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PETERBOROUGH CITY COUNCIL ACTIVE PLACES STRATEGY (NEEDS ASSESSMENT)

DRAFT REPORT: JANUARY 2017

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SECTION 1: INTRODUCTION

1.1 Introduction

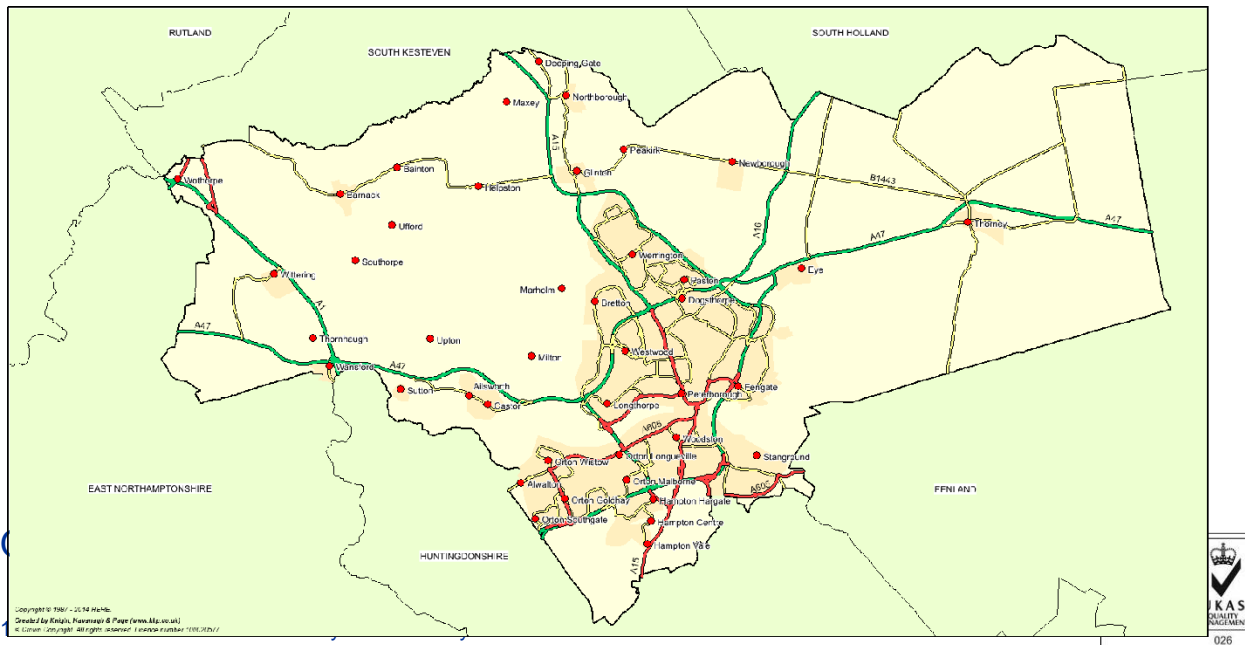
Knight, Kavanagh & Page Ltd (KKP) was appointed by Peterborough City Council (PCC) to undertake an assessment of formal indoor sports facility needs across the City to assist it to strategically plan for the future. This report provides a detailed assessment of current provision of indoor and built sports facilities, identifying needs and gaps in provision.

1.2 Background

Peterborough borders six local authorities including Rutland, South Kesteven South Holland, Fenland, Huntingdonshire and East Northamptonshire. South Kesteven has two areas of population adjoining Peterborough (Stamford and West Deeping); the remainder of the City boundary has little or no sizeable adjacent populations.

As identified in Figure 1.2 the City is dissected by a number of main roads including the A15, A16, A47, A505, and the A605.

Figure: 1.2: Peterborough with main roads and main settlements



One of the unique characteristics of Peterborough is its landscape, on the very edge of the Fens. To the east of the City, the fenland landscape is flat and open, with the villages of Eye and Thorney on islands of higher ground and a settlement pattern of dispersed hamlets and farms. To the west and north, the shallow river valleys of the Nene and Welland give way to an undulating limestone plateau, with a denser pattern of stone villages. Historic houses and their grounds, like Burghley and Milton, feature prominently in the landscape, as does the RAF base at Wittering, beside the A1 towards the western edge of the area.

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1.3 Scope of the project

The report provides detail as to what exists in the City, its condition, location, availability and overall quality. It considers the demand for facilities based on population distribution, planned growth and taking into consideration health and economic deprivation. The facilities/sports covered include: sports halls, swimming pools, health and fitness, dance/aerobic studios, squash courts, indoor tennis courts and indoor bowls 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 (minimum length 20m), health and fitness facilities (including, within reason, dance studios) and squash courts (public, private and voluntary sector owned/managed).
- Analysed the supply and demand of facilities to identify gaps in provision and opportunities for improved provision.
- Sought to ensure that delivery of leisure facilities is undertaken with full reference to the corporate strategies of the Council and other relevant strategic influences.
- Identified areas of good practice, gaps in provision and opportunities for improved service in order to 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 specific objectives of this audit and assessment are to:

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

The specific tasks addressed within the study include:

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

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- Identification of key issues to address in the future provision of indoor sports facilities.

These outputs provide the evidence upon which we develop the subsequent strategy and action plan. This will, in turn, inform and contribute to planning policy development, work on CIL and section 106 and the Council's response to housing development and related management issues.

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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:

- | | |
|---|---|
| <input type="checkbox"/> Have focus | <input type="checkbox"/> Be collaborative |
| <input type="checkbox"/> Be genuinely strategic | <input type="checkbox"/> Have strong leadership and |
| <input type="checkbox"/> Be spatial | <input type="checkbox"/> 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 Borough.
- 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 membership data
- Section 8 - review of indoor bowls provision
- Section 9 - review of ice rink
- Section 10 - review of significant other sports.
- Section 11 - identification of strengths, weaknesses, opportunities and threats, followed by strategic recommendations.

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SECTION 2: BACKGROUND

2.1 National context

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

Figure 2.1: ANOG model



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

Sporting Future: A New Strategy for an Active Nation'

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

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

It further identifies that provision should:

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

Sport England: Towards an Active Nation

In its new strategy, Sport England has identified that it will invest in:

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

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

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Figure 2.2: Sport England Strategy 2016-2021

SPORT ENGLAND STRATEGY 2016-2021

AN OVERVIEW OF OUR STRATEGY

2016
SPORT ENGLAND
WORKING
DIFFERENTLY

HOW WE WORK
Investment principles
Behaviour change
Partnership
Insight and evaluation

WHERE WE INVEST
Tackling inactivity
Children and young people
Volunteering
Mass markets
Sustaining the core market
Working locally
Facilities

**MORE PEOPLE
ENGAGED IN SPORT**
**SUPPORT FOR
THE SECTOR**

More people from every background regularly and meaningfully engaging in sport and physical activity
Inactive people becoming active
More resilient habits
More positive attitudes among young people
More diverse volunteers
Improved progression and inclusion in talent development

A more productive, sustainable and responsible sport sector
A more demand-led sport sector that welcomes everyone
Improved governance
Improved financial efficiency
Increased and more diverse revenue generation
Increased diversity in leadership
A diverse and productive workforce

**OUR
CONTRIBUTION TO
THE GOVERNMENT'S
FIVE OUTCOMES**

PHYSICAL WELLBEING
MENTAL WELLBEING
INDIVIDUAL DEVELOPMENT
SOCIAL & COMMUNITY DEVELOPMENT
ECONOMIC DEVELOPMENT

126

National Planning Policy Framework 2012

The National Planning Policy Framework (NPPF) sets out planning policies for England. It details how the changes outlined 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

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to contribute to the achievement of sustainable development. It identifies the need to focus on three themes of economic, social and environmentally sustainable development:

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 the sport's role delivering sustainable communities through the promotion of health and well-being. Sport England, working within the provisions of the NPPF, wishes to see local planning policy protect, enhance and provide for sports facilities based on robust, up-to-date assessments of need, as well as helping to realise the wider benefits that participation in sport can bring.

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

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

Benefits of sport include the well-being/happiness of individuals taking part, improved health and education, reduced youth crime, environmental benefits, regeneration and community development, and to the individual and wider society through volunteering. Consumption of sport benefits includes 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 among 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. In summary, sport provides a range of economic and health benefits to Peterborough and its local resident population and helps to provide jobs and opportunities to both spectate and participate in physical activity.

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Public Health England: Everybody Active, Everyday

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

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

Investment in school sport

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

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

In 2015-16 schools with 16 or fewer eligible pupils received £500 per pupil whilst those with 17 or more received £8,000 plus a payment of £5 per head. Evaluation of this investment has highlighted the need for clearer guidance to schools on how best to use this resource and the importance of good specialist PE knowledge for teachers of the subject. While this may cease in its present form Sport England is, in its Strategy, committed both to further investment in young people and to improving the skills of secondary school

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teachers, particularly in respect of physical literacy. It also appears likely that the allocation of funds generated via the proposed 'Sugar Tax' will continue to fund school sport at some level.

Summary of national context

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

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2.2 Local context

Sustainable Community Strategy 2008 to 2021

This is the plan for the future of the city and the surrounding villages and rural areas. It is ambitious and far reaching and has the stated aims to substantially improve the quality of life of the people of Peterborough and to raise the profile and reputation of the City as a great place in which to live, visit and to work. The vision for Peterborough is 'A bigger and better Peterborough that grows the right way' and through truly sustainable development and growth:

- Improves the quality of life of all its people and communities, and ensures that all communities benefit from growth and the opportunities it brings.
- Creates a truly sustainable Peterborough, the urban centre of a thriving sub-regional community of villages and market towns, a healthy, safe and exciting place to live, work and visit, and famous as the environment capital of the UK.'

Priorities and outcomes partners have identified the following four areas of work, which PCC believes it needs to prioritise in order to achieve its vision:

Table 2.1: Peterborough City Council Sustainable Community Strategy

Priority	Outcomes
Creating opportunities – tackling inequalities	<ul style="list-style-type: none"> <input type="checkbox"/> Improving health – so that everyone can enjoy a life expectancy of the national average or above and benefit from speedier access to high quality local health and social care services. <input type="checkbox"/> Supporting vulnerable people – so that everyone can access support and care locally to enable them to maintain independence, should they be affected by disadvantage or disability at any point in their lives. <input type="checkbox"/> Regenerating neighbourhoods – so that the most deprived communities can achieve their full potential and therefore contribute and benefit from sustainable economic growth in the Peterborough area. <input type="checkbox"/> Improving skills and education – so that the people of Peterborough have better skills and benefit from the high quality education from cradle to grave, including through the new university.

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Creating strong and supportive communities	<ul style="list-style-type: none"> <input type="checkbox"/> Empowering local communities – so that all communities and individuals are engaged and empowered, and take their opportunities to shape the future of Peterborough. <input type="checkbox"/> Making Peterborough safer – so that all people of all ages and abilities can live, work and play in a prosperous and successful Peterborough without undue fear of crime. <input type="checkbox"/> Building community cohesion –recognises, celebrate and take part in Peterborough’s diverse but shared culture and the existing opportunities for leisure and relaxation.
Creating the UK’s environmental capital	<ul style="list-style-type: none"> <input type="checkbox"/> Making Peterborough cleaner and greener- so that it becomes the UK’s greenest city with attractive neighbourhoods, surrounded by beautiful countryside and thriving biodiversity. <input type="checkbox"/> Conserving natural resources – so that there is a reduction in Peterborough’s overall consumption of the Earth’s natural resources. <input type="checkbox"/> Growing the environmental business sector- so Peterborough is the natural location for green businesses. <input type="checkbox"/> Increasing use of sustainable transport – so that Peterborough has the highest proportion of citizens using sustainable transport modes in the UK.
Delivering substantial and truly sustainable growth	<ul style="list-style-type: none"> <input type="checkbox"/> Creating a safe, vibrant city centre and sustainable neighbourhood centres – so that people have more diverse and improved places to visit and enjoy. <input type="checkbox"/> Increasing economic prosperity – so that the people of Peterborough can work locally, benefitting from a strong local economy that is an attractive destination for business investment, particularly in higher skilled sectors. <input type="checkbox"/> Building the sustainable infrastructure of the future – so that it creates the conditions for business, service and community prosperity and growth. <input type="checkbox"/> Creating better places to live – so that it provides better places to live for both new and existing communities, ensuring the highest environmental standards of new building.

Planning policy in Peterborough

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PCC manages the growth and development of the City through a set of planning policy documents known as the Peterborough Planning Policy Framework (PPPF). This comprises:

- Development Plan documents (DPDs); these are documents (often referred to as “Local Plans”) that form part of the statutory development plan for the area.
- Policies Map: this is a map on an Ordnance Survey base for the whole of a local planning authority’s area which shows where policies in DPDs apply.
- Supplementary planning documents (SPDs); these can cover a wide range of issues on which the planning authority wishes to provide guidance to supplement the policies and proposals in its DPDs (Local Plan)
- Neighbourhood plans (NPs); Local communities, including parish and town councils can now prepare NPs putting in place policies to guide the future development of the area.
- Statement of Community Involvement (SCI); this explains how the local planning authority will engage with the community in the preparation alteration and review of planning documents, and in development control decisions. It is required to specify how, and at what stages, people will have the opportunity to be involved in planning for their area.
- Authority’s Monitoring Report; this is a report which must be produced by a local planning authority (on an annual basis) to explain how the local development scheme is being implemented and the extent to which policies in the Local Plan are being achieved.

Health and Wellbeing 2016-2019 - Draft Strategy

Current joint work

The health and wellbeing challenges facing older people have been prioritised locally across health and care systems. A service model has been developed by local NHS commissioners and community service providers, councils and voluntary organisations to enable people to age well and to live the life they want to lead by:

- Providing high-quality, responsive care and support.
- Integrated working across health, social care and third sector services in Peterborough to ensure that care is joined-up around the needs of individuals within local communities, and avoidable admissions to hospital and care can be prevented.
- Supporting jointly agreed plans for the Better Care Fund.

The Health and Well-being Strategy covers all health and wellbeing, the areas that directly related to inactivity and physical activity include:

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Children and young people's health:

Peterborough's children and young people are more likely to live in areas where there are high levels of deprivation than England or East of England averages. Central and eastern areas are the ones with the highest levels. And where birth rates are highest. Overall, approximately, 22% of children and young people aged 0-16 years are living in poverty. Other key priorities include:

- Making newly arrived communities aware of and able to access prevention and early help services to support them or prevent additional needs arising and becoming more serious.
- High rates of teenage conceptions in the City.
- Children aged 4-5 years who are obese.
- High levels of teeth decay.
- Relatively fewer young people achieving well in education.
- High levels of hospital admissions among 10-24 year olds for self-harm.

Health behaviours and lifestyles:

Lifestyles influence the way health develops over a person's lifetime. Local research in East Anglia has shown that people with four "healthy" behaviours – not smoking, taking regular exercise, eating five fruit and vegetables a day and drinking alcohol within recommended limits, stay healthy for longer and live on average 14 years more than people with none of these behaviours. In Peterborough:

- Smoking rates are similar to national average – one in five adults smoke
- Two in three adults are overweight or obese.
- Fewer people than average are physically active
- Hospital admissions directly resulting from alcohol consumption are higher than average.

Growth, Health and the Local Plan

There is a clear correlation between health and where people live. A number of published studies have provided evidence that local environments can have a positive effect on individual health and wellbeing. On the other hand, many aspects of the built environment can deter people from being physically active, which is important for health. Consideration of "social infrastructure", encouraging

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communities in new housing developments to develop supportive social networks, has a positive impact on wellbeing. In Peterborough:

- The percentages of physically active adults are lower than the England average.
- The Peterborough Open Space Study Update Final Report (October 2011) indicates which areas of Peterborough are better or less well served in terms of open space.

System strategic aims and goals

The Cambridgeshire and Peterborough health system has agreed to a set of strategic aims for the next five years (2016-2021). These are set out in Figure 2.3 overleaf which shows how the strategic aims relate, with people at the centre.

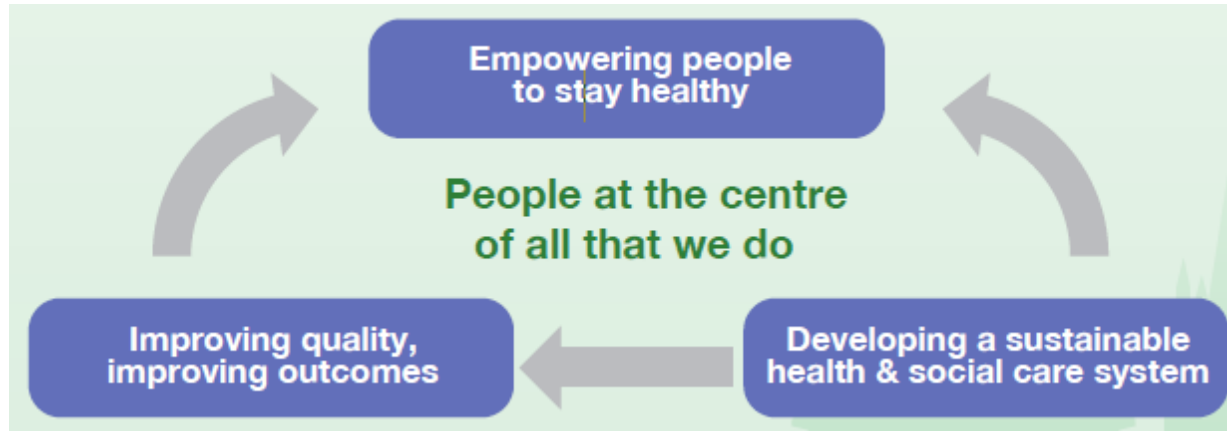
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Figure 2.3 Cambridgeshire and Peterborough strategic aims:



The Cambridgeshire and Peterborough System Transformation Programme is looking at all hospital-based, GP and community healthcare services in Cambridgeshire and Peterborough. It is particularly focussing on the following areas of care:

- Children's and maternity services.
- Mental health services.
- Care delivered through GP surgeries.
- Planned care (both in hospital and in the community).
- Emergency and urgent care.

It's also taking into account proposals to maintain planned improvements for older people's (over 65s) healthcare, following termination of the Integrated Older People's and Adult Community Services contract with Uniting Care Partnership. Prevention is key to the programme with everyone having a role in helping to reduce demand on health services. If there are no plans to change the health system, it is considered likely that there will be:

- Funding shortfalls, possibly leading to unplanned service changes over which it has little control.
- Decreased quality of care and poorer health outcomes for people.

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- A continued rise in the need for health care.
- Some general practices going out of business.
- Hospitals continuing to experience a rise in emergency admissions.
- Hospitals finding it harder to undertake planned work (such as scheduled operations).
- A decrease in quality and access performance standards in hospitals, and an increase in financial deficits.
- An increase in pressure on all parts of the health system and an already stretched workforce.

The Health System Transformation Programme has taken a range of opportunities to engage with the wider public and feedback will inform and be reflected within the development of ideas for change across the system.

A Vision for Health and Wellbeing in 2016/19

To conclude, the context for the 2016/19 Joint Health and Wellbeing Strategy is:

- Significant budget reductions.
- Growing population and demand for services.

To meet these challenges, Health, Local Authority and other partners in the Health and Wellbeing Board will work in a new way, focusing on outcomes not organisations. It will achieve its aims by:

A focus on **prevention**

- Making Peterborough a healthy environment in which to live
- Supporting all people and communities to maintain their own health and independence.

Driving **delivery** of:

- The right services.
- To the right people, families and communities.

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- By the right people.
- At the right time.
- In the right place.
- At the right cost.

Public Health England – Child Health Profile March 2016

Findings are as follows:

- Children and young people under 20 make up 26.8% of the population of the City.
- Nearly half (44.8%) of school children are from a minority ethnic group.
- The health and wellbeing of children in Peterborough is generally worse than the England average.
- Infant and child mortality rates are similar to the England average.
- The level of child poverty is worse than the England average with 21.9% of children aged less than 16 years living in poverty.
- The rate of family homelessness is worse than the England average.
- Children in Peterborough have average levels of obesity:
- Nearly one in ten (9.8%) of children aged 4-5 years and 17.9% of children aged 10-11 years are classified as obese.

Living Sport, the Cambridgeshire & Peterborough Sports Partnership

Living Sport's vision is to inspire everyone to lead healthy lives by increasing the opportunities to be active and to participate in sport. Its purpose as a local sports charity which connects and supports communities is to deliver high quality sports events and activities. Its values are that it is:

- Passionate about what it does.
- Striving for excellence.
- Making a positive impact.

Aided by significant funding support through the Sport Lottery from Sport England, Living Sport delivers against a core specification, the focus of which is to support national governing bodies of sport (NGBs) to deliver their plans locally to increase participation in sport. Additional Sport England funding enables the delivery of Olympic legacy programmes for children and young people and coaching and volunteering projects.

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It has reportedly strong and established partnerships with those central to the delivery of sport across the county. It also reports making good progress engaging with a wide range of non-sport agencies such as the community and voluntary sector and health partners, such as the Peterborough and Cambridgeshire Public Health teams.

A broad partnership base reflects Living Sport's ambitions to create more informal opportunities to participate in sport, by offering a broader range of activities and exploring new types of delivery. Wider partnership engagement has proved particularly important to the successful engagement of harder to reach communities – in 2014 with funding from the Local Enterprise Partnership engagement with young people not in education employment or training including many who had served short term custodial sentences. It also organises and manages a wide range of projects and programmes across the wider county:

Summary of local context

The core messages running through local strategies are:

- That levels of adult physical activity are below the national average.
- The general health and wellbeing of children is worse than the national average.
- The ambition to ensure that Peterborough grows in size and that opportunities for regeneration and economic development are a priority.
- Improving quality of life and health to make sure the City is a safe and exciting City in which to reside.
- Opportunities are made available to/for all residents of Peterborough to take part in physical activity to contribute positively to their health and wellbeing.
- Peterborough continues to work jointly and strategically with partners, to ensure that facilities and infrastructure are provided to support sustainable communities in the City.
- Facilities and programmes of activity will continue to contribute to reducing health inequalities across the City for all age groups especially via partnership work with Public Health and the operators of the leisure facilities.

Increases in sport and physical activity (and, therefore, positive contribution to the health and wellbeing agenda) will only be achieved via targeting increasingly scarce resources. It is, thus, essential that indoor sports halls, swimming pools and health and fitness venues are accessible and available to the community and that the 'offer' is developed based on the needs of local communities.

2.3 Demographic profile

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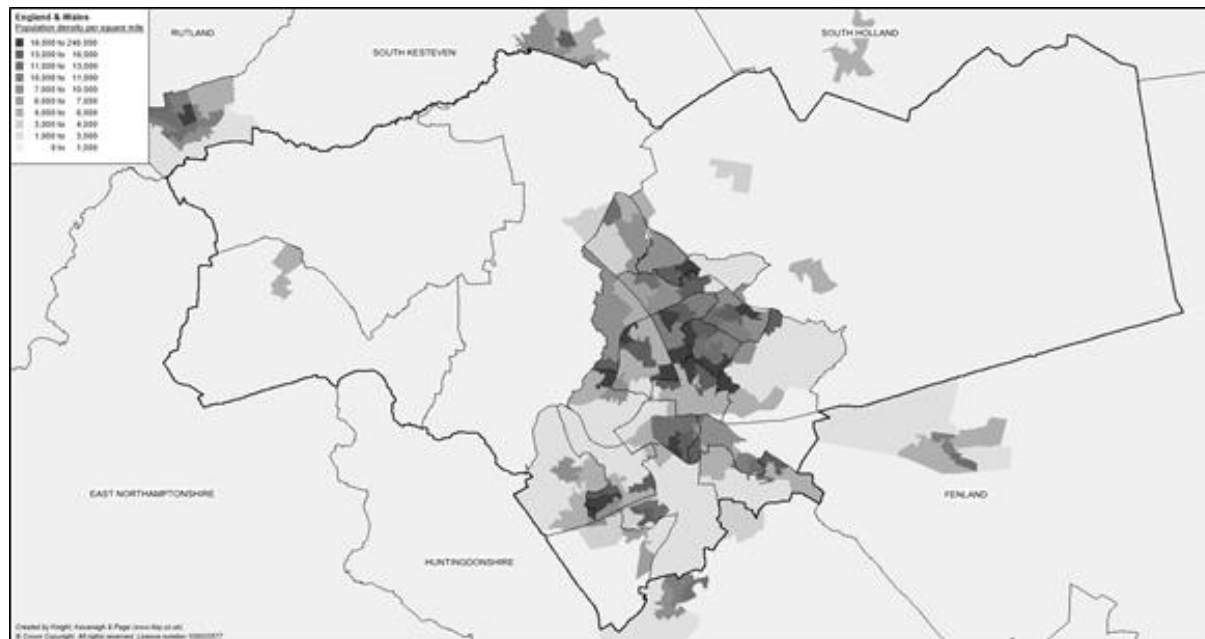


The following overview briefly summarises the demographic profile of Peterborough. Data is taken from nationally recognised sources such as the Office for National Statistics, NOMIS, Sport England and Experian. Wherever possible it represents the most up to date information available at the time of the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

Population and distribution

The total population of the City is 193,980 (mid-year estimate 2015). It comprises the City of Peterborough itself, and 25 villages set in countryside extending over an area of approximately 344 square kilometres.

Figure 2.4: Population density (2015 MYE): Peterborough and surrounding districts



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The population is at its most dense in the centre and towards the south of the Authority.

Age structure of the local population

Peterborough's age structure varies from that of the rest of England, the main differences being the slightly higher proportions of younger people (the proportion of 0-9 year olds in Peterborough is 15.3% compared with the 12.4% in the East region). There are also fewer people aged 65-74 years old in Peterborough at 7.7% compared with 10.4% in the East region.

Ethnicity

The ethnic composition of the City differs slightly from the national average: it is 82.5% White, 11.7% Asian and 2.7% Mixed. This compares to 85.4%, 7.8% and 2.3% nationally.

Crime

The Safer Peterborough partnership is made up of statutory and voluntary organisations who work together to deliver the partnership priorities. These organisations include:

- Peterborough City Council
- Cambridgeshire Police
- Cambridgeshire Fire and Rescue Service
- NHS

They work with a wide range of other services across the public and voluntary sector, as well as community groups.

The Safer Peterborough Partnership Plan 2014 – 2017 sets out how the City, through the Safer Peterborough Partnership, will tackle crime and disorder. It builds on the previous three-year plan (Safer Peterborough Partnership Plan 2011-14) in building more cohesive, safer and confident communities and driving down rates of reported crime and anti-social behaviour. It demonstrates commitment to Peterborough's preventative agenda by clear linkage with the City's Sustainable Community Strategy whilst not losing the focus on tackling the "here and now" issues of community cohesion, crime, disorder and safety within the neighbourhoods. The partnership priorities are:

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- Addressing victim-based crime by reducing re-offending and protecting residents and visitors from harm.
- Tackling Anti-Social behaviour.
- Building Stronger and more supportive communities.

Data from the Police UK¹ website shows that recorded crimes per 1,000 of the population fluctuate throughout the year but continue to rise as a whole.

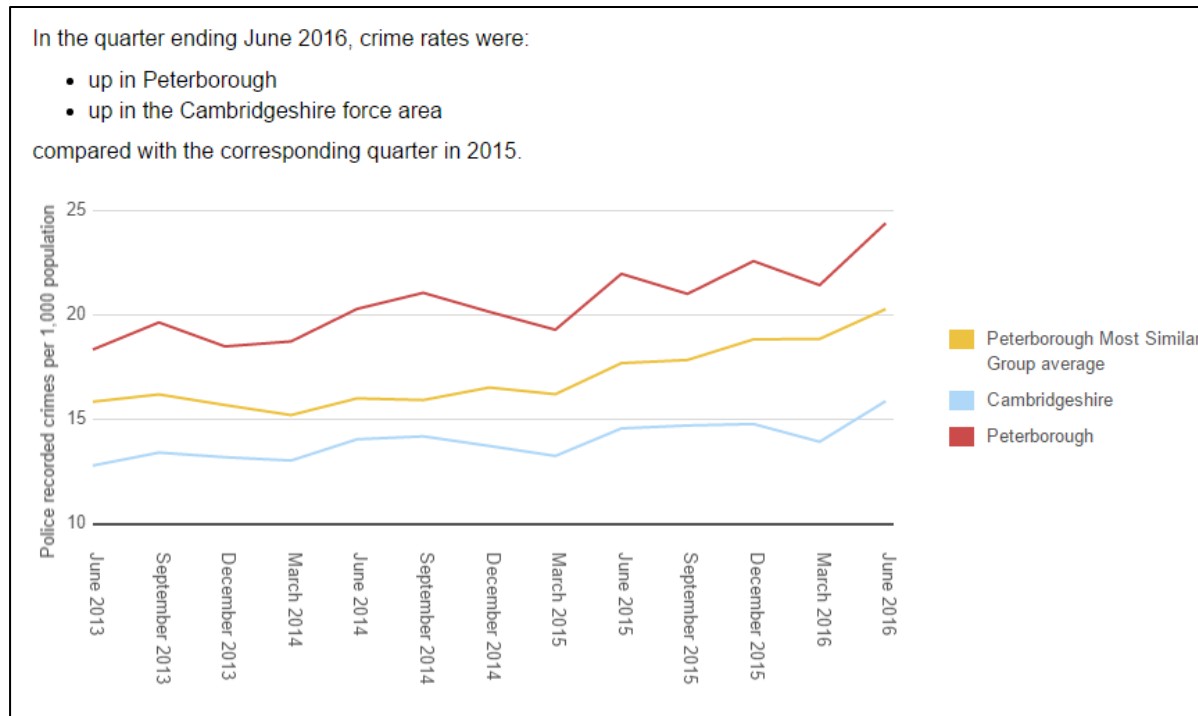
Figure 2.5: Crime changes over time in Peterborough and in the Cambridgeshire force

¹ <https://www.police.uk/cambridgeshire/Peterborough/crime/stats/>

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It also shows that the crime rates for Peterborough are higher than that of the Cambridge and the group average for similar sized areas.

When broken down into types of crime figure, almost 33% of recorded crimes are for anti-social behaviour, nearly 19% are for violence and sex offences and with just under 10% for criminal damage and arson.

Income and benefits

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The unemployment rate in Peterborough (4.5%) is below the national (5.1%) rate but above the regional (3.8%) average. Earnings are 14.9% below national and 19.6% below regional averages as identified in Table 2.3.

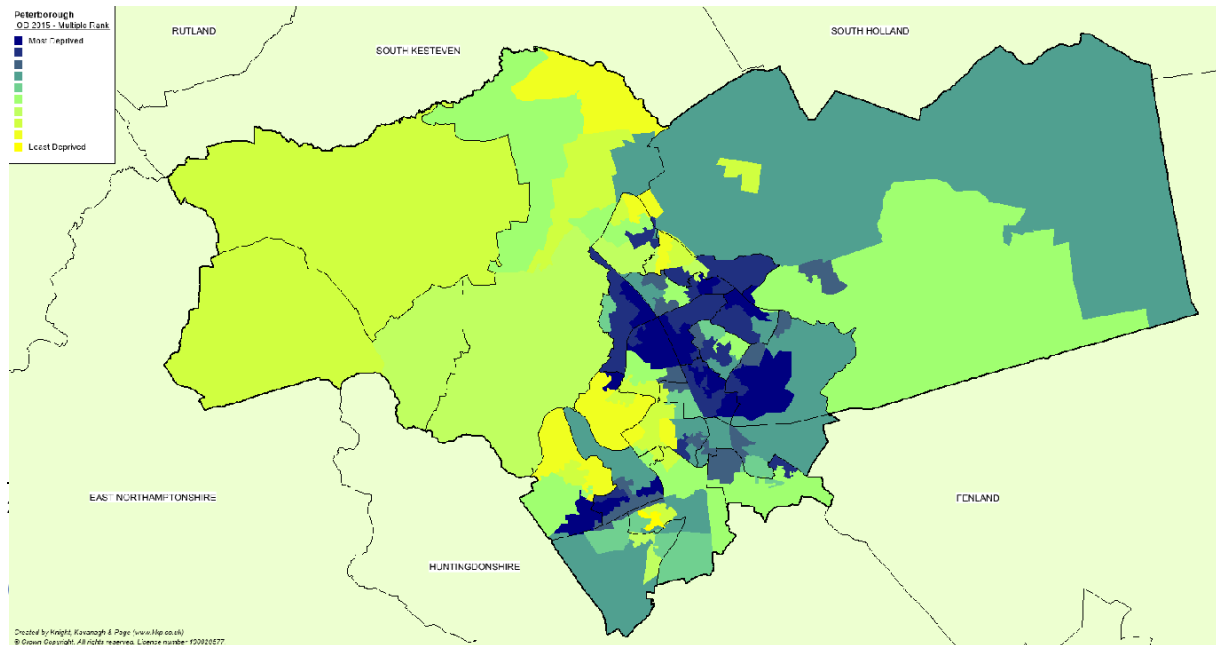
Table 2.2: Unemployment and income

	Peterborough	East	England
Unemployment	4.5%	3.8%	5.1%
Income (median)	£23,951	£28,652	£27,539

Deprivation and health

Just under half (48.3%) of the population of Peterborough falls within the most deprived communities compared to 30% nationally; conversely, only one in five (18.8%) are within the three least deprived groups (nationally this is 30%).

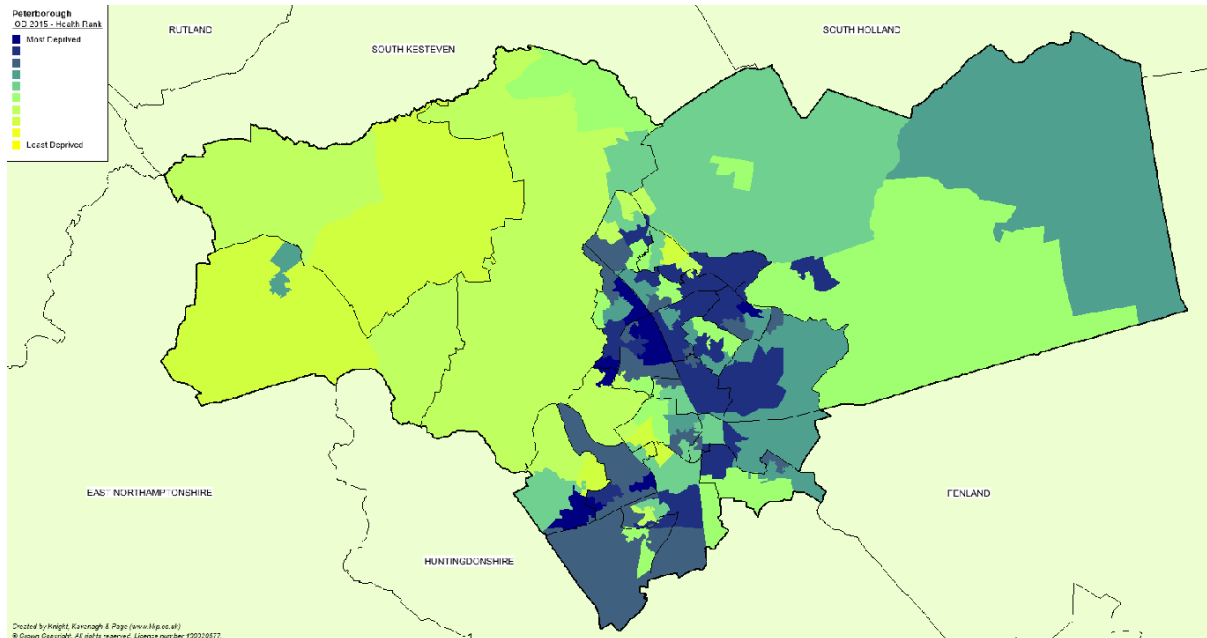
Figure 2.6: Index of multiple deprivation



Health problems appear to be more widespread throughout Peterborough's communities, when compared to national averages. The IoD² points towards higher health deprivation with 50.2% falling in the most deprived (three worst) cohorts based on health measures when a national equivalent would be 30%. Unlike the overall measure of deprivation, however, only 5.1% of the population is in the best three cohorts for health. The higher

incidence of health deprivation is most easily seen by comparing the lighter areas in figures 2.6 and 2.7.

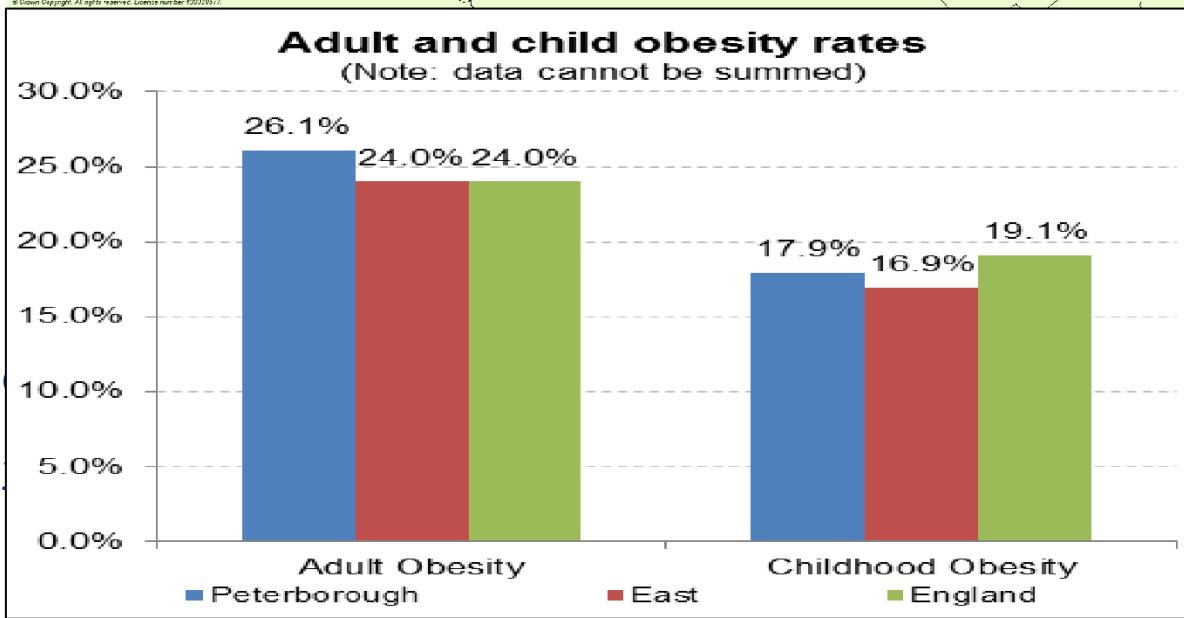
Figure 2.7: IMD Health domain



Weight and obesity

obesity (26.1%) is slightly above the national (24.0%) and regional (24.0%) averages. Child obesity rates (17.9%) show similar characteristics being slightly above the regional (16.9%) but below the national (19.1%) rates. This can be seen in Figure 2.8.

Figure 2.8 Adult and child obesity rates



Child rates also increase significantly between reception and Year 6, by which time just under one third of children (32.2%) are either overweight or obese.

- Avoidable ill health cost to the NHS in Peterborough (due to physical inactivity) is estimated to be £2.7m; this is 3.0% and 1.3% below the respective national and regional averages (per 100,000).
- The economic value/benefit of sports participation (as opposed to the avoidable ill health cost of inactivity) has been calculated by SE to be £66.7m.

General socio-economic characteristics

Active People Survey

The Active People Survey (APS) October 2014 – 2015 collects data on the type, duration, frequency and intensity of adult participation by type of sport, recreation and cultural activity. Figures below refer to APS9. APS10 data is not currently available in sufficient detail to consider in this report). The survey also covers club membership, tuition as an instructor or coach, participation in competitive sport and overall satisfaction with local sports provision.

Peterborough's 'nearest neighbours' are derived from CIPFA (Chartered Institute of Public Finance and Accountability) statistics 2015. They include Thurrock, Swindon, Milton Keynes and Coventry. Key findings include:

- *Participation*; 31.4% of adults participated in at least 1 x 30 minutes moderate intensity sport per week. This was below national (35.8%) and regional (35.6%) averages and below all of its 'nearest neighbours' which ranged from 31.6% to 38.9%.
- *Sports club membership*; 18.1% of the City's population are members of a sports club, based on the four weeks prior to the APS. This is below both the national (21.8%) and regional (22.5%) rate; it is also below all but one of its 'nearest neighbours'.
- *Sports tuition*; 14.8% received sports tuition during the 12 months prior to the APS. This was also below regional and national averages and all but one of its 'nearest neighbours'.

The most popular sports

APS and Sport England segmentation also makes it possible to identify the most popular sports/physical activities among the Peterborough population.

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Table 2.3: Most popular sports in Peterborough (Source: SE Area Profiles)

Sport	Peterborough		East		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Cycling	18.1	12.0%	457.5	9.5%	3,771.8	8.7%
Gym Sessions	17.6	11.7%	479.2	10.0%	4,850.4	11.2%
Athletics	13.8	9.2%	358.2	7.5%	3,309.8	7.6%
Swimming	12.6	8.3%	466.3	9.7%	4,132.7	9.5%

As with many other areas, cycling and gym sessions are among the most popular; they are known to cut across age groups and gender; around one in eight adults (12.0%) in the City goes cycling at least once per month (on average). The second most popular activity is gym sessions; which 11.7% of adults do on a relatively regular basis.

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




Sport England has classified the adult population via a series of 19 market segments which provide an insight into the sporting behaviours of individuals throughout the country. The profiles cover a wide range of characteristics, from gender and age to the sports that people take part in, other interests, the newspapers that they read etc. The segmentation profile for Peterborough indicates 'Retirement Home Singles' to be the largest segment of the adult population at 8.2% (10,510) which is similar to the national average of 7.9%.

Knowing which segments are most dominant in the local population is important as it can help direct provision and programming. The following data indicates that Elsie & Arnold, Philip and Tim are the three dominant groups, representing 24.2% (30,901) of the adult population which is broadly equivalent to the national figure (25.4%).

Table 2.4: Sport England market segmentation – three main groups in Peterborough

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Segment, description and its top three sports nationally				
	Retirement Home Singles	Elsie & Arnold	10,510	Peterborough
	Retired singles or widowers (aged 66+), predominantly female, living in sheltered accommodation		8.22%	East
	Keep fit/gym (10%)	Swimming (7%)	Bowls (3%)	7.97%
	Comfortable Mid-Life Males	Philip	10,514	Peterborough
	Mid-life professional (aged 46-55), sporty males with older children and more time for themselves.		8.22%	East
	Cycling (16%)	Keep fit/gym (15%)	Swimming (12%)	9.62%
	Settling Down Males	Tim	9,870	Peterborough
	Sporty male professionals (aged 26-45), buying a house and settling down with partner.		7.71%	East
	Cycling (12%)	Keep fit/gym (20%)	Swimming (15%)	10.47%

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

Mosaic (Data source: 2014 Mosaic analysis, Experian)

Mosaic 2014 is a similar consumer segmentation product. It classifies all 25.2 million households into 15 groups, 66 household types and 238 segments. This data is then used to paint a picture of UK consumers in terms of their social-demographics, lifestyles, culture and behaviour and tends to be used to draw out population characteristics for the backdrop to library usage and other non-sporting activities. Table 2.5 shows the top five mosaic classifications in Peterborough compared to the country as a whole. The dominance of these five segments can be seen in as much as they represent over 85% of the population compared to a national equivalent rate of around a third (34.5%).

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Table 2.5: Mosaic – main population segments in Peterborough

Mosaic group description	Peterborough		National %
	#	%	
1 – Transient Renters	32,010	16.8%	5.9%
2 – Aspiring Homemakers	29,581	15.6%	4.3%
3 – Family Basics	27,880	14.7%	9.8%
4 – Urban Cohesion	16,408	8.6%	7.6%
5 – Domestic Success	12,373	6.5%	6.1%

Mosaic (2015) segmentation data indicates that over half (55.7%) of Peterborough’s population fall into only four Experian ‘groups’, compared to 27.7% nationally (for the same groups). The ‘Transient Renters’ group (16.8%) is nearly three times the national rate (5.9%). It is described as; *single people who pay modest rents for low cost homes*. This is followed by Aspiring Homemakers (*younger households who have, often, only recently set up home*) at 15.6% compared to the national rate (4.3%). Family Basics (*families with children who have limited budgets and can struggle to make ends meet*) make up 14.7% of the local population compared to the national rate (9.8%) and Urban Cohesion (*settled extended families and older people who live in multicultural city suburbs*) at 8.6% this is similar to the national rate (7.6%).

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Transient Renters 	<p>Single people who pay modest rents for low cost homes. Mainly younger people, they are highly transient, often living in a property for only a short length of time before moving on.</p>
Aspiring Homemakers 	<p>Younger households who have, often, only recently set up home. They usually own their homes in private suburbs, which they have chosen to fit their budget.</p>

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Family Basics



Families with children who have limited budgets and can struggle to make ends meet. Their homes are low cost and are often found in areas with fewer employment options.

Population projections

At strategic and operational levels plans to increase levels of physical activity cannot be set in stone; they need to be flexible and respond to predictable changes in age structure, gender and ethnic composition. The projected population changes, as indicated by the ONS (population projections 2014) are shown in Table 2.6 overleaf.

It is anticipated that projected changes in population from 2016 to 2026 will see an increase of 18,002 (9.5%) which will include an increase of 4,357 (10.4%) 0 - 15 year olds alongside a fall in the number of 25 - 34 year olds of 1,163 (3.9%). From 2016 to 2036 there is an expected increase of 31,288 (16.4%), including a 57.3% rise in the numbers aged 65+ to become just less than one in five of the population.

Table 2.6: Peterborough - ONS projected population (2016 to 2036)

Age (years)	Number			Age structure %			Change 2016 - 2036		
	2016	2026	2036	2016 %	2026 %	2036 %	2016 %	2026 %	2036 %
0-15	43,323	47,680	47,156	22.2	22.4	20.8	103.3	113.7	112.4
16-24	20,270	20,993	23,813	10.4	9.9	10.5	98.8	102.3	116.0
25-34	30,622	29,459	29,981	15.7	13.8	13.2	101.5	97.7	99.4%
35-44	27,037	30,192	29,296	13.9	14.2	12.9	102.9	114.9	111.5
45-54	25,521	25,704	28,469	13.1	12.1	12.6	101.8	102.6	113.6
55-64	19,953	23,869	23,678	10.2	11.2	10.5	103.8	124.2	123.2
65+	28,345	35,175	43,967	14.5	16.5	19.4	104.0	129.0	161.3
Total	195,071	213,073	226,360	100	100	100	102	111.9	118.8

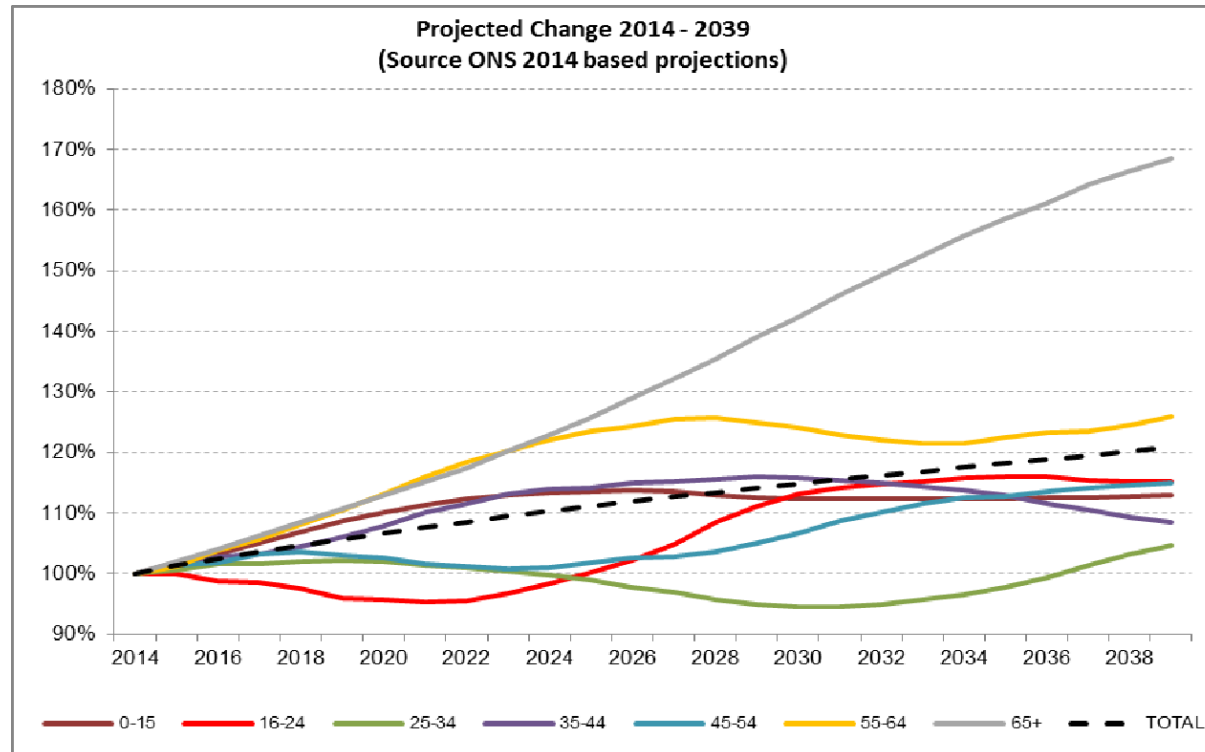
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Figure 2.9: Projected population change (2014 -2039)



Peterborough Local Plan (Preliminary Draft) January 2016

The NPPF expects the overall level of growth in a Local Plan to be based on the 'Objectively Assessed Need' (OAN) for market and affordable housing. The OAN for Peterborough has been determined via preparation of a Strategic Housing Market Assessment (SHMA) (July 2014) for the Peterborough sub market housing area including the adjoining local authorities of South Holland, South

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Kesteven and Rutland. Some elements of the SHMA, including the OAN figure, were refreshed in October 2015 to ensure that it is based on the most up to date population and household projections; this must be read alongside the 2014 version.

The OAN figure for Peterborough is 1,005 dwellings per year between 2011 and 2036, resulting in a total need for 25,125 new homes over the 25 year period. The housing growth target is closely linked to the scale of employment growth, with the SHMA identifying the need for 22,024 jobs between 2011 and 2036. PCC's current position is to accommodate in full, in this Local Plan, its objectively assessed need for both dwellings and jobs growth.

In addition, in 2013 the Cambridgeshire authorities, including Peterborough, signed a 'memorandum of cooperation' to support a coherent and comprehensive growth strategy across Cambridgeshire and Peterborough between 2011 and 2031. This included the agreement that Peterborough would accommodate some of the housing need arising in the Cambridgeshire Housing Market Area (which includes areas close to Peterborough, such as Yaxley and Whittlesey). This amounts to an additional 2,500 dwellings. This means that the housing requirement for Peterborough increases to 27,625 dwellings between 2011 and 2036.

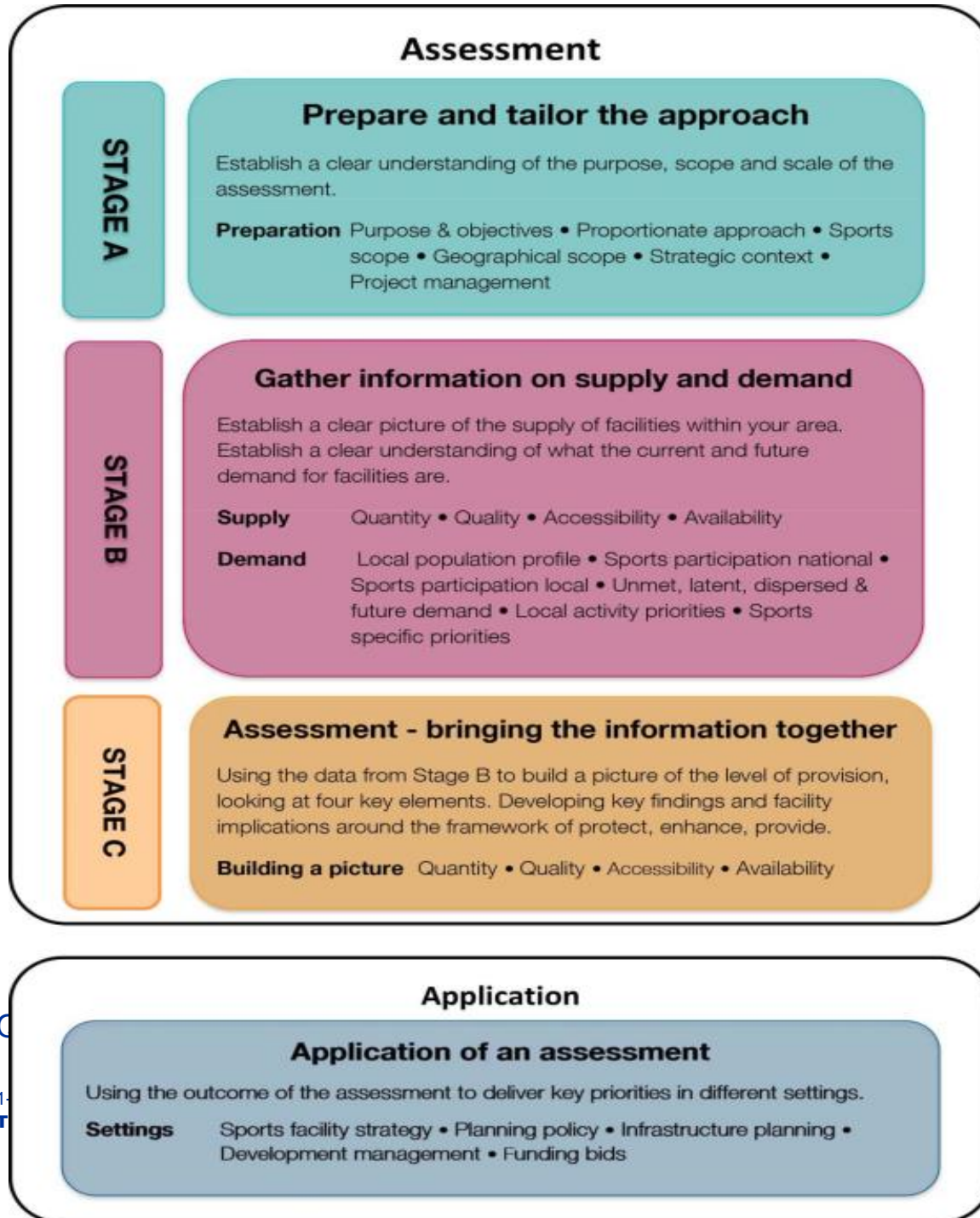
These targets in the emerging Plan are informed by evidence in the Peterborough Sub Regional Housing Market Assessment Update 2015 (SHMA) which takes into account factors such as population growth, household formation rates, migration and economic growth to calculate how many new homes and what types of new market and affordable housing is needed to meet the growth needs of the City.

The difference between the Peterborough OAN and the Cambridgeshire and Peterborough SHMA is accounted for in that the SHMA includes the Cambridgeshire authorities.

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SECTION 3: INDOOR SPORTS FACILITIES ASSESSMENT APPROACH

3.1 Methodology

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

Figure 3.1: Recommended approach

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

‘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



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the assessments should be used to determine what open space, sports and recreational provision is required.' (NPPF, Paragraph 73)

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

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

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

3.2 Site visits

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

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

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

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

Table 3.1: Quality ratings of indoor sports facilities using ANOG

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

Ratings are based on a non-technical visual assessment carried out by a KKP assessor. Assessments take into facility account age, condition, markings, safety equipment plus evident problem areas such as mould, damage, leaks etc. The condition of fixtures, fittings and equipment is recorded and changing rooms assessed. Disability Discrimination Act compliance is also noted, although not studied in detail. When all data is collated, an overall quality rating is awarded to each facility. Site visits are conducted at all main sports facilities.

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3.2 Catchment areas

Catchment areas are a tool to identify areas currently not served by existing indoor sports facilities. It is recognised that they vary from person to person, day to day, hour to hour and by facility type. This is addressed by accepting the concept of ‘effective catchment’, defined as the distance travelled by around 75-80% of users. This, coupled with KKP’s experience of working with leisure facilities and having completed such assessments for similar local authorities, has enabled the identification of catchment areas for sports halls as follows:

Table 3.2: Facility catchment areas

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

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 sized 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 basketball, netball and football (5-a-side and training), It also has sufficient length to accommodate indoor cricket nets and indoor athletics thus offering greater sports development potential and flexibility than its 3-court counterpart.

Larger halls, for example those with six or eight courts, can accommodate higher level training and/or competition as well as meeting day to day needs. They may also provide an option to be set up to cater for more than one pitch/court which increases flexibility for

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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 Peterborough that comprise 3+ badminton courts in line with Sport England's ANOG. Halls that function as specialist venues, such as dance studios are not covered in this section.

4.1 Supply

One method for assessing supply is Sport England's Facilities Planning Model (FPM). It is based on calculated demand as outlined below; data for this is taken from the August 2016 National Run of the Sport England FPM Peterborough Profile Report. In the context of supply the FPM states that:

- There are seventeen halls on twelve sites across Peterborough.
- The largest facility is at Bushfield Leisure Centre. (FPM identifies this as a seven court hall due to its measurements but KKP's audit identifies it as an eight court hall).
- Bushfield is one of three sports hall facilities managed by Vivacity on behalf of PCC. Eight facilities are based on school sites and have local management arrangements and, Gladstone Park Community Recreation Centre is operated by PCC.
- Of the remaining 11 sites (i.e. not Bushfield), three have 3-court halls, six have 4 court halls, which leaves one 5-court and one 6-court hall.
- The facilities vary greatly in age from Arthur Mellows, built in 1960 to Hampton Leisure Centre which opened in 2013.
- The total number of courts based on the space provided in the halls in Peterborough is 68. When scaled down to reflect their availability for community access in the peak period this reduces to 51.57 courts.
- This level of supply equates to 3.48 courts per 10,000 residents. This level of provision is low in comparison to national (4.15), regional (4.21) and county (3.96) averages.
- In terms of distribution of halls across the City, there is a band of facilities that runs north to south through the city centre but the wider east and west part of the area are relatively poorly served.

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Quantity

Active Place identifies 32 sports and activity halls across Peterborough with a total of 85 badminton courts. As Figure 4.1 illustrates, there is a good spread across the more densely populated areas of the City, with little or no coverage in the more rural areas, apart from Arthur Mellow Village College, to the north of the City.

Figure 4.1: All sports halls and activity halls in Peterborough (Sport England Active Places)

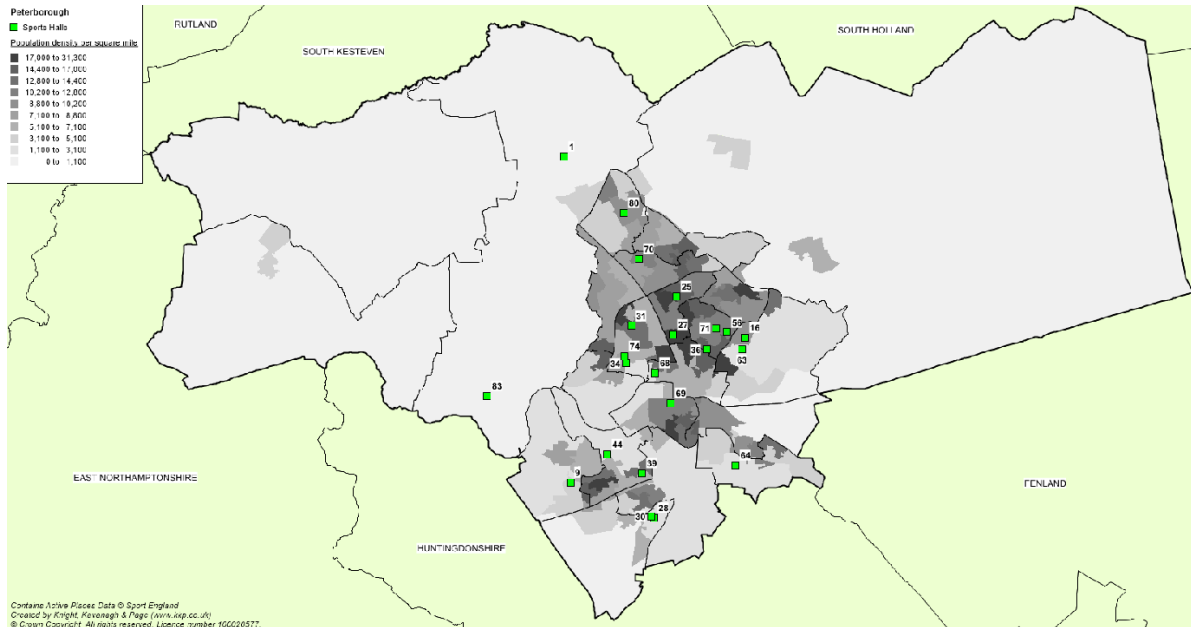


Table 4.1: All identified sports halls within Peterborough (Active Places data)

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Ref	Site Name	Cts.	Ref	Site Name	Cts.
1	Arthur Mellows Village College	1	44	Nene Park Academy	4
1	Arthur Mellows Village College	3	56	Peterborough Regional College	3
9	Bushfield Leisure Centre	2	63	St John Fisher Catholic High School	4
9	Bushfield Leisure Centre	8	64	Stanground Sports Centre	0
16	City Of Peterborough Academy	1	64	Stanground Sports Centre	4
16	City Of Peterborough Academy	3	64	Stanground Sports Centre	4
25	Fulbridge Academy	1	68	The Peterborough School	1
27	Gladstone Park Community Centre	4	68	The Peterborough School	4
28	Hampton College	0	69	The Riverside Pavilion	0
28	Hampton College	4	70	The Voyager Academy	0
30	Hampton Leisure Centre	3	70	The Voyager Academy	1
31	Highlees Primary School	1	70	The Voyager Academy	4
34	Jack Hunt School	0	71	Thomas Deacon Academy	6
34	Jack Hunt School	4	74	Thorpe Primary School	0
36	Kings School	4	80	Werrington Leisure Centre	6
39	Leighton Primary School	1	83	Woodlands	4

**This table identifies all known spaces prior to their exclusion once the ANOG methodologies is applied where only 3 court spaces and above are considered.*
Of the 32 halls (across 22 sites) 18 of the sports halls have 3+ courts; located at 17 sites.

Just 11% of sports hall space in the City comprises one and two court halls. While often appropriate for mat sports or exercise to music and similar provision, this is inevitably limited in terms of the range and scale of recreational and sporting activity it can accommodate.

There are three sites with halls larger than four courts, The only 8-court hall at Bushfield Leisure Centre (map ref: 9) is located in the south of the populated area of the City and Werrington Leisure Centre (map ref: 80) - a six court hall – is located to the north of the City centre. Thomas Deacon Academy (map ref: 71) is also a six court hall and is located to the east of the City centre. In dispersal terms, these halls are well located, covering the north, centre and the south of the population and appear to be accessible to the residents of the City.

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KKP's audit includes Jack Hunt School (a 4 badminton court sports hall) which was found to be community accessible but is excluded from the FPM. There is also a 4-court sports hall at Woodlands (map ref 83) but it was not possible to access it to audit.

Community access

The audit identifies that the following facilities have no community use:

- Kings School (4 courts).
- City of Peterborough Academy (3 courts).
- Hampton College (4 courts).

This, therefore, means that there are 14 community accessible sports halls on 13 sites which have 3+ badminton courts accessible to the public; a total of 69 badminton courts. The audit and quality assessments, in line with ANOG methodology, considered these sports halls. The audit differs from the FPM in that the audit found the following:

Table 4.2: The differences in court numbers found between the KKP audit and the FPM

Site Name	KKP audit	FPM
Bushfield Leisure Centre	8	7
St John Fisher High School	4	3
Werrington Leisure Centre	6	5

There are, thus, seven more courts in the City than the FPM suggests. These are the three identified in Table 4.2 plus the four court hall at Jack Hunt School.

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The spread of facilities available for community use is fairly wide. As noted earlier, there are fewer facilities to the north of the city centre (the Werrington and Bretton area), where Figure 4.3 indicates a higher density of population, compared with, for example the south of the City.

All available sites were subjected to a non-technical assessment to ascertain quality of facilities. The results are as follows:

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Figure 4.2: Sports halls in Peterborough by condition

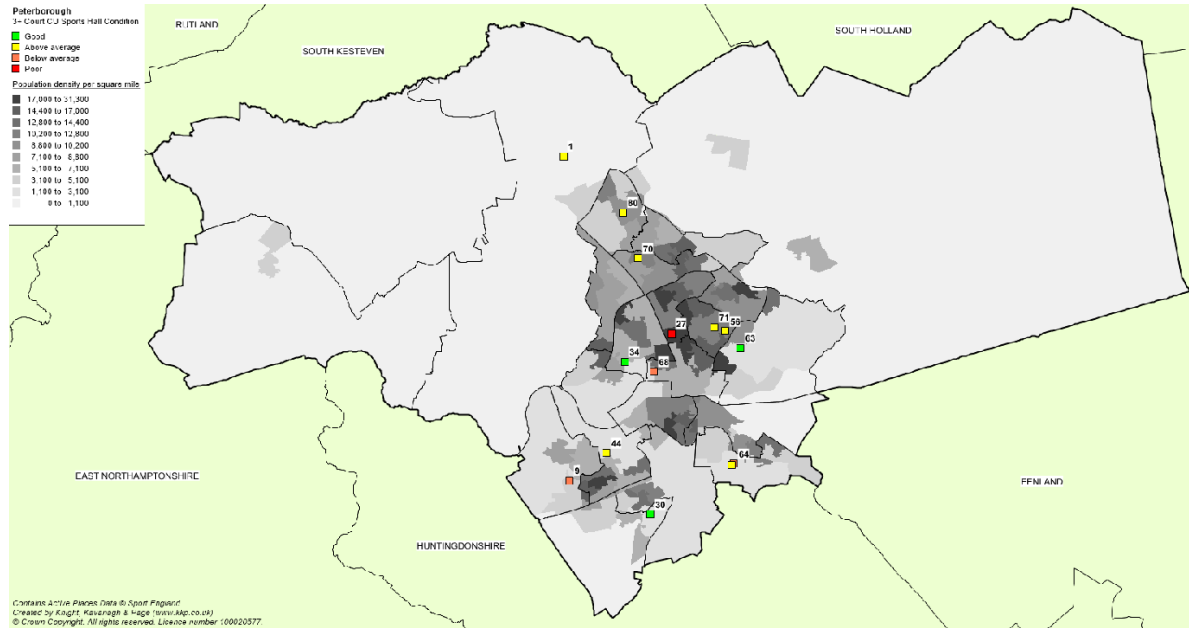


Table 4.3: Sports halls 3 court plus, community use only, by condition

Ref	Site name	Cts.	Hall condition	Changing condition
1	Arthur Mellows Village College	3	Above average	Above average
9	Bushfield Leisure Centre	8	Below average	Above average
27	Gladstone Park Community Centre	4	Poor	Above average
30	Hampton Leisure Centre	3	Good	Good
34	Jack Hunt School	4	Good	Above average

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44	Nene Park Academy	4	Above average	Access not obtained
56	Peterborough Regional College	3	Above average	Above average
63	St John Fisher Catholic High School	4	Good	Above average
64	Stanground Sports Centre	4	Above average	Above average
64	Stanground Sports Centre	4	Below average	Above average
68	The Peterborough School	4	Below average	Access not obtained
70	The Voyager Academy	4	Above average	Above average
71	Thomas Deacon Academy	6	Above average	Above average
80	Werrington Leisure Centre	6	Above average	Above average
Total		61		

The majority of sports hall facilities are considered to be in above average (seven) or good (three) condition with an accompanying, comparable quality of changing facilities. Three are below average: Bushfield Leisure Centre, Stanground Sports Centre and The Peterborough School. Gladstone Park Community Centre is classified as poor. The quality of a sports hall and changing facilities is known to impact upon the propensity of the public to use facilities and can lead to increases or decreases in participation rates, dependent upon that quality.

The centre and south of the city are served by the three good quality facilities of St John Fisher Catholic High, Jack Hunt schools and Hampton Leisure Centre. The City centre is, however, generally served by facilities which are below average and poor with the Woodston area (city centre) having no facilities and the southern area of the city centre of Orton served by a below average facility (Bushfield). The rural east and west have no sports halls.

Gladstone Park Community Centre is rated as poor. This is mostly due to the tired flooring, poor lighting and poor layout of the facilities (access to the changing facilities is across the hall which limits use). Consultation findings would also suggest that there are issues with the heating.

One of the sports halls at Stanground Sports Centre (above average quality) is covered by a temporary structure with an anticipated life span of approximately 20 years. It was built in 2010 and is, therefore, likely to need refurbishment/replacement sooner rather than later, to ensure that it remains fit for purpose.

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Accessibility

Catchment areas for different types of provision provide a tool for identifying areas currently not served by existing indoor sports facilities. As noted earlier, it is recognised that catchment areas vary from person to person, day to day, hour to hour. Analysing this is done by accepting the concept of 'effective catchment', defined as the distance travelled by around 75-80% of users. This, coupled with KKP's experience of completing such assessments for similar local authorities, underpins the identification of catchment areas for sports halls as follows:

Table 4.4: Facility catchment areas

Facility type	Identified catchment area by urban/rural
Sport halls	20 minute walk/ 20 minute drive
Swimming pools	20 minute walk/ 20 minute drive

Figure 4.3 shows the current stock of main sports halls (regardless of ownership and access arrangements) with a 20 minute walk time catchment.

Figure 4.3 and Table 4.5 overleaf indicate that just under half of Peterborough's population (48.2%, which equates to c. 89,000 people) resides in more deprived areas (using the 30% percentile) compared to a national figure of 30%. Of these, c. 77,000 (41.4%) live within one mile of a sports hall.

This data, further, indicates that nearly 86% of people living in areas of higher deprivation live within one mile radial catchment of a sports hall indicating high levels of potential accessibility to potentially harder to reach groups. It should be noted that the whole of the population of Peterborough lives within a 20-minute drive time of a sports hall.

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Figure 4.3: Community accessible sports halls on IMD 2015 with one mile/20-minute walk radial catchment

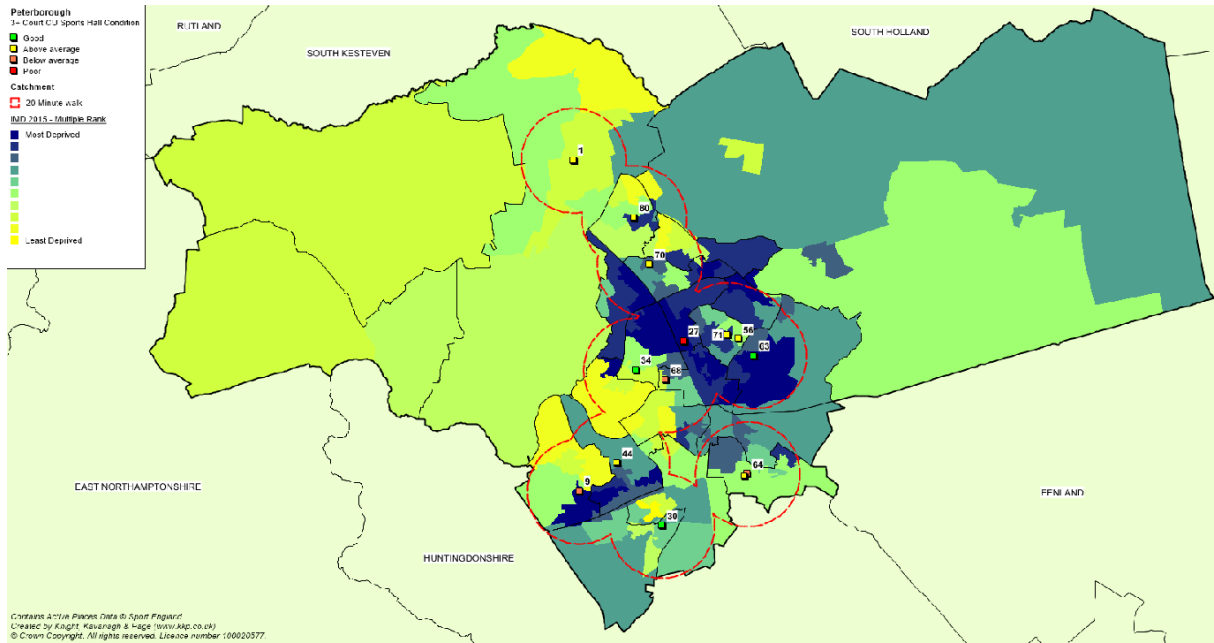


Table 4.5: Sports halls (3+ courts) IMD 2015 with one mile (20 min walk) radial catchment

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IMD 2015 10% bands	Peterborough		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	30,566	16.4%	28,151	15.1%	2,415	1.3%
10.1 - 20	38,539	20.7%	33,234	17.9%	5,305	2.9%
20.1 - 30	20,707	11.1%	15,681	8.4%	5,026	2.7%
30.1 - 40	22,179	11.9%	12,129	6.5%	10,050	5.4%
40.1 - 50	11,255	6.1%	10,076	5.4%	1,179	0.6%
50.1 - 60	19,121	10.3%	12,932	7.0%	6,189	3.3%
60.1 - 70	8,615	4.6%	6,251	3.4%	2,364	1.3%
70.1 - 80	20,812	11.2%	11,869	6.4%	8,943	4.8%
80.1 - 90	12,600	6.8%	9,340	5.0%	3,260	1.8%
90.1 - 100	1,435	0.8%	1,435	0.8%	0	0.0%
Total	185,829	100.0%	141,098	75.9%	44,731	24.1%

Availability

Management and programming

Vivacity manages eight of PCC's facilities, four of which have three courts or more. Seven of the remaining facilities are managed and or operated by Education with the remaining facility, Gladstone Park, being both owned and operated by PCC.

Table 4.6: Management of facilities by size of sports hall

	Owned	Managed
Local authority	9	1
School	7	7
Vivacity	-	8

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The diversity of management options identified in Table 4.6 suggests that the level of influence that the Council has, or can have on facilities is, restricted to its influence over schools and with Vivacity.

Table 4.7 indicates community use in facilities and the main sports played within the different venues. It is noted that those located on school sites face challenges providing access for the community during the school day and during exam periods, which can reduce community accessibility by between 10 and 15 weeks per annum.

Table 4.7: Community use of sports halls in Peterborough

Availability	Site	Courts	Main sports played
Over 40 hours per week	Werrington Leisure Centre	6	Netball, basketball, badminton, roller sports
	Gladstone Park Community Centre	4	Netball, badminton, wrestling, martial arts and indoor cricket (no nets) aerobics.
	Bushfield Leisure Centre	8	Badminton, trampolining, roller sports, judo, street derby, dance, netball, basketball.
	Arthur Mellows Village College	3	Dance and fitness, netball, futsal, football training in winter in hall, indoor cricket.
	Hampton Leisure Centre	3	Badminton, table tennis, short tennis, trampolining, netball, basketball.
	Jack Hunt School	4	Deaf football, table tennis, dance, badminton, boxing, indoor rowing.
	Nene Park Academy	4	Futsal, roller hockey, football, indoor cricket wheelchair football, wheelchair basketball.
	Peterborough College	3	Basketball, badminton, volleyball, netball.
	St John Fisher Catholic High School	4	Karate academy, kick boxing, judo, cricket nets.
	Stanground Sports Centre	4	Badminton, netball. basketball, 5 a side

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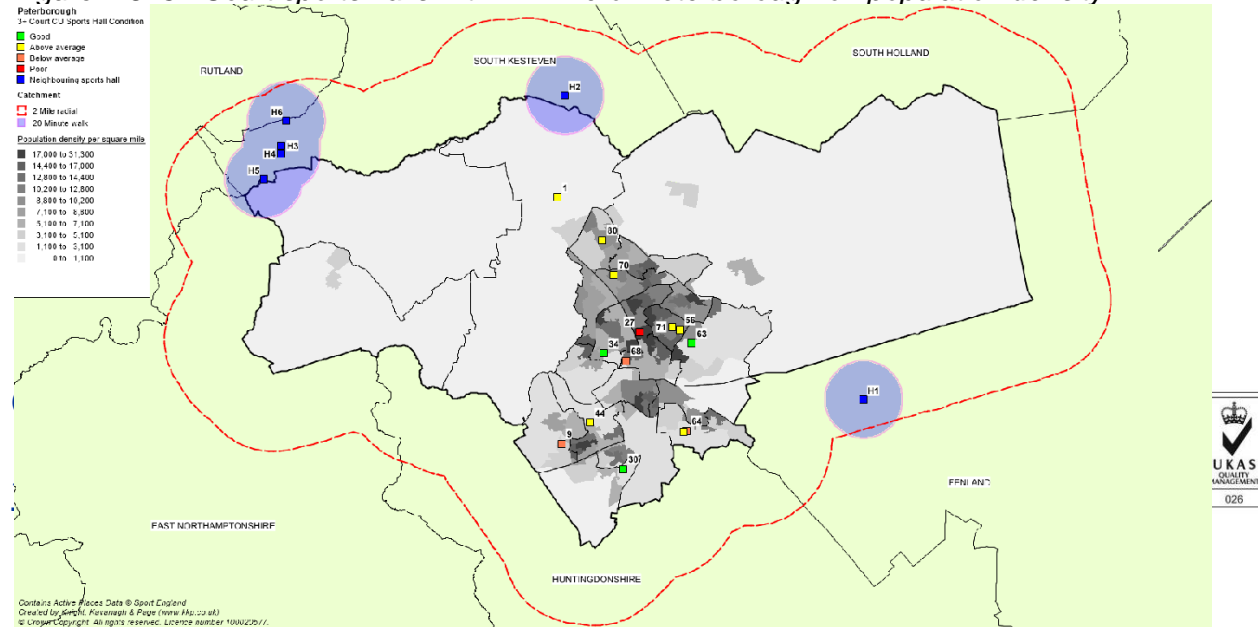
			volleyball and indoor cricket
	The Peterborough School	4	Badminton, indoor cricket (winter training).
	The Voyager Academy	4	Volleyball, futsal
No community use	Thomas Deacon Academy	6	Badminton, basketball, netball, cricket, judo.
	City of Peterborough Academy	3	Not applicable
	Hampton College	4	Not Applicable
	Kings School	4	Not Applicable

Table 4.7 indicates that a variety of sports is played across the City with no particular sport dominating *per se*. Three main sites offer roller sports, which suggest it is a popular sport in Peterborough, in comparison to other areas of the country.

Neighbouring facilities

Supply is also affected by facilities in neighbouring authorities. Figure 4.5 and Table 4.8 indicate 3+ court sports halls located within two miles of the border of Peterborough’s local authority border. The two mile border is meant to be indicative of how far people might be likely to travel and serves as an example only.

Figure 4.5: 3+ Court sports halls within 2 mile of Peterborough on population density



Contains Active Places Data © Sport England
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Table 4.8: Sports halls (3+ courts) within 2 mile on population density 2014 (ONS)

Ref	Active Places Site Name	Cts.	Access Type	Local authority
H1	Sir Harry Smith Community College	3	Sports Club/CA*	Fenland
H2	Deepings Leisure Centre	4	Pay and Play	South Kesteven
H3	New College Stamford	4	Sports Club/CA*	South Kesteven
H4	Stamford Boys School	5	Pay and Play	South Kesteven
H5	Stamford Sports Centre	4	Sports Club/CA*	South Kesteven
H6	Borderville Sports Centre	4	Sports Club/CA*	South Kesteven

CA- Community association*

There are six sports halls within a two mile radius of the local authority boundary, some of which are accessible to residents of Peterborough using the 20 minute walk time radial catchment, as identified in Figure 4.5. Those which are within a one mile radial catchment are to be found to the north of the City and are (Deepings Leisure Centre, New College Stamford, Stamford Boys School, Stamford Sports Centre, and Borderville Sports Centre).

Future supply and potential developments

Bushfield Leisure centre has plans to replace its floor in 2017. This is likely to improve its quality rating, which is currently below average.

The Peterborough School has a large crack in one wall due to subsidence. It is planned that the wall will be re-built, also in 2017, which will again should lead to an improvement in its quality rating. There is, however, a need for clubs currently using the facility and the School to use another facility whilst the work takes place, although no venue has yet been identified.

Kings School has a covenant in place which prevents the School from allowing community use. The School reports that it would like to change this and allow its facilities to be accessed by the community.

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Hampton Gardens Secondary is a £22m Free School funded by the Department of Education opening in autumn 2017. It will eventually accommodate up to 1,500 students in years 7-13, but will initially welcome 180 Year 7 and will grow a year group each year until it reaches capacity. The School is being constructed by Carillion and will include a 3G all-weather sports pitch, sports hall, dance studio, amphitheatre and a Learning Resource Centre.

The external sports facilities will be located to the side and front of the main building providing potentially good (and cost effective) access out of hours.

Summary of supply

Sports halls are situated close to or in the main population areas of the City, with the exception of the rural east and west of the City. There are 32 with at least one badminton court; of these 18 have three courts or more. Of the 18 identified with 3+ courts, three have no community use and one site is closed (Woodlands). One site (Kings School) offers no community access.

It was not possible to gain access to the City of Peterborough Academy during the audit. It is, therefore, assumed that there is no community use at the site. .

A wide variety of sports is on offer across the City. Due to the number of educational sites (11 out of 13), availability of halls is restricted (for the majority of the year) during the daytime, and during exam periods.

Facilities to the north of the City centre (the Werrington and Bretton area) appear to be limited. The population in the centre of the City is served with below average and poor quality sports halls with Woodston (city centre) having no sports hall. The southern area of the city centre of Orton is served with only by a below average venue (Bushfield Leisure Centre). The three larger sites (sports halls larger than four courts) are well located in the context of resident coverage – in the North, centre and South of the City.

There are plans in place to improve the quality of Bushfield Leisure centre.

Over 75% of the City's population resides within 20 minutes' walk of an indoor sports hall and the whole population is within 20 minutes' drive time of a sports hall. 41.4% of the City population that resides within areas of higher deprivation (using the 30% cohort) lives within one mile walk of a sports hall.

4.2 Demand

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APS9 suggests that just over 37,000 people did some kind of sport once a week, every week with swimming the most popular sport identified. Just over 18,000 people cycled once a week (12% of the population). Others key sports in which PCC residents partake identified by Sport England's market segmentation data, include keep fit/gym, athletics and swimming.

Table 4.9: Most popular sport in Peterborough (Source: Active People Survey)

Sport	Peterborough		East		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Cycling	18.1	12.0%	457.5	9.5%	3,771.8	8.7%
Gym Sessions	17.6	11.7%	479.2	10.0%	4,850.4	11.2%
Athletics	13.8	9.2%	358.2	7.5%	3,309.8	7.6%
Swimming	12.6	8.3%	466.3	9.7%	4,132.7	9.5%

Data from APS 9 – available through Active Places Power, Sport England

APS consistently demonstrates that adults over the age of 55 are the largest cohort of participants in physical activity. They are predominately retired and tend to own their own home. Appendix 3 contains APS and Market Segmentation data for Peterborough.

Facilities Planning Model

The FPM is based on the calculated demand outlined below; data is taken from the 2016 National Run of the Sport England FPM Peterborough Profile Report. In the context of demand, there is a shortfall of 4.06 badminton courts across the whole City. This undersupply is based purely on viewing Peterborough as freestanding entity and not taking in to account import and export of participation from neighbouring areas.

24.4% of Peterborough residents do not have access to a car. This is similar to the national average (24.9%) but higher than the regional (17.9%) and county (16.4%) averages. Over 76% of sports hall visits are modelled to be made by car.

Satisfied demand

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- Within Peterborough there is a satisfied demand figure of 90.4% which is commensurate with the national (90.5%) regional (91%) and county (90%) averages.
- Of the modelled visits, 95.6% are met within facilities based in Peterborough. This figure is lower than the regional (97.7%) average but higher than the county (93.1%) figure.
- Less than 4% of the visits are exported to neighbouring authorities. This shows that there is a limited reliance on this supply to meet the needs of Peterborough residents.
- This data suggests that there is limited opportunity and/or need to link up with neighbouring authorities to meet current demand if current sports hall supply is retained.

Unmet demand

- Even though Peterborough has high levels of retained demand, 9.6% (5.34 courts) of the total demand is not currently met by the facilities either within Peterborough or in neighbouring authorities.
- Of the demand that is not met 91% is as a result of Peterborough residents being outside of the catchment of an existing facility. This issue can only be resolved by providing additional sports halls in different locations from those currently provided. There are, however, no key locations at which a facility could be sited which would solve any significant proportion of this 'problem'.
- Unmet demand applies predominantly to the more rural parts of the City administrative area where current provision does not reach. It may well be that gaining access to smaller halls to get people from these areas active in their locality is the only realistic option.

Used capacity

- The modelled used capacity in the peak period of the facilities in Peterborough is extremely high at 86.5%. In comparison national (67.3%), regional (65.1%) and county (62.9%) averages are substantially lower.
- The facilities are already at an uncomfortably full level. They have, on average, no capacity to take on additional activity generated from increases in participation and / or population growth based on the current hours of availability.
- Arthur Mellows VC has the lowest used capacity at 53%. Gladstone Park, Hampton, Thomas Deacon and Werrington all modelled to be completely full in the peak period.
- Peterborough is a significant net importer of sports hall participation. The facilities on the extreme north and south of the City attract significant participation from neighbouring authorities. This makes Peterborough a net importer of equivalent to 5.49 courts. This is clearly a contributor to many of the facilities either being full or near to capacity.

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FPM summary and conclusions

There are some headline concerns with regards to the basis of the FPM data modelled and, thus, elements of its reliability. Several sports hall measurements do not reflect the numbers of courts that could be marked in those spaces.

The data shows that Peterborough has a relatively good mix of strategic scale sports halls ranging from three to eight court halls. Eight of the facilities are school based which has both advantages and disadvantages. The key advantage is that school facilities are often well located to serve local communities. Key challenges, however, can be around secured, long term access to the site, pay and play access, quality of provision, hours of provision and the impact during exam periods. As schools make up two thirds of the strategic sports hall sites in Peterborough it is clear that they are key to providing community sports hall activity.

The age of the facilities ranges significantly from some over 50 years of age to those that have been built in the last few years. On average facilities are approximately 25 years old. What this tends to suggest is that a number are likely to require investment in order to enable them to continue to offer a quality of service that will attract and retain community users.

At 3.48 courts per 10,000 residents Peterborough compares poorly to national averages and it has an identified undersupply of just over four courts, based on current participation rates and population and demographic data. This is considered to be closely related to the fact that current venues are, on average, over 86% full.

Eight of the 12 main sites in Peterborough are significantly above recommended capacity levels, four of which are 100% full. They thus have little or no capacity to meet additional demand generated by increases in participation (is a Council objective), or population growth.

Future demand

As touched upon earlier, it is projected that the overall number of people in Peterborough will rise by 31,288 by 2036 with those in the 65+ age group rising by 57.3% to become just under one in five of the population. This is likely to result in different programming requirements in sports halls and increased demand for use at different times (most notably during the day time).

NGB consultation

Badminton

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The 2017 – 2021 facilities strategy is currently being considered, however it is confirmed that it will focus on ensuring that everyone should have access to a badminton court to enable them to play at their chosen level. This follows on from The National Facilities Strategy (2012 - 2016) vision 'that everyone in England should have access to a badminton court that enables them to play at the right level - for them'. APS data indicates that Badminton participation (once a week participation: 1x 30 minutes for ages 16+) has fallen by c. 10% to 490,200 nationally in the last two years. Badminton England works within a framework to try and increase participation which includes:

- Play Badminton:** working with leisure operators to increase casual badminton participation, increase court usage and increase income. Supported by Badminton England staff and national marketing and encompasses several ways to play using an audit process to identify appropriate sites and operators to work with across the regions
- No Strings Badminton:** social pay and play weekly sessions - ideal for casual players of all abilities (ages 16+), led by a friendly, welcoming session co-ordinator.
- Essentials:** beginners coaching courses. Learn all the badminton basics at a relaxed pace with beginners coaching sessions over 6-8 weeks, led by Badminton England 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.

Its priorities relate to the 2017 - 2021 whole sport plan funding submission and are to:

- Increase the core market amongst primary aged players.
- Maintain the current size of the remainder of our core market.
- Increase the number of affiliated members from the core market with a focus on younger people.
- Increase the number of people competing.
- A top five sport of choice for primary aged children.
- Create coaching, volunteering and officiating pools that service local need.
- Unlock and protect court time.
- Develop and support badminton hubs.

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Peterborough is a priority area for Badminton England and is one of two potential hub areas in the county with significant scope for growth.

Badminton England has been allocated £250,000 in year one of the next funding period to trial a hub concept. The following clubs play in the Peterborough area although none of them are currently affiliated to the NGB:

- | | | |
|---|---------------------------------------|---------------------------------------|
| <input type="checkbox"/> Apollo BC | <input type="checkbox"/> Court BC | <input type="checkbox"/> Jack Hunt BC |
| <input type="checkbox"/> Peterborough City BC | <input type="checkbox"/> St Mary's BC | <input type="checkbox"/> Pearl BC |

All those listed above play in the Hunts and Peterborough Badminton League where there is reported to be a very active network and a willingness to develop. A number of coaches are keen to develop and expand their delivery which will be fundamental to the development of badminton provision in the area in the future.

Consultation with badminton clubs indicates that access to courts can be difficult to obtain, but once this has been gained there is a positive relationship with facility operators. If for some reason they cancel a facility hire, it is known that other clubs are waiting to take their slot. Any additional facilities or increases to facility access would be of great benefit to the sport. During consultation it was reported that some leisure centres only allow clubs to book a maximum of two courts up until 21.00 hours, where after they can book as many as they require.

Several badminton clubs mentioned the closed sports hall facility site at "Woodlands". The site is reported to have three badminton courts and be in good condition, however the future of the site is not known. A number of badminton clubs have expressed an interest in playing there in the future should it become available.

Apollo Badminton Club is keen to grow and develop and has discussed its future with Badminton England. It has expanded over the last few years by running coaching courses, typically of 10 weeks duration. This has been successful in producing team players. The Club reports this to have been particularly successful with women and as a result it has recruited sufficient players to enable its mixed teams to remain in the League with players in reserve. It would like to run more courses in the future and is keen to develop more players as coaches.

Table 4.10: Market segmentation and likely target audiences in Peterborough

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Badminton

- 2.2% (2,845) of people currently play badminton and a further 2.0% (2,557) indicate that they would like to, which gives an overall total of 4.2% (5,403).
- 4.5% of Ben's play badminton, which is the largest proportion of any group playing badminton, closely followed by the Tim segment at 4.0%.
- The groups with the largest of the local population playing badminton are the Tim's (14.0%) and Philip's (11.7%).
- The groups with the most people who would like to play are Tim (9.9%) and Philip (9.8%).
- The main group to target, for additional players due to size and interest is, therefore Tim.

Basketball

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

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

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

Affiliated clubs are important in delivering regular participation opportunity and play a part in both participation and talent programmes. Accordingly, increased club access to indoor basketball facilities (with multiple courts) will be required to deliver its planned outcomes for participation via programmes including, Satellite clubs, Premier League 4 Sport and Talent Development.

Access to secondary school indoor basketball facilities is of prime importance as BE seeks to take advantage of Sport England's commitment to open up school facilities for local community use. The recent State of the Nation Report on sports halls from Sport England showed that 76% are located on educational sites. As well as improving access to existing indoor sports facilities BE is

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continuing to develop capital projects, building facilities with multiple basketball courts for use by clubs to boost participation and drive talent outcomes.

Consultation with Nene Valley, Vytis and Odd Sox basketball clubs indicates that Nene Valley is the largest and most prominent basketball club in the area with ambitions to develop the sport in the area and beyond. It currently plays at Stanground and Nene Park academies. It has a development pathway for players with four teams at U14s, U16s, U18s and Senior. It has approximately 65 members and a coach development programme. It plays in the Peterborough Basketball League and is active both in the Cambridgeshire Basketball Association and Basketball England.

Vytis Basketball Club is made up of Lithuanian players and has been running for over 10 years. It is currently based at the Nene Park Academy. It runs adults teams and has c. 40 members. It also plays in the Peterborough Basketball League.

Odd Sox is the newest club in the area. It is currently in its second year of existence and is based at Voyager Academy. It reports catering for people from a mix of nationalities; it has just fewer than 20 members.

All clubs indicate that the potential for growth but report a lack of funding, which is an ongoing challenge. They rely on unpaid volunteers and report a need for a paid area basketball development role which would be of great benefit to the sport locally and to the clubs.

Facilities are reported to be good and fit for purpose, however, they are also expensive to hire. Nene Valley Basketball Club indicates a desire for additional training sessions, for juniors in particular which could run from 6.00-8.00pm. This time is, however, restricted as it is already hired by adult badminton. Later times are not appropriate nor conducive to developing junior basketball. All the clubs report that the key challenges for them are availability of the halls and hire costs.

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Table 4.11: Market segmentation and likely target audiences in Peterborough

Basketball	
<input type="checkbox"/>	0.7% (858) of people currently play basketball and a further 0.5% (592) indicate that they would like to, giving an overall total of 1.1% (1,451).
<input type="checkbox"/>	3.4% of Ben's play basketball, which is the largest proportion of any group playing basketball, closely followed by the Jamie segment at 2.7%.
<input type="checkbox"/>	The groups with the largest of the local population playing basketball are the Jamie's (26.8%) and Ben's (20.9%).
<input type="checkbox"/>	The groups with the most people who would like to play are Jamie (34.5%) and Philip (16.0%).
<input type="checkbox"/>	The main group to target, for additional players due to size and interest is, therefore Jamie.

Gymnastics

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

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

There is, however, no geographic focus to the British Gymnastics Whole Sport Plan or Facility Strategy. It is based on need, suitability and partners' ability to support a project to successful completion. There is substantial demand for more gymnastics opportunity and many clubs report long waiting lists. The Sports and Recreation Alliance 2013 Sports Club Survey showed most gymnastics clubs have a waiting list of up to 100, with many clubs anecdotally reporting waiting lists into several hundreds.

A key part of BG's strategy to increase participation is to support clubs moving into their own dedicated facility, offering more time and space for classes. There is a definite trend for gymnastics clubs to move into their own dedicated facilities; approximately 40 did so in 2015; BG expects this trend to continue and an increased number of clubs to move their activities to dedicated spaces/facilities.

Participation in gymnastics is, reportedly, increasing rapidly. Growth of BG membership has exceeded 12% each year since 2012 and hit 14% in 2014-2015. There has been a notable increase in the number of teenagers and adults (11-25 year olds) taking part regularly which, of course, places further strain on many of the venues currently available. BG has developed a new range of products

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and programmes and offers assistance to support local delivery. This is proving successful in the growth of membership and retention of members across the country. Key gymnastics clubs in the Peterborough area are:

Table 4.12 Club membership and facility information

Club	No. of participants	Dedicated/non-dedicated facility
Phoenix Gymnastics Academy	440	Dedicated
Peterborough Gymnastics Academy	176	Dedicated
Spiral Gymnastics Club	662	Dedicated
Aero Kinetics Trampoline Club	223	x2 Non-dedicated

Three of the four are located in dedicated facilities. Only Aero Kinetics Trampoline Club is the exception. BG confirms that current demand for gymnastics is outstripping gymnastics space - a barrier to increasing capacity. Peterborough Gymnastics Academy has recently completed an asset transfer for its current site and its facility improvement requires on-going support.

Consultation with Aero Kinetics Trampoline Club indicated that it has, for some time, been keen to move to a dedicated facility. Due to height requirements, it was unable to find a suitable venue. Since then, it has increased the number of courts it hires, thereby increasing participation opportunities. Further, it has resolved some of the issues it was encountering with other hall users. The Club reports having a good relationship with the operator (Vivacity) and leisure centre management and satisfaction with its current state of play with regard to facilities, with no particular desire to increase capacity provision.

Table 4.13: Market segmentation and likely target audiences in Peterborough

Gymnastics and trampolining
<ul style="list-style-type: none"> <input type="checkbox"/> 0.2% (259) of people currently participate in gymnastics and trampolining and a further 0.2% (206) indicates that they would like to, which gives an overall total of 0.4% (466). <input type="checkbox"/> 0.6% of Chloe's participate in gymnastics and trampolining, the largest proportion of any group participating in this sport. They are closely followed by the Leanne segment at 0.4%. <p>Groups with the largest of the local population participating in gymnastics and trampolining are the</p>

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Chloe's (12.0%) and Leanne's (10.0%).

- Groups with the most people who would like to participate are Paula (18.4%) and Leanne (16.0%).
- The main group to target, for additional players due to size and interest is, therefore Paula.

England Netball (EN)

As per its 10:1:1 vision England Netball is working to deliver a wide range of netball products.

Hampton Netball Club reports having c.80 members and a waiting list in excess of 40 juniors aged 11-14 years. It has four squads which play all year round, primarily on outdoor floodlit courts, at Hampton Community Centre. Talented players are forwarded into the Harewood Netball Club which has both premier and county teams. The workforce (coaches) is also shared across the two clubs which has benefits for the partnership but also restricts capacity.

Hampton Netball Club runs Back2netball sessions from March to September (at weekends) but is unable to continue all year around due to a lack of space. It primarily plays outside, due to the costs of hiring indoor provision. On average, clubs report paying approximately. £10.00 - £15.00 per hour for an outdoor court, while indoor courts cost in excess of £30.00 per hour.

Table 4.14: Market segmentation and likely target audiences in Peterborough

Netball
<ul style="list-style-type: none"> <input type="checkbox"/> 0.4% (550) of people currently play netball and a further 0.4% (520) would like to: an overall total of 0.8% (1,071). <input type="checkbox"/> 2.2% of Leanne's play netball, the largest proportion of any group, followed by Chloe (1.9%) <input type="checkbox"/> The groups with the largest proportion of the local population playing netball are Leanne's (23.8%) and Chloe's (16.9%). <input type="checkbox"/> Groups with the most people who would like to play are Leanne (24.0%) and Chloe (16.7%). <input type="checkbox"/> The main group to target, for additional players due to size and interest is, therefore Leanne.

The Football Association

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Futsal involves two teams of five players. It is played on a hard court surface delimited by lines where walls or boards are not used. Futsal is also played with a smaller ball with less bounce than a regular football. According to the FA National Futsal Leagues Venue Specifications one indoor futsal court with some capacity for run-offs can be accommodated in a 4-badminton court sports hall.

There are no halls marked out specifically for futsal in Peterborough. There are currently four sites (Regional College, Hampton Leisure Centre, Nene Park Academy, and Voyager Academy) that accommodate Futsal activity.

Consultation reports that informal leagues operate at different sites where, typically, there are 20 - 25 attendees. The sports development officer from Vivacity, reports that Hampton Leisure Centre has no run off and there are no ambitions to develop the game further at this site. Further, players struggle to define the line markings at Bushfield and Werrington leisure centres due to the number of court markings. It is acknowledged that there is demand to develop the game further, which has resulted in Futsal level 1 and 2 coaching courses being organised to try and increase the number of coaches in the area.

Indoor Cricket

Indoor cricket is a variant of and shares many basic concepts with cricket. The game is most often played between two teams each consisting of six or eight players. It can be played in any suitably sized multi-purpose sports hall as a means of giving amateur and professional cricketers a means of playing their sport during the winter months. Many clubs also use indoor cricket nets (within sports halls) for winter batting and bowling training from January until mid-April. There is an established indoor league playing weekly over the winter at Bushfield Leisure Centre. This is an established league which has been operating for a number of years and generally has eight teams enter annually.

Handball

Modern handball is played on a court 40 metres by 20 metres, with a goal in the middle of each end. The sport is typically played indoors. England Handball (EH) is the NGB for what is, reported to be, England's fastest growing Olympic Sport and is responsible for development of the game across England.

Its vision is for "everyone to have the opportunity to be part of the excitement of handball." EH plans to achieve this by focusing on the education sector (schools, colleges and universities) to introduce handball and create a new generation of players who enjoy playing the sport, as well as identifying talented players. The main objectives are to:

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- Train and deploy a qualified workforce.
- Build a sustainable club structure.
- Provide a competition and performance pathway.

Consultation with Peterborough Handball Club indicates that it was created as a legacy of the 2012 Olympics (so is still in its relative infancy). The initial intake of players was successful in recruiting international players and still competes at a high level.

As a sport, handball, is popular in many European countries and Peterborough Handball Club has continued to attract players from different backgrounds and countries. It reports that players originate from as many as 18 different countries have represented it and demonstrates really good integration of different people and cultures.

The Club reports that there is only one marked court in the area (Thomas Deacon Academy) although the court markings are off-set to the side with one side line set against a wall. This means that the venue can only be used for training. Home matches take place at Cranfield University (Bedfordshire), as this is the nearest full size marked court. (This is just over one hours drive away). The team plays in a National League and away matches are considerably further afield which also adds to the travel time and costs of transport.

It has recently suspended its training sessions due to lack of finance, however, it is committed to continuing to grow the squad and has continued to deliver sessions in two local schools, in the hope that young players will develop to a standard that will enable them to play for the Club in the future.

Its key challenge is funding, with facility hire costs and travel contributing negatively to this. It is keen to reinstate training, as it understands that this is essential to performance and recruitment of local players.

Roller Hockey

England Roller Hockey is the national association for Roller Hockey in across the country. It is registered as The National Roller Hockey Association of England (NRHA). It was established in 1896, making it the sports oldest recognised association. In Britain, roller hockey forms one of seven roller sport disciplines (roller speed, artistic skating, roller hockey, inline hockey, puck hockey, roller derby, and inline freestyle) who are affiliated to the British Roller Sports Federation which is the Sport England recognised NGB for all disciplines.

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There are only two purpose built facilities in England, in Middlesbrough and Kent. The England Roller Hockey Association (ERHA) hosts national team training monthly at Bushfield Leisure Centre, where approximately 1,000 people participate regularly in training sessions over the weekend. The whole hall is hired for the full weekend and players travel from all over the country.

Peterborough Roller Hockey Club (PRHC) was established in 1966 and is a quad skate roller hockey club which plays in the Eastern Counties Roller Hockey Association (ECRHA) leagues. The objective of ECRHA is to govern and to promote the game of roller hockey in the counties of Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Suffolk and Norfolk.

PRHC has five teams (under 11s, 13s, 15s, 17s and senior) and attracts players from all over the City and beyond including players from Kings Lynn, Huntingdon and Wisbech. Each team hosts one match per season. Facility hire is considered high by the Club at approximately £400 per match. As PRHC hosts five days (five teams), this equates to in excess of £2,000 per season for matches alone. PRHC has ambitions for a purpose built facility and is reported to have approached PCC for support and to register its interest in developing a purpose built facility, however, no progress on this has been made to date.

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Cambridgeshire and Peterborough Health and Wellbeing Board

Cambridgeshire and Peterborough Health and Wellbeing Board has a series of targeted programmes currently running in the area to specifically deliver against its outcomes. The programmes include:

MoreLife, the local weight management programme for children and families in Peterborough that has helped hundreds of families lose a little weight. MoreLife clubs are free of charge to children in the Peterborough area and their families. Eligibility is based on being aged between 4 and 17 years old, and be above a healthy weight. This is a 10-week course for adults and children with an additional holiday club for children aged 7 – 16 years. This operates in Gladstone Park Community Centre.

Let's Get Moving, supports inactive adults and those with long-term conditions to become more active. Again, operating from Gladstone Community Centre, patients identified as not meeting the physical activity recommendations are offered a brief intervention that:

- Highlights the health benefits of physical activity.
- Works through key behaviour change stages.
- Concludes with a clear physical activity goal set by the patient, identifying local activity-based opportunities.

Fit for Life is a free 10 week Healthy Lifestyle Course with physical activity sessions for anyone over the age 16 who has a BMI of 25+ or health problems such as type II diabetes and CVD who are interested in making health changes. This programme operates from Honeyhill and Gladstone children's centres.

Health Trainer Service: Orton Children's Centre offers this free confidential service of support, information and encouragement to people aged 16+ wanting to improve their health. "Helping to make realistic and manageable lifestyle changes", through one to one support, guiding and signposting topics include; Getting active, stopping smoking, drinking less alcohol, eating more healthily, improving general wellbeing, setting realistic goals.

Summary of demand

City participation rates in sport and physical activity are below regional and national averages. There is a good range of sports on offer across the city (both traditional and non-traditional) with many of the individual sports keen to develop juniors, in particular. Further,

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there are a series of health intervention programmes aimed at changing people's behaviours, which potentially require further integration into the mainstream offer. All sports report that they would like more hall time at peak times to cater for demand but are inhibited by the amount of space available for hire and, in some instances, hire charges.

4.3 Supply and demand analysis

Sport England's FPM indicates that:

Whilst more than 90% of Peterborough's residents who wish to use a sports hall are able to do so, this figure could increase further if all of the sports halls in the City were available to use for the full peak period. The key challenge on sports hall provision for PCC focuses on increasing the hours of availability at current sites and increasing the scale of provision.

The East and West of Peterborough are least well served by direct provision but they are also the areas with the lowest levels of unmet demand mainly due to the low levels of population.

If new schools are planned as a result of growth then community access should be considered as part of master planning and design discussions. The changing nature, however, of education means that securing community access to school sites (where needed), is becoming increasingly challenging. If this is the case new schools should be designed to facilitate this and any long term leases provided to academies should look to ensure they are committed to providing community access when it is required.

Only a small number of residents export to neighbouring authorities but Peterborough imports over three times the amount. As a result the City's neighbours are far more reliant on the supply in Peterborough than it is on their facilities. This tends to suggest that the populations in the neighbouring areas benefit from the central band of facilities in the north to south plain in Peterborough but the east and west areas of Peterborough benefit in a limited way from those facilities across the border.

Peterborough is to experience significant growth. This will impact on its own needs but also on its neighbours. It is recommended that dialogue around local plans with neighbours should also consider the impact this has on community sporting needs and planning across boundaries should be considered.

4.4 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 (local authority)

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populations, there are dangers in how figures are subsequently used. It should not be used for strategic gap analysis as it has no spatial dimension and it is important to note that it does not take account of:

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

Table 4.15: Sports facilities calculator applied to ONS population increases in Peterborough:

	Population 2016	Population estimate 2026	Population estimate 2036
ONS data projection	195,071	213,073	226,360
Population increase	-	18,002	13,287
Facilities to meet additional demand	-	5 courts	4 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 Peterborough. The SFC indicates that up to 2026 there will be additional demand created equivalent to a requirement for an additional five courts. Between 2026 and 2036 there will be a further requirement for four badminton courts.

4.5 Summary of key facts and issues

- There are 32 sports halls with at least one badminton court in the City Council area.
- Of these 18 have 3+ courts. Of these, three have no community use and one is closed (Woodlands).
- Three sites have 4+ court halls - located in the north, city centre north east and south of the City.
- In quality terms, the City has three good halls, seven that are above average, three below average and one poor sports hall.

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- The FPM suggests that there is a current undersupply of 4.06 badminton courts; however, the KKP audit has identified an additional seven courts, rendering a current surplus balance of three courts.
- A wide variety of sports is offered across the City.
- Many sports including badminton, basketball, handball, indoor cricket and wheeled sports all require further space to so that they can increase participation.
- Gladstone Park Community Recreational Centre is the only sports hall rated as poor
- Facility age ranges significantly; some are over 50 years old (Arthur Mellows Village College) while Hampton Leisure Centre was built three years ago. The majority will require investment in the short to medium term to ensure that they remain fit for purpose.
- Three sites with 3+ courts offer no community use.
- City Centre residents are served by below average and poor sports halls.
- Six sports halls are located within two mile radius of the local authority boundary, some of which are accessible to PCC residents (based upon the 20 minute walk time radial catchment). The number of residents to whom this applies is minimal.
- The rural east and west of the PCC administrative area have no accessible sports halls.
- More than three quarters of the City's population resides within 20 minutes' walk of an indoor sports hall.
- 41.4% of the population that lives in the areas of higher deprivation live within a one mile walk of a sports hall.
- Half of the sites in Peterborough are significantly above recommended capacity levels and some are 100% full. They have little or no capacity to meet additional demand generated by increases in participation (or population growth).
- Halls on school sites offer restricted availability; especially during the day and exam periods.
- The level of influence that the PCC has or can have on educational facilities is limited and likely to remain so in the future due to the different management arrangements at different sports halls.
- Badminton England has identified Peterborough as an area with significant scope for growth with the potential for hub funding.
- Roller sports have potential to grow and consultation indicates that an indoor rink would be beneficial to the area. Further work is needed to assess the demand for this.

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- Growth in both basketball and handball in particular appears to be hindered by the cost and availability of facilities.
- There is potential demand for a venue for futsal, handball, basketball and indoor roller rink.
- The Woodlands site is closed and its replacement/future plans are unknown.

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SECTION 5: SWIMMING POOLS

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

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

The NGB responsible for administering diving, swimming, synchronised swimming and water polo in England is the Amateur Swimming Association (ASA).

5.1 Supply

This assessment is concerned with larger pools available for community use (no restrictions to accessing the pool as a result of membership criteria). As such, pools shorter than 20 metres in length and/or located at private member clubs are deemed to offer limited value in relation to community use and delivery of outcomes related to health and deprivation. As such, they are excluded from the assessment.

5.2 Sport England Facilities Planning Model (FPM)

The FPM for Peterborough was undertaken using 2016 National Facilities Audit data. This provides a useful starting point in identifying the issues and challenges for City swimming provision. The FPM identifies the following with regard to the supply of swimming pools:

- There are nine pools on six sites across Peterborough.
- There are five 25m pools, two are 5 lanes and three 6 lanes in width. The sixth site is a 20m, 2 lane pool (Bannatynes).

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- Excluding the newer facilities at Stanground (2013) and Vivacity Premier Fitness (2014) on average pools in Peterborough are just over 20 years old.
- Three sites are over 25 years of age (Embankment Sports and Fitness Arena, Thorpe Wood Health and Rackets club and Jack Hunt Swimming Pool and Gym).
- The two commercial facilities (Bannatynes and Thorpe Wood) have a membership system but have a role meeting community need in a mixed economy. The other three: Embankment, Jack Hunt and Premier, are deemed to be public facilities, managed by Vivacity on behalf of PCC. Stanground Academy is managed by the School itself.
- The total volume of pool space provided in Peterborough for community use in the peak period is 1,678m².
- In terms of distribution of facilities they are predominantly sited in the central and southern part of the Council area. The east and west areas are relatively poorly served.
- This level of supply equates to 10.44m² of water space per 1,000 residents which is low in comparison to national (12.45m²) and regional (12.31m²) averages but it is higher than the county average which is very low at just 8.87m².

Quantity

The audit identified seventeen pools at twelve sites as identified in Figure 5.1 and Table 5.1.

Figure 5.1: All identified swimming pools in Peterborough

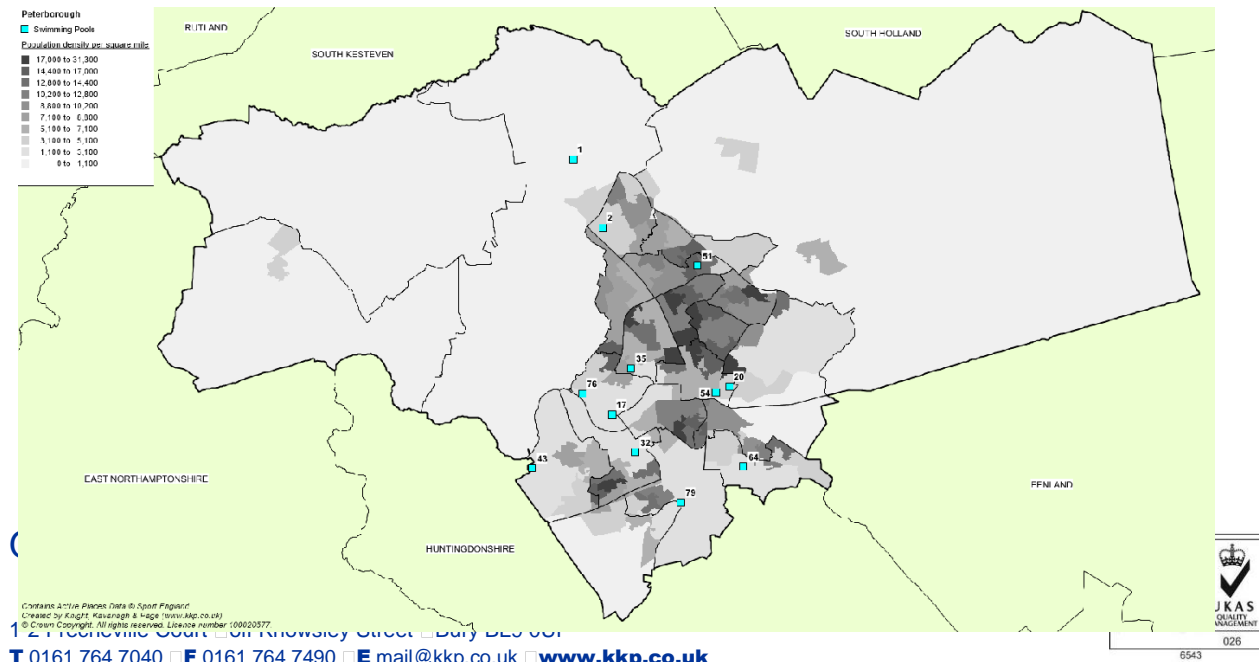


Table 5.1: All swimming pools and sites in Peterborough

Map ID	Site	Type	Size	Lanes	Year built
1	Arthur Mellows Village College	Lido	20m x 9.4m	4	1975
2	Bannatynes Health Club	Main/General	20m x 10m	2	2001
17	Club Moativation (Peterborough West)	Learn/Teach/Train	10m x 5m	0	1998
20	Embankment Sports & Athletics Arena	Main/General	25m x 13m	6	1977
20	Embankment Sports & Athletics Arena	Diving	13m x 13m	0	1977
20	Embankment Sports & Athletics Arena	Learn/Teach/Train	16m x 8m	3	1995
32	Imagine Health And Spa	Learn/Teach/Train	14m x 8m	0	2008
35	Jack Hunt Swimming Pool & Gym	Main/General	25m x 9m	4	2009
43	Marriott Leisure Club (Peterborough)	Learn/Teach/Train	12.5m x 4.5m	0	2010
51	Paston Ridings School	Lido	12m x 5m	0	2012
54	Peterborough Lido	Lido	50m x 18.25m	8	1995
54	Peterborough Lido	Lido	16m 8.5m	0	1995
54	Peterborough Lido	Lido	9.5m x 4.5m	0	2002
64	Stanground Sports Centre	Main/General	25m x 13m	6	2013
76	Thorpe Wood Health & Racquets Club	Main/General	25m x 10m	5	2012
76	Thorpe Wood Health & Racquets Club	Learn/Teach/Train	10m x 5m	0	2012
79	Vivacity Premier Fitness	Main/General	25m x 12.5m	5	2014

**The dates in red are the dates of refurbishment

Five are lidos and are not accessible all year round and, thus, excluded from the study. Four pools meet ANOG criteria (Bannatynes, Embankment Sports and Athletics Arena, Stanground Sports Centre, Thorpe Wood Health & Rackets and Vivacity Premier Fitness).

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Three pools (Arthur Mellows Village College, and Embankment Sports and Athletics Arena) are 40+ years old. They are, as a consequence, likely to require significant investment to enable them to remain open and fit for purpose and may be close to the end of their economic life. Embankment Sports and Athletics Arena has not had a major refurbishment.

Bannatynes, Thorpe Wood Health & Rackets Marriott Leisure Club and Club Motivation do serve some sections of the community. Access is, however, restricted because of the membership basis upon which they operate. For this purpose, these swimming facilities are also deemed not to be accessible and are excluded from the assessment.

Quality

As part of the assessment, a non-technical assessment was completed of all swimming pools which are 25m in length and offer some community use. It is also necessary to assess changing provision as this plays a significant role in influencing and attracting users (especially the elderly, women and people from some BME communities). The quality ratings of the four venues which allow for community use are shown in Table 5.2 and Figure 5.2

Table 5.2: Community Accessible Swimming pools in Peterborough (4+ lane x min 20m)

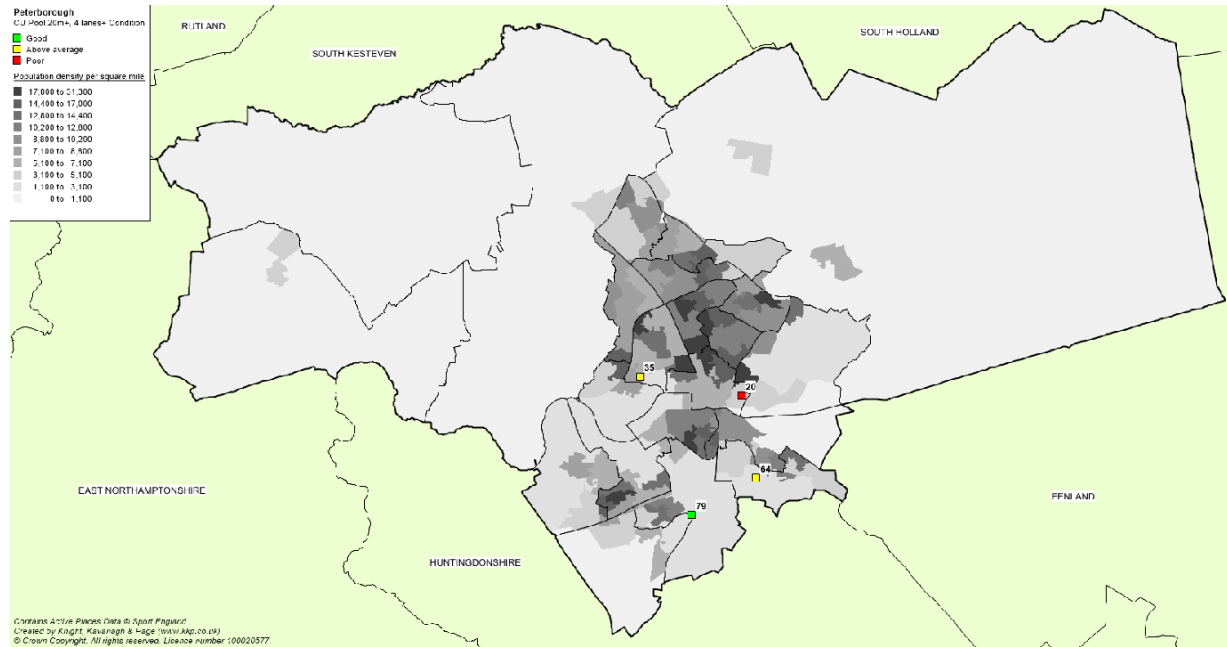
ID	Site Name	Facility type	Lanes	Condition	
				Pool	Changing
20	Embankment Sports & Athletics Arena	Main/general	6	Poor	Below average
35	Jack Hunt Swimming Pool/Gym	Main/general	4	Above average	Above average
64	Stanground Sports Centre	Main/general	6	Above average	Above average
79	Vivacity Premier Fitness	Main/general	6	Good	Good

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Figure 5.2: Swimming pools in Peterborough by condition (4+ Lane x minimum 20m)



The City's main aquatics centre, Embankment Sports and Athletics Arena, has a main pool, diving pool and teaching/learning pool. It is considered to be of poor quality, mainly due to its age. There is, however, good parking and it is within walking distance of the town centre. Vivacity Premier Fitness, managed on behalf of PCC by Vivacity is seen as the flagship venue for the Trust and is in good condition, with further investment currently taking place.

Accessibility

Swimming pool accessibility is influenced by both physical (i.e. built environment) and human (i.e. management of entry to facilities) elements.

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Management accessibility

Three of the four pools are managed by Vivacity on behalf of PCC. It has a good relationship with Council officers and has invested in the swimming pools and changing facilities over the past few years. This does not, however, negate the fact that the pools at the Embankment Sports and Athletics Arena are ageing and approaching the end of their economic life cycle. In addition, they are deemed to be at capacity and there is reportedly no option to alter the pool programme (to, for example, try and drive up increases in participation or significantly extend swimming lesson time) due to pressure from local user groups.

Vivacity has a specific pricing schedule for each of the sites it manages and operates, which includes Premium, Gold, Silver and Bronze. They offer varying levels of accessibility. Vivacity Premier Fitness is the most expensive and the cheapest is Jack Hunt Swimming and Gym. Consultation with Vivacity indicates that this method of payment allows the more commercially successful (Vivacity Premier Fitness) to financially support the older and less profitable sites. Pay and play is available at all sites, with day rates at Vivacity Premier approximately £10.00 per day; this is considered to render it inaccessible to large sections of the local population.

The FPM states that the three pools managed by Vivacity are crucial to the supply chain, based on the figures modelled, as they provide 63% of the peak period swims. Without these pool supply in Peterborough would be significantly diminished.

Accessibility

As with indoor facilities 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. This enables analysis of coverage adequacy and helps to identify areas currently not serviced by existing provision.

Figure 5.3 and Table 5.3 overleaf indicate key radial catchment areas. This highlights that less than one third (31.9%) of the population resides within a one mile catchment of accessible swimming pools.

Data from Table 5.3 also indicates that 16.9% of the City's total population (31,390 residents) out of a total of 48.2% (58,422 residents) of the population, who live in the most deprived areas (using 30% percentile) reside within one mile of a swimming pool. This means that they do not have access to a swimming pool within one mile of their home. It is noted that all residents live within a 20-minute drive time of community accessible swimming pools in Peterborough.

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Figure 5.3 Community accessible pools with 20 minute walk time

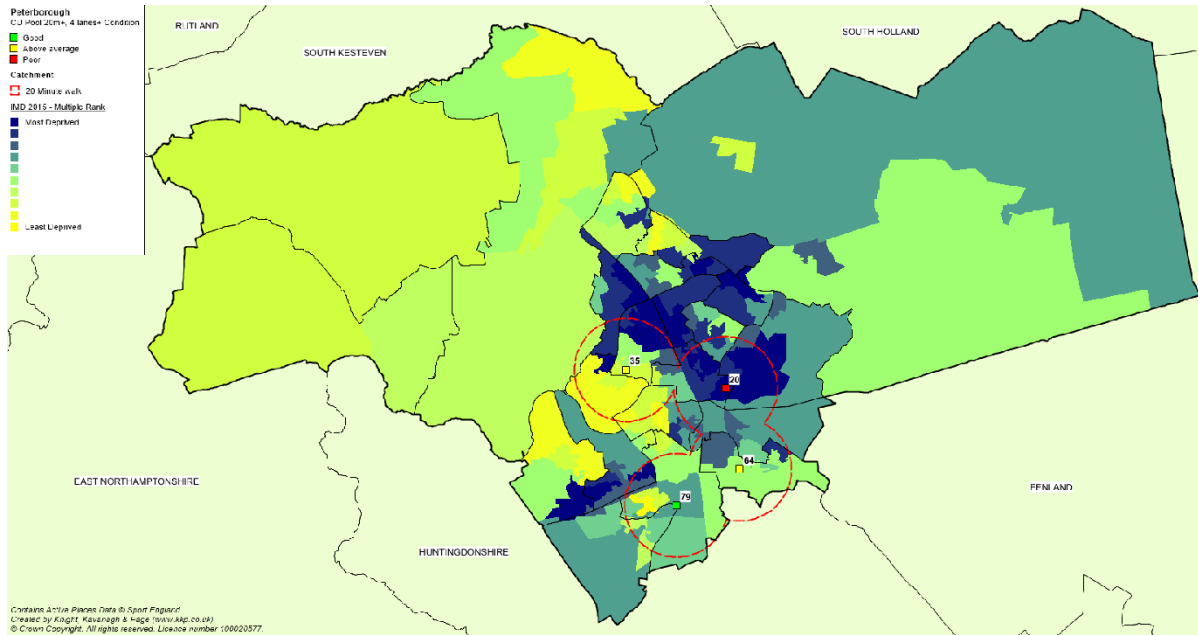


Table 5.3: Peterborough (20m+ 4 Lanes+) with 20 minute walk catchments set against IMD (ONS) populations

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IMD 2015 10% bands	Peterborough		Pools with community use. (min 4 lane, 20m) Catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside %	Persons outside catchment	Population outside (%)
0 - 10	30,566	16.4%	13,048	7.0%	17,518	9.4%
10.1 - 20	38,539	20.7%	9,807	5.3%	28,732	15.5%
20.1 - 30	20,707	11.1%	8,535	4.6%	12,172	6.6%
30.1 - 40	22,179	11.9%	7,885	4.2%	14,294	7.7%
40.1 - 50	11,255	6.1%	5,812	3.1%	5,443	2.9%
50.1 - 60	19,121	10.3%	4,670	2.5%	14,451	7.8%
60.1 - 70	8,615	4.6%	828	0.4%	7,787	4.2%
70.1 - 80	20,812	11.2%	4,677	2.5%	16,135	8.7%
80.1 - 90	12,600	6.8%	2,669	1.4%	9,931	5.3%
90.1 - 100	1,435	0.8%	1,435	0.8%	0	0.0%
Total	185,829	100.0%	59,366	31.9%	126,463	68.1%

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Neighbouring facilities

Supply is also affected by facilities in neighbouring authorities.

Figure 5.4 swimming pools 20m+ within 2 miles of Peterborough boundary

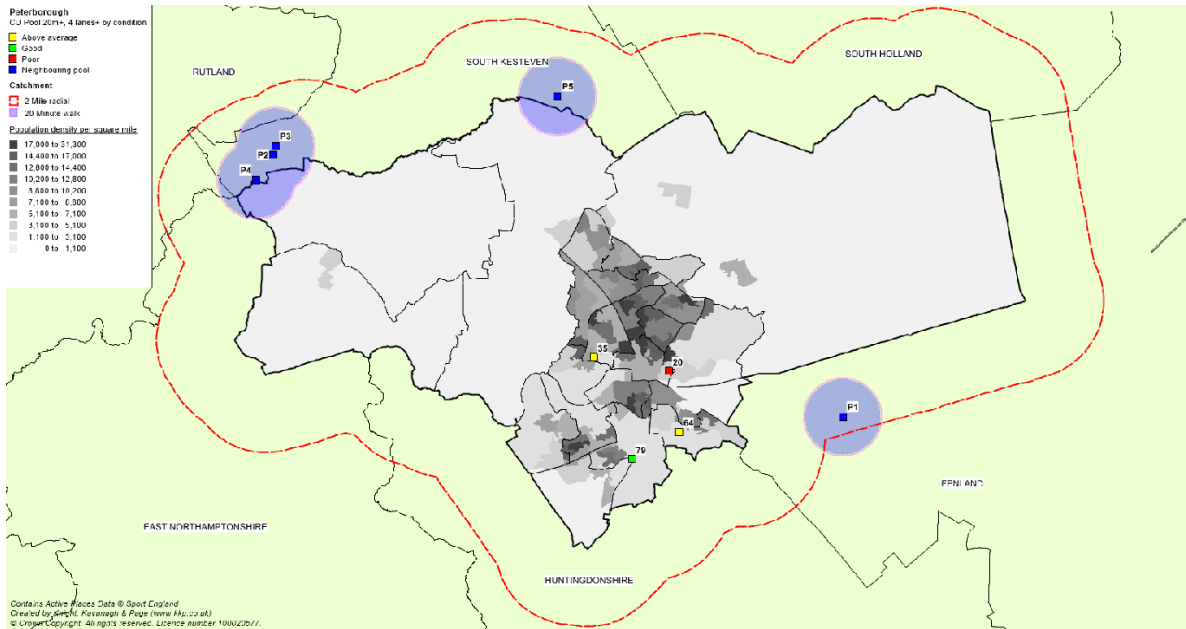


Table 5.4 Swimming pools 20m+ within 2 miles of Peterborough boundary

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Map ID	Facility	Lanes	Access Type	Local Authority
P1	New Vision - Whittlesey	6 x25m	Pay and Play	Fenland
P2	Stamford Boys School	6x 25m	Pay and Play	South Kesteven
P3	Stamford Leisure Pool	4x25m	Pay and Play	South Kesteven
P4	Stamford Sports Centre	4x20m	Sports Club / CA	South Kesteven
P5	Deepings Leisure Centre	6x25m	Pay and Play	South Kesteven

Figure 5.4 and Table 5.4 indicate five swimming pools within a two mile boundary of Peterborough. The use of swimming pools is dependent upon a whole range of factors with drive time being a significant one. Figure 5.4 indicates three pools (Stamford Boys School, Stamford Leisure Pool, and Stamford Sports Centre) to the North West of Peterborough and one to the North, (Deepings Leisure Centre). Quite clearly these are servicing the more rural parts of the City. The remaining facility (New Vision- Whittlesey) is found to the South East of the City. The nearest long course (currently a 50 yard converted pool but with a new 50m pool planned) training pool is located at Oundle School. This is, reportedly a key site for Peterborough Swimming Club's performance athletes.

Figure 5.5 overleaf indicates that 27,458 (14.16%) of Peterborough population 193,980 is estimated to be within 20 minute drive time of Oundle School.

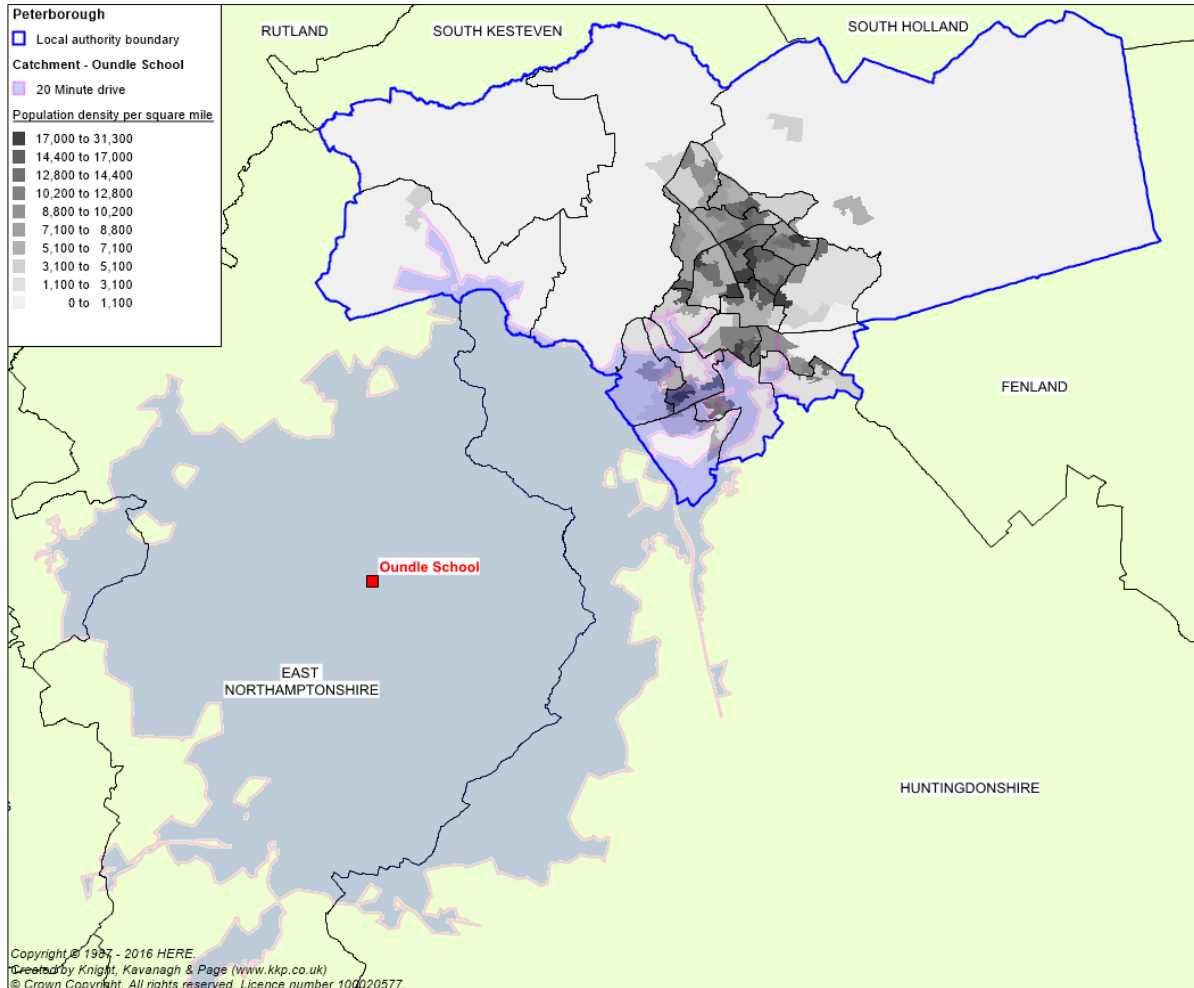
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Figure 5.5: Oundle School with 20 minute drive time set against population density.



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5.3 Demand

FPM Analysis of demand for swimming pools

The total demand generated by the Peterborough population equates to 2,148m² of water space when the comfort factor of access is considered. This comfort factor is based on a 70% occupancy rate. Data suggests that once a pool reaches 70% or more modelled capacity it is difficult for it to accommodate additional activity. As noted earlier, the FPM states that almost one quarter (24.4%) of Peterborough residents have no access to a car. When modelled, 80% of visits to swimming pools are made by car. As a result, an assumption is made that if you do not have access to a car then you are less likely to be regularly active in the area.

Satisfied demand

- There is a satisfied demand figure of 89.6%, which is similar to the national (91.7%), regional (90.1%) and county (87.8%) averages.
- Just over nine in ten (90.9%) visits are met within facilities based in Peterborough. The remainder is exported to neighbouring authority facilities. This equates to 9.1% of the total demand and equates to 175m² of water space or just over 3 lanes of a 25m pool.

Unmet demand

- The FPM further identifies that 10.4% of the overall demand is not being met. This is high in comparison to national (8.3%) and regional (9.9%) averages but is better than the county figure (12.2%). It equates to water space or just over a 4 lane 25m pool (212.5m²).
- Neighbouring authority figures vary greatly with Rutland having the lowest levels of unmet demand at 4.7% but South Holland is considered high at 32.8%.
- The aggregated unmet demand identifies no one major 'hot spot' in the City where it could be argued that new provision was justified based on current demand.
- The majority of areas of higher need sit within the City Centre area. Jack Hunt and its locality have the highest scores at around 78.7m² of water space. Should new swimming provision be considered (for example, to replace current pools) there is a need to review their size and scale to enable them to be future proofed.
- 91.1% of current unmet demand is due to people living outside the catchment of an existing facility; conversely, just 8.9% is the result of existing pools being full.

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Used capacity

- Modelled used capacity in the peak period of facilities in Peterborough is 81.9%. This is far higher than national (65.7%), regional (65.4%) and county (78.9%) averages. This is due to undersupply and the limited cross border benefit of neighbouring authority facilities.
- Swimming pools in Peterborough are uncomfortably full (over the ideal capacity of 80%). This is likely to impact upon the quality of the experience current users enjoy and it will limit their ability to increase levels of participation unless additional hours, or facilities can be provided.
- Jack Hunt, Stanground and Vivacity Premier Fitness are all considered to be 100% full in the peak period. The Embankment (Regional) is also considered full at 94%.
- The two commercial facilities bring the overall average down: Thorpe Wood is modelled to be 36% full and Bannatynes 59%. If these two facilities are removed from the equation, remaining supply is over 97% full.
- It is unlikely that increased capacity can be achieved at the two commercial facilities and the community offer is under immense pressure at present with no capacity to meet the need generated as a result of increased participation and/or population growth.
- Peterborough is a net importer of participants. There is a significant inter-relationship between it and neighbouring authorities with regard to swimming provision and any developments around current or future offers would benefit from cross border dialogue.

NGB key issues

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

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

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Peterborough is a priority area for the ASA and has both an area swim manager and a regional club development officer assigned. The ASA reports a deficit of usable water space in the Peterborough area between 469.86m² (Sport England calculated) and 497.45m² (ASA Calculated). This is the equivalent of an eight lane by 25m pool plus an 8m by 12.5m teaching pool.

Of the three major facilities in the area, which accommodate the majority of pay and play demand, only one, Stanground Sports Centre, is relatively modern. The other two pools (which are local authority owned) are over 40 years plus old. Consultation with local staff would suggest that there is considerable unmet demand in the area, particularly in the areas of learn to swim and club usage but also across all areas of programming. It is the ASA's opinion, therefore, that a strategy needs to be developed that firstly looks to accommodate unmet demand by adding water space and bringing the available water space equation back to a balance and also looks at a refurbishment/replacement strategy for the current two main local authority pools.

The Regional Pool (Embankment) is one of the few sites in the region to host diving. The City of Peterborough Swimming Club (COPS) is in the process of re-launching its diving section, in conjunction with Cambridge Diving Club. It is currently recruiting a new diving coach and once recruited the plan is for COPS to act as a feeder in developing stage 8,9 and 10 divers, who will then be encouraged to move to Cambridge as and when their performance level merits this.

Embankment Pool was previously used for regional swimming events; however, it has been re-measured and identified as too short and, therefore, unable to fulfil this function. This is unlikely to change in the foreseeable future.

The ASA reports that synchronised swimming is reported to be a sport in great demand, yet there are very few clubs across the region. Access to regular deep water is deemed the biggest barrier and the ASA is supporting sites with the correct facility mix to develop and grow the sport. Any change to facility provision should ensure that synchronised swimming is considered in the future facility plans.

COPS was established over 80 years ago and moved from the River Nene to the Lido and then to the Regional Pool when it was built (1977). It is currently rated in the UK top 10, is self-funding and financially self-sufficient (the only club in the top 10 to be so). It competes in The National Arena League and is in the Premier Division of the East Midlands section.

The Club's mission is to produce national and international swimming champions with world class behaviours. It is Cambridgeshire's premier competitive swimming club with both international swimmers and national medallist's. It competes at county and regional levels and travels widely to attend various open meets throughout the year. In addition, it has a disability performance programme with athletes competing in the Special Olympics and has recently produced two Paralympians.

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It employs full time coaches, headed by a Level 4 coach, who is on target for the 2024 British Swim programme based both on his ability and the potential of the Club's athletes. The British Swim Coach 2024 programme is a 14 month development opportunity for swimming coaches working within the England Talent Pathway. It supports the wider vision of raising the quality of coaching in England to ensure swimmers are supported to reach their full potential. COPS has an excellent conversion rate of swimmers to national level (20-25%).

It Club currently has

- 120 performance swimmers aged 11-18 years.
- 25 youth squad (fitness and swimming training).
- 25 Special Olympic athletes competing in National, European and World Games.
- 60 transitional swimmers on learn to swim programme (mini squad) who are aged 6 – 11 years old.

Events - it currently organises level 3 meets (a primary income generating element of its operation). It would like to run level 2 competitions, but is unable to do so since the re-measuring of the pool two years ago.

COPS currently trains at five sites, two of which are outside of the Peterborough area, Whittlesey and Oundle pools (47m). Table 5.5 below indicates the facilities and challenges faced by the Club at each of the facilities.

Table 5.5: Benefits/challenges faced by COPS at each swimming pool used for training.

Pool Name	Benefits	Challenges / Issues
Regional Pool and Fitness Centre		
	Benefits	Challenges/issues
	<p>The Club has an excellent relationship with Vivacity and it negotiates advantageous pool times and suggests that hire rates are good.</p> <p>Deck side space is good which allows for land training (plyometric, resistance band etc.) and sufficient space for competitions.</p> <p>Fitness gym access – allows for x10 swimmers to</p>	<p>Would like more pool time and space.</p> <p>Age of pool is starting to show.</p> <p>The swimming pool has been measured and it is no longer classed as a 25m competition pool. This impacts on the events it can host.</p> <p>There are on-going issues with the filtration system, which has, reportedly, led to some</p>

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<p>access fitness suite at any one time for training. Spectator capacity and viewing is sufficient and very important to the Club. This is in respect of competitions but also for parents to view and it allows COPS' workforce to engage with parents with a view to driving increases in volunteers. Good changing space and storage area to place bags whilst athletes are training is very helpful.</p>	<p>illnesses among swimmers and coaches. Only x10 swimmers of the x25 squad can access the fitness gym during training sessions due to size of the fitness gym. In general, Peterborough has insufficient water space for the size of the Club.</p>
Stanground Academy	
Benefits	Challenges/issues
<p>COPS has access x3 lanes for competitive swimmers The site has good parking and adequate changing facilities. COPS can and does hire the sports hall for land based training. COPS funded new starting blocks at this venue. Very competitive pricing. ASA uses for talent programmes due to competitive pricing.</p>	<p>Not able to accommodate any spectator/viewing at all. Challenge to engage parents. Can only have x3 lanes not x6 lanes, which restricts opportunity..</p>

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New Vision – Whittlesey*	
Benefits	Challenges/issues
Spectators can stay and watch 6 lanes x 25 m Water quality and air handling on the poolside is very good.	Limited parking – need to park on the fields most of the time. Not enough space on pool side. Expensive to hire: changing pool and limited
Jack Hunt Pool and Fitness	
Benefits	Challenges/issues
The water space is a benefit because it is available.	Water quality and air handling is poor with ongoing issues which affects the training. COPS reports that Vivacity has a laissez faire attitude to management of this facility suggesting that if the Club does not like the facility then suggests that it doesn't use it!
Oundle School Pool (47m pool)	
COPS uses the full pool (47m) for long course training (even though it is not quite long enough). Use of fitness gym for land based training. Good relationship with the School. Oundle School has plans to develop its facilities, which includes an upgrade from a 50 yard pool to a 50m x 6 lane pool.	COPS must use this pool in order to become accredited as a Swim21 Performance Centre. (Accreditation due in March 2017)

*COPS has particular issues at Whittlesey Swimming Pool and has to alter its training dependent upon the water balance, on a regular basis. This affects how hard the swimmers can train. It is thought that the problem may be connected to the deep end (which is 3m deep) with investigations taking place to determine if levelling out of the depth to a consistent depth will resolve this. In addition air handling on poolside is also reported to be very inconsistent which adversely affects both coaches and spectators.

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COPS has aspirations and ambition to keep producing junior international athletes by the time they leave school. In order to achieve this, it suggests that it needs to increase water space and time, so participation levels can grow. In addition, it recognises that not everyone can make it to national level and appreciates that many of its swimmers become key swimmers at university. Some members have gained scholarships internationally as well as in the UK.

It confirms that it is currently at capacity and without more pool space and pool time it is unable to grow and accommodate more swimmers. It has waiting lists and holds trials when space becomes available, ensuring that the most talented/swimmers with the most potential are selected. COPS indicates that, if water space was available, it could double capacity due to current levels of demand.

In addition the future developments at Oundle School should benefit COPS especially if the Club can negotiate improved access.

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Swimming lessons membership database

The information within this section was supplied by Vivacity. It is based on active membership from September 2016-January 2017. A slightly higher proportion of boys than girls enrol on swimming lessons (52:48). Just over 95% of those attending swimming lessons are aged 0-14 years old. (Further details on swimming lesson membership can be found in Appendix 7). The main facilities which arrange swimming lessons include Vivacity Premier Fitness, Jack Hunt Pool and the Regional Training Centre. The latter has significantly more young people enrolled on lessons than the other two facilities. (Jack Hunt and Vivacity Premier Fitness).

Figure 5.6: Map of swimming member distribution by postcode.

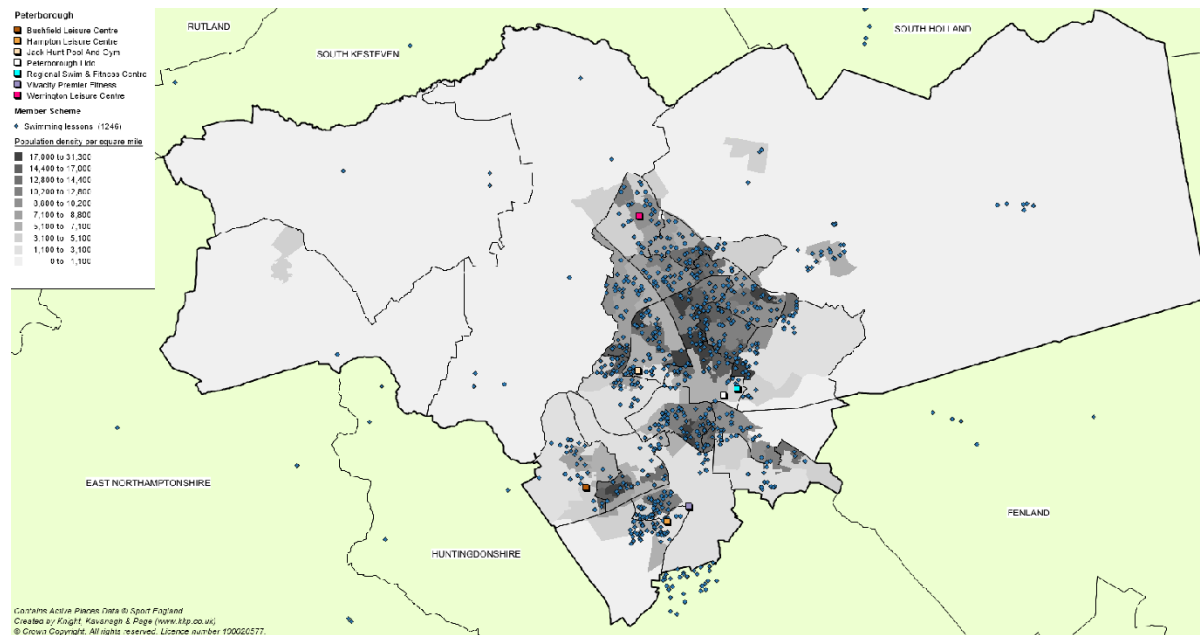


Figure x: Peterborough swimming lesson members on IMD

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Figure 5.7: Peterborough Swimming Lesson members on IMD (Health)

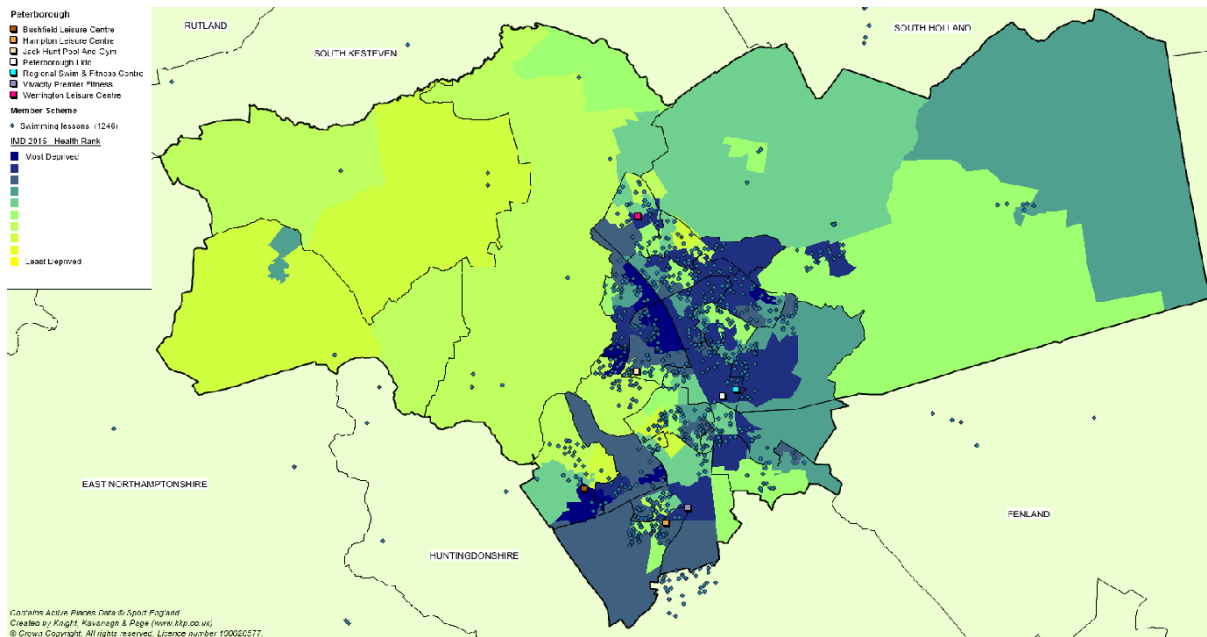


Figure 5.6 shows where the swimming lesson members reside. There are pockets in the areas of most deprived (health) where there are little or no members. This is particularly the case for the members in the south of the City.

Table 5.6: Swimming lesson members across the different sites in Peterborough*

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Indices of Multiple Deprivation 2015 10% bands	Peterborough		All Centres		Bushfield		Jack Hunt		Regional Pool		Vivacity Premier Fitness	
	Population (mid-2012)	%	#	%	#	%	#	%	#	%	#	%
00 - 10%	30,566	16.4%	145	13.0%	0	0.0%	70	16.8%	68	12.8%	7	4.3%
10.1 - 20%	38,539	20.7%	216	19.4%	0	0.0%	88	21.2%	115	21.7%	13	7.9%
20.1 - 30%	20,707	11.1%	109	9.8%	0	0.0%	40	9.6%	56	10.5%	13	7.9%
30.1 - 40%	22,179	11.9%	148	13.3%	0	0.0%	23	5.5%	91	17.1%	34	20.7%
40.1 - 50%	11,255	6.1%	83	7.5%	0	0.0%	25	6.0%	24	4.5%	34	20.7%
50.1 - 60%	19,121	10.3%	115	10.3%	0	0.0%	32	7.7%	72	13.6%	11	6.7%
60.1 - 70%	8,615	4.6%	54	4.9%	0	0.0%	16	3.8%	20	3.8%	18	11.0%
70.1 - 80%	20,812	11.2%	129	11.6%	0	0.0%	73	17.5%	41	7.7%	15	9.1%
80.1 - 90%	12,600	6.8%	92	8.3%	1	100.0%	43	10.3%	40	7.5%	8	4.9%
90.1 - 100%	1,435	0.8%	21	1.9%	0	0.0%	6	1.4%	4	0.8%	11	6.7%
Total	185,829	100.0%	1,112	100.0%	1	100.0%	416	100.0%	531	100.0%	164	100.0%

* the data included one swimming lesson member at Bushfield LC where there is no pool this has been removed.

As identified above, 48.1% of the population lives in the 30.0% areas of higher deprivation, of which, a total of 33.0% access swimming lessons across the three sites.

Out of a total of 1,112 children and young people, this equals 42% of the lowest 30% percentile for IMD health. A site by site analysis of the 0-30-% shows that:

- Jack Hunt – has 198 members (48%)
- Regional Pool – 239 members (45%)
- Vivacity Premier Fitness – 33 members (20%)

Figure 5.6 indicates that Jack Hunt and the Regional Pool are attracting members from the most deprived (health) to their facilities, whereas Vivacity Premier Fitness is attracting 20%; significantly fewer than the other sites. This may be due to location or relate to

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barriers such as the cost of access. Swimming lesson data indicates that 482 (44.9%) young people aged 0-14 year's old access swimming lessons at PCC facilities. Vivacity Premier Fitness has the smallest percentage of young people in the 0 – 10% IMD band (4.3%) in comparison with the other two centres. (Jack Hunt and Regional Pool).

5.4 Supply and demand analysis

Sport England's FPM indicates that:

- Peterborough has a relatively good mix within the pools that exist in terms of size and scale and management. Five of the six pools are 25m in length and four of the facilities are within public sector management.
- Facilities are predominantly located in the south and centre of the authority. Only Bannatynes serves the north of the City. The east and west are poorly served but population density is low in these areas.
- The overall level of provision at 10.44m² per 1,000 residents is low and this is reflected in the levels of unmet swims, in the peak period. The level of under provision in Peterborough equates to over nine lanes of a 25m pool which is significant.
- There is no clearly identified location in which any new provision should currently be located to meet current undersupply. As a result it is recommended that any new provision should firstly; take in to account where any new population growth is likely to be and secondly, the condition of existing venues and whether any of those require enhancement and/or replacement.
- The existing public swimming stock is at bursting point and highly unlikely to cope with increased usage either as a consequence of more people swimming or through the demand created by increases in population growth.
- Modelling suggests that additional water space is needed now to ensure that the quality of the offer for community swimmers is retained and to meet future demand.
- Public pool stock, and in particular venues operated by Vivacity, are crucial for community swimming. Almost two thirds of the swims available each week in the peak period take place at Vivacity sites. If these are not sustained then the ability for community users to swim in Peterborough will be severely compromised.
- The quality of access on offer to the average PCC resident is relatively poor. The levels of provision, both within Peterborough and in neighbouring authorities, are insufficient to meet the demand that the current population creates.

5.5 Sport England's Facilities Calculator (SFC)

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As noted earlier, this was created to assist local planning authorities to quantify additional demand for key community sports facilities generated by new growth, development and regeneration areas. Whilst it can be used to estimate facility needs for whole area populations it should not be used for strategic gap analysis as it has no spatial dimension. The SFC does not take account of:

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

Table 5.6: SFC applied to (ONS estimated) population increase in Peterborough up to 2036

	Population 2016	Population estimate 2026	Population estimate 2036
ONS data projection	195,071	213,073	226,360
Population increase	-	18,002	13,287
Estimated additional lane requirement	-	0.94 pools 3.73 lanes	0.69 pools 2.76 lanes

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

Table 5.7 Market segmentation and likely target audiences in Peterborough

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Swimming

- 13.8% (17,622) of people currently swim and a further 14.1% (17,996) indicate that they would like to, which gives an overall total of 27.8% (35,619).
- 25.3% of Alison's swim, the largest proportion of any group, closely followed by Chloe at 24.1%.
- The groups with the largest of the local population swimming are Tim (8.6%) and Jackie (8.2%).
- The groups with the most people who would like swim are Jackie (9.2%) and Paula (8.8%).
- The main group to target, for additional players due to size and interest is, therefore Jackie.

5.6 Summary of key facts

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

- Peterborough has 17 pools at 12 sites. Five are lidos and not accessible all year around.
- It has four community accessible swimming sites.
- The FPM suggests that there are nine pools on six sites across Peterborough.
- The City has five 25m pools, two 5 lane, three 6 lane and one 20m, 2 lane pool.
- The level of supply equates to 10.44m² of water space per 1,000 residents. This poor in comparison to the national (12.45m²) figure.
- FPM equates the level of under provision in Peterborough to over nine lanes of a 25m pool, which is significant.
- There is no clear location for new provision to meet current undersupply.
- Three of the sites are over 25 years of age.
- One pool is poor: Embankment Sports & Athletics Arena - primarily due to its age/lack of investment.
- Facilities are predominantly situated in the central and southern part of the City area, which is closest to the main population settlements. The east and west areas are poorly served.
- Less than one third of PCC's population resides within one mile of an accessible swimming pool.
- Within deprived communities, 42.8% live within one mile of a community accessible pool.

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- Drive time indicates that all Peterborough's population lives within a 20-minute drive of a community use pool having a minimum of 4 lanes with a minimum length of 20 metres.
- There is a satisfied demand figure of 89.6%; slightly lower than the national average (91.7%).
- Excluding commercial pools, supply is over 97% full.
- Pools in Peterborough are uncomfortably full; this will impact on the quality of the experience.
- FPM modelling suggests that additional water space is needed now to ensure the quality of the offer for community swimmers and to meet current and future demand.
- Almost two thirds of the swims available each week in the peak period are at Vivacity sites.
- COPS is at capacity due to available water space and indicates having demand to more than double its current offer, should more water space become available.
- The current facility stock is important to the Club and its offer of different disciplines. It could accommodate higher level and increased number of competitions should one of facilities be replaced with a 25m "measured" pool.
- The planned development at Oundle School (50m pool) and access to the pool is of importance to COPS in terms of accreditation and training provision.
- Swimming lessons are an important aspect of the swimming programme in addition to helping to drive income.

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SECTION 6: HEALTH AND FITNESS SUITES

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

The current state of the UK fitness industry is complex with a variety of providers including the private sector (ranging from low cost operators to the high end market), trusts, schools and local authority operators. Within the UK private fitness market has continued to grow steadily over the last 12 months with an estimated increase of 6% in the number of members. Further, all parts of the country have seen an increase in the number of clubs, members and total market value but only four regions have seen an increase in average membership fees over the last 12 months.

According to the State of the UK Fitness Industry Report (2016) there are now 6,435 fitness facilities in the UK, up from 6,312 last year. The total industry membership is up 5.3% to 9.2 million which equates to one in seven people in the UK is a member of a gym. The influential low cost market with its large membership numbers, online joining, 24/7 opening hours and low price points has continued to expand rapidly and drive the growth in the industry

The total market value is estimated at £4.4 billion, up 3.2% on 2015. The UK penetration rate is also up at 14.3%, compared to 13.7% in the previous year.

A total of 224 new public and private fitness facilities opened in the last 12 months, up from 191 in 2015. The private low cost sector now accounts for 12% of the total number of private clubs, 13% of the private market value and a huge 32% of the private sector membership. For the first time ever, a low cost fitness operator is the UK's number one. Pure Gym has added 60 clubs in the last 12 months taking it past the 150 clubs total and into the top position.

Due to commercial sensitivities private and commercial health and fitness suites are not usually assessed. It is generally acknowledged that they provide good/above average quality facilities.

6.1: Supply

Quantity

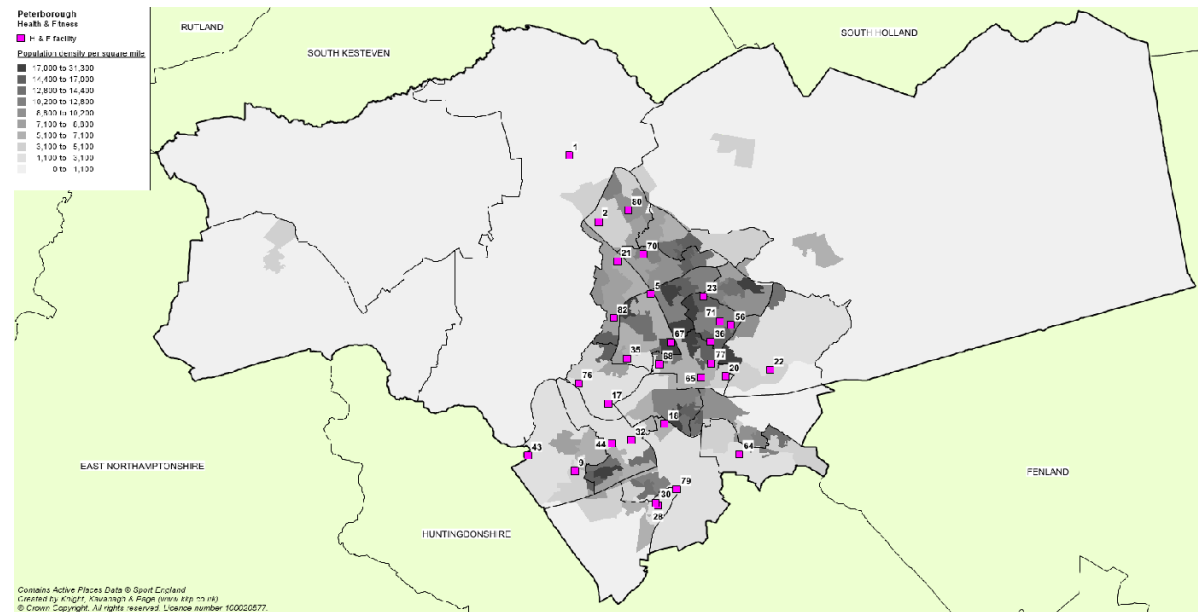
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Figure 6.1 and Table 6.1 identify all health and fitness suites in Peterborough. It should be noted that fitness facilities containing fewer than 20 stations can be available to the public and may accommodate some localised demand, however, for the purpose of this report, they are discounted because of their scale.

Research undertaken for the assessment report identifies 25 health and fitness suites in Peterborough with 20+ stations. This equates to 1,679 fitness stations. Figure 6.1 illustrates that health and fitness facilities are located across the more densely populated areas servicing the main population areas.

Figure 6.1: All health and fitness stations in Peterborough



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Table 6.1: All health and fitness stations in Peterborough (20+ Stations)

Ref	Site Name	Stations	Community Use
2	Bannatynes Health Club (Peterborough)	100	Yes
5	Bodyworks Gym Ltd	50	Yes
9	Bushfield Leisure Centre	50	Yes
20	Embankment Sports & Athletics Arena	200	Yes
21	Feelgood Fitness (Peterborough)	60	Yes
36	Kings School	21	No
43	Marriott Leisure Club (Peterborough)	23	Yes
56	Peterborough Regional College	88	Yes
64	Stanground Sports Centre	27	Yes
67	The Gym (Peterborough)	160	Yes
68	The Peterborough School	20	No
76	Thorpe Wood Health & Racquets Club	120	Yes
77	Trugym Peterborough	120	Yes
80	Werrington Leisure Centre	47	Yes
1	Arthur Mellows Village College	25	Yes
17	Club Moativation (Peterborough West)	24	Yes
18	Definition Gym	80	Yes
22	Fengate Health & Fitness Centre	90	Yes
23	Fitness Station	56	Yes
65	The Fitness Zone For Women (Peterborough)	33	Yes
30	Hampton Leisure Centre	50	Yes
79	Vivacity Premier Fitness	150	Yes
28	Hampton College	30	No
77	Trugym Peterborough	20	Yes
82	YMCA (Peterborough)	35	Yes
	TOTAL	1,679	

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The largest of the health and fitness suites is located at Embankment Sports and Athletics arena with c.200 stations, although there are a further five sites with over 100 stations.

Quality

Site assessments

Of the 25 facilities identified, Peterborough has 23 health and fitness suites available to the community, offering 1,628 stations. Non-technical quality assessments were carried out at all the sites identified, the detail, of which, can be found in Figure 6.2 and Table 6.2.

Fig 6.3: Community accessible health & fitness suites with 20+ stations on population density

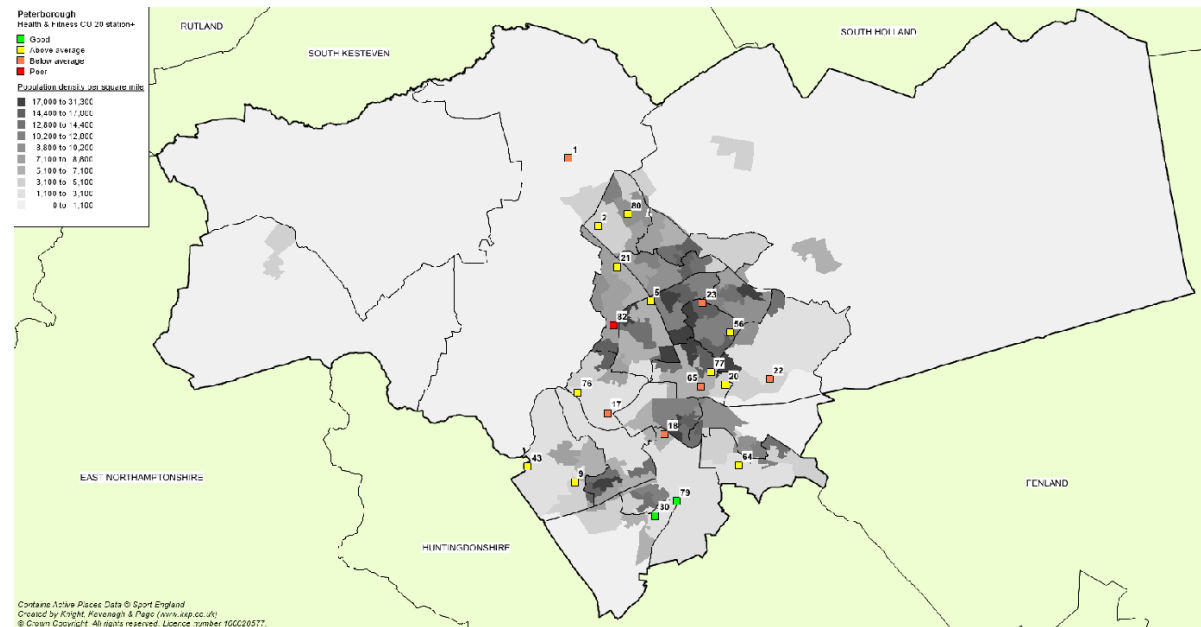


Table 6.2: Community accessible health/fitness suites (20+ stations) with a quality rating

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Ref	Site Name	Stations	Condition
2	Bannatynes Health Club (Peterborough)	100	Above average
5	Bodyworks Gym Ltd	50	Above average
9	Bushfield Leisure Centre	50	Above average
20	Embankment Sports & Athletics Arena	200	Above average
21	Feelgood Fitness (Peterborough)	60	Above average
43	Marriott Leisure Club (Peterborough)	23	Above average
56	Peterborough Regional College	88	Above average
64	Stanground Sports Centre	27	Above average
67	The Gym (Peterborough)	160	Above average
68	The Peterborough School	20	Above average
76	Thorpe Wood Health & Racquets Club	120	Above average
77	Trugym Peterborough	120	Above average
80	Werrington Leisure Centre	47	Above average
1	Arthur Mellows Village College	25	Below average
17	Club Moativation (Peterborough West)	24	Below average
18	Definition Gym	80	Below average
22	Fengate Health & Fitness Centre	90	Below average
23	Fitness Station	56	Below average
65	The Fitness Zone For Women	33	Below average
30	Hampton Leisure Centre	50	Good
79	Vivacity Premier Fitness	150	Good
77	Trugym Peterborough	20	Above average
82	YMCA (Peterborough)	35	Poor
TOTAL		1,649	

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Only one facility was rated as poor (YMCA Peterborough), six were identified as below average, 14 were rated as above average and two (Vivacity Premier Fitness and Hampton Leisure Centre) were identified as good. The two good facilities were built within the last three years. The YMCA Peterborough is currently undergoing a total refurbishment and is due for completion in early 2017.

Table 6.3 Quality rating of health and fitness suites in Peterborough

Quality rating of assessed health and fitness suites				
Good	Above average	Below average	Poor	Not assessed
2	14	6	1	0

In general, the fitness offer is of above average quality with the majority of the below average and poor facilities located in the City centre. In general, residents in the City centre have access to lesser quality gyms whereas residents on the outskirts of the centre have access to better quality facilities.

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 the costs of which can vary considerably. It is acknowledged that even some of the memberships which are considered expensive offer access to different market segments, suggesting that this may ease pressure on the more accessible facilities.

Table 6.4 overleaf identifies different payment methods across the health and fitness stock in Peterborough. The audit identified that day rates at facilities range from £4.00 per day (Fengate Health & Fitness Centre) to £15.00 per day at Bannatynes Fitness Gym. The majority of fitness gyms charge approximately £5.00 per day with the most expensive in excess of £10.00 per day (Club Motivation, Vivacity Premier Fitness and Bannatynes Health Club).

Monthly membership fees are split into two bands (below £35.00 and above £45.00) with the cheapest starting at £13.99 per month (YMCA Peterborough) and the majority in the £33-35 per month. Three health and fitness facilities charge in excess of £45 per month (Bannatynes Health Club £47, Thorpe Wood Health & Rackets £66, and Vivacity Premier Fitness £60).

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Table 6.4: Examples of payment types and method for health and fitness facilities

Site Name	Pay & Play	Monthly	4 month	12 month	24 month	Other Information
Bannatynes Health Club (Peterborough)	Y	Y		Y		
Bodyworks Gym Ltd	Y	Y		Y		
Bushfield Leisure Centre	Y	Y		Y		
Embankment Sports & Athletics Arena	Y	Y		Y		
Feelgood Fitness (Peterborough)				Y		
Marriott Leisure Club (Peterborough)		Y		Y		
Peterborough Regional College		Y		Y		Closed Mon - Fri 8am-5pm
Stanground Sports Centre	Y	Y		Y		Closed Mon – Fri until 4pm
The Gym (Peterborough)		Y				
Thorpe Wood Health & Racquets Club	Y	Y		Y		
Trugym Peterborough	Y	Y		Y		
Werrington Leisure Centre	Y	Y		Y		
Club Moativation (Peterborough West)				Y		
Definition Gym	Y	Y				
Fengate Health & Fitness Centre	Y	Y		Y		
Fitness Station		Y				
The Fitness Zone For Women			Y	Y	Y	
Hampton Leisure Centre	Y	Y		Y		
Vivacity Premier Fitness	Y	Y		Y		
Trugym Peterborough	Y	Y		Y		
YMCA (Peterborough)	Y	Y				7 day free trial

Consultation reports that The Fitness Zone for Women offers more than fitness gym access for the monthly fee. It is the only ladies only fitness gym in the City with members accessing in depth inductions, on-going health screening and monitoring. Users are

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supported by a mentor that ensures that they are guided to set realistic and achievable targets and goals. They are then tracked throughout to support them to achieve said goals. A personal trainer is always on hand to support a member, which is included in the monthly fee. Retention is extremely important to staff at the facility and the ethos is that the experience the members get must be positive.

The YMCA fitness gym is low cost, which is primarily due to its low cost staffing. This is undertaken, predominantly, by volunteers who are being rewarded in the form of training qualifications. They start by undertaking basic safeguarding, and customer service training and progress through to completing the fitness specific YMCA fit qualifications, such as gym instructor, personal trainer, fitness class qualifications such as yoga, kettlebell, exercise to music and health specific courses such as obesity and diabetes.

Accessibility

Table 6.5 shows that more than four fifths of residents (83.4%) are within a 10 minute drive time of health and fitness facilities in Peterborough. Nearly half (45%) of the people living in areas of higher deprivation (using 30% cohort) live within one mile of a fitness gym. It is noted that all of Peterborough's population lives within a 20 minute drive time of a community use health and fitness facility having a minimum of 20 stations.

Figure 6.4: Accessible health and fitness suites with 20 minute walk time radial catchment

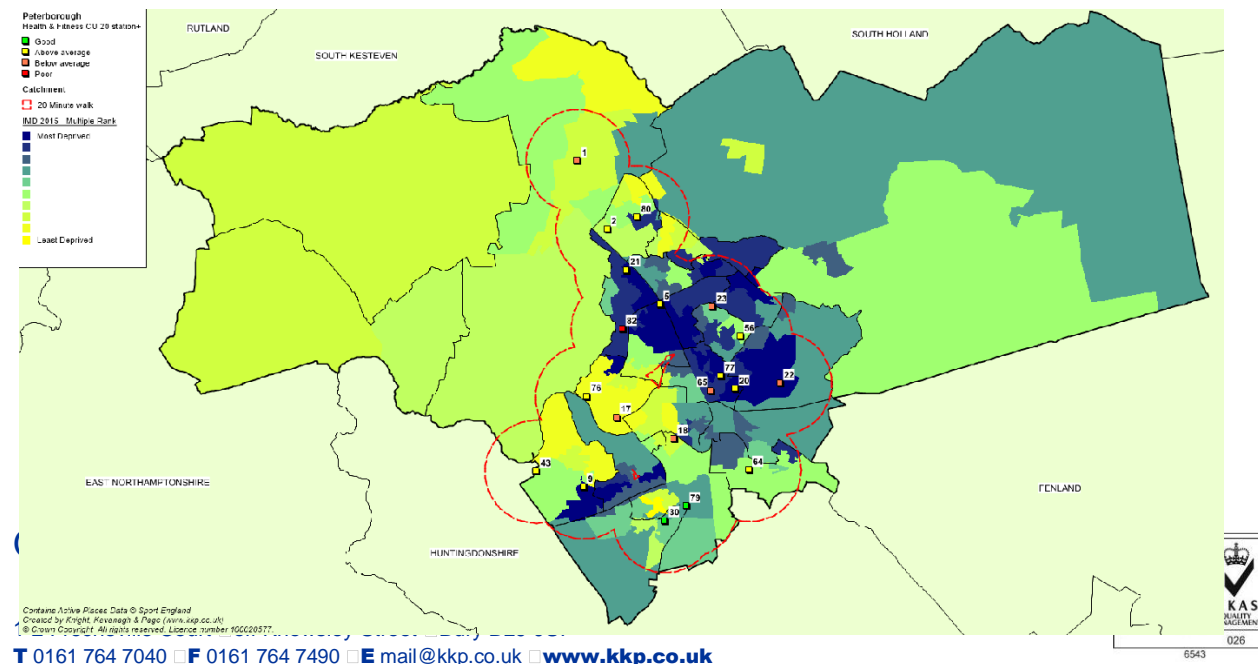


Table 6.5: IMD 2015 populations: Peterborough CU H&F min 20 stations, 20 minute walk

IMD 2015 10% bands	Peterborough		Health & Fitness with community use (min 20 cv stations) catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside %	Persons outside catchment	Population outside (%)
0 - 10	30,566	16.4%	30,391	16.4%	175	0.1%
10.1 - 20	38,539	20.7%	36,141	19.4%	2,398	1.3%
20.1 - 30	20,707	11.1%	17,187	9.2%	3,520	1.9%
30.1 - 40	22,179	11.9%	16,526	8.9%	5,653	3.0%
40.1 - 50	11,255	6.1%	11,022	5.9%	233	0.1%
50.1 - 60	19,121	10.3%	13,885	7.5%	5,236	2.8%
60.1 - 70	8,615	4.6%	5,634	3.0%	2,981	1.6%
70.1 - 80	20,812	11.2%	11,615	6.3%	9,197	4.9%
80.1 - 90	12,600	6.8%	11,053	5.9%	1,547	0.8%
90.1 - 100	1,435	0.8%	1,435	0.8%	0	0.0%
Total	185,829	100.0%	154,889	83.4%	30,940	16.6%

Neighbouring facilities

Accessibility is also influenced by facilities within easy reach of the local authority. Figure 6.5 and Table 6.6 indicate fitness suites with 20+ stations which are found within two miles distance of the local authority boundary. This is an arbitrary distance but serves to show accessibility if residents have access to a car. Indications are that there are six more health and fitness facilities within this catchment.

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Figure: 6.5: Health and fitness- 2 miles of local authority boundary with 20min catchment

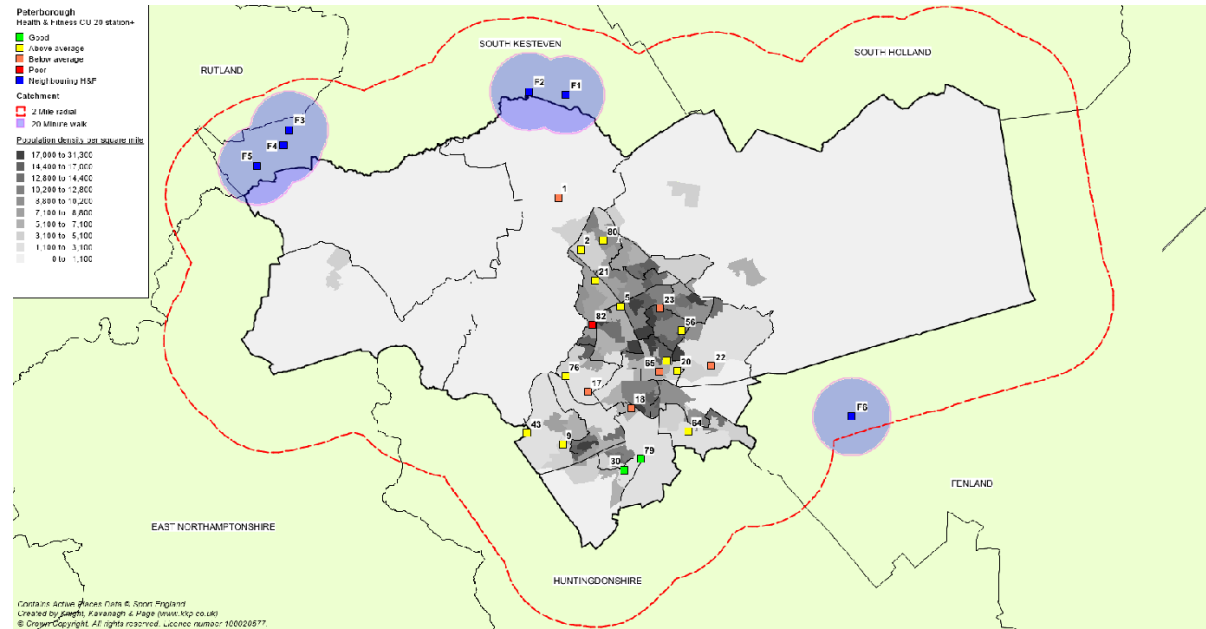


Table 6.6: Health & fitness stations- 2 miles of Peterborough boundary with 20+ stations

Ref	Active Places site name	Stations	Access type	Local authority
F1	Deepings Leisure Centre	50	Pay and Play	South Kesteven
F2	Empire Gym	90	Pay and Play	South Kesteven
F3	Rhino's Gymnasium	105	Pay and Play	South Kesteven
F4	Stamford Leisure Pool	22	Pay and Play	South Kesteven
F5	Westside Health And Fitness Club	85	Pay and Play	South Kesteven
F6	New Vision - Whittlesey	50	Pay and Play	Fenland

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Fitness gyms in neighbouring authorities are located primarily to the North and North West with one located to the South East (in Fenland) of the City. All are of a significant size (in excess of 50 stations) and are likely to serve the needs of some residents of Peterborough, especially the more rural populations, due to their locations

6.2: Demand

Health and fitness via exercising in a gym or class environment is a highly popular form of exercise in Peterborough, and appealing to men and women across a range of age groups. Sport England APS 9 identifies 11.7% (17,600) of people currently participating in this form of exercise in Peterborough.

This is slightly below the with UK penetration rates of 14% (used in the model overleaf). To identify the adequacy of provision quantity a demand calculation based upon the assumption that 'UK penetration rates' will increase slightly in the future is applied. Population increases are also factored in to enable a calculation of whether current supply will meet future demand.

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Table 6.6: UK penetration rates for health and fitness suites in Peterborough

	Current (2016)	Future (2026)	Future (2036)
Adult population	195,071	213,073	226,360
UK penetration rate	14%	15%	16%
Number of potential members	27,310	31,961	36,218
Number of visits per week (1.75/member)	47,792	55,932	63,381
% of visits in peak time	65	65	65
No. of visits in peak time (equated to no. of stations required i.e. no. of visits/39 weeks*65%)	797	932	1056
Equivalent number of members per piece of equipment	34	34	34

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

According to UK penetration rates there is a current need for 797 stations across Peterborough. This is expected to grow to 932 by 2026 and to 1056 by 2036. It is also necessary to factor in comfort and accessibility at peak periods, in particular. The requirement therefore could be up to double the numbers found in the model.

When comparing the number of community accessible stations currently available (1,649) the market appears to have capacity to service the adult population given the model predicts a requirement for 797 stations. Even allowing for a large comfort factor (say double capacity) there appears to be an adequate supply of equipment for forecasted demand.

It is not uncommon for the private sector to identify niche markets and fill them with a range of health and fitness stations which can appear to look as though the market is congested. The key issue is that while some of these may be budget operators it does not necessarily make them accessible to harder to reach groups and people from areas of (relative) disadvantage (as cost is only one factor which may hinder usage).

Future demand

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Table 6.7 Market segmentation and likely target audiences in Peterborough

Keep fit and gym
<ul style="list-style-type: none"> □ 17.4% (22,260) of people currently take part in keep fit and gym and a further 7.3% (9,335) indicate that they would like to, giving an overall total of 24.7% (31,596). □ 28.1% of Chloe's take part in keep fit and gym, which is the largest proportion of any group taking part, closely followed by the Alison segment at 27.3% □ The groups with the largest of the local population taking part in keep fit and gym are the Tim's (8.9%) and Jamie's (8.3%). □ The groups with the most people who would like to take part are Jackie (10.0%) and Paula (20.5%). □ The main group to target, for additional participants due to size and interest is, therefore Jackie

Membership data for health and fitness

Information within this section was supplied by Vivacity and is based on active membership detail across all sites (Bushfield, Hampton LC, Jack Hunt Pool & Fitness, Regional Pool, Vivacity Premier Fitness and Werrington LC) within the past three months.

Vivacity Premier Fitness is the local authority venue with the highest proportion of members (4,366); Jack Hunt Pool and Fitness has the fewest (120). Overall, gender usage is equivalent with 48.9% males and 51.1% females. Sites with a specific differential include Bushfield LC (61.2% men and 38.8% women) and Jack Hunt (43.3% men, 56.7% women).

The age group with the highest incidence of usage in terms of age distribution for both genders is 25 - 29 year olds.

Figure 6.5 Distribution of health and fitness members by postcode

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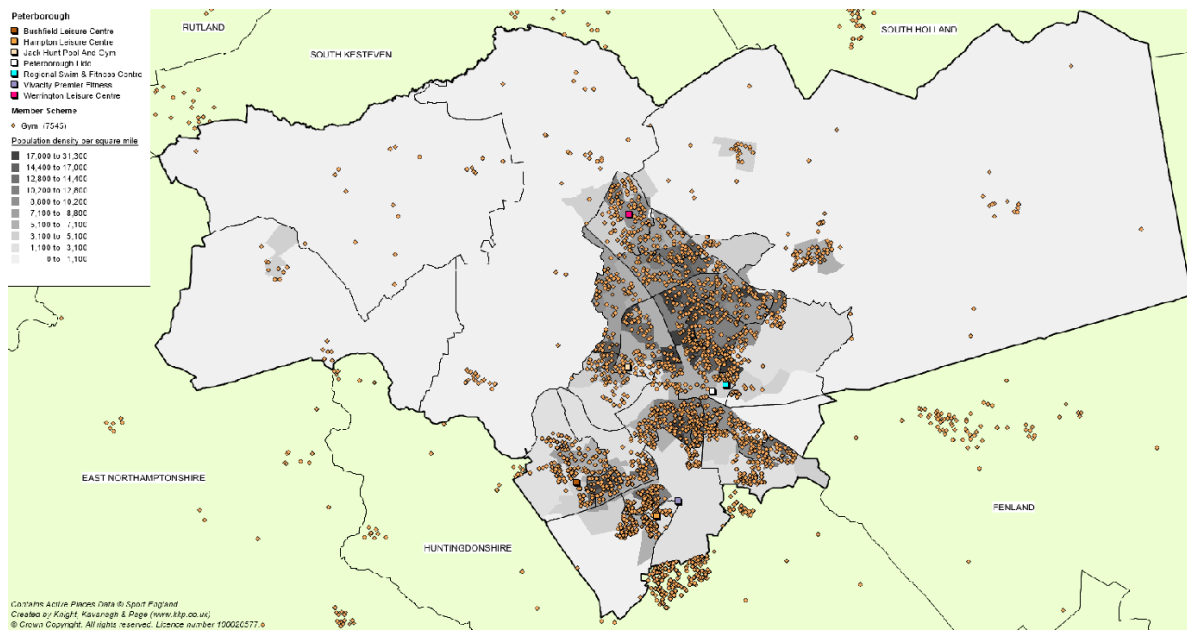


Figure 6.5 indicates the good spread of members across the City. Not unsurprisingly, areas of higher population density provide the most members. Quite clearly, the data also indicates that a substantial number of non-Peterborough residents utilise facilities with pockets of activity located in the larger village settlements surrounding the City. Peterborough import the most members from the neighbouring authority of Huntingdonshire primarily to Vivacity Premier Fitness and Hampton Leisure centre; its most modern facilities.

Figure 6.6 indicates that many members are resident in areas of higher health deprivation. The majority are resident in the city centre with a smaller number from the more rural areas. It is necessary to have a minimum 'Silver' membership, in order to use facilities at peak times at Hampton Leisure Centre and Vivacity Premier Fitness even though these sites are located where there is the high level of health deprivation.

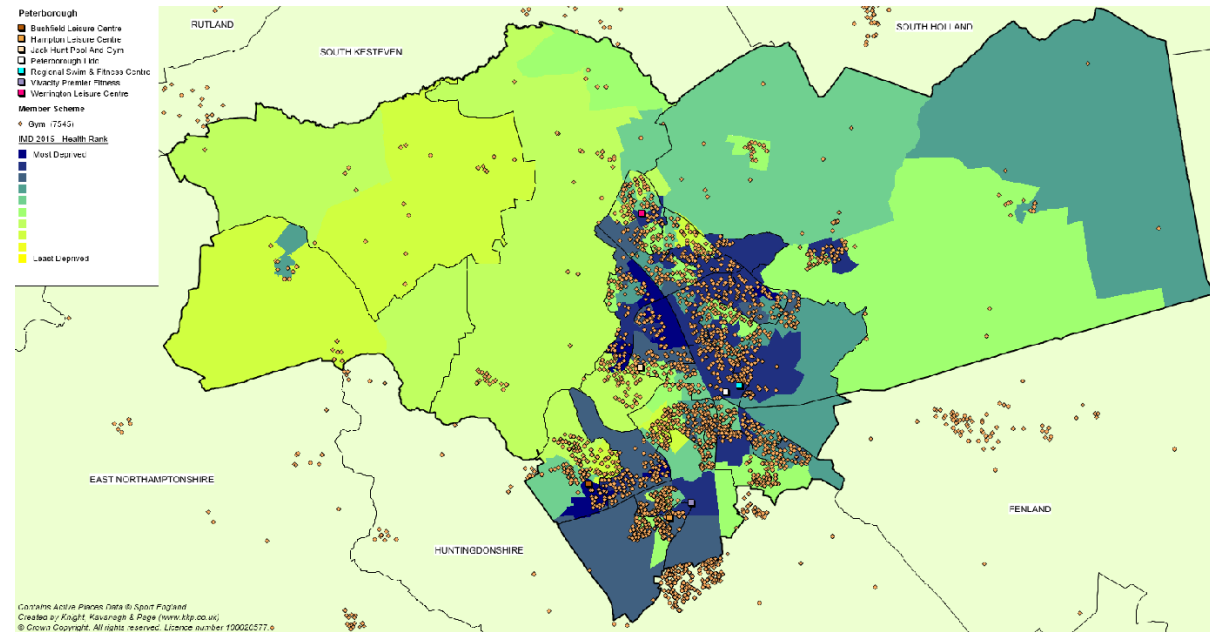
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Figure 6.6: Health and Fitness members on IMD (Health)



As identified earlier, 48.1% of the population lives in the 30% areas of higher deprivation. The fitness membership data indicates that 1,846 (40.1%) of members are from the 30% IMD band.

- Bushfield Leisure Centre has 29.9% of its members in 0-10% IMD
- The Regional Pool and Fitness Centre has 51.3% of its members in the 0 - 30% band
- Vivacity Premier Fitness has the lowest proportion of members in the 0 - 30% band of higher deprivation at 22.3%.

Further mapping and analysis of membership and IMD can be found in *Appendix 8*

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Figure 6.7: Fitness gym membership by age

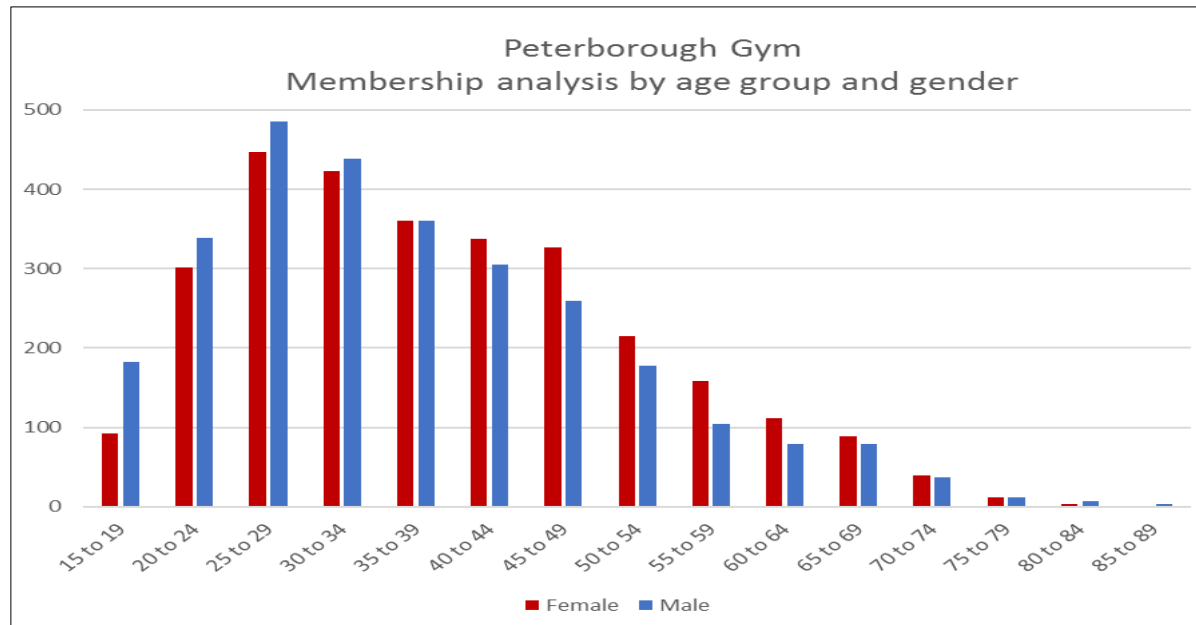


Figure 6.7 indicates the total number of male and female fitness members by age group across all the Vivacity sites in Peterborough.

Junior fitness members are those aged less than 15 years old. There are 588 fitness members aged under 15 in the City of which Vivacity Premier Fitness has 75.6% (45.4% male and 54.6% female). Almost half of junior members (266) are in the 10-14 years age band.

6.3: Supply and demand analysis

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

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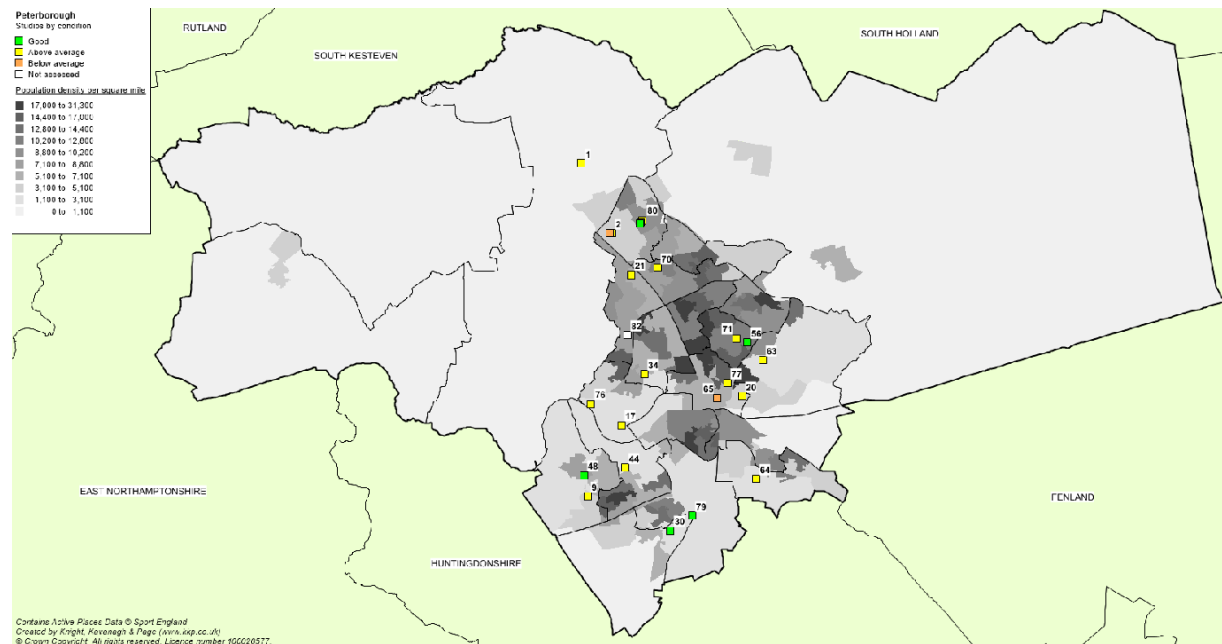


Peterborough has a total of 1,679 fitness stations across 25 sites, of which 1,649 stations are considered to be housed at facilities accessible to the whole community. The key challenge remains as to whether these facilities will provide opportunity for those in the most disadvantaged areas and contribute to improving health and well-being across the City.

6.3 Studios

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

Fig 6.8: Map and quality of studios on population density



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Figures 6.8 (above) maps 35 studios at 21 sites, mostly in areas of high population density.

In general, Peterborough has a range of good quality studios: 11 are rated as good quality, 21 above average, three below average and none are poor. The one “not assessed” studio (YMCA Peterborough) was because access was not possible on the scheduled site assessment day.

Table 6.8: Quality rating of dance studios

Quality rating of assessed health and fitness studios				
Good	Above average	Below average	Poor	Not assessed
11	21	3	0	1

As noted, the majority of studio space, especially at Peterborough facilities, is utilised to deliver fitness classes such as Pilates, Zumba and spinning. This is an important part of the membership offer. Consultation indicates that all studios are well used for fitness and exercise classes; a very important part of the wider membership offer for larger leisure centres, in particular. The full list of studios can be found in Appendix 5

6.4 Summary of key facts and issues

- There are 25 health and fitness suites in Peterborough with 20+ stations.
- 23 sites (1,628 stations) in the City are accessible to the community. Two are not available for community use.
- One facility was rated as poor (but is undergoing refurbishment and is due to re-open early in 2017), six were identified as below average, 14 above average and two good
- Drive time assessments indicate that the whole of Peterborough’s population lives within a 20 minute drive of a community use health and fitness facility with a minimum of 20 stations
- There is no modelled shortfall; current provision should meet future demand.
- PCC should continue to ensure that its own venues are accessible to relatively disadvantaged and more inactive/sedentary groups across the City

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SECTION 7: MEMBERSHIP ANALYSIS

To determine the reach and significance of specific facilities raw data on users at Vivacity (Peterborough) sites has been analysed. This enables identification of the home location of all registered users over a three month period. This section covers members with discount cards and health referral memberships. It is noted that:

- 12,323 member records were provided on 19/01/2017.
- Of these, 12,070 (97.9%) had correct and valid postcodes for mapping (253 were either incorrectly formatted or invalid).
- Four fifths (79.81% - 9,835) of mapped member postcodes are within the Peterborough local authority area.
- 2,200 members live outside the Peterborough local authority area
- No analysis on ethnicity has been completed due to the relatively low number of records (1340 / c. 12%) that contain ethnicity data.
- (Museum' membership figures are included for completeness in some tables but are not mapped).

Leisure centres' membership data

Figure 7.1: Membership mapping of all sites on population density

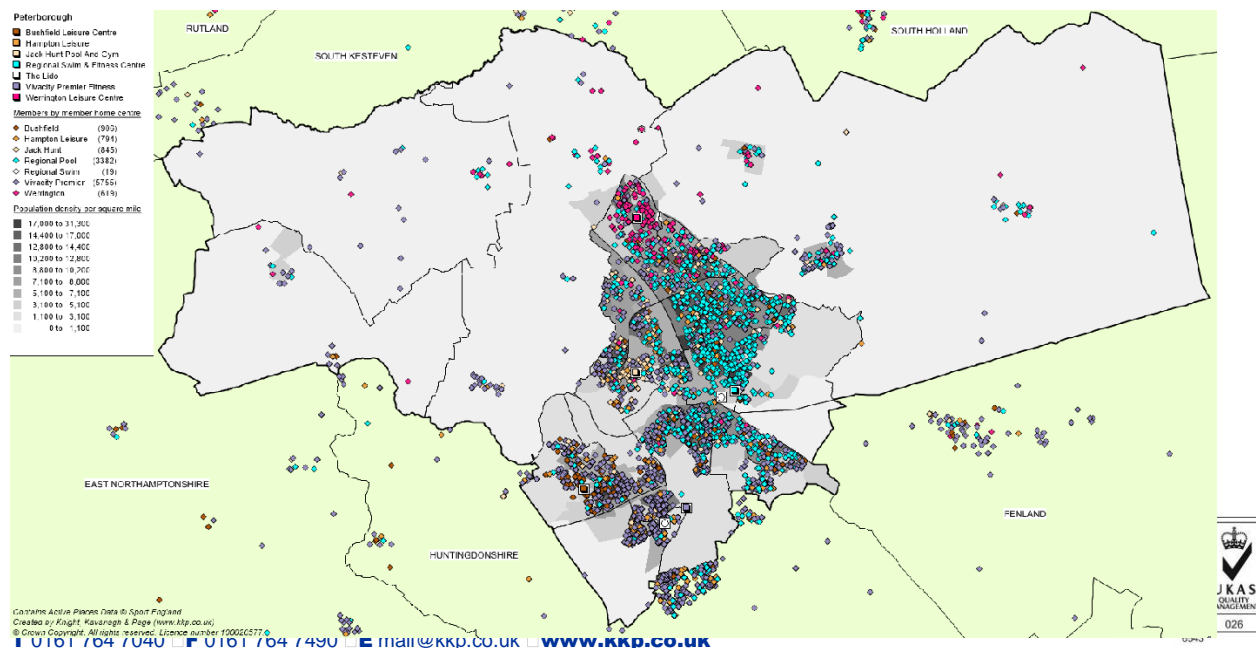


Table 7.1 overleaf shows Peterborough membership with the total numbers and percentage within / outwith local authority boundary by 'home centre'. It indicates that Vivacity Premier Fitness has the most members and also attracts the highest number of members from outside the City (29.3%) closely followed by Hampton Leisure Centre with 27%. A breakdown of membership types is shown in table 7.2.

Table 7.2 indicates that the Regional Pool and Fitness Centre has the most members with a discount card (868), which is 7.04% of its members; Vivacity Premier Fitness has the most number of health referrals with 47.2% of all referrals.

Table 7.1: Total number of members from within Peterborough and other local authorities

Peterborough Vivacity centre	Members	Postcode inside LA	% inside LA	Postcode outside LA / unknown	% outside LA / unknown
Bushfield Leisure Centre	906	781	86.20%	125	13.80%
Hampton Leisure Centre	794	579	72.92%	215	27.08%
Jack Hunt Pool & Gym	845	780	92.31%	65	7.69%
Peterborough Lido	19	17	89.47%	2	10.53%
Museum	3	3	100.00%	0	0.00%
Regional Pool/Fitness Centre	3,382	3,054	90.30%	328	9.70%
Vivacity Premier Fitness	5,755	4,067	70.67%	1,688	29.33%
Werrington Leisure Centre	619	554	89.50%	65	10.50%
Total	12,323	9,835	79.81%	2,488	20.19%

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Table 7.2: Membership types by centre – numbers

Peterborough Vivacity centres	Discount Card	Health Referral	Total
Bushfield Leisure Centre	471	3	474
Hampton Leisure Centre	185	75	260
Jack Hunt Pool & Gym	273	3	276
Peterborough Lido	18	0	18
Museum	3	0	3
Regional Pool & Fitness Centre	868	48	916
Vivacity Premier Fitness	597	130	727
Werrington Leisure Centre	254	16	270
Total	2,669	275	2,944

Table 7.3: Vivacity centre membership by gender – overall by number

Peterborough Vivacity centres	Female	Male	Total
Bushfield Leisure Centre	344	562	906
Hampton Leisure Centre	372	422	794
Jack Hunt Pool & Gym	409	436	845
Regional Pool & Fitness Centre	1,662	1,720	3,382
Vivacity Premier Fitness	3,045	2,710	5,755
Werrington Leisure Centre	304	315	619
Peterborough Lido	11	8	19
Museum	1	2	3
Total	6,148	6,175	12,323

A map of each site and its membership distribution can be found in *Appendix 9*.

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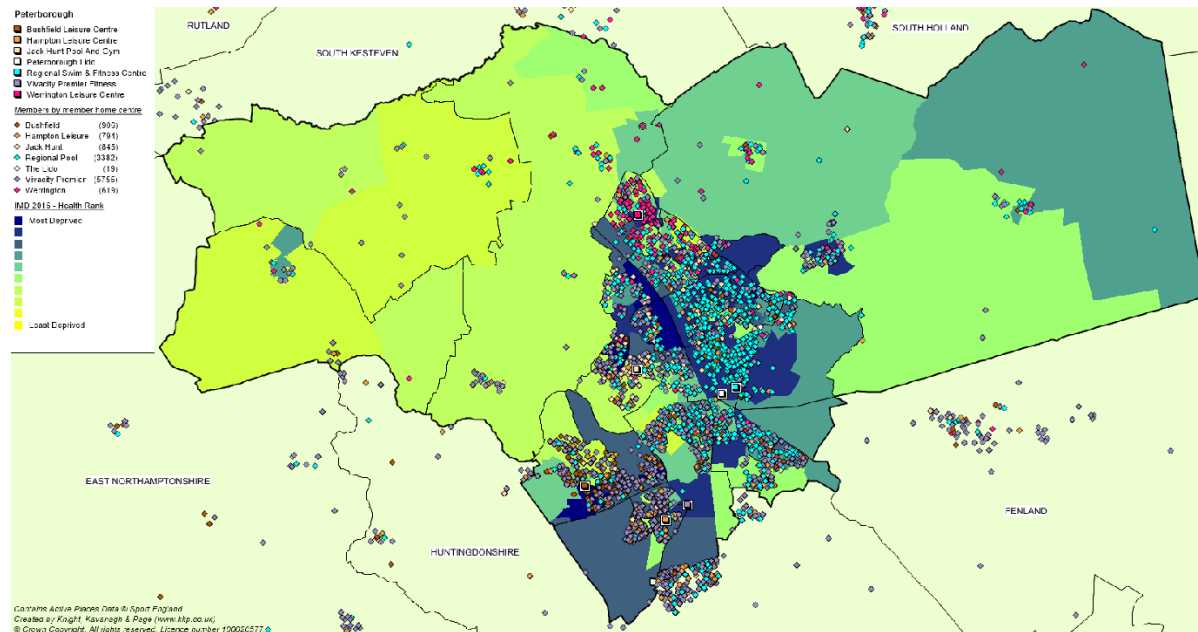
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Male and female membership is equivalent. As noted above, the age group with the highest membership (men and women) is 25-29 years.

There is a significant fall in membership in the older age groups; 13% is over 55's (who represent 24.7% (48,298) of the PCC population. This is a challenging statistic given the projected increase in this age group.

Figure 7.2: Leisure members on IMD (Health)



45.5% of members live in areas of higher deprivation (using 30% banding). The Regional Pool and Fitness Centre has the largest proportion with just over half (50.7%) of the members and Vivacity Premier Fitness the least with 41.4%. The next membership analysis is the Discount Card membership. The distribution of members is as shown in figure 7.3.

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Figure 7.3: Discount Card member distribution

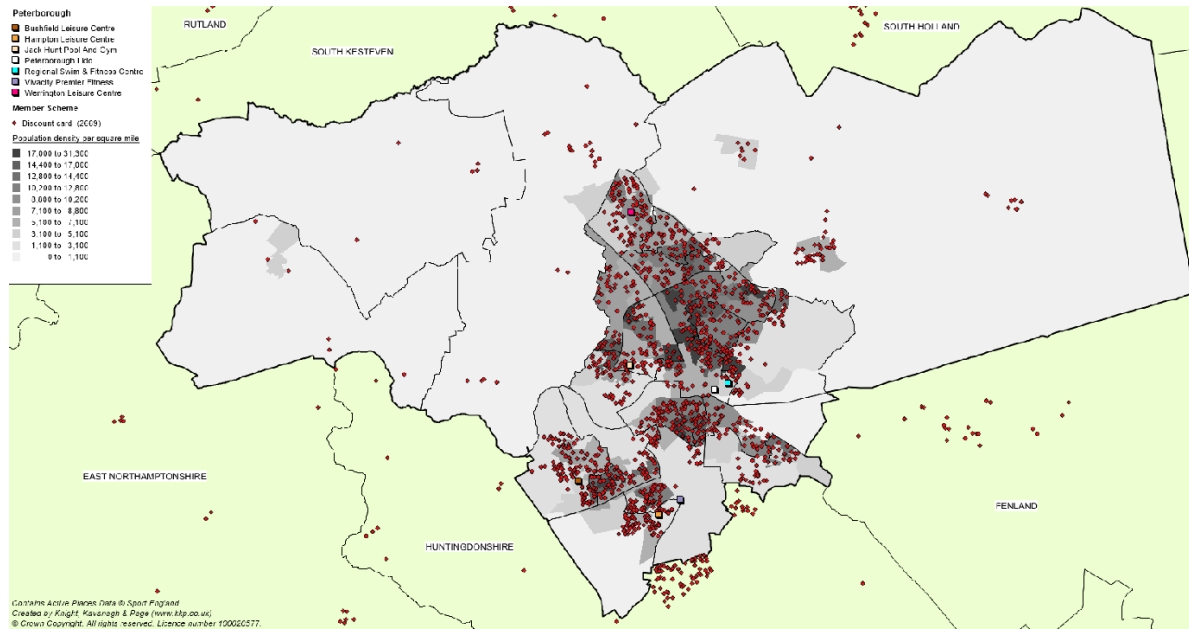


Table 7.4: Discount card gender analysis

Peterborough Centre	Female		Male		Total	
	Number	%	Number	%	Number	%
Bushfield Leisure Centre	170	36.1%	301	63.9%	471	100.0%
Hampton Leisure Centre	83	44.9%	102	55.1%	185	100.0%
Jack Hunt Pool & Gym	148	54.2%	125	45.8%	273	100.0%
Regional Pool & Fitness Centre	429	49.4%	439	50.6%	868	100.0%
Vivacity Premier Fitness	302	50.6%	295	49.4%	597	100.0%
Werrington Leisure Centre	119	46.9%	135	53.1%	254	100.0%

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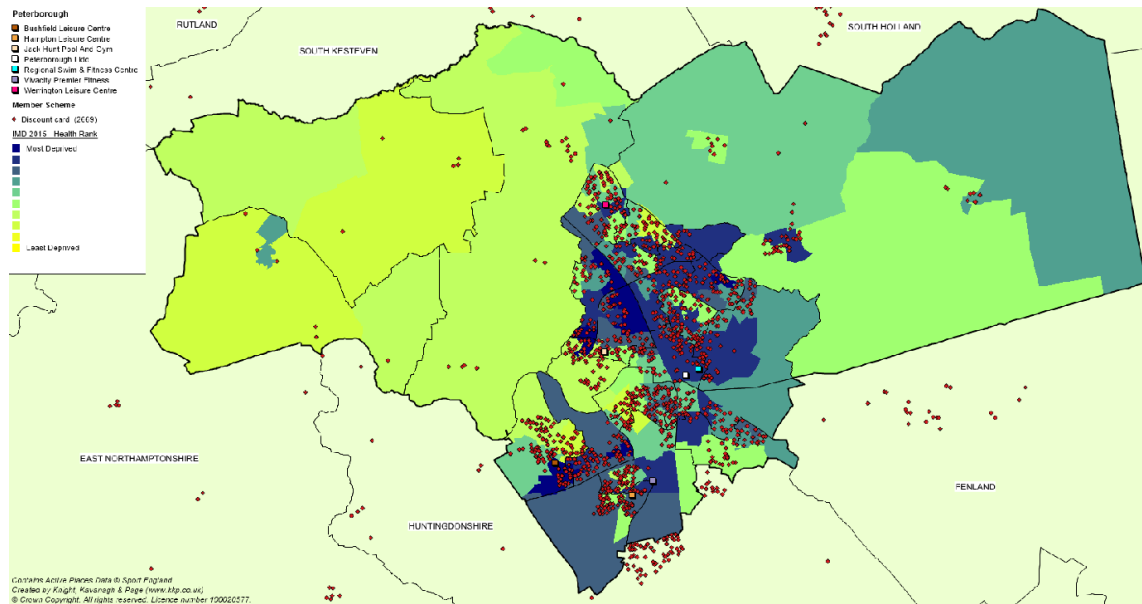
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Peterborough Lido	11	61.1%	7	38.9%	18	100.0%
Museum	1	33.3%	2	66.7%	3	100.0%
Total	1,263	47.3%	1,406	52.7%	2,669	100.0%

Data indicates that the Regional Pool and Fitness Centre has the most discount card members (868) and Hampton Leisure Centre the least (185). Overall, there are more male discount members than female. Bushfield has the largest percentage of males (63.9%) and Jack Hunt has the largest percentage of females (54.2%). Of people resident in deprived area (based on the lowest 30% percentile) 45.4% are discount members. Hampton Leisure Centre has the most with 50.7% and Vivacity Premier Fitness the least with 41.3%.

Figure 7.4: Discount Members on IMD (Health)



Summary

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- The majority of members come from areas of higher population (not unsurprisingly)
- Vivacity Premier Fitness has the highest number of members.
- Regional Pool and Fitness Centre has the highest number of discount card members.
- Vivacity Premier Fitness has (by a distance) the most health referral members.
- Male and female membership is equivalent across all sites.
- Half of members at the Regional Pool & Fitness are from areas of higher deprivation.

SECTION 8: INDOOR BOWLS

8.1 Introduction

The two forms of bowls relevant to Peterborough that can be played indoors are flat green and carpet mat (short and long mat). Indoor flat green bowls requires a standard bowling green; a flat area 34-40 metres long divided into playing areas called rinks. The number of these varies, depending on the width of the green.

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

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

A successful indoor bowls centre requires a combination of the right location, design, and financial and general management. Sport England³ 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.

³ Sport England Design Guidance Note Indoor Bowls 2005

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- 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.

8.2 Supply

Quantity and accessibility

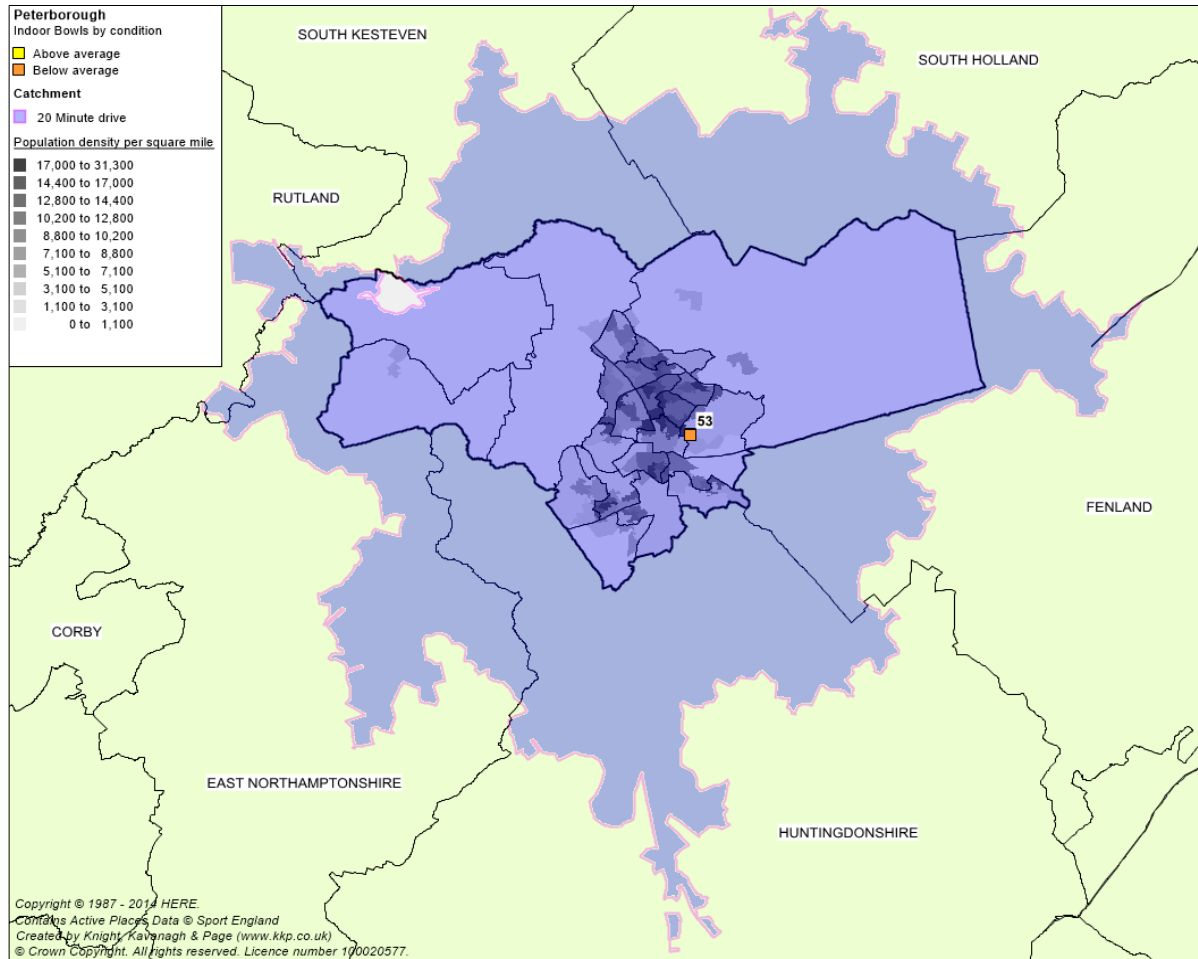
There is one indoor flat green bowling facility in Peterborough, it is located relatively central to the City and can be accessed by almost all of Peterborough's residents within the 20 minute drive time as shown in Figure 8.1 overleaf.

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Figure 8.1: Peterborough Indoor Bowls with 20 minute drive time



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Table 8.1: Peterborough indoor bowls

Map ID	Site	Rinks	Condition	
			Rinks	Changing
53	Peterborough & District Indoor Bowls Club	6	Above average	Below average
53	Peterborough & District Indoor Bowls Club	3	Below average	Below average

Peterborough and District Indoor facility has two indoor rinks, one rated as above average and one below. The facility, as a whole, has received significant investment in recent years and there are further plans to replace the flooring in the 6- rink hall and to improve the 3-rink hall.

8.3 Demand

There is a national and regional decline in demand for bowls as reflected in Figure 8.2. Data is not available on a county basis due to the low numbers involved. Sport England funded development work is provided jointly by the English Indoor Bowls Association (EIBA); Bowls England and the Bowls Development Alliance” (BDA). The BDA plan focuses on working in identified ‘hot spot’ areas where there is both a high density of those 55 years and over and a proven latent demand for bowls.

The BDA Plan concentrates on:

- A growth in participation across the adult population (55+).
- Excellent sporting experience for existing participants to keep them playing.
- A growth in participation of those who have disabilities.

For the first time packages of funding are available to help clubs recruit new members, specifically those over 55.

Figure 8.2: National and regional participation in bowls (APS9)

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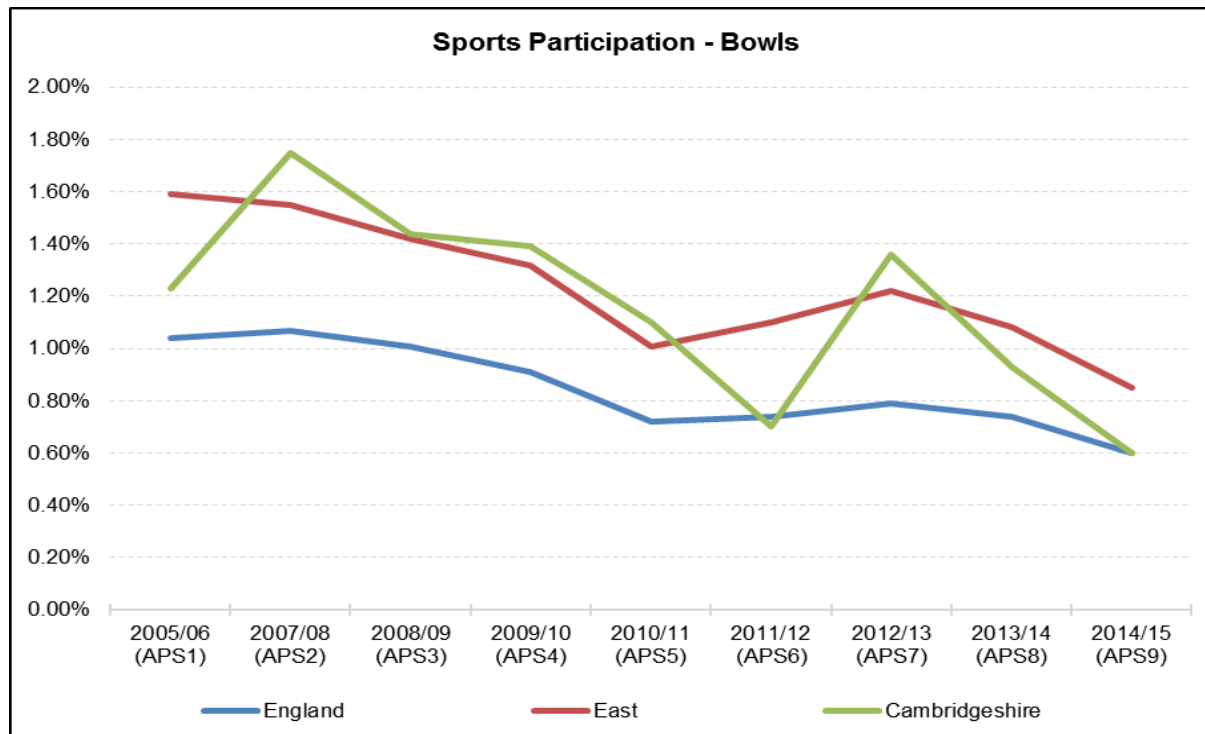


Table 8.2: APS National bowls participation

Area	APS 1	APS 2	APS 3	APS 4	APS 5	APS 6	APS 7	APS 8	APS 9
England	1.04%	1.07%	1.01%	0.91%	0.72%	0.74%	0.79%	0.74%	0.60%
East	1.59%	1.55%	1.42%	1.32%	1.01%	1.10%	1.22%	1.08%	0.85%
Cambridgeshire	1.23%	1.75%	1.44%	1.39%	1.10%	0.70%	1.36%	0.93%	0.60%

* Peterborough data unavailable, question not asked or insufficient sample size. (APS 10 data released in December 2016 but not yet available via the interactive tool which enables analysis.

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Club information

Peterborough Indoor Bowls Club (PIBC) reports having a membership of c.600, of which, 300 are social members. Despite recording an increase of 16% in 2016 it still has capacity for more members. This increase, reportedly, is a direct result of the facility being used as a polling station for local residents, which appears to have raised its profile in the immediate locality.

PIBC offers playing, social and corporate membership with men's, ladies and mixed matches, leagues, competitions and casual play. The indoor winter season runs from September to April and facilities are in place for members to continue to play during the summer months. The venue hosts both regional and national competitions and is a key facility.

It has identified a need for a new floor for the main (6 rink) hall by 2018, which will necessitate a considerable outlay. Some funds are in place for this project but more funding is required.

The NGB considers current facilities to be sufficient to meet the needs of the local population.

Future demand

The NGB reports that should the projected older population as outlined in the Local Sport Profile report, actually take place there may well be a need for an additional facility

The Sports Facilities Calculator suggests that in 2016 there should be approximately 11 rinks which is equivalent to 1.86 centres in the wider City area.

Table 7.3: SFC applied to (ONS estimated) population increase in Peterborough up to 2036

	Population 2016 (mid-year estimate)	Population estimate 2026	Population estimate 2036
ONS data projection	195,071	213,073	226,360
Population increase	-	18,002	13,287
Estimated additional lane requirement	-	1.03 Rinks	0.76 Rinks

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8.4 Summary of key facts and issues

- Nationally, bowls is experiencing a decline in popularity.
- It is still popular amongst older people and this segment (65+years) is expected to increase substantially in Peterborough up until 2036 thus creating potentially increased demand.
- Peterborough is currently well served by the PIBC indoor bowling facility with nine rinks in total.
- The facility needs on going investment to ensure that it remains fit for purpose.
- PIBC is thriving but has capacity to cater for more members.
- There does not appear to be any unmet demand for indoor bowling in the area.
- Significant investment in the facilities at PIBC is planned although a proportion of the funding has yet to be sourced.

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SECTION 9: ICE RINK

9.1 Introduction

The National Ice Skating Association of UK Ltd is the NGB for ice skating, including figure skating and speed skating. Approximately 120,000 people skate regularly in the UK. Around 6,000 of these are registered members of NISA. Its Mission Statement is to 'promote, develop and support all ice skating disciplines, within a safe and constructive environment that provides participants the opportunity to fulfil their potential and personal goals, within a recreational, fitness or competitive activity'. Its strap line is "Skate for Fun, Skate for Gold", Skate for Life.

Strategic Plan: 2014 - 2018

The vision of NISA is to:

- Increase participation in the sport of ice skating at all levels and in all disciplines
- Support our clubs and members by developing everyone involved in ice skating
- Inspire and guide the next generation of Olympic medal winners

It has identified the following five strategic objectives:

- To implement NISA's Ice Skating Participant Development Pathway (PDP) in order to:
 - To increase and broaden the profile of the NISA membership
 - To increase the number of over 14's participating in ice skating on a weekly basis
 - To redevelop the talent pathway from grass roots to high performance
 - To redevelop the competition structure to ensure it is appropriate for ice skating
- For NISA to provide Leadership to the ice skating community and to raise the profile of NISA and of ice skating generally.
- To continue to improve the governance of the sport
- To support facilities applying for funding to support the upgrade of ice rinks and / or the development of new rinks.
- To develop a fit for purpose workforce that can support the whole of participant development pathway.

Facility Strategy

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NISA is committed to work with partners, share best practice, conduct research to implement new technology and innovation into future skating facilities. It is keen to collaborate to maximise ice rink usage to enable greater access for all, increase participation and to increase revenue and identify appropriate investment opportunities to maintain the rink provision for the future, refurbish existing facilities and build new facilities across Great Britain which are:

- Widely available to the community throughout the year
- Sited in locations convenient for users and easily accessible to the whole community
- Designed to accommodate effective programming
- Sustainable; being responsive to environmental issues
- Cost efficient in design and operation

It is committed to supporting rinks where targeted investment is planned in order to grow participation and identify where capital investment is needed to maximise this opportunity.

9.2: Supply

The Peterborough Arena (in Peterborough) is an ice skating arena with full size ice pad operated by Planet Ice. All bookings for the facilities are managed via the operator which offers pay and play opportunity as well as membership and lesson packages (for both ice skating and ice hockey). Peterborough Phantoms is the local ice hockey team; membership options, season tickets, match day hospitality and corporate packages are available.

The Ice Rink is reportedly well used throughout the year, and offers a full sports development programme in a number of ice sports from recreational skating, learn to skate, to performance and competition through the Skate Excellence programme. In addition, it runs large spectator events including ice shows. Consultation with the facility operator suggests that more than 4,900 people access the facility per week in the peak period with 2,800 coming per week during the off peak season; this equates to over 200,000 visits per year.

Fig 9.1: Peterborough Ice rink, 30 minute drive

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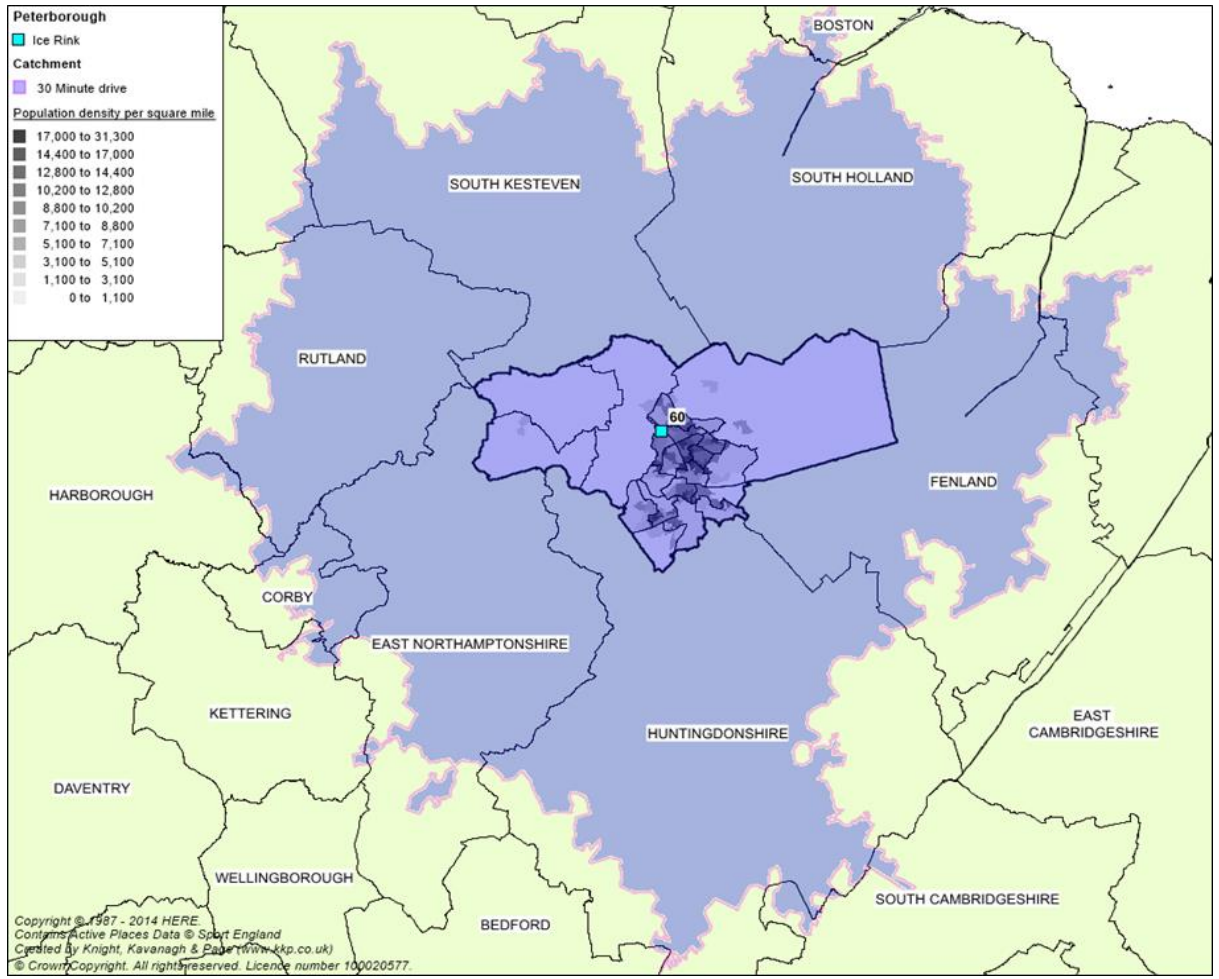


Table 9.1: Peterborough Ice Rink

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Map Ref	Site Name	Rinks
60	Planet Ice Peterborough	1

Figure 9.1 identifies that there are no other ice rinks within a 30 minute drive-time of Planet Ice (Peterborough). Notionally, Sport England identifies that a drive time of up to 30 minutes is normal for specialist facilities.

The audit found that the changing facilities available are functional but arguably not commensurate with the quality of the rink.

9.3 Demand

Club consultation

Consultation with Planet Ice (Peterborough) identifies that it has an extensive programme and is busy all year round. Consultation with the club, based at the facility, identifies a number of priorities including the ongoing need for the operator to invest in facilities to ensure that the venue remains fit for purpose. There is a shortage of car parking space, especially on game nights but marketing appears to be working with increases in participation and secondary spend opportunities (bar, hot food franchise, birthday parties, corporate packages etc.).

9.4 Summary

Ice rink summary

- The Ice Rink in Peterborough has a full size ice pad and provides opportunity for a range of ice sports.
- It is commercially owned and managed by Planet Ice.
- It is well used throughout the year, and offers a full sports development programme in a number of ice sports from recreational skating, learn to skate, to performance competition.
- It also runs large spectator events including ice shows.
- The quality of the changing facilities is not commensurate with the quality of the rink.
- Membership has increased over the past three years with members travelling large distances to use the facility.
- The facility requires a good level of maintenance to ensure that it remains fit for purpose.
- Parking is increasingly a key challenge as it increases in popularity and there is a need to see whether this pressure can be alleviated.

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SECTION 10: INDOOR TENNIS

The Lawn Tennis Association (LTA) is the NGB for all tennis provision within the UK and administers the sport at national and regional level. 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.

The LTA has a tiered approach to local authorities when prioritising its investment and loans for its park courts and the community hub programme.

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

10.1 Supply

There is only one facility in the Peterborough with indoor tennis provision. This is the Virgin Active Thorpe Wood Health & Racquets Club located near the centre of the City. It is a private health and racquets club. The indoor tennis is, thus, part of a multi-sport site offering a range of racket sports, gym, studio, swimming pools, squash, badminton and bar. It converts four of its outdoor courts to

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indoor facilities, using air halls but retains two outdoor courts in the winter months. Use of the indoor courts is for members only; the commercial operator charges £75 per month membership packages plus a joining fee.

Table 10.1: Peterborough indoor tennis

Map ID	Site	Courts	Condition	
			Courts	Changing
76	Thorpe Wood Health & Racquets Club	4	Above average	Good

10.2 Demand

Thorpe Wood Health and Racquets club is a thriving club with c.3, 600 adult and 1,300 junior members.

10.3 Consultation

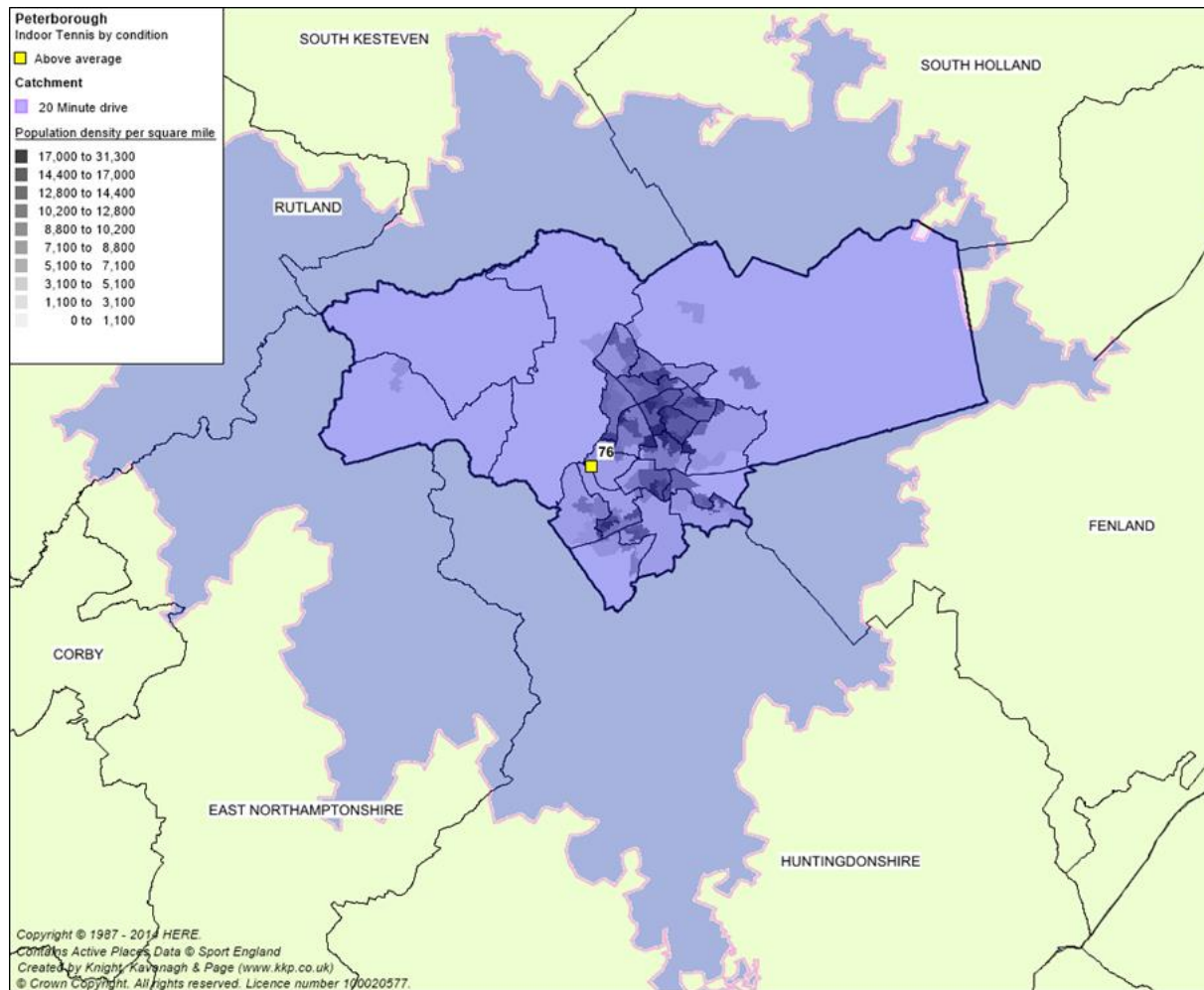
Consultation with the operator indicates that it is satisfied with current levels of membership and will spend more time on retention than trying to attract new members. It believes that it operates and attracts different market segments, than say a David Lloyd Centre.

Figure 10.1: Indoor tennis in Peterborough; 20-minute drive time - over population density

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100% of Peterborough’s population resides within a 20-minute drive of the indoor tennis facility.

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10.4 Summary

Indoor tennis summary

- There is one indoor tennis facility in Peterborough.
- It has two air halls with two courts each for winter use (and two retained outdoor courts).
- It offers a range of programmes although its monthly admission charges and joining fee arguably render it inaccessible to a substantial proportion of the population.
- Its scale and condition makes it an important asset to the sport in Peterborough. It will be important to protect it to ensure continued indoor tennis provision in the City.
- There are no plans to develop additional courts.

SECTION 11: OTHER SPORTS

11.1 Table tennis

The audit identified three table tennis clubs in Peterborough; Archway Peterborough, Hampton and Jaffery's. None have Club Mark accreditation and Archway Peterborough Table Tennis Club is the only one affiliated to Table Tennis England, the sport's NGB.

Consultation with Hampton TTC indicates that it has c. 60 members which support seven men's and mixed teams. It reportedly attracts players from a range of ethnic and cultural backgrounds with current membership reporting players from Romania, Lithuania, Portugal, Malta, and Asia. It also operates sessions which are 'sympathetic' to the cultural needs of Asian women, in particular. It caters for a range of abilities including English Cadet Standard, county players, recreational players and University of the Third Age (U3A) sessions.

The main challenge it faces is meeting facility hire costs. It cannot afford to not hire facilities (when membership is lower, such as during the summer months) for fear of losing its time slots (and potentially losing the keener players) at Vivacity operated facilities. Key challenges highlighted by Hampton TTC are similar to other small clubs; ensuring that the facilities remain affordable, accessible and that it continues to produce sufficient volunteers and coaches to be successful in the future.

Table 11.1: Market segmentation and likely target audiences in Peterborough

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Table Tennis

- 0.5% (580) of people currently play table tennis and a further 0.2% (297) indicates that they would like to, giving an overall total of 0.7% (878).
- 0.7% of Ben's play table tennis, the largest proportion of any group playing table tennis, closely followed by the Philip segment at 0.7%.
- Groups with the largest proportion of the local population playing table tennis are Philip's (12.8%) and Tim's (11.9%).
- The groups with the most people who would like to play are Kev (18.2%) and Jamie (10.1%).
- The main group to target, for additional players due to size and interest is, therefore Kev.

11.2 Squash and Racketball

The England Squash and Racketball (ESR) 'Game Changer' Strategy states that participation in squash will be both increased and enhanced by 11, 000 across three platforms, education, leisure providers (commercial & public) and clubs. This will be done via four key principles – Prioritisation, Technology, Insight, and Business to business. Recently APS showed a 15,200 increase on this period last year and ESR believes that the sport is on track to continue to sustain participation throughout the remainder of the strategy period.

Squash 57 is the new 'brand' for Racketball. The name change in October 2016 is intended to change the perception of the game and bring it in line with squash, which will enable the sport to continue to grow. Peterborough is not a priority area for ESR due to the court mix and number of public courts in comparison to other areas. The new 2017-2021 strategy is due for release. The NGB considers facilities with three or more courts to be best placed to deliver a good sustainable squash programme.

Fig 11.1: Peterborough Squash by condition on PD – neighbouring squash within 2 miles LA boundary, each with 1 mile radial (20 minute walk time)

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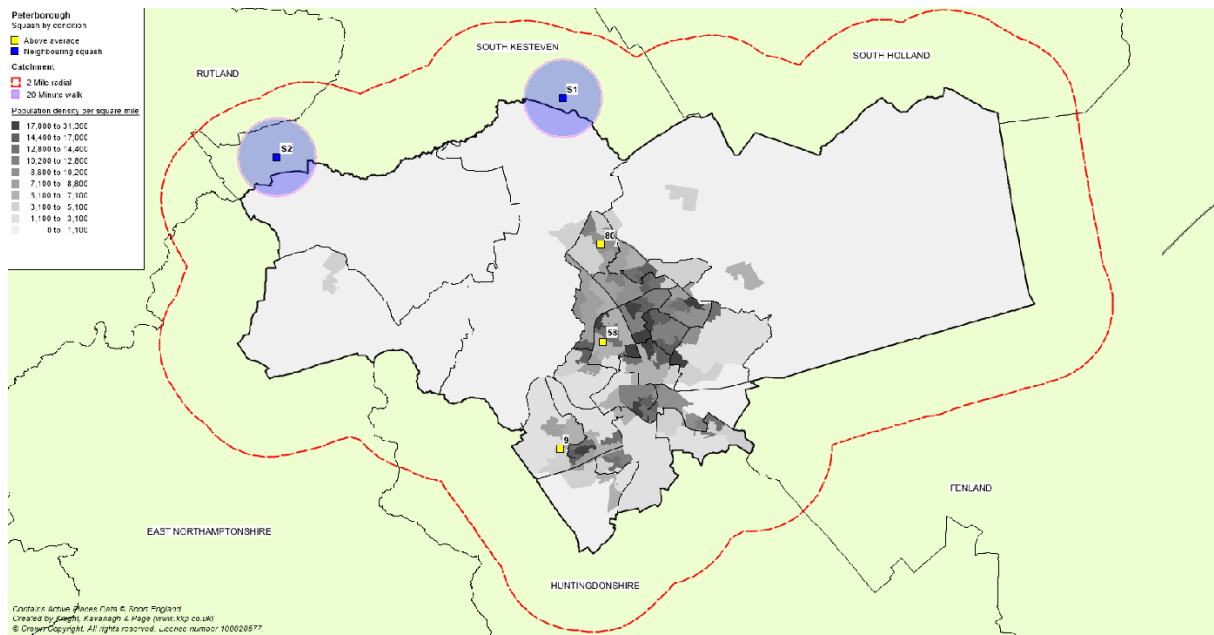


Table 11.2: Peterborough squash clubs

ID	Site Name	Access policy	Cts.	Condition
9	Bushfield Leisure Centre	Pay and play	2	Above average
58	Peterborough Town Sports Club	Sports club/comm assoc.	4	Above average
80	Werrington Leisure Centre	Pay and play	2	Above average

Table 11.3: Squash within 2 miles of Peterborough boundary

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ID	Active Places site name	Courts	Access type	Local authority
S1	Deepings Leisure Centre	3	Pay and play	South Kesteven
S2	Stamford Boys School	4	Pay and play	South Kesteven

Figure 11.1 indicates three squash facilities located within Peterborough and two located on the edge of the City boundary, to the North and North West. Only one site within Peterborough (Peterborough Town Sports Club) has a facility which has more than three courts (which ESR deems to be key to delivering good sustainable squash programmes); although, both Deepings Leisure Centre and Stamford Boys School (outside the local authority boundary) have three or more courts.

None of the courts are glass backed, although the audit found that Bushfield Leisure Centre has an extra wide door leading to the squash court that allows it to be wheelchair accessible. The squash courts in Peterborough are located on a north to south axis, rendering them accessible to areas with higher levels of population.

Table 11.5 Market segmentation and likely target audiences in Peterborough

Squash and Racketball	
<input type="checkbox"/>	1.2% (1,501) of people currently plays squash and racketball and a further 0.8% (994) indicates that they would like to, giving an overall total of 2.0% (2,496).
<input type="checkbox"/>	3.9% of Ben's play squash and racketball, which is the largest proportion of any group playing squash and racketball, closely followed by the Tim segment at 3.4%.
<input type="checkbox"/>	The groups with the largest of the local population playing squash and racketball are the Tim's (22.3%) and Philip's (16.4%).
<input type="checkbox"/>	The groups with the most people who would like to play are Tim (17.5%) and Philip (15.7%).
<input type="checkbox"/>	The main group to target, for additional players due to size and interest is, therefore Tim.

11.3 Rowing

Peterborough City Rowing Club (PCRC) was established in 1948, and has evolved into one of the Country's leading centres dedicated to the sport of rowing, which is set in the beautiful surroundings of the Nene Valley. It affiliates to British Rowing and, in recent years,

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has achieved considerable success at all levels including medals at the National Rowing Championships, National Veterans Regatta, British Indoor Rowing Championships, the World Masters Regatta and Henley Royal Regatta.

The Club has excellent facilities; with its own exclusive use, purpose built 4 lane 1000m training/regatta Lake and access to 13km of non-tidal river. It offers Learn 2 Row courses for both juniors and seniors with coached progression to competitive squads or recreational activities. Membership is 250+ catering for ages from 11 years – 80 years and for all levels of commitment. It also has a well-equipped gym and ergo room which allows for quality indoor winter training. Programmes offered by PCRC include:

- | | | | |
|--------------------------|-------------------------------------|--------------------------|---------------------|
| <input type="checkbox"/> | Adaptive rowing | <input type="checkbox"/> | Recreational rowing |
| <input type="checkbox"/> | Adult (including beginner) rowing | <input type="checkbox"/> | Explore rowing |
| <input type="checkbox"/> | Junior rowing (including beginners) | <input type="checkbox"/> | Masters rowing |

Consultation indicates that it has a development plan with a 2020 vision of becoming a fully inclusive centre of excellence for rowing in the East of England with the aim to grow to 300 members and expand the current facilities.

Participation has been increasing within the last few years as PCRC has grown from 200 members to 250 members, so it believes the target of 300 is very achievable.

The lake and boat house (c.75 boats) are reported to be in very good condition while the clubhouse is in average condition. Whilst facilities currently meet membership needs, the aspiration is to grow. There are plans in place to expand the facilities with a larger conservatory/kitchen to improve the conference facilities and to extend the gym to provide be more indoor rowing facilities, and a larger boat house to store more boats.

In order to achieve its ambition, PCRC is aware that it will require more qualified coaches and volunteers to run the operations; this is also included in the development plan.

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11.4 Climbing

The Peterborough Climbing Centre caters for all abilities. It was transformed from a redundant squash court in 1995 into to a dedicated climbing centre that has bouldering, top roping and leading climbing elements built in. It has a seven metre high moulded surface wall, with slabs, cracks, overhangs and arêtes plus a seven metre roof section which includes a large stalactite; and a bat cave with free form sides and a Woody Wave ceiling for bouldering. For keen trainers there is a balcony traverse, finger boards, a campus board and a roped ladder.

Climbs (up to 6.5m high) are suitable for both lead and top roping with 20 lines, plus vertical and overhanging sections, and belay ledges. Added in 1998, is a 12m roof route for horizontal climbing (possibly the largest in the country) plus large stalactite in the centre this addition created a total of 176 m² of wall surface.

A range of opportunities is on offer ranging from pay and play, beginners and introductory courses and advanced climbing options.

The nearest dedicated centres offering bouldering, top roping and lead climbing are: Cambridge Climbing Centre which is just under one hour drive away and the Big Rock Climbing Centre in Milton Keynes also just over one hour's drive away.

11.5 Trampoline Park

The growth of the trampoline park sector is a recent trend. They have been available in the USA for several years and have become increasingly popular in the UK over the past two. The number of trampoline parks in England and Wales has increased from just six at the end of 2014 to almost 100 in 2016.

Bounce Indoor Trampoline Park (Bounce) opened in Peterborough in May 2016. It is a trampoline playground for ages three and over. It consists of a main arena with wall to wall interconnected trampolines, as well as a dodgeball court, a world-standard foam pit, slam dunk hoops, a gladiator pit, fitness challenge zone and gymnastics runways. Bounce also has an arcade, Bounce Central café, and birthday party areas, including dedicated VIP party rooms. Bounce has created a Reboot Fitness program, a boot camp style exercise class incorporating drills only possible on trampolines. At these venues, trampolining is generally recognised to be a pure leisure activity rather than a serious sport.

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Summary: Other sports

- There is a wide range of sporting opportunities across the Borough.
- Challenges largely relate to ensuring that facilities remain affordable and accessible.
- Participation and membership numbers are important to club sustainability as the development of volunteers.
- All squash courts in the area are above average quality. There is facility adaptation to squash courts at Bushfield Leisure Centre to cater for accessibility for wheelchair users.
- The rowing club has excellent purpose built facilities and is ambitious to grow and develop.
- There is one dedicated climbing facility in the area with its nearest competitor's one hour drive time away.
- The Trampoline Park is a recreational leisure facility.

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SECTION 12: SWOT ANALYSIS

The following SWOT analysis identifies key issues for discussion;

12.1 Strengths

- PCC recognises the importance of its leisure facility stock to health and wellbeing and future planning needs.
- There are 15 sports halls and four swimming pools in the City offering clear community access.
- The size and variety of sports halls allows a wide range of sports to be played and the local community has access to a good choice of sports (traditional and non-traditional) at a range of levels from beginner and recreational activity through to athletes competing on a national stage.
- The sports of handball, roller hockey, ice hockey, ice skating, swimming and indoor bowls all provide activity from recreation through to national competitors.
- A range of health initiatives with the aim of getting the inactive active, reducing obesity and supporting people in disadvantaged areas – is available at PCC facilities.
- The quality of facilities in Peterborough is generally good and above average.
- The majority of facilities are located in areas of higher population and are relatively accessible to people from higher areas of deprivation.
- Several clubs (table tennis, handball and badminton) appear to cater for members from different ethnicities and communities, engendering good race relations.
- The City of Peterborough Swimming Club is one of the top 10 competitive clubs in the country and regularly produces national and international swimmers.
- Health and fitness facilities are located in areas of high population density. With 1,628 health and fitness stations, there is sufficient to accommodate current and future population increases.
- Peterborough Indoor Bowls Club is thriving and sustainable with capacity for more members.
- The Ice Rink is in good condition and has seen recent participation increases.
- Peterborough Rowing Club has good facilities and ambition to grow and expand.
- Gymnastics is well serviced in the City with three dedicated facilities and a trampoline club which hires leisure centre facilities.

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12.2: Weaknesses

- Vivacity and PCC do not appear to be working to the same values and objectives.
- The contract between Vivacity and PCC does not allow for any review for the next 19 years.
- Clubs using indoor dry facilities are struggling to expand due to limited available sports hall space. This concurs with the FPM which indicates an under-supply of sports hall space.
- Gladstone Park Community Recreational Centre sports hall is in poor condition and a poor design which is affecting bookings and programmes of use adversely.
- There is insufficient pool space across the City for the overall delivery of swimming; this is confirmed via the KKP audit and FPM data.
- As a net importer of swimming the City is exacerbating its problem with already crowded pools.
- Three pool sites (Regional Pool, Jack Hunt and Thorpe Wood) are over 25 years old and are likely to need significant investment or are coming to the end of their economic life cycle.
- Embankment (Regional Pool) was re-measured a couple of years ago and is found to be too short. This has curtailed the swimming events programme at the facility.
- Fragmented sports hall management means disjointed programmes and limited coordination.
- Lack of formal community use agreements with schools suggest that access to their facilities is tenuous, at best.
- Peterborough Indoor Bowls Club requires a new rink floor and new changing rooms/refurbished changing rooms and has yet to raise the funding for renovation.

12.3 Opportunities

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- Review timing is opportune. PCC has the chance to review how it intends to offer facilities in the future, the communities it wishes to serve and how it will underpin its commitment to tackling wider health and wellbeing, obesity and social care agendas.
- There is a commitment to future PCC planning policy being developed to support sport and leisure facility provision in line with the needs set out in this assessment and the strategy.
- PCC and Vivacity need to work better together to ensure that PCC aims to ensure increases in participation from hard to reach groups, in particular are reflected in operational practice.
- Improved performance measurement could create better links to health and wellbeing agendas.
- PCC needs to ensure that key decision makers are brought into the strategic process moving forward, especially those involved in health and wellbeing.
- To invest and, in some instances expand and upgrade key sports hall venues.
- To adopt a co-ordinated approach in respect of City sporting/fitness activity operators, schools, NGBs, clubs, colleges and Public Health – which could work in partnership to drive (and accommodate) existing demand and better cater for potential participation increases.
- Gladstone is a key centre offering specific programmes related to the health and wellbeing agenda. Further activities and use of other facilities should be considered if real change is to be made to address wide health issues in Peterborough.
- A cross sport volunteer workforce development strategy is needed to drive up support for local clubs leading to increased sustainability.
- There is an opportunity to build on City's strengths in handball, roller hockey, ice hockey, ice skating, badminton, netball, basketball and swimming to increase participation further.
- Further investigation of the potential to invest in a dedicated indoor facility for handball, roller hockey, futsal, basketball and netball to enable these sports to develop in the City is needed.
- Investment in a new 8 lane 25m pool, learning pool (which could also accommodate diving and synchronised swimming) is needed as an absolute minimum.
- The Woodlands site needs to be brought back into use or the provision replaced.
- Badminton England is interested in developing badminton as a hub in the area.

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12.4: Threats

- The increasing financial constraints within which PCC has to work.
- The specific health challenges faced by an ageing population but also increasing demand from younger elements of the population.
- The aging facility stock, in particular pools and sports halls.
- The strain on what are already full and over-stretched facilities, in particular swimming pools.
- The limited level of influence that PCC has on educational facilities and those operated by Vivacity. The 19 year balance of the 25 year non-negotiable contract with Vivacity is an issue.
- Not investing in good maintenance and refurbishment programmes will lead to the City's existing facilities declining further creating greater future problems.
- PCC needs to continue to ensure that its own venues are accessible to disadvantaged and the more inactive/sedentary groups across the City.
- Projected increases in the number/proportion of older people (55+), allied to population increases will place increasing strain on current stock when efficiencies are paramount.
- The rising age profile of the population is likely to lead to increased demand for facilities during peak periods and during the day (when education stock is generally inaccessible).
- If investment in sport/physical activity facilities is not coordinated opportunities via CIL or s.106 will be implemented on a piecemeal basis to less than optimum impact.
- If not addressed, the under-supply of sports halls and pools may become increasingly significant as housing and population (numbers and age profile) increases.
- The quality of PIBC will reduce should the club not be able to invest the necessary funds.

12.5: Summary and strategic recommendations

This is a brief summary of the key findings, followed by a number of initial strategic recommendations.

Management of sports halls is diverse with schools, Vivacity and PCC responsible for different facilities. There is currently unmet demand for swimming, badminton, basketball and a range of other indoor sports across the City. All indicate that they would prefer more time to develop their sport. Anticipated change in the age profile of the population suggests that facility programmes and opening

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times will need to ensure that older people are fully included. This is difficult given current occupancy levels in some centres and reliance on school sports facilities to meet the overall demand in the City.

PCC's relationship with Vivacity appears not to be as coherent as it could be with limited monitoring and evaluation available due to weak reporting from Vivacity. The Contract runs until 2041 with no opportunity for review. The opportunity exists to consider investing in new leisure stock (both water and sports hall space) with a view to providing facilities which are fit for the 21st Century. Not only is there a requirement for increased water space but consideration will need to be made as to where and in what format the water space is offered. It will also be necessary to undertake a feasibility to understand which other facilities will complement the water offer.

In particular, thought should be given to what the water space will primarily be used for. This is normally a mixture of:

- Learn to swim programmes
- Club swimmers
- Swimming for fitness
- Women only swimming
- Adult only swimming
- Children's fun activities
- Cultural specific activities
- Other aquatic clubs such as diving and synchronised swimming.

Consideration is needed in respect of the location of any new development based on a range of factors including population density and the likelihood of attracting harder to reach groups.

Given the different demands placed on water space, thought should be given to ensuring maximum flexibility (e.g. use of moveable floor to create deep water options). It should also take account of complementary activities and services (from both a physical activity and financial perspective) to ensure sustainability and economies of scale from the outset. The audit highlights the absence of complementary programming and pricing at facilities in the City. It is acknowledged that coordination (even if short term in nature) takes time and effort and will need to be undertaken by a lead organisation (probably PCC itself).

Gymnastics, roller sports, table tennis and handball are popular and offer participation through to performance opportunity in the Borough. Support from PCC and relevant NGBs is required to help to drive up participation further, leading to demand for different

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types of indoor sports halls (either separately or as part of a larger development). Peterborough also has a thriving indoor bowls facility despite current regional and national trends.

Key strategic recommendations therefore include to:

- Improve the basis of strategic work across a range of agencies including Public Health and Living Sport to ensure that real progress is made in respect of all aspects of increasing physical activity and sport.
- Increase the number and improve the quality of sport and physical activity facilities, including swimming pools and sports halls, to meet both current need and future demand in line with the identified housing and population growth and the increased 'grey market' in the area.
- Ensure that all school sports facilities are made fully available for community use (through binding and appropriate community use agreements) and that an agreed minimum level of availability is agreed. This will require the Council to negotiate with some schools to substantially increase their availability.
- Coordinate community access to, and the programming and pricing of, facilities (including schools) across the City within the public estate.
- Provide a new swimming pool venue (It is suggested that, subject to further feasibility study assessment, that this should comprise an 8 lane 25m pool plus a teaching pool.
- Ensure that any new swimming provision is complemented with high quality health and fitness provision. Not only are 'working out' and fitness classes popular, but membership revenue plays an important role in income generation, which in turn makes a positive contribution to the business model, potentially eliminating the need for revenue subsidy.
- Consideration should also be given to whether other complementary services can be hosted within any new build (e.g. library, health facility, etc).
- Consider whether and how it may be feasible to develop a ball-sports centre to cater for netball, basketball and handball – possibly in tandem with a new pool development.
- Support other developments (via planning, developer contributions and officer expertise) which may assist in increasing sport and physical activity within the wider city community (e.g., handball, table tennis, basketball and netball).
- Ensure that PCC owned facilities make a progressively greater (and measured) contribution to reducing health inequalities and are fully accessible from all the City's communities through targeted initiatives, facilities, programming and training.
- Assist and broker partnerships between schools and stakeholder clubs/groups to explore the benefits of engaging with 'key-holder groups' as part of a process of minimising staffing costs associated with increasing access to and limiting the operation of, use of school sports facilities. It should be noted that this is not a short term measure but one that needs to take account of competing interests.

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- Improve the breadth, depth and quality of performance management data collected (and shared) and the associated analysis of facility usage to inform future marketing, promotion, programming and pricing etc.
- Identify ongoing investment, maintenance and refurbishment requirements to protect and improve existing sports facilities

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APPENDIX 1: ACTIVE PLACES (ACTIVE PLACES POWER, SPORT ENGLAND)

The Active Places database contains information on c.60,000 facilities; the artificial grass pitches, sports halls and swimming pools in Peterborough are listed and mapped below.

Table 10: Active places and facilities

Site Ref	Site name	Facilities		
		Hall	Pool	AGP
1	Arthur Mellows Village College	Hall		AGP
2	Bannatynes Health Club (Peterborough)		Pool	
3	Bushfield Leisure Centre	Hall		AGP
4	City Of Peterborough Academy	Hall		AGP
5	Club Moativation (Peterborough West)		Pool	
6	Embankment Sports & Athletics Arena		Pool	AGP
7	Fulbridge Academy	Hall		AGP
8	Gladstone Park Community Centre	Hall		AGP
9	Hampton College	Hall		
10	Hampton Hargate Playing Fields			AGP
11	Hampton Leisure Centre	Hall		
12	Highlees Primary School	Hall		
13	Imagine Health and Spa (Peterborough)		Pool	
14	Jack Hunt School	Hall		
15	Jack Hunt Swimming Pool And Gym		Pool	
16	Kings School	Hall		
17	Kings School Playing Field			AGP
18	Leighton Primary School	Hall		
19	Lucozade Powerleague Soccer Centre (Peterborough)			AGP
20	Marriott Leisure Club (Peterborough)		Pool	

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21	Nene Park Academy	Hall		AGP
22	Paston Ridings School		Pool	
23	Peterborough Regional College	Hall		AGP
24	Peterborough Town Sports Club			AGP
25	Raf Wittering			AGP
26	St John Fisher Catholic High School	Hall		AGP
27	Stanground Sports Centre	Hall	Pool	AGP
28	The Grange			AGP
29	The Peterborough School	Hall		
30	The Riverside Pavilion	Hall		AGP
31	The Voyager Academy	Hall		AGP
32	Thomas Deacon Academy	Hall		AGP
33	Thorpe Primary School	Hall		
34	Thorpe Wood Health & Racquets Club		Pool	
35	Vivacity Premier Fitness		Pool	

APPENDIX 2: Economic Impact and Value of Sport (Nov 2015)

Measure	England		Peterborough	
Participation impacts				
Sports & fitness memberships	£4,646.4m	22.8%	£17.8m	26.7%
Education and training	£4,630.3m	22.7%	£3.9m	5.8%
Sports equipment	£1,267.2m	6.2%	£8.0m	12.0%
Sports participation	£1,267.2m	6.2%	£0.5m	0.7%
Sportswear	£84.5m	0.4%	£17.0m	25.5%
Sub-total	£11,895.6m	58.3%	£47.3m	70.8%
Non participation impacts				

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TV and satellite broadcasting*	£4,646.4m	22.8%	£4.5m	6.7%
Sports equipment	£1,584.0m	7.7%	£10.0m	15.0%
Spectator sports	£1,161.6m	5.7%	£2.7m	4.0%
Sportswear	£422.4m	2.1%	£1.6m	2.4%
Sports related gaming/betting	£690.0m	3.4%	£0.7m	1.0%
Sub-total	£8,504.4m	41.7%	£19.4m	29.2%
Overall total	£20,399.9m	100.0%	£66.7m	100.0%

Note: Totals in local authority based figures may differ slightly due to rounding

* This relates GVA to employment connected to broadcasting as opposed to subscriptions by area.

Figure 7: Economic impact of sport – Peterborough (Source: Sport England 2015)

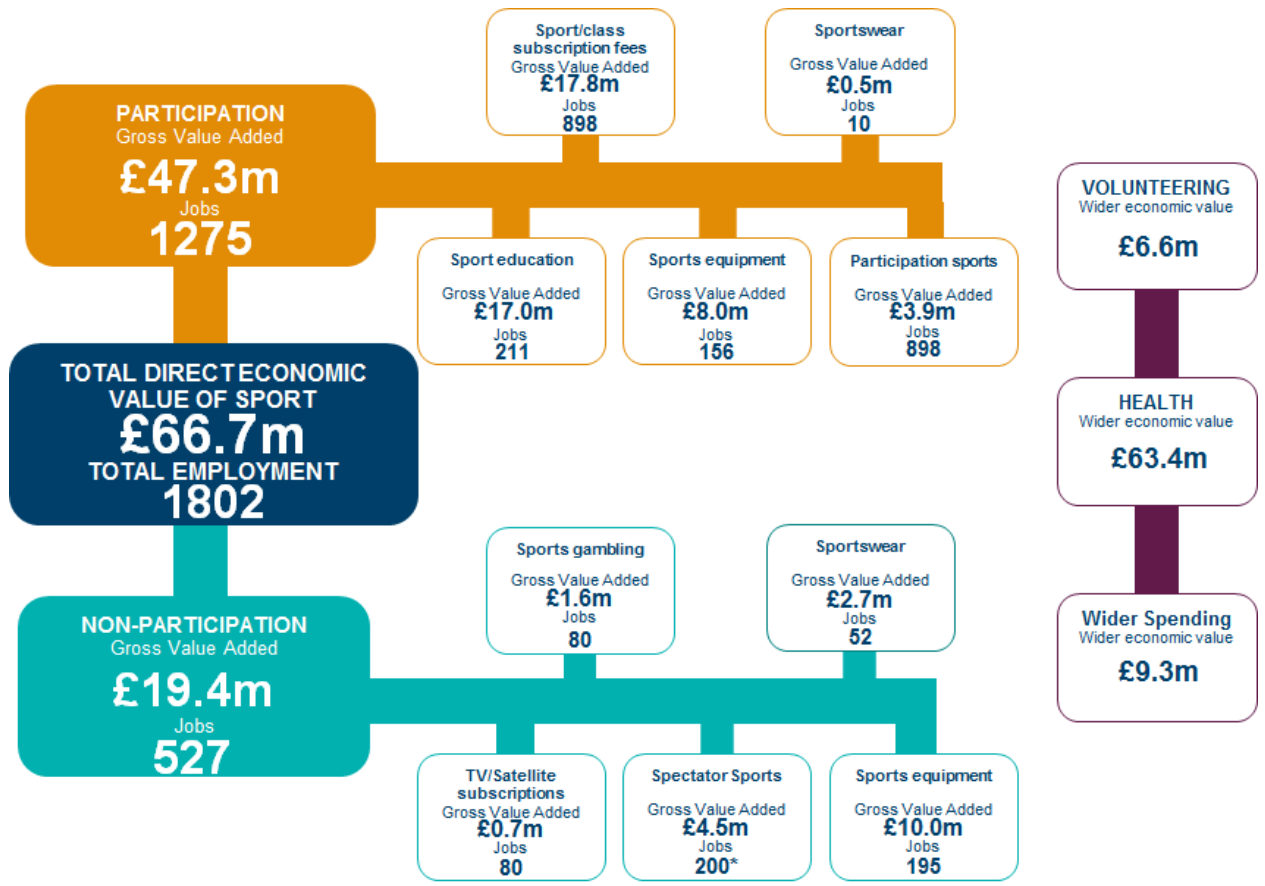
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APPENDIX 3: Sport England Market Segmentation Segments

	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%				
	Helena Career Focused Female	Single professional women, enjoying life in the fast lane.	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		Helena is a fairly active type that takes part in sport on a regular basis. Helena's top sports are keep fit/ gym









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	Also known as Claire, Tamsin, Fiona, Sara, Joanne	<i>Full time professional, single.</i>			19%		internet user, but mainly from home, and uses this as her primary source of information.		(26%), swimming (22%), cycling (11%), athletics including running (9%), and equestrian (3%).
	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%					
	Kev	Blokes who enjoy pub league games	36-45	DE	43%	5.9 %	Kev is a heavy TV viewer, likely to have a digital or cable package for extra sports		Kev has above average levels of participation in sport.









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	Early Retirement Couples Also known as Melvyn, Barry, Geoffrey, Linda, Susan, Patricia	their careers. <i>Full-time job or retired, married.</i>			10%		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's top sports are keep fit/ gym (13%), swimming (13%), cycling (8%), golf (6%), and angling (2%).
	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%					
	Ralph & Phyllis	Retired couples, enjoying active and	66+	ABC1	28%	4.2%	Ralph and Phyllis are medium to light TV viewers, preferring to be out and about		Ralph and Phyllis are less active than the average adult, but sportier than

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	Comfortable Retired Couples Also known as Lionel, Arthur, Reginald, Beryl, Peggy, Marjorie	comfortable lifestyles. <i>Retired, married or single.</i>			9%		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.		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%).
				9%					
	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%).
				5%					

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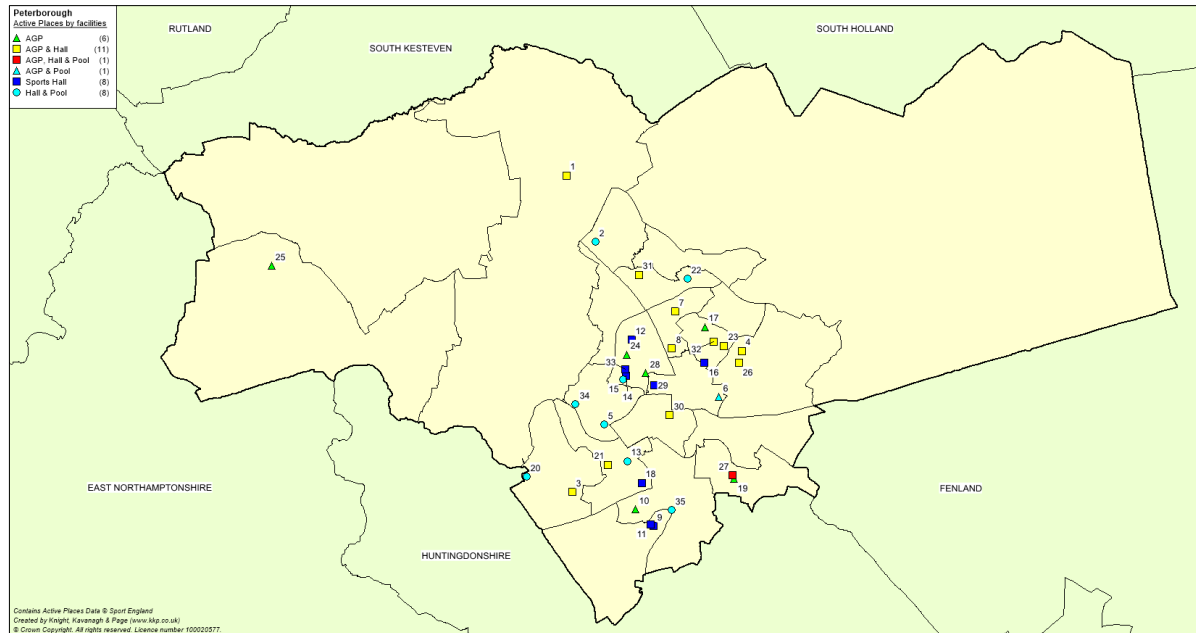
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APPENDIX 4: Map of Sports Facilities As Per Active Places In Peterborough

Figure 8: Active Places in Peterborough



Many of the artificial grass pitches (AGP), sports halls and swimming pools shown are either small and/or not available for community access.

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APPENDIX 5: FULL LIST OF STUDIOS IN PETERBOROUGH

Map Ref	Site Name	Condition
1	Arthur Mellows Village College	Above average
1	Arthur Mellows Village College	Above average
2	Bannatynes Health Club	Above average
2	Bannatynes Health Club	Above average
2	Bannatynes Health Club	Below average
9	Bushfield Leisure Centre	Above average
17	Club Moativation	Above average
20	Embankment Sports & Athletics Arena	Above average
20	Embankment Sports & Athletics Arena	Above average
21	Feelgood Fitness	Above average
30	Hampton Leisure Centre	Good
34	Jack Hunt School	Above average
44	Nene Park Academy	Above average
48	Ormiston Meadows Academy	Good
48	Ormiston Meadows Academy	Good
48	Ormiston Meadows Academy	Good
56	Peterborough Regional College	Good
56	Peterborough Regional College	Good
56	Peterborough Regional College	Good
63	St John Fisher Catholic High School	Above average
64	Stanground Sports Centre	Above average
64	Stanground Sports Centre	Above average
65	The Fitness Zone For Women	Below average
70	The Voyager Academy	Above average

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71	Thomas Deacon Academy	Above average
76	Thorpe Wood Health & Racquets Club	Above average
76	Thorpe Wood Health & Racquets Club	Above average
77	Trugym Peterborough	Above average
79	Vivacity Premier Fitness	Good
79	Vivacity Premier Fitness	Good
79	Vivacity Premier Fitness	Good
80	Werrington Leisure Centre	Good
80	Werrington Leisure Centre	Below average
80	Werrington Leisure Centre	Above average
80	Werrington Leisure Centre	Above average
82	YMCA Peterborough	Not assessed

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APPENDIX 6: - APS for all adults and nearest neighbours

Table 2.4: Active People Survey for all adults – Peterborough and nearest neighbours

KPI	National %	East %	Peterborough %	Nearest neighbours			
				Thurrock %	Swindon %	Milton Keynes %	Coventry %
<i>1x30 Indicator - Participation in 30 minutes moderate intensity sport per week.</i>							
2014/15	35.8%	35.6%	31.4%	31.6%	38.9%	33.5%	36.9%
<i>KPI 2 - At least 1 hour per week volunteering to support sport.*</i>							
2014/15	12.7%	13.3%	*	*	*	*	*
<i>KPI 3 - Club membership in the last 4 weeks.</i>							
2014/15	21.8%	22.5%	18.1%	16.7%	20.4%	22.2%	23.9%
<i>KPI 4 - Received tuition / coaching in last 12 months.</i>							
2014/15	15.6%	17.0%	14.8%	11.1%	15.6%	16.2%	17.5%
<i>KPI 5 - Taken part in organised competitive sport in last 12 months.</i>							
2014/15	13.3%	14.4%	12.1%	*	13.8%	*	12.0%

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

Nearest neighbours data shown in table 4 is based on CIPFA Nearest Neighbours 2014/15.

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APPENDIX 7: - Swimming Lesson membership gender analysis (all postcodes)

Peterborough Centre	Female		Male		Total	
	Number	%	Number	%	Number	%
Bushfield Leisure Centre		0.0%	1	100.0%	1	100.0%
Jack Hunt Pool & Gym	187	42.7%	251	57.3%	438	100.0%
Regional Pool & Fitness Centre	288	48.8%	302	51.2%	590	100.0%
Vivacity Premier Fitness	119	54.8%	98	45.2%	217	100.0%
Total	594	47.7%	652	52.3%	1246	100.0%

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APPENDIX 8: - IMD ANALYSIS – GYM MEMBERS ACROSS PETERBOROUGH

Indices of Multiple Deprivation 2015 10% bands	Peterborough		All Centres		Bushfield LC		Hampton Leisure		Jack Hunt		Regional Pool		Vivacity Premier Fitness		Werrington	
	Population (mid-2012)	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
00 - 10%	30,566	16.4%	601	10.4%	112	29.9%	14	3.8%	14	13.6%	285	17.6%	171	5.7%	5	1.6%
10.1 - 20%	38,539	20.7%	700	12.1%	25	6.7%	14	3.8%	14	13.6%	339	20.9%	249	8.3%	58	18.8%
20.1 - 30%	20,707	11.1%	546	9.4%	36	9.6%	26	7.0%	7	6.8%	212	13.1%	257	8.5%	8	2.6%
30.1 - 40%	22,179	11.9%	1,009	17.4%	19	5.1%	93	25.1%	3	2.9%	319	19.7%	556	18.5%	19	6.1%
40.1 - 50%	11,255	6.1%	595	10.3%	3	0.8%	93	25.1%	10	9.7%	91	5.6%	394	13.1%	4	1.3%
50.1 - 60%	19,121	10.3%	814	14.1%	74	19.8%	29	7.8%	12	11.7%	175	10.8%	468	15.5%	56	18.1%
60.1 - 70%	8,615	4.6%	332	5.7%	4	1.1%	38	10.2%	5	4.9%	34	2.1%	205	6.8%	46	14.9%
70.1 - 80%	20,812	11.2%	615	10.6%	55	14.7%	33	8.9%	24	23.3%	85	5.3%	354	11.8%	64	20.7%
80.1 - 90%	12,600	6.8%	413	7.1%	45	12.0%	7	1.9%	14	13.6%	71	4.4%	227	7.5%	49	15.9%
90.1 - 100%	1,435	0.8%	163	2.8%	1	0.3%	24	6.5%	0	0.0%	8	0.5%	130	4.3%	0	0.0%
Total	185,829	100.0%	5,788	100.0%	374	100.0%	371	100.0%	103	100.0%	1,619	100.0%	3,011	100.0%	309	100.0%

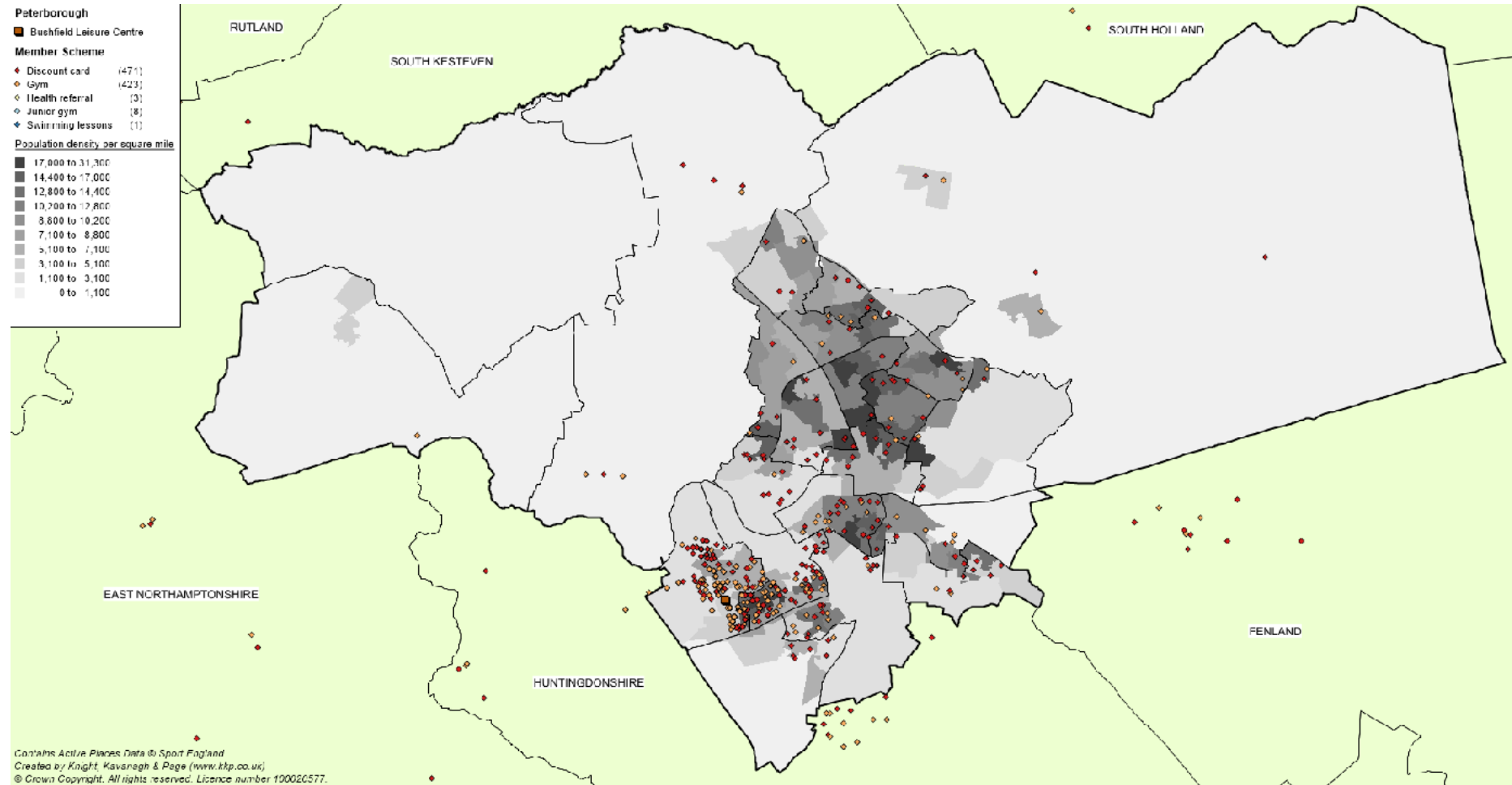
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APPENDIX 9: - Membership Distribution of Vivacity Sites:

Bushfield Leisure Centre:



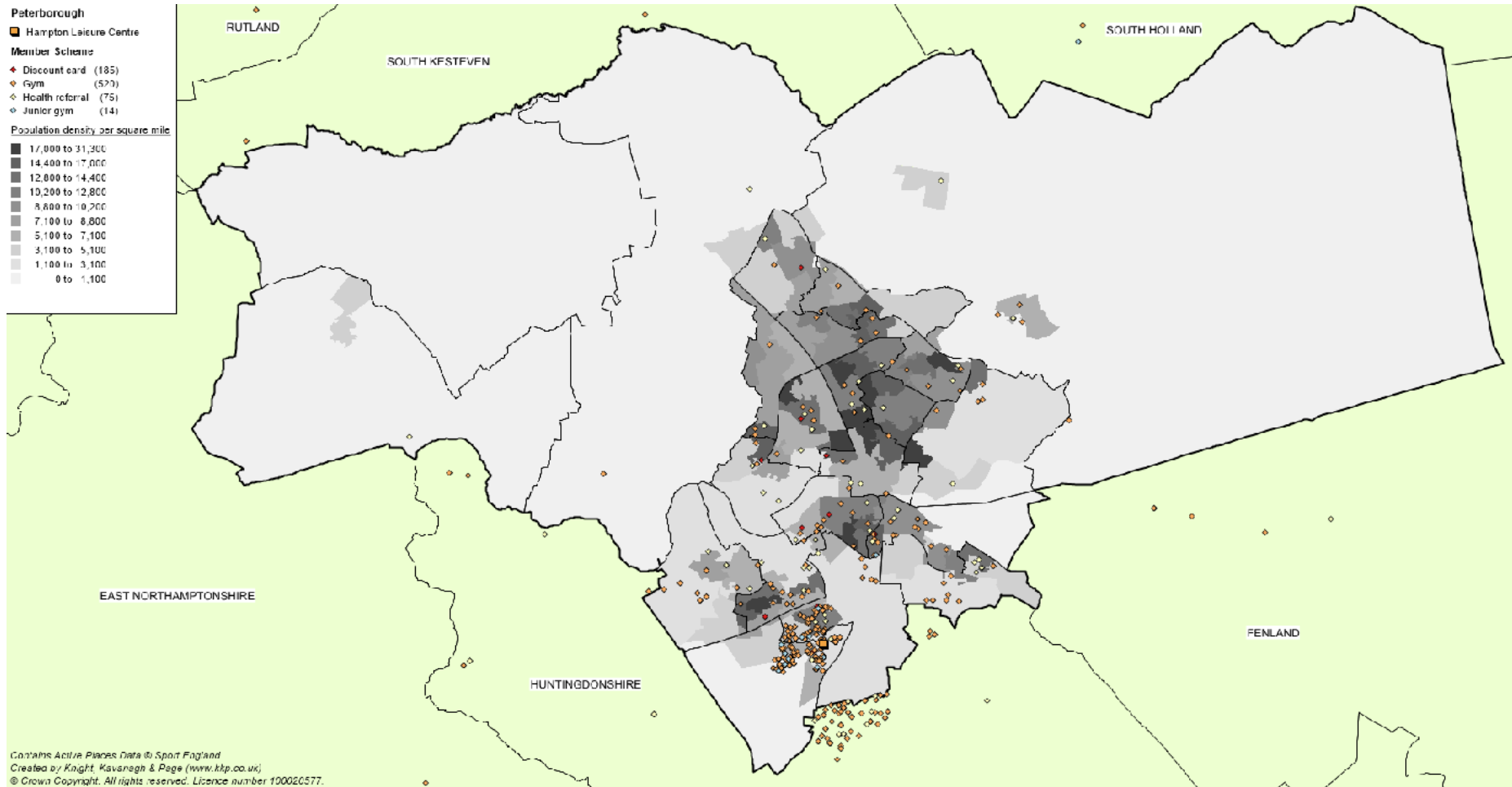
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Hampton Leisure Centre member distribution by membership scheme



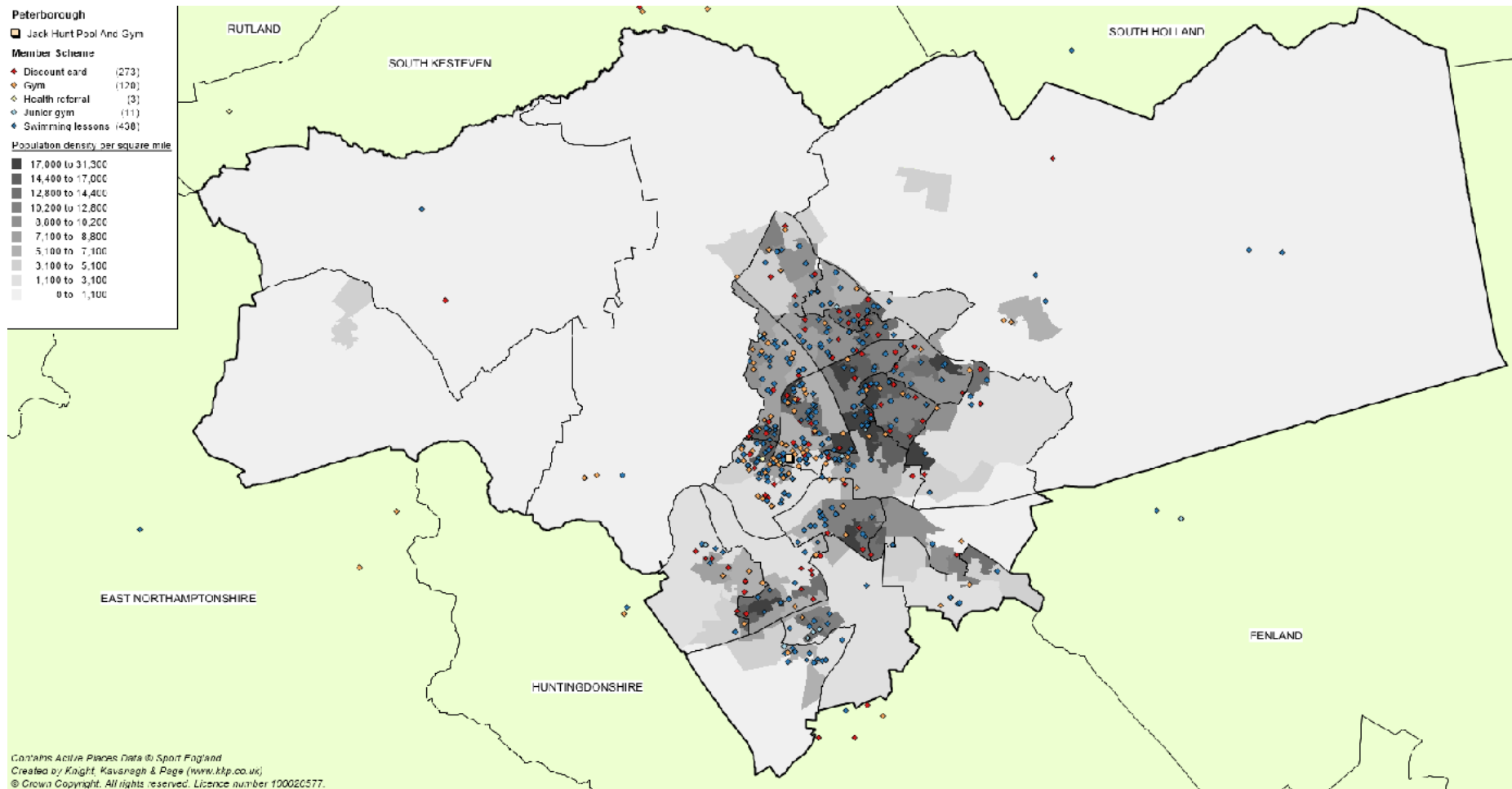
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Jack Hunt Pool & Gym member distribution by membership scheme



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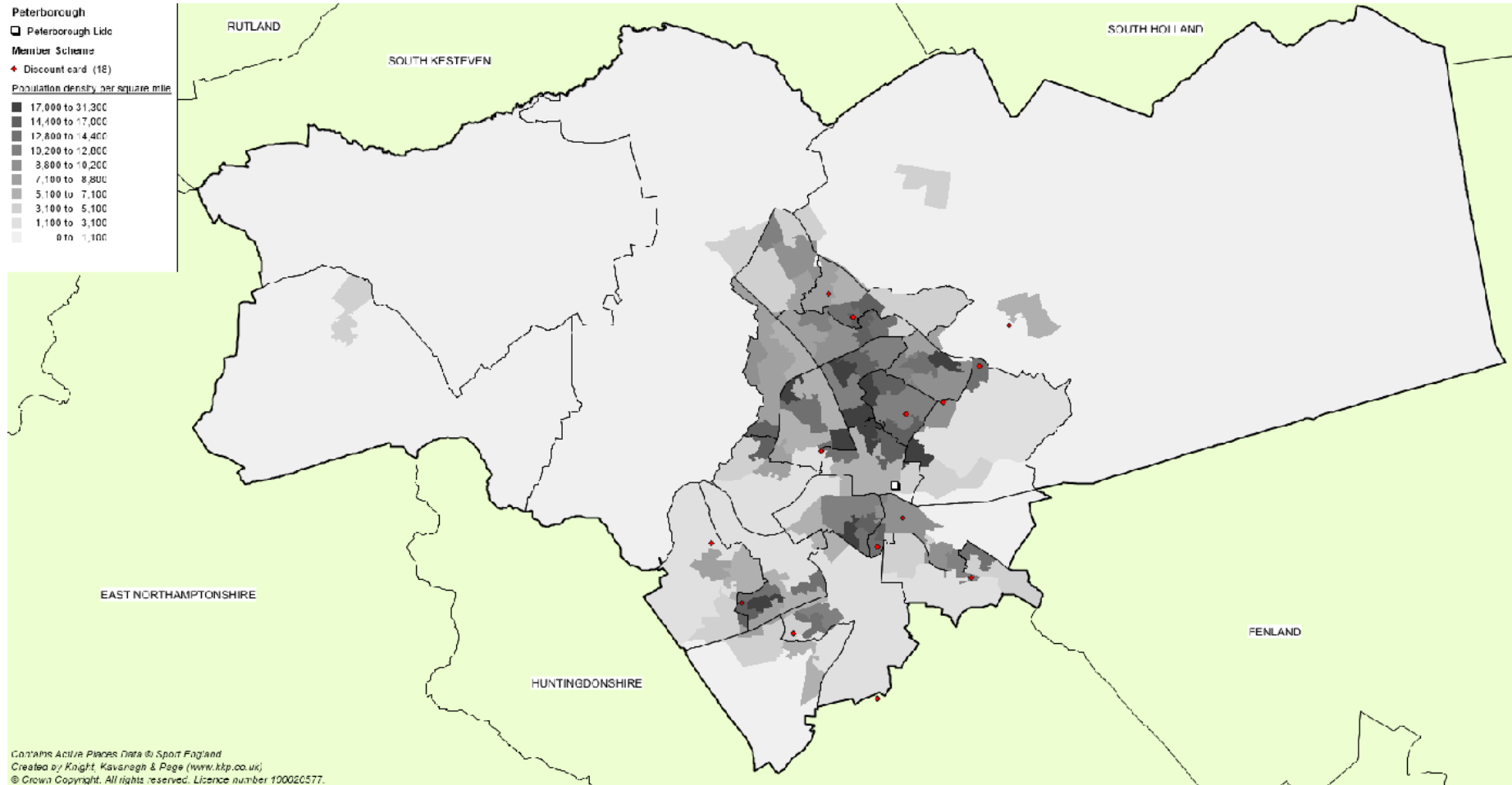
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Peterborough Lido members distribution by membership scheme

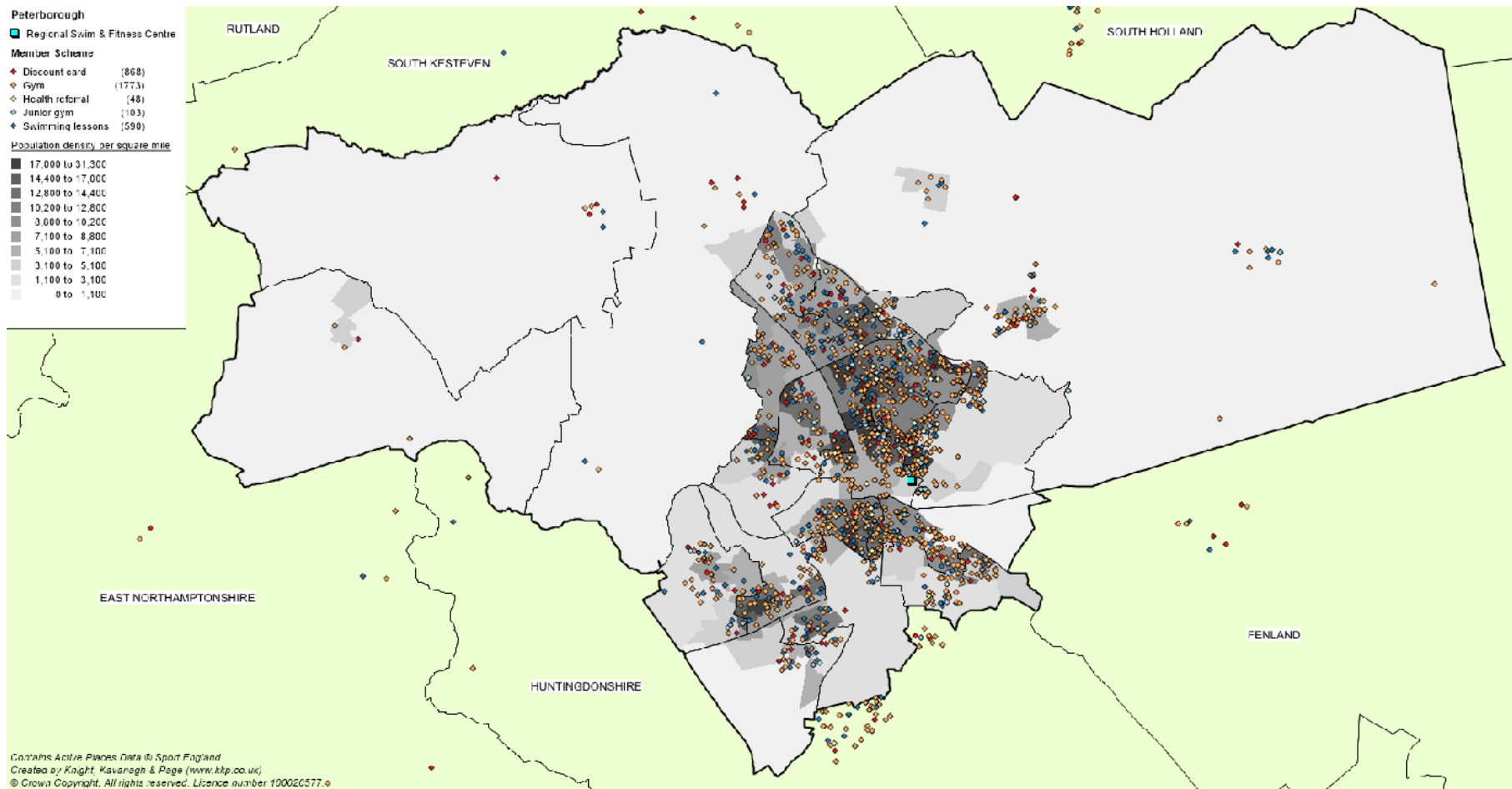


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Regional Pool and Fitness Centre member distribution by membership scheme

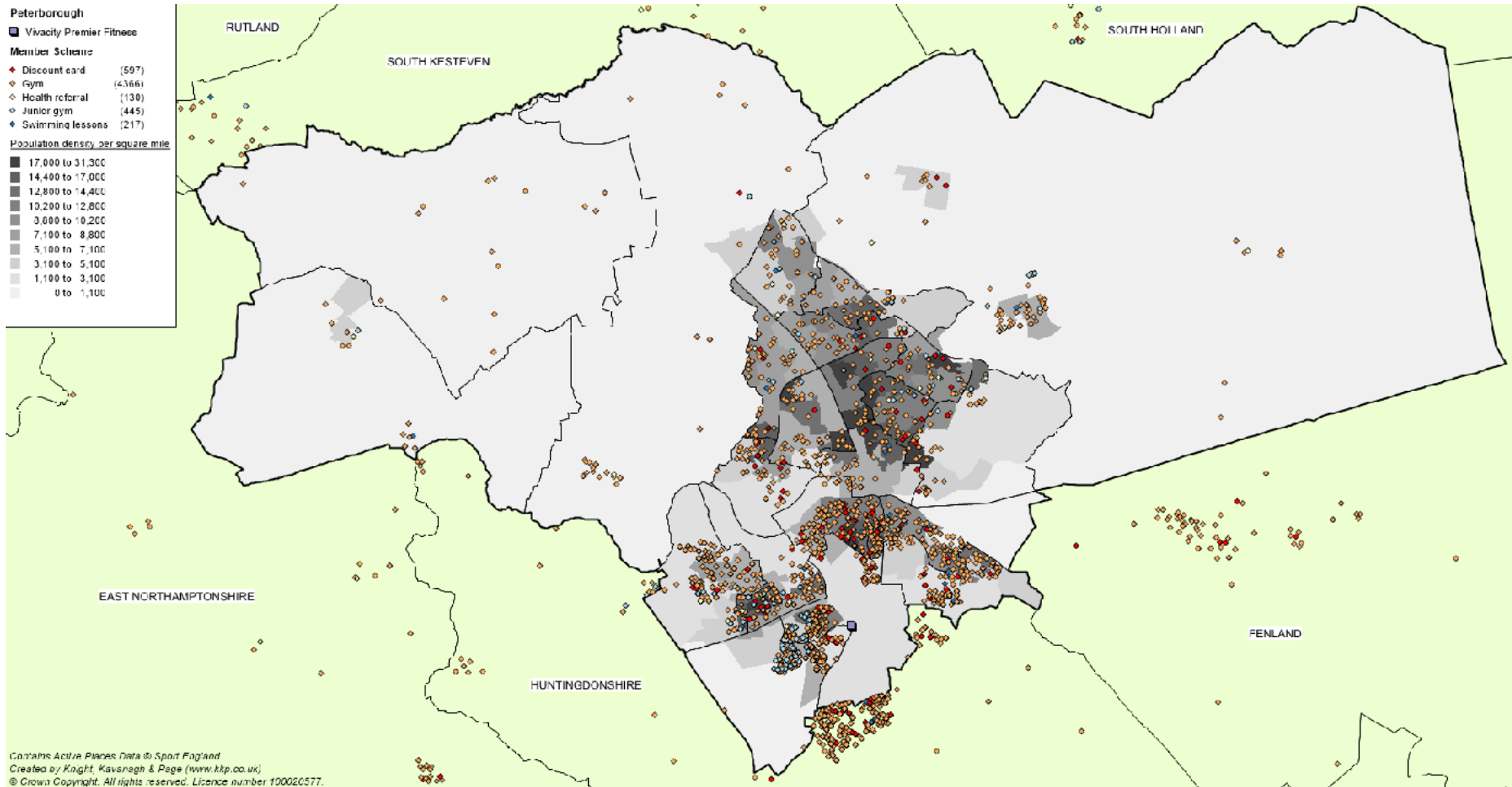


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Vivacity Premier Fitness member distribution by membership scheme



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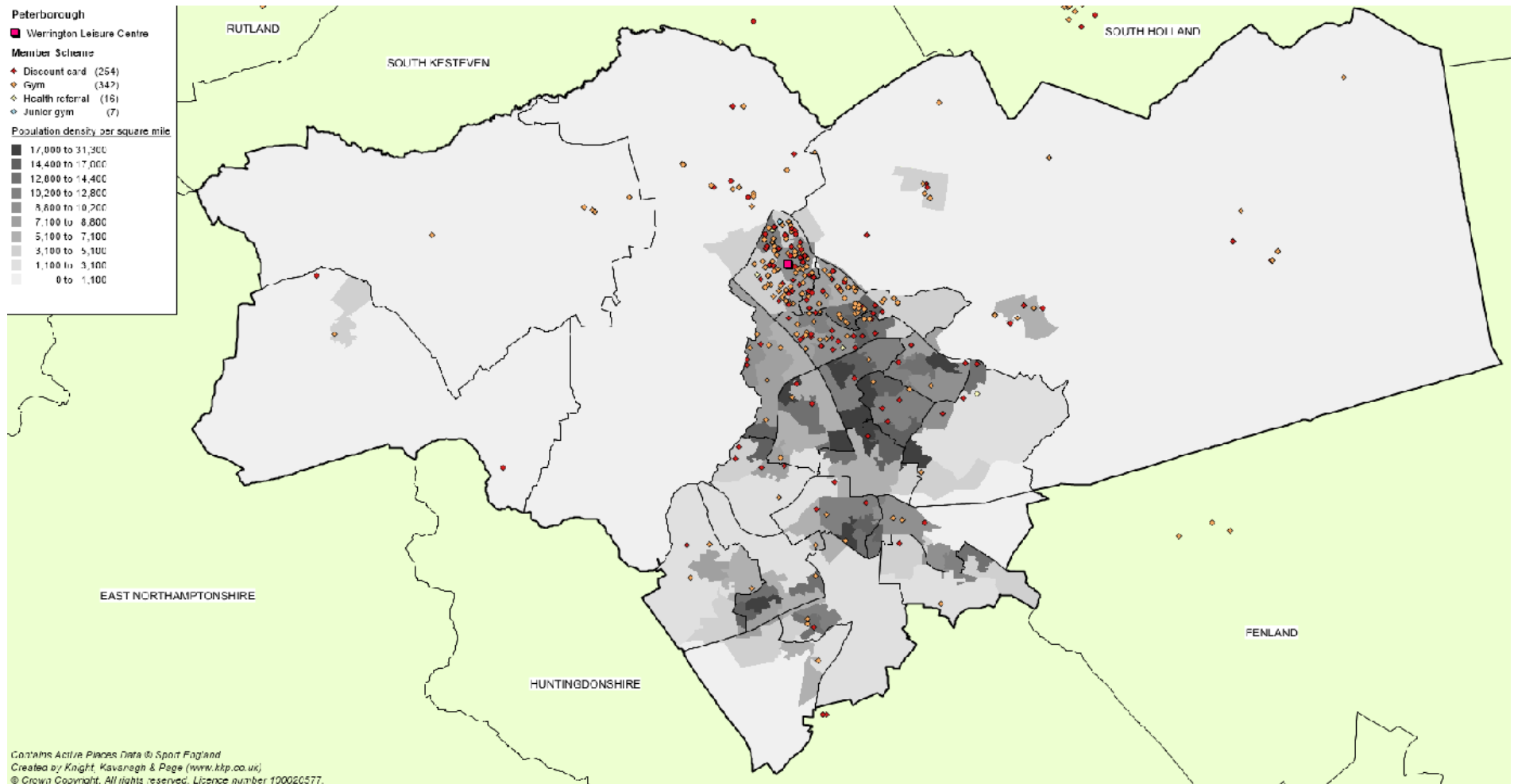
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Werrington Leisure Centre member distribution by membership scheme



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Table 6.8: Junior membership breakdown by site and gender

Peterborough Centre	Female		Male		Total	
	Number	%	Number	%	Number	%
Bushfield Leisure Centre	3	37.5%	5	62.5%	8	100.0%
Hampton Leisure centre	5	35.7%	9	64.3%	14	100.0%
Jack Hunt Pool & Gym	3	27.3%	8	72.7%	11	100.0%
Regional Pool & Fitness Centre	48	46.6%	55	53.4%	103	100.0%
Vivacity Premier Fitness	202	45.4%	243	54.6%	445	100.0%
Werrington Leisure Centre	2	28.6%	5	71.4%	7	100.0%
Total	263	44.7%	325	55.3%	588	100.0%

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