period.
- 1.18 In terms of number of badminton courts the total demand is for just under 32 badminton courts for public use at peak times. Based on the same measure the supply is just over 36 badminton courts. So supply exceeds demand by 4 badminton courts - based on the East Staffordshire figures in isolation.
- 1.19 Once the supply and demand is based on the interaction of the catchment area of sports halls, which will extend beyond East Staffordshire plus the catchment area of

sports halls outside extending into East Staffordshire, the position will change. This is set out in the following headings.

### **Satisfied demand**

- 1.20 Satisfied demand is defined as the amount of total demand met by the capacity at the sports halls from residents who live within the driving, walking or public transport catchment area of a sports hall. In 2013 some 4,808 visits or, 93% of the East Staffordshire total demand for sports halls is satisfied demand.
- 1.21 **In short 93% of the total East Staffordshire demand for sports halls is located inside the catchment area of a sports hall and there is enough capacity at the sports hall to absorb this very high level of total demand.**

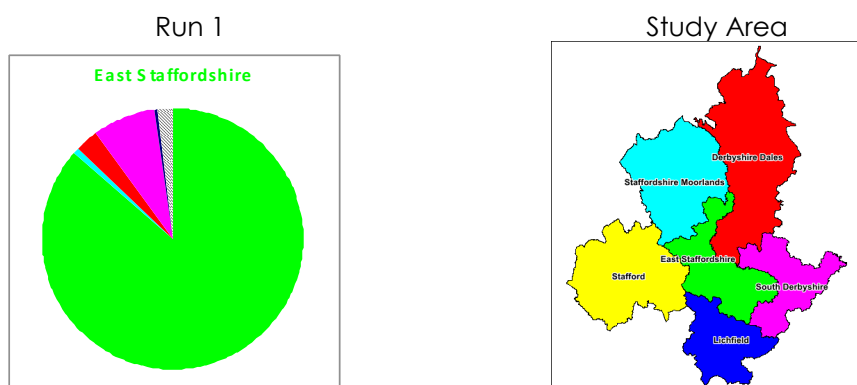
### Retained demand

- 1.22 Retained demand is defined as how much of the total East Staffordshire satisfied demand is met by sports halls located in East Staffordshire. This is 86% of the total satisfied demand for sports halls.
- 1.23 This very high level of retained demand reflects that the number, location, capacity and catchment area of sports halls are all very good. To the extent that **for 86% of the East Staffordshire demand the nearest sports hall for an East Staffordshire resident is inside the authority.**

### Exported demand

- 1.24 Exported demand is the residual of the total satisfied demand after retained demand. In 2013 East Staffordshire is exporting 14% of its satisfied demand and which is met at sports halls in the other local authorities.
- 1.25 In 2013 some 8% of the exported demand goes to South Derbyshire (shaded purple in the pie chart below). A somewhat surprising finding given the low sports hall supply in South Derbyshire at 6 sports halls in total and that its own demand exceeds supply. The reason for the "high" export is geography and the close proximity of this authority to the higher population density in this part of East Staffordshire.
- 1.26 Some 3% of the East Staffordshire exported demand goes to Derbyshire Dales (shaded red). Then 2% is exported and met outside the study area (striped shading) and then 1% to each of Lichfield (shaded blue) and Staffordshire Moorlands (shaded turquoise). These export findings are set out in the pie chart below with the study area map. (East Staffordshire retained demand is shaded green).

Chart of retained and exported demand



### Unmet Demand Findings

- 1.27 Unmet demand is defined in two ways: demand (1) there is too much demand for any particular sports hall within its catchment area; or (2) the demand is located outside the catchment area of any sports hall and is then classified as unmet demand.
- 1.28 **In 2013 unmet demand across East Staffordshire is 7% of total demand. This equates to just over 2 badminton courts and there are just over 36 badminton courts available for public use at peak times. Unmet demand for sports halls is low in relation to the 2013 supply of sports halls and public access to them at peak times.**
- 1.29 As already reported the total East Staffordshire supply of sports halls exceeds demand by 4 badminton courts and it may therefore seem surprising to report unmet demand. It is the second category of unmet demand – the demand located outside the walk to catchment area of a sports hall - which is the biggest source of unmet demand at 96% of the total.
- 1.30 Virtually all of the unmet demand is located in the Burton (map 5 in the main report). Given this is a very low level of unmet demand and is dispersed across Burton there is no hot spot location of unmet demand.
- 1.31 Some 55% of the East Staffordshire population live outside the walk to catchment area of a sports hall. However this high percentage has to be tempered by the finding that only 11% of all visits to sports halls are by walking.

### Used Capacity

- 1.32 The used capacity findings are the most important set of findings from run 1. Used capacity is a measure of usage and throughput at sports halls and estimates how well used/how full facilities are. The Sport England facilities planning model is designed to include a 'comfort factor', beyond which, in the case of sports halls the halls are too full. The model assumes that usage over 80% of capacity is busy and the sports hall is operating at an uncomfortable level above that percentage.
- 1.33 In 2013 the total used capacity of the East Staffordshire sports halls is estimated to be 70% of the total sports hall capacity. In effect, this means the sports halls across East Staffordshire are reasonably full but there is still around 10% of capacity before the "halls full" level of 80% is reached.

- 1.34 However the borough wide average does have some contrasting variations when reviewed against each sports hall site. The table below sets out these contrasting findings.
- 1.35 **There are five sports halls where the estimated used capacity is over the 80% halls full comfort level with three venues at 100% of capacity used.** The reasons for the highest level of used capacity at these centres appears to be a combination of:
- modernised sports halls - Meadowside Leisure Centre (opened in 1990 and modernised in 2010) which makes it more attractive to customers than older centres
  - more recently opened sports halls - (Shobnall Leisure Complex opened in 2002 and De Ferrers Academy Trent Campus opened in 2008) again more modern venues and comparatively more attractive to customers
  - venues offering the full range of sports halls activities and programmes (most important) coupled with a high number of hours for public use at peak times (Meadowside and Uttoxeter Leisure Centres)
  - venues located in the areas of highest population density (Meadowside Leisure Centre)
- 1.36 It is the absence of some of these factors, especially reduced hours of use for public use at peak times which is reducing the used capacity at the other venues. Noticeably at the Denstone College site, this is a comparatively modern sports hall, opened in 2000 but which only has 21% of its capacity used. Mainly because of the lack of public access at peak time. (Note: the St George's Park National Football Centre has a low used capacity but this is because it has been scaled back to reflect a very low level of public use and access.
- 1.37 Overall the borough wide used capacity of sports halls of 70% is very misleading. It means there is an estimated 10% of sports hall capacity available before the "halls full" level is reached. It is evident however that the main public sports halls at Meadowside Leisure Centre, Shobnall Leisure Complex and Uttoxeter Leisure Centre which provide a full range of indoor sports hall programmes and offer the most hours of public use, are operating above the halls full level and have no or very little spare capacity.

Table East Staffordshire Sports Halls and percentage of capacity used/not used

Name of facility	Dimensions	No of Courts	% of capacity used	% of capacity not used
<b>East Staffordshire</b>			<b>70%</b>	<b>30%</b>
ABBOTS BROMLEY SCHOOL FOR GIRLS	34 x 18	3	46%	54%
DENSTONE COLLEGE	40 x 20	5	21%	79%
JOHN TAYLOR HIGH SCHOOL		4	41%	59%
<b>MEADOWSIDE LEISURE CENTRE (BURTON ON TRENT)</b>	<b>30 x 26</b>	<b>5</b>	<b>100%</b>	<b>0%</b>
MEADOWSIDE LEISURE CENTRE (BURTON ON TRENT)	22 x 12			



<b>PAGET HIGH SCHOOL BUSINESS AND ENTERPRISE COLLEGE</b>		<b>3</b>	<b>81%</b>	<b>19%</b>
PAULET HIGH SCHOOL		4	47%	53%
PAULET HIGH SCHOOL	20 x 10			
ROBERT SUTTON CATHOLIC SCHOOL		4	62%	38%
ROBERT SUTTON CATHOLIC SCHOOL				
<b>SHOBNALL LEISURE COMPLEX</b>		<b>4</b>	<b>100%</b>	<b>0%</b>
ST GEORGE'S PARK NATIONAL FOOTBALL CENTRE	60 x 40	4	9%	91%
<b>THE DE FERRERS ACADEMY - TRENT CAMPUS</b>		<b>4</b>	<b>100%</b>	<b>0%</b>

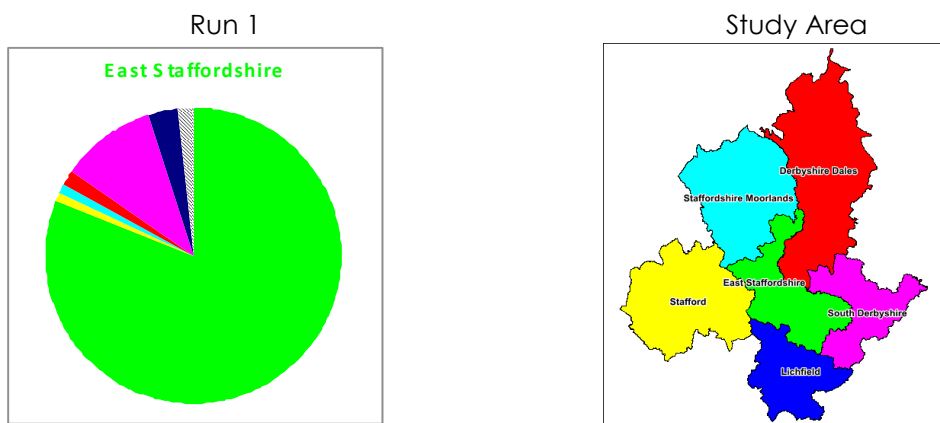
THE DE FERRERS ACADEMY - TRENT CAMPUS

THOMAS ALLEYNE'S HIGH SCHOOL		4	32%	68%
THOMAS ALLEYNE'S HIGH SCHOOL	18 x 10			
<b>UTTOXETER LEISURE CENTRE</b>		<b>4</b>	<b>93%</b>	<b>7%</b>

Imported demand for sports halls

- 1.38 Imported demand for sports halls met at East Staffordshire's sports is in 2013 some 19% of the used capacity of the East Staffordshire sports halls or just fewer than 1 in 5 visits is imported. The biggest import is from South Derbyshire (shaded purple in the pie chart below) at 10% of the total 19% imported demand. Then 3% from Lichfield (shaded blue), 2% from each of Derbyshire Dales (shaded red) and from outside the study area (striped shaded). Finally 1% is imported from each of Stafford (shaded yellow) and Staffordshire Moorlands (shaded turquoise).

Chart: Imported demand for sports halls into East Staffordshire Run 1



- 1.39 **This ends the executive summary report of main findings for run 1.** The run 2 and 2031 assessment based on population change will determine if the issues set out for run 1 remain as the issues, or, whether increases in demand from population growth creates the need for more sports hall provision.

## Key Findings Run 2 Supply and Demand for Sports Halls

### Overview

- 2.1 Run 2 sets out the projected supply and demand for sports halls in 2031. This is based on the projected increases in the population and the aging of the core resident population between 2013 – 2031 in East Staffordshire and across the wider study area.
- 2.2 East Staffordshire Council provided bespoke population data for the population projections up to 2031 for East Staffordshire. The population projections for the five other local authorities in the study area are based ONS population trend projections.

### Overall Assessment from run 2

The overall key finding from the impact of the projected population growth between 2013 – 2031 is that the East Staffordshire sports halls are estimated to be very very full by 2031.

The most important finding to emerge from the assessment is the need to reduce the used capacity of the existing sports halls. This is because the estimate is that by 2031 there is a borough wide average of 77% of sports hall capacity used. This is only 3% below the “halls full” comfort level of 80% of capacity used.

However this borough wide finding differs by venues and there are particular capacity pressures at some venues. This is not an unusual finding and does occur in other fpm assessments. The key findings for East Staffordshire are

- 4 venues where used capacity is at 100% which are: Meadowside Leisure Centre; Paget High School and Business Enterprise College; Shobnall Leisure Complex and De Ferrers Academy Trent Campus
- whilst the Uttoxeter Leisure Centre is at 92% of capacity used.
- there is an East Staffordshire average of used capacity across all 12 sports hall sites which is 77.4% of capacity used, which is less than 3% below the sports halls full comfort level of 80%.

Related to this main finding is a re-assuring finding that by 2031 unmet demand is very small at under 3 badminton courts and most of this is down to demand located outside the walk to catchment area of a sport hall.

So the overall impact of the projected increase in population between 2013 – 2031 is to drive up demand so that the sports hall “spare capacity” which existed in 2013 across the borough has now been taken up. Plus there is increased pressure on the same venues which were already full in 2013.

The impact of the increase in demand stops there however and does not, in addition, create a need for further provision of sports halls because there is extensive unmet demand.

So the focus for attention is about increasing sports hall supply to REDUCE used capacity of the existing sports halls to where demand is more evenly distributed and there is some headroom of spare/unused capacity to also accommodate any increases in hall sports participation.

- 2.3 The reporting of findings for run 2 follows the same sequence as for run 1, namely set out key findings under each heading of: total supply; total demand; supply and demand balance; satisfied demand; unmet demand; and used capacity. Again the most important points in each heading are set out in bold.
- 2.4 At the end of this reporting is a summary of the major issues and options to address these issues.

### **Total Supply**

- 2.5 There are no changes in the total supply of sports halls across East Staffordshire and the wider study area between 2013 – 2031. The Uttoxeter Leisure Centre is scheduled to be modernised in 2014 but the size of the sports hall and the opening hours do not change. So the capacity does not increase but the weighting to reflect a more modern/attractive sports hall will increase.
- 2.6 The key findings on total supply remain unchanged from those reported under run 1. The total supply is 59 badminton courts and when assessed on the number of courts available for public use at peak times this is 36 badminton courts.

### **Total Demand**

- 2.7 In 2031 the projected population for East Staffordshire in 2031 is 135,746 people, this compares to 115,821 people in 2013. So there is a projected increase in population of 19,925 people, or a 17.2% increase over the 2013 population.
- 2.8 In terms of the impact of the population change on the total demand for sports halls, in run 2 there is a total demand of 5,745 visits in the weekly peak period and it is 5,152 visits in run 1. This represents an increase of 11.5% in the total demand for sports halls between 2013 and 2031.
- 2.9 **So a 17.2% increase in population between 2013 – 231 is generating an 11.5% increase in hall sports participation.** In the fpm analysis it is assumed that the rates and frequencies of sports participation across both sexes and for all age bands remain unchanged between 2023 – 2031. So the projected increase in total demand is down to the growth in population.
- 2.10 The reason for the difference in the percentages is the aging of the core resident population between 2013 – 2031 and the impact this has on the rates and frequencies of hall sports participation.

### **Supply and Demand Balance**

- 2.11 It is important to restate, that supply and demand balance only provides a 'global' view of provision – it compares total demand generated for sports halls within East Staffordshire with the total supply of sports halls within East Staffordshire. This therefore represents an assumption that ALL the demand for sports halls in East Staffordshire is met by ALL the supply of sports halls in East Staffordshire and the same for the other local authorities. In short, supply and demand balance is NOT based on where the sports halls are located and their catchment area extending into other authorities.
- 2.12 **The total supply for sports halls in East Staffordshire is unchanged in 2031 at 36 courts available for public use. Total demand for sports halls in 2031 is also 36 badminton courts**

**and in 2013 it is 31 badminton courts. The growth in population is creating an increase in total demand for 4 badminton courts** (rounded down). The significant point is that the growth in population has not created a negative balance.

- 2.13 This is the QUANTITATIVE assessment and it is important to reiterate that as well as the population aging so will the sports hall buildings and in 2031 they are also 18 years older.
- 2.14 As set out under the run 1 findings the East Staffordshire stock is quite old but has been extensively modernised over the 2003 – 2010 period. There will however be a QUALITATIVE need to keep modernising or replace the existing stock because it has reached the end of its working life. In particular 2 of the 12 sports hall sites will be around 60 years old (Paget High School and Paulet High School). Whilst there are around 46 years old (Meadowside Leisure Centre, Uttoxeter Leisure Centre and Abbots Bromley School for Girls) in 2031.

### **Satisfied Demand**

- 2.15 In 2031 satisfied demand across East Staffordshire decreases to 92.5% of total demand. In 2013 satisfied demand was a lower 4,808 visit but which represented a higher percentage at 93.3% of total demand. Still a very high level of satisfied demand.
- 2.16 So the impact of population growth on satisfied demand is to increase the total numbers but decrease the percentage of total demand which is met by 0.8%. The reason for the percentage decrease is because some of the sports halls will be full to capacity in 2023 when compared with 2013 – findings described under used capacity.
- 2.17 Travel mode to sports halls in 2031 is estimated to be 82.7% by car, an increase of 1.9% over 2013. With 10% walking to sports halls a decrease from 11.4% in 2013. Whilst travel by public transport decreases by 0.5% to 7.3% of all visits in 2031.

### Retained demand

- 2.18 The impact of population growth on the percentage of East Staffordshire's demand met at the authority's sports halls is to decrease this by 1% but it is still a very high 85% of total satisfied demand in 2031.
- 2.19 In short, the location of the existing sports halls are very well located in relation to where the new population growth will be, so much so, that there is only a 1% decrease in satisfied demand caused by the nearest sports hall for an East Staffordshire resident being located outside the authority.

### Exported demand

- 2.20 The 1% decrease in demand retained means there is a 1% increase in the amount of demand exported. There is no one local authority which absorbs this 1% increase. Some 8% of the total exported demand is met in South Derbyshire, 3% in Derbyshire Dales, with 2% met outside the study area and 1% in each of Lichfield and Staffordshire Moorlands.

### **Unmet Demand**

- 2.21 The impact of population growth is to increase unmet demand to 7.5% of the total demand, up from 6.7% of total demand in 2013. So an increase in unmet demand between the two years.

- 2.22 **Total unmet demand in run 2 equates to 2.6 badminton courts and in run 1 it is 2.1 badminton courts. So the population growth of 17.2% between 2013 – 2031 is creating an additional unmet demand for 0.5 of one badminton court.** The reasons for the very low increase are
- the supply of sports halls is greater than demand in 2013 so much of the increase in demand from population growth can be absorbed by the existing supply of sports halls.
  - the core resident population will age by 18 years and the total demand for hall sports participation from this older population could be lower in 2031 than in 2013 and this aging has to be offset against the increase in demand from the population growth. (Note: the fpm does not separate out demand changes from these two headings of new population growth and aging of the core resident population).
- 2.23 Of the two categories of unmet demand there is a slight shift whereby in 2031 some 11% is due to lack of sports hall capacity whereas it is 4% in 2013. This increase due to lack of capacity does however only represent 0.5 of one badminton court, so it is not an issue.
- 2.24 Unmet demand due to it being located outside the walking catchment area of a sports hall is 89% and this represents 2.1 badminton courts. So it is also a very small scale of unmet demand. Also the estimate is that in 2031 only 10% of all visits to sports halls are on foot. So not a high percentage of visits.
- 2.25 The locations of the unmet demand in 2031 from both sources remain unchanged from 2013. Not a surprise given there is an increase of only 88 visits in unmet demand to a total of 433 visits.
- 2.26 The increase in unmet demand due to lack of sports hall capacity increases to 11% of the total in run 2 up from 4% in run 1.

Name of facility

Dimensions

FPM  
Courts

COMMNTY  
HRS AVAIL

% of  
Capacity  
used  
Run 1

% of  
capacity  
not used  
Run 1

% of  
Capacity  
used  
Run 1

% of  
capacit  
not use  
Run 2

East Staffordshire				70%	30%	77%	23%
ABBOTS BROMLEY SCHOOL FOR GIRLS	34 x 18	3	23	46%	54%	51%	49%
DENSTONE COLLEGE	40 x 20	5	25	21%	79%	26%	74%
JOHN TAYLOR HIGH SCHOOL		4	36	41%	59%	69%	31%
MEADOWSIDE LEISURE CENTRE (BURTON ON TRENT)	30 x 26	5	83	100%	0%	100%	0%
MEADOWSIDE LEISURE CENTRE (BURTON ON TRENT)	22 x 12		83				
<b>PAGET HIGH SCHOOL BUSINESS AND ENTERPRISE COLLEGE</b>		<b>3</b>	<b>15</b>	81%	19%	<b>100%</b>	<b>0%</b>
PAULET HIGH SCHOOL		4	15	47%	53%	66%	34%
PAULET HIGH SCHOOL	20 x 10		15				
ROBERT SUTTON CATHOLIC SCHOOL		4	34	62%	38%	77%	23%
ROBERT SUTTON CATHOLIC SCHOOL			34				
SHOBNALL LEISURE COMPLEX		4	83	100%	0%	100%	0%
ST GEORGE'S PARK NATIONAL FOOTBALL CENTRE	60 x 40	4	8	9%	91%	83%	17%
THE DE FERRERS ACADEMY - TRENT CAMPUS		4	17	100%	0%	100%	0%
THE DE FERRERS ACADEMY - TRENT CAMPUS			15				
THOMAS ALLEYNE'S HIGH SCHOOL		4	21	32%	68%	44%	56%
THOMAS ALLEYNE'S HIGH SCHOOL	18 x 10		21				
UTTOXETER LEISURE CENTRE		4	92	93%	7%	92%	8%

**Table: East Staffordshire sports halls and percentage of used capacity for each sports hall. Runs 1 and 2.**

### Used Capacity

- 2.27 The impact of the population increase on used capacity of the sports halls is to increase this to a borough wide average of 77.4% of total sports hall capacity used. In 2013 used capacity is estimated to be 69.7%.
- 2.28 **So the population growth of 17.2% between 2013 and 2031 is creating an 11.1% increase in the used capacity of sports halls. Of greater importance is the 77.4% in used capacity means that in 2031 the sports halls are very close to the “halls full” comfort level of 80% of capacity used.**
- 2.29 **Any increase in hall sports participation is going to push the centres ever closer and most likely over the 80% level of used capacity and leave no spare headroom of unused capacity. In effect, there is virtually no margin in the current provision and operation of the sports hall stock to absorb any increase in hall sports participation over and above what it is in 2013.**
- 2.30 This is the authority wide finding and as reported under run 1 there are 3 venues where used capacity is at 100% and by 2031 this has increased to 4 with the inclusion of Paget High School and Business Enterprise College up from 81% used capacity in run 1.
- 2.31 The percentage of used capacity and unused capacity for all the sports halls are shown in the table below. The run 1 figures are in the darker grey columns and the run 2 figures in the lighter grey columns. Some of these sports halls are by 2031 having to re-distribute demand because they cannot absorb all the demand which is within its catchment.
- 2.32 This demand can be absorbed if it is located inside the catchment area of another sports hall where there is unused capacity. This is the case but the overall effect is to “push up” the percentage of used capacity at these other sports halls and create the East Staffordshire wide average increase in used capacity to 77.4% in 2031, from 69.7% in 2013. This finding is also shown in the table below.

2.33 There are two venues (highlighted in blue): the Shobnall Leisure Centre which cannot absorb 382 visits a week in 2031, up from 60 visits in run 1; and the De Ferrers Academy Trent Campus which is re-distributing 163 visits away in 2031 because they cannot be absorbed.

Table: East Staffordshire sports halls and number of visits re-distributed for sports halls at 100% capacity. Run 1 and 2.

Name of facility	Dimensions	No of Courts	% of capacity used Run 1	number of visits re-distributed Run 1	% of capacity used Run 2	number of visits re-distributed Run2
<b>East Staffordshire</b>			70%	87	77%	86
ABBOTS BROMLEY SCHOOL FOR GIRLS	34 x 18	3	46%	33	51%	45
DENSTONE COLLEGE	40 x 20	5	21%	0	26%	4
JOHN TAYLOR HIGH SCHOOL		4	41%	29	69%	84
MEADOWSIDE LEISURE CENTRE (BURTON ON TRENT)	30 x 26	5	100%	- 62	100%	262
MEADOWSIDE LEISURE CENTRE (BURTON ON TRENT)	22 x 12					
PAGET HIGH SCHOOL BUSINESS AND ENTERPRISE COLLEGE		3	81%	18	100%	19
PAULET HIGH SCHOOL		4	47%	25	66%	50
PAULET HIGH SCHOOL	20 x 10					
ROBERT SUTTON CATHOLIC SCHOOL		4	62%	68	77%	116
ROBERT SUTTON CATHOLIC SCHOOL						
<b>SHOBNALL LEISURE COMPLEX</b>		<b>4</b>	<b>100%</b>	<b>- 60</b>	<b>100%</b>	<b>-382</b>
ST GEORGE'S PARK NATIONAL FOOTBALL CENTRE	60 x 40	4	9%	1	17%	6
<b>THE DE FERRERS ACADEMY - TRENT CAMPUS</b>		<b>4</b>	<b>100%</b>	<b>16</b>	<b>100%</b>	<b>-163</b>
THE DE FERRERS ACADEMY - TRENT CAMPUS						
THOMAS ALLEYNE'S HIGH SCHOOL		4	32%	16	44%	13
THOMAS ALLEYNE'S HIGH SCHOOL	18 x 10					
UTTOXETER LEISURE CENTRE		4	93%	3	92%	32

2.34 It is these 2 venues which are under most pressure from the increase in used capacity and this is the scale of the pressure in terms of visits they cannot accommodate. Not in themselves high but the important points are that

- these venues are already estimated to be at 100% capacity used
- there are two further venues, Meadowside Leisure Centre and Pagets High School/College which are at 100% of capacity used and just managing to absorb this demand in their catchment area. Whilst the Uttoxeter Leisure Centre is at 92% of capacity used.
- there is an East Staffordshire average of used capacity across all 12 sports hall sites which is 77.4% of capacity used, which is less than 3% below the sports halls full comfort level of 80%.

2.35 In short these three bullet points show that the sports halls are estimated to be very very full by 2031. The most important finding to emerge from the assessment of the impact of

the population growth between 2013 – 2031 is the need to reduce the used capacity of the existing sports halls.

- 2.36 Related to this finding is the re-assuring finding that by 2031 unmet demand is very small at under 3 badminton courts and most of this is down to demand located outside the walk to catchment area of a sport hall.

#### **Issues, Challenges and Options to Resolve the Issues**

- 2.37 The most important issue arising from the projected increase in population between 2013 – 2031 in East Staffordshire is it creates some very full sports halls, whilst others have unused capacity but are not available for public use at peak times.
- 2.38 The challenge and focus for attention is about increasing sports hall supply to REDUCE used capacity of the existing sports halls to where demand is more evenly distributed across venues and there is some headroom of spare/unused capacity to also accommodate any increases in hall sports participation.
- 2.39 There are 36 badminton courts across the 17 sports halls at 12 sites available for public use at peak times. So to reduce used capacity from the borough wide average of 77.4 to (say 65%) and create some 15% of capacity before the halls full level of 80% is reached creates a requirement for just over 4 badminton courts.
- 2.40 This is the SCALE of provision required to address the central issue of over use at some sports halls and an average borough wide used capacity of sports halls which is just 3% below the “halls full” comfort level of 80% of sports hall capacity used.

#### **Options to increase the amount of sports hall space available for public use and create a balanced supply and demand in sports hall provision**

- 2.41 As with the findings and issues from the swimming pools assessment, the options can be described as falling into two areas (1) management options and (2) provision options. Management options are about making better use of what already exists, much lower cost but require greater co-operation, strategic planning and managing the total programmes of sports hall sports and activities across several different owners and operators. So lower cost but more challenging to plan and deliver.
- 2.42 Provision options are higher costs, both capital and revenue, usually only involve one or two providers and so easier to plan and deliver. However it could lead to duplication and over provision of sports halls when viewed ACROSS ALL PROVIDERS. In short more than enough provision but lack of access is causing the problem.
- 2.43 **Option 1 - under management change** is to increase public access to some of the sports halls which are currently unavailable or have reduced hours for public access. There is a total supply of 59 badminton courts which meet the criteria for inclusion in the analysis. However when assessed on the amount of time available for public use this supply reduces to an EFFECTIVE supply of 36 badminton courts in both runs 1 and 2. So around 38% of the total supply of sports halls in East Staffordshire is not available for public use.
- 2.44 The supply data shows that there are limited hours of public use at peak times at for example: Abbots Bromley School for Girls 23 hours in the peak period; Denstone College (and which is also the biggest sports hall at 40m x 20m) with 21 hours of public use at



peak times; Paulet High School 15 hours; and Thomas Alleyne's High School 21 hours.

- 2.45 In addition, Appendix 1 to the main report lists 12 venues in East Staffordshire excluded from the sports hall supply. Eight of these venues were excluded on the grounds being too small and 4 on the basis of private use. The latter includes 2 sports halls at De Ferrers Academy Dove campus. So there are 4 venues in total which exist, are of the minimum size of 3 badminton courts or bigger and could be included in the supply side but are excluded on grounds of private use and no public access.
- 2.46 As with swimming pools, a first step might be to review these and other sites currently not accessible for public use, to determine if any of this supply could be made available and on what terms. Again and as with swimming pools, it may well not be practical for these venues to provide public pay and play casual access. It maybe possible for community use to be managed more effectively by concentrating (say) club use at school based venues and increase pay and play access at leisure centres?
- 2.47 A stark black and white statement and the balance may not be desirable in sports development or in cost and income recovery terms at the main public centres. Possibly a more subtle review is assess the actual programmes happening at school venues. For example are the same programmes of use available at several sites and effectively offering the same programme of activity for the same users at different venues, possibly indoor football.
- 2.48 If this is happening schools independently of each other are trying to attract the same club use and regular lettings. This often provides choice for the same clubs across venues and time is not actually taken up at some venues, even with block lets. If this type of review is possible it might show there is under use of the existing hours for public access at these venues. Changing the programming of some venues can then increase capacity.
- 2.49 The main point of this option is taking a strategic assessment of the programming of activities across school and public leisure centres to see how the programmes can create more capacity by avoiding duplication and ensuring the full allocation of public hours of use is taken up.
- 2.50 **Option 2 - under management change** is to review the level of imported demand for sports halls in East Staffordshire, which is estimated to be 20% of the total used capacity of the East Staffordshire sports halls in 2031; one in five of all visits to sports halls. Can this level of imported demand be reduced? Again an easy thing to write and maybe not sensible or even desirable given relationships with other authorities and the reasonable emotiveness of this type of assessment. If it is to be considered some 12% of this imported demand is from South Derbyshire. The same finding as for swimming pools with most imported demand from this authority and for the same reasons of population density in this part of both authorities and location of population growth in Burton.
- 2.51 Also as with swimming pools, the biggest recipient of export of East Staffordshire demand is South Derbyshire at 8%. So overall the local authority of most importance to East Staffordshire based on the fpm findings for a review of future pool and sports hall provision management and operation (and possibly new provision if there is a joint project) is with South Derbyshire.
- 2.52 **Option 3 – under modernisation/new provision** - the stock is quite old with 8 of the 12 sites opened before 1990 and 5 of the 8 sites which pre-date 1990 being refurbished, between 2003 – 2010 and Uttoxeter Leisure Centre scheduled for modernisation in 2014.

- 2.53 The overall assessment is that (1) the quantity of provision is good with supply being greater than demand in terms of visits in 2013 and 2031 and (2) there is good access to sports halls in terms the locations being in the right place in relation to the demand and (3) the scale of sports hall provision is good with 10 of the 12 individual sports halls being at least 4 badminton court size. Given all these findings there is NOT a need to increase the provision of sports halls. That said there are no double court sports halls of 6 – 8 badminton courts which provide for more flexible use and dual activities at any one time
- 2.54 There is a need to keep a programme of MODERNISATION as the stock is quite old – overall in 2013 and will age further to 2031. There is then the consideration to REPLACE or MODERNISE the EXISTING sports halls. As said, the locations are good in terms of access and location of demand and it is very questionable as to whether any other location will increase significantly the access to sports halls by the dominate travel choice of by car.
- 2.55 So the option 3 is to modernise or replace existing sports halls at the same site. To address the used capacity issue the financil cost benefit assessment is whether the most effective approach is to then increase the size of the existing sports hall or provide an additional sports hall of 4 badminton courts on the same site. This does increase capacity to two full size courts (accepting the Sport England and National Governing Bodies for hall sports changes in sports hall dimensions introduced in 2011) and does allow for the programming of several sports at the same time.
- 2.56 It does appear as if the programming and increasing the availability sports hall space is the best approach to addressing the issue of over use of the existing main public sports hall sites. This option by additional provision as and when the condition survey of the building determines this and whether the most cost/sports effective choice is through modernisation or replacement provision. If the site and financial model allows for this option then this is lower cost than free standing new provision on a new site.
- 2.57 This option could be modelled for specific site(s) with an increased sports halls size and capacity to determine the impact of creating increased capacity and where this demand and usage is drawn from, especially in relation to the new population growth areas in Burton. Does it simply displace and re-distribute existing demand; does it meet more of East Staffordshire's demand or draw in more demand from other authorities?
- 2.58 **Option 4 – under new provision** is to consider the development of new community level sports hall as an integral part of any new secondary school development which is planned as part of the new housing growth. The requirement for 4 badminton courts to meet the single biggest issue from the assessment of the need to reduce used capacity of sports halls to a borough wide average of 65% of capacity used could be met in one single new development of a 4 badminton court sports hall at a school site.
- 2.59 Sport England in 2011 developed with the National Governing Bodies of Sport for indoor hall sports guidance on the scale of sports hall which meets the needs of these sports at community level. This guidance, scale of provision and project specification is consistent with the requirement in East Staffordshire. A new provision project on a school site with full community access at peak times secured through new planned development provides the single most straight forward way of meeting the requirement in East Staffordshire
- 2.60 **Option 5 under new provision** is to consider joint development with a neighbouring authority. Map 8 in the main report shows the scale and location of unmet demand, which is very small scale and 99% of the unmet demand in 2031 is locational and is

demand located outside the walk to catchment area of a sports hall in the Burton area. So picking a new location for a sports hall based on the scale of unmet demand is not a determinant because it is very low in SCALE and there is no evident hot spot area of unmet demand.

- 2.61 So a location is more likely to be assessed based on other factors. Undoubtedly given the scale and location of the housing provision in and around Burton then this is the number one priority area for any consideration of new provision. A cost and sports effective approach could be to undertake a joint project with a neighbouring authority.
- 2.62 From East Staffordshire's point of view, based solely on the fpm findings and which are consistent with the swimming pools findings, the most appropriate authority is South Derbyshire. This authority does have more demand for sports halls than supply and it is the authority where East Staffordshire has the highest inter action of import and export of visits.
- 2.63 If East Staffordshire was to increase sports hall supply in the Burton area it would undoubtedly benefit South Derbyshire as it would be accessible by car and draw in some of the unmet demand from that authority. However a joint project with South Derbyshire is likely to be beneficial to both authorities.
- 2.64 An option could be to model a new sports hall at site(s) and identify how the balance of use splits between each authority. Is there a use level which is sports and cost effective for both authorities?
- 2.65 **Option 6 under management and provision** – the preceding four options are free standing and a hybrid of one of these is possibly the way forward as option 6. The central issue to address is to reduce the used capacity of the existing main public sports halls and create a more balanced and lower level of used capacity across the sports hall venues by this combination of: increasing access to existing sports halls at peak times for public use; modernisation and or replacement of existing sports halls on the same site; replacement provision if modernisation is not cost/sports effective and preferably as a joint project with another authority/partner.

#### **Preferred Option**

- 2.66 Overall options 1 – 3 which are the management options have a lower cost but do involve close collaboration and co-operation across a number of sports hall providers. The realism of achieving these changes and co-ordinating the programming across all providers is very challenging.
- 2.67 So the provision options which are 4 and 5 whilst being more costly to progress can be developed and delivered by the local authority. Of the two provision options it is understood from East Staffordshire Council that development of a joint project with a neighbouring authority(option 4) is not however a realistic project proposal. So therefore option five suggests itself as the preferred and most realistic option to progress.
- 2.68 Any new provision should ideally be on a school site so that it can meet curriculum needs during the day and provide for community use weekday evenings and weekend days. Also any new provision project should be designed to Sport England design guidance for community use so that it meets the playing area standards and sports hall functionality for use, as set out by the National Governing Bodies of Sport for indoor hall sports. In terms of locations for all the reasons set out in the detailed needs assessment report the preferred location and area of greatest need for provision of a new sports hall is Burton.

**Context for the fpm report**

2.69 This report is setting out the supply and demand assessment based on the facility planning model methodology. It is robust and rigorous and provides a set of options to address the issues identified. It is not however the definitive answer/way forward. The preferred option and possibly others provide an extensive evidence base on which to base local consultations with sports organisations and facility managers so as to check and challenge the fpm findings and provide a more rounded and complete assessment. This along with the strategic and corporate objectives of East Staffordshire Borough Council and then use all these findings to determine the best way forward for sports hall provision across East Staffordshire.