



CHELTENHAM BOROUGH COUNCIL AND TEWKESBURY BOROUGH COUNCIL

FINAL ASSESSMENT REPORT

NOVEMBER 2016

QUALITY, INTEGRITY, PROFESSIONALISM

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CHELTENHAM AND TEWKESBURY COUNCILS BUILT LEISURE AND SPORTS ASSESSMENT REPORT

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SECTION 1: INTRODUCTION

1.1 introduction

Knight, Kavanagh & Page Ltd (KKP) was appointed by Cheltenham and Tewkesbury borough councils (C&TBCs) to undertake an assessment of formal indoor sports facility needs in both boroughs to assist them to strategically plan for the future. This report provides a detailed assessment of current provision of indoor and built sports facilities, identifying needs and gaps in provision.

1.2 Background



The Cheltenham and Tewkesbury study area has a total population of 202,279. The main population centres are the main towns of Tewkesbury in the north and Cheltenham to the south. The main population centres sit either side of the M5 motorway which runs north to south through Tewkesbury.

The surrounding districts to the study area (Malvern Hills, Wychavon, Cotswold, Stroud and Forest of Dean) all have little or no populations within the authorities that adjoin Cheltenham & Tewkesbury. However, Gloucester City, to the south of Tewkesbury is a key population centre and potentially draws on some residents from the south of Tewkesbury.

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1.3 Scope of the project

The Assessment Report provides detail as to what exists in the study area, its condition, location, availability and overall quality. It considers the demand for facilities based on population distribution, planned growth and also takes into consideration health and economic deprivation. The facilities / sports included are: sports halls, leisure facilities, swimming pools and health and fitness. In addition to this there is also a need to consider community and faith facilities. In delivering this report KKP has:

- ✦ Individually audited identified, sports halls (conventional i.e. 3+ court halls as per Sport England definitions), swimming pools, health and fitness facilities (including, within reason, dance studios) and wider leisure facilities across the public, private and voluntary sectors.
- ✦ Audited the community and faith facilities in the area.
- ✦ Analysed the supply and demand of facilities to identify gaps in provision and opportunities for improved quality.
- ✦ Sought to ensure that delivery of leisure facilities is undertaken with full reference to the corporate strategies of the Councils and other relevant strategic influences.
- ✦ Identified areas of good practice, gaps in provision and opportunities for improved service in order to drive up participation levels.

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

- ✦ Review relevant Council's strategies, plans, reports, corporate objectives.
- ✦ Review the local, regional and national strategic context.
- ✦ Analyse the demographics of the local population in both boroughs.
- ✦ Consider potential participation rates and modelling of likely demand.
- ✦ Audit indoor facilities provided by public, private, voluntary and education sectors.
- ✦ Undertake a supply and demand analysis.
- ✦ Analyse the balance between supply of and demand for sports facilities and identification of potential under and over-provision.
- ✦ Identify key issues to address in the future provision of indoor sports facilities.

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1.4 Report structure

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

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

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

- ◀ Section 2 - a review of background policy documentation at national, regional and local levels and a profile of the population and socio-demographic characteristics of the Boroughs.
- ◀ Section 3 - description of methodology employed to review indoor provision
- ◀ Section 4 - review of sports hall provision
- ◀ Section 5 - review of swimming pool provision
- ◀ Section 6 - review of health and fitness provision
- ◀ Section 7 - reviews of squash provision
- ◀ Section 8 - reviews of indoor bowls
- ◀ Section 9 - review of indoor tennis
- ◀ Section 9 - review of athletics
- ◀ Section 10 - review of community facilities
- ◀ Section 11 - strategic drivers for the study

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SECTION 2: BACKGROUND

2.1 National Context

Sport England aims to ensure positive planning for sport, enabling the right facilities to be provided in the right places, based on up to date assessment of need for all levels of sport and all sectors of the community. This draft assessment report has been produced for Cheltenham and Tewkesbury borough councils using the principles and tools identified in the Sport England guide 'Assessing Needs and Opportunities for Indoor and Outdoor Sports Facilities' (ANOG).

Figure 2.1: ANOG model



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

Sporting Future: A new strategy for an active nation

A new Government strategy for sport was released in December 2015. This strategy confirms the recognition and understanding that sport makes a positive difference through broader means and that it will help the sector to deliver five simple but fundamental outcomes: physical health, mental health, individual development, social and community development and economic development. In order to measure its success in producing outputs which accord with these aims it has also adopted a series of 23 performance indicators under nine key headings, as follows:

- ◆ More people taking part in sport and physical activity.
- ◆ More people volunteering in sport.
- ◆ More people experiencing live sport.
- ◆ Maximising international sporting success.
- ◆ Maximising domestic sporting success.
- ◆ Maximising domestic sporting success.
- ◆ A more productive sport sector.
- ◆ A more financially and organisationally sustainable sport sector.
- ◆ A more responsible sport sector.

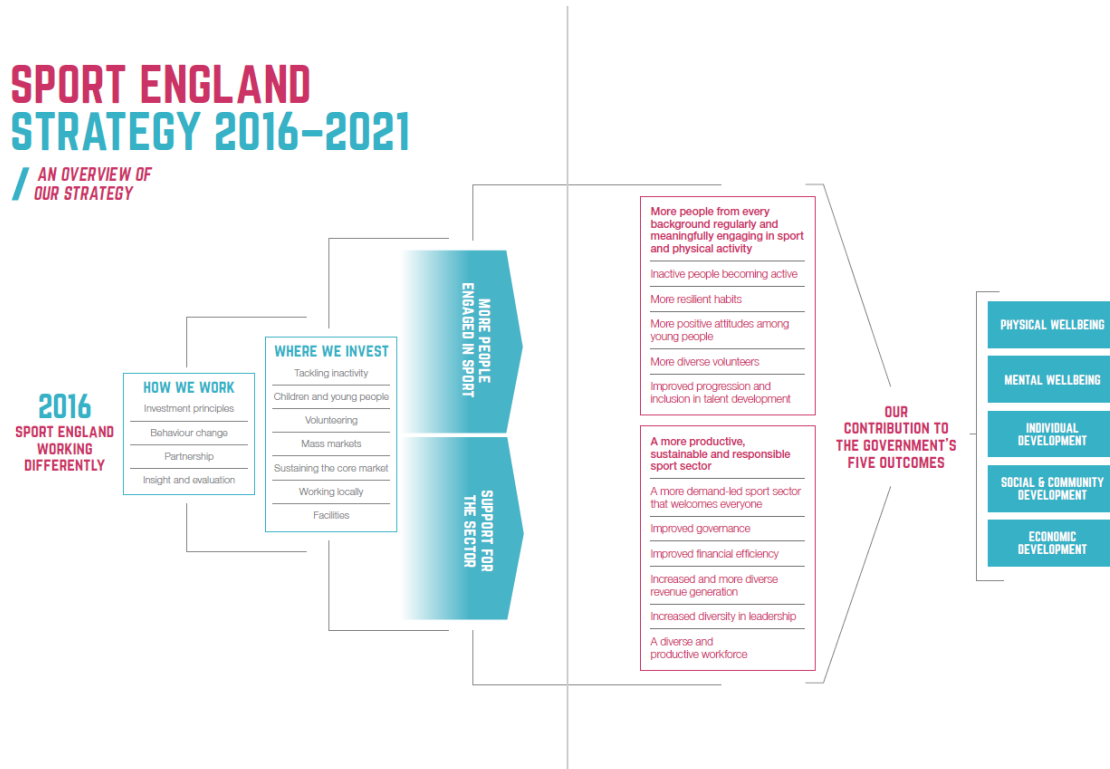
(See Appendix 2 for summary outputs and key indicators)

Sport England has since produced its new strategy 'Towards an Active Nation'.

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Sport England: Towards an Active Nation

Figure 2.2 Sport England Strategy 2016-2021



Sport England has identified that it will invest in:

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

These seven investment programmes will be underpinned by a new Workforce Strategy and a new Coaching Plan.

National Planning Policy Framework 2012

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

- ▶ Economic
- ▶ Social
- ▶ Environmental

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

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

Economic value of sport to the nation

Sport, leisure, recreation and culture are all important economic drivers. In 2010, sport and sport-related activity contributed £20.3 billion to the English economy – 1.9% of the England total. The contribution to employment is even greater – sport and sport-related activity is estimated to support over 400,000 full-time equivalent jobs, 2.3% of all jobs in England.

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

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

Participation in sport can contribute to reductions in crime and anti-social behaviour, particularly amongst young people. It can also have a net impact on the environment; where, for example, more people are encouraged to walk and cycle, emissions and congestion can reduce although there is an argument to suggest that this would be counterbalanced by the impact of those attending sports events.

In summary, sport and physical activity provides a range of economic and health benefits to the wider region, both local authority areas and helps to provide jobs and opportunities to spectate and participate in sport and physical activity.

Public Health England: Everybody Active, Everyday

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

- ◀ Active society: creating a social movement, shifting social norms so that physical activity becomes a routine part of daily life.
- ◀ Moving professionals: activating networks of expertise. Making every contact with the health sector count to push the 'active' message and to deliver the message through other sectors including education, sports and leisure, transport and planning.

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- ◆ Active environments: creating the right spaces. Making available and accessible appropriate environments that encourage people to be active every day.
- ◆ Moving at scale: scaling up interventions that make us active. Maximising existing assets that enable communities to be active.

Investment in school sport

In March 2013 the Government announced funding for school sport (Sport Premium) which sees £150 million per annum invested over the next two years. This comprises funding from various Government departments including Department for Education (£80m), the Department of Health (£60m) and the Department for Culture, Media and Sport (£10m). The Government's strategy is to put funds directly into the hands of primary school head teachers for them to spend on sport.

Schools are measured by Ofsted on how well they use their Sport Premium to improve the quality and breadth of PE and sporting provision, including increasing participation in PE and sport so that all pupils develop healthy lifestyles and reach the performances levels of which they are capable.

Priority School Building Programme (PSBP)

The PSBP is a centrally managed programme set up to address the needs of the schools most in need of urgent repair. Through the programme 261 schools will be re-built between 2014 and 2017.

Summary of national context

Engaging all residents in physical activity is a high priority for national and local government. For many residents sport and recreational activities have a key role to play in facilitating physical activity. Ensuring adequate supply of suitable facilities to meet local need is a requirement of the planning system. In line with national policy recommendations this report makes an assessment of indoor facility provision and need across Cheltenham and Tewkesbury council areas.

2.2 Local context

Cheltenham and Tewkesbury councils and local partners have a range of strategies which directly impact on the delivery of sport and physical activity and the facilities in which they are delivered. Table 2.1 identifies the key strategies which this Study needs to take account of:

Table 2.1: Synopsis of local strategic documentation.

Strategy	Key features and aims
<i>Joint Core Strategy (JCS) Cheltenham, Tewkesbury, Gloucester</i>	The JCS is a partnership between Gloucester City Council (GCC), Cheltenham Borough Council (CBC), and Tewkesbury Borough Council (TBC) supported by Gloucestershire County Council. The JCS was formed to produce a coordinated strategic development plan to show how this area will develop during the period up to 2031.

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Strategy	Key features and aims
Cheltenham Sustainable Community Strategy 2008	<p>The Strategy has been prepared by Cheltenham Strategic Partnership (CSP) which brings together core partners, thematic partnerships, community and voluntary sectors. The aims of the CSP are:</p> <p><i>To be the partnership of partnerships for Cheltenham, providing strategic co-ordination, ensuring linkages with other plans and bodies established at the regional, sub-regional and local level and agreeing a community strategy that sets the vision and priorities for the area and gaining consensus about the way forward.</i></p> <p><i>To develop and drive the effective delivery of the community strategy action plan through effective performance management and holding delivery partners and partnerships to account.</i></p> <p>The strategy has four key aims;</p> <ul style="list-style-type: none"> ◆ To set out local communities' needs and aspirations. ◆ To provide an assessment of the future challenges facing Cheltenham and what it collectively needs to do to respond. ◆ To set out an aspirational long term vision for the achievement of sustainable development in Cheltenham. ◆ To focus and shape existing and future activity of public, private, voluntary and community organisations that operate locally so that they effectively meet community needs and our longer term aspirations.
Sustainable Community Strategy for Tewkesbury Borough, 2008 - 2028 (refreshed 2010)	<p>TBC's Local Strategic Partnership (LSP), is a partnership of organisations working together to make the area a better place to live, work and visit both now and in the future. It recognises the importance of working with and through partners, whilst understanding that each partner will have to work within the resources available to it. Bids for help from Government or from other funding streams will be needed to help deliver its strategy.</p> <p><i>Strategy purpose:</i> to set out how, in both the long and short term, TBC will continue to prosper. The activities outlined in the strategy are intended to improve the quality of life of all the people of the Borough and to contribute to the achievement of sustainable development through action to improve economic, social and environmental well-being across the area. More specifically this strategy has been developed to:</p> <ul style="list-style-type: none"> ◆ Set out the aspirations, needs and priorities of the people of TBC. ◆ Help co-ordinate the actions of the Council and its partners across the Borough. ◆ Focus and shape the activities of those individual organisations so that they effectively meet the needs and aspirations of the people of Tewkesbury Borough. ◆ To contribute to the achievement of sustainable development in TBC.

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Strategy	Key features and aims
Gloucestershire Joint Health and Wellbeing Strategy	<p>The strategy focuses on strengthening health and wellbeing and preventing ill health in Gloucestershire. It is underpinned by the following principles</p> <ul style="list-style-type: none"> Supporting communities to take an active role in improving health. Encouraging people to adopt healthy lifestyles to stop problems from developing. Taking early action to tackle symptoms or risks. Helping people to take more responsibility for their health. Helping people to recover quickly from illness and return home to their normal lives. Supporting individuals or communities where life expectancy is lower than the county average or where quality of life is poor.
Active Gloucester Sports Partnership (AGSP)	<p>AGSP's vision is to make Gloucestershire a physically active and thriving sporting county. More simply, more people to be more active more often.</p> <p>AGSP aims to work in partnership with a whole range of public, not-for-profit and private sector organisations to increase and improve the range and quality of opportunities for people to be active and play sport.</p>
Cheltenham Leisure and Culture Review	<p>The Leisure and Culture Commissioning Review sets out a framework for delivery of services and in particular the sports facilities and delivery of some key outcomes, which for sport, play and active living is that "More people are inspired to be physically, socially and mentally active and are able to live life to the full"</p>

Summary of local context

The core message running through local strategies is the requirement to ensure that:

- Opportunities are made available to/for all Cheltenham and Tewksbury residents to take part in physical activity to contribute positively to the health and wellbeing of all residents.
- The potential of positive impact of increased sport and physical activity is understood by policy makers in different councils.
- The principle of working in partnership is well established as is the focus on short, medium and long term goals. There is also a recognition of the increasing pressure on individual partner resources.
- Cheltenham and Tewksbury is able to grow and prosper and be a sustainable place of choice for living and working today and tomorrow.
- There are good facilities and programmes which contribute to the education and skills development of the local population.

The Councils acknowledge that there will be increasing pressure on finances and resources within both Borough's and its public sector partners. Accordingly, the objectives set out above will only be achieved via targeting increasingly scarce resources effectively and efficiently. It is, thus, essential that sports facilities (sports halls, health and fitness suits, swimming pools, athletics tracks, squash courts) are accessible and available to the community and that the 'offer' is developed based on the needs of local communities.

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2.3 Demographic profile

The following brief summary of the demographic profile of Cheltenham and Tewkesbury is based on data taken from nationally recognised sources such as the Office for National Statistics, NOMIS, Sport England and Experian. More detail is to be found in Appendix 1.

Population and distribution

- ✦ The current resident joint population across Cheltenham and Tewkesbury is 203,671¹. By 2037 the population is projected to increase to 238,255 which is an increase of 34,584 (or equivalent to a percentage increase of (17%) according to ONS data.
- ✦ There is relatively little difference in the age structure of Cheltenham & Tewkesbury's population from that of the region, the main differences being:
 - ✦ Slightly higher proportions of people aged 25-39 (Cheltenham & Tewkesbury, 19.1%; South West, 17.2%).
 - ✦ Lower proportions of people aged 60-74 (Cheltenham & Tewkesbury, 15.9%; South West, 17.4%).

Ethnic composition as identified in Table 2.2 indicates a local population which includes 95.6% White (national = 85.4%), 2.3% Asian (national = 7.8%) and 1.3% Mixed compared 2.3% nationally.

Table 2.2: Ethnic composition – Cheltenham and Tewkesbury and England (2011 Census)

Ethnicity	Cheltenham & Tewkesbury		England	
White	188,985	95.6%	45,281,142	85.4%
Mixed	2,654	1.3%	1,192,879	2.3%
Asian	4,576	2.3%	4,143,403	7.8%
Black	976	0.5%	1,846,614	3.5%
Other	484	0.2%	548,418	1.0%
Total	197,675	100.0%	53,012,456	100.0%

Table 2.3 below identifies the socio demographic profile characteristics of Cheltenham and Tewkesbury

Table 2.3: Main characteristics of Cheltenham and Tewkesbury

	Cheltenham	Tewkesbury
<i>Total income</i>	As an average across each of Cheltenham's 15 MSOAs ² , household income ranges from £546 to £993. None of MSOAs are in the lowest income band nationally and only two are in the best two groups.	As an average across each of Tewkesbury's nine MSOAs ³ , household income ranges from £615 to £868. None of MSOAs are in the lowest three income bands nationally and only one is in the best three groups.

¹Data Source: Mid-2015 Lower Layer Super Output Area population estimates for England and Wales

² Medium (sized) super output areas

³ Medium (sized) super output areas

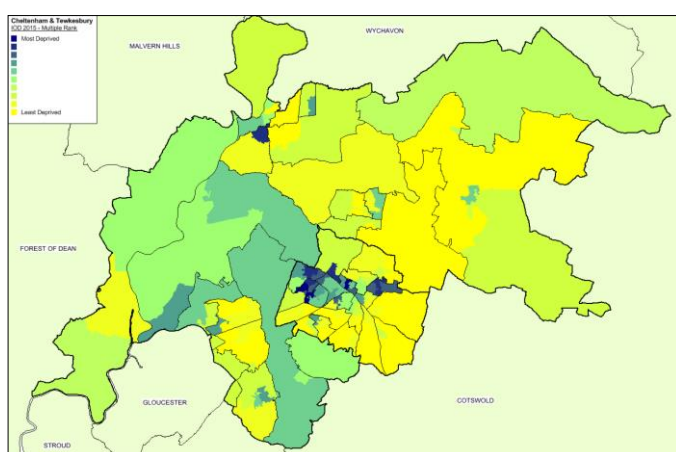
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	Cheltenham	Tewkesbury
<i>Unemployment and earnings</i>	Unemployment is below the national rate and slightly above the regional average. Earnings are 3.1% above national and 8.8% above regional averages.	Unemployment is below the national rate and the same as the regional average. Earnings are 6.2% above national and 11.8% above regional averages.
<i>Economic impact and value</i>	SE's economic impact model shows an overall impact of £36.4m (£27.5m participation, £8.8m non-participation related).	SE's economic impact model shows an overall impact of £17.2m (£14.7m participation, £2.5m non-participation related).
<i>Health</i>	Avoidable ill health cost to the NHS (due to physical inactivity) is estimated to be £1.7m; this is 20.4% and 17.7% below the respective national and regional averages (per 100,000).	Avoidable ill health cost to the NHS (due to physical inactivity) is estimated to be £1.2m; this is 20.4% and 17.7% below the respective national and regional averages (per 100,000).

Multiple deprivation – 12.9% of the population fall within the 30% most deprived areas nationally. Conversely, however, 57.7% are within the three least deprived groups (unfortunately super output areas are not co-terminus with ward boundaries).

Health deprivation – This appears to be less widespread throughout Cheltenham and Tewkesbury's communities, when compared to national averages. The IoD⁴ points towards lower health deprivation with 12.2% falling in the 30% most deprived cohorts; whereas 55.2% of the population is in the 30% least deprived cohorts. (Unfortunately super output areas are not co-terminus with ward boundaries).

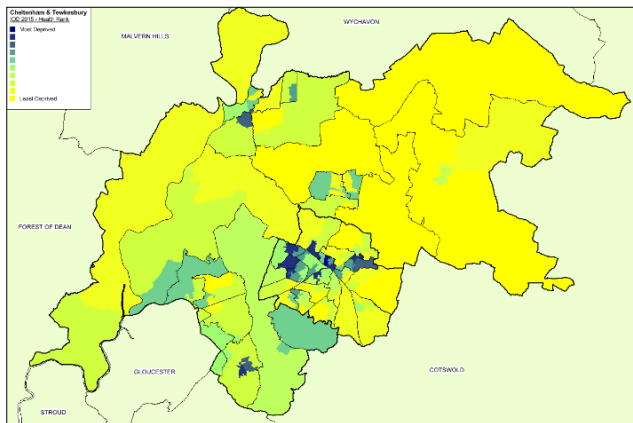
Figure 2.3: Index of multiple deprivation



⁴ Index of Deprivation 2015 (Department for Communities & Local Government)

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Figure 2.4: IMD Health domain



Projected population: Long term change from 2012 to 2037

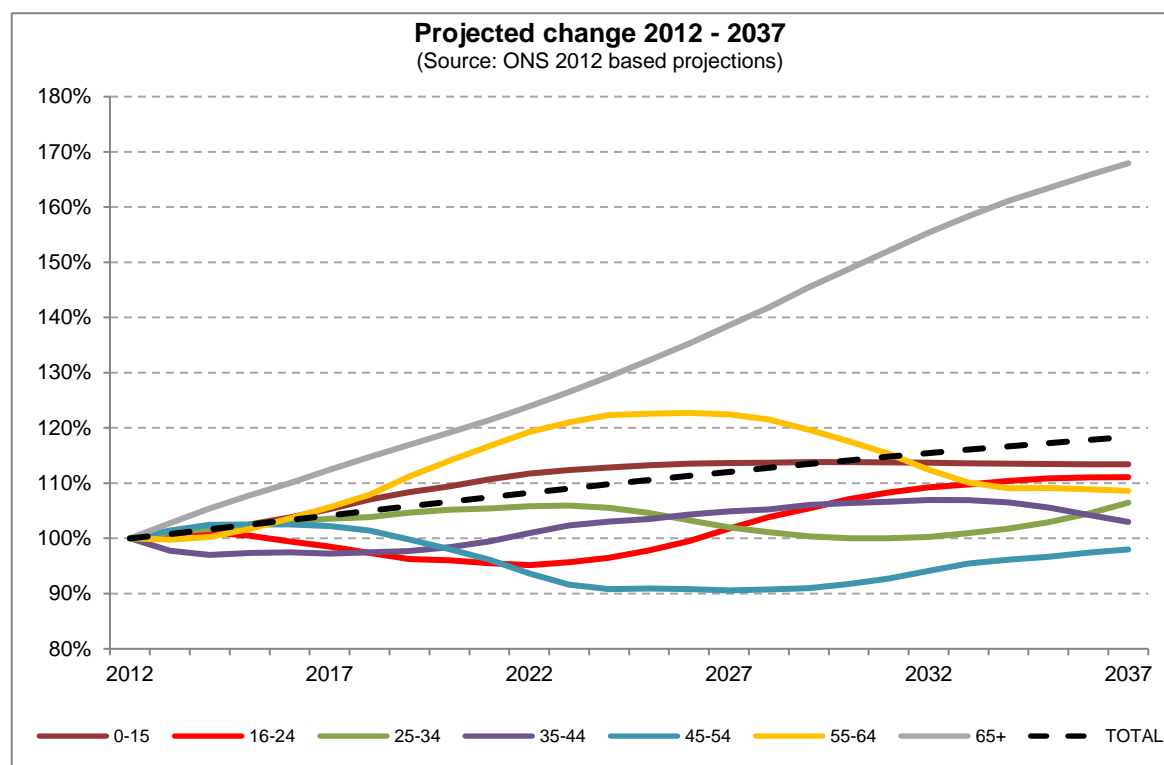
The current resident joint population across Cheltenham and Tewkesbury is 203,671⁵. By 2037 the population is projected to increase to 238,255 which is an increase of 34,584 (or equivalent to a percentage increase of (17%) according to ONS data. In order to determine the breakdown by specific age groups the 2012 base population is projected forward and several key points are outlined below:

- There will be a 67.9% increase in the number of residents aged 65+ by 2037 which will take this age group to being around over one in four of the total population.
- All other age groups will increase at a lower rate than the average for the whole population.
- The proportion of 45 to 54 year olds will decrease compared to current rates.
- There is a projected increase of 4,596 (13.4%) in 0-15 year olds
- The 16-24 year old age group will see an initial fall of 2.2% to 2024 with an increase to 11.1% above the current base.

⁵Data Source: Mid-2015 Lower Layer Super Output Area population estimates for England and Wales

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Figure 2.5: Projected population change 2012 to 2037



Active People Survey 9 (APS9)

Sport England's APS9 produced the following key findings for Cheltenham and Tewkesbury:

- Participation – under four in 10 (38.4% for Cheltenham and 36.7% for Tewkesbury) of adults participated in at least 1 x 30 minutes moderate intensity sport per week. These results are above both the national (35.8%) and regional averages (36.5%).
- Sports club membership – approximately one quarter (23.0% for Cheltenham and 25.9% for Tewkesbury) are members of a sports club, based on the four weeks prior to the AP survey. These results are above both the national average (21.8%) and the regional rate (22.6%).
- Sports tuition - 14.0% of Cheltenham and 17% of Tewkesbury's population received sports tuition during the 12 months prior to the AP survey. Both were below the regional average of 18%.

Sport England Market Segmentation

This provides insight into individual sporting behaviours; each of its 19 segments is given a pen name and a brief description. A more complete description of each of the segments can be found in Appendix 3. In Cheltenham and Tewkesbury, Tim, Philip and Roger & Joy are the three dominant groups, representing just over one quarter (27.5%-42,091) of the adult population, compared to 24.3% nationally.

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Table 2.4: SE market segmentation -three main groups in Cheltenham and Tewkesbury

Segment, description and its top three sports nationally			
Settling Down Males	Tim	16,196	Cheltenham & Tewkesbury
Sporty male professionals (aged 26-45), buying a house and settling down with partner		10.56%	South West
Cycling (21%)	Keep fit/gym (20%)	Swimming (15%)	8.83%
Comfortable Mid-Life Males	Philip	13,998	Cheltenham & Tewkesbury
Mid-life professional (aged 46-55), sporty males with older children and more time for themselves		9.13%	South West
Cycling (16%)	Keep fit/gym (15%)	Swimming (12%)	8.65%
Early Retirement Couples	Roger & Joy	11,897	Cheltenham & Tewkesbury
Free-time couples nearing the end of their careers (aged 56-65)		7.76%	North East
Keep fit/gym (10%)	Swimming (13%)	Cycling (8%)	6.77%

The most popular sports in Cheltenham and Tewkesbury

Active People and Sport England Market Segmentation data makes it possible to identify the top sports in any area. As with many other areas, swimming and athletics are among the most popular activities and are known to cut across age groups and gender. There is a slight variation between the findings of Cheltenham and Tewkesbury with residents from Cheltenham most likely to take part in athletics, swimming and gym sessions. Residents from Tewkesbury are more likely to take part in swimming, cycling and gym sessions, as illustrated in tables 2.5 and 2.6.

Table 2.5: Most popular sports in Cheltenham (Source: SE Area Profiles)

Sport	Cheltenham		South West		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Athletics	12.2	12.7%	359.0	8.2%	3,295.2	7.6%
Swimming	11.1	11.5%	458.5	10.4%	4,077.4	9.4%
Gym Session	10.9	11.3%	418.6	9.5%	4,786.4	11.0%
Cycling	9.6	10.0%	459.2	10.5%	3,789.0	8.7%
Fitness Class	6.5	6.7%	225.1	5.1%	1,945.2	4.5%

Table 2.6: Most popular sports in Tewkesbury (Source: SE Area Profiles)

Sport	Tewkesbury		South West		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Swimming	7.7	11.5%	458.5	10.4%	4,077.4	9.4%
Cycling	7.2	10.7%	459.2	10.5%	3,789.0	8.7%
Gym Session	5.6	8.3%	418.6	9.5%	4,786.4	11.0%
Athletics	5.4	8.1%	359.0	8.2%	3,295.2	7.6%
Fitness Class	3.9	5.9%	225.1	5.1%	1,945.2	4.5%

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Summary

Cheltenham and Tewkesbury has a population which is projected to increase significantly in the period up to 2037. This will be further characterised by a major increase in people aged over 65 years of age with an estimation that the population will consist of over one in four of the population in this age group.

It is a relatively affluent area with lower than average levels of multiple and health deprivation, very small numbers of Black and Minority Ethnic groups and is, in the main, very sparsely populated away from the main conurbation areas. Although population numbers are rising, significant changes are expected in the age structure within the Borough. Along with the increasingly older population, identified above, there will be slower growth in the 21-54 year olds over the next 25 years, although the JCS is seeking to influence this trend by creating economic opportunities and new housing, including affordable homes. This may have a slightly negative impact on the demand for indoor sports halls at peak times but will also lead to an increase in demand for them during the day time; as experience shows that older people tend to make more use of facilities during the day than during evening periods.

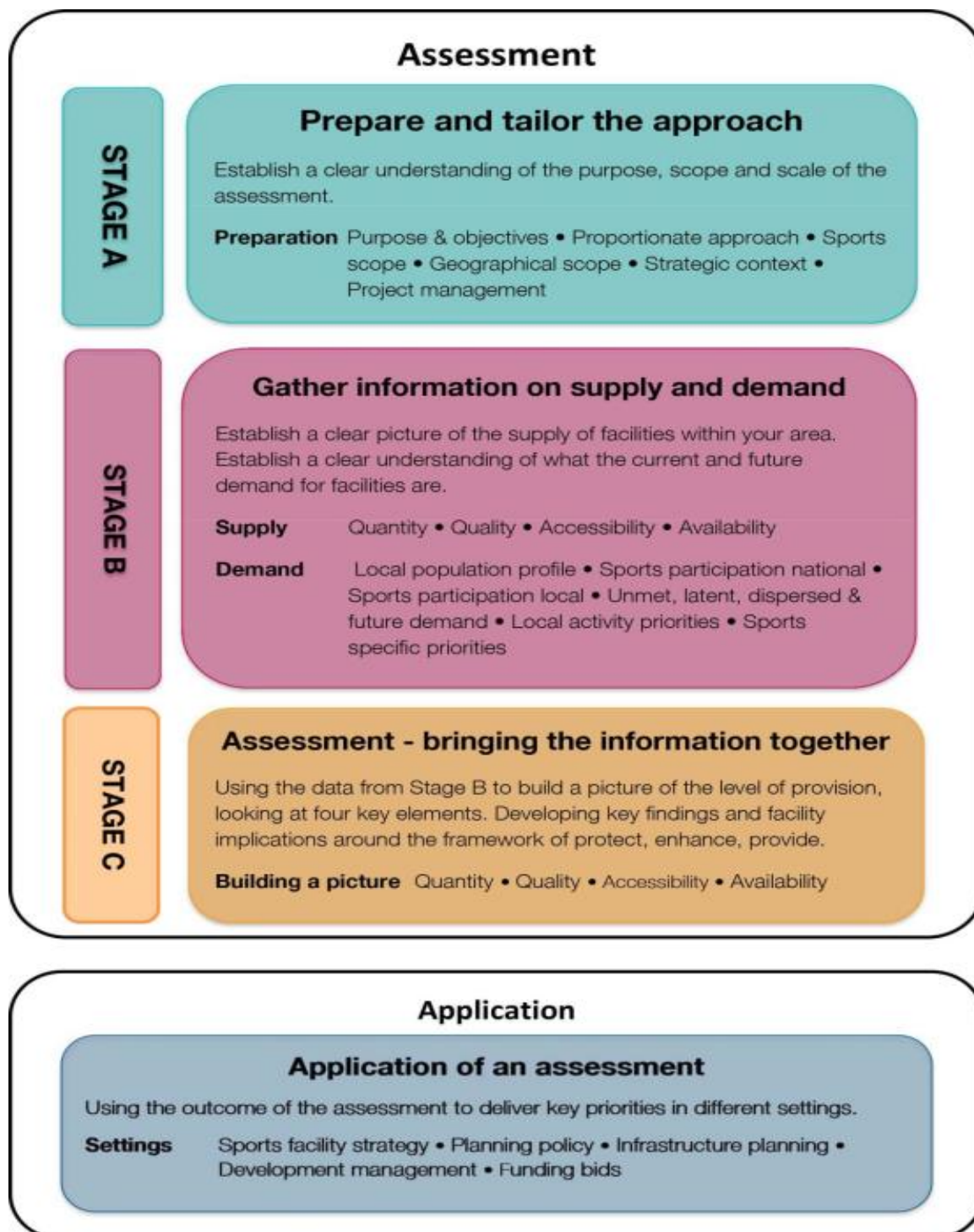
CHELTENHAM AND TEWKESBURY COUNCILS BUILT LEISURE AND SPORTS ASSESSMENT REPORT

SECTION 3: INDOOR SPORTS FACILITIES ASSESSMENT APPROACH

3.1 Methodology

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

Figure 3.1: Recommended approach



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

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

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

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

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SECTION 4: SPORTS HALLS

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

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

Larger halls, for example six or eight courts, can accommodate higher level training and/or competition as well as meeting day to day needs. They may also provide the option for more than one pitch/court which increases flexibility for both training and competition, and for example, enable the hosting of indoor central venue leagues for sports such as netball.

This assessment considers all facilities in Cheltenham and Tewkesbury that comprise at least one badminton court (and measure at least 10m x 18m offering an area of 180m²). It, thus, initially includes all those that can accommodate sport and recreational activities including activity halls and village halls (where a court is marked out). Specialist centres, such as dance or gymnastics centres, are excluded.

4.1 Sport England Facilities Planning Model (FPM)

The Sport England Facilities Planning Model for Cheltenham and Tewkesbury was undertaken using the 2016 National Facilities Audit Data. The key summary of the FPM analysis for sports halls (which takes account of three badminton courts and above) identifies that:

Supply

Cheltenham

- ◀ There are 14 sports halls on nine sites across Cheltenham. 10 halls are classed as main halls and the other 4 halls are Activity Halls within sites that have a main hall. These supply a total of 59 (badminton) courts of hall space, and 45 courts when scaled with hours available at peak period.
- ◀ This equates 4.96 courts per 10,000 population, which is higher than both the national average (4.15) and the regional average figure (4.51).
- ◀ Cheltenham has fewer sports halls per 10,000 population than its CIPFA Comparator LA's (Gloucester, Exeter and Worcester) but a higher supply than most of its geographical neighbours with the exception of Cotswold District Council.
- ◀ The Authority area is largely urban with sports hall facilities relatively well spaced across the town.
- ◀ The majority of halls are located on and owned by the education sector (11 out of the 14), two halls are owned by the Local Authority at its Leisure @ Cheltenham site which is operated by a trust and one is owned and operated by the YMCA.
- ◀ There are three halls with six or more courts (CLC sports centre has six, Leisure @ Cheltenham has seven and Cheltenham college has an eight court hall).

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- Most of the sports hall stock in Cheltenham is relatively modern (seven halls being built in the last 20 years), and of the older facilities all have been refurbished in some way in the last ten years.
- Most but not all halls are open for community use throughout peak time. Dean close (17.5hrs) and Pates Grammar (24hrs) have the lowest community use level at peak period. Off peak availability is limited. Just 2 sites (Leisure @Cheltenham and CLC Sports Centre) appear to have full availability which may indicate that off peak availability is limited.

Tewkesbury

- There are 10 sports halls on six sites across Tewkesbury. Six halls are classed as main halls and the other four halls are Activity Halls within sites that have a main hall. These supply a total of 33 (badminton) courts of hall space, and 27 courts when scaled with hours available at peak period.
- This equates 3.8 courts per 10,000 population, which is lower than both the national average (4.15) and the regional average figure (4.51).
- Tewkesbury has fewer sports halls per 10,000 population than three of its CIPFA Comparator LA's (Maldon, Babergh and Stroud) but higher than Wychavon. It also has a lower supply than all its geographical neighbours other than Wychavon.
- The Borough of Tewkesbury is largely rural with sports hall facilities located in the main market towns and within the catchment populations of Cheltenham and Gloucester.
- Nine out of the 10 halls are located on education sector sites (Cleeve sports and arts centre is a wholly owned subsidiary of Cleeve school) leaving Winchcombe Sports Hall which is a voluntary run association.
- There are no halls with more than four courts and two main halls only have three courts (Churchdown and Winchcombe)
- Most of the sports hall stock in Tewkesbury is relatively old (seven halls being built over 20 years ago) and most of these older facilities have not been refurbished; the exceptions being Cleeve Sports and Arts centre in 2014 and Winchcombe in 2006.
- Most halls are open for community use throughout peak time. Just one site, Winchcombe, appears to have good availability at off peak times indicating that off peak access is limited.

A summary of the FPM data indicates that supply of indoor sports halls for Cheltenham and Tewkesbury equates to 24 sports halls across fifteen sites. Twenty out of the 24 halls are located on school sites. The main difference between the two local authorities are the age of facilities (Tewkesbury being older than Cheltenham's, in general) and the lack of sports halls larger than four courts in Tewkesbury compared to the three identified in Cheltenham.

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4.2 Supply

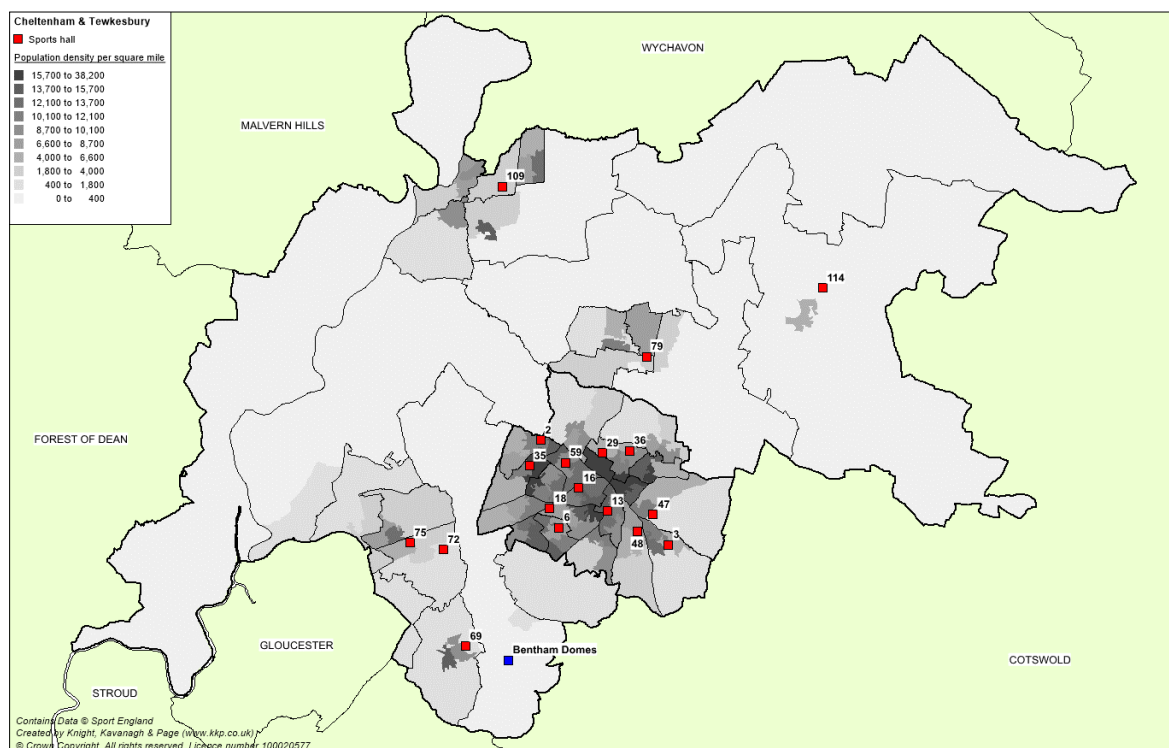
Quantity

Via audit and quality assessments, it has been identified that there are 19 sports hall sites with the equivalent of 88 badminton courts⁶ (when considering **all** sports halls in Cheltenham and Tewkesbury i.e. that have at least one badminton court). Of these 18 have three courts or more.

Sports halls with fewer than three courts provide the equivalent of 10 courts in total. These are located at All Saints Academy, Balcarras Sports Centre, (Chletenham Bournside School), Dean Close School, Pates Grammar School, Pittville School, Chosen Hill School, Churchdown School Academy, Tewkesbury School Sports Centre (Tewksbury School) and Winchcombe School. However, the majority of these sites also have an additional hall.

A list of all the sports halls (and the number of courts) in Cheltenham and Tewkesbury can be found in Table 4.1.

Figure 4.1: All sports halls in Cheltenham and Tewkesbury



As illustrated in figure 4.1 sports halls are located in the more densely populated areas within the two boroughs. There is only one facility located in the North, Tewkesbury School Sports Centre (ref: 109), one located in the East at Winchcombe School (ref: 114) with the majority located in the main conurbation of Cheltenham.

⁶ The FPM does not include 1 and 2 court halls

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Table 4.1 All sports halls in Cheltenham and Tewkesbury

Map ID	Site name	Courts	Community use
2	All Saints Academy	4	Yes
2	All Saints Academy	0	Yes
2	All Saints Academy	0	Yes
3	Balcarras Sports Centre	4	Yes
3	Balcarras Sports Centre	1	Yes
6	Bournside Sports Centre	3	Yes
6	Bournside Sports Centre	4	Yes
6	Bournside Sports Centre	1	Yes
12	Cheltenham College	0	Yes
13	Cheltenham College	8	Yes
16	CLC Sports Centre	6	Yes
18	Dean Close School	5	Yes
18	Dean Close School	1	Yes
29	Leisure @ Cheltenham	8	Yes
35	Pates Grammar School	4	Yes
35	Pates Grammar School	1	Yes
36	Pittville School	1	Yes
36	Pittville School	0	Yes
47	St Edward's Preparatory School	3	Yes
48	St Edward's School	3	Yes
59	YMCA (Cheltenham Princess Elizabeth Way)	4	Sp. Club/ Comm Assoc.
69	Brockworth Sports Centre	4	Yes
72	Chosen Hill School	1	Yes
72	Chosen Hill School	4	Yes
72	Chosen Hill School	1	Yes
75	Churchdown School Academy	3	Yes
75	Churchdown School Academy	1	Yes
79	Cleeve Sports & Arts Centre	4	Yes
109	Tewkesbury School Sports Centre	4	Yes
109	Tewkesbury School Sports Centre	1	Yes
114	Winchcombe School	1	Yes
114	Winchcombe School	3	Registered Membership
Total		88	

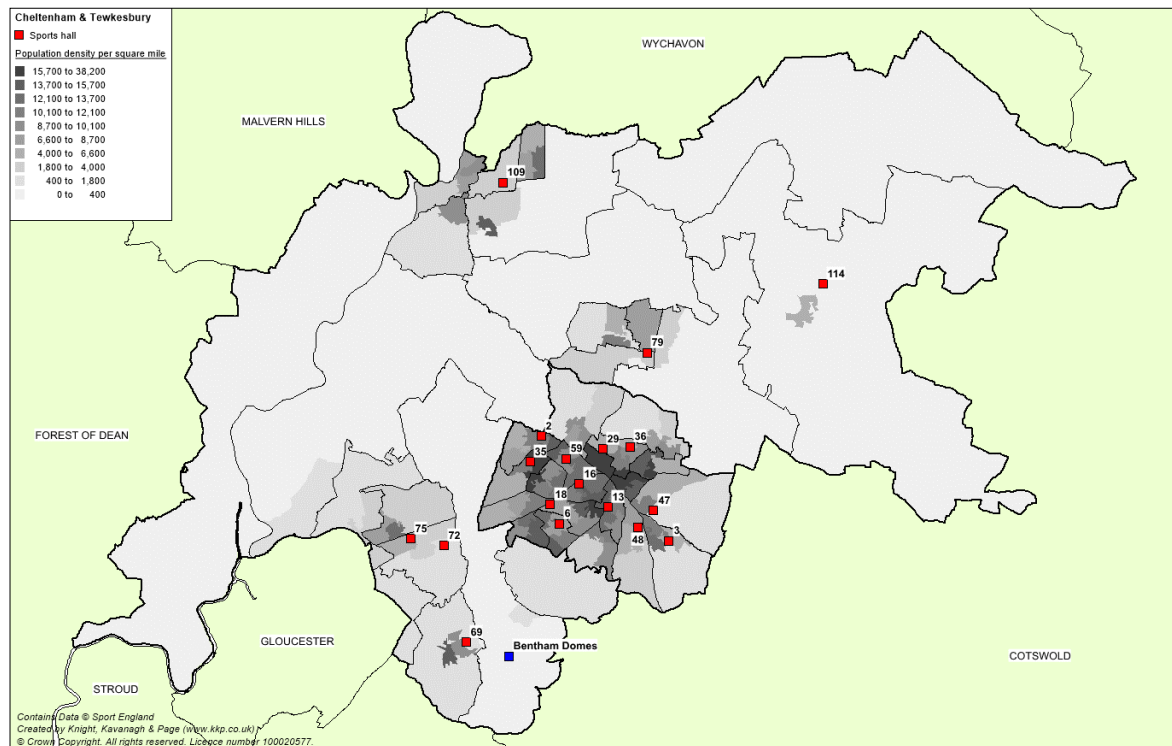
Note* where there appears to be duplicates in the table it is because the site has more than one sports hall

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Quality

The non-technical assessment of sports hall stock in Cheltenham and Tewkesbury was undertaken on sports halls which have 3+ badminton courts. The assessment identifies a range of quality as noted in Table 4.2. Both sports halls and changing provision were assessed (78 courts).

Figure 4.2: Sports halls – 3 court plus, community use only, by condition



(The quality assessment carried out in February 2016)

The audit identified that of the 18 sites assessed, one site was assessed as good quality (All Saints Academy), the vast majority of sites (12) were above average, with five sites (19 courts) identified as below average. None of the courts were assessed as poor quality. The detail is noted in Table 4.2.

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Table 4.2: Table 4.2: 3+ courts hall with condition and levels of community use

Ref	Site name	Number of courts	Community use?	Management	Condition	Changing facility quality
2	All Saints Academy	4	Yes	Education	Good	Above Average
3	Balcarras SC (Balcarras School)	4	Yes	Education	Above Average	Below Average
6	Bournside SC (Cheltenham Bournside School)	3	Yes	Education	Above Average	Below Average
6	Bournside SC (Cheltenham Bournside School)	4	Yes	Education	Above Average	Below Average
12	Cheltenham College	8	Yes	Education	Above Average	Below Average
16	Cheltenham Ladies College SC	6	Yes	Education	Below Average	Good
18	Dean Close School	5	Yes	Education	Above Average	Below Average
29	Leisure @ Cheltenham	8	Yes	Trust	Above Average	Above Average
35	Pates Grammar School	4	Yes	Education	Above Average	Poor
47	St Edward's Preparatory School	3	Yes	Education	Below Average	Below Average
48	St Edward's School	3	Yes	Education	Below Average	Below Average
59	YMCA (Cheltenham Princess Elizabeth Way)	4	Sp club/ CA	Private	Below Average	Below Average
69	Brockworth Sports Centre (Millbrook Academy)	4	Yes	Education/Dual	Above Average	Above Average
72	Chosen Hill School	4	Yes	Education/Dual	Above Average	Good
75	Churchdown School Academy	3	Yes	Education/Dual	Below Average	Below Average
79	Cleeve Sports & Arts Centre (Cleeve School)	4	Yes	Education/Dual	Above Average	Below Average
109	Tewkesbury School SC (Tewksbury School)	4	Yes	Education/Dual	Above Average	Below Average
115	Winchcombe School	3	Yes	Education	Above Average	Below Average
Total		78				

CA –community association

SC- Sports Centre

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Of the sites assessed, 12 of them have below average changing facilities, which is not uncommon for facilities located on education sites. This has the potential to impact on the quality of the experience of playing sport, which can lead to a reduction in participation.

Availability

The availability of sports halls in Cheltenham and Tewkesbury and the types of sports that take place is summarised on table 4.3.

Table 4.3: Community use of sports halls in Cheltenham and Tewkesbury

Availability	Site	Main sports played
>20 hours	All Saints Academy	Archery, netball, martial arts, basketball, badminton
	Balcarras Sports Centre	Badminton, archery, football, army cadets, cricket
	Bournside Sports Centre	Football, badminton, basketball
	St Edward's Preparatory School	Football, badminton, basketball
	Pates Grammar School	Basketball, badminton, football, table tennis, football
	Winchcombe School	Gymnastics, badminton
	Dean Close School	Indoor cricket, indoor hockey and basketball
>80 hours (Full community use)	Churchdown School	Badminton, football
	Cheltenham College	Netball, badminton, table tennis and indoor cricket nets
	Cheltenham Ladies College Sports Centre	Basketball, badminton, football, table tennis, karate, zumba
	Leisure @ Cheltenham	Basketball, badminton, football, table tennis, karate, zumba
	YMCA (Cheltenham Princess Elizabeth Way)	Basketball, netball, badminton, football, table tennis, health & fitness classes, karate, zumba
	Brockworth Sports Centre	Badminton, self-defence, football, health & fitness
	Chosen Hill School	Football, netball, cricket, badminton, health & fitness
	Cleeve Sports & Arts Centre	Circuit training, yoga, badminton, netball
	Tewkesbury School Sports Centre	Roller sport, fitness classes, football, basketball, netball

Table 4.3 indicates that a wide variety of sports are on offer with no sport dominating, in particular, although many facilities have both indoor football and badminton as a key part of their programme. It also appears that there is an extensive range of group fitness activities on offer across a number of sports halls.

Some facilities offer less than 20 hours community use (during peak hours) whilst others are open and available for community use throughout the whole week with over 45 hours available during peak hours (every weekday evening from 5.30pm onwards and all day at weekends).

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Pates Grammar School, and Churchdown School do not freely promote community use at weekends, however, bookings are taken upon request. Winchcombe School has a sports hub that is available but limited for private club use, again only upon request.

Management of facilities is handled by two types of operators in Cheltenham and Tewkesbury. All education sites are self-managed and Leisure @ Cheltenham is managed by the Cheltenham Leisure Trust. Of those education sites that offer community use this is available during the week (generally 5.00pm until 10.00pm) and weekends.

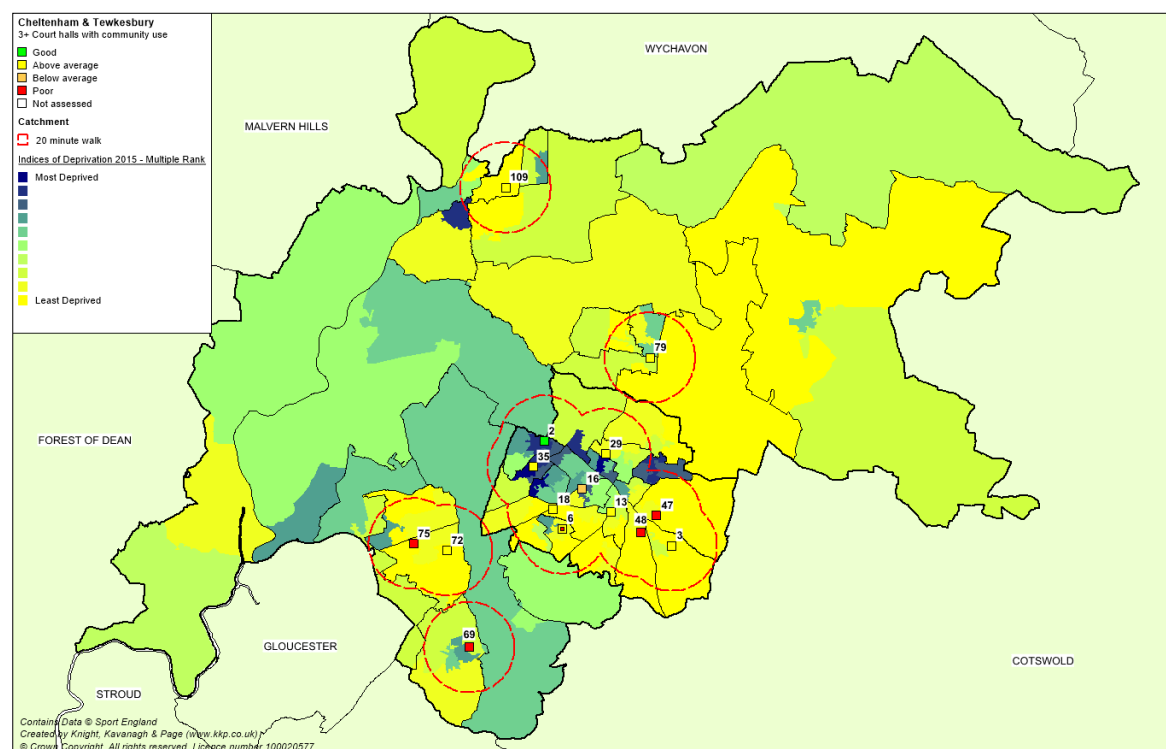
Accessibility

The data indicates that 69.4% of Cheltenham & Tewkesbury's population resides within a 20 minute walk of a sports hall and 30.6% thus live outside of this catchment. Figure 4.3 shows that the areas of high population density are generally within a catchment of a main sports hall and that rural areas do not have access to such facilities.

Table 4.4: Population within a 3 court+ sports hall catchment with community use

Cheltenham & Tewkesbury: community use 3 court+ sports halls	Population MYE 2014	Percentage
Population within 20 minute walk - radial catchment	140,281	69.4%
Population out with 20 minute walk - radial catchment	61,998	30.6%
Total	202,279	100.0%

Figure 4.3: 20 minute radial catchment of main sports halls in Cheltenham & Tewkesbury set against IMD



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Table 4.5: IMD 2015 populations: Cheltenham & Tewkesbury 3+ court CU sports halls, 20 minute walk

IMD 2015 10% bands	Cheltenham & Tewkesbury		Sports Hall (3 Court+) with community use. Catchment populations by IMD			
	Persons	Population (%)	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	4,135	2.08%	4135	2.08%	0	0.00%
10.1 - 20	10,692	5.37%	6953	3.49%	3,739	1.88%
20.1 - 30	10,782	5.41%	9679	4.86%	1,103	0.55%
30.1 - 40	16,579	8.33%	14356	7.21%	2,223	1.12%
40.1 - 50	21,157	10.63%	13245	6.65%	7,912	3.97%
50.1 - 60	16,005	8.04%	11076	5.56%	4,929	2.48%
60.1 - 70	4,938	2.48%	1496	0.75%	3,442	1.73%
70.1 - 80	30,296	15.22%	16320	8.20%	13,976	7.02%
80.1 - 90	31,197	15.67%	22318	11.21%	8,685	4.36%
90.1 - 100	53,283	26.77%	39042	19.61%	14,131	7.10%
Total	199,064	100.00%	138,620	69.64%	60,140	30.21%

Figure 4.4 and Table 4.5 indicate that 12.86% (which equates to c. 25,500) of the Cheltenham and Tewkesbury population live in the 30% most deprived areas of the country. Approximately 4,850 residents within these areas do not have access to a sports hall within one mile from where they live. The data further indicates that nearly 70% of the population lives within 20 minute walk time (radial catchment) of a sports hall.

If a 20 minute drive time analysis is undertaken, all of Cheltenham & Tewkesbury's' combined resident population resides within a 20 minute drive of a community accessible sports hall, with the exception of approximately 342 people in the Isbourne Ward in Tewkesbury.

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Figure 4.4: Provision outside of the study area

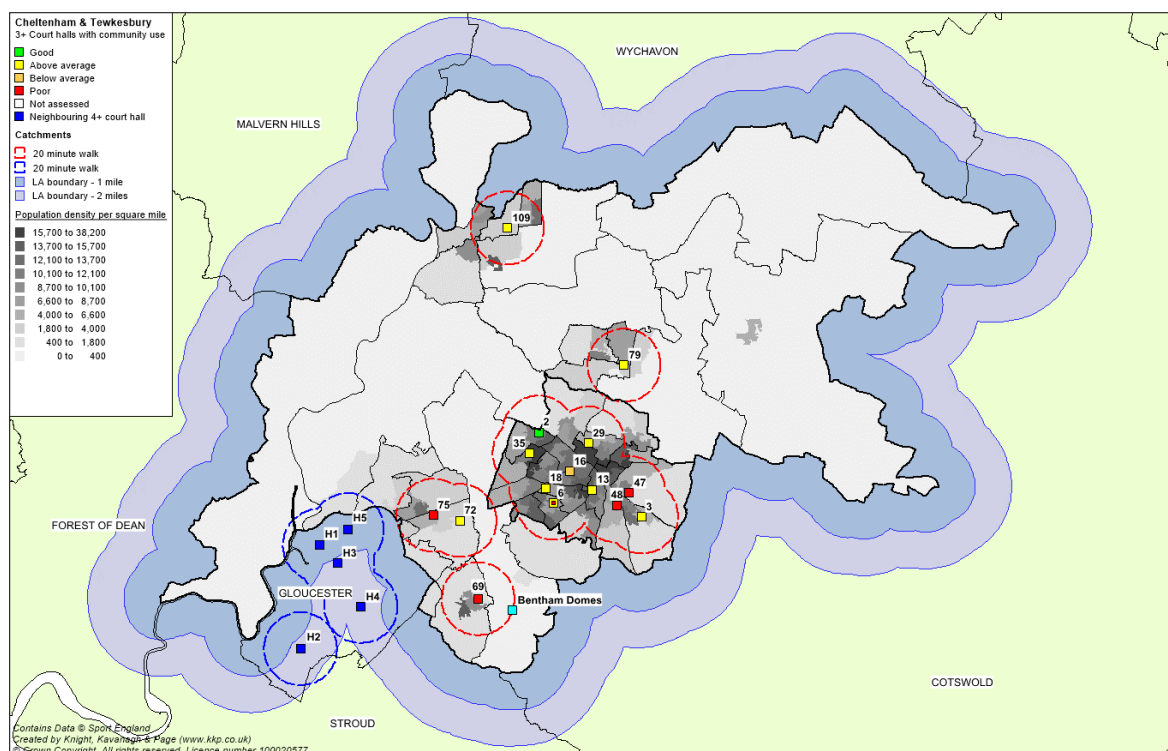


Table 4.6: Provision outside of the study area

Map ID	Site name	Courts	Local authority
H1	Archdeacon Meadow	4	Gloucester
H2	Beaufort Sports Centre	4	Gloucester
H3	Gl1 Leisure Centre	8	Gloucester
H4	Gloucester Academy	4	Gloucester
H5	Gloucester Academy	4	Gloucester

There are five facilities (with a total of 24 courts) 3 court+ sports halls as identified within a two mile radius of the local authority boundary. All of them are located to the South and West of Tewkesbury and all are located within Gloucester City. This clearly shows that the provision in Gloucester is tightly contained within a small area and that it potentially attracts users from the Tewkesbury area; and vice versa. It also demonstrates that all other rural areas rely on provision within the study area to meet their sport and physical activity needs.

Summary of supply

There are 32 sport halls across Cheltenham and Tewkesbury with at least one badminton; of these, the audit identified that 18 have three courts or more. All of these sports halls are available for some level of community use. There are two eight court halls (Leisure @ Cheltenham and Cheltenham College); Cheltenham Ladies College has a six court hall, Dean School a five court hall, with the remaining, being a combination of four and three courts in size.

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The FPM data indicates that supply of indoor sports halls for Cheltenham and Tewkesbury equates to 24 sports halls across 15 sites. Twenty out of the 24 halls are located on school sites; with all of Tewkesbury's supply on school sites.

The FPM does not include the facilities of Bournside Sports Centre (3 court hall, not listed), St Edwards Prep School (3 courts, too small) and St Edwards School (3 court, too small). The audit identifies that all have a 3-court hall and are identified as offering some community use.

The majority of facilities in Cheltenham and Tewkesbury are located in the more densely populated areas of the two boroughs and none of the sites were assessed as poor quality.

The importance of access to sports halls on education sites cannot be underestimated with 79% (62) of sport halls located on school sites. It should be noted that all of the sports halls located on education sites are currently available for community use.

The audit identified that of the facilities assessed, one sports hall was assessed as good quality (All Saints Academy), the vast majority of sites (12) were above average, with five identified as below average. None of the courts were assessed as poor quality.

Access and availability to facilities in Cheltenham and Tewkesbury is generally good with all education sites available for community use.

The data indicates that just under 70% of the population resides within a 20 minute walk of a sports hall with circa 30% living outside of this catchment. All residents of Cheltenham and Tewkesbury are within 20 minutes' drive of a sports hall.

4.3 Demand

Statistics for Active People Survey 8, covering the period October 2014 – March 2015, show that 15.5 million people did some kind of sport once a week, every week. This figure is 222,000 lower than the equivalent measure taken six months ago.

The largest falls are in swimming participation (despite this, swimming is still Britain's most popular sporting activity with 2.5 million participants per week), followed by running (2.2 million) and cycling (2.1 million), football (1.9 million) and golf (0.73million). Since the survey began in October 2006, it has consistently demonstrated that adults from higher socio economic groups are more likely to take part in sport than the converse.

Future demand

ONS project that the overall number of people in Cheltenham and Tewkesbury will rise from 2012- 2025 by 21,027 (10.6%) of which:

- ❖ There will be an increase of 4,596 (13.0%) 0-15 year olds.
- ❖ There will be a fall of 494 (2.2%) 16-24 year olds

The projected increase continues, up to 2037, will see an increase of 8,145 (18.4%) between 2012 and 2037, including a 67.9% rise in the numbers aged 65+ to become around over one in four of the population.

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Facilities Planning Model

Sport England's FPM is based on the calculated demand as outlined below; data is once again taken from the March 2016 National Run of the Sport England FPM Cheltenham and Tewkesbury Profile Report.

Satisfied demand

- ◀ The amount of demand within an area will be affected by the age and gender profile of the population. Demand for sports halls from Cheltenham residents equates to 7,319 visits per week in the peak period which is equivalent to 34 badminton courts and in Tewkesbury equates to 5,055 visits per week in the peak period which is equivalent to 23 badminton courts. This takes into account a 'comfort factor'.
- ◀ The model further estimates that 95% of satisfied demand is retained within Cheltenham and Tewkesbury. When looking at the boroughs separately only 5.7% of demand is exported to neighbouring council areas. However, in Tewkesbury 48.6% of demand is exported, this is much higher than neighbouring authorities.
- ◀ Cheltenham is a net importer of demand with more visits to Cheltenham halls from outside than the Borough (1,559 visits per week) than residents travelling to halls outside the Borough (400 visits per week)
- ◀ Tewkesbury is a very large exporter of demand with nearly half its residents visiting halls outside the Borough (2,298 visits per week) compared to imported visits (900 per week)

NGB consultation

Badminton

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

Badminton England (BE) works within a framework to try and increase participation which includes:

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

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Consultation with BE suggests that the NGB aims to ensure that the delivery of the above programmes is based on having good quality facilities that are accessible to the community. The NGB expressed the following:

- ✦ BE has good engagement with the badminton clubs across the two boroughs.
- ✦ Cheltenham is home to the Community Badminton Newtwork (CBN) which actively supports clubs, shares good practice and promotes coach and volunteer development.
- ✦ Leisure @ Cheltenham is host to the Play Badminton Framework and has been proactively developing this in recent years.
- ✦ Leisure @ Cheltenham is also host to a number of Badminton coaching workshops.
- ✦ There are a number of “Smash Up” programmes being operated from schools including; All Saints Academy, and Pates Grammar School.
- ✦ BE is less engaged with Tewkesbury Council than Cheltenham but it is not averse to development discussions.
- ✦ The main challenge for Badminton clubs is access to facilities at peak times.

There are three main badminton clubs across the two Boroughs. Pittville is based at All Saints Academy; it is a premier club offering good development for both seniors and juniors alike. Kingpins Badminton Club is based at Balcarras Schools and Cleeve Badminton Club being based at Cleeve Sports Centre. They both offer junior and senior club membership. Further, there are three more social/recreational clubs indicating a wide variety of opportunity for players of all abilities in Cheltenham and Tewkesbury area.

Sport England Market segmentation suggests latent demand for badminton of 3,059 people in Cheltenham and Tewkesbury.

Basketball

The APS data indicates that basketball participation (once a week participation: 1x30 minutes for ages 16+) has fallen by just over 14% nationally to 131,100 in the last two years.

England Basketball (EB) is the NGB for Basketball across England. The aim of the NGB is for everyone in England to have the opportunity to discover, enjoy and experience the game.

England Basketball indicated that Cheltenham and Tewkesbury is not a priority for any capital investment, however the NGB is keen to ensure that facilities are appropriate (correct technical specifications) for the development of the game. The focus for the NGB within the South West Region is to deliver the Whole Sport Plan to the largest target population and provide a pathway into club or community activities.

The Gloucestershire Basketball Association is a league that is home to all basketball clubs in Cheltenham and Tewkesbury. There are four clubs including:

- ✦ *Charlton Kings*; this club hires Bournside Academy, on Friday evenings. The Club has 20 members with one male adult team. It does not express the need for additional facilities.
- ✦ *Cheltenham Eagles*; this club hires All Saints Academy on Friday evenings.
- ✦ *Cheltenham Hawks*; this Club also hires All Saints Academy on Friday evenings.

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- Cheltenham Spartans; uses All Saints Academy on Sunday mornings. It has one adult male team playing within the league. This Club also does not require any additional facilities.

In summary, there was no additional demand for provision identified from the consultation with NGBs and clubs.

Netball

The APS data indicates that netball participation (once a week participation: 1x30 minutes for ages16+) has fallen by just under 7% to 148,700 nationally in the last two years. Netball had, prior to this, shown growth, from APS7 to APS 8 of c.22,000.

England Netball states the following:

- There are good club links with education in Cheltenham and Tewkesbury, which has led to increases in junior membership in recent years.
- One "Back to Netball" programme is to be launched in April 2016 at Pates Grammar School.
- The University of Gloucester trains and plays its matches at Leisure @ Cheltenham.
- Summer youth camps are also hosted at Leisure @ Cheltenham.
- Netball in Cheltenham and Tewkesbury is supported through the Gloucestershire County Netball Association (GCNA), which has a number of supportive working groups to develop Netball in partnership with England Netball. The working groups include adult competition and events; junior competition an events, performance, coaching and development, officiating, communication and marketing and finance.
- Netball in Tewkesbury has a central venue playing programme located at Bentham Domes. Many clubs moved away due to the poor quality of the courts. There are now only five clubs using the facility for training. The county league that is based from the facility has 900 players (junior and senior) from September – March. There was a "fun league" that had 73 teams; this has now re-located.

Table 4.7: Survey responses from netball clubs in Cheltenham and Tewkesbury

Club name	Information provided by the Club
Old Chelts Netball Club	<i>Membership:</i> 180 Juniors. Increased. No plans to increase further. <i>Home base:</i> Bournside School, Cheltenham College, Bentham Domes, Balcarras School. <i>Other information:</i> No additional court time is required by the Club.
Challengers Netball Club	<i>Membership:</i> 65 Females, 60 Juniors; increased over recent years. No aspirations to increase further. <i>Home base:</i> Tewkesbury School and Bentham Domes <i>Other information:</i> Potential closure of courts at Bentham Domes will result in the Club seeking alternative courts. No further court availability at Tewksbury School.
Cheltenham Tigers Netball Club	<i>Membership:</i> 11 females. Increased. No waiting lists but would like to increase membership further. <i>Home base:</i> Bournside Sports Centre, Bentham Domes.

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Club name	Information provided by the Club
	<i>Other information:</i> The Club has no waiting list however the quality of Bentham Domes is causing a reduction in the quality of play.
Hucclecote Netball Club	<i>Membership:</i> Over 200 members - adults and juniors. Numbers have increased over recent years and aspiration to increase further. <i>Home base:</i> Chosen Hill School and Cheltenham College <i>Other information:</i> No current issues.
Churchdown Netball Club	<i>Membership:</i> 55 female, 5 juniors; increased over recent years. Would like to increase members further. <i>Home base:</i> Chosen Hill School, Bentham Domes. <i>Other information:</i> The quality of Bentham Domes is poor and therefore the quality of play is hindered.

Summary of netball

Consultation with England Netball identified additional demand for sport halls to accommodate club training and fixtures. The main issues are for Netball is the potential closure of Bentham Domes and the requirement to relocate clubs to other venues.

Bentham Country Club freehold owner has applied for planning permission on the facilities site for the development of housing. The closure of the site was due for April 2016. However, due to delays in the application process the site will remain open during the summer period, at least until September 2016. The situation is under constant review and the final decision, with regards to the sites future, is unclear.

Closure of Bentham Domes will increase the demand on other facilities, in particular Netball, as clubs that regularly use the site will need to be relocated and accommodated elsewhere.

Gymnastics

British Gymnastics (BG) provides a national directive and structure for the sport; delivering a range of opportunities across the age spectrum to take part and stay in gymnastics, as well as developing talent and delivering top-level success. The British Gymnastics strategy aims to meet the following aspirations:-

- ✦ Gymnastics is seen as one of the top three sports in the UK.
- ✦ The British Gymnastics brand is internationally recognised and a household name.
- ✦ The Gymnastics club is the hub of the local community.
- ✦ Success creates global icons.

British Gymnastics has been through a workforce re-structure which has resulted in a change in direction in terms of club development. The focus being on supporting clubs to source dedicated facilities or satellite venues to deliver the BG development programmes, and resulting in reducing the barriers to facility access for clubs.

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The challenge for gymnastics within Cheltenham and Tewkesbury as expressed by BG is as follows:

- ✦ Currently cannot satisfy the increasing demand for facilities.
- ✦ The priority is to find dedicated facilities for clubs to aid development.
- ✦ There is a strong drive from clubs to become independent.
- ✦ No Gymnastics clubs within Cheltenham and Tewkesbury have been highlighted as priorities for facility development.

There are three gymnastics clubs in Cheltenham and Tewkesbury; Rowan Gymnastics Club, Jen-nastic and Aspire Springers (Satellite). There is also an overarching club located in Gloucester called “The Gym Centre” which is home to a number of clubs.

Table 4.8: Gymnastic clubs survey responses in Cheltenham and Tewkesbury

Club name	Information provided by the Club
Rowan Gymnastics Club	<i>Membership</i> – 700 members, membership has increased. The Club is now at capacity due to size of facility with a waiting list of 300. <i>Facilities used</i> – Unit 9 Cheltenham Trade Park. <i>Issues</i> – The Club has aspirations to raise funds to develop the current facility further ensuring that it can cater for the current and future demand.
Aspire Springers (Satellite)	<i>Membership</i> – 449 members, membership has increased. The Club is now at capacity. <i>Facilities used</i> – Tewkesbury School. Also use University of Gloucester and GL1 Leisure centre outside of the Borough. <i>Issues</i> – The Club would like its own facility. No further facility time is required at this time.
The Gym Centre	The Gym Centre is the host of a number of Clubs. The centre is located at a number of facilities including Aspire Sports (Gloucester), Bournside Sports Centre, and Tewkesbury School. However a number of Cheltenham and Tewkesbury based clubs use these facilities, including: The Cheltenham School of Gymnastics, Tewkesbury Gymnastics Club, Bournside Gymnastics Club. The centre would like to develop a centralised purpose built facility for Gymnastics.

Summary of gymnastics

Gymnastics in Cheltenham and Tewkesbury appears to be thriving with several clubs offering both male and female and disciplines. Several of the clubs are at capacity with waiting lists. With the move for BG to support clubs to manage their own dedicated facilities, there is an opportunity for partners to try and identify facilities which can become additional dedicated gymnastics facilities with the appropriate equipment, with a view to providing for current and potential increases in demand, leading to increased participation.

4.4 Summary of demand

Data suggests that participation rates in Cheltenham and Tewkesbury are above the regional and national averages, with 38.4% of adults participating in at least 1 x 30 minutes moderate intensity sport per week. This was above the national average (36.1%) and the regional average (34.0%).

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Further analysis using the Sport England active people data indicates that the following play and would like to play the following sports in Cheltenham and Tewkesbury:

Table 4.9: Sport England Active data for key sports

Sport	Currently play	Would like to play
Netball	707	622
Basketball	1005	679
Gymnastics	334	241

Supply and demand analysis

Sport England's FPM indicates that:

- ◀ In terms of overall hall provision taking into account hours available for community use there is a supply of 72 courts across Cheltenham and Tewkesbury. The population is estimated to generate a demand for a minimum of 57 courts which indicates a surplus of 15 courts.
- ◀ When the accessibility modelling is taken into account, the overall level of satisfied demand in Cheltenham and Tewkesbury is 94% which is in line with national and regional figures. The model, however, estimates that only 51% of demand for sports halls in Tewkesbury is satisfied by facilities within Tewkesbury itself, indicating that facilities in neighbouring council areas are important in meeting demand from Tewkesbury residents.
- ◀ All of the hall stock is located at and managed by education with all available for community use.
- ◀ The model estimates that, in overall terms, 66% of sports hall capacity is being used at peak times in Cheltenham and 45% in Tewkesbury; compared to a national figure of 67%.

4.5 Sport England's Facilities Calculator (SFC)

This assists local planning authorities to quantify additional demand for community sports facilities generated by new growth populations, development and regeneration areas. It can be used to estimate facility needs for whole area (Borough) populations, there are dangers in how figures are subsequently used. It should not be used for strategic gap analysis as it has no spatial dimension and it is important to note that it does not take account of:

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

Applying the same principles as within the PPS and Open Spaces Assessments (i.e. using the Cheltenham based assessment to determine the need across both areas) we have applied the population growth to Cheltenham to determine the need for additional facilities as a result of population growth.

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Table 4.10: Sports Facilities Calculator applied to ONS population increases across the study area

Study area	Population 2012 (mid-year estimate)	Population estimate 2025	Population estimate 2037
ONS data projection	202,279	223,306	238,864
Population increase	-	21,027	15,558
Facilities to meet additional demand	-	5.9 courts	4.37 courts

These calculations assume that the current sports hall stock remains accessible for community use and the quality remains the same. It appears that the projected increase in population will add to the demand for sports hall space in Cheltenham and Tewkesbury.

Conclusions

Sports hall provision across Cheltenham and Tewkesbury is predominantly based on education sites. All schools provide community access to their facilities throughout the year.

The Council managed leisure centre in Cheltenham, in particular, is full to capacity at peak periods. Education sites offer a wide range of community access for a wide variety of sports for the community. Community use of education sites is not limited to term time only with the audit and assessment indicating extensive use of them throughout the full year.

Indoor football and badminton takes place at the majority of sports hall sites. Consideration needs to be given to working closely with facility providers to provide an opportunity to relocate football activity onto 3G pitches (aligned to the Playing Pitch Strategy), in order that other sports have the potential to develop.

Consultation with NGBs and clubs has identified additional demand for sport hall space in the area. This is of particular relevance to badminton, netball and gymnastics. In relation to badminton there is a challenge for clubs in securing access to sports halls during peak times, whereas for gymnastics it is the provision of a dedicated facility (or facilities) in order that clubs can grow and meet the demand for the sports within the area. However, the main challenge for the Councils and netball is the potential closure of Bentham Domes and the ability to accommodate this displaced demand for facilities from within other facilities in the area.

Consultation also indicates that there are different levels of relationship in place between each council and relevant sports hall NGBs. There is a perception that CBC has a better network and range of relationships; however, this may simply be due to the fact that the Borough Council does not own or manage a sports hall and has not developed these relationships in order to develop these sports.

Data suggests that participation rates in Cheltenham and Tewkesbury are above the regional and national averages, however, within the Sport England segmentation data there is an identified latent demand of people who would like to participate in sports hall sports.

In order to accommodate the increased demand created by the population growth in the area, there will be a need to develop an additional six badminton courts worth of provision by 2025 and a further four badminton courts by 2037.

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The sports facility calculator results reinforce the need to ensure that all current school sports halls have secured community use, via a community use agreement and that any new schools developed in the area also have secured community use.

The current challenges reported by clubs and NGBs in relation to accessing sports halls coupled with the increased demand from population growth highlights that there is a need to develop additional provision within the Cheltenham and Tewkesbury area.

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4.6 Summary of key facts and issues

- ✦ There are 28 sports halls 19 sites (all sports halls).
- ✦ The audit identifies that the 19 sports hall sites provide 88 badminton courts⁷ (when considering all sports halls in Cheltenham and Tewkesbury i.e. they have at least one badminton court). Of these 18 have three courts or more, which offer 78 badminton courts.
- ✦ The FPM indicates that, in terms of overall sports hall provision, taking into account hours available for community use there is a supply of 72 courts across Cheltenham and Tewkesbury. The population is estimated to generate a demand for a minimum of 57 courts which indicates a surplus of 15 courts.
- ✦ There is a difference between the FPM analysis and KKP's audit with the latter identifying St Edwards Prep School and Bournside Sports Centre which have 3 courts each and are available for community use. This in turn means that the surplus provision is increased from the current 15 identified within the FPM.
- ✦ The quality of the sports hall stock in Cheltenham and Tewkesbury is varied with one hall assessed as good, 12 above average and five below average quality.
- ✦ The predominant provider of sports halls in the study area is the education sector; with all providing community access throughout the full year.
- ✦ Although football takes place in the majority of sports halls it is not considered dominant within any particular facility; however, it is also known that other sports hall clubs do have difficulty in securing access to facilities.
- ✦ Approximately 70% of the population resides within a 20 minute walk-time of a sports hall; however not all of the most deprived residents have access to a sports hall within one mile of where they live.
- ✦ Cheltenham and Tewkesbury is serviced by two 8-court badminton halls; Leisure @ Cheltenham and Cheltenham College as well as a 6-court hall at Cheltenham Ladies College.
- ✦ Community access to sports halls in Cheltenham and Tewkesbury is considered good with all sites available for community use, with many sites reporting that they are available for all of the midweek peak hours.
- ✦ The FPM estimates that 95% of satisfied demand is retained within Cheltenham and Tewkesbury. When looking at the boroughs separately, however, only 5.7% of demand is exported to neighbouring council areas. In Tewkesbury 48.6% of demand is exported, which is much higher than neighbouring authorities.
- ✦ The main challenge for the area relates to the potential loss of Bentham Domes which has accommodated significant netball over the years. Although it could be argued that the area has sufficient supply to accommodate this demand it should also be recognised that over 25% of the supply is 3 court facilities (unsuitable for netball) and that the majority of facilities are well used during the peak period.
- ✦ Gymnastics is a growing sport in the area and the supply of facilities is not currently meeting the demand. There will be a need to consider the potential development of a permanent facility (or facilities) to meet current demand and enable participation to grow.
- ✦ All NGBs expressed that to develop their sport facilities must be appropriate and to the correct technical specifications.
- ✦ **In order to accommodate the increased demand created by the population growth in the area, there will be a need to develop an additional six badminton courts worth of provision by 2025 and a further four badminton courts by 2037.**

⁷ The FPM does not include 1 and 2 court halls

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SECTION 5: SWIMMING POOLS

A swimming pool can be defined as an “enclosed area of water, specifically maintained for all forms of water based sport and recreation”. It includes indoor and outdoor pools, freeform leisure pools and specific diving tanks used for general swimming, teaching, training and diving.

Many small pools will be used solely for recreational swimming and will not necessarily adhere to ASA technical standards. It is generally recommended that standard dimensions should be used to allow appropriate levels of competition and training and to help meet safety standards. However, relatively few pools need to be designed to full competition standards or include spectator facilities.

Single community pools should have a minimum shallow water depth of 0.9 m (if there is no learner pool) and a deep end of 1.8 m or 2.0 m. Where a learner/teaching/training pool is provided, the shallow water depth of the main pool should be increased to 1.0 m in order to better cope with tumble turns.

Training for competition, low-level synchronised swimming, and water polo can all take place in a 25 m pool, and with modest spectator seating, the pool will also be able to accommodate competitive events in these activities. Diving from boards, advanced synchronised swimming and more advanced sub-aqua training require deeper water. These can all be accommodated in one pool tank, which ideally should be in addition to the main swimming pool. A dedicated tank for deep-water use may be an essential requirement for some activities at certain levels of competition.

5.1 Sport England Facilities Planning Model (FPM)

The Sport England Facilities Planning Model for Cheltenham and Tewkesbury was undertaken using the 2016 National Facilities Audit Data. The key summary of the FPM analysis for swimming pools identifies that:

Supply

Cheltenham

- ◀ There are nine swimming pools on seven sites across Cheltenham. Eight pools are classed as main pools, with the other being a diving pool at Leisure@Cheltenham.
- ◀ There is a total supply of 2,539m² of water space, which, when scaled with hours available in the peak period equates to 1,904m²
- ◀ This equates 21.26m² of water space per 1,000 population which is significantly higher than both the national (12.42) and regional (13.49) averages.
- ◀ Cheltenham pools offer capacity for 16,512 visits per week in the peak period.
- ◀ Five of the nine pools are located on and owned by the education sector, with three pools owned by the local authority on its Leisure @ Cheltenham site which is operated by a trust and one commercial sector facility at Fitness First.
- ◀ Most of the swimming pool stock in Cheltenham is relatively old (5 pools were built 45+ years ago although these have been refurbished in some way in the last ten years).
- ◀ Three pools are less than 10 years old; two at Cheltenham College (see later note) and one at Fitness First.

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- ◀ All pools are assumed to be open for some level of community use during peak time. Dean close (17.5hrs) and Cheltenham College (27.5 and 32.5 hrs) have the lowest community use level at peak period. Off peak availability is more limited. Just 3 pools (2 at Leisure @Cheltenham and CLC) appear to have full availability which may indicate that off peak availability is limited.

It should be noted that the FPM analysis identifies two swimming pools at Cheltenham College. However, KKP's analysis identifies that there is only one pool available on the site which would reduce the overall supply by approximately 375m². Even with this reduction in pool water space, Cheltenham would still have an above average ratio of water space per 1,000 population.

Tewkesbury

(The replacement for Cascades LC was not included in the analysis)

- ◀ There are six swimming pools on five sites across Tewkesbury. Five pools are classed as main pools, with the other a learner/training pool at Cascades.
- ◀ There is a total supply of 1,146 square metres of water space, which, when scaled with hours available in the peak period equates to 1,001m².
- ◀ This equates 13.28m² of water space per 1,000 population which is similar to both the national (12.42) and regional (13.49) averages
- ◀ Tewkesbury pools offer capacity for 8,679 visits per week at peak period (vpwpp)
- ◀ The Authority area is largely rural with swimming facilities located in the main market town of Tewkesbury and within the catchment populations of Cheltenham and Gloucester.
- ◀ Two of the six pools are located on and owned by the education sector, two are in commercial ownership with the remaining two pools at Cascades, which are local authority owned.
- ◀ Four of the six pools in Tewkesbury are over 45 years old with the remaining two pools less than 16 years old, both of which are commercially owned and managed. The two education sector pools have been refurbished to some degree in the last 10 years with the two pools at Cascades due for closure when the new swimming pool is built.
- ◀ Most pools are open for community use throughout peak time. Only 2 pools, the commercial sector ones, appear to have good availability at off peak times indicating that off peak access is limited.

A summary of the FPM data indicates that supply of swimming pools for Cheltenham and Tewkesbury equates to 15 pools across 12 sites. Seven of the 15 pools are located on education sites. The key similarity between the two local authorities is the fact that both have ageing stocks of pools, except in the commercial sector where the pools are relatively newer. It should be noted that the FPM analysis was undertaken just prior to Tewkesbury BC opening the new Tewkesbury Leisure Centre which replaced Cascades LC.

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5.1 Supply

Sport England's Active Places identifies 21 swimming pools with a total of 71 swimming pool lanes across Cheltenham and Tewkesbury. Figure 5.1 indicates that they are located mainly in the areas of higher population density within the two boroughs

Quantity

Figure 5.1: All swimming pools in Cheltenham and Tewkesbury

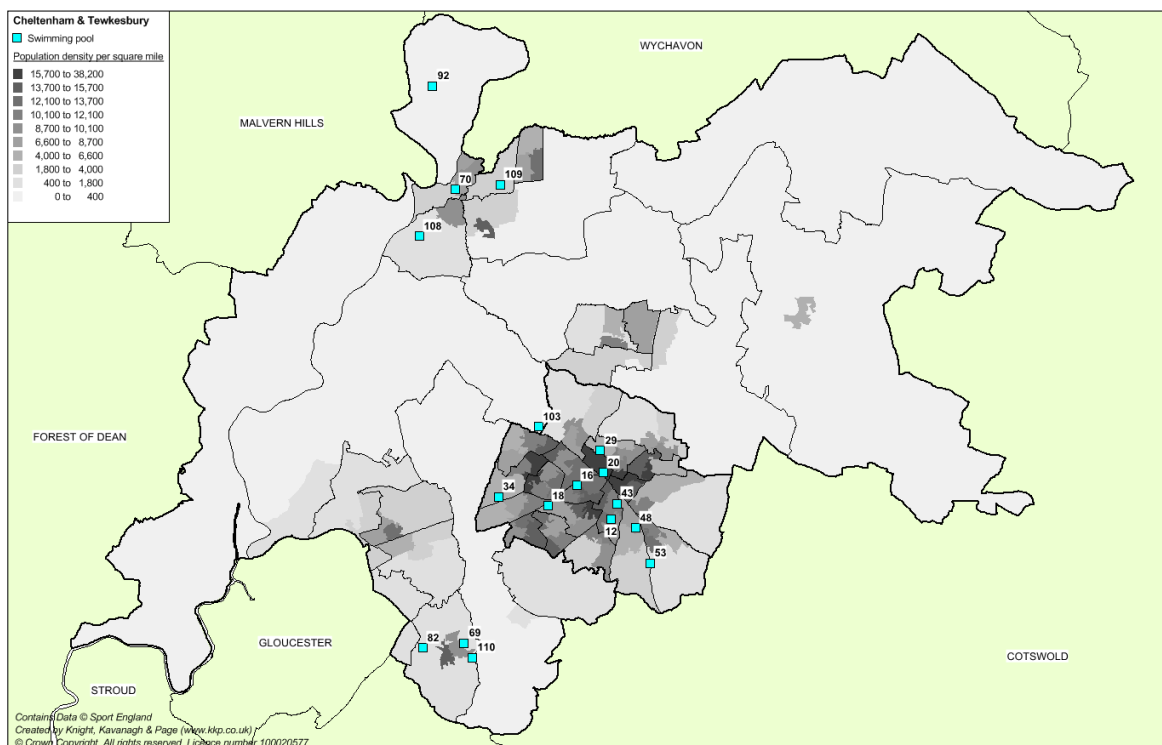


Table 5.1: All swimming pools in Cheltenham and Tewkesbury

Ref	Site name	Pool type	Management	Pools on site	Lanes
16	CLC Sports Centre	Main/General	Education	1	6
12	Cheltenham College	Main/General	Education	1	6
109	Tewkesbury School SC	Main/General	Education	1	4
48	St Edward's School	Main/General	Education	1	5
18	Dean Close School	Main/General	Education	1	6
69	Brockworth Sports Centre	Main/General	Education	1	4
92	Livingwell Health Club (Tewkesbury)	Learner/Teaching /Training	Private	1	2
20	Fitness First Health Club (Cheltenham)	Main/General	Private	1	3
34	Otium Leisure Club (Cheltenham)	Learner/Teaching /Training	Private	1	2
108	Tewkesbury Park Hotel Leisure Club	Learner/Teaching /Training	Private	1	2

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Ref	Site name	Pool type	Management	Pools on site	Lanes
70	Cascades Leisure Centre	Main/General	Local Authority	2	6
70	Cascades Leisure Centre	Learner/Teaching /Training			0
103	Sports Direct Fitness (Cheltenham)	Main/General	Private	1	3
29	Leisure @ Cheltenham	Main/General	Trust	3	6
29	Leisure @ Cheltenham	Diving			0
29	Leisure @ Cheltenham	Learner/Teaching /Training			2
53	The Club and Spa at The Cheltenham Park Hotel	Main/General	Private	1	2
43	Sandford Parks Lido	Lido	Trust	2	10
43	Sandford Parks Lido	Lido			0
110	The Cheltenham Chase Hotel	Learner/Teaching /Training	Private	1	0
82	Gloucestershire Health & Racquets Club	Main/General	Private	1	2
Total				21	71

**identified from Active Places data 2016*

This assessment is concerned with larger pools available for community use. Therefore, there are a number of pools excluded from the analysis on the basis that they are too small and are not appropriate for swimming or are lidos and are open only during the summer months. The difference between the FPM analysis and the total number of pools in the area is that the following pools have been excluded from the analysis:

Ref	Site name
92	Livingwell Health Club (Tewkesbury)
34	Otium Leisure Club (Cheltenham)
108	Tewkesbury Park Hotel Leisure Club
53	The Club and Spa at The Cheltenham Park Hotel
43	Sandford Parks Lido
43	Sandford Parks Lido
110	The Cheltenham Chase Hotel

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Quality

As part of the assessment, KKP visited main swimming pools and completed non-technical visual assessments. It is necessary to include an assessment of changing provision as this can also play a significant role in influencing and attracting users (especially the elderly, women and some BME communities). The quality ratings of the venues which allow for community use are shown in Table 5.2.

Non-technical site assessments have been carried across 17 sites, six of these are managed by Education, eight privately, three by a trust. The quality ratings are illustrated in Table and Figure 5.2.

Cascades Leisure Centre which was managed by Tewkesbury Swimming Baths Trust on behalf of the Council, has recently been closed (May 2016), with the opening of the new Tewkesbury Leisure Centre (managed by Places for People). Cascades was assessed as poor quality. The new facility Tewkesbury Leisure Centre, now open includes a main 25m pool as well as a 20m learner/trainer pool (which is bigger and deeper than the previous learner pool at Cascades - allowing more flexibility and the opportunity for more people to train and learn to swim. A range of fun features have also been included, such as water jets, water fountains and water spouts.

Unfortunately, the new leisure centre was not included within the Sport England FPM run or the quality audit as it was not open during the period in which the assessment work was undertaken. Therefore, key assumptions have been made with respect to the new provision (i.e. good quality).

The swimming pool at Leisure@Cheltenham which is managed and operated by Cheltenham Leisure Trust was assessed as good quality. However, it is also noted that the overall facility is tired and is in need of investment.

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Figure 5.2 Community accessible pools in Cheltenham and Tewkesbury.

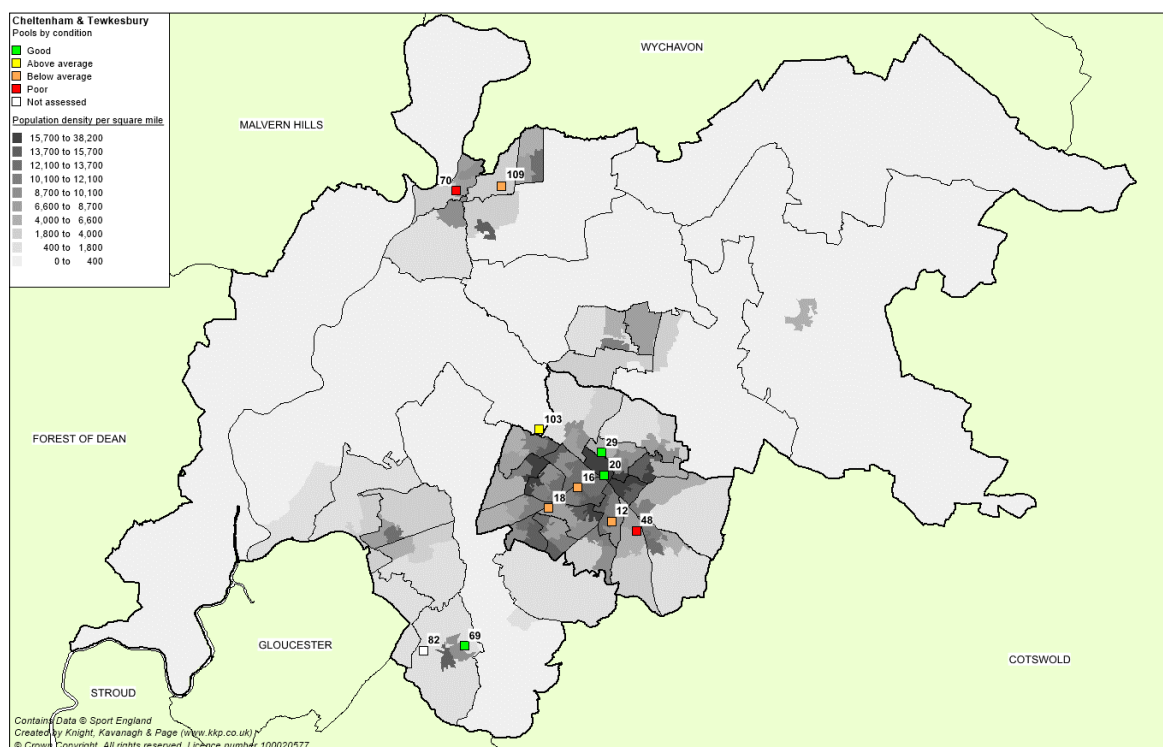


Table 5.2 Community accessible pools by quality

Ref	Site name	Facility type	Size	Condition	
				Pool	Changing
16	CLC Sports Centre	Main/General	6 lanes x 25m	Below average	Below average
12	Cheltenham College	Main/General	6 lanes x 25m	Below average	Below average
18	Dean Close School	Main/General	6 lanes x 25m	Below average	Below average
29	Leisure @ Cheltenham	Main/General	6 lanes x 33m	Good	Above average
29	Leisure @ Cheltenham	Diving	0	Good	Above average
29	Leisure @ Cheltenham	Main/General	13m	Good	Above average
48	St Edward's School	Main/General	5 lanes x 25m	Poor	Below average
69	Brockworth SC	Main/General	4 lanes x 25m	Good	Above average
70	Cascades LC	Main/General	6 lanes x 25m	Poor	Poor
70	Cascades LC	Learner/Teaching	12m	Poor	Poor
70	Tewkesbury LC	Main/General	6 lanes x 25m	Good	Good
70	Tewkesbury LC	Learner/Teaching	4 lanes x 20m	Good	Good
82	Gloucestershire Health & Racquets Club	Main/General	2 lane x 25m	Unknown	Unknown
109	Tewkesbury School SC	Main/General	4 lanes x 20m	Below average	Below average

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Ref	Site name	Facility type	Size	Condition	
				Pool	Changing
20	Fitness First Health Club (Cheltenham)	Main/General	3 lanes x 20m	Good	Good
103	Sports Direct Fitness (Cheltenham)	Main/General	3 lanes x 20m	Above average	Above average

The pool at St Edwards School was rated as poor and it is noted that Cascades Leisure Centre has subsequently been replaced with Tewkesbury LC. Leisure@Cheltenham and Brockwith Sports Centre pools are assessed as being good quality; however, it is clear that other parts of Leisure@Cheltenham are in need of investment as the building is somewhat disjointed. The four pools rated as below average are at Dean Close School, Tewkesbury School SC, CLC Sports Centre and Cheltenham College. Therefore, there is a mixed bag of quality in relation to the pools in the area.

Availability and accessibility

Operational accessibility (management and ownership)

Of the community accessible pools included within the analysis (i.e. Table 5.2) five are owned by education and managed by the individual school, three are within commercial health and fitness operations and three are local authority owned. This represents a real mixed economy of providers and operators of swimming pools in the area.

Accessibility

The three commercial facilities alongside Cheltenham Ladies College and Cheltenham College swimming pools all operate a registered member use of the facilities. That is, you need to be a member of the facility to be able to access the pool. This is a standard commercial health and fitness operating model, but is relatively unusual for schools to operate in this way.

The three community pools all offer a range of membership packages and pay and play options. Concessionary pricing is also available at these sites dependent on age, disability and if a person is in receipt of benefit. St Edward's School and Tewkesbury School SC also offer pay and play options as well as block bookings.

Appropriate walk and drive-time accessibility standards are applied to swimming facilities to determine deficiencies in provision. The normal acceptable standard is a 20 minute walk time (1 mile radial catchment) for an urban area and a 20 minute drive time for a rural area. This enables analysis of the adequacy of coverage and helps to identify areas currently not serviced by existing provision

Figure 5.3 indicates the one mile radial catchment area which, for modelling purposes, is used to help determine accessibility in urban areas (as opposed to 20 minute drive time in more rural areas). As noted earlier, Cheltenham and Tewkesbury boroughs are a mix of both urban and rural areas. The catchment areas illustrated highlight the fact that 59.6% of the population lives within a one mile catchment of accessible swimming pools.

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Figure 5.3 Accessible pools in and outside Cheltenham and Tewkesbury.

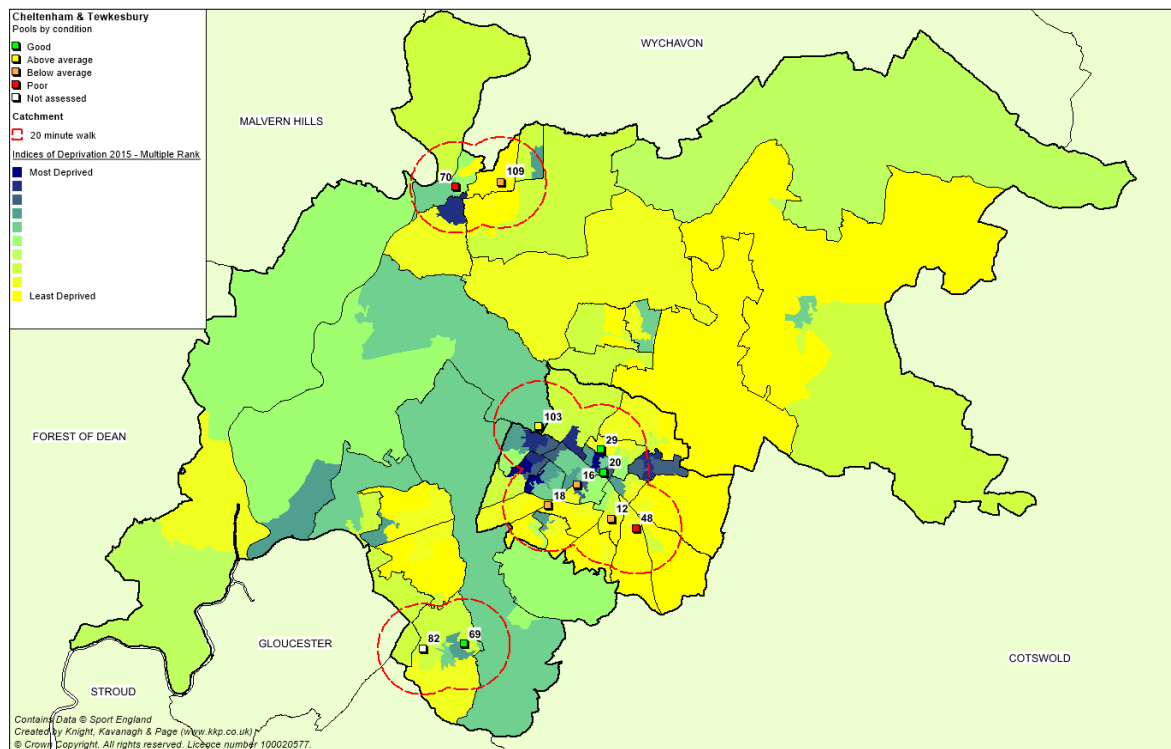


Table 5.3: IMD 2015 populations: Cheltenham & Tewkesbury CU pools, 20 minute walk

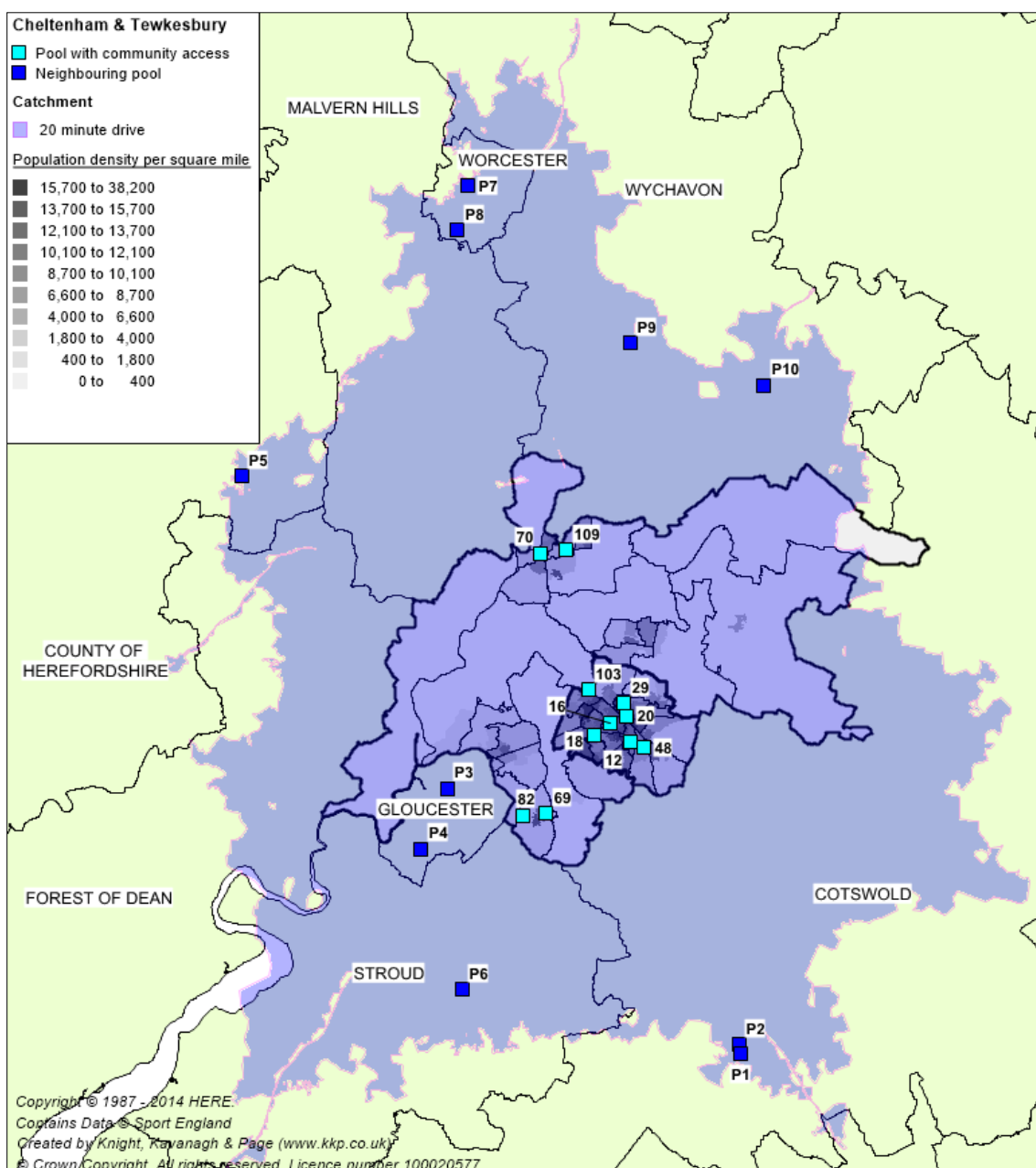
IMD 2015 10% bands	Cheltenham & Tewkesbury		Swimming pool with community use catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	4,135	2.08%	3,681	1.85%	454	0.23%
10.1 - 20	10,692	5.37%	9,139	4.59%	1,553	0.78%
20.1 - 30	10,782	5.41%	9,338	4.69%	1,444	0.73%
30.1 - 40	16,579	8.33%	12,548	6.30%	4,031	2.02%
40.1 - 50	21,157	10.63%	12,486	6.27%	8,671	4.36%
50.1 - 60	16,005	8.04%	10,440	5.24%	5,565	2.80%
60.1 - 70	4,938	2.48%	1,496	0.75%	3,442	1.73%
70.1 - 80	30,296	15.22%	14,745	7.41%	15,551	7.81%
80.1 - 90	31,197	15.67%	18,465	9.28%	12,732	6.40%
90.1 - 100	53,283	26.77%	26,309	13.22%	26,974	13.55%
Total	199,064	100.00%	118,647	59.60%	80,417	40.40%

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However, if a 20 minute drive time analysis is undertaken from each pool, this identifies that almost all of the study area is within this catchment. The only exception is the most easterly part of Tewkesbury.

Figure 5.4 below details all community accessible swimming pools in Cheltenham and Tewkesbury with a 20 minute drive time catchment. It also identifies pools within neighbouring authorities that fall within this catchment. It is clear that the M5 motorway skews the reach of facilities to the north and south of the study area. It is also worth noting that other than the facilities in Gloucester all other pools are close to the limit of the 20 minute drive time, which reduces the likelihood of them being relevant to residents of Cheltenham and Tewkesbury.

Figure 5.4 All Swimming Pools within a 20 minute drive time and neighbouring pools



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Table 5.4 Neighbouring local authority pay and play swimming pools within 20 minute drive

Map ref	Site name	Lanes	Local authority
P1	Cotswold Leisure Cirencester	6	Cotswold
P2	Cirencester Open Air Pool	5	Cotswold
P3	Gl1 Leisure Centre	4	Gloucester
P3	Gl1 Leisure Centre	8	Gloucester
P4	Beaufort Sports Centre	4	Gloucester
P5	Ledbury Swimming Pool	5	Herefordshire
P6	Stratford Park Leisure Centre (site 1)	4	Stroud
P7	Worcester Swimming Pool	6	Worcester
P8	Worcester Citizens Swimming Baths	4	Worcester
P9	Pershore Leisure Centre	5	Wychavon
P10	Evesham Leisure Centre	5	Wychavon

5.3 Demand

NGB key issues

Consultation with the Amateur Swimming Association (ASA) confirms that:

- ✦ As with most NGBs the key driver for the ASA is to increase participation, but it understands that it is dependent to a large extent on local providers.
- ✦ Its policy of developing Pool Partnership Programmes which includes a specific aquatic improvement plan is one in which the ASA is considered to be a strong partner in driving up participation and supporting the NGB's initiatives.
- ✦ The relationship with the ASA and the two Boroughs is deemed to be good with Aquatic Improvement Plans in place.
- ✦ The focus for the ASA with the Boroughs is to ensure that the ASA Swim 21 programme is delivered, the Learn2Swim programme is delivered to a high standard and that the Boroughs are supported with education for swimming teachers.

Local consultation

There are three clubs in Cheltenham and Tewkesbury: Brockworth Swimming Club, Tewkesbury Swimming Club, and Cheltenham Swimming and Water Polo Club. The Clubs are supported through the club network within Gloucester.

Table 5.5: Synopsis of swimming club consultation

Club	Summary of consultation
Brockworth Swimming Club	<ul style="list-style-type: none"> ✦ Swim 21 accredited. ✦ 80 members. ✦ Membership has remained static. ✦ Swimming pools used; Brockworth Sports Centre, St Edwards School ✦ No additional pool time required. ✦ Pool costs can be prohibitive. ✦ No swimming lessons offered.

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Club	Summary of consultation
Tewkesbury Swimming Club	<ul style="list-style-type: none"> Swim 21 accredited. The club has 65 regular members aged 7 to 17 plus 14 academy members (Open Age). The club has recently introduced a Masters section. Junior membership has decreased. Adult membership has increased due to the addition of a master session. Swimming pools used; Cascades Leisure Centre (new Tewkesbury Leisure Centre) and Tewkesbury School SC. No additional pool time required. No swimming lessons offered.
Cheltenham Swimming and Water Polo Club	<ul style="list-style-type: none"> Swim 21 accredited. Activities offered include competitive swimming training, water polo and synchronised swimming. The Club uses six sites with additional land training at Sacred Hearts Hall. There are five squads which also use Sandford lido and St Edwards school to supplement training. Each squad trains at least three times per week. The maximum number of training sessions for the top squads is seven. Synchro is thriving with five squads and training on 4 days per week. Water polo is offered 6 days per week.

Swimming lessons

Nationally, the ASA has recognised both the fiscal pressures faced by local authorities providing pools and the need for clear differentiation between teaching and coaching swimming. There are a variety of operators managing swimming lessons within Cheltenham and Tewkesbury that offer the ASA Learn2Swim programme for children and young people as well as a variety of operators providing adult lessons and lifesaving courses. These are summarised in Table 5.5.

Table 5.6: Summary of swimming lessons in Cheltenham and Tewksbury.

Ref	Site name	Swimming lessons
16	CLC Sports Centre	Children and adult lessons offered. Follows the ASA Learn2Swim programme. Lane swimming take place each morning from 7.00am. School swimming lessons take place each day. Adult lessons take place four times per week.
12	Cheltenham College	Children and adult lessons offered. Follows the ASA Learn2Swim programme. School swimming lessons take place each day.
109	Tewkesbury School Sports Centre	Follows the ASA Learn2Swim programme. Swimming lessons are provided for swimmers aged 4+ Lessons are run in blocks of 10 week terms and cost £40 for the term. Adults: 10 lessons offered on a Tuesday evening.
48	St Edward's School	Managed by Aqua Zone. Weekly ASA Learn2Swim programme. Lifesaving courses are offered.

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Ref	Site name	Swimming lessons
18	Dean Close School	Managed by Big Waves swimming school. Weekly ASA Learn2Swim programme. Adult lessons offered Lifesaving courses are offered.
69	Brockworth Sports Centre	Little Fishes swim programme Weekly ASA Learn2Swim programme. Lifesaving courses are offered.
70	Tewkesbury Leisure Centre	Weekly ASA Learn2Swim programme with 700 children and adults accessing the programme. The aim is to increase this to 1500 at the new facility, with also the addition of other water based activities.
29	Leisure @ Cheltenham	An extensive learn to swim programme is operated including; Weekly Learn to swim programme for adults and children (12 week course). Adult courses include beginners, intermediate and advanced. Children's lessons from pre-school (day time) Diving lessons available (10 week course) Fit as a fish programme for over 50's. National lifeguarding courses also available.
53	The Club and Spa at The Cheltenham Park Hotel	Weekly ASA Learn2Swim programme.
110	The Cheltenham Chase Hotel	No lessons offered, however dedicated swimming times for children.
82	Gloucestershire Health & Racquets Club	Tiny Starz and Swim Starz programme as well as adult swimming lessons all offered.

As is noted from the above, there are extensive learn to swim opportunities across the study area which reflects that parents have a high regard for the activity and willingness for their children to be able to swim. It is also worth noting that consultation with facility operators identified that facilities are well used and are generally busy during the peak period. This is especially the case for the stand alone community swimming pools which offer extensive programmes.

Sport England's FPM indicates that:

- ◀ Cheltenham's total population of 119,408 creates a demand for 7,693 visits to swimming pools at peak period each week. This equates to 1,277 sqm of water space, including comfort factor.
- ◀ At a simplistic level, Cheltenham's supply of water space (1,904 m²) is sufficient to meet the demand generated from its resident population (1277m²). However it should be noted that the FPM analysis has double counted the provision at Cheltenham College.
- ◀ There is limited access to swimming pools during off peak time with Leisure @Cheltenham and CLC offering daytime pay and play access.
- ◀ A significant number of visits are made on foot to Dean Close School (34%) indicating the importance of this site in offering accessible facilities.

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- Cheltenham is a net importer of demand with more visits to Cheltenham pools from outside than the Borough (2273 visits pwpp) than residents travelling to pools outside the Borough (577 visits pwpp)
- Tewkesbury's total population of 86,293 creates a demand for 5,418 visits to swimming pools at peak period each week. This equates to 899 sqm of water space, including comfort factor.
- At a simplistic level, Tewkesbury's supply of water space (1,001m²) is sufficient to meet the demand generated from its resident population (899m²).
- There is limited access to swimming pools during off peak time, however the new Tewkesbury LC has helped to address this.
- Tewkesbury is a very large exporter of demand with nearly half its residents visiting pools outside the Borough (2,924 visits pwpp). It also has a large proportion of imported visits (2,150 pwpp). It is anticipated that this position will change given the development of the new Tewkesbury LC.

5.4 Sport England's Facilities Calculator (SFC)

This assists local planning authorities to quantify additional demand for community sports facilities generated by new growth populations, development and regeneration areas. It can be used to estimate facility needs for whole area (Borough) populations, there are dangers in how figures are subsequently used. It should not be used for strategic gap analysis as it has no spatial dimension and it is important to note that it does not take account of:

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

Applying the same principles as within the PPS and Open Spaces Assessments (i.e. using the Cheltenham based assessment to determine the need across both areas) we have applied the population growth to Cheltenham to determine the need for additional facilities as a result of population growth.

Table 5.7: Sports Facilities Calculator applied to ONS population increases across the study area

Study area	Population 2012 (mid-year estimate)	Population estimate 2025	Population estimate 2037
ONS data projection	202,279	223,306	238,864
Population increase	-	21,027	15,558
Facilities to meet additional demand	-	225m ² 4.23 lanes	166m ² 3.1 lanes

These calculations assume that the current swimming pool stock remains accessible for community use and the quality remains the same. It appears that the projected increase in population will add to the demand for swimming pool water space in Cheltenham and Tewkesbury.

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Conclusion

Cheltenham and Tewkesbury relies predominantly on local authority and education owned swimming pools for its supply of community accessible pools. Although there are a number of commercial health and fitness pools only three of them are included within the overall supply as many are deemed too small for swimming. As such five commercial health and fitness and hotel pools are excluded from the supply.

Education based facilities are significantly important to the overall supply of swimming pools in the area. They account for five swimming pools within the community accessible supply. This provision is within the independent school sector and in some instances schools operate the facilities on a membership basis, similar to commercial health and fitness operations.

Many of the swimming pools in the area are over 45 years old and are showing signs of their age. This is especially the case with the education facilities, all of which are poor or below average.

Council owned swimming pools are full to capacity at peak periods. This is especially the case at Leisure@Cheltenham which has an extensive swimming pool programme. Although the swimming pool at Leisure@Cheltenham is rated as good quality it is also recognised that the overall facility is disjointed (with extensive circulation space) and is in need of investment.

It is anticipated that the new Tewkesbury Leisure Centre will attract increased usage (as a result of being new) and there is an aspiration to double the number of swimming lessons delivered at the facility.

The area has a strong club sector which uses a wide range of swimming provision in order to meet its training requirements; this is especially the case for Cheltenham Swimming and Water Polo Club which is the biggest club in the area. It would appear that all clubs have sufficient access to a range of facilities to meet their training needs and no additional demand was identified.

In order to accommodate the increased demand created by the population growth in the area, there will be a need to develop an additional four swimming pool lanes worth of provision by 2025 and a further three by 2037. In reality, this will equate to an additional 6 lane 25m pool and small pool by 2037.

There will be a need to undertake a wider review of the FPM analysis given that there have been duplications in the supply of swimming pools in the area.

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5.5 Summary of key facts and issues

- ◆ There are 21 swimming pools across 17 sites (all swimming pools).
- ◆ The audit identifies that there are 16 community accessible pools across 11 sites.
- ◆ Community accessible pools are provided at local authority facilities, schools and commercial health and fitness facilities.
- ◆ Schools account for five accessible swimming pool sites. The key challenge for these facilities is that they are all rated as below average or poor quality.
- ◆ Although the swimming pool at Leisure@Cheltenham is rated as good quality it is also recognised that the overall facility is disjointed (with extensive circulation space) and is in need of investment
- ◆ It is anticipated that the new Tewkesbury Leisure Centre will attract increased usage (as a result of being new) and there is an aspiration to double the number of swimming lessons delivered at the facility.
- ◆ According to the FPM analysis, Tewkesbury and Cheltenham have 1,001m² and 1,904m² respectively of water space when scaled with hours available in the peak period. However, it should be noted that Cheltenham's supply appears to double count provision at Cheltenham College while Tewkesbury's analysis does not include the new level of provision at Tewkesbury Leisure Centre.
- ◆ Tewkesbury's square meter rate per 1,000 population (13.28m²) is similar to the regional and national average whereas Cheltenham's rate of 21.26m² is significantly higher. Therefore, taking into account the double counting of the Cheltenham College supply, this would still remain above the regional and national averages.
- ◆ 59.60% of the area's population live within 20 minutes walk (i.e. 1 mile) of a community accessible swimming pool, while almost the whole population live within a 20 minute drive time.
- ◆ Consultation with swimming clubs identified that there is a strong club infrastructure within the area and that clubs appear to have sufficient pool time for their activities.
- ◆ The FPM analysis indicates that Cheltenham is a net importer of demand and that Tewkesbury is an exporter of demand; however, this has not taken into account the new Tewkesbury LC which will accommodate increased demand and is more attractive than Cascades.
- ◆ There are limited opportunities for residents to access swimming facilities outside of peak hours given that many swimming pools are based on school sites.
- ◆ Many of the swimming pools in the area are over 45 years old and are showing signs of their age. This is especially the case with the education facilities, all of which are poor or below average.
- ◆ Council owned swimming pools are full to capacity at peak periods. This is especially the case at Leisure@Cheltenham which has an extensive swimming pool programme.
- ◆ Although the swimming pool at Leisure@Cheltenham is rated as good quality it is also recognised that the overall facility is disjointed (with extensive circulation space) and is in need of investment.
- ◆ **In order to accommodate the increased demand created by the population growth in the area, there will be a need to develop an additional four swimming pool lanes worth of provision by 2025 and a further three by 2037. In reality, this will equate to an additional 6 lane 25m pool and small pool by 2037.**

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SECTION 6: HEALTH AND FITNESS SUITES

Health and fitness facilities are normally defined and assessed using a base of a minimum of 20 stations. A station is a piece of static fitness equipment and larger health and fitness centres with more stations are generally able to make a more attractive offer to both members and casual users. They can provide a valuable way to assist people of all ages, ethnicities and abilities to introduce physical exercise into their daily lives with the obvious concomitant benefits to health, fitness and wellbeing.

The current state of the UK fitness industry is complex with a variety of providers including private (ranging from low cost operators to the high end market), trusts, schools and local authority operators amongst others. The UK State of the Fitness Industry 2015 report highlights that the industry has experienced another year of positive growth over the twelve month period to the end of March 2015, with increases of 5.4% in value, 3.3% in the number of fitness facilities and a 5.8% rise in the number of members.

There are nationally 319 low cost clubs within the private sector, a 24% (62 clubs) increase over the last 12 months. Their membership has passed the one million mark for the first time (41% increase) and the total market value has increased by 43% to just under £300 million. The low cost sector continues to be the fastest growing segment of the private health and fitness market.

There are now 25 private low cost chains across the UK with Pure Gym the market leaders for the third year in a row with 92 clubs, having opened 27 in the last 12 months.

6.1: Supply

Quantity

Research undertaken for the assessment report identifies 38 health and fitness suites in Cheltenham and Tewkesbury with a total of 1,515 health and fitness stations. As identified above only facilities which have over 20 stations and no restrictions on membership are considered within the scope of the Study.

Of the 30 that were assessed, the following have fewer than 20 stations: Churchdown School Academy (19), Pittville School (17), Bournside Sports Centre (14), St Edward's School (16), Dean Close School (17), Perform Health and Fitness (17), Balcarras Sports Centre (17), Brockworth Sports Centre (18), Otium Leisure Club (Cheltenham) (15), Cascades Leisure Centre (10) and Reset Health & Fitness Centre (14).

Figure 6.1 indicates the supply of health and fitness suites in Cheltenham and Tewkesbury.

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Figure 6.1: Health & Fitness suites (20+ stations) in Cheltenham and Tewkesbury over indices of deprivation

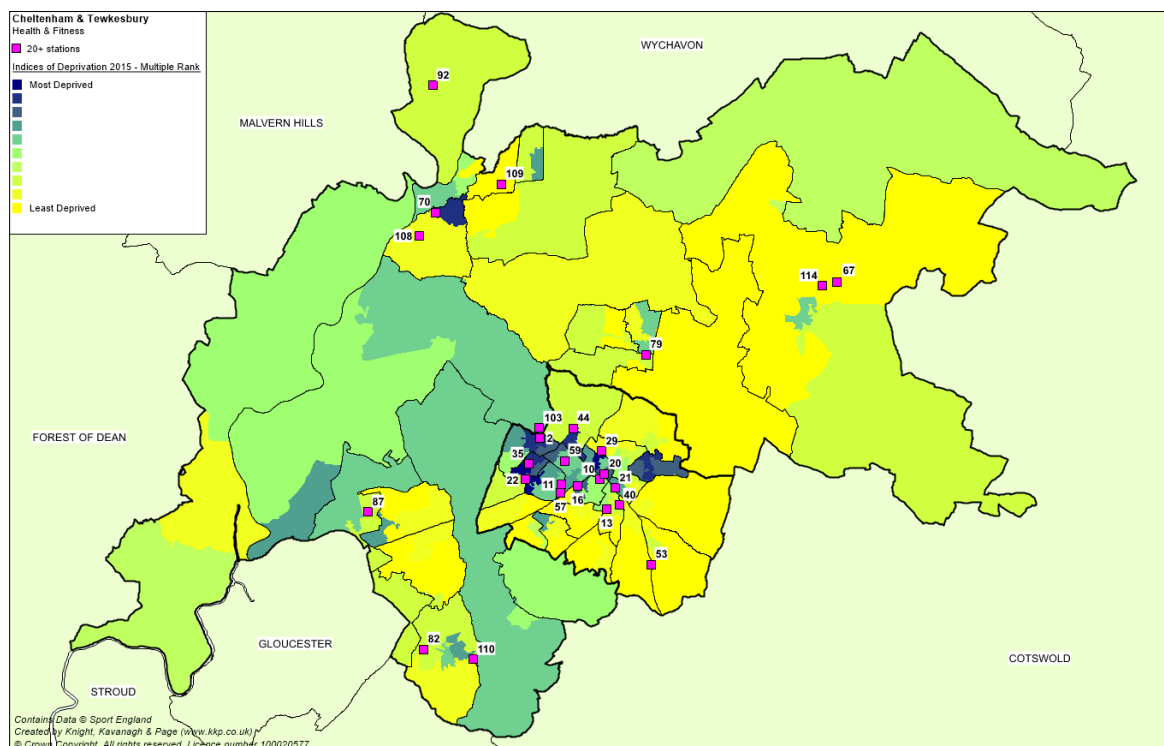


Table 6.1: All Health and fitness suites in Cheltenham and Tewkesbury (20+ stations)

Map ref	Site name	Stations	Local authority
2	All Saints Academy	25	Cheltenham
67	Body4You	22	Tewkesbury
10	Chelsea Spa Ladies Leisure Club	30	Cheltenham
11	Cheltenham Boxing Academy Boys Fitness Club	30	Cheltenham
13	Cheltenham College	21	Cheltenham
16	CLC Sports Centre	54	Cheltenham
79	Cleeve Sports & Arts Centre (Cleeve School)	25	Tewkesbury
20	Fitness First Health Club (Cheltenham)	120	Cheltenham
21	Fitness4Less (Cheltenham)	80	Cheltenham
22	GC Gym Health And Fitness	27	Cheltenham
82	Gloucestershire Health & Racquets Club	165	Tewkesbury
87	Imjin Barracks	41	Tewkesbury
29	Leisure @ Cheltenham	96	Cheltenham
92	Livingwell Health Club (Tewkesbury)	22	Tewkesbury
35	Pates Grammar School	20	Cheltenham
40	Reach Fitness (Cheltenham)	36	Cheltenham
44	Simply Gym Cheltenham	170	Cheltenham
103	Sports Direct Fitness (Cheltenham)	135	Tewkesbury
70	Tewkesbury Leisure Centre	60	Tewkesbury
108	Tewkesbury Park Hotel Leisure Club	20	Tewkesbury

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Map ref	Site name	Stations	Local authority
109	Tewkesbury School Sports Centre	20	Tewkesbury
110	The Cheltenham Chase Hotel	26	Tewkesbury
53	The Club and Spa At The Cheltenham Park	36	Cheltenham
57	Trimnasium Fitness	25	Cheltenham
114	Winchcombe School	20	Tewkesbury
59	YMCA (Cheltenham Princess Elizabeth Way)	20	Cheltenham

The audit identified that those 1,019 stations are available for community use in facilities which have more than 20 stations.

Figure 6.1 shows that there are health and fitness suites located in the more densely populated areas within Cheltenham and Tewkesbury. Cheltenham specifically is served by a mix of commercial operators including: Fitness First Health Club, Fitness4Less, Simply Gym and Sports Direct Fitness. This then means that Leisure @ Cheltenham has significant competition within the local area.

The new Tewksbury Leisure Centre includes a 60 station fitness suite and provides a new facility for Tewkesbury residents. It replaces Cascades Leisure Centre which incorporated a 10 station fitness area. This facility serves the main town of Tewkesbury to the north of the Borough; the south is predominantly served by the Gloucestershire Health & Racquets Club which also draws members from both Cheltenham and Gloucester.

Quality

Site assessments

Access to all health and fitness suites is not always possible due to commercial sensitivities. Access was denied to eight facilities including:

Table 6.2: Facilities with access unavailable for audit purposes

Facility	Number of stations	Facility	Number of stations
Chapel Spa	9	Body4you	22
Cheltenham Boxing Academy Boys Fitness Club/body Sports UK	30	Gloucestershire Health & Racquets Club	165
GC Gym Health and Fitness	27	Imjin Barracks	41
YMCA (Cheltenham Princess Elizabeth Way)	20	T24:7 Fitness	17

In total, 30 of the 38 health and fitness suites were visited and assessed. All of the sites not assessed are commercially run facilities where a registered membership is required. 11 sites have been excluded from the assessment because of their small size.

Site visits were carried out by KKP and assessors were accompanied by staff including facility managers and teaching staff. These visits provide an overall quality scoring and look for investment which has been undertaken. This is summarised in Table 6.3.

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Of the 25 sites included within the assessment the following 19 were quality assessed. This indicates that three were as assessed as good quality, four deemed as above average and twelve below average.

The quality assessments have identified the following:

- Quality is varied across all facility ownership types.
- Good sites were located at Trimnasium Fitness, Balcarras Sports Centre, Fitness First Health Club (Cheltenham) and Sports Direct Fitness.
- There will be a need for local authority owned facilities to improve their offer in order to compete effectively with the commercial health and fitness operators.

Table 6.3 Quality rating of all health and fitness suites (20+ stations) in Cheltenham and Tewkesbury

Ref	Site name	No. of stations	Community use?	Management	Quality rating
2	All Saints Academy	25	Y	Education	Below average
10	Chelsea Spa Ladies Leisure Club	30	Y	Private	Below average
13	Cheltenham College	20	Y	Education/ Private	Below average
16	CLC Sports Centre	54	Y	Education/ Private	Below average
79	Cleeve Sports & Arts Centre	25	Y	Education	Below average
20	Fitness First Health Club (Cheltenham)	120	Y	Private	Good
21	Fitness4less (Cheltenham)	80	Y	Private	Above average
29	Leisure @ Cheltenham	96	Y	Trust	Above average
92	Livingwell Health Club (Tewkesbury)	22	Y	Private	Above average
35	Pates Grammar School	20	Y	Education	Below average
40	Reach Fitness (Cheltenham)	36	Y	Private	Below average
44	Simply Gym Cheltenham	170	Y	Private	Above average
103	Sports Direct Fitness (Cheltenham)	135	Y	Private	Good
108	Tewkesbury Park Leisure club	20	Y	Private	Below average
109	Tewkesbury School Sports Centre	20	Y	Education	Below average
110	The Cheltenham Chase Hotel	26	Y	Private	Below average
53	The Club and Spa at Cheltenham Park Hotel	36	Y	Private	Below average

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Ref	Site name	No. of stations	Community use?	Management	Quality rating
57	Trimnasium Fitness	25	Y	Private	Good
114	Winchcombe School	20	Y	Education	Below average
Total		980			

Accessibility and availability

The Sport England classification of access type defines registered membership use facilities as being publicly accessible. For health and fitness suites, this generally means a monthly membership fee which can vary hugely. Whilst an expensive monthly fee does not generally enable public or community access in the truest sense (the top end cost can be as much as £95.00 per month with £100.00 joining fee at Living Well Cheltenham), budget health and fitness providers offer membership from as little as £10.99 a month.

The residents of Cheltenham and Tewkesbury have a wide range of health and fitness facilities to access, from council owned to education and private clubs, which provide an extensive range of health and fitness equipment and classes.

The majority of the available health and fitness suites have extensive opening hours with daytime access to facilities. Restrictions apply to the smaller education based facilities which in general do not allow access during the school day.

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Figure 6.2 below details health and fitness suites in Cheltenham and Tewkesbury and their location in relation to the neighbourhood boundaries.

Figure 6.2 All health and fitness facilities and those within a 2 mile catchment of the boundary

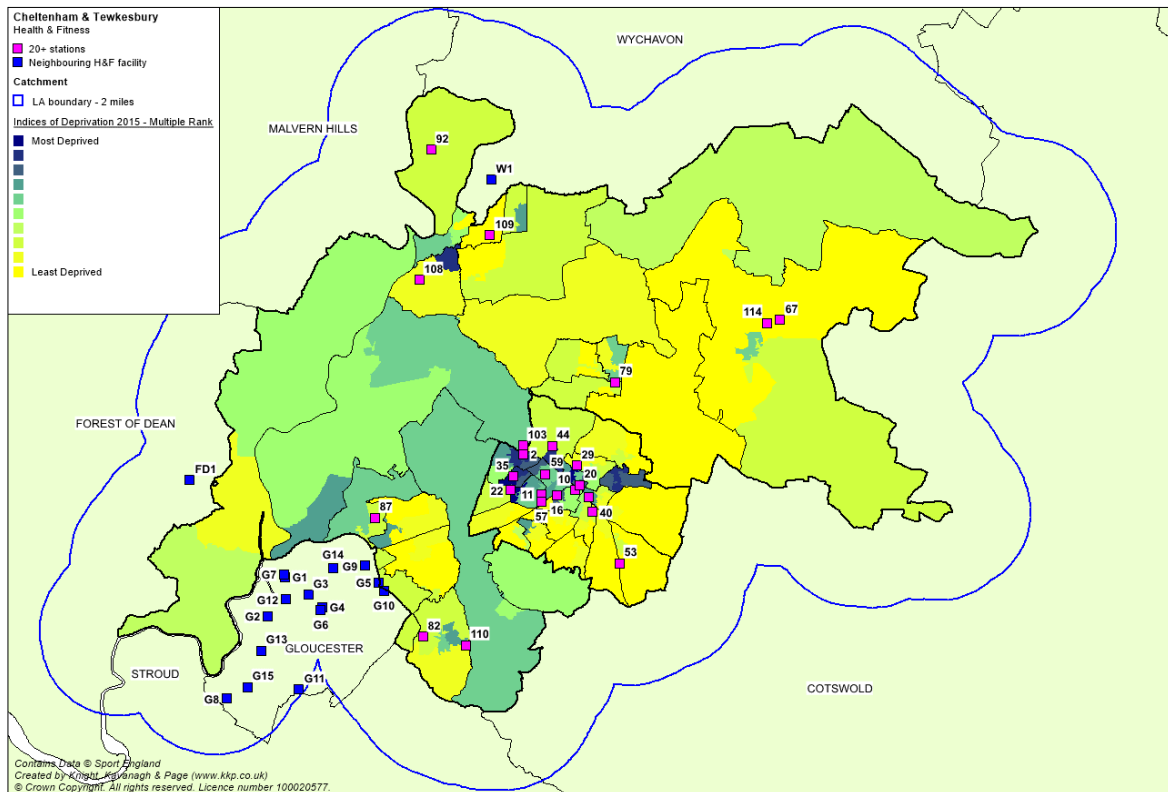


Figure 6.2 indicates a two mile catchment zone around the Cheltenham and Tewkesbury borough council areas. It is used for modelling purposes to help determine accessibility in rural areas. It clearly indicates 17 facilities (a mixture of registered membership and pay and play facilities) within the area; the majority of which are located within Gloucester.

Table 6.4: Health and fitness facilities in neighbouring authorities

Map ref	Site name	Stations	Local authority	Access type
FD1	Hartpury College	50	Forest of Dean	Registered M.ship
G1	DW Sports Fitness (Gloucester)	124	Gloucester	Registered M.ship
G2	Georges Gym	31	Gloucester	Pay and Play
G3	GI1 Leisure Centre	75	Gloucester	Pay and Play
G4	Gymnation	50	Gloucester	Pay and Play
G5	Nuffield Health (Gloucester)	120	Gloucester	Registered M.ship
G6	Prosystems MMA	26	Gloucester	Registered M.ship
G7	Riverside Sports & Leisure Club	122	Gloucester	Registered M.ship
G8	Severn Vale School	26	Gloucester	Pay and Play
G9	Sir Thomas Rich's Sports Centre	20	Gloucester	Pay and Play

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Map ref	Site name	Stations	Local authority	Access type
G10	Spirit Health Club (Gloucester)	30	Gloucester	Registered M.ship
G11	St Peters Roman Catholic High School	23	Gloucester	Private Use
G12	The Gym (Gloucester)	122	Gloucester	Pay and Play
G13	The Gym Gloucester	34	Gloucester	Pay and Play
G14	University Of Gloucestershire (Oxstalls)	34	Gloucester	Pay and Play
G15	Bodyflex	30	Gloucester	Registered M.ship
W1	Gym & Tonic Health And Fitness Club	32	Wychavon	Pay and Play

It is clear that the above does not significantly affect the provision currently available within Cheltenham and Tewksbury.

6.2: Demand

Health and fitness via exercising in a gym or class environment is a popular form of exercise across Cheltenham and Tewksbury, appealing to men and women across a wide range of age groups.

Sport England Area profiles 2016 identifies 11.3% of the adult population in Cheltenham take part in gym sessions which equates to approximately 10,900 residents. The figure (and percentage) for Tewksbury is lower at 8.3% (approximately 5,600) which is below the 'UK penetration rates' of 12%

Consultation with Tewksbury Council officers identified that the new Tewksbury Leisure Centre will have a dedicated 60 station health and fitness facility alongside a group fitness studio, which will significantly improve the quality of the offer in the town. This facility will also underpin the financial management of the facility and help to off-set the cost of running the swimming pool. The facility has just opened in May 2016 and is proving to be very successful in its initial stages.

Consultation with the Cheltenham Trust has identified plans to redevelop and expand the health and fitness offer at Leisure @ Cheltenham alongside reconfiguring the entrance and catering offer. The health and fitness facility should increase by circa 30 to 40 stations in area and will allow for the development of an improved functional training area and potential expansion of the membership base. This development is in response to the increased commercial health and fitness offer in the area and the need for the Trust to generate surpluses in order to invest in its facilities. The trust has developed a business case for this development and is looking to progress with it in the coming months. The main impact will be on the provision of squash courts as two will be lost as part of the wider development. However, from the Trust's perspective this is unlikely to impact on the provision and usage of squash.

To identify the adequacy of the quantity of provision a demand calculation based on an assumption that 'UK penetration rates' will increase slightly in the future is applied. Population increases are also factored in to enable a calculation of whether current supply will meet future demand.

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Table 6.5: UK penetration rates for community accessible health and fitness suites in Cheltenham & Tewkesbury

	Current (2012)	Future (2025)	Future (2037)
Adult population	199,064	220,091	235,649
UK penetration rate	12%	13%	14%
Number of potential members	23,888	28,612	32,991
Number of visits per week (1.75/member)	41,803	50,071	57,734
% of visits in peak time	65	65	65
No. of visits in peak time (equivalent to no. of stations required i.e. no. of visits/39 weeks*65%)	697	835	962

The model identifies 1.75 visits per week by members and 65% usage during 39 weeks of the year.

Applying UK penetration rates there is a current need for 697 stations across Cheltenham and Tewkesbury, which is expected to grow to 835 stations by 2025 and to 962 stations by 2037. This is compared to a current provision of 1,019 stations. However, the above calculation does not include a comfort factor to accommodate high demand at peak times; which can be as much as 50% of the supply. Therefore, taking this into account the current level of provision is in line with what is required to meet demand based on current average UK penetration rates.

6.3: Supply and demand analysis

Health and fitness facilities are seen as an important facet and have been a very successful addition to sports centres over the past three decades; the income derived from them helps to offset the cost/underpin the viability of other aspects of leisure provision, especially swimming pools.

The current level of provision across Cheltenham and Tewkesbury is sufficient to meet current demand, based on current average UK penetration rates. It is clear that as the population increases and demand for health and fitness also grows (not just as a result of increased population) there will be a need for additional provision throughout the area. Both Councils have responded to this through the recent development of Tewkesbury Leisure Centre and the planned redevelopment of Leisure @ Cheltenham.

However, it is also worth noting that the demand for health and fitness can fluctuate across different areas. Given the population change across Cheltenham and Tewkesbury there will be a need for health and fitness operators to accommodate the needs of an increasing older population.

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6.4 Summary of key facts and issues

- ◀ Research undertaken for the assessment report identifies 25 health and fitness suites with nearly 1,300 fitness stations.
- ◀ Of these, 20 health and fitness suites 1,019 stations indicate that they are available for community use.
- ◀ The location of health and fitness suites is focussed in the more densely populated areas of Cheltenham and Tewkesbury.
- ◀ Quality is varied across all facility ownership types.
- ◀ The current level of provision appears to be sufficient and in line with the current average UK penetration rates.
- ◀ As the population and demand for health and fitness facilities grows there will be a need to consider increased provision.
- ◀ Both authorities have responded to this through the development of the Tewkesbury Leisure Centre and the planned redevelopment of Leisure @ Cheltenham.

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SECTION 7: SQUASH COURTS

A squash court is a rectangular box with four vertical walls of varying height; being the front wall, side walls and back wall. It has a level floor and a clear height above the court area.

A squash court may be constructed from a number of materials providing they have suitable ball rebound characteristics and are safe for play; however, the World Squash Federation publishes a Squash Court Specification which contains recommended standards. The standards must be met for competitive play as required by the appropriate national governing body of Squash.

7.1 Supply

Quantity

There are a total of 33 squash courts located across eleven sites in Cheltenham and Tewkesbury. Four courts are located at the East Gloucestershire Club, of which two have a glass back. The remaining 29 courts in the assessment area do not have a glass back.

The area has seen a reduction in the number of squash courts over the past few years with a glass backed squash court located at Perform Health and Fitness, being converted to a gym and fitness centre. In addition, Tewkesbury School Sports Centre has also closed a squash court.

Figure 7.1: All squash courts in Cheltenham and Tewkesbury, over population density

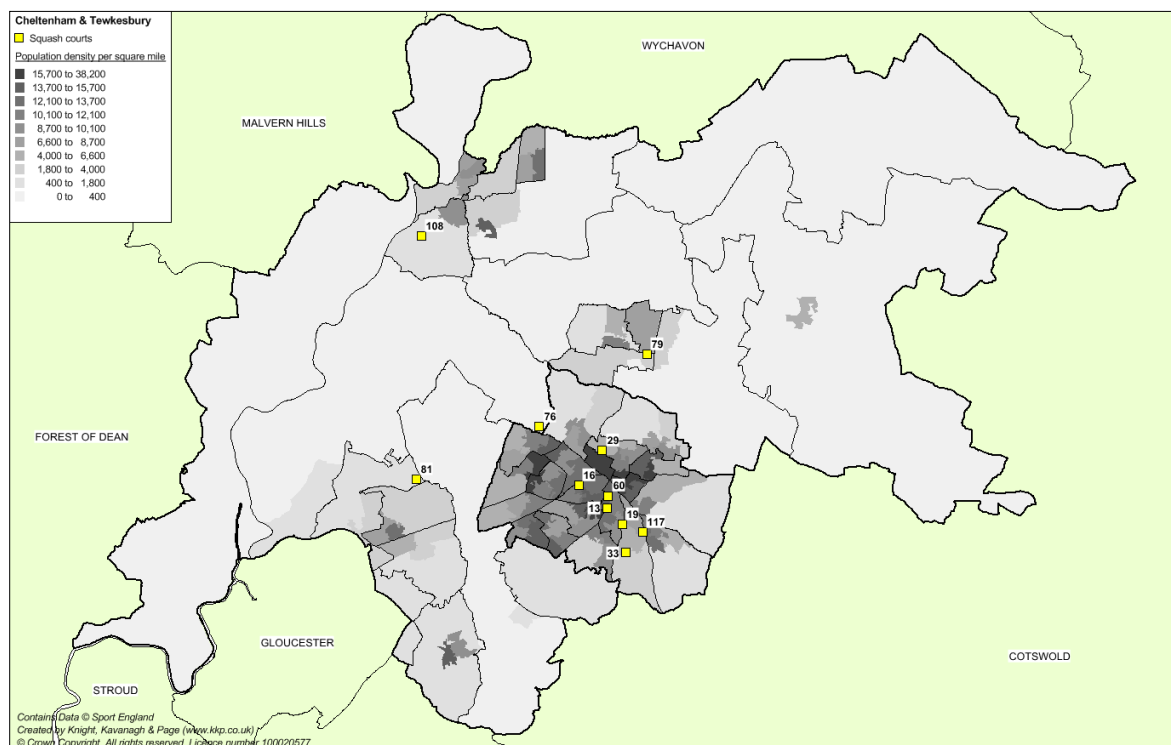


Figure 7.1 indicates that the remaining courts are all located in areas of higher population.

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Table 7.1: Squash courts in Cheltenham and Tewkesbury

Map ID	Site name	Local authority	Glass Back	Access policy	No. of courts	Condition
13	Cheltenham College	Cheltenham	No	Registered Membership use	6	Above average
16	CLC Sports Centre	Cheltenham	No	Registered Membership use	4	Poor
19	East Glocs Club	Cheltenham	No	Sports Club/ Comm. Assoc	2	Above average
19	East Glocs Club	Cheltenham	Yes	Sports Club/ Comm. Assoc	2	Above average
29	Leisure @ Cheltenham	Cheltenham	No	Pay and Play	5	Above average
33	Old Patesians	Cheltenham	No	Sports Club/ Comm. Assoc	2	Below average
60	YMCA (Vittoria Walk)	Cheltenham	No	Registered Membership use	2	Below average
76	Civil Service Sp Assoc. Ground	Tewkesbury	No	Sports Club/ Comm. Assoc	2	Above Average
79	Cleeve Sports & Arts Centre	Tewkesbury	No	Pay and Play	2	Poor
81	Dowty Sports & Social Club	Tewkesbury	No	Sports Club/ Comm. Assoc	2	Below average
108	Tewkesbury Park Hotel Leisure Club	Tewkesbury	No	Registered Membership use *Pay and Play	2	Below average
117	Sacred Hearts of Jesus and Mary	Cheltenham	No	Registered Membership use *Pay and Play	2	Above average

Quality

The four courts located at Cheltenham Ladies College Sports Centre (CLC) are assessed as in poor condition. CLC Sports Centre has plans for the refurbishments of the courts in the following months (which will be self-funded). Cheltenham YMCA is also planning to redevelop its entire site but is awaiting confirmation on its development plans.

The largest available squash facility in the assessment area is Leisure@Cheltenham, which five courts considered to be in above average condition. Consultation with Cheltenham Trust has identified plans to redevelop and expand the health and fitness offer at Leisure@Cheltenham alongside reconfiguring the entrance and catering offer. The main impact will be on the provision of squash courts as two will be lost as part of the wider development. However, the Trust has identified that there is currently spare capacity and that the three remaining courts will be sufficient to meet current demand.

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Accessibility and availability

Five sites across the assessment area, Cheltenham College, CLC Sports Centre, Sacred Heart Church, Tewkesbury Park Hotel Leisure Club and Cheltenham YMCA operate their courts on a registered membership basis. This means the usage of the courts is restricted with no ad-hoc community use available. The courts at Cheltenham College and CLC Sports Centre courts are primarily used by members of the colleges.

The four facilities in the assessment area which are based at sports club venues are Old Patesians, Civil Service Sports Association, Dowty Sports and Social Club and East Gloucestershire Club. The courts at these sites are used by the teams at each club and have restricted membership use.

East Gloucestershire Club has a total of four courts, two of which have glass backs; they are primarily used by the clubs six men's teams.

The remaining site available for community use on a pay and play basis is Leisure@Cheltenham, which is the largest facility available for community use. It currently has five courts available to the public, all of which are of above average quality. Courts are available every weekdays between 6am and 10pm and weekends between 8am and 6pm. During weekday evenings the courts are busy and at times all are used. However, the Trust has identified plans to lose two courts as part of a fitness extension and redevelopment and it believes that peak demand can be spread across fewer courts.

7.2 Demand

The adult (16+) participation rate in sport, of at least once per week, in Cheltenham is 38.4% and is 36.7% in Tewkesbury (Active People Survey 9- 2014/15). These are both higher than the national (35.8%) rate. Based upon this measure at least, it would suggest that residents of Cheltenham and Tewkesbury are more active than their national counterparts.

Overall latent demand for people who would like to participate in sport in Cheltenham (60%) and Tewkesbury (61.4%) is higher than both the national (58%) and regional (Gloucestershire - 55.7%) levels.

Sport England Market Segmentation data identifies that 1,153 people in Cheltenham are currently participating in squash and racketball in Gloucestershire. An additional 722 people state that, they would like to begin participating in the sport in the future. The data for both Cheltenham and Tewkesbury indicates that there is a potential for future demand in the sport.

The closure of squash courts at both Perform Health and Fitness and Tewkesbury School Sports Centre has reduced the availability of courts and transferred use to other courts. Table 7.2 identifies the key characteristics of each squash facility.

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Table 7.2: Summary of squash court usage

Map ID	Site name	Local authority	No. of courts	Usage
13	Cheltenham College	Cheltenham	6	Primarily used by the College for physical education and by the College squash team. The School uses the courts for inter-school squash competitions. The College has eight teams: Boys 1 st , Girls 1 st , Boys 2 nd , Girls 2 nd , Boys 3 rd , Boys U16, Boys U15 A and Girls U15A It has limited capacity as it is used by the school and is only available to private members.
16	CLC Sports Centre	Cheltenham	4	Primarily used by the College for its sports team. The School hosts inter-school squash competitions. Currently has a Girls U18A and a Girls U15A.
19	East Gloucestershire Club (East Glos)	Cheltenham	2	The Club has teams in each level of the Gloucestershire Squash and Racketball Association (GSRA) winter League (Premier – East Glos A and B, Division One – East Glos C and D and Division Two – East Glos E and F). It also had two teams in the Summer GSRA League 2015 (East Glos A and B).
29	Leisure @ Cheltenham	Cheltenham	5	The facility has an informal squash ladder which is arranged by the players and not Leisure@ Cheltenham. There is spare capacity for more use of the facilities during off peak times. The facility is, however, at capacity on weekdays from 6-10pm.
33	Old Patesians	Cheltenham	2	The Club has teams in each level of the GSRA winter League (Premier, Division One and Division Two). It also has a team in the summer GSRA League 2015.
60	YMCA (Vittoria Walk)	Cheltenham	2	The facility has 20 male and 3 female members with the facility planning on increasing these numbers. Due to reduced opening times of the courts, open for use Tuesdays and Thursdays, it has seen its members decrease in the last three years.
76	Civil Service Sports Association Ground	Tewkesbury	2	The Club has teams in each level of the GSRA winter League (Premier, Division One and Division Two). It also has a team in the summer GSRA League 2015.

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Map ID	Site name	Local authority	No. of courts	Usage
				Internally, the Club has a box league and hosts three tournaments a year (Handicap, Double and Club Championship).
79	Cleeve Sports & Arts Centre	Tewkesbury	2	The facility is primarily used by Cleeve Secondary School. It is only available for community use outside of school hours and holidays. It has limited capacity to extend participation.
81	Dowty Sports And Social Club	Tewkesbury	2	The Club has a team in Division 1 of the GSRA winter League. It also has a team in the summer GSRA League 2015.
108	Tewkesbury Park Hotel Leisure Club	Tewkesbury	2	The Club has teams in the Premier and Division Two of the GSRA winter League (Premier, Division One and Division Two). It also had a team in the summer GSRA League 2015. There is capacity for more use of facilities during off peak times. Facility is at capacity weekdays 6pm to 10pm. There is also spare capacity in off peak times.
117	Sacred Hearts of Jesus and Mary	Cheltenham	2	Matches are arranged internally on an ad-hoc basis. The facility does not enter any county leagues.

7.3 Key issues and challenges

Gloucester County Squash Association (GCSA) is responsible for the management and organisation of squash and racquetball in Cheltenham and Tewkesbury. The priorities are to ensure that participation in squash and racquetball is increased and sustained.

Active People data suggests that there is an ageing squash population in the assessment areas, with a large focus on increasing participation levels with the 35+ and within higher education institutions.

Consultation with ESR suggests that Cheltenham and Tewkesbury are priority areas for the sport. The latest ESR figures show a continuous decline in participation nationally, despite unparalleled success at the elite level. As a result, Sport England confirmed in January 2014 a 20% reduction (£355,000) in funding which would have been used to fund participation programmes across the country, including Cheltenham and Tewkesbury. The NGB has identified the main priority for Gloucestershire is the protection of all courts with the focus on the creation of new four court facilities. The development of the sport for the assessment areas is with the increasing of membership levels and the development of multi courts sites.

In addition, ESR also identifies a number of challenges for Gloucestershire including the ongoing maintenance of courts to retain quality, promotion of squash at recreational level and ensuring courts remain available for both competition and casual use.

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7.4 Summary of key facts and issues

The following summary on squash court facilities can be identified:

- ◆ There are 33 squash courts in Cheltenham and Tewkesbury, of which two have glass backs.
- ◆ Squash courts are available and managed by a wide range of providers including sports clubs, education, leisure operators and commercial fitness clubs.
- ◆ Seven sites are based in Cheltenham with the remainder being based in Tewkesbury.
- ◆ Courts are generally located in areas of higher population; the majority of which can be located in and around Cheltenham.
- ◆ Demand for courts is high on weekday evenings, although courts have spare capacity during off peak hours and at weekends.
- ◆ Most courts, across the assessment area, are at full capacity during the evenings (6pm – 9pm).
- ◆ Perform Health and Fitness and Tewkesbury School Sports Centre no longer has any squash provisions on site.
- ◆ The largest available squash facility in the area is Leisure@Cheltenham, which has five courts, although there are plans to reduce this to three in line with the redevelopment of the facility's fitness offer.

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SECTION 8: INDOOR BOWLS

Indoor Bowls is a game played in a similar way to lawn bowls and although there are slight differences between the two, it is essentially an indoor version of the outdoor game. Indoor bowls is played on strips of replica green of a comparable length to lawn bowls.

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

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

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

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

A successful indoor bowls centre requires a combination of the right location, design, and financial and general management. Sport England⁸ guidelines on catchment for indoor bowls centres are set out to be interpreted in the light of local circumstances:

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

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

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

⁸ Sport England Design Guidance Note Indoor Bowls 2005

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8.1 Supply

Quantity

There is currently one indoor bowling facility located in Brockworth, Tewkesbury called MidGlos Indoor Bowls Club (MidGlos). The Club is managed by a voluntary Board of Directors and committee members. It moved to its current facility in 2000 where it has seven purpose built indoor bowls rinks. The Club has over 400 members, its youngest members being age 11.

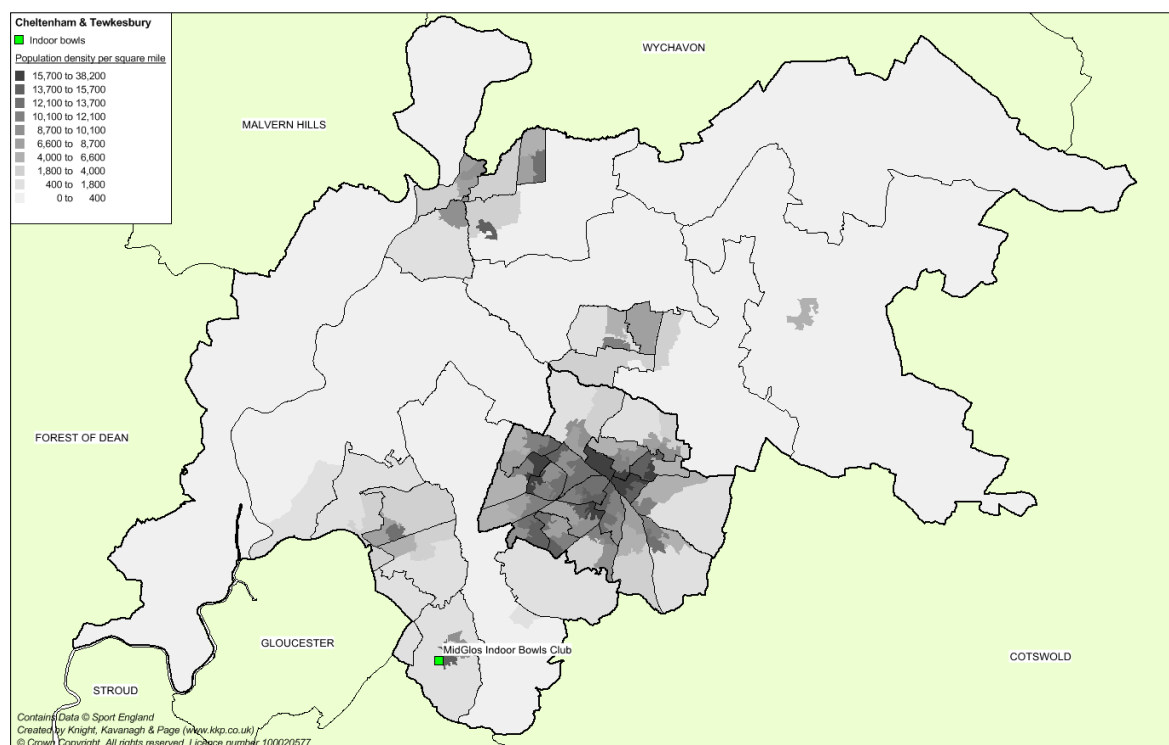
Quality

In addition to the seven rinks, the Club also has a bar, changing facilities and function rooms available for community hire. All facilities are in good condition.

Accessibility

MidGlos is located in Brockworth which is in the borough of Tewkesbury. It is used primarily by members. Its location means that it is accessible for other outdoor bowls clubs in Cheltenham and Tewkesbury (and Gloucester). Members of Cheltenham Bowls Club use the facilities at MidGlos during winter.

Figure 8.1: Indoor Bowls facility in Cheltenham and Tewkesbury



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Table 8.1: Key to map

Map ref	Site name	Rinks	Local authority
94	MidGlos Indoor Bowls Club	7	Tewkesbury

Figure 8.2 indicates a further two facilities within 20 minutes drive of Mid Glos indoor Bowls Club.

Figure 8.2: Indoor bowls clubs within 20 minute drive time of MidGlos

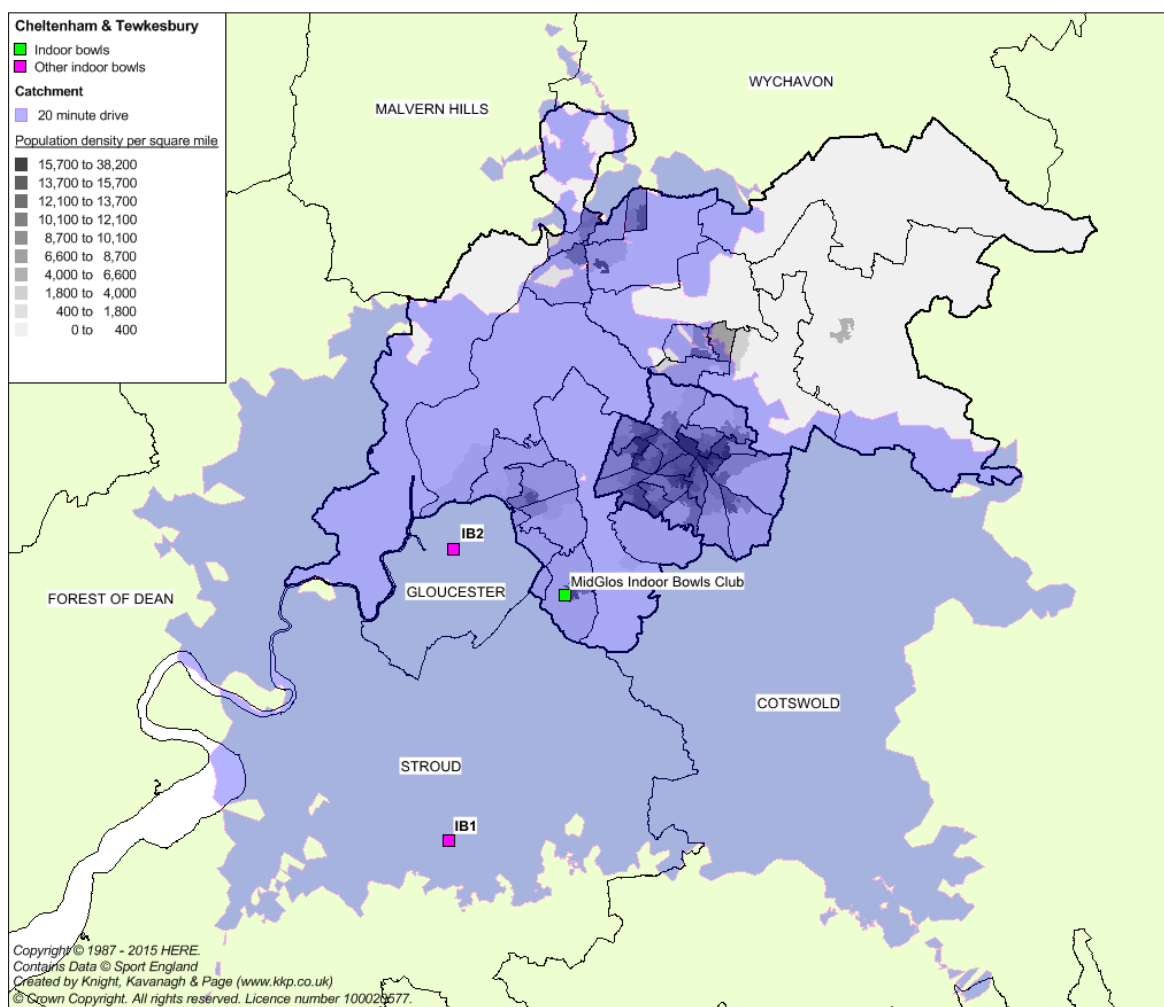


Table 8.2: Key to map.

Map ref	Site name	Rinks	Local authority
IB1	Cotswold Bowls Club	6	Stroud
IB2	GI1 Leisure Centre	4	Gloucester

The above map indicates that the majority of the population is served by the MidGlos Indoor Bowls Club, but that the majority of potential users will need to have access to a car to travel to the facility. In reality the provision is centred around the wider Gloucester area rather than the Cheltenham and Tewkesbury study area.

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Consultation did not express significantly high demand for an additional indoor bowls facility. This potentially reflects the context of a national trend of decline in participation in the sport, in spite of the ageing population nationally. Sport England's 2005 guidance note on indoor bowls advises a ratio of 80-100,000 population per six - rink indoor facility and that users are unlikely to drive more than 20 minutes to an indoor bowls facility.

8.2 Demand

Consultation with MidGlos Indoor Bowls Club indicates the following:

- ✦ The current membership is c.400; which is below the range of members required to ensure a facility is sustainable (i.e. 80 – 100 members per rink would give a membership of between
- ✦ Membership ranges from as young as 11 years of age with the Club offering new starters three free lessons with coaches.
- ✦ Consultation with Cheltenham Bowls Club suggests that members of the club use MidGlos Indoor Bowls Clubs facilities during the winter season (September to March) as it does not have capacity to do so at its site.
- ✦ Sports England's Segmentation Tool indicates that currently there are 868 people playing bowls in Cheltenham and 717 in Tewkesbury. There is latent demand in both these analysis areas with 194 people in Cheltenham and 157 people in Tewkesbury suggesting that they want to take part in the sport but currently do not.
- ✦ Bowls, in general, has seen a decline in demand generally. The active people surveys (APS) confirms that since 2013 bowls has had steady decline in participation levels. (APS7, APS8 and APS9) nationally.
- ✦ Outdoor bowling clubs in Cheltenham and Tewkesbury use MidGlos's facilities in the winter due to a shortage of indoor rinks available.

8.3 Summary of key facts and issues

- ✦ There is one indoor bowling centre in Tewkesbury; MidGlos Indoor Bowls Club.
- ✦ The Club is now managed by a voluntary board of directors and committee members.
- ✦ There are seven indoor rinks, assessed as good quality.
- ✦ The ancillary facilities, bar and restaurant, are available to hire for external events.
- ✦ Local bowls clubs use MidGlos during the winter months for playing bowls.
- ✦ The Club has c. 400 members, starting from eleven years old and upwards.
- ✦ The current membership level is below the range of members required to ensure a facility is sustainable (i.e. 480 – 600 members for a facility this size), which indicates there is capacity to accommodate more bowlers.
- ✦ Sport England Market Segmentation indicates that in both assessment areas, Cheltenham and Tewkesbury, a total of 351 people would like to participate in bowls who are currently not doing so.
- ✦ The location of the club means that the majority of potential users will need to have access to a car to use the facility.
- ✦ **Given the spread of the population between both authorities it may be difficult to establish a business case for a stand-alone facility of this type, few of which have been developed nationally in recent years. Nonetheless indoor bowling in its short or long mat form could be incorporated into a new build community / village hall on a smaller scale or as part of a multi – activity space.**

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SECTION 9: INDOOR TENNIS COURTS

The Lawn Tennis Association (LTA) is the NGB for all tennis provision within the UK and administers the sport at national and regional level. It uses two terms to describe indoor building types:

Traditional

A permanent structure made of traditional materials using traditional construction techniques. This commonly takes the form of steel or timber portal frame spanning the full length of the court (including run backs) clad in a material to suit local conditions e.g. metal cladding, brickwork or timber boarding.

Non traditional

A permanent or non-permanent structure made of non-traditional materials using non-traditional construction techniques. Three types of structure fall into this category:

- ✦ Air supported structures (air halls)
- ✦ Framed fabric structures
- ✦ Tensile structures

Outdoor tennis courts will be referenced and assessed in the accompanying Playing Pitch Strategy. Please refer to this document for further information.

9.1 Supply

There are two facilities in Cheltenham and Tewkesbury with indoor tennis provision. These are Gloucestershire Health and Racquets Club (GHRC) and Bentham Country Club.

GHRC is managed by Virgin Active and has six indoor courts (two Acrylic, four other) with an additional indoor court available in the winter months (an air hall); use of the facilities are for GHRC registered members only. GHRC is the main location for indoor tennis within the two assessment areas. The facility is a multi-sport site offering a range of other racket sports as well as a gym, swimming pool, restaurants and spa for use by its members.

Bentham Country Club has two macadam courts available on a pay and play basis. There is spare capacity for the use of these courts as they only receive small amounts of ad-hoc play during the week. The courts are full to capacity during school holidays as the Country Club holds tennis camps for local children. The site is used for various other sports including netball and five a side football.

The location of the indoor tennis facilities are shown in Figure 9.1 below. It shows that provisions GHRC and Bentham Country Club are located in between central Cheltenham and Gloucester. Both facilities are situated away from densely populated areas.

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Figure 9.1: Indoor tennis facilities in Cheltenham and Tewkesbury, over population density

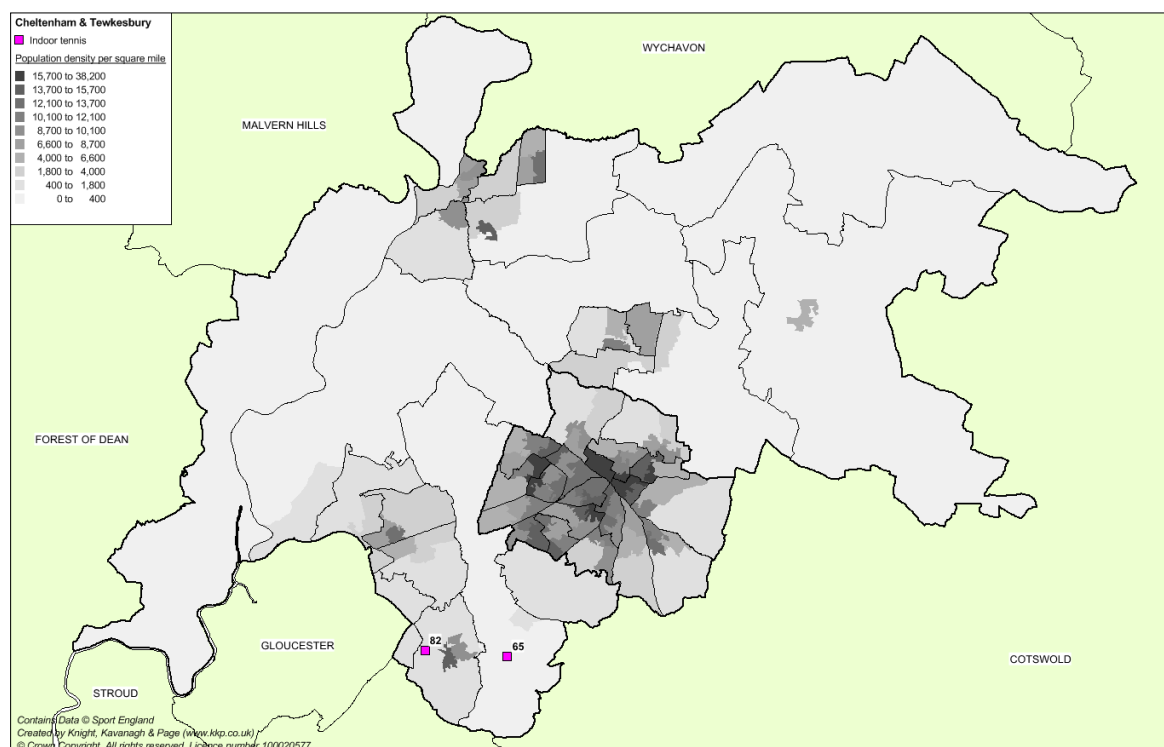


Table 9.1: Key to map

Map ref	Site name	No. of courts	Local authority
65	Bentham Country Club	2	Tewkesbury
82	Gloucestershire Health & Racquets Club (virgin Active)	2	Tewkesbury
82	Gloucestershire Health & Racquets Club (virgin Active)	4	Tewkesbury
82	Gloucestershire Health & Racquets Club (virgin Active)	1	Tewkesbury

9.2 Demand

Gloucester Health and Racquets Club is the main facility in the assessment areas. There is an extensive programme of opportunities to participate, social sessions and match play for all ages and abilities. The facility is partners with LTA and hosts associated and endorsed programmes such as Active Aces, Mini Aces and tennis camps. The use of the facility has limited capacity as its use is only from Virgin Active members.

Bentham Country Club freehold owner has applied for planning permission to develop the facilities on site with the proposal to either continue as a sporting facility or for the development of housing. The closure of the site was due for April 2016. However, due to delays in the application process the site will remain open during the summer period, at least till September 2016. The situation is under constant review and the final decision, with regard to the future of the site is unclear. If the facility closes there may be an increase demand for facilities at GHRC, as the only facility in the assessment areas that has facilities for indoor tennis.

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The East Glos Tennis Club (located in Cheltenham) has previously undertaken a feasibility study to determine the potential to develop indoor tennis provision on its site. This feasibility was part funded by the LTA as there was an aspiration to develop a grass court tournament on the site and the provision of an indoor facility was a key part of the potential development of this tournament (i.e. as alternative courts during wet weather). Although there was a clear business case and potential market for the development of an indoor tennis facility, the development has not been progressed following a decision by club members.

The adult (16+) participation rate in sport, of at least once per week, in Cheltenham and Tewkesbury is 38.4% and 36.7% respectively (Active People Survey 9- 2014/15). These are both higher than the national (35.8%) rate and indicates that the local population has a higher propensity to participate in sport and physical activity.

Sport England Market Segmentation data identifies there are currently 2,151 people in Cheltenham and 1,488 in Tewkesbury participating in all forms of tennis, including indoor tennis. A further 2,347 people in Cheltenham and 1,553 people in Tewkesbury state that they would like to begin participating in the future, indicating a potential future growth in demand.

9.3 Summary of key facts and issues

In summary, the above consultation and analysis indicates the following with regard to indoor tennis provision:

- ◀ There are currently two facilities with indoor tennis provision in Cheltenham and Tewkesbury. These are Gloucestershire Health and Raquets Club and Betham Country Club.
- ◀ Gloucestershire Health and Raquets Club is the main facility in the assessment areas for indoor tennis as it has six indoor courts with this rising to seven in the winter.
- ◀ GHRC is a members club with people using the facilities having to be a member of Virgin Active. The Club offers a wide range of tennis programmes for all age ranges and abilities.
- ◀ Bentham Country Club is the smaller of the two facilities and has two macadam indoor courts. The facility owner is currently progressing a planning application that may see it replaced by a housing development which will mean the loss of sporting provision in the analysis areas.
- ◀ The possibility of the closure of Bentham Country Club may increase the demand of GHRC facilities.
- ◀ The closure of Bentham Country Club will potentially have greater impact for the provision of netball rather than tennis.
- ◀ **The potential need and opportunity for indoor tennis courts has been identified within a prior feasibility study to develop courts at the East Glos Tennis Club (located in Cheltenham); however, the development has not been progressed following a decision by club members. In effect, the need was established, but was insufficient to convince members to make the changes required to accommodate indoor provision.**

CHELTENHAM AND TEWKESBURY COUNCILS BUILT LEISURE AND SPORTS ASSESSMENT REPORT

SECTION 10: ATHLETICS

10.1: Introduction

As a Governing Body, UK Athletics is responsible for developing and implementing the rules and regulations of the sport, including everything from anti-doping, health and safety, facilities and welfare, to training and education for coaches and officials and permitting and licensing. Locally the South West Area is governed through England Athletics via a team consisting of an area manager and coach/club support officers. Clubs compete in leagues and travel to various venues across the region and country to perform.

Club consultation

Within Cheltenham and Tewkesbury there are the following track and field and road running clubs;

- ✦ Cheltenham and County Harriers
- ✦ CLC Striders
- ✦ Tewkesbury All runners

Consultation with England Athletics indicates the following;

- ✦ No new athletics tracks are planned to be constructed in the near future. All new tracks across the country will need to have a robust business plan before support will be given by EA.
- ✦ The new design concept of “compact athletics facilities” could be an option instead of the development of new tracks.
- ✦ Retention of current athletics track stock is a priority for the NGB.
- ✦ The focus for England Athletics is new participation programmes; such as park run.
- ✦ The aim is to have more Run England groups.
- ✦ A main priority is to create trim trails around pitches or open spaces with 3-2-1 routes added to help all new running groups at Run England and affiliated clubs. 3-2-1 is Run England’s project which aims to provide a range of marked out running or jogging routes across the country that anyone can have a go at. It’s a way of providing a meaningful challenge to help more people to get running when it best suits them.
- ✦ Workforce development is a priority to increase the number of new coaches and volunteers.

Recommendations from England Athletics in Cheltenham and Tewkesbury are to:

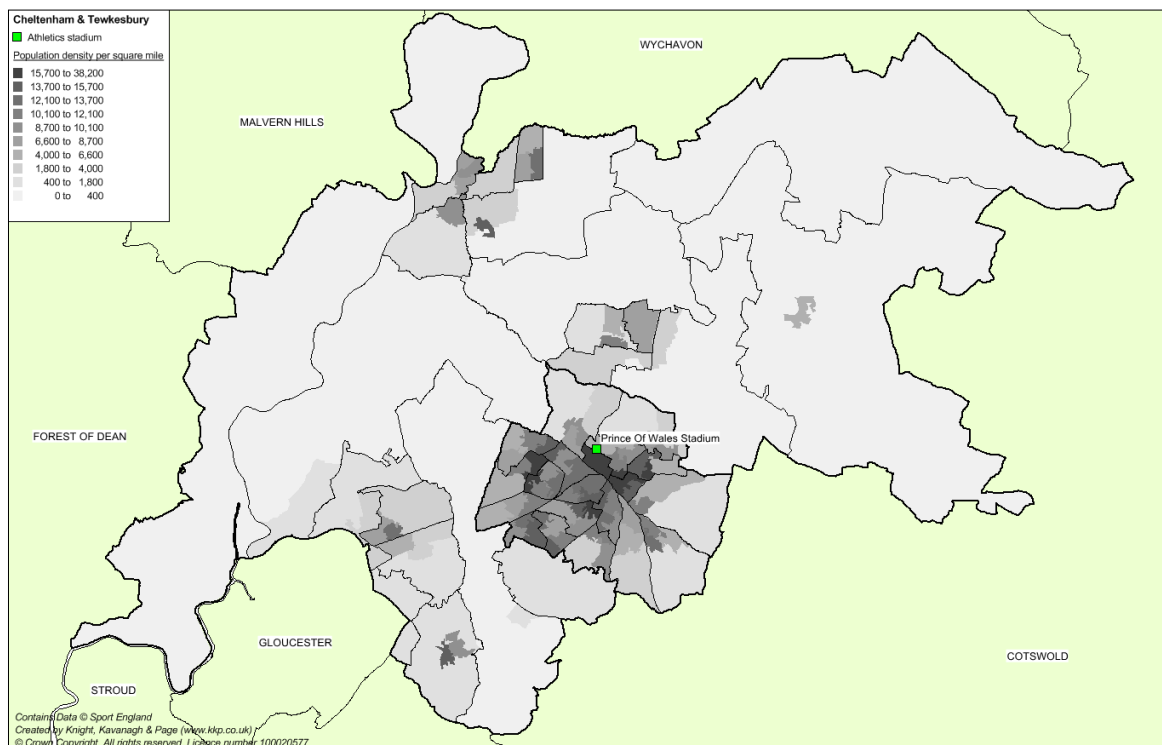
- ✦ Increase the number of accessible 3-2-1 routes across the district and formalise running groups.
- ✦ Increase participation through development programmes such as park runs, 3-2-1 routes, education programmes and trim trails.
- ✦ Further develop the number of marked running routes to increase informal / formal running in partnership with England Athletics at key locations such as parks, areas of natural interest and lit footpaths to encourage more people to take up running.

CHELTENHAM AND TEWKESBURY COUNCILS BUILT LEISURE AND SPORTS ASSESSMENT REPORT

10.2: Supply

The Prince of Wales Stadium, located in Cheltenham is the only athletics track in the Study area. It is managed and maintained by the Cheltenham Trust.

Figure 10.1: Location of athletics track



Ownership/management

The Prince of Wales Stadium is a multi-sport stadium in Cheltenham, with a six lane track. It is home to Cheltenham and County Harriers and is also home to Smiths Industries Rugby Union Club, All Golds Rugby League Club and the University Rugby clubs which uses the in-field for home rugby matches.

The Prince of Wales stadium was opened in 1981. It then reopened in 1999 following a resurface of the track.

10.3 Demand

There are three clubs located in Cheltenham and Tewkesbury. Table 10.1 indicates the information supplied by the Clubs.

CHELTENHAM AND TEWKESBURY COUNCILS BUILT LEISURE AND SPORTS ASSESSMENT REPORT

Table 10.1: Athletic club information in Cheltenham and Tewkesbury

Club name	Type of club	Location	Additional information
Cheltenham and County Harriers	Track and Field Road running	Prince of Wales Stadium	Membership c. 300, which has increased in the last year. Offers all age groups and coach all disciplines. The Club is based at the stadium and train on Tuesday and Thursday. The Club works closely with the Trust to hire facilities when required for league matches.
CLC Striders	Road running	Cheltenham Ladies College Sports Centre	Membership of 109; this has increased in the past year. Based at the College two nights a week for all run sessions and speed work. The Club is predominantly a road running senior club.
Tewkesbury All runners	Road running	Variety of locations in Tewkesbury.	This Club has 84 female members, which has increased in the past year. A female only club that has run leaders with a number of marked routes they follow weekly. The Club has increased its membership over the years.

10.4: Supply and demand analysis

The assessment and analysis of the needs for Cheltenham and Tewkesbury in relation to athletics identifies that the priorities are to retain and improve the existing Prince of Wales Stadium and to support the Athletics Club in its aspirations to grow, retain and develop. The level of participation, aspiration of the clubs in the area and the use of the athletics stadium for schools events reinforces the continued need for the facility to be retained.

However, there is also a need for the stadium facilities to be used to their full extent and it is incumbent on the operator to maximise use and balance the needs of individual clubs. In order to achieve this there is the potential to consider converting the infield to an artificial surface alongside developing a throws area outside the boundary of the stadium.

Athletics summary

- ◀ There is one track, the Prince of Wales Stadium, Cheltenham
- ◀ There are three athletics/running clubs in Cheltenham and Tewkesbury
- ◀ England Athletics state that it will not support new athletics tracks financially and any new facilities will need to have a robust business plan.
- ◀ The assessment and analysis of the needs for Cheltenham and Tewkesbury in relation to athletics suggests that the priorities are to retain and improve the existing Prince of Wales Stadium and to support the Athletics Club in its aspirations to grow, retain and develop.
- ◀ The use of the stadium in-field for rugby identifies its importance for a wider range of sports.

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SECTION 11: COMMUNITY FACILITIES

Village halls, community centres, faith centres and other facilities where local people meet informally are important recreational and cultural facilities, especially in rural areas that, in some instances, may lack access to purpose built sports and arts facilities. They are usually multi-functional, providing places for meetings, socialising and for sports and recreation clubs and activities. In some parishes a church hall or a sports pavilion can also serve a range of functions depending on its size. Figures 10.1 indicates the spread of village halls/community centres in Cheltenham and Tewkesbury.

Figure 11.1: Community centres in Cheltenham & Tewkesbury

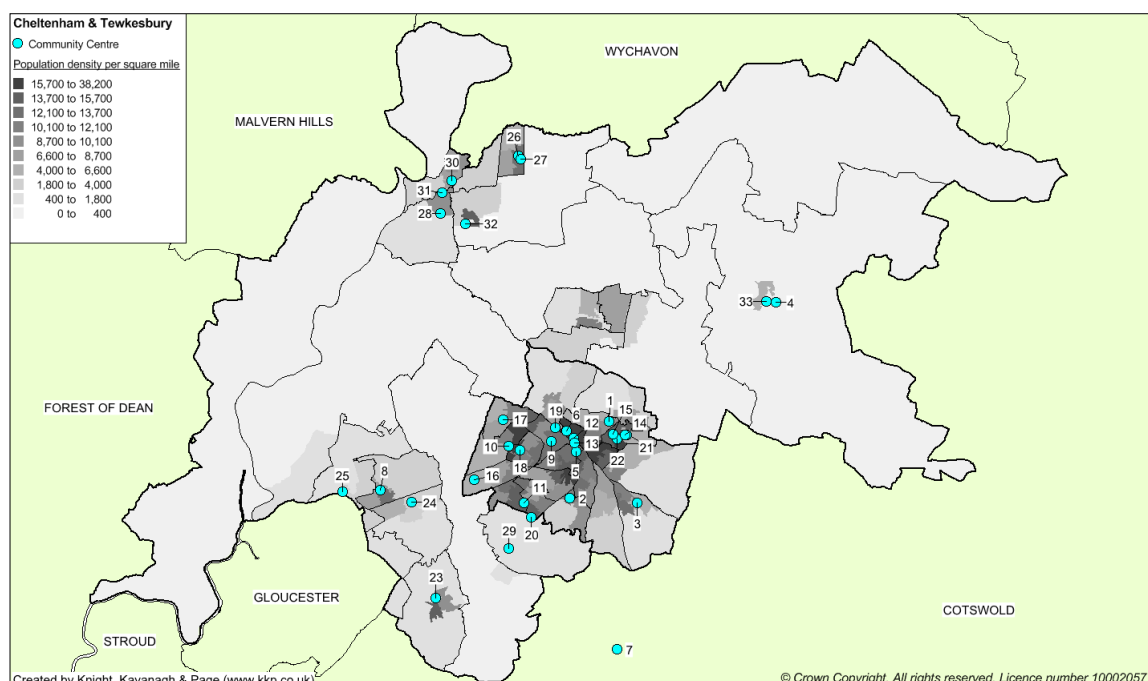


Table 11.1: Community centres in Cheltenham & Tewkesbury

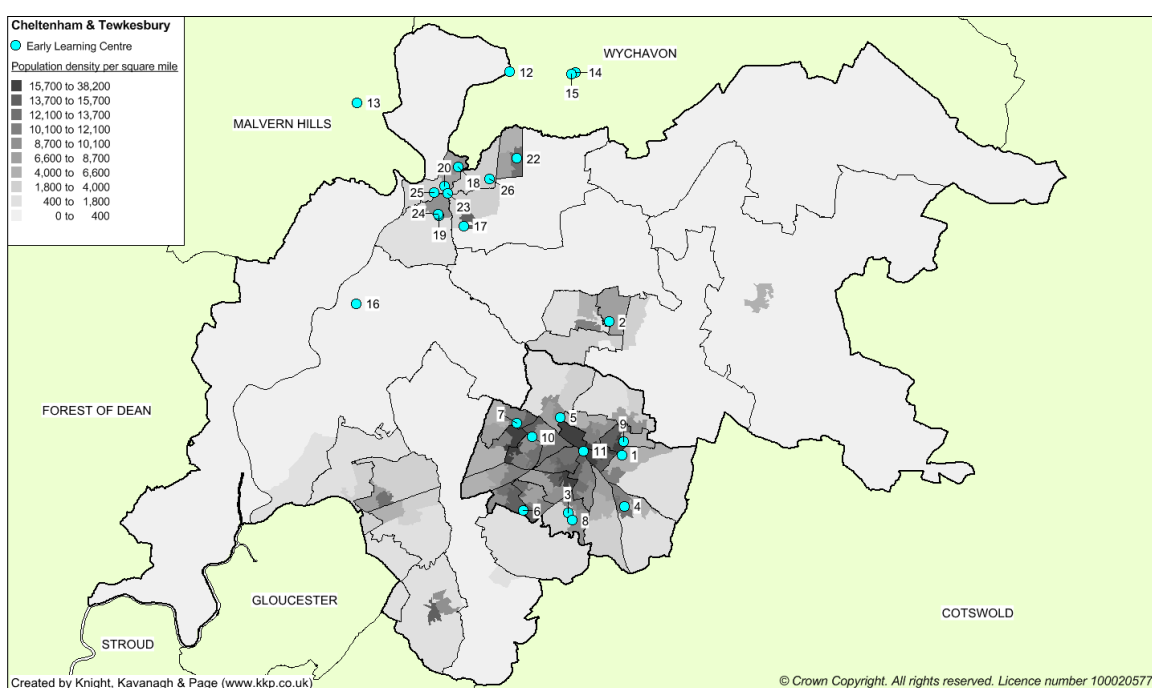
Map ID	Site	District
1	1st Prestbury Scouts	Cheltenham
2	24th Cheltenham Scouts	Cheltenham
3	7th Cheltenham Scouts	Cheltenham
4	Conservative Working Mens Club	Cheltenham
5	County Community Projects	Cheltenham
6	Gas Green Youth and Community Centre	Cheltenham
7	Girlguiding Gloucestershire	Cheltenham
8	GL3 Community Hub	Cheltenham
9	Gloucestershire Army Caddets Centre (The Rifles)	Cheltenham
10	Hesters Way Community Resource Centre	Cheltenham
11	Hillview Community Centre	Cheltenham
12	Hindu Community Centre	Cheltenham
13	Lower High Street Community Resource Centre	Cheltenham
14	Oakley Community Resource Centre	Cheltenham

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Map ID	Site	District
15	Parklands Community Centre	Cheltenham
16	Reddings and District Community Association	Cheltenham
17	Springbank Community Resource Centre	Cheltenham
18	St Mark's and Hesters Way Community Centre	Cheltenham
19	St. Peter's Church - The Rock Community Centre	Cheltenham
20	The Brizen Young People's Centre	Cheltenham
21	Whaddon Youth and Community Centre	Cheltenham
22	Cornerstones	Cheltenham
23	Brockworth Community Centre	Tewkesbury
24	Churchdown Community Association Centre	Tewkesbury
25	Innsworth Community Hall	Tewkesbury
26	Northway / Ashchurch Children's Centre	Tewkesbury
27	Northway Parish Council	Tewkesbury
28	Priors Park Neighbourhood Project	Tewkesbury
29	Shurdington Social Centre	Tewkesbury
30	Station Road Adult Opportunity Centre	Tewkesbury
31	Tewkesbury Youth Support Centre	Tewkesbury
32	Wheatpieces Community Centre	Tewkesbury
33	Abbey Fields Community Centre	Tewkesbury

It is clear from Figure 11.1 that there is a good spread of community facilities across Cheltenham and Tewkesbury, relative to population distribution. The main exception to this appears to be in and around the Bishops Cleeve area of Tewkesbury which does not appear to be served by a community centre. However, consideration also needs to be given to the spread of village halls, as many similar activities are undertaken across both facility types. Bishops Cleeve currently has four village halls.

Figure 11.2: Early Learning Centres in Cheltenham & Tewkesbury



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Table 11.2: Early Learning Centres in Cheltenham & Tewkesbury

Map ID	Site	District
1	Battledown Centre for Children and Families	Cheltenham
2	Bishops Cleeve Library & Children's Centre	Cheltenham
3	Broadlands Pre-School Centre	Cheltenham
4	Chalrton Kings Children Centre	Cheltenham
5	Gardners Lane Childrens Centre	Cheltenham
6	Hatherley Childrens Centre	Cheltenham
7	Hesters Way Childrens Centre	Cheltenham
8	Leckhampton Childrens Centre	Cheltenham
9	Oakwood Childrens Centre	Cheltenham
10	Rowanfield Childrens Centre	Cheltenham
11	Early Learning Centre	Cheltenham
12	Bredon Playgroup	Tewkesbury
13	Bredon School	Tewkesbury
14	Kemerton Montessori Nursery School	Tewkesbury
15	Kemerton Pre School	Tewkesbury
16	Little Deer Apperley Pre School	Tewkesbury
17	Little Foxes Playgroup	Tewkesbury
18	Mitton Manor Playgroup	Tewkesbury
19	Noah's Ark Children's Centre	Tewkesbury
20	Noah's Ark Children's Centre	Tewkesbury
21	Northway Preschool Playgroup	Tewkesbury
22	Northway/Ashchurch Children's Centre	Tewkesbury
23	Priors Park Playgroup	Tewkesbury
24	Skallywags Day Nursery	Tewkesbury
25	The Abbey School	Tewkesbury
26	Alderman Knight School	Tewkesbury

It is clear from Figure 11.2 that there is a good spread of early learning centres across Cheltenham and Tewkesbury, relative to population distribution. The main exception to this appears to be in Tewkesbury, on the border with Gloucester; however, it is likely that this area is served by provision in Gloucester. Early years provision is often located on or close to arterial routes where it is more convenient to serve the to and from work market.

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Figure 11.3 Faith facilities in Cheltenham & Tewkesbury

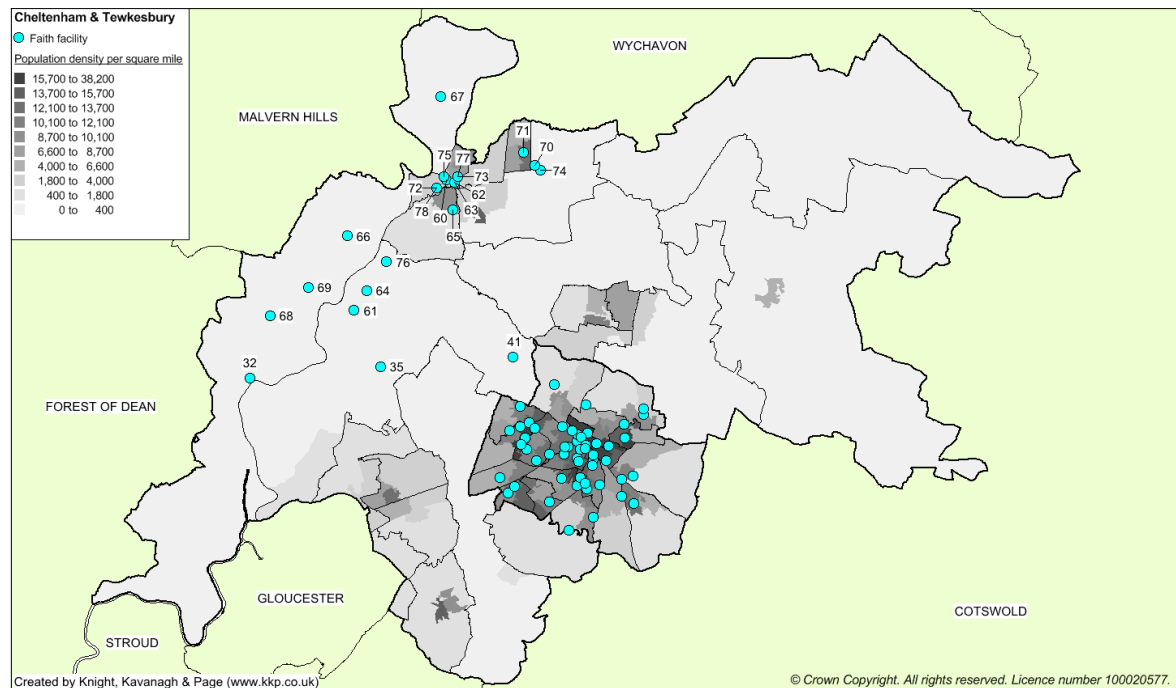


Table 11.3 Faith facilities in Cheltenham & Tewkesbury

Map ID	Site	District
1	All Saints' Academy	Cheltenham
2	Bethany	Cheltenham
3	Bethesda Methodist Church	Cheltenham
4	Cambray Baptist Church	Cheltenham
5	Charlton Kings Baptist	Cheltenham
6	Cheltenham Vineyard	Cheltenham
7	Christian City Church	Cheltenham
8	Elim Christian Centre	Cheltenham
9	Elim International Offices	Cheltenham
10	Emmanuel Anglican	Cheltenham
11	Family Space	Cheltenham
12	First Church of Christ, Scientist	Cheltenham
13	Gas Green Baptist Church	Cheltenham
14	Glenfall Fellowship Anglican	Cheltenham
15	Harvest Field Church	Cheltenham
16	Hatherley Evangelical Church	Cheltenham
17	Hesters Way Baptist	Cheltenham
18	Highbury Congregational Church	Cheltenham
19	Holy Apostles Anglican	Cheltenham
20	Indian Association	Cheltenham
21	LDS UK (Latter-Day Saints)	Cheltenham
22	Leckhampton Baptist	Cheltenham
23	New Life Church	Cheltenham

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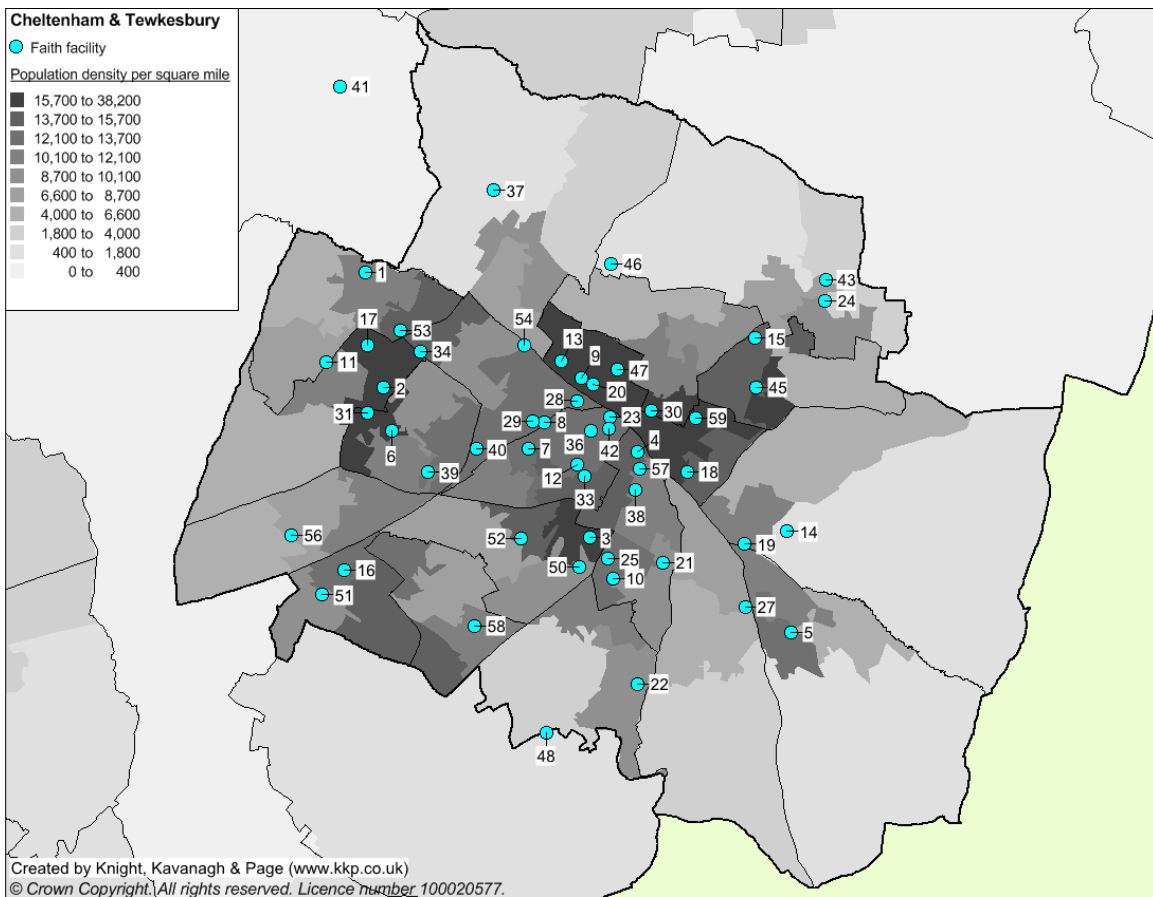
Map ID	Site	District
24	Prestbury United Reformed Church	Cheltenham
25	Providence Chapel	Cheltenham
26	Religious Society of Friends (Quakers)	Cheltenham
27	Sacred Hearts Roman Catholic	Cheltenham
28	Sahara-Seheli	Cheltenham
29	Salem Baptist	Cheltenham
30	Seventh Day Adventist Church	Cheltenham
31	St Aidans Church	Cheltenham
32	St Andrew and St Bartholomew, Ashleworth	Cheltenham
33	St Andrews United Reformed Church	Cheltenham
34	St Barnabas Church	Cheltenham
35	St Catherines	Cheltenham
36	St Gregory's Church	Cheltenham
37	St Lawrence Anglican	Cheltenham
38	St Lukes Church	Cheltenham
39	St Marks Anglican	Cheltenham
40	St Marks Methodist	Cheltenham
41	St Mary Magdalene	Cheltenham
42	St Mary's with St Matthew's	Cheltenham
43	St Mary's with St Nicholas	Cheltenham
44	St Matthew's with St Mary's	Cheltenham
45	St Michael's Church	Cheltenham
46	St Nicholas	Cheltenham
47	St Pauls Church	Cheltenham
48	St Peter's Leckhampton	Cheltenham
49	St Philip and St James' Church	Cheltenham
50	St Philip and St James, Leckhampton	Cheltenham
51	St Philip and St James, Up Hatherley	Cheltenham
52	St Stephen's	Cheltenham
53	St Thomas More Roman Catholic	Cheltenham
54	St. Peter's Church - The Rock	Cheltenham
55	The Ealim Christian Centre	Cheltenham
56	The Pavilion Cheltenham	Cheltenham
57	The Salvation Army Cheltenham	Cheltenham
58	The United Reformed Church in Cheltenham	Cheltenham
59	All Saints	Cheltenham
60	Holy Trinity Church	Tewkesbury
61	Holy Trinity, Apperley	Tewkesbury
62	Mythe Medical Practice Carers Group	Tewkesbury
63	Northway Methodist Church	Tewkesbury
64	Odda's Chapel	Tewkesbury
65	Priors Park Chapel	Tewkesbury
66	St John the Baptist	Tewkesbury
67	St Mary Magdalene	Tewkesbury
68	St Mary's Church	Tewkesbury
69	St Michael and All Angels	Tewkesbury

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Map ID	Site	District
70	St Nicholas Church	Tewkesbury
71	Sycamore Chapel	Tewkesbury
72	Tewkesbury Abbey Shop	Tewkesbury
73	Tewkesbury Baptist Church	Tewkesbury
74	Tewkesbury Congregation of Jehovah's Witnesses	Tewkesbury
75	Tewkesbury Methodist Church	Tewkesbury
76	The Friends of Deerhurst Church	Tewkesbury
77	The Salvation Army Tewkesbury	Tewkesbury
78	The Old Baptist Chapel	Tewkesbury

It is clear from Figures 11.3 and 11.4 that there is a good spread of faith facilities across Cheltenham and Tewkesbury, relative to population distribution. The main exception to this appears to be in Tewkesbury, on the border with Gloucester and in the Bishops Cleeve area.

Figure 11.4: Faith facilities in Cheltenham



CHELTHENHAM AND TEWKESBURY COUNCILS BUILT LEISURE AND SPORTS ASSESSMENT REPORT

Figure 11.5: Health and support services in Cheltenham and Tewkesbury

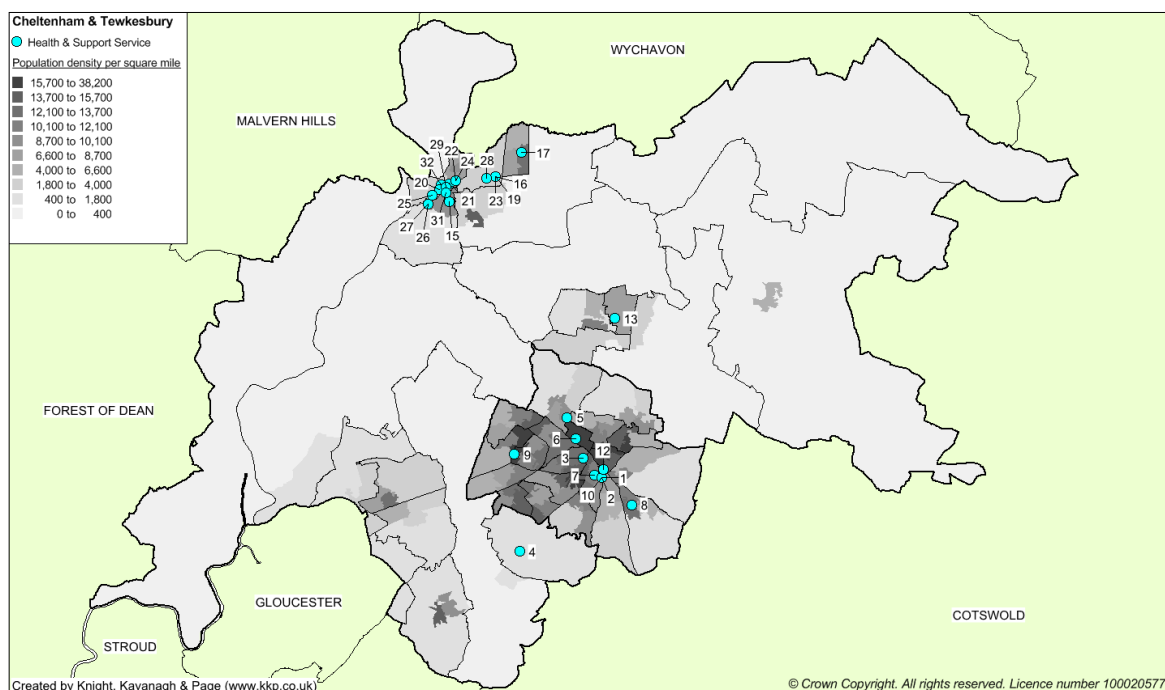


Table 11.5: Health and support services in Cheltenham and Tewkesbury

Map ID	Service	District
1	Brain Tumour Support Group	Cheltenham
2	Breast Cancer Support Group	Cheltenham
3	Cheltenham - Alzheimer's Society	Cheltenham
4	Cheltenham Area Carers Lunch	Cheltenham
5	Cheltenham Autism Support – Rainbow Days	Cheltenham
6	Cheltenham Borough Council - Housing	Cheltenham
7	Cheltenham General Hospital - Social Work Team	Cheltenham
8	Cheltenham Mental Health Carers Group	Cheltenham
9	Dementia Café	Cheltenham
10	Ladies 'Big Op' Cancer Support Group	Cheltenham
11	Post-Traumatic Stress Disorder Support Group	Cheltenham
12	Sandford House	Cheltenham
13	Singing for the Brain	Cheltenham
14	Borderline Personality Disorder Support Group	Cheltenham
15	Aspergers and Autism Support Group	Tewkesbury
16	Aspergers and Autism Support Group	Tewkesbury
17	Breathe-Easy Support Group	Tewkesbury
18	Dyspraxia Support Group	Tewkesbury
19	Family Support Group	Tewkesbury
20	Fibro Guys and Gals	Tewkesbury
21	Jesmond House Practice	Tewkesbury
22	Memory Café	Tewkesbury

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Map ID	Service	District
23	NAS Gloucestershire Branch	Tewkesbury
24	Parkinson's UK, Tewkesbury Support Group	Tewkesbury
25	Tewkesbury Area Office	Tewkesbury
26	Tewkesbury Borough Council	Tewkesbury
27	Tewkesbury Borough Council - Housing Services	Tewkesbury
28	Tewkesbury Comprehensive School	Tewkesbury
29	Tewkesbury Museum	Tewkesbury
30	Tewkesbury Parent Carers Group	Tewkesbury
31	Tewkesbury Youth Centre	Tewkesbury
32	Age UK Volunteering	Tewkesbury

It is clear from Figures 11.5 that there is a good spread of health and support services facilities across Cheltenham and Tewkesbury, relative to population distribution. The main exception to this appears to be in Tewkesbury, on the border with Gloucester. There would also appear to be a bit of a gap in provision in the south of Cheltenham.

Figure 11.6: Open spaces groups in Cheltenham & Tewkesbury

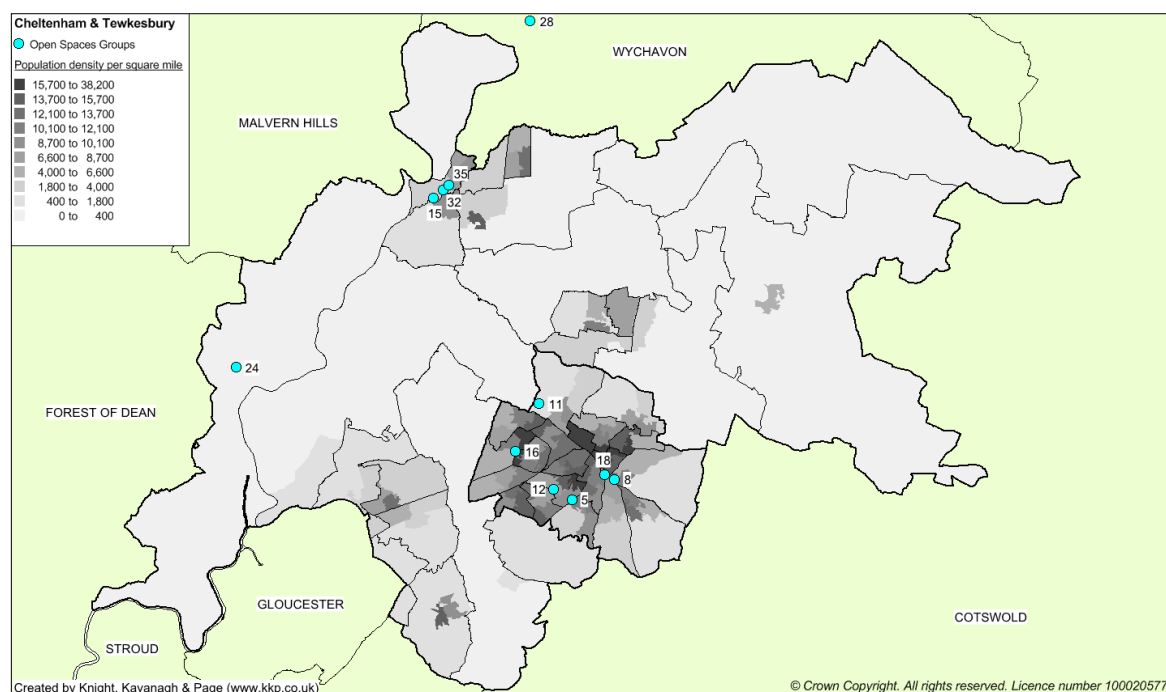


Table 11.6: Opens spaces groups in Cheltenham & Tewkesbury

Map ID	Group	District
1	Bethesda Backpackers	Cheltenham
2	Cheltenham and District Allotments Holders Association	Cheltenham
3	Cheltenham and District Orchid Society	Cheltenham
4	Cheltenham Circular Challenge	Cheltenham
5	Cheltenham Cycle Campaign	Cheltenham
6	Cheltenham Home Guard Motorcycle Club	Cheltenham

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Map ID	Group	District
7	Cheltenham Horticultural Society	Cheltenham
8	Cheltenham Motor Group	Cheltenham
9	Cheltenham Motorcycle and Scooter Group	Cheltenham
10	Cheltenham Rambling Club	Cheltenham
11	Cheltenham Whole Foods	Cheltenham
12	Friends of Hatherley Park	Cheltenham
13	Friends of Nauton Park	Cheltenham
14	Friends of Pittville Park	Cheltenham
15	Friends of Victoria Gardens	Cheltenham
16	Hesters Way Partnership	Cheltenham
17	Leckhampton Green Land Action Group	Cheltenham
18	Sandsford Parks Lido	Cheltenham
19	Shurdington and Badgeworth Gardening Society	Cheltenham
20	Street Live Cheltenham	Cheltenham
21	Ashleworth and Hasfield WI	Cheltenham
22	Ashleworth Craft Club	Tewkesbury
23	Ashleworth Ham Wildlife Trust	Tewkesbury
24	Ashleworth Lunch Club	Tewkesbury
25	Ashleworth Village Show	Tewkesbury
26	Cleeve Ramblers	Tewkesbury
27	Priors Park Community	Tewkesbury
28	Severn Sailing Club	Tewkesbury
29	Tewkesbury Allrunners	Tewkesbury
30	Tewkesbury Council - Lancaster Road Allotment	Tewkesbury
31	Tewkesbury Council - St Clairs Cottages Allotment	Tewkesbury
32	Tewkesbury Heritage and Visitors Centre	Tewkesbury
33	Tewkesbury Outdoor Sports Club	Tewkesbury
34	Tewkesbury Running Club	Tewkesbury
35	Tewkesbury Sea Cadets	Tewkesbury
36	Tewkesbury Triathlon Club	Tewkesbury
37	Tewkesbury U3A Walking Group	Tewkesbury
38	Tewkesbury Walking Club	Tewkesbury
39	Ashleworth Community Liaison Group	Tewkesbury

Although it may appear that there are gaps in the spread of open spaces groups across both authorities, the nature of such groups is that they undertake their activities across many open space sites in the area and beyond. However, it does demonstrate that both areas have a wide network of organisations and facilities which accommodate outdoor activities and the opportunity for residents to be active outdoors.

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Figure 11.7: Transport and housing in Cheltenham & Tewkesbury

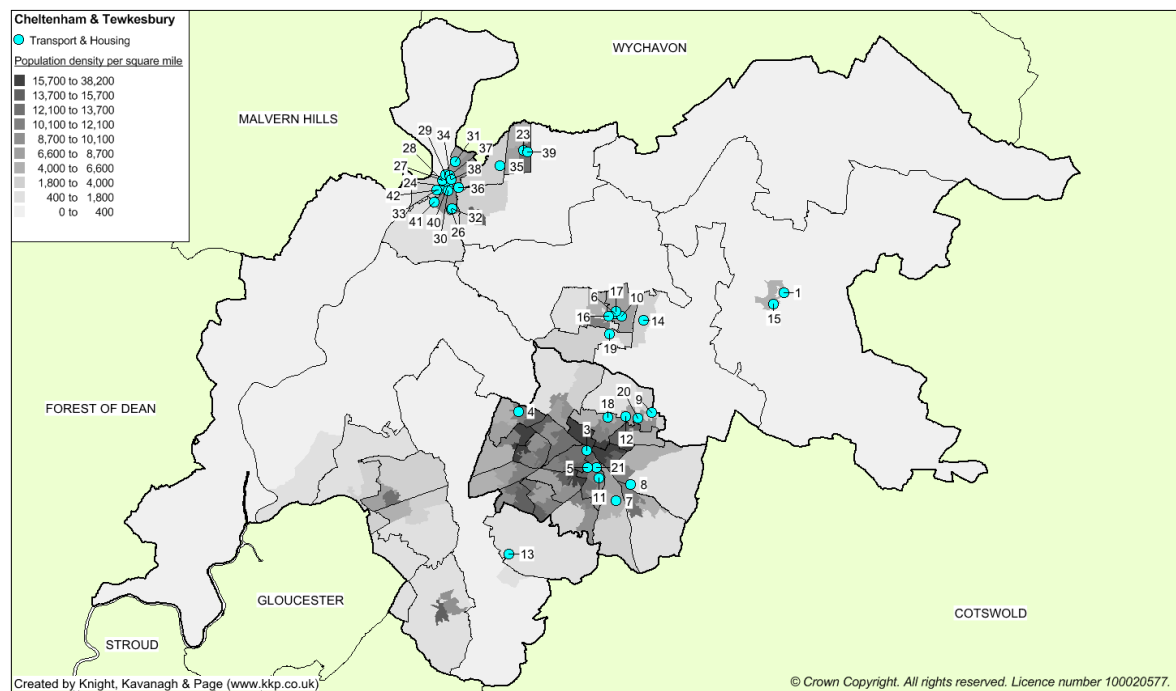


Table 11.7: Transport and housing in Cheltenham & Tewkesbury

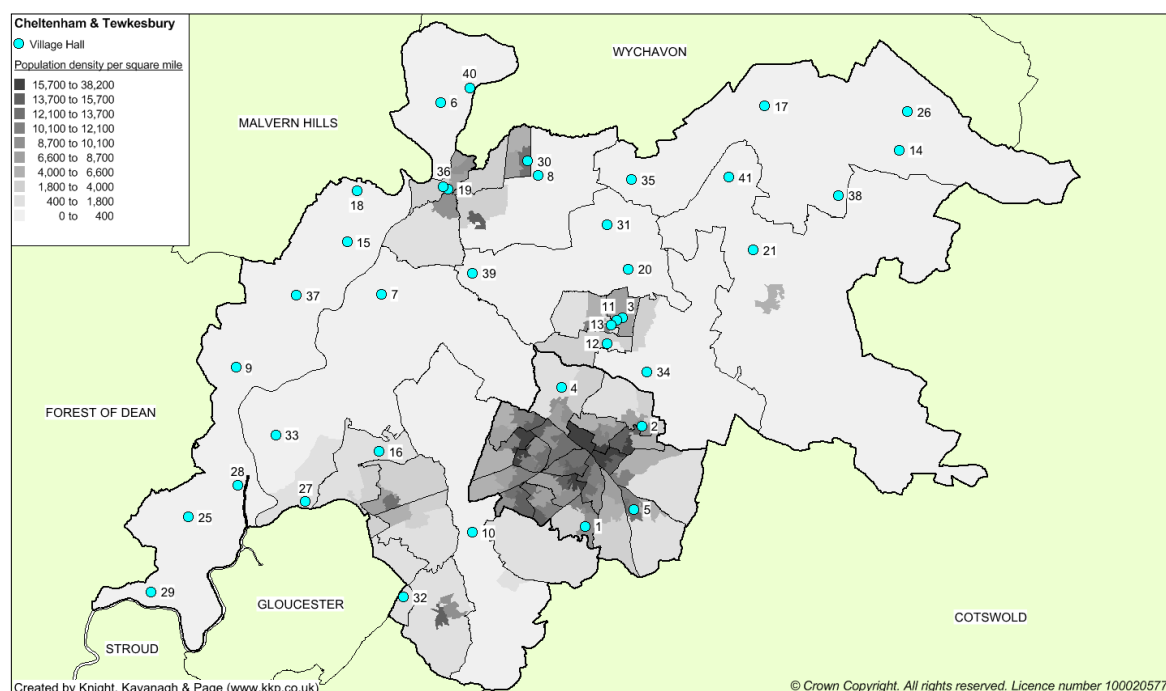
Map ID	Service	District
1	Blenheim Court	Cheltenham
2	Charlton Kings Senior Citizens Welfare	Cheltenham
3	Cheltenham Borough Homes	Cheltenham
4	English Churches Housing Group	Cheltenham
5	English Churches Housing Group	Cheltenham
6	Gilders Paddock	Cheltenham
7	Guardian Court	Cheltenham
8	Home Farm Court	Cheltenham
9	Morningside Courtyard	Cheltenham
10	Rectory Court	Cheltenham
11	Regency Gardens	Cheltenham
12	Rushing Mews	Cheltenham
13	Severnvale Housing - Atherton Close	Cheltenham
14	Severnvale Housing - Crowfield	Cheltenham
15	Severnvale Housing - Langley Close	Cheltenham
16	Severnvale Housing - Pullar Court	Cheltenham
17	Severnvale Housing - Shipway Court	Cheltenham
18	St Ives Court	Cheltenham
19	St Michaels Court	Cheltenham
20	Abbeyfield House	Cheltenham
21	Community Connexions	Cheltenham/ Tewkesbury

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Map ID	Service	District
22	Ashleworth Community Mini Bus	Tewkesbury
23	Brannigan Court	Tewkesbury
24	Community Transport	Tewkesbury
25	Deerhurst Community Care Group: Voluntary car scheme	Tewkesbury
26	Devonshire PL	Tewkesbury
27	Hanover Court	Tewkesbury
28	Hanover Housing Association	Tewkesbury
29	Homeabbey House	Tewkesbury
30	Housing 21 - Clee Court	Tewkesbury
31	Marina Court	Tewkesbury
32	Priors Park Community Association	Tewkesbury
33	Russel Almshouses	Tewkesbury
34	Sanctuary	Tewkesbury
35	Severnvale Housing	Tewkesbury
36	Severnvale Housing - Barton Court	Tewkesbury
37	Severnvale Housing - Graham CT	Tewkesbury
38	Severnvale Housing - Spring Gardens	Tewkesbury
39	Severnvale Housing - Virginia Close	Tewkesbury
40	Shelter Gloucestershire Young People Service	Tewkesbury
41	Shephard Mead	Tewkesbury
42	Abbeyfield House	Tewkesbury

It is clear from Figure 11.7 that transport and housing services are centred on the town centre of each main town and in the Bishops Cleeve area.

Figure 11.8: Village Halls in Cheltenham & Tewkesbury



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Table 11.8: Village Halls in Cheltenham & Tewkesbury

Map ID	Site	District
1	Leckhampton Village Hall	Cheltenham
2	Prestbury Hall	Cheltenham
3	St Michael's Hall Bishop's Cleeve	Cheltenham
4	Swindon Village Hall	Cheltenham
5	Charlton Kings - Stanton Rooms	Cheltenham
6	Ann Townend Hall	Tewkesbury
7	Apperley Village Hall	Tewkesbury
8	Ashchurch Village Hall	Tewkesbury
9	Ashleworth Memorial Hall	Tewkesbury
10	Badgeworth Village Hall	Tewkesbury
11	Bishop's Cleeve Community Building	Tewkesbury
12	Bishops Cleeve Sports Pavilion	Tewkesbury
13	Bishop's Cleeve Village Hall - The Tithe Barn	Tewkesbury
14	Burland Parish Hall	Tewkesbury
15	Chaceley Village Hall	Tewkesbury
16	Down Hatherley Village Hall	Tewkesbury
17	Dumbleton Village Hall	Tewkesbury
18	Forthampton Village Hall	Tewkesbury
19	George Watson Memorial Hall	Tewkesbury
20	Gotherington Village Hall	Tewkesbury
21	Gretton Village Hall	Tewkesbury
22	Highnam Community Centre Trust	Tewkesbury
23	Highnam Gambier Parry Hall	Tewkesbury
24	Highnam Old School	Tewkesbury
25	Highnam Parish Room	Tewkesbury
26	Laverton Village Hall	Tewkesbury
27	Longford Village Hall	Tewkesbury
28	Maisemore Village Hall	Tewkesbury
29	Minster Village Hall	Tewkesbury
30	Northway Village Hall	Tewkesbury
31	Oxenton Village Hall	Tewkesbury
32	Pineholt Village Hall	Tewkesbury
33	Sandhurt Village Hall	Tewkesbury
34	Southam Village Hall	Tewkesbury
35	Teddington Village Hall	Tewkesbury
36	Tewkesbury Town Council	Tewkesbury
37	Tirley Village Hall	Tewkesbury
38	Toddington Village Hall	Tewkesbury
39	Tredington Village Hall	Tewkesbury
40	Twyning Village Hall	Tewkesbury
41	Alderton Village Hall	Tewkesbury

Figure 11.8 demonstrates the spread of village halls across both authorities, which is extensive and reflects the rural nature of Tewkesbury and the position of halls around the periphery of Cheltenham.

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Summary

The above analysis identifies that there is a wide spread of community based facilities across the Cheltenham and Tewkesbury area. Although there are some gaps in provision across some facility types (e.g. community centres) there appears to be a sufficient range of other facilities which can accommodate a range of community groups and activities.

There are no bespoke requirements or standards for community facility provision which can be used as comparators for Cheltenham and Tewkesbury. Facilities are often developed as part of a new housing development or in response to demand from the local community (i.e. uniform groups, play groups, U3A, etc.) where existing facilities are full.

Many local authorities are in the process of rationalising their current community centre stock, to develop fewer, larger, better quality facilities and co-locating these with other services such as health centres, libraries, etc. Alternatively others are seeking to transfer their community facilities to the community (i.e. community asset transfer) in order to minimise the Council's future revenue burden associated with staffing and maintaining the facilities. Therefore, as facilities get older and are in need of investment it is likely that some form of rationalisation and review of the wider stock will need to be undertaken.

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SECTION 11: STRATEGY DRIVERS

Based upon audit and consultation findings the following strategy drivers can be identified:









- ◀ The need to ensure the area has a fit for purpose network of facilities which meets the needs of the local population.
- ◀ Given the reliance on education provision for the supply of sports halls, there will be a need to ensure that, where possible, all schools have signed up to a community use agreement to ensure continued access to sports halls.
- ◀ The need to consider additional sports hall provision in line with population increases.
- ◀ Where new secondary schools are developed, there is a need to ensure that a signed community use agreement is a planning condition of the development.
- ◀ The need to mitigate the potential loss of Bentham Domes and the ability to accommodate the provision of netball and tennis across other sites, many of which are used to capacity.
- ◀ Given the reliance on education provision for the supply of swimming pools, there will be a need to ensure that, where possible, all schools have signed up to a community use agreement to ensure continued access to pools.
- ◀ The need to increase the provision of swimming in line with population growth
- ◀ The need to increase the provision of health and fitness in line with population growth.
- ◀ The need to mitigate the potential loss of squash courts at Leisure@Cheltenham, potentially by improving quality elsewhere.
- ◀ Ensure the development proposals for the Prince of Wales Stadium, Cheltenham are appropriate for athletics as well as the other pitch sports accommodated on the site.
- ◀ The need to ensure that consideration is given to the development of appropriate community and faith facilities within new housing areas.

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APPENDIX 1: SPORT ENGLAND MARKET SEGMENTATION

	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng-popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	Ben Competitive Male Urbanites Also known as Josh, Luke, Adam, Matesuz, Kamil	Male, recent graduates, with a 'work-hard, play-hard' attitude. <i>Graduate professional, single.</i>	18-25	ABC1	69%	4.9%	Ben is a heavy internet user, using it for sports news, personal emails, social networking and buying films, games and tickets. He is highly responsive to internet advertising.		Ben is a very active type and takes part in sport on a regular basis. He is the sportiest of the 19 segments. Ben's top sports are football (33%), keep fit/ gym (24%), cycling (18%), athletics including running (15%) and swimming (13%).
					39%				
	Jamie Sports Team Lads Also known as Ryan, Nathan, Ashley, Adeel, Pawel	Young blokes enjoying football, pints and pool. <i>Vocational student, single.</i>	18-25	C2DE	59%	5.4%	Jamie is a prolific mobile phone user and as uses this as a primary source of information. He likes to text rather than talk, and uses 3G for sports results and SMS text information services.		Jamie is a very active type that takes part in sport on a regular basis. Jamie's top sports are football (28%), keep fit and gym (22%), athletics including running (12%), cycling (12%) and swimming (10%).
					31%				
	Chloe Fitness Class Friends Also known as Nisha, Sophie, Lauren, Charlotte, Lucy	Young image-conscious females keeping fit and trim. <i>Graduate professional, single.</i>	18-25	ABC1	56%	4.7%	Chloe is a heavy internet and mobile phone user. She uses her mobile to keep in contact with friends and family, preferring this to her landline. Chloe has a new 3G phone which provides internet access but is still likely to use text as her first source of information.		Chloe is an active type that takes part in sport on a regular basis. Chloe's top sports are keep fit/ gym (28%), swimming (24%), athletics including running (14%), cycling (11%) and equestrian (5%).
					23%				
	Leanne Supportive Singles Also known as Hayley, Kerry, Danielle, Nisha, Saima	Young busy mums and their supportive college mates. <i>Student or PT vocational, Likely to have children.</i>	18-25	C2DE	42%	4.3%	Leanne is a light internet user and a heavy mobile phone user, using this instead of a landline to contact friends. She uses SMS text services and also entertainment features on her mobile. Leanne's mobile is likely to be pay-as-you-go and she responds to text adverts.		Leanne is the least active segment of her age group. Leanne's top sports are keep fit/ gym (23%), swimming (18%), athletics including running (9%), cycling (6%) and football (4%).
					17%				

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	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng-pn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	Helena Career Focused Female Also known as Claire, Tamsin, Fiona, Sara, Joanne	Single professional women, enjoying life in the fast lane. <i>Full time professional, single.</i>	26-45	ABC1	53%	4.6%	Helena always has her mobile and PDA on hand so that she is contactable for work and social calls. She is a heavy internet user, but mainly from home, and uses this as her primary source of information.		Helena is a fairly active type that takes part in sport on a regular basis. Helena's top sports are keep fit/ gym (26%), swimming (22%), cycling (11%), athletics including running (9%), and equestrian (3%).
					19%				
	Tim Settling Down Males Also known as Simon, Jonathan, Jeremy, Adrian, Marcus	Sporty male professionals, buying a house and settling down with partner. <i>Professional, may have children, married or single.</i>	26-45	ABC1	62%	8.8%	Tim's main source of information is the internet -he uses this for information on property, sports and managing his finances. He is a heavy mobile phone user and likes to access information 24/7. Tim will often buy things online and is relatively likely to use SMS text alerts and 3G services.		Tim is an active type that takes part in sport on a regular basis. Tim's top sports are cycling (21%), keep fit/ gym (20%), swimming (15%), football (13%) and golf (7%).
					27%				
	Alison Stay at Home Mums Also known as Justine, Karen, Suzanne, Tamsin, Siobhan	Mums with a comfortable, but busy, lifestyle. <i>Stay-at-home mum, children, married.</i>	36-45	ABC1	55%	4.4%	Alison is a medium TV viewer and may have a digital package, but is unlikely to respond to TV advertising. She is a medium internet user and is unlikely to respond to internet advertising, but will use it as a source of information to aid her decision-making. She has a pay-as-you-go mobile for emergencies, but prefers to use her landline.		Alison is a fairly active segment with above average levels of participation in sport. Alison's top sports are: keep fit/ gym (27%), swimming (25%), cycling (12%), athletics including running (11%), and equestrian (3%).
					20%				
	Jackie Middle England Mums Also known as Andrea, Cheryl, Deborah, Jane, Louise	Mums juggling work, family and finance. <i>Vocational job, may have children, married or single.</i>	36-45	C1C2 D	47%	4.9%	Jackie is a medium TV viewer, enjoying soaps, chat shows and dramas, and has Freeview digital channels. She is a light and cautious internet user, but has been encouraged by her children's prolific usage and is becoming more confident herself.		Jackie has above average participation levels in sport, but is less active than other segments in her age group. Jackie's top sports are keep fit/ gym (22%), swimming (20%), cycling (9%), athletics including running (6%), and badminton (2%).
					16%				

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







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	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng-popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	Roger & Joy Early Retirement Couples Also known as Melvyn, Barry, Geoffrey, Linda, Susan, Patricia	Free-time couples nearing the end of their careers. <i>Full-time job or retired, married.</i>	56-65	ABC1	38%	6.8%	Roger and Joy are medium TV viewers and heavy radio listeners. They regularly read the Times of Daily Telegraph, and a local paper. They have increased their use of the internet and may now have access to it at home.		Roger and Joy are slightly less active than the general population. Roger and Joy's top sports are keep fit/ gym (13%), swimming (13%), cycling (8%), golf (6%), and angling (2%).
					10%				
	Brenda Older Working Women Also known as Shirley, June, Maureen, Janet, Diane	Middle aged ladies, working to make ends meet. <i>Part-time job, married.</i>	46-65	C2DE	29%	4.9%	Brenda is a heavy TV viewer and is likely to respond to TV advertising. She is a medium radio listener, preferring local commercial stations. Brenda rarely has access to the internet, and is an infrequent mobile user. She enjoys reading the Mirror or the Sun.		Brenda is generally less active than the average adult. Brenda's top sports are keep fit/ gym (15%), swimming (13%), cycling (4%), athletics including running (2%) and badminton (1%).
					8%				
	Terry Local 'Old Boys' Also known as Derek, Brian, Malcolm, Raymond, Michael	Generally inactive older men, low income, little provision for retirement. <i>Job Seeker, married or single.</i>	56-65	DE	26%	3.7%	Terry is a high TV viewer, both at home and in the pub, particularly enjoying live sports coverage. He reads the tabloids on a daily basis. Terry does not use the internet, and does not feel he is missing out. He is unlikely to have a mobile phone.		Terry is generally less active than the average adult. Terry's top sports are keep fit/ gym (8%), swimming (6%), cycling (6%), angling (4%), and golf (4%).
					9%				
	Norma Late Life Ladies Also known as Pauline, Angela, Irene, Denise, Jean	Older ladies, recently retired with a basic income to enjoy their lifestyles. <i>Job seeker or retired, single.</i>	56-65	DE	23%	2.1%	Norma is a high TV viewer, enjoying quiz shows, chat shows, soaps and religious programmes. Most new technology has passed her by, having no internet access or mobile phone, but she uses her landline to call her family.		Norma is generally less active than the average adult. Norma's top sports are keep fit/ gym (12%), swimming (10%), cycling (2%), bowls (1%) and martial arts/ combat (1%).
					6%				

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	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng-popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
	Ralph & Phyllis Comfortable Retired Couples Also known as Lionel, Arthur, Reginald, Beryl, Peggy, Marjorie	Retired couples, enjoying active and comfortable lifestyles. <i>Retired, married or single.</i>	66+	ABC1	28%	4.2%	Ralph and Phyllis are medium to light TV viewers, preferring to be out and about instead. They are unlikely to have access to the internet, although it is something they are considering. They read the newspaper daily: either the Daily Telegraph or Times.		Ralph and Phyllis are less active than the average adult, but sportier than other segments of the same age group. Ralph and Phyllis' top sports are keep fit/ gym (10%), swimming (9%), golf (7%), bowls (4%), and cycling (4%).
	Frank Twilight Years Gent Also known as Roy, Harold, Stanley, Alfred, Percy	Retired men with some pension provision and limited exercise opportunities. <i>Retired, married or single</i>	66+	C1C2 D	21%	4.0%	Frank is a heavy TV viewer and enjoys watching live sport and notices TV advertising, which he is influenced by. He does not use the internet and is nervous of computers. Frank reads a newspaper most days, either the Daily Mail or Express. He does not have a mobile phone.		Frank is generally much less active than the average adult. Frank's top sports are golf (7%), keep fit/ gym (6%), bowls (6%), swimming (6%) and cycling (4%).
	Elsie & Arnold Retirement Home Singles Also known as Doris, Ethel, Gladys, Stanley, Walter, Harold	Retired singles or widowers, predominantly female, living in sheltered accommodation. <i>Retired, widowed.</i>	66+	DE	17%	8.0%	Elsie and Arnold are heavy TV viewers, enjoying quiz shows, religious programmes and old films. They generally do not have access to the internet or use a mobile phone, and only use their landline to call family		Elsie and Arnold are much less active than the average adult. Their top sports are keep fit/ gym (10%), swimming (7%), bowls (3%), golf (1%) and cycling (1%).