

# Warrington Borough Council

## Sports Facilities Strategic Needs Assessment

April 2015

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## **1. Introduction**

- 1.1.** The Borough of Warrington is bordered by Halton, Cheshire West and Chester, and Cheshire East boroughs in the Ceremonial County of Cheshire and by the metropolitan boroughs of Trafford, Salford and Wigan in Greater Manchester and St. Helens in Merseyside. It serves a population of over 200,000 people.
- 1.2.** The last needs assessment carried out was in 2006 with a Sports Facilities Strategy produced that year. The recommendations within the previous strategy were four critical opportunities which were needed to drive forward the future provision of sport and leisure facilities in the Borough. These were:

  - Continued investment in the existing Dual-use facilities (Broomfield's, Great Sankey), and in Birchwood Tennis and Leisure Complex
  - Investment in the Orford Park Project
  - Linking the replacement of Woolston Leisure Centre into the BSF Programme, and the development of the existing site
  - On-going partnerships with the Borough's secondary schools to develop a second level of community sports and leisure provision
- 1.3.** In October 2014 Warrington Borough Council commissioned LiveWire Warrington to undertake a Sports Facilities strategic needs assessment, as it is recognised that providing high quality sporting facilities, in the right locations across the borough, is a fundamental element in achieving the corporate aim of becoming the most active borough in the North West by 2020.
- 1.4.** This needs assessment provides a clear understanding of facility needs locally. It takes into consideration all the provision that currently exists in Warrington (supply) and cross-references this with the current and future needs of the boroughs population (demand).
- 1.5.** The action plan focuses only on sports facilities currently owned by the Council, many of which are currently operated by external organisations through management arrangements.
- 1.6.** This needs assessment is tailored to a range of sports facilities. It is important to note that it focuses on the needs for formal sport and recreation activities and the sports facilities required to meet these needs. This needs assessment does not assess play, informal activities and wider open space needs.
- 1.7.** Running parallel to this needs assessment is the development of a Playing Pitch Strategy for Warrington which will assess the need for both natural and artificial grass playing pitches.
- 1.8.** This needs assessment has been carried out in accordance with Sport England's Assessing Needs and Opportunities Guidance (ANOG) to reflect current best practice for the analysis of provision of sports facilities.
- 1.9.** The needs assessment work has been produced in line with NPPF, which requires that (Paragraph 73, page 18): '...planning policies are based upon robust and up-to-date assessments of needs for open space, sport and recreation facilities and opportunities for new provision...'

**1.10.** The ANOG highlights 3 key stages an organisation should undertake and apply to conduct a robust needs assessment for sports facilities. This needs assessment is structured in accordance with these stages and details the steps that have been undertaken during each stage and presents the information this has generated.

- Stage A: Prepare and tailor your assessment
- Stage B: Gather information on supply and demand
- Stage C: Assessment – Bringing the information together

**1.11.** Once the assessment of need has been carried out, a Sports Facilities Strategy can be produced.

## **2. Preparing and tailoring the approach**

### **2.1. Purpose and objectives**

- 2.1.1. Warrington Borough Council's corporate vision for sport and physical activity is that 'Each year Warrington will become more active and healthier'.
- 2.1.2. The ultimate aim is that by 2020 'Warrington will be the most active borough in the North West'.
- 2.1.3. To achieve the aim and vision of the strategy there are a number of key themes that have been identified as key:
- Building the capacity of coaches, volunteers, leaders and instructors
  - Building the capacity of clubs and activity providers
  - Children and young people
  - Events
  - Facilities
  - Inclusion and intergenerational activity
  - Involving neighbourhoods
- 2.1.4. The vision for sports facilities in Warrington outlined in the Active Warrington strategy is 'To ensure there is access to affordable and fit for purpose sports facilities for the people of Warrington'.
- 2.1.5. The information and intelligence that has been derived through this needs assessment can be applied to many different situations.
- 2.1.6. The key aims identified as drivers for the developing an assessment of need for sporting facilities are to:
- Contribute to aims and objectives for improving health and well-being and increasing participation in sport.
  - Develop an action plan which will help to meet any current deficiencies; provide for future demands and feed into wider infrastructure planning work.
  - Identify potential changes and their impact on the supply of provision due to capital programmes e.g. for educational sites.
  - Inform the assessment of planning applications
  - Provide evidence to help protect and enhance existing provision.
  - Provide evidence to help secure internal and external funding.
  - Relate facility needs to sports development programmes and changes in how the sports are played.
- 2.1.7. The Active Warrington strategy has recently been extended and is the Council's Sport and Physical Activity strategy through to 2020. To fall in line with this, the needs assessment will consider the current needs of the population as well as future needs up to and including 2020.

## 2.2. Proportionate

- 2.2.1. As the ultimate purpose of the needs assessment is to produce a robust evidence base on which to write a strategic action plan for Warrington Borough Council's sports facilities, the approach is for the needs assessment to be undertaken on an authority wide basis.
- 2.2.2. Wherever possible it will take into consideration cross border issues such as the exporting and importing of demand.
- 2.2.3. As a borough wide assessment, it will require all parts of each stage outlined in point 1.10 to be undertaken across the range of sporting facility types identified below.

## 2.3. Sports scope

- 2.3.1. Given the importance of swimming pools, sports halls and playing pitches in providing opportunities for sport and recreational activities, it is expected that an assessment of need should include these facilities.
- 2.3.2. A Playing Pitch Strategy for Warrington is currently being developed in parallel with this assessment of need and therefore the assessment of playing pitches will be carried out through this separate piece of work.
- 2.3.3. When choosing the facilities to include in the assessment, some key questions were addressed to ensure the facilities chosen reflected the aim and objectives outlined earlier.
- 2.3.4. Figure 1 below shows the top 5 sports participated in within Warrington according to the Active People Survey (APS). The top 5 sports are gym (health and fitness), cycling, swimming, athletics and football.

**Figure 1: Top 5 sports in local authority with regional and England comparison**

Sport	Warrington		North West		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Gym	22.7	13.7%	18.1	11.0%	4,622.7	10.9%
Cycling	19.6	11.9%	13.1	7.9%	3,458.9	8.1%
Swimming	18.9	11.5%	19.2	11.6%	4,896.9	11.5%
Athletics	13.2	8.0%	10.2	6.2%	2,778.8	6.5%
Football	11.2	6.8%	11.3	6.8%	2,689.7	6.3%

**Figure 2: Specific Sport(s) that adults want to do most**

Sport	Warrington	
	No. (000s)	Rate
Swimming	20.0	12.1%
Cycling	12.1	7.4%
Gym	11.8	7.2%

- 2.3.5. Figure 2 highlights the main sports adults in Warrington identify as being one's they want to participate more in (latent demand). The top 3 sports identified are swimming, cycling and gym (health and fitness).
- 2.3.6. In addition to the statistics provided by APS, local intelligence has also been used to identify popular sports in the area that have an established or emerging voluntary and/or professional infrastructure to support its development.
- 2.3.7. Warrington is recognised as a strong rugby league town and was proud to be an official host town for the England and Wales 2013 Rugby League World Cup.
- 2.3.8. Warrington, specifically the West of the borough, has a number of large and well established football clubs.
- 2.3.9. England Handball headquarters are located in Warrington and the borough has developed the sport significantly over recent years. Handball is well established within local schools and there is a commitment to develop the sport at performance level following the recent merger of Warrington Wolves Handball Club with Salford Handball Club.
- 2.3.10. Over recent years Warrington has developed informal running and cycling groups that have been hugely successful in increasing participation locally.
- 2.3.11. Additional sports that have been identified as being key sports locally either by local partners or through engagement with National Governing Bodies of Sport include badminton, basketball, lacrosse, orienteering and tennis.
- 2.3.12. As part of the assessment of needs NGBs were engaged from the outset to establish and/or confirm whether they have any strategic priorities for Warrington.
- 2.3.13. This assessment of need focuses on the need for formal sports facilities. It does not look at informal open space which provides valuable opportunities for participation in sport and we have seen this locally through the development of running groups (athletics) utilising quality parks and streets for delivery. In addition it does not look at playing pitch provision as the playing pitch strategy is being developed in parallel.
- 2.3.14. Based on the information above, the assessment identifies and assesses the provision of the sports facility types listed below:
- Indoor swimming pools
  - Sports halls
  - Health and fitness suites
  - Indoor tennis facilities
  - Cycling facilities
  - Athletics facilities
- 2.3.15. The assessment of findings and action plan will be restricted in scope to the sports facility types (listed above) that are owned (or leased) by Warrington Borough Council (WBC) These fall into three categories with more information available in appendix 1:
- Owned and operated by WBC – e.g. Victoria Park.
  - Owned by WBC but operated by others on its behalf – e.g. Orford Jubilee Neighbourhood Hub
  - Council-owned and leased to others – e.g. Warrington Sports for All Centre

2.3.16. Although the action plan is restricted to council-owned facilities, a wider audit of all facilities in the borough has been carried out in this needs assessment. This has helped to indicate where there is either over-provision or under provision of the different types of facilities, thereby informing any decisions that WBC will take regarding its own properties.

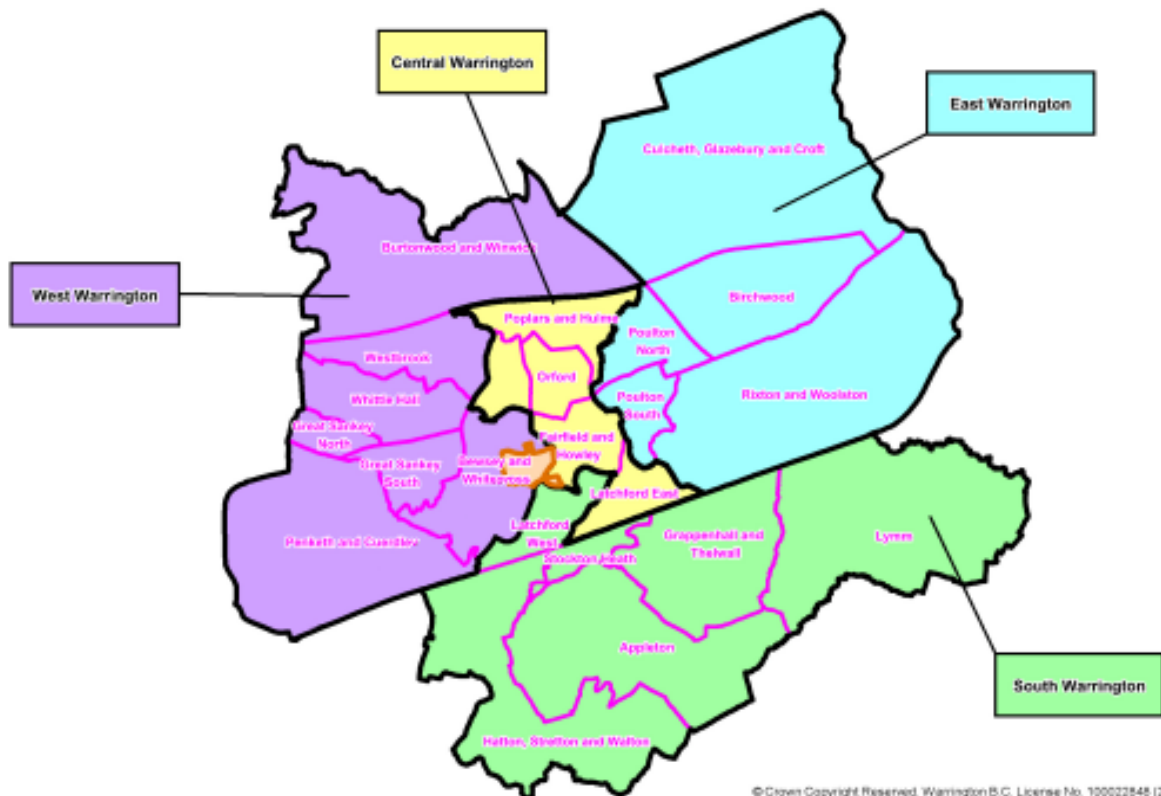
2.3.17. The assessment findings and action plan are based upon issues identified through this needs assessment which has been carried out in consultation with a range of key stakeholders, e.g. service users, facility operators, Sport England, National Governing Bodies of Sport, sports clubs, education facilities and neighbouring local authorities.

## 2.4. Geographical scope

2.4.1. As a borough wide assessment the study area reflects the Warrington borough boundaries. However it is important to acknowledge and take into consideration the fact that sports participants and users do not recognise Local Authority (LA) boundaries so the needs assessment will take note of what is happening in neighbouring LA areas as this could impact on facility provision and needs.

2.4.2. Warrington is currently split into four neighbourhood areas as shown in figure 3 below.

**Figure 3: Warrington Neighbourhood Areas**



2.4.3. Neighbourhoods in Warrington work with the local community to identify community priorities and find solutions to them. It is a partnership of organisations including the council, health, police, community, faith and voluntary groups, businesses and residents.



- 2.4.4. The needs assessment will include information in relation to the profiles of each of the four neighbourhood areas. This will help provide an understanding of the demographics, sporting behaviours and needs of each of the neighbourhoods.
- 2.4.5. The level of provision that exists within each of the neighbourhood areas will also be highlighted however as outlined in 2.29, participants and users will not always give consideration to neighbourhood areas when accessing facilities and therefore consideration needs to be given to this.
- 2.4.6. As a general guide, a 20 minute travel time is often applicable to community sports facilities such as swimming pools and sports halls for general recreational use.
- 2.4.7. There are two specialist sports facilities located within Warrington, an athletics track and an indoor tennis centre. Both of these have wider catchment areas than a standard sports facility such as a sports hall and the guidance provided by the respective NGBs for each facility is a catchment area based on a 45 minute drive time.

## **2.5. Strategic Context**

- 2.5.1. It is imperative to understand the local and national strategic context within which sport and physical activity operates and the wider context which it contributes to; ensuring it supports local and national priorities across a wide range of areas.
- 2.5.2. Of equal importance is to recognise the population profile locally and understand the sport and physical activity behaviours of the different demographics that exist within the town.
- 2.5.3. The Warrington Sport and Physical Activity Profile (July 2014), produced by WBC's Customer Insight Team provides more detail on the profile of Warrington (appendix 2).

### **Local Policy**

#### ***Warrington Local Plan Core Strategy***

- 2.5.4. The Warrington Local Plan Core Strategy sets out how and where development will take place in Warrington up to 2027, and the character of the place that WBC and its partners are trying to create.
- 2.5.5. The Core Strategy is WBC's first Local Plan to be prepared and is the key document from which all other Local Plans will follow.
- 2.5.6. Warrington's Local Plan Core Strategy is the overarching strategic policy document at the heart of the Local Planning Framework. It sets out a planning framework for guiding the location and level of development in the borough up to 2027. In addition the document outlines a number of principles that will shape the way that Warrington will develop between now and then.
- 2.5.7. The Borough Wide Strategy element of the document sets out a number of detailed policies which follow from the core policies. These have been structured around four broad themes:
  1. Creating Prosperity and Vibrancy
  2. Strengthening Neighbourhoods
  3. Securing High Quality Environment
  4. Making the Place Work
- 2.5.8. Strengthening Neighbourhoods is the theme of most relevance to sports facilities. Within this theme, one of the aims is 'Providing Local Services and Facilities'. The vision is that 'there is an appropriate hierarchy of centres across the borough, including the larger village centres in Lymm and Culcheth, to district centres, community hubs and local sources of fresh food".
- 2.5.9. The objectives for this aim are:
  1. To ensure all areas have an accessible local centre and/ or local hub with access to day-to-day provisions and appropriate services and facilities; and
  2. Maintain and enhance centres identified....as accessible key locations for shops, services and community facilities.
- 2.5.10. Policy SN6 Sustaining the Local Economy and Services sets out how WBC will use planning to support the continued viability and growth of the local economy and

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support the sustainability of local communities by ensuring development proposals including:

- avoid the loss or change of use of viable...cultural facilities...where loss would impact on the diversity of local services in communities
- support the retention of viable local health and community facilities

2.5.11. Another relevant aim within the Strengthening Neighbourhoods theme is 'Nurturing Health and Wellbeing'. The vision for 2027 states that "health inequalities across the borough have been narrowed and people in Warrington are at least as healthy as the national average. Access to sport, recreation and Green Infrastructure facilities has encouraged people to choose health lifestyles...".

2.5.12. A key objective to note is:

"Provide sport, recreational and cultural facilities in sustainable locations which are accessible for all modes of transport other than private car".

2.5.13. Policy SN7 Enhancing Health and Wellbeing commits WBC and its partners to the use of planning in order to improve health and wellbeing.

2.5.14. Policy SN7 reads 'The Council and its partners will seek to reduce health inequalities within the borough by supporting the development of new, or the co-location and co-ordination of existing, health, social, cultural and community facilities. Where possible such facilities should be located in defined centres of neighbourhood hubs.

2.5.15. Policy SN7 also states that all planning applications in areas of the greatest health inequality, i.e. the town centre, inner Warrington and North Warrington, must give full consideration to "*maximising opportunities for contact with nature, cultural activities, exercise and active travel.*"

### **Warrington Council Strategy 2015 - 2018**

2.5.16. On 2 March 2015 the council approved its new strategy, which sets a strong direction for the future.

2.5.17. 'Working together' and getting the most out of the Warrington pound is a theme that runs throughout the document, and is underpinned by the vision: 'We will work together with our residents, businesses and partners to make Warrington a place where everyone can thrive'

2.5.18. Through the strategy the council makes four pledges to its residents that will be used as a basis for making future decisions.

1. To protect the most vulnerable
2. Grow a strong economy
3. Build strong, active and resilient communities
4. Create a place to be proud of

2.5.19. The strategy identifies a number of priorities for each of the four pledges. The most relevant pledge is the 'Building strong, active and resilient communities'. The priorities outlined are:

- Support communities (especially our most deprived communities) to become strong, sustainable and more resilient
- Improve the health of the population, reduce obesity, enhance emotional wellbeing and target issues that affect men and women differently
- Prioritise our partnership work to reduce alcohol harm

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- Work with schools and partners to ensure our children have the best start in life
- Take action with partners and communities to reduce social isolation and loneliness particularly for older people
- Support residents in participating in cultural, sporting and recreational activities
- Ensure that all council policies and decisions consider and aim to improve the health and wellbeing of our residents

2.5.20. There are a number of planned actions identified to achieve these priorities, including:

- Better joining up of all our activity in local neighbourhoods and target support in those areas that need it most.
- Further develop our Cultural and Active Warrington strategies

### **Warrington Neighbourhood and Community Hubs**

2.5.21. The Warrington model of a network of Neighbourhood and Community Hubs has been driven by the introduction of national programmes including Health Services changes, the Localism Act and reductions in national Government funding.

### **Warrington Joint Strategic Needs Assessment (JSNA) (2012)**

2.5.22. The Joint Strategic Needs Assessment (JSNA) considers a wide range of factors that affect the health and wellbeing of the people of Warrington. The objective of the JSNA is to involve partner organisations, such as the local NHS, local authorities, police, fire service and third sector organisations in order to provide a top level, holistic view of current and future need within the borough.

2.5.23. The JSNA is used to agree key priorities to improve the health and wellbeing of all the borough's communities, at the same time as reducing health inequalities

2.5.24. The Warrington JSNA 2011-12 is divided up into five 'domains':

1. demography - socio-economic and environmental
2. health-related behaviour and risk factors
3. burden of ill health
4. children and young people
5. vulnerable adults and older people

2.5.25. There are a number of chapters within each domain that focus on key areas for consideration/action. Each of these areas need to be understood and, where relevant, used to inform delivery; most notably physical activity and healthy weight that are within the health-related behaviour and risk factors domain.

### **Warrington Partnership**

2.5.26. Warrington Partnership is a partnership of organisations from the public, private, voluntary and community sectors in Warrington. The Partnership exists to provide local people with the support and infrastructure they need to achieve physical, mental and economic wellbeing. The vision of the Partnership is of "*Warrington: A place where we can all be proud to live, work and do business.*"

2.5.27. To achieve the Partnership's vision a number of strategies have been developed, with associated action plans. The Partnership's key strategy is the Health and Wellbeing Strategy; this is underpinned by further strategies and plans focusing on specific topics.

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2.5.28. The Active Warrington Strategy feeds into the Health and Wellbeing Strategy to improve local health and wellbeing through its focus on increasing participation in sport and physical activity in Warrington.

**Warrington Health and Wellbeing Strategy (2015 – 2018)**

2.5.29. The Warrington Health and Wellbeing Strategy identifies the priority areas where resources and services should be targeted in order to promote, maintain and increase the overall health and wellbeing of people, communities and the borough as a whole during the next three years and into the future.

2.5.30. It sets out a vision for the borough, identify major challenges and priorities to be addressed by partners, as well as outlining the outcomes for the strategy.

2.5.31. The Warrington Health and Wellbeing Strategy (2015 – 2018) is currently out for consultation.

2.5.32. The vision for the Health and Wellbeing Strategy is ‘Working together in Warrington for stronger neighbourhoods, healthier people, a prosperous economy and more equal communities.’

2.5.33. The priority outcomes for the strategy are outlined in figure 4 below

**Figure 4: Health and Wellbeing Strategy Priority Outcomes**

Priority Outcomes		
<p style="text-align: center;"><b>Working together</b></p> <ul style="list-style-type: none"> <li>• Investing in integration</li> <li>• Tackling inequalities</li> <li>• Promoting prevention</li> <li>• Providing care closer to home</li> <li>• Strengthening community resilience and improving engagement</li> <li>• Encouraging personal responsibility</li> <li>• Delivering excellence for Warrington</li> </ul>		
<p style="text-align: center;"><b>Starting well</b></p> <ul style="list-style-type: none"> <li>• More mothers choosing to breastfeed</li> <li>• Less children living in relative poverty</li> <li>• Improved educational outcomes for the most deprived pupils and children in care</li> <li>• Improved lifestyle choices of children and young people</li> <li>• Improved levels of emotional wellbeing in children and young people</li> </ul>	<p style="text-align: center;"><b>Living well</b></p> <ul style="list-style-type: none"> <li>• More residents with the skills to benefit from local economic prosperity</li> <li>• Improved employment rates for all communities</li> <li>• Reduced gap in life expectancy between our disadvantaged groups and communities and the rest of Warrington</li> <li>• Reduced levels of domestic abuse</li> <li>• Improved levels of emotional wellbeing</li> </ul>	<p style="text-align: center;"><b>Ageing well</b></p> <ul style="list-style-type: none"> <li>• Reduced levels of emergency hospital admissions of people aged over 65</li> <li>• Improved support for people with dementia</li> <li>• Reduced social isolation</li> <li>• More older people living independently at home for as long as possible</li> <li>• Improved quality of life for carers</li> </ul>
<p style="text-align: center;"><b>A strong and resilient Warrington</b></p> <ul style="list-style-type: none"> <li>• Maintain our strong economy and continue to attract new investment into key regeneration and infrastructure initiatives</li> <li>• Improve community engagement and volunteering</li> <li>• Increased participation in cultural, sporting and recreational activities</li> <li>• Increased numbers of affordable homes</li> <li>• Increased numbers of people using sustainable travel</li> </ul>		

2.5.34. The strategy identifies a number of principles that will help clearly focus how partners will work together to shape an approach to transforming health and wellbeing in the borough.

2.5.35. The seven proposed principles are:

1. Investing in integration
2. Tacking inequalities
3. Promoting prevention
4. Providing care closer to home
5. Strengthening community resilience and improving engagement.
6. Encouraging personal responsibility
7. Delivering excellence for Warrington

### ***Active Warrington Strategy***

2.5.36. The aim of the Active Warrington Strategy is to maximise the positive impact of sport and physical activity on the people of Warrington; specifically to:

- ensure people in Warrington's disadvantaged areas will be healthier and more active
- support residents of Warrington's disadvantaged communities feel safer
- enable residents of Warrington's disadvantaged communities to fully participate in the decisions that affect their future and the future of their neighbourhoods

2.5.37. The vision is that each year, the Warrington community will become more active and healthy and that by 2020, Warrington will be the most active borough in the North West.

2.5.38. This vision cannot be achieved by any one organisation working in isolation. It will require the local authority, public sector agencies, schools, clubs, civil society organisations and volunteers to work together and deliver.

2.5.39. The strategy outlines a range of actions that need to be delivered to realise the vision and these are grouped under a range of themes:

- involving neighbourhoods
- building the capacity of volunteers
- building the capacity of clubs
- building the capacity of coaches
- inclusion and intergenerational activities
- events
- facilities
- marketing and communications

2.5.40. The goal outlined for the facilities theme is '*To ensure there is access to affordable and fit for purpose sports facilities for the people of Warrington.*'

2.5.41. The actions outlined for the facilities theme includes the following: '*Continue to proactively promote co-location of services in the heart of communities through the development of further neighbourhood and community hubs across the town.*'

### ***Warrington Playing Pitch Strategy***

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2.5.42. Sport England believes that to ensure there is a good supply of high quality playing pitches and playing fields to meet the sporting needs of local communities all local authorities should have an up to date playing pitch strategy.

2.5.43. Warrington Playing Pitch Strategy is currently being prepared and is due to be published later in 2015.

### ***Warrington Clinical Commissioning Group (CCG) Intentions***

2.5.44. CCG is a partnership of 26 GP practices that buys health care services from the NHS for people in Warrington.

2.5.45. The Draft 2014/15 Commissioning Intentions for the CCG state that the CCG vision is for *“Self-sufficient communities enjoying improved health and wellbeing and better life experiences, who when they need them have access to high quality and efficient services.”*

2.5.46. The Draft Commissioning Intentions address ten key themes. Three of these have actions relating to sport and physical activity:

#### *Children*

- To work with Public Health to reduce childhood obesity and promote exercise and healthy lifestyles choices for children.
- To work with the Borough Council and Public Health partners to increase educational attainment and commission services to promote health and wellbeing for children and adolescents

#### *Preventing Premature Death*

- Promote participation in cultural and sporting activities as a means of promoting health and wellbeing.

#### *Tackling health inequalities / areas of greatest need*

- To commission ‘Lifestyle’ programmes to promote positive life choices that impact on health.

### **National Policy**

2.5.47. It is recognised that there are some critical national policies that must be taken into consideration when preparing a sports facilities strategy.

### ***National Planning Policy Framework (NPPF)***

2.5.48. NPPF acts as guidance for local planning authorities and decision-takers, both in drawing up plans and making decisions about planning applications.

2.5.49. Paragraph 73 of the NPPF states that ‘Access to high quality open spaces and opportunities for sport and recreation can make an important contribution to the health and wellbeing of communities. Planning policies should be based on robust and up-to-date assessments of the needs for open space, sports and recreation facilities and opportunities for new provision. The assessments should identify specific needs and quantitative or qualitative deficits or surpluses of open space, sports and recreational facilities in the local area. Information gained from the assessments should be used to determine what open space, sports and recreational provision is required’.

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2.5.50. Paragraph 74 continues...‘Existing open space, sports and recreational buildings and land, including playing fields, should not be built on unless:

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

### ***Sport England***

2.5.51. Sport England is the government agency responsible for creating a world class community sport environment.

2.5.52. Sport England is focused on helping people and communities across the country create a sporting habit for life. They will invest over £1 billion of National Lottery and Exchequer funding between 2012 and 2017 in organisations and projects that will:

- help more people have a sporting habit for life
- create more opportunities for young people to play sport
- nurture and develop talent
- provide the right facilities in the right places
- support local authorities and unlock local funding
- ensure real opportunities for communities

2.5.53. Sport England invests in County Sports Partnerships (CSPs) to deliver services for national governing bodies (NGBs), to support their work with local government and with children and young people, and to deliver on their key legacy programmes.

2.5.54. The NGB 2013-17 funding is the centrepiece of their strategy. Over £450 million will be invested in work with NGBs, through their Whole Sport Plans.

### ***Sport England Youth Insight***

2.5.55. A 2014 Sport England review into young people's lives found sport needs to adapt how it presents itself to broaden its reach and increase the proportion of young people regularly participating:

- Young people's behaviours do not always reflect their attitudes to sport – we need to focus more on changing behaviours and less of changing attitudes
- Many young people take part in sport/activity for more functional or lifestyle reasons – keep engaging them and providing feedback on what actually matters to them not what matters to sport
- Sport can provoke strong emotional responses. Whilst the activity can be sport, the message that sells it doesn't have to be. Levelling the playing field can also help overcome the emotional baggage of sport
- Sport often has to compete or connect with wider interests or priorities. Young people respond well to meaningful experiences; those which benefit them as an individual, reinforce their place in their social group or help them develop
- The supply of sport tends to reach those already engaged. Young people, particularly those in their late teens/early 20s, need to feel the community sport offer is specific enough to their needs and fits with their lives



## 2.6. Project Management

2.6.1. The sports facilities strategic needs assessment has been undertaken by LiveWire on behalf of Warrington Borough Council.

2.6.2. The process has been governed by a steering group made up of key representatives of Warrington Borough Council and LiveWire Warrington. In addition a range of other partners have contributed to the strategic needs assessment and action, including John Berry, Sport England Relationship Manger (Facilities & Planning).

2.6.3. The Steering Group is made up of representatives from LiveWire and from Warrington Borough Council, including all relevant internal departments which is essential for a borough wide study.

2.6.4. The members of the Steering Group are outlined in the table below:

<b>Project Role</b>	<b>Name</b>	<b>Job Title</b>
Project Sponsor	Jan Souness	LiveWire Managing Director
Project Manager	Matthew Parker	LiveWire Sport Engagement Officer
Local Authority Lead	Mike Alsop	WBC Head of Integrated Commissioning
Local Authority Representative	Stephanie Duerden	Service Manager - Commissioning (Trusts) & Third Sector Partnership
Local Authority Representative	Tom Haworth	WBC Sports & Physical Activity Engagement Services Manager
Local Authority Representative	Steve Park	Warrington & Co Managing Director
Local Authority Representative	Stuart Brown	WBC Property and Estate Management Manager
LiveWire Senior Manager Representative	Keith Maddock	Neighbourhood Wellbeing Director

2.6.5. There has also been an internal project group set up within LiveWire to support with the completion and review of the needs assessment.

2.6.6. The individuals that have been involved in the project are listed in the table below:

<b>Name</b>	<b>Job Title</b>
Keith Maddock	Neighbourhood Wellbeing Director
Vicki Dunning	Neighbourhood Wellbeing Manager – West Strategic Lead - Facilities
James Birdsey	Neighbourhood Wellbeing Manager – South Strategic Lead - South
Leon Carrol	Assistant Neighbourhood Wellbeing Manager – East Assistant Strategic Lead - Facilities
Matthew Parker	Sport Engagement Officer
Rebecca Worswick	Project & Engagement Support Officer

2.6.7. The purpose, scope and scale of the needs assessment which has been carried out as outlined in this section, is based on the Project Brief that was developed at the outset (see appendix 3).

- 2.6.8. In terms of external stakeholders Sport England and particular NGBs have been engaged throughout the process both to contribute to supply and demand analysis and to check and challenge data and findings.
- 2.6.9. Ongoing governance and ownership of the action plan produced based on the needs assessment is equally important.
- 2.6.10. The action plan will be governed through the governance arrangements in place for the Active Warrington Strategy.
- 2.6.11. All decisions in relation to the needs assessment and action plan including updates and recommendations will be communicated via the working group to the Active Warrington Steering Group. Any actions or recommendations that may involve approval will then be communicated to the relevant groups and highlighted in the annual report of the Active Warrington Strategy.

### **3. Gathering information on supply and demand**

#### **3.1. Introduction**

- 3.1.1. As this is an authority wide assessment of need covering a range of facility types a thorough audit of facilities was fundamental as this provided an understanding of the adequacy of provision to meet both current and future demand.
- 3.1.2. This section outlines how the audit of facilities was carried out, what methods were used to collate necessary information for both the supply and demand elements and provides an overview of the current supply of sports facilities in Warrington and whether these meet the needs of both the current and future population.
- 3.1.3. The results of the audit are presented with the Facilities Spreadsheet in appendix 4. The audit includes:
  - Facility name and address
  - Ownership and management arrangements
  - Quality rating
  - Costs/ prices for access and availability
  - Type and size of facilities located at sites
- 3.1.4. A number of tools have been used to help inform the needs assessment.
- 3.1.5. There are some tools available that can look at supply and demand together, such as Sport England's Facilities Planning Model (FPM). The FPM is viewed as a very useful tool when undertaking an assessment of need for Sports Halls and Swimming Pools. The FPM looks at geographical relationship between supply and demand, in the context of quantity, quality, access and availability issues.
- 3.1.6. Sport England provided reports for these facility types which helped provide an indication of the nature and capacity of current supply and its adequacy to meet current demand.
- 3.1.7. The FPM reports provided a useful baseline position for Warrington in terms of how much demand may be satisfied along with the extent and potential location of any unmet demand.
- 3.1.8. The FPM is based on nationally derived parameters but applied at a local level. While providing a useful baseline it was essential that the FPM information was combined with locally derived information and knowledge to correctly assess and build the quality and quantity of provision within Warrington.

## **3.2. Consultation**

- 3.2.1. Consultation was critical to the needs assessment. Consultation with a range of stakeholders took place to help gather additional information and intelligence, which once interpreted could be used to check and either challenge or validate information on both supply and demand.
- 3.2.2. Meaningful engagement and collaboration supports a requirement within the NPPF which in paragraph 155 states that ‘a wide section of the community should be proactively engaged, so that local plans, as far as possible, reflect collective vision and a set of agreed priorities’.
- 3.2.3. The process of consultation took place throughout all stages of the needs assessment. It has included consultation with various internal LA departments, facility providers specifically those operating WBC owned facilities, National Governing Bodies of Sport (NGBs) and Sport England to help inform the scope and scale of assessment.
- 3.2.4. Consultation has also been carried out with users including individuals and sports clubs. Obtaining the views of users is critical to establish their views on the supply of facilities – quantity, quality, accessibility and availability, and demand – population, participation, priorities and trends.
- 3.2.5. The headline information from the consultation will be highlighted within the following supply and demand sections with further information available in appendix 5.

### **3.3. Gathering supply information**

- 3.3.1. The first stage required to develop an accurate picture of the current provision of facilities was to undertake a thorough audit of provision. Only by having this clear picture was it possible to understand the adequacy of provision to meet both current and future demand.
- 3.3.2. The audit covered provision across all sectors, not just LA facilities. It therefore included sites that were identified as having the facility types identified with the scope regardless of ownership or management arrangement. Consequently the audit includes facilities provided by all sectors including one's operated by education, club and commercial organisations.
- 3.3.3. In reflecting Warrington's corporate objective of providing neighbourhood/community hubs, consideration is also given to the current provision of the sports facility types within existing neighbourhood hub provision.
- 3.3.4. The audit needed to provide an understanding of four key elements of supply, these being:
- Quantity
  - Quality
  - Accessibility
  - Availability

#### ***Quantity***

- 3.3.5. The audit did not simply count the number of relevant facility types within Warrington, it gathered detailed information, where appropriate, in relation to capacity of facilities (e.g. size, opening hours etc). Initially information was downloaded from Sport England's Active Places Power (APP) website which provided some baseline information of facilities located within Warrington. The information derived from APP was then checked for accuracy and updated through consultation with partners and stakeholders to ensure that all relevant facilities were captured and that details on facilities were correct.
- 3.3.6. When mapping the facility provision, facilities located near to the border of Warrington were identified as it is acknowledged that on occasions demand will be satisfied through facility provision located outside of the borough. In Warrington this is generally the case for residents in the northern area of the borough as the facilities are limited in this area, whilst there are a number of facilities located in the neighbouring LA areas of St Helens and Wigan which are utilised by a small percentage of Warrington residents.
- 3.3.7. Where there are planned facilities, overviews of those have been provided. These include sites with existing facilities that are either closed or not available for community use, but that will potentially be available for community use in the near future or facilities that are planned but where specific information in relation to what facilities will be provided has not yet been finalised. It is important to capture this information as it will impact on future facility supply.

#### ***Quality***

- 3.3.8. The quality of a facility affects the playing experience and people's enjoyment of the sport and therefore participation habits. The quality of provision can also limit the

amount and type of activity that can take place resulting in the inability of a facility to cater for all or certain types of demand at certain levels and/or particular times.

3.3.9. There are two key aspects identified to establish a quality of facilities:

- Condition – the general age, appeal, fabric of the facility and ancillary provision (e.g. changing provision) i.e. is the facility attractive and does it meet the needs and expectations of users.
- Fitness for purpose – the technical specification i.e. do the facilities and ancillary facilities meet current recommended standards for the playing of relevant sports at appropriate levels, such as, dimensions (height, width, run off), flooring and lighting.

3.3.10. Whilst the audit of facilities identifies all facilities regardless of ownership and management arrangements, the detailed analysis of quality of facilities focused primarily of the facilities owned by Warrington Borough Council (see appendix 1 for more information). It was not feasible to quality assess all the facilities within the borough due to a number of factors.

3.3.11. Each of the WBC owned facilities were visited and a non-technical assessment (NTA) was carried out. The NTA's took into consideration the condition and fitness for purpose points highlighted above. This assessment produced a quality rating of either poor, standard or good.

3.3.12. Where possible non WBC owned facilities were given a quality rating based on the information available at the time of the audit. The information was generally supplemented by an NTA being completed.

3.3.13. A user survey was also carried out which derived information in relation to facility quality. This information was used to check and challenge the quality ratings generated through the NTAs.

3.3.14. Furthermore recently undertaken and available professional quality assessments were also taken into consideration. This came in the form of condition survey information provided by WBC which provided an understanding of the fabric of the facility behind the scenes e.g. the roof; plant rooms etc. which helps provide an understanding of a facilities lifespan.

3.3.15. NGBs were also consulted during the needs assessment and any additional intelligence and information highlighted within this process was fed in accordingly.

### ***Accessibility***

3.3.16. Once the quantity and quality information for facilities was established, facilities were mapped to get a spatial understanding of the facilities and their location.

3.3.17. In addition the WBC owned facilities were mapped with relevant catchment areas being applied to understand whether or not there were areas of the borough not within catchment areas of different facility types.

3.3.18. The system used to plot travel times was a Geographical Information System (GIS) which allowed for more accurate information as it takes into account factors such as motorways, railways, rivers and canals.

### ***Availability***

## **Warrington Borough Council**

### **Indoor Sports Facilities Strategic Needs Assessment**

3.3.19. There are three key areas that needed to be captured to inform and understand availability of facilities. The first is how much a facility is actually used (how full is it). The second is how much a facility could be used, and the third is what scope is there for increasing its availability. This is in turn influenced by a number of factors, including:

- The management and ownership e.g. whether facilities are public, private or education based.
- A programming and sports development policy e.g. is availability given over to specific sports, initiatives and range of activities at certain times.
- The cost of use e.g. a high cost may result in a facility having very little use.
- Patterns of use e.g. a popular facility that is always full, a facility that is heavily used but only for a limited period across the week, is the nature of use changing over time?
- Hours of use e.g. opening times available for public use.
- Facility designs e.g. the physical design and layout of a facility may limit or prevent use by specific users.

3.3.20. These factors will impact on the availability to the user of the facility. This might prevent the facility being used completely, or, for part of the time it is available and therefore impact on the overall capacity of the facility. The understanding of availability issues was also complemented by consultation.

3.3.21. As part of the audit it is therefore important to understand how full facilities are and more importantly what are the reasons.

## **Supply summary**

### ***Swimming Pools***

3.3.22. Defined by Sport England as an 'enclosed area of water, specifically maintained for all forms of water based sport and recreation, this covers indoor pools and specific dive tanks used for swimming, teaching, training and diving'.

### ***Quantity of Swimming Pools***

3.3.23. The audit of facilities shows that there are 15 swimming pools in Warrington. Of these 15 swimming pools, 13 are indoor pools and the remaining are outdoor lido pools at two different sites. The 13 indoor pools consist of ten main/general pools and three learner/ teaching pools.

3.3.24. Of the 10 main/general pools, 6 have an access type of pay and play with the remaining four being registered member only use.

3.3.25. Four of the pools are operated by a Community Interest Company (Leisure Trust) namely LiveWire Warrington Neighbourhood and Wellbeing Community Interest Company, one is operated by a Parish Council, one is operated by an independent school with the remaining four being commercially managed.

3.3.26. Of the ten main/general pools, Orford Jubilee Neighbourhood Hub provides the largest capacity with an area of 425m<sup>2</sup>. The only other pools in Warrington providing over 300m<sup>2</sup> of water space are David Lloyd Leisure Club, Great Sankey Leisure Centre and Woolston Neighbourhood Hub.

## **Warrington Borough Council**

### **Indoor Sports Facilities Strategic Needs Assessment**

**Figure 5: Table of Warrington swimming pool provision**

Site Name	Neighbourhood Area	Ownership Type	Management Type	Facility Sub Type	Access	Quality rating
BROOMFIELDS LEISURE CENTRE	South	Local Authority	Trust	Main/General	Pay and Play	Poor
BURTONWOOD COMMUNITY PRIMARY SCHOOL	West	Community school	School/College/University (in house)	Lido	Private Use	
DAVID LLOYD CLUB (WARRINGTON)	West	Commercial	Commercial Management	Main/General	Registered Member use	Standard
DAVID LLOYD CLUB (WARRINGTON)	West	Commercial	Commercial Management	Lido	Registered Member use	
DW SPORTS FITNESS (WARRINGTON)	Central	Commercial	Commercial Management	Main/General	Registered Member use	Standard
GREAT SANKEY LEISURE CENTRE	West	Local Authority	Trust	Main/General	Pay and Play	Poor
GREAT SANKEY LEISURE CENTRE	West	Local Authority	Trust	Learner/Teaching/Training	Pay and Play	
LYMM LEISURE CENTRE	South	Voluntary Controlled School	School/College/University (in house)	Main/General	Pay and Play	Poor
ORFORD JUBILEE NEIGHBOURHOOD HUB	Central	Local Authority	Trust	Main/General	Pay and Play	Good
ORFORD JUBILEE NEIGHBOURHOOD HUB	Central	Local Authority	Trust	Learner/Teaching/Training	Pay and Play	Good
PENKETH PARISH COUNCIL POOL & COMMUNITY CENTRE	West	Parish Council	Parish Council	Main/General	Pay and Play	Poor
THE PARK ROYAL	South	Commercial	Commercial Management	Main/General	Registered Member use	Standard
VELOCITY HEALTH & FITNESS (WARRINGTON)	Central	Commercial	Commercial Management	Main/General	Registered Member use	Standard
WOOLSTON NEIGHBOURHOOD HUB	East	Local Authority	Trust	Main/General	Pay and Play	Poor
WOOLSTON NEIGHBOURHOOD HUB	East	Local Authority	Trust	Learner/Teaching/Training	Pay and Play	

3.3.27. As part of the assessment Sport England provided a ‘Strategic Assessment of need for Swimming Pool Provision in Warrington’ through the Facilities Planning Model (FPM). The full FPM report can be viewed in appendix 6.

3.3.28. The FPM highlights that in terms of water space per 1000 of the population, Warrington has a level higher (14.39) than the regional (12.91) and national (12.65) average.



- 3.3.29. The FPM indicates that the total available supply of water space equates to 2120.9m<sup>2</sup>.
- 3.3.30. It is worth noting that learner/ teaching pools, due to the typical nature of their size (length, width and depth), are not taken into consideration in terms of the available supply of water space.
- 3.3.31. The teaching pool at Orford Jubilee Neighbourhood Hub has a moveable floor which makes the facility much more adaptable and capable of providing additional swimming pool capacity for a range of aquatic based activities.
- 3.3.32. The teaching pool at Orford Jubilee Neighbourhood Hub provides 135 m<sup>2</sup> supply of water space that increases the total available water space to approximately 2,255m<sup>2</sup>.
- 3.3.33. The amount of water space available on a pay and play basis, therefore excluding registered member use or private pools is 1,644m<sup>2</sup> (excluding OJNN learner/ teaching pool) or 1,779m<sup>2</sup>. This is approximately 73% and 79% of the total water space available.

### **Quality of Swimming Pools**

- 3.3.34. Of the 10 main/ general pools, 4 have either been built or refurbished in the last 10 years. Orford Jubilee Neighbourhood Hub is the only new swimming pool in this period and was built in 2012. Penketh Parish Council Swimming Pool was refurbished in 2009, Velocity Health and Fitness Swimming Pool refurbished in 2008 and DW Sports Fitness refurbished in 2005.
- 3.3.35. Non-technical assessments were carried out on the publicly accessible pools. These assessments along with feedback through the consultation process (WBC owned sites only) highlight that Orford Jubilee Neighbourhood Hub provides the highest quality main/general swimming pool. Over 80% of respondents indicated that they rated the swimming pool facilities at Orford as either good or very good.
- 3.3.36. Woolston Neighbourhood Hub user survey indicated that more than 70% of customers deemed the quality of swimming pool facilities to be good or very good. This is despite the pool itself having not been refurbished since being built in 1972 (other areas of the facility have been refurbished). The site is currently undergoing facility improvement programme in relation to the roof and pool plant.
- 3.3.37. All of the remaining publicly accessible pools scored significantly lower than Orford Jubilee Neighbourhood Hub. The four lowest scoring pools were Broomfields Leisure Centre, Great Sankey Leisure Centre, Lymm Leisure Centre and Penketh Parish Council Pool. Both Lymm and Penketh have been refurbished in the last 10 years, improving the aesthetics of the pool side. The main problems with these two pools are that the dimensions do not meeting ASA guidelines.
- 3.3.38. Broomfields Leisure Centre and Great Sankey Leisure Centre pools both meet ASA requirements in terms of pool dimensions and provide a significant proportion of the pool space available across Warrington. Built in 1975 and 1977 respectively, neither pool has been refurbished significantly since being built.
- 3.3.39. Feedback from customers highlighted that satisfaction levels for the swimming pools at Great Sankey Leisure Centre and Broomfields Leisure Centre were significantly lower at these two pools. Over 60% of Great Sankey customers deemed the

## **Warrington Borough Council**

### **Indoor Sports Facilities Strategic Needs Assessment**

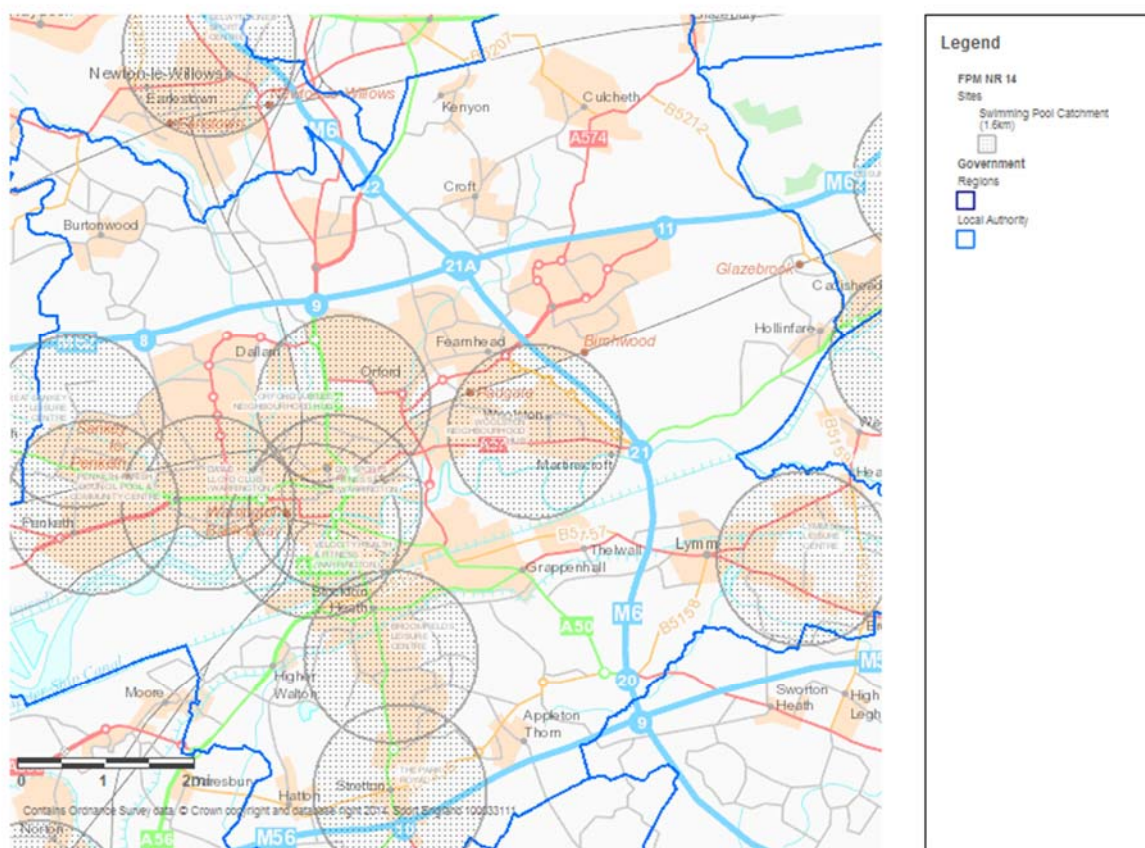
swimming pool facilities to only be satisfactory or below, with almost 25% rating the swimming pool facility as poor or very poor. Approximately 40% of Broomfields Leisure Centre customers rated the swimming pool facilities as poor or very poor and 45% giving a quality rating of satisfactory.

3.3.40. The assessments and consultation highlight the need for refurbishment of the swimming pool provision at Broomfields Leisure Centre and Great Sankey Leisure Centre.

### Accessibility of Swimming Pools

3.3.41. The spatial spread of provision highlighted in the FPM report states that it is evident the majority of provision is located towards the central area of Warrington, with the exception of Lymm Leisure Centre to the east. There is no provision to the north of the M62. This however somewhat reflects population distribution.

**Figure 6: Spatial spread of swimming pool provision in Warrington**



Sport England assumes no responsibility for the completeness, accuracy and currency of the information contained on this map/report. This information is taken from the Active Places Power website and its terms and conditions apply.  
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3.3.42. The assessment has shown that the whole of the population live within a 20 minute drive time of a swimming pool owned by Warrington Borough Council (see appendix 7).

3.3.43. According the Sport England's FPM, it is predicted approximately 18% of the resident population of Warrington does not have access to a private car. This is less than the

regional and national average. As a result, this potentially means Warrington residents are relatively more mobile and have greater opportunity to access pool provision.

- 3.3.44. Only six of the ten main/general swimming pools are available on a pay and play basis. The remaining four are all registered membership use only and therefore their accessibility reduces as often, membership prices are beyond a significant proportion of the population.
- 3.3.45. In terms of cost, whilst there is a small variation in the pay and play access charges (child cheapest: £2, child most expensive £2.25; adult cheapest: £2.90, adult most expensive £3.85), the costs are broadly the consistent with pools located in neighbouring local authority areas.
- 3.3.46. Cost was not an issue identified when consulting with users. It was however mentioned as a barrier when consulting with clubs.
- 3.3.47. Car parking is free at all publicly accessible sites. However parking is very limited at Penketh Parish Council Pool. Parking was identified by users as an issue at Orford Jubilee Neighbourhood Hub; this is due to the level of overall access demand at that site. Thorough consultation with facility operator it is felt that effective utilisation of car parking would address this issue.
- 3.3.48. In terms of access for people with disabilities, all the pools currently provide accessible changing rooms and pool hoists. The hoists at Orford Jubilee Neighbourhood Hub and Woolston Neighbourhood Hub are new. The hoists at Broomfields Leisure Centre and Great Sankey Leisure Centre are older and will require replacing in future years.

### ***Availability of Swimming Pools***

- 3.3.49. When looking at availability it is important to take into consideration peak time usage for pools. Based on FPM this is weekday 12:00 – 13:30 and 16:00 – 22:00, Saturday 09:00 – 16:00 and Sunday 09:00 – 16:30.
- 3.3.50. Of the 6 main/general pools operating as pay and play, 3 are joint use sites with schools. It should be noted however that all schools, Bridgewater High School, Great Sankey High School and Lymm High School, are accommodating in making the pools accessible for school swimming programmes.
- 3.3.51. 4 of the 6 main/ general pay and play operated pools are open for the 52 peak hours each week Whilst a significant proportion of these pool times are allocated for Learn 2 Swim programmes, in the main each of the six pools provide a varied programme including parent and baby sessions, junior swim, adult only and women only swim sessions and also family fun sessions.
- 3.3.52. As a guide, the FPM suggests that a pool operating at 70% of capacity is considered as being busy.
- 3.3.53. Based on this guide, when reviewing the six main/general pools operated as pay and play, Orford Jubilee Neighbourhood Hub is theoretically viewed as being full during peak times. This assumption is corroborated by consultation with operators who recognise OJNH as a large, modern facility which is attractive to local users and those further afield.

3.3.54. Penketh Parish Council Pool is also thought to be operating at 100% of its capacity, although this has a much smaller capacity.

3.3.55. The four remaining main/general pay and play pools have varying levels of suggested capacity not used. This ranges from 37% at Broomfields Leisure Centre and Great Sankey Leisure Centre to 47% at Woolston Neighbourhood Hub.

### **Sports Halls**

3.3.56. 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.

3.3.57. This assessment only considers sports hall facilities in Warrington that are identified as a main sports hall – this is a sports hall with a minimum of 3 badminton courts or more.

**Figure 7: Main sports halls in Warrington**

Site Name	Neighbourhood Area	Ownership Type	Management Type	Access	Quality rating
BEAUMONT COLLEGIATE ACADEMY	Central	Community school	School/College/University (in house)	Pay and Play	Standard
BIRCHWOOD COMMUNITY HIGH SCHOOL	East	Community school	School/College/University (in house)	Pay and Play	Standard
BIRCHWOOD LEISURE & TENNIS COMPLEX	East	Local Authority	Trust	Pay and Play	Standard
BRIDGEWATER HIGH SCHOOL (LOWER)	South	Community school	School/College/University (in house)	Pay and Play	Poor
BROOMFIELDS LEISURE CENTRE	South	Local Authority	Trust	Pay and Play	Poor
CARDINAL NEWMAN CATHOLIC HIGH SCHOOL	Central	Voluntary Aided School	School/College/University (in house)	Private Use	
CULCHETH COMMUNITY CAMPUS	East	Community school	Trust	Pay and Play	Good
DAVID LLOYD CLUB (WARRINGTON)	West	Commercial	Commercial Management	Registered Membership use	
GREAT SANKEY LEISURE CENTRE	West	Local Authority	Trust	Pay and Play	Poor
HM PRISON (THORN CROSS)	South	Government	Other	Private Use	
LYMM LEISURE CENTRE	South	Voluntary Controlled School	School/College/University (in house)	Pay and Play	Standard
ORFORD JUBILEE NEIGHBOURHOOD HUB	Central	Local Authority	Trust	Pay and Play	Good
PENKETH HIGH SCHOOL	West	Academies	School/College/University (in house)	Pay and Play	Standard
PRIESTLEY COLLEGE SPORTS FACILITIES	South	Further Education	School/College/University (in house)	Private Use	
ST GREGORYS CATHOLIC HIGH SCHOOL	West	Voluntary Aided School	School/College/University (in house)	Pay and Play	Standard
UNIVERSITY ACADEMY WARRINGTON RECREATION CENTRE	East	Academies	School/College/University (in house)	Pay and Play	Poor

UNIVERSITY OF CHESTER (WARRINGTON CAMPUS)	East	Higher Education Institutions	School/College/University (in house)	Pay and Play	Standard
WARRINGTON SPORTS FOR ALL CENTRE	Central	Voluntary Aided School	Commercial Management	Sports Club / Community Association	Standard
WOOLSTON LEARNING VILLAGE	East	Community school	School/College/University (in house)	Sports Club / Community Association	

### **Quantity of Sports Halls**

3.3.58. There are 18 main sports halls (of 3-court size or more) with an estimated 84 badminton courts. There are two 3-court sized sports halls, 10 4-court sized, five 6-court sized and one 8-court sized sports hall. In addition to this there are 17 'activity halls' of varying sizes

3.3.59. Of the 18 main sports halls, 13 are available for community use to varying degrees

3.3.60. Of the 13 main sports halls available for community use, 8 of these are managed by school/ academy/ college. This reflects national statistics which shows the reliance on the education sector in terms of sports hall provision.

3.3.61. The remaining five main sports halls are all managed by LiveWire. Three of these are on joint use sites with schools having access during weekday term time periods through partnership agreements.

3.3.62. Only two main sports halls are available for daytime community use. One is at Orford Jubilee Neighbourhood Hub and the other is Birchwood Leisure and Tennis Complex, which is a specialist indoor tennis facility.

3.3.63. The FPM indicates the combined supply of hall space in Warrington amounts to 72 courts which equates to 3.45 courts per 10,000 population in Warrington. This is greater than the national average but less than the regional average for the North-West.

3.3.64. The supply of hall provision reduces to just fewer than 61 courts when scaled to take account of hours available for community use (the full FPM report is available in appendix 8).

3.3.65. There are five sites which have a capacity in excess of 1,000 visits per week in the peak period (vpwpp) – Warrington Sport for All Centre, Great Sankey Leisure Centre, Birchwood Community High School, Birchwood Leisure and Tennis Complex and Lymm Leisure Centre.

### **Quality of Sports Halls**

3.3.66. Non-technical assessments have been carried out on all 13 of the main sports halls available for community use on a pay and play basis. The assessments reveal that 9 of the 13 sports halls have a quality rating of good or standard based on their age, aesthetics, specifications and associated changing facilities.

3.3.67. The two newest sports halls, both built within the last 5 years, at Orford Jubilee Neighbourhood Hub and Culcheth Community Campus score the highest.

- 3.3.68. Consultation with users back up these quality ratings with feedback indicating that over 90% of respondents from Culcheth Community Campus and over 85% of respondents from Orford Jubilee Neighbourhood Hub rating the sports hall facilities at the respective sites as good or very good.
- 3.3.69. The four main sports halls that receive a quality rating of poor, based on their age, aesthetics, specifications and associated changing facilities, are located at Bridgewater High School, Broomfields Leisure Centre, Great Sankey Leisure Centre and University Academy Warrington Recreation Centre.
- 3.3.70. These sports halls were all built more than 30 years ago and have not been significantly refurbished since being built.
- 3.3.71. Of these 4 sites only Broomfields Leisure Centre and Great Sankey Leisure Centre actively took part in the user survey which generated feedback from customers.
- 3.3.72. 39% of the users of the sports hall facility at Broomfields Leisure Centre gave a quality rating of satisfactory. A combined total of 44% of customers rated the sports hall facility as either poor (22%) or very poor (22%).
- 3.3.73. Over 70% of the users of the sports hall facility at Great Sankey Leisure Centre gave a quality rating of satisfactory or good with approximately 30% rating the sports hall facility as poor or very poor.
- 3.3.74. The remaining WBC site with a sports hall facility where feedback from customers was received was Birchwood Community High School. No customers rated this sports hall as poor or very poor with all respondents rating the facility as satisfactory, good or very good. It should be noted that the number of users that completed the survey for this site was relatively low.

### ***Accessibility of Sports Halls***

- 3.3.75. The FPM considers that 18% of the resident Warrington population do not have access to a car, thus affecting their ability to travel to sports hall provision.
- 3.3.76. The majority of satisfied demand consists of visits that are made by car travel, linking to the greater level of car ownership in Warrington. Proportionately fewer visits are made on foot or by public transport when compared to the country or region as a whole.
- 3.3.77. The assessment has shown that the whole of the population live within a 20 minute drive time of a sports hall (see appendix 9).
- 3.3.78. Car parking is free and readily available at all publicly accessible sites. Parking was identified by users as an issue at Orford Jubilee Neighbourhood Hub; this is due to the level of overall access demand at that site. Thorough consultation with facility operator it is felt that effective utilisation of car parking would address this issue.
- 3.3.79. In terms of cost for hire, there is some variation in pricing policies across sites. However, most pay and play sites offer either community use discounted prices and/or block booking discounts.
- 3.3.80. In comparison with neighbouring local authorities, the cost of hiring sports hall facilities within Warrington is extremely competitive.



3.3.81. In terms of access for people with disabilities, all the WBC owned sites provide accessible changing rooms. The quality and extent of these vary from site to sites.

### **Availability of Sports Halls**

3.3.82. With 11 of the 13 sports halls that are available for community use, being located on school sites, the times they are available for hire are restricted to evenings and weekends during school term time.

3.3.83. There are only two sports halls fully available, all year round, for community use purposes during the day time.

3.3.84. One of these sports halls is located at Birchwood Leisure and Tennis Complex and is a specialist indoor tennis facility rather than a multi-use sports hall.

3.3.85. The FPM suggests that 5 of the 13 community use sports halls are 'busy' with over 80% of their available capacity being used.

3.3.86. As a guide, the FPM suggests that a sports hall operating at 80% of capacity is considered as the facility being busy.

3.3.87. Across all facilities approximately 68% of capacity is assumed as being utilised according to the FPM report.

3.3.88. The FPM highlights a number of facilities are theoretically full or operating close to capacity. These include Orford Jubilee Neighbourhood Hub, Broomfields Leisure Centre, University Academy Warrington Recreation Centre, Warrington Sports for All Centre and Beamont Collegiate Academy.

3.3.89. These sites all have different capacities, so although theoretically full, may not be meeting a significant amount of demand when compared to a facility with a larger capacity that is operating at a more comfortable level.

### **Health and Fitness Suites**

3.3.90. Health and fitness suites of significance are normally defined by virtue of working to a minimum of 20 stations.

### **Quantity of Health and Fitness Suites**

**Figure 8: Health and fitness suites in Warrington**

Site Name	Neighbourhood Area	Ownership Type	Management Type	Access
1ST CLASS HEALTH CLUB	West	Commercial	Commercial Management	Registered Membership use
ALIVE & WELL HEALTH AND FITNESS CENTRE	East	Commercial	Commercial Management	Registered Membership use
BEAUMONT COLLEGIATE ACADEMY	Central	Community school	School/College/University (in house)	Sports Club / Community Association
BIRCHWOOD LEISURE & TENNIS COMPLEX	East	Local Authority	Trust	Pay and Play
BROOMFIELDS LEISURE CENTRE	South	Local Authority	Trust	Pay and Play

CARDINAL NEWMAN CATHOLIC HIGH SCHOOL	Central	Voluntary Aided School	School/College/University (in house)	Private Use
CULCHETH COMMUNITY CAMPUS	East	Community school	Trust	Pay and Play
DAVID LLOYD CLUB (WARRINGTON)	West	Commercial	Commercial Management	Registered Membership use
DW SPORTS FITNESS (WARRINGTON)	Central	Commercial	Commercial Management	Registered Membership use
EXCLUSIVE FITNESS FOR WOMEN	West	Commercial	Commercial Management	Registered Membership use
FIT IN GYM	West	Commercial	Commercial Management	Pay and Play
FIT4LESS (WARRINGTON)	Central	Commercial	Commercial Management	Registered Membership use
GREAT SANKEY LEISURE CENTRE	West	Local Authority	Trust	Pay and Play
HM PRISON (THORN CROSS)		Government	Other	Private Use
HOOK & JAB WARRINGTON	South	Commercial	Commercial Management	Pay and Play
LYMM LEISURE CENTRE	South	Voluntary Controlled School	School/College/University (in house)	Pay and Play
ORFORD JUBILEE NEIGHBOURHOOD HUB	Central	Local Authority	Trust	Pay and Play
PRIESTLEY COLLEGE SPORTS FACILITIES	South	Further Education	School/College/University (in house)	Private Use
PURE GYM (WARRINGTON CENTRAL)	Central	Commercial	Commercial Management	Pay and Play
PURE GYM (WARRINGTON NORTH)	Central	Commercial	Commercial Management	Pay and Play
ST GREGORYS CATHOLIC HIGH SCHOOL	West	Voluntary Aided School	School/College/University (in house)	Private Use
THE PARK ROYAL	South	Commercial	Commercial Management	Registered Membership use
UNITED UTILITIES				Private Use
UNIVERSITY OF CHESTER (WARRINGTON CAMPUS)	East	Higher Education Institutions	School/College/University (in house)	Pay and Play
VELOCITY HEALTH & FITNESS (WARRINGTON)	West	Commercial	Commercial Management	Registered Membership use
WARRINGTON COLLEGIATE	Central	Further Education	School/College/University (in house)	Private Use
WOOLSTON NEIGHBOURHOOD HUB	East	Local Authority	Trust	Pay and Play

3.3.91. There are 26 sites in Warrington recorded through the audit of facilities that have health and fitness suites, 24 of which have 20 stations or more.

3.3.92. The type of health and fitness suite types varies. There are 12 that are pay and play community use access (one is only 17 stations), with the remaining 14 being either registered member only (8), private use (5) or sports club/ community association (1).

3.3.93. There are a total of 1,608 stations provided by all health and fitness suites, with the Pure Gym (North) and Pure Gym (Central) being the largest with each providing 220 stations. David Lloyd provides 150 stations.



3.3.94. There are 904 stations available as pay and play types with Pure Gym (North and Central) being the largest. Orford Jubilee Neighbourhood Hub has 100 stations and a further 8 sites providing more than 20 stations.

3.3.95. There has been a significant growth in the number of health and fitness suites operating, and therefore the number of stations available, in Warrington over the last 5 years.

**Quality of Health and Fitness Suites**

3.3.96. Non-technical visual assessments were carried out at the majority of health and fitness suite sites.

3.3.97. Generally, health and fitness suite provision is of a good quality. All 11 of the pay and play facilities have been either built or refurbished in the last 10 years.

**Accessibility of Health and Fitness Suites**

3.3.98. Appropriate drive time accessibility standards can be applied to health and fitness suites to determine deficiencies in provision. The majority of users will travel by car or, to a lesser extent, public transport to use the community accessible pay and play type health and fitness suites available in the area.

3.3.99. Catchment mapping, based on 20 minute drive times and only for sites owned by WBC that provide health and fitness suites, have been produced to analyse adequacy of coverage of health and fitness provision in Warrington.

3.3.100. The mapping exercise showed that the whole of the population live within a 20 minute drive time of a health and fitness suite (appendix 10).

3.3.101. Car parking is available and free of charge at all the main health and fitness suite sites. Parking was identified by users as an issue at Orford Jubilee Neighbourhood Hub; this is due to the level of overall access demand at that site. Thorough consultation with facility operator it is felt that effective utilisation of car parking would address this issue.

**Figure 9: Adult full membership cost as a percentage of median wage, compared to 'nearest neighbours'**

Membership	Warrington	Calderdale	Trafford	Stockport	Swindon
Adult full membership annual total as % of median wage*	1.3%	1.3%	1.1%	1.5%	1.6%

3.3.102. As already identified 50% of the 24 health and fitness suites providing 20 stations or more are pay and play types. The remaining 50% are all operated in ways that will restrict accessibility to the general public, with eight being registered membership use only.

3.3.103. Costs associated with accessing health and fitness suites varies significantly across the borough. Generally, all health and fitness suites are a lot more cost effective if

utilised through a membership package. Pay and play access is expensive and prohibitive.

3.3.104. Membership prices across the borough range for £10 a month, up to £50-60 per month. Health and fitness providers have a range of membership types which allow access to different facility types, and also only allows access at certain times (e.g. off peak memberships for weekday, day time use only).

3.3.105. Work carried out by the WBC customer insight team revealed that the average cost of a full adult membership as a percentage of the median wage equates to 1.3%. When compared to Warrington's 'nearest neighbours' (determined using the model developed by the Chartered Institute of Public Finance & Accountancy (CIPFA)), this shows that this is extremely competitive.

3.3.106. In terms of access for people with disabilities, all the health and fitness suites located at WBC sites currently provide accessible changing rooms. The quality and extent of these vary from site to sites.

#### ***Availability of Health and Fitness Suites***

3.3.107. The 2005 Fitness Industry propensity to participate guidelines indicated that the peak times for health and fitness suites is 17:00 – 21:00 hours Monday to Friday and 09:00 – 16:00 hours Saturdays and Sundays.

3.3.108. The vast majority of all community accessible pay and play type health and fitness suite types are open for the 34 hours during the peak period.

#### ***Athletics Facilities***

3.3.109. Athletics, as defined within the Sport England's Market Segmentation includes the following forms: athletics – field, athletics – track, running – track, jogging, running - cross country / beach, running – road, running - ultra marathon.

3.3.110. Based on the definition above, athletics can take place in many different settings. For the purpose of this assessment, two key facility sub types are considered. These are:

1. Track and field
2. Road and off-road

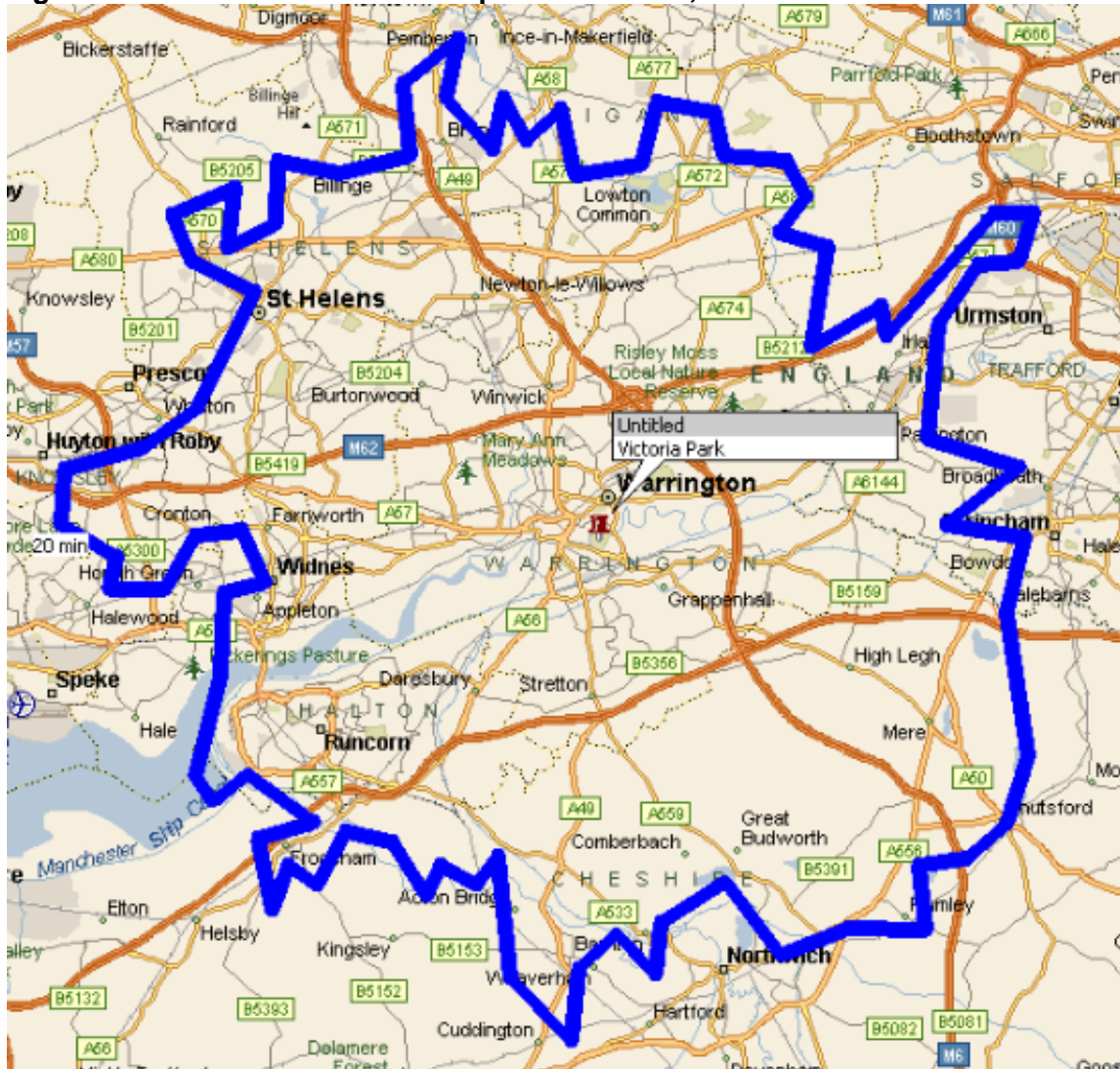
#### ***Quantity of Athletics Facilities***

3.3.111. Warrington has an 8-lane synthetic athletics track located in Victoria Park, near to the Town centre.

3.3.112. Athletics tracks will often be marked out on school playing fields during the summer months to fulfil Physical Education requirements and school competitions.

3.3.113. A range of tarmac, concrete and grass roads, pavements, footpaths, bridleways, tracks and cycle paths are used through Warrington.

**Figure 10: 20 minute drive time map: Victoria Park, Athletics Track**



### ***Quality of Athletics Facilities***

3.3.114. The 8-lane synthetic athletics track was fully refurbished in 2013.

3.3.115. A non-technical visual inspection was carried out which deemed the track to be of a good quality rating.

3.3.116. It was not feasible to quality assess all the road and off-road areas used for athletics, nor was it deemed necessary to assess temporary grass athletics tracks as they do not provide a facility used for community sport.

3.3.117. Feedback from users of the facility supported the quality rating. 50% rated the athletics track facility as very good, 42% as good and 8% as satisfactory.

### ***Accessibility of Athletics Facilities***

3.3.118. England Athletics gives an acceptable journey time to track and field facilities as 20 minutes in urban areas and 45 minutes in rural areas.

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3.3.119. Mapping has been carried out (figure 10) showing that the athletics track at Victoria Park is within a 20 minute drive time of every resident of the borough.

3.3.120. Facilities for informal/ casual road running are free of charge, are located across the town making them accessible to all residents.

3.3.121. Warrington hosts a weekly 'Park Run' at Victoria Park. This is a free, weekly, 5km timed runs around the world. It is open to everyone, free, and are safe and easy to take part in.

### ***Availability of Athletics Facilities***

3.3.122. Availability of the facilities is reasonable.

3.3.123. The majority of usage is through Warrington Athletics Club, a thriving club, who utilise the facility on a Monday, Wednesday and Thursday evening.

3.3.124. Feedback from users did highlight issues with regard to being able to access and use the facility for pay and play and/ or on a casual basis due to the facility being managed remotely.

### ***Cycling Facilities***

3.3.125. Cycling can take place in many forms. It is a mode of transport, recognised as a means of commuting to and from work. It is a recreational activity which people undertake for social reasons. It is also a sport in itself in which people train and compete, across a range of disciplines, both for enjoyment and to develop a sporting talent.

3.3.126. While some disciplines like BMX and track cycling are facility-based, others have not historically had a 'home' and in order to increase satisfaction, sustain and grow participation British Cycling have identified a need to create a new network of traffic-free cycle sport facilities with appropriate ancillary facilities to improve the quality of the cycle sport experience for all participants.

3.3.127. Furthermore British Cycling state that "the lack of suitable multi-discipline cycling facilities throughout Britain is the single biggest barrier to young people, who currently participate in cycling as an informal social activity, progressing through to formal organised cycling activities which will engage and enrol them as active cyclists for life".

3.3.128. Consultation with British Cycling highlighted that they are currently in the process of producing a new Facilities Strategy and that the Strategy is due to be released late spring 2015.

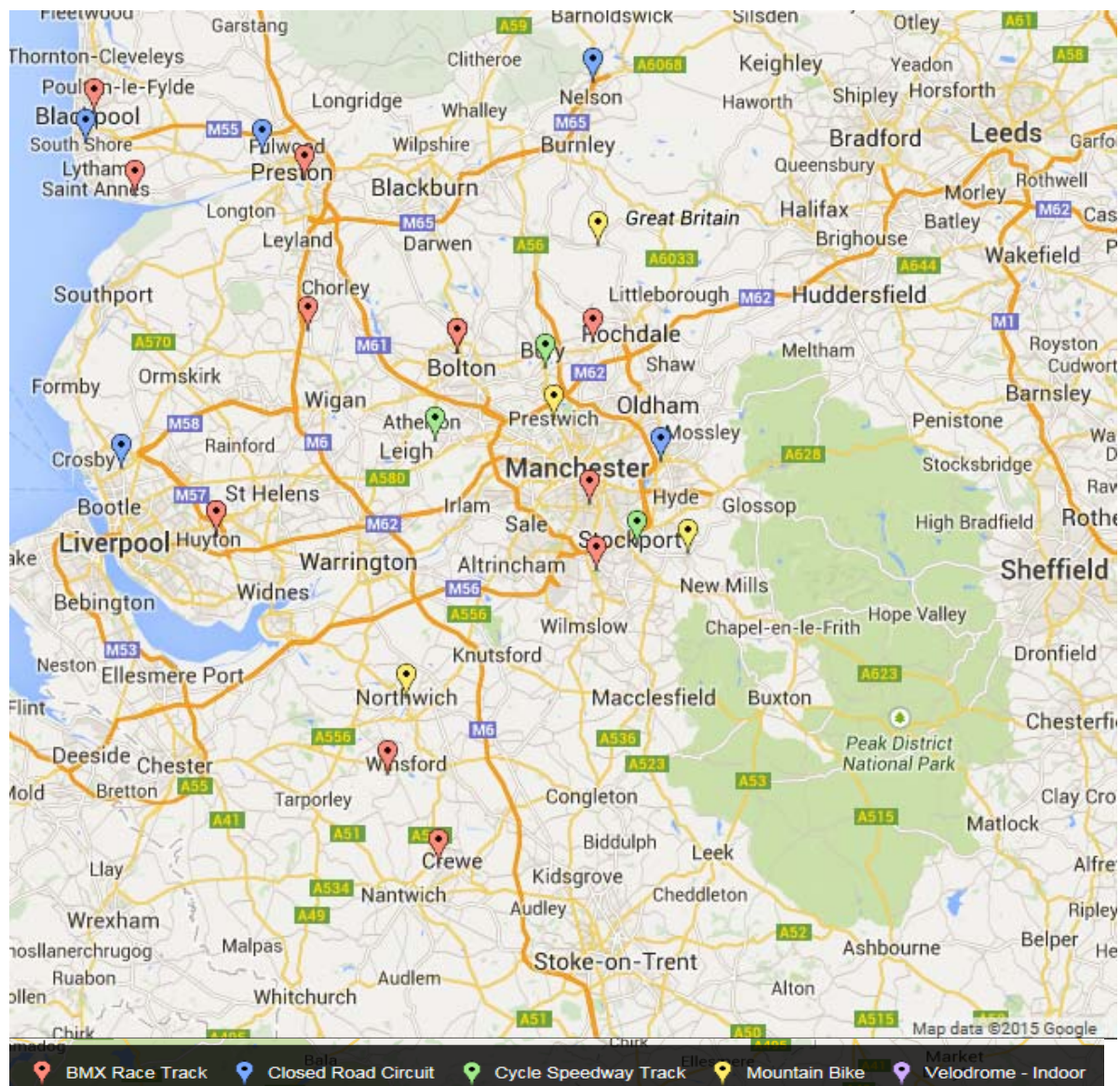
### ***Quantity of Cycling Facilities***

3.3.129. There is no specialist cycling facility in Warrington.

3.3.130. It should be noted that Warrington does have good provision of safe cycle routes across the town.



**Figure 11: Map of Cycling Facilities across the North West region, by type.**



**Quality of Cycling Facilities**

3.3.131. Due to lack of specialist cycling facilities in Warrington, no non-technical visual assessments were carried out.

**Accessibility of Cycling Facilities**

3.3.132. Specialist facilities have a far wider catchment (e.g. sub-regional).

3.3.133. As part of the consultation with National Governing Bodies for Sport, British Cycling provided a map of current road/ track cycling facilities in the North West (figure 11).

3.3.134. This mapping process indicated that there is a potential need for a road or track facility that could serve the southern part of the region.

### ***Availability of Cycling Facilities***

3.3.135. There is no specialist cycling facility in Warrington.

### ***Indoor Tennis Facilities***

3.3.136. Covered or indoor tennis courts, includes stand-alone tennis structures, purpose built tennis centres and indoor courts connected to other sports facilities, such as sports clubs. To include dedicated tennis courts only and not multi-use halls which have tennis courts marked out.

3.3.137. The Lawn Tennis Association were contacted as part of the consultation exercise with NGBs. They highlighted their aim to provide high quality facilities for everyone at a convenient location - providing high quality opportunities on safe and well maintained tennis courts. This includes:

- Access for everyone to well- maintained high quality tennis facilities which are either free or pay as you play.
- A Tennismark accredited place to play within a 10 minute drive of their home.
- Indoor tennis courts within a 20 minute drive time of their home.
- A mini tennis (10 and under) performance programme within a 20 minute drive of their home (Performance Centres).
- A performance programme for 11 - 15 year olds within a 45 minute drive time of their home (High Performance Centre).

### ***Quantity of Indoor Tennis Facilities***

3.3.138. There are two indoor tennis centres located in Warrington, one at Birchwood Leisure and Tennis Complex and one at David Lloyd Club.

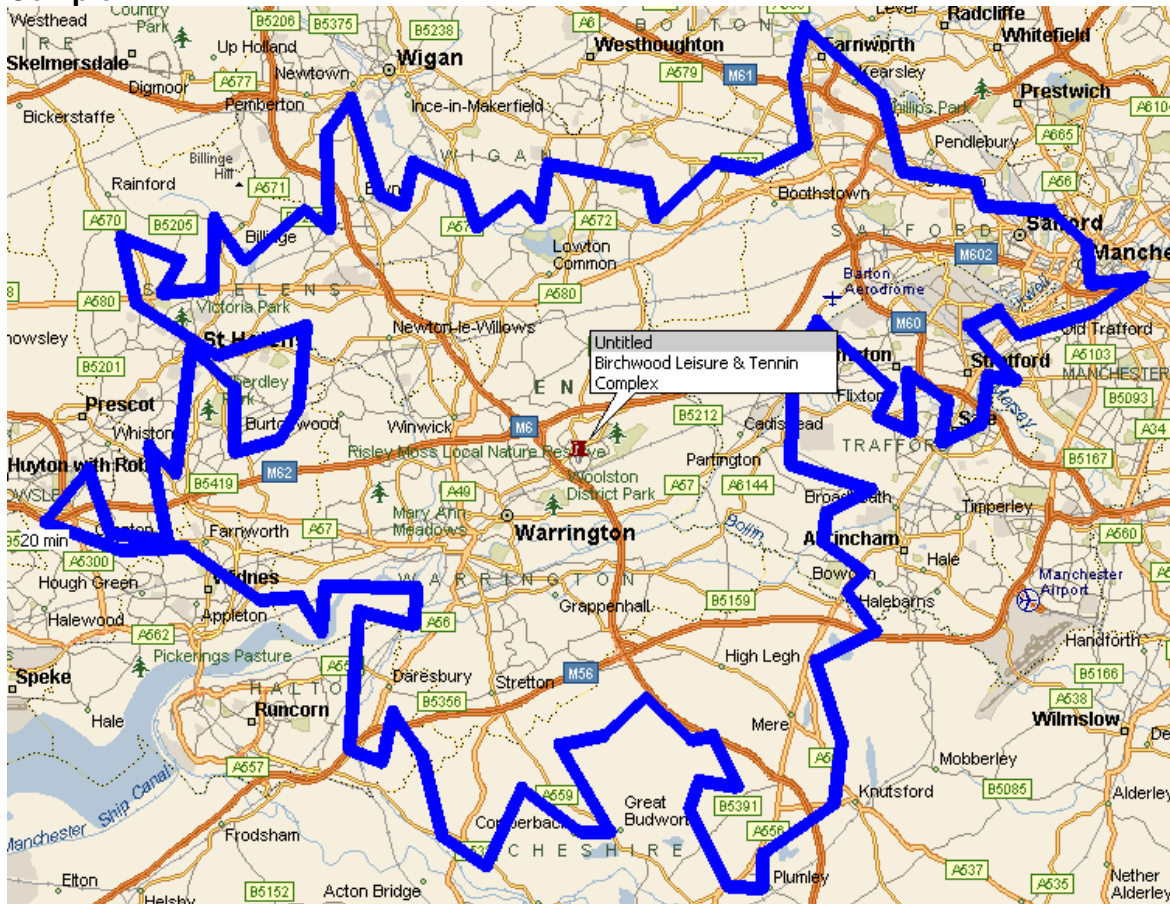
3.3.139. In total there are ten indoor tennis courts. Four of these are located at Birchwood Leisure and Tennis Complex, with the remaining six being at David Lloyd Club.

### ***Quality of Indoor Tennis Facilities***

3.3.140. Birchwood Leisure and Tennis Complex was built in 1988 and the indoor tennis courts were refurbished in 2011. The courts are acrylic (suitable for competitive and high class play). A non-technical visual assessment was carried out and determined that the courts are of good quality.

3.3.141. David Lloyd Centre was built in 1999. A non-technical visual assessment of this site was not carried out due to the parameters of the needs assessment.

**Figure 12: 20 minute drive time mapped around Birchwood Leisure and Tennis Complex**



### ***Accessibility of Indoor Tennis Facilities***

- 3.3.142. David Lloyd Centre is a registered membership use only facility and as such isn't accessible for community pay and play use.
- 3.3.143. Birchwood Leisure and Tennis Complex is a community use pay and play facility.
- 3.3.144. Specialist facilities have a much wider catchment (e.g. sub-regional). The Lawn Tennis Association in its 'Places to Play Strategy' set targets for the provision of indoor tennis courts within a 20 minute drive time and High Performance Centre within a 45 minute drive time.
- 3.3.145. Figure 12 shows that the whole of Warrington is within a 20 minute drive time of the indoor tennis courts located at Birchwood Leisure and Tennis Complex.

### ***Availability of Indoor Tennis Facilities***

- 3.3.140. David Lloyd Centre is a registered membership use only facility and so facilities are only available to members.
- 3.3.141. Birchwood Leisure and Tennis Complex is open seven days a week and indoor tennis courts are available for hire at all times when the centre is open.
- 3.3.142. The facilities are used for indoor bowling from October to March (on Mondays and Wednesdays). Bespoke indoor bowls mats are used, so does not cause any

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damage to the court surface, but it does reduce the availability of tennis courts for hire. It should be noted that this is during week days when demand is lower.

**Quality: Condition Surveys**

3.3.143. In 2011 Warrington Borough Council commissioned a series of condition surveys across its leisure asset stock which was later transferred out to a Community Interest Company (CIC) in May 2012.

3.3.144. The information contained in this needs assessment was correct at the time of the reports however it is worth noting that an element of investment has been undertaken since the surveys were carried out in particular at Woolston Leisure Centre as this was subject to a £1.2 million investment programme to refurbish the site into a neighbourhood Hub in 2010 / 2011. In addition to this further capital investment was also allocated to refurbish the roof and pool plant in 2014 / 2015.

3.3.145. Broomfield’s Leisure Centre also received capital investment in 2014 to refurbish the roof and air handling units. Further investment was also made in early 2015 to refurbish the wet side changing rooms.

3.3.146. For the purpose of this section Orford Jubilee Neighbourhood Hub costs are not included as this was a new build in 2012.

3.3.147. The full details of the condition surveys can be found in appendix 11 however the charts below display the total forecasted expenditure required for the whole property based on the 2011 condition surveys. Each cost is summarised against the standard element description as defined by the DFES. The costs are categorised by priority, 1, 2 and 3 (1 being most urgent). Cost based on 2011 rates and do not reflect inflation rates.

**Figure 13: Birchwood Leisure and Tennis Complex condition survey costs**

<b>Birchwood Leisure &amp; Tennis Complex</b>				
<b>ELEMENT</b>	<b>Priority 1</b>	<b>Priority 2</b>	<b>Priority 3</b>	<b>Total</b>
Roofs	£1,611.47	£0.00	£810.63	£2,422.10
Floors and stairs	£656.07	£1,644.65	£13,727.72	£16,028.44
Ceilings	£0.00	£0.00	£0.00	£0.00
External Walls, windows and doors	£0.00	£0.00	£493.32	£493.32
Internal walls and doors	£0.00	£1,949.22	£0.00	£1,949.22
Sanitary services	£0.00	£0.00	£0.00	£0.00
Mechanical services	£1,858.94	£4,262.49	£47,971.12	£54,092.55
Electrical Services	£0.00	£0.00	£168,806.90	£168,806.90
Redecorations	£0.00	£1,112.94	£145,904.49	£147,017.43
Fixed furniture and fittings	£0.00	£0.00	£167.86	£167.86
External Areas	£65,067.55	£2,623.15	£69,912.03	£137,602.73
	<b>£69,194.03</b>	<b>£11,592.45</b>	<b>£447,794.07</b>	<b>£528,580.55</b>

**Figure 14: Broomfields Leisure Centre condition survey costs**

<b>Broomfield’s Leisure Centre</b>				
<b>ELEMENT</b>	<b>Priority 1</b>	<b>Priority 2</b>	<b>Priority 3</b>	<b>Total</b>
Roofs	£197,566.80	£3,749.91	£15,245.26	£216,561.97



Floors and stairs	£0.00	£33,842.68	£8,550.30	£42,392.98
Ceilings	£0.00	£1,969.67	£1,953.56	£3,923.23
External Walls, windows and doors	£0.00	£4,741.27	£3,136.27	£7,877.54
Internal walls and doors	£0.00	£7,985.13	£20,156.60	£28,141.73
Sanitary services	£0.00	£942.69	£2,574.50	£3,517.19
Mechanical services	£37,987.26	£5,364.96	£78,052.03	£121,404.25
Electrical Services	£21,070.74	£218,566.28	£96,148.31	£335,785.33
Redecorations	£0.00	£3,648.58	£32,199.18	£35,847.76
Fixed furniture and fittings	£0.00	£0.00	£798.45	£798.45
External Areas	£0.00	£38,367.16	£255,150.47	£293,517.63
	<b>£256,624.80</b>	<b>£319,178.33</b>	<b>£513,964.93</b>	<b>£1,089,768.06</b>

**Figure 15: Great Sankey Leisure Centre condition survey costs**

Great Sankey Leisure Centre				
ELEMENT	Priority 1	Priority 2	Priority 3	Total
Roofs	£3,255.87	£739.38	£2,235.64	£6,230.89
Floors and stairs	£16,800.85	£1,631.20	£34,371.81	£52,803.86
Ceilings	£2,644.82	£1,052.38	£1,596.29	£5,293.49
External Walls, windows and doors	£0.00	£2,362.84	£243.65	£2,606.49
Internal walls and doors	£3,704.55	£19,170.07	£9,857.68	£32,732.30
Sanitary services	£0.00	£0.00	£496.09	£496.09
Mechanical services	£1,768.80	£97,700.59	£296,331.66	£395,801.05
Electrical Services	£0.00	£6,617.99	£413,536.45	£420,154.44
Redecorations	£0.00	£3,185.91	£70,287.00	£73,472.91
Fixed furniture and fittings	£0.00	£0.00	£301.33	£301.33
External Areas	£0.00	£1,958.42	£9,516.21	£11,474.63
	<b>£28,174.89</b>	<b>£134,418.78</b>	<b>£838,773.81</b>	<b>£1,001,367.48</b>

**Figure 16: Woolston Leisure Centre condition survey costs**

Woolston Leisure Centre				
ELEMENT	Priority 1	Priority 2	Priority 3	Total
Roofs	£278,462.83	£1,992.21	£21,143.20	£301,598.24
Floors and stairs	£0.00	£67,338.93	£48,296.37	£115,635.30
Ceilings	£0.00	£16,987.98	£5,914.40	£22,902.38
External Walls, windows and doors	£0.00	£42,067.66	£5,284.97	£47,352.63
Internal walls and doors	£0.00	£220,266.55	£41,888.96	£262,155.51
Sanitary services	£0.00	£7,561.61	£7,200.31	£14,761.92
Mechanical services	£0.00	£106,962.54	£263,995.54	£370,958.08
Electrical Services	£133,898.47	£18,168.88	£28,177.29	£180,244.64
Redecorations	£0.00	£1,755.81	£57,140.63	£58,896.44
Fixed furniture and fittings	£0.00	£2,264.02	£89.35	£2,353.37
External Areas	£0.00	£117,410.08	£12,487.47	£129,897.55
	<b>£412,361.30</b>	<b>£602,776.27</b>	<b>£491,618.49</b>	<b>£1,506,756.06</b>

- 3.3.148. The condition surveys show that the works identified to ensure the fabric of the building at Brichwood Leisure & Tennis Complex is maintained to an appropriate standard are estimated to cost in excess of £500,000.
- 3.3.149. The condition surveys show that the works identified to ensure the fabric of the building at Broomfieds Leisure Centre was maintained to an appropriate standard were an estimated cost of nearly £1.1 million. There has been some recent improvement works undertaken at Broomfields Leisure Centre and so these costs are now likely to have been significantly reduced.
- 3.3.150. The condition surveys show that the works identified to ensure the fabric of the building at Great Sankey Leisure Centre is maintained to an appropriate standard are estimated to cost approximately £1 million.
- 3.3.151. The condition surveys show that the works identified to ensure the fabric of the building at Woolston Leisure Centre was maintained to an appropriate standard were an estimated cost of £1.5 million. As already mentioned this site was subject to a £1.2 million investment programme to refurbish the site into a Neighbourhood Hub in 2010 / 2011. In addition to this further capital investment was also allocated to refurbish the roof and pool plant in 2014 / 2015. The condition of the building is therefore much improved with remedial work costs anticipated as now being relatively low.

### **3.4. Planned developments**

- 3.4.1. In order to understand the supply of leisure provision in the future, consideration needs to be given to any planned or known developments that are due to take place within Warrington.
- 3.4.2. Outlined below is a summary of developments that will, or are likely to include, either an improvement to or an increase of the supply of leisure facilities.
- 3.4.3. It is important to note that there are no known planned closures within the borough in terms of leisure facilities.

#### ***Development of Community Hub in Bewsey and Dallam***

- 3.4.4. One of the key elements of the planned regeneration for the Bewsey and Dallam area is the development of a community hub. The aim of the hub is to serve as a base for a range of activities to address health and wellbeing inequalities.
- 3.4.5. A detailed business case has been produced which identifies the proposed site as council owned land located off Longshaw Street, next to St Mark's Church. The site has been derelict for a number of years.
- 3.4.6. The proposed facilities for the community hub include:
- IT provisions
  - Healthy eating bay
  - Reception
  - Multi-use room for health and lifestyle services
  - 180m<sup>2</sup> health and fitness suite
  - 180m<sup>2</sup> dance studio
  - Changing rooms
  - Multi-use rooms
  - Car parking
  - Bike storage
- 3.4.7. The business case and options appraisal is due to be presented to WBC Executive Board in April 2015.

#### ***Development of a Neighbourhood Hub in West Warrington – Great Sankey Neighbourhood Hub***

- 3.4.8. Great Sankey Leisure Centre is almost 40 years old and during this period has had little refurbishment, leaving the building tired and in need of significant redevelopment.
- 3.4.9. In addition to this, West Warrington has changed dramatically over the last few years and has seen the development of Chapelford Village; 2500 family homes, housing almost 10,000 new residents.
- 3.4.10. Furthermore the Omega site, currently one of the largest building developments in Europe, is creating almost 25,000 employment opportunities in Warrington and is planning to provide a further 1100 homes and a new school.
- 3.4.11. In essence, West Warrington has changed since Great Sankey Leisure Centre was built and so have its residents and their demographic profile. There are more young

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families than ever and the fastest ageing population in Warrington, particularly in Great Sankey and Penketh.

3.4.12. LiveWire's aim as a Community Interest Company, working closely with project partners including Warrington Borough Council, is to plan for this ongoing change, ensure the site can meet the demand for leisure, learning and wellbeing services and facilities and a range of other activities and make sure the building is dementia friendly for the ageing section of West Warrington's population.

3.4.13. LiveWire's commitment is to design a Neighbourhood Hub that holds its residents at the heart of everything they do, providing a facility that will be inclusive for all, which West Warrington not only needs, but demands.

3.4.14. The vision for the Neighbourhood Hub has already been developed, and a dedicated Project Board has been established to drive the project forward. Initial concept designs are currently being developed and refined, with consultation taking place with a range of partners, users and the general public.

#### ***Development of an Outdoor Sports Hub at Victoria Park***

3.4.15. Work is well under way on the £4.4m transformation of the park and the new hub is set to be completed by autumn 2015. Victoria Park is the currently location for the specialist athletics facility in the town.

3.4.16. The works at Victoria Park will include:

- A new 300 seat fully accessible sports stand that will include viewing areas, changing rooms, WCs, kitchens and community room
- A new competition standard floodlit rugby and football pitch, fenced to ensure security
- Improvements to the existing pitches that will enhance water drainage, further increasing the quality of the pitch surface, helping them to remain in use all year round
- Improvements and enhancement to existing car parking facilities.

3.4.17. The development scheme is being overseen by Warrington & Co., Warrington's partnership for growth.

#### ***Woolston Learning Village development on old Woolston High School site***

3.4.18. Woolston Learning Village caters for children aged 4 to 18 with special educational needs and enable the schools to share the state of the art specialist resources including a purpose built hydrotherapy pool. There is also a college for young people aged 16 and above on the site which fully opened in 2014.

3.4.19. Woolston Learning Village (WLV) is located on the site of Woolston High School which closed in 2012. WLV has a fully refurbished 6-court sports hall.

3.4.20. It is likely that the sports hall will be available for community use, but these arrangements have not yet been fully finalised.

***Introduction of community use of sports facilities at St. Gregory's Catholic High School***

3.4.21. St. Gregory's Catholic High School is located in the West neighbourhood area of Warrington.

3.4.22. There is a 4-court sports hall located on the site, which in recent years has not been available for community use.

3.4.23. An organisation called School Letting's Solutions recently took over the management of the leisure facilities outside of school hours and the sports hall became available to hire during evenings and weekends during late 2014.

### 3.5. Demand information

3.5.1. Demand is likely to vary considerably for one place to another according to the different socio-demographic and participation characteristics of local neighbourhoods and communities, the number and type of visitors and relevant policy priorities.

3.5.2. In order to gather useful and reliable demand information a range of areas were reviewed including a review of the local population profile, and the sports participation profiles, unmet, latent, displaced and future demand alongside local priorities and sport specific priorities.

#### **Local Population Profile**

3.5.3. An important element of developing the picture of demand is gaining an understanding of the population characteristics in the study area. It is fundamental to understand the make-up of the population, and in particular what is the demographic profile in age, gender, social class, disability and health as this can impact on the type of facilities required.

3.5.4. The information outlined within this section is based on information provided by the Warrington Borough Council Customer Insight team.

#### **Current Population**

**Figure 17: Population Forecast**

Age	Population ('000s)									
	2012	2013	2014	2015	2016	2017	2018	2019	2020	% Change 2012-20
0-4	12.5	12.6	12.7	12.8	12.8	12.9	12.9	13.0	13.0	4.0%
5-9	11.8	12.1	12.4	12.6	12.8	13.0	13.1	13.2	13.2	11.9%
10-14	12.1	11.9	11.8	11.7	11.9	12.1	12.4	12.7	12.9	6.6%
15-19	12.4	12.1	12.0	11.9	11.6	11.5	11.3	11.2	11.2	-9.7%
20-24	11.9	11.9	11.8	11.6	11.3	11.1	10.8	10.7	10.6	-10.9%
25-29	12.6	12.8	13.0	13.3	13.6	13.8	13.8	13.8	13.6	7.9%
30-34	12.6	13.1	13.3	13.4	13.5	13.7	14.0	14.2	14.4	14.3%
35-39	13.3	12.7	12.7	12.9	13.2	13.5	14.0	14.2	14.3	7.5%
40-44	15.8	15.7	15.2	14.7	14.1	13.5	13.0	13.0	13.2	-16.5%
45-49	16.8	16.5	16.4	16.2	16.0	15.8	15.7	15.2	14.7	-12.5%
50-54	14.3	15.1	15.5	16.1	16.4	16.6	16.3	16.2	16.0	11.9%
55-59	11.9	12.1	12.5	12.8	13.4	14.0	14.6	15.1	15.6	31.1%
60-64	11.6	11.4	11.3	11.2	11.3	11.5	11.6	12.0	12.3	6.0%
65-69	11.0	11.5	11.6	11.8	11.8	11.1	10.8	10.8	10.7	-2.7%
70-74	8.5	8.6	8.9	9.1	9.4	10.3	10.8	10.9	11.0	29.4%
75-79	6.3	6.5	6.9	7.2	7.3	7.5	7.7	7.9	8.1	28.6%
80-84	4.3	4.4	4.5	4.6	4.8	5.0	5.3	5.6	5.8	34.9%
85-89	2.5	2.5	2.6	2.7	2.8	2.9	3.0	3.1	3.2	28.0%
90+	1.3	1.4	1.5	1.5	1.6	1.7	1.7	1.8	1.9	46.2%
<b>Total</b>	<b>203.7</b>	<b>205.0</b>	<b>206.6</b>	<b>208.1</b>	<b>209.7</b>	<b>211.3</b>	<b>212.9</b>	<b>214.4</b>	<b>216.0</b>	

3.5.5. According to the 2013 Mid-year Population Estimates there are 39,100 young people in Warrington aged under 16 years. According to the Annual Population Survey there are 162,400 Warrington residents aged 16+.

- 3.5.6. 65.6% of the population are aged 16 – 64. When broken down further 37.6% are aged 25 – 49 and 37.3% aged 50 +.
- 3.5.7. A slightly higher proportion of the population are male and the ethnicity of the majority of the population is white (96.4%).
- 3.5.8. Warrington ranks 153 out of the 326 English local authorities (where 1 is most deprived) for Multiple Deprivation. One small area is within the 3% ‘worst’ small areas in England for Multiple Deprivation.
- 3.5.9. Warrington has four small areas within the ‘worst’ 3% across England for health deprivation and disability.
- 3.5.10. 78% of Warrington residents of working age are in employment, and unemployment in the borough is lower than both the North West and England averages.
- 3.5.11. Warrington residents are more highly qualified than both the North West and England averages.
- 3.5.12. When median gross weekly pay is compared, Warrington residents are shown to be more highly paid than the North West average, however below the England average.

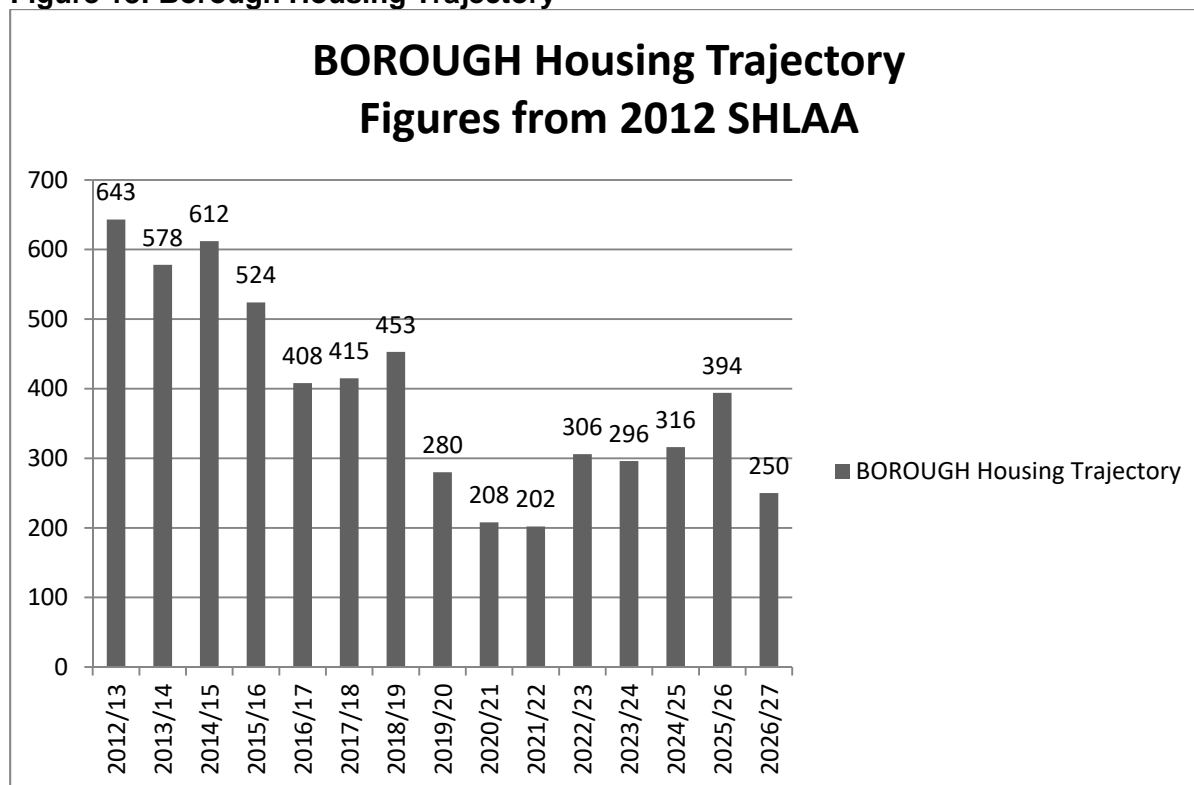
#### **Forecasted Population Growth**

- 3.5.13. Based on previous trends, it is projected that in the 20 years from 2012 to 2032 Warrington’s population will have grown by 27,200, i.e. from 203,700 to 230,900 residents. The greatest growth is predicted to occur in the 65+ age group.
- 3.5.14. Population growth of 13.4% is forecast in Warrington between 2012 and 2032. This is higher than the North West rate, and just below the national rate.
- 3.5.15. Figure 17 shows that from 2015 to 2020, Warrington’s population is projected to grow to 216,000 residents.

#### **Housing Growth**

- 3.5.16. Figure 18 highlights the predicted housing growth for the borough from 2012/13 onwards. It shows that during the period of the strategy (2014/15 – 2019/20), a total of 2,692 homes are due to be built to support the growth in population.
- 3.5.17. The housing elements of the plan are currently being revised and it is anticipated that the resultant amended plan will see an increase in the projected number of new homes to be built up to 2027.

**Figure 18: Borough Housing Trajectory**



### **Neighbourhood Profiles and Housing Growth**

3.5.18. This section provides an overview of the different profiles for each of the four neighbourhood areas based on 2013 neighbourhood profiles produced by Customer Insight Team, Partnerships and Performance. More detail is available in appendix 12.

#### **Central Neighbourhood Profile**

3.5.19. 46,118 people live in the central neighbourhood area. The central population consists of more children and young people and fewer older working age residents.

3.5.20. 35% of the people living in the central neighbourhood area as classified as 'struggling families (average for Warrington is 11.2%)'. 27% of the central population classified as 'Blue Collar Roots'.

3.5.21. In terms of health and wellbeing, Struggling Families are:

- 2.3 times more likely to have existing health problems
- 3.1 times more likely to have future health problems
- 50% more likely to smoke than UK average
- 30% more likely to have BMI >30
- 15% more likely to take physical activity less than once a week
- 5% less likely to participate in sport and physical activity

3.5.22. The local population identified as Blue Collar Roots are described as:

- 30% more likely to have existing health problems
- 11% more likely to smoke than UK average
- 10% more likely to have BMI >30
- 7% more likely to take physical activity less than once a week

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- 2% less likely to participate in sport and physical activity

3.5.24. The life expectancy in central neighbourhood area is age 77.1 years, less than the Warrington average of 79.3 years.

3.5.25. Central neighbourhood has 21.7% of its working age population claiming benefits (Warrington average is 12.9%).

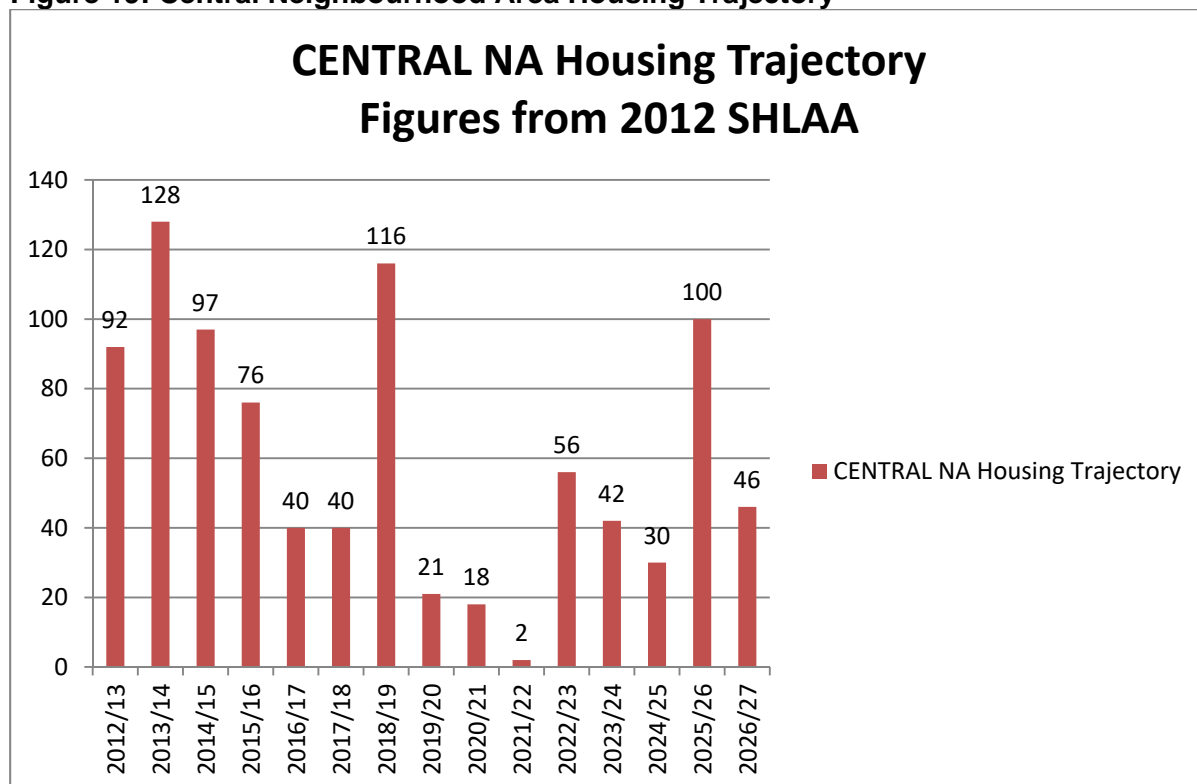
3.5.26. Over a quarter (26.4%) of children living in the central neighbourhood area are classed as overweight and obese.

3.5.27. There are 16 lower super output areas (LSOA) that fall within the 20% most deprived nationally.

### **Central Neighbourhood Housing Growth**

3.5.28. Figure 19 below highlights the projected number of houses anticipated to be built in the central neighbourhood area.

**Figure 19: Central Neighbourhood Area Housing Trajectory**



3.5.29. This shows that there is an anticipated 390 homes that are estimated to be built between 2015 and 2020, which is slightly less than 15% of the anticipated total number of homes being built across the borough.

3.5.30. The Strategic Housing Market Assessment (SHMA) carried out in 2009 did not reflect the neighbourhood areas currently defined within the Warrington. The central and the east neighbourhood fell within the 'Central-East sub-area'.

3.5.31. The SHMA forecasted that around two-thirds of new housing should be market accommodation, with 29.2% social rented and 4.2% intermediate.

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3.5.32. Within the market sector 40.1% of the requirement is for three bedroom houses, with 23.5% for two bedroom houses and 18.2% for four bedroom homes.

3.5.33. Two bedroom houses are most commonly required with the social rented sector.

3.5.34. In terms of the qualitative offer of housing, it is worth noting that the majority of these new homes are not likely to be as large as homes being built in other neighbourhood areas.

3.5.35. This along with the fact that the central neighbourhood is predicted to deliver a lower proportion of new homes suggests the resultant population increase will be less significant in the central neighbourhood.

### **East Neighbourhood Profile**

3.5.36. 48,314 people live in the east neighbourhood area. The east neighbourhood area consists of a high level of people aged 67 – 74 years.

3.5.37. 17.1% of children aged 0 – 4 years are classed as being in child poverty.

3.5.38. 22.2% of children living in the east neighbourhood area are classed as overweight and obese.

3.5.39. Within the east neighbourhood area there are 3 LSOA that fall within the 20% most deprived nationally.

3.5.40. 26% of the people that live in the east neighbourhood area are classified as 'Secure Families'. A further 20% are classified as 'Wealthy Executives'.

3.5.41. In terms of health and wellbeing, Secure Families are:

- 89% more likely than the UK average to be healthy
- 17% less likely to smoke than UK average
- 4% less likely to have a BMI >30
- 3% less likely to take physical activity less than once a week
- 4% more likely to participate in sport and physical activity

3.5.42. The local population identified as Wealthy Executives are described as:

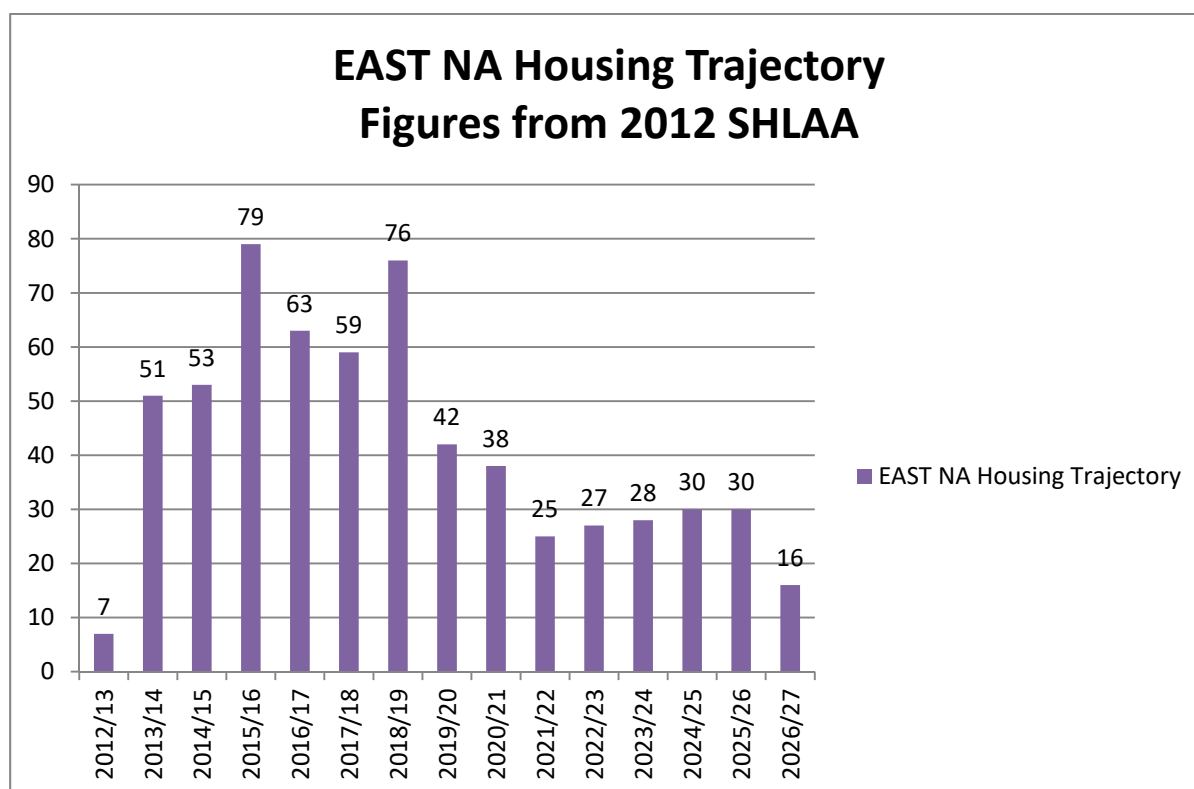
- 2.4 times more likely than UK average to have possible future health concerns
- 42% less likely to smoke than UK average
- 21% less likely to have a BMI >30
- 17% less likely to take physical activity less than once a week
- 8% more likely to participate in sport and physical activity

3.5.43. The life expectancy in the east neighbourhood area is 80.8 years, higher than Warrington average (79.3 years).

### **East Neighbourhood Area Housing Growth**

3.5.44. Figure 20 highlights the projected number of houses anticipated to be built in the east neighbourhood area.

**Figure 20: East Neighbourhood Area Housing Trajectory**



3.5.45. This shows that there is an anticipated 372 homes that are estimated to be built between 2015 and 2020 in the east neighbourhood area. This is the lowest number of homes across the neighbourhood areas and equates to just less than 14%.

3.5.46. The Strategic Housing Market Assessment (SHMA) carried out in 2009 did not reflect the neighbourhood areas currently defined within the Warrington. The central and the east neighbourhood fell within the 'Central-East sub-area'.

3.5.47. The SHMA forecasted that around two-thirds of new housing should be market accommodation, with 29.2% social rented and 4.2% intermediate.

3.5.48. Within the market sector 40.1% of the requirement is for three bedroom houses, with 23.5% for two bedroom houses and 18.2% for four bedroom homes.

3.5.49. Two bedroom houses are most commonly required within the social rented sector.

3.5.50. In terms of the qualitative offer of housing, it is worth noting that the majority of these new homes are not likely to be as large as homes being built in other neighbourhood areas.

3.5.51. This along with the fact that the east neighbourhood is predicted to deliver a lower proportion of new homes suggests the resultant population increase will be less significant in the east neighbourhood.

**South Neighbourhood Profile**

3.5.52. 48,957 people live in the south neighbourhood area. There are more older residents aged 65 years + that live in this neighbourhood area.

3.5.53. 85.6% of the people living in the south area classed themselves as having very good/good health.

3.5.54. 50% of the households own 2 or more cars.

3.5.55. Within the south neighbourhood area there are 0 LSOA that fall within the 20% most deprived nationally.

3.5.56. The two most prominent groups within the neighbourhood area are 'Wealthy Executives' (35.1%) and 'Secure Families' (18.8%).

3.5.57. The life expectancy for the south neighbourhood area is 80.8 years, higher than Warrington average (79.3 years).

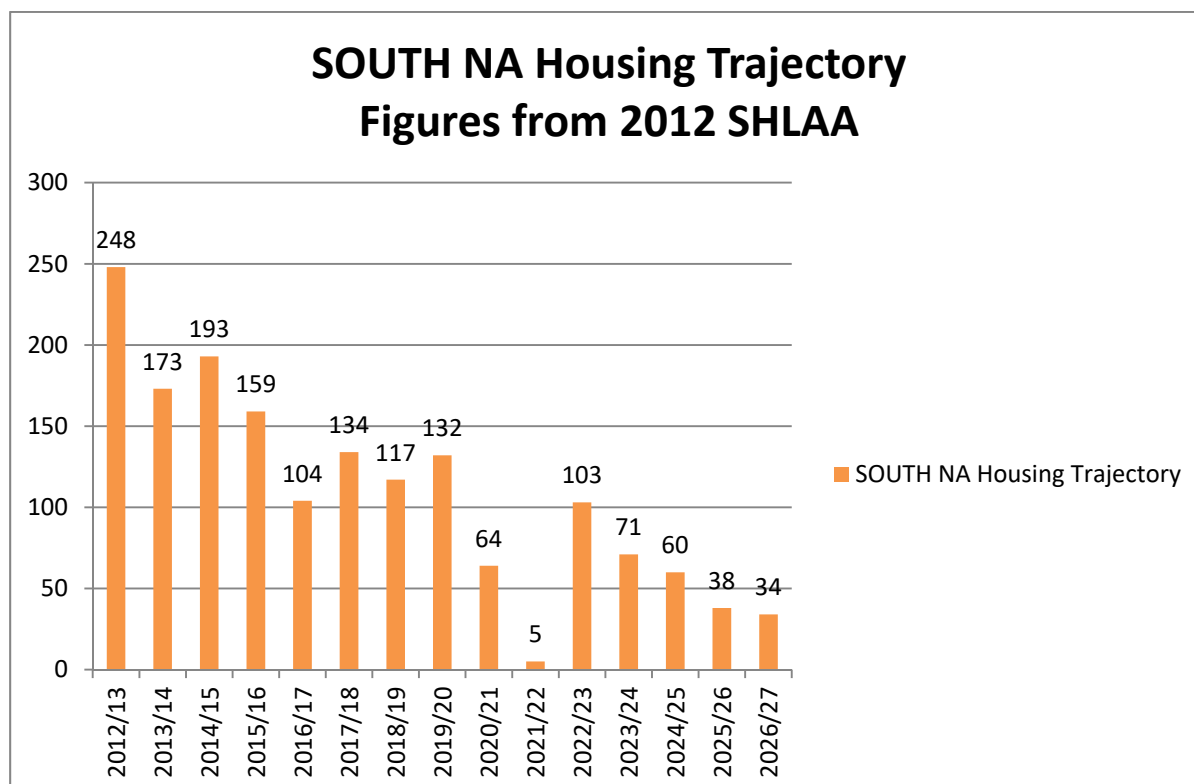
3.5.58. 18% of the children living in the south neighbourhood area are classed as overweight or obese.

### **South Neighbourhood Area Housing Growth**

3.5.59. Figure 21 highlights the projected number of houses anticipated to be built in the south neighbourhood area.

3.5.60. Figure 21 highlights that there is an anticipated 839 homes that are estimated to be built between 2015 and 2020 in the south neighbourhood area. This equates to over 30% of the total number of homes forecasted to be built across the borough.

**Figure 21: South Neighbourhood Area Housing Trajectory**



- 3.5.61. The Strategic Housing Market Assessment (SHMA) carried out in 2009 did not reflect the neighbourhood areas currently defined within the Warrington. The south neighbourhood fell within the 'South sub-area'.
- 3.5.62. The SHMA forecasted that in the south, just over two-thirds of new housing should be market accommodation, with 29.7% social rented and 3.2% intermediate.
- 3.5.63. Within the market sector 71.7% of the requirement is for three and four bedroom houses.
- 3.5.64. Over two-thirds of new social rented accommodation should be for four bedroom houses.
- 3.5.65. In terms of the qualitative offer of housing, it is worth noting that the majority of these new homes are likely to be larger, family dwellings so the resultant population increase could be quite significant.

### **West Neighbourhood Profile**

- 3.5.66. 58,233 people live in the west neighbourhood area. There is a higher level of working age/ middle age people (25 – 64 years) that reside within the west.
- 3.5.67. Within the west neighbourhood area there are 0 lower super output areas that fall within the 20% most deprived nationally.
- 3.5.68. However, it needs to be noted that the outer area of the Town Centre LSOA is with the west neighbourhood area and this ranks within the top 10% most deprived nationally.
- 3.5.69. 25.1% of the people that live in the west neighbourhood area are classified as 'Secure Families' (average for Warrington is 19.9%). 16.9% of the people are classified as 'Wealthy Executives'.
- 3.5.70. Life expectancy in the west neighbourhood area is 79.3 years, the same as the Warrington average.
- 3.5.71. One fifth (20.5%) of the children living in the west neighbourhood area are classed as overweight and obese.

### **West Neighbourhood Area Housing Growth**

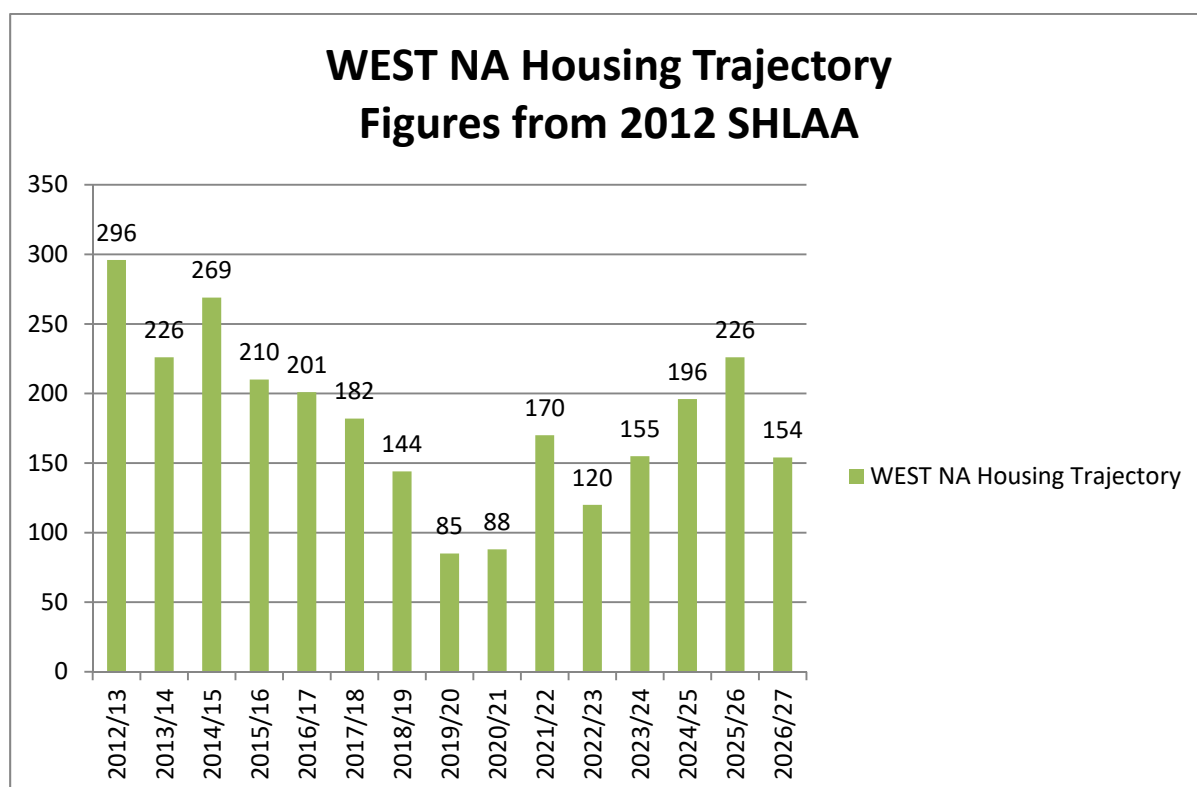
- 3.5.72. Figure 22 highlights the projected number of houses anticipated to be built in the west neighbourhood area.
- 3.5.73. Figure 22 shows that the west neighbourhood area is forecasted to provide the largest number of new homes of the four neighbourhood areas with in excess of 40% (1,091) of new homes anticipated to be provided within the west.
- 3.5.74. The Strategic Housing Market Assessment (SHMA) carried out in 2009 did not reflect the neighbourhood areas currently defined within the Warrington. The west neighbourhood fell within the 'North West sub-area'.
- 3.5.75. The SHMA forecasted that in the west almost 70% of new housing should be market accommodation, with a quarter social rented and 4.7% intermediate housing.

3.5.76. Within the market sector 65.7% of the requirement is for three and four bedroom houses.

3.5.77. 57.2% of new social rented accommodation should be two bedroom houses and a further quarter should be four bedroom properties.

3.5.78. In terms of the qualitative offer of housing, it is worth noting that the majority of these new homes are likely to be larger, family dwellings so the resultant population increase could be quite significant.

**Figure 22: West Neighbourhood Area Housing Trajectory**



### ***Sports Participation Profile***

3.5.79. It is important to understand the sporting and physical activity levels and behaviour of the population of Warrington.

3.5.80. There are a number of very useful sources of demand information which can provide an initial indication of the picture of demand in an area. Whilst these national sources help to provide a useful overview, it was essential to combine the national information with more local information where available.

### **Active People Survey**

3.5.81 Carried out on behalf of Sport England by the leading social research company TNS BMRB, the Active People Survey (APS) measures the number of adults taking part in sport across England. Providing the most comprehensive and authoritative picture of sports participation in England, APS is central to Sport England's measurement of its own strategy and the performance of key partners.

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- 3.5.82 Whilst it is a national data set it provides comprehensive information on sports participation by individual sports for each LA area. It measures actual participation, trends and changes and is a key tool to help develop the picture of demand for sport and recreation within a LA area.
- 3.5.83 Sports participation in Warrington as measured by the APS has consistently been higher than the North West and England averages. Final data for 2012/13 (APS8) indicates that 40% of respondents aged 16+ had taken part in at least one session per week of moderate intensity exercise in the previous month. Differences between Warrington data and the national and regional averages are statistically significant.
- 3.5.84 Warrington is currently ranked as the sixth most active borough in the North West.
- 3.5.85 Using data available from APS7, when compared with its Nearest Neighbour authorities, as designated by the Chartered Institute of Public Finance and Accountancy (CIPFA), Warrington has seen a more consistent level of participation at least one per week since 2005/06, and in 2012/13 overtook Trafford as the best-performing authority in the group. The data suggests that Warrington is the best-performing authority within the Nearest Neighbour Group at April 2014.
- 3.5.86 Warrington outperforms the regional and national averages for participation at least once per week amongst residents aged 16+ and 14+. These differences are statistically significant.
- 3.5.87 Participation in sporting activities three or more times per week is more common in Warrington than at a regional or national level in 2012/13. Participation at this level has increased by 5.9% points since 2005/06.
- 3.5.88 In the 2012/13 Active People Survey, 56.9% of Warrington residents aged 16+ said that they would like to do more sport in the next 12 months. This is an increase of 10.3 percentage points since 2007/08.
- 3.5.89 Amongst inactive Warrington residents in 2012/13 a total of 21.4% said that they would like to do more sport, compared with 21.0% for England and 20.3% for the North West. In Warrington there has been a 2.1% increase in the rate of inactive residents wanting to do more sport since 2007/08

### **Market Segmentation**

- 3.5.90. Sport England's market segmentation has been designed to help understand the life stages and attitudes of different population groups – and the sporting interventions most likely to engage them.
- 3.5.91. The market segmentation data builds on the results of Sport England's Active People survey; the Department of Culture, Media and Sport's Taking Part survey; and the Mosaic tool from Experian. It presents a picture of the dominant social groups in each area, and puts people's sporting behaviour in the context of complex lives.
- 3.5.92. Propensity modelling – a statistical technique that matches the probability of displaying a particular behaviour or attitude to each demographic category – was used to link the survey data to wider population groups. This created a tool with two key elements:
1. a Sport England segment for every adult in England

2. the ability to count market segment profiles for any region or community, down to postcode level.
- 3.5.93. The market segmentation only looks at the adult population aged 18 years and above.
- 3.5.94. Figure 23 provides a snapshot of all the segment types. It provides an indication of the level of latent demand, the sports those segment types would typically participate in and want to participate more in, what their motivations for sport and physical activity are and the barriers that stop them from participating.
- 3.5.95. The web tool also includes information on 'latent demand' from the Active People Survey. Latent demand is based on all respondents who would like to play more sport, and asks these people which one sport they would like to play more of.



Figure 23: Market segmentation overview for all segment types

Segment	Age Range	Latent Demand (national average 52%)	Sports currently participating in (in order and only those with more than 8% of segment)	Sports would like to do more of (in order and only those with more than 8% of segment)	Motivations	Barriers
<b>Ben</b> <i>Competitive male urbanites</i>	18 – 25	62%	1. Football 2. Keep fit/ Gym 3. Cycling 4. Athletics 5. Swimming	1. Swimming 2. Football	1. Just enjoy it 2. Keep fit 3. To meet with friends 4. To improve performance	1. Work commitments 2. Other (e.g. no opportunity/ economic reasons) 3. Lack of time
<b>Jamie</b> <i>Sports team lads</i>	18 – 25	64%	1. Football 2. Keep fit/ Gym 3. Athletics 4. Cycling 5. Swimming	1. Swimming 2. Cycling 3. Football 4. Keep fit/ Gym 5. Athletics	1. Just enjoy it 2. Keep fit 3. To meet with friends	1. Other (e.g. no opportunity/ economic reasons) 2. Work commitments 3. Lack of time 4. Health / injury / disability
<b>Chloe</b> <i>Fitness class friends</i>	18 – 25	70%	1. Keep fit/ Gym 2. Swimming 3. Athletics 4. Cycling	1. Swimming 2. Keep fit/ Gym 3. Cycling 4. Athletics	1. Just enjoy it 2. Keep fit 3. To meet with friends 4. To lose weight	1. Other (e.g. no opportunity/ economic reasons) 2. Work commitments 3. Family 4. Lack of time
<b>Leanne</b> <i>Supportive singles</i>	18 – 25	72%	1. Keep fit/ Gym 2. Swimming 3. Athletics	1. Swimming 2. Keep fit/ Gym 3. Athletics 4. Cycling	1. Just enjoy it 2. Keep fit 3. To meet with friends 4. To lose weight	1. Work commitments 2. Other (e.g. no opportunity/ economic reasons) 3. Lack of time 4. Family
<b>Helena</b> <i>Career-focussed females</i>	26 – 45	68%	1. Keep fit/Gym 2. Swimming 3. Cycling 4. Athletics	1. Swimming 2. Keep fit/Gym 3. Cycling	1. Keep fit 2. Just enjoy it 3. To lose weight 4. To meet with friends	1. Work commitments 2. Other (e.g. no opportunity/ economic reasons) 3. Health/ injury/ disability 4. Family 5. Lack of time
<b>Tim</b> <i>Settling down males</i>	26 – 45	66%	1. Cycling 2. Keep fit/Gym 3. Swimming 4. Football 5. Athletics	1. Cycling 2. Swimming 3. Keep fit/Gym	1. Just enjoy it 2. Keep fit 3. To meet with friends 4. To take children	1. Work commitments 2. Other (e.g. no opportunity/ economic reasons) 3. Lack of time 4. Health/ injury/ disability

<b>Alison</b> <i>Stay at home mums</i>	36 – 45	72%	1. Keep fit/ Gym 2. Swimming 3. Cycling 4. Athletics	1. Swimming 2. Keep fit/ Gym 3. Cycling	1. Keep fit 2. Just enjoy it 3. To take children 4. To lose weight 5. To meet with friends	1. Family 2. Work commitments 3. Other (e.g. no opportunity/ economic reasons) 4. Lack of time 5. Health / injury / disability
<b>Jackie</b> <i>Middle England mums</i>	36 – 45	67%	1. Keep fit/ Gym 2. Swimming 3. Cycling	1. Swimming 2. Keep fit/ Gym 3. Cycling	1. Keep fit 2. Just enjoy it 3. To take children 4. To lose weight	1. Other (e.g. no opportunity/ economic reasons) 2. Work commitments 3. Health/ injury/ disability 4. Family 5. Lack of time
<b>Keve</b> <i>Pub League team mates</i>	36 – 45	62%	1. Keep fit/Gym 2. Football 3. Cycling 4. Swimming	1. Swimming 2. Cycling 3. Keep fit/Gym	1. Just enjoy it 2. Keep fit 3. To meet with friends	1. Work commitments 2. Other (e.g. no opportunity/ economic reasons) 3. Health / injury/ disability 4. Lack of time
<b>Paula</b> <i>Stretched single mums</i>	26 – 45	69%	1. Keep fit/ Gym 2. Swimming	1. Keep fit/ Gym 2. Swimming	1. Just enjoy it 2. Keep fit 3. To take children 4. To lose weight	1. Family 2. Other (e.g. no opportunity/ economic reasons) 3. Work commitments 4. Health/ injury/ disability 5. Lack of time
<b>Philip</b> <i>Comfortable mid-life males</i>	46 – 55	58%	1. Cycling 2. Keep fit/Gym 3. Swimming	1. Swimming 2. Cycling 3. Keep fit/Gym	1. Just enjoy it 2. Keep fit 3. To meet with friends 4. Take children	1. Work commitments 2. Health / injury/ disability 3. Other 4. Lack of time
<b>Elaine</b> <i>Empty nest career lady</i>	46 – 55	55%	1. Swimming 2. Keep fit/ Gym	1. Swimming 2. Keep fit/ Gym 3. Cycling	1. Keep fit 2. Just enjoy it 3. To lose weight	1. Health / injury/ disability 2. Other (e.g. no opportunity/ economic reasons) 3. Work commitments 4. Lack of time
<b>Roger &amp; Joy</b> <i>Early retirement couples</i>	56 – 65	44%	1. Keep fit/Gym 2. Swimming 3. Cycling	1. Swimming 2. Keep fit/Gym 3. Cycling	1. Just enjoy it 2. Keep fit 3. To meet with friends 4. Lose weight	1. Health, injury or disability 2. Other (e.g. no opportunity/ economic reasons) 3. Lack of time 4. Work commitments
<b>Brenda</b> <i>Older working women</i>	46 – 65	51%	1. Keep fit/ Gym 2. Swimming	1. Swimming 2. Keep fit/ Gym	1. Keep fit 2. Just enjoy it	1. Health / injury/ disability 2. Other (e.g. no opportunity/ economic reasons) 3. Work commitments 4. Lack of time
<b>Terry</b> <i>Local 'Old Boys'</i>	56 – 65	44%	1. Keep fit/ Gym	1. Swimming 2. Keep fit/ Gym 3. Cycling	1. Just enjoy it 2. Keep fit 3. To meet with friends	1. Health / injury/ disability 2. Other (e.g. no opportunity/ economic reasons) 3. Work commitments

<b>Norma</b> <i>Later life ladies</i>	56 – 65	41%	1. Swimming 2. Keep fit/ Gym	1. Swimming 2. Keep fit/ Gym	1. Keep fit 2. Just enjoy it	1. Health / injury / disability 2. Other (e.g. no opportunity/ economic reasons)
<b>Ralph &amp; Phyllis</b> <i>Comfortable retired couples</i>	66 +	27%	1. Keep fit/Gym	1. Swimming	1. Just enjoy it 2. Keep fit 3. To meet with friends	1. Health / injury / disability 2. Other (e.g. no opportunity/ economic reasons)
<b>Frank</b> <i>Twilight years gents</i>	66 +	25%	None	1. Swimming	1. Just enjoy it 2. Keep fit 3. To meet with friends	1. Health / injury / disability 2. Other (e.g. no opportunity / economic reasons)
<b>Elsie &amp; Arnold</b> <i>Retirement home singles</i>	66+	25%	1. Keep fit/Gym	1. Swimming 2. Keep fit/Gym	1. Just enjoy it 2. Keep fit	1. Health / injury / disability 2. Other (e.g. no opportunity / economic reasons)

3.5.96. The two predominant segment types within Warrington are Philip and Tim. These segment types are both defined as ‘sporty males’ highlighting the importance of sport and physical activity facilities in the area.

3.5.97. These two segment groups mainly play sport for the social and enjoyment aspect alongside a desire to improve and/or maintain a level of fitness.

3.5.98. The next three most dominant segments are Elsie & Arnold, Roger & Joy and Elaine again there reasons for sports participation are social and fitness reasons.

3.5.99. Through the market segmentation analysis, we know that the three most popular sports in Warrington are gym/fitness, cycling and swimming followed by athletics (which includes running and jogging) and football.

3.5.100. The distribution of Sport England segments within Warrington is quite different from both the national and regional patterns. Amongst segments that are more likely to take part in sport at a national level, Warrington has a higher than average proportion of Tim’s, Phillip’s, Elaine’s, Alison’s and Jackie’s. Amongst segments that are less likely to take part in sport, Warrington has above average representation of Roger & Joy’s, Frank’s, and Elsie & Arnold’s.

- 3.5.101. 46,870 of the adult population in Warrington are currently participating in indoor sports provision. With a figure of 45,470 adults wanting to participate more in indoor provision, it highlights the importance of indoor sports facilities.
- 3.5.102. There are currently 22,700 adults that currently participate in fitness/gym as a physical activity equating to almost 14% of the adult population. There are in excess of 20,000 adults that want to participate (or participate more) in fitness/ gym.
- 3.5.103. Figures suggest in excess of 21,000 adults in Warrington want to participate in more swimming. 11.5% of the adult population (18,900) currently participate in swimming.
- 3.5.104. As previously mentioned, the two dominant segment types for Warrington are Philip and Tim. The main barrier to participation in sport and physical activity for those in these groups is identified as work commitments; this is followed by health, injury or disability.
- 3.5.105. On the whole the evidence available through the Active People Survey and Sport England's market segmentation suggests that Warrington has a very active population, coupled with significant levels of latent demand. This highlights the importance of providing facilities for a range of sports and physical activities; specifically for indoor sports such as fitness/gym and swimming.
- 3.5.106. A number of the dominant segment types that have been identified for Warrington are within the ageing population. This reflects the needs to provide a wide range of opportunities. It also supports the idea of collocation and integration of services which will enable opportunities and services to be more accessible and remove some of the barriers to active participation.

### **Neighbourhood Sport and Physical Activity Profiles**

- 3.5.107. By utilising the raw data available with the market segmentation it is possible to generate profiles aligned with the 4 neighbourhood areas in Warrington.

### **Central Neighbourhood**

- 3.5.108. The dominant segment types in the central neighbourhood area are Kev and Elsie & Arnold. These segment types are defined as 'Blokes who enjoy pub league games and watching live sport' and 'Retired singles or widowers, predominantly female, living in sheltered accommodation' respectively.
- 3.5.109. The other segment types that are common in central neighbourhood area are Jamie described as 'Young blokes enjoying football, pints and pool', Terry 'Generally inactive older men, low income and little provision for retirement' and Jackie 'Mums juggling work, family and finance'.
- 3.5.110. The total number of adults that want to participate in more sport and physical activity in the central neighbourhood area is 17,580.
- 3.5.111. The sports with the highest levels of latent demand in the central neighbourhood area are swimming and health and fitness, both with over 4,000 people wanting to participate more.

Figure 24: Central Neighbourhood Latent Demand by Sport and Segment Type

Segment name	Swimming	Sports hall activities	Fitness/ gym	Athletics	Cycling	Tennis
Ben	95	81	37	44	66	51
Jamie	376	215	215	161	242	134
Chloe	91	23	49	26	29	23
Leanne	347	116	444	174	116	39
Helena	275	44	159	53	80	53
Tim	161	38	95	57	161	47
Alison	96	15	54	21	27	15
Jackie	494	449	67	135	202	45
Kev	390	156	546	234	429	0
Paula	389	69	412	92	114	23
Philip	261	65	327	152	348	65
Elaine	226	38	264	38	88	0
Roger & Joy	117	18	117	18	72	9
Brenda	383	59	442	59	118	29
Terry	153	25	203	51	153	0
Norma	125	13	150	13	25	13
Ralph & Phyllis	6	1	7	1	3	1
Frank	107	18	107	18	71	0
Elsie & Arnold	252	72	360	0	36	14
	<b>4343</b>	<b>1514</b>	<b>4054</b>	<b>1345</b>	<b>2379</b>	<b>562</b>

### East Neighbourhood

3.5.112. The dominant segment types in the east neighbourhood area are Philip and Roger & Joy. These segment types are defined as 'Mid-life professional, sporty males with older children and more time for themselves' and 'Free-time couples nearing the end of their careers' respectively.

3.5.113. The other segment types that are common in central neighbourhood area are Tim 'Sporty male professionals, buying a house and settling down with partner' and Elsie & Arnold.

3.5.114. The total number of adults that want to participate in more sport and physical activity in the east neighbourhood area is 20,198.

3.5.115. The sport with the highest levels of latent demand in the east neighbourhood area is swimming with 5,740 people wanting to participate more.

3.5.116. Health and fitness (4,800) and cycling (3,220) also have high levels of latent demand.

### **Warrington Borough Council**

Indoor Sports Facilities Strategic Needs Assessment

Figure 25: East Neighbourhood Latent Demand by Sport and Segment Type

Segment name	Swimming	Sports hall activities	Fitness/ gym	Athletics	Cycling	Tennis
Ben	209	177	80	96	145	112
Jamie	153	87	87	66	98	55
Chloe	409	102	219	117	131	102
Leanne	183	61	234	92	61	20
Helena	491	79	285	95	143	95
Tim	576	136	339	203	576	170
Alison	578	90	325	126	163	90
Jackie	446	406	61	122	183	41
Kev	162	65	226	97	178	0
Paula	183	32	193	43	54	11
Philip	500	125	625	292	667	125
Elaine	531	89	620	89	207	0
Roger & Joy	477	73	477	73	293	37
Brenda	223	34	257	34	69	17
Terry	71	12	95	24	71	0
Norma	65	7	78	7	13	7
Ralph & Phyllis	139	31	154	15	62	31
Frank	113	19	113	19	75	0
Elsie & Arnold	231	66	331	0	33	13
	<b>5740</b>	<b>1691</b>	<b>4800</b>	<b>1609</b>	<b>3220</b>	<b>925</b>

### South Neighbourhood

3.5.117. The dominant segment types in the south neighbourhood area are Tim and Philip.

3.5.118. The other segment types that are common in south neighbourhood area Ralph & Phyllis 'Retired couples, enjoying active and comfortable lifestyles', Roger & Joy and Elaine 'Mid-life professionals who have more time for themselves since their children left home'.

3.5.119. The total number of adults that want to participate in more sport and physical activity in the south neighbourhood area is 20,493. This is the second highest level amongst the neighbourhood areas.

3.5.120. The sport with the highest levels of latent demand in the east neighbourhood area is swimming with over 6,000 people wanting to participate more.

3.5.121. Health and fitness (4,788) and cycling (3,477) also have high levels of latent demand.

**Figure 26: South Neighbourhood Latent Demand by Sport and Segment Type**

Segment name	Swimming	Sports hall activities	Fitness/ gym	Athletics	Cycling	Tennis
Ben	315	267	121	145	218	170
Jamie	89	51	51	38	57	32
Chloe	695	174	372	198	223	174
Leanne	105	35	134	53	35	12
Helena	791	128	459	153	230	153
Tim	859	202	505	303	859	253
Alison	795	124	447	174	224	124
Jackie	339	308	46	92	139	31
Kev	53	21	75	32	59	0
Paula	30	5	32	7	9	2
Philip	502	126	628	293	669	126
Elaine	581	97	677	97	226	0
Roger & Joy	421	65	421	65	259	32
Brenda	72	11	83	11	22	6
Terry	23	4	30	8	23	0
Norma	20	2	24	2	4	2
Ralph & Phyllis	300	67	334	33	134	67
Frank	94	16	94	16	63	0
Elsie & Arnold	178	51	254	0	25	10
	<b>6262</b>	<b>1752</b>	<b>4788</b>	<b>1720</b>	<b>3477</b>	<b>1192</b>

### West Neighbourhood

- 3.5.122. The dominant segment types in the west neighbourhood area are Tim and Philip.
- 3.5.123. The other segment types that is common in the south neighbourhood area Elsie & Arnold, Roger & Joy and Alison 'Mums with a comfortable, but busy, lifestyle'.
- 3.5.124. The total number of adults that want to participate in more sport and physical activity in the east neighbourhood area is 24,295. This is the highest level amongst the neighbourhood areas.
- 3.5.125. The sport with the highest levels of latent demand in the east neighbourhood area is swimming with almost 7,000 people wanting to participate more.
- 3.5.126. Health and fitness (5,536) and cycling (3,940) also have high levels of latent demand.

**Figure 27: West Neighbourhood Latent Demand by Sport and Segment Type**

Segment name	Swimming	Sports hall activities	Fitness/ gym	Athletics	Cycling	Tennis
Ben	246	208	94	113	170	132
Jamie	219	125	125	94	141	78
Chloe	437	109	234	125	140	109
Leanne	251	84	321	126	84	28
Helena	577	93	335	112	168	112
Tim	825	194	485	291	825	243
Alison	1037	162	584	227	292	162
Jackie	639	581	87	174	262	58
Kev	181	72	254	109	199	0
Paula	145	26	154	34	43	9
Philip	605	151	756	353	806	151
Elaine	516	86	602	86	201	0
Roger & Joy	453	70	453	70	279	35
Brenda	262	40	302	40	81	20
Terry	78	13	104	26	78	0
Norma	55	6	66	6	11	6
Ralph & Phyllis	64	14	71	7	28	14
Frank	146	24	146	24	97	0
Elsie & Arnold	254	73	363	0	36	15
	<b>6990</b>	<b>2131</b>	<b>5536</b>	<b>2016</b>	<b>3940</b>	<b>1171</b>

***Local Sports Participation – what is demand for facilities and activities locally?***

3.5.127. In order to establish an understanding of demand for facilities and activities locally, a range of data sources were reviewed. These included the most recent resident’s survey (2012) and lifestyle survey (2013) carried out by Warrington Borough Council, a leisure facilities survey (2015) plus consultation with local sports clubs and NGBs. There is more information with regard to consultation carried out in the next section.

3.5.128. In addition to the local data gathered through surveys and consultation with users, the actual level of usage of Warrington Borough Council owned facilities was reviewed. Whilst usage does not show the full picture of local demand, it does represent the amount of demand that is being met by the existing supply.

3.5.129. This local usage information will provide the ability to check what national sources of information suggest is happening (e.g. checking local throughout information at swimming pools compared to the modelled throughput indicated by the Facilities Planning Model).

**Warrington Residents Survey 2012**

3.5.130. 21,000 resident addresses were selected at random by Warrington Borough Council from the Local Land and Property Gazetteer database. To obtain a minimum of 1,100 responses, 5,250 addresses were selected at random within each of the 22



electoral wards according to population estimates for each ward area. This included sending a booster mail-out to wards with lower than expected response rates.

- 3.5.131. The survey launched on 29th November 2012 and closed on 28th February 2013.
- 3.5.132. 1,122 completed questionnaires were received and formed the basis of the findings.
- 3.5.133. Through the survey, 9% of residents recorded sports and leisure facilities as one of the most important elements in making somewhere a good place to live. This was the 16<sup>th</sup> most important element. Health services were identified by 37% of respondents.
- 3.5.134. Another relevant question asked through the survey was what elements were most in need of improvement. Again 9% of respondents identified sports and leisure facilities as an element most in need, a ranking of 18<sup>th</sup> out of a possible 28 elements.
- 3.5.135. As part of the overall analysis of the residents survey indicated the sports and leisure facilities was an element where no change was required. The information gathered through the survey indicates that the level of satisfaction of sports and leisure facilities within Warrington is relatively high.
- 3.5.136. It must be acknowledged however that in order to maintain this position, there will be a requirement to maintain the quality and quantity of provision otherwise the satisfaction level would be affected.

### **Warrington Lifestyle Survey 2013**

- 3.5.137. A comprehensive, large scale survey of adults in Warrington was undertaken early in 2013 to update the information held from previous local lifestyle surveys that were done in 2001 and 2006. The survey collected information on a wide range of factors that impact on an individual's health and wellbeing.
- 3.5.138. Questionnaires were posted to a randomly selected sample of adults (aged 18+) living within the borough boundary. 6,673 valid returns were received.
- 3.5.139. A broad range of topic areas were covered in the questionnaire. Outlined below are key findings on a number of lifestyle and wellbeing factors from the survey.
- 3.5.140. Overall, 76.9% of respondents reported their health to be 'good', or 'very good' (grouped for analyses as 'good'). This compares with 81.4% for England based on the 2011 Census.
- 3.5.141. The percentage of all overweight or obese residents has increased from 53.2% in 2006 to 55.1% in 2013. A prevalence of 55.1% suggests that approximately 87,300 adults in Warrington are overweight or obese.
- 3.5.142. The Chief Medical Officer's (CMO) latest guidance states that adults should aim to be active daily, and that activity should add up to the equivalent of at least 150 minutes of moderate intensity activity, in bouts of 10 minutes or more, over a week. Moderate intensity activity is defined as any activity that causes you to get warmer and breathe a little harder.
- 3.5.143. Respondents were asked to quantify the amount of moderate and vigorous physical activity they do in an average week. Overall, 76% of residents are achieving the CMOs

recommended amount of physical activity. As may be expected, prevalence decreases with age; 81% of 18-39 years are active, this compares with 69% of those aged 65+.

3.5.144. On average, males are more active than females; 79.9% of men meet the CMOs recommendations, compared with 72.9% of women.

3.5.145. Level of physical activity is associated with deprivation; 69.6% of residents of Quintile 1 are active to recommended levels. This compares with 80.3% of residents of Quintile 5. The distribution by age-band, sex and deprivation is illustrated in chart 5.

### **Leisure Facilities User Survey**

3.5.146. The Leisure Facilities User Survey was a paper based and online survey that was actively promoted by leisure facilities owned by Warrington Borough Council.

3.5.147. Surveys actively promoted at the receptions of leisure facilities, plus were emailed to members. Social media was also used to promote the survey.

3.5.148. There were a total of 534 responses to the user survey and the headline information has been included with the supply and demand sections of the report.

### **Sports Club Survey**

3.5.149. To supplement the user survey, additional consultation through a survey and informal discussions, was carried out with a range of sports clubs that operate across the town.

3.5.150. A total of 18 clubs provided feedback with the headline information contained within the supply and demand sections of the report.

### **NGB Consultation**

3.5.151. NGBs were consulted with from the outset of the needs assessment work to establish any strategic priorities they may have within the area.

3.5.152. Many NGBs have identified priority LAs they want to work with. In order to establish this, plus gather other insight and intelligence from NGBs, key NGBs were asked to complete a local overview summary sheet which highlighted whether or not Warrington was a priority area for them and to understand their priorities in relation to sports facilities.

3.5.153. A total of 7 key NGBs were approached and the outset, with 6 NGBs providing feedback. The six NGBs that responded were the Amateur Swimming Association, Badminton England, British Cycling, England Athletics, England Basketball, and Lawn Tennis Association. More recently English and Wales Cricket Board have also been consulted.

3.5.154. The responses received from each of the NGBs are available in as appendices. The key information gathered from this process has been included within the supply and demand sections of the report.

### ***Demand for Swimming Pool Facilities***

3.5.155. The FPM report suggests that Warrington's resident population generates a demand for 13,415 pool visits per week in the peak period. This is equivalent to 2211.2m<sup>2</sup> of water space.

3.5.156. With available supply of 2120.9m<sup>2</sup> of water space presently available in Warrington, this gives a supply/demand balance of -90 m<sup>2</sup> of water space.

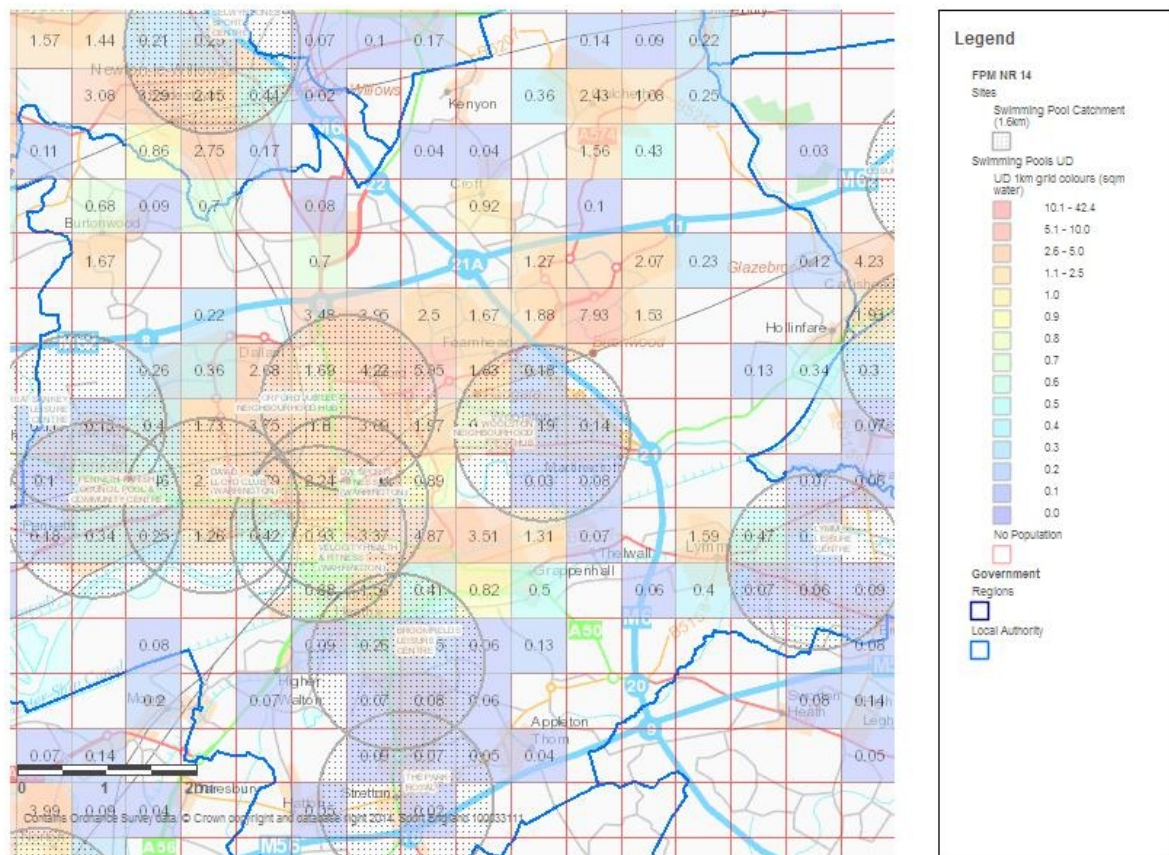
3.5.157. Supply increases to 2,255 m<sup>2</sup> of water space available if taking OJNH teaching pool into consideration, giving a supply/demand figure of just under +45 m<sup>2</sup>.

3.5.158. The FPM states that about 93% of the demand generated by Warrington residents is thought to be satisfied. The majority (83%) of satisfied demand travels by car.

**Figure 28: Swimming pools unmet demand map**

### Facilities Planning Model - National Runs - Swimming Pools 2014 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).



Sport England assumes no responsibility for the completeness, accuracy and currency of the information contained on this map/report. This information is taken from the Active Places Power website and its terms and conditions apply.  
8/11/2014 09:13

3.5.159. It is thought that 76% of demand is retained and met within Warrington, with 24% migrating to neighbouring local authority areas.

3.5.160. The FPM report indicates that approximately 7% of total current demand is not satisfied by the network of swimming pool provision available in Warrington.

3.5.161. Figure 28 indicates the perceived geographic areas of unmet demand. The areas with the highest areas of unmet demand are within the more northern part of the borough, cutting across the Central, East and West neighbourhood areas.

3.5.162. Swimming pool usage for swimming pools owned by WBC, reviewed during consultation with facility operators actually reveals that usage during the peak periods is higher than suggested through FPM.

**Figure 29: WBC owned swimming pools actual usage**

Site	Actual throughput (14/15)	FPM forecasted capacity	% capacity used	FPM estimated % capacity used	Variance
Broomfields Leisure Centre	899	906	99%	63%	36%
Great Sankey Leisure Centre	1299	1589	82%	63%	19%
Orford JNH	4063	3968	100%	102%	2%
Woolston NH	1763	1900	93%	53%	40%

3.5.163. Broomfields Leisure Centre, based on actual visits during the peak periods, is estimated to be operating at 99% of capacity as opposed to 63%.

3.5.164. Great Sankey Leisure Centre has an actual 82% of capacity used compared to the 63% suggested through FPM.

3.5.165. Orford Jubilee Neighbourhood Hub is operating at capacity as estimated in the FPM.

3.5.166. Based on the capacity estimated through the FPM the percentage of capacity used at Woolston Neighbourhood is estimated at 93%, rather than 53%.

3.5.167. The high level of 'once a week' participation in Warrington compared to regional and national average was identified in the local area sports profile. This is something that has gradually increased over the last 10 years. There is no reason to think that this upward trend will not continue.

3.5.168. The population of Warrington is forecasted to grow; not least by an increase of almost 30% anticipated between the ages of 10 to 60 years. This is the period when people are most likely to be physically active. As a result, it is anticipated the future demand for swimming pools is likely to expand.

3.5.169. Sport England's Market Segmentation tool estimates that 18,900 of adults in Warrington currently participate in swimming and in excess of 21,000 wanting to participate in more swimming.

3.5.170. The Learn 2 Swim programme delivered by LiveWire, who operate four of the pay and play access swimming pools, currently has a waiting list of almost 1,500 non-swimmers. This is demand for teaching/ learner pool space.

- 3.5.171. The Market Segmentation analysis does suggest that there is a high level of latent demand for swimming in Warrington, and this is likely to grow with the forecasted increase in population
- 3.5.172. Consultation with the Amateur Swimming Association, the recognised National Governing Body for swimming stated that “We have three Aquatics Clubs within Warrington, whilst all three would want additional pool time during peak usage periods 6-8pm, we believe that through better cooperation and sharing of current resources the clubs requirements can be fulfilled with the current pool provision.”

### ***Demand for Sports Halls***

- 3.5.173. The FPM report states that the resident population is considered to generate a demand for about 9,370 vpwpp.
- 3.5.174. The demand generated is equivalent to about 58 courts.
- 3.5.175. The FPM highlights Warrington demand is more mobile when compared to the country and region as a whole.
- 3.5.176. When compared with the current available supply of about 61 courts, this gives an approximate supply/ demand balance of 3 courts.
- 3.5.177. If factoring in the sports halls at St Gregory’s CHS and Woolston Learning Village (assuming WLV will be available for community use) the supply/ demand balance increases to 13 courts.
- 3.5.178. The FPM considers that about 8,840 vpwpp are satisfied, amounting to above 94% of total demand. This is above the national and regional average.
- 3.5.179. It is anticipated that about 82% of all satisfied demand is expressed at facilities in Warrington, with 18% exported to neighbouring local authorities.
- 3.5.180. The FPM considers that about 530vpwpp of Warrington demand is not met by the available network of provision. This amounts to approximately 6% of all demand.
- 3.5.181. The FPM highlights there is no identifiable area of specific unmet demand concentrations.
- 3.5.182. Sports hall booking timetables made available during consultation with facility operators actually reveals that usage during the week day peak periods is higher for some sites, notably Great Sankey Leisure Centre which has 94% of capacity used.
- 3.5.183. Broomfields Leisure Centre and Orford Jubilee Neighbourhood Hub’s actual capacity percentage used is less than assumed through the FPM but are still at reasonable levels.
- 3.5.184. Through consultation with facility operators, and by taking a snapshot of facility usage, during peak periods, for a 1 week period, the percentage of utilised capacity is actually estimated to be higher than forecast in the FPM and stands at 80% - the FPM theoretical threshold for ‘comfort factor’. Usage of 80% or more is considered as being the limit where the facility starts to become uncomfortably busy.

3.5.185. The percentage of capacity used during the peak periods varies between weekday and weekend periods. Weekday peak period usage is 84% with weekend peak period usage being 77%.

**Figure 30: WBC owned sports halls actual usage**

Site Name	Actual % of capacity used during Peak Periods		
	Weekday	Weekend	All Peak Periods
Birchwood Community High School	86%	54%	75%
Broomfields Leisure Centre	67%	100%	86%
Culcheth Community Campus	72%	68%	70%
Great Sankey Leisure Centre	94%	61%	81%
Orford Jubilee Neighbourhood Hub	91%	58%	78%
University Academy Warrington Recreation Centre	66%	15%	56%
Warrington Sports for All Centre	92%	100%	94%
<b>Total for all sites</b>	<b>84%</b>	<b>77%</b>	<b>80%</b>

3.5.186. The sites identified as having less than 80% of capacity used are Orford Jubilee Neighbourhood Hub (78%), Birchwood High School (75%), Culcheth Community Campus (70%) and University Academy Warrington Recreation Centre (56%).

3.5.187. Overall there is relatively little availability during peak time slots during weekdays,

3.5.188. The majority of available time slots tend to occur during weekend periods, generally on Saturday or Sunday afternoons. This availability is based on individual badminton court availability. Whole sports hall availability is extremely limited.

#### ***Demand for Health and Fitness Suites***

3.5.189. There is no Sport England tool such as Facilities Planning Model that considers health and fitness suites in the same way as the FPM does for swimming pools and sports halls.

3.5.190. To help identify demand, a calculation based on a model devised by the Fitness Industry Association was applied. This provides guidance on the supply of stations against the current anticipated demand.

3.5.191. In addition, population increase to 2020 was also factored in to determine whether current supply will meet future demand.

3.5.192. The model defines health and fitness users as all people participating in health and fitness, including private club members and users of local authority owned facilities. The model is based on peak period demand.

3.5.193. For modelling purposes it is assumed that 65% of the total weekly usage occurs at the busiest (peak) time periods. Based on research with health and fitness operators it has been assumed that the average member/ user visits the facility 2.4 times per week.

3.5.194. Sport England's Active People Survey has been used to understand the population participating in health and fitness. In Warrington 13.7% of the population participate in health and fitness on a weekly basis.



3.5.195. Application of this methodology is set out in the table below:

**Figure 30: Health and fitness suite supply and demand**

Criteria	Value (2015)	Value (2020)	Total (2015)	Total (2020)
Population (15-74)			154,200	157,600
% of population participating in health & fitness	13.7%	13.7%	21,125	21,591
Average no. of visits per week	2.4	2.4	50,700	51,818
No. of visits in peak period	65%	65%	32,955	33,682
No. of visits in one hour of peak time	28	28	1,177	1,203
Total number of stations required (peak period)			1,177	1,203

3.5.196. Based on the calculations above, it is anticipated that there is a current requirement for 1,177 stations within Warrington. The demand is forecasted to rise to 1,203 stations in 2020.

#### ***Demand for Athletics Facilities***

3.5.197. Consultation with England Athletics highlighted that “Warrington has seen a surge in running groups – both informal Run England groups and affiliated groups in 2015. These groups have capacity and there is interest to continue to set up new groups in pockets of inactivity so that Warrington can offer running to anyone in the area.

3.5.198. This reflects the national trend for athletics which has seen a significant growth in recreational road and off-road running.

3.5.199. Evidence suggests this growth will continue, especially due to the Warrington Park Run and the strong informal running groups established across the Town (e.g. Plodders).

3.5.200. There is no Sport England tool such as Facilities Planning Model that considers athletics facility provision in the same way as the FPM does for swimming pools and sports halls.

3.5.201. The Active People Survey and Market Segmentation tool do give some indication of existing participation in athletics and levels of latent demand.

3.5.202. There are 9,665 adults aged 18 years + that currently participate in athletics.

3.5.203. The Market Segmentation tool highlights a total of 4,232 adults aged 18 years + that want to participate in, or participate more in, athletics as an activity.

#### ***Demand for Cycling Facilities***

3.5.204. British Cycling, through the consultation process, indicated the local Go-Ride club, North Cheshire Clarion, is a progressive and expanding club and would be an ideal

club to run activities at a cycling specific facility. If such a facility is built they have indicated that they would be willing to make regular use of it.

3.5.205. North Cheshire Clarion has 260 members (adults and young people) that would potentially use a new facility, for both coaching and racing. There would also be potential recreational use, specific groups (such as riders with a disability) and also use from other sports (athletics, in-line skating, cross-country skiers). Other clubs as users from Cheshire and parts of Merseyside – e.g. Warrington Road Club, Chester Road Club, Wigan, St. Helens. Wheels for all.

3.5.206. There is no Sport England tool such as Facilities Planning Model that considers cycling facility provision in the same way as the FPM does for swimming pools and sports halls.

3.5.207. The Active People Survey and Market Segmentation tool do give some indication of existing participation in cycling and levels of latent demand.

3.3.146. According to the Active People Survey, cycling is second to only fitness/ gym, in terms of the most participated sport across Warrington which is why consideration is given to cycling facilities within this needs assessment.

3.5.208. There are 14,669 adults aged 18 years + that currently participate in cycling.

3.5.209. The Market Segmentation tool highlights a total of 8,601 adults aged 18 years + that want to participate in, or participate more in, cycling as an activity.

#### ***Demand for Indoor Tennis Facilities***

3.5.210. There is no Sport England tool such as Facilities Planning Model that considers indoor tennis court provision in the same way as the FPM does for swimming pools and sports halls.

3.5.211. The Active People Survey and Market Segmentation tool do give some indication of existing participation in tennis and levels of latent demand.

3.5.212. There are 3,301 adults aged 18+ that currently participate in tennis.

3.5.213. The Market Segmentation tool highlights a total of 3,624 adults aged 18 years + that want to participate in, or participate more in, tennis as an activity.

#### **Neighbourhood Snapshots**

3.5.214. This section provides an overview of the current picture of supply and demand for each of the four neighbourhoods across Warrington.

3.5.215. When reviewing the information detailed within the neighbourhood snapshots, it is important to be aware of the variances in the data presented which is due to the tools available and utilised to generate the findings

3.5.216. The borough wide assessment for both swimming pools and sports halls contains a lot of supply and demand information that originates from the Sport England's Facilities Planning Model (FPM) that provides a useful starting point. This information is then cross referenced and either challenged or validated through extension consultation and review of data available at a borough wide level.

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- 3.5.217. The neighbourhood snapshot is not as robust as the borough wide assessment and merely provides an actual level of provision of supply and demand generated based on a set area, with no consideration given to cross boundary participation and usage which we know does occur.
- 3.5.218. Both the FPM and Sport England's Sports Facilities Calculator (SFC) have been used to generate the information within this section. More information on the SFC is outlined below.
- 3.5.219. Within the FPM 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 community use.
- 3.5.220. For swimming pools, the information presented in the borough wide assessment presents information in relation 'current available supply of water space' generated through the FPM.
- 3.5.221. The information provided in the neighbourhood needs assessment gives 'actual amount of water space present' based on the size of each individual main/general pool in the borough.
- 3.5.222. For sports halls, the information presented in the borough wide assessment presents information in relation to 'Hall Space in Courts' (HSC). This figure is often mistakenly read as being as the same as the number of 'marked courts' at the sports hall presented in the audit spreadsheet, but it is not the same.
- 3.5.223. The reason for this, is that the HSC is the 'court' equivalent of all the main and ancillary halls capacities, this is calculated based on hall size (area). This gives a more accurate reflection of the overall capacity of the halls than simply using the 'marked courts' figure.
- 3.5.224. The information presented in the neighbourhood snapshots gives 'actual amount of court equivalent court space present' based on the data presented within the facilities audit spreadsheet.
- 3.5.225. The neighbourhood snapshots use the Sport England Sports Facility Calculator (SFC) tool to analyse supply and demand at a neighbourhood level.
- 3.5.226. The SFC uses information that Sport England has gathered on who uses facilities and applies this to the population profile of the local area. This ensures that the calculations are sensitive to the needs of the people who actually live there.
- 3.5.227. The SFC then turns this estimation of demand (visits per week) into the equivalent amount of facility which is needed to meet these visits each week. For swimming pools it uses square metres of water, lanes and 25m, four lanes pool units. For halls, it uses the number of badminton courts and four court hall units.
- 3.5.228. The SFC will give a target total for the number of facilities that are needed to meet a population's sports facility needs. This is based on the local population, national participation rates and the national average for facility usage.
- 3.5.229. The SFC helps with the demand side of the facility provision equation.

3.5.230. The SFC should not be used for strategic gap analysis; this approach is fundamentally flawed. The SFC has no spatial dimension. The figures it produces represent total demand for the chosen population.

## Central Neighbourhood Analysis

### Neighbourhood Hubs

- There is one Neighbourhood Hub providing leisure facilities located in the central neighbourhood area.
- Orford Jubilee Neighbourhood Hub opened in May 2012.
- The services and facilities available at Orford Jubilee Neighbourhood Hub include one main/ general swimming pool, one teaching/ learner pool with moveable floor, a 4 court sports hall, 100 station health and fitness suite, health and fitness studios, multi-use rooms, a Health & Wellbeing Centre containing 4 GP surgeries and NHS services, a library, PCSO Cop Shop, Learning Zone, a crèche, and a café plus a range of outdoor sports pitches.

### Quantity

#### Swimming Pools

- There are 4 swimming pools located in the central neighbourhood area, located at 3 sites.
- 3 of the pools are main/general pools and one is a learner/ teaching pool.
- 2 of the main/general pools are registered member use only.
- The main/general pool at Orford Jubilee Neighbourhood Hub provides the largest capacity of water space across the town (425m<sup>2</sup>).
- The learner/ teaching pool at OJNH has a moveable floor, making it a more useable space than a typical learner/ teaching pool.
- The total amount of water space located within the central neighbourhood area is 883m<sup>2</sup> (based on main/general pools only), or 1,018 m<sup>2</sup> including OJNH learner/ teaching pool.
- This equates to just approximately 34% of the total water space across the borough (32% if including the learning/ teaching pool). This is the highest level across the four neighbourhood areas.
- It needs to be acknowledged that 458m<sup>2</sup> is provided by registered member use only sites.

#### Sports Halls

- There are 4 sports halls located in the central neighbourhood area at 4 separate sites..
- 3 of the sports halls are available on a pay and play basis.
- The sports hall at Cardinal Newman school is not currently available for community use.
- Warrington Sports for All Centre is the largest sports hall with 8

### Quality

#### Swimming Pools

- Based on the information available, plus non-technical visual assessment being carried out on publicly accessible pools, all the swimming pools located in the central neighbourhood area are of standard or good quality.
- Orford Jubilee Neighbourhood Hub, built in 2012, comes out with a quality rating of good which is what would be expected for such a new facility.
- Feedback from customers also support the fact that the swimming pools at Orford Jubilee Neighbourhood Hub are good quality.

#### Sports Halls

- Based on the information available, plus non-technical visual assessments being carried out where possible, the sports halls at Beamont Collegiate Academy, Orford Jubilee Neighbourhood Hub and Warrington Sports for All Centre were attributed a quality rating.
- Orford Jubilee Neighbourhood Hub, built in 2012, comes out with a quality rating of good which is what would be expected for such a new

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courts. Beamont Collegiate Academy and Orford Jubilee Neighbourhood are both 4 courts.

- The total amount of equivalent court capacity across the sports halls, available for community use, in the central neighbourhood area is 16 courts which is approximately 25% of the borough total.

#### **Health & Fitness Suites**

- There are 8 sites in the central neighbourhood area recorded through the audit of facilities that have health and fitness suites.
- The type of health and fitness suite varies. There are 3 that are pay and play community use access, with the remaining 5 being either registered member only (2), private use (2) or sports club/ community association (1).
- There are a total of 724 stations provided by all health and fitness suites in the neighbourhood area.
- There are 540 stations available as pay and play types, this is more than 50% of the Borough total.
- The central neighbourhood hub has the 3 largest pay and play types in the borough located within its boundary – Orford Jubilee Neighbourhood Hub, Pure Gym (Central) and Pure Gym (North).

#### **Accessibility**

##### **Swimming Pools**

- The spatial spread of provision highlighted in the FPM report states that it is evident that the majority of provision is located towards the central area.
- Whilst the central neighbourhood area has a significant level of provision of water space, less than 50% of this is available on a pay and play basis, significantly lower than the borough average.
- A total of 458m<sup>2</sup> of pool provision is located at DW Sports Fitness and Velocity Health and Fitness. Both of these pools are for registered member use only which significantly limits the accessibility.
- Consultation with users highlighted car parking at Orford Jubilee Neighbourhood Hub as an issue.

##### **Sports Halls**

- The spatial spread of provision highlights that the four pools that are

facility.

- The two remaining sports halls have a quality rating of standard.
- Feedback from customers also supports the fact that the sports hall at Orford Jubilee Neighbourhood Hub is good quality.

#### **Health & Fitness Suites**

- The quality of the health and fitness suite pay and play provision is good with all 3 of the sites having opened within the last 5 years.
- 66% of users rated the quality of the health and fitness suite at Orford Jubilee Neighbourhood as very good with 23% rating it as good.

#### **Availability**

##### **Swimming Pools**

- When looking at availability it is important to take into consideration peak time usage for pools. Based on FPM this is weekday 12:00 – 13:30 and 16:00 – 22:00, Saturday 09:00 – 16:00 and Sunday 09:00 – 16:30.
- Orford Jubilee Neighbourhood Hub, as the only site in the central neighbourhood area with pay and play pool access, is open for all 52 peak hours each week.
- The pools at Orford Jubilee Neighbourhood Hub provides a varied programme which includes parent and baby sessions, junior swim, adult only and women only swim sessions plus a comprehensive learn2swim programme.

##### **Sports Halls**

- 3 of the 4 sports halls that are available for community use, are

located within the central neighbourhood area are fairly well distributed although OJNH and BCA are in close proximity.

- The sports hall at Cardinal Newman school is not currently available for community use.

#### Health & Fitness Suites

- The spatial spread of provision highlights that the health and fitness suites located within the central neighbourhood area are fairly well distributed considering the volume.
- Car parking is available and free of charge at all of the pay and play type health and fitness suites.

#### Demand

##### Swimming Pools

- The Learn 2 Swim programme at Orford Jubilee Neighbourhood Hub currently has a waiting list of 693 children and 48 adults that cannot currently swim.
- The market segmentation analysis identified that swimming is the sport with the highest level of latent demand in the central neighbourhood area.
- There are 4,343 adults aged 18+ that would like to participate in, or participate more in swimming as an activity.
- The population of Warrington is forecasted to grow which will increase demand for swimming.

located on school sites, so where such facilities are available for community use, this use is generally restricted to evenings and weekends during school term time.

- The sports hall at Cardinal Newman is not currently available for community use.
- The sports hall at Beamont Collegiate Academy is used by the community but availability is somewhat limited due to staffing capacity.
- The sports hall at OJNH is the only multi-purpose sports halls fully available, all year round, for community use purposes during the day time.
- The FPM suggests that OJNH and Warrington Sports for All sports halls are currently at 100% capacity, with William Beamont sports hall being at 99% capacity.

#### Health & Fitness Suites

- The 2005 Fitness Industry propensity to participate guidelines indicated that the peak times for health and fitness suites is 17:00 – 21:00 hours Monday to Friday and 09:00 – 16:00 hours Saturdays and Sundays.
- All 3 of the pay and play type health and fitness suites in the central neighbourhood area are open for all the identified peak periods.
- Both Pure Gym sites are open 24 hours a day, 7 days a week.

#### Capacity

##### Swimming Pools

- As a guide, the FPM suggests that a pool operating at 70% of capacity is considered as being busy.
- Based on this, the FPM suggests that main/ general pool at Orford Jubilee Neighbourhood Hub is operating at 100% capacity during peak periods.
- Consultation with facility operators reveals that the actual usage of the main pool at Orford Jubilee Neighbourhood Hub is at capacity.
- The capacity usage at DW Fitness and Velocity Health and Fitness is less at 52% of capacity used and 47% of capacity used respectively. This is unsurprising given the pools are registered member use only.

- Using the Sports Facility Calculator, it is estimated that the current central neighbourhood area population generates demand for 491.59m<sup>2</sup> of water space.

### **Sports Halls**

- When cross referencing this with sports hall booking timetables made available by facility operators, it reveals that usage at OJNH is actually 78% and Sports for All Centre 94%.
- According to the market segmentation analysis, there are 1,514 adults aged 18+ that would like to participate in, or participate more in activities that typically take place in a sports hall.
- The population of Warrington is forecasted to grow which will increase demand for swimming.
- Using the Sports Facility Calculator, it is estimated that the current central neighbourhood area population generates demand for approximately 13 courts.

### **Health & Fitness Suites**

- Using the model devised by the Fitness Industry Association in 2005 there is a suggested demand of 250 stations in the central neighbourhood area.
- According to the market segmentation analysis, there are 4,054 adults aged 18+ that would like to participate in, or participate more in fitness/ gym activities.

- Due to the quality of facility at Orford Jubilee Neighbourhood, and based on discussions with operators, it is known that the facility is used by people across the borough that reside in each of the 3 other neighbourhood areas.

### **Sports Halls**

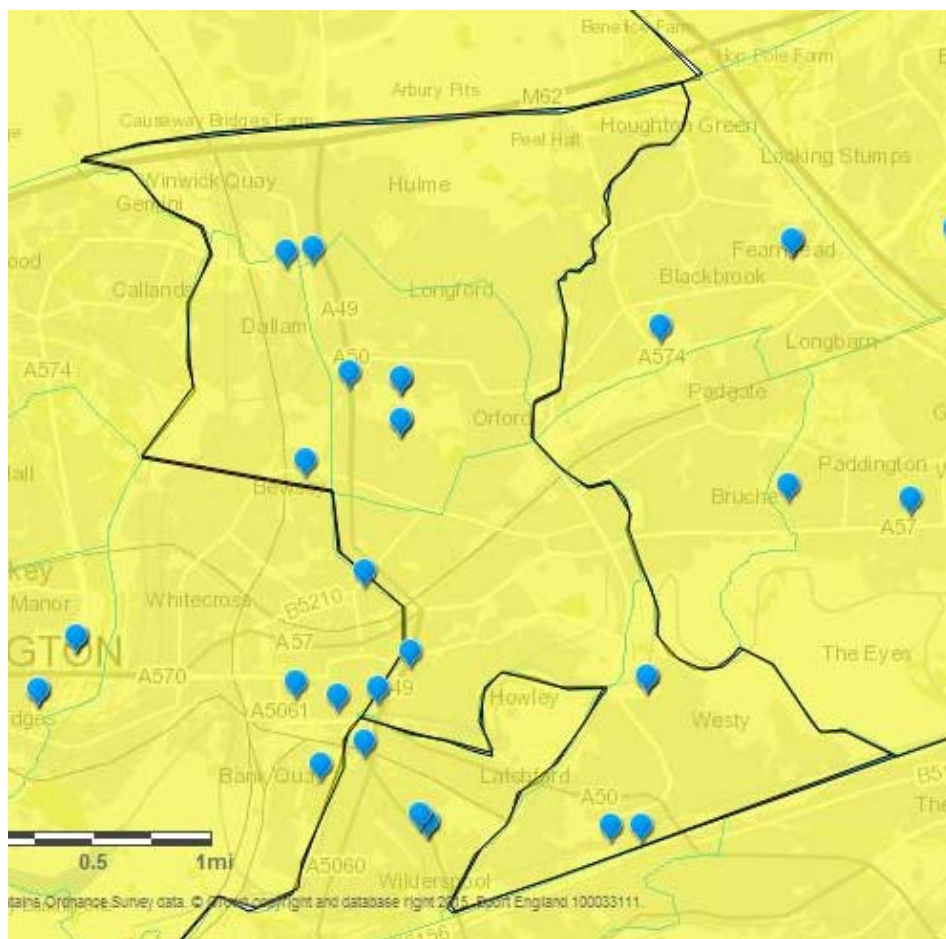
- As a guide, the FPM suggests that a sports hall operating at 80% of capacity is considered as the facility being busy.
- The FPM suggests that all 3 of the sports halls available for community use are operating above this threshold.
- Further investigation at OJNH and Warrington Sports for All Centre suggests that OJNH is operating at slightly below this level but Warrington Sports for All Centre is operating significantly over this level.

### **Health & Fitness Suites**

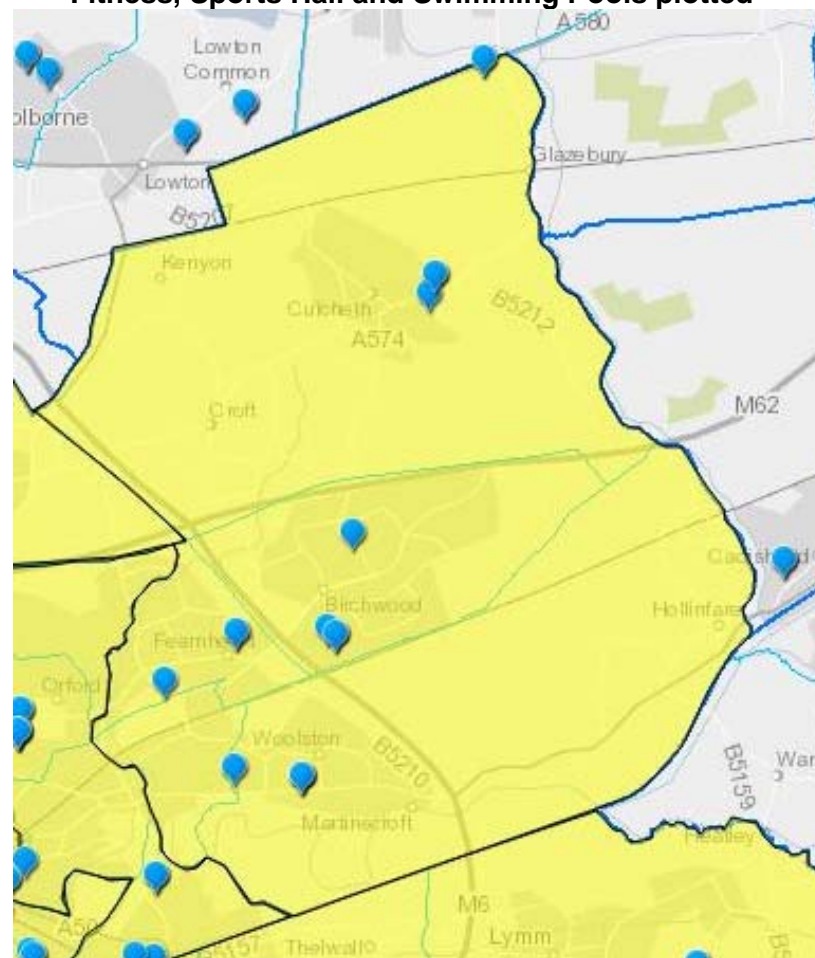
- n/a



**Figure 31: Central Neighbourhood Area map with Health & Fitness, Sports Hall and Swimming Pools plotted**



**Figure 32: East Neighbourhood Area map with Health & Fitness, Sports Hall and Swimming Pools plotted**



## East Neighbourhood Analysis

### Neighbourhood Hubs

- There is 1 Neighbourhood Hub providing leisure facilities located in the east neighbourhood area.
- Formerly Woolston Leisure Centre, the building was refurbished and extended considerably during 2010/11 becoming the first neighbourhood of its kind in Warrington.
- The services and facilities available at Woolston Neighbourhood Hub include one main/ general swimming pool, one teaching/ learner pool, 61 station health and fitness suite, health and fitness studios/multi-use rooms, a Health & Wellbeing Centre containing 2 GP surgeries, a library and a children's centre.

### Quantity

#### Swimming Pools

- There are 2 swimming pools located in the east neighbourhood area.
- Both pools are located at Woolston Neighbourhood Hub which is located in the south of the east neighbourhood area.
- One is a main/general pool and the other is a learner/ teaching pool.
- The pools at Woolston NH are available on a pay and play basis.
- The main/general pool at Woolston NH provides 300m<sup>2</sup> of water space equating to less than 12% of the total water space across the borough. The lowest level across the four neighbourhood areas.

#### Sports Halls

- There are 5 sports halls located in the east neighbourhood area, at 4 separate sites.
- All 5 of the sports halls are available on a pay and play basis to varying degrees.
- The sports hall at University of Chester (Padgate) is predominantly for students and so community use is extremely limited.
- Birchwood Leisure and Tennis Complex is the largest sports hall with 6 courts. This is however a specialist indoor tennis centre rather than a multi-sport sports hall and so the use of this hall is restricted to certain sports such as tennis and indoor bowls.
- The total amount of equivalent court capacity across the sports halls, available for community use, in the central neighbourhood area is 21 courts which is approximately a third of the borough total.

#### Health & Fitness Suites

### Quality

#### Swimming Pools

- Based on the non-technical visual assessment that was carried out on Woolston Neighbourhood the quality rating of the pool was poor.
- Feedback from customers however indicated that the satisfaction level of pool users was high with over 70% stating the swimming pool quality as either good or very good.
- When Woolston Leisure Centre became Woolston Neighbourhood Hub, the swimming pool was not refurbished as part of the project. The ancillary facilities however, such as changing rooms, were

#### Sports Halls

- Based on the information available, plus non-technical visual assessments being carried out where possible, all the sports halls at were attributed a quality rating.
- Culcheth Community Campus, built in 2010, comes out with a quality rating of good which is what would be expected for such a new facility.
- The remaining sports halls have a quality rating of standard with the exception of University Academy Warrington Recreation Centre which is quality rated as poor.
- 94% of customers that provided feedback on the sports hall at Culcheth Community Campus gave a quality rating of very good or good.
- 80% rated the sports hall quality at Birchwood Leisure and Tennis Complex as very good or good with 75% giving the same ratings for the sports hall at Birchwood Community High School.

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- There are 5 sites in the east neighbourhood area recorded through the audit of facilities that have health and fitness suites.
- The type of health and fitness suite varies. There are 4 that are pay and play community use access, with the remaining 1 being registered member only.
- There are a total of 216 stations provided by all health and fitness suites in the neighbourhood area.
- There are 177 stations available as pay and play types.
- The two largest sites are Birchwood Leisure and Tennis Complex with 65 stations and Woolston Neighbourhood Hub with 61 stations.

### Health & Fitness Suites

- The quality of the health and fitness suite pay and play provision is good with 3 of the sites having opened or been refurbished in the last 5 years.
- 43% of the users rated the quality of the health and fitness suite at Birchwood Leisure and Tennis Complex as very good, 32% rated it as good and the remaining 25% rated it as satisfactory.
- 36% of users rated the quality of the health and fitness suite at Culcheth Community Campus as very good with 47% rating it as good.
- 33% of users rated the quality of the health and fitness suite at Woolston Neighbourhood Hub as very good, 37% rated the quality as good and 22% rated the quality as satisfactory.

### Accessibility

#### Swimming Pools

- The spatial spread of provision highlights that the three pools that are located within the south neighbourhood area are fairly well distributed.
- The two pay and play publicly accessible pools are located in the two main residential areas in the neighbourhood area.

#### Sports Halls

- The spatial spread of provision highlights that the sports halls that are located within the east neighbourhood area are fairly well distributed.
- Birchwood Community High School sports hall and Birchwood Leisure and Tennis Complex sports hall are located on the same site.

### Availability

#### Swimming Pools

- When looking at availability it is important to take into consideration peak time usage for pools. Based on FPM this is weekday 12:00 – 13:30 and 16:00 – 22:00, Saturday 09:00 – 16:00 and Sunday 09:00 – 16:30.
- Woolston Neighbourhood Hub is open for all 52 peak hours each week.
- The pools at Woolston Neighbourhood Hub provides a varied programme which includes parent and baby sessions, junior swim, adult only and women only swim sessions plus a comprehensive Learn 2 Swim programme.

#### Sports Halls

- 4 of the 5 sports halls that are available for community use, are located on education sites, so where such facilities are available for community use, this use is generally restricted to evenings and weekends during school term time.
- The sports hall at University of Chester (Padgate Campus) is used by the community but availability is somewhat limited due to usage being allocated to students.

### Health & Fitness Suites

- The spatial spread of provision highlights that the health and fitness suites located within the east neighbourhood area are fairly well distributed.
- Car parking is available and free of charge at all of the pay and play type health and fitness suites.

- The sports hall at Birchwood Leisure and Tennis Complex is the only sports hall in the neighbourhood area that is fully available, all year round, for community use purposes during the day time. This is however a specialist indoor tennis centre.
- The FPM suggests that Birchwood Community High School is at 31% capacity, Birchwood Leisure and Tennis Complex 50% capacity, Culcheth Community Campus 69% capacity, University of Chester (Padgate Campus) 46% and University Academy Warrington Recreation Centre 100%.

### Health & Fitness Suites

- The 2005 Fitness Industry propensity to participate guidelines indicated that the peak times for health and fitness suites is 17:00 – 21:00 hours Monday to Friday and 09:00 – 16:00 hours Saturdays and Sundays.
- 3 of the pay and play type health and fitness suites in the central neighbourhood area are open for all the identified peak periods namely Birchwood Leisure and Tennis Complex, Culcheth Community Campus and Woolston Neighbourhood Hub.

## Demand

### Swimming Pools

- The Learn 2 Swim programme at Woolston Neighbourhood Hub currently has a waiting list of 471 children.
- The market segmentation analysis identified that swimming is the sport with the highest level of latent demand in the central neighbourhood area.
- There are 5,740 adults aged 18+ that would like to participate in, or participate more in swimming as an activity.
- The population of Warrington is forecasted to grow which will increase demand for swimming.
- Using the Sports Facility Calculator, it is estimated that the current east neighbourhood area population generates demand for 514.99m<sup>2</sup> of water space.

## Capacity

### Swimming Pools

- As a guide, the FPM suggests that a pool operating at 70% of capacity is considered as being busy.
- Based on this, the FPM suggests that main/ general pool at Woolston Neighbourhood Hub is operating at 53% capacity during peak periods.
- Consultation with facility operators reveals that the actual usage at Woolston Neighbourhood Hub is 93% which suggests the pools is significantly busier than suggested through the FPM and would be viewed as being a busy pool based on comfort levels.
- It is acknowledged however that some demand for swimming will be satisfied by provision outside of the borough, particularly the demand arising from the northern part of the neighbourhood area.

### **Sports Halls**

- When cross referencing this with sports hall booking timetables made available by facility operators, it reveals that usage at Birchwood Community High School is 75%, Culcheth Community Campus is actually 70% and University Academy Warrington Recreation Centre is 56%.
- Feedback from the operator also indicates usage of indoor tennis courts at Birchwood Leisure and Tennis Complex is more than the 50% suggested in the FPM.
- According to the market segmentation analysis, there are 1,691 adults aged 18+ that would like to participate in, or participate more in activities that typically take place in a sports hall.
- The population of Warrington is forecasted to grow which will increase demand for swimming.
- Using the Sports Facility Calculator, it is estimated that the current east neighbourhood area population generates demand for 13.47 courts.

### **Health & Fitness Suites**

- Using the model devised by the Fitness Industry Association in 2005 there is a suggested demand of 288 stations in the east neighbourhood area.
- According to the market segmentation analysis, there are 4,800 adults aged 18+ that would like to participate in, or participate more in fitness/ gym activities.

### **Sports Halls**

- As a guide, the FPM suggests that a sports hall operating at 80% of capacity is considered as the facility being busy.
- The FPM suggests that only University Academy Warrington Recreation Centres sports hall is currently operating above this level.
- Further investigation suggests that none of the Council owned facilities are operating above 80% of capacity.
- Information provided by operators suggests University Academy Warrington Recreation Centre is actually operating at 56% capacity.

### **Health & Fitness Suites**

- n/a

## South Neighbourhood Analysis

### Neighbourhood Hubs

- There is currently no Neighbourhood Hub providing leisure facilities located in the south neighbourhood area.

#### Quantity

##### Swimming Pools

- There are 3 swimming pools located in the south neighbourhood area.
- All 3 pools are categorised as main/ general pools.
- 2 of the pools, Broomfields Leisure Centre and Lymm Leisure Centre, are accessible on a pay and play basis.
- The third pool, located at The Park Royal hotel is a registered member use only pool.
- The total water space provided (based on main/general pools only) in the south neighbourhood area is 664m<sup>2</sup>, approximately a quarter of the total amount available across the whole borough.
- It needs to be acknowledged that 198m<sup>2</sup> is provided by registered member use only sites.

##### Sports Halls

- There are 4 sports halls located in the south neighbourhood area.
- 3 of the sports halls are available on a pay and play basis to varying degrees.
- The sports hall at HM Prison (Thorn Cross) is not available for community use.
- The total amount of equivalent court capacity across the sports halls, available for community use, in the central neighbourhood area is 11 courts which is less than 20% of the borough total.

##### Health & Fitness Suites

- There are 5 sites in the south neighbourhood area recorded through the audit of facilities that have health and fitness suites.
- The type of health and fitness suite varies. There are 3 that are pay and play community use access, with the remaining 2 being a registered member only and a private use.
- There are a total of 186 stations provided by all health and fitness

#### Quality

##### Swimming Pools

- Based on the non-technical visual assessments that were carried out both the publicly accessible pay and play pools at Broomfields Leisure Centre and Lymm Leisure Centre are of poor quality. This is mainly due to the age of the building and the lack of refurbishment.
- Feedback from customers indicated a level of dissatisfaction with the quality of the pool facility at Broomfields Leisure Centre. Approximately 40% of users rated the quality as poor or very poor with a remaining 45% giving a rating of satisfactory.

##### Sports Halls

- Based on the information available, plus non-technical visual assessments being carried out where possible, all the sports halls at were attributed a quality rating.
- Lymm Leisure Centre had the highest quality rating of standard but sports halls at Bridgewater High School and Broomfields Leisure Centre were quality rated as poor.
- Customer survey at Broomfields Leisure Centre revealed that 45% felt the quality of the sports hall was satisfactory with 40% deeming the quality as poor or very poor.

##### Health & Fitness Suites

- The quality of the health and fitness suite pay and play provision is good or standard.
- The health and fitness suites in the south neighbourhood area have generally not been refurbished in the last 5 years which is quite a long period for such a facility type.
- Whilst not being refurbished, local intelligence informs us that the

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suites in the neighbourhood area.

- There are 119 stations available as pay and play types.
- The 2 largest pay and play sites are Hook and Jab with 49 stations and Broomfields Leisure Centre with 42 stations

health and fitness suites have generally had new equipment in this time.

- Feedback from users at Broomfields Leisure Centre supports the suggestion that quality of health and fitness provision in the south is not as high with customers rating the health and fitness suite as good (34%), satisfactory (29%) or poor (23%).

### Accessibility

#### Swimming Pools

- The spatial spread of provision highlights that there is no provision of water space in the northern part of the east neighbourhood area. This is generally a more rural area with lower levels of population.
- Whilst the east neighbourhood area provides a low percentage of the overall provision of water space across the borough, all the provision available in the east neighbourhood area is available on a pay and play basis.

#### Sports Halls

- The spatial spread of provision highlights that the sports halls that are located within the south neighbourhood area are fairly well distributed.
- Bridgewater High School sports hall and Broomfields Leisure Centre sports hall are located in very close proximity.

#### Health & Fitness Suites

- The spatial spread of provision highlights that the health and fitness suites located within the south neighbourhood area are fairly well distributed.

### Availability

#### Swimming Pools

- When looking at availability it is important to take into consideration peak time usage for pools. Based on FPM this is weekday 12:00 – 13:30 and 16:00 – 22:00, Saturday 09:00 – 16:00 and Sunday 09:00 – 16:30.
- As joint use sites with schools, neither Broomfields Leisure Centre or Lymm Leisure pools are not available during all the peak periods identified. However availability during evening and weekends is good due to management arrangements in place.
- The pools at Broomfields Leisure Centre and Lymm Leisure Centre both provide a varied programme which includes parent and baby sessions, junior swim, adult only and women only swim sessions plus a comprehensive Learn 2 Swim programme.

#### Sports Halls

- All 3 of the sports halls that are available for community use, are located on school sites, so where such facilities are available for community use, this use is generally restricted to evenings and weekends during school term time.
- The sports hall at Bridgewater High School is used by the community but availability is somewhat limited due to staffing capacity.
- The FPM suggests that the sports hall at Bridgewater High School is at 24% capacity, Broomfields Leisure Centre 96% capacity and Lymm Leisure Centre 36%.

#### Health & Fitness Suites

- The 2005 Fitness Industry propensity to participate guidelines indicated that the peak times for health and fitness suites is 17:00 – 21:00 hours Monday to Friday and 09:00 – 16:00 hours Saturdays

- Car parking is available and free of charge at all of the pay and play type health and fitness suites.

and Sundays.

- 2 of the pay and play type health and fitness suites in the central neighbourhood area are open for all the identified peak periods namely Broomfields Leisure Centre and Lymm Leisure Centre.

### Demand

#### Swimming Pools

- The Learn 2 Swim programme at Broomfields Leisure Centre currently has a waiting list of 60 children. This is very low in comparison to other facilities with swimming pools in other neighbourhood areas.
- The market segmentation analysis identified that swimming is the sport with the highest level of latent demand in the central neighbourhood area.
- There are 6,262 adults aged 18+ that would like to participate in, or participate more in swimming as an activity.
- The population in the south neighbourhood area is forecasted to grow significantly and demand for swimming will increase accordingly.
- Using the Sports Facility Calculator, it is estimated that the current south neighbourhood area population generates demand for 521.85m<sup>2</sup> of water space.

#### Sports Halls

- When cross referencing this with sports hall booking timetables made available by facility operators, it reveals that usage Broomfields Leisure Centre is 86%,
- According to the market segmentation analysis, there are 1,752 adults aged 18+ that would like to participate in, or participate more in activities that typically take place in a sports hall.
- The population in the south neighbourhood area is forecasted to grow significantly and demand for sports hall activities will increase accordingly.
- Using the Sports Facility Calculator, it is estimated that the current east neighbourhood area population generates demand for 13.65 courts.

#### Health & Fitness Suites

### Capacity

#### Swimming Pools

- As a guide, the FPM suggests that a pool operating at 70% of capacity is considered as being busy.
- Based on this, the FPM suggests that pool at Broomfields Leisure Centre is operating at 63% capacity during peak periods. The pool at Lymm Leisure Centre is similar at 60% capacity with The Park Royal pool being slightly less at 52%.
- Consultation with facility operators reveals that the actual usage at Broomfields Leisure Centre is estimated to be at 99% of capacity. Significantly higher than the estimated 63% suggested through the FPM and operating at a level beyond the recommended comfort factor of 80%

#### Sports Halls

- As a guide, the FPM suggests that a sports hall operating at 80% of capacity is considered as the facility being busy.
- The FPM suggests that only Broomfields Leisure Centre sports hall is currently operating above this level.
- A review of usage provided by the operator supports the fact that Broomfields Leisure Centre sports hall is operating above 80% of capacity.

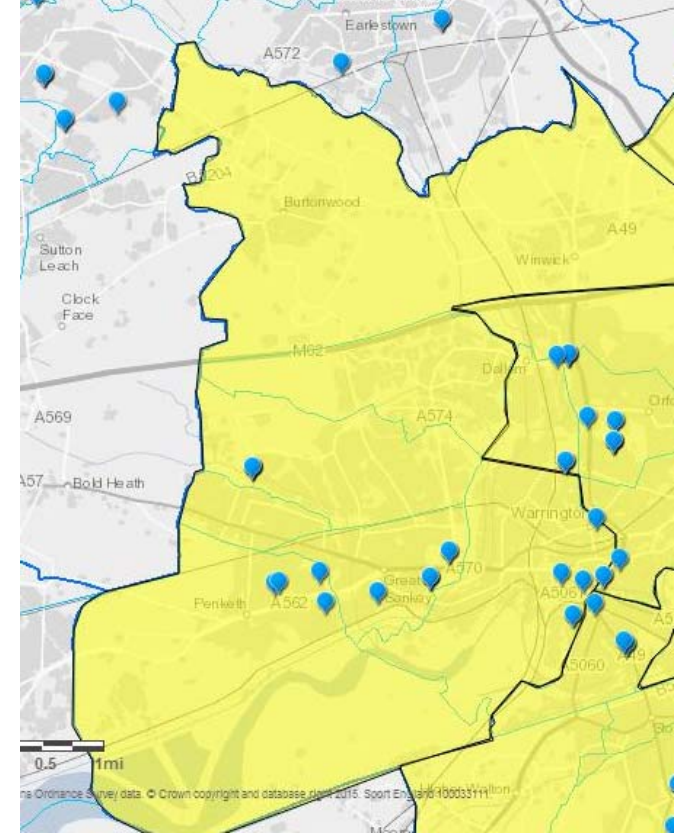
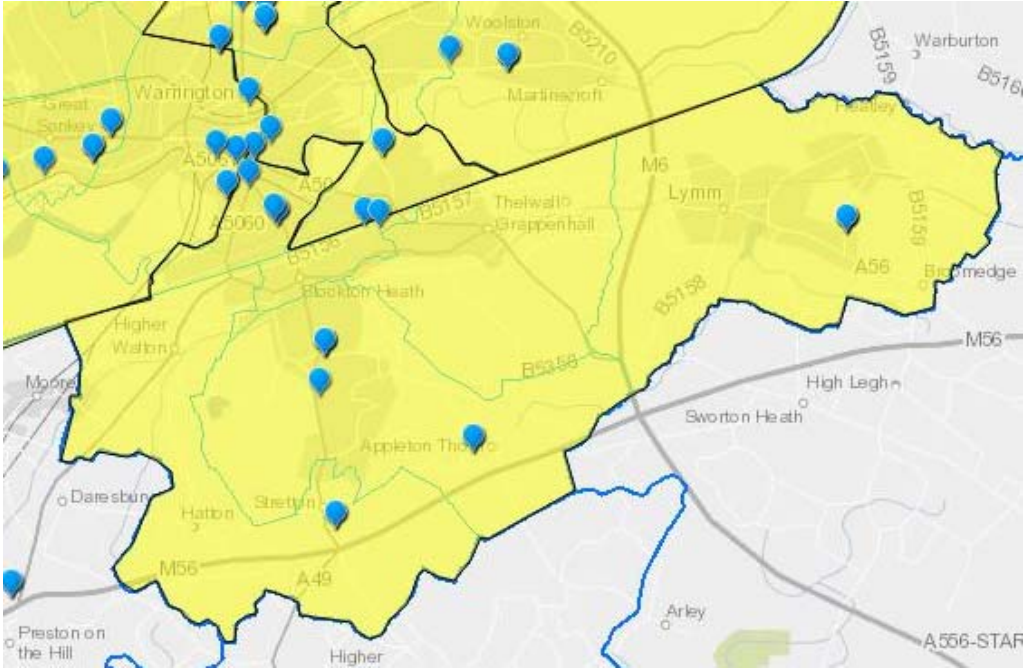
#### Health & Fitness Suites



- Using the model devised by the Fitness Industry Association in 2005 there is a suggested demand of 288 stations in the south neighbourhood area.
- According to the market segmentation analysis, there are 4,788 adults aged 18+ that would like to participate in, or participate more in fitness/ gym activities.
- n/a

**Figure 33: South Neighbourhood Area map with Health & Fitness, Sports Hall and Swimming Pools plotted**

**Figure 34: West Neighbourhood Area map with Health & Fitness, Sports Hall and Swimming Pools plotted**



## West Neighbourhood Analysis

### Neighbourhood Hubs

- There is currently no Neighbourhood Hub providing leisure facilities located in the west neighbourhood area.
- There are plans to transform Great Sankey Leisure Centre into a Neighbourhood Hub to serve the neighbourhood area.

### Quantity

#### Swimming Pools

- There are a total of 6 swimming pools located in the west neighbourhood area, situated at four separate sites.
- Of these, 3 pools are categorised as main/ general pools with one being a learner/ teaching pool.
- There are 2 pools categorised as LIDO (an outdoor swimming pool). One is located on a school site, and one at a registered member use only club, and are therefore not publicly accessible.
- 3 of the pools, a main/general pool and a learner/teaching pool at Great Sankey and a main/general pool at Penketh Parish Council Pool, are accessible on a pay and play basis.
- The third pool, located at David Lloyd Club is a registered member use only pool.
- The total water space provided (based on main/general pools only) in the west neighbourhood area is 753m<sup>2</sup>, approximately a third of the total amount available across the whole borough.
- It needs to be acknowledged that 300m<sup>2</sup> is provided by registered member use only sites.

#### Sports Halls

- There are four sports halls located in the west neighbourhood area.
- All four of the sports halls provide community use to varying degrees.
- Great Sankey provides the largest sports hall with equivalent of 6 courts available at this site.
- The total amount of equivalent court capacity across the sports halls, available for community use, in the central neighbourhood area is 14 courts which is 22.5% of the borough total.
- The sports hall at St Gregory's Catholic High School has only recently become available for community use. This sports hall was not

### Quality

#### Swimming Pools

- Based on the non-technical visual assessments that were carried out both Great Sankey Leisure Centre and Penketh Parish Council Pool were rated as poor.
- Customer views on pool quality at Great Sankey Leisure Centre varied quite significantly. 40% of customers viewed the pool facilities as satisfactory quality, 30% felt they were good quality whilst approximately 25% viewed them as poor or very poor quality.

#### Sports Halls

- Based on the information available, plus non-technical visual assessments being carried out where possible, one sports halls was attributed a quality rating.
- Great Sankey Leisure Centre was provided with a quality rating of poor. This was down to the age of the facility, with no recent refurbishment being carried out.
- Customer feedback on the quality of the sports hall facility at Great Sankey was extremely mixed with 34% giving a quality rating of good, 36% as satisfactory and 30% as poor or very poor.

## Warrington Borough Council

### Indoor Sports Facilities Strategic Needs Assessment



included within the FPM.

### **Health & Fitness Suites**

- There are 7 sites in the west neighbourhood area recorded through the audit of facilities that have health and fitness suites.
- The type of health and fitness suite varies. The majority are registered member use only (4), with 2 being pay and play access and 1 private use.
- There are a total of 473 stations provided by all health and fitness suites in the neighbourhood area.
- There are 85 stations available as pay and play types.
- The largest pay and play site is at Great Sankey Leisure Centre with 55 stations.

### **Health & Fitness Suites**

- The quality of the health and fitness suite pay and play provision in the west area is assumed to be fairly standard.
- Fit in Gym only opened in 2009 whilst Great Sankey Leisure Centre was last refurbished in 2006.
- Whilst not being refurbished, local intelligence informs us that the health and fitness suites have generally had new equipment in this time.
- Feedback from users at Great Sankey Leisure Centre indicates that the health and fitness facility is viewed as good with over 50% of respondents providing this rating.

## **Accessibility**

### **Swimming Pools**

- The spatial spread of provision highlights that the swimming pool provision is concentrated within the central part of the west neighbourhood area, which is also where the majority of the west population is also concentrated.
- The west neighbourhood provides a reasonable level of pay and play provision.

### **Sports Halls**

- The spatial spread of provision highlights that the sports halls that are located within the west neighbourhood area are in close proximity and contained within the central part of the area.
- This is reflective of the fact that this is where the majority of the west population is also concentrated.

## **Availability**

### **Swimming Pools**

- When looking at availability it is important to take into consideration peak time usage for pools. Based on FPM this is weekday 12:00 – 13:30 and 16:00 – 22:00, Saturday 09:00 – 16:00 and Sunday 09:00 – 16:30.
- As a joint use site with a school Great Sankey Leisure Centre pools are not available during all the peak periods identified. However availability during evening and weekends is good due to management arrangements in place.
- The pools at Great Sankey Leisure Centre and Penketh Parish Council Pool both provide a varied programme which includes parent and baby sessions, junior swim, adult only and women only swim sessions plus a comprehensive Learn 2 Swim programme.

### **Sports Halls**

- 3 of the 4 sports halls that are available for community use, are located on school sites, so where such facilities are available for community use, this use is generally restricted to evenings and weekends during school term time.
- The sports hall at Penketh High School is used by the community but availability is somewhat limited due to staffing capacity.
- The sports hall at St Gregory's Catholic High School has only recently

### Health & Fitness Suites

- The spatial spread of provision highlights that the sports halls that are located within the west neighbourhood area are in close proximity and contained within the central part of the area.
- The number of pay and play access health and fitness suites and equivalent stations in the west neighbourhood area is low in comparison with the rest of the borough.
- This is reflective of the fact that this is where the majority of the west population is also concentrated.
- Car parking is available and free of charge at all of the pay and play type health and fitness suites.

### Demand

#### Swimming Pools

- The Learn 2 Swim programme at Great Sankey Leisure Centre currently has a waiting list of 224 children.
- The market segmentation analysis identified that swimming is the sport with the highest level of latent demand in the central neighbourhood area.
- There are 6,990 adults aged 18+ that would like to participate in, or participate more in swimming as an activity.
- The west neighbourhood area is forecasted to have the highest levels of population growth across the borough. Demand for swimming will increase accordingly.
- Using the Sports Facility Calculator, it is estimated that the current west neighbourhood area population generates demand for 620.72m<sup>2</sup> of water space.

#### Sports Halls

- When cross referencing this with sports hall booking timetables made available by facility operators, it reveals that usage Great Sankey Leisure Centre is 81%, Usage during weekday peak periods is 94%.

become available for community use.

- The FPM suggests that the sports hall at David Lloyd is at 61% of capacity, Great Sankey Leisure Centre is 73% capacity and Penketh High School 67% capacity.

### Health & Fitness Suites

- The 2005 Fitness Industry propensity to participate guidelines indicated that the peak times for health and fitness suites is 17:00 – 21:00 hours Monday to Friday and 09:00 – 16:00 hours Saturdays and Sundays.
- Of the two pay and play access health and fitness suites in the west neighbourhood area only Great Sankey Leisure Centre is open during all the identified peak periods. Fit in Gym is open for 27 of the 35 hours.

### Capacity

#### Swimming Pools

- As a guide, the FPM suggests that a pool operating at 70% of capacity is considered as being busy
- Based on this, the FPM suggests that the pool at Great Sankey Leisure Centre is operating at 63% capacity during peak periods. The pool at Penketh Parish Council Pool is higher at with a suggested 100% of capacity being used.
- Consultation with facility operators reveals that the actual usage at Great Sankey Leisure Centre is 82% which suggests the pools is busier than suggested through the FPM and would be viewed as being a busy pool based on comfort levels.

#### Sports Halls

- As a guide, the FPM suggests that a sports hall operating at 80% of capacity is considered as the facility being busy.
- The FPM suggests that none of the sports halls in the west

## Warrington Borough Council

### Indoor Sports Facilities Strategic Needs Assessment

- According to the market segmentation analysis, there are 2,131 adults aged 18+ that would like to participate in, or participate more in activities that typically take place in a sports hall.
- The west neighbourhood area is the forecasted to have the highest levels of population growth across the borough. Demand for sports hall related activities will increase accordingly.
- Using the Sports Facility Calculator, it is estimated that the current west neighbourhood area population generates demand for 16.23 courts. The highest of the 4 neighbourhood areas.

#### **Health & Fitness Suites**

- Using the model devised by the Fitness Industry Association in 2005 there is a suggested demand of 336 stations in the west neighbourhood area.
- According to the market segmentation analysis, there are 5,536 adults aged 18+ that would like to participate in, or participate more in fitness/ gym activities. This is the highest level across the four neighbourhood areas.

- neighbourhood area are currently operating at or beyond this level.
- A review of usage provided by the operator highlights the fact that Great Sankey Leisure Centre sports hall is operating above 80% of capacity. Usage during weekday peak periods is very high.

#### **Health & Fitness Suites**

- n/a

## **4. Assessment – bringing the information together**

### **4.1. Building the picture**

4.1.1. This stage is about reviewing all the information gathered and discussed in section 3. It will help provide a clear understanding of how the supply of sports facilities compares with demand. A picture can then be developed as to whether the right level and type of facilities are in the right place to meet both the current and future sporting demand in the area.

4.1.2. To develop this picture the supply and demand information has been looked at in the context of the four key interlinking elements of 'Quantity, Quality, Accessibility and Availability'.

4.1.3. This stage presents an understanding of the overall surpluses and deficiencies across Warrington along with identification of any specific geographic and/or individual facility needs that have been identified through the assessment. These specific needs are clearly set out in the 'Specific Facility Needs' column in tables below and will be the basis on which the action plan is written.

4.1.4. The following principles underpin these assessment findings:

#### **Protect:**

- To protect and maintain existing sports facilities and sites allocated for sport and access to them by the community
- To ensure the long-term sustainability of sports facilities
- To encourage and support the community use of sports facilities on education sites

#### **Enhance**

- To identify community or neighbourhood hubs, that can provide leisure facilities alongside other essential services and provision
- To ensure that sports facility needs are met by the provision of appropriate, high quality facilities
- To ensure facilities are effectively and sustainably managed and programmed
- To improve accessibility to sports facilities, in particular for people with disabilities, in order to encourage greater participation by all segments of the community

#### **Provide**

- To provide facilities for informal/ recreational participation and competition and training which enable those participating in sport to improve and progress.
- To ensure that new facilities are provided to meet projected demand from increases in population and participation.
- To ensure that information on sport participation and the demand for facilities is recorded and updated on a regular basis.



## ACTION PLAN

<b>Borough wide priorities</b>		
<b>Elements</b>	<b>Priority</b>	<b>Action Required</b>
<b>Quantity</b>	<ul style="list-style-type: none"> <li>• Ensure investment is sought to support retention of viable existing sports facilities that provide or could provide for community use in particular where needs may not meet demand or may not do so in the future.</li> <li>• Regularly review levels of supply and demand to identify any surpluses or deficiencies in the future, placing particular emphasis on community impact.</li> <li>• Influence new housing developments to contribute towards the development and enhancement of sports facilities to meet identified need and any increased demand generated by such developments.</li> </ul>	<ul style="list-style-type: none"> <li>• The level of provision of swimming pools meets current demand but future demand is expected to be slightly higher. WBC owned swimming pools have high levels of capacity being utilised. Pool provision should be kept under review.</li> <li>• Review the level of sports hall provision, once additional supply being realised at Woolston Learning Village and St. Gregory's Catholic High School is fully understood.</li> <li>• Ensure the findings from the needs assessment are considered, and further explored, when new housing developments are planned allowing for possible Community Infrastructure Levy financial assistance.</li> </ul>
<b>Quality</b>	<ul style="list-style-type: none"> <li>• Ensure appropriate investment is sought to maintain quality levels and assist with the retention of current, and recruitment of new, participants/ users.</li> <li>• Enhance current sports facilities that are of poor quality. Investing in such facilities to improve the quality will assist with the retention of current, and recruitment of new, participants/ users.</li> <li>• Focus on improving the sustainability of sports facility sites.</li> </ul>	<ul style="list-style-type: none"> <li>• WBC owned sites where quality needs to be maintained are Birchwood Community High School (sports hall), Birchwood Leisure &amp; Tennis Complex, Culcheth Community Campus, Woolston Neighbourhood Hub, Victoria Park and Warrington Sports for All Centre.</li> <li>• Sites which would benefit from improvement are Great Sankey Leisure Centre, Broomfields Leisure Centre, and University Academy Warrington Recreation Centre.</li> <li>• Ensure that any new developments or refurbishments are energy efficient, make best use of space and where possible develop jointly with partners to provide co-</li> </ul>

## ACTION PLAN

<p><b>Accessibility</b></p>	<ul style="list-style-type: none"> <li>• In line with the council's local plan, continue to explore the possibility of including leisure facilities within identified community or neighbourhood hubs providing co-located services that are accessible to, and meet the needs of, the communities they serve.</li> <li>• Ensure the sports facility charges at WBC owned sites are reasonable in terms of affordability to Warrington residents, and comparable with similar facilities in neighbouring authorities.</li> <li>• Ensure that adequate car parking is available as part of any future sports facility developments.</li> <li>• Focus on raising the awareness of opportunities for people with a disability to participate at sports facilities.</li> </ul>	<p>located and integrated services.</p> <ul style="list-style-type: none"> <li>• South and West neighbourhood areas are forecasted to deliver the highest levels of population growth over the next 5 years, and have the highest levels of latent demand for sport and physical activity. There is a neighbourhood hub planned for west neighbourhood area at Great Sankey. Consider the feasibility of a south neighbourhood hub.</li> <li>• To regularly review charges at WBC owned sports facilities.</li> <li>• Give consideration to car parking requirements for Bewsey &amp; Dallam community hub, Great Sankey Neighbourhood Hub and Victoria Park sports club,</li> <li>• Support the process of gaining Inclusive Fitness Initiative (IFI) accreditation at a minimum of 2 WBC owned sports facilities.</li> </ul>
<p><b>Availability</b></p>	<ul style="list-style-type: none"> <li>• Support schools to provide or improve access to sports facilities located on school sites.</li> <li>• Ensure that any new sports facilities provided as part of future educational provision in Warrington are designed for curricular, extra-curricular and community use, outside of school hours, based on demand and need locally.</li> </ul>	<ul style="list-style-type: none"> <li>• To review community use arrangements at school sites, and joint use sites, to ensure facilities are being utilised by the community and supporting with participation growth.</li> <li>• Ensure the findings from the needs assessment are considered when designing new education provision.</li> </ul>

## ACTION PLAN

Facility Type	Swimming Pools	
Elements	Assessment findings	Action Required
<b>Quantity</b>	<ul style="list-style-type: none"> <li>The current total quantity of swimming pool provision just about meets the current local demand for casual/ recreational swimming provision.</li> <li>The actual usage of WBC owned swimming pools is higher than anticipated through Sport England's Facilities Planning Model, with all pools operating above 'comfort levels' (more than 80% of capacity used during peak periods).</li> <li>There are large waiting lists for junior swimming lesson provision, specifically at Orford Jubilee Neighbourhood Hub.</li> <li>Consultation with the Amateur Swimming Association suggested that improvements in the learn to swim programmes could support participation growth in the sport.</li> <li>Population growth will put pressure on the quantity of provision, in particular within the West and South neighbourhood areas, where the highest levels of population growth are forecast.</li> </ul>	<ul style="list-style-type: none"> <li>Review of programming at WBC owned swimming pool sites to maximise capacity, in an attempt to reduce the large waiting lists for junior swimming lessons (specifically at Orford Jubilee and Woolston Neighbourhood Hubs) whilst maintaining access for recreational participation.</li> <li>To give consideration to, and be supportive of, increasing the level of swimming pool provision wherever any facility improvements works take place. Ensure that any sites developed are located in areas that are accessible to local residents and will support participation growth.</li> </ul>
<b>Quality</b>	<ul style="list-style-type: none"> <li>The quality of swimming pool provision across Warrington is mixed.</li> <li>There were a total of 5 swimming pools identified as being of poor quality based on non-technical assessments.</li> <li>Through the consultation process the quality rating for the pool at Woolston Neighbourhood Hub was revised to a standard quality rating. This reflected the feedback from users which was high emphasising the importance of high quality ancillary facilities such as changing rooms in enhance customer experience and it also acknowledges the recent investment made to improve pool plant</li> <li>Two of the four remaining pools identified as poorer quality are Warrington Borough Council owned. These are Great Sankey Leisure Centre and Broomfields Leisure Centre.</li> <li>Condition surveys further highlighted the need to invest in these sites to ensure they remain fit for purpose.</li> </ul>	<ul style="list-style-type: none"> <li>Consider improvements to swimming pools and/ or ancillary facilities at Great Sankey Leisure Centre and Broomfields Leisure Centre and to improve customer experience.</li> <li>Adequate ongoing maintenance of swimming pool facilities is important to maintain the quality and attractiveness of facilities to customers.</li> </ul>
<b>Accessibility</b>	<ul style="list-style-type: none"> <li>79% of the total provision is available on a pay and play basis, with the remaining 21% located at registered membership use only sites.</li> </ul>	<ul style="list-style-type: none"> <li>Increased or improved access, either through the revision of programming or</li> </ul>



## ACTION PLAN

	<ul style="list-style-type: none"> <li>• There are small pockets of the borough where there are perceived areas of unmet demand. These are located within the Central, East and West neighbourhood areas.</li> <li>• Consultation has identified only one main issue with regards to accessibility of swimming pools - the large waiting lists for junior swimming lessons mentioned above.</li> <li>• The projected population growth within the West and South neighbourhood areas will only increase the amount of unmet demand.</li> <li>• Analysis of market segmentation data highlights the West neighbourhood area as having the highest levels of latent demand for swimming, both presently and in the future.</li> <li>• Car parking at Orford Jubilee Neighbourhood Hub was identified as an issue during consultation with users.</li> </ul>	<p>through additional capacity, to swimming pools needed to meet future demand. The area most in need will be within the West neighbourhood area.</p> <ul style="list-style-type: none"> <li>• Ensure adequate car parking provision is located for any future developments, whether new-build or refurbishment projects.</li> </ul>
<b>Availability</b>	<ul style="list-style-type: none"> <li>• There were no major issues identified in terms of availability of swimming pool provision through the needs assessment.</li> <li>• The ASA did indicate it would be likely the 3 aquatics clubs in Warrington would want additional pool space during peak periods they 'believe that through better cooperation and sharing of current resources the clubs requirements can be fulfilled with the current pool provision'.</li> <li>• Swimming is the sport with the highest level of latent demand across the borough with more than 20,000 adults wanting to participate in the sport. Over 13,000 of these adults currently reside within the south and west neighbourhood areas, which are the two neighbourhood areas with the highest forecasted levels of population growth.</li> </ul>	<ul style="list-style-type: none"> <li>• Support aquatics clubs to work together to share resources to aid their development.</li> <li>• Ensure operators regularly review opening hours, programming of swimming pool provision and charges to ensure they are supporting the increasing participation agenda.</li> <li>• More detailed modelling work required to assess the impact of increased population growth on current supply.</li> </ul>
<b>Summary of key actions</b>	<ul style="list-style-type: none"> <li>• Maintain as resources allow, the current level of provision (quality) and capacity (quantity) for general pay and play access/ community use to meet current demand (PROTECT).</li> <li>• Swimming pools at Great Sankey Leisure Centre and Broomfields Leisure Centre need to be improved to increase the customer experience which will in turn increase participation (ENHANCE).</li> <li>• With forecasted population growth, specifically in south and west neighbourhood areas, the level of provision will need to be reviewed regularly to consider how the needs of a larger population are met (PROVIDE).</li> <li>• Consideration needs to be given when any new developments (PROVIDE), or redevelopments (ENHANCE), occur to</li> </ul>	

## ACTION PLAN

	<p>the issue around level of supply to determine what such developments can cater for future levels of demand e.g. Great Sankey Neighbourhood Hub.</p> <ul style="list-style-type: none"><li>• Review of Learn to Swim programmes required in an attempt to reduce the large waiting lists that currently exist, specifically at Orford Jubilee Neighbourhood Hub and Woolston Neighbourhood Hub (ENHANCE).</li></ul>
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## ACTION PLAN

Facility Type	Sports Halls	
Elements	Assessment findings	Action Required
<b>Quantity</b>	<ul style="list-style-type: none"> <li>The current total quantity of sports hall space comfortably meets the total current total demand.</li> <li>There is additional provision that could be and has recently been realised following the refurbishment of the sports hall at Woolston Learning Village and introduction of new management arrangements at St. Gregory's Catholic High School.</li> <li>Despite projected population growth it is anticipated the level of supply of sports hall provision will meet the future needs of the population up to 2020.</li> <li>Consultation with England Basketball revealed that Warrington is not currently a priority area.</li> <li>The main facility for indoor basketball is Warrington Sport for All Centre which is well used and located. We have limited knowledge of other basketball use of indoor facilities.</li> <li>Consultation with Badminton England revealed they would be keen to develop the provision of the sport with Warrington.</li> </ul>	<ul style="list-style-type: none"> <li>Establish the community use arrangements for the sports hall at Woolston Learning Village and work with the school to try and ensure it is utilised by the community.</li> <li>Work with Badminton England to identify facilities that could support with the development of the sport.</li> </ul>
<b>Quality</b>	<ul style="list-style-type: none"> <li>The quality of provision of sports halls is generally good, with several sports halls either being newly built or refurbished in recent years.</li> <li>Of the sports halls assessed, a total of 4 sports halls were identified through the non-technical assessments as being of poor quality.</li> <li>Three of the four poor quality sports halls are owned by Warrington Borough Council, namely the sports halls located at Broomfields Leisure Centre, Great Sankey Leisure Centre and University Academy Warrington (UAW) Recreation Centre)</li> <li>However, feedback from customers highlighted a reasonably high level of satisfaction with the sports halls at Broomfields Leisure Centre and Great Sankey (UAW did not engage in the user survey).</li> <li>Condition identified Broomfields Leisure Centre and Great Sankey Leisure Centre as being in need of remedial works.</li> </ul>	<ul style="list-style-type: none"> <li>Improvements would be required to sports halls at Broomfields Leisure Centre, Great Sankey Leisure Centre and University Academy Warrington Recreation Centre to improve the quality rating.</li> <li>Adequate ongoing maintenance of sports hall facilities is important to maintain the quality of such facilities.</li> </ul>
<b>Accessibility</b>	<ul style="list-style-type: none"> <li>There are no major issues in terms of accessibility to sports halls.</li> <li>Car parking at Orford Jubilee Neighbourhood Hub was identified as an issue during consultation with users.</li> </ul>	<ul style="list-style-type: none"> <li>Ensure adequate car parking provision is located for any future developments, whether new-build or refurbishment</li> </ul>

## ACTION PLAN

<p><b>Availability</b></p>	<ul style="list-style-type: none"> <li>• A large percentage of the sports hall stock is located on school sites with no daytime access and variable community use policies.</li> <li>• There are a small number of sports halls, located on education sites, that do not have any community use.</li> <li>• Whilst many of the sports halls appear to be relatively well utilised, there are sports halls that appear under-utilised.</li> <li>• Sports hall availability is generally higher during weekend peak periods. Availability during week day periods is limited at most sites.</li> </ul>	<p>projects.</p> <ul style="list-style-type: none"> <li>• Work with facility managers at sites where WBC owned sports halls are currently operating below 80% utilised capacity to review programming and/or management arrangements.</li> </ul>
<p><b>Summary of key actions</b></p>	<ul style="list-style-type: none"> <li>• Need to maintain the current level of provision and capacity for general pay and play access/ community use to meet current and future needs of the borough (PROTECT).</li> <li>• Despite anticipated population growth, level of supply should continue to meet anticipated demand. However the audit has revealed a number of WBC owned sports halls are operating above or around nationally recognised comfort levels (80% or more of available capacity being utilised) (PROTECT).</li> <li>• Management arrangements in place between WBC and operators need to be reviewed to ensure facilities are being effectively utilised to support increases in participation and providing the council with value for money (ENHANCE).</li> <li>• Sports halls at Broomfields Leisure Centre, Great Sankey Leisure Centre and University Academy Warrington Recreation Centre will need to be improved in the medium term due to age of facilities. This will increase the customer experience which should in turn increase participation (ENHANCE).</li> <li>• To monitor the level of supply, due to anticipated increase, to understand how this additional supply impacts on usage (ENHANCE).</li> </ul>	

## ACTION PLAN

Facility Type	Health & Fitness Suites	
Elements	Assessment findings	Action Required
<b>Quantity</b>	<ul style="list-style-type: none"> <li>• There is a wide range of health and fitness suites located across Warrington from a variety of providers, which currently ensures local demand is met. However a large proportion of this is registered membership use on sites.</li> <li>• The central neighbourhood hub currently has the most significant level of provision of pay and play access health and fitness suites.</li> <li>• There are no planned closures, but additional provision is being planned in the West neighbourhood area as part of the development of Great Sankey Neighbourhood Hub.</li> <li>• There have been a significant number of new health and fitness suites that have opened in recent year, which has significantly increased the supply of stations. Specifically the opening of two 200 station health and fitness suites operated by Pure Gym.</li> </ul>	
<b>Quality</b>	<ul style="list-style-type: none"> <li>• As health and fitness suites are high revenue areas of leisure facilities, they are generally well maintained, regularly refurbished and are of good quality.</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing investment into health and fitness suites is important to maintain the quality of provision.</li> </ul>
<b>Accessibility</b>	<ul style="list-style-type: none"> <li>• The health and fitness suites are well spread across the town, with accessibility not being an issue.</li> <li>• The majority of health and fitness suites provide ample car parking, which is free of charge</li> <li>• Car parking at Orford Jubilee Neighbourhood Hub was identified as an issue during consultation with users.</li> <li>• There is a large amount of health and fitness suite provision that is registered membership use only which does restrict levels of availability.</li> <li>• Some of the registered membership use only sites charge higher membership fees than others, which means that they are less accessible to certain segments of the population.</li> </ul>	<ul style="list-style-type: none"> <li>• The number of pay and play access health and fitness stations in the west neighbourhood area are significantly lower than that which is available in the other neighbourhood areas.</li> <li>• The planned development of Great Sankey neighbourhood hub could potentially provide additional pay and play access health and fitness provision in the west neighbourhood area.</li> <li>• Similarly, the development of a community hub in Bewsey and Dallam could also provide additional pay and play access health and fitness provision that would engage residents that are known not to access provision in the central</li> </ul>

## ACTION PLAN

		neighbourhood area.
<b>Availability</b>	<ul style="list-style-type: none"> <li>• The vast majority of health and fitness provision has long opening hours. Indeed some facilities are now available 24 hours a day, 7 days a week.</li> <li>• Health and fitness (gym) is a sport with one of the highest levels of latent demand across the borough. Much of this latent demand derives for the south and west neighbourhood areas.</li> </ul>	
<b>Summary of key actions</b>	<ul style="list-style-type: none"> <li>• Need to maintain the current level of provision and capacity for pay and play access/ community use to meet current and future needs of the borough (PROTECT).</li> <li>• A significant proportion of health and fitness provision is located at registered membership use only sites. This is especially the case in the west neighbourhood area where less than 20% of provision is pay and play access. The west neighbourhood has the highest level of latent demand, and whilst registered membership use only sites will accommodate some, it is unlikely to be accessible to all (ENHANCE).</li> <li>• Potential of new/additional provision as part of the developments planned for Bewsey and Dallam community hub and Great Sankey neighbourhood hub (PROVIDE)</li> </ul>	

## ACTION PLAN

Facility Type	Specialist Sports Facilities: Indoor Tennis Courts	
Elements	Assessment findings	Action Required
<b>Quantity</b>	<ul style="list-style-type: none"> <li>• There are two indoor tennis court facilities in Warrington. One is a registered membership use only facility.</li> <li>• The pay and play indoor tennis provision is located at Birchwood Leisure and Tennis Complex.</li> <li>• The facility at Birchwood Leisure and Tennis Complex. It was recently refurbished.</li> <li>• Through consultation the LTA have confirmed Warrington is a priority area. However in terms of facilities, the focus is on outdoor provision within community venues e.g. parks and open spaces.</li> </ul>	
<b>Quality</b>	<ul style="list-style-type: none"> <li>• The audit of quality indicates that the indoor tennis courts at Birchwood Leisure and Tennis Complex are good quality, meeting LTA standards.</li> <li>• This is confirmed through recent work with the LTA, when Birchwood met the criteria required for a High Performance Centre.</li> </ul>	<ul style="list-style-type: none"> <li>• Adequate ongoing maintenance of the indoor tennis courts is important to maintain the quality of facility.</li> </ul>
<b>Accessibility</b>	<ul style="list-style-type: none"> <li>• Mapping has confirmed that the indoor courts at Birchwood Leisure and Tennis Complex are within a 20 minute drive time of every part of the borough, meaning there are no provision gaps.</li> </ul>	
<b>Availability</b>	<ul style="list-style-type: none"> <li>• Consultation revealed there is no issue with regards to availability of the indoor tennis courts at Birchwood Leisure and Tennis Complex.</li> </ul>	
<b>Summary of key actions</b>	<ul style="list-style-type: none"> <li>• The indoor tennis courts located at Birchwood Leisure and Tennis Complex provides a facility that ensures local demand is being met (PROTECT).</li> <li>• The facility is also in terms of regionally provision, as there is only a limited number of pay and play access indoor tennis court sites. High proportions are located at registered membership use only sites. (PROTECT)</li> </ul>	

## ACTION PLAN

Facility Type	Specialist Sports Facilities: Athletics Track	
Elements	Assessment findings	Action required
<b>Quantity</b>	<ul style="list-style-type: none"> <li>The athletics track at Victoria Park has been recently refurbished. The track will be part of the development of the site into a Sports Hub.</li> <li>Through consultation with England Athletics it has been identified that Warrington is not a priority for facility development.</li> <li>England Athletics does however highlight that ‘Warrington has seen a surge in running groups – both informal Run England groups and affiliated groups in 2015. These groups have capacity and there is interest to continue to set up new groups in pockets of inactivity so that Warrington can offer running to anyone in the area.’</li> </ul>	
<b>Quality</b>	<ul style="list-style-type: none"> <li>The audit of quality indicates that the athletics track in Warrington is good quality, meeting England Athletics standards.</li> <li>This is confirmed through consultation. Consultation with England Athletics confirms the provision is good..</li> </ul>	<ul style="list-style-type: none"> <li>Adequate ongoing maintenance of the athletics track is important to maintain the quality of facility.</li> </ul>
<b>Accessibility</b>	<ul style="list-style-type: none"> <li>Mapping has confirmed that the athletics track at Victoria Park is within a 20 minute drive time of every part of the borough, meaning there are no provision gaps.</li> </ul>	
<b>Availability</b>	<ul style="list-style-type: none"> <li>Consultation with users reveals that the site has been sometimes difficult to access.</li> <li>The track is extensively used by Warrington Athletics Club. The club has a growing membership, whose needs can be met at the current track.</li> </ul>	<ul style="list-style-type: none"> <li>There is a need to review the arrangements in place to book and access the athletics track at Victoria Park to extend it’s use and availability.</li> </ul>
<b>Summary of key actions</b>	<ul style="list-style-type: none"> <li>The track at Victoria Park currently ensures that local need is being met (PROTECT).</li> <li>Consultation has identified some users find accessing and booking the facility is sometime difficult and this needs to be reviewed, as part of the Victoria Park sports hub development (ENHANCE/ PROVIDE).</li> </ul>	



## ACTION PLAN

<b>Facility Type</b>	<b>Specialist Sports Facilities: Cycling</b>	
<b>Elements</b>	<b>Assessment findings</b>	<b>Action Required</b>
<b>Quantity</b>	<ul style="list-style-type: none"> <li>Warrington does not currently have a specialist, traffic free, cycling facility.</li> <li>Warrington does have good provision of safe cycle routes across the town.</li> <li>Consultation with British Cycling has suggested that there is a potential need for a road or track facility to serve the southern part of the North West region. This could be located in Warrington,</li> </ul>	<ul style="list-style-type: none"> <li>Work with British Cycling, North Clarion Cycling Club and other local cycling clubs to explore the feasibility of a traffic free cycling facility being located within the borough.</li> </ul>
<b>Quality</b>	<ul style="list-style-type: none"> <li>Warrington does not have a specialist, traffic free, cycling facility.</li> </ul>	
<b>Accessibility</b>	<ul style="list-style-type: none"> <li>Consultation with British Cycling and North Cheshire Clarion Cycling Club reveals that accessing safe, traffic free, cycling facilities is a challenge. The club are currently based at University of Chester (Warrington Campus).</li> </ul>	
<b>Availability</b>	<ul style="list-style-type: none"> <li>Consultation with British Cycling and North Cheshire Clarion Cycling Club reveals that accessing safe, traffic free; cycling facilities is a challenge as there are no local facilities. The club are currently based at University of Chester. The club have indicated if such a facility were available they would make extensive use of it as they have a very large membership, with an extensive junior section.</li> <li>Cycling is a sport with one of the highest levels of latent demand across the borough. Much of this latent demand derives for the south and west neighbourhood areas.</li> </ul>	
<b>Summary of key actions</b>	<ul style="list-style-type: none"> <li>Local needs are currently being met by non-specialist cycling facilities and facilities located outside of the borough boundary (PROVIDE).</li> <li>North Clarion Cycling Club have aspirations for a specialist, traffic free, cycling track (PROVIDE).</li> <li>British Cycling mapping has identified a gap in provision across the region, that could be met by a facility located in Warrington (PROVIDE).</li> </ul>	