

# INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT: SOUTHEND-ON-SEA BOROUGH COUNCIL

**REPORT: AUGUST 2018**

Quality, Integrity, Professionalism

**SOUTHEND-ON-SEA BOROUGH COUNCIL  
INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT**

---

# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

---

## CONTENTS PAGE

<b>SECTION 1: INTRODUCTION .....</b>	<b>1</b>
1.1: Introduction.....	1
1.2: Background .....	1
1.3: Scope of the project .....	2
<b>SECTION 2: BACKGROUND .....</b>	<b>4</b>
2.1: National context.....	4
2.2: Local context .....	8
<b>SECTION 3: METHODOLOGY .....</b>	<b>22</b>
3.1: Introduction.....	22
3.2: Site visits .....	23
3.3: Facilities planning model overview.....	25
<b>SECTION 4: SPORTS HALLS .....</b>	<b>26</b>
4.1: Supply .....	26
4.2: Facilities Planning Model (FPM).....	31
4.3: Demand.....	35
4.4: Supply and demand analysis .....	42
4.5: Sport England’s Sports Facilities Calculator (SFC).....	42
4.6: Summary of key facts and issues.....	43
<b>SECTION 5: SWIMMING POOLS .....</b>	<b>45</b>
5.1: Supply .....	45
5.2: Sport England Facilities Planning Model (FPM).....	53
5.3: Demand.....	53
5.4: Supply and demand analysis .....	56
5.5: Sport England’s Facilities Calculator (SFC) .....	56
5.6: Summary of key facts and issues.....	57
<b>SECTION 6: HEALTH AND FITNESS SUITES .....</b>	<b>58</b>
6.1: Supply .....	58
6.2: Demand.....	64
6.4: Dance studios.....	65
6.5: Summary of key facts and issues.....	67
<b>SECTION 7: MEMBERSHIP INFORMATION .....</b>	<b>68</b>
<b>SECTION 8: INDOOR BOWLS .....</b>	<b>71</b>
8.1: Introduction.....	71
8.2: Supply .....	73
8.3: Demand.....	73
8.4: Summary of key facts and issues.....	74

# **SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT**

---

<b>SECTION 9: SAILING AND WATERSPORTS .....</b>	<b>75</b>
9.1: Supply .....	75
9.2: Demand.....	76
9.3: Summary of key issues and facts.....	78
<b>SECTION 10: INDOOR TENNIS .....</b>	<b>79</b>
10.1: Supply .....	79
10.2: Demand.....	80
10.3 Summary of key issues .....	81
<b>SECTION 11: OTHER SPORTS .....</b>	<b>82</b>
11.1: Squash .....	82
11.2: Gymnastics.....	83
11.3: Table tennis .....	85
11.5 Health and wellbeing programmes.....	87
<b>SECTION 12: COMMUNITY CENTRES / HALLS .....</b>	<b>89</b>
12.1 Supply .....	89
12.2 Demand.....	90
12.3 Summary of community centres / small halls key facts and issues.....	91
<b>SECTION 13: SWOT ANALYSIS.....</b>	<b>92</b>
13.1: Strengths .....	92
13.2: Weaknesses .....	92
13.3 Opportunities .....	93
13.4: Threats .....	93
13.5: Summary and strategic recommendations .....	94
<b>Appendix 1: Economic impact of sport in Southend-on-Sea .....</b>	<b>95</b>
<b>Appendix 2: Mosaic segmentation .....</b>	<b>96</b>
<b>Appendix 3: Sport England market segmentation.....</b>	<b>98</b>
<b>Appendix 4: Stand alone studios and Dance Schools .....</b>	<b>103</b>
<b>Appendix 5: Consultation list .....</b>	<b>104</b>

# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

## SECTION 1: INTRODUCTION

### 1.1: Introduction

Knight, Kavanagh & Page Ltd (KKP) was commissioned by the South Essex authorities of Basildon, Castle Point, Rochford and Southend, together with Essex County Council and Sport England, to assess formal indoor sports facility needs in the four local authorities of:

- ◀ Southend-on-Sea.
- ◀ Basildon.
- ◀ Rochford.
- ◀ Castle Point.

The output is the provision of four separate needs assessments, four strategies across the aforementioned authorities plus one additional overarching strategy which also encompasses provision in the Thurrock Council area in order to assist strategic planning in South Essex. This report provides a detailed assessment of current provision of indoor and built sports facilities for Southend-on-Sea Borough Council (SBC), identifying needs and gaps in provision.

### 1.2: Background

The following is an overview of Southend-on-Sea. 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: Southend-on-Sea with main roads, railway lines, airports and main settlements*



Southend-on-Sea is a unitary authority within the County of Essex bordered to the North by Rochford and to the West by Castle Point. The Town itself is a resort town in the Thames Estuary, 40 miles east of central London, with 7 miles of coastline.

# SOUTHEND-ON-SEA BOROUGH COUNCIL

## INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

---

The Borough contains a number of settlements, including Leigh-on-Sea, Eastwood, Westcliff-on-Sea, Southend Central Area, Thorpe Bay and Shoeburyness. Southend remains a popular seaside resort which has attractions such as the longest pleasure pier in the world (1.34 miles in length), The Cliff Lift (a century old funicular), the new lagoon and numerous beaches and parks.

The strategic road network within the authority includes the A13 and the A127. The A13 connects Southend to Tilbury and London, as well as connecting to the M25; the A127 provides links to Basildon and Romford, as well as providing access to the M25. Within Southend Borough, the A13 is a single carriageway local route, whereas the A127 is primarily dual carriageway. Southend-on-Sea also has a regional airport (London Southend Airport) providing national and international flights.

There are two strategic national railway lines in the Borough with nine railway stations, connecting Southend-on-Sea to London and neighbouring towns.

### 1.3: Scope of the project

The report provides detail as to what built and indoor facilities exist in the Authority area, their condition, location, availability and overall quality. It considers demand for these facilities based on population distribution, planned growth and taking into consideration health and economic deprivation. The facilities/sports covered include: sports halls, swimming pools, health and fitness, indoor tennis, indoor bowls, squash, gymnastics, table tennis, sailing, kite surfing, rowing and village/community halls. In delivering this report KKP has:

- ◀ Audited individually identified facilities including sports halls, swimming pools (minimum 160m<sup>2</sup>), health and fitness facilities (with 20+ stations including, within reason, dance studios), indoor bowls centres, indoor tennis courts, squash courts), dedicated gymnastics facilities and sailing clubs, water sports and community centres/village halls.
- ◀ 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 to improve services in order to drive up participation levels.

This evidence based 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 these facilities and identifies 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 at present and in the future (2037).
- ◀ Audit of indoor facilities provided by public, private, voluntary and education sectors.

# SOUTHEND-ON-SEA BOROUGH COUNCIL

## INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

---

- ◀ Consideration of potential participation rates and modelling of likely demand.
- ◀ 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.

### 1.4 Report structure

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

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

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

- ◀ Section 2 - review of background policy documentation (national/regional/local) and a profile of the population and socio-demographic characteristics of the Authority.
- ◀ Section 3 - description of methodology employed to assess indoor provision.
- ◀ Section 4 - assessment of sports hall provision.
- ◀ Section 5 - assessment of swimming pool provision.
- ◀ Section 6 - assessment of health and fitness provision.
- ◀ Section 7 - assessment of indoor bowls.
- ◀ Section 8 - assessment of sailing kite surfing and rowing.
- ◀ Section 9 - assessment of indoor tennis
- ◀ Section 10 - assessment of significant other sports.
- ◀ Section 11 - assessment of village halls/community centres.
- ◀ Section 12 - assessment of membership information
- ◀ Section 13 - identification of strengths, weaknesses, opportunities and threats and a summary of key findings and strategic recommendations.

# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

## SECTION 2: BACKGROUND

### 2.1: National context

#### ***National Planning Policy Framework 2012***

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

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

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, 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 policy 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.

#### ***Sport England***

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

Figure 2.1: ANOG model



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



# **SOUTHEND-ON-SEA BOROUGH COUNCIL**

## **INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT**

---

### ***Sporting Future: A New Strategy for an Active Nation' (2015)***

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

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

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

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

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

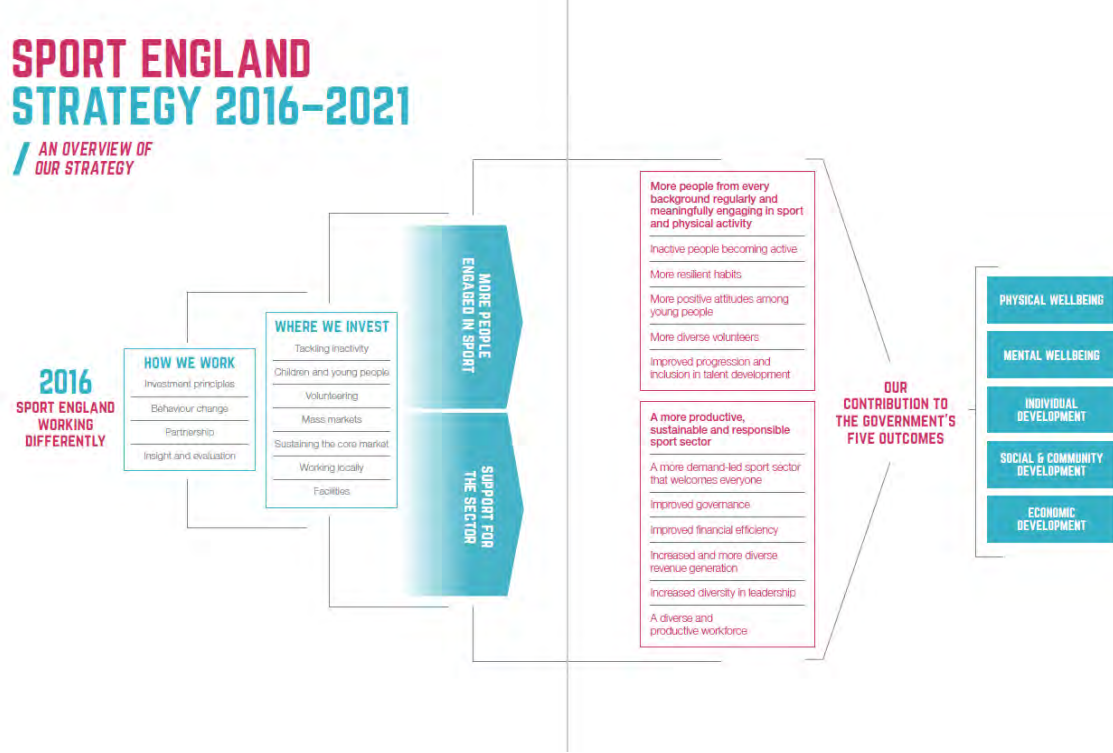
In its strategy, Sport England has identified that it will invest in:

- ◀ 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.

# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure 2.2: Sport England Strategy 2016-2021



## Economic value of sport to the nation (Data source: Sport England)

Sport, leisure, recreation and culture are all important economic drivers. In 2015, sport and sport-related activity contributed £20.3 billion to the English economy. The contribution to employment is even greater with sport and sport-related activity estimated to support over 400,000 full-time equivalent jobs. Volunteering in sport, and the health benefits derived, also have an impact on the economy. The estimated economic value of sport-related volunteering is £6.9 billion. The annual value of health benefits from people taking part in sport is estimated to be £21 billion.

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

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

Further information can be found in Appendix 1.

# SOUTHEND-ON-SEA BOROUGH COUNCIL

## INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

---

### ***Public Health England: Everybody Active, Everyday (2014)***

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

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

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

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

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

Under this phase of the programme, schools with 16 or fewer eligible pupils received £1,000 per pupil while those with 17 or more received £16,000 plus a payment of £10 per head. In 2017, the amount allocated doubled and Government ministers have confirmed that funding from a tax on sugary soft drinks will continue to be ring-fenced for school sports until 2020. For Southend this equates to approximately £750k.

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

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

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

# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

## 2.2: Local context

The key strategic local documents have been summarised in the following table.

Table 2.1: Key local documents

Key Document	Outline and key objectives
Southend Core Strategy (2007)	<p>The Southend Core Strategy, aims to secure a major refocus of function and the long term sustainability of Southend as a significant urban area which serves local people and the Thames Gateway. There is a need to release the potential of Southend's land and buildings to achieve measurable improvements in the town's economic prosperity, transportation networks, infrastructure and facilities; and the quality of life of all its citizens. This will include safeguarding and improving the standards of the town's amenities and improving the quality of the natural and built environment.</p> <p>Strategic Objective 13 seeks to secure the social and physical infrastructure related to improving the health, education, lifelong learning and well-being of all sectors of the community.</p> <p>Policy CP6: Community Infrastructure seeks to safeguard existing and provide for new leisure, cultural, recreation and community facilities, particularly (inter alia) (a) optimising the potential of Garon's Park.</p> <p>Policy CP7: Sport, Recreation and Green Space seeks to bring forward proposals that contribute to sports, recreation and green space facilities within the Borough for the benefit of local residents and visitors. All existing and proposed sport, recreation and green space facilities will be safeguarded from loss or displacement to other uses, except where it can be demonstrated that alternative facilities of a higher standard are being provided in at least an equally convenient and accessible location to serve the same local community and there would be no loss of amenity or environmental quality to that community. Any alternative facility should be provided in accordance with the above and should be provided and available for use before existing facilities are lost.</p>
The Association of South Essex Authorities (ASELA)	<p>ASELA consists of Basildon, Brentwood, Castle Point, Essex County, Rochford, Southend-on-Sea, and Thurrock Councils. All seven Councils have recognised the need to work across borders on strategic issues such as infrastructure, planning and growth, skills, housing and transport connectivity. A Memorandum of Understanding was signed in January 2018 which recognises that through a collaborative approach, the Councils will be best placed to deliver a vision for South Essex up to 2050, promoting healthy growth for our communities. There is an intention to assist the delivery of this vision through the preparation of a Joint Strategic Plan.</p>
Southend 2050	<p>Southend Council has begun a process of developing a fresh vision for the Borough, 'Southend 2050', one that will provide a strong narrative of what Southend could be like by 2050, and one which will be developed closely with stakeholders and the wider community.</p>
Southend new Local Plan	<p>This Needs Assessment is being produced as part of the evidence base to support the production of the new SBC Local Plan. The Plan is currently in the early stages of production and no formal consultation on it has yet taken place. Southend's Local Planning Framework is currently comprised of; Southend Core Strategy (2007), Southend Development Management Document (2015), London Southend Airport Joint Area Action Plan (2014), Essex and Southend Replacement Waste Local Plan (2017) and Southend Central Area Action Plan (2018).</p> <p>The Southend new Local Plan will provide a review of the Southend Core Strategy, Southend Development Management Document and Southend Central Area Action Plan. The Essex and Southend Replacement Waste Local Plan and London Southend Airport Joint Area Action Plan will have separate review mechanisms.</p>
SBC Corporate Plan and Annual Report (2017)	<p>The vision set out in the Corporate Plan is to create a better Southend. To achieve this, it sets annual targets and highlights achievements from the previous year. In 2016/17, targets achieved, in relation to health and fitness, included the delivery of a number of different programmes around; women's fitness, wellbeing programmes and smoking cessation. Eleven schools were awarded Healthy School status and the Local Authority launched its Physical Activity Strategy which aims to encourage active lifestyles.</p> <p>In 2017, the key priority in relation to health and fitness is to actively promote healthy and active</p>

# SOUTHEND-ON-SEA BOROUGH COUNCIL

## INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Key Document	Outline and key objectives
	<p>lifestyles for all. To achieve this, the Plan lists a number of actions, including continuing to implement policies set out in the Physical Activity Strategy and to introduce a Local Authority Childhood Obesity Action Plan.</p>
<p>SBC Sustainable Community Strategy 2007 – 2017</p>	<p>The Southend-on-Sea Local Strategic Partnership 'Southend Together' produced a Community Strategy for the period 2007-2017 which sets out a long term strategy for delivering the vision for Southend. It notes the following ambitions to be achieved by 2017:</p> <ul style="list-style-type: none"> <li>◆ To be a borough that has a safer, more accessible, and affordable means of getting about, which supports the potential for regeneration and growth.</li> <li>◆ To provide visionary leadership and enable inclusive, active and effective participation by individuals and organisations.</li> <li>◆ To create a safer community for all.</li> <li>◆ To be recognised as the cultural capital of the East of England.</li> <li>◆ To create a thriving and sustainable local economy, which extends opportunity for local residents and promotes prosperity throughout the Borough.</li> <li>◆ To continue improving outcomes for all children and young people.</li> <li>◆ To protect the Borough for current and future generations and to remain an attractive place for residents, businesses and visitors.</li> <li>◆ To provide opportunities, support and information to people of all ages and abilities to enable them to take responsibility for their health and choose a healthy lifestyle.</li> <li>◆ To be a borough with decent housing, in safe and attractive residential areas that meet the needs of those who want to live here.</li> </ul>
<p>Southend Central Area Action Plan 2018 (SCAAP)</p>	<p>SCAAP will form part of the Southend-on-Sea Local Planning Framework. The SCAAP reflects the vision, strategic objectives and spatial strategy of the Southend Core Strategy (2007). The Core Strategy establishes housing and job growth targets for the SCAAP area, over a plan period of 2001- 2021, as follows:</p> <ul style="list-style-type: none"> <li>◆ 2,474 additional dwellings</li> <li>◆ 7,250 additional jobs</li> </ul> <p>Between 2001 and 2016, 1,087 dwellings have been built within the Southend Central Area. Employment data for the entire Borough suggests that job numbers have declined over the plan period. However, since 2010, job numbers have increased and efforts to boost job creation is underway.</p> <p>Building on this more recent resurgence and growth, the SCAAP is considered to be an important catalyst and driver for inward investment and for the delivery of the remaining proportion of planned regeneration and growth in the Southend Central Area to meet or exceed Core Strategy targets up to 2021.</p>
<p>Southend Sport &amp; Leisure Strategy 2013 – 2020: A Culture for a better Southend through Sport &amp; Leisure.</p>	<p>This strategy's vision is to 'Create a better Southend through sport and physical activity'. The Local Authority recognises that achieving this vision in the current economic climate of financial uncertainty will necessitate a more structured approach to sports and leisure provision.</p> <p>The strategy aims to provide a framework for sports and leisure provision, which is sufficiently robust to support funding applications for capital and revenue funding projects across the service in order to meet its main aims. These include increasing participation in sport and leisure, supporting talented athletes through dedicated programmes (such as the Free Access for National Sportspeople scheme) and also building on the legacy from London 2012.</p>
<p>SBC Physical Activity Strategy 2016-2021</p>	<p>This Strategy provides a framework and action plan to support the long term vision for Southend to be a healthier active borough. This will be achieved by making participation in an active healthy lifestyle the social norm for people in the Authority. Key strategic aims are to:</p> <ul style="list-style-type: none"> <li>◆ Reduce inactivity and increase participation in physical activity for everyone, giving priority to more inactive populations.</li> <li>◆ Improve marketing and communications about physical activity.</li> <li>◆ Promote and build the natural environment and its contribution to supporting people to be more physically active in their everyday lives.</li> <li>◆ Work collaboratively with a wide range of partners, including statutory organisations, businesses, the third sector and community groups to help people be more active.</li> </ul>

# SOUTHEND-ON-SEA BOROUGH COUNCIL

## INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Key Document	Outline and key objectives
<p>Active Essex: Changing One Million Lives to get Essex Active 2017-2021</p>	<p>Active Essex has a target to get one million people active by the year 2021 by driving up and sustaining sports participation and physical activity in partnership with a number of key partners and organisations. The CSP is committed to creating opportunities and resources to achieve this target which will reduce inactivity and develop positive attitudes to health and wellbeing across communities in the County. The stated intention is that the target will be met via the achievement of the following key priorities:</p> <ul style="list-style-type: none"> <li>◀ Increase and sustain participation</li> <li>◀ Change behaviours to improve the health and wellbeing of residents</li> <li>◀ Develop individuals and organisations</li> <li>◀ Strengthen local communities and networks</li> </ul> <p>Although it takes a county-wide approach, specific priority is given to the following groups, as these are most likely to be under-represented in both sport and physical activity:</p> <ul style="list-style-type: none"> <li>◀ People aged 65+.</li> <li>◀ Unemployed people.</li> <li>◀ Females.</li> <li>◀ People with a life-long limiting illness or disability.</li> <li>◀ People from lower socio-economic groups (NS-SEC 5-8) <sup>1</sup>.</li> <li>◀ Black and ethnic minorities.</li> </ul> <p>Active Essex has partnered with a range of sports professionals, institutions in different places to create Active Networks. An Active Network comprises groups and delivery partners such as Active Southend, Active Rochford <i>etc.</i> which brings together local community sports networks in an effort to increase cooperation and enhance the delivery of services in an area.</p>
<p>SBC Health System Strategic Plan 2014-2019</p>	<p>This sets out the vision for the health system in SBC over the five year period. Its vision is to ensure that everyone living in Southend has the best possible opportunity to live long, fulfilling and healthy lives. To achieve this vision, a number of priorities have been identified; these are to:</p> <ul style="list-style-type: none"> <li>◀ Ensure that children have the best start in life.</li> <li>◀ Encourage and support local people to make healthier choices.</li> <li>◀ Reduce the health gap between the most and least wealthy.</li> <li>◀ Give people to have control over their lives and to live as independently as possible.</li> <li>◀ Enable the older population and those adults with social care needs to lead fulfilling lives as citizens.</li> </ul>
<p>Health and Wellbeing in Southend-on-Sea</p>	<p>Following the Health and Social Care Act 2012, Southend-on-Sea has a Health and Wellbeing Board which is made up of local statutory organisations and health related partners who are working in partnership to improve health and wellbeing for Southend's residents. The ambition is that everyone living in Southend-on-Sea has the best possible opportunity to live long, fulfilling, healthy lives. Strategic priorities are:</p> <ul style="list-style-type: none"> <li>◀ Children to have the best start in life.</li> <li>◀ To encourage and support local people to make healthier choices.</li> <li>◀ People to have control over their lives as independently as possible.</li> <li>◀ To enable the older population to lead fulfilling lives as citizens.</li> </ul>
<p>Essex Health &amp; Wellbeing Board: Joint Health &amp; Wellbeing strategy (2013-2018)</p>	<p>This identifies three key priorities, all of which have specific development areas which need to be achieved though partnership work, including:</p> <ul style="list-style-type: none"> <li>◀ Starting and developing well: ensuring every child in Essex has the best start in life.</li> <li>◀ Living and working well: ensuring that residents make better lifestyle choices and have opportunities needed to enjoy a healthy life.</li> <li>◀ Ageing well: ensuring that older people remain independent for as long as possible.</li> </ul>

<sup>1</sup> NS-SEC: National Statistics Socio-economic Classifications

# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Key Document	Outline and key objectives
SBC Infrastructure Development Plan (2015) (IDP)	The IDP is a supporting document for the Core Strategy and part of the Local Development Framework. It covers the remaining plan period up until 2021 although its content will be annually monitored and periodically reviewed. The document will also form an important part of the evidence base for any CIL Charging Schedule that the Council may publish. The IDP provides supporting evidence for CIL.
CIL Charging Schedule (2015)	Southend Borough Council is a Charging Authority for the Community Infrastructure Levy (CIL) in respect of development within its administrative area. The schedule and the method in which the charges are calculated are laid out in the document.
A Study of Open Space and Recreation in Southend (2004)	An assessment of open space and recreation facilities in SBC. This examines the quantity, distribution and (wherever possible) quality of existing recreation and open space opportunities. It reviews of needs and provision into a series of issues and conclusions relating primarily to the quantity and quality of existing provision and makes recommendations, including standards designed to reflect the needs of both existing residents, as well as the likely demands resulting from housing development.
Playing Pitch Strategy (2004)	An assessment of the Borough's outdoor pitch sport facilities. This assessment includes consideration of the availability and current use of facilities and identifies existing problems restricting their use, such as pitch condition and/or the inadequacy of ancillary facilities. An identification of opportunities to provide new facilities, or improve existing ones to allow them to be more intensively used, provide a wider range of activities or otherwise become more attractive to users. ·Consideration of how developers can contribute to future pitch provision together with other funding sources. ·Guidance leading to the development of pitch sport development plans in the Borough. <i>This document is currently being updated in line with new Sport England Guidance 2018</i>

## **Summary of local policy**

Local policy key messages are:

- ◀ The commitment to improving and protecting current leisure facilities and ensuring that new facilities are accessible to all residents.
- ◀ The commitment to explore opportunities for dual use access at educational sites.
- ◀ The corporate strategy commitment to support and promote healthy and active lifestyles for all residents to enable them to live long, fulfilling healthy lives.
- ◀ The requirement for improved sports halls and swimming pool provision to meet demand created by additional housing up to 2021.
- ◀ The Essex Facilities Strategy statement that supply (as of 2007) of sports halls and swimming pools is sufficient to meet forecasted demand – up to 2020 although this is contingent upon gaining increased access at educational sites.
- ◀ The Active Essex focus on targeting the inactive via a range of delivery programmes and incentives.
- ◀ Southend Health and Wellbeing Strategy has identified tackling physical activity as a strategic priority.

# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

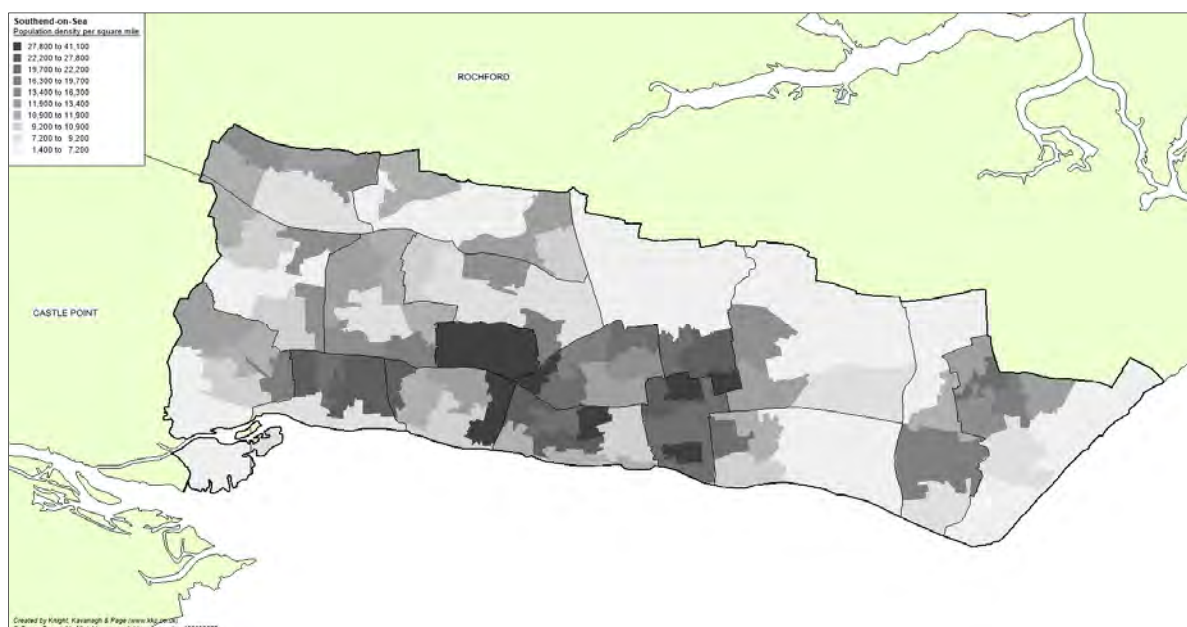
## 2.3 Demographic profile

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

### Population and distribution

The total population of the Borough is 179,799 with a slightly higher percentage of females to males (52%: 48% respectively). Figure 2.3 identifies areas of higher population density within the Authority. The most populated areas are generally to be found in the Central Area of Southend, with some densely populated areas also found in Westcliff and Leigh. (Data source: ONS mid-year estimate 2016)

Figure 2.3: Population density 2016 MYE: Southend-on-Sea



(Data source: ONS Lower super output area)

### Age distribution

The age structure of the Borough is similar to the East of England Region. There is a slightly lower proportion of 20-29 year olds in the Borough (11.1%) compared with 11.9% in the East Region and slightly more in the age group 35-44 years (13.8% compared with East Region; 12.8%). Age is a key consideration and requires careful thought when planning the sport and physical activity offer in the area. (Data source: ONS 2015).

### Ethnicity

Southend's ethnic composition differs from that of National region. According to the 2011 Census, the largest proportion (91.6%) of the local population classified their ethnicity as White; this is significantly higher than the comparative England rate of 85.4%. The next largest population group (by self-classification) is Asian, at 3.7% which is markedly lower than the national equivalent (7.8%). (Data source: 2011 census of population, ONS).



# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

## Crime

During the 12 months to March 2017 the rate for recorded crimes per 1,000 persons in Southend was 83.8. This is higher than the equivalent rate for England and Wales as a whole (73.0). In both instances the crime rate has fallen since 2015, by 16.4% for Southend-on-Sea and 20.8% for England & Wales. (Data source: 2016 Recorded Crime, Home Office).

## 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 in Southend of £52.5m (£36.9m participation, £15.6m non-participation related). This is above the national average of £20.3 million. A full breakdown can be found in Appendix 1. (Data source: Sport England 2015).

## Income and benefits dependency

The median figure for full-time earnings (2016) in SBC is £29,598; the comparative rate for the East of England is £27,082 (-7.3%) and for Great Britain is £28,132 (-5.0%). In August 2017, there were 1,443 people in SBC claiming Job Seekers Allowance; this represents a decrease of 71.4% when compared to August 2009 (5,038). (Data source: NOMIS 2017).

## Deprivation

Southend experiences slightly higher levels of deprivation than many other parts of the country. Over one third of the Borough's population (38.6%) falls within the areas covered by the country's three most deprived cohorts compared to a national average of 30%. Conversely, 23.2% live in the three least deprived groupings in the country, this compares to a 'norm' of c.30%. Figure 2.4 indicates that the areas of higher deprivation are located mainly in the south, centred on the town of Southend-on-Sea.

Southend compares better for health deprivation than multiple deprivation. Just over one quarter (26.7%) falls within areas covered by the three most deprived cohorts, when compared to the national average of 30%. Areas of health deprivation are located mainly in the south, centred on the town of Southend-on-Sea. Nearly one quarter of the population (25.3%) live in the three least deprived groupings (the 'norm' is 30%). (Data source: 2015 indices of deprivation, DCLG)

Figure 2.4: Index of multiple deprivation

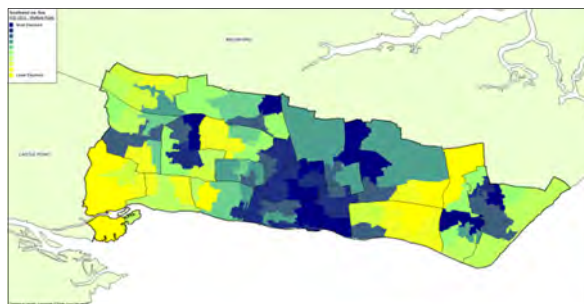
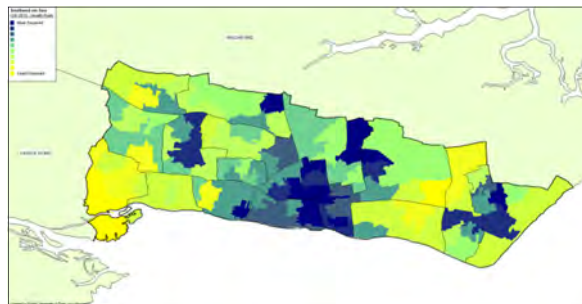


Figure 2.5: IMD Health domain



# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

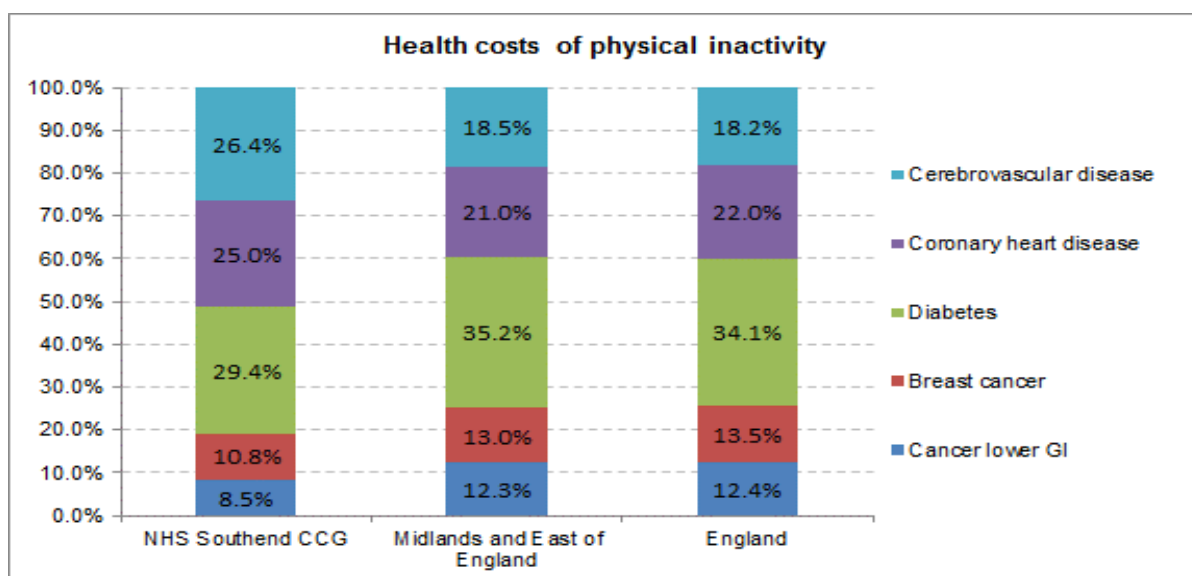
## ***Weight and obesity***

Obesity is widely recognised to be associated with health problems such as type 2 diabetes, cardiovascular disease and cancer. Nationally, NHS costs attributable to overweight and obesity<sup>2</sup> are projected to reach £9.7 billion by 2050, with wider costs to society estimated to reach £49.9 billion per year. These factors combine to make prevention of obesity a major public health challenge. Local adult obesity rates are equivalent to the national and regional averages (Southend-on-Sea: 24.5%, regional/national rates: 24%). Child rates (16.5%) are, however, slightly below both national (19.4%) and regional (17.8%) averages.

## ***Health costs of physical inactivity***

Data based upon the British Heart Foundation (BHF) Promotion Research Group on the costs of avoidable ill health attributable to physical inactivity which has been reworked for use by Sport England was updated in 2014/15 by Public Health England. Illnesses this research relates to include bowel cancer, breast cancer, type 2 diabetes, coronary heart disease and cerebrovascular disease e.g., stroke. It indicates a similar breakdown between these illnesses regionally and nationally.

*Figure 2.6: Health costs of physical inactivity*



Health costs of physical inactivity are now calculated according to clinical commissioning groups (CCG) areas. NHS Southend CCG is co-terminus with SBC. The annual cost to the NHS of physical inactivity for this CCG is estimated at just over £1.5 billion. When compared to regional and national costs per 100,000, the costs for this CCG (£815,532.27) is 0.2% below the regional average (£817,273.95) and 0.3% below the national average (£818,184.98).

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

<sup>2</sup> In adults, obesity is commonly defined as a body mass index (BMI) of 30 or more. For children in the UK, the British 1990 growth reference charts are used to define weight status.

# SOUTHEND-ON-SEA BOROUGH COUNCIL

## INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

---

### **Active People Survey (APS)**

APS has been the largest survey of sport and active recreation in Europe. APS10 data (listed below) was gathered between October 2015 and October 2016. APS was replaced by Active Lives in 2016 however Active Lives began collecting data in 2015 and has a wider remit than APS. Both datasets are presented below.

APS data is collected 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. This information is compared with the nearest statistical neighbours<sup>3</sup>, which in the case of Southend are: Bournemouth, Wirral, Sefton and North Tyneside. (Data on volunteering is deemed insufficient for purposes of statistical analysis). Key findings for SBC include:

- ◀ *Participation* - over one third (37.4%) of adults participated in at least 1 x 30 minutes moderate intensity sport/physical activity per week. This was just above the national (36.1%) and the regional (36.2%) average. It was below all but two of its 'nearest neighbours' which ranged from 32.3% to 39.0%.
- ◀ *Sports club membership* – 19.8% of Southend's residents are members of a sports club, based on the four weeks prior to the APS. This is below the national average (21.5%) and the regional rate (22.5%) and is below two of its 'nearest neighbours'.
- ◀ *Sports tuition* –13.4% received sports tuition during the 12 months prior to the APS. This was below regional and national averages and below all but one of its 'nearest neighbours'.
- ◀ *Competitive sport* –14.3% of adults took part in competitive sport in the previous 12 months; this was higher than national (13.3%) and similar to regional (14.5%) averages.

### **Active Lives**

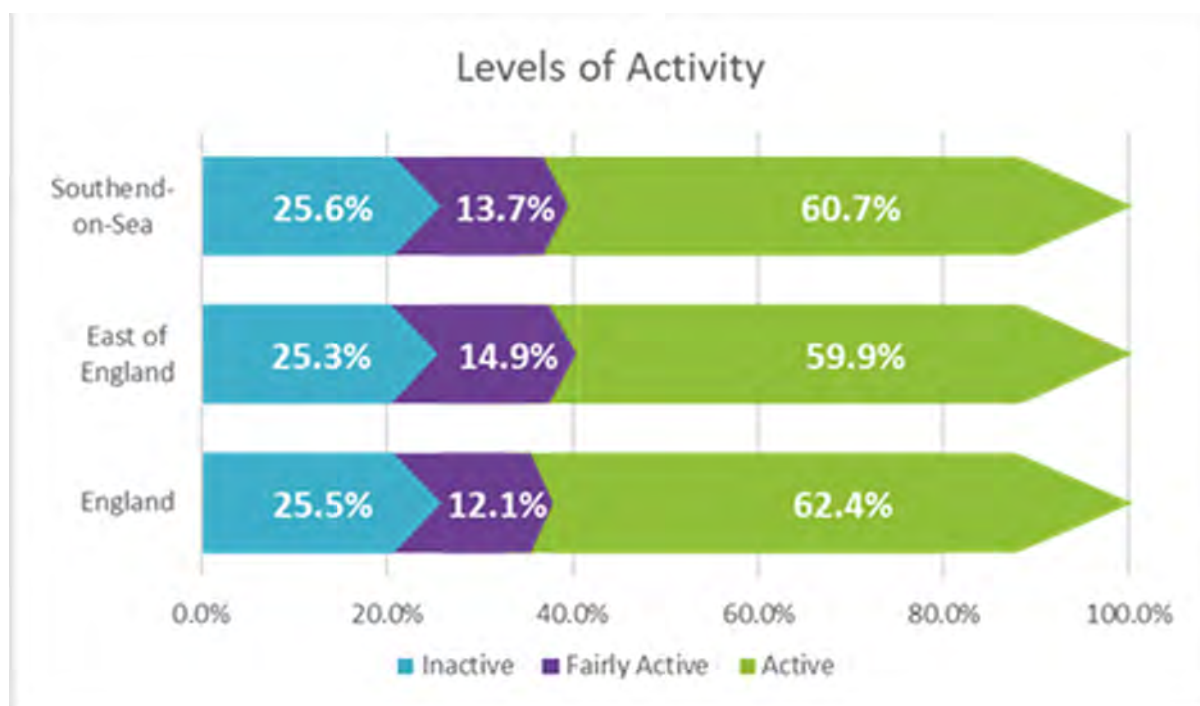
Active Lives incorporates a broader definition of sport and physical activity including walking, cycling for travel and dance. Its 2015-16 survey identifies that 25.6% of adults aged 16+ in Southend are completing less than 30 minutes moderate intensity activity per week. This is slightly higher than the regional figure of 25.3% and national average; 25.5%. A further, 60.7% of adults were recorded as being 'active' or undertaking more than 150 minutes of moderate intensity activity per week. This is commensurate with both regional (59.9%) and national (62.4%) averages.

---

<sup>3</sup> Nearest Neighbours, as defined by CIPFA (Chartered Institute of Public Finance and Accountancy), refers to authorities with similar demographics.

# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure 2.7: Sport England Active lives data: Southend



## The most popular sports

A further aspect of Active Lives and SE segmentation is that it makes it possible to identify the top four sports within Southend. In common with many other areas, visiting the gym and swimming are among the most popular; they are known to cut across age groups and gender; in Southend, around 12.4% adults swim, on average, at least once a month. This is above both national (9.3%) and regional (9.5%) rates; the next most popular activity is visiting the gym, which 11.3% of adults undertake on a relatively regular basis. This is commensurate with national (11.2%) and slightly above regional (10.6%) rates

Table 2.2: Most popular sports in Southend-on-Sea (Source: SE Area Profiles)

Sport	Southend-on-Sea		East		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Swimming	18.6	12.4%	452.7	9.3%	4,167.9	9.5%
Gym Session	17.0	11.3%	514.1	10.6%	4,900.1	11.2%
Cycling	10.4	6.9%	436.8	9.0%	3,629.9	8.3%
Fitness Class	10.0	6.6%	249.5	5.1%	2,128.7	4.9%

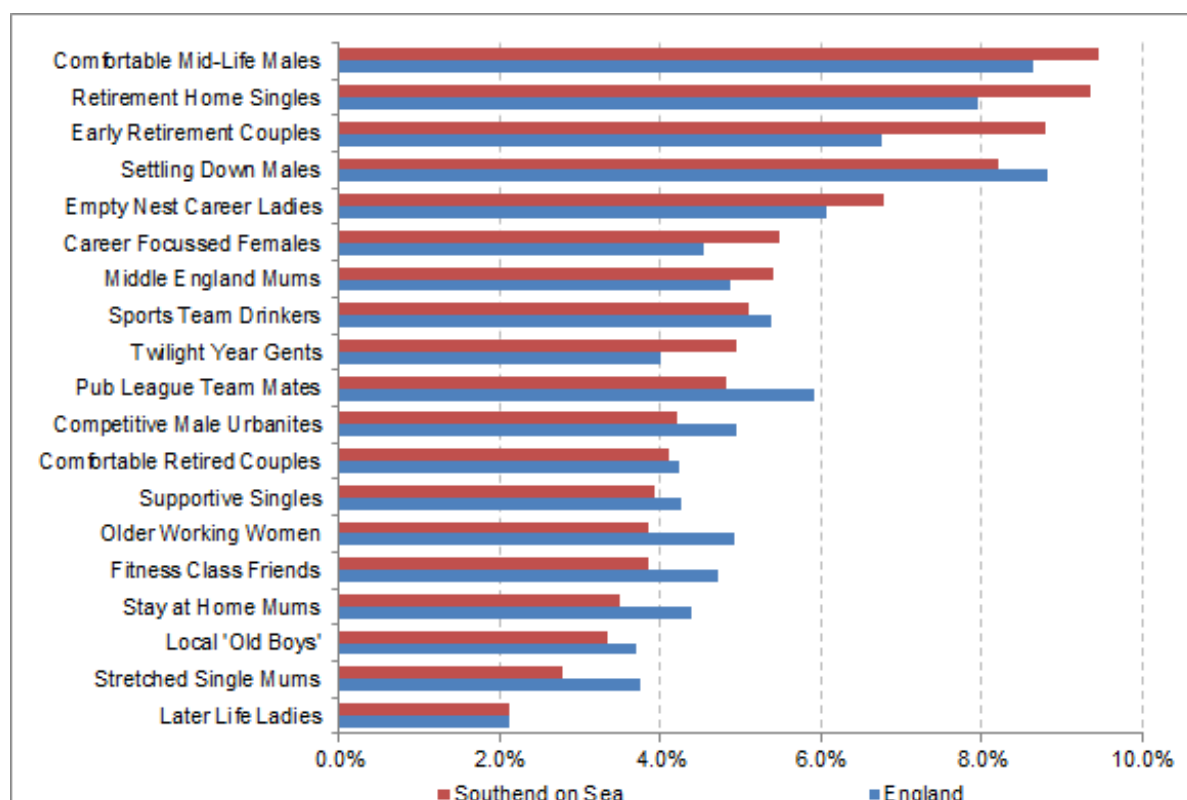
## Sporting segmentation

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 dominant in the local population 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.

## SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

The segmentation profile for Southend indicates 'Comfortable Mid-Life Males' to be the largest segment of the adult population at 9.47% (11,904) compared to a national average of 8.65%. This is closely followed by 'Retirement Home Singles' and 'Early Retirement Couples'. At the other end of the spectrum, the segments with least representation are 'Later Life Ladies', 'Supportive Singles' and 'Career Focussed Females'. (Data source: Market segmentation, Sport England).

Figure 2.8: SE segmentation of Southend-on-Sea compared to England



### Mosaic

Mosaic 2016 is a similar consumer segmentation product and classifies all 25.2 million households into 15 groups, 66 household types and 238 segments. Table 2.4 shows the top five mosaic classifications in Southend compared to the country as a whole. The dominance of these five segments can be seen inasmuch as they represent two thirds (65.0%) of the population compared to a national equivalent rate of just over a quarter (28.3%).

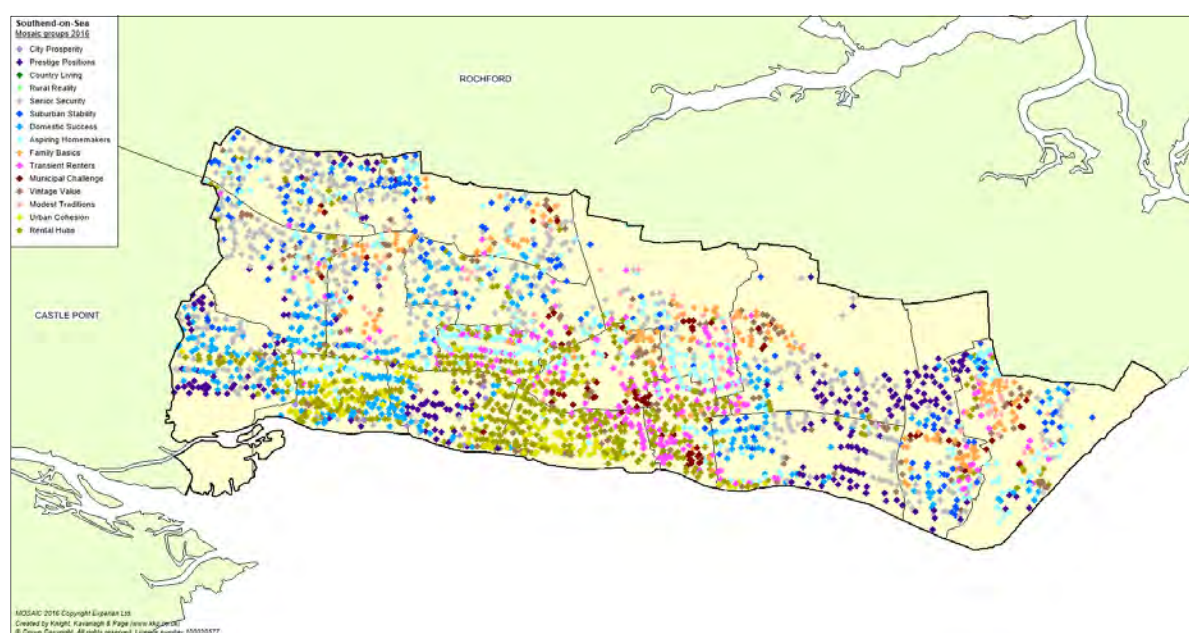
The largest segment profiled is the Rental Hubs group; at 16.1% of the local adult population which is nearly twice the national rate (8.4%). It is defined as predominantly young, single people in their 20s and 30s who live in urban locations and rent homes from private landlords while in the early stages of their careers, or pursuing studies. The geographic distribution of all Mosaic segments is illustrated in Figure 2.8 and a full list of segment descriptions is to be found in Appendix 2. (Data source: 2016 Mosaic analysis, Experian)

# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Table 2.3: Mosaic – main population segments in Southend-on-Sea

Mosaic group description	Southend-on-Sea		National %
	Number	%	
1 – Rental Hubs	28,638	16.1%	8.4%
2 – Senior Security	28,209	15.9%	3.4%
3 – Aspiring Homemakers	24,421	13.8%	4.3%
4 – Domestic Success	18,657	10.5%	6.1%
5 – Transient Renters	15,415	8.7%	5.9%

Figure 2.9: Distribution of Mosaic segments in Southend-on-Sea



## House building and policy

SBC's Core Strategy Policy CP8: Dwelling Provision makes provision for 6,500 net additional dwellings in the period from 2001 to 2021; an average of 325 per year.

The South Essex Strategic Housing Market Assessment (SHMA) was produced in 2008 and assessed in detail; demographic trends, economic trends and affordable housing needs for the Borough and the wider South Essex area. The latest addendum to the South Essex SHMA (May 2017) calculates that Southend will require 1,072 new dwellings per year from 2014 to 2037. The SHMA 2017 addendum calculation is significantly higher than the adopted Southend Core Strategy requirement of 325 dwellings per annum.

## South Essex Housing Market Assessment 2016

This assessment forms an important part of the evidence base used to set future housing requirements in each of the Thames Gateway South Essex (TGSE) authorities as respective Local Plans are developed and has been prepared in accordance with the National Planning Policy Framework (NPPF) and Planning Practice Guidance (PPG).

## SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

The SHMA has identified a range of objective assessment of need (OAN) for the housing market assessment. This recognises that the authorities are undertaking further work through the preparation of an Economic Development Needs Assessment (EDNA) to appraise the anticipated economic potential of the area. In recognising the evidence of strong need for housing of all tenures (in the context of the market signals evidence and the calculation of affordable housing need) as well as the area's stated growth ambitions, this study concludes that weight should be given to the upper end of the OAN range in the development of housing policy and the assessment of housing land supply.

As advocated by the PPG, housing needs have been assessed across the TGSE housing market area. In order to inform Local Plan preparation, consideration has also been given to the scale of need within each of the individual authorities over the period from 2014 to 2037. This is summarised in Table 2.4.

*Table 2.4: Summary of objectively assessed need range*

	Lower end of range	Upper end of range
<b>Basildon</b>	763	837
<b>Castle Point</b>	326	410
<b>Rochford</b>	312	392
<b>Southend-on -Sea</b>	953	1,132
<b>Thurrock</b>	919	973
<b>TGSE</b>	<b>3,272</b>	<b>3,744</b>

In summary, this has led to the identification of a range of objectively assessed need for between 3,275 and 3,750 dwellings per annum across the TGSE housing market area.

### ***Population projections***

The most recent ONS projections indicate a rise of 18.7% in Southend-on-Sea's population (+33,359) over the 23 years from 2014 to 2037. One of the most notable points is the progressive rise in the number of 0-15 year olds, rising by +3,420 (+10.1%) over the first half of the projection (to 2026). In contrast, there is predicted to be decline in the number of 16-24 year olds, -0.7% in the first period (-121) followed by growth back to +9.5% (+1,726) in the second period. There is a continuous 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 +23.6% (+7,933) in the first period continuing to rise to +57.3% (+19,222) between 2014 and 2037. While the age group represented 18.9% of Southend-on-Sea's population in 2014 it is projected to be 25.0% of the total by 2037.

# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure 2.10: Projected change 2014-2037

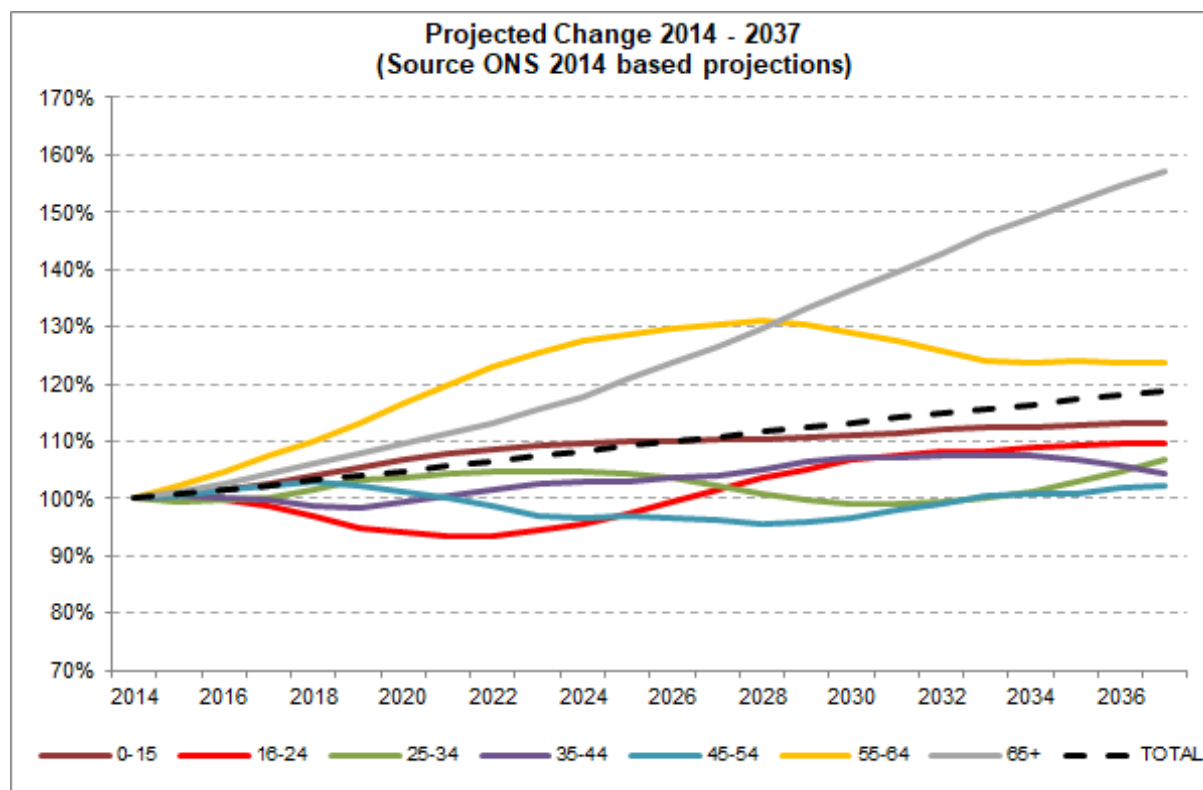


Table 2.5: Projected population for Southend-on Sea (ONS 2017-2037)

Age (years)	Number			Age structure %			Change 2014 – 2037		
	2014	2026	2037	2014	2026	2037	2014	2026	2037
0-15	33,954	37,374	38,473	19.1%	19.1%	18.2%	100.0%	110.1%	113.3%
16-24	18,190	18,069	19,916	10.2%	9.2%	9.4%	100.0%	99.3%	109.5%
25-34	22,796	23,597	24,364	12.8%	12.1%	11.5%	100.0%	103.5%	106.9%
35-44	24,417	25,266	25,496	13.7%	12.9%	12.1%	100.0%	103.5%	104.4%
45-54	25,480	24,592	26,089	14.3%	12.6%	12.3%	100.0%	96.5%	102.4%
55-64	19,518	25,294	24,154	11.0%	12.9%	11.4%	100.0%	129.6%	123.8%
65+	33,576	41,509	52,798	18.9%	21.2%	25.0%	100.0%	123.6%	157.3%
<b>Total</b>	<b>177,931</b>	<b>195,702</b>	<b>211,290</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>110.0%</b>	<b>118.7%</b>

The housing-led scenario assumes that each of the client authorities will meet its own housing needs (SHMA 2017) within its own boundaries. However, while the total need met across South Essex will be the same, in reality the distribution of housing at a local authority level that is expected to be taken forward in policy is expected to vary. We do not at this point have any alternative figures.

The importance of ensuring that the 65+ age cohort becomes more active (with a view to general health of the local population) will become increasingly relevant. It is, thus, incumbent on operational and management staff to ensure that facility programming and access to facilities at the right times is considered as part of the Borough's sport and



## **SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT**

---

physical activity offer. SBC also recognises the importance of making the 40+ age group as active as possible so that when they are 65yrs old, they are already active and engaging in sport and physical activity.

### ***Projection implications***

The projected increase in the general age and the size of the population in the Borough 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 housebuilding is more prevalent.

The importance of ensuring that the proportion of the population which is currently active remains so and that more of those who are presently inactive become active. This is key to sustaining and improving the general health of the local population.

Indoor and built facilities, and programmes of activity therein, need to be adaptable to changing demands and needs associated with demographic changes, i.e., an ageing population. 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.

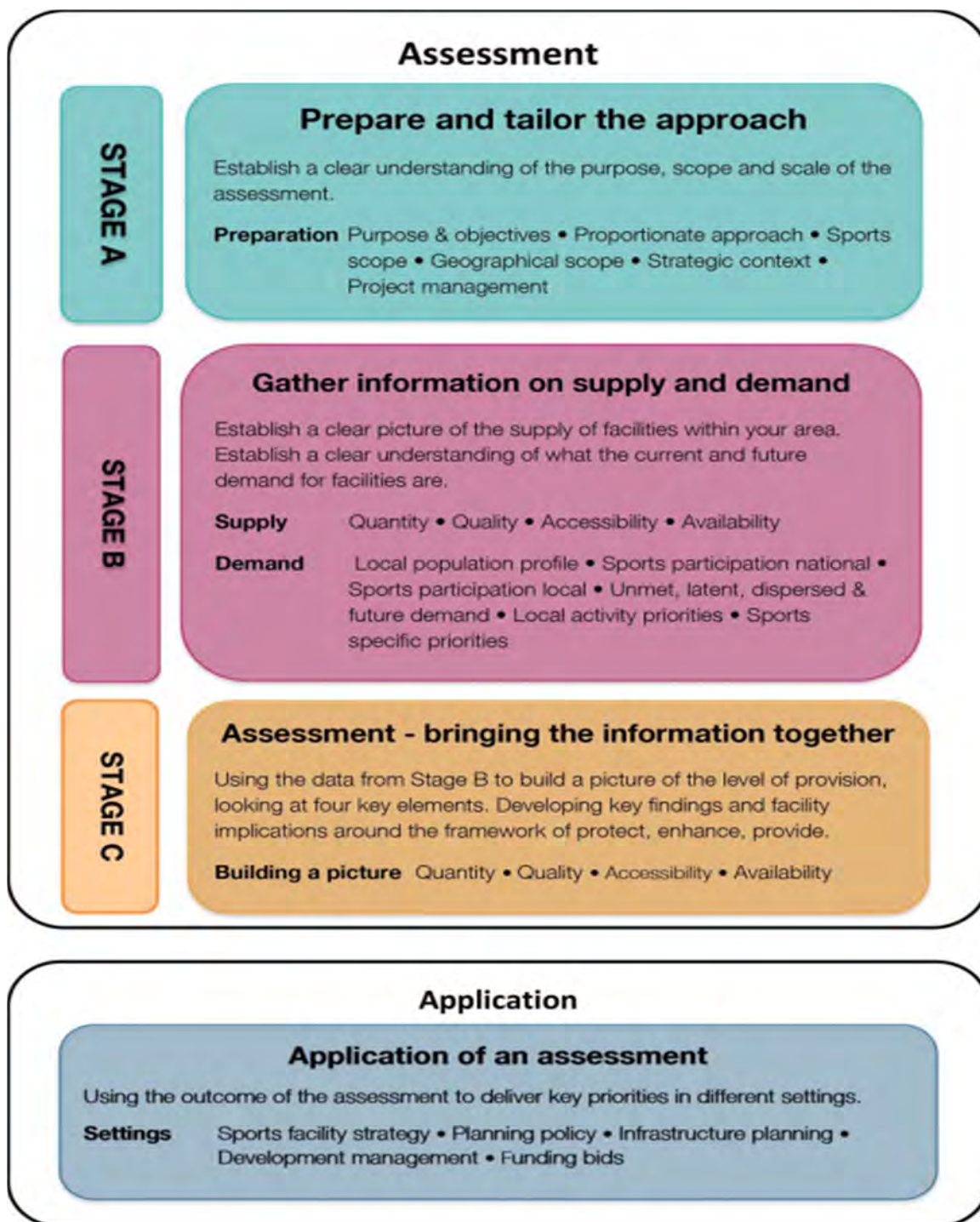
# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

## SECTION 3: METHODOLOGY

### 3.1: Introduction

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



# SOUTHEND-ON-SEA BOROUGH COUNCIL

## INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

---

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. Where provided, local information is used. This is evident within the demand section.

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

### 3.2: Site visits

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

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

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

# SOUTHEND-ON-SEA BOROUGH COUNCIL

## INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

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

Table 3.1: Quality ratings of indoor sports facilities using ANOG

Quality rating	Description
<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 be starting to 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.

### Catchment areas

Catchment areas for different types of provision provide a tool to identify 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 (used in the Sport England Facilities Planning Model).

This, coupled with KKP's experience of working with leisure facilities and use of local data and analysis where possible, enables identification of catchment areas for sports halls as follows:

# SOUTHEND-ON-SEA BOROUGH COUNCIL

## INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

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 walk/ 20 minute drive
Indoor tennis centres	20 minute walk/ 20 minute drive

### 3.3: Facilities planning model overview

The Facilities Planning Model (FPM) helps to assess the strategic provision of community sports facilities. It has been developed by Sport England to:

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

In its simplest form the FPM model is used to assess whether the capacity of existing facilities for a particular sport are capable of meeting local demand for that sport taking into account how far people are prepared to travel to a venue (using the integrated transport network). In order to analyse the level of provision in an area, the model compares the number of facilities (supply), by the demand for that type of facility (demand) that the local population will produce. The Model is prescriptive and not predictive in that it does not provide precise estimates of the use of proposed facilities. Rather, it prescribes an appropriate level of provision for any defined area in relation to demand and which reflects national expectations and policies.

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

For this report the assessment uses the FPM data from the Strategic Assessment of provision for sports halls and swimming pools in Southend in December 2017. It is based on the 2017 ONS projected changes in the population of the authority for both swimming pools and sports halls.

Findings are compared directly with the audit and assessment carried out by KKP.

# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

## 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.

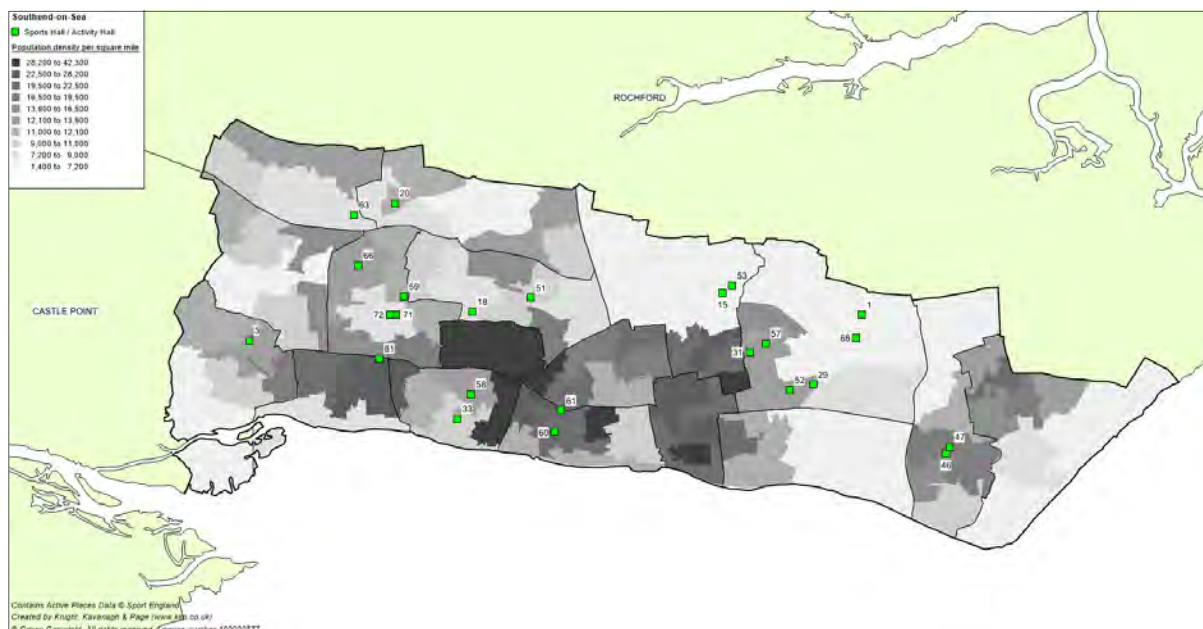
Sports halls are generally considered to be of greatest value if they are of at least 3+ badminton courts in size with sufficient height to allow games such as badminton to be played. It should be noted that a 4-court sports hall provides greater flexibility as it can accommodate major indoor team sports 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 sports hall facilities in Southend. Halls which function as specialist venues, such as dance studios are not covered in this section.

### 4.1: Supply

#### Quantity

Figure 4.1: All sports halls in Southend Borough



# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

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

Map ID	Site Name	Cts	Map ID	Site Name	Cts
1	Alleyn Court School	2	53	Southend Leisure & Tennis Centre	8
3	Belfairs Academy	4	53	Southend Leisure & Tennis Centre	2
3	Belfairs Academy	1	57	St Nicholas School	1
15	Cecil Jones Academy	4	58	St Saviours Church Hall	0
18	Chase Sports & Fitness Centre	4	59	St Thomas More High School	4
18	Chase Sports & Fitness Centre	2	60	St. Bernards High School	4
20	David Lloyd Club (Southend)	4	60	St. Bernards High School	0
29	Southchurch High School	3	61	Team Sure Grip Mixed Martial Arts	0
29	Southchurch High School	1	63	The Eastwood Academy	4
31	Hamstel Junior School	2	63	The Eastwood Academy	1
33	Invicta Tennis & Table Tennis Club	0	66	The St Christopher's School Academy	3
46	Shoeburyness High School	1	68	Thorpe Hall School	2
47	Shoeburyness Leisure Centre	4	71	Westcliff High School for Boys	4
47	Shoeburyness Leisure Centre	0	71	Westcliff High School for Boys	1
51	Southend High School for Boys	5	72	Westcliff High School for Girls	4
52	Southend High School for Girls	4	81	Chalkwell Badminton Centre	2
52	Southend High School for Girls	1		<b>Total</b>	<b>82</b>

There are 33 sports halls offering a total of 82 badminton courts in Southend. They are generally located in areas of high population density. Approximately half (17) of the sports halls have two or fewer badminton courts. While often appropriate for mat sports, exercise to music and similar provision, the scale of these inevitably limits the range of recreational and sporting activity that the hall can accommodate relative to its 3-court hall counterpart. can accommodate.

Sites identified as private use only (i.e. they do not offer any community use) include:

- ◀ Cecil Jones Academy (4 courts).
- ◀ Thorpe Hall School (2 courts).
- ◀ Westcliff High School for Girls (4 courts).

The audit, therefore, identifies 55 courts across 13 sports halls of the requisite minimum or greater size on 13 sites, which are available for community use.

The FPM identifies Westcliff High School for Girls as community available. However, in practice this is not the case. Conversely, the sports halls at Southend School for Boys (5 courts) and St Bernards High School (4 courts) were both excluded from the FPM while the KKP audit found them to be available to the community.

The net result of this is that the KKP audit found five additional badminton courts to be community available than is stated in the FPM.

# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

## Quality of facilities

All available sites with 3+ courts were subjected to a non-technical assessment to ascertain quality of facilities. The results are as follows:

Figure 4.2: 3+ Courts community available sports halls in Southend by condition

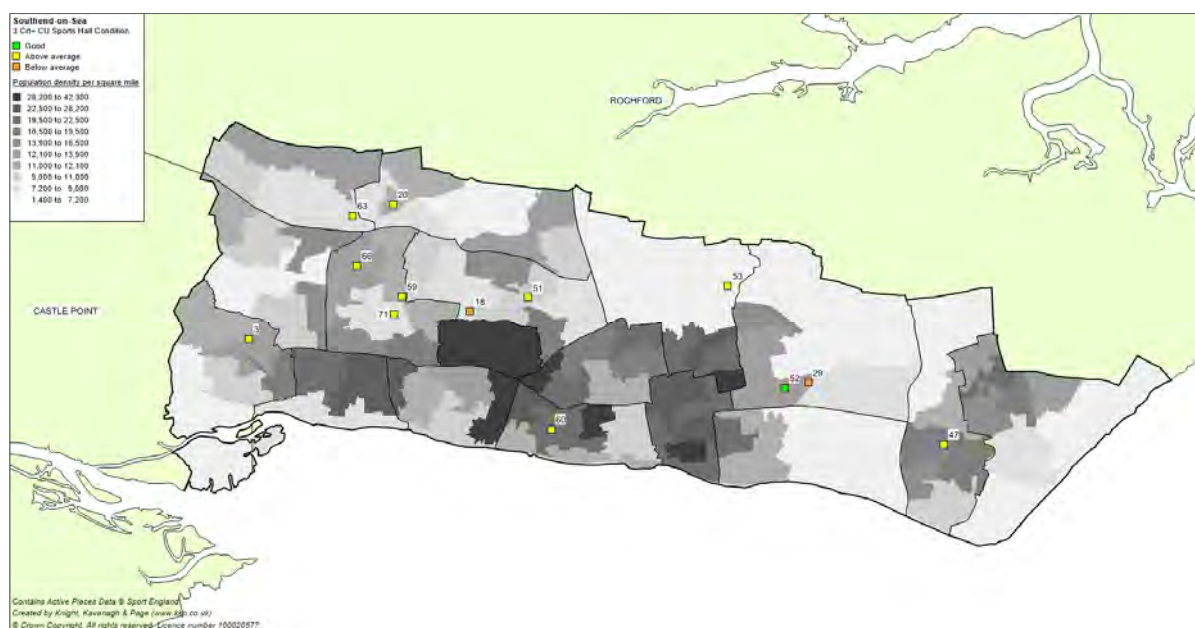


Table 4.3: Sports halls (3+ Courts) community available in Southend by condition

Map ID	Site name	Courts	Condition
3	Belfairs Academy*	4	*Above average
18	Chase Sports & Fitness Centre	4	Below average
20	David Lloyd (Southend)	4	Above Average
29	Southchurch High School*	3	*Below average
47	Shoeburyness Leisure Centre	4	Above average
51	Southend High School for Boys	5	Above average
52	Southend High School for Girls	4	Good
53	Southend Leisure & Tennis Centre	8	Above average
59	St Thomas More High School	4	Above average
60	St. Bernards High School	4	Above average
63	The Eastwood Academy	4	Above average
66	The St Christopher's School Academy*	3	*Above average
71	Westcliff High School for Boys*	4	*Below average

(\*access was not obtained therefore quality rating based on desktop research and consultation feedback)

One sports halls is identified as good (Southend High School for Girls), nine are above average, and one below average (Chase Sports & Fitness Centre) sports hall. There are no poor quality halls in the Borough. Chase Sports & Fitness Centre has planned capital works (April 2018) to improve the lighting. It is likely this will improve the quality of the sports hall.



# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

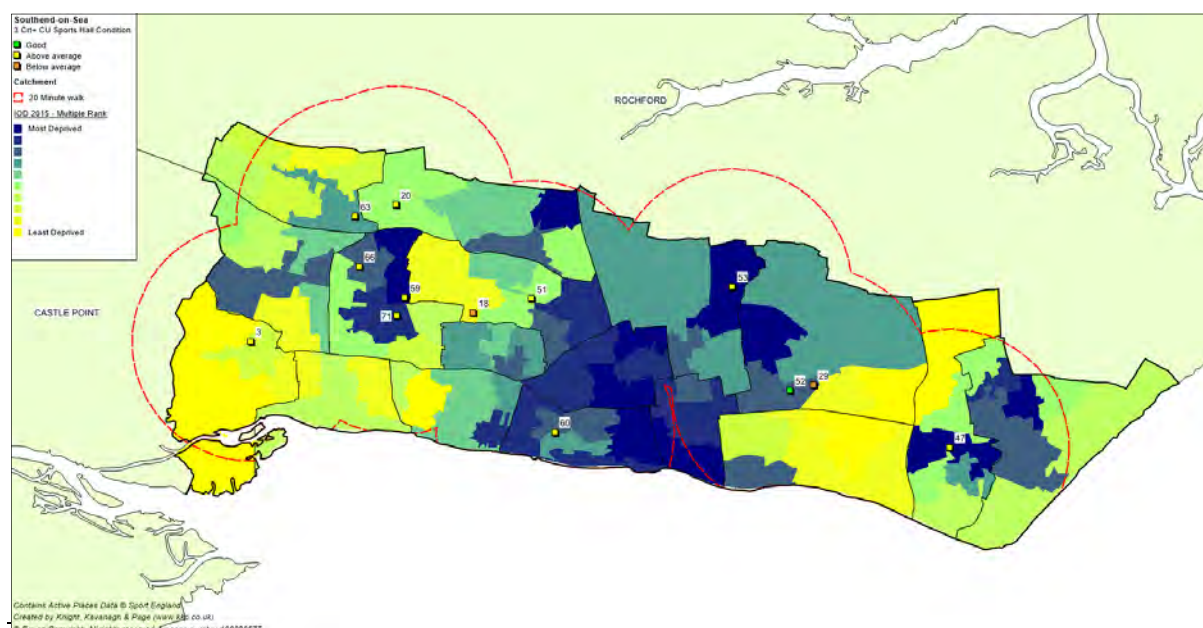
Table 4.4: Facility- year of construction and refurbishment details

Site name	Year opened / Refurbished	Age since opened / refurbishment
Belfairs Academy	2004	14
Chase Sports & Fitness Centre	1994	24
David Lloyd (Southend)	2005 / 2016	2
Southchurch High School <sup>4</sup>	1970	48
Shoeburyness Leisure Centre	1997 / 2008	10
Southend High School for Boys	2005	13
Southend High School for Girls	2008	10
Southend Leisure & Tennis Centre	1996 / 2005	13
St Thomas More High School	1970 / 2010	8
St. Bernards High School	2000	18
The Eastwood Academy	1985 / 2007	11
The St Christopher's School	2003	15
Westcliff High School for Boys	2002	16

## Accessibility

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

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



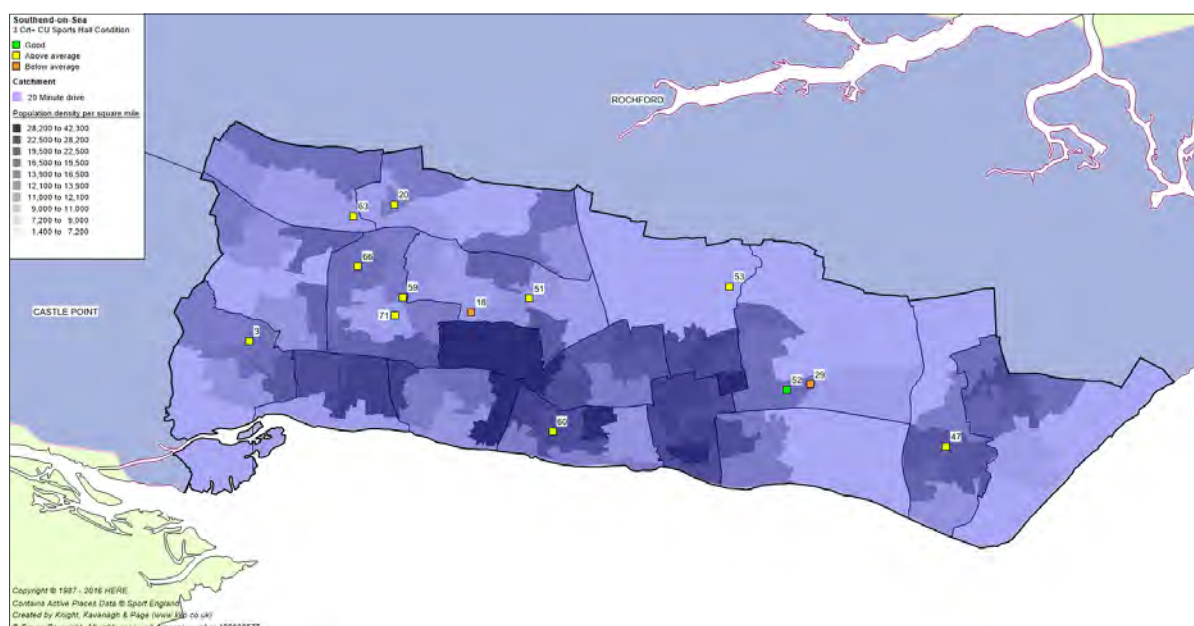
<sup>4</sup> Formerly Futures College

# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Table 4.5: Percentage of population within 20 mins walk time of sports halls

IMD 2015 10% bands	Southend-on-Sea		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	22,480	12.8%	21,054	12.0%	1,426	0.8%
10.1 - 20	22,509	12.9%	22,186	12.7%	323	0.2%
20.1 - 30	22,527	12.9%	22,520	12.9%	7	0.0%
30.1 - 40	23,916	13.6%	23,838	13.6%	78	0.0%
40.1 - 50	11,421	6.6%	11,327	6.5%	94	0.1%
50.1 - 60	16,581	9.4%	15,111	8.6%	1,470	0.8%
60.1 - 70	14,927	8.6%	12,516	7.2%	2,411	1.4%
70.1 - 80	11,076	6.3%	10,320	5.9%	756	0.4%
80.1 - 90	17,385	9.9%	17,385	9.9%	0	0.0%
90.1 - 100	12,016	6.9%	10,901	6.2%	1,115	0.6%
<b>Total</b>	<b>174,838</b>	<b>100.0%</b>	<b>167,158</b>	<b>95.6%</b>	<b>7,680</b>	<b>4.4%</b>

Figure 4.4: Sports halls with 20 minute drive time catchment from all halls



The majority (95.6%) of the population live within a 20 minute walk (1 mile) of a 3+ court sports hall; c.7,700 (4.4%) residents live more than 20 minutes' walk away. People living further away from facilities are more likely to rely on travel via public transport, car or cycle. Residents from deprived areas are less likely to participate in sport than those from affluent areas for reasons including, for example, cost and access. Nationally, over a third of people in lower socio-economic groups (NS-SEC 5 to 8) are inactive compared to around a quarter of those in higher socio-economic groups (NS-SEC 1 to 4) (Sport England Active People Survey, 2014-15).

Just over one third (37.6%) of Southend's population lives in the 30% most deprived areas. Of these, 1,782 people (c.1% of the borough population) live more than 20 minutes' walk

## SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

from a 3+ court sports hall. Overall, 3+ court sports halls are accessible to the majority of the population.

Figure 4.4 illustrates that the whole borough population lives within 20-minute drive of a publicly available sports hall.

### 4.2: Facilities Planning Model (FPM)

Sport England's FPM report provides an overview of the current and future level of provision of sports halls in Southend. It uses data from the National Facilities Audit run as of November 2017. Key findings include:

- ◀ There are three sites within local authority control which provide 7,687 visits per week per person (vpwpp) of the modelled supply 15,286. This equates to just over 50% of the supply in Southend. This is unusual for sports hall access which is usually more reliant on educational based provision. The number of courts available at peak times in the local authority halls equates to around 50% of all courts available at peak times. This is because the local authority halls are open for longer during peak periods than the education sites and/or that the halls on the LA sites have more courts.
- ◀ Southend has 3.9 courts per 10,000 residents. This is below the national average of 4.3 courts per 10,000 and below the level in all the neighbouring authorities. Rochford has 5.9, Basildon 4.9 and Castle Point 4.1.

### **Availability and facility management**

Management and ownership across all sports halls varies.

*Table 4.6: Ownership and management of community available sports hall facilities*

Site	Ownership	Management
Belfairs Academy	Academy	In house
Chase Sports & Fitness Centre	Local Authority	Fusion Lifestyle
David Lloyd	Commercial	Commercial
Southchurch High School	Academy	In house
Shoeburyness Leisure Centre	Local Authority	Fusion Lifestyle
Southend High School for Boys	Academy	In house
Southend High School for Girls	Academy	In house
Southend Leisure & Tennis Centre	Local Authority	Fusion Lifestyle
St Thomas More High School	Academy	In house
St. Bernards High School	Academy	In house
The Eastwood Academy	Academy	In house
The St Christopher's School Academy	Academy	In house
Westcliff High School for Boys	Academy	In house

Table 4.6 indicates that SBC has limited influence on the programming of facilities in Southend, as it owns only three of the 13 sites at which sports halls are located. At peak times however, this equates to half of the courts available.

# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

## **Facility hire**

Availability is also affected by pricing strategies at different facilities. Whilst facility pricing information was not available for all sites, Table 4.7 identifies that SBC owned facilities offer the same price point across the three sites (which equates to £47.60 for hire of four courts). Other hire costs vary from £29.00 per hour at St Bernard's High School (which is considered to be above average quality) to £60.00 per hour at Southchurch High School (described as below average quality) with an additional charge of £19.00 per hour if changing accommodation is required.

*Table 4.7: Sports hall hire charges*

<b>Facility Name</b>	<b>Sports hall hire costs</b>
Belfairs Academy	
Chase Sports & Fitness Centre	£11.90 per court
David Lloyd (Southend)	£50 per hour
Southchurch High School	£60.00 per hr Nov – March £50.00 per hr Apr – Oct Changing and toilets - additional £19.00
Shoeburyness Leisure Centre	£11.90 per court
Southend High School for Boys	£56.00 -commercial/ £51.00 per hour - community
Southend High School for Girls	
Southend Leisure & Tennis Centre	£11.90 per court
St Thomas More High School	
St. Bernard's High School	£29.00 per hour
The Eastwood Academy	£40.00 per hour
The St Christopher's School Academy	£40.00 per hour reducing to £33.00 if x10 or more sessions booked)
Westcliff High School for Boys	

## **Neighbouring facilities**

Accessibility is influenced by facilities located outside the local authority boundary. Particularly somewhere like Southend which is densely populated, largely urban, with good transport links. Figure 4.5 and Table 4.8 identify facilities which are within a two mile radial catchment from the SBC boundary. The two mile border is indicative of how far people might be likely to travel and serves as an example only.

As shown in Figure 4.5, six sports halls are located in neighbouring authorities within two miles of the SBC boundary. Three are located to the west of the Authority in Castle Point with three to the North (Rochford).

# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure 4.5: Neighbouring local authority facilities, (2 mile boundaries)

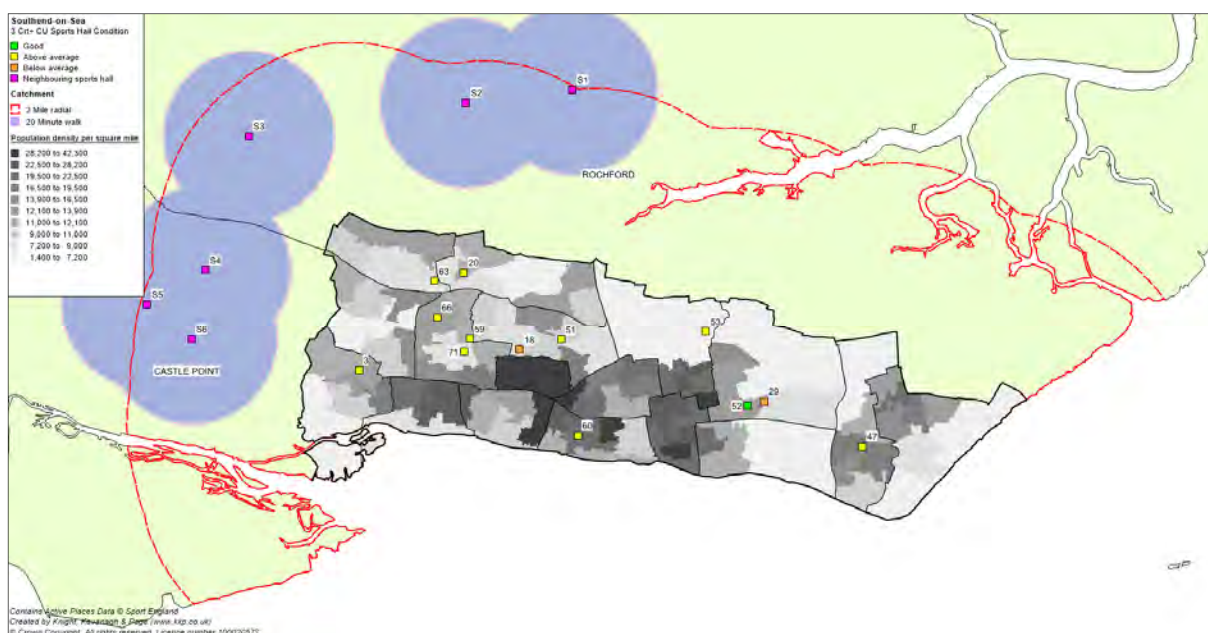


Table 4.8: Sports halls in neighbouring authorities within a two mile boundary

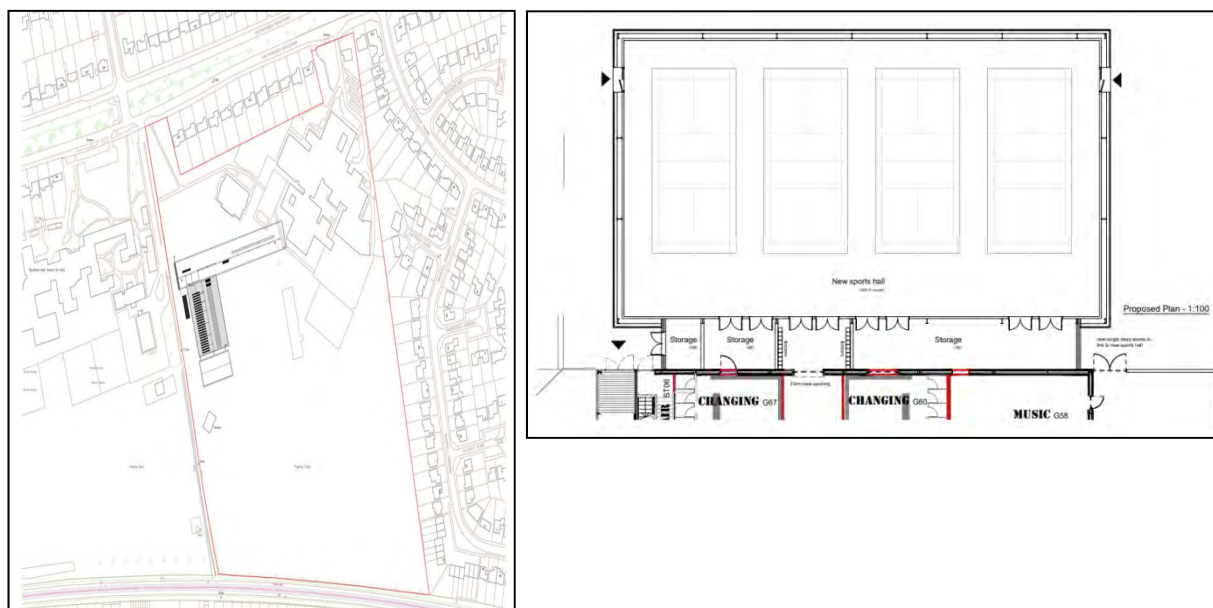
Map ID	Site name	Courts	Access type	Local authority
S1	King Edmund Business & Enterprise School	4	Sports Club /CA	Rochford
S2	Clements Hall Leisure Centre	6	Pay and Play	Rochford
S3	Fitzwimarc School	5	Sports Club /CA	Rochford
S4	Deanes School Sports Centre	4	Pay and Play	Castle Point
S5	Seevic College	4	Sports Club /CA	Castle Point
S6	The King John School	4	Sports Club /CA	Castle Point

## Future developments

Southchurch High School is building a new four court sports hall (36m x 24.6m). Planning consent was obtained in November 2017 and construction is due to be completed by November 2018. The School has confirmed that the new hall will be let out for community use in the evenings. The current sports hall and gym (activity hall) will be demolished once the new one is ready.

# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure 4.6: Southchurch High School new sports hall plans



## Summary of sports hall supply

### Quantity

- Southend has 33 sports halls on 24 sites with a total of 82 badminton courts.

### Quality

- One sports hall is identified as good (Southend High School for Girls), nine are above average (Chase Sports & Fitness Centre; Southchurch High School and Westcliffe High for Boys) sports hall. There are no poor quality sports halls in Southend.
- Chase Sports & Fitness Centre sports hall has investment planned
- The average age of sports halls in Southend is 17 years; Southchurch High is the oldest at 48 years. The most modern facility is David Lloyd - this was refurbished in 2016.

### Accessibility

- 95.6% of the population lives within a 20 minute walk of a 3+ court sports hall
- All Southend residents live within 20-minute drive of a Southend borough based, publicly available 3+ court sports hall.
- Six publicly available sports halls are located within a two mile radial catchment of the SBC boundary in Rochford and Castle Point.

### Availability

- Over half (17) of the sports halls in Southend have one or two-court halls; which leaves 31 community available badminton courts across twelve larger (3+ court) sports hall sites.
- The audit identified two community available halls (totalling 9-courts) that were not included in the FPM calculations and two sports halls (totalling 8-courts) which are included in the FPM, which the audit subsequently found not to be community available.

### Other

- A new sports hall is being built at Southchurch High School (due to open in 2018).
- SBC has limited influence over the programming and provision of the majority of sports halls due to them being located on school sites.

# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

## 4.3: Demand

### *Future demand*

As identified above, it is projected that the population of Southend will increase by 31,491 (18.7%) between 2014 and 2037. This includes a significant increase (57.3%) in the number of people aged 65+, resulting in this cohort accounting for just over one quarter (25%) of the total by 2037. This will cause different programming requirements in sports halls and increased demand for use at different times (notably during the day) to cater for the 65+ age group.

### *Current demand*

#### *Facilities Planning Model*

In the context of demand for sports halls, the FPM identifies the following:

*Table 4.9: Demand findings from the FPM for Southend*

	<b>FPM National Run 2017</b>
Satisfied demand	90.7 %
Satisfied demand retained within Southend	90.2%
Levels of unmet demand	9.3%
% of unmet demand due to residents living outside catchment of a hall (as opposed to no capacity).	100%
Used capacity across whole of area	69.3%
Imported use	14.5%
Exported use	9.8%

Table 4.9 indicates that the average used capacity of sports halls across Southend is relatively high at just over 69%. This masks key highs and lows with figures as low as 33% (Southchurch High School) and up to 97% (Southend Leisure & Tennis Centre).

Overall, used capacity at halls across Southend is 69.3%. This is below the 80% “comfort level” figure at which Sport England considers a facility to become uncomfortably busy. That said the figure is significantly higher than most neighbouring authorities. Rochford, for example, is at just 43.3%. This is to be expected given that Rochford is mainly rural and Southend is an urban borough.

The FPM report, based on comparing the number of badminton courts at sites available for community use with the demand for sports halls by Southend residents, suggests an overall positive balance of 5.2 badminton courts. This indicates an oversupply if the needs of Southend residents were the only consideration. Experience shows that all areas are likely to experience import and export issues so this element of assessment should be read with caution in terms of any conclusions.

### *NGB consultation*

#### *Badminton*

## SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

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

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

Chase Sports & Fitness Centre, managed by Fusion, is a key site identified by BE. It offers pay and play, no strings sessions and an affiliated club is based there. Fusion currently has a national agreement to work in partnership to improve badminton provision across its sites leading to greater demand on court time and usage.

Chalkwell Badminton Centre is a purpose built two court hall and is also a key badminton facility in the area.

Southend & District Badminton Association and Essex County League operate the only competitive league in the area; this caters for 32 clubs from Southend and the surrounding authorities. The league offers competition for women, men, mixed and masters sections.

Venue	Club	Number of NGB affiliated members
Chase Sports Centre	Chase Badminton Club Southend Badminton Club	5 members
Chalkwell Badminton centre	Eastwood Badminton Club Leighway badminton Club Five Lakers Badminton Club Westcliff Badminton Club Highlands (Badminton Club)	20 members
David Lloyd	David Lloyd	12 members
Southend Leisure & Tennis Centre	Garons (Phoenix) Junior Badminton Club	26 members

Consultation with Chalkwell Badminton Centre reports that the two court centre is owned by Leigh Way Badminton Club and was built in the 1920's. It has a token access system which enables the centre to be unmanned and keeps operating costs to a minimum. Tokens (250) are allocated to users of the centre (which range from families, to ladies social groups, corporate groups to competitive clubs).

In 2016, the Club re-covered the roof of the facility at a cost of c. £25,000. It funded this itself and, as a consequence, has depleted reserves and cannot afford to make any more significant upgrades or investment over the next few years.

The Club has, in recent years, invested in upgrading its website and implementing an online booking system. This has significantly increased income through casual bookings. At peak times, the centre is reportedly fully booked but it does have off peak capacity especially at weekends. It hosts county matches in addition to the casual, club and league matches. Leighway Badminton Club runs junior coaching sessions in addition to adult sessions which



# SOUTHEND-ON-SEA BOROUGH COUNCIL

## INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

are reported to be well attended and at capacity. However, no current additional after school sessions are available to extend access to the programme.

### School activity

The following schools have all engaged with BE to improve their badminton provision and get more young people playing badminton. This has resulted in increased demand on local facilities:

- ◀ Southend High School for Girls
- ◀ Southend High School for Boys
- ◀ The Eastwood Academy
- ◀ St Thomas More High School
- ◀ Shoeburyness High School
- ◀ Thorpe Hall School

Table 4.10: Badminton target audiences using SE Market segmentation 2017

Badminton
<ul style="list-style-type: none"> <li>◀ 2.2% (2,777) of people currently play badminton and a further 1.9% (2,413) indicate that they would like to, giving an overall total of 4.1% (5,191).</li> <li>◀ 4.5% of Ben's* play badminton, the largest proportion of any group, closely followed by the Tim* segment at 4.0%.</li> <li>◀ Groups with the largest proportion of the local population playing badminton are Tim* (15.0%) and Philip* (13.5%).</li> <li>◀ Groups with the most people who would like to play are Philip* (11.7%) and Tim* (10.9%).</li> <li>◀ The main group to target, for additional players due to size and interest is, therefore Philip*.</li> </ul>

\*Market segmentation descriptions can be found in Appendix 3

Market segmentation suggests that there is a latent demand of 2,413 people (1.9%) that would like to participate in badminton in Southend. When badminton is compared to other indoor sports (basketball, table tennis, and netball) it is clearly the most popular 'sports hall sport' in Southend and has the potential for most growth.

### Basketball

Basketball England (BBE) is the NGB for Basketball. Its latest strategy, Transforming Basketball in Britain Together (2016 - 2028) aims to improve basketball from grassroots to GB teams, by adopting a whole sport approach and working closely with the basketball community. To achieve this, a series of key objectives have been identified:

- ◀ Develop successful GB teams,
- ◀ Built high-quality men's and women's leagues and teams,
- ◀ Support talented players, officials and coaches and coach development pathways,
- ◀ Drive increased awareness and profile of the sport,
- ◀ Increase opportunities to play the game at every level,
- ◀ Transform the leadership and culture of the sport.

To increase the opportunities to play the game at every level, BBE is in the process of producing a facilities strategy which aims to create community hubs including, where appropriate, arenas that sit at the heart of communities and are homes for the leading British Basketball League, Women's British Basketball League and community clubs.

## SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

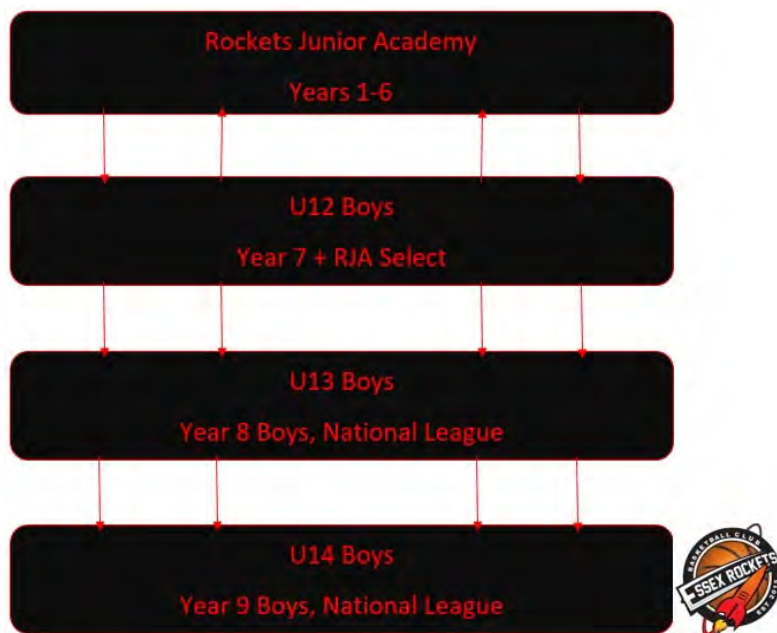
The stated intent is that as part of facilities strategy implementation, BBE will regularly monitor provision in schools, colleges, universities, clubs and at local authority sites and identify any gaps looking to improve connections between these organisations to increase the availability and affordability of the right quality facilities.

Basketball is very popular in South Essex. There are two clubs in the area with more clubs in neighbouring authorities, some which operate within the national league.

5 Star Basketball Academy is a commercial venture, which runs a number of school satellite sessions, community sports foundation sessions and birthday parties and events across South Essex. It transitions players into Brentwood Leopards; a national team owned by 5 Star Academy. In 2016, it expanded its offer having successfully raising funds to purchase wheelchairs, fund sports hall hire costs and buy additional equipment.

Essex Rockets is a rapidly expanding elite national league club which delivers community basketball programmes in South East Essex. With a player performance orientated approach to basketball, young people aged from six years upwards are developed through the Club's performance pathway.

Figure 4.5: Essex Rockets club player pathway



The Essex Rockets Junior Academy is the first step within the Essex Rockets programme. Aimed at children in years 1-6, it offers the opportunity for children to begin enjoying and learning about basketball in a fun, inclusive and competitive environment. The over-riding functional aim of the Academy is to develop the children's abilities on and off the basketball court. Five teams at the Academy train at St Thomas More School (Southend), two at The Eastwood Academy (Southend) and four teams at The Fitzwimarc School (Rochford).

Southend Scorpions plays at Shoeburyness High School (Southend). It has c.120 junior members in the Academy, and 40 seniors, all male. Its 14 teams range from u12 to u18s plus a men's team. A new under 8's team is being added in the forthcoming season.

# SOUTHEND-ON-SEA BOROUGH COUNCIL

## INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Its men's teams play at St Bernard's High School, two teams from the under 14s, the under 16s and one of the under 18s team play at Southend Leisure & Tennis Centre. The under 10s, 11s and 12s play in local tournaments train at Shoeburyness Leisure Centre.

Training for the Academy teams takes place at Shoeburyness Leisure Centre over two nights, however, the Club is limited by court time and facilities; this requires two of the U14 teams training on one court and having to combine U16 and U18. Additionally, the centre now closes at 9.00pm, thus reducing court time. The impact is that the Academy may not be able to accommodate an u18 team next season.

The Club reports issues with a rusting basket due to a leak in the store cupboard roof as well as concerns about the flooring at Southend Leisure & Tennis Centre (the Academy trains here on a Saturday evening). Further, the Academy used to have a "pay and play" session to encourage new players; the operator now asks for a monthly membership fee, which is more expensive making this session unviable.

There are also issues with the floor at Shoeburyness Leisure Centre; it is painted and looks to be in good condition. Reportedly, however, this masks 'dead spots' where the basketball does not bounce properly.

The Academy would ideally like a home base where all the teams play in the same venue. At present younger age groups do not see its national or adult teams play. It would also like increased court time for training especially earlier in the evenings.

*Table 4.11: Likely basketball audiences using Sport England Market segmentation 2017*

Basketball
<ul style="list-style-type: none"> <li>◀ 0.6% (755) of people currently take part in basketball and a further 0.4% (508) indicate that they would like to, giving an overall total of 1.0% (1,264).</li> <li>◀ 3.4% of Ben's* take part in Basketball, the largest proportion of any group taking part, closely followed by the Jamie* segment at 2.7%</li> <li>◀ Groups with the largest proportion of the local population taking part in basketball are Ben* (23.6%) and Jamie* (23.0%).</li> <li>◀ Groups with the most people who would like to take part are Jamie* (30.5%) and Ben* (18.5%).</li> <li>◀ The main group to target, for additional participants due to size and interest is, therefore Jamie*.</li> </ul>

*\*Market segmentation descriptions can be found in Appendix 2*

Sport England's market segmentation suggests latent demand of 508 people (0.4%) that would like to participate in basketball in Southend. Basketball is clearly popular in the area with several pathways for young people to take up the sport and achieve a high performance level.

### **Netball**

England Netball's latest strategy, Your Game, Your Way, aims to establish England Netball as a top performing, financially sustainable NGB that promotes 'Netball for Life' and develops more world class athletes. The four key priorities are:

- ◀ Grow participation in the game by an average of 10,000 participants per annum.
- ◀ Deliver a 1st class member and participant experience.

# SOUTHEND-ON-SEA BOROUGH COUNCIL

## INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

- ◀ Establish England as the number one team in the world by winning the World Netball Championships.
- ◀ Lead an effective and progressive infrastructure enabling all involved in the netball experience to collaborate as one team aligned behind one dream.

England Netball’s Facilities Factsheet identifies 49 venues being used for the sport in Essex. Provision for outdoor courts is similar to national average and the provision of indoor court in Essex is lower than the national average.

The three key facilities which host netball in the South Essex area are Basildon Sporting Village (Basildon), Southend Leisure and Tennis Centre (Southend) and The Deanes School (Castle Point). The NGB has been instrumental in gaining funding through Sport England to upgrade a number of key facilities in the region to allow provision to expand.

Pink Spirit Netball Club trains every Wednesday from 19.00-20.00 at Southend Leisure and Tennis Centre. It regularly enters two teams into the Southend League which plays on a Saturday and enters one into Basildon where matches are mid-week.

In addition, Back to Netball sessions are organised at Southend Leisure & Tennis Centre twice a week; one on an evening and one on a weekday morning. It is also reported that Walking Netball sessions are run periodically at Southend Leisure & Tennis Centre.

*Table 4.12: Netball likely target audiences using Sport England market segmentation 2017*

Netball
<ul style="list-style-type: none"> <li>◀ 0.4% (522) of people currently play netball and a further 0.4% (468) indicate that they would like to, giving an overall total of 0.8% (991).</li> <li>◀ 2.2% of Leanne’s* play netball, the largest proportion of any group playing netball, closely followed by the Chloe* segment at 1.9%.</li> <li>◀ The groups with the largest proportion of the local population playing netball are Leanne* (20.5%) and Chloe* (17.8%).</li> <li>◀ Groups with the most people who would like to play are Leanne* (21.8%) and Chloe* (18.6%).</li> <li>◀ The main group to target, for additional players due to size and interest is, therefore Leanne*.</li> </ul>

*\*Market segmentation descriptions can be found in Appendix 3*

Sport England’s market segmentation suggests latent demand of 468 people (0.4%) would like to participate in netball in Southend. Although it does not appear to be as popular as badminton and basketball (based upon overall numbers alone) netball in Southend is considered to be a strong and growing sport which requires indoor and outdoor facilities. It is also the most popular sport for women and girls.

### **Indoor Cricket**

Consultation with the ECB (England Cricket Board) indicates there is increasing demand for high quality cricket provision for both practice and match play across South Essex. Essex Cricket and the ECB’s main objective is to increase access to indoor cricket facilities across the region, however, local clubs are increasingly finding access to indoor facilities a significant challenge, particularly at school sites. This tends to be due to use by other sports and a lack of correct equipment, such as cricket nets. The local priorities across South Essex are:

## SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

- ◀ Essex Cricket and ECB to consult closely with all local authorities to support investment at sites where sports halls are being refurbished or new sports halls are being developed.
- ◀ Regular evaluation of programming at sports halls with local authorities to ensure there is capacity to support indoor cricket practice and match play.
- ◀ Essex Cricket to develop and maintain relationships between schools and local clubs to ensure good access of indoor provision to support school club links.

In Southend, there is indoor cricket provision at the St Christopher's School, Park Leisure Centre, Southend High School for Boys, Westcliff High School for Boys. Consultation states that cricket is played at Westcliff High School for Boys

*Table 4.13: Cricket likely target audiences using Sport England market segmentation 2017*

Cricket
<ul style="list-style-type: none"> <li>◀ 0.9% (1,113) of people currently play cricket and a further 0.5% (647) indicate that they would like to, giving an overall total of 1.4% (1,761).</li> <li>◀ 3.8% of Ben's play cricket, which is the largest proportion of any group taking part, closely followed by the Jamie segment at 2.8%</li> <li>◀ The groups with the largest of the local population playing cricket are the Tim's (22.2%) and Ben's (17.9%).</li> <li>◀ The groups with the most people who would like to play are Tim (19.2%) and Jamie (18.5%).</li> <li>◀ The main group to target, for additional participants due to size and interest is, therefore Tim.</li> </ul>

### **Futsal**

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

Junior Bocas Club originated in Southend and now has academy centres in Colchester, Thurrock, and London. These additional centres were established due to demand and limited capacity in Southend.

Its Academy has 500 members, all male, with 450 juniors and 50 adults. There are eight youth teams – U8, 10, 11, 12, 13, 14, 15, 19, plus an elite team. Junior Bocas plays in National League, Academy Futsal League, and Premier Youth Leagues. All age groups have a waiting list of at least two or three people. It reports growing rapidly and would also like to introduce separate girls and disability teams but has no current capacity to do so.

Matches are played Saturdays at Copperbox (Stratford), University of East London and Leighton Sports Centre as it cannot find a suitable venue in Southend. Junior Bocas would like to bring the National League team back to Southend from the Olympic Stadium. A one off match will take place in March 2018 at Southend Leisure & Tennis Centre.

A court has been marked out and spectator seating is good but the court surface is not suitable as a permanent venue as it has been affected by water and there is a metal inspection hatch which is a safety issue. The Club reports being willing to relocate to Southend Leisure & Tennis Centre should the floor surface be replaced.

# **SOUTHEND-ON-SEA BOROUGH COUNCIL**

## **INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT**

---

Training, to date, has taken place at King Edmund School (Rochford), using the sports hall every weekday evening, usually between 18.00-21.00 hours. This is considered the only suitable facility around (although it is too small for matches). The Club notes that Thomas More School (Southend) does have a pitch marked but the run off is too short and there are metal bolts at head height. The site failed the risk assessment enabling Futsal to be played there.

The Club would ideally like the whole Academy and the elite team training and playing in Southend, it is in need of additional space, over and above its use at King Edmund School.

### ***Volleyball***

Essex Volleyball Association represents nine teams in Essex. There are two national teams (Tendring and Essex University) while the other teams complete in the Essex League.

Southend Volleyball Club is the only club in the South Essex area (Basildon, Rochford, Castle Point and Southend). It runs three adult teams (men's, ladies and mixed). It has approximately 30 members and plays competitive matches between September and April.

It is based at Shoeburyness Leisure Centre and runs a beginner's session in addition to team training sessions.

It reports that the cost of hall hire has recently increased and that this has had an impact on the Club trying to maintain a balance. It charges players on a pay as you go basis and has a beginner's rate which is lower than the player rate to promote participation. The main challenge it faces is ensuring that sufficient numbers attend training sessions to cover hall hire costs.

### **Summary of demand**

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

Supply and demand is summarised in the following points:

- ◀ Southend has 18 sports halls on 12 sites of which 12 have 3+ courts. Some facilities are 45-50 years old and some less than 10. In general, the age of facilities does impact on the quality of the user experience.
- ◀ Supply: at 3.9 courts per 10,000 residents supply is low; lower than all neighbouring authorities.
- ◀ Over one quarter of the population (26.3%) does not have access to a car. Given that 73% of current visits are made by car the reliance on personal transport to be active is considerable.
- ◀ 1,030 visits per week per person (vpwpp) are currently not met by supply either within Southend or in neighbouring authorities. This equates to 9.3% of total demand. This figure is higher than all neighbouring authorities.
- ◀ Southend is a net importer of demand to the tune of 2.5 courts. This highlights the need to plan and provide indoor sports hall facilities taking account of 'cross border demand'.
- ◀ The average used capacity of sports halls across Southend is relatively high at just over 69%. This does hide highs and lows with figures as low as 33% and as high as 97%.

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

# SOUTHEND-ON-SEA BOROUGH COUNCIL

## INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

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

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

*Table 4.15: Sports Facilities Calculator applied to sports halls in Southend*

	Population 2016	Population estimate 2037
<b>ONS population projections</b>	179,799	211,290
<b>Population increase</b>	-	31,491
<b>Facilities to meet additional demand</b>	-	8.83 courts
<b>Cost</b>		£5,531,595

Calculations assume that the current sports hall stock remains available for community use and the quality remains the same. The projected increase in population will lead to an increase in demand for sports hall space. The SFC indicates that there will be a requirement for an additional 8.83 (badminton) courts, up to 2037. The cost of building these is estimated at £5.5m. It should be noted that both the FPM and audit identify a current supply over demand balance even at peak times. The estimated increase in demand is, therefore, likely to be accommodated through investment in the current stock of sports halls rather than new provision.

### 4.6: Summary of key facts and issues

<p><b>Quantity</b></p> <ul style="list-style-type: none"> <li>◀ Southend has 33 sports halls offering a total of 82 badminton courts.</li> <li>◀ There are twelve 3+ court halls totalling 31 courts on twelve sites.</li> </ul> <p><b>Quality</b></p> <ul style="list-style-type: none"> <li>◀ In terms of quality; one sports halls is good, nine are above average, and three are below average.</li> <li>◀ No sports halls in the Authority are presently rated poor quality.</li> <li>◀ The average age of the Southend sports halls is 17 years (Southchurch High is the oldest at 48 years and the most modern facility is David Lloyd - refurbished in 2016).</li> </ul> <p><b>Accessibility</b></p> <ul style="list-style-type: none"> <li>◀ 95.6% of the population live within a 20 minute walk of a 3+ court sports hall.</li> <li>◀ All Southend's population lives within 20-minutes' drive of a publicly available 3+ court sports hall.</li> <li>◀ There are six publicly available sports halls within two miles of the Southend boundary.</li> <li>◀ SBC sports hall provision is 3.9 courts per 10,000 residents; below the national average of 4.3.</li> </ul>
--

## SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

---

- ◀ Badminton, basketball and futsal are popular in Southend. Futsal and basketball in particular would like to expand but are restricted by court availability and cost.

### **Availability**

- ◀ Two sports halls with four courts are private use only.
- ◀ FPM reports average used capacity of sports halls in Southend is just over 69%.

### **Other**

- ◀ A new four court sports hall is being built at Southchurch High School (opening in 2018) which will be a direct replacement for the existing hall at the site.
- ◀ SBC has limited influence over programming and provision of schools-based sports halls due to them being private independent schools or having academy status.



# SOUTHEND-ON-SEA BOROUGH COUNCIL

## INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

---

### SECTION 5: SWIMMING POOLS

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

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

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

#### 5.1: Supply

This assessment is mainly concerned with larger pools available for community use (i.e. there are no restrictions to accessing the pool as a result of membership criteria). As such, pools less than 160m<sup>2</sup> water space and/or located at private member clubs offer limited value in relation to community use. (160m<sup>2</sup> is the equivalent of a pool 20m x 4 lanes (8m) which is a size generally used by Sport England FPM and can offer both recreational and sport swimming opportunities). If a pool smaller than 160m<sup>2</sup> does offer a strong community offer, it has been included as part of the assessment as it is deemed important within a specific community. An example could be a school swimming pool offering several learn to swim programmes.

#### *Quantity*

This audit identifies 22 pools at 15 sites. This includes all pools in the area irrespective of size and/or seasonal access. 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 or require a membership to access. The lidos at David Lloyd (x2), Blenheim Primary School, Temple Sutton Primary, Hinguar Primary School are, thus, excluded.

# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure 5.1: All identified swimming pools in Southend

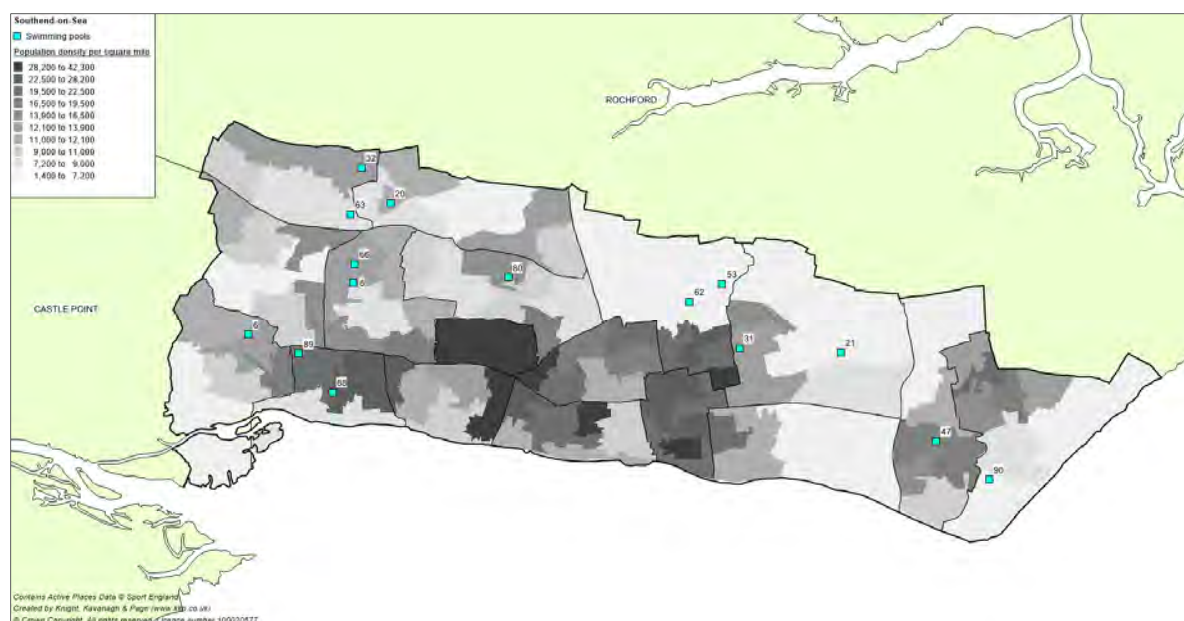


Table 5.1: All swimming pools and sites in Southend

ID	Site name	Facility type	Lanes	Length (m)	Size (m <sup>2</sup> )
6	Belfairs Swim Centre	Main/General	4	25	200
6	Belfairs Swim Centre	Learner/Teaching/Training	0	10	80
8	Blenheim Primary School & Children's Centre	Lido	4	6	60
20	David Lloyd Club	Main/General	3	25	300
20	David Lloyd Club	Learner/Teaching/Training	1	13	39
20	David Lloyd Club	Lido	5	20	200
20	David Lloyd Club	Lido	0	10	50
21	DW Sports Fitness	Main/General	3	19	133
31	Hamstel Junior School	Main/General	6	20	220
47	Shoeburyness Leisure Centre	Main/General	4	20	140
47	Shoeburyness Leisure Centre	Learner/Teaching/Training	0	10	70
53	Southend Leisure & Tennis Centre	Main/General	8	25	375
53	Southend Leisure & Tennis Centre	Diving	0	20	340
53	Southend Leisure & Tennis Centre	Leisure Pool	0	10	80
63	The Eastwood Academy	Main/General	4	18	144
66	St Christopher's School Academy	Learner/Teaching/Training	0	7	24.5
80	Earls Hall Primary School	Learner/Teaching/Training		15.57	< 160m <sup>2</sup>
88	Leigh North Stree	Learner/Teaching/Training	Unknown	Unknown	< 160m <sup>2</sup>
89	West Leigh Swim School	Learner/Teaching/Training	Unknown	15.2	< 160m <sup>2</sup>
90	Hinguar Primary (2012)	Lido	Unknown	12.5	< 160m <sup>2</sup>
62	Temple Sutton Primary	Lido	Unknown	15	< 160m <sup>2</sup>
32	Heycroft Primary School	Lido	Unknown	13.8	< 160m <sup>2</sup>

# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

The indoor pools at David Lloyd and DW Sports & Fitness require membership of the facility and do not offer pay and play opportunity. It is acknowledged that they do serve certain market segments but they are not considered to be accessible to all of the community. If the membership is restrictive e.g by high prices in a low affluent area then the availability of the pool to meet demand will be reduced

The following swimming pools irrespective of access policy and size offer significant learn to swim programmes, which are considered later in this section.

- ◀ The Eastwood Academy
- ◀ Earls Hall Primary School
- ◀ DW Sports and Fitness
- ◀ Hinguar Primary
- ◀ Temple Sutton Primary
- ◀ Shoeburyness Leisure Centre
- ◀ Earls Hall Primary School
- ◀ Leigh North Street
- ◀ West Leigh Swim School

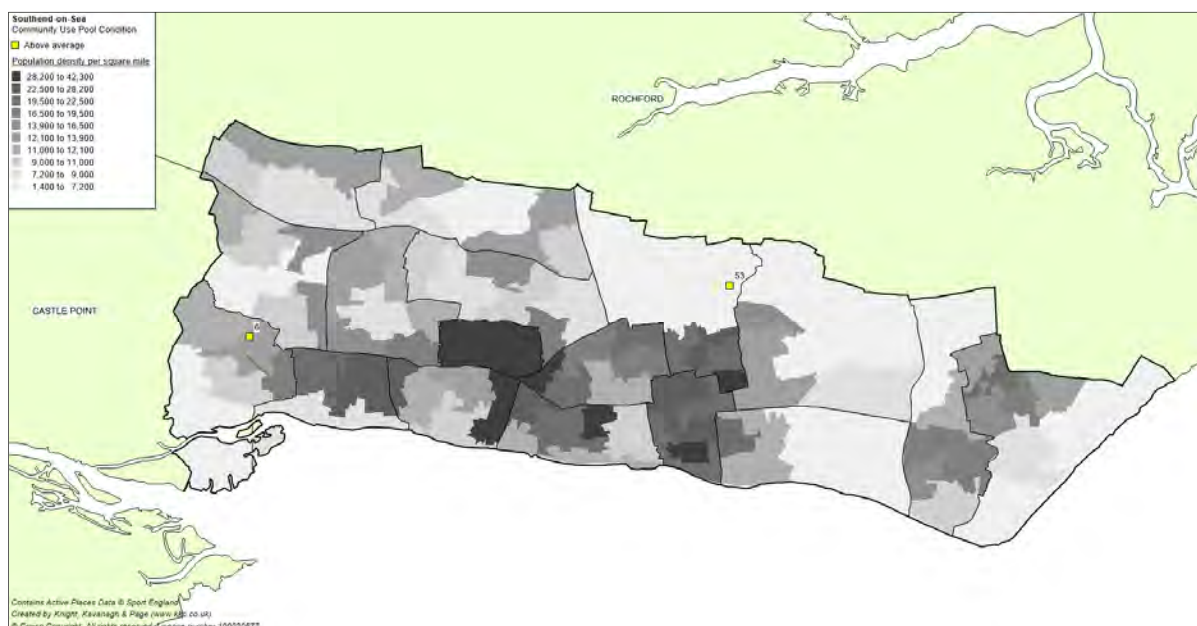
Pools considered to be 160m<sup>2</sup> and above which offer pay and play accessibility are:

- ◀ Southend Leisure and Tennis Centre (main)
- ◀ Southend Leisure and Tennis Centre (diving)
- ◀ Southend Leisure and Tennis Centre
- ◀ Belfairs Swim Centre x 2

## Quality

As part of the assessment, KKP visited community available pools and completed non-technical visual assessments. These include assessment of changing provision as this can also play a significant role in influencing and attracting users. The quality ratings of the three sites which are 160m<sup>2</sup> and allow community use, are shown overleaf. Two are considered to be above average with Belfair Swim Centre considered to above average.

Figure 5.2: Southend Swimming Pools 160m<sup>2</sup> with pay and play by condition



# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Table 5.2: Southend Swimming Pools with pay & play by condition

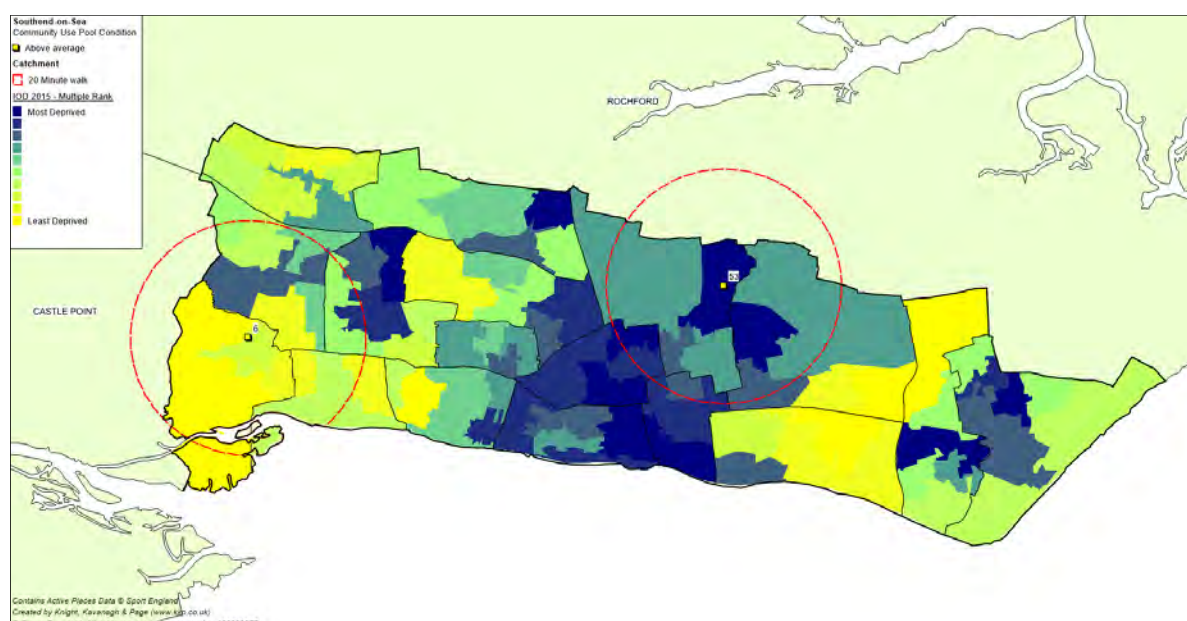
ID	Site name	Lanes	Length	Condition	
				Pool	Changing
6	Belfairs Swim Centre	4	25 x 8	Above Average	Above Average
6	Belfairs Swim Centre	0	10 x 8	Above Average	Above Average
53	Southend Leisure & Tennis Centre (main)	8	25 x 15	Above Average	Above Average
53	Southend Leisure & Tennis Centre (diving)	0	20 x 17	Above Average	Above Average
53	Southend Leisure & Tennis Centre	0	10 x 8	Above Average	Above Average

## Accessibility

This is influenced by physical (i.e. built environment) elements. Both of the pay and play pools sites are located in the west and more central in the borough in well populated areas. Appropriate walk and drive-time catchments are applied to determine pool accessibility to adjacent communities. The normal acceptable standard is a 20 minute walk time (1 mile radial catchment) for an urban area and a 20 minute drive time for a rural area. This enables analysis of the adequacy of coverage and helps to identify areas currently not serviced by existing provision. Figure 5.3 and Table 5.3 overleaf highlight that:

- Just over one third (34.6%) of the population lives within a mile of a swimming pool which is considered community available.
- Just under four in ten (38.7%) of the Borough's population live in the most deprived areas, compared with c.30% nationally, which equates to 67,516 people.
- Of the most deprived communities, a third of residents 13.3% (23,268 people) live within a mile of a community available swimming pool.
- This equates to nearly one third of people who live in the more deprived areas, which indicates that two thirds of people living in areas of higher deprivation are likely to need to use public transport, a car or cycle to use a swimming pool.

Figure 5.3: Community available swimming pools on IMD with 1-mile radial MYE 2015



# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

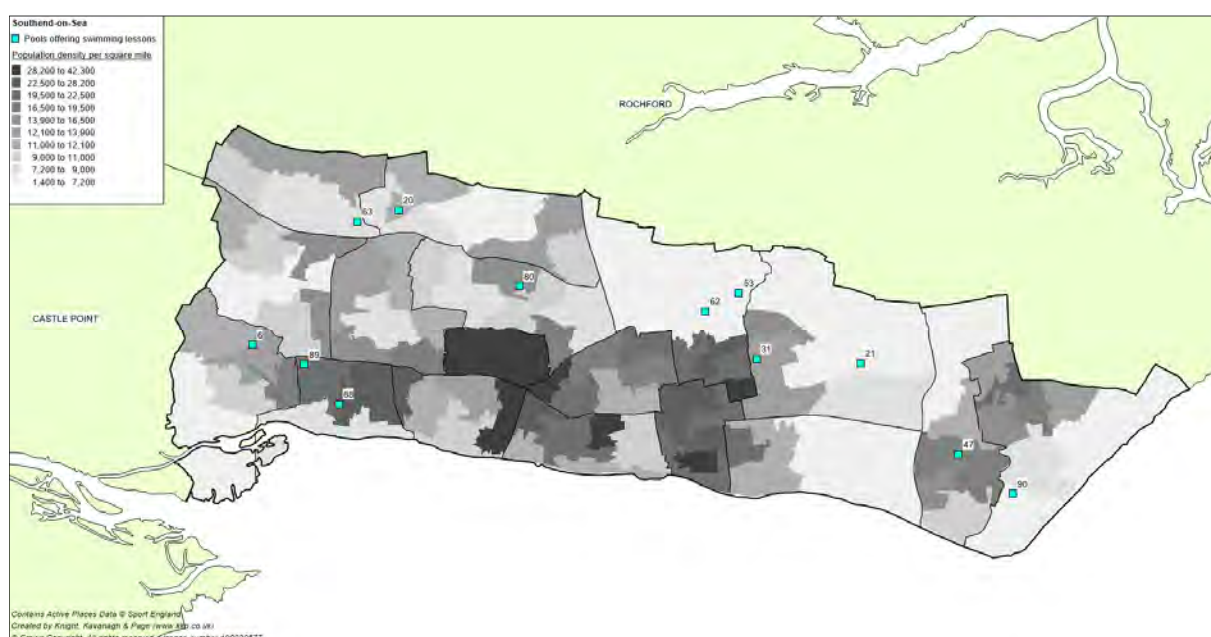
Table 5.3: Community available swimming pool on IMD with 1-mile radial MYE 2015

IMD 2015 10% bands	Southend-on-Sea		Pools with community use. Catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	22,480	12.9%	6,306	3.6%	16,174	9.3%
10.1 - 20	22,509	12.9%	2,216	1.3%	20,293	11.6%
20.1 - 30	22,527	12.9%	5,943	3.4%	16,584	9.5%
30.1 - 40	23,916	13.7%	8,069	4.6%	15,847	9.1%
40.1 - 50	11,421	6.5%	2,294	1.3%	9,127	5.2%
50.1 - 60	16,581	9.5%	2,901	1.7%	13,680	7.8%
60.1 - 70	14,927	8.5%	5,601	3.2%	9,326	5.3%
70.1 - 80	11,076	6.3%	1,682	1.0%	9,394	5.4%
80.1 - 90	17,385	9.9%	5,445	3.1%	11,940	6.8%
90.1 - 100	12,016	6.9%	5,382	3.1%	6,634	3.8%
<b>Total</b>	<b>174,838</b>	<b>100.0%</b>	<b>45,839</b>	<b>26.2%</b>	<b>128,999</b>	<b>73.8%</b>

## Swimming lessons

A number of schools and private operators offer learn to swim programmes which are open to the wider public without the need for memberships (see Table and Figure 5.4). It is recognised that some of these pools are not of requisite size for audit purposes but their swimming programme is such that it has a positive impact upon the community. It is, once again, evident that the area of highest population density (Southend Central Area) does not have a swimming pool. Its closest facility is to the north of the town, Earls Hall Primary School.

Figure 5.4: Southend Swimming Pools with Learn to swim programmes



## SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Table 5.4 identifies swimming pools which offer learn to swim programmes, the age of them and, where applicable, the year in which they were most recently refurbished.

Table 5.4: Age of pools in Southend

Site name	Year built	Refurbishment	Age since opened / refurbishment (Years)
Belfairs Swim Centre	1985	2015	3
DW Sports Fitness	2002		16
Hamstel Junior School	1945	2009	9
Shoeburyness Leisure Centre	1967	2012	6
Southend Leisure & Tennis Centre	2010		8
The Eastwood Academy	1985	2010	8
Earls Hall Primary School	unknown*	unknown	unknown
Blenheim Primary School & Children's Centre	unknown	unknown	unknown
David Lloyd Club (Southend)	2005	2016	2
St Christopher's School Academy	unknown	unknown	unknown
Leigh North Street	2004		14
West Leigh Swim School	Unknown	unknown	unknown
Hinguar Primary School	2012		6
Temple Sutton Primary	Unknown	unknown	unknown

(\*The school is reported to have been built in 1938)

The oldest pool is Hamstel Junior School pool (opened; 1945). The newest is Hinguar Primary School (opened 2012). David Lloyd Club has had the most recent refurbishment in 2016.

### Accessibility

As identified above we consider a 20 walk time for Southend. This enables analysis of the adequacy of coverage and helps to identify areas currently not serviced by existing provision.

Figure 5.5 and Table 5.5 (overleaf) highlight that:

- Over four fifths (85.5%) of the population lives within a mile of a swimming pool which offers swimming lesson or is community available.
- Just under four in ten (38.7%) of the Borough's population live in the most deprived areas, compared with c.30% nationally, which equates to 67,516 people.
- Of the most deprived communities, almost a third of residents 29.2% (51,094 people) live within a mile of a community available swimming pool.

# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure 5.5: One mile radial catchments of swimming pools which offer swim lessons

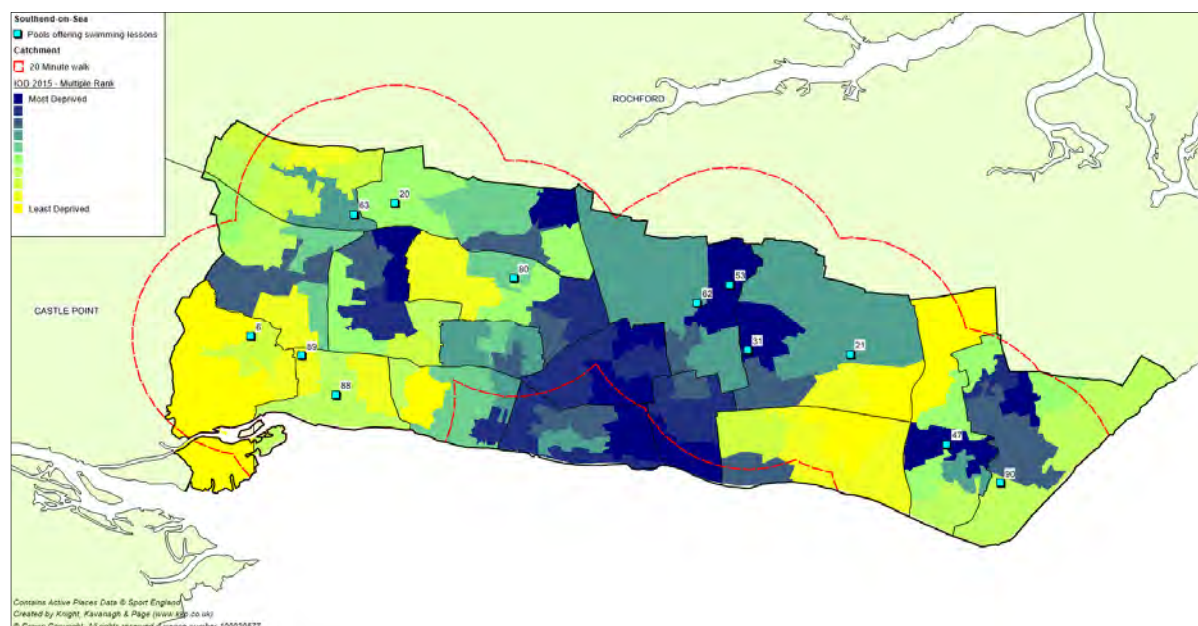


Table 5.5 Radial catchment of swimming pools using 20 minute walk on IMD

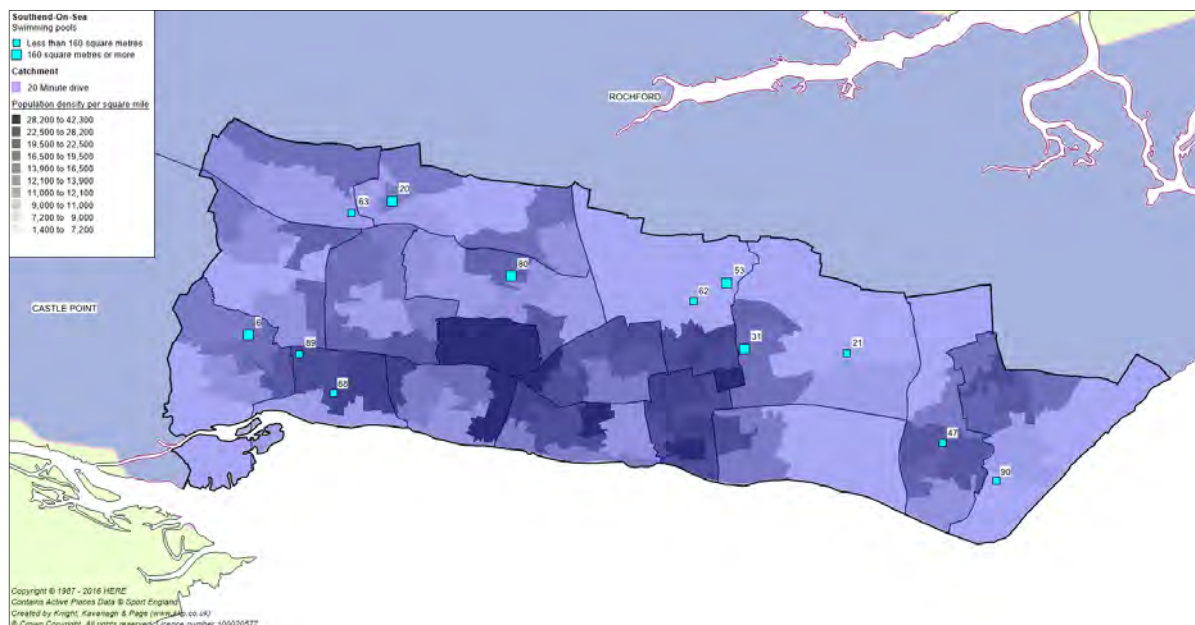
IMD 2015 10% bands	Southend-on-Sea		Pools with community use. Catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	22,480	12.9%	17,430	10.0%	5,050	2.9%
10.1 - 20	22,509	12.9%	15,966	9.1%	6,543	3.7%
20.1 - 30	22,527	12.9%	17,698	10.1%	4,829	2.8%
30.1 - 40	23,916	13.7%	21,334	12.2%	2,582	1.5%
40.1 - 50	11,421	6.5%	9,875	5.6%	1,546	0.9%
50.1 - 60	16,581	9.5%	15,631	8.9%	950	0.5%
60.1 - 70	14,927	8.5%	13,013	7.4%	1,914	1.1%
70.1 - 80	11,076	6.3%	10,320	5.9%	756	0.4%
80.1 - 90	17,385	9.9%	17,040	9.7%	345	0.2%
90.1 - 100	12,016	6.9%	11,195	6.4%	821	0.5%
<b>Total</b>	<b>174,838</b>	<b>100.0%</b>	<b>149,502</b>	<b>85.5%</b>	<b>25,336</b>	<b>14.5%</b>

All Southend residents reside within 20 minutes' drive of a swimming pool that offers pay and play +/- Learn to Swim programmes as identified in Figure 5.6

The importance of private and/or school swimming pools cannot be underestimated with regard to ensuring that different market segments access water. The inclusion of the smaller pools improves access within 1 mile for an additional 103,663 people.

# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

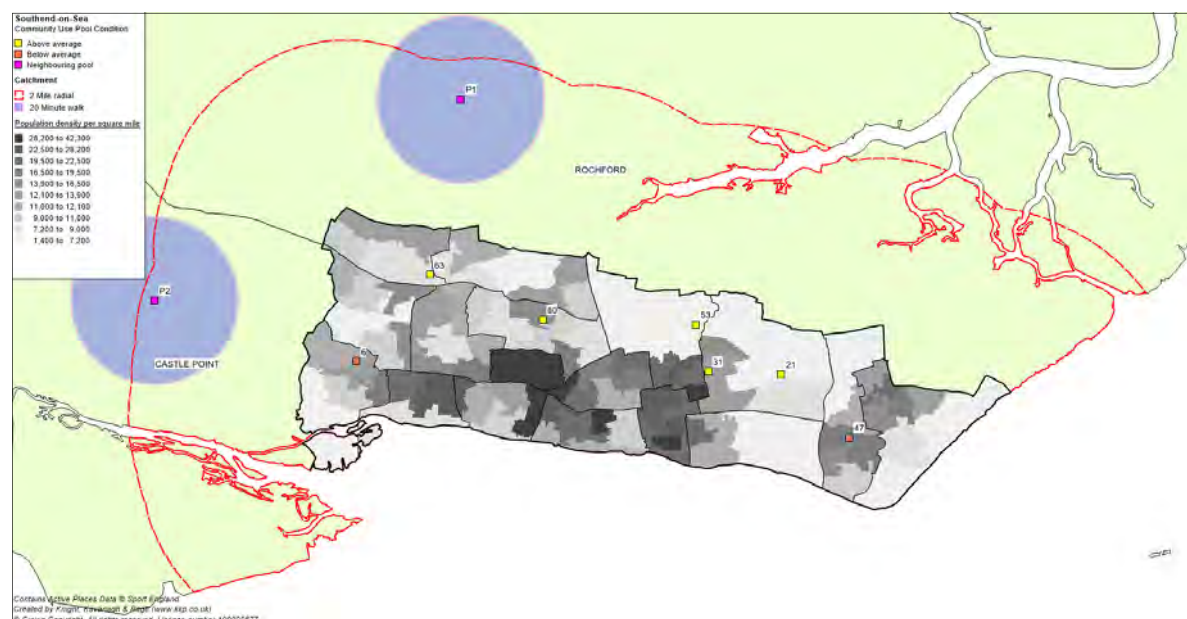
Figure 5.6: Community swimming pools with 20 minutes' drive time (shaded in light blue)



## Facilities in neighbouring local authorities

Accessibility is also influenced by facilities within easy reach of the Borough. Figure 5.7 and Table 5.6 indicate the pools available for community use to be found within two miles of the local authority boundary. This two mile border is indicative of how far people might be likely to travel and serves as an example only. Those located one mile or less from the Borough boundary are considered to be accessible within 20 minutes' walk time of the SBC residents within that catchment.

Figure 5.7: Pools with pay and play located within a two mile boundary of Southend





## SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

The two swimming pools within a two mile catchment of Southend are Clements Hall in Rochford and Runnymede Leisure Centre in Castle Point. Both offer pay and play access.

Table 5.6: Community available swimming pools within a 2 mile catchment Southend

ID	Active Places site name	Size	Access type	Local authority
P1	Clements Hall Leisure Centre	8 x 25m	Pay and Play	Rochford
P2	Runnymede Leisure Centre	6 x 25m	Pay and Play	Castle Point

### 5.2: Sport England Facilities Planning Model (FPM)

The FPM report considers community available operational swimming pools.

The FPM findings regarding supply are:

- ✦ Southend has 10 pools on five sites with a mix of main and learner pools.
- ✦ There are three 25m pools in the Southend Borough.
- ✦ The ages of pools vary greatly.
- ✦ Although sites have had refurbishment, four are over 30 years old.
- ✦ The offer is relatively well distributed across the area.
- ✦ A significant proportion of SBC residents live within the catchment of pools located in neighbouring local authority areas.
- ✦ The total amount of water space available is 1,844m<sup>2</sup> but when adjusted to take account of availability in the peak period this reduces to 1,448m<sup>2</sup>. This provides a figure of 10m<sup>2</sup> water space per 1,000 residents. This is lower than neighbours such as Basildon (15m<sup>2</sup>) and Castle Point (14m<sup>2</sup>), only Thurrock has a similar score (10m<sup>2</sup>). It is also below the national average of 12m<sup>2</sup>.

### 5.3: Demand

Table 5.7 below indicates that used capacity of pools in Southend is currently 78.6%. This is above the Sport England 70% comfort factor (where quality of experience is impacted) and the national average (64.9%). It is also high in comparison to areas such as Basildon (66.7%), Castle Point (71.2%), Chelmsford (59%) and Maldon (55%). This suggests that there is insufficient capacity to meet increase population/housing growth and/or programme growth.

Table 5.7: Demand findings from the FPM for Southend

FPM element	FPM 2017
Total demand	11,657 vpwpp*
Satisfied demand	91.6%
Satisfied demand retained within Southend	78.3%
Levels of unmet demand	8.4%
Unmet demand of residents due to living outside catchment of a swimming pool	100%
Used capacity	78.6%
Imported use	15.3%

(\*visits per week in the peak period)

## SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

---

The FPM reports that 26.3% of the population in Southend do not have access to a car. With 75% of current visits made by car it highlights the reliance on personal transport to be active.

FPM Supply demand analysis:

- ◀ Current demand in the peak period equates to 1,935m<sup>2</sup> with an available supply of just 1,448m<sup>2</sup>. This is over one third of the current supply and equates to the equivalent of 9.3 lanes.
- ◀ Three quarters of this demand is met by those who travel by car. This is significantly lower than neighbouring authorities and reflects the tighter urban nature of Southend. It also indicates the strong reliance on personal transport to access swimming opportunity. This is a significant factor when the relatively low levels of car ownership in Southend are factored in.
- ◀ Cross border planning is required as one in five swims in peak period are met in pool facilities located outside of Southend (in neighbouring local authorities).
- ◀ Of the demand that is not met, all is the result of residents being outside the catchment of an existing facility and 94.3% is as a result of not having access to personal transport. This indicates the impact that not having access to personal transport can have on an individual's ability to participate.
- ◀ Based on a supply and demand analysis solely taking in to account Southend's population and supply there is a current undersupply of 487m<sup>2</sup> of water space. This equates to over 9 lanes of a 25m pool. This undersupply is spread across the borough with the highest level of under-supply sit in Southend Central Area. The population in this area creates a higher level of demand than supply can meet.

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

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

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

It considers all usable swimming pools in South Essex to be important for the sport and focuses on providing adequate water space for the relevant population. Local authority pools are of particular importance to Swim England given their ability to support its key objectives to increase participation and support the talent base (club usage). It should be noted that no capital funding is available from the NGB, 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.

Swim England highlights the two key facilities within South Essex; Basildon Sporting Village and Southend Leisure and Tennis Centre. Basildon is a regional centre for swimming and Southend is a regional and elite centre for diving. Although the region has two regional facilities, a number of other sites are of concern due to their age. These are predominantly

## SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

---

located on education sites and, without commitment to maintain or replace existing pools, there could be a major reduction in water-space availability.

The NGB notes the regional variation in water supply. Generally, there is a water deficit in the east of the area covered by the four South Essex authorities, although in the west there is a surplus. Swim England also supports clubs with coaching and pool time. It identifies key challenges as club workforce development, ensuring that pool operators keep hire charges at reasonable levels and that they offer clubs some peak time slots to allow them to develop.

### *Club consultation*

The *Borough of Southend Swimming Club (BOSS)* is a competitive swimming club based in the Borough. It currently offers up to 12 hours of coaching and training over seven sessions, most at Southend Leisure and Tennis Centre. Additional training sessions are offered at Belfairs Swim Centre and the BOSS swimming development centre (swimming lessons) is delivered at Earls Hall School. It has four squads:

- ◀ Youth squad – swimmers at county finalist standard or multi event qualifier at County level. They commit to at least five of the seven sessions on offer and are working towards or achieved regional qualifying time in one or more events.
- ◀ Age group squad - working towards or already achieved County qualifying time, they need to be working towards or already achieved regional qualifying time in one or more event and commit to at least five of the seven sessions on offer. The swimmer should be competing at Level 2 and Level 3 events throughout the season.
- ◀ Development squad – working towards Stage 10 outcomes, training for 9 hours per week over 4/5 sessions per week.
- ◀ Splash squad – working towards Stage 8/9 Outcomes, committed to 2/3 sessions 3.5 hours per week and able to swim 400m on one stroke.

All squads except Splash are also expected to attend land training.

BOSS is a competition club; one of smaller ones in Essex. In effect, it manages membership relative to the competitive (and thus training) demand being placed on existing swimmers. The focus is on development of swimmers not the size of the Club.

*Southend on Sea – Swimming Club* has three squads and an Academy section which delivers swimming lessons. The three are competition, development and rookie squads.

The competition squad trains for 12 hours per week. All county standard or better swimmers train over seven sessions per week. Development squad members (level 7-10 of the National Teaching Plan) are multi stroke. Swimmers operate in ability groups and are assessed monthly. The development squad has four sessions per week. The rookie squad is based on age (9 years+) and swimmers are of county ability. The sessions concentrate on aerobic development and training cycles. Training consists of four sessions per week.

Southend on Sea Academy is the section of Southend-on-Sea Swimming Club that delivers swimming lessons. These are held at Southend Leisure & Tennis Centre and Belfairs Swim Centre. Academy swimmers complete one or two sessions per week.

*Southend Diving Club (SDC)* is based at Southend Leisure & Tennis Centre and is the regional and elite training centre for diving. Facilities include a diving pool and a dry dive facility. It offers both a recreational programme - for approximately 400 people and

# SOUTHEND-ON-SEA BOROUGH COUNCIL

## INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

competitive programme - for approximately 75 members. It has five contracted and 13 casual coaches to deliver its programme. Each squad spends 50% of the training time in the diving pool and 50% in the dry dive facility.

It reports facing challenges working with the operator. It would like more diving pool time for performance athletes while the operator wants more diving pool time for swimming lessons. The Club reports that all swimming lessons take place in diving pool (none in the main pool) which causes tensions between the club and operator due to competing demands for water space during peak times.

Table 5.8: Likely target audiences for swimming using SE Market segmentation 2017

Swimming
<ul style="list-style-type: none"> <li>◀ 13.8% (17,402) of people currently swim and a further 13.6% (17,145) indicate that they would like to, giving an overall total of 27.5% (34,548).</li> <li>◀ 25.3% of Alison's* swim, the largest proportion of any group swimming, closely followed by the Chloe* segment at 24.1%.</li> <li>◀ Groups with the largest proportion of the local population swimming are Tim* (9.1%) and Elaine* (8.9%).</li> <li>◀ Groups with the most people who would like to swim are Elaine* (9.3%) and Jackie* (9.3%).</li> <li>◀ The main group to target, for additional swimmers due to size and interest is, therefore Jackie*.</li> </ul>

\*Market segmentation descriptions can be found in Appendix 3

Market segmentation suggests latent demand of 17,145 people (13.6%) that would like to swim. It is the most popular sport in the Borough and has the most potential for growth.

### 5.4: Supply and demand analysis

- ◀ The audit confirms FPM findings of an under-supply of water space in the authority.
- ◀ Southend swimming pools are operating above the recommended used capacity benchmark set by Sport England and demand exceeds supply.
- ◀ Swimming is the most popular activity in Southend and has potential for growth.

### 5.5: Sport England's Facilities Calculator (SFC)

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

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

Table 5.9: SFC applied to Southend

	Population 2016	Population estimate 2037
ONS projections	179,799	211,290
Population increase	-	31,491
Facilities to meet additional demand	-	6.3 lanes (1.58 pools)
Cost	-	£5,855,831

# SOUTHEND-ON-SEA BOROUGH COUNCIL

## INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

---

This assumes that current stock remains available for community use and quality remains the same. The projected increase in population will create additional demand for 6.3 lanes or 1.58 pools; estimated to cost £5.8m. Based on the FPM utilisation data and local consultation, increased demand cannot be accommodated within current facilities.

### 5.6: Summary of key facts and issues

#### **Quantity**

- ◀ There are 22 pools at 15 sites in Southend.
- ◀ There are three 25m pools in the Borough.
- ◀ The FPM reports an undersupply equivalent to 9.3 25m pool lanes.

#### **Quality**

- ◀ Most swimming pools are rated above average quality.
- ◀ Shoeburyness Leisure Centre is rated below average.

#### **Accessibility**

- ◀ One third of SBC residents live within one mile of a publicly available 25m swimming pool.
- ◀ 85% of Southend residents live within one mile of a broadly publicly available swimming pool of more varied dimensions
- ◀ This identifies the importance of the additional pool space used by clubs and swim schools.
- ◀ All residents of Southend live within 20 minutes' drive of a swimming pool.
- ◀ Clements Hall and Runnymede leisure centres are located within 2 miles of the SBC boundary.

#### **Availability**

- ◀ Used capacity of swimming pools in Southend is 78%, above the Sport England benchmark of 70%.

#### **Other**

- ◀ There is a strong community offer with regard to swimming lessons.
- ◀ Southend Leisure & Tennis Centre is the regional diving facility (wet and dry training facilities).
- ◀ Market segmentation suggests latent demand for swimming of 17,145 people (13.6%)

# SOUTHEND-ON-SEA BOROUGH COUNCIL

## INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

---

### SECTION 6: HEALTH AND FITNESS SUITES

For the purposes of assessment health and fitness suites are normally defined as 20 stations or more. A station is a piece of static fitness equipment; larger health and fitness centres with more stations are generally able to make a more attractive offer to both members and casual users.

They can provide a valuable way to assist people of all ages, ethnicities and abilities to introduce physical exercise into their daily lives with the obvious concomitant benefits to health, fitness and wellbeing.

The current state of the UK fitness industry is complex with a variety of providers including the private sector (ranging from low cost operators to the high end market), trusts, schools and local authority operators. The UK private fitness market has continued to grow steadily over the last 12 months with an estimated increase of 5.1% in the number of members, 4.6% in the number of facilities and 6.3% in market value.

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

According to the State of the UK Fitness Industry Report (2016) there are now 6,728 fitness facilities in the UK, up from 6,435 in 2015. Total industry membership is up 5.1% to £9.7 million; this equates to one in seven people in the UK being a member of a gym. The influential low cost market with its large membership numbers, online joining, 24/7 opening hours and low price points continues to expand rapidly and drive growth in the industry.

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

A total of 272 new public and private fitness facilities opened in the last 12 months in the UK, up from 224 in 2016. The low cost market has continued to be the main driving force behind the private sector growth over the last 12 months. There are now over 500 low cost clubs which account for 15% of the market value and is 35% of membership in the private sector. The UK's leading operators, in both public and private sectors (by number of clubs and members) are Pure Gym and GLL, with 176 and 167 gyms, respectively.

#### 6.1: Supply

##### *Quantity*

There are 26 health and fitness suites in Southend; a total of 1,547 stations. Some sites place restrictions with regard to membership/registration fees or are not available to the public on a pay and play basis. Figure 6.1 overleaf illustrates that areas of higher population density, within the Borough, are serviced by a number of health and fitness facilities. Conversely, there are fewer in the east, north east and north west of the authority area.

Fitness facilities containing fewer than 20 stations are generally not considered for the purpose of this report although they can be available and service small sections of the community, where this is the case, they are included. This reduces the number of available health and fitness suites available in the Borough to 20 sites. Southchurch High School and

# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Southend High and Westcliff High Schools for Boys do not allow any community use; they are, on this basis, not currently available.

Figure 6.1: All health and fitness facilities in Southend

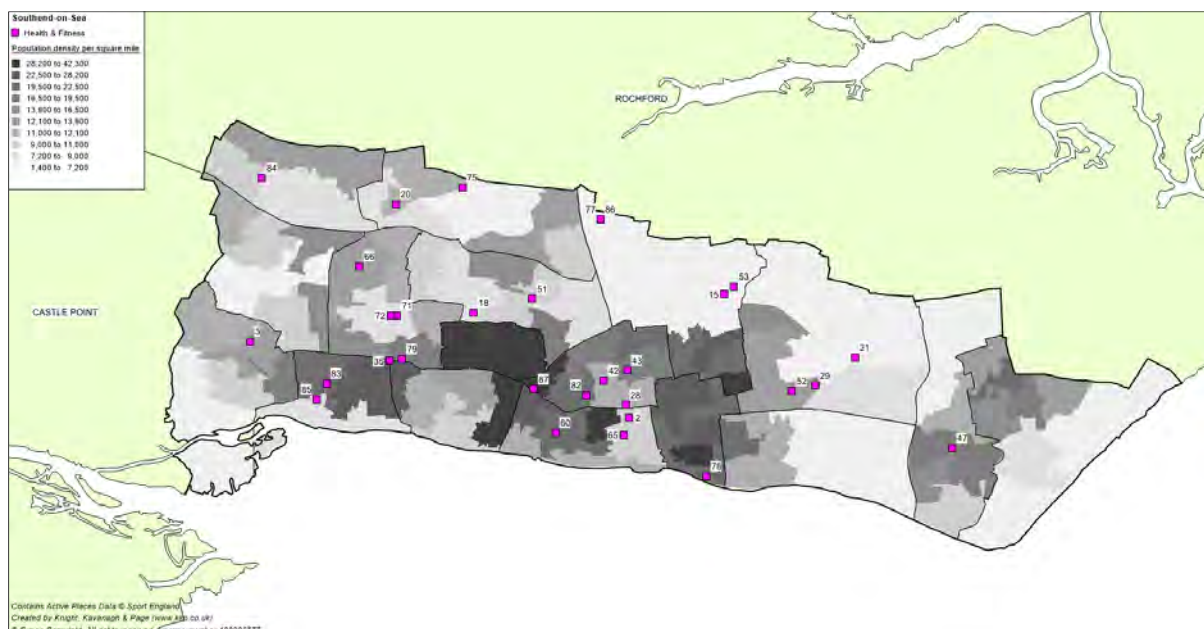


Table 6.1: A list of all health and fitness provision in Southend

ID	Site name	Stations	ID	Site name	Stations
2	Anytime Fitness	200	53	Southend Leisure/Tennis Centre	150
3	Belfairs Academy	17	60	St. Bernard's High School	13
15	Cecil Jones Academy	15	65	The Locker Room	20
18	Chase Sports/Fitness Centre	21	66	The St Christopher's School Academy	7
20	David Lloyd Club	77	71	Westcliff High School for Boys	28
21	DW Sports Fitness (Thorpe Bay)	180	72	Westcliff High School for Girls	15
28	Welcome Gym	250	75	LBM	35
29	Southchurch High School	24	77	Force Fitness	50
35	Leigh Fitness Centre	21	78	Ultimate Results	25
42	Simply Gym	76	79	Evolution Gym	50
43	SAS Gym	60	82	Platinum PT	30
47	Shoeburyness LC	30	83	The Fitness Lodge	15
51	Southend High School for Boys	22	86	Formidable Fitness	30
52	Southend High School for Girls	16	87	Stack House Gym	45

## Quality

Southend has 18 health and fitness suites with 20+ stations with 1,350 stations available to the community. Access was gained to all the sites which enabled non-technical quality assessments to take place at all sites with 20+ stations.

# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Four sites are rated as good and five are rated as above average, six below average and no facilities are rated as poor. This is shown in Figure 6.2 and tables 6.2 and 6.3.

Figure 6.2 Quality of health and fitness facilities on population density

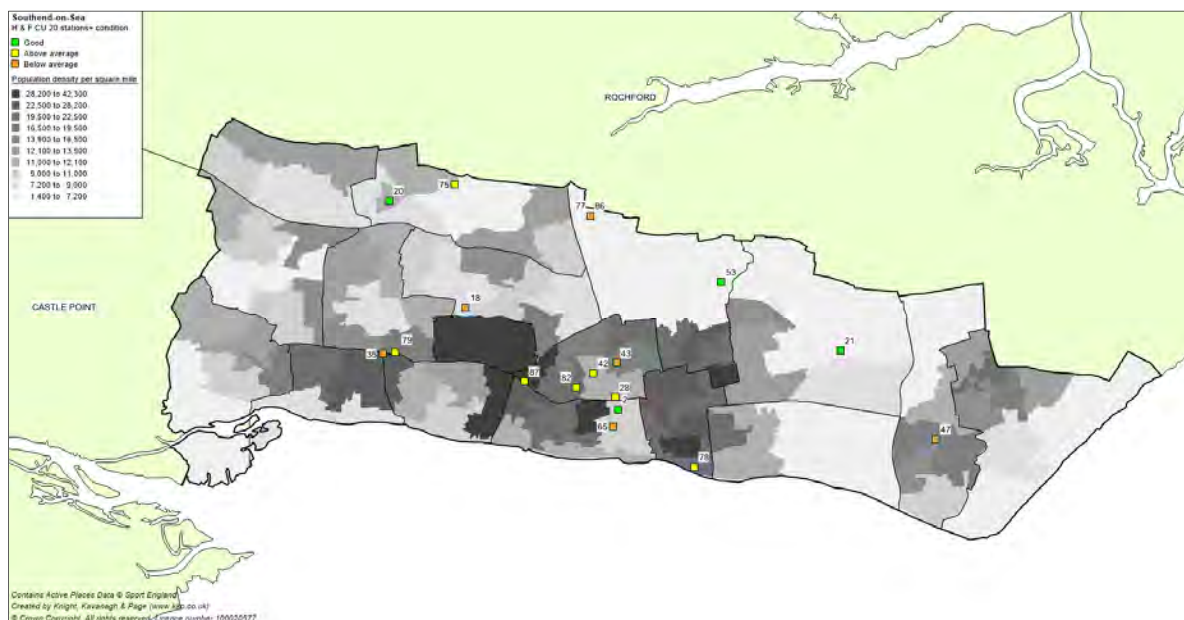


Table 6.2: Access policy of health and fitness facilities in Southend policy

ID	Site Name	Stations	Condition	Access policy
2	Anytime Fitness	200	Good	Registered membership
18	Chase Sports & Fitness Centre	21	Below average	Pay & play
20	David Lloyd Club	77	Good	Registered membership
21	DW Sports Fitness (Thorpe Bay)	180	Good	Registered membership
28	Welcome Gym	250	Above average	Registered membership
35	Leigh Fitness Centre	21	Below average	Pay & play
42	Simply Gym	76	Above average	Registered membership
43	SAS Gym	60	Below average	Registered membership
47	Shoeburyness Leisure Centre	30	Below average	Pay & play
53	Southend Leisure & Tennis Centre	150	Good	Pay & play
65	The Locker Room	20	Below average	Pay & play
75	LBM	35	Above average	Pay & play
77	Force Fitness	50	Below average	Pay & play
78	Ultimate Results	25	Above average	Registered membership
79	Evolution Gym	50	Above average	Pay & play
82	Platinum PT	30	Above average	Registered membership
86	Formidable Fitness	30	Below average	Registered membership
87	Stack House Gym	45	Above average	Registered membership



# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

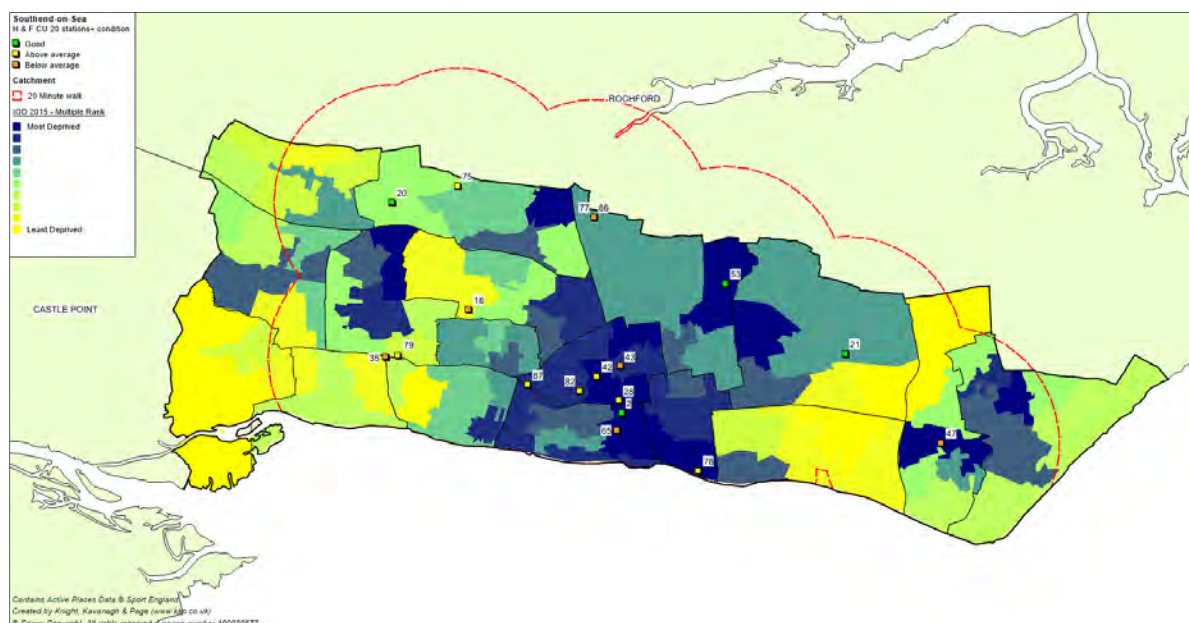
Table 6.3 Quality rating of health and fitness suites in Southend

Quality rating of assessed health and fitness suites				
Good	Above average	Below average	Poor	Not assessed
4	7	1	0	0

## Accessibility

The Sport England classification of access type defines registered membership use facilities as being publicly available. For health and fitness suites, this generally means a monthly membership fee. Private operators do not have a contractual obligation to, for example, offer exercise referral nor do they necessarily actively target hard to reach groups. It is also acknowledged that some memberships although considered expensive offer access to different market segments and that this may ease pressure on the more available facilities. Appropriate walk and drive-time accessibility standards are applied to health and fitness suites to determine provision deficiencies or surpluses. This is normally a 20-minute walk time (one mile radial catchment) in urban areas and a 20 minute drive time for rural areas.

Figure 6.3: Community available health & fitness suites with 1-mile radial catchment on IMD



39% of the SBC population (67,512 people) live in areas of higher deprivation (compared with the national average of 30%). Of these, nearly all (66,345) live within one mile of a health and fitness facility. Those living outside of the one mile catchment (c.1,150) are more likely to have to use public transport, a car or cycle to facilities in order to use them.

All residents of the borough live within 20 minutes' drive of a health and fitness facility. Further details can be found in Appendix 4.

## SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Table 6.4. Community available health and fitness suites set against IMD

IMD 2015 10% bands	Southend-on-Sea		Health & Fitness with community use (min 20 stations) catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	22,480	12.9%	22,472	12.9%	8	0.0%
10.1 - 20	22,509	12.9%	22,487	12.9%	22	0.0%
20.1 - 30	22,527	12.9%	21,386	12.2%	1,141	0.7%
30.1 - 40	23,916	13.7%	23,886	13.7%	30	0.0%
40.1 - 50	11,421	6.5%	11,357	6.5%	64	0.0%
50.1 - 60	16,581	9.5%	14,350	8.2%	2,231	1.3%
60.1 - 70	14,927	8.5%	10,166	5.8%	4,761	2.7%
70.1 - 80	11,076	6.3%	7,694	4.4%	3,382	1.9%
80.1 - 90	17,385	9.9%	16,394	9.4%	991	0.6%
90.1 - 100	12,016	6.9%	5,762	3.3%	6,254	3.6%
<b>Total</b>	<b>174,838</b>	<b>100.0%</b>	<b>155,954</b>	<b>89.2%</b>	<b>18,884</b>	<b>10.8%</b>

### Availability

The Sport England classification of access type defines registered membership use facilities as being publicly available. For health and fitness suites, this generally means a monthly membership fee which can vary considerably in cost. It is acknowledged that even some of the memberships which might be considered expensive do offer access to different market segments, suggesting that they ease pressure on the more accessible facilities. A breakdown of membership choices at the time of audit (November 2017) is illustrated below.

Table 6.5: Payment types for health and fitness facilities in Southend

Site name	Pay & play	Monthly	GP Referrals
Anytime Fitness		£35	
Chase Sports & Fitness Centre	£6.55	£43	Yes
David Lloyd Club		£115	
DW Sports Fitness (Thorpe Bay)		£35	
Welcome Gym	£8	£19.99	
Leigh Fitness Centre	£5	£30	
Simply Gym		£15.99	
SAS Gym	£5	£18	
Shoeburyness Leisure Centre	£6.55	£43	Yes
Southend Leisure & Tennis Centre	£6.55	£43	Yes
The Locker Room	£7	£40	
Evolution Gym	£5	£35	
LBM	£6	£35	Yes
Force Fitness	£2.99	£19.95	
Ultimate Results		£25	

# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Monthly membership costs vary considerably. The cheapest at the time of audit is £15.99 (peak) and £9.99 (off peak) at Simply Gym and the most expensive is David Lloyd at £115.00 per month.

## Neighbouring authorities

Figure 6.5 illustrates the number of health and fitness facilities located within two miles of the Borough boundary. This is indicative of how far people might be likely to travel and serves as an example only.

Nine facilities are located within a two mile radius of the SBC boundary; the majority located to the north of the Authority. Three of these have in excess of 150 stations, which is a significant size and are, thus, likely to serve the Southend area to some degree due to their proximity.

Figure 6.5: Neighbouring health and fitness suites within 2 miles of Southend

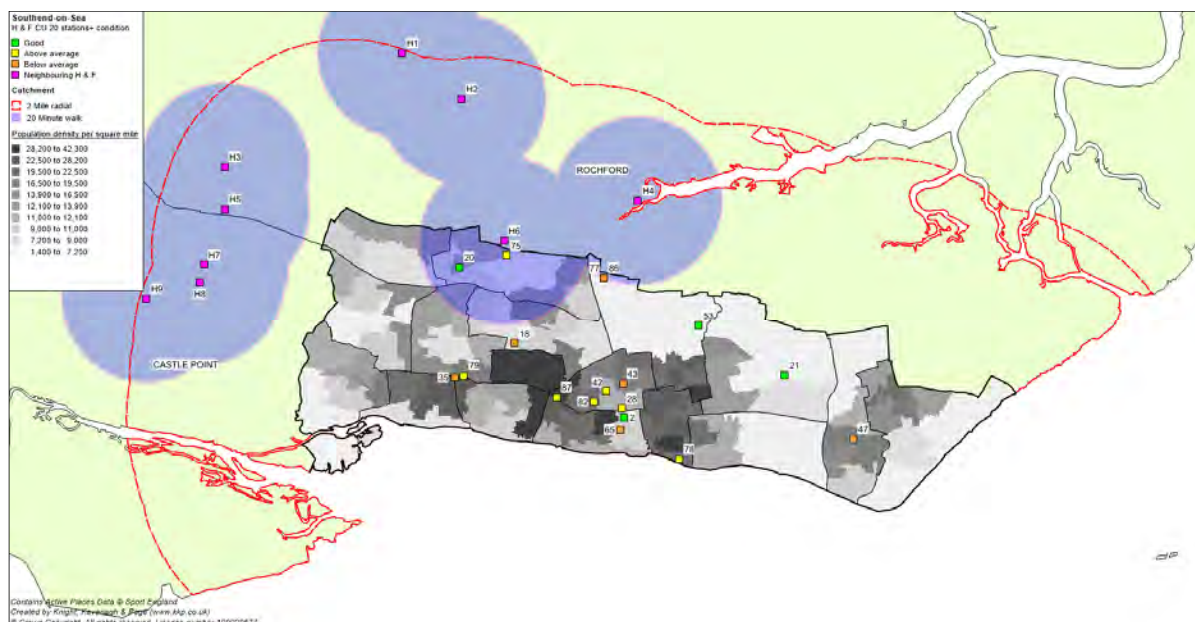


Table 6.6: Health and fitness suites within 2 miles of Southend local authority

ID	Active Places Site Name	Stations	Access Type	Authority
H1	Hockley Gym	60	Registered Membership	Rochford
H2	Clements Hall Leisure Centre	120	Pay and Play	Rochford
H3	Titans Health & Fitness	23	Registered Membership	Rochford
H4	Xercise4Less (Southend)	400	Registered Membership	Rochford
H5	Stack House Gym	50	Registered Membership	Rochford
H6	Athenaeum Club Ltd	44	Registered Membership	Rochford
H7	Deanes School Sports Centre	25	Pay and Play	Castle Point
H8	Virgin Active Club (Thundersley)	320	Registered Membership	Castle Point
H9	Seevic College	24	Registered Membership	Castle Point

# SOUTHEND-ON-SEA BOROUGH COUNCIL

## INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

### **Future developments**

There are no known plans for additional health and fitness gym developments in the area at the time of audit.

### **6.2: Demand**

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

*Table 6.7: UK penetration rates; health/fitness in Southend*

	<b>Current (2016)</b>	<b>Future (2037)</b>
Adult population (16 years+)	145,138	172,853
UK penetration rate	15%	17%
Number of potential members (16yrs+)	21,771	29,385
Number of visits per week (1.75/member)	38,099	51,424
% 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%)	635	857
<b>Number of stations with comfort factor</b>	<b>952</b>	<b>1,285</b>

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

According to UK penetration rates there is a current need for 952 stations across Southend. This is expected to increase by 333 stations in 2037. This takes account of a comfort factor (particularly at peak times).

When comparing the number of community available stations currently available (1,350) and accounting for the comfort factor, the market appears to have a supply demand balance of 398 stations in 2016 and 65 stations in 2037 to service the adult population. This is based on the assumption that the supply remains the same.

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

# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

## Future demand

Table 6.8: Health & fitness with likely target audiences in Southend 2017 using SE data

Keep fit and gym
<ul style="list-style-type: none"> <li>◀ 17.3% (21,770) of people currently take part in keep fit and gym and a further 7.0% (8,818) indicate that they would like to, giving an overall total of 24.3% (30,589).</li> <li>◀ 28.2% of Chloe's* take part in keep fit and gym, the largest proportion of any group taking part, closely followed by the Alison* segment at 27.3%</li> <li>◀ Groups with the largest segment of the local population taking part are Tim* (9.5%) and Elaine* (8.4%).</li> <li>◀ Groups with the most people who would like to take part are Jackie* (10.1%) and Helena* (9.7%).</li> <li>◀ The main group to target, for additional participants due to size and interest is, therefore Jackie*.</li> </ul>

\*Market segmentation descriptions can be found in Appendix 3

Market segmentation suggests a latent demand of 8,818 people (7%) that would like to participate in keep fit and gym activities in the Borough.

## 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 from them helps to offset the cost/underpin the viability of other aspects of leisure provision, especially swimming. The challenge, for Southend, is to provide opportunity for those located in the less populated areas of the Borough and encouraging more people from areas of higher deprivation to access them.

### 6.4: Dance studios

Dance studios are a very important element of the wider health, fitness and conditioning market. They vary in size, shape, quality of changing, access to sprung wooden floors etc.

There appears to have been an increase in the numbers of people accessing fitness classes as identified in the fitness and conditioning element of Sport England's APS. The type of activity offered also varies massively between low impact classes such as Pilates and yoga to the more active dance, step, BoxFit and Zumba.

There are 17 studios in Southend (at locations where there are other sporting facilities); four assessed as good quality, ten above average with only one (Chase Sports & Fitness Centre) below average. Two sites are unassessed as access to the sites was not available.

It is recognised that there are stand-alone studios and dance schools in the Borough, these are listed in Appendix 4.

# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure 6.6: All studios/dance facilities in Southend (with quality rating)

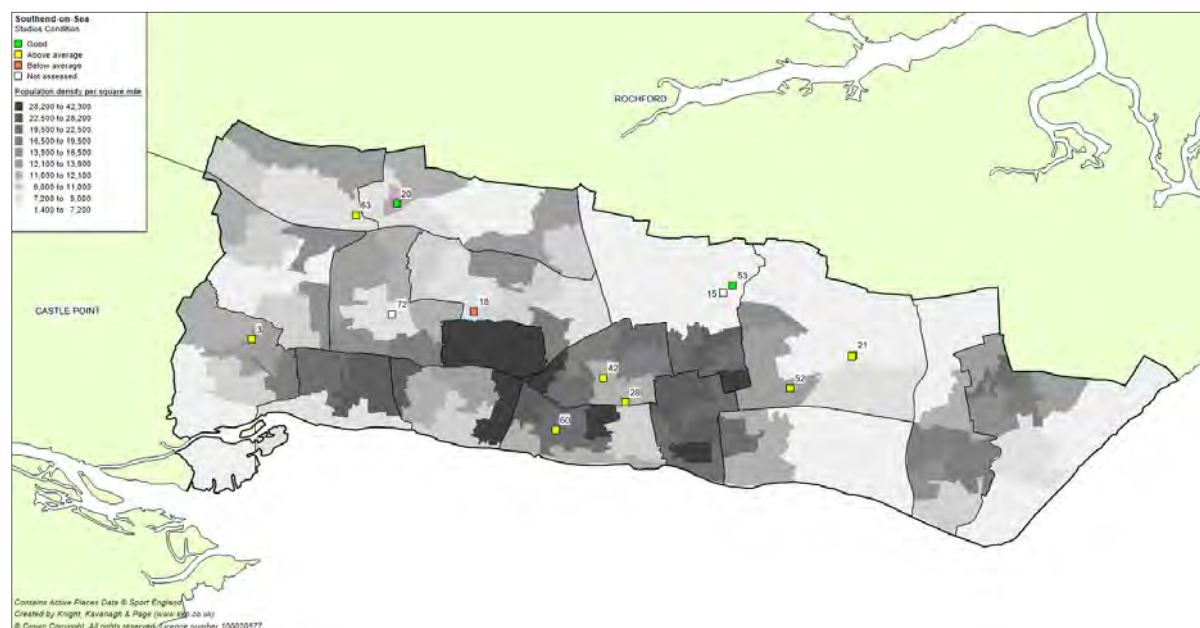


Table 6.9: Studios by condition in Southend

Map ID	Site name	Condition
3	Belfairs Academy	Above average
3	Belfairs Academy	Above average
15	Cecil Jones Academy	Not assessed
18	Chase Sports & Fitness Centre	Below average
20	David Lloyd Club	Good
20	David Lloyd Club	Good
21	DW Sports Fitness	Good
21	DW Sports Fitness	Above average
28	Fitness4less	Above average
42	Rush Fitness Southend	Above average
42	Rush Fitness Southend	Above average
52	Southend High School for Girls	Above average
53	Southend Leisure & Tennis Centre	Good
60	St. Bernards High School	Above average
72	Westcliff High School for Girls	Not assessed
63	The Eastwood Academy	Above average
63	The Eastwood Academy	Above average

# SOUTHEND-ON-SEA BOROUGH COUNCIL

## INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

---

### 6.5: Summary of key facts and issues

#### **Quantity**

- ◀ There are 26 health and fitness suites in Southend with a total of 1,547 stations.
- ◀ Southend has 18 health and fitness suites with 20+ stations, a total of 1,350 stations available to the community.
- ◀ There are 17 studios in Southend
- ◀ There is a supply demand (plus) balance of 333 stations in 2016 and a projected balance of 65 stations in 2037.

#### **Quality**

- ◀ Four facilities rated as good, five above average and six are below average quality.
- ◀ Dance studio quality is mainly good or above average.

#### **Accessibility**

- ◀ Nine health and fitness facilities are located within a two mile radius of the Southend authority boundary. Three of these have in excess of 150 stations.
- ◀ Nearly all (c.98%) of Borough residents live within one mile of a health and fitness facility

#### **Availability**

- ◀ The cheapest facility costs £9.99 (off peak) per month (Simply Gym) whilst the most expensive is David Lloyd at £115.00 per month.
- ◀ There is an estimated latent demand of 8,818 people (7%) that would like to participate in keep fit and gym activities in Southend.

# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

## SECTION 7: MEMBERSHIP INFORMATION

Membership data was provided for the four sites operated by Fusion Lifestyle (Belfairs Swim Centre, Chase Sport and Fitness Centre, Shoeburyness Leisure Centre, Southend Leisure and Tennis Centre). It covers swimming lessons and health and fitness members. 3,296 member records were provided, appertaining to active members for the preceding three months (data received 01/12/2017). Of the total, 2,772 (84.1%) had correct and valid postcodes for mapping.

Figure 7.1: Membership mapping and analysis by home centre

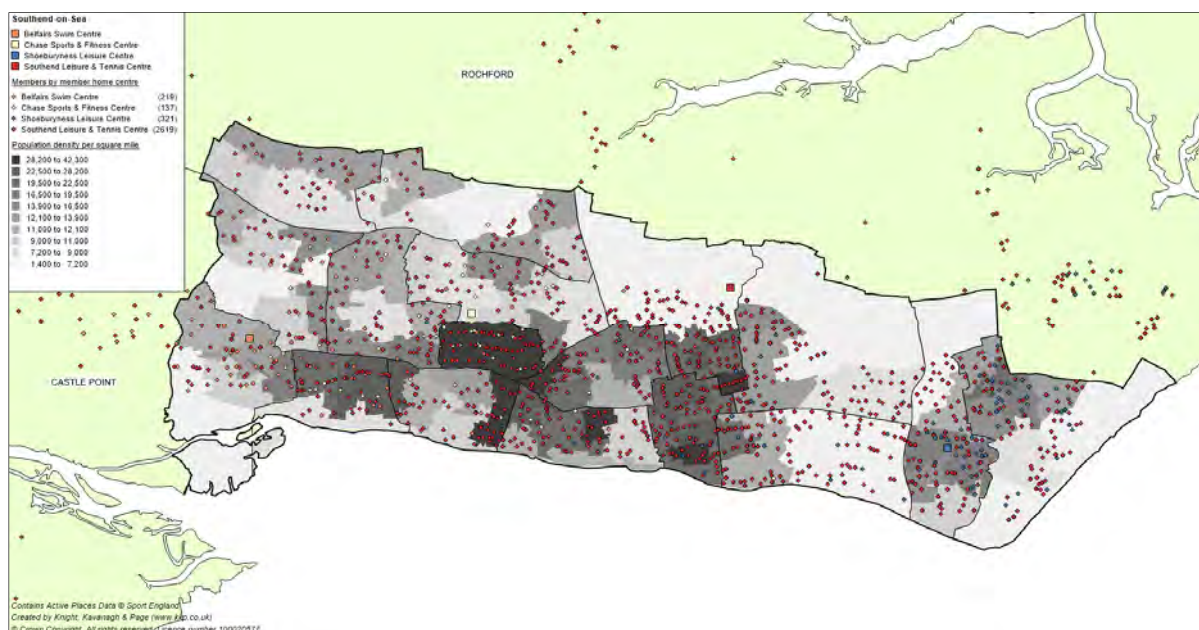


Table 7.1: Membership (numbers and percentage) within/outside Southend by 'home centre'

Leisure facility	Number	Resident of SBC	% in SBC	Non-SBC resident	% outside SBC
Belfairs Swim Centre	219	149	68.04%	70	31.96%
Chase SFC	137	100	72.99%	37	27.01%
Shoeburyness LC	321	242	75.39%	79	24.61%
Southend LTC	2,619	1,926	73.54%	693	26.46%
<b>Total</b>	<b>3,296</b>	<b>2,417</b>	<b>73.33%</b>	<b>879</b>	<b>26.67%</b>

Areas of high population density produce higher levels of members. Just under three quarters of members reside in the Borough with just over a quarter travelling from outside the Borough to use facilities in Southend.



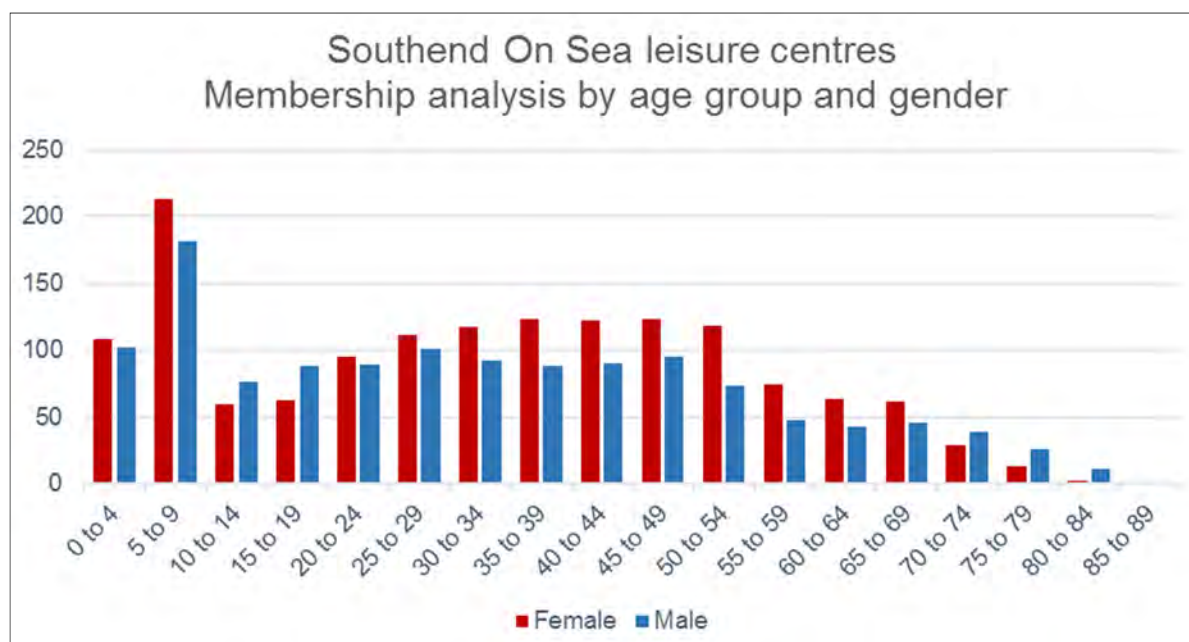
# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Table 7.2: Southend membership by centre and gender

Southend-on-Sea centre	Female		Male		Total	
	#	%	#	%	#	%
Belfairs Swim Centre	89	2.70%	130	3.94%	<b>219</b>	<b>6.64%</b>
Chase SFC	51	1.55%	86	2.61%	<b>137</b>	<b>4.16%</b>
Shoeburyness LC	163	4.95%	158	4.79%	<b>321</b>	<b>9.74%</b>
Southend LTC	1,198	36.35%	1,421	43.11%	<b>2,619</b>	<b>79.46%</b>
<b>Totals</b>	<b>1,501</b>	<b>45.54%</b>	<b>1,795</b>	<b>54.46%</b>	<b>3,296</b>	<b>100.00%</b>

Table 7.2 shows that slightly more males than females use the facilities collectively (54%:46%). Shoeburyness Leisure Centre is the only centre with more females than male members. The difference is, however, very small.

Figure 7.2: Membership by age group and gender across all Fusions centres



There are 3 females and 506 males whom have not specified their date of birth. (Please note this is inclusive of members that had incomplete postcodes therefore are not comparable to the maps which required complete postcodes for analysis).

Figure 7.2 shows that, as expected, there is a significant number of 0-9 year old leisure centre members mainly linked to swimming lessons. Apart from the ages 10-19 years and over 70 years old, there are more female members in every age category. This however excludes the 509 members whom have not supplied their date of birth.

# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure 7.3: Southend Multiple Deprivation 2015 – All members

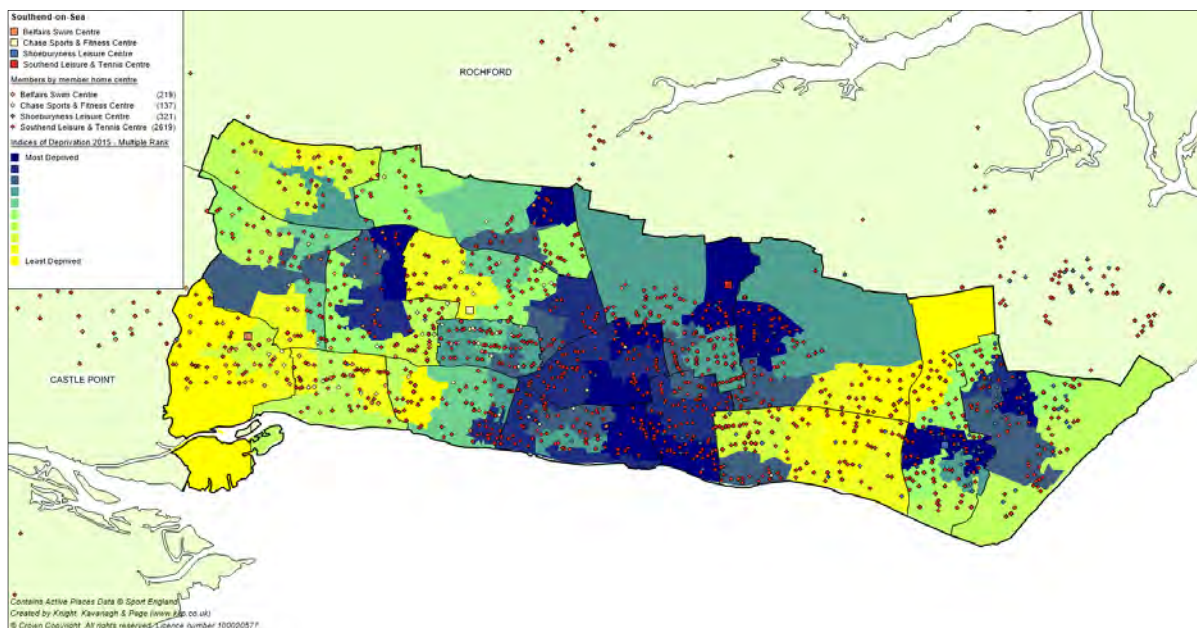
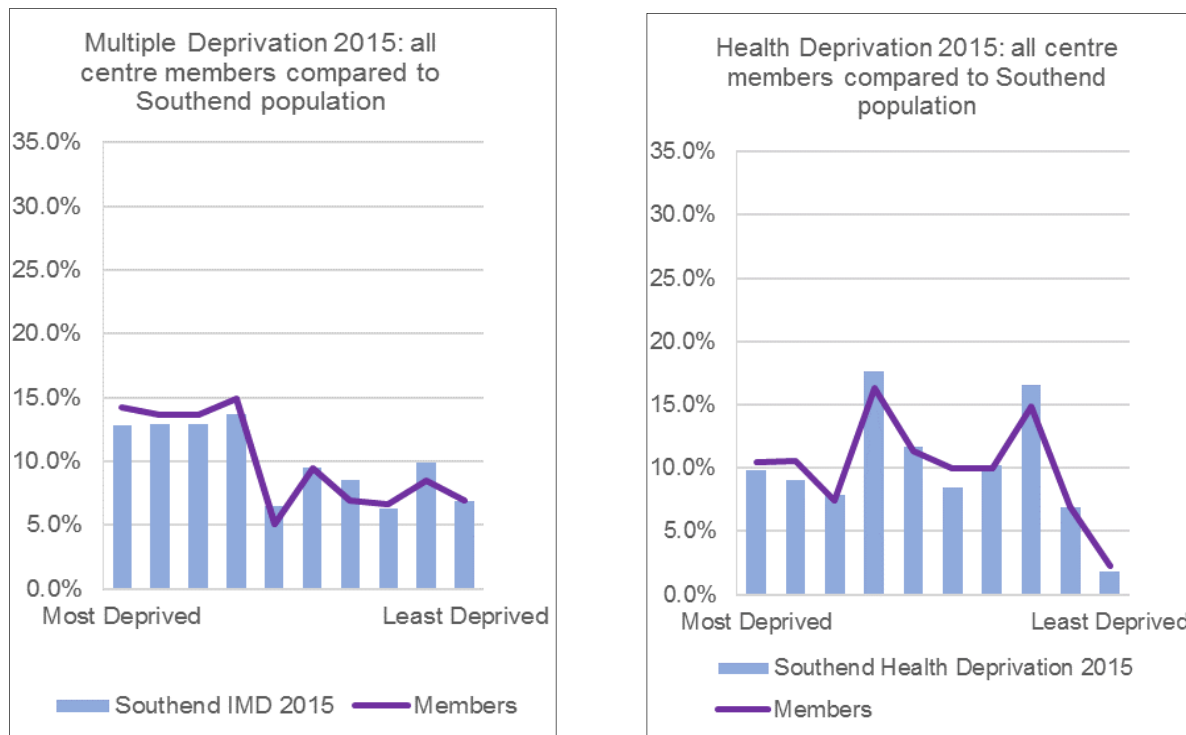


Figure 7.3 shows that centres’ members are well distributed across the authority including within areas of higher deprivation. This is further evidenced in Figure 7.4 which indicates that the leisure facilities draw in members from the most and least deprived areas in ratios commensurate with their numbers in the Borough.

Figure 7.4: All leisure centre members with Southend postcodes against Southend IMD



# SOUTHEND-ON-SEA BOROUGH COUNCIL

## INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

---

### SECTION 8: INDOOR BOWLS

#### 8.1: Introduction

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

Indoor flat / level green bowls are purpose built indoor greens which comply with the laws of the sport of Indoor Bowls. The NGB is EIBA (English Indoor Bowling Association). It 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. The NGB is the British Crown Green Bowling Association.

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. The NGB is the English Carpet Bowls Association.

Short mat bowls is typically played in sports halls, Parish Council rooms, outdoor bowls club pavilions; on indoor flat green bowls club greens. The NGB is the English Short Mat Bowling Association.

Longmat bowls is played on a rolled carpet typically laid on a sports hall floor. There are no ditches in this game. It is typically found in areas of low flat-green supply and/or where Crown Green bowls is played outdoors. There is no NGB for this version of the game.

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>5</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.

---

<sup>5</sup> Sport England Design Guidance Note Indoor Bowls 2005

## SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

---

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

- ◀ Recruitment of participants.
- ◀ Retention of participants.
- ◀ Clubs obtaining “Clubmark Accreditation”.
- ◀ Retention and improvement of facilities.
- ◀ New indoor facilities in areas of low-supply and high-demand.

### *EIBA Outline Plan 2017 - 2021*

The EIBA plan is focussed on the following areas; recruit and retain 45+ and recruit and retain 70+ both are different markets which requires growth. The 45+ requiring new versions/formats of the game and the 70+ wishing to continue with current formats.

The focus areas are:

- ◀ Facilities: build, improve, retain.
- ◀ Youth and the family.
- ◀ Women – increase participation and retention.
- ◀ Disability.
- ◀ Competitions.
- ◀ Internationals.
- ◀ Promotion.
- ◀ Commercial partnerships.

“Recruit and Retain Strategy” is to concentrate on encouraging and supporting clubs to increase participation and improve the experience of all participants in bowls. Its objectives include:

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

Running alongside is the Sport England funded development work provided jointly by the Indoor NGB (EIBA); Outdoor NGB (Bowls England) and the “Bowls Development Alliance” (BDA). Each NGB has two directors on the Board of BDA.

Sport England has determined that “Bowls” nationally will receive £1,628,512 for the next four years to help to keep more people playing the sport well into later life. The BDA Vision is “Working with flat green clubs to help them and the bowlers within them to develop more resilient habits to ensure a stronger sport, the benefits of which can be enjoyed for a life time”. The next four years 2017- 2021 will see the following actions:

- ◀ Intensive support to 200 identified clubs to help strengthen resilience in the core market through the new Club Development Programme.
- ◀ Supporting clubs to encourage those who are presently inactive to engage with bowls through the Play Bowls Package.
- ◀ Upskilling of volunteers so as to impact directly on sustaining membership and to continue to grow participation particularly providing more opportunities for those with a disability.

# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

- Assisting bowls clubs to become an integral part of the local community.
- Ensuring clubs have the support and guidance they need to keep their facilities at a standard that will maintain the habit of physical activity of their members.

## 8.2: Supply

There are two indoor bowls facilities in Southend.

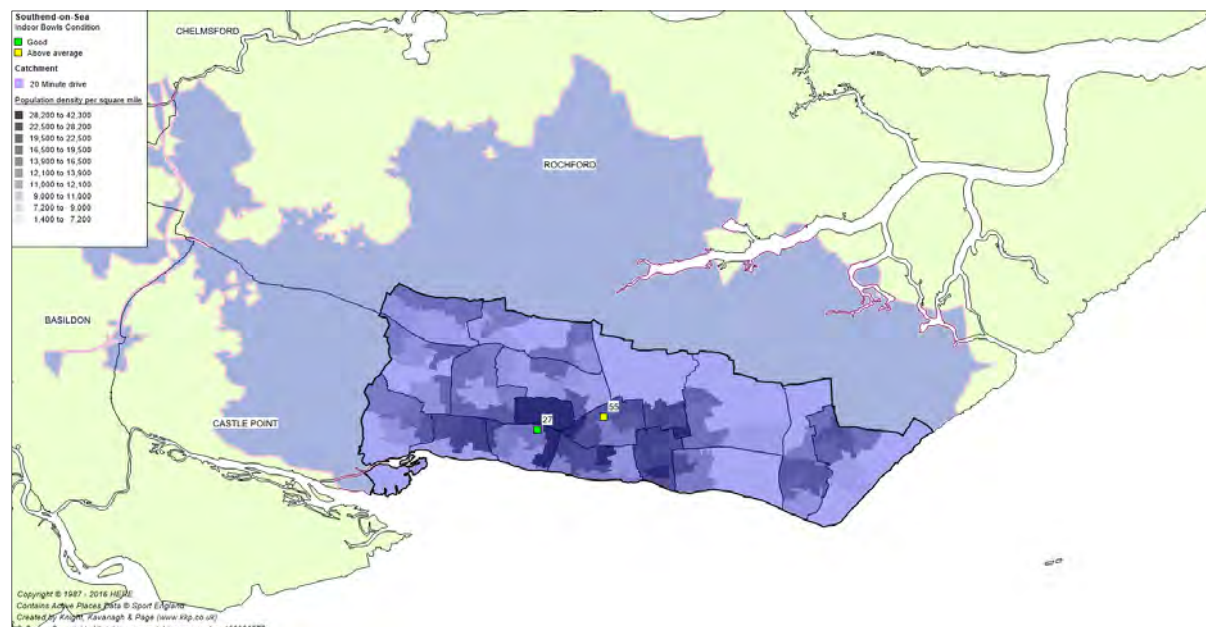
Table 8.1: Indoor bowls facilities in Southend

ID	Site name	Rinks	M <sup>2</sup>	Condition	
				Rinks	Changing
27	Essex County Indoor Bowls Club	6	1,085	Good	Above Average
55	Southend-on-Sea Bowls Club	3	441	Above Average	Above Average

The non-technical assessment identified Essex County Indoor Bowls Club as a good facility and Southend-on-Sea Bowls Club as above average quality.

Drive time analysis (overleaf) shows that all of Southend's population reside within a 20-minute drive of an indoor bowls facility. There are no other indoor bowls facilities within a 20-minute drive of Southend. It is also accepted that members will travel on foot walking or via public transport to the facility. The Club reports that a large number of members travel by car to the facility and that there is a need to enhance the car park to accommodate more cars and expand the number of disabled spaces available at the site.

Figure 8.1: Indoor bowls facilities showing 20 minute drive time



## 8.3: Demand

Essex County Indoor Bowls Club - has over 750 members with approximately two thirds male and one third female. It has a strong ethos for developing juniors and general participation. Its cadets section (U20s) has two female and eight males who compete

# SOUTHEND-ON-SEA BOROUGH COUNCIL

## INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

---

regionally and nationally. In the last year it reports an increase of c.200 members, which is reported to be as a result of specific initiatives such as taster sessions for different age groups such as cubs and brownies. It is still considered to have capacity as its maximum member number is 1,100. It is, therefore, still keen to grow its membership.

In 2016, it invested in a new carpet and underlay. It reports the need to increase car parking and tarmac over a gravelled area which will also increase the number of disabled parking spaces. It is estimated that this will cost £70,000 and the Club is currently fundraising and trying to identify support to aid this development.

In 2019, it will host the British Isles Junior International Series Championships (under 25s) competition and it is keen to maximise the opportunity to recruit more members.

*Southend on Sea Bowls Club* - has approximately 250 members (a decrease of approximately 25 members over the last year). Approximately 85 of the members are specifically indoor only members. It has been successful in fund raising and getting grants for the installation of a lift. It also has a strong community ethos and regularly holds fundraising events for local charities.

Both of the clubs report sufficient capacity to meet the demand of current and future populations.

### 8.4: Summary of key facts and issues

#### **Quantity**

- ◀ There are two indoor bowls facilities in Southend are Essex County Southend-on-Sea bowls clubs.

#### **Quality**

- ◀ Essex County Bowls Club is rated good and Southend-on-Sea above average quality.

#### **Accessibility**

- ◀ All of Southend's population is within 20 minutes' drive time of an indoor bowls facility.

#### **Availability**

- ◀ Supply is considered to satisfy demand for indoor bowls in Southend.
- ◀ Both the clubs and the NGB report the current supply will meet the demand of both the current and future projected populations as the current facilities both have significant capacity.

# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

## SECTION 9: SAILING AND WATERSPORTS

This section covers both sailing and water sports; both are popular in the Borough. The Royal Yachting Association (RYA) is the national body for all forms of boating, including dinghy and yacht racing, motor and sail cruising, RIBs and sports boats, powerboat racing, windsurfing, canal and river boat cruising, and personal watercraft. Within its Strategic Plan 2017-2021, the mission is to be more tailored in everything it does in order to increase the relevance and value to members, affiliates and stakeholders. The RYA has identified four core objectives to achieve this mission which focus on the following:

- ◀ **Membership:** Provide a tailored service to current and potential RYA members, affiliates and volunteers in order to grow our relevance and influence.
- ◀ **Performance:** be the most successful nation in boating competitions in order to inspire future participants, volunteers, coaches and champions.
- ◀ **Participation:** Shift from supply-side to demand led approach in order to increase the number and diversity of participants in all types of boating.
- ◀ **Training:** Put candidates' needs and preferences at the heart of every scheme in order to remain the world's best-known and best regarded boating training.

These are to be achieved via a tailored, streamlined support service to maximise the impact of member and government funds.

### 9.1: Supply

Figure 9.1: Sailing clubs in Southend



Table 9.1: Southend sailing clubs

Map ID	Facility name	Map ID	Facility name
SS1	Thames Estuary Yacht Club	SS4	Alexandra Yacht Club
SS2	Leigh on Sea Sailing Club	SS5	Essex Yacht Club
SS3	Thorpe Bay Yacht Club		

# SOUTHEND-ON-SEA BOROUGH COUNCIL

## INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

---

### 9.2: Demand

#### ***NGB consultation***

The Essex coastline is a priority area for the RYA and it reports having a good relationship with the majority of clubs. The key priorities for the RYA in the region are to:

- ◀ Support clubs with facility improvements by accessing funding streams. In 2013-2017, clubs received £1.7m capital investment to improve facilities.
- ◀ Increase the number of RYA registered training centres in the region.
- ◀ Reduce membership churn within clubs.
- ◀ Tailor delivery programmes to increase demand, through programmes such as the Push the Boat Out, On-board programme and the Go Sailing programme.
- ◀ Develop regular sailing opportunities for people with disabilities, through the *Sailability* programme.
- ◀ Encourage more females into the sport through the This Girl Can programme, by encouraging clubs to deliver women only sessions.

Despite these priorities, the RYA is concerned that there is no community sailing facility in the region due to the closure of the Southend Marine Activity Centre in 2015 (formerly a local authority run facility). Consequently, there is no venue which delivers regular casual opportunities for sailing and water sports in the wider local area and all activity is now delivered through local clubs.

It also identifies a key challenge within the region as being the increasing siltation of certain estuaries. A number of clubs are located along small estuaries, which, over time, are silting up, restricting access for boat storage and sailing opportunity. In addition, certain clubs have been subjected to land rental increases due to the attractive location of key clubhouses. Consequently, they have had to increase club fees which has affected overall membership.

#### ***Local club consultation***

Thorpe Bay Yacht Club is largest club in the area, over 1,100 members. In 2010 it secured Sport England funding for £50k to invest in a new jetty. It benefits from its location as it has more open water opportunities than other clubs in the area. The NGB also considers it to be a very proactive community club which has invested in a strong junior programme.

Thames Estuary Yacht Club has also been successful with Sport England funding and received an Inspired Facilities grant in 2015 for £75k, it invested in a new jetty, boat storage and club house upgrades.

Alexandra Yacht Club has in August 2017 opened its new facilities after its old facilities were condemned due to subsidence and following a fire. It now has a new jetty and boat house (see Figure 9.2).



## SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

---

Figure 9.2: Alexandra Yacht Club new facilities opened in 2017



Leigh on Sea Sailing Club offers a variety of sailing conditions for dinghy sailors and cruisers from half-tide moorings. It caters for an active cadets section, keen racers and cruising dinghy sailors. Cadets (8 - 17 year olds) learn to sail by meeting on one evening a week during the season. The club supports this with the loan of kit and equipment where necessary. The RYA reports having little engagement with this particular club.

### **Kitesurfing**

British Kitesports is the national governing body for kitesurfing. It aims to develop the sport across the country through club development. The organisation provides training, marketing, communications and accounting support for member clubs and also delivers a national kite surfing league at various locations throughout the summer months.

Essex Kitesurfing School is based within the Borough and has approximately 120 members. Established in 2002, it is one of the largest and longest established schools in the UK. It is based on Shoebury East Beach and operates from a storage unit, which it rents off the Local Authority. It also hosts one of the national league events in partnership with British Kitesports on an annual basis. Marketing, promotion and funding are the key challenges in this growing sport.

The School is unique from other schools and locations as all lessons are delivered in knee deep tidal water and delivers courses and private tuition. The kitesurfing season, and the school operates March to November from dawn until dusk.

### **Other Watersports Activities**

*Lower Thames Rowing Club* is located in Southend. A consultation request with the Club was unsuccessful. The website states, however, the Club has a Learn to row programme, which is three sessions with participants then encouraged to join the club. Pay and play opportunities are also available.

It is a competitive club with a number of competitions in the calendar. The Club has two storage units in Leigh on Sea and Two Tree Island. It also has a compound which has been extended within the last 12 months.

## SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

---

*Paddlesports* is becoming a popular activity along the shoreline of Southend. Southend Stand Up Paddleboard Club was established 12 months ago and has a reported membership of 30. Like with the kitesurfing club, it rents a storage unit at Shoeburyness beach. The Club provides lessons and also has social sessions for its members.

Windsurfing is also a popular activity. There is no formal club, however, there are recreational sessions organised by interested individuals throughout the year.

### 9.3: Summary of key issues and facts

- ◀ The area has a variety of watersport activities in the area, sailing, rowing, stand up paddleboard, kitesurfing and windsurfing.
- ◀ Southend is a priority area for the RYA and clubs are well supported by the RYA.
- ◀ There is no dedicated venue which delivers regular casual opportunity for sailing and water sports in the region and all activity is now delivered through local clubs.
- ◀ Three of the four sailing clubs have recently had investment in new jetties, boat storage and club house upgrades.
- ◀ Kitesurfing is popular with both a school and club located in the area.
- ◀ The club has a storage unit on Shoeburyness beach.
- ◀ Rowing club has recently extended the compound and has a number of storage facilities.

# SOUTHEND-ON-SEA BOROUGH COUNCIL

## INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

### SECTION 10: INDOOR TENNIS

The Lawn Tennis Association (LTA) is the NGB for all tennis provision within the UK and administers the sport at national and regional level. One of its key objectives is to get more people playing tennis more often. To achieve this, its current 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.

Two terms are used to describe indoor building types:

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

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

- ◀ Air supported structures (air halls).
- ◀ Framed fabric structures.
- ◀ Tensile structures.

This report deals with *traditional* structures and the linked playing pitch strategy considers non-traditional structures and outdoor courts.

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

#### 10.1: Supply

Indoor tennis provision is catered for in specialist facilities which normally have an appeal (and catchment) which extends beyond a local authority boundary. Consequently, this audit has considered all provision within the South Essex region, and has mapped these with a 20 minute drive radial catchment to demonstrate accessibility to all facilities. The location and catchments of these facilities are illustrated in Figure 9.1 and Table 9.1.

Table 10.1: Indoor tennis provision in Southend

ID	Active Places site name	Courts	Surface	Condition
20	David Lloyd Club	5	Acrylic	Good
53	Southend Leisure & Tennis Centre	4	Acrylic	Good

Southend has two facilities both located to the north of the authority. David Lloyd in the west has five courts and Southend Leisure & Tennis Centre has four courts. A membership is required to access the courts at David Lloyd. Drive time analysis shows that the whole Southend population lives within a 20-minute drive of an indoor tennis facility. There are two other indoor tennis facilities within a 20-minute drive of Southend, although only Deanes School Sports Centre offers pay and play access.

# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

David Lloyd has a community use agreement which has been in place since 1990 for 500 hours tennis coaching per annum for community groups off peak times during school term times on two midweek afternoons per week. This includes:

- ◀ Programme of junior tennis development programme for schools under the jurisdiction of the Council.
- ◀ Provision for disabled and special needs groups.
- ◀ Provision for organised youth or community groups.

Figure 10.1: Location of indoor tennis provision in Southend

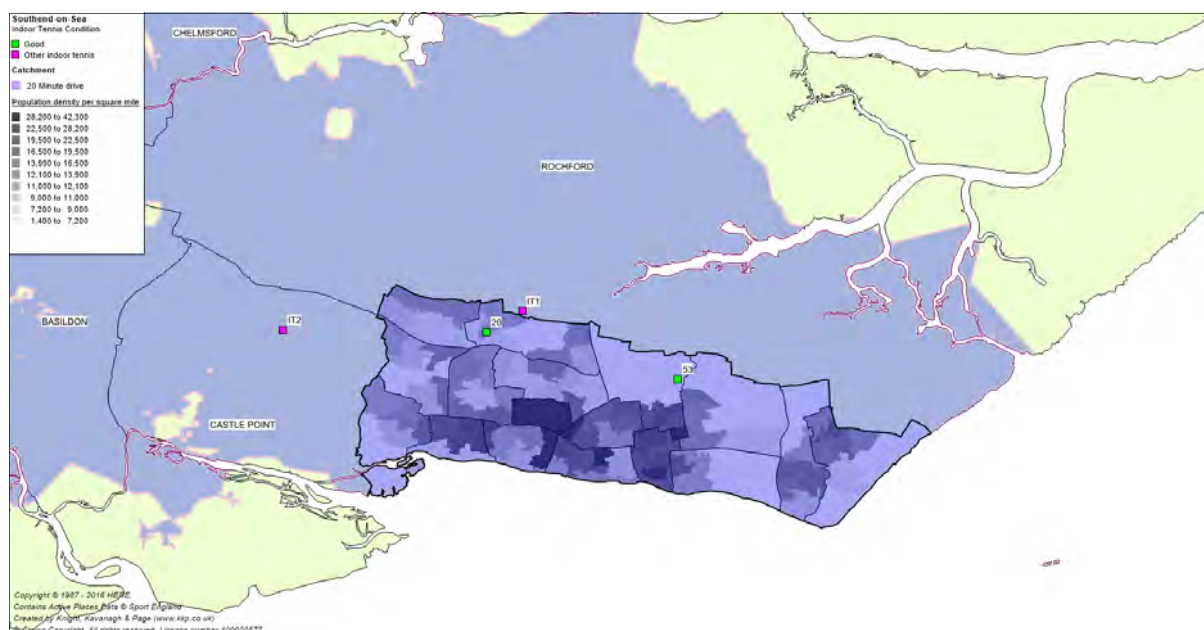


Table 10.2: Indoor tennis within a 20-minute drive of Southend indoor tennis facilities

ID	Active Places Site Name	Courts	Surface	Access
IT1	Athenaeum Club Ltd	3	Acrylic	Registered Membership
IT2	Deanes School Sports Centre	3	Acrylic	Pay and Play

## 10.2: Demand

### NGB Consultation

The LTA strategic priority for South Essex is to grow participation across the region by increasing the number of sites available for casual tennis. It identifies two priority sites for indoor tennis; Southend Tennis and Leisure Centre and Deanes School Sports Centre (Castle Point). Each has an LTA funded coach employed to increase participation via a variety of different programmes, including community coaching programmes, This Girl Can, pay and play sessions.

The LTA acknowledges the other indoor venues, such as the Athenaeum Club Ltd which serves a small element of the population, however, these are not priority sites as they do not offer community accessible tennis.

# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

## Club consultation

The Garons Tennis Academy is located at Southend Leisure and Tennis Centre and has a range of opportunities including the following programmes and initiatives:

- ◀ Junior Tennis.
- ◀ Cardio Tennis.
- ◀ Disability Tennis – both inclusive and disability specific opportunities available.
- ◀ Free Tennis – sometimes.
- ◀ Pay and play.
- ◀ Membership.
- ◀ Senior Tennis.
- ◀ This Girl Can programme.

Garons Tennis Academy also offers a family membership “tennis unlimited” for an annual payment of £39.00. This enables families to access the floodlit outdoor courts.

*Table 10.4: Market segmentation for tennis and likely target audiences in Southend*

Tennis
<ul style="list-style-type: none"> <li>◀ 2.1% (2,701) of people currently play tennis and a further 2.4% (2,970) indicate that they would like to, giving an overall total of 4.5% (5,672).</li> <li>◀ 6.3% of Ben’s* play tennis, the largest proportion of any group which play, closely followed by the Tim* segment at 3.7%.</li> <li>◀ Groups with the largest proportion of the local population playing tennis are Tim* (14.0%) and Philip* (12.5%).</li> <li>◀ Groups with the most people who would like to play are Tim* (11.2%) and Helena* (9.2%).</li> <li>◀ The main group to target, for additional players due to size and interest is, therefore Tim*.</li> </ul>

*\*Market segmentation descriptions can be found in Appendix 3*

Market segmentation suggests that there is a latent demand for 2,970 (2.4%) of people whom would like to participate in tennis activities in Southend.

## 10.3 Summary of key issues

<p><b>Quantity</b></p> <ul style="list-style-type: none"> <li>◀ There are two indoor tennis facilities in Southend, David Lloyd and Southend Leisure &amp; Tennis Centre.</li> </ul>
<p><b>Quality</b></p> <ul style="list-style-type: none"> <li>◀ Both indoor tennis facilities are good quality.</li> </ul>
<p><b>Accessibility</b></p> <ul style="list-style-type: none"> <li>◀ All of Southend’s population live within 20 minutes’ drive time of an indoor tennis facility.</li> </ul>
<p><b>Availability</b></p> <ul style="list-style-type: none"> <li>◀ Southend Leisure &amp; Tennis Centre offers pay and play opportunity and hosts the regional performance academy.</li> <li>◀ There is latent demand of 2,970 people wishing to play tennis.</li> <li>◀ The David Lloyd centre is a private members club with a monthly fee of £115.00, which is significantly higher than the other facilities in the area and may well not be affordable to most.</li> </ul>

# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

## SECTION 11: OTHER SPORTS

### 11.1: Squash

The England Squash Game Changer Strategy (2015 - 2017) states that squash will be the number one racquet sport played in England by 2017 and there will be a net increase of 11,000 people playing the sport. This will be achieved by working across three platforms, education, leisure providers (commercial & public) and clubs to increase the supply of opportunities to play. Its intent is that this will be supported via a range of participatory products, such as Squash 57 and Squash Girls Can, delivered across venues to achieve this net gain. In addition, a platform will be developed to support these programmes, which include increasing workforce development and improving technology in the sport.

There are currently nine courts in the area, all considered to offer some level of community use. Two are rated good quality and five are rated above average.

Figure 11.1 Squash courts in Southend

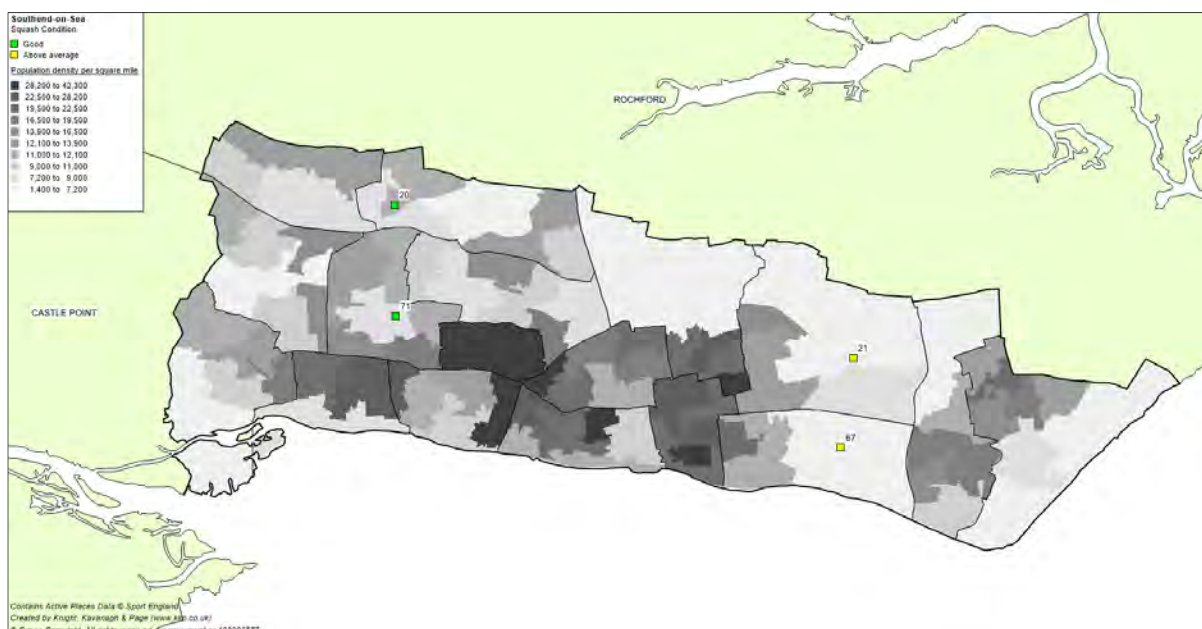


Table 11.1: List of all squash courts in Southend

Ref	Site name	Courts	Type	Condition
20	David Lloyd Club (Southend)	2	Glass-backed	Good
21	DW Sports Fitness (Thorpe Bay)	2	Normal	Above average
21	DW Sports Fitness (Thorpe Bay)	2	Glass-backed	Above average
67	Thorpe Hall Golf Club	1	Normal	Above average
71	Westcliff High School for Boys	2	Normal	Good
Total		9		

Of the 17 courts in Southend, four are glass backed. Both David Lloyd and Westcliff High School for Boys refurbished the courts in 2016, hence the good quality rating. Other courts in the area are all rated as above average in quality. Only Westcliff High School is available without a membership, all other facilities require a monthly/annual membership payment.

# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

## Summary of squash

### Quantity

- There are 17 courts in Southend at four sites.

### Quality

- Two sites are good quality (4 courts) and the rest are above average.

### Accessibility

- All of Southend's population live within 20 minutes' drive time of squash court.
- Courts are well distributed across the borough.

### Availability

- One facility offers pay and play opportunities, the others require a membership.

## 11.2: Gymnastics

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

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

In addition, BG stated facility development priorities (for the period 2017 - 2021) are:

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

Table 11.2: Southend gymnastics

Club name	Facility name
Westcliff Trampoline Club	St Bernard's High School
Southend Gymnastics Academy	Site of Alleyn Court Preparatory School
Max Whitlock gymnastics	Thorpe Hall School

Southend Gymnastics Academy (Energise Essex Ltd) offers high quality sports and fitness provision for all ages through a limited company with a team of coaches in different sports and fitness areas. Its gymnastics section offers multiple disciplines including tumbling, rhythmic, recreational, general gymnastics and artistic for school-age young people. The Academy also runs squad sessions for the competitive participants.

## SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Its dedicated facilities are located in the grounds of Alleyn Court Preparatory School. The facility boasts a large sprung carpet area, tumble tracks, a 14m x 14m rhythmic carpet, high bars, beam, vault and many other training aids to optimise gymnast development.

The Max Whitlock Gymnastics Club is located at Thorpe Hall School in Southend. It is a new offer having opened in January 2018. There are plans to open clubs in Colchester – at the University of Essex at the end of February. The Club currently caters for 150 club members of all abilities, aged between 3 to 11 years old will be receiving focused coaching in small class sizes, using state-of the art equipment and following programme designed by Max Whitlock, Britain’s most successful Olympic gymnast. It is reported to be full already (within one month of opening) and is operating a waiting list.

Westcliff Trampoline Club was established in 2004 and is located at St Bernard’s High School. It caters for recreational and competitive participants at local and regional level. The Club is reported to have 73 BG members.

Chase Sport and Fitness Centre has a recreational trampolining sessions and Southend Leisure & Tennis Centre has a recreational gymnastics programme run by Fusion Lifestyle. The gymnastics programme is popular and is identified as a growth area in the Borough.

### **Future demand**

Market segmentation suggests that there is latent demand for 182 people (aged 16 years +) who would like to participate in gymnastic activities in Southend.

Gymnastics and trampolining in Southend are currently high profile in the area through the recent successes of a number of athletes at local clubs. This will not be captured in the market segmentation statistics and therefore are likely to report a lower demand than there actually is in the area.

*Table 11.3: Likely target audiences for gymnastics/trampolining in SBC 2017*

<b>Gymnastics and trampolining</b>
<ul style="list-style-type: none"> <li>◀ 0.2% (250) of people currently take part in gymnastics and trampolining and a further 0.1% (182) indicate that they would like to, giving an overall total of 0.3% (433).</li> <li>◀ 0.6% of Chloe’s* take part in gymnastics and trampolining, the largest proportion of any group taking part, closely followed by the Leanne* segment at 0.4%.</li> <li>◀ Groups with the largest of the local population taking part in gymnastics and trampolining are Chloe* (12.4%) and Helena* (11.2%).</li> <li>◀ Groups with the most people who would like to take part are Chloe* (16.5%) &amp; Leanne* (14.8%)</li> <li>◀ The main group to target, for additional players due to size and interest is, therefore Chloe*.</li> </ul>

*\*Market segmentation descriptions can be found in Appendix 1.*

### **Summary of gymnastics**

<p><b>Quantity</b></p> <ul style="list-style-type: none"> <li>◀ There are three gymnastics clubs in Southend at three sites.</li> <li>◀ There is a leisure centre recreational trampolining programme at Chase Sport &amp; Fitness Centre and a gymnastics programme at Southend Leisure &amp; Tennis Centre.</li> </ul> <p><b>Quality</b></p> <ul style="list-style-type: none"> <li>◀ There is new provision at Thorpe Hall School (Max Whitlock Academy).</li> </ul>
---



# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

- ◀ The dedicated facilities at the other sites are reported to meet the needs of the gymnastics clubs.

### **Accessibility**

- ◀ The clubs and recreational are distributed in facilities across the borough.

### **Availability**

- ◀ There is latent demand of people wanting to take part in gymnastic activities.

### **Other:**

- ◀ There is an increased demand in the area in gymnastics due to the high profile and recent successes of local athletes.

## 11.3: Table tennis

The Table Tennis England (TTE) strategy (Mission 2025) aims to transform lives, connect communities and achieve excellence. This will be achieved by increasing the four pillars within its strategy (participation, people, places and performance).

## Our purpose

**Table Tennis England exists to create an increasing number of outstanding and exciting opportunities for everyone to enjoy and achieve in table tennis.**

Our vision	Our values	Our strategy
<p><b>Everybody is talking about table tennis.</b></p> <p>Table Tennis England aspires to be recognised as a world leading National Governing Body, delivering a diverse and dynamic sport that transforms lives, connects communities, achieves excellence and inspires medal-winning performances.</p>	<p><b>Respect</b></p> <p>.....</p> <p><b>Ambition</b></p> <p>.....</p> <p><b>Inclusion</b></p> <p>.....</p> <p><b>Teamwork</b></p> <p>.....</p> <p><b>Focus</b></p> <p>.....</p> <p><b>Excellence</b></p>	<p>Our strategy is based on four pillars that underpin the whole purpose of Table Tennis England.</p> <p>Our four P's are:</p> <ol style="list-style-type: none"> <li><b>1. Participation</b></li> <li><b>2. People</b></li> <li><b>3. Places</b></li> <li><b>4. Performance</b></li> </ol> <p>Each pillar supports the structure – if one is weak, the others will wobble.</p>

Key to delivering this is schools and young people. TTE recognises that getting schools and young people to embrace table tennis is paramount to its long-term growth. TTE aims (by 2025) to offer table tennis for young people in 500 additional community venues and get it played in 1,000 more schools than in 2015. It has a plan to re-launch a new school-club link programme to provide a vital and sustainable partnership. Another key target is that by 2025 there should be a club and/or league within 30 minutes' drive of 80% of the population.

# SOUTHEND-ON-SEA BOROUGH COUNCIL

## INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Consultation with the Essex County Table Tennis Association indicates that there are nine table tennis clubs in the Borough, The Association would like a dedicated facility to develop the sport in the region, and is in the early stages of looking at possible venues.

Southend TT League is the largest league in Essex. It covers the areas of Southend/Rochford/Castle Point and comprises 72 teams (6 leagues with 12 teams in a league plus a strong junior section). It would like to have its own dedicated facility, preferably in a central location which could focus on all age ranges and abilities. It currently hires Clements Hall Leisure Centre (Rochford) for competitions at a cost of £2,500 per annum, which, in its view, is too expensive. Clubs based in Southend are:

- ◀ Castle Point Table Tennis Club (located in Shoebury).
- ◀ Invicta Table Tennis Club – also hosts Hadleigh Forum Table Tennis Club (which also plays in the Basildon League).
- ◀ Thorpe Bay Table Tennis Club (which also hosts Rawreth Table Tennis Club).
- ◀ Customs Table Tennis Club.

Consultation with clubs found that teams would like to play at a leisure centre venue within Southend but are unable to do so, due to the times on offer, the costs of facility hire and the storage required for tables. It is reported that many teams actually play matches from private homes / properties (e.g. barns/ outbuildings).

Table tennis in Southend predominantly takes place in smaller community halls. The one dedicated table tennis facility in the area is the Invicta Table Tennis Club.

### *Future demand*

*Table 11.4: Likely target audiences – table tennis in Southend 2017*

Table Tennis
<ul style="list-style-type: none"> <li>◀ 0.5% (592) of people currently play table tennis and a further 0.2% (284) indicate that they would like to, giving an overall total of 0.7% (877).</li> <li>◀ 0.7% of Ben's* play table tennis, the largest proportion of any group playing table tennis, closely followed by the Philip* segment at 0.7%.</li> <li>◀ Groups with the largest proportion of the local population playing table tennis are Philip* (14.2%) and Tim* (12.2%).</li> <li>◀ Groups with the most people who would like to play are Roger &amp; Joy* (14.1%) and Kev* (12.0%).</li> <li>◀ Main group to target, for additional players due to size and interest is, therefore Roger &amp; Joy.</li> </ul>

*\*Market segmentation descriptions can be found in Appendix 3.*

Market segmentation suggests that there is latent demand for 284 (0.2%) people who would like to participate in table tennis activities in Southend.

### *Summary*

Quantity
<ul style="list-style-type: none"> <li>◀ There are nine table tennis clubs in the area.</li> <li>◀ The Southend league is the largest in Essex with 72 teams.</li> <li>◀ There is one dedicated facility in Southend.</li> </ul>

# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

## Quality

- ◀ Teams are playing in a variety of venues ranging from community halls to sports halls.
- ◀ Both recreational and competitive play is accommodated for in the area.

## Accessibility

- ◀ Clubs report difficulty accessing venues. This is mainly due to the storage requirements of the tables when not in use which then means the clubs require longer time periods to play which in turn costs the Clubs more in venue hire costs and the times are not always available.

## Availability

- ◀ Clubs report issues with venues not being able to accommodate play past 10pm.

## 11.5 Health and wellbeing programmes

### Active Southend

In collaboration with the strategic priorities of Active Essex, Active Southend is delivering a large number of projects across the Authority including:

Active Adults	Disability
<ul style="list-style-type: none"> <li>◀ Active Life - fitness activity for older people.</li> <li>◀ Adult diving classes</li> <li>◀ Cycling</li> <li>◀ Rounders</li> <li>◀ Short mat bowls</li> <li>◀ Walking football</li> <li>◀ Wet Wednesdays; free swimming at key pools</li> <li>◀ Cycling</li> <li>◀ Walking</li> </ul>	<ul style="list-style-type: none"> <li>◀ Boccia</li> <li>◀ Bowls</li> <li>◀ Cycling</li> <li>◀ Judo</li> <li>◀ Wheelchair tennis</li> <li>◀ Yoga</li> <li>◀ Multi sports</li> </ul>
Female fitness	Young People
<ul style="list-style-type: none"> <li>◀ Active women</li> <li>◀ Active mums; pre and post-natal fitness</li> <li>◀ Girls and women's football</li> <li>◀ Netball</li> <li>◀ Running Sisters</li> <li>◀ Women's Rugby</li> </ul>	<ul style="list-style-type: none"> <li>◀ Judo</li> <li>◀ Football - Kicks programme</li> <li>◀ Diving – children's and teens.</li> </ul>

### ParkLives

This Summer project started in 2016, has run for two years and will be available for a third year in 2018. It comprises free weekly outdoor activities in parks over the summer months for families and young people. Led by the Council's Sport and Leisure Team, experienced instructors from community sport and physical activity organisations deliver a whole range of activities in Southchurch and Chalkwell parks from May until September. Typical activities include weekly sessions in street basketball, Parkour (Free running), dodgeball, rounders, beach volleyball, garden games, bowls and Jenga.

Consultation states that activity that takes place involving less traditional sports delivered in a more informal way are really popular with young people and there is a demand for more sports sessions to be delivered in this way.

# **SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT**

---

## *Summary*

Health and wellbeing activities are a priority in the area with a range of activities on offer. The activities are primarily taking place during the daytime in multi purpose rooms or outdoors where possible. This keeps the costs of facility hire as low as possible. With the predicted growth of the aging population the flexibility and access to these facility types and the outdoors are of increasing importance.

# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

## SECTION 12: COMMUNITY CENTRES / HALLS

### Introduction

Community centres / small halls are important recreational facilities. They are usually multi-functional, providing places for meetings, socialising and for sports and recreation clubs and activities. In some areas, a church hall or a sports pavilion can also serve a range of functions depending on its size. Figure 12.1 indicates the spread of community centres/ small halls in Southend.

### 12.1 Supply

There are 56 community centres/halls in Southend.

Figure 12.1: Location of community centres / small halls with 800m catchment



Table 12.1: Community centres / small halls in Southend

Map ID	Community Hall Name	Map ID	Community Hall Name
1	Balmoral Community Centre	29	Belfairs Methodist Church Hall
2	Eastwood Community Centre	30	Blenheim Community Hall
3	St Mark's Community Centre	31	Highlands Methodist Church
4	Thorpedene Community Centre	32	St Peter's Church
5	Centre Place Community Centre	33	Westcliff National Spiritualist Church
6	Leigh Community Centre	34	St Peters Mazenod Hall
7	St. Edmunds Community Centre	35	Westcliff Free Church
8	St Davids Church Hall	36	Park View Suite
9	Salvation Army Hall	37	Avenue Baptist Church
10	Moose Hall	38	Earls Hall Baptist Church
11	Caedmon Hall	39	Westcliff United Reformed Church

## SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Map ID	Community Hall Name	Map ID	Community Hall Name
12	Eastwood Memorial Hall	40	Ambleside Social Club
13	St Stephens Church Hall	41	Christ Church Hall
14	Leigh-On-Sea Scout Hall	42	Sacred Heart Church Hall
15	St Saviours Church Hall Essex	43	St Augustines Church Hall
16	Holy Trinity Church Hall	44	Belle Vue Baptist Church Hall
17	St Andrews Church Hall	45	Salvation Army Hall
18	Kensington Road Scout Hall	46	The Cornerstone URC
19	St Margaret's Church Hall	47	Salvation Army
20	St Mary's Guild Hall	48	St John Fisher RC Church
21	St Aidans Church Hall	49	Methodist Church Hall
22	Leigh Road Baptist Church	50	St Laurence and All Saints Church
23	The Arlington Rooms	51	Shoeburyness & Thorpe Bay Baptist Church
24	St James Church Hall	52	Providence Baptist Church
25	The Scout Hut, Ellenbrook Close	53	All Saints Church Hall
26	St Michaels and All Angels	54	St George's Church Hall
27	Leigh Wesley Methodist Church	55	Friars Baptist Church
28	The Stables	56	St Peters Church Hall

As is illustrated in Figure 12.1 above, approximately 170,100 (94.6%) of Southend's population (2016 MYE) lives within 800m of a Borough based community centre/hall. The halls are well distributed across the Borough with only 9,699 of the population residing more than 800m away from a village hall.

### 12.2 Demand

Research undertaken for the audit suggests that many community centres and halls identified offer sport and physical activity opportunity. Notable are Leigh Community Centre and Balmoral Community Centre, both of which offer a wide range of activities including various dance groups, martial arts, yoga, Pilates, table tennis etc.

Balmoral Community Centre offers the "Street Tough Challenge" which engages local children in fighting obesity and inactivity. This innovative project has run at this venue since 2007 and is reported to be popular. It brings young people together in a fun and energetic environment quite unlike school - reportedly more like a weekly party!

Participants take part in vigorous cardiac exercise, receive nutritional education, have a healthy hot meal, are taught to recognise and adopt healthy lifestyle choices in respect of exercise, smoking, drugs, alcohol and all forms of substance abuse; and where self-confidence, self-esteem, self-defence, team-building and leadership skills are all promoted. This programme has been awarded and promoted as a good practice example.

Small halls and community centres can play an important role within the Authority, particularly in areas where sports hall availability is restricted. In the areas of the Borough where there are no daytime community available sports halls, these facilities can ensure there is an available physical activity offer. They also represent a venue option for getting residents involved in physical activity 'on the doorstep' and link into the health and wellbeing agenda.

### 12.3 Summary of community centres / small halls key facts and issues

- ◀ There are a large number (56) community centres/small halls in Southend.
- ◀ Approximately 94.6% of the population live within 800m of a community centre / small hall.
- ◀ Some do not currently offer sport or physical activity opportunity to the local community.

# SOUTHEND-ON-SEA BOROUGH COUNCIL

## INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

### SECTION 13: SWOT ANALYSIS

#### 13.1: Strengths

- ◀ Southend has a good range of indoor facilities that cater for recreational through to regional level performance in sports including: tennis, indoor bowls, diving, swimming, futsal, basketball, badminton, gymnastics and volleyball.
- ◀ A number of facilities have benefited from regular and, in one or two instances, more frequent investment in refurbishment.
- ◀ A new sports hall is being built at Southchurch High School which will, reportedly, offer community use.
- ◀ Sports halls are generally in good condition.
- ◀ Access to an indoor sports hall is available within a 20-minute walk of 96% of the population.
- ◀ Southend sports halls are programmed to cater for an unusually wide range of indoor sports and activities and those that are made available to the community are very well utilised.
- ◀ Southend Leisure & Tennis Centre also offers pay and play opportunities for more specialist sports such as tennis.
- ◀ The health and fitness market is well provided for, there are low cost budget, to high end gyms which are able to meet the demands of all residents.
- ◀ The majority of the health and fitness provision is good/above average in quality.
- ◀ Swimming pools are well used – operating above Sport England’s comfort benchmark rating.
- ◀ Smaller pools offer good access to community clubs and for swimming lessons.
- ◀ The diving pool at Southend Leisure and Tennis Centre is an asset to the area – in tandem with onsite dry training provision it enables introductory opportunity through to provision for sub-elite performance athletes.
- ◀ The two good quality indoor bowls venues are in good condition and satisfy existing demand.
- ◀ The four sailing clubs in the Borough are all well-appointed and three have recently benefitted from significant investment in their facilities.
- ◀ The squash offer (17 courts) is good; two sites have recently invested to improve court quality.
- ◀ Active Southend delivers a commendable range of health and wellbeing activities at outdoor and indoor sites in the area.
- ◀ Gymnastics and trampolining are in high demand. A new gymnastics club opened in January 2018 and is already operating a waiting list.
- ◀ There are a large number of community/small halls in the area with 94.6% of Southend population living within 800m of a facility.
- ◀ Watersports are popular in the area.

#### 13.2: Weaknesses

- ◀ SBC has a limited direct influence over the programming of facilities particularly in schools.
- ◀ Two 4-court sports halls offer no community use.
- ◀ Available sports hall; supply is low at 3.9 courts per 10,000 residents which is below the National average of 4.3.
- ◀ FPM reports there is an under supply of water space equivalent to 9.3 lanes of a 25m pool. The fact that pools operate above the SE comfort benchmark and the large level of latent demand (at 17,000 people) leaves the Borough with a substantial immediate swimming pool shortfall and when projecting forward to 2037 where the SFC when calculating the anticipated population growth will mean there is additional demand for 6.3 lanes of a pool.
- ◀ Limitations to pool space and peak time access are restricting swim programmes.
- ◀ Some of the pool stock is ageing and, directly linked to this, Shoeburyness Leisure Centre is rated as below average in quality.
- ◀ Pay and play squash opportunity is limited; only one facility is available without a monthly/annual membership



# SOUTHEND-ON-SEA BOROUGH COUNCIL

## INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

---

- ◀ Gymnastics and trampolining capacity is already overstretched.
- ◀ No venue offers regular casual 'pay and play' opportunity for sailing and water sports; all such activity is delivered via members clubs.
- ◀ The capacity and potential expansion of clubs catering for basketball, netball, badminton and futsal are all being restricted by the availability and cost of indoor sports hall space in the Authority.
- ◀ Some sports are being forced to take their training session and matches to venues outside Southend borough is, arguably, limiting opportunity to borough based young people. (Futsal and netball).
- ◀ The facility based restricted capacity of what are some very strong clubs in the locality means that the value of work undertaken by Active Southend in the context of transitioning interested young people into the club system is being limited by the inability of clubs to expand.
- ◀ Some of these clubs are making extensive provision for boys and very little for girls; should the emphasis shift and more be done to drive girls' basketball and futsal for example, pressure on indoor space would increase even more.

### 13.3 Opportunities

- ◀ There is significant latent demand for swimming, adding existing swimming club and lesson based demand to this would indicate that there would be substantial demand for additional swimming pool provision (and investment in the quality of existing stock).
- ◀ There is a demand for more gymnastics provision in the area.
- ◀ Increased indoor sports hall capacity in particular, would enable the Borough's strong clubs to cater for a wider range of local young people.
- ◀ There is a particular need to gain some level of community access to the two schools at which none is presently available. (Cecil Jones Academy, and Westcliff High School for Girls)
- ◀ It is worth considering whether the present situation represents an opportunity to pursue a coherent policy in respect of, for example, enabling affordable key-holder access to school sites.
- ◀ Community centres/ halls could accommodate more doorstep physical activity sessions.

### 13.4: Threats

- ◀ The cost and inability to access halls at peak times may increasingly push clubs out of the Borough and into neighbouring authorities (strong interconnectivity with neighbouring authorities).
- ◀ An influx of low cost budget health and fitness operators could affect the financial viability of some current providers.
- ◀ There is a continuing need to invest in swimming pools. Although, mainly above average quality, their age suggests that more investment will be required in the future to continue to meet the needs and expectations of the modern user.
- ◀ The demand for more water space and the current lack of opportunity to further expand swimming programmes is limiting club development.
- ◀ A continuation of the limited influence that SBC has on educational sporting facilities will mean not achieving maximum benefit in terms of wider health and wellbeing.
- ◀ Should access to the smaller pools (currently offering club sessions and swimming lessons) be reduced, the impact on overall access will be significant.
- ◀ Should the diving elite programme continue to be pressured out of the teaching/diving pool at Southend Leisure & Tennis Centre diving performance may be adversely affected.
- ◀ Sports that require smaller flexible spaces are at risk of being further 'squeezed out' as a result of the pressure on existing accessible affordable sports hall space.
- ◀ Without investment the condition of the joint use sites may deteriorate further.

# SOUTHEND-ON-SEA BOROUGH COUNCIL

## INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

---

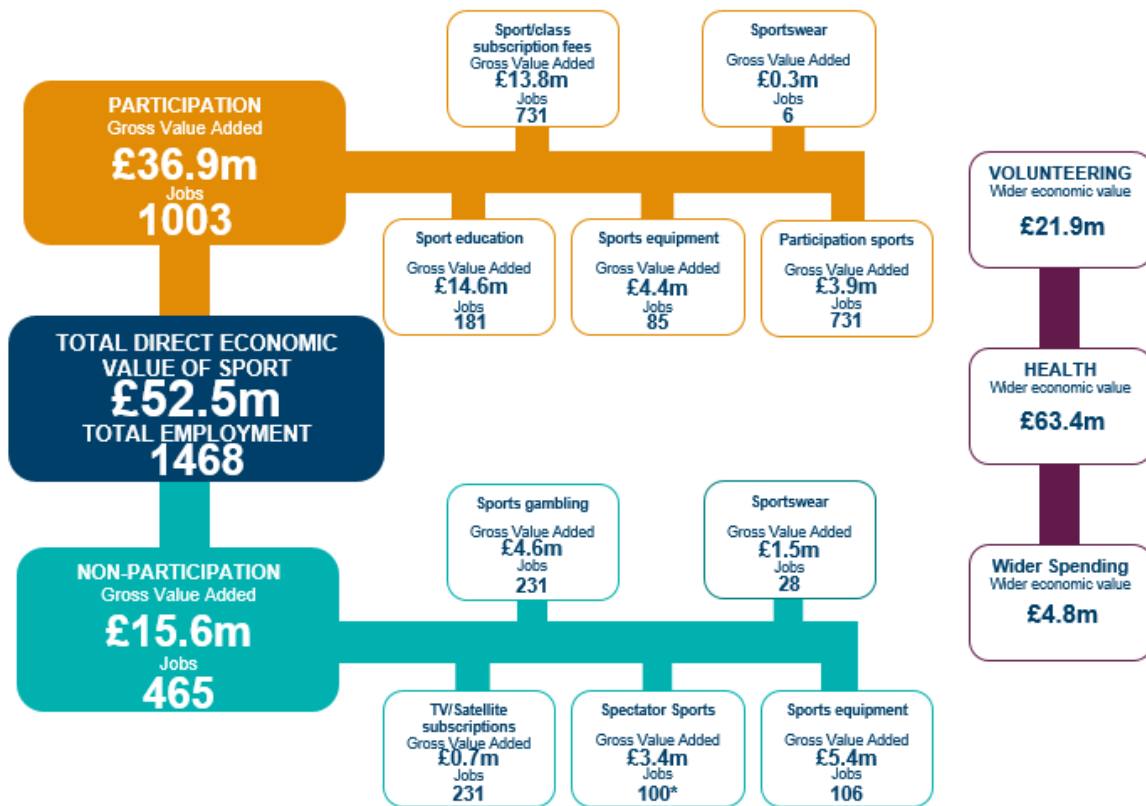
### 13.5: Summary and strategic recommendations

Key strategic recommendations, which are summarised below, are a direct reflection of the key issues identified in the specific facility areas above, but also reflect cross cutting issues. They are to:

- ◀ Improve the basis of strategic work across a range of agencies including Public Health and Active Southend to ensure that real progress is made in respect of all aspects of increasing physical activity and sport.
- ◀ 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.
- ◀ Set in train a multi-partner programme (including key schools) to improve and or replace the existing stock of sport and physical activity facilities (in particular swimming pools and sports halls). These are at an age and level of condition where they need to be replaced simply to keep pace with current demand. Moving forward, this should also reflect the future demand that will be created by identified housing and population growth, the increased 'grey market'.
- ◀ Ensure that all school sports facilities are made fully available for community use (through binding and appropriate community use agreements) and that an agreed minimum level of availability is agreed.
- ◀ Coordinate community access to, and the programming and pricing of, facilities (including schools) across the Borough within the public estate.
- ◀ Consider undertaking a feasibility study to consider whether new swimming provision, complemented by high quality health and fitness provision is a viable option in the Borough to cope with current and projected demand for swimming.
- ◀ Consideration should also be given to whether other complementary services can be hosted within any new build facilities (e.g. library, health facility, etc).
- ◀ Support other developments (via planning, developer contributions and officer expertise) which may assist in increasing sport and physical activity within the wider city community (e.g., table tennis, basketball, netball and badminton).
- ◀ Continue to work with local sports clubs to ensure facilities and workforce development programmes meet the needs of all clubs. With the Authority hosting a number of nationally recognised sports club, it important that they have good access to facilities supported by growing workforces.
- ◀ Ensure that SBC owned facilities make a progressively greater (and measured) contribution to reducing health inequalities and are fully accessible from all the Borough's communities through targeted initiatives, facilities, programming and training.
- ◀ Identify ongoing investment, maintenance and refurbishment requirements to protect and improve existing sports facilities

# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

## Appendix 1: Economic impact of sport in Southend-on-Sea



Data source: Sport England

# SOUTHEND-ON-SEA BOROUGH COUNCIL

## INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

### Appendix 2: Mosaic segmentation

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









# SOUTHEND-ON-SEA BOROUGH COUNCIL

## INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT









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

# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT









## Appendix 3: Sport England market segmentation

	Segment name and description	Segment characteristics	Main age band	Socio ec group	1x30	% Eng-opn	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 as uses this as a primary source of information. He likes to text rather than talk, and uses 3G for sports results and SMS text information services.		Jamie is a very active type that takes part in sport on a regular basis. Jamie's top sports are football (28%), keep fit and gym (22%), athletics including running (12%), cycling (12%) and swimming (10%).
				31%					
	<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%					

# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT









	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng- popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	<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%					

# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT







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



# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng- popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	<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%					

# SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

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

# **SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT**

---

## **Appendix 4: Stand alone studios and Dance Schools**

### **Studios**

Shambhala  
Body Bliss Yoga  
The Yoga Factory  
Yoga Dharma  
Therapy Life Centre  
Mayura Yoga Studio  
Club One Hundred

### **Dance Schools**

Spotlight Danceworld  
Amanda Restell Academy of Dance  
Strictly Smartz  
Tiffany Theatre College  
JADA Theatre School  
Absolute Arts  
P & M Dance Studio

## SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

### Appendix 5: Consultation list

Name	Designation	Organisation/Club
Sharon Wheeler	Strategy & Planning Manager	Southend Borough Council
Amy Roberts	Senior Planner, Strategic Planning	Southend Borough Council
Ian Brown	Parks Management Officer	Southend Borough Council
Blaise Gammie	School Places Data & Intelligence Manager	Essex County Council
Rob Hayne	Strategic Lead, Business Operations	Active Essex
Linda Gaine	Strategic Lead Delivery Manager	Active Essex
Stephen Rodwell	Development Manager	English Indoor Bowls Association
Lee Ward	Senior Relationship Manager	Badminton England
Natalie Laws	Business Development Manager	British Gymnastics
Dennis Freeman-Wright	Head of facilities	Swim England
Charlotte Malyon	Capital Investment and Facilities Manager	England Netball
Emily St John	Head of Partnerships Network	England Netball
Peter Griffiths	Senior Delivery Manager - Infrastructure	Basketball England
Robbie Bell	East Regional Development Officer	Royal Yachting Association
Ken Field	Chairman	Essex Table Tennis Association
Darren Clarke	Regional Facilities Project Manager - East	Lawn Tennis Association
Duncan Jenkinson	Regional Club and Facilities Manager	England Cricket Board
Kevin Read	Leisure Officer	Active Community Network
Kirsty Horseman	Leisure Officer	Southend
Lee Watson	Health Improvement Practitioner Advanced	Southend
Kirk Edwards	School Sports Partnerships	Southend School Sports Partnership
Collette Kemp	Cycling Officer	Southend
Shan Veasey	Head Diving Coach	Southend Diving Club
Phil Wallis	Contracts Manager	Fusion
Christine Packer	School Business Manager	The King Edmund School
Mark Schofield	Headteacher	Shoeburyness High School
Peter Littlemore	Southend High School for Girls	Southend High School for Girls
Simon Smith	Facilities Manager	Sweyne Park School
Michelle Westpfel	Director of finance & operation	St Thomas More High School
Nicola Hewitt	Head of PE	The Eastwood Academy
Ruth Hayward		
Gill Fance	Business Resource Manager	Greensward Academy
Dr P Hayman	Headteacher	Westcliff High School for Girls

## SOUTHEND-ON-SEA BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Mr Tony Sharpe	Headteacher	St. Bernards High School
Duty Manager	Site Visit	Southend Leisure & Tennis Centre Aka Garons Park
Noel Cooper	General Manager	Rayleigh Leisure Centre
Duty Manager	Site Visit	St Saviours Church Hall
Duty Manager	Site Visit	Thorpe Hall Golf Club
Duty Manager	Site Visit	Southend-On-Sea Bowls Club
Edward	Centre Manager	Essex County Indoor Bowls Club
Duty Manager	Site Visit	Invicta Tennis and Table Tennis Club
Duty Manager	Site Visit	Anytime Fitness (Southend-On-Sea)
Duty Manager	Site Visit	Chase Sports & Fitness Centre
Duty Manager	Site Visit	David Lloyd Club (Southend)
Duty Manager	Site Visit	DW Sports Fitness (Thorpe Bay)
Duty Manager	Site Visit	Fitness4less (Southend)
Duty Manager	Site Visit	Leigh Fitness Centre
Duty Manager	Site Visit	Simply Gym Southend
Duty Manager	Site Visit	SAS Gym
Duty Manager	Site Visit	Shoeburyness Leisure Centre
Duty Manager	Site Visit	LBM Fitness
Duty Manager	Site Visit	Formidable Fitness
James Chisholm	Site Visit	The Locker Room
Duty Manager	Site Visit	Force Fitness SX
Duty Manager	Site Visit	Ultimate Results
Duty Manager	Site Visit	Evolution Fitness Gym
Duty Manager	Site Visit	Belfairs Swim Centre
Stephanie Stanley	Secretary	Borough of Southend Swimming Club
Emma Redman		Pink Spirit Netball Club
Andy Frith		Southend Volleyball Club
Dan Seaman		Southend Scorpions Basketball Club
Ben Clark (Sian Vassey)		Southend Diving Club
Peter Goodwin	Secretary	Junior Bocas Futsal
Ken Field	Chair	Rawreth Tt Club & Table Tennis League
Roy Lord		Chalkwell Badminton Centre
Simon Mudd	Club manager	Southend Kite Surfing Club
Steve Jones	Instructor	Essex Kite Surf School