



EAST CAMBRIDGESHIRE
DISTRICT COUNCIL



Needs Assessment & Strategy

Sport Facilities Partnership Meeting

3 December 2014



The Sports Consultancy

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Our brief

Our Brief

The Sports Consultancy was appointed in July 2014 to complete an audit and assessment of indoor sports facilities and to produce an indoor sports facility strategy and action plan for East Cambridgeshire.

The project brief required that the indoor sports facility assessment should look at the age, quality, size, accessibility, community use, opening hours and type of management of each existing facility.

In doing so, the assessment considered the following questions:

- What is the overall picture across East Cambridgeshire in terms of the quantity of indoor sports provision?
- What is the overall picture across East Cambridgeshire in terms of the quality, accessibility and sustainability of indoor sports provision?
- Which geographical areas have poor access to indoor sports facilities?
- Level of informal and formal community use and security of community access to educational sites
- A review of the existing standards for indoor provision and recommendations for developing new proposed standards for provision.

What we have done

The Process

Audit and Assessment

Objective

To identify current and future provision required to meet the indoor sport facility needs of East Cambridgeshire residents.

To analyse the supply of, and demand for:

- swimming pools
- sports halls
- health and fitness suites
- indoor bowls
- squash courts
- studios
- indoor tennis courts

Methodology

Gather evidence through:

- Research tools; Active Places Power, Facilities Planning Model (Swimming Pools and Sports Halls), Sports Facility Calculator, Market Segmentation Tool and Active People Survey.
- Facility inspections and stakeholder feedback
- Consultation was conducted with over 60 individuals and organisations, including facility users, club members, facility operators, council officers, neighbouring local authorities, Sport England and National Governing Bodies of Sport.

Outputs

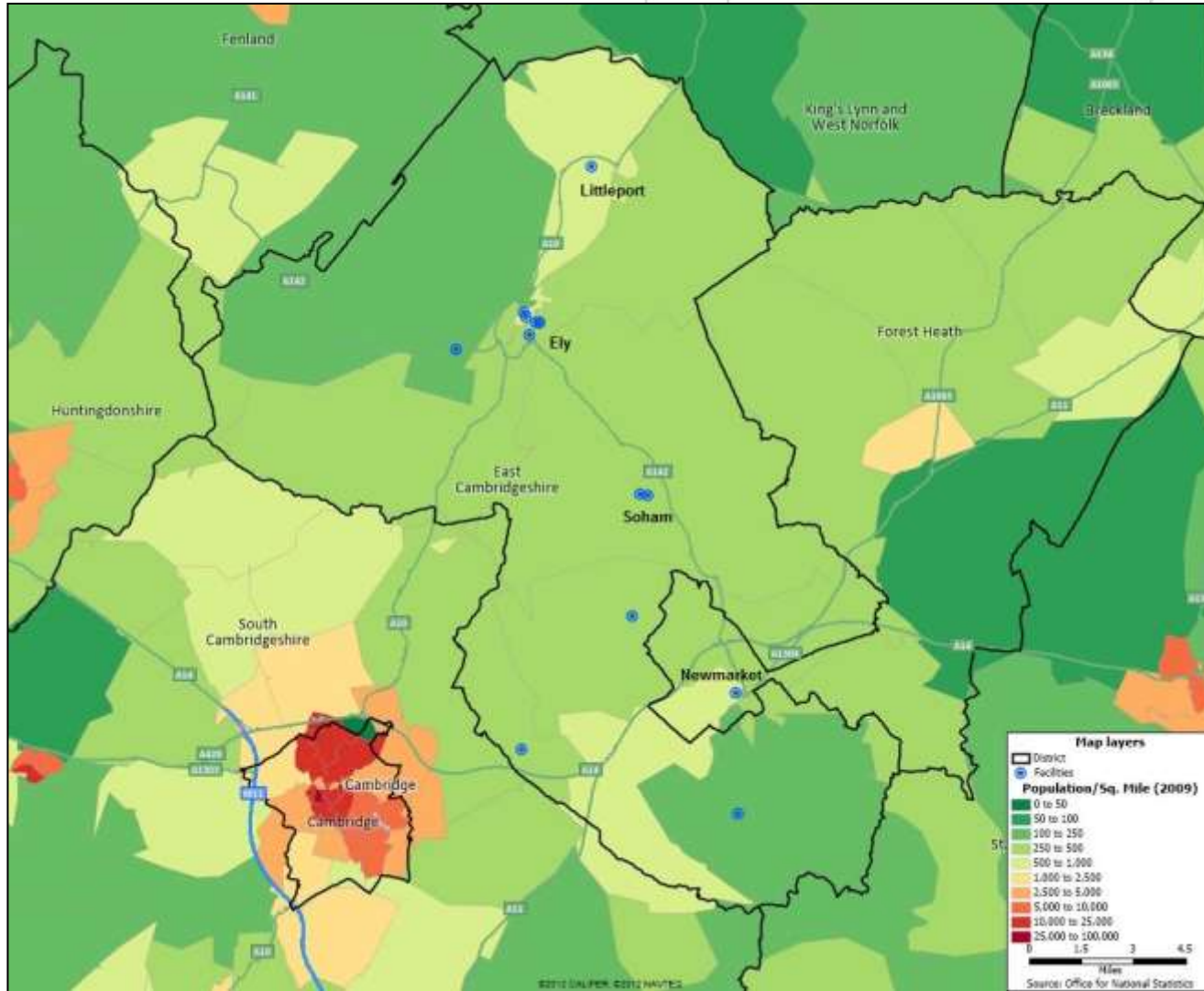
A needs assessment report was produced containing the following sections:

1. Introduction
2. Background and policy review
3. Supply audit
4. Needs assessment, surpluses and shortfalls in facility provision
5. Indoor sports facility strategy and action plan.

The Strategy and Action Plan will detail recommendations for current and future provision of indoor sports facilities in East Cambridgeshire.

The Strategy period will be 2014 – 2026 to conform with the detailed modelling tools which run the facility planning horizon to 2026.

Assessment of Supply



Where possible, audits and assessments have been undertaken in the presence of management staff from the facilities.

The audit is a 'snapshot' visit in time and visits were undertaken during July and September 2014.

To identify the potential of each facility and inform roles to be developed for each. The following information was gathered:

- Facility and scale.
- Ownership, management and access arrangements (plus, where available, facility owner aspirations).
- Location, access and accessibility.
- Condition, maintenance and existing improvement plans.

Demand Assessment

Type	Method	Details
Sport England research tools	Analysis of information	Facilities Planning Model (Swimming Pools and Sports Halls), Sports Facility Calculator, Market Segmentation Tool and Active People Survey.
Stakeholder feedback	Facility manager feedback during site visits and extra information via email	13 of 14 facility operators (93%) Kings School did not respond
Neighbouring authorities	Questions via email	5 of 6 completed (83%) Peterborough did not respond
NGB consultation	Questions via email	12 of 16 completed (75%) All key NGBs responded, including; Amateur Swimming Association, Badminton England, England Squash and Racketball
Club surveys	Online survey	31 facility users and club members

Key findings and recommendations by facility type

Swimming Pools

Facility	Pool Type	Number of Lanes	Ownership
Paradise Pools	Main/General	4	Local Authority
	Leisure Pool	0	
Atrium Club (Ely)	Leisure Pool	0	Commercial
Bottisham Village College Sports Centre	Main/General	4	College
Newmarket Leisure Centre	Main/General	6	Local Authority
	Learner/Teaching/Training	0	

St Andrew's Primary School in Soham is currently constructing a small pool for use by the school.

Key findings

Swimming demand is assessed to exceed supply in 2014 and the impact of population growth has on further increasing demand over supply up to 2026.

Exported demand to Newmarket LC reduces the unmet demand for swimming in East Cambridgeshire to 166 sq metres of waterspace (2.6 lane 25 metre) in 2014 and 242 sq metres of waterspace (4 lane 25 metre) in 2026.

The estimated used capacity is 81% of total capacity in 2014 and 2026, which is above 70% comfort level. There are also indications are of an upward trend in adult swimming participation in East Cambridgeshire.

Both City of Ely Amateur Swimming Club and Ely Tri Club require additional pool space to meet both current and expected future demand for junior, adult and disability swimming, for training and competitions.

The preferred option for the new leisure centre in Ely contains an 8-lane 25m swimming pool and learner pool, which will meet demand in the District up to 2026.

Sports Halls

Facility	Hall Type	Number of courts	Ownership Type
Burwell Community Sports Centre Ltd	Main	4	Community Organisation
Soham Village College	Activity Hall	1	Foundation School
	Activity Hall	1	Foundation School
Ely College	Main	4	Academies
	Activity Hall	1	Academies
The Ellesmere Centre	Activity Hall	1	Community Organisation
	Activity Hall	0	Community Organisation
Bottisham Village College Sports Centre	Main	4	Community School
	Activity Hall	1	Community School
Kings School Ely	Main	4	Other Independent School
Littleport Leisure Centre	Main	5	Community Organisation
	Activity Hall	0	Community Organisation
Witchford Village College	Main	3	Community School
	Activity Hall	2	Community School
Ross Peers Sports Centre	Main	5	Community Organisation
	Activity Hall	0	Community Organisation
The Paradise Centre	Main	4	Leased from the Local Authority
Newmarket Leisure Centre	Main	4	Community School

Planned developments could see the replacement of sports halls in Littleport and a new 4 court sports hall in Ely.

Key findings

The overall supply of sports halls is sufficient to meet demand in 2014 and up to 2026.

High levels of usage at peak times at The Paradise Centre, Ely College, Burwell Community Sports Centre, Ross Peers Sports Centre, Littleport Leisure Centre and The Ellesmere Centre. Re-distribution of demand required to increase capacity at these sites and meet peak demand.

Need to maintain quality and accessibility of all sites in the District is key to retaining sufficient supply to meet demand. Education sites should be encouraged to provide more community access, particularly for clubs.

Health and Fitness Suites

Facility	Number of Stations	Ownership Type
Ely College	10	Academies
Atrium Club (Ely)	40	Commercial
Bottisham Village College Sports Centre	24	Community School
Kings School Ely	27	Independent School
Littleport Leisure Centre	30	Community Organisation
Witchford Village College	15	Community School
Ross Peers Sports Centre	28	Community Organisation
Newmarket Leisure Centre	68	Community School
The Paradise Centre	75	Leased from the Local Authority

There are currently 317 health and fitness stations serving East Cambridgeshire across nine sites. Planned developments in Ely and Littleport could see an increase of 130 stations in current provision.

Key findings

Overall there are enough health and fitness suites to meet demand. However this includes education sites, which tend to be less accessible at peak times and smaller provision.

When considering larger (20+ station) suites that are more accessible at peak times, there is a current undersupply of 28 stations. The planned new provision at the new district-wide leisure centre in Ely (120 stations) and potential development in Littleport (increase of 10 stations) would reduce the undersupply to 8 stations in 2026.

Improve accessibility to school suites at peak times and progress with planned development in Ely to meet demand.

Indoor Bowls

Facility	Number of Rinks	Ownership
City Of Ely Indoor Bowls Club	6	Sports Club
Ross Peers Sports Centre	4	Community Organisation

Key findings

Based on current population Sport England's Sports Facility Calculator for indoor bowls facilities identifies a demand for 5.81 rinks.

The future demand for indoor bowls facilities in East Cambridgeshire is 7.6 rinks.

Therefore, with the current supply of 10 rinks, both current and future demand for indoor bowls facilities in the District is met and there is no need for further provision.

Ross Peers Sports Centre has been generating revenue from other uses of hall during summer months.

Squash Courts

Facility	Court Type	Number of Courts	Ownership Type
Ely Squash and Leisure Ltd	Normal	2	Commercial
The Ellesmere Centre	Normal	1	Community Organisation
Littleport Leisure Centre	Glass-backed	1	Community Organisation
Ross Peers Sports Centre	Normal	2	Community Organisation
The Paradise Centre	Glass-backed	2	Leased from Local Authority
Newmarket Leisure Centre	Normal	3	Community School
	Glass-backed	1	

Feasibility studies undertaken for the development of new facilities in Ely and Littleport suggest squash courts may not be provided in the proposed new developments.

Key findings

Demand for squash is decreasing and findings from Sport England's Active People Survey supports consultation with local club of lessening demand for squash courts. The demand for squash is falling, across the country and district, resulting in unused capacity at peak times.

Operators may wish to use space for more popular/revenue generating activities e.g. dance/aerobic classes, extension of H&F suite. Therefore must help to redirect users of facilities that may be lost following redevelopment.

There is no need for additional squash facilities in the District.

Studios

Facility	Studio Type	Number of Studios	Ownership Type
Atrium Club (Ely)	Aerobic	1	Commercial
Witchford Village College	Multi-purpose	1	Community School
Burwell Community Sports Centre	Multi-purpose	1	Community Organisation
Newmarket Leisure Centre	Aerobic	3	Community School
Bottisham Village College	Multi-purpose	1	Community School
Soham Village College	Multi-purpose	1	Community School
Ross Peers Sports Centre	Multi-purpose	1	Community Organisation
Littleport Leisure Centre	Multi-purpose	1	Community Organisation
The Paradise Centre	Multi-purpose	1	Leased from Local Authority
	Aerobic	1	

There are plans for the replacement of a studio in Littleport and development of two new studios in Ely.

Key findings

Aerobic studios tend to be a key ancillary facility linked to health and fitness gyms.

There is increasing demand for activities such as keep fit/gym, spinning and exercise and fitness classes, identified by both consultation with operators and the Market Segmentation Tool.

Support operators to retain, maintain and increase studio provision (where appropriate) in the District in order to meet growing demand. This is most likely to be linked to development of new health and fitness gyms.

Indoor Tennis

Facility	Facility Type	Number of Courts	Ownership Type
Huntingdon Tennis Club	Airhall	3 Acrylic	Sports Club
David Lloyd Club (Cambridge)	Traditional	2 Acrylic 6 Textile	Commercial
Hills Road Sports & Tennis Centre	Traditional	4 Acrylic	Further Education
Newmarket Lawn Tennis Club	Airhall (seasonal)	3 Macadam	Sports Club

Key findings

There are no indoor tennis courts in East Cambridgeshire.

The majority of residents in the District live within a 20 minute drive time of indoor tennis courts located in neighbouring local authorities.

There is no need for indoor tennis court provision in East Cambridgeshire.

Strategy Drivers

Strategy Drivers

To provide an indoor sports facility strategy document and a prioritised and timeline action plan for East Cambridgeshire, which:

- Incorporates the key findings from the needs assessment.
- District-wide objectives that all sport facility providers should share and work together on.
- Create a long-term view to 2026, and makes recommendations to inform the preparation of planning policies as part of the next local plan review.
- Form part of the evidence base for securing external investment, either from developer contributions, government grants or other sources.

Findings of the consultation and research clearly identified three key drivers for the strategy

Driver 1 – Population growth

The population has increased significantly in recent years and growth is expected to continue to increase to 103,700 by 2026.

Driver 2 – Participation in sport

People in East Cambridgeshire are less physically active than the regional and national averages, which incurs additional health care costs of just over £1.3 million a year due to inactivity (British Heart Foundation, 2009/10).

Driver 3 – Supply of facilities meets the demand

Address issues where current capacity is not meeting current demand and there are a surplus or a shortfall identified in some areas of over or undersupply relative to demand.

Objectives

Strategy Objectives

The strategy will help the leisure stakeholders by delivering the following key objectives:

Objective 1 – Protect and maintain strategically important existing facilities

To protect and maintain strategically important existing sports facilities and sites allocated for sport and access to them by the community. Maximise the use of existing assets by improving the quality of existing facilities, where necessary.

Objective 2 – Improve access to meet demand

To continue to develop and secure the community use of sport facilities on education sites. To improve accessibility to sports facilities, in order to encourage greater participation by all sectors of the community.

Objective 3 – Effective and sustainable programming

To manage and programme facilities effectively and sustainably. To continue to promote partnership working to enable greater use of existing sports facilities and the sharing of skills, expertise, resources and facilities.

Objective 4 – Provide new facilities

To continue to ensure that new facilities are provided to meet projected demand from increases in population and participation, and changes in participation patterns. Address existing deficits and unmet demand in sports facility provision which will increase as a result of future population growth in the district.

Objective 5 – Improve viability of facilities

To improve viability of facilities through considering different management options.

Objective 6 – Utilise strategically valuable sites and maximise revenue generation

To utilise use of strategically valuable facilities through investigation of options to maximise revenue generation from facilities.

Objective 7 – Improve co-ordination of delivery between stakeholders

To improve the coordination of delivery between leisure stakeholders by raising knowledge level and facilitating the development of partnerships between County Council, town and parish Councils, facility operators, clubs, NGBs, CSP, schools, colleges and other commercial providers.

Objective 8 – Inform planning policy and decisions as part of the next local plan review

To use the strategy and action plan to make recommendations to inform the preparation of planning policies as part of the next local plan review.