



**ACTIVE DORSET:**

**SPORT & LEISURE FACILITIES NEEDS ASSESSMENT  
NORTH DORSET DISTRICT COUNCIL**

**REPORT: APRIL 2017**

QUALITY, INTEGRITY, PROFESSIONALISM

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# NORTH DORSET DISTRICT COUNCIL SPORT AND LEISURE FACILITIES NEEDS ASSESSMENT

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## SECTION 1: INTRODUCTION

### 1.1 Introduction

Knight, Kavanagh & Page Ltd (KKP) was commissioned by Active Dorset to assess formal indoor sports facility needs across the six local authorities of Christchurch, East Dorset, West Dorset, Purbeck, Weymouth and Portland and North Dorset. The aim is to provide six separate needs assessments, one strategy and six action plans with the aim of assisting strategic planning for the future. This report, thus, provides a detailed assessment of current provision of indoor and built sports facilities for North Dorset District Council (NDDC), identifying needs and gaps in provision.

### 1.2 Background

The following is an overview of North Dorset District. Data is taken from nationally recognised sources such as the Office for National Statistics, NOMIS, Sport England and Experian. It reflects the most up to date information presently available although it should be noted that new data is published regularly, often at different intervals.

Figure 1.1: North Dorset with main roads and main settlements / towns



North Dorset is a local government district in Dorset. Its neighbouring authorities are Wiltshire, South Somerset, West Dorset, Purbeck and East Dorset. It is largely rural and is the second largest Dorset district, covering almost a quarter of the County's area. It has a population of c. 70,000 Mid-Year Estimate 2015. T

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North Dorset has five main population settlements located in the South East (Blandford Forum), North (Gillingham) North East (Shaftesbury), far West (Stalbridge) and West (Sturminster Newton) of the District. As indicated in Figure 1.1, the A30, A357, A350 and A354 are the key routes which dissect the District.

Just over half of the population (51%) lives in the main market towns and the remainder resides in approximately 50 small villages and hamlets.

### 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 sports/facilities covered include: sports halls, swimming pools, health and fitness, skate parks, indoor tennis and outdoor tennis (2 courts or more), water-sports facilities and other specialist sports. In delivering this report KKP has:

- ◀ Individually audited identified, sports halls (conventional i.e. 3+ court halls as per Sport England definitions) swimming pools (minimum length 20m), health and fitness facilities (including, within reason, dance studios) and squash courts (public, private and voluntary sector owned/managed).
- ◀ Analysed supply and demand to identify facility gaps and opportunities for improved provision.
- ◀ Sought to ensure that delivery of leisure facilities is undertaken with full reference to the corporate strategies of the Council and other relevant strategic influences.
- ◀ Identified areas of good practice 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 this audit and assessment are to:

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

The specific tasks addressed within the study include:

- ◀ A review of relevant Council strategies, plans, reports, corporate objectives.
- ◀ A review of the local, regional and national strategic context.
- ◀ Analysis of the demographics of the local population.
- ◀ 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 its '*Strategic Planning: Effective Co-operation for Planning Across Boundaries (2015)*' report 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.
- ◀ Section 3 - description of methodology employed to review indoor provision.
- ◀ Section 4 - review of sports hall provision.
- ◀ Section 5 - review of swimming pool provision.
- ◀ Section 6 - review of health and fitness provision.
- ◀ Section 7 - review of indoor bowls
- ◀ Section 8 - review of tennis
- ◀ Section 9 - review of urban sports
- ◀ Section 10 - review of significant other sports.
- ◀ Section 11 - identification of strengths, weaknesses, opportunities and threats, followed by strategic recommendations.

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## SECTION 2: BACKGROUND

### 2.1 National context

Sport England aims to ensure positive planning for sport, enabling the right facilities to be provided in the right places, based on up to date assessment of need for all levels of sport and all sectors of the community. This draft assessment report has been produced for NDDC 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 North Dorset and provides a basis for future strategic planning.

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

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

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

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

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



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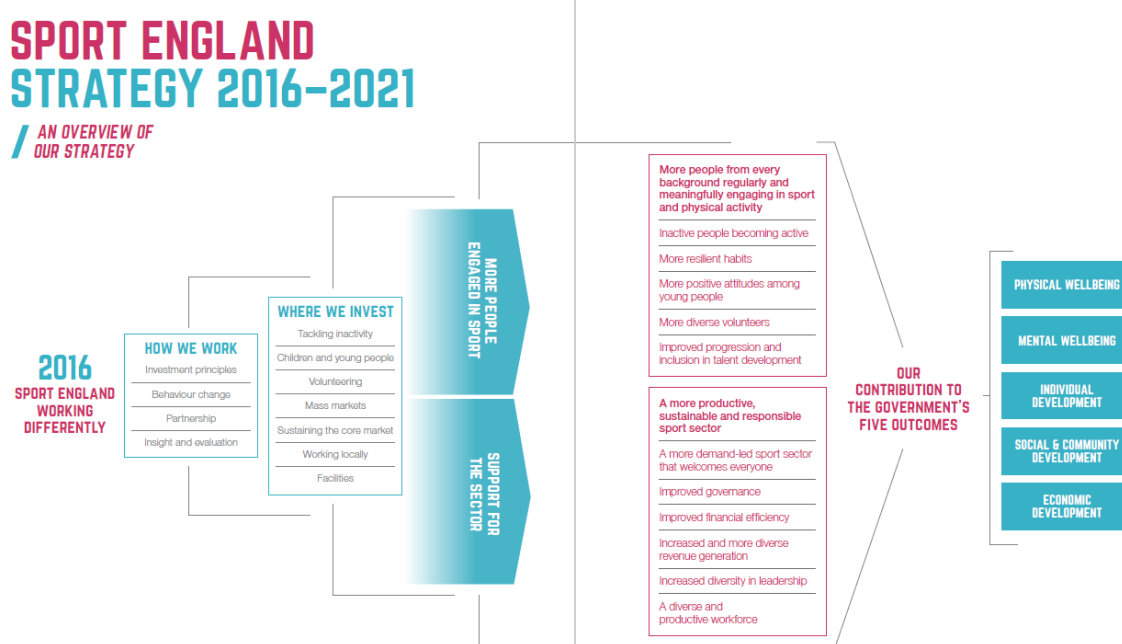
## **Sport England: Towards an Active Nation**

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

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

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

Figure 2.2: Sport England Strategy 2016-2021



## **National Planning Policy Framework 2012**

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

- ◀ Economic
- ◀ Social
- ◀ Environmental

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

The *promoting healthy communities* theme identifies that planning policies should be based on robust, up-to-date assessment of need for open space, sports and recreation facilities and opportunities for new provision. Specific needs, quantitative/qualitative deficiencies and surpluses should be identified and used to inform provision requirements in an area.

### ***Economic value of sport to the nation***

Sport, leisure, recreation and culture are all important economic drivers. In 2010, sport and sport-related activity contributed £20.3 billion to the English economy; 1.9% of the England total. The contribution to employment is even greater with sport and sport-related activity estimated to support over 400,000 full-time equivalent jobs, 2.3% of all jobs in England. Volunteering in sport, and the health benefits derived, also have an impact on the economy. The estimated economic value of sport-related volunteering is £2.7 billion. The annual value of health benefits from people taking part in sport is estimated at £11.2 billion.

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

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

### ***Public Health England: Everybody Active, Everyday***

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

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

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## ***Investment in school sport***

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

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

In 2015-16 schools with 16 or fewer eligible pupils received £500 per pupil while those with 17 or more received £8,000 plus a payment of £5 per head. Evaluation of this investment has highlighted the need for clearer guidance to schools on how best to use this resource and the importance of good specialist PE knowledge for teachers of the subject. While this may cease in its present form Sport England is, in its Strategy, committed both to further investment in young people and to improving the skills of secondary school teachers, particularly in respect of physical literacy. It also appears likely that the allocation of funds generated via the proposed 'Sugar Tax' will continue to fund school sport at some level.

## ***Summary of national context***

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

## **2.2 Local context**

### ***North Dorset's Corporate Plan 2014 – 2019***

The shared vision for North Dorset is to have 'A district that is thriving, balanced and environmentally responsible communities in the market towns and surrounding villages can build economic prosperity, while safeguarding the unique surroundings. This is underpinned by the core values found in Table 2.1.

*Table 2.1: Key aspects of North Dorset's Corporate Plan*

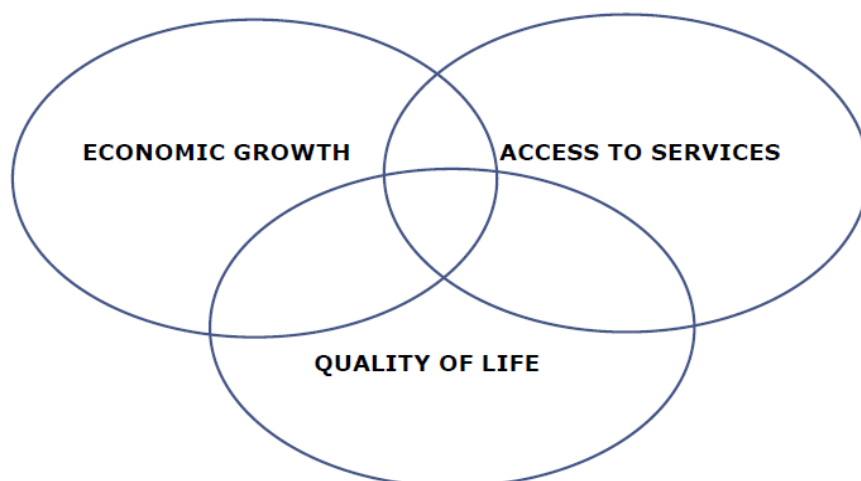
<b>Core Value</b>	<b>Description</b>
<b>Take pride in the community</b>	<ul style="list-style-type: none"> <li>◀ Contribute to the success of the community through effective and efficient working practice with the aim of improving the overall quality of life.</li> <li>◀ Engage with, listen to, represent, respect, challenge and promote the diverse and sometimes opposing views of the community.</li> </ul>

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Core Value	Description
<b>Value people</b>	<ul style="list-style-type: none"> <li>◀ Support local communities to develop strong leadership; learning and responding to individuals and groups, treating them fairly and with respect.</li> <li>◀ To support employees in their personal development, recognising and valuing their contribution to achieving the Council's key objectives and promote their well-being.</li> </ul>
<b>Take pride in services</b>	<ul style="list-style-type: none"> <li>◀ To work in partnership to develop cost effective, innovative services that meet the needs of the community and deliver the identified key priorities.</li> <li>◀ To deliver and support transparent, reasoned and accountable decision making in all services. To protect and enhance the rural and built environments for future generations.</li> </ul>

NDDC has identified three strategic priorities. It describes these as linked and overlapping clusters of activity and expenditure, gives a tool to map the use of resources against priorities, to quantify the value they add and to identify when resources need to be refocused.

Figure 2.3: NDDC's Vision for 2020 – Shaping the Future of the Council



By 2020 NDDC aims to be transformed to meet the challenge of reducing central funding from Government. In recent years, it has reduced costs by over 40% by sharing the delivery of services with other councils, working with communities to deliver local services differently and a programme of internal transformation to reduce costs. North Dorset has an award winning Community Partnership model, which includes close working with parish councils and volunteers. In the future NDDC aims to be:

**An Influencing Council** – to accept that it will not deliver all services itself and will seek the most effective way to champion the needs of residents and businesses with other agencies and to create sustainable conditions for economic growth.

**An Agile Council** – to develop an effective, resilient and high performing workforce making the best use of the Council's assets.

**A Customer Friendly Council** – to transform the delivery of services enabling easy access and aiming to get it right first time always. The customer team will provide comprehensive assistance to those in need. It will deliver this service for other councils and aim to extend the provision of that service further.

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Council Services are delivered by a mixed economy of arrangements which include shared, locally delivered, outsourced and partner delivered services.

### **Dorset Joint Health and Wellbeing Strategy 2016 – 2019**

The purpose of the Health and Wellbeing Board is to improve health and wellbeing and reduce health inequalities for residents in Dorset. This is to be achieved by focusing on a number of priorities and ensuring that relevant plans of partners and delivery organisations are taking the right approach when it comes to ensuring the continued health and wellbeing of the local population. The main principles underpinning this strategy are:

- ◀ Recognising the enormous contribution that the local community makes to health and wellbeing in Dorset and building solutions that use and develop this asset.
- ◀ Developing a sustainable health and care system based on early intervention and prevention.
- ◀ Focusing on those actions where by working together can make the biggest difference to those in the greatest need.
- ◀ Ensuring services and activities are centred around the needs of people and what works best in order to deliver cost effective services that encourage people to take responsibility for their own health.
- ◀ Co-ordinating actions with those of neighbouring local authority areas, particularly Bournemouth and Poole, where appropriate, but remaining focused on delivering services in localities based on local needs.
- ◀ Being clear about who is responsible for delivering which programme and how progress is monitored, specifically looking for opportunities to improve the way we work together.
- ◀ Wherever possible, take a life course approach when considering how best to focus actions to improve health and wellbeing, recognising that many poor outcomes result from an accumulation of factors and poor life chances over time.

The priorities for closing the health and wellbeing gap are:

#### *Reducing inequalities*

The Health and Wellbeing Board will strive to ensure that partner organisations work to implement the evidence-based policy recommendations set out in *Fair Society, Healthy Lives*<sup>2</sup>, where these can be locally determined:

- ◀ Give every child the best start in life.
- ◀ Enable all children, young people and adults to maximise their capabilities and have control over their lives.
- ◀ Create fair employment and good work for all.
- ◀ Ensure healthy standard of living for all.
- ◀ Create and develop healthy and sustainable places and communities.
- ◀ Strengthen the role and impact of ill-health prevention.

#### *Promoting healthy lifestyles and preventing ill health*

This will be actioned through an approach that supports:

- ◀ Individuals – to continue to develop signposting and support to the Live Well Dorset Health Improvement Service, helping people to stop smoking, reduce alcohol

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consumption, manage their weight or increase their daily exercise, focusing on communities with the highest needs.

- ◀ Organisations – to improve skills, capacity and capability of people working in statutory and voluntary sector organisations to offer support to people who may benefit from lifestyle change.
- ◀ Places – recognising the natural value that Dorset has and continuing the work to develop consistent place-based (community and neighbourhood) approaches that improve health and wellbeing, such as work on active travel, availability of nutritional, sustainable food, safer and warmer homes and access to high quality green space and green care – nature-based interventions.

*Working better together to deliver prevention and early intervention at scale, high quality care and better value*

Many organisations with separate priorities, strategies and delivery plans contribute to this effort – the Board’s role is to ensure that plans are aligned with those of the Joint Health and Wellbeing Strategy wherever possible. The Sustainability and Transformation Plan in particular will encompass three programmes of work:

- ◀ The *Prevention at Scale* programme will help people to stay healthy and avoid getting unwell.
- ◀ The *Integrated Community Services* programme will support individuals who are unwell, by providing high quality care at home and in community settings.
- ◀ The *One Acute Network* programme will help those who need the most specialist health and care support, through a single acute care system across the whole county

### **Our Dorset: The Sustainability and Transformation Plan for local health and care**

The vision for the Sustainability and Transformation Plan is to change the system to provide services to meet the needs of local people and deliver better outcomes. This means the plan has been built around the needs of the children and adults who live in Dorset - the current population of 750,000 as well as the additional 50,000 people that are expected to be served by 2023 and those people from outside Dorset that use the same services.

The ambition is to see every person in Dorset stay healthy for longer and feel more confident and supported in managing their own health. The three significant challenges are

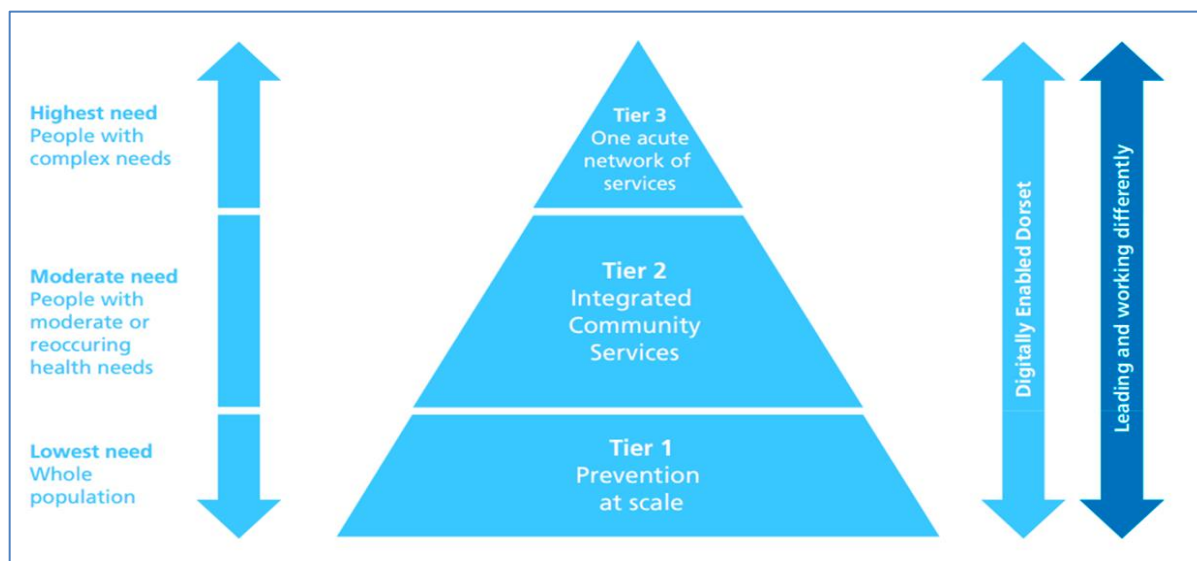
- ◀ Health and wellbeing gap – the variation in the health and wellbeing outcomes of different people across Dorset.
- ◀ Care and quality gap – the difference in the quality of care received by people across the area and shortcoming in reaching national standards.
- ◀ Finance and efficiency gap – the increasing pressure on resources within the system, with shortages of some staff and the prospect of insufficient funds to maintain the health and care system in the way it currently operates.

The Prevention at Scale programme is the baseline tier, providing a foundation to underpin all of the work it does. Prevention work also runs through the upper tiers of the triangle; the Integrated Community Services and One Acute Network programmes.



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Figure 2.3: Tiered approach to health and care in Dorset



## **What prevention at scale means for local people**

Promoting health and wellbeing across the whole system will lead to a wide range of positive health outcomes for local people. In respect of this study this will include:

- ◀ A focus on walking and cycling in transport planning will mean increased physical activity for most people, that overall will add up to fewer deaths from heart disease.
- ◀ More children and young people growing, developing and achieving their potential. By becoming more physically active, eating healthily and moving towards more healthy weight, they will be less likely to develop diabetes, heart disease and mobility problems.

## **North Dorset Health and wellbeing locality update (August 2016)**

Current priorities are:

- ◀ To support the work of Health Education Wessex to provide education of health related issues to all school children in the area. This includes education for children up to age 13 in areas such as alcohol, diet, safety and exercise, and emphasise the value of delivering positive messages to younger members of the community.
- ◀ Patient engagement – a development worker works throughout the District to promote patient engagement and awareness, including organising successful health fairs.
- ◀ North Dorset has chosen to highlight and champion exercise by developing a local campaign to raise the profile of all exercise opportunity. A mapping workshop has been planned, to identify what is available throughout the locality.
- ◀ Patient Participation Groups (PPGs) assist practices to produce newsletters to keep patients informed about significant changes to services. PPGs attend community events to raise their profile and to invite local people to sign up to receive PPG news.

The main aim is to develop a campaign promoting the health and wellbeing priority of exercise. The plan is to map available opportunities and promote them to both support physical and mental wellbeing. The outdoor gym areas throughout the North are an example of recognition that physical exercise is paramount in maintaining wellbeing.

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### **Active Dorset**

Active Dorset is one of 44 County sports partnerships (CSPs) across England, committed to work together to increase participation in sport and physical activity. CSPs actively supporting partners to increase participation in sport and physical activity. Sport England invests core funding into CSPs to provide a set of core services to strengthen the local delivery of national governing bodies of sport (NGB) whole sport plans and support the achievement of NGB and Sport England targets. This investment seeks to increase the number of people aged 14 plus playing sport each week across England.

As a Community Interest Company, it is committed to reinvesting any surpluses it generates back into local opportunities for sport and physical activity. Its vision is *'To establish Dorset as a place where people choose to enjoy an active lifestyle through participation in sport and physical activity'*. Its strategic objectives are:

- ◀ To increase participation in sport and physical activity.
- ◀ To improve health and well-being by reducing physical inactivity.
- ◀ To improve lives by establishing and increasing sport and physical activity's contribution in creating stronger, more sustainable and prosperous communities

Active Dorset understands the importance of sport and physical activity as a vehicle to deliver health, educational, social, environmental and economic outcomes, working with key organisations from within and outside of the sport and physical activity sector. It aims to bring together partners from across sectors with a view of maximising resources to achieve shared goals through sport and physical activity. It states that it will pay particular focus to key points in people's lives when behaviour change is most likely, initially focusing on:

- ◀ People diagnosed or living with a long term condition
- ◀ Inactive parents of active children

### **Summary of local context**

The core message running through local strategies is the importance active participation in different sports and leisure activities can make to improve the health, in particular, of residents and those using local services. There is an understanding that partnership working across voluntary, public and private organisations will be essential to driving increases in physical activity and that there will be ongoing financial constraints across all key delivery agents. There is a requirement to ensure that:

- ◀ Opportunities are made available to/for all residents of North Dorset but that more effort is required to get specific groups active to contribute positively to their health and wellbeing.
- ◀ Facilities and programmes of activity will continue to contribute to reducing health inequalities across the District for all age groups especially via partnership work with Public Health and the operators of the leisure facilities.

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



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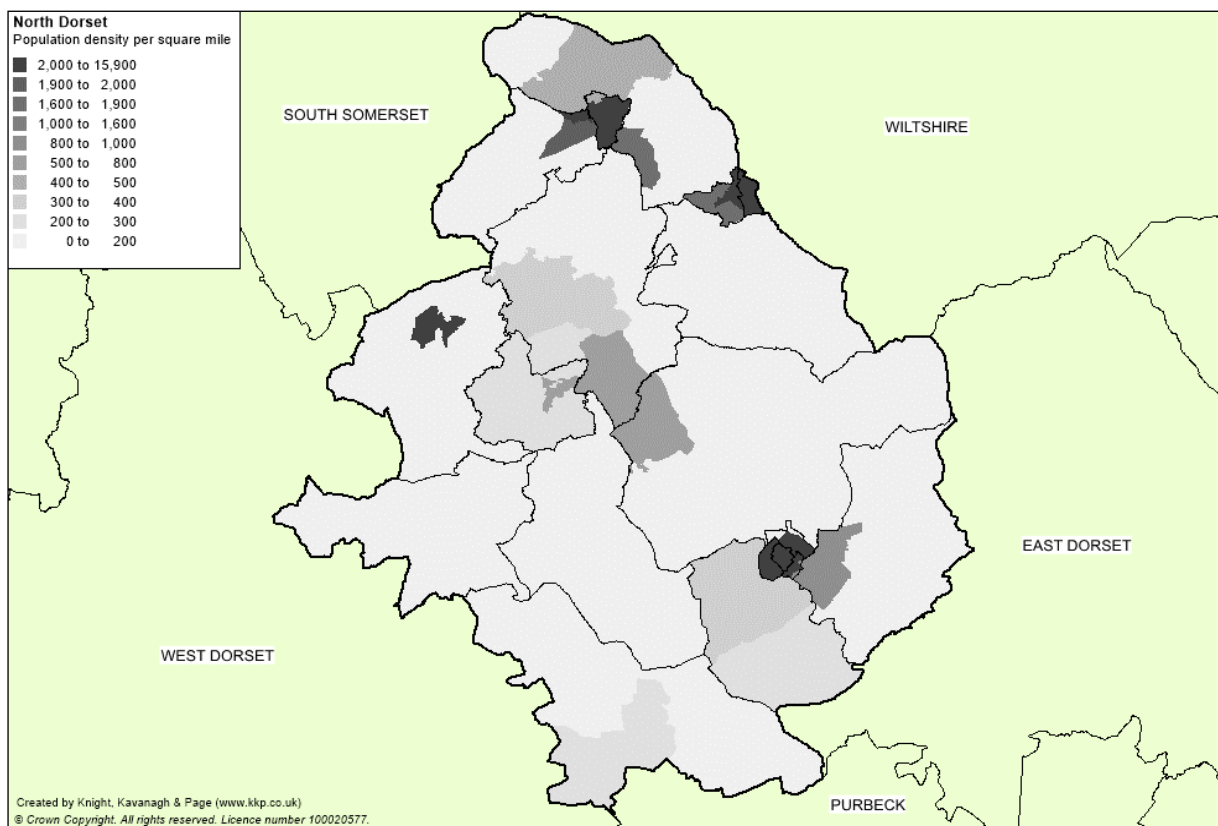
## 2.3 Demographic profile

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

### Population and distribution

The total population, from the 2015 MYE, in North Dorset was 70,713. It has pockets of settlements where the population is denser including Stalbridge, Gillingham, Shaftesbury, Sturminster Newton and Blandford Forum.

Figure 2.4: Population density 2015 MYE: North Dorset lower super output areas (Isa)



Map based on lower super output areas (LSOA) from ONS' most recent Census of population.

### Age structure

NDDC's age structure is similar to the South West. It has a slightly higher proportion of 0 - 39 year olds (42.0% compared to the 38.2% and fewer people aged 65-84 (21.0% compared to 23.8%). As a combination of factors, it suggests careful consideration should be given to the pitching of sports and physical activity offers within the area.

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

North Dorset's ethnic composition differs significantly from that of England as a whole. According to the 2011 Census of population, the largest proportion (97.7%) of the local population classified their ethnicity as White; this is higher than the comparative England rate of 85.4%. The next largest population group (by self-classification) is Asian, at 1.2%; markedly lower than the national equivalent (7.8%).

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

North Dorset crime data is combined with the other six Dorset authorities; data set out below thus relates to the whole county. During the 12 months to June 2016 the rate for recorded crimes per 000 in Dorset was 42.2 markedly lower than the equivalent rate for England and Wales (67.3). In both instances the crime rate has risen since 2014, by around 21.5% for Dorset and 12.6% for England & Wales.

## **Economic impact and value**

Sport England's economic impact model (which encompasses participation, purchasing of sportswear, gambling, volunteering, attending events, etc.) shows an overall local impact for North Dorset of £15.6m (£12.4m participation, £3.1m non-participation related). This is below the national average of £20.3 million. See *Appendix 2* for further information.

## **Income and benefits dependency**

The median figure for full-time earnings (2016) in North Dorset is £25,724; the comparative rate for the South West is £26,686 (+3.7%) and for Great Britain; £28,132 (+9.3%) In November 2017 there were 170 people in North Dorset claiming Job Seekers Allowance (JSA); a decrease of 52.5% when compared to November 2008 (358).

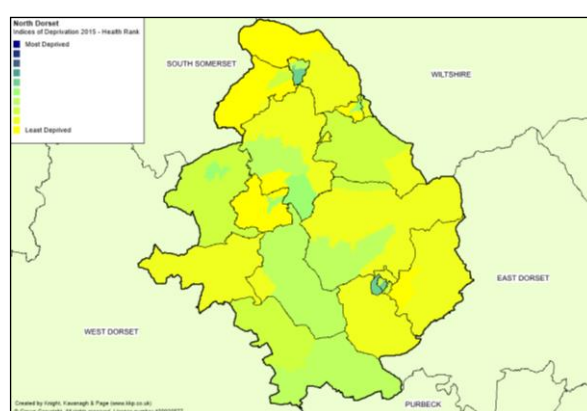
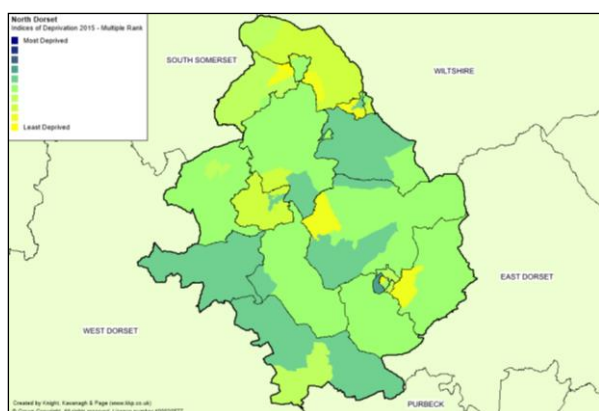
## **Deprivation** (Data source: 2015 indices of deprivation, DCLG)

North Dorset experiences low levels of deprivation; none of its population (0%) falls within the areas covered by the country's three most deprived cohorts compared to a national average of c.30%. Conversely, 29.5% live in the three least deprived groupings in the country, which is equivalent to the national rate of c.30%.

A similar pattern, to that seen for multiple-deprivation, is seen in relation to health. None of North Dorset's population (0%) falls within the areas covered by the four most deprived cohorts, this compares to a national average of c.40%. Conversely, 66.0% live in the three least deprived groupings compared to a 'norm' of c.30%.

Figure 2.5: Index of multiple deprivation

Figure 2.6: IMD Health domain



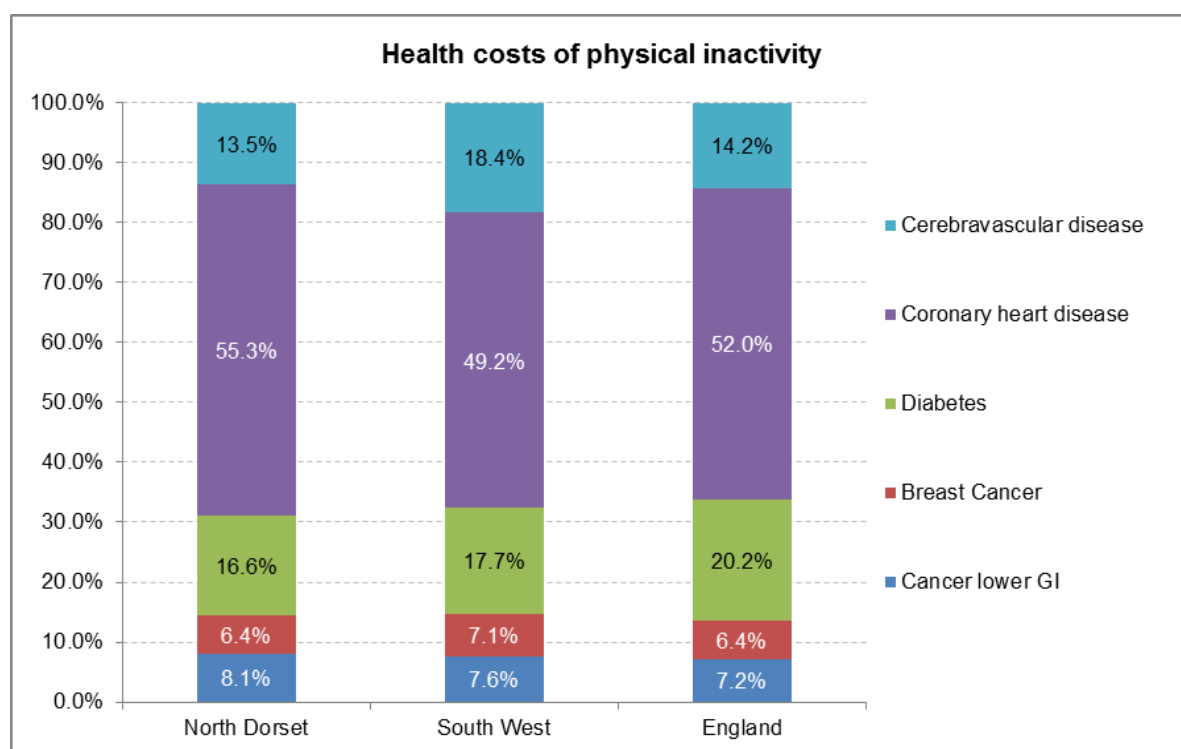


# NORTH DORSET DISTRICT COUNCIL SPORT AND LEISURE FACILITIES NEEDS ASSESSMENT

## 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) data has been reworked for Sport 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 2.10: Health costs of physical inactivity



The annual cost to the NHS of physical inactivity in North Dorset is estimated at £1,327,049. When compared to regional and national costs per 100,000, North Dorset (£2,141,176) is 17.8% above the national average (£1,817,285) and 21.9% above the regional average (£1,756,799).

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

## Active People Survey

Active People is the largest survey of sport and active recreation in Europe and is in its ninth year (APS9 October 2014 – 2015). It collects data on the type, duration, frequency and intensity of adult participation by type of sport, recreation and cultural activity. It also covers volunteering, club membership, tuition as an instructor or coach, participation in competitive sport and overall satisfaction with local sports provision. North Dorset's nearest neighbours (as defined by CIPFA in 2015) are Babergh, Hambleton, Mid Devon and Wychavon.

# NORTH DORSET DISTRICT COUNCIL SPORT AND LEISURE FACILITIES NEEDS ASSESSMENT

Key findings include:

- ◀ *Participation* - one third (33.8%) of adults participated in at least 1 x 30 minutes moderate intensity sport per week. This is below the national (35.8%) and regional (36.5%) average. It is also below all but one of its 'nearest neighbours' which ranged from 31.6% to 36.7%.
- ◀ *Sports club membership*; one quarter (25.6%) are members of a sports club, based on the four weeks prior to the APS. This is above the national (21.8%) and regional (22.6%) rate and above all of its 'nearest neighbours'.
- ◀ *Sports tuition*; just fewer than one in five (19.3%) received sports tuition during the 12 months prior to the APS. This was above regional and national averages and all of its 'nearest neighbours'.
- ◀ *Competitive sport*; one in five (19.9%) adults had taken part in competitive sport in the previous 12 months, this is above all of North Dorset's 'nearest neighbours' and significantly higher than the national (13.3%) and regional (14.9%) averages.

Volunteering was only asked to around half of those questioned resulting in most of the data being suppressed.

## The most popular sports

A further aspect of APS and SE segmentation is that it makes it possible to identify the top three sports within North Dorset. In common with many other areas, swimming and cycling are among the most popular and are known to cut across age groups and gender; in North Dorset around one in 10 adults swims, on average, at least once per month. This is commensurate with regional but above national rates. The next most popular activity is cycling (9.4%). This is slightly higher than the national rate. Gym sessions (6.5%), the third most popular activity, is significantly lower than both regional and national rates of activity.

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

Sport	North Dorset		South West		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Swimming	5.5	10.2%	441.6	10.1%	4,132.7	9.5%
Cycling	5.1	9.4%	450.1	10.2%	3,771.8	8.7%
Gym Session	3.5	6.5%	437.1	10.0%	4,850.4	11.2%

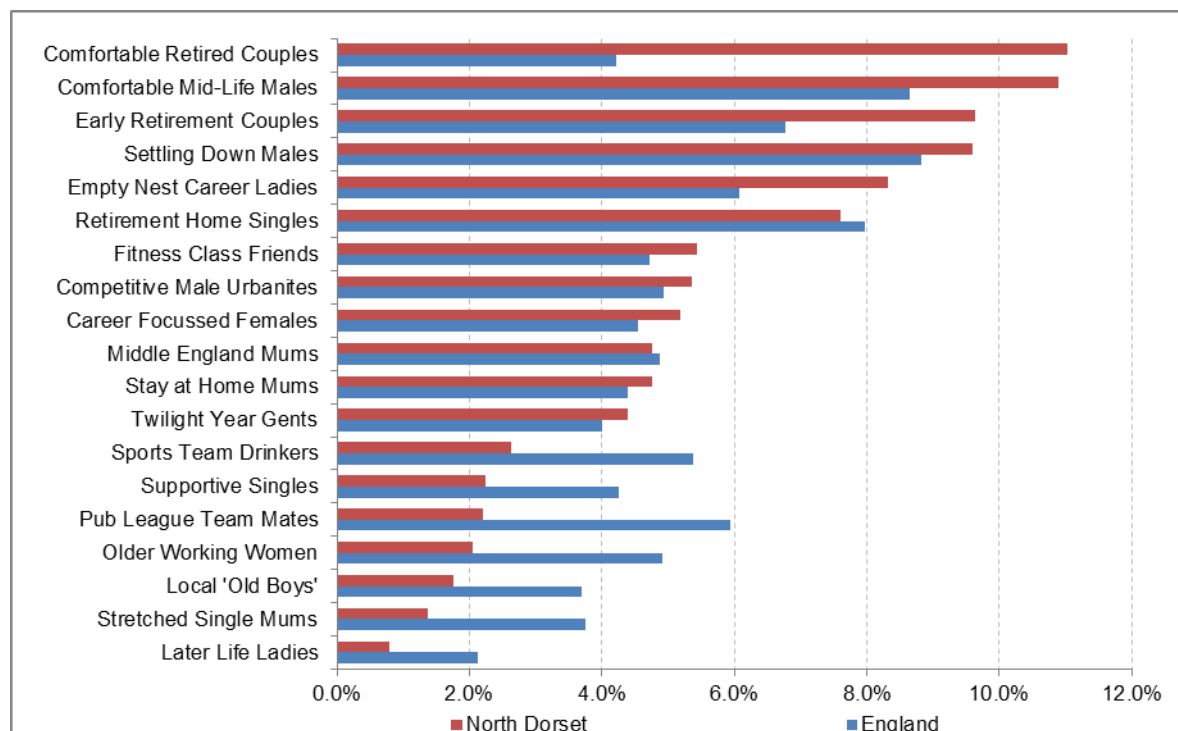
## Sporting segmentation

(Data source: Market segmentation, Sport England)

Sport England has classified the adult population via a series of 19 market segments which provide an insight into the sporting behaviours of individuals throughout the country. The profiles cover a wide range of characteristics, from gender and age to the sports that people take part in, other interests, the newspapers that they read etc. Knowing which segments are most dominant in the local population is important as it can help direct provision and programming. Segmentation also enables partners to make tailored interventions, communicate effectively with target market(s) and better understand participation in the context of life stage and lifecycles.

# NORTH DORSET DISTRICT COUNCIL SPORT AND LEISURE FACILITIES NEEDS ASSESSMENT

Figure 2.12: SE segmentation – North Dorset compared to England



The segmentation profile for North Dorset indicates ‘Comfortable Retired Couples’ to be the largest segment of the adult population at 11.0% (5,821) compared to a 4.2% nationally. This is closely followed by ‘Comfortable Mid-Life Males’ and ‘Early Retirement Couples’. At the other end of the spectrum, there are fewest ‘Later Life Ladies’ with just under 1.0%, ‘Stretched Single Mums’ (under 2.0%) and ‘Local Old Boys’.

### Mosaic (Data source: 2016 Mosaic analysis, Experian)

Mosaic 2016 is a similar consumer segmentation product and classifies all 25.2 million households into 15 groups, 66 household types and 238 segments. This data can be used to paint a picture of UK consumers in terms of their social-demographics, lifestyles, culture and behaviour and tends to be used to draw out population characteristics for the backdrop to library usage and other non-sporting activities. The following table shows the top five mosaic classifications in North Dorset compared to the country as a whole. The dominance of these five segments can be seen inasmuch as they represent 8 in 10 (80.6%) of the population compared to a national equivalent rate of just over a quarter (26.9%).

Table 2.4: Mosaic – main population segments in North Dorset




Mosaic group description	North Dorset		National %
	#	%	
1 - Country Living	23,122	33.8%	4.5%
2 - Rural Reality	16,348	23.9%	8.6%
3 - Aspiring Homemakers	7,712	11.3%	4.3%
4 - Senior Security	4,433	6.5%	3.4%
5 - Domestic Success	3,545	5.2%	6.1%



# NORTH DORSET DISTRICT COUNCIL SPORT AND LEISURE FACILITIES NEEDS ASSESSMENT

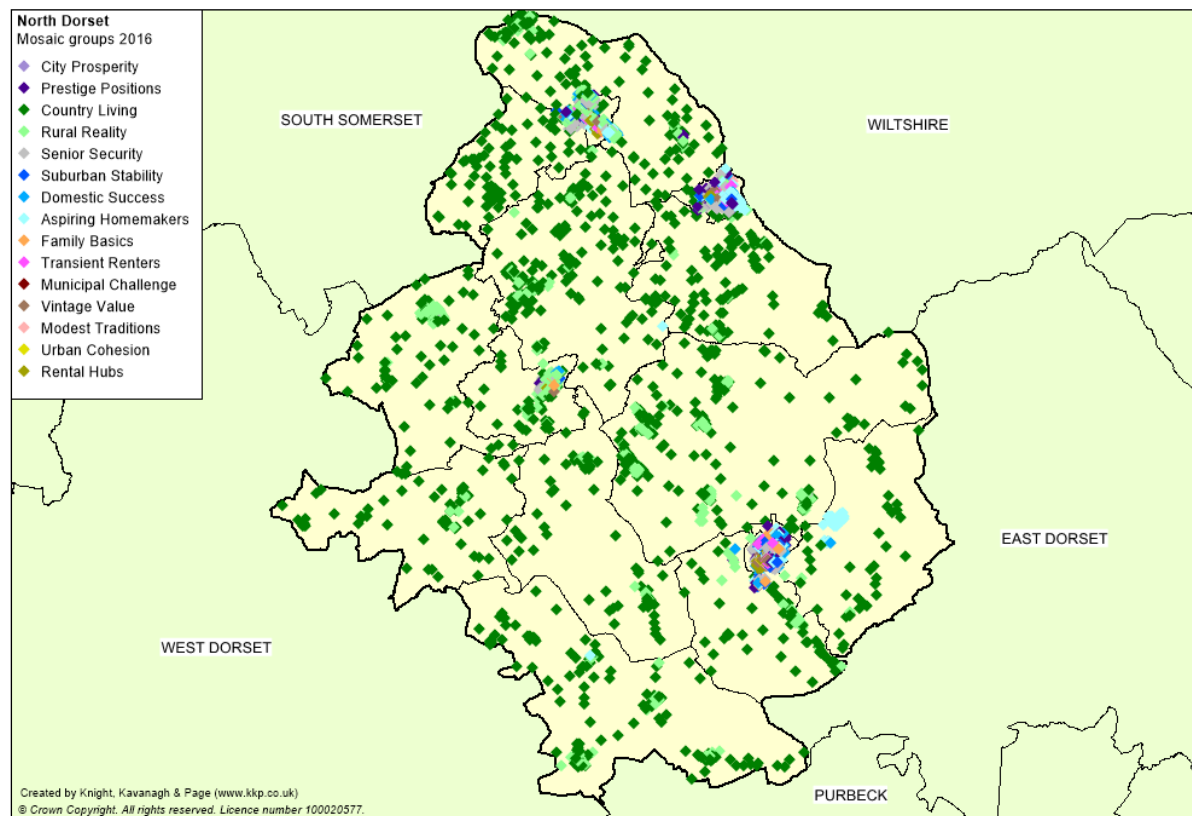
The largest segment profiled is the Country Living group, making up 33.8% of the adult population in the area, this 7.5 times the national rate (4.5%). It is defined as well-off homeowners who live in the countryside often beyond easy commuting reach of major towns and cities. Some people are landowners or farmers, others run small businesses from home, some are retired and others commute distances to professional jobs.

Table 2.5: Dominant Mosaic profiles in North Dorset

<b>Country Living</b>		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.
<b>Rural Reality</b>		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.
<b>Aspiring Homemakers</b>		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.

Further detail in respect of Mosaic segments is available in Appendix 1.

Figure 2.13 shows the distribution of the different Mosaic segments in North Dorset



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### House building and planning policy

#### *Strategic Housing Market Assessment (SHMA) in Dorset*

This is a study of the way the housing market works in any particular area. It looks into the type of people living in the area, where they work and what sort of houses they need. The government encourages local authorities to work together on SHMA for their area. In Dorset, the original SHMA was commissioned by the Dorset Housing Market Area Partnership. This comprised a working group of housing and planning officers from Poole, Bournemouth and Dorset (including all six districts) plus representatives of regional government, neighbouring authorities, the Housing Corporation and other interest groups.

A report for Bournemouth and Poole was produced in 2008 highlighting 24 key findings which will inform future housing policies and strategies. Key findings from the report include:

- ◀ The HMA should comprise the whole local authorities of Bournemouth, Christchurch, East Dorset, North Dorset, Poole and Purbeck
- ◀ Single person households are a significant feature of the HMA, and will continue to grow as a proportion of overall population.
- ◀ Continued job growth will have implications for provision of new housing. A shift in the types of housing may be needed to meet requirements
- ◀ The proportion of older person households is high and will continue to grow across the HMA, presenting their own special housing requirements.

The Eastern Dorset SHMA was published in December 2015. It provides a brief summary of findings for NDDC, focusing on the total assessed housing need. In line with PPG guidance, the SHMA used the most up-to-date demographic projections as a starting point and then adjusted this to account for economic growth and housing affordability. It identifies a total annual need of 206 dwellings per annum in North Dorset, over the period 2013 to 2033. This is considered to be the assessed housing need for North Dorset.

The North Dorset Local Plan (LP1) adopted January 2016

Policy 6 housing distribution indicates that:

At least 5,700 net additional homes will be provided in North Dorset between 2011 and 2031 to deliver an average annual rate of about 285 dwellings per annum. The vast majority of housing growth will be concentrated at the District's four main towns of Blandford (Forum and St. Mary), Gillingham, Shaftesbury and Sturminster Newton. The approximate scale of housing development at the four main towns during the period 2011 - 2031 will be:

- ◀ Blandford (Forum and St. Mary) – at least 1,200 homes;
- ◀ Gillingham – at least 2,200 homes;
- ◀ Shaftesbury – at least 1,140 homes;
- ◀ Sturminster Newton – at least 395 homes.

The approximate scale of affordable housing development that will be sought at the four main towns during the period 2011 - 2031 will be:

- ◀ Blandford (Forum and St. Mary) – about 395 affordable homes;
- ◀ Gillingham – about 480 affordable homes;



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- ◀ Shaftesbury – about 380 affordable homes;
- ◀ Sturminster Newton – about 95 affordable homes.

In the countryside (including Stalbridge and the villages) the level of housing and affordable housing provision will be the cumulative number of new homes delivered to contribute towards meeting identified local and essential rural needs. At least 825 dwellings will be provided in the countryside (including Stalbridge and the villages) during the period 2011 – 2031.

### Population projections

Population change will potentially have considerable impact on sports and leisure facilities. Information is taken from POPGROUP software, up to 2031, supplied by Dorset County Council (DCC). Key points related to North Dorset are outlined below:

Table 2.5: Projected change 2016-2031

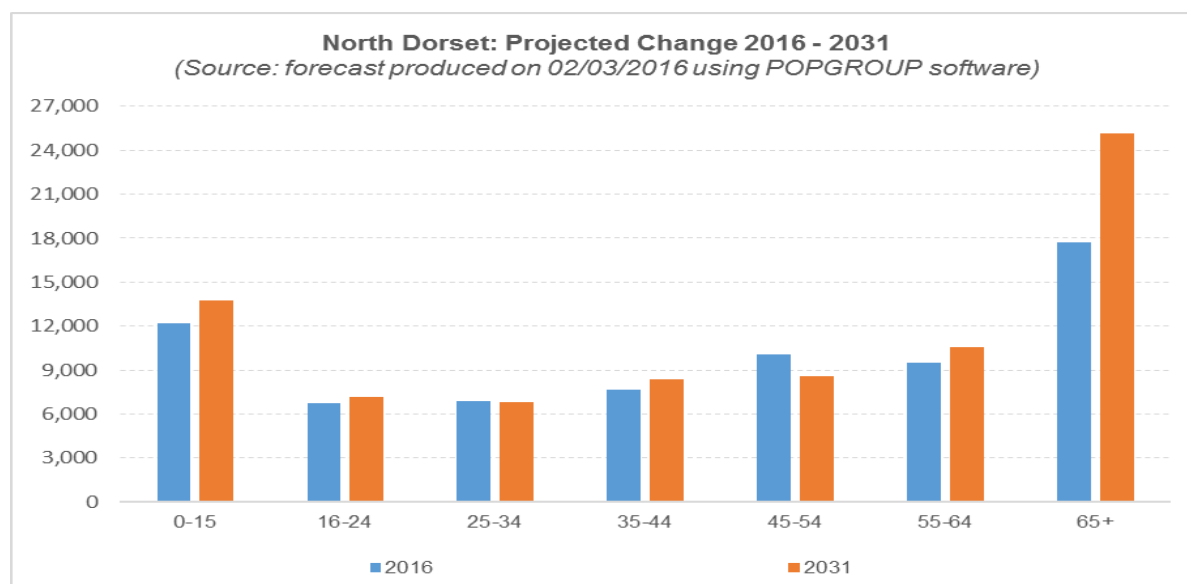
North Dorset Age (years)	Number		Age structure %		Change 2016 - 2031	
	2016	2031	2016	2031	2016	2031
0-15	12,214	13,757	17.27%	17.11%	100.00%	112.64%
16-24	6,715	7,159	9.50%	8.90%	100.00%	106.62%
25-34	6,895	6,785	9.75%	8.44%	100.00%	98.41%
35-44	7,646	8,389	10.81%	10.43%	100.00%	109.72%
45-54	10,035	8,571	14.19%	10.66%	100.00%	85.41%
55-64	9,471	10,600	13.39%	13.18%	100.00%	111.92%
65+	17,733	25,138	25.08%	31.27%	100.00%	141.76%
<b>Total</b>	<b>70,707</b>	<b>80,399</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>113.71%</b>

Recent projections indicate a rise of 13.71% in the NDDC population (+9,632) over the 15 years from 2016 to 2031. Over this timeframe fluctuations are expected at different points across the majority of age groups. Several key points for North Dorset are outlined below:

- ◀ The progressive rise in the number of 0-15 year olds, rising by +1,543 (+12.6%). This will place pressure on differing types of sporting, educational and cultural provision (facility and services) by age, gender and sub-groups of the cohort.
- ◀ There is a substantial increase in the numbers of persons aged 65+ and a need to consider varying sports offers for this age group. This represents an increase of 41.8% (+7,405). While the age group represented 25.1% of North Dorset's population in 2016 it is projected to be 31.3% of the total population by 2031.
- ◀ There is a decline in the number of persons in the 45-54 year olds age group. This represents a decrease of 1,464 by 2031. This group represented 14.2% of the population in 2016 and reduces to 10.7% in 2031.

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Figure 2.14: North Dorset – POPGROUP projected population (2016 to 2031)



### Projection implications

The projected increase in the general age and the size of the population in the District is likely to lead to an increase in the numbers of people wishing to take part in sport and physical activity (potential customers of leisure facilities), thereby leading to increased demand for sport and physical activity related services. This is likely to be greater in areas where significant housebuilding occurs. The importance of ensuring that the population, which is currently active remains so and that the inactive becomes active (sustaining and improving the general health of the local population) will become increasingly relevant.

Indoor and built facilities and programmes of activity therein, need to be adaptable to changing demands and needs associated with demographic changes, e.g., an ageing population, if it is to impact positively and link to the aims and objectives, identified in the Sustainability and Transformation Plan. It will also be necessary to consider whether existing sporting infrastructure can support any increased demand in specific areas, particularly those in areas of larger housing developments.

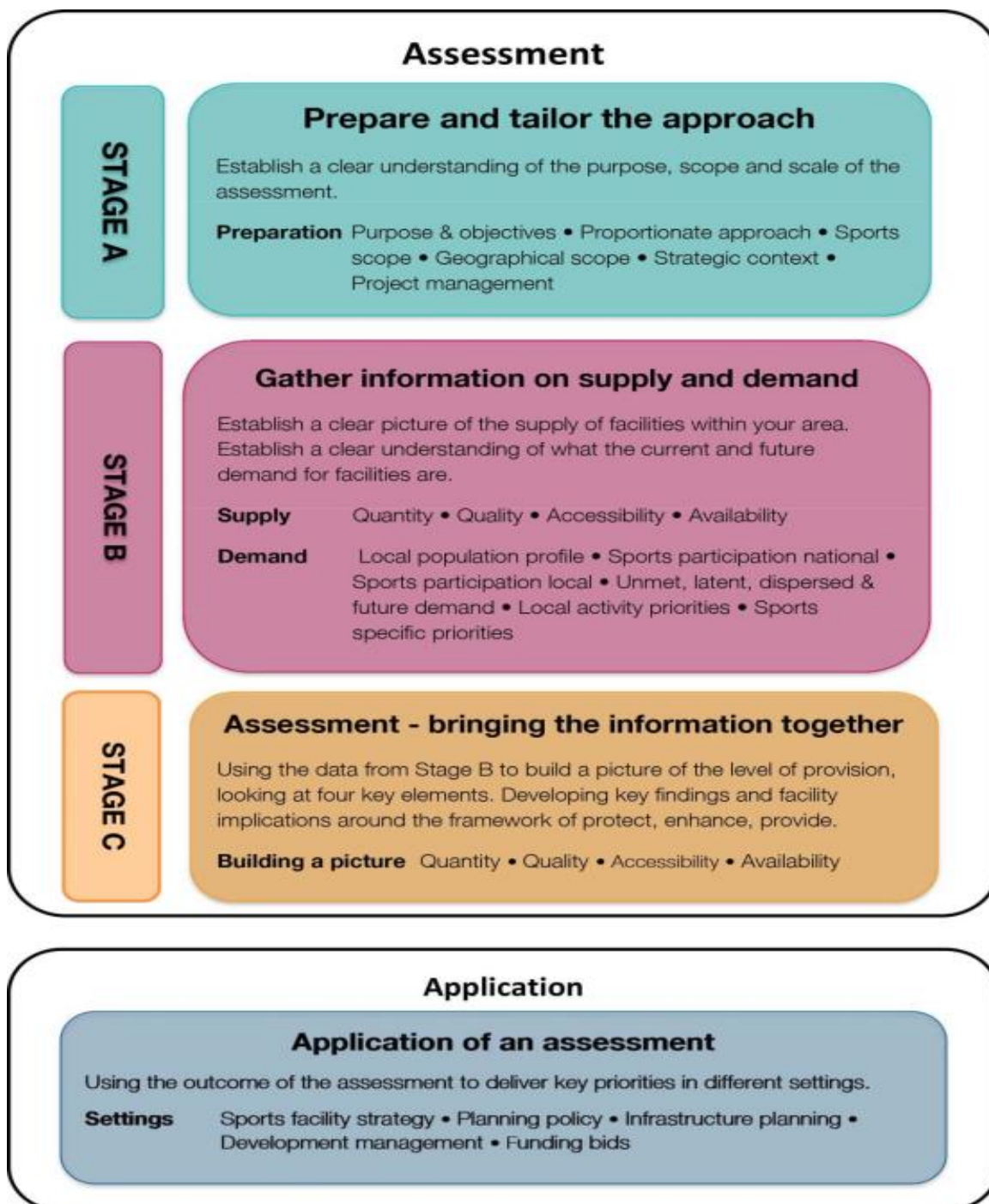
# NORTH DORSET DISTRICT COUNCIL SPORT AND LEISURE FACILITIES NEEDS ASSESSMENT

## SECTION 3: INDOOR SPORTS FACILITIES ASSESSMENT APPROACH

### 3.1 Methodology

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

Figure 3.1: Recommended approach



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

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

The assessment of provision is presented by analysis of the quality, quantity, accessibility and availability for the identified facility types (e.g. sports halls and swimming pools). Each facility is considered on a 'like for like' basis within its own facility type, so as to enable it to be assessed for adequacy. 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 which 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. Assessments are undertaken in the presence of facility staff to not only enable access to be gained to all areas of a venue, but allow more detailed *in-situ* discussion of issues such as customer perspectives, quality, maintenance etc. This means 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/access arrangements (plus, where known, 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.

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.

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Table 3.1: Quality ratings of indoor sports facilities using ANOG

Quality rating	Description
<b>Good</b>	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.
<b>Above average</b>	Facility is in reasonable condition and is well maintained and presented. May be older but it is fit for purpose and safe. Fixtures, fittings, equipment and sports surfaces are in an acceptable condition but may show some signs of wear and tear. Ancillary facilities are good quality, but potentially showing signs of age and some wear and tear.
<b>Below average</b>	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.
<b>Poor</b>	The facility is old and outdated. Fixtures, fittings, equipment and sports surfaces are aged, worn and/or damaged. The facility is barely usable and at times may have to be taken out of commission. The facility is unattractive to customers and does not meet basic expectations. Ancillary facilities are low quality and unattractive to use.

Ratings are based on a non-technical visual assessment carried out by a KKP assessor. Assessments take into account the age of the facility and condition of surfaces, tiles and walls. Line markings and safety equipment are rated, any problem areas such as mould, damage, leaks etc. are noted. Condition of fixtures, fittings and equipment are recorded. Adequate safety margins are important. Changing rooms are assessed. Maintenance and wear of the facility is taken into account. Disability Discrimination Act compliance is also noted, although not studied in detail for the purposes of this report. When all this data has been collated, an overall quality rating is awarded to each facility at a site. Site visits are conducted at all sites with main sports facilities, such as a three court or larger sports hall.

Changing rooms are assessed. Maintenance and wear of the facility is taken into account. Disability Discrimination Act (DDA) 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/for all sites with main sports facilities, such as a three court or larger sports hall.

### 3.3 Facilities Planning Model (FPM)

This is a Sport England model which 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 determine an adequate level of sports facility provision to meet their local needs.
- ◀ Testing 'what if' scenario's 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.

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In its simplest form the model seeks to assess whether the capacity of existing facilities for a particular sport is 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) with the demand for that particular facility type (demand) that the local population will produce.

The FPM is prescriptive 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 can be used to test scenarios, by suggesting what impact developing a new or closing an existing facility might have on the overall level of facility provision. It can also take account of, 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 North Dorset, Purbeck, West Dorset and Weymouth and Portland Report as of January 2017, it models the current position in 2016 (Run 1) and the future position in 2031 (Run 2) based on the projected changes in the population in each authority for both swimming pools and sports halls. The findings are compared directly with the audit and assessment carried out by KKP.

### 3.4 Catchment areas

Catchment areas for different types of provision provide a tool for identifying areas currently not served by existing indoor sports facilities. It is recognised that catchment areas vary from person to person, day to day, hour to hour. This problem has been overcome by accepting the concept of 'effective catchment', defined as the distance travelled by around 75 - 80% of users (and is a model used by Sport England).

This, coupled with KKP's experience of working with leisure facilities and having completed such assessments for similar local authorities, has enabled the identification of catchment areas for sports halls as follows:

*Table 3.2: Facility catchment areas*

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



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

Larger halls, for example those with six or eight courts, can accommodate higher level training and/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 North Dorset in line with Sport England's ANOG. Halls that function as specialist venues, such as dance studios are excluded.

#### 4.1 Supply

##### Quantity

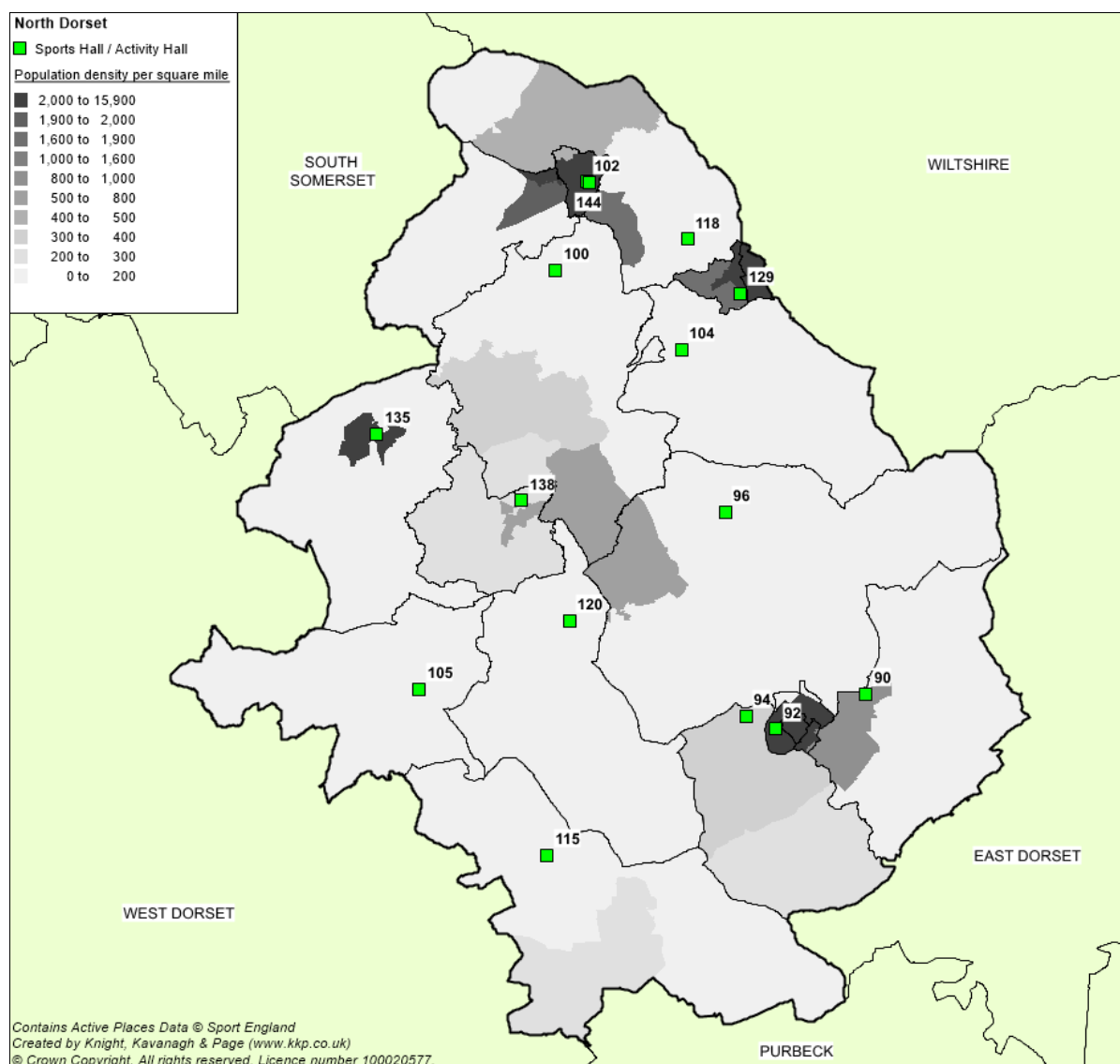
Table 4.1: All identified sports halls within North Dorset (Active Places data)

Map ID	Site Name	Courts
90	Blandford Camp (HM Forces)	4
92	Blandford Leisure Centre	5
92	Blandford Leisure Centre	1
94	Bryanston School	5
94	Bryanston School	1
96	Clayesmore Sports Centre	4
100	East Stour Village Hall	1
102	Gillingham School	4
104	Guys Marsh Prison	4
105	Hazelbury Bryan Community Primary School	2
115	Milton Abbey School	3
118	Motcombe Park Sports Centre	4
120	Okeford Fitzpaine Village Hall	0
129	Shaftesbury School	4
129	Shaftesbury School	2
135	Stalbridge Hall	1
138	Sturfit	4
144	The RiversMeet Centre	4
144	The RiversMeet Centre	0
<b>Total</b>		<b>53</b>

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Active Place identifies 19 sports halls on 15 sites which have a total of 53 badminton courts. Eight of the 19 hall spaces have two courts or fewer. While often appropriate for mat sports, exercise to music and similar provision, this inevitably limits the range and scale of recreational and sporting activity they can accommodate.

Figure 4.1: All sports hall in North Dorset (Active Places data)



This shows that sports halls are well distributed throughout the District. All more densely populated areas are well serviced with fewer halls in the more rural locations.

### Community access and use

Guys Marsh Prison and Gillingham School, whilst of the requisite size, are not available for community use so are excluded from the audit. Table 4.2 overleaf identifies the nine 3+ court sports halls on sites covered by the audit. These provide a total of 37 badminton courts and are all available for community use.



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Table 4.2: Sports halls – 3 court plus, community use only

Map ID	Site Name	Courts
90	Blandford Camp (HM Forces)	4
92	Blandford Leisure Centre	5
94	Bryanston School	5
96	Clayesmore Sports Centre	4
115	Milton Abbey School	3
118	Motcombe Park Sports Centre	4
129	Shaftesbury School	4
138	Sturfit	4
144	The RiversMeet Centre	4
<b>Total</b>		<b>37</b>

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

Blandford Camp offers some level of community access; however, it is owned by and located on a Ministry of Defence (MoD) site. Access is, thus, restricted by security with military base usage taking priority. It is also not uncommon for MoD needs to change, which can affect the already limited community access even more negatively.

Two sports halls have five courts (Blandford Leisure Centre and Bryanston School); Milton Abbey School has three courts. All the others have four badminton court halls.

The FPM reports that there are 6.8 courts per 10,000 population in 2016 and this decreases to 5.9 courts in 2031, based on population growth and changes in sports hall demand. This is above the Dorset County average of 4.8 courts per 10,000 population in both 2016 and 2031. The South West region figures are 4.6 courts and 4 courts respectively.

### Quality of facilities

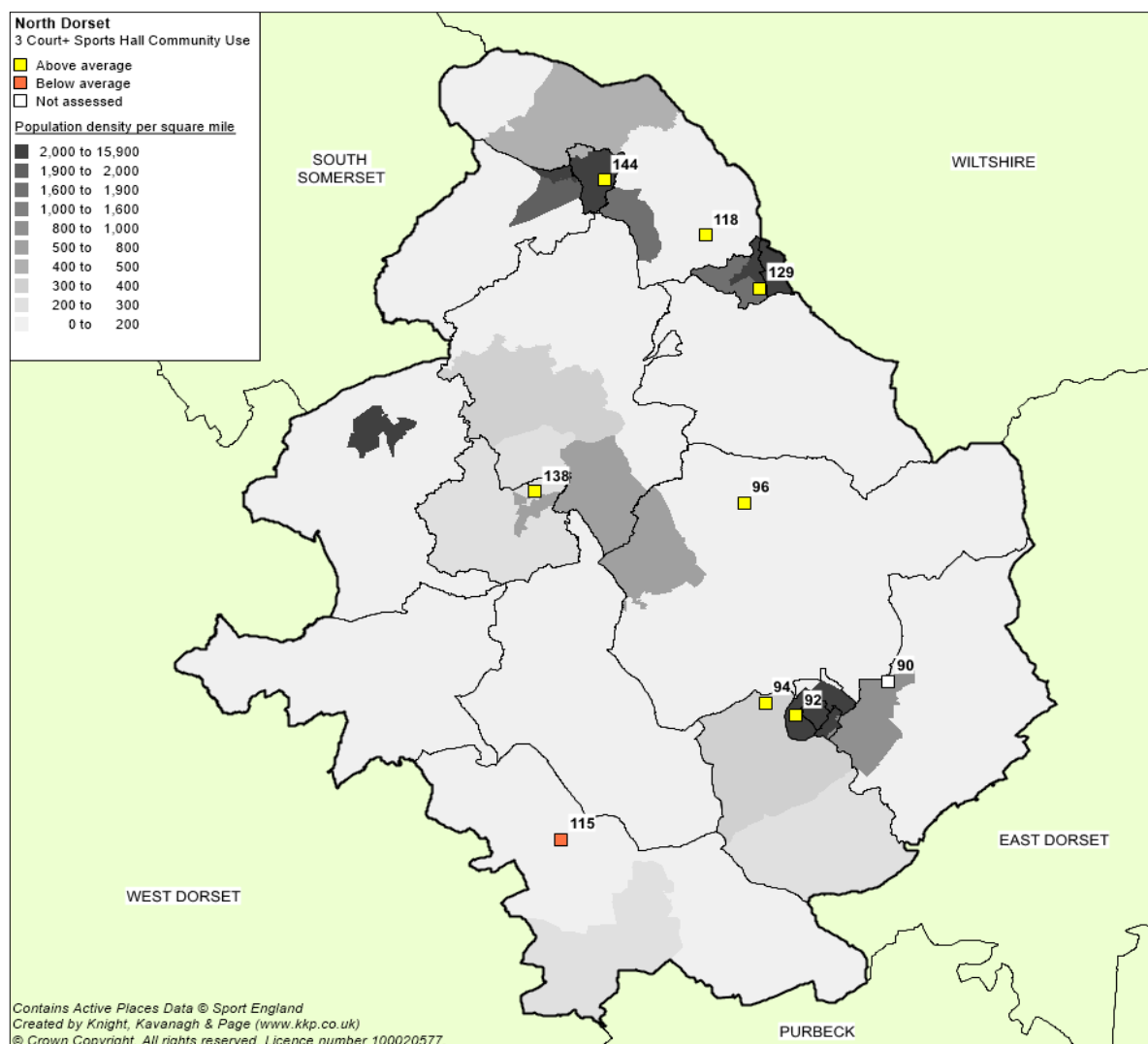
All available (3+ court hall sites) were assessed to ascertain quality. With the exception of Milton Abbey School all are rated as above average. Milton Abbey was identified as below average. No assessment took place at Blandford Camp as access was denied.

Table 4.3: Condition of sports halls

Map ID	Site Name	Courts	Hall condition	Changing condition
90	Blandford Camp (HM Forces)	4	Not assessed	Not Assessed
92	Blandford Leisure Centre	5	Above average	Above average
94	Bryanston School	5	Above average	Above average
96	Clayesmore Sports Centre	4	Above average	Below average
115	Milton Abbey School	3	Below average	Above average
118	Motcombe Park Sports Centre	4	Above average	Above average
129	Shaftesbury School	4	Above average	Above average
138	Sturfit	4	Above average	Above average
144	The RiversMeet Centre	4	Above average	Above average

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Figure 4.2: Sports halls in North Dorset by condition



The average age of NDDC sports halls is 29 years. The newest is the sports hall at The RiversMeet Centre; this opened in 2010; prior to that Sturfit opened in 2000.

Table 4.4: Sports hall build and dates of refurbishment

Site name	Year of build	Year of refurbishment
Blandford Camp (HM Forces)	1996	
Blandford Leisure Centre	1975	2012
Bryanston School	1996	2010
Clayesmore Sports Centre	1985	2012
Milton Abbey School	1984	2002
Motcombe Park Sports Centre	1976	2021
Shaftesbury School	1960	
Sturfit	2000	
The RiversMeet Centre	2010	

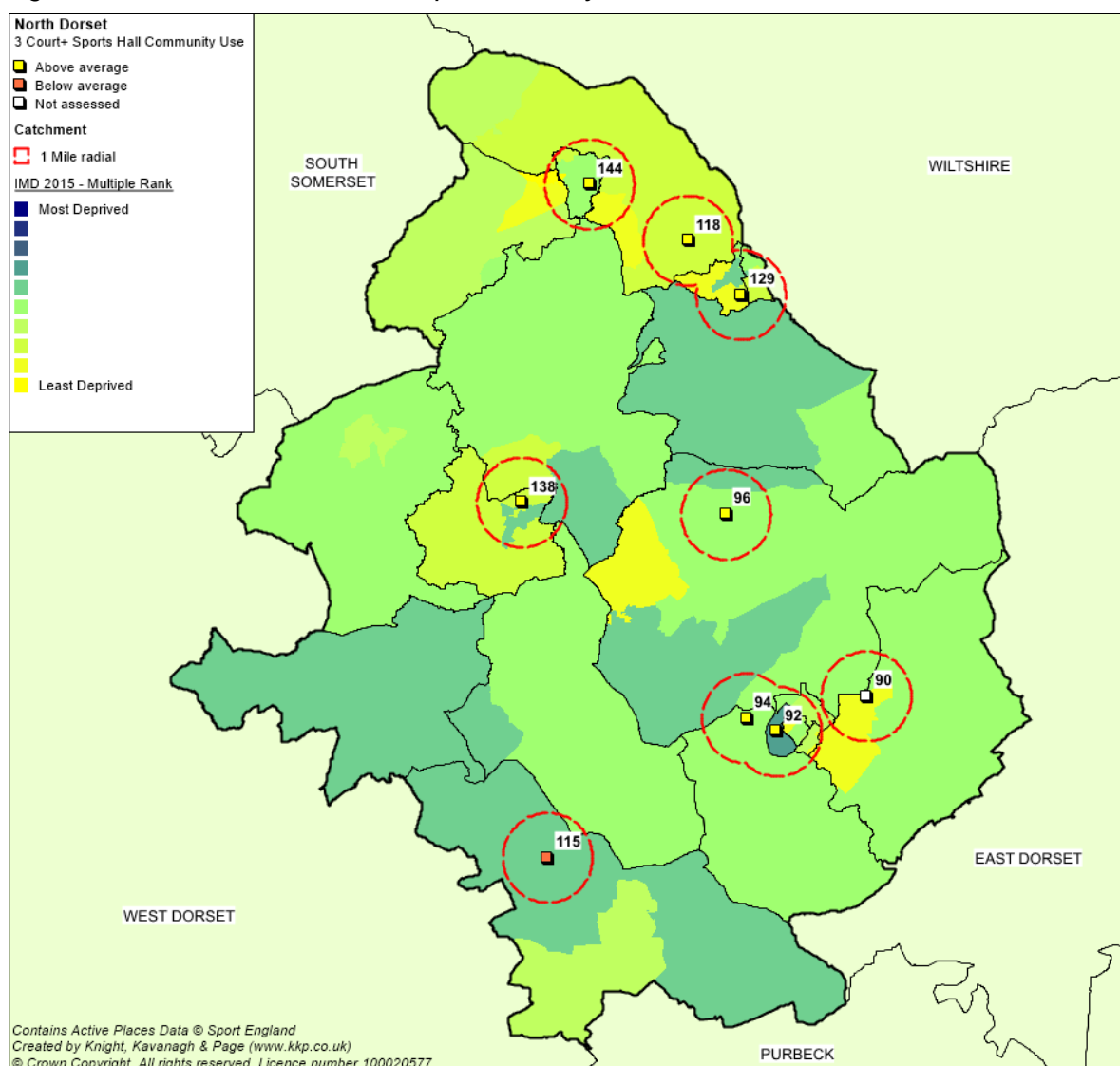
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The oldest sports hall is the 4-badminton court sports hall at Shaftesbury School. This opened in 1960 and according to data has not been modernised. Older stock tends to be located on education sites. The newest school facility is the sports hall at Bryanston School which has a 4 court hall and an ancillary hall; opened in 1996 and modernised in 2010.

According to the FPM the average attractiveness weightings for NDDC sports halls, based on age and condition, is 63% in 2016; this reduces to 42% in 2031 reflecting the ageing stock. This is based upon the assumption that older facilities are less attractive to users. This is a general assumption and there are examples where older venues retain their appeal as a result of good management, investment, programming and sports development.

The weighting for the sports halls in 2016 is on a par with the County attractiveness percentage of 60% and similar to the county 2031 weighting (41%). The FPM identifies that the 11.3% of the NDDC population does not have access to a car and would, thus, find it more difficult to access a hall, if there is not one within a 20 minute/1 mile walk travel time of where they live, or they cannot access a sports hall by public transport.

Figure 4.3: North Dorset 3+ court sports halls by condition with 1 mile buffer, on IMD 2015



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Community accessible sports halls are fairly evenly distributed across the District although, the South West is serviced by Milton Abbey School which is rated below average. One 3+ court hall is available within two miles of the NDDC boundary. This is St. Mary's School in Wiltshire, which is currently available for private use only.

No residents live in the more deprived areas, whilst 41.2% of the resident population live within one mile of a sports hall. It appears that sports halls are being accessed predominantly, by car.

Table 4.5: IMD 2015 populations within 20 minute walk of sports hall in North Dorset

IMD 2015 10% bands	North Dorset		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	0	0.0%	0	0.0%	0	0.0%
10.1 - 20	0	0.0%	0	0.0%	0	0.0%
20.1 - 30	0	0.0%	0	0.0%	0	0.0%
30.1 - 40	2,030	2.9%	2,030	2.9%	0	0.0%
40.1 - 50	12,861	18.7%	3,328	4.8%	9,533	13.8%
50.1 - 60	24,393	35.4%	9,436	13.7%	14,957	21.7%
60.1 - 70	9,322	13.5%	3,561	5.2%	5,761	8.4%
70.1 - 80	8,202	11.9%	3,719	5.4%	4,483	6.5%
80.1 - 90	10,427	15.1%	5,442	7.9%	4,985	7.2%
90.1 - 100	1,679	2.4%	908	1.3%	771	1.1%
<b>Total</b>	<b>68,914</b>	<b>100.0%</b>	<b>28,424</b>	<b>41.2%</b>	<b>40,490</b>	<b>58.8%</b>

Nearly the whole population (98.8%) lives within a 20-minute drive of an accessible sports hall. The FPM identifies that halls in North Dorset have a walking demand of approximately 6% mostly due to the location and the rurality of the area.

### Availability

Management varies with sites managed by community trusts (two), the MOD, Government (Guys Marsh Prison) NDDC via Everybody Active and the remaining sites managed in house by schools.

Sturfit is a charitable organisation which operates community access to Sturminster Newton Leisure Centre. The centre is built on private land but is leased to the County Council. (This may transfer to the adjacent High School if it converts to an academy later in 2017) The County Council holds the lease on the building as it believes that the facility is essential for all indoor sport undertaken by the School. Sturfit has a licence to use part of the site for the community (which is due for renewal later in 2017).

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Table 4.6: Ownership and management of sports hall facilities

Site	Ownership	Management
Blandford Camp	MOD	MOD
Blandford Leisure Centre	Local authority	Everyone Active (Local Authority)
Bryanston School	Independent School	School (In house)
Clayesmore Sports Centre	Independent School	School (In house)
Gillingham School	Voluntary Controlled School	School (In house)
Guys Marsh Prison	Government	Government
Milton Abbey School	Independent School	School (In house)
Motcombe Park Sports Centre	Independent School	School (In house)
Shaftesbury School	Voluntary Controlled School	School (In house)
Sturfit	Land Owner	Community Trust
The RiversMeet Centre	Community Trust	Community Trust

Blandford Leisure Centre is owned by NDDC and managed by Everyone Active. Data supplied by DCC indicates the following with regard to subsidy of leisure facilities:

Table 4.7: Level of subsidy per annum per facility in Dorset

Facility	Subsidy (2016)
Queen Elizabeth Leisure Centre (East Dorset)	£260,000 <i>p.a.</i> -in house management
Two Riversmeet, (Christchurch)	£130,000 <i>p.a.</i> -in house management
Verwood Hub (East Dorset) Potterne Park Emmanuel Sports Hall (dual facility)	£230,000 <i>p.a.</i> - in house management
Purbeck Leisure Centre (Purbeck DC)	£300,000 <i>p.a.</i> - in house management
Dorchester Sports Centre (West Dorset)	£70,000 <i>p.a.</i> - 1610 Ltd (contract ends in 2022)
Blandford Leisure Centre (North Dorset)	£200,000 <i>p.a.</i> – Everyone Active

It should be noted that the sum for Blandford Leisure Centre includes rates relief and comprises of contributions from the town and county council's.

Table 4.7 indicates subsidy levels for facilities across Dorset. Given that sport and leisure *per se* are not statutory within local government, the level of subsidy/support that sport and leisure centres have, makes them susceptible to financial cuts, given ongoing austerity measures and the re-organisation which Dorset is currently in the process of undergoing.

The level of influence that NDDC has or can have on education facilities is fairly restricted due to schools being responsible for their own management, as is the case at six of the schools in the District.

The audit found The RiversMeet Centre was has no reserves in place and is hoping to break even financially in 2017. It reports reaching capacity in all areas of operation (with the sports hall already at capacity). There are no funds in place to develop the Centre.

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Blandford Camp is identified by Active Places to be providing 78 hours per week. KKP's audit findings would suggest that this is inaccurate and it has been removed from the table. Table 4.8 which indicates the main sports played within the different venues, which have identified that they offer community use.

Table 4.8: Community use of sports halls in North Dorset District

Community Use Hours	Site	Courts	Main sports played
None	Gillingham School	4	N/A
	Guys Marsh Prison	4	N/A
0 – 40 Hours	Blandford Leisure Centre	5	5 a side football, netball, basketball, short tennis, badminton, dance, martial arts.
	Bryanston School	5	Squash, badminton, basketball, swimming, netball, volleyball, skate park, fencing, dance
	Milton Abbey School	3	Indoor cricket nets, badminton, netball
	Shaftesbury School	4	Badminton climbing
40+ Hours	Clayesmore Sports Centre	4	Badminton climbing indoor cricket
	Motcombe Park Sports Centre	4	Badminton, fitness, table tennis, indoor cricket, football
	Sturfit	4	Short tennis, table tennis, running club, badminton, kick boxing, indoor cricket & nets
	The RiversMeet Centre	4	Badminton, gymnastics, trampolining.

The audit identifies that Milton Abbey is available for more community hours, however, there is currently demand for only three nights per week. It is identified as below average condition, partly because it has a particularly low ceiling which restricts certain sports such as badminton. This, it accommodates some recreational play in a range of sports but the venue is not suitable for competitive play.

A variety of sports is played across the District with no particular sport dominating *per se*. There is, however, a high incidence of outdoor sports playing indoor versions (indoor cricket, indoor hockey, football and football team training) in main sports halls which may restrict other indoor sport development.

Sports halls located on education sites tend to offer block booking activity only, which can restrict participation by some sections of the community, but helps with management and on site access of specific sports groups.

### **Future supply and potential developments**

Bryanston School is investing £4.5 million in a new sports centre. Building works are currently being undertaken ready for completion later in 2017. It will have the following facilities:

- ◀ New additional sports hall (5 courts)
- ◀ A 40m indoor sprint track
- ◀ A strength and conditioning room
- ◀ Fitness Gym to accommodate 50 persons
- ◀ Bouldering wall and climbing tower
- ◀ 6 lane pool (increasing from 4 lanes)

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- ◀ 5 new studios
- ◀ 4 glass back squash courts (improving quality of existing courts)

## Summary of sport hall supply

- ◀ There are 19 sports halls with at least one badminton court; 11 have three or more courts.
- ◀ Sports halls are situated in or close to the main population areas of the District.
- ◀ Nine of the 11 sites with 3+ courts have good levels of community use.
- ◀ Two sports halls are managed by community trusts, one by the MOD, one by Government, one by Everyone Active and the remainder in-house by schools.
- ◀ The supply of sports halls per 10,000 population is 6.8%. This is significantly above the county (4.8%) and national (4.6%) average.
- ◀ Accessibility is good: 41.2% of the population live within one mile of a hall and 98.8% within a 20 minute drive time.
- ◀ Continued modernisation of venues is required as the average age of sports halls is 29 years.
- ◀ No particular sport dominates programming (although badminton is a key sport at The RiversMeet Centre).

## 4.3 Demand

### Facilities Planning Model (FPM)

There is a very high level of satisfied demand for sports halls in North Dorset. There is also a used capacity of just under 50% (Run 1 and Run 2) indicating that there is surplus capacity during peak hours both now and in the future. In the context of demand, the FPM finds the following:

Table 4.9: Demand findings from the FPM for Run 1 and Run 2

	FPM 2016 (Run 1)	FPM 2031 (Run 2)
Satisfied demand	93.1%	93%
Satisfied demand retained within North Dorset	93.3%	92%
Exported demand goes to West Dorset (5%) South Somerset (1%) East Dorset (1%)		
Levels of unmet demand	1.3 courts	1.4 courts
Unmet demand: residents living outside catchment of a hall	100%	98.4%
Used capacity	48.8%	49%
Imported use (% of used capacity)	14.2%	9.1%
Imported demand for North Dorset comes from Salisbury (6%) and East Dorset and South Somerset (1%).		

### Future demand

As touched upon earlier, POPGROUP data projects that the overall number of people in North Dorset will increase by 10,566 from 2016 to 2031, an increase of 15.1%.

The FPM report states that the total demand for sports halls is 3,993 visits in the weekly peak period in 2016 which increases to 4,320 visits in 2031 in the weekly peak period. The 15.1% population increase (POPGROUP) generates an 8.1% increase in total demand for sports halls during this time. The difference is because population growth is offset by the



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aging resident population and fewer participants in the age bands of people more likely to participate in sports hall based activity (16 - 44 year olds).

Based on simply comparing the number of badminton courts at the sites available for community use with the demand for sports halls by North Dorset residents, the FPM identifies a positive balance of supply exceeding demand for sports halls of 12 badminton courts in 2016 and 10.5 courts in 2031. It also indicates that 11.7% of residents do not have access to a car; this remains the case up until 2031. Car travel is the dominant travel mode; accounting for 90% of all visits to sports halls in both 2016 and 2031. Approximately 6% of all visits to sports halls in North Dorset are made on foot by walking.

Unmet demand will always exist, especially in a rural area where demand is dispersed across a wide area and in small settlements. It is not possible to get universal geographic catchment area coverage where all demand is inside catchment.

*Table 4.10: Used capacity at each of the facilities*

Facility name	Used capacity %
Blandford Camp (HM Forces)	43%
Blandford Leisure Centre	55%
Bryanston School	36%
Clayesmore School Sports Centre	17%
Milton Abbey School	46%
Motcombe Park Sports Club	36%
Shaftesbury School	63%
Sturfit	76%
The RiversMeet Centre	100%

Table 4.10 identifies the popularity of Sturfit Leisure and the RiversMeet centres as well as, to some extent Shaftesbury School. Sturfit and RiversMeet are two of the most modern facilities having opened in 2000 and 2010 respectively. It follows that they have the highest attractiveness weightings based on age and condition. A combination of these factors may mean that the centres have a draw effect, in comparison to the demand distributed to other venues.

### **NGB consultation**

#### **Badminton**

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

- ◀ **Play Badminton:** working with leisure operators to increase casual badminton participation, increase court usage and increase income. Supported by BE staff and



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national marketing and encompasses several ways to play using an audit process to identify appropriate sites and operators to work with across the regions.

- ◀ **No Strings Badminton:** social pay and play weekly sessions - ideal for casual players of all abilities (ages 16+), led by a friendly, welcoming session co-ordinator.
- ◀ **Essentials:** beginners coaching courses. Learn all the badminton basics at a relaxed pace with beginners coaching sessions over 6-8 weeks, led by BE qualified coaches.
- ◀ **Battle Badminton:** casual competition leader boards; find new players (ages 18+) to play socially in matches where you pick the venue, set the rules and record your results online to earn points and rise the ranks in local and national leader-boards.
- ◀ **SmashUp!** badminton for young people. Court time for 12-16 year olds where they can get involved with fun, big hitting badminton challenges with music and mates.

To support these programmes, Badminton England has developed Community Badminton Network areas (CBN). This is a network of clubs, education establishments, local authorities, leisure sites, CSPs and county badminton associations it supports to drive up participation.

Consultation indicates there are four affiliated clubs and one unaffiliated club in North Dorset; they are based at Clayesmore Sports Centre, The RiversMeet Centre, Milborne First School and Sturfit. There is an additional competitive club (unaffiliated) which has players combined from Wareham and Purbeck team in Purbeck and Irwerne Minster Badminton Club in North Dorset; collectively it is called Blandford.

The County Association is working very hard on increasing participation within the junior age groups and will be soon launching an initiative aimed at getting more primary school aged young people playing the sport. The residual impact of this will see more families playing the sport together and hence a greater burden on current facilities. Similarly, the County has identified a need to increase the number of 'masters' aged players participating and competing locally.

Consultation with clubs generally suggests that there is sufficient court availability in the area for the times and days that they request. In common with badminton clubs elsewhere they highlight key challenges as recruitment of players, particularly women and retention of junior players (plus, perennially, the costs of shuttlecocks). They confirm having access to good quality courts and halls and have a good relationship with management in general.

The RiversMeet Centre hosts county badminton sessions and host the largest affiliated in Dorset (Marnhull and Gillingham Badminton Club). It has been established for over 40 years and plays three nights per week. Sessions are aimed at beginners to competitive league / club standard player. It offers both membership for team players and pay as you go sessions for non-team players. It hires the RiversMeet Centre for seven hours per week and reports being unable to book any more sessions due to the hall being at capacity.

The RiversMeet Centre runs its own badminton academy with, reportedly, in excess of 100 players. This is at capacity and it operates waiting lists. It has aspirations to build another sports hall to run additional activity. It does not have funding in place to develop this further.

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Table 4.12: Market segmentation and likely target audiences in North Dorset for badminton

Badminton	
◀	2.3% (1,198) of people currently play badminton and a further 1.9% (998) indicate that they would like to, giving an overall total of 4.2% (2,196).
◀	4.5% of Ben's play badminton, the largest proportion of any group, followed by Tim 4.0%.
◀	Groups with the largest proportion of local people playing are Tim (17.1%) and Philip (15.2%).
◀	The groups with the most people who would like to play are Philip (13.7%) and Tim (13.0%).
◀	The main group to target for additional players, due to size and interest, is therefore Philip.

### **Basketball**

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

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

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

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

Access to secondary school indoor basketball facilities is of prime importance as England Basketball seeks to take advantage of Sport England's commitment to open up school facilities for local community use. The recent State of the Nation Report on sports halls from Sport England showed that 76% are located on educational sites. As well as improving access to existing indoor sports facilities England Basketball is continuing to develop capital projects, building facilities with multiple basketball courts for use by clubs to boost participation and drive talent outcomes.

The South Coast Tigers is the main basketball team in the County. Started in 2004, it has grown by integrating basketball into schools. The two basketball academies in North Dorset, are based at Blandford School and Gillingham School. Both sessions take place immediately after school on Tuesdays with a mini ballers session (ages 7-12 years) on a Saturday morning. The Tigers also runs holiday camps at Blandford Leisure Centre.

It operates nine academies in Dorset with additional sessions aimed at girls, women and a wheelchair basketball team. Academies all play recreationally and competitively.

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Table 4.13: Market segmentation and likely target audiences in North Dorset for basketball

Basketball	
◀	0.6% (291) of people currently play basketball and a further 0.4% (187) indicate that they would like to, giving an overall total of 0.9% (478).
◀	3.4% of Ben's play basketball, the largest proportion of any group playing basketball, closely followed by Jamie at 2.7%.
◀	Groups with the largest proportion of local people playing are Ben (33.0%) and Tim (13.7%).
◀	Groups with the most people who would like to play are Ben (27.3%) and Tim (18.2%).
◀	The main group to target for additional players, due to size and interest, is therefore Ben.

### Gymnastics

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

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

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

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

It has developed a new range of products and programmes and offers assistance to support local delivery. It reports this to be proving successful in supporting the growth of membership and retention of members across the country. Participation in gymnastics is, reportedly, increasing rapidly. BG membership has risen each year since 2012 and includes a notable increase in the number of teenagers and adults (11 - 25 year olds) taking part regularly; placing further strain on many of the gymnastics venues currently available.

There is one main club in the area; located in a dedicated facility in Blandford Forum (on an industrial estate). Several leisure centres offer gymnastics classes, all of which, according to BG are oversubscribed and have waiting lists. Consultation with Blandford Gymnastics Club indicates that it has c.600 members and a waiting list of 25 young people in the 0-11 year's age group and 35 in the 11yrs plus age group.

It received a grant in 2015/2016 to improve its facility with regard to safeguarding and staffing levels. It now reports that the facility is not large enough to accommodate the numbers wishing to take part in the sport and that it needs more space. It is also applying for CASC status with a view to reducing its business rates.

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Table 4.14: Market segmentation: for gymnastic / trampolining in North Dorset

Gymnastics and trampolining	
◀	0.2% (115) of people currently play gymnastics and trampolining and a further 0.1% (79) indicate that they would like to, giving an overall total of 0.4% (194).
◀	0.7% of Chloe's play, the largest proportion of any group, closely followed Ben (0.4%).
◀	Groups with the largest proportion of local people playing are Chloe (16.5%) and Ben (10.4%).
◀	Groups with the most people who would like to play are Chloe (22.8%) and Jackie (10.1%).
◀	The main group to target for additional players, due to size and interest, is therefore Chloe.

### Netball

The objectives set out in the 10:1:1 vision as specified in England Netball's Strategy 'Your Game Your Way' are for netball to be played in a diverse range of ideal environments that inspire and enable participation, growth and world class performance. The strap line for this strategy is the *"Right programme, right time, right place" with the "Right athlete, right coach, right environment"*

In the south of England, netball is traditionally played on outdoor courts with educational sites being the most highly used by volunteer run leagues and club training. There is, however, increasing demand for indoor facilities as the NGB has identified that the average recreational netballer prefers to take part indoors. There is also a requirement for performance programmes to be based at high quality indoor venues.

As netball is a predominantly non-asset owning sport, access to facilities can be a real challenge. Quality affects the customer experience and, thus, participation levels. England Netball is looking to influence facilities via effective design input at the planning stages and influence on programming post development. Each authority in England is ranked based on the opportunities available to play. Dorset is listed as a priority area with a specific focus on developing youth participation. The NGB works with all schools in the County to ensure that the sport is delivered as a core sport in Key Stage Two and Three. It has also established a development pathway for junior players through regional satellite academies. There are four regional satellite academies which are listed below. The closest facility is the Blandford at Bryanston. These target the recruitment of children identified by PE staff – in KS3.

- ◀ Weymouth Academy- Budmouth Sports Centre
- ◀ Blandford - Bryanston School
- ◀ Poole- Canford Sports Centre
- ◀ Bournemouth- Sir David English Leisure Centre.

Girls who excel in satellite clubs can then progress to the County Academy based at both Sir David English Sports Centre and Canford Sports Centre. Six key venues have been identified through the England Netball Facilities Audit for Dorset. They are:

- ◀ Budmouth Community Sports Centre
- ◀ Ferndown Sports Centre
- ◀ QE Leisure Centre
- ◀ Sir David English Leisure Centre
- ◀ Talbot Heath School
- ◀ Blandford School

The NGB has identified that the netball facilities at Blandford School are of average quality and that the ancillary facilities need improving. In addition, parking at the site is an issue.

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Table 4.15: Market segmentation/likely target audiences – netball in North Dorset

Netball
<ul style="list-style-type: none"> <li>◀ 0.4% (222) of people currently play netball and a further 0.4% (190) indicate that they would like to, giving an overall total of 0.8% (412).</li> <li>◀ 2.2% of Leanne’s play, the largest proportion of any group closely followed by Chloe at 1.9%.</li> <li>◀ Groups with the largest proportion of local people playing are Chloe (24.8%) and Alison (16.7%)</li> <li>◀ Groups with the most people who would like to play are Chloe (27.4%) and Alison (14.2%).</li> <li>◀ The main group to target for additional players, due to size and interest, is therefore Chloe.</li> </ul>

### Table tennis

Table Tennis England has the Mission 2025 strategy to develop table tennis during the next 10 years. There are a number of aims to the document:

- ◀ Participation: To increase participation among adults, disabled people, in schools, and own membership.
- ◀ Places: To grow the network of clubs and facilities within competitive league table tennis and at a social level.
- ◀ People: To increase the number of qualified coaches; provide support for table tennis 'activators'; and grow the number of volunteers and officials and provide additional training and support.
- ◀ Performance: To have elite athletes performing at a world class level; and will provide the support and competitive structure at domestic level for all players to achieve their potential.

Linked to this it has a 10 year strategy (2015 to 2025) to ensure that facility investment (of £750k from Sport England) enables “A network of vibrant table tennis venues, meeting the needs of social and committed participants that cater for current participants and enable an increase to 200,000 regular participants”. Its aim is to support existing clubs to secure additional tables and recreational table tennis with projects such as outdoor table covers.

Although Dorset is not a priority area for the sport there is a dedicated facility at the Dorset Table Tennis Centre located at the Grange School in Christchurch. This is a £1,000,000 brand new Sports facility opened in 2014; with 16 tables, showers and toilet facilities.

Consultation suggests that table tennis in North Dorset is predominantly played in village halls and community centre and players tend to play recreationally and not competitively. The key challenge for the clubs is to maintain a viable group and ensure the membership attendance is greater than the costs of the facility hire.

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Table 4.16: Market segmentation/likely target audiences – Table tennis in North Dorset

Table Tennis	
◀	0.5% (271) of people currently play and a further 0.2% (115) indicate that they would like to, giving an overall total of 0.7% (386).
◀	0.7% of Ben's play, the largest proportion of any group, closely followed by Jamie at 0.7%.
◀	Groups with the largest proportion of local people playing are Philip (15.1%) and Ralph & Phyllis (14.4%).
◀	Groups with the most people who would like to play are Roger & Joy (16.5%) and Tim (13.9%).
◀	The main group to target for additional players, is therefore Roger & Joy.

### **Indoor Cricket**

Indoor cricket is a variant of and shares many basic concepts with cricket. It is most often played between two teams each consisting of six or eight players. It can be played in any suitably sized multi-purpose sports hall as a means of giving amateur and professional cricketers a means of playing during the winter months. Many clubs also use indoor cricket nets (within sports halls) for winter batting and bowling training from January until mid-April. There are currently no dedicated cricket facilities in North Dorset, however indoor cricket is played at Sturfit, Clayesmore, and Motcombe sports centres. Almost all cricket clubs in the area (approximately 12) play indoors over the winter.

Dorset County Cricket Association supports clubs with development programs that continue in the sports centres all winter. Consultation indicates that the key issue is that some sports centres do not cater for hard ball cricket. The County also reports that Sturfit is becoming the main base for North Dorset Cricket Association programmes.

### **Summary of demand**

District participation rates are below regional and national averages. Consultation also indicates the main sports played in sports halls are badminton, basketball, netball, indoor cricket and gymnastics. There is a very high satisfied demand rate at 93.1%. As population increases (15.1%), it creates an 8.1% increase in total demand by 2031, but there appears to be sufficient capacity when considering all sites across the District.

### **4.4 Supply and demand analysis**

The FPM identifies a positive supply/demand balance of 12 courts in 2016 and 10.5 courts in 2031. The two main issues are

- ◀ The average age of sports halls and a continuing need for modernisation. It may be more cost effective to re-provide than to modernise.
- ◀ The number of sports halls on education sites indicates a need to secure and maintain the access at the sites for community use.

### **4.5 Sport England's Facilities Calculator (SFC)**

This quantifies additional demand for sports facilities generated by population growth and related factors. It can be used to estimate facility needs for whole area populations but should not be applied for strategic gap analysis as it has no spatial dimension and does not take



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account of facility location compared to demand, facility capacity and availability, cross boundary movement of demand, travel networks and topography or facility attractiveness.

Calculations assume that the current sports hall stock remains accessible for community use and that quality remains the same. The projected increase in population will add to demand for sports hall space by 2.53 badminton courts by 2031; the equivalent cost of this is £1,389,315.

This is unlikely to lead to a requirement for more sports halls due to the surplus balance identified earlier. Increased demand could be accommodated in current facilities, although they need investment to ensure that they remain fit for purpose.

Table 4.17: SFC applied to POPGROUP population increases in North Dorset

	Population estimate 2016	Population estimate 2031
<b>ONS projections</b>	70,707	80,339
<b>Population increase</b>		96,339
<b>Facilities to meet additional demand</b>		2.53 courts
<b>Cost</b>		£1,389,315

### 4.6 Summary of key sports hall facts and issues:

- ◀ There are 19 sports halls on 15 sites with a total of 53 badminton courts.
- ◀ KKP audit findings differ from the FPM because there are five courts at Bryanston School not four.
- ◀ There are two five court halls, one three court hall and six four court halls.
- ◀ There is a positive supply demand balance of 12 courts in 2016 and 10.5 in 2031.
- ◀ The supply of halls per 10,000 population is above regional and national averages.
- ◀ Four sports halls have been modernised and Bryanston School is building a new five court hall.
- ◀ Nine sports halls have some level of community use.
- ◀ Almost all the population (98.8%) in the District is inside the 20 minute drive time catchment area and 41.2% live within one mile of a sports hall.
- ◀ Council influence is restricted due to the varied ownership and management of sites.
- ◀ There is a very high satisfied demand rate of 93.1%.
- ◀ Sturfit lacks security of tenure (lease renewal due in July 2017).
- ◀ There is spare capacity within the current stock of sports halls.
- ◀ Despite this there is a need to secure community access to sports halls on education sites in order to maintain the scale and quality of the sports hall provision for community use.
- ◀ Blandford Leisure Centre is currently subsidised by the Council to the sum of £200,000 p.a which includes rates relief and comprises of contributions from town and county council's.



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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 the Amateur Swimming Association (ASA).

### 5.1 Supply

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

#### Quantity

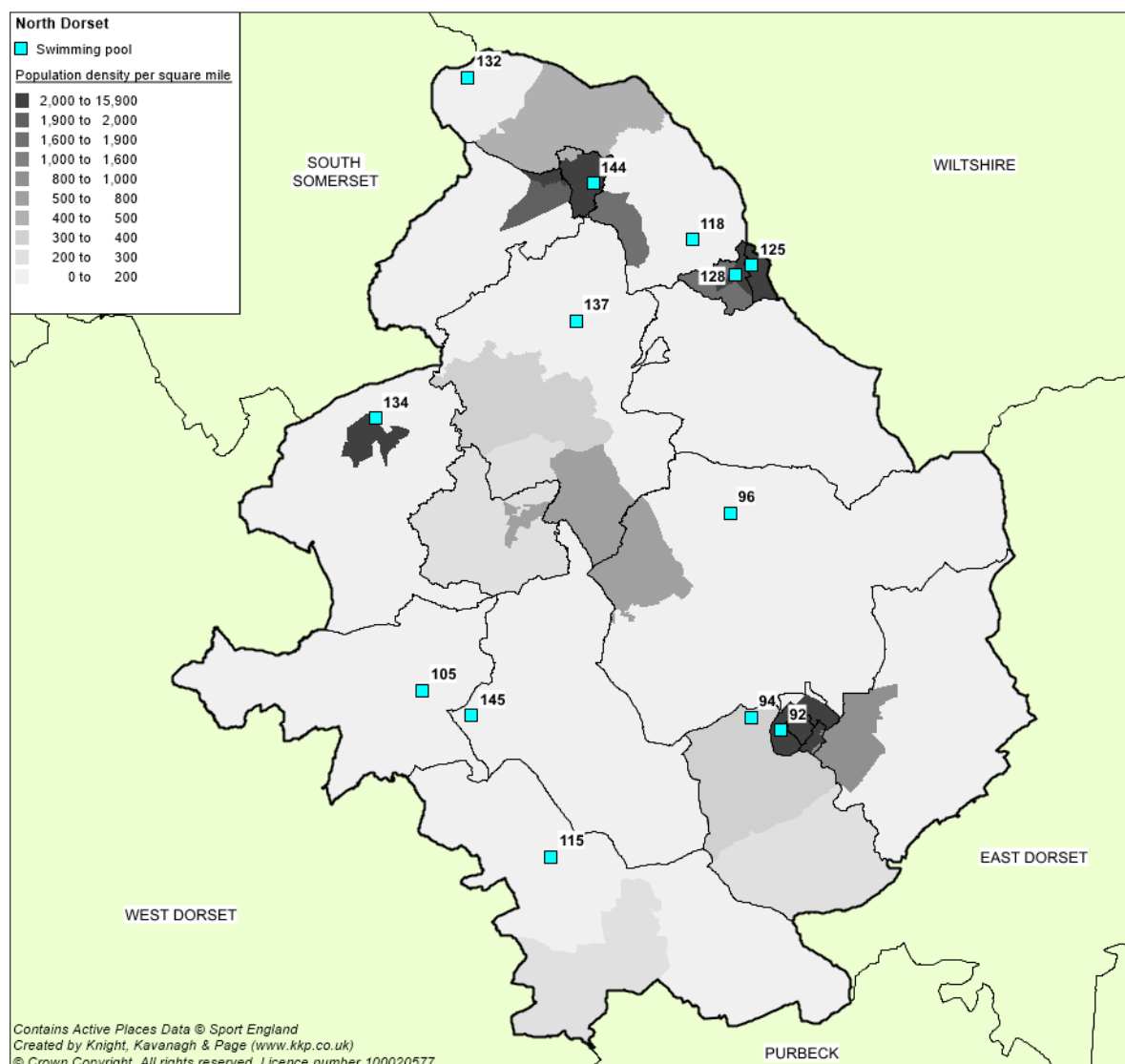
The audit identified fourteen pools at thirteen sites. This (set out in the table below) includes all swimming pools in the area irrespective of size and seasonal access.

*Table 5.1: All swimming pools and sites in North Dorset*

Map ID	Site name	Facility type	lanes	length
92	Blandford Leisure Centre	Main/General	4	25
92	Blandford Leisure Centre	Learner/Teaching	0	12.5
94	Bryanston School	Main/General	4	25
96	Clayesmore Sports Centre	Main/General	4	25
105	Hazelbury Bryan Community Primary School	Lido	0	12.2
115	Milton Abbey School	Main/General	6	25
118	Motcombe Park Sports Centre	Main/General	4	25
125	Shaftesbury C of E Primary School	Learner/Teaching	0	12
128	Shaftesbury Leisure Pool	Lido	4	22.2
132	St George's C of E School	Lido	0	12
134	Stalbridge C of E Primary School	Lido	0	12.5
137	Stower Provost Community School	Lido	0	12.5
144	The RiversMeet Centre	Main/General	6	25
145	The Victorian Barn / Dairy House Farm	Learner/Teaching	0	12.5

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Figure 5.1: All identified swimming pools in North Dorset including Lidos



Lidos serve specific market segments during the summer months and, in some instances, are heated. Despite offering community access (pay and play basis) and some club activity throughout summer months, they are excluded from the assessment because they are not available throughout the whole year.

Six sites have swimming pools of the requisite size and community accessible (see Table 5.2). Blandford Leisure Centre has two pools on site. They are evenly located across the District, with two in the north, one in the centre, two in the south and one in the south west.

The FPM reports total water space available to be 1,561m<sup>2</sup>. This reduces to an effective supply of 796m<sup>2</sup> of water available for community use in the weekly peak period. The difference between total and effective supply is 49% and the reason is pools on educational sites or commercial sites which offer limited community use. The FPM reports North Dorset to have 22m<sup>2</sup> of water per 000 (2016). This decreases to 19m<sup>2</sup> 2031, based on population growth and demand. This is above the County average (15m<sup>2</sup> per 000).

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## Quality

The quality ratings of the venues which allow community use are shown below.

Figure 5.2: Community accessible swimming pools in North Dorset by quality

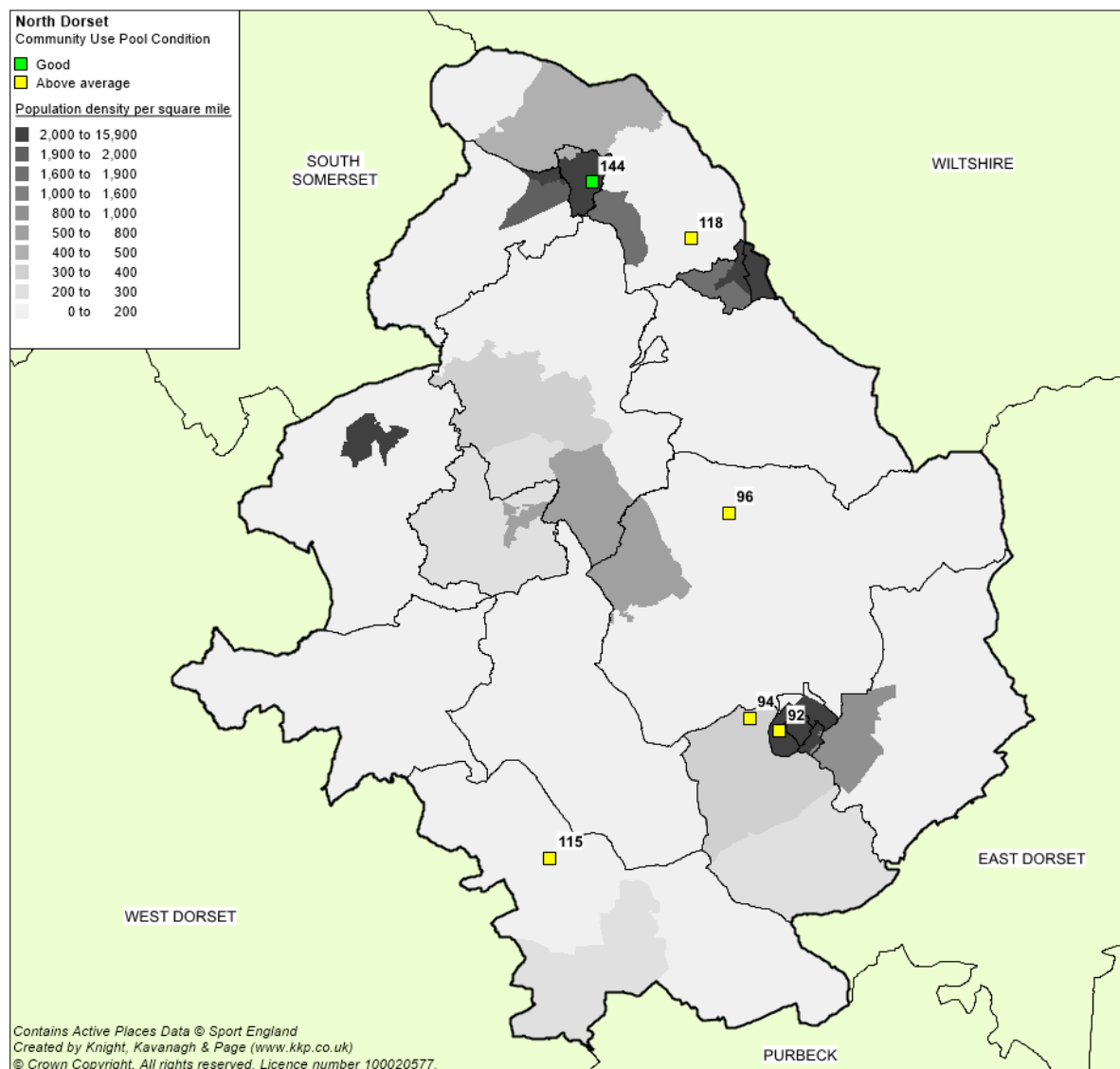


Table 5.2: Quality of community accessible swimming pools in North Dorset

Map ID	Site name	Lanes	Length (m)	Condition	
				Pool	Changing
92	Blandford Leisure Centre	4	25	Above average	Above average
94	Bryanston School	4	25	Above average	Above average
96	Clayesmore Sports Centre	4	25	Above average	Above average
115	Milton Abbey School	6	25	Above average	Below average
118	Motcombe Park Sports Centre	4	25	Above average	Above average
144	The RiversMeet Centre	6	25	Good	Above average

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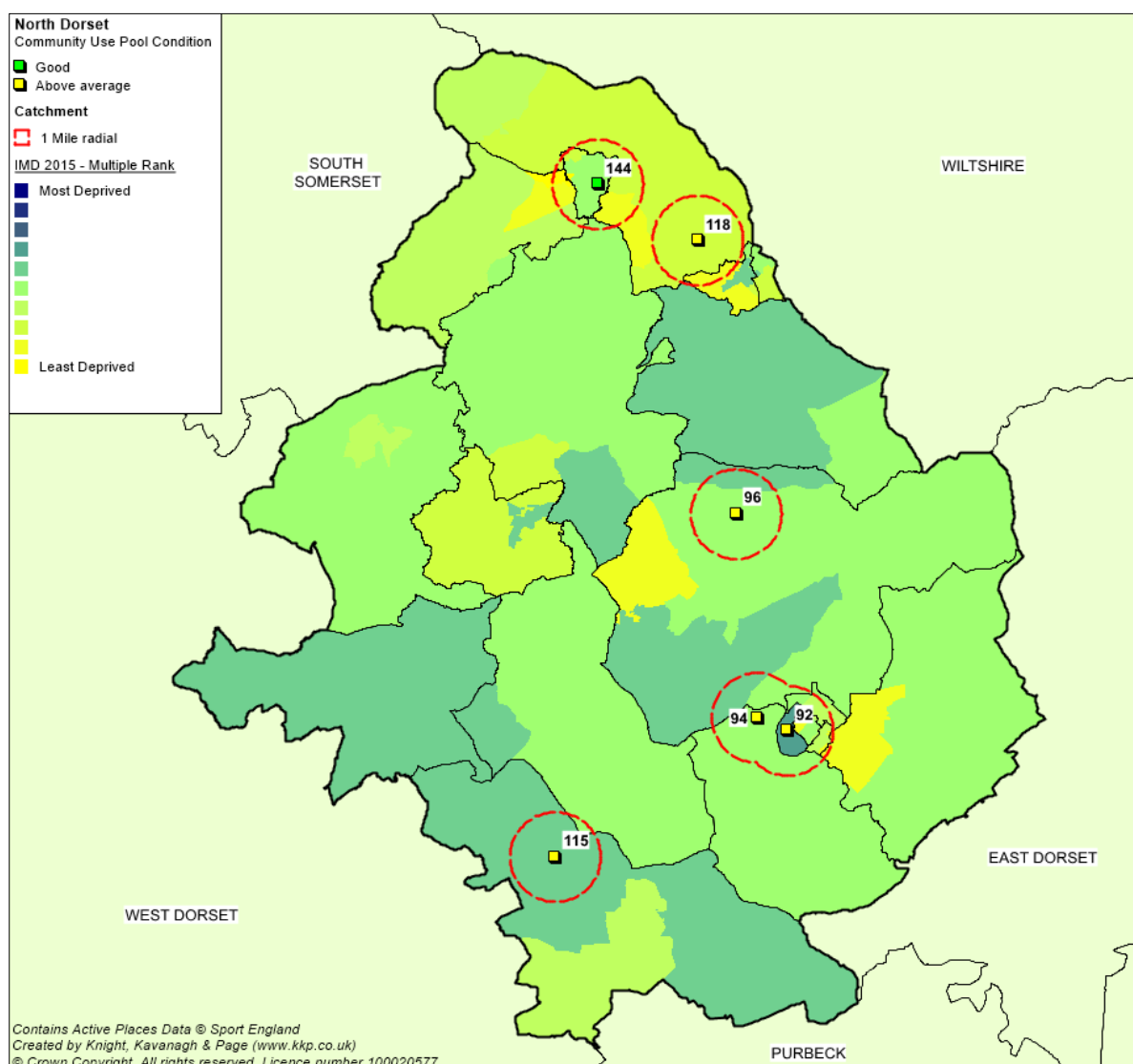
The audit found one good quality pool (The RiversMeet Centre). All others rated above average. The average age of pool sites is 20 years. Three have been modernised: Blandford Leisure Centre, Bryanston School (2010), and Clayesmore School (2015). In common with all facilities, age and condition affects attractiveness. The FPM identifies that the attractiveness of the stock in North Dorset will decline in 2031 from above average to below average/poor as the weightings calculated reduce from 81% in 2016 to 47% in 2031. The County average changes, in comparison, are 73% in 2016 and 43% in 2031.

FPM calculated total demand is 4,280 visits per week (2016) increasing to 4,654 in 2031. The 15.3% increase in population will generate a demand increase of 8.7% to 2031.

## Accessibility

As with indoor facilities, appropriate walk and drive-time accessibility standards are applied to determine provision deficiencies. The urban area standard is 20 minute walk time (1 mile radial catchment) and the rural area standard; 20 minute drive time. This enables analysis of adequacy of coverage and identification of areas not serviced by existing provision.

Figure 5.3: North Dorset community use pools by condition with 1 mile radial buffer, IMD



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Over one quarter (27.4%) of the population lives within one mile radial catchment of a swimming pool; 72% lives outside this. Approximately seven out of ten residents of North Dorset are, thus, assumed to need to use public transport or a car to access facilities. The percentage of population with no access to a car is 11.7% in 2016; unchanged in 2031. This is low in comparison to the England (24.9%) and South West (18%) average suggesting that more people in North Dorset have access to their own transport.

Four sites are at schools, there is one local authority site and RiversMeet is owned by a Trust. There is a degree of reliance on schools for supply and access for community use.

Table 5.3: Radial catchment of swimming pools using 20 minute walk on IMD

IMD 2015 10% bands	North Dorset		Swimming pools (20m+ length) with community use. Catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	0	0.0%	0	0.0%	0	0.0%
10.1 - 20	0	0.0%	0	0.0%	0	0.0%
20.1 - 30	0	0.0%	0	0.0%	0	0.0%
30.1 - 40	2,030	2.9%	2,030	2.9%	0	0.0%
40.1 - 50	12,861	18.7%	504	0.7%	12,357	17.9%
50.1 - 60	24,393	35.4%	7,804	11.3%	16,589	24.1%
60.1 - 70	9,322	13.5%	3,357	4.9%	5,965	8.7%
70.1 - 80	8,202	11.9%	810	1.2%	7,392	10.7%
80.1 - 90	10,427	15.1%	3,480	5.0%	6,947	10.1%
90.1 - 100	1,679	2.4%	908	1.3%	771	1.1%
Total	<b>68,914</b>	<b>100.0%</b>	<b>18,893</b>	<b>27.4%</b>	<b>50,021</b>	<b>72.6%</b>

Community accessible pools with a 20 minute drive time as well as swimming pools within a two mile radius of the local authority border are shown below. This is indicative of how far people might be likely to travel and serves as an example only. It identifies that 92.3% (65,276) of North Dorset's MYE 2015 population (70,713) are within a 20 minute drive of a publicly accessible swimming pool - in North Dorset. One swimming pool (St Mary's School) in Wiltshire which is located very near to the NDDC border, relatively close to Motcombe Park Sports Centre, which offers community use.

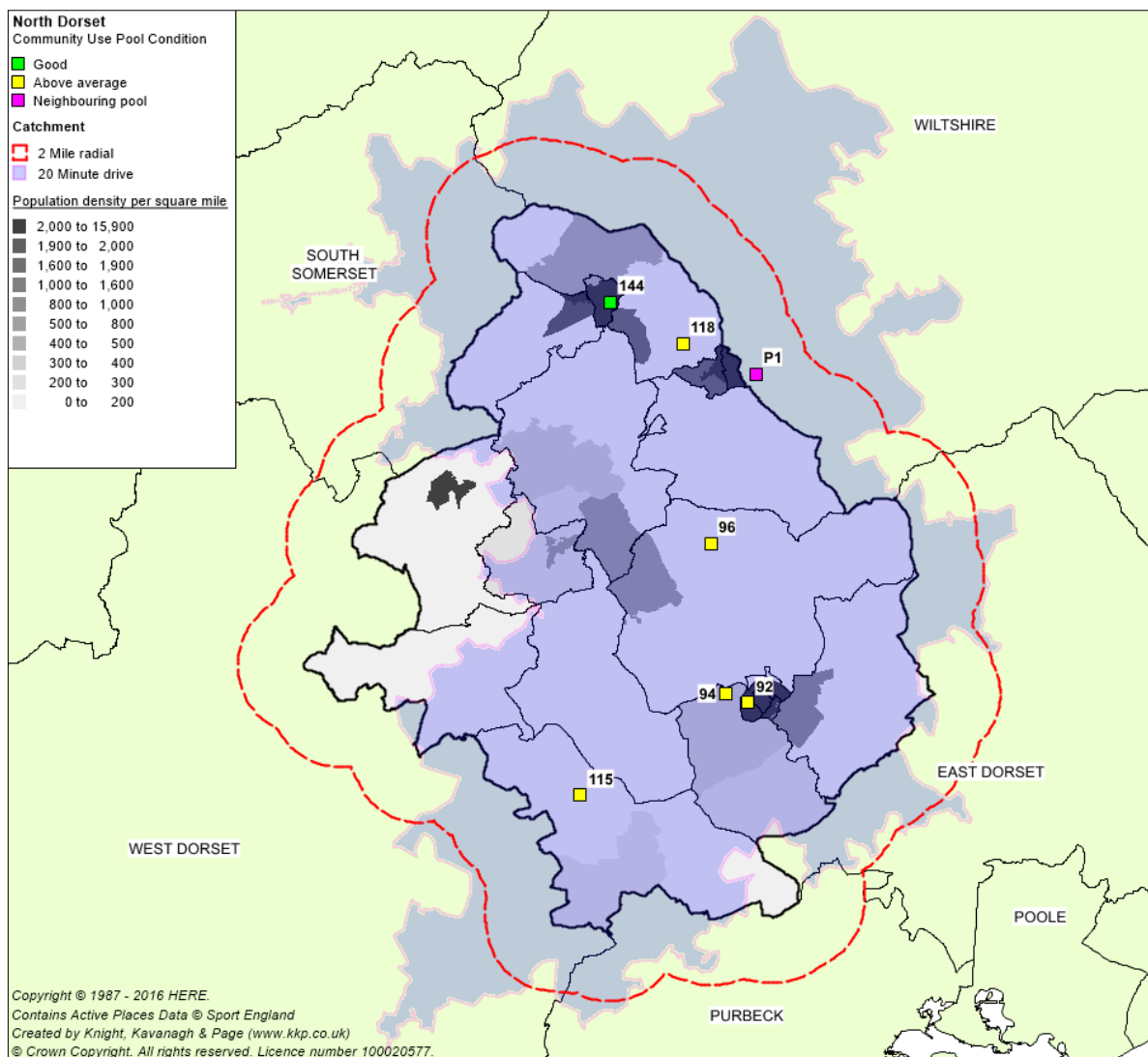
Table 5.4: Swimming pools in North Dorset and neighbouring authorities within two miles

Map ID	Site name	Size	Management
92	Blandford Leisure Centre	4 x25m	Local authority
94	Bryanston School	4 x25m	Education
96	Clayesmore Sports Centre	4 x25m	Education
115	Milton Abbey School	6 x25m	Education
118	Motcombe Park Sports Centre	4 x25m	Education
144	The RiversMeet Centre	6x 25m	Trust
P1	St Mary's School	6 x 25m	Education

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St Mary's School is located near the settlement of Shaftsbury, and may be closer for some residents to use than Motcombe Park Sports Centre or Clayesmore Sports Centre.

Figure 5.4: Swimming pools with 20 minute drive and local authority two mile boundary



Source: Active Places Power 18/01/2017

## Facilities Planning Model (FPM)

Sport England's FPM indicates in terms of demand that:

- There is a positive balance of demand exceeding supply by 85m<sup>2</sup> of water in 2016 and the impact of population and demand growth is to reduce this to 23m<sup>2</sup> of water in 2031.
- There is a very high level of retained demand of 88% in both years which means exported demand is only 12%.
- The unmet demand outside catchment is 99.3% in 2016, then 99% in 2031.
- In 2016, unmet demand in North Dorset equates to 8.2% of the total (65m<sup>2</sup> of water). This effectively remains the same in 2031
- None of the population is outside the drive time catchment area of swimming pools.



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- ◀ The average used capacity for North Dorset is calculated to be 58% in 2016 and 63% in 2031. (70% is deemed full).
- ◀ Blandford Leisure Centre's estimated used capacity is 72% and the community owned and managed RiversMeet Centre is at 100% of estimated used capacity at peak times.

### *Future developments*

Bryanston School plans to extend its pool from 4 lanes x 25m to 6 lanes x 25m., decrease the depth to 1m at the shallow end and 2m at the deep end. This is part of a £4.5m development of the sports facilities at the school as mentioned Section 4.1, above.

### ***NGB and swimming club key issues***

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

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

There four affiliated clubs in North Dorset:

Blandford Swimming Club	66 members
Clayesmore Swimming Club	40 members
Dorset Synchronised Swimming Club	42 members
North Dorset Turbos	103 members

Consultation with North Dorset Turbos indicates that its use of The RiversMeet Centre is restricted by the pool time available to it and the reportedly high costs of using the centre. It, therefore, uses Motcombe Park for the majority of training sessions. It also travels outside the Authority (to Millfield School) to use a 50m pool for long course training. It shares the use and costs of Millfield School 50m pool with West Dorset Swimming Club for two hours twice a month.

Blandford Swimming Club reports being a small growing club based in the middle of the County. It trains for 2.5 hrs per week at Blandford Leisure Centre and 1 hour per week at Bryanston School. It reports that training will be curtailed by the refurbishment planned for Bryanston Swimming Pool, as of July 2017. It has yet to find temporary accommodation.

It reports having to accommodate too many swimmers in lanes at training sessions and would like to increase its number of sessions (up from three) per week. More pool time is reportedly hard to come by. It reports having a good relationship with leisure centre management and staff. The Leisure Centre feeds the Club from its swimming lessons. The Club's view is that the leisure centre would obtain more income from allowing additional club training sessions rather than public swimming.



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Bryanston Swimming Club also reports having a good relationship with Bryanston School, however, it is limited to using the facility one hour per week. This is its preferred site as it offers good value for money. Its view is that there is a need for an 8 lane 25m pool in the Blandford area as it suggests that it could comfortably fill the lanes. It also expressed concern about any increases in demand which may result from population/housing growth.

*Table 5.5: Market segmentation for swimming and likely target audiences in North Dorset*

Swimming	
◆	14.2% (7,500) of people currently swim and a further 13.2% (6,994) indicate that they would like to, giving an overall total of 27.4% (14,494).
◆	25.3% of Alison's swim, the largest proportion of any group swimming, closely followed by the Chloe segment at 24.1%.
◆	Groups with the largest proportion of local people swimming are Elaine (10.7%) and Tim (10.4%)
◆	Groups with the most people who would like swim are Elaine (11.7%) and Roger & Joy (9.1%).
◆	The main group to target for additional swimmers, due to size and interest, is therefore Elaine.

### 5.4 Supply and demand analysis

The key issues emerging from the findings on swimming pools in North Dorset are:

*Swimming pool supply on education sites.* Four of the six pool sites are on school sites (60% of the total amount of water space at accessible pools). Changes in the any of the schools' policy, hours and type of community use could affect the current status of supply exceeding demand.

*Age of the pools and need for modernisation.* The average age of the six swimming pool sites in North Dorset is 20 years. The oldest is the Bryanston School pool opened in 1974 and modernised in 2010. It is undergoing further modernisation and being made larger. The newest is the RiversMeet Centre (opened 2010). The three oldest pool sites have been modernised. By 2031 the average age of the pools will be 35 years so there will be a need for continued modernisation, to retain quality and thus usage.

*Distribution of demand for swimming.* The swimming pool sites at Blandford Leisure Centre and RiversMeet Centre provide for the full range of swimming activities and are available for pay and play swimming. They have a greater range of activity, availability and capacity compared to those on education sites. They are, however, very busy at peak times, in comparison to school based pools. There appears to be a local acceptance that the public pools will have high levels of community use.

### **Membership analysis**

In order to determine the reach and significance of specific facilities, raw data on users at the local authority leisure centres has been provided. This enables identification of the home location of all registered users over a three-month period. It includes all users that have activated their membership card over the analysis period. This enables identification of their home location.

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The dataset supplied contains multiple entries for each postcode. KKP has filtered it and analysed within the catchment areas. The data provided covers both Weymouth and Portland and North Dorset. No indication has been provided in respect of which data applies to which district so they have been split on the basis of users living closer to one facility being assumed to use that facility. There is no guarantee that the data has been split correctly.

Figure 5.6: Location of people attending Swimming Lessons

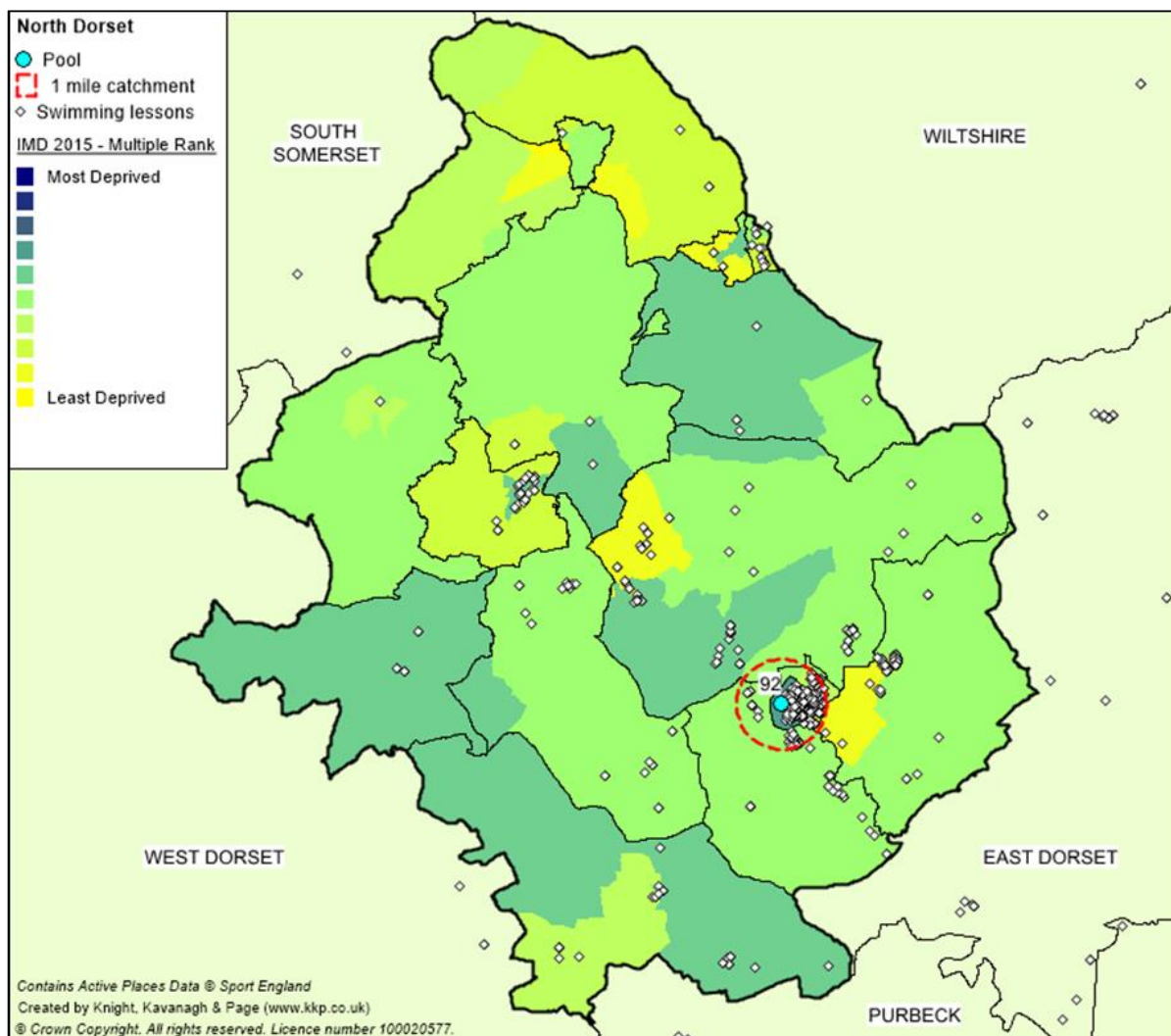


Table 5.6 Postcodes of people accessing swimming lessons

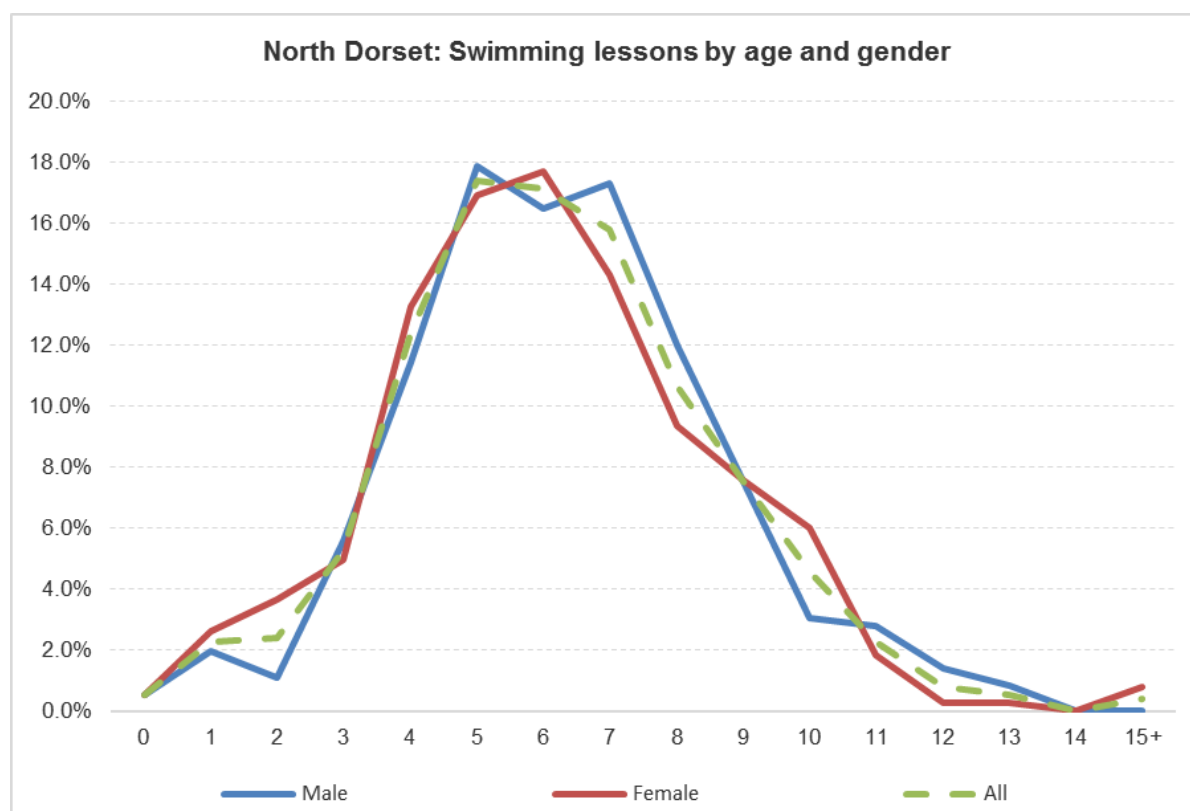
Catchment	Other members	
	Count	% of all mapped
North Dorset	1,055	94.0%
Blandford Leisure Centre 1 mile	598	53.3%
Outside the District	67	6.0%
<b>Total</b>	<b>1,122</b>	<b>100.0%</b>

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The data indicates that 56.7% of the members accessing swimming lessons at Blandford Leisure centre live within one mile of the facility.

Only 4% of members are aged 11+ and 5.2% are under 3 years of age. Most children attending lessons are aged 5 or 6 years. More females attend swimming lessons at an earlier age, however this evens out as they get older with the totals levelling off.

Figure 5.7: Graph of swimming lesson attendees by age and gender



### Management

Table 5.7 identifies all facilities in the County which receive subsidy to support the maintenance and running costs of individual facilities.

Table 5.7: Level of subsidy per annum per facility in Dorset

Facility	Subsidy (2016)
Queen Elizabeth Leisure Centre (East Dorset)	£260,000 p.a. -in house management
Two Riversmeet, (Christchurch)	£130,000 p.a. –in house management
Verwood Hub (East Dorset) Potterne Park Emmanuel Sports Hall (dual facility)	£230,000 p.a. - in house management
Purbeck Leisure Centre (Purbeck District Council)	£300,000 p.a. - in house management

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Dorchester Sports Centre (West Dorset)	£70,000 p.a. - 1610 Ltd (contract ends in 2022)
Blandford Leisure Centre (North Dorset)	£200,000 p.a. – Everyone Active
Bridport Leisure Centre	£170,000 per annum
Ferndown Leisure Centre	£490,000 pa- Places for People (Contract ends 2020)

Table 5.7 indicates the level of subsidy for facilities across Dorset. Sport and leisure services are discretionary and as such are susceptible to financial cuts, given ongoing austerity measures and the re-organisation which Dorset is currently in the process of undergoing.

### 5.5 Sport England’s Facilities Calculator (SFC)

As explained earlier this has no spatial dimension and should not be used for strategic gap analysis. Calculations assume that the current swimming stock remains accessible for community use and the quality remains the same.

Table 5.8: SFC applied to (POPGROUP) population increase in North Dorset up to 2031

	Population 2016 (mid-year estimate)	Population estimate 2031
<b>ONS projections</b>	70,707	80,399
<b>Population increase</b>	-	9,632
<b>Facilities to meet additional demand</b>	-	1.85 lanes 0.46 pools
<b>Cost</b>	-	£1,701,131

According to the SFC, projected population increases will add to the demand for pool space in North Dorset (by 2031) by 1.85 lanes at a cost of £1,701,131.

### 5.6 Summary of key swimming key facts and issues

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

- ◀ It has a total of 14 pools, on 13 sites.
- ◀ Six pools on six sites have 20m x 4 lanes and have some level of community accessibility.
- ◀ Supply of water space per thousand in North Dorset (22m<sup>2</sup>) is above both the County and National averages of 15m<sup>2</sup>.
- ◀ There is a positive supply demand balance of 85m<sup>2</sup> in 2016 and 23m<sup>2</sup> in 2031.
- ◀ Water space will increase in 2017 when Bryanston School increases the size of its pool from 4 to 6 lanes.
- ◀ All pools in North Dorset are rated above average other than The RiversMeet Centre which is rated as good.
- ◀ 27.4% of the population resides within one mile of a swimming pool.
- ◀ 92.3% of the population lives within 20 minute drive of a pool.
- ◀ Average used capacity for North Dorset is calculated to be 58% in 2016 and will be 63% in

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2031. (70% is deemed full).

- ◀ There is high reliance on the education sector for pool supply and access for community use.
- ◀ One pool (St Mary's School) in Wiltshire is deemed as accessible to North Dorset residents.
- ◀ The 15.3% increase in population by 2031 will create an increased demand for swimming of 8.7%. The SFC calculates an increased demand of 1.85 lanes.
- ◀ The RiversMeet Centre is operating at capacity (100%) and Blandford Leisure Centre is also at capacity (72%).
- ◀ Clubs report being restricted by the limited availability of pools and expressed concerns about housing growth in the area as this will lead to more demand.

### SECTION 6: HEALTH AND FITNESS SUITES

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

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

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

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

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

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

#### 6.1: Supply

##### *Quantity*

This report identifies 11 health and fitness suites in North Dorset with 322 stations. This reduces to eight when taking account of those with 20+ stations. It should be noted that fitness facilities containing fewer than this number can be available to the public and may accommodate localised demand. For the purpose of this report, however, they are discounted because of their scale. Health and fitness facilities in the District are to be found mainly in the key settlement areas. The three outside these main settlement areas are Guys Marsh Prison (map ref. 104), Clayesmore Sports Centre (map ref. 96) and the Victorian Barn/ Dairy House Farm (map ref. 145).

# NORTH DORSET DISTRICT COUNCIL SPORT AND LEISURE FACILITIES NEEDS ASSESSMENT

Figure 6.1: All Health and Fitness facilities in North Dorset (pop density)

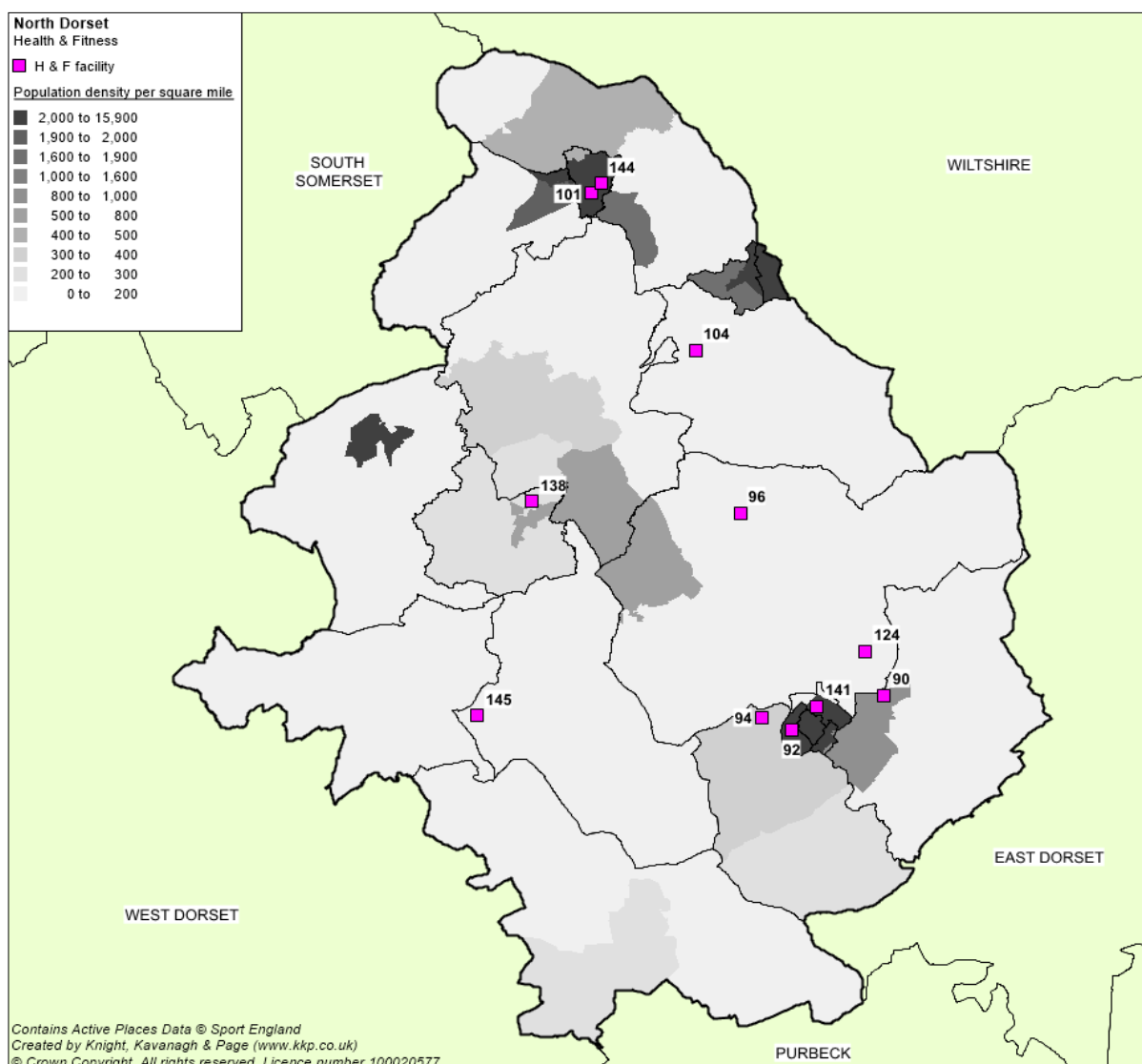


Table 6.1: All health and fitness facilities in North Dorset

Map ID	Site name	Stations	Access type
90	Blandford Camp (HM Forces)	35	Private Use
92	Blandford Leisure Centre	37	Pay and Play
94	Bryanston School	22	Private Use
96	Clayesmore Sports Centre	14	Pay and Play
101	Fitness By Design Ltd	80	Pay and Play
104	Guys Marsh Prison	14	Private Use
124	R Lukins Fitness	30	Pay and Play
138	Sturfit	25	Pay and Play
141	The JP Squash & Fitness Club	23	Registered Membership
144	The RiversMeet Centre	36	Pay and Play
145	The Victorian Barn / Dairy House Farm	6	Pay and Play
<b>Total</b>		<b>322</b>	



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SturABC located in Sturminster Newton is reported to have fitness equipment located within the boxing club facilities. Consultation with Sturminster Newton ABC reports that there are 12 fitness stations and they do offer fitness memberships however the facility is a boxing gym and a boxing club.

The audit completed non-technical site assessments at each of the community use, 20 stations and above sites. The discounted health and fitness facilities are:

- ◀ Bryanston School (22 stations) - Private use
- ◀ Blandford Camp (35 stations) - Private use
- ◀ Guys Marsh Prison (14 stations) - Private use and below size threshold
- ◀ Clayesmore Sports Centre (14 stations) - below size threshold
- ◀ The Victorian Barn/ Dairy House Farm (six stations) - below size threshold

### Quality

#### Site assessments

North Dorset has six health and fitness suites available for community use which are 20+ stations. These provide a total of 231 stations. Access was gained to all six to undertake non-technical quality assessments.

Table 6.2: Quality assessment of community accessible health & fitness facilities

Map ID	Site Name	Stations	Condition	Access Type
92	Blandford Leisure Centre	37	Above average	Pay and Play
101	Fitness By Design Ltd	80	Above average	Pay and Play
124	R Lukins Fitness	30	Above average	Pay and Play
138	Sturfit	25	Above average	Pay and Play
141	The JP Squash & Fitness Club	23	Below average	Reg. mem*
144	The RiversMeet Centre	36	Above average	Pay and Play

\*registered membership

Five of the facilities are rated as above average and one as below average (JP Squash and Fitness Club).

#### Accessibility and availability

The Sport England classification of access type defines registered membership use facilities as being publicly accessible. For health and fitness suites, this generally means a monthly membership fee which can vary considerably.

Private operators do not have a contract obligation to, for example, offer exercise referral nor do they actively target hard to reach groups. It is, however, acknowledged that some of the memberships which are considered expensive offer access to different market segments, suggesting that they may ease pressure on the more accessible facilities.

Table 6.3 and Figure 6.3 show the location and catchment of facilities. The data indicates that just under 30% of residents are located within a one mile radial catchment of a health and fitness suite.

# NORTH DORSET DISTRICT COUNCIL SPORT AND LEISURE FACILITIES NEEDS ASSESSMENT

Figures 6.2 Community accessible H&F suites by population density and IMD

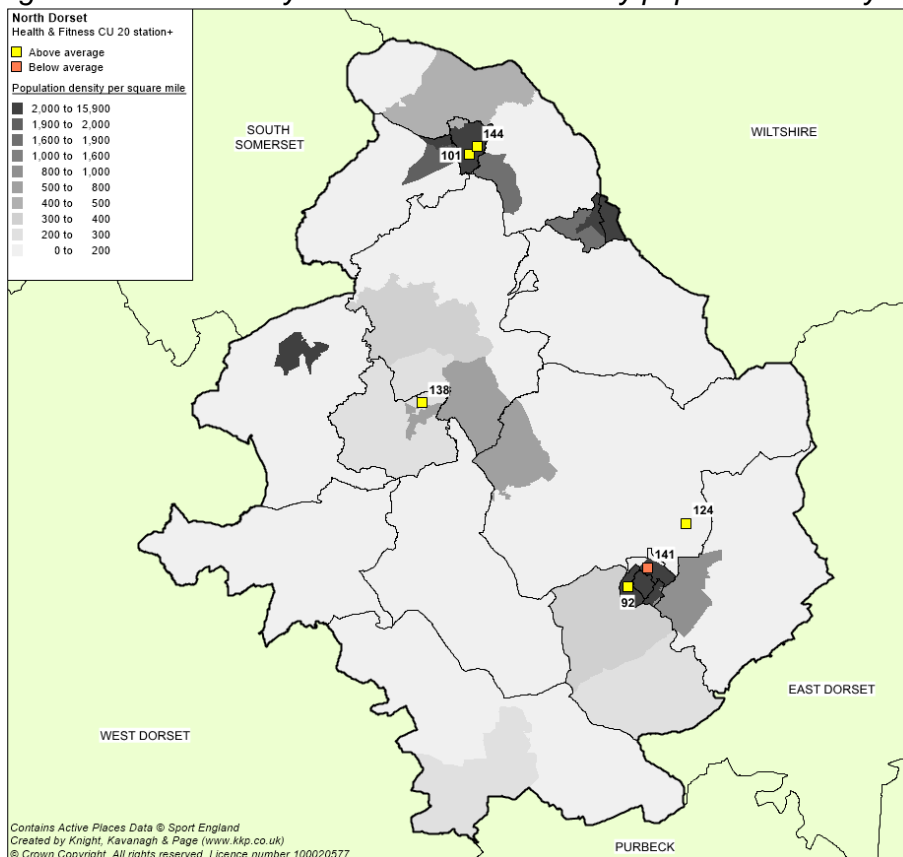


Table 6.3: Health and fitness stations with 20 minute walk

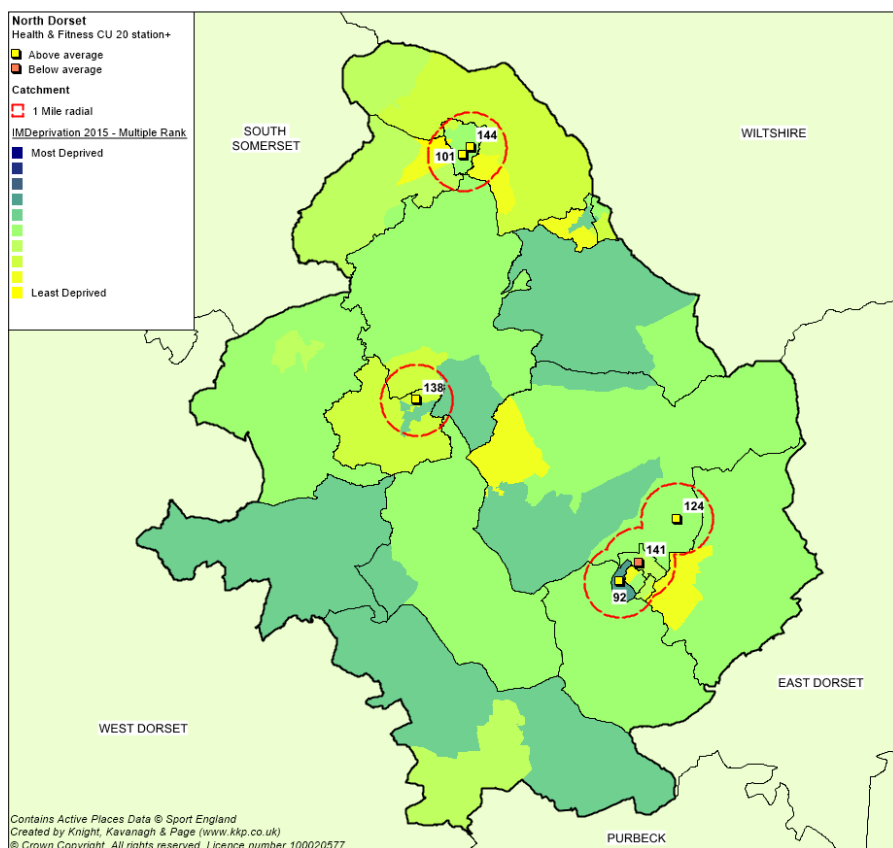


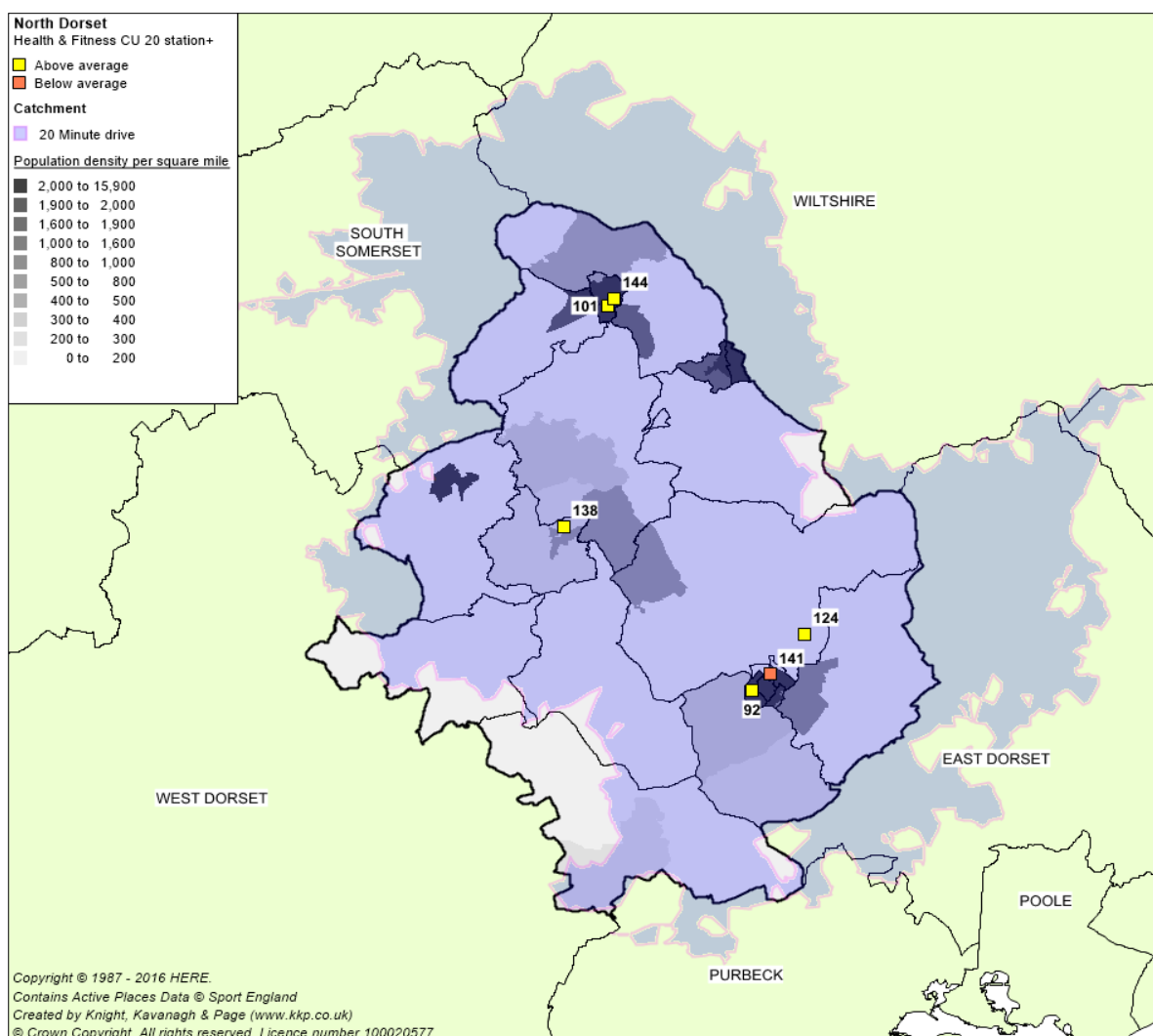
Figure 6.3: Community accessible health & fitness suites with 20+ CV stations on

# NORTH DORSET DISTRICT COUNCIL SPORT AND LEISURE FACILITIES NEEDS ASSESSMENT

IMD 2015 10% bands	North Dorset		Health & fitness (20+ stations) Catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	0	0.0%	0	0.0%	0	0.0%
10.1 - 20	0	0.0%	0	0.0%	0	0.0%
20.1 - 30	0	0.0%	0	0.0%	0	0.0%
30.1 - 40	2,030	2.9%	2,030	2.9%	0	0.0%
40.1 - 50	12,861	18.7%	588	0.9%	12,273	17.8%
50.1 - 60	24,393	35.4%	7,551	11.0%	16,842	24.4%
60.1 - 70	9,322	13.5%	4,213	6.1%	5,109	7.4%
70.1 - 80	8,202	11.9%	888	1.3%	7,314	10.6%
80.1 - 90	10,427	15.2%	3,557	5.2%	6,870	10.0%
90.1 - 100	1,679	2.4%	1,242	1.8%	437	0.6%
<b>Total</b>	<b>68,914</b>	<b>100.0%</b>	<b>20,069</b>	<b>29.1%</b>	<b>48,845</b>	<b>70.9%</b>

There is no 20+ station accessible health and fitness facility within two miles of NDDC

Figure 6.4. Health and fitness suites showing 20 minute drive time



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Nearly all (96.2% - 68,036) of North Dorset's MYE 2015 population (70,713) lives within a 20 minute drive of a North Dorset 20+ station health and fitness facility.

### *Future developments*

The audit did not identify any new or planned accessible health and fitness facilities. The Bryanston School fitness development will remain for private use.

The uncertainty regarding the future of Sturfit in Sturminster Newton (as identified in the sports hall section) also applies to the fitness element and the future fitness provision, in that the lease is up for renewal later in 2017.

## **6.2: Demand**

Health and fitness via exercising in a gym or class environment is a highly popular form of exercise, and appeals to men and women across a range of age groups. Sport England APS 9 identifies 13.2% (6,000) of people currently participating in this form of exercise in North Dorset. This is slightly below UK penetration rates of 14% (used in the model below). To assess adequacy of provision 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.

*Table 6.5: UK penetration rates for health and fitness suites in North Dorset*

	<b>Current (2016)</b>	<b>Future (2031)</b>
Adult population	70,707	80,399
UK penetration rate	14%	16%
Number of potential members	9,899	12,060
Number of visits per week (1.75/member)	17,323	21,105
% 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%)	<b>289</b>	<b>352</b>
Comfort factor 50%	433	528

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

According to UK penetration rates there is a current need for 433 stations across North Dorset. This is expected to grow to 528 by 2031. (This takes account of a comfort factor which is particularly important at peak periods). When comparing this with the number of community accessible stations currently available (231) the North Dorset market appears to have an under supply of nearly 200 stations to service the adult population.

It is not uncommon for the private sector to identify niche markets and address them with facilities which can appear to look as though the market is congested. However, the broadly rural nature of demand in North Dorset would suggest that demand is too dispersed to make locating sites and opening a new facility worthwhile.

### *Membership analysis*

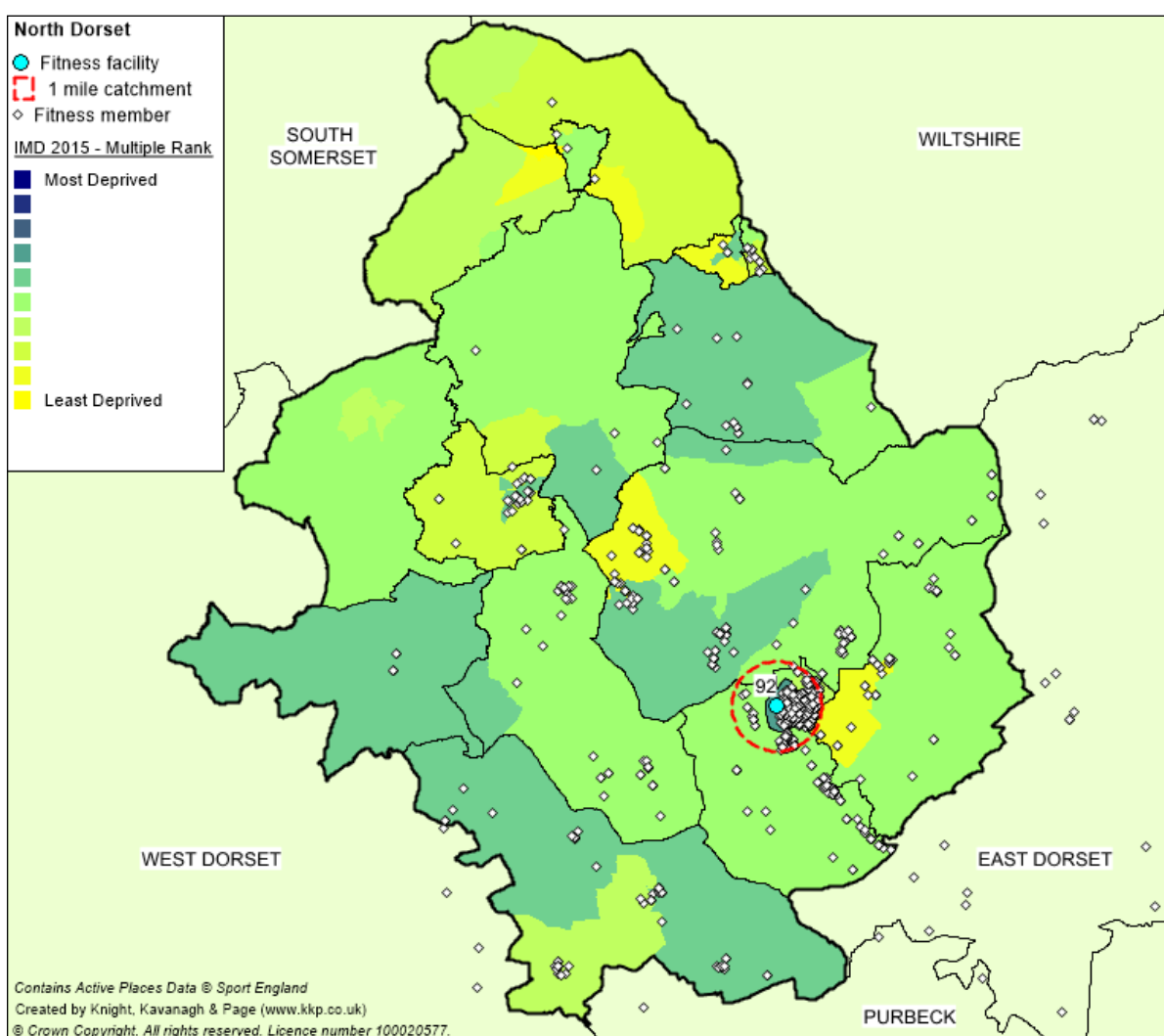
In order to determine the reach and significance of specific facilities raw data on users at the local authority leisure centres has been provided. The membership data for Blandford

# NORTH DORSET DISTRICT COUNCIL SPORT AND LEISURE FACILITIES NEEDS ASSESSMENT

Leisure Centre has been provided by Everyone Active. This enables identification of the home location of all registered users over a three-month period. It includes all users that have activated their membership over the analysis period and enables identification by home location.

As identified in Section 5, the dataset contains multiple entries for each postcode and should, as a result be treated with a degree of circumspection. It is filtered so that only one record per postcode is analysed within the catchment. Figure 6.5 shows the postcode locations of the health and fitness members at Blandford Leisure Centre.

Figure 6.5 – Blandford Leisure Centre’s health and fitness members



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Table 6.6 Blandford Leisure Centre's fitness member's postcode breakdown

Catchment	Fitness members	
	Count	% of all mapped
North Dorset	1,002	94.0%
Blandford Leisure Centre -1 mile	576	54.0%
Outside the District	64	6.0%
<b>Total</b>	<b>1,066</b>	<b>100.0%</b>

Of the 1,066 identified members, 54% reside within a one-mile catchment of a health and fitness facility and 6% reside outside the District.

Table 6.7: Fitness members at Blandford Leisure Centre- age and gender analysis

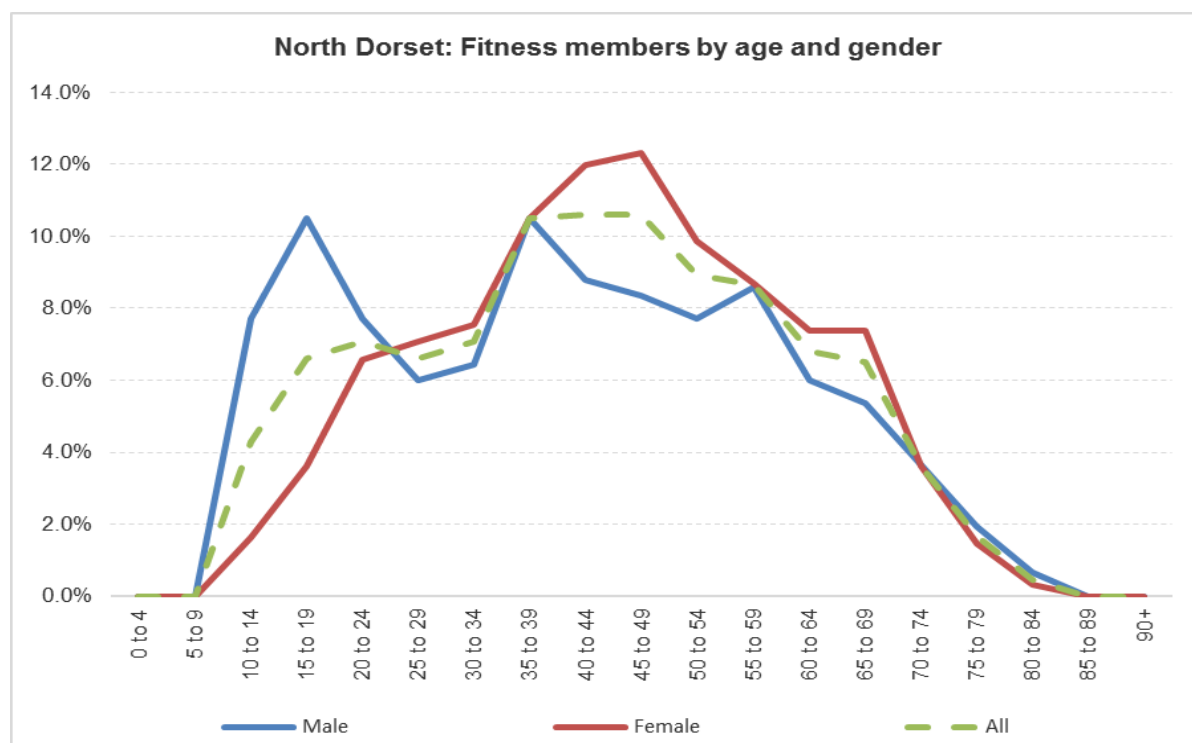
Age Band	Fitness members					
	Male		Female		All	
0 to 4	0	0.0%	0	0.0%	0	0.0%
5 to 9	0	0.0%	0	0.0%	0	0.0%
10 to 14	36	7.7%	10	1.6%	46	4.3%
15 to 19	49	10.5%	22	3.6%	71	6.6%
20 to 24	36	7.7%	40	6.6%	76	7.1%
25 to 29	28	6.0%	43	7.1%	71	6.6%
30 to 34	30	6.4%	46	7.6%	76	7.1%
35 to 39	49	10.5%	64	10.5%	113	10.5%
40 to 44	41	8.8%	73	12.0%	114	10.6%
45 to 49	39	8.4%	75	12.3%	114	10.6%
50 to 54	36	7.7%	60	9.9%	96	8.9%
55 to 59	40	8.6%	53	8.7%	93	8.7%
60 to 64	28	6.0%	45	7.4%	73	6.8%
65 to 69	25	5.4%	45	7.4%	70	6.5%
70 to 74	17	3.6%	22	3.6%	39	3.6%
75 to 79	9	1.9%	9	1.5%	18	1.7%
80 to 84	3	0.6%	2	0.3%	5	0.5%
85 to 89	0	0.0%	0	0.0%	0	0.0%
90+	0	0.0%	0	0.0%	0	0.0%
<b>Total</b>	<b>466</b>	<b>100.0%</b>	<b>609</b>	<b>100.0%</b>	<b>1,075</b>	<b>100.0%</b>

Table 6.7 indicates that there are more women members than men, which occurs in all age ranges apart from the 10-19 year olds where there are slightly more male members.

The majority of health and fitness members are aged 35 – 59 years. Numbers decrease significantly from age 70 onwards.

# NORTH DORSET DISTRICT COUNCIL SPORT AND LEISURE FACILITIES NEEDS ASSESSMENT

Figure 6.6: Breakdown of fitness members of Blandford Leisure Centre per age group



This is followed by further declines again with only a small increase at the age of 55-59 years then the numbers decline in tandem with women. Women’s membership shows a steady increase which slows between the ages of 24- 34 years. It then peaks at 50 year olds, after which it declines in a similar fashion to men’s membership.

### 6.3: Supply and demand analysis

Health and fitness facilities are an important facet of leisure provision and have been a very successful addition to sports centres over the past three decades. Income derived helps to offset the cost/underpin the viability of other leisure provision, especially swimming. North Dorset has a total of 231 fitness stations across six sites. The challenge remains as to whether these will provide opportunity for those in the more rural communities and contribute to improving health and well-being across the District.

### 6.4 Studios

Dance studios are an important element of the health, fitness and conditioning market. Facilities vary in scale, quality, access to sprung wooden floors etc. There appears to have been an increase in the numbers of people accessing classes as identified in Sport England’s APS. The type of activity offered also varies considerably between more passive classes such as Pilates and yoga to the more active dance, step and Zumba. Figure 6.7 shows that studios are located in the more densely populated areas of North Dorset. Each was assessed and the condition rated as per Table 6.8.



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Figure 6.7 Map of all studios in North Dorset

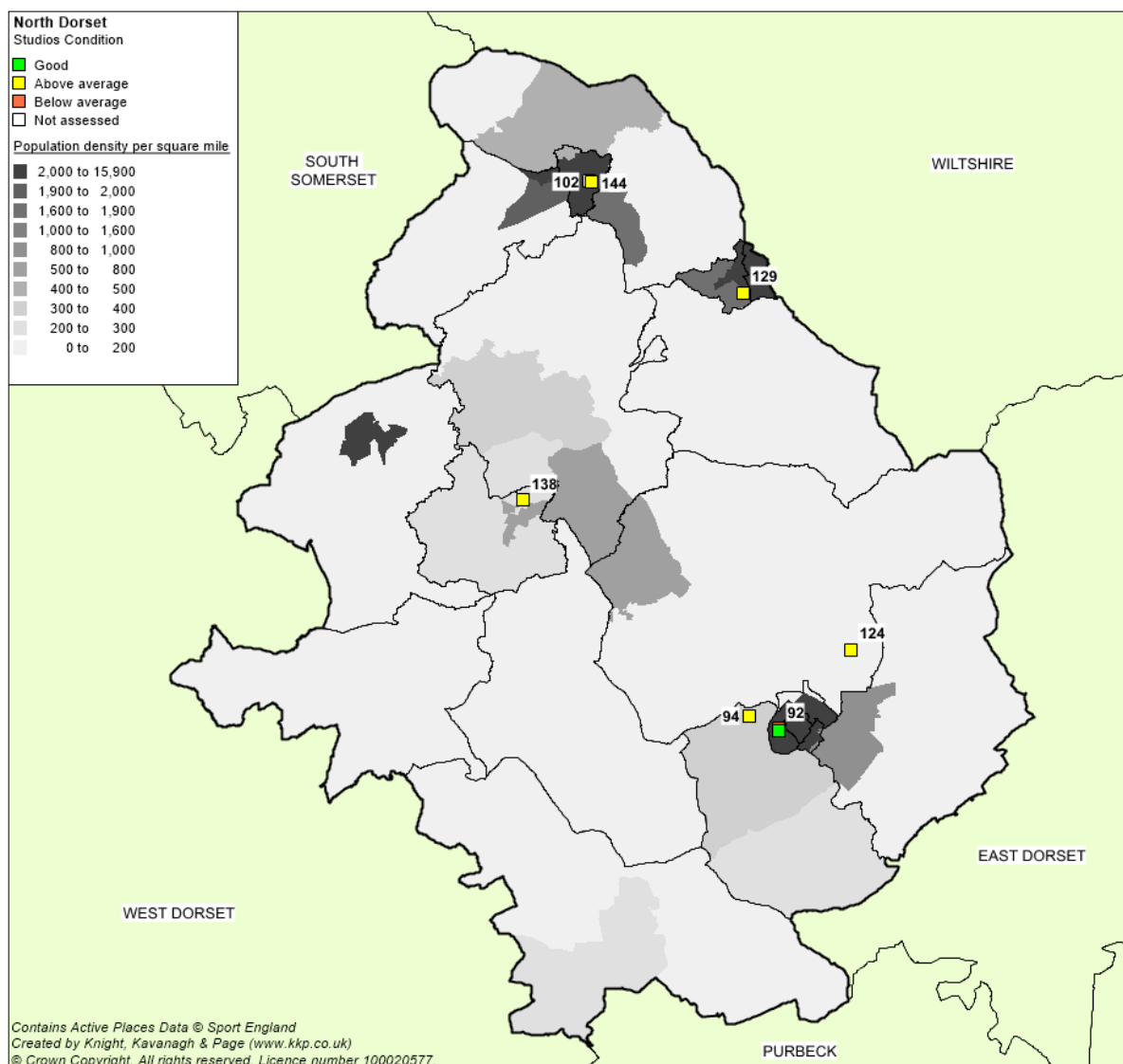


Table 6.8 Table of studios and their condition

Map ID	Site Name	Condition
92	Blandford Leisure Centre	Below average
92	Blandford Leisure Centre	Good
124	R Lukins Fitness	Above average
129	Shaftesbury School	Above average
129	Shaftesbury School	Above average
138	Sturfit	Above average
144	The RiversMeet Centre	Above average

## NORTH DORSET DISTRICT COUNCIL SPORT AND LEISURE FACILITIES NEEDS ASSESSMENT

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As noted in Figure 6.8, studios are located primarily at sites where there is health and fitness provision. Studios can enhance the offer by being able to house a range of fitness classes.

### 6.5 Summary of health and fitness key facts and issues

- ◀ There are 11 health and fitness suites with a total of 322 stations.
- ◀ Six sites with a total of 231 stations are community accessible and have 20+ stations.
- ◀ Seven studios are located at the sites where there is currently health and fitness provision.
- ◀ The majority of health and fitness and studios are rated above average.
- ◀ There is planned expansion of the current health and fitness supply at Bryanston School although this will remain for private use.
- ◀ 96.2% of the population resides within a 20 minute drive time of a health and fitness suite.
- ◀ There are no health and fitness community accessible suites within two miles of the North Dorset border.
- ◀ There is a modelled undersupply of health and fitness stations - currently by 200 stations. This rises to 300 stations in 2031.
- ◀ There is a concern over the future of Sturfit at Sturminster Newton Leisure Centre should its lease not be renewed.

### SECTION 7: INDOOR BOWLS

#### 7.1 Introduction

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

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

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

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

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

A successful indoor bowls centre requires a combination of the right location, design, and financial and general management. Sport England<sup>3</sup> guidelines on catchment for indoor bowls centres are set out to be interpreted in the light of local circumstances:

- ◀ 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.
- ◀ As a guide, calculate demand on the basis of one rink per 14,000-17,000 of total population.
- ◀ A six-rink green, therefore, is required for a population of 85,000-100,000. This depends upon the population profile of the area.
- ◀ The number of rinks required can be related to the estimated number of members, assume 80-100 members per rink.

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

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

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<sup>3</sup> Sport England Design Guidance Note Indoor Bowls 2005

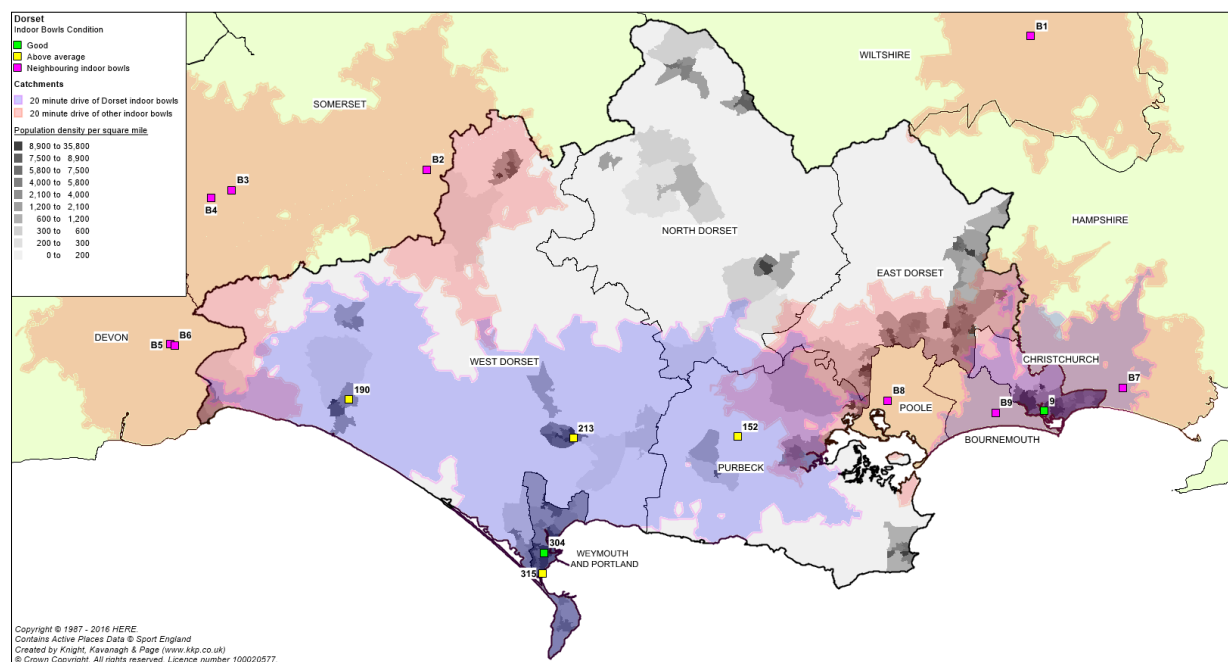
# NORTH DORSET DISTRICT COUNCIL SPORT AND LEISURE FACILITIES NEEDS ASSESSMENT

## 7.2 Supply

### Quantity and accessibility

There are no purpose-built indoor bowls facilities within North Dorset, or within close proximity to the area. Some of the sports centre facilities as well as other community halls provide bowling facilities on mats dependent upon the size of the hall and mats available.

Figure 7.1: Indoor bowls facilities (Dorset and neighbouring authorities): 20 minute drive time



As shown above and below, residents of NDDC have no access to indoor bowls facilities.

Table 7.1: Indoor bowls facilities in wider Dorset and neighbouring counties

Map ID	Site name	Rinks	Local authority
9	East Dorset Indoor Bowls Club	6	Christchurch
152	Dorset Golf & Country Club	3	Purbeck
190	Bridport & West Dorset Indoor Bowls Club	4	West Dorset
213	Dorchester Bowls Club	6	West Dorset
304	Moonfleet 2000 Indoor Bowls Club	6	Weymouth & Portland
315	Wellworthy Indoor Bowls Club	2	Weymouth & Portland
B1	Five Rivers Indoor Bowls Club Ltd	4	Wiltshire
B2	Yeovil Bowls and Squash Club	3	South Somerset
B3	Ilminster Bowling and Tennis Centre	3	South Somerset
B4	Donyatt Indoor Bowls Club	6	South Somerset
B5	Cloakham Lawn Sports Centre	3	East Devon
B6	Cloakham Lawn Sports Centre	3	East Devon
B7	New Milton Indoor Bowls Club	2	New Forest
B8	Dolphin Indoor Bowls Club	11	Poole
B9	Bournemouth Indoor Bowls Centre	9	Bournemouth

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### 7.3 Demand

#### *Consultation*

Running alongside the EIBA work is the Sport England funded development work provided jointly by the English Indoor Bowling Association (EIBA); Bowls England and the Bowls Development Alliance (BDA). Each NGB has two directors on the Board of BDA. The BDA plan focuses on working in identified 'hot spot' areas where there is both a high density of those 55 years and over and a proven latent demand for bowls. The Plan concentrates on:

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

For the first time packages of funding are available to help clubs recruit new members specifically those over 55. EIBA recognises that there are insufficient indoor facilities in North Dorset and adjoining local authorities. Should a new facility be considered it should be in line with new Sport England Strategy for multi-sport/multi-use sites; these include a purpose built indoor bowling green.

Within the overall county of Dorset, the EIBA considers that indoor clubs can at present accommodate the needs of older people (55+), however, to accommodate the increasing population in this demographic, EIBA is currently exploring the possibility of an indoor bowls facility somewhere in North Dorset or East Dorset.

Population figures provided by the Sport England "Local Sport Profile Tool" indicates that the number and proportion of older population (55+) will increase in the next few years throughout the county. As such it is considered that indoor clubs (both in Dorset and in adjoining areas) can at present accommodate the needs of the older population. In theory and in "times of available funding", the NGB would like to explore the possibility of an indoor bowls facility in the North Dorset area. Figure 7.1 shows that North Dorset would be an ideal location for such a facility given current supply in other areas of the county.

It is reported that, in line with new Sport England Strategy, consideration should then be given to a multi-sport/multi-use site which includes a purpose built Indoor Bowls Green.

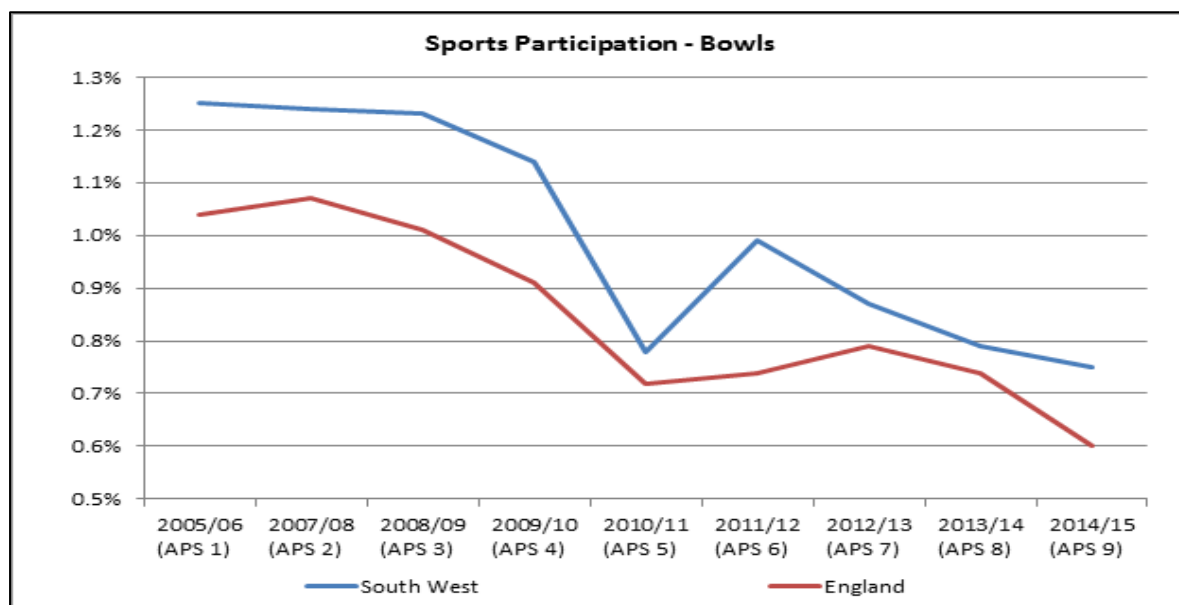
Consultation, however, indicates that there are no current identified proposals for an indoor bowls centre in North Dorset. Given the continued reduction in local authority funding, the development of such a facility will, in all likelihood, need to be a commercial decision, be linked to development of an existing/new leisure centre or based on regeneration criteria.

The key challenge for indoor bowls facilities is that most have an income profile over six months (i.e. winter months) with the majority of users preferring to play outdoors in the summer months. Therefore, the business case for a successful facility relies heavily on securing alternative uses over the summer months. This is on the basis that six months of bowls income is insufficient to sustain a facility for the full year.

There is a national decline in demand for bowls nationally and in the South West (data for the county is unavailable due to the low numbers involved) as identified in Figure 7.2.

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Figure 7.2: National participation trends in bowls



## Sports Facilities Calculator

As is explained above this has no spatial dimension and should not be used for strategic gap analysis. Its calculations assume that the current indoor bowling stock remains accessible for community use and the quality remains the same.

Table 7.2: SFC applied to POPGROUP population increase in North Dorset up to 2031

	Population 2016 (mid-year estimate)	Population estimate 2031
ONS projections	70,707	80,399
Population increase	-	9,692
Facilities to meet additional demand	-	0.83 rink
Cost		£287,248

In theoretical terms (i.e. based on the population of the area by applying the SFC) there is an identified demand for 6.11 rinks in 2016. This is projected to increase by 0.836 rink up until 2031. This is based on the understanding that current and future populations will realise this level of demand for indoor bowls facilities.

## 7.4 Summary of indoor bowls key facts and issues

- ◀ Bowls is experiencing a national and regional decline in popularity.
- ◀ It is still popular among older people. This group will increase in North Dorset up to 2031.
- ◀ There is currently under-supply of indoor bowls facilities to meet the needs of NDDC residents.
- ◀ Any development is unlikely to be provided via public sector funding and will need to be economically sustainable from the outset.
- ◀ There is currently no identified appetite or funding from the bowls community to develop a new indoor bowls facility within the area.

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### SECTION 8: TENNIS

The Lawn Tennis Association (LTA) is the organisation responsible for the governance of tennis and administers the sport in Dorset. Its objective is to get more people playing tennis more often. To achieve this, its latest Strategic Plan 2015 – 2018, highlights three key objectives:

- ◀ Deliver great service to Clubs.
- ◀ Build partnerships in the Community.
- ◀ Grow Participation among Children and Young People.

The LTA was consulted about its strategic plans for Dorset. The overarching priority is to grow participation across the County by increasing the number of sites available for casual tennis. To achieve this, specific sites are being targeted which are:

- ◀ Upgrade of the public accessible provision in Weymouth (Greenhill Park and Radipole Gardens). This includes resurfacing and improving the fencing around the site.
- ◀ Increase provision in the number of courts at Blandford Forum and Bridport Tennis Club and to allow play and play options at both sites (currently members only).

In addition, the LTA will continue to work in partnership with schools to allow access to sites where there is tennis provision and increase awareness and improve the marketing strategy of Wey Valley Tennis Centre; where participation levels are currently below the required rate.

The LTA highlights that finding the capital funding required for upgrading the courts listed above will be a key challenge for clubs. In addition, due to the size of the county, any upgrades will focus on areas of high population as the likely impact will be greater. The County's more rural areas are unlikely to be a focus, due to the lack of possible impact.

This section maps both the indoor tennis facilities in North Dorset and in neighbouring authorities as well as the outdoor tennis courts where there are two courts or more *in situ*.

Figure 8.1 identifies indoor tennis facilities in Dorset with a 20 minute drive time catchment area surrounding each. The one indoor tennis facility in North Dorset is at Bryanston School.

Table 8.1 Indoor tennis facilities in Dorset

Map ID	Site	Courts by type				District
		Airhall	Airhall (seasonal)	Framed fabric	Traditional	
1	Bryanston School				1	North Dorset
2	Harrow House	2				Purbeck
3	The Wey Valley School and Sports College				4	Weymouth And Portland



# NORTH DORSET DISTRICT COUNCIL SPORT AND LEISURE FACILITIES NEEDS ASSESSMENT

Figure 8.1: Map of Dorset indoor tennis facilities

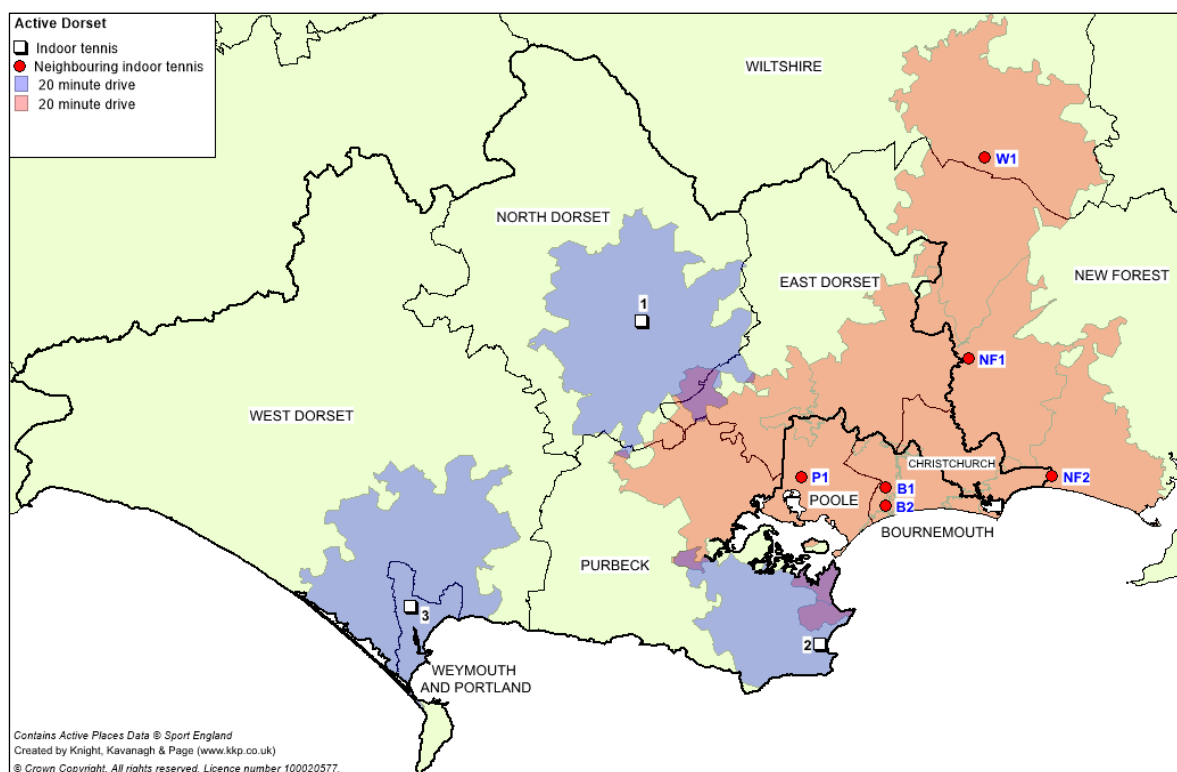


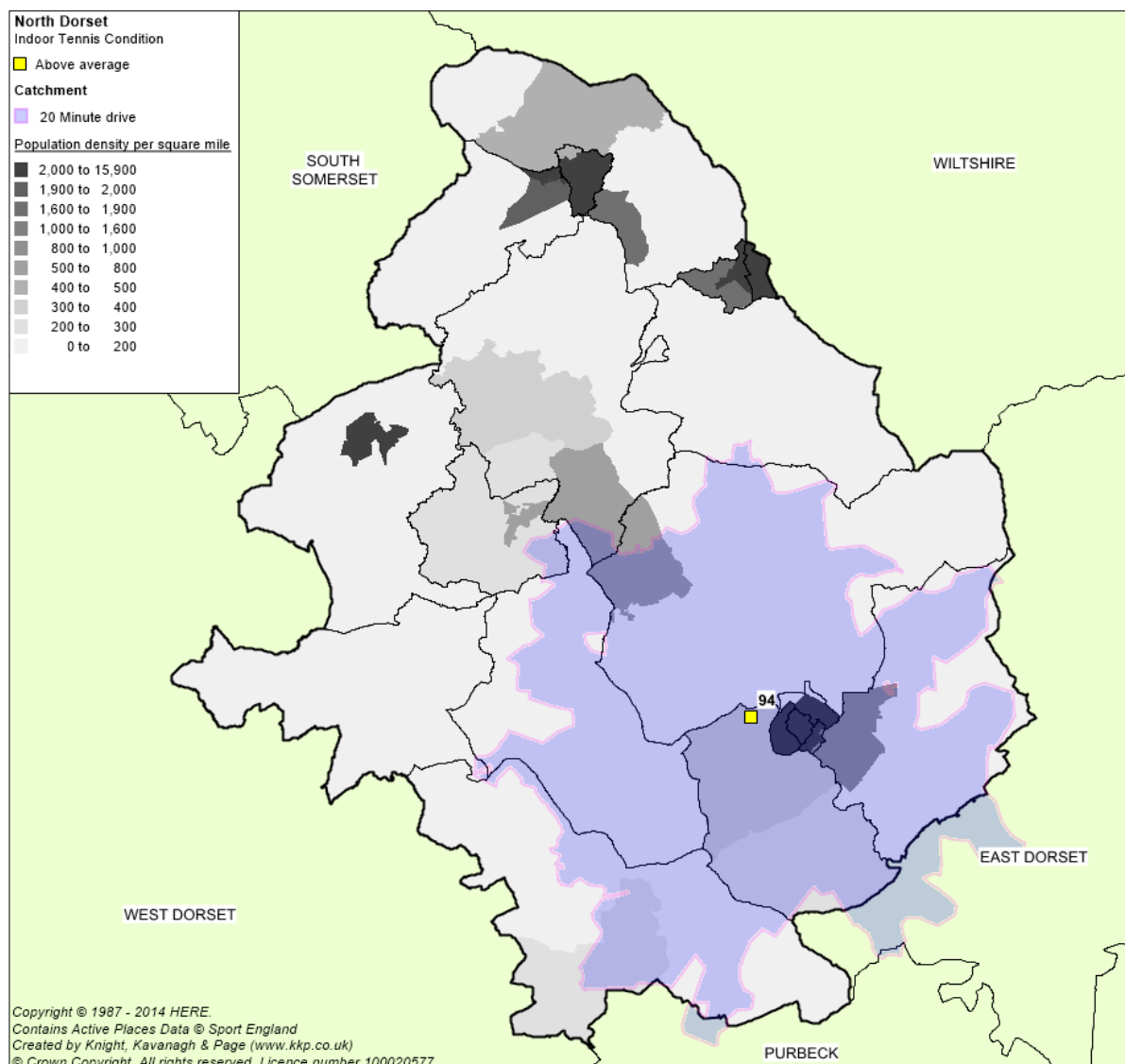
Table 8.2 Indoor tennis facilities in neighbouring authorities

Map ID	Site	Courts by type		District
		Airhall (seasonal)	Traditional	
B1	West Hants Lawn Tennis Club	2	4	Bournemouth
B2	Bournemouth Gardens Tennis Centre	3		Bournemouth
NF1	David Lloyd Club (Ringwood)		3	New Forest
NF2	Chewton Glen Hotel & Spa		2	New Forest
P1	Dorset Health & Racquets Club		7	Poole
W1	Downton Leisure Centre		2	Wiltshire

Figure 8.2 overleaf, shows that approximately 37.3% (26,434) of North Dorset's MYE 2015 population (70,713) are within a 20 minute drive of North Dorset's indoor tennis facility. The facility is located within a Boarding School and, therefore, its access for community use is limited.

# NORTH DORSET DISTRICT COUNCIL SPORT AND LEISURE FACILITIES NEEDS ASSESSMENT

Figure 8.2: North Dorset Indoor Tennis provision with a 20 minute drive time catchment.



## Outdoor tennis:

Sites with two or more outdoor courts are considered are located as per Table 8.3 and Figure 8.3. There is a good spread of outdoor courts across the District, especially in more densely populated areas. Map reference T66 shows is an aspirational site where the residents and the Parish Council have ambitions to develop further outdoor tennis provision.

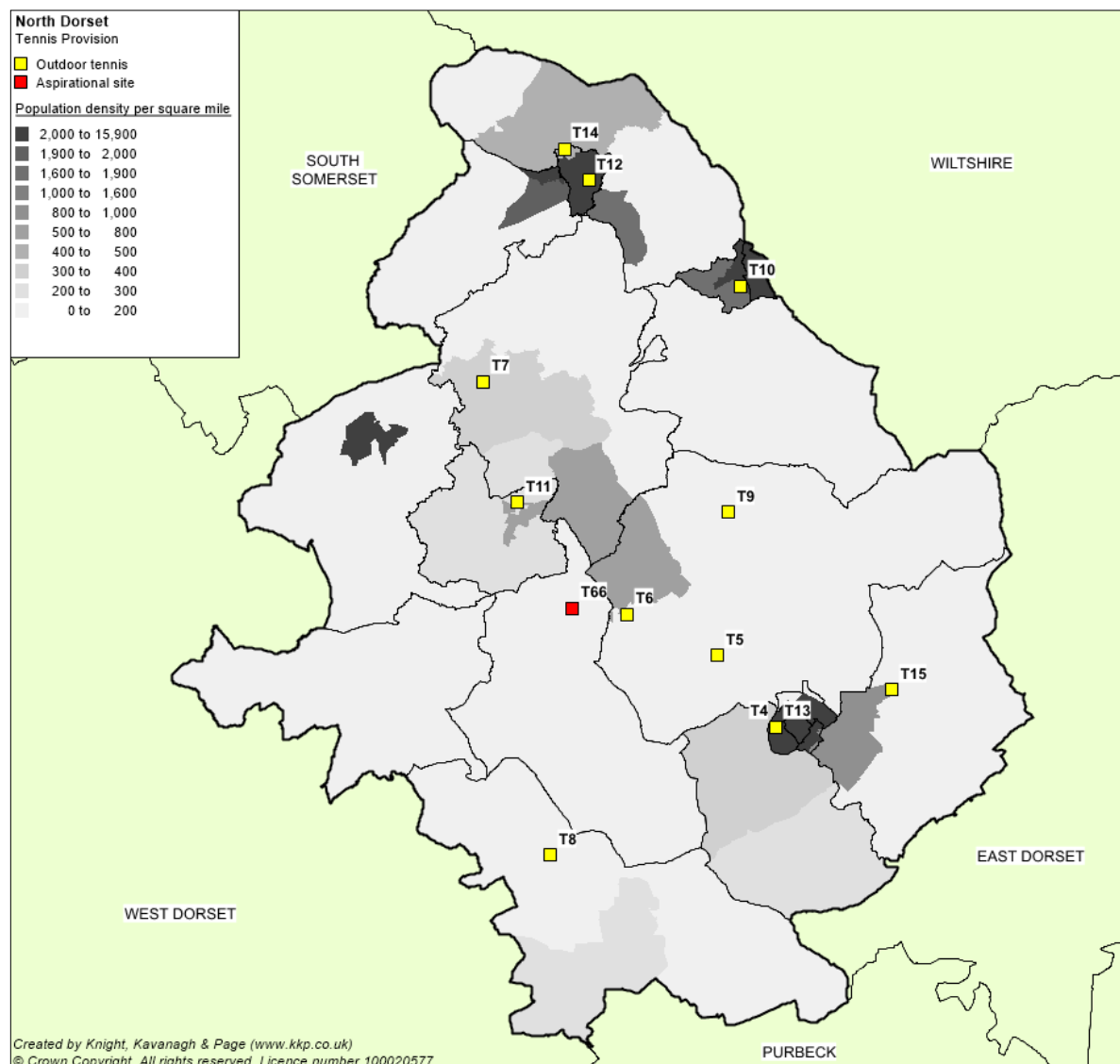
Table 8.3: Locations of North Dorset Outdoor Tennis Courts with two or more courts

Map ID	Site name	Courts	Floodlit
T4	Blandford Tennis Academy	2	0
T5	Stourpaine Tennis Club	2	0
T6	Shillingstone Tennis and Recreation Club	2	0
T7	Marnhull Tennis Club	2	0

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Map ID	Site name	Courts	Floodlit
T8	Milton Abbey School	11	0
T9	Clayesmore School	18	12
T10	Shaftesbury Tennis Club	3	0
T11	Sturminster Newton High School	3	3
T12	Gillingham School	12	3
T13	Bryanston School	38	1
T14	North Dorset Tennis Club	2	2
T15	Blandford Camp	3	3
T66	Okeford Fitzpaine Community Tennis	Aspirational	N/A
<b>Total</b>		<b>98</b>	<b>24</b>

Figure 8.3: Locations of North Dorset Outdoor Tennis Courts with two or more courts



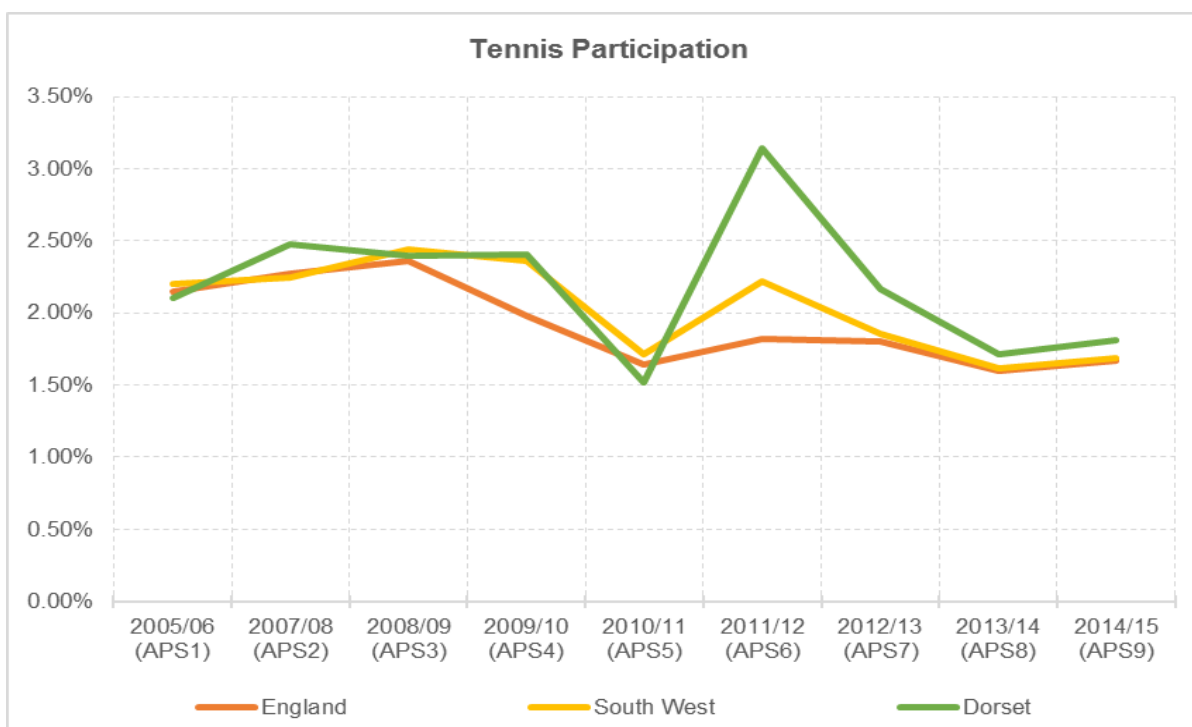
# NORTH DORSET DISTRICT COUNCIL SPORT AND LEISURE FACILITIES NEEDS ASSESSMENT

Figure 8.4 and Table 8.4 illustrate the participation trends in tennis within the County, region and nationally.

Table 8.4: Tennis participation trends for the County, Region and Country

Area	APS1	APS2	APS3	APS4	APS5	APS6	APS7	APS8	APS9
England	2.15%	2.27%	2.36%	1.98%	1.64%	1.82%	1.80%	1.60%	1.67%
South West	2.20%	2.25%	2.44%	2.36%	1.71%	2.22%	1.86%	1.62%	1.69%
Dorset	2.10%	2.48%	2.40%	2.41%	1.52%	3.14%	2.17%	1.71%	1.81%

Figure 8.4: Tennis Participation trends between APS 1-APS 9



Since 2012, tennis participation in Dorset has been above regional and national rates. At the same time, the significant increase from 1.5% to 3% is thought to reflect the opening of the Wey Valley Tennis Centre in 2011. Overall tennis participation trends are, however, downward; from 2.10% in 2005/06 to 1.81% in 2014/15 (a reduction of nearly 14%).

### Summary of tennis key facts and issues:

- ◆ North Dorset has one indoor facility and 98 outdoor venues where there are two or more courts located on the same site.
- ◆ The quality of the outdoor provision is good.
- ◆ 24 outdoor courts are floodlit.
- ◆ Just over one third (37.3%) of the population resides within a 20 minute drive of indoor tennis provision within the District. The indoor facility is **not** available for community use
- ◆ The LTA's priority is to raise participation levels by increasing access to outdoor courts.
- ◆ Blandford Forum is identified as a key area for the LTA for developing opportunities to play tennis. It is looking to increase the number of courts provided in this locality.

# NORTH DORSET DISTRICT COUNCIL SPORT AND LEISURE FACILITIES NEEDS ASSESSMENT

## SECTION 9: SKATEBOARDING & SKATEPARKS

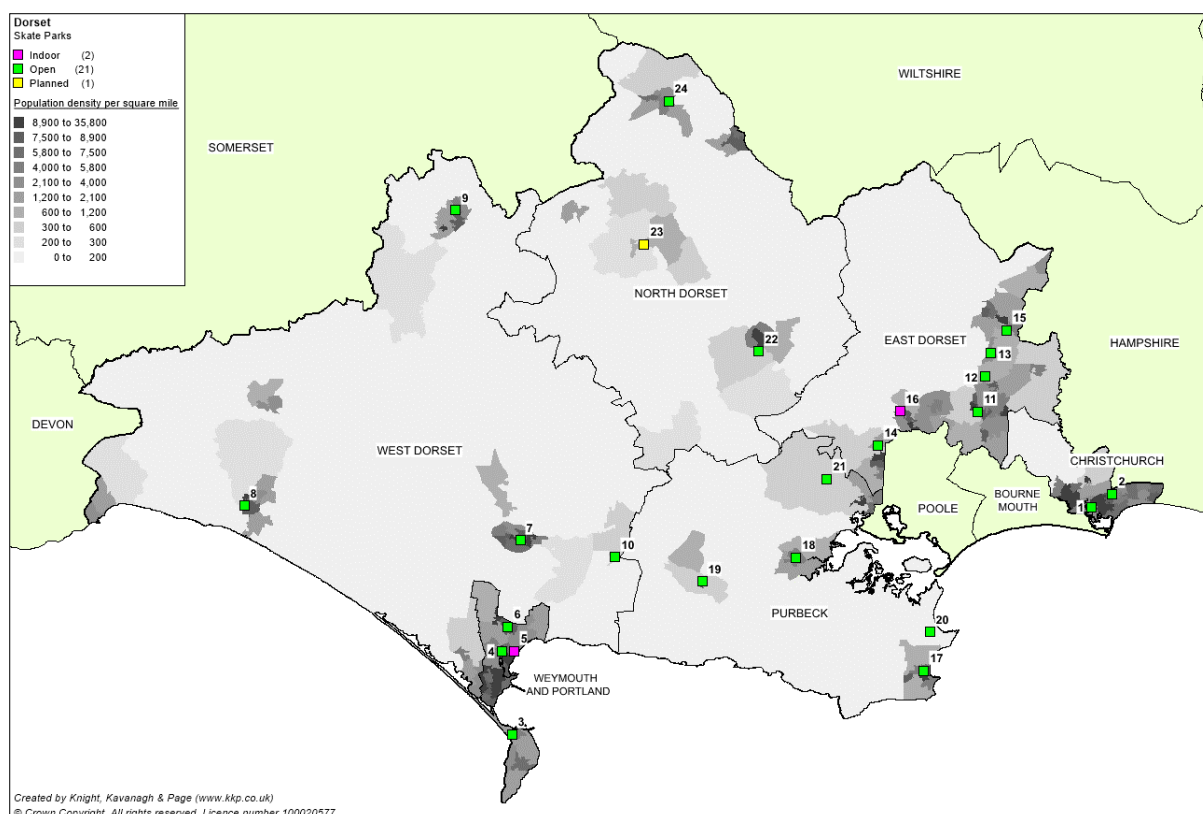
### 9.1: Introduction

Skateboarding has a strong presence in North Dorset. This type of activity tends to appeal to young males; general reports suggest that c.95% of activity is undertaken by males in the 14-30 years old bracket.

Skateboarding is an action sport which involves riding and performing tricks using a skateboard. It is also a recognised recreational activity but in 2016, it was announced that skateboarding will be represented at the 2020 Olympic Games in Tokyo, Japan. Since the 1970s, skate parks have been constructed specifically for use by skateboarders, freestyle BMXers, aggressive skaters, and very recently, scooters.

Within England it is governed by Skateboard England which is working towards Sport England recognised NGB status. Its principal functions are to provide support to individual skaters, skateboarding clubs and skate schools and to provide structure and guidelines to ensure that it is being practiced in a safe and fun environment and for everyone to enjoy. Dorset's 22 skate parks are identified in Figure 9.1 below and listed in Table 9.1.

Figure 9.1: Location of all the skateparks in the six local authority areas of Dorset



Within North Dorset there are two outdoor skate-parks and a further one planned for Sturminster Newton. Table 9.1 lists all skate-parks in Dorset highlighting those in North Dorset. Table 9.2 describes the key features of each facility.

## NORTH DORSET DISTRICT COUNCIL SPORT AND LEISURE FACILITIES NEEDS ASSESSMENT

Table 9.1: List of all skateparks in the six local authorities of Dorset

ID	Skate park	Type	Local authority
1	Two RiversMeet Skatepark	Open	Christchurch
2	Watermans Park Skatepark	Open	Christchurch
3	Portland Skatepark	Open	Weymouth And Portland
4	Radipole Skatepark	Open	Weymouth And Portland
5	The Front Skatepark	Indoor	Weymouth And Portland
6	Littlemoore Skatepark	Open	Weymouth And Portland
7	Dorchester Skatepark	Open	West Dorset
8	Bridport Skatepark	Open	West Dorset
9	Sherborne Skatepark	Open	West Dorset
10	Crossways Skatepark	Open	West Dorset
11	Ferndown Skatepark	Open	East Dorset
12	West Moors Skatepark	Open	East Dorset
13	Three Legged Cross Skatepark	Open	East Dorset
14	Corfe Mullen Mini Ramp	Open	East Dorset
15	Verwood Skatepark	Open	East Dorset
16	Street light project	Indoor	East Dorset
17	Swanage Skatepark	Open	Purbeck
18	Wareham Skatepark	Open	Purbeck
19	Wool Skatepark	Open	Purbeck
20	Studland Skatepark	Open	Purbeck
21	Lytchett Matravers Skatepark	Open	Purbeck
22	Blandford St Marys Skatepark	Open	North Dorset
23	Sturminster Newton Skate Park	Planned	North Dorset
24	Hardings Park Skatepark	Open	North Dorset

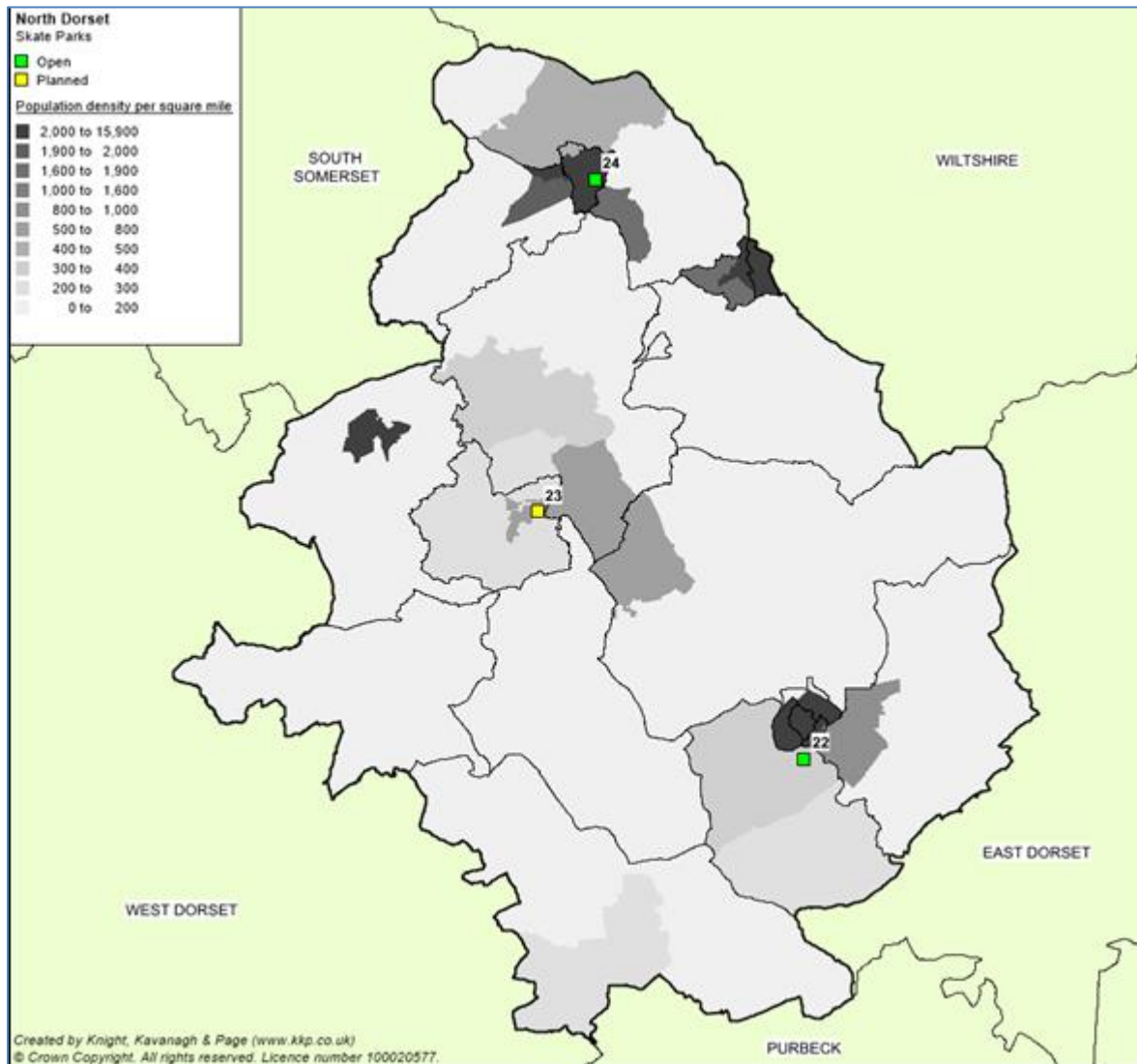
Figure 9.2 shows the locations of the skateparks in North Dorset

Table 9.2: Key features of Outdoor Skateparks in North Dorset

ID	Name	Key features
22	Blandford St Mary's Skatepark	Metal ramps on a tarmac base. The skatepark features a mini ramp, flat banks, quarter pipes, ledges, rails, a jump box and a spine.
23	Sturminster Newton	<i>Designs are in the process of being finalised via public consultation; it is understood that the park will feature a concrete bowl designed and made by Maverick.</i>
24	Hardings Park	A recently refurbished concrete skate-park with a range of sidewalls. It is reported to be well used and there are aspirations to expand the park.

# NORTH DORSET DISTRICT COUNCIL SPORT AND LEISURE FACILITIES NEEDS ASSESSMENT

Figure 9.2: North Dorset Skateparks



## Summary of skateparks key facts and issues

Skating is a popular activity/sport in North Dorset, which mainly attracts young males aged 14-30 years. It has two outdoor skate parks located in major population areas and a further one planned for Sturminster Newton; all are located outdoors and are all free to access.



# NORTH DORSET DISTRICT COUNCIL SPORT AND LEISURE FACILITIES NEEDS ASSESSMENT

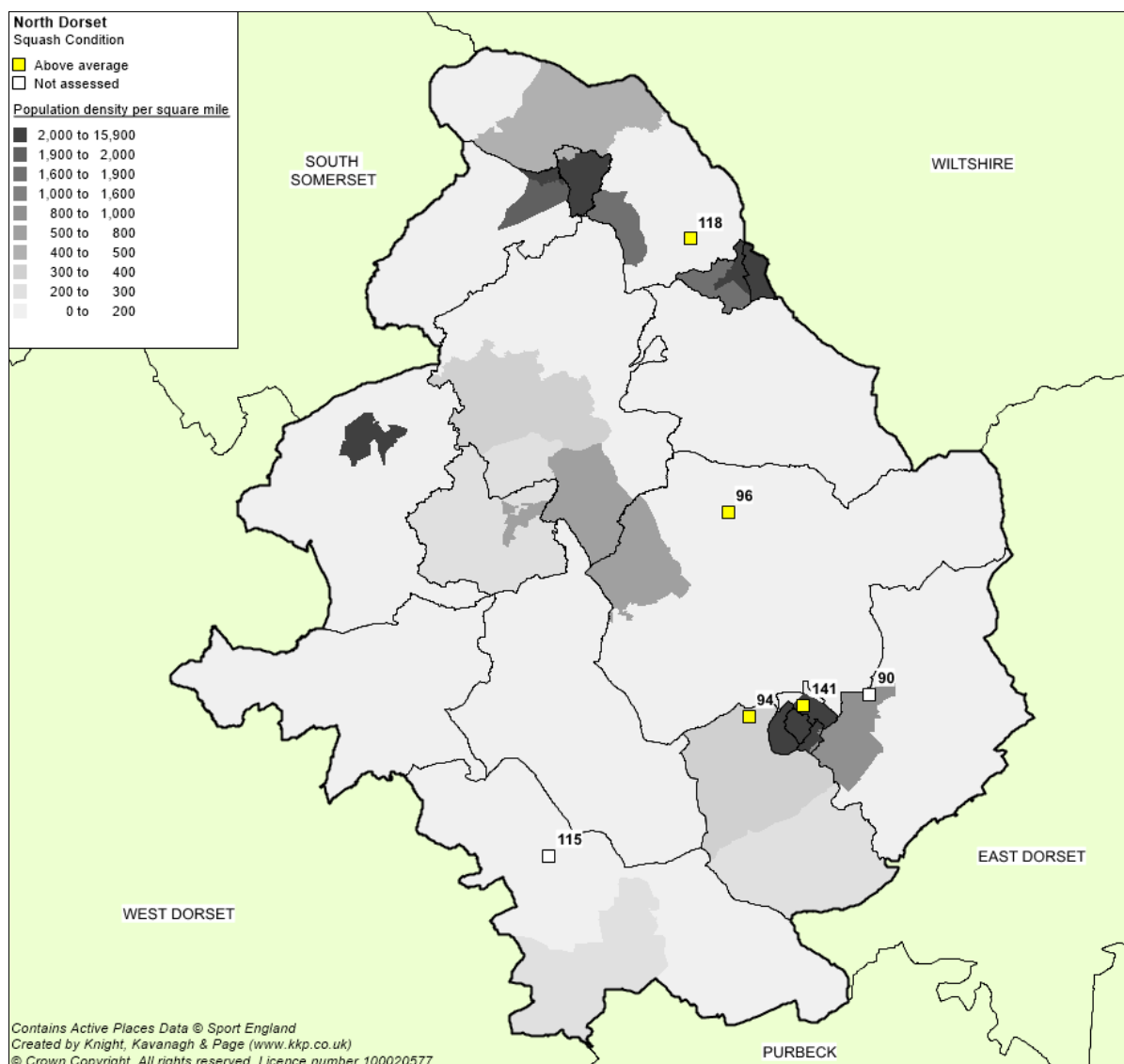
## SECTION 10: OTHER SPORTS

### 10.1 Squash

The England Squash Game Changer Strategy states that participation in squash will increase and be enhanced by 11, 000 across three platforms, education, leisure providers (commercial/public) and clubs. It relies on four key principles – Prioritisation, Technology, Insight, and Business to business. APS shows a 15,200 increase in participation in the sport relative to the same period in 2016 and it is on track to sustain participation.

There are currently 14 squash courts in the District at six sites. Twelve of these are community accessible. The two at Blandford Camp (Map ID 90) are classed as private use only. The location of all the squash courts in Dorset is shown in Figure 10.1.

Figure 10.1: Squash courts in North Dorset



# NORTH DORSET DISTRICT COUNCIL SPORT AND LEISURE FACILITIES NEEDS ASSESSMENT

Table 10.1: Squash clubs in North Dorset

Map Ref	Site Name	Access Type	Courts
90	Blandford Camp (HM Forces)	Private Use	2
94	Bryanston School	Sports Club/Community Association	4
96	Clayesmore Sports Centre	Pay and Play	2
115	Milton Abbey School	Pay and Play	2
118	Motcombe Park Sports Centre	Sports Club/Community Association	2
141	The JP Squash & Fitness Club	Sports Club/Community Association	2
<b>Total</b>			<b>14</b>

## Demand

The Dorset Squash and Racketball League indicates that two teams from North Dorset (both from JP Squash and Fitness Club) play in the Squash League. No North Dorset teams play in the mixed racketball league. Milton Abbey School reports that there is currently no demand for squash and has placed spin bikes in the squash court; thus, turning it into, at least for the foreseeable future, a spin studio.

## Clubs

JP Squash and Fitness centre is the only club in North Dorset; no other sites with squash facilities host clubs although they do run their own internal social play and competitive play. JP Squash and Fitness Centre reports that it is only through diversification of its offer that it is still able to operate (financially). The Centre has bar, fitness equipment and offers snooker, pool and darts. It is the combination of all the teams (darts, pool, snooker, squash and fitness including the bar takings) that makes this site financially viable.

Table 10.2: Market segmentation and likely target audiences in North Dorset for badminton

Squash and racketball
<ul style="list-style-type: none"> <li>◆ 1.2% (630) people currently play squash and racketball and a further 0.7% (391) indicate that they would like to, giving an overall total of 1.9% (1,021).</li> <li>◆ 4.0% of Ben's play, the largest proportion of any group closely followed by Tim (3.4%).</li> <li>◆ Groups with the largest proportion of local people playing are Tim (27.3%) and Philip (21.4%).</li> <li>◆ Groups with the most people who would like to play are Tim (22.8%) and Philip (22.0%).</li> <li>◆ The main group to target, for additional players due to size and interest is, therefore Tim.</li> </ul>

## Summary of squash and racketball key facts and issues

Squash is a popular activity in the District, although only JP Squash and Fitness Club enters teams into the Dorset Squash and Racketball League. Management at different venues report good participation levels and sufficient supply in the area. It is hoped that the introduction of racketball will further increase future participation levels.

### **10.2 *Boxing***

Sturminster Newton Amateur Boxing club, which is located in an industrial unit in Surminster Newton, was established in 2001 and is split over two floors. It has produced a number of county, regional and national finalists and, reportedly, has an established committee and strong workforce with a range of coaches to support its athletes. The Club has approximately 40 boxers whom are carded and compete; it also has just over 10 members who are non-competing. In addition, the Club has “Fun box” sessions for 5-9 year olds with c. 15 young people attending sessions weekly.

Consultation found it to be self-financing relying upon donations, sponsorship, membership and session fees. Its current key challenge is business rates, which it is struggling to pay. It has applied to become a CASC (Community Amateur Sports Club) club but it has not yet been approved. In the meantime, the Club reports rates have increased significantly over the last few years.

Consultation identified that some investment has been made to improve the facilities and there are plans to further upgrade the facility however funds have yet to be sourced.

# NORTH DORSET DISTRICT COUNCIL SPORT AND LEISURE FACILITIES NEEDS ASSESSMENT

## SECTION 11: VILLAGE HALLS / COMMUNITY CENTRE

### 11.1 Introduction

Village halls and community centres are important recreational facilities, especially in rural areas that, in some instances, may lack access to purpose built sport facilities. They are usually multi-functional, providing places for meetings, socialising and for sports and recreation clubs and activities. In some parishes, a church hall or a sports pavilion can also serve a range of functions depending on its size. Figure 11.1 indicates the spread of village halls/community centres in North Dorset.

### 11.2 Supply

Figure 11.1: Location of village/ community halls in North Dorset with 800m radial catchment

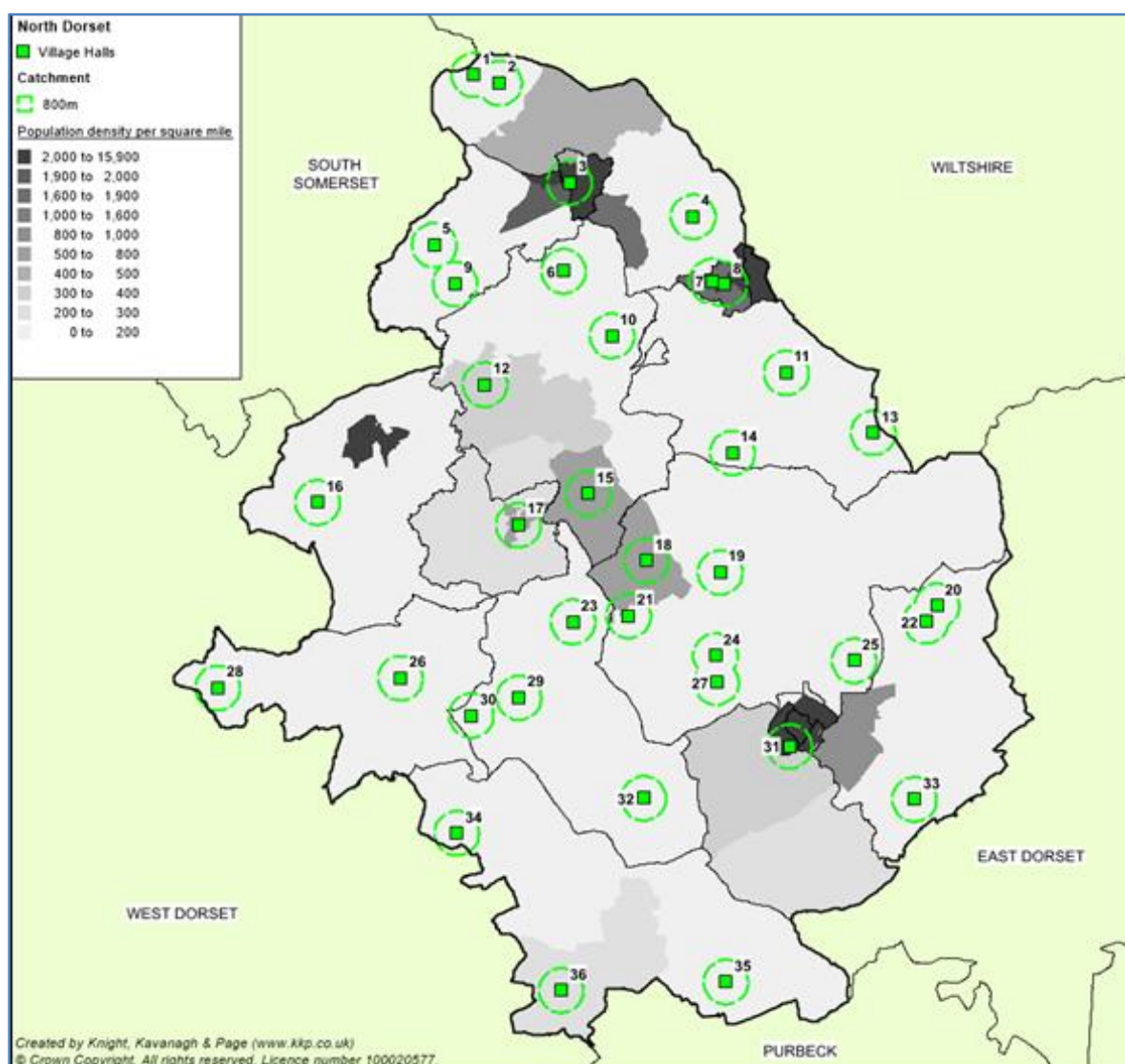


Figure 11.1 shows that 20.7% of the population live within the 800m catchment of a village/ community hall.

# NORTH DORSET DISTRICT COUNCIL SPORT AND LEISURE FACILITIES NEEDS ASSESSMENT

Table 11.1: North Dorset Village/ Community Halls

Map ID	Village Hall	Physical Activity
1	Bourton Village Hall	
2	Silton Village Hall	Yoga
3	Gillingham Youth and Community Centre	
4	Motcombe Memorial Hall	Exercise classes (zumba, jazzercise)
5	Buckhorn Weston Village Hall	Pilates, short mat bowls
6	East Stour Village Hall	
7	St John's Church Hall	Table tennis, short mat bowls
8	Shaftesbury Trinity Centre Trust	
9	Kington Magna Village Hall	
10	Stour Row Village Hall	Badminton, jazzercise, smooth movers
11	Melbury Abbas and Cann	
12	Marnhall Village Hall	
13	Ashmore Village Hall and Recreation Ground	
14	Fontmell Magna Village Hall	Aerobics, carpet bowls, tae kwon do, yoga, zumba
15	Manston Village Hall	
16	Stourton Caundle Village Hall	Badminton, short mat bowls, table tennis
17	The Exchange	
18	Child Okeford Village Hall	Badminton, short mat bowls, table tennis
19	Shroton Village Hall	Short mat bowls, yoga
20	Tarrant Hinton Village Hall	
21	The Portman Hall	Zumba, tai chi, yoga
22	Throatfield	
23	Okeford Fitzpaine Village Hall	
24	Stourpaine Village Hall	Pilates, yoga, Zumba
25	Pimperne Village Hall	
26	Hazelbury Bryan Village Hall	Zumba, short mat bowls, circuit training, yoga
27	Durweston Village Hall	Pilates
28	Glanvilles Wootton, Holnest & Middlemarsh Village Hall	
29	Ibberton & Belchalwell Village Hall	
30	The Garden Room	
31	The Corn Exchange	
32	Pamela Hambro Memorial Hall	Keep fit, short mat bowls, table tennis, yoga, pilates
33	Tarrant Keynston Village Hall	
34	Old Brewery Hall, Ansty	
35	Winterborne Kingston Village Hall	
36	Milborne St Andrew Village Hall	Pilates, yoga

### 11.3 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 for residents in North Dorset. These sites can play an important role in ensuring older people or people in the more rural areas have access to facilities and can play an important part in helping to get the inactive active or indeed keep people active. Further analysis would be required to understand whether activities in these facilities can meet the needs of the aging population.

### 11.4 Summary of village halls and community centres key facts and issues

- ◀ The audit identified 36 village and community halls in North Dorset.
- ◀ Analysis indicates that 20.7% of the population lives within an 800-metre catchment of a site.
- ◀ Audit research indicates that demand for space is high, with a range of activities offered across sites.
- ◀ More work will need to be undertaken to ascertain whether activities taking place in village halls can contribute more to increasing physical activity during the day time and, whether the halls are fit for purpose and meet the demands of an aging population.

# NORTH DORSET DISTRICT COUNCIL

## SPORT AND LEISURE FACILITIES NEEDS ASSESSMENT

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### SECTION 12: SWOT ANALYSIS

#### 11.1 Strengths

- ◀ North Dorset has low levels of most forms of deprivation.
- ◀ Levels of sports tuition, club membership and those taking part in competitive sport are generally above regional and national averages.
- ◀ North Dorset recognises the importance of its leisure stock to health and wellbeing and future planning needs.
- ◀ There is a positive supply demand balance of sports halls at present and in 2031 with supply being above regional and national averages.
- ◀ The programme of activities in sports halls is varied; no one sport dominates.
- ◀ Almost all the resident population of the District, (98.8%) live within a 20 minute drive time catchment area and 41.2% live within one mile of a sports hall.
- ◀ Water-space supply is above county and national averages; most the resident population (92.3%) lives within 20 minute drive time of an accessible facility. (1.3% of the population does not have access to a car; significantly better than regional and national findings).
- ◀ Facilities as a whole across the District are generally rated as above average or good.
- ◀ 27.4% of the population resides within one mile of a swimming pool with 92.3% within 20 minute drive of a pool.
- ◀ There is a good level of squash provision in the District.
- ◀ There is a good provision of skateparks and there is planned development of another facility.
- ◀ There is a good number of outdoor tennis courts in the area, a good proportion of which have floodlights.

#### 11.2 Weaknesses

- ◀ The percentage of people taking part regularly in sport, according to APS 10 data, is below national and regional averages.
- ◀ The average age of the North Dorset sports halls is 29 years, in 2016.
- ◀ Reliance on the education sector for swimming pools and sports hall supply is high.
- ◀ Swimming clubs report being restricted by pool availability.
- ◀ NDDC influence on facilities is restricted due to the nature of site ownership.
- ◀ The limited security of long term community use access for sports halls and swimming pools.
- ◀ The fact that a number of facilities will require upgrading and/or refurbishment set alongside the fact that securing external funding to support this is becoming increasingly difficult.
- ◀ The lack of access to indoor bowls in the District allied to the fact that most of the resident population must travel for longer than 20 minutes to access one.
- ◀ Sturfit does not have security of tenure.
- ◀ The one competitive squash club - despite the good level of squash provision in the District.
- ◀ There is no capacity to grow at RiversMeet within the sports hall or swimming facility.
- ◀ There is modelled undersupply of health and fitness provision in the area.
- ◀ Swimming clubs report being concerned about the additional pressure created by proposed future housing growth.
- ◀ The RiversMeet Centre has no financial reserves (trust owned) and has had little public subsidy. Consequently, it is under severe financial pressure despite being very well used and approaching capacity on both wet and dry side.



# NORTH DORSET DISTRICT COUNCIL

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### 11.3 Opportunities

- ◀ Review timing is opportune. NNDC has the chance to review how it intends to offer facilities in the future in the light of local government re-organisation.
- ◀ There is also the opportunity to ensure that physical activity remains on the agenda with regard to the Transformation and Sustainability plans being developed in the County.
- ◀ NNDC has an opportunity to take a strategic lead in respect of coordinating the programming and operation of the work delivered by Blandford Leisure Centre.
- ◀ Work with EIBA to consider the viability of an indoor bowls facility in the area.
- ◀ Work with health and fitness providers across the District to ensure facilities are accessible, particularly for harder to reach groups and those in the more rural parts of the District.
- ◀ Work with the LTA to identify how to increase tennis participation, especially in Blandford, which has been identified as a strategic site by the LTA.
- ◀ Engage with swimming clubs collectively to identify efficiencies of working together and support flexibility of programming by facility operators, with a view to driving up swimming participation further.

### 11.4 Threats

- ◀ The ongoing subsidy required by Blandford Leisure Centre in the light of increasing financial constraints within which North Dorset District Council has to work.
- ◀ The potential of being 'lost' (as a specific area) in the wider local government re-organisation.
- ◀ The specific health challenges faced by an ageing population, many of whom are living in rural areas.
- ◀ Not doing more to enable access for hard to reach groups, older people and people living in the more rural areas will limit the effectiveness of the Borough's facilities stock to impact positively on health related issues.
- ◀ The sports halls are operated by different organisations and any changes in the supply by reducing access for community use could impact community use.
- ◀ There is a need to secure/ improve community access to the sports halls on education sites in order to maintain the scale and quality of the sports hall provision for community use.
- ◀ The rising population will place increasing strain on swimming facilities, in particular.
- ◀ The potential loss of tenure at Sturfit would have a negative impact on the communities which it serves.
- ◀ Not systematically refurbishing or maintaining upkeep of any of the facilities will lead to a reduction in the quality of facilities and, therefore, the propensity of people to use them.

### 11.5 Initial strategic recommendations

- ◀ Ensure that local authority owned facilities make a progressively greater (and measured) contribution to reducing health inequalities and are fully accessible from all the District's communities through targeted initiatives, pricing, programming and training.
- ◀ Improve the breadth, depth and quality of performance management data collected (and shared) and the associated analysis of facility usage to inform future marketing, promotion, programming and pricing etc.
- ◀ Securing community access to the sports facilities within the education sector for halls and pools is essential to maintain the scale and quality of facilities offered in the District.









## **NORTH DORSET DISTRICT COUNCIL SPORT AND LEISURE FACILITIES NEEDS ASSESSMENT**

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- ◀ Develop local plans to meet the demand for a wider health and fitness offer in the District, utilising dance studios and other small spaces which can be used to help as a stepping stone in getting the inactive active.
- ◀ Support clubs/organisations which require greater security of tenure in order to survive and thrive.
- ◀ Work with EIBA and the LTA to consider whether developing relevant facilities in the District, ensuring financial viability is/are a sustainable option
- ◀ Consider how facilities can be strategically refurbished or replaced (maintaining quality) within an overall plan, with a view to continuing to drive participation up, particularly amongst older age groups.

# NORTH DORSET DISTRICT COUNCIL SPORT & LEISURE FACILITIES NEEDS ASSESSMENT









## APPENDIX 1: Sport England Market Segmentation Segments

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

# NORTH DORSET DISTRICT COUNCIL SPORT & LEISURE FACILITIES NEEDS ASSESSMENT











	Segment name and description	Segment characteristic	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				
	<b>Helena</b> Career Focused Female Also known as Claire, Tamsin, Fiona, Sara, Joanne	Single professional women, enjoying life in the fast lane. <i>Full time professional, single.</i>	26-45	ABC1	53%	4.6%	Helena always has her mobile and PDA on hand so that she is contactable for work and social calls. She is a heavy internet user, but mainly from home, and uses this as her primary source of information.		Helena is a fairly active type that takes part in sport on a regular basis. Helena's top sports are keep fit/ gym (26%), swimming (22%), cycling (11%), athletics including running (9%), and equestrian (3%).
				19%					
	<b>Tim</b> 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%					
	<b>Alison</b> 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%					
	<b>Jackie</b> 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%					

# NORTH DORSET DISTRICT COUNCIL SPORT & LEISURE FACILITIES NEEDS ASSESSMENT





Segment name and description	Segment characteristic	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><b>Kev</b> Pub League Team Mates Also known as Lee, Craig, Steven, Tariq, Dariusz.</p>	<p>Blokes who enjoy pub league games and watching live sport. <i>Vocational job, may have children, married or single.</i></p>	36-45	DE	43%	5.9%	<p>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.</p>		<p>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%).</p>
				17%				
 <p><b>Paula</b> Stretched Single Mum 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><b>Philip</b> Comfortable Mid Life Male 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 own 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><b>Elaine</b> Empty Nest Career Ladies 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 own 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%				



# NORTH DORSET DISTRICT COUNCIL SPORT & LEISURE FACILITIES NEEDS ASSESSMENT

	Segment name and description	Segment characteristic	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				
	<b>Roger &amp; Joy</b> Early Retirement Couples Also known as Melvyn Barry, Geoffrey, Linda Susan, Patricia	Free-time couples nearing the end of their careers. <i>Full-time job or retired married.</i>	56-65	ABC1	38%	6.8%	Roger and Joy are medium TV viewers and heavy radio listeners. They regularly read the Times of Daily Telegraph, and a local paper. They have increased their use of the internet and may now have access to it at home.		Roger and Joy are slightly less active than the general population. Roger and Joy's top sports are keep fit/ gym (13%), swimming (13%), cycling (8%), golf (6%), and angling (2%).
				10%					
	<b>Brenda</b> 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%					
	<b>Terry</b> 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%					
	<b>Norma</b> 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%					
	<b>Ralph &amp; Phyllis</b> Comfortable Retired Couples Also known as Lionel, Arthur, Reginald, Bery 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%					

# NORTH DORSET DISTRICT COUNCIL SPORT & LEISURE FACILITIES NEEDS ASSESSMENT

Segment name and description	Segment characteristic	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				
 <b>Frank</b> 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%				
 <b>Elsie &amp; Arnold</b> 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%				



# NORTH DORSET DISTRICT COUNCIL SPORT & LEISURE FACILITIES NEEDS ASSESSMENT

## APPENDIX 2: ECONOMIC IMPACT OF SPORT – NORTH DORSET (SOURCE: SPORT ENGLAND 2015)

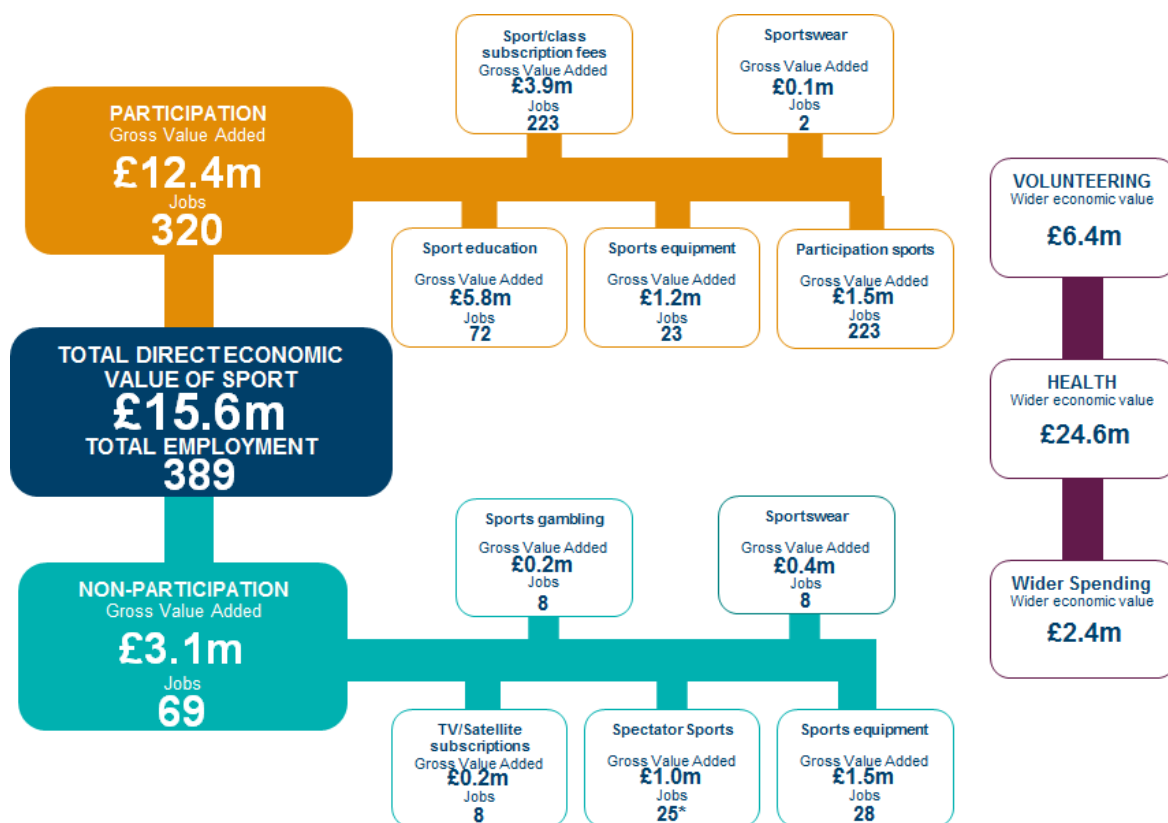


Table 10: Economic value of sport (Nov 2015) – Comparative overview

Measure	England		North Dorset	
<b>Participation impacts</b>				
Sports & fitness memberships	£4,646.4m	22.8%	£3.9m	24.7%
Education and training	£4,630.3m	22.7%	£5.8m	36.7%
Sports equipment	£1,267.2m	6.2%	£1.2m	7.6%
Sports participation	£1,267.2m	6.2%	£1.5m	9.5%
Sportswear	£84.5m	0.4%	£0.1m	0.6%
<b>Sub-total</b>	<b>£11,895.6m</b>	<b>58.3%</b>	<b>£12.4m</b>	<b>79.1%</b>
<b>Non participation impacts</b>				
TV and satellite broadcasting*	£4,646.4m	22.8%	£0.2m	1.3%
Sports equipment	£1,584.0m	7.7%	£1.5m	9.5%
Spectator sports	£1,161.6m	5.7%	£1.0m	6.3%
Sportswear	£422.4m	2.1%	£0.4m	2.5%
Sports related gaming/betting	£690.0m	3.4%	£0.2m	1.3%
<b>Sub-total</b>	<b>£8,504.4m</b>	<b>41.7%</b>	<b>£3.1m</b>	<b>20.9%</b>
<b>Overall total</b>	<b>£20,399.9m</b>	<b>100.0%</b>	<b>£15.6m</b>	<b>100.0%</b>

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

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

# NORTH DORSET DISTRICT COUNCIL

## SPORT & LEISURE FACILITIES NEEDS ASSESSMENT

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### APPENDIX 3: SPORT ENGLAND'S FPM ATTRACTIVENESS DEFINITIONS – INDOOR AND BUILT FACILITIES

Not all facilities are the same and users will find certain facilities more attractive to use than others. The FPM model attempts to reflect this by introducing an attractiveness weighting factor, which effects the way visits are distributed between facilities. Attractiveness however, is very subjective. Currently weightings are only used for hall and pool modelling.

Attractiveness weightings are based on the following:

- ◀ Age/refurbishment weighting – pools & halls - the older a facility is, the less attractive it will be to users. It is recognised that this is a general assumption and that there may be examples where older facilities are more attractive than newly built ones due to excellent local management, programming and sports development. Additionally, the date of any significant refurbishment is also included within the weighting factor; however, the attractiveness is set lower than a new build of the same year. It is assumed that a refurbishment that is older than 20 years will have a minimal impact on the facilities attractiveness. The information on year built/refurbished is taken from the Active Places Survey.
- ◀ Management and ownership weighting – halls only - due to the large number of halls being provided by the education sector, an assumption is made that in general, these halls will not provide as balanced a program than halls run by LA's, trusts, etc, with school halls more likely to be used by teams and groups through block booking. A less balanced programme is assumed to be less attractive to a general, pay & play user, than a standard local authority leisure centre sports hall, with a wider range of activities on offer.

To reflect this, two weightings curves are used for education and non-education halls, a high weighted curve, and a lower weighted curve;

- ◀ High weighted curve - includes Non-education management - better balanced programme, more attractive.
- ◀ Lower weighted curve - includes Educational owned & managed halls, less attractive.
- ◀ Commercial facilities – halls and pools - whilst there are relatively few sports halls provided by the commercial sector, an additional weighing factor is incorporated within the model to reflect the cost element often associated with commercial facilities. For each population output area the Indices of Multiple Deprivation (IMD) score is used to limit whether people will use commercial facilities. The assumption is that the higher the IMD score (less affluence) the less likely the population of the OA would choose to go to a commercial facility.