



## Indoor Leisure Facilities Strategy

Shropshire Council  
2020-2038

November 2020

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## 1. Executive Summary

1.1 Our Vision is that:

**Shropshire will be a county where healthier, active lifestyles are encouraged, supported and facilitated for everyone**

1.2 Three core **principles** underpin the delivery of our vision:

- **Support for the creation of a high quality and sustainable indoor leisure facility mix, which provides accessible and inclusive activities for all Shropshire residents leading to increased participation and active lifestyles, thereby meeting community need;**
- **Recognising the importance of leisure facilities as relevant community spaces, accessible to all and offering opportunities for the delivery of a wide range of activities, services, support and entertainment to local communities and people; and**
- **A commitment to work with a wide range of partner organisations and individuals as co-creators and co-deliverers\* of leisure facilities so that they best reflect the differing needs of local communities.**

\* including existing leisure operators (independent trusts, schools), Town / Parish Councils, voluntary sector, etc.

1.3 The Strategy has been developed in parallel with the Shropshire Council Playing Pitch Strategy and Outdoor Sports Strategy (PPOSS); to provide an evidence base for the Local Plan Review and underpin future priorities for provision

1.4 The identified facility needs, based on the analysis of need, are set out in Table 1.1. Overall, the issue is qualitative, as opposed to quantitative.

**Table 1.1: Identified Facility Needs**

Facility	Identified Needs	Location
<b>Sports Halls</b>	No need for additional provision. Investment in facilities built pre 2000.	Countywide
<b>Swimming Pools</b>	Replacement of swimming facilities in Shrewsbury	Shrewsbury
	Investment in/Replacement of swimming facilities pre 2000	Countywide
<b>Fitness Facilities</b>	Ongoing investment to maintain quality of offer	Countywide

Facility	Identified Needs	Location
	<p>Extension of provision in Oswestry Sports Centre</p> <p>Development of a new fitness offer as part of new provision at the Quarry</p> <p>Remodelled fitness provision at the Sports Village</p> <p>Investment in pay and play fitness in Shrewsbury; there is sufficient current provision of fitness stations across Shropshire to meet both current and future demand, based on mid-2012 and mid 2019 population estimates. There is an under supply of community accessible fitness stations in Shrewsbury because most of the provision in the main county town is made through the commercial sector.</p>	
<b>Indoor Bowls</b>	Review demand for provision on an ongoing basis	Shrewsbury
<b>Squash Courts</b>	Maintain the quality of existing provision	Countywide
<b>Cycling</b>	Investment in cycle track - located at Sports Village, and although not an indoor facility consultation has identified the need for investment. This will be considered within the review of the PPOSS in 2021	Shrewsbury

1.5 In taking forward our vision and core principles our **strategic priorities** are:

## Strategic Priorities

**Table 1.2: Strategic Priorities**

### Shropshire Council Corporate Plan Priorities

1. **More people with a suitable home**
2. **Care for those in need at any age**
3. **A good place to do business**
4. **A healthy environment**
5. **Sustainable places and communities**
6. **Embrace our rurality**

Priorities		Objectives	Links to Corporate Plan Priorities
Strategic Priority 1	To work with partners to support the people of Shropshire to live longer, healthier and quality lives through sport and physical activity	<ul style="list-style-type: none"> <li>We will encourage and support the inactive to be more active</li> <li>We will work to achieve, sustainable, positive health outcomes for older people living in Shropshire through targeted activities.</li> <li>We will work with partners to promote social connections and reduce social isolation by bringing people together to participate in sport and physical activity in their community</li> <li>We will ensure all facilities are accessible to all irrespective of age, ability, gender, race or disability.</li> <li>We will work with Adult Social Care and Health, Public Health, CCG's and voluntary organisations to improve quality of life and social outcomes in communities in line with local strategy and Place Plans</li> <li>We will work with partners to promote targeted health and exercise referral programmes to address priority health issues across Shropshire e.g. obesity, diabetes, hypertension, dementia and mental health issues</li> <li>We will ensure strong links to Children and Young People's services and the C &amp; YP Plan</li> <li>Through sport and physical activity we will help children and young people to obtain a broad range of skills and capabilities to achieve and succeed</li> <li>We will improve opportunities to participate, progress and achieve in sport</li> </ul>	<b>Care for those in need at any age</b> <b>A healthy environment</b> <b>Sustainable places and communities</b> <b>Embrace our rurality</b>
Strategic Priority 2	To support the resilience of local communities and the development of Place by strengthening local communities through sport and physical activity.	<ul style="list-style-type: none"> <li>We will utilise technology to engage with communities</li> <li>We will support local community groups to grow and sustain their sport and physical activity provision</li> <li>We will provide job opportunities and relevant training for local people</li> </ul>	<b>Care for those in need at any age</b> <b>A good place to do business</b> <b>A healthy environment</b>

Shropshire Council  
**Indoor Leisure Facilities Strategy**

Priorities		Objectives	Links to Corporate Plan Priorities
		<ul style="list-style-type: none"> <li>We will support positive activity programmes with local sports clubs, voluntary organisations and specifically local housing associations</li> <li>We will work with local health providers to coordinate delivery of appropriate sport and physical activities in rural areas</li> <li>We will work with schools to support the delivery of the School Sport and Activity Action Plan</li> </ul>	<b>Sustainable places and communities</b> <b>Embrace our rurality</b>
Strategic Priority 3	To support economic growth by developing opportunities for people to reach their full potential by providing employment, volunteering and tourism opportunities	<ul style="list-style-type: none"> <li>We will work with education providers where appropriate to support provision of sport and physical activities on joint use sites.</li> <li>We will support volunteering, modern apprenticeships, accredited learning and other initiatives to support people into work.</li> <li>We will work with partners and community groups to provide local opportunities in rural areas for training and work</li> <li>We will work with partners and community groups to provide local opportunities for volunteers to get involved in activities, and developing local initiatives</li> <li>We will work with Voluntary and Community Sector Assembly to coordinate volunteer support across Shropshire</li> <li>We will support the tourism and cultural offer of Shropshire by providing activities and infrastructure to attract visitors to the area</li> <li>We will work with local Town and Parish Councils and forums of interest to support the local area</li> </ul>	<b>A good place to do business</b> <b>A healthy environment</b> <b>Sustainable places and communities</b> <b>Embrace our rurality</b>
Strategic Priority 4	To take a cross county Place based approach to the delivery of leisure facilities through targeted investment, partnership opportunities, community empowerment and commercial	<ul style="list-style-type: none"> <li>We will work with education providers where appropriate to support provision of sport and physical activities on joint use sites.</li> <li>We will work with partners and stakeholders to attract external funding</li> <li>We will explore opportunities for the provision of shared services and coterminous sites through potential 'hubs' within communities</li> </ul>	<b>A good place to do business</b> <b>A healthy environment</b> <b>Sustainable places and communities</b>

Priorities		Objectives	Links to Corporate Plan Priorities
	acumen in order to reduce levels of subsidy.	<ul style="list-style-type: none"> <li>We will enhance opportunities through better use of existing provision</li> <li>We will commit to continuous improvement by ensuring we regularly monitor our performance</li> <li>We will regularly benchmark our services with best practice providers</li> <li>We will manage our centres effectively in order to significantly reduce subsidy across the service over the next five years</li> <li>We will help to protect the right opportunities in the right places</li> <li>We will regularly review our services based on local need and financial considerations</li> <li>We will undertake regular customer feedback consultations</li> <li>We will seek to provide equal access to our services through both physical and electronic means</li> <li>We will ensure sport and physical activity are included in corporate consultations and stakeholder events when appropriate</li> </ul>	<b>Embrace our rurality</b>
<b>Strategic Priority 5</b>	To aim to reduce our carbon footprint in line with the commitment of Shropshire Council to the declaration of Climate emergency to become carbon neutral by 2030	<ul style="list-style-type: none"> <li>We will work towards ensuring our leisure centres are as energy efficient as they can possibly be</li> <li>We will endeavour to reduce energy consumption as a key consideration in the development of our leisure centres</li> </ul>	<b>A healthy environment Sustainable places and communities Embrace our rurality</b>

### How will we deliver the Strategy?

- **By taking an overarching commercial approach to service delivery and investment whereby larger and more sustainable facilities subsidise smaller and more rural facilities where there is a clear identified need**



- **By working in partnership with our communities and stakeholders**
- **By focussing our limited resources to support the delivery of services within our communities, where possible, to support future need**
- **By putting physical activity at the heart of place-making**
- **Through co-location of facilities, services and voluntary sector/community delivery as part of a locality offer**

## Action Plan

Strategic priority	Actions	Partners	Timescale
<b>Strategic Priority 1:</b> To work with partners to support the people of Shropshire to live longer, healthier and quality lives through sport and physical activity	To ensure physical activity is at the heart of placemaking across Shropshire by developing site specific locally focused action plans.	Shropshire Council, Place-making leads, Parish and Town Councils, Energize, facility operators	Ongoing. Initial plans in place by November 2021
<b>Strategic Priority 2:</b> To support the resilience of local communities and the development of Place by strengthening local communities through sport and physical activity	To consider investment in identified facility needs across Shropshire.	Shropshire Council, Place-making leads, Parish and Town Councils, facility operators	Short Term (1-5 years)
<b>Strategic Priority 3:</b> To support economic growth by developing opportunities for people to reach their full potential by providing employment, volunteering and tourism opportunities	Develop the role of User Groups / Advisory Groups in association with our operators to support leisure facility development	Shropshire Council, Place-making leads, Parish and Town Councils,	November 2021
<b>Strategic Priority 4:</b> To take a cross county Place based approach to the delivery of leisure facilities through targeted investment, partnership opportunities, community empowerment and commercial acumen in order to reduce levels of subsidy	To consider investment, in identified facility needs across Shropshire.  Finalise feasibility into facility investment in Shrewsbury.	Shropshire Council, Place-making leads, Parish and Town Councils, Energize, external funders	Short Term (1-5 years).  June 2021
<b>Strategic Priority 5:</b> To aim to reduce our carbon footprint in line with the commitment of Shropshire Council to the declaration of	Secure external funding and investment in facilities (as part of overall capital investment) to	Shropshire Council, Place-making leads, Parish and Town Councils, facility operators,	Short Term (1-5 years)

Strategic priority	Actions	Partners	Timescale
<b>Climate emergency to become carbon neutral by 2030</b>	ensure more energy efficient operations  Undertake building energy efficiency surveys to establish high priority and quick wins  Submit sustainable buildings funding bids to support energy reduction (SEPABU)		2021

## 2. Indoor Leisure Facilities Strategy

### Introduction and context

- 2.1. In 2018 Shropshire Council (SC) developed an Indoor Leisure Facility Strategy 2018-2023 (the Strategy) the focus of which was to set out a hierarchy of leisure facility provision across Shropshire Council leisure facilities based on an assessment of need. It provided clarity on Shropshire Council's obligations at a time of competing interests and was developed to support a sustainable, affordable and future proofed leisure provision portfolio.
- 2.2. The Council has delivered on a number of actions identified within the Strategy but, in light of changing needs and service provision opportunities, now considers that the Strategy needs to be developed further by focussing on community needs and aspirations, delivery of services in partnership and in conjunction with the development of a new Community and Rural Strategy, Corporate Plan and a Place-based approach to service delivery.
- 2.3. This updated Strategy will also deliver on the broader remit of sport and physical activity, will be an ever- evolving document and will be the basis on which Shropshire Council will take forward its sport and physical activity and leisure services with partners and stakeholders. The Strategy is about the facilities needed to facilitate engagement in physical activity which also contribute to place-making and the identity of a locality.
- 2.4. This updated Strategy removes the Tier system of investment in facilities i.e. the Tier1, Tier 2 and Tier 3 system which potentially would have resulted in the closure of a number of facilities and replaces it with a Strategy based on community needs, aspirations, partnership, sustainability and resilience whilst enabling a more commercial approach to service delivery. The impact of removing some of the sport and physical activity services in specific areas where other services are also reducing could severely impact on communities and will result in increased spend in the areas of health and social care.
- 2.5. The updated Strategy also focusses on partnership working alongside shared services and investment based on community priorities. It will ensure that the Council's services provide value for money to the local community tax payers by working to reduce the overall subsidy across the whole of the leisure facilities portfolio through providing a mixed economy of provision and activity.
- 2.6. There is no 'one size fits all' approach in Shropshire e.g. in some instances, a commercial approach will be appropriate to service delivery; other areas of Shropshire will require a more community based health and wellbeing service based approach focussing on increasing activity and interaction, whilst other areas will require a mixed economy of provision. This approach should secure a more sustainable offer across the whole of Shropshire.
- 2.7. Rather than focussing on reducing specific services or buildings our approach is to consider the needs of communities. There are areas of Shropshire where the simple geography of rural life requires that in order to maintain certain provision there will be a need for a more flexible approach to service delivery which is not as prevalent in more urban areas. Our leisure facility offer needs to be flexible to meet local need and not be based on a one size fits all approach.

2.8. This Strategy is linked into the period of the local plan 2016-2038. However, the Strategy will be reviewed and refreshed on a 5 year basis or at the next review of the local plan whichever is the sooner, to ensure it is kept up to date. Over and above this, there will be ongoing monitoring of this strategy throughout its implementation. Ongoing monitoring should include partnership working with neighbouring local authorities to keep aware of facility changes and developments.

2.9. The overall **Vision** for the strategy remains as:

**Shropshire will be a county where healthier, active lifestyles are encouraged, supported and facilitated for everyone**

## Developing the Strategy

### Local, National and Regional Context

2.10. This Strategy focusses on the facilities provided by Shropshire Council; however, the contribution of all other leisure facilities and providers to local place-making is recognised. The Strategy covers the geographical area covered by the new Local Plan.

2.11. The Strategy has been developed in parallel with the Shropshire Council Playing Pitch and Outdoor Sports Strategy (PPOSS); to provide an evidence base for the Local Plan Review and underpin future priorities for provision. Appendix 1 sets out the detailed analysis of need informing the Strategy.

2.12. The study has been developed in line with the objectives of the Local Plan Review, the developing Community and Rural Strategy and the Shropshire Place-making Context.

2.13. Other key local strategies whose outcomes will be supported and delivered by the Indoor Leisure Facilities Strategy are:

- **Shropshire Economic Growth Strategy**
- **Shropshire Playing Pitch and Outdoor Sports Strategy – 2020 -2038**
- **Shropshire Local Plan 2016-2038**
- **Shropshire Place Plans**
- **Marches Local Enterprise Partnership Strategic Plan**
- **Shropshire Great Outdoors Strategy**
- **Shropshire Cultural Strategy – due January 2021**
- **Shropshire Local Transport Plan**
- **Shrewsbury Big Town Plan**

2.14. An important role of the Strategy is to identify future need for indoor provision based on population growth and areas of growth.

2.15. Identifying an adequate supply of good quality facilities to accommodate a range of sports and physical activities in order to meet current and future levels of demand and to provide enhanced opportunities will facilitate increased numbers of people participating in sport and physical activity.

### Place-Making and the Local Identity

2.16. There are currently 18 Place Plans, one for each of the market towns in the county:

- **Albrighton**
- **Broseley**
- **Craven Arms**
- **Ludlow**
- **Much Wenlock**
- **Shrewsbury**
- **Bishop's Castle**
- **Church Stretton**
- **Ellesmere**
- **Market Drayton**
- **Oswestry**
- **Wem**
- **Bridgnorth**
- **Cleobury Mortimer**
- **Highley**
- **Minsterley and Pontesbury**
- **Shifnal**
- **Whitchurch**

2.17. The 18 place plans have been developed following conversations across the county with town and parish councils, councillors and external infrastructure providers.

2.18. They bring together information about what type of infrastructure – such as utilities, play areas, street lights, schools, broadband, and open spaces – is needed in each area.

2.19. The Sub-areas referenced in this Strategy are the amalgamated Place Plan Areas proposed in the Playing Pitch Strategy, as follows:

- **Oswestry and Ellesmere**
- **Shrewsbury, Minsterley and Pontesbury**
- **Ludlow, Church Stretton, Craven Arms and Bishop's Castle**
- **Market Drayton, Whitchurch and Wem**
- **Much Wenlock, Shifnal, Albrighton and Broseley**
- **Bridgnorth, Highley and Cleobury Mortimer**

2.20. The key national and regional strategic influences on the Strategy are:

### **Sporting Future Strategy - A New Strategy for an Active Nation**

2.21. The Government's sport strategy. Cross government strategy aimed at tackling levels of sports participation with a focus on 5 outcomes:- Physical wellbeing, mental wellbeing, individual development, social and community development and economic development. In future funding decisions will be made on the basis of outcomes that sport and physical activity can deliver. All relevant governments departments will work together to create a more physically active nation.

### **Sport England – Towards an Active Nation 2016 – 2021** *(This strategy is currently under review and will be updated in January 2021)*

- **More people from all backgrounds engaging in sport and physical activity in a meaningful way**
- **Sport England's priorities are focussing on:-**
- **Tacking inactivity - at any one time 28% of people in England are inactive**
- **Children and young people – focus on pre and post school activities that increase children's capability and enjoyment and lay foundations for more active lives.**
- **Taking sport to the mass market – making sport and physical activity more accessible to mass markets, including making activities more digitally accessible**
- **Volunteering – changing the focus from enabling role to what the volunteer gets out of volunteering and the impact on modern lifestyles**
- **Supporting a core sports market – valuing those who already have strong affinity for sport and supporting the talent pool**
- **Local delivery – demonstrate the benefits of working in a more joined up was in specific places – a mix of rural and urban – and build long term collaborations**
- **Facilities – places where people undertake activities have a big impact on their experiences and on their likelihood to make it a regular part of their everyday lives.**

## Public Health England Strategic Plan 2020-2025

2.22. The key priorities within this plan are:

- **Public Health England is working to ensure people live longer in good health, to rely less on the NHS and Adult Social Care in later life, to remain in work for longer, and when unwell to stay in their own homes for longer.**
- **To reduce unavoidable inequalities in health outcomes and to improve mental health.**
- **By supporting physical activity and sport to increase good health we enable people to live longer and productive working lives. Securing the health of the people ensures an investment in our economic future.**

## One Public Estate Programme

2.23. A national programme delivered in partnership which provides practical and technical support and funding to councils to deliver ambitious property-focussed programmes in collaboration with central government and other public partners. Shropshire Council is the lead organisation for the local public estate programme. This links to potential future leisure developments which may arise in partnership with other service agencies.

2.24. Other key documents include:

### Strategic Document/Guidance

Chief Medical Officer (CMO) UK Physical Activity Guidelines (September 2019) - Department for Health and Social Care

The Physical Activity Guidelines – Start Active, Stay Active – July 2011

Health and Social Care Reform Act (2012)

Everybody Active, Every Day - An evidence based approach to physical activity (2014) - Public Health England

Guidance - Childhood obesity: A plan for action Chapter 2 2018

- Cabinet Office
- Department of Health and Social Care
- HM Treasury

**Strategic Document/Guidance**

- Prime Minister's Office

All Our Health Framework updated July 2019 - Public Health England

Wellbeing and Mental health: Applying All Our Health (Updated August 2019) - Public Health England

Whole System Approach to Obesity - A Guide to support Local approaches to Promoting a healthy Weight - Public Health England (July 2019)

Workplace Health: applying All Our Health (Updated August 2019) - Public Health England

Adult obesity: applying All Our Health (Updated June 2019) - Public Health England

Childhood obesity: applying All Our Health (Updated August 2019) - Public Health England

Physical activity: applying All Our Health (Updated October 2019) - Public Health England

NHS Health Checks: applying All Our Health (Updated September 2019) - Public Health England

Sport England Active Design Guidance 2015

Getting Active Outdoors – 2015 - Sport England

Understanding Audiences - Sport England

Blueprint for an Active Britain (2015) - And Milestone Review (2017) - UK Active

Physical Activity – A Social Solution – 2017 - UK Active / DataHub

Physical Activity Benefits, Advice and Guidance for target groups

- Macmillan Cancer
- Mind
- Alzheimer's Society
- Age UK



### 3. Key Factors in Shropshire affecting Leisure provision

#### Demographics

- 3.1. Shropshire is a large, rural and sparsely populated county, covering a land area of 319,736 hectares, which is approximately ten times that of all the inner London Boroughs put together (31,929 hectares). With a population estimated at 317,500<sup>1</sup>, this gives a density of only 0.98 persons per hectare.
- 3.2. Around 39% of Shropshire’s population lives in villages, hamlets and dwellings dispersed throughout the countryside. The remainder live in one of the 17 market towns and key centres of varying size, including Ludlow in the south and Oswestry in the north, or in Shrewsbury, the central county town.
- 3.3. There are some key factors influencing what Shropshire will look like in the future:

#### Rising Numbers Of Older People

- Shropshire has an older population than England; 24% of its population aged 65 or over and 1.2% aged 90 or over, in comparison to 18% and 0.9% in England.
- The 65+ population set to raise by 48% from 75,600 to 112,100 – this projection will mean this age group will increase from 24% to 33% of Shropshire’s total population.
- 26% of the female population are aged 65 or over, compared to 22% of men.

Figure 3.1: Shropshire



<sup>1</sup> Source: ONS mid-year estimates, 2017

- In the same period, the 85 and over population will increase by 135% from 10,000 to 23,500, taking it from 3% of Shropshire's population to 7% in 2037. 6,407 of those over 85 are women (64%).
- The 65 and over population increase between 2017 and 2037 is similar for men (51%) and women (45%), but the change between 2017 and 2037 for 85's and over is greater for males (169%) than females (114%).
- Shropshire's 65 and over population will increase more than the West Midlands, and the over 85 population will increase above the West Midlands and also England.<sup>2</sup>
- Amongst West Midlands local authorities, Shropshire has the second highest percentage of its population that is aged 65 or over, and of all England authorities, Shropshire has the thirteenth highest.
- The Place Plan areas with the highest percentage of those aged 65+ are Bridgnorth (9.1%), South Shrewsbury (9%), North- East Shrewsbury (7.2%), Ludlow (6.6%), Market Drayton (6.5%) and rural Shrewsbury area (6.2%).
- Of the 9,978 people that are aged 85 and over, the place plans with the highest percentage are South Shrewsbury (10.3%), Bridgnorth (8.8%), West & Central Shrewsbury (7.9%), Ludlow (7.6%) and North East Shrewsbury (6.2%). In contrast, Highley (1%), Broseley (1.3%) and Much Wenlock (1.4%) have a smaller percentage of the 85 and over population.

## Ageing Well

Ageing is inevitable but suffering ill health in later life is not. It's never too late to adopt a healthier lifestyle and take steps to prevent ill health. It's just as important for people in older age to have a balanced diet, remain physically active, not smoke and maintain a positive attitude. By doing this older people are more likely to avoid health problems and may be able to manage existing problems more effectively.<sup>3</sup>

## Population Growth

Shropshire's overall population is projected to grow from 313,700 in 2017 to 337,300 by 2038. **Check number and Sean to follow up**

<sup>2</sup> Reference JSNA Older people's needs assessment 2019

<sup>3</sup> JSNA Older people's needs assessment 2019

## Long Term Health Conditions

The ageing demographic across Shropshire has rising health and care costs. Older people in Shrewsbury and the wider County suffer from:

- **rising dementia (Dementia recorded prevalence (aged 65+) – Based on 6-monthly returns, Shropshire was similar to England in April 2017, but by September 2017, Shropshire was significantly higher at 4.51% compared to England at 4.33% <sup>4</sup>;**
- **a high level of hypertension (16.2%), higher than the West Midlands and England (JSNA Older people's needs assessment 2019);**
- **rising levels of depression (9.9%), significantly higher than either England or the West Midlands <sup>5</sup>; and**
- **increasing levels of obesity (9.8%), significantly higher than England but lower than the West Midlands.**

## Younger People

Younger people in Shropshire suffer from high levels of childhood obesity, mental ill-health issues and, where found, severe child poverty. More accessible, better quality physical activity provision could contribute to improved quality of life to help combat these challenges.

### Starting well and developing well

Ensuring that children have the best start in life is vital for reducing health inequalities. Much of a person's future health and wellbeing is determined by early years development.

<sup>4</sup>JSNA Older people's needs assessment 2019

<sup>5</sup> JSNA Older people's needs assessment 2019

3.4. Other key influences on future leisure provision include:

The current level of participation in physical activity in Shropshire is 63.8% (Active People April 2020). 12% of the population is fairly active and 24.2% i.e. nearly a quarter of the population is inactive.

Levels of deprivation in the County are relatively low, but where there is deprivation, it is significant. Rural deprivation is a key issue, relating to poor access, isolation and loneliness.

**Scale and Rurality-** the size of Shropshire and the fact that the County is so rural means that public transport is limited, journeys can take longer, and access is impacted. There are fewer large urban areas and more smaller communities which means services and infrastructure provide for a wider area.

Car Ownership- 14.9% of Shropshire residents do not have access to a car

The most important and effective health interventions are those which address inequalities and health behaviours in a child's early years.<sup>6</sup>

There is a need to increase sport and physical activity across Shropshire to enable communities to reap the benefits it brings by raising aspirations, improving physical and mental health, growing the economy, reducing inequality and supporting social interaction and strong and resilient communities is at the heart of this revised Strategy. It will be delivered in the context, and in support, of the Council's interlinked Corporate priorities (Innovate to Thrive :

1. **More people in a suitable home**
2. **Care for those in need at any age**
3. **A good place to do business**
4. **A healthy environment**
5. **Sustainable places and communities**
6. **Embrace our rurality**

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<sup>6</sup> JSNA Young people's needs assessment 2019

## The Local Plan Context

- 3.5. The Shropshire Local Plan currently comprises the Core Strategy (adopted 2011) and the Site Allocations and Management of Development (SAMDev) Plan (adopted 2015), together with the adopted Neighbourhood Plans for Much Wenlock and Shifnal. These documents set out proposals for the use of land and policies to guide future development in order to help to deliver sustainable growth in Shropshire for the period up to 2026.
- 3.6. Shropshire Council is currently undertaking a Local Plan Review (LPR). This will:
- **Allow for the consideration of updated information on development needs within the county;**
  - **Reflect changes to national policy and local strategies;**
  - **Extend the Plan period to 2038; and**
  - **Provide a plan which will help to support growth and maintain local control over planning decisions.**
- 3.7. Maintaining an up to date Local Plan will support local growth by generating certainty for investment in local development and infrastructure through a policy framework that establishes an up to date and objective assessment of development needs and supports sustainable development in Shropshire during the period 2016 to 2038.
- 3.8. The Strategy will ensure that existing facilities are the most appropriate in terms of quantity, quality and location and consider how best to meet the additional needs generated by the planned housing and economic growth. Infrastructure priorities for the LPR are identified through the Local Plan Implementation Plan and its associated Place Plans. The Place Plans support the Implementation Plan by listing all the priorities, needs and aspirations on a place by place basis for Shropshire's communities.
- 3.9. The LPR identifies a requirement for an additional 30,800 houses between 2016 and 2038. Around two thirds of these are already built or are committed (including those allocated in the previous Local Plan - SAMDev). The majority of new dwellings will be in Shropshire's towns, with Shrewsbury, Bridgnorth, Ludlow, Oswestry, Market Drayton and Whitchurch having more houses than smaller urban centres such as Ellesmere, Highley or Wem. A limited number of houses will be built in 39 rural settlements, known as Community Hubs. Section 5 sets out the number of houses proposed for each settlement.

## 4. Existing Leisure Facilities

4.1 There is a wide range of leisure facilities across Shropshire. This Strategy focusses on those provided by, or supported by Shropshire Council. These facilities are summarised in Table 4.1.

**Table 4.1: Leisure Facilities Provided by/Supported by SC**

Facilities Operated by Shropshire Community Leisure Trust (SCLT)		
Facility Address	Facilities Provided	Facility Description/comments
Quarry Swimming and Fitness, Priory Road, Shrewsbury, SY1 1RU	<ul style="list-style-type: none"> <li>• <b>Quarry Pool</b> - 33.3m (now 32m with bulkhead) x 12.8m; can be adjusted into a 25m competition pool for galas using a moveable bulkhead.</li> <li>• 51m flume</li> <li>• 3 diving boards</li> <li>• Spectator gallery</li> <li>• <b>Priory Pool</b> – 25.5m x 9.5m</li> <li>• <b>Claremont Pool</b> - 17m x 9.5m</li> <li>• <b>Teaching pool</b> - 10.5m x 6.5m</li> <li>• Sauna and steam room</li> <li>• Small fitness suite, 37 stations</li> <li>• Café</li> <li>• Small training room / studio</li> </ul>	<p>Two Victorian pools built 1887. Major refurbishment took place in 1968. Facility Condition – poor – average Operates at a subsidy</p> <p>The Quarry Swimming and Fitness Centre was built in 1969; the lower part of the building sits on the footprint of the original Victorian pool. It comprises 4 pools on two different levels, a small fitness suite, café and reception area. The changing rooms are not of a modern design is increasingly expensive to operate, given the unplanned maintenance issues to be addressed.</p> <p>None of the existing pools are of a standard size, the fitness suite is very small with a low ceiling, and there are no fitness studio facilities. The latter impacts on ability to generate income.</p> <p>The main pool is 33m long; this means that although it is used for internal club and local school competitions, it cannot be used for county standard or above (national and regional) swimming events;</p> <p>The complexity of providing 3 sets of wet male and female changing rooms, serving 4 pools on 2 levels, leads to greater than normal operational costs, due to large areas of corridors and high maintenance costs.(due to ageing plant and infrastructure).</p>

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Facilities Operated by Shropshire Community Leisure Trust (SCLT)		
Facility Address	Facilities Provided	Facility Description/comments
Shrewsbury Sports Village, Sundorne Road, Sundorne, Shrewsbury, SY1 4RQ	<ul style="list-style-type: none"> <li>• 8 courts sports hall</li> <li>• Climbing wall/bouldering area and junior climbing room</li> <li>• Gym – 36 stations</li> <li>• Studio</li> <li>• Spin Studio</li> <li>• 6 lane indoor bowls hall</li> <li>• Cafe</li> <li>• Floodlit competition pitch with grand stand seating and terraced seating</li> <li>• 16 grass pitches (8 full size, 4 small and 4 mini)</li> <li>• Floodlit full size 3G synthetic turf pitch</li> <li>• Floodlit 4 court Multi use games area</li> <li>• Floodlit Skate park and outdoor basketball area.</li> <li>• 1km outdoor floodlit running/cycle track</li> <li>• Play park</li> </ul>	<p>Facility Condition – Good            Operates at a subsidy</p> <p>The Sports Village is located on the edge of town. It is opposite to an area where there are areas of deprivation based on measured indices and does not currently provide a pool.</p>
Oswestry Leisure Centre, Shrewsbury Road, Oswestry, SY11 4QB	<ul style="list-style-type: none"> <li>• 71 station gym</li> <li>• 25m x 6 lane main pool</li> <li>• 10.5m x 6m learner pool</li> <li>• Studio</li> <li>• 4 court Sports Hall</li> <li>• Multi-function room</li> <li>• Café</li> </ul>	<p>Facility Condition – very good            Operates without subsidy</p> <p>The leisure centre in Oswestry provides a flagship facility in the North West of Shropshire.</p> <p>Built 2011 and located close to site of North Shropshire College.</p>
Market Drayton Swimming Centre, Phoenix Bank Newtown, Market Drayton, TF9 1JT	<ul style="list-style-type: none"> <li>• 25m x 6 lane main pool and 12m learner pool</li> <li>• 32 station gym</li> </ul>	<p>Facility Condition – good            Operates without subsidy</p> <p>A well-used and well maintained facility. The facility was built in 1995, underwent refurbishment in 2003 and 2012 to incorporate a fitness suite.</p>
Whitchurch Swimming Centre, White Lion Meadow, off Bridgewater St, Whitchurch SY13 1BA	<ul style="list-style-type: none"> <li>• 25m x 5 lane swimming pool</li> </ul>	<p>Facility Condition – average; pool tank very poor condition            Operates at a subsidy</p> <p>A single pool facility with changing facilities, built in 1972.</p>

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Facilities Operated by Shropshire Council		
Facility Address	Facilities Provided	Facility Description/comments
Bishops Castle Leisure Centre (SpArC), Brampton Road, Bishops Castle	<ul style="list-style-type: none"> <li>• 21 station gym</li> <li>• 3 court sports hall</li> <li>• 2 glass backed squash courts</li> <li>• 20m x 4 lane swimming pool</li> <li>• 3G Floodlit pitch</li> </ul>	<p>Usage agreement in place with Bishops Castle Community College.</p> <p>3G floodlit pitch requires investment (Managed by Enterprise South West Shropshire)</p>
Church Stretton Swimming Pool and Leisure Centre, Shrewsbury Road, Church Stretton SY6 6EX	<ul style="list-style-type: none"> <li>• 23 station gym</li> <li>• 4 outdoor tennis courts</li> <li>• 4 court sports hall</li> <li>• 1 studio</li> <li>• 20m x 4 lane swimming pool (on Primary School Site)</li> </ul>	<p>The pool is situated on the St Lawrence Primary School site (Council maintained) and managed by Shropshire Council.</p> <p>The dry side facilities sit on Church Stretton School site (part of TRUSTED Schools' Partnership) and are managed by Shropshire Council</p>
Roman Road Sports Centre, Longden Road, Shrewsbury SY3 9DW	<ul style="list-style-type: none"> <li>• 1 full size sand dressed ATP</li> <li>• 3 court sports hall</li> </ul>	<p>Shropshire Council have a Licence to Occupy and provide community use on behalf of Meole Brace School.</p> <p>The ATP is in need of replacement.</p> <p>Shrewsbury Hockey Club and Shropshire Hockey use the site.</p>
Idsall Sports Centre, Coppice Green Lane, Shifnal TF11 8PD	<ul style="list-style-type: none"> <li>• 9 Grass pitches</li> <li>• 26 Station gym</li> <li>• 3 outdoor floodlit tennis courts</li> <li>• 4 court sports hall</li> <li>• Floodlit multi-use games area</li> </ul>	<p>Managed by Shropshire Council on behalf of Idsall School.</p>
Much Wenlock Leisure Centre, Farley Road, Much Wenlock TF13 6NB	<ul style="list-style-type: none"> <li>• 1 sand dressed ATP</li> <li>• 1 full size pitch</li> <li>• 1 rugby pitch</li> <li>• 18 station gym</li> <li>• 4 court sports hall</li> <li>• 1 court activity hall</li> <li>• 25m x 6 lane swimming pool</li> </ul>	<p>Constructed as part of the William Brooks School re-development (Pathfinder School) through Building Schools for the Future. School is now an Academy.</p> <p>Facility managed by Shropshire Council on behalf of the Academy.</p>



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Facilities Operated by Shropshire Council		
Facility Address	Facilities Provided	Facility Description/comments
Meole Brace Golf Course, Meole Brace, Shrewsbury, SY2 6QQ	<ul style="list-style-type: none"> <li>• Municipal 12 hole golf course</li> <li>• Shop</li> </ul>	All grounds maintenance on site managed by Shrewsbury Town Council.  Management Contract
Facility Grant Funded by Shropshire Council		
Facility Address	Facilities Provided	Facility Description/comments
South Shropshire Leisure Centre Bromfield Road Ludlow SY8 1DR	<ul style="list-style-type: none"> <li>• 25m, 6 lane Swimming Pool with Water Slide, Diving Plunge Pool and Two Leisure Pools with Water Features</li> <li>• 55 Station Fitness Suite with Air Conditioning</li> <li>• 2 x Exercise Studio</li> <li>• 4 Badminton Court Sports Hall</li> <li>• Coffee Shop</li> <li>• Crèche</li> <li>• Health suite &amp; Spa</li> </ul>	South Shropshire Leisure Ltd (Teme Leisure) manage the centre on behalf of Shropshire Council supported by a grant
Cleobury Mortimer Sports Centre Love Lane Cleobury Mortimer Kidderminster DY14 8PE	<ul style="list-style-type: none"> <li>• 4 badminton court sports hall</li> <li>• Viewing gallery</li> <li>• 22 station fitness suite</li> <li>• Floodlit netball &amp; tennis courts</li> <li>• Floodlit astro turf pitch</li> </ul>	Shropshire Council have a Licence to Occupy with Lacon Childe School to provide community use.  South Shropshire Leisure Ltd (Teme Leisure) manage the centre on behalf of Shropshire Council supported by a grant.
The Severn Centre Bridgnorth Road Highley Nr. Bridgnorth WV16 6JG	<ul style="list-style-type: none"> <li>• 2 badminton court sports hall</li> <li>• Fitness suite</li> <li>• Outdoor swimming pool</li> <li>• Large function hall</li> <li>• Cafe</li> <li>• Outdoor pitches</li> </ul>	Managed by Severn Centre Trust Ltd/Halo Leisure supported by a grant jointly funded by Shropshire Council and Highley Parish Council

<b>Bridgnorth Endowed Leisure Centre</b> Northgate Bridgnorth WV16 4ER	<ul style="list-style-type: none"><li>• 25 metre Swimming Pool</li><li>• 4 Court Sports Hall</li><li>• 27 station fitness suite</li><li>• 2 squash courts</li><li>• Full size sand dressed ATP</li><li>• 1 Small Sports Hall</li><li>• Licensed cafe</li></ul>	Halo Leisure manage the centre on behalf of Bridgnorth Endowed Academy. Previously grant funded by Shropshire Council (ended August 2020)
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4.2 The key challenges with the existing facilities are:

- **Their age and condition**
- **The need to secure future investment– in the short term to make the operation of the buildings more sustainable, and to improve the user environment.**
- **To improve existing provision to generate increased income e.g. extended fitness at Oswestry Leisure Centre and Ludlow Leisure Centre, and the development of new fitness facilities at Market Drayton Leisure Centre**
- **The rurality of the County and the fact that some facilities serve smaller communities and others larger towns**
- **The fact that ‘one size will not fit all’ across Shropshire, but that there is a need for a common Vision and principles for provision**
- **Ensuring the right partnerships are in place to ensure physical activity provision is at the heart of place-making**
- **Identifying the appropriate governance model for each locality, so that communities have a role in their local physical activity offer**

## 5. Analysis of Need

- 5.1. The identification of need reflects the analysis in the Evidence Base (Appendix 5), the two separate Facility Planning Model (FPM) reports and consultation feedback.
- 5.2. The future need for facilities and investment is clearly linked to a number of factors:
- **Housing and population growth in specific areas e.g. Shrewsbury**
  - **The age and condition of the facility itself**
  - **The existing facility mix**
  - **The target of carbon neutrality by 2030**
  - **Accessibility**
  - **Changes brought about by Covid 19 and its aftermath**

### Specific Facility Analysis

- 5.3. To understand the specific needs in relation to core facilities i.e. sports halls, swimming pools health and fitness there is a need to consider the factors impacting on the County.

### Housing and population growth in specific areas e.g. Shrewsbury

- 5.4. Similar to many other areas of the UK, Shropshire will see significant population growth. Shropshire's overall population is projected to grow from 313,700 in 2017 to 337,300 by 2037. The Local Plan review proposes that just under 10,000 more houses need to be built by 2038 with around 3,000 of these being around Shrewsbury, the County town. The tables below are taken from the Local Plan Review and show the proposed number of houses for all settlements where land is being allocated for residential use.

**Table 4.2: Residential Guidelines and Residential Supply within the Strategic Centre, Principal Centre and Key Centres**

Settlement	Type of Settlement	Residential Development Guideline	Total Residential Completions (2016/17, 2017/18 and 2018/19)	Total Residential Commitments			Windfall Allowance
				Sites with Planning Permission or Prior Approval (as at 31st March 2019)	Saved SAMDev Plan Allocations without Planning Permission (as at 31st March 2019)	Local Plan Allocations	
Albrighton	Key Centre	500	24	171	77	180	48
Bishops Castle	Key Centre	150	8	62	40	0	40
Bridgnorth	Principal Centre	1,800	52	38	500	1,050	160
Broseley	Key Centre	250	128	72	0	0	50
Church Stretton	Key Centre	200	17	62	0	70	51
Cleobury Mortimer	Key Centre	200	30	43	7	0	120
Craven Arms	Key Centre	500	33	48	325	0	94
Ellesmere	Key Centre	800	112	348	0	170	170
Highley	Key Centre	250	72	47	0	100	31
Ludlow	Principal Centre	1,000	106	802	0	107	82
Market Drayton	Principal Centre	1,200	85	474	0	435	206
Much Wenlock	Key Centre	200	32	21	0	120	27
Oswestry	Principal Centre	1,900	312	116	1,127	270	75
Shifnal	Key Centre	1,500	605	573	0	230	92
Shrewsbury	Strategic Centre	8,625	1,743	3,019	798	2,560	505
Wem	Key Centre	600	129	72	100	210	89
Whitchurch	Principal Centre	1,600	260	748	60	450	82

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**Table 4.3: Residential Guidelines and Residential Supply within the Community Hubs**

Settlement	Place Plan Area	Residential Development Guidelines	Total Residential Completions (2016/17, 2017/18 and 2018/19)	Total Residential Commitments			Windfall Allowance
				Sites with Planning Permission or Prior Approval (as at 31st March 2019)	Saved SAMDev Plan Allocations without Planning Permission (as at 31st March 2018)	Local Plan Allocations	
Bucknell	Bishop's Castle	110	5	7	70	20	8
Chirbury	Bishop's Castle	45	0	0	30	14	1
Clun	Bishop's Castle	95	5	2	60	20	8
Worthen and Brockton	Bishop's Castle	55	2	4	0	45	4
Alveley	Bridgnorth	130	12	26	0	70	22
Ditton Priors	Bridgnorth	65	2	23	0	40	0
Dudleston Heath	Ellesmere	60	8	4	29	0	19
Burford	Ludlow	190	2	2	0	175	15
Clee Hill	Ludlow	75	27	25	0	20	3
Hinstock	Market Drayton	155	60	45	0	35	15
Hodnet	Market Drayton	105	2	52	0	40	11
Woore, Irelands Cross and Pipe Gate	Market Drayton	88	21	29	0	0	38
Minsterley	Minsterley and Pontesbury	155	67	49	14	20	5
Pontesbury	Minsterley and Pontesbury	175	25	108	0	40	2
Cressage	Much Wenlock	80	8	0	0	64	8
Gobowen	Oswestry	360	68	134	117	25	16
Kinnerley	Oswestry	60	7	32	0	0	21
Knockin	Oswestry	55	0	25	0	25	5

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Settlement	Place Plan Area	Residential Development Guidelines	Total Residential Completions (2016/17, 2017/18 and 2018/19)	Total Residential Commitments			Windfall Allowance
				Sites with Planning Permission or Prior Approval (as at 31st March 2019)	Saved SAMDev Plan Allocations without Planning Permission (as at 31st March 2018)	Local Plan Allocations	
Llanymynech	Oswestry	125	24	19	32	50	0
Pant	Oswestry	50	6	7	0	25	12
Ruyton XI Towns	Oswestry	125	8	18	0	65	34
St Martins	Oswestry	355	123	101	0	95	36
Trefonen	Oswestry	55	2	3	0	0	50
West Felton	Oswestry	130	39	25	0	60	6
Weston Rhyn	Oswestry	155	19	41	0	100	0
Whittington	Oswestry	200	23	6	86	70	15
Baschurch	Shrewsbury	360	135	130	0	55	40
Bayston Hill	Shrewsbury	200	27	12	0	147	14
Bicton	Shrewsbury	30	1	2	0	15	12
Bomere Heath	Shrewsbury	110	13	43	0	55	0
Cross Houses	Shrewsbury	90	18	63	0	0	9
Dorrington	Shrewsbury	150	33	16	30	0	71
Ford	Shrewsbury	125	3	36	0	75	11
Hanwood	Shrewsbury	50	1	30	0	0	19
Longden	Shrewsbury	50	20	3	0	0	27
Nesscliffe	Shrewsbury	115	11	91	0	0	13
Clive	Wem	40	0	2	0	20	18
Hadnall	Wem	125	54	19	0	40	12
Shawbury	Wem	150	59	23	0	80	0
Prees	Whitchurch	170	12	32	62	35	29

- 5.5. There are three Shropshire Council facilities in Shrewsbury: Roman Road (dry facilities only), the Sports Village (outdoor and indoor dry facilities only), and the Quarry Swimming and Fitness Centre, which is an ageing building.
- 5.6. Clearly population growth will increase demand for a range of community services, including sport and physical activity facilities. There is a need to ensure there is high quality, accessible and sustainable provision to meet these needs. The specific issue in Shrewsbury is swimming as the facilities at the Quarry are old, and inefficient to operate. The main pool is not a standard competition size, which limits its use for events about club/school level. The age of the building means the plant is not as energy efficient as more modern plants.
- 5.7. Given the supply of swimming pools exceeds demand (see FPM below) there is scope to consider the scale of any replacement swimming provision in Shrewsbury. At the moment, the Quarry provides a significant amount of the community accessible swimming pool provision across Shropshire and is the only Shropshire Council pool in Shrewsbury. Whilst the existing Quarry facility needs to be replaced, the opportunity to consider provision of destination water space that aligns with the Big Town Plan at this site and also additional water space at the Sports Village is a significant opportunity to address need, accessibility and increased demand as a result of the population growth in and around the town.
- 5.8. The all-weather pitch at Roman Road also needs replacing; this is the home venue of Shrewsbury Hockey Club and Shropshire Hockey.
- **The age and condition of the facilities**
- 5.9. Condition surveys carried out for Church Stretton, Bishops Castle, Much Wenlock and Idsall Leisure Centre show that the fabric of these buildings are in fair condition. Some Service specific items require attention which will be included in the Strategic Asset Management Plans (SAMPS)
- 5.10. At Church Stretton Pool, most of the M & E equipment has passed its recommended life expectancy. The changing rooms are in need of refurbishment. The condition survey report identifies that the facility requires some investment. This investment will be identified in the SAMPS
- 5.11. At Bishops Castle, some equipment, particularly in relation to the swimming pool has passed its recommended life expectancy. The condition survey report identifies that the facility requires investment. This investment will be identified in the SAMPS.
- 5.12. Minor works have been identified as being needed at Much Wenlock and Idsall Leisure Centres.
- 5.13. A number of reports were provided in relation to The Quarry Pool site. The Condition Survey report for the Quarry confirms the facility has reached the end of its useful life, and without significant intervention, it could only be expected to provide 2 – 3 more years of use without the risk of major disruption.
- 5.14. The Whitchurch condition survey states that the building is in fair condition considering that it is nearly 40 years old. However, the pool tank is leaking badly and required attention.

### The existing facility mix

- 5.15. The existing facilities in Shropshire provide a wide range of opportunities to be physically active across a number of different sports and activities. However, The main issue in relation to the existing facilities is that there is no 8 lane x 25m Competition Pool in Shropshire. This issue has been raised by a number of stakeholders.
- 5.16. Consultation has also highlighted the need for investment in the cycle track at Shrewsbury Sports Village and identified the potential to create a cycling hub in Shrewsbury. This will be included in the refresh of the Playing Pitch and Outdoor Sports Strategy and linked to the Active Travel Plan and the Green Infrastructure Strategy.
- 5.17. Some of the existing facilities are tired and in need of investment/replacement. The priority moving forward should be to seek funding to provide high quality and accessible facilities which deliver a good user experience.

### The target of carbon neutrality by 2030

- 5.18. Leisure facilities have significant potential to contribute to Shropshire Council's carbon neutral targets. However, the age and condition of many of the existing facilities prevent the contribution being as significant as it could be. Investment in the existing facilities' M and E, and in new provision where possible will help to improve contribution to the carbon neutral target in Shropshire. Applications for external funding contributions towards energy saving schemes and building improvements will be coordinated and prioritised across the Council, and are likely to include a number of leisure facilities.

### Accessibility

- 5.19. In a rural area it is inevitable that accessibility to any type of community provision will be more challenging to provide than in an urban area. Shropshire Council's priority for future planning is based on a place-making approach, so it is within this context that provision of leisure facilities needs to be seen. Leisure facilities contribute to the identity of a locality as well as proving a resource for local people. To ensure physical activity is at the heart of place-making, and provision is sustainable, consideration should be given to service and/or facility co-location.
- 5.20. Accessibility also relates to inclusivity; given the age and design of some facilities in Shropshire, there is a need to improve accessibility for those with a disability. This includes the Quarry Swimming and Fitness Centre, Whitchurch Swimming Centre and Church Stretton Pool.



### Changes brought about by Covid 19 and its aftermath

- 5.21. The operating requirements to comply with Social Distancing (SD) mean that it is currently not possible to re-open some facilities in Shropshire, and particularly those which are ageing until SD requirements are eased. SD requirements cannot be implemented safely at Whitchurch Swimming Centre whilst the 2m distancing remains in place, nor in some areas of the Quarry Swimming and Fitness Centre.
- 5.22. Clearly there is also lower capacity in those facilities that can open safely, so the cost of operation is likely to increase, at least in the short term.
- 5.23. Any investment in new provision should reflect SD requirements in its design to ensure optimum operational flexibility long term.

### Sport England Facility Planning Model (FPM)

#### Sports Halls

- 5.24. The Sport England Facility Planning Model (FPM) for sports halls was produced in May 2020; it is based on 2019/20 data.
- 5.25. Shropshire has a very extensive supply of sports halls; the supply of sports halls is more than meeting the Shropshire demand for sports halls. The majority of sports hall venues are 4 badminton court size sports halls. In addition, there are four venues with either a 6 or 8 badminton court size main hall
- 5.26. 17 of the 18 sports halls are on education sites. Therefore, access for community use for indoor hall sports, is influenced by the policy and programmes of use at these education venues.
- 5.27. The average age of the sports hall sites is 25 years old; of the 18 four badminton court sports halls opened before 2000, 13 have been modernised. (Modernisation is defined as one or more of the sports hall floors upgraded to a sprung timber floor, the sports hall lighting replaced, or the changing accommodation modernised). There will however be an increasing need to modernise the post 2000 sports halls.
- 5.28. The location and catchment area of the 18 sports halls correlates very well with the location of the Shropshire demand for sports halls. The unmet demand located outside catchment equates to only 6 badminton courts, set against an available supply for community use of 140 badminton courts and a total supply of 204 badminton courts across Shropshire.

## Key findings from the National Run report - Sports Hall Supply

The key findings on the sports halls supply are:

There are 53 individual sports halls located at 34 sports hall sites across Shropshire County. The total supply of sports halls is 204 badminton courts of which 140 are available for community use in some of the weekly peak period (known as the effective supply). The peak period is weekday evenings (up to 5 hours per day) and weekend days (up to 7 hours per weekend day).

The reason for the difference between the total supply of badminton courts and the effective supply, is because of the variable hours of access for community use at the sports halls located on education sites.

There are thirteen public leisure centre sports hall sites, seventeen school or college sports halls sites, one national centre sports hall site at Lilleshall, two community based organisations sports hall sites and one commercial sports hall site.

- The **first key finding** is the education sector sports hall supply, this represents 50% of the total number of sports hall sites in Shropshire. The education sports halls have different hours of access for community use. Some schools and colleges proactively manage venues for wider community use, predominantly by sports clubs and community groups. Other schools and colleges let their sports halls on a responsive basis to sports clubs or community groups, for a term or even shorter irregular lettings. Some education venues may not provide access for community use at all.
- The **second key finding** is that the variable policy by different schools/colleges towards community use, is the reason why the total supply of sports halls is 204 badminton courts, and the supply available for community use, is 140 badminton courts, in the weekly peak period. In effect, across the 17 sites, there is an aggregate total of 64 badminton courts, which represents 31% of the total supply, which are unavailable for community use.

These quantitative findings illustrate the impact any changes in the policy of education providers towards community use and access will have on the overall supply of sports halls. Any reduction in community use at the school/college sites, will transfer more demand, most likely club use, to the public leisure centres.

An example of the interaction of these findings, is The Grove School, has a three badminton court sports halls, it is an old facility having opened in 1973 and refurbished in 2010. However, despite its size and age it has an estimated 100% of its capacity used at peak times. It is an important facility to retain in this area as there are few alternative facilities.

The public leisure centre sites represent 38% of the total number of sports hall sites in Shropshire

The largest sports hall sites are the 8 badminton court size sports hall, located at Shrewsbury Sports Village (opened in 2006) and Oswestry School (opened in 2018). There is also an 8 badminton court size sports hall at Lilleshall National Sports Centre (opened in 1989 and modernised in 2004). There is a 6 badminton court size sports hall at Oswestry Leisure Centre (opened in 2011).

There are 21 sports halls which are 4 badminton court size. This size of sports hall can accommodate all indoor hall sports at the community level of participation.

The size of a 4 badminton court sports hall does vary, because education authorities consider a 4 badminton court size sports hall for curriculum use, can have dimensions of 33m x 18m.

However, in 2013, Sport England and the National Governing Bodies for hall sports reviewed and set the size of a main 4 badminton court size sports hall at 34.5m x 20m. Halls below these dimensions do not have the correct dimensions for the playing area, but have limited space between the courts and run off space at the back of the courts.

There are 15 venues which have a 4 badminton court sports hall below 34.5m x 20m and 6 venues with these dimensions.

Of the 13 four badminton court sports halls opened before 2000, 10 have been modernised, so a good record of modernisation. Modernisation is defined as one or more of the sports hall floor upgraded to a sprung timber floor, the sports hall lighting replaced, or the changing accommodation modernised.

The average age of all the sports hall sites is 25 years, the oldest sports hall is the Ludlow Church of England School opened in 1955 and last modernised in 2007.

### **Measure of Provision**

Based on a measure of number of badminton courts per 10,000 population, the Shropshire County supply is 6.4 badminton courts. Shropshire has the second highest supply based on this measure, after Malvern Hills with 6.7 badminton courts per 10,000 population.

The West Midlands Region and England wide averages are both 4.2 badminton courts per 10,000 population.

The provision of sports hall space across Shropshire County is higher than in all but one of the eleven neighbouring local authorities, West Midlands Region and the England wide average.

### **Satisfied Demand or Met Demand for Sports Halls**

Satisfied demand is the proportion of total demand that is met by the capacity at the sports halls from residents who live within the driving, walking or public transport catchment area of a sports hall.

- The **third key finding** is the Shropshire satisfied demand is 92% of the total demand for sports halls. This means this level of the Shropshire total demand for sports halls is located within the catchment area of a sports hall, and there is enough capacity at the venues to meet 92% of total demand. A very high level of the total demand for sports halls can be met.

### **Retained demand**

A sub-set of satisfied demand is retained demand, this measures how much of the Shropshire satisfied demand is met at sports halls in the authority. This assessment is based on the catchment area of the sports halls and residents using the nearest sports hall to where they live.

Retained demand is 92% of the total Shropshire satisfied demand for sports halls.

- The **fourth key finding** is that the location and catchment area of the sports hall sites in the County, are very closely correlated with the location of the Shropshire demand for sports halls. On the assumption that residents use the nearest sports hall to where they live, then the nearest sports hall for over nine out of ten visits to a sports hall by a Shropshire resident, is to a venue located in the County.

### **Exported demand**

The residual of satisfied demand after retained demand, is export of the Shropshire demand for sports halls, again based on Shropshire residents using the nearest venue to where they live, and which is a sports hall in a neighbouring authority.

The finding is that Shropshire is exporting 8% of its satisfied demand for sports halls; this is met through provision in neighbouring authorities.

For context, the exported demand equates to 1,784 visits in the weekly peak period and the Shropshire retained demand is 20,786 visits in the weekly peak period.

### **Unmet Demand**

The unmet demand definition has two parts to it - demand for sports halls which cannot be met because (1) there is too much demand for any particular sports hall within its catchment area; or (2) the demand is located outside the catchment area of a sports hall and is then classified as unmet demand.

- The **fifth key finding** is the Shropshire unmet demand is 8.2% of total demand for sports halls and equates to just fewer than 7 badminton courts.

Of the total unmet demand, 6% is from lack of sports hall capacity and 94% is unmet demand located outside the catchment area of a sports hall.

- The **sixth key finding** is not that unmet demand outside catchment exists, but the SCALE and in Shropshire it equates to just over 6 badminton courts of the total unmet demand of just fewer than 7 badminton courts.

However, there is not one cluster location of high unmet demand (minimum 3 badminton courts) that warrants consideration to increase the provision of sports halls, so as to improve accessibility for residents.

### **Used Capacity (how full are the sports halls?)**

Used capacity - is an estimated measure of usage and throughput at sports halls and estimates how well used/how full facilities are. The facilities planning model is designed to include a 'comfort factor', beyond which, the venues are too full. Sport England sets the comfort level at 80% of capacity used at peak times (weekday evenings and weekend days).

- The **seventh key finding** is that as a countywide average, the Shropshire sports halls are estimated to be operating at 48.4% of used capacity in the weekly peak period weekday evenings (up to 5 hours per day) and weekend days (up to 7 hours per weekend day).

This appears to be a low level of used capacity, but it does vary at individual centres and the public leisure centres have a higher estimated used capacity than the County wide average. The reasons for the variations are:

**Firstly**, - the public leisure centres have (1) the highest accessibility for both sports club and public use, (2) they are available for day time use, which is not possible at education venues during term time (3) the operators actively promote hall sports and physical activity participation, and with a programme of use which reflects the activities and times that customers want to participate. For all these reasons, the public leisure centre capacity findings are higher than the Shropshire average, e.g. 100% of capacity used at peak times at Oswestry Leisure Centre, 61% at the Thomas Adams Sports Centre In Wem, the findings are an estimated 62% at Ludlow and 100% of sports hall capacity used at SpArC.

It is important to consider the scale and capacity of a sports hall when looking at the estimated used capacity and not consider the percentage figure in isolation.

SpArC has an estimated 100% of sports hall capacity used at peak times (it is a 3 badminton court size sports hall). Ludlow has an estimated 62% of sports hall capacity used at peak times but it is a 5 badminton court sports hall and so it can accommodate more activities at the same time and therefore higher usage than the 3 court venue at SpArC.

The estimated 62% of capacity used at Ludlow compares very favourably in terms of usage with the 100% of capacity used at SpArC. To repeat it is important to consider the capacity of a sports hall site when looking at used capacity and not just the percentage figure.

- **Secondly** - the used capacity of a sports hall does depend on the hours available for community use. Self-evidently a sports hall on an education site, which is only available for a few hours a week, and with an irregular pattern of club use, is very different from a public leisure centre sports hall, with a full programme of community use.

The findings for each individual school site do vary considerably and the findings are based on the hours each venue is open for community use outside of education use and any school/college extra-curricular use

The level of used capacity at education sports halls, also reflects the policy of each school/college on community use. Some schools and colleges actively promote community use, whilst other education venues let the sports halls on a responsive basis, to requests for lets from sports clubs or community groups on a term, or even shorter periods.

Independent schools vary in their approach, some tend not to promote community use and provide time outside of education use, for use by school clubs, feeder schools or organisations affiliated to the school. Other independent schools actively promote community use, and usually through a membership system.

So, for all the reasons set out, the used capacity of education sports halls do have a wide variation

- **Thirdly** - the amount of demand in the catchment area of sports halls. If there are sports hall locations where the catchment areas overlap, as there is in Shrewsbury, then the demand is shared between venues and this contributes to the used capacity at each venue. By contrast if there are sports halls which have few competing venues in their catchment area, as there are in Craven Arms, Market Drayton and Whitchurch, then these venues retain the sports hall demand in their catchment area.
- **Fourthly** - the quality and range of the offer, along with the age and condition of a sports hall. These features are all of increasing importance to customers and impact on participation levels. The features include a modern sports hall, with a sprung timber floor, good quality lighting and modern changing rooms, plus other facilities on site, such as a studio and/or a gym.

Residents may travel further to use a sports hall with this all round offer, rather than participate at the sports hall located closest to where they live. Several of the older Shropshire sports halls sites, pre 2000 (and which have not been modernised) have a lower estimated used capacity. <sup>7</sup>

### Key findings from the National Run report - Swimming Pools

The Sport England Facility Planning Model (FPM) for pools in Shropshire was produced in July 2019. This reflects 2019 data.

A summary of the Shropshire County swimming pool supply findings is:

There are 29 individual pools located at 22 swimming pool sites across Shropshire. The total supply of water space available for community use in the weekly peak period is 4.121 sq. metres of water. (Note: for context, a 25m x 4 lane pool is between 210 and 250 sq. metres of water, depending on lane width).

Five of the 22 swimming pool sites are public leisure centre swimming pools sites, there are 8 commercial swimming pools sites, 7 education swimming pool sites. Wem Swimming and Lifestyle Centre is owned by a charity. There is also the RAF Cosford pool site.

The largest pool site is Quarry Swimming and Fitness Centre, which has a 25m x 8 lane main pool and two further main pools of 25m x 4 lanes plus a 18m x 9m pool.

- The **First key finding** is that the Quarry Swimming and Fitness Centre is the largest swimming pool site in the County, it has 4 individual pools and a total water area of 893 sq. metres of water, which is 21% of the total water area available for community use, across all the 22 swimming pool sites in the County

There are 25m x 6 lane main pools at Market Drayton Swimming and Fitness Centre, Oswestry Leisure Centre, and Much Wenlock Leisure Centre. The main pool at Whitchurch Swimming Centre is a 25m x 4 lane pool. At the Whitchurch Swimming Centre and the Much Wenlock Leisure Centre, the scale of the main pool means they are also able to provide for the full range of swimming activities, albeit they are single pool sites.

<sup>7</sup> Source: Sport England Sports Hall FPM 2020

At 3 of these centres there are also separate teaching/leaner pools, with a 12m x 5m pool at Market Drayton, a 13m x 8m pool at Oswestry and an 11m x 8m pool at the Quarry Swimming and Fitness Centre.

- **Second key finding** - the scale of provision at the public leisure centres, means they can provide for all the swimming activities of: learn to swim; casual recreational swimming; lane and aqua aerobics fitness swimming activities; and swimming development through clubs. Furthermore, at three of the sites this can take place in dedicated and separate pools.

Overall, there is a very extensive provision of public leisure centre swimming pools, with pools that that can provide for all swimming activities.

The education swimming pools sites are smaller in scale; there is a 25m x 6 lane main pool at Shrewsbury School and 25m x 4 lane pools at Ellesmere College, Moreton Hall School, and St Martins Sports Centre. Smaller education pool sites are located at Ellesmere Swimming Centre with a 20m x 4 lane main pool and Moor Park School 18m x 9m main pool.

The education pool sites will provide for organised swimming club use and may operate a swim school. The hours of access for this wider community use depends on the policy of each education provider. Some schools and colleges are proactive in providing for community use, whilst other schools and colleges let the pool in response to requests. Independent schools tend to provide for extra-curricular use by school sports clubs and partner schools and not provide for wider community use

The largest commercial swimming pool site is at Ludlow, which has a 25m x 6 lane main pool with water slide, diving plunge pool and two leisure pools with water features. The other commercial pool sites are single pool sites ranging from the 25m x 4 lane pool at Lions Quays Leisure Centre to the 20m x 3 lane pool at The Shrewsbury Club. Commercial pools provide for recreational swimming by the centre membership and some also operate a swim school.

- **Third key finding** - the average age of the public swimming pool sites, is 27 years, the oldest pool site being the Quarry Swimming and Fitness Centre, which opened in 1971. The most recent public leisure centre is Oswestry Leisure Centre which opened in 2011.

The average age of all the swimming pool sites is 29 years excluding Ellesmere College, which opened in 1950 and RAF Cosford which opened in 1948.

- **Fourth key finding** - the Shropshire supply of swimming pool sites is 13.1% of the total number of swimming pool sites in the study area. **Measure of Provision**

Based on a measure of water space per 1,000 population, the Shropshire supply is 19 sq. metres of water space per 1,000 population in 2019. The West Midlands Region average is 11 sq. metres of water per 1,000 population and for England wide it is 12 sq. metres of water per 1,000 population in 2019.

### **Supply and Demand for Swimming Pools**

- **Fifth key finding** - in 2019 the resident population of Shropshire generated a demand for 3,111 sq. metres of water. The supply available for community use is 4,121 sq. metres of water, in the weekly peak period. So, there is a positive balance of supply exceeding demand by 1,010 sq. metres of water in 2019.

- **Sixth key finding** - these findings mean that when the assessment is based on the catchment area of swimming pools, and across local authority boundaries, a very high level of the total demand for swimming will be met.

#### **Satisfied or Met Demand for Swimming**

Satisfied demand, measures the proportion of total demand that is met by the capacity of the swimming pools from residents who live within the car, walking or public transport catchment area of a swimming pool (pools located both inside and outside the Borough)

- **Seventh key finding** - satisfied demand is 89% of the total demand for swimming from Shropshire residents. This means this level of Shropshire's total demand for swimming is located inside the catchment area of a swimming pool, and there is enough swimming pool capacity to meet 89% of the Shropshire County total demand for swimming.

#### **Retained demand**

A subset of findings for satisfied demand, is how much of the Shropshire satisfied demand for swimming is retained at the swimming pool sites located in Shropshire. This assessment is based on Shropshire residents travelling to and using the nearest pool to where they live, and it is a swimming pool located in Shropshire.

- **Eighth key finding** - in 2019, some 85% of the total 89% Shropshire demand for swimming which is satisfied, is retained demand within the Shropshire.
- **Ninth key finding** - is that there is a very close correlation between the Shropshire swimming pool locations and catchment areas and the location of the Shropshire County demand for swimming pools. So much so, that the nearest pool for over eight out of ten visits to a swimming pool by a Shropshire resident is a pool located in the authority.

#### **Exported demand**

The residual of satisfied demand, after retained demand, is exported demand. The 2019 finding is that 14% of the Shropshire satisfied demand for swimming is met outside the authority. This is based on the fact that the nearest pool for this level of Shropshire's satisfied demand, is a pool located outside Shropshire.

Shropshire's retained demand is 14, 383 visits per week in the weekly peak period. The Shropshire exported demand is 2.392 visits in the weekly peak period.

#### **Unmet Demand for Swimming Pools**

The unmet demand definition has two parts to it (1) there is too much demand for any particular swimming pool within its catchment area; or (2) the demand is located outside the catchment area of any pool and is then classified as unmet demand.



- **Tenth key finding** - the Shropshire total unmet demand is 10.5% of total demand, and this equates to 328 sq. metres of water. 98% is from the definition, unmet demand located outside the catchment area of a pool and 2% is from lack of swimming pool capacity (reviewed under the used capacity heading).

Unmet demand outside catchment will always exist, this is because it is not possible to get complete spatial coverage, whereby all areas are inside catchment. This is especially so when an authority has an extensive land area, such as Shropshire. There are extensive areas in the south and west of the County, where there are no swimming pool sites. Fortunately, there is not a lot of demand for swimming located in these areas.

- **Eleventh key finding** - the total unmet demand outside catchment, is 1,933 visits per week in the weekly peak period. This compares with the demand inside catchment, and which is being met, of 16,776 visits per week in the weekly peak period.
- **Twelfth key finding** - the overall key point, is not that unmet demand outside catchment exists, but the SCALE of the unmet demand and which is more important. **Unmet** demand is highest in the area in and around the Shrewsbury town; it totals 48 sq. metres of water but this over quite an extensive land area. It is likely in this area, there are residents who do not have access to a car and live outside the walking or public transport catchment area of a swimming pool.

Unmet demand in the Wem area totals between 10 - 15 sq. metres of water, in the Oswestry area unmet demand is between 5 – 10 sq. metres of water, and in both the Market Drayton and Ludlow areas, it is around 5 sq. metres of water. Overall the unmet demand is very low in the main settlements within Shropshire. The remainder of the unmet demand is distributed in low values, across the rest of Shropshire.

- **Thirteenth key finding** - the total unmet demand of 328 sq. metres across the County is a low total. There is insufficient unmet demand clustered in any one location, to consider increasing swimming pool provision, so as to increase access to pools for residents. (For context, a 25m x 4 lane swimming pool is between 210 – 250 sq. metres of water, depending on lane width).

#### **Used Capacity (how full are the Swimming Pools?)**

Used capacity estimates how well used/how full facilities are. The facilities planning model is designed to include a 'comfort factor', beyond which the venues are too full. The pool itself becomes too busy to be able to swim comfortably, plus the changing and circulation areas become too crowded. The model assumes that usage over 70% of capacity used in the weekly peak period is busy and the swimming pool is operating at an uncomfortable level above that percentage.

- **Fourteenth key finding** - the estimated used capacity of the swimming pools as a Shropshire average, is 45% of pool capacity used in the weekly peak period. This is well within the Sport England benchmark of pools being comfortably full, at 70% of pool capacity used.
- **Fifteenth key finding** - (the three bullet points) The findings on used capacity can be explained by some of the earlier findings, namely:

The Shropshire demand for swimming equates to 3,111 sq. metres of water, whilst the total supply is 4,121 sq. metres of water; there is a positive balance of supply exceeding demand by 1,010 sq. metres of water in 2019.

Nearly 90% of the total demand for swimming from Shropshire residents is satisfied/met. Shropshire's total demand for swimming located inside the catchment area of a swimming pool and the pools have enough capacity to meet this level of total demand.

Unmet demand for swimming from Shropshire residents is low, at 328 sq. metres of water. This compares with an available supply of water space which is 4,121 sq. metres of water. Of the total unmet demand, 98% is demand located outside the catchment area of a pool and only 2% from lack of swimming pool capacity.

The findings for each individual pool site vary from the countywide average. The estimated used capacity for swimming pools can vary for several reasons:

- **Firstly** - the public leisure centres provide for all the swimming activities: learn to swim; public recreational swimming; fun and leisure activities; lane and fitness swimming; and swimming development through clubs.

The centres are accessible for public use as well as swimming club use. The opening hours are extensive, and the centres are proactively managed to encourage and support swimming participation and physical activity. Finally, as public leisure centres there is not the requirement to pay a monthly membership fee to access the swimming pools, as there is with commercial swimming pools and this can be a disincentive to use a commercial swimming pool. All these factors contribute to the levels of pool usage at the public swimming pool sites.

**Whitchurch Swimming Centre** has an estimated used capacity of 82% in the weekly peak period, at **Oswestry Leisure Centre** it is 57% at **Market Drayton Swimming and Fitness Centre** it is 53% at **Quarry Swimming and Fitness Centre** it is 47% and at **Much Wenlock Leisure Centre** it is 40%

- **Secondly** - it is important to also consider the scale of each pool site and not view the used capacity percentage figure in isolation. The **Quarry Swimming and Fitness Centre** is the largest swimming pool site in the County, it has 4 individual pools and a total water area of 893 sq. metres of water, which is 21% of the total water area available for community use, across all the 22 swimming pool sites in the County – it is a very extensive swimming pool site.

The **Quarry Swimming and Fitness Centre** can accommodate far more usage than any other swimming pool site. Its estimated used capacity of 47% in the weekly peak period has to be seen in this wider context, of the very large amount of water space and usage it can accommodate. Its usage compares very favourably with (say) the 63% of pool capacity used at the **Ellesmere Swimming Centre**, which has one pool of 20m x 8m and a water area of 160 sq. metres of water.

- **Thirdly** - the estimated used capacity for the education pools for community use, not education use, ranges from **Moor Park School** with 19% to **Shrewsbury School** with 100%. The hours available for community use will vary at each education pool site and this will be reflected in the amount of pool capacity used. An education pool site which only has 10 hours of community use available a week, can have a high used capacity. The opposite will also apply, if a pool is available for say 30 hours a week for community use, then there is more time to fill and the used capacity can be lower.

The programme of use at the education pools will be predominately for club use and learn to swim programmes. Very few education swimming pool sites provide for public recreational pay and swim use, unless there is a joint use agreement in place, whereby the pool is managed and operated for public as well as school use. Independent schools tend to make swimming pools available for extra-curricular use by school clubs, feeder schools and groups associated with the school, and not available for wider community use.

The used capacity of the education pool sites will reflect a much narrower programme of community use than the public leisure centres and for far fewer hours of access for community use.

- **Fourthly** - the smaller commercial swimming pool sites pool capacity used in the weekly peak period ranges from **Lion Quays Leisure Club** with 19% to **Bannatynes Health Club** with 80%. The type of use at the commercial pools is recreational swimming by the centre membership and some commercial pools may also provide learn to swim programmes. So again, a much more limited programme of use than at the public leisure centre, in terms of swimming activities and with access for only the centre membership
- **Fifthly** - if a pool site has few other pool sites in its catchment area then it will retain a high level of demand. The opposite can also apply, and if there are several pool sites with overlapping catchments, then this means the demand is shared between several pool sites. The latter appears to be the case in Shrewsbury Oswestry and the Western Rhyn areas. Whereas in the Ludlow and Much Wenlock areas the opposite applies.
- **Sixthly** – the estimated used capacity will reflect the amount of demand located in an area with areas that have the highest population density having the highest demand and vice versa. This may explain why the estimated used capacity for the Much Wenlock Leisure Centre is lower than in an area with a higher population density such as Shrewsbury.

5.29. Finally, swimming pools offer more scope than any other indoor sports facility type, to contribute to an active and healthy lifestyle by residents. They are the only facility type which provides for participation by all age groups and from cradle to grave. Also, swimming is one of the few indoor activities where female participation is higher than male participation and it is also a family-based activity.

## Health and Fitness

5.30. There is significant provision of health and fitness facilities across Shropshire. This includes facilities provided through the public and commercial sectors. The majority of the commercial provision is found in Shrewsbury, the County Town. Much of this is budget gym provision, given the high numbers of young people in the town as a consequence of Shrewsbury College and Chester University (Shrewsbury Campus). Details of all fitness provision, including the number of stations is in Appendix E of the Evidence Base (Appendix 1).

5.31. There is sufficient current provision of fitness stations across Shropshire to meet both current and future demand, based on mid-2012 and mid 2015 population estimates. There is an under supply of community accessible fitness stations in Shrewsbury because most of the provision in the main county town is made through the commercial sector.

5.32. Across the rest of Shropshire, there is sufficient provision to meet demand; identified community accessible provision is complemented by provision made through the education, voluntary and commercial sectors, all of which has different limitations on accessibility. Overall, the majority of communities in Shropshire have access to a pay and play (community accessible) fitness suite within 20-30 minutes drivetime.

## Indoor Bowls

5.33. There is one indoor bowls centre in Shropshire; this is in Shrewsbury on the site of the Shrewsbury Sports Village. No need for additional indoor bowls facilities has been identified at this stage, but the current level of provision is below that recommended by EIBA per 1000 population; although the bowling clubs have not identified the need for additional provision, this should be regularly reviewed, given the growing older population.

## Indoor Tennis

5.34. No need has been identified for more indoor courts in the County

## Squash Courts

5.35. No need for additional squash courts has been identified in the County by England Squash and Racketball.

5.36. There is a need to maintain the quality of existing provision, to ensure existing participation levels are retained as a minimum, and where possible, grow.

5.37. The conclusions regarding existing facilities are summarised in Table 5.1:

**Table 4.1: Summary Conclusions by Facility Type**

Facility Type	Summary Conclusions
<b>Sports Halls</b>	<ul style="list-style-type: none"> <li>The resident population of Shropshire generates a demand for 84.4 badminton courts in the weekly peak period. This compares to a supply of 140.20 badminton courts which are available for community use in the weekly peak period. So, the Shropshire supply exceeds the Shropshire demand by 55.8 badminton courts.</li> <li>From the Sport England Facility Planning Model (FPM), which is only one element of the needs assessment, the simplistic analysis of supply versus demand in relation to sports halls within Shropshire has identified there are sufficient sports halls across the County to meet both current and future demand.</li> <li>Based on the SFC analysis there is a need for a further 6.33 badminton courts by 2036 to meet increased demand from the population growth of 23,600 across the county. This need can be met within the existing supply of sports halls across the county through a range of partnership and delivery arrangements.</li> </ul>

Facility Type	Summary Conclusions
	<ul style="list-style-type: none"> <li>• There is significant existing sports hall provision across Shropshire and importantly all identified spatial zones have access to a strategic-sized sports hall which is either protected for community use through a formal community use agreement, or is part of one of the three major community leisure facilities, located in Ludlow, Shrewsbury and Oswestry.</li> <li>• Given the need to ensure all communities have access to a strategic-sized sports hall, there will be a need to consider future arrangements in the Market Drayton, Whitchurch and Wem area. This is because there is no Shropshire Council operated community leisure centre in this area and the halls which provide community access are not all part of a formal community use agreement. Even where there is a formal community use agreement, these are all, with the exception of Much Wenlock, time limited. The sports hall at Bridgnorth Leisure Centre is open for community use; this is dependent on the continued operation of facilities by Halo Leisure. A new long-term contract is likely to be signed between the Academy and Halo to continue operation of facilities at the site.</li> <li>• The three main Shropshire Council community leisure facilities provide a strategic-sized sports hall, and given that Shropshire Council has limited future funding for non-statutory provision, there is a need to ensure a mechanism is in place to protect and continue community access to sports hall provision across Shropshire, but especially in the Market Drayton, Whitchurch and Wem area where all existing formal community use arrangements for access to sports halls ended in 2018.</li> </ul>
<b>Swimming Pools</b>	<ul style="list-style-type: none"> <li>• All three of Shropshire's main market towns – Ludlow, Oswestry and Shrewsbury provide a main swimming pool, or the equivalent of this (minimum 25m x 6 lane) and a learner pool or a learner function. All communities in Shropshire are within 30 minutes of one of these facilities, with the exception of the communities in the north.</li> <li>• Currently, swimming pools in Market Drayton and Whitchurch address this gap in accessibility. The Market Drayton facility also provides a learner pool.</li> <li>• Swimming pools are costly facilities to operate and maintain; there is a need for Shropshire Council, given the funding context for non-statutory provision, to invest in sustainable, fit for purpose and efficient swimming pools, which deliver a quality experience. Swimming pools are most sustainable in the areas with highest population; it is in these communities that there is likely to be highest school use, daytime usage and peak time usage.</li> <li>• Shropshire Council needs to ensure that any investment in non-statutory provision represents the best possible value in the long term; therefore, continued provision of all Shropshire Council swimming pools does need to be carefully considered.</li> <li>• It is critical that opportunities for swimming are provided given it is an important life skill for young people, but it may not be necessary for Shropshire Council to be the direct deliverer of the number of pools currently provided across Shropshire.</li> <li>• Similar to the analysis undertaken for sports halls, there may be a case for less, but better quality, more flexible provision, strategically</li> </ul>

Facility Type	Summary Conclusions
	<p>located. This is of particular importance in Shrewsbury where there is significant new housing development to the south of the town.</p> <ul style="list-style-type: none"> <li>• The quality of existing swimming pool provision is of greatest concern in Shrewsbury and Whitchurch. Church Stretton and Bishops Castle are also in need of further investment, specifically with regard to pool plant at both sites.</li> <li>• There is significant existing swimming pool provision across Shropshire and importantly all identified localities have access to a strategic –sized swimming pool which is either protected for community use through a formal community use agreement, or is part of one of the three major community leisure facilities, located in Ludlow, Shrewsbury and Oswestry.</li> <li>• Given the need to facilitate all communities having access to a quality strategic size, swimming pool, there will be a need to consider future arrangements for all swimming pools not provided through the three main community leisure centres.</li> <li>• The three main Shropshire Council community leisure facilities provide a strategic–sized swimming pool, plus learn to swim opportunities, and given that Shropshire Council has limited future funding for non-statutory provision, there is some need to ensure a mechanism is in place to protect and continue community access to other pools across Shropshire,</li> <li>• It is important that partnerships for the future provision of swimming pools continue to develop to provide community accessible facilities.</li> <li>• From the FPM, which is only one element of the overall assessment of swimming pools in Shropshire, it is clear that there is an over-supply of swimming pools. The FPM only assess strategic size pools; across Shropshire there are other smaller pools which also have the potential to provide at least some community access (28 pools in Shropshire have not been included in the FPM analysis as these are smaller than 20m); whilst these may not have secured community access in the long term, this is an issue which may be possible to address through further partnership working, and/or alternative delivery arrangements.</li> <li>• In 2019 the resident population of Shropshire generated a demand for 3,111 sq. metres of water. The supply available for community use is 4,121 sq. metres of water, in the weekly peak period. So, there is a positive balance of supply exceeding demand by 1,010 sq. metres of water in 2019.</li> <li>• Future need for swimming pools (based on the Sports Facilities Calculator (SFC)) equates to 234.34 sq. m to meet the needs of the 23,600 population growth in the county, much of which will be in and around Shrewsbury. Existing community accessible provision equates to 4,121 sqm. Therefore, even taking into account future demand by 2037, there would remain an over-supply of water space of 775.66 sqm (4,121 – (3,111 + 234.34 sqm)). This is roughly equivalent to 3 x 25m x 4 lane pools (225 sqm). Whilst reducing the amount of water space could be an option, this needs serious consideration in a large rural area, given the challenges of accessibility. This situation does, however, provide the opportunity to think differently about the provision of swimming pool facilities, particularly in Shrewsbury because the Quarry pool needs to be replaced, and consider the option of two facilities, potentially one in the town centre and one outside the town centre to improve accessibility, and provide more flexibly. At the moment a significant proportion of the county's</li> </ul>

Facility Type	Summary Conclusions
	<p>swimming pool provision is on one building i.e. the Quarry.</p> <ul style="list-style-type: none"> <li>There is a need to consider the age, condition and quality of the existing pools in Shropshire as the quality of some facilities is poor. This is predominantly due to age and condition. Older pools, in poor condition have high investment needs and operational costs. However, there is some potential to consider investment in those which are strategically located, and in particular provide at a very local level, to enable development of community capacity and financial resilience to operate the facility, even if for reduced hours.</li> </ul>
<b>Health and Fitness (Fitness Suites and Studios)</b>	<ul style="list-style-type: none"> <li>Based on the 15+ population there is a demand from the 2020 population for 362 fitness stations; existing supply of community accessible fitness stations is 511. Therefore, there is surplus of 149 fitness stations across the county.</li> <li>By 2038 the population will have increased by 23,600. Much of this growth will be in and around Shrewsbury. Demand for fitness stations by 2038 will increase to 388; based on a supply of 511 community accessible fitness stations there will still be a surplus of provision, but this will reduce to 123 fitness stations.</li> <li>There is sufficient current provision of fitness stations across Shropshire to meet both current and future demand, based on 2019 population estimates. There is a need to ensure a sufficient supply of community accessible fitness stations in Shrewsbury because most of the provision in the main county town is made through the commercial sector.</li> <li>Across the rest of Shropshire, there is sufficient provision to meet demand; identified community accessible provision is complemented by provision made through the education, voluntary and commercial sectors, all of which has different limitations on accessibility. Overall, the majority of communities in Shropshire have access to a pay and play (community accessible) fitness suite within 20-30 minutes drivetime.</li> </ul>
<b>Squash Courts</b>	<ul style="list-style-type: none"> <li>No need for additional squash courts has been identified in the County by England Squash and Racketball.</li> <li>There is a need to maintain the quality of existing provision, to ensure existing participation levels are retained as a minimum, and where possible, grow.</li> </ul>
<b>Indoor Tennis</b>	<ul style="list-style-type: none"> <li>No need has been identified for more indoor courts in the County.</li> </ul>
<b>Indoor Bowls</b>	<ul style="list-style-type: none"> <li>No need for additional indoor bowls facilities has been identified at this stage, but the current level of provision is below that recommended by EIBA per 1000 population; although the bowling clubs have not identified the need for additional provision, this should be regularly reviewed, given the growing older population.</li> </ul>

5.38. Based on these conclusions and the analysis of need the identified facility needs, are set out in Table 5.2. Overall, the issue is qualitative, as opposed to quantitative.

**Table 5.2: Identified Facility Needs**

Facility	Identified Needs	Location
<b>Sports Halls</b>	No need for additional provision. Investment in facilities built pre 2000.	Countywide
<b>Swimming Pools</b>	Replacement of swimming facilities in Shrewsbury	Shrewsbury
	Investment in/Replacement of swimming facilities pre 2000	Countywide
<b>Fitness Facilities</b>	Ongoing investment to maintain quality of offer	Countywide
	Extension of provision in Oswestry Sports Centre	
	Development of a new fitness offer as part of new provision at the Quarry	
	Remodelled fitness provision at the Sports Village	
	Investment in pay and play fitness in Shrewsbury; there is sufficient current provision of fitness stations across Shropshire to meet both current and future demand, based on mid-2012 and mid 2019 population estimates. There is an under supply of community accessible fitness stations in Shrewsbury because most of the provision in the main county town is made through the commercial sector.	
<b>Indoor Bowls</b>	Review demand for provision on an ongoing basis	Shrewsbury
<b>Squash Courts</b>	Maintain the quality of existing provision	Countywide
<b>Cycling</b>	Investment in cycle track – located at Sports Village and although not an indoor facility, consultation has identified the need for investment. This will be considered within the review of the PPOSS in 2021.	Shrewsbury



## 6. Strategy Delivery

6.1 Our Vision is that:

**Shropshire will be a county where healthier, active lifestyles are encouraged, supported and facilitated for everyone**

6.2 Three core **principles** underpin the delivery of our vision:

- **Support for the creation of a high quality and sustainable indoor leisure facility mix, which provides accessible and inclusive activities for all Shropshire residents leading to increased participation and active lifestyles, thereby meeting community need;**
- **Recognising the importance of leisure facilities as relevant community spaces, accessible to all and offering opportunities for the delivery of a wide range of activities, services, support and entertainment to local communities and people; and**
- **A commitment to work with a wide range of partner organisations and individuals as co-creators and co-deliverers\* of leisure facilities so that they best reflect the differing needs of local communities.**

\* including existing leisure operators (independent trusts, schools), Town / Parish Councils, voluntary sector, etc.

6.3 In taking forward our vision and core principles our **strategic priorities** are:

## Strategic Priorities

**Table 6.1: Strategic Priorities**

Sport and Physical Activity Priorities		Objectives	Links to Corporate Plan Priorities
Strategic Priority 1	To work with partners to support the people of Shropshire to live longer, healthier and quality lives through sport and physical activity	<ul style="list-style-type: none"> <li>We will encourage and support the inactive to be more active</li> <li>We will work to achieve, sustainable, positive health outcomes for older people living in Shropshire through targeted activities.</li> <li>We will work with partners to promote social connections and reduce social isolation by bringing people together to participate in sport and physical activity in their community</li> <li>We will ensure all facilities are accessible to all irrespective of age, ability, gender, race or disability.</li> <li>We will work with Adult Social Care and Health, Public Health, CCG's and voluntary organisations to improve quality of life and social outcomes in communities in line with local strategy and Place Plans</li> <li>We will work with partners to promote targeted health and exercise referral programmes to address priority health issues across Shropshire e.g. obesity, diabetes, hypertension, dementia and mental health issues</li> <li>We will ensure strong links to Children and Young People's services and the C &amp; YP Plan</li> <li>Through sport and physical activity we will help children and young people to obtain a broad range of skills and capabilities to achieve and succeed</li> <li>We will improve opportunities to participate, progress and achieve in sport</li> </ul>	<p><b>Care for those in need at any age</b>  <b>A healthy environment</b>  <b>Sustainable places and communities</b>  <b>Embrace our rurality</b></p>
Strategic Priority 2	To support the resilience of local communities and the development of Place by strengthening local	<ul style="list-style-type: none"> <li>We will utilise technology to engage with communities</li> <li>We will support local community groups to grow and sustain their sport and physical activity provision</li> </ul>	

Sport and Physical Activity Priorities		Objectives	Links to Corporate Plan Priorities
	communities through sport and physical activity.	<ul style="list-style-type: none"> <li>We will provide job opportunities and relevant training for local people</li> <li>We will support positive activity programmes with local sports clubs, voluntary organisations and specifically local housing associations</li> <li>We will work with local health providers to coordinate delivery of appropriate sport and physical activities in rural areas</li> <li>We will work with schools to support the delivery of the School Sport and Activity Action Plan</li> </ul>	<b>A healthy environment</b> <b>Sustainable places and communities</b> <b>Embrace our rurality</b>
Strategic Priority 3	To support economic growth by developing opportunities for people to reach their full potential by providing employment, volunteering and tourism opportunities	<ul style="list-style-type: none"> <li>We will work with education providers where appropriate to support provision of sport and physical activities on joint use sites.</li> <li>We will support volunteering, modern apprenticeships, accredited learning and other initiatives to support people into work.</li> <li>We will work with partners and community groups to provide local opportunities in rural areas for training and work</li> <li>We will work with partners and community groups to provide local opportunities for volunteers to get involved in activities, and developing local initiatives</li> <li>We will work with Voluntary and Community Sector Assembly to coordinate volunteer support across Shropshire</li> <li>We will support the tourism and cultural offer of Shropshire by providing activities and infrastructure to attract visitors to the area</li> <li>We will work with local Town and Parish Councils and forums of interest to support the local area</li> </ul>	<b>A good place to do business</b> <b>A healthy environment</b> <b>Sustainable places and communities</b> <b>Embrace our rurality</b>
Strategic Priority 4	To take a cross county Place based approach to the delivery of leisure facilities through targeted investment, partnership opportunities,	<ul style="list-style-type: none"> <li>We will work with education providers where appropriate to support provision of sport and physical activities on joint use sites.</li> <li>We will work with partners and stakeholders to attract external funding</li> </ul>	<b>Sustainable places and communities</b> <b>Embrace our rurality</b>

Sport and Physical Activity Priorities		Objectives	Links to Corporate Plan Priorities
	community empowerment and commercial acumen in order to reduce levels of subsidy.	<ul style="list-style-type: none"> <li>We will explore opportunities for the provision of shared services and coterminous sites through potential 'hubs' within communities</li> <li>We will enhance opportunities through better use of existing provision</li> <li>We will commit to continuous improvement by ensuring we regularly monitor our performance</li> <li>We will regularly benchmark our services with best practice providers</li> <li>We will manage our centres effectively in order to significantly reduce subsidy across the service over the next five years</li> <li>We will help to protect the right opportunities in the right places</li> <li>We will regularly review our services based on local need and financial considerations</li> <li>We will undertake regular customer feedback consultations</li> <li>We will seek to provide ease of access to our services through both physical and electronic means</li> <li>We will ensure sport and physical activity are included in corporate consultations and stakeholder events when appropriate</li> </ul>	
Strategic Priority 5	To aim to reduce our carbon footprint in line with the commitment of Shropshire Council to the declaration of Climate emergency to become carbon neutral by 2030	<ul style="list-style-type: none"> <li>We will work towards ensuring our leisure centres are as energy efficient as they can possibly be</li> <li>We will endeavour to reduce energy consumption as a key consideration in the development of our leisure centres</li> </ul>	<b>A healthy environment Sustainable places and communities Embrace our rurality</b>

### How will we Deliver the Strategy?

- **By taking an overarching commercial approach to service delivery and investment whereby larger and more sustainable facilities subsidise smaller and more rural facilities where there is a clear identified need.**
- **By working in partnership with our communities and stakeholders**
- **By focussing our limited resources to support the delivery of services our communities, where possible, to support future need**
- **By putting physical activity at the heart of place-making**
- **Through co-location of facilities, services and voluntary sector/community delivery as part of a locality offer**

### What will Delivery look like?

- 6.4 Our delivery model concept is a community focussed hub-type service this could be a co-located hub combining physical activity and a range of other community services e.g. a library, a community centre etc, or it could be a stand-alone building as part of a linked hub offer. Co-located buildings and services will be the aim, wherever possible. However, the model will be driven by the needs of the locality, because every community in Shropshire is different.
- 6.5 Our leisure facilities will be managed through a range of models, again driven by locality. However, operational sustainability will also be key in identifying how best facilities are managed. The models are currently under review and will be determined by the end of 2020. Facilities will aim to have a User Forum; some of these are already established and will continue to exist. What will change is their governance role. All User Forums will have the opportunity to influence the service provided at local level, put forward ideas, and raise issues of concern. It will be the management of each facility who responds to these, meeting with the User Forum on a regular basis. The User Forum will have a key role in raising funding, promoting services and activities and networking at community level, to support their local facility.

## Disclaimer

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