

SPORT AND LEISURE FACILITIES NEEDS ASSESSMENT: CANNOCK CHASE DISTRICT COUNCIL

AUGUST 2018

QUALITY, INTEGRITY, PROFESSIONALISM

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CANNOCK CHASE DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

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SECTION 1: INTRODUCTION

1.1: Introduction

Knight, Kavanagh & Page Ltd (KKP) was commissioned by Cannock Chase District Council (CCDC) to undertake an indoor and outdoor sports facilities strategy and playing fields strategy in November 2017. It is intended that these strategies will seek to support the Council and its partners in the creation of:

‘an accessible, high quality and sustainable network of sport pitches and other outdoor sports facilities that supports delivery of the Deal for the Future (promoting community self-reliance, increasing the health and wellbeing of residents and communities, providing opportunities for young people and fostering belief in the District) through increased participation by all residents, at all levels of play, from grassroots to elite.’

To achieve this strategic vision, the strategies reflect the following objectives - to:

- ◀ Ensure that all valuable facilities are protected for the long-term benefit of sport.
- ◀ Promote a sustainable approach to the provision of playing pitches and management of sports clubs.
- ◀ Ensure that there are sufficient facilities in the right place to meet current and projected future demand.
- ◀ Ensure that all clubs have access to facilities of appropriate quality to meet current needs and their longer-term aspirations.

1.2: Background

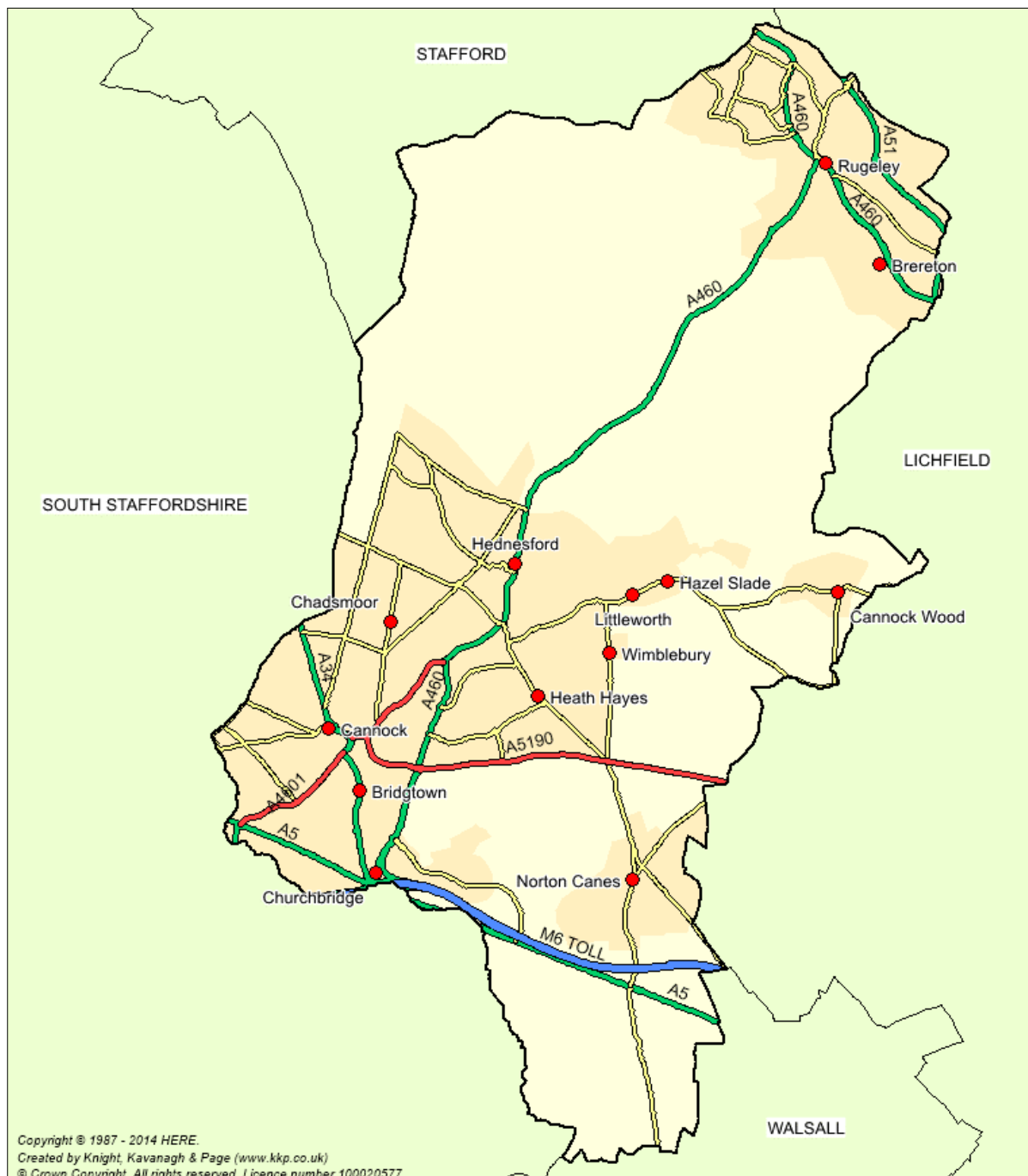
Cannock Chase is a local government district covering over seven thousand hectares on the northern border of the West Midlands conurbation. It is one of the eight districts of the County of Staffordshire. It is bordered by Lichfield District, South Staffordshire, East Staffordshire, Walsall and Stafford Borough. The District itself incorporates the towns of Cannock, Rugeley and Hednesford and is divided into fifteen wards. A key feature is the strong transport infrastructure including the M6, M6 Toll and A5 trunk road. In addition to a network of bus routes, railway stations at Rugeley, Hednesford and Cannock provide connections to Stafford in the North and Birmingham and Walsall to the South.

Since 2011, Cannock Chase has formed part of both the Greater Birmingham and Solihull Local Enterprise Partnership (along with Birmingham, Bromsgrove, East Staffordshire, Lichfield, Redditch, Solihull, Tamworth and Wyre Forest) plus the Stoke-on-Trent and Staffordshire Local Enterprise Partnership. In addition, Cannock Chase is a non – constituent member of the West Midlands Combined Authority, and also part of the Greater Birmingham and Black Country Housing Market Area.

Given that 60% of the District is designated Green Belt, it is a crucial feature of the District’s overall character. Cannock Chase is a designated Area of Outstanding Natural Beauty (ANOB). As well as being an amenity for local people it also attracts many visitors. The Council provides a range of formal parks (four of which have achieved national (Green Flag) standard plus play areas and open spaces.

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Figure 1.1: Cannock Chase with main roads, main settlements and rail lines



1.3: Scope of the project

The report provides detail as to what exists in the District, its condition, location, availability and overall quality. It considers demand for facilities based on population distribution, planned growth and taking into consideration health and economic deprivation. The facilities/sports covered include sports halls, swimming pools, health and fitness, squash courts and indoor bowls. Tennis provision is included within the Playing Pitch element of the study.

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In delivering this report KKP has:

- ◀ Individually audited identified sports halls (conventional i.e. three plus court halls as per Sport England definitions) swimming pools (minimum size 160m²), health and fitness facilities (including, within reason, dance studios) and squash courts (public, private and voluntary sector owned/managed).
- ◀ Analysed supply and demand to identify gaps and opportunities for improved provision.
- ◀ Assessed the extent to which leisure facility delivery is undertaken with full reference to the corporate strategies of the Council and other relevant strategic influences.
- ◀ Identified areas of good practice and opportunities for improved service in order to drive up participation levels.

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

- ◀ Identify supply and demand issues for sport and recreation provision across the district.
- ◀ Identify priority sports for the area based on national governing of sport (NGB) targets and local community needs.
- ◀ Enable the accompanying Infrastructure Delivery Plan to be kept up to date and responsive to needs including developer contributions/ informing CIL Regulation 123 List where appropriate and in compliance with CIL regulations.

The specific tasks addressed within the study include:

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

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1.4 Report structure

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

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

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

- ◀ Section 2 - review of background policy documentation (national/regional/local) and a profile of the population and socio-demographic characteristics of the District. This includes cross boundary consultation and engagement.
- ◀ Section 3 - description of methodology employed to review indoor provision.
- ◀ Section 4 - review of sports hall provision.
- ◀ Section 5 - review of swimming pool provision.
- ◀ Section 6 - review of health and fitness provision.
- ◀ Section 7 - review of membership data.
- ◀ Section 8 - review of significant other sports.
- ◀ Section 9 - review of village halls/community centres.
- ◀ Section 10 - identification of strengths, weaknesses, opportunities and threats.

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SECTION 2: BACKGROUND

2.1: National context

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

Figure 2.1: ANOG model



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

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

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

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

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

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

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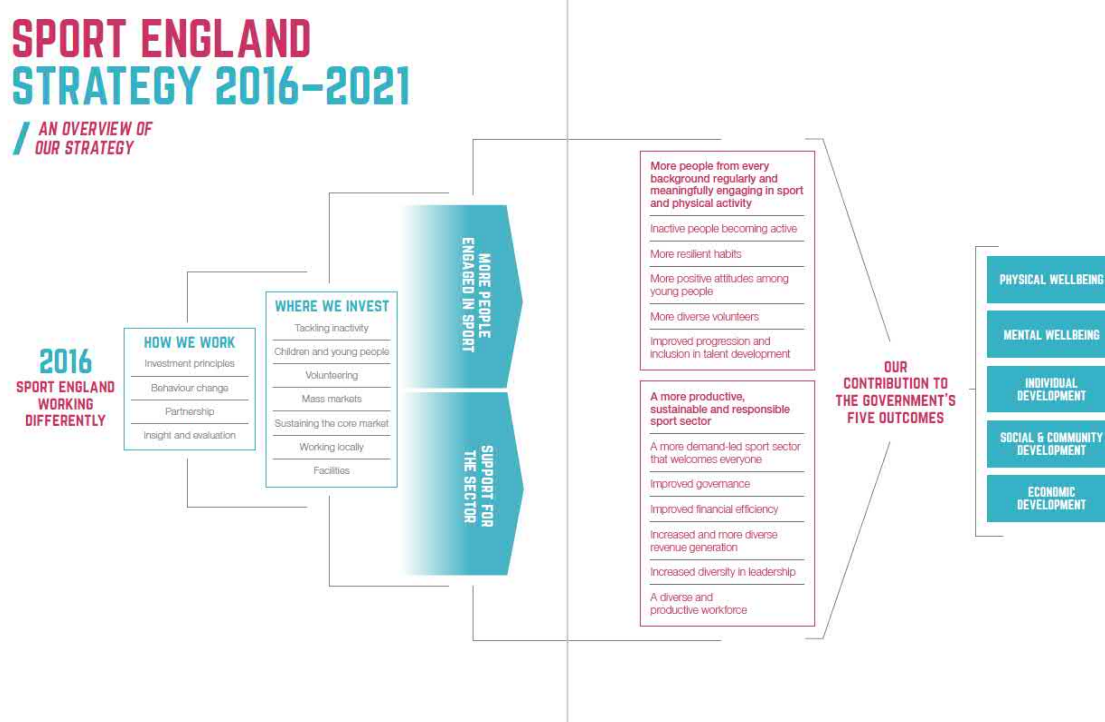
Sport England: Towards an Active Nation (2016-2021)

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

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

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

Figure 2.2: Sport England Strategy 2016-2021



Revised National Planning Policy Framework 2018

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

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

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

The *promoting healthy communities* theme identifies that planning policies should be based on robust, up-to-date assessment of need for open space, sports and recreation facilities and opportunities for new provision. Specific needs, quantitative/qualitative deficiencies and surpluses should be identified and used to inform provision requirements in an area. In addition, the Government has recently consulted on developer contributions and although the outcomes are awaited, they have the potential to impact on the delivery mechanism.

Economic value of sport to the nation

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

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

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

Public Health England: Everybody Active, Everyday

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

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

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- ◀ 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 to primary school head teachers for them to spend on sport. Its four objectives were to:

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

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

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

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

Summary of national context

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

2.2: Local context

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

Cannock Chase Corporate Plan: 2018-2023

The priorities for the new Corporate Plan are 'Promoting Prosperity' and 'Community Wellbeing'. These interlink and reinforce each other with a view to improving opportunities, wellbeing and quality of life of communities in Cannock Chase.

Promoting prosperity has seven key objectives which include:

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- ◀ Creating a positive environment in which businesses in the District can thrive.
- ◀ Establishing McArthurGlen Designer Outlet Cannock as a major visitor attraction and maximising the benefits it will bring to the District.
- ◀ Improving housing choice.
- ◀ Increasing the skills levels of residents and the amount of higher skilled jobs in the District
- ◀ Creating strong and diverse towns centres to attract additional customers and visitors
- ◀ Increasing access to employment opportunities
- ◀ Commencing regeneration of the Rugeley Power Station site

The strategic priorities for improving health and wellbeing are:

- ◀ Opportunities for healthy and active lifestyle
- ◀ Sustaining safe and secure communities
- ◀ Supporting vulnerable people
- ◀ Promoting active and healthy lifestyles

This Corporate Plan is about looking ahead and identifying key priorities for the District over the next five-year period (2018 - 2023). The new Corporate Plan is backed up by two new investment funds - the District Investment Fund for improving skills, infrastructure and business growth; plus, the Housing Investment Fund to support a major expansion of high quality social housing in the District.

The Council, working with relevant public, private and voluntary sectors partners, will develop more detailed strategies and plans which will bring to life the priority commitments in this new Corporate Plan.

Health and wellbeing in Cannock Chase

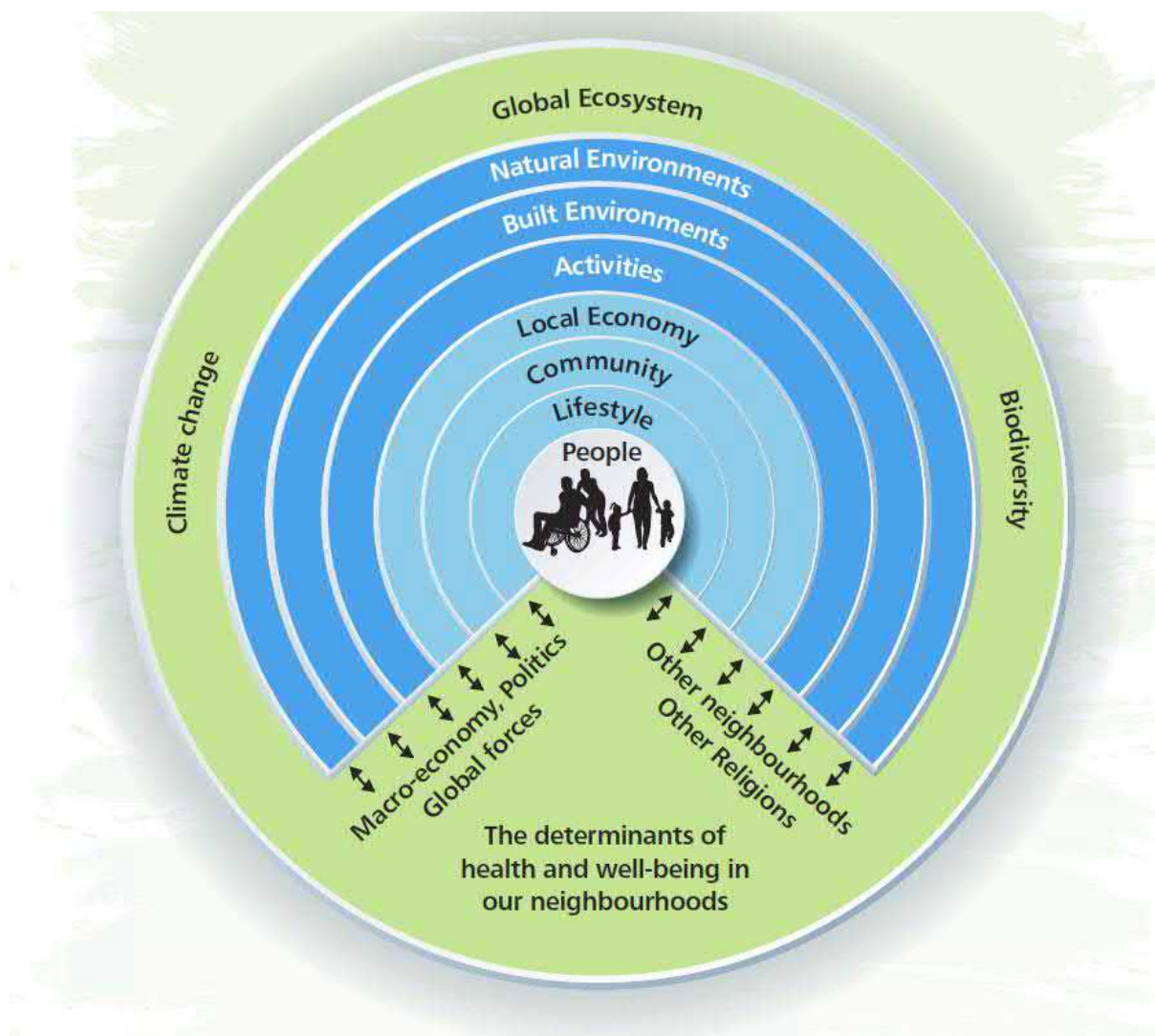
Chase Better Health is a partnership approach between Cannock Chase District Council, Staffordshire County Council and Cannock Chase Clinical Commissioning Group which seeks to shape and build Cannock Chase's healthy future, by supporting the improvement of health and wellbeing outcomes for residents of the District. In particular Chase Better Health seeks to strive for communities within Cannock Chase that are prosperous, healthy, independent, safe, thriving and cohesive. Its key priorities are identified in Table 2.1.

Table 2.1: The Wellbeing Pathway

Areas for action	<ul style="list-style-type: none"> ◀ Start well ◀ Grow well ◀ Age well ◀ End well
Enable	Commissioning that supports people to keep healthy through their individual actions and through the support of people around them
Re-enable	Commissioned services to ensure the proportion of the population that experience episodes of poorer health or those that are at increased risk of becoming ill are given timely, proportionate and effective support to prevent an escalation of problems and ensure a return to wellbeing and independence
Public health priorities	<ul style="list-style-type: none"> ◀ Wider determinants ◀ Health improvement ◀ Health promotion ◀ Healthcare public health

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Figure 2.3: Cannock Chase and Wellbeing Board key priorities



The Mission for Chase Better Health is to embrace the big opportunity to shape and build Cannock Chase's healthy future by working together to support residents and communities to take control of their health and wellbeing.

The vision for the wider partnership is that Cannock Chase will be a place where people have the opportunity to enhance their quality of life and achieve economic prosperity

The goals are to:

- ◆ Reduce health inequalities through targeted intervention.
 - ◆ Enable people to live independent lives.
 - ◆ Empower people to make health life choices.
 - ◆ Improve quality of life for vulnerable people.
 - ◆ Improve communication and access to information, help and support.
- (Priority outcomes can be found in Appendix 1).

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The future of Cannock Chase; Partnerships Communication Strategy

The Local Strategic Partnership for the District is The Chase Community Partnership. CCDC is committed to developing close and strong working relationships with partners and local communities to deliver high quality services. It has a proven track record of effective partnership working and has a key role to play in the Chase Community Partnership. This comprises 17 organisations across Cannock Chase and Staffordshire, all working together at a local level to deliver improved public services for all.

The Communications Strategy aims to enhance the Partnership's Vision which is that: *"Cannock Chase will be a place where people have improved opportunities to enhance their quality of life and achieve economic prosperity"*.

The three Partnership priorities are - to:

- ◀ Increase economic prosperity - more jobs, better skills, training and education.
- ◀ Improved health - better health status and healthier lifestyles.
- ◀ Community safety - more people feel safer.

The purpose for effective communications will help the people of Cannock Chase District understand the Partnership and the ambitions of the Local Partnership Plan.

A co-ordinated and comprehensive approach to communications will:

- ◀ Raise the profile of the Partnership working together and its associated work.
- ◀ Help to promote the area of Cannock Chase District as a whole.
- ◀ Gain community support for the work of the Partnership and help it meet its community involvement goals.
- ◀ Help to build community confidence/ reassurance and improve public perception.

All Partnership member organisations and individuals have a key role in supporting effective communications and in delivering key messages. It seeks to build on current communication activity that is already in place and aims to maximise on the effective inter-agency approach in driving the Partnership forward.

Sport Across Staffordshire and Stoke-on-Trent (SASSOT)

SASSOT is the county sports partnership (CSP) which incorporates Cannock Chase. Its team provides services to partners involved with the delivery of sport, physical education and active recreation. The following is a brief overview of its stated services and programmes:

- ◀ Engaging with and supporting partners to develop their sport, PE and active recreation plans and programmes.
- ◀ Supporting volunteers and coaches.
- ◀ Supporting club development.
- ◀ Providing local insight and evidence of need for the development of programmes and facilities.
- ◀ Supporting the promotion of community sport and active recreation programmes.
- ◀ Advice on Safeguarding young people and vulnerable adults in sport.
- ◀ Equity and disability sport.
- ◀ Management of Satellite Clubs, Aiming High Inspire Multi Sport Club programmes.

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- ◀ Supporting the development and delivery of Level 3 School Games Sports Festivals, Primary School PE and Sport premium.

SASSOT prepared and completed a sports facilities framework for the County in 2014.

Sport Across Staffordshire: A sports facilities framework 2014-2023

The aim of the Framework was to:

- ◀ Set a long-term vision, running from 2014 up to 2023 for the overall direction of the development of sports facilities across Staffordshire.
- ◀ Guide sub regional strategic planning of sports facilities including linking with the Staffordshire and Stoke on Trent local authority local plans, relevant sports, playing pitch and facility strategies, NGB whole sport plans and available facility strategies.
- ◀ Provide generic guidance for partners in line with National Planning Policy Framework paragraph 73 on the importance of having robust sports assessments.
- ◀ Provide an insight into the opportunities presented by the Community Investment Levy (CIL) and guidance on implementation for the development of sports facilities including the potential for pooling CIL to provide sub regional or higher-level facilities and examples of good practice relating to CIL policies and it's usage ref sports provision.
- ◀ Provide comprehensive information on NGB facility priorities across the sub region and potential investment in projects.

The Facilities Framework considered supply and demand issues for indoor and built sports facilities in Staffordshire. The data relevant to CCDC within the ambit of this report included:

- ◀ Sports halls
- ◀ Swimming pools
- ◀ Indoor bowls
- ◀ Health and fitness facilities
- ◀ Squash courts
- ◀ Gymnastics facilities

Summary of local policies

Key local policy messages can be summarised as follows:

- ◀ The context for CCDC over the past five years has been one of financial austerity which is unlikely to alter within the immediate future.
- ◀ There is a commitment to improve the health of all communities in Cannock Chase; supported by the need to have good quality sports facilities.
- ◀ There is also a commitment to working across partner agencies to support residents and communities to take control of their own health and wellbeing.
- ◀ There is a commitment to partnership work with a range of agencies leading to efficiencies and a requirement that Council services that are customer centred and accessible.
- ◀ SASSOT completed a Sports Facilities Framework (2014-2023) indicating the importance of partnership working and recognising that facilities outwith the District can also be an important part of the facility mix.

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2.3 Demographic profile

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

Population and distribution

The total population of CCDC is 98,534 (mid-year estimate 2016) with a slightly higher number of females (49,719) than males (48,815). The population is at its most dense around Cannock in the west, and Rugeley in the north, of the District. (See Figure 2 overleaf).

Age distribution (Data source: ONS 2016)

The age structure is similar to the West Midlands. It has a slightly lower proportion of 20-24 year olds (5.8%); West Midlands (6.7%). The increasing number and proportion of older people is a key consideration pitching the sports and physical activity offer within the area.

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

The ethnic composition of CCDC does not reflect that of England as a whole; 97.7% of the local population classified their ethnicity as White; this is higher than the England rate; 85.4%. The next largest population group (by self-classification) is Asian, at 1.0% this is markedly lower than the national equivalent (7.8%).

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

During the 12 months to September 2017 the rate for recorded crimes per 1,000 persons in Cannock Chase was 71.0; this is lower than the equivalent rate for England and Wales as a whole which was 79.0. In both instances the crime rate has risen since 2015, by around 27.4% for Cannock Chase and 25.5% for England & Wales.

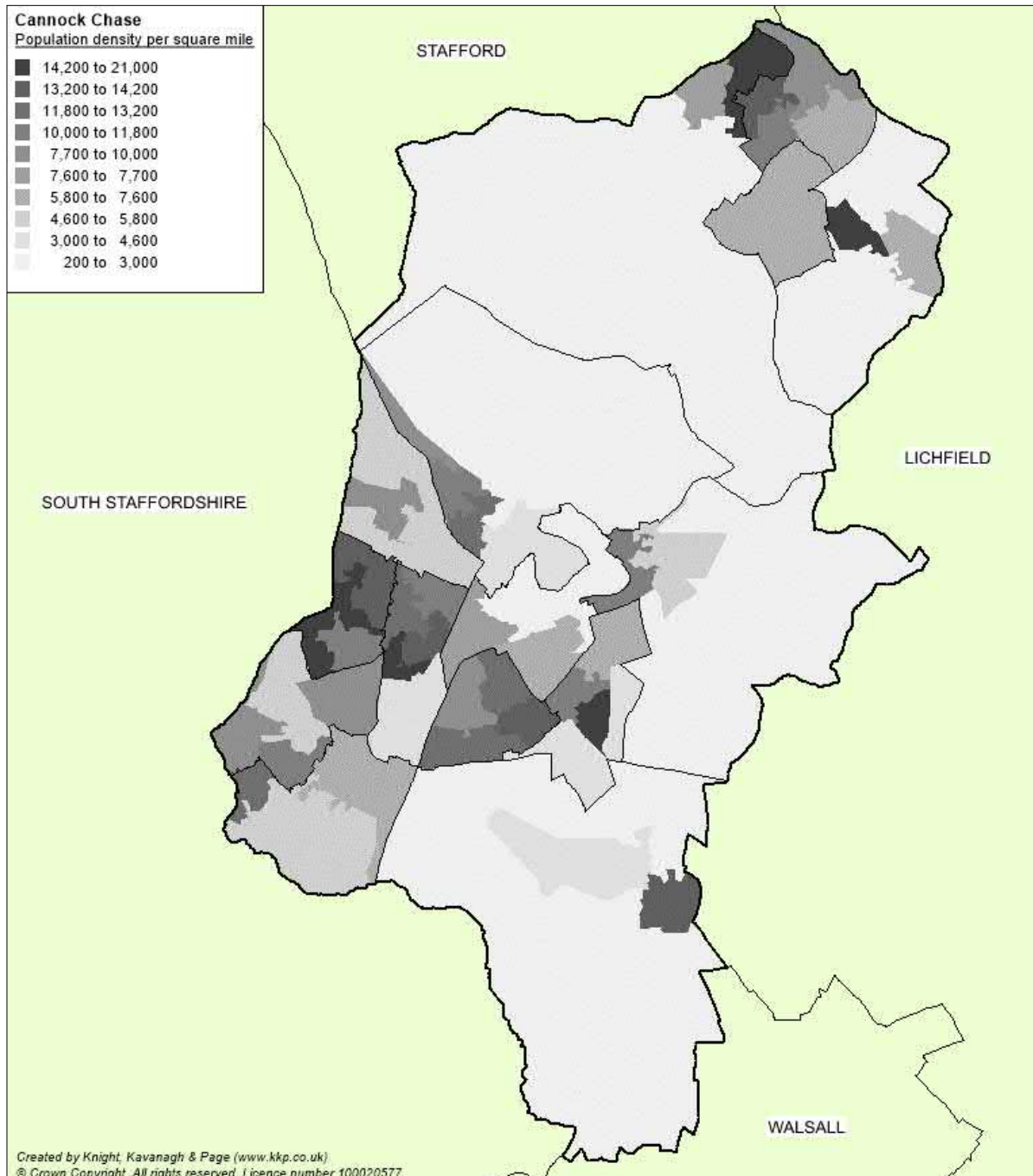
Income and benefits dependency (Data source: NOMIS (2017))

The median figure for full-time earnings (2017) in CCDC is £27,097; the comparative rate for the West Midlands is £26,905 (-0.7%) and for Great Britain is £28,740 (+6.1%). In January 2018 there were 491 people in Cannock Chase claiming Job Seekers Allowance (JSA); this represents a decrease of 84.1% when compared to January 2010 (3,088).

Figure 2.4: Population density 2016 MYE: Cannock Chase lower super output areas (Isoa)

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(Population density map based on LSOAs from ONS' most recent Census of population).



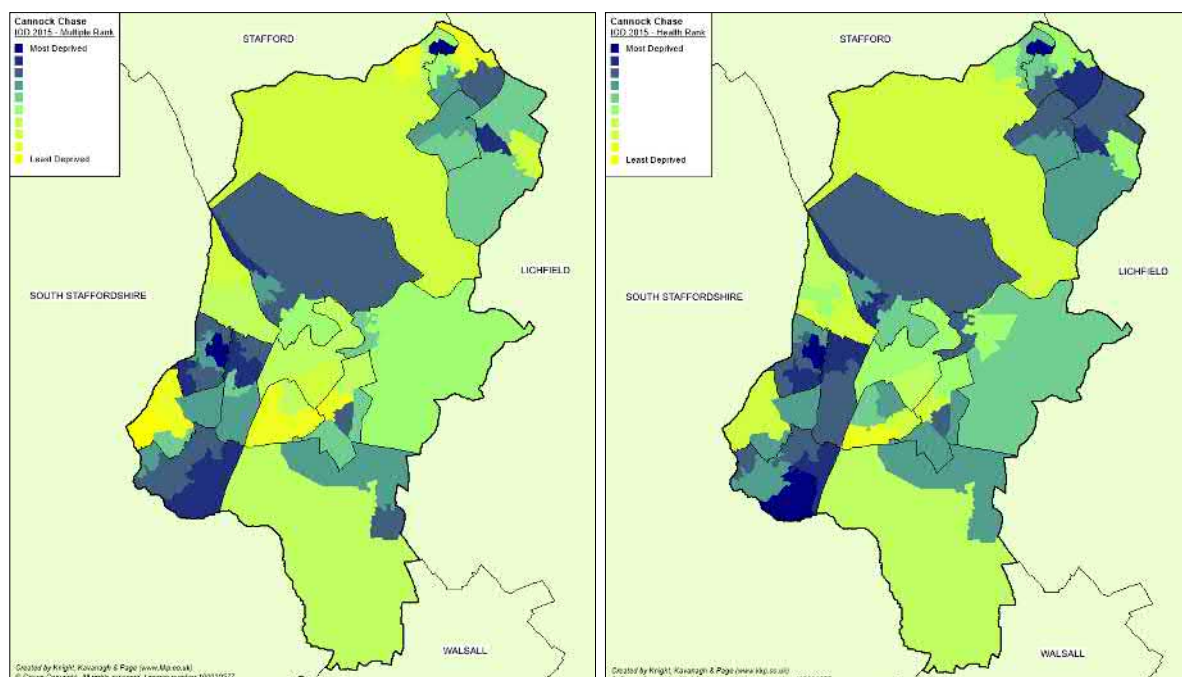
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Deprivation (Data source: 2015 indices of deprivation, DCLG)

Cannock Chase has similar levels of deprivation to the rest of Staffordshire; 30% of the District population lives in areas covered by the country's three most deprived cohorts (national average; 30%). In contrast to this, 20.7% live in the three least deprived groupings in the country; compared to a 'norm' of c.30%.

Figure 2.5: Index of multiple deprivation

Figure 2.6: IMD Health domain



Health data (Data sources: ONS births and deaths, NCMP¹ and NOO²)

Life expectancy in Cannock Chase is commensurate with the national figure; the male rate is currently 79.3 compared to 79.6 for England, and the female equivalent is 83.1 compared to 83.2 nationally.³

Weight and obesity

Obesity is widely recognised to be associated with health problems such as type 2 diabetes, cardiovascular disease and cancer. At a national level, the resulting NHS costs attributable to overweight and obesity⁴ are projected to reach £9.7 billion by 2050, with wider costs to society estimated to reach £49.9 billion per year. These factors combine to make the prevention of obesity a major public health challenge.

Adult obesity rates in Cannock Chase are above national and regional averages. Child rates for obesity are lower than regional averages and slightly higher than national averages.

¹ National Child Measurement Program

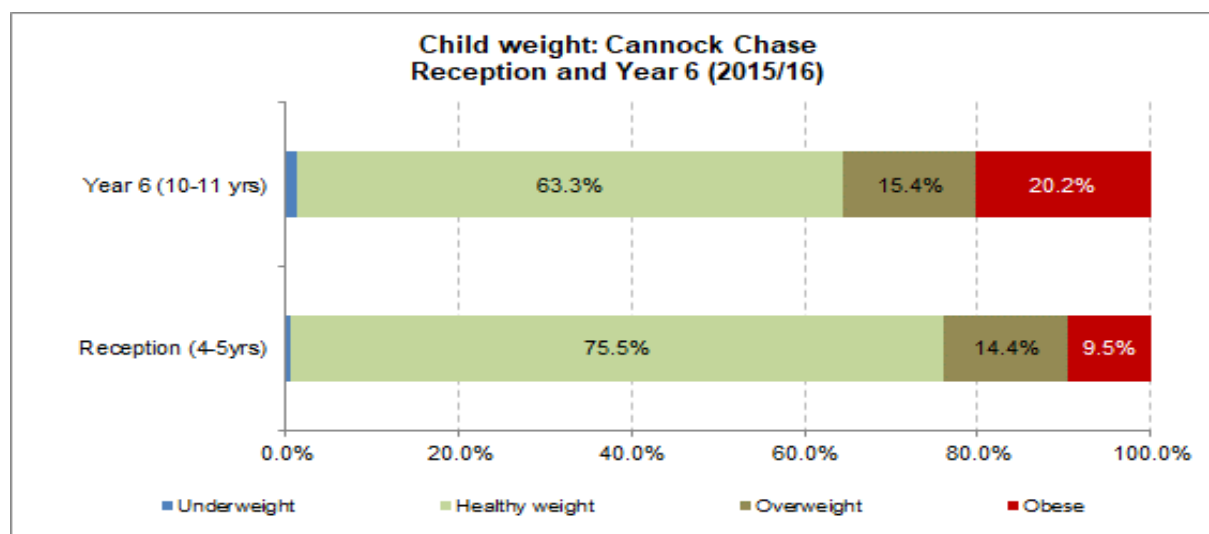
² National Obesity Observatory

³ Office of National Statistics: Life Expectancy at Birth by local areas in the United Kingdom, 2013.

⁴ In adults, obesity is commonly defined as a body mass index (BMI) of 30 or more. For children in the UK, the British 1990 growth reference charts are used to define weight status.

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Figure 2.7: Child weight – reception and year 6

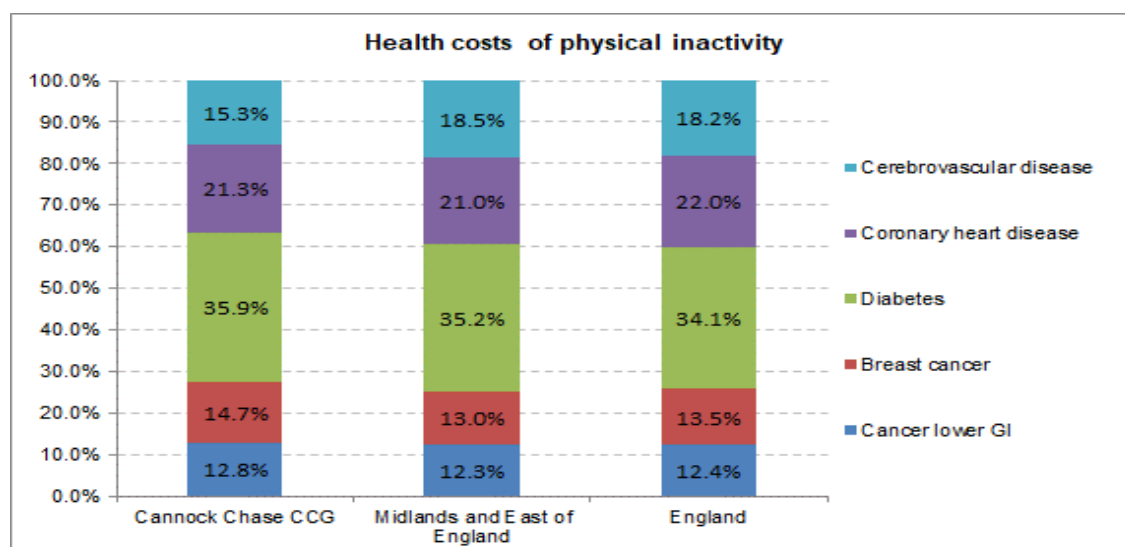


Obesity rates increase significantly between the ages of 4 and 11. Around one in ten (9.5%) of children in Cannock Chase are obese in their reception year at school and 14.4% are overweight. By Year 6 this rises to one in five (20.2%) being obese and 15.4% being overweight. In total, by Year 6, over one third (35.6%) are either overweight or obese.

Health costs of physical inactivity

The British Heart Foundation (BHF) Promotion Research Group has reviewed the costs of avoidable ill health that it considers to be attributable to physical inactivity. Initially produced for the DoH report Be Active Be Healthy (2009) the data has subsequently been reworked for Sport England and updated in 2014/15 by Public Health England. Illnesses that the BHF research relates to include cancers such as bowel cancer, breast cancer, type 2 diabetes, coronary heart disease and cerebrovascular disease e.g., stroke. The data indicates a similar breakdown between these illnesses regionally and nationally.

Figure 2.8: Health costs of physical inactivity



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Cannock Chase is in one Clinical Commissioning Group (CCG): The CCG is led by GPs from the area's 25 member practices and serves a population of 132,019 within the boundaries of Cannock Chase District Council (including Cannock, Rugeley and Heath Hayes) and the Huntington, Great Wyrley and Cheslyn Hay wards of South Staffordshire District Council. Cannock Chase's population accounts for 73.1% of NHS Cannock Chase CCG.

The annual cost to the NHS of physical inactivity for the Cannock Chase CCG falls within is estimated at £1,021,855.37. When compared to regional and national costs per 100,000, the costs for the CCG (£768,422.08) are 6.4% below the national (£817,273.95) and regional average (£818,184.98) averages. It should also be noted that in addition to the NHS costs industry incurs significant costs to as a result of productivity lost due to back pain etc. These have also been costed in CBI reports and are of similar magnitude to the NHS costs.

Active People Survey (APS)

Active People now in its tenth year (APS10: October 2015 – 2016) collects data on the type, duration, frequency and intensity of adult participation by type of sport, recreation and cultural activity. Key indicators from APS 10 for Cannock Chase are compared to the corresponding rates for the West Midlands, England and statistical 'nearest neighbours' based on a CIPFA (the Chartered Institute of Public Finance and Accountancy) model. This has been developed to aid local authorities to compare and benchmark. It applies a range of socio-economic indicators, including population, unemployment rates, tax base per head of population, council tax bands and mortality ratios upon which the specific family group (nearest neighbours) is calculated. Key findings include:

- ◀ Just over one third (32.5%) of adults participate in at least 1 x 30 minutes moderate intensity sport per week. This is below both national (36.1%) and regional (33.8%) averages. CCD's 'nearest neighbours' range from 30.6% to 35.0%.
- ◀ Just over one fifth (21.9%) are members of a sports club based on the four weeks prior to the APS. This is close to the national (22.2%) and regional (21.4%) rates and is above all but one of its 'nearest neighbours'.
- ◀ Around one in six (16.3%) adults in Cannock Chase received sports tuition during the 12 months prior to APS 10. This was above regional and national averages.

Active Lives Survey 2015/16

Sport England's Active Lives Survey 2015/16 is based on 16+ year olds taking part in walking, cycling, fitness, dance and other sporting activity. As identified in Table 2.2 below, a higher percentage of the Cannock Chase's population is inactive compared to England and the West Midlands and a lower percentage is considered to be active.

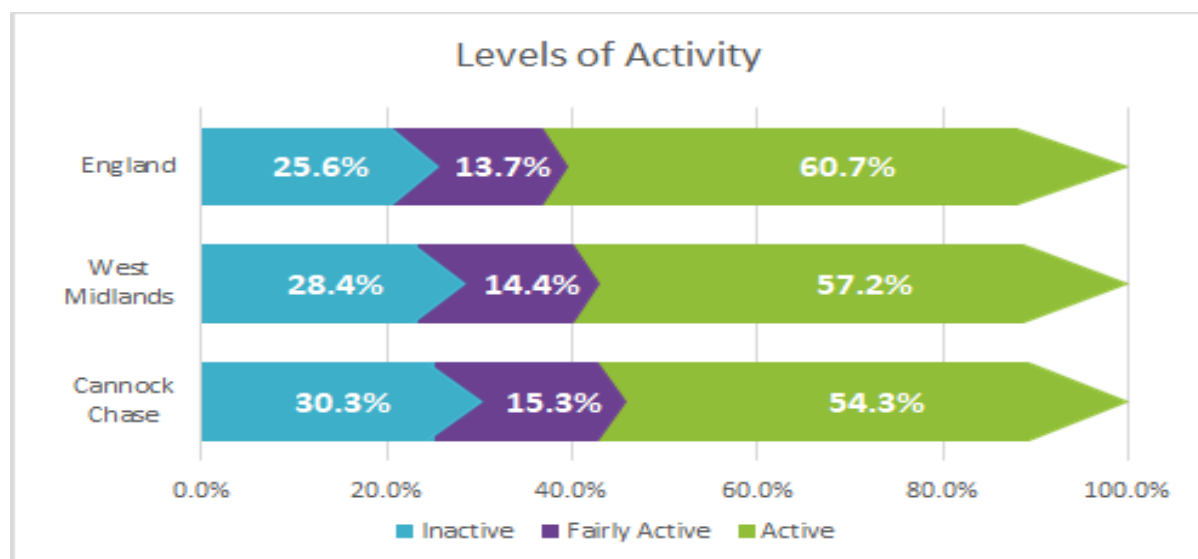
Table 2.2: Active Lives Survey results 2015/16

	Inactive (<30 minutes per week)		Fairly Active (30-149 minutes per week)		Active (150+ minutes per week)	
England	11,349,300	25.6%	6,081,800	13.7%	26,950,100	60.7%
West Midlands	1,315,800	28.4%	665,500	14.4%	2,647,400	57.2%
Cannock Chase	24,500	30.3%	12,400	15.3%	43,900	54.3%

Rate/population totals for sport & physical activity levels (excluding gardening) of adults (16+) in English local authority areas.

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Figure 2.8: Levels of Activity



In summary, Sport England’s APS 10 found that participation and sports club membership in Cannock Chase was slightly below regional and national averages, whereas those receiving sports tuition in the last year was slightly higher. Active Lives data shows that the proportion of the adult population in Cannock Chase which is inactive is above regional and national levels. The findings from the two surveys are, thus, consistent.

The most popular sports

A further aspect of APS and SE segmentation is that it makes it possible to identify the ‘most participated in’ sports within Cannock Chase. In common with many other areas, gym sessions and swimming are the most popular and they cut across age groups and gender. In Cannock Chase nearly 12% of adults take part in a gym session, on average, at least once a month. This is higher than the regional and national averages. The next most popular activity is swimming which 7.1% of adults also undertake on a relatively regular basis (this is, however, lower than national and regional averages as identified below).

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

Sport	Cannock Chase		West Midlands		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Gym Session	9.2	11.8%	498.2	10.9%	4,900.1	11.2%
Swimming	5.6	7.1%	372.0	8.1%	4,167.9	9.5%

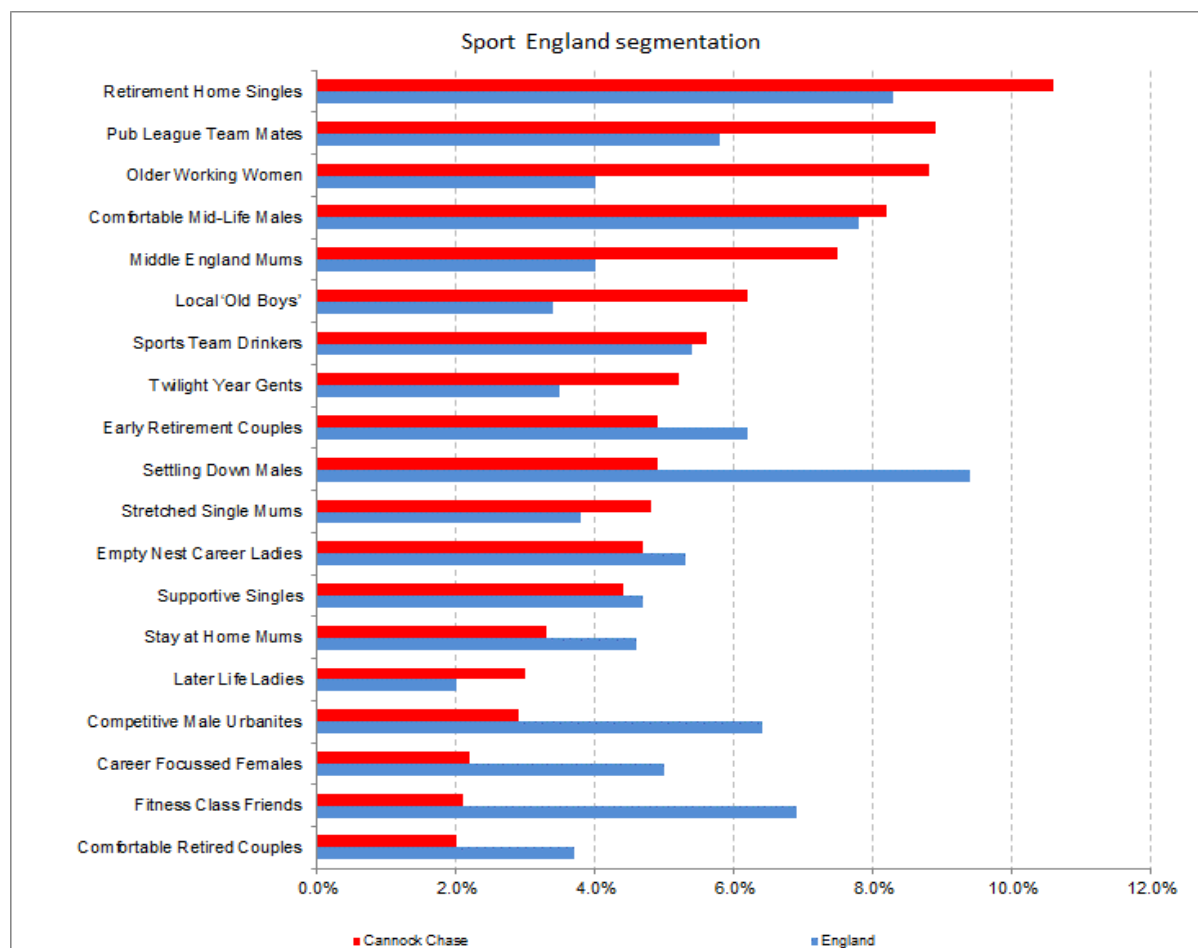
Sporting segmentation (Data source: Market segmentation, Sport England)

Sport England classifies the adult population via a series of 19 market segments to provide an insight into the sporting behaviours of individuals throughout the country. These cover a wide range of characteristics, from gender and age to the sports in which people take part, their other interests, newspapers read etc. Knowing which segments are most dominant in the local population can help direct provision and programming. Segmentation also enables

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partners to make tailored interventions, communicate effectively with target market(s) and better understand participation in the context of life stage and lifecycles.

Figure 2.9: SE segmentation – Cannock Chase compared to England



The segmentation profile for Cannock Chase indicates ‘Elsie & Arnold’ to be the largest segment of the adult population at 10.6% (6,436) compared to a national average of 8.3%. This is closely followed by ‘Pub League Team Mates’ and ‘Older Working Women’.

At the other end of the spectrum, there are fewest ‘Comfortable Retired Couples’ with 2.0%, ‘Fitness Class Friends’ (2.1%) and ‘Career Focussed Females’. (See also Appendix 2).

Mosaic (Data source: 2016 Mosaic analysis, Experian)

Mosaic 2016 is a similar consumer segmentation product. It classifies all 25.2 million households into 15 groups, 66 household types and 238 segments. This data can be used to paint a picture of UK consumers in terms of their social-demographics, lifestyles, culture and behaviour and tends to be used to draw out population characteristics for the backdrop to library usage and other non-sporting activities.

Table 2.4 (overleaf) shows the top five Mosaic classifications in Cannock Chase compared to the country as a whole. The dominance of these five segments can be seen inasmuch as

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they represent approximately two thirds (67.5%) of the population compared to a national equivalent rate of just over a quarter (26.8%). A full description of all the segments can be found in Appendix 2.

Figure 2.10: Mosaic segmentation – Cannock Chase compared to England

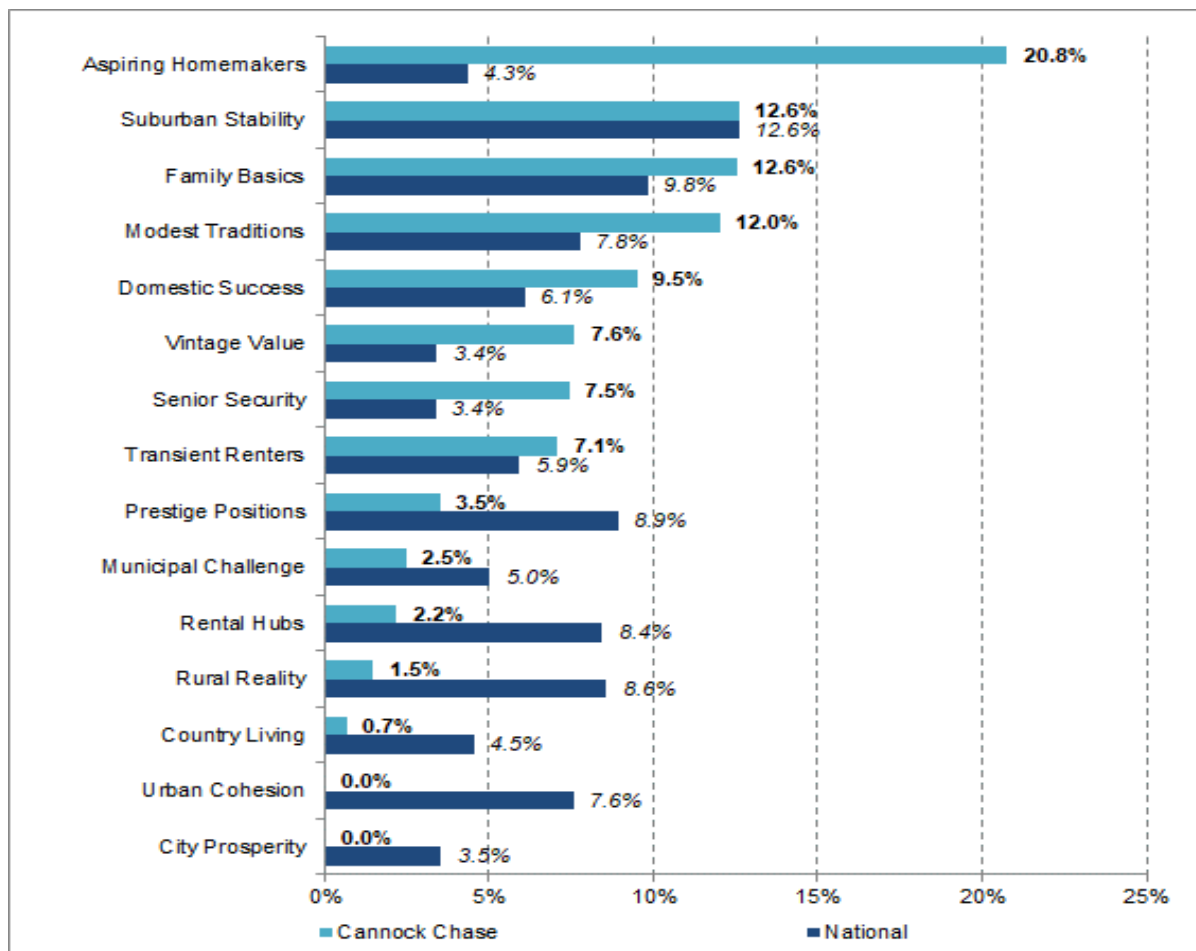





Table 2.4: Dominant Mosaic profiles in Cannock Chase

<p>Aspiring Homemakers</p> 	<p>Younger households who have, often, only recently set up home. They usually own their homes in private suburbs, which they have chosen to fit their budget.</p>
<p>Suburban Stability</p> 	<p>Typically, mature couples or families, some enjoying recent empty-nest status and others with older children still at home. They live in mid-range family homes in traditional suburbs where they have been settled for many years.</p>
<p>Family Basics</p> 	<p>Families with children who have limited budgets and can struggle to make ends meet. Their homes are low cost and are often found in areas with fewer employment options.</p>

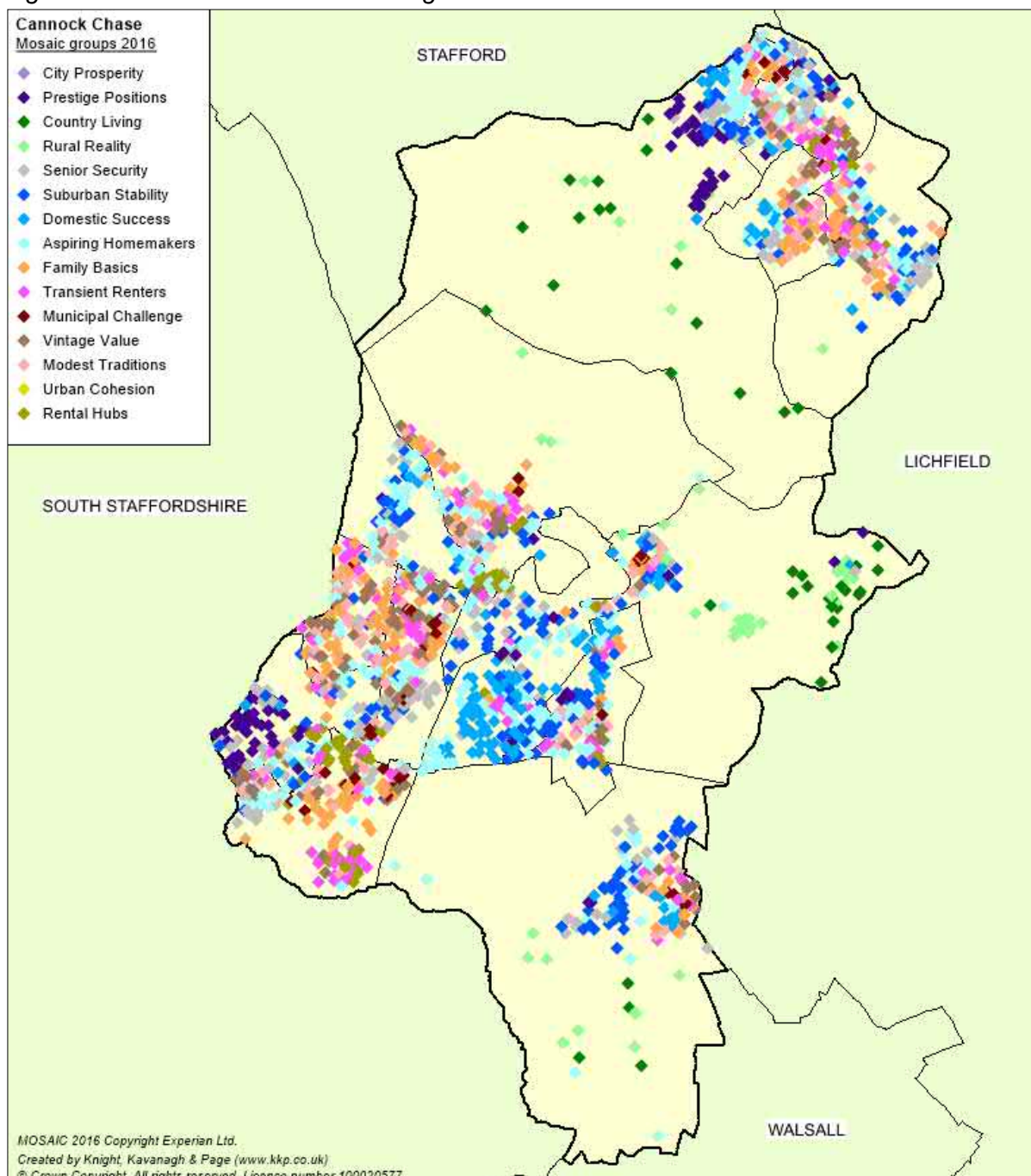
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The largest segment profiled for CCDC is the Aspiring Homemakers group at 20.8% of the area's adult population; this is five times the national rate (4.3%). Figure 2.11 overleaf shows the prominence of the three most dominant profiles in the district

Table 2.5: Mosaic – main population segments in Cannock Chase

Mosaic group description	Cannock Chase		National %
	#	%	
1 – Aspiring Homemakers	20,533	20.8%	4.3%
2 – Suburban Stability	12,446	12.6%	12.6%
3 – Family Basics	12,406	12.6%	9.8%
4 – Modest Traditions	11,895	12.0%	7.8%
5 – Domestic Success	9,394	9.5%	6.1%

Figure 2.11: Distribution of Mosaic segments in Cannock Chase



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Population projections

Strategic planning: change over 22 years (2014 to 2036⁵)

The most recent ONS projections indicate a rise of 5.6% in Cannock Chase's population (+5,543) over the 22 years from 2014 to 2036. Over this extended timeframe the numbers in the majority of age groups rise and fall at different points. Key points for CCDC are:

- ◆ The decline in the number of 16-24 year olds, -13.5% in the first period (-1,450) followed by slight growth back to -11.3% (-1,219) in the second period.
- ◆ The small decline in the number of 0-15 year olds, falling by -250 (-1.4%) by 2025).
- ◆ The projected continuous increase in the number of persons aged 65+; a rise of +26.4% (+4,628) in the first period and growing by +61.2% (+10,732) between 2014 and 2036. This age group was 17.8% of CCDC's population in 2014 but will be 27.2% by 2036.

Figure 2.12: Projected population change (2014 -2036)

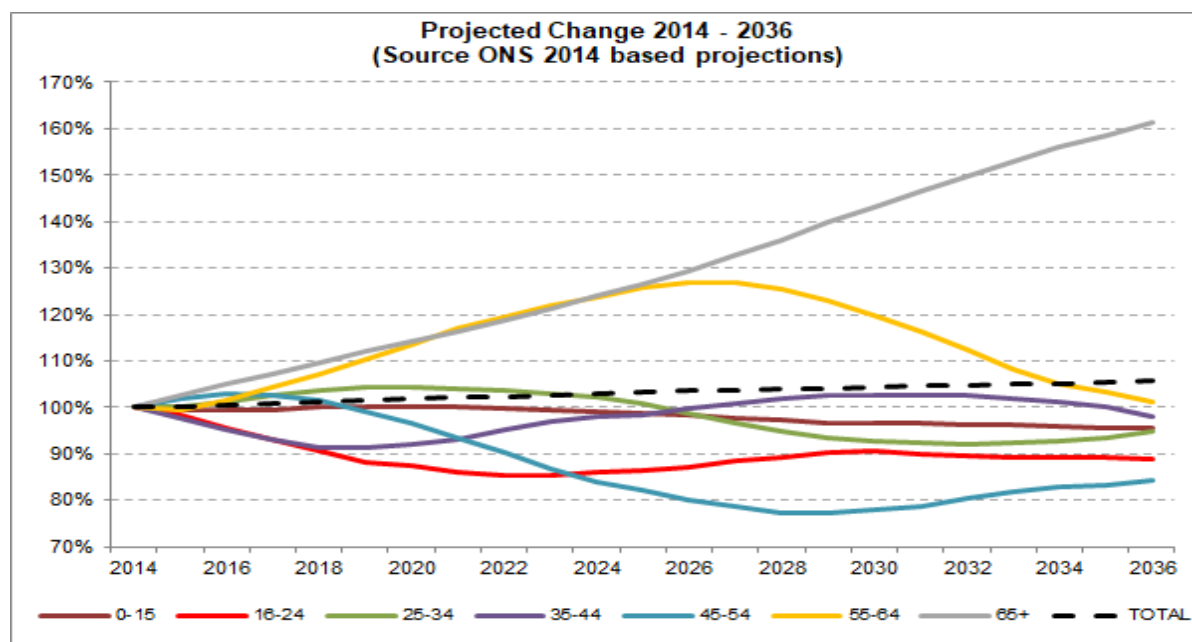


Table 2.7: Cannock Chase - ONS projected population (2014 to 2036)

Age (years)	Number			Age structure %			Change 2014 – 2036		
	2014	2025	2036	2014	2025	2036	2014	2025	2036
0-15	17,962	17,712	17,149	18.2%	17.4%	16.5%	100.0%	98.6%	95.5%
16-24	10,774	9,324	9,555	10.9%	9.2%	9.2%	100.0%	86.5%	88.7%
25-34	12,547	12,658	11,897	12.7%	12.4%	11.4%	100.0%	100.9%	94.8%
35-44	12,842	12,650	12,603	13.0%	12.4%	12.1%	100.0%	98.5%	98.1%
45-54	15,137	12,417	12,749	15.4%	12.2%	12.2%	100.0%	82.0%	84.2%
55-64	11,754	14,806	11,874	11.9%	14.6%	11.4%	100.0%	126.0%	101.0%
65+	17,533	22,161	28,265	17.8%	21.8%	27.2%	100.0%	126.4%	161.2%
Total	98,549	101,728	104,092	100.0%	100.0%	100.0%	100.0%	103.2%	105.6%

⁵ Office for National Statistics 2014-based population projections (data released May 2016)

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Cannock Chase Local Plan

The Local Plan (Part 1) sets out a 'Vision' for how the District will be by the end of the plan period (2036). Key headlines are:

- ◀ The District will continue to be made up of distinct communities with strong local character. People will be safer and healthier and will be proud of the area in which they live and work.
- ◀ The potential of the Districts' accessible location along major transport routes will be maximised to achieve a thriving local economy
- ◀ People will lead greener, more environmentally friendly lifestyles, inspired by Cannock Chase Area of Outstanding Natural Beauty.

As a result of the issues faced by the District, and in order to achieve the Vision, the Local Plan (Part 1) sets out a series of high-level objectives which then inform the development of the policies. The objectives are as follows:

- ◀ Objective 1: Promote pride in attractive, safe local communities
- ◀ Objective 2: Create healthy living opportunities across the District
- ◀ Objective 3: Provide for housing choice
- ◀ Objective 4: Encourage a vibrant local economy and workforce
- ◀ Objective 5: Encourage sustainable transport infrastructure
- ◀ Objective 6: Create attractive town centres
- ◀ Objective 7: Provide well managed and appreciated environments
- ◀ Objective 8: Support a greener future

Each objective had a sub-set of priorities.

Housing market

The Government is changing the way in which housing need is calculated, using a new national standardised methodology. CCDC will need to use the figure provided to use once this methodology is finalised. As an indication the draft methodology recently consulted upon gives CCDC a figure (which could still change) of 295 dwellings per year (for the period 2016-2026) compared to the current Local Plan (Part 1) requirement of 241 dwellings per annum (for the period 2006-2028). Using the new requirement figures, the performance of CCDC is also likely to be measured using a new Housing Delivery Test for which the Government are still developing details but there are likely to be sanctions for under-delivery. Acceleration of housing delivery is also a key aim of the West Midlands Combined Authority which is producing a Strategic Investment and Delivery Plan so the Council will need to be mindful of this as it prepares the new plan.

CCDC is one of fourteen local authority areas which fall within the Greater Birmingham Housing Market Area (GBHMA). Across this wider area, there is a significant housing shortfall of 28,150 dwellings to 2031 and 60,900 to 2036. Under the legal Duty to Co-operate, work has been ongoing to look at ways of addressing this shortfall and a report has recently been published which considers the following across the entire Housing Market Assessment area:

- ◀ • Current capacity
- ◀ • Potential for increasing densities
- ◀ • Further supply on non-Green Belt sites
- ◀ • Potential Green Belt opportunities utilising a strategic Green belt review

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CCDC is not able to say how much growth it might be able to accommodate at present as it will need further evidence to see what capacity it might have (for example impacts on the transport network, schools, health facilities and so on) as well as assessing other impacts (for instance on the landscape and the environment). As set out under Policy CP1, it may need to consider site options that lie within the Green Belt but this would also require a range of evidence base work to be utilised e.g. information on potential capacity from non-Green Belt land and the District Green Belt Study (2016).

Rugeley Power Station

Rugeley Power Station closed operations in June 2016. It was the last functioning power station in the West Midlands. Cannock Chase and Lichfield district councils are the joint planning authorities for the land as it straddles both areas. With regard to sport and leisure provision, the land within the Power Station contained:

- ◀ 1 x football pitch.
- ◀ 1 x cricket pitch
- ◀ 2 x tennis courts
- ◀ 1 x bowling green
- ◀ An 18-hole golf course.

The sports and social club subsequently closed down and has been vacant from summer 2017 onwards.

Rugeley Power Station Development Brief Supplementary Planning Document (adopted February 2018) was jointly produced by CCDC and Lichfield District Council to guide future redevelopment of the site. The overall aim is to create a well-designed mixed-use development which incorporates market housing, affordable housing, self-build housing, employment provision, education provision and open space and recreational facilities. It is envisaged that the new development will become a popular residential neighbourhood and place of work, creating a network of pedestrian and cycle routes and open spaces which connect the site with the surrounding area.

The site comprises of 139 hectares of land, (55 hectares in Cannock Chase District and 84 hectares in Lichfield District) and is roughly rectangular in shape. A report by the two authorities, entitled The Rugeley Power Station Development Brief Supplementary Planning Document, proposes developing the land for a minimum of 2,000 homes, employment uses and power/storage production. As noted, the supporting infrastructure will include a school, open space, play facilities and public art.

Lichfield District Council (LDC) developments

LDC is presently undertaking a feasibility study in relation to the potential replacement of Friary Grange Leisure Centre, Lichfield. The funding and site options/feasibility is not likely to be finalised until September 2018 and there is no corporate or formal commitment at this stage as to whether or not LDC will provide this facility or look to the open market. The study is, however, based upon information Sport England Facilities Planning Model information.

The current venue has:

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- ◀ 25m swimming pool
- ◀ 2 squash courts
- ◀ Multipurpose rooms
- ◀ 5 court sports hall
- ◀ Health and fitness suite with two studios
- ◀ Outdoor sand dressed artificial turf pitch.

Opportunities to develop additional housing in Cannock Chase will occur on the recently closed Rugeley Power Station site. There is close collaboration on the development of this site and on other wider developments between Lichfield and Cannock Chase district councils. It is also noted that LDC is in the process of undertaking a feasibility study in respect of a replacement for the Friary Grange Leisure Centre - in Lichfield.

Wider context

Birmingham has been chosen as the host city for the 2022 Commonwealth Games, with plans already underway for a major new development bringing 3,000 new homes to the area after the event. With the cost of hosting expected to reach around £750m, the Government has agreed to cover £560m of the bill, while a significant proportion of the shortfall will be made up by the introduction of a hotel tax where visitors pay an additional £2 a night to stay in the city.

Birmingham City Council and the West Midlands Combined Authority have also applied for £189m of funding from the government's Housing Infrastructure Fund to contribute to development of the Perry Barr Athlete's Village, which will house c. 6,500 athletes and officials during the Games. The plan is to then convert this into apartments and townhouses for sale and rent.

Summary

Cannock Chase's recently published Corporate Plan (2018-2023) identifies promoting prosperity and community wellbeing as its key priorities. Within this new framework is a clear commitment to promote active and healthy lifestyles. The Local Plan identifies the requirement for more housing in both the wider Birmingham area and in Cannock Chase itself. The exact nature and number of housing development has not yet been agreed but may be in the area of 295 dwellings per year. The closure and, therefore, potential development of Rugeley Power Station may impact more significantly on housing growth in the future (in cooperation with Lichfield Council).

Further the Birmingham Commonwealth Games 2022 has the potential to be used as a catalyst to generate increases in sport and physical activity participation in the build-up to the Games and beyond. The effect of the Games on facilities is likely to be restricted to mountain biking as this is the only sport identified to be taking place within the District.

The population of Cannock Chase is expected to rise by just over 5% by 2036. Of significance is the estimate that the 65+ age group is projected to rise from 17.8% of Cannock Chase's population in 2014 to 27.2% of the total by 2036.

All of the above indicates limited change to the numbers living within the District up to 2036 but that there will be a gradual increase in the age demographic. The rise in numbers is unlikely to lead to significant increases in demand for sports facilities. It is, however, likely that the changing profile of the population within the local authority will lead to different requirements for sports and leisure facilities over a period of time. There may be an increasing demand placed on facilities during the day, for example, or for different programmes of activity to be considered so that people can stay active for longer.

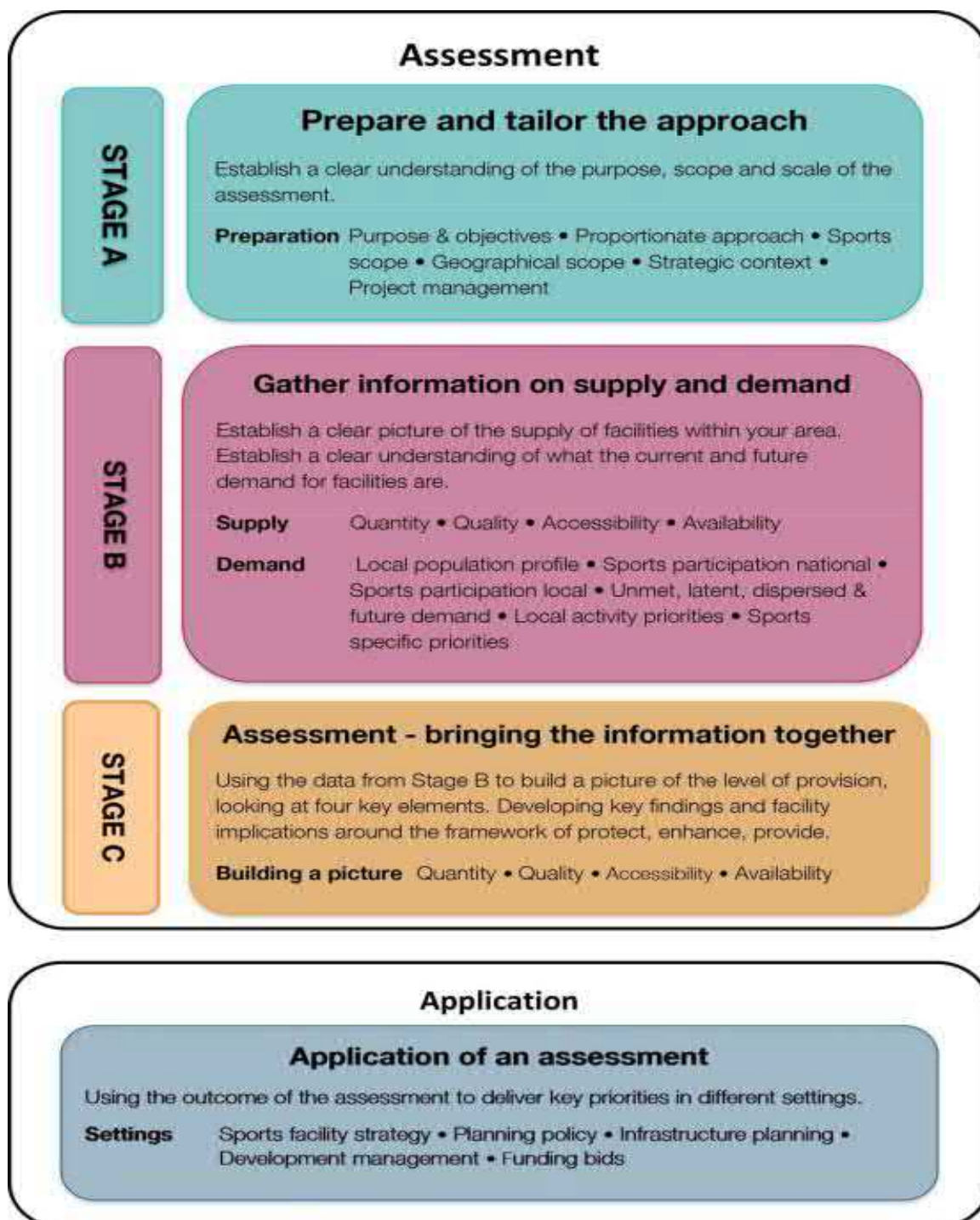
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SECTION 3: INDOOR SPORTS FACILITIES ASSESSMENT APPROACH

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



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

'Access to high quality open spaces and opportunities for sport and recreation can make an important contribution to the health and well-being of communities. Planning policies should be based on robust and up-to-date assessments of the needs for open space, sports and recreation facilities and opportunities for new provision. The assessments should identify specific needs and quantitative or qualitative deficits or surpluses of open space, sports and recreational facilities in the local area. Information gained from the assessments should be used to determine what open space, sports and recreational provision is required.' (NPPF, Paragraph 96).

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

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

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

3.2: Site visits

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

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

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

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

Table 3.1: Quality ratings of indoor sports facilities using ANOG

Quality rating	Description
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 acceptable condition but may show some signs of wear and tear. Ancillary facilities are good quality, but potentially showing signs of age and some wear and tear.
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 account of facility age and the condition of surfaces, tiles and walls. Line markings and safety equipment are rated, any problem areas such as mould, damage, leaks etc. are noted. Condition of fixtures, fittings and equipment are recorded. Adequate safety margins are important. Changing rooms are assessed. Maintenance and wear of the facility is taken into account. Disability Discrimination Act compliance is also noted, although not studied in detail for the purposes of this report. When all this data has been collated, an overall quality rating is awarded to each facility at a site. Site visits are conducted at all sites with main sports facilities, such as a 3-court or larger sports hall.

Catchment areas

Catchments for different facility types are used to identify areas not served by existing indoor sports provision. Catchment areas vary from person to person, day to day, hour to hour. This problem is overcome by accepting the concept of 'effective catchment', defined as the distance travelled by around 75-80% of users (Sport England's model).

This, coupled with KKP's experience working in/with leisure facilities and delivering assessments for many other local authorities enables identification of catchment areas for sports halls as follows:

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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	30 minute drive
Indoor tennis centres	30 minute drive

3.3: Facilities Planning Model overview

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

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

In its simplest form the model seeks to assess whether the capacity of existing facilities for a particular sport are capable of meeting local demand for that sport taking into account how far people are prepared to travel to a facility (using the integrated transport network). In order to estimate the level of sports facility provision in an area, the model compares the number of facilities (supply), by the demand for that facility (demand) that the local population will produce.

The Model is prescriptive and not predictive in that it does not provide precise estimates of the use of proposed facilities. Rather, it prescribes an appropriate level of provision for any defined area in relation to demand and which reflects national expectations and policies.

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

For this report the assessment uses the FPM data from the Strategic Assessment of provision for sports halls and swimming pools in Cannock Chase from 2014, when the assessment was undertaken for the Facilities Framework for Staffordshire. It is based on the projected changes in the population of the authority for both swimming pools and sports halls.

KKP takes account of the findings in the 2014 report and uses this as a baseline for the 2018 audit and assessment.

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SECTION 4: SPORTS HALLS

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

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

Larger halls (e.g., those with six or eight courts) can accommodate higher level training and/or competition as well as meeting day to day need. They may also provide an option for more than one pitch/court increasing flexibility for both training and competition and hosting of indoor central venue leagues for sports such as netball. This assessment considers all 3+ court facilities in Cannock Chase in line with Sport England's ANOG. Halls that function as specialist venues, such as dance studios are excluded in this section.

Introduction

The Staffordshire Sports Facilities Framework 2014 found the following:

- ◀ *The supply of sports halls in CCDC is currently 32 badminton courts; total demand is 27. Total supply thus exceeds total demand by five badminton courts; a situation that was not, at that point, considered to be likely to change.*
- ◀ *Population growth to 2024 is minimal so the figures will remain unchanged.*
- ◀ *Sports halls operated at 68% capacity in 2013 and were predicted to operate at 70.5% in 2024; both well within the Sport England specified 80% comfort level. Sport England considers a sports hall to be full if operating at 80% full in peak time on a regular basis).*
- ◀ *Chase Leisure Centre is operating at 98% currently, forecast to increase to 100% by 2024. Rugeley Leisure Centre is already operating at 100% capacity.*
- ◀ *This would suggest other sports halls are operating at less than 68%*
- ◀ *There is a clear case for managing usage more effectively across the authority.*

Sports hall quality was (and is) an issue. Of sites assessed, just one sports hall was rated good. Investment in refurbishing and updating sports halls will be an issue in future.

Further findings from the 2014 Report were that the Staffordshire University Academy in Cannock has a four-court hall and a two court ancillary hall that were not considered in the FPM and are rated good quality. They are recorded on Active Places Power as offering pay and play access but the School reports there being no demand (or staffing) for the facility. This is an issue that should be addressed so as to ensure that use can be made of the facility and demand generated (i.e. marketing, sports development programmes etc.).

CCDC facilities were (and still are) managed by Inspiring Healthy Lifestyles – IHL). The venues operating at or near full capacity would benefit from improved (strategic) programming of all sports halls in the area to ensure that full use is made of them and increased availability achieved at other sites.). This does not include facilities on school sites and there does not appear to be any coordination between various management structures.

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4.1: Supply

Quantity

Figure 4.1 illustrates that sports halls are spread throughout the District with the areas of higher population density well serviced. In particular, Cannock Chase has 10 sports halls within the immediate vicinity.

Figure 4.1: All sports halls in Cannock Chase

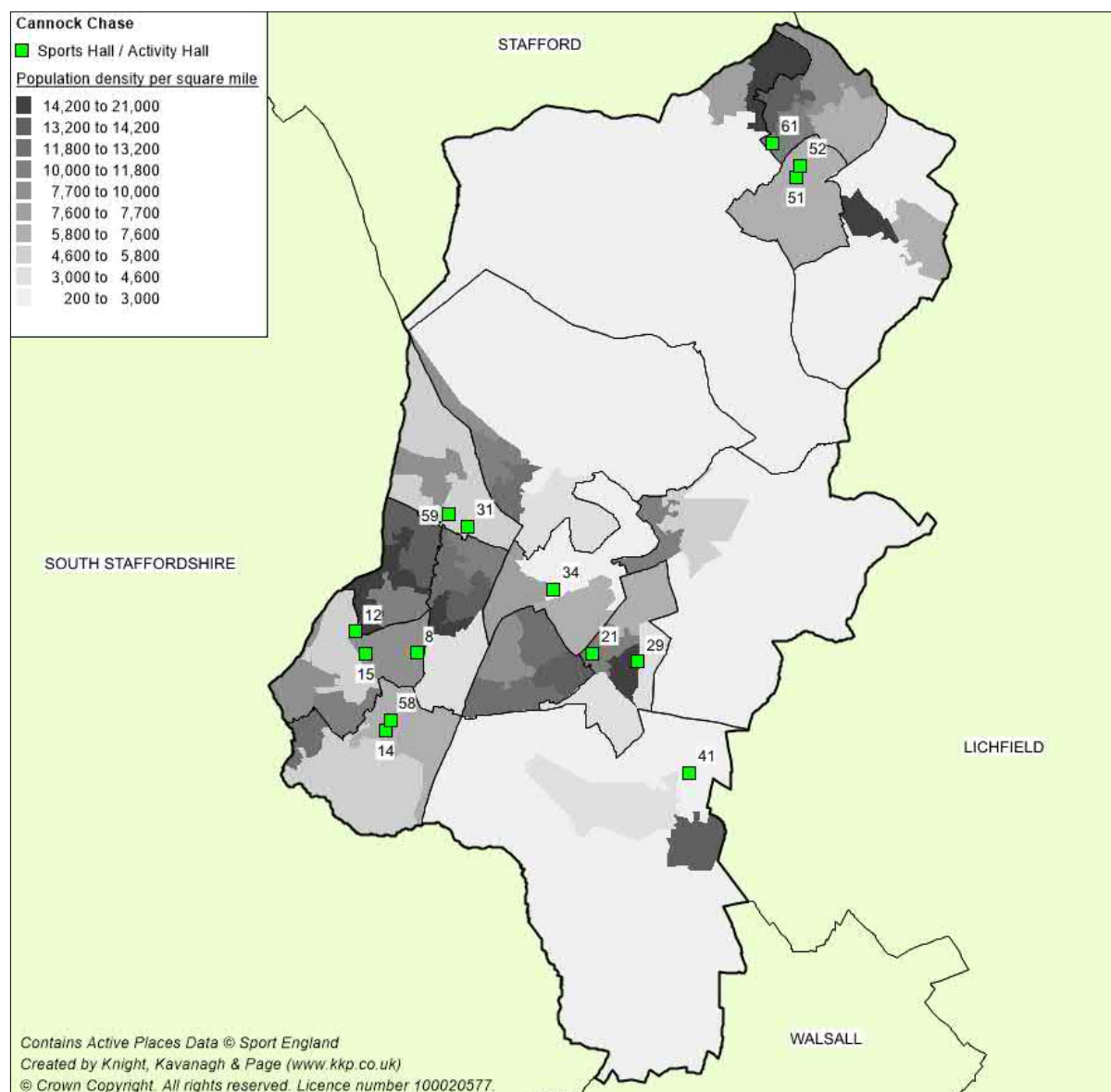


Table 4.1 identifies that the Authority has 19 sports halls located on 14 sites offering a total of 46 badminton courts. More than half (11) identified are two badminton courts or fewer in size. While often appropriate for mat sports, exercise to music and similar provision, halls with fewer than three courts are inevitably limited in terms of the range and scale of recreational and sporting activity they can accommodate. (When undertaking a non-

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technical audit of sites with ancillary halls (see Table 4.1) consideration of programming and quality are considered within the wider context of the overall sport and physical activity offer.

Table 4.1: All sports halls in Cannock Chase

Map ID	Site title	Courts
8	Cannock Chase High School	4
8	Cannock Chase High School	0
8	Cannock Chase High School	0
12	Cardinal Griffin Catholic College	4
12	Cardinal Griffin Catholic College	0
14	Chase Grammar School	4
15	Chase Leisure Centre	8
21	Five Ways Primary School	1
21	Five Ways Primary School	1
29	Heath Hayes Primary Academy	1
31	Hednesford Valley High School	2
34	Kingsmead School	5
41	Norton Canes High School	4
51	Rugeley Academy	1
52	Rugeley Leisure Centre	4
58	St Marys Primary School	1
59	Staffordshire University Academy	1
59	Staffordshire University Academy	4
61	The Hart School (Lower School)	1
Total		46

Community access sports halls

In line with ANOG methodology, sports halls with fewer than three courts and/or which do not offer community use are discounted. The KKP audit identifies eight sports halls, of the requisite size, on eight sites available for community use. These are:

- ◀ Cannock Chase High School
- ◀ Cardinal Griffin Catholic College
- ◀ Chase Leisure Centre
- ◀ Chase Grammar School
- ◀ Kingsmead School
- ◀ Norton Canes High School
- ◀ Rugeley Leisure Centre
- ◀ Staffordshire University Academy

Quality of facilities

All available sites were subjected to a non-technical assessment to ascertain facility quality. The results are illustrated in Figure 4.2 and Table 4.2.

The eight community accessible halls offer a total of 37 badminton courts. One site is rated as good (Staffordshire University Academy), four above average (Cardinal Griffin Catholic College, Chase Grammar School, Norton Canes High School and Rugeley Leisure Centre)

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and three are rated as below average (Cannock Chase High School, Chase Leisure Centre and Rugeley Leisure Centre).

Figure 4.2: Sports halls (3+ courts) offering community use in Cannock Chase by condition

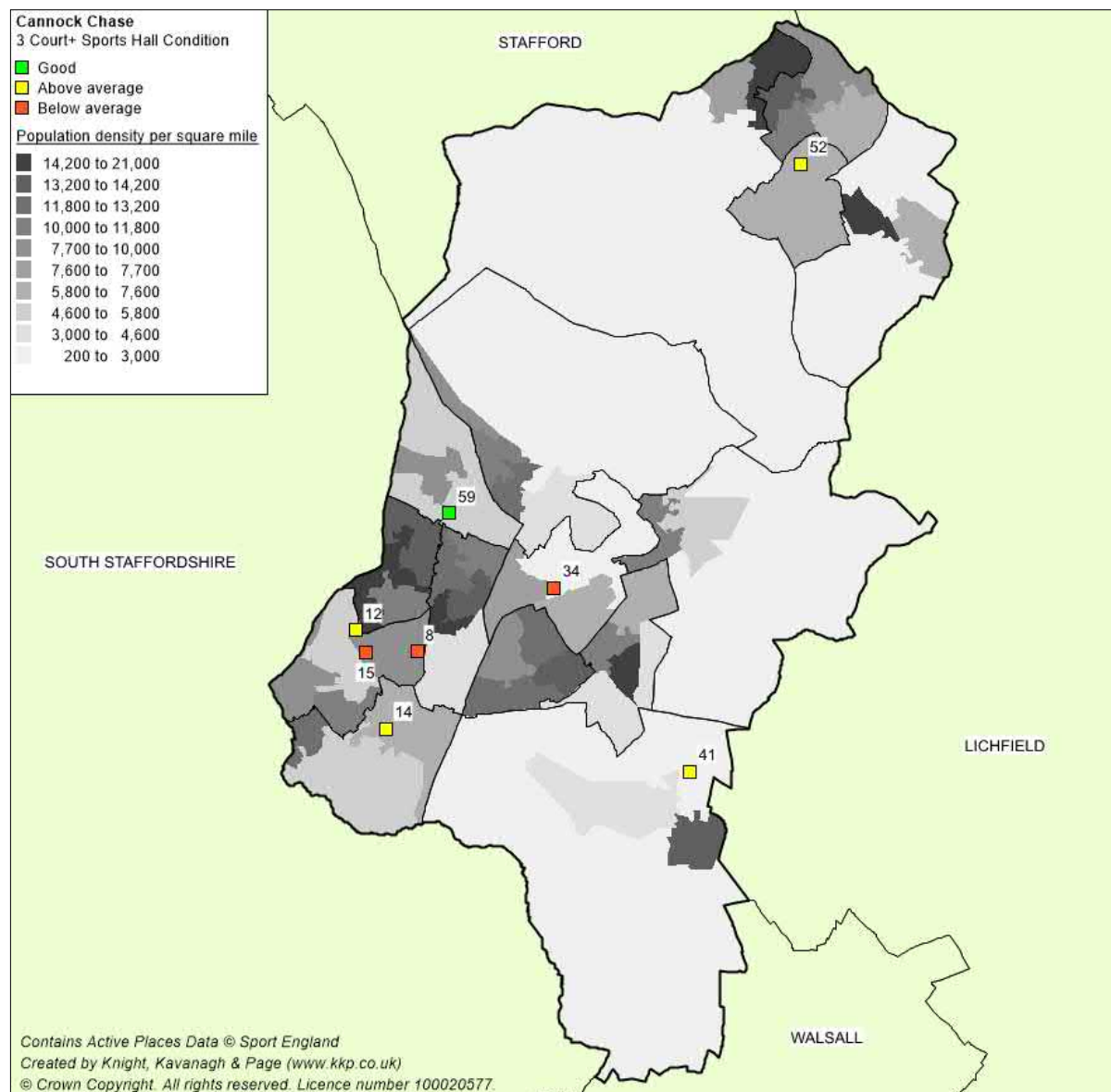


Table 4.2: Sports halls (3+ courts) in Cannock Chase by condition

ID	Site name	Courts	Assessment condition	
			Court	Changing
8	Cannock Chase High School	4	Below average	Below average
12	Cardinal Griffin Catholic College	4	Above average	Below average
14	Chase Grammar School	4	Above average	Below average
15	Chase Leisure Centre	8	Below average	Below average
34	Kingsmead School	5	Below average	*Below average
41	Norton Canes High School	4	Above average	Below average

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ID	Site name	Courts	Assessment condition	
			Court	Changing
52	Rugeley Leisure Centre	4	Above average	Above average
59	Staffordshire University Academy	4	Good	Below average
Total		37		

There is one eight court sports hall (Chase Leisure Centre), one five court sports hall (Kingsmead School) and the other six halls all have four courts. Table 4.2 clearly shows the need for investment in changing facilities as seven out of the eight facilities are considered to be below average i.e., the only facility with changing facilities rated above average is Rugeley Leisure Centre.

Table 4.3 identifies the year each facility was built and the year in which any refurbishment or significant investment has occurred. The information clearly shows a correlation between the date the facility was built, and the quality level identified in Table 4.2.

Table 4.3: Year of construction and refurbishment details of sports halls

Site name	Year built	Refurbishment	Age (years)
Cannock Chase High School	2001		17
Cardinal Griffin Catholic College	1976	Unknown	42
Chase Grammar School	1996	2003	22
Chase Leisure Centre	1991	2012	37
Kingsmead School	1970	1996	48
Norton Canes High School	1971	2006	47
Rugeley Leisure Centre	2004	2016 (new floor)	14
Staffordshire University Academy	2013		5

Accessibility

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

Research identifies that residents from deprived areas are less likely to participate in sport than people from more affluent areas. This can be due to a range of reasons including, for example, cost and access. Having facilities within a suitable distance (20-minute walk time) is important to ensure all residents have access to them.

Figure 4.3 and Table 4.4 indicate that over four fifths (83.3%) of Cannock Chase residents live within a 20-minute walk of a 3+ court sports hall. Table 4.4 identifies that:

- ◆ Under one third (30%) of the population (29,253) lives in the most deprived areas which is commensurate with the national average c. 30%.
- ◆ Of the people living in the areas of higher deprivation, 93.2% (27,281) live within a mile of a community accessible sports hall.

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All of Cannock Chase population is within 20-minute drive of a Cannock Chase publicly accessible sports hall of minimum size at least 3 badminton courts: (2016 MYE population estimate of 98,534). The map can be found in Appendix 4.

Figure 4.3: 20 Sports halls by condition with 1 mile radial catchment set against IMD 2015

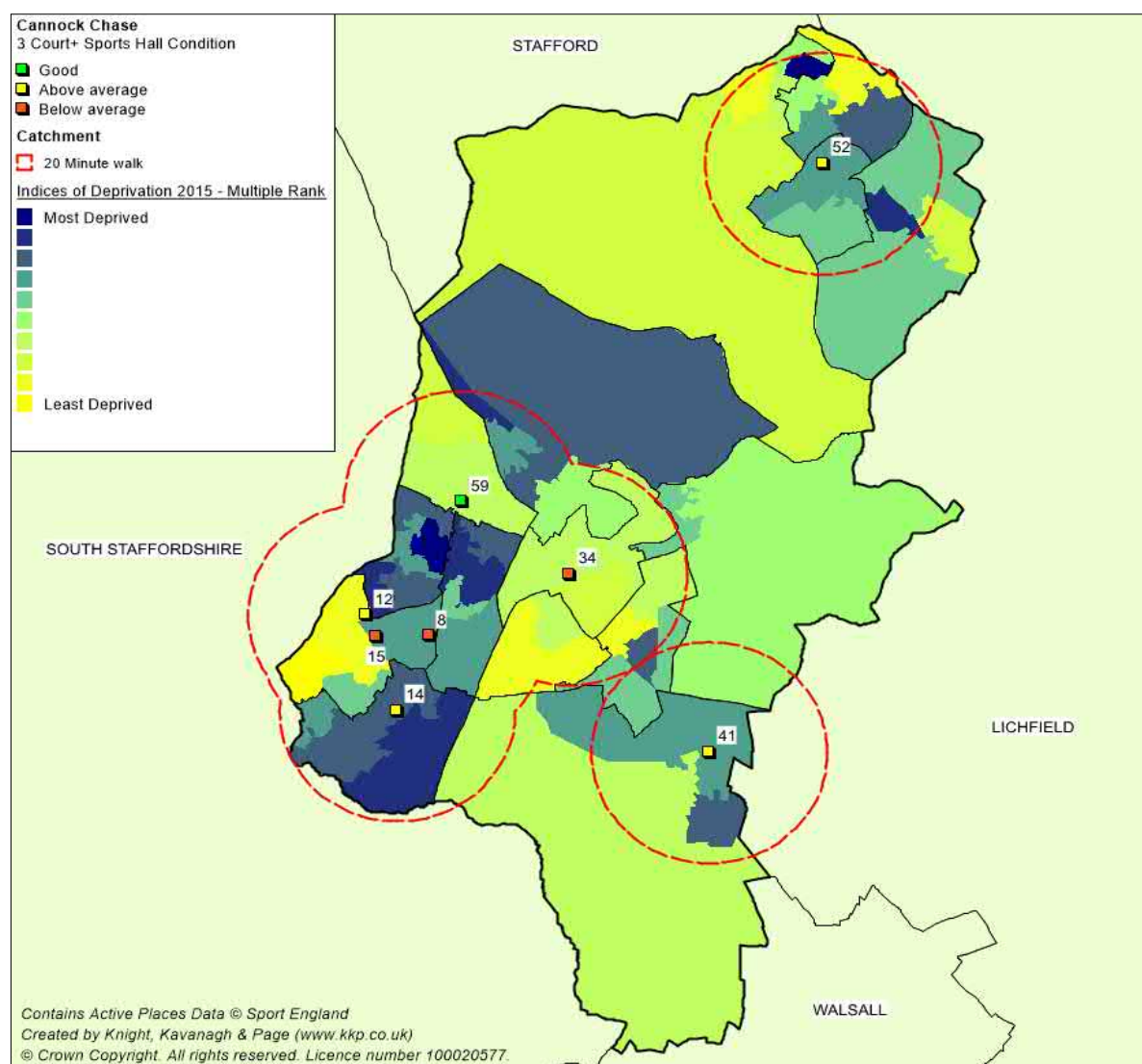


Table 4.4: Percentage of population within 20 minutes' walk of sports halls

IMD 2015 10% bands	Cannock Chase		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	2,621	2.7%	2,606	2.7%	15	0.0%
10.1 - 20	10,654	10.9%	10,037	10.2%	617	0.6%
20.1 - 30	15,978	16.3%	14,638	14.9%	1,340	1.4%
30.1 - 40	13,191	13.5%	12,849	13.1%	342	0.3%
40.1 - 50	12,088	12.3%	8,472	8.7%	3,616	3.7%

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50.1 - 60	8,150	8.3%	3,962	4.0%	4,188	4.3%
60.1 - 70	15,017	15.3%	12,934	13.2%	2,083	2.1%
70.1 - 80	6,399	6.5%	3,357	3.4%	3,042	3.1%
80.1 - 90	12,194	12.5%	11,128	11.4%	1,066	1.1%
90.1 - 100	1,648	1.7%	1,648	1.7%	0	0.0%
Total	97,940	100.0%	81,631	83.3%	16,309	16.7%

Availability and facility management

Management and ownership across all sports halls varies.

Table 4.5: Ownership and management of sports hall facilities

Site	Ownership	Management
Cannock Chase Leisure Centre	CCDC	Inspiring Healthy Lifestyles
Rugeley Leisure Centre	CCDC	Inspiring Healthy Lifestyles
Staffordshire University Academy	Academy	Academy
Cardinal Griffin Catholic College	Local Authority	College
Chase Grammar School	Independent School	School
Kingsmead School	Academy	School
Norton Canes High School	Local Authority	School
Cannock Chase High School	Academy	School

All schools manage their sports facilities independently regardless of who owns the site. Inspiring Healthy Lifestyles manages Cannock Chase and Rugeley leisure centres on behalf of CCDC. The different management arrangements make it difficult to coordinate pricing and programming across the facilities.

The IHL contract was awarded in 2012 for an initial period of ten years. There appears to be a good relationship between CCDC and IHL with consultation indicating that the contract period is likely to be extended until 2032. Significant investment in Chase Leisure Centre is planned (subject to further consultation) especially for inclusive cycling and a multipurpose room, which will entail the conversion/removal of the indoor bowling area.

Table 4.6 indicates that a variety of sports are played across the District. The more popular sports are indoor football, badminton, and indoor cricket nets. Indoor football is played at six of the eight sites. All education sites report having spare capacity.

Table 4.6: Community use of sports halls in Cannock Chase

ID	Site	Courts	Main sports played
15	Cannock Chase Leisure Centre	8	Badminton (casual/no strings), netball (high five, junior), 5-a-side, trampolining, rebound therapy, dodgeball, roller skating, futsal.
52	Rugeley Leisure Centre	4	Netball, cricket (indoor nets), football, rugby (tots), trampolining, badminton, basketball.
59	Staffordshire University Academy	4	Football teams (junior)
12	Cardinal Griffin Catholic College	4	Handball*, badminton

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ID	Site	Courts	Main sports played
14	Chase Grammar School	4	5 a side football
34	Kingsmead School	5	Climbing, football, hockey, cricket (indoor nets)
41	Norton Canes High School	4	Football (5 a side & juniors)
8	Cannock Chase High School	4	Badminton, indoor cricket, Nerf wars, Tae Kwon Do.

* Handball is used for training although the court is insufficient in size

Consultation at education sites indicates a desire and capacity to accommodate more sports hall bookings. Lack of demand is reported. Conversely, the two main leisure centres (Chase and Rugeley) appear to have little capacity to accommodate any more sports/teams.

It is also noted that the two sites with the larger halls (Chase Leisure Centre – 8 courts and Kingsmead School – 5 courts) appear not to be booked for the sports that require larger indoor spaces. For example, handball is played at Cardinal Griffin Catholic Colleges. Chase Leisure Centre does however, report accommodating events that use the full eight courts, such as cat and dog shows, regional gymnastics events, robot wars and boxing shows.

Analysis of the hire costs of sports halls has been undertaken; results are reported in Table 4.7. This indicates that school facilities hire costs are significantly lower than CCDC owned facilities. That being said, the cost of hiring facilities is always a challenge to clubs especially those that are newly established or require significant officials/ equipment costs.

Table 4.7: Sports hall hire costs in Cannock Chase

Facility	Sports hall hire costs
Cannock Chase Leisure Centre	£51.00: full court hour, Badminton £9.30 peak/ £7.30 off peak
Rugeley Leisure Centre	£51.00: full court hour. Badminton £9.30 peak/ £7.30 off peak
Staffordshire University Academy	
Cardinal Griffin Catholic College	£25.00 per hour for the use of the sports hall
Chase Grammar School	
Kingsmead School	£20.00 per hour Monday-Friday £25.00 per hour weekends and school holidays
Norton Canes High School	£30.00 per hour *

* weekends incur and additional £20 costs for additional cleaning and caretaking costs

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Neighbouring facilities

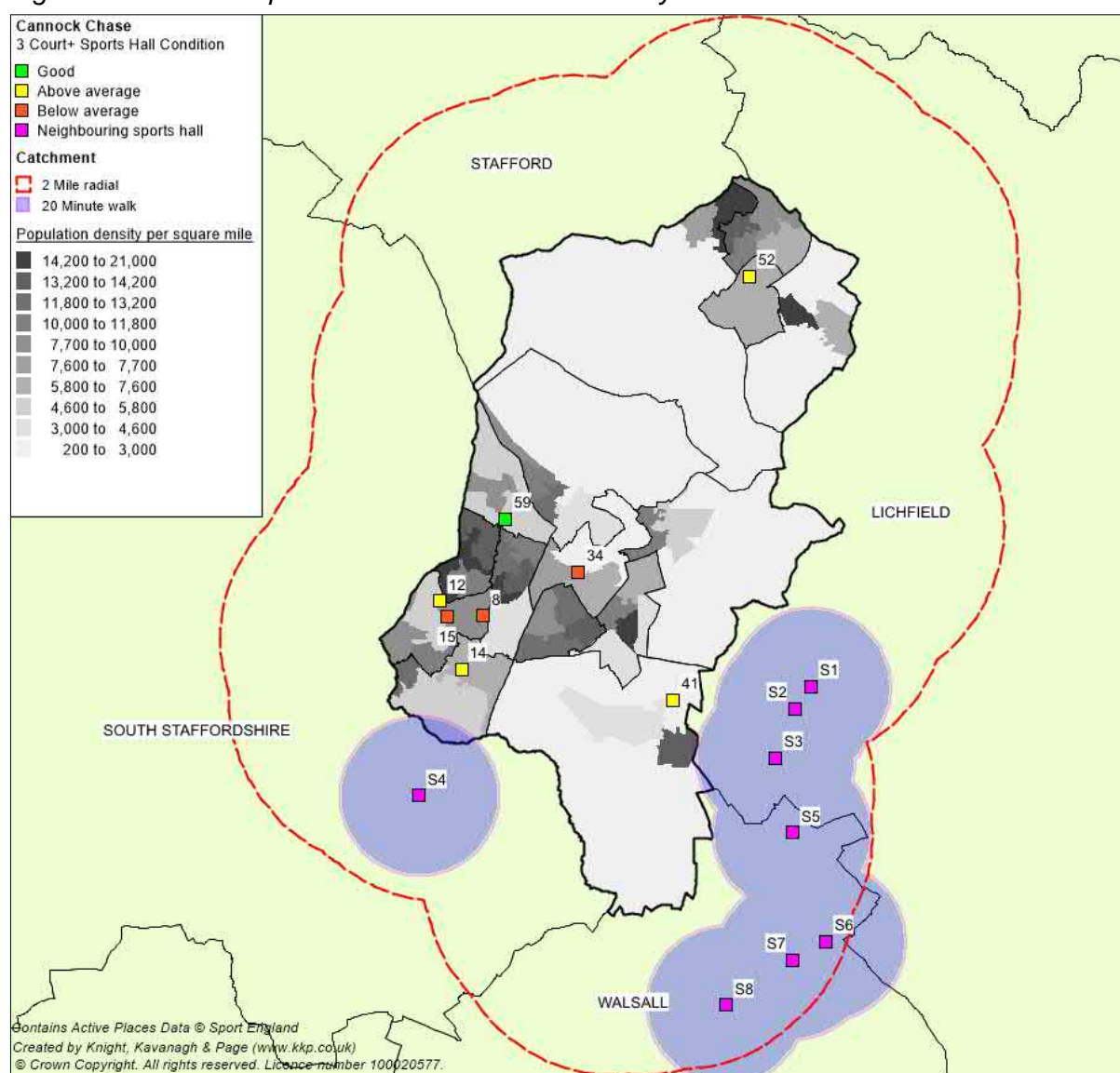
Accessibility is influenced by facilities located outside the CCDC boundary. Table 4.8 and Figure 4.5 indicate facilities within a two-mile radial catchment. The two-mile border is indicative of how far people might be likely to travel and serves as an example only.

Table 4.8 Sports halls in neighbouring authorities within a 2-mile boundary

ID	Site Name	Courts	Access type	Authority
S1	Chase Terrace Technology College	4	Sports club /CA	Lichfield
S2	Burntwood Leisure Centre	4	Sports club / CA	Lichfield
S3	Erasmus Darwin Academy	4	Pay and play	Lichfield
S4	Cheslyn Hay Leisure Centre	5	Pay and play	South
S5	Brownhills School	4	Sports club / CA	Walsall
S6	Shire Oak Academy	4	Sports club / CA	Walsall
S7	Oak Park Active Living Centre	6	Pay and play	Walsall
S8	Ormiston Sheffield Community Academy	4	Pay and play	Walsall

Source: Active Places Power 27/03/2018 *Community Association

Figure 4.5: 3+ court sports halls within 2 mile boundary of CCDC and 20-min walk catchment



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Eight 3+ court sports halls (on eight sites) are located within a two mile radius of the CCDC boundary. These are mainly in Lichfield (three) and Walsall (four). Another hall is located to the south west of the authority (Cheslyn Hay Leisure Centre). This is in South Staffordshire. Schools and colleges allow for community use outside of school hours whilst Oak Park Active Living Centre and Cheslyn Hay and Burntwood leisure centres offer both day time and evening/weekend access. None of the facilities identified are under threat of closure so are likely to continue to accommodate current levels of imported demand.

Summary of supply

CCDC has 19 sports halls on 14 sites (totalling 46 badminton courts). Of these, eight have 3+ courts (total; 37 courts) and are considered to be community accessible. Non-technical assessments identify that all (apart from Rugeley Leisure Centre) have below average changing facilities. Four have above average sports halls with Staffordshire University Academy assessed as good. There is spare capacity in school sports halls but very limited (if any) spare capacity at Chase and Rugeley leisure centres. School site hires are considerably lower than the leisure centres. All CCDC residents live within a 20-minute drive time of a sports hall, 83% live within a 20-minute walk time of one. Eight sports halls are located within two miles of the local authority boundary.

4.3: Demand

NGB and club consultation

Badminton

Badminton England (BE) is the NGB for Badminton. Its 2017-2025 strategy, Discover Badminton; presents a vision for badminton to become one of the nation's most popular sports and to consistently win medals at world, Olympic and Paralympic levels. To achieve this, it has identified three key objectives:

- ◀ Grow grassroots participation.
- ◀ Create a system that identifies and develops player potential to deliver consistent world class performers.
- ◀ Build financial resilience to become a well governed organisation and demonstrate compliance with the UK governance code.

BE reports having 21 affiliated badminton clubs within Staffordshire, however, within Cannock Chase there is only one badminton club and it is not affiliated. It plays at Cannock Chase High School.

BE reports there being capacity for badminton to take place at both Rugeley and Chase Leisure Centre's with Chase Leisure Centre hosting a "No Strings" badminton session one evening per week.

Cannock Chase has been identified as an area for potential growth for this sport due to the lack of affiliated and all clubs. Staffordshire Schools Badminton Association has also identified this area as an area for improvement.

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Gymnastics:

The British Gymnastics (BG) Strategic Framework 2017-2021 identifies three key priorities:

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

Its facility development priorities (for the period 2017 - 2021) are:

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

BG reports that there is limited access to facilities for gymnastics in Cannock Chase with all clubs reporting waiting lists. This restricts access to gymnastic activity due to the limited time available at both dedicated and non-dedicated facilities.

Table 4.9: Gymnastic Club membership and club facility type

Club Name	Number of participants	Type of facility
Birches Valley Gymnastics Club	550	Dedicated facility
South Staffs Acrobatics	170	Dedicated facility
South Staffs Acrobatics Gymnastics	40	Dedicated facility
C.H.A.N.C.E Sports Acrobatics	22	Non-dedicated high school

Consultation with Birches Valley Gymnastics Club echoes the message given out by BG in that it has a long waiting list. It has good facilities and looks to cater to everyone across its eight squads. It is keen to expand its space to encompass more members. There is, however, a workforce development issues as it does not have enough coaches to cater for demand.

It is in current discussion with regard to the expansion of its facility. This will not accommodate an increase in capacity but will allow for more space between apparatus and enable the provision of a warm up area with more space available at changeover times between groups.

South Staffs Acrobatics and South Staffs Acrobatics Gymnastics clubs were unavailable for consultation.

C.H.A.N.C.E Sports Acrobatics Club is located in an activity hall dedicated to gymnastics at Norton Canes High School. It also reports having a long waiting list.

BG identifies an increasing demand for gymnastics in line with an increasing population. There appears to be a need for more clubs and facilities. To address this, BG suggests

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working with local leisure providers to offer facilities as well as encouraging clubs to expand into dedicated gymnastics facilities (subject to sufficient demand and an accompanying business plan). Alternatively, there may be the opportunity to identify smaller village and/or community halls which could be given over to gymnastics on a more regular basis.

Handball

Cannock Olympia Handball Club has four teams, one men's, one junior and two girls' teams (U16s and U18s). The U18s girls team was England Handball U18 Girl's League Champions in 2017 having gone unbeaten all season; it then went on to win the National Cup.

The Club trains at Cardinal Griffin Catholic College in a sports hall that has a court marked. It is, however, of insufficient size.

It would like to be able to play on the court at Cannock Leisure Centre but cites cost as the primary reason that it is unable to do so, consequently it travels out of the area to play matches. One of the key issues with Cannock Leisure Centre is, reportedly, the additional costs of time needed to remove hall dividers to allow the expansion from four to eight courts.

This sits on top of the already higher standard court hire charges relative to schools (see Table 4.7 above). The Club reports that players would typically need to pay c. £20 per player per match to cover costs, which the Club suggests is neither sustainable nor feasible.

Other health and wellbeing groups

Chase Sportability Group – this is a multi-sport offer for adults aged 16 and over with physical, learning, sensory or cognitive disabilities. It runs an outreach and centre-based sports programme, supported by a sports activator. This is a very popular session with between 50 and 60 people attending weekly.

Based at Chase Leisure Centre, particular emphasis is placed on delivering a high-quality sports offer including trampolining, swimming, dance, fitness and exercise, golf, boccia and martial arts. The group is funded by a partnership of organisations including WLCT, Chase Sportability Group, CCDC, Staffordshire County Council, and Chase Sports Council. Funding is secured for the next three years (up to 2020).

GP Referral Scheme- Chase Leisure Centre offers a GP Referral Scheme operated and managed by IHL. This is reportedly rising in popularity. The current scheme has emerged from a Sport England funded programme (concentrating on cancer sufferers). This was a three-year programme which concluded in December 2017.

IHL funds two exercise referral specialists offering a 12-week programme of activity for those referred onto the programme. Information obtained via consultation suggests that there is an aim to drive up numbers on this programme to c. 700, from the approximately 500 currently on the programme. Consultation indicates a c.30% conversion to full membership on completion of the 12-week programme. This does not account for the people who continue to use the sport and leisure facilities but are not committed to taking out a membership offer.

Sports hall activity- Consultation indicates that a range of different activities take place in the sports halls at Chase and Rugeley leisure centres. Activities at Chase Leisure Centre

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include, for example, dodgeball, roller skating, Back 2 Netball and No Strings Badminton. Much of this is Centre activity based rather than club-led. Consultation would indicate that club use has dwindled over recent years.

Rugeley Leisure Centre indicates high demand for sessions such as yoga with full classes meaning that additional space is required to ensure that customer satisfaction remains high. There is a reported conflict between netball and indoor cricket as they require the facilities at the same time/day. Management indicates facing problems trying to balance the needs of different groups. Group exercise is on the increase with good instructors driving up increases in participation. The same cannot be said for other dry side activities as coaches are hard to come by, indicating the need for a wider workforce development plan.

Summary of demand

Both Chase and Rugeley leisure centres offer a wide programme of activities in their respective main and ancillary halls. Much of this appears to be activity-led rather than club based. Consultation indicates a need for a wider workforce development programme to try and drive up the number and quality of qualified coaches in a range of sports.

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

4.4: Supply and demand analysis

Supply and demand are thus summarised:

- ◀ There are eight 3+ courts sports halls on eight sites which offer community use in the Authority. These were identified in the Staffordshire Facilities Framework 2014.
- ◀ Population growth to 2024 is minimal. The key issue is still ensuring that the level of investment in facilities will at least retain the quality of the current stock.
- ◀ The audit confirms that there is still high demand for the facilities at Chase and Rugeley leisure centres whilst there is still spare capacity at all the sports halls on education sites.
- ◀ The assessment also identifies spare capacity at all school sites. This has increased with the opening of Staffordshire University Academy (a four and two court hall, not identified within the FPM 2013). This suggests that there is more spare capacity which is not being used.
- ◀ The projected increase in population of just over 5% by 2036 could place increasing demand on sports halls, but the current spare capacity on all education sites suggests that this can be accommodated for with the current level of supply.
- ◀ The key issue is that the ageing demographic may place more pressure on the requirement for day time use; alternatively, it may lead to a reduced demand for sports hall space as the population becomes less active as it ages.
- ◀ There appears to be an undersupply of coaches which is restricting growth in a number of sports and limiting sports club-based development opportunity in the District.
- ◀ There is a clear case for managing programming and sports hall usage more effectively across the authority.

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4.5: Sport England’s Facilities Calculator (SFC)

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

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

Table 4.10: Sports Facility Calculator for sports halls in Cannock Chase

	Population 2014	Population estimate 2036
ONS population projections	98,549	104,092
Population increase	-	5,543
Facilities to meet additional demand	-	+1.55 courts
Cost		£899,672

Calculations assume that the current sports hall stock remains accessible for community use and the quality remains the same. The projected increase in population will lead to a small increase in demand for sports hall space. The SFC indicates that there will be a requirement for an additional 1.55 badminton courts, up to 2036. The estimated cost of this is c. £900k.

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

4.6: Summary of key facts and issues

In summary, the above consultation and analysis would indicate that Cannock Chase is in the following position with regards to its sports hall provision:

- ◀ It has 19 sports halls located on 14 sites which offer a total of 46 badminton courts.
- ◀ More than half of these sports halls (11) have two badminton courts or fewer.
- ◀ It has eight 3+ court sports halls
- ◀ Sports halls are generally in above average condition although changing facilities are generally below average in quality
- ◀ All the (3+ court) sports halls located at education sites are available for community use.
- ◀ All schools have spare sports hall capacity.
- ◀ The sports halls at Rugeley and Chase leisure centres are operating at near capacity.
- ◀ The cost of hiring school sports halls is significantly lower than those at Rugeley and Chase leisure centres.
- ◀ Much activity taking place in IHL managed sports halls is activity based rather than club-led.
- ◀ The shortage of coaches in a range of indoor sports is hindering their development.
- ◀ All residents live within 20 minutes’ drive time of a 3+ court indoor sports hall
- ◀ Four fifths of residents live within a one-mile radial catchment of a 3+ court indoor sports hall.
- ◀ There appears to be substantial demand for smaller multi-use spaces to allow for growth in, for example, yoga and other class-based activities, especially in Rugeley.
- ◀ The limited change in supply of and demand for sports halls since the 2014 Staffordshire Facilities Framework would suggest that maintaining the quality of existing facilities is a high priority to ensure that participation in indoor sports at least remains constant and/or increases

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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, however, generally recommended that standard dimensions are used to allow appropriate levels of competition and training and to help meet safety standards. Relatively few pools need to be designed to full competition standards or include spectator facilities.

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

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

5.1 Introduction

The Staffordshire Sports Facilities Framework 2014 indicated the following with regard to swimming facilities within Cannock Chase

Cannock Chase FPM findings

- ◀ *Total demand for swimming exceeds the total swimming pool supply in both 2013 and 2024, in terms of the amount of water space available for public use.*
- ◀ *The population in Cannock Chase generates demand for 1,042m² of water space in 2013 based on the weekly peak period. (Note: for context a 25m x 4 lane pool is 212 m² of water). Total supply of water space from the five pools in Cannock Chase in 2013 based on the same measure is 996 m² of water – so demand exceeds supply but not by much.*
- ◀ *Population growth to 2024 creates an increase in demand equivalent to just 18 m² of water to a total of 1,060 m² of water. Total supply is assumed to remain unchanged at 996 m² of water.*
- ◀ *The pool stock varies in age, the oldest pool is the one at the Staffordshire University Academy which opened in 1971. Chase Leisure Centre opened in 1973 but was extensively modernised in 2013. After 1973 no new pool venues opened until Cannock Nuffield Fitness and Wellbeing Centre in 2001. Rugeley Leisure Centre then opened in 2008. Overall the District has a relatively modern stock of new build pools and its major public pool site has been extensively refurbished.*
- ◀ *The key finding is that the estimated overall used capacity of the pools in Cannock Chase averages 75% in 2013 and 79% in 2024. So, whilst supply and demand are close to each other and there is little projected increase in demand up to 2024, the pools are estimated to be very full. Given this finding it is likely that fewer residents will go swimming and activities such as club sessions/swimming lessons etc. will be unable to obtain sufficient pool time to deliver programmes.*
- ◀ *The Cannock Leisure Centre pools already have an estimated used capacity of 100%. Rugeley Leisure Centre has an estimated used capacity of 83% (2013) and 91% (2024). Chase Leisure Centre is also over the pools full comfort level at 71% (2013) and 76% (2024).*

CANNOCK CHASE DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

- ◀ *The pool with “spare capacity” is the Staffordshire University Academy 25 metre x 4 lane pool. The FPM suggests that this has used capacity of 43% (in both 2103 and 2024). In a nutshell, therefore, managing swimming demand in the District is really focused on increasing access to, and use of, this site, so as to alleviate used capacity at the main public pools. This may not be practical or feasible based on cost and the willingness of the Academy to increase the hours it makes available for public access.*
- ◀ *One possible consideration is that the total volume of water space at the four swimming pool sites is 1,198m². This reduces to 996 m² of water when it is assessed on the basis of availability for public use in the weekly peak period. So, 202 m² of water or, 16.8% of the total water space in the authority is not available for public use at peak times.*
- ◀ *Pools are not accessible for public use at peak times are Cannock Chase High School (20m x 4 lane main pool) and Fair Oak High School (20m x 3 lane pool). These do not appear to have any public access and whilst size does restrict their use for certain types of swimming activity and they may be best suited to accommodate learn to swim programmes, they could offer supply to cater for some of the use at the main public pools, thereby reducing the overall used capacity.*
- ◀ *It is acknowledged this is a challenging option both in cost and managing programmes of use across several sites and where ownership varies.*
- ◀ *If this option is not practical and there is no likelihood of increasing swimming pool provision, then the possibility is to manage the programme of use at the public pools to cater for the most popular activities and reduce activities which occupy pool time but for which there are limited numbers. This is, in effect, making more use of the pools but for a narrower range of activities.*
- ◀ *Finally, there is an option to manage the pool used capacity as estimated by the FPM acknowledging the pools will be very full. However, based on the FPM assessment the demand increase is small and so the scale of the issue will not increase significantly.*
- ◀ *Lastly, if an increase in pool capacity is considered then modernisation/expansion of existing sites is a sensible option because there is very good access to these locations by residents based on car travel. Changing pool sites to increase access to pools by car travel is unlikely to improve on what is already a high level of accessibility.*

KKP's findings as part of the County study in 2014 excluded the swimming pools at Cannock Chase High School and Fair Oak High School (this School merged with Hagley Park School and is called the Hart School) because they were unavailable during the peak period. In addition, both pools are smaller than the minimum pool dimensions required for them to be included based upon ANOG. In addition, the 2018 audit (which follows) identifies that the swimming pool at Cannock Chase High School has now closed.

Since the consultation was undertaken, the swimming pool at Staffordshire University Academy is also no longer available for community use. This is the one identified in the FPM with spare capacity and offering potential to alleviate demand on other facilities. This is clearly no longer an option.

CANNOCK CHASE DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

5.2: Supply

Quantity

The 2018 assessment applies to pools available for community use and above the dimensions noted above (pools smaller than 160m² water space and/or located at private member clubs are generally excluded from the assessment) There are pools at three sites.

Figure 5.1: All identified swimming pools in Cannock Chase

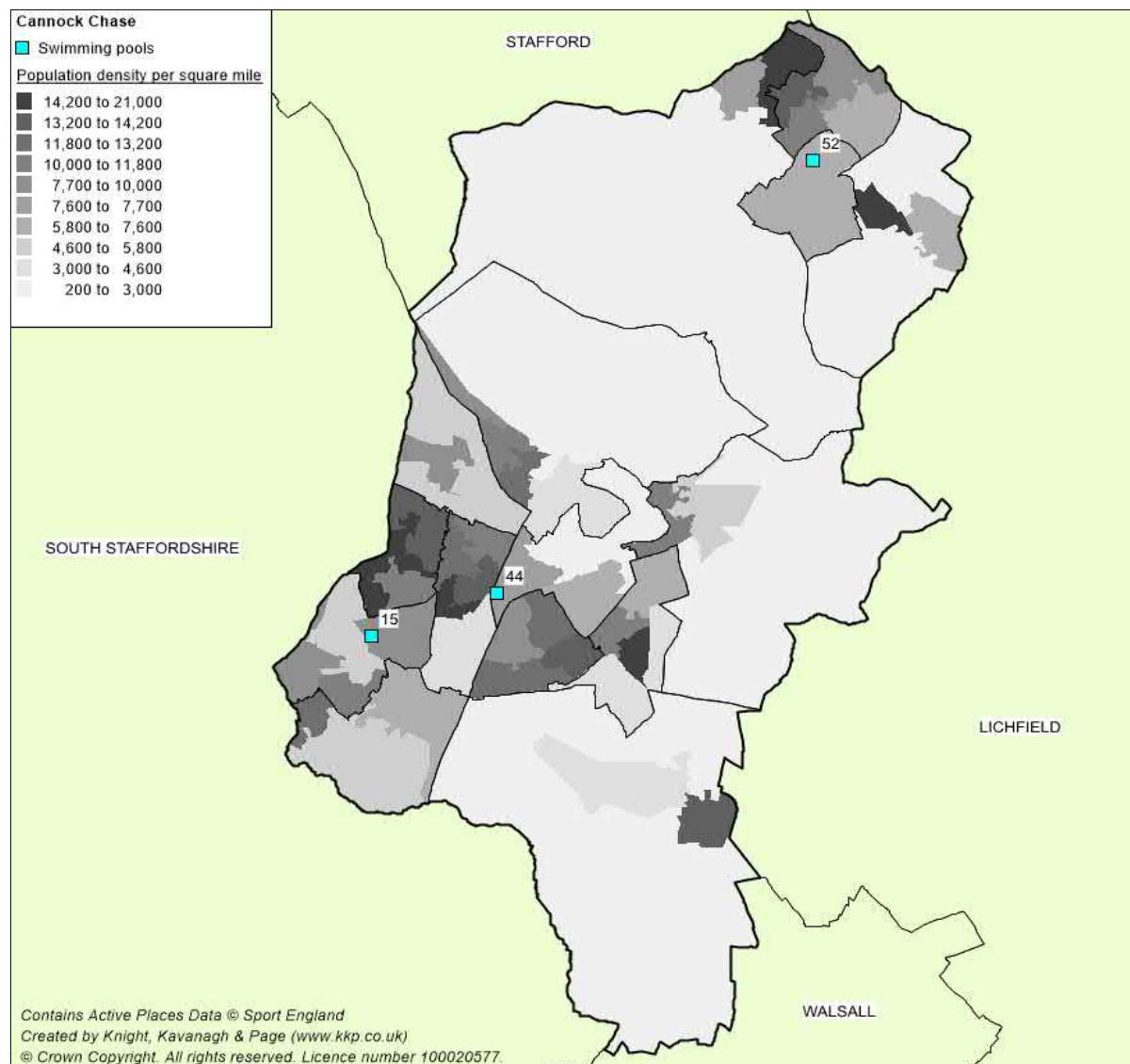


Table 5.1: All swimming pools in Cannock Chase

Map ID	Site	Facility type	Lanes	Length (m)	Area (m ²)
15	Chase Leisure Centre	Main/General	6	25	312.5
15	Chase Leisure Centre	Learner/Teaching/Training	0	12.5	75
15	Chase Leisure Centre	Learner/Teaching/Training	0	12.5	87.5
44	Nuffield Health (Cannock)	Main/General	4	20	*Unknown
52	Rugeley Leisure Centre	Main/General	6	25	325

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As identified above IHL currently operates CCDC core leisure provision. It is a key partner of CCDC responsible for delivering value for money services in respect of the management, operation, and development of culture, leisure and outreach services. Its remit is to focus on the delivery of services at these facilities. It works Collaboratively with the Council to help address a number of health inequalities, which not only affect the quality of life and healthy years expectancy of its residents but also have a significant impact on the overall prosperity of the District and its communities.

Chase and Rugeley leisure centres have the largest swimming pools in the Authority; both have a 6 lanes x 25m pool. Chase Leisure centre has additional learner/teaching pools (x2). Both leisure centres offer pay and play community accessible swimming as well as extensive swimming lesson programmes. There is one other pool in the area, located at Nuffield Health (Cannock) which requires a membership to access. Research also indicates that Nuffield provide swimming lessons through block bookings. KKP was unable to gain access to the venue to view the facilities but website evidence and online customers' reviews would suggest that the pool is in good condition. www.swimming.org states that it is a 20m x 8m pool.

Quality

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

Table 5.2: Community accessible swimming pools by condition

Map ID	Site name	Size (m ²)	Condition	
			Pool	Changing
15	Chase Leisure Centre (Main pool)	312.5	Above average	Above average
15	Chase Leisure Centre (Learner pool)	75	Above average	Above average
15	Chase Leisure Centre (Learner pool)	87.5	Above average	Above average
44	Nuffield Health (Cannock)	N/A	Good	Good
52	Rugeley Leisure Centre	325	Above average	Above average

Table 5.3 indicates pools ages and the year in which they were most recently refurbished.

Table 5.3: Age of pools in Cannock Chase

Site name	Year built	Refurbishment	Age (Years)
Chase Leisure Centre	1973	2012	45
Nuffield Health (Cannock)	2001	2013	17
Rugeley Leisure Centre	2008	-	10

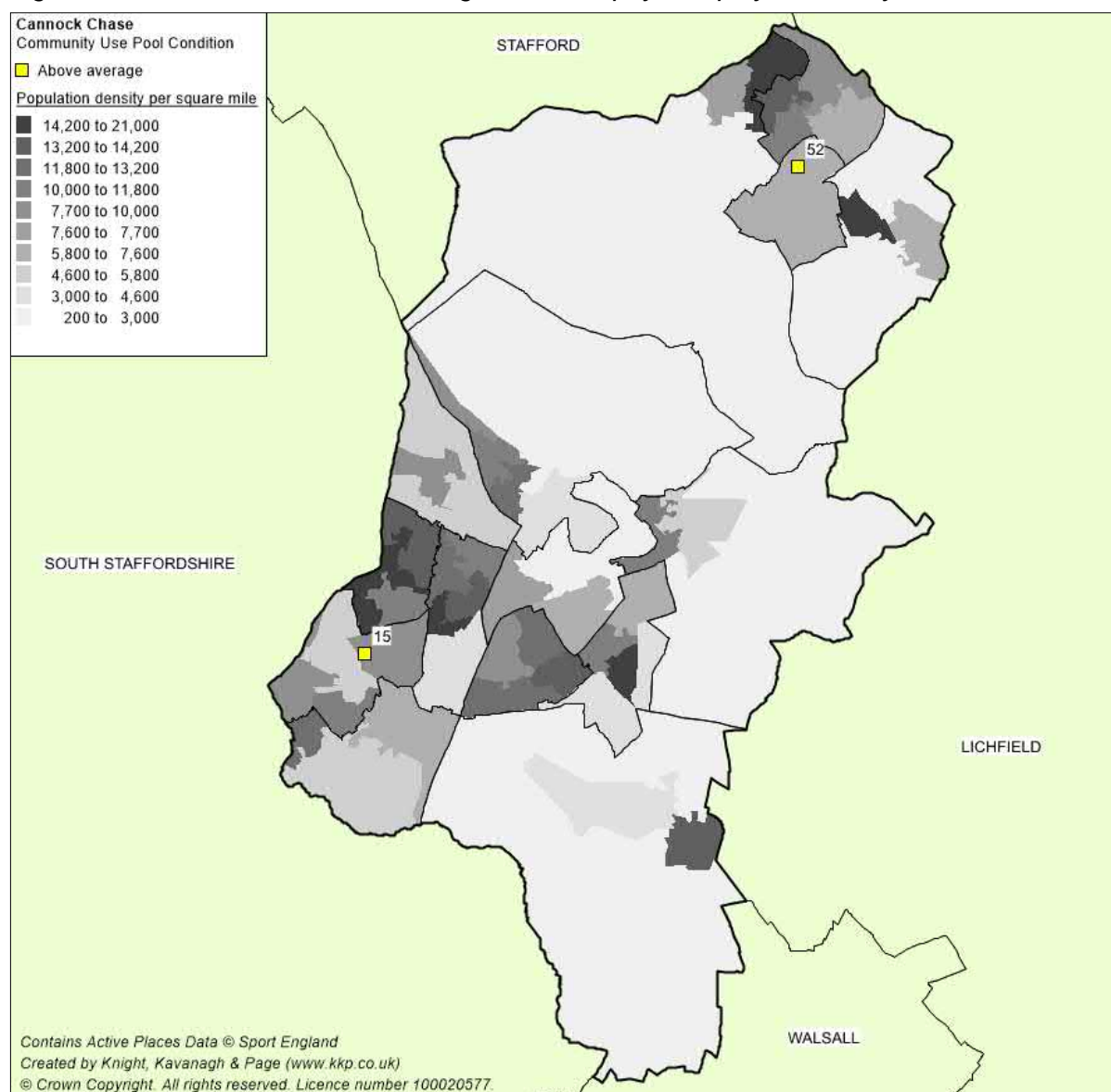
As per the information cited earlier, the oldest pool is Chase Leisure Centre (built in 1973 and modernised in 2012) with the newest being Rugeley Leisure Centre, built in 2008.

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Accessibility

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

Figure 5.2: Cannock Chase Swimming Pools with pay and play access by condition

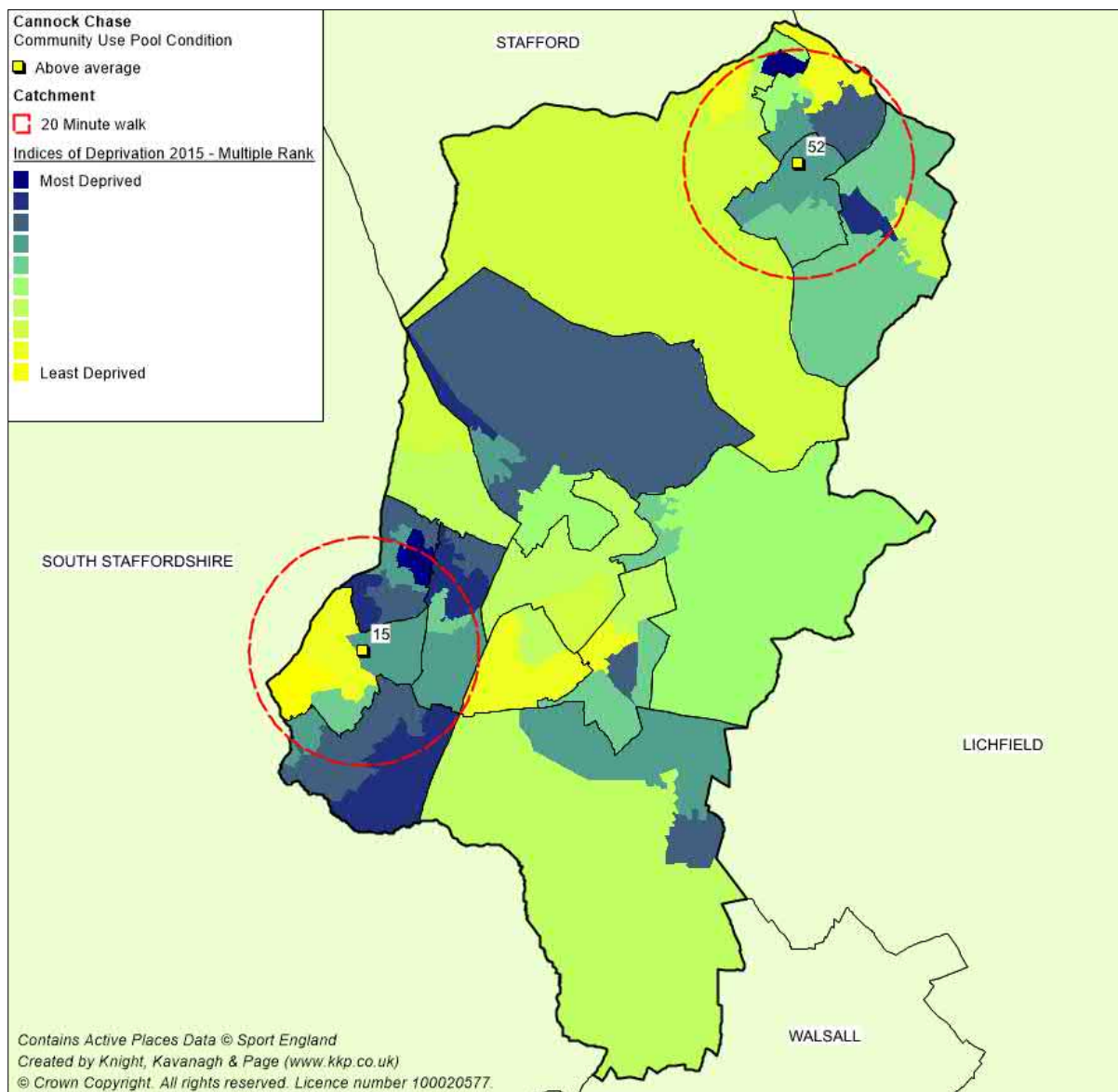


Both pools serve their respective areas of population with Rugeley Leisure Centre catering for residents of Rugeley, and Chase Leisure Centre serving Cannock. Just under two fifths (39.6%) of the population lives within a mile of a community accessible swimming pool with pay and play access, which indicates that two thirds rely on public transport a car or bicycle to access facilities.

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Accessibility is also important for residents who live in areas of higher deprivation. As noted earlier 29% of the District's population live in the 30% most deprived areas (29,253 people). Of these, 13.3% (13,077 people) live within a mile of a community accessible swimming pool.

Figure 5.3: Accessible swimming pools with 1-mile radial catchments including condition



CANNOCK CHASE DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

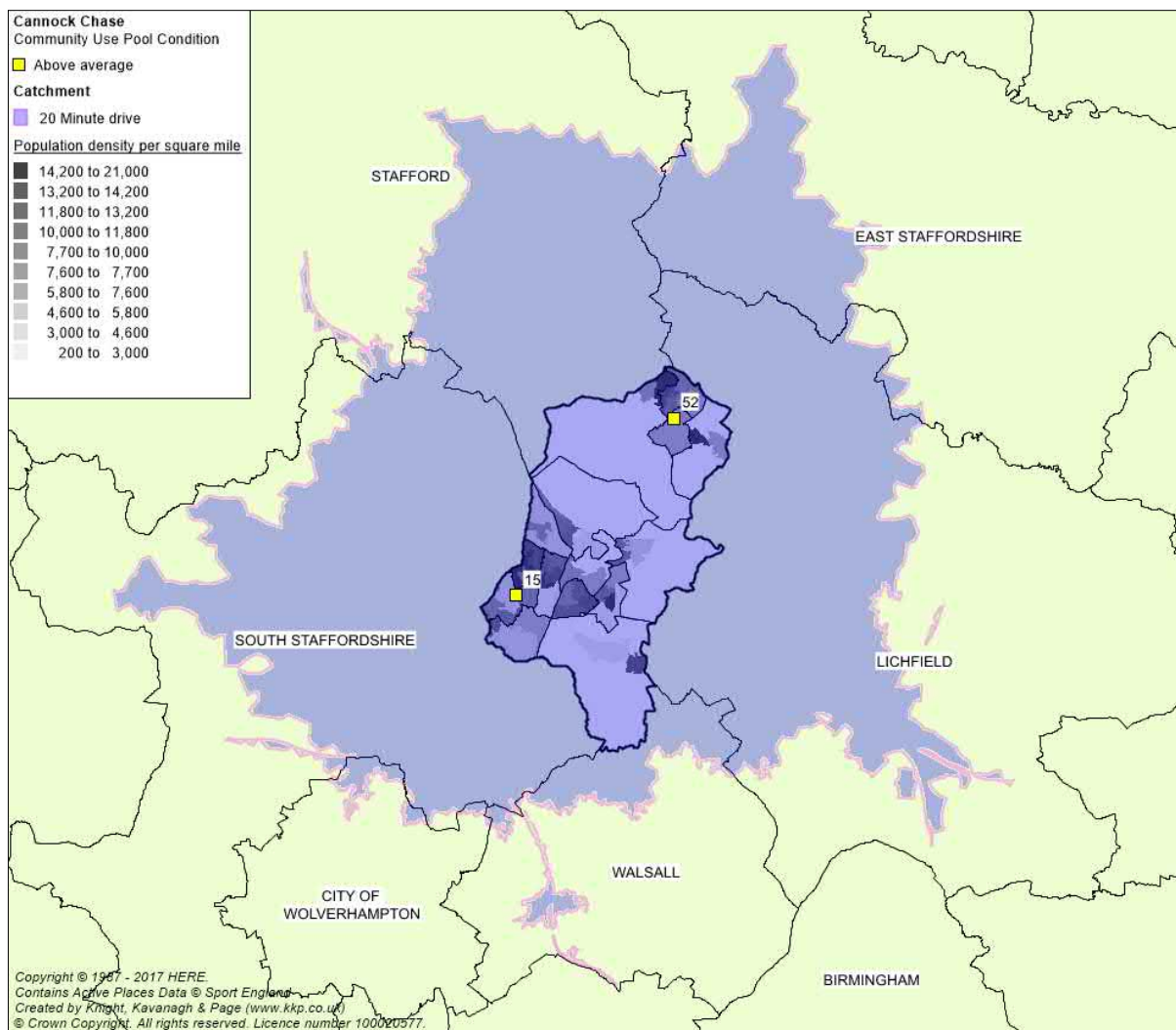
Table 5.4 Radial catchment of swimming pools using 20 minute walk on IMD

IMD 2015 10% bands	Cannock Chase		Pools with community use. Catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	2,621	2.7%	2,187	2.2%	434	0.4%
10.1 - 20	10,654	10.9%	5,553	5.7%	5,101	5.2%
20.1 - 30	15,978	16.3%	5,337	5.4%	10,641	10.9%
30.1 - 40	13,191	13.5%	9,609	9.8%	3,582	3.7%
40.1 - 50	12,088	12.3%	6,608	6.7%	5,480	5.6%
IMD 2015 10% bands	Cannock Chase		Pools with community use. Catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
50.1 - 60	8,150	8.3%	2,099	2.1%	6,051	6.2%
60.1 - 70	15,017	15.3%	1,229	1.3%	13,788	14.1%
70.1 - 80	6,399	6.5%	286	0.3%	6,113	6.2%
80.1 - 90	12,194	12.5%	4,202	4.3%	7,992	8.2%
90.1 - 100	1,648	1.7%	1,648	1.7%	0	0.0%
Total	97,940	100.0%	38,758	39.6%	59,182	60.4%

Figure 5.4 below indicates that all CCDC residents live within a 20-minute drive of a Cannock Chase district based publicly accessible pool (that is of at least 160m²) and offers pay and play opportunities. (2016 MYE population estimate of 98,534).

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Figure 5.4: Cannock Chase swimming pools 20-minute drive time



Neighbouring facilities

Four community accessible swimming pools are located within two miles of the CCDC boundary. One is in Lichfield, one in South Staffordshire and two in Walsall. Burntwood Leisure Centre, Lichfield is likely to serve the residents from the Norton Canes settlement.

CANNOCK CHASE DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure 5.5: Swimming pools within a two mile boundary of Cannock Chase

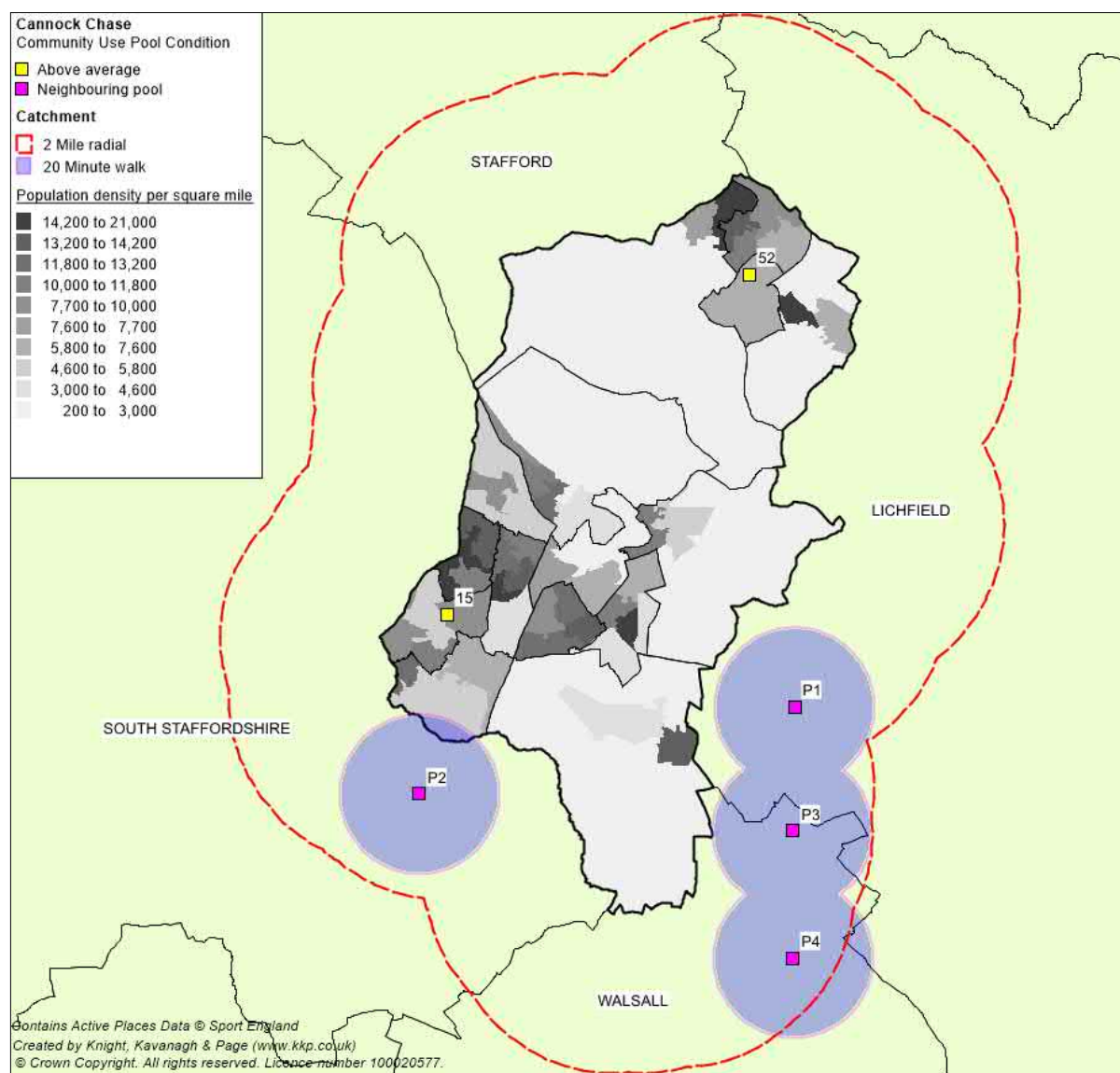


Table 5.4: Swimming pools within a 2-mile catchment of Cannock Chase

ID	Site name	Lanes/length	Access type	Local authority
P1	Burntwood Leisure Centre	6 x 25m	Pay and Play	Lichfield
P2	Cheslyn Hay Leisure Centre	6 x 25m	Pay and Play	South Staffordshire
P3	Brownhills School	4 x 25m	Sports Club / CA	Walsall
P4	Oak Park Active Living Centre	8 x 25m	Pay and Play	Walsall

Source: Active Places Power 27/03/2018 *Community Association

CANNOCK CHASE DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

5.3: Demand

NGB and swimming club key issues

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

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

Two swimming clubs use the facilities in Cannock Chase.

Chase Swimming Club is based at Cheslyn Hay Leisure Centre and also serves Cannock and all surrounding areas. It runs training sessions at Cannock and Rugeley leisure centres and also at Darlaston Swimming pool (Walsall). It is affiliated to Swim England West Midland Region & Staffordshire ASA.

Cannock Phoenix Swimming Club, formerly Phoenix Youth, was formed in the early 1980's. It is affiliated to the Swim England West Midland Region and Staffordshire County Swimming Association. It holds sessions at Cannock Leisure Centre for four hours per week, and at Rugeley Leisure Centre for 3.5 hrs per week. It also trains at Cheslyn Hay Leisure Centre and Sneyd School (both in Walsall). It runs a pre-squad, junior squad, senior squad and competitive squad plus a learn to swim programme at Cheslyn Hay Leisure Centre.

Swimming lesson and membership information

Swimming lesson data has been supplied by IHL. It is based on active membership within the last three months (information received March 2018). The majority of those learning to swim (90.6%) are aged 0-10 years. Figures for the two leisure centres are virtually identical (Chase Leisure Centre: 90.5% and Rugeley Leisure Centre; 90.7%).

Table 5.5 Swim membership by age cohort:

Age group	Chase Leisure Centre	Rugeley Leisure Centre	Total
0 to 10	1,072	725	1,797
11 to 20	93	51	144
21 to 30	2	0	2
31 to 40	1	2	3
41 to 50	0	1	1
51 to 60	0	2	2
61 to 70	7	15	22
71 to 80	9	3	12
Total	1,184	799	1,983

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Figure 5.6 Swimming lessons set against multiple deprivation 2015

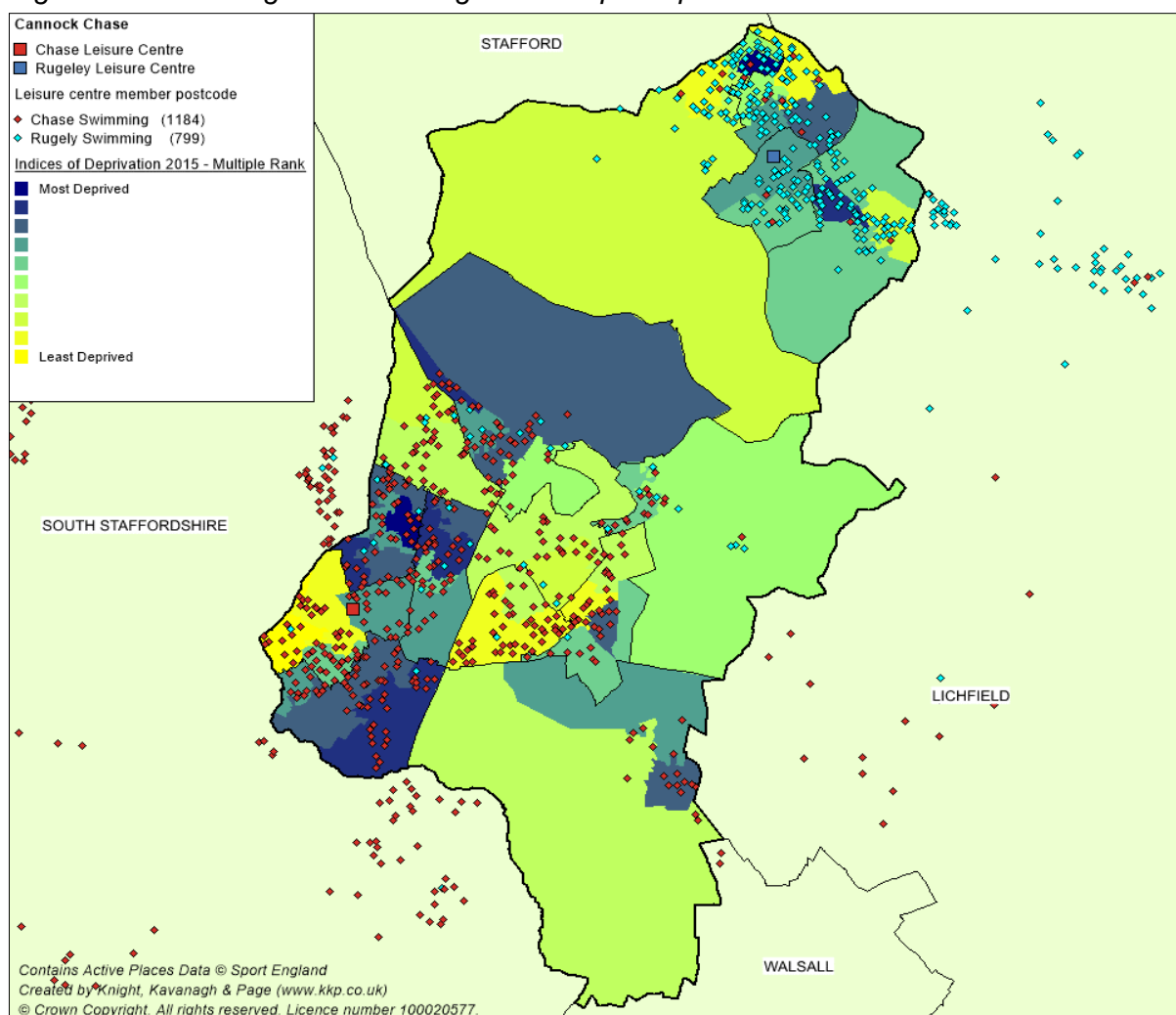


Table 5.6: Swimming lessons of Cannock Chase residents only

IMD 2015 10% bands	Cannock Chase		Chase LC Centre		Rugeley Leisure Centre	
	Population (mid-2012)	%	#	%	#	%
00 - 10%	2,621	2.7%	15	1.8%	28	4.9%
10.1 - 20%	10,654	10.9%	105	12.9%	33	5.8%
20.1 - 30%	15,978	16.3%	155	19.1%	35	6.1%
30.1 - 40%	13,191	13.5%	103	12.7%	104	18.2%
40.1 - 50%	12,088	12.3%	80	9.9%	131	23.0%
50.1 - 60%	8,150	8.3%	30	3.7%	75	13.2%
60.1 - 70%	15,017	15.3%	131	16.2%	31	5.4%
70.1 - 80%	6,399	6.5%	45	5.5%	61	10.7%
80.1 - 90%	12,194	12.5%	130	16.0%	70	12.3%
90.1 - 100%	1,648	1.7%	17	2.1%	2	0.4%
Total	97,940	100.0%	811	100.0%	570	100.0%

CANNOCK CHASE DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Table 5.7: Distance travelled by swim members to both leisure centres

	Within 1 mile radial		Outwith 1 mile radial		Total	
	#	%	#	%	#	%
Chase Leisure Centre	355	17.90%	829	41.81%	1,184	59.71%
Rugeley Leisure Centre	426	21.48%	373	18.81%	799	40.29%
Total	781	39.38%	1,202	60.62%	1,983	100.00%

Figure 5.7 identifies that of the 1,983 people registered on the swimming lesson programme 70% live in Cannock Chase and 30% live outside the District mainly in Lichfield and South Staffordshire.

- ✦ 26,658 residents (30%) live in the areas of higher deprivation.
- ✦ Chase Leisure Centre swimming lesson programme attracts 33.8% of residents living in areas of higher deprivation. Rugeley Leisure Centre draws in 16.8%.
- ✦ This broadly reflects the make-up of the areas in which the centres are located rather than their ability to attract people on to programmes from areas of higher deprivation.

5.4: Supply and demand analysis

Supply and demand analysis indicates the following:

- ✦ The two main swimming pools in Cannock Chase are popular but offer limited programmes which includes early risers, aqua classes and swimming lessons. Wet site visits show an increase in 2018 compared to 2017.
- ✦ Two swimming clubs (Cannock Chase and Cannock Phoenix swimming clubs) use both Rugeley and Chase leisure centres as part of a wider swimming offer; they both also offer additional sessions in Walsall and Lichfield.
- ✦ More water space is available in the neighbouring authorities of Lichfield, South Staffordshire and Walsall).
- ✦ The projected growth in Cannock Chase is unlikely to result in demand for more water space; in our view, this can be accommodated by programming changes/improvements.
- ✦ The swimming lesson programme appears to draw in an appropriate proportion of residents from areas of higher deprivation, which suggests that pricing is reasonable in the context of those for whom it might be considered to be a barrier to participation.
- ✦ Consultation indicates that 35% of those accessing swimming lessons are eligible for concessionary pricing.

5.5: Sport England's Facilities Calculator (SFC)

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

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Table 5.8: Sports Facilities Calculator – Cannock Chase

	Population 2014	Population estimate 2036
ONS population projections	98,549	104,092
Population increase	-	5,543
Facilities to meet additional demand	-	+0.28 lanes
Cost		£979,748

Calculations assume that the current swimming pool stock remains accessible for community use and the quality remains the same. The projected increase in population will lead to an increase in demand for swimming pool space of up to 0.28 swimming lanes, up to 2036. The estimated capital cost of this equates to just under £1.0m.

5.6: Summary of key facts and issues

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

- ◀ Community accessible pools are based in Rugeley and Cannock. Both are of above average quality.
- ◀ The availability of community accessible pool space has reduced since 2014 with the closure of the pool at Cannock Chase High School.
- ◀ There is a strong swimming lesson programme in which 35% of members are eligible for concessions.
- ◀ Just under 40% of people on swimming lessons lives within one mile of a pool. 60% of the population may need to use a car, public transport or cycle to a swimming pool.
- ◀ The two Swim England affiliated clubs in the District both use CCDC community pools. They also utilise public pools in other local authorities.
- ◀ Although traditionally a complex issue the present pressure on water-time availability at CCDC's main community accessible venues, the distribution of swimming club programmes within Cannock Chase and across into other authorities, the level of coaching and other voluntary effort expended running two separate clubs begs the question as to why continue to function as separate entities.
- ◀ There are four swimming pools within two miles of the District located in the neighbouring authorities of Lichfield and South Staffordshire.
- ◀ Lichfield District Council is currently undertaking a feasibility study to ascertain the future of Friary Grange Leisure Centre. This is located c.7miles (14 minutes' drive time) from Rugeley and 11 miles (23 minutes' drive time from Cannock)

SECTION 6: HEALTH AND FITNESS SUITES

For the purposes of assessment health and fitness stations are normally defined as 20 stations or more, in accordance with Sport England methodology. 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 continued to grow steadily from 2015-16 with an estimated increase of 5.1% in the number of members, 4.6% in the number of facilities and 6.3% in market value.

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

According to the State of the UK Fitness Industry Report (2017) there are now 6,728 fitness facilities in the UK, up from 6,435 last year. The total industry membership is up 5.1% to £9.7 million which equates to one in seven people in the UK being 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 industry growth.

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

A total of 272 new public and private fitness facilities opened in 2017, up from 224 in 2016. The low-cost market has continued to be the main driving force behind the private sector growth over this period. There are now over 500 low cost clubs which account for 15% of the market value and 35% of membership in the private sector. The UK's leading operators, in both the public and the private sectors (by number of clubs and members), remained the same in 2017 as they were in 2016: Pure Gym and GLL, with 176 and 167 gyms, respectively.

6.1: Supply

Quantity

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

“There are 11 health and fitness facilities in the Local Authority : **753 stations**

“This reduces to 7 sites and **759 stations** when those with no community access or below 20 stations are removed.

CANNOCK CHASE DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure 6.1: All health and fitness facilities in Cannock Chase

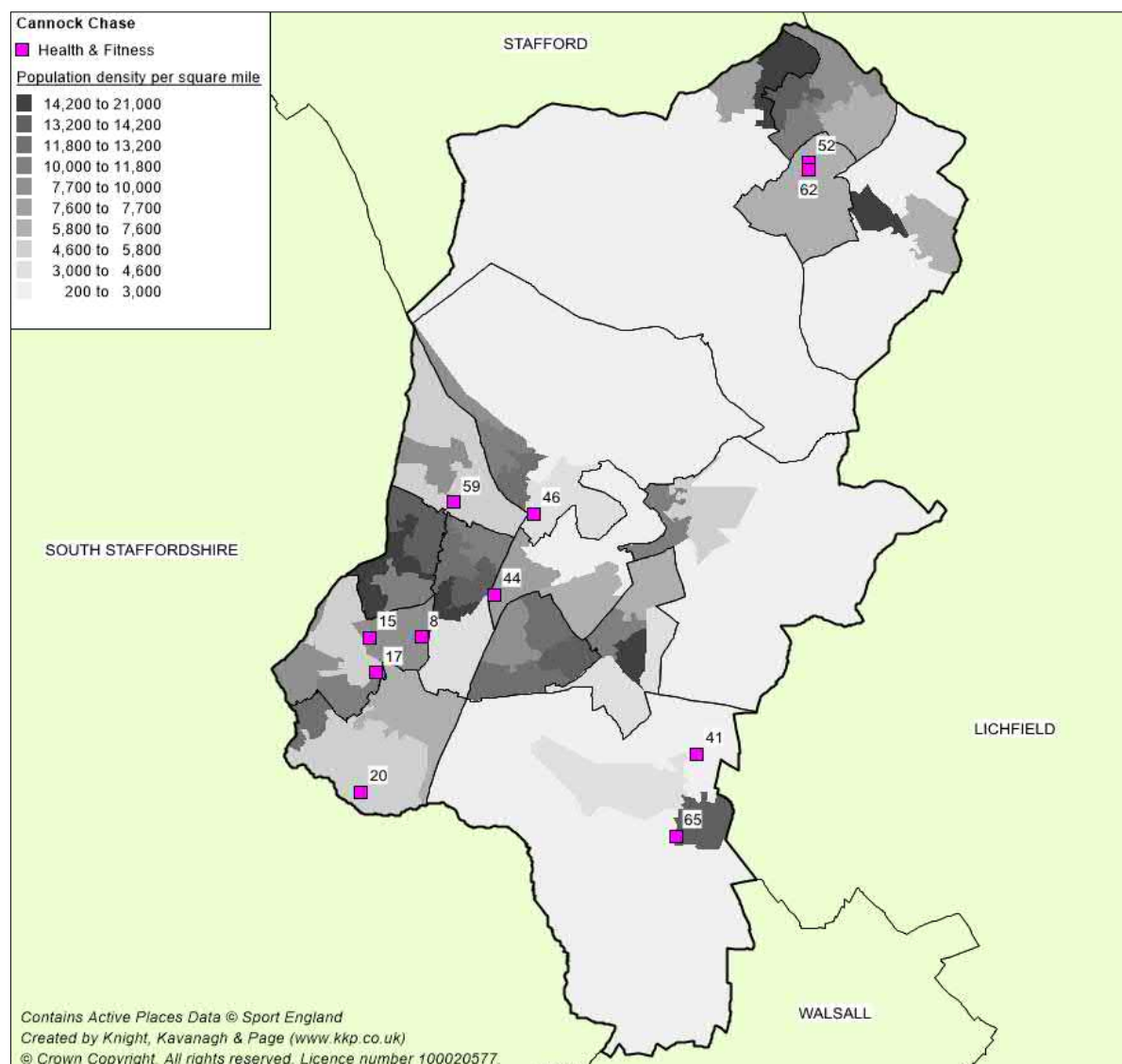


Table 6.1: All health and fitness provision in Cannock Chase

Map ID	Site	Stations
8	Cannock Chase High School	5
41	Norton Canes High School	10
62	The Hart School (Upper School)	15
15	Chase Leisure Centre	116
17	Anytime Fitness	45
20	Better Gym	165
44	Nuffield Health (Cannock)	78
46	Pure Gym (Hednesford Cannock)	250
52	Rugeley Leisure Centre	80
59	Staffordshire University Academy	22
65	Xtreme Training Centre	45
Total		831

CANNOCK CHASE DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Three health and fitness facilities, all private use only facilities located at schools, have fewer than 20 stations. They are:

- ✦ Cannock Chase High
- ✦ Norton Canes High School
- ✦ The Hart School (Upper School)

Staffordshire University Academy has a fitness room with 22 stations but also restricts access to private use. It is acknowledged that all these facilities can serve small sections of the community but are not considered as part of the wider health and fitness offer.

These four sites were excluded from the ANOG based technical assessment.

Quality

A non-technical assessment of the health and fitness facilities with 20+ stations took place in March 2018, in line with Sport England's ANOG. This identified seven sites with a total of 759 stations within this category.

Table 6.2: Health and fitness facilities in Cannock Chase by condition (20+stations)

ID	Site title	Stations	Condition
15	Chase Leisure Centre	116	Above average
17	Anytime Fitness	45	Above average
20	Better Gym	165	Above average
44	Nuffield Health (Cannock)	78	Good
46	Pure Gym (Hednesford Cannock)	250	Above average
52	Rugeley Leisure Centre	80	Above average
65	Xtreme Training Centre	25	Below average
Total		759	

The assessment identified one site rated good (Nuffield Health), five rated above average and one rated below average (Xtreme Training Centre). Each of the main population centres of Cannock, Rugeley and Norton has access to a facility although the only facility serving Norton Canes (Xtreme Training Centre) is assessed as below average.

Accessibility

In parallel with swimming pools and sports halls, walk and drive-time accessibility standards are applied to health and fitness facilities to determine provision deficiency or surplus. The normal acceptable standard is a 20-minute walk time (one-mile radial catchment) for an urban area and a 20-minute drive time for a rural area. Figure 6.2 illustrates fitness centre location by population density which 6.3 illustrates the 20-minute walk-time catchment for health/fitness facilities in Cannock Chase and deprivation breakdown within that catchment.

- ✦ The whole district population lives within 20-minute drive of a Cannock Chase based publicly accessible health and fitness facility with 20+ stations. (See Appendix 4).
- ✦ 74.2% lives within one mile of a community accessible health/fitness facility.
- ✦ Of those who live in deprived areas, 84.7% (24,778 people) live within a mile of a community accessible health and fitness facility.

CANNOCK CHASE DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure 6.2: Health & Fitness with 20+ stations on population density, by condition

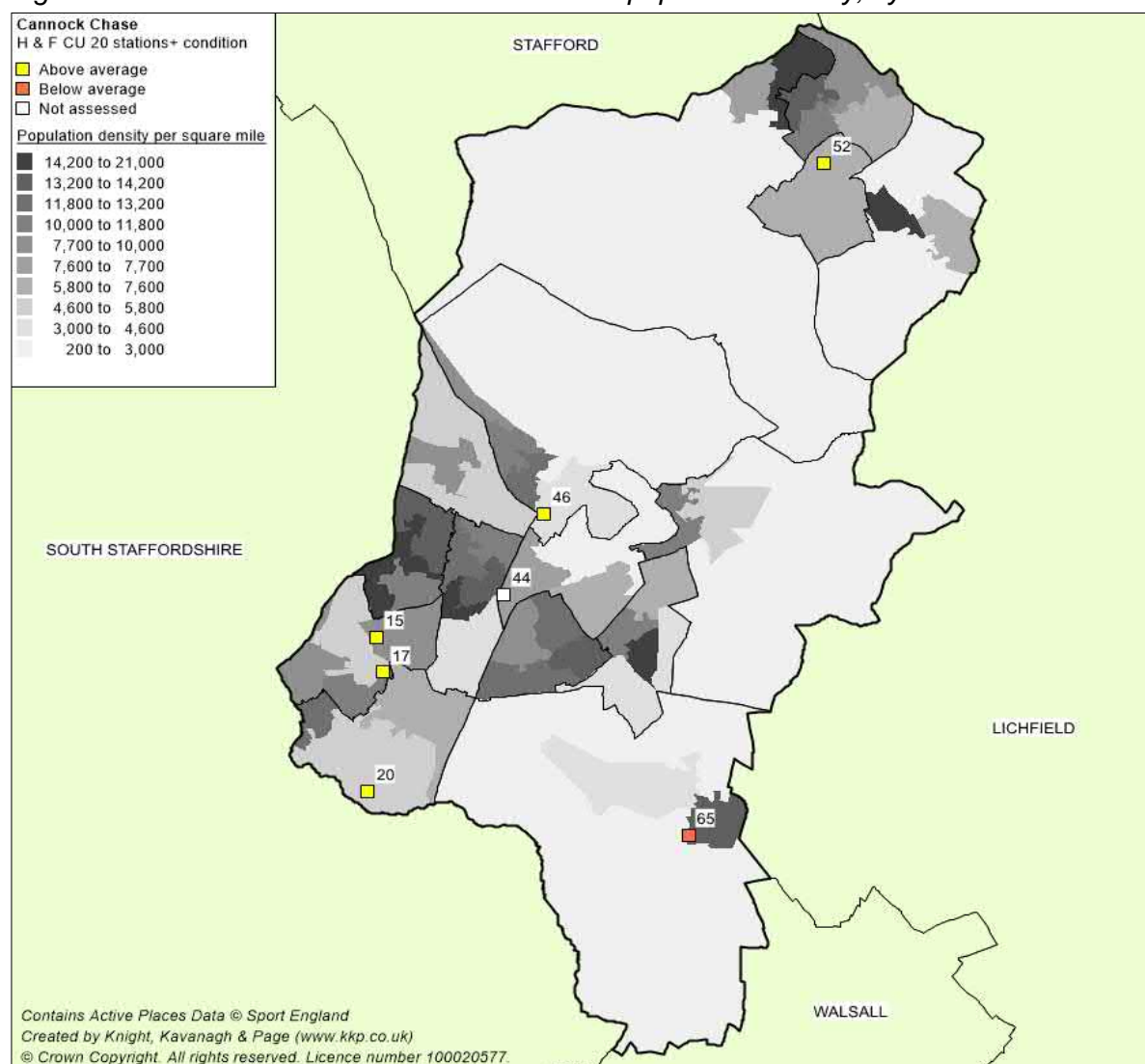


Table 6.4. Health and fitness suites with 20+ stations set against IMD

IMD 2015 10% bands	Cannock Chase		Health & fitness with community use (min 20 stations) catchment populations by IMD			
	Persons	Population %	Inside catchment	Population inside (%)	Outside catchment	Population outside (%)
0 - 10	2,621	2.7%	2,606	2.7%	15	0.0%
10.1 - 20	10,654	10.9%	9,654	9.9%	1,000	1.0%
20.1 - 30	15,978	16.3%	12,518	12.8%	3,460	3.5%
30.1 - 40	13,191	13.5%	12,291	12.5%	900	0.9%
40.1 - 50	12,088	12.3%	6,863	7.0%	5,225	5.3%
50.1 - 60	8,150	8.3%	3,751	3.8%	4,399	4.5%
60.1 - 70	15,017	15.3%	11,049	11.3%	3,968	4.1%
70.1 - 80	6,399	6.5%	2,364	2.4%	4,035	4.1%
80.1 - 90	12,194	12.5%	9,956	10.2%	2,238	2.3%
90.1 - 100	1,648	1.7%	1,648	1.7%	0	0.0%
Total	97,940	100.0%	72,700	74.2%	25,240	25.8%

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Figure 6.3: Community accessible health and fitness suites with one mile radial catchment

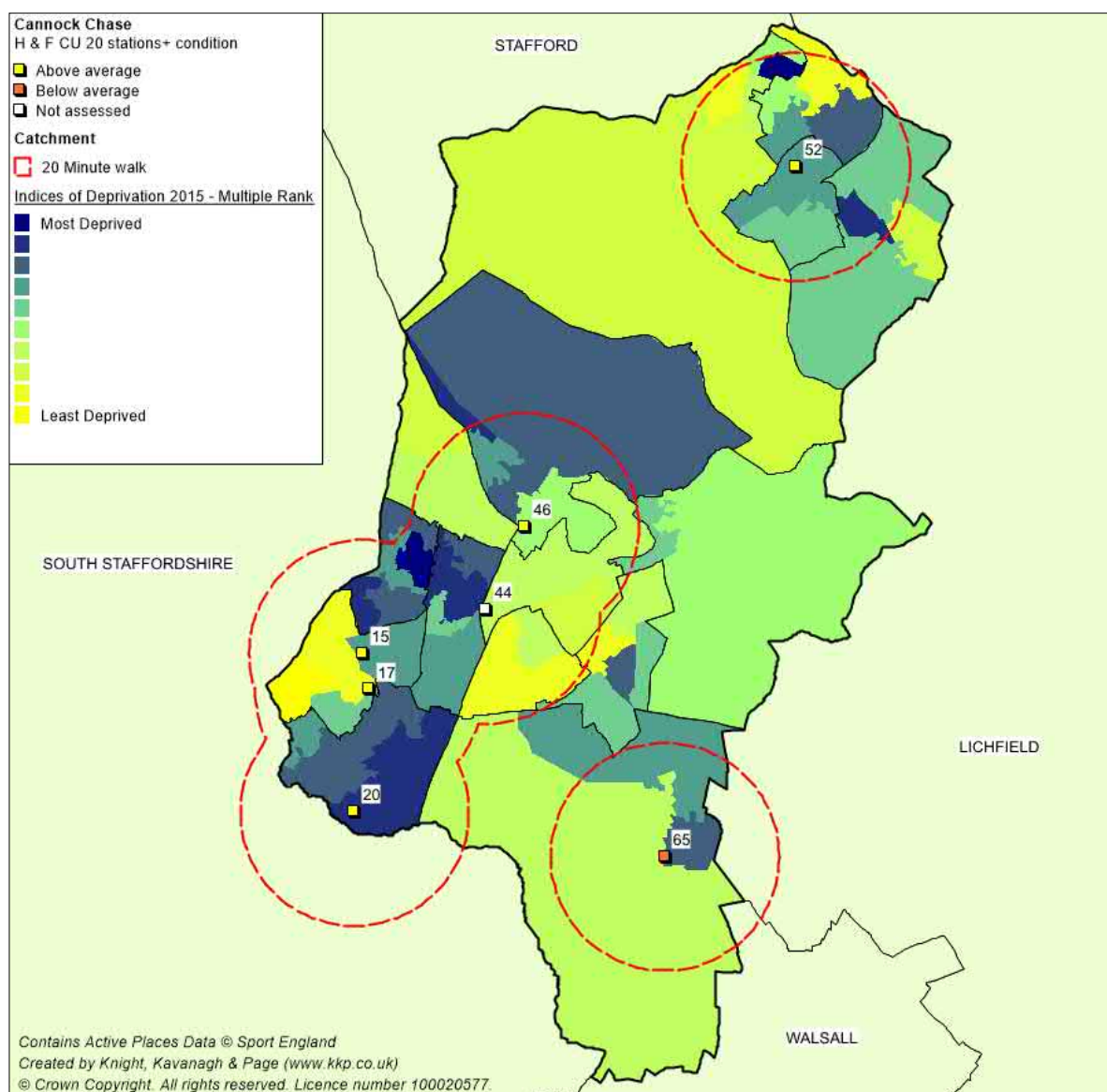


Table 6.5: Payment types for health and fitness facilities in Cannock Chase*

Site name	Pay & play	Monthly	12 months	GP referral
Anytime Fitness		£34.95	£24.95	
Chase Leisure Centre	£6.20	£30.00		Yes
Nuffield Health (Cannock)		£56.00 rolling	£48.00	
Pure Gym (Hednesford Cannock)	£5.99	£15.99		
Rugeley Leisure Centre	£6.20	£30.00		Yes
Xtreme Training Centre	£3.50	£25.00		
Better Gym	£10.00	£64.00	£19.95	

*prices quoted are as advertised March 2018

CANNOCK CHASE DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

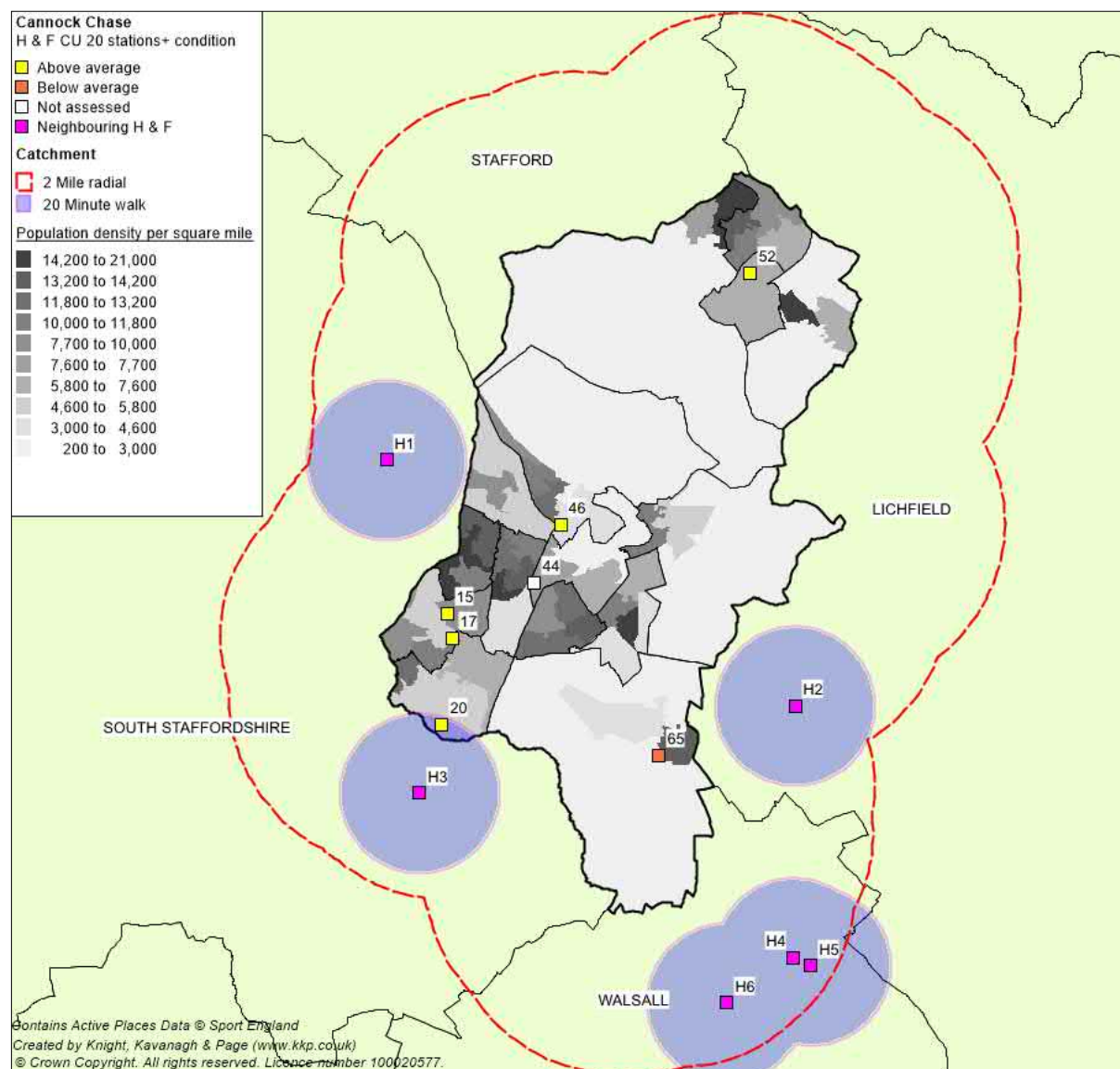
Availability

The Sport England defines registered membership use facilities as publicly accessible. Monthly fees vary considerably in cost. Even memberships which might be considered expensive do offer access to different market segments, suggesting that they ease pressure on more accessible facilities. The monthly cost of gym memberships varies. Pure Gym is the cheapest (at £15.99) and Better Gym the most expensive (at £64.00). Monthly memberships at Chase and Rugeley leisure centres include swimming. Table 6.5 overleaf indicates that all sites offer monthly and annual membership options, the majority offer a pay and play option.

Neighbouring authorities

There are six health and fitness facilities located within two miles of the CCDC boundary; three in Walsall, one in Lichfield and two in South Staffordshire. The two mile border is indicative of how far people might be likely to travel and serves as an example only.

Figure 6.6: Neighbouring health and fitness suites within 2 miles of Cannock Chase



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Table 6.7: Health and fitness suites within 2 miles of Cannock Chase local authority

ID	Active Places site name	Stns	Access type	Local authority
H1	Chase Golf Club	45	Registered membership	S. Staffordshire
H2	Burntwood Leisure Centre	55	Registered membership	Lichfield
H3	Cheslyn Hay Leisure Centre	50	Pay and play	S. Staffordshire
H4	Oak Park Active Living Centre	100	Sports Club / CA	Walsall
H5	Better Gym Walsall Wood	111	Registered membership	Walsall
H6	Ormiston Shelfield Comm. Academy	32	Pay and play	Walsall

Source: Active Places Power 27/03/2018 CA = Community Association

Future developments

CCDC's Cabinet has agreed to support IHL's proposal to invest more than £500,000 into new improvements at Chase Leisure Centre, including a unique virtual fitness experience. Other improvements include gym refurbishment, introduction of virtual fitness to the existing studio, conversion of the indoor bowling green to an indoor cycling studio, functional and multi-purpose studios. It is anticipated that the investment will be in the region of £522,000 and will deliver further savings to the Council of at least £50,000 per annum from April 2019.

6.2: Demand

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

UK penetration rates suggest a current need for 529 stations. This is expected to grow to 647 by 2036 (taking account of a comfort factor; particularly at peak times). Comparing the current number of community accessible stations (759) and accounting for the comfort factor, the market has a supply demand balance of c.200 stations. This ratio will reduce as the population increases, although as identified above, population growth is not expected to be significant. Figures provide an overview of provision requirements in Cannock Chase and do not take account of facilities located close to the border, many of which have capacity and offer similar price points to those offered in the Authority.

Table 6.7: UK penetration rates; health/fitness in Cannock Chase (ONS data)

	Current (2014)	Future (2036)
Adult population	80,587	86,943
UK penetration rate	15%	17%
Number of potential members	12,088	14,780
Number of visits per week (1.75/member)	21,154	25,866
% of visits in peak time	65	65
No. of visits in peak time (equated to no. of stations required i.e. no. of visits/39 weeks*65%)	353	431
Number of stations with comfort factor	529	647

(Model 1.75 visits per wee/members and 65% usage during 39 weeks of the year; figures rounded up/down).

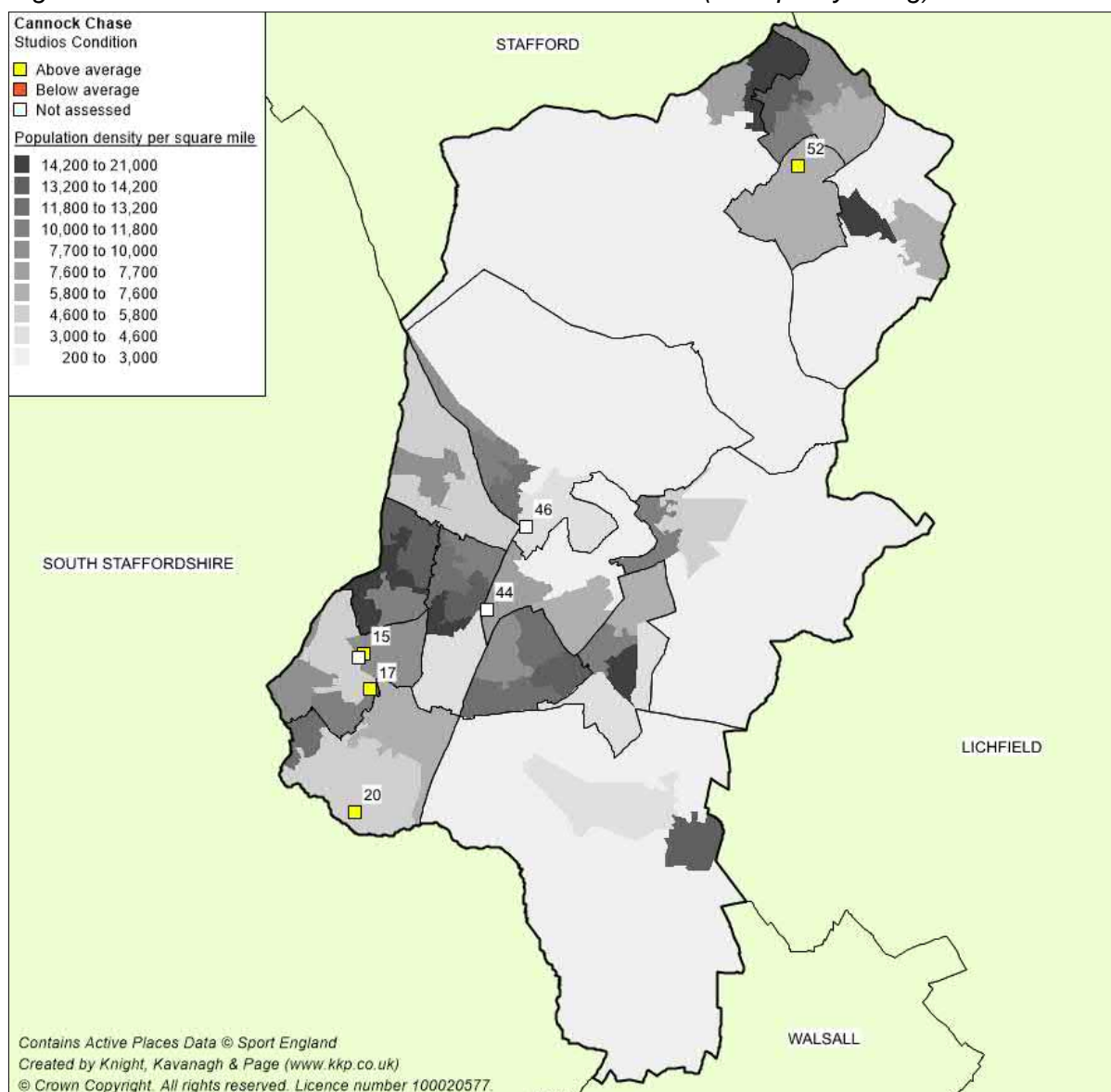
CANNOCK CHASE DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

6.4: Dance studios

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

Cannock Chase has 10 studios at six sites. All are rated good or above average. Consultation indicates that all are well used for fitness and exercise classes which are an important part of the wider membership offer for larger leisure centres, Rugeley Leisure Centre, in particular, has identified need/demand for additional dance/mixed use space.

Figure 6.7: All studios/dance facilities in Cannock Chase (with quality rating)



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Table 6.9: All studios by condition in Cannock Chase

Map ID	Site name	Condition
15	Chase Leisure Centre	Above average
15	Chase Leisure Centre	*Above average
17	Anytime Fitness	Above average
20	Better Gym	Above average
20	Better Gym	Above average
20	Better Gym	Above average
44	Nuffield Health	*Good
44	Nuffield Health	*Good
46	Pure Gym	*Above average
52	Rugeley Leisure Centre	Above average

(*access was not obtained during the site assessment)

6.5: Supply and demand analysis

Health and fitness facilities are important facilities. Income derived from them helps offset the cost/underpin the viability of other aspects of leisure provision, especially swimming. In addition, they play an important role in GP/exercise on referral programmes. Cannock Chase has a total of 759 accessible fitness stations across seven sites. All but one (Xtreme Gym) is rated as either good or above average. Accessibility to these sites is good, approximately three quarter of the Authority's residents living within one mile of a health and fitness facility. When analysing the demand for health and fitness facilities, there is a current modelled supply to demand balance of c. 200 stations based on the current number of stations.

6.6: Summary of key facts and issues

- ◀ There are 11 health and fitness facilities in the Authority: 831 stations.
- ◀ This reduces to seven sites and 759 stations when those with no community access or below 20 stations are removed.
- ◀ Of these, all are rated above average or good apart from Xtreme Gym which is below average
- ◀ Price points range from £15.99 per month at Pure Gym to £64.00 per month at Better Gym.
- ◀ IHL operates a large and growing GP Referral scheme - this utilises health and fitness facilities as part of a wider programme of activities.
- ◀ The authority has 10 dance studios at six sites. All are rated as either good or above average.
- ◀ Accessibility to facilities is good; three quarters of the population lives within one mile of a facility.
- ◀ There is a good supply of health and fitness provision in neighbouring authorities.
- ◀ There is a supply demand balance of plus 200 stations in Cannock Chase.

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SECTION 7: OTHER SPORTS

7.1: Indoor Bowls

The three forms of bowls that can be played indoors that require a different venue are flat green, crown green and carpet mat (short and long mat). Each format of the game requires a different technical specification for their indoor facility.

Indoor flat green bowls requires a standard bowling green; a flat area 34-40 meters 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 and crown green bowls tend to be more competitive and organised around inter-club competitions and leagues.

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

A successful indoor bowls centre requires a combination of the right location, design, and financial and general management. Sport England guidelines (2005) on catchment for indoor bowls centres are set out to be interpreted in the light of local circumstances: They

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

The indoor game is governed by EIBA (English Indoor Bowls Association Ltd) the NGB for indoor level green bowls in England. Its priorities are:

- ◀ A growth in participation across the adult population in local Communities.
- ◀ Targeted work to increase female participation
- ◀ A growth in participation in the 12-18 age range as part of the “EIBA Development Pathway”
- ◀ The provision of an excellent sporting experience for new and existing participants
- ◀ A growth in indoor bowls participation by people who have disabilities.

At the time of audit, the indoor bowling facility (two rinks) was still being used; it is, however, planned to convert this into fitness and multi-use fitness studios. The size of the facility is not compliant with the “Laws of the Sport of Indoor Bowls”.

CCDC has been identified as a predominantly outdoor bowls area by EIBA and the NGB reports that a facility to accommodate all year-round play would have to be justified. The

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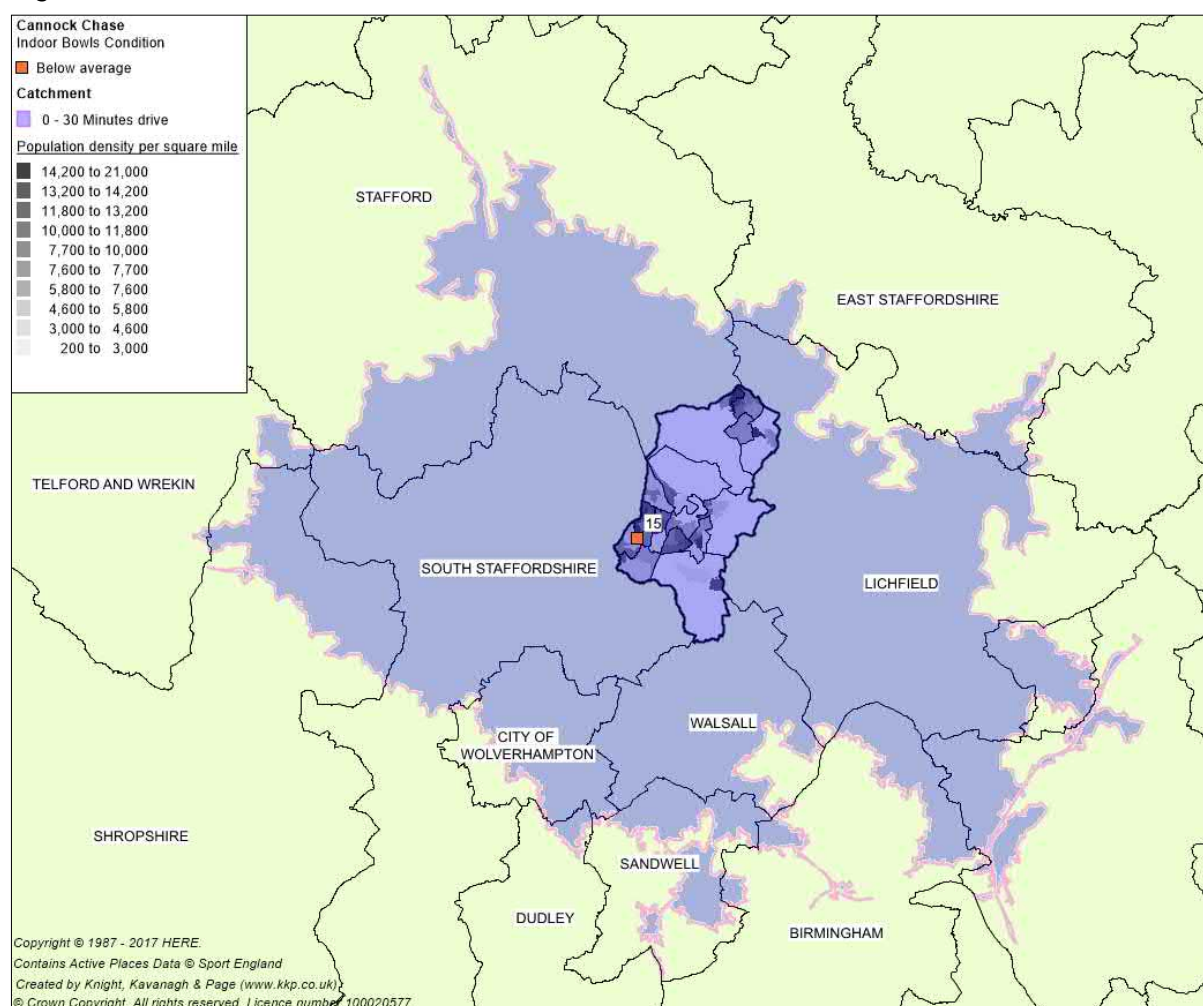
reportedly limited demand for indoor bowls is cited by IHL as one of the reasons which justifies conversion of the current indoor bowls facility into indoor cycling studios. Generally, The Indoor Bowls Association suggests that there is a need for more indoor bowls facilities. It suggests the following options for provision of these facilities:

- ◀ Compliant indoor bowls green in a leisure centre with at least 4 rinks.
- ◀ Indoor bowls added to an existing outdoor bowls club which has full ancillary services (e.g., catering, bar, toilets, changing rooms) and has the land to build on.
- ◀ Indoor bowls within a building that could accommodate the sport – with appropriate lease, for example an industrial unit.

EIBA identifies funding as a potential issue for these proposed developments so is open to meeting with potential partners to look at options to create joint use facilities. It is considered by the NGB that indoor bowls is attractive to the older population and those with disabilities (Wheelchair and Visually Impaired).

Supply

Figure 7.1: Cannock Chase indoor bowls, 30-minute drive



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Table 7.1: Cannock Chase indoor bowls

Map ID	Site name	Rinks	Area (m ²)	Condition
15	Chase Leisure Centre	2	500	Below average

The facility at Cannock Chase Leisure Centre is below average condition, is not EIBA compliant and is due to be re-developed in order to cater for demand for other studio and exercise class facilities. Drive time analysis shows that all of Cannock Chase' population lives within a 30-minute drive of the indoor bowls facility at Chase Leisure Centre. There are no other indoor bowls facilities within a 30-minute drive of the Centre

Demand

The facility is still being used by two clubs with membership, reportedly, less than 20 unique users per week, and it has reduced significantly over the past few years. The facility is only used for six months of the year at most bowlers move outdoors from April through to September. The Leisure Operator is offering indoor short mat bowling as an alternative, following the re-development of the site. This requires programming within the wider leisure centre operation but is able to accommodate current demand and expand if necessary.

Indoor bowls

As noted above, as a guide, EIBA/Sport England suggest that demand is calculated as one rink per 14,000-17,000 of total population. The number of rinks required can be related to the estimated number of members: assume 80-100 members per rink. These demand guides are currently under review by Sport England.

Table 7.2: Sports Facilities Calculator – Indoor Bowls

	Population 2014	Population estimate 2036
ONS population projections	98,549	104,092
Population increase	-	5,543
Facilities to meet additional demand	-	0.4 rinks
Cost		£140,062

7.2: Squash

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

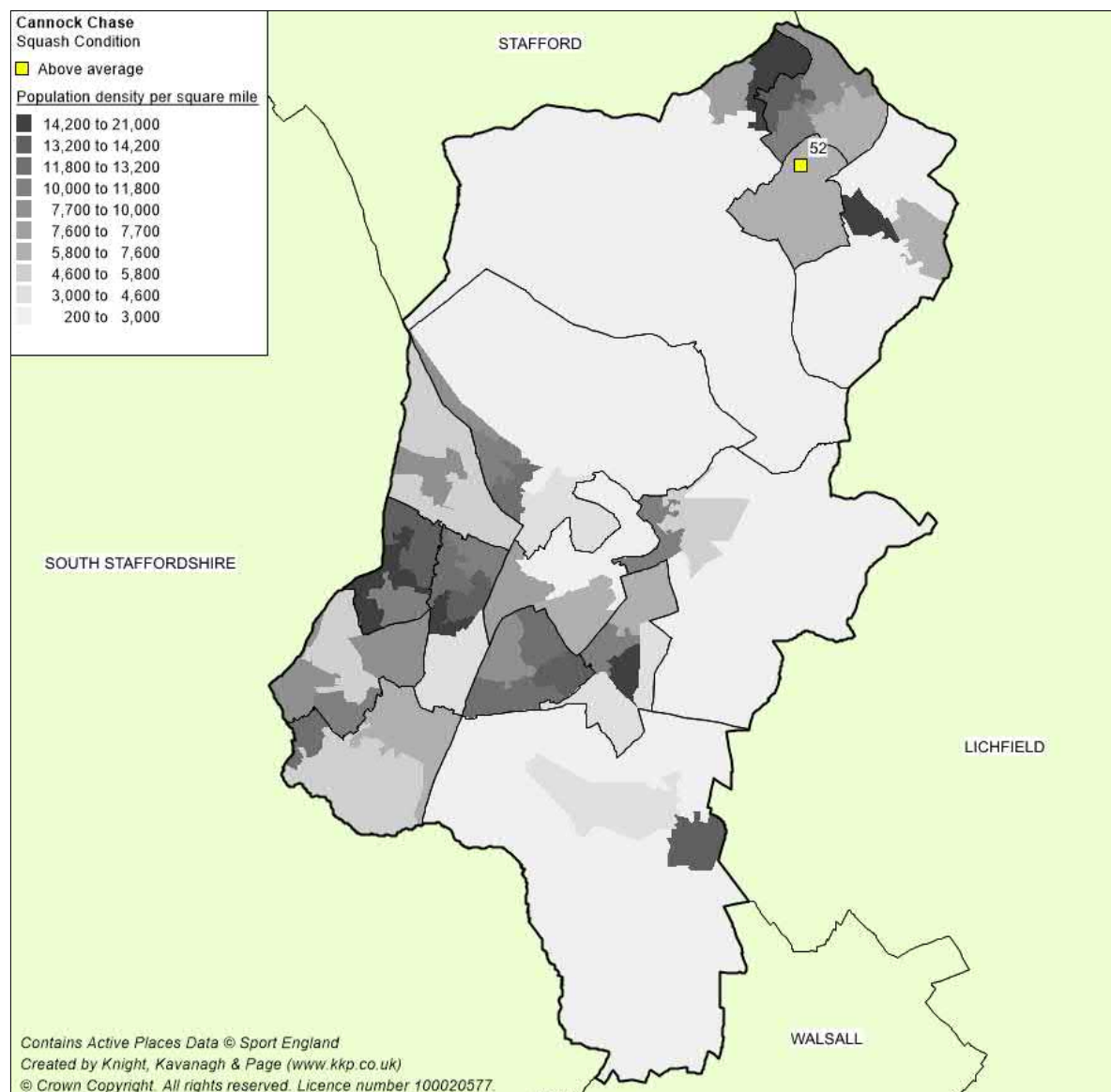
The two courts in the area are both at Rugeley Leisure Centre.

CANNOCK CHASE DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Table 7.3: Squash courts in Cannock Chase

Map Ref	Site Name	Courts	Condition
52	Rugeley Leisure Centre	2	Above average

Figure 7.2: Squash courts in Cannock Chase and surrounding local authorities



Consultation with management at Rugeley Leisure Centre confirmed that no established clubs are located at the leisure centre, but it does organise what was described as a popular internal ladder league. It reports having capacity in the courts and has been looking at other initiatives to encourage participation and increase demand. A new initiative being trialled is soccer squash.

Soccer Squash is a new crossover sport which combines the ball control skills and shooting techniques of soccer with the tactical skills of squash.

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There are three facilities within a two-mile radial catchment of the Cannock Chase authority boundary. Only Oak Park Active Living Centre provides community use pay and play access courts.

Figure 7.3: Squash courts in Cannock Chase and neighbouring authorities

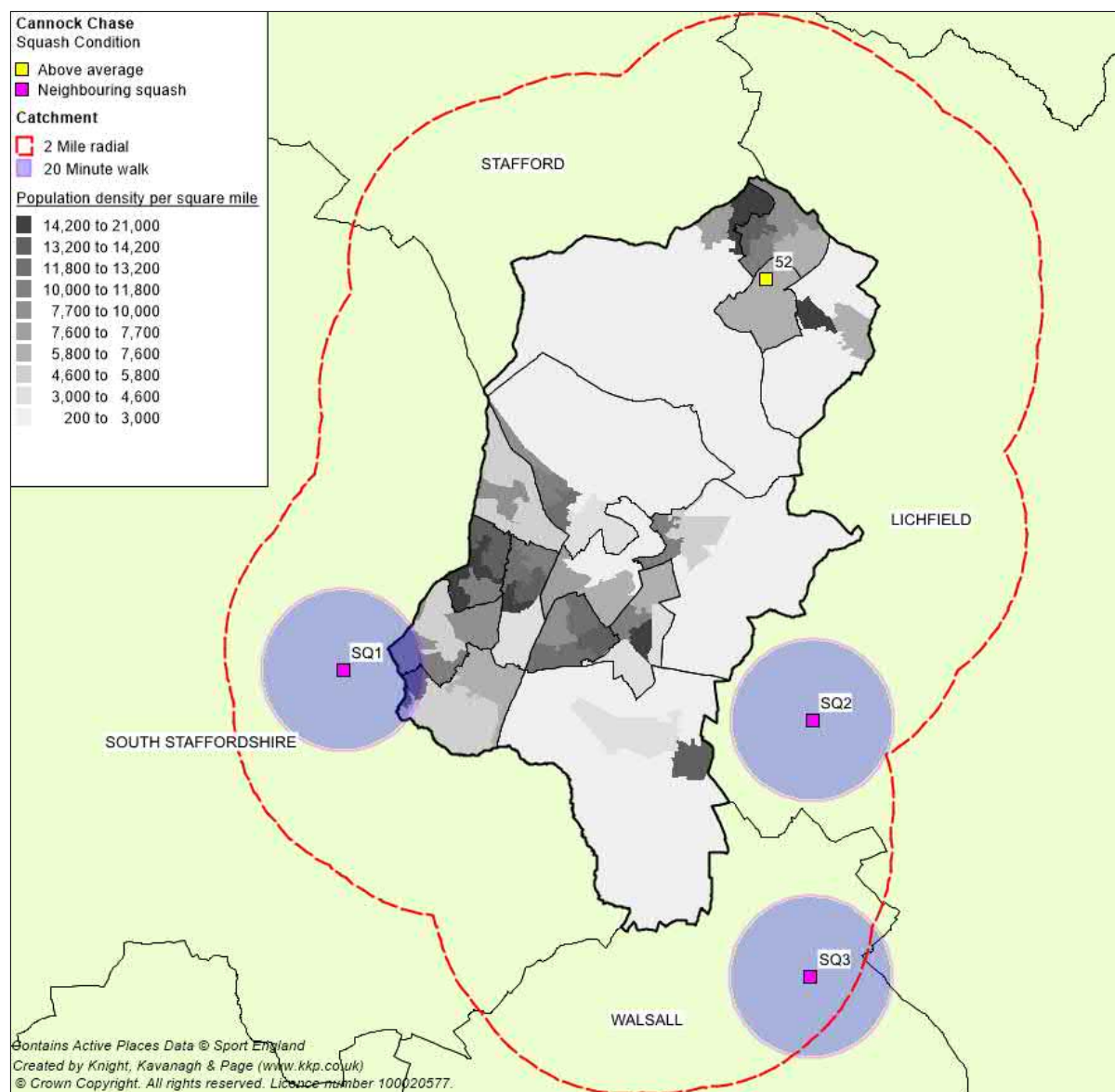


Table 7.4: Squash facilities within a two-mile radial catchment of Cannock Chase

ID	Site Name	Courts		Access type	Authority
		Glass back	Normal		
SQ1	Chase Park	1	2	Sports club/CA	S. Staffordshire
SQ2	Burntwood Leisure Centre	2	0	Reg. Mem	Lichfield
SQ3	Oak Park Active Living Centre	2	0	Pay and Play	Walsall

(* Community Association) Source: Active Places Power 28/03/2018

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7.3: Athletics

Rugeley & District Athletic Club was established in 1984, now known as Rugeley Runners is based at Rugeley Cricket Club and has approximately 120 members. It regularly delivers 10-week introductory satellite sessions with the aim of recruiting new runners. This has proved successful with approximately 40 new members being recruited in the past year.

It uses tracks outside Cannock Chase district, primarily in Stafford to meet and train. For a short time, it based itself at Rugeley Leisure Centre however, it outgrew the site and relocated to Rugeley Cricket Club in September 2017.

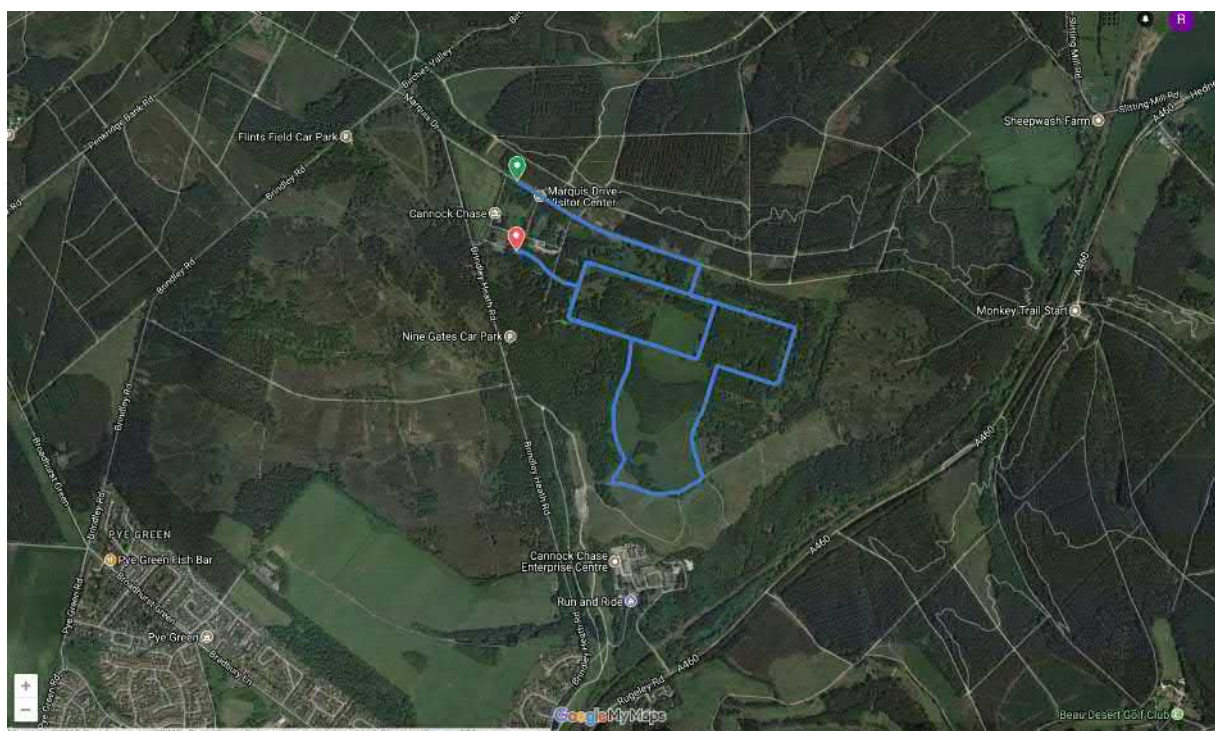
The Club would like to expand further and has a junior section. It is; however, restricted due to need for an off-road venue, with lighting (for the winter periods) and ancillary facilities. This at present has not yet been sourced. It reports having requested support from the Council for a track or route to be sought that is in the form of a tarmac path or small (3 lane) track that is low maintenance. It would also welcome other uses of the “track” for other uses e.g. cycling.

Rugeley Runners members and officials volunteer to run the Cannock Chase Parkrun one week in every four.

Park Run

This takes place at Marquis Drive, Cannock and attracts approximately 300 runners per week. The course is 5km mixed terrain (tarmac and trail) slightly undulating route comprising a single clockwise circuit which starts with an inner loop middle section before continuing on to a longer outer loop.

Figure 7.4: Cannock Chase Parkrun



7.4: Summary of key issues for other sports

- ◀ Indoor bowls participation has been decreasing over a period of time.
- ◀ The indoor facility at Chase Leisure Centre is designated as an area for redevelopment and will close in 2018. Participants have been offered short mat bowling as an alternative.
- ◀ The two squash courts at Rugeley Leisure Centre are well used but are also used for a variety of other activities. (This multi-use is reportedly not hindering the playing of squash in the area.
- ◀ There has been a significant increase in running in the District with Rugeley Runners supporting development of itself and the local park run, which attracts over 300 runners per week. The Club is looking for support (financial or other) to develop a floodlit tarmac running route which could be shared with cyclists.

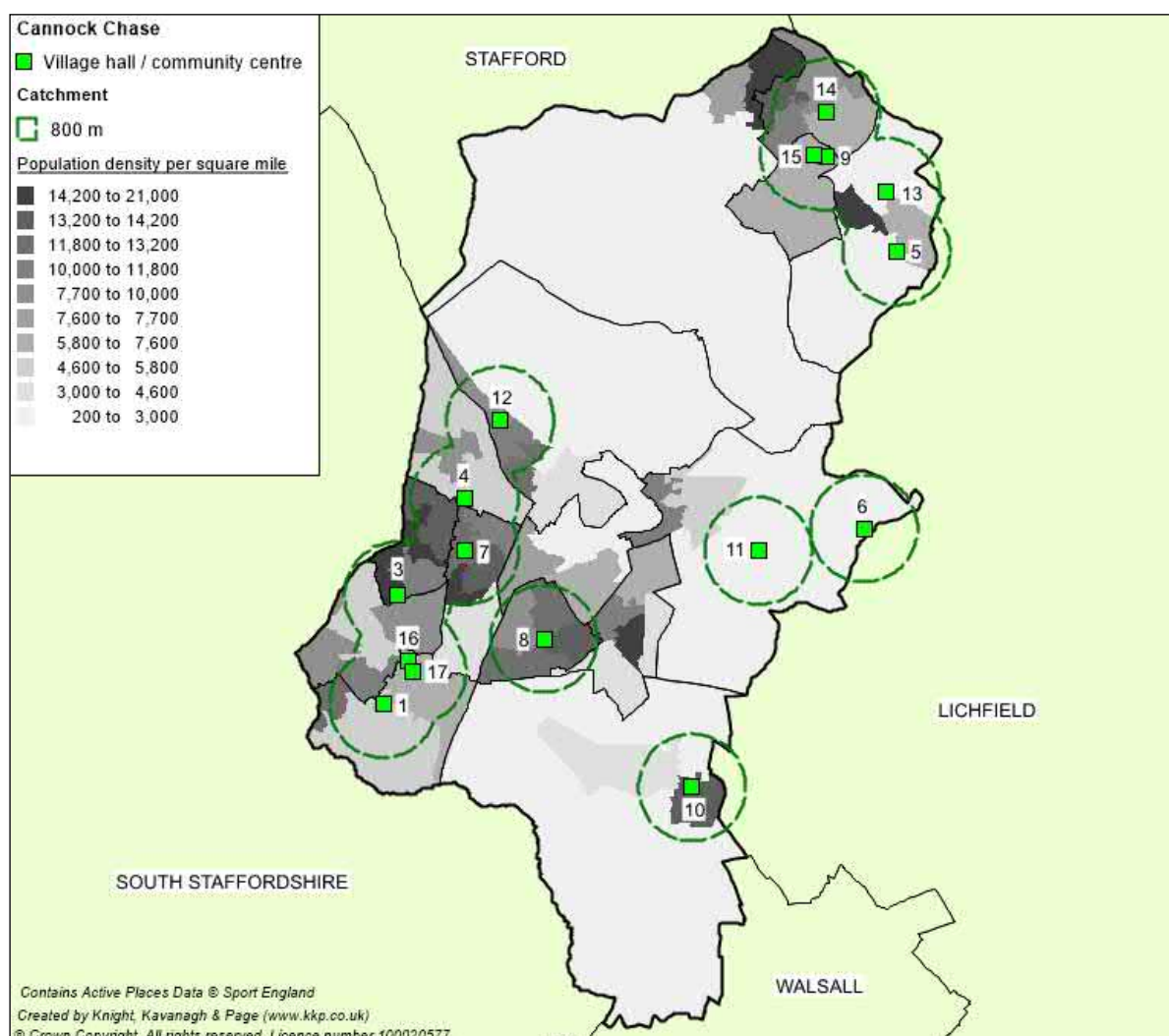
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SECTION 8: VILLAGE HALLS/COMMUNITY CENTRES

These are important recreational facilities, especially in rural areas and where day time access to sports centres is restricted. They are usually multi-functional and, dependent upon size and dimensions, can accommodate meetings, socialising, sports and recreation clubs/activities. The spread of village halls/ community centres in Cannock Chase is shown below.

8.1: Supply

Figure 8.1: Village halls and community centres in Cannock Chase



Just under half (47.2%, 46,500) of the population of Cannock Chase (98,534 MYE 2016) live within 800 metres of a village hall or community centre within. Conversely, just over half (52.8%) do not live within the 800-metre catchment area.

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Table 8.1: Village halls and community centres in Cannock Chase

Map ID	Site	Map ID	Site
1	Avon Business and Leisure Limited	10	Norton Canes Community Hall
3	Bevan Lee Community Centre	11	Prospect Village hall
4	Blakeways Community Centre	12	Pye Green Community Centre
5	Brereton and Ravenhill Community Centre	13	Ravenhil Ward Social Club
6	Cannock Wood Village hall	14	Rugeley Rose Community Hall
7	Coniston Hall	15	Rugeley Youth & community Centre
8	Hayes Green Community Centre	16	St Lukes Church & community centre
9	Lea Hall Miners Welfare and Social Club	17	St Marys Community Centre

8.2: Demand

Research undertaken for the audit suggests that demand for village hall/community centre space is high, highlighting the importance of these sites in ensuring that there is a good range of local sport and physical activity provision available for residents in Cannock Chase. Activities range from curling and bowling in Cannock Wood Village hall to table tennis in Lea Hall.

Table 8.2: Village halls and community centres with known sporting/physical activity

Map ID	Site	Brief description
1	Avon Business and Leisure Limited	Dance, fitness, weight loss, parents and toddlers activities
3	Bevan Lee Community Centre	
4	Blakeways Community Centre	
5	Brereton and Ravenhill Community Centre	Weight loss
6	Cannock Wood Village hall	Fun and fitness class- (dance), yoga and a recreation club offering a variety of activities such as curling and bowling.
7	Coniston Hall	
8	Hayes Green Community Centre	
9	Lea Hall Miners Welfare and Social Club	Karate, table tennis
10	Norton Canes Community Hall	Indoor bowls, social dances and judo club
11	Prospect Village Hall	
12	Pye Green Community Centre	Weight loss, kickboxing, dance, Pilates
13	Ravenhill Ward Social Club	
14	Rugeley Rose Community Hall	Weight loss
15	Rugeley Youth & Community Centre	Sports hall marked out for five-a-side football, basketball and badminton.
16	St Lukes Church & Community Centre	Gentle exercise and craft groups
17	St Marys Community Centre	

CANNOCK CHASE DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

As identified in Section 4, the majority of sports halls in the District are located on education sites. This restricts their usage to the general population especially during the daytime on weekdays. Village and community halls can play a key role in providing complementary provision for sport and physical activity at these times in addition to evenings and weekends. This is pertinent not only in areas where access to sports halls is restricted, but also in rural areas and areas which suffer from poor public transport links.

Seven of the village halls and community centres offer some level of physical activity, which tends to be pertinent to the local community. There is potential to extend use at Rugeley Youth and Community Centre but research suggests that there is limited opportunity to expand activities at other facilities, either due to lack of volunteers or size and shape of the facilities in question.

8.3: Summary of village halls and community centres key facts and issues

- ◀ The audit identified 16 village and community halls in Cannock Chase.
- ◀ Just under half (47.2%, 46,500) of the population lives within an 800-metre catchment of a site.
- ◀ There are a range of physical activity opportunities offered on six sites. The size and shape of some of the other facilities do not lend themselves to accommodating physical activities or are very limiting in what they can offer.
- ◀ A variety of activities is delivered in village halls ranging from dancing to short mat bowls.

CANNOCK CHASE DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

SECTION 9: SWOT ANALYSIS

9.1 Strengths

- ◀ CCDC recognises the importance of its leisure facility stock to health and wellbeing and future planning needs.
- ◀ There is a productive relationship between CCDC and IHL which is helping to increase physical activity levels amongst hard to reach groups, in particular.
- ◀ The main public leisure centres (in Cannock and Rugeley) offering good community accessible facilities. Both have received investment and are fit for purpose facilities.
- ◀ Chase Leisure Centre has an eight-court badminton hall which offer substantial flexibility to function as a league central venue and to accommodate events.
- ◀ The strong GP referral system has seen significant growth over the past two years.
- ◀ All Cannock residents live within 20-minute drive time of a swimming pool, a sports hall and a health and fitness centre.
- ◀ Gymnastics and running are popular.
- ◀ Community centres/village halls and dance studios offer a range of activities ensuring complementary opportunities in smaller more accessible venues.
- ◀ There is a strong disability sports offer in the area in which is growing and appears to be funded by a range of partner organisations.

9.2: Weaknesses

- ◀ There is limited, if any coordination between programming of sports halls on education sites and the two leisure centres managed by IHL.
- ◀ There appears to be a weak sports club structure in the District which is compounded by the lack of coaches and coach development.
- ◀ Two swimming clubs operate from both Rugeley and Cannock Chase leisure centres, leading to duplication of effort of both coaches and volunteers.
- ◀ The fragmented nature of management arrangements at sports halls means that no single organisation takes a lead on activity programming or access and schools, in particular appear to work within their own 'silo' without overall leadership and direction.
- ◀ The CARS scheme should be attracting more people from areas of higher health deprivation if it is to make a difference to the people who need to improve their health more than others.
- ◀ The reduced opportunity to play indoor bowls.
- ◀ The missed opportunity of the local girls' handball team to train and play in the area.

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9.3 Opportunities

- ◀ House building in the area could lead to increased developer contributions towards sport and leisure provision should demand warrant it.
- ◀ The excitement generated by the decision to hold the Commonwealth Games in Birmingham in 2022 could lead to increased participation in sport in the area, if coordinated and harnessed.
- ◀ Chase Leisure Centre has an eight-court badminton hall of which more use could be made to support local sports clubs and their development.
- ◀ There is an opportunity to extend the CARS scheme building on its current strength. It is imperative that results of this programme continue to be properly recorded to ensure that the Council is fully appraised of its value.
- ◀ Schools report spare capacity at their sports halls so efforts should be made to strategically develop specific sports at different sites with a view to driving increases in participation generally.
- ◀ IHL is investing in Chase Leisure Centre facilities and expanding the dance/studio area, which should lead to increases in physical activity and participation levels.
- ◀ Development of additional space multi-use space at Rugeley Leisure Centre could also lead to increased participation; this would help alleviate some of the waiting lists for class-based activity in particular.
- ◀ Continue to build on the good relationships and developing partnership-based approach between IHL and the wide array of wellbeing groups to ensure a continued strategic approach is undertaken with regard to driving increases in participation.
- ◀ There is a need to develop volunteer and coach workforce development plan in order to increase the numbers across a range of sports, to counteract the relatively weak club structure in the District).
- ◀ IHL needs to continue working (and utilising its experience) with NGBs and voluntary clubs to help drive increases in participation across the District on behalf of CCDC.
- ◀ CCDC should (possibly in tandem with IHL) allocate a significant short-term resource to a programme to secure development of sporting opportunities at school-based facilities.
- ◀ Strategically plan how more gymnastics provision could be accommodated to reduce the length of the waiting lists. Consideration could be given to looking to develop a dedicated gymnastics facility within the District.
- ◀ To encourage the handball team to be able to train and play in a larger hall within Cannock.
- ◀ An in-depth analysis of the swimming timetable is required to ensure that participation can continue to rise given the current pressures on water space.

9.4: Threats

- ◀ Although the main two facilities are in above average condition, capital investment is still required to ensure that they remain fully operational and fit for purpose.
- ◀ The projected increase in number and proportion of older people, will place an increasing strain on the two main sports halls at specific times if school sites are not booked for use leading to an increase activity out of school hours.
- ◀ The lack of a workforce development plan is likely to ensure that the current undersupply of sports coaches will remain thereby limiting the sports development opportunity in the District.
- ◀ The community sport and physical activity offer across the District could fragment further due to the increasing independence of schools (via general changes to education) and further private investment in profit making activities (e.g. gyms).
- ◀ The continuing drive for efficiencies and cost saving could place further strain on the service.
- ◀ The lack of joined up programming and sports development service, across the District, may lead to duplication of activity and/or gaps in provision of a full sport and leisure offer.
- ◀ Limited developer contributions due to the relatively low level of housing development compared to many other districts and boroughs

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INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

9.5 Summary of Need by 2036

The following identifies a brief summary of supply and demand of current facilities by type and an overview of requirements based on current knowledge of house building and projected growth/

Facility type	Current status	Projected gap/deficiency 2036
Sports halls	<ul style="list-style-type: none"> ◀ All schools have spare sports hall capacity. ◀ The sports halls at Rugeley and Chase leisure centres are operating at near capacity. 	<ul style="list-style-type: none"> ◀ The projected increase in population of just over 5% by 2036 could place increasing demand on sports halls, but the current spare capacity on all education sites suggests that this can be accommodated for with the current level of supply. ◀ The key issue is that the ageing demographic may place more pressure on the requirement for day time use; alternatively, it may lead to a reduced demand for sports hall space as the population becomes less active as it ages. ◀ The limited change in supply of and demand for sports halls would suggest that maintaining the quality of existing facilities is a high priority to ensure that participation in indoor sports at least remains constant and/or increases
Swimming pools	<ul style="list-style-type: none"> ◀ Swimming is popular in the District with wet site visits increasing in 2018 compared to 2017. ◀ The two swimming clubs (Cannock Chase and Cannock Phoenix swimming clubs) use both Rugeley and Chase leisure centres. ◀ More water space is available in the neighbouring authorities of Lichfield, South Staffordshire and Walsall). 	<ul style="list-style-type: none"> ◀ The projected growth in Cannock Chase is unlikely to result in demand for more water space; in our view, this can be accommodated by programming changes/improvements. ◀ Investment to maintain quality will be required to ensure that swimming facilities remain fit for purpose.
Health and fitness facilities and dance studios	<ul style="list-style-type: none"> ◀ There is a good supply of health and fitness provision in the authority and neighbouring authorities. ◀ There is pressure on dance studio space currently 	<ul style="list-style-type: none"> ◀ Any increase in health and fitness and dance studio is likely to come about as a result of changing trends and an ageing demographic rather than increases in population. This demand is not likely to result in increased demand for health and fitness, rather a varied and developing offer.
Indoor bowls	<ul style="list-style-type: none"> ◀ There is currently insufficient demand to support the financial viability of the indoor bowls facility at Chase Leisure Centre, hence its recent closure. 	<ul style="list-style-type: none"> ◀ Although an ageing demographic might suggest and increase in the demand for indoor bowls, this is not necessarily the case. It is highly unlikely that there will be sufficient demand for an indoor bowls facility that will be financially viable to 2036.
Squash courts	<ul style="list-style-type: none"> ◀ There is capacity in the courts with management looking at other initiatives 	<ul style="list-style-type: none"> ◀ It is not expected that more squash courts will be needed by 2036, although there will be a requirement to ensure that quality is maintained.

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	to encourage participation and increase demand	
Athletics/ running	<ul style="list-style-type: none"> There has been a significant increase in running in the District with Rugeley Runners supporting development of itself and the local park run, which attracts over 300 runners per week. 	<ul style="list-style-type: none"> The Club is looking for support (financial or other) to develop a floodlit tarmac running route which could be shared with cyclists.

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Appendix 1: Priority outcomes for the Health and Wellbeing Pathway

Appendix A – Public Health Priority Summary Sheet

	Priority Outcome 1	Priority Outcome 2	Priority Outcome 3	Priority Outcome 4
Start Well To give every child the best start in life	Parents know how to provide a supportive, safe and stable childhood	Increased take up of breast feeding to support good early childhood development	To reduce the number of low birth weight babies being born	Reduce smoking in pregnancy
Develop Well To enable all children, young people and adults to maximise their capabilities and have control over their lives	Children and young people have improved emotional wellbeing	Children and young people have a BMI within a healthy range and engage in regular physical activity	Children and young people are kept safe from substance and alcohol misuse	Fewer children and young people contracting STI's
Live Well To ensure a healthy standard of living for all	People in Cannock Chase have access to good quality housing and influence planning	People in Cannock Chase have a BMI within a healthy range, engage in regular physical activity and live a life free from diabetes.	Continue to reduce smoking prevalence and increase numbers accessing stop smoking services	Fewer people report feelings of isolation and low self esteem and have improved access to services. In particular reduce the higher than average rates of self harm admissions in Cannock Chase
Age Well To create and develop healthy and sustainable places and communities	Older people in Cannock Chase lead healthy active lives in a dementia friendly society where support is available to people and their carers in their own homes	Fewer people in Cannock Chase will have accidents and falls	People in Cannock Chase are better protected against the risk of excess winter deaths	Improve cancer detection and early intervention
End Well To strengthen the role and impact of ill health prevention	People in Cannock Chase will have greater choice and control during the end of their lives	People in Cannock Chase have better access to information, awareness and communication	People in Cannock Chase have a greater understanding of the end of life	To improve and ensure a high quality end of life service provision

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Appendix 2: Mosaic segmentation-











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

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

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Appendix 3: Sport England Market Segmentation

	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	Ben Competitive Male Urbanites Also known as Josh, Luke, Adam, Matesuz, Kamil	Male, recent graduates, with a 'work-hard, play-hard' attitude. <i>Graduate professional, single.</i>	18-24	ABC1	69%	4.9%	Ben is a heavy internet user, using it for sports news, personal emails, social networking and buying films, games and tickets. He is highly responsive to internet advertising.		Ben is a very active type and takes part in sport on a regular basis. He is the sportiest of the 19 segments. Ben's top sports are football (33%), keep fit/ gym (24%), cycling (18%), athletics including running (15%) and swimming (13%).
				39%					
	Jamie Sports Team Lads Also known as Ryan, Nathan, Ashley, Adeel, Pawel	Young blokes enjoying football, pints and pool. <i>Vocational student, single.</i>	18-24	C2DE	59%	5.4%	Jamie is a prolific mobile phone user and as uses this as a primary source of information. He likes to text rather than talk, and uses 3G for sports results and SMS text information services.		Jamie is a very active type that takes part in sport on a regular basis. Jamie's top sports are football (28%), keep fit and gym (22%), athletics including running (12%), cycling (12%) and swimming (10%).
				31%					
	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>	18-24	ABC1	56%	4.7%	Chloe is a heavy internet and mobile phone user. She uses her mobile to keep in contact with friends and family, preferring this to her landline. Chloe has a new 3G phone which provides internet access but is still likely to use text as her first source of information.		Chloe is an active type that takes part in sport on a regular basis. Chloe's top sports are keep fit/ gym (28%), swimming (24%), athletics including running (14%), cycling (11%) and equestrian (5%).
				23%					
	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>	18-24	C2DE	42%	4.3%	Leanne is a light internet user and a heavy mobile phone user, using this instead of a landline to contact friends. She uses SMS text services and also entertainment features on her mobile. Leanne's mobile is likely to be pay-as-you-go and she responds to text adverts.		Leanne is the least active segment of her age group. Leanne's top sports are keep fit/ gym (23%), swimming (18%), athletics including running (9%), cycling (6%) and football (4%).
				17%					
	Helena Career Focused Female Also known as Claire, Tamsin, Fiona, Sara, Joanne	Single professional women, enjoying life in the fast lane. <i>Full time professional, single.</i>	26-44	ABC1	53%	4.6%	Helena always has her mobile and PDA on hand so that she is contactable for work and social calls. She is a heavy internet user, but mainly from home, and uses this as her primary source of information.		Helena is a fairly active type that takes part in sport on a regular basis. Helena's top sports are keep fit/ gym (26%), swimming (22%), cycling (11%), athletics including running (9%), and equestrian (3%).
				19%					









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	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	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	C1C2D	47%	4.9%	Jackie is a medium TV viewer, enjoying soaps, chat shows and dramas, and has Freeview digital channels. She is a light and cautious internet user, but has been encouraged by her children's prolific usage and is becoming more confident herself.		Jackie has above average participation levels in sport, but is less active than other segments in her age group. Jackie's top sports are keep fit/ gym (22%), swimming (20%), cycling (9%), athletics including running (6%), and badminton (2%).
				16%					
	Kev Pub League Team Mates Also known as Lee, Craig, Steven, Tariq, Dariusz.	Blokes who enjoy pub league games and watching live sport. <i>Vocational job, may have children, married or single.</i>	36-45	DE	43%	5.9%	Kev is a heavy TV viewer, likely to have a digital or cable package for extra sports coverage. He is a heavy radio listener and is likely to favour local commercial stations. Kev uses his mobile phone for social reasons but will not respond to text advert.		Kev has above average levels of participation in sport. Kev's top sports are keep fit/ gym (14%), football (12%), cycling (11%), swimming (10%) and athletics including running (6%).
				17%					



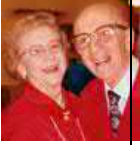

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	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	<p>Paula Stretched Single Mum</p> <p>Also known as Donna, Gemma, Shelley, Tina, Tammy</p>	<p>Single mums with financial pressures, childcare issues and little time for pleasure. <i>Job seeker or part time low skilled worker, children, single.</i></p>	26-45	DE	36%	3.7%	<p>Paula is a heavy TV viewer, enjoying quiz and chat shows, reality TV and soaps. She is likely to have a digital or cable package. Paula does not have internet access at home, and is a heavy mobile phone user, although this is likely to be pay-as-you-go.</p>		<p>Paula is not a very active type and her participation is lower than that of the general adult population. Paula's top sports are keep fit/ gym (18%), swimming (17%), cycling (5%), athletics including running (4%) and football (3%).</p>
				13%					
	<p>Philip Comfortable Mid Life Male</p> <p>Also known as Graham, Colin, Keith, Stuart, Clive</p>	<p>Mid-life professional, sporty males with older children and more time for themselves. <i>Full time job and owner occupied, children, married.</i></p>	46-55	ABC1	51%	8.7%	<p>Philip is a medium TV viewer, likely to have digital and use interactive services for sports and business news. He is a heavy radio listener. Philip is comfortable purchasing over the phone and internet, but is unlikely to respond to SMS text alerts.</p>		<p>Philip's sporting activity levels are above the national average. Philip's top sports are cycling (16%), keep fit/ gym (15%), swimming (12%), football (9%), and golf (8%).</p>
				20%					
	<p>Elaine Empty Nest Career Ladies</p> <p>Also known as Carole, Sandra, Penelope, Julie, Jacqueline</p>	<p>Mid-life professionals who have more time for themselves since their children left home. <i>Full time job and owner occupied, married.</i></p>	46-55	ABC1	43%	6.1%	<p>Elaine is a light TV viewer, loyal to mainstream terrestrial channels. Elaine is a medium radio listener, likely to prefer BBC Radio 2 or 4 and Classic FM. A moderate internet user, she browses news and lifestyle sites. Elaine reads broadsheets, such as the Daily Telegraph, and women's lifestyle magazines. She would not respond to sms text alerts, nor to cold-calling.</p>		<p>Elaine's sporting activity levels are similar to the national average. Elaine's top sports are keep fit/ gym (21%), swimming (18%), cycling (7%), athletics including running (3%) and tennis (2%).</p>
				12%					
	<p>Roger & Joy Early Retirement Couples</p> <p>Also known as Melvyn, Barry, Geoffrey, Linda, Susan, Patricia</p>	<p>Free-time couples nearing the end of their careers. <i>Full-time job or retired, married.</i></p>	56-65	ABC1	38%	6.8%	<p>Roger and Joy are medium TV viewers and heavy radio listeners. They regularly read the Times of Daily Telegraph, and a local paper. They have increased their use of the internet and may now have access to it at home.</p>		<p>Roger and Joy are slightly less active than the general population. Roger and Joy's top sports are keep fit/ gym (13%), swimming (13%), cycling (8%), golf (6%), and angling (2%).</p>
				10%					

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	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	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 Comfortable Retired Couples Also known as Lionel, Arthur, Reginald, Beryl, Peggy, Marjorie	Retired couples, enjoying active and comfortable lifestyles. <i>Retired, married or single.</i>	66+	ABC1	28%	4.2%	Ralph and Phyllis are medium to light TV viewers, preferring to be out and about instead. They are unlikely to have access to the internet, although it is something they are considering. They read the newspaper daily: either the Daily Telegraph or Times.		Ralph and Phyllis are less active than the average adult, but sportier than other segments of the same age group. Ralph and Phyllis' top sports are keep fit/ gym (10%), swimming (9%), golf (7%), bowls (4%), and cycling (4%).
				9%					

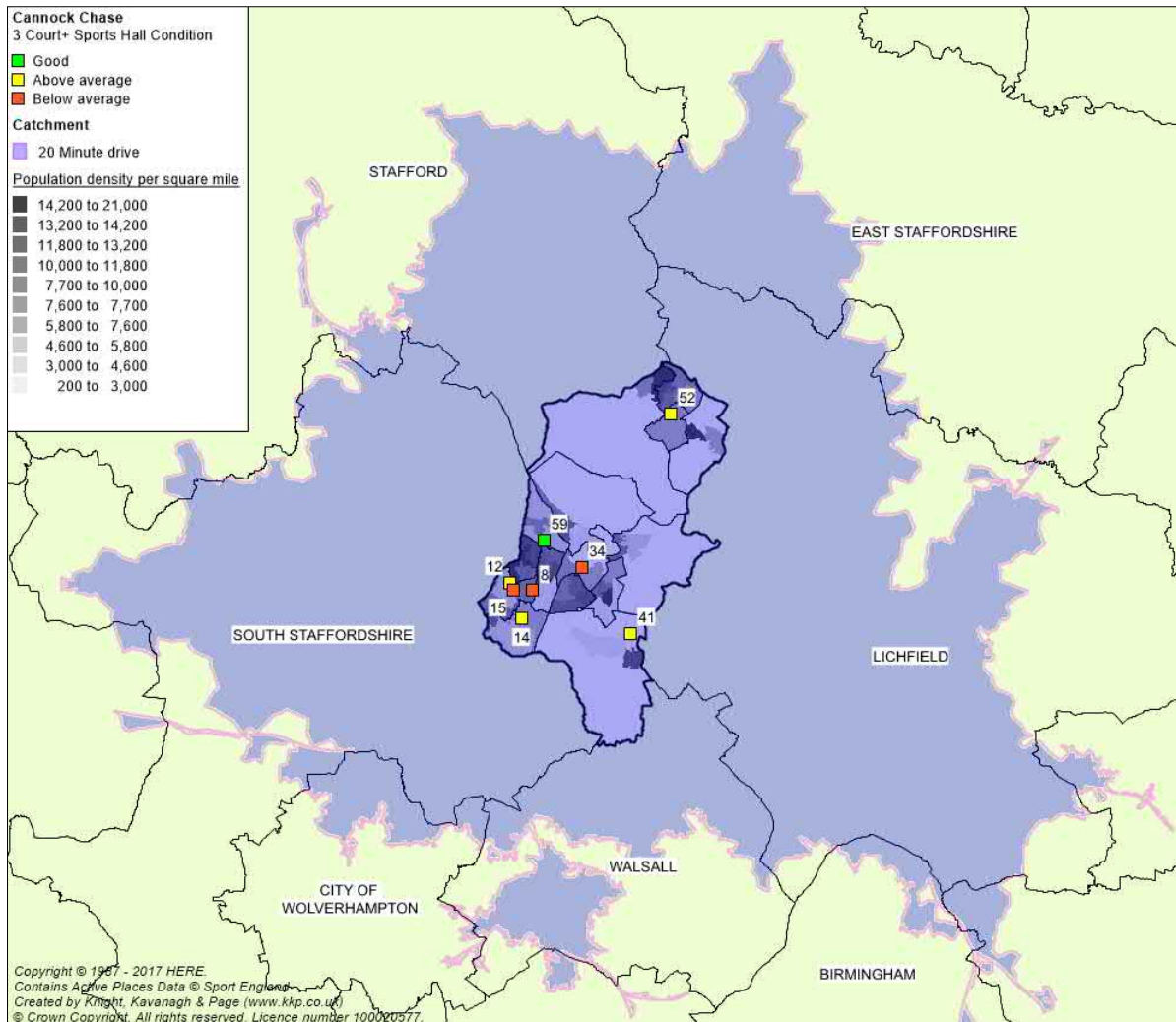
CANNOCK CHASE DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	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+	C1C2D	21%	4.0%	Frank is a heavy TV viewer and enjoys watching live sport and notices TV advertising, which he is influenced by. He does not use the internet and is nervous of computers. Frank reads a newspaper most days, either the Daily Mail or Express. He does not have a mobile phone.		Frank is generally much less active than the average adult. Frank's top sports are golf (7%), keep fit/ gym (6%), bowls (6%), swimming (6%) and cycling (4%).
				9%					
	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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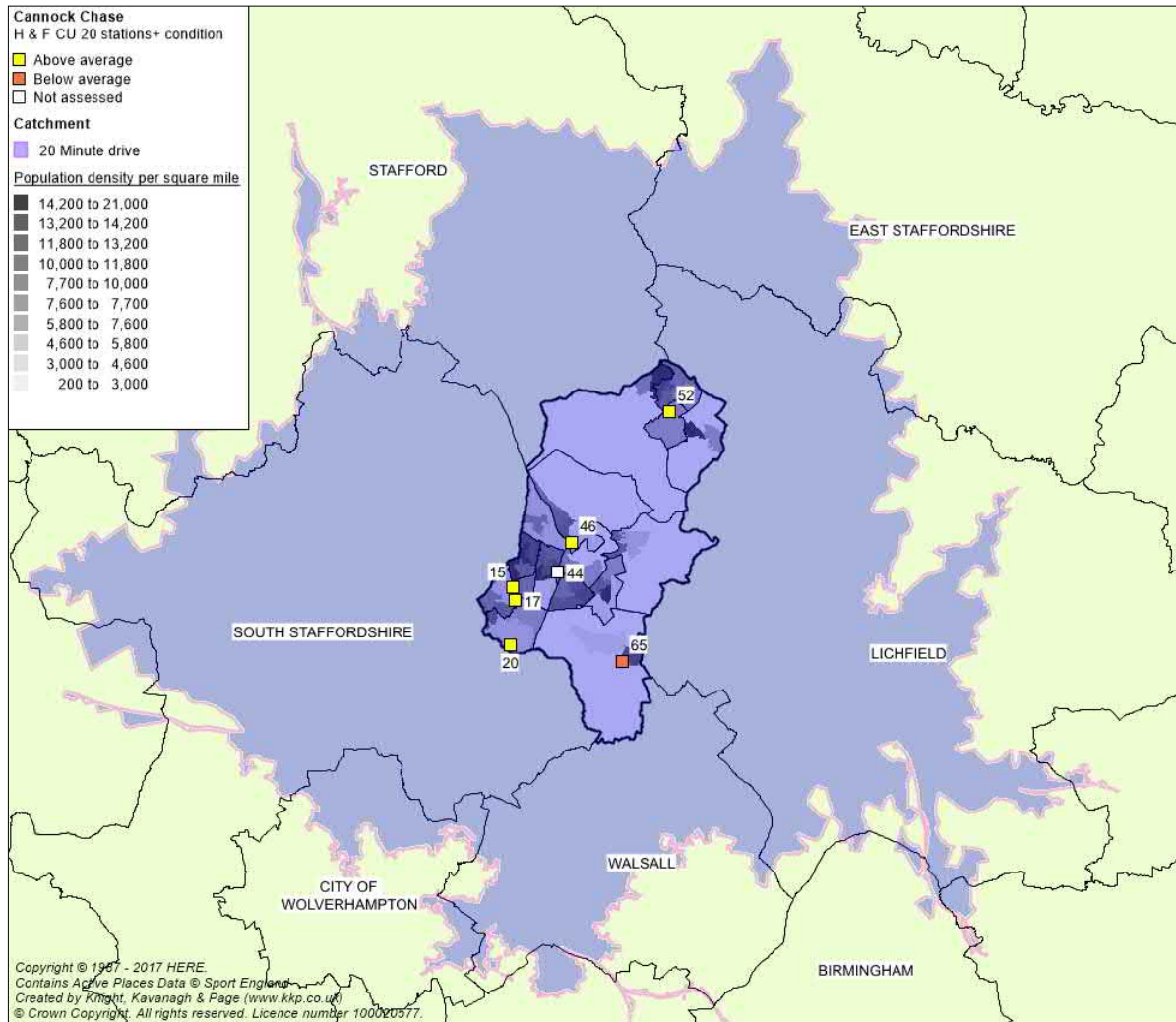
Appendix 4: Drive time maps

Figure 4.4: Cannock Chase sports halls 3+ court plus by condition with 20-minute drive time



CANNOCK CHASE DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure 6.5: Health & Fitness (min 20 stn) by condition, 20-minute drive time, PD MYE 2016



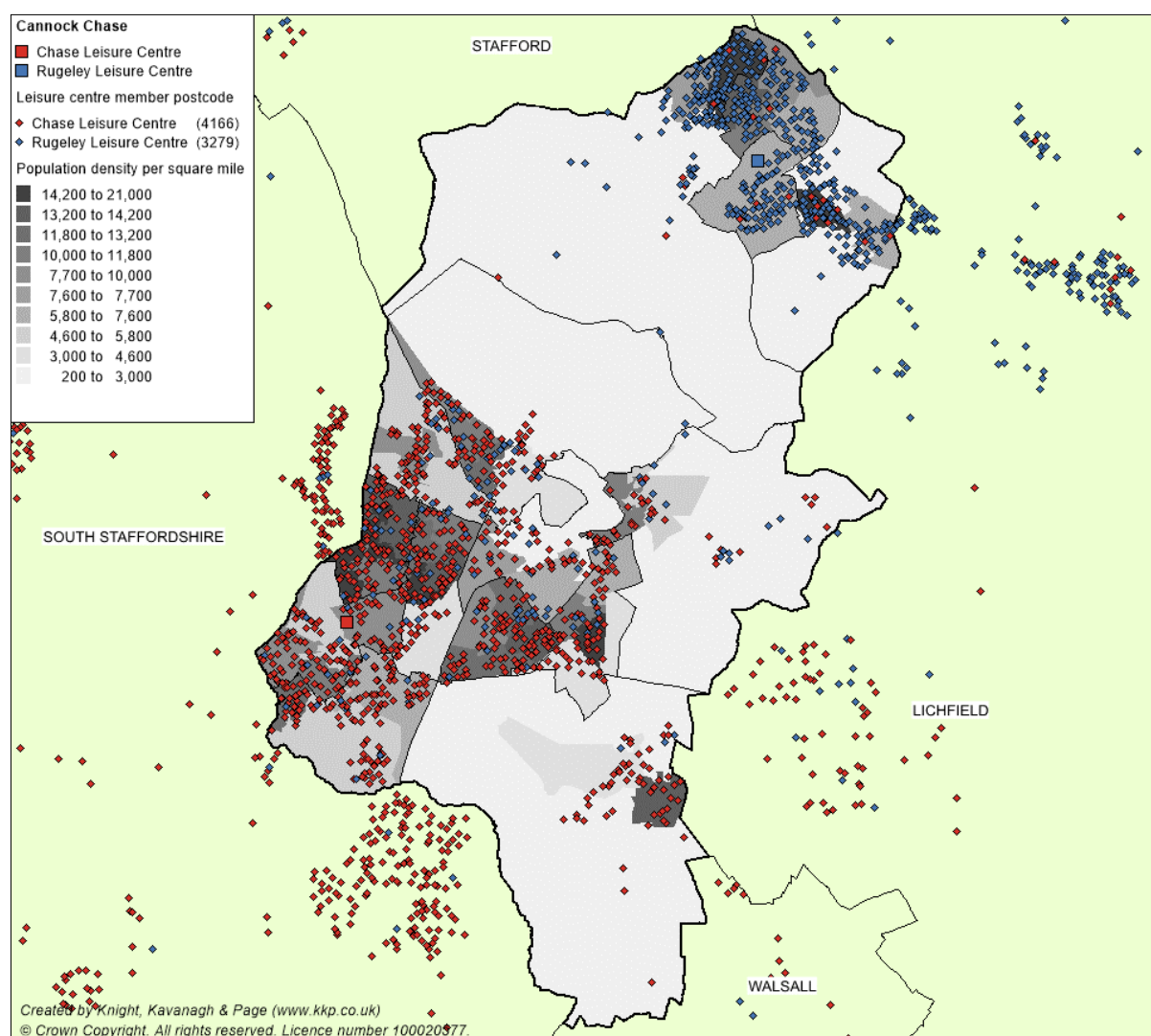
CANNOCK CHASE DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Appendix 5: Membership data

A total of 7,445 combined membership records for Chase Leisure Centre and Rugeley Leisure Centre were provided by IHL on 19/03/2018, covering attendance during the previous three months. (Unique membership assumed, as supplied data has no unique ID). Of these 7,368 (98.9%) had correct and valid postcodes for mapping, but 77 postcodes were either incorrectly formatted or invalid.

The data does not provide information to distinguish between activities undertaken at the sites. e.g., fitness, fitness classes, or dry side sports such as badminton. A total of 5,172 (69.47%) of the mapped postcodes are within Cannock Chase District with 273 (30.53%) mapped postcodes outwith the Authority area or location unknown.

Figure 7.1: Cannock Chase – membership mapping and analysis by leisure centre



IHL members living in Rugeley and the surrounding settlements predominantly attend Rugeley Leisure Centre while some travel in from Lichfield. Chase Leisure Centre attracts members from Hednesford, Cannock, and Norton Canes with additional clusters in the neighbouring authority of South Staffordshire (Huntington, Cheslyn Hay and Great Wryley).

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Table 7.1: Cannock Chase membership location by number and percentage

Cannock Chase	Members	Postcode inside LA	% inside LA	Postcode not in LA/unknown	% outside LA / unknown
Chase Leisure Centre	4,166	2,889	38.80%	1,277	17.15%
Rugeley Leisure Centre	3,279	2,283	30.66%	996	13.38%
Total	7,445	5,172	69.47%	2,273	30.53%

(A further breakdown of membership data can be found in Appendix 5).

The gender analysis of the two leisure centres shows that both attract a similar ratio of males to females (both have more female members than male).

Table 7.2: Leisure centre membership by gender – overall by number and %

Cannock Chase	Female		Male		Unspecified		Total	
	#	%	#	%	#	%	#	%
Chase LC	2,375	57.01%	1,760	42.25%	31	0.74%	4,166	100.0%
Rugeley LC	1,764	53.80%	1,508	45.99%	7	0.21%	3,279	100.0%
Total	4,139	55.59%	3,268	43.90%	38	0.51%	7,445	100.0%

Figure 7.2: Membership pie charts by gender

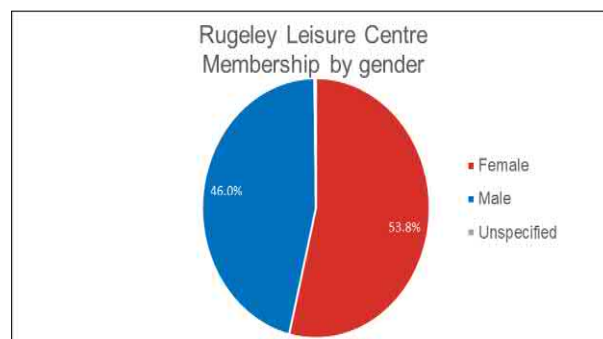
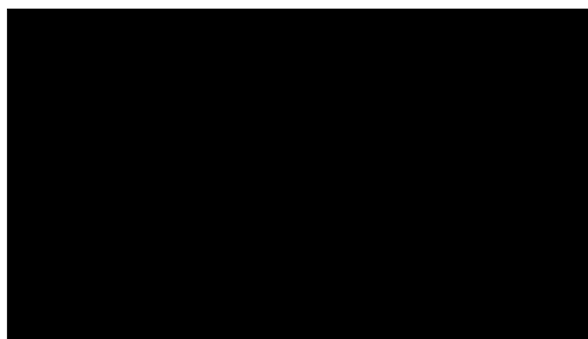


Figure 7.3 and table 7.4 show that for both males and females the most popular age to be a member is 21-30 years. For females there is then a steady decline in numbers over the older age bands. For males, there is a sudden decrease of over c.170 members in the 31-40 age band although it does increase by 73 members in the 41-50 age band. This is followed by a steady fall in numbers across the older age bands.

CANNOCK CHASE DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure 7.3: Membership by age group and gender – all users

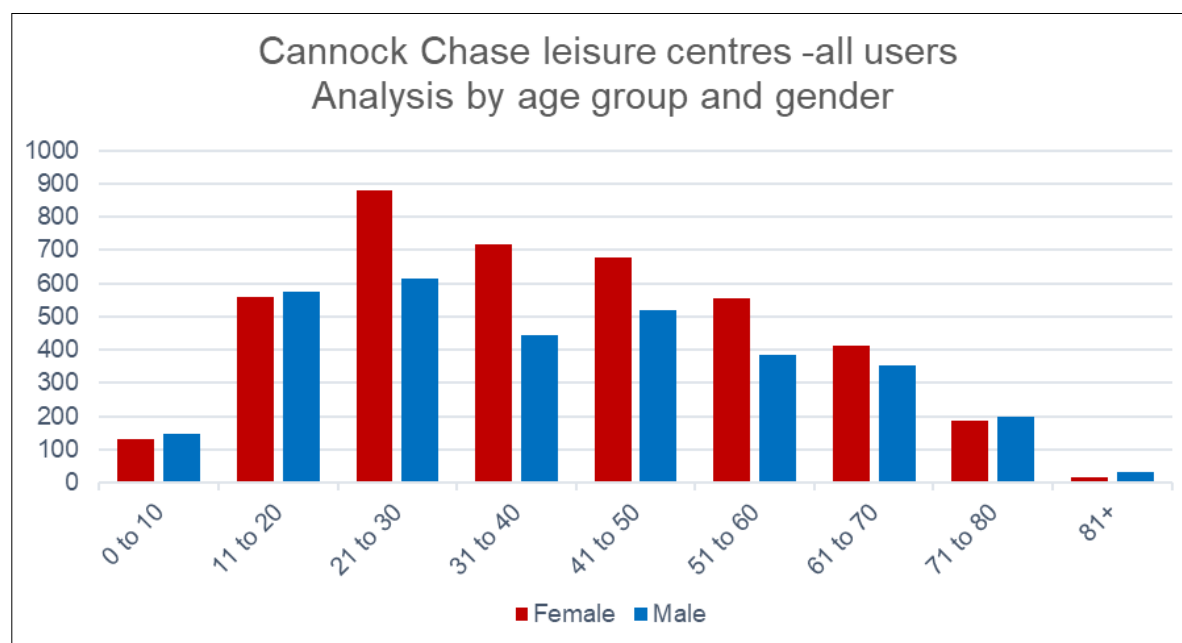


Table 7.4: Age and gender cohort and number

Age group	Female	Male	Unspecified	Total	
				#	%
0 to 10	133	146		279	3.75%
11 to 20	560	575		1135	15.25%
21 to 30	882	615	16	1513	20.32%
31 to 40	716	446	5	1167	15.67%
41 to 50	680	519	5	1204	16.17%
51 to 60	554	383	11	948	12.73%
61 to 70	413	354	1	768	10.32%
71 to 80	185	199		384	5.16%
81+	16	31		47	0.63%
Total	4,139	3,268	38	7,445	100.00%

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Table 7.5: Cannock Chase: all users age group and gender analysis by centre

Cannock Chase	0 to 10	11 to 20	21 to 30	31 to 40	41 to 50	51 to 60	61 to 70	71 to 80	81+	Total
Chase Leisure Centre	173	645	909	679	627	502	386	217	28	4,166
Female	84	352	549	426	356	299	199	99	11	2,375
Male	89	293	348	249	267	192	187	118	17	1,760
Unspecified			12	4	4	11				31
Rugeley Leisure Centre	106	490	604	488	577	446	382	167	19	3,279
Female	49	208	333	290	324	255	214	86	5	1,764
Male	57	282	267	197	252	191	167	81	14	1,508
Unspecified			4	1	1		1			7
Total	279	1,135	1,513	1,167	1,204	948	768	384	47	7,445

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Figure 7.4. IMD Multiple Deprivation 2015 – All leisure centre users

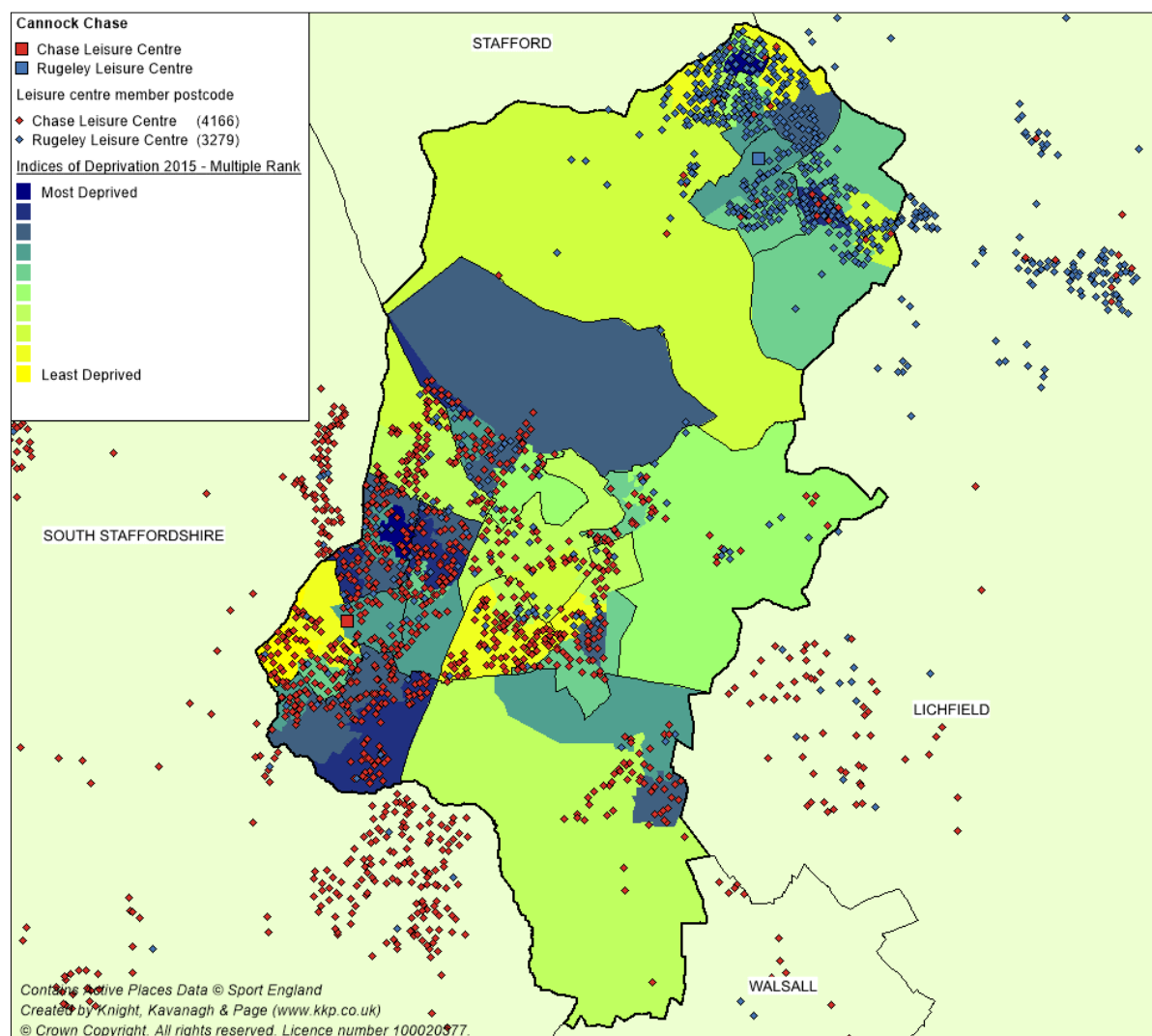


Table 7.6: IMD analysis – Leisure centre users postcode compared to Cannock Chase

IMD 2015 10% bands	Cannock Chase		All Centres		Chase LC		Rugeley LC	
	Pop ⁿ (mid-2012)	%	#	%	#	%	#	%
00 - 10%	2,621	2.7%	116	2.2%	36	1.2%	80	3.5%
10.1 - 20%	10,654	10.9%	514	9.9%	367	12.7%	147	6.4%
20.1 - 30%	15,978	16.3%	669	12.9%	486	16.8%	183	8.0%
30.1 - 40%	13,191	13.5%	829	16.0%	470	16.2%	359	15.7%
40.1 - 50%	12,088	12.3%	751	14.5%	292	10.1%	459	20.1%
50.1 - 60%	8,150	8.3%	388	7.5%	103	3.6%	285	12.5%
60.1 - 70%	15,017	15.3%	609	11.8%	429	14.8%	180	7.9%
70.1 - 80%	6,399	6.5%	400	7.7%	148	5.1%	252	11.0%
80.1 - 90%	12,194	12.5%	788	15.2%	453	15.6%	335	14.7%
90.1 - 100%	1,648	1.7%	116	2.2%	113	3.9%	3	0.1%
Total	97,940	100.0%	5,180	100.0%	2,897	100.0%	2,283	100.0%

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Figure 7.5: Leisure Centre members against Cannock Chase IMD and Health

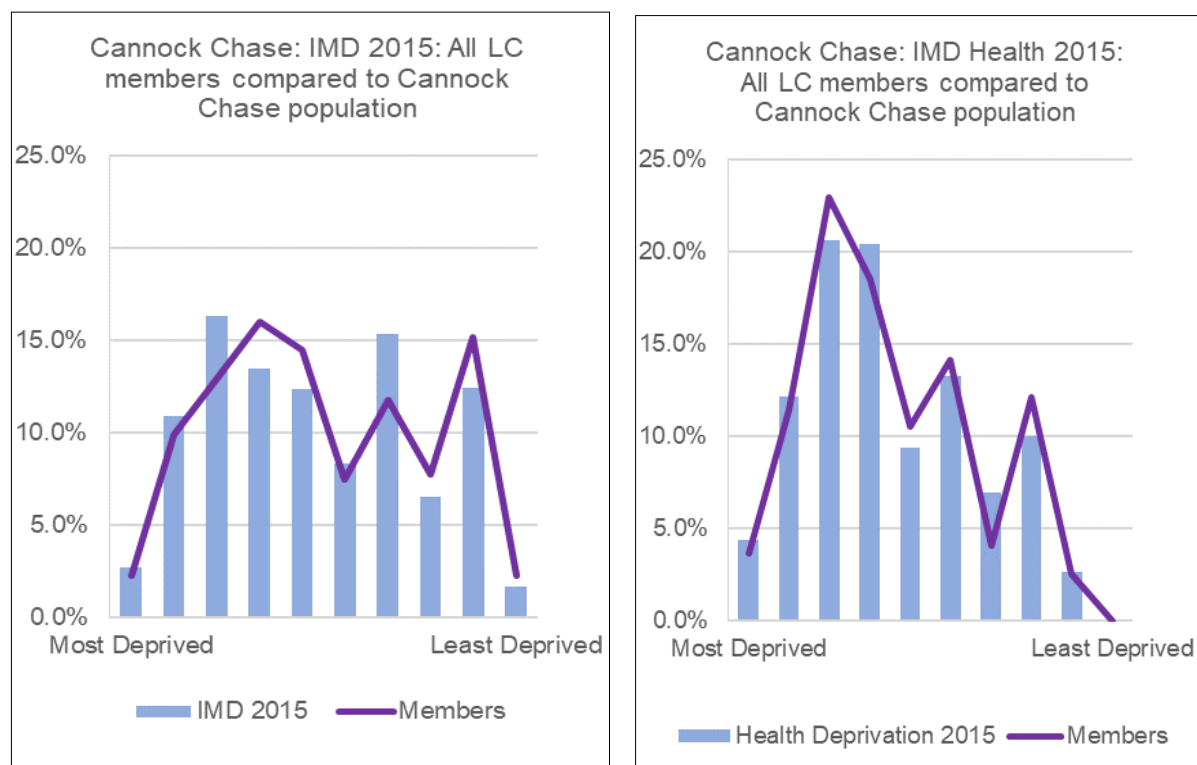


Figure 7.5 indicates that membership is commensurate with the areas of higher deprivation in both IMD and health. This means that members of Rugeley and Chase leisure centres are from all sections of the community in proportion to the people who live in the District.

Cannock Activity Referral Scheme

The Cannock Activity Referral Scheme (CARS) in Cannock started in January 2015 accompanied by some funding from MacMillan to focus on participants with a cancer diagnosis. IHL suggests that the programme has gone from strength to strength since its inception and the number of new participants has risen dramatically. Adherence to the programme and the number of participants increasing their physical activity level has exceeded targets in the last 12 months. Partnerships have been created and strengthened improving access for participants with cancer, cardiac conditions, chronic obstructive pulmonary disease (COPD), diabetes and dementia amongst others into the programme.

From April 2016 to March 2017, 505 new people accessed CARS of which 55 were participants supported by Active after Cancer funding. (This is 72% of the programmes' capacity). 211 (42%) participants were male and 293 (58%) female. The age of participants varies between 40 and 70. CARS participant postcode records (275 in total) were provided for people referred between 10/01/17 - 31/03/18, and who started the programme. (Unique records assumed). This identified that 204 (74%) of people on the programme live in Cannock Chase while 71 (262%) live outside the CCDC administrative area

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Figure 7.7. Cannock Activity Referral Scheme participant distribution on Health deprivation

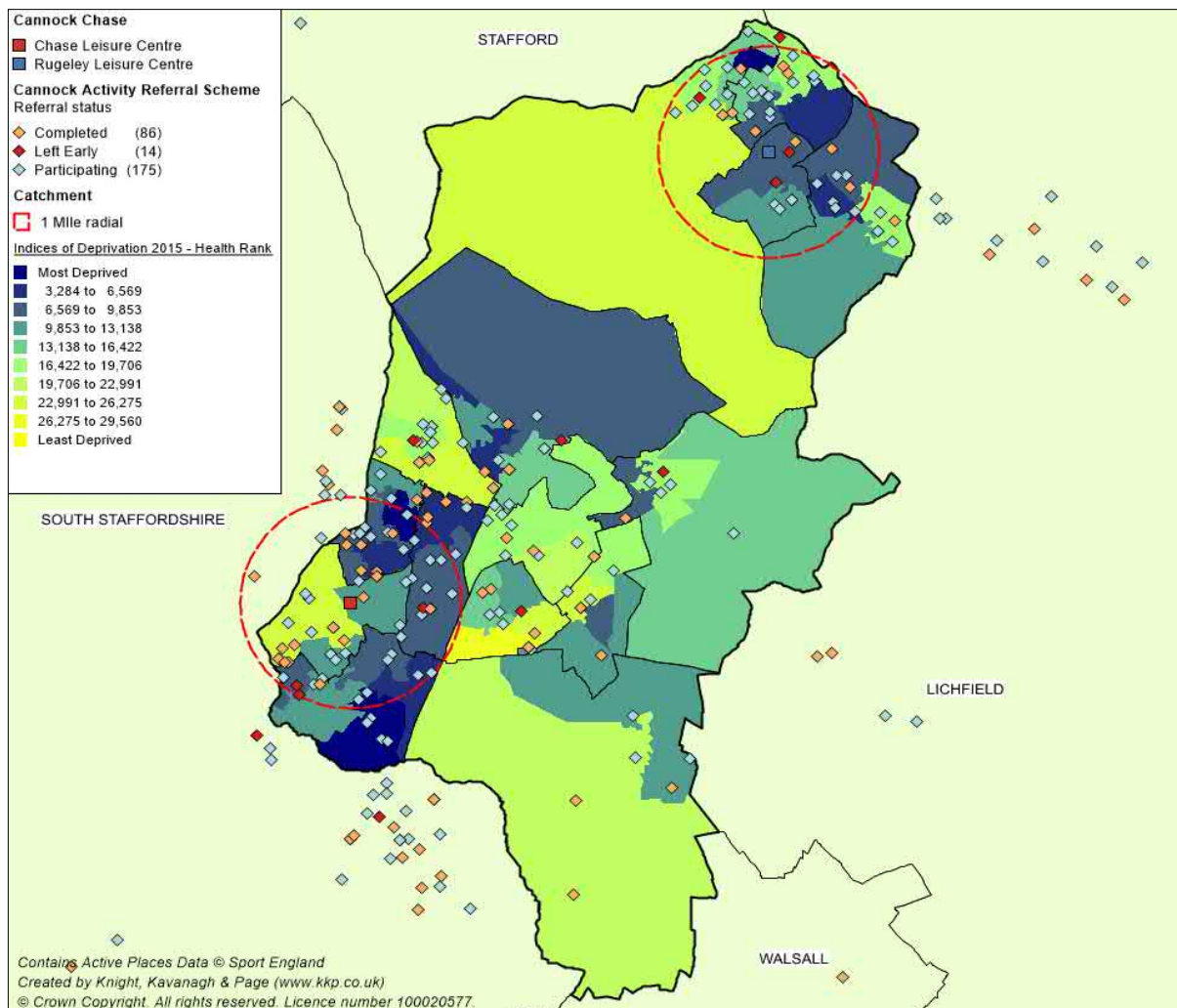
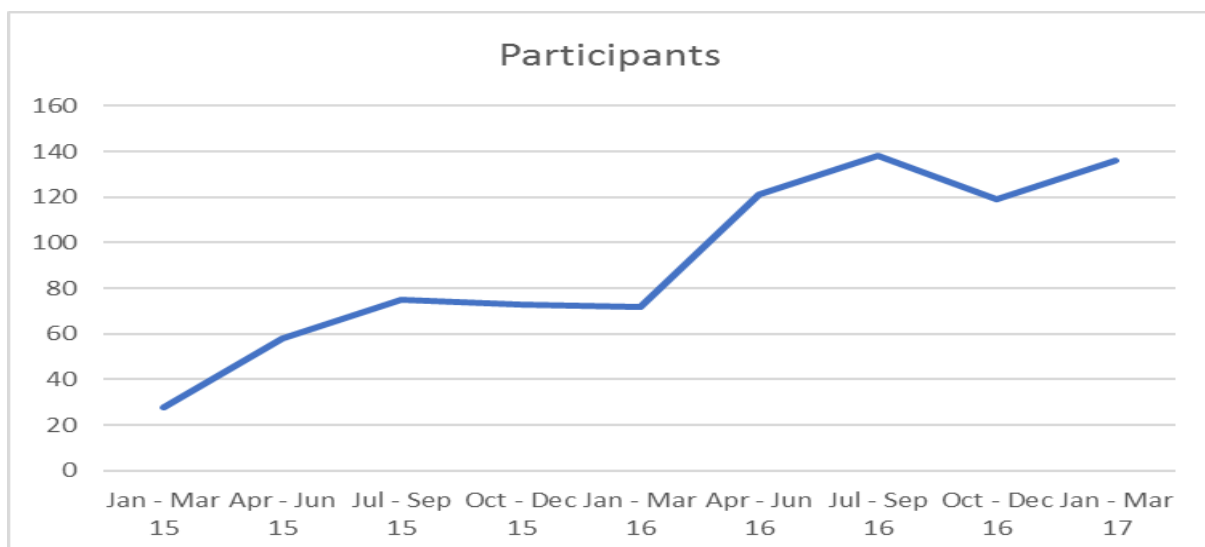


Figure 7.6: Growth of the Active Referral Scheme since its inception



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Table 7.7: CARS by number and percentage within / outwith Cannock Chase District

Referral status	Cannock Chase		All referrals	
	#	%	#	%
Completed	60	29.41%	86	31.27%
Left Early	12	5.88%	14	5.09%
Participating	132	64.71%	175	63.64%
Total	204	100.00%	275	100.00%

Table 7.8: CARS members by IMD analysis (Health Rank)

IMD Health 2015 10% bands	Cannock Chase		All Participants		Participating		Completed		Left Early	
	Population (mid-2012)	%	#	%	#	%	#	%	#	%
00 - 10%	4,312	4.4%	7	3.4%	6	4.5%	1	1.7%	0	0.0%
10 - 20%	11,925	12.2%	23	11.3%	15	11.4%	8	13.3%	0	0.0%
20 - 30%	20,253	20.7%	45	22.1%	32	24.2%	13	21.7%	0	0.0%
30 - 40%	20,043	20.5%	32	15.7%	18	13.6%	9	15.0%	5	41.7%
40 - 50%	9,178	9.4%	20	9.8%	15	11.4%	5	8.3%	0	0.0%
50 - 60%	13,030	13.3%	38	18.6%	27	20.5%	9	15.0%	2	16.7%
60 - 70%	6,788	6.9%	10	4.9%	5	3.8%	2	3.3%	3	25.0%
70 - 80%	9,822	10.0%	25	12.3%	14	10.6%	11	18.3%	0	0.0%
80 - 90%	2,589	2.6%	4	2.0%	0	0.0%	2	3.3%	2	16.7%
90 - 100%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Total	97,940	100.0%	204	100.0%	132	100.0%	60	100.0%	12	100.0%

Figure 7.7 and Table 7.8 indicate that 16.6% of the population of Cannock Chase live in areas of higher health deprivation compared to a national average of 20%, i.e. this is slightly below national findings. The CARS scheme attracts (30) 14.7% of its membership from this population, which indicates that it is attracting slightly fewer than average membership, from potentially the people who need it most. This indicates of the c.15,300 people living in areas of higher deprivation only 30 are members of CARS.

It is acknowledged that this is a referral process, the responsibility of which lies with GP surgeries and health professionals. Access to the scheme depends upon proactive intervention from one or more agencies and the person involved needs to want to join. However, given that there is a higher incidence of people in poorer health, in these areas, it is important to increase the numbers/percentage on to the scheme in order to make a greater difference to their lifestyles.

It is worth noting that no members referred to from the areas of higher deprivation left the scheme early, whereas over 40.0% of members who live in the 30%-40% area of health deprivation did so.

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Outcomes

IHL identifies an average attendance to the programme of 580 visits per month. Seven sessions per week are delivered by the team of which three extend into the evening. Activities include supervised gym sessions, Pilates and a specialist breast cancer activity session. Of the 91 people who started in 2016/17 who have completed the programme the most commonly quoted benefits were:

- ◀ Healthier (64)
- ◀ Improved mobility (49)
- ◀ Increased energy (49)
- ◀ Reduced stress (33)
- ◀ Lost weight (28)
- ◀ Increased confidence (27)
- ◀ Sleeping better (24)

External partners include Macmillan Cancer support, NHS (GP's, hospitals, dieticians, pharmacists, and physiotherapists), Beth Johnson Foundation (local cancer support advocacy service charity), Penny Brohn (holistic support for people living with cancer), The Hart School, Five Ways, Chancel and John Bamford primary schools and St Giles Hospice (registered charitable trust). The partnership works with health professionals including:

- ◀ Specialist diabetic team
- ◀ Cardiac rehabilitation teams
- ◀ COPD team.
- ◀ Adult and children physiotherapy services.

Other physical activity programmes include:

- ◀ Doorstep Active - a community programme funded by the Cannock District public health team for two years which has seen 153 people access the programme, of which 150 (98%) completed 12 weeks and 122 (80%) increased their physical activity levels.
- ◀ This Girl Can- aimed at women with long term health conditions. This is running in partnership with Sport across Staffordshire and Stoke on Trent.
- ◀ Thinking Active- a 12-week pilot program in Cannock looking at the potential benefits of Cognitive Stimulation Therapy and exercise for people with mild to moderate dementia. This is funded by Staffordshire Public Health.

The membership conversion rate is a snap shot taken monthly, which has only been recorded for the last six. This figure was 29% (the percentage of all new participants who then went on to take out a membership with IHL). Participants can take part in activities on a pay as you go basis during the 12-week intervention and then beyond it. This has seen an increase in income since April 2015 and then again since April 2016 suggesting that there is a high level of people staying active without taking out a membership.

Along with the gym, participants are signposted to other programmes and activities including health walks, swimming, activity classes in the leisure centre and community through Doorstep Active (identified above).

Areas for development

The focus of the scheme in the future is, reportedly, to develop new areas including people with diabetes, obesity or a falls prevention initiative.

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Other membership data

Inspiring Health operate leisure facilities across a range of local authorities. The data supplied by IHL covers the wider membership and is not restricted to members in Cannock Chase on its own.

Table 7.2: Leisure centre membership distribution by local authority

Local Authority	Chase Leisure Centre	Rugeley Leisure Centre	Total
Basingstoke & Deane	Sample size too small		
Birmingham			
Bolton			
Cannock Chase	2,897	2,283	5180
Cheshire East	Sample size too small		
City of Nottingham			
City of Stoke-On-Trent			
City of Wolverhampton			
Dudley			
Ealing			
East Staffordshire			
Gwynedd			
Hackney			
Havering			
Hinckley & Bosworth			
Kensington & Chelsea			
Kirklees			
Lichfield	111	501	612
Malvern Hills	Sample size too small		
Medway			
Mid Suffolk			
Moray			
Newcastle-Under-Lyme			
North West Leicestershire			
Northampton			
Nuneaton & Bedworth			
Powys			
Rochdale			
Sandwell			
Selby			
Shepway			
Shropshire			
Solihull			
South Derbyshire	Sample size too small		
South Staffordshire	793	39	832
Southwark	Sample size too small		
St. Helens			

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Local Authority	Chase Leisure Centre	Rugeley Leisure Centre	Total
Stafford	192	346	538
Stockport	Sample size too small		
Swansea			
Tamworth			
Telford & Wrekin			
Walsall	55	9	64
West Lothian	Sample size too small		
Unknown	54	23	77
Grand Total	4,166	3,279	7,445