MEDWAY COUNCIL

Sports Facility Strategy and Action Plan

November 2017

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1 INTRODUCTION

1.1 Introduction

1.1.1 The Sports Consultancy was appointed by Medway Council (the Council) in December 2016 to complete an audit and assessment of sports facilities and to produce a sports facility strategy and action plan for Medway.

1.2 Project Brief

1.2.1 The project brief required that the sports facility strategy should look at the age, quality, size, accessibility and the sustainability of each facility. The brief also outlined the need to determine the level of formal and informal community use and the security of community access to educational and/or community centre sites. In doing so, the assessment focused on providing the following:

- A clear understanding of the current and future supply and demand issues for key sporting facilities in terms of quantity, quality and location.
- Identification of recommendations and priorities to assist the authority and key stakeholders in the delivery of sporting outcomes for the area.
- Development and delivery of a facility strategy that is capable of formal adoption by the Council to shape its investment and facility priorities.

1.2.2 The assessment identifies and assesses the provision of the sports facility types listed below:

- Indoor swimming pools
- Sports halls that are a minimum of 3 badminton courts in size
- Health and fitness suites
- Indoor bowls
- Squash courts
- Indoor tennis courts and outdoor courts
- Aerobic/dance studios
- Gymnastics
- Ice Rinks
- Boxing/martial arts/dojos
- Athletics tracks
- Footgolf
- Golf courses.

1.2.3 The assessment has been prepared in accordance with Sport England's guidelines (Sport England's Assessing Needs and Opportunities Guidance July - 2014) to reflect current best practice for the provision of sports facilities.

1.2.4 The guide focuses on the practicalities of producing a clear and robust assessment to help develop and apply local planning policy. The guide will therefore assist the Council with meeting the requirements of the National Planning Policy Framework (NPPF). The approach has been developed so that it can be tailored to apply to a range of sports facilities and is intended to help Local Authorities (as the key strategic and statutory planning lead) to understand the facility needs in their area.

1.2.5 In particular we have considered whether or not the sports centre provision in east Medway should target leisure or lane pool provision.

1.3 Methodology and Approach

1.3.1 The audit and assessment methodology included the following stages of work:

Stage 1 **Project initiation**

Stage 2 **Background Policy Review –** review of relevant strategic background documentation and analysis of existing local and national planning policies for the provision of sports facilities as set out in the Local Plan, National Planning Policy Framework (NPPF) and associated guidance and relevant whole sports plans.

Stage 3 **Audit of local provision -** A desktop review of the existing facility supply in the area using data made available by Sport England, via Active Places Power, to establish the current level of provision within the area including the range of facilities, age, management type and accessibility. This information was supplemented by consultation with operators and site visits to key facilities owned by the Council.

Stage 4 **Identifying local needs -** Consultation with key stakeholders (i.e. facility operators, Sport England , National Governing Bodies of Sport (NGBs), local educational establishments with indoor facilities, key local sports clubs, facility managers, neighbouring local authorities and the County Sport Partnership) and use of Sport England's strategic planning tools such as the Facilities Planning Model (FPM) and Active Places Power, to complete a robust assessment of the demand for sports facilities.

Stage 5 **Using the outputs from stages 3 and 4, identification of surpluses, shortfalls, issues and recommendations** to help ensure that existing and future of sports facility needs are met across Medway. This stage identified opportunities for improving existing indoor facilities in terms of their quality, quantity, physical and social accessibility, community access to school sites and current maintenance and management.

Stage 6 **Production of a sports facility strategy document and a prioritised and timeline action plan for Medway**. This incorporates the key findings from each of the stages listed above. The final document takes a view of needs up to 2026, as well as giving indicative views of needs up to 2035. The action plan sets out a phased approach to refurbishment, re-provision or new development. In addition it provides the Council with reasoned evidence for its spending priorities, for securing external funding and for other opportunities.

1.3.2 The findings in this report are based on data collected from a range of sources including:

- Published policy and strategy documents
- Sport England tools including:
  - The Facility Planning Model
  - Active Places Power website
  - Active People Survey
  - Active Lives Survey
  - Market Segmentation.
- Stakeholder consultation including:
  - Council officers
  - Sport England
  - Facility operators
  - Relevant National Governing Bodies of Sport
  - County Sport Partnership
  - User clubs
  - Neighbouring local authorities.
- Site visits.

1.3.3 This document contains the findings from the audit and assessment of sports facilities and the strategy and action plan.

2 BACKGROUND AND POLICY REVIEW

2.1 Introduction

2.1.1 This section contains a review of local and national policies and other information, which is of significance in the development of the needs assessment, strategy and action plan. This includes consideration of the following:

- National policy context
- Local policy context
- Demographic profile
- Health and sports participation trends
- Sport England market segmentation.

2.1.2 The key issues arising from the policies and information reviewed have been summarised in the following pages. A summary of the key findings is provided at the end of the section.

2.2 National Context

A New Strategy for Sport (DCMS, 2015)

2.2.1 It has been thirteen years since a broad strategy for sport was published and the sporting world has significantly changed since 2002. It has become clear that since 2012 the existing approach to increasing participation has exhausted its potential for further growth and a new approach is needed that reflects financial, social and technological realties of the time.

2.2.2 The involvement of almost every government department is crucial as the power of sport extends across almost every area of government activity.

2.2.3 Ten themes have been derived through consultation that together captures the headline issues. These themes are:

- **Theme one – Participation:** The governments objective is simple, to make everyone feel that sport is for them, whether a beginner or a competitor. It is important to encourage those who thrive off competition but also equally important not to forget those who just wish to participate socially and learn.
- **Theme two - Physical Activity:** Physical activity, even in the smallest of forms can have significantly large benefits and promoting it is therefore a core part of the strategy.
- **Theme three – Children and young people:** Giving children the opportunity to take part and develop a love of physical activity and sport is vital to ensure participation and long-term enjoyment.
- **Theme four – Financial sustainability:** In the current process of moving the country from economic crisis to recovery, all aspects of public sector budgets must be addressed.
- **Theme five – Coaching, workforce and good governance:** Skills are a key driver of balanced growth. The government is committed to delivering apprenticeship reforms through Trailblazers and are currently working with a range of employees in the sport and leisure industry.
- **Theme six – Elite and Professional Sport:** Elite sport has the power to inspire young people.
- **Theme seven – Infrastructure:** Local authorities have an important role in providing high-quality facilities, but alternative sources of investment and partnership approaches are crucial in ensuring the sustainability of the sports sector.
- **Theme eight – Fairness and Equality:** Sport has the potential to break down barriers and making the most of unique opportunities where sport can promote equality in the wider society is crucial.
- **Theme nine – Safety and Wellbeing:** Sport is extremely powerful and it is vital that everyone is able to perform, take part and work in a safe and accessible environment.

- **Theme ten – International Influence and Major Sporting Events:** The main challenge after hosting the London 2012 Olympic and Paralympic Games is how best to maintain the momentum created.

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

2.2.4 In December 2015 the Government published Sporting Future: A New Strategy for an Active Nation which focusses upon five main outcomes: physical wellbeing, mental wellbeing, individual development, social and community development and economic development. This new strategy sets out how Sport England will deliver these outcomes. One of the most important features of this strategy is a much stronger focus on tackling inactivity. Customer focus is also a key theme throughout this strategy. Programmes and projects must start with the needs of the individual, offering them activities when and where they feel comfortable. Key changes Sport England will be making include:

- Focussing more resources on tackling inactivity
- Investing more in children and young people
- Building positive attitudes to sport and activity as the foundations of an active life
- Helping those who are active now to carry on
- Responding to customer needs and helping the sector be more welcoming and inclusive especially of those groups currently under-represented in sport
- Working nationally and encouraging stronger 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
- Encouraging innovation.

2.2.5 Sport England is aiming to help the sector become more productive and sustainable and will work with UK Sport to set targets to reduce any reliance on single sources of public funding and increase their overall level of non-public investment. Seven new investment programmes have been created that directly respond to the policy direction set in Sporting Future, with the current Sport England 30+ investment programme being replaced. The seven investment programmes will be underpinned by a new Workforce Strategy and Coaching Plan. The programmes are:

- **Tackling inactivity** – at any one time in England 28% of people are inactive, they face a range of barriers to activity, both emotional and practical. These people will be the highest priority for Sport England investment
- **Children and young people** – new remit to work with children from the age of five and recognise that responsibility lies outside the school curriculum encouraging basic competence and enjoyment.
- **Volunteering, a dual benefit** – focus on what the volunteer gets out of volunteering with a focus on both short and long term volunteering
- **Taking sport and activity into the mass market** – seek out and back ideas that can help make sport a mass market activity, including making sport more digitally accessible. More practical solutions need to be created specifically for those who are trying to become more physically active and not just to support those with well-established habits. The main focus here will be on scale, with Sport England wishing to make a difference to hundreds of thousands of people.
- **Supporting sport's core market** – aim to ensure that those who have a strong affinity for sport are treated as valued customers by the sports system.
- **Local delivery** – aim to demonstrate the benefits of working in a more joined up way in some specific places where Sport England will pilot new ways of working locally and build long-term collaborations.
- **Facilities** – commitment to investing in all types of facilities, with a strong presumption in favour of multi-sport for Sport England's major strategic investments with the aim of ensuring facilities are designed to welcome customers. A new Community Asset Fund will be created to support local infrastructure by attracting local social investment.

2.2.6 Sport England will consequently:

- Create a new dedicated fund of £120m to tackle inactivity over the next four years
- Ensure that at least 25% of their total investment over the next four years directly benefits inactive people, including a proportion of their funding for local delivery, children and young people and facilities.
- Work with Public Health England to develop clear messages on physical activity training programmes to primary healthcare professionals.
- Develop a collaborative programme of work with leading health charities. The aim will be to get more people at risk of, or living with long-term conditions, taking part in sport and physical activity.
- Create a common evaluation framework for all proposals and investments
- Create new and wider partnerships in the next four years, as well as working with existing partners in new ways
- Specifically focus on more commercial data and gaining more digital expertise
- Aim to build on lessons learned in the Inspired Facilities programme to simplify the competitive funding processes over the life of this strategy, starting with the new Community Asset Fund which will replace the current Small Grants programme.

National Planning Policy Framework (NPPF) (2012)

2.2.7 The NPPF sets out planning policies for England. It details how these changes are expected to be applied to the planning system. It also provides a framework for local people and their councils to produce distinct local and neighbourhood plans, reflecting the needs and priorities of local communities. It states that the purpose of the planning system is to contribute to the achievement of sustainable development. It identifies the need to focus on three themes of sustainable development:

- Economic
- Social
- Environmental.

2.2.8 A presumption in favour of sustainable development is a key aspect for any plan-making and decision-taking processes. In relation to plan-making the NPPF sets out that Local Plans should meet objectively assessed needs.

2.2.9 The “promoting healthy communities" theme identifies that planning policies should be based on robust, up-to-date assessments of need for open space, sports and recreation facilities and opportunities for new provision. Specific needs and quantitative and qualitative deficiencies and surpluses in local areas should also be identified. This information should be used to inform what provision is required in an area.

Everybody Active, Everyday (Public Health England, 2014)

2.2.10 Public Health England (PHE) is aiming to drive a step change in the public’s health. Tackling physical inactivity is a key step to making the change to reduce preventable death, disease and disability and support people and their surrounding communities to ultimately achieve their potential. Other high income countries including Finland and Germany have illustrated that such a situation can be changed.

2.2.11 PHE want to engage with providers, professionals, and commissioners in health, social care, transportation, planning, education, sport and leisure, culture, the voluntary and private sector to drive through this campaign.

2.2.12 Being active everyday needs to ultimately be embedded across every community in every aspect of life. England is currently 24% less active than in 1961. Public Health England has developed four domains for action at both a national and regional scale. These include:

- Active society: creating a social movement
- Moving professionals: activating networks of expertise
- Active lives: creating the right environments
- Moving at scale: scaling up interventions that make us active.

2.2.13 A cultural turnaround in attitudes to physical activity needs to change with a long-term promotion of physical activity ultimately needed. Professionals need to be activated in a variety of practices including; spatial planning, social care, sport and leisure and the media.

2.2.14 PHE recognises that monitoring progress and measuring impact at a population, organisational, programme and individual level needs to occur. To support the evaluation at a local level, PHE have developed the Physical Activity Standard Evaluation Framework (SEF).

2.2.15 It is recognised that delivering the vision of everyone being active everyday will not be achieved in ten years. The following steps provide actions for local areas to support and facilitate change:

- Lead by example in all public sector workspaces
- Make every contact count for volunteers and professionals to encourage active lives
- Teach every child to value, enjoy and have the skills to be active every day and build environments that are age friendly, safe for cyclists and make walking easier.

2.2.16 Alongside Everybody Active Everyday, PHE is publishing supporting publications that provide in-depth resources and information to support local and national action.

UKActive's Blueprint for an Active Britain (2016)

2.2.17 The national cost of physical inactivity now stands at £20 billion per year[1] and the UK Active's Blueprint for an 'Active Britain' calls for a single-minded focussing of resources, energy and policy to turn the tide of physical inactivity.

2.2.18 The purpose of the document is to support government, local authorities, businesses and activity providers to re-embed activity into daily life.

2.2.19 We are currently faced with the most inactive generation of all time in England, with nearly one in three adults failing to meet the Chief Medical Officer's Guidelines on Physical Activity as of 2014[2].

2.2.20 To turn the tide on inactivity, getting people moving must be considered a top-tier standalone health issue, and embedding activity into all aspects of daily life must be a priority for the government while reaffirming their commitment to public health as a crucial area of health policy.

2.2.21 The national cost of physical inactivity now stands at £20 billion per year[3] and the UK Active's Blueprint for an 'Active Britain' calls for a single-minded focussing of resources, energy and policy to turn the tide of physical inactivity.

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[1] Designed to move (2013). Designed to Move: A Physical activity agenda
[2] Ukactive. Steps to Solving Inactivity, London: November 2014
[3] Designed to move (2013). Designed to Move: A Physical activity agenda

2.2.23 We are currently faced with the most inactive generation of all time in England, with nearly one in three adults failing to meet the Chief Medical Officer's Guidelines on Physical Activity as of 2014[4].

2.2.24 To turn the tide on inactivity, getting people moving must be considered a top-tier standalone health issue, and embedding activity into all aspects of daily life must be a priority for the government while reaffirming their commitment to public health as a crucial area of health policy.

2.2.25 Physical activity must become a crucial part of the delivery mechanisms of the NHS, with the development of a comprehensive, evidence-based, systematic integration of physical activity into clinical care.

2.2.26 Powerful, robust research and high-quality evidence is the cornerstone of activity promotion. The first step to any behavioural intervention strategy must be obtaining a clear understanding of whether it will achieve its goal and whether it is the most effective way of doing so.

2.2.27 The physical activity sector, supported by the government and local authorities across the country, should utilise its vast resources to ensure that there are amble opportunities for disabled people to get active.

2.2.28 The report identifies that work needs to be done to create a greater understanding between teachers and parents, the health sector, children's activity and sports providers and children themselves, as to what works in getting children moving again.

2.2.29 It recommends the need for local authorities to work with high schools and academies to provide a long-term motivational behavioural change intervention scheme in partnership with activity providers, to engage the most inactive children and signpost activity opportunities tailored to individual needs.

Sport England: Economic Value of Sport in England (2013)

2.2.30 In 2010, the sport and sport-related activity generated Gross Value Added (GVA) of £20.3 billion. This placed sport in the top 15 industry sectors in England.

2.2.31 Sport and sport-related activity is estimated to support over 400,000 full-time equivalent jobs and also generate a range of wider benefits, both for individuals and society.

2.2.32 The benefits of playing sport include well-being of individuals taking part, improved health and education, a reduction in youth crime, environmental benefits, stimulating regeneration and community development and benefits to the individual and wider society through volunteering.

2.2.33 The economic value of sport in terms of health and volunteering in England is estimated to be £2.7 billion per annum for volunteering and £11.2 billion per annum for health.

2.2.34 A key wider benefit of sport is the benefit to individuals from improved health (both physical and mental) and, as a result of a healthier population reduced costs to the National Health Service. Research has been undertaken to value the healthcare costs saved and the total economic value (a broader measure of the economic value of the health benefits). The annual value of health benefits generated by participation in sport are estimated to be £1.7 billion in terms of savings and healthcare costs and £11.2 billion in total economic value in 2011-12.The local Sport England Economic Value tool estimates that the economic value of improved quality and length of life plus health care costs avoided due to participation in sports equates to £90.4m in Medway.

2.2.35 In summary, both in terms of economic impact and broader economic value, it is evident that sports and sport-related activities make a substantial contribution to the economy and to the

[4] Ukactive. Steps to Solving Inactivity, London: November 2014

welfare of individuals and society. Its wider economic benefits mean that it is a key part of society, which results in large benefits to individuals and communities.

2.3 Local Policy Context

Medway Council Local Plan 2012-2035: Health and Communities

2.3.1 Medway Council is preparing a new Local Plan to set out a development strategy and supporting policies to manage the area's sustainable growth up to 2035. The council has carried out two rounds of formal consultation on the emerging Local Plan. The Development Options document[5] published in January 2017 provided a draft vision for Medway in 2035, strategic objectives, emerging approaches to policies to address the key issues facing Medway's communities, economy and environment, and options for how growth needs could be met.

2.3.2 Medway Council is committed to reducing health inequalities, increasing life expectancy and improving the quality of life of those who live and work there. Medway currently performs poorly against public health outcomes in life expectancy and causes of death as a result of inequalities.

2.3.3 The average male life expectancy is currently below the national average, and there are pockets of marked health issues in some neighbourhoods, with reduced life expectancy and health impairments.

2.3.4 A number of lifestyle issues including obesity, smoking and alcohol are key contributors to high mortality rates. With an ageing population, the number of people living with dementia is projected to increase.

2.3.5 Planning has an important role in supporting healthier lifestyles particularly in: promoting healthy weight, improving access to health care settings and services and supporting access to healthy and affordable food.

2.3.6 One of the biggest aspirations for the Council is to enable all of Medway's people, both residents and those working there, to enjoy an outstanding quality of life.

2.3.7 Alongside creating and sustaining economic growth, the Council wishes to place residents, workplaces and communities in a position to take advantage of the opportunities that growth brings. Certain areas of Medway have experienced consistently higher rates of unemployment and economic inactivity.

2.3.8 Obesity levels in Medway are above average and the Council supports an integrated programme to address the problem through physical activity and healthy eating.

2.3.9 Medway is projected to see an increase of 31,000 residents aged 65 and over by 2035 and seeks to establish the area as 'Dementia Friendly' embedding awareness of the needs of people with dementia and their carers in service design and delivery.

2.3.10 Council ambitions include that Medway's growth should benefit all groups in the community with physical and learning difficulties. Planning for the needs of the older people is a key consideration for the local plan.

2.3.11 In planning for Medway's future, the council will seek to retain and develop sustainable and accessible neighbourhoods, where people can easily reach a range of services and facilities and reduce the risk of social isolation through enabling interactions in the wider community.

[5] Available at: http://www.medway.gov.uk/pdf/Local%20Plan%20Development%20Options%20consultation%20document.pdf

2.3.12 The council supports the use of Health Impact Assessments and seeks to embed ambitions for a healthier Medway in all its work and will encourage new development to promote opportunities to improve health.

2.3.13 The council is committed to reducing health inequalities, increasing life expectancy and improving quality of life. It will support work to improve economic and social opportunities to tackle disadvantage across Medway.

2.3.14 In planning for the future, the Council will seek to retain and develop sustainable and accessible neighbourhoods.

Medway Council Local Plan 2012-2035: Housing

2.3.15 A core task of the new Local Plan is to provide for the housing needs of Medway's communities over the plan period. Although house prices in Medway are lower than neighbouring boroughs, they have risen in recent years and the private rented sector doubled between 2001 and 2011.

2.3.16 A Strategic Housing and Economic Needs Assessment including a Strategic Housing Market Assessment[6] was commissioned and concluded that the Local Plan needs to provide for 29,463 new homes over the plan period. A high level of demand for affordable housing at 17,112 over the plan period was identified.

2.3.17 A variety of housing types and standards will be required to assist in achieving balanced and sustainable communities. Analysis of the 2014-based household projections indicated that Medway is predicted to see a notable increase in single person and small family households.

2.3.18 Overall Medway has an above average household size at 2.44 persons compared to 2.36 nationally, however this is predicted to fall 2.33 in 2035 (2.22 nationally).

2.3.19 The Assessment identifies a need for 17,112 affordable dwellings over the plan period. The Council will make provision in the Local Plan for affordable housing in line with such evidence needs and viability considerations to ensure that the plan is deliverable and sound.

2.3.20 Growth in the over 65's account for just over half of the overall population growth in Medway, with an extra 31,000 older residents by 2035, with males aged 65-74 showing the most significant increase over the next twenty years.

2.3.21 The total population aged 16-64 predicted to have a serious physical disability in Medway in 2030 is 4,200, an 11% increase from the 2015 total.

2.3.22 Medway's student population has continued to grow across the further and higher education sectors. In 2014 there were estimated to be around 1,200 bed spaces in institutional accommodation in Medway, with a further 530 student rooms having been provided at Liberty Quays.

2.4 Demographic Profile

2.4.1 The demographic profile of the Unitary Authority has been reviewed to provide further context in terms of the catchment population and the key factors influencing facility needs.

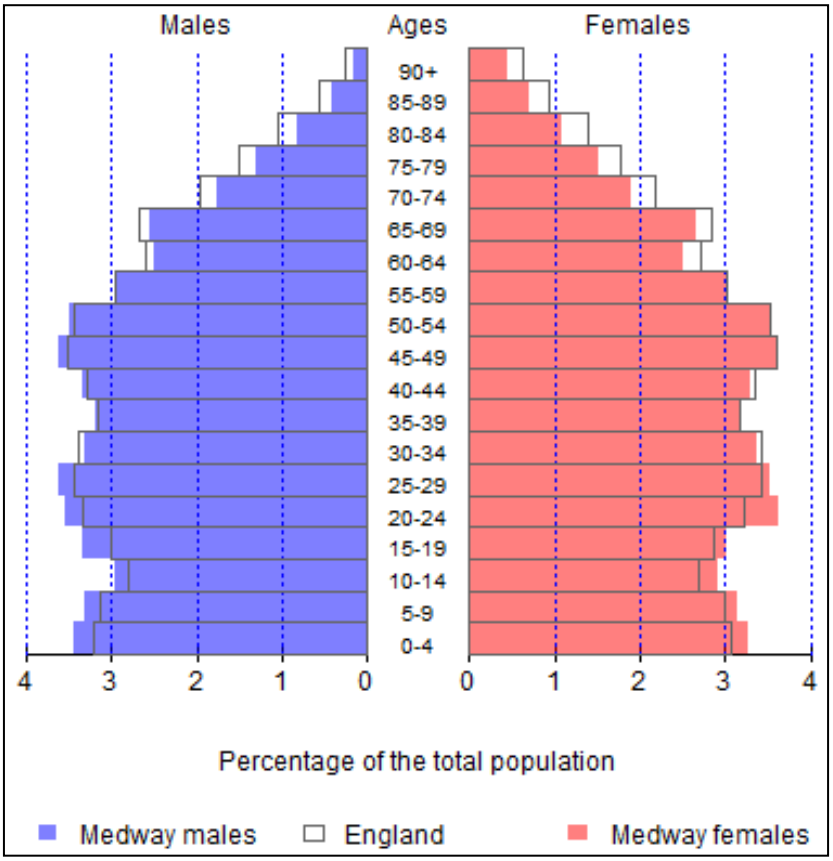
[6] Available at: http://www.medway.gov.uk/pdf/Medway%20SHMA%20Final%20Report.pdf

Population

2.4.2 The latest mid-year estimate published by ONS indicates that the population of Medway reached 278,542 in 2016, 0.7% above the 2015 mid-year figure which is below the rate of growth in Kent (+1.1%) and regionally and nationally (+0.9%).

2.4.3 Figure1 illustrates the population structure of Medway and England in 2015. It can be seen that a significant proportion of the population are within the 45-49 years and 25-29 years age bracket. By broad age group Medway has a larger young person's population (20%) and a smaller proportion of people aged over 65 (15%).

Figure 1: Population structure of Medway and England in 2015



2.4.4 In 2016 for the first time in six years Medway saw an outward flow in internal migration that is to other parts of the country, while international migration to Medway remained constant at 1,000. Previous to that, growth in 2015 and 2014 were similar with significant inward migration from abroad, which was in contrast to 2013 and 2012, which saw significant inward migration from within the United Kingdom, most notably via London.

2.4.5 Medway's population is predicted to reach 330,200 by 2035[7], growing by just over 56,000 people, a growth rate of 20.5% over the projection period 2014-2035. The projected population growth estimate in Medway is significantly above the growth level for England (+14%), the South East (+16%) and Kent (+19%), but similar to neighbouring areas. The expected population growth and migration figures can be seen in Table 1.

[7] Medway Monitoring Report 1st April 2015 – March 2016 – Volume 1

Table 1: Population growth 2014 to 2035

Total growth	56,200
Natural Change	31,100
Births	79,200
Deaths	48,100
All Migration Net	**25,000**
England to Medway	252,600
Medway to England	234,900
International to Medway	28,100
International from Medway	18,900
Scotland/Wales/NI to Medway	6,300
Medway to Scotland/Wales/NI	8,400

(Source: Medway Monitoring Report 1st April 2015-March 2016 – Volume 1)

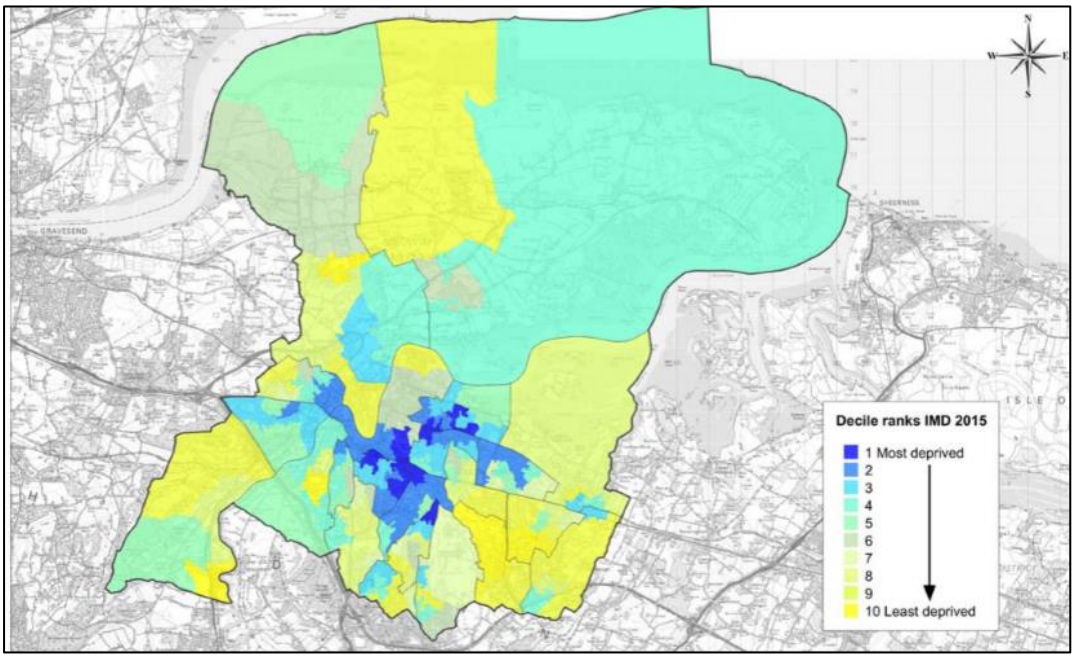
2.4.6 It is anticipated that the age profile of Medway is likely to change considerably, with the largest growth in the Medway population being within people aged 65 and over. This age bracket represented 15% of the population in 2014 with predictions expecting this to rise to just over 20% in 2035.

2.4.7 Medway is currently ranked 118th most deprived local authority out of 326 in England. This is more deprived than the previous index in 2010, when Medway was ranked 136th most deprived[8].

2.4.8 The most 'relatively' deprived communities are concentrated in central urban areas, most notably in Chatham Central, Gillingham North and Luton and Wayfield. Income, along with employment is the two main deprivation domains, making up 45% of the overall index between them.

2.4.9 Figure 2 illustrates the varying levels of deprivation in the area.

Figure 2: Map illustrating overall index of multiple deprivation in Medway



(Source: Index of Deprivation 2015 (February 2016), Medway Council)

[8] Medway Monitoring Report 1st April 2015-March 2016 – Volume 1

2.5 Health

2.5.1 In Medway, 21.3%[9] of adults (16+) are physically inactive. These adults are doing less than 30 minutes exercise per week. This is higher than the regional (South East) rate of 19.7% but below the national rate of 22.0%.

2.5.2 In 2012, 22.8%[10] of adults in Medway were classified as obese and according to Public Health England local health priorities in the area include reducing smoking, obesity and reducing inequalities in healthy life expectancy. Both the average life expectancy of males and females in Medway is currently significantly worse than the England average. Life expectancy at birth for males and females in Medway is 78.7 and 79.5 years respectively compared with the England average for males and females of 82.2 and 83.2 respectively[11].

2.6 Sports Participation

2.6.1 In 2016, Sport England published a new strategy, 'Towards an Active Nation', a strategy that directly aligns with the Government's 'Sporting Future' strategy. An important part of the new approach is to build all of the work around the customer, who is the person that does or might play sport. Active Lives has since been designed replacing the Active People survey. Active Lives is a much broader survey and includes walking, cycling for travel and dance activities looking at patterns of behaviour over a twelve month period, rather than just four weeks. The first report was released in January 2017.

2.6.2 According to the Active People Survey data, the number of people in Medway that are participating in physical activity, at least one 30 minute session of moderate intensity sport per week has fluctuated between the years 2005 and 2015. There has however, been an overall decrease from 33.1% in 2005, to 29.0% in 2015[12] which can be seen in Table 2, alongside corresponding data for the authority's geographical neighbours.

Table 2: Adult (16+) participation in at least 30 minutes moderate intensity sport per week by year

Survey	National	South East	Medway	Gravesham	Tonbridge & Malling	Maidstone	Swale
2005/06 (APS1)	34.60%	37.10%	33.10%	31.50%	34.40%	34.90%	33.90%
2007/08 (APS2)	36.60%	39.00%	35.00%	34.70%	44.00%	39.20%	34.80%
2008/09 (APS3)	36.50%	37.90%	29.9.%	37.10%	39.00%	33.60%	31.40%
2009/10 (APS4)	36.20%	37.90%	33.80%	35.40%	38.50%	34.50%	29.30%
2010/11 (APS5)	35.60%	36.80%	24.80%	32.10%	42.40%	36.30%	33.30%
2011/12 (APS6)	36.90%	38.40%	33.70%	31.50%	38.00%	35.00%	29.70%
2012/13 (APS7)	36.60%	38.10%	33.60%	39.40%	36.40%	36.10%	38.90%
2013/14 (APS8)	36.10%	37.60%	28.40%	39.00%	40.50%	32.10%	26.20%
2014/15 (APS9)	35.80%	37.70%	29.10%	36.50%	41.30%	37.00%	33.50%
2015/16 (APS10)	36.10%	38.30%	29.00%	30.10%	39.50%	39.30%	32.80%

(Source: Active People Survey 1-10, Sport England 2016)

2.6.3 The Active Lives Survey measures participation differently, by measuring sport and physical activity if it's done at least twice in the last 28 days. Table 3 illustrates the number of adults (16+) who have taken part in sport and physical activity at least twice, in the last 28 days in Medway and its geographical neighbours. It illustrates that the number of adults (16+) taking part in physical activity at least twice in the last 28 days is lower in Medway compared to national and regional levels, as well as being lower than those in geographically neighbouring

[9] Active Lives Survey 2015-2016
[10] Public Health England Medway Health Profile 2015
[11] Public Health England Medway Health Profile 2015
[12] Active People Surveys 1 to 10

authorities of Tonbridge and Malling and Swale. It is however, higher than those at Gravesham and Maidstone.

2.6.4 It should be noted that 'Towards an Active Nation' extended Sport England's remit to include the following additional activities:

- Walking for leisure
- Walking for travel
- Cycling for travel
- Dance.

Table 3: Adults (16+) who have taken part in sport & physical activity at least twice in the last 28 days (November 2015 - November 2016)

Active Lives Survey	National	Regional (South East)	Medway	Gravesham	Tonbridge & Malling	Maidstone	Swale
Year 1 Report	77.20%	79.70%	75.80%	75.70%	82.10%	74.70%	76.40%

(Source: Active Lives Survey 2015-16, Year 1 Report)

2.6.5 There are a total of 130,400[13] people in Medway wanting to do more sport which, at a rate of 58.2%, is slightly higher than regional (57.4%) and national (57.6%) rates.

2.7 Non Participation

2.7.1 In addition to analysing participation we have also reviewed levels of non-participation. Non-participation makes reference to the number of adults (16+) who have not participated in any sessions of sport, at any intensity, for any duration in the last 28 days. 62.2%[14] of the area does not participate in sport, a figure that is significantly higher than both regional (50.3%) and national (53.4%) averages. This should be an area of concern for the Council.

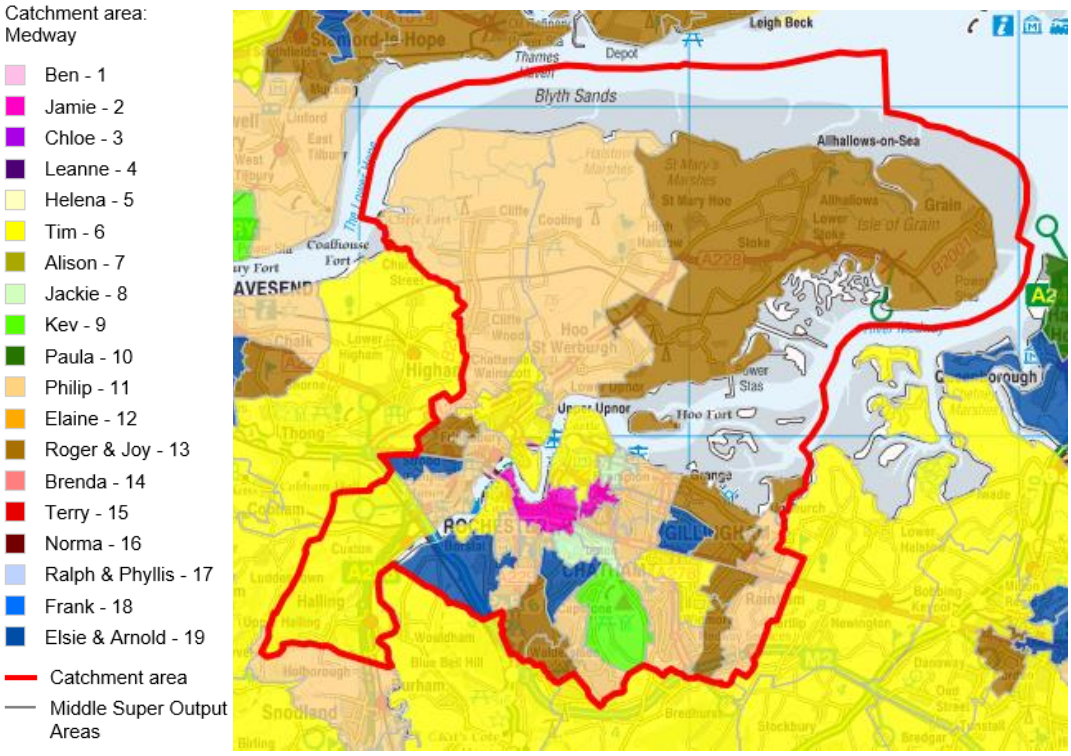
2.8 Sport England Market Segmentation

2.8.1 To help better understand attitudes, motivations and perceived barriers to participation, Sport England has developed a segmentation model with 19 'sporting' segments. Each has a distinct sporting behaviour and attitude.

2.8.2 Knowing which segment is most dominant in the local population is important as it can help direct provision and programming. For example, whilst the needs of smaller segments should not be ignored, it is useful to understand which sports are enjoyed by the largest proportion(s) of the population. Segmentation also enables partners to make tailored interventions, communicate effectively with target market(s) and better understand participation in the context of life stage. Figure 3 represents the geographical spread of different regions within Medway and their associated segment. The map illustrates that there are a number of different segments within the local authority area.

[13] Active People Survey 10, 2015/2016
[14] Active People Survey 10, 2015/2016

Figure 3: Market Segmentation in Medway



(Source: Sport England Market Segmentation Tool)

2.8.3 Table 4 shows the population of all segments within the area. It illustrates that the market segment "Phillip" (21,688) represents the largest population within Medway and "Ralph and Phyllis" (3,325) represents the least.

Table 4: Catchment population of each segment within Medway

Segment	Catchment Population	Tops Sports (played at least once a month) and sporting behaviour
Ben	8276	Ben is a very active type that takes part in sport on a regular basis: he is the most sporty of the 19 segments. Ben's top sports are football (33%), keep fit/gym (24%), cycling (18%), athletics including running (15%) and swimming (13%)
Jamie	9759	Jamie is a very active type that takes part in sport on a regular basis. Jamie's top sports are football (28%), keep fit and gym (22%), athletics including running (12%), cycling (12%) and swimming (10%)
Chloe	6645	Chloe is an active type that takes part in sport on a regular basis. Chloe's top sports are fit/gym (28%), swimming (24%), athletics including running (14%) and equestrian (3%)
Leanne	8905	Leanne is the least active of her age group. Leanne's top sports are keep fit/gym (23%), swimming (18%), athletics including running (9%), cycling (6%) and football (4%)
Helena	7179	Helena is a fairly active type that takes part in sport on a regular basis. Helena's top sports are keep fit/gym (26%), swimming (22%), cycling (11%), athletics including running (9%) and equestrian (3%)
Tim	16723	Tim is an active type that takes part in sport on a regular basis. Tim's top sports are cycling (21%), keep fit/gym (20%), swimming (15%), football (13%) and golf (7%).
Alison	9505	Alison is a fairly active segment with above average levels of participation in sport. Alison's top sports are keep fit/gym (27%), swimming (25%), cycling (12%), athletics including running (11%) and equestrian (3%)
Jackie	15785	Jackie has above average levels of participation in sport, but is less active than other segments in her age group. Jackie's top sports are keep fit/gym (22%), swimming (20%), cycling (9%), athletics including running (6%) and badminton (2%)
Kev	10422	Kev has above average levels of participation in sport. Kev's top sports are keep fit/gym (14%), football (12%), cycling (11%), swimming (10%) and athletics including running (6%)
Paula	6744	Paula is not a very active type and her participation is lower than that of the general adult. Paula's top sports are keep fit/gym (15%), swimming (17%), cycling (5%), athletics and running (4%) and football (3%)

Philip	21688	Philip's sporting activity level are above national average. Philip's top sports are cycling (16%), keep fit/gym (15%), swimming (12%) and golf (8%)
Elaine	10943	Elaine's sporting activity levels are similar to national average. Elaine's top sports are keep fit/gym (21%), swimming (18%), cycling (7%), athletics including running (3%) and tennis (2%)
Roger & Joy	15697	Roger and Joy are slightly less active than the general population. Roger and Joy's top sports are keep fit/gym (13%), cycling (8%), golf (6%) and angling (2%)
Brenda	9237	Brenda is generally less active than the average adult. Brenda's top sports are keep fit/gym (15%), swimming (13%), cycling (4%), athletics and running (2%) and badminton (1%)
Terry	6934	Terry is generally less active than the average adult. Terry's top sports are generally keep fit/gym (8%), swimming (6%), cycling (6%), angling (4%) and golf (4%)
Norma	3390	Norma is generally less active than the average adult. Norma's tops sports are generally keep fit/gym (12%), swimming (10%), cycling (2%), bowls (1%) and martial arts/combat (1%)
Ralph & Phyllis	3325	Ralph and Phyllis are less active than the average adult, but are sportier than other segments of the same age group. Ralph and Phyllis' top sports are keep fit/gym (10%), swimming (9%), golf (7%), bowls (4%) and cycling (4%)
Frank	8534	Frank is generally much less active than the average adult. Frank's top sports are golf (7%), keep fit/gym (6%), swimming (6%) and cycling (4%)
Elsie & Arnold	14737	Elsie and Arnold are much less active than the average adult. Their top sports are keep fit/gym (10%), swimming (7%), bowls (3%), golf (1%) and cycling (1%)

2.8.4 “Phillip” accounts for 21,688 people and this segment is defined as: mid-life professional, sporty males with older children and more time for themselves. The second largest segment is “Tim”, accounting for 16,723 people. This segment is described as; sporty male professionals, buying a house and settling down with a partner. The most popular sports for these segments of the population include; cycling, keep fit/gym and swimming.

2.8.5 “Ralph and Phyllis” accounts for the smallest proportion of Medway’s population. This segment represents those that are less active than the average adult, but are sportier than other segments of the same age group. The most popular sports for this segment of the population includes; keep fit/gym, swimming, golf and bowls.

2.8.6 The implications for sports facility provision are that the dominant profiles would benefit from the provision of facilities to support keep fit/gym facilities and swimming. The majority of other popular activities are outdoor based and include cycling, athletics and running.

2.9 Summary

2.9.1 The following key points have been identified through the background and policy review:

- The most popular activities in Medway, by percentage participation are swimming, 9% and gym sessions 8.5%[15.]
- Medway’s population is expected to reach 330,200 by 2035[16], growing by just over 56,000 people, a growth rate of 20.5% over the projection period 2014-2035. The projected population growth estimate in Medway is above the growth level for England (+14%), the South East (+16%) and Kent (+19%).
- In 2012, 22.8%[17] of adults in Medway were classified as obese and 21.3%[18] of adults (16+) are physically inactive.
- The number of people in Medway that are participating in physical activity, at least one 30 minute session of moderate intensity sport per week, has fluctuated between the years 2005 and 2015. There has however been an overall decrease from 33.1% in 2005, to 29.0%in 2015[19.]

[15] Active People Survey. Measure: Participation rate in the top sports in the local area and the number of adults (16+) that participate at least once a month (any intensity, any duration). Time Period(s): 2015/16.
[16] Medway Monitoring Report 1st April 2015 – March 2016 – Volume 1
[17] Public Health England Medway Health Profile 2015
[18] Active Lives Survey 2015-2016
[19] Active People Surveys 1 -10

- Sport England's market segmentation shows that of the 19 segments, "Phillip" (21,688) represents the largest proportion of Medway's population and "Ralph and Phyllis" (3,325) represents the least. The implications for sports facility provision are that the dominant profiles would benefit from the provision of facilities to support keep fit/gym and swimming.

3 AUDIT OF FACILITY SUPPLY

3.1 Introduction

3.1.1 The audit of facility supply includes an assessment of the following indoor facilities included in the scope of this study:

- Indoor swimming pools
- Sports halls (minimum of 3 badminton courts in size)
- Health and fitness suites
- Indoor bowls
- Squash courts
- Indoor tennis courts and outdoor courts
- Aerobic/dance studios
- Gymnastics
- Athletics tracks
- Ice rinks
- Boxing/martial arts/dojos
- Athletics tracks
- Footgolf
- Golf courses.

3.1.2 The assessment of these facilities includes the analysis of the quality, quantity and accessibility of each.

Assessment of Supply

3.1.3 Where possible, audits and assessments have been undertaken in the presence of management staff from the facilities. This is of considerable value as it not only enables access to be gained to all aspects of facilities, but also allows more detailed in-situ discussion of issues such as customer perspectives, quality, maintenance etc. This is essential as the audit is a 'snapshot' visit and there is a risk, dependent upon the time of day/year, that it may not wholly reflect general user experience.

3.1.4 Site visits were undertaken at facilities operated by the Council; Deangate Ridge Golf Club, Hoo Sports Centre, Medway Park Sports Centre, Splashes Sports Centre, Strood Sports Centre and Strand Leisure Pool. Information was gathered on the following areas:

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

3.1.5 This enables identification of the potential of each facility and informs investment decisions at each site.

Assessment of Demand

3.1.6 Demand has been assessed utilising available Sport England tools (i.e. Facilities Planning Model, Active Places and Active People Survey) to help gauge strategic provision of community sports facilities. It helps to analyse sports facility provision and whether supply meets demand. It provides data that is used as part of the information base to inform the analysis of supply and demand.

3.1.7 Demand analysis is supplemented by data collected during site visits and stakeholder consultation. This enables key local issues to be taken into account, e.g. where local demand is particularly high and additional provision is required. Consultation was conducted with a range

of stakeholders to gain a comprehensive understanding of key issues. In particular, secondary schools and other community accessible facility providers were consulted.

3.1.8 When assessing facility provision against demand, key issues such as changes in population size need to be taken into account.

3.2 Catchment Areas

3.2.1 Catchment areas for different types of facilities provide a tool for identifying areas currently not served by existing sports facilities. It is recognised that catchment areas vary from person to person, day to day, hour to hour. Therefore, Sport England accepts a catchment which is defined as the distance travelled by around 75-80% of users.

3.2.2 Sport England determines that differences in rural and urban catchments are reflected within an agreed walk or drive time catchment. The normal acceptable standard would be to apply a 20-minute walk time (1 mile radial catchment) for an urban area and a 20-minute drive time for a rural area. For this report, catchment mapping illustrating a 20-minute drive time has been applied to each facility type, with agreement from Sport England.

3.3 Supply and Demand Analysis

3.3.1 The supply and demand assessment is key in determining whether Medway currently has sufficient provision to account for future changes in population. It also takes into account the spread of provision and enables identification of communities not served by facilities.

3.3.2 It is necessary to assess the current capacity across Medway and potential demand (based on population and participation trends). This helps determine whether current capacity is meeting current demand and whether there is a surplus or a shortfall. It also identifies the areas of over or undersupply relative to demand.

3.4 Neighbouring Authority Development Plans

3.4.1 It is important to understand any plans that neighbouring local authorities may for providing new facilities or for closing facilities, as these could provide accessible facilities for residents from Medway, particularly those living towards the boundary of the area. We have consulted the neighbouring authorities and the findings are summarised below:

Gravesham Borough Council

- The only major refurbishment project that the Council is working towards is a site known Fleet Leisure – which is an old industry sports ground site (now owned by the council but to be operated by an external organisation) with some accompanying internal leisure facilities on site. We understand these include a social function halls, changing rooms, small gym etc.
- There are no plans to close any key facilities
- It is anticipated that the two council owned leisure centres will be subject to a feasibility study going forward although timescales for this are yet to be decided/agreed.
- The Council's plans will not have a significant impact on residents of Medway.

Swale Borough Council

- The Council did not respond to requests for consultation, despite several attempts to gain a response. We could find no evidence to suggest any currently planned development work on new facilities or the upgrading or closure of existing centres.

Tonbridge & Malling District Council

- The Council did not respond to requests for consultation, despite several attempts to gain a response. We could find no evidence to suggest any currently planned development work on new facilities, the upgrading or closure of existing centres.

Maidstone Borough Council

- The Council did not respond to requests for consultation, despite several attempts to gain a response. We could find no evidence to suggest any planned development work on new facilities, the upgrading or closure of existing centres. It was noted that Maidstone Leisure Centre was subject to improvement works in 2015.

3.4.2 Based on the limited response from neighbouring authorities and the web based research conducted by The Sports Consultancy, it appears that there are currently limited proposals for improvement of facilities in the neighbouring authorities. There is no evidence to suggest there is unlikely to be significant impact on the facilities operated by Medway Council.

4 NEEDS ASSESSMENT, SURPLUSES AND SHORTFALLS IN FACILITY PROVISION

4.1 Introduction

4.1.1 This section contains a summary of the findings from the needs assessment work. Each facility type is reviewed in turn with information provided on various factors relating to supply and demand for facilities. The key findings are provided for each facility.

4.1.2 The Council owns and operates six sports facilities, four of which are indoor facilities that are referenced in this report. The facilities are managed in house (i.e. directly by the Council) and include:

- Deangate Ridge Golf Club
- Hoo Sports Centre (indoor)
- Medway Park Sports Centre (indoor)
- Splashes Sports Centre (indoor)
- Strood Sports Centre (indoor)
- Strand Leisure Pool.

4.2 Indoor Swimming Pools

4.2.1 Defined as an "enclosed area of water, specifically maintained for all forms of water based sport and recreation, this covers indoor pools and specific diving tanks used for swimming, teaching, training and diving" (Sport England Active Places). This definition does not apply to The Strand, this is considered to be a lido facility, a public outdoor swimming pool or swimming area.

4.3 Supply

Quantity

4.3.1 There are four sports centres in Medway that have fully accessible swimming pools;

- Hoo Sports Centre (4 lane, 25m pool and learner pool)
- Medway Park Sports Centre (6 lane, 25m pool, learner and diving pool)
- Splashes Sports Centre (4 lane, 25m pool)
- Strood Sport Centre (8 lane, 20m pool and learner pool).

4.3.2 All these facilities are owned by the Council and managed by the local authority in house. The remaining facilities that allow varying degrees of community access are; Kings School Rochester (4 lane, 25m pool), that is leased from the Council and Sir Joseph Williamson's Mathematical School (6 lanes, 25m pool) which are both managed by in house by the school and the Arethusa Venture Centre (3 lanes, 22m) that is managed by a Community Organisation.

4.3.3 Rochester Health Club and Roko Health Club are both commercially owned and managed. They are only available for use by registered members; therefore provide limited access to the community.

4.3.4 In terms of size of facility, Medway Park and Strood Sports Centre provide the largest facilities in Medway with a 6 lane x 25m main pool with an ancillary teaching pool and diving area and an 8 lane x 25m main pool respectively. Figure 4 illustrates the geographical location of each of the indoor swimming pools that are available for use by the public.

Figure 4: Indoor Swimming Pools in Medway

4.3.5 Table 5 includes the supply information for swimming pools in Medway. The facilities in grey illustrate those that are deemed to be either for private use, too small, a lido facility or are currently closed and have therefore been excluded from the Facility Planning Model (FPM) analysis. All the remaining facilities are available for public use in varying capacities.

Table 5: Swimming pool supply information

Site Name	Facility Sub Type	Lanes	Length	Access Type	Ownership Type	Management Type	Year Built	Year Refurbished
ARETHUSA VENTURE CENTRE	Main/General	3	22	Sports Club / Community Association	Community Organisation	Community Organisation	1935	n/a
HOO SWIMMING POOL	Main/General	4	25	Pay and Play	Local Authority	Local Authority (in house)	1973	n/a
	Learner/Teaching/Training	0	10	Pay and Play	Local Authority	Local Authority (in house)	1973	n/a
KING'S SCHOOL - ROCHESTER	Main/General	4	25	Sports Club / Community Association	Other Independent School	School/College/University (in house)	2001	n/a

Site Name	Facility Sub Type	Lanes	Length	Access Type	Ownership Type	Management Type	Year Built	Year Refurbished
MEDWAY PARK	Main/General	6	33, with boom to create 25m plus teaching area	Pay and Play	Local Authority	Local Authority (in house)	1973	n/a
	Learner/Teaching/Training	0	12					
	Diving	0	10					
SIR JOSEPH WILLIAMSON'S MATHEMATICAL SCHOOL	Main/General	6	25	Sports Club / Community Association	Voluntary Controlled School	School/College/University (in house)	1978	n/a
SPLASHES SPORTS CENTRE	Leisure Pool	4	25	Pay and Play	Local Authority	Local Authority (in house)	1990	n/a
STROOD SPORT CENTRE	Main/General	8	25	Pay and Play	Local Authority	Local Authority (in house)	1977	n/a
	Learner/Teaching/Training	0	12					
ROCHESTER HEALTH CLUB	Main/General	0	20	Registered Membership use	Commercial	Commercial Management	2001	n/a
ROKO HEALTH CLUB (GILLINGHAM)	Main/General	2	20	Registered Membership use	Commercial	Commercial Management	2006	n/a
	Learner/Teaching/Training	0	10	Registered Membership use	Commercial	Commercial Management	2006	n/a
BRIDGEWOOD MANOR	Leisure Pool	0	12	Pay and Play	Commercial	Commercial Management	1989	2008
HALLING PRIMARY SCHOOL	Learner/Teaching/Training	0	10	Private Use	Community school	School/College/University (in house)	1996	2014
HILLTOP PRIMARY SCHOOL	Learner/Teaching/Training	0	12	Private Use	Community school	Local Authority (in house)	1960	2008
ROFFEN SPORTS CLUB	Main/General	0	15	Registered Membership use	Commercial	Commercial Management	1981	2005
SPIRIT HEALTH CLUB (ROCHESTER)	Leisure Pool	0	15	Registered Membership use	Commercial	Commercial Management	1989	2000
ST MARGARET'S C OF E JUNIOR SCHOOL	Learner/Teaching/Training	0	15	Private Use	Voluntary Controlled School	School/College/University (in house)	n/a	n/a
STRAND LEISURE POOL & PARK	Lido	6	25 (forms part of larger lido area)	Pay and Play	Local Authority	Local Authority (in house)	1900	2004
WATERFRONT LEISURE (GILLINGHAM)	Learner/Teaching/Training	0	14	Registered Membership use	Commercial	Commercial Management	2000	2002

Neighbouring Authority Facilities

4.3.6 Within the FPM report, the data outputs for Medway are compared with data for the neighbouring authorities in Kent including Gravesham, Maidstone, Swale and Tonbridge and Malling. Table 6 illustrates the supply of swimming pools in Medway compared to these neighbouring authorities.

Table 6: Supply of Swimming Pools in Medway compared with neighbouring authorities

Supply	Medway	Gravesham	Maidstone	Swale	Tonbridge & Malling	Average of neighbouring authorities
Number of pools	16	4	11	6	8	6
Supply of total water space in m^2	3,054	1,081	2,375	1,599	1,978	1,758
Waterspace (m^2) per 1,000 people	10.99	10.21	14.44	11.09	15.62	12.84

4.3.7 It can be seen that Medway has considerably more pools than its neighbouring authorities with an overall total water space of 3,054 m^2, compared with Maidstone, which has the second largest total water space of 2,375 m^2. However, Medway is providing less water space per 1,000 residents than the average of neighbouring authorities.

4.3.8 The FPM model forecasts that 13.3% of the demand satisfied is exported out of Medway and is being met by facility provision in neighbouring authorities.

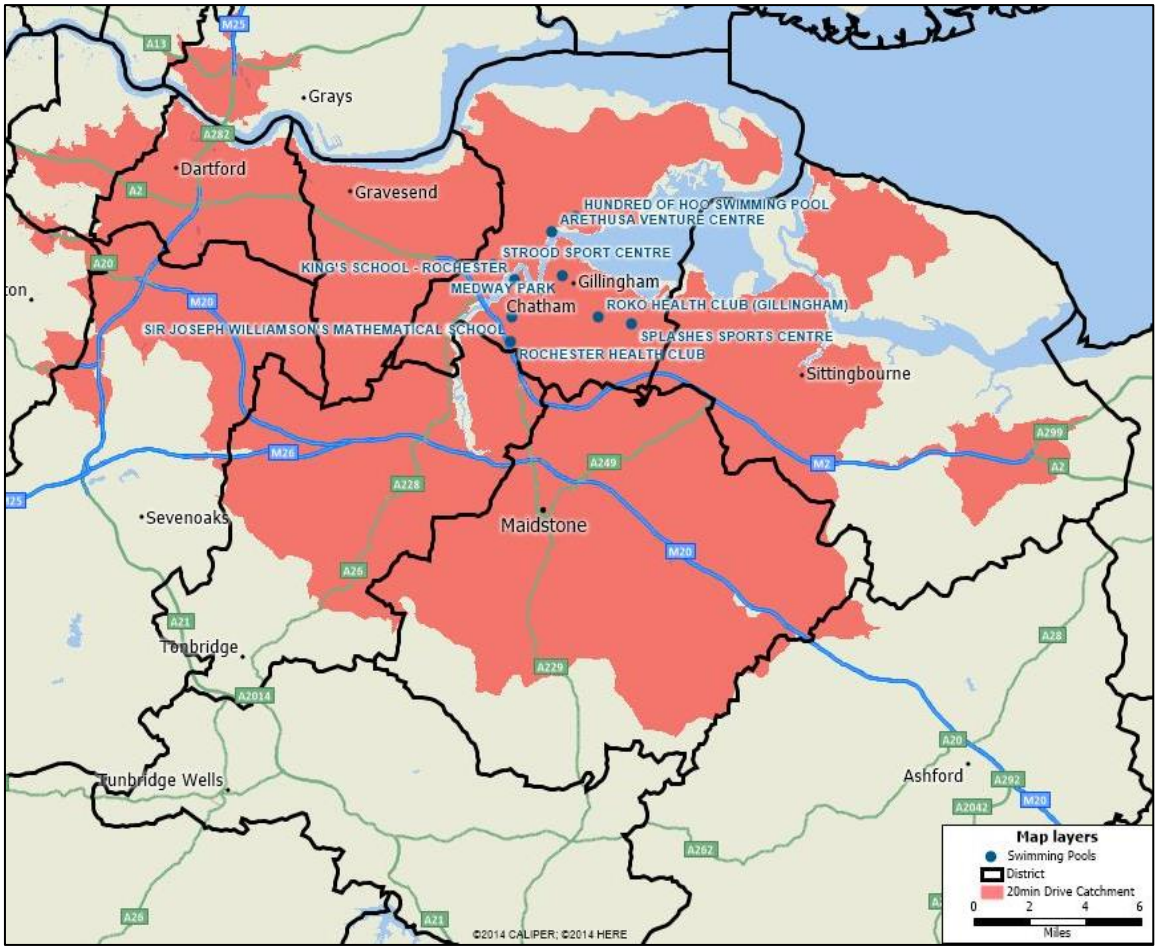
Quality

4.3.9 The majority of facilities that are fully accessible to the public; Hoo Swimming Pool, Medway Park and Strood Sports Centre, were all built in the 1970s. Splashes Sports Centre was built more recently, in 1990. This means that the main community swimming pools are now relatively old at between 27 – 40 years old.

Accessibility

4.3.10 Appropriate drive time accessibility standards can be applied to swimming pools to determine deficiencies in provision. Catchment mapping, based on an amalgamated 20 minute drive time, has been used to analyse the adequacy of coverage of swimming pool provision across Medway.

Figure 5: Indoor swimming pools in Medway, 20 minutes' drive time catchment



4.3.11 Figure 5 illustrates the distribution of indoor swimming pools available for public use across the area and wider area and each of their corresponding 20-minute drive time catchments. It can be seen that almost all of the unitary authority, apart from the very north of Medway along the coastline are able to access a facility within a 20 minute drive time catchment. The areas surrounding all the main towns of Chatham, Gillingham and Rochester are all well served within these catchments. The facilities in Medway are also accessible to residents in the neighbouring local authorities of; Maidstone, Gravesham, Tonbridge and Malling as well as stretching out as far as those of Dartford and the North-eastern area of Sevenoaks, within a 20-mintue drive time catchment.

4.4 Demand

4.4.1 Sport England's Facility Planning Model (FPM) provides an assessment on the provision for swimming in 2016 for Medway. The purposes of the FPM assessment is to assess the extent to which the existing supply of swimming pools meets current levels of demand from the resident population. It helps to analyse sports facility provision and the extent to which supply meets demand. It provides data that is used as part of the information base to inform the analysis of supply and demand.

4.4.2 The number of hours available per week varies across the different sites. The main pool at Medway Park, for example is available for 109 hours per week, the main pool at Hoo Swimming Pool is available for 71.25 hours per week, whilst the pool at King's School Rochester is available for 9 hours per week. These figures highlight that there is potential, at some specific sites for the number of hours the facility is available for community use to be increased.

4.4.3 The model predicts that Medway's population generates an amount of swimming pool demand that equates to 18,269 visits per week in the peak period. The model analyses this demand and converts it into a facility equivalent, which in this case is 3,032 m^2 of water space. This includes a built-in comfort factor that helps ensure that any 'target figure' includes additional space so as to make sure that any facilities are not going to be at 100% of their theoretical capacity.

4.4.4 The analysis suggests that the current supply of water space is insufficient to meet the demand that is generated by the current population of Medway, with a significant 'shortfall' of 544m^2 of water space identified. The resident population is estimated to generate a demand for 3,032 m^2, compared to a current available supply of 2,488 m^2 of water space. This shortfall in provision will increase over the next 20 years due to population growth.

4.4.5 Satisfied demand is the demand created by the residents of Medway that is met by current swimming supply in the area. The model suggests that 92.8% of the demand generated by the residents of Medway is currently being met. This is slightly above the national figure, but slightly below the regional figure. The model suggests that 86.7% of the demand that is currently satisfied is being met by swimming pool provision within Medway.

4.4.6 The model predicts that 1,323 visits per week in the peak period in Medway are currently not being met, which equates to the 7.2% of the total demand in Medway. As a percentage, the level of unmet demand is lower than the national figure and just above the regional figure. It is forecasted that 10.1% of the unmet demand is due to lack of capacity at current facilities.

4.4.7 The model forecasts that the swimming pools in Medway are being used at 76.8% capacity during the peak periods each week. This is higher than the national figure (65.7%) and the regional figure (62.6%). This is also higher than the three neighbouring authorities of Maidstone, Swale and Tonbridge and Malling. This shows that the current pools are relatively heavily utilised. Additional provision would help reduce used capacity to a more comfortable level.

4.4.8 The model has identified the following used capacity figures for the respective sites within Medway:

- Arethusa Venture Centre – 33%
- Hoo Swimming Pool – 46%
- King's School Rochester – 100%
- Medway Park Sports Centre – 100%
- Rochester Health Club – 52%
- Roko Health Club (Gillingham) – 82%
- Sir Joseph Williamson's Mathematical School – 94%
- Splashes Leisure Pool – 100%
- Strood Sports Centre – 90%.

4.4.9 This analysis suggests that the pools at three of the local authority facilities; Medway Park, Strood Sports Centre and Splashes Leisure Pool are likely to be extremely busy or even full during the weekly peak periods with potentially limited capacity for further usage during these times, highlighting their importance in the community.

4.4.10 The model forecasts that at the local authority owned Hoo facility used capacity is only 46%, highlighting that there is potential to increased usage at this site.

4.4.11 The data suggests that consideration could be given to increasing the level of publicly available swimming pool provision currently available in Medway to meet the predicted unmet demand of 1,323 visits in the peak period that are not currently being met.

Consultation

Club and User Consultation

4.4.12 Black Lion Swimming Club currently has 250 active members and operates out of both Medway Park and Strood Sport Centre. The facilities are used every evening between 7:00-9:30pm for training and the occasional full day during a weekend at Medway Park.

4.4.13 The club feel that they currently do not have enough space to meet their current needs. They feel that an approximate 20-30% increase in evening weekday pool space would be extremely beneficial. This space is currently not available as it is prioritised for public swimming; In terms of growth, the club says it is currently witnessing a 20% year on year increase in numbers and expect this to continue as a result of the increasing local population, lack of credible local competition and increased interest in the sport.

4.4.14 The club would like to see consistent charging across all time slots and the development of a partnership between the Club and the Council aimed at increasing participation in swimming. They do not want to see facilities being closed and would rather use them and help to generate income for the Council, benefitting both parties.

4.4.15 The Medway Mermaids Synchronised Swimming Club currently have 48 active members and operate from Hoo Sports Centre for one hour a week on Thursday evenings and use Medway Park for a showcase once a year in addition to ad hoc training in the diving pit.

4.4.16 Although the club currently feel that they have enough time and space to meet current needs, they feel that that demand will increased in the next five years. In the next 12 months they anticipate that the junior section of the club will be full and training will therefore have to be split into two sessions, therefore more pool space and time will be required. The pool at Hoo is suitable for junior club members but the depth of the pool is not sufficient for advanced training and therefore Medway Park has to be used.

4.4.17 The club does not currently experience any programming problems work closely with the Sports Development Team who together are developing the Intro to Synchro programme.

4.4.18 Medway Tri Club use the pool at Medway Park, Hoo Sports Centre and Strood to train and have 300 active members. Membership is expected to increase in the next five years. They currently use Medway Park two evenings a week, Hoo twice a week and Strood once a week. The club feel they do not have enough time or space to meet current needs. The club feel they need 6 lanes, two more than the four they are currently allocated.

NGB Consultation

4.4.19 Swim England have stated that there are 11 pools in Medway that are over 30 years old highlighting the need for a replacement strategy to be considered for the whole authority area. The largest main pool in Medway is at Strood Sports Centre, which has an 8 lane x 25m pool. The pools in the area lack flexibility and as a consequence are less sustainable.

4.4.20 Medway is a priority area for swim participation, learn to swim and is part of the England-wide swimming club structure. Swim England believe that more useful water space is required in order for clubs in Medway to be able to develop.

4.5 Summary

4.5.1 There are four sites in Medway that have fully accessible swimming pools; Hoo Swimming Pool, Medway Park, Splashes Sports Centre and Strood Sport Centre. All of these facilities are owned by the Council and managed in house. The remaining sites in the area that have varying degrees of accessibility to the public include; Kings School Rochester and Sir Joseph Williamson's School who are both available to sports clubs or community associations and managed in house by the school and Arethusa Venture Centre that is available to sports clubs and community associations, but managed by a community organisation.

4.5.2 In terms of geographical location, almost all of Medway, apart from the very north along the coastline, are able to access a facility within a 20 minute drive-time catchment.

4.5.3 Medway has considerably more pools than neighbouring authorities, with an overall total water space of 3,054 m^2 compared with Maidstone, who has the second largest total water space of 2,375m^2. However, Medway is providing less waterspace per capita than the average of neighbouring authorities.

4.5.4 The FPM report suggests that the current supply of water space is insufficient to meet the demand that is generated by the current population of Medway, with a significant shortfall of 544 m^2 of water space identified. This is equivalent to an area of approximately 11 x 25m lanes of swimming pool water. Need will increase further with the expected 20% growth in population in the next 20 years.

4.5.5 The FPM model predicts that the scale of unmet demand in Medway equates to 1,323 visits per week in the peak period. This is 7.2% of the total demand created in Medway.

4.5.6 The model suggests that 92.8% of the demand generated by the residents of Medway is currently being met. It is forecasted that 10.1% of the unmet demand is due to lack of capacity at current facilities and that swimming pools in Medway are being used at 76.8% capacity during the peak period each week.

4.5.7 The analysis suggests that the pools at King's School Rochester, Medway Park and Splashes Leisure Pool are at full capacity during the weekly peak periods with additional facilities such as Strood Sports Centre being extremely busy with 90% used capacity figures.

4.5.8 Clubs such as Black Lion Swimming Club and the triathlon club do not feel that they currently have enough space to meet current needs and other clubs, such as The Medway Mermaids anticipate that they will need additional space in the next 12 months to meet the needs of an expanding junior section.

4.5.9 Swim England have highlighted that there are eleven pools in Medway that are over 30 years old and that the increasing age of these facilities is a concern. Medway is a priority area for swimming participation and Swim England believe that more water space is required in order for the clubs in Medway to develop.

Implications for the Strategy

4.5.10 The FPM report suggests that 7.2% of total demand for swimming pools in Medway is currently unmet. This is equivalent to an area of approximately 11 x 25m lanes of swimming pool water. Three of the four Council sites offering community access are currently operating at 90% -100% used capacity, which is regarded as uncomfortably high. Future population growth will increase the amount of pool space required in the longer term.

4.5.11 In addition, Swim England have stated that current facilities lack flexibility. Medway is a Swim England priority area for swim participation and consideration should be given to providing more water space in Medway. This will allow increased community participation and growth of swimming clubs in Medway to further help meet the demand that exists and that will increase over time.

4.5.12 It is therefore important that the current level of provision should be retained and consideration should be given to increasing provision to meet the significant shortfall that has been identified. In light of the age of the facility stock The Council should consider the opportunities to deliver increased and improved indoor swimming provision across the Council owned sites. In particular, the options for the replacement of the swimming pools at Hoo Sports Centre and refurbishment or replacement of Splashes Sports Centre Pool should be considered.

4.5.13 As an outdoor swimming pool, the Strand is not included within the assessment of swimming provision via the FPM. It is subject to seasonal and weather related opening hours. It operates at a revenue deficit and is of limited value to the majority of swimmers in Medway. Consideration should be given to more sustainable options for the future of this site, perhaps for uses more in keeping with its park based setting.

4.5.14 It is important that new or improved swimming provision includes lane swimming capacity to meet the identified shortfall of 11 lanes x 25m. However, the Council should also consider the provision of leisure water to provide for a wider target market and to replace existing leisure water that may be lost.

4.6 Sports Halls (minimum of 3 badminton courts)

4.6.1 Indoor multi-sports halls are defined as areas where a range of sport and recreational activities are carried out and include specifically designed sports halls, such as leisure centres and school sports halls.

4.6.2 This assessment considers sports hall facilities in Medway that comprise of at least 3 badminton courts. A standard 3-court or more sports hall (referred to as a 'main hall' in this assessment) provides greater flexibility in that it can accommodate major indoor team sports such as football (5-a-side and training), volleyball, basketball and netball. It also provides sufficient space to accommodate indoor cricket nets and to undertake indoor athletics. Many 3+ court sports halls also have a dividing net which enable them to be subdivided into separate areas for use, for example, for circuit training, table tennis or martial arts activities. As such, a 3+ court sports hall has greater sports development value and flexibility compared with smaller halls.

4.7 Supply

Quantity

4.7.1 There are seventeen sites in Medway where halls are currently available for community use, with the largest facility being Medway Park that has two sports hall spaces, with a total 18-court sports hall space.

4.7.2 Overall, the Medway provision equates to 4.18 courts per 10,000 of population. This figure is in line with the national figure and slightly lower than the figure for the South East Region. It is also lower than the supply in the neighbouring authorities of Gravesham, Swale and Tonbridge and Malling that can be seen in Table 7.

Table 7: Supply of sports halls per 10,000 residents in neighbouring authorities

Courts per 10,000 residents	Medway	South East	Gravesham	Maidstone	Swale	Tonbridge & Malling	Average number of courts per 10,000 residents in Medway & neighbouring authorities
	4.18	4.31	4.67	3.05	4.29	5.16	4.27

4.7.3 Table 7 also indicates that compared with the average number of courts per 10,000 residents in Medway and its neighbouring local authorities, Medway falls below average with 4.18 courts, compared to the average number of 4.27 courts.

4.7.4 The largest sports hall spaces can be found at the local authority's flagship centre, Medway Park. This site has two large halls that have 12 courts and 6 courts respectively. Strood Sport Centre provides a six-court hall and Medway Sports Hall 5 courts. Thirteen other sites provide 4 court halls and the remaining two sites provide 3 court halls.

4.7.5 Fifteen sites are located at educational establishments which clearly has an impact on the level of community access during school hours. Two of the remaining sites are owned by the Council and one site is managed by a Trust.

4.7.6 The different sites offer contrasting hours of community access. For example, the number of hours available a week for the community varies from 105 hours at Medway Park, to 25 hours at Howard School Sports College.

4.7.7 Figure 6 below illustrates the location of sports halls in Medway that have three or more badminton courts and are available, in varying capacities for community use.

Figure 6: Sports Halls in Medway

4.7.8 Table 8 summarises the supply information for sports halls in Medway. The facilities in grey illustrate those that are deemed to be either for private use, too small or are currently closed. The others are available for public use in varying capacities.

Table 8: Sports Hall supply in Medway

Site Name	Badminton courts	Access Type	Management Type	Year Built	Refurbished	Year Refurbished
BISHOP OF ROCHESTER ACADEMY	4	Sports Club / Community Association	School/College/ University (in house)	2004	No	n/a
BROMPTON ACADEMY	4	Sports Club / Community Association	School/College/ University (in house)	2013	No	n/a
FORT PITT GRAMMAR SCHOOL	4	Sports Club / Community Association	School/College/ University (in house)	2000	No	n/a
GREENACRE ACADEMY	4	Sports Club / Community Association	School/College/ University (in house)	2008	Yes	2012
HOWARD SCHOOL	4	Sports Club / Community Association	School/College/ University (in house)	1975	Yes	2009
KINGS ROCHESTER SPORTS CENTRE	5	Pay and Play	School/College/ University (in house)	1991	Yes	2005
LORDSWOOD LEISURE CENTRE	4	Pay and Play	Trust	1982	Yes	2014
MEDWAY PARK	6	Pay and Play	Local Authority (in house)	1979	Yes	2011
	12			2010	No	n/a
MEDWAY SPORTS HALL	5	Sports Club / Community Association	School/College/ University (in house)	1982	Yes	2009
RAINHAM MARK GRAMMAR SCHOOL	4	Sports Club / Community Association	School/College/ University (in house)	2011	No	n/a
RAINHAM SCHOOL FOR GIRLS	4	Sports Club / Community Association	School/College/ University (in house)	2009	Yes	2010
SIR JOSEPH WILLIAMSON'S MATHEMATICAL SCHOOL	4	Sports Club / Community Association	School/College/ University (in house)	1994	Yes	2004
STROOD ACADEMY - CARNATION ROAD CAMPUS	4	Sports Club / Community Association	School/College/ University (in house)	2012	No	n/a
STROOD SPORT CENTRE	6	Pay and Play	Local Authority (in house)	1977	Yes	2000
THE HOO COMPREHENSIVE SCHOOL	4	Sports Club / Community Association	School/College/ University (in house)	1950	Yes	2015
THE THOMAS AVELING SCHOOL	3	Sports Club / Community Association	School/College/ University (in house)	1989	Yes	2003
WOODLANDS SPORT CENTRE	4	Pay and Play	School/College/ University (in house)	2008	No	n/a
CHATHAM GRAMMAR SCHOOL FOR GIRLS	4	Private Use	School/College/ University (in house)	2004	No	n/a
THE ROBERT NAPIER SCHOOL	4	Private Use	School/College/ University (in house)	1998	No	n/a

Neighbouring Authority Facilities

4.7.9 The Facilities Planning Model estimates that only 6.2% of demand for sports halls is being exported to facilities within neighbouring authority areas, meaning much of the demand generated in the area is being satisfied by facilities in Medway.

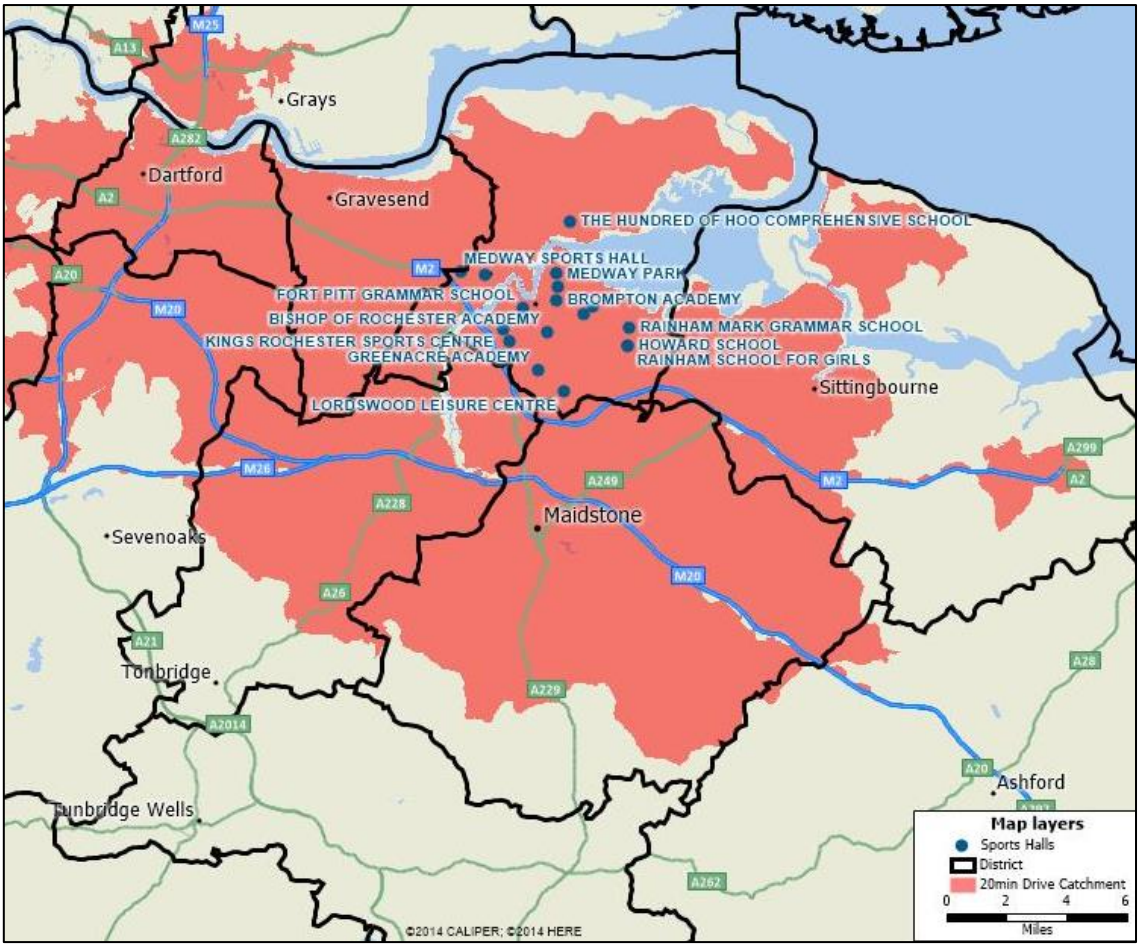
Quality

4.7.10 The age of a sports hall is important as it impacts on the attractiveness of the facility to users. In Medway, two sports halls have been built in the last five years, Brompton Academy and Strood Academy, Carnation Road Campus. Of the remaining sites, six have not been refurbished since being built. The majority of sites were constructed in the 1990s and have, with the exception of The Robert Napier School (built in 1998) been refurbished.

Accessibility

4.7.11 Appropriate drive time accessibility standards can be applied to sports hall provision to determine deficiencies in provision. A 20 minute drive time (1 mile catchment) has been applied to community accessible main halls serving Medway.

Figure 7: Map to show access to sports halls based on a 20 minute drive time catchment area



4.7.12 Figure 7 illustrates that almost everyone in Medway is able to access a sports hall which has 3 or more badminton courts within a 20 minute drive time. All residents in the major towns have a choice of provision. There are however, small pockets where there is a lack of provision in the north of Medway along the border of the River Thames.

4.7.13 It can also be seen that a number of neighbouring local authorities such as Gravesham, Maidstone and Tonbridge and Malling are all also able to access the facilities in Medway, within the 20 minute drive time catchment.

4.8 Demand

4.8.1 Sport England's FPM provides an assessment of the provision for sports halls in 2016 for Medway Council. It helps to analyse sport facility provision and the extent to which supply meets demand. It provides data that is used as part of the information base to inform the analysis of supply and demand.

4.8.2 The facilities included in the report are based on information from Sport England's Active Places database and supplemented with local intelligence provided by the Council.

4.8.3 The model analyses demand and converts it into a facility equivalent, which in this case equals 79.06 courts of sports hall space. This includes a built-in comfort factor that helps to ensure that any target figures includes additional space so as to make sure that new facilities will not be at 100% of their theoretical capacity.

4.8.4 The supply/demand analysis identifies a small 'surplus' of circa 4 badminton courts worth of space. The resident population is estimated to generate a demand for a minimum of 79.06 courts of sports hall space. This compares to a current available supply of 83.35 courts, giving a positive supply/demand balance equal to 4.29 badminton courts.

4.8.5 The model forecasts that 94.3% of the demand generated by residents of Medway in the peak period each week is currently being met. This is higher than the national and regional figures which can be seen alongside those of neighbouring authorities in Table 9 below.

Table 9: Satisfied demand information

Satisfied Demand	Medway	England	South East	Gravesham	Maidstone	Swale	Tonbridge & Malling	Average satisfied demand in Medway & neighbouring authorities
% of total demand satisfied	94.3	90.5	93.7	94.9	93.2	92.4	95.4	94

4.8.6 The average percentage of satisfied demand for Medway and its neighbouring local authorities is 94%. Medway (94.3%), Gravesham (94.9%) and Tonbridge and Malling (95.4%) all have satisfied demand percentages higher than this, with Maidstone (93.2%) and Swale (92.4%) falling below average.

4.8.7 The model forecasts that the vast majority, 93.8% of the demand generated within Medway is retained and met by facilities in the authority area. The scale of anticipated unmet demand has been highlighted as being 5.7% of the total peak period demand created in Medway, which as a percentage is below both the national and regional figures.

4.8.8 The model provides a figure that equates this level of unmet demand to an equivalent figure of courts and in this instance it equates to 4.53 courts. It should be noted however, that a significant amount of this unmet demand is as a result of people not having access to a car, rather than there being a lack of capacity at existing sites.

4.8.9 It has been forecast that the sports halls in Medway are being used at 75.1% capacity during the peak periods each week. This is higher than the national (67.3%), regional (65.9%) and all neighbouring authorities included in this analysis apart from Gravesham (78.4%). As a guide, the analysis identifies that sports halls with a used capacity of 80% and above are considered to be uncomfortably busy and those with a used capacity of 100% are considered to be theoretically completely full all the time in the peak periods.

4.8.10 The following used capacity figures have been identified for the respective sites:

- Bishop of Rochester Academy – 88%
- Brompton Academy – 88%
- Fort Pitt Grammar School – 71%
- Greenacre Academy – 71%
- Howard School – 59%
- Kings Rochester Sports Centre – 52%
- Lordswood Leisure Centre – 88%
- Medway Park Sports Centre– 100%
- Medway Sports Hall – 42%
- Rainham Mark Grammar School – 65%
- Rainham School for Girls – 72%
- Sir Joseph Williamson's Mathematical School – 58%
- Strood Academy (Carnation Road Campus) – 68%
- Strood Sport Centre – 100%
- The Hoo Comprehensive School – 46%
- The Robert Napier School – 80%
- The Thomas Aveling School – 50%
- Woodlands Sports Centre – 81%.

4.8.11 The model highlights the importance of the local authority facilities with both Medway Park and Strood Sports Centre forecast as having used capacity figures of 100%. These sites are likely to have very limited, opportunities for increased levels of community use. It should be noted that Medway Park is a key event hosting site, for Medway, the wider county and region. As such, it serves further needs that are not necessarily recognised in the FPM report. The Council has aspirations to expand sports hall capacity at Medway Park to increase event hosting opportunities and additional community and club use at peak times. The Council would need to increase its provision of sports hall space to accommodate these aspirations, as Medway Park Sports Centre is operating at 100% capacity at peak times.

4.8.12 The FPM report also highlights that a large number of educational sites are forecast as having relatively high levels of (70%) of used capacity, limiting their ability to accommodate further use at peak times.

Consultation

Clubs and User Consultation

4.8.13 Medway Dragons use the sports halls at Medway Park four days a week in the evening throughout the months from February to September for wheelchair rugby, handball and rugby league. They currently have 150 active members and although they do envisage the club to grow in the next five years, they currently feel that they have enough time and space to meet current needs. They consider the facilities at Medway Park to be excellent and currently have no issues concerning the programming of the facility.

4.8.14 Strood Volleyball club operate out of Strood Sports Centre training on Tuesday evenings for two hours and matches are typically held on Sunday afternoons once or twice a month. They currently have 20 active members and feel that the amount of time and space the club needs in the next five years will not increase.

4.8.15 The facilities at Strood Sports Centre are described as good and the volleyball club do not currently experience any programming issues. The use of a low-impact floor would be of great benefit; however the club are aware that the cost of this is significant.

4.8.16 The Sports Centre at Kings Rochester is used by the Southern CoEd Roller Derby who has 40 active members. They utilise the facility for three hours on a Sunday for training. Matches or boot camps take place on a Saturday between five and ten times a year.

4.8.17 Southern CoEd does not currently have enough time or space to meet current demand. The club can train efficiently out of Kings Sports Centre but require a space at least the size of the small hall at Medway Park to host games. Medway Park has the minimum amount required for an audience to be seated safely. Ideally, the club feel that for the size of the audience they can generate, a space equivalent to the size of the large hall at Medway Park is required. At the clubs final game last year, 300 spectators were present and the event was sold out. The club feel in the future they could draw audiences of approximately 500 people.

4.8.18 The facilities used at Kings are described as being adequate. The floor and superficial surroundings at Kings is adequate for the sport and there is enough room to train as their track fits within a 5-court badminton hall, but this space does not allow for a referee or safety lane and limits the number of spectators. The changing facilities are basic.

4.8.19 The club have experienced programming problems at Kings as the facility has no extra availability or space for the juniors. Thursday training now takes place at Meopham and the juniors train at Strood on Monday afternoons. The club are not allowed to add an additional hour to their Sunday bookings as the hall is kept for pay and play Badminton.

School Consultation

4.8.20 Brompton Academy hires out their sports hall, dance studio and sand dressed Artificial Grass Pitch (AGP) for a total of 21 hours per week. They currently market their facilities through their website, local magazines and through social media channels such as Twitter. The school facilities are managed by the schools Head of Community Sport.

4.8.21 Fort Pitt Grammar School hires out its sports hall and gymnastics and trampolining facilities to the community for a total of between eight and fourteen hours a week. The school market their facilities through the school website but are also reliant on receiving bookings through word of mouth. The facilities are managed out of school hours by the site manager.

4.8.22 Rainham Mark Grammar School hires out a number of sports facilities for between 15-21 hours per week. Out of school hours access is managed by the Site Manager. Clubs using the 4-court sports hall would like to market their community offer on the school website, however, they do not have additional availability at present to accommodate increasing needs.

NGB Consultation

4.8.23 In 2017 Badminton England launched ‘The Racket Pack’ initiative. This initiative is focussed at primary age and is designed to be a fun and engaging skills based, positive, first experience of badminton. The supply of courts is currently able to meet demand although MBAC could meet new junior and disability demand with further court provision and wheelchair or disability access.

4.8.24 British Handball states that they have the potential to grow the handball in Medway on the back of excellent development work being carried out in local schools. Handball is lobbying for appropriate sized facilities to accommodate a handball court and investigating cheaper build options.

4.8.25 Medway Park is recognised by British Handball as a key facility and is home of the Medway Dragons Handball Club.

4.8.26 Table Tennis England have stated that in the previous financial year, Medway was a priority zone for table tennis which meant that there was a particular focus on development time, resources and budget in the area. In February 2017, England's women competed against Slovenia at Medway Park which was coordinated by Table Tennis England in partnership with Medway Sport. Medway Sport is a supportive partner, and additional mini-tables were provided by Table Tennis England to promote the sport during events hosted at Medway Park.

4.8.27 There is a potential for Medway to become a 'Ping! City' which would involve it being part of Table Tennis England's outdoor, free, summer table tennis festival and associated play-on opportunities. Priorities outlined by Table Tennis England include maintaining sustainable access for Chatham and Howard TTC to the facilities at Howard School. Medway Park is currently the home of Wheelchair Rugby League.

4.9 Summary

4.9.1 There are seventeen sites in Medway where main halls with 3 or more badminton courts are available for community use, two of which are owned by the local authority.

4.9.2 In terms of the geographical spread of facilities those south of the River Medway are well services in terms of provision, with large areas able to access a community accessible sports hall within a 20 minute drive-time catchment. Areas with a shortfall in provision include the north of Medway and Hempstead in the south.

4.9.3 FPM supply and demand analysis identifies a small surplus of 4.29 badminton courts in the area. It does also however suggest that the level of unmet demand in Medway equates to the equivalent of 4.53 badminton courts. It has been suggested that a significant amount of this unmet demand is caused by people living outside the catchment of a current sports hall facility rather than there being a lack of capacity at existing sites.

4.9.4 Of the schools that responded to the survey it was highlighted that when the facilities are hired out for community use, it is the site manager or community sport team who manages community access.

4.9.5 Medway has been identified as a priority zone for Table Tennis. British Handball has highlighted the potential to grow the handball community in Medway.

Implications for the Strategy

4.9.6 Six sites have not been refurbished since they were built and consideration should be given to refurbishing/improving this ageing stock, to ensure it is of good quality. These facilities are:

- Bishop of Rochester Academy
- Brompton Academy
- Fort Pitt Grammar School
- Rainham Mark Grammar School
- Strood Academy – Carnation Road Campus
- Woodlands Sports Centre.

4.9.7 Medway Park is a key event hosting site for the region. As such, it serves further needs that are not necessarily recognised in the FPM report. It is understood that the Council has aspirations to expand sports hall capacity at Medway Park to increase event hosting opportunities and

additional community and club use, particularly at peak times. This could be maximised through the addition of a second flexible 12 court hall at the site.

4.9.8 The options for increasing sports hall provision at Medway Park should be investigated to understand the implications of this. The option of adding further sports hall space at other new or improved Council owned sports centres should also be considered as and when opportunities arise, to ensure a spread of good quality provision across Medway.

4.10 Health and Fitness Suites

4.10.1 Health and fitness facilities of significance are defined as facilities with a minimum of 20 stations, which provide a - variety of fitness equipment (known as stations).

4.11 Supply

Quantity

4.11.1 In Medway there are ten health and fitness suites with 20 or more stations, see Table 10. Six of these sites have less than 50 stations. Nine of the ten sites are available on a pay and play basis, with the remaining site being accessible through a sports club/community association.

Table 10: Supply information for health and fitness suites in Medway

Site Name	Stations	Access Type	Ownership Type	Management Type	Year Built	Refurbished	Year Refurbished
BEEFS & BABES (STROOD)	32	Pay and Play	Commercial	Commercial Management	2003	Not Known	n/a
HOO SWIMMING POOL	40	Pay and Play	Local Authority	Local Authority (in house)	1973	Yes	2012
LORDSWOOD LEISURE CENTRE	35	Pay and Play	Local Authority	Trust	1982	Yes	2015
MEDWAY PARK	85	Pay and Play	Local Authority	Local Authority (in house)	1979	Yes	2010
REYNOLDS FITNESS SPA RAINHAM	60	Pay and Play	Commercial	Commercial Management	1999	No	n/a
SPLASHES SPORTS CENTRE	35	Pay and Play	Local Authority	Local Authority (in house)	1990	Yes	2007
STROOD SPORT CENTRE	80	Pay and Play	Local Authority	Local Authority (in house)	1999	Yes	2015
THE VICTORY ACADEMY	21	Sports Club / Community Association	Academies	School/College /University (in house)	2013	No	n/a
TRUGYM CHATHAM DOCKSIDE	100	Pay and Play	Commercial	Commercial Management	2015	No	n/a
WOODLANDS SPORT CENTRE	30	Pay and Play	Academies	School/College /University (in house)	2008	No	n/a
ANYTIME FITNESS (CHATHAM)	21	Registered Membership use	Commercial	Commercial Management	2013	No	n/a
MEDWAY SPORTS HALL	20	Registered Membership use	Higher Education Institutions	School/College /University (in house)	1982	Yes	2010
NUFFIELD HEALTH MEDWAY FITNESS & WELLBEING GYM	100	Registered Membership use	Commercial	Commercial Management	1997	Yes	2012
PARK CLUB CHATHAM	78	Registered Membership use	Other	Trust	1998	Yes	2014

Site Name	Stations	Access Type	Ownership Type	Management Type	Year Built	Refurbished	Year Refurbished
PURE GYM (CHATHAM)	220	Registered Membership use	Commercial	Commercial Management	2015	No	n/a
ROCHESTER HEALTH CLUB	330	Registered Membership use	Commercial	Commercial Management	1995	Yes	2005
ROFFEN SPORTS CLUB	30	Registered Membership use	Commercial	Commercial Management	1981	Yes	2005
ROKO HEALTH CLUB (GILLINGHAM)	140	Registered Membership use	Commercial	Commercial Management	2006	Yes	2014
THE AVENUE	Unknown	Registered Membership use	Commercial	Commercial Management	2017	No	n/a
WATERFRONT LEISURE (GILLINGHAM)	85	Registered Membership use	Commercial	Commercial Management	2002	Yes	2005

4.11.2 Hoo Swimming Pool, Medway Park, Splashes Sports Centre and Strood Sports Centre are all owned by the local authority, two of the remaining sites are commercially owned and the remaining two are owned by academies. Lordswood Leisure Centre is owned by the Council but run by a Trust, so the operating model is different to other council sports centres.

4.11.3 It should be noted that the sites in grey are not available for general public use via casual pay and play and are only available to registered members.

4.11.4 The Gym Group opened a new centre in Strood in the beginning of September, the facility has at least 170 stations. The Gym Group are however commercially owned and managed and do not therefore offer pay and play.

Figure 8: Health and fitness suites in Medway

4.11.5 Figure 8 illustrates the location and distribution of the ten health and fitness suites in Medway that are accessible to the public and have 20 stations or more. Apart from Lordswood Leisure Centre, the majority of centres are located around the towns of Chatham, Gillingham and Rochester.

Planned Developments

4.11.6 Health and fitness suites tend to have high levels of usage, and are important revenue generating facilities, therefore investment in updating user space and equipment is important. A number of facilities intend to improve provision through upgrading of equipment or refurbishment/extension of health and fitness facilities.

4.11.7 The neighbouring local authority of Gravesham have indicated that the development of a 50 station health and fitness suite is planned for the redevelopment of Fleet Leisure, an old industry owned sports ground.

Quality

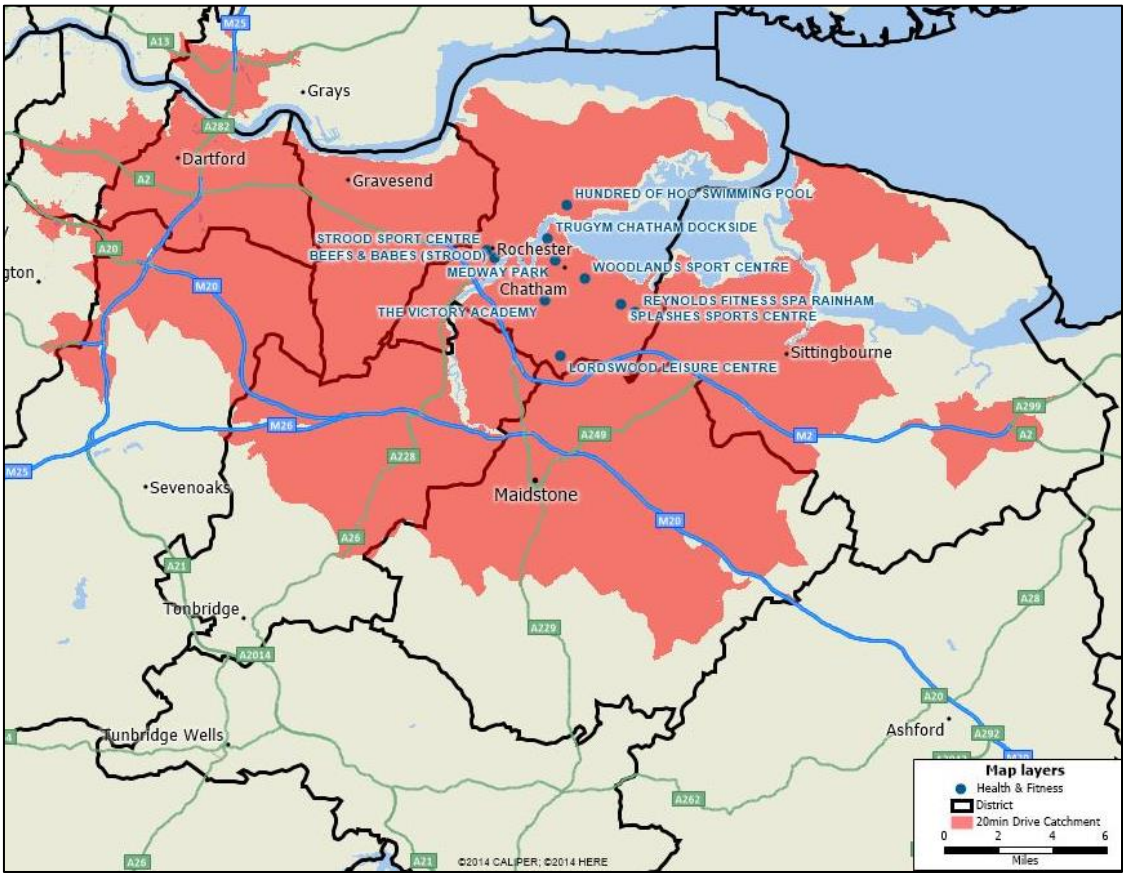
4.11.8 Of the ten health and fitness suites that are available for community use, three have been refurbished in the last five years. Two of the remaining sites have been refurbished in the last

decade suggesting that some of the facilities on offer might be outdated and in need of improvement to assist in driving participation and usage numbers.

Accessibility

4.11.9 Appropriate drive time accessibility standards can be applied to health and fitness suites to determine deficiencies in provision. Catchment mapping, based on a 20 minute drive time has been completed to analyse the adequacy of coverage of health and fitness provision across Medway.

Figure 9: Community accessible health & fitness suites in Medway (20+ stations) 20 minutes' drive time catchment



4.11.10 Figure 9 illustrates that the majority of Medway residents are able to access a health and fitness suite within a 20 minute drive time catchment. The only areas that are not able to access a health and fitness suite within this catchment area, are those in the north, located along the coastline.

4.11.11 The 20 minute drive time catchment of these facilities also stretches into neighbouring authorities such as Maidstone, Gravesham, Tonbridge and Malling as well as Dartford.

4.12 Demand

4.12.1 To provide a more specific assessment of the local health and fitness market The Sports Consultancy commissioned a latent demand report from The Leisure Database Company Ltd. This report provides a detailed analysis of consumer demographics, using Experian's MOSAIC consumer profiling, for a defined core catchment around a given location. For the purpose of this study we have used the site of Deangate Ridge Sports Complex and Splashes Sports

Centre as the locations, as we understand there may be a need to develop new or improved gym facilities at these locations. They also serve very different catchment areas in Medway.

4.12.2 The report identifies the profile of consumers on a postcode basis and their propensity to join a health and fitness club. It identifies competing facilities within the catchment area and their current membership numbers. This enables a detailed estimate of latent demand to be produced and the likely overall membership targets to be defined.

4.12.3 These reports are accurate and are used by most major commercial health and fitness operators when making decisions on the location for new gym developments. As such, they provide a robust, but relatively conservative, estimate of membership numbers - a key income generator in the business plan. This is a robust and well tested methodology for forecasting membership numbers and the resulting income. A catchment map, including the location of all current and planned competing facilities, is contained in Appendix 2. A summary of the results from the report is included in the following paragraphs.

Latent Demand Summary for a New Gym Provision as Part of a Replacement for Hoo Sports Centre, based at Deangate Ridge Sports Complex

4.12.4 The Leisure Database Company has estimated the overall demand for the replacement of Hoo Sports Centre, located at the Deangate Ridge Sports Complex to be 1,693. This is the total number of members they feel could be achieved. This includes allowance for 30% of the total to travel from outside the catchment area (slightly more than currently do so, which is feasible with the improved facilities). It also includes allowance for the new housing developments which have had planning permission granted, as outlined below:

- North Peninsula Way – 131 houses
- Lodge Hill – 5,000 houses.

4.12.5 They have assumed these developments will go ahead and house approx. 8,000 adults (based on 1 or 2 per household) and made some small negative consideration for competition / decay on catchment fringes; this accounts for the c.4,000 adults living in the Wainscott area who may have an easier journey to Strood Sports Centre.

4.12.6 Based on a forecast of 1,693 members and a typical ratio of 25 members per station of equipment, we recommend a minimum of 70-80 stations should be provided in a new or improved gym in the catchment area. However, to meet significant further housing growth in the Hoo Peninsula we would raise this to a minimum of 100 stations.

Latent Demand Summary for New Gym Provision, based at or Near Splashes Sports Centre

4.12.7 The Leisure Database Company has estimated the overall demand for a replacement of Splashes Leisure Centre to be 2,938 – this is the total number of members they feel could be achieved. This includes allowance for 20% of the total to travel from outside the catchment area (slightly more than currently do so, which is feasible with the improved facilities).

4.12.8 They have also made some negative consideration for competition, to account for the gyms in the catchment, plus those outside whose catchments will overlap (including the council's own Medway Park).

4.12.9 Based on a forecast of 2,938 members and a typical ratio of 25 members per station of equipment, we recommend a minimum of 120 stations should be provided in a new or improved facility in the Splashes Sports Centre catchment area.

4.12.10 It should be noted that there is likely to be further latent demand in Medway. However, for the purpose of this study we have focussed on the two specific sites to complete this detailed analysis. Further sites should be tested as and when they identified.

4.13 Summary

4.13.1 There are ten sites in Medway that have health and fitness suites with 20 or more stations that are accessible to the community. Four of these are owned by the Council. Eight sites are commercially owned and only available to registered members.

4.13.2 Health and fitness suites have high levels of usage and are important revenue generating facilities, therefore investment in updating user space and equipment is important. Medway Park is the main sports centre in the area, and an improved health and fitness offer should be a priority to ensure that the facility at Medway Park continues to attract participants.

4.13.3 There are pockets of Medway that have good access to community accessible health and fitness facilities and these are located primarily in the south of the unitary authority around the towns of Chatham, Rochester and Gillingham. There is a shortfall in provision in the north of the area.

Implications for the Strategy

4.13.4 Generally, Medway is well served by a range of health and fitness facilities, providing for a range of different budgets. These include low cost/budget gyms through to premium health and fitness clubs. There are ten sites that have health and fitness suites with 20 or more stations that are accessible to the community. Four of these are owned by the Council. Of the ten health and fitness suites that are available for community use, three have been refurbished in the last five years. Two of the remaining sites have been refurbished in the last decade suggesting that some of the facilities on offer might be outdated and in need of improvement to assist in driving participation and usage numbers. Future population growth will increase the amount of health and fitness provision required in the longer term.

4.13.5 Health and fitness demand tends to be very localised so, as part of this study we commissioned site specific latent demand reports to accurately forecast the membership demand at the site of Deangate Ridge Sports Complex and Splashes Sports Centre, as we understand there may be an opportunity to develop new or improved gym facilities close to these locations. These sites also serve very different catchment areas in Medway.

4.13.6 The results show the estimated overall demand for a replacement of Hoo Sports Centre, if located at the Deangate Ridge Sports Complex, to be c.1,700 members. Based on a forecast of 1,700 members and a typical ratio of 25 members per station of equipment, we recommend a minimum of 70-80 stations should be provided in a new or improved gym in the catchment area. However, to meet significant further housing growth in the Hoo Peninsula we would suggest this is raised to a minimum of 100 stations (pieces of health and fitness equipment).

4.13.7 The estimates for membership at a new Splashes Leisure Centre are c.3,000. Based on a forecast of 3,000 members, and a typical ratio of 25 members per station of equipment, we recommend a minimum of 120 stations should be provided in a new or improved facility in the Splashes Sports Centre catchment area.

4.13.8 It should be noted that there is likely to be further latent demand in Medway. However, for the purpose of this study, we have focussed on the two specific sites mentioned above. Latent demand for health and fitness membership at further sites should be tested as and when specific sites are identified. Currently Medway Park Sports Centre gym has 85 stations of equipment serving a health and fitness membership of 4,859. That is a ratio of 57 members per station. If the industry benchmark of 25 members per station is applied this would suggest that

circa 200 stations should be provided at Medway Park to cater for current membership levels. If additional latent demand is unlocked through improvement in the health and fitness offer, the scale of gym could exceed 200 stations. This should be explored further if the Council proceeds with a feasibility study into the improvement of Medway Park Sports Centre.

4.14 Indoor Bowls

4.14.1 An indoor bowls facility is defined as a purpose built bowls centre or dedicated bowls area within a sports facility. It does not include short mat bowls areas, which are temporarily laid out in multipurpose halls.

4.15 Supply

Quantity

4.15.1 There are two indoor bowls facilities in Medway. Prince Arthur Road Indoor Bowls Club has 8 rinks and the Deangate Ridge Bowls Club has 6 rinks, both are available on a membership and pay and play basis as can be seen in Table 11 below.

Table 11: Supply information for Indoor Bowls

Site Name	Rinks	Access Type	Ownership Type	Management Type	Year Built	Year Refurbished
PRINCE ARTHUR ROAD INDOOR BOWLS CLUB LTD	8	Pay and Play	Commercial	Commercial Management	1989	2000
DEANGATE RIDGE BOWLS CLUB	6	Pay and Play	Local Authority	Leased to the bowls club	1972	2004

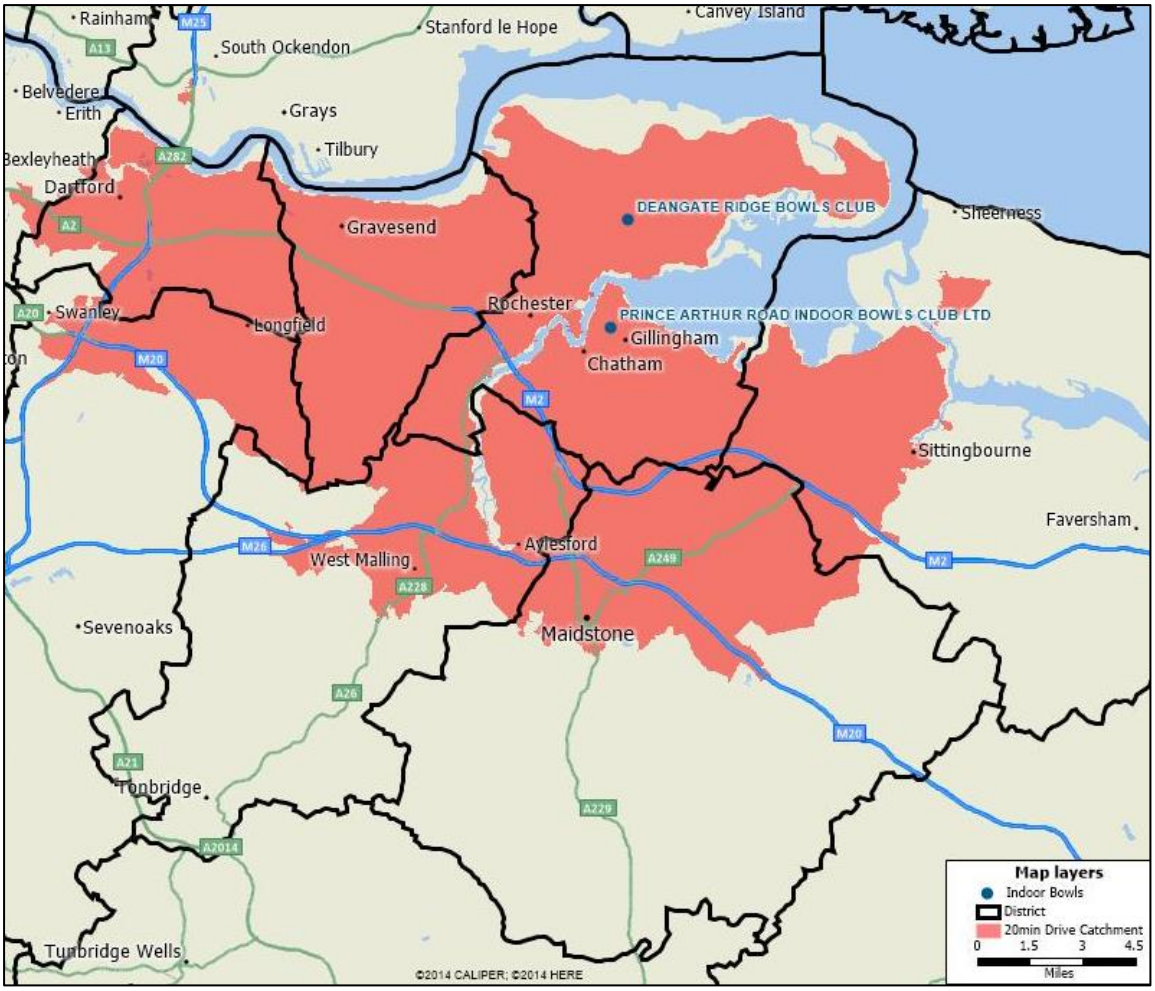
4.15.2 Figure 10 illustrates where these two indoor bowls facilities are located within the unitary authority.

Figure 10: Indoor bowls facilities in Medway

Accessibility

4.15.3 Appropriate drive time accessibility standards can be applied to sports provision to determine deficiencies in provision. A catchment map, based on this 20 minute drive time can be seen in Figure 11.

Figure 11: Map to show indoor bowls facilities in Medway 20 drive time catchment



4.15.4 As can be seen in Figure 11, large areas of Medway are able to access an indoor bowls facility within a 20 minute drive time. The main towns of Gillingham, Chatham and Rochester are all well served and are within the catchment areas of the two facilities.

4.15.5 There are however, small pockets of Medway where people are not able to access either of the two facilities within their associated catchments. These are areas primarily located on the edge of Medway along the banks of the river Medway and Thames and to the north of Medway.

Neighbouring Authority Facilities

4.15.6 There a number of indoor bowls facilities in neighbouring authorities to Medway; Mote Park Indoor Bowls Club in Maidstone, Swale Indoor Bowling Club in Swale and Angel Indoor Bowling Club in Tonbridge and Malling. Table 12 illustrates the facilities available in neighbouring authorities.

Table 12: Supply Information for Indoor Bowls in Neighbouring authorities

Site Name	Local Authority	Post Code	Rinks	Facility Status	Access Type	Ownership Type	Management Type	Year Built
SWALE INDOOR BOWLING CENTRE	Swale	ME10 2BJ	6	Operational	Sports Club / Community Association	Sports Club	Sport Club	2001
MOTE PARK (MAIDSTONE) INDOOR BOWLS	Maidstone	ME15 7RN	8	Operational	Sports Club / Community Association	Commercial	Commercial	1987

Site Name	Local Authority	Post Code	Rinks	Facility Status	Access Type	Ownership Type	Managem ent Type	Year Built
CLUB								
ANGEL (TONBRIDGE)	Tonbridge and Malling	TN9 1QH	6	Operational	Sports Club / Community Association	Sports Club	Sport Club	1981

4.16 Demand

4.16.1 Active People survey data shows a significant decrease in the number of people participating in bowls. Over the last 10 years, the number of people participating in bowls (aged 55 and over) has dropped nationally from 309,800 in the years 2005 to 2006, to 211,900 in the years 2015 to 2016, a fall of 32%.

Consultation

NGB Consultation

4.16.2 There are two clubs in Medway, one at Deangate Ridge that has 155 members and one at Prince Arthur that has 393 members. Since 2014 the England Indoor Bowling Association has stated that both clubs have experienced a small decline in membership of -6 and -27 respectively.

4.16.3 The priorities for the EIBA between the years 2017-2021 include to support clubs to encourage those who are presently inactive to engage with bowls through the Play Bowls Package, to assist bowls clubs to become an integral part of the local community and to ensure clubs have the support and guidance they need to keep their facilities at a standard that will maintain the habit of physical activity to their members.

4.16.4 The EIBA have suggested that Deangate Ridge has the capacity to accommodate new members.

4.17 Summary

4.17.1 Over the last ten years the number of people participating in bowls (aged 55 and over) has dropped nationally from 309,800 in the years 2005 to 2006, to 211,900 in the years 2015 to 2016, a fall of 32%.

4.17.2 Current provision across the borough is meeting existing needs. There is no requirement to provide additional bowls provision in the borough, assuming the long-term trend for declining participation continues.

4.17.3 There are two dedicated indoor bowl facilities in Medway, Prince Arthur Road Bowls Club Ltd and Deangate Ridge Bowls Club, both of which are available on a pay and play basis. Both of these clubs, as noted by the EIBA, have experienced a decline in memberships since 2014. It should also be noted that there are three indoor bowls facilities in the neighbouring authorities of Swale, Maidstone and Tonbridge and Malling. This provides a good level of choice locally for bowlers. The EIBA have suggested that Deangate Ridge Indoor Bowls Club has the capacity to accommodate new members.

Implications for the Strategy

4.17.4 There are two existing dedicated indoor bowls facilities in Medway and three in surrounding neighbouring authorities, providing a good level of choice for bowlers. Over the last ten years, the number of people participating in bowls has fallen by circa 30%. There is no evidence to support additional indoor bowls provision in the future, despite the likely growth in population and the over 65s in particular. In the short term current facilities should be maintained. If

participation and membership levels continue to fall, the need for existing levels of facility provision will diminish, to a point where they may become more difficult to sustain and consolidation may be required.

4.18 Squash Courts

4.18.1 Squash courts are either backed by a solid wall (classed as 'normal' in this assessment) or glass-backed, the latter of which allows for spectators and coaches to watch squash matches and training sessions and are therefore more popular than solid wall squash courts.

4.19 Supply

Quantity

4.19.1 There are four squash court sites in Medway available on a pay and play basis. The four sites provide six courts all classed as being 'normal'. Three of the sites are local authority owned and the remaining site, Park Club, Chatham is managed by a Trust. There are four other courts in Medway, but these are only available to registered members, as can be seen in Table 13.

Table 13: Supply information for Squash Courts

Site Name	Post Code	Facility Sub Type	Courts	Access Type	Ownership Type	Management Type
HOO SWIMMING POOL	ME3 9EY	Normal	1	Pay and Play	Local Authority	Local Authority (in house)
MEDWAY PARK	ME7 1HF	Normal	3	Pay and Play	Local Authority	Local Authority (in house)
PARK CLUB CHATHAM	ME5 0LU	Normal	1	Pay and Play	Other	Trust
STROOD SPORT CENTRE	ME2 3JQ	Normal	1	Pay and Play	Local Authority	Local Authority (in house)
ROFFEN SPORTS CLUB	ME1 1DX	Glass-backed	1	Registered Membership use	Commercial	Commercial Management
WATERFRONT LEISURE (GILLINGHAM)	ME7 1UB	Normal	2	Registered Membership use	Commercial	Commercial Management
WATERFRONT LEISURE (GILLINGHAM)	ME7 1UB	Glass-backed	1	Registered Membership use	Commercial	Commercial Management

4.19.2 Figure 12 illustrates the squash court locations within Medway. The sites are distributed in different regions within Medway and not just around the main towns as with some of the facility types already discussed. There is a lack of facilities in the South East corner of Medway.

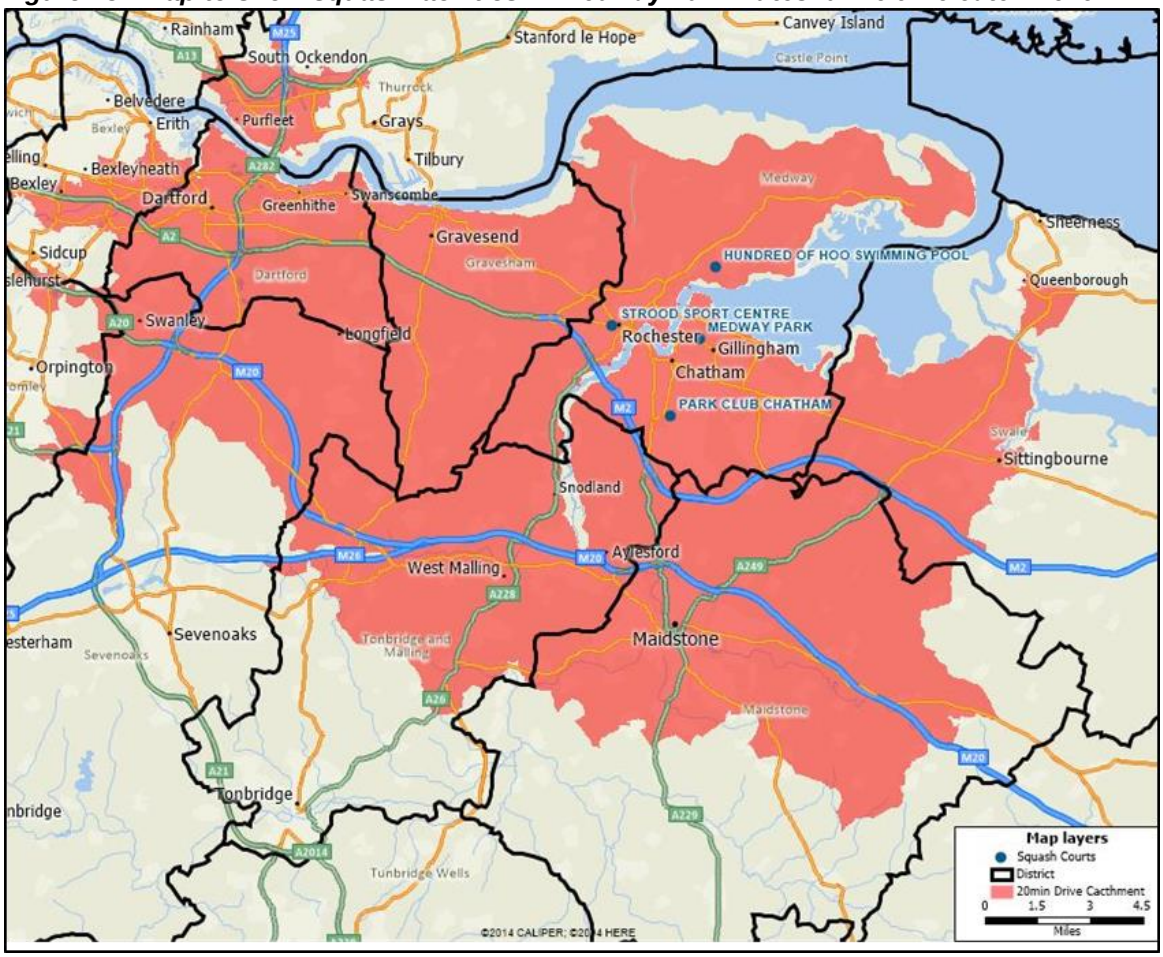
Figure 12: Map to show squash facilities in Medway

Accessibility

4.19.3 Appropriate drive time accessibility standards have been applied to determine accessibility to current provision.

4.19.4 Figure 13 illustrates the areas of Medway surrounding each facility that are able to access a pay and play squash court within a 20 minute drive time catchment. The majority of Medway residents are able to access a pay and play squash court within a 20 minute drive time catchment apart from small areas in the north and north east of Medway.

Figure 13: Map to show squash facilities in Medway 20 minutes' drive time catchment



Quality

4.19.5 The courts at Hoo Sports Centre were built in 1973 and have not been refurbished. All the other courts, available to the general public, have been refurbished. The most recent refurbishment took place at Medway Park in 2011. The courts at Park Club and Strood Sports Centre were refurbished in 2006.

4.20 Demand

4.20.1 There is no recognised methodology for estimating the level of demand for squash. The Active People survey looks at squash and racquetball together. This survey is undertaken regularly by Sport England and has illustrated a significant decrease in participation of 33.5% between the years 2005/2006 and 2015/2016[20].

4.20.2 Demand for squash is generally falling and operators often convert court space to provide more popular and revenue generating activities such as dance/aerobic classes or extensions of health and fitness. One of the original squash courts at the Hoo Swimming Pool site has been converted into an additional functional fitness room. This has provided more space in the main health and fitness suite for cardiovascular equipment.

[20] Active People Survey 1 -10

Club Consultation

4.20.3 Black Lion Squash Club currently has 70 active members and play at Medway Park Sports Centre, utilising the facility seven days a week.

4.20.4 The club has described the facilities as adequate. Proper policing of footwear could be implemented in order to prevent the courts being marked and increasing the lifespan.

4.20.5 The club says it has had problems with programming in the past and no longer play Kent League matches at the facility. They host both their club nights and Kent League matches on three evenings a week at the Royal Engineer Squash Centre in Gillingham. This is an armed forces run facility and the clubs access to these facilities is via a private rental agreement between the army and the Club. Part of the rental agreement is that the club provide free coaching to any army personnel during the weekly run session.

4.21 Summary

4.21.1 There are four sites in Medway offering a total of six courts in total that are available for general public use on a pay and play basis. Three of these sites are owned by the Council; Hoo Swimming Pool, Medway Park and Strood Sports Centre.

4.21.2 Demand for squash is in decline, with national participation rates falling and operators are increasingly converting squash courts into more popular and revenue generating spaces for dance/aerobic classes or to extend health and fitness offerings. This has been done at Hoo Swimming Pool to create an additional free weights room.

Implications for the Strategy

4.21.3 There are a total of six squash courts in Medway that are available to the community on a pay and play basis. Demand for squash is falling nationally and operators at facilities such as Hoo Sports Centre are struggling to maximise utilisation and have converted some courts into an additional free weights gym area. This is because such alternative uses of the space are more financially viable for operators. Careful consideration needs to be given however, as clubs such as Black Lion Squash Club are of the view that their membership will increase in the next five years.

4.21.4 There is no evidence to support a need for increased provision. While future population growth is forecast there is currently no evidence that this will increase the requirement for additional provision, due mainly to the recent the trend of falling participation.

4.21.5 The current level of provision is adequate to meet current needs. The provision of squash courts in the future should be made on a site by site basis with decisions likely to be driven by the financial viability of these specific spaces.

4.22 Indoor Tennis Courts

4.22.1 Indoor tennis courts are courts that are completely covered by a roof. There are three main types of indoor court structure; air-supported structures, fabric frame structures and rigid frame buildings.

4.23 Supply

Quantity

4.23.1 Table 14 illustrates that the Avenue Tennis site is the only dedicated indoor tennis centre in Medway and it opened earlier this year to registered members only. It has a total of 14 courts. Of these 14 courts, 5 are clay, 4 are grass and 2 are Astro-Turf and the remaining 3 are indoor.

Table 14: Supply information for indoor tennis courts in Medway

Site Name	Number	Access Type	Ownership Type	Management Type	Year Built
INDOOR					
AVENUE TENNIS	3	Registered Membership use	Private Use	Commercial	2017

4.23.2 Table 15 below illustrates that there are 37 outdoor tennis courts in Medway across nine different sites.

Table 15: Supply information for outdoor tennis courts in Medway

Site Name	Number	Access Type	Ownership Type	Management Type	Year Built
OUTDOOOR					
ACPM RECREATION GROUND	2	Not Known	Not known	Not Known	n/a
DARNLEY ROAD	2	Free Public Access	Local Authority	Local Authority (in house)	n/a
DEANGATE RIDGE GOLF & SPORTS COMPLEX	3	Free Public Access	Local Authority	Local Authority (in house)	n/a
KINGS ROCHESTER SPORTS CENTRE	7	Pay and Play	Other Independent School	School/College/ University (in house)	n/a
MAIDSTONE ROAD SPORTS GROUND	4	Free Public Access	Local Authority	Local Authority (in house)	n/a
RAINHAM MARK GRAMMAR SCHOOL	2	Sports Club / Community Association	Foundation School	School/College/ University (in house)	2000
STRAND LEISURE POOL & PARK	4	Pay and Play	Local Authority	Local Authority (in house)	n/a
WIGMORE PARK	2	Free Public Access	Local Authority	Local Authority (in house)	
ALLHALLOWS LEISURE PARK	1	Private Use	Commercial	Commercial Management	n/a
AVENUE TENNIS	11	Registered Membership use	Private Use	Commercial	n/a
MEDWAY SPORTS HALL	2	Registered Membership use	Higher Education Institutions	School/College/ University (in house)	n/a
ROFFEN SPORTS CLUB	4	Registered Membership use	Commercial	Commercial Management	n/a
THE GARRISON GROUND	3	Private Use	MOD	MOD	n/a

4.23.3 Two of these sites are available on a pay play basis, four are free for the public to access, two through registered membership use, one through a sports club or community association, one for private use, one is free for public use and the access of one site is not known.

Figure 14: Map to show indoor and outdoor tennis courts in Medway

4.23.4 Figure 14 illustrates the geographical locations of the seven sites in Medway that have community accessible tennis courts. It can be seen that they are fairly well distributed around Medway, with three located to the North of the River Medway and four to the South.

Quality

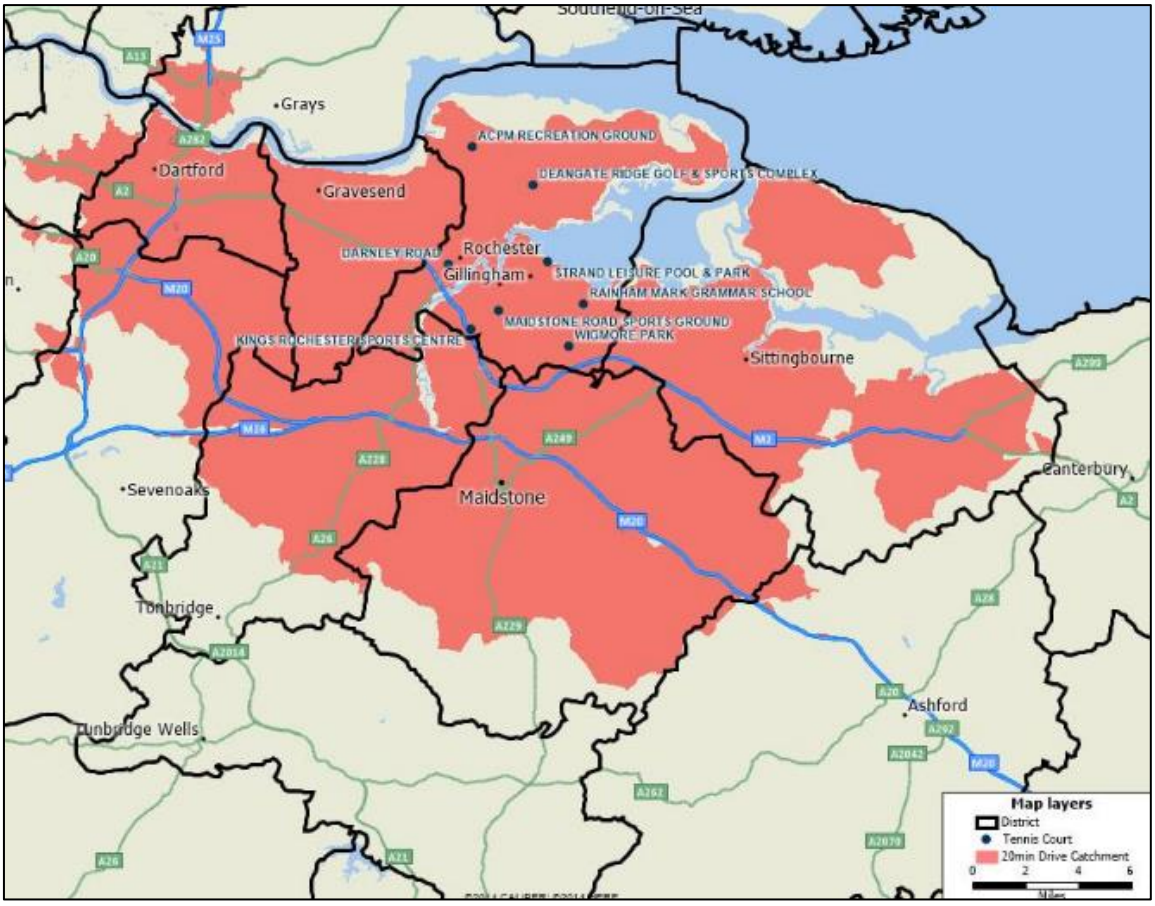
4.23.5 The courts at Deangate Ridge Golf and Sports Complex are in very poor condition. The lines are barely visible and there are no suitable nets in place. The courts are not able to meet the needs of the community or of a quality to encourage participation.

Accessibility

4.23.6 As with previous facilities, a 20 minute drive time has been applied to understand the accessibility of the facilities.

4.23.7 As can be seen in Figure 15 the distribution of publically accessible tennis courts are accessible to almost all Medway residents in addition to the majority of the neighbouring local authorities and even further into authorities including the Borough of Dartford.

Figure 15: Map to show tennis facilities in Medway 20 minutes' drive time catchment



4.24 Demand

4.24.1 Active People surveys, undertaken regularly by Sport England illustrate that there has been a decrease across England in tennis participation over the last decade. Since 2005/2006, the number of people participating in tennis (aged 16 and over) has decreased from 457,200 to 398,100 in 2015/201621 a 12% decrease. This figure relates to tennis as whole and does not differentiate between those using indoor or outdoor facilities.

Consultation

4.24.2 The LTA currently have no set standard to comment if there are the right number of indoor or outdoor tennis courts per head of population. Kent however, is a strong area for tennis, with county senior and junior national champions. It would appear there are areas in Kent, with a greater need for indoor provision including Canterbury and Ashford. The Avenue is a private provision that meets indoor needs. If demand increases, it is likely that they will build more indoor courts.

4.24.3 The park courts in Medway are considered to be poor. British Tennis are trying to facilitate a meeting with Medway to discuss opportunities for floodlights and easier access to encourage more usage and the development of the game.

[21] Active People Survey 1-10

4.25 Summary

4.25.1 There are 22 outdoor courts in Medway that are available for community use, 15 of which are owned by the Council. Of these 22 courts, 3 at Deangate Ridge Golf and Sports Complex are in a very poor condition, to the point that they are almost unusable.

4.25.2 Avenue Tennis, which opened this year, is the only dedicated indoor tennis centre in Medway. This facility is managed commercially and privately owned.

4.25.3 **Implications for the Strategy**

4.25.4 There are 22 outdoor courts in Medway that are available for community use, 15 of which are owned by the Council. Of these 22 courts, 3 at Deangate Ridge Golf and Sports Complex are in a very poor condition, to the point that they are almost unusable. The only dedicated indoor tennis facility in the area is Avenue Tennis which is not available for general public use.

4.25.5 The LTA currently have no set standard to comment if there are the right number of indoor or outdoor tennis courts per head of population. It would appear there are areas in Kent, with a greater need for indoor provision including Canterbury and Ashford. The Avenue is a private provision that meets indoor needs. If demand increases, it is likely that they will build more indoor courts.

4.26 Aerobic / Multi-Purpose Studios

4.26.1 Aerobic studios are areas that provide a multi-purpose space, accommodating a wide range of activities for movement and exercise. Typically aerobic studios are located at leisure centres and schools, as part of health and fitness provision. General purpose spaces in village halls and community centres can also provide the community with spaces (often restricted) for sporting activities and exercise classes.

4.27 Supply

Quantity

4.27.1 There are twelve sites (recognised by Sport England Active Places) that have aerobics studios available for community use, the details of which can be seen in Table 16. Of these, three are commercially owned, six are at educational institutions and three are owned by the Council.

4.27.2 The facilities shaded in grey are not available for general public use and are only available for private and registered membership use.

Table 16: Supply information for studios in Medway

Site Name	Area	Access Type	Ownership Type	Management Type	Year Built	Year Refurbished
BEEFS & BABES (STROOD)	180	Pay and Play	Commercial	Commercial Management	2003	n/a
BROMPTON ACADEMY	200	Sports Club / Community Association	Academies	School/College/ University (in house)	2013	n/a
CHATHAM GRAMMAR SCHOOL FOR GIRLS	200	Sports Club / Community Association	Academies	School/College/ University (in house)	2006	n/a
LORDSWOOD LEISURE CENTRE	148.84	Pay and Play	Local Authority	Trust	2005	2014
MEDWAY PARK	720	Pay and Play	Local Authority	Local Authority (in house)	2010	n/a
RAINHAM MARK GRAMMAR SCHOOL	120	Pay and Play	Foundation School	School/College/ University (in house)	2011	n/a
REYNOLDS FITNESS SPA RAINHAM	128	Pay and Play	Commercial	Commercial Management	n/a	n/a

Site Name	Area	Access Type	Ownership Type	Management Type	Year Built	Year Refurbished
STROOD ACADEMY - CARNATION ROAD CAMPUS	180	Sports Club / Community Association	Community school	School/College/ University (in house)	2012	n/a
STROOD SPORT CENTRE	384	Pay and Play	Local Authority	Local Authority (in house)	2002	2015
THE THOMAS AVELING SCHOOL	120	Pay and Play	Academies	School/College/ University (in house)	2008	n/a
THE VICTORY ACADEMY	200	Sports Club / Community Association	Academies	School/College/ University (in house)	2013	n/a
TRUGYM CHATHAM DOCKSIDE	180	Pay and Play	Commercial	Commercial Management	2015	n/a
ANYTIME FITNESS (CHATHAM)	45	Registered Membership use	Commercial	Commercial Management	2013	n/a
THE HOO COMPREHENSIVE SCHOOL	144	Private Use	Community school	School/College/ University (in house)	2009	n/a
NUFFIELD HEALTH MEDWAY FITNESS & WELLBEING GYM	120	Registered Membership use	Commercial	Commercial Management	1997	2007
PARK CLUB CHATHAM	150	Registered Membership use	Other	Trust	1998	2004
PURE GYM (CHATHAM)	375	Pay and Play	Commercial	Commercial Management	2016	n/a
ST JOHN FISHER CATHOLIC SCHOOL	150	Private Use	Voluntary Aided School	School/College/ University (in house)	2004	n/a
ROCHESTER HEALTH CLUB	185.81	Registered Membership use	Commercial	Commercial Management	1995	2004
ROFFEN SPORTS CLUB	105	Registered Membership use	Commercial	Commercial Management	1981	2005
ROKO HEALTH CLUB (GILLINGHAM)	60	Registered Membership use	Commercial	Commercial Management	2006	n/a
	36				n/a	n/a
WALDERSLADE GIRLS' SCHOOL	80	Private Use	Academies	School/College/ University (in house)	2010	n/a
WATERFRONT LEISURE (GILLINGHAM)	160	Registered Membership use	Commercial	Commercial Management	2002	n/a

4.27.3 The Gym that is due to open in September is also expected to have studio space through which its gym class programme is delivered. The facility will however be commercially owned and managed and not available to the public on a pay and play basis.

4.27.4 Beef Babes and Reynolds Fitness Spa Rainham, both commercially managed, are available for use by the community on a pay and play basis.

Quality

4.27.5 As with health and fitness suites, studios tend to have high levels of usage and are important revenue generating areas, highlighting the need to invest in such spaces.

4.27.6 Facilities at Lordswood Leisure Centre and Strood Leisure Centre have been refurbished in the last three and two years respectively. A number of the remaining facilities are likely to require

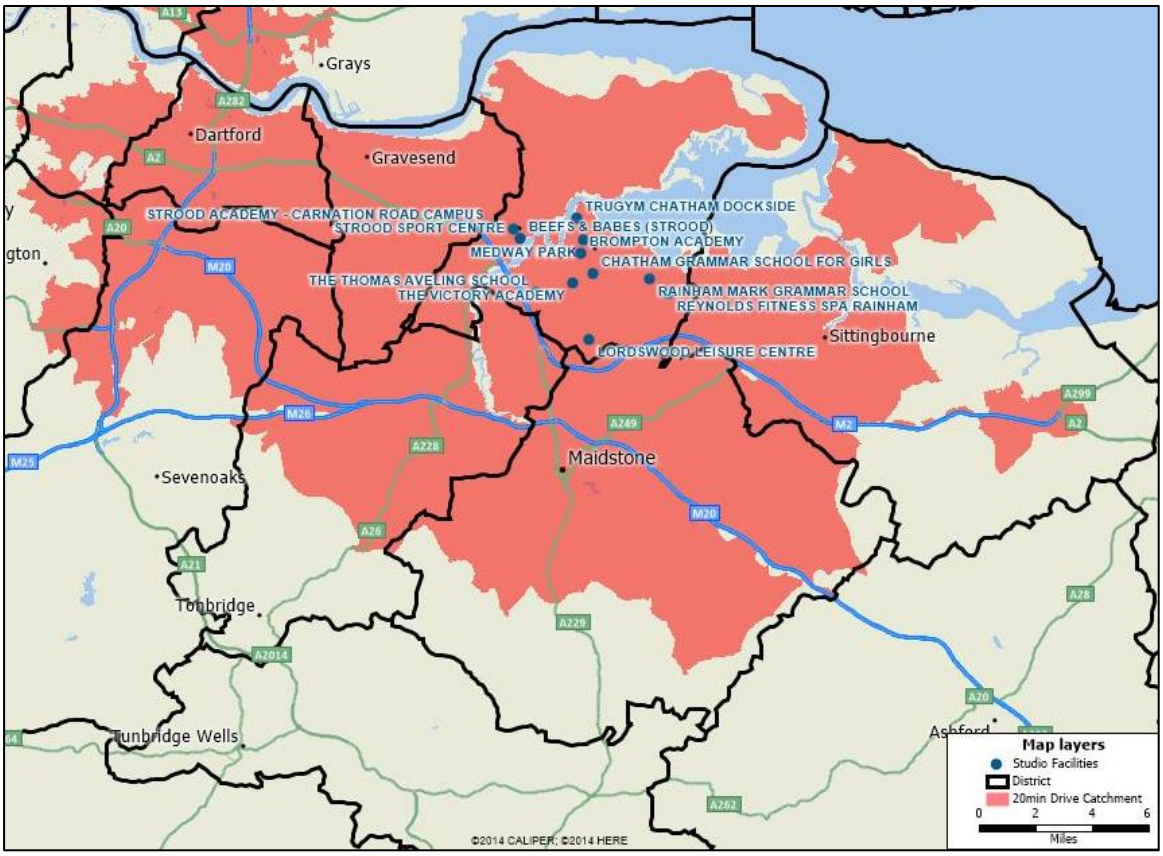
refurbishment. The studio space at Chatham Grammar School for Girls for example, has not been refurbished in the last decade.

Accessibility

4.27.7 Accessibility standards can be applied to sports facilities to determine deficiencies in provision. The normal acceptable standard would be to apply a 20 drive time catchment for studio facilities in Medway.

4.27.8 Figure 16 illustrates that large areas in Medway are able to reach a community accessible aerobic studio within a 20 minute drive time catchment, with the catchment of some facilities overlapping. There are small areas in the north of Medway that are however, not able to access a studio within this catchment.

Figure 16: Map to show aerobic studio facilities in Medway 20 minutes' drive time catchment



4.28 Demand

4.28.1 The Active People Survey data illustrates that national participation for exercise, movement and dance that utilise studio space has increased from 407,800 in 2014/2015 to 437,200 in 2015/2016[22]. There is no comprehensive data on participation prior to this.

4.28.2 Exercise classes and activities have all increased in popularity in recent years placing pressure on facilities to programme a wide range of classes /activities adding to the demand for high quality studio spaces.

Consultation

4.28.3 The Robert Napier School hires out its dance/aerobic studio to community organisations for up to seven hours per week. The facility is currently only advertised by word of mouth and the facilities are managed by the site team out of school hours.

4.28.4 Rainham Mark Grammar School hires out its dance/aerobic studio to clubs throughout the week. There is limited information about hiring facilities on the website. The school is aware that they could market the facility more to increase usage, but do not have the additional space to at present.

[22] Active People Survey 9-10

4.28.5 Holcombe Grammar School markets the hire of its facilities through the internet, social media channels; leaflet drops and through word of mouth currently hire their studio space to community organisations.

4.29 Summary

4.29.1 According to Sport England's Active Places data there are twelve sites that have dance/aerobics studios available for community use. Of these, three are owned by the Council; Lordswood Leisure Centre, Medway Park and Strood Sports Centre.

4.29.2 With the exception of Lordswood Leisure Centre and Strood Leisure Centre, a number of the facilities listed have not been refurbished since being built. Chatham Grammar School for Girls, has for example, not been refurbished in the last decade.

4.29.3 Medway is well served in terms of provision and there are a number of facilities that are accessible within a 20 minute drive-time catchment.

4.29.4 National participation in exercise, movement and dance has increased from 407,800 in 20014/2015 to 437,200 in 2015/16[23], a significant increase.

Implications for Strategy

4.29.5 Participation in group exercise and fitness classes is increasing. This is demonstrated by the Active People Survey data. Group classes such as Pilates, Yoga and Zumba, are increasing in popularity and need to be catered for in existing studio timetables. Such activities generate good income for operators they remain an integral element of the health and fitness offer, particularly where linked to health and fitness gyms.

4.29.6 Provision of studios should be increased where there is demand, particularly linked to the development of new health and fitness gyms, as they are a flexible facility and an integral part of a modern health and fitness membership offer.

4.30 Gymnastics/trampolining

4.30.1 Gymnastics requires a diverse range of specification of facility, depending upon the disciplines/activities being run. A "dedicated gymnastics centre" can be defined as a facility for the sole use and purpose of gymnastics. Such facilities can be "free standing" single buildings, or part of a larger complex, such as a school or leisure centre. A dedicated facility is one that is purpose built and dedicated for gymnastics use with equipment permanently laid out.

4.30.2 A "non-dedicated gymnastics centre" is defined as a multi-use facility such as sports halls at a school or leisure centre. Gymnastics clubs generally require access to good standard sports halls with a sprung floor that has provision for storage of equipment, particularly for trampolines and low level gymnastic equipment and matting (safety matting requires a fire proof storage space).

[23] Active People Survey 9-10

4.31 Supply

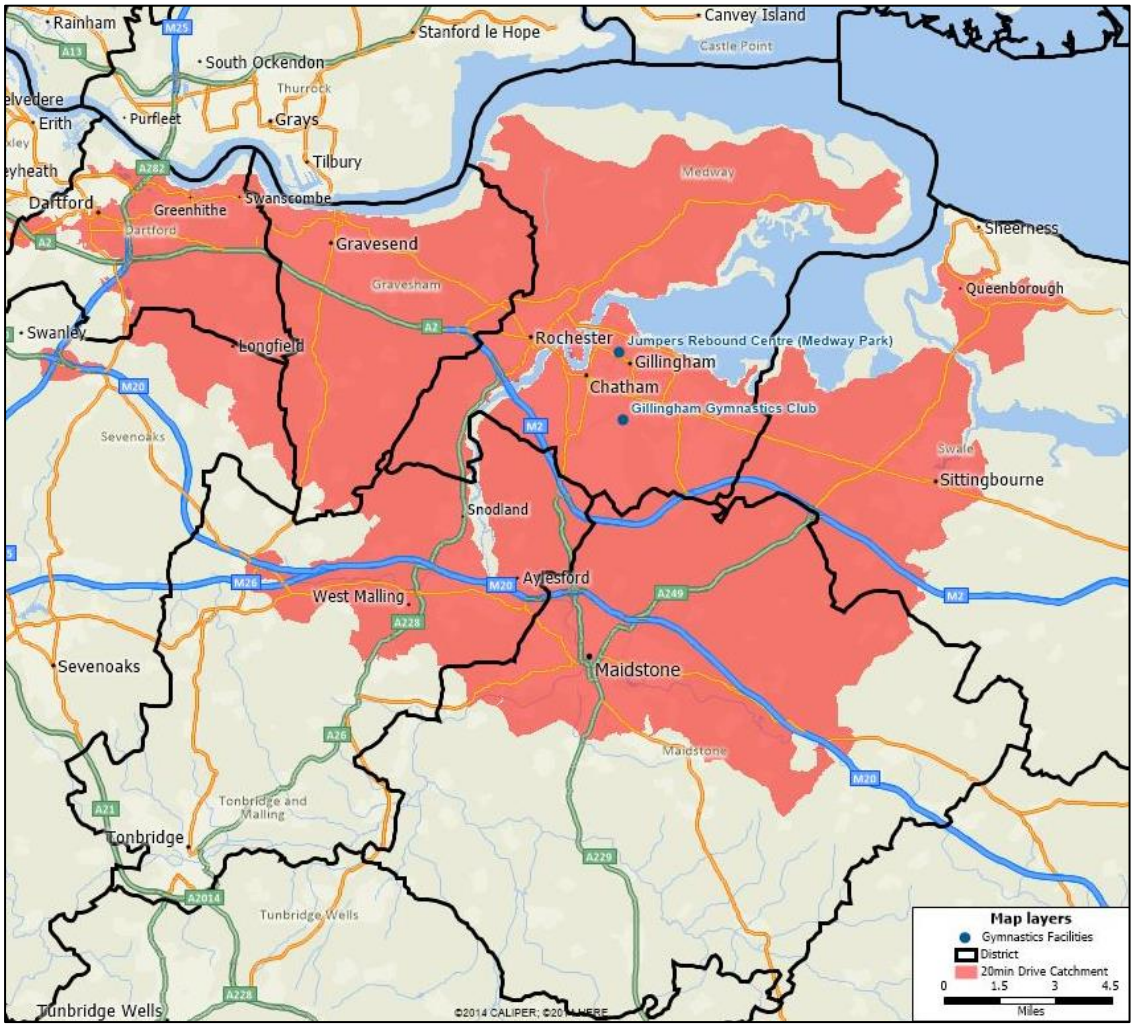
Quantity

4.31.1 There are two dedicated gymnastics centres in Medway, Gillingham Gymnastics Club and The Jumpers Rebound Centre which is located adjacent to Medway Park.

Accessibility

4.31.2 Figure 17 below shows the accessibility of the two facilities in terms of a 20-minute drive time catchment around each.

Figure 17: Map to show gymnastics facilities in Medway 20 minutes' drive time catchment



4.31.3 The map illustrates that large areas of Medway are able to access one of the two gymnastics facilities within a 20 minute drive time. It is only, specific areas around the coastline and towards the north of Medway that are not able to access either of these facilities. It can be seen that the 20 minute drive time catchment also extends into Medway's neighbouring local authorities including, Gravesham and Maidstone.

4.32 Demand

4.32.1 Active People Survey results indicate that national participation levels for gymnastics have increased from 58,900 in 2005/2006 to 65,100 in 2015/2016[24]. There has been an increase in participation from 51,700 in 2014/2015 to 65,100 in 2015/16[25] indicating a percentage increase of 25.9%, an upward trend which is expected to continue.

4.32.2 Drop-out in gymnastics remains on average at a young age, with participation in the UK peaking at approximately 9 years of age. For the sport to grow the drop-out age needs to be increased through providing the support and facilities to deliver appropriate services to gymnasts.

4.32.3 British Gymnastics Facility Strategy for England (2010) aims for the development of gymnastics facilities that are appropriate for the different levels of performance within the sport including dedicated and non-dedicated gymnastics venues. The vision for facility development is to enhance the total network gymnastics provision from grass roots opportunities in school/leisure centre/community centre based non-permanent facilities, through to clubs developing long term plans that will enable them to develop sustainable purpose built provision.

4.32.4 There is a trend for gymnastics clubs to move into their own dedicated facilities. Over 30 clubs in the UK moved into their own spaces in 2014-15. British Gymnastics expect this trend to continue. Facilities hired from schools or colleges are often inaccessible during the school day and during academic holidays. It is therefore important that gymnastics clubs develop sustainable venues that enable them to meet unmet demand.

Consultation

4.32.5 British Gymnastics has highlighted that participation in gymnastics is increasing with membership reaching 343,195 in 2016. There has been a notable increase in the number of teenagers and adults (11-25 year olds) taking part in gymnastics regularly due to increased opportunities and suitable activities being offered within clubs. The emphasis for 2017-2021 will be using gymnastics as a foundation sport for all 5-11 year olds.

4.32.6 In Medway there are two dedicated gymnastics facilities; Jumpers Trampoline Club which focus on trampoline gymnastics, double-mini trampoline, tumbling and freestyle gymnastics and Gillingham Gymnastics Club who focus on recreational gymnastics, Women's Artistic and Aerobic Gymnastics. There are two additional clubs in Medway that would like to secure dedicated facilities; DLJ Gymnastics who are currently based at Strood Academy and Firefields Gymnastics Club who are based at Rainham Mark Grammar School.

4.32.7 There are currently significant waiting lists at all gymnastic/trampolining clubs in Medway. Additional dedicated facilities would help to meet some of the unmet latent demand.

4.32.8 Highly Sprung Trampoline Club have 58 active members and use the hall at Strood Sports Centre on Tuesday and Thursday evenings. The club currently feel that they have enough space to meet its needs, however they feel that the amount of time and space they will require in the next 5 years will increase. They are looking at booking more courts on a Tuesday to provide gymnastics for all.

4.32.9 The club consider the facility at Strood Sports Centre to be in excellent condition and have no issues with programming or block booking the space required

St John Fisher School, Fort Pitt Grammar School and Rainham Mark Grammar School currently hire out their gymnastic/trampolining facilities to community organisations and clubs.

[24] Active People Survey 1-10
[25] Active People Survey 1-10

4.33 Summary

4.33.1 There are two dedicated gymnastics centres in Medway, Gillingham Gymnastics Club and The Jumpers Rebound Centre which is located adjacent to Medway Park. Almost all Medway residents are able to access these gymnastics centres within a 20 minute drive-time catchment.

4.33.2 The Active People Survey indicates that national participation levels for gymnastics have increased from 58,900 in 2005/2006 to 65,100 in 2015/2016[26]. Participation levels are continuing to increase year on year and in order for the sport to grow, the support and facilities to deliver appropriate services to gymnasts needs to be provided.

4.33.3 British Gymnastics has confirmed that there are significant waiting lists at all gymnastics and trampolining clubs in Medway, highlighting this demand. Additional dedicated gymnastics facilities would help to meet some of this unmet latent demand.

Implications the for Strategy

4.33.4 Participation in gymnastics is increasing nationally, a trend which is expected to continue especially in the light of Medway's projected population growth. It is evident that there is more demand than supply for gymnastics and trampolining facilities in Medway, with significant waiting lists reported at the main gymnastics and trampolining clubs.

4.33.5 Consideration should be given to increasing capacity in general. This could be via provision of new dedicated facilities or through programming of existing sports halls for use by existing clubs.

4.34 Boxing/martial arts/dojo

4.34.1 Boxing and martial arts are able to take place in a number of different facilities including; sports halls, studios as well as dojos which are designed specifically to cater for martial arts and judo. Boxing and martial arts will often utilise the same facility spaces.

4.35 Supply

Quantity

4.35.1 In Medway the facilities below, in addition to sports halls, are considered to be utilised for boxing and martial arts.

Table 17: Supply information for boxing martial arts facilities in Medway

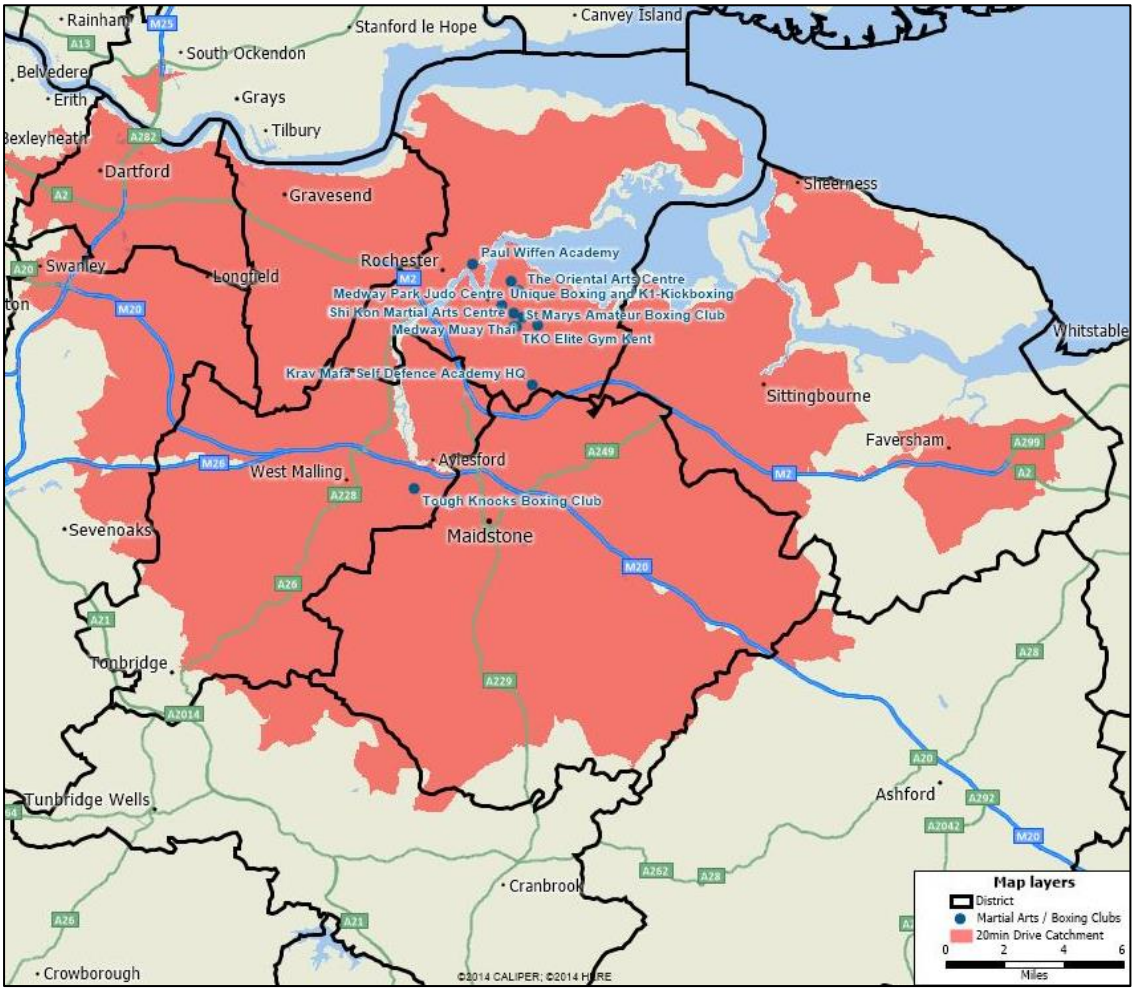
Site	Postcode
St Marys Amateur Boxing Club	ME5 0BS
Unique Boxing and K1-Kickboxing	ME4 4NU
TKO Elite Gym Kent	ME4 5AU
Paul Wiffen Academy	ME2 4DZ
Medway Muay Thai	ME7 1XA
Krav Mafa Self Defence Academy HQ	ME7 3JQ
Shi Kon Marital Arts Centre	ME5 7BB
Black Belt Martial Arts	ME7 3AN
The Oriental Arts Centre	ME7 1XA
Medway Park Judo Centre	ME7 1HF

[26] Active People Survey 1-10

Accessibility

4.35.2 The map in Figure 18 illustrates that the majority of residents in Medway are able to access a boxing and or martial arts facility within a 20 minute drive time catchment. It can be seen that the majority of facilities are located to the south of the River Medway and their catchment areas consequently extend into the neighbouring local authorities to the south and west of Medway. Krav Mafa Self Defence Academy HQ is located very close to the border with Maidstone.

Figure 18: Map to show boxing and martial arts facilities in Medway 20 minutes' drive time catchment



4.36 Demand

4.36.1 Boxing remains a fairly niche sport. However, it has grown in popularity since 2011 and this is illustrated in the Active People Survey. Participation levels in adults (16+) has increased from 0.28% in 2005/2006 to 0.36% in 2015/2016[27] an increase of 28%.

4.36.2 Using boxing as a tool to tackle crime, anti-social behaviour and issues surrounding social cohesion have been suggested as contributing to this increased in participation.

[27] Active People Surveys 1-10

Consultation

4.36.3 Kyushin Ryu Ju Jitsu Association has 200 active members and use facilities at Strood Leisure Centre, Medway Park and Hoo Village Hall all year round. The club feels that they do currently have enough time or space to meet current needs but anticipate that the amount of time and space required in the next five years will increase.

4.36.4 The club feels that programming sometimes lead to problems. For example, when the club are teaching children, adjoining activities, such as aerobics with loud music make it impossible for the children to hear instructions. The club would like to see a dedicated martial arts area or improved programming whereby compatible sports share open sports hall space at the same time.

4.36.5 Medkwai Judo Club currently has over 35 members and is anticipating a growth in participation in the next five years. It uses Strood Sports Centre for one hour every Thursday evening and has been based at the sports centre since 1987.

4.36.6 Medway Park Judo Club have 100 active members and operate out of the Medway Park Judo Centre where there is an udo Dojo. The club currently utilise the facility six days a week and feel this is adequate for current needs, although they anticipate the size of the club will grow in the new few years. Subsequently an additional weekday evening session would be advantageous to meet the growth in demand.

4.36.7 The club has described the facilities as excellent and commented that the recent refurbishments are superb. The club would like to see longer opening hours on a Friday, at weekends and on public holidays.

4.37 Summary

4.37.1 In addition to the sports centres, which are utilised by clubs, there are ten purpose built facilities that are utilised for boxing and martial arts.

4.37.2 Figures for participation in boxing, illustrate the growth in popularity from 0.28% of adults (16+) participating in 2005/2006 to 0.36% in 2015/2016[28].

4.37.3 Judo clubs are also echoing a trend of increasing participation and anticipate that the size of their clubs will grow in the next five years.

4.37.4 There are areas of Medway that are well served in terms of boxing and martial arts facilities and include areas around Chatham and Gillingham. Areas to the north of the River Medway and in the south-west are lacking in provision.

Implications for the Strategy

4.37.5 Existing specialist facilities should be maintained, as far as possible, and consideration given to programming spaces at multi-purpose facilities to better accommodate these activities alongside others. Many spaces used for martial arts and boxing are flexible and attract a range of different disciplines; karate, judo and boxing clubs.

4.37.6 Overall, if the recent trend of increasing participation continues, the projected population growth for the area will result in a need for additional facilities.

4.38 Ice Rinks

4.38.1 Ice rinks provide a surface and facility for recreational ice skating, ice hockey, figure and speed skating.

[28] Active People Survey 1-10

4.39 Supply

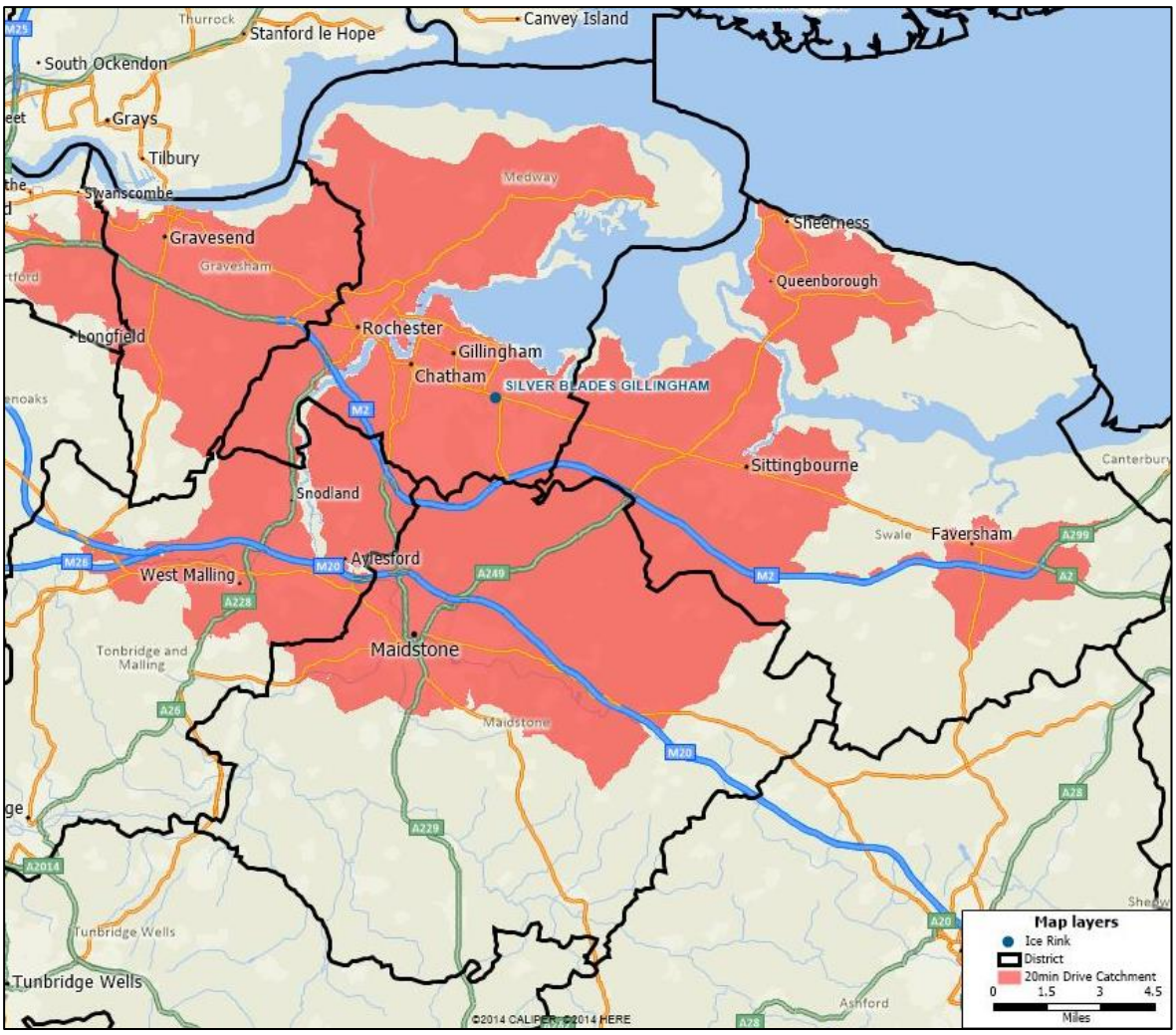
Quantity

4.39.1 There is one ice rink in Medway, Silver Blades in Gillingham. This is a commercially operated facility and offers a range of programmes including; public skating, learn to skate sessions, parties and ice hockey. The centre is available on a pay and play basis and is open seven days a week.

Accessibility

4.39.2 Figure 19 below illustrates the 20 minute drive time catchment area for Silverblades in Gillingham. It illustrates that this facility services most of Medway, with the exception of the very north of Medway. Ice rinks are more specialist sports facilities and members of the public are consequently willing to travel longer distances to access a suitable facility.

Figure 19: Map to show ice rinks in Medway 20 minutes' drive time catchment



Quality

4.39.3 Silver Blades Gillingham was built in 1978 and has since been refurbished in 2007. We understand it is in reasonable condition.

4.40 Demand

4.40.1 National participation rates in ice skating have decreased in recent years. The percentage of the adult (16+) population that participate in the sport was 0.04% in 2005/2006 and this decreased to 0.02% in the years 2015/2016,[29] a reduction of 50%.

4.41 Summary

4.41.1 National participation levels in ice skating are low compared to many more popular sports and has dropped 50% in the last decade.

4.41.2 Silver Blades in Gillingham is the only ice rink facility in Medway and is owned and managed commercially. It was built in 1978 and was refurbished in 2007.

4.41.3 Medway residents can access Silver Blades within a 20 minute drive time. The facility is currently used for a range of ice based activities that include pay and play skating, ice skating lessons, parties and ice hockey.

Implications for the Strategy

4.41.4 Despite the projected population growth for Medway, if the recent trend of falling participation continues, there is no evidence to support the need for an additional ice rink in Medway. The current provision by a commercial operator is adequate in terms of meeting current and future demand.

4.42 Athletics Tracks

4.42.1 Athletics tracks can be grass or artificial and provide a base for both track and field athletics to take place on. For the purpose of this study we have assessed artificial surface tracks.

4.43 Supply

Quantity

4.43.1 In Medway there are two permanent athletics tracks, with artificial surfaces, both of which are owned and managed by the Council. Further details of each can be seen in Table 18.

Table 18: Supply information for Athletics Tracks in Medway

Site	Number of lanes	Facility Type	Access Type	Ownership Type	Management Type	Year Built
DEANGATE RIDGE GOLF AND SPORTS COMPLEX	6	Synthetic	Registered Membership use	Local Authority	Local Authority (in house)	1972
MEDWAY PARK	8	Synthetic	Sports Club/Community Association	Local Authority	Local Authority (in house)	2010

[29] Active People Survey 1-10

Quality

4.43.2 The athletics track at Deangate Ridge Golf and Sports Complex was built in 1972 and refurbished in 2002. It is currently in poor condition with little or no regular use.

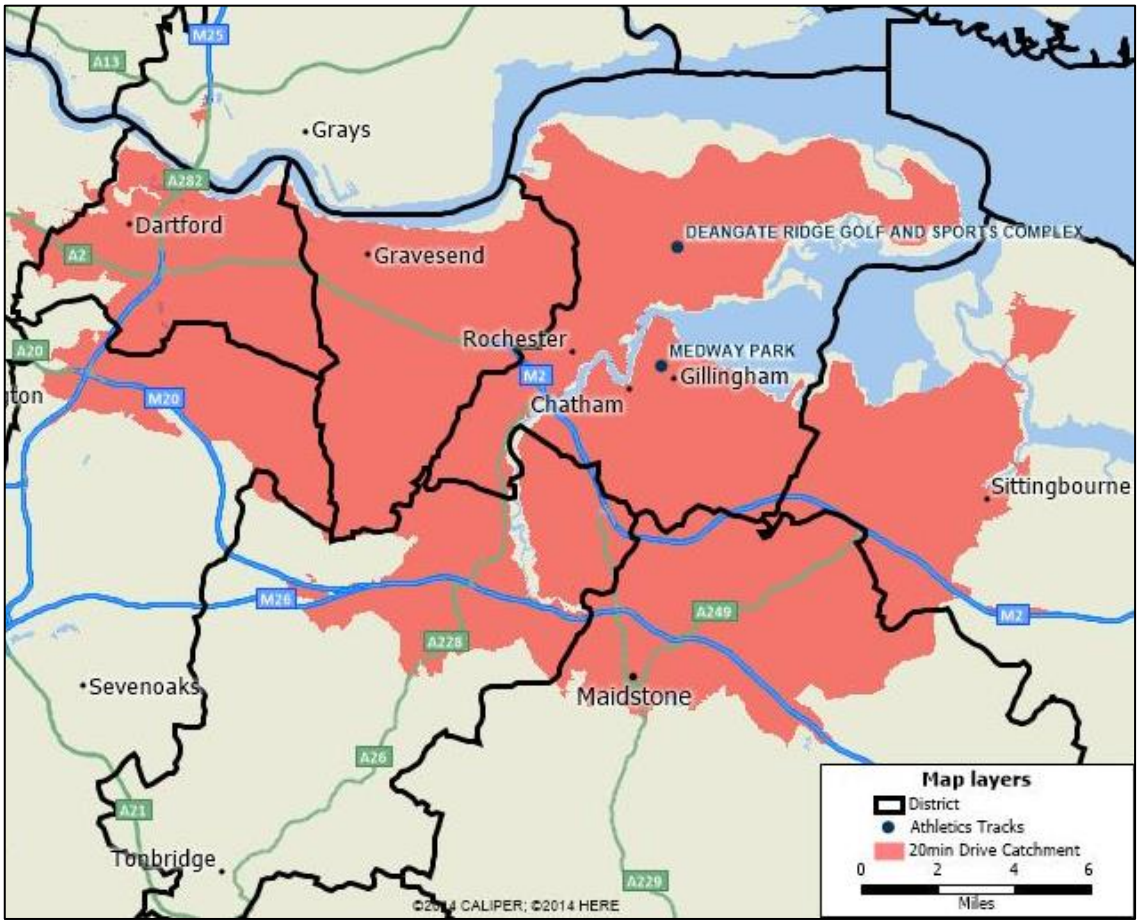
4.43.3 Medway Park was built more recently in 2010 with support from Sport England. Funding was granted to help build the track at Medway Park as a result of accessibility issues at Deangate Ridge. Deangate Ridge is not easily accessible with limited access unless by car, placing strain on potential participation numbers, particularly in younger generations where there is a reliance on family to drive them.

4.43.4 Medway Park is in a much more accessible location, as can be seen in the catchment map below, enabling more people to access the facility without relying on a car for means of transport, therefore encouraging participation numbers to increase.

Accessibility

4.43.5 Accessibility standards have been applied to determine deficiencies in provision and Figure 20 illustrates the 20 minute drive time catchment surrounding both Deangate Ridge and Medway Park.

Figure 20: Map to show athletics track facilities in Medway 20 minutes' drive time catchment



4.43.6 The catchment maps illustrates that the two facilities enable the majority of Medway residents to access an athletics track within a 20 minute drive time catchment. As with many other facilities, there are just small areas of in the North of Medway that are not able to access either of the facilities within this drive time catchment.

4.43.7 The two facilities also service and can be accessed by those in the neighbouring authorities of Gravesham, Maidstone, Tonbridge and Malling and even the Borough of Dartford.

4.44 Demand

4.44.1 National participation rates for athletics can be seen through the Active People Survey data. This data illustrates that participation rates have increased from 3.33% of the adult population (16+) in England taking part in athletics in 2005/2006, to 5.01% in 2015/2016.[30] It should be noted that this includes all forms of running, not just use of tracks.

Consultation

4.44.2 Medway and Maidstone Athletics Club use the track at Medway Park three times a week for training and for approximately ten competitions per year. They feel that they have enough time and space to meet current needs and do not expect their club to increase in size in the next five years.

4.44.3 The club feel that the facility would benefit from having some shelter for both the athletes and spectators. At present both just spill into the corridor when the weather deteriorates.

4.44.4 The club has also suggested the need to have a designated equipment store close to the track. The current store is situated in an area which also services the sewer pipes. The pipes have overflowed into the store on four occasions, highlighting the need for a separate storage area.

4.45 Summary

4.45.1 Active People data has illustrated that there has been a national increase in participation of between 2005/2006 and 2015/2016.

4.45.2 There are two athletics tracks within Medway, both of which are owned and managed by the Council; Deangate Ridge Golf and Sports Complex and Medway Park.

4.45.3 Deangate Ridge Golf and Sports Complex is not currently well used, with no athletics club based there. The majority of competitions and training now take place at Medway Park.

4.45.4 Medway and Maidstone Athletics Club who utilise the track at Medway Park three times a week for training, do not need additional space to meet current or needs in the next five years. They would however, like to see a sheltered area for both athletes and spectators provided as well as a separate equipment store near to the track.

Implications for the Strategy

4.45.5 The Medway Park athletics track provides a modern facility that is easily accessible and can therefore be used to encourage increased participation rates. It is the focus of athletics participation and events in the area, county and wider region. It should be maintained in good condition. The track at Medway Park meets the needs for dedicated athletics facilities and there is no evidence for increased provision in the area.

4.45.6 On the other hand, consideration should be given to closure of the athletics track at Deangate Ridge Golf and Sports Complex. The facility is in poor condition and is not well utilised, mainly due to its remote location and the lack of any regular club use, as well as the increasing focus on Medway Park at the as the hub for athletics in Medway. Consideration should be given to

[30] Active People survey 1-10

closure of the athletics track at Deangate Ridge Golf and Sports Complex, as it is no longer needed or financially sustainable.

4.46 Footgolf

4.46.1 Footgolf is a sport that is played on a specialised golf course, where players kick a football into a hole in as few shots as possible, combining the sports of football and golf.

4.47 Supply

Quantity

4.47.1 There are two Footgolf courses in Medway the details of which can be seen in Table 19 below.

Table 19: Supply information for footgolf courses in Medway

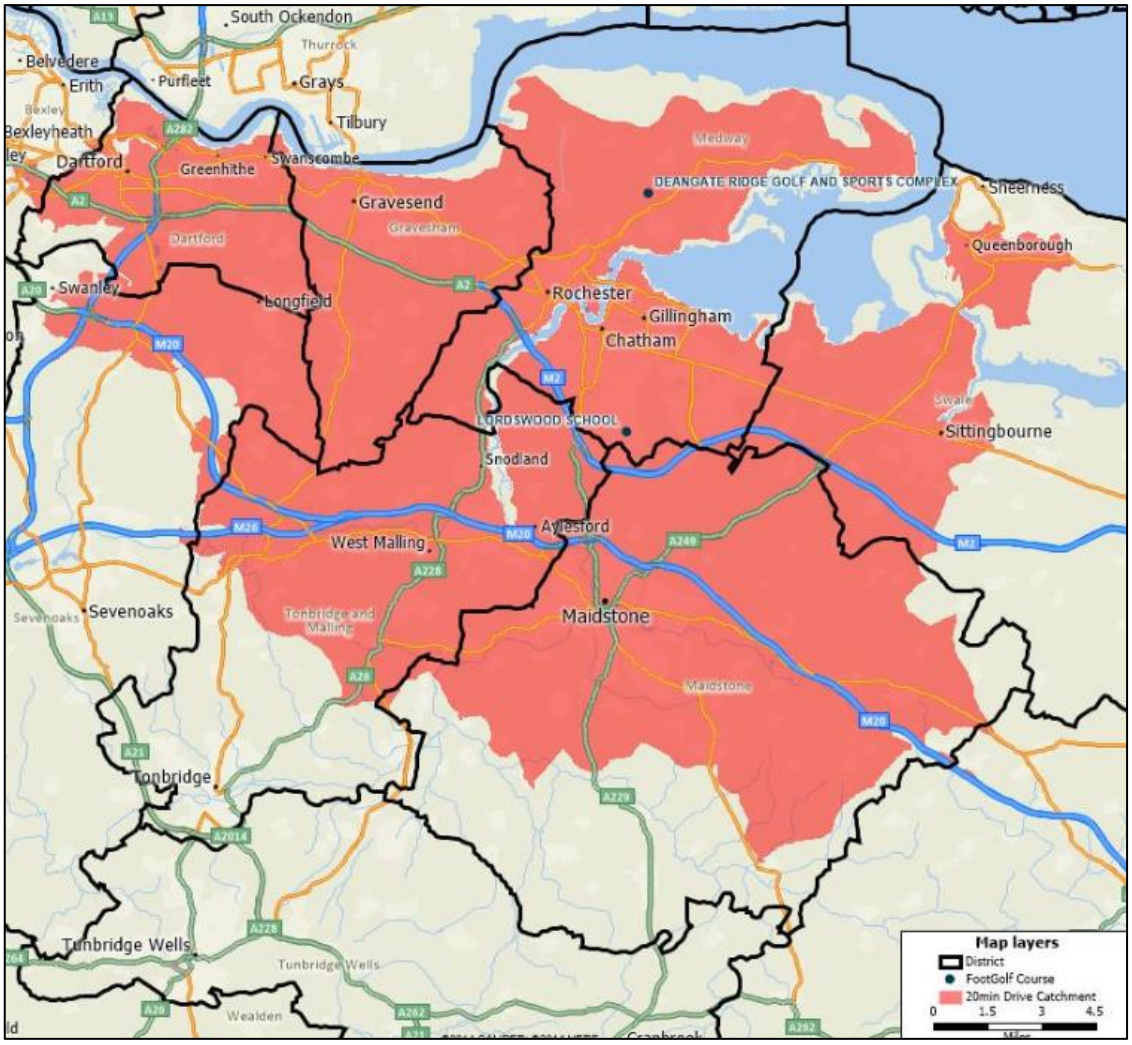
Site	Number of holes	Access Type	Ownership Type	Management Type
DEANGATE RIDGE GOLF AND SPORTS COMPLEX	18	Pay and Play	Local Authority	Local Authority (in house)
LORDSWOOD SCHOOL	9	Pay and Play	Local Authority	Trust

Accessibility

4.47.2 Figure 21 illustrates the areas of Medway that are served by the two facilities listed above. The geographical location of the three facilities, enables the majority of Medway to access a facility within a 20 minute drive-time catchment. Areas in the north of Medway are the only areas that are not able to.

4.47.3 The provision of facilities in Medway and their surrounding 20 minute drive-time catchment extends out into the neighbouring authorities of Gravesham, Maidstone and Tonbridge and Malling.

Figure 21: Map to show footgolf facilities in Medway 20 minutes' drive time catchment



4.48 Demand

4.48.1 Although initially a reasonable popular leisure activity, footgolf participation locally is understood to be declining in popularity.

4.49 Summary

4.49.1 There are currently two Footgolf courses in Medway; one offering a 9 hole course and one an 18 hole course. Both facilities are owned by the local authority and one is managed by a Trust.

4.49.2 Popularity levels are falling and consequently the course at The Strand is being returned to managed parkland.

Implications for the Strategy

4.49.3 Footgolf is a casual leisure activity. The majority of residents in Medway are able to access a Footgolf facility within a 20 minute drive time. With the popularity of the activity decreasing, there is no evidence to suggest increasing the number of Footgolf facilities. The Council should carefully consider the viability of the remaining sites, to determine the whether they should continue to be operated for footgolf, or used for alternative leisure and recreation uses.

4.50 Golf

4.50.1 Golf is played on a course with an arranged progression of eighteen or nine holes. Each course starts with a tee and ends on a putting green.

4.51 Supply

Quantity

4.51.1 There are four golf courses in Medway which can be seen in Table 20. Three of these are available on a pay and play basis and one is only accessible via a sports club or community association (Gillingham Golf Club).

Table 20: Supply information for golf courses in Medway

Site	Number of holes	Access Type	Ownership Type	Management Type
ALLHALLOWS GOLF COURSE	9	Pay and Play	Commercial	Commercial Management
DEANGATE RIDGE GOLF AND SPORTS COMPLEX	18	Pay and Play	Local Authority	Local Authority (in house)
GILLINGHAM GOLF CLUB	18	Sports Club Community Association	Commercial	Commercial Management
SNODHURST BOTTOM	18	Pay and Play	Local Authority	Local Authority (in house)

4.51.2 Deangate Ridge Golf and Sports Complex and Snodhurst Bottom are both owned and managed by the Council. All Hallows Golf Course and Gillingham Golf Club are both owned and managed commercially. There is further provision outside the unitary authority; with a further seven courses within a 20 minute drive from Deangate Ridge Golf Course. Many of these offer golf on a pay and play basis. These nearby courses are listed in the following table.

Table 21: Supply information for golf courses in Medway and neighbouring authorities

Site Name	Post Code	Facility Sub Type	Holes	Access Type	Ownership Type	Management Type
Gravesham						
GRAVESEND GOLF CENTRE	DA12 4LG	Standard	9	Pay and Play	Commercial	Commercial Management
		Driving Range	n/a	Pay and Play	Commercial	Commercial Management
MID KENT GOLF CLUB	DA11 7RB	Standard	18	Sports Club / Community Association	Sports Club	Commercial Management
		Driving Range	n/a	Sports Club / Community Association	Sports Club	Commercial Management
ROCHESTER & COBHAM PARK GOLF CLUB	ME2 3UL	Standard	18	Pay and Play	Sports Club	Sport Club
SOUTHERN VALLEY GOLF CLUB	DA12 4LT	Standard	18	Pay and Play	Commercial	Commercial Management
Maidstone						

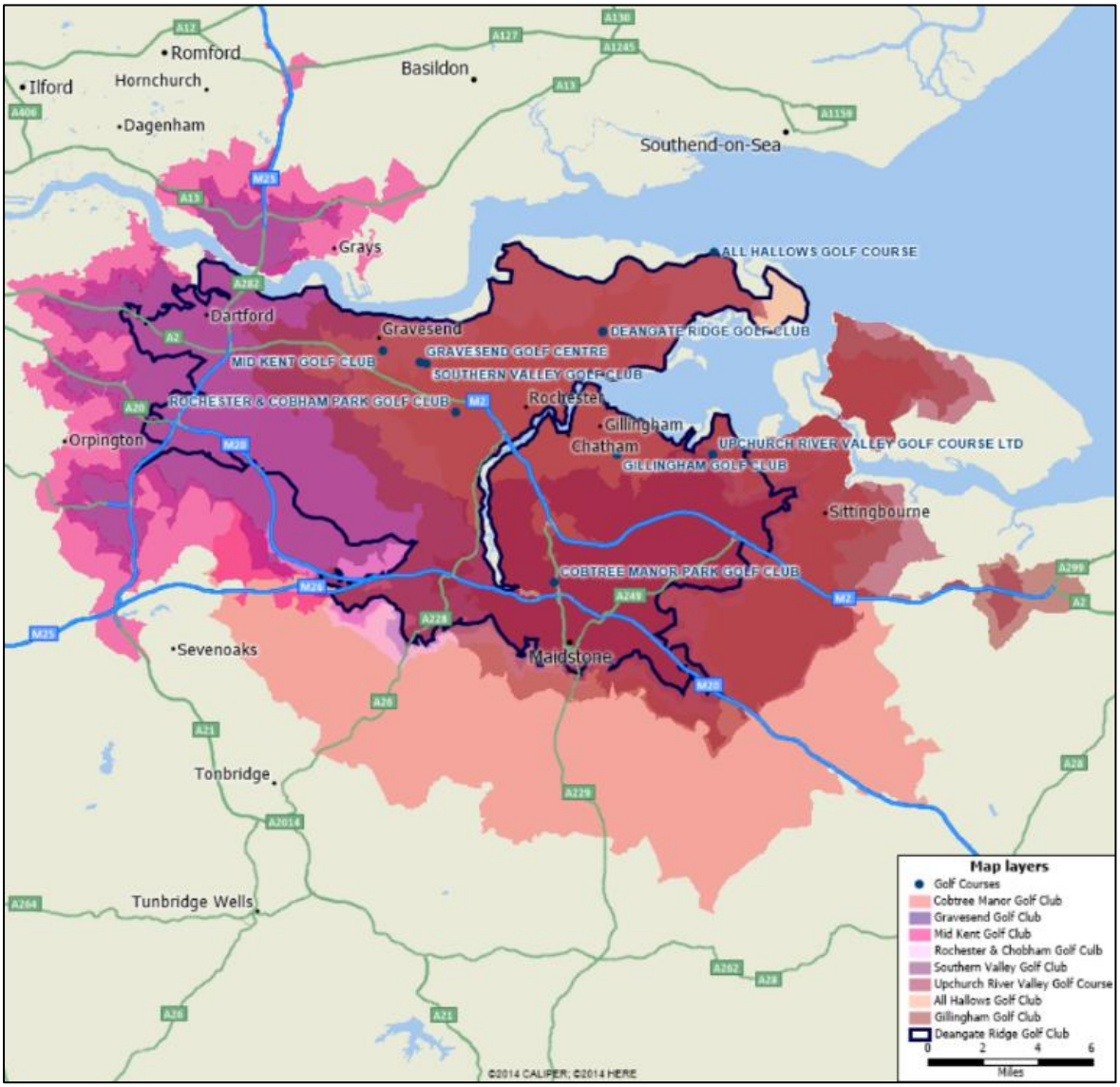
Site Name	Post Code	Facility Sub Type	Holes	Access Type	Ownership Type	Management Type
COBTREE MANOR PARK GOLF CLUB	ME14 3AZ	Standard	18	Pay and Play	Other	Trust
Swale						
UPCHURCH RIVER VALLEY GOLF COURSE LTD	ME9 7AY	Standard	9	Pay and Play	Commercial	Commercial Management
		Par 3	9	Pay and Play	Commercial	Commercial Management
		Driving Range	n/a	Pay and Play	Commercial	Commercial Management
		Standard	18	Pay and Play	Commercial	Commercial Management

4.51.3 Gravesham have the most courses compared to the neighbouring authorities; with three 18-hole courses, one 9-hole course and two driving ranges.

4.51.4 Swale has one main facility that is available for public pay and play use that has a driving range in addition to a 9-hole course.

4.51.5 The drive time catchment for the golf courses within a 20 minute drive of Deangate Ridge Golf Course are illustrated in Figure 22. The map shows the significant number of alternative courses available to residents of Medway, in addition to the Deangate Ridge Course.

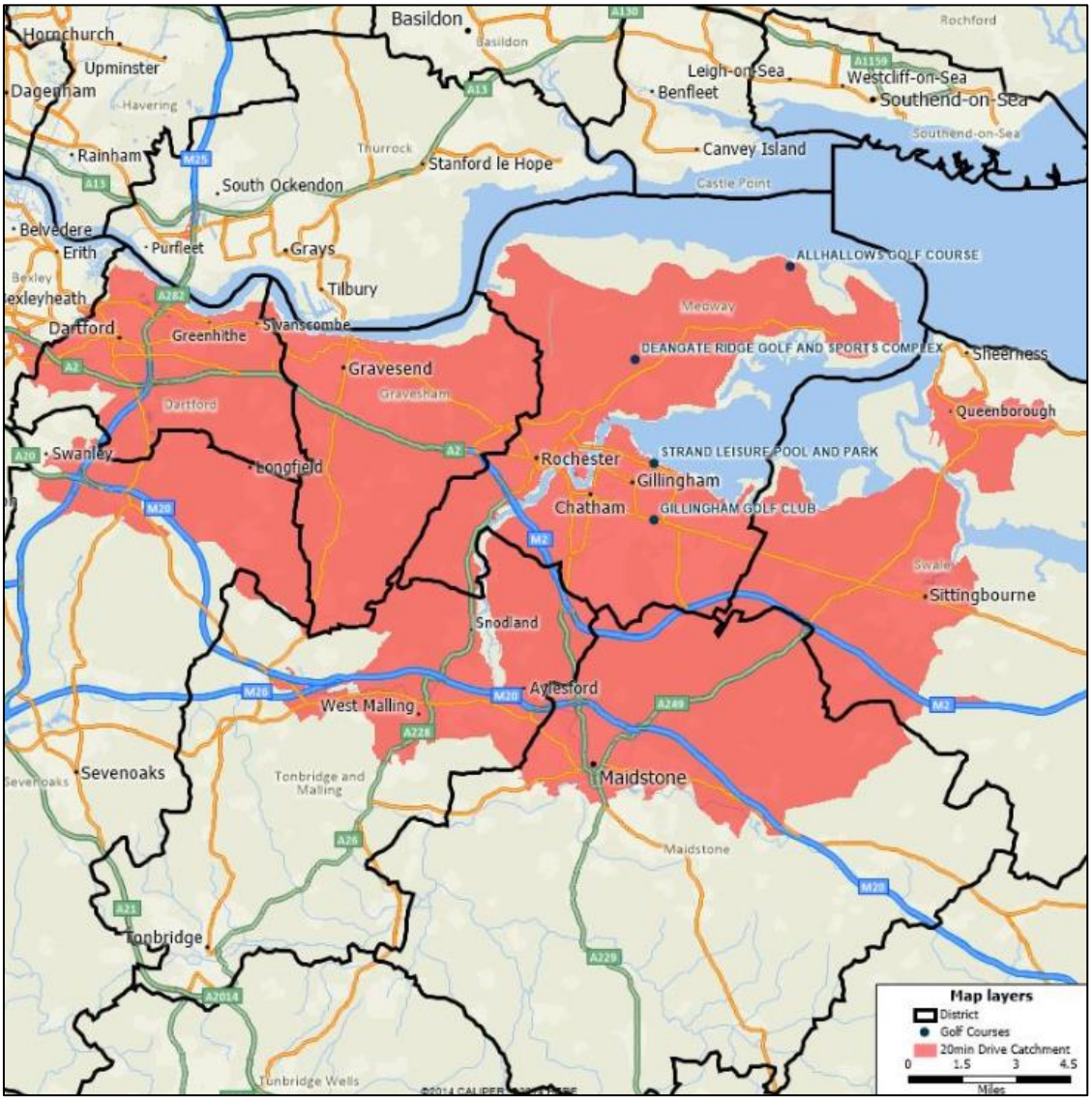
Figure 22: Map to show **golf courses within a 20 minute drive of Deangate Ridge Golf Course**



Accessibility

4.51.6 The map in Figure 23 illustrates the accessibility of the golf courses in Medway and the neighbouring authorities. It illustrates that the 20 minute drive time catchment of the facilities extend out beyond the unitary authority into neighbouring authorities and also the Borough of Dartford and that there is a significant range of golf courses within the 20 minute drive time catchment.

Figure 23: Map to show access to golf courses in Medway based on a 20 minute drive-time catchment area



4.52 Demand

4.52.1 Active People Surveys have illustrated that there has been a significant decline in adults (16+) participation in golf nationally from 2.18% in 2005/2006 to 1.64% in 2015/2016[31].

4.52.2 Current golf membership numbers at Deangate Ridge Golf Course are relatively low with 258 members at the time of writing this report. Other income is derived from pay and play bookings.

Consultation

4.52.3 England Golf's Regional Manager provided a list of courses within the unitary authority and comments on the potential loss of Deangate Ridge Golf Course. They commented that England Golf's mapping facility shows demand for golf to be about 72,000 people within 20 minutes of Deangate Ridge, so theoretically they suggest there is high demand for golf amongst the local population. Because of this, they wouldn't suggest there is an oversupply of golf provision in the

[31] Active People Surveys 1-10

catchment area. Particularly as Deangate Ridge currently offers an affordable golf option for the local community and provides a driving range, which can help increase participation and give people the chance to experience golf for the first time and play informally.

4.52.4 In summary, England Golf would not want to see Deansgate Golf Club close as they feel it would leave a gap in provision for that area. It is recommended that further consultation be conducted with England Golf to understand how the impact on golfers in the area could be mitigated if the Council decides to consider closure of the Deangate Ridge Golf Course further.

4.53 Summary

4.53.1 Participation rates in golf are falling nationally, with owners and operators finding it increasingly difficult to sustain the operation in the face of falling membership numbers and revenue.

4.53.2 There are four golf courses in the area, three of which are available for community use on a pay and play basis and one is available to sports club community associations only. Two of the facilities are owned and managed by the Council and the remaining two are owned and managed commercially. There is further provision outside the area; with a further seven courses within a 20 minute drive from Deangate Ridge Golf Course. Many of these offer golf on a pay and play basis, for non-members, at comparable prices.

Implications for the Strategy

4.53.3 Due to falling participation rates in golf, owners and operators finding it increasingly difficult to sustain the operation in the face of falling membership numbers and revenues. There is no evidence of need for increased golf provision in the area. Indeed, the Council should consider the long term sustainability of the golf facilities it operates, in particular Deangate Ridge Golf Course, which operates at a revenue deficit and provides for a relatively small number of members (circa 250). There is a range of alternative affordable provision further provision within and outside the area, with seven courses within a 20 minute drive from Deangate Ridge Golf Course. Many of these offer golf on a pay and play basis, for non-members, at comparable prices to those of Deangate Ridge Golf Course.

4.53.4 It is recommended that further consultation be conducted with England Golf to understand how the impact on golfers in the area could be mitigated if the Council decides to consider closure of the Deangate Ridge Golf Course further.

4.54 Key Findings by Council Owned Facilities

4.54.1 The key findings relating to the main Council owned and operated sports facilities in the unitary authority are summarised in the following paragraphs.

Medway Park Sports Centre

4.54.2 Medway Park Sports Centre is the main sports centre in the area. It should be retained, improved and updated via a refurbishment rather than new build during the strategy term. A significantly improved and expanded health and fitness offer should be a priority (increasing the gym from 85 stations to at least 200), as well as the options for expanding sports hall provision to accommodate additional peak time capacity and events and the aspirations of the Council for hosting these.

Strood Sports Centre

4.54.3 The centre has been recently re-furbished and contains a good range of facilities, with a recently improved health and fitness offer. It should be maintained and refurbished, as and when required during the strategy term.

Splashes Sports Centre

4.54.4 Consideration should be given to refurbishing and extending the current centre to improve the health and fitness offer on the current site and improve changing facilities at the centre that are currently very dated. Alternatively, a more ambitious new build option should be considered on an alternative site in the Rainham area, allowing the existing facility to continue to operate for the duration of the building works. A new build option is likely to provide further benefits, as the current site is highly unlikely to be able to be developed with sufficient parking and would lead to the loss of greenspace at Cozenton Park, which is likely to be problematic.

4.54.5 The new build option could include provision of higher quality swimming facilities, including poolside showers, lane swimming to help address the identified shortfall in supply, and an improved leisure water offer that would have a broader appeal and wider geographic reach. The estimated overall demand for a replacement gym provision at Splashes Leisure Centre is 2,938. Based on this forecast and a typical ratio of 25 members/station of equipment, it is recommended a minimum of 120 stations should be provided, more than triple the size of current provision of 35 stations.

Deangate Ridge Sports Complex

4.54.6 Closure of the Deangate Sports Complex and Deangate Ridge Golf Course should be considered, as it is understood that the site has significant residential development potential which could generate a capital receipt which could help fund investment at the Council's other sites. The Deangate Ridge sites offer potential to accommodate a replacement for Hoo Sports centre, if a decision is taken to close that site and build a replacement to serve the area (see below).

Hoo Sports Centre

4.54.7 As noted above, there is potential to provide a replacement for the existing Hoo Sports Centre with a higher quality and extended range of facilities, serving a similar catchment area, at the Deangate Sports Complex site. It is understood that the site has significant residential development potential, which could generate a capital receipt to help fund investment at the Council's other sites.

4.54.8 There are significant restrictions to expanding the current centre and parking due to space constraints at the site and its proximity to neighbouring residents. There need for significantly greater sports facility provision in this area due to the projected growth in households identified in The Local Plan, which has identified the need for 29,463 new homes in Medway in the period between 2012 and 2035. The scale of leisure development likely to be required would need to be accommodated on an alternative site.

Strand Leisure Pool and Park

4.54.9 The existing outdoor pool is in need of significant investment. As an outdoor pool it is not a facility of strategic importance. It is subject to limited, seasonal, and weather related, opening hours. It operates at a revenue deficit and is of limited value to the majority of swimmers in Medway. Sport England would not consider funding investment in this facility due to a lack of sustainability and strategic importance for sporting provision.

4.54.10 It is recommended that consideration is given to conversion to an outdoor splash pad to provide a more accessible community facility, in line with other park based activities at the site, increasing use and reducing operating costs.

5 SPORTS FACILITY STRATEGY

5.1 Introduction

5.1.1 The purpose of this indoor strategy and action plan is to identify unmet needs, prioritise and a timeline for Medway, which incorporates the key findings from the needs assessment. It is a long-term view to 2027, and makes recommendations to inform decisions on future facility investment and identifies substantial proposals for new leisure and recreation facilities to meet the future needs of Medway.

5.1.2 The strategy will form part of the evidence base for providing sports facilities or the redevelopment of existing facilities and will be referenced as a basis for securing external investment, either from developer contributions, government grants and other sources. It will ensure that as and when funding is available, investment decisions affecting the local sports infrastructure of Medway are co-ordinated and planned by the Council and its partners, with reference to strategic need and the needs assessment work included in this document.

5.1.3 The Council cannot guarantee that facility improvements contained in this strategy will be provided; the aim of the strategy is to identify needs to direct future investment, ensuring that available resources can be used to best benefit Medway.

5.2 Developing the strategy

5.2.1 This strategy is based on a background research work regarding the future needs for sport and recreation provision. It has been developed using a number of recognised sports facility planning tools and wide ranging consultation with relevant stakeholders.

5.2.2 Recommended facility planning tools were applied, including Sport England's Active Places, Active Lives, Active People and Market Segmentation data. The strategy is also informed by analysis of the results of Sport England Facility Planning Model for Sports Halls (2016) and Swimming Pools (2016). These reports were commissioned specifically for this purpose.

5.2.3 Consultation was conducted with over 30 stakeholders, including facility users, clubs, facility operators, council officers and National Governing Bodies of Sport.

5.2.4 A comprehensive audit of provision in Medway was completed alongside interviews with relevant facility managers. The audit provides a snapshot of the situation at that time and sites were reviewed on a like for like basis on their ability to provide for any increase in participation. A range of elements including accessibility, service provision, catchment (travel time) and affordability have been assess.

5.3 Action Plan

5.3.1 This strategy and action plan has been commissioned, by the Council, on behalf of all leisure stakeholders in Medway but it is recognised that the recommendations and actions cannot be delivered by the Council alone. The Council is only one stakeholder and has limited resources, both in terms of officer support and funding. All partners involved in sports provision, whether public, private or voluntary will need to work together to take the strategy through to implementation. The relevant stakeholders have been identified in the Action Plan, and include:

- Medway Council
- County Sport Partnership
- Kent County Council (KCC)
- schools and colleges
- sports clubs
- facility operators
- National Governing Bodies of Sport (NGBs)
- Other commercial providers.

5.3.2 The following action plan has been developed to address a number of strategic priorities, identified during the study, and the needs identified for each facility type reviewed. The actions are set out under the following headings:

- Indoor swimming pools
- Sports halls (minimum of 3 badminton courts in size)
- Health and fitness suites
- Indoor bowls
- Squash courts
- Indoor tennis courts and outdoor courts
- Aerobic/dance studios
- Gymnastics
- Ice Rinks
- Boxing/martial arts/dojos
- Athletics tracks
- Footgolf
- Golf courses.

5.3.3 The actions have been identified in the Action Plan, as well as target timescales for completion. The timescales allocated are short (1 to 2 years) medium (3 to 5 years) and long term (5 to 10 years) priorities.

5.4 General Strategic Priorities

5.4.1 The following table contains a list of the general strategic priorities identified through completion of this study. The actions required to deliver them the objectives that each would contribute towards, the implementing partners and the timescales (short, medium, long term and ongoing).

ID	Strategic Priorities	Action Required	Implementing partners	Timescale
1	Avoid, where possible, the loss of strategically valuable sports facilities that are available for community use or could contribute to meeting future community needs, unless replaced by equivalent or better provision, in terms of quantity and quality, in a suitable location.	• Complete options appraisals for developments involving strategically valuable sports facilities. This includes improvements to Medway Park Sports Centre, the replacement of Hoo Sports Centre and the refurbishment or replacement of Splashes Sports Centre. • Encourage, where possible, that any loss in provision is replaced by equivalent or better provision to contribute towards meeting the needs identified in this strategy.	Council	Short/Medium
2	Utilise strategically valuable sites and investigate options to maximise revenue generation from facilities.	• Work with leisure stakeholders to better understand the operation of strategically valuable facilities, in order to investigate options to maximise revenue generation from existing facilities.	Council Facility operators Sports clubs	Short/Medium
3	Review options for the improvement of Medway Park Leisure Centre. The options should be investigated in full and recommendations made for the delivery of a new centre.	• Commission and complete an initial option appraisal study required to identify the preferred option for the replacement of Medway Park Leisure Centre.	Council	Short/Medium
4	Review options for the replacement of Hoo Sports Centre at the Deangate Ridge Sports Complex site. The options should be investigated in full and recommendations made for delivery of a new, state of the art, facility.	• Commission and complete an initial option appraisal study required to identify the preferred option for the replacement of Hoo Sports Centre at the Deangate Ridge Sports Complex.	Council	Short/Medium

ID	Strategic Priorities	Action Required	Implementing partners	Timescale
5	An ambitious new build option for Splashes Leisure Centre could be considered on an alternative site in the Rainham area, allowing the existing facility to continue to operate for the duration of the building works. A new build option may be more advantageous than a refurbishment and extension of the current centre as the current site would not be able to be developed with sufficient parking and would led to the loss of greenspace at Cozenton Park.	• Commission and complete an initial option appraisal study to identify the refurbishment and extension or new build options on an alternative site in the Rainham area.	Council	Short/Medium
6	Review options for conversion of the Strand outdoor leisure pool. The options should be investigated, to provide an outdoor splash pad in line with other park based activities at the site.	• Commission and complete an initial option appraisal study to identify the options for the conversion of the Strand outdoor leisure pool to provide an outdoor splash pad in line with other park based activities at the site.	Council	Short/Medium
7	Protect and enhance community use of sports facilities on educational sites, where required.	• Promote partnership working between schools, Council and other facility operators in Medway to develop community use and maximise utilisation of existing facilities.	Council Schools and colleges	Short/Medium
8	Ensure that sports facility charges are reasonable in terms of affordability to residents, and are comparable with similar facilities elsewhere.	• Keep community accessible sports facility charges under review and benchmark against nearest neighbour authorities.	Facility operators Schools, colleges and academies	Short/Medium
9	Encourage stakeholders to work together to try to increase the levels of community access to sites. Stakeholders should include Council departments, health agencies, facility operators, education providers, NGBs, and local sports clubs to expand the range of affordable and accessible facilities for both residents and visitors to Medway.	• Council to continue an open dialogue with stakeholders and partners to support them, where possible, in maintaining and improving the range of affordable and accessible facilities in Medway.	Council Key Stakeholders	Short/Medium
10	Support where possible stakeholders developing new indoor facilities.	• Advise on needs analysis and project sustainability, if required	Council County Sport Partnership, KCC NGBs	Short/Medium

ID	Strategic Priorities	Action Required	Implementing partners	Timescale
11	Ensure, as far as possible, that any new sports facilities, provided as part of future educational provision in Medway, are designed for curricular, extra-curricular, community and sports development use and that opportunities for community use out of school hours is secured.	• Encourage any proposals for school sports facilities in Medway have appropriate facilities to enable community use e.g. external lighting, car parking and changing.	Council Schools, colleges and academies	Short/Medium
12	Ensure that new developments (e.g. residential, commercial and retail) contribute towards the development and enhancement of sports facilities to meet identified needs, priority being given to projects identified in this Strategy.	• Develop costed facility priorities and incorporate these into Medway's Infrastructure Delivery Plan.	Council	Short/Medium
13	Explore opportunities for collaborative working between neighbouring authorities to maximise cross-boundary usage.	• Maintain and develop good relationships with officers at neighbouring local authorities to ensure that cross boundary issues and opportunities are considered for the benefit of all neighbouring authorities and their communities.	Council Neighbouring local authorities	Short/Medium
14	Contribute towards addressing specific issues relating to Medway's demographic profile.	• Ensure that planned facilities are designed in such a way that they can assist stakeholders in addressing Medway's high rate of obesity levels in adults, ensure appropriate provision for the increasing population is catered for.	Council	Short/Medium
15	Closure of Deangate Ridge Golf Course and the potential creation of a new sports centre for Hoo/peninsular meeting modern needs and demands, taking into consideration increased housing provision.	• Complete options appraisals for developments involving strategically valuable sports facilities. • Encourage, where possible, that any loss in provision is replaced by equivalent or better provision to contribute towards meeting the needs identified in this strategy.	Council	Medium/Long

ID	Strategic Priorities	Action Required	Implementing partners	Timescale
16	Provide links to Parklife football hubs programme to develop indoor and outdoor sports facilities in the most complementary manner.	• Work closely alongside developing Parklife initiatives to ensure priorities are aligned in a complementary manner from the beginning.	Council and Parklife	Medium/Long

5.5 Strategic Priorities by Facility Type

5.5.1 The strategic priorities by facility type are listed in the following tables. These priorities are linked to the outcome of the needs assessment work, summarised in the previous sections of this strategy.

5.6 Swimming Pool Priorities

5.6.1 The FPM report suggests that 7.2% of total demand for swimming pools in Medway is currently unmet. Three of the four Council sites offering community access are currently operating at 90% -100% used capacity, which is regarded as uncomfortably high. Future population growth will increase the amount of pool space required in the longer term.

5.6.2 In addition, Swim England has stated that current facilities lack flexibility. Medway is a Swim England priority area for swim participation and consideration should be given to providing more water space in Medway. This will allow increased community participation and growth of swimming clubs in Medway to further help meet the demand that exists and that will increase over time.

5.6.3 It is therefore important that the current level of provision should be retained and consideration should be given to increasing provision to meet the significant shortfall that has been identified. In light of the age of the facility stock The Council should consider the opportunities to deliver increased and improved indoor swimming provision across the Council owned sites. In particular, the options for the replacement of the swimming pools at Hoo Sports Centre and refurbishment or replacement of Splashes Sports Centre Pool should be considered.

5.6.4 As an outdoor swimming pool, the Strand is not included within the assessment of swimming provision via the FPM. It is subject to seasonal and weather related opening hours. It operates at a revenue deficit and is of limited value to the majority of swimmers in Medway. Consideration should be given to more sustainable options for the future of this site; perhaps for uses more in keeping with its park based setting.

5.6.5 It is important that new or improved swimming provision includes lane swimming capacity to meet the identified shortfall of 11 lanes x 25m. However, the Council should also consider the provision of leisure water to provide for a wider target market and to replace existing leisure water that may be lost.

ID	Strategic Priorities	Action Required	Implementing partners	Timescale
17	Support the redevelopment and refurbishment of indoor swimming pools in Medway as 11 pools in Medway are over 30 years old.	• Develop redevelopment and refurbishment plans to address the ageing facility stock of Council owned indoor swimming pools in Medway.	Council Facility Operators	Medium/Long
18	Work with operators of swimming pools where community access is currently limited.	• Work with; Arethusa Venture Centre and Sir Joseph Williamson's Mathematical School to increase community use of its swimming pool. • The amount of additional community access will need to be investigated further following more detailed discussions with	Council Schools Sports clubs	Short/Medium

ID	Strategic Priorities	Action Required	Implementing partners	Timescale
		operators. It is likely that the greatest benefit for the community will be if access can be agreed for peak times (evenings and weekends) when there is most pressure on pool space within Medway		

5.7 Sports Hall Priorities

5.7.1 Currently both Medway Park Sports Centre and Strood Sports Centre are understood to be operating at 100%utilisation. This supports the need for increased capacity to accommodate further community provision and expand event hosting capacity. The FPM supply and demand analysis has identified a small surplus of sports hall space within the local authority area equivalent of circa 4 badminton courts. However, future population growth will increase the amount of hall space required in the longer term.

5.7.2 Fifteen of the seventeen sports hall sites that have 3 or more badminton courts are at educational institutions. The Council should work alongside the establishments that do not currently offer access to the community or offer limited access to try and unlock these spaces to increase supply at peak times.

5.7.3 Used capacity figures have highlighted that schools such as Howard School, the Hoo Comprehensive School and The Thomas Aveling School have some capacity to house more community use, which could help meet some of the currently unmet demand at peak times.

5.7.4 Six sites have not been refurbished since they were built and consideration should be given to refurbishing/improving this ageing stock, to ensure it is of good quality. These facilities are:

- Bishop of Rochester Academy
- Brompton Academy
- Fort Pitt Grammar School
- Rainham Mark Grammar School
- Strood Academy – Carnation Road Campus
- Woodlands Sports Centre.

5.7.5 Medway Park is a key event hosting site for the area region. As such, it serves further needs that are not necessarily recognised in the FPM report. It is understood that the Council has aspirations to expand sports hall capacity at Medway Park to increase event hosting opportunities and additional community and club use, particularly at peak times. This could be maximised through the addition of a flexible 12 court hall at the site.

5.7.6 The options for increasing sports hall provision at Medway Park should be investigated to understand the implications of this. The option of adding further sports hall space at other new or improved Council owned sports centres should also be considered as and when opportunities arise, to ensure a spread of good quality provision across Medway.

ID	Strategic Priorities	Action Required	Implementing partners	Timescale
19	Consider measures to utilise spare capacity at specific sports hall sites, especially school sites at peak times.	• Engage with schools such as; Sir Joseph Williamson's Mathematical School, The Hoo Comprehensive School and the Thomas Aveling School who's used capacity figures, as recognised by the FPM are under 60%. • Utilise Sport England's 'Use Our School' toolkit and explore potential opportunities for external operators of school facilities. • Inform schools of the different clubs that need space and are potential customers, making connections and links to give the schools confidence that there is a large market and high demand for their space. • Sharing of information on agreements with clubs, likely costs for hire, maintenance and how they can promote themselves.	Council Schools Sports clubs NGBs	Short/Medium

20	Continue to assist clubs to address the capacity issues of sports halls at peak times.	• Support local clubs and leagues that state insufficient sports hall space. This includes:
		  • Medway Dragons
		  • Southern Roller CoEd Roller Derby
			Council
			Sports clubs
			NGBs
			KCC
				Short/Medium

21	Review the level of sports hall provision, as a part of the options appraisals for new and improved facilities. In particular, as part of the potential expansion of Medway Park Sports Centre.	• Investigate options for increased sports hall provision as part of the options appraisals for Medway Park Sports Centre and Hoo Sports Centre and Splashes Sports Centre.	Council	Short/Medium
22	Continue to encourage the development of new provision at educational establishments.	• Seek to retain current community access provision and protect it by ensuring any new investment plans maintain public access to the sports hall.	Council Facility operator KCC	Short/Medium

5.9 Health and Fitness Suite Priorities

5.9.1 Generally, Medway is well served by a range of health and fitness facilities, providing for a range of different budgets. These include low cost/budget gyms through to premium health and fitness clubs. There are ten sites that have health and fitness suites with 20 or more stations that are accessible to the community. Four of these are owned by the Council. Of the ten health and fitness suites that are available for community use, three have been refurbished in the last five years. Two of the remaining sites have been refurbished in the last decade suggesting that some of the facilities on offer might be outdated and in need of improvement to assist in driving participation and usage numbers. Future population growth will increase the amount of health and fitness provision required in the longer term.

5.9.2 Health and fitness demand tends to be very localised so, as part of this study we commissioned site specific latent demand reports to accurately forecast the membership demand at the site of Deangate Ridge Sports Complex and Splashes Sports Centre, as we understand there may be an opportunity to develop new or improved gym facilities close to these locations. These sites also serve very different catchment areas in Medway.

5.9.3 The results show the estimated overall demand for a replacement of Hoo Sports Centre, if located at the Deangate Ridge Sports Complex, to be c.1,700 members. Based on a forecast of 1,700 members and a typical ratio of 25 members per station of equipment, we recommend a minimum of 70-80 stations should be provided in a new or improved gym in the catchment area. However, to meet significant further housing growth in the Hoo Peninsula we would suggest this is raised to a minimum of 100 stations (pieces of health and fitness equipment).

5.9.4 The estimates for membership at a new Splashes Leisure Centre are c.3,000. Based on a forecast of 3,000 members, and a typical ratio of 25 members per station of equipment, we recommend a minimum of 120 stations should be provided in a new or improved facility in the Splashes Sports Centre catchment area.

5.9.5 It should be noted that there is likely to be further latent demand in the area. However, for the purpose of this study, we have focussed on the two specific sites mentioned above. Latent demand for health and fitness membership at further sites should be tested as and when specific sites are identified.

5.9.6 Medway Park is the main sports centre in the area, and an improved health and fitness offer should be considered a priority to ensure that the facility at Medway Park continues to attract participants. It should be noted that there is likely to be further latent demand in Medway. Latent demand for health and fitness membership at further sites should be tested as and when specific sites are identified. Currently Medway Sports Centre's gym has 85 stations of equipment serving a health and fitness membership of 4,859. That is a ratio of 57 members per station. If the industry benchmark of 25 members per station is applied this would suggest that circa 200 stations should be provided at Medway Park to cater for current membership levels. If additional latent demand is unlocked through improvement in the health and fitness offer, the scale of gym could exceed 200 stations. This should be explored further if the Council proceeds with a feasibility study into the improvement of Medway Sports Centre

ID	Strategic Priorities	Action Required	Implementing partners	Timescale
23	Review the level of health and fitness provision, as a part of the options appraisals for new and improved facilities in Medway. In particular, as part of the potential improvement of Medway Park Sports Centre and the development of replacement centres for Hoo Sports Centre and Splashes Sports Centre.	• Investigate options for increased health and fitness provision provision as part of the options appraisals for Medway Park Sports Centre and Hoo Sports Centre and Splashes Sports Centre.	Council	Short/Medium

5.10 Indoor Bowls Priorities

5.10.1 There are two existing dedicated indoor bowls facilities in Medway and three in surrounding neighbouring authorities, providing a good level of choice for bowlers. Over the last ten years, the number of people participating in bowls has fallen by circa 30%. There is no evidence to support additional indoor bowls provision in the future, despite the likely growth in population and the over 65s in particular. In the short term current facilities should be maintained. If participation and membership levels continue to fall, the need for existing levels of facility provision will diminish, to a point where they may become more difficult to sustain and consolidation may be required.

ID	Strategic Priorities	Action Required	Implementing partners	Timescale
24	Assist Clubs to help market their facilities to increase membership numbers.	• Support should focus on assisting the club in marketing their facilities to potential user groups, through existing channels, to help maintain and increase membership numbers. • If participation levels continue to fall, consideration should be given to using the space for more popular sporting activities.	Council Indoor Bowls Club NGB KCC	Ongoing

5.12 Squash Court Priorities

5.12.1 There are a total of six squash courts in Medway that are available to the community on a pay and play basis. Demand for squash is falling nationally and operators at facilities such as Hoo Sports Centre are struggling to maximise utilisation and have converted the some courts into an additional free weights gym area. This is because such alternative uses of the space are more financially viable for operators. Careful consideration needs to be given however, as clubs such as Black Lion Squash Club is of the view that their membership will increase in the next five years.

5.12.2 There is no evidence to support a need for increased provision. While future population growth is forecast there is currently no evidence that this will increase the requirement for additional provision, due mainly to the recent the trend of falling participation.

5.12.3 The current level of provision is adequate to meet current needs. The provision of squash courts in the future should be made on a site by site basis with decisions likely to be driven by the financial viability of these specific spaces.

ID	Strategic Priorities	Action Required	Implementing partners	Timescale
25	Redirect users of any lost squash courts to other nearby facilities.	• Aim to encourage centres that do not currently offer community access such as Roffen Sports Club and Waterfront Leisure to perhaps house the demand created as a result of courts being converted into extensions of health and fitness facilities.	Council England Squash and Racketball Operators and users KCC	Medium/ long

5.13 Indoor and Outdoor Tennis Priorities

5.13.1 There are 22 outdoor courts in Medway that are available for community use, 15 of which are owned by the Council. Of these 22 courts, 3 at Deangate Ridge Golf and Sports Complex are in a very poor condition, to the point that they are almost unusable. The only dedicated indoor tennis facility in the area is Avenue Tennis which is not available for general public use.

5.13.2 The LTA currently have no set standard to comment if there are the right number of indoor or outdoor tennis courts per head of population. It would appear there are areas in Kent, with a greater need for indoor provision including Canterbury and Ashford. The Avenue is a private provision that meets indoor needs. If demand increases, it is likely that they will build more indoor courts.

ID	Strategic Priorities	Action Required	Implementing partners	Timescale
26	Consider closure of the three outdoor tennis courts at Deangate Ridge Golf and Sports Complex	• Work with operators to ensure effective programming and appropriate pricing in order to continue club and community usage	Council LTA Operators and users identified	Ongoing

5.14 Aerobic/Dance Studio Priorities

5.14.1 Participation in group exercise and fitness classes is increasing. This is demonstrated by the Active People Survey data. Group classes such as Pilates, Yoga and Zumba, are increasing in popularity and need to be catered for in existing studio timetables. Such activities generate good income for operators they remain an integral element of the health and fitness offer, particularly where linked to health and fitness gyms.

5.14.2 Provision of studios should be increased where there is demand, particularly linked to the development of new health and fitness gyms, as they are a flexible facility and an integral part of a modern health and fitness membership offer.

ID	Strategic Priorities	Action Required	Implementing partners	Timescale
27	Support organisations planning to provide new studio space or refurbishment of current space.	• Support plans at locations which include new studios within future development proposals or refurbishment of current facilities available.	Council Facility Owners	Medium

5.15 Gymnastics Priorities

5.15.1 Participation in gymnastics is increasing nationally, a trend which is expected to continue especially in the light of Medway's projected population growth. It is evident that there is more demand than supply for gymnastics and trampolining facilities in Medway, with significant waiting lists reported at the main gymnastics and trampolining clubs.

5.15.2 Consideration should be given to increasing capacity in general. This could be via provision of new dedicated facilities or through programming of existing sports halls for use by existing clubs.

ID	Strategic Priorities	Action Required	Implementing partners	Timescale
28	Support clubs to investigate options to provide new gymnastics facilities in Medway.	• Work with Clubs such as Highly Sprung Trampoline Club to identify new facilities to accommodate latent demand.	Council British Gymnastics Recognised Clubs Operators identified	Medium/ long

5.16 Boxing/martial arts/ dojo Priorities

5.16.1 Existing specialist facilities should be maintained, as far as possible, and consideration given to programming spaces at multi-purpose facilities to better accommodate these activities alongside others. Many spaces used for martial arts and boxing are flexible and attract a range of different disciplines; karate, judo and boxing clubs. Consideration should be given to catering for these growing disciplines and to protect community clubs that are in danger of being priced out of access to multi-purpose facilities.

5.16.2 Overall, if the recent trend of increasing participation continues, the projected population growth for the area will result in a need for additional facilities

ID	Strategic Priorities	Action Required	Implementing partners	Timescale
29	Support clubs so development is not prohibited.	• Work with clubs and aim to accommodate any additional capacity at facilities where space is not currently being utilised e.g. in sports halls at educational sites such as The Hoo Comprehensive School and the Thomas Aveling School.	Council Clubs Schools	Medium/long

5.17 Ice Rink Priorities

5.17.1 Despite the projected population growth for the area, if the recent trend of falling participation continues, there is no evidence to support the need for an additional ice rink in Medway. The current provision by a commercial operator is adequate in terms of meeting current and future demand.

ID	Strategic Priorities	Action Required	Implementing partners	Timescale
30	Support clubs and the public that currently utilise Silver Blades Gillingham so that utilisation of the facility does not decrease.	• Work with Clubs, the general public and the operators of Silver Blades to ensure the facility is marketed to the best of its ability to drive revenue and visitor numbers.	Council Facility owner	Medium/long

5.18 Athletics Track Priorities

5.18.1 The Medway Park athletics track provides a modern facility that is easily accessible and can therefore be used to encourage increased participation rates. It is the focus of athletics participation and events in the unitary authority, county and wider region. It should be maintained in good condition. The track at Medway Park meets the needs for dedicated athletics facilities and there is no evidence for increased provision in Medway.

5.18.2 On the other hand, consideration should be given to closure of the athletics track at Deangate Ridge Golf and Sports Complex. The facility is in poor condition and is not well utilised, mainly due to its remote location and the lack of any regular club use, as well as the increasing focus on Medway Park at the as the hub for athletics in Medway. Consideration should be given to closure of the athletics track at Deangate Ridge Golf and Sports Complex, as it is no longer needed or financially sustainable.

ID	Strategic Priorities	Action Required	Implementing partners	Timescale
31	Maintain Medway Park Sports Centre athletics track as the main focus of athletics in Medway	• Council to maintain existing provision at Medway Park	Council	Medium/long
32	Consider the closure of the athletics track at Deangate Sports Complex to enable the development of new sports facilities to replace the Hoo Sports Centre	• Conduct an initial options appraisal to investigate the replacement of Hoo Sports Centre with a high quality community sports centre at the Deangate Sports Complex site.	Council	Short/Medium

5.19 Footgolf Priorities

5.19.1 Footgolf is a casual leisure activity. The majority of residents in the area are able to access a Footgolf facility within a 20 minute drive time. With the popularity of the activity decreasing, there is no evidence to suggest increasing the number of Footgolf facilities in Medway. The Council should carefully consider the viability of the remaining sites, to determine the whether they should continue to be operated for footgolf, or used for alternative leisure and recreation uses.

ID	Strategic Priorities	Action Required	Implementing partners	Timescale
33	Review the operation of the existing footgolf facilities to determine whether the Council should continue to provide these.	• Conduct further work to consider the viability of footgolf sites, to determine the whether they should continue to be operated for footgolf, or used for alternative leisure and recreation uses.	Council	Short/Medium

5.20 Golf Course Priorities

5.20.1 Due to falling participation rates in golf, owners and operators finding it increasingly difficult to sustain the operation in the face of falling membership numbers and revenues. There is no evidence of need for increased golf provision in Medway. Indeed, the Council should consider the long term sustainability of the golf facilities it operates, in particular Deangate Ridge Golf Course, which operates at a revenue deficit and provides for a relatively small number of members (circa 250). There is a range of alternative affordable provision further provision within and outside the area, with seven courses within a 20 minute drive from Deangate Ridge Golf Course. Many of these offer golf on a pay and play basis, for non-members, at comparable prices to those of Deangate Ridge Golf Course.

5.20.2 It is recommended that further consultation be conducted with England Golf to understand how the impact on golfers in the area could be mitigated if the Council decides to consider closure of the Deangate Ridge Golf Course further.

ID	Strategic Priorities	Action Required	Implementing partners	Timescale
34	Determine the long term sustainability Deangate Ridge Golf Course and take a decision on the future of the site.	• The Council should review the current operation and viability of retaining Deangate Ridge Golf Course versus use of the site for residential development, which could release capital funding towards the development of new sports facilities across Medway. • It is recommended that further consultation be conducted with England Golf to understand how the impact on golfers in the area could be mitigated if the Council decides to	Council	Short/Medium

ID	Strategic Priorities	Action Required	Implementing partners	Timescale
		consider closure of the Deangate Ridge Golf Course further.		

6 DELIVERY OF THE STRATEGY

6.1 Introduction

6.1.1 The delivery of this strategy is dependent upon the formation of close working partnerships to collectively enhance the operation and provision of sports facilities in Medway.

6.2 Funding

6.2.1 This strategy includes actions to investigate the options for significant improvement of facilities in Medway in order to meet both current and future demand. Any leisure facility infrastructure improvements in Medway will be reliant on securing funding. The current financial climate has placed pressure on the finances of all facility operators including local authorities.

6.2.2 The council will seek to work with others to use the indoor leisure assets in Medway via a multi-agency approach is required to address the facility requirements in the strategy. The main funding delivery mechanisms for the Council and others in delivering the strategy are:

- Council funding: capital funding allocated to deliver facilities within the Council's ownership, and potentially the use of capital receipts from the sale of existing assets.
- Capital Grant funding: national agencies such as Sport England.
- Third party funding: Financing capital through the forecast operational surplus and finance packages as part of the leisure management procurement process or construction contracts.
- Commercial sector funding: limited potential for investment from commercial leisure operators such as those who provide health and fitness centres.
- Development contributions: Section 106 development contributions.

6.3 Monitoring and Review

6.3.1 This strategy has been produced to enable the development of sports facilities within the area to be provided for in a planned and co-ordinated way that meets the needs of the local population and addresses areas that could have the greatest future demand.

6.3.2 The strategy is based on the current known and planned facilities, but it will need to be reviewed periodically, particularly when there are significant changes in facility provision. The progress against the plan should be reviewed on an annual basis and the strategy and action plan should be updated if there are any significant changes, in order to ensure that the strategy requirements keep pace with changes in facility provision and the amount of growth planned for Medway.

APPENDIX 1: LIST OF CONSULTEES

ORGANISATION (RESPONDENTS)	TYPE OF ORGANISATION
Brompton Academy	School
Chatham Grammar School for Girls	School
Fort Pitt Grammar School	School
Rainham Mark Grammar School	School
St John Fisher Catholic School	School
The Robert Napier School	School
Walderslade Girl's School	School
Badminton England	National Governing Body
The Amateur Swimming Association	National Governing Body
England Handball	National Governing Body
Table Tennis England	National Governing Body
English Indoor Bowls Association	National Governing Body
British Gymnastics	National Governing Body
Sport England	National Governing Body
Cliffe and Cliffe Woods	Town and Parish Council
Swale Borough Council	Neighbouring Authority
Gravesham District	Neighbouring Authority
Black Lion Squash Club	Club
City of Rochester Swimming Club	Club
Medway & Maidstone Athletics Club	Club
Medway Dragons Rugby League & Community Club	Club
Medway Park Judo Club	Club
Medway Tri Club	Club
Black Lion Swimming Club	Club
Medway Mermaids Synchro	Club
Borstal Badminton Club	Club
Highly Sprung Trampoline Club	Club
Medkwai Judo Club	Club
Strood Volleyball Club	Club
Southern CoEd Roller Derby	Club
Kyushin Ryu Ju Jitsu Association	Club

APPENDIX 2: LATENT DEMAND REPORT FOR HEALTH AND FITNESS

Medway Council Leisure Centres

Assessments of Latent Demand for Fitness

We have set out to assess the potential demand for fitness at two new leisure centres in Medway, Kent. Both will replace existing centres that are owned and managed by Medway Council. Splashes Leisure Centre will be built close to the current location and Hoo Leisure Centre will be built at Deangate Ridge Golf Club, approx. 1 mile north of the existing sports centre. Current & proposed facility details are shown below:

- **Hoo Sports Centre**: Opened 1973. Approx. 40-station gym, two pools (25m & teaching), group exercise classes, functional fitness area and squash court. There are currently around 675 members.
  - *New Centre is likely to include a c. 100-station gym, two pools (25m & teaching), group exercise studios and two squash courts.*
- **Splashes Sports Centre**: Opened 1990. Approx. 35-station gym, 25m leisure pool (with flume and wave machine), toddler pool and group exercise classes. There are currently around 700 members.
  - *New Centre is likely to include a c. 100-station gym, two pools (25m & teaching) plus leisure water and group exercise studios.*

In estimating the latent demand for fitness, we have concentrated on the population that live within 2-miles of Splashes and an adjusted 5-mile radius around Hoo (excluding the areas south of the River Medway and 3 miles to the west – explained below). In each case, we have factored in the number & types of people living in the area, plus competing fitness gyms.

(New) Hoo Leisure Centre

Catchment Area & Demographics

The current Hoo Sports Centre is located on Main Road in Hoo, less than a mile north of the River Medway and around 3 miles north east of Strood. The new leisure centre is likely to be built at Deangate Ridge Golf Club, around a mile away from the existing sports centre, north of Peninsula Way. Mapping of current Hoo members shows that over half live within 2-miles of the sports centre, in the area north of the River Medway; there are clusters coming from Hoo St Werburgh, High Halstow and Chattenden. There are also small clusters coming from Cliffe Woods, Cliffe and Wainscott, both within 3-miles. In total, 67% of current members live within this area, north of the Medway.

However, with a new build leisure centre which will be bigger and better than the existing site, we feel that the catchment area should include more of the Hoo peninsula. We've therefore extended the catchment to 5-miles to the north and east; this has the advantage of including the people in Stoke and Lower Stoke, plus those in Allhallows. We've excluded the population south of the River Medway and more than 3-miles south and west of Hoo. This effectively eliminates the Strood population for whom the existing Strood Sports Centre is a much more convenient option. Just over 26k people live within this adjusted catchment area and of these, ***21,641*** are adults aged 15+. This area is home to 76% of current Hoo Sports Centre members.

Perhaps not surprisingly, the prominent Mosaic group in the Hoo catchment is D (Rural Reality); 19% are classified as such, a figure more than three times higher than the national average. These are a mix of families, mature couples and older singles living in rural locations in lower cost housing. Their moderate incomes come mostly from employment with local firms or from running their own small business. Most will be living in Cliffe, High Halstow and Allhallows.

Hoo St Werburgh, on the other hand, is home to large numbers of Aspiring Homemakers (group H); almost 17.5% of the population fall into this group who are typically younger families, couples who are yet to have children, and singles in their 20s and 30s. A good number are setting up homes for the first time. The type which stands out here is H33 (Contemporary Starts); represented at five times the national average, these are 26-35 year old singles living on new-build developments; a few have one child under the age of five.

D — Rural Reality
Householders living in inexpensive homes in village communities

Key Features
- Rural locations
- Village and outlying houses
- Agricultural employment
- Most are homeowners
- Affordable value homes
- Slow Internet speeds

Who We Are

Age: 46-55	21.9%	126
Household Income: £20k-£29k	24.3%	118
Household composition: Single	40.5%	107
Number of children: No children	75.7%	105
Tenure: Owned	69.0%	107
Property type: Semi-detached	32.6%	123

H33 — Contemporary Starts
Fashion-conscious young singles and partners setting up home in developments attractive to their peers

Key Features
- Cohabiting couples and singles
- Late 20s and 30s, some have young kids
- Modern housing, owned or rented
- Further away from centres
- Use eBay
- Use online banking

Who We Are

Age: 26-35	54.1%	306
Household Income: £30k-£39k	23.2%	146
Household composition: Single	44.4%	117
Number of children: No children	81.7%	114
Tenure: Rented	36.0%	209
Property type: Terraced	37.2%	137

Group F (Suburban Stability) is also represented at much higher than average levels; over 15% are classified as such compared to just 6% nationally. This group also contains the most prominent type: F23 (Family Ties). Over 10% of the Hoo population fall into this one type which contains middle aged families with children still at home; they earn mid-range salaries and own their homes which tend to be three bedroom semis.

Group E (Senior Security) also makes up over 15% of the Hoo population and as the name suggests, these are elderly singles and couples who are still living independently in comfortable homes that they own. This is the most elderly group of all, their average age is 75, and almost all are retired.

F23 — Family Ties
Active families with teens and adult children whose prolonged support is eating up household resources

Key Features
- Parents aged 41-55
- Adult children at home, often students
- Also have a child under 18
- Own semi or detached homes
- Supporting kids can cause money strains
- Technology for entertainment

Who We Are

Age: 46-55	37.9%	217
Household Income: £40k-£49k	33.1%	266
Household composition: Family + other adults	97.5%	493
Number of children: 1 child	56.7%	457
Tenure: Owned	93.2%	145
Property type: Semi-detached	51.7%	195

E — Senior Security
Elderly people with assets who are enjoying a comfortable retirement

Key Features
- Elderly singles and couples
- Homeowners
- Comfortable homes
- Additional pensions above state
- Don't like new technology
- Low mileage drivers

Who We Are

Age: 66+	88.4%	418
Household Income: <£15k	33.2%	162
Household composition: Single	53.4%	141
Number of children: No children	99.0%	138
Tenure: Owned	96.4%	150
Property type: Bungalow	32.8%	331

The only other group represented at higher than average levels is C (Country Living). Over 7% of locals fall into this group and many are classified as Village Retirement (type C13). These are couples and singles aged 65-plus, who have chosen to move to village locations for their retirement.

As demonstrated by the demographic breakdown, numbers of older people are much higher than average in this catchment. Although group H (Aspiring Homemakers) is well represented, generally numbers of those in their 20s and early 30s are below average while numbers of those aged 50+ are higher.

Competition

There are no other fitness competitors on the Hoo Peninsula aside from the existing Hoo Sports Centre.

The closest town is Strood, which is just over 3 miles away to the south west of the new centre. This is home to the Strood Sports Centre, also managed by Medway Council. It has undergone a £1.9m refurb in the last 2 years and offers a c. 100-station gym, 25m pool, 6-court sports hall, group exercise studios, squash court and several outdoor 3G pitches. It has over 2,000 members.

There are also 2 private club offerings in the town, both of which have studios: Beefs & Babes (c. 50-stations, £34.99) and Gym Bizz (c. 25-stations, £19.95). We believe both have around 1,000 members.

In September 2017, the low cost 24/7 operator The Gym will be opening a club at Strood Retail Park on Commercial Road. Membership is currently in pre-sale at £10.99 per month.

Latent Demand

We have estimated the overall demand for the new Hoo Leisure Centre to be **1,693** – this is the total number of members we feel could be achieved. This includes allowance for 30% of the total to travel from outside the catchment area (slightly more than currently do so, which is feasible with the improved facilities). It also includes allowance for the new housing developments *which have had planning permission granted*, as outlined below:

- North Peninsula Way – 131 houses
- Lodge Hill – 5,000 houses

We have assumed these developments will go ahead and house approx. 8,000 adults (based on 1 or 2 per household). We've made some small negative consideration for competition / decay on catchment fringes; this accounts for the c. 4k adults living in the Wainscott area who may have an easier journey to Strood Sports Centre.

We believe the current sports centre has around 675 members so if we assume that all transfer to the new facility, it highlights a potential increase of ***1,018*** members, once the new homes have been built.

(New) Splashes Leisure Centre

Catchment Area & Demographics

We understand that the current Splashes Leisure Pool has a limited health & fitness offer and is likely to be either refurbished / extended or rebuilt on a site nearby. The site is located on Bloors Lane, just north of the London Road and around a mile south of the River Medway. Gillingham is around 2-miles to the north west. Mapping of current Splashes members shows that most come from the Rainham and Hempstead areas with very few coming from Gillingham or Chatham; in total, 82% of current members live within 2-miles of Splashes.

This is a much more densely populated part of Medway with over 28k people within a mile, rising to almost 70k in 2-miles. The latter is what we have adopted as our core catchment area; of the 70k people, ***57,401*** are adults aged 15+. A 2-miles radius includes those in Rainham, Hempstead and Wigmore, reaching the M2 to the south.

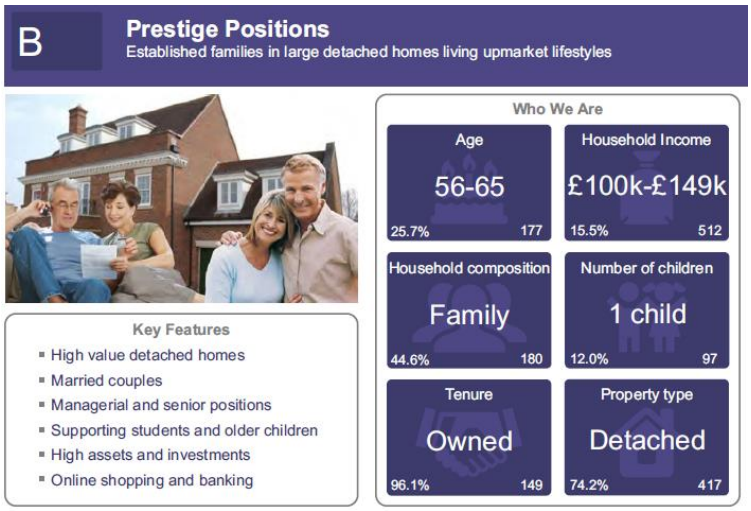
The main difference between the populations living around Hoo & Rainham is the number of people classified as Rural Reality (group D). Around Hoo, it makes up around 20% of locals whereas in Rainham, it's non-existent. Instead, there are more elderly people with over 21% classified as group E (Senior Security). As mentioned above, these are retired people with an average age of 75. They are represented in this catchment at more than 2.5 times the national average.

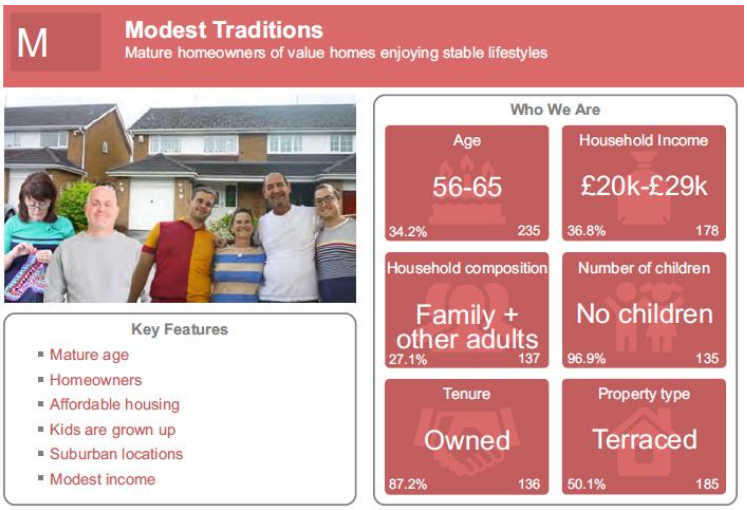
Group F (Suburban Stability) makes up almost 20% of locals and these are typically mature couples or families, some enjoying recent empty-nest status and others with older children still at home. The same type is prominent (F23 – Family Ties – see Hoo section above).

The proportion of people from group H (Aspiring Homemakers) is much the same here as in Hoo: over 17% are classified as such. These are the younger families, couples who are yet to have children, and singles in their 20s and 30s. The most prominent type in this catchment is H30 (Primary Ambitions) – see above. The typical Primary Ambitions family is headed by parents aged in their 30s, who often cohabit rather than marry. They have one or two children who attend local nurseries and primary schools. Both parents tend to work meaning they earn decent household incomes.

Two other groups are represented at higher than average levels: B (Prestige Positions) and M (Modest Traditions). Each accounts for between 8 and 9% of people, much higher than the numbers found on the Hoo peninsula. Prestige Positions are well-educated and affluent couples living in large detached homes; while some are mature empty-nesters or elderly retired couples, others are still supporting their teenage or older children.

Modest Traditions consists of people aged mostly between 46 and 65 who have worked hard to buy their own homes. Both incomes and qualifications are modest, but most enjoy a reasonable standard of living.





Again, numbers of older people are much higher than average in this Splashes catchment. Numbers of those in their 20s and 30s are below average while numbers of those aged 50+ are higher.

Competition

There are three other fitness competitors within the catchment area around Splashes; one public centre and two private clubs.

The closest fitness option is Reynolds Fitness Spa in Rainham that offers a 60-station gym, exercise studio, cycling studio and spa facilities to it 1,100 members. Monthly membership is around £40 per month.

Roko Health Club, a premium family club, located just over a mile to the west is the only other site to offer a swimming pool within 2-miles. Its extensive facilities include a recently refurbished c. 140-station gym, functional fitness area, two pools (25m & teaching), group exercise & cycling studios plus spa facilities. We believe it has around 3,500 members and a monthly membership of just over £50.

Woodlands Sports Centre, located 1.5 miles away towards Gillingham, is based at The Academy of Woodlands. Open throughout the day to the public, it has a c. 30-station gym for £20 per month.

Outside the catchment, there are several fitness options in Gillingham & Chatham (around 3 miles to the north west), including the largest public leisure centre in the area, Medway Park, also managed by the council (120+ stations – over 4,500 members). The largest private clubs are the two low-cost offerings by Pure Gym (£17.99) and the TruGym (£19.99) with over 10,000 members between them. Pure Gym is the newest entrant to the area, opening in 2016.

Heading west there is the small private independent operator Lifestyles Health & Fitness (65-station gym, 300 members) and two public centres outside the 2-mile catchment; Park Club Chatham (75-station gym, 2,000 members) managed by SOLL Leisure and Lordswood Leisure Centre, managed by a trust on behalf of Medway Council.

Latent Demand

We have estimated the overall demand for the new Splashes Leisure Centre to be **2,938** – this is the total number of members we feel could be achieved. This includes allowance for 20% of the total to travel from outside the catchment area (slightly more than currently do so, which is feasible with the improved facilities). We have also made some negative consideration for competition, to account for the gyms in the catchment, plus those outside whose catchments will overlap (including the council's own Medway Park).

We believe the centre currently has around 700 members so if we subtract these, it shows a potential increase of ***2,238*** members.

Health & Fitness Competition Map for Medway Leisure Facilities (showing 1 mile bands)

Prepared for The Sports Consultancy, June 2017

ESTIMATE OF LATENT DEMAND FOR HEALTH & FITNESS

{NEW} HOO LEISURE CENTRE - Adj. 5 mile* radius ***(*North of River Medway & 3 miles west)***

MOSAIC UK Type	Total Adult Population *(15+)*	Total Health & Fitness Demand
A01 World-Class Wealth	0	0
A02 Uptown Elite	0	0
A03 Penthouse Chic	0	0
A04 Metro High-Flyers	0	0
B05 Premium Fortunes	12	1
B06 Diamond Days	0	0
B07 Alpha Families	338	20
B08 Bank of Mum and Dad	307	21
B09 Empty-Nest Adventure	371	20
C10 Wealthy Landowners	167	8
C11 Rural Vogue	351	18
C12 Scattered Homesteads	192	5
C13 Village Retirement	873	48
D14 Satellite Settlers	840	33
D15 Local Focus	1,919	59
D16 Outlying Seniors	1,412	53
D17 Far-Flung Outposts	0	0
E18 Legacy Elders	233	11
E19 Bungalow Haven	994	27
E20 Classic Grandparents	1,154	52
E21 Solo Retirees	1,034	49
F22 Boomerang Boarders	362	19
F23 Family Ties	2,212	140
F24 Fledgling Free	356	13
F25 Dependable Me	411	18
G26 Cafés and Catchments	0	0
G27 Thriving Independence	584	44
G28 Modern Parents	489	31
G29 Mid-Career Convention	640	39
H30 Primary Ambitions	372	24
H31 Affordable Fringe	923	38
H32 First-Rung Futures	230	9
H33 Contemporary Starts	1,931	120
H34 New Foundations	290	39
H35 Flying Solo	39	2
I36 Solid Economy	312	15
I37 Budget Generations	48	2
I38 Childcare Squeeze	62	2
I39 Families with Needs	171	3
J40 Make Do and Move On	101	2
J41 Disconnected Youth	41	1
J42 Midlife Stopgap	163	10
J43 Renting a Room	0	0
K44 Inner City Stalwarts	0	0
K45 Crowded Kaleidoscope	0	0
K46 High Rise Residents	0	0
K47 Streetwise Singles	16	0
K48 Low Income Workers	0	0
L49 Dependent Greys	24	0
L50 Pocket Pensions	345	4
L51 Aided Elderly	111	3
L52 Estate Veterans	159	5
L53 Seasoned Survivors	63	1
M54 Down-to-Earth Owners	181	5
M55 Offspring Overspill	308	13
M56 Self Supporters	318	11
N57 Community Elders	0	0
N58 Cultural Comfort	0	0
N59 Asian Heritage	0	0
N60 Ageing Access	0	0
O61 Career Builders	11	1
O62 Central Pulse	0	0
O63 Flexible Workforce	0	0
O64 Bus-Route Renters	173	6
O65 Learners and Earners	0	0
O66 Student Scene	0	0
Sub Total	**21,641**	**1,045**
Add consideration for 30% of Members from outside catchment		*448*
Add consideration for 5,131 new homes on Hoo Peninsula (@ 5% of c. 8,000 new adult residents)		*400*
Minus consideration for competition / decay on catchment fringes		*200*
Estimate of Total Demand for Health & Fitness		**1,693**
Minus current membership number (approx.)		*675*
Latent Demand for Health & Fitness		**1,018**

ESTIMATE OF LATENT DEMAND FOR HEALTH & FITNESS
{NEW} SPLASHES LEISURE CENTRE, MEDWAY - 2 mile radius

MOSAIC UK Type	Total Adult Population *(15+)*	Total Health & Fitness Demand
A01 World-Class Wealth	0	0
A02 Uptown Elite	0	0
A03 Penthouse Chic	0	0
A04 Metro High-Flyers	0	0
B05 Premium Fortunes	0	0
B06 Diamond Days	63	3
B07 Alpha Families	714	40
B08 Bank of Mum and Dad	1,872	112
B09 Empty-Nest Adventure	2,505	110
C10 Wealthy Landowners	2	0
C11 Rural Vogue	2	0
C12 Scattered Homesteads	0	0
C13 Village Retirement	8	0
D14 Satellite Settlers	25	1
D15 Local Focus	27	1
D16 Outlying Seniors	17	0
D17 Far-Flung Outposts	0	0
E18 Legacy Elders	2,239	94
E19 Bungalow Haven	1,751	53
E20 Classic Grandparents	4,178	159
E21 Solo Retirees	4,083	145
F22 Boomerang Boarders	3,408	168
F23 Family Ties	5,613	324
F24 Fledgling Free	56	3
F25 Dependable Me	2,285	106
G26 Cafés and Catchments	189	11
G27 Thriving Independence	1,401	66
G28 Modern Parents	603	54
G29 Mid-Career Convention	2,166	115
H30 Primary Ambitions	5,903	314
H31 Affordable Fringe	2,349	127
H32 First-Rung Futures	1,100	50
H33 Contemporary Starts	437	23
H34 New Foundations	100	7
H35 Flying Solo	264	12
I36 Solid Economy	767	35
I37 Budget Generations	698	34
I38 Childcare Squeeze	812	34
I39 Families with Needs	603	20
J40 Make Do and Move On	164	7
J41 Disconnected Youth	336	11
J42 Midlife Stopgap	2,153	107
J43 Renting a Room	16	1
K44 Inner City Stalwarts	0	0
K45 Crowded Kaleidoscope	0	0
K46 High Rise Residents	0	0
K47 Streetwise Singles	154	7
K48 Low Income Workers	126	5
L49 Dependent Greys	105	2
L50 Pocket Pensions	701	10
L51 Aided Elderly	270	3
L52 Estate Veterans	434	19
L53 Seasoned Survivors	719	28
M54 Down-to-Earth Owners	987	65
M55 Offspring Overspill	3,077	176
M56 Self Supporters	722	35
N57 Community Elders	54	2
N58 Cultural Comfort	0	0
N59 Asian Heritage	0	0
N60 Ageing Access	0	0
O61 Career Builders	0	0
O62 Central Pulse	0	0
O63 Flexible Workforce	9	0
O64 Bus-Route Renters	1,056	52
O65 Learners and Earners	0	0
O66 Student Scene	0	0
Sub Total	**57,401**	**2,750**
Add consideration for 20% of Members from outside catchment		*688*
Minus consideration for competition / decay on catchment fringes		*500*
Estimate of Total Demand for Health & Fitness		**2,938**
Minus current membership number (approx.)		*700*
Estimate of Latent Demand for Health & Fitness		**2,238**

Prepared for The Sports Consultancy, June 2017

MOSAIC UK Profile Report *(Adults 15+)*

Target Area: Adjusted 5 mile* radius around the new Hoo Leisure Centre *(Medway)* - **North of River Medway & cut off at 3 miles to the west*

Base Area: England

	New Hoo LC - adj. 5 miles	New Hoo LC - adj. 5 miles %	England	England %	Penetration	Index
Groups						
A City Prosperity (15+)	0	0.00	2,114,882	4.70	0.00	0
B Prestige Positions (15+)	1,028	4.75	3,284,577	7.29	0.03	65
C Country Living (15+)	1,583	7.31	2,760,609	6.13	0.06	119
D Rural Reality (15+)	4,170	19.27	2,482,802	5.51	0.17	350
E Senior Security (15+)	3,415	15.78	3,803,963	8.45	0.09	187
F Suburban Stability (15+)	3,341	15.44	2,740,692	6.09	0.12	254
G Domestic Success (15+)	1,713	7.91	3,834,270	8.51	0.04	93
H Aspiring Homemakers (15+)	3,786	17.49	4,251,592	9.44	0.09	185
I Family Basics (15+)	593	2.74	3,457,895	7.68	0.02	36
J Transient Renters (15+)	305	1.41	2,701,859	6.00	0.01	23
K Municipal Challenge (15+)	16	0.07	2,396,941	5.32	0.00	1
L Vintage Value (15+)	702	3.24	2,584,823	5.74	0.03	56
M Modest Traditions (15+)	807	3.73	1,887,614	4.19	0.04	89
N Urban Cohesion (15+)	0	0.00	2,686,437	5.97	0.00	0
O Rental Hubs (15+)	184	0.85	3,392,123	7.53	0.01	11
Adults 15+ estimate 2015	21,641	100.00	45,031,185	100.00	0.05	100
	New Hoo LC - adj. 5 miles	**New Hoo LC - adj. 5 miles %**	**England**	**England %**	**Penetration**	**Index**
A City Prosperity (15+)						
A01 World-Class Wealth (15+)	0	0.00	305,852	0.68	0.00	0
A02 Uptown Elite (15+)	0	0.00	742,451	1.65	0.00	0
A03 Penthouse Chic (15+)	0	0.00	267,330	0.59	0.00	0
A04 Metro High-Flyers (15+)	0	0.00	799,249	1.77	0.00	0
Adults 15+ estimate 2015	21,641	100.00	45,031,185	100.00	0.05	100
	New Hoo LC - adj. 5 miles	**New Hoo LC - adj. 5 miles %**	**England**	**England %**	**Penetration**	**Index**
B Prestige Positions (15+)						
B05 Premium Fortunes (15+)	12	0.05	497,303	1.10	0.00	5
B06 Diamond Days (15+)	0	0.00	656,916	1.46	0.00	0
B07 Alpha Families (15+)	338	1.56	710,218	1.58	0.05	99
B08 Bank of Mum and Dad (15+)	307	1.42	684,524	1.52	0.04	93
B09 Empty-Nest Adventure (15+)	371	1.71	735,616	1.63	0.05	105
Adults 15+ estimate 2015	21,641	100.00	45,031,185	100.00	0.05	100
	New Hoo LC - adj. 5 miles	**New Hoo LC - adj. 5 miles %**	**England**	**England %**	**Penetration**	**Index**
C Country Living (15+)						
C10 Wealthy Landowners (15+)	167	0.77	895,099	1.99	0.02	39
C11 Rural Vogue (15+)	351	1.62	430,425	0.96	0.08	169
C12 Scattered Homesteads (15+)	192	0.89	494,626	1.10	0.04	81
C13 Village Retirement (15+)	873	4.04	940,459	2.09	0.09	193
Adults 15+ estimate 2015	21,641	100.00	45,031,185	100.00	0.05	100
	New Hoo LC - adj. 5 miles	**New Hoo LC - adj. 5 miles %**	**England**	**England %**	**Penetration**	**Index**
D Rural Reality (15+)						
D14 Satellite Settlers (15+)	840	3.88	1,065,258	2.37	0.08	164
D15 Local Focus (15+)	1,919	8.87	707,681	1.57	0.27	564
D16 Outlying Seniors (15+)	1,412	6.52	698,599	1.55	0.20	421
D17 Far-Flung Outposts (15+)	0	0.00	11,264	0.03	0.00	0
Adults 15+ estimate 2015	21,641	100.00	45,031,185	100.00	0.05	100
	New Hoo LC - adj. 5 miles	**New Hoo LC - adj. 5 miles %**	**England**	**England %**	**Penetration**	**Index**
E Senior Security (15+)						
E18 Legacy Elders (15+)	233	1.08	855,033	1.90	0.03	57
E19 Bungalow Haven (15+)	994	4.59	1,327,918	2.95	0.07	156
E20 Classic Grandparents (15+)	1,154	5.33	827,114	1.84	0.14	290
E21 Solo Retirees (15+)	1,034	4.78	793,898	1.76	0.13	271
Adults 15+ estimate 2015	21,641	100.00	45,031,185	100.00	0.05	100
	New Hoo LC - adj. 5 miles	**New Hoo LC - adj. 5 miles %**	**England**	**England %**	**Penetration**	**Index**
F Suburban Stability (15+)						
F22 Boomerang Boarders (15+)	362	1.67	724,678	1.61	0.05	104
F23 Family Ties (15+)	2,212	10.22	950,975	2.11	0.23	484
F24 Fledgling Free (15+)	356	1.65	497,262	1.10	0.07	149
F25 Dependable Me (15+)	411	1.90	567,777	1.26	0.07	151
Adults 15+ estimate 2015	21,641	100.00	45,031,185	100.00	0.05	100

	New Hoo LC - adj. 5 miles	New Hoo LC - adj. 5 miles %	England	England %	Penetration	Index
G Domestic Success (15+)						
G26 Cafés and Catchments (15+)	0	0.00	989,777	2.20	0.00	0
G27 Thriving Independence (15+)	584	2.70	965,004	2.14	0.06	126
G28 Modern Parents (15+)	489	2.26	844,929	1.88	0.06	120
G29 Mid-Career Convention (15+)	640	2.96	1,034,560	2.30	0.06	129
Adults 15+ estimate 2015	21,641	100.00	45,031,185	100.00	0.05	100
	New Hoo LC - adj. 5 miles	**New Hoo LC - adj. 5 miles %**	**England**	**England %**	**Penetration**	**Index**
H Aspiring Homemakers (15+)						
H30 Primary Ambitions (15+)	372	1.72	1,233,997	2.74	0.03	63
H31 Affordable Fringe (15+)	923	4.27	1,217,578	2.70	0.08	158
H32 First-Rung Futures (15+)	230	1.06	627,335	1.39	0.04	76
H33 Contemporary Starts (15+)	1,931	8.92	804,992	1.79	0.24	499
H34 New Foundations (15+)	290	1.34	136,635	0.30	0.21	442
H35 Flying Solo (15+)	39	0.18	231,055	0.51	0.02	36
Adults 15+ estimate 2015	21,641	100.00	45,031,185	100.00	0.05	100
	New Hoo LC - adj. 5 miles	**New Hoo LC - adj. 5 miles %**	**England**	**England %**	**Penetration**	**Index**
I Family Basics (15+)						
I36 Solid Economy (15+)	312	1.44	1,137,407	2.53	0.03	57
I37 Budget Generations (15+)	48	0.22	575,382	1.28	0.01	17
I38 Childcare Squeeze (15+)	62	0.29	698,802	1.55	0.01	18
I39 Families with Needs (15+)	171	0.79	1,046,304	2.32	0.02	34
Adults 15+ estimate 2015	21,641	100.00	45,031,185	100.00	0.05	100
	New Hoo LC - adj. 5 miles	**New Hoo LC - adj. 5 miles %**	**England**	**England %**	**Penetration**	**Index**
J Transient Renters (15+)						
J40 Make Do and Move On (15+)	101	0.47	569,980	1.27	0.02	37
J41 Disconnected Youth (15+)	41	0.19	252,780	0.56	0.02	34
J42 Midlife Stopgap (15+)	163	0.75	952,998	2.12	0.02	36
J43 Renting a Room (15+)	0	0.00	926,101	2.06	0.00	0
Adults 15+ estimate 2015	21,641	100.00	45,031,185	100.00	0.05	100
	New Hoo LC - adj. 5 miles	**New Hoo LC - adj. 5 miles %**	**England**	**England %**	**Penetration**	**Index**
K Municipal Challenge (15+)						
K44 Inner City Stalwarts (15+)	0	0.00	426,314	0.95	0.00	0
K45 Crowded Kaleidoscope (15+)	0	0.00	615,213	1.37	0.00	0
K46 High Rise Residents (15+)	0	0.00	150,543	0.33	0.00	0
K47 Streetwise Singles (15+)	16	0.07	472,630	1.05	0.00	7
K48 Low Income Workers (15+)	0	0.00	732,241	1.63	0.00	0
Adults 15+ estimate 2015	21,641	100.00	45,031,185	100.00	0.05	100
	New Hoo LC - adj. 5 miles	**New Hoo LC - adj. 5 miles %**	**England**	**England %**	**Penetration**	**Index**
L Vintage Value (15+)						
L49 Dependent Greys (15+)	24	0.11	397,615	0.88	0.01	13
L50 Pocket Pensions (15+)	345	1.59	631,025	1.40	0.05	114
L51 Aided Elderly (15+)	111	0.51	494,978	1.10	0.02	47
L52 Estate Veterans (15+)	159	0.73	571,115	1.27	0.03	58
L53 Seasoned Survivors (15+)	63	0.29	490,090	1.09	0.01	27
Adults 15+ estimate 2015	21,641	100.00	45,031,185	100.00	0.05	100
	New Hoo LC - adj. 5 miles	**New Hoo LC - adj. 5 miles %**	**England**	**England %**	**Penetration**	**Index**
M Modest Traditions (15+)						
M54 Down-to-Earth Owners (15+)	181	0.84	462,609	1.03	0.04	81
M55 Offspring Overspill (15+)	308	1.42	814,629	1.81	0.04	79
M56 Self Supporters (15+)	318	1.47	610,376	1.36	0.05	108
Adults 15+ estimate 2015	21,641	100.00	45,031,185	100.00	0.05	100
	New Hoo LC - adj. 5 miles	**New Hoo LC - adj. 5 miles %**	**England**	**England %**	**Penetration**	**Index**
N Urban Cohesion (15+)						
N57 Community Elders (15+)	0	0.00	749,285	1.66	0.00	0
N58 Cultural Comfort (15+)	0	0.00	788,360	1.75	0.00	0
N59 Asian Heritage (15+)	0	0.00	653,457	1.45	0.00	0
N60 Ageing Access (15+)	0	0.00	495,335	1.10	0.00	0
Adults 15+ estimate 2015	21,641	100.00	45,031,185	100.00	0.05	100
	New Hoo LC - adj. 5 miles	**New Hoo LC - adj. 5 miles %**	**England**	**England %**	**Penetration**	**Index**
O Rental Hubs (15+)						
O61 Career Builders (15+)	11	0.05	703,226	1.56	0.00	3
O62 Central Pulse (15+)	0	0.00	428,912	0.95	0.00	0
O63 Flexible Workforce (15+)	0	0.00	798,335	1.77	0.00	0
O64 Bus-Route Renters (15+)	173	0.80	813,509	1.81	0.02	44
O65 Learners and Earners (15+)	0	0.00	425,684	0.95	0.00	0
O66 Student Scene (15+)	0	0.00	222,457	0.49	0.00	0
Adults 15+ estimate 2015	21,641	100.00	45,031,185	100.00	0.05	100

MOSAIC UK Profile Report *(Adults 15+)*

Target Area: 2 mile radius around the new Splashes Leisure Centre *(Medway)*

Base Area: England

	New Splashes LC - 2 miles	New Splashes LC - 2miles %	England	England %	Penetration	Index
Groups						
A City Prosperity (15+)	0	0.00	2,114,882	4.70	0.00	0
B Prestige Positions (15+)	5,154	8.98	3,284,577	7.29	0.16	123
C Country Living (15+)	11	0.02	2,760,609	6.13	0.00	0
D Rural Reality (15+)	68	0.12	2,482,802	5.51	0.00	2
E Senior Security (15+)	12,250	21.34	3,803,963	8.45	0.32	253
F Suburban Stability (15+)	11,361	19.79	2,740,692	6.09	0.41	325
G Domestic Success (15+)	4,359	7.59	3,834,270	8.51	0.11	89
H Aspiring Homemakers (15+)	10,153	17.69	4,251,592	9.44	0.24	187
I Family Basics (15+)	2,880	5.02	3,457,895	7.68	0.08	65
J Transient Renters (15+)	2,668	4.65	2,701,859	6.00	0.10	77
K Municipal Challenge (15+)	280	0.49	2,396,941	5.32	0.01	9
L Vintage Value (15+)	2,229	3.88	2,584,823	5.74	0.09	68
M Modest Traditions (15+)	4,786	8.34	1,887,614	4.19	0.25	199
N Urban Cohesion (15+)	54	0.09	2,686,437	5.97	0.00	2
O Rental Hubs (15+)	1,065	1.85	3,392,123	7.53	0.03	25
Adults 15+ estimate 2015	57,401	100.00	45,031,185	100.00	0.13	100
	New Splashes LC - 2 miles	**New Splashes LC - 2miles %**	**England**	**England %**	**Penetration**	**Index**
A City Prosperity (15+)						
A01 World-Class Wealth (15+)	0	0.00	305,852	0.68	0.00	0
A02 Uptown Elite (15+)	0	0.00	742,451	1.65	0.00	0
A03 Penthouse Chic (15+)	0	0.00	267,330	0.59	0.00	0
A04 Metro High-Flyers (15+)	0	0.00	799,249	1.77	0.00	0
Adults 15+ estimate 2015	57,401	100.00	45,031,185	100.00	0.13	100
	New Splashes LC - 2 miles	**New Splashes LC - 2miles %**	**England**	**England %**	**Penetration**	**Index**
B Prestige Positions (15+)						
B05 Premium Fortunes (15+)	0	0.00	497,303	1.10	0.00	0
B06 Diamond Days (15+)	63	0.11	656,916	1.46	0.01	8
B07 Alpha Families (15+)	714	1.24	710,218	1.58	0.10	79
B08 Bank of Mum and Dad (15+)	1,872	3.26	684,524	1.52	0.27	215
B09 Empty-Nest Adventure (15+)	2,505	4.36	735,616	1.63	0.34	267
Adults 15+ estimate 2015	57,401	100.00	45,031,185	100.00	0.13	100
	New Splashes LC - 2 miles	**New Splashes LC - 2miles %**	**England**	**England %**	**Penetration**	**Index**
C Country Living (15+)						
C10 Wealthy Landowners (15+)	2	0.00	895,099	1.99	0.00	0
C11 Rural Vogue (15+)	2	0.00	430,425	0.96	0.00	0
C12 Scattered Homesteads (15+)	0	0.00	494,626	1.10	0.00	0
C13 Village Retirement (15+)	8	0.01	940,459	2.09	0.00	1
Adults 15+ estimate 2015	57,401	100.00	45,031,185	100.00	0.13	100
	New Splashes LC - 2 miles	**New Splashes LC - 2miles %**	**England**	**England %**	**Penetration**	**Index**
D Rural Reality (15+)						
D14 Satellite Settlers (15+)	25	0.04	1,065,258	2.37	0.00	2
D15 Local Focus (15+)	27	0.05	707,681	1.57	0.00	3
D16 Outlying Seniors (15+)	17	0.03	698,599	1.55	0.00	2
D17 Far-Flung Outposts (15+)	0	0.00	11,264	0.03	0.00	0
Adults 15+ estimate 2015	57,401	100.00	45,031,185	100.00	0.13	100
	New Splashes LC - 2 miles	**New Splashes LC - 2miles %**	**England**	**England %**	**Penetration**	**Index**
E Senior Security (15+)						
E18 Legacy Elders (15+)	2,239	3.90	855,033	1.90	0.26	205
E19 Bungalow Haven (15+)	1,751	3.05	1,327,918	2.95	0.13	103
E20 Classic Grandparents (15+)	4,178	7.28	827,114	1.84	0.51	396
E21 Solo Retirees (15+)	4,083	7.11	793,898	1.76	0.51	403
Adults 15+ estimate 2015	57,401	100.00	45,031,185	100.00	0.13	100
	New Splashes LC - 2 miles	**New Splashes LC - 2miles %**	**England**	**England %**	**Penetration**	**Index**
F Suburban Stability (15+)						
F22 Boomerang Boarders (15+)	3,408	5.94	724,678	1.61	0.47	369
F23 Family Ties (15+)	5,613	9.78	950,975	2.11	0.59	463
F24 Fledgling Free (15+)	56	0.10	497,262	1.10	0.01	9
F25 Dependable Me (15+)	2,285	3.98	567,777	1.26	0.40	316
Adults 15+ estimate 2015	57,401	100.00	45,031,185	100.00	0.13	100

	New Splashes LC - 2 miles	New Splashes LC - 2miles %	England	England %	Penetration	Index
G Domestic Success (15+)						
G26 Cafés and Catchments (15+)	189	0.33	989,777	2.20	0.02	15
G27 Thriving Independence (15+)	1,401	2.44	965,004	2.14	0.15	114
G28 Modern Parents (15+)	603	1.05	844,929	1.88	0.07	56
G29 Mid-Career Convention (15+)	2,166	3.77	1,034,560	2.30	0.21	164
Adults 15+ estimate 2015	57,401	100.00	45,031,185	100.00	0.13	100
	New Splashes LC - 2 miles	**New Splashes LC - 2miles %**	**England**	**England %**	**Penetration**	**Index**
H Aspiring Homemakers (15+)						
H30 Primary Ambitions (15+)	5,903	10.28	1,233,997	2.74	0.48	375
H31 Affordable Fringe (15+)	2,349	4.09	1,217,578	2.70	0.19	151
H32 First-Rung Futures (15+)	1,100	1.92	627,335	1.39	0.18	138
H33 Contemporary Starts (15+)	437	0.76	804,992	1.79	0.05	43
H34 New Foundations (15+)	100	0.17	136,635	0.30	0.07	57
H35 Flying Solo (15+)	264	0.46	231,055	0.51	0.11	90
Adults 15+ estimate 2015	57,401	100.00	45,031,185	100.00	0.13	100
	New Splashes LC - 2 miles	**New Splashes LC - 2miles %**	**England**	**England %**	**Penetration**	**Index**
I Family Basics (15+)						
I36 Solid Economy (15+)	767	1.34	1,137,407	2.53	0.07	53
I37 Budget Generations (15+)	698	1.22	575,382	1.28	0.12	95
I38 Childcare Squeeze (15+)	812	1.41	698,802	1.55	0.12	91
I39 Families with Needs (15+)	603	1.05	1,046,304	2.32	0.06	45
Adults 15+ estimate 2015	57,401	100.00	45,031,185	100.00	0.13	100
	New Splashes LC - 2 miles	**New Splashes LC - 2miles %**	**England**	**England %**	**Penetration**	**Index**
J Transient Renters (15+)						
J40 Make Do and Move On (15+)	164	0.29	569,980	1.27	0.03	23
J41 Disconnected Youth (15+)	336	0.58	252,780	0.56	0.13	104
J42 Midlife Stopgap (15+)	2,153	3.75	952,998	2.12	0.23	177
J43 Renting a Room (15+)	16	0.03	926,101	2.06	0.00	1
Adults 15+ estimate 2015	57,401	100.00	45,031,185	100.00	0.13	100
	New Splashes LC - 2 miles	**New Splashes LC - 2miles %**	**England**	**England %**	**Penetration**	**Index**
K Municipal Challenge (15+)						
K44 Inner City Stalwarts (15+)	0	0.00	426,314	0.95	0.00	0
K45 Crowded Kaleidoscope (15+)	0	0.00	615,213	1.37	0.00	0
K46 High Rise Residents (15+)	0	0.00	150,543	0.33	0.00	0
K47 Streetwise Singles (15+)	154	0.27	472,630	1.05	0.03	26
K48 Low Income Workers (15+)	126	0.22	732,241	1.63	0.02	13
Adults 15+ estimate 2015	57,401	100.00	45,031,185	100.00	0.13	100
	New Splashes LC - 2 miles	**New Splashes LC - 2miles %**	**England**	**England %**	**Penetration**	**Index**
L Vintage Value (15+)						
L49 Dependent Greys (15+)	105	0.18	397,615	0.88	0.03	21
L50 Pocket Pensions (15+)	701	1.22	631,025	1.40	0.11	87
L51 Aided Elderly (15+)	270	0.47	494,978	1.10	0.05	43
L52 Estate Veterans (15+)	434	0.76	571,115	1.27	0.08	60
L53 Seasoned Survivors (15+)	719	1.25	490,090	1.09	0.15	115
Adults 15+ estimate 2015	57,401	100.00	45,031,185	100.00	0.13	100
	New Splashes LC - 2 miles	**New Splashes LC - 2miles %**	**England**	**England %**	**Penetration**	**Index**
M Modest Traditions (15+)						
M54 Down-to-Earth Owners (15+)	987	1.72	462,609	1.03	0.21	167
M55 Offspring Overspill (15+)	3,077	5.36	814,629	1.81	0.38	296
M56 Self Supporters (15+)	722	1.26	610,376	1.36	0.12	93
Adults 15+ estimate 2015	57,401	100.00	45,031,185	100.00	0.13	100
	New Splashes LC - 2 miles	**New Splashes LC - 2miles %**	**England**	**England %**	**Penetration**	**Index**
N Urban Cohesion (15+)						
N57 Community Elders (15+)	54	0.09	749,285	1.66	0.01	6
N58 Cultural Comfort (15+)	0	0.00	788,360	1.75	0.00	0
N59 Asian Heritage (15+)	0	0.00	653,457	1.45	0.00	0
N60 Ageing Access (15+)	0	0.00	495,335	1.10	0.00	0
Adults 15+ estimate 2015	57,401	100.00	45,031,185	100.00	0.13	100
	New Splashes LC - 2 miles	**New Splashes LC - 2miles %**	**England**	**England %**	**Penetration**	**Index**
O Rental Hubs (15+)						
O61 Career Builders (15+)	0	0.00	703,226	1.56	0.00	0
O62 Central Pulse (15+)	0	0.00	428,912	0.95	0.00	0
O63 Flexible Workforce (15+)	9	0.02	798,335	1.77	0.00	1
O64 Bus-Route Renters (15+)	1,056	1.84	813,509	1.81	0.13	102
O65 Learners and Earners (15+)	0	0.00	425,684	0.95	0.00	0
O66 Student Scene (15+)	0	0.00	222,457	0.49	0.00	0
Adults 15+ estimate 2015	57,401	100.00	45,031,185	100.00	0.13	100

APPENDIX 3: FACILITY PLANNING MODEL REPORT – SPORTS HALLS

SPORT ENGLAND

Creating a lifelong sporting habit

Strategic Assessment of need for Sports Halls Provision in Medway Council

Facilities Planning Model

National Run

2016 Profile Report

January 2017

Contents

1. Introduction

1.1. This report and the accompanying maps provide a strategic assessment of the current level of provision for sports halls in Medway. This assessment uses Sport England's Facilities Planning Model and the data from the National Facilities Audit run as of January 2016.

1.2. The information contained within the report should be read alongside the two appendices. Appendix 1 sets out the facilities that have been included within this analysis together with those that have been excluded. Appendix 2 provides background to the Facilities Planning Model (FPM), facility inclusion criteria and the model parameters.

1.3. The FPM modelling and dataset builds in a number of assumptions as set out in Appendix 2 regarding the supply and demand of provision. This report should not be considered in isolation and it is recommended that this analysis should form part of a wider assessment of provision at the local level, using other available information and knowledge. The FPM outputs should be used in conjunction with other data and information provided by (a) sports perspective (NGB and local clubs & teams), and for; (b) a local perspective (from the LA/facility providers/community).

1.4. To help with comparative analysis, the data outputs for Medway are compared with national and regional averages and also data for neighbouring authorities (Gravesham, Maidstone Swale and Tonbridge & Malling) too.

2. Supply of Sports Halls

Table 1 - Supply	Medway	England	South East	Gravesham	Maidstone	Swale	Tonbridge & Malling
Number of halls	29	5,675	968	12	12	17	17
Number of hall sites	18	4,007	706	10	9	9	14
Supply of total hall space in courts	116.2	22,831.4	3,875.3	49.4	50.1	61.9	65.3
Supply of publicly available hall space in courts (scaled with hrs avail in pp)	83.35	16,562.48	2,858.84	31.34	36.17	46.34	50.47
Supply of total hall space in VPWPP	22,755	4,521,557	780,464	8,554	9,875	12,650	13,777
Courts per 10,000 population	4.18	4.15	4.31	4.67	3.05	4.29	5.16

2.1. The analysis, using the Active Places database, identifies a supply of 29 sports hall spaces at 18 different sites within Medway:

Facility Name	Supply of Total Sports Hall space in Courts	Date Built	Refurbished
Bishop of Rochester Academy	4	2004	
Brompton Academy	4	2013	
Fort Pitt Grammar School Main Hall & Activity Hall	4 + 0	2000	
Greenacre Academy Main Hall & Activity Hall	4 + 0	2008	2012
Howard School Sports College	4	1975	2009
Kings Rochester Sports Centre	4	1991	2005
Lordswood Leisure Centre Main Hall & Activity Hall	3 + 0	1982	2014
Medway Park Main Hall x 2	12 + 6	1979	2011

Facility Name	Supply of Total Sports Hall space in Courts	Date Built	Refurbished
Medway Sports Hall	5	1982	2009
Rainham Mark Grammar School Main Hall & 3 Activity Halls	4 + 0 + 0 + 0	2011	
Rainham School for Girls Main Hall & Activity Hall	4 + 0	2009	2010
Sir Joseph Williamson's Mathematical School Main Hall & Activity Hall	4 + 0	1994	2004
Strood Academy – Carnation Road Campus	4	2012	
Strood Sport Centre	5	1977	2000
The Hundred of Hoo Comprehensive School	4	1950	1999
The Robert Napier School	4	1998	
The Thomas Aveling School Main Hall & Activity Hall	3 + 0 + 0	1989	2003
Woodlands Sport Centre	4	2008	

2.2. Please Note - "Supply of Total Sports Hall space in Courts" - this figure is NOT the count of 'marked courts' that will be found in Active Places. This figure is the 'equivalent in courts' to the total hall space that is used in the model to calculate the sites capacity. Hall capacity is calculated by the following:

- For main halls the dimensions of the hall are checked against the recommended sizes in Sport England's design guidance to ensure the model uses the number of courts the hall could accommodate. For the vast majority of halls this figure will be the same as the recorded number of marked courts. However, in some instances there will be a difference e.g. a main hall might be recorded as having 5 courts marked out but its overall size when measured against the design guidance would only allow for 4 courts.

- For ancillary halls the 'court equivalent' figure is based on the dimensions of the hall and the greater capacity they have in comparison to main halls. While a capacity of 20 people per 4 court hall is used as the base for calculating the capacity of main halls, the model calculates the capacity of ancillary halls based on 8 people per 144sqm (equivalent to 33 people in a four court hall). Therefore, alongside a main hall a site may have an ancillary hall totalling 180sqm with 1 court marked. However, based on the capacity figure for ancillary halls of 8 people per 144sqm this ancillary hall would have a capacity of 10 people, equivalent to half the capacity of a four court hall. Therefore, instead of using the marked court figure of 1 the model would calculate the supply of the ancillary hall in court space to be equivalent to 2 courts.

When all these calculated court values for the main and ancillary halls in a single area are added together there may well be a difference against the number of stated 'marked out courts'.

2.3. Medway has 4.18 courts per 10,000 of population. This figure is in line with the national figure and slightly lower than the figure for the South East Region. It is also lower than the supply in three of the four neighbouring authority areas included within this analysis.

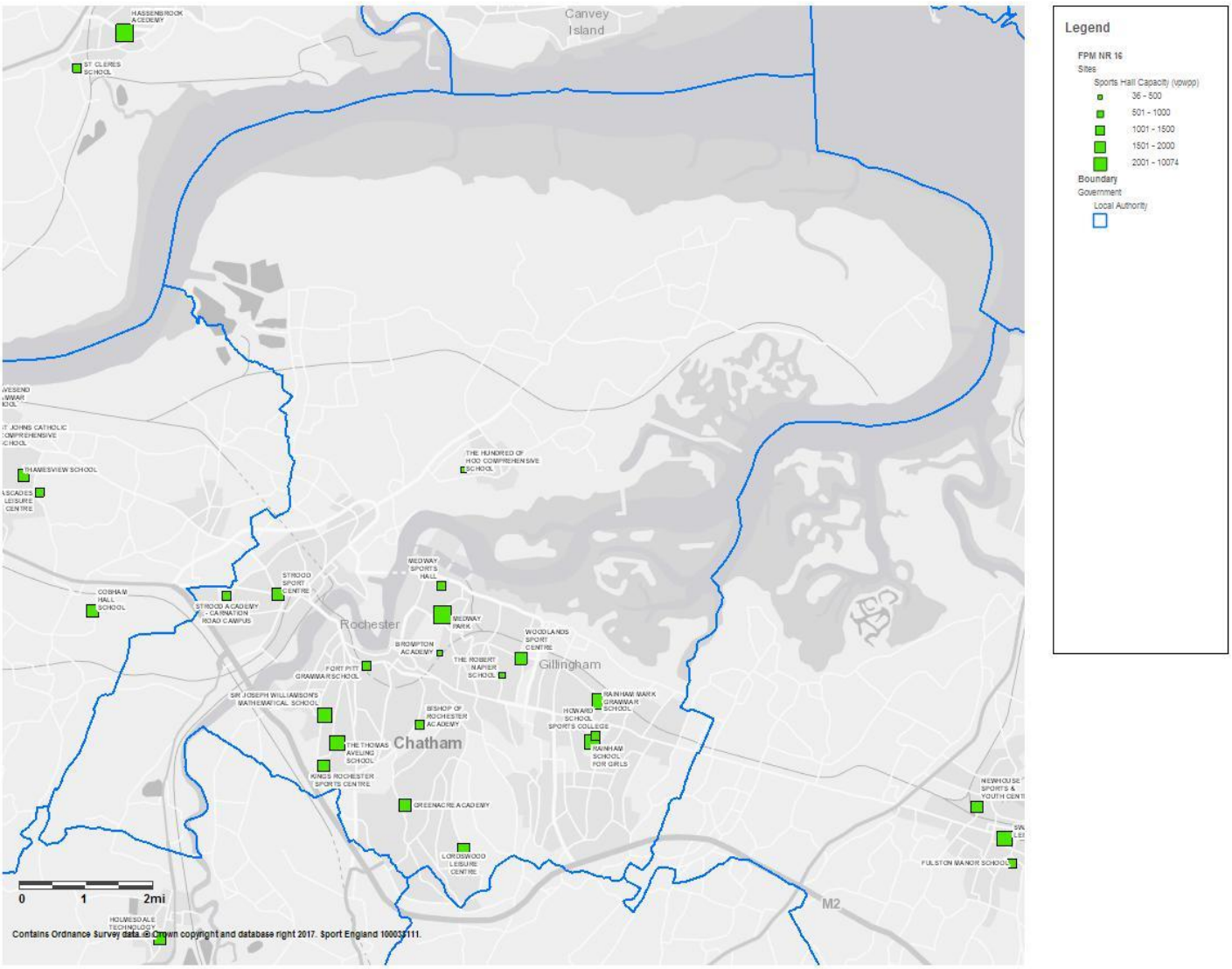
2.4. The largest sports hall spaces can be found at the local authority's flagship leisure centre, Medway Park. This site has 2 large halls that have 12 courts and 6 courts respectively. Medway Sports Hall and Strood Sports Centre provide 5 court halls. 13 other sites provide 4 court halls and the 2 remaining sites provide 3 court halls.

2.5. All of the sites are classified as being public facilities. 15 of the 10 sites are educational sites which clearly has an impact on the levels of community access during certain times of the day

during the week and term-times. 2 of the other 3 halls are found at local authority facilities and the remaining site is an LA facility managed by a Trust.

2.6. The different sites offer varying hours of community access opportunities. For example, the number of hours available a week for the community varies from 105 hours at Medway Park to 25 hours at Howard School Sports College and from 100 hours at Strood Sport Centre to 16 hours at Brompton Academy.

2.7. The following map illustrates the location of the sports halls within Medway and shows the spread of the sites across the authority area.



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3. Demand for Sports Halls

Table 2 - Demand	Medway	England	South East	Gravesham	Maidstone	Swale	Tonbridge & Malling
Population	277,854	55,041,149	8,990,890	105,825	164,457	144,229	126,626
Visits demanded – vpwpp	17,266	3,360,210	542,073	6,464	9,869	8,645	7,615
Equivalent in courts – with comfort factor included	79.06	15,385.58	2,482.03	29.6	45.19	39.59	34.86
% of population without access to a car	21	24.9	17.6	21.9	15.4	19.4	13

3.1. Medway's population is forecast to generate an amount of demand that equates to 17,266 visits per week in the peak period.

3.2. The model analyses this demand and converts it to a facility equivalent – 79.06 courts of sports hall space in this case. This includes a built-in comfort factor that helps to ensure that any "target figure" includes additional space so as to make sure that the new facilities are not going to be at 100% of their theoretical capacity. For more information on the Comfort Factor see the notes in Appendix 2.

3.3. The % of Medway's population without access to a car is 21% which is in the middle of the national and regional averages. This suggests that some of the demand created within Medway may well depend on public transport and/or walking in order to be mobile and access facilities.

4. Supply & Demand Balance

Table 3 - Supply/Demand Balance	Medway	England	South East	Gravesham	Maidstone	Swale	Tonbridge & Malling
Supply - Hall provision (courts) scaled to take account of hours available for community use	83.35	16,562.48	2,858.84	31.34	36.17	46.34	50.47
Demand - Hall provision (courts) taking into account a 'comfort' factor	79.06	15,385.58	2,482.03	29.6	45.19	39.59	34.86
Supply / Demand balance	4.29	1,176.9	376.81	1.74	- 9.02	6.75	15.61

4.1. The analysis suggests that current supply may be able to meet the level of demand that is generated by the population within Medway.

4.2. The Supply/Demand Balance identifies a small 'surplus' of circa 4 badminton courts worth of space. This is a very simplistic picture of the overall supply and demand across Medway. The resident population is estimated to generate a demand for a minimum of 79.06 courts of sports hall space. This compares to a current available supply of 83.35 courts, giving a positive supply/demand balance of 4.29 courts.

Please Note: This section only provides a 'global' view of provision and does not take account of the location, nature and quality of facilities in relation to demand; how accessible facilities are to the resident population (by car and on foot); nor does it take account of facilities in adjoining authority areas. These are covered in the more detailed modelling set out in the following sections.

5. Satisfied Demand - demand from Medway residents currently being met by supply

Table 4 - Satisfied Demand	Medway	England	South East	Gravesham	Maidstone	Swale	Tonbridge & Malling
Total number of visits which are met	16,277	3,041,950	507,864	6,132	9,195	7,987	7,265
% of total demand satisfied	94.3	90.5	93.7	94.9	93.2	92.4	95.4
% of demand satisfied who travelled by car	74.85	74.53	80.28	73.17	85.6	80.17	83.15
% of demand satisfied who travelled by foot	17.38	16.47	13.21	18.62	7.87	13.57	12.74
% of demand satisfied who travelled by public transport	7.78	9	6.51	8.21	6.54	6.26	4.1
Demand Retained	15,271	3,040,938	497,054	5,028	6,697	7,366	5,920
Demand Retained - as a % of Satisfied Demand	93.8	100	97.9	82	72.8	92.2	81.5
Demand Exported	1,005	1,012	10,810	1,104	2,498	620	1,345
Demand Exported - as a % of Satisfied Demand	6.2	0	2.1	18	27.2	7.8	18.5

5.1. The model forecasts that 94.3% of the demand generated by the residents of Medway in the peak period each week is currently being met – 16,277 vpwpp. This is higher than the national figure (90.5%) and is also slightly higher than the figure for the south east region (93.7%). It is comparable to the figures found in the other neighbouring areas included within this analysis.

5.2. Circa 25% of this satisfied demand is forecast to have travelled by foot or by public transport.

5.3. The model forecasts that the significant majority, 93.8%, of the demand generated within Medway, is expected to be retained and met by facilities in the authority area – 15,271 vpwpp. This means that 6.2% of the demand (1,005 vpwpp) is forecast as being exported to facilities within neighbouring authority areas in order to be met.

6. Unmet Demand - demand from Medway residents not currently being met

Table 5 - Unmet Demand	Medway	England	South East	Gravesham	Maidstone	Swale	Tonbridge & Malling
Total number of visits in the peak, not currently being met	989	318,259	34,209	332	674	658	350
Unmet demand as a % of total demand	5.7	9.5	6.3	5.1	6.8	7.6	4.6
Equivalent in Courts - with comfort factor	4.53	1,457.24	156.64	1.53	3.09	3.01	1.6
% of Unmet Demand due to ;							
Lack of Capacity -	1.1	23.4	7.2	7.9	4.9	2.5	0.4
Outside Catchment -	98.89	76.59	92.76	92.1	95.12	97.46	99.62
Outside Catchment;	98.89	76.59	92.76	92.1	95.12	97.46	99.62
% Unmet demand who do not have access to a car	89.51	69.32	84.19	84.46	87.26	86.2	87.41
% of Unmet demand who have access to a car	9.38	7.27	8.57	7.64	7.85	11.26	12.21
Lack of Capacity;	1.1	23.4	7.2	7.9	4.9	2.5	0.4
% Unmet demand who do not have access to a car	0.95	21.07	6.06	7.34	4.37	2.11	0.29
% of Unmet demand who have access to a car	0.16	2.34	1.18	0.56	0.51	0.44	0.09

6.1. The scale of the anticipated unmet demand has been highlighted – it is 989 visits per week in the peak per period, a figure that is 5.7% of the total peak period demand created in Medway. As a percentage, this is below both the national and regional figures.

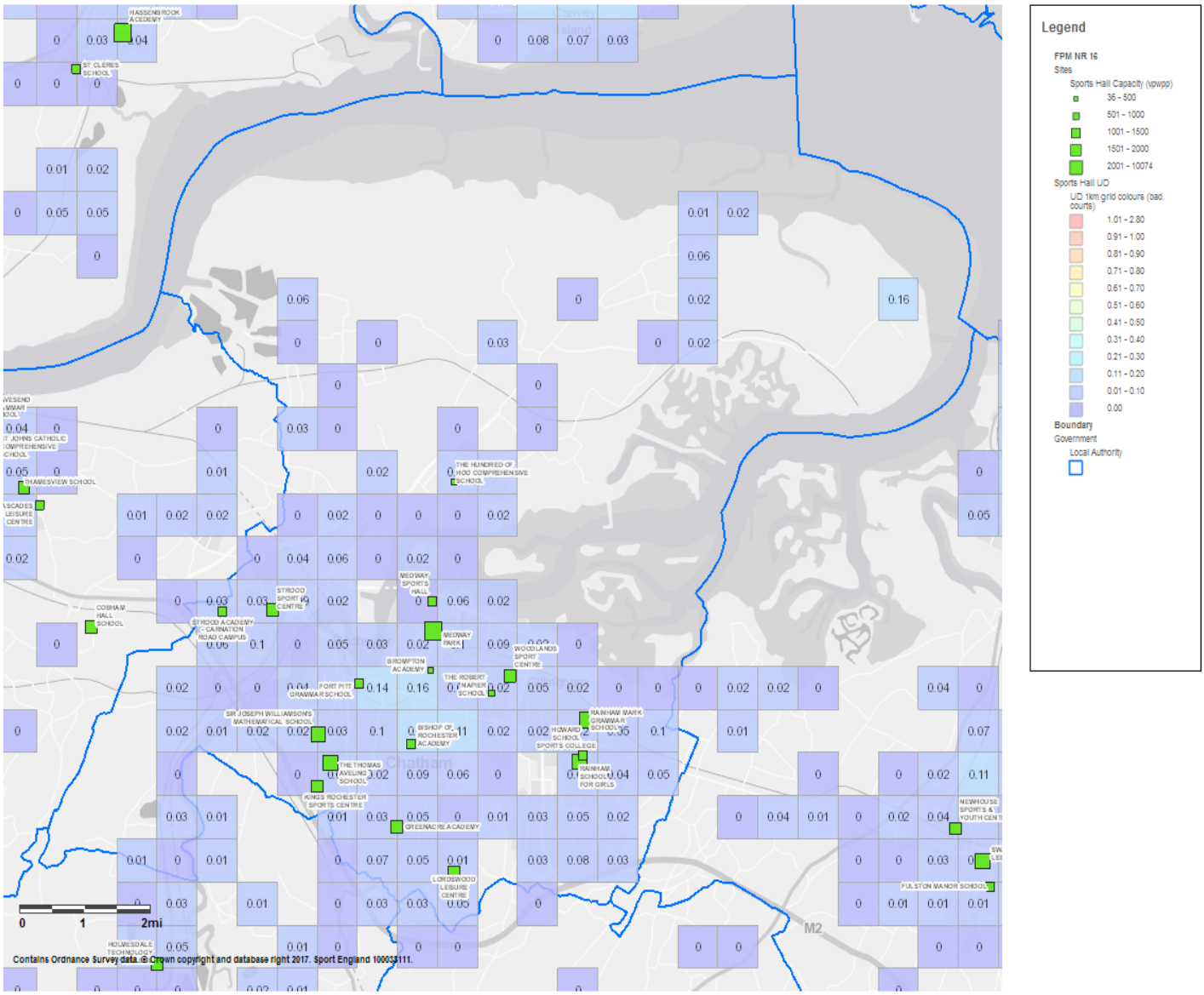
6.2. The model provides a figure that equates this level of unmet demand to an equivalent figure of courts and this is 4.53 courts of sports hall space in this instance.

6.3. The data analysis shows that the significant amount of this unmet demand (98.89%) is caused by people living outside of the catchment of a current sports hall facility rather than a lack of capacity at existing sites. A significant proportion of this unmet demand is anticipated as being from people not having access to a car.

6.4. The following map shows areas of unmet demand within Medway. Those areas with comparably higher levels of unmet demand can be seen in and around Chatham – the levels of unmet demand are low however.

Facilities Planning Model - National Runs - Sports Halls 2016 Unmet Demand

Unmet Demand expressed as units of badminton courts (rounded to two decimal places). Data outputs shown thematically (colours) at either output area level or aggregated at 1km square (figure labels).



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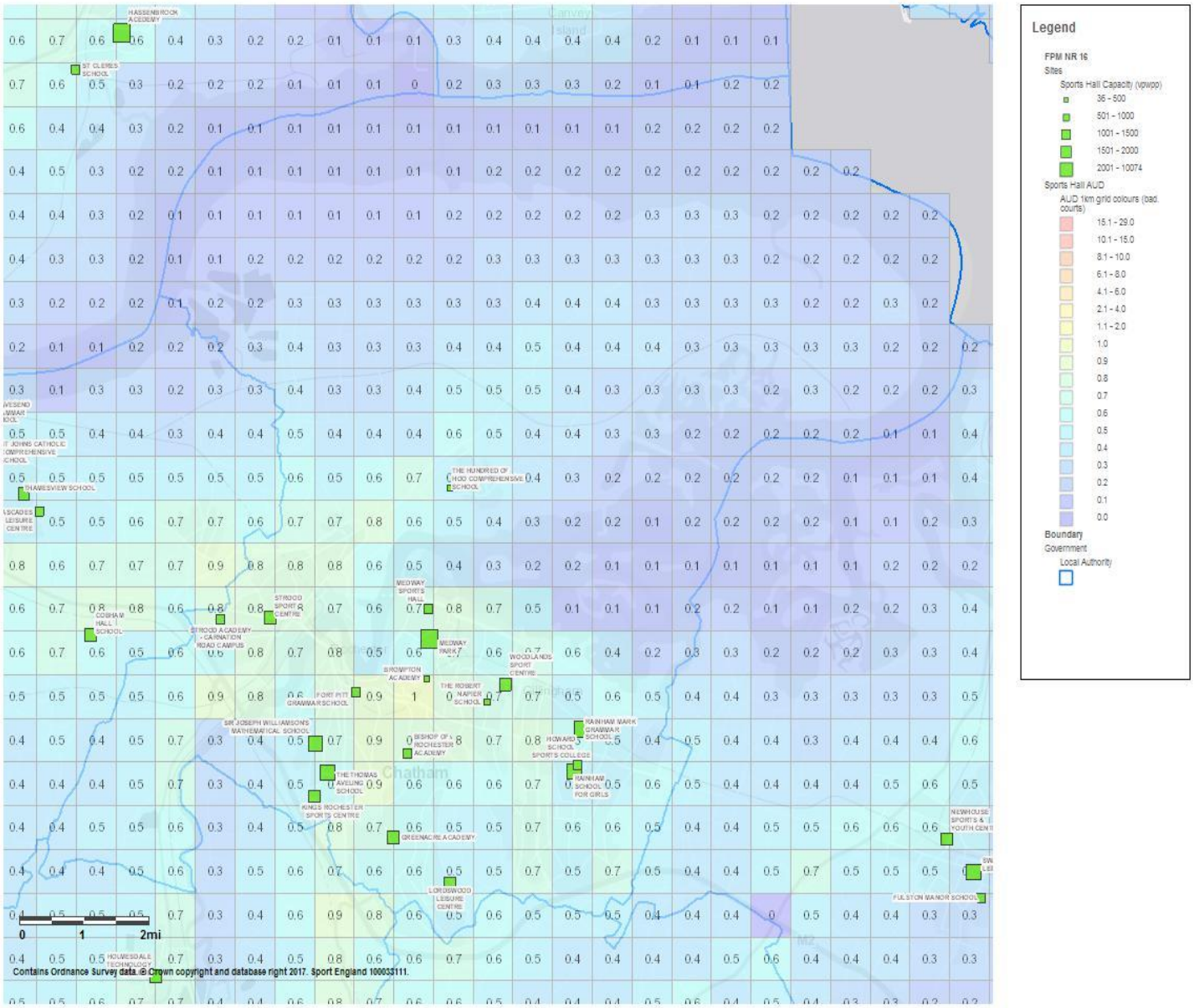
6.6 The following map shows Aggregated Unmet Demand (AUD) across Medway. This map further highlights that the comparatively higher levels of anticipated unmet demand can be found in and around Chatham. It must be remembered though that the levels of AUD are low.

Facilities Planning Model - National Runs - Sports Halls 2016 Aggregated Unmet Demand

Aggregated Unmet Demand expressed as units of badminton courts (rounded to one decimal place). Data outputs shown thematically (colours) at 1km square (figure labels).



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7. Used Capacity - How well used are the facilities?

Table 6 - Used Capacity	Medway	England	South East	Gravesham	Maidstone	Swale	Tonbridge & Malling
Total number of visits used of current capacity	17,099	3,044,947	514,282	6,709	7,164	7,764	8,394
% of overall capacity of halls used	75.1	67.3	65.9	78.4	72.5	61.4	60.9
% of visits made to halls by walkers	16.6	16.5	13.1	16.9	10	14	11
% of visits made to halls by road	83.4	83.5	86.9	83.1	90	86	89
Visits Imported;							
Number of visits imported	1,827	4,009	17,228	1,682	467	398	2,475
As a % of used capacity	10.7	0.1	3.3	25.1	6.5	5.1	29.5
Visits Retained:							
Number of Visits retained	15,271	3,040,938	497,054	5,028	6,697	7,366	5,920
As a % of used capacity	89.3	99.9	96.7	74.9	93.5	94.9	70.5

7.1. The model forecasts that the sports halls in Medway are being used at 75.1% capacity during the peak periods each week. This is higher than both the national (67.3%) and regional (65.9%) figures. It is also higher than 3 of the 4 other neighbouring authorities included within this analysis.

7.2. As a guide, the FPM identifies that sports halls with a used capacity of 80% and above are considered to be uncomfortably busy. Those that have a used capacity of 100% are considered to be theoretically totally full all the time in the peak periods. Please see the notes within Appendix 2 for more information.

7.3. The model has identified the following used capacity figures for the respective sites within Medway:

- Bishop of Rochester Academy – 88%
- Brompton Academy – 88%
- Fort Pitt Grammar School – 71%
- Greenacre Academy – 71%
- Howard School Sports College – 59%
- Kings Rochester Sports Centre – 52%
- Lordswood Leisure Centre – 88%
- Medway Park – 100%
- Medway Sports Hall – 42%
- Rainham Mark Grammar School – 65%
- Rainham School for Girls – 72%
- Sir Joseph Williamson's Mathematical School – 58%
- Strood Academy (Carnation Road Campus) – 68%
- Strood Sport Centre – 100%
- The Hundred of Hoo Comprehensive School – 46%
- The Robert Napier School – 80%
- The Thomas Aveling School – 50%
- Woodlands Sport Centre – 81%

7.4. The model highlights the importance of the local authority facilities with both Medway Park Strood Sport Centre forecast as having used capacity figures of 100%. This means that these sites are likely to have potentially limited (if any at all) opportunities for increased levels of community use.

7.5. A large number of the educational sites are forecast as having relatively high levels (70%+) of used capacity too. Further work and analysis is required to understand where there may well be opportunities to increase community access and usage of these sites to serve a growing population.

7.6. The model suggests that 89.3% of the current used capacity is from users retained in the authority area – a total of 15,271 visits per week in the peak period.

8. Summary and Conclusions

8.1. Current sports hall supply equates to 4.18 courts per 10,000 of the population which is in line with national figures and slightly lower than regional levels. This level of supply is lower than that found within three of the four neighbouring authority areas included within this analysis.

8.2. The simplistic analysis of 'supply vs demand' in relation to sports halls within Medway has identified a small 'surplus' of sports hall space within the local authority area – the equivalent of circa 4 badminton courts.

8.3. Levels of satisfied demand in Medway are above both the national and regional figures at 94.3%. The model suggests that circa 94% of the demand is being retained within the authority area and being satisfied by sports hall provision in Medway.

8.4. Levels of unmet demand are therefore lower than national and regional levels. Unmet demand is forecast to equate to 989 visits per week during the peak period. The majority of this unmet demand is attributed to people living outside the catchment of an existing sports hall facility and not having access to a car.

8.5. Used capacity figures are above national and regional levels at 75%. The two local authority sports hall sites are forecast as being at 100% capacity during the weekly peak periods meaning that there are likely to be limited opportunities (if any at all) to increase usage of these sites to meet the demands of a growing population. A number of the other sites are also forecast as being well used too – some of these may also have limited opportunities for increased levels of use.

8.6. Consideration could be given to exploring whether or not there is a need for increasing the levels of publicly accessible sports hall provision within Medway so that supply meets the needs and demands of a growing population.

Appendix 1: Medway Sports Halls Included/Excluded

Facilities Included within the National Run FPM Analysis in Medway:

Facility Name	Supply of Total Sports Hall space in Courts	Date Built	Refurbished	Weight Factor	Hours in Peak Period	Community Hours Available	Facility Capacity - vpwpp	% of Capacity used
Bishop of Rochester Academy	4	2004		47%	25	28	600	88%
Brompton Academy	4	2013		50%	13	16	312	88%
Fort Pitt Grammar School Main Hall & Activity Hall	4 + 0	2000		46%	20	20	804	71%
Greenacre Academy Main Hall & Activity Hall	4 + 0	2008	2012	50%	35.5	46	1,427	71%
Howard School Sports College	4	1975	2009	43%	25	25	600	59%
Kings Rochester Sports Centre	4	1991	2005	45%	45.5	93	1,365	52%
Lordswood Leisure Centre Main Hall & Activity Hall	3 + 0	1982	2014	90%	38	80	1,300	88%
Medway Park Main Hall x 2	12 + 6	1979	2011	88%	45.5	103	4,914	100%
Medway Sports Hall	5	1982	2009	45%	33	37	990	42%
Rainham Mark Grammar School Main Hall & 3 Activity Halls	4 + 0 + 0 + 0	2011		50%	20	20	1,711	65%
Rainham School for Girls Main Hall & Activity Hall	4 + 0	2009	2010	50%	40	45	1,608	72%
Sir Joseph Williamson's Mathematical School Main Hall & Activity Hall	4 + 0	1994	2004	45%	38	41	1,526	58%
Strood Academy – Carnation Road Campus	4	2012		50%	25	27.5	600	68%
Strood Sport Centre	5	1977	2000	61%	45.5	100	1,365	100%
The Hundred of Hoo Comprehensive School	4	1950	1999	25%	16.25	16.25	390	46%
The Robert Napier School	4	1998		45%	15	15	360	80%
The Thomas Aveling School Main Hall & Activity Hall	3 + 0 + 0	1989	2003	43%	35.5	44	1,789	50%
Woodlands Sport Centre	4	2008		49%	45.5	98	1,092	81%

Facilities Excluded

The audit excludes facilities that are deemed to be either for private use, too small, closed or there is a lack of information, particularly relating to hours of use. The following facilities were deemed to fall under one or more of these categories and therefore excluded from the modelling:

Facility Name	Reason for Exclusion
4 4 Two Sports and Social Club	Too Small
Arethusa Venture Centre	Too Small
Brompton Academy – Activity Halls	Lack of Information
Chatham Grammar School for Boys	Too Small
Chatham Grammar School for Girls	Private Use
Cliffe Woods Community Centre	Lack of Information
Featherby Junior School	Private Use
Foresters Hall	Lack of Information
Halling Primary School	Private Use
Luton Invicta Social Club	Lack of Information
Park Club Chatham	Lack of Information
Rochester Independent College	Too Small
St John Fisher Catholic Comprehensive School	Private Use
The Hundred of Hoo Comprehensive School Activity Hall	Private Use
The Rochester Grammar School	Too Small
Wainscott Primary School	Too Small
Walderslade Girls School	Private Use
Waterfront Leisure Centre	Too Small

Appendix 2 – Model description, Inclusion Criteria and Model Parameters

Included within this appendix are the following:

- Model description
- Facility Inclusion Criteria
- Model Parameters

Model Description

1. Background

1.1. The Facilities Planning Model (FPM) is a computer-based supply/demand model, which has been developed by Edinburgh University in conjunction with sportscotland and Sport England since the 1980s.

1.2. The model is a tool to help to assess the strategic provision of community sports facilities in an area. It is currently applicable for use in assessing the provision of sports halls, swimming pools, indoor bowls centres and artificial grass pitches.

2. Use of FPM

2.1. Sport England uses the FPM as one of its principal tools in helping to assess the strategic need for certain community sports facilities. The FPM has been developed as a means of:

- assessing requirements for different types of community sports facilities on a local, regional or national scale;
- helping local authorities to determine an adequate level of sports facility provision to meet their local needs;
- helping to identify strategic gaps in the provision of sports facilities; and
- comparing alternative options for planned provision, taking account of changes in demand and supply. This includes testing the impact of opening, relocating and

closing facilities, and the likely impact of population changes on the needs for sports facilities.

2.2. Its current use is limited to those sports facility types for which Sport England holds substantial demand data, i.e. swimming pools, sports halls, indoor bowls and artificial grass pitches.

2.3. The FPM has been used in the assessment of Lottery funding bids for community facilities, and as a principal planning tool to assist local authorities in planning for the provision of community sports facilities. For example, the FPM was used to help assess the impact of a 50m swimming pool development in the London Borough of Hillingdon. The Council invested £22 million in the sports and leisure complex around this pool and received funding of £2,025,000 from the London Development Agency and £1,500,000 from Sport England[1].

3. How the model works

3.1. In its simplest form, the model seeks to assess whether the capacity of existing facilities for a particular sport is capable of meeting local demand for that sport, taking into account how far people are prepared to travel to such a facility.

3.2. In order to do this, the model compares the number of facilities (supply) within an area, against the demand for that facility (demand) that the local population will produce, similar to other social gravity models.

3.3. To do this, the FPM works by converting both demand (in terms of people), and supply (facilities), into a single comparable unit. This unit is 'visits per week in the peak period' (VPWPP). Once converted, demand and supply can be compared.

3.4. The FPM uses a set of parameters to define how facilities are used and by whom. These parameters are primarily derived from a combination of data including actual user surveys from a range of sites across the country in areas of good supply, together with participation survey data. These surveys provide core information on the profile of users, such as, the age and gender of users, how often they visit, the distance travelled, duration of stay, and on the facilities themselves, such as, programming, peak times of use, and capacity of facilities.

[1] Award made in 2007/08 year.

3.5. This survey information is combined with other sources of data to provide a set of model parameters for each facility type. The original core user data for halls and pools comes from the National Halls and Pools survey undertaken in 1996. This data formed the basis for the National Benchmarking Service (NBS). For AGPs, the core data used comes from the user survey of AGPs carried out in 2005/6 jointly with Sportscotland.

3.6. User survey data from the NBS and other appropriate sources are used to update the models parameters on a regular basis. The parameters are set out at the end of the document, and the range of the main source data used by the model includes:

- National Halls & Pools survey data –Sport England
- Benchmarking Service User Survey data –Sport England
- UK 2000 Time Use Survey – ONS
- General Household Survey – ONS
- Scottish Omnibus Surveys – Sport Scotland
- Active People Survey - Sport England
- STP User Survey - Sport England & Sportscotland
- Football participation - The FA
- Young People & Sport in England – Sport England
- Hockey Fixture data - Fixtures Live
- Taking Part Survey – DCMS

4. Calculating Demand

4.1. This is calculated by applying the user information from the parameters, as referred to above, to the population[2]. This produces the number of visits for that facility that will be demanded by the population.

4.2. Depending on the age and gender make-up of the population, this will affect the number of visits an area will generate. In order to reflect the different population make-

[2] For example, it is estimated that 7.72% of 16-24 year old males will demand to use an AGP, 1.67 times a week. This calculation is done separately for the 12 age/gender groupings.

up of the country, the FPM calculates demand based on the smallest census groupings. These are Output Areas (OA)[3].

4.3. The use of OAs in the calculation of demand ensures that the FPM is able to reflect and portray differences in demand in areas at the most sensitive level based on available census information. Each OA used is given a demand value in VPWPP by the FPM.

5. Calculating Supply Capacity

5.1. A facility's capacity varies depending on its size (i.e. size of pool, hall, pitch number), and how many hours the facility is available for use by the community.

5.2. The FPM calculates a facility's capacity by applying each of the capacity factors taken from the model parameters, such as the assumptions made as to how many 'visits' can be accommodated by the particular facility at any one time. Each facility is then given a capacity figure in VPWPP. (See parameters in Section C).

5.3. Based on travel time information4 taken from the user survey, the FPM then calculates how much demand would be met by the particular facility having regard to its capacity and how much demand is within the facility's catchment. The FPM includes an important feature of spatial interaction. This feature takes account of the location and capacity of all the facilities, having regard to their location and the size of demand and assesses whether the facilities are in the right place to meet the demand.

5.4. It is important to note that the FPM does not simply add up the total demand within an area, and compare that to the total supply within the same area. This approach would not take account of the spatial aspect of supply against demand in a particular area. For example, if an area had a total demand for 5 facilities, and there were currently 6 facilities within the area, it would be too simplistic to conclude that there was an oversupply of 1 facility, as this approach would not take account of whether the 5 facilities are in the correct location for local people to use them within that area. It might be that all the facilities were in one part of the borough, leaving other areas under

[3] Census Output Areas (OA) are the smallest grouping of census population data, and provides the population information on which the FPM's demand parameters are applied. A demand figure can then be calculated for each OA based on the population profile. There are over 171,300 OAs in England. An OA has a target value of 125 households per OA.

[4] To reflect the fact that as distance to a facility increases, fewer visits are made, the FPM uses a travel time distance decay curve, where the majority of users travel up to 20 minutes. The FPM also takes account of the road network when calculating travel times. Car ownership levels, taken from Census data, are also taken into account when calculating how people will travel to facilities.

provided. An assessment of this kind would not reflect the true picture of provision. The FPM is able to assess supply and demand within an area based on the needs of the population within that area.

5.5. In making calculations as to supply and demand, visits made to sports facilities are not artificially restricted or calculated by reference to administrative boundaries, such as local authority areas. Users are generally expected to use their closest facility. The FPM reflects this through analysing the location of demand against the location of facilities, allowing for cross boundary movement of visits. For example, if a facility is on the boundary of a local authority, users will generally be expected to come from the population living close to the facility, but who may be in an adjoining authority

6. Calculating capacity of Sports Hall – Hall Space in Courts(HSC)

6.1. The capacity of sports halls is calculated in the same way as described above with each sports hall site having a capacity in VPWPP. In order for this capacity to be meaningful, these visits are converted into the equivalent of main hall courts, and referred to as 'Hall Space in Courts' (HSC). This "court" figure is often mistakenly read as being the same as the number of 'marked courts' at the sports halls that are in the Active Places data, but it is not the same. There will usually be a difference between this figure and the number of 'marked courts' that is in Active Places.

6.2. The reason for this, is that the HSC is the 'court' equivalent of the all the main and ancillary halls capacities, this is calculated based on hall size (area), and whether it's the main hall, or a secondary (ancillary) hall. This gives a more accurate reflection of the overall capacity of the halls than simply using the 'marked court' figure. This is due to two reasons:

6.3. In calculating capacity of halls, the model uses a different 'At-One-Time' (AOT) parameter for main halls and for ancillary halls. Ancillary halls have a great AOT capacity than main halls - see below. Marked Courts can sometimes not properly reflect the size of the actual main hall. For example, a hall may be marked out with 4 courts, when it has space for 5 courts. As the model uses the 'courts' as a unit of size, it is important that the hall's capacity is included as a 5 'court unit' rather than a 4 'court unit'

6.4. The model calculates the capacity of the sports hall as 'visits per week in the peak period' (VPWPP), it then uses this unit of capacity to compare with the demand, which is also calculated as VPWPP. It is often difficult to visualise how much hall space is when expressed as vpwpp. To make things more meaningful this capacity in VPWPP is converted back into 'main hall court equivalents', and is called in the output table 'Hall Space in Courts'.

7. Facility Attractiveness – for halls and pools only

7.1. Not all facilities are the same and users will find certain facilities more attractive to use than others. The model attempts to reflect this by introducing an attractiveness weighting factor, which effects the way visits are distributed between facilities. Attractiveness however, is very subjective. Currently weightings are only used for hall and pool modelling, with a similar approach for AGPs is being developed.

7.2. Attractiveness weightings are based on the following:

7.2.1. Age/refurbishment weighting – pools & halls - the older a facility is, the less attractive it will be to users. It is recognised that this is a general assumption and that there may be examples where older facilities are more attractive than newly built ones due to excellent local management, programming and sports development. Additionally, the date of any significant refurbishment is also included within the weighting factor; however, the attractiveness is set lower than a new build of the same year. It is assumed that a refurbishment that is older than 20 years will have a minimal impact on the facilities attractiveness. The information on year built/refurbished is taken from Active Places. A graduated curve is used to allocate the attractiveness weighting by year. This curve levels off at around 1920 with a 20% weighting. The refurbishment weighting is slightly lower than the new built year equivalent.

7.2.2. Management & ownership weighting – halls only - due to the large number of halls being provided by the education sector, an assumption is made that in general, these halls will not provide as balanced a program than halls run by LAs, trusts, etc, with school halls more likely to be used by teams and groups through block booking. A less balanced programme is assumed to be less

attractive to a general, pay & play user, than a standard local authority leisure centre sports hall, with a wider range of activities on offer.

7.3. To reflect this, two weightings curves are used for education and non-education halls, a high weighted curve, and a lower weighted curve;

7.3.1. High weighted curve - includes Non education management - better balanced programme, more attractive.

7.3.2. Lower weighted curve - includes Educational owned & managed halls, less attractive.

7.4. Commercial facilities – halls and pools - whilst there are relatively few sports halls provided by the commercial sector, an additional weighing factor is incorporated within the model to reflect the cost element often associated with commercial facilities. For each population output area the Indices of Multiple Deprivation (IMD) score is used to limit whether people will use commercial facilities. The assumption is that the higher the IMD score (less affluence) the less likely the population of the OA would choose to go to a commercial facility.

8. Comfort Factor – halls

8.1. As part of the modelling process, each facility is given a maximum number of visits it can accommodate, based on its size, the number of hours it's available for community use and the 'at one time capacity' figure (pools =1 user /6m2 , halls = 6 users /court). This is gives each facility a "theoretical capacity".

8.2. If the facilities were full to their theoretical capacity then there would simply not be the space to undertake the activity comfortably. In addition, there is a need to take account of a range of activities taking place which have different numbers of users, for example, aqua aerobics will have significantly more participants, than lane swimming sessions. Additionally, there may be times and sessions that, whilst being within the peak period, are less busy and so will have fewer users.

8.3. To account of these factors the notion of a 'comfort factor' is applied within the model. For swimming pools 70%, and for sports halls 80%, of its theoretical capacity is

considered as being the limit where the facility starts to become uncomfortably busy. (Currently, the comfort factor is NOT applied to AGPs due to the fact they are predominantly used by teams, which have a set number of players and so the notion of having 'less busy' pitch is not applicable.)

8.4. The comfort factor is used in two ways;

8.4.1. Utilised Capacity - How well used is a facility? 'Utilised capacity' figures for facilities are often seen as being very low, 50-60%, however, this needs to be put into context with 70-80% comfort factor levels for pools and halls. The closer utilised capacity gets to the comfort factor level, the busier the facilities are becoming. You should not aim to have facilities operating at 100% of their theoretical capacity, as this would mean that every session throughout the peak period would be being used to its maximum capacity. This would be both unrealistic in operational terms and unattractive to users.

8.4.2. Adequately meeting Unmet Demand – the comfort factor is also used to increase the amount of facilities that are needed to comfortably meet the unmet demand. If this comfort factor is not added, then any facilities provided will be operating at its maximum theoretical capacity, which is not desirable as a set out above.

9. Utilised Capacity (used capacity)

9.1. Following on from Comfort Factor section, here is more guidance on Utilised Capacity.

9.2. Utilised capacity refers to how much of facilities theoretical capacity is being used. This can, at first, appear to be unrealistically low, with area figures being in the 50-60% region. Without any further explanation, it would appear that facilities are half empty. The key point is not to see a facilities theoretical maximum capacity (100%) as being an optimum position. This, in practise, would mean that a facility would need to be completely full every hour it was open in the peak period. This would be both unrealistic from an operational perspective and undesirable from a user's perspective, as the facility would completely full.

9.3. For examples:

A 25m, 4 lane pool has Theoretical capacity of 2260 per week, during 52 hour peak period.

	4-5pm	5-6pm	6-7pm	7-8pm	8-9pm	9-10pm	Total Visits for the evening
Theoretical max capacity	44	44	44	44	44	44	264
Actual Usage	8	30	35	50	15	5	143

9.4. Usage of a pool will vary throughout the evening, with some sessions being busier than others though programming, such as, an aqua-aerobics session between 7-8pm, lane swimming between 8-9pm. Other sessions will be quieter, such as between 9-10pm. This pattern of use would give a total of 143 swims taking place. However, the pool's maximum capacity is 264 visits throughout the evening. In this instance the pools utilised capacity for the evening would be 54%.

9.5. As a guide, 70% utilised capacity is used to indicate that pools are becoming busy, and 80% for sports halls. This should be seen only as a guide to help flag up when facilities are becoming busier, rather than a 'hard threshold'.

10. Travel times Catchments

10.1. The model uses travel times to define facility catchments in terms of driving and walking.

10.2. The Ordnance Survey (OS) Integrated Transport Network (ITN) for roads has been used to calculate the off-peak drive times between facilities and the population, observing one-way and turn restrictions which apply, and taking into account delays at junctions and car parking. Each street in the network is assigned a speed for car travel based on the attributes of the road, such as the width of the road, and geographical location of the road, for example the density of properties along the street. These travel times have been derived through national survey work, and so are based on actual travel patterns of users. The road speeds used for Inner & Outer London Boroughs have been further enhanced by data from the Department of Transport.

10.3. The walking catchment uses the OS Urban Path Network to calculate travel times along paths and roads, excluding motorways and trunk roads. A standard walking speed of 3 mph is used for all journeys

10.4. The model includes three different modes of travel, by car, public transport & walking. Car access is also taken into account, in areas of lower access to a car, the model reduces the number of visits made by car, and increases those made on foot.

10.5. Overall, surveys have shown that the majority of visits made to swimming pools, sports halls and AGPs are made by car, with a significant minority of visits to pools and sports halls being made on foot.

Facility	Car	Walking	Public transport
Swimming Pool	76%	15%	9%
Sports Hall	77%	15%	8%
AGP			
Combined	83%	14%	3%
Football	79%	17%	3%
Hockey	96%	2%	2%

10.6. The model includes a distance decay function; where the further a user is from a facility, the less likely they will travel. The set out below is the survey data with the % of visits made within each of the travel times, which shows that almost 90% of all visits, both car borne or walking, are made within 20 minutes. Hence, 20 minutes is often used as a rule of thumb for catchments for sports halls and pools.

	Sport halls		Swimming Pools	
Minutes	Car	Walk	Car	Walk
0-10	62%	61%	58%	57%
10-20	29%	26%	32%	31%
20 -40	8%	11%	9%	11%

10.7. For AGPs, there is a similar pattern to halls and pools, with Hockey users observed as travelling slightly further (89% travel up to 30 minutes). Therefore, a 20 minute travel time can also be used for 'combined' and 'football', and 30 minutes for hockey.

Artificial Grass Pitches						
	Combined		Football		Hockey	
Minutes	Car	Walk	Car	Walk	Car	Walk
0-10	28%	38%	30%	32%	21%	60%
10-20	57%	48%	61%	50%	42%	40%
20 -40	14%	12%	9%	15%	31%	0%

NOTE: These are approximate figures, and should only be used as a guide.

Inclusion Criteria used within analysis

Sports Halls

The following inclusion criteria were used for this analysis;

- Include all Operational Sports Halls available for community use i.e. pay and play, membership, Sports Club/Community Association
- Exclude all Halls not available for community use i.e. private use
- Exclude all Halls where the main hall is less than 3 Courts in size
- Include all 'planned', 'under construction, and 'temporarily closed' facilities only where all data is available for inclusion.
- Where opening times are missing, availability has been included based on similar facility types.
- Where the year built is missing assume date 1975[5].

Facilities in Wales and the Scottish Borders included, as supplied by sportscotland and Sports Council for Wales.

[5] Choosing a date in the mid '70s ensures that the facility is included, whilst not overestimating its impact within the run.

Model Parameters used in the Analysis

Halls parameters

<table>
<tr><td>At one Time Capacity</td><td>24 users per 4-court hall,

13 users per 144 square meters of ancillary hall.</td></tr>
<tr><td>Catchment Maps</td><td>Car: 20 minutes
Walking: 1.6 km
Public transport: 20 minutes at about half the speed of a car

NOTE: Catchment times are indicative, within the context of a distance decay function of the model.</td></tr>
<tr><td>Duration</td><td>60 minutes</td></tr>
<tr><td>Percentage Participation

Frequency per week</td><td>
<table>
<tr><th>Age</th><th>0-15</th><th>16-24</th><th>25-34</th><th>35-44</th><th>45-59</th><th>60-79</th></tr>
<tr><td>Male</td><td>9.02</td><td>15.64</td><td>12.42</td><td>9.96</td><td>6.80</td><td>4.78</td></tr>
<tr><td>Female</td><td>8.36</td><td>14.10</td><td>13.38</td><td>13.51</td><td>11.73</td><td>9.80</td></tr>
</table>
<table>
<tr><th>Age</th><th>0-15</th><th>16-24</th><th>25-34</th><th>35-44</th><th>45-59</th><th>60-79</th></tr>
<tr><td>Male</td><td>1.17</td><td>1.00</td><td>0.94</td><td>0.99</td><td>1.04</td><td>1.18</td></tr>
<tr><td>Female</td><td>1.13</td><td>0.95</td><td>0.95</td><td>0.95</td><td>0.96</td><td>0.95</td></tr>
</table>
</td></tr>
<tr><td>Peak Period

Percentage in Peak Period</td><td>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

62%</td></tr>
</table>

APPENDIX 4: FACILITY PLANNING MODEL REPORT – SWIMMING POOLS

SPORT ENGLAND

Creating a lifelong sporting habit

Strategic Assessment of need for Swimming Pools Provision in Medway Council

Facilities Planning Model

National Run

2016 Profile Report

January 2017

Contents

1. Introduction

1.1. This report and the accompanying maps provide a strategic assessment of the current level of provision for swimming pools in Medway. This assessment uses Sport England's Facilities Planning Model and the data from National Facilities Audit run as of January 2016.

1.2. The information contained within the report should be read alongside the two appendices. Appendix 1 sets out the facilities that have been included within this analysis together with those that have been excluded. Appendix 2 provides background to the Facilities Planning Model (FPM), facility inclusion criteria and the model parameters.

1.3. The FPM modelling and dataset builds in a number of assumptions as set out in Appendix 2 regarding the supply and demand of provision. This report should not be considered in isolation and it is recommended that this analysis should form part of a wider assessment of provision at the local level, using other available information and knowledge. The FPM outputs should be used in conjunction with other data and information provided by (a) sports perspective (NGB and local clubs & teams), and for; (b) a local perspective (from the LA/facility providers/community).

1.4. To help with comparative analysis, the data outputs for Medway are compared with national and regional averages and also data for neighbouring authorities in Kent (Gravesham, Maidstone, Swale and Tonbridge & Malling) too.

2. Supply of Swimming Pools

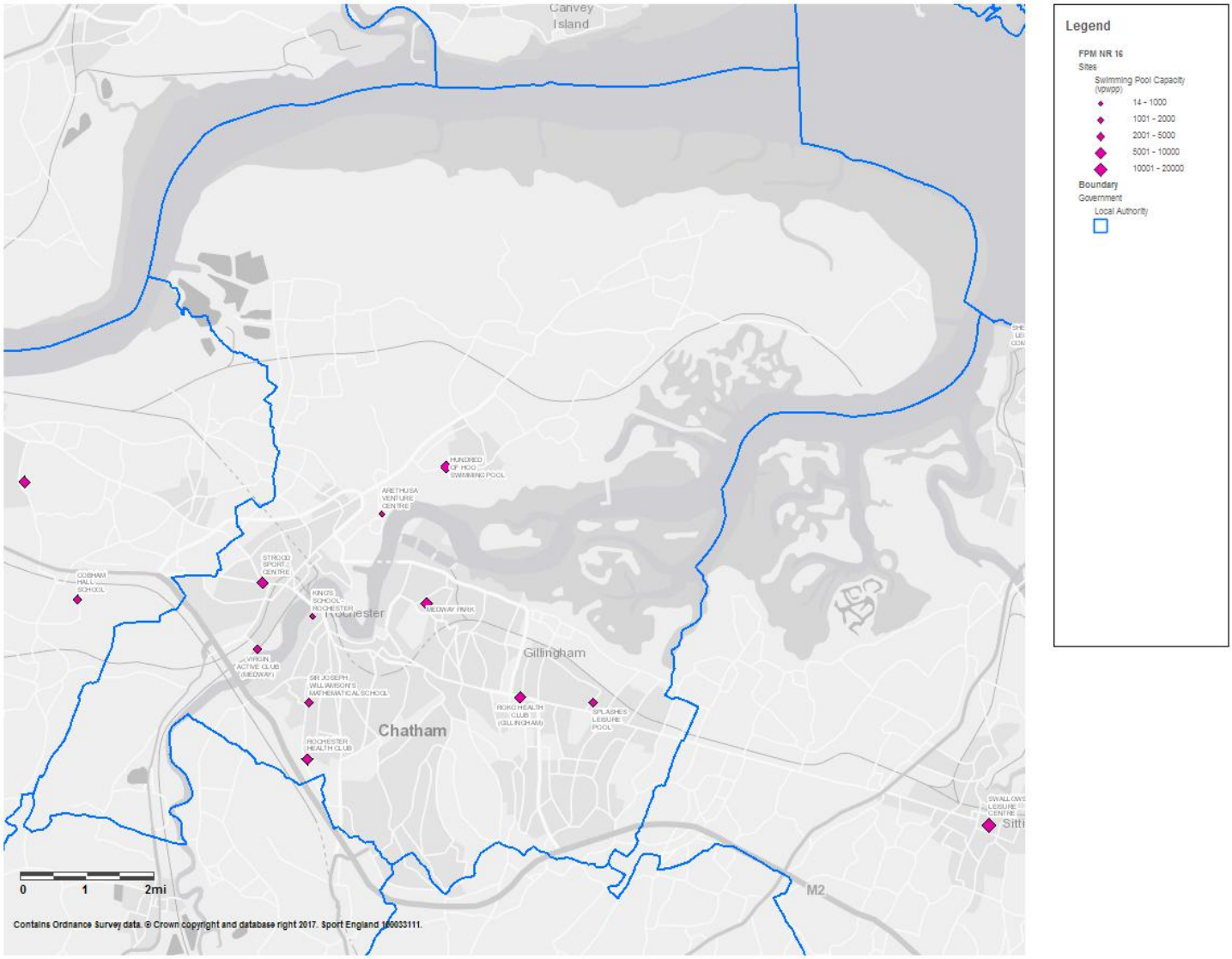
Table 1 - Supply	Medway	England	South East	Gravesham	Maidstone	Swale	Tonbridge & Malling
Number of pools	16	3,051	557	4	11	6	8
Number of pool sites	10	2,136	382	3	7	3	5
Supply of total water space in sqm	3,054	685,276	122,818	1,081	2,375	1,599	1,978
Supply of publicly available water space in sqm (scaled with hrs avail in pp)	2,488	572,957	100,185	868	1,883	1,298	1,595
Supply of total water space in VPWPP	21,568	4,967,540	868,608	7,528	16,327	11,253	13,829
Waterspace per 1000	10.99	12.45	13.66	10.21	14.44	11.09	15.62

2.1. The analysis, using the Active Places database, identifies a supply of 16 swimming pools at 10 different sites within Medway:

Facility Name	Pool Size	Lanes	Date Built	Refurbished	Public/Commercial
Arethusa Venture Centre	22x7m– 154m²	4	1935		P
Hundred of Hoo Swimming Pool Main Pool Teaching Pool	 25x10m – 250m² 10x10m – 100m²	4	 1973 1973		P
King's School Rochester	25x8m – 200m²	4	2001		P
Medway Park Main Pool Teaching Pool Diving Pool	 25x12.5m – 325m² 12x10m – 120m² 10x10m – 100m²	6	 1973 1973 1973		P
Rochester Health Club	20x16m – 320m²		2001		C
Roko Health Club (Gillingham) Main Pool Teaching Pool	 20x8m – 160m² 10x8m – 80m²	2	 2006 2006		C
Sir Joseph Williamson's Mathematical School	2x12m – 300m²	6	1978		P

Facility Name	Pool Size	Lanes	Date Built	Refurbished	Public/Commercial
Splashes Leisure Pool	25x10m– 250m²	4	1990		P
Strood Sports Centre Main Pool Teaching Pool	 12x16m – 400m² 12x7m – 84m²	 8	 1977 1977		P
Virgin Active Club (Medway) Main Pool Teaching Pool	 25x8m – 200m² 8x3m – 24m²	 3 0	 1997	2004	C

2.2. The following map illustrates the location of the swimming pools within Medway highlighting the spread of the pools across the authority area.



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2.3. Medway has a supply of 10.9m² of water space per 1,000 of population. This figure is lower than the figures for England and the South East Region and is also lower than all but one of the other local authorities included within this analysis.

2.4. 7 of the sites are classified as being public whilst the other 3 are classified as commercial. Of the public sites, 4 are local authority facilities, 2 are found on educational sites and the other is owned by a community organisation.

2.5. The number of hours available a week does, unsurprisingly, vary across the different sites. For example, the main pool at Medway Park is available for 109 hours per week whilst the pool at King's School Rochester is available for 9 hours per week. The main pool at Strood Sports Centre is available for 100 hours per week whilst the main pool at Hundred of Hoo Swimming Pool is available for 71¼ hours per week.

3. Demand for Swimming Pools

Table 2 - Demand	Medway	England	South East	Gravesham	Maidstone	Swale	Tonbridge & Malling
Population	277,854	55,041,149	8,990,890	105,825	164,457	144,229	126,626
Swims demanded – vpwpp	18,269	3,560,619	576,974	6,899	10,518	9,248	8,183
Equivalent in waterspace – with comfort factor included	3,032	590,910	95,753	1,145	1,746	1,535	1,358
% of population without access to a car	21	24.90	17.60	21.90	15.40	19.40	13

3.1. The model predicts that Medway's population generates an amount of swimming pool demand that equates to 18,269 visits per week in the peak period.

3.2. The model analyses this demand and converts it to a facility equivalent – 3,032m² of water space in this case. This includes a built-in comfort factor that helps to ensure that any "target figure" includes additional space so as to make sure that any facilities are not going to be at 100% of their theoretical capacity. For more information on the Comfort Factor see notes in Appendix 2.

3.3. The % of Medway's population without access to a car is 21% which is slightly lower than the national and regional averages. This figure does suggest however that some of the demand created within the district is likely to depend on public transport and/or walking in order to be mobile.

4. Supply & Demand Balance

Table 3 - Supply/Demand Balance	Medway	England	South East	Gravesham	Maidstone	Swale	Tonbridge & Malling
Supply - Swimming pool provision (sqm) scaled to take account of hours available for community use	2,488	572,957	100,185	868	1,883	1,298	1,595
Demand - Swimming pool provision (sqm) taking into account a 'comfort' factor	3,032	590,910	95,753	1,145	1,746	1,535	1,358
Supply / Demand balance - Variation in sqm of provision available compared to the minimum required to meet demand	- 544	- 17,953	4,432	- 277	138	- 237	237

4.1. The analysis suggests that the current supply of water space is insufficient to meet the demand that is generated by the current population of Medway.

4.2. The Supply/Demand Balance identifies a significant 'shortfall' of 544m² of water space. This is a very simplistic picture of the overall supply and demand across Medway. The resident population is estimated to generate a demand for 3,032m² worth of water space. This compares to a current available supply of 2,488m² of water space giving a negative supply/demand balance of 544m² of water space.

Please Note: This section only provides a 'global' view of provision and does not take account of the location, nature and quality of facilities in relation to demand; how accessible facilities are to the resident population (by car and on foot); nor does it take account of facilities in adjoining authority areas. These are covered in the more detailed modelling set out in the following sections.

5. Satisfied Demand - demand from Medway residents currently being met by supply

Table 4 - Satisfied Demand	Medway	England	South East	Gravesham	Maidstone	Swale	Tonbridge & Malling
Total number of visits which are met - vpwpp	16,946	3,264,096	537,564	6,302	9,776	8,431	7,700
% of total demand satisfied	92.8	91.7	93.2	91.3	92.9	91.2	94.1
% of demand satisfied who travelled by car	79.9	75	82.44	80.35	87.07	81.88	87.76
% of demand satisfied who travelled by foot	11.35	15.61	10.98	10.39	5.45	12.62	7.14
% of demand satisfied who travelled by public transport	8.75	9.39	6.59	9.26	7.48	5.5	5.1
Demand Retained	14,689	3,262,183	523,535	4,948	8,105	7,873	5,614
Demand Retained - as a % of Satisfied Demand	86.7	99.9	97.4	78.5	82.9	93.4	72.9
Demand Exported	2,256	1,913	14,030	1,354	1,671	558	2,086
Demand Exported - as a % of Satisfied Demand	13.3	0.1	2.6	21.5	17.1	6.6	27.1

5.1. The model suggests that 92.8% of the demand generated by the residents of Medway (16,946 vpwpp) is currently being met. This is slightly above the national figure and just below the regional figure. It is above the levels modelled for 2 of the 4 neighbouring authority areas included within this analysis too.

5.2. The model suggests that 86.7% of the demand that is currently satisfied is being met by swimming pool provision within Medway – a figure that equates to 14,689 visits per week in the peak period.

5.3. Therefore, the model forecasts that 13.3% (2,256 vpwpp) of the demand satisfied is being exported out of Medway and being met by facility provision in neighbouring authorities

5.4. The model forecasts that circa 20% of the demand that is being satisfied is from people that travel by public transport or by foot.

6. Unmet Demand - demand from Medway residents not currently being met

Table 5 - Unmet Demand	Medway	England	South East	Gravesham	Maidstone	Swale	Tonbridge & Malling
Total number of visits in the peak, not currently being met	1,323	296,523	39,410	597	742	817	483
Unmet demand as a % of total demand	7.2	8.3	6.8	8.7	7.1	8.8	5.9
Equivalent in Water space m2 - with comfort factor	220	49,210	6,540	99	123	136	80
% of Unmet Demand due to;							
Lack of Capacity -	10.1	11.2	6.8	15.0	0.2	0.9	0.3
Outside Catchment -	89.9	88.8	93.2	85.0	99.8	99.1	99.7
Outside Catchment;	89.9	88.8	93.2	85.0	99.8	99.1	99.7
% Unmet demand who do not have access to a car	77.8	68.79	71.79	74.26	79.59	73.75	79.28
% of Unmet demand who have access to a car	12.14	20.04	21.44	10.75	20.24	25.35	20.39
Lack of Capacity;	10.1	11.2	6.8	15.0	0.2	0.9	0.3
% Unmet demand who do not have access to a car	7.9	8.6	4.1	12.6	0	0.4	0.2
% of Unmet demand who have access to a car	2.2	2.6	2.7	2.4	0.2	0.5	0.1

6.1. The scale of anticipated unmet demand has been highlighted by the analysis – the model predicts that 1,323 visits per week in the peak period, (a figure that is 7.2% of the total demand created in Medway) are currently not being met. As a percentage, the level of unmet demand is lower than the national figure and just above the regional figure.

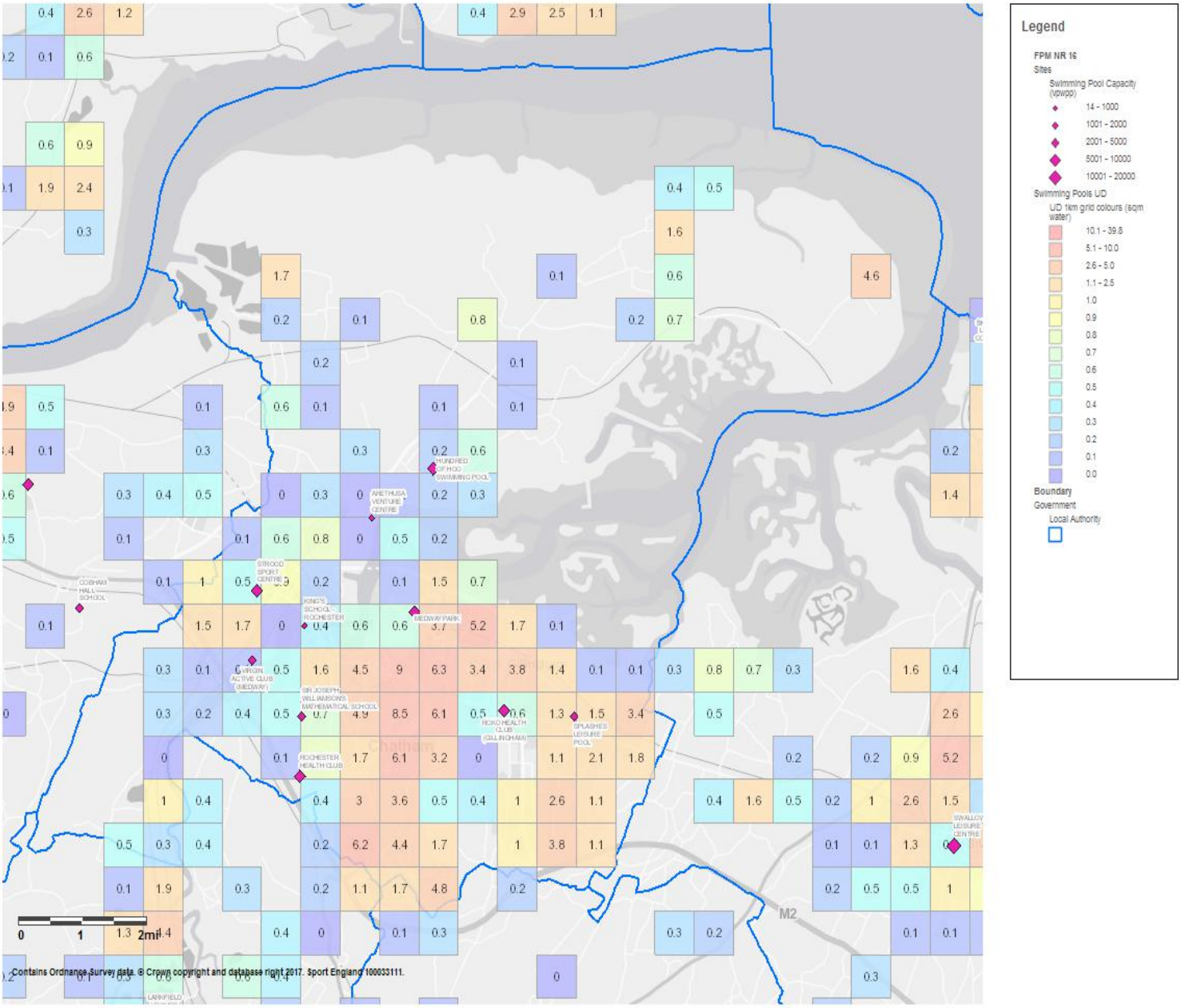
6.2. The model also equates this unmet demand to an equivalent amount of water space – 220m² in this instance. This amount of water space is approximately equivalent to a 4-lane 25m pool.

6.3. The data suggests that a significant proportion of this unmet demand (89.9%) is caused by people living outside of the catchment of an existing swimming pool facility. The model forecasts that 10.1% of the unmet demand is due to a lack of capacity at current facilities.

6.4. The following map shows unmet demand within Medway. The 1km grid areas with the highest comparable levels of unmet demand can be found, primarily, in and around Chatham. Higher levels of unmet demand can also be found in areas on the borders with Tonbridge & Malling, Maidstone and Swale and on the Hoo peninsular.

Facilities Planning Model - National Runs - Swimming Pools 2016 Unmet Demand

Unmet Demand expressed as square metres of water (round to two decimal places). Data outputs shown thematically (colours) at either output area level or aggregated at 1km square (figure labels).



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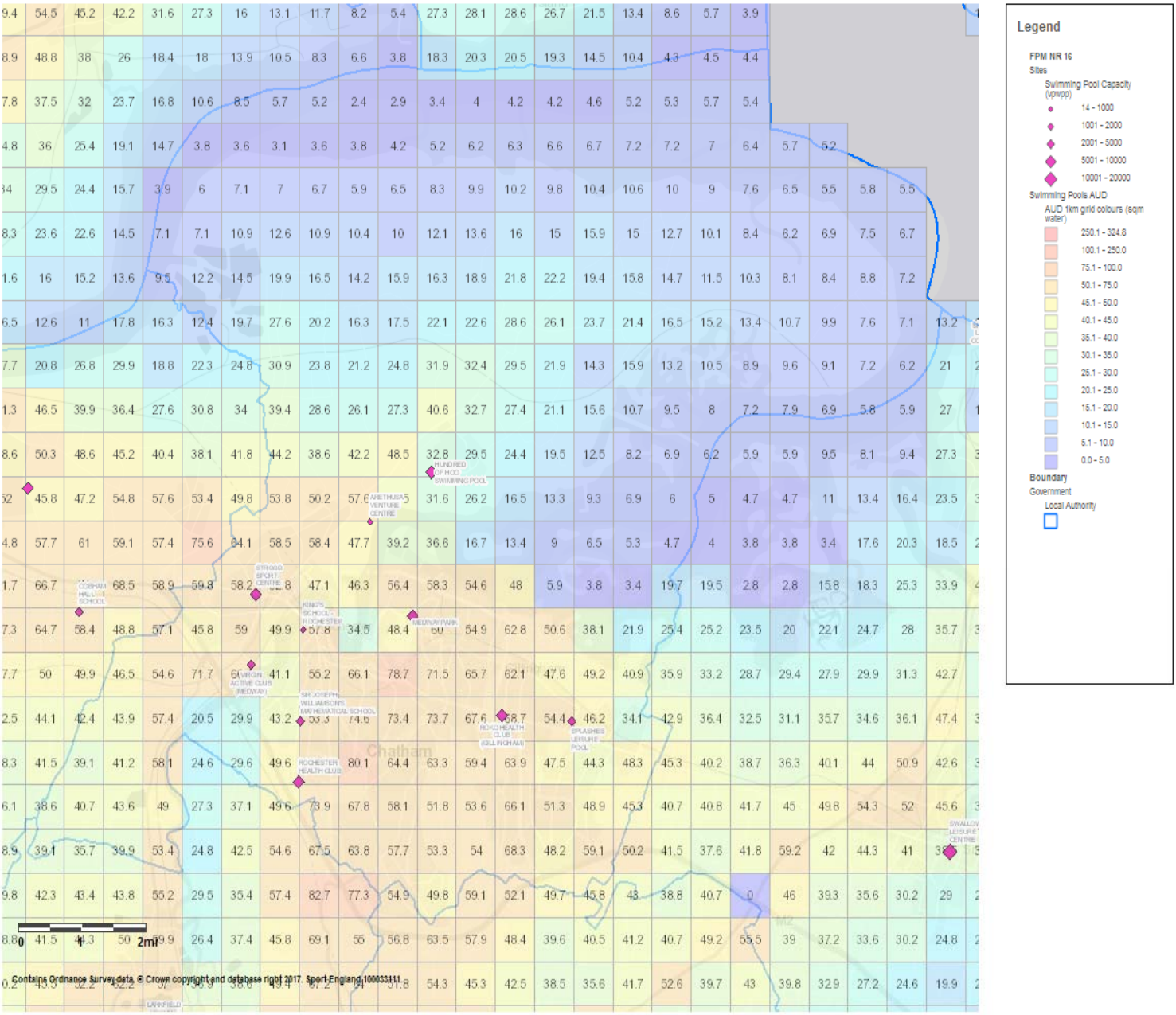
6.5. The following map shows Aggregated Unmet Demand (AUD) across Medway and further highlights that the comparable highest levels of Unmet Demand can be found, primarily, within and around Chatham.

Facilities Planning Model - National Runs - Swimming Pools 2016 Aggregated Unmet Demand

Aggregated Unmet Demand expressed as square metres of water (rounded to two decimal places). Data outputs shown thematically (colours) at 1km square (figure labels).



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7. Used Capacity - How well used are the facilities?

Table 6 - Used Capacity	Medway	England	South East	Gravesham	Maidstone	Swale	Tonbridge & Malling
Total number of visits used of current capacity	16,554	3,264,520	543,353	6,822	10,164	8,488	8,016
% of overall capacity of pools used	76.8	65.7	62.6	90.6	62.3	75.4	58
% of visits made to pools by walkers	11.6	15.6	10.9	9.6	5.3	12.5	6.8
% of visits made to pools by road	88.4	84.4	89.1	90.4	94.7	87.5	93.2
Visits Imported:							
Number of visits imported	1,864	2,337	19,818	1,874	2,059	615	2,402
As a % of used capacity	11.3	0.1	3.6	27.5	20.3	7.2	30
Visits Retained:							
Number of Visits retained	14,689	3,262,183	523,535	4,948	8,105	7,873	5,614
As a % of used capacity	88.7	99.9	96.4	72.5	79.7	92.8	70

7.1. The model forecasts that the swimming pools in Medway are being used at 76.8% capacity during the peak periods each week. This is higher than the national figure (65.7%) and the regional figure (62.6%). It is also higher than three of the neighbouring authorities included within this analysis.

7.2. The model estimates that 1,864 vpwpp (11.3% of the overall used capacity) are imported into Medway from neighbouring authority areas.

7.3. As a guide, the FPM identifies that swimming pools with a used capacity of 70% and above are considered to be busy. Those that have a used capacity of 100% are considered to be theoretically full all the time in the peak periods.

7.4. Therefore, in general terms, the current supply of swimming pools within Medway are considered be busy.

7.5. Further detailed analysis highlights that the model has forecast the following used capacity figures for the respective sites within Medway:

- Arethusa Venture Centre – 33%
- Hundred of Hoo Swimming Pool – 46%
- King's School Rochester – 100%
- Medway Park – 100%
- Rochester Health Club – 52%
- Roko Health Club (Gillingham) – 82%
- Sir Joseph Williamson's Mathematical School – 94%
- Splashes Leisure Pool – 100%
- Strood Sport Centre – 90%
- Virgin Active Club (Medway) – 43%

7.6. This analysis suggests that the pools at 3 of the local authority facilities – Medway Park, Splashes Leisure Pool and Strood Sports Centre - are likely to be extremely busy or even full during the weekly peak periods with potentially limited capacity for further usage during these times. This underlines their importance for the community.

7.7. Interestingly, the model forecasts that the other council facility, Hundred of Hoo Swimming Pool, may well have some capacity for increasing levels of usage.

7.8. The model forecasts that the pools at the two educational sites are also likely to be extremely busy during the weekly peak periods too. It must be noted that the pool at King's Rochester does appear to be publicly available for only 6 hours per week in the weekly peak periods.

7.9. Whilst the model suggests that the pools at the Roko Health Club are likely to be busy, the data does suggest that there may well be capacity at the two other commercial sites for increased levels of community usage – this is of course dependent on the affordability of these facilities for the population.

8. Summary and Conclusions

8.1. Swimming Pool supply equates to 10.99m² of water space per 1,000 of population. This figure is below the comparable figures for England and the South East Region.

8.2. The simplistic analysis of 'supply vs demand' in relation to swimming pools within Medway suggests that current supply is unable to meet current levels of demand from the resident population – it suggests that there is a significant shortfall in provision.

8.3. Of the 10 swimming pool sites included within this analysis, 4 are public local authority facilities, 2 are on educational sites, 1 is owned by a community organisation and the other 3 are commercial club facilities.

8.4. Levels of satisfied demand within Medway are forecast to be at 92.8% - this is in-between the national and regional figures. This equates to 16,946 visits per week in the peak periods being met.

8.5. Unmet demand is therefore forecast as being 7.2%. The model suggests that 1,323 visits per week in the peak period are not being met by the current supply of water space. The model has converted this to an equivalent amount of water space – 220m².

8.6. Areas with comparably higher levels of unmet demand and aggregated unmet demand can be seen across the authority area but, they are primarily concentrated within and around Chatham.

8.7. The swimming pools within Medway are forecast to be operating at 76.8% used capacity during the weekly peak period - this is above national and regional levels. 3 of the 4 local authority facilities are forecast as being extremely busy or even full in the weekly peak periods with potentially limited opportunities for increased levels of usage.

8.8. The data suggests that consideration could be given to increasing the level of publicly available swimming pool provision currently available in Medway.

Appendix 1: Medway Swimming Pools Included/Excluded

Facilities Included within the National Run FPM Analysis in Medway:

Name of facility	Pool Size	Lanes	Year Built	Year Refurb	Weight Factor	Hours in Normal Peak Period	Community Hours Available	Facility Capacity - vpwpp	% of Capacity used
Arethusa Venture Centre	22x7m– 154m²	4	1935		20%	29	32.5	744	33%
Hundred of Hoo Swimming Pool Main Pool Teaching Pool	 25x10m – 250m² 10x10m – 100m²	4	 1973 1973		36%	43.25	71.25	2,102	46%
King's School Rochester	25x8m – 200m²	4	2001		91%	6	9	200	100%
Medway Park Main Pool Teaching Pool Diving Pool	 25x12.5m – 325m² 12x10m – 120m² 10x10m – 100m²	6	 1973 1973 1973		36%	 51 36 23.5	 109 70 25	3,764	100%
Rochester Health Club	20x16m – 320m²		2001		91%	52	104	2,773	52%
Roko Health Club (Gillingham) Main Pool Teaching Pool	 20x8m – 160m² 10x8m – 80m²	2	 2006 2006		97%	 51 51	 99.5 99.5	2,040	82%
Sir Joseph Williamson's Mathematical School	2x12m – 300m²	6	1978		45%	39.5	41	1,975	94%
Splashes Leisure Pool	25x10m– 250m²	4	1990		72%	44	85.5	1,833	100%
Strood Sports Centre Main Pool Teaching Pool	 12x16m – 400m² 12x7m – 84m²	8	 1977 1977		43%	 52 52	 100 100	4,195	90%
Virgin Active Club (Medway) Main Pool Teaching Pool	 25x8m – 200m² 8x3m – 24m²	 3 0	1997	2004	91%	 52 52	 104 104	1,941	43%

Facilities Excluded

The audit excludes facilities that are deemed to be either for private use, too small, if they are a lido pool, closed or there is a lack of information, particularly relating to hours of use. The following facilities were deemed to fall under one or more of these categories and therefore excluded from the modelling:

Facility Name	Reason for Exclusion
Bridgewood Manor	Too Small
Halling Primary School	Too Small and Private Use
Hilltop Primary School	Too Small
Roffen Sports Club	Too Small
Spirit Health Club (Rochester)	Too Small
St Margaret's CofE Junior School	Closed
Strand Leisure Pool & Park	Lido
Waterfront Leisure (Gillingham)	Too Small

Appendix 2 – Model description, Inclusion Criteria and Model Parameters

Included within this appendix are the following:

- Model description
- Facility Inclusion Criteria
- Model Parameters

Model Description

1. Background

1.1. The Facilities Planning Model (FPM) is a computer-based supply/demand model, which has been developed by Edinburgh University in conjunction with sportscotland and Sport England since the 1980s.

1.2. The model is a tool to help to assess the strategic provision of community sports facilities in an area. It is currently applicable for use in assessing the provision of sports halls, swimming pools, indoor bowls centres and artificial grass pitches.

2. Use of FPM

2.1. Sport England uses the FPM as one of its principal tools in helping to assess the strategic need for certain community sports facilities. The FPM has been developed as a means of:

- assessing requirements for different types of community sports facilities on a local, regional or national scale;
- helping local authorities to determine an adequate level of sports facility provision to meet their local needs;
- helping to identify strategic gaps in the provision of sports facilities; and
- comparing alternative options for planned provision, taking account of changes in demand and supply. This includes testing the impact of opening, relocating and

closing facilities, and the likely impact of population changes on the needs for sports facilities.

2.2. Its current use is limited to those sports facility types for which Sport England holds substantial demand data, i.e. swimming pools, sports halls, indoor bowls and artificial grass pitches.

2.3. The FPM has been used in the assessment of Lottery funding bids for community facilities, and as a principal planning tool to assist local authorities in planning for the provision of community sports facilities. For example, the FPM was used to help assess the impact of a 50m swimming pool development in the London Borough of Hillingdon. The Council invested £22 million in the sports and leisure complex around this pool and received funding of £2,025,000 from the London Development Agency and £1,500,000 from Sport England[1].

3. How the model works

3.1. In its simplest form, the model seeks to assess whether the capacity of existing facilities for a particular sport is capable of meeting local demand for that sport, taking into account how far people are prepared to travel to such a facility.

3.2. In order to do this, the model compares the number of facilities (supply) within an area, against the demand for that facility (demand) that the local population will produce, similar to other social gravity models.

3.3. To do this, the FPM works by converting both demand (in terms of people), and supply (facilities), into a single comparable unit. This unit is 'visits per week in the peak period' (VPWPP). Once converted, demand and supply can be compared.

3.4. The FPM uses a set of parameters to define how facilities are used and by whom. These parameters are primarily derived from a combination of data including actual user surveys from a range of sites across the country in areas of good supply, together with participation survey data. These surveys provide core information on the profile of users, such as, the age and gender of users, how often they visit, the distance travelled,

[1] Award made in 2007/08 year.

duration of stay, and on the facilities themselves, such as, programming, peak times of use, and capacity of facilities.

3.5. This survey information is combined with other sources of data to provide a set of model parameters for each facility type. The original core user data for halls and pools comes from the National Halls and Pools survey undertaken in 1996. This data formed the basis for the National Benchmarking Service (NBS). For AGPs, the core data used comes from the user survey of AGPs carried out in 2005/6 jointly with Sportscotland.

3.6. User survey data from the NBS and other appropriate sources are used to update the models parameters on a regular basis. The parameters are set out at the end of the document, and the range of the main source data used by the model includes:

- National Halls & Pools survey data –Sport England
- Benchmarking Service User Survey data –Sport England
- UK 2000 Time Use Survey – ONS
- General Household Survey – ONS
- Scottish Omnibus Surveys – Sport Scotland
- Active People Survey - Sport England
- STP User Survey - Sport England & Sportscotland
- Football participation - The FA
- Young People & Sport in England – Sport England
- Hockey Fixture data - Fixtures Live
- Taking Part Survey – DCMS

4. Calculating Demand

4.1. This is calculated by applying the user information from the parameters, as referred to above, to the population[2]. This produces the number of visits for that facility that will be demanded by the population.

4.2. Depending on the age and gender make-up of the population, this will affect the number of visits an area will generate. In order to reflect the different population make-

[2] For example, it is estimated that 7.72% of 16-24 year old males will demand to use an AGP, 1.67 times a week. This calculation is done separately for the 12 age/gender groupings.

up of the country, the FPM calculates demand based on the smallest census groupings. These are Output Areas (OA)[3].

4.3. The use of OAs in the calculation of demand ensures that the FPM is able to reflect and portray differences in demand in areas at the most sensitive level based on available census information. Each OA used is given a demand value in VPWPP by the FPM.

5. Calculating Supply Capacity

5.1. A facility's capacity varies depending on its size (i.e. size of pool, hall, pitch number), and how many hours the facility is available for use by the community.

5.2. The FPM calculates a facility's capacity by applying each of the capacity factors taken from the model parameters, such as the assumptions made as to how many 'visits' can be accommodated by the particular facility at any one time. Each facility is then given a capacity figure in VPWPP. (See parameters in Section C).

5.3. Based on travel time information4 taken from the user survey, the FPM then calculates how much demand would be met by the particular facility having regard to its capacity and how much demand is within the facility's catchment. The FPM includes an important feature of spatial interaction. This feature takes account of the location and capacity of all the facilities, having regard to their location and the size of demand and assesses whether the facilities are in the right place to meet the demand.

5.4. It is important to note that the FPM does not simply add up the total demand within an area, and compare that to the total supply within the same area. This approach would not take account of the spatial aspect of supply against demand in a particular area. For example, if an area had a total demand for 5 facilities, and there were currently 6 facilities within the area, it would be too simplistic to conclude that there was an oversupply of 1 facility, as this approach would not take account of whether the 5

[3] Census Output Areas (OA) are the smallest grouping of census population data, and provides the population information on which the FPM's demand parameters are applied. A demand figure can then be calculated for each OA based on the population profile. There are over 171,300 OAs in England. An OA has a target value of 125 households per OA.

[4] To reflect the fact that as distance to a facility increases, fewer visits are made, the FPM uses a travel time distance decay curve, where the majority of users travel up to 20 minutes. The FPM also takes account of the road network when calculating travel times. Car ownership levels, taken from Census data, are also taken into account when calculating how people will travel to facilities.

facilities are in the correct location for local people to use them within that area. It might be that all the facilities were in one part of the borough, leaving other areas under provided. An assessment of this kind would not reflect the true picture of provision. The FPM is able to assess supply and demand within an area based on the needs of the population within that area.

5.5. In making calculations as to supply and demand, visits made to sports facilities are not artificially restricted or calculated by reference to administrative boundaries, such as local authority areas. Users are generally expected to use their closest facility. The FPM reflects this through analysing the location of demand against the location of facilities, allowing for cross boundary movement of visits. For example, if a facility is on the boundary of a local authority, users will generally be expected to come from the population living close to the facility, but who may be in an adjoining authority

6. Calculating capacity of Sports Hall – Hall Space in Courts(HSC)

6.1. The capacity of sports halls is calculated in the same way as described above with each sports hall site having a capacity in VPWPP. In order for this capacity to be meaningful, these visits are converted into the equivalent of main hall courts, and referred to as 'Hall Space in Courts' (HSC). This "court" figure is often mistakenly read as being the same as the number of 'marked courts' at the sports halls that are in the Active Places data, but it is not the same. There will usually be a difference between this figure and the number of 'marked courts' that is in Active Places.

6.2. The reason for this, is that the HSC is the 'court' equivalent of the all the main and ancillary halls capacities, this is calculated based on hall size (area), and whether it's the main hall, or a secondary (ancillary) hall. This gives a more accurate reflection of the overall capacity of the halls than simply using the 'marked court' figure. This is due to two reasons:

6.3. In calculating capacity of halls, the model uses a different 'At-One-Time' (AOT) parameter for main halls and for ancillary halls. Ancillary halls have a great AOT capacity than main halls - see below. Marked Courts can sometimes not properly reflect the size of the actual main hall. For example, a hall may be marked out with 4 courts, when it

has space for 5 courts. As the model uses the 'courts' as a unit of size, it is important that the hall's capacity is included as a 5 'court unit' rather than a 4 'court unit'

6.4. The model calculates the capacity of the sports hall as 'visits per week in the peak period' (VPWPP), it then uses this unit of capacity to compare with the demand, which is also calculated as VPWPP. It is often difficult to visualise how much hall space is when expressed as vpwpp. To make things more meaningful this capacity in VPWPP is converted back into 'main hall court equivalents', and is called in the output table 'Hall Space in Courts'.

7. Facility Attractiveness – for halls and pools only

7.1. Not all facilities are the same and users will find certain facilities more attractive to use than others. The model attempts to reflect this by introducing an attractiveness weighting factor, which effects the way visits are distributed between facilities. Attractiveness however, is very subjective. Currently weightings are only used for hall and pool modelling, with a similar approach for AGPs is being developed.

7.2. Attractiveness weightings are based on the following:

7.2.1. Age/refurbishment weighting – pools & halls - the older a facility is, the less attractive it will be to users. It is recognised that this is a general assumption and that there may be examples where older facilities are more attractive than newly built ones due to excellent local management, programming and sports development. Additionally, the date of any significant refurbishment is also included within the weighting factor; however, the attractiveness is set lower than a new build of the same year. It is assumed that a refurbishment that is older than 20 years will have a minimal impact on the facilities attractiveness. The information on year built/refurbished is taken from Active Places. A graduated curve is used to allocate the attractiveness weighting by year. This curve levels off at around 1920 with a 20% weighting. The refurbishment weighting is slightly lower than the new built year equivalent.

7.2.2. Management & ownership weighting – halls only - due to the large number of halls being provided by the education sector, an assumption is made that in general, these halls will not provide as balanced a program than halls run by

LAs, trusts, etc, with school halls more likely to be used by teams and groups through block booking. A less balanced programme is assumed to be less attractive to a general, pay & play user, than a standard local authority leisure centre sports hall, with a wider range of activities on offer.

7.3. To reflect this, two weightings curves are used for education and non-education halls, a high weighted curve, and a lower weighted curve;

7.3.1. High weighted curve - includes Non education management - better balanced programme, more attractive.

7.3.2. Lower weighted curve - includes Educational owned & managed halls, less attractive.

7.4. Commercial facilities – halls and pools - whilst there are relatively few sports halls provided by the commercial sector, an additional weighing factor is incorporated within the model to reflect the cost element often associated with commercial facilities. For each population output area the Indices of Multiple Deprivation (IMD) score is used to limit whether people will use commercial facilities. The assumption is that the higher the IMD score (less affluence) the less likely the population of the OA would choose to go to a commercial facility.

8. Comfort Factor – halls

8.1. As part of the modelling process, each facility is given a maximum number of visits it can accommodate, based on its size, the number of hours it's available for community use and the 'at one time capacity' figure (pools =1 user /6m2 , halls = 6 users /court). This is gives each facility a "theoretical capacity".

8.2. If the facilities were full to their theoretical capacity then there would simply not be the space to undertake the activity comfortably. In addition, there is a need to take account of a range of activities taking place which have different numbers of users, for example, aqua aerobics will have significantly more participants, than lane swimming sessions. Additionally, there may be times and sessions that, whilst being within the peak period, are less busy and so will have fewer users.

8.3. To account of these factors the notion of a 'comfort factor' is applied within the model. For swimming pools 70%, and for sports halls 80%, of its theoretical capacity is considered as being the limit where the facility starts to become uncomfortably busy. (Currently, the comfort factor is NOT applied to AGPs due to the fact they are predominantly used by teams, which have a set number of players and so the notion of having 'less busy' pitch is not applicable.)

8.4. The comfort factor is used in two ways;

8.4.1. Utilised Capacity - How well used is a facility? 'Utilised capacity' figures for facilities are often seen as being very low, 50-60%, however, this needs to be put into context with 70-80% comfort factor levels for pools and halls. The closer utilised capacity gets to the comfort factor level, the busier the facilities are becoming. You should not aim to have facilities operating at 100% of their theoretical capacity, as this would mean that every session throughout the peak period would be being used to its maximum capacity. This would be both unrealistic in operational terms and unattractive to users.

8.4.2. Adequately meeting Unmet Demand – the comfort factor is also used to increase the amount of facilities that are needed to comfortably meet the unmet demand. If this comfort factor is not added, then any facilities provided will be operating at its maximum theoretical capacity, which is not desirable as a set out above.

9. Utilised Capacity (used capacity)

9.1. Following on from Comfort Factor section, here is more guidance on Utilised Capacity.

9.2. Utilised capacity refers to how much of facilities theoretical capacity is being used. This can, at first, appear to be unrealistically low, with area figures being in the 50-60% region. Without any further explanation, it would appear that facilities are half empty. The key point is not to see a facilities theoretical maximum capacity (100%) as being an optimum position. This, in practise, would mean that a facility would need to be completely full every hour it was open in the peak period. This would be both unrealistic from an operational perspective and undesirable from a user's perspective, as the facility would completely full.

9.3. For examples:

A 25m, 4 lane pool has Theoretical capacity of 2260 per week, during 52 hour peak period.

	4-5pm	5-6pm	6-7pm	7-8pm	8-9pm	9-10pm	Total Visits for the evening
Theoretical max capacity	44	44	44	44	44	44	264
Actual Usage	8	30	35	50	15	5	143

9.4. Usage of a pool will vary throughout the evening, with some sessions being busier than others though programming, such as, an aqua-aerobics session between 7-8pm, lane swimming between 8-9pm. Other sessions will be quieter, such as between 9-10pm. This pattern of use would give a total of 143 swims taking place. However, the pool's maximum capacity is 264 visits throughout the evening. In this instance the pools utilised capacity for the evening would be 54%.

9.5. As a guide, 70% utilised capacity is used to indicate that pools are becoming busy, and 80% for sports halls. This should be seen only as a guide to help flag up when facilities are becoming busier, rather than a 'hard threshold'.

10. Travel times Catchments

10.1. The model uses travel times to define facility catchments in terms of driving and walking.

10.2. The Ordnance Survey (OS) Integrated Transport Network (ITN) for roads has been used to calculate the off-peak drive times between facilities and the population, observing one-way and turn restrictions which apply, and taking into account delays at junctions and car parking. Each street in the network is assigned a speed for car travel based on the attributes of the road, such as the width of the road, and geographical location of the road, for example the density of properties along the street. These travel times have been derived through national survey work, and so are based on actual travel patterns of users. The road speeds used for Inner & Outer London Boroughs have been further enhanced by data from the Department of Transport.

10.3. The walking catchment uses the OS Urban Path Network to calculate travel times along paths and roads, excluding motorways and trunk roads. A standard walking speed of 3 mph is used for all journeys

10.4. The model includes three different modes of travel, by car, public transport & walking. Car access is also taken into account, in areas of lower access to a car, the model reduces the number of visits made by car, and increases those made on foot.

10.5. Overall, surveys have shown that the majority of visits made to swimming pools, sports halls and AGPs are made by car, with a significant minority of visits to pools and sports halls being made on foot.

Facility	Car	Walking	Public transport
Swimming Pool	76%	15%	9%
Sports Hall	77%	15%	8%
AGP			
Combined	83%	14%	3%
Football	79%	17%	3%
Hockey	96%	2%	2%

10.6. The model includes a distance decay function; where the further a user is from a facility, the less likely they will travel. The set out below is the survey data with the % of visits made within each of the travel times, which shows that almost 90% of all visits, both car borne or walking, are made within 20 minutes. Hence, 20 minutes is often used as a rule of thumb for catchments for sports halls and pools.

	Sport halls		Swimming Pools	
Minutes	Car	Walk	Car	Walk
0-10	62%	61%	58%	57%
10-20	29%	26%	32%	31%
20 -40	8%	11%	9%	11%

10.7. For AGPs, there is a similar pattern to halls and pools, with Hockey users observed as travelling slightly further (89% travel up to 30 minutes). Therefore, a 20 minute travel time can also be used for 'combined' and 'football', and 30 minutes for hockey.

Artificial Grass Pitches						
	Combined		Football		Hockey	
Minutes	Car	Walk	Car	Walk	Car	Walk
0-10	28%	38%	30%	32%	21%	60%
10-20	57%	48%	61%	50%	42%	40%
20 -40	14%	12%	9%	15%	31%	0%

NOTE: These are approximate figures, and should only be used as a guide.

Inclusion Criteria used within analysis

Swimming Pools

The following inclusion criteria were used for this analysis;

- Include all Operational Indoor Pools available for community use i.e. pay and play, membership, Sports Club/Community Association
- Exclude all pools not available for community use i.e. private use
- Exclude all outdoor pools i.e. Lidos
- Exclude all pools where the main pool is less than 20 meters OR is less than 160 square meters.
- Include all 'planned', 'under construction, and 'temporarily closed' facilities only where all data is available for inclusion.
- Where opening times are missing, availability has been included based on similar facility types.
- Where the year built is missing assume date 1975[5].

Facilities in Wales and the Scottish Borders included, as supplied by sportscotland and Sports Council for Wales.

Model Parameters used in the Analysis

Pool Parameters

At one Time Capacity		0.16667 per square metre = 1 person per 6 square meters	
Catchment Maps		Car: 20 minutes Walking: 1.6 km Public transport: 20 minutes at about half the speed of a car NOTE: Catchment times are indicative, within the context of a distance decay function of the model.	
Duration		60 minutes for tanks and leisure pools	

[5] Choosing a date in the mid '70s ensures that the facility is included, whilst not overestimating its impact within the run.

Percentage Participation

Age	0 - 15	16 - 24	25 - 39	40 - 59	60-79	80+
Male	10.39	7.58	9.39	8.05	4.66	1.74
Female	13.78	14.42	16.04	12.50	7.52	1.56

Frequency per week

Age	0 - 15	16 - 24	25 - 39	40 - 59	60-79	80+
Male	1.11	1.06	0.96	1.03	1.26	1.49
Female	1.08	0.98	0.88	1.01	1.13	1.19

Peak Period

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

Percentage in Peak Period

63%