



# SPORTS FACILITY STRATEGY 2016-2035

STRATFORD-ON-AVON DISTRICT COUNCIL



SEPTEMBER 2018





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# 1. EXECUTIVE SUMMARY

## INTRODUCTION

### VISION

- 1.1. The Vision for future provision of sport and leisure in Stratford-on-Avon District is:

**‘The provision of sustainable, high quality, well-located, accessible sport and leisure facilities; informal and formal places and spaces to enable increased participation in sport and physical activity, to contribute to improved community health and wellbeing outcomes across the District’.**

- 1.2. Stratford-on-Avon District Council recognises the importance of accessible community sport and leisure facilities, places and spaces for swimming, fitness and sports hall sports/activities for all District residents. This includes both formal and informal spaces (e.g. community halls) in which to play sport and be physically active.
- 1.3. Sustainable, high quality, and critically, accessible facility provision is key to maintaining participation opportunities; Stratford-on-Avon District Council needs to plan for the investment requirements of its existing facilities, and work in partnership with other providers and stakeholders to address the other priorities identified through this Strategy.

### AIMS

- 1.4. The aims of providing sufficient high quality, fit for purpose and accessible provision, places and spaces are to:
- **Maintain and grow the regular amount of physical activity undertaken by individuals, and provide opportunities of physical activity to those who are currently inactive;**
  - **Develop additional facility provision where need is evidenced e.g. as a result of population growth;**





- Provide more multi-purpose facilities in the future, reflecting changing participation trends and opportunities;
- Encourage new participants to start taking part in physical activity;
- Enable opportunities for participation to be provided in a wider range of places and spaces, and particularly at a very local level, using existing community centres/halls;
- Facilitate the continued development of healthier lifestyles for communities across Stratford-on-Avon District;
- Contribute to a reduction in health inequalities, and specifically obesity and inactivity, across Stratford-on-Avon District;
- Create active environments where the opportunity to be more physically active is an integral part of everyday life; and
- Support and provide local community groups to access more physical opportunities and to deliver increased participation.

## OUR STRATEGY

- 1.5. The population of Stratford-on-Avon will grow significantly to 2031 (Core Strategy period) and beyond to 2035 (Sports Facility Strategy period) so there is a need to ensure sufficient provision of accessible, high quality and affordable facilities – formal and informal, and multi-purpose spaces to meet local need.
- 1.6. Even though 63.6% of the population achieves the Chief Medical Officer's target of 150 minutes of physical activity per week (**Source: Stratford Public Health Report – 2015**), it is clear there is some work to do to increase levels of regular participation amongst the 12.5% of people who are not active enough, and the 23.9% of inactive people, many of whom will be living in the more deprived, and rural areas of the District.
- 1.7. This means ensuring geographical distribution of facilities and physical activity opportunities across the District to enable more people to access facilities in the urban areas by walking, and/or cycling. In the rural areas, where there are fewer people, and less formal provision, it means making better use of existing community places and spaces for sport and physical activity i.e. more use of community centres/halls for badminton, fitness classes etc.





- 1.8. The District Council's Corporate Strategy 2015-2019 identifies three priority themes that will make the District a better place to live, work and visit.

The three key objectives set out in the Corporate Strategy are as follows:

1. **A flourishing local economy** - ensuring that all relevant funding opportunities are maximised and that the Local Enterprise Partnership is supported to deliver maximum benefit to the District;
2. **People and their environment**- ensuring housing targets are achieved, protecting the landscape, promoting health and well-being and ensuring provision of quality leisure facilities; and
3. **Responsible community leadership**- manage assets well to benefit the community; work in partnership and support our vulnerable communities.

Key objective 2 has a specific priority of maintaining quality leisure facilities District wide, with particular emphasis on enhancing facilities in Alcester and a refurbishment of Stratford-upon-Avon Leisure Centre; the latter has now been completed.

The objectives support the Vision that:

*Stratford-on-Avon District will be recognised as a place of opportunity and economic prosperity in order to provide a better quality of life for all who live, work and visit.*

- 1.9. The Strategy has been produced in line with the Government's National Planning Policy Framework, Sport England guidance set out in the 'Assessing Needs and Opportunities Guide for Indoor and Outdoor Sports Facilities' (ANOG), December 2014, and local policy. It assesses existing Indoor Sports Facilities, the future need for sport and active recreation, opportunities for new provision, and expansion of existing facilities, to provide an updated Evidence Base for the Core Strategy to 2031.

## SPORTS AND GEOGRAPHICAL SCOPE

- 1.10. The scope of the Sports Facility Strategy (SFS) covers analysis of provision for the following facility types across Stratford-on-Avon District:

- **Sports Halls (including schools and community buildings), covering indoor sports such as netball, badminton, basketball and volleyball;**
- **Health & Fitness Centres (including dance/aerobic studios);**





- Squash Courts;
- Swimming Pools;
- Indoor Tennis; and
- Indoor Bowls.

1.11. Key elements addressed by the Sports Facility Strategy include:

- **QUANTITY:**  
**Are there enough facilities with sufficient capacity to meet the needs of the projected population up to 2035 (in line with the Stratford-on-Avon District Core Strategy until 2031 and beyond that to 2035)?**
- **QUALITY:**  
**Are the facilities fit for purpose for the users? Do the facilities provide the level of play needed, and does the quality meet the users' and National Governing Bodies (NGBs') expectations?**
- **ACCESSIBILITY:**  
**Are the facilities in the right physical location for users?**
- **AVAILABILITY:**  
**Are the facilities available at the right time to users who want to use them?**

- 1.12. Accessibility to existing high-quality sports facilities, use of other informal places and spaces, where appropriate, together with the potential development of new provision will contribute to the future development of healthier lifestyles in Stratford-on-Avon District, across all age groups.
- 1.13. Providing opportunities to be more physically active, more often, is also important to contribute to a reduction in health inequalities across Stratford-on-Avon District, to help people to live longer, healthier lives.
- 1.14. Access to sustainable high-quality facility provision is key to maintaining these opportunities; Stratford-on-Avon District Council needs to consider investment requirements of its existing facilities, and work in partnership with other providers and stakeholders to address the other priorities identified through this Strategy.





## STRATEGY ANALYSIS

- 1.15. Overall, Stratford-on-Avon District has a good range of sport and leisure facilities across the area; however, some existing facilities on education sites are now ageing, some are of a poorer quality than others, and some will require replacement /refurbishment in the long term. This is particularly true of sports halls on school sites, squash courts and in the very long term facilities at Stratford-on-Avon Leisure Centre.
- 1.16. Based on the supply and demand analysis summarised in Table 6.1, there is clearly a need to:
- **Provide more community accessible fitness stations; there is a current under-supply of -103 stations; this figure rises to an under-supply of - 264 by 2035;**
  - **Maintain all existing levels of provision, even if the same facilities are not retained longer term;**
  - **Increase community access to existing education sports halls and make better use of available capacity. Where possible, formal Community Use Arrangements (CUAs) should be developed with the facility provider;**
  - **Retain and grow participation in physical activity for community health benefits;**
  - **Invest in active environments, where physical activity is the norm;**
  - **Improve accessibility to provision at local level, particularly for the 12.5% of the population without access to private transport;**
  - **Increase awareness of sport and physical activity being delivered in community centres/halls across the District, particularly where there are halls available with pay and play access; and**
  - **Invest in 'active' infrastructure to facilitate increased provision of cycling, jogging and walking routes in the District, connecting new and existing settlements, education and leisure sites.**
- 1.17. Other key factors impacting on the future demand for sports facilities include:
- **Population Growth** - Clearly, increased population (**24,500 over the Core Strategy Period to 2031, and a total of 31,500 by 2035**) results in increased demand for sports facilities; this can be accommodated within existing provision, but opportunities to increase sports hall space should be considered, particularly if day time access could be provided. Given this Strategy extends to 2035, beyond the period of the Core Strategy, future need is modelled to 2035, on the basis of 31,500 population increase, to ensure the Strategy is future-proofed.





- **Reduction in Health Inequalities** – more active lifestyles will continue to benefit both individual and community health. Although the health of communities within Stratford-on-Avon District is generally better than that of the Midlands Region and England as a whole, there are some very specific factors to which the provision of quality, affordable and accessible sports facilities can contribute:
  - **Reduced levels of adult obesity;**
  - **Maintenance of active lifestyles;**
  - **Improved mental health; and**
  - **Reduced levels of smoking.**
- **Maintaining and growing participation levels** in sport and physical activity to contribute to more active lifestyles. Facilitating more regular activity for the most inactive 23.9% of the Stratford-on-Avon District community (**Active Lives March 2017**) is a priority.
- **Planning to replace ageing facilities** – Studley Leisure Centre is a factor in planning for the long-term future, given that public leisure facilities typically have a lifespan of 30-40 years. Although Stratford-upon-Avon Leisure Centre was extensively refurbished in 2015, the building is old (built 1975, therefore 42 years old) and may, in the long term require further investment. Older facilities are not as operationally efficient, and also tend to be poorer quality. Evidence shows people are more likely to participate in modern, fit for purpose leisure facilities. Equally, it is likely that the older sports halls on education sites will need to be replaced, or as a minimum be extensively refurbished, in the foreseeable future.

## PRIORITY INVESTMENT NEEDS

- 1.18. This Sports Facility Strategy provides robust evidence, and strategic direction, for the future provision of sports facilities to serve existing and new communities in Stratford-on-Avon District.
- 1.19. The provision of good quality, local, indoor community facilities, accessible and affordable to meet identified need, is key to facilitating participation growth, and contributing to a reduction in the health inequalities in the District. This reflects Stratford-on-Avon District Council's health and well-being priorities.
- 1.20. Based on the quality audits and assessments, supply and demand, and the needs analysis, the data identifies the need for:





**Table 1.1: Identified Facility Needs**

FACILITY TYPE	PRIORITY FOR FUTURE PROVISION	LOCATION	PLANNING IMPACT
SPORTS HALLS	Better use of existing available capacity	At identified schools	ENHANCE
	Securing of formal Community Use Agreements, including pay and play where possible	All schools offering community access	ENHANCE
	Opening of facilities which are currently not available for any form of community use or community access (pay and play and clubs) in any new sports halls on education sites	Southam College and Shipston High School considering developments with community access	PROVIDE AND ENHANCE
	Long term replacement of ageing facilities	Studley Leisure Centre, Stratford-upon-Avon Leisure Centre	PROVIDE
HEALTH AND FITNESS	Increased provision of fitness stations by 2035 (whilst under-supply is identified as a deficit of - 244, in reality many residents will be using commercial provision, so the level of undersupply is likely to be lower than this)	Districtwide	PROVIDE
MARTIAL ARTS	Membership of martial arts clubs in the District is growing; this means they need more time and space for their club training and competitions in multi-purpose halls Provide additional capacity in multi-purpose halls for martial arts clubs, where membership is growing	No specific location	ENHANCE
INDOOR BOWLS	Retention of the two existing indoor bowling rinks.	Avon Valley and Welford on Avon	PROTECT
GENERAL PROVISION	Overall, and specifically through the housing growth agenda, provision of more active environments, reflecting active travel, safe cycle routes to school, the need to link existing and new communities with walking/cycling/jogging routes	Districtwide	PROVIDE





## 2. ANOG STAGE A - INTRODUCTION AND SCOPE

### INTRODUCTION

- 2.1. Stratford-on-Avon District Council has commissioned a Sports Facilities Strategy and Playing Pitch Strategy for the whole District to look ahead to 2035 and thereby cover the Core Strategy period and beyond. This Strategy has been developed in accordance with Sport England's *Assessing Needs and Opportunities Guide for Indoor and Outdoor Sports Facilities* (ANOG), July 2014.
- 2.2. The study will contribute to the update of the 2011 PPG17 Open Space, Sport and Recreation Assessment and associated Playing Pitch Strategy, which was supplemented with an Addendum Report in 2012.
- 2.3. Stratford-on-Avon District is located at the heart of England. Famous the world over for being the birthplace and resting place of William Shakespeare, Stratford-upon-Avon is known as 'the international market town'. There are significant economic benefits of the town's international status, but also major challenges in managing the 3.5 million annual visitors, while also retaining the character of the town and the quality of life for its residents.
- 2.4. Most of the District to the North and North West of Stratford-upon-Avon lies within the West Midlands Green Belt. The Cotswolds Area of Outstanding Natural Beauty extends into the Southern fringes of the District. The beautiful countryside of the District is a major asset and its protection is important. It supports a wide range of active and passive recreation pursuits, including an extensive rights of way network, golf courses, Country Parks and equestrian activities.
- 2.5. The total population of the District in 2018 is approximately 123,000 (**ONS Census 2014**). Stratford-upon-Avon is the largest settlement, with a population of around 26,000. There are also a number of important rural centres (known as 'Rural Main Centres' in the Core Strategy including the attractive, small market towns of Alcester, Henley-in-Arden, Shipston-on-Stour and Southam.
- 2.6. The District has a rural character, and this is reflected in the fact that over 75% of its residents live outside the main town of Stratford-upon-Avon. Some 45% live in parishes with a population of less than 3,000.
- 2.7. There are circa 250 communities of varying sizes spread across a predominately rural area covering 979 square kilometres. Stratford-upon-Avon is one of the largest Districts in lowland England and the population density is low, making delivery of, and access to, services a major issue for residents.





- 2.8. Due to the predominantly rural nature of the District many households are heavily reliant on private transport and the proportion of households with more than one car is significantly higher than that of County and National level. Conversely, the difficulty of operating viable bus services in a dispersed rural area means that getting to shops, services and jobs is largely dependent on having a car. Flexible community transport schemes (ie shared transport schemes, voluntary schemes offering transport to shops/libraries etc) could help to alleviate the problem of access and isolation for people without access to private transport.
- 2.9. Since the District covers such an extensive area, various towns outside its boundaries have a strong influence over how different parts of the District function. Royal Leamington Spa, Banbury, Redditch and Solihull all have large shopping centres, provide a wide range of employment opportunities and support a variety of leisure facilities; these are easily accessible to those with private transport.
- 2.10. A further significant factor for this Strategy is the higher average age of the District's population compared with the national average. 26% of the population were aged 65+ in 2017, and this will increase to 33% by 2031 (**Source: ONS Census 2014**). The proportion of local residents aged 85 or over is forecast to more than double by 2031. This trend will increase demand for extra-care and nursing home accommodation and for certain services, such as medical and leisure.
- 2.11. A substantial amount of housing development has taken place in the District in recent decades. The overall number of dwellings increased by 52% between 1981 and 2011. Much of this growth has been concentrated in the larger settlements, with Stratford-upon-Avon seeing an increase in dwellings of 58%, while Wellesbourne has grown by 74%, Bidford by 86% and Shipston by just over 100% over this period. Approximately 3,500 of the 14,600 new homes identified in the Core Strategy have already been built.
- 2.12. Overall, the District benefits from the provision of generally high-quality services, but some specific facilities are either at or near capacity, or in need of major investment or even replacement. It is necessary to ensure that these improvements can be secured, including the availability of land for new facilities where necessary. Development that exerts further demand on services and infrastructure already at capacity will be expected to contribute to ongoing improvements; in some cases, development can present opportunities to invest in services that have wider benefits for local communities.
- 2.13. Some parts of the District are susceptible to flooding and were badly affected by the flood events at Easter 1998 and in July 2007. These experiences emphasise the importance of making sure that future development in the District does not increase the risk of flooding.

## PURPOSE AND OBJECTIVES IN DEVELOPING A SPORTS FACILITIES STRATEGY

- 2.14. The rationale for developing a Sports Facility Strategy for the District, has both a national and local context. At national level, National Planning Policy Framework (NPPF) 2018 Paragraphs 96 and 97 outline the planning policies for the provision and protection of sport and recreation facilities.





2.15. At local level, the purpose of developing the Sports Facility Strategy is to inform, provide evidence for, and make recommendations in relation to:

- **Planning policies on:**
  - a. Locally derived sports provision standards;
  - b. Protection or enhancement of existing sports and recreation sites; and
  - c. Allocation of sites for new and/or improved sports and recreation facilities, if necessary.
- **The infrastructure required to support development set out in an updated Infrastructure Delivery Schedule;**
- **Development Management decisions, including assisting in negotiations for financial contributions and/or direct provision on site;**
- **The allocation of existing money collected through financial contributions from developers towards the provision of sport and recreation opportunities;**
- **Applications for external funding for improvements to existing facilities and new projects;**
- **A strategy and prioritised action plan, including a vision, objectives and recommendations on future provision, funding and management of sports and recreation facilities in the District; and**
- **Develop Local Standards for the protection and future provision of open space, sport and recreation facilities (indoor and outdoor).**

2.16. The key local drivers prompting Stratford-on-Avon District Council to produce a Sports Facility Strategy are as follows:

- **The need for an up to date evidence base to aid decision making regarding priorities for its owned facilities i.e. quantity and quality;**
- **To ensure value for money in provision of leisure services;**
- **To identify the need for any additional provision to facilitate an increase in participation in physical activity;**
- **To support improvements in public health;**
- **To consider the future role of education sites in providing sport and leisure facilities;**
- **To provide for a significantly larger older population; and**
- **To provide for an increasing population.**



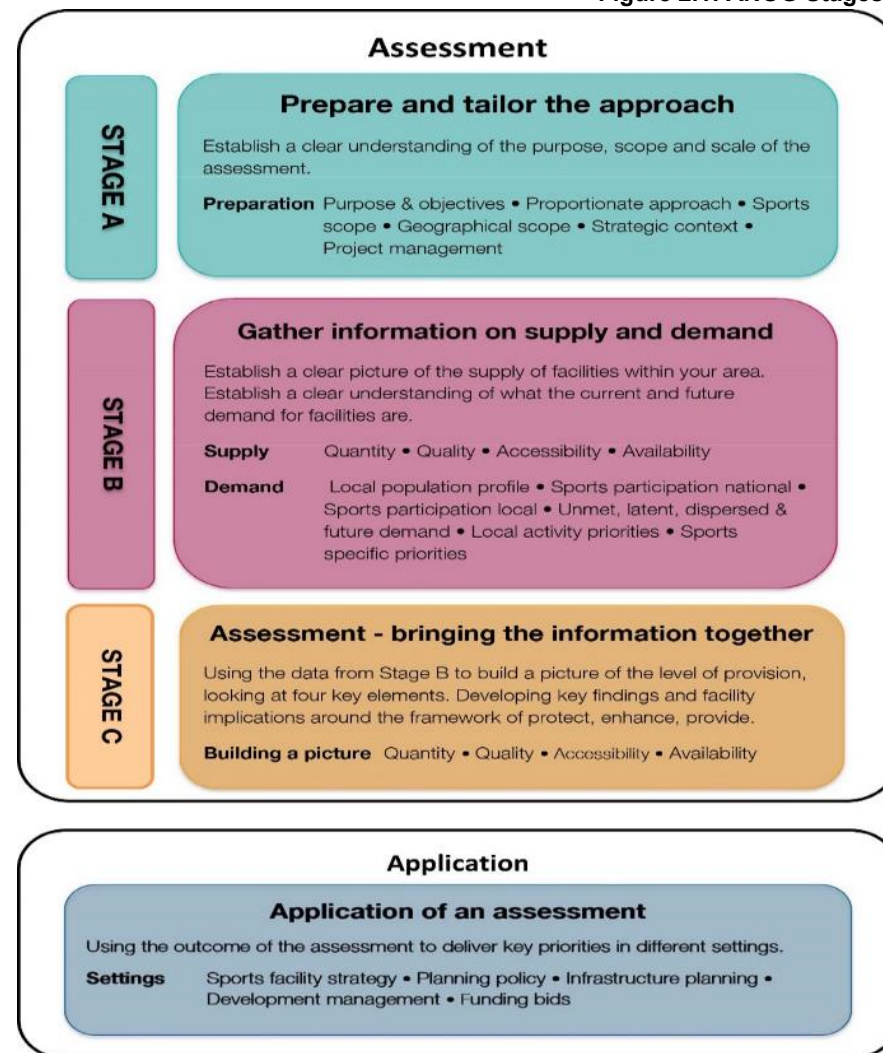
## STRATEGY STRUCTURE

2.17. The Strategy has been developed using the Sport England Assessing Needs and Opportunities guidance (ANOG), published in 2014.

2.18. The overall document is essentially in two parts:

- The **Assessment** of Need – developed based on the ANOG approach, as set out in Figure 2.1 opposite; and
- The **subsequent** Strategy- this sets out the proposed response to the issues identified in the Needs Assessment.

Figure 2.1: ANOG Stages







## SPORTS AND GEOGRAPHICAL SCOPE

2.19. The aim of the study is:

**'To undertake an audit of existing indoor and outdoor sports facilities using existing background information where appropriate including location, accessibility, quality and usage. The audit should identify facilities not available within the District that are used by Stratford-on-Avon residents, and advise on any shortfall in capacity or type of provision. The study should also highlight where District facilities perform a regional or sub-regional function.'**

2.20. The scope of the study will include analysis of provision for the following sports/activities across Stratford-on-Avon District Council, in line with the area covered by the Core Strategy.

## SPORTS FACILITIES SCOPE

**Table 2.1: Assessment Typology – Indoor Sports Facilities**

INDOOR SPORTS FACILITIES	<ul style="list-style-type: none"><li>• Sports halls;</li><li>• Swimming pools;</li><li>• Health and fitness facilities- fitness suites and studios;</li><li>• Squash courts; and</li><li>• Leisure Centres and Sports Halls (badminton, martial arts, table tennis, etc).</li></ul>
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2.21. In addition to purpose-built leisure facilities, consideration is given to the role of the following in meeting local need:

- **Community assets (community halls); and**
- **Education facilities.**

2.22. The Sports Facility Strategy has been developed in parallel with a Playing Pitch Strategy (this covers playing pitches and outdoor sports facilities in the District); the two documents will provide an evidence base for the Stratford-on-Avon District Core Strategy and underpin future priorities for provision.

2.23. The Strategy covers the geographical area of Stratford-on-Avon District but references areas outside the District boundaries as appropriate.





## PROPORTIONATE APPROACH

2.24. The brief developed by Stratford-on-Avon District Council identified the key objectives of the strategy.

2.25. The objectives of the study are:

- **To undertake a District wide assessment of sport and recreation facilities including a new playing pitch strategy, building upon existing information, to establish the adequacy of existing provision and any additional provision required to meet future needs;**
- **To develop a strategy and action plan for indoor and outdoor sports provision;**
- **To ensure existing and future provision meet the requirements of the NPPF and NPPG in relation to open space, sport and recreation;**
- **To follow best practice advice including Sport England Guidance: “Assessing Needs and Opportunities Guidance” and “Playing Pitch Strategy Guidance”;**
- **To provide a robust evidence base to ensure the timely and sound preparation of Development Plan Documents and other planning policy documents; and**
- **To provide clear and justified conclusions on how the strategy would be applied in relation to development proposals.**





## 3. STRATEGIC POLICY AND CONTEXT

### INTRODUCTION

### NATIONAL LEVEL

- 3.1 There are a number of key national strategies and policies which inform and influence the development of these local strategies. The majority of the national documents are summarised in Appendix 1, but the main ones are summarised below. These national policies inform the approach to current and future provision of sports facilities, linked to health improvement, increased participation, and the appropriate levels of provision of facilities to meet local needs. From a planning perspective, the national agenda makes the link between national and local planning policy, population growth at local level, and the need to plan for increased demands for infrastructure and provision, linked to 'Protect, Enhance and Provide (Sport England PPS Guidance; it is good practice to also apply this to indoor facilities).

### NATIONAL PLANNING POLICY FRAMEWORK (NPPF)

- 3.2 The National Planning Policy Framework (NPPF) 2018 sets out the requirement of Local Authorities to establish and provide adequate and proper leisure facilities to meet local needs. Paragraphs 96 and 97 outline the planning policies for the provision and protection of sport and recreation facilities:

**Access to a network of high-quality open spaces and opportunities for sport and physical activity is important for the health and well-being of communities. Planning policies should be based on robust and up-to-date assessments of the need for open space, sport and recreation facilities (including quantitative or qualitative deficits or surpluses) 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.**

**Existing open space, sports and recreational buildings and land, including playing fields, should not be built on unless:**

- an assessment has been undertaken which has clearly shown the open space, buildings or land to be surplus to requirements; or
- the loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity and quality in a suitable location; or
- the development is for alternative sports and recreational provision, the benefits of which clearly outweigh the loss of the current or former use.





- 3.3 Sport England is a statutory consultee on all planning applications that affect sports pitches and it has a long-established policy of playing pitch retention, even prior to the NPPF. It looks to improve the quality, access and management of sports facilities as well as investing in new facilities to meet unsatisfied demand. Sport England requires Local Authorities to have an up-to date assessment of playing pitch needs and an associated strategy including a recommendation that the evidence base is reviewed every three years.
- 3.4 The key drivers for the production of the strategy as advocated by Sport England are to protect, enhance and provide playing pitches, as follows:
- **PROTECT:** To provide evidence to inform policy and specifically to support Site Allocations and Development Management Policies which will protect playing fields and their use by the community, irrespective of ownership;
  - **ENHANCE:** To ensure that sports facilities are effectively managed and maintained and that best uses are made of existing resources - whether facilities, expertise and/or personnel to improve and enhance existing provision – particularly in the light of pressure on Local Authority budgets; and
  - **PROVIDE:** To provide evidence to help secure external funding for new facilities and enhancements through grant aid and also potentially through CIL (if on the Regulation 123 List) and Section 106 agreements. Sport England and Local Authorities can then use the strategies developed and the guidance provided in making key planning decisions regarding sports pitches and facility developments in the area and to support or protect against loss in relation to planning applications brought forward by developers.

### SPORT ENGLAND STRATEGY 2016 - 'TOWARDS AN ACTIVE NATION'

- 3.5 The Vision for this Strategy is:

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

- 3.6 The Sport England Strategy 'Towards an Active Nation' puts the policies set out in 'A new Strategy for an Active Nation' into practice. This will mean significant change for Sport England and for their partners.





3.7 This strategy sets out how Sport England will deliver this task. The key changes Sport England will make are:

- Focusing more money and resources on **tackling inactivity** because this is where the gains for the individual and for society are greatest;
- Investing more in **children and young people from the age of five** to build positive attitudes to sport and activity as the foundations of an active life;
- **Helping those who are active now to carry on, but at lower cost to the public purse over time.** Sport England will work with those parts of the sector that serve the core market to help them identify ways in which they can become more sustainable and self-sufficient;
- **Putting customers at the heart** of what we do, responding to how people organise their lives and helping the sector to be more **welcoming and inclusive, especially of those groups currently under-represented in sport**;
- Helping sport to keep pace with the **digital expectations** of customers;
- Working nationally where it makes sense to do so (for example on infrastructure and workforce) but **encouraging stronger local collaboration** to deliver a more joined-up experience of sport and activity for customers;
- Working with a **wider range of partners**, including the private sector, using our expertise as well as our investment to help others align their resources; and
- Working with the sector to encourage innovation and share best practice particularly through applying the principles and practical learning of **behaviour change**.

### A NEW STRATEGY FOR SPORT – DEPARTMENT FOR CULTURE, MEDIA AND SPORT

3.8 The Department for Culture, Media and Sport, following a consultation paper in 2015, launched the new strategy 'Sporting Future: A new Strategy for an Active Nation' in 2016. The development of the new strategy reflected a need to re-invigorate a nation's appetite for participation in sport following what appears to be a significant reduction in participation (highest profile being swimming), after the upsurge after the 2012 London Olympics.





3.9 The sport strategy is targeting five outcomes which each sports organisation, whether public or private sector, will be measured against:

- **Physical wellbeing;**
- **Mental wellbeing;**
- **Individual development;**
- **Social and community development; and**
- **Economic development.**

3.10 Government funding will go toward organisations which can best demonstrate that they will deliver some or all of the five outcomes

3.11 The delivery of the outcomes will be measured via three broad outputs:

- **That more people from every background regularly and meaningfully taking part in sport and physical activity;**
- **The creation of a more productive, sustainable and responsible sports sector; and**
- **Maximising international and domestic sporting success and the impact of major sporting events.**

#### EVERYBODY ACTIVE, EVERY DAY PUBLIC HEALTH ENGLAND (PHE) OCTOBER 2014

3.12 Adult physical inactivity is now recognised as a distinct public health concern. Physical inactivity is the fourth-leading risk factor for worldwide global mortality and is responsible for more worldwide deaths every year than weight related issues. In the UK, physical inactivity is responsible for 17% of annual all-cause mortality and reduces life expectancy by three - five years. Physical inactivity is directly responsible for a range of non-infectious disease conditions and has been identified as the cause of 10.5% of UK coronary heart disease cases, 13% of Type II diabetes cases, 18% of breast cancer cases and 19% of colon cancer cases.

3.13 An inactive person will also spend 38% more days in hospital than an active person, require 5.5% more GP visits and access 13% more specialist health services. The cumulative annual cost of physical inactivity to the national economy has been estimated as £20bn per year.





- 3.14 The Chief Medical Officer recommends that adults achieve 150 minutes of moderate physical activity or 75 minutes of vigorous physical activity per week in order to maintain or improve health. To meet these guidelines, the total minutes per week must be achieved:
- **Over at least two days; and**
  - **In bursts of 10 minutes or longer.**
- 3.15 Moderate physical activity includes walking, cycling, gardening or other forms of movement that elicit an increase in heart rate. Vigorous physical activity includes exercise such as running, weight training, swimming and other active sports.
- 3.16 Public Health England published 'Everybody Active, Every Day', a national implementation framework for physical activity. In order to provide people with the opportunity to be active every day, action needs to be taken at national and local level across the following four areas:
- **'Active society' creating a social movement to change people's attitudes to exercise;**
  - **'Moving professionals' activating networks of expertise to improve attitudes to exercise;**
  - **'Moving at scale' maximising existing assets to create an appetite for increased physical activity; and**
  - **'Active environments' creating the right spaces to support health, recreation and wellbeing.**
- 3.17 This framework outlines the importance of creating environments and cultures that support physical activity including the provision of leisure and sport facilities, outdoor gyms, active travel and walking and cycling opportunities, business workforce engagement and the role of the health sector in promoting physical activity.
- 3.18 The remaining national policy context is summarised in Appendix 1, National Level.

## REGIONAL POLICY

- 3.19 The West Midlands Combined Authority (WMCA) is a legal body with powers of decision making granted by Parliament. This is a new way for Local Authorities to work together on key strategic functions that cross geographic Council boundaries, and which could be more effectively delivered together rather than separately. The priorities for the West Midlands Combined Authority are: Economy, Productivity and Skills, Transport and Housing.
- 3.20 Stratford-on-Avon District Council is classed as a non-constituent member of the WMCA.





## LOCAL STRATEGIC CONTEXT

3.21 A number of existing policies, strategies and factors will influence future supply and demand for sport and recreation facilities within Stratford-on-Avon District. As well as providing the context for future facility provision, these strategies will provide opportunities to link priority areas and needs and ensure that outcomes are aligned with identified local objectives. The relevant strategies and policies include:

- **Stratford-on-Avon District Core Strategy 2011 – 2031;**
- **Open Space, Sport and recreation Facilities Standards for Residential Development;**
- **Stratford-on-Avon District Council Corporate Strategy 2015-2019;**
- **Stratford-on-Avon District Council Housing Strategy 2015-2020;**
- **Warwickshire Health and Wellbeing Strategy 2014-2018;**
- **Stratford-on-Avon District Council Community Safety Strategy;**
- **Stratford-on-Avon Destination Tourism Strategy 2011-2015;**
- **Stratford-on-Avon District Council; Active Communities Strategy 2013-2018 – ‘Getting Stratford District Active’;**
- **Warwickshire Local Transport Plan 2011-2026;**
- **Population Profiles and Projections; and**
- **Participation Trends and Rates in Sport and Physical Activity.**

3.22 The above strategies/policies are summarised in Appendix 13 and the remainder of Section 2.





## FUTURE DEVELOPMENT IN THE DISTRICT

- 3.23 Stratford-on-Avon District Council's Infrastructure Delivery Plan (IDP) sets out the main infrastructure items necessary to facilitate the level and distribution of growth set out in the Core Strategy. It also identifies other items of infrastructure necessary to achieve the plan's wider objectives and those of its partners. It is a working document that will be kept up to date as infrastructure planning progresses.

## TRANSPORT

- 3.24 Infrastructure improvements identified include highways, public transport and pedestrian and cycle routes.
- 3.25 The IDP also includes enhanced pedestrian and cycle routes in Stratford-upon-Avon at Birmingham Road/Guild Street and a number of minor cycle infrastructure improvements, also in Stratford-upon-Avon, to help deliver the Cycle Strategy within the Local Transport Plan.
- 3.26 As with highways infrastructure, the creation of new or enhanced pedestrian and cycle links will generally be funded as part of the development package where they relate to specific sites or with a contribution from CIL if they deal with the cumulative impact of a number of developments.
- 3.27 Community transport initiatives and other local projects may be identified in Neighbourhood Development Plans and may secure a share of CIL funding indirectly from Town and Parish Councils. These small local projects are not identified in the IDP. Local pedestrian and cycle links (including off-road schemes that improve access to, or the amenity value of, open space) will generally either be negotiated as part of a S106 package in lieu of on-site open space contributions (if the need can be linked to a particular development), or they will be identified through the Neighbourhood Development Plan process.

## EDUCATION

- 3.28 The relatively dispersed pattern of growth outlined in the Core Strategy may help ensure the continuing financial viability of many small village schools that currently have declining pupil numbers. Any proposals for new housing in the Main Rural Centres will present some challenges in terms of providing school places but in most cases, these can be overcome with investment in existing schools.
- 3.29 It is more difficult to accommodate an increase in pupils within Stratford-upon-Avon where there is currently no forecast surplus capacity. In addition to the proposed development at Shottery, which will provide a new primary school and a contribution towards the cost of secondary provision, a significant amount of development is proposed in the Core Strategy at the Canal Quarter Regeneration Zone and at Bishopton Lane. This will require the provision of additional primary and secondary school places which could be delivered where possible through the expansion of existing schools. Stratford-on-Avon District Council and Warwickshire County Council will keep under review the need to plan for the development of new schools.





- 3.30 Warwickshire County Council needs to consider how best to meet pressure for additional Primary school places in Stratford-upon-Avon, Wellesbourne, Welford-on-Avon, Fenny Compton, Lighthorne Heath, Tanworth-in-Arden, Studley, Alcester, Napton-on-the-Hill, Southam, Ilmington, Shipston-on-Stour, Quinton, Henley-in-Arden, Harbury, Great Alne, Bidford-on-Avon, Ettington and Long Compton. This will not see expansions of all of the named schools but will require discussions with all local providers to ensure a sustainable solution.
- 3.31 A new settlement at Gaydon/Lighthorne Heath (GLH) will include a new 3FE Primary School with nursery that will replace the existing primary school at Lighthorne Heath, which will be demolished through a phased programme. The new school site will be located close to the village hub/centre of the new settlement and in close proximity to the new flexible community accommodation that could cater for a children's centre service if required. A financial contribution to accommodate school pupils of secondary school age that will live within the new settlement will be provided as part of the development offer.
- 3.32 The existing Secondary school at Kineton currently has substandard accommodation so part of this provision will be removed, allowing for the creation of a new IT, technology and science block. Education provision sought through the development of GLH will also allow for Special Education Needs (SEN).
- 3.33 Currently WCC is re-considering existing access arrangements at Kineton High School which may change bus access and could have an impact on how the school is expanded. WCC will require developer contributions towards specific phases of the expansion at a set amount (yet to be established) rather than a per-pupil based figure.
- 3.34 A new settlement at Long Marston Airfield (LMA) will include two new 1 FE primary schools with nursery and SEN provision, with scope to expand, along with a new secondary school with 6th form and SEN provision.

## HEALTH – PRIMARY CARE

- 3.35 The population growth arising from any new housing development in the District will inevitably place increased demand upon existing healthcare services, including primary medical care services provided by the 19 GP practices (which deliver services from 24 premises across the District).
- 3.36 The NHS Five Year Forward View has set a clear direction of travel for the NHS in England which is not only consistent with, but also an enabler to, the Clinical Commissioning Group's (CCG's) own Strategic Plan (2016-2020). In relation to primary medical care, the Plan:
- **Advocates a radical re-think as to how GP Primary Care Services can support individuals to prevent or stop lifestyle choices that are going to negatively impact on their long-term health. The CCG expects that in future General Practice will have a critical role to play as the coordinating point for preventative care; and**
  - **Places strong emphasis on the need to expand and strengthen primary and wider out-of-hospital care.**





- 3.37 The CCG is undertaking an audit to confirm current primary care capacity in South Warwickshire. At a high level, the most up to date data available indicates an overall lack of capacity across the District, which will be compounded by future development unless new premises are built, or existing premises are extended or upgraded.
- 3.38 Subject to consultation with local GP practices and the CCG's population, as well as the emerging plans of the federation of South Warwickshire GP practices (SWGP Ltd), GP practices may choose to consolidate over the period of the Core Strategy, with, for example, a number of large primary care centres emerging as hubs, alongside practices servicing smaller populations acting as spokes, in a hub and spoke model.

### LIBRARIES AND CULTURAL FACILITIES

- 3.39 There are 10 Library and Information centres within Stratford-on-Avon District. 5 of those are run as community libraries and 5 are managed by Warwickshire County Council (WCC). In addition, there is also a mobile facility serving the more rural parts of the District. Discussions are on-going with WCC about appropriate developer contributions to enable the library service to serve the expanded population.
- 3.40 Currently negotiations are on-going with developers and WCC regarding the provision of a community facility at both GLH and LMA. In general, CIL will be used to fund stock and the potential co-location of library services throughout the District. WCC does not plan to construct or open new library buildings and it is envisaged that this will be the case indefinitely. However, the LMA contribution could potentially fund a co-location service with other community facilities on-site at an estimated cost of £950,000.

### POPULATION PROFILES AND PROJECTIONS

- 3.41 The current population profile of Stratford-on-Avon District, the future growth projections and the location of growth is important to understand in planning for the future provision of sports facilities.
- 3.42 Stratford-on-Avon District has a population of circa 123,000 population (**Source: ONS Census 2014**). The distribution of this population is shown in Map 3.1. The darker the colour on the map, the higher the population density.
- 3.43 The age profile of the District shows that proportionately, there are more elderly residents in the District; 1 in 4 residents in the District are over the age of 65. However, pockets of Stratford-on-Avon District experience higher numbers of pre-school children, particularly in areas of new house building. As with elsewhere in the County, women account for a higher proportion of those aged 65+ (**Source: Warwickshire Observatory April 2016**).

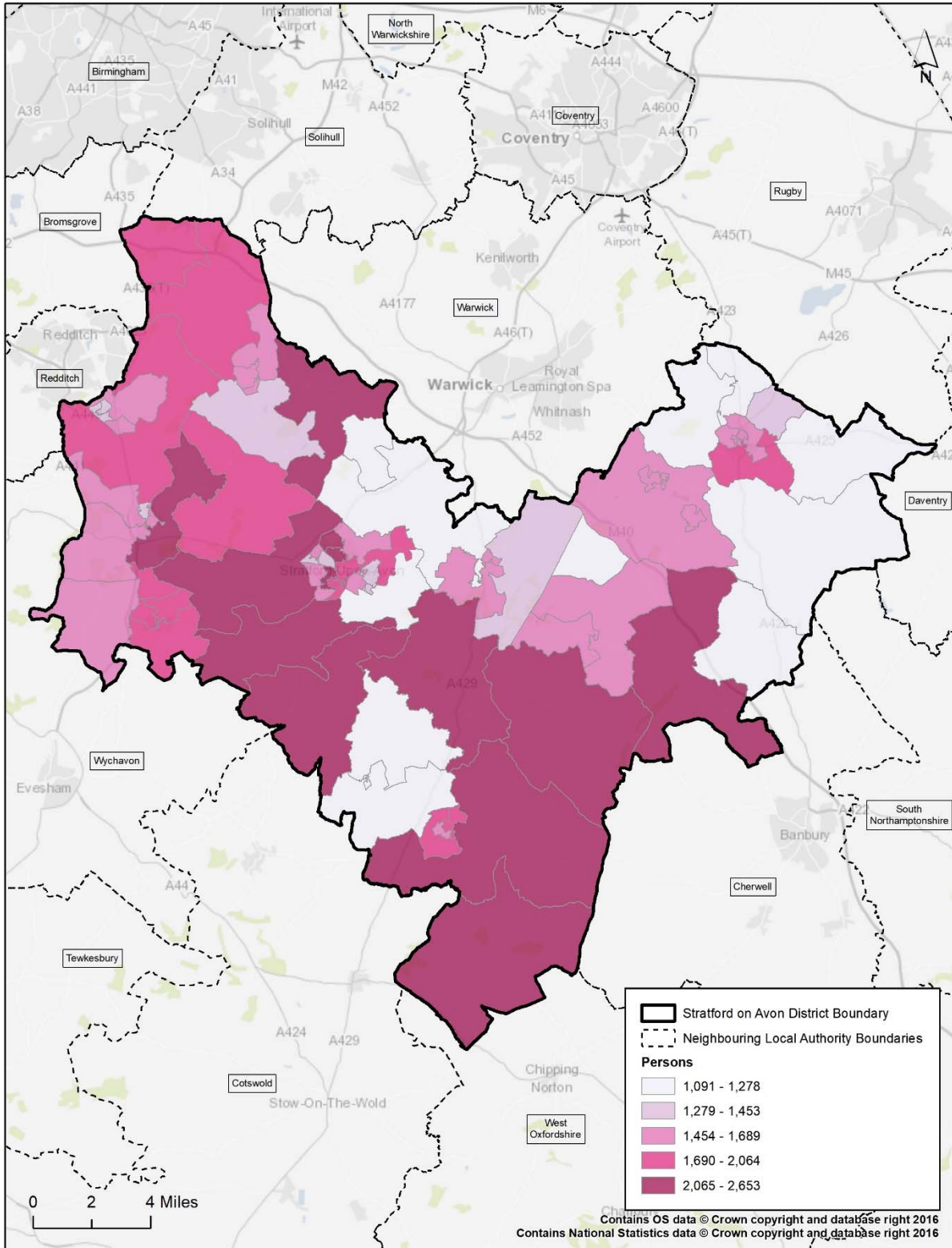




- 3.44 Those in younger age groups are most likely to participate in a wide range of sport and physical activities. Facilitating available opportunities for such participation are crucial to ensure an active lifestyle becomes part of daily routine and continues into later life. <sup>[15]</sup>It is however also important to ensure there are opportunities for older people to stay active as long as possible, as this will enable them to age well.
- 3.45 Ethnicity is currently less diverse than elsewhere in the County with the 'White British' ethnic group accounting for 93.6% of the population in 2011. The District's next largest ethnic group is 'Other White' at 2.9% of residents followed by 'White Irish' who make up 0.7% of the population and the 'Indian' community at 0.5%. Together the non-White British groups account for approximately 4,300 residents (Source: **Warwickshire Observatory April 2016**).
- 3.46 The most prevalent non-UK country of birth in the District is Poland followed by Ireland. After English, the second main language spoken by residents is Polish. Almost 300 residents record Chinese as their main language. Across the District, 459 residents are recorded as not being able to speak English well or at all (Source: **Warwickshire Observatory April 2016**).
- 3.47 The population of Stratford-on-Avon District is well educated with performance at GCSE level better than both the regional and national averages. 33% of the population have a level 4 or higher qualification (BTEC or NVQ) which is above the regional (23%) and national (27%) levels. 19% of the population have no qualifications which is lower than the regional (26%) and national (22%) levels (Source: **ONS 2014 Neighbourhood Statistics**).
- 3.48 Car ownership is significantly higher in Stratford-on-Avon District, than the West Midlands and England. Only 12.5% of the District's population does not have access to a car.



Map 3.1: Current Population Distribution in Stratford-on-Avon District



Usual resident population by lower super output area  
in Stratford on Avon District (2017)







- 3.49 The population will see growth from 123,000 in 2017 through to 128,000 in 2027, and to 154,500 in 2035 as projected in the ONS Mid 2014 population estimates. In addition, to 2035 there will be population growth as a result of new housing development. Overall, population growth in the District is expected to be 31,500 by 2035. This is the future population level used to model future demand for indoor sports facilities in the District (i.e. a total population by 2035 of 154,500). There will be particular growth spots due to new housing development in Gaydon and Long Marston.
- 3.50 Map 3.2 shows the population growth in Stratford-on-Avon District.



**Stratford on Avon District Boundary**

**Neighbouring Local Authority Boundaries**

**Population Change (%)**

Lightest Green	+0.33% - +2.92%
Light Green	+2.93% - +4.5%
Medium Green	+4.51% - +5.9%
Dark Green	+5.91% - +8.28%
Darkest Green	+8.29% - +11.06%

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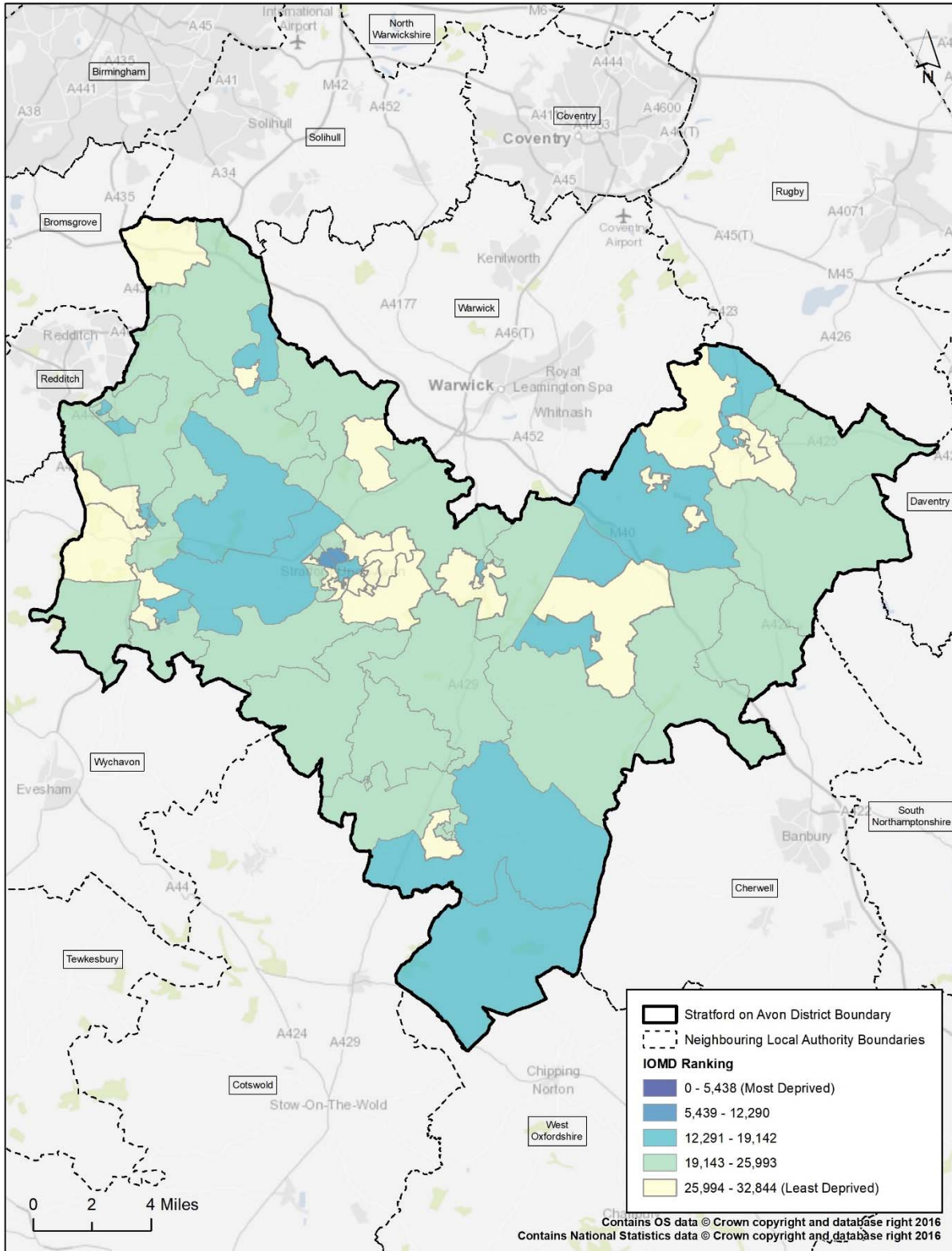


## POPULATION PROFILE - DEPRIVATION

- 3.51 Stratford-on-Avon District is within the top 30% least deprived Local Authority areas in the country and ranks 272 out of the 326 Local Authorities. (1<sup>st</sup> being most deprived and 326<sup>th</sup> being least deprived). The District is the least deprived within the 5 Local Authority areas in Warwickshire, where Nuneaton and Bedworth is the most deprived at 11 out of 326).
- 3.52 Warwickshire has 8 Lower Layer Super Output Areas (LSOA's) ranked within the top 10% most deprived LSOA nationally. None of these are within Stratford-on-Avon District. A LSOA is a geographic area; the hierarchy was developed to assist in the reporting of small area statistics. The English indices of deprivation measure relative deprivation in small areas in England called Lower-Layer Super Output areas (LSOAs). Indices of deprivation include education, skills and training, income, health, employment, crime, barriers to housing and services, and the living environment.
- 3.53 There are 2 LSOA's ranked within 30-40% most deprived LSOA Nationally and these are located on the North West of Stratford-upon-Avon town centre. A further 3 LSOA's ranked in the most deprived 40-50% nationally are in the Bidford-on-Avon, Alcester and Studley areas of the District.
- 3.54 Despite being the least deprived District in Warwickshire, when looking at the District's relative position in the National rankings, we can see Stratford-on-Avon is more deprived in the most recent Indices of Multiple Deprivation (IMD) 2015, than it was in IMD 2010 across three of the four summary measures. Stratford -on - Avon has LSOA's in the top 30% of LSOA's nationally for Income (Alcester North and Conway), Employment (Stratford Mount Pleasant East), Health (3 separate LSOA's) Education, Skills and Training (Alcester North and Conway), Barriers to Housing and Services (31 LSOA's), Crime (Quinton) (Source: Warwickshire Observatory September 2015).
- 3.55 Map 3.3 shows the areas of deprivation in the District; the darker colours are the areas of highest deprivation.



Map 3.3: Deprivation Areas in Stratford-on-Avon District



Index of Multiple Deprivation by lower super output area  
in Stratford on Avon District (2015)







## HEALTH PROFILE

- 3.56 In general, the health of people in Stratford-on-Avon District is better than the England average. However, 9.1% of children live in poverty.
- 3.57 Life expectancy for both men and women is higher than the England average.
- 3.58 Health priorities in Stratford-on-Avon include addressing alcohol misuse, smoking in pregnancy, and tackling obesity (Source: Stratford-on-Avon Health Profile 2015).

**Table 3.1: Summary of Demographic Profile Stratford-on-Avon District**

KEY FACTORS	STRATFORD-ON-AVON DISTRICT
<b>POPULATION 2017</b> (ONS Census mid-year estimates 2014)	Current Population 123,000  49% male      51% female
<b>POPULATION TRENDS</b>	The population of Stratford-on-Avon District is forecast to increase by 19.0% during the period from 2017 to 2027.  This increase in population is less than the projected population change in Warwickshire which is projected to increase by 5.2% over the same period.  Overall, the population is projected to increase by 31,500 by 2035 (24,500 by 2031, the end of the Core Strategy period).
<b>CHARACTERISTICS</b>	Almost all of Stratford-on-Avon District residents (93.6%) identify themselves as “white” and were born in the UK.  The population of Stratford-on-Avon District is well educated with 33% of residents educated to degree level or above.  Car ownership is significantly higher than in other parts of Warwickshire, the West Midlands and England at around 87.5%
<b>DEPRIVATION</b>	Stratford-upon-Avon District is within the top 30% least deprived Local Authority areas in the country and ranks 272 out of the 326 Local Authorities (1 <sup>st</sup> being most deprived and 326 <sup>th</sup> being least deprived).  There are 2 LSOAs ranked within the 30-40% most deprived LSOA nationally located on the North West of Stratford-upon-Avon town centre. A further 3 LSOA ranked in the most deprived 40-50% nationally are in the Bidford-on-Avon, Alcester and Studley areas of the District.





KEY FACTORS	STRATFORD-ON-AVON DISTRICT
OBESITY	In 2012, 63.7% of adults within the District were classified as obese or overweight. In Year 6, 13.2% of children were classified as obese, better than the average for England ( <b>Stratford-on-Avon Health Profile 2015</b> ). The online Health profile tool has more update figures for children classed as obese which indicate a rise to 14.4% since 2015.
TOTAL COST OF INACTIVITY	£1,871,680  (Sport England commissioned the British Heart Foundation Health Promotion Research Group to identify the cost of inactivity in each Local Authority in the UK)
HEALTH ISSUES	The health of people in Stratford-on-Avon District is generally better than the Regional and England average.  Priorities in Stratford-on-Avon District include addressing alcohol misuse, smoking in pregnancy, and tackling obesity. ( <b>Stratford-on-Avon Health Profile 2015</b> ).

## THE ECONOMIC VALUE OF SPORT

- 3.59 Sport has a valuable role to play in benefitting the health and social economy of the nation at a Local level. It is estimated that sport makes an £11.8 billion contribution to the health economy of England. In 2013, sport contributed gross value-add (GVA) of £20.3 billion to the economy in England. In Stratford-on-Avon the total GVA value of sport to the Stratford-on-Avon economy is £39.1m (£30.2m accounts solely for participation in sport, not purchase of equipment etc (Source: **Sport England Local Profile 2015**, and the **Economic Value of Sport, 2013**).

## PHYSICAL ACTIVITY AND PARTICIPATION

### THE VALUE OF PARTICIPATION

- 3.60 The value of participation in sport and physical activity is significant, and its contribution to individual and community quality of life should not be underestimated. This is true for both younger and older people; participation in sport and physical activity delivers:
- Opportunities for more 'active living';
  - Health benefits – cardio vascular, stronger bones, mobility;
  - Health improvement;
  - Mental health benefits; and
  - Social benefits – socialisation, communication, inter-action, regular contact, stimulation.



- 3.61 In addition, participation in sport and physical activity can facilitate the learning of new skills, development of individual and team ability / performance, and provide a 'disciplined' environment in which participants can 'grow' and develop.
- 3.62 It is important to promote the benefits of regular and active participation in sport and physical activity, particularly to those who are inactive, and also ensure there are good quality facilities and participation opportunities available. There is an existing audience in the District, which already recognises the advantages of participation, and a latent community who are ready to take part.
- 3.63 The sport, physical activity and leisure offer in the District can support the delivery of the desired outcomes across a number of District wide Strategic priorities and objectives.

### CURRENT PARTICIPATION RATES

- 3.64 In terms of the Public Health England definition for physical activity (150 minutes or equivalent of at least moderate intensity activity per week) 63.6% of adults aged 16+ years are classed as being active by Stratford-on-Avon public health report in 2015.

**Table 3.2: Physically active and inactive adults 16+**

RATE	STRATFORD-ON-AVON	WEST MIDLANDS	ENGLAND
% ACTIVE	63.6 %	55.5 %	57.0 %
% INACTIVE	23.9 %	29.1 %	27.7 %

**N.B Figures do not equal 100 as there are some people who are active, but not active enough i.e. a 'middle group' (Source: Public Health England - Public Health Outcomes Framework. Measure: percentage of physically active and inactive adults. Time period(s): 2014)**

- 3.65 The Sport England Active Lives Survey tracks people that participate in sport at national, regional, (County Sports Partnership (CSP)) and Local Authority level. The first survey, APS1 was conducted between October 2005 and October 2006. It has become a continuous process, with APS9 completed in completed in March 2015 and APS 10 completed in March 2016. APS collects data on the 16+ and the 14+ age groups.
- 3.66 Each survey gathers data on the type, duration and intensity of people's participation in different types of sport and active recreation, as well as information about volunteering, club membership, tuition as an instructor or coach, participation in competitive sport and overall satisfaction with local sports provision.
- 3.67 The table below identifies that 43% of the Adult population (14+) in Stratford-on-Avon District participate at least once a week which is higher than the West Midlands (35.2%) and England (36.5%) averages.



**Table 3.3: Adult (14+) Participation in Sport (at least once a week)**

YEAR	STRATFORD-ON-AVON	WEST MIDLANDS	ENGLAND
2012/2013	40.2%	35%	37.5 %
2013/2014	41.4%	35%	37.1 %
2014/2015	37.8%	34.5%	36.5 %
2015/2016	43%	35.2%	36.7 %

Source: Active People Survey. Measure: Adult participation aged 14+, one session per week (at least 4 sessions of at least moderate intensity for at least 30 minutes in the previous 28 days). Time period(s): 2012/2013, 2013/2014, 2014/2015

- 3.68 The level of adult (14+) participation in sport in Stratford-on-Avon District has increased overall since 2012/13, although it declined to 37.8% in 2014/15 before rising to 43% in 2015/16.
- 3.69 The 28.5% participation figure in 2014/16 is higher than the regional (22.6%) and England (23.7%) averages. Male participation in 2014/16 (30.1%) is higher than the regional (26.1%) and England (26.8%) averages. The female participation figure in 2014/16 (27.0%) is higher than the regional (19.3%) and England (20.8%) levels.

**Table 3.4: Sport England Former NI8 Participation 3 x a week**

KPI1 3 x 30 – PHYSICAL ACTIVITY PER WEEK	YEAR	STRATFORD-ON-AVON			WEST MIDLANDS			ENGLAND		
		ALL	MALE	FEMALE	ALL	MALE	FEMALE	ALL	MALE	FEMALE
	2005/06	24.8%	25.1%	24.4%	19.5%	22.3%	16.8%	21.3%	24.0%	18.7%
	2014/16	28.5%	30.1%	27.0%	22.6%	26.1%	19.3%	23.7%	26.8%	20.8%

Source: Active People Survey. Measure: Adult participation aged 16+ by frequency and gender, former NI8 Key Indicator is 3 x 30 min. sessions or more of moderate intensity activity per week. Time period(s): 2005/06, 2014/16 (reporting moved to bi-annual as opposed to annual)

- 3.70 The Sport England Active People Survey (APS) shows that since the survey began in 2005/06 participation at District, Regional and National levels has grown and declined at different rates. Table 3.5 below illustrates the trends in participation in Stratford-on-Avon District. The current trend is growth, significantly above the base 2005/2006 levels at District, Regional and National levels.



**Table 3.5: Adult (16+) Participation in Sport (at least once a week), by year**

YEAR	STRATFORD-ON-AVON	WEST MIDLANDS	ENGLAND
2005/06	35.9 %	32.2 %	34.6 %
2007/08	35.0 %	34.0 %	36.6 %
2008/09	39.5 %	34.3 %	36.5 %
2009/10	39.8 %	33.7 %	36.2 %
2010/11	34.2 %	33.5 %	35.6 %
2011/12	37.0 %	34.1 %	36.9 %
2012/13	38.4 %	33.9 %	36.6 %
2013/14	41.2 %	33.9 %	36.1 %
2014/15	37.0 %	33.8 %	35.8 %
2015/16	41.4 %	34.7 %	36.1 %

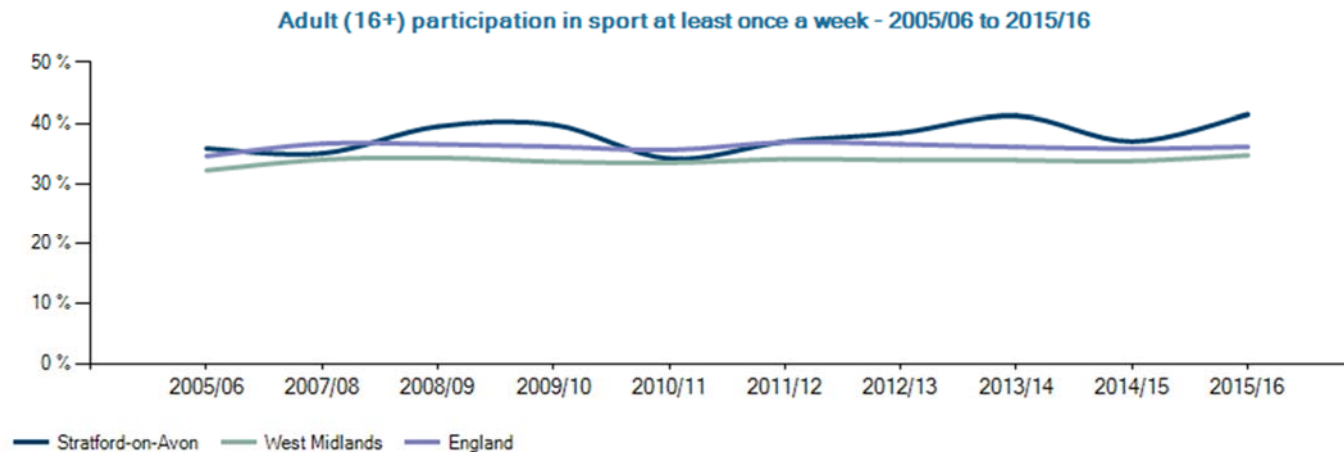
Source: Active People Survey. Measure: Adult (16+) participation in sport (at least once a week) by year, one session per week (at least 4 sessions of at least moderate intensity for at least 30 minutes in the previous 28 days). Time period(s): 2005/06, 2007/08, 2008/09, 2009/10, 2010/11, 2011/12, 2012/13, 2013/14, 2014/15, 2015/16

Source: Sport England Local Sports Profile





**Figure 3.1: Adult (16+) Participation in Sport (at least once a week), by year**



- 3.71 Comparing the 2005/06 and 2014/16 APS figures (at least once a week, Table 3.5) all participation in Stratford-on-Avon District has increased from 35.9% to 41.4%. Current participation levels in Stratford-on Avon District are higher than both Regional and National averages.
- 3.72 Comparing the 2005/06 and 2015/16 APS figures (at least once a week) participation by males in Stratford-on-Avon District has increased from 39.3% to 41.4%, there has been increase in female participation from 39.5% to 43.5%. Current participation levels are higher than both regional and national averages for males and females.
- 3.73 Participation rates for 3 x 30-minute activities per week (Table 3.4) (formally NI18) also show an increase in participation rates for males and females.
- 3.74 The number of adults who are currently inactive in Stratford-on-Avon District, and who want to do more sport is 25.8%, below the Regional 28.8% and National 27.8% figures.
- 3.75 The Sport England Small Area Estimates maps for Stratford-on-Avon District indicate that in geographic terms, there is low once a week participation in the North East of the District in and around Southam. There are low numbers of people participating in 3 no. 30 minute sessions per week in and around Alcester and Studley to the West of the District.
- 3.76 In Stratford-on-Avon District sports club membership is 25.4% and is above the regional and national averages.





- 3.77 Satisfaction levels with local sports provision have declined from 69.4% in 2013/14 to 57.8% in 2015/16 in Stratford-on-Avon District which is below Regional (62.5%) and National (62.2%) averages. Satisfaction levels peaked in 2013/14 at 69.4%. Levels of satisfaction may relate to the quality of service experienced, or the quality of the facilities.

### SPORTS ACTIVITY

- 3.78 The Active People Survey 10 (APS10) identifies that Cycling (14.6%), Gym Session (9.5%), Swimming (9.2%), and Fitness Classes (5.1%) are the most popular sports in which people participate at least once a month in the District. The most popular sports by local area are based on the assumption that these are aligned to those sports which have the highest participation nationally, so data has only been run for those sports which have the highest participation at national level.

- 3.79 The Active Lives Survey will replace the APS in the future. Active Lives Year 2 data (2016/17) for Stratford-on-Avon District highlights the following:

- **77.8 % of Stratford-on-Avon's residents aged 16+ took part in sport and physical activity at least twice in the 28 days prior to the survey being undertaken;**
- **22.6% of the District's population is inactive – i.e. they had undertaken less than 30 minutes physical activity or sport in the last 28 days;**
- **16.5% of the District's population had undertaken at least 30-149 minutes physical activity or sport in the last 28 days; and**
- **61% of the District's population had undertaken at least 150 minutes physical activity or sport in the last 28 days (including gardening).**

**N.B. The above figures do not add up to 100% as each survey is measuring different activity statistics.**

- 3.80 This data further highlights that whilst many in the District are physically active, the regularity of this could still increase, and there is more than a fifth of the population who are not active enough to gain any health benefits.

### SPORT ENGLAND KEY PERFORMANCE INDICATORS

- 3.81 Sport England, the Government's agency for sport, measure 4 key areas in relation to sport activity. Table 3.6 sets out the performance of Stratford-on-Avon District compared with the Midlands Region and England.



**Table 3.6: Comparison with Sport England KPIs - Stratford-on-Avon District**

INDICATOR	STRATFORD-ON-AVON				WEST MIDLANDS				ENGLAND			
	2012/13	2013/14	2014/15	2015/16	2012/13	2013/14	2014/15	2015/16	2012/13	2013/14	2014/15	2015/16
<b>KPI 3 - CLUB MEMBERSHIP IN THE LAST 4 WEEKS</b>	26.8 %	29.5 %	22.9 %	25.4 %	19.7 %	20.6 %	19.5 %	20.2 %	21.0 %	21.6 %	21.8 %	22.0 %
<b>KPI 4 - RECEIVED TUITION OR COACHING IN LAST 12 MONTHS</b>	20.8 %	19.9 %	17.5 %	18.0 %	15.8 %	14.5 %	12.8 %	14.1 %	15.8 %	16.4 %	15.6 %	15.8 %
<b>KPI 5 - TOOK PART IN ORGANISED COMPETITION IN LAST 12 MONTHS</b>	19.0 %	18.5 %	12.1 %	17.2 %	13.1 %	11.7 %	11.8 %	12.1 %	11.2 %	13.3 %	13.3 %	13.3 %
<b>KPI 6 - VERY/FAIRLY SATISFIED WITH LOCAL SPORTS PROVISION</b>	62.0 %	69.4 %	61.8 %	57.8 %	62.2 %	60.3 %	62.8 %	62.5 %	60.3 %	61.6 %	61.8 %	62.2 %

Source: Local Sports Profile Active People Survey, Year: 2012/13-2015/16, Measure: Key Performance Indicators 13, 14,15

- 3.82 In Stratford-on-Avon District club membership (KPI 3) is 25.4%, above the Regional and National averages. Tuition / coaching rates (KPI 4) have declined but remain significantly higher than Regional and National averages.
- 3.83 High Levels of participation in Stratford-on-Avon District are mirrored in the KPI 5 averages for organised competition, where the District is performing above the National average. However, overall satisfaction with Local sports provision (KPI 6) has declined by 11.6% from 2013/14'. The represents a significant change and indicates the need to improve sport and physical activity services to maintain and support an increase in participation levels.

## MARKET SEGMENTATION

- 3.84 Sport England has developed nineteen sporting segments to provide a better understanding of people's attitudes to sport, their motivations and barriers. The key data sources were the Department of Culture, Media and Sport (DCMS), 'Taking Part' survey and Active People survey. Further data was added from Experian Mosaic databases. Population data relating to people aged 18 and over has been used.
- 3.85 The segmentation model consists of 19 segments – each segment has a distinct sporting behaviour and attitude. A summary of each market segment is provided in Appendix 12.



3.86 Understanding the dominant market segments in Stratford-on-Avon District is important as it can help direct sports provision and focus programming. The dominant market segments can be seen in the table below (Table 3.7). In Stratford-on-Avon District, the dominant market segments are Tim, Philip, Ralph & Phyllis, Elaine, Roger and Joy.

**Table 3.7: Market Segmentation Summary – Stratford-on-Avon District**

MARKET SEGMENT	KEY CHARACTERISTICS	% IN STRATFORD-ON-AVON DISTRICT	ACTIVITIES & SPORTS THAT APPEAL TO THE SEGMENT
TIM	Sporty male professionals (aged 26-45), buying a house and settling down with partner.	13.2%	Cycling, keep fit/ gym, swimming, football, athletics and golf.
PHILIP	Mid-life professional (aged 46-55), sporty males with older children and more time for themselves	10.2%	Cycling, keep fit/ gym, swimming, football, golf
RALPH & PHYLLIS	Retired couples (aged 66+), enjoying active and comfortable lifestyles.	10.3%	Keep fit/gym, Swimming, Golf
ELAINE	Mid-life professionals who have more time for themselves since their children left home (aged 46-55).	8.9%	Keep fit/gym, swimming, cycling, athletics or running, tennis and badminton.
ROGER & JOY	Early Retirement Couples Free-time couples nearing the end of their careers (aged 56-65).	8.5%	Keep fit/gym, swimming, cycling, golf and angling

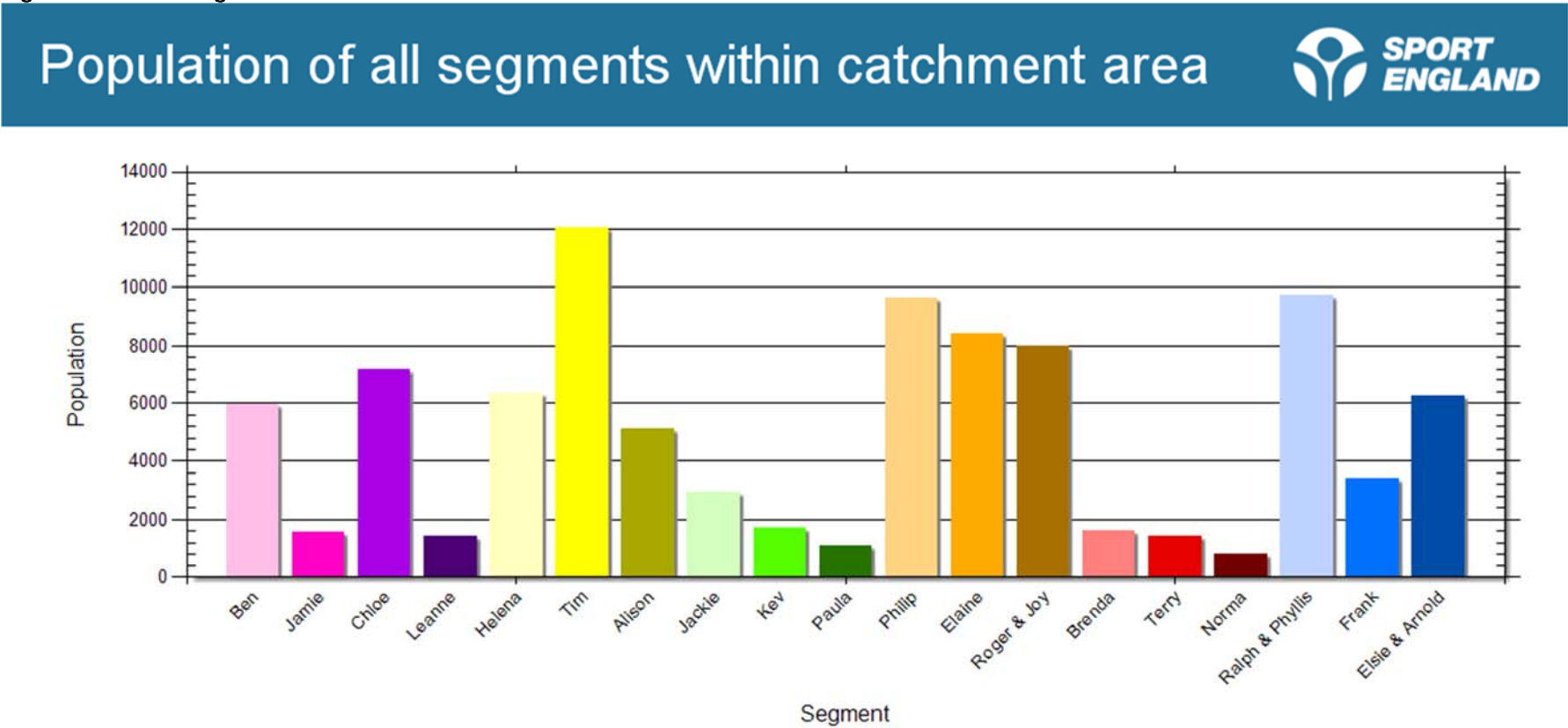
3.87 The above analysis illustrates that there is a need to ensure continued provision of quality facilities for athletics (running), badminton, cycling, fitness, keep fit/gym, football, golf, swimming and tennis.





3.88 The overall market segmentation is illustrated in Figure 3.2:

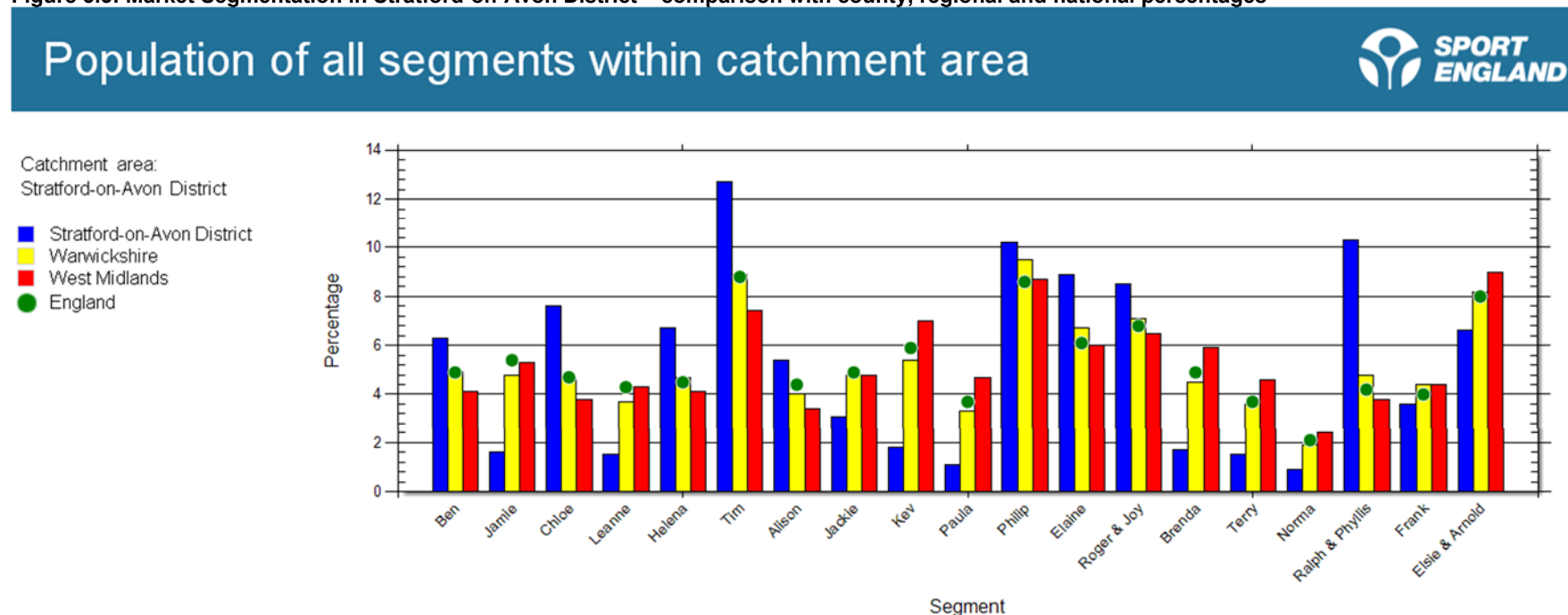
Figure 3.2: Market Segmentation



3.89 Figure 3.3 compares the dominant market segments as a percentage of the population in the District and with the County, Regional and National percentages.



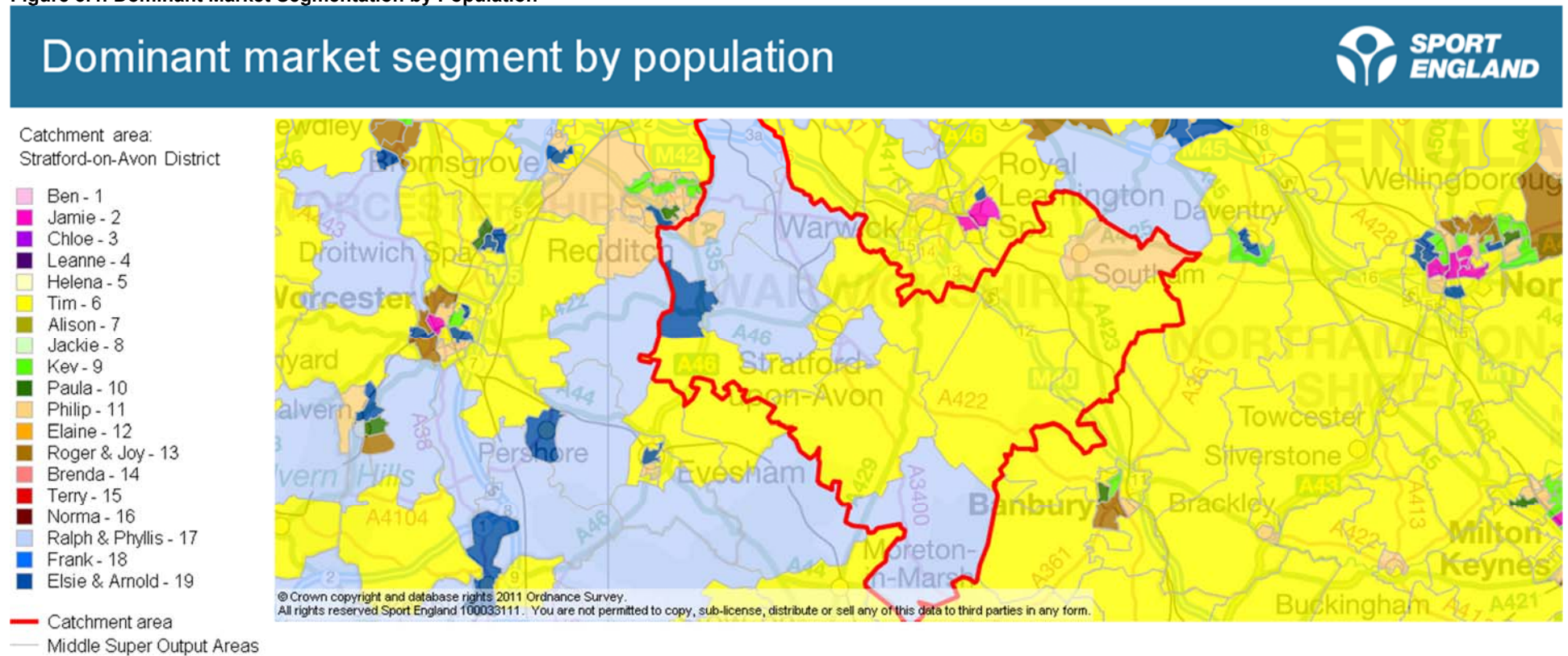
Figure 3.3: Market Segmentation in Stratford-on-Avon District – comparison with county, regional and national percentages



3.90 In terms of geographic distribution Tim dominates in the middle of the District; with Ralph and Phyllis dominating in the North West and South of the District. Philip is more dominant in and around Southam to the East.



Figure 3.4: Dominant Market Segmentation by Population



3.91 The market segmentation illustrates, in sports participation terms, the diversity of the District, and therefore the need to ensure that future provision addresses local needs. This should be based on population age, local demographics, health inequalities, and current participation levels, as well as interest, and existing facility infrastructure.





## 4. STAGE B - EXISTING FACILITY PROVISION

### INTRODUCTION

- 4.1. The current level and nature of indoor sports facility provision in Stratford-on-Avon District has been assessed. The population base used for the assessment and analysis are the 2014 Sub-National projections, as set out in detail in Section 3. This puts the 2017 District population at circa 123,000, with an increase expected to 154,500 by 2035.

### SUPPLY OF FORMAL SPORT AND RECREATIONAL FACILITIES IN STRATFORD-ON-AVON DISTRICT

- 4.2. The following summarises the existing indoor sports facilities across Stratford-on-Avon District:

**Table 4.1: Existing Indoor Sports Facilities – Stratford-on-Avon District**

FACILITIES	STRATFORD-ON-AVON DISTRICT
SPORTS HALL (3+ COURTS)	12
SWIMMING POOLS	17
HEALTH AND FITNESS (FITNESS SUITES AND DANCE STUDIOS)	25 Fitness Suites; 15 Studios
SQUASH COURT FACILITIES	8 courts
INDOOR TENNIS	1 centre
INDOOR BOWLS	2 centres
ATHLETIC TRACKS	1 centre
TOTAL	66

N.B. Outdoor facilities are covered in the 2016/17 Stratford-on-Avon District Playing Pitch Strategy





- 4.3. It is important to highlight from the outset that this Strategy is not just about formal sports facility provision, but also looks at opportunities for increased use of informal places and spaces. Community halls can be used for sport and physical activity even if they are not purpose built nor marked for such use. Such buildings can often provide an introductory experience of sport and physical activity, or a more accessible option for those who are older, have no access to private transport, or who have commitments which make it hard for them to travel to formal facilities.
- 4.4. Increased use of the outdoors, open spaces, parks, recreation grounds, and community halls also has significant potential to contribute to increasing levels of participation in physical activity at a very Local level. This is important since the District Council has identified through the 'The Active Communities Strategy' objectives to encourage active communities and enhance and sustain facility provision whilst taking account of the rurality of the District.
- 4.5. Based on the research and consultation, 'Active Places' database, the Sport England Facility Planning Model (FPM), the Local sports profile data (Sport England) and the audit undertaken to inform this Strategy, the maps used in the following facility assessments show the extent of existing sport and leisure-built facility provision in Stratford-on-Avon District. Where possible, facilities in neighbouring Local Authorities are also shown.
- 4.6. The 'Active Places' survey allows sports facilities in an area to be identified. Nationally, it contains information regarding 50,000 facilities, across eleven facility types. The facility types covered by this strategy reflect the brief developed by Stratford-on-Avon District Council.
- 4.7. Users of sport and recreation facilities do not recognise administrative boundaries and will use facilities that are convenient and/or provide a quality/value for money experience. Ownership and management of a facility are, in this context, a minor consideration for most users.
- 4.8. The availability of facilities in neighbouring areas can and does influence sports facility usage patterns; if people are able to travel to a more convenient facility outside the Local Authority boundary, or a facility in a neighbouring Local Authority is better quality than those in the areas in which they live, people are likely to travel. In Stratford-on-Avon District, usage patterns are more affected by whether an individual has access to private transport and where they live, given that facilities are located in the areas of highest population.

## CATCHMENT AREAS

- 4.9. Calculating catchment areas for different types of facility provide a means of identifying areas currently not served by existing indoor sports facilities. It is however, recognised that appropriate catchment areas vary from person to person, day to day, hour to hour, and are also very different in rural and urban areas. This problem is overcome by utilising the concept of 'effective catchment', defined as the distance that approximately 75-80% of users are willing to travel to their facility of choice. The Maps in Section 4 demonstrate catchment areas for facility provision in Stratford-on-Avon District, based on this approach, which uses a 20-minute drive time as an acceptable catchment area for sports facilities.





## PUBLIC TRANSPORT

- 4.10. In Stratford-on-Avon District, 87.5% of households own 1 or more cars; this level of private car ownership reflects the fact that Stratford-on-Avon District has an exceptionally mobile population. However, 12.5% of residents do not have access to private transport. Therefore, access to facilities by public transport, cycle or foot is important for these residents. Warwickshire County Council (WCC) Transport Plan includes the objective: To support access to services and facilities, particularly for those without access to a car.

## STAGE B (ANOG) - ASSESSMENT OF EXISTING SPORTS FACILITY PROVISION IN STRATFORD-ON-AVON DISTRICT

- 4.11. This section sets out the Stage B information required by the ANOG process. It provides a detailed picture of existing facilities in Stratford-on-Avon District:
- **QUANTITY** – how many of each type of facility there are?
  - **QUALITY** – their age and condition.
  - **ACCESSIBILITY** – who owns and operates the facilities, facility location and catchment areas?
  - **AVAILABILITY** – whether the facilities are available to all residents, and whether there is pay and play access.
- 4.12. Section 4 covers each facility type in turn and assesses it in terms of these four key areas. Section 5 then pulls together all the data collected to provide an overall summary of each facility type, considering current and future provision. Section 6 analyses identified needs in Stratford-on-Avon District and Section 7 sets out the recommendations to be implemented through the Action Plan, to address these identified needs and gaps.
- 4.13. Given the range of facilities in Stratford-on-Avon District, each type is summarised below and assessed separately, to provide a more detailed picture of the current supply and demand, and critically future need.
- 4.14. As per the study brief, the formal indoor facility types assessed are:
- **Sports Halls;**
  - **Swimming Pools;**
  - **Health and Fitness Facilities (Fitness Suites and Studios).**
  - **Indoor Tennis;**
  - **Indoor Bowls; and**
- 4.15. In addition to the above, although excluded from the study scope, comment is made on provision of squash courts and gymnastics/trampolining facilities; reference is also made to the various village/community halls in the area, which provide invaluable informal space for a wide range of physical and recreational activities.





## OPERATIONAL MANAGEMENT OF STRATFORD-ON-AVON DISTRICT COUNCIL FACILITIES

- 4.16. Stratford-on-Avon District Council has an operational management contract with Everyone Active has a contract to manage the leisure facilities in the District until 2021.
- 4.17. Everyone Active manages the following indoor sports facilities on behalf of Stratford-on-Avon District Council:
- **Stratford Leisure Centre;**
  - **Studley Leisure Centre;**
  - **Southam Leisure Centre; and**
  - **Shipston-on-Stour Leisure Centre.**

## QUALITY AUDITS

- 4.18. The quality audits comprise an independent visual assessment of the quality and condition of the facilities. Results are recorded on the ANOG assessment sheet, developed by Sport England and scored based on the Sport England system set out in Table 4.2. Details of the audits undertaken are included in Appendices 2a – 2d. The audit scores are based on a numerical value, detailed on each assessment sheet as follows:

**Table 4.2: Audit Scoring System**

KEY	RATING	EXPLANATION
>80%	Excellent	Brand new, and/or in excellent condition
60% - 80%	Good	Good condition
40% - 59%	Average	The facility would benefit from some investment to improve appearance/quality of the environment
20%-39%	Poor	The facility is not in a good quality condition
<20%	Very Poor	The facility is in a very poor condition and requires significant investment

- 4.19. A facility scoring highly in terms of visual quality and condition is likely to require less investment than one which in a poorer visual condition. The combination of the scores results in the facility rating, and identification of investment need (significant, moderate etc.).



**Table 4.3: Summary of Main Facilities in Stratford-on-Avon District – Quality Audits**

FACILITY	QUANTITATIVE AUDIT SCORE	QUALITATIVE AUDIT SCORE	NEED FOR INVESTMENT	COMMENTS
<b>STRATFORD-ON-AVON DISTRICT COUNCIL FACILITIES</b>				
STRATFORD LEISURE CENTRE	83%	Excellent	Minimal	Some parts of the facility are older than others, but there has been substantial investment.
STUDLEY LEISURE CENTRE	71%	Good	Moderate	Well-maintained facility, in good condition
SOUTHAM LEISURE CENTRE	67%	Good	Moderate	Well-maintained facility, in good condition
SHIPSTON LEISURE CENTRE	71%	Good	Moderate	Well-maintained facility, in good condition

## ASSESSMENT OF INDIVIDUAL FACILITY TYPES

### SPORTS HALLS

- 4.20. Indoor, multi-sports halls are defined as areas where a range of sport and recreational activities are carried out. They are at least 10m x 18m (e.g., the size of one badminton court including surrounding safety area) and are normally located at specifically designed venues such as leisure centres and school sports halls. The definition also applies to halls where activities can take place, such as school assembly halls, community buildings and community centres (the main ones are included in Table 4.4 below). Specialist centres, e.g. dance centres, are not included. 1 badminton court halls are only included as facilities where they are provided on the same site as a minimum 3 badminton court sports hall.
- 4.21. There are other community centres in Stratford-on-Avon District, but these either do not achieve the minimum 1 badminton court size, or they are not on the site of a strategic size sports hall. These community centre facilities are referenced separately in Table 4.4. Whilst these may not facilitate delivery of formal sport, they can be used for a wide variety of informal physical activities.
- 4.22. Strategic sized sports halls are a minimum size of 3 badminton courts.



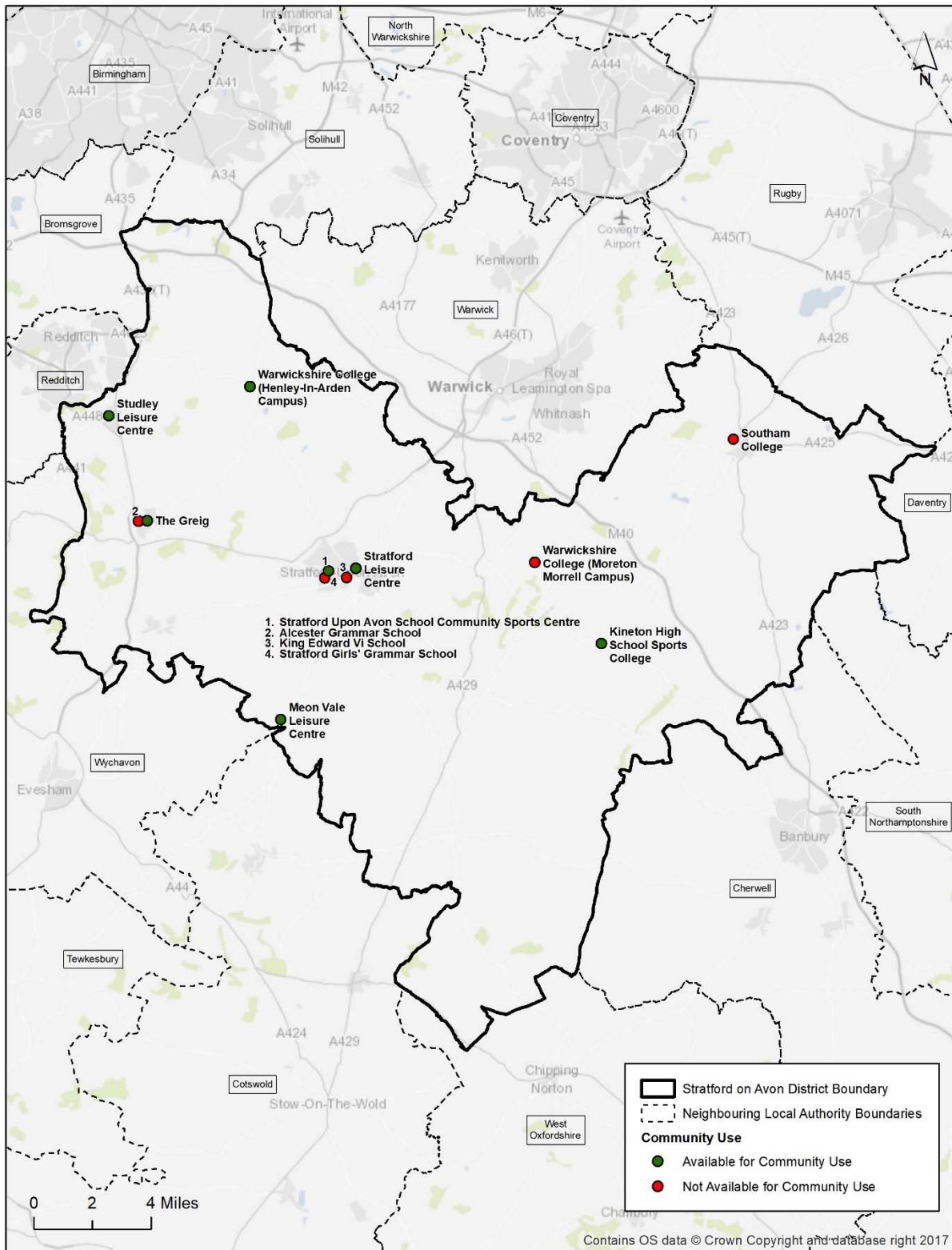


## QUANTITY- SPORTS HALLS IN STRATFORD-ON-AVON DISTRICT

- 4.23. The supply analysis identifies that Stratford-on-Avon District has a total of 34 sports and activity halls across 27 sites. Appendix 8 details the overall hall supply in within in the District (Source SE Active Places July 2017).
- 4.24. Of these facilities there are:
- **A total of 22 activity halls;**
  - **12 main sports halls in total (all strategic size i.e. 3 courts+);**
  - **7 community accessible pay and play sports halls (all strategic size i.e. 3 courts+); and**
  - **5 community accessible sites (i.e. available for sports club use).**
- 4.25. The sports halls are operated through the education sector, by Stratford-on-Avon District Council's operator Everyone Active, local trusts, or commercial operators.
- 4.26. The overall supply of sports halls and activity halls is shown in Appendix 8, Table 4.4 and Map 4.1.



**Map 4.1: Sports Halls and Activity Halls in Stratford-on-Avon District**  
(strategic size sports halls with pay and play Community Use are shown as green dots)



### Sports Halls by community use availability in Stratford on Avon District





Table 4.4: Supply of Sports Halls and Activity Halls (Community Accessible (pay and play) strategic size sports halls facilities are highlighted in orange)

SITE NAME	POST TOWN	POST CODE	FACILITY SUB TYPE	UNIT	NUMBER	ACCESS TYPE	OWNERSHIP TYPE	MANAGEMENT TYPE	YEAR BUILT	YEAR REFURBISHED
ALCESTER ACADEMY	Alcester	B49 6QQ	Activity Hall	Badminton courts	1	Sports Club / Community Association	Academies	School/College/University (in house)	1985	2005
ALCESTER ACADEMY	Alcester	B49 6QQ	Activity Hall	Badminton courts	0	Sports Club / Community Association	Academies	School/College/University (in house)	1985	2005
ALCESTER GRAMMAR SCHOOL	Alcester	B49 5ED	Main	Badminton courts	4	Sports Club / Community Association	Academies	School/College/University (in house)	2005	n/a
ASHORNE VILLAGE HALL	Warwick	CV35 9DR	Activity Hall	Badminton courts	0	Pay and Play	Community Organisation	Community Organisation	n/a	2005
HENLEY IN ARDEN HIGH SCHOOL	Henley-in-Arden	B95 6AF	Activity Hall	Badminton courts	1	Sports Club / Community Association	Academies	School/College/University (in house)	1958	n/a
HENLEY IN ARDEN HIGH SCHOOL	Henley-in-Arden	B95 6AF	Activity Hall	Badminton courts	0	Sports Club / Community Association	Academies	School/College/University (in house)	1958	n/a





SPORTS FACILITY STRATEGY 2016-2035  
STRATFORD - ON - AVON DISTRICT COUNCIL

SITE NAME	POST TOWN	POST CODE	FACILITY SUB TYPE	UNIT	NUMBER	ACCESS TYPE	OWNERSHIP TYPE	MANAGEMENT TYPE	YEAR BUILT	YEAR REFURBISHED
HENLEY SPORTS AND SOCIAL CLUB	Henley-in-Arden	B95 6AP	Activity Hall	Badminton courts	0	Sports Club / Community Association	Other	Sport Club	1960	n/a
KINETON HIGH SCHOOL SPORTS COLLEGE	Warwick	CV35 0JX	Main	Badminton courts	4	Pay and Play	Community school	School/College/University (in house)	2000	n/a
KINETON SPORTS & SOCIAL CLUB	Warwick	CV35 0DT	Activity Hall	Badminton courts	1	Sports Club / Community Association	Sports Club	Sport Club	1950	n/a
KING EDWARD VI SCHOOL	Stratford-on-Avon	CV37 6HB	Main	Badminton courts	4	Sports Club / Community Association	Academies	School/College/University (in house)	1997	n/a
KING EDWARD VI SCHOOL	Stratford-on-Avon	CV37 6HB	Activity Hall	Badminton courts	1	Sports Club / Community Association	Academies	School/College/University (in house)	1975	2009
MEON VALE LEISURE CENTRE	Stratford-on-Avon	CV37 8QR	Main	Badminton courts	4	Pay and Play	Commercial	Commercial Management	2014	n/a





SPORTS FACILITY STRATEGY 2016-2035  
STRATFORD - ON - AVON DISTRICT COUNCIL

SITE NAME	POST TOWN	POST CODE	FACILITY SUB TYPE	UNIT	NUMBER	ACCESS TYPE	OWNERSHIP TYPE	MANAGEMENT TYPE	YEAR BUILT	YEAR REFURBISHED
RIVER HOUSE SCHOOL	Henley-in-Arden	B95 6AD	Activity Hall	Badminton courts	0	Sports Club / Community Association	Community Special School	School/College/University (in house)	n/a	n/a
ROYAL MAIL DELIVERY OFFICES	Stratford-on-Avon	CV37 0XX	Activity Hall	Badminton courts	0	Sports Club / Community Association	Commercial	Commercial Management	n/a	n/a
SHIPSTON HIGH SCHOOL	Shipston-on-Stour	CV36 4DY	Activity Hall	Badminton courts	1	Sports Club / Community Association	Academies	School/College/University (in house)	1950	n/a
SHIPSTON-ON-STOUR PRIMARY SCHOOL	Shipston-on-Stour	CV36 4BT	Activity Hall	Badminton courts	0	Private Use	Foundation School	School/College/University (in house)	n/a	n/a
SHOTTERY MEMORIAL HALL	Stratford-on-Avon	CV37 9BL	Activity Hall	Badminton courts	0	Sports Club / Community Association	Local Authority	Community Organisation	n/a	n/a
SHOTTERY MEMORIAL HALL	Stratford-on-Avon	CV37 9BL	Activity Hall	Badminton courts	0	Sports Club / Community Association	Local Authority	Community Organisation	n/a	n/a





SPORTS FACILITY STRATEGY 2016-2035  
STRATFORD - ON - AVON DISTRICT COUNCIL

SITE NAME	POST TOWN	POST CODE	FACILITY SUB TYPE	UNIT	NUMBER	ACCESS TYPE	OWNERSHIP TYPE	MANAGEMENT TYPE	YEAR BUILT	YEAR REFURBISHED
SNITTERFIELD SPORTS CLUB	Stratford-on-Avon	CV37 0HB	Activity Hall	Badminton courts	0	Registered Membership use	Sports Club	Sport Club	1930	n/a
SOUTHAM COLLEGE	Southam	CV47 0JW	Main	Badminton courts	4	Sports Club / Community Association	Community school	School/College/University (in house)	1960	2000
SOUTHAM COLLEGE	Southam	CV47 0JW	Activity Hall	Badminton courts	1	Sports Club / Community Association	Community school	School/College/University (in house)	1960	2000
ST BENEDICTS CATHOLIC HIGH SCHOOL	Alcester	B49 6PX	Activity Hall	Badminton courts	1	Sports Club / Community Association	Voluntary Aided School	School/College/University (in house)	1997	n/a
ST BENEDICTS CATHOLIC HIGH SCHOOL	Alcester	B49 6PX	Activity Hall	Badminton courts	0	Sports Club / Community Association	Voluntary Aided School	School/College/University (in house)	1965	2009
STRATFORD GIRLS' GRAMMAR SCHOOL	Stratford-on-Avon	CV37 9HA	Main	Badminton courts	4	Sports Club / Community Association	Academies	School/College/University (in house)	2015	n/a



SITE NAME	POST TOWN	POST CODE	FACILITY SUB TYPE	UNIT	NUMBER	ACCESS TYPE	OWNERSHIP TYPE	MANAGEMENT TYPE	YEAR BUILT	YEAR REFURBISHED
STRATFORD LEISURE CENTRE	Stratford-on-Avon	CV37 6YY	Main	Badminton courts	8	Pay and Play	Local Authority	Commercial Management	1975	2015
STRATFORD UPON AVON SCHOOL COMMUNITY SPORTS CENTRE	Stratford-on-Avon	CV37 9DH	Main	Badminton courts	4	Pay and Play	Academies	School/College/University (in house)	2002	n/a
STRATFORD UPON AVON SCHOOL COMMUNITY SPORTS CENTRE	Stratford-on-Avon	CV37 9DH	Activity Hall	Badminton courts	0	Pay and Play	Academies	School/College/University (in house)	2002	n/a
STUDLEY HIGH SCHOOL	Studley	B80 QI	Activity Hall	Badminton courts	1	Sports Club / Community Association	Academy Convertors	School/College/University (in house)	1964	2014
STUDLEY LEISURE CENTRE	Studley	B80 QI	Main	Badminton courts	4	Pay and Play	Local Authority	Commercial Management	2002	n/a
THE DC STADIUM	Stratford-on-Avon	CV37 7BZ	Activity Hall	Badminton courts	0	Sports Club / Community Association	Local Authority	Sport Club	2008	n/a



SITE NAME	POST TOWN	POST CODE	FACILITY SUB TYPE	UNIT	NUMBER	ACCESS TYPE	OWNERSHIP TYPE	MANAGEMENT TYPE	YEAR BUILT	YEAR REFURBISHED
THE GREIG	Alcester	B49 6AD	Main	Badminton courts	4	Pay and Play	Other	Trust	1958	n/a
TYSOE VILLAGE HALL	Warwick	CV35 0SE	Activity Hall	Badminton courts	0	Sports Club / Community Association	Local Authority	Community Organisation	n/a	n/a
WARWICKSHIRE COLLEGE (HENLEY-IN-ARDEN CAMPUS)	Henley-in-Arden	B95 6AB	Main	Badminton courts	4	Pay and Play	Further Education	School/College/University (in house)	2009	n/a
WARWICKSHIRE COLLEGE (MORETON MORRELL CAMPUS)	Warwick	CV35 9BL	Main	Badminton courts	3	Sports Club / Community Association	Further Education	School/College/University (in house)	1990	n/a



4.27. 3 + court sports halls (i.e. strategic size) are shown in Table 4.5; those available for pay and play community use are highlighted in orange.

**Table 4.5: Strategic size sports halls (i.e. 3+ courts) available for Community Use**

SITE NAME	POST TOWN	POST CODE	FACILITY SUB TYPE	UNIT	NUMBER	ACCESS TYPE	OWNERSHIP TYPE	MANAGEMENT TYPE	YEAR BUILT	YEAR REFURBISHED
ALCESTER GRAMMAR SCHOOL	Alcester	B49 5ED	Main	Badminton courts	4	Sports Club / Community Association	Academies	School/College/University (in house)	2005	n/a
KINETON HIGH SCHOOL SPORTS COLLEGE	Warwick	CV35 0JX	Main	Badminton courts	4	Pay and Play	Community school	School/College/University (in house)	2000	n/a
KING EDWARD VI SCHOOL	Stratford-on-Avon	CV37 6HB	Main	Badminton courts	4	Sports Club / Community Association	Academies	School/College/University (in house)	1997	n/a
MEON VALE LEISURE CENTRE	Stratford-on-Avon	CV37 8QR	Main	Badminton courts	4	Pay and Play	Commercial	Commercial Management	2014	n/a
SOUTHAM COLLEGE	Southam	CV47 0JW	Main	Badminton courts	4	Sports Club / Community Association	Community school	School/College/University (in house)	1960	2000
STRATFORD GIRLS' GRAMMAR SCHOOL	Stratford-on-Avon	CV37 9HA	Main	Badminton courts	4	Sports Club / Community Association	Academies	School/College/University (in house)	2015	n/a
STRATFORD LEISURE CENTRE	Stratford-on-Avon	CV37 6YY	Main	Badminton courts	8	Pay and Play	Local Authority	Commercial Management	1975	2015



SITE NAME	POST TOWN	POST CODE	FACILITY SUB TYPE	UNIT	NUMBER	ACCESS TYPE	OWNERSHIP TYPE	MANAGEMENT TYPE	YEAR BUILT	YEAR REFURBISHED
STRATFORD UPON AVON SCHOOL COMMUNITY SPORTS CENTRE	Stratford-on-Avon	CV37 9DH	Main	Badminton courts	4	Pay and Play	Academies	School/College/University (in house)	2002	n/a
STUDLEY LEISURE CENTRE	Studley	B80 7QU	Main	Badminton courts	4	Pay and Play	Local Authority	Commercial Management	2002	n/a
THE GREIG	Alcester	B49 6AD	Main	Badminton courts	4	Pay and Play	Other	Trust	1958	n/a
WARWICKSHIRE COLLEGE (HENLEY-IN-ARDEN CAMPUS)	Henley-in-Arden	B95 6AB	Main	Badminton courts	4	Pay and Play	Further Education	School/College/University (in house)	2009	n/a
WARWICKSHIRE COLLEGE (MORETON MORRELL CAMPUS)	Warwick	CV35 9BL	Main	Badminton courts	3	Sports Club / Community Association	Further Education	School/College/University (in house)	1990	n/a

4.28. In addition to the formal sports halls, there are 22 activity halls, 2 of which are operated on a community accessible pay and play basis, 19 are accessible to sports clubs and community organisations, and 1 is for private/registered membership use only. The facilities are managed through the education sector, sports clubs, or community organisations.

4.29. Activity halls with pay and play community access are shown in Table 4.6.



Table 4.6: Activity Halls with Community Access (those available for pay and play community usage are highlighted in orange)

SITE NAME	POST TOWN	POST CODE	FACILITY SUB TYPE	UNIT	NUMBER	ACCESS TYPE	OWNERSHIP TYPE	MANAGEMENT TYPE	YEAR BUILT	YEAR REFURBISHED
ALCESTER ACADEMY	Alcester	B49 6QQ	Activity Hall	Badminton courts	1	Sports Club / Community Association	Academies	School/College/University (in house)	1985	
ALCESTER ACADEMY	Alcester	B49 6QQ	Activity Hall	Badminton courts	0	Sports Club / Community Association	Academies	School/College/University (in house)	1985	
ASHORNE VILLAGE HALL	Warwick	CV35 9DR	Activity Hall	Badminton courts	0	Pay and Play	Community Organisation	Community Organisation	n/a	
HENLEY IN ARDEN HIGH SCHOOL	Henley-in-Arden	B95 6AF	Activity Hall	Badminton courts	1	Sports Club / Community Association	Academies	School/College/University (in house)	1958	
HENLEY IN ARDEN HIGH SCHOOL	Henley-in-Arden	B95 6AF	Activity Hall	Badminton courts	0	Sports Club / Community Association	Academies	School/College/University (in house)	1958	
HENLEY SPORTS AND SOCIAL CLUB	Henley-in-Arden	B95 6AP	Activity Hall	Badminton courts	0	Sports Club / Community Association	Other	Sport Club	1960	
KINETON SPORTS & SOCIAL CLUB	Warwick	CV35 0DT	Activity Hall	Badminton courts	1	Sports Club / Community Association	Sports Club	Sport Club	1950	
KING EDWARD VI SCHOOL	Stratford-upon-Avon	CV37 6HB	Activity Hall	Badminton courts	1	Sports Club / Community Association	Academies	School/College/University (in house)	1975	



SITE NAME	POST TOWN	POST CODE	FACILITY SUB TYPE	UNIT	NUMBER	ACCESS TYPE	OWNERSHIP TYPE	MANAGEMENT TYPE	YEAR BUILT	YEAR REFURBISHED
RIVER HOUSE SCHOOL	Henley-in-Arden	B95 6AD	Activity Hall	Badminton courts	0	Sports Club / Community Association	Community Special School	School/College/University (in house)	n/a	
ROYAL MAIL DELIVERY OFFICES	Stratford-upon-Avon	CV37 0XX	Activity Hall	Badminton courts	0	Sports Club / Community Association	Commercial	Commercial Management	n/a	
SHIPSTON HIGH SCHOOL	Shipston-on-Stour	CV36 4DY	Activity Hall	Badminton courts	1	Sports Club / Community Association	Academies	School/College/University (in house)	1950	
SHIPSTON-ON-STOUR PRIMARY SCHOOL	Shipston-on-Stour	CV36 4BT	Activity Hall	Badminton courts	0	Private Use	Foundation School	School/College/University (in house)	n/a	
SHOTTERY MEMORIAL HALL	Stratford-upon-Avon	CV37 9BL	Activity Hall	Badminton courts	0	Sports Club / Community Association	Local Authority	Community Organisation	n/a	
SHOTTERY MEMORIAL HALL	Stratford-upon-Avon	CV37 9BL	Activity Hall	Badminton courts	0	Sports Club / Community Association	Local Authority	Community Organisation	n/a	
SNITTERFIELD SPORTS CLUB	Stratford-upon-Avon	CV37 0HB	Activity Hall	Badminton courts	0	Registered Membership use	Sports Club	Sport Club	1930	
SOUTHAM COLLEGE	Southam	CV47 0JW	Activity Hall	Badminton courts	1	Sports Club / Community Association	Community school	School/College/University (in house)	1960	



SITE NAME	POST TOWN	POST CODE	FACILITY SUB TYPE	UNIT	NUMBER	ACCESS TYPE	OWNERSHIP TYPE	MANAGEMENT TYPE	YEAR BUILT	YEAR REFURBISHED
ST BENEDICTS CATHOLIC HIGH SCHOOL	Alcester	B49 6PX	Activity Hall	Badminton courts	1	Sports Club / Community Association	Voluntary Aided School	School/College/University (in house)	1997	
ST BENEDICTS CATHOLIC HIGH SCHOOL	Alcester	B49 6PX	Activity Hall	Badminton courts	0	Sports Club / Community Association	Voluntary Aided School	School/College/University (in house)	1965	
STRATFORD UPON AVON SCHOOL COMMUNITY SPORTS CENTRE	Stratford-upon-Avon	CV37 9DH	Activity Hall	Badminton courts	0	Pay and Play	Academies	School/College/University (in house)	2002	
STUDLEY HIGH SCHOOL	Studley	B80 7QX	Activity Hall	Badminton courts	1	Sports Club / Community Association	Academy Convertors	School/College/University (in house)	1964	
THE DCS STADIUM	Stratford-upon-Avon	CV37 7BZ	Activity Hall	Badminton courts	0	Sports Club / Community Association	Local Authority	Sport Club	2008	
TYSOE VILLAGE HALL	Warwick	CV35 0SE	Activity Hall	Badminton courts	0	Sports Club / Community Association	Local Authority	Community Organisation	n/a	



4.30. A summary of sports hall supply in Stratford-on-Avon District is set out in Table 4.7:

**Table 4.7: Summary of Sports Hall and Activity Hall Supply in Stratford-on-Avon District**

	TOTAL EXISTING COURT PROVISION	COURTS AVAILABLE FOR COMMUNITY USE	COURTS AVAILABLE FOR PAY AND PLAY COMMUNITY USE
<b>TOTAL BADMINTON COURTS (SPORTS HALLS AND ACTIVITY HALLS)</b>	59	59	32
<b>TOTAL SPORTS HALLS (STRATEGIC SIZE I.E. 3 COURT +)</b>	12	12	7
<b>BADMINTON COURTS IN STRATEGIC SIZE SPORTS HALLS</b>	51	51	32
<b>COMMUNITY ACCESSIBLE 3 COURT HALLS</b>	1	1	0
<b>COMMUNITY ACCESSIBLE 4 COURT HALLS</b>	10	10	6
<b>COMMUNITY ACCESSIBLE 8 COURT HALLS</b>	1	1	1
<b>TOTAL ACTIVITY HALLS 2 COURTS OR LESS</b>	22	20	2

- 4.31. It is clear from Table 4.7 that there is only one 8 court sports hall, and one 3 court sports hall in the District. The rest are 4 court sports halls. Well over half of the badminton courts available in strategic size sports halls i.e. 3 courts plus, are available for pay and play community use.
- 4.32. None of the strategic size sports halls are only for private use. Pay and play community access is offered at 7 sites: 2 SDC sports hall facilities, three sports halls on education sites alongside club use, 1 independent trust (the Greig), and 1 commercial sports facility (Meon Vale Sports Centre).
- 4.33. There are a further 5 identified community accessible facilities (i.e. for clubs and groups on education sites), but in theory these could be withdrawn at any time, as there are no secured Community Use Agreements (CUAs) in place. Facilities on education sites provide access during the evenings, weekends, and out of school time. On this basis, daytime access to a sports hall is only available at one Local Authority facility (Stratford-on-Avon Leisure Centre) plus The Grieg, Meon Vale and Studley Leisure Centres.





### QUALITY - SPORTS HALLS IN STRATFORD-ON-AVON DISTRICT

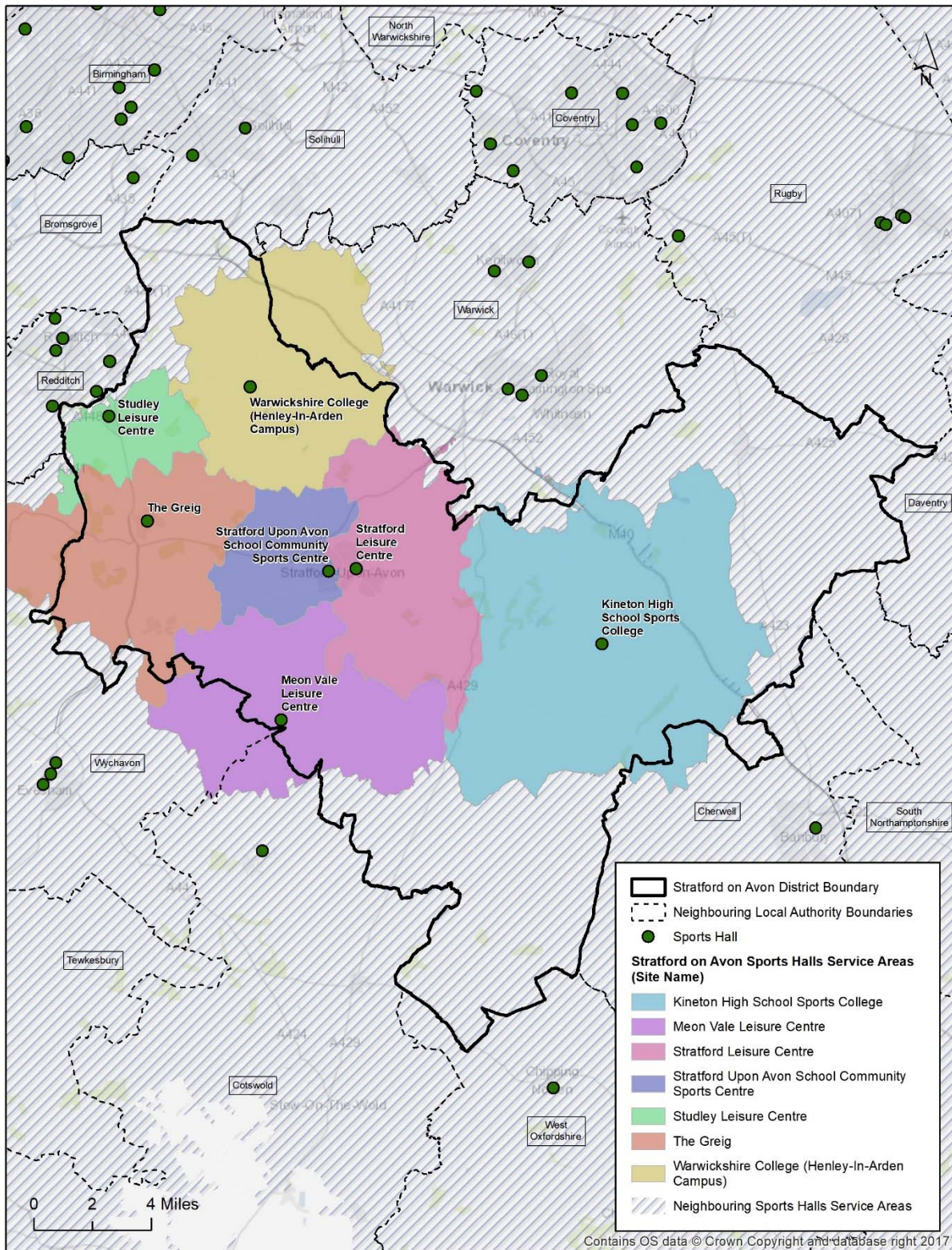
- 4.34. Detailed quality assessments have been undertaken on all Stratford-on-Avon District Council facilities, operated by Everyone Active. Schools and other organisations have been consulted about their facilities, and access arrangements (See Appendix 5). Quality assessments were undertaken by way of a site visit and visual assessment of the facilities. These are provided in Appendix 2a – 2d and are summarised in Table 4.3.
- 4.35. Overall the facilities are ‘good’ to ‘excellent’ condition and are well-maintained.

### ACCESSIBILITY - SPORTS HALLS IN STRATFORD-ON-AVON DISTRICT

- 4.36. Sports halls are located across Stratford-on-Avon District. There are three areas outside the 20-minute catchments of these sports halls in the extreme North, North West and South of the District in areas that are predominantly rural, so few communities are based in these locations.
- 4.37. Residents in the North West of the District may be able to access sports hall facilities in Redditch, whilst those in the North may be closer to a facility in Bromsgrove or Solihull. Those in the South may be closer to a facility in or around Evesham.



Map 4.2: Sports Halls with 20-minute drivetime catchment area



Community accessible Sports Halls service areas  
in Stratford on Avon District (up to 20 minute drive time)







## AVAILABILITY - SPORTS HALLS IN STRATFORD-ON-AVON DISTRICT

- 4.38. Map 4.2 illustrates that virtually all residents in Stratford-on-Avon District have access to a strategic size sports hall which offers pay and play access within a 20-minute drivetime even if they need to travel to sites outside the District. The challenge is providing access to facilities for the 12.5% of the District's population who do not have access to a car and so are dependent on walking, cycling or public transport to access facilities.
- 4.39. 100% of all badminton courts available in the District have some form of community accessibility. Map 4.2 illustrates the geographical and accessibility impact of 7 strategic size sports halls having pay and play access. 63% of the badminton courts in the District are available for community pay and play access. Stratford-on-Avon District is very unusual in that the majority of facilities on education sites offer community use, despite not having secured Community Use Agreements (CUAs) in place. Facility quality is also very good generally on education sites, particularly those offered by Independent Schools in the area.
- 4.40. Of the 7 strategic size sports halls available for pay and play community use, 4 (57%) are accessible for daytime use; Stratford-on-Avon Leisure Centre, Studley Leisure Centre, the Greig and Meon Vale Leisure Centre. A further aspect of accessibility is programming and opening hours.
- 4.41. Access to informal halls and other spaces is important to ensure access to physical activity opportunities, and particularly so when there are fewer formal facilities available. Of the 22 activity halls in the District, only 2 offer pay and play access. However, although this is only limited access, there are by contrast a high number of sports halls (formal sports halls) in the District all of which offer some form of community accessibility. Although this provides limited accessibility, this is off set to a great extent by the high number of formal pay and play accessible sports halls.
- 4.42. Of the 7 sports halls (3 court+), which are available for community use, 3 are on education sites (43%) offering community pay and play access in the evenings and weekends (Kineton High School Sports College, Warwickshire College, and Stratford-on-Avon School Community Sports Centre). 1 is a commercially operated facility, (Meon Vale Sports Centre), which has been developed in partnership between Stratford-on-Avon Rugby Club and the Shakespeare Hospice.
- 4.43. Not everyone is, can be, or wants to be a member of a sports club. Therefore, private membership clubs do not actually provide for the whole community. It is unlikely to address the needs of the most inactive, or those from the areas of highest deprivation, who are also likely to be those experiencing significant health inequalities.
- 4.44. As such, there is a role for the existing informal hall space across the District to address these needs, as well as potentially increasing capacity for community accessible pay and play usage of existing education-based facilities, which provide only for sports clubs and associations at present.





## EDUCATION FACILITIES

- 4.45. Many of the schools in Stratford-on-Avon District have a good range of dry sports facilities i.e. sports halls or fitness facilities and studios, which are of very high quality. There is some pay and play community access to these facilities (3 school sports halls - Kineton High School Sports College, Warwickshire College, and Stratford-on-Avon School Community Sports Centre). There is however significant use of these facilities by local sports clubs/associations.
- 4.46. Some education sites have limited, and/or ageing sports facilities, but generally, facility quality is very good.

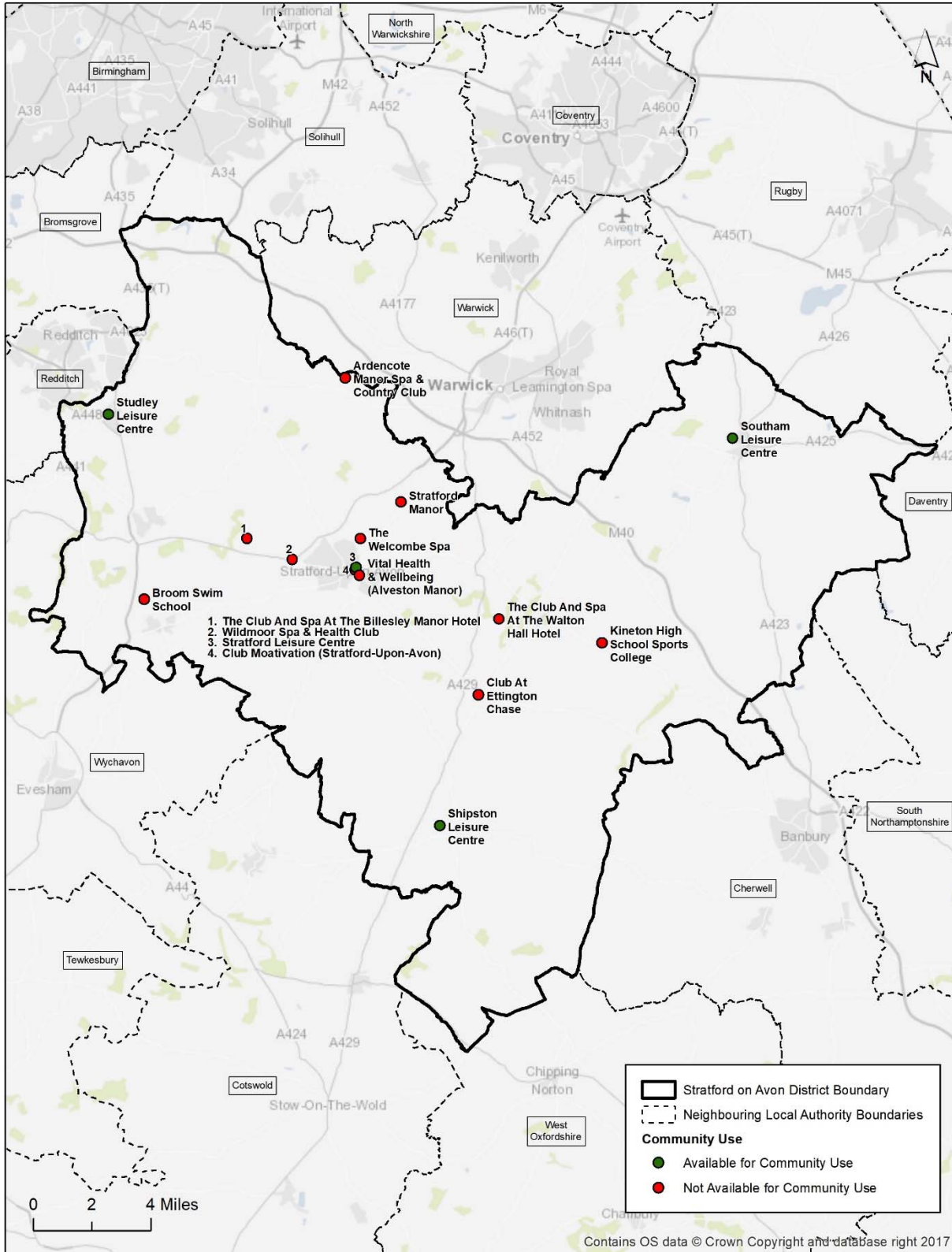
## SWIMMING POOLS

### QUANTITY- SWIMMING POOLS IN STRATFORD-ON-AVON DISTRICT

- 4.47. The supply analysis identifies that Stratford-on-Avon District has a total of 17 swimming pools across 15 sites. Appendix 8 details the overall pool supply in the District (data source SE Active Places July 2017). These pools are shown in Table 4.8 and Map 4.3. Strategic sized pools are those of 160 sqm + of water space.
- 4.48. Pools with community use (pay and play and sports club/community associations) are highlighted in orange within Table 4.8.



Map 4.3: All Swimming Pools in Stratford-on-Avon District



### Swimming Pools by community use availability in Stratford on Avon District





**Table 4.8: All Swimming Pools in Stratford-on-Avon District**

SITE NAME	POST TOWN	POST CODE	FACILITY TYPE	FACILITY SUB TYPE	UNIT	NUMBER	ACCESS TYPE	OWNERSHIP TYPE	MANAGEMENT TYPE	YEAR BUILT	YEAR REFURBISHED
ARDENCOTE MANOR SPA & COUNTRY CLUB	Warwick	CV35 8LT	Swimming Pool	Learner/Teaching/ Training	Lanes	0	Registered Membership use	Commercial	Commercial Management	1981	2008
ARDENCOTE MANOR SPA & COUNTRY CLUB	Warwick	CV35 8LT	Swimming Pool	Lido	Lanes	0	Registered Membership use	Commercial	Commercial Management	2008	n/a
BROOM SWIM SCHOOL	Alcester	B50 4HS	Swimming Pool	Learner/Teaching/ Training	Lanes	0	Private Use	Commercial	Commercial Management	1986	n/a
CLUB AT ETTINGTON CHASE	Stratford-upon-Avon	CV37 7NZ	Swimming Pool	Learner/Teaching/ Training	Lanes	0	Registered Membership use	Commercial	Commercial Management	1995	n/a
CLUB MOATIVATION (STRATFORD-UPON-AVON)	Stratford-upon-Avon	CV37 6YR	Swimming Pool	Leisure Pool	Lanes	0	Registered Membership use	Commercial	Commercial Management	1990	n/a
KINETON HIGH SCHOOL SPORTS COLLEGE	Warwick	CV35 0JX	Swimming Pool	Lido	Lanes	0	Sports Club / Community Association	Community school	School/College /University (in house)	1980	2007
SHIPSTON-ON-STOUR LEISURE CENTRE	Shipston-on-Stour	CV36 4DY	Swimming Pool	Main/General	Lanes	5	Pay and Play	Other	Commercial Management	2005	n/a
SOUTHAM LEISURE CENTRE	Southam	CV47 0JW	Swimming Pool	Main/General	Lanes	4	Pay and Play	Local Authority	Commercial Management	1988	2004



SITE NAME	POST TOWN	POST CODE	FACILITY TYPE	FACILITY SUB TYPE	UNIT	NUMBER	ACCESS TYPE	OWNERSHIP TYPE	MANAGEMENT TYPE	YEAR BUILT	YEAR REFURBISHED
STRATFORD LEISURE CENTRE	Stratford-upon-Avon	CV37 6YY	Swimming Pool	Main/General	Lanes	6	Pay and Play	Local Authority	Commercial Management	1975	2015
STRATFORD LEISURE CENTRE	Stratford-upon-Avon	CV37 6YY	Swimming Pool	Learner/Teaching/ Training	Lanes	0	Pay and Play	Local Authority	Commercial Management	1975	2015
STRATFORD MANOR	Stratford-upon-Avon	CV37 0PY	Swimming Pool	Main/General	Lanes	0	Registered Membership use	Commercial	Commercial Management	1990	n/a
STUDLEY LEISURE CENTRE	Studley	B80 7QU	Swimming Pool	Main/General	Lanes	4	Pay and Play	Local Authority	Commercial Management	1971	2002
THE CLUB AND SPA AT THE BILLESLEY MANOR HOTEL	Alcester	B49 6NF	Swimming Pool	Learner/Teaching /Training	Lanes	0	Pay and Play	Commercial	Commercial Management	2004	n/a
THE CLUB AND SPA AT THE WALTON HALL HOTEL	Warwick	CV35 9HU	Swimming Pool	Leisure Pool	Lanes	0	Pay and Play	Commercial	Commercial Management	1987	2011
THE WELCOMBE SPA	Stratford-upon-Avon	CV37 0NR	Swimming Pool	Learner/Teaching/ Training	Lanes	0	Registered Membership use	Commercial	Commercial Management	2006	n/a
VITAL HEALTH & WELLBEING (ALVESTON MANOR)	Stratford-upon-Avon	CV37 7HP	Swimming Pool	Main/General	Lanes	0	Registered Membership use	Commercial	Commercial Management	2003	n/a



SITE NAME	POST TOWN	POST CODE	FACILITY TYPE	FACILITY SUB TYPE	UNIT	NUMBER	ACCESS TYPE	OWNERSHIP TYPE	MANAGEMENT TYPE	YEAR BUILT	YEAR REFURBISHED
WILDMOOR SPA & HEALTH CLUB	Stratford-upon-Avon	CV37 9RJ	Swimming Pool	Main/General	Lanes	2	Registered Membership use	Commercial	Commercial Management	2005	n/a

4.49. The analysis of the overall swimming pool supply in Stratford-on-Avon District, is as follows:

**Table 4.9: Analysis of Swimming Pool Supply in Stratford-on-Avon District**

SWIMMING POOLS IN STRATFORD-ON-AVON DISTRICT	NO OF POOLS	NO OF SITES
<b>TOTAL NUMBER OF POOLS</b>	17	15
Community Accessible Swimming Pools (pay and play and sports clubs/community associations)	6	5
Community Accessible Swimming Pools (pay and play) (4 Local Authority pool sites operated by Everyone Active at Stratford, Southam, Shipston-on-Stour and Studley Leisure Centres. All pools have a main pool and a learner pool is also located at Stratford Leisure Centre)	5	4
Main Pools	4	4
Learner Pools (Stratford Leisure Centre)	1	1
<b>Education Sector (Sports Clubs and Associations)</b> Lido at Kineton High School	1	1
<b>NON-COMMUNITY ACCESSIBLE POOLS</b>		
<b>Private Sector</b>	11	10

4.50. It is clear from table 4.9 that there are 5 swimming pools with lanes in the District (all main pools). There is one pool of 5 lane x 25m; one pool of 6 lane x 25m, two pools 4 lane x 25m, and 1 commercially operated pool with 2 lanes (Wildmoor Spa and Health Club).





- 4.51. The majority of the swimming pools do not provide pay and play community access (i.e. 11 of the 17) Broom Swim School caters for private use, the commercial facilities require membership, and Ardencote Manor Spa and Country Club and Kineton School both provide lidos but these are for members'/private use only.

**Table 4.10: Community Accessible i.e. pay and play Swimming Pools in Stratford-on-Avon District**  
(all strategic size except for the learner pool at Stratford-on-Avon Leisure Centre)

FACILITY NAME	POOL TYPE					LANES	LENGTH	WIDTH	AREA SQM
	MAIN	LEARNER	DIVING	LEISURE	LIDO				
STRATFORD-ON-AVON LEISURE CENTRE	Y	Y				6	33m	12m	396m <sup>2</sup>
SHIPSTON LEISURE CENTRE	Y					5	25m	10m	250m <sup>2</sup>
SOUTHAM LEISURE CENTRE	Y					4	25m	10m	250m <sup>2</sup>
STUDLEY LEISURE CENTRE	Y					4	20m	9m	180m <sup>2</sup>

- 4.52. Map 4.4 shows all the pay and play community accessible swimming pools in Stratford-on-Avon District, and the locations of pools in neighbouring Local Authority areas.

### QUALITY- SWIMMING POOLS IN STRATFORD-ON-AVON DISTRICT

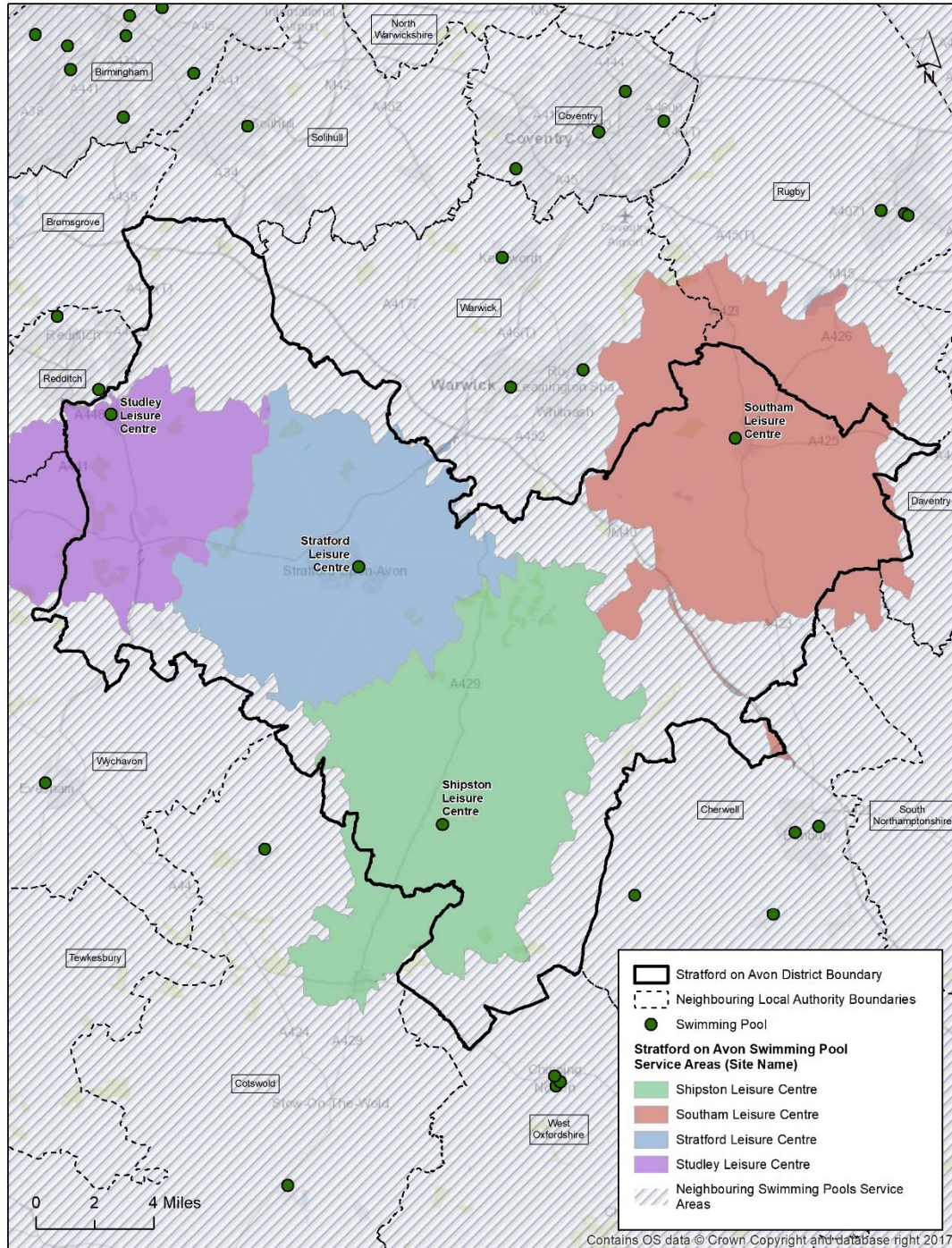
- 4.53. Detailed quality assessments have been undertaken on all Stratford-on-Avon District pools. These are provided in Appendices 2a – 2d and are summarised in Table 4.3.
- 4.54. The quality of swimming pools varies across the District but is generally 'good'. The oldest pool in the District is Studley Leisure Centre, built in 1971. The pool is in good condition but is now 46 years old. The facility was refurbished in 2002, 15 years ago. There will be a need to consider further refurbishment or replacement of this facility given its age, in the longer term.
- 4.55. Stratford-on-Avon Leisure Centre was built in 1975, so is 42 years old, but had a major refurbishment in 2015. Shipston Pool was built in 2005 (not yet refurbished), and Southam in 1988 (refurbished in 2004).
- 4.56. The majority of the pools in the District were built in the late 1980's / 1990s/ early 2000's apart from the above. Overall, the commercially owned and operated pools tend to be newer than those in the public sector.



## ACCESSIBILITY- SWIMMING POOLS IN STRATFORD-ON-AVON DISTRICT

4.57. The community accessible pools are located in the District as shown in Map 4.4.

**Map 4.4: Community Accessible Swimming Pools in Stratford-on-Avon District with a 20-minute drivetime catchment area**



**Community accessible Swimming Pools service areas  
in Stratford on Avon District (up to 20 minute drive time)**







4.58. It is clear from Map 4.4 that the existing swimming facilities (strategic size pools) which are community accessible have catchment areas which cover much of the District; however, residents in the extreme North and North East are outside the 20-minute catchment area for a Stratford-on-Avon District pool but may be able to access facilities in neighbouring Redditch, Bromsgrove, Warwick and Solihull. Those in the South and Eastern areas of the District, outside a drivetime catchment area for Southam or Shipston-on-Stour pools may be able to access facilities in Cherwell, and those to the South West Wychavon or Cotswold.

#### AVAILABILITY - SWIMMING POOLS IN STRATFORD-ON-AVON DISTRICT

4.59. It is clear that community accessible swimming pools are well-located in the District; all are located on public transport routes, and their catchment areas provide access for the majority of residents in the District. In addition to these pay and play community accessible pools, there are other facilities which can also be used by residents, so over all there is good provision in the District.

4.60. Four strategic size swimming pool sites provide day time access; the four facilities are run by Stratford-on-Avon District Council.

4.61. Existing pools on education sites do not provide for community use.

4.62. The commercial pool facilities in the District clearly also provide for some residents' use, although these may be unaffordable for some.



## HEALTH AND FITNESS FACILITIES

### QUANTITY - HEALTH AND FITNESS SUITES IN STRATFORD-ON-AVON DISTRICT

4.63. The supply analysis identifies that overall there are 40 health and fitness facilities (26 sites) (25 fitness suites and 15 studios) in Stratford-on-Avon District with a total of 682 stations. All fitness suite facilities require some form of payment/membership payment before use. However, some operate on a community accessible pay and play basis, as opposed to a more commercial approach. All fitness facilities are shown in Table 4.17. Further details are included in Appendix 8.

**Table 4.11: Summary of overall Fitness Provision in Stratford-on-Avon District**

SITE NAME	POST TOWN	POST CODE	FACILITY TYPE	FACILITY SUB TYPE	UNIT	NUMBER	ACCESS TYPE	OWNERSHIP TYPE	MANAGEMENT TYPE	YEAR BUILT	YEAR REFURBISHED
ALCESTER GRAMMAR SCHOOL	Alcester	B49 5ED	Health and Fitness Suite	Health and Fitness Suite	Stations	15	Private Use	Academies	School/College/ University (in house)	2005	n/a
ALCESTER GRAMMAR SCHOOL	Alcester	B49 5ED	Studio	Studio	Studios	1	Sports Club / Community Association	Academies	School/College/ University (in house)	2005	n/a
ARDENCOTE MANOR SPA & COUNTRY CLUB	Warwick	CV35 8LT	Health and Fitness Suite	Health and Fitness Suite	Stations	54	Registered Membership use	Commercial	Commercial Management	1981	2010
ARDENCOTE MANOR SPA & COUNTRY CLUB	Warwick	CV35 8LT	Studio	Studio	Studios	1	Registered Membership use	Commercial	Commercial Management	2006	n/a
CLUB AT ETTINGTON CHASE	Stratford-upon-Avon	CV37 7NZ	Health and Fitness Suite	Health and Fitness Suite	Stations	12	Registered Membership use	Commercial	Commercial Management	1995	2004



SITE NAME	POST TOWN	POST CODE	FACILITY TYPE	FACILITY SUB TYPE	UNIT	NUMBER	ACCESS TYPE	OWNERSHIP TYPE	MANAGEMENT TYPE	YEAR BUILT	YEAR REFURBISHED
CLUB MOATIVATION (STRATFORD-UPON-AVON)	Stratford-upon-Avon	CV37 6YR	Health and Fitness Suite	Health and Fitness Suite	Stations	30	Pay and Play	Commercial	Commercial Management	1990	2007
HEALTHWORKS FITNESS STUDIO	Stratford-upon-Avon	CV37 0AH	Health and Fitness Suite	Health and Fitness Suite	Stations	31	Pay and Play	Commercial	Commercial Management	1994	2010
HENLEY IN ARDEN HIGH SCHOOL	Henley-in-Arden	B95 6AF	Studio	Studio	Studios	n/a	Sports Club / Community Association	Academies	School/College/University (in house)	2009	n/a
KINOTON HIGH SCHOOL SPORTS COLLEGE	Warwick	CV35 0JX	Health and Fitness Suite	Health and Fitness Suite	Stations	20	Private Use	Community school	School/College/University (in house)	2005	n/a
KING EDWARD VI SCHOOL	Stratford-upon-Avon	CV37 6HB	Health and Fitness Suite	Health and Fitness Suite	Stations	6	Private Use	Academies	School/College/University (in house)	1997	n/a
MEON VALE LEISURE CENTRE	Stratford-upon-Avon	CV37 8QR	Health and Fitness Suite	Health and Fitness Suite	Stations	22	Pay and Play	Commercial	Commercial Management	2014	n/a
SHIPSTON LEISURE CENTRE	Shipston-on-Stour	CV36 4DY	Health and Fitness Suite	Health and Fitness Suite	Stations	30	Pay and Play	Other	Commercial Management	2005	n/a
SOUTHAM LEISURE CENTRE	Southam	CV47 0JW	Health and Fitness Suite	Health and Fitness Suite	Stations	50	Pay and Play	Local Authority	Commercial Management	1988	2010



SITE NAME	POST TOWN	POST CODE	FACILITY TYPE	FACILITY SUB TYPE	UNIT	NUMBER	ACCESS TYPE	OWNERSHIP TYPE	MANAGEMENT TYPE	YEAR BUILT	YEAR REFURBISHED
SOUTHAM LEISURE CENTRE	Southam	CV47 0JW	Studio	Studio	Studios	1	Pay and Play	Local Authority	Commercial Management	2003	n/a
SOUTHAM RUFC	Southam	CV47 2DG	Health and Fitness Suite	Health and Fitness Suite	Stations	10	Sports Club / Community Association	Sports Club	Sport Club	1970	n/a
STRATFORD GIRLS' GRAMMAR SCHOOL	Stratford-upon-Avon	CV37 9HA	Health and Fitness Suite	Health and Fitness Suite	Stations	20	Sports Club / Community Association	Academies	School/College/ University (in house)	2015	n/a
STRATFORD LEISURE CENTRE	Stratford-upon-Avon	CV37 6YY	Health and Fitness Suite	Health and Fitness Suite	Stations	79	Pay and Play	Local Authority	Commercial Management	1975	2015
STRATFORD LEISURE CENTRE	Stratford-upon-Avon	CV37 6YY	Studio	Studio	Studios	2	Pay and Play	Local Authority	Commercial Management	1975	2015
STRATFORD LEISURE CENTRE	Stratford-upon-Avon	CV37 6YY	Studio	Studio	Studios	1	Pay and Play	Local Authority	Commercial Management	1975	2015
STRATFORD MANOR	Stratford-upon-Avon	CV37 0PY	Health and Fitness Suite	Health and Fitness Suite	Stations	5	Pay and Play	Commercial	Commercial Management	1990	2012
STRATFORD OAKS GOLF CLUB	Stratford-upon-Avon	CV37 0EZ	Health and Fitness Suite	Health and Fitness Suite	Stations	10	Registered Membership use	Sports Club	Sport Club	n/a	n/a



SITE NAME	POST TOWN	POST CODE	FACILITY TYPE	FACILITY SUB TYPE	UNIT	NUMBER	ACCESS TYPE	OWNERSHIP TYPE	MANAGEMENT TYPE	YEAR BUILT	YEAR REFURBISHED
STRATFORD UPON AVON SCHOOL COMMUNITY SPORTS CENTRE	Stratford-upon-Avon	CV37 9DH	Health and Fitness Suite	Health and Fitness Suite	Stations	20	Pay and Play	Academies	School/College/University (in house)	2010	n/a
STRATFORD UPON AVON SCHOOL COMMUNITY SPORTS CENTRE	Stratford-upon-Avon	CV37 9DH	Studio	Studio	Studios	n/a	Sports Club / Community Association	Academies	School/College/University (in house)	2002	n/a
STRONG ARM GYM	Alcester	B49 6HN	Health and Fitness Suite	Health and Fitness Suite	Stations	25	Pay and Play	Commercial	Commercial Management	2012	n/a
STRONG ARM GYM	Alcester	B49 6HN	Studio	Studio	Studios	n/a	Pay and Play	Commercial	Commercial Management	2014	n/a
THE CLUB AND SPA AT THE BILLESLEY MANOR HOTEL	Alcester	B49 6NF	Health and Fitness Suite	Health and Fitness Suite	Stations	12	Pay and Play	Commercial	Commercial Management	2004	n/a
THE CLUB AND SPA AT THE BILLESLEY MANOR HOTEL	Alcester	B49 6NF	Studio	Studio	Studios	0	Registered Membership use	Commercial	Commercial Management	2004	n/a
THE CLUB AND SPA AT THE WALTON HALL HOTEL	Warwick	CV35 9HU	Health and Fitness Suite	Health and Fitness Suite	Stations	17	Pay and Play	Commercial	Commercial Management	1987	2006
THE CLUB AND SPA AT THE WALTON HALL HOTEL	Warwick	CV35 9HU	Studio	Studio	Studios	0	Registered Membership use	Commercial	Commercial Management	1987	n/a



SITE NAME	POST TOWN	POST CODE	FACILITY TYPE	FACILITY SUB TYPE	UNIT	NUMBER	ACCESS TYPE	OWNERSHIP TYPE	MANAGEMENT TYPE	YEAR BUILT	YEAR REFURBISHED
THE GREIG	Alcester	B49 6AD	Health and Fitness Suite	Health and Fitness Suite	Stations	50	Pay and Play	Other	Trust	1983	n/a
THE GREIG	Alcester	B49 6AD	Studio	Studio	Studios	1	Pay and Play	Other	Trust	2006	n/a
THE WELCOMBE SPA	Stratford-upon-Avon	CV37 0NR	Health and Fitness Suite	Health and Fitness Suite	Stations	30	Registered Membership use	Commercial	Commercial Management	2006	n/a
THE WELCOMBE SPA	Stratford-upon-Avon	CV37 0NR	Studio	Studio	Studios	0	Registered Membership use	Commercial	Commercial Management	2006	n/a
VITAL HEALTH & WELLBEING (ALVESTON MANOR)	Stratford-upon-Avon	CV37 7HP	Health and Fitness Suite	Health and Fitness Suite	Stations	22	Registered Membership use	Commercial	Commercial Management	2003	n/a
WARWICKSHIRE COLLEGE (HENLEY-IN-ARDEN CAMPUS)	Henley-in-Arden	B95 6AB	Health and Fitness Suite	Health and Fitness Suite	Stations	20	Pay and Play	Further Education	School/College/University (in house)	2009	n/a
WARWICKSHIRE COLLEGE (HENLEY-IN-ARDEN CAMPUS)	Henley-in-Arden	B95 6AB	Studio	Studio	Studios	1	Pay and Play	Further Education	School/College/University (in house)	2009	n/a
WARWICKSHIRE COLLEGE (MORETON MORRELL CAMPUS)	Warwick	CV35 9BL	Health and Fitness Suite	Health and Fitness Suite	Stations	8	Private Use	Further Education	School/College/University (in house)	1990	2003

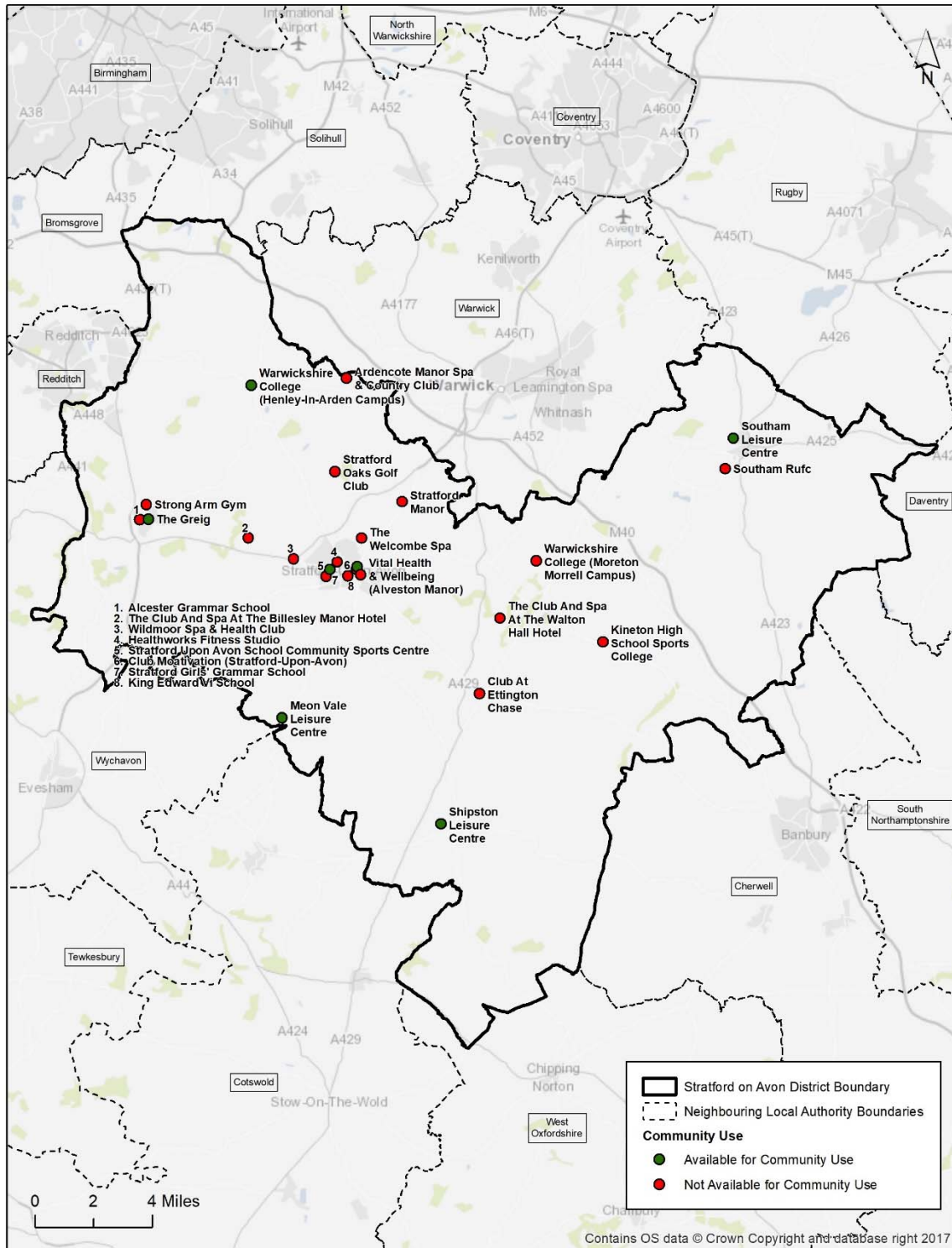


SITE NAME	POST TOWN	POST CODE	FACILITY TYPE	FACILITY SUB TYPE	UNIT	NUMBER	ACCESS TYPE	OWNERSHIP TYPE	MANAGEMENT TYPE	YEAR BUILT	YEAR REFURBISHED
WILDMOOR SPA & HEALTH CLUB	Stratford-upon-Avon	CV37 9RJ	Health and Fitness Suite	Health and Fitness Suite	Stations	84	Registered Membership use	Commercial	Commercial Management	2005	n/a
WILDMOOR SPA & HEALTH CLUB	Stratford-upon-Avon	CV37 9RJ	Studio	Studio	Studios	1	Registered Membership use	Commercial	Commercial Management	2005	n/a
WILDMOOR SPA & HEALTH CLUB	Stratford-upon-Avon	CV37 9RJ	Studio	Studio	Studios	1	Registered Membership use	Commercial	Commercial Management	2005	n/a



4.64. Map 4.5 shows all fitness suite facilities in Stratford-on-Avon District, and highlights those with community pay and play access.

**Map 4.5: Fitness Facilities in Stratford-on-Avon District with community pay and play access**



**Health and Fitness Suites by community use availability  
in Stratford on Avon District**







- 4.65. The community pay and play accessible fitness suites are in the main operated by Stratford-on-Avon District Council's operator (Everyone Active) at the Local Authority owned facilities (3 of the overall 25 facilities in the District, 159 stations, 72% of the community pay and play accessible supply).
- 4.66. In addition, there is pay and play community access at Meon Vale Leisure Centre (22 stations), the Stratford-on-Avon School Community Sports Centre (20 stations), The Greig at Alcester (50 stations), and Warwickshire College (20 stations).
- 4.67. There are no fitness suites with 100 stations or more. The largest community accessible pay and play fitness site is that at Stratford-on-Avon Leisure Centre with 79 stations. Shipston-on-Stour Leisure Centre has 30 stations, and Southam Leisure Centre 50 stations. The average number of stations per commercial fitness suite is 34.3, significantly lower than the majority of commercial fitness chains, which would usually have an average of around 75+ stations.
- 4.68. Commercially operated fitness suites require registered membership. Some indicate they provide pay and play access but in reality, all operate pre-registered, pre-paid / direct debit membership schemes.
- 4.69. The commercial sector comprises small, independent fitness suites as opposed to large commercial brands. The largest commercial fitness suite has 84 stations – Wildmoor Spa and Health Club.
- 4.70. Analysis of the overall supply of fitness suites (number and scale) is summarised in Tables 4.12 and 4.13 below:

**Table 4.12: Analysis of overall Fitness Suite Provision in Stratford-on-Avon District**

TOTAL FITNESS SUITES	25
TOTAL FITNESS STATIONS	682
COMMUNITY ACCESSIBLE FITNESS SUITES (All require some form of prior payment/membership Ownership Local Authority/ Sports Club /Community Organisation)	7
COMMUNITY ACCESSIBLE FITNESS STATIONS	291
COMMERCIAL SECTOR FITNESS SUITES	7
COMMERCIAL SECTOR FITNESS STATIONS	332
EDUCATION SECTOR FITNESS SUITES (PRIVATE USE))	3
EDUCATION SECTOR FITNESS STATIONS (PRIVATE USE)	49
OTHER FITNESS SUITES	3
OTHER FITNESS SUITE STATIONS	30



**Table 4.13: Summary of Fitness Suite Size**

NUMBER OF FITNESS STATIONS	NO. FITNESS SUITES
150+	0
100 – 149	0
50 – 99	5
30-49	4
29 or less	17

4.71. The supply of community accessible fitness suites is summarised in Table 4.14.

**Table 4.14: Pay and play Community Accessible Fitness Suites in Stratford-on-Avon District**

SITE NAME	POST TOWN	POST CODE	FACILITY TYPE	UNIT	NUMBER	ACCESS TYPE	OWNERSHIP TYPE	MANAGEMENT TYPE	YEAR BUILT	YEAR REFURBISHED
STRATFORD UPON AVON SCHOOL COMMUNITY SPORTS CENTRE	Stratford-upon-Avon	CV37 9DH	Health and Fitness Suite	Stations	20	Pay and Play	Academies	School/College/University (in house)	2010	n/a
WARWICKSHIRE COLLEGE (HENLEY-IN-ARDEN CAMPUS)	Henley-in-Arden	B95 6AB	Health and Fitness Suite	Stations	20	Pay and Play	Further Education	School/College/University (in house)	2009	n/a
MEON VALE LEISURE CENTRE	Stratford-upon-Avon	CV37 8QR	Health and Fitness Suite	Stations	22	Pay and Play	Commercial	Commercial Management	2014	n/a
SHIPSTON LEISURE CENTRE	Shipston-on-Stour	CV36 4DY	Health and Fitness Suite	Stations	30	Pay and Play	Other	Commercial Management	2005	n/a

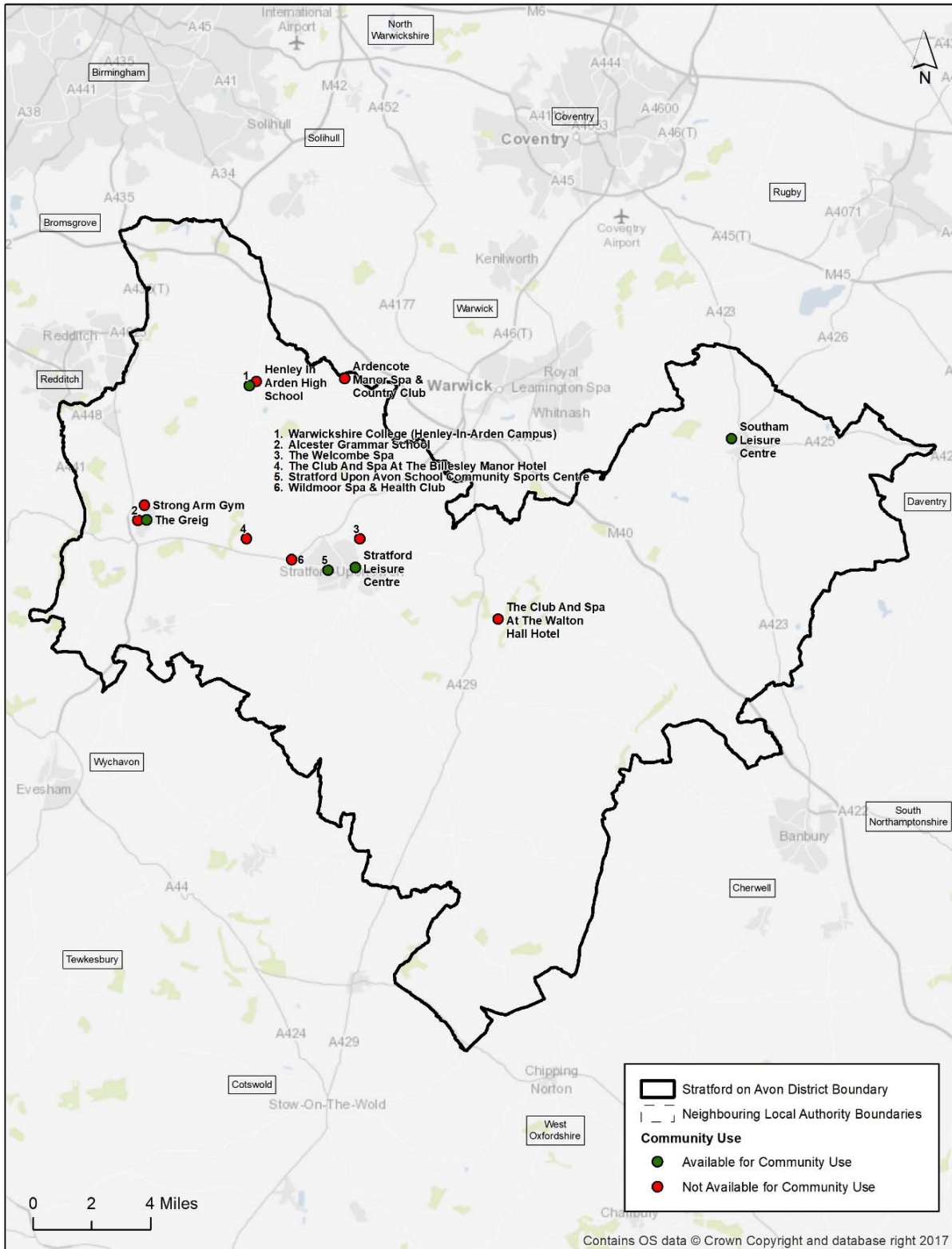


SITE NAME	POST TOWN	POST CODE	FACILITY TYPE	UNIT	NUMBER	ACCESS TYPE	OWNERSHIP TYPE	MANAGEMENT TYPE	YEAR BUILT	YEAR REFURBISHED
SOUTHAM LEISURE CENTRE	Southam	CV47 0JW	Health and Fitness Suite	Stations	50	Pay and Play	Local Authority	Commercial Management	1988	2010
STRATFORD LEISURE CENTRE	Stratford-upon-Avon	CV37 6YY	Health and Fitness Suite	Stations	79	Pay and Play	Local Authority	Commercial Management	1975	2015
THE GREIG	Alcester	B49 6AD	Health and Fitness Suite	Stations	50	Pay and Play	Other	Trust	1983	n/a
WELLESBORNE	Warwick	CV35 9RU	Health and Fitness Suite	Stations	20	Pay and Play	Trust	Trust	2017	n/a

- 4.72. Since the original audit of fitness suites was undertaken in 2016, Anytime Fitness has opened in Stratford upon Avon. This a 24/7 budget gym with circa 70 stations. This facility is comparable to SOADC facilities operated by Everyone Active in terms of price; it has been included in the revised Appendix 9 supply and demand analysis for fitness provision.
- 4.73. Wellesborne Sports and Community Centre was opened in 2017, after the audit and mapping work had been completed for this Strategy. The facility includes a fitness suite (circa 20 fitness stations) and studio, as well as outdoor provision e.g. multi-use games area, tennis and netball courts. The facility operates as a registered charity; membership is available for all the facilities. A wide range of classes and programmes are offered. The fitness stations have been included in the revised Appendix 9 supply and demand analysis for fitness provision.
- 4.74. Map 4.6 shows the community accessible studios in Stratford-on-Avon District.



Map 4.6: All Studios in Stratford-on-Avon District



#### Studios by community use availability in Stratford on Avon District





4.75. The community accessible studios are summarised in Table 4.15.

**Table 4.15: Community Accessible Studios in Stratford-on-Avon District**

SITE NAME	POST TOWN	POST CODE	FACILITY TYPE	NUMBER	ACCESS TYPE	OWNERSHIP TYPE	MANAGEMENT TYPE	YEAR BUILT	YEAR REFURBISHED
SOUTHAM LEISURE CENTRE	Southam	CV47 0JW	Studio	1	Pay and Play	Local Authority	Commercial Management	2003	n/a
STRATFORD LEISURE CENTRE	Stratford-upon-Avon	CV37 6YY	Studio	2	Pay and Play	Local Authority	Commercial Management	1975	2015
STRATFORD LEISURE CENTRE	Stratford-upon-Avon	CV37 6YY	Studio	1	Pay and Play	Local Authority	Commercial Management	1975	2015
STRATFORD UPON AVON SCHOOL COMMUNITY SPORTS CENTRE	Stratford-upon-Avon	CV37 9DH	Studio	n/a	Sports Club / Community Association	Academies	School/College/University (in house)	2002	n/a
WARWICKSHIRE COLLEGE (HENLEY-IN-ARDEN CAMPUS)	Henley-in-Arden	B95 6AB	Studio	1	Pay and Play	Further Education	School/College/University (in house)	2009	n/a
THE GRIEG	Alcester	B49 6AD	Studio	1	Pay and Play	Independent Charity	Trust	1983	n/a
WELLESBORNE	Warwick	CV35 9RU	Studio	1	Pay and Play	Independent Charity	Trust	2017	n/a

## QUALITY - HEALTH AND FITNESS FACILITIES IN STRATFORD-ON-AVON DISTRICT

4.76. Detailed quality assessments have been undertaken on all sports facilities in the District, operated by Everyone Active. These are provided in Appendix 2a-2d and summarised in Table 4.3 above.





- 4.77. The quality of the community accessible pay and play health and fitness facilities is generally very good with significant recent investment in a number of facilities. The majority of facilities are on a par with the private sector. Most education-based fitness facilities are also very good quality.
- 4.78. The age of fitness facilities ranges from those built in late 1970's through to 2015 (Stratford Girls' Grammar School). The commercial facilities tend to have been developed more recently, but many of the public and education-based have been refurbished within the last 10 years.

### ACCESSIBILITY - HEALTH AND FITNESS FACILITIES IN STRATFORD-ON-AVON DISTRICT

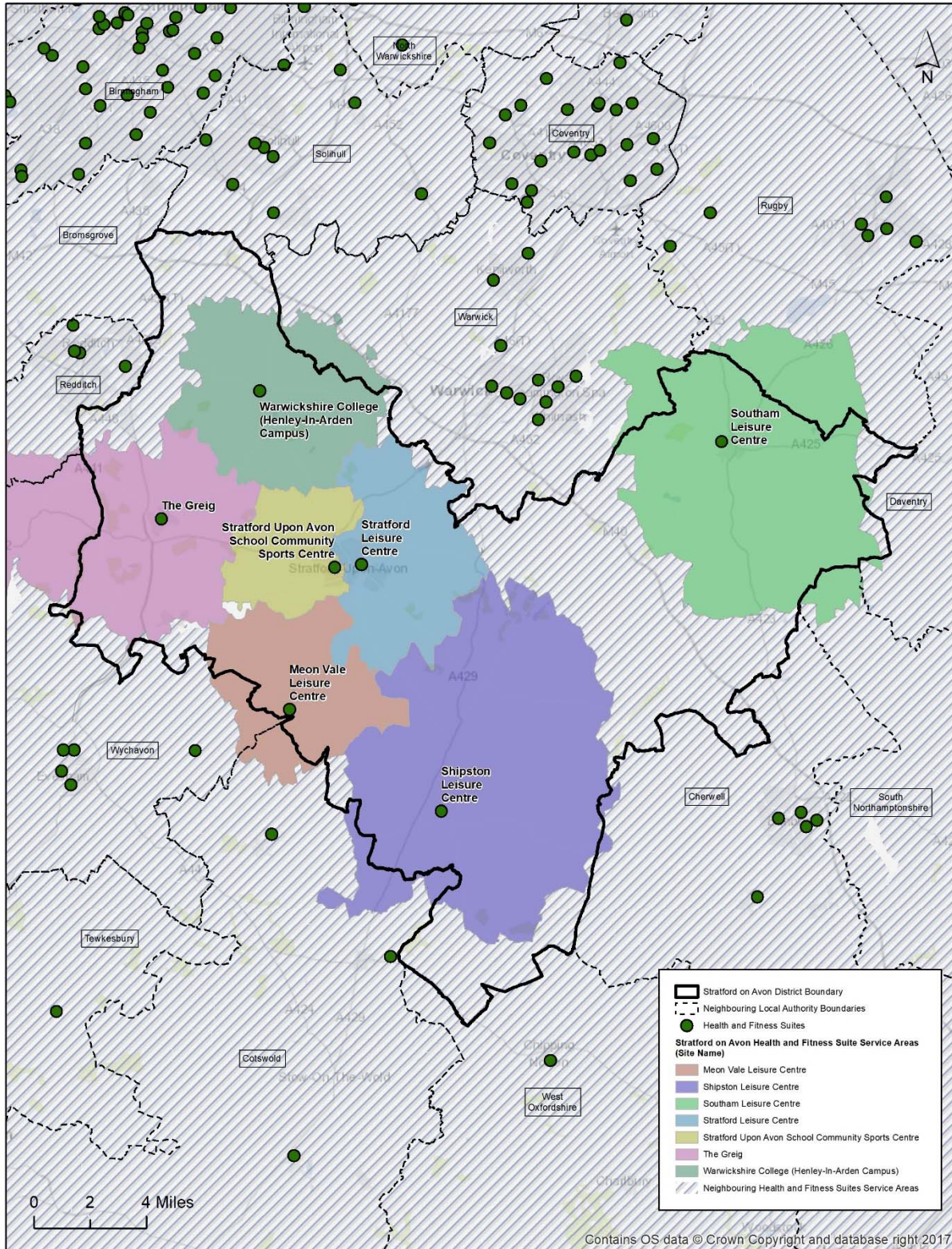
- 4.79. Map 4.7 illustrates that the majority of District residents are within 20-minute drivetime of a pay and play community accessible fitness suite, with the exception of those in the North West, and North. Residents in these areas may find it easier to access provision in neighbouring authorities, such as Redditch, or Warwick.
- 4.80. The pay and play community accessible fitness suite facilities are located across the District, but predominantly in the more urban areas, reflecting where population figures are higher. These are complemented by commercial sector provision across the District.

### AVAILABILITY - HEALTH AND FITNESS FACILITIES IN STRATFORD-ON-AVON DISTRICT

- 4.81. Twelve (i.e. 50%) of the existing health and fitness facilities in the District are provided through the commercial sector. There are no large fitness chains; commercial provision comprises small hotel facilities and independent fitness facilities. There are also education-based facilities, the majority of which offer community use for clubs and groups.
- 4.82. It is important to highlight that at least some of the existing commercial sector fitness suite provision in the District will be used by residents; this will, however depend on affordability to a certain extent. Given the commercial provision is mostly small independent centres, the commercial provision does not present as much competition to the SDC facilities as would be the case if large commercial chains were operating in the District; smaller independent centres cannot offer the same economies of scale over membership fees etc. There are no budget gyms as yet in the District.
- 4.83. This means there is significant opportunity for the SDC facilities to dominate the market and generate significant income; given the under supply of community accessible fitness facilities, there is also opportunity to expand the current offer, predominantly at Stratford-on-Avon Leisure Centre and as part of any re-developed facilities in the future.



Map 4.7: Fitness Suites in Stratford-on-Avon District – Pay and Play – Service Areas



**Community accessible Health and Fitness Suites service areas  
in Stratford on Avon District (up to 20 minute drive time)**







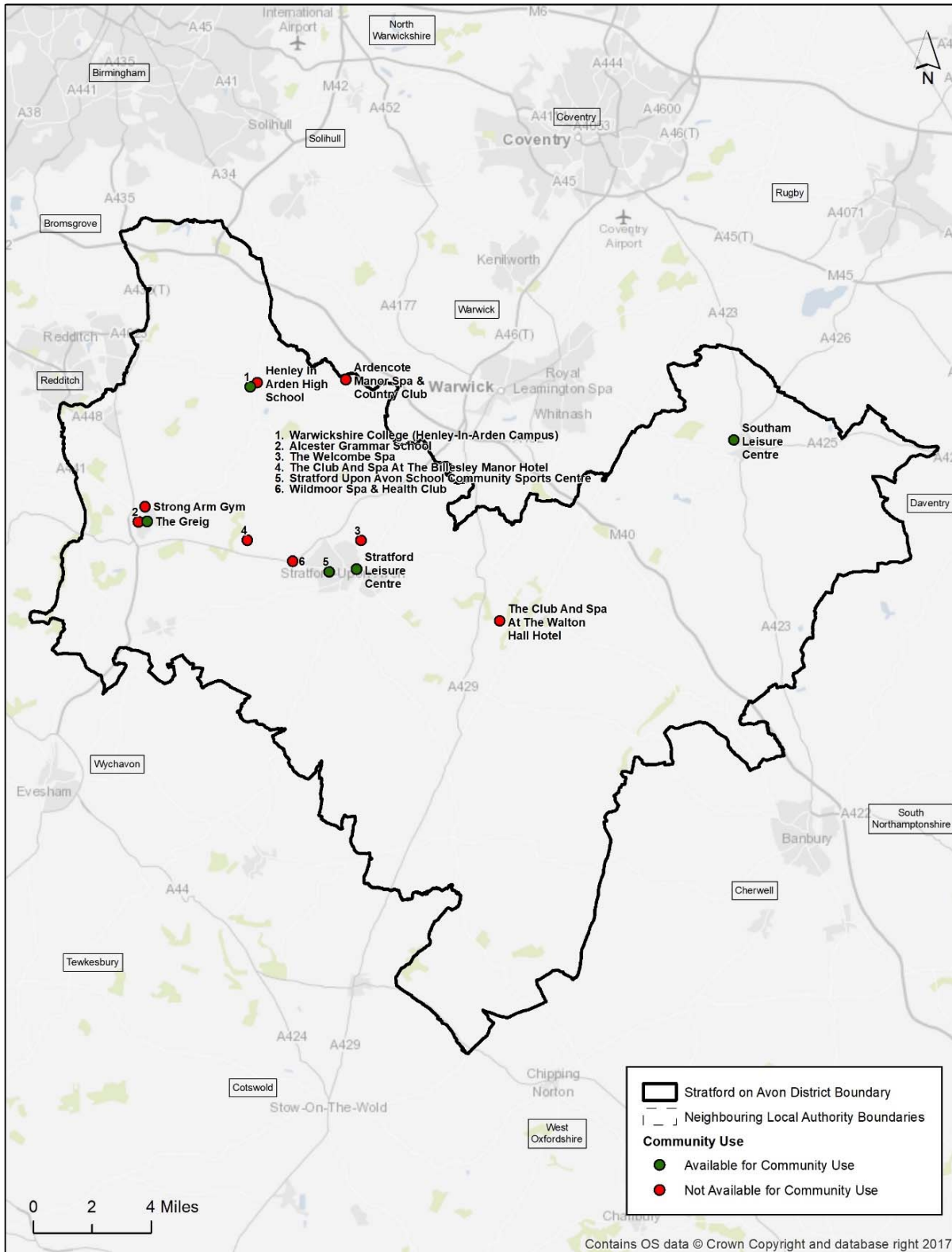
## STUDIOS

### QUANTITY - STUDIOS IN STRATFORD-ON-AVON DISTRICT

- 4.84. There are 13 studios in the District and the majority are provided as part of a health and fitness offer within existing facilities. Studios provide a space in which a range of aerobic, fitness and dance classes plus activities such as yoga and Pilates, can take place as well as martial arts, and boxing. Although requiring some specialist equipment for martial arts and boxing, it is also possible to do a form of these activities in an informal space such as a community hall. Informal halls can also accommodate a range of fitness and dance classes, often run by dance schools.
- 4.85. Many village and community hall facilities are used by dance schools, and the smaller halls often available on education sites have significant potential to be used for fitness classes.
- 4.86. Map 4.5 shows studios as part of the overall health and fitness offer in Stratford-on-Avon District. Map 4.6 shows the locations of individual community accessible pay and play studios.
- 4.87. Map 4.8 shows the community accessible studios in Stratford-on-Avon District.



Map 4.8: All Studios in Stratford-on-Avon District



Studios by community use availability in Stratford on Avon District







- 4.88. Of the 13 studios in the District, 4 are provided by commercial operators, 3 are on education sites (available for club use), and 6 are accessible for pay and play community use.
- 4.89. The overall supply of studios is summarised in Table 4.16.
- 4.90. Pay and play community accessible studios are highlighted in orange and bold font in Table 4.15.
- 4.91. 31% of all studios are provided by commercial operators as part of an overall fitness offer; these providers are the same as those operating commercial fitness suites.
- 4.92. The analysis of the overall studio supply in Stratford-on-Avon District is as follows:

**Table 4.16: Analysis of overall Studio Supply – Stratford-on-Avon District**

<b>TOTAL STUDIOS</b>	13
<b>COMMUNITY ACCESSIBLE STUDIOS</b>	7 (2 at Stratford-on-Avon Leisure Centre)
<b>COMMERCIAL SECTOR STUDIOS</b>	4
<b>EDUCATION SECTOR STUDIOS (not available for pay and play community use)</b>	3

### QUALITY - STUDIOS IN STRATFORD-ON-AVON DISTRICT

- 4.93. Detailed quality assessments have been undertaken on all sports facilities in the District. These are provided in Appendix 2a - 2d and summarised in Table 4.3.
- 4.94. The quality of studios is generally very good with significant recent investment and refurbishment in a number of facilities. Existing studio facilities at Stratford Leisure Centre were refurbished in 2015.

### ACCESSIBILITY - STUDIOS IN STRATFORD-ON-AVON DISTRICT

- 4.95. Health and fitness facilities are located across the District, in more urban locations, given that the majority of potential users will be resident in these areas. Most studios are part of an overall fitness offer, although there are some stand-alone facilities on education sites. There are fewer facilities in the North of the District.





- 4.96. The majority of District residents are within 20-minute drivetime of a pay and play community accessible studio. The exceptions are the North West and North East of the District. Given studios tend to be part of an overall fitness offer, accessibility is similar to that for fitness suites (e.g. there may be easier access to facilities over the District border into Redditch, or Warwick).

#### AVAILABILITY - STUDIOS IN STRATFORD-ON-AVON DISTRICT

- 4.97. A comprehensive programme of fitness classes and other sporting activities is offered at the major sites at Stratford-on-Avon Leisure Centre, and the other pay and play facilities in the District.
- 4.98. The role of activity halls in providing multi-activity hall/studio space, particularly for activities such as dance, martial arts and aerobic classes is important across the District.

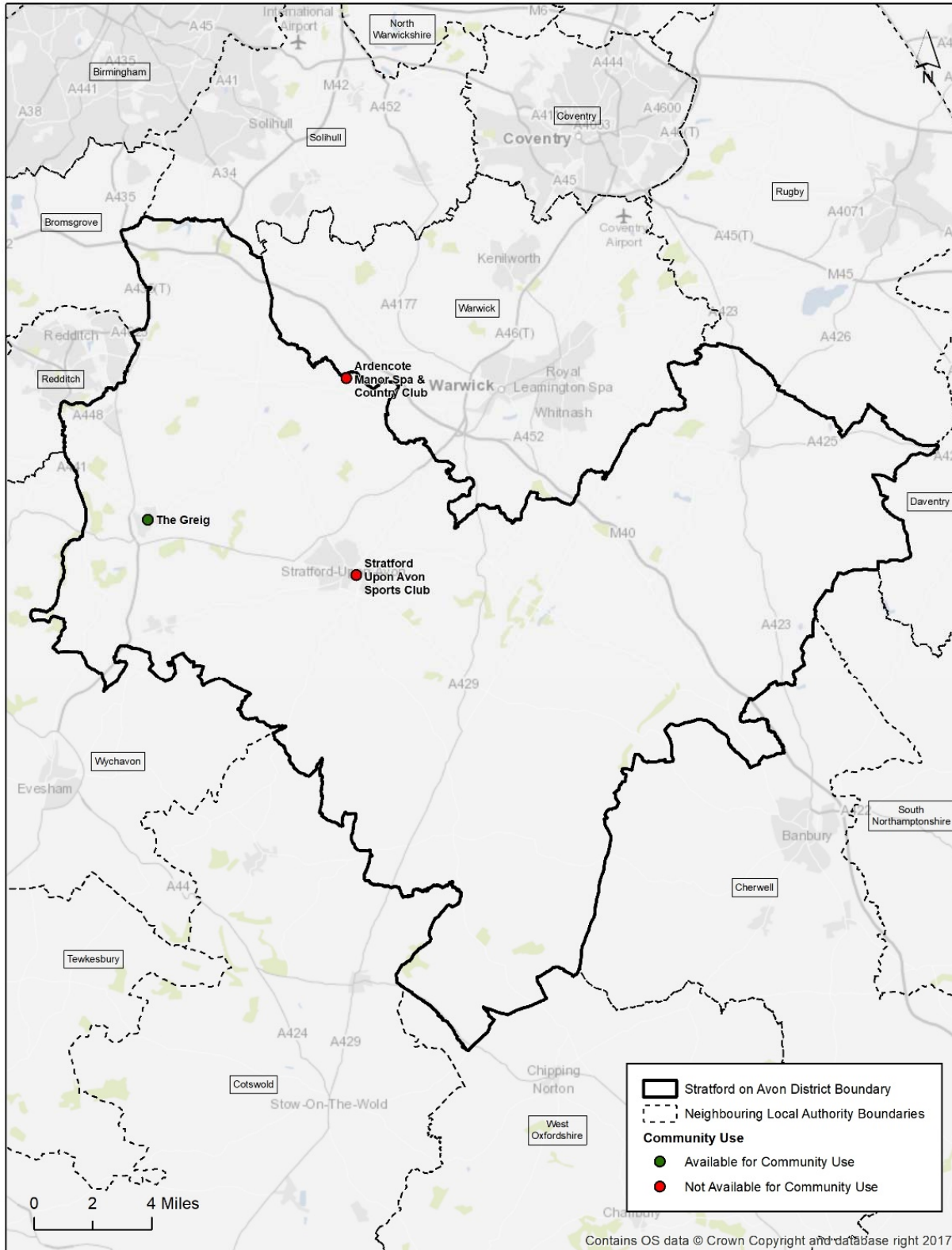
#### SQUASH

#### QUANTITY - SQUASH COURTS IN STRATFORD-ON-AVON DISTRICT

- 4.99. There are 8 squash courts within 3 facilities in Stratford-on-Avon District. Of these 8 courts, 3 are glass back courts, all of which are located at Ardencote Manor Spa and Country Club. These courts are shown on Map 4.9.



Map 4.9: Squash Courts in Stratford-on-Avon District



### Squash Courts by community use availability in Stratford on Avon District





- 4.100. The overall supply of squash courts is summarised in Table 4.17. Glass-back courts are highlighted in bold. Community accessible courts are highlighted in orange.

**Table 4.17: Squash Courts in Stratford-on-Avon District**

SITE NAME	POST TOWN	POST CODE	FACILITY TYPE	FACILITY SUB TYPE	UNIT	NUMBER	ACCESS TYPE	OWNERSHIP TYPE	MANAGEMENT TYPE	YEAR BUILT	YEAR REFURBISHED
ARDENCOTE MANOR SPA & COUNTRY CLUB	Warwick	CV35 8LT	Squash Courts	Glass-backed	Courts	3	Registered Membership use	Commercial	Commercial Management	1981	2005
STRATFORD UPON AVON SPORTS CLUB	Stratford-upon-Avon	CV37 7LS	Squash Courts	Normal	Courts	3	Registered Membership use	Sports Club	Commercial Management	1982	2005
THE GREIG	Alcester	B49 6AD	Squash Courts	Normal	Courts	2	Pay and Play	Other	Trust	1958	n/a

### QUALITY - SQUASH COURTS IN STRATFORD-ON-AVON DISTRICT

- 4.101. Detailed quality assessments have been undertaken on a range of Stratford-on-Avon sports facilities in the District, including those operated by Everyone Active. These are provided in Appendix 2a-2d and are summarised in Table 4.3.
- 4.102. The quality of existing squash courts is generally of a 'reasonable' to 'good' standard; however, all courts are now ageing. The majority of courts were built in the early 1980's, so are now nearing 40 years of age. Those courts at Ardencote Manor and Stratford-upon-Avon Sports Club were refurbished in 2005. The oldest courts in the District are located at the Greig. They were built in 1958 and have not yet been refurbished.
- 4.103. There are no squash courts at sports facilities run by Stratford-on-Avon District Council.





### ACCESSIBILITY - SQUASH COURTS IN STRATFORD-ON-AVON DISTRICT

- 4.104. Geographical distribution of squash courts is summarised in Map 4.9; this illustrates that the existing squash courts are located in the North West, North East and central areas of the District.
- 4.105. Given the more specialist nature of squash, there is always likely to be fewer facilities than sports halls for example. The majority of squash is now played through private clubs or commercial facilities.

### AVAILABILITY - SQUASH COURTS IN STRATFORD-ON-AVON DISTRICT

- 4.106. There are 2 pay and play community accessible squash courts at The Greig. There are 6 commercially operated squash courts at Ardencote Manor and Stratford on Avon Sports Club; there are no courts on education sites.
- 4.107. There are no pay and play community accessible glass-back courts; the glass-backed courts are at Ardencote Manor Spa and Country Club.

### INDOOR BOWLS

#### QUANTITY - INDOOR BOWLS IN STRATFORD-ON-AVON DISTRICT

- 4.108. There are two indoor bowling facilities in the District.
- 4.109. Avon Valley Indoor Bowls Club, Banbury Road, Warwick has 5 rinks. The facility was built in 1976 and refurbished in 2015.
- 4.110. Welford on Avon Indoor Bowls Club has 6 rinks. The facility was built in 1996 and refurbished in 2005.
- 4.111. Both facilities are operated by clubs but do provide for some pay and play access.

#### QUALITY- INDOOR BOWLS IN STRATFORD-ON-AVON DISTRICT

- 4.112. Whilst one bowling club was built in the late 1970's and the other in the late 1990's, both facilities have been refurbished in the last 15 years.





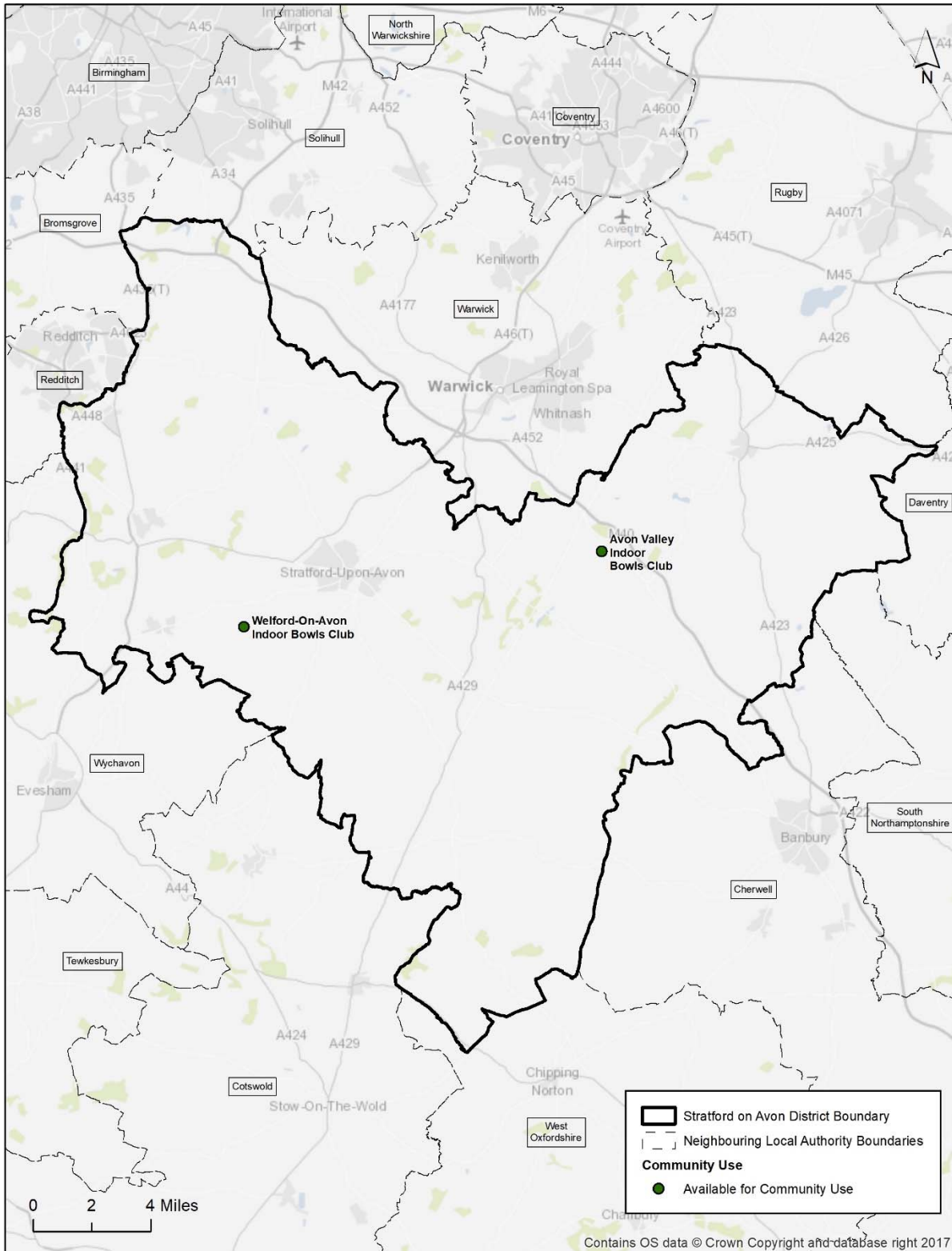
- 4.113. As such, both facilities are of good quality and provide a valuable resource for local people, many of whom are elderly, to meet, socialise and participate in bowling, which keeps them active.

#### ACCESSIBILITY - INDOOR BOWLS IN STRATFORD-ON-AVON DISTRICT

- 4.114. Map 4.10 shows the location of the indoor bowls facilities in Stratford-on-Avon District. These are the only purpose built indoor bowling facilities in the immediate area. Most bowlers prefer to travel by car to participate because equipment such as woods is heavy; it is therefore important for those without private transport to be able to access these facilities by public transport.



Map 4.10: Indoor Bowls Facilities, Stratford-on-Avon District



#### Indoor Bowls by community use availability in Stratford on Avon District







#### AVAILABILITY - INDOOR BOWLS IN STRATFORD-ON-AVON DISTRICT

- 4.115. The indoor bowls rinks are available for pay and play bookings as well as league and club use. The majority of use however tends to be from clubs.

#### INDOOR TENNIS

#### QUANTITY - INDOOR TENNIS IN STRATFORD-ON-AVON DISTRICT

- 4.116. There is one indoor tennis facility in the District, at Stratford-on-Avon Sports Club. This an airhall design, built in 2015.

#### QUALITY - INDOOR TENNIS IN STRATFORD-ON-AVON DISTRICT

- 4.117. The indoor tennis facilities are in very good condition, given they were built only 3 years ago.

#### ACCESSIBILITY - INDOOR TENNIS IN STRATFORD-ON-AVON DISTRICT

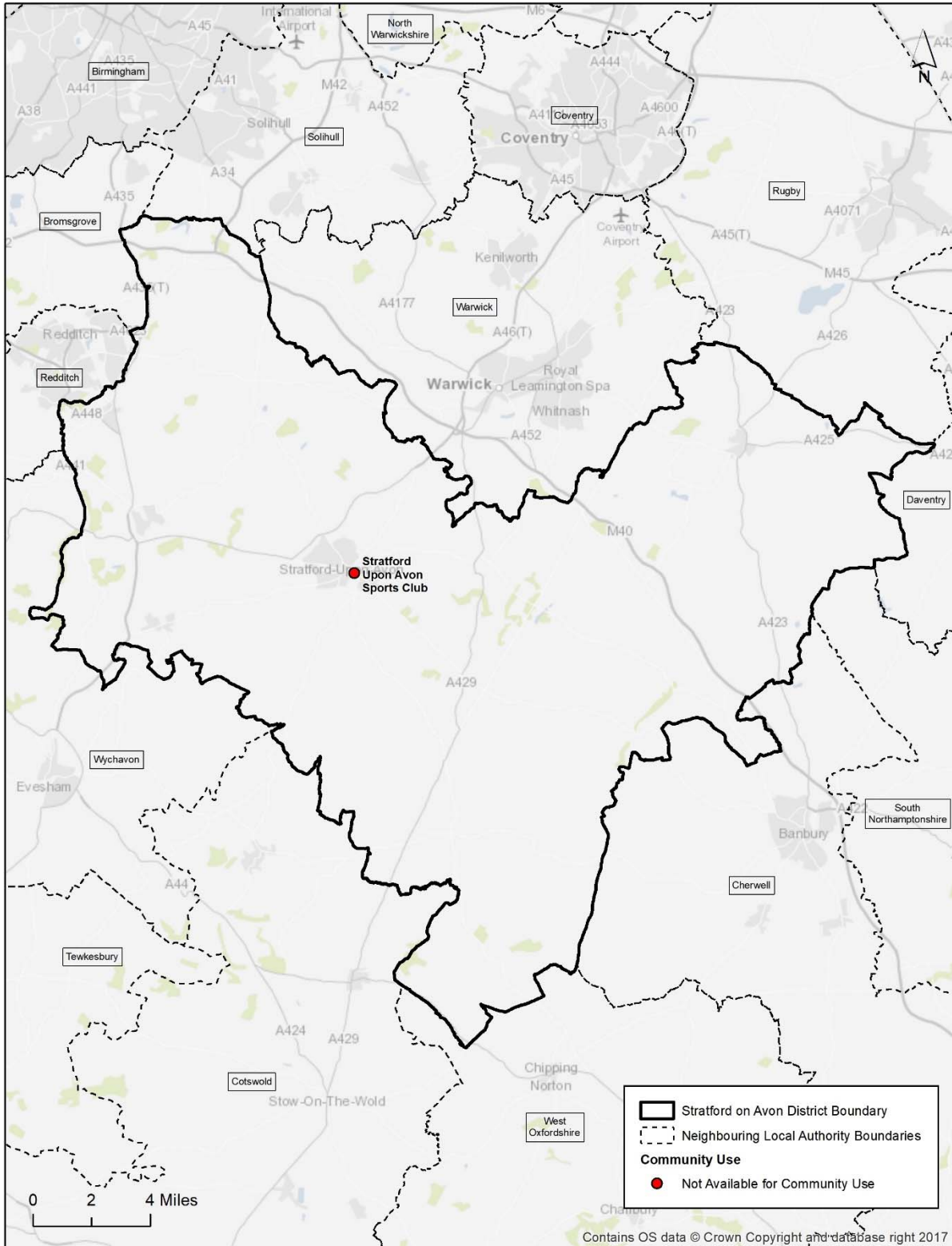
- 4.118. Map 4.11 shows the location of the indoor tennis facilities in Stratford-on-Avon District.
- 4.119. The indoor tennis facility is available for private lessons, coaching, league and club use. These are the only purpose built indoor courts in the immediate area.

#### AVAILABILITY - INDOOR TENNIS IN STRATFORD-ON-AVON DISTRICT

- 4.120. The indoor tennis facilities do not provide community pay and play access; access is through club membership only.



Map 4.11: Indoor Tennis Facilities, Stratford-on-Avon District



Indoor Tennis by community use availability in Stratford on Avon District







## GYMNASTICS AND TRAMPOLINING

4.121. Gymnastics is a very popular sport in the District, with several clubs, some of which also incorporate trampolining. Clubs include:

- **JNB Gymnastics Academy;**
- **Stratford-on-Avon Rockets; and**
- **Stratford-on-Avon Gymnastics Club.**

4.122. JNB Gymnastics Academy has its own purpose-built facilities at Pathlow, Stratford-on-Avon, and is the largest club in the District. Other clubs operate from a range of venues, on a bookings basis.

## QUANTITY - GYMNASTICS AND TRAMPOLINING FACILITIES IN STRATFORD-ON-AVON DISTRICT

4.123. There is one purpose-built gymnastics or trampolining facility in the District, owned and operated by the JNB Gymnastics Academy; other clubs use a number of different halls and venues.

## QUALITY - GYMNASTICS AND TRAMPOLINING FACILITIES IN STRATFORD-ON-AVON DISTRICT

4.124. Sports halls and other halls used as venues vary in quality (see Table 4.3).

## ACCESSIBILITY AND AVAILABILITY - GYMNASTICS AND TRAMPOLINING FACILITIES IN STRATFORD-ON-AVON DISTRICT

4.125. There is 1 existing purpose-built gymnastics and trampolining facility in the District, but this is predominantly used by the club that owns and operates it. Other clubs have to hire halls around the area, which can impact on their ability to grow and take on new members. However, British Gymnastics is not aware of any clubs planning to develop their own facilities, and JNB Gymnastics Academy has no plans for facility expansion at the moment.





## 5. STAGE C - SUMMARY FACILITY CONCLUSIONS

- 5.1 Stage C of ANOG brings together all the data detailed in Stage B. Based on the analysis undertaken, the summary conclusion for current and future provision of each facility type assessed in the District is set out below. This analysis also takes into account the Facility Planning Model (FPM) data provided by Sport England; this data is checked and challenged through the analysis process, based on local knowledge and research.

### SPORTS HALLS

#### CONSULTATION

#### SCHOOLS

- 5.2 All Primary and Secondary schools in Stratford-on-Avon District were contacted and asked to complete a survey about their existing sports facilities, their plans/aspirations for future provision, and the extent and nature of community use of the facilities. The survey response was low despite several reminders (see Appendix 5).
- 5.3 Some of the schools that responded either do not have a sports hall as they are primary/junior schools or are unable to provide more community access.



**Table 5.1: Summary of Schools' Consultation**

SCHOOL	INDOOR SPORTS FACILITY AVAILABLE ON SITE	WEEKDAY HOURS AVAILABLE FOR COMMUNITY USE	WEEKEND HOURS AVAILABLE FOR COMMUNITY USE	OCTOBER-MARCH		APRIL-SEPTEMBER		CLUBS ON SITE	AMBITION TO INCREASE COMMUNITY USE	MOST POPULAR SPORTS ON SITE	PLANS TO DEVELOP CURRENT FACILITIES	SPORT PROGRAMMES ON SITE	IS FACILITY AVAILABLE FOR INCREASED HOURS DURING SCHOOL HOLIDAY PERIODS?
				CURRENT USAGE OF FACILITY DURING COMMUNITY HOURS (ESTIMATED %)	% BLOCK BOOKING OF FACILITY (ESTIMATED % AGAINST CASUAL PAY AND PLAY US)	O CURRENT USAGE OF FACILITY DURING COMMUNITY HOURS (ESTIMATED %)	% BLOCK BOOKING OF FACILITY (ESTIMATED % AGAINST CASUAL PAY AND PLAY US)						
Shipston-on-Stour High School	Gymnasium	6-9pm	All day weekends	80%	70%	80%	70%	Fitness Dance, Pilates, TKD, Archery, Basketball, Athletics, Rugby, Football, Tennis, Hockey, Duke of Edinburgh, Holiday Multi Sports Camps	Yes, but need to improve facilities first	Fitness Dance, Pilates, TKD, Archery, Basketball, Athletics, Rugby, Football, Hockey	Yes, to improve the sports facilities at the school including a sports hall and an all-weather outdoor sports field is a priority. The school has close links with local sports clubs and many of them use the school to train. The aim to improve sports facilities is supported by the local communities and sports clubs, and any improvement will further enhance the links and benefit the local residents	Private and Council run multi sports holiday camps	Yes
	Hall	6-9pm	All day Saturday (Sunday is used for church services)	50%	40%	55%	45%						



SCHOOL	INDOOR SPORTS FACILITY AVAILABLE ON SITE	WEEKDAY HOURS AVAILABLE FOR COMMUNITY USE	WEEKEND HOURS AVAILABLE FOR COMMUNITY USE	OCTOBER-MARCH		APRIL-SEPTEMBER		CLUBS ON SITE	AMBITION TO INCREASE COMMUNITY USE	MOST POPULAR SPORTS ON SITE	PLANS TO DEVELOP CURRENT FACILITIES	SPORT PROGRAMMES ON SITE	IS FACILITY AVAILABLE FOR INCREASED HOURS DURING SCHOOL HOLIDAY PERIODS ?
				CURRENT USAGE OF FACILITY DURING COMMUNITY HOURS (ESTIMATED %)	% BLOCK BOOKING OF FACILITY (ESTIMATED % AGAINST CASUAL PAY AND PLAY US)	O CURRENT USAGE OF FACILITY DURING COMMUNITY HOURS (ESTIMATED %)	% BLOCK BOOKING OF FACILITY (ESTIMATED % AGAINST CASUAL PAY AND PLAY US)						
Bidford on Avon Primary School	The school does not have indoor sports facilities, but the school hall is used for lettings. It is used for Yoga one evening each week in term time and through the summer holidays, and also sometimes used for Children’s Sports Activity Clubs during school holidays.												
Bishopton Primary School Stratford-on-Avon	No indoor sports facilities on site, however there is a karate club currently using the assembly hall once a week and the school has had a request from a community sports club to use the assembly hall and playground during February half term. The schools currently has no funds to improve the facility.												
Coughton Primary School	No sports facilities on site.												
Kineton C of E Primary School	No sports facilities on site												



SCHOOL	INDOOR SPORTS FACILITY AVAILABLE ON SITE	WEEKDAY HOURS AVAILABLE FOR COMMUNITY USE	WEEKEND HOURS AVAILABLE FOR COMMUNITY USE	OCTOBER-MARCH		APRIL-SEPTEMBER		CLUBS ON SITE	AMBITION TO INCREASE COMMUNITY USE	MOST POPULAR SPORTS ON SITE	PLANS TO DEVELOP CURRENT FACILITIES	SPORT PROGRAMMES ON SITE	IS FACILITY AVAILABLE FOR INCREASED HOURS DURING SCHOOL HOLIDAY PERIODS?
				CURRENT USAGE OF FACILITY DURING COMMUNITY HOURS (ESTIMATED %)	% BLOCK BOOKING OF FACILITY (ESTIMATED % AGAINST CASUAL PAY AND PLAY US)	O CURRENT USAGE OF FACILITY DURING COMMUNITY HOURS (ESTIMATED %)	% BLOCK BOOKING OF FACILITY (ESTIMATED % AGAINST CASUAL PAY AND PLAY US)						
River House School Henley in Arden	Very small school with limited resources. There is a small hall but it is not available for public use. The outside area is managed by Henley Academy												
St Lawrence CE Primary School	No sports facilities on site												
St Mary's Catholic Primary School Henley in Arden	No sports facilities on site. The school has looked into hiring out their hall but it is too small and the roof is too low.												



SCHOOL	INDOOR SPORTS FACILITY AVAILABLE ON SITE	WEEKDAY HOURS AVAILABLE FOR COMMUNITY USE	WEEKEND HOURS AVAILABLE FOR COMMUNITY USE	OCTOBER-MARCH		APRIL-SEPTEMBER		CLUBS ON SITE	AMBITION TO INCREASE COMMUNITY USE	MOST POPULAR SPORTS ON SITE	PLANS TO DEVELOP CURRENT FACILITIES	SPORT PROGRAMMES ON SITE	IS FACILITY AVAILABLE FOR INCREASED HOURS DURING SCHOOL HOLIDAY PERIODS?
				CURRENT USAGE OF FACILITY DURING COMMUNITY HOURS (ESTIMATED %)	% BLOCK BOOKING OF FACILITY (ESTIMATED % AGAINST CASUAL PAY AND PLAY US)	O CURRENT USAGE OF FACILITY DURING COMMUNITY HOURS (ESTIMATED %)	% BLOCK BOOKING OF FACILITY (ESTIMATED % AGAINST CASUAL PAY AND PLAY US)						
Wilmcote Primary School	The school has no access to the community at present												

- 5.4 Shipston High School is very keen to develop sports facilities on site and to open these up for community use, which was borne out by the site visit and consultation. The school has a wall bar gym at present which really constrains their sport and physical activity curriculum, including after school activities, and the nature of participation. There is a Stratford-on-Avon District swimming pool and small fitness area adjacent to the site, so there is significant potential for a partnership with the existing operator to invest in and develop facilities for the benefit of the school and the wider community. Priorities would be a new -sports hall and fitness facilities.



## NATIONAL GOVERNING BODIES (NGBS)

- 5.5 Consultation was undertaken with National Governing Bodies (NGB's), to identify their views on the future need for sports hall provision in Stratford-on-Avon District. The views of NGBs who responded are included below. N.B All NGBs were contacted several times and asked for their input to this strategy.

**Table 5.2: Summary of National Governing Body Consultation – Sports Hall Sports**

NATIONAL GOVERNING BODY	CURRENT FOCUS/PRIORITIES	FUTURE FOCUS/PRIORITIES
BADMINTON ENGLAND	<p>WSP 2013-2017:</p> <p>The WSP vision: <b><i>Consistently develop Champions, get the nation playing badminton and create a buzz around the sport.</i></b></p> <p>Priorities were the following:</p> <ol style="list-style-type: none"> <li><b>1. Grow and improve the talent segment</b></li> <li><b>2. Significantly grow the 12 - 25 informal organised and club member markets</b></li> <li><b>3. Significantly grow the informal organised 26+ participation segment</b></li> <li><b>4. Stabilise and incrementally grow the 26+ casual participation segment</b></li> <li><b>5. Prepare the 26+ club member market for growth</b></li> </ol> <p>Badminton England National Facilities Strategy, 2012-2016. "Facilities are crucial to playing badminton, both for participants wanting to find a court at a time that suits them and to talented performers needing to do the requisite level of training. The quality of the design and the layout of a badminton facility has a big impact on a player's enjoyment of the game and their progress in the sport".</p> <p>There are two clubs in Stratford-upon-Avon and 2 clubs in Kineton a junior and senior in each town. All of them are affiliated to Badminton England. There is also an unaffiliated club in Stratford-upon-Avon and 2 in Shipston-On-Stour. Coaching courses in Warwickshire are traditionally delivered in Tile Hill, Coventry.</p>	<p>A bottom up approach to education and training needs, working with the County Association to plan and deliver a comprehensive menu of training opportunities that are relevant to the coach/volunteer/activator networks in the area.</p> <p>Work with Alveston Juniors to achieve Clubmark status and develop the badminton programme at the leisure centres. We work on a county wide basis and Stratford-upon-Avon will not be a hub area for Warwickshire but will make a contribution to this plan through the local clubs.</p> <p>Sport England's participation information tells us there are currently 2200 people participating regularly in the District with a further 1800 people highlighting a demand to play, a significant demand for the sport and particularly for access to facilities available for casual booking for either individual groups or clubs. Access to available facilities is the biggest limiting factor on our sport so this needs to be considered in the strategy.</p>





NATIONAL GOVERNING BODY	CURRENT FOCUS/PRIORITIES	FUTURE FOCUS/PRIORITIES
	<p>Alveston and Alveston Junior badminton clubs located in the area. Alveston Juniors badminton club is registered on the Clubmark programme and is currently working towards achieving this status, they are also linked closely to the Warwickshire County Junior Association through their mutual chairperson.</p> <p>Badminton England also works closely with the Stratford Leisure who are signed up to our Play Badminton programme via a national agreement with Everyone Active. Badminton England also works with Studley Leisure Centre under the same arrangement however, the centre is smaller and less active than Stratford. These are currently the main hubs of activity in the area. There are 3 active coaches in the District, 2 in Southam and one in Stratford-upon-Avon however there are a further 5 in Warwick and 6 in Leamington with some of these also being active in the District.</p>	
BASKETBALL ENGLAND	<p>Basketball England's Strategy launched in 2016 states:</p> <p>The aim is to create a single unifying vision for the sport in Britain underpinned by clear strategic objectives and accountabilities between the three home country associations, the Basketball Federation and their delivery partners.</p> <p>To improve basketball from grassroots to GB teams, by adopting a whole sport approach and working closely with the basketball communities.</p> <p>To create a collaborative culture with all partners to provide the environment required to achieve the vision.</p> <p>Leadership and culture - be recognised and respected both on and off the court, with independent and effective leadership and the right balance of skills, experience and diversity</p>	Stratford-on-Avon District is not a priority area





NATIONAL GOVERNING BODY	CURRENT FOCUS/PRIORITIES	FUTURE FOCUS/PRIORITIES
	<p>Awareness and profile - raise basketball's profile and increase public interest to attract a sustainable flow of income from a portfolio of commercial, broadcast and public sector partners who provide funding for investment into the sport.</p> <p>Opportunities to play the game - become the second largest and fastest growing team sport in Britain for both men and women, by strengthening the links between clubs, schools and local basketball programmes and promoting basketball's value in increasing the health and wellbeing of the nation.</p> <p>Talent development pathways - support effective investment in a 'whole sport' talent development system such that each generation of male and female players is better than its predecessors, supported by well-managed player pathways integrating home nation and GB programmes.</p> <p>Quality leagues and clubs - build sustainable, high-quality leagues with vibrant arenas and regular, professional media coverage that support the development of future senior GB players, drive commercial income and engage their communities.</p> <p>Successful GB Teams - Develop men's and women's GB teams, from under 16 to senior, qualifying for, and being competitive in, the final stages of FIBA international competitions</p>	
ENGLAND NETBALL	<p>In Stratford-on-Avon District there is the longstanding Stratford Netball League (SNL) that is currently struggling for facilities and has to play across two venues. There is also community provision at Stratford Leisure Centre one evening week and Stratford Thunderbirds - a thriving junior club with 100+ members who train at the Grammar School in Shottery.</p>	<p>It is a priority to support the Stratford Netball League as teams are dwindling.</p> <p>NGB met with Peter Coote regarding the development of Stratford Sports Club and Stratford Rec.</p> <p>There is an urgent need to upgrade the court surface at Stratford High School to support the continuation of the SNL, or to alternatively provide a new multi court site.</p>





NATIONAL GOVERNING BODY	CURRENT FOCUS/PRIORITIES	FUTURE FOCUS/PRIORITIES
		The 2 indoor courts at Stratford Leisure are not competition standard, and there is also a directive that requires 1 badminton court to be available to the public at all times hence prohibiting the hire of 2 netball courts at the same time.
TABLE TENNIS ENGLAND	No priorities in Stratford on Avon; current TTE priority areas in the Central part of the country are: Birmingham, Leicester, Nottingham, Stoke, Derby & Cambridge	Nothing specific to Stratford-on-Avon District. It would be lovely if table tennis is an option to consider when planning new facilities, particularly for outside space, where table tennis tables can be quickly erected outside and adding real value to the visitor experience.
VOLLEYBALL ENGLAND	No affiliated Volleyball activity in Stratford-on-Avon District. However, would fully support new facilities that are volleyball equipped.	Potential planned growth in the West Midlands over the next 4 years.

- 5.6 Based on the above feedback, it is clear there is further potential to develop participation in table tennis, badminton and also volleyball.
- 5.7 There is a need for increased pay and play access to badminton courts and improvements to court surfacing for netball, to re-invigorate the Stratford Netball League.

#### SUMMARY OF SPORTS HALL SPORTS CLUB VIEWS

- 5.8 A questionnaire was sent to all indoor sports clubs in the District in partnership with the Stratford-on-Avon District Council operator, Everyone Active; this was supplemented with follow up telephone consultations wherever possible, to ensure a representative response was received. Despite chasing several times, contacting clubs individually, and offering telephone consultation, there was a low response rate. A full summary of the Sports Club Survey is included at Appendix 4.
- 5.9 The majority of clubs responding to the survey are happy with their current facilities and provided positive responses when asked to rate the facilities on offer. Furthermore, the survey indicates that clubs in the area have grown in recent years and are projecting further growth in the future.





**Table 5.3: Summary of Sports Club Consultation – Sports Hall Sports**

CLUB	KEY ISSUE FOR CLUB
<b>TAEKWONDO UK (USE SPORTS HALL SPACE AT STRATFORD-UPON-AVON LEISURE CENTRE)</b>	<ul style="list-style-type: none"><li>• Taekwon-Do UK- “Sports that clash are often booked at the same time, ie a martial art class next to indoor football! floor is always filthy Equipment never prepared”.</li><li>• Taekwon-Do UK- “Hall set up as required, cleaned, A little more thought into what is being booked at the same time as other activities”.</li></ul>

## SPORT ENGLAND FACILITY PLANNING MODEL (FPM)

Strategic Leisure was provided with Sport England’s Facilities Planning Model National Run (December 2016 report, based on January 2016 National Run data) for sports hall provision in Stratford-on-Avon District.

### SPORTS HALLS

The Sport England FPM report sets out an assessment of the current situation regarding sports hall supply, based on a population of 122,654. The key findings are summarised below. The full report can be accessed at Appendix 6. This includes all details of the FPM parameters and assumptions/exclusions.

The overall conclusions of the FPM are that there is an over-supply of 12 badminton courts in the District, based on the data below, and unmet demand for 2.5 courts.

### SUPPLY

The Sport England Facilities Planning Model analysis for Stratford-on-Avon District identifies 14 sports halls (2 activity halls) across 11 sites in the District. This figure reflects the strategic size sports halls and a number of activity halls (2) which are on the same site as a sports hall with a minimum of 3 courts +. This means the FPM is modelled on 12 sports halls; of these 12 sports halls, 5 are only available for sports club use. Of the 2 activity halls included in the FPM modelling, 1 is only available for club use. The supply modelling undertaken earlier in Section 4 (Tables 4.5 and 4.7) is also based on 12 community accessible pay and play sports halls of which 7 offer pay and play use. Activity halls are assessed separately in Section 4.





The halls modelled in the FPM are those identified as being accessible to the community i.e. pay and play and club use (see Table 4.4 and Table 4.5) and take into account court availability. (Table 4.4 identifies all strategic sports halls, and therefore includes the 5 other halls, all on education sites, which are only accessible to sports clubs).

The FPM total supply of marked out courts equates to 55 courts; when opening times and peak periods are taken into account, this reduces to 44.50 courts or the equivalent of 12,148 visits per week in the peak period (vpwpp).

This may not specifically relate to the number of courts available but reflects the space available in each hall and what this equates to in equivalent court space in the peak period. The Sport England FPM model identifies peak time as follows for sports halls: Weekday: 9:00 to 10:00; 17:00 to 22:00; Saturday: 09:30 to 17:00; Sunday: 09:00 to 14:30, 17:00 to 19:30; Total: 45.5 hours in the peak period.

There is a higher level of sports hall provision in Stratford-on-Avon District at 4.52 courts per 10,000 residents, compared to the South-East region (4.4 courts), and England, where the average level of provision is 4.15 courts per 10,000 people. In comparison with the neighbouring authorities, Stratford-on-Avon District has more provision than Cherwell, Daventry, Redditch, Warwick, West Oxfordshire and Wychavon, but less than Bromsgrove, Cotswold, Rugby, Solihull and South Northamptonshire, based on this measure.

#### CURRENT DEMAND

The Sport England Facilities Planning Model (FPM) analysis identifies that the 2017 population (122,654) generates a demand for 32.01 courts and 6,991 visits per week during peak periods (vpwpp). (This is based on a comfort factor of 80%: above 80% usage a sports hall is too full to be used). The FPM identifies that with existing community accessible sports hall provision at 44.50 courts there is a current over-supply of sports halls in Stratford-on-Avon, against demand, of around 12.49 courts. This equates to 3 sports halls, with 4 courts.

However, the research, consultation and assessment undertaken for this strategy identifies the following issues that need to be balanced against this over-supply, in considering the future:

Five of the sports halls are on school sites and only provide for sports club use; a further three strategic size sports halls are on school sites, so although they provide for pay and play access, this is limited, to out of school hours. Four sports halls at Meon Vale, the Grieg, Stratford Leisure Centre and Studley Leisure Centre (total 16 courts) are accessible to the community during the day, because other sports halls are on education sites, and unavailable in school time.





There are no formal Community Use Agreements (CUAs) on these sports halls.

Several of the sports halls in Stratford-on-Avon are ageing; these include Stratford-on-Avon Leisure Centre (built 1975, but refurbished in 2015), and the Grieg (built 1958), and has not been refurbished. Studley Leisure Centre built in 2002 is 15 years old. Other sports halls are built in the last 10 years and are therefore more modern.

Mobility is generally good across the area (12% of the population has no access to a car; this is half the average level in the UK). However, despite the high car ownership levels, the provision of sports halls needs to reflect varying levels of accessibility across the community

Population growth in the area will increase demand for sports hall provision and therefore the apparent over-supply will in reality be less by 2035.

Currently, 92.20% (6,443 vpwpp) of all demand for sports hall provision in Stratford-on-Avon District is met; this is higher than the English average (90.50%).

The majority of this satisfied demand consists of visits made by car, (88.24%). 88% of all visits to sports halls by Stratford-on-Avon District residents were by car in 2017, with 9% of visits by walkers and 3% by public transport. Of the demand retained in Stratford-on-Avon District, 74.10% of this, or 4,775 vpwpp is met. Exported demand equates to 1,668 vpwpp, or 25.90% of demand.

The level of total demand for sports halls from Stratford-on-Avon District residents being satisfied/met is not surprising given the supply and demand balance findings. Nine out of 10 visits to a sports hall can be met by provision either in or outside the District. There is also over 90% of total demand being met in all the neighbouring authorities. Again, not surprising given the positive balance of sports halls provision in the neighbouring authorities.

74% of the total 92% of the Stratford-on-Avon District demand for sports which is met/satisfied, is by Stratford-on-Avon District residents using a sports hall located in the District, as this is the closest facility to them. So, the location and catchment area of the sports hall sites in the District are well placed in relation to the location of the residents, to meet their demand for sports hall provision.

Just under 26%, (or 1,688 vpwpp) of demand is unmet by the current provision of community accessible sports halls. This equates to 2.51 courts i.e. just over half of one 4 court sports hall.

It is thought that this demand is unmet for two reasons; firstly, existing sports halls lack capacity (0.50% of demand cannot be met because existing sports halls lack capacity), and secondly, people live outside the catchment area of an existing sports hall (99.5%).



Table 5.4 summarises the analysis described in the paragraphs above.

**Table 5.4: Summary of 2017 Supply and Demand Analysis**

2016 DEMAND FOR COURTS	2016 SUPPLY OF COURTS	SURPLUS (+)/ DEFICIENCY (-) OF COURTS	VISITS PER WEEK IN THE PEAK PERIOD (VPWPP) DEMANDED BY CURRENT POPULATION	VISITS PER WEEK IN THE PEAK PERIOD (VPWPP) SATISFIED	VISITS PER WEEK IN THE PEAK PERIOD (VPWPP) UNSATISFIED	DEMAND MET IN STRATFORD- ON-AVON	DEMAND UNMET IN STRATFORD- ON-AVON
32.01	44.50	<b>+12.49</b>	6,991	6,443	548	92.2%	<b>7.8%</b>

There are low levels of unmet demand across the District (7.8% of total demand), although as shown on Map 4.4 the areas outside a 20-minute drive time of a pay and play accessible sports hall are in the extreme North, and North West and South areas of Stratford-on-Avon District; however, overall the level of unsatisfied demand is extremely low. The major reason for the unmet demand is inability to access provision because residents are outside a catchment area; this is where access to more local multi-purpose hall space could address a need. Those in the North may find it easier to access a sports hall in Solihull or Warwick, and Redditch in the West.

Although the overall population is mobile, and able to drive to alternative provision, it is the people without cars (12% of the population), who may be elderly, and possibly living in areas of deprivation who are the real concern, as they may not be able to access facilities, and therefore this impacts on ability to participate in sport and physical activity and therefore potentially, their health. However, there is no one area in the District which has a particularly high level of unmet demand.

The used capacity of the existing sports halls is interesting; used capacity averages at 49%, well within the Sport England benchmark measure of the halls full comfort level of 80% of capacity used in the weekly peak period. Stratford-on-Avon Leisure Centre has an estimated used capacity of 56% in the peak periods and because it is a larger hall, it actually has more available capacity than any other hall in the District.

The nature of access to education sports halls varies considerably in terms of facility availability, opening hours and whether the school seeks bookings or waits for request.

20% of all use of sports halls in the District is imported, i.e. it is from residents coming from outside the District. This is not surprising given the high average levels of car ownership across both Stratford-on-Avon District, and neighbouring Local Authorities.



**Table 5.5: Used Capacity of Sports halls (strategic size) in Stratford-on-Avon District (based on 2016 FPM Report)**

NAME OF FACILITY	TYPE	NO OF COURTS	YEAR BUILT	YEAR REFURBED	% OF CAPACITY USED	% OF CAPACITY NOT USED	CAR % DEMAND	PUBLIC TRANS % DEMAND	WALK % DEMAND
STRATFORD-ON-AVON			1990		<b>49%</b>	<b>51%</b>	<b>87%</b>	<b>4%</b>	<b>9%</b>
ALCESTER GRAMMAR SCHOOL	Main	4	2005		<b>41%</b>	59%	88%	3%	9%
KINETON HIGH SCHOOL SPORTS COLLEGE	Main	4	1980		<b>26%</b>	74%	92%	2%	6%
KINETON HIGH SCHOOL SPORTS COLLEGE	Main		1980						
KING EDWARD VI SCHOOL	Main	4	1990		<b>43%</b>	57%	81%	5%	14%
KING EDWARD VI SCHOOL	Activity Hall		1990						
MEON VALE LEISURE CENTRE	Main	4	2014		<b>72%</b>	28%	97%	2%	1%
SOUTHAM COLLEGE	Main	4	1960	2000	<b>74%</b>	26%	85%	3%	12%
SOUTHAM COLLEGE	Activity Hall		1960	2000					
STRATFORD LEISURE CENTRE	Main	8	1975		<b>56%</b>	44%	87%	5%	8%
STRATFORD-UPON-AVON SCHOOL COMMUNITY SPORTS CENTRE	Main	4	2002		<b>48%</b>	52%	79%	5%	16%
STUDLEY LEISURE CENTRE	Main	4	2002		<b>100%</b>	0%	86%	6%	8%
THE GREIG	Main	3	1958	2006	<b>60%</b>	40%	83%	3%	14%
WARWICKSHIRE COLLEGE (HENLEY-IN-ARDEN CAMPUS)	Main	4	2009		<b>43%</b>	57%	89%	4%	7%
WARWICKSHIRE COLLEGE (MORETON MORRELL CAMPUS)	Main	3	1990		<b>30%</b>	70%	94%	2%	4%

Table 5.5 shows (in bold font, column 6) the used capacity at each facility. Stratford-on-Avon Leisure is operating at 56% of available capacity; this is an ageing sports hall (opened 1975, so 42 years old, but refurbished in 2015). Studley Leisure Centre operates at 100% of available capacity, Meon Valley Leisure Centre (built 2015) at 72% and Southam College at 74%.





Of the remaining sports hall facilities, all are operating at well below the Sport England comfort level of 80%.

This suggests that there is some available capacity in existing sports halls, which could assist in meeting existing unmet and increased future demand. Equally, optimising the use of community and village halls could provide a means of increasing overall hall capacity, to meet future demand for provision.

Future population growth will increase demand for sports halls; given the existing over-supply of sports halls it is likely that some of this can be accommodated within existing provision. However, the age of some existing provision remains an issue.

5.10 Table 5.6 summarises the overall supply and demand analysis for sports halls in the District.

**Table 5.6: Summary Analysis – Sports Hall Supply and Demand**

FACILITY TYPE	ASSESSMENT FINDINGS
SPORTS HALLS	
QUANTITY	<ul style="list-style-type: none"><li>• There are 14 halls in the District, over 11 sites (sports halls and activity halls)</li><li>• 12 of these are strategic sized sports halls i.e. 3 courts +; 5 offer community access, and 7 offer pay and play community access</li><li>• NGBs and local sports clubs do not raise any specific needs, other than improved surfaces at Stratford High School for netball, improved access to badminton courts, and the potential to further develop volleyball and outdoor table tennis. The need for improved booking schedules is raised regarding Stratford-on-Avon Leisure Centre.</li><li>• Two schools, Shipston-on-Stour High School, and Southam College are considering the potential to open up more access for community use; only one of these schools responded to the consultation, but both had site visits as part of this assessment'. Southam College already has significant indoor and outdoor sports facilities but wishes to develop a new sports hall as the existing facility is ageing and in an average condition. It is also too small to accommodate the full range of sports hall sports.</li><li>• There is already some sport and physical activity being delivered in village and community halls across the District; there is opportunity to increase awareness of this and to extend it, particularly where there are halls available, but no pay and play community access (21 of the 22 halls offer some form of community access exists, but only 1 provides pay and play access)</li></ul>





FACILITY TYPE	ASSESSMENT FINDINGS
	<ul style="list-style-type: none"><li>• The FPM identifies an over-supply of sports halls in the District of the equivalent of 12.49 courts, or just over three 4 court sports halls</li><li>• Given there is 49% average used capacity in existing sports halls across the District, there is some capacity in existing facilities to meet existing unmet demand (2.51 courts) and increased future demand as a consequence of population growth. It is important to highlight that Studley Leisure Centre (offering community pay and play, and accessible in the day time) is operating at 100% of used capacity; most of the other sports halls operate at a lower used capacity than this, except Meon Valley Leisure Centre (built 2015) at 72% and Southam College at 74%.</li></ul> <p>FUTURE DEMAND</p> <ul style="list-style-type: none"><li>• The Sport England Facility Planning Model (FPM) analysis undertaken does not identify future demand. The population of Stratford-on-Avon District will increase by 31,500 residents to 2035, based on both ONS projections and new housing development through the adopted Core Strategy. Overall, this equates to a total population of 154,500 by 2031. It is important to stress that a significant amount of new housing is already in development or has already been built (3,500 homes). It is also likely that some further new housing will be built beyond the plan period - 2,690 dwellings projected (<b>Source: Stratford-upon-Avon District Council Housing Trajectory March 2017</b>). Based on this situation, the population base used to assess future demand is 31,500.</li><li>• Using the Sport England Facility Calculator (SFC), it is possible to estimate overall future demand for provision of sports halls, swimming pools and indoor bowls rinks, based on this population increase.</li><li>• Using the SFC provides a quantitative estimate of future need, but unlike the FPM the SFC model analysis does not identify specific locations for future provision. That needs to be informed by the nature and location of future housing development (where locations are known), local geography and accessibility, and critically the location of existing facilities. This is because future demand may have the potential to be addressed through the extension or refurbishment of existing facilities, as well as new build. However, in the absence of any other future demand calculator, the SFC provides an indicator of the level of future infrastructure requirements.</li><li>• Future demand will also need to reflect the current supply and demand analysis. Clearly, if there is under-supply of a specific facility type now, the level of undersupply is going to increase by 2035, given population growth and increased levels of participation.</li><li>• The SFC for Stratford-on-Avon District identifies a future facility demand (Table 5.7), based on an overall population increase of 31,500, as a result of new housing development:</li></ul>



FACILITY TYPE	ASSESSMENT FINDINGS			
	Table 5.7: Future Facility Demand (2035) – Stratford-on-Avon District			
	FACILITY TYPE	UNIT	FACILITY	ADDITIONAL VPWPP
	SPORTS HALL	8.38 Badminton Courts	2.08 x 4 Badminton Court Sports Halls	1,829
	<ul style="list-style-type: none"><li>Using the SFC, the future demand for sports halls and badminton courts generated by 31,500 additional residents is 2.09 sports halls, equivalent to 8.38 courts. This gives an indication of overall future need.</li><li>Taking the existing over provision into account (+12.49 courts), if no new sports halls are built, or additional hours are accessed in the existing provision the current supply is sufficient to meet future need (8.38), and the current unmet demand of 2.51 courts.</li><li>It is important to highlight that given the level of future demand for sports halls, none of the existing provision should be lost; it could be replaced/re-located, but not reduced, given that there are 7 community accessible sports halls (pay and play) in Stratford-on-Avon District, but only four of these are available during the day (total 16 courts). A further option would be to open up more access at existing education sites.</li></ul>			
QUALITY	<ul style="list-style-type: none"><li>One of the main issues to address moving forward is facility quality; this can impact on whether people want to use facilities</li><li>Some of the sports halls in Stratford-on-Avon District are ageing; Stratford-on-Avon Leisure Centre was refurbished in 2015, but the Grieg has not been refurbished and was built in 1958. All existing sports halls are fit for purpose.</li></ul>			
ACCESSIBILITY	<ul style="list-style-type: none"><li>Geographically, strategic size sports halls are well distributed across the District.</li><li>3 sports halls are of strategic size and provide for pay and play access; the majority of District residents have access to these facilities, within a 20-minute drivetime. The exceptions are the extreme North, North West, along the borders with Redditch, Solihull and Warwick, and South of the District, along the border with West Oxfordshire.</li><li>Overall, there is low unmet demand across the District for sports halls, totalling 2.51 courts. There is scope to meet this need within existing provision, if 100% of residents lived within the 20-minute catchment area of a community accessible sports hall.</li><li>There are 22 activity halls, of which 1 offers pay and play community access; 20 tend to be used by organisations</li></ul>			





FACILITY TYPE	ASSESSMENT FINDINGS
	<ul style="list-style-type: none"><li>The main issues to address moving forward are accessibility (to increase access to existing education facilities); 12% of the local population do not have access to a car, so provision in informal places and spaces at local level, where sports hall sports and activities can take place is also important to further increase participation and contribute to healthier lifestyles</li></ul>
AVAILABILITY	<ul style="list-style-type: none"><li>The majority of the strategic size halls are on education sites with limited daytime access; there are no formal CUAs in place</li><li>The limited daytime including access to sports hall provision highlights the importance of the community and activity halls (1 available for pay and play access) which are available during the day, particularly for the older population, or those without private transport</li><li>Only 34 of the 12 strategic size halls are accessible in the daytime- The Greig, Stratford-on-Avon Leisure Centre and Meon Vale Leisure Centre; two ageing facilities, one of which has not been refurbished (Studley Leisure Centre)</li></ul>

## SWIMMING POOLS

### CONSULTATION

### SCHOOLS' SURVEY

5.11 The schools' survey did not highlight any issues concerning swimming pools in the District.

### NATIONAL GOVERNING BODIES (NGBS)

5.12 Consultation was undertaken with National Governing Bodies (NGB's), to identify their views on the need for swimming pool provision in Stratford-on-Avon District. The views of the Amateur Swimming Association (ASA) are summarised in Table 5.8.



**Table 5.8: Summary of National Governing Body Consultation – Aquatic Activities**

NATIONAL GOVERNING BODY	CURRENT FOCUS/PRIORITIES	FUTURE FOCUS/PRIORITIES
<b>AMATEUR SWIMMING ASSOCIATION (ASA)</b>	Currently have a number of swimming clubs that utilise the facilities within Stratford-on-Avon District, therefore suitable provision is essential for the delivery of swimming within the area.	<p>No specific plans for the area. Data from Sport England that evidences the current supply of water within Stratford meets the demand for usage within the District. Facilities have recently been refurbished and a good level of provision is evident:</p> <p>Supply – Swimming pool provision (sqm) scaled to take account of hours available for community use – 1,607</p> <p>Demand – Swimming pool provision (sqm) taking into account a 'comfort' factor – 1,246.43</p> <p>Provision available compared to the minimum required to meet demand – 360.57</p>

## SUMMARY OF AQUATIC SPORTS CLUBS VIEWS

5.13 Stratford-on-Avon British Sub Aqua Club and Cherwell Canoe Club responded to the consultation. Their key issues are summarised in Table 5.9.

**Table 5.9: Summary of Sports Club Consultation – Aquatic Sports**

CLUB	KEY ISSUE FOR CLUB
<b>STRATFORD-ON-AVON BSAC</b>	<p><i>"Limited space for our equipment, not planned for in recent refurbishment. Pool side tiling has too much slope and potentially dangerous. Cold air curtain very 'chilling' when exiting pool area."</i></p> <p><i>"No immediate change (in pool requirements), so long as pool charges stay within cost of living index"</i></p>
<b>CHERWELL CANOE CLUB</b>	<p><i>"Value for money could be improved by not insisting on a lifeguard. Our governing body recommends not having a lifeguard but the pool management insist on it which pushes the cost up"</i></p> <p><i>"Whenever there are issues with the pool we don't get told until we turn up. When it snows for example we all get there from a long way away but the pool gets closed due to shortage of staff. We should be told before we travel!"</i></p> <p><i>"We would benefit from an additional pool slot that doesn't finish so late at night."</i></p>



## SPORT ENGLAND FACILITY PLANNING MODEL

The Sport England FPM report sets out an assessment of the current situation regarding swimming pool sports hall supply, based on a population of 122,654. The key findings are summarised below. The full report can be accessed at Appendix 7. This includes all details of the FPM parameters and assumptions/exclusions.

The overall conclusions of the FPM are that there is an over-supply of swimming pools in the District, based on the data below.


### SUPPLY

The Sport England Facilities Planning Model analysis for Stratford-on-Avon District identifies 8 pools across 7 sites in the District. This figure reflects the strategic size swimming pools i.e. 160 sqm+. This means the FPM excludes the small pools at Ardencote Manor Hotel, Stratford Manor, the Club and Spa at Billesley Manor Hotel, the Welcombe Spa, Broom Swim School, Club at Ettington Chase, Club Moativation, and Kineton High School (lido).

The FPM includes the pools at The Club and Spa Walton Hall, Vital health and Well-Being (Alveston Manor), and the Wildmoor Spa and Health Club). Whilst there will be some residents in the Stratford-on-Avon District who are members of these facilities, they are not community accessible pools, as membership is required. Therefore, the level of over supply calculated for the District may actually be lower than stated.

The total supply of water space equates to 1,698 sqm; when opening times and peak periods are taken into account, this reduces to 1,607 sqm, or the equivalent of 13,933 visits per week in the peak period (vpwpp).

This may not specifically relate to the amount of water space available, but reflects the space available in each pool, and what this equates to in equivalent water space in peak time. The Sport England FPM model identifies peak time as follows for swimming pools: Weekday: 12:00 to 13:30, 16:00 to 22:00; Saturday: 09:00 to 16:00; Sunday: 09:00 to 16:30; Total 52 hours in the peak period.

There is a higher level of swimming pool provision in Stratford-on-Avon District at 13.84 square metres per 1,000 residents when compared to the regional average of 13 square metres and England as a whole, where the average level of provision is 12.4 square metres. In comparison with the neighbouring authorities, Stratford-on-Avon District has an average supply based on this measure. The highest is Solihull at 17.03 sqm, followed by Cotswold District with 17 sqm, Rugby Borough with 15.42 sqm and West Oxfordshire District with 15.1 sqm of water space per 1,000 population.  Daventry Borough has the lowest level of water provision per 1000 people at 4.97.



## CURRENT DEMAND

The Sport England Facilities Planning Model (FPM) analysis identifies that the 2016 population (122,654) generates a demand for 1,246.43 sqm of water space and 7,511 visits per week during peak periods (vpwpp). This is based on a comfort factor of 70%: above 70% usage a swimming pool is too full to be used). Clearly, with current community accessible swimming pool provision at 1,607 sqm of water space, there is an over-supply of pools in Stratford-on-Avon District of around 360.57 sqm of water space. This is equivalent to a 6-lane x 25m pool (300 – 375 sqm of water space, depending on lane width).

Currently, 91.5% (6,875 vpwpp) of all demand for swimming provision in Stratford-on-Avon District is met; this is just lower than the English average (91.6%). The majority of this satisfied demand consists of visits made by car, (89.06%), higher than the national average of 75%.

Of the demand retained in Stratford-on-Avon District, 75.70% of this, or 5,205 vpwpp is met. Exported demand equates to 1,670 vpwpp, or 24.30%. This is relatively low and suggests that for the majority of Stratford-on-Avon District residents, the nearest pool to where they live is located within the District.

As stated above, the percentage the percentage of demand satisfied by car users (89.06%) is higher than the England average (74.53%). This reflects the fact that Stratford-on-Avon District has high levels of car ownership at around 88%. Additionally, 7.60% walk (20 minutes/1-mile walk to facility) and 3.36% travel by public transport (15 minutes to facility).

The reason there are high percentages of satisfied demand is because of the positive balance of water space across both Stratford-on-Avon District and neighbouring Authorities. There is a very high level of satisfied demand in all the neighbouring Authorities at over 90% of total demand in most Authorities, which reflects the high provision of pools. Supply is above the national average in eight Authorities and above the regional average in six Authorities.

8.50%, (or 636 vpwpp) of demand is unmet by the current provision of community accessible swimming pools. This equates to 106 sqm of water space, i.e. just half a 4-lane x 25m pool (212- 250 sqm, depending on lane width)

It is thought that this demand is unmet for two reasons; firstly, some existing swimming pools lack capacity (2.20% of demand cannot be met for this reason), and secondly, people without private transport, who live outside the catchment area of an existing swimming pool (97.8%). This confirms the significance of the 12% of the population with no car. Highest unmet demand for swimming pools, based on the FPM is to West of the District.

Table 5.10 summarises the analysis described in paragraphs above.



**Table 5.10: Summary of 2017 Supply and Demand Analysis**

2016 DEMAND FOR POOLS SQM	2016 SUPPLY OF POOLS SQM	OVER SUPPLY (+) / UNDER SUPPLY (-) OF POOLS	VISITS PER WEEK IN THE PEAK PERIOD (VPWPP) DEMANDED BY CURRENT POPULATION	VISITS PER WEEK IN THE PEAK PERIOD (VPWPP) SATISFIED	VISITS PER WEEK IN THE PEAK PERIOD (VPWPP) UNSATISFIED	DEMAND MET IN THE DISTRICT %	DEMAND UNMET IN THE DISTRICT %
1,246.43	1,607	+360.57	7511	6,875	636	91.5	8.5

Although the overall population is exceptionally mobile and able to drive to alternative provision, it is the people without cars: the elderly, and those living in areas of deprivation who are the real concern, as they may not be able to access facilities and this impacts on their ability to participate in sport and physical activity and as such impacts negatively on their health.

The used capacity of the existing swimming pools is interesting; used capacity averages at 47.7%, which is below the Sport England comfort factor of 70%. Studley Leisure Centre is estimated to be at 100% of its capacity used at peak times. The pool is located in the North West of the Authority area and there are quite high levels of unmet demand in the neighbouring Authorities of Bromsgrove and Redditch.

**Table 5.11: Used Capacity of Swimming Pools (strategic size) in Stratford-on-Avon District (based on 2016 FPM Report)**

NAME OF FACILITY	TYPE	YEAR REFURBED	PUBLIC/COMM	% OF AVAILABLE CAPACITY USED	% OF CAPACITY NOT USED
STRATFORD ON AVON DISTRICT OVERALL				48%	52%
SHIPSTON LEISURE CENTRE	Main / General		P	35%	65%
SOUTHAM LEISURE CENTRE	Main / General	2004	P	47%	53%
STRATFORD LEISURE CENTRE	Main / General	2015	P	69%	31%
STRATFORD LEISURE CENTRE	Learner / Teaching / Training				
STUDLEY LEISURE CENTRE	Main/General	2002	P	100%	0%
THE CLUB AND SPA AT THE WALTON HALL HOTEL	Leisure Pool	2011	C	22%	78%
VITAL HEALTH & WELLBEING (ALVESTON MANOR)	Main / General		C	32%	68%
WILDMOOR SPA & HEALTH CLUB	Main / General		C	26%	744%



Table 5.11 shows (in bold font) the used capacity at each facility. Stratford-on-Avon Leisure Centre operates at 69% of available capacity, which is not surprising as it is one of five pay and play accessible swimming pools in the District.

Future population growth will increase demand for swimming pools; the current over-supply of water space will help to address future need and therefore, there is no need to consider additional provision at this time.

5.14 Table 5.12 summarises the overall supply and demand analysis for swimming pools in the District.

**Table 5.12: Summary Analysis – Swimming Pool Supply and Demand**

FACILITY TYPE	ASSESSMENT FINDINGS
<b>SWIMMING POOLS</b>	
<b>QUANTITY</b>	<ul style="list-style-type: none"> <li>There is a total of 17 swimming pools in the District, located over 15 sites (main pools, learner pools, leisure pools, lidos)</li> <li>5 pools are strategic sized swimming pools i.e. 160 sqm +</li> <li>5 pools (4 main, 1 learner), provide community pay and play access; 11 pools are commercial facilities (predominantly facilities in hotels/spas) requiring membership for access. One lido is operated on a seasonal basis by a community school.</li> <li>The FPM identifies an over-supply of water space in the District, +360.57 sqm of water space. This is equivalent to a 6-lane x 25m pool (300 – 375 sqm of water space, depending on lane width).</li> </ul> <p><b>FUTURE DEMAND</b></p> <ul style="list-style-type: none"> <li>The Sport England Facility Planning Model (FPM) analysis undertaken does not identify future demand. The population of Stratford-on-Avon District will increase by 31,500 residents to 2035, based on both ONS projections and new housing development (through the adopted Core Strategy 2016). Overall, this equates to a total population of 154,5500 by 2035. It is important to stress that a significant amount of new housing is already in development or has already been built (3,500 homes). It is also likely that some further new housing will be built beyond the plan period 2690 dwelling projected (<b>Source: Stratford -upon-Avon District Council Housing Trajectory March 2-17</b>). Based on this situation, the population base used to assess future demand is 31,500.</li> <li>Using the Sport England Facility Calculator (SFC), it is possible to estimate overall future demand for provision of sports halls, swimming pools and indoor bowls rinks, based on this population increase i.e. 31,500.</li> </ul>



FACILITY TYPE	ASSESSMENT FINDINGS								
SWIMMING POOLS									
	<ul style="list-style-type: none"><li>Using the SFC provides a quantitative estimate of future need, but unlike the FPM the SFC model analysis does not identify specific locations for future provision. That needs to be informed by the nature and location of future housing development (where locations are known), local geography and accessibility, and critically the location of existing facilities. This is because future demand may have the potential to be addressed through facility extension, or refurbishment, as well as new build. However, in the absence of any other future demand calculator, the SFC provides an indicator of the level of future provision needed.</li><li>Future demand will also need to reflect the current supply and demand analysis. Clearly, if there is under-supply of a specific facility type now, the level of undersupply is going to increase by 2035, given population growth and increased levels of participation.</li><li>The SFC for Stratford-on-Avon District identifies the future facility demand (Table 5.13), based on an overall population increase of 31,500, as a result of new housing development, population growth (2014 ONS mid-year estimates) growth.</li></ul>								
	<p><b>Table 5.13: Future Facility Demand (2035) – Stratford-on-Avon District</b></p> <table><tr><th>FACILITY TYPE</th><th>UNIT</th><th>FACILITY</th><th>ADDITIONAL VPWPP</th></tr><tr><td>SWIMMING POOL</td><td>314.47 sqm (5.92 lanes)</td><td>1.48 pools (4 lane x 25m)</td><td>1,894</td></tr></table>	FACILITY TYPE	UNIT	FACILITY	ADDITIONAL VPWPP	SWIMMING POOL	314.47 sqm (5.92 lanes)	1.48 pools (4 lane x 25m)	1,894
	FACILITY TYPE	UNIT	FACILITY	ADDITIONAL VPWPP					
	SWIMMING POOL	314.47 sqm (5.92 lanes)	1.48 pools (4 lane x 25m)	1,894					
	<ul style="list-style-type: none"><li>Using the SFC, the future demand for swimming pools generated by additional residents is 1.48 swimming pools (4 lane x 25m, pool), equivalent to 314.47 sqm.</li><li>Based on the FPM analysis that there is a current over-supply of water space of +360.57 sqm, the additional demand identified to 2035 can be accommodated within existing swimming pool capacity.</li><li>There is current unmet demand of 106 sqm, equivalent to half a 4-lane x 25m pool. However, there is currently unused capacity in all community accessible pay and play pools, except Studley, so this demand could be accommodated if people lived within the catchment area of a pool. It is this factor, not the lack of water space that results in unmet demand.</li></ul>								
QUALITY	<ul style="list-style-type: none"><li>The quality of swimming pools varies across the District but there are generally of good quality. The oldest pool in the District is Studley Leisure Centre, built in 1971. The pool is in good condition but is now 46 years old. The facility was refurbished in 2002, 15 years ago. There will be a need to consider a further refurbishment/replacement of this facility given its age, in the longer term.</li></ul>								





FACILITY TYPE	ASSESSMENT FINDINGS
<b>SWIMMING POOLS</b>	
	<ul style="list-style-type: none"><li>• Stratford-on-Avon Leisure Centre was built in 1975, so is 42 years old, but had a major refurbishment in 2015. Shipston-on-Stour Pool was built in 2005 (not yet refurbished), and Southam in 1988 (refurbished in 2004).</li><li>• Apart from the Stratford-on-Avon District Council pools, the majority of the pools in the District were built in the late 1980's / 1990's/ early 2000's. Overall, the commercially owned and operated pools tend to be newer than those in the public sector.</li></ul>
<b>ACCESSIBILITY</b>	<ul style="list-style-type: none"><li>• The majority of District residents have access to the pay and play swimming pools, within a 20-minute drivetime. The exceptions are those residents in the extreme North and North East who are outside the 20-minute catchment area for a Stratford-on-Avon District Council pool but may be able to access facilities in neighbouring Redditch, Bromsgrove, Warwick and Solihull. Those in the South and Eastern areas of the District, living outside a drivetime catchment area may be able to access facilities in Cherwell. Those to the South West and East may be able to access facilities in neighbouring Wychavon or Cotswold Districts. It is residents without a car, and without access to public transport who will have most difficulty accessing a pool.</li></ul>
<b>AVAILABILITY</b>	<ul style="list-style-type: none"><li>• 5 pools are available for daytime use (Stratford-on-Avon Leisure Centre (has 2 pools), Studley, Shipston-on-Stour and Southam Leisure Centres). Of the 5 pools, 4 main pools, and 1 learner pool are community pay and play accessible facilities, 100% of the time.</li><li>• The Studley Leisure Centre pool operates at very close to capacity, as do the Stratford Leisure Centre pools.</li><li>• There is potentially some existing capacity at Southam and Shipston-on-Stour Leisure Centres.</li><li>• Future demand for swimming pools as a result of projected population growth equates to 1 x 6 lane x 25m pool. This demand can be accommodated in the existing swimming pool stock.</li></ul>





## HEALTH AND FITNESS FACILITIES

### CONSULTATION

- 5.15 Schools did not raise any specific points about health and fitness facilities.

### NGB CONSULTATION

- 5.16 NGB consultation identified that British Taekwondo is currently developing their future strategy, so no specifics were raised in respect of access to studios/activity halls.

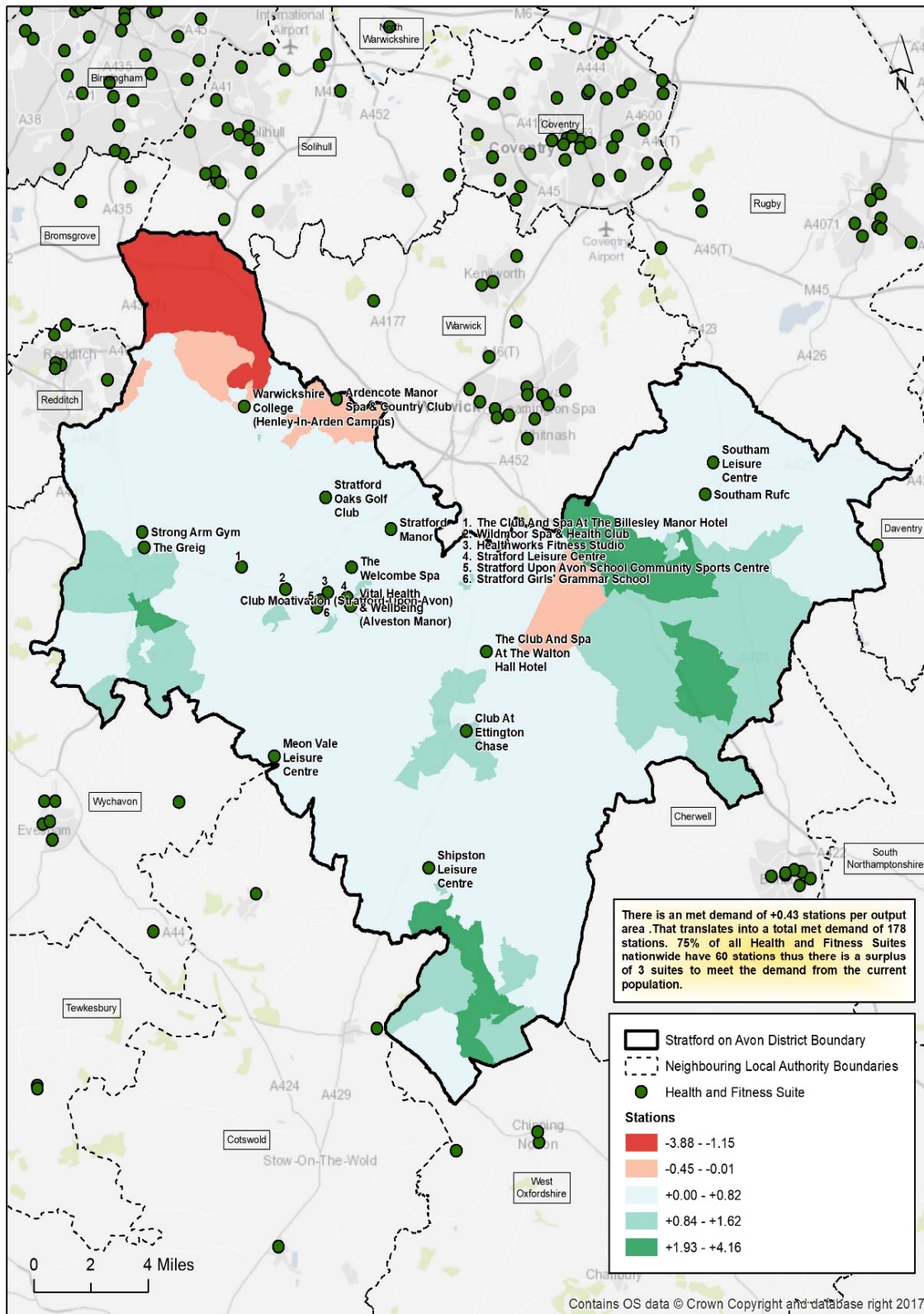
### SPORTS CLUB CONSULTATION

### SUMMARY OF SPORTS CLUB VIEWS

- 5.17 TJK Jujitsu, Junior Safe Krav Maga, and Taekwon-Do UK Clubs responded to the Club survey. They currently use sports hall facilities, so comments about programming etc are in the section on sports halls. No specific comments were made by the Clubs in response to the survey.
- 5.18 Martial arts is a growing sport in the District and there is a need to accommodate clubs with growing memberships, and potentially consider provision of/access to more bespoke spaces in smaller halls or studios around the District.



Map 5.1: Health and Fitness Facilities Stratford-on-Avon District Supply and Demand Analysis



Health and Fitness Suites latent demand in stations per output area  
in Stratford on Avon District







**Table 5.14: Summary Facility Conclusions- Health and Fitness Facilities**

FACILITY TYPE	SUMMARY CONCLUSIONS
<b>HEALTH AND FITNESS (FITNESS SUITES AND STUDIOS)</b>	
<b>QUANTITY</b>	<ul style="list-style-type: none"> <li>There are 682 fitness stations in the District; 3 pay and play fitness suites operated by Stratford-on-Avon District Council, 3 pay and play facilities operated by others, and 19 commercial i.e. privately operated facilities.</li> <li>Based on there being 291 pay and play community accessible fitness stations in Stratford-on-Avon District, there is a current under-supply of -153 stations, given demand is for 444 fitness stations. In reality, there will be people using the commercial health and fitness facilities, therefore, under-supply is likely to be significantly less than -153 stations. (See Appendix 9).</li> <li>However, what this does highlight is that there is a need to ensure there is community access to affordable pay and play fitness stations in the District. Currently, just over half of the existing provision (51%) is pay and play with community access, with the rest being commercial provision.</li> <li>Map 5.1 illustrates the supply and demand analysis for fitness stations in the District. Although this map is predicated on slightly different assumptions to those used in Appendices 9 and 10 (these use the 15+ population of the District), essentially the same picture emerges i.e. there is unmet demand for fitness provision the District. The dark red area is that with highest demand – in and around the North of the District. However, there are other patches across the District which also indicate some unmet demand for fitness provision, as well as areas where there is currently an over-supply.</li> <li>The latent demand for such provision identified in the North of the District may be reduced due to the investment being made in pay and play fitness provision within Warwick District. Residents in the North of Stratford-on-Avon District may be closer to a facility in Warwick District and choose to use those facilities instead.</li> </ul> <p><b>STUDIOS</b></p> <ul style="list-style-type: none"> <li>There is no specific methodology for assessing supply and demand for studio provision. However, given there is some unmet demand for fitness stations (See Map 5.1 and bullet points above), there is also likely to be unmet demand for studios, and the range of activities which these can accommodate.</li> </ul> <p><b>FUTURE DEMAND</b></p> <ul style="list-style-type: none"> <li>The population of Stratford-on-Avon District will increase by 31,500 by 2035, based on 2014 Census data and new housing development over the Plan period of the Core Strategy.</li> <li>Future demand for pay and play community accessible fitness stations is calculated at 535 fitness stations. Based on current provision of 291 pay and play community accessible fitness stations this means there would be an under-supply of - 244 stations by 2035, assuming no new facilities are opened, and no facilities close. (See Appendix 10). In reality, there will be people using the commercial health and fitness facilities. Therefore, under-supply is likely to be significantly less than -244 stations.</li> </ul>





FACILITY TYPE	SUMMARY CONCLUSIONS
	<ul style="list-style-type: none"> <li>Given the identified unmet demand, and the under-supply of accessible fitness stations, there is potential to address this imbalance in a number of ways. These are further explored in Section 6, but could include: <ul style="list-style-type: none"> <li>➤ <b>Increasing levels of existing fitness provision (this has recently happened in Stratford Leisure Centre)</b></li> <li>➤ <b>Provision of green gyms ie outdoor gyms, with specialist equipment, sited in locations which can be easily accessed/where there is already an informal indoor space, or existing children's play equipment (clearly use of green gyms is weather dependent so is not a total solution to unmet demand for fitness provision)</b></li> <li>➤ <b>Providing fitness equipment (circa 5-6 stations) in community centres/halls to provide more local participative opportunities, particularly in more rural communities. Users would need to undergo an induction, as with any fitness facilities, but could then use provision at a very local level.</b></li> </ul> </li> </ul>
QUALITY	<ul style="list-style-type: none"> <li>The quality of the fitness provision is very good across the District and facilities tend, in general, to be more modern than swimming pools and sports halls.</li> </ul>
ACCESSIBILITY	<ul style="list-style-type: none"> <li>The majority of District residents are within 20-minute drivetime of a pay and play community accessible fitness suite, with the exception of those in the North West, and North of the District. Residents in these areas may find it easier to access provision in neighbouring authorities, such as Redditch, or Warwick.</li> <li>The pay and play community accessible fitness suite facilities are located across the District, but predominantly in the more urban areas, reflecting where population levels are highest. These are complemented by commercial sector provision across the District.</li> <li>49% of the provision is made through the commercial sector; 51% of provision is provided on a pay and play basis for community access.</li> <li>All commercial facilities require registered membership prior to use.</li> <li>It is clear there is some provision of studios, but the commercial facilities require registered membership prior to use.</li> </ul>
AVAILABILITY	<ul style="list-style-type: none"> <li>There is some unmet demand for fitness stations across the District, with the highest area of unmet demand being in the North.</li> <li>Given the unmet/latent demand, there is an opportunity to develop some innovative approaches to address this position and create increased opportunities for participation at a more local level.</li> <li>There is an opportunity to develop increased access to studios and create additional opportunities for participation at a more local level, particularly to those facilities on education sites.</li> <li>There is also potential to develop increased access to, and use of, village and community halls for the type of activities using/requiring studio space.</li> </ul>





## SQUASH

### CONSULTATION

5.19 Consultation undertaken with schools did not identify any specific needs for/comments on, squash courts.

### NGB CONSULTATION

5.20 England Squash and Racketball consultation feedback is summarised in Table 5.15:

**Table 5.15: NGB Consultation**

NATIONAL GOVERNING BODY	CURRENT FOCUS/PRIORITIES	FUTURE FOCUS/PRIORITIES
ENGLAND SQUASH AND RACKETBALL	They have a good proactive County Association. No NGB officer currently covering the area but this will be addressed shortly, not a priority area, but keen to maintain existing provision.	Not aware of anything but would work with the County Association regarding any plans. Keen to ensure more leisure providers and private clubs encourage more pay and play activity.

### SUMMARY OF SPORTS CLUB VIEWS

5.21 A questionnaire was sent to identified indoor sports clubs in Stratford-on-Avon District. No squash clubs responded to the survey.

**Table 5.16: Summary Facility Conclusions – Squash Courts**

FACILITY TYPE	SUMMARY CONCLUSIONS
<b>SQUASH COURTS</b>	
QUANTITY	<p>There are 8 courts operational in Stratford-upon-Avon District. 2 are at The Grieg, so have pay and play access. 3 are provided through Stratford-upon-Avon Sports Club and 3 at Ardencote Spa and Manor Country Club. Both the latter facilities require private membership before use.</p> <p>No demand for additional courts has been identified.</p>





FACILITY TYPE	SUMMARY CONCLUSIONS
<b>SQUASH COURTS</b>	
QUALITY	The 8 courts are all of good quality.
ACCESSIBILITY	Existing squash courts are located in the North West, central and North East areas of the District.  Not all residents are within a 20-minute drive of these facilities. Squash is a more specialist activity and is generally now played through clubs.
AVAILABILITY	Membership is required to use the courts at two facilities. There are 2 pay and play accessible squash courts in the District.

## TENNIS

### CONSULTATION

5.22 Consultation feedback from schools did not identify any specific issues regarding indoor tennis.

### NGB CONSULTATION

5.23 The Lawn Tennis Association feedback is summarised in Table 5.17.

**Table 5.17: Summary of LTA Feedback**

NGB	CURRENT DEVELOPMENT AND PRIORITIES	FUTURE DEVELOPMENT AND PRIORITIES
LAWN TENNIS ASSOCIATION (LTA)	The LTA part funded a development of a two-court seasonal airhall at Stratford-on-Avon Tennis Club within the past year. The club is a key venue for the LTA in Warwickshire.	Not aware of any additional indoor facilities planned within the area.





## SUMMARY OF SPORTS CLUB VIEWS

- 5.24 There was no feedback from any tennis clubs in the District about indoor tennis court provision. The LTA did not raise the need for any additional indoor courts in the District. They did highlight the importance of the seasonal airhall facility at Stratford-on-Avon Tennis Club in terms of access to indoor courts.

**Table 5.18: Summary Facility Conclusions – Indoor Tennis Courts**

FACILITY TYPE	SUMMARY CONCLUSIONS
INDOOR TENNIS COURTS	
QUANTITY	There are two seasonal indoor tennis courts in the District, based at Stratford-upon-Avon Tennis Club.  No demand for additional indoor courts has been identified.
QUALITY	The indoor tennis courts are of good quality, and very recently built (2015/16).
ACCESSIBILITY	The airhall courts are located in the centre of the District, in Stratford upon Avon.  Not all residents are within a 20-minute drive of these facilities. Indoor tennis is a more specialist activity and would generally have a larger catchment area as a result; 30-45 minutes would be usual in most areas. This catchment would cover the majority of the District depending on starting point and time of travel.
AVAILABILITY	Club Membership is required to use the indoor airhall courts at Stratford-on-Avon Tennis Club.

## INDOOR BOWLS

### CONSULTATION

- 5.25 Consultation feedback from schools did not identify any specific issues regarding indoor bowls. No responses were received from indoor bowls clubs to the consultation.





## NGB CONSULTATION

5.26 A summary of the NGB feedback is set out in Table 5.19.

**Table 5.19: NGB Consultation**

NATIONAL GOVERNING BODY	CURRENT FOCUS/PRIORITIES	FUTURE FOCUS/PRIORITIES
EIBA – ENGLISH INDOOR BOWLS ASSOCIATION	<p>Avon Valley – 5 Rink Facility situated within the Jaguar Land Rover (JLR) site at Banbury Road, Lighthorne. The Facility is “At Risk” as JLR were not prepared to extend their lease. JLR may be prepared to allow them to stay, if a way can be found for the access to the Indoor Bowls club to no longer be via the JLR Carparks.</p> <p>Loss of the Indoor Bowls site would be a major problem for this Local Authority area.</p> <p>Welford on Avon – a progressive Indoor and Outdoor Bowls club with 6 Indoor Rinks.</p>	<p>With BDA and Bowls England, we are currently preparing a submission to Sport England for next 4 years.</p> <p>Key focus:</p> <ul style="list-style-type: none"><li>• <b>club development - Clubmark - business plans</b></li><li>• <b>opportunities for able bodied and disabled 12 months a year</b></li></ul> <p>So long as Avon Valley Facility is retained, we consider that both sites will meet future demand.</p>

## SUMMARY OF SPORTS CLUB VIEWS

5.27 The EIBA clearly recognises the Welford -on -Avon facility as key to providing appropriate facility levels within the District. Operated by a club, this is one of only two indoor bowling facilities accessible to residents of Stratford-on-Avon District.

5.28 The Avon Valley facility is at risk and needs to be retained to meet both current and future need.





**Table 5.20: Summary Facility Conclusions – Indoor Bowls**

FACILITY TYPE	SUMMARY CONCLUSIONS
<b>INDOOR BOWLS</b>	
<b>QUANTITY</b>	<ul style="list-style-type: none"> <li>There are 2 indoor bowling facilities in the District (5 rink and 6 rink). Both are club operated.</li> <li>By 2035, the number of people aged 65+ in the District will have increased to the point that older people will far outweigh the number of younger people. There is a need to ensure that older people can stay physically active as long as possible for health benefits, so provision of activities such as indoor bowling have an important role to play in the overall physical activity offer in the local area.</li> <li>The growth in the number of older people is likely to increase demand for participation in activities like bowls, both for purposes of physical activity, but also socialisation.</li> <li>On the basis of the population growth to 2035 (31,500), there will be a need to provide for an additional 437 vpvpp for participation in indoor bowling. This equates to 2.80 rinks. There is therefore a need to retain provision of existing indoor bowling facilities in the District.</li> <li>EIBA is clear that retaining the existing two indoor facilities will be necessary to provide sufficient capacity for future demand for indoor bowling.</li> </ul>
<b>QUALITY</b>	<ul style="list-style-type: none"> <li>Avon Valley Indoor Bowls Club is a club operated facility, it has 5 rinks. The facility was built in 1976 and refurbished in 2015.</li> <li>Welford on Avon Indoor Bowls Club is club operated, it has 6 rinks. The facility was built in 1996 and refurbished in 2005.</li> <li>Both facilities are of good quality and provide a valuable resource for local people, many of whom are elderly, to meet, socialise and participate in bowling, which keeps them active.</li> </ul>
<b>ACCESSIBILITY</b>	<ul style="list-style-type: none"> <li>Indoor bowling facilities are located in the West and East of Stratford-on-Avon District, so do provide reasonable access to the whole District.</li> </ul>
<b>AVAILABILITY</b>	<ul style="list-style-type: none"> <li>Access to the indoor bowling facilities is available for local clubs and also pay and play use. Avon Valley facility is at risk; if this closes there would be only one indoor bowling facility in the District. There is a need to address the access to the facility if it is to remain.</li> </ul>





## GYMNASTICS AND TRAMPOLINING

### CONSULTATION

5.29 Consultation with schools did not raise any specific issues concerning gymnastics facilities. There was no response from gymnastics clubs to the consultation. However, as identified by British Gymnastics, it is clear there is a demand for gymnastics in the area.

### NGB CONSULTATION

5.30 Consultation feedback from British Gymnastics is summarised in Table 5.21:

**Table 5.21: NGB Consultation**

NATIONAL GOVERNING BODY	CURRENT FOCUS/PRIORITIES	FUTURE FOCUS/PRIORITIES
BRITISH GYMNASTICS	<p>JNB Gymnastics Academy – dedicated facility – 278 members – offer Men’s and Women’s artistic, disability, TeamGym, adult, GymFit and Adult gymnastics. They are not on our project list as wanting a facility improvement or extension project.</p> <p>Salto Gymnastics Club – 2 non- dedicated facilities (both schools) – 272 members – offer Women’s and Men’s artistic, TeamGym, GymFit and Adult gymnastics. The club has not communicated a need for a dedicated facility project.</p>	<p>We have facility officers in place to support facility projects and our Club and Partner team can support clubs to gain access to none dedicated space through schemes including our satellite club programme which is in its third and final round for this year.</p> <p>Access to appropriate space is our clubs’ main barrier to increasing capacity so support of this is one of our strategic priorities.</p>

5.31 There is one purpose-built gymnastics facility in the District; all gymnastics takes place in this facility or in existing sports halls.

5.32 The purpose-built facility is good quality and is operated by JNB Gymnastics Academy (Unit 5, Featherbed Lane, Stratford-on-Avon).

5.33 Salto Gymnastics Club uses two school facilities and has not identified the need for dedicated provision (Alcester Grammar School, Stratford-on-Avon and Witton School, Droitwich).

5.34 Participation is growing in gymnastics nationwide and the District is no exception; ensuring access to appropriate space is a priority for the future, as highlighted by the NGB.





## 6. PENULTIMATE STAGE - APPLYING THE ASSESSMENT ANALYSIS

6.1 Based on the supply and demand analysis plus the research and consultation undertaken to inform the Strategy, there are a number of factors to take into account in planning for future facility provision. These include:

- The need to provide for the population growth in the District, and the ageing population;
- The need for sport and leisure facilities to continue to contribute to healthy and active lifestyles in the District;
- The need to maintain existing levels of participation, and support growth where possible;
- The need to ensure appropriate levels of provision of community accessible pay and play fitness stations;
- The need to retain all existing provision for community accessible and pay and play sports halls, and where possible, increase access for badminton;
- The need to improve outdoor netball surfaces to support the existing Stratford netball league;
- The need to retain all community accessible and pay and play accessible swimming pools;
- The need to monitor growing demand for access to appropriate martial arts spaces;
- The need to monitor increased need to appropriate spaces for gymnastics;
- The need to retain the existing two indoor bowling facilities in the District; and
- The need to consider how best to upgrade or replace ageing facilities, in the medium to longer term.





6.2 The headline considerations are summarised below:

- **Population Growth** - Clearly, increased population (24,500 over the Core Strategy Period) will result in increased demand for sports facilities; this can be accommodated within existing provision, but opportunities to increase sports hall space should be considered, particularly if day time access could be provided or improved.
- **Reduction in Health Inequalities** – more active lifestyles will continue to benefit the health of individuals and the wider community. The health of communities within Stratford-on-Avon District is generally better than that of the Region and England as a whole. However, there are some very specific factors to which the provision of quality, affordable and accessible sports facilities can contribute:
  - **Reduced levels of adult obesity;**
  - **Maintenance of active lifestyles;**
  - **Improved mental health; and**
  - **Reduced levels of smoking.**
- **Maintaining and growing participation levels** in sport and physical activity to contribute to more active lifestyles. Facilitating more regular activity for the most inactive element of the Stratford-on-Avon District community is a priority.
- **Planning to replace ageing facilities** – Studley Leisure Centre is a factor in planning for the long-term future of sports provision within the District, given that public leisure facilities typically have a lifespan of 30-40 years. Although Stratford Leisure Centre was extensively refurbished in 2015, the building is old (built 1975, therefore 42 years old) and may, in the long term require further investment. Older facilities are not as operationally efficient, and also tend to be poorer quality. Evidence shows people are more likely to participate in physical activity in modern, fit for purpose facilities. Equally, it is likely that the older sports halls on education sites will need to be replaced, or as a minimum be extensively refurbished, within the Plan period.

## NEIGHBOURING LOCAL AUTHORITIES

- 6.3 In determining the nature, level and location of sports facility provision required for the future in Stratford-on-Avon District, it is also important to be aware how neighbouring Local Authorities are planning for the future. Given that communities use sports facilities in areas other than where they live, the development of new or improved provision can impact significantly on both participation levels and capacity cross-boundary.
- 6.4 Stratford-on-Avon District is bordered by several other Local Authorities. There was very little response to requests for consultation feedback. This is probably because several of the Local Authorities are in the process of developing their own needs assessments (e.g. Daventry, Cherwell, Cotswolds). Warwick has recently appointed Everyone Active to manage their facilities and is investing in their existing facilities, particularly fitness. Solihull and Wychavon have needs assessments in place and have already invested in facility provision. Redditch does not have an up to date assessment in place.





- 6.5 Neighbouring Local Authorities provide sport and leisure facilities but given the rurality of some areas of Stratford-on-Avon District and that of neighbouring Authorities, facilities may not always be easily accessible to local residents. The fact that there is exported demand to neighbouring Local Authorities for use of swimming pools and sports halls reflects the high mobility of the resident population.
- 6.6 As highlighted in the FPM analysis (Section 6), some facilities, (particularly sports halls and swimming pools), in neighbouring Local Authorities, are being used by Stratford-on-Avon District residents through increased access to existing education facilities for out of school use. Increased usage could assist in making facilities more sustainable in the long term.

### CONSULTATION WITH EVERYONE ACTIVE

- 6.7 Stratford-on-Avon District Council's operational partner is Everyone Active. The operator invested in Stratford Leisure Centre in 2015; a new fitness suite with additional equipment has been developed, and the outdoor courts are to be refurbished.
- 6.8 Improvements have also been made to the swimming pool environment.
- 6.9 The main District facility, Stratford Leisure Centre, now has a wide range of facilities and activities, including Clip and Climb (an indoor climbing facility offering a variety of different wall surfaces and challenges).
- 6.10 The cost of parking remains a major challenge for this facility and users.
- 6.11 In relation to the other facilities operated by Everyone Active, Shipston-on-Stour Leisure Centre would benefit from a multi-purpose room. There is potential to consider some re-modelling internally at Southam Leisure Centre, and there is also potential to look at a longer-term partnership with the College, given their proposals for investment in sports facilities.
- 6.12 Studley Leisure Centre is operating at capacity – both swimming pool and sports hall. There is potential for investment in another sports hall in the South of the District.

### CONSULTATION WITH STRATFORD-ON-AVON DISTRICT COUNCIL

- 6.13 Stratford-on-Avon District Council is clear it needs to have a strategic direction in terms of future provision. Although this was not highlighted in any other consultation, there is a need to protect the existing Petanque provision at local level (there is a specially marked out area at Stockton Football and Cricket Club). There is also a need to identify a 'home' for cycling, and potentially consider investment into informal cycling facilities.





## CONSULTATION WITH SHIPSTON-ON-STOUR HIGH SCHOOL AND SOUTHAM COLLEGE

- 6.14 Both of these schools are keen to invest in facility developments for the benefit of their own students and the wider community. For both schools, the priority is a sports hall. Shipston-on-Stour High School has a one court hall currently but access to significant outdoor space. The head is keen to look at providing a new a sports hall, and open this to the community, plus some additional pitch developments. There is significant potential for providing a new partnership project with Everyone Active, given the location of the existing community leisure centre adjacent to the school site, and the need for multipurpose space in the leisure centre.
- 6.15 Southam College already has significant and very high quality indoor and outdoor sports facilities, but it lacks a good quality sports hall. Southam leisure centre is adjacent, which has limited parking and no sports hall.
- 6.16 There is significant potential to consider development of a sports hall on the College site, in partnership with everyone Active/ Stratford-on-Avon District Council and open up the existing site for community use.
- 6.17 Consultation with Warwickshire County Council identified support for both the proposed developments on these education sites, given the benefits for both the schools and the wider communities.

## FACILITY SPECIFIC ANALYSIS

- 6.18 Based on the local context and the supply and demand analysis, there is clearly a need to consider how best to deliver increased pay and play access to swimming pools and fitness provision in the District to meet current and future demand. There is also a need to plan longer term for the replacement of/investment in some existing sports and leisure facilities. There are a number of reasons for this:
- **Long term population growth in Stratford-on-Avon District will increase demand for community facilities, including sport and leisure provision;**
  - **The age of some facilities – particularly swimming pools and sports halls;**
  - **The current and future need for community accessible fitness stations; given an existing under-supply;**
  - **The need to retain existing levels of provision, even if the same facilities are not provided;**





- **The need to increase community access to existing sports halls on school sites, and make better use of available capacity; where possible, formal Community Use Arrangements (CUAs) should be developed;**
- **The need to retain and grow participation in physical activity for community health benefits;**
- **The need to invest in active environments, where physical activity is the norm;**
- **The need to improve accessibility to provision at local level, particularly for the 12.5% of the population without access to private transport;**
- **There is already some sport and physical activity being delivered in community centres/halls across the District; there is opportunity to increase awareness of this and to extend it, particularly where there are halls available with pay and play access; and**
- **The opportunity for investment in ‘active’ infrastructure to facilitate increased provision of cycling, jogging and walking routes in the District, connecting new and existing settlements, education and leisure sites.**

- 6.19 Housing development is one of the principal justifications for additional community sports facilities because additional residents increase demand for sports facilities. The population of Stratford-on-Avon District is set to grow significantly by 2035, and there will be a need to ensure good quality community sport and leisure facilities are available to meet future demand.
- 6.20 The potential for long term investment in additional provision of formal sports facilities and community halls secured through S106/CIL contributions should be explored, given the housing growth planned to 2035. However, it must also be remembered that some of the additional housing (3,500 units) has already been or is in the process of being delivered through extant planning permissions.
- 6.21 Linked to housing development is the potential for the development of associated infrastructure (e.g. schools, health facilities), which could also link into future provision of sports facilities or opportunities for physical activity.
- 6.22 A further driver for considering investment/replacement in terms of sports facilities is accessibility; accessibility is related both to geographic location and programming. If particular activities are not provided or are programmed at times which are unsuitable for participants, they are unlikely to take part.
- 6.23 The way in which a sport and recreation facility is managed often determines the level and type of community use allowed/encouraged. For example, Local Authority managed sport and recreation facilities are more likely to encourage use by disadvantaged groups than those managed by commercial sector operators since the facilities will be more accessible.



- 6.24 Retaining and improving the quality of provision is important in Stratford-on-Avon District to ensure that participation levels are maintained and wherever possible increased. 'Active Lives' highlights that 19.7% of the District's community is inactive enough to not have any health benefit.
- 6.25 Levels of adult obesity rate in the District mean that there is a need for locally accessible opportunities to be more physically active, more often.
- 6.26 Priority is placed on reducing health inequalities and increasing participation in physical activity in the District; the Council's changing role in the Public Health Agenda requires it to deliver healthier lifestyles and achieve positive health outcomes, which is the rationale for developing outreach community development programmes, targeted at getting the most inactive, active.
- 6.27 The provision of good quality, local community facilities, accessible and affordable to meet identified need, is key to facilitating participation growth, and contributing to a reduction in the health inequalities in the District. This reflects Public Health and Stratford-on-Avon District Council health and well-being priorities, to facilitate sustained behaviour change to reduce obesity, improve health, contribute to addressing address mental health issues and increase participation.
- 6.28 Based on the quality audits and assessments, age and condition, the priorities for future investment in facility provision are set out in Table 6.1:

**Table 6.1: Summary of Facility Priorities**

FACILITY TYPE	PRIORITY FOR FUTURE PROVISION	LOCATION	PLANNING IMPACT
SPORTS HALLS	Better use of existing available capacity	At identified schools	ENHANCE
	Securing of formal Community Use Agreements, including pay and play where possible	All schools offering community access	ENHANCE
	Opening up of facilities which are currently not available for any form of community use/provision of community access (pay and play and clubs) in any new sports halls on education sites	Southam College and Shipston High School considering developments with community access	PROVIDE AND ENHANCE
	Long term refurbishment or replacement of ageing facilities	Studley Leisure Centre, Stratford-on-Avon Leisure Centre	PROVIDE





FACILITY TYPE	PRIORITY FOR FUTURE PROVISION	LOCATION	PLANNING IMPACT
HEALTH AND FITNESS	Increased provision of fitness stations by 2035 (whilst under-supply is identified as -244, in reality many residents will be using commercial provision, so the level of undersupply is likely to be lower than this)	Districtwide	PROVIDE
MARTIAL ARTS	Additional capacity in multi-purpose halls for martial arts clubs, where membership is growing	No specific location	ENHANCE
INDOOR BOWLS	Retention of the two existing indoor bowling rinks	Existing locations	PROTECT
GENERAL PROVISION	Overall, and specifically through the housing growth agenda, provision of more active environments, reflecting active travel, safe cycle routes to school, the need to link existing and new communities with walking/cycling/jogging routes	Districtwide	PROVIDE

6.29 Other future facility provision, linked particularly to long term population growth and housing development, is the development of new and improved walking, jogging and cycling routes/connectivity, to encourage active travel, and provide an environment in which physical activity can be easily integrated into daily life.





## 7. RECOMMENDATIONS AND ACTION PLAN

### INTRODUCTION

- 7.1. Overall Stratford-on-Avon District has a good range of existing sport and leisure facilities across the area; however, some are now ageing, and will require refurbishment or replacement in the longer term. In Stratford-on-Avon District, there is insufficient pay and play accessible swimming pool provision to meet current and future demand. There is also insufficient pay and play fitness provision to meet both current and future demand.
- 7.2. Although increased demand for sports halls to 2035 could be met within the existing supply, this is not guaranteed, given 5 of the 12 sports halls are on education sites; 4 of them only provide for sports clubs, not pay and play use, and there are no Community Use Agreements in place securing community access.
- 7.3. It is therefore very important that the potential to better utilise community centres/halls, and other informal places and spaces to provide physical activity opportunities at a more local level, is fully explored and initiatives implemented. This will facilitate increased opportunities for participation by those who are elderly, do not have access to a car, have young children or have a disability. To achieve better use of the available informal spaces, there is potential to work closely with community hall providers, to introduce more opportunities for informal sport and physical activity or deliver programmes directly in these facilities.
- 7.4. Stratford-on-Avon District's population will grow significantly over the next few years, so there is a particular need to ensure sufficient provision of accessible, quality and affordable facilities – formal and informal, to meet local need.
- 7.5. It is particularly important that there is increased access to opportunities for physical activity at local level, so it is easy for residents, particularly those who are currently inactive, to participate, and become physically active.
- 7.6. This is very important given the need to retain and increase existing levels of physical activity in the District, to tackle the high level of adult obesity, and the health inequalities across the District.





## VISION

7.7. The suggested Vision for future provision of sport and leisure in Stratford-on-Avon District is:

**‘Provide sustainable, high quality, well-located, accessible sport and leisure facilities – informal and formal places and spaces- to enable increased participation in sport and physical activity, to contribute to improved community health and wellbeing outcomes across the District’.**

7.8. As a minimum, Stratford-on-Avon District Council wishes to see accessible community sport and leisure facilities, for swimming, fitness and sports hall sports/activities made available for all residents. This includes both formal and informal spaces e.g. community halls in which to play sport and partake in other physical activities.

## AIMS

7.9. The aims of providing sufficient high quality, fit for purpose and accessible provision, places and spaces are to:

- **Maintain and increase the regular amount of physical activity undertaken by individuals, and provide opportunities of physical activity to those who are currently inactive;**
- **Develop additional facility provision where need is evidenced (e.g. as a result of population growth);**
- **Provide additional multi-purpose facilities in the future, reflecting changing participation trends and opportunities;**
- **Encourage new participants to start taking part in physical activity;**
- **Enable opportunities for participation to be provided in a wider range of places and spaces, and particularly at a very local level, using existing community centres/halls;**
- **Facilitate the continued development of healthier lifestyles across Stratford-on-Avon District’s communities;**
- **Contribute to a reduction in health inequalities, specifically obesity and inactivity across Stratford-on-Avon District;**





- **Create active environments where the opportunity to be more physically active is an integral part of everyday life; and**
- **Support and provide opportunities for local community groups to participate in physical activity.**

- 7.10. The provision of high quality and accessible facilities, together with the opening up of other informal places and spaces, and the development of new provision will contribute to the overall priority of developing healthier lifestyles in Stratford-on-Avon District, across all age groups.
- 7.11. Facilitating opportunities to be more physically active, more often is important, to contribute to a reduction in health inequalities across Stratford-on-Avon District and to help people to live healthier lives.
- 7.12. Sustaining high quality and accessible facilities is key to maintaining these opportunities; Stratford-on-Avon District Council needs to plan for the investment requirements of its existing facilities, and work in partnership with other providers and stakeholders to address the other priorities identified through this Strategy.

### PRINCIPLES FOR FUTURE PROVISION

- 7.13. Analysis of existing provision also identifies the principles that should underpin all future sport and leisure facility development in Stratford-on-Avon District. These are to:
- **Ensure residents in all areas of Stratford-on-Avon District have pay and play access to good quality, local, accessible and affordable leisure provision, whether it is a formal sports hall or a community hall, or other informal provision;**
  - **Ensure that any new sports facilities on education sites provide a balance of opportunities (through a formal agreement) for community access – both pay and play and club use;**
  - **Replace / refurbish ageing facilities where new provision is needed; all new and refurbished provision should be designed and developed based on Sport England and (National Governing Body) NGB guidance, and be fully inclusive;**
  - **Rationalise existing provision where new fit for purpose facilities can replace/improve existing buildings (but existing levels of provision need to be maintained as a minimum, given the levels of existing facility under-supply e.g. health and fitness);**
  - **Invest in existing formal and informal provision to improve quality; and**
  - **Invest strategically to ensure economic viability and sustainability of provision.**



## PRIORITY INVESTMENT NEEDS

- 7.14. Based on the quality audits of existing sports facilities, taking account of age and assessment of need, the priorities for future investment in facility provision are:

**Table 7.1: Summary of Facility Priorities**

FACILITY TYPE	PRIORITY FOR FUTURE PROVISION	LOCATION	PLANNING IMPACT
SPORTS HALLS	Make better use of existing available capacity	At identified schools, and SDC sports hall facilities e.g. Stratford-on-Avon Leisure Centre	ENHANCE
	Secure formal Community Use Agreements, including pay and play where possible	All schools offering community access	ENHANCE
	Open up of facilities which are currently not available for any form of community access (pay and play and clubs) in any new sports halls on education sites	Southam College and Shipston High School considering developments with community access	PROVIDE AND ENHANCE
	Replacement and / or refurbishment of ageing facilities (long-term aspiration)	Studley Leisure Centre, Stratford-on-Avon Leisure Centre (although refurbished in 2015, in the long-term thought will need to be given to replacement given its original build date)	PROVIDE
HEALTH AND FITNESS	Provide 244 additional fitness stations by 2035	Districtwide	PROVIDE
MARTIAL ARTS	Membership of martial arts clubs in the District is growing; this means they need more time and space for their club training and competitions in multi-purpose halls Provide additional capacity in multi-purpose halls for martial arts clubs, where membership is growing	No specific location	ENHANCE
INDOOR BOWLS	Retention of the two existing indoor bowling rinks.	Avon Valley and Welford on Avon	PROTECT
GENERAL PROVISION	Overall, and specifically through the housing growth agenda, provide more active environments, reflecting active travel, safe cycle routes to school, the need to link existing and new communities with walking/cycling/jogging routes	Districtwide	PROVIDE





- 7.15. It is clear from the above that future provision can predominantly be delivered through better use of existing sports hall facilities, plus the refurbishment or development of replacement facilities where possible, which may result in larger different configurations of pools, fitness and sports halls than currently. Development of replacement facilities may be possible to achieve through S106/CIL or other funding, and could be linked to development of new schools, or extension of existing education facilities, to meet demand as a result of new housing development and population growth (e.g. Southam College, Studley Leisure Centre, Shipston High School).

## OTHER PRIORITIES AND NEEDS

### CAPITAL INVESTMENT

- 7.16. It is clear from the strategy analysis that there is a need for some limited capital investment in Stratford-on-Avon District now, but there is likely to be a need for more in the future, to address future needs. There is also a need to start planning for the replacement of ageing stock; increased participation is more likely to be achieved if the environment in which people take part is good quality and fit for purpose.
- 7.17. It is also clear that delivery of the levels of investment required will only result from a local partnership approach. The development of improved sports facilities and physical activity environments will facilitate increased participation, which in turn will benefit individual and community health. The challenge is that the greatest health benefit will be gained by encouraging the inactive to become active.

### CONTINUED LOCAL PARTNERSHIP WORKING WITH EDUCATION SITES

- 7.18. In order to deliver the identified Strategy needs, including the key outcome of increased participation to address health inequalities as well as meeting demands from increased population, there is an opportunity for some changes in approach to delivery. This could be achieved through the development of new/replacement facilities and increasing the capacity in existing education facilities.
- 7.19. The really key issue to address initially is that of future partnership with education sites, to retain or create Community Use Agreements which provide balanced access for the community on a pay and play basis. Increasing capacity to offer and deliver increased participative opportunities, particularly for those who are currently inactive, could contribute significantly to improved health in the District.





## PLANNING POLICY, SECURING DEVELOPER CONTRIBUTIONS, PLANNING OBLIGATIONS, S106 OBLIGATIONS AND THE COMMUNITY INFRASTRUCTURE LEVY – AN OVERVIEW

- 7.20. In order to implement the Strategy's recommendations and address identified needs for improved and additional facility provision, Stratford-on-Avon District Council will need to identify and secure capital funding from a range of sources. Developer contributions identified and allocated through CIL/S106 have the potential to form part of this funding moving forward.
- 7.21. The facility investment needs identified in the Strategy (as set out in Table 7.1, and paragraph 7.13) provide the priorities and locations for this investment to 2035. This should inform Local Plan policy, and specifically the priorities against which to secure developer contributions moving forward.
- 7.22. In many cases, new residential developments will not generate the need for a new sports facility. However, where developments are located in areas where additional pressure will be placed on existing sports facilities, Stratford-on-Avon District Council should seek contributions at the standard rate, for the enhancement and extension of existing sports in the vicinity of the development. This could be a key opportunity for Stratford-on-Avon District Council to refurbish existing provision e.g. Studley Leisure Centre.
- 7.23. Where appropriate, Stratford-on-Avon District Council will require the provision of Sports and Leisure facilities which are appropriately accessible, located, serviced and of appropriate quality.
- 7.24. If larger developments generate a need for suitable community provision (e.g. community hall), then these should be located on-site where possible. Otherwise, off-site contributions will be sought to support nearby existing or new sites.
- 7.25. It is also important to highlight that the planning guidance for S106 allows for cross boundary and pooled Developers' Contributions, although the latter are severely restricted.
- 7.26. Although Stratford-on-Avon District's sports facilities are generally good, there are some ageing facilities which may require replacement in the medium-long term. Replacement of these facilities provides an opportunity to consider provision of new fitness facilities to meet both current and future demand.
- 7.27. The anticipated population growth in Stratford-on-Avon to 2035 needs to be appropriately catered for in terms of demand for sports facilities –both formal facilities and informal, multi-purpose spaces.
- 7.28. Although 80% of the population in the District achieves the Chief Medical Officer's target of 150 minutes of physical activity per week, it is clear there is work to do to increase levels of regular participation amongst the remaining 20%, many of whom will be living in the more deprived, or rural areas of the District. **N.B. These are different levels of participation to those assessed through Active Lives.**





- 7.29. This means ensuring geographical distribution of facilities and physical activity opportunities across the District to enable more people to access facilities by walking, and/or cycling. In the rural areas, where there are fewer people and less formal provision, it means making better use of existing community places and spaces for sport and physical activity i.e. more use of community centres/halls for badminton, fitness classes etc.
- 7.30. It also means providing better quality facilities given the age of some Stratford-on-Avon District Council building stock.
- 7.31. The provision of a network of high quality and accessible facilities will contribute to the overall priority of healthier lifestyles in Stratford-on-Avon District across all age groups. Facilitating opportunities to be more physically active, more often is important to contribute to a reduction in health inequalities across the District, and help people to live healthier lives for longer, because they are more active.
- 7.32. In order to achieve the above Vision and Aims for sport and leisure facility provision in Stratford-on-Avon District there are a number of key priorities that need to be addressed and implemented. These are set out below in the Action Plan, based on the recommendations for future provision.

## RECOMMENDATIONS

### RECOMMENDATION 1 (R1)

**Stratford-on-Avon District Council will retain existing levels of sports halls, swimming pools and fitness provision as a minimum.**

**(PROTECT)**

### RECOMMENDATION 2 (R2)

**Stratford-on-Avon District Council will seek to work with local netball clubs and the Stratford netball league to improve access to netball facilities and specifically the outdoor netball surface played on by the league.**

**(PROTECT AND ENHANCE)**





**RECOMMENDATION 3 (R3)**

**Stratford-on-Avon District Council will prioritise investment into facilitating access to additional health and fitness provision**

**(PROVIDE)**

**RECOMMENDATION 4 (R4)**

**Stratford-on-Avon District Council will seek to ensure that any new educational provision involving new or enhanced sports facilities has a Community Use Agreement as part of the planning consent so as to secure pay and play opportunities for clubs and groups.**

**(PROTECT AND ENHANCE)**

**RECOMMENDATION 5 (R5)**

**Stratford-on-Avon District Council will work with partners in education to maintain and where possible, increase community access to existing education sports facilities where community access is currently provided. Where community access is not provided, where possible formal Community Use Agreements should be developed to improve such access.**

**(PROTECT AND ENHANCE)**





**RECOMMENDATION 6 (R6)**

**Stratford-on-Avon District Council and its voluntary sector partners will facilitate, where possible, increased access to pay and play community centres/halls to maintain and grow participation in physical activity**

**(PROTECT AND ENHANCE)**

**RECOMMENDATION 7 (R7)**

**Stratford-on-Avon District Council will establish dialogue with English Indoor Bowls Association to further explore the protection of the Avon Valley facility (Banbury Road, Lighthorne).**

**(PROTECT)**

**RECOMMENDATION 8 (R8)**

**Stratford-on-Avon District Council will work with local clubs to facilitate access to appropriate martial arts space in facilities.**

**(PROVIDE AND ENHANCE)**





**RECOMMENDATION 9 (R9)**

**Stratford-on-Avon District Council will work with the National Governing Bodies and local clubs/ partners to monitor the need for increased access to gymnastics facilities in the District, to meet growing demand.**

**(PROTECT AND ENHANCE)**

**RECOMMENDATION 10 (R10)**

**Where appropriate Stratford-on-Avon District Council and its partners will seek to secure CIL/S106 contributions that could contribute towards the development of additional and safe walking, running and cycling routes, and where possible to open up other informal, multipurpose places and spaces where people can be active, as well as the development/refurbishment of formal facilities where required.**

**(PROVIDE, PROTECT AND ENHANCE)**

**RECOMMENDATION 11 (R11)**

**Stratford-on-Avon District Council and its partners will identify the level of capital funding required to address the identified investment needs for sports facilities and investigate the various sources available for capital funding.**

**(PROVIDE)**





**RECOMMENDATION 12 (R12)**

**Stratford-on-Avon District Council and its partners will prioritise investment in the development of high quality community sports facilities, in partnership with Public Health and other local partners. Increasing available capacity and therefore opportunities to take part in regular physical activity, in the local community, will contribute to reduced health inequalities, increased participation better community cohesion.**

**(PROVIDE AND ENHANCE)**

**RECOMMENDATION 13 (R13)**

**Stratford-on-Avon District Council will monitor the Strategy regularly, with a review every 5 years. On-going monitoring should include partnership working with neighbouring Local Authorities to maintain awareness of facility changes and developments.**

**(PROTECT)**





## ACTION PLAN

7.33. The Action Plan underpinning the Strategy is summarised in Table 7.2. The monetary figures quoted in Table 7.2 reflect Sport England guidance on facility capital costs, plus recent new developments, based on our own experience:

**Table 7.2: Strategy Action Plan**

RECOMMENDATION	ACTION	RESPONSIBILITY	TIMESCALE		RESOURCES
			SHORT	= 1 – 5 YEARS	
			MEDIUM	= 5 - 10 YEARS	
			LONG TERM	= 10+ YEARS	
<b>RECOMMENDATION 1 (R1)</b> <b>Stratford-on-Avon District Council will retain existing levels of sports hall, swimming pool and fitness provision as a minimum,</b>  <b>(PROTECT)</b>	Ensure existing levels of provision are maintained by investing in maintenance and planning for long term future replacement of / refurbishment of Stratford-on-Avon District Council's four leisure centres. Studley would be the priority for investment/replacement.	Stratford-on-Avon District Council	ONGOING		Stratford-on-Avon District Council - leisure officers, planning officers  Parish and Town Councils  Facility operators through long term contract  Capital investment over life cycle agreed through long term contract  Refurbishment/Replacement costs per leisure centre will vary depending on scale and nature of works if a refurbishment, and the location if a new build facility); in broad terms circa £6m (minimum refurbishment) - £15m- £20m (new leisure centre, pool and dryside facilities).





SPORTS FACILITY STRATEGY 2016-2035  
STRATFORD - ON - AVON DISTRICT COUNCIL

RECOMMENDATION	ACTION	RESPONSIBILITY	TIMESCALE		RESOURCES
			SHORT	= 1 – 5 YEARS	
			MEDIUM	= 5 - 10 YEARS	
			LONG TERM	= 10+ YEARS	
<b>RECOMMENDATION 2 (R2)</b>  <b>Stratford-on-Avon District Council will seek to work with local netball clubs and the Stratford netball league to improve access to netball facilities and specifically the outdoor netball surface played on by the league.</b>  <b>(PROTECT AND ENHANCE)</b>	Facilitate dialogue between local netball clubs and facility operators, plus all schools with appropriate sports facilities who want to increase community use, to try and identify suitable venues for netball in the District, and specifically venues with the appropriate quality outdoor surface	Stratford-on-Avon District Council  Facility operators Local netball clubs  England Netball	SHORT TERM		Stratford-on-Avon District Council - leisure officers  Facility operators  Parish and Town Councils  Local schools
<b>RECOMMENDATION 3 (R3)</b>  <b>Stratford-on-Avon District Council will prioritise investment into facilitating access to additional health and fitness provision</b>  <b>(PROVIDE)</b>	Stratford-on-Avon District Council retain existing levels of fitness stations in their three leisure centres as a minimum  Explore the practical feasibility of extending existing fitness provision at existing Leisure Centres (studios and/or fitness suites) – Stratford, Shipston -on Stour, Southam  Facilitate additional provision of affordable fitness provision in the District through the planning process	Stratford-on-Avon District Council  Local providers	ONGOING		Stratford-on-Avon District Council - leisure officers, planning officers  Parish and Town Councils  Facility operators through long term contract  Capital investment over life cycle agreed through long term contract  Potential feasibility work circa £2k-3k per facility (this would look at where an extension could be located, its size, scale and design, and cost)  Extension/refurbishment works costs dependent on location, scale etc, but could vary between £250k - £1.5m total, depending on size, design etc





SPORTS FACILITY STRATEGY 2016-2035  
STRATFORD - ON - AVON DISTRICT COUNCIL

RECOMMENDATION	ACTION	RESPONSIBILITY	TIMESCALE		RESOURCES
			SHORT	= 1 – 5 YEARS	
			MEDIUM	= 5 - 10 YEARS	
			LONG TERM	= 10+ YEARS	
<b>RECOMMENDATION 4 (R4)</b>  <b>Stratford-on-Avon District Council will seek to ensure that any new educational provision involving new or enhanced sports facilities has a Community Use Agreement as part of the planning consent so as to secure play and play opportunities for clubs and groups.</b>  <b>(PROTECT AND ENHANCE)</b>	<p>Ensure dialogue between Stratford-on-Avon District Council Departments and Warwickshire County Council over any proposals for new schools, so optimum benefits can be obtained through any new developments</p> <p>Ensure development of a CUA is a planning condition required of all new schools</p>	<p>Stratford-on-Avon District Council</p> <p>Warwickshire County Council</p> <p>Sport England</p> <p>Individual schools</p>	ONGOING		<p>Stratford-on-Avon District Council as appropriate through the planning process</p> <p>Warwickshire County Council</p> <p>Sport England</p> <p>Individual schools/Academies</p>





SPORTS FACILITY STRATEGY 2016-2035  
STRATFORD - ON - AVON DISTRICT COUNCIL

RECOMMENDATION	ACTION	RESPONSIBILITY	TIMESCALE		RESOURCES
			SHORT	= 1 – 5 YEARS	
			MEDIUM	= 5 - 10 YEARS	
			LONG TERM	= 10+ YEARS	
<b>RECOMMENDATION 5 (R5)</b>  <b>Stratford-on-Avon District Council will work with partners in education to maintain and where possible, increase community access to existing education sports facilities where community access is currently provided. Where community access is not provided, where possible formal Community Use Agreements should be developed to improve such access.</b>  <b>(PROTECT AND ENHANCE)</b>	<p>Stratford-on-Avon District Council work with Warwickshire County Council and all schools identifying an aspiration to secure increased on-site community use, to promote availability of education facilities within the wider community, and 'match' those requiring space with available provision.</p> <p>Work towards developing formal CUAs wherever possible to secure and protect community access long term.</p>	<p>Stratford-on-Avon District Council</p> <p>Warwickshire County Council</p> <p>Sport England</p> <p>Individual schools</p>	ONGOING		<p>Stratford-on-Avon District Council as appropriate through the planning process</p> <p>Warwickshire County Council</p> <p>Sport England</p> <p>Individual schools/Academies</p> <p>Community organisations and groups</p>
<b>RECOMMENDATION 6 (R6)</b>  <b>Stratford-on-Avon District Council and its voluntary sector partners will facilitate, where possible, increased access to pay and play community centres/halls to maintain and grow participation in physical activity</b>  <b>(PROTECT AND ENHANCE)</b>	<p>Stratford-on-Avon District Council work with its public and voluntary sector partners to ensure maximum use is made of all community halls for sports activities</p>	<p>Stratford-on-Avon District Council</p> <p>Parish and Town Councils</p>	ONGOING		<p>Stratford-on-Avon District Council</p> <p>Parish/Town Councils</p> <p>Other informal hall providers- public and voluntary sectors</p>





RECOMMENDATION	ACTION	RESPONSIBILITY	TIMESCALE		RESOURCES
			SHORT	= 1 – 5 YEARS	
			MEDIUM	= 5 - 10 YEARS	
			LONG TERM	= 10+ YEARS	
<b>RECOMMENDATION 7 (R7)</b>  <b>Stratford-on-Avon District Council will establish dialogue with English Indoor Bowls Association to further explore the protection of the Avon Valley facility (Banbury Road, Lighthorne).</b>  <b>(PROTECT)</b>	Stratford-on-Avon District Council works with the English Indoor Bowls Association (EIBA) to explore the options for protection of the Avon Valley facility (Banbury Road, Lighthorne).  Establish regular dialogue with local indoor bowling clubs to monitor increases in participation and demand for facilities	Stratford-on-Avon District Council  EIBA  Local clubs	SHORT – MEDIUM		Stratford-on-Avon District Council  Local clubs  NGB
<b>RECOMMENDATION 8 (R8)</b>  <b>Stratford-on-Avon District Council will work with local clubs to facilitate access to appropriate martial arts space in facilities.</b>  <b>(PROVIDE AND ENHANCE)</b>	Establish dialogue with the local martial arts clubs to identify specific access and spatial needs in facilities	Stratford-on-Avon District Council  Facility operators  Local martial arts clubs  NGBs	SHORT – MEDIUM		Stratford-on-Avon District Council  Facility operators  Local martial arts clubs  NGBs





SPORTS FACILITY STRATEGY 2016-2035  
STRATFORD - ON - AVON DISTRICT COUNCIL

RECOMMENDATION	ACTION	RESPONSIBILITY	TIMESCALE		RESOURCES
			SHORT	= 1 – 5 YEARS	
			MEDIUM	= 5 - 10 YEARS	
			LONG TERM	= 10+ YEARS	
<b>RECOMMENDATION 9 (R9)</b>  <b>Stratford-on-Avon District Council will work with the National Governing Bodies and local clubs/ partners to monitor the need for increased access to gymnastics facilities in the District, to meet growing demand.</b>  <b>(PROTECT AND ENHANCE)</b>	<p>Stratford-on-Avon District Council works with British Gymnastics and Trampoline on facility development to review and monitor identified need for additional gymnastics/trampoline facilities</p> <p>Establish regular dialogue with local gymnastics/trampoline clubs to monitor increases in participation and demand for facilities, and the potential for club-led facility development</p>	<p>Stratford-on-Avon District Council</p> <p>British Gymnastics and Trampoline</p> <p>Local gymnastics and trampoline clubs</p>	SHORT – MEDIUM		<p>Stratford-on-Avon District Council</p> <p>Local clubs - British Gymnastics and Trampoline</p> <p>Capital investment requirements likely to vary depending on whether additional facilities are new build or conversion of an existing building; potentially £1.5m per purpose built/refurbished facility</p>





RECOMMENDATION	ACTION	RESPONSIBILITY	TIMESCALE		RESOURCES
			SHORT	= 1 – 5 YEARS	
			MEDIUM	= 5 - 10 YEARS	
			LONG TERM	= 10+ YEARS	
<b>RECOMMENDATION 10 (R10)</b>  Where appropriate Stratford-on-Avon District Council and its partners will seek to secure CIL/S106 contributions that could contribute towards the development of additional and safe walking, running and cycling routes, and where possible to open up other informal, multipurpose places and spaces where people can be active, as well as the development/refurbishment of formal facilities where required.  .  <b>(PROVIDE, AND PROTECT)</b>	Ensure all investment priorities are included in the Infrastructure Delivery Plan.  Secure all available funding through Developer Contributions	Stratford-on-Avon District Council - planning and leisure officers	SHORT TO MEDIUM		Stratford-on-Avon District Council - planning and leisure officers  Parish and Town Councils





RECOMMENDATION	ACTION	RESPONSIBILITY	TIMESCALE		RESOURCES
			SHORT	= 1 – 5 YEARS	
			MEDIUM	= 5 - 10 YEARS	
			LONG TERM	= 10+ YEARS	
<b>RECOMMENDATION 11 (R11)</b>  <b>Stratford-on-Avon District Council and its partners will identify the level of capital funding required to address the identified investment needs for sports facilities and investigate the various sources available for capital funding.</b>  <b>(PROVIDE)</b>	Confirm investment priorities and obtain capital costs.  Assess funding options	Stratford-on-Avon District Council	SHORT TO MEDIUM		Stratford-on-Avon District Council - planning and leisure officers  Parish and Town Councils  Identified investment needs estimated at a total of circa £30m + to 2035, based on 2018 costs and replacement of at least 1-2 existing leisure centres (excludes cost of schools developing facilities)  Revenue to support any feasibility studies needed circa £15k-£20k





RECOMMENDATION	ACTION	RESPONSIBILITY	TIMESCALE		RESOURCES
			SHORT	= 1 – 5 YEARS	
			MEDIUM	= 5 - 10 YEARS	
			LONG TERM	= 10+ YEARS	
<b>RECOMMENDATION 12 (R12)</b>  <b>Stratford-on-Avon District Council and its partners will prioritise investment in the development of high quality community sports facilities, in partnership with Public Health and other local partners. Increasing available capacity and therefore opportunities to take part in regular physical activity, in the local community, will contribute to reduced health inequalities, increased participation better community cohesion.</b>  <b>(PROVIDE AND ENHANCE)</b>	Continue to work with a range of relevant partners to facilitate provision of high quality accessible and sustainable community sports facilities	Stratford-on-Avon District Council	Ongoing		Stratford-on-Avon District Council  Local partners- public, education, private and voluntary sectors  Parish and Town Councils  Capital investment could range from extension of an existing hall to a new community hall from circa £0.4m - £2.5m, depending on scale and nature





RECOMMENDATION	ACTION	RESPONSIBILITY	TIMESCALE		RESOURCES
			SHORT	= 1 – 5 YEARS	
			MEDIUM	= 5 - 10 YEARS	
			LONG TERM	= 10+ YEARS	
<b>RECOMMENDATION 13 (R13)</b>  <b>Stratford-on-Avon District Council will monitor the Strategy regularly, with a review every 5 years. On-going monitoring should include partnership working with neighbouring Local Authorities to maintain awareness of facility changes and developments.</b>  <b>(PROTECT)</b>	Review the Strategy on a 5 year basis, to update/revise as appropriate, to ensure Local Plan Evidence Base is robust.	Stratford-on-Avon District Council	Ongoing		Stratford-on-Avon District Council External consultants  Cost – dependent on extent of review but likely to be circa £12k - £15k (not included in capital costs), to review, update and undertake new analysis as required





## DISCLAIMER

Forecasts and recommendation in any proposal, report or letter are made in good faith and on the basis of the information before the Company at the time. Their achievement must depend, among other things, on effective co-operation of the Client and the Client's staff. In any consequence, no statement in any proposal, report or letter is to be deemed to be in any circumstances a representation, undertaking, warranty or contractual condition.



