



TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

FINAL REPORT: NOVEMBER 2016

Quality, Integrity, Professionalism

1-2 Frecheville Court ◀ off Knowsley Street ◀ Bury BL9 0UF
T 0161 764 7040 ◀ **F** 0161 764 7490 ◀ **E** mail@kcp.co.uk ◀ **www.kcp.co.uk**



6543

TENDRING DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

CONTENTS

SECTION 1: INTRODUCTION	4
SECTION 2: BACKGROUND	7
SECTION 3: INDOOR SPORTS FACILITIES ASSESSMENT APPROACH	23
SECTION 4: SPORTS HALLS	26
4.1 Supply	26
4.2 Demand	32
4.3 Sport England's Facilities Calculator (SFC)	38
4.4: Supply and demand analysis	38
4.5 Summary of key facts and issues	39
PART 5: SWIMMING POOLS	40
5.1 Supply	40
5.2 Demand	45
5.3 Supply and demand analysis	46
5.4 Sport England's Facilities Calculator (SFC)	46
5.5 Summary of key facts	47
SECTION 6: HEALTH AND FITNESS SUITES	48
6.1: Supply	48
6.2: Demand	52
6.3: Supply and demand analysis	53
6.4 Dance studios	53
6.4 Summary of key facts and issues	54
SECTION 7: INDOOR BOWLS	55
SECTION 8: SQUASH	58
SECTION 9: OTHER SPORTS	62
8.1 Boxing	62
8.2 Judo	62
8.3 Karate	62
8.4 Summary	62
SECTION 9 SWOT ANALYSIS	63
9.1 Strengths	63
9.2: Weaknesses	63
9.3 Opportunities	64
9.4: Threats	64
9.5: Summary and strategic recommendations	65

TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

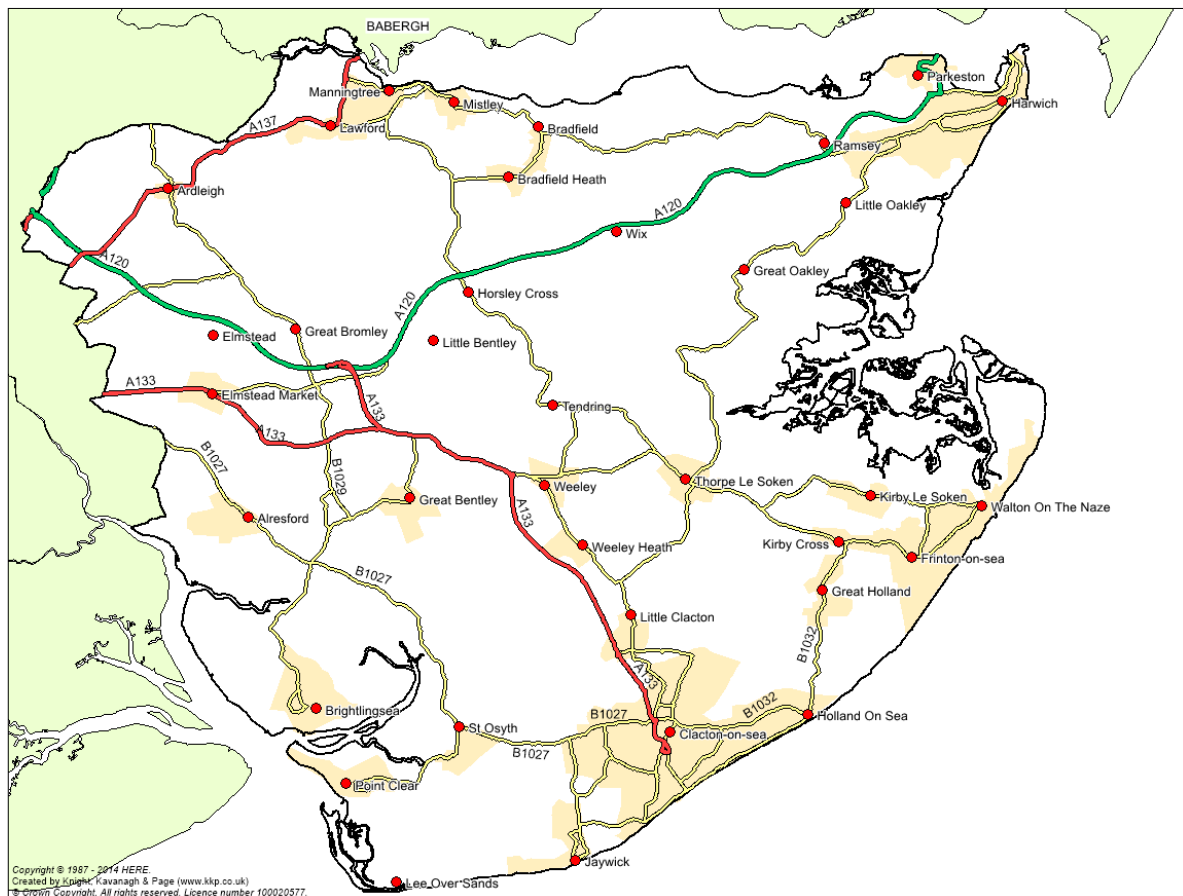
SECTION 1: INTRODUCTION

1.1 Background

Knight, Kavanagh & Page Ltd (KKP) was appointed by Tendring District Council (TDC) to undertake an assessment of opens spaces, playing pitches and formal indoor sports facility needs in the District to assist the Council to strategically plan for the future. This report provides a detailed assessment of the current provision of indoor and built sports facilities, identifying needs and gaps in provision.

TDC is a local government district in north east Essex. Its eastern and southern areas are largely urbanised and host the coastal towns of Clacton upon Sea, Walton-on-the-Naze and Harwich. The western and central areas of the authority are predominantly rural. It is noted that Colchester, which borders Tendring, to the west, is relatively heavily populated. The highway network consists of three major roads. The A120 provides connections east to west, linking Colchester to Harwich, the A133 connects the west of the district with the south (Clacton) and the A137 links Colchester to Manningtree.

Figure 1.1: Tendring District Council with main roads



TENDRING DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

1.2 Scope of the project

This report provides detail as to what exists in the District, its condition, location, availability and overall quality. It considers the demand for facilities based on population distribution, planned growth and taking account of health and economic deprivation. The sports facilities covered include: sports halls, swimming pools, health and fitness, indoor bowls and other specialist sports. In delivering this report KKP has:

- ◀ Individually identified and audited; sports halls (conventional i.e. 3+ court halls as per Sport England definitions), swimming pools (minimum length 20m), health and fitness facilities, (including, dance studios) and squash courts (public, private and voluntary sector owned/managed).
- ◀ Analysed the supply and demand of facilities to identify gaps in provision 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, gaps in provision and opportunities for improved service in order to increase participation levels.

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

- ◀ Identify local needs and quantify levels of demand.
- ◀ Audit existing facility provision.

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.
- ◀ Consideration of potential participation rates and modelling of likely demand.
- ◀ Audit of indoor facilities provided by public, private, voluntary and education sectors.
- ◀ 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.

1.3 Report structure

The Royal Town Planning Institute (RTPI) in a new 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 collaborative |
| ◀ Be genuinely strategic | ◀ Have strong leadership and |
| ◀ Be spatial | ◀ Be accountable to local electorates. |

TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

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

- ◆ Section 2 - a review of background policy documentation at national, regional and local levels which underpins the need for this report and a profile of the population and socio-demographic characteristics of the District.
- ◆ Section 3 - description of methodology employed to review indoor provision.
- ◆ Section 4 - review of sports hall provision.
- ◆ Section 5 - review of swimming pool provision.
- ◆ Section 6 - review of health and fitness provision.
- ◆ Section 7 - review of indoor bowls
- ◆ Section 8 - review of other significant sports in the District.
- ◆ Section 9 - identification of strengths, weaknesses, opportunities and threats, followed by strategic recommendations.

TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

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 need for all levels of sport and all sectors of the community. This draft assessment report has been produced for the District 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



'Sporting Future: A New Strategy for an Active Nation'

This new 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 the needs of the customer and enable them to engage in sport and physical activity.
- ✦ Strengthen the sport sector and make it more effective and resilient

TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

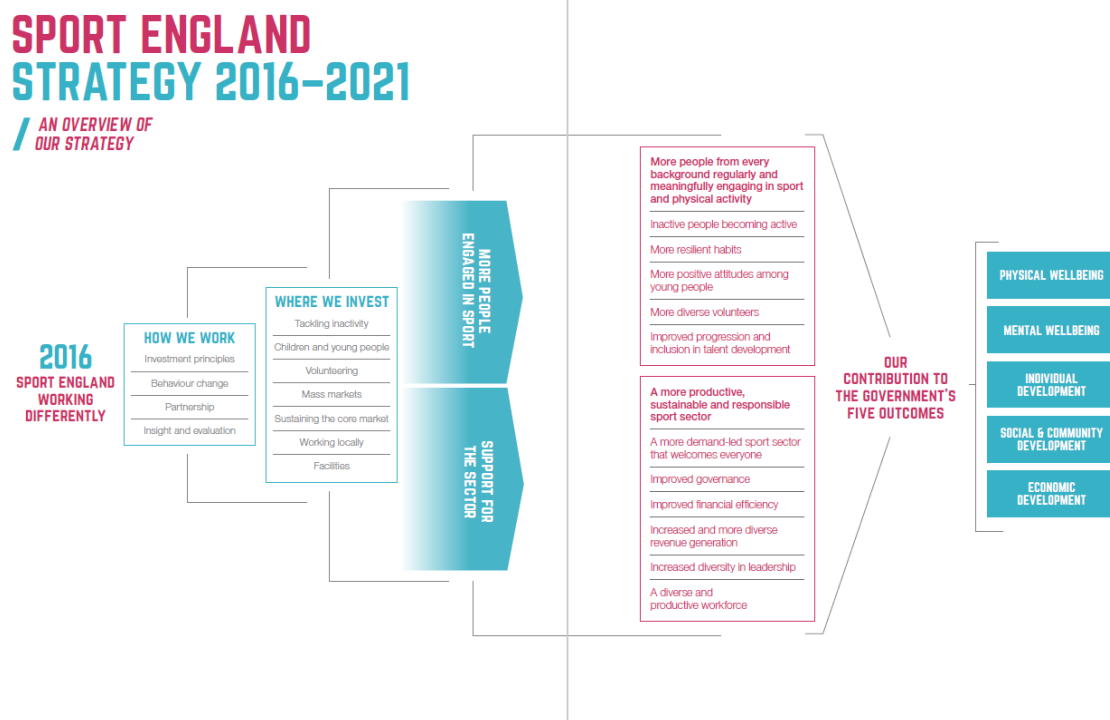
Sport England: Towards an Active Nation

In its new strategy, Sport England has identified 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 will be underpinned by a new Workforce Strategy and a new Coaching Plan.

Figure 2.2: Sport England Strategy 2016-2021



National Planning Policy Framework 2012

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

- ✦ Economic
- ✦ Social
- ✦ Environmental

TENDRING DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

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 through promoting 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 2010, sport and sport-related activity contributed £20.3 billion to the English economy; 1.9% of the England total. The contribution to employment is even greater with sport and sport-related activity estimated to support over 400,000 full-time equivalent jobs, 2.3% of all jobs in England.

Volunteering in sport, and the health benefits derived, also have an impact on the economy. The estimated economic value of sport-related volunteering is £2.7 billion. The annual value of health benefits from people taking part in sport is estimated at £11.2 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 include 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 Tendring 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.

TENDRING DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

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.

In 2015-16 schools with 16 or fewer eligible pupils received £500 per pupil while those with 17 or more received £8,000 plus a payment of £5 per head. 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. It also appears likely that the allocation of funds generated via the proposed 'Sugar Tax' will continue to fund school sport at some level.

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

Tendring's Corporate Plan 2010-2016. Tendring Life: A place to be proud of.

The Council's Corporate Plan (Tendring Life) sets out the Council's long term aims to shape and develop the District. Its purpose is to focus the full resources of the Authority on improving and sustaining the economic, social and environmental fabric ensuring Tendring is a place residents, businesses and visitors can be proud of. The key priorities to achieving this are summarised below:

- ◆ Build a thriving local tourism industry which supports and enhances both coastal towns and the countryside. This will be achieved by stimulating investment in attractions within resorts and promoting what local communities have to offer.
- ◆ Promote sustainable economic growth by ensuring there are more jobs, unemployment stays at or below the national average and wages remain at or above average. In addition, local businesses are supported.
- ◆ Ensure people have the knowledge and skills to secure good employment through improved educational attainment and reducing the number of NEET (Not in Employment, Education or Training). Working with employers and a range of partners

TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

through programmes to increase skills of the district's young people and the wider workforce.

- ✦ Reduce health inequalities and increase life expectancy across the district by working with North East Essex CCG and other partners, focusing on employment, fuel poverty, housing, obesity and poverty.
- ✦ Promote and encourage healthy and active lifestyles by providing a range of activities and services by working with a range of partners. Also, improving facilities within all communities to ensure that there is increased activities for people of all ages.
- ✦ Remain a low crime area and reduce the fear of crime. Working with the Crime and Disorder Reduction Partnership to deliver services which will reduce crime.
- ✦ Regenerate the District and improve deprived areas by working with partners and potential funders to deliver improved infrastructure and regeneration in Jaywick, Harwich and Clacton.
- ✦ Ensure all TDC residents live in high quality, affordable housing which meets local needs. In addition, housing land allocations are made available to support sustainable mixed developments.
- ✦ Protect and enhance TDC's environment, countryside and coast by reducing the amount of waste going to landfill, reducing the amount of carbon, developing good coastal flood and inland flood protection and enhancing the natural assets of the coast and countryside.

The Corporate Plan states that to ensure its priorities are achieved, there will be a focus on encouraging and sustaining more people in sport and physical activity. One key factor in delivering this is to have accessible indoor and built sports facilities throughout the District. In addition, a wide range of physical activity programmes must be made available to all via a coordinated approach to reduce health inequalities. This should involve key stakeholders, including, for example, North East Essex CCG.

Tendring District Local Plan: 2013-2033 and Beyond

The Local Plan sets out the vision and key policies for the District to be implemented between 2013-2033. The vision is to ensure TDC is a vibrant, healthy and attractive place to live, work and visit. This will be achieved through the following key objectives:

Table 2.1: Tendring District Local Plan objectives

Objective	Description
1	<ul style="list-style-type: none"> ✦ Provide new dwellings within Tendring District up to 2033 of sufficient variety in terms of sites, size, types and tenure. ✦ Deliver high quality sustainable new communities.
2	<ul style="list-style-type: none"> ✦ Provide for the development of employment land on a variety of sites to support a diversity of employment opportunities and to achieve a better balance between the location of jobs and housing.
3	<ul style="list-style-type: none"> ✦ Promote the vitality and viability of the town centres, exploiting the benefit of enhanced growth of the town whilst retaining the best and valued aspects of its existing character.
4	<ul style="list-style-type: none"> ✦ Make efficient use of existing transport infrastructure and ensure sustainable transport opportunities are promoted in all new development. ✦ Enable provision of upgraded broadband infrastructure and services. ✦ Ensure that new growth brings opportunities to enhance existing services, facilities and infrastructure for the benefit of existing and new communities.

TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Objective	Description
5	<ul style="list-style-type: none"> Improve and provide good quality educational opportunities and prospects for Tendring's residents as part of sustainable community strategy. To work with partners in the National Health Service, local health organisations and local community groups to ensure adequate provision of healthcare facilities to support growing communities.
6	<ul style="list-style-type: none"> Locate development within Tendring District where it will provide the opportunity for people to satisfy their day-to-day needs for employment, shopping, education, and other services locally or in locations which minimise the need to travel and where there are modes of transport available in addition to the use of car.
7	<ul style="list-style-type: none"> Conserve and enhance Tendring District's heritage, respecting historic buildings and their settings, links and views
8	<ul style="list-style-type: none"> Provide a network of multi-functional green spaces which secures a net gain in biodiversity, provides for the sporting and recreational needs of the population, promotes healthy lifestyles and enhances the quality of the natural and built environment.
9	<ul style="list-style-type: none"> Reduce the risk of flooding by securing the appropriate location and design of new development, having regard to the likely impact of climate change
10	<ul style="list-style-type: none"> Work with partners to provide an enhanced environment for tourism and the maritime sector and its associated services.

Providing high quality indoor and built sport facilities will assist in achieving a number of these strategic outcomes. This is reaffirmed in Policy HP1 (in the Local Plan), which states that the Council will work with partners to improve the provision of indoor sports facilities in the District and will support proposals for new facilities. TDC will also consider the use of all delivery mechanisms including the Community Infrastructure Levy (CIL) to help deliver and improve new and existing indoor sports facilities to meet the needs of a growing population.

Tendring Infrastructure Delivery Plan (2016)

This underpins the Local Plan and is there to address infrastructure need for the following:

- Education (schools, early years and childcare and other education provision).
- Health (health care and emergency services provision).
- Utilities (potable water, used water, electricity, gas and telecommunications).
- Transport (road and public transport capacity and environmental improvements to pedestrian spaces).
- Green Infrastructure.
- Community Facilities.
- Coastal and Flood Defences.

Indoor and built sports facilities are covered under community facilities. This report investigates current sports facility capacity based on the latest population figures and identifies a shortfall. It also considers future population growth (through housing growth of 10,149 dwellings) and identifies a need for additional facilities based on this. Aggregate additional need identified in the plan (based on Sport England guidance) until the 2033 is:

- Badminton courts - 21 courts (just more than five standard 4-court halls).
- Health and fitness facilities- 472 stations.
- Swimming pools- 359sq.m. pool space (equivalent to just under 6-lane 25m pool).

TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

The report also suggests that consideration will need to be given to the location of any future development, particularly in the case of sports halls and swimming pools, depending on any cross border development. If there is significant growth in East Colchester, for example, and sports facility provision is expanded, it may be that western areas in Tendring will be well served by these leisure facilities.

Essex Health and Wellbeing Board: Joint Health and Wellbeing strategy for Essex (2013-2018)

This strategy 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.

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

Active Essex

Active Essex, the County Sports Partnership (CSP) for Essex, set up in 1999 by Sport England and local partners is a not for-profit organisation and the strategic lead for sport and physical activity for the county. It works with and through partners to support the local infrastructure. It is also responsible for delivering major projects including the Sainsbury School Games and Workplace Challenge, supporting programmes such as Sportivate and This Girl Can plus work with clubs, volunteers, athletes, schools, facilities and businesses.

Its vision is to create a more physically active and sporting environment for all people in Greater Essex to enable everyone to participate in the activity of their choice at their chosen level. Six key priorities are listed in its strategy, 'Building an active Essex: A strategic plan for Sport and Physical Activity in Greater Essex 2012-2017'. These are:

- ▶ Deliver a London 2012 Legacy;
- ▶ Increased Participation in Sport and Physical Activity;
- ▶ Encourage Healthy and Active Lifestyles;
- ▶ Develop Sporting Pathways;
- ▶ Encourage Lifelong learning and skills development;
- ▶ Building networks and partnerships for sport, physical activity and healthy lifestyles.

TENDRING DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Summary of local context

There is a real focus on improving quality of life for residents in TDC with reference made to increasing sport and physical activity and reducing health inequalities. The core messages running through local strategies are:

- ◀ Reducing social and economic inequalities, particularly focusing on the neighbourhoods of Jaywick, Clacton and Harwich.
- ◀ Reducing levels of inactivity.
- ◀ Promoting and encouraging healthy and active lifestyles by providing a range of activities and services, in partnership with a range of organisations for all age groups.
- ◀ Improving access to facilities within all communities, ensuring there are increased activities for people of all ages.
- ◀ Ensuring services and facilities are developed in parallel with future housing growth.

To support these messages, TDC's Infrastructure Report states that the current indoor and built sports facilities do not reflect the current and future population trends and will need to be actioned. In addition, it is important that a partnership approach with key stakeholders is developed between different agencies to ensure these core messages are delivered.

2.3 Demographic profile

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

Population and distribution

The total population of the District is 141,183¹. As shown in Figure 2.3 it is densest in three areas along the coastline (Harwich, Walton-on-the-Naze and Clacton on Sea). The age structure of the District is similar to the East region, however, there is a lower proportion of 25-44 year olds (18.1%, compared to the region (24.3%) and more than one third of its population (36.2%) is over 60, which is higher than the regional average (25.9%).

Ethnicity

According to the 2011 Census, the largest proportion (97.6%) of the population is classified as White, much higher than the comparative England rate (85.4%). There are significantly lower rates of population classed as both Asian (0.9%) and Black (0.3%) in Tendring compared to the England rate for the same ethnicity (Asian: 7.8% and Black: 3.5%).

Deprivation

A higher proportion of TDC's population (28.7%) lives in areas of highest deprivation than the national average (20%). Health deprivation data is slightly better than the IMD data with nearly one quarter (24.4%) of residents living in the areas of highest deprivation (using the 20% threshold). Areas of high deprivation are located in the south of the District, which incorporates the Clacton and Jaywick neighbourhoods. In addition, the Indices of Multiple Deprivation (2010) ranked Jaywick as the most deprived ward in the United Kingdom. Figures 2.2 and 2.3 present a geographical distribution of both sets of data.

¹ Source: ONS 2015 Mid Year Estimate

TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure 2.3: Population density (2015 MYE): Tendring and surrounding districts

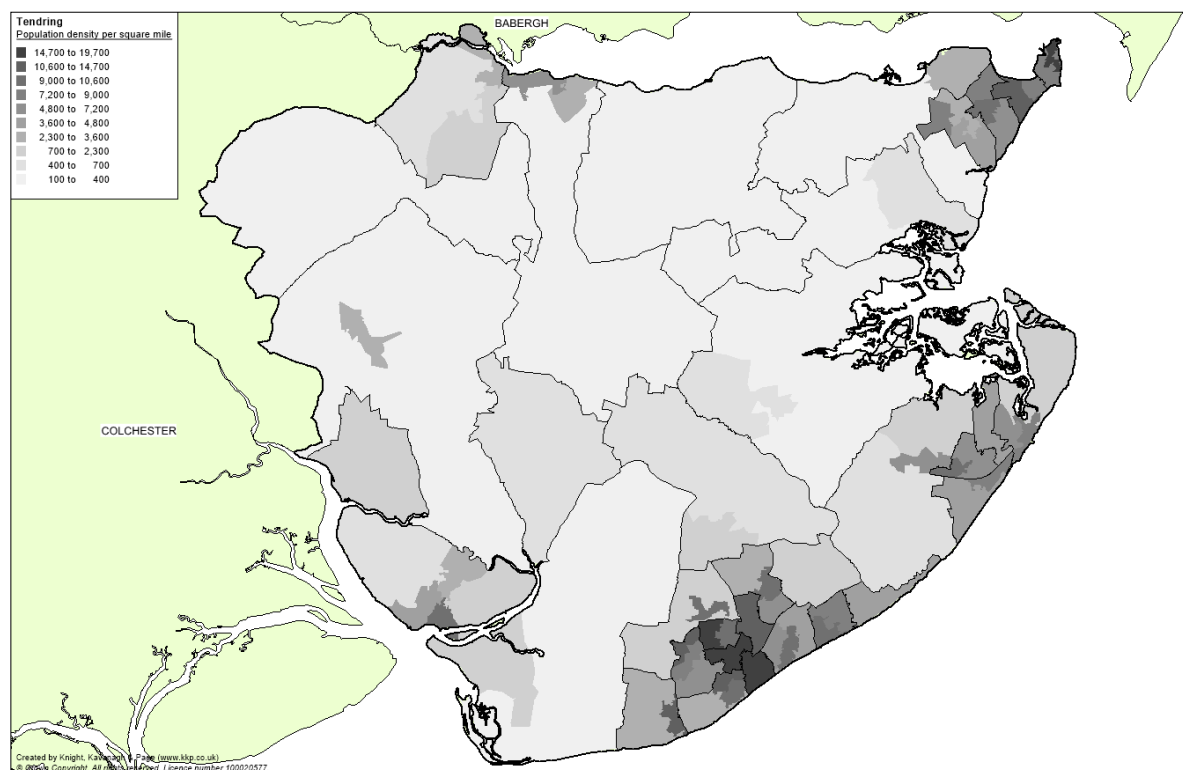


Figure 2.4: Index of multiple deprivation

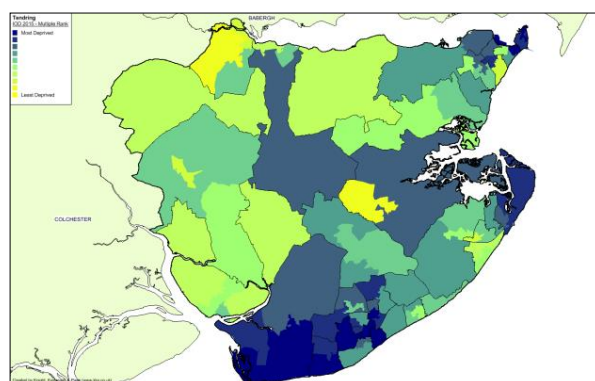
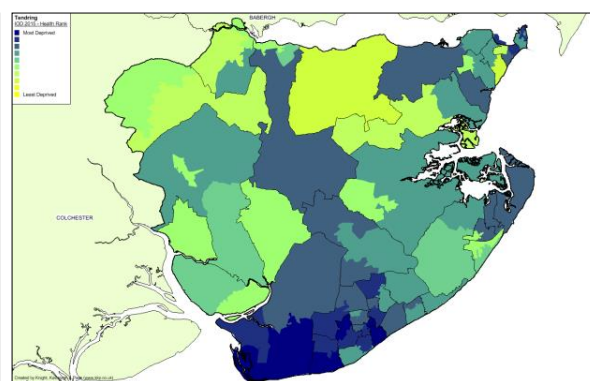


Figure 2.5: IMD Health domain



Economic activity and earnings (Source = NOMIS)

At 5.7%, unemployment is slightly above the national (5.4%) average and regional (4.2%) average. Earnings are also below national and regional averages as identified in Table 2.3.

Table 2.3: Unemployment and income

	Tendring	East	England
Unemployment	5.7%	4.2%	5.4%
Income (median)	£25,662	£28,652	£27,539

TENDRING DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Economic impact and value

Sport England's economic impact model (which encompasses participation, purchasing of sportswear, gambling, volunteering, attending events, etc.) shows an overall local impact for TDC of £25.7m (£19.5m participation, £6.3m non-participation related). This is above the national average of £20.3 million.

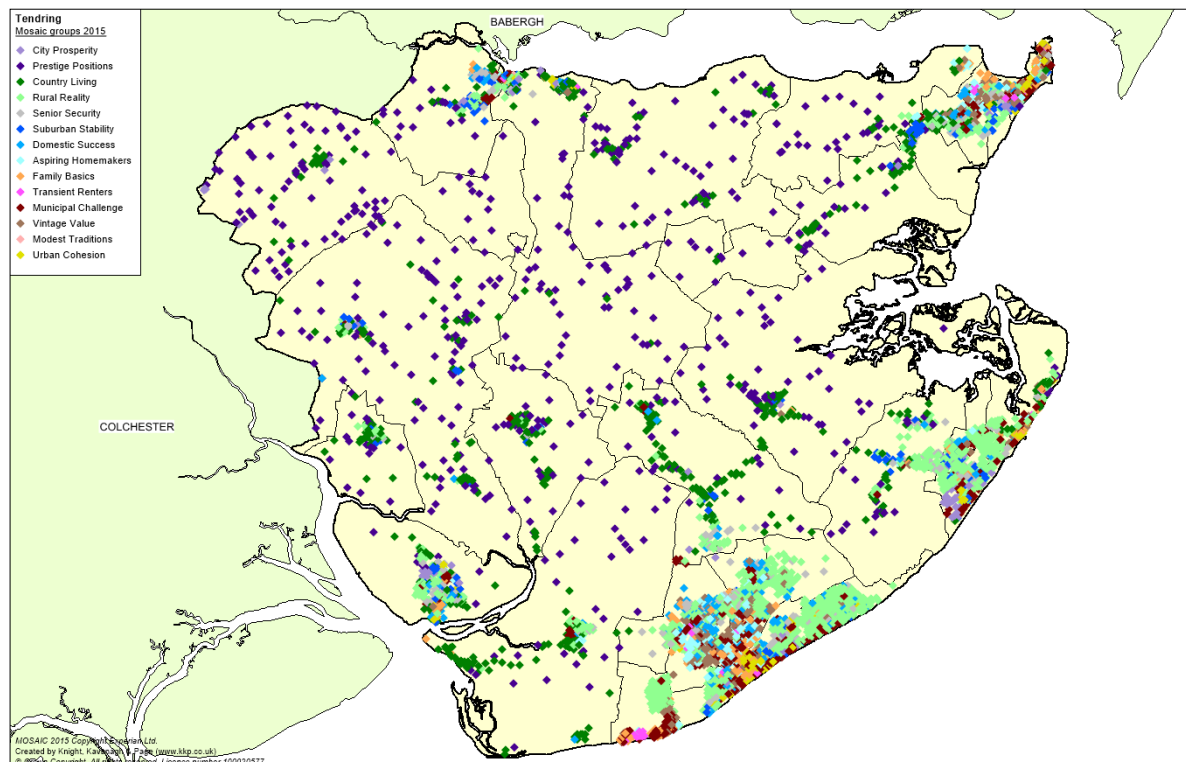
Socio economic characteristics

Mosaic (Data source: 2014 Mosaic analysis, Experian)

Mosaic 2014 is a similar consumer segmentation product and classifies all 25.2 million households into 15 groups, 66 household types and 238 segments. This data can be used to paint a picture of UK consumers in terms of their social-demographics, lifestyles, culture and behaviour and tends to be used to draw out population characteristics for the backdrop to library usage and other non-sporting activities. Table 2.4 shows the top four mosaic classifications in Tendring compared to the country as a whole and Figure 2.6 indicates the spread of different Mosaic profiles in Tendring. The dominance of these four segments can be seen inasmuch as they represent almost six in 10 (56.1%) of the population which is similar to the national equivalent of 53.9%.

Mosaic segmentation data indicates that over half (56.0%) of Tendring's population falls into only four Experian 'groups', compared to 23.2% nationally (for the same groups).

Figure 2.6: Spread of different Mosaic profile groups in Tendring



TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

The predominant groups are:

- ◆ **Senior Security** (24.7%) at more than seven times the national rate (3.4%). This group is described as 'elderly singles and couples who are still living independently in comfortable homes that they own'.
- ◆ **Rural Reality**; 'people who live in rural communities and generally own their relatively low cost homes'. At one in seven (14.1%), this is double the national average.
- ◆ **Vintage Value**; Nearly one in ten fall into this category (9.8%) who are described as 'elderly people who mostly live alone, either in social or private housing, often built with the elderly in mind'.
- ◆ **Modest Tradition**; 'older people living in inexpensive homes that they own, often with the mortgage nearly paid off' (7.5%) is slightly lower than the national rate.

Table 2.4: Mosaic – main population segments in Tendring

Mosaic group description	Tendring		National %
	#	%	
1 – Senior Security	34,711	24.7%	3.4%
2 – Rural Reality	19,808	14.1%	8.6%
3 – Vintage Value	13,817	9.8%	3.4%
4 – Modest Traditions	10,566	7.5%	7.8%

Health profile and the cost of physically inactivity

Health problems are more prevalent throughout the District's communities than national averages. The IoD² points towards higher health deprivation with 28.4% falling in the most deprived (two worst) cohorts based on health measurements when a national equivalent would be 20%. Unlike the overall measure of deprivation, however, only 2.9% of the population is in the best four cohorts for health. The higher incidence of health deprivation is most easily seen by comparing the lighter and darker areas in figures 2.3 and 2.4, earlier in this report.

Adult obesity, at 26.3% of the population is slightly above the national (24.0%) and regional (24.0%) averages. Child obesity rates (20.6%) are also above the national (16.9%) and regional (19.1%) rates. Child rates increase significantly between reception and Year 6, by which time one third of children (33.9%) are classified as either overweight or obese.

It should also be noted that in addition to NHS costs 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 cited by the NHS. The economic value/benefit of sports participation (as opposed to the avoidable ill health cost of inactivity) is calculated by Sport England to be £128m. For further information see Appendix 1.

Active People Survey (APS)

APS is the largest survey of sport and active recreation in Europe. It collects data on the type, duration, frequency and intensity of adult participation by type of sport, recreation and cultural activity.

² Index of Deprivation 2015 (Department for Communities & Local Government)

TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

It also covers volunteering, club membership, tuition as an instructor or coach, participation in competitive sport and overall satisfaction with local sports provision. The data covers the period from October 2014 – 2015 and is the ninth survey. Key findings include:

- Participation** – more than one quarter (26.7%) of adults participated in at least 1 x 30 minutes moderate intensity sport per week. This is below national (35.8%) and regional (35.6%) . It was also below all of its 'nearest neighbours' which ranged from 31.6% to 33.9%.
- Sports club membership** – around one in six (16.3%) people are members of a sports club, based on the four weeks prior to APS. This is also below the national (21.8%) and the regional rates (22.5%) and is again below all of its 'nearest neighbours'.
- Sports tuition** – 11% of the population received sports tuition during the 12 months prior to the APS. This was below the regional (17%) and national (15.6%) averages. It is also below all of its 'nearest neighbours'.

Generally, APS and SE segmentation makes it possible to identify the sports in which most people participate within a specific area. Due to suppressed data (i.e. insufficient responses from those surveyed) the only one which registers in Tendring is swimming; 6.8% of adults go swimming on average at least once per month. It cuts across age and gender in its popularity.

Table 2.5: Most popular sport in Tendring (Source: SE Area Profiles)

Sport	Tendring		East		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Swimming	7.8	6.8%	466.3	9.7%	4,132.7	9.5%

Market Segmentation Model

Sport England has classified the adult population via a series of 19 market segments which provide insight into sporting behaviours. Profiles cover a range of characteristics, from age and gender to the sports in which people take part, other interests, newspapers they read etc. 'Retirement Home Singles' is the largest segment of the adult population in Tendring at 13.6% (16,122) - national average; 7.9%. The numeric top three are shown in Table 2.6.

Table 2.6: Sport England market segmentation summaries

Segment, description and its top three sports nationally				
Retirement Home Singles	Elsie & Arnold	16,122	Tendring	
Retired singles or widowers (aged 66+), predominantly female, living in sheltered accommodation.		13.55%		
		7.94%		East
Keep fit/gym (10%)	Swimming (7%) Bowls (3%)	7.97%	England	
Early Retirement Couples	Roger & Joy	13,817	Tendring	
Free-time couples nearing the end of their careers (aged 56-65).		11.62%		
		8.19%		East
Keep fit/gym (13%)	Swimming (13%) Cycling (8%)	6.77%	England	
Comfortable Mid-Life Males	Philip	10,588	Tendring	
Mid-life professional (aged 46-55), sporty males with older children and more time for themselves.		8.90%		
		9.62%		East
Cycling (16%)	Keep fit/gym (15%) Swimming (12%)	8.65%	England	

TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

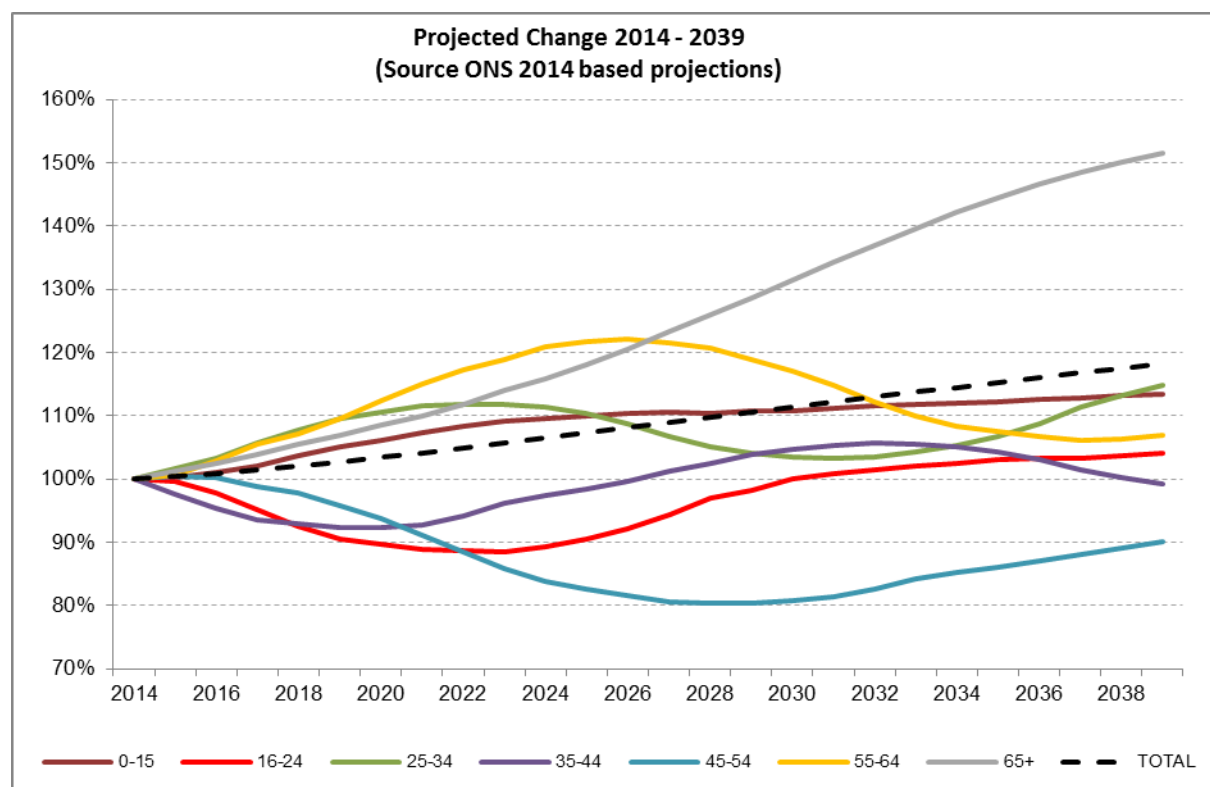
The three numerically dominant segments are Elsie and Arnold, Rodger and Joy and Phillip. These are not as active as the national average, however their activity levels are consistent with other segments in this age range. The most popular sports for people in these groups are swimming and keep fit/gyms, which could impact on the demand for health and fitness suites and swimming pools.

Knowing which segments are most dominant in the local population can help direct provision and programming. Whilst the needs of smaller segments should not be ignored, it is important for Tendring to understand which sports are (or could be) enjoyed by the largest proportion(s) of the population. Segmentation also enables partners to make tailored interventions, communicate effectively with target market(s) and better understand participation in the context of life stage and lifecycles.

Projected population: long term change from 2014-2039

At strategic and operational levels, plans to increase levels of physical activity need to be flexible and responsive to predictable changes in age structure, gender and ethnic composition. Most recent ONS projections indicate a rise of 18.3% in Tendring's population (25,600) over the 25 years from 2014 to 2039. This includes a significant rise (50%) in the number of 65+ year olds to a point where they will account for nearly 40% of the population. This will place increasing pressure on services, particularly for health care in Tendring. The population change is illustrated in both Figure 2.6 and Table 2.7.

Figure 2.7: Tendring's projected population change (2014 -2039)



TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Table 2.7: Tendring - ONS projected population (2014 to 2039)

Age (years)	Number			Age structure %			Change 2014 - 2039		
	2014	2027	2039	2014	2027	2039	2014	2027	2039
0-15	22,778	25,179	25,845	16.3%	16.5%	15.6%	100.0%	110.5%	113.5%
16-24	13,162	12,422	13,687	9.4%	8.2%	8.3%	100.0%	94.4%	104.0%
25-34	11,819	12,601	13,570	8.4%	8.3%	8.2%	100.0%	106.6%	114.8%
35-44	13,737	13,895	13,631	9.8%	9.1%	8.2%	100.0%	101.2%	99.2%
45-54	18,997	15,311	17,117	13.6%	10.0%	10.3%	100.0%	80.6%	90.1%
55-64	18,721	22,733	20,008	13.4%	14.9%	12.1%	100.0%	121.4%	106.9%
65+	40,702	50,204	61,658	29.1%	33.0%	37.3%	100.0%	123.3%	151.5%
Total	139,916	152,345	165,516	100.0%	100.0%	100.0%	100.0%	108.9%	118.3%

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 District's sport and physical activity offer.

Planning and development in Tendring

Housing development

In order to achieve objectives 1 and 6 of the Local Plan (see Table 2.8) there needs to be an increase in housing stock.

Table 2.8: Specific Local Plan objectives

Objective	Description
Objective 1	To provide new dwellings within Tendring District up to 2033 of sufficient variety in terms of sites, size, types, tenure. To deliver high quality sustainable new communities.
Objective 6	To locate development within Tendring District where it will provide the opportunity for people to satisfy their day-to-day needs for employment, shopping, education, and other services locally or in locations which minimise the need to travel and where there are modes of transport available in addition to the use of car.

Tendring's Local Infrastructure Plan (2016) identifies sites for development to meet the District's needs to 2033, based on the level of growth and general locations set out in the Local Plan. The allocation of development sites forms part of a strategic approach to guiding and managing growth in the District. It promotes development and the flexible use of land, whilst allowing for general development principles, such as scale, access and quantum of development, to be agreed on strategic sites.

To ensure that District needs are met the Authority will work with the development industry and other partners to deliver a minimum dwelling stock increase of 10,149 (net) between 1st April 2015 and 31st March 2032 to support economic growth and meet objectively assessed requirements for future housing.

TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

The areas which will see the biggest increases in housing stock are:

- ◀ Clacton- 2,780 new houses
- ◀ Colchester Fringe- 1,250 new houses
- ◀ Weeley- 304 new houses

Windfall sites

The NPPF notes that local authorities can make an allowance for windfall sites in the five year supply, if they have compelling evidence that such sites have consistently become available in the local area and will continue to provide a reliable source of supply. In this context, windfall sites are defined as those that have not been identified as available in the Local Plan process. The Local Plan identifies that there will be an additional 1,000 new homes built on windfall sites.

Secondary schools provision

As identified in the Local Plan, TDC will ensure that the planned growth in housing development is supported by investment in either building new or creating capacity in primary and secondary schools. Currently there are six operational secondary schools in the District.

The only planned expansion in secondary school fabric, as highlighted in the Local Plan, is to be at Colne Community School. It will receive additional funds to expand to accommodate additional pupils following the completion of a new housing development (Tendring and Colchester Borders Garden Community).

Tendring's Infrastructure Plan emphasises the need to expand all the District's secondary schools to accommodate additional numbers resulting from housing growth. Each school will see the number of entry forms increasing by between two to four. In addition, this calculation does not take account of the closure of Tendring Enterprise Studio School (located in Jaywick) in 2016. It can accommodate c. 900 students; however, there are no plans to reopen this facility. This will increase the pressure on both secondary schools in the Clacton area. Consequently, Clacton Coastal Academy, for example, is expected to accommodate an additional 400 pupils across all year groups between 2016 and 2023.

TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Summary of housing developments

To ensure that Tendring continues to prosper, the number of housing developments is proposed to increase from 2013-2033. The Local Plan indicates a dwelling stock increase of 10,149 with the highest increases in the areas of Clacton, Colchester Fringe and Weeley.

As the number of housing developments increases, there will be sustained pressure for secondary school places. At present, Colne Community School will be expanded to accommodate the development at West Tendring New Garden Community. It must be noted, however, that there is significant pressure on both secondary schools in Clacton (Clacton High and Clacton Coastal Academy) due to the uncertain future of Tendring Enterprise Studio School and the planned increase in housing stock in the area.

TENDRING DISTRICT COUNCIL

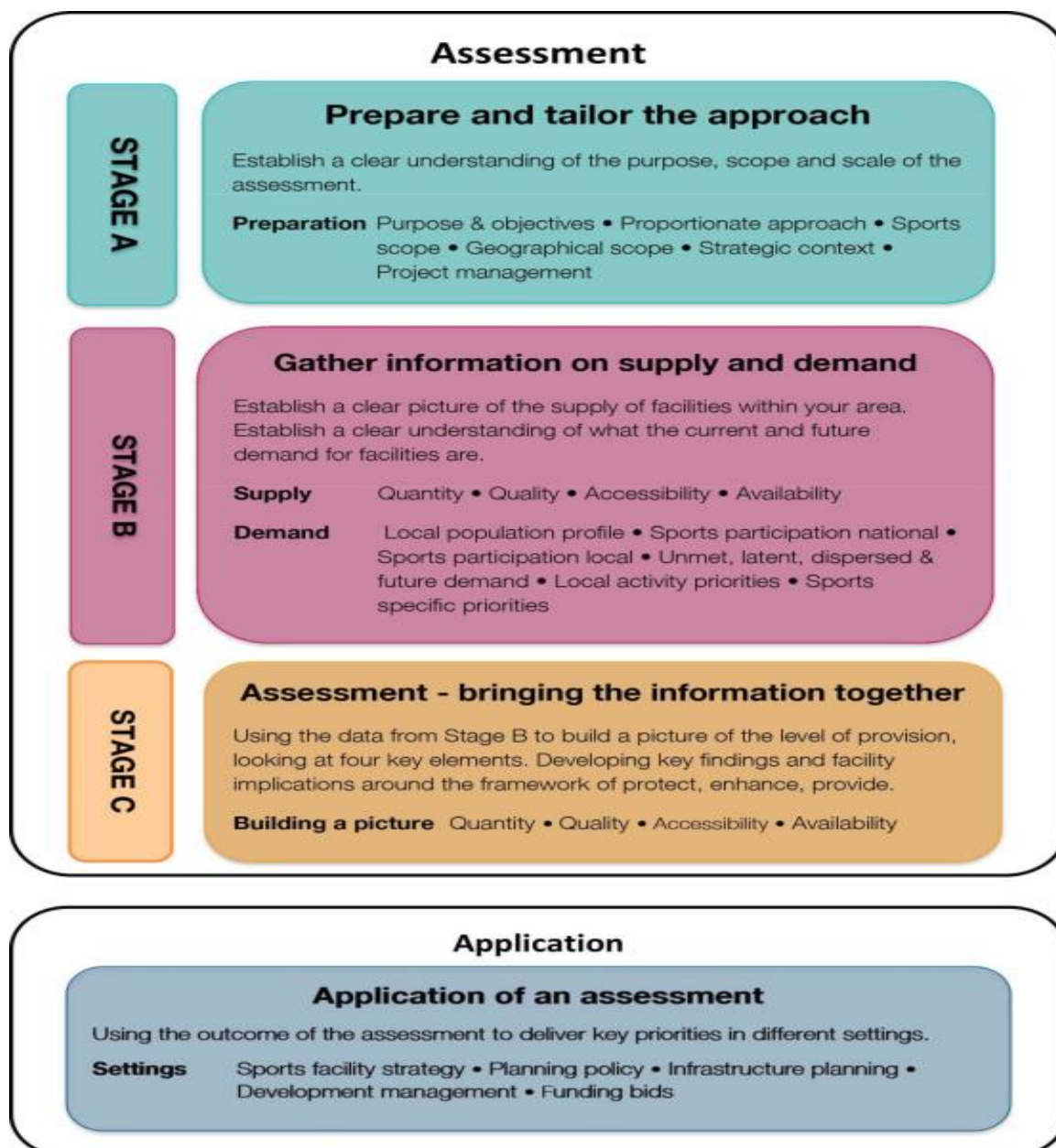
INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

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



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:

TENDRING DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

'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, 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.

The report considers the distribution of and interrelationship between facility types in the District and provide 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.

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 (and is a model used by Sport England). This, coupled with KKP's experience of working with leisure facilities and having completed such assessments for similar local authorities, has enabled the identification of catchment areas for sports halls as follows:

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

3.2 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 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.

TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Site visits to key indoor facilities, those operated by other partners and the voluntary sector were undertaken. Through the audit and via informal interviews with facility managers, a 'relevance' and 'condition' register was compiled 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.

Assessment forms capture quantity and quality data on a site by site basis and feed 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 3.3: Quality ratings of indoor sports facilities using ANOG

Quality rating	Description
Good	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.
Above average	Facility is in reasonable condition, 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 may show signs of age and some wear and tear.
Below average	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.
Poor	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 three court or larger sports hall.

TENDRING DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

SECTION 4: SPORTS HALLS

Indoor multi-purpose sports halls are key community sport facilities providing venues suited for play in a range of sport and recreational activities. The standard methodology for measuring sports halls is the number of badminton courts contained within the floor area.

Sports halls are generally considered to be of greatest value if they are of at least 3+ badminton court 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 competition as well as meeting day to day need. They also provide an option for more than one pitch/court which increases flexibility and, for example, enables the hosting of indoor central venue leagues for sports such as netball. This assessment considers all facilities in TDC that are 3+ badminton courts in line with Sport England's ANOG. Halls that function as specialist venues, such as dance studios are excluded.

4.1 Supply

Quantity

Audit and quality assessments identify 13 sports halls in Tendring. Of these, nine have the equivalent of 3 badminton courts³ or more.

Table 4.1: A list of all Sports halls in Tendring with the number of badminton courts

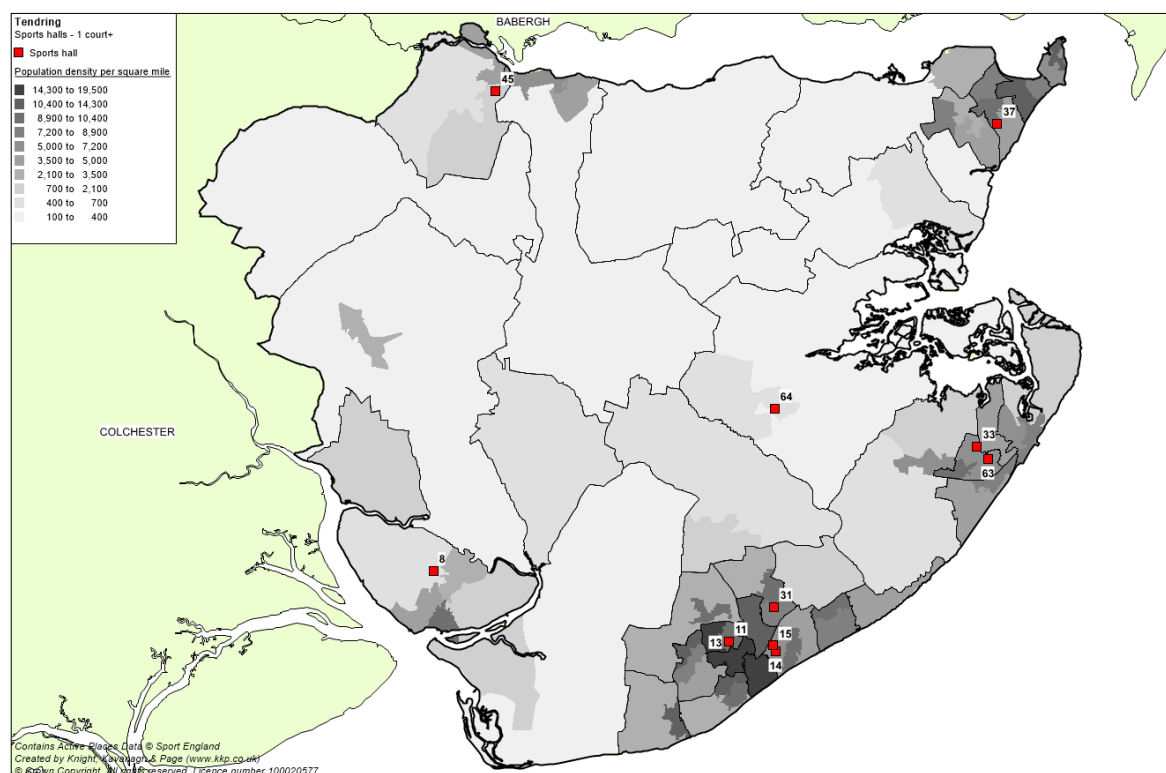
Map Ref	Site Name	Courts
8	Brightlingsea Sports Centre	4
8	Brightlingsea Sports Centre	1
11	Tendring Enterprise Studio School	4
13	Clacton Coastal Academy (Town Campus)	4
13	Clacton Coastal Academy (Town Campus)	1
14	Clacton County High School	3
15	Clacton Leisure Centre	6
31	Great Clacton Church Of England Junior School	1
33	Hamford Primary Academy	3
37	Harwich Sports Centre	4
45	Manningtree Sports Centre	4
45	Manningtree Sports Centre	2
63	Tendring Technology College (Frinton Campus)	4
Total		41

**this table identifies all known spaces prior to their exclusion once the ANOG methodology is applied where only 3 court spaces and above are considered.).*

³ The FPM does not include 1 and 2 court halls

TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure 4.1: All sports halls in Tendring



As Figure 4.1 illustrates, sports halls are spread throughout the District. Densely populated areas appear to be well served. Of those identified, 12% are one or two courts in size. While often appropriate for mat sports or exercise to music and similar, they are limited in terms of the range/scale of recreational and sporting activity that can be accommodated.

Quality and community access

In complying with ANOG, sports halls with one or two courts are discounted. A quality assessment was conducted at all 3+ court halls. This also investigated whether sites offer community use. Of the nine sites covered, eight do so. Hamford Primary Academy is the exception; consultation indicates that it is not available outside school hours.

Table 4.2: Sports halls – 3+ court with community use, by condition (eight in total)

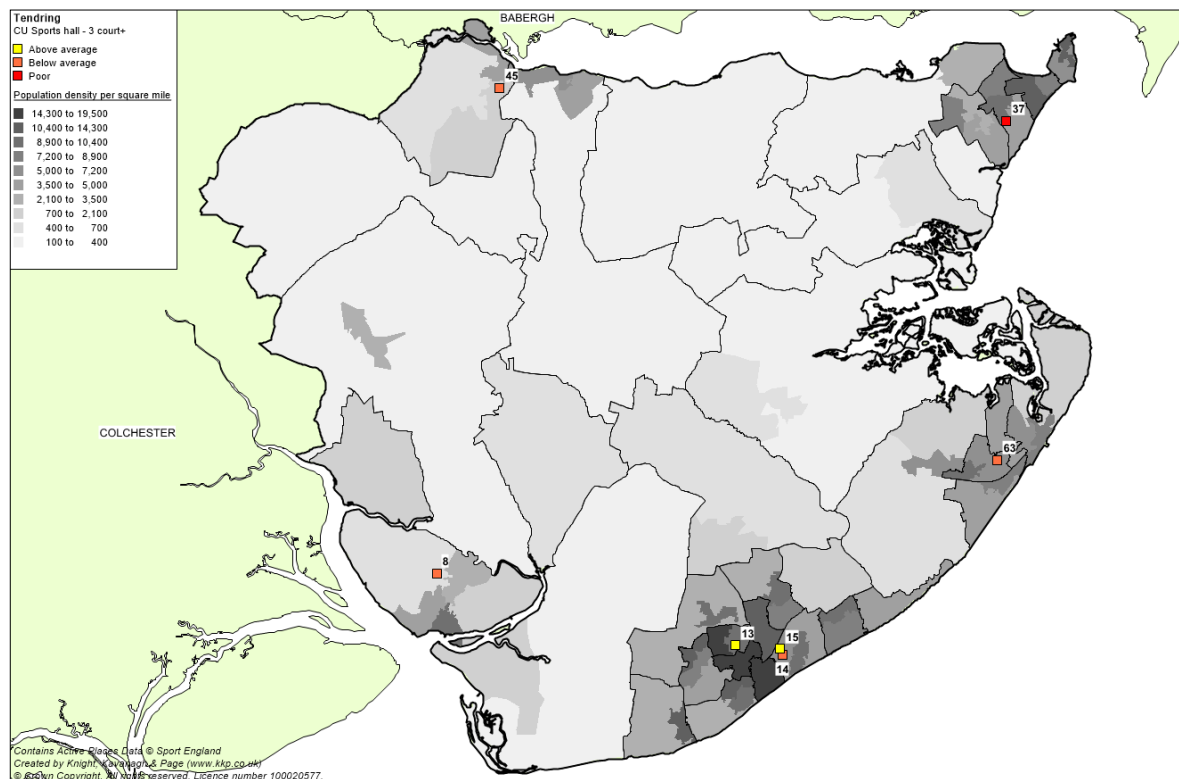
ID	Site name	Cts	Condition	Changing
8	Brightlingsea Sports Centre	4	Below average	Below average
11	Tendring Enterprise Studio School*	4	Not assessed	Not Assessed
13	Clacton Coastal Academy (Town Campus)	4	Above average	Below average
14	Clacton County High School	3	Below average	Below average
15	Clacton Leisure Centre	6	Above average	Below average
37	Harwich Sports Centre	4	Poor	Below average
45	Manningtree Sports Centre	4	Below average	Poor
63	Tendring Tech. College (Frinton Campus)	4	Below average	Below average

*Site visit not available due to commercial sensitivity.

TENDRING DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure 4.2: Sports halls – 3 court plus, with community use, by condition (eight in total)



The eight community accessible halls offer a total of 33 badminton courts. The quality assessment identified Clacton Coastal Academy and Clacton Leisure Centre as above average; four sites are assessed as below average leaving Harwich Sports Centre as the only facility identified as poor quality in the area. The quality of changing facilities fares slightly worse with all but one sports centre classified as 'below average'. Manningtree Leisure Centre's changing rooms are considered to be poor as identified in Table 4.2.

This finding differs from Tendring's Infrastructure Development Plan (TIDP) in that it identifies 37 available badminton courts. This can be explained by Hamford Primary School sports hall not being taken into consideration due to the fact that it is not available for community use. The TIDP indicates that the District currently has 2.7 courts per 10,000 population; well below the national average; 3.8, (which, due to the identified difference an over-estimate).

Accessibility

Figure 4.3 and Table 4.3 (overleaf) indicate that just over half (51.3%) of the population lives within a 20 minute walk of 3+ court sports hall indicating that just under half do not. Residents who do not reside in the District's market towns are generally outwith the 20 minute walk time of an accessible 3+ court sports hall.

Nearly one in three (28.7%) of the population of Tendring live within the most deprived (worst 20% IMD) areas; approximately 60% of those living in the areas of higher deprivation reside within one mile of a sports hall, suggesting a relatively good level of accessibility for the majority of people who live in more deprived areas. The whole district population lives within a 20-minute drive of a community accessible sports hall.

TENDRING DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure 4.3: 3+ court sports hall with 1 mile radial catchment with condition using IMD 2015

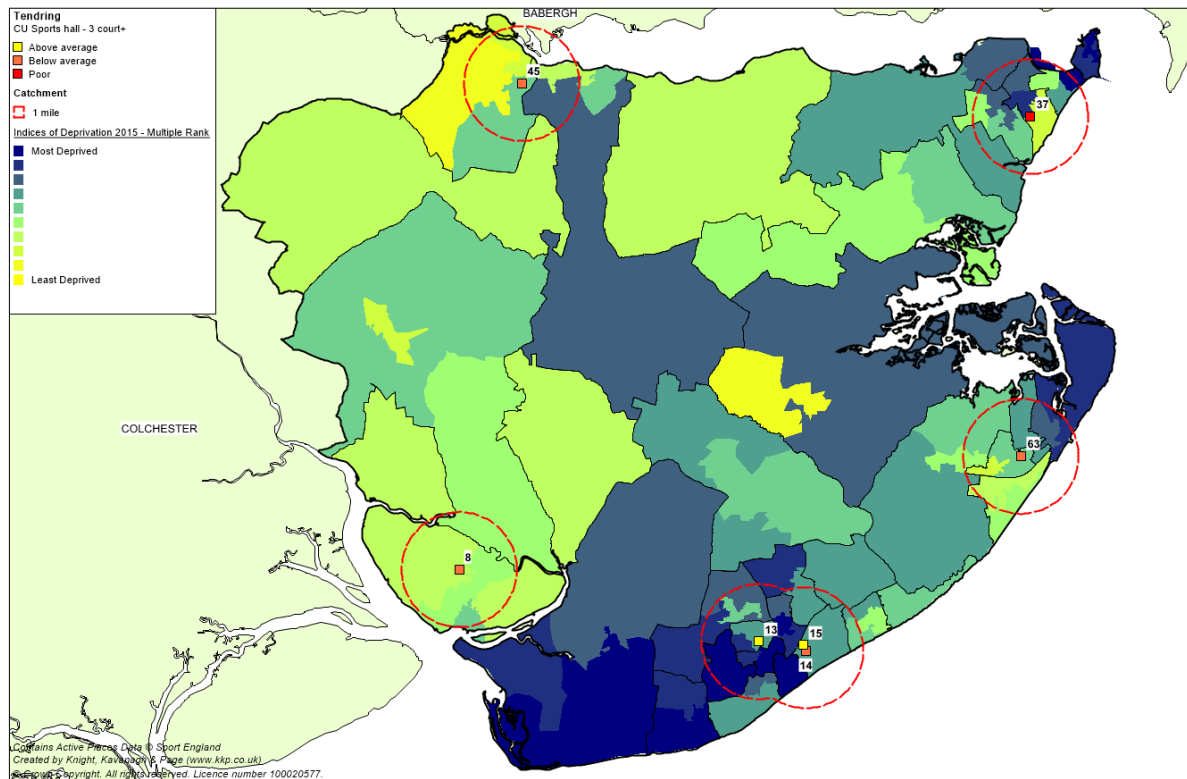


Table 4.3: IMD analysis by 20 min walk time catchment of 3+ courts.

IMD 2015 10% bands	Tendring		Sports hall (3 court+) with community use. Catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside %	Persons outside catchment	Population outside (%)
0 - 10	22,477	16.3%	14,621	10.6%	7,856	5.7%
10.1 - 20	17,156	12.4%	8,274	6.0%	8,882	6.4%
20.1 - 30	13,829	10.0%	7,684	5.6%	6,145	4.4%
30.1 - 40	27,000	19.5%	14,786	10.7%	12,214	8.8%
40.1 - 50	18,994	13.7%	8,843	6.4%	10,151	7.3%
50.1 - 60	14,007	10.1%	7,064	5.1%	6,943	5.0%
60.1 - 70	16,248	11.7%	5,054	3.7%	11,194	8.1%
70.1 - 80	5,848	4.2%	3,998	2.9%	1,850	1.3%
80.1 - 90	2,726	2.0%	553	0.4%	2,173	1.6%
90.1 - 100	0	0.0%	0	0.0%	0	0.0%
Total	138,285	100.00%	70,877	51.3%	67,408	48.7%

All residents in TDC live within a 20 minutes' drive (2 miles) of a 3+ court sports hall within the district.

TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Availability and facility management

The audit identifies a range of organisations managing Tendring sports hall facilities:

- ✦ TDC operates Brightlingsea, Harwich, Manningtree and Clacton sport/leisure centres.
- ✦ Pinnacle PSG operates Tendring Enterprise Studio School, Clacton Coastal Academy and Clacton Community high schools.
- ✦ Tendring Technology College manages its own facilities.

Table 4.4: 3+ Sports Halls with community use and the sports offered at each venue.

Comm. use	Site	Management	Courts	Main sports played
30-40 hours	Manningtree Sports Centre (34.5 hrs)	TDC	4	Gymnastics, football, badminton, short tennis, walking netball, table tennis
	Brightlingsea Sports Centre (35 hrs)	TDC	4	Basketball, indoor cricket, football, squash, badminton, aerobics
	Harwich Sports Centre (39hrs)	TDC	4	Squash, badminton, short tennis, aerobics, football.
over 40 hours	Tendring Technology College (Frinton Campus) (41 hrs)	Tendring Technology College	4	Volleyball
	Clacton County High School	Pinnacle PSG	3	Basketball **
	Clacton Coastal Academy (Town Campus)	Pinnacle PSG	4	*
	Tendring Enterprise Studio School*	Pinnacle PSG	4	Netball, football **
	Clacton Leisure Centre	TDC	6	Gymnastics, basketball, walking netball, badminton, table tennis, aerobics.

*Sports hall utilisation was not supplied

**Knowledge of utilisation ascertained from club consultation.

Sports halls managed by TDC have varying community use start times. This tends to depend upon the relationship between the Council and the respective schools. Activity programmes vary and no one sport dominates. Regular day time sports halls access is only available at Clacton Leisure Centre, due to the joint use basis of all other venues. The condition of Harwich Sports Centre is so poor that few clubs look to use the facility on a regular basis; most activity is either staff driven or football block booking.

Volleyball has a prominent base in the District. Tendring Volleyball Club uses the Technology College sports hall for eight hours a week. Several other sports are also available, including badminton, gymnastics and netball. Indoor football has a strong presence; its clubs use sports halls mainly during the winter months. It is understood that badminton clubs also use smaller halls/community halls, the two main ones being Great Bentley and St Osyth. Martial arts/boxing clubs also use smaller venues to deliver their community offer.

TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Neighbouring facilities

Accessibility is influenced by facilities located outside the local authority boundary. Seven 4+ court sports halls are located within two miles of TDCs border, five in Colchester and two in Babergh. All five Colchester based facilities are located to the west of the District. Consultation also indicates that Colchester Institute (in the Town Centre, just outside the modelled two mile catchment areas), is currently being refurbished and extended to become an eight court hall (doubling in size). This will enhance its flexibility and enable it to offer activities at regional level, assuming its availability to the community. Facilities at Essex University (reference CO5) are also in receipt of significant investment.

Figure 4.4: 3 Court+ sports halls within Tendring and 4 court+ within 2 miles of Tendring

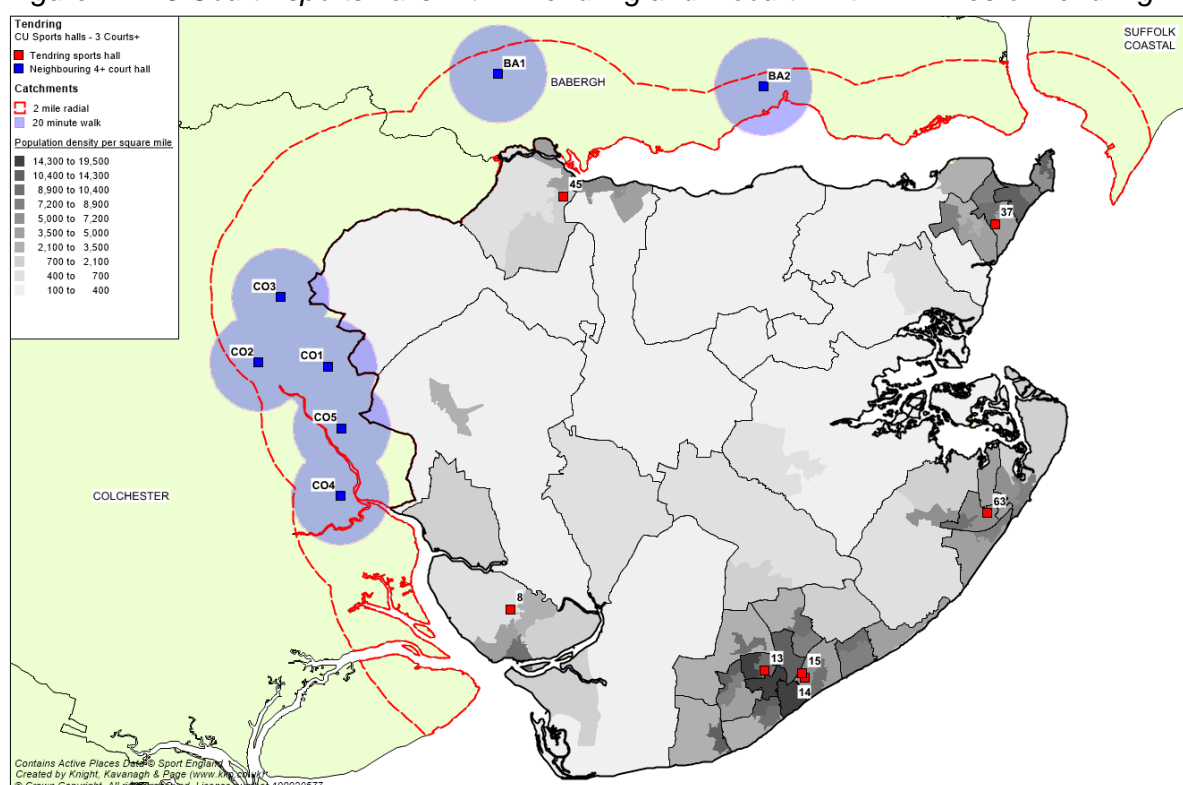


Table 4.6: Indoor sports halls (3+ courts) within 2 mile boundary of Tendring

ID	Active Places Site Name	Courts	Access Type	Authority
BA1	East Bergholt High School & Sports Centre	4	Pay and Play	Babergh
BA2	Royal Hospital School Holbrook	5	Sports Club/CUA	Babergh
CO1	Colchester Academy	4	Private Use	Colchester
CO2	Colchester Leisure World	5	Pay and Play	Colchester
CO2	Colchester Leisure World	6	Pay and Play	Colchester
CO3	Leisure World Highwoods	4	Pay and Play	Colchester
CO3	Leisure World Highwoods	3	Pay and Play	Colchester
CO4	Rowhedge Village Hall	3	Sports Club/CUA	Colchester
CO5	University Of Essex Sports Centre	6	Pay and Play	Colchester

*CUA- Community Use Agreement

TENDRING DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Essex University is expanding its sports facility provision, positioning itself as a centre of excellence for certain sports in the county. Proposals made include doubling the space in the sports hall (to 12 badminton courts), additional therapy facilities, classrooms and a rehabilitation area. In addition, the University is currently in discussion with a developer (Blue Abyss) to create the world's deepest diving pool. This will primarily be used for marine research, however there will be capacity for high board and free diving. This development is due for completion in 2018.

Future supply and potential developments

Currently there are no plans to increase the capacity of indoor and built sports facilities in the District. The proposed housing growth (identified in the Local Plan and the under supply of current sports facilities (highlighted in the Infrastructure Plan) will, thus, put pressure on existing facilities.

Summary of supply

Sports halls are situated close to or in the main population areas of the District. KKP's audit identifies a total of 13 with at least one badminton court; of these nine have three courts or more. Of the nine identified with 3+ courts, only Hamford Primary Academy does not offer community use. Management modes vary with a combination of private companies, schools via a PFI contract and TDC.

Only Clacton Leisure Centre offers community access throughout the day; it is the only facility which is not run on a dual/joint use with a school. All sports halls identified as having community use offer over 30 hours per week, suggesting good availability. Sports halls are generally located in areas with the densest population and are accessible to 60% of residents living in the most deprived areas (using 20 minute radial walk time and the 20% percentile). All District residents live within 20 minutes' drive time of a leisure centre.

None of the district's sports hall stock is considered to be of good quality. Clacton Coastal Academy and Clacton Leisure Centre are above average. Most stock is, thus, assessed as either below average or poor. No sport appears dominates programming and key sports on offer to the community are volleyball, indoor football and badminton.

4.2 Demand

APS 9 suggests that, in Tendring, just under 37,000 people undertook some kind of sport once a week, every week, with swimming the most popular sport identified by Sport England. Just under 8,000 people swim once a week (6.8% of the local population). APS data consistently demonstrates that, in Tendring, adults over the age of 55 are the largest two cohorts of participants in physical activity. Market Segmentation data identifies these groups as. Elsie and Arnold (13.5%) and Roger and Joy (11.6%) who are predisposed to taking part in health and fitness, swimming and cycling.

Table 4.7: Most popular sport in Tendring (Source: Active People Survey)

Sport	Tendring		East		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Swimming	7.8	6.8%	466.3	9.7%	4,132.7	9.5%

Data from APS 9 – available through Active People Interactive

TENDRING DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Future demand

As touched upon earlier, it is projected that the overall number of people in Tendring will rise by 20,956 by 2039 with the following differences in age profile:

- ◆ +359 (+13.5%) more 0-15 year olds;
- ◆ -1,880 (-9.9%) fewer 45-54 year olds;
- ◆ +1287 (+6.9%) more 55-64 year olds; and
- ◆ +20,956 (+51.1%) more people aged 65+.

As identified earlier (pages 19/20) the most significant change is the increase in the number of people aged 65+. This will result in different programming requirements in sports halls and increased demand for use at different times (most notably during the day).

NGB consultation

Volleyball

Volleyball England is the NGB for volleyball. Its key strategic objectives for 2013-17 are to:

- ◆ Increase volleyball APS figures by 11,060 by 2017.
- ◆ Have Volleyball England funded 80 satellite clubs operating and sustained.
- ◆ Have 275 higher and further education sessions operating and sustained.
- ◆ Have 225 adult recreational sessions operating and sustained.
- ◆ Have 450 clubs affiliated to Volleyball England.

TDC falls within Volleyball England's Essex and East London Investment Zone. This has been in place since 2013, aims to work in partnership with a variety of different stakeholders to increase participation through a number of different programmes. Volleyball is a key focus sport in all schools in the area, and is now a permanent fixture within the School Games calendar. A number of 'Go Spike' initiatives have also been established to engage the local population through community events.

One reason for the focus on Tendring is the success of the local club, TVC. It competes nationally and, as noted above, is based at Tending Technology College. Established for over 25 years, it has produced 27 England international players to date. It supports four National Volleyball League and three Essex Volleyball League teams. The College also delivers volleyball as part of the curriculum (at KS3 and KS4). There is an established recreational team at the Club which welcomes new adult beginners and past players alike.

TVC reports having an excellent relationship with the College (in terms of development and facility hire). It runs sessions Monday to Thursday, and hires the venue for 12 hours per week. The Club does, however, have concerns about the quality of the sports hall floor and changing rooms. This is particularly important as it hosts national league matches there. The floor will need to be refurbished within the next couple of years to support the Club to continue to compete at the top level and maintain volleyball as a key sport in the locality.

Consultation with TVC suggests that the Club is keen and able to grow participation in the community. Club personnel have looked at expanding the programme into other sports hall venues in Clacton, but has, reportedly, been put off from doing so due to the hire costs of facilities quoted by Pinnacle (which manages school sites in Clacton).

TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Table 4.8: Market segmentation for volleyball and likely target audiences in Tendring

Volleyball
<ul style="list-style-type: none"> 0.4% (434) of people currently play volleyball and a further 0.1% (107) indicate that they would like to, giving an overall total of 0.5% (542). 1.5% of Leanne's play volleyball, which is the largest proportion of any group playing volleyball, closely followed by the Jamie segment at 1.3%. The groups with the largest of the local population playing volleyball are the Tim's (16.6%) and Philip's (12.9%). The groups with the most people who would like to play are Chloe (13.1%) and Leanne (13.1%). The main group to target, for additional players due to size and interest is, therefore Chloe.

Badminton

The National Facilities Strategy (2012-2016) vision is 'that everyone in England should have access to a badminton court that enables them to play at the right level - for them'. APS data indicates that Badminton participation (once a week participation: 1x30 minutes for ages 16+) has fallen by c. 10% to 490,200 nationally in the last two years. Badminton England works within a framework to try and increase participation which includes:

- ▶ **Play Badminton:** working with leisure operators to increase casual badminton participation, increase court usage and increase income. Supported by BE staff and national marketing and encompasses several ways to play using an audit process to identify appropriate sites and operators to work with across the regions
- ▶ **No Strings Badminton:** social pay and play weekly sessions - ideal for casual players of all abilities (ages 16+), led by a friendly, welcoming session co-ordinator.
- ▶ **Essentials:** beginners coaching courses. Learn all the badminton basics at a relaxed pace with beginners coaching sessions over 6-8 weeks, led by BE qualified coaches.
- ▶ **Battle Badminton:** casual competition leader boards; find new players (ages 18+) to play socially in matches where you pick the venue, set the rules and record your results online to earn points and rise the ranks in local and national leader-boards.
- ▶ **SmashUp!** badminton for young people. Court time for 12-16 year olds where they can get involved with fun, big hitting badminton challenges with music and mates.

In addition to the four listed programmes above, Badminton England also delivers Community Badminton Networks (CBNs) at local authority level. This is a network of clubs, education establishments, local authorities, leisure sites, county sports partnerships and county badminton associations supported by Badminton England to drive up participation. There is an expectation that participation in these areas will be higher, on average, than other areas and that there is potential for greater participation increases.

Badminton England's Facilities Strategy identifies Tendring as a 'priority one' area. These are local authorities currently identified as priorities for the development of additional court capacity in which Badminton England is already working, and which, therefore, have the greater potential for growth. It should be noted, however, that this strategy expires this year (2016-17) and new priorities may change.

There are no affiliated Badminton England clubs in Tendring but there are three unaffiliated ones; Invicta St Pauls (Clacton Leisure Centre), Garrison Bay Badminton Club (Manningtree Leisure Centre) and Great Bentley (Great Bentley Village Hall).

TENDRING DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Although the local area is classed as a priority area with the idea to increase participation, local consultation indicates that badminton participation is falling. Clubs are struggling to recruit players, particularly juniors. Local clubs indicate that accessing facilities is not an issue, and there is capacity at their current venues. Consultation also indicates that clubs do not believe there to be a coordinated pathway between schools and clubs.

Table 4.9: Market segmentation for badminton and likely target audiences in Tendring

Badminton	
◀	2.0% (2,407) of people currently play badminton and a further 1.7% (2,044) indicate that they would like to, giving an overall total of 3.7% (4,452).
◀	4.5% of Ben's play badminton, which is the largest proportion of any group playing badminton, closely followed by the Tim segment at 4.0%.
◀	The groups with the largest of the local population playing badminton are the Tim's (14.3%) and Philip's (13.9%).
◀	The groups with the most people who would like to play are Philip (12.3%) and Tim (10.6%).
◀	The main group to target, for additional players due to size and interest is, therefore Philip.

Basketball

The main priorities for Basketball England (BE) are identified as to:

- ◀ Create and maintain a culture of frequent, consistent and continued participation.
- ◀ Provide a clearly defined talent development pathway from the grassroots through to world class performance.

It understands the sport's dependence upon the availability of affordable indoor facilities and equipment. For it to maintain and grow participation, formal and informal, it needs ongoing development of a comprehensive network of indoor facilities. It is, therefore, working alongside partners to create affordable, accessible and suitable indoor facilities to meet the demand for court-time to play and to practice, thereby increasing participation and improving performance. Accessing indoor basketball courts remains one of the biggest challenges in BE's efforts to develop the sport at all levels. This challenge is pertinent within the district of Tendring.

There are four basketball clubs in Tendring, with Clacton Cannons being the largest. It competes and trains at both Clacton Leisure Centre and Clacton High School. Brightlingsea Leisure Centre also hosts a number of clubs, including Brightlingsea Sledgehammers. All clubs compete in the local (Suffolk) League, however no facility in the area has facilities appropriate to enable clubs to compete in the national league, resulting in them having to travel to Colchester to play; this incurs additional cost.

For a sports hall to be upgraded to national standard, a minimum of 50 seats would need to be offered to spectators. Clubs expressed a desire to see one facility in the Tendring area upgraded to allow national league matches to be played in the Authority, however they understand that this would necessitate one leisure centre undergoing a major upgrade and they are unsure where the finances might be sourced for this.

Clubs which play in Clacton, in particular, report being unable to pay for more facilities, especially those managed by Pinnacle despite the fact that there is capacity within these venues. Cost is, therefore, cited as the main factor preventing basketball growth.

TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Table 4.10: Market segmentation for basketball and likely target audiences in Tendring

Basketball	
<ul style="list-style-type: none"> 0.5% (598) of people currently play basketball and a further 0.3% (383) indicate that they would like to, giving an overall total of 0.8% (982). 3.4% of Ben's play basketball, which is the largest proportion of any group playing basketball, closely followed by the Jamie segment at 2.7%. The groups with the largest of the local population playing basketball are the Ben's (27.3%) and Jamie's (17.1%). The groups with the most people who would like to play are Jamie (23.8%) and Ben (22.5%). The main group to target, for additional players due to size and interest is, therefore Jamie. 	

Netball

England Netball is working to deliver a wide range of netball products to achieve its 10:1:1 vision and the netball county of Essex is a priority area. Within it, each authority is ranked based on the opportunities available to play Netball. Tendring has a low score based upon what England Netball deems to be limited opportunities to participate in the sport. This is attributed to there being a low number of coaches in the authority. England Netball, in partnership with Active Essex, is currently looking at delivering more programmes (High 5 Workshops and Walking Netball) within Tendring to increase awareness of the sport and encourage more people into coaching. Currently there are plans to develop Walking Netball sessions at Clacton Leisure Centre and Manningtree Sports Centre.

Coastal Storms Netball Academy is the only netball club in Tendring. It is currently working towards Clubmark accreditation and competes in the Colchester League. It trains and competes at Tendring Enterprise Studio School, utilising both indoor (winter) and outdoor facilities (summer). It is satisfied with the facilities at the site, however, it does indicate that facility hire costs prohibit it from offering a second weekly session, particularly for juniors. Consequently, it is constricted to offer one session a week to all age groups, resulting in overcrowding during training.

Table 4.12: Market segmentation for netball and likely target audiences in Tendring

Netball	
<ul style="list-style-type: none"> 0.4% (422) of people currently play netball and a further 0.3% (378) indicate that they would like to, giving an overall total of 0.7% (801). 2.2% of Leanne's play netball, which is the largest proportion of any group playing netball, closely followed by the Chloe segment at 1.9%. The groups with the largest of the local population playing netball are the Chloe's (19.0%) and Leanne's (17.5%). The groups with the most people who would like to play are Chloe (20.1%) and Leanne (18.8%). The main group to target, for additional players due to size and interest is, therefore Chloe. 	

Gymnastics

British Gymnastics (BG) main priorities (for the period 2013-2017) are to:

- Increase the number of dedicated facilities and improve existing facilities.
- Increase access to spaces in non-dedicated venues.

TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

There is no geographic focus to the British Gymnastics Whole Sport Plan or Facility Strategy. It is based on need, suitability and partners' ability to support a project to successful completion. There is substantial demand for more gymnastics opportunity and clubs generally with waiting lists a norm (the average BG club reports a waiting list of 35 or more potential participants).

A key part of BG's strategy is to increase participation is to support clubs to operate out of their own dedicated facility, offering more time and space for classes. There is a definite trend for gymnastics clubs to move into dedicated owned/managed premises (more than 30 did this in England in 2014). BG expects this trend to continue.

There are no dedicated gymnastics or trampolining clubs in Tendring, however, gymnastics classes provided by TDC are available at Manningtree and Clacton leisure centres; these are reportedly very popular. The nearest dedicated facility with an affiliated BG club is in Colchester (Colchester School of Gymnastics), which currently has a waiting list across all age groups and is a heavily used venue.

Consultation with leisure staff indicates that there is potential to establish a dedicated gymnastics centre for the district, which should be located in Clacton. No formal discussion has taken place with either TDC or British Gymnastics to flesh out the idea prior to a full feasibility study.

Table 4.13: Market segmentation – gymnastics/trampolining and likely target audiences

Gymnastics and trampolining	
◆	0.2% (213) of people currently take part in gymnastics and trampolining and a further 0.1% (150) indicate that they would like to, giving an overall total of 0.3% (364).
◆	0.6% of Chloe's take part in gymnastics and trampolining, which is the largest proportion of any group taking part in gymnastics and trampolining, closely followed by the Leanne segment at 0.4%.
◆	The groups with the largest of the local population taking part in gymnastics and trampolining are the Chloe's (12.7%) and Helena's (10.3%).
◆	The groups with the most people who would like to take part are Chloe (17.3%) and Ben (12.7%).
◆	The main group to target, for additional players due to size and interest is, therefore Chloe.

Summary of demand

Within Tendring, a wide range of 'sports hall sports' is available for the community to participate in. The District hosts a national standard volleyball club and there is also the opportunity to play club netball, badminton and basketball.

To allow clubs to expand, facilities need to be upgraded. The specifics vary from a new sports hall floor at Tendring Technology College to an upgrade of the court markings at Clacton Leisure Centre for Basketball to allow clubs to play national league matches. In addition, most clubs report wishing to increase their community offer, however they appear to be being hindered in this aspiration primarily as a result of the hire costs of facilities, particularly in Clacton. As Clacton is in a very deprived area, clubs feel that cannot justify increasing fees to provide another session, as they are concerned about losing members.

TENDRING DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

4.3 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 areas. It can be used to estimate facility needs for whole area (borough) populations, there are dangers in how figures are subsequently used. It should not be used for strategic gap analysis as it has no spatial dimension and it is important to note that it 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 4.10: Sports Facilities Calculator applied to population increase in Tendring

	Population 2014 (mid-year estimate)	Population estimate 2025	Population estimate 2033
Population data projection	139,916	150,078	159,111
Population increase	-	10,162	9,033
Facilities to meet additional demand	-	2.61 courts 0.65 sports hall	2.32 courts 0.58 sports hall

These calculations assume that the current sports hall stock remains accessible for community use and the quality remains the same. It appears that the projected increase population will add to the demand for sports hall space in Tendring by the equivalent of nearly five courts, up to 2033.

The TIDP also indicates that to address existing shortfalls there is a requirement for 15 courts (just fewer than four 4-court halls). It suggests that the additional growth of 7,840 dwellings with an average household size of 2.2 equates to a total population arising from growth of 17,248 persons up until 2032. This will result in the need for a further six courts. The total deficiency is, therefore, estimated to be 21 courts.

4.4: Supply and demand analysis

Sports halls in Tendring are located in the areas of high population, however due to the rural nature of the district, only just over one half of the population can access a facilities within a 20 minute walk. As noted earlier, sports hall quality varies. Two are above average, three below average and one poor. The majority are located on education sites, only enabling regular access in the evenings and at weekends. Clacton Leisure Centre is the only sports hall which offers community access throughout the day time period.

Each leisure centre offers an activity programme for the community. This differs within each sports hall and is dependent upon local demand. Clacton offers the most varied and accessible programme and is also able to provide a range of activities throughout the day. The range of sports offered to the community utilising sports halls in the authority, includes netball, volleyball, indoor football, badminton and basketball.

TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

The age and recent maintenance history of Manningtree Sports Hall suggests an imminent need for increased investment to ensure that it remains fit for purpose. This is thought likely to lead to increased utilisation rates.

For certain sports to be developed and sustained within the District, facility upgrades and improved accessibility are pertinent. Tendring Volleyball Club, for example, noted its concern in respect of the quality of the sports hall floor and the changing rooms at Tendring Technology College. The floor is of poor quality and an upgrade is required if the Club is to continue to train and compete at the College site. In addition, basketball teams would like at least one sports hall in the District to be upgraded to national league standard.

As noted, Tendring is a designated Community Badminton Network area, Consultation with clubs suggests that, in their view, the process is not working as clubs – in part because they claim to be unaware of this network. Consequently, young people are not being linked with local clubs from school which is contributing to reduced participation levels.

Consultation with the other sports clubs indicates a level of satisfaction with the supply of sports hall space, although many of them cite the high cost of hiring facilities, particularly at Pinnacle PSG managed sites, as the main limited to expansion. Many of their members live in areas of higher deprivation.

4.5 Summary of key facts and issues

- ◆ KKP's audit identifies nine 3+ court sports halls on nine sites. Eight offer community use, with varying access times. Clacton Leisure Centre has the largest hall, with six courts.
- ◆ Sports hall quality is variable, reflecting the age of many venues. Stock is however, mostly fit for purpose. The sports hall at Manningtree Sport Centre is identified as poor.
- ◆ 51% of the population resides within a 20 minute walk time of a sports hall..
- ◆ Pinnacle PSG manages three school sites in Clacton and TDC manages all other halls. Apart from the one at Tendring Technology College which is self-managed.
- ◆ There is limited day time access to/use of sports halls because of the prevalence of them being on education sites
- ◆ A variety of sports is offered - the main ones are Volleyball, Netball and Basketball..
- ◆ Tendring is an important area for Volleyball. There is a positive partnership between the NGB, the Education sector and the club ensuring that the District hosts a national team. Addressing sports hall floor quality at Tendring Technology College is a priority
- ◆ Facility hire cost is a key factor limiting the operation and expansion of local clubs - particularly the Pinnacle PSG managed sites in Clacton.
- ◆ There is a general need to upgrade sports hall accommodation and changing provision. While so doing, improving markings for netball and basketball and spectator access specifically for basketball would enable local clubs to aspire to national league status.
- ◆ There is capacity within facilities to grow but workforce and cost are challenges which clubs do not feel able to overcome without support.
- ◆ Gymnastics is mentioned as an actual and potentially important sport in the District but there is no dedicated facility. Further work is required to assess depth of demand for this sport.

PART 5: SWIMMING POOLS

The NGB for diving, swimming, synchronised swimming and water polo in England is the Amateur Swimming Association (ASA). A swimming pool is an “enclosed area of water, specifically maintained for all forms of water based sport and recreation”. It includes indoor, outdoor and freeform leisure pools (plus diving tanks) used for general swimming, teaching, training and diving. Many small pools are used solely for recreational swimming but it is generally recommended that, when auditing provision, standard dimensions which allow appropriate levels of competition and training and help meet safety standards are applied. Relatively few need to match full competition standards or offer spectator facilities.

Training for competition, low-level synchronised swimming, and water polo can all take place in a 25m pool. With modest spectator seating, they 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.

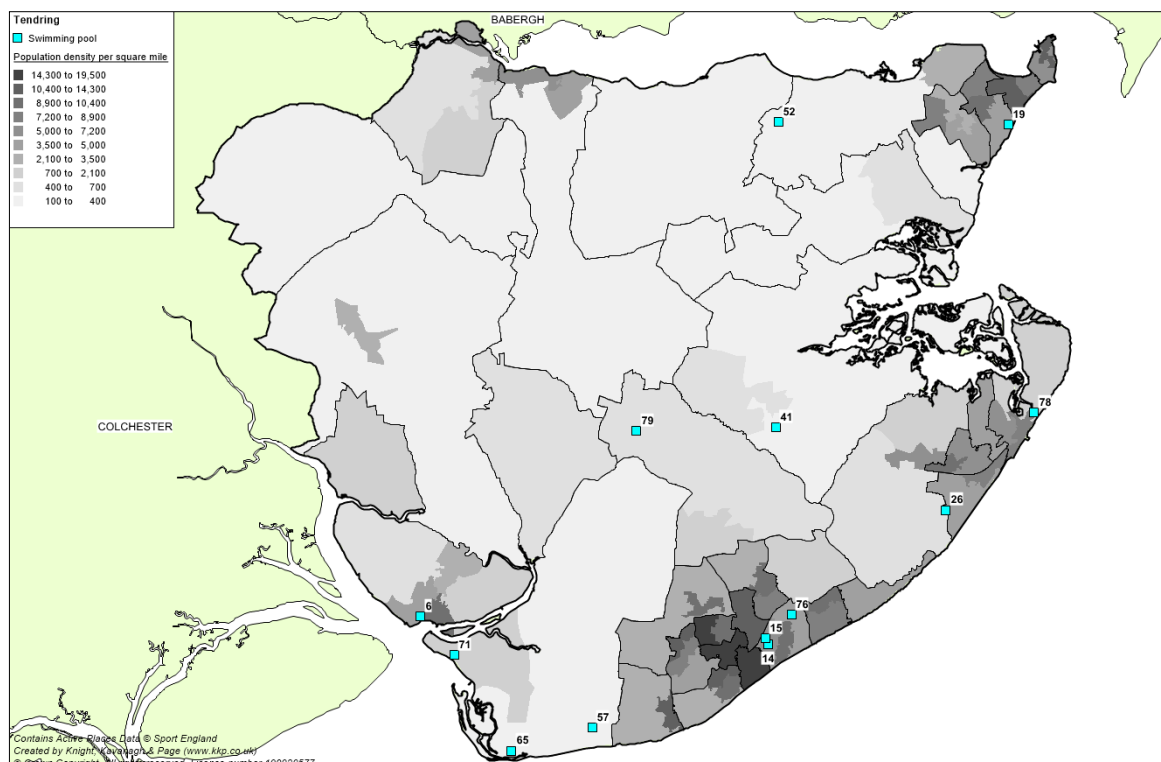
5.1 Supply

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 shorter than 20m in length and/or located at private member clubs are deemed to offer limited community use value or outcomes related to health and deprivation and are excluded.

Quantity

The audit identifies 18 pools at 13 sites in Tendring.

Figure 5.1: All identified swimming pools in Tendring



TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Table 5.1: All identified swimming pools in Tendring

Map ID	Site	Type	Length (m)
6	Brightlingsea Open Air Swimming Pool	Lido	50
14	Clacton County High School	Main/General	18.2
15	Clacton Leisure Centre	Main/General	25
19	Dovercourt Bay Lifestyles	Main/General	25
26	Frinton Lawn Tennis & Squash Club	Lido	25
41	Lifehouse	Main/General	18.5
52	Primrose Pool	Learner/Teaching/Training	12.5
57	Seawick Holiday Park	Leisure Pool	12.5
57	Seawick Holiday Park	Lido	12.5
65	The Bridge Housing Training Pool	Main/General	23
71	The Orchard Holiday Park	Leisure Pool	18
71	The Orchard Holiday Park	Lido	20
76	Valley Farm Holiday Park	Learner/Teaching/Training	12.5
76	Valley Farm Holiday Park	Leisure Pool	8
76	Valley Farm Holiday Park	Lido	25
78	Walton-on-the-Naze Lifestyles	Main/General	25
78	Walton-on-the-Naze Lifestyles	Leisure Pool	18
79	Weeley Bridge Swimming Pool	Lido	12

The pools at Clacton Leisure Centre, Dovercourt Bay Lifestyles and Walton-on-the-Naze Lifestyles are all classed as accessible for community use due to their accessibility and size. The one at Clacton County High School, whilst smaller than those normally assessed under ANOG, is also included as this pool is used extensively albeit mainly by clubs.

Several lidos in Tendring are above the requisite ANOG pool dimensions (see Table and Figure 5.1). While acknowledging that they do contribute to the swimming offer during summer months, they do not open throughout the year and are, therefore, not considered within the audit.

Quality

As part of the assessment, KKP visited main swimming pools and completed non-technical visual assessments. We also assessed changing provision as this can also play a significant role in influencing and attracting users (especially the elderly, women and some BME communities). The quality ratings of the four venues which allow for community use are shown overleaf.

The quality assessment rates two pools as above average (Dovercourt and Walton) and two as below average' (Clacton County High school and Clacton Leisure Centre). In both those rated as above average, changing facilities were identified as good; the changing rooms at Walton-on-the-Naze were refurbished in early 2016. Walton's (deck level) pool is also the newest in the District, built in 1991.

TENDRING DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Table 5.2 Community accessible pools within Tendring (set alongside quality)

ID	Site	Type	Lanes	Length	Condition	
					Pool	Changing
14	Clacton County High School*	Main	4	18.2	Below average	Below average
15	Clacton Leisure Centre	Main	6	25	Below average	Below average
19	Dovercourt Bay Lifestyles	Main	6	25	Above average	Good
78	Walton-on-the-Naze Lifestyles	Main	4	25	Above average	Good
78	Walton-on-the-Naze Lifestyles	Leisure	0	18	Above average	Good

Accessibility

Swimming pool accessibility is influenced by physical (i.e. built environment) and human (i.e. management) elements. Appropriate walk and drive-time accessibility standards are applied to swimming facilities to determine provision deficiencies or surpluses. 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 5.2: Community accessible swimming pools - 1 mile radial catchment, IMD 2015

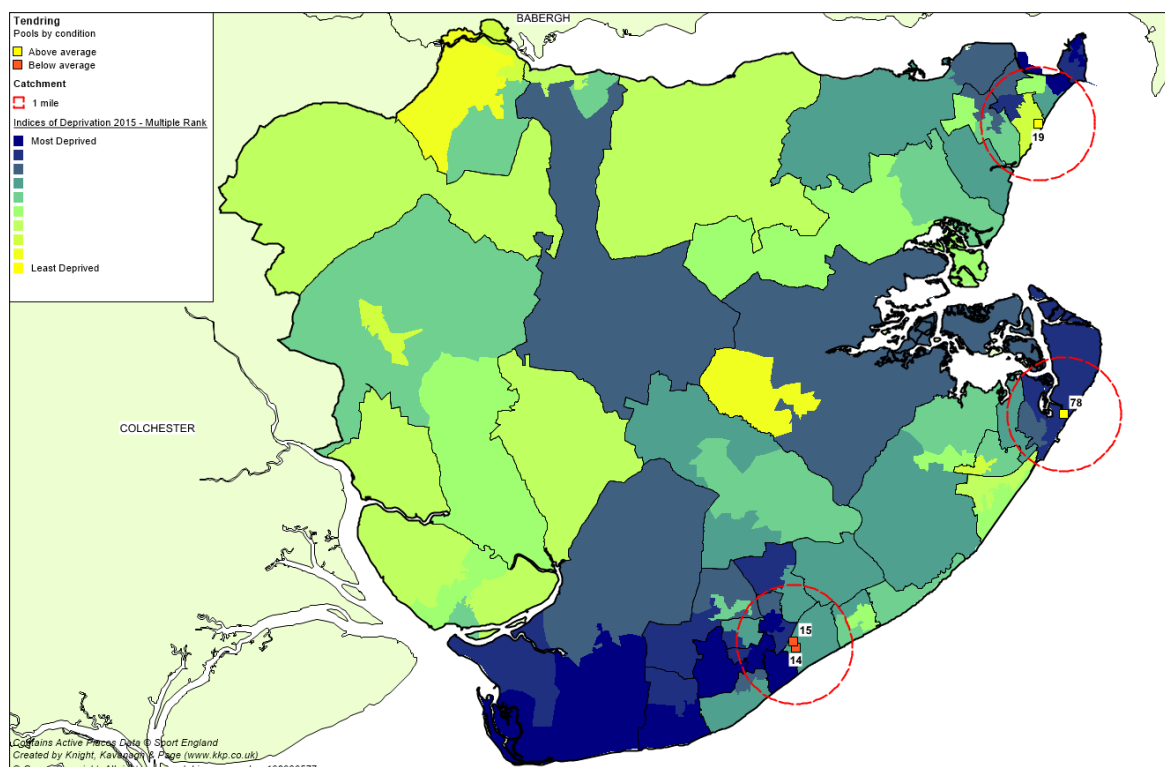


Table 5.3 and Figure 5.2 overleaf indicate that just under one third of the population lives within a 20 minute walk of a community pool. This leaves just over two thirds (69.5% who do not). Just over one quarter (28.7%) of the population lives in areas of higher deprivation in Tendring (using 20% band); of these c.18,000 (13.2% of the overall population) live within a 20 minute walk of a community swimming pool.

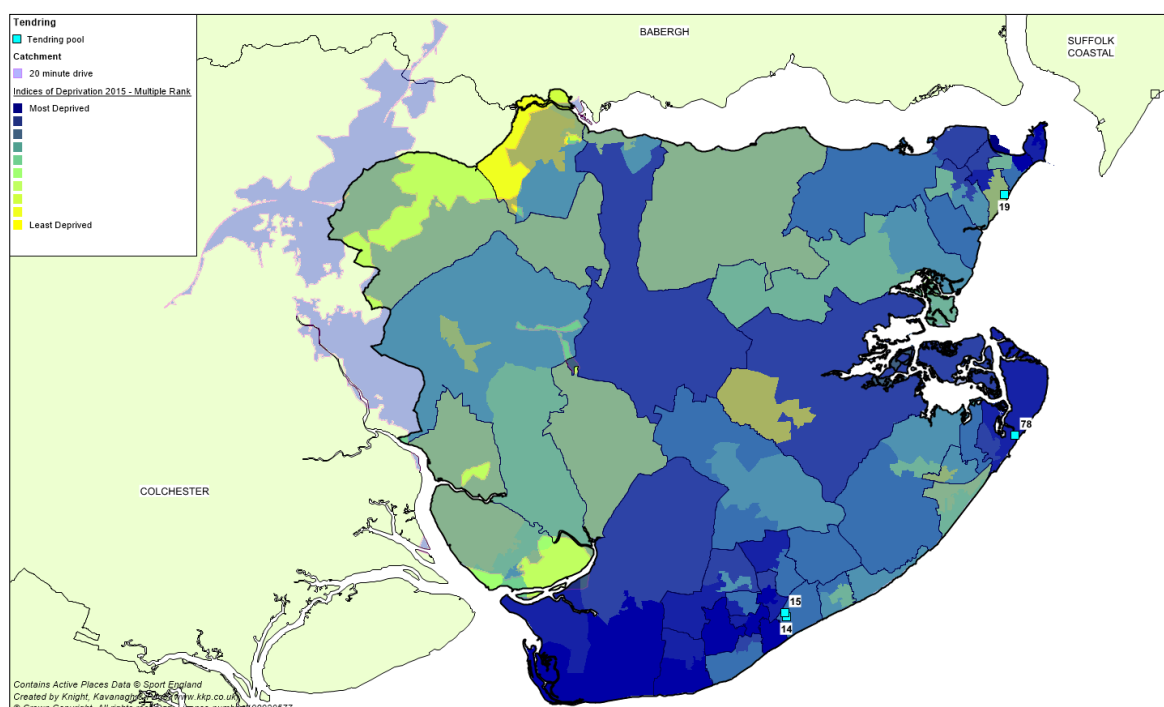
TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Table 5.3: 20 minute walk time of community accessible swimming pools in Tendring

IMD 2015 10% bands	Tendring		Swimming pool with community use catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside %	Persons outside catchment	Population outside (%)
0 - 10	22,477	16.3%	11,136	8.1%	11,341	8.2%
10.1 - 20	17,156	12.4%	7,020	5.1%	10,136	7.3%
20.1 - 30	13,829	10.0%	5,130	3.7%	8,699	6.3%
30.1 - 40	27,000	19.6%	12,794	9.3%	14,206	10.3%
40.1 - 50	18,994	13.7%	2,624	1.9%	16,370	11.8%
50.1 - 60	14,007	10.2%	1,609	1.2%	12,398	9.0%
60.1 - 70	16,248	11.7%	161	0.1%	16,087	11.6%
70.1 - 80	5,848	4.2%	1,706	1.2%	4,142	3.0%
80.1 - 90	2,726	2.0%	0	0.0%	2,726	2.0%
90.1 - 100	0	0.0%	0	0.0%	0	0.0%
Total	138,285	100.0%	42,180	30.5%	96,105	69.5%

Figure 5.3 identifies community accessible swimming pools within Tendring with a twenty minute drive for TDC residents. There are two small area within the District where residents are not within this catchment. These are found in the North West and South West of the District in areas identified as rural.

Figure 5.3: Community accessible pools including neighbouring facilities (20 minutes' drive)



TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Management accessibility

Clacton Leisure Centre, Dovercourt Lifestyles and Walton-on-the-Naze Lifestyles are all managed directly by TDC. Each offers a comprehensive swimming lesson programme for the local community, which reportedly attract high take-up (despite specific learning water only being available at Walton-on-the-Naze). The pool at Clacton High School is managed by Pinnacle PSG. There is no community pay and play access but it is available for block bookings after 18.00 in the evenings and from 09.00 – 18.00 at weekends. Clacton Sharks Swimming Club (Synchronized section) delivers training sessions at this facility.

Neighbouring facilities

Accessibility is also influenced by facilities located outside the local authority boundary. Figure 5.4 and Table 5.4 identify swimming venues within two mile boundary of Tendring.

Figure 5.4 Neighbouring pools with 20 minute walk and within 2 miles of Tendring

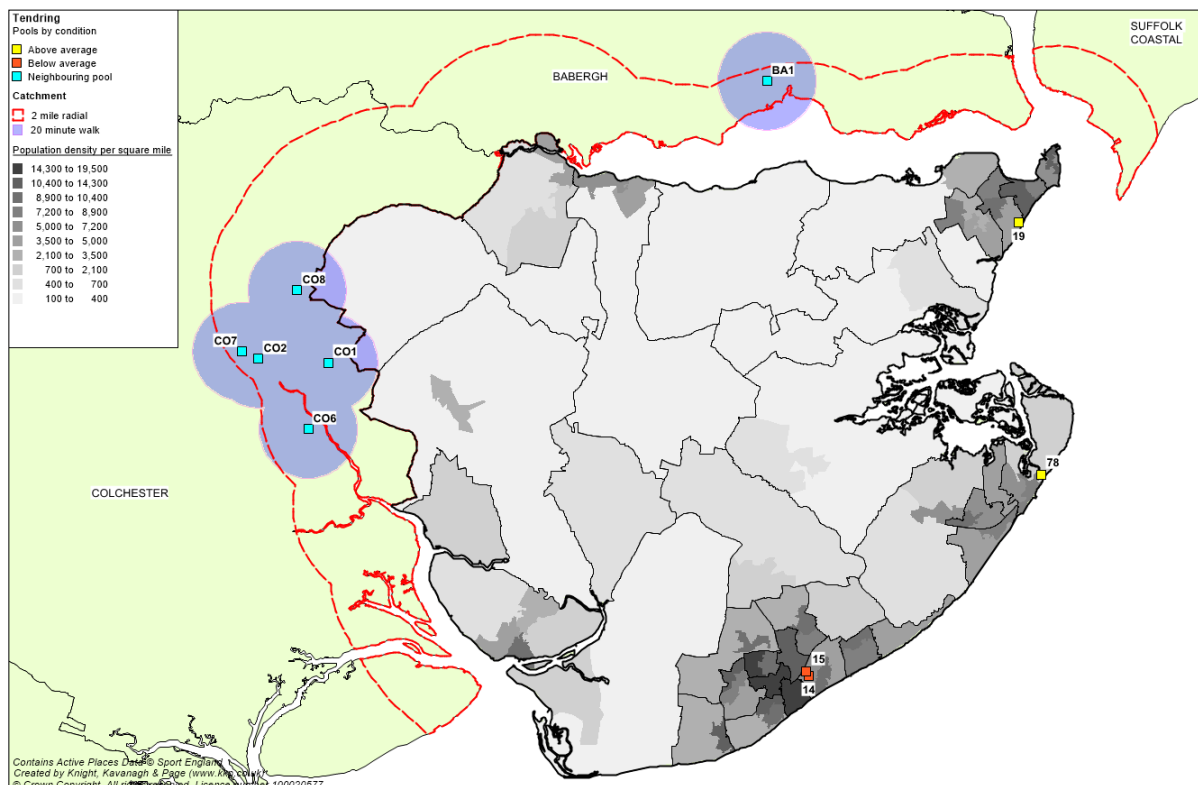


Table 5.4: Key: Pools within 2 miles of Tendring boundary

ID	Active Places site	Lanes	Length	Access type	Authority
BA1	Royal Hospital School Holbrook	6	42	Sports club / CA	Babergh
CO1	Colchester Academy	4	18	Private use	Colchester
CO2	Colchester Leisure World	6	25	Pay and play	Colchester
CO6	Bannatynes Health Club	3	20	Pay and play	Colchester
CO7	Sports Direct Fitness	2	18	Pay and play	Colchester
CO8	Topnotch Health Club	4	15	Reg. membership	Colchester

TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

It is noted that Colchester Leisure World is the only pool with the requisite size and access availability which fits with the ANOG methodology. Further, Colchester Sports Strategy 2014, identifies an under supply of water space in Colchester. It is, therefore, unlikely that demand for swimming can be offset by Colchester facilities.

5.2 Demand

Analysis of demand for swimming pools

NGB key issues

Consultation with the Amateur Swimming Association (ASA) confirms that its headline objectives of *'more people learning to swim, more people swimming regularly, more medals on the world stage,'* contained within its Strategic Plan – 2013-17 remain. It is currently developing a facilities strategy.

It considers all usable swimming pools to be important for the sport and this applies equally to Tendring. Local authority pools are of particular importance to the ASA given their ability to support its key objectives of increasing participation and also the talent base (club usage). It should be noted that there is no capital funding available from the ASA, however, by working closely with Sport England the NGB aims to target funding at projects that will have the greatest impact on increasing participation and benefit the sport and its clubs.

Whilst there are a number of facilities in the area, a high proportion of these are either lidos or under commercial management. The ASA believes that this restricts effectiveness in the delivery of pool time to the general public. Because only Walton on the Naze has a pool which can be given over to teaching there is pressure on pool time for all activities, including the Authority's learn to swim programme and local swimming clubs. The ASA identifies that the situation in Tendring is exacerbated by the extreme water deficit in neighbouring Colchester which causes overspill into TDC programmes, particularly on the western side. To develop swimming in Tendring, the ASA suggests the following:

- ◆ More pool time needs to be given to the clubs to encourage development.
- ◆ Increased and potentially new water space would assist in raising the availability of swimming teaching programmes.
- ◆ Although all TDC facilities have been refurbished (to varying degrees) within the last 15 years, they are all 25 or more years old. There is a need for a pools replacement strategy to ensure that water space meets the demands of teaching, development and participation.

Club consultation

Harwich, Dovercourt and Parkeston Swimming Club is currently the biggest club in the District. It has c. 166 members and offers junior swimming, masters swimming and its own swimming lesson programme, delivered within 10 hours of pool time. It currently competes in both the Essex league and Essex mini league and trains in Dovercourt Bay Lifestyles. It indicates a wish to expand its junior section; it is, however, restricted due to the lack of a learner pool at Dovercourt. It suggested that, at present, it has insufficient coaches to support this. It also indicated that there is demand for the provision of swimming sessions, as it believes the local authority programme to be full.

TENDRING DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Clacton Sharks (which is Swim 21 accredited), is the other swimming club in the District. It competes in the Essex Mini League, and trains at Clacton Leisure Centre and Clacton High School. It offers a range of programmes including juniors, masters, water polo and synchronized swimming.

The majority of its delivery is based at Clacton Leisure Centre; its synchronized section operating from Clacton High School. It currently has 12.5 hours of pool time at the Leisure Centre, however this is being reviewed as the pool timetable is being restructured. Negotiations are on-going and the Club is confident that it will be able to offer a sustainable programme over the forthcoming year. It also confirmed that the lack of learner pool space hinders junior development.

Both clubs highlighted the issues faced recruiting volunteers and coaches through their workforce development plans. This has, on occasions, led to both cancelling sessions on different occasions where coaches have been unavailable.

Table 5.3: Market segmentation for swimming and likely target audiences in Tendring

Swimming	
◀	13.0% (15,522) of people currently swim and a further 12.7% (15,162) indicate that they would like to, giving an overall total of 25.8% (30,685).
◀	25.3% of Alison's swim; the largest proportion of any group swimming, closely followed by the Chloe segment at 24.1%.
◀	Groups with the largest of the local population swimming are the Roger & Joy's (11.4%) and Elaine's (9.2%).
◀	Groups with the most people who would like to swim are Roger & Joy (11.4%) and Elaine (9.6%).
◀	The main group to target, for additional swimmers due to size and interest, is Roger & Joy.

5.3 Supply and demand analysis

The ASA and local clubs confirm that water space supply is insufficient to meet demand generated by the current population. This is exacerbated by the lack of water space in neighbouring Colchester. Future demand on community accessible water space is likely to grow based upon a growing and ageing population.

5.4 Sport England's Facilities Calculator (SFC)

As noted earlier, this assists local planning authorities to quantify how much additional demand for the key community sports facilities, is generated by populations of new growth, development and regeneration areas. While used to estimate facility needs for whole area populations it should not be applied to strategic gap analysis as it has no spatial dimension. The SFC 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.

TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Table 5.6: SFC applied to (ONS estimated) population increase in Tendring up to 2033

	Population 2014 (mid-year estimate)	Population estimate 2025	Population estimate 2033
Population data projection	139,916	150,078	159,111
Population increase	-	10,162	9,033
Facilities to meet additional demand	-	1.91 lanes 0.47 pools	1.70 lanes 0.43 pools

These calculations assume that the current swimming stock remains accessible for community use and the quality remains the same. Projected increases in the population will add a total 3.61 lanes (0.92 of a new swimming pool) to the demand for pool space in Tendring by 2033.

The District has 7.7 sq.m. of swimming pool space per 1,000 population - just below the national average. If, in common with other needs assessments, a standard of just over 9m² per 1,000 population is adopted this would mean that 204 sq.m. of extra water space is needed to make up for this shortfall. Adding the 7,840 dwellings is expected to increase demand by 155 sq.m. indicating an overall net provision shortfall of 359 sq.m. (the equivalent of just under one 6 lane 25m pool or a 4-lane pool with additional learning space).

5.5 Summary of key facts and issues

- ◀ This assessment identifies four community accessible swimming sites in Clacton (two), Harwich and Walton.
- ◀ Clacton High School offers swimming pool activity via block bookings only but is important in catering for the needs of Clacton Sharks Swimming Club.
- ◀ Just over 30% of the population lives within a 20 minute walk of a local community swimming pool and nearly everyone in the District is within 20 minute drive time of swimming facilities.
- ◀ There is a number of other facilities including various lidos, holiday parks and privately owned swimming venues. These serve some sections of the community but their restricted access or size does not make them community accessible for the purposes of this study.
- ◀ Sport England's Active Places, identifies swimming as the most popular sport in the District.
- ◀ The district is short of teaching pool space; access to lessons is limited (potentially leading to reduced future demand).
- ◀ Assessment and consultation based analysis suggests that there is both current and increased future demand for more water space.
- ◀ This shortfall is exacerbated by the water space undersupply in Colchester.
- ◀ Clacton Sharks and Dovercourt and Parkeston swimming club are the main swimming clubs in the District. Both indicate needing more pool time.
- ◀ Workforce recruitment, retention and development is a major concern for clubs.
- ◀ The SFC identifies further demand for a four lane swimming pool over and above the current undersupply in the District. This is backed up by the TIDP which confirms that the current shortfall will grow to the equivalent of one 6-lane 25m pool by 2032.

TENDRING DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

SECTION 6: HEALTH AND FITNESS SUITES

Health and fitness facilities are normally defined and assessed using a base scale of a minimum of 20 stations. A station is a piece of static fitness equipment and 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 6%. All parts of the country have seen an increase in club numbers, members and total market value but only four regions have seen an increase in average membership fees over the last 12 months.

According to State of the UK Fitness Industry Report (2015) there were, at that point, 319 low cost clubs in the private sector in England; an increase of 24% (62 clubs) over the preceding 12 months. Membership passed the one million mark for the first time (a 41% increase) and total market value has increased by 43% to under just £300million. The low cost sector continues to be the fastest growing segment of the private health and fitness market. There are now 25 private low cost chains across the UK with Pure Gym the market leaders for the third year in a row with 92 clubs, having opened 27 in the last 12 months. Due to commercial sensitivities private and commercial health and fitness suites are not usually assessed. They are generally acknowledged to be good or above average facilities.

6.1: Supply

Quantity

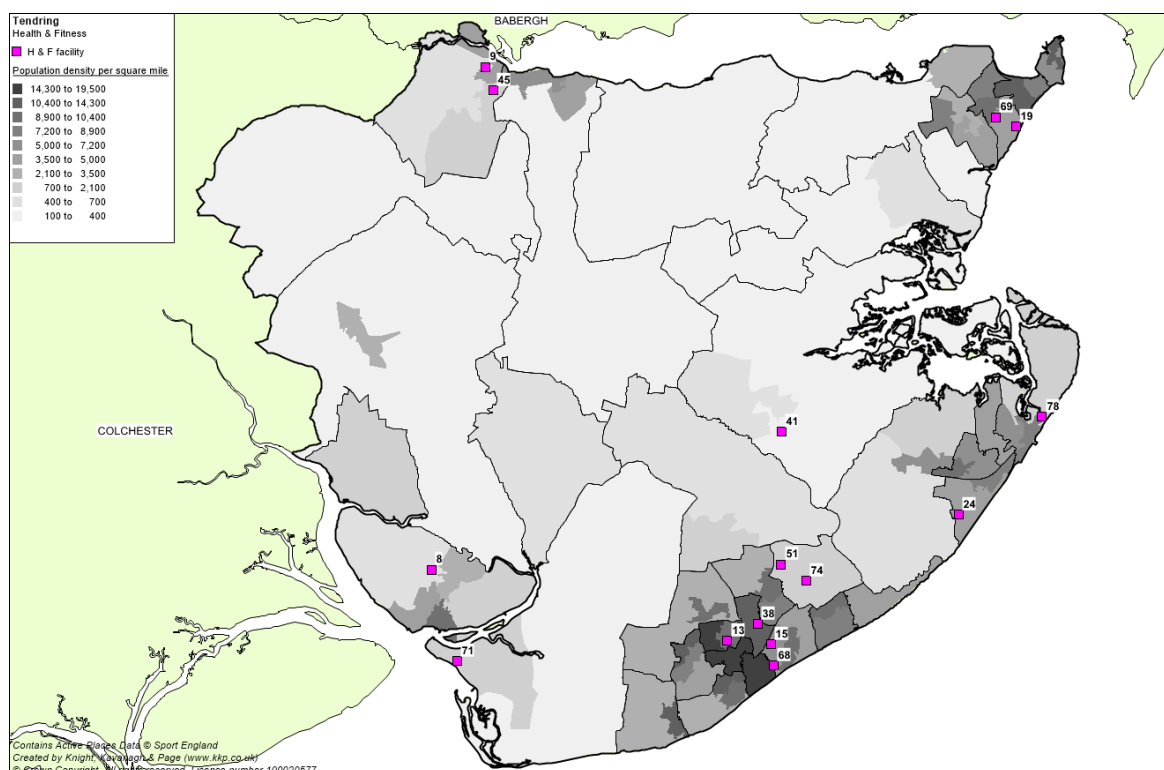
There are eleven 20+ station health and fitness suites in Tendring: 419 stations. Of these, 172 stations are housed in TDC leisure centres. Most of the remainder place some restrictions with regard to membership/registration fees or are not available to the public on a pay and play basis. Facilities are located mainly in the south and east of the District).

Table 6.1: Health and fitness suites (20+) in Tendring

Ref	Site	Stations
8	Brightlingsea Sports Centre	20
9	Busybody's Fitness Ltd	46
13	Clacton Coastal Academy (Town Campus)	27
15	Clacton Leisure Centre	80
19	Dovercourt Bay Lifestyles	28
38	Iron Works Gym	20
45	Manningtree Sports Centre	22
51	Physical Limits Gym & Personal Training	41
68	The Gallery Fitness Club	53
74	The Studio, Clacton	60
78	Walton-on-the-Naze Lifestyles	22
Total		419

TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure 6.1: Health & Fitness suites (20+ stations) in Tendring



Quality

Site assessments

Overall, health and fitness facilities in Tendring were assessed as follows:

Table 6.2: Health and fitness suites (c.20+ stations) in Tendring with a quality rating

Ref	Site Name	Stations	Comm. use	Condition
8	Brightlingsea Sports Centre	20	Yes	Above average
9	Busybody's Fitness Ltd*	46	Reg. mem**	Not assessed
13	Clacton Coastal Academy (Clacton)	27	Non	Above average
15	Clacton Leisure Centre	80	Yes	Above average
19	Dovercourt Bay Lifestyles	28	Yes	Above average
38	Iron Works Gym	20	Reg. membership	Below average
45	Manningtree Sports Centre	22	Yes	Below average
51	Physical Limits Gym & Personal Training*	41	Reg. mem**	Above average
68	The Gallery Fitness Club*	53	Reg. mem**	Above average
74	The Studio*	60	Reg. mem**	Above average
78	Walton-on-the-Naze Lifestyles	22	Yes	Good
Total	11	419		

*Unable to access due to commercial sensitivity

** Registered membership

TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Table 6.3 Quality rating of health and fitness suites in Tendring

Quality rating of assessed health and fitness suites				
Good	Above average	Below average	Poor	Not assessed
1	4	2	0	4

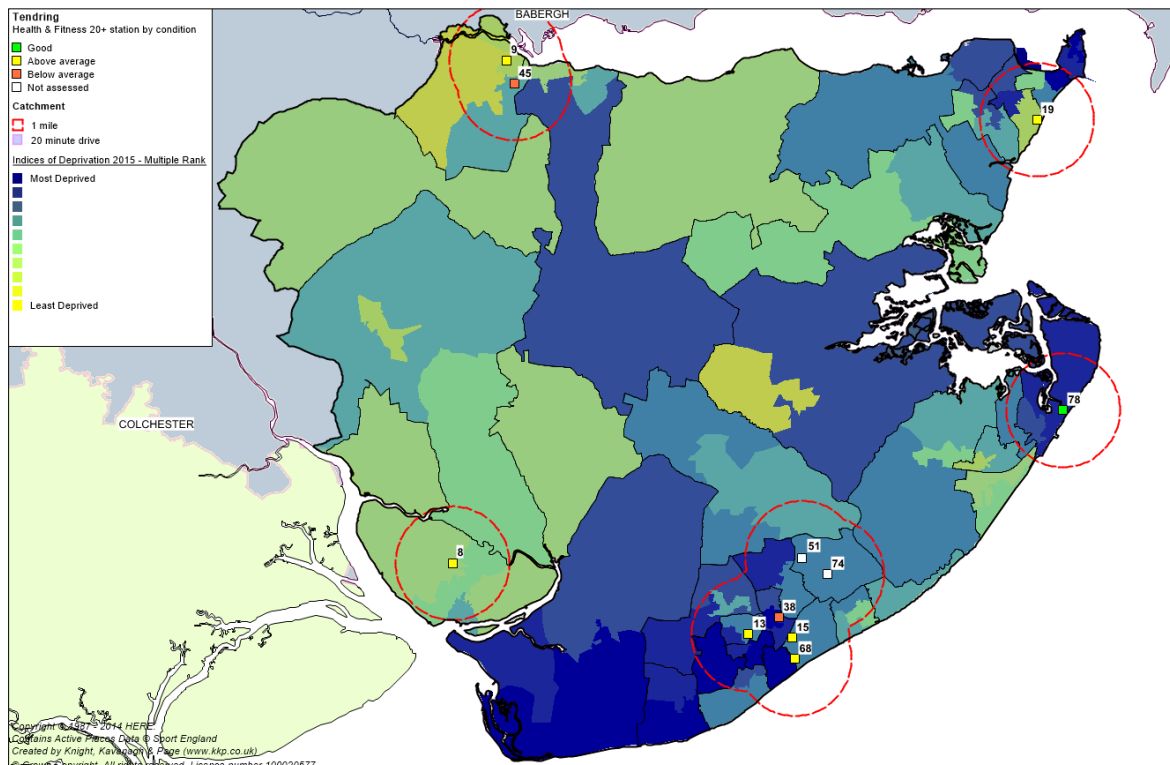
Accessibility and availability

Sport England's classification of access type defines registered membership use facilities as being publicly accessible; this generally means that people pay a monthly membership fee which can vary considerably. Clacton Coastal Academy (Town Campus) does not allow community access; this leaves eight accessible facilities with a total of 392 stations.

Figure 6.2 and Table 6.4 (below) indicate that all TDC residents live within 20 minutes' drive of a 20+ station health and fitness facility. Table 6.4 identifies that 28.7% (just under 40,000) people live in 20% areas of higher deprivation in Tendring. Of these, just over 25,000 live within one mile of a health and fitness facility which equates to c. 60%.

Accessibility for 20 minute walk and 20 minute drive time

Table 6.2: Health and fitness suites with 20 minute walk and drive time radial catchments



TENDRING DISTRICT COUNCIL

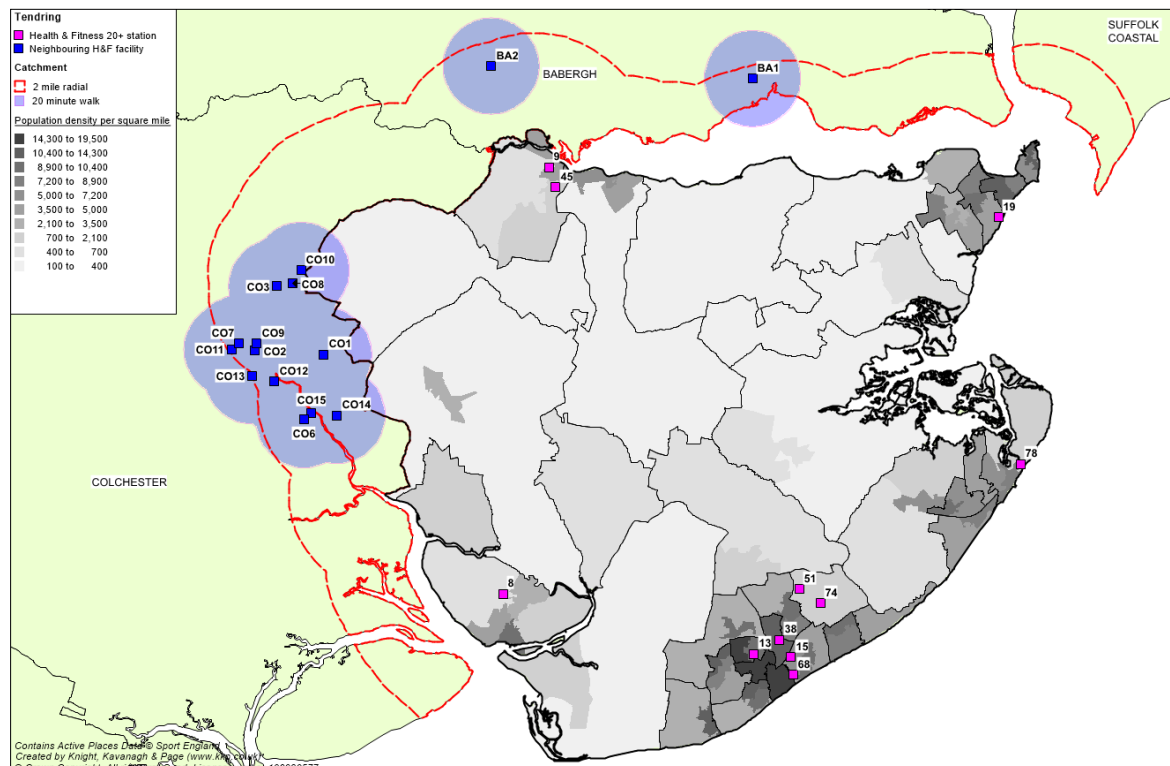
INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Table 6.4: Health and fitness accessibility set against using 20 minute walk

IMD 2015 10% bands	Tendring		Health & Fitness with 20 stations or more catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside %	Persons outside catchment	Population outside (%)
0 - 10	22,477	16.3%	14,880	10.8%	7,597	5.5%
10.1 - 20	17,156	12.4%	10,599	7.7%	6,557	4.7%
20.1 - 30	13,829	10.0%	6,602	4.8%	7,227	5.2%
30.1 - 40	27,000	19.5%	18,911	13.7%	8,089	5.8%
40.1 - 50	18,994	13.8%	6,614	4.8%	12,380	9.0%
50.1 - 60	14,007	10.2%	5,741	4.2%	8,266	6.0%
60.1 - 70	16,248	11.8%	2,862	2.1%	13,386	9.7%
70.1 - 80	5,848	4.2%	3,077	2.2%	2,771	2.0%
80.1 - 90	2,726	1.9%	725	0.5%	2,001	1.4%
90.1 - 100	0	0.0%	0	0.0%	0	0.0%
Total	138,285	100.0%	70,011	50.6%	68,274	49.4%

Neighbouring facilities

Figure 6.3: Neighbouring health and fitness facilities within a 2 mile catchment of Tendring



TENDRING DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

There are 15 health and fitness suites within two miles of the TDC border. Size varies from 14 – 200 stations; as does availability given the combination of private, pay and play and registered membership. TDC residents who work in Colchester and/or have access to a car on a regular basis are able to utilise such facilities.

Table 6.4: Neighbouring health and fitness facilities within a 2 mile catchment of Tendring

ID	Active Places site name	Stations	Access type	Authority
BA1	Royal Hospital School Holbrook	14	Private Use	Babergh
BA2	East Bergholt High School & Sports Centre	20	Pay and Play	Babergh
CO1	Colchester Academy	21	Private Use	Colchester
CO2	Colchester Leisure World	104	Pay and Play	Colchester
CO3	Leisure World Highwoods	30	Reg mem*	Colchester
CO6	Bannatynes Health Club	74	Pay and Play	Colchester
CO7	Sports Direct Fitness	80	Pay and Play	Colchester
CO8	Topnotch Health Club	108	Reg mem*	Colchester
CO9	Crossfit Colchester	8	Reg mem*	Colchester
CO10	Hamilton's Fitness Centre	56	Pay and Play	Colchester
CO11	Hercules Body Building & Weight Training	30	Pay and Play	Colchester
CO12	House Of Gain - Strength Gym	55	Pay and Play	Colchester
CO13	The Gym (Colchester)	135	Pay and Play	Colchester
CO14	University Of Essex Sports Centre	200	Reg mem*	Colchester
CO15	Anytime Fitness	60	Reg mem*	Colchester

6.2: Demand

Health and fitness is highly popular in Tendring, appealing to men and women across a range of age groups. It is the most popular sport in the top two Sport England market segmentation categories (Elise and Arnold:10%/, Roger and Joy: 13%). The national figure for participation (UK penetration rate) in the UK 12% (used in the model below). To identify adequacy of provision quantity, a demand calculation based upon the assumption that 'UK penetration rates' will increase slightly in future is applied. Population increases are also factored in to enable a calculation of whether current supply will meet future demand.

Table 6.4: UK penetration rates for health and fitness suites in Tendring (ONS data)

	Current (2014)	Future (2025)	Future (2033)
Adult population	139,916	150,078	159,111
UK penetration rate	12%	13%	14%
Number of potential members	16,790	19,510	22,275
Number of visits per week (1.75/member)	29,380	34,145	38,980
% of visits in peak time	65	65	65
No. of visits in peak time	490	570	650

The model identifies 1.75 visits per week by members and 65% usage during 39 weeks of the year. (All figures rounded to the nearest 5)

TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

According to UK penetration rates there is a current need for 490 stations across Tendring (indicating a shortfall of 71 based upon the current available number: 419). This is expected to grow to 570 by 2025 and to 650 by 2039. This will lead to a shortfall of 151 stations and 231 stations in 2025 and 2033 respectively. It is also necessary to factor in comfort and accessibility at peak periods, in particular. The requirement therefore could be up to double the numbers found in the model.

The TIDP also identifies a current shortfall of 386 stations which is projected to grow by 86 stations by 2032 indicating a total requirement of 472 stations.

6.3: Supply and demand analysis

Health and fitness facilities are important facet of leisure provision and a successful addition to sports centres over the past three decades. Income derived helps to offset the cost/underpin the viability of other aspects of leisure provision, especially swimming and maintenance. Calculations suggest that Tendring's total of 419 fitness stations across 11 sites located in areas of high population will not be sufficient to meet the demand from a growing population between now and 2033. It is the most popular sport amongst the current top two categories in the Sport England market segmentation summaries.

It is not uncommon for the private sector to set up health and fitness venues which make a local area market look congested. The key issue is that while some are 'budget operators' it does not necessarily make them accessible to harder to reach groups and people from areas of (relative) disadvantage (as cost is only one factor which may hinder usage).

6.4 Dance studios

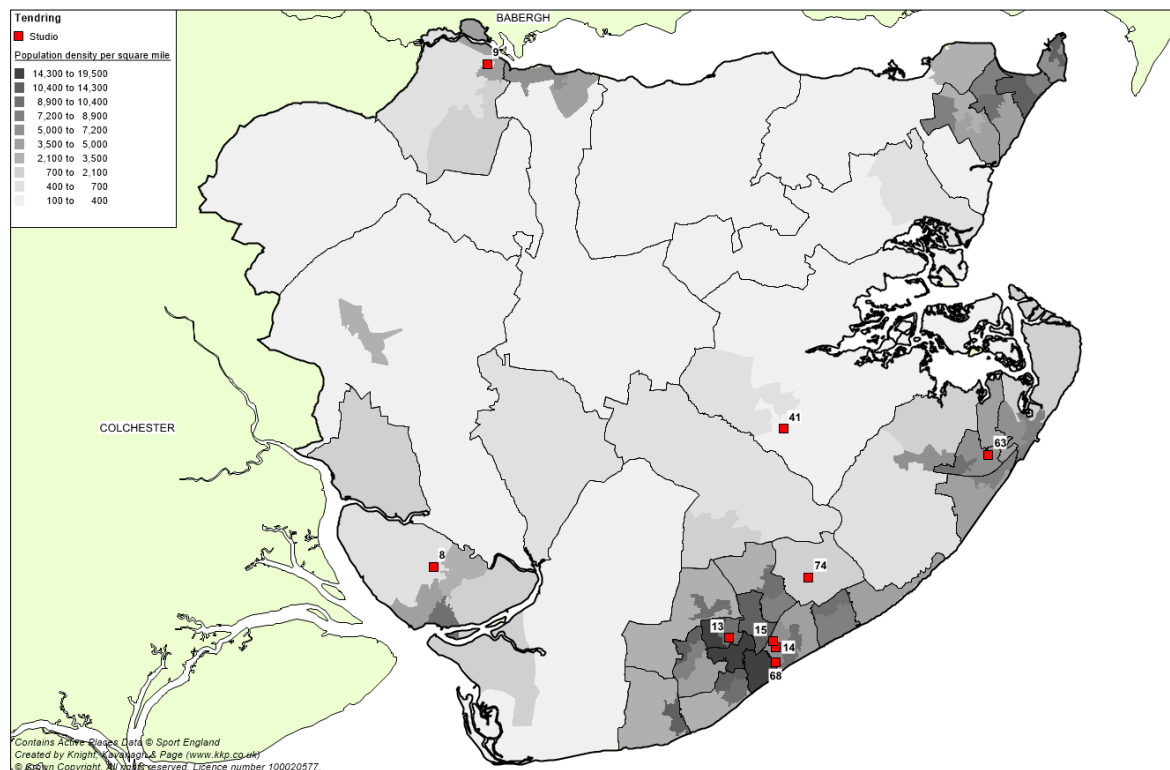
Dance studios are a very important element of the wider health, fitness and conditioning market. They vary in size, shape, quality of changing, access to sprung wooden floors etc. There appears to have been an increase in the numbers of people accessing fitness classes as identified in the fitness and conditioning element of Sport England's APS. The type of activity offered also varies massively between more passive classes such as pilates and yoga to the more active dance, step and Zumba. TDC has 11 studios at nine sites, Six are rated as below average, four above average with one not being assessed.

Table 6.5: All studios by condition in Tendring

Map Ref	Site Name	Condition
8	Brightlingsea Sports Centre	Below average
9	Busybody's Fitness Ltd	Below average
13	Clacton Coastal Academy (Town Campus)	Above average
13	Clacton Coastal Academy (Town Campus)	Below average
14	Clacton County High School	Below average
14	Clacton County High School	Below average
15	Clacton Leisure Centre	Above average
41	Lifthouse	Above average
63	Tendring Technology College (Frinton Campus)	Below average
68	The Gallery Fitness Club	Above average
74	The Studio	Not assessed

TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure 6.4: All studios/dance facilities in Tendring



Most studio space is used to deliver classes in, for example, Pilates, Zumba and spinning. This is an important part of the membership offer. Consultation indicates that all studios are well used for fitness and exercise classes; a very important part of the wider membership offer for larger leisure centres, in particular.

Sport England Market segmentation data

This identifies 19,201 people currently participating in 'keep fit and gym' in Tendring, A 16.1% of the TDC population this is slightly below the 'UK penetration rates' of 17.7% (the percentage of the overall population that has regular access a gym facility and fitness classes). A further 7,609 state would like to begin participating in the future, indicating a potential future growth in demand.

6.4 Summary of key facts and issues

- ◆ There are eleven 20+ station health and fitness suites in Tendring, (a total of 419 stations).
- ◆ They are mainly located in the more densely populated local areas.
- ◆ Two are below average, the remainder are either above average or good.
- ◆ There are 15 health and fitness suites within two miles of the Tendring border.
- ◆ There are 11 studios of varying quality in Tendring.
- ◆ The participation level in health and fitness in Tendring is below the national average.
- ◆ There is a shortfall of c.140 stations. TIDP findings also confirm that provision will not meet current and future demand.
- ◆ The supply shortfall may be contributing to lower levels of participation- although TDC's age profile and the rural nature of the District are also significant factors.

SECTION 7: INDOOR BOWLS

7.1 Introduction

The three forms of bowls that can be played indoors that require a different venue are flat green, crown green and carpet mat (short and long mat).

Indoor flat green bowls requires a standard bowling green; a flat area 34-40 metres long divided into playing areas called rinks. The number of these varies, depending on the width of the green.

Crown green bowls requires a standard crown green, artificial grass (carpeted) area of approximately 38m square which is crowned i.e. higher in the centre than round the perimeter. Indoor crown greens are relatively rare – substantially less common than those provided for flat green bowls.

Carpet mat bowls is played on a rectangular carpet (45 x 6 feet) that is rolled out. It can be accommodated in any indoor space large enough to accommodate the mats which come in different lengths. Carpet mat bowls tends to be played at a recreational level whereas indoor flat and crown green bowls tend to be more competitive and organised around inter-club competitions and leagues.

An indoor bowling centre typically comprises a single flat green with a number of rinks and ancillary accommodation such as changing rooms, lounge/bar, viewing area, kitchen, office/meeting rooms and stores plus designated car parking. The size of ancillary accommodation varies according to the number of rinks available.

A successful indoor bowls centre requires a combination of the right location, design, and financial and general management. Sport England⁴ guidelines on catchment for indoor bowls centres are set out to be interpreted in the light of local circumstances:

- ◀ Assume the majority of users will live locally and not travel more than 20 minutes.
- ◀ Assume 90% of users will travel by car, with the remainder by foot.
- ◀ As a guide, demand is calculated as one rink per 14,000-17,000 of total population.
- ◀ A six-rink green, therefore, is required for a population of 85,000-100,000. This will be dependent upon the population profile of the area.
- ◀ The number of rinks required can be related to the estimated number of members, assume 80-100 members per rink.

The English Bowls Association (EIBA) is the NGB for bowls. Its stated objectives are:

- ◀ A growth in participation across the adult population in local communities. Targeted work to increase female participation.
- ◀ A growth in participation in the 14-25 age range, plus working with primary schools (Year 3 & 4 – age 7 to 9).
- ◀ The provision of an excellent sporting experience for new and existing participants.
- ◀ A growth in indoor bowls participation by people who have disabilities.

⁴ Sport England Design Guidance Note Indoor Bowls 2005

TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

7.2 Supply

Quantity and accessibility

There are three indoor flat green bowling facilities in Tendring, located in Clacton, Harwich and Walton. All are located near to or in areas of high population density.

Figure 7.1: Tendring Indoor bowls Centres in relation to population density

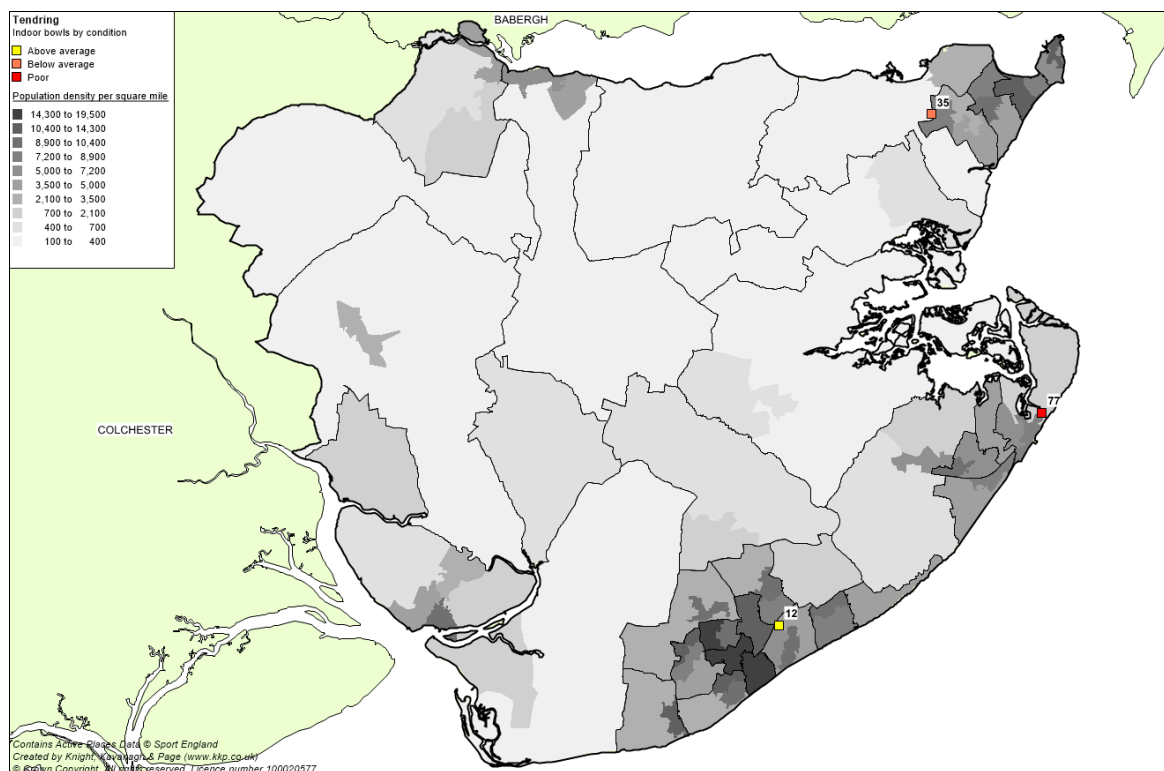


Table 7.1: Quality rating of Indoor Bowling Centres in Tendring

ID	Site	Rinks	Condition	Changing
12	Clacton & District Indoor Bowls Club Ltd	6	Above average	Above average
35	Harwich & District Indoor Bowls Centre	6	Below average	Not assessed
77	Walton & District Indoor Bowls Club	4	Poor	Below average

As can be seen, quality varies from above average to poor with the largest (Clacton Indoor Bowls Club Ltd) described as above average; Walton, on the other hand as a poor facility.

Sport England's Active People data indicates a national and regional decline in demand for bowls as reflected in Table 7.2 overleaf. APS data is not available on a county or local authority basis due to the low numbers involved. The data does, however, help to identify trends in the East where participation is greater than the national average for all APS data.

TENDRING DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Table 7.2: APS data regarding bowls participation

Area	APS1	APS2	APS3	APS4	APS5	APS6	APS7	APS8	APS9
England	1.04%	1.07%	1.01%	0.91%	0.72%	0.74%	0.79%	0.74%	0.60%
East	1.59%	1.55%	1.42%	1.32%	1.01%	1.10%	1.22%	1.08%	0.85%

* County data unavailable, question not asked or insufficient sample size.

Club consultation

Consultation was undertaken with all three indoor bowls clubs. Clacton and District Indoor Bowls Club is the largest club with c. 500 members. It owns its own facilities and considers itself to be proactive in the local community. It holds regular open days to generate interest in the sport and suggests that membership is currently increasing. It competes in both local and national leagues. The facility is well presented, with recent upgrades to lighting and changing rooms. The key challenge identified is the lack of disabled access. The car park is at the rear of the building and on a separate level and currently there is only stepped access. The land in which the car park is located on is owned by TDC and discussions about the potential installation of a ramp between the car park and indoor hall are ongoing.

Harwich and District Indoor Bowls Club is in a similar position in that it owns its own facility. It also identifies a growing membership and a positive outreach programme to generate further interest. Membership levels are currently holding at c.250 and the building is well presented with a bar, kitchen facility and large lounge.

Membership at Walton and District Indoor Bowls Club is reportedly currently falling despite undertaking a number of outreach events. The Club rents the building from the Council and identifies a number of maintenance issues including a leaking roof and poor lighting. It suggests that TDC has been slow to respond to these, ongoing, issues.

7.4 Summary of key facts and issues

- ◆ Indoor bowls is experiencing a national decline in popularity, despite the increasingly older population.
- ◆ Tendring is not following this trend and with three indoor bowl facilities has a good indoor bowling offer.
- ◆ The three venues offer varying degrees of quality with only Walton considered a poor bowling facility.
- ◆ Harwich and Clacton clubs own their own facilities and both report membership to be growing year on year
- ◆ The bowling club building in Walton-on-the-Naze is owned by TDC and is deemed to need upgrading. This may be a factor in its long term sustainability.
- ◆ All clubs work to attract new members. Given the significance of bowls to older participants and anticipated growth in this segment of the population, the outlook for bowls is healthy.
- ◆ There is a need to continue to positively market the sport and the clubs to attract new members.
- ◆ There does not appear to be any current unmet demand for indoor bowling in the area.

TENDRING DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

SECTION 8: SQUASH

Introduction

England Squash's Participation Strategy (2015-2017) presents a fundamental change in its approach to sustaining and growing the game. Over the past five years, there has been a decline in participation of around 5% per year. The strategy highlights two main targets:

- ◆ Reverse the decline in participation and sustain playing numbers within 12 months.
- ◆ By 2017, it will deliver a 5% increase in participation levels with an ambition of increasing participation by 10%. Using the latest APS data, there will be a net gain of 11,000 weekly participants.

Squash has a strong tradition in Essex. Consequently, England Squash has developed a South East project currently looking at facility and club usage. It has demonstrated that participation in London and Essex is growing through the county association. The project is working with London Sport/Active Essex to identify club and leisure provider needs as well as participation programmes and campaigns. In addition, mini squash is now one of the priority school games sports in Tendring.

Although participation is on the rise, a key challenge in Tendring District is the lack of available community courts. Currently there are only five accessible public courts in the whole of the District and there is consistent pressure to maximise the revenue generated from them. This hinders the development of community programmes. To access additional courts, participants must travel across the border to Colchester.

Supply

Quantity and accessibility

The audit identifies four facilities offering nine squash courts in Tendring and three offering nine courts with in a two mile radius of the local authority boundary. The four courts at Ardleigh Hall are now not available since it closed in August 2014. Four courts are located in leisure centres, two in Brightlingsea and two in Harwich. One of the courts at Brightlingsea Sports Centre has been converted into a spinning studio, which leaves three courts in local authority leisure centres and five in privately owned facilities.

Table 8.1: All squash courts in Tendring

ID	Site	Access	Cts.	Sub-type	Condition
8	Brightlingsea Sports Centre	Pay & play	1	Glass-backed	Below average
8	Brightlingsea Sports Centre	Pay & play	1	Glass-backed	Below average
26	Frinton Lawn Tennis & Squash Club	Pay & play	1	Normal	Below average
26	Frinton Lawn Tennis & Squash Club	Pay & play	1	Glass-backed	Below average
37	Harwich Sports Centre	Pay & play	1	Glass-backed	Above average
37	Harwich Sports Centre	Pay & play	1	Normal	Above average
80	Wick Lodge Squash Centre	Pay & play	3	Normal	Above average
84	Ardleigh Hall	Closed	4		N/A

TENDRING DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Two facilities, Wick Lodge and Harwich Sports Centre offer squash courts which have been assessed as above average with the remainder categorised as below average. It should also be noted that planning permission has been granted for Wick Lodge which will lead to their demolition, to be replaced by 11 dwellings, which will leave six courts, four of which are in local authority ownership. The South of the District will be serviced by below average facilities.

Figure 8.1: All squash courts within a 2 mile catchment of Tendring by condition

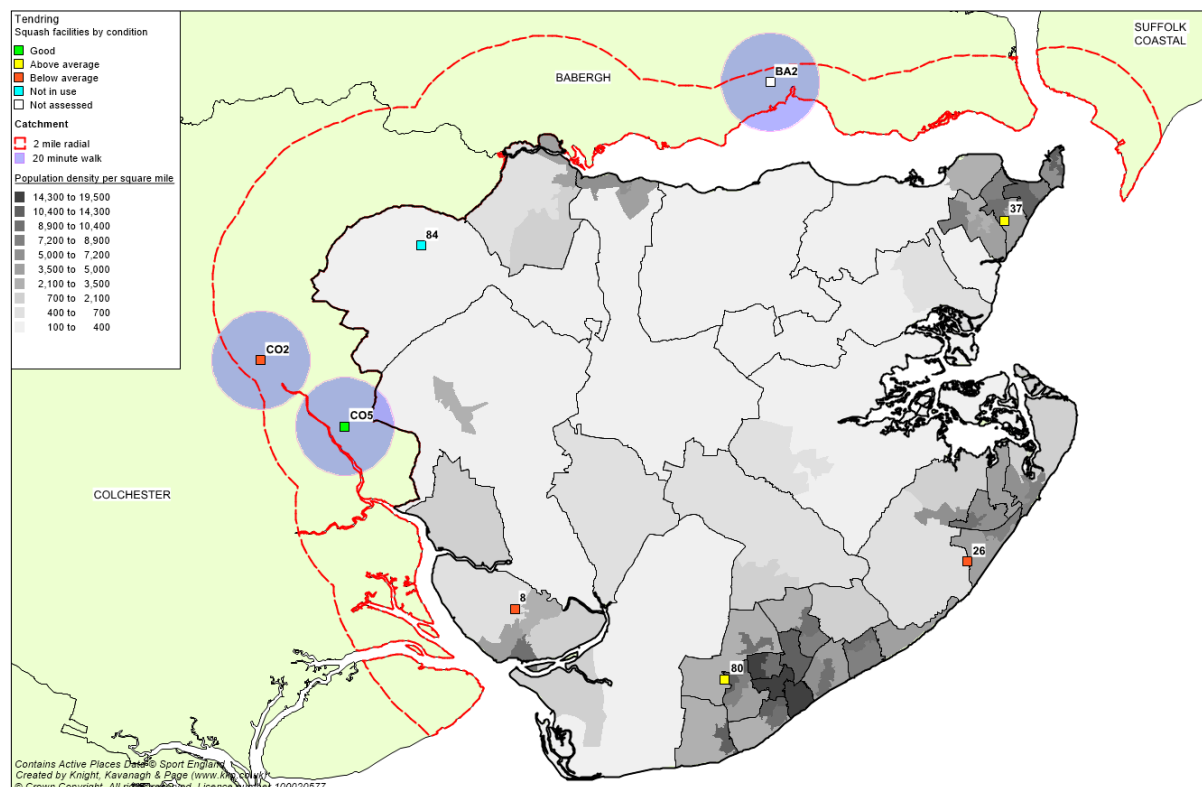


Table 8.2 All squash courts within 2 miles of local authority boundary

ID	Site	Access	Ctss	Sub-type	Condition
BA2	Royal Hospital School Holbrook	Private use	2	N/A	Not assessed
CO2	Colchester Leisure World	Pay & play	2	Normal	Below average
CO5	University Of Essex Sports Centre	Pay & play	5	Glass-backed	Good

Consultation

NGB Consultation and programmes

England Squash has introduced a programme entitled Squash 101. This is intended to be light-hearted and sociable squash especially aimed at casual and new players irrespective of age and gender. It can cater for up to six players per court and is designed to be different at each session.

TENDRING DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Essex County Squash and Racketball Association

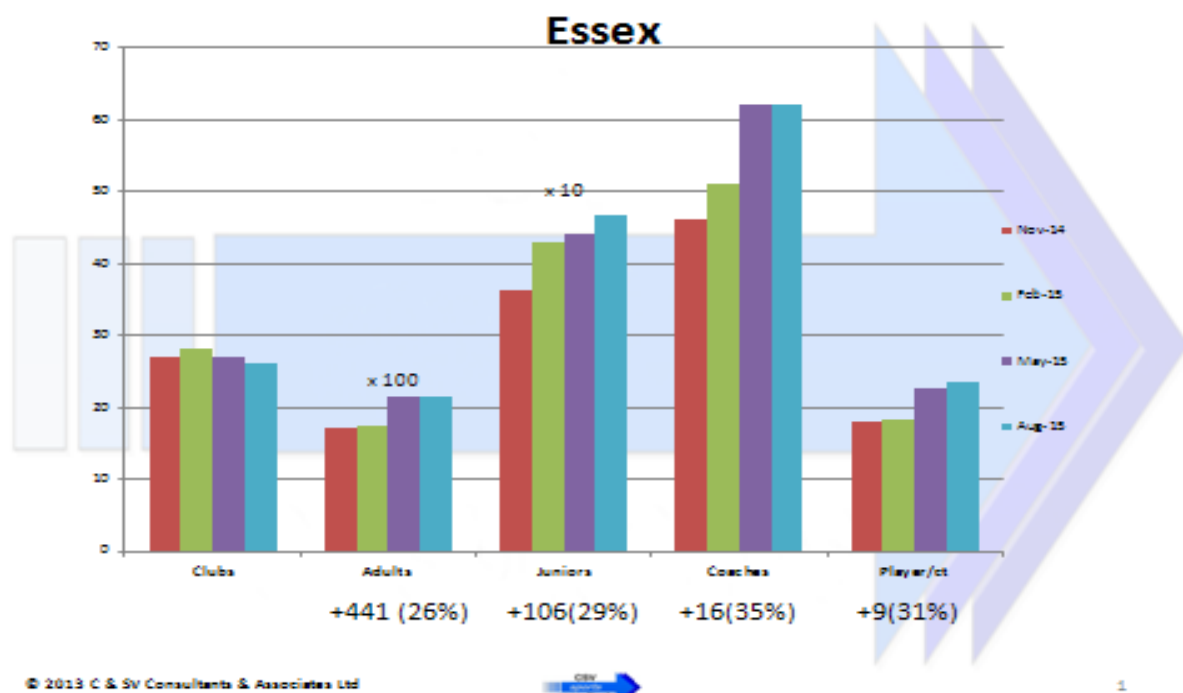
Essex Squash and Racketball Association (ESRA) is committed to a programme that promotes, grows and sustains squash and racketball in the county across all age groups and both genders. To that end, it has developed a county plan, now refreshed with new targets for development for the period 2015-2017. It is based on management analysis methodology and baseline data from 21 Essex clubs. Key issues identified include:

- ✦ An ageing playing population (mostly 50+).
- ✦ Low numbers of girls/women playing.
- ✦ Few schools outreach programmes.
- ✦ Lack of applied “squash” club Infrastructure/management or development/vision.
- ✦ Lack of profile (nationally) and a public perception that squash is an ailing sport.
- ✦ Facilities do not see squash as financially viable sport.
- ✦ High risk of losing funding from national participation development programmes.

ESRA is committed to reversing these trends and creating a development plan which:

- ✦ Fully engages with coaches and creates a coach recruitment programme.
- ✦ Engages with schools and forms coach/club/schools partnerships.
- ✦ Reviews and improves club perceptions of the game and potential to fill courts.
- ✦ Utilises modern methods such as social media to raise the profile within the County.
- ✦ Creates new forms of stimulating competition that will satisfy the needs of existing participants and attract future customers.
- ✦ Establishes a structured Essex Development Group (EDG) to manage county development, made up of members from the junior and senior committees, facilitated by squash professionals as county development officers.

Figure 8.2 Development data from Essex County Squash Development Plan 2015-17



TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

The programme is targeting the establishment of activity around county facilities that form partnerships with coaches and puts in place links and business plans to create a vibrant profile for the sport. Throughout 2014/2015 data was collected from squash clubs in Essex (28 clubs and over 50 coaches in the county) to measure the success of activities and identify where help may be required.

All categories of squash development in Essex have shown participation increases over the last four quarters (Nov 2014-Feb 2016) apart from club memberships which has remained static. Categories of adult participation (+26%), junior participation (+29%), number of coaches (35%) and an assessment of players per court (31%) all look healthy.

Local consultation

England Squash is looking to increase participation in the District. It has recently introduced Mini Squash into the secondary schools' School Games Programme as a core sport and is working with local clubs to provide community programmes and extracurricular school activities to generate interest in the sport. The two clubs in the District are based at Frinton Lawn Tennis Club and Wick Lodge. Both have two teams which compete in the Essex Squash League and both allow community access on a play and pay basis.

The key challenge preventing the sport from developing further in the District, particularly in delivering community programmes, is access to local courts. As identified, there are only eight accessible courts and with pressure to maximize revenue from court hire, community programmes are struggling to get gain access at required times.

Table 8.3: Market segmentation for squash and racketball potential audiences in Tendring

Squash and Racketball	
◆	1.0% (1,216) of people currently play squash and racketball and a further 0.6% (770) indicate that they would like to, giving an overall total of 1.7% (1,987).
◆	4.0% of Ben's play squash and racketball, which is the largest proportion of any group playing squash and racketball, closely followed by the Tim segment at 3.4%.
◆	The largest groups playing squash and racketball are Tim's (23.7%) and Philip's (20.3%).
◆	The groups with the most people who would like to play are Philip (20.4%) and Tim (19.4%).
◆	The main group to target, for additional players due to size and interest is, therefore Philip.

Summary

◆	TDC has eight community accessible squash courts, soon to be reduced to five.
◆	Quality varies: two are classified as above average and three as below average.
◆	The two squash clubs in the District both compete in the Essex League.
◆	ESRA is working hard to increase participation via a number of programmes but is inhibited by the lack of accessible community courts.
◆	The School Games Programme has introduced Mini Squash as a core sport
◆	Schools need improved links with clubs to develop community squash programmes.
◆	More squash courts are needed to sustain the growth of the sport in the District. This may necessitate improving current programming and investing time to drive grass roots squash.

TENDRING DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

SECTION 9: OTHER SPORTS

8.1 Boxing

There are two licenced boxing clubs in Tendring; Harwich Boxing Club has c. 120 members and is currently growing. It has recently increased the number of sessions it runs to four per week and participants reportedly travel from across the district and beyond to attend these. Training is located in a former school building which it rents from the Council. It does not identify additional facility requirements as it has two boxing rings and a weights/training area. It works with the local secondary school to encourage youth development. Holland Shore Amateur Boxing club is the second licensed club in the district. Based at a private facility in Clacton, it runs training three times per week. Much smaller than Harwich, its membership has remained relatively consistent at c. 40 over the past few years. Neither expressed particular issues or challenges with facilities and both could reportedly expand if there was a demand. Both highlighted the issue of unlicensed boxing with the number of such clubs rising in the District. Although this is not illegal, it can present a serious health and safety issue as boxers are not insured when competing or training.

8.2 Judo

Clacton and Harwich Judo Club is the largest with c. 250 members. It has a healthy mix of both juniors and seniors which compete regionally. It trains at a St Andrews Hall in Clacton, which it rents from the local church. Membership has increased in recent years and there is now a waiting list in certain junior age groups. It wishes to increase the number of sessions offered, but is limited by the fact that it only has three qualified coaches. It offers four sessions a week providing opportunity across the age groups. All members are affiliated to the BJA. Three qualified (self-employed) coaches run sessions each evening. The Club also considers itself to have a good relationship with Tendring Technology College. The College regularly hosts Club gradings and competitions. Club reciprocal activity includes extracurricular activities for students at the College. Further judo activity takes place at Walton-on-the-Naze Judo Club. This is a smaller club with c. 150 members, which trains twice a week at the YMCA venue in Walton.

8.3 Karate

A variety of clubs offer different formats of the sport throughout Tendring. The largest (Tendring Wado Kai Karate Club) runs sessions at Frinton Tennis Club and The Gallery Gym in Clacton. It has c. 140 members, mainly juniors. It is proactive in the community, undertaking promotional sessions at community events. It hires Tendring Technology College for gradings and competitions. There are smaller clubs in Walton and Harwich.

8.4 Summary

- ◀ Tendring hosts a number of other sports including different martial arts.
- ◀ These use smaller venues (village halls/community buildings, to train and compete.
- ◀ All clubs are satisfied with current facility provision and enjoy sustainable membership.
- ◀ There are opportunities for these clubs to expand should memberships increase.

TENDRING DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

SECTION 9 SWOT ANALYSIS

9.1 Strengths

- ◀ TDC recognises the importance of its leisure facility stock to health and well-being and future planning needs.
- ◀ The eight sports halls and four swimming pools in the District offer clear community access.
- ◀ Walton-on-the-Naze and Harwich swimming pools are in above average condition.
- ◀ Leisure centres dryside programmes are varied: Clacton provides the most extensive one.
- ◀ Programmes at the publicly accessible pools are not dominated by swimming clubs during peak times allowing the community to have regular access.
- ◀ The local community has access to a good range of sports at a good range of levels. These include volleyball, basketball; boxing, judo, karate and indoor bowls.
- ◀ Mainstream facilities accommodate a variety of different sports clubs.
- ◀ The sports club community offer is well spread geographically across the District.
- ◀ Tendring Volleyball Club plays at a high national level and also offers regular community sessions during the week at Tendring Technology College.
- ◀ The District's basketball clubs have potential to compete at a higher level.
- ◀ Indoor bowls facilities offer residents opportunity throughout the year. All bowls clubs are relatively proactive in the community
- ◀ Health and fitness facilities are located in areas of high population density. These cater for different market segments with a range of price levels and membership options.
- ◀ Despite the absence of a specialist facility gymnastics is popular in the district.
- ◀ Development of squash is unusually proactive in the District.
- ◀ The TDC School Games programme recognises the significance of key sports (e.g., squash, badminton) and is working to increase participation and improve school-club links.

9.2: Weaknesses

- ◀ Tendring sports participation is low compared to regional and national averages.
- ◀ Of the District's eight sports halls, half are in below average or poor condition.
- ◀ Only one sports hall offers full (all day and evening) community access.
- ◀ There is insufficient pool space across the District for the overall delivery of swimming, and especially with regard to swimming teaching.
- ◀ Harwich Sports Centre sports hall is in poor condition - adversely affecting bookings/use.
- ◀ There is no specialist gymnastics facility in the District.
- ◀ The Tendring Technology College requires a new sports hall floor and new changing rooms.
- ◀ Cost of facility hire at Pinnacle managed sites in Clacton is adversely affecting existing use and club capacity to expand and develop specific sports e.g. netball and basketball.
- ◀ TDC sports halls cannot presently meet stipulations to accommodate national basketball league matches.
- ◀ A substantial number of sports clubs face problems with workforce recruitment, retention and development.
- ◀ The Community Badminton Network is not functioning and participation is suffering.
- ◀ Walton-on-the-Naze Indoor Bowls Club is in below average condition and losing members.
- ◀ There are too few squash courts to cater for the development ambitions of this sport. This will be exacerbated by the loss of three courts at Wick Lodge.
- ◀ Fragmented sports hall management means disjointed programmes and limited coordination
- ◀ Programming of swimming pools is equally disjointed.
- ◀ The TIDP indicates an undersupply of swimming pools, sports halls and health and fitness facilities and this will worsen as the population increases. Colchester's under supply of water space exacerbates this.

TENDRING DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

9.3 Opportunities

- Review timing is opportune. TDC has the chance to review how it intends to offer facilities in the future, the communities it wishes to serve and how it will underpin its commitment to tackling wider health and wellbeing, obesity and social care agendas.
- There is a commitment to future TDC planning policy being developed to support sport and leisure facility provision in line with the needs set out in this assessment and the strategy.
- TDC has an opportunity to take a strategic lead in respect of coordinating the programming and operation of and the work delivered by/at facilities in the District - ensuring that key decision makers are brought into the strategic process moving forward.
- Extending current levels community use of Tendring Enterprise Studio School is an opportunity given its relatively good design and access.
- To invest and, in some instances expand and upgrade key sports hall venues
- This might be done in tandem with adoption of a co-ordinated approach in respect of District sporting/fitness activity operators, schools, NGBs, clubs, colleges and Public Health. They should work in partnership to drive (and accommodate) existing demand and cater for potential participation increases
- This planning and the related 'case' should assist TDC to draw in external funding.
- There is an opportunity to build on Borough strengths in volleyball and main indoor court ball sports (basketball and netball)
- Volleyball is particularly strong and has potential to further increase participation
- Investment in a dedicated gymnastic facility would enable the sport to develop in the District. Further investigation of this is needed.
- A cross sport volunteer workforce development strategy is needed to drive up support for local clubs leading to increased sustainability.
- Clacton Indoor Bowls Club could be a successful national location. TDC may wish to support its growth, and also use this momentum to develop other bowling clubs in the district.

9.4: Threats

- The increasing financial constraints within which TDC has to work.
- The specific health challenges faced by an ageing population.
- The strain on what are already stretched current facilities, in particular swimming pools.
- Not investing in good maintenance and refurbishment programmes will lead to the District's existing facilities declining further creating greater future problems
- Not doing more to enable access for harder to reach groups and people living in areas of higher deprivation will limit the effectiveness of the District's current/future facilities stock to impact health and related deprivation issues.
- Projected increases in the number/proportion of older people (55+), allied to population increases will place increasing strain on current stock when efficiencies are paramount.
- 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 inaccessible).
- The sports offer in the District could deteriorate due to the increasing reliance on dual use facilities and those operated by Pinnacle PSG under PFI arrangements.
- The absence of joined up programming/sports development may cause duplication of activity and/or gaps in provision of a full sport and leisure offer.
- 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.
- Delay of proposed housing development may impact negatively on developer contributions to new facilities and reduce capacity to maintain/create fit for purpose facilities.
- If not addressed, under-supply of sports halls and pools may become increasingly significant as housing and population (numbers and age profile) increases.

TENDRING DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

9.5: Summary and strategic recommendations

The information below is a very brief summary of the key findings, followed by a number of initial strategic recommendations.

Management of sports halls is relatively stable with TDC and Pinnacle PSG operating all but one of the sports halls in Tendring. All sports halls (apart from Hamford Primary Academy) offer over 30 hours of community use. There is only one six court hall in the District (Clacton Leisure Centre).

The undersupply of water in the District is exacerbated by the fact that the same issue applies to the adjoining borough of Colchester. There is, in particular, a shortage of teaching pool space.

Anticipated change in the age profile of the population suggests that facility programmes and opening times will need to adapt to ensure that older people are fully included. This is difficult given current occupancy levels in some centres and reliance on sports halls in schools to cater for other usage.

The audit highlights the absence of complementary programming and pricing at facilities in the District. It is acknowledged that coordination (even if short term in nature) takes time and effort and will need to be undertaken by a lead organisation (probably TDC itself).

Martial arts and boxing are popular and offer good participation opportunities in the District. Clubs for these sports tend to operate out of smaller venues. Volleyball and basketball are key local sports and there is a view that they could be grown further if appropriate up to date facilities were available.

Provision for participation in indoor bowls is good despite regional and national trends. Of the three indoor facilities in the District, two report increasing membership.

Key strategic recommendations therefore include to:

- ✦ Consider the feasibility of increasing sports hall space, water space and health and fitness opportunity in the District. This is required to reflect changing needs/demands of a local population in which the 'grey' market is increasingly so significantly.
- ✦ Put in place a process to coordinate community access to, and the programming and pricing of, facilities (including schools) across the District 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 district community (e.g. boxing, judo and gymnastics).
- ✦ Ensure that TDC owned facilities make a progressively greater (and measured) contribution to reducing health inequalities and are fully accessible from all the district's communities through targeted initiatives, facilities, programming and training.
- ✦ Assist and broker partnerships between Pinnacle PSG managed facilities and stakeholder clubs/groups to explore the benefits of engaging with 'key-holder groups' as part of a process of minimising staffing costs associated with increasing access to and limiting the operation of, use of school sports facilities. It should be noted that this is not a short term measure but one that needs to take account of competing interests.
- ✦ 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.

TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

- ◀ Given the strength of squash participation and its potential to increase, ensure that it is considered in any new or refurbished facilities. Consider how the facilities lost at Wick Lodge will be replaced.
- ◀ Given the existing strengths of volleyball, basketball and netball in the area, consider whether there is potential to develop a new or expand on an existing venue, to support their development.
- ◀ Ensure that swimming teaching space is given equal weight to main pool provision in any feasibility study commissioned.

TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

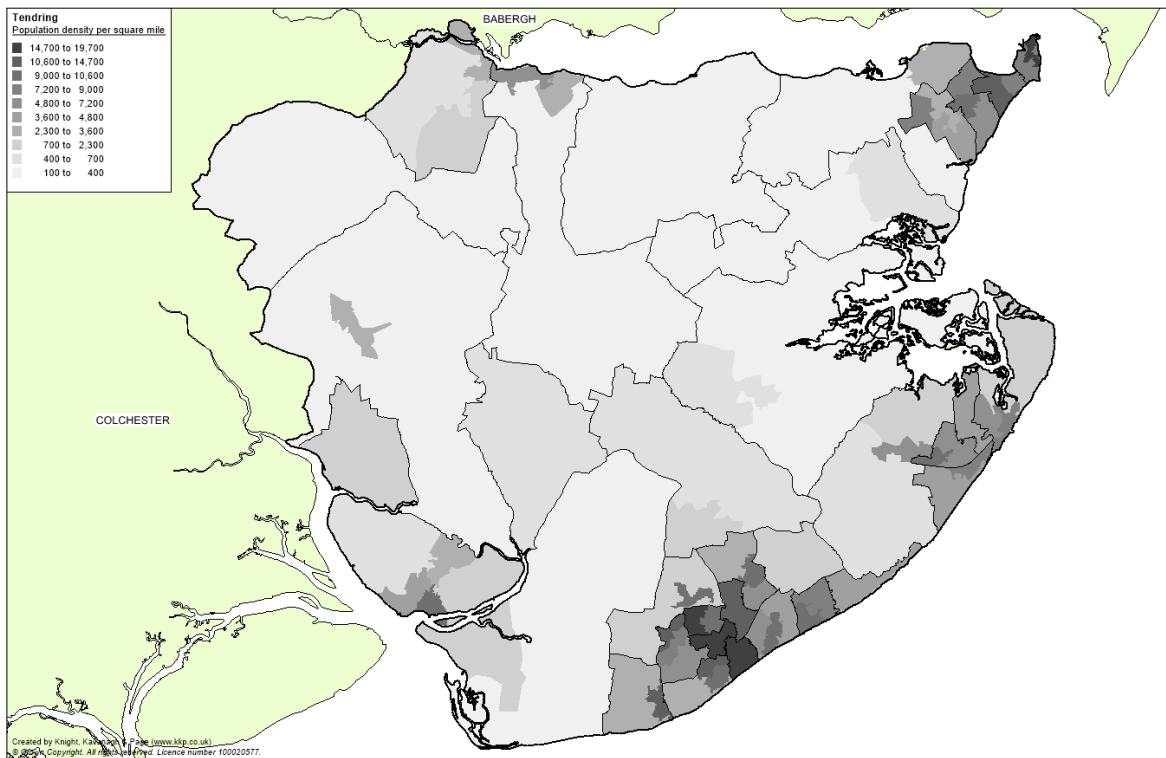
APPENDIX A: TENDRING DISTRICT COUNCIL - DISTRICT PROFILE

The following overview briefly summarises key facts about Tendring's population. Data is taken from nationally recognised sources such as the Office for National Statistics, NOMIS, Sport England and Experian. Wherever possible it represents the most up to date information available at the time of the report's preparation. New data is, however, published regularly, often at different intervals. The data is supported by graphs and maps.

Population (Data source: 2015 Mid Year Estimate, ONS)

The total population, from the 2015 MYE, in Tendring was 141,183 (males = 67,836 and females = 73,347). The areas of higher population are located around the coastal areas of the south and east of the authority.

Figure A1: Population density 2015 MYE: Tendring lower super output areas (lsoa)



TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure A2 illustrates the population's age and gender composition.

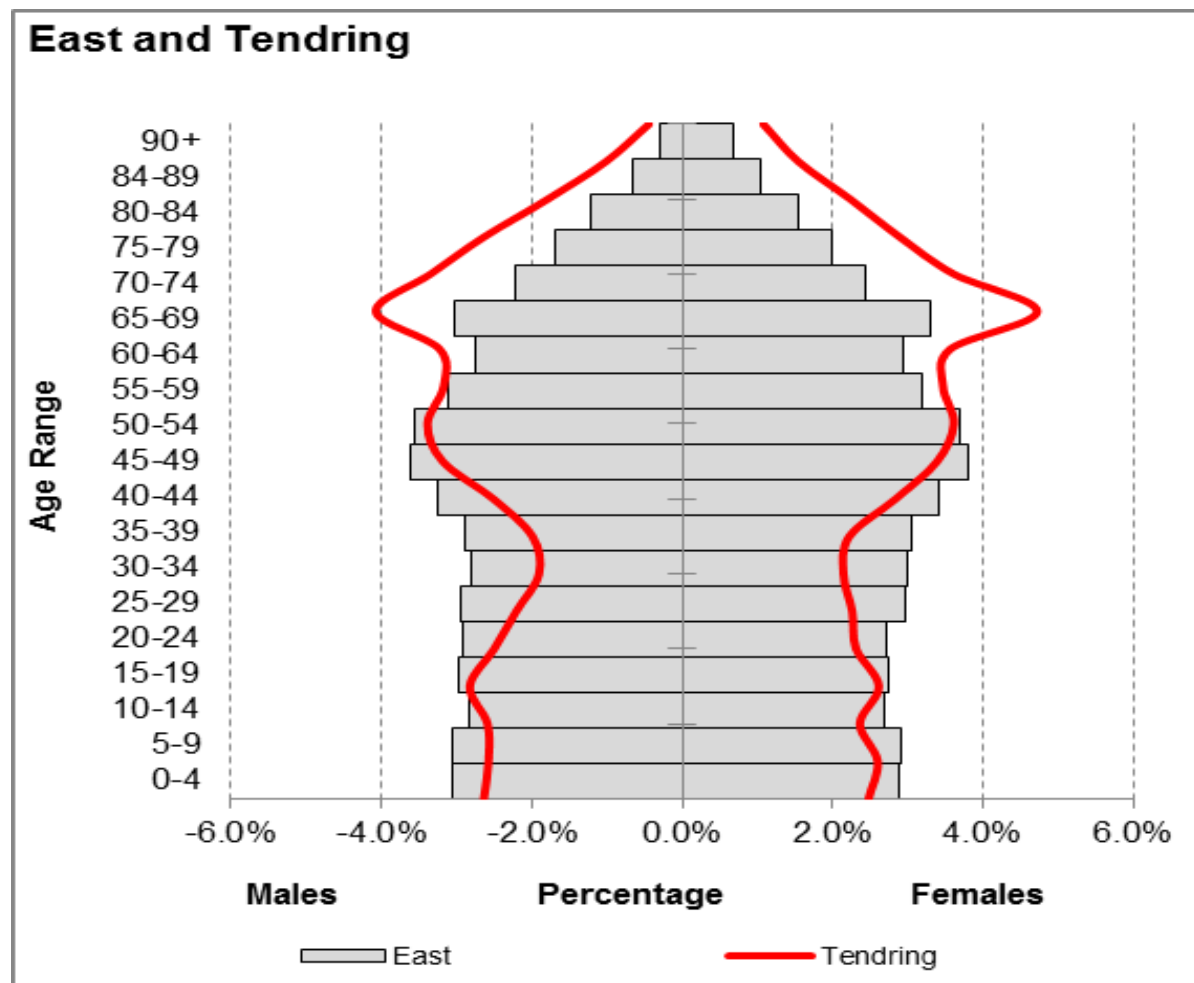


Figure A2: Comparative age/sex pyramid for Tendring and the East

There is a lower proportion of 25-44 year olds (Tendring = 18.1%, East = 24.3%). There are, however, more in the age groups from 60-90+ (Tendring = 36.2%, East = 25.9%). As a combination of factors it suggests careful consideration should be given to the pitching of sports and physical activity offers within the area – Sport England's segmentation model may be interpreted in relation to this age structure (see later).

The population density map is based on lower super output areas (LSOA) from ONS' most recent Census of population. It covers all parts of the irrespective of whether the SOA is in an area of high density housing/apartments or rural villages. The map's shading, however, allows concentrations of population to be easily identified, for example, major urban areas such as flats, terraced houses and estates tend to show up as the darkest shading while rural areas, housing adjoining parks and other non-residential land uses tend to be the lightest shades.

TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

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

According to the 2011 Census, the largest proportion (97.6%) of the population is classified as white, much higher than the comparative England rate (85.4%). There are significantly lower rates of population classed as both Asian (0.9%) and Black (0.3%) in Tendring compared to the England rate for the same ethnicity (Asian: 7.8% and Black: 3.5%).

Table A1: Ethnic composition – Tendring and England

Ethnicity	Tendring		England	
	Number	Percentage	Number	Percentage
White	134,667	97.6%	45,281,142	85.4%
Mixed	1,467	1.1%	1,192,879	2.3%
Asian	1,275	0.9%	4,143,403	7.8%
Black	434	0.3%	1,846,614	3.5%
Other	205	0.1%	548,418	1.0%
Total	138,048	100.0%	53,012,456	100.0%

Crime (Data source: 2015 Recorded Crime, Home Office)

During the 12 months to March 2016 the rate for recorded crimes per 1,000 persons in Tendring was 70.3; this is higher than the equivalent rate for England and Wales as a whole which was 66.3. In both instances, the crime rate has increased since 2014, by around 10.7% for Tendring and 11.0% for England & Wales.

Table A2: Comparative crime rates - Tendring and England & Wales

Authority	Recorded crime (Apr '15 – Mar '16)	Population 2015 MYE	Recorded crime per 1,000 population
Tendring	9,919	141,183	70.3
England & Wales	3,835,679	57,885,413	66.3

Economic indicators (Data source: NOMIS 2015)

Economic activity and inactivity

Seven in 10 (70.2%) of Tendring District Council (TDC)'s 16-64 year olds are economically active (in or seeking employment – March 2016) compared to a national figure of 77.8%. The unemployment rate⁵ in Tendring is 6.0%; this is above the East figure (3.1%) and the national rate (5.1%). Approximately three in 10 (29.8%) of TDC's 16-64 year olds are economically inactive, of these around 1 in 8 are students and a quarter are on long term sick.

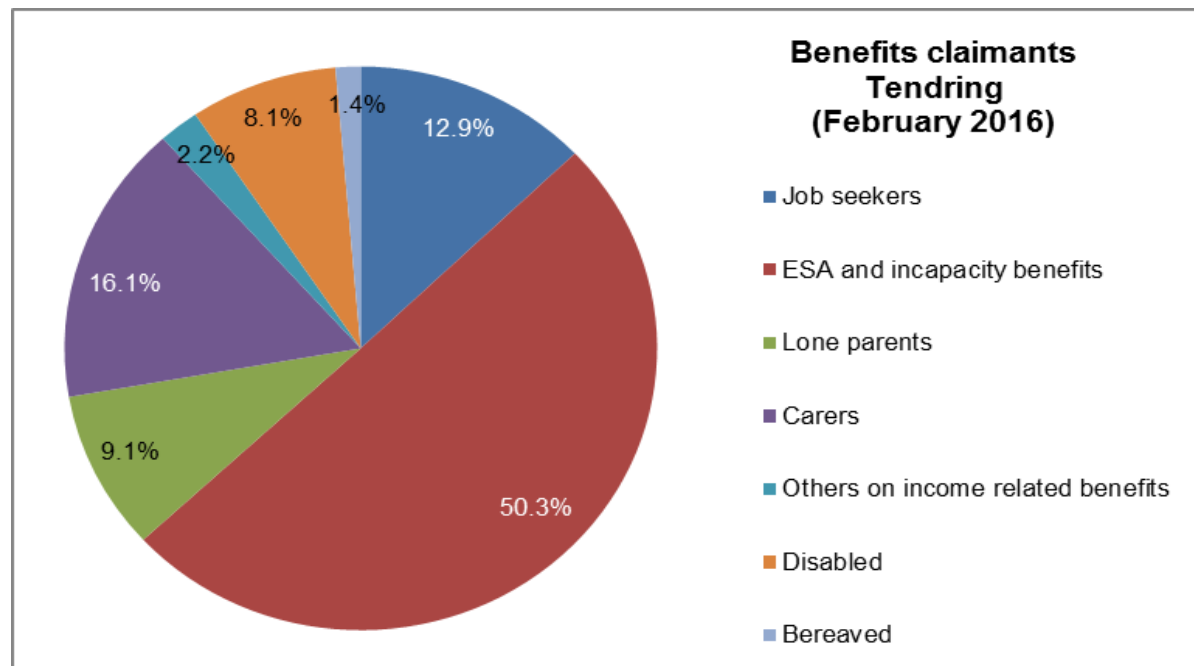
⁵ Note the unemployment rate is modelled by the Office for National Statistics

TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Income and benefits dependency

The median figure for full-time earnings (2015) in Tendring is £25,662; the comparative rate for the East is £28,652 (+11.7%) and for Great Britain is £27,539 (+7.3%). In August 2016, there were 1,440 people in Tendring claiming Job Seekers Allowance (JSA); this represents a decrease of 29.4% when compared to August 2008 (2,040). Figure 4A indicates the types of benefit claimants.

Figure A4: Benefits by type of claimant



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

The following deprivation maps (Figures 7A and 8A) illustrate the ranking of lower super output areas (LSOAs) in Tendring based on the Department for Communities and Local Government's (DCLG) 'Indices of Multiple Deprivation 2015' (IMD 2015).

Figure A5: Index of multiple deprivation

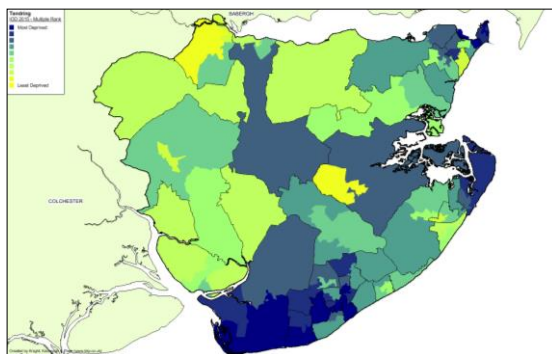
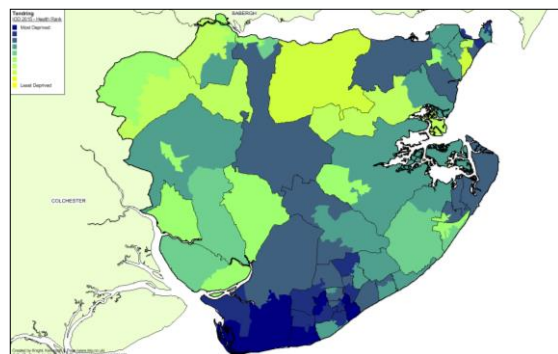


Figure A6: IMD Health domain



TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

The IMD ranks 32,844 LSOAs throughout England⁶, with a rank position of one indicating the most deprived LSOA in the Country. The IMD 2015 is a valuable source of information about spatial patterns of deprivation in England and can be used to help focus policy and interventions on deprived areas and particular types of deprivation. It comprises 37 different indicators which are grouped into seven separate 'domains' of deprivation, these cover income, employment, health deprivation and disability, education, skills and training, barriers to housing and services, living environment deprivation and crime. The seven main 'domains' are combined to make an overall 'multiple rank' of deprivation; this is the most frequently used measure.

As presented in Table 3A, Tendring experiences high levels of deprivation. Just less than four in 10 of the district's population (38.7%) falls within the areas covered by the country's three most deprived cohorts compared to a national average of c.30%. Conversely, only 6.2% live in the three least deprived groupings in the country, this compares to a 'norm' of c.30%.

Table A3: IMD cohorts - Tendring

IMD cumulative norm		Multiple deprivation			Health deprivation		
		Population in band	Percent of population		Population in band	Percent of population	
Most deprived	10.0	22,477	16.3%	16.3%	14,327	10.4%	10.4%
	20.0	17,156	12.4%	28.7%	19,343	14.0%	23.4%
	30.0	13,829	10.0%	38.7%	32,670	23.6%	48.0%
	40.0	27,000	19.5%	58.2%	29,688	21.5%	69.4%
	50.0	18,994	13.7%	71.9%	12,445	9.0%	78.4%
Least deprived	60.0	14,007	10.1%	82.1%	20,391	14.7%	93.2%
	70.0	16,248	11.7%	93.8%	5,473	4.0%	97.1%
	80.0	5,848	4.2%	98.0%	3,948	2.9%	100.0%
	90.0	2,726	2.0%	100.0%	0	0.0%	100.0%
	100.0	0	0.0%	100.0%	0	0.0%	100.0%

The levels of multiple deprivation in Tendring are similar to the levels of health deprivation. Approximately half of Tendring's population (48.0%) falls within the areas covered by the three most deprived cohorts, this compares to a national average of c.30%.

Health data

(Data sources: ONS births and deaths, NCMP⁷ and NOO⁸)

In 2015 there were 1,340 live births in Tendring; there were also 2,155 deaths; consequently there were 815 more deaths than births in 2015. Population change combines these factors alongside internal and international migration statistics.

⁶ LSOAs relate to the geography used for the 2011 Census.

⁷ National Child Measurement Program

⁸ National Obesity Observatory

TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

In keeping with patterns seen alongside higher levels of health deprivation, life expectancy in Tendring is lower than the national figure; the male rate is currently 78.7 compared to 79.2 for England, and the female equivalent is 82.0 compared to 83.2 nationally.⁹

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 obesity¹⁰ 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.

Figure A8: Adult and child obesity rates

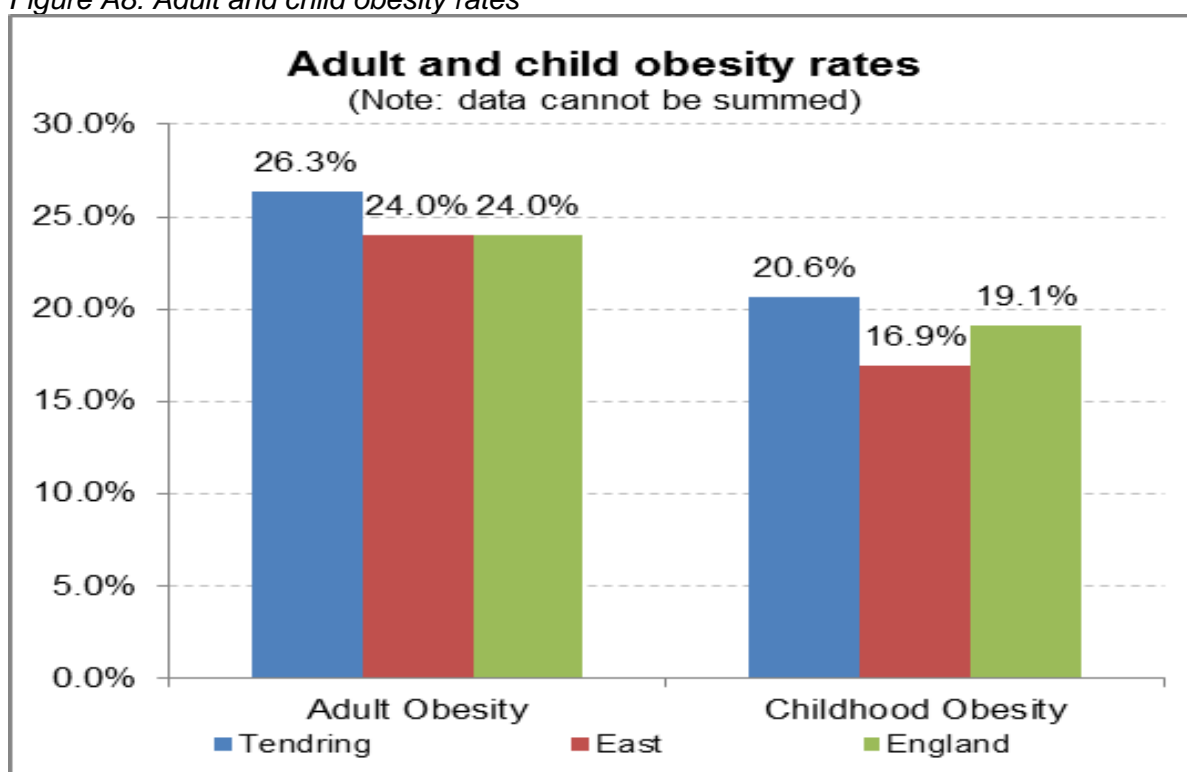


Figure 8A presents Adult and Child obesity rates. Adult obesity rates in Tendring are above the national and regional averages. Furthermore child rates for obesity are also higher.

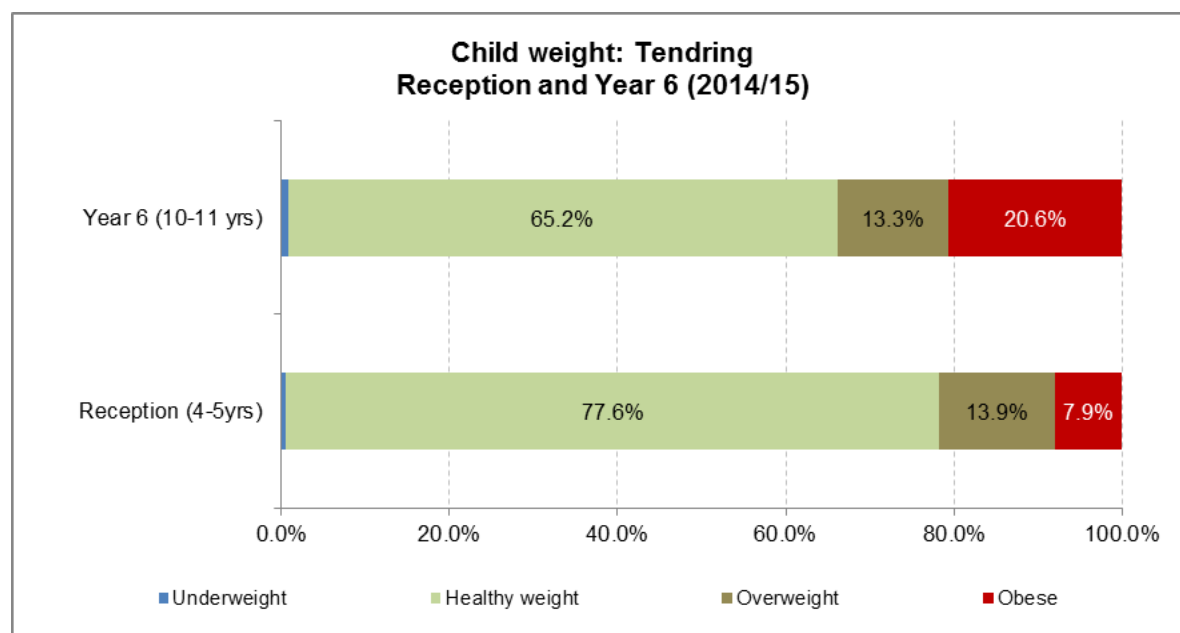
As with many other areas, obesity rates increase significantly between the ages of 4 and 11. Under one in 10 (7.9%) of children in Tendring are obese in their Reception Year at school and 13.9% are overweight; by Year 6. These figures have risen to just over five in 10 (20.6%) classed as obese and 13.3% being overweight. In total, by Year 6, a third (33.9%) are either overweight or obese as presented in figure 9A.

⁹ Office of National Statistics: *Life Expectancy at Birth by local areas in the United Kingdom*, 2013.

¹⁰ 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.

TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure A9: Child weight – reception and year 6

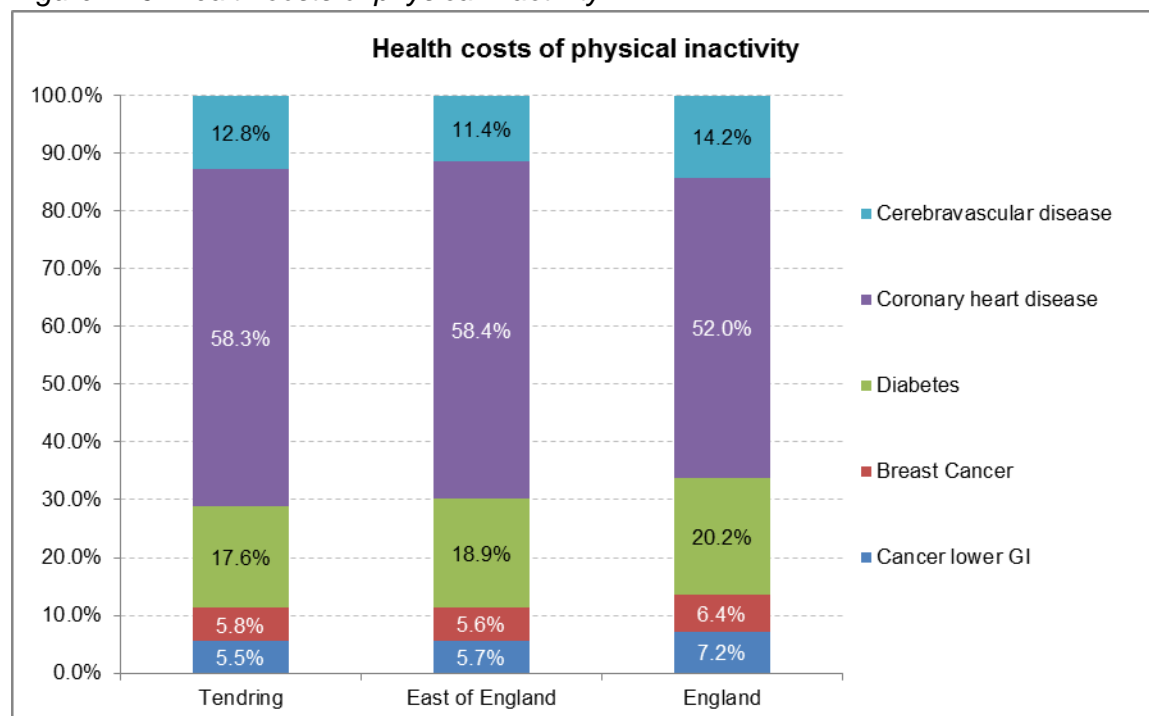


Health costs of physical inactivity

The British Heart Foundation (BHF) Promotion Research Group has reviewed the costs of avoidable ill health that it considers to be attributable to physical inactivity through a report called: Be Active Be Healthy (2009).

The category of 'Illnesses', include cancers such as bowel cancer, breast cancer, type 2 diabetes, coronary heart disease and cerebrovascular disease eg: stroke. The data indicates a similar breakdown between these illnesses regionally and nationally.

Figure A10: Health costs of physical inactivity



TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure 10A highlights the annual cost to the NHS of physical inactivity in Tendring is estimated at £3,021,982.

When compared to regional and national costs per 100,000, Tendring (£2,023,356) is 11.3% above the national average (£1,817,285) and 13.3% above the regional average (£1,785,966).

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

Active People Survey

APS is the largest survey of sport and active recreation in Europe. It collects data on the type, duration, frequency and intensity of adult participation by type of sport, recreation and cultural activity. The survey also covers volunteering, club membership, tuition as an instructor or coach, participation in competitive sport and overall satisfaction with local sports provision. The data covers the period from October 2014 – 2015 and is the 9th survey.

Table A4: Active People Survey for all adults – Tendring and nearest neighbours

KPI	National %	East %	Tendring %	Nearest neighbours			
				Waveney %	Wyre %	Shepway %	Arun %
1x30 Indicator - Participation in 30 minutes moderate intensity sport per week.							
2014/15	35.8	35.6	26.7	32.5	31.6	32.4	33.9
KPI 2 - At least 1 hour per week volunteering to support sport.							
2014/15	12.7	13.3	*	*	*	*	*
KPI 3 - Club membership in the last 4 weeks.							
2014/15	21.8	22.5	16.3	18.1	16.6	20.4	24.7
KPI 4 - Received tuition / coaching in last 12 months.							
2014/15	15.6	17.0	11.0	13.1	16.2	17.1	15.7
KPI 5 - Taken part in organised competitive sport in last 12 months.							
2014/15	13.3	14.4	*	11.8	*	9.2	12.2

* Data unavailable, the question was not asked, or because of insufficient sample size

Table 4A and figure 11A shows key indicators from APS 9 for Tendring and compares these to the corresponding rates for the East, England and statistical 'nearest neighbours' based on a CIPFA (the Chartered Institute of Public Finance and Accountancy) model. This type of comparison has been developed to aid local authorities to compare and benchmark. The model applies a range of socio-economic indicators, including population, unemployment rates, tax base per head of population, council tax bands and mortality ratios upon which the specific family group (nearest neighbours) is calculated. Key findings include:

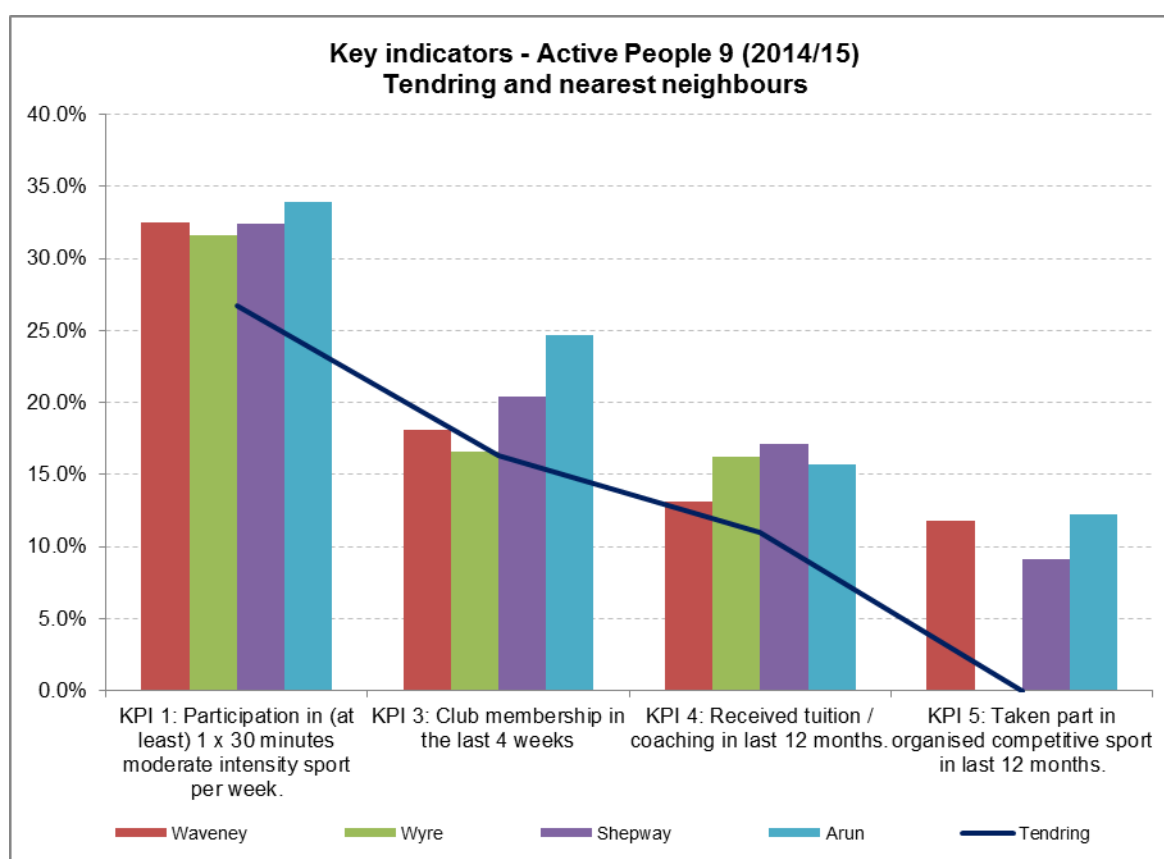
- Participation – over a quarter (26.7%) of adults participated in at least 1 x 30 minutes moderate intensity sport per week. This was below the national average (35.8%) and

TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

the regional average (35.6%). It was below all of its 'nearest neighbours' which ranged from 31.6% to 33.9%.

- Sports club membership – around 1 in 6 (16.3%) are members of a sports club, based on the four weeks prior to the AP survey. This is below the national average (21.8%) and the regional rate (22.5%) and is below all of its 'nearest neighbours'.
- Sports tuition – around 1 in 11 (11.0%) received sports tuition during the 12 months prior to the AP survey. This was below the regional and national averages. It is also below all of its 'nearest neighbours'.

Figure A11: Key AP indicators, Tendring and nearest neighbours (2014/15).



KPI 2 (Volunteering) is not shown on this chart due to suppressed data.

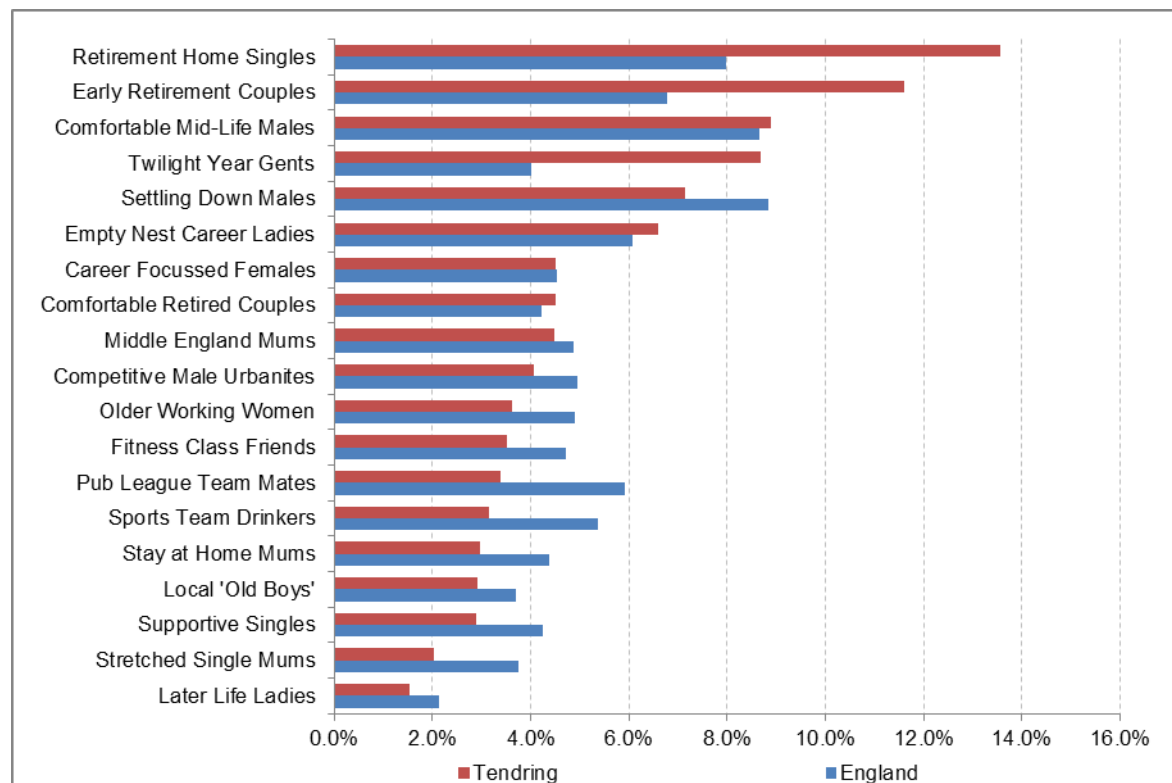
Sporting segmentation

(Data source: Market segmentation, Sport England)

Sport England has classified the adult population via a series of 19 market segments which provide an 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 participate in. The segmentation profile for Tendring indicates 'Retirement Home Singles' to be the largest segment of the adult population at 13.6% (16,122) compared to a national average of 7.9%.

TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure A12: SE segmentation – Tendring compared to England



Knowing which segments are most dominant in the local population is important as it can help direct provision and programming. Whilst the needs of smaller segments should not be ignored, it is important for Tendring to understand which sports are enjoyed by the largest proportion(s) of the population. Segmentation also enables partners to make tailored interventions, communicate effectively with target market(s) and better understand participation in the context of life stage and lifecycles.

Table 5A indicates that Elsie & Arnold, Kev and Brenda are the three dominant groups, representing 34.1% (40,527) of the adult population, compared to 23.4% nationally.

TENDRING DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Table A5: Sport England market segmentation summaries

Segment, description and its top three sports nationally			
Retirement Home Singles	Elsie & Arnold	16,122	Tendring
Retired singles or widowers (aged 66+), predominantly female, living in sheltered accommodation.		13.55%	
Keep fit/gym (10%)	Swimming (7%) Bowls (3%)	7.94%	
Early Retirement Couples	Roger & Joy	7.97%	England
Free-time couples nearing the end of their careers (aged 56-65).		13,817	Tendring
		11.62%	
Keep fit/gym (13%)	Swimming (13%) Cycling (8%)	8.19%	
Comfortable Mid-Life Males	Philip	6.77%	England
Mid-life professional (aged 46-55), sporty males with older children and more time for themselves.		10,588	Tendring
		8.90%	
Cycling (16%)	Keep fit/gym (15%) Swimming (12%)	9.62%	
Twilight Year Gents	Frank	8.65%	England
Retired men (aged 66+) with some pension provision and limited sporting opportunities.		10,332	Tendring
		8.69%	
Golf (7%)	Keep fit/gym (6%) Bowls (6%)	4.25%	
Settling Down Males	Tim	4.01%	England
Sporty male professionals (aged 26-45), buying a house and settling down with partner.		8,488	Tendring
		7.14%	
Cycling (21%)	Keep fit/gym (20%) Swimming (15%)	10.47%	
Empty Nest Career Ladies	Elaine	8.83%	England
Mid-life professionals who have more time for themselves since their children left home (aged 46-55).		7,847	Tendring
		6.60%	
Keep fit/gym (21%)	Swimming (18%) Cycling (7%)	6.83%	
Career Focussed Females	Helena	6.07%	England
Single professional women, enjoying life in the fast lane (aged 26-45).		5,349	Tendring
		4.50%	
Keep fit/gym (26%)	Swimming (23%) Cycling (11%)	4.99%	
Comfortable Retired Couples	Ralph & Phyllis	4.55%	England
Retired couples (aged 66+), enjoying active and comfortable lifestyles.		5,347	Tendring
		4.50%	
Keep fit/gym (10%)	Swimming (9%) Golf (7%)	5.05%	
Middle England Mums	Jackie	4.22%	England
Mums (aged 36-45) juggling work, family and finance.		5,316	Tendring
		4.47%	
Keep fit/gym (27%)	Swimming (20%) Cycling (9%)	4.82%	
Competitive Male Urbanites	Ben	4.88%	England
Male (aged 18-25), recent graduates, with a 'work-hard, play-hard' attitude. Most sporty of 19 segments.		4,824	Tendring
		4.06%	
Football (33%)	Keep fit/gym (24%) Cycling (18%)	5.30%	
		4.94%	England

TENDRING DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Segment, description and its top three sports nationally			
Older Working Women	Brenda	4,321	Tendring
Middle aged ladies (aged 46-65), working to make ends meet.		3.63%	
Keep fit/gym (15%)	Swimming (13%) Cycling (4%)	3.25%	East
Fitness Class Friends	Chloe	4,198	England
Young (aged 18-25) image-conscious females keeping fit and trim.		3.53%	
Keep fit/gym (28%)	Swimming (24%) Athletics (14%)	5.29%	East
Pub League Team Mates	Kev	4,018	England
Blokes (aged 36-45) who enjoy pub league games and watching live sport.		3.38%	
Keep fit/gym (14%)	Football (12%) Cycling (11%)	4.71%	East
Sports Team Drinkers	Jamie	3,739	England
Young blokes (aged 18-25) enjoying football, pints and pool.		3.14%	
Football (28%)	Keep fit/gym (22%) Athletics (12%)	3.98%	East
Stay at Home Mums	Alison	3,527	Tendring
Mums with a comfortable, but busy, lifestyle (aged 36-45).		2.97%	
Keep fit/gym (27%)	Swimming (25%) Cycling (12%)	5.38%	East
Local 'Old Boys'	Terry	3,457	England
Generally inactive older men (aged 56-65), low income and little provision for retirement.		2.91%	
Keep fit/gym (8%)	Swimming (6%) Cycling (5%)	2.86%	East
Supportive Singles	Leanne	3,429	England
Young (aged 18-25) busy mums and their supportive college mates. Least active segment of her age group.		3.69%	
Keep fit/gym (23%)	Swimming (18%) Athletics (9%)	2.88%	Tendring
Stretched Single Mums	Paula	2,418	
Single mum (aged 26-45) with financial pressures, childcare issues and little time for pleasure.		2.03%	East
Keep fit/gym (18%)	Swimming (17%) Cycling (5%)	3.22%	England
Later Life Ladies	Norma	1,814	Tendring
Older ladies (aged 56-65), recently retired, with a basic income to enjoy their lifestyles.		1.52%	
Keep fit/gym (12%)	Swimming (10%) Cycling (2%)	1.57%	East
		2.12%	England

TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

The most popular sports

A further aspect of the Active People survey and SE segmentation is that it makes it possible to identify the top sports within Tendring. As with many other areas, Table 6A lists swimming is among the most popular activities and are known to cut across age groups and gender; in Tendring 6.8% adults go swimming, on average, at least once a month. Only one sport is listed in the table below due to suppressed data.

Table A6: Most popular sport in Tendring (Source: SE Area Profiles)

Sport	Tendring		East		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Swimming	7.8	6.8%	466.3	9.7%	4,132.7	9.5%

Mosaic

(Data source: 2015 Mosaic analysis, Experian)

Mosaic 2015 is a similar consumer segmentation product and classifies all 25.2 million households into 15 groups, 66 household types and 238 segments. This data can be used to paint a picture of UK consumers in terms of their social-demographics, lifestyles, culture and behaviour and tends to be used to draw out population characteristics for the backdrop to library usage and other non-sporting activities. The following table (Table 7A) shows the top five mosaic classifications in Tendring compared to the country as a whole. The dominance of these five segments can be seen inasmuch as they represent over 6 in 10 (63.5%) of the population compared to a national equivalent rate of over a quarter (27.7%).

Table A7: Mosaic – main population segments in Tendring

Mosaic group description	Tendring		National %
	#	%	
1 – Senior Security	34,711	24.7%	3.4%
2 – Rural Reality	19,808	14.1%	8.6%
3 – Vintage Value	13,817	9.8%	3.4%
4 – Modest Traditions	10,566	7.5%	7.8%
5 – Country Living	10,527	7.5%	4.5%

Figure 13A lists the largest segment profiled for Tendring is the Senior Security group, making up 24.7% of the adult population in the area, this over seven times the national rate (3.4%). This group is defined as 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. Table 8A provides a description of each mosaic segmentation and figure 14A maps the Distribution of Mosaic segments in Tendring.

TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure A13 Mosaic segmentation – Tendring compared to England

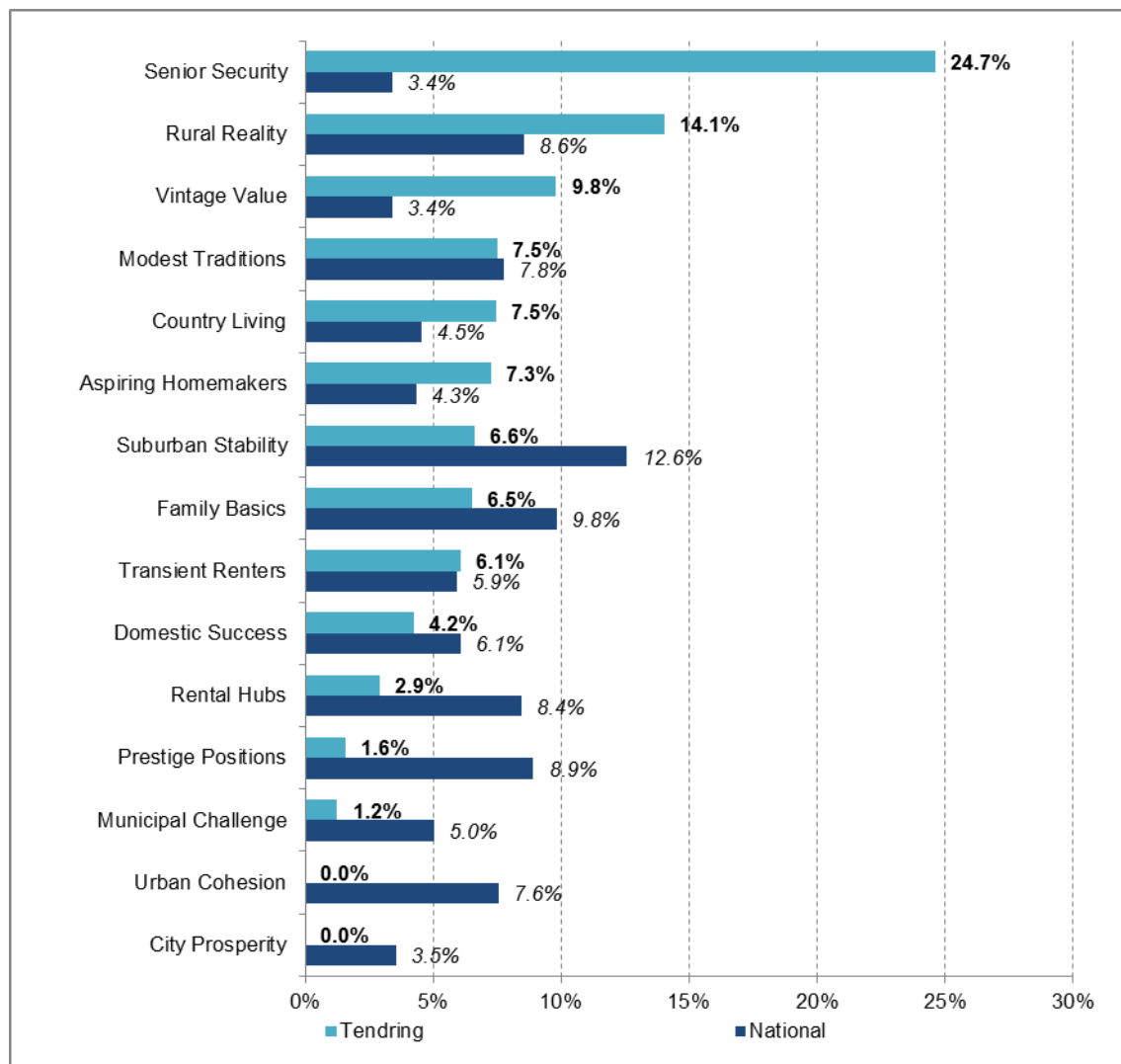



Table A8: Dominant Mosaic profiles in Tendring

<p>Senior Security</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>
---	--

TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Rural Reality



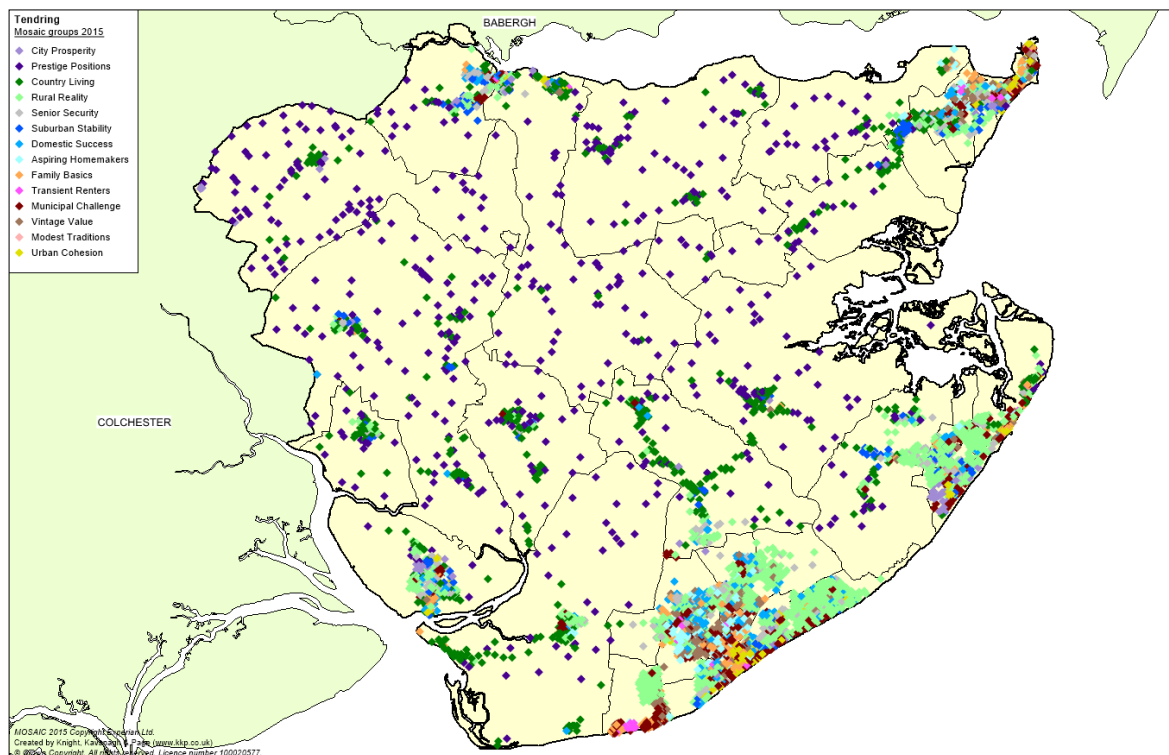
People who live in rural communities and generally own their relatively low cost homes. Their moderate incomes come mostly from employment with local firms or from running their own small business.

Vintage Value



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.

Figure A14: Distribution of Mosaic segments in Tendring



TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

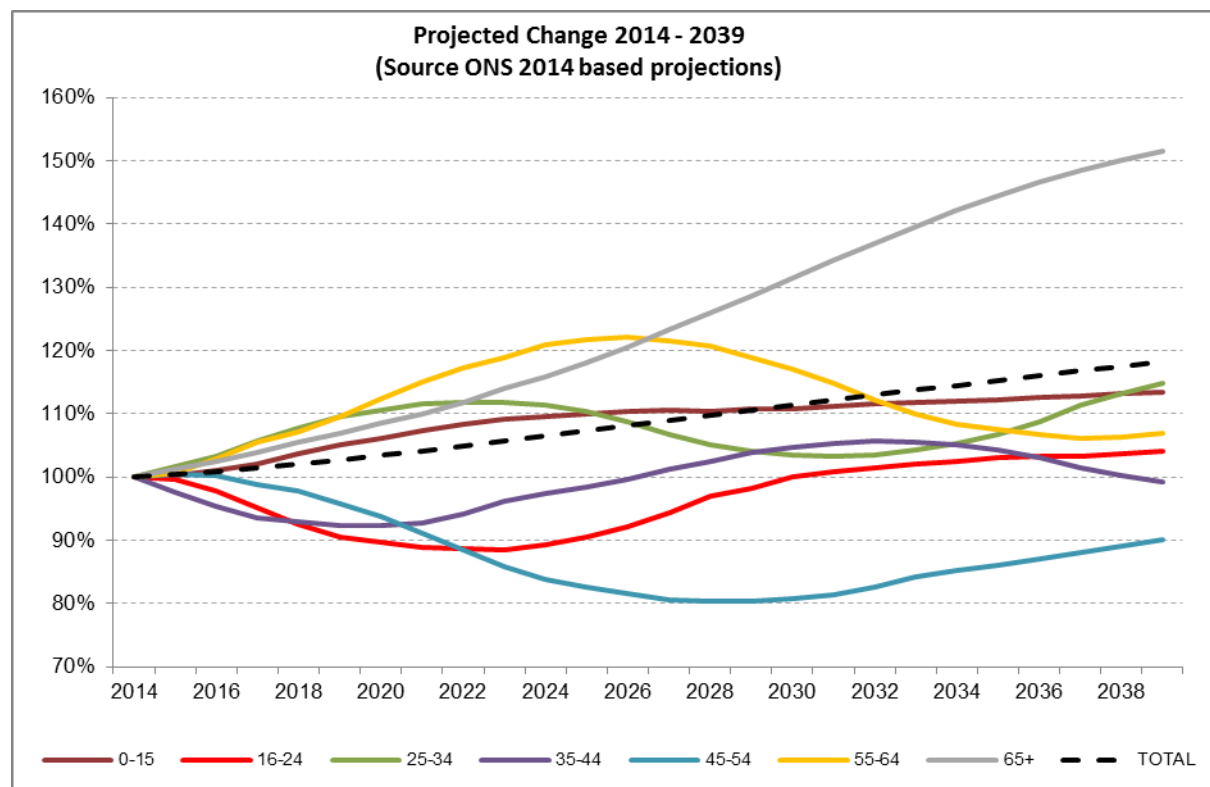
Population Projections

Strategic planning: Change over 25 years (2014 to 2039¹¹)

At strategic and operational levels, plans to increase levels of physical activity must not be set in stone, they should be flexible and respond to predictable changes in age structure, gender and ethnic composition. The most recent ONS projections indicate a rise of 18.3% in Tendring's population (25,600) over the 25 years from 2014 to 2039.

Over this extended timeframe fluctuations are seen in rise and fall at different points across the majority of age groups with population change acting more like a wave than a straight line (see figure 15A). For example the number of 16-24 year olds falls by c.11.5% between 2014 and 2023 before rising again to 4.0% more than its 2014 baseline by 2039.

Figure A15: Projected population change (2014 -2039)



¹¹ Office for National Statistics 2014-based population projections (data released May 2016)

TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Table A9: Tendring - ONS projected population (2014 to 2039)

Age (years)	Number			Age structure %			Change 2014 - 2039		
	2014	2027	2039	2014	2027	2039	2014	2027	2039
0-15	22,778	25,179	25,845	16.3%	16.5%	15.6%	100.0%	110.5%	113.5%
16-24	13,162	12,422	13,687	9.4%	8.2%	8.3%	100.0%	94.4%	104.0%
25-34	11,819	12,601	13,570	8.4%	8.3%	8.2%	100.0%	106.6%	114.8%
35-44	13,737	13,895	13,631	9.8%	9.1%	8.2%	100.0%	101.2%	99.2%
45-54	18,997	15,311	17,117	13.6%	10.0%	10.3%	100.0%	80.6%	90.1%
55-64	18,721	22,733	20,008	13.4%	14.9%	12.1%	100.0%	121.4%	106.9%
65+	40,702	50,204	61,658	29.1%	33.0%	37.3%	100.0%	123.3%	151.5%
Total	139,916	152,345	165,516	100.0%	100.0%	100.0%	100.0%	108.9%	118.3%

Population projections are based on a process which models observed trends in fertility and mortality rates plus migration factors. Nevertheless, they can illustrate a relatively complex picture of change. Several key points which are presented in table 9A are outlined below:

- One of the most notable points is the progressive rise in the number of 0-15 year olds, rising by 2,401 (10.5%) over the first half of the projection (to 2027). This will place pressure on differing types of sporting, educational and cultural provision (facility and services) by age, gender and sub-groups of the cohort.
- In contrast, there is predicted to be decline in the number of 16-24 year olds, -5.6% in the first period (-740) followed by growth back to +4.0% (-525) in the second period. Consequently Sport England's target of '*increasing the number of 14-25 year olds playing sport once a week*' may prove difficult during the first period in which numerical stasis would represent a marginal increase in participation rates.
- There is a continuous increase in the numbers of persons aged 65+ and a need to consider varying sports offers for this age group. This represents an increase of +23.3% (+9,502) in the first period continuing to rise to +51.5% (+20,956) between 2014 and 2039. While the age group represented 29.1% of Tendring's population in 2014 it is projected to be 37.7% of the total by 2039 - this is over 1 in 3 of the population.

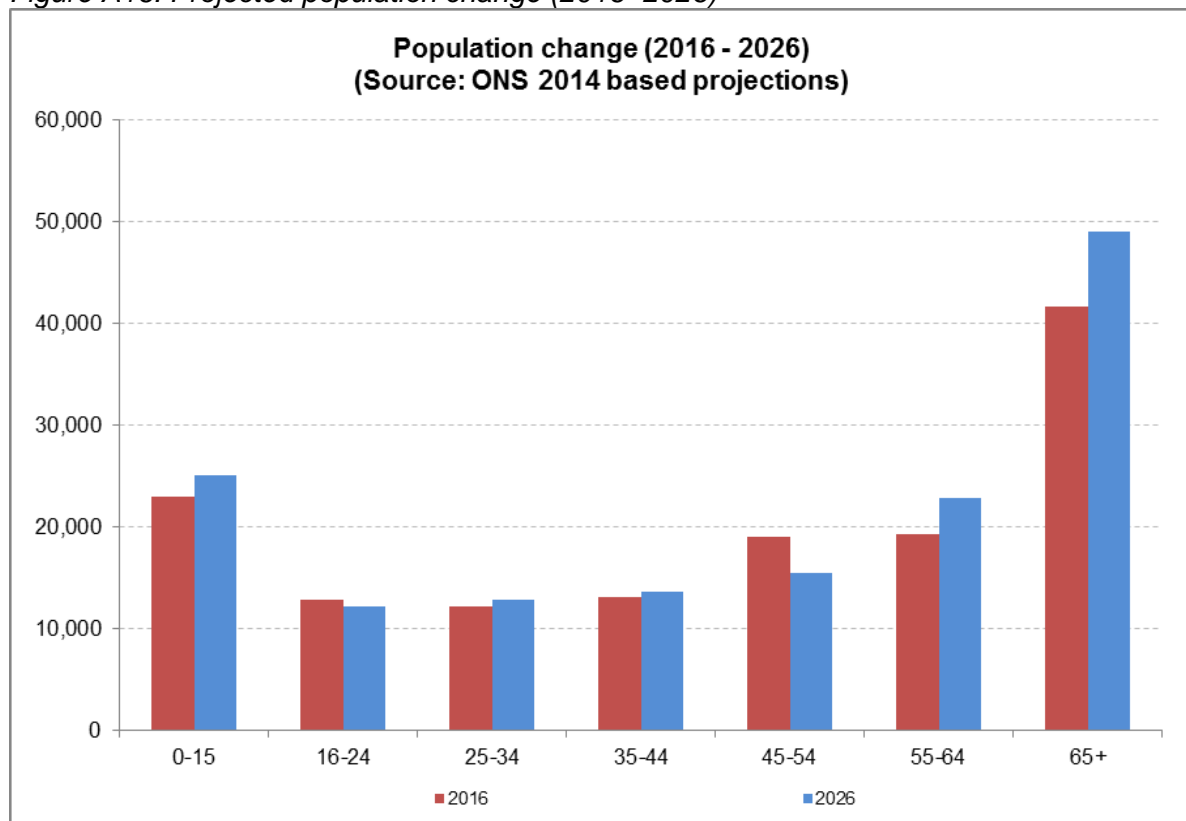
TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Service planning: Change over the coming decade (2016 – 2026)

While strategic planning considers long term changes, service planning is often more closely aligned to a much shorter timescale, typically 5 to 10 years. From 2016 to 2025, figure 16A projects that the overall number of people in Tendring will rise by 10,058 (7.1%). In summary, they'll be the following changes:

- ◆ +2,133 (+9.3%) more 0-15 year olds; and
- ◆ -3,547 (-18.6%) fewer 45-54 year olds; and
- ◆ +3,607 (+18.7%) more 55-64 year olds; and
- ◆ +7,388 (+17.7%) more people aged 65+.

Figure A16: Projected population change (2016 -2026)



Facility planning to reflect the increases in the 65+ and 0-15 age groups may require changes to leisure facilities. However, just as the 65+ age group often requires activities during the day activities for 0-5 year olds often follow similar time patterns. Conversely, activities for 5-15 year olds are focused more closely on after school and weekend activities.

TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Active Places *(Data source: Active Places Power, Sport England)*

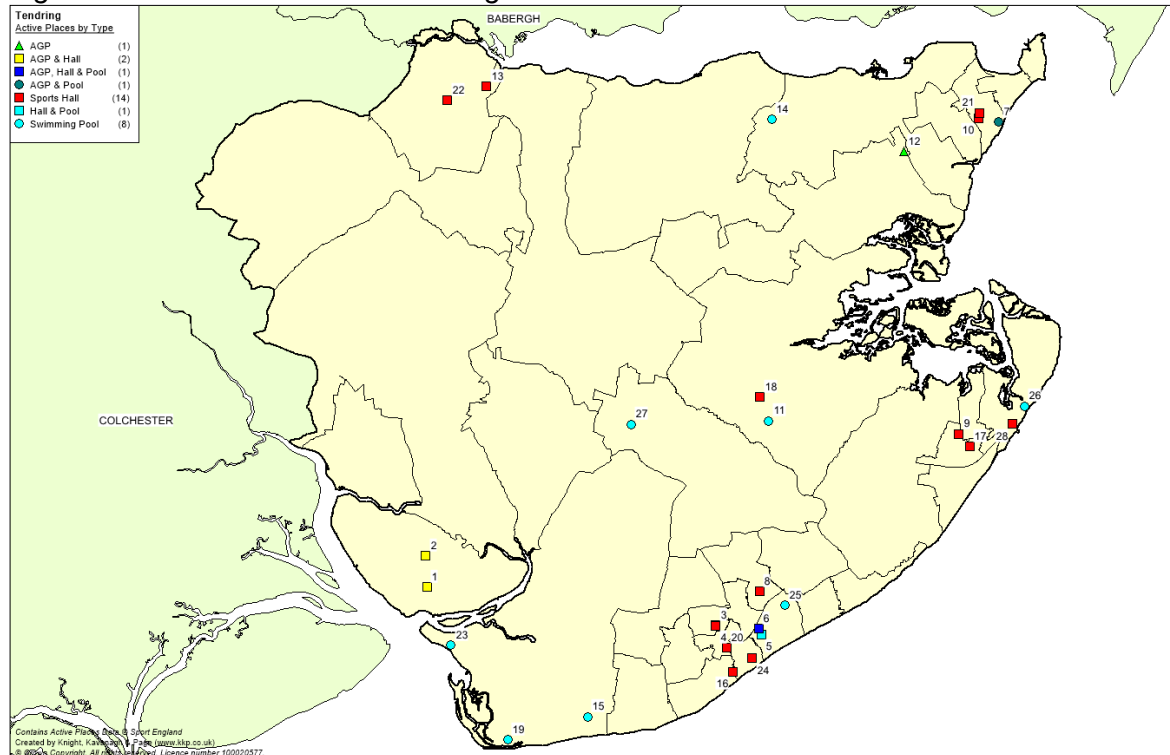
The Active Places database contains information on c.60,000 facilities, which includes artificial grass pitches, sports halls and swimming pools. All facilities in Tendring are listed below (Table 10A) and geographically presented in figure 17A. .

Table A10: List of all Indoor and Built Facilities in Tendring.

Site Ref	Site name	Facilities		
1	Brightlingsea Infant School	Hall		AGP
2	Brightlingsea Sports Centre	Hall		AGP
3	Clackton Coastal Academy	Hall		
4	Clacton Coastal Academy (Town Campus)	Hall		
5	Clacton County High School	Hall	Pool	
6	Clacton Leisure Centre	Hall	Pool	AGP
7	Dovercourt Bay Lifestyles		Pool	AGP
8	Great Clacton Church Of England Junior School	Hall		
9	Hamford Primary Academy	Hall		
10	Harwich Sports Centre	Hall		
11	Lifhouse		Pool	
12	Little Oakley Memorial Club			AGP
13	Manningtree Sports Centre	Hall		
14	Primrose Pool		Pool	
15	Seawick Holiday Park		Pool	
16	St James Church Hall	Hall		
17	Tendring Technology College (Frinton Campus)	Hall		
18	Tendring Technology College (Thorpe Campus)	Hall		
19	The Bridge Housing Training Pool		Pool	
20	The Brotherhood Institute	Hall		
21	The Harwich and Dovercourt High School	Hall		
22	The Ogilvie Hall	Hall		
23	The Orchard Holiday Park		Pool	
24	United Reformed Church Hall	Hall		
25	Valley Farm Holiday Park		Pool	
26	Walton-on-the-Naze Lifestyles		Pool	
27	Weeley Bridge Swimming Pool		Pool	
28	YMCA - Red Triangle	Hall		

TENDRING DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure A17: Active Places in Tendring



A18: Squash courts and 20 minute drive time in Tendring

