



## **SPORT AND LEISURE FACILITIES NEEDS ASSESSMENT: CASTLE POINT BOROUGH COUNCIL**

**REPORT: AUGUST 2018**

**Quality, Integrity, Professionalism**

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# CASTLE POINT BOROUGH COUNCIL

## INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

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# CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

## SECTION 1: INTRODUCTION

### 1.1: Introduction

Knight, Kavanagh & Page Ltd (KKP) was commissioned by the South Essex authorities of Basildon, Castle Point, Rochford and Southend, together with Essex County Council and Sport England, to assess formal indoor sports facility needs in the four local authorities of:

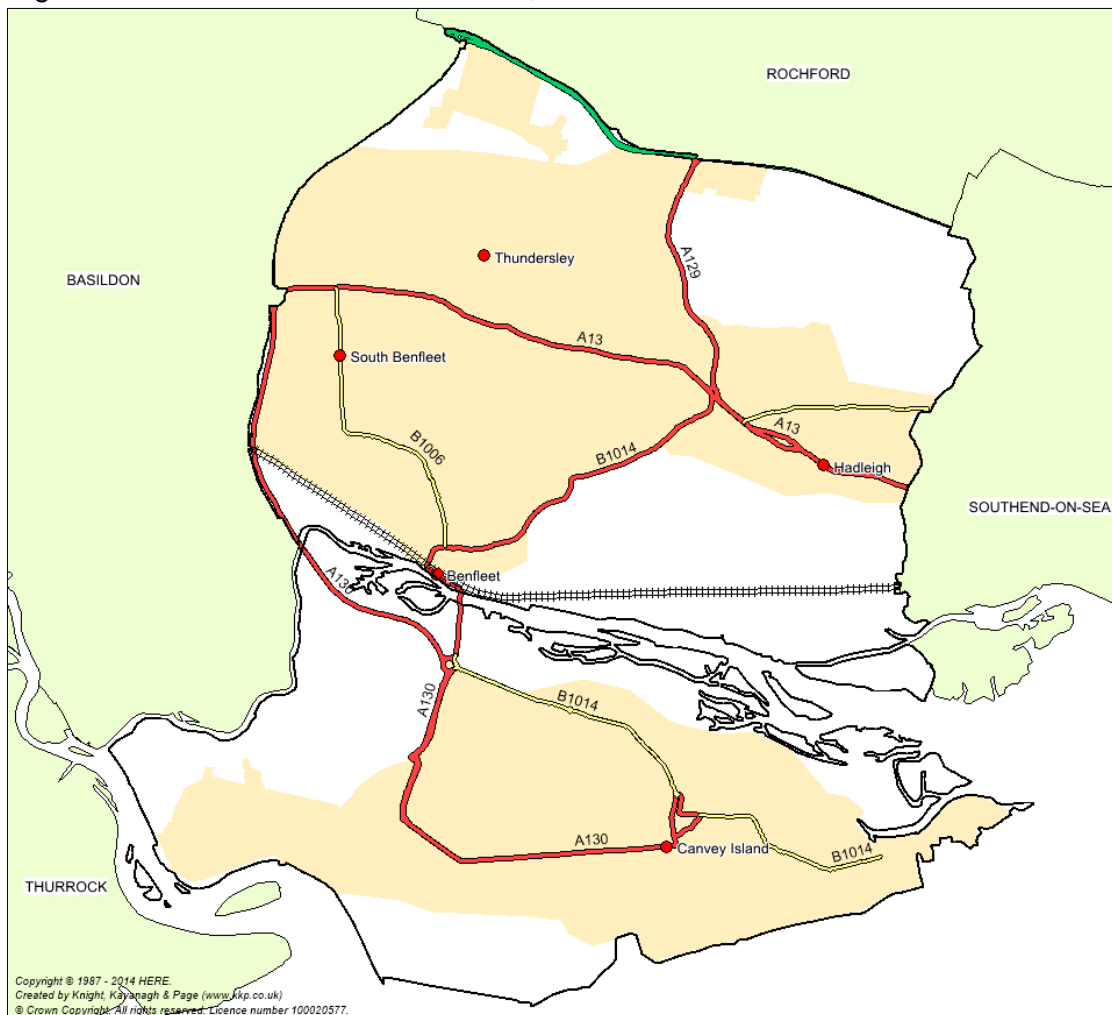
- ▶ Southend-on-Sea
- ▶ Basildon
- ▶ Rochford
- ▶ Castle Point.

The output is the provision of four separate needs assessments, four strategies across the aforementioned authorities plus one additional overarching strategy which also encompasses provision in the Thurrock Council area in order to assist strategic planning in South Essex. This report provides a detailed assessment of current provision of indoor and built sports facilities for Castle Point Borough Council (CPBC), identifying needs and gaps in provision.

### 1.2: Background

The following is an overview of Castle Point. Data is taken from nationally recognised sources such as the Office for National Statistics, NOMIS, Sport England and Experian.

*Figure 1.1: Castle Point with main roads, main settlements and rail lines*



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Castle Point is a borough within the County of Essex. It is bordered by Thurrock, Basildon, Rochford and Southend-on-Sea. The Authority comprises four main towns; Hadleigh, South Benfleet, Thundersley and Canvey Island, with the latter a popular seaside resort. Castle Point forms part of the Thames Gateway, making it the focus for regeneration projects. The Council has been working with other key local agencies through the Castle Point Regeneration Partnership to look at long-term improvements to the Borough.

Strategic highways within the Authority include the A13 east-west road linking Southend-on-Sea to the east and the M25 motorway to the west. The A130 is the main route connecting Canvey Island to Chelmsford. The railway station located in Benfleet, provides regular services to London, Tilbury and Southend. Southend Airport is located a few miles from the border of Castle Point and currently provides regional and international flights.

### 1.3: Scope of the project

The report provides detail as to what exists in the Borough, its condition, location, availability and overall quality. It considers demand for facilities based on population distribution, planned growth and taking into consideration health and economic deprivation. The facilities/sports covered include: sports halls, swimming pools, health and fitness suites, indoor tennis, squash, sailing and other specialist sports boxing, table tennis and martial arts. In delivering this report KKP has:

- ◆ Individually audited identified sports halls (i.e. three plus court halls mirrored with the FPM default size), swimming pools (minimum size 160m<sup>2</sup>), health and fitness facilities (including, within reason, dance studios), squash courts (public, private and voluntary sector owned/managed), sailing clubs and village/community halls.
- ◆ Analysed supply and demand to identify gaps and opportunities for improved provision.
- ◆ Sought to ensure that delivery of leisure facilities is undertaken with full reference to the corporate strategies of the Council and other relevant strategic influences.
- ◆ Identified areas of good practice and opportunities for improved service in order to drive up participation levels.

This evidence based report provides a quantitative and qualitative audit based assessment of the facilities identified above. It is a robust, up-to-date assessment of need for sports halls, health and fitness and specialist facilities and identifies opportunities for new, enhanced and rationalised provision. Specific deficiencies and surpluses are identified to inform the provision required. The specific objectives of this audit and assessment are to:

- ◆ Identify local needs and quantify levels of demand.
- ◆ Audit existing facility provision.
- ◆ Make recommendations to inform strategic priorities.

The specific tasks addressed within the study include:

- ◆ A review of relevant Council strategies, plans, reports, corporate objectives.
- ◆ A review of the local, regional and national strategic context.
- ◆ Analysis of the demographics of the local population, now and in the future.
- ◆ Audit of indoor facilities provided by public, private, voluntary and education sectors.
- ◆ Consideration of potential participation rates and modelling of likely demand.
- ◆ Supply and demand analysis.
- ◆ Analysis of the balance between supply of and demand for sports facilities and identification of potential under and over-provision.
- ◆ Identification of key issues to address in the future provision of indoor sports facilities.

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### 1.4 Report structure

The Royal Town Planning Institute (RTPI) in a report entitled '*Strategic Planning: Effective Co-operation for Planning Across Boundaries (2015)*' puts the case for strategic planning based on six general principles:

- ◀ Have focus.
- ◀ Be genuinely strategic.
- ◀ Be spatial.
- ◀ Be collaborative.
- ◀ Have strong leadership and
- ◀ Be accountable to local electorates.

In the preparation of this report, KKP has paid due regard to these strategic principles and it is, as a consequence, structured as follows:

- ◀ Section 2 - review of background policy documentation (national/regional/local) and a profile of the population and socio-demographic characteristics of the Borough.
- ◀ Section 3 - description of methodology employed to assess indoor provision.
- ◀ Section 4 - assessment of sports hall provision.
- ◀ Section 5 - assessment of swimming pool provision.
- ◀ Section 6 - assessment of health and fitness provision.
- ◀ Section 7 - assessment of indoor tennis.
- ◀ Section 8 - assessment of sailing and other water-sports.
- ◀ Section 9 - assessment of significant other sports.
- ◀ Section 10 - assessment of village halls/community centres.
- ◀ Section 11 - identification of strengths, weaknesses, opportunities and threats plus a summary of key findings and strategic recommendations.

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## SECTION 2: BACKGROUND

### 2.1: National context

Sport England aims to ensure positive planning for sport, enabling the right facilities to be provided in the right places, based on up to date assessment of needs for all levels of sport and all sectors of the community. This assessment report has been produced for the Borough Council applying the principles and tools identified in the Sport England Guide Assessing Needs and Opportunities for Indoor and Outdoor Sports Facilities (ANOG).

Figure 2.1: ANOG model



As illustrated, Sport England regards an assessment of need as core to the planning for sporting provision. This report reviews indoor and built sporting facility needs in Castle Point and provides a basis for future strategic planning.

### ***‘Sporting Future: A New Strategy for an Active Nation’***

This Government strategy for sport was released in December 2015. It confirms the recognition and understanding that sport makes a positive difference through broader means and it will help the sector to deliver fundamental outcomes: physical wellbeing, mental wellbeing, individual development, social and community development and economic development. It has identified the following outputs.

- ◆ Maximising international and domestic sporting success and the impact of major events.
- ◆ More people from every background regularly and meaningfully taking part in sport and physical activity, volunteering and experiencing live sport.
- ◆ A more productive, sustainable and responsible sport sector.

It further identifies the following actions will need to occur that:

- ◆ Meet the needs of the elite and professional system and deliver successful major sporting events.
- ◆ Meet customer needs and enable them to engage in sport and physical activity.
- ◆ Strengthen the sport sector and make it more effective and resilient.



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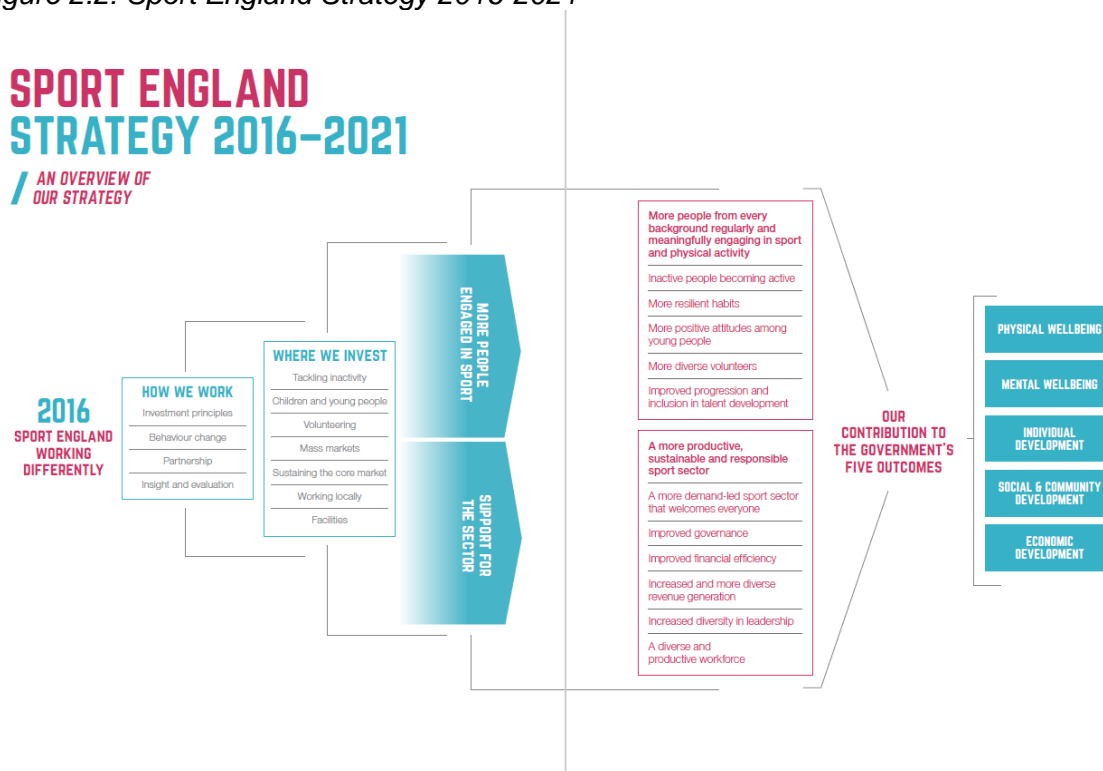
## ***Sport England: Towards an Active Nation (2016-2021)***

In its strategy, Sport England identifies that it will invest in:

- ✦ Tackling inactivity.
- ✦ Children and young people.
- ✦ Volunteering – a dual benefit.
- ✦ Taking sport and activity into the mass market.
- ✦ Supporting sport's core market.
- ✦ Local delivery.
- ✦ Facilities.

These seven investment programmes are underpinned by its Workforce Strategy and a Coaching Plan.

**Figure 2.2: Sport England Strategy 2016-2021**



## ***National Planning Policy Framework 2012***

The National Planning Policy Framework (NPPF<sup>1</sup>) sets out planning policies for England. It details how changes are expected to be applied to the planning system. It also provides a framework for local people and their councils to produce distinct local and neighbourhood plans, reflecting the needs and priorities of local communities.

It states that the purpose of the planning system is to contribute to the achievement of sustainable development. It identifies the need to focus on three themes of economic, social and environmental sustainable development.

<sup>1</sup> NNFP is currently being updated, with revised text expected autumn 2018.

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A presumption in favour of sustainable development is a key aspect for any plan-making and decision-taking processes. In relation to plan-making, the NPPF states that local plans should meet objectively assessed needs. It is clear about sport's role delivering sustainable communities via the promotion of health and well-being. Sport England, working within the provisions of the NPPF, wishes to see local planning policy protect, enhance and provide for sports facilities based on robust and up-to-date assessments of need, as well as helping to realise the wider benefits that participation in sport can bring.

The *promoting healthy communities* theme identifies that planning policies should be based on robust, up-to-date assessment of need for open space, sports and recreation facilities and opportunities for new provision. Specific needs, quantitative/qualitative deficiencies and surpluses should be identified and used to inform provision requirements in an area.

### ***Economic value of sport to the nation***

Sport, leisure, recreation and culture are all important economic drivers. In 2015, sport and sport-related activity contributed £20.3 billion to the English economy. Its contribution to employment was even greater with sport and sport-related activity estimated to support over 450,000 full-time equivalent jobs. Volunteering in sport, and the health benefits derived, also have an impact on the economy. The estimated economic value of sport-related volunteering is £6.9 billion. The annual value of health benefits from people taking part in sport is estimated at £21.0 billion.

Benefits of sport include the well-being/happiness of individuals taking part, improved health and education, reduced youth crime, environmental benefits, regeneration and community development, and to the individual and wider society through volunteering. Consumption of sport benefits includes the well-being/ happiness of spectators, and the national pride/feel good factor derived from sporting success/ achievement.

Participation in sport contributes to reducing crime and anti-social behaviour, particularly among young people. It also has a net impact on the environment; where, for example, more people walk and cycle, emissions and congestion can reduce. In summary, it can provide a range of economic and health benefits to South Essex, in general, and Castle Point, in particular and its population as well as helping to provide jobs and opportunities to spectate and participate in physical activity.

### ***Public Health England: Everybody Active, Everyday***

In October 2014, Public Health England (PHE) produced its plan to tackle low activity levels across the country. Along with making the case for physical activity, this identifies four areas where measures need to be taken at a national and local level:

- ◆ Active society: creating a social movement, shifting social norms so that physical activity becomes a routine part of daily life.
- ◆ Moving professionals: activating networks of expertise. Making every contact with the health sector count to push the 'active' message and to deliver the message through other sectors including education, sports and leisure, transport and planning.
- ◆ Active environments: creating the right spaces. Making available and accessible appropriate environments that encourage people to be active every day.
- ◆ Moving at scale: scaling up interventions that make us active. Maximising existing assets that enable communities to be active.

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### ***Investment in school sport***

The Government 2013 Primary PE and Sport Premium fund of £150 million per annum provided two years of investment in school sport. Supported by the Government's Education, Health and DCMS departments, funds went directly to primary school head teachers for them to spend on sport. Its four objectives were to:

- ◀ Improve the quality of existing PE teaching through continuing professional learning in PE for generalists, so that all primary pupils improve their health, skills and physical literacy and have a broader exposure to a range of sports.
- ◀ Increase participation levels in competitive sports and healthy activity of pupils and maintain these into adolescence.
- ◀ Increase the quality of initial teacher training in PE and sport, and to promote PE specialisation in primary level workforce.
- ◀ Ensure that schools understand and value the benefits of high quality PE and sport, including its use as a tool for whole school improvement.

Under this phase of the programme, schools with 16 or fewer eligible pupils received £1,000 per pupil while those with 17 or more received £16,000 plus a payment of £10 per head.

In 2017, the amount allocated doubled and the Government has confirmed that funding from a tax on sugary soft drinks will continue to be ring-fenced for school sports until 2020.

Evaluation of this investment has highlighted the need for clearer guidance to schools on how best to use this resource and the importance of good specialist PE knowledge for teachers of the subject. While this may cease in its present form Sport England is, in its Strategy, committed both to further investment in young people and to improving the skills of secondary school teachers, particularly in respect of physical literacy.

### ***Summary of national context***

Engaging all residents in physical activity is a high priority. It is acknowledged that regular sport and recreational activity plays a key role in facilitating improved health and wellbeing. Ensuring an adequate supply of suitable facilities to meet local need is a requirement of the planning system in line with national policy recommendations.

## **2.2: Local context**

### **The Association of South Essex Authorities**

The Association of South Essex Authorities (ASELA) consists of Basildon, Brentwood, Castle Point, Essex County, Rochford, Southend-on-Sea, and Thurrock Councils. All seven Councils have recognised the need to work across borders on strategic issues such as infrastructure, planning and growth, skills, housing and transport connectivity. A Memorandum of Understanding was signed on 10<sup>th</sup> January 2018. This recognises that through a collaborative approach, the Councils will be best placed to deliver a vision for South Essex up to 2050, promoting healthy growth for our communities. There is an intention to assist the delivery of this vision through the preparation of a Joint Strategic Plan.

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### **Castle Point Council Corporate Plan: Turning Opportunities in Reality (2016).**

Castle Point's Corporate Strategy is committed to reducing social inequality, improving the health of its communities and developing the economy through partnership working with other agencies to enable greater participation in decision making.

To improve the health of its communities, a key strategy objective aims to facilitate the further development of social, recreational and sporting opportunities for local residents. To achieve this, the Local Authority is dedicated to providing good quality health and fitness facilities.

### **Castle Point Local Plan (1998)**

The Local Plan provides the basis for decisions on planning applications. It also sets out policies for meeting longer term requirements for housing, industry and open space, whilst protecting the Green Belt.

The current Local Plan was adopted in November 1998. It was saved in its totality until 2007. Since that date, only certain policies are still in place which will be replaced by policies in the New Local Plan in due course.

The Local Plan has identified that recreational activity is beneficial to the health and well-being of the community. Whilst Castle Point offers a wide range of recreational facilities, the improvement to existing and the provision of additional facilities to meet demand is an aim of the Council. The Local Plan can facilitate this aim through the exercise of its planning policies.

### **Leisure and Recreation Strategy 2015-2020**

The Strategy provides a strategic framework and direction for sports provision in the Borough to 2020. The aims of the strategy are to:

- ◀ Provide a clear strategic approach to deliver the Borough's vision for accessibility to sport.
- ◀ Provide a framework for retaining and maintaining existing sports facilities in the Borough that are highly valued by the community and in response to current and future need.
- ◀ Consider provision in the Borough in response to future demand and in line with planning policy.
- ◀ Support sports providers when seeking funding for improvements to sports facilities by setting the strategic context.
- ◀ Promote the mental and physical health and social inclusion benefits of leisure and recreation and drive up participation.
- ◀ Maximise the benefits from London 2012 Olympic and Paralympic games, whilst building on this to provide a lasting legacy of sport and leisure within the Borough.

To achieve its vision the Council will work collaboratively across four priorities to create:

*An Active Borough* - A Borough where it is easy for everyone to regularly participate in and engage with leisure and active recreation through diverse and appealing opportunities

*A Healthy and Equal Borough* - A Borough that works to ensure those most in need have the opportunity to benefit from sport and recreation and tackles health inequalities

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*A Borough which Aligns Provision to Need* -A Borough which maintains and provides a variety of facilities and services across the Borough meeting current and future needs

*A Borough which Builds Networks and Partnerships.* A Borough that works to develop pathways into leisure and recreation working with a wide range of organisations and partners

### **Essex Sports Facility Strategy 2007-2020**

The Essex Facilities Strategy, published in 2007, identifies the required supply for sport facilities for all the local authorities within the County. Its aim was to help inform the level and nature of facility requirements and assist in planning for cross border provision. It stated that supply of both swimming pools and sports halls is adequate to meet demand required by 2020. This said, although supply is sufficient, availability is a key issue with only half of the available water space and badminton courts available for community use. Across the county, availability is limited due to some facilities being located on educational sites. In addition, it confirmed that supply of health and fitness stations in the Borough is greater than demand both now and projected to 2020.

### **Active Essex: Changing One Million Lives to get Essex Active 2017-2021**

The Active Essex (CSP) target is to get one million people active by the year 2021 by driving up and sustaining sports participation and physical activity. In partnership with a number of key partners and organisations, the CSP is committed to creating opportunities and resources to achieve this target which will reduce inactivity and develop positive attitudes to health and wellbeing across communities in the County. The stated intention is that the target will be met via the achievement of four key priorities identified in Table 2.2:

*Table 2.2: Active Essex's strategic priorities*

Priority	Focus
Increase and sustain participation	More people in Essex being active, taking part and living healthy and active lifestyles.
Change behaviours to improve the health and wellbeing of residents	Change behaviours to reduce inactivity and make a real impact on physical and mental health and wellbeing.
Develop individuals and organisations	Enable people and organisations to develop skills, achieve goals, ambitions, and maximise their potential.
Strengthen local communities and networks	Lead, develop and drive communities across Essex, raising the profile and impact of physical activity and sport.

Although the Strategy applies to the whole county, specific priority is given to the following groups, as those most likely to be underrepresented in both sport and physical activity:

- People aged 65+.
- Unemployed people.
- Females.
- People with a life-long limiting illness or disability.
- People from lower socio-economic groups (NS-SEC 5-8) <sup>2</sup>.
- Black and ethnic minorities.

### **Essex Health and Wellbeing Board: Joint Health and Wellbeing Strategy (2013-2018)**

This identifies three key priorities, all of which have specific development areas which need to be achieved through partnership work, as outlined in Table 2.2.

<sup>2</sup> NS-SEC: National Statistics Socio-economic Classifications

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Table 2.2: Essex Health and Wellbeing Board key priorities

Priority	Development areas
Starting and developing well: ensuring every child in Essex has the best start in life.	<ul style="list-style-type: none"> <li>Increasing children's and young people level of physical activity.</li> <li>Improving development/attainment levels of pre-school children.</li> <li>Working with families with complex needs to ensure better outcomes for children.</li> </ul>
Living and working well: ensuring that residents make better lifestyle choices and have opportunities needed to enjoy a healthy life.	<ul style="list-style-type: none"> <li>Improve diet and nutrition.</li> <li>Increase physical activities levels.</li> <li>Reducing smoking, drinking and alcohol use.</li> <li>Supporting community provision and developing community assets.</li> </ul>
Ageing well: ensuring that older people are independent for as long as possible.	<ul style="list-style-type: none"> <li>Preventing and maintaining independence in the home.</li> <li>Reducing dementia levels.</li> <li>Responding to long term conditions and chronic illness.</li> <li>Ensure high level of end of life care.</li> </ul>

### Summary of local policies

Key local policy messages can be summarised as follows:

- There is a commitment to improve the health of all communities in Castle Point; supported by the need to have good quality sports facilities.
- The commitment to protect and enhance the range of services that support healthy and active communities within Castle Point.
- The Local Plan can facilitate any improvement to existing and support additional leisure facility provision through the exercise of its planning policies.
- Essex's Facilities Strategy differs from the Local Plan and concludes that both sports hall and swimming pool supply is adequate to meet demand in 2020.
- Active Castle Point delivers a range of programmes in line with Active Essex's key strategic priorities.

### 2.3 Demographic profile

The following is a brief summary of the demographic profile of Castle Point using data drawn from nationally recognised sources.

#### Population and distribution

The total population of the Borough is 89,731 (midyear estimate 2016) with a slightly higher percentage of females to males (52%: 48%). As shown in Figure 2.3, the population is at its most dense around the towns of South Benfleet and Thundersley (north west), and Canvey Island (south east).

#### **Age distribution** (Data source: ONS 2016)

The age structure of the Borough is similar to the East Region. There are proportionately fewer 25-44 year olds in Castle Point (21.1%) compared to the east region (25.4%), and slightly more people in the 65-79 age groups Castle Point (18.6%) compared to 14.0% in the East. Age and the increasing number and proportion of older people is a key consideration and needs to be factored in when planning the sports and physical activity offer within the area.



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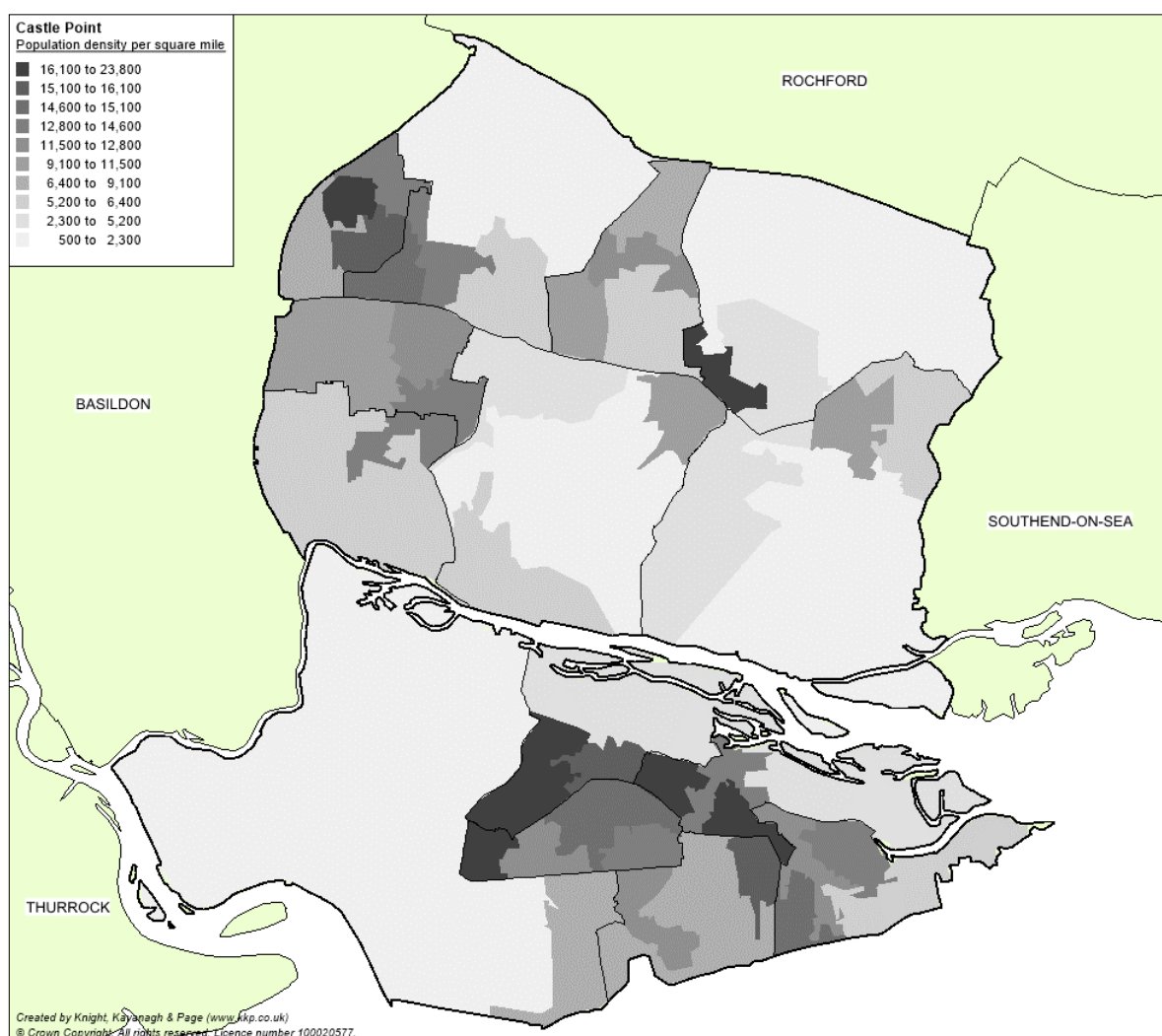
### **Ethnicity** (Data source: 2011 census of population, ONS)

Castle Point's ethnic composition is different from that of England as a whole. According to the 2011 Census, the largest proportion (96.9%) of the local population classified their ethnicity as White; this is significantly higher than the comparative England rate of 85.4%. The next largest population group (by self-classification) is Asian, at 1.1% which is markedly lower than the national equivalent (7.8%).

### **Crime** (Data source: 2016 Recorded Crime, Home Office)

During the 12 months to March 2017 the rate for recorded crimes per 1,000 persons in Castle Point was 49.0; which is markedly lower than the equivalent rate for England and Wales as a whole (73.0). In both instances the crime rate has risen since 2015, by 31.1% for Castle Point and 20.8% for England & Wales.

*Figure 2.3: Population density 2016 MYE: Castle Point lower super output areas (Isola)*



(Population density map is based on lower super output areas (LSOA) from ONS' most recent Census of population.

# CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

## ***Economic impact and value*** (Data source: Sport England 2015)

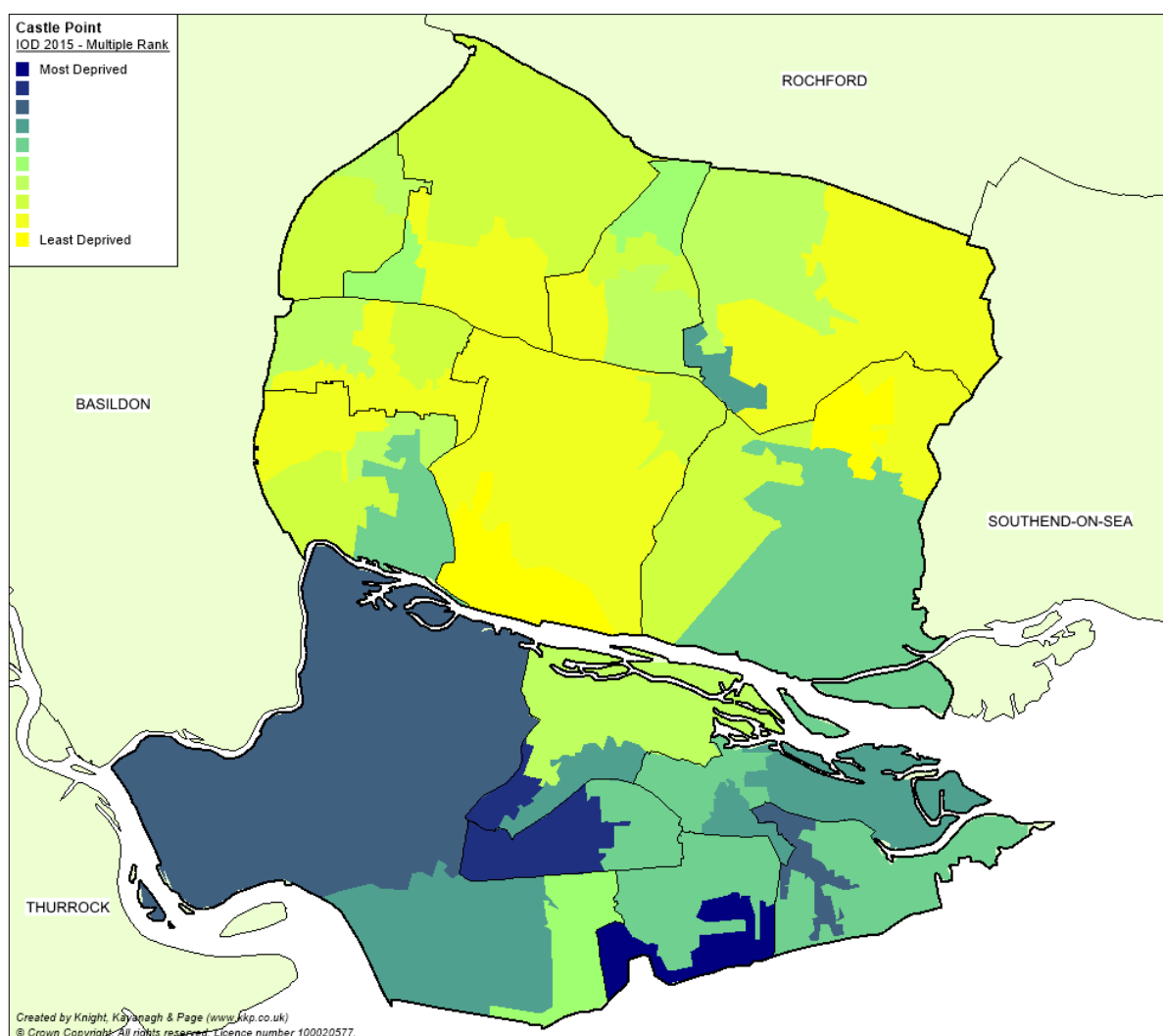
Sport England's economic impact model (which encompasses participation, purchasing of sportswear, gambling, volunteering, attending events, etc.) shows an overall local impact in Castle Point of £20.7m (£15.9m participation, £4.8m non-participation related). This is slightly above the national average of £20.3 million. A full breakdown can be found in Appendix 1.

## ***Income and benefits dependency*** (Data source: NOMIS (2017))

The median figure for full-time earnings (2016) in Castle Point is £29,406; the comparative rate for the South East is £29,609 (+0.04%) and for Great Britain it is £28,132 (-5.0%). In August 2017 there were 356 people in Castle Point claiming Job Seekers Allowance (JSA); this is a decrease of 80.5% compared to August 2009 (1,823).

## ***Deprivation*** (Data source: 2015 indices of deprivation, DCLG)

*Figure 2.4: Castle Point - Index of multiple deprivation*

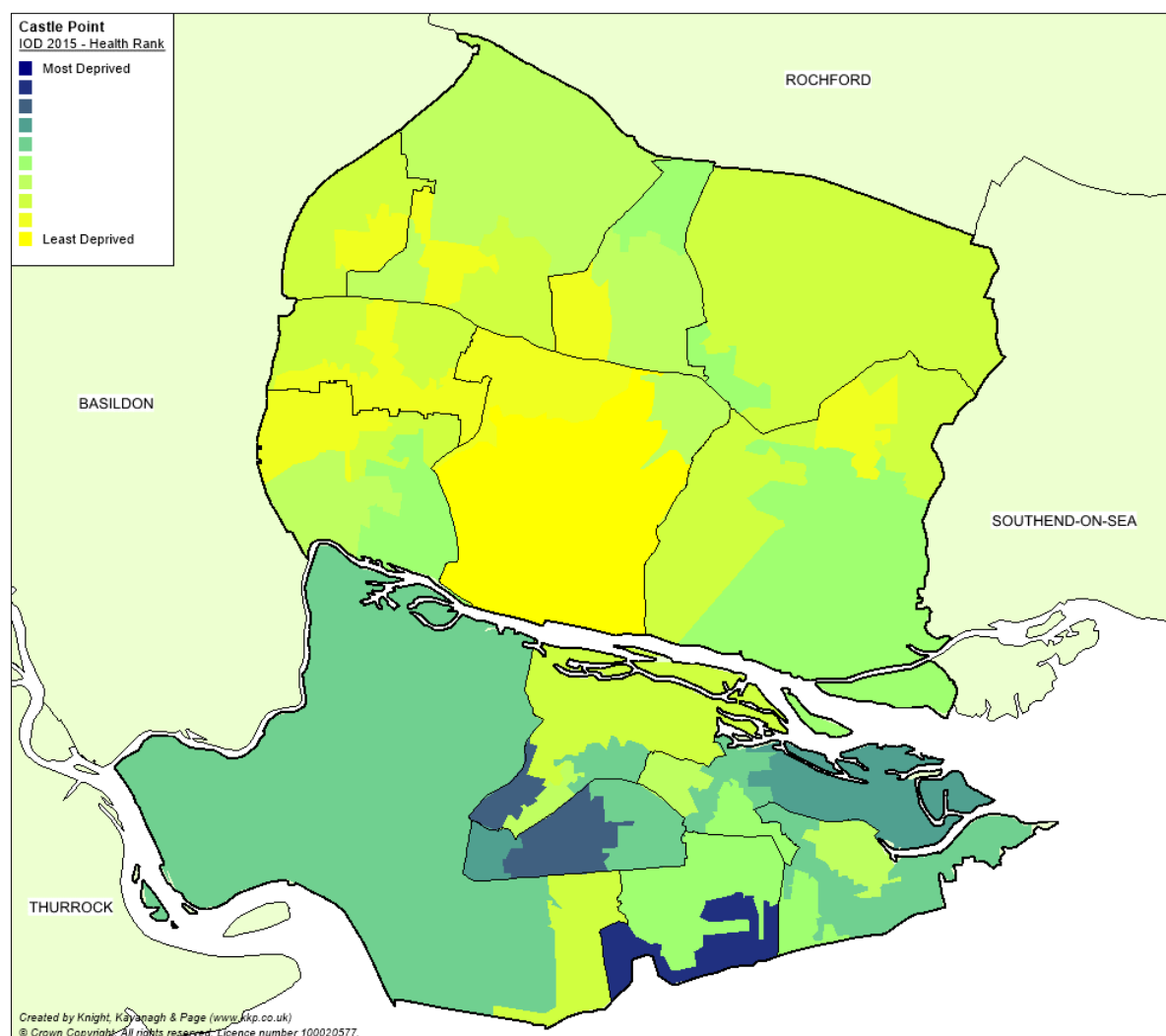




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Castle Point experiences significantly lower levels of deprivation than other parts of England; 11.6% of its population resides in areas which are in the country's three most deprived cohorts (national average; 30%). Conversely, 39.1% live in the three least deprived groupings in the country (above the national average of 30%). Areas of higher deprivation are located in the south of the Authority, centred around the town of Canvey Island. The least deprived areas are located in the north of the Borough.

Figure 2.5: IMD Health domain



Health indicators offer a similar but more pronounced picture. Only 6.9% of Castle Point's population lives in areas within the three most deprived cohorts (national average; 30%). Conversely, 45.0% live in the three least deprived groupings ('norm'; 30%). Key areas of health deprivation are to be found in the south of the Borough, around Canvey Island.

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## ***Weight and obesity***

Obesity is widely recognised to be associated with health problems such as type 2 diabetes, cardiovascular disease and cancer. At a national level, the resulting NHS costs attributable to overweight and obesity<sup>3</sup> are projected to reach £9.7 billion by 2050, with wider costs to society estimated to reach £49.9 billion per year. These factors combine to make the prevention of obesity a major public health challenge.

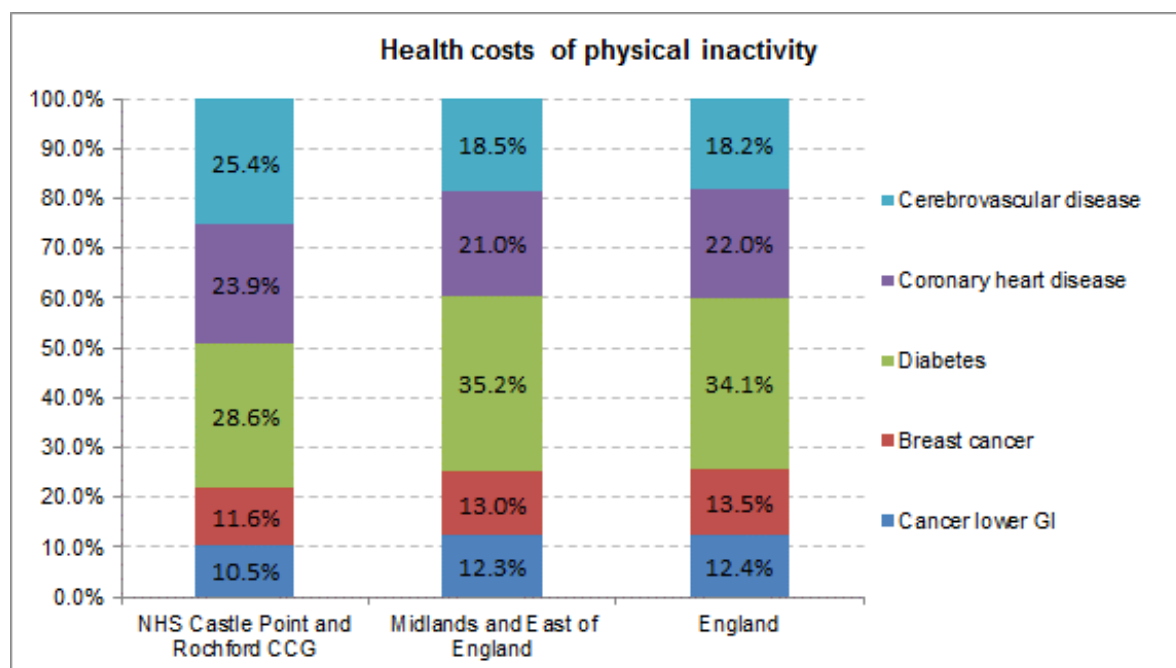
Adult and child obesity rates in Castle Point are above national and regional averages. Adult obesity rates are 27.5% (the regional and national average are both 24%) Child obesity rates are 22.0% compared to the national (19.8%) and regional (17.6%) averages.

## ***Health costs of physical inactivity***

The British Heart Foundation (BHF) Promotion Research Group has reviewed the costs of avoidable ill health that it considers are attributable to physical inactivity. Initially produced for the DoH report Be Active Be Healthy (2009) the data has subsequently been reworked for Sport England, and was updated in 2014/15 by Public Health England.

Illnesses that the BHF research relates to include cancers such as bowel cancer, breast cancer, type 2 diabetes, coronary heart disease and cerebrovascular disease e.g., stroke. The data indicates a similar breakdown between these illnesses regionally and nationally.

*Figure 2.6: Health costs of physical inactivity*



Health costs of physical inactivity are now calculated by regional clinical commission groups (CCGs). Castle Point's population covers 51.2% of NHS Castle Point and Rochford CCG. The annual cost to the NHS of physical inactivity for this CCG is estimated at £1,699,959.87. When compared to regional and national costs per 100,000, the costs for this CCG

<sup>3</sup> In adults, obesity is commonly defined as a body mass index (BMI) of 30 or more. For children in the UK, the British 1990 growth reference charts are used to define weight status.

## CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

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(£941,717.33) is 15.2% above the national average (£817,273.95) and 15.1% above the regional average (£818,184.98).

It should also be noted that in addition to the NHS figures, there are also significant costs to industry in terms of days of productivity lost due to back pain etc. These have been costed in CBI reports and are of similar magnitude to those incurred by the NHS.

### Active People Survey (APS)

APS has been the largest survey of sport and active recreation in Europe. APS10 (its tenth year) data is listed below. This was collected between October 2015 and October 2016. APS was replaced by Active Lives in 2016, however Active Lives began collecting data from 2015 onwards and has a wider remit. Both datasets are presented below.

APS data is collected on the type, duration, frequency and intensity of adult participation by type of sport, recreation and cultural activity. It also covers volunteering, club membership, tuition as an instructor or coach, participation in competitive sport and overall satisfaction with local sports provision. This information is compared with the nearest statistical neighbours<sup>4</sup>: Staffordshire Moorlands, Gedling, South Ribble and Broxstowe. There is insufficient data on volunteering to enable full statistical analysis). Key findings include:

- ✦ *Participation* – 36.2% of adults participated in at least 1 x 30 minutes moderate intensity sport per week. This mirrors national (36.1%) and regional (36.2%) averages. It was below all but one of its 'nearest neighbours' which ranged from 34.8% to 40.1%.
- ✦ *Sports club membership* - 26.2% are members of a sports club, based on the four weeks prior to the APS. This is above both the national (22.2%) and the regional (22.5%) rates and above all of its 'nearest neighbours'.
- ✦ *Sports tuition* - 12.2% received sports tuition during the 12 months prior to the APS. This was below the regional (16.3%) and national (15.6%) averages and below all its 'nearest neighbours'.
- ✦ *Competitive sport* – 12.2% of adults had taken part in competitive sport in the previous 12 months. This was lower than the national (13.3%) and regional (14.5%) averages.

### Active Lives

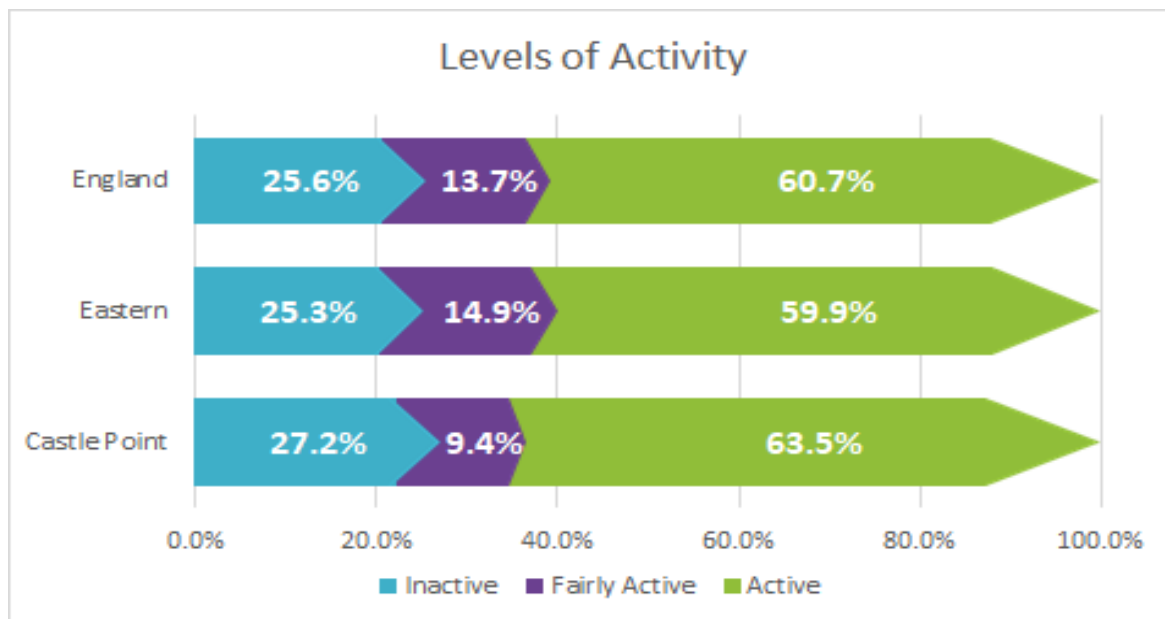
Active Lives (the successor to APS) incorporates a broader definition of sport and physical activity including walking, cycling for travel and dance. Its 2015-16 survey identifies that 27.2% of adults aged 16+ in Castle Point are completing less than 30 minutes moderate intensity activity per week. This is above both the regional (25.3%) and national average (25.6%). Further, 63.5% of adults were recorded as being 'active' or undertaking more than 150 minutes of moderate intensity activity per week. This suggests that Castle Point is performing above the regional (59.9%) and national (60.7%) figures.

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<sup>4</sup> Nearest Neighbours, as defined by CIPFA (Chartered Institute of Public Finance and Accountancy), refers to authorities with similar demographics.

## CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure 2.7: Active lives data



### The most popular sports

APS makes it possible to identify the sports with the highest levels of participation in Castle Point. In common with many other areas, visiting the gym, cycling and swimming are the most popular; they are known to cut across age groups and gender. In Castle Point around 11% of adults visit the gym on average, at least once a month. The next most popular activity is cycling, which 8.7% of adults undertake on a relatively regular basis.

Table 2.4 Most popular sports in Castle Point (Source: SE Area Profiles)

Sport	Castle Point		East		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Gym Session	8.6	11.4%	514.1	10.6%	4,900.1	11.2%
Cycling	6.5	8.7%	436.8	9.0%	3,629.9	8.3%
Swimming	5.5	7.6%	452.7	9.3%	4,167.9	9.5%

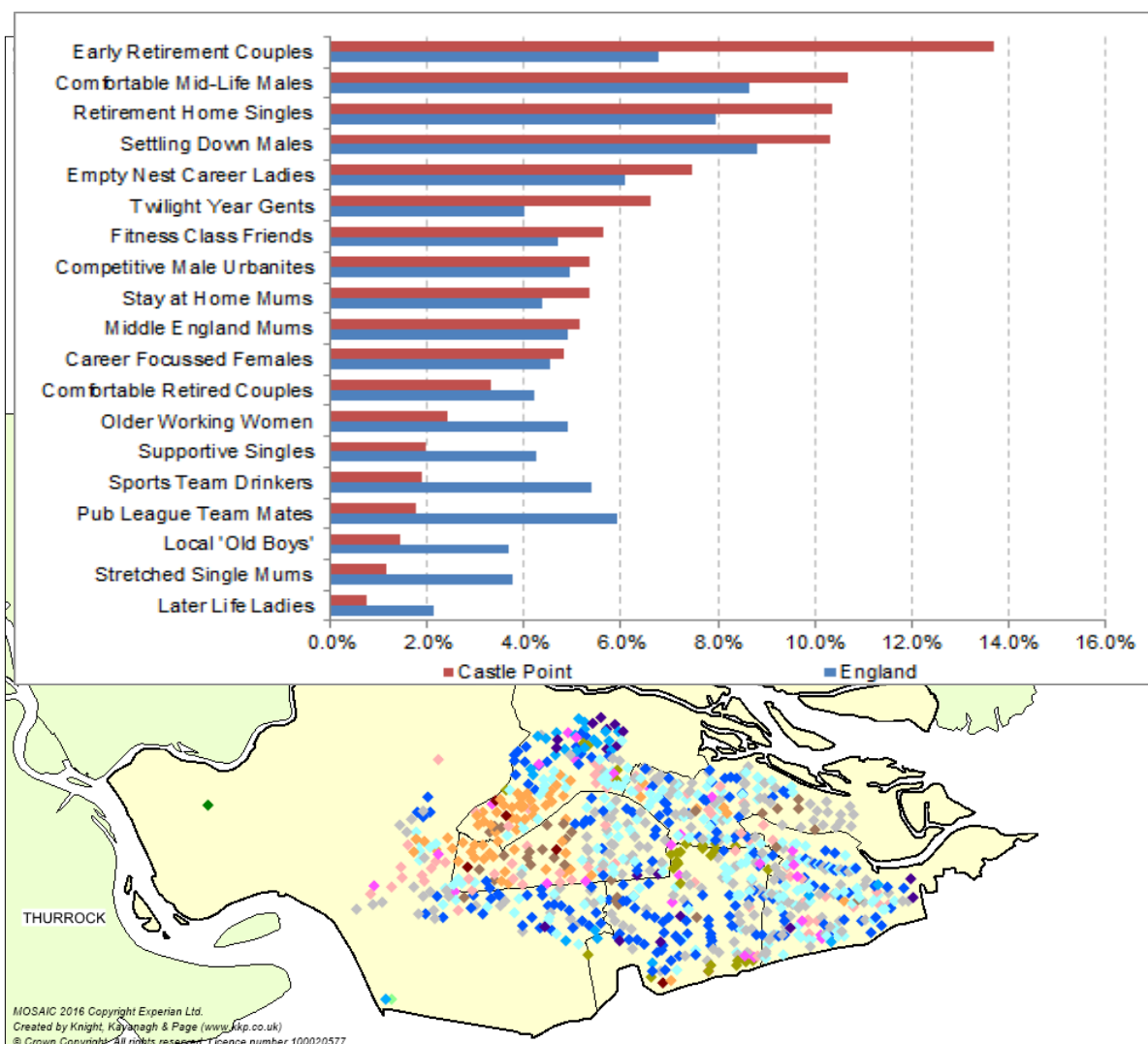
The proportion of Castle Point's population visiting the gym on a regular basis is slightly above national (11.2%) and regional (10.6%) rates, whilst the percentage cycling (8.7%) is below the regional (9.0%) but above the national (8.3%) rate.

### Sporting segmentation (Data source: Market segmentation, Sport England)

Sport England classifies the adult population via a series of 19 market segments providing insight into the sporting behaviours of individuals throughout the country. The profiles cover a wide range of characteristics, from gender and age to the sports that people take part in, other interests, the newspapers that they read etc. Knowing which segments are most dominant in the local population can help direct provision and programming. Segmentation also enables partners to make tailored interventions, communicate effectively with target market(s) and better understand participation in the context of life stage and lifecycles.

# CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure 2.8: SE segmentation of Castle Point compared to England



The segmentation profile for Castle Point indicates 'Early Retirement Couples' to be the largest segment of the adult population at 13.7% (9,651) compared to a national average of 6.8%. This is closely followed by 'Comfortable Mid-Life Males' and 'Retirement Home Singles'. At the other end of the spectrum, the segments which are least representative are 'Later Life Ladies', 'Stretched Single Mums' and 'Local 'Old Boys'".

## **Mosaic** (Data source: 2016 Mosaic analysis, Experian)

Mosaic 2016 is a similar consumer segmentation product. It classifies all 25.2 million households into 15 groups, 66 household types and 238 segments. This data is used to paint a picture of UK consumers in terms of their social-demographics, lifestyles, culture and behaviour and to draw out population characteristics for the backdrop to library usage and other non-sporting activities. Figure 2.8 illustrates the geographical distribution of all segments while Table 2.5 shows the top five mosaic classifications compared to the country as a whole. These five segments represent just over three fifths of the population of Castle point (61.5%) compared to a national equivalent rate of just under one third (32.6%).

Figure 2.9: Distribution of Mosaic segments in Castle Point

## CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Table 2.5: Mosaic – main population segments in Castle Point

Mosaic group description	Castle Point		National %
	#	%	
1 – Suburban Stability	24,507	27.4%	12.6%
2 – Senior Security	22,071	24.7%	3.4%
3 – Aspiring Homemakers	12,233	13.7%	4.6%
4 – Prestige Positions	8,617	9.6%	8.9%
5 – Domestic Success	6,105	6.8%	6.1%

The largest segment profiled for Castle Point is the Suburban Stability group, making up 27.4% of the adult population in the area. This group is defined as typically mature couples or families, some enjoying recent empty-nest status and others with older children still at home. A full list of segments descriptions can be located in Appendix 2

### **House building**

The Castle Point housing projections will be released as part of the New Local Plan, as the current Local Plan's projections are out of date. An indication, however, of housing growth in the Authority is illustrated in the South Essex Strategic Housing Market Assessment (SHMA).

The SHMA was produced for South Essex (2008) which assesses in detail; demographic trends, economic trends and affordable housing needs for the Borough and the wider South Essex area. The latest addendum (2017) calculates that Castle Point requires 311 dwellings per year over the period from 2014-2037.

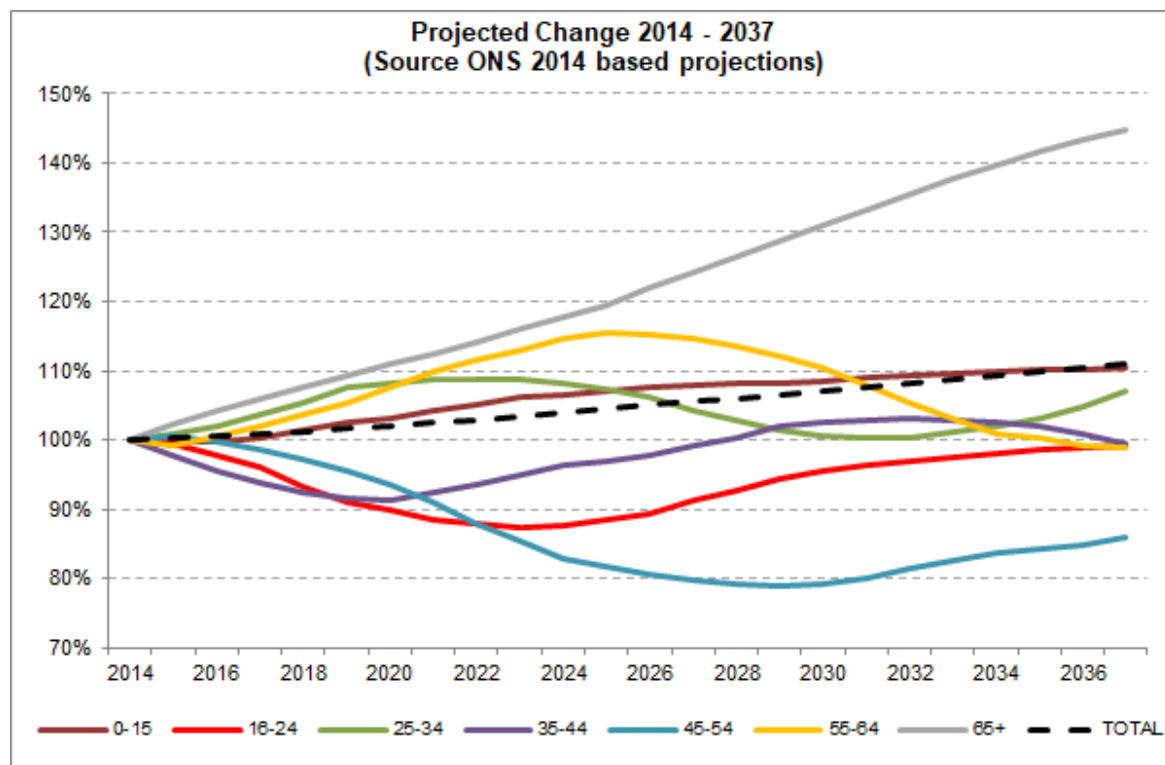
### **Population projections**

At strategic and operational levels, plans to increase levels of physical activity need to be flexible and responsive to predicted changes in age structure, gender and ethnic composition. The most recent ONS projections indicate a rise of 10.9% in Castle Point's population (9,723) over the 23 years from 2014 to 2037. The most significant predicted changes are; the decrease in the number of persons aged 45-54 (-14.2%) and the increase in the number of persons aged 65+ (44.8% increase) resulting in this cohort accounting for just over 31.6% of the total population by 2037.

The importance of ensuring that the 65+age cohort becomes more active (with a view to general health of the local population) will become increasingly relevant. It is, thus, incumbent on operational and management staff to ensure that facility programming and access to facilities at the right times is considered as part of the Borough's sport and physical activity offer.

## CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure 2.10: Projected change 2014-2037



### **Projection implications**

The projected increase in the general age and the size of the population in the Borough is likely to lead to an increase in the numbers of people wishing to take part in sport and physical activity (potential customers of leisure facilities), thereby leading to increased demand for sport and physical activity related services. This is likely to be greater in areas where housebuilding is greater. The importance of ensuring that the population, which is currently active remains so and that the inactive become active (sustaining and improving the general health of the local population) will become increasingly relevant.

Indoor and built facilities, and programmes of activity therein, need to be adaptable to changing demands and needs associated with demographic changes, i.e., an ageing population. It will also be necessary to consider whether existing sporting infrastructure can support any increased demand in specific areas, particularly those in areas of larger housing developments.



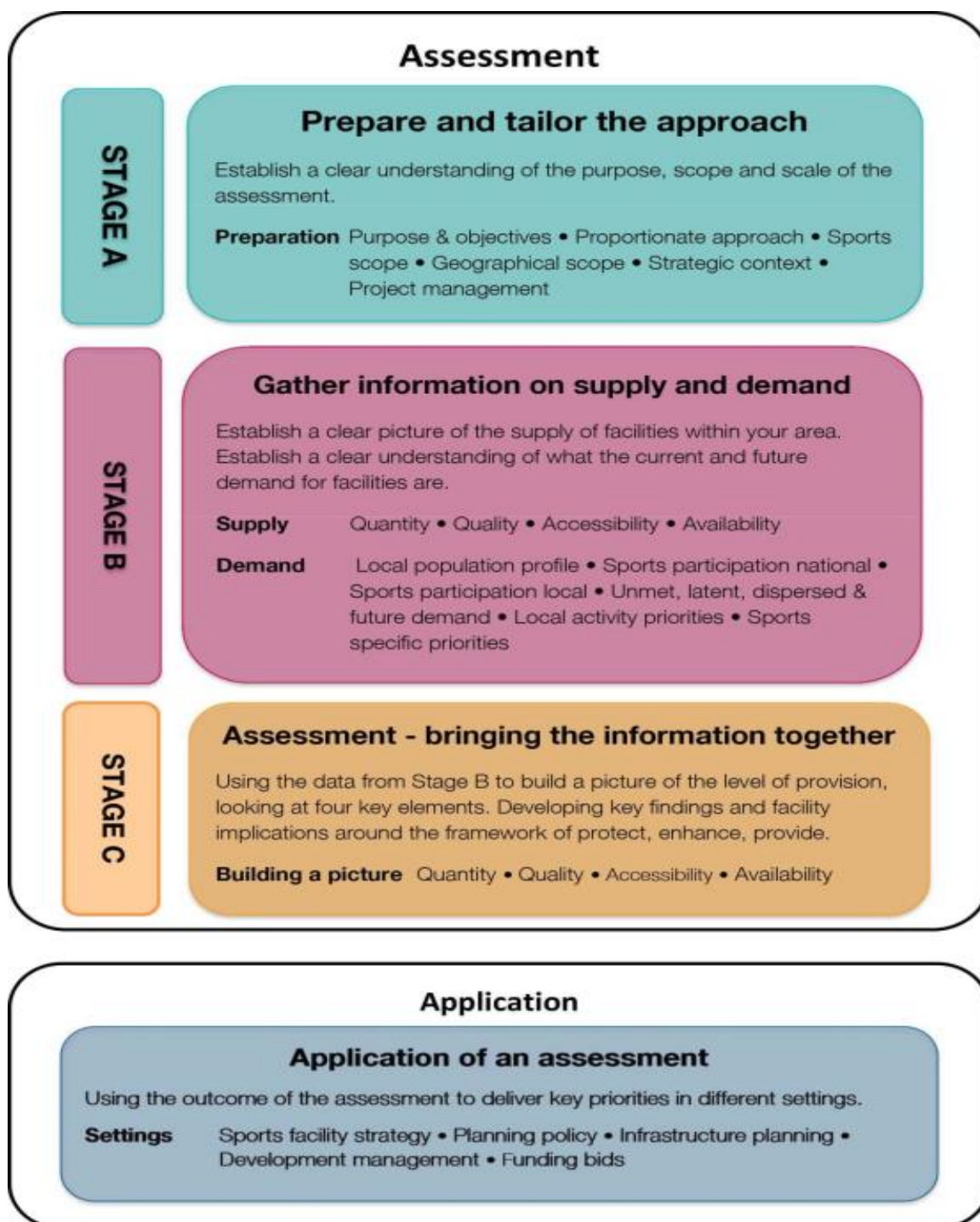
# CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

## SECTION 3: INDOOR SPORTS FACILITIES ASSESSMENT APPROACH

### 3.1: Methodology

The assessment of provision is based on the Sport England Assessing Needs and Opportunities Guide (ANOG) for Indoor and Outdoor Sports Facilities

Figure 3.1: Recommended approach





## CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

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This provides a recommended approach to undertaking a robust assessment of need for indoor and outdoor sports facilities. It has primarily been produced to help (local authorities) meet the requirements of the Government's NPPF, which states that:

*'Access to high quality open spaces and opportunities for sport and recreation can make an important contribution to the health and well-being 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.'* (NPPF, Paragraph 73).

The assessment of provision is presented by analysis of the quality, quantity, accessibility and availability for the identified facility types (e.g. sports halls and swimming pools). Each facility is considered on a 'like for like' basis within its own facility type, so as to enable it to be assessed for adequacy.

Demand background, data and consultation is variable, depending upon the level of consultation garnered. In some instances, only national data is available whilst in others, it has been possible to drill down and get some very detailed local information. This is evident within the demand section. To demonstrate the level of consultation undertaken, a list is located in Appendix 3.

The report considers the distribution of and interrelationship between facility types in the Borough and provides a clear indication of areas of high demand. It will identify where there is potential to provide improved and/or additional facilities to meet this demand and to, where appropriate, protect or rationalise the current stock.

### 3.2: Site visits

Active Places Power is used to provide baseline data to identify facilities in the study area. Where possible, assessments were undertaken in the presence of facility staff. This adds considerable value as it not only enables access to be gained to all areas of a venue, but also allows more detailed *in-situ* discussion of issues such as customer perspectives, quality, maintenance etc. This is essential to ensure that the audit (which is, in essence, a 'snapshot' visit) gathers accurate insight into the general user experience.

Site visits to key indoor facilities, those operated by other partners and the voluntary sector are undertaken. Through the audit and via informal interviews with facility managers, a 'relevance' and 'condition' register is built which describes (e.g.):

- ✦ Facility and scale.
- ✦ Usage/local market.
- ✦ Ownership, management and access arrangements (plus, where available, facility owner aspirations).
- ✦ Management, programming, catchments, user groups, gaps.
- ✦ Location (urban/rural), access and accessibility.
- ✦ Condition, maintenance, existing improvement plans, facility 'investment status' (lifespan in the short, medium and long term).
- ✦ Existing/ planned adjacent facilities.

## CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

An assessment form captures quantity and quality data on a site by site basis and feeds directly into the main database allowing information to be stored and analysed. Quality assessments undertaken are rated in the following categories. These ratings are applied throughout the report, regardless of facility type.

*Table 3.1: Quality ratings of indoor sports facilities using ANOG*

Quality rating	Description
<b>Good</b>	Facility is assessed as being new or recently invested, up to date, well maintained, clean and well-presented and generally no older than ten years. Fixtures, fittings, equipment and sports surfaces are new or relatively new with little if any wear and tear. The facility is well lit with a modern feel. Ancillary facilities are welcoming, new or well maintained, fit for purpose, modern and attractive to use.
<b>Above average</b>	Facility is in reasonable condition and is well maintained and presented. May be older but it is fit for purpose and safe. Fixtures, fittings, equipment and sports surfaces are in an acceptable condition but may show some signs of wear and tear. Ancillary facilities are good quality, but potentially showing signs of age and some wear and tear.
<b>Below average</b>	Facility is older and showing signs of age and poor quality. Fixtures, fittings, equipment and sports surfaces are showing signs of wear and tear. The facility is usable but quality could be improved. The facility is not as attractive to customers and does not meet current expectations. Ancillary facilities are deteriorating, reasonable quality, but usable.
<b>Poor</b>	The facility is old and outdated. Fixtures, fittings, equipment and sports surfaces are aged, worn and/or damaged. The facility is barely usable and at times may have to be taken out of commission. The facility is unattractive to customers and does not meet basic expectations. Ancillary facilities are low quality and unattractive to use.

Ratings are based on a non-technical visual assessment carried out by a KKP assessor. Assessments take into account the age of the facility and condition of surfaces, tiles and walls. Line markings and safety equipment are rated, any problem areas such as mould, damage, leaks etc. are noted. Condition of fixtures, fittings and equipment are recorded. Adequate safety margins are important. Changing rooms are assessed. Maintenance and wear of the facility is taken into account. Disability Discrimination Act compliance is also noted, although not studied in detail for the purposes of this report. When all this data has been collated, an overall quality rating is awarded to each facility at a site. Site visits are conducted at all sites with main sports facilities, such as a 3-court or larger sports hall.

### *Catchment areas*

Catchment areas for different types of provision provide a tool for identifying areas currently not served by existing indoor sports facilities. It is recognised that catchment areas vary from person to person, day to day, hour to hour. This problem has been overcome by accepting the concept of 'effective catchment', defined as the distance travelled by around 75-80% of users as a default position.

This, coupled with KKP's experience of working with leisure facilities and use of local data and analysis where possible, enables identification of catchment areas for sports halls as follows:

## CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Table 3.2: Facility catchment areas

Facility type	Identified catchment area by urban/rural
Sport halls	20 minute walk/ 20 minute drive
Swimming pools	20 minute walk/ 20 minute drive
Indoor bowls centre	20 minute drive
Indoor tennis centres	20 minute drive

### 3.3: Facilities Planning Model overview

The Facilities Planning Model (FPM) helps to assess the strategic provision of community sports facilities. It has been developed as a means of:

- ◆ Assessing requirements for different types of community sports facilities on a local, regional or national scale.
- ◆ Helping local authorities to determine an adequate level of sports facility provision to meet their local needs.
- ◆ Testing 'what if' scenarios in provision and changes in demand, this includes testing the impact of opening, relocating and closing facilities and the impact population changes would have on the needs of the sports facilities.

In its simplest form the model seeks to assess whether the capacity of existing facilities for a particular sport are capable of meeting local demand for that sport taking into account how far people are prepared to travel to a facility (using the integrated transport network). In order to estimate the level of sports facility provision in an area, the model compares the number of facilities (supply), by the demand for that facility (demand) that the local population will produce. The Model is prescriptive and not predictive in that it does not provide precise estimates of the use of proposed facilities. Rather, it prescribes an appropriate level of provision for any defined area in relation to demand and which reflects national expectations and policies.

The FPM is used to test scenarios, by suggesting what impact a new facility would have, or the closure of a facility, to the overall level of facility provision. It can also take account and model the impact of changes in population, for example, from major housing development.

For this report the assessment uses the FPM data from the Strategic Assessment of provision for sports halls and swimming pools in Castle Point in December 2017. It is based on the 2017 ONS projected changes in the population of the authority for both swimming pools and sports halls.

The findings are compared directly with the audit and assessment carried out by KKP.

# CASTLE POINT BOROUGH COUNCIL

## INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

### SECTION 4: SPORTS HALLS

Indoor multi-purpose sports halls are one of the prime sports facilities for community sport. They provide venues suitable to allow a range of sport and recreational activities to be played. The standard methodology for measuring sports halls is the number of badminton courts contained within the floor area.

They are generally considered to be of greatest value if they are of at least 3+ badminton courts in size with sufficient height to allow games such as badminton to be played. It should be noted, however, that a 4-court sports hall provides greater flexibility as it can accommodate major indoor team sports such as football (5-a-side and training), basketball and netball. It also has sufficient length to accommodate indoor cricket nets and indoor athletics as such offering greater sports development flexibility than its 3-court counterpart.

Larger halls, for example those with six or eight courts, can accommodate higher level training and/or competition as well as meeting day to day need. They may also provide an option for more than one pitch/court increasing flexibility for both training and competition and hosting of indoor central venue leagues for sports such as netball. This assessment considers all sites which have 3+ court community available facilities in Castle Point. Halls that function as specialist venues, such as dance studios are excluded.

#### 4.1: Supply

##### Quantity

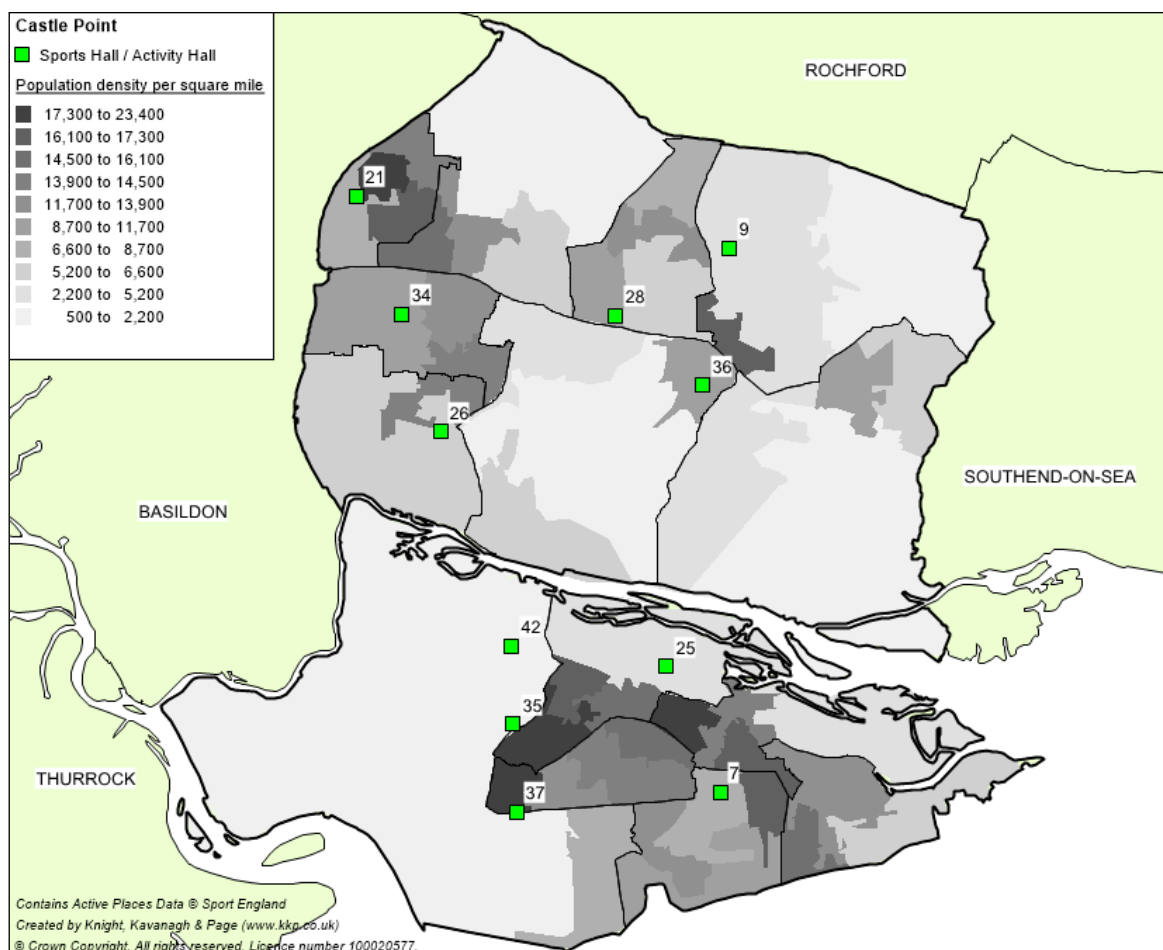
Table 4.1: All sports halls in Castle Point

ID	Site title	Courts	ID	Site title	Courts
7	Castle View School	4	34	The Appleton School	1
9	Deanes School Sports Centre	4	35	The Cornelius Vermuyden School	4
9	Deanes School Sports Centre	1	35	The Cornelius Vermuyden School	1
21	Montgomerie Primary School	1	36	The King John School	4
25	Prospects College of Advanced Technology	0	36	The King John School	1
26	Richmond Hall	0	37	The Paddocks Community Centre	0
28	Seevic College	4	37	The Paddocks Community Centre	0
34	The Appleton School	4	42	Waterside Farm Leisure Centre	6
<b>Total</b>					<b>35</b>

Table 4.1 identifies that Castle Point has 16 sports halls located on 11 sites which offer a total of 35 badminton courts. Figure 4.1 illustrates that they are spread throughout the Borough and that the areas of higher population density are well serviced. More than half of sports halls identified have two badminton courts or fewer. While often appropriate for mat sports, exercise to music and similar provision, this is inevitably limited in terms of the range and scale of recreational and sporting activity halls with less than three courts can accommodate.

# CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure 4.1: All sports halls in Castle Point



## Community available sports halls

This assessment identifies the provision of community available main halls 3+ badminton courts. It must be noted that smaller halls (minimum size of one badminton court) on the same site are included as they can support activities at that site. The audit identifies 11 sports halls on seven sites:

- ◀ Castle View School
- ◀ Deanes School Sports Centre
- ◀ Seevic College
- ◀ The Appleton School
- ◀ The Cornelius Vermuyden School
- ◀ The King John School
- ◀ Waterside Farm Leisure Centre

The FPM identifies 10 halls on six sites. The anomaly between the KKP audit and the FPM is the audit identifies that Castle View School is available to the community.

## Quality of facilities

All available sites were subjected to a non-technical assessment to ascertain facility quality. Figure 4.2 illustrates the quality of the main hall at each site, whereas Table 4.3 identifies the quality rating of all halls at each site.

# CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure 4.2: Community available sports halls (3+ courts) in Castle Point by condition

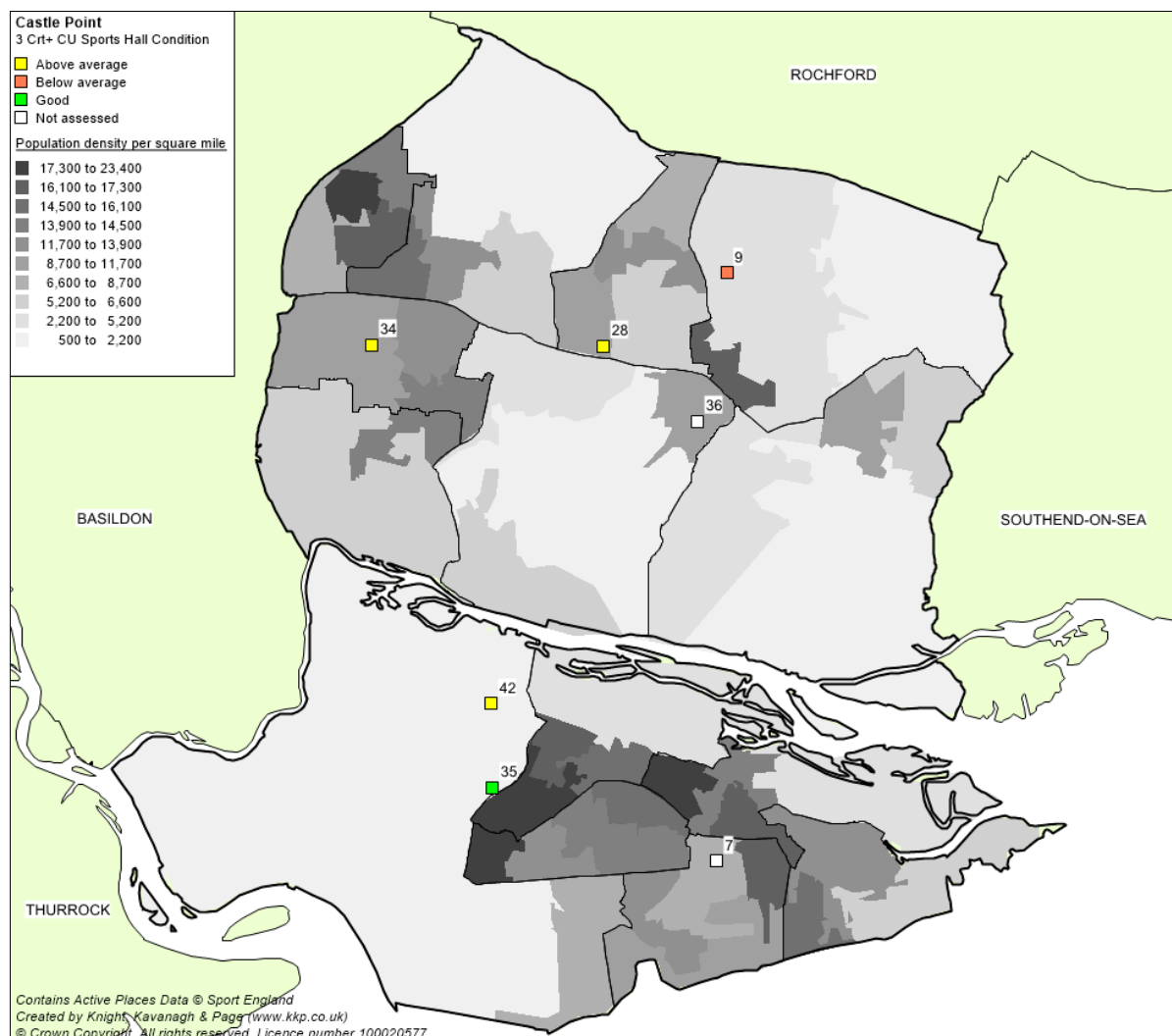


Table 4.3: Community available Sports halls in Castle Point by condition

ID	Site Name	Courts	Assessment Condition	
			Court	Changing
7	Castle View School	4	Not assessed	Not assessed
9	Deanes School Sports Centre	4	Below average	Below average
9	Deanes School Sports Centre	1	Below average	Below average
28	Seevic College	4	Above average	Below average
34	The Appleton School	4	Above average	Below average
34	The Appleton School	1	Below average	Below average
35	The Cornelius Vermuyden School	4	Good	Above average
35	The Cornelius Vermuyden School	1	Good	Above average
36	The King John School	4	Not assessed	Not assessed
36	The King John School	1	Not assessed	Not assessed
42	Waterside Farm Leisure Centre	6	Above average	Above average
<b>Total</b>		<b>34</b>		

## CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

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The seven community available sites offer a total of 34 badminton courts. Of the main halls, one site is rated as good (Cornelius Vermuyden School), three above average and the Deanes School is rated as below average. The King John and Castle View schools are included, as research indicates that both offer community use and hire out their facilities to the local community. Neither of the two, however, allowed access for a non-technical assessment. The following is a brief overview of each facility:

- ◀ Deanes School Sports Centre - built in 1997, the School acknowledges that the main sports hall requires a new roof; consequently, there is evidence of damp on the hall wall.
- ◀ Seevic College –built in 1970, the hall was reportedly refurbished in 2008. This included installing a new sports hall floor.
- ◀ The Appleton School - consultation indicates that a new floor and lighting were installed in the main hall in 2008; it was also re-painted in summer 2017. The activity hall has received no reported investment.
- ◀ The Cornelius Vermuyden School – built in 1995, the sports hall and activity hall were redeveloped via a Building Schools for the Future investment in 2012. This was part of a PFI partnership between Essex County Council and Skanska. The sports hall upgrade included new lighting and a new sprung floor.
- ◀ Waterside Farm Leisure Centre - the sports hall was upgraded in 2013 as part of a £6m site upgrade. Works in the sports hall included new lighting, new heating system and the installation of a suspended ceiling.

### **Accessibility**

Sports hall accessibility is influenced by physical (i.e. built environment). Appropriate walk and drive-time catchments are applied to facilities to determine the accessibility of facilities to specific communities. The normal acceptable standard is a 20 minute walk time (1 mile radial catchment) for an urban area and a 20 minute drive time for a rural area. This enables analysis of the adequacy of coverage and helps to identify areas currently not serviced by existing provision.

Figure 4.3 and Table 4.4 indicate that nearly nine in ten people in Castle Point (87.5%) live within a 20 minute walk of a 3+ court sports hall. Due to the size of the Authority, only those who live on the Borough's periphery do not reside within a 20 minute walk of a sports hall.



# CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure 4.3: Sports halls by condition with 20 minute walk radial catchment set against IMD

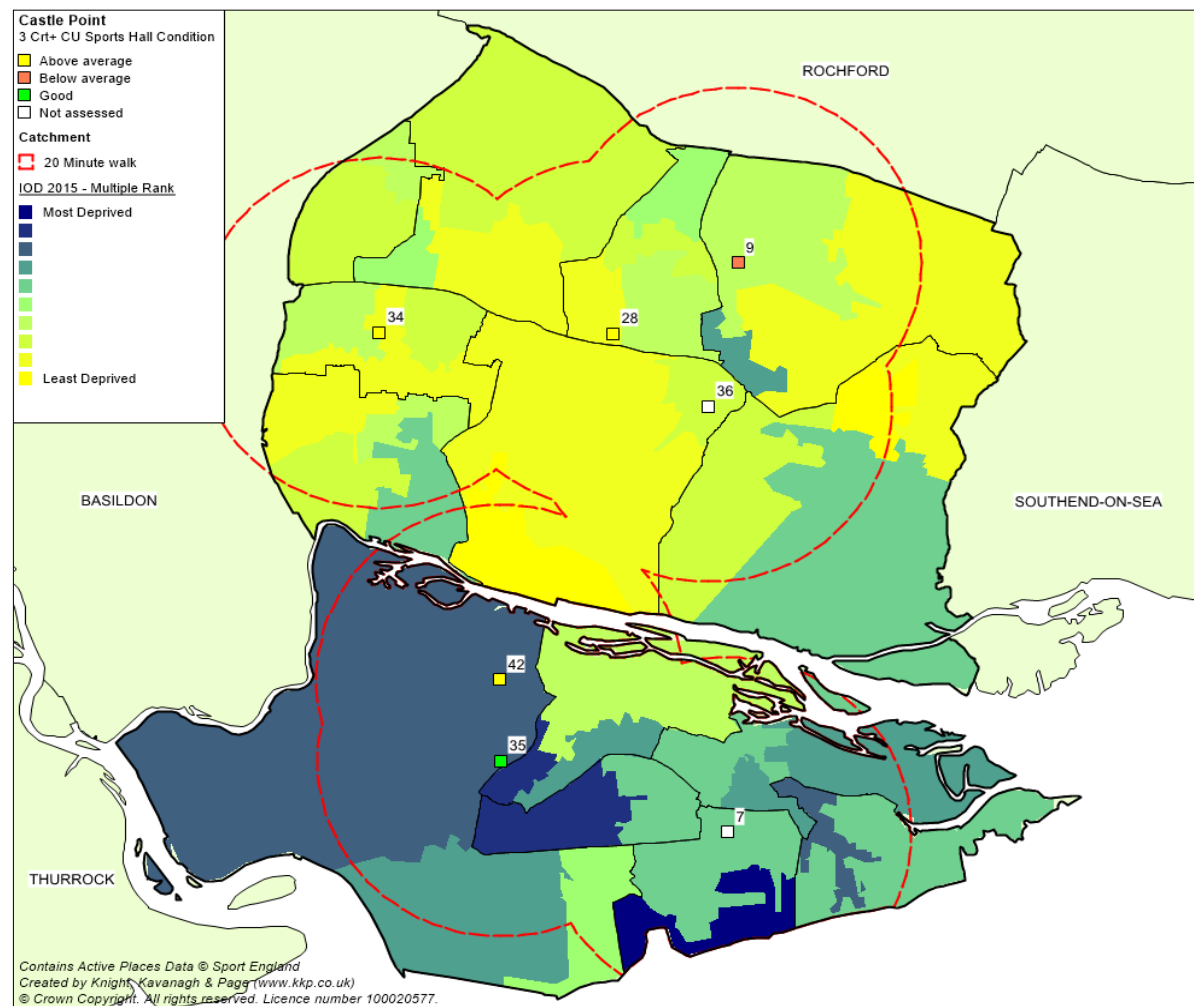


Table 4.4: Percentage of population within 20 minutes' walk of sports halls

IMD 2015 10% bands	Castle Point		Sports hall (3+ courts) with community use. Catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	1,742	2.0%	1,742	2.0%	0	0.0%
10.1 - 20	5,612	6.4%	5,612	6.4%	0	0.0%
20.1 - 30	2,907	3.3%	2,388	2.7%	519	0.6%
30.1 - 40	9,073	10.3%	7,483	8.5%	1,590	1.8%
40.1 - 50	18,910	21.4%	15,769	17.9%	3,141	3.6%
50.1 - 60	5,100	5.8%	4,473	5.1%	627	0.7%
60.1 - 70	10,463	11.9%	9,790	11.1%	673	0.8%
70.1 - 80	13,918	15.8%	12,436	14.1%	1,482	1.7%
80.1 - 90	17,163	19.5%	14,732	16.7%	2,431	2.8%
90.1 - 100	3,330	3.8%	2,736	3.1%	594	0.7%
<b>Total</b>	<b>88,218</b>	<b>100.0%</b>	<b>77,161</b>	<b>87.5%</b>	<b>11,057</b>	<b>12.5%</b>



## CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Research identifies that residents from deprived areas are less likely to participate in sport than more affluent areas. This can be due to a range of reasons including, for example, cost and access. Having facilities within a suitable distance (20 minute walk time) is important to ensure all residents have access to them. There are low levels of deprivation in Castle Point; 11.7% of the population (10,261) live in the most deprived areas compared to c. 30% nationally. Virtually all residents identified as living in areas of higher deprivation (95%) live within a mile of a community available sports hall. All residents live within a 20 minute drive time of a facility.

### 4.2: Facilities planning model (FPM)

Sport England's FPM report provides an overview of the current and future level of provision of sports halls in Castle Point. It uses data from the National Facilities Audit run as of December 2017. It:

- Indicates that there are 10 sports halls across six sites in Castle Point. The FPM did not account for Castle View School, which does offer community access. As noted, the FPM differs from this KKP audit, which identified seven community available sports halls across seven sites.
- It calculates there are 28.3 courts available which are community available in the peak period once the comfort factor has been considered.
- On average, sports halls in Castle Point are over 42 years old. Sport England data and insight suggests that the older a facility becomes the less attractive it is in meeting the needs of modern users.
- The level of provision of badminton courts per 10,000 residents is lower than the national average (4.3) and lower than all neighbours except Southend (3.9). In Castle Point, provision equates to 4.1 courts per 10,000.
- Current utilisation is reported at 61.8%. This is within the Sport England comfort factor of 80%, indicating spare capacity during peak periods in sports halls.

### ***Availability and facility management***

Management and ownership across all sports halls varies. Table 4.5 illustrates site ownership and management of each site.

*Table 4.5: Ownership and management of sports hall facilities*

Site	Ownership	Management
Deanes School Sports Centre	Challenger Multi-Academy Trust	In house
Seevic College	Seevic Palmer's Academy Trust	Nuffield Trust
The Appleton School	Benfleet Schools Academy Trust	In house
The Cornelius Vermuyden School	Skanska	In house
Waterside Farm Leisure Centre	CPBC	In house

A range of different management organisations is responsible for facilities across Castle Point. The Local Authority manages and owns one site; the Waterside Farm Leisure Centre. All educational sites are owned by academy trusts apart from The Cornelius Vermuyden School which is operated by Skanska (a PFI contractor). Educational sites manage bookings themselves apart from Seevic College, which rents its sports facilities to Nuffield Trust. This expires in 2018, and the College has yet to decide on whether it will renew this contract.

## CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Table 4.6 indicates that a variety of sports are played across the Borough, however, the more popular are indoor football, badminton, indoor athletics and netball. Indoor football is played at four of the five sites; however, there is no evidence of other sports being displaced as all sites report having spare capacity.

Table 4.6: Community use of sports halls in Castle Point

Community use hours		KKP ID	Site	Total courts	Main sports played
20 - 40	32.0	35	The Cornelius Vermuyden School	5	Indoor football, indoor bowls <i>Block bookings</i>
	36.0	34	The Appleton School	5	Indoor athletics, indoor football. <i>Block bookings</i>
80-40	50.5	9	Deanes School Sports Centre	5	Netball, badminton, gymnastics, archery, indoor football, disability sports programme. . <i>Block bookings and pay and play</i>
	53	28	Seevic College	4	Badminton, indoor football. <i>Block bookings and pay and play</i>
80+	98.25	42	Waterside Farm Leisure Centre	6	Walking netball, badminton, gymnastics, walking football, futsal, dance, group exercise, karate, Active Lives Programme, Sport for Confidence programme. <i>Block bookings and pay and play</i>

All sites offer block bookings. Three of the five allow pay and play access. The Cornelius Vermuyden and Appleton schools operate key holder access systems. All facilities which offer pay and play access employ evening staff.

Waterside Farm Leisure Centre has the highest volume of community available time, with the site offering nearly 100 hours. The availability of sports halls at school sites varies between 20 - 50 hours. Times vary dependent upon whether facilities are available at weekends. Consultation indicates that both the Cornelius Vermuyden School and the Appleton School do not allow for weekend community use.

As well as providing the most community hours, Waterside Farm Leisure Centre also offers the widest variety of activities. It delivers a number of inclusive programmes aimed at increasing participation in both netball, football and multi sports. These are delivered in partnership with England Netball, Concorde Football Club and Sport for Confidence. It also offers opportunity for pay and play badminton, gymnastics and fitness classes.

Consultation indicates that there is limited capacity at Waterside Farm Leisure Centre sports hall. (This is consistent with the FPM which suggests that it has 100% utilisation). All other sites have spare capacity either during the week or at weekends. This is also consistent with the utilisation rates identified in the FPM report.

### Neighbouring facilities

Accessibility is influenced by facilities located outside the Authority boundary. Table 4.7 and Figure 4.4 indicate facilities within a two mile radial catchment from the CPBC. The two mile border is indicative of how far people might be likely to travel and serves as an example only.

# CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

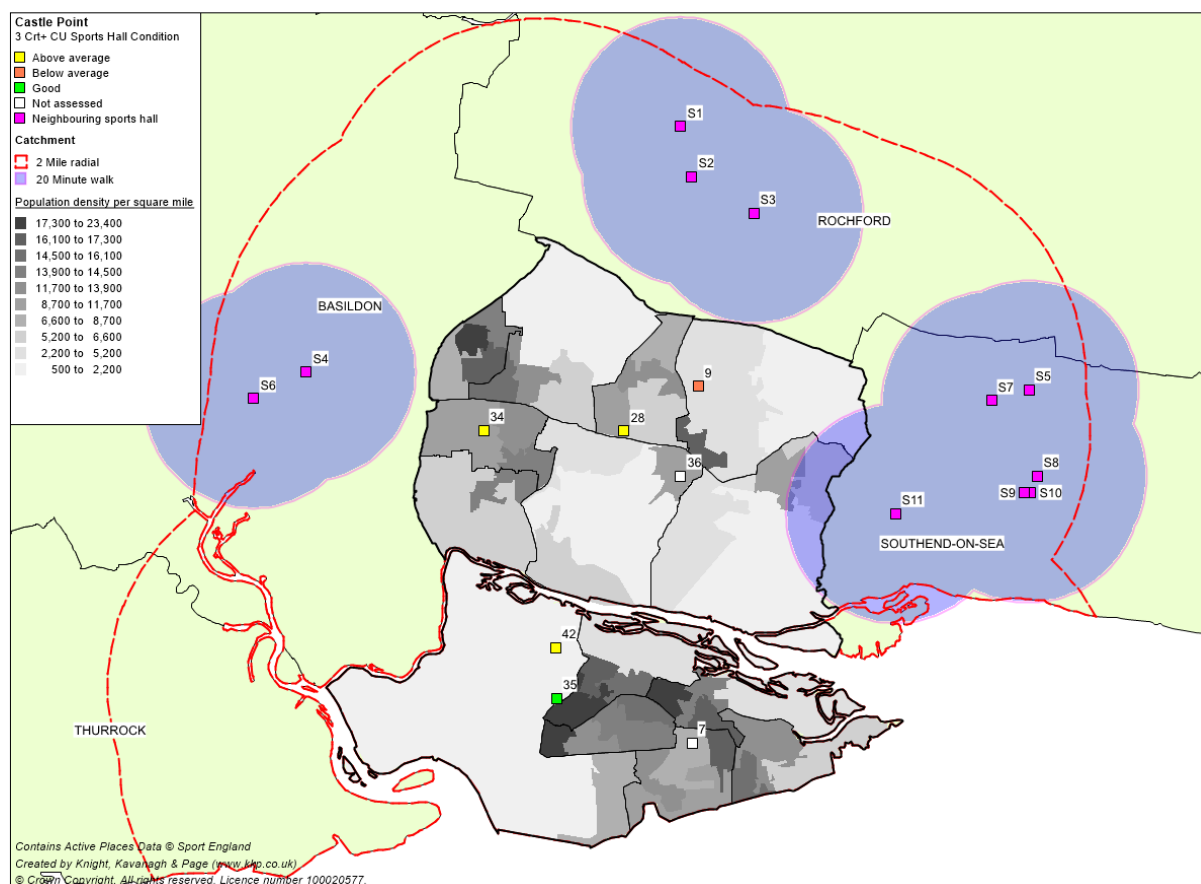
Table 4.7: Sports halls (3+ courts) in neighbouring authorities within a 2- mile boundary

ID	Site name	Courts	Access type	Local authority
S1	Rayleigh Leisure Centre	4	Sports Club/CA	Rochford
S2	Sweyne Park School	4	Sports Club/CA	Rochford
S3	Fitzwimarc School	5	Sports Club/CA	Rochford
S4	Eversley Leisure Centre	4	Sports Club/CA	Basildon
S5	David Lloyd Club	4	Registered Membership	Southend-on-Sea
S6	The Basildon Upper Academy	4	Sports Club/CA	Basildon
S7	The Eastwood Academy	4	Sports Club/CA	Southend-on-Sea
S8	St Thomas More High School	4	Sports Club/CA	Southend-on-Sea
S9	Westcliff High School For Girls	4	Sports Club/CA	Southend-on-Sea
S10	Westcliff High School For Boys	4	Sports Club/CA	Southend-on-Sea
S11	Belfairs Academy	4	Sports Club/CA	Southend-on-Sea

\*Community Association

There are eleven 3+ court sports halls (on 10 sites) located within a two mile radius of the Borough boundary. These are evenly spread, three in Rochford, six in Southend-on-Sea and two in Basildon. The only one offering daytime access is Rayleigh Leisure Centre; Rochford.

Figure 4.4: Neighbouring local authority facilities (2 mile boundaries)



# CASTLE POINT BOROUGH COUNCIL

## INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

### Summary of supply

Castle Point has seven facilities on seven sites with a total of 34 community available courts. Waterside Farm Leisure Centre, the largest, has a six court hall. All others offer at least one four badminton court main hall. Five of the seven sites were subjected to non-technical assessments (with access denied at two school facilities). Of the main halls, one was rated as good, three rated as above average with Deanes School assessed as below average. Facility accessibility is good. Nearly nine in ten residents (87.5%) live with a mile of a community available sports hall, and of those living in areas of higher deprivation, 95% live within a mile of a community available sports hall.

### 4.3: Demand

APS 10 suggests that 16 million people take part in some form of sport once a week, every week. Athletics (although broadly defined) attracts 2.2 million and cycling; 1.9 million participants. Football participants number 1.8 million and golf; 0.73 million. Sports in which participation is on the rise include football, gymnastics, swimming, netball and hockey.

Table 4.8: Most popular sports in Castle Point (Source: SE Area Profiles)

Sport	Castle Point		East		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Gym Session	8.6	11.4%	514.1	10.6%	4,900.1	11.2%
Cycling	6.5	8.7%	436.8	9.0%	3,629.9	8.3%
Swimming	5.5	7.6%	452.7	9.3%	4,167.9	9.5%

### Future demand

As identified above, it is projected that the population of Castle Point will increase by 9,723 (10.9%) between 2014-2037. This includes a significant increase (44.8%) in the number of people aged 65+, resulting in this cohort accounting for just over one quarter (28%) of the total by 2037. This will cause different programming requirements in sports halls and increased demand for use at different times (notably during the day) to cater for the 65+ age group.

### Facilities Planning Model

In the context of demand for sports halls, the FPM indicates (Table 4.9) local demand for 24.3 badminton courts. The majority (93.2%) of sports hall users in Castle Point are satisfied with the facilities and 76% of this demand is retained within the Authority. Used capacity (61.8%) is below the 80% 'full' threshold, indicating that sports halls in the Authority have the potential to increase the volume of activity accommodated during peak times.

Table 4.9: Demand findings from the FPM for Castle point

	FPM 2017
Satisfied demand	93.3%
Satisfied demand retained within Castle Point	76%
Levels of unmet demand	6.7%
Unmet demand of residents living outside catchment of a hall	98.6%
Demand - Hall provision (courts) taking into account a 'comfort' factor	24.30 courts
Used capacity	61.8%
Imported use	21.40%

# CASTLE POINT BOROUGH COUNCIL

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### **NGB consultation**

#### *Netball*

England Netball's (EN) latest strategy, Your Game, Your Way, aims to establish England Netball as a top performing, financially sustainable NGB that promotes 'Netball for Life' and develops more world class athletes. The four key priorities are:

- ◆ Grow participation in the game by an average of 10,000 participants per annum.
- ◆ Deliver a 1st Class Member and Participant experience.
- ◆ Establish England as the number one team in the world by winning the World Netball Championships.
- ◆ Lead an effective and progressive infrastructure enabling all involved in the netball experience to collaborate as one team aligned behind one dream.

Its Facilities Factsheet identifies that 49 venues are being used for the sport in Essex. The provision for outdoor courts is similar to the national average while provision of indoor courts in Essex is lower than the national average.

Both the audit and consultation identified three key venues host netball in South Essex; Basildon Sporting Village, Southend Leisure and Tennis Centre (Southend-On-Sea) and The Deanes School (Castle Point). EN has been instrumental in attracting funding from SE to upgrade a number of facilities in the region to allow provision to expand. Upgrades include installation of floodlights at the Deanes School in Castle Point and resurfacing of outdoor courts at Westcliffe High School for Girls in Southend-on-Sea.

League netball in Castle Point is delivered at the Deanes School. It received £25,000 of Sport England funding to install floodlights on its outside courts. This has allowed Southend District Netball League to expand its venue provision to two sites, increasing the number of competing teams. (Further detail with regard to outdoor netball delivery is documented in the Castle Point Playing Pitch Strategy). A number of teams which compete in the league also use the School's sports hall for training purposes. These include Southend Sapphires and Eastwood Netball.

Waterside Farm Leisure Centre delivers a Back to Netball session once a week in partnership with England Netball. This is reportedly popular with an average weekly attendance of 30 participants.

*Table 4.10: Market segmentation/likely target audiences – netball in Castle Point*

Netball
<ul style="list-style-type: none"><li>◆ 0.4% (295) of people currently play netball and a further 0.4% (255) indicate that they would like to, giving an overall total of 0.8% (551).</li><li>◆ 2.1% of Leanne's play netball; the largest proportion of any group playing netball, closely followed by the Chloe segment at 1.9%.</li><li>◆ Largest groups playing netball are the Chloe's (25.8%) and Alison's (18.6%).</li><li>◆ Groups with the most people who would like to play are Chloe (28.2%) and Alison (15.7%).</li><li>◆ The main group to target, for additional players due to size and interest is, therefore, Chloe.</li></ul>

*\*Sport England Market segmentation classifications are listed in Appendix 4.*

# CASTLE POINT BOROUGH COUNCIL

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### **Gymnastics**

British Gymnastics' (BG) Strategic framework 2017-2021 identifies three key priorities:

- ◀ Diversify sources of revenue to develop and grow the provision of gymnastics.
- ◀ Build the capacity and grow the demand in gymnastics.
- ◀ Raise the profile and increase the appeal of gymnastics.

BG's facility development priorities (for the period 2017 - 2021) are:

- ◀ Support increased capacity within gymnastics through clubs and leisure providers.
- ◀ Guide funding investment through the United Kingdom from British Gymnastics, home country sports councils, local authorities and other potential funders.
- ◀ Maintain/improve quality of facilities and equipment within existing delivery partners.
- ◀ Develop insight, understanding and direction of how facility developments can contribute towards other BG strategic priorities.
- ◀ Develop insight, understanding and direction of how facility developments can contribute towards other BG strategic priorities.

BG reports demand for gymnastics to be high in the South Essex region with large waiting lists at most clubs. A key part of its strategy is, thus, to support clubs wishing to move into their own dedicated facility and offer more time and space for classes. BG has recently assisted three major local projects which are:

- ◀ South Essex Gymnastics Club: expansion to its second site at Eversely Leisure Centre. This included assistance with a successful Community Asset Fund bid.
- ◀ Carousel Gymnastics Club: BG supported it to secure tenure on an additional facility to develop its recreational gymnastics programme. This opened early December 2017.
- ◀ Ultima Trampolining Club: development of a dedicated six bed specialist trampolining facility in Wickford. The Club has now moved from Brentwood (where it hired a school sports hall) to a dedicated facility in Basildon.

Cartwheels Gymnastics Club is the affiliated club within Castle Point. It has 370 registered members, with c. 200 currently on a waiting list. It operates in the small hall at Deanes School on five days per week running beginner, improvers, and intermediate classes plus a display group session on a Saturday morning. To reduce the waiting list, it needs to increase the number of sessions and/or seek an alternative venue. However, it reports having insufficient volunteers and coaches to do this. It has a strong relationship with the Deanes School and feels that it would not get as competitive a rate at another site. It also acknowledges there are other clubs nearby, and moving sites may upset the balance within the region. Waterside Farm Leisure Centre also delivers a recreational junior gymnastics session. Consultation reports this is very popular, with a large waiting list.

Sport England market segmentation data illustrates (Table 4.11) that 249 people (aged 16+) currently, take part in or would like to, participate in gymnastics. Cartwheels Gymnastics Club states that there is a waiting list of over 200. The majority of the demand for gymnastics is generated from those aged under 16 years and is therefore not captured in the market segmentation.



# CASTLE POINT BOROUGH COUNCIL

## INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

*Table 4.11: Market segmentation/likely target audiences – gymnastics in Castle Point*

Gymnastics and trampolining
<ul style="list-style-type: none"> <li>0.2% of people take part in gymnastics and 0.1% would like to; a total of 0.4% (249).</li> <li>0.7% of Chloe's take part in gymnastics; the largest proportion of any group taking part, closely followed by the Leanne segment at 0.4%.</li> <li>Largest segments taking part in gymnastics are Chloe's (18%) and Ben's (10%).</li> <li>Groups with the most people who would like to take part are Chloe (25%) and Jackie (12%).</li> <li>The main group to target due to size and interest is, therefore, Chloe.</li> </ul>

### **Indoor athletics**

Benfleet Running Club is the main running club in the Borough. It uses the sports hall at Appleton High School to deliver elements of its junior winter training programme and also a senior circuit training class. It uses the facility twice per week. It competes in road, cross country and track athletics across junior and senior age categories.

*Table 4.12: Market segmentation/likely target audiences – athletics in Castle point*

Athletics
<ul style="list-style-type: none"> <li>6.4% of people currently take part in athletics. A further 2.7% indicate that they would like to, giving an overall total of 9.0% (6,363).</li> <li>15.1% of Ben's take part in athletics; the largest proportion of any group taking part, closely followed by the Chloe segment at 13.6%</li> <li>Largest segments from the local population are Tim's (21.5%) and Ben's (12.7%).</li> <li>Groups with the most people who would like to take part are Tim (16.5%) and Chloe (12.0%).</li> <li>The main group to target, for additional participants due to size and interest is, therefore, Tim.</li> </ul>

### **Indoor cricket**

Consultation with the ECB (England Cricket Board) indicates there is increasing demand for high quality cricket provision for both practice and match play across South Essex. Essex Cricket and the ECB's main objective is to increase access to indoor cricket facilities across the region, however, local clubs are increasingly finding access to indoor facilities a significant challenge, particularly at school sites. This tends to be due to use by other sports and a lack of correct equipment, such as cricket nets. The local priorities across South Essex are:

- Essex Cricket and ECB to consult closely with all local authorities to support investment at sites where sports halls are being refurbished or new sports halls are being developed.
- Regular evaluation of programming at sports halls with local authorities to ensure there is capacity to support indoor cricket practice and match play.
- Essex Cricket to develop and maintain relationships between schools and local clubs to ensure good access of indoor provision to support school club links.

In Castle Point, there is indoor cricket provision at Deanes School, Seevic College, Appleton School and Waterside Farm, however, consultation indicates cricket is not played at any of these sites.

# CASTLE POINT BOROUGH COUNCIL

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Table 4.13: Market segmentation/likely target audiences – cricket in Castle Point

Cricket
<ul style="list-style-type: none"> <li>0.9% (623) of people currently play cricket and a further 0.5% (329) indicate that they would like to, giving an overall total of 1.4% (953).</li> <li>3.8% of Ben's play cricket, which is the largest proportion of any group playing cricket, closely followed by the Jamie segment at 2.8%.</li> <li>The groups with the largest of the local population playing cricket are the Tim's (27.9%) and Ben's (22.8%).</li> <li>The groups with the most people who would like to play are Tim (26.4%) and Philip (19.1%).</li> <li>The main group to target, for additional players due to size and interest is, therefore Tim.</li> </ul>

### Active Castle Point

Active Essex has helped to establish a range of local active networks. Its Active Castle Point Network delivers the following programmes:

- Active Life Programme: a varied programme at both Waterside Farm Leisure Centre and Runnymede Leisure Centre which offers day time activities for older residents.
- Workplace Challenge: aimed at promoting sport/physical activity and health improvements in Essex workplaces; companies across Essex are invited to take part.
- Disability Sports Club: a weekly sports club delivers a variety of programmes at the Deanes School. Activities include boccia, goalball and tennis.
- Sport for Confidence Programme: this pilot project operates from Waterside Farm Leisure Centre and Hadleigh Park: an occupational therapist is employed at the site to assist with the delivery of sporting sessions. Programmes focus on people with physical and mental disabilities, with the objective to improve confidence using sport as a vehicle. They include a range of products, including walking football, rugby and netball.
- District health walks: a number of volunteer-led district health walks are delivered in Castle Point. Venues include Hadleigh Country Park and Richmond Hall.
- Hadleigh Park Run: a weekly event which attracts c. 70 participants.
- Sports club support: provides traditional support for sports clubs, including coach education opportunities, volunteer engagement programmes and grant support.

### Summary of demand

Consultation indicates that there is a range of sports on offer. These include gymnastics, indoor football and recreational badminton. Affiliated clubs which operate in the Authority, include gymnastics, netball and athletics. A number of participatory sessions is delivered at Waterside Farm Leisure Centre, including a walking netball session and a recreational gymnastics session.

Although pay and play badminton is reported to be available at a number of sites, there is no affiliated club operating in the Authority.

### 4.4: Supply and demand analysis

Supply and demand is thus summarised:

- There are 11 sports halls on seven sites which have community use in the Authority which differs from the FPM. The FPM identifies 10 sports halls on six sites.



## CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

- ◆ The audit, in line with ANOG methodology, confirms that facility attractiveness varies. A factor in this is the fact that the average age of sports halls is 42 years.
- ◆ The FPM reports oversupply of four courts. This equates to one, four court sports hall.
- ◆ The majority of sports halls have spare capacity, apart from Waterside Farm Leisure Centre. The audit concurs with the FPM utilisation figures.
- ◆ Satisfied demand, reported by the FPM is currently 76%. This means that 24% of the population is being exported to neighbouring areas to meet Castle Point resident's needs and a requirement.

### 4.5: Sport England's Facilities Calculator (SFC)

The SFC can assist local authorities to quantify additional demand for community sports facilities generated by new growth populations, development and regeneration. It is used to estimate facility needs for whole area (borough) populations but should not be applied for strategic gap analysis as it has no spatial dimension and does not take account of:

- ◆ Facility location compared to demand.
- ◆ Capacity and availability of facilities – opening hours.
- ◆ Cross boundary movement of demand.
- ◆ Travel networks and topography.
- ◆ Attractiveness of facilities.

*Table 4.14: Sports facilities calculator*

	Population 2016 (MYE)	Population estimate 2037
ONS population projections	89,731	98,630
Population increase		8,899
Facilities to meet additional demand		2.41 courts
Cost		£1,463,346

Calculations assume that the current sports hall stock remains available for community use and the quality remains the same. It appears that the projected increase in population will lead to an increase in demand for sports hall space. The SFC indicates that this will generate a demand equivalent to 2.41 badminton courts, up to 2037, which is estimated to cost c. £1.45m. This demand could potentially be met within existing halls with the catchment area if they have underused capacity, alternatively if the halls in the catchment area are already above comfortable capacity a high new population growth within that catchment could even justify a new 4 –court hall.

It should be noted that both the FPM and audit identify a current supply demand balance. This balance, therefore, should be able to accommodate future additional demand identified above.

### 4.6: Summary of key facts and issues

#### **Quantity**

- ◆ Seven 3+ court sports halls on seven sites in Castle Point are available for community use.
- ◆ Four of the seven sites also have smaller activity halls to support activities.
- ◆ There are a total of 34 community available courts: Waterside Farm Leisure Centre is the largest site (six courts).

## CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

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### **Quality**

- ◆ Sites assessed for the main halls rate one good, three above average and one below average.
- ◆ Most sites have received recent investment. This appears to be reflected in the positive quality ratings.

### **Accessibility**

- ◆ Nearly 90% of the population live within one mile of a community available sports hall.
- ◆ Waterside Farm Leisure Centre is the only site which provides daytime access.

### **Availability**

- ◆ Consultation and the FPM indicate that Waterside Farm Sports Hall has limited spare capacity, however, there is spare capacity at all school sites.
- ◆ It also provides a substantially wider range of activities and sports than the other sports halls in the Authority.

### **Other**

- ◆ Sports available in Castle Point include gymnastics, indoor football and pay and play badminton.
- ◆ There are no affiliated badminton clubs in the Authority.
- ◆ Gymnastics is popular; with Cartwheels Gymnastics Club reports having a waiting list of c.200.

### SECTION 5: SWIMMING POOLS

A swimming pool is defined as an “enclosed area of water, specifically maintained for all forms of water based sport and recreation”. It includes indoor and outdoor pools, freeform leisure pools and specific diving tanks used for general swimming, teaching, training and diving. Many small pools are used solely for recreational swimming and will not necessarily need to strictly follow the NGB recommendations. It is, however, generally recommended that standard dimensions are used to allow appropriate levels of competition and training and to help meet safety standards. Relatively few pools need to be designed to full competition standards or include spectator facilities.

Training for competition, low-level synchronised swimming, and water polo can all take place in a 25m pool. With modest spectator seating, pools can also accommodate competitive events in these activities. Diving from boards, advanced synchronised swimming and more advanced sub-aqua training require deeper water. These can all be accommodated in one pool tank, which ideally should be in addition to the main pool.

The NGB responsible for administering diving, swimming, synchronised swimming and water polo in England is Swim England.

#### 5.1: Supply

This assessment is concerned with larger pools available for community use (no restrictions to accessing the pool as a result of membership criteria). As such pools less than 160m<sup>2</sup> water space and/or located at private member clubs offer limited value in relation to community use and delivery of outcomes related to health and deprivation and are generally excluded from the assessment.

#### 5.2: Sport England Facilities Planning Model (FPM)

The FPM run (2017) identifies six swimming pools on three sites in Castle Point. These are:

- ◀ Main and learner pool at Runnymede Leisure Centre.
- ◀ Main and learner pool at Waterside Farm Leisure Centre.
- ◀ Main and learner pool at Virgin Active Club.

Across all pools the supply totals 1,218m<sup>2</sup>. This creates a potential capacity of 9,938 vpwpp (visits per week in the peak period).

The FPM highlights that the age of the two local authority pools (Runnymede and Waterside Farm) is a concern. Runnymede is approaching 45 years of age and Waterside is just over 40 years old. Both pools, however, have recently received upgrade investments. Details of which are listed later on in this section.

#### **Quantity**

This audit identifies 10 pools at seven sites. These are identified in Figure 5.1.

# CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure 5.1: All identified swimming pools in Castle Point

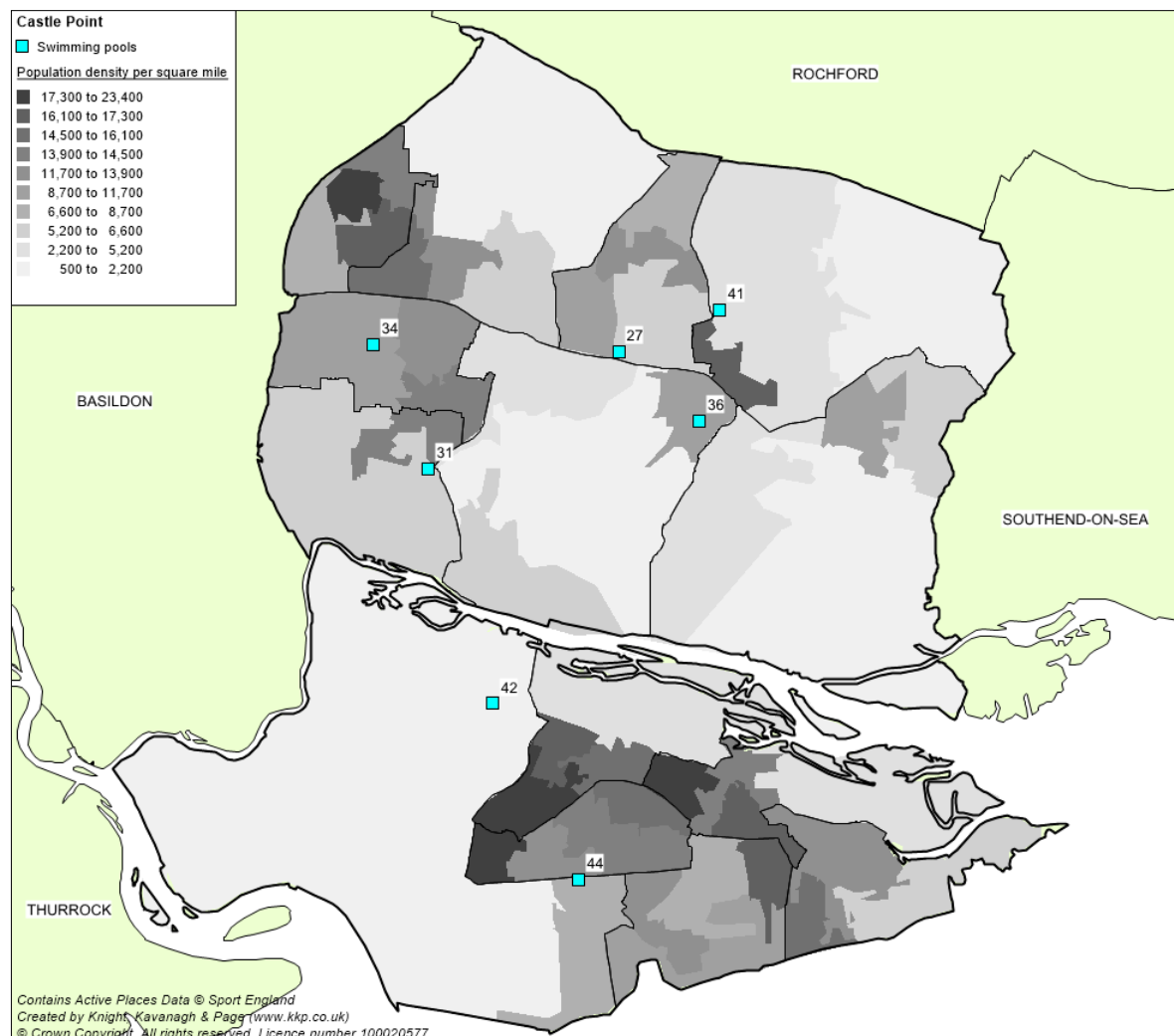


Table 5.1: All swimming pools in Castle Point

Map ID	Site title	Facility type	Size (m <sup>2</sup> )
27	Runnymede Leisure Centre	Main/General	325
27	Runnymede Leisure Centre	Learner/Teaching/Training	84
31	South Benfleet Primary School	Lido	51
34	The Appleton School	Main/General	132.5
36	The King John School	Lido	144
41	Virgin Active Club	Main/General	300
41	Virgin Active Club	Learner/Teaching/Training	120
42	Waterside Farm Leisure Centre	Main/General	325
42	Waterside Farm Leisure Centre	Learner/Teaching/Training	91
44	William Read Primary School	Lido	96

## CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Waterside Farm and Runnymede leisure centres are the two largest facilities in the Authority. Both have a main swimming pool consisting of 6 lanes x 25m (325 m<sup>2</sup>) and learner pools. They both offer pay and play community available swimming as well as extensive swimming lesson programmes. Virgin Active Club also has both a main and learner pool, however, is only available to certain sections of the community through membership fees.

Swimming pools which are below 160m<sup>2</sup> in size are too small to be considered within the assessment.

Lidos also serve specific market segments during the summer months and, in some instances, are heated. Despite offering community access (pay and play basis) and some club activity throughout summer months, they are excluded from the assessment because they are not available throughout the whole year. Thus, the following pools are also not included in the assessment:

- ✦ William Read Primary School.
- ✦ South Benfleet Primary School
- ✦ The King John School.

In conclusion, this audit takes account of six pools on three sites which are:

- ✦ Runnymede Leisure Centre - main and learner pools.
- ✦ Waterside Farm Leisure Centre - main and learner pools.
- ✦ Virgin Active- main and learner pools.

### Quality

As part of the assessment, KKP visited the community available pools and completed non-technical visual assessments. This included assessment of changing provision as this can also play a significant role in influencing and attracting users. The quality ratings of the four swimming pools which allow community use are shown in Table 5.2 and Figure 5.3.

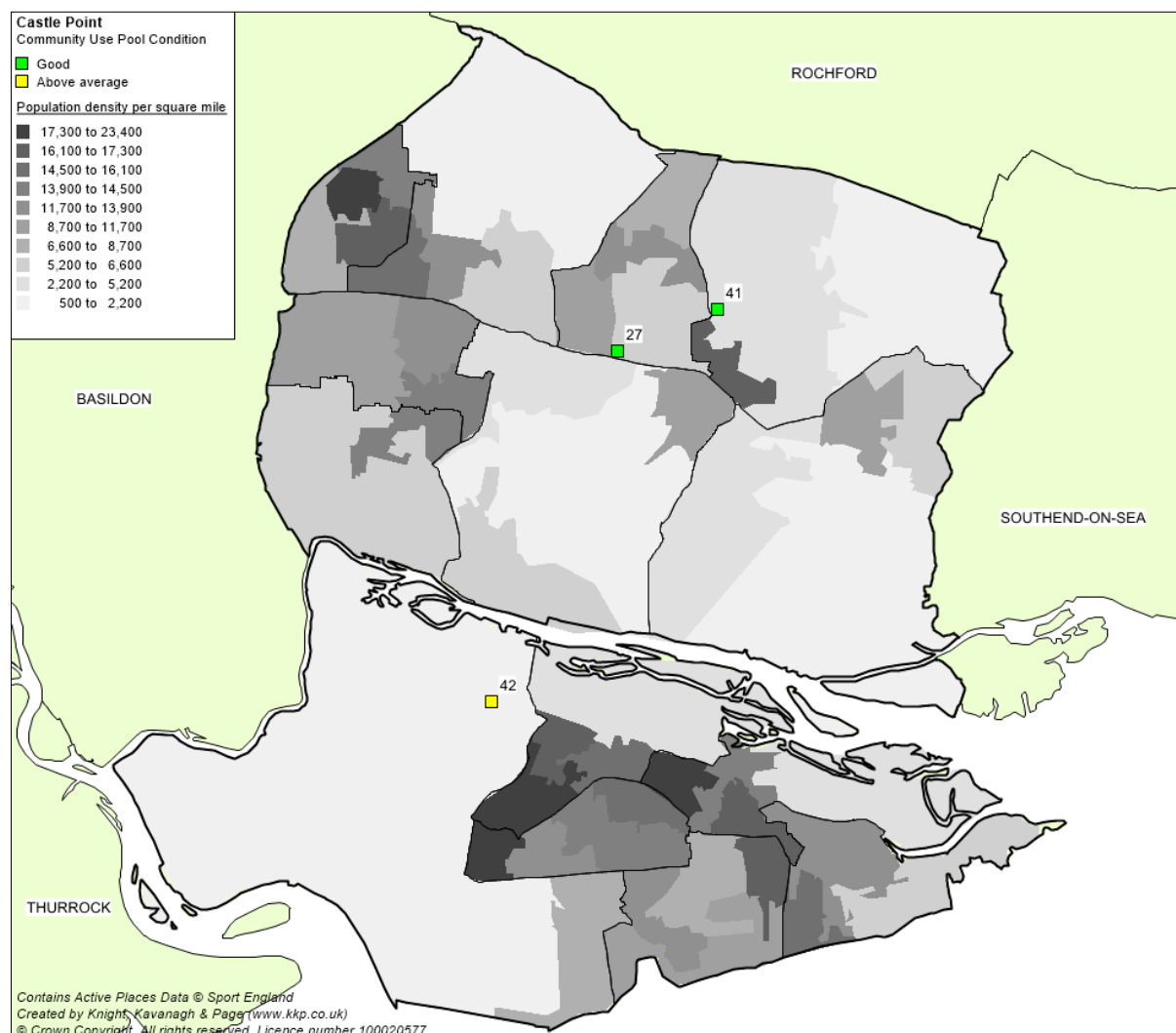
*Table 5.2: Community available swimming pools by condition*

Map ID	Site Name	Size (m <sup>2</sup> )	Condition	
			Pool	Changing
27	Runnymede Leisure Centre	325	Good	Above average
27	Runnymede Leisure Centre	84	Good	Above average
41	Virgin Active Club	300	Good	Good
41	Virgin Active Club	120	Good	Good
42	Waterside Farm Leisure Centre	325	Above average	Above average
42	Waterside Farm Leisure Centre	91	Above average	Above average

Runnymede Leisure Centre's main swimming pool was closed during the site assessment phase, due to the facility being upgraded, so only Waterside Farm Leisure Centre and Virgin Active were able to be assessed. At the time of audit Waterside Farm was found to be above average and Virgin Active was rated as good. Consultation with the Local Authority has since confirmed that the quality of the Runnymede swimming pool is good.

# CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure 5.3: Community available Swimming Pools by condition



## Accessibility

Swimming pool accessibility is influenced by physical (i.e. built environment) elements. Appropriate walk and drive-time catchments are applied to swimming facilities to determine accessibility of facilities to communities. The normal acceptable standard is a 20 minute walk time (1 mile radial catchment) for an urban area and a 20 minute drive time for a rural area. This enables analysis of the adequacy of coverage and helps to identify areas currently not serviced by existing provision.

All pools serve their respective areas of population with Waterside Farm Leisure Centre serving residents living on Canvey Island. Runnymede and Virgin Active serve Benfleet. Just over one third (39.5%) of the population lives within a mile of a community available swimming pool which indicates that two thirds rely on public transport or a car to access facilities.

Accessibility is also important for residents who live in areas of higher deprivation. Just over 10% percent of the Borough's population live in the most deprived areas, compared with c.30% nationally. (This equates 3,420 people). Of these, over half of residents (43% - 4,405 people) live within a mile of a community available swimming pool.

# CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure 5.4: 20 minute walk radial catchments of swimming pools including condition

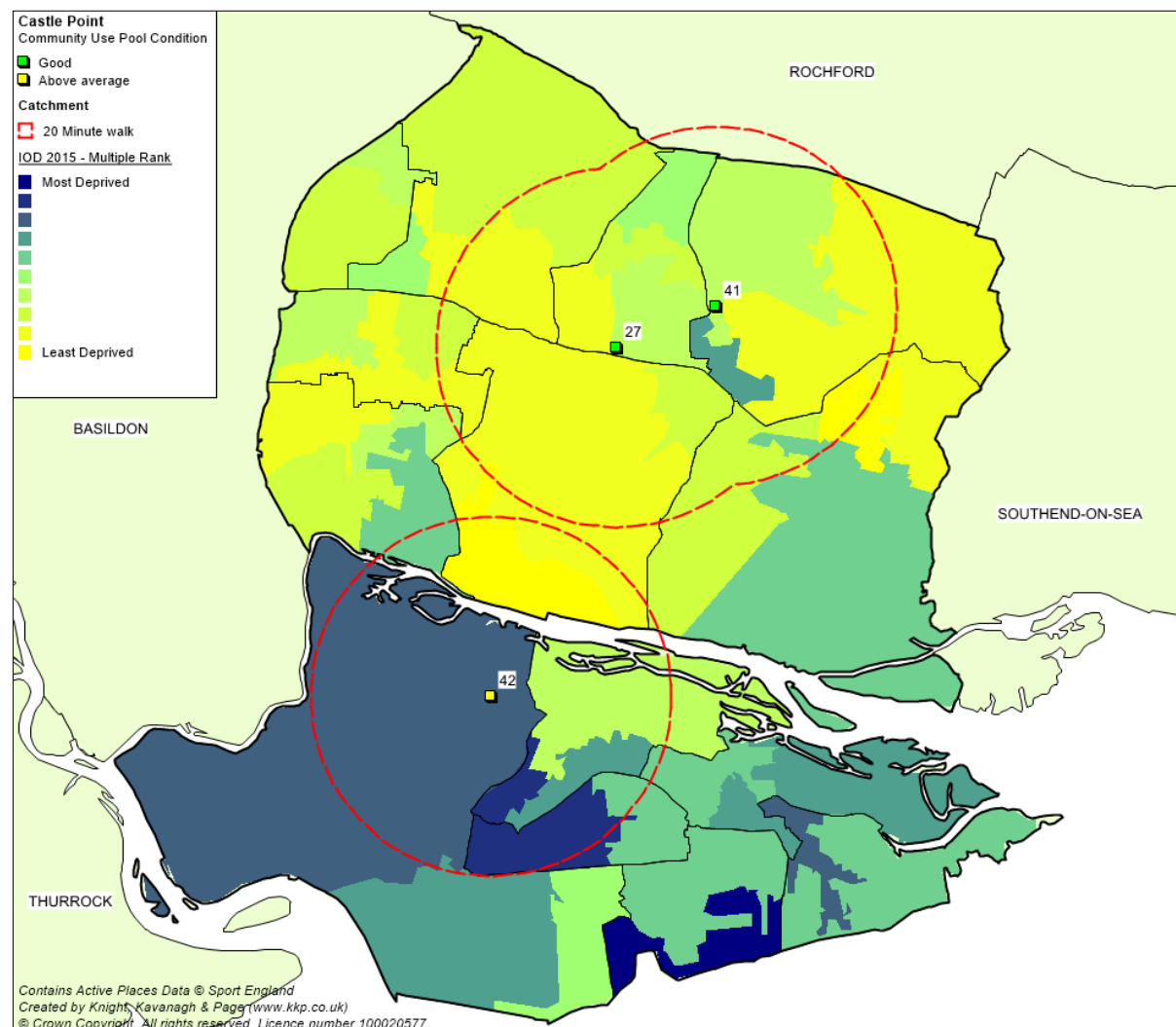


Table 5.3 Radial catchment of swimming pools using 20 minute walk on IMD

IMD 2015 10% bands	Castle Point		Pools with community use. Catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	1,742	2.0%	0	0.0%	1,742	2.0%
10.1 - 20	5,612	6.3%	5,071	5.7%	541	0.6%
20.1 - 30	2,907	3.3%	785	0.9%	2,122	2.4%
30.1 - 40	9,073	10.3%	4,213	4.8%	4,860	5.5%
40.1 - 50	18,910	21.5%	1,485	1.7%	17,425	19.8%
50.1 - 60	5,100	5.8%	1,376	1.6%	3,724	4.2%
60.1 - 70	10,463	11.8%	5,128	5.8%	5,335	6.0%
70.1 - 80	13,918	15.8%	4,785	5.4%	9,133	10.4%
80.1 - 90	17,163	19.5%	9,672	11.0%	7,491	8.5%
90.1 - 100	3,330	3.7%	2,336	2.6%	994	1.1%
<b>Total</b>	<b>88,218</b>	<b>100.0%</b>	<b>34,851</b>	<b>39.5%</b>	<b>53,367</b>	<b>60.5%</b>



# CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

## Management and maintenance history

Waterside Farm and Runnymede leisure centres are both owned and managed by Castle Point Borough Council. As part of a £5.5m investment to Waterside Farm Leisure Centre in 2013, the swimming pool was upgraded to include a new air handling system, a re-alignment of the pool and the changing rooms were refurbished. Runnymede Leisure Centre swimming pool was also upgraded in Autumn 2017. The £1m investment included; the strengthening of the pool structure, a new pool ceiling and minor repairs to the changing village. Virgin Active is privately managed and is available by membership only. Consultation did not indicate any recent investment regarding the pool.

## Neighbouring facilities

Accessibility is also influenced by facilities within easy reach of the Borough. Figure 5.5 and Table 5.5 illustrates swimming pools available for community use which are found within two miles of the local authority boundary. The two mile border is meant to be indicative of how far people might be likely to travel and serves as an example only.

Figure 5.5: Swimming pools within a two mile boundary of Castle Point.

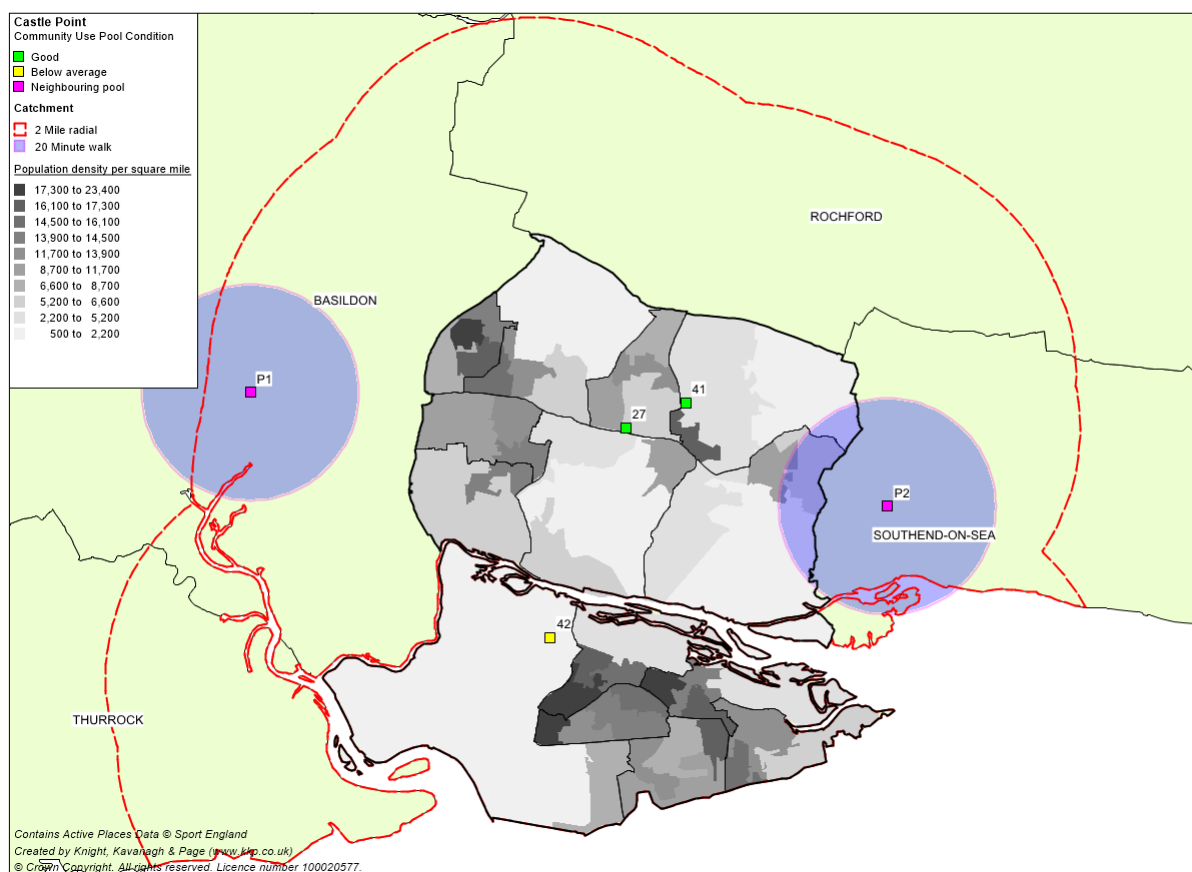


Table 5.5: Swimming pools within a 2 mile catchment Castle Point

ID	Active Places Site Name	Size	Access Type	Local Authority
P1	The Basildon Upper Academy	4 x 20m	Sports club/CA*	Basildon
P2	Belfairs Swim Centre	4 x 25m	Pay and Play	Southend-on-Sea

\*Community Association

## CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

The two swimming pools located within two miles of Castle Point are Basildon Upper Academy in the Borough of Basildon and Belfairs Swim Centre in Southend-on-Sea, to the east of Castle Point. Belfairs Swim Centre offers pay and play community available swimming, but Basildon Upper Academy has restricted access. The population centres at South Benfleet and Thundersley appear to be equidistant from Belfairs Swim Centre and Runnymede Leisure Centre.

### 5.3: Demand

In the context of demand for swimming pools, the FPM identifies the following:

*Table 5.6: Demand findings from the FPM in Castle Point*

	FPM 2017
Total demand	5,510 vppw
Satisfied demand	92.9%
Satisfied demand retained within Castle Point	85.5%
Levels of unmet demand	7.1%
Unmet demand of residents living outside catchment of a swimming pool	99.8%
Used capacity	71.2%
Imported use	38.1%

Table 5.6 indicates that used capacity of pools in Castle Point is currently calculated at 71.2%, suggesting that pools are considered to be full (Sport England calculates capacity at c. 70%). Anything above 70% used capacity is expected to impact and compromise the quality of the user's experience.

Utilisation at both are calculated above the 70% capacity threshold (Runnymede: 77%, Waterside Farm 86%). It should be noted that this does not tally with the overall Authority total of 71.2% as the FPM accounts for the Virgin Active Pool which has a significantly lower utilisation rate (53%). This indicates that neither site has any real capacity to increase participation or accommodate growth in participation brought about by population growth.

The level of imported activity equates to almost 40% of the total use. This is significant and indicates the relationship between Castle Point and its neighbours in terms of swimming opportunity, as pool programming will need to reflect this additional demand. This level of imported demand is far higher than all neighbouring authorities other than Rochford (43.7%).

### ***NGB and swimming club key issues***

Swim England's latest strategy, Towards a Nation Swimming: a strategic plan for swimming in England 2017-21, aims to create a happier, healthier and more successful nation through swimming. To achieve this, a number of strategic objectives have been set:

- ◆ Provide strong leadership and be the recognised authority for swimming.
- ◆ Substantially increase the number of people able to swim.
- ◆ Significantly grow the number and diversity of people enjoying and benefitting from regular swimming.
- ◆ Create a world leading talent system for all disciplines.
- ◆ Deliver a high quality, diverse and motivated workforce within swimming.
- ◆ Strengthening organisational sustainability for future generations.

## CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

It considers all usable swimming pools in South Essex to be important for the sport and focuses on providing adequate water space for the relevant population. Local authority pools are of particular importance to Swim England given their ability to support its key objectives to increase participation and support the talent base (club usage). It should be noted that there is no capital funding available from the NGB, however, by working closely with Sport England it aims to target funding at projects that will have the greatest impact on increasing participation and benefit the sport and its clubs.

Swim England highlights two key facilities in South Essex; Basildon Sporting Village and Southend Leisure and Tennis Centre. Basildon Sporting Village is a regional centre for swimming and Southend Leisure and Tennis Centre is a regional and elite centre for diving. Although the region has these two facilities, other sites are of concern, mainly due to their age; these are predominantly at education sites. Consequently, swimming pool provision could deteriorate rapidly unless there is a commitment to maintain or replace pools where possible.

The NGB highlights a regional variation in water supply. Generally, there is a water deficit in the east of the South Essex region (Southend and Rochford) while the authorities in the west of the South Essex region (Basildon and Castle Point) have a surplus.

Swim England identifies the key challenges to be enhancing club workforce development, ensuring that pool operators keep hire charges at a reasonable price and offering clubs some peak time slots to allow them to develop.

### *Club consultation*

There are two affiliated swimming clubs in Castle Point. Runnymede Swimming Club, based at Runnymede Leisure Centre, has 190 members including juniors, seniors and masters squads; it competes in the Essex Mini League. It also has a strong disability section, with 25 members currently in training for the 2018 Special Olympics. It has access to more than 25 hours training and development time. It has ambitions to compete in the National Arena League, however to do this, it indicates needing more pool time. It also delivers a learn to swim programme at Basildon Lower Academy. This currently has 600 members.

Canvey Island Swimming Club is the other; it has c. 80 members and uses 14 hours of pool time at Waterside Farm Leisure Centre. This is the Club's permanent home. Its key challenge is to increase and retain more coaches and volunteers to allow the club to expand.

*Table 5.7: Market segmentation for swimming and likely target audiences in Castle Point*

Swimming
<ul style="list-style-type: none"> <li>◆ 14.3% (10,056) of people currently swim and a further 13.4% (9,434) indicate that they would like to, giving an overall total of 27.7% (19,491).</li> <li>◆ 25.3% of Alison's swim, which is the largest proportion of any group swimming, closely followed by the Chloe segment at 24.1%.</li> <li>◆ Groups with the highest number of swimmers are Roger &amp; Joy (12.2%) and Tim (11.1%).</li> <li>◆ Groups with the most people who would like to swim are Roger &amp; Joy (12.8%) and Elaine (10.4%).</li> <li>◆ The main group to target, due to size and interest is, therefore, Roger &amp; Joy.</li> </ul>

## CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

### 5.4: Supply and demand analysis

Supply and demand analysis indicates the following:

- ✦ The FPM calculates a potential pool capacity of 9,938 vpwpp compared to demand of 5,510 vpwpp within Castle Point.
- ✦ There is, however, a limited offer in neighbouring authorities which results in Castle Point being a significant net importer (c.40% of total demand). This imported demand increases utilisation of pools in Castle Point, and subsequently affects the supply demand balance.
- ✦ Swimming pool utilisation in Castle Point is above the 70% comfort factor, which Sport England considers to be above comfort capacity. This infers that neither site really has any capacity to increase participation levels or accommodate growth in participation brought about by population growth.
- ✦ The FPM reports the main Castle Point swimming pools are over 40 years old, however, both have recently received investment to upgrade pool quality. Although the FPM report acknowledges this, it states that the extent of this refurbishment is not fully known and has not amended the attractiveness weighting.

### 5.5: Sport England's Facilities Calculator (SFC)

This assists local planning authorities to quantify additional demand for community sports facilities generated by new growth populations, development and regeneration. It can be used to estimate facility needs for whole area (Borough) populations but should not be applied to strategic gap analysis as it has no spatial dimension and does not take account of:

- ✦ Facility location compared to demand.
- ✦ Capacity and availability of facilities – opening hours.
- ✦ Cross boundary movement of demand.
- ✦ Travel networks and topography.
- ✦ Attractiveness of facilities.

*Table 5.8: Sports Facilities Calculator*

	Population 2016	Population estimate 2037
<b>ONS population projections</b>	89,731	98,630
<b>Population increase</b>		8,899
<b>Facilities to meet additional demand</b>		1.71 lanes
<b>Cost</b>		£1,589,075

Calculations assume that the current swimming pool stock remains available for community use and the quality remains the same. It appears that the projected increase in population will lead to an increase in demand for swimming pool space of up to 1.71 swimming lanes, up to 2037, which is estimated to cost c.£1.6m.

It should be noted that both the FPM and the audit identifies that pools in Castle Point are operating above Sport England comfort factor. This indicates they are uncomfortably busy. With the increase in population growth and demand from neighbouring authorities as demonstrated above, consideration should be given to improve programming at current community available sites, encourage other existing sites to become fully available to the community and/or work with colleagues in other local authorities to ensure customer quality is improved in the future.

# CASTLE POINT BOROUGH COUNCIL

## INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

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### 5.6: Summary of key facts and issues

In summary, the above consultation and analysis would indicate that Castle Point is in the following position with regards to its swimming pool provision:

#### **Quantity**

- ◀ There are six community available pools in Castle Point across three sites.
- ◀ This includes Virgin Active Pool however it must be noted that membership costs over £50.00 per month, which is restrictive to some.

#### **Quality**

- ◀ Waterside Farm Leisure Centre is rated above average and both Virgin Active and Runnymede Leisure Centre are rated good.
- ◀ The Authority has recently (2017) invested in the pool at Runnymede Leisure Centre; this included refurbishment of the changing rooms and the strengthening of the pool structure.

#### **Accessibility**

- ◀ Over one third of the population lives within one mile of a community available pool.

#### **Availability**

- ◀ Both Waterside Farm and Runnymede swimming pools are operating above the Sport England comfort factor.
- ◀ There is limited supply of pools within neighbouring authorities. Consequently, c.40% of Castle Point pool total demand is generated from neighbouring authorities.

#### **Other**

- ◀ Castle Point has two Swim England affiliated clubs, with the largest being Runnymede Swimming Club which has c.200 members including a disability section. Canvey Island swimming club has 80 members.

### SECTION 6: HEALTH AND FITNESS SUITES

For the purposes of assessment health and fitness suites are normally defined as 20 stations or more in accordance with Active Places Power database. A station is a piece of static fitness equipment; larger health and fitness centres with more stations are generally able to make a more attractive offer to both members and casual users.

They can provide a valuable way to assist people of all ages, ethnicities and abilities to introduce physical exercise into their daily lives with the obvious concomitant benefits to health, fitness and wellbeing.

The current state of the UK fitness industry is complex with a variety of providers including the private sector (ranging from low cost operators to the high end market), trusts, schools and local authority operators. Within the UK private fitness market has continued to grow steadily over the last 12 months with an estimated increase of 5.1% in the number of members, 4.6% in the number of facilities and 6.3% in market value.

All parts of the country have seen an increase in the number of clubs, members and total market value but only four regions have seen an increase in average membership fees over the last 12 months.

According to the State of the UK Fitness Industry Report (2016) there are now 6,728 fitness facilities in the UK, up from 6,435 last year. The total industry membership is up 5.1% to £9.7 million which equates to one in seven people in the UK is a member of a gym. The influential low cost market with its large membership numbers, online joining, 24/7 opening hours and low price points has continued to expand rapidly and drive the growth in the industry

The total market value is estimated at £4.7 billion, up 6.3% on 2016. The UK penetration rate is also up at 14.9%, compared to 14.3% in the previous year.

A total of 272 new public and private fitness facilities opened in the last 12 months, up from 224 in 2016. The low cost market has continued to be the main driving force behind the private sector growth over the last 12 months. There are now over 500 low cost clubs which account for 15% of the market value and 35% of membership in the private sector. The UK's leading operators, in both the public and the private sectors (by number of clubs and members), remain the same as the previous year: Pure Gym and GLL, with 176 and 167 gyms, respectively.

#### 6.1: Supply

##### *Quantity*

There are currently 11 health and fitness suites in Castle Point with a total of 853 stations. Some sites place restrictions with regard to membership/registration fees or are not available to the public on a pay and play basis. Figure 6.1 illustrates that health and fitness facilities tend to be located just outside the areas of higher population density.

# CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure 6.1: All health and fitness facilities in Castle Point

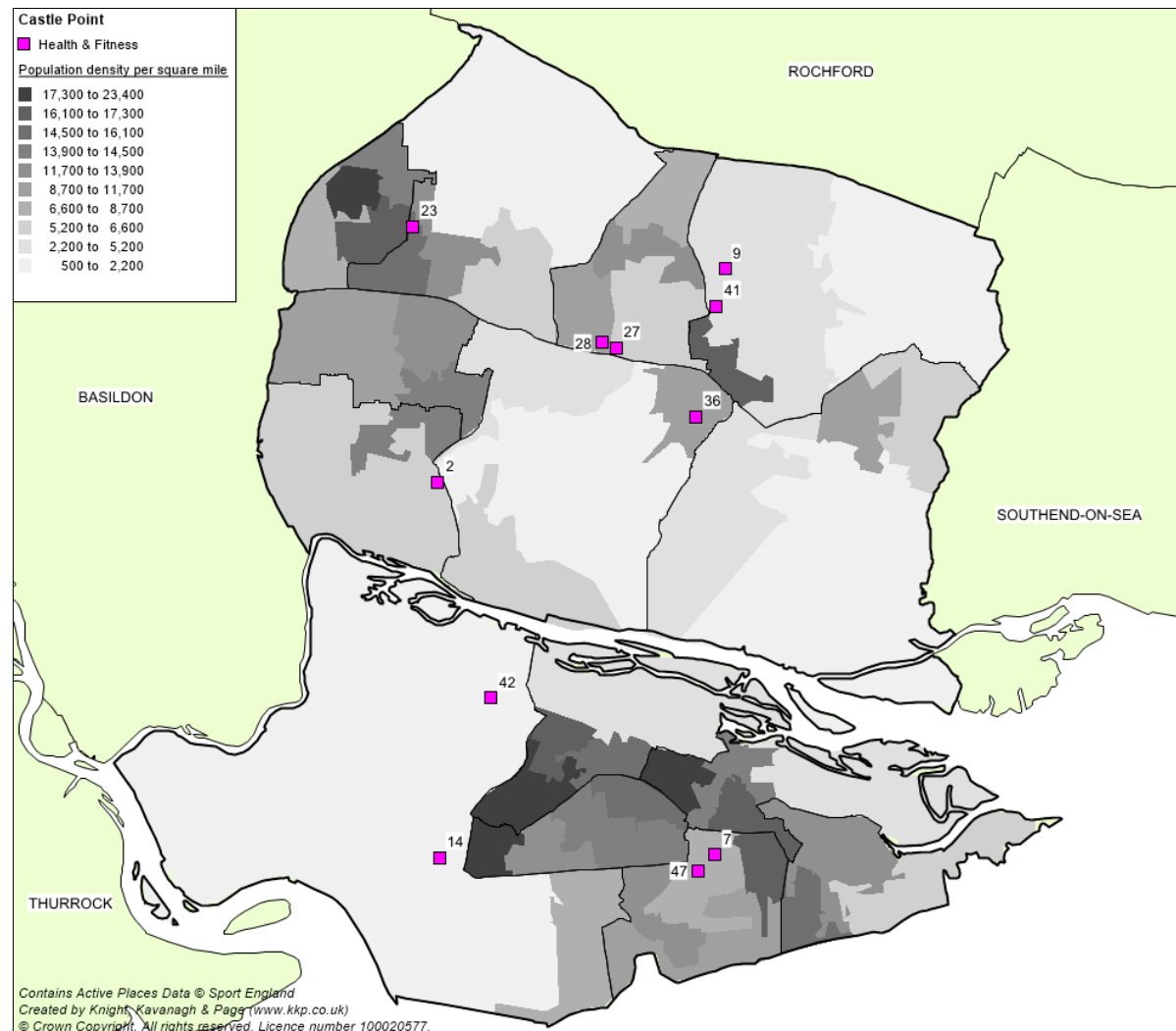


Table 6.1: A list of all health and fitness provision in Castle Point

Map ID	Site Name	Stations
2	Bodycare Personal Fitness Club	16
7	Castle View School	25
9	Deanes School Sports Centre	25
14	Island Gym	210
23	Oasis Ladies	26
27	Runnymede Leisure Centre	70
28	Seevic College	24
36	King John School	22
41	Virgin Active Club (Thundersley)	320
42	Waterside Farm Leisure Centre	80
47	Anytime Fitness	35
<b>Total</b>		<b>853</b>



## CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

### Quality

A non-technical assessment took place in November 2017 at all facilities which contained 20 stations or more. The assessment identifies 790 stations. Although Castle View School and the King John School have 20+ stations, they are not included in the audit as they are only available to staff and students and not to the wider community.

Runnymede Leisure Centre recently installed a new fitness facility (opened January 2018) consisting of 70 stations. A site assessment was not undertaken as it was unavailable at the time of the audit. Consultation indicates that this facility is rated good.

*Table 6.2: Health and fitness facilities in Castle Point by condition (20+stations)*

ID	Site title	Stations	Condition
9	Deanes School Sports Centre	25	Below average
14	Island Gym	210	Below average
23	Oasis Ladies	26	Above average
27	Runnymede Leisure Centre	70	Good
28	Seevic College	24	Above average
41	Virgin Active Club (Thundersley)	320	Good
42	Waterside Farm Leisure Centre	80	Above average
47	Anytime Fitness	35	Good
<b>Total</b>		<b>790</b>	

*Table 6.3 Quality rating of health and fitness suites in Castle Point*

Quality rating of assessed health and fitness suites			
Good	Above average	Below average	Poor
3	3	2	0

In Castle Point, three sites are rated as good, three are rated as above average and two rated below average (Deanes School and Island Gym).

### Accessibility

In parallel with swimming pools and sports halls, appropriate walk and drive-time accessibility standards are applied to health and fitness suites to determine provision deficiencies or surpluses. The normal acceptable standard is a 20 minute walk time (one mile radial catchment) for an urban area and a 20 minute drive time for a rural area. Figure 6.2 illustrates the 20 minute walk-time catchment for health and fitness facilities in Castle Point and the breakdown of deprivation within that catchment.

All of Castle Point's population is within 20-minute drive of a Castle Point based publicly available health and fitness of minimum size at least 20 stations.

# CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure 6.2: Community available health and fitness suites with one mile radial catchment

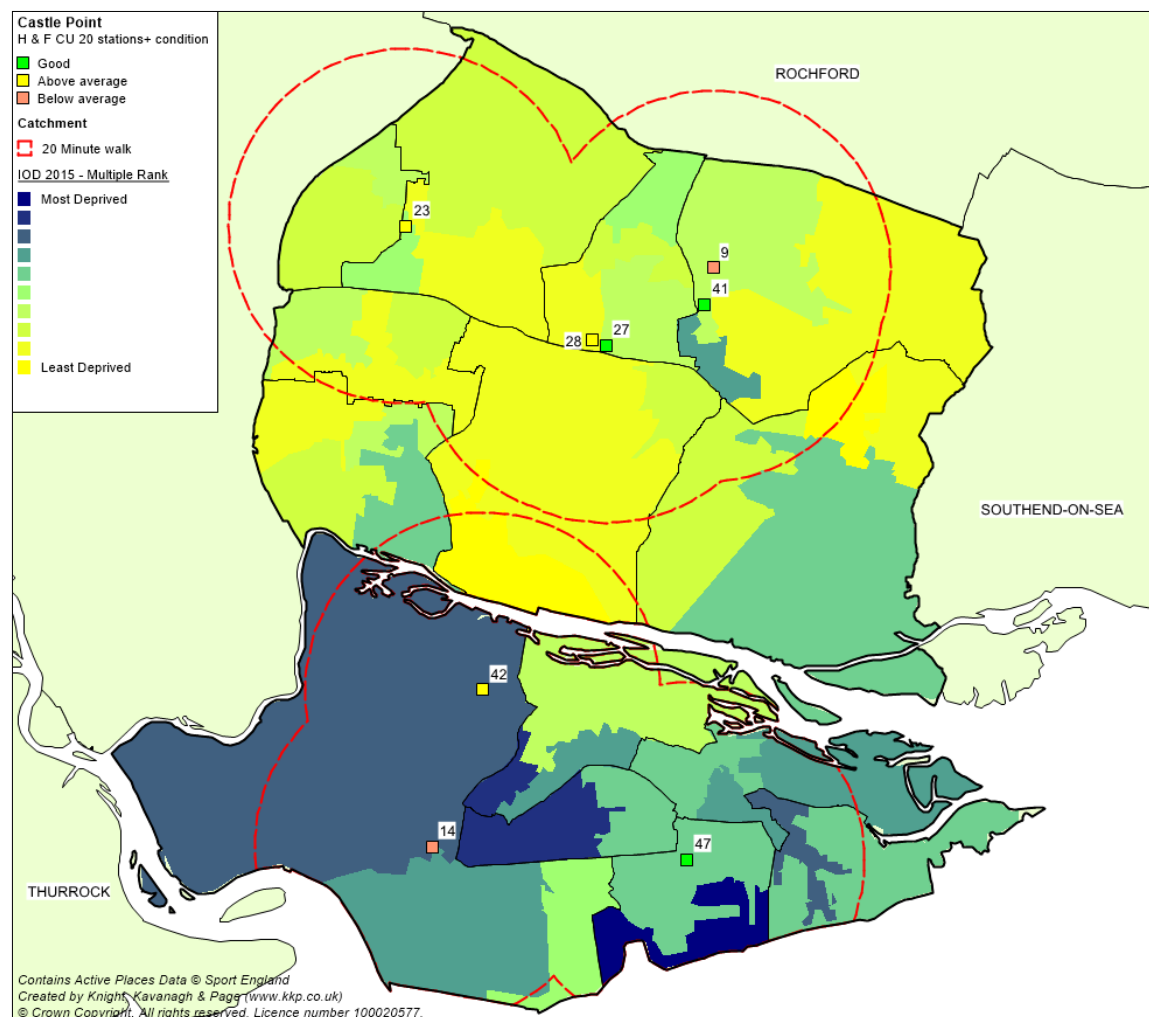


Table 6.4. Community available health and fitness suites set against IMD

IMD 2015 10% bands	Castle Point		Health & Fitness with community use (min 20 stations) catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	1,742	2.0%	1,742	2.0%	0	0.0%
10.1 - 20	5,612	6.4%	5,612	6.4%	0	0.0%
20.1 - 30	2,907	3.3%	2,506	2.8%	401	0.5%
30.1 - 40	9,073	10.3%	7,812	8.9%	1,261	1.4%
40.1 - 50	18,910	21.4%	14,052	15.9%	4,858	5.5%
50.1 - 60	5,100	5.8%	4,907	5.6%	193	0.2%
60.1 - 70	10,463	11.9%	8,856	10.0%	1,607	1.8%
70.1 - 80	13,918	15.8%	11,276	12.8%	2,642	3.0%
80.1 - 90	17,163	19.5%	13,024	14.8%	4,139	4.7%
90.1 - 100	3,330	3.8%	2,350	2.7%	980	1.1%
<b>Total</b>	<b>88,218</b>	<b>100.0%</b>	<b>72,137</b>	<b>81.8%</b>	<b>16,081</b>	<b>18.2%</b>

Figure 6.2 and Table 6.4 highlight that:

## CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

- Over four fifths (81.8%) of the population lives within a mile of a community available health and fitness facility.
- Of the Borough's population, 11.7% live in the most deprived areas, compared with c.30% nationally, which equates to 10,261 people.
- Of those who live within the more deprived, nearly everyone (96% - 9,860 people) live within a mile of a community available health and fitness facility.
- All the population live within 20 minute drive time of a health and fitness facility.

### Availability

The Sport England classification of access type defines registered membership use facilities as being publicly available. For health and fitness suites, this generally means a monthly membership fee which can vary considerably in cost. It is acknowledged that even some of the memberships which might be considered expensive do offer access to different market segments, suggesting that they ease pressure on the more available facilities. A breakdown of membership choices is illustrated below.

*Table 6.5: Payment types for health and fitness facilities in Castle Point*

Site Name	Pay & play	Monthly	12 months	Exercise referrals
Deanes School Sports Centre	Y	Y	Y	N
Island Gym	Y	Y	Y	N
Oasis ladies	N	Y	Y	N
Seevic College	N	Y	Y	N
Virgin Active Club (Thundersley)	N	Y	Y	N
Waterside Farm Leisure Centre	Y	Y	Y	Y
Runnymede Leisure Centre	Y	Y	Y	N
Anytime Fitness	N	Y	Y	N

Table 6.5 indicates that all sites offer monthly and annual membership options, however, only half offer a pay and play option. Waterside Farm Leisure Centre is the only site in the Authority to offer an exercise referral programme. This is delivered in partnership with South East Essex NHS, which offers a 10 week programme where individuals can attend two sessions per weeks at a cost of £2.20 per session. This differs from the normal admission price for using the gym (£6.20). Table 6.6 identifies the monthly fees sub divided into four price categories. To ensure these membership prices are standardised, the figure listed is the monthly direct debit fee based on an annual peak membership.

*Table 6.6: Monthly Adult Gym Membership Prices in Castle Point*

Monthly Price Band	Facility
< £20.00	Oasis Gym, Deanes School,
£21.00-£30.00	Seevic College
£30.00-£40.00	Island Gym
£40.00>	Virgin Active*, Waterside Farm & Runnymede leisure centres*

(\* membership price also include access to a swimming facility)

There is a wide variation in the cost of gym memberships across Castle Point; Deanes School and Oasis are the cheapest monthly package priced at £19.99, however, access to the latter is restricted to evenings as it is located on a school site. Virgin Active is the most expensive venue, with a monthly membership of £52.

# CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Monthly junior membership is also available at Waterside Farm and Runnymede leisure centres and at Deanes Sports Centre. Prices, for juniors, per month are £15.00 at both Waterside Farm and Runnymede and £20.00 at Deanes Sports Centre.

## Neighbouring authorities

Figure and Table 6.3 illustrate the number of health and fitness facilities within two miles of the Borough's boundary. The two mile border is indicative of how far people might be likely to travel and serves as an example only.

Figure 6.3: Neighbouring health and fitness suites within 2 miles of Castle Point

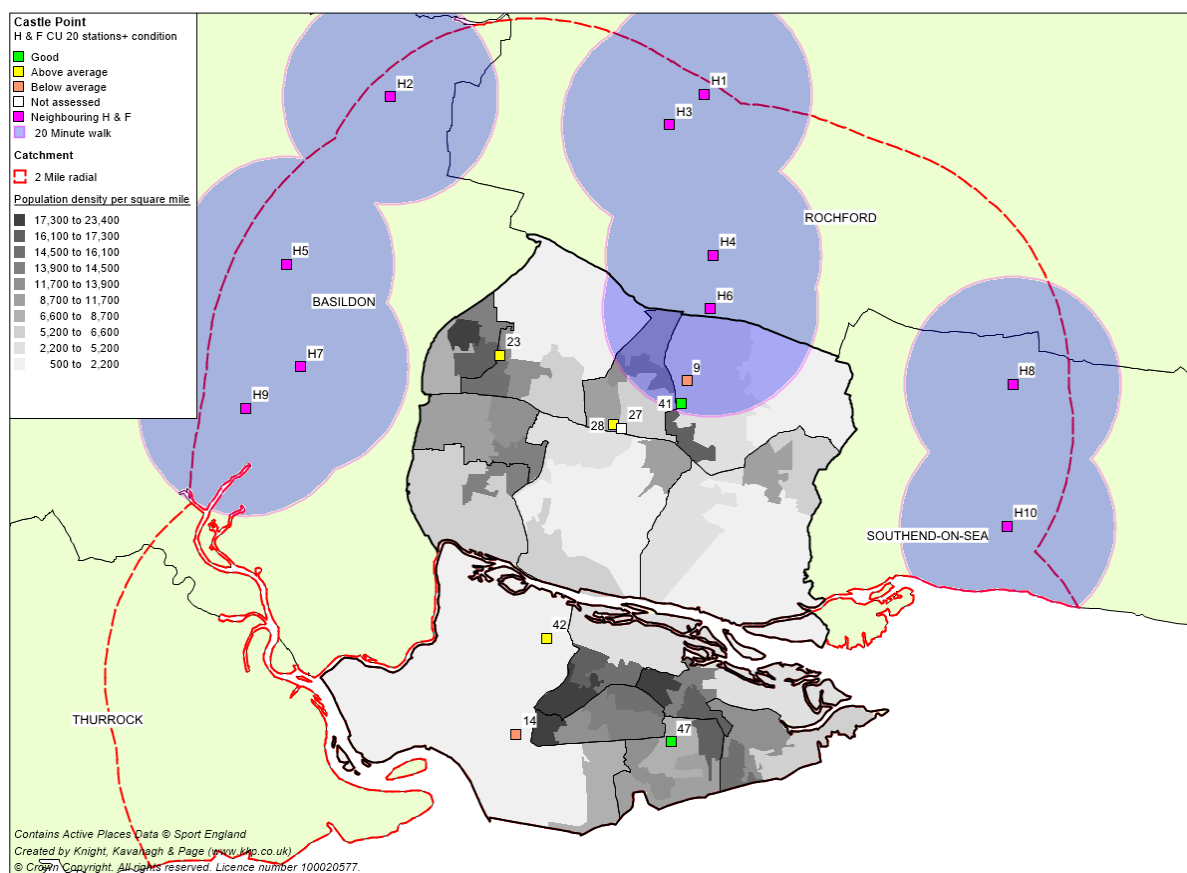


Figure 6.3 and Table 6.7 indicate that there are 10 health and fitness sites surrounding Castle Point, within two miles of the border. Three are in Basildon, four in Rochford and two in Southend-on-Sea. The largest facility is Ripped Gym in Basildon, which has over 100 stations.

## CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Table 6.7: Health and fitness suites within 2 miles of Castle Point local authority

ID	Active Places site title	Stations	Access type	Local authority
H1	Fungi Fitness	40	Registered Membership	Rochford
H2	The Gym Hub	90	Registered Membership	Basildon
H3	Rayleigh Leisure Centre	42	Pay and Play	Rochford
H4	Titans Health & Fitness	23	Registered Membership	Rochford
H5	Ripped Gym (Basildon)	107	Registered Membership	Basildon
H6	Aspire Active	50	Registered Membership	Rochford
H7	Eversley Leisure Centre	65	Pay and Play	Basildon
H8	David Lloyd Club	77	Registered Membership	Southend-on-Sea
H9	Pulse Health Studio & Gym	25	Pay and Play	Basildon
H10	Leigh Fitness Centre	21	Pay and Play	Southend-on-Sea

### 6.2: Demand

Health and fitness via exercising in a gym or class environment is a highly popular form of exercise, appealing to men and women across a range of age groups. To identify the adequacy of provision quantity a demand calculation based upon the assumption that 'UK penetration rates' will increase slightly in the future is applied. Population increases are also factored in to enable a calculation of whether current supply will meet future demand.

Table 6.8: UK penetration rates; health/fitness in Castle Point (ONS data)

	Curent (2016)	Future (2037)
Adult population	77,553	82,418
UK penetration rate	15%	17%
Number of potential members	11,633	14,011
Number of visits per week (1.75/member)	20,358	24,519
% of visits in peak time	65	65
No. of visits in peak time (equated to no. of stations required i.e. no. of visits/39 weeks*65%)	339	409
<b>Number of stations with comfort factor</b>	<b>491</b>	<b>613</b>

*(The model identifies 1.75 visits per week by members and 65% usage during 39 weeks of the year. (All figures rounded up/down)*

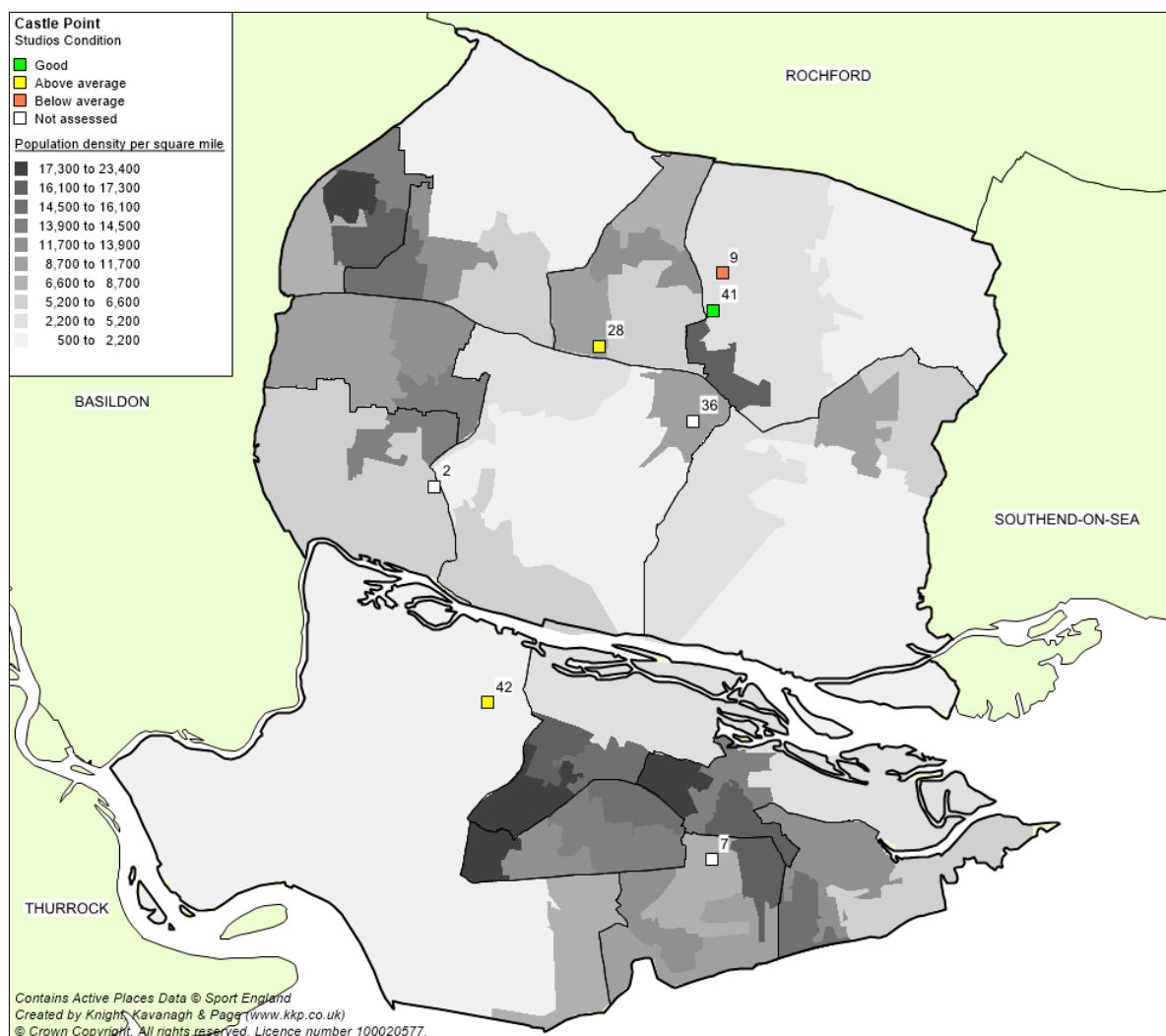
According to UK penetration rates in 2016, there was a need for 491 stations in Castle Point. This is expected to grow to 613 by 2037, which takes account of a comfort factor (particularly at peak times). When comparing the number of community available stations currently available (790) and accounting for the comfort factor, the market appears to have a supply demand balance of c.300 stations to service the adult population based on the calculations above. This ratio will, however, decrease as the population increases. These figures provide an overview of the provision requirements in Castle Point and do not take account of all the facilities located within two miles of its border, many of which have capacity and offer similar price points to those offered in the Authority.

# CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

## 6.4: Dance studios

Dance studios are a very important element of the wider health, fitness and conditioning market. They vary in size, shape, quality of changing, access to sprung wooden floors etc. There has been an increase in the numbers of people accessing fitness classes as identified in the fitness and conditioning element of Sport England's APS. The type of activity offered also varies massively between low impact classes such as Pilates and yoga to the more active dance, step, Boxfit and Zumba.

Figure 6.4: All studios/dance facilities in Castle Point (with quality rating)



Castle Point has 12 studios at seven sites. All are rated as either good or above average, with the exception of Deanes School Sports Centre, which has three studios rated as below average. King John and Castle View schools both hire studios out but access was not granted for a non-technical assessment. Consultation indicates that all studios are well used for fitness and exercise classes which are an important part of the wider membership offer for larger leisure centres, in particular.

# CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Table 6.9: All studios by condition in Castle Point

Map ID	Site Name	Condition
2	Bodycare Personal Fitness Club	Above average
7	Castle View School	Not assessed
9	Deanes School Sports Centre	Below average
9	Deanes School Sports Centre	Below average
9	Deanes School Sports Centre	Below average
28	Seevic College	Above average
36	King John School	Not assessed
41	Virgin Active Club	Good
41	Virgin Active Club	Good
41	Virgin Active Club	Good
42	Waterside Farm Leisure Centre	Above average
42	Waterside Farm Leisure Centre	Above average

Table 6.11: Market segmentation – Keep fit and gym and likely target audiences

Keep fit and gym
<ul style="list-style-type: none"> <li>17.5% (12,316) of people currently take part in keep fit and gym and a further 6.8% (4,800) indicate that they would like to, giving an overall total of 24.3% (17,117).</li> <li>28.1% of Chloe's take part closely followed by the Alison segment at 27.3%</li> <li>Groups which would most like to take part are Alison (10.3%) and Elaine (10.1%).</li> <li>The main group to target, for additional participants due to size and interest is, thus Alison</li> </ul>

Market segmentation suggests that there is latent demand of 4,800 people (6.8%) that would like to participate in keep fit and gym activities in Basildon.

## 6.5: Supply and demand analysis

Health and fitness facilities are important facilities. Income derived from them helps offset the cost/underpin the viability of other aspects of leisure provision, especially swimming. Castle Point has a total of 790 available fitness stations across eight sites. Of these, five are rated either good or above average. Accessibility to these sites is good, with over four fifths (81%) of the Authority's residents living within one mile of a health and fitness facility. When analysing the demand for health and fitness facilities, there is a current modelled supply to demand balance of c. 300 stations based on the current number of stations.

## 6.6: Summary of key facts and issues

<p><b>Quantity</b></p> <ul style="list-style-type: none"> <li>There are eight sites in the Authority, offering a total of 790 community available stations.</li> <li>A new health and fitness facility has been built as part of Runnymede Leisure Centre's expansion. This has increased the total offer from 720 to 790 stations.</li> </ul> <p><b>Quality</b></p> <ul style="list-style-type: none"> <li>Quality of provision varies, five are rated either good or above average.</li> <li>The Authority has 12 dance studios at seven sites. Seven are rated good or above average.</li> </ul> <p><b>Accessibility</b></p> <ul style="list-style-type: none"> <li>Accessibility to facilities is good with 81% of the population liveing within one mile of a facility.</li> </ul> <p><b>Availability</b></p> <ul style="list-style-type: none"> <li>There is a supply demand balance of plus 300 stations in the Authority.</li> <li>There is also a good supply of health and fitness provision in neighbouring authorities.</li> </ul>
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# CASTLE POINT BOROUGH COUNCIL

## INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

### SECTION 7: INDOOR TENNIS

The Lawn Tennis Association (LTA) is the NGB for all tennis provision within the UK and administers the sport at national and regional level. One of its key objectives is to get more people playing tennis more often. To achieve this, its latest Strategic Plan 2015 – 2018, highlights three key objectives:

- ✦ Deliver great service to clubs.
- ✦ Build partnerships in the community.
- ✦ Grow Participation among children and young people.

This section considers all indoor tennis provision within South Essex. In respect of facility types, two terms are used:

- ✦ *Traditional* - A permanent structure made of traditional materials using traditional construction techniques. This commonly takes the form of steel or timber portal frame spanning the full length of the court (including run backs) clad in a material to suit local conditions e.g. metal cladding, brickwork or timber boarding.
- ✦ *Non-traditional* - A permanent or non-permanent structure made of non-traditional materials using non-traditional construction techniques. Three types of structure fall into this category:
  - ✦ Air supported structures (air halls).
  - ✦ Framed fabric structures.
  - ✦ Tensile structures.

#### 7.1: Supply

Indoor tennis provision has an appeal beyond a local authority boundary. Consequently, this audit considers all provision within the South Essex region, and has mapped these with a 20 minute drive radial catchment to demonstrate accessibility. The location and catchments of these facilities are illustrated in Figure 7.1 and Table 7.1.

*Table 7.1: Indoor tennis provision in South Essex*

Map ID	Site Name	Access	Cts	Condition
T1	David Lloyd Club (Basildon)	Reg Membership*	6	Good
T2	Deanes School Sports Centre	Pay and Play	3	Above average
T3	David Lloyd Club (Southend)	Reg Membership	5	Good
T4	Southend Leisure & Tennis Centre	Pay and Play	4	Good
T5	Athenaeum Club	Reg Membership	3	Above average
T6	Billericay Lawn Tennis Club**	Reg Membership	3	Good
<b>Total</b>			<b>24</b>	

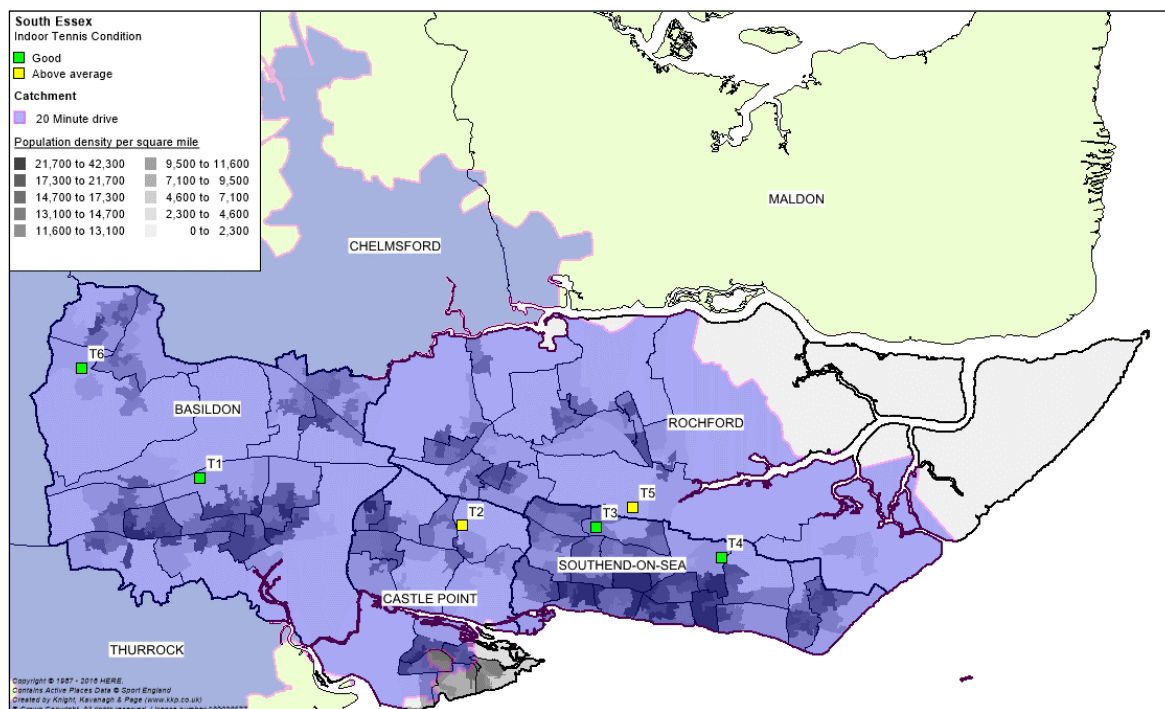
\*registered membership

\*\*temporary air hall – winter only

There is one indoor tennis centre in Castle Point (Deanes School Sports Centre). It offers day time and evening access and delivers a number of participation programmes, including cardio tennis. It has three indoor courts and is rated as being in above average condition. The majority of residents of Castle Point live within a 20 minute drive of an indoor tennis facility as identified in Figure 7.1. Only residents who live in the western area of Canvey Island do not.

# CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure 7.1: Indoor tennis provision with 20 minute drive time in South Essex



## 7.2: Demand

Consultation with the LTA indicates that its key strategic priority for South Essex is to grow participation across the region by increasing the number of sites available for casual tennis. It identifies Southend Tennis and Leisure Centre and Deanes School Sports Centre as priority sites for South Essex.

Each is served by an LTA funded coach, with the objective of increasing participation through a variety of different community programmes and initiatives. These include for example, *This Girl Can* sessions, cardio tennis, coached pay and play opportunities and a schools tennis programme.

The LTA acknowledges that there are other indoor venues, such as David Lloyd which serve a small element of the population, however, these are not priority sites as they do not offer community available tennis.

### Club consultation

Deanes Tennis Club is based Deanes School Sports Centre and competes in the Leigh and Westcliffe Tennis League. It has 200 members, of which 150 are juniors. Although the Club is independent from the School, it supports both an extensive after school programme and also assists with curriculum delivery at the site. There is over 40 hours of weekly community tennis available both during the day and in the evening.

## CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Table 7.2: Market segmentation for tennis and likely target audiences in Castle Point

Tennis
<ul style="list-style-type: none"><li>2.1% (2,760) of people currently play tennis and a further 2.4% (3,111) indicate that they would like to, giving an overall total of 4.5% (5,872).</li><li>6.3% of Ben's play tennis; the largest proportion of any group closely followed by Tim at 3.7%.</li><li>Groups with the most people who would like to play are Tim (12.2%) and Chloe (8.5%).</li><li>The main group to target, for additional players due to size and interest is, therefore, Tim.</li></ul>

Sport England identifies latent demand for 3,111 people who would like to play tennis.

### 7.3 Summary of key facts and issues

<b>Quantity</b> <ul style="list-style-type: none"><li>Castle Point has one indoor tennis facility, located at Deanes School Sports Centre.</li></ul>
<b>Quality</b> <ul style="list-style-type: none"><li>Deanes Tennis Club is rated as above average.</li></ul>
<b>Accessibility</b> <ul style="list-style-type: none"><li>The majority of residents live within a 20 minute drive of an indoor facility in Castle Point.</li></ul>
<b>Availability</b> <ul style="list-style-type: none"><li>The facility offers daytime and evening pay and play accessibility. It also hosts Deans Tennis Club.</li></ul>

# CASTLE POINT BOROUGH COUNCIL

## INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

### SECTION 8: SAILING

#### Introduction

This section covers the sport of sailing which is a popular activity in the Borough, as demonstrated by a number of sailing clubs.

The Royal Yachting Association (RYA) is the national body for all forms of boating, including dinghy and yacht racing, motor and sail cruising, RIBs and sports boats, powerboat racing, windsurfing, canal and river boat cruising, and personal watercraft. Within its Strategic Plan 2017-2021, the mission is to be more tailored in everything it does in order to increase the relevance and value to members, affiliates and stakeholders. The RYA has identified four core objectives to achieve this mission; these focus on the following:

- ◆ *Membership:* Provide a tailored service to current and potential RYA members, affiliates and volunteers in order to grow our relevance and influence.
- ◆ *Performance:* be the most successful nation in boating competitions in order to inspire future participants, volunteers, coaches and champions.
- ◆ *Participation:* Shift from supply-side to demand led approach in order to increase the number and diversity of participants in all types of boating.
- ◆ *Training:* Put candidates' needs and preferences at the heart of every scheme in order to remain the world's best-known and best regarded boating training.

It states that these core objectives will also be achieved through a tailored and streamlined support service which maximise the impact of member and government funds.

#### 8.1: Supply

Three RYA affiliated clubs are located in Castle Point.

*Table 8.1: Water sports clubs in Castle Point*

Map ID	Club
CS1	Island Yacht Club
CS2	Chapman Sands Sailing Club
CS3	Benfleet Yacht Club

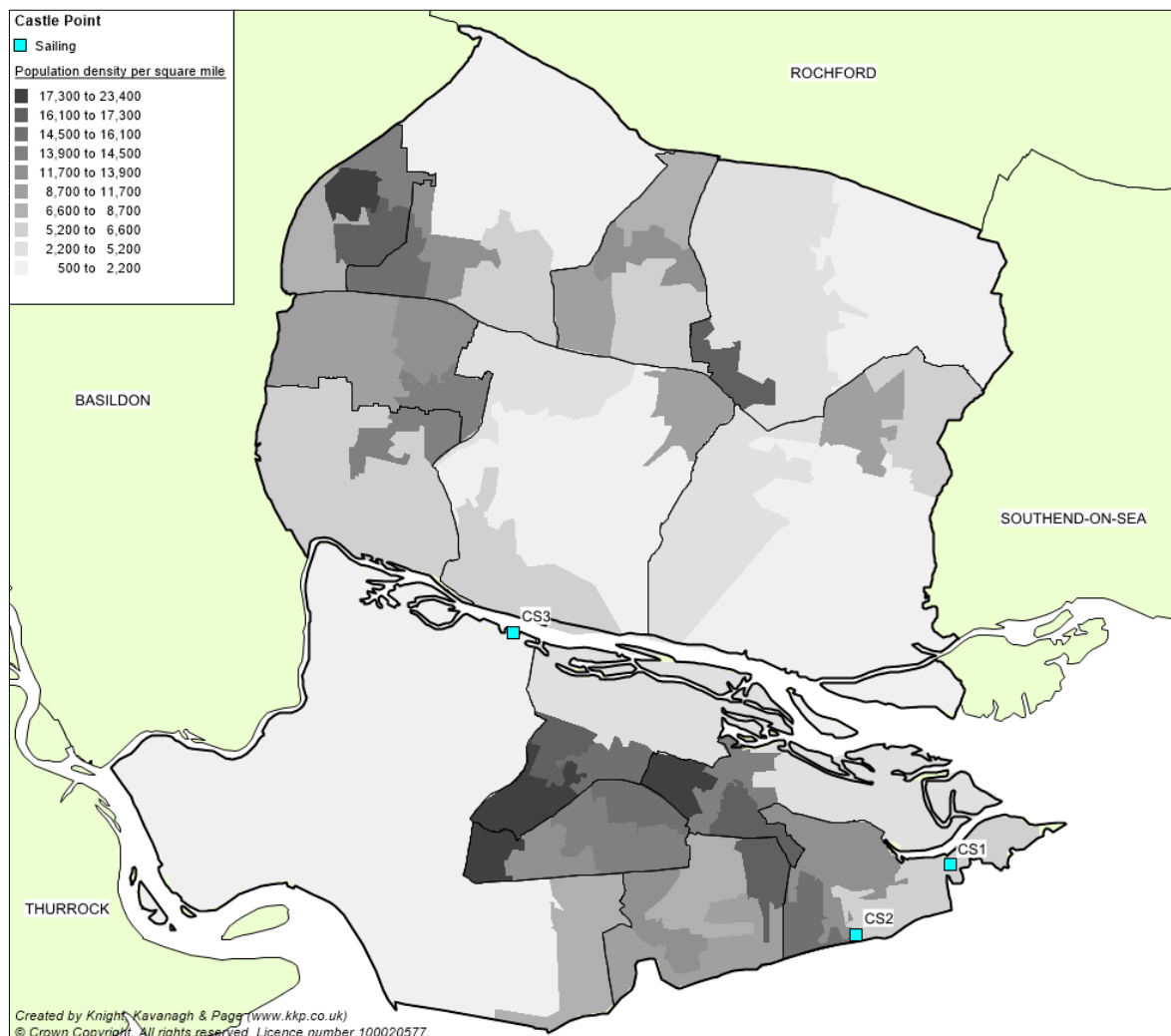
#### 8.2: Demand

The Essex coast line is a priority area for the RYA and it reports a good relationship with the majority of the clubs. NGB key priorities in the region are to:

- ◆ Support clubs with facility improvements by accessing funding streams. In 2013-2017, clubs within the East region received £1.7m capital investment to improve facilities.
- ◆ Increase the number of RYA registered training centres.
- ◆ Reduce membership churn within clubs.
- ◆ Tailor delivery programmes to increase demand, through programmes such as the Push the Boat Out, On-board programme and the Go Sailing programme.
- ◆ Develop regular sailing opportunities for people with disabilities, through the *Sailability* programme.
- ◆ Encourage more females into the sport through the *This Girl Can* programme, by encouraging clubs to deliver women only sessions.

# CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure 8.1: Water sport clubs located in Castle Point



Despite these priorities, the RYA expressed concern that there is no community sailing facility in the region due to the closure of the Southend Marine Activity Centre in 2015. Consequently, no venue delivers regular casual opportunity for sailing/water sports in the region with all such activity now delivered through local clubs.

The RYA identifies the increasing siltation of certain estuaries as a key challenge facing some clubs. Silting leads to restricted access for boat storage and reduces sailing opportunity. In addition, some clubs have been subjected to land rental increases, due to the attractive location of certain clubhouses. This increase in fees has been passed on to members, which is negatively affecting overall membership.

## Local club consultation

**Benfleet Sailing Club (BSC)** is located on Hadleigh Ray Estuary adjacent to the Town's railway station. The Club owns the land on which the boatyard and clubhouse are located. The clubhouse is a three story building, which has changing and shower facilities. The large boatyard accommodates a range of vessels from large cruising boats to small dinghies. All boats stored in the boatyard belong to members.

## CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

The Club currently has 730 members. This number has declined steadily since it peaked in 2010 - at 850. Consultation indicates that the members are getting older, with fewer younger members being introduced. To address this, BSC is currently working with the RYA to develop a Push the Boat Out programme which hopes to engage the local community. It also has concerns about the silting up of Hadleigh Ray Estuary. Over the past 10 years, water space on the estuary has reduced, restricting the number of hours available to access the water. The Club delivers competitions for local sailing clubs across a range of classes and also participates in the Nore Sailing Race; a sailboat competition along the Thames Estuary.

**Chapman Sands Yacht Club (CSYC)** is located on Canvey Island. It has a membership of c. 650, which has remained constant for the last five years. It manages its own facilities although it has a long term lease of the land from the Council. It has recently (2015) received an Inspired Facilities grant from Sport England for £20,000 to invest in a number of dinghy sailing boats and currently delivers a Go Sailing programme aimed at increasing the number of young people in the sport. The Club reports this having been successful and contributing to a subsequent 20% increase in junior membership.

**Island Yacht Club (IYC)** has a large clubhouse and has five acres of land used for boat storage. It also has a long term lease on the land it uses. Club membership stands at 560. Junior membership has seen a recent spike due the launch of a number of key programmes, including a sea cadets club and also sail scout school. It also delivers a successful dinghy programme.

### 8.3: Summary of key issues and facts

#### **Quantity**

- There are three sailing clubs within the Borough.
- BYC is the only sailing club to own its facility. The other two have long term leases.

#### **Quality**

- Club consultation indicates that facilities are good and serves the need of club members.

#### **Accessibility**

- Clubs indicate that access is restricted to residents who live locally or have car ownership.

#### **Availability**

- Clubs indicates that they would like to increase membership numbers, particularly junior members.
- Consequently, clubs are delivering junior participation programmes which appear to be yielding success as evidenced at Chapman Sands and Island Yacht clubs.

#### **Other**

- The increase in siltation of the Hadleigh Ray Estuary is a concern for BYC.
- The Royal Yachting Association is proactive in the region.

# CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

## SECTION 9: OTHER SPORTS

### 9.1: Squash

England Squash's Game Changer Strategy (2015-2017) states that squash will be the number one racquet sport played in England by 2017 and there will be net increase of 11,000 people playing the sport. This will be achieved by working across three platforms, education, leisure providers (commercial and public) and clubs to increase the supply of opportunities to play. This is supported via a range of participatory products, such as Squash 57 and Squash Girl Can. A platform is to be developed to support these programmes, which include workforce development and improving technology.

Figure 9.1 Squash courts in Castle Point and surrounding local authorities

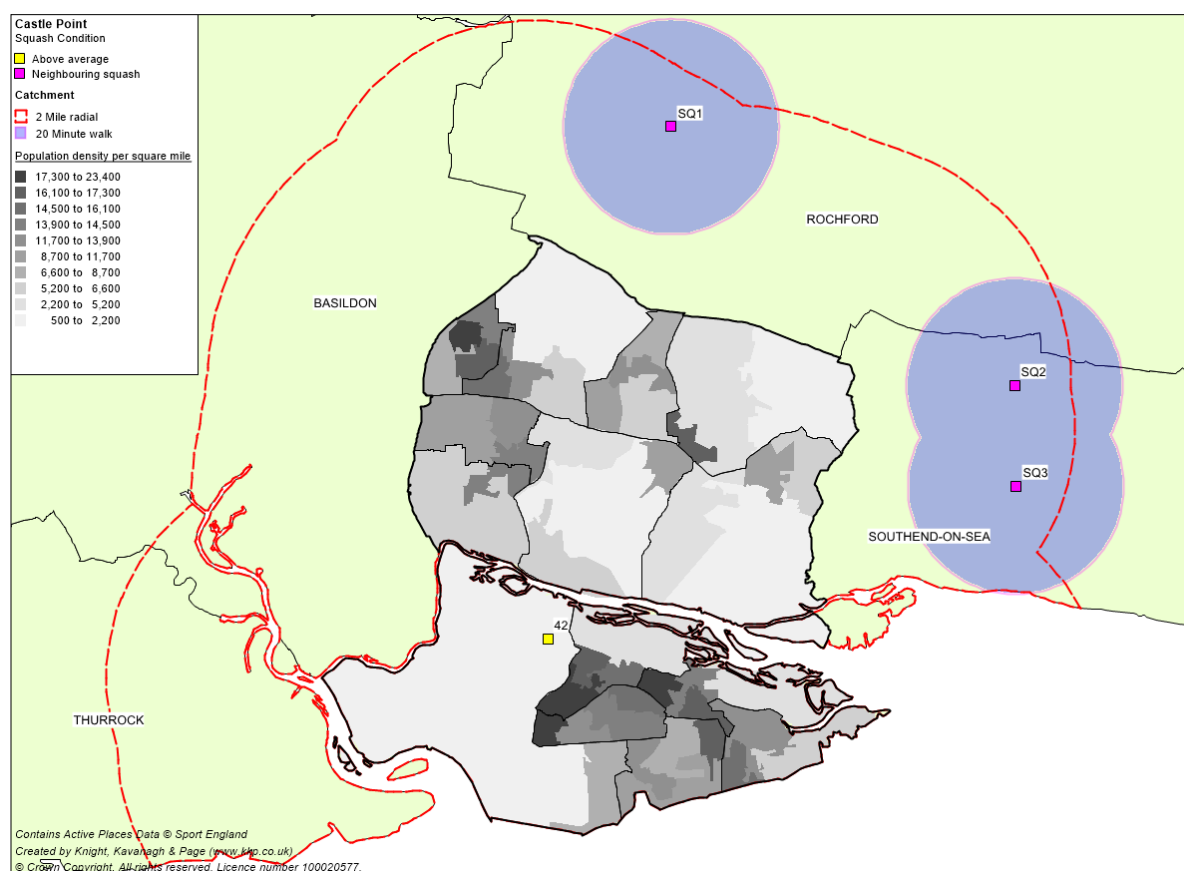


Table 9.1: Squash courts in Castle Point

Ref	Site title	Courts	Glass-backed	Condition
42	Waterside Farm Leisure Centre	3	0	Above average

Waterside Farm Leisure Centre is the sole facility providing squash in the Authority. The facility has three courts, all rated above average. Consultation indicates that the facility does not host a squash club and that demand for the sport is limited. The squash courts are regularly used as additional spinning studios; this is considered to reflect the level of reported demand for squash at the facility. Conversely, Table 9.3 indicates that there is a total of 1,335 playing or wanting to play squash in the Borough. This would appear to be



## CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

high, however, it must be noted that these people could participate in neighbouring authorities.

*Table 9.2: Squash facilities within a two mile radial catchment of Castle Point*

ID	Active Places site title	Courts	Access type	Local authority
SQ1	Rayleigh Leisure Centre	2	Pay and play	Rochford
SQ2	David Lloyd Club	2	Registered membership	Southend-on-Sea
SQ3	Westcliff High School for Boys	2	Sports club / CA*	Southend-on-Sea

(\*community association)

There are three facilities within a two mile radial catchment of the Castle Point boundary. Only Rayleigh Leisure Centre provides community available pay and play access courts.

*Table 9.3: Market segmentation Castle Point target audiences for Squash and Racketball*

Squash and racketball
<ul style="list-style-type: none"> <li>1.2% of people currently take part and a further 0.7% would like to; a total of 1,355.</li> <li>4.0% of Ben's take part in squash and racketball, the largest proportion of any group taking part, closely followed by the Tim segment at 3.4%</li> <li>Groups with the largest of the local population taking part are Tim (29.3%) and Philip (21.0%).</li> <li>Groups with the most people who would like to take part are Tim (24.9%) and Philip (21.8%).</li> <li>The main group to target, for additional participants due to size and interest is, therefore, Tim</li> </ul>

### 11.2: Table tennis

Table Tennis England (TTE) latest strategy (Mission 2025) aims to transform lives, connect communities and achieve excellence. This is to be achieved by increasing the four pillars within its strategy (participation, people, places and performance).

Key to delivering this are schools and young people. TTE recognises that getting schools and young people to embrace table tennis is paramount to its long-term growth. TTE aims to offer table tennis for young people in 500 additional community venues and (by 2025) to get the sport played in 1,000 more schools than in 2015. It has a plan to re-launch a new school-club link programme to provide a vital, sustainable partnership. A key target is that by 2025 there should be a club and/or league within 30 minutes' drive of 80% of the population.

Castle Point has one club, Canvey Island (CITTC). CITTC plays and trains at the King George V Pavilion Hall and competes in the Southend and District Table Tennis League. It competes across four divisions in the league and has c. 30 members. It has a good facility hire relationship with the Authority and has flexibility of use with regard to the number of hours required.

*Table 9.4: Market segmentation castle point target audiences for table tennis*

Table Tennis
<ul style="list-style-type: none"> <li>0.5% of people currently play and a further 0.2% would like to; an overall total of 0.7% (505).</li> <li>0.7% of Ben's play table tennis, closely followed by the Philip segment at 0.7%.</li> <li>Groups with the largest population proportion playing are Philip (15.6%) and Tim (14.7%).</li> <li>Groups with the most people who would like to play are Roger &amp; Joy (22.3%) and Tim (14.0%).</li> <li>The main group to target, for additional players due to size/interest is, therefore, Roger &amp; Joy.</li> </ul>

# CASTLE POINT BOROUGH COUNCIL

## INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

### 9.3: Boxing

Canvey Island Boxing Club is the only affiliated club in the Authority. Established in 1954, it is based at Charfleet Industrial Estate. It rents the facilities from a private landlord, with whom it has a good relationship. The dedicated facility it uses has two rinks, a small gym and both male and female changing rooms. Membership currently stands at 40, which includes both junior and senior members. There are 15 carded members at the Club, all of whom compete regularly across the County.

*Table 9.5: Market segmentation castle point target audiences for boxing*

Boxing
<ul style="list-style-type: none"> <li>0.3% (199) of people currently take part in boxing and a further 0.1% (94) indicate that they would like to, giving an overall total of 0.4% (293).</li> <li>1.5% of Ben's take part in boxing, which is the largest proportion of any group taking part, closely followed by the Jamie segment at 1.3%</li> <li>Largest population groups taking part in boxing are Ben (28.1%) and Tim (21.1%).</li> <li>Groups with the most people who would like to take part are Ben (19.1%) and Jamie (18.1%).</li> <li>The main group to target, for additional participants due to size and interest is, therefore Ben.</li> </ul>

### 11.4: Mixed martial arts

There are a number of mixed martial arts clubs in Castle Point. Research indicates that there are four in Canvey Island and two in Benfleet offering opportunities in Karate, Kung-fu and Jujitsu. Clubs use a number of facilities, ranging from industrial units to village halls.

### 9.5 Summary of key issues for other sports

<p><b>Quantity</b></p> <ul style="list-style-type: none"> <li>Waterside Farm Leisure Centre is the only facility within the Authority with squash courts; it has three and also offers pay and play access. No squash clubs operate within the Authority.</li> <li>Table tennis clubs are present in Canvey Island and Benfleet and are relatively strong.</li> <li>There is one boxing club in the Authority, providing opportunities for both male and female participants.</li> </ul> <p><b>Quality</b></p> <ul style="list-style-type: none"> <li>Waterside Farm Leisure Centre squash courts are rated above average.</li> <li>Club consultation indicates that the quality of boxing and table tennis venues are good, with facilities sufficing club requirements</li> </ul> <p><b>Accessibility</b></p> <ul style="list-style-type: none"> <li>Consultation with the table tennis and boxing club indicates venues serve local residents, and there are no reported accessibility issues.</li> </ul> <p><b>Availability</b></p> <ul style="list-style-type: none"> <li>Waterside Farm Leisure Centre offers pay and play squash access, however, there are no clubs which operate from the venue.</li> <li>Both the sports of boxing and table tennis allow opportunities for pay and play as well as membership opportunities at the respective clubs/organisations.</li> </ul>
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# CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

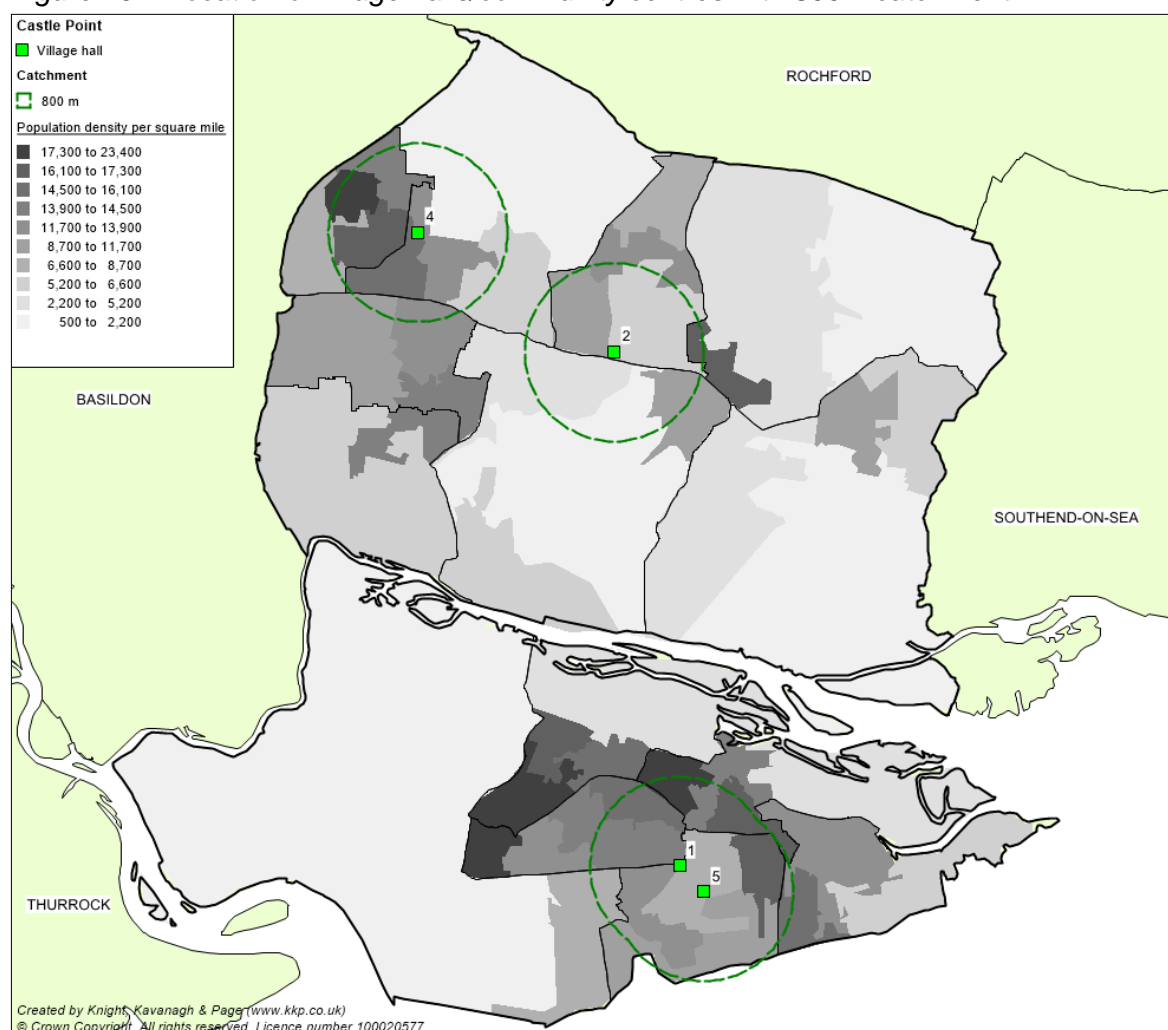
## SECTION 10: VILLAGE HALLS/COMMUNITY CENTRES

### Introduction

Village halls and community centres are important recreational facilities, especially in rural areas and areas where day time access to sports centres is restricted. They are usually multi-functional, providing places for meetings, socialising and for sports and recreation clubs and activities. In some parishes, a church hall or a sports pavilion can also serve a range of functions depending on its size. Figure 10.1 indicates the spread of village halls/community centres in Castle Point.

### 10.1 Supply

Figure 10.1 Location of village halls/community centres with 800m catchment



This shows that village halls/community centres are restricted to the main towns in the Borough. This reflects the accessibility analysis, in which only 28.2% of the local population live within 800m of a facility.

## CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

*Table 10.1: Village halls and community centres and known sporting/physical activity*

Map ID	Village hall	Reported activity
1	The Paddocks Community Centre	Zumba evening classes
2	Runnymede Hall	Range of ballroom dancing classes.
4	Woodside Hall	Keep fit classes
5	King George V Pavilion Hall	Table Tennis, dance, yoga, short mat bowls.

### 10.2 Demand

Research undertaken for the audit suggests that demand for village hall/community centre space is high, highlighting the importance of these sites in ensuring that there is a good range of local sport and physical activity provision available for residents in Castle Point. Activities range from traditional dance classes in Runnymede hall to table tennis in King George V Pavilion Hall.

Although there is spare capacity in sports halls across the Authority, there is limited capacity during the day as all but one of the sports halls (Waterside Farm Leisure Centre) are located on educational sites. Village and community halls can play a key role in providing provision for sport and physical activity. This is pertinent not only in areas where access to sports halls is restricted, but also in rural areas and areas which suffer from poor public transport links.

### 10.3 Summary of village halls and community centres key facts and issues

- ▶ The audit identified five village and community halls in Castle Point.
- ▶ Less than one third (28.2%) of the population lives within an 800-metre catchment of a site.
- ▶ Demand for space is high, with a range of activities offered across sites.
- ▶ A variety of activities is delivered in village halls ranging from dancing to short mat bowls. (Short mat bowls is played at two venues)

# CASTLE POINT BOROUGH COUNCIL

## INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

### SECTION 11: SWOT ANALYSIS

#### 11.1 Strengths

- ▶ The majority of community available swimming pools, fitness facilities and sports halls are either rated good or above average.
- ▶ Waterside Farm Leisure Centre has three above average community available squash courts.
- ▶ Of the 12 dance studios in the Authority, seven are rated good or above average.
- ▶ Castle Point BC has made recent investment at both Waterside Farm Leisure Centre and Runnymede Leisure Centre.
- ▶ Over 80% of the population live within a mile of a community available sports hall and health and fitness provision.
- ▶ All schools allow for community use within their sports halls.
- ▶ There is a modelled positive supply demand balance of sports halls and fitness provision in the Authority.
- ▶ The Authority has an indoor tennis facility, which provides a range of activities aimed at increasing participation in the sport. A successful tennis club is located at the facility.
- ▶ Waterside Farm Leisure Centre offers a wide range of activities, including GP referral programmes, walking netball and walking football
- ▶ Active Castle Point has established a number of activities to support Active Essex's strategic objectives.
- ▶ Two swimming clubs provide opportunities in junior, masters and disability swimming.
- ▶ Village halls offer opportunities in a variety of activities, including short mat bowls and dance.

#### 11.2: Weaknesses

- ▶ Just over one third of the population lives (35.1%) within a mile of a community available swimming pool. Two thirds thus have greater reliance on cars or public transport to access them.
- ▶ Compared to neighbouring local authorities, Castle Point has relatively few village halls.
- ▶ Although the Authority has three above average community available courts squash courts, there is a reported lack of demand for the sport and courts are regularly used for fitness classes such as spin cycling.
- ▶ Active People Survey, however, reports high demand for squash in the Authority relative to the number of courts. This would suggest residents travel to neighbouring authorities to play squash.
- ▶ A variety of sports hall management operators results in limited coordination to address local needs.
- ▶ Workforce development is a challenge for both Cartwheels Gymnastics Club and Canvey Island Swimming Club which is restricting the expansion of the respective clubs.
- ▶ Sports club network is limited in certain sports, for example; badminton and squash, which restricts development to pay and play opportunities within the respective sports and does not necessarily support the development of individual athletes to compete at a higher level.

#### 11.3 Opportunities

- ▶ CPBC has the opportunity to facilitate programmes which link to the strategic objectives of the Council as it manages the two key sites: Runnymede and Waterside Farm leisure centres.
- ▶ The potential exists to develop programmes aimed at increasing participation and supporting healthy and active communities across Castle Point as does the opportunity for organising complementary activities at the two Local Authority sites.

## CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

- ▶ To work with neighbouring authorities and Virgin Active to develop swimming opportunities that can cope with increased future demand.
- ▶ Consider how to support the RYA, which is working with a number of sailing clubs in the Authority, to create more opportunities for young people to participate in the sport.
- ▶ Work with Cartwheels Gymnastics Club, in partnership with British Gymnastics, to identify a structure which will allow the Club to expand whilst supporting athlete development in the region.
- ▶ All sports halls apart from Waterside Farm Leisure Centre have reported spare capacity, resulting in opportunities to develop more sporting activity across the Borough.
- ▶ Work with England Squash and local enthusiasts to drive up participation in squash in the Borough.

### 11.4: Threats

- ▶ The increasing financial constraints within which CPBC has to work.
- ▶ The rising age profile of the population is likely to lead to increased demand for facilities during peak periods and during the day (when education stock is generally unavailable), thus putting increased pressure on Waterside Farm Leisure Centre.
- ▶ The high demand from neighbouring authorities for swimming in Castle Point and the future population increases will put increasing strain on existing community available swimming provision in the Authority.
- ▶ Although there has been recent investment in Local Authority swimming provision, the age of the stock at the two local authority sites is still over 40 years old. Should facilities require major investment and close for a significant time, the supply for swimming would be adversely affected.
- ▶ If investment in sport/physical activity facilities is not coordinated opportunities via CIL or s.106 will be implemented on a piecemeal basis to less than optimum impact.
- ▶ The limited level of influence that CPBC has on educational facilities, which make up a significant number of facilities in the Borough.

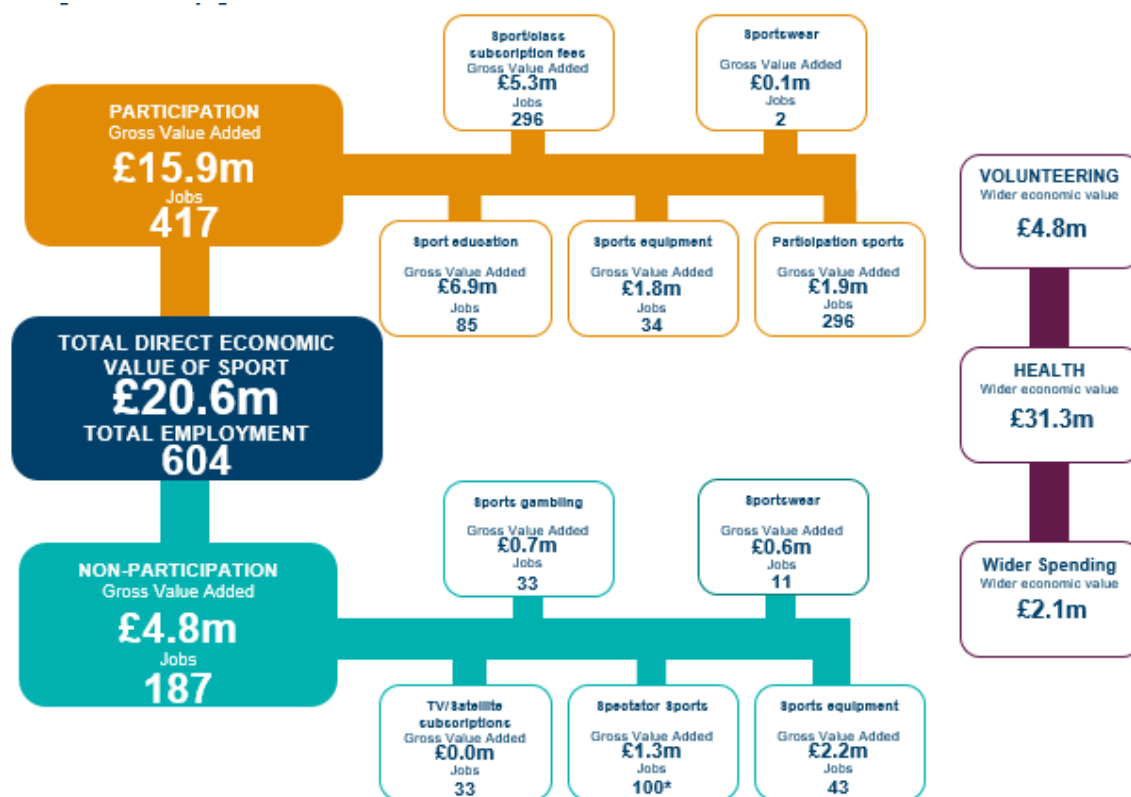
### 11.5: Summary and strategic recommendations

Key strategic recommendations therefore include to:

- ▶ Improve the basis of strategic work across a range of agencies including Public Health and Active Castle Point to ensure that real progress is made in respect of all aspects of increasing physical activity and sport.
- ▶ Ensure that CPBC owned facilities make a progressively greater (and measured) contribution to the needs of all residents and are fully available to all the Borough's communities through targeted initiatives, facilities, programming and training.
- ▶ Work with neighbouring authorities and the other swimming pool operators in Castle Point to ensure future demand for swimming can be accommodated.
- ▶ Improve the breadth, depth and quality of performance management data collected (and shared) and the associated analysis of facility usage to inform future marketing, promotion, programming and pricing etc.
- ▶ Ensure that all school sports facilities continue to accommodate for community use.
- ▶ Coordinate community access to, and the programming and pricing of, facilities (including schools) across the Borough within the public estate.
- ▶ Support other developments (via planning, developer contributions and officer expertise) which may assist in increasing sport and physical activity within the wider community.
- ▶ Continue to work with local sports clubs to ensure facilities and workforce development programmes continue to meet the needs of all clubs
- ▶ Identify ongoing investment, maintenance and refurbishment requirements to protect and improve existing sports facilities

# CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

## Appendix 1: Economic impact of sport – Castle Point





# CASTLE POINT BOROUGH COUNCIL

## INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

### Appendix 2: Mosaic segmentation-

<p><b>City Prosperity</b></p> 	<p>Work in high status positions. Commanding substantial salaries they are able to afford expensive urban homes. They live and work predominantly in London, with many found in and around the City or in locations a short commute away. Well-educated, confident and ambitious, this elite group is able to enjoy their wealth and the advantages of living in a world-class capital to the full.</p>
<p><b>Prestige Positions</b></p> 	<p>Affluent married couples whose successful careers have afforded them financial security and a spacious home in a prestigious and established residential area. While some are mature empty-nesters or elderly retired couples, others are still supporting their teenage or older children.</p>
<p><b>Country Living</b></p> 	<p>Well-off homeowners who live in the countryside often beyond easy commuting reach of major towns and cities. Some people are landowners or farmers, others run small businesses from home, some are retired and others commute distances to professional jobs.</p>
<p><b>Rural Reality</b></p> 	<p>People who live in rural communities and generally own their relatively low cost homes. Their moderate incomes come mostly from employment with local firms or from running their own small business.</p>
<p><b>Senior Security</b></p> 	<p>Elderly singles and couples who are still living independently in comfortable homes that they own. Property equity gives them a reassuring level of financial security. This group includes people who have remained in family homes after their children have left, and those who have chosen to downsize to live among others of similar ages and lifestyles.</p>
<p><b>Suburban Stability</b></p> 	<p>Typically mature couples or families, some enjoying recent empty-nest status and others with older children still at home. They live in mid-range family homes in traditional suburbs where they have been settled for many years.</p>
<p><b>Domestic Success</b></p> 	<p>High-earning families who live affluent lifestyles in upmarket homes situated in sought after residential neighbourhoods. Their busy lives revolve around their children and successful careers in higher managerial and professional roles.</p>
<p><b>Aspiring Homemakers</b></p> 	<p>Younger households who have, often, only recently set up home. They usually own their homes in private suburbs, which they have chosen to fit their budget.</p>

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<p><b>Family Basics</b></p> 	<p>Families with children who have limited budgets and can struggle to make ends meet. Their homes are low cost and are often found in areas with fewer employment options.</p>
<p><b>Transient Renters</b></p> 	<p>Single people who pay modest rents for low cost homes. Mainly younger people, they are highly transient, often living in a property for only a short length of time before moving on.</p>
<p><b>Municipal Challenge</b></p> 	<p>Long-term social renters living in low-value multi-storey flats in urban locations, or small terraces on outlying estates. These are challenged neighbourhoods with limited employment options and correspondingly low household incomes.</p>
<p><b>Vintage Value</b></p> 	<p>Elderly people who mostly live alone, either in social or private housing, often built with the elderly in mind. Levels of independence vary, but with health needs growing and incomes declining, many require an increasing amount of support.</p>
<p><b>Modest Traditions</b></p> 	<p>Older people living in inexpensive homes that they own, often with the mortgage nearly paid off. Both incomes and qualifications are modest, but most enjoy a reasonable standard of living. They are long-settled residents having lived in their neighbourhoods for many years.</p>
<p><b>Urban Cohesion</b></p> 	<p>Settled extended families and older people who live in multi-cultural city suburbs. Most have bought their own homes and have been settled in these neighbourhoods for many years, enjoying the sense of community they feel there.</p>
<p><b>Rental Hubs</b></p> 	<p>Predominantly young, single people in their 20s and 30s who live in urban locations and rent their homes from private landlords while in the early stages of their careers, or pursuing studies.</p>









## CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

### Appendix 3: Castle Point Consultation List





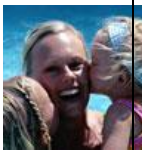



Name	Designation	Organisation
Trudie Bragg	Head of Environment	Castle Point BC
Shane Williams	Leisure and Community Services General Manager	
Lisa Campen	Office and Marketing Manager	
Rob Hayne	Strategic Lead, Business Operations	Active Essex
Linda Gaine	Strategic Lead Delivery Manager	Active Essex
Steve Bish	Partnership Development Manager (Castle Point)	Active Castle Point
Lyndsey Barrett	Director & Senior Occupational Therapist	Sport for Confidence
Dennis Freeman Wright	Head of Facilities	Swim England
Darren Clarke	Regional Facilities Project Manager - East	Lawn Tennis Association
Natalie Laws	Business Support Officer - Facility	British Gymnastics
Emily St John	Head of Partnership Networks (Partnership Manager East & London)	England Netball
Duncan Jenkinson	Regional Club and Facilities Manager	England Cricket Board
Robbie Bell	Regional Development Officer- East	Royal Yachting Association
Orla Foley-Wright	Club Chairman	Runnymede Swimming Club
	Club Secretary	Canvey Island Swimming Club
	Club Coach	Cartwheels Gymnastics Club
Ken Field	Chairman	Essex Table Tennis Association
Trevor Ockendon	Site Manager	The Appleton School
Allan Wilson	Business Manager	The Cornelius Vermuyden School
Sam Wood	Sports Centre Manager	Deanes School Sports Centre
Matt Torrance	Sports Centre Manager	Seevic College
Nicholas Wright	Club Secretary	The Island Yacht Club
Paul Fleet	Club Commodore	Benfleet Yacht Club
Bill Gosnold	Club Secretary	Chapman Sands Sailing Club
	Duty Manager	Island Gym
	Duty Manager	Oasis Ladies
	Duty Manager	Seevic College
	Duty Manager	Virgin Active Club (Thundersley)
	Duty Manager	Anytime Fitness

# CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

## Appendix 4: Sport England Market Segmentation









	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	<b>Ben</b> Competitive Male Urbanites  Also known as Josh, Luke, Adam, Matesuz, Kamil	Male, recent graduates, with a 'work-hard, play-hard' attitude. <i>Graduate professional, single.</i>	18-24	ABC1	69%	4.9%	Ben is a heavy internet user, using it for sports news, personal emails, social networking and buying films, games and tickets. He is highly responsive to internet advertising.		Ben is a very active type and takes part in sport on a regular basis. He is the sportiest of the 19 segments. Ben's top sports are football (33%), keep fit/ gym (24%), cycling (18%), athletics including running (15%) and swimming (13%).
					39%				
	<b>Jamie</b> Sports Team Lads  Also known as Ryan, Nathan, Ashley, Adeel, Pawel	Young blokes enjoying football, pints and pool. <i>Vocational student, single.</i>	18-24	C2DE	59%	5.4%	Jamie is a prolific mobile phone user and as uses this as a primary source of information. He likes to text rather than talk, and uses 3G for sports results and SMS text information services.		Jamie is a very active type that takes part in sport on a regular basis. Jamie's top sports are football (28%), keep fit and gym (22%), athletics including running (12%), cycling (12%) and swimming (10%).
					31%				
	<b>Chloe</b> Fitness Class Friends  Also known as Nisha, Sophie, Lauren, Charlotte, Lucy	Young image-conscious females keeping fit and trim. <i>Graduate professional, single.</i>	18-24	ABC1	56%	4.7%	Chloe is a heavy internet and mobile phone user. She uses her mobile to keep in contact with friends and family, preferring this to her landline. Chloe has a new 3G phone which provides internet access but is still likely to use text as her first source of information.		Chloe is an active type that takes part in sport on a regular basis. Chloe's top sports are keep fit/ gym (28%), swimming (24%), athletics including running (14%), cycling (11%) and equestrian (5%).
					23%				
	<b>Leanne</b> Supportive Singles  Also known as Hayley, Kerry, Danielle, Nisha, Saima	Young busy mums and their supportive college mates. <i>Student or PT vocational, Likely to have children.</i>	18-24	C2DE	42%	4.3%	Leanne is a light internet user and a heavy mobile phone user, using this instead of a landline to contact friends. She uses SMS text services and also entertainment features on her mobile. Leanne's mobile is likely to be pay-as-you-go and she responds to text adverts.		Leanne is the least active segment of her age group. Leanne's top sports are keep fit/ gym (23%), swimming (18%), athletics including running (9%), cycling (6%) and football (4%).
					17%				

# CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT









	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	<b>Helena</b> Career Focused Female  Also known as Claire, Tamsin, Fiona, Sara, Joanne	Single professional women, enjoying life in the fast lane. <i>Full time professional, single.</i>	26-45	ABC1	53%	4.6%	Helena always has her mobile and PDA on hand so that she is contactable for work and social calls. She is a heavy internet user, but mainly from home, and uses this as her primary source of information.		Helena is a fairly active type that takes part in sport on a regular basis. Helena's top sports are keep fit/ gym (26%), swimming (22%), cycling (11%), athletics including running (9%), and equestrian (3%).
					19%				
	<b>Tim</b> Settling Down Males  Also known as Simon, Jonathan, Jeremy, Adrian, Marcus	Sporty male professionals, buying a house and settling down with partner. <i>Professional, may have children, married or single.</i>	26-45	ABC1	62%	8.8%	Tim's main source of information is the internet -he uses this for information on property, sports and managing his finances. He is a heavy mobile phone user and likes to access information 24/7. Tim will often buy things online and is relatively likely to use SMS text alerts and 3G services.		Tim is an active type that takes part in sport on a regular basis. Tim's top sports are cycling (21%), keep fit/ gym (20%), swimming (15%), football (13%) and golf (7%).
					27%				
	<b>Alison</b> Stay at Home Mums  Also known as Justine, Karen, Suzanne, Tamsin, Siobhan	Mums with a comfortable, but busy, lifestyle. <i>Stay-at-home mum, children, married.</i>	36-45	ABC1	55%	4.4%	Alison is a medium TV viewer and may have a digital package, but is unlikely to respond to TV advertising. She is a medium internet user and is unlikely to respond to internet advertising, but will use it as a source of information to aid her decision-making. She has a pay-as-you-go mobile for emergencies, but prefers to use her landline.		Alison is a fairly active segment with above average levels of participation in sport. Alison's top sports are: keep fit/ gym (27%), swimming (25%), cycling (12%), athletics including running (11%), and equestrian (3%).
					20%				
	<b>Jackie</b> Middle England Mums  Also known as Andrea, Cheryl, Deborah, Jane, Louise	Mums juggling work, family and finance. <i>Vocational job, may have children, married or single.</i>	36-45	C1C2D	47%	4.9%	Jackie is a medium TV viewer, enjoying soaps, chat shows and dramas, and has Freeview digital channels. She is a light and cautious internet user, but has been encouraged by her children's prolific usage and is becoming more confident herself.		Jackie has above average participation levels in sport, but is less active than other segments in her age group. Jackie's top sports are keep fit/ gym (22%), swimming (20%), cycling (9%), athletics including running (6%), and badminton (2%).
					16%				



# CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	<b>Kev</b> Pub League Team Mates  Also known as Lee, Craig, Steven, Tariq, Dariusz.	Blockes who enjoy pub league games and watching live sport. <i>Vocational job, may have children, married or single.</i>	36-45	DE	43%	5.9%	Kev is a heavy TV viewer, likely to have a digital or cable package for extra sports coverage. He is a heavy radio listener and is likely to favour local commercial stations. Kev uses his mobile phone for social reasons but will not respond to text advert.		Kev has above average levels of participation in sport. Kev's top sports are keep fit/ gym (14%), football (12%), cycling (11%), swimming (10%) and athletics including running (6%).
					17%				
	<b>Paula</b> Stretched Single Mum  Also known as Donna, Gemma, Shelley, Tina, Tammy	Single mums with financial pressures, childcare issues and little time for pleasure. <i>Job seeker or part time low skilled worker, children, single.</i>	26-45	DE	36%	3.7%	Paula is a heavy TV viewer, enjoying quiz and chat shows, reality TV and soaps. She is likely to have a digital or cable package. Paula does not have internet access at home, and is a heavy mobile phone user, although this is likely to be pay-as-you-go.		Paula is not a very active type and her participation is lower than that of the general adult population. Paula's top sports are keep fit/ gym (18%), swimming (17%), cycling (5%), athletics including running (4%) and football (3%).
					13%				
	<b>Philip</b> Comfortable Mid Life Male  Also known as Graham, Colin, Keith, Stuart, Clive	Mid-life professional, sporty males with older children and more time for themselves. <i>Full time job and owner occupied, children, married.</i>	46-55	ABC1	51%	8.7%	Philip is a medium TV viewer, likely to have digital and use interactive services for sports and business news. He is a heavy radio listener. Philip is comfortable purchasing over the phone and internet, but is unlikely to respond to SMS text alerts.		Philip's sporting activity levels are above the national average. Philip's top sports are cycling (16%), keep fit/ gym (15%), swimming (12%), football (9%), and golf (8%).
					20%				
	<b>Elaine</b> Empty Nest Career Ladies  Also known as Carole, Sandra, Penelope, Julie, Jacqueline	Mid-life professionals who have more time for themselves since their children left home. <i>Full time job and owner occupied, married.</i>	46-55	ABC1	43%	6.1%	Elaine is a light TV viewer, loyal to mainstream terrestrial channels. Elaine is a medium radio listener, likely to prefer BBC Radio 2 or 4 and Classic FM. A moderate internet user, she browses news and lifestyle sites. Elaine reads broadsheets, such as the Daily Telegraph, and women's lifestyle magazines. She would not respond to sms text alerts, nor to cold-calling.		Elaine's sporting activity levels are similar to the national average. Elaine's top sports are keep fit/ gym (21%), swimming (18%), cycling (7%), athletics including running (3%) and tennis (2%).
					12%				







# CASTLE POINT BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	<b>Roger &amp; Joy</b> Early Retirement Couples  Also known as Melvyn, Barry, Geoffrey, Linda, Susan, Patricia	Free-time couples nearing the end of their careers. <i>Full-time job or retired, married.</i>	56-64	ABC1	38%	6.8%	Roger and Joy are medium TV viewers and heavy radio listeners. They regularly read the Times of Daily Telegraph, and a local paper. They have increased their use of the internet and may now have access to it at home.		Roger and Joy are slightly less active than the general population. Roger and Joy's top sports are keep fit/ gym (13%), swimming (13%), cycling (8%), golf (6%), and angling (2%).
					10%				
	<b>Brenda</b> Older Working Women  Also known as Shirley, June, Maureen, Janet, Diane	Middle aged ladies, working to make ends meet. <i>Part-time job, married.</i>	46-64	C2DE	29%	4.9%	Brenda is a heavy TV viewer and is likely to respond to TV advertising. She is a medium radio listener, preferring local commercial stations. Brenda rarely has access to the internet, and is an infrequent mobile user. She enjoys reading the Mirror or the Sun.		Brenda is generally less active than the average adult. Brenda's top sports are keep fit/ gym (15%), swimming (13%), cycling (4%), athletics including running (2%) and badminton (1%).
					8%				
	<b>Terry</b> Local 'Old Boys'  Also known as Derek, Brian, Malcolm, Raymond, Michael	Generally inactive older men, low income, little provision for retirement. <i>Job Seeker, married or single.</i>	56-64	DE	26%	3.7%	Terry is a high TV viewer, both at home and in the pub, particularly enjoying live sports coverage. He reads the tabloids on a daily basis. Terry does not use the internet, and does not feel he is missing out. He is unlikely to have a mobile phone.		Terry is generally less active than the average adult. Terry's top sports are keep fit/ gym (8%), swimming (6%), cycling (6%), angling (4%), and golf (4%).
					9%				
	<b>Norma</b> Late Life Ladies  Also known as Pauline, Angela, Irene, Denise, Jean	Older ladies, recently retired with a basic income to enjoy their lifestyles. <i>Job seeker or retired, single.</i>	56-64	DE	23%	2.1%	Norma is a high TV viewer, enjoying quiz shows, chat shows, soaps and religious programmes. Most new technology has passed her by, having no internet access or mobile phone, but she uses her landline to call her family.		Norma is generally less active than the average adult. Norma's top sports are keep fit/ gym (12%), swimming (10%), cycling (2%), bowls (1%) and martial arts/ combat (1%).
					6%				



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	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	<b>Ralph &amp; Phyllis</b> Comfortable Retired Couples  Also known as Lionel, Arthur, Reginald, Beryl, Peggy, Marjorie	Retired couples, enjoying active and comfortable lifestyles. <i>Retired, married or single.</i>	66+	ABC1	28%	4.2%	Ralph and Phyllis are medium to light TV viewers, preferring to be out and about instead. They are unlikely to have access to the internet, although it is something they are considering. They read the newspaper daily: either the Daily Telegraph or Times.		Ralph and Phyllis are less active than the average adult, but sportier than other segments of the same age group. Ralph and Phyllis' top sports are keep fit/ gym (10%), swimming (9%), golf (7%), bowls (4%), and cycling (4%).
					9%				
	<b>Frank</b> Twilight Years Gent  Also known as Roy, Harold, Stanley, Alfred, Percy	Retired men with some pension provision and limited exercise opportunities. <i>Retired, married or single</i>	66+	C1C2D	21%	4.0%	Frank is a heavy TV viewer and enjoys watching live sport and notices TV advertising, which he is influenced by. He does not use the internet and is nervous of computers. Frank reads a newspaper most days, either the Daily Mail or Express. He does not have a mobile phone.		Frank is generally much less active than the average adult. Frank's top sports are golf (7%), keep fit/ gym (6%), bowls (6%), swimming (6%) and cycling (4%).
					9%				
	<b>Elsie &amp; Arnold</b> Retirement Home Singles  Also known as Doris, Ethel, Gladys, Stanley, Walter, Harold	Retired singles or widowers, predominantly female, living in sheltered accommodation. <i>Retired, widowed.</i>	66+	DE	17%	8.0%	Elsie and Arnold are heavy TV viewers, enjoying quiz shows, religious programmes and old films. They generally do not have access to the internet or use a mobile phone, and only use their landline to call family		Elsie and Arnold are much less active than the average adult. Their top sports are keep fit/ gym (10%), swimming (7%), bowls (3%), golf (1%) and cycling (1%).
					5%				