



Derby City Council

Built Indoor Facilities Strategy



‘An active city for everyone, improving our health, wellbeing and quality of life through supporting people to move more in Derby’

2018 to 2028



TABLE OF CONTENTS

1. Introduction.....	3
2. Strategic Context	6
3. Local Context	11
4. Assessment of Need & Evidence Base - Sports Halls 2021	39
5. Assessment of Need & Evidence Base - Swimming 2021	46
6. Assessment of Need and Evidence Base - Health and Fitness.....	54
7. Supply and Demand - Sport Specific Requirements and Opportunities.....	71
8. Interpretation of Findings - Quantity, Quality, Accessibility and Availability	92
9. Strategy and Action Plan	99

APPENDICES

Appendix A - Derby Sports Hall Evidence Base - September 2021

Appendix B - Derby Swimming Pool Evidence Base - September 2021

Appendix C - Derby Health and Fitness evidence base - 2017

Appendix D - Derby University Community Centre Research Data - 2017

Appendix E - Queen's Leisure Centre - Performance Benchmarking updated in 2021

Basis of Information

It is not possible to guarantee the fulfilment of any estimates or forecasts contained within this report, although they have been conscientiously prepared based on our research and information made available to us at the time of the study. Neither FMG as a company nor the authors will be held liable to any party for any direct or indirect losses, financial or otherwise, associated with any contents of this report. We have relied in several areas on information provided by the client and have not undertaken additional independent verification of this data.

1. Introduction

Background

- 1.1 Our 'Move More Derby' - Derby City's Built Sports Facilities Strategy, sets a long-term vision for built facilities in the city that positions its contribution towards the wider aspirations for the city.
- 1.2 In November 2017 Derby City Council ('the Council') appointed FMG Consulting Ltd ('FMG') to carry out this work, importantly this builds on Move More Derby; Derby's Physical Activity and Sport Strategy 2018 - 2023, as well as building on the previous work undertaken by FMG on behalf of the Council for Moorways Swimming Pool development completed in 2017.
- 1.3 An initial strategy document was completed in 2018 and in 2021 the Council refreshed the strategy providing a further informed position of facility supply and demand in key areas of swimming pools and sports hall provision. This, following the opening of Moorways Sports Village in 2022, would further assist the identification of key issues and gaps in provision. This would support the Council in a strategic and reasoned approach to be taken when considering future provision.
- 1.4 This strategic review of Sports facility provision comes in response to the changing landscape of providers and as an identified key action and shared purpose within the City's Physical Activity and Sport Strategy 2018 to ensure the strategy works towards Derby City's vision:

'An active city for everyone, improving our health, wellbeing and quality of life through supporting people to move more in Derby'

- 1.5 The Council will strengthen its ability to deliver its vision is through the opening of its new flagship swimming and leisure facility at Moorways Sports Village in Spring 2022 which will be managed under a new ten-year operating partnership with one of the UK's leading operators.
- 1.6 The Council, through its leisure partnership, will provide further annual revenue support to target hard to reach communities establishing interventions in five of the most deprived areas of the city.

Scope

- 1.7 The development of the Built Indoor Sports Facilities Strategy ('BISFS') specifically addresses the following sports provision in line with the Council's brief and consultation:
 - Swimming Pools (All elements updated in 2021).
 - Sports Halls (All elements updated in 2021).
 - Health and Fitness (with some elements updated in 2021); and
 - Sport provision by key stakeholders of 'Athletics' and 'Indoor Tennis' from 2018.

- 1.8 The 2018 strategy document included the following items, the elements for avoidance of doubt that have been refreshed in 2021 are shown in red:
- Government and Sport England Strategies relevant to the scope of this work and the impact of COVID-19 on the sector and recovery implications for Derby carried out in September 2021.
 - A refreshed Facility Planning Model (FPM) study - Strategic Assessment of Need for Sports Hall and Swimming Pool provision in Derby carried out in September 2021.
 - Financial performance benchmarking of the Queen's Leisure Centre updated with 2019/20 figures.
 - An assessment of Derby's Health and Fitness Supply (supply has been updated in September 2021)
 - Comprehensive stakeholder consultation carried out in 2017.
 - Consideration of the recommendations of the 'Move More Derby' Physical Activity and Sport Strategy 2018-2023.
 - The Council's aspirations for its' built leisure provision.
 - Derby's Playing Pitch Strategy, and
 - Housing developments within the city boundary and external to the City boundary, that has the potential to impact on the City's built leisure provision.

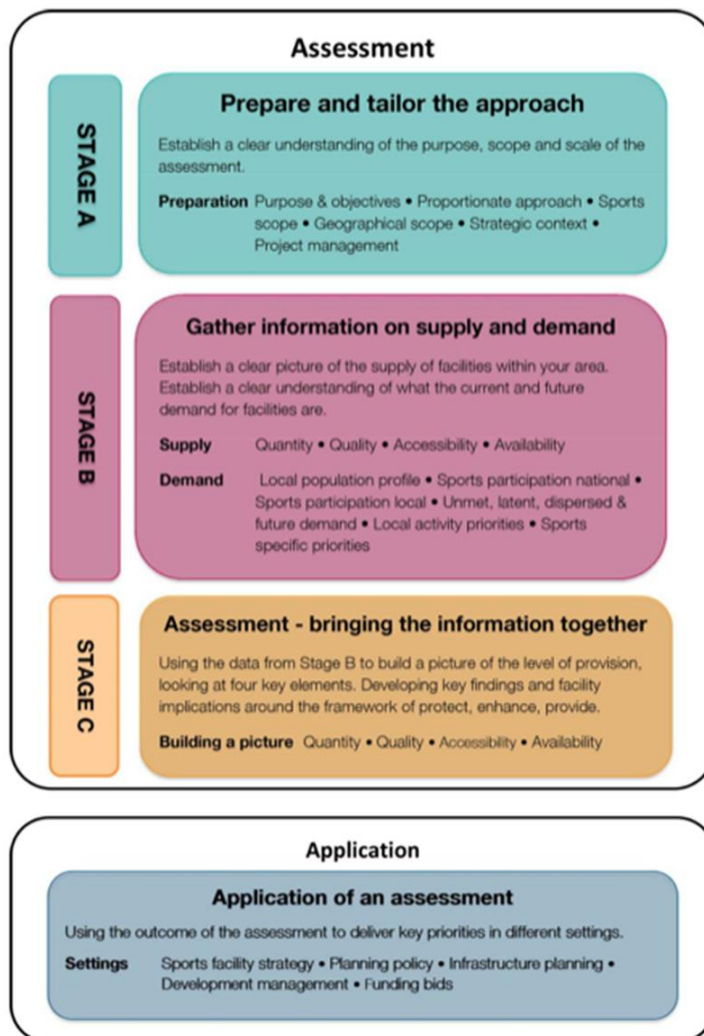
Objectives

- 1.9 The objective is the production of an updated strategy for Derby City Council providing the strategic context for built leisure facilities in the city that can be used to:
- Aid decision making by Councillors and Officers.
 - Support external funding applications.
 - Support developer discussions around CIL and S106 contributions.
 - Support potential work with neighbouring authorities; and
 - Link appropriately to Local Plans.
- 1.10 The strategy also needs to be realistic in its aspirations identifying actions capable of being implemented within the Council's budgetary position and procurement regime, and those that would require significant external funding or put the Council at risk.

Methodology

- 1.11 Our approach to the study has been developed utilising the process as set out in the Assessing Needs and Opportunities Guide (ANOG), the methodology for assessing indoor sports needs developed by Sport England, as set out in figure 1.1 overleaf.

Figure 1.1 - ANOG Methodology for assessing Sports Facilities



1.12 The remainder of the report is structured as follows:

Report Structure

- Section 2 - Strategic Context.
- Section 3 - Local Context.
- Section 4 - Assessment of Need and Evidence Base - Sports Halls 2021.
- Section 5 - Assessment of Need and Evidence Base - Swimming Pools 2021;
- Section 6 - Assessment of Need and Evidence Base - Health and Fitness part 2021;
- Section 7- Assessment of Need and Evidence Base - Sport Specific Requirements and Opportunities 2018;
- Section 8 - Interpretation of findings 2021; and
- Section 9 - Strategy and Action Plan 2021

2. Strategic Context

Introduction

- 2.1 In this section, we have set out the golden thread between local and national plans and strategies, in the context of the built indoor sports facilities' strategy.
- 2.2 It provides details of the key components that the Government and Sport England believes are necessary for the delivery of a successful project (revenue or capital based) including the need for a strategic vision, clearly defined outcomes and key performance indicators, plans that effect behavioural change and an options appraisal looking at the solutions that can deliver these outputs and where capital investment is required, a process to ensure that any new facilities has the right mix of activities and that outcomes are monitored and evaluated.
- 2.3 The figure 2.1 below demonstrates how the Council's current Physical Activity Strategy aligns with Government outcomes. In terms of built facilities, presenting an opportunity to think differently about indoor built provision.

Figure 2.1 - Local and National Outcomes



- 2.4 To facilitate this, it is recognised that several actions will need to take place to drive behavioural change. This challenge is particularly relevant to the large segment of the inactive population residing in hard-to-reach groups across the city.

Sport England Strategy - Uniting the Movement 2021

- 2.5 Sport England's new strategy is a 10-year vision to transform lives and communities through sport and physical activity. A summary of the strategy is provided below followed by a summary of what this could mean for Derby in the context of its future sports and leisure provision.

Mission

- 2.6 For sport and physical activity to be recognised as essential. Promoting movement in general as the means to unlock sport and activity for some people.

Tackling Inequalities

- 2.7 There are deep-rooted inequalities in sport and physical activity, which mean there are people who feel excluded from being active because the right options and opportunities aren't there:
- Disabled people and people with a long-term health condition are twice as likely to be physically inactive than those without a disability or health condition.
 - People in a lower socio-economic group (NS-SEC 6-8), are more likely to be inactive than people in higher social groups.
 - Women are less active than men, this gender gap starts with girls being less active from a very young age.
 - People from Asian and Black backgrounds are far more likely to be physically inactive than people who are White (a fact reinforced by SE 2020 'Sport for All?' report).
- 2.8 For a long-time there have been patterns in the characteristics of people who feel less able to get active. These inequalities are at the core of the Uniting the Movement strategy - providing opportunities to people and communities that have traditionally been left behind and helping to remove the barriers to activity.

Key objectives

1. Advocating for movement, sport, and physical activity
- 2.9 This strategy requires shaping the conversation and the evidence on the value of movement, sport, and physical activity so that it resonates with partners, both within and outside our sector. It's why relationships and influence are key pillars in this strategy, alongside investment.
2. Joining forces on five big issues
- 2.10 The ambitions at the heart of Uniting the Movement are the result of a process that's involved thousands of people and hundreds of organisations. Through conversation with these organisations, key issues have emerged that people need to work together to address. They're some of the biggest challenges to an active nation over the next decade and are also the greatest opportunities to make a lasting difference.

Big Issue 1: Recover and Reinvent

- 2.11 Recovering from the biggest crisis in a generation and reinventing as a vibrant, relevant, and sustainable network of organisations providing sport and physical activity opportunities that meet the needs of different people.

Big Issue 2: Connecting Communities

- 2.12 Focusing on sport and physical activity's ability to make better places to live and bring people together.

Big Issue 3: Positive experiences for children and young people

- 2.13 Unrelenting focus on positive experiences for all children and young people as the foundations for a long and healthy life. This is particularly true for girls, disabled young people, young people with long-term health conditions, those from less affluent families and youngsters from Black and Asian backgrounds. The starting point is that all children, irrespective of their abilities, should enjoy being active.

Big Issue 4: Connecting with health and wellbeing

- 2.14 Strengthening the connections between sport, physical activity, health, and wellbeing, so more people can feel the benefits of, and advocate for, an active life. Not everyone is able to enjoy an active life. The scale of the challenge is significant. Evidence suggests an increase in depression and anxiety amongst 5-15-year-olds; that one in three working age adults now live with a long-term health condition, predicted to rise to 40% by 2030; and despite life expectancy increasing over the last 20 years, people are spending more time in poorer health. The complexity and severity of health needs is also increasing for some groups.

Big Issue 5: Active Environments

- 2.15 Creating and protecting the places and spaces that make it easier for people to be active.
3. Creating the catalysts for change
- 2.16 The right conditions for change must be created: across the people, organisations, and partnerships with the potential to contribute and help turn shared plans and ideas into action. There are specific capabilities, information, approaches, and relationships that - used in the right way - will make progress possible. These are:
- Effective investment models
 - Realising the power of people and leadership
 - Applying innovation and digital
 - High-quality data, insight, and learning
 - Good governance.

Working Methods

- 2.17 Three key principles will guide where time, energy and money are spent. They represent the biggest commitments to change for the organisation.

Guiding Principles

1. Investing most in those that need it most
2. The right blend of national and local action
3. Simple as standard

Values and Behaviours

- 2.18 Sport England have applied their four values in the creation of this strategy and the way we've consulted and engaged. They plan to apply them to choices they make about how to implement it.

- We are collaborative
- We are inclusive
- We are ambitious
- We are innovative

Derby City Council's Previous Leisure Facilities Strategy ('LFS')

- 2.19 Ensuring that any newly developed facilities within the city are strategically aligned and meet the needs of the Council and other key stakeholder organisations it is important to consider the previous built indoor sports facility strategy from 2010.
- 2.20 Since the previous LFS was adopted, the Council has completed phase one of the Strategy, which includes:
- refurbishment of the athletic facilities at Moorways Stadium in 2013.
 - building the Derby Arena on Pride Park, which opened in March 2015.
 - closure in 2015 of Moorways Sport Centre and in 2016 of Moorways Swimming Pool; and
 - development of a new Swimming Pool Complex which will include a 50m x ten lane swimming pool, leisure water and smaller studio pool, along with health and fitness and indoor family activities at Moorways, due to open in spring 2022.
- 2.21 The Council also carried out some structural repairs to enable the family pool at Queen's Leisure Centre to re-open in 2017, this work aimed to extend the life of Queen's Leisure Centre by up to five years. The life expectancy of Queen's continues to be a serious concern for the Council, from an asset management and value for money perspectives.
- 2.22 The Council has delivered significant change over the period of the previous strategy, and whilst there have been some facility closures, the Council has provided significant

investment in new indoor leisure provision which continues with the development of the Swimming Pool Complex at Moorways.

Section 2: Strategic Context: What does this mean for the City of Derby?

There is a strong link between national and local strategies with Derby well placed, following completion of the City's Physical Activity and Sports Strategy (PASS), their indoor built sports facilities strategy, and their Playing Pitch Strategy (PPS), to deliver 'Move More Derby'.

The Council has delivered significant change over the period of the previous strategy, and whilst there have been facility closures, the Council has provided significant investment in new indoor leisure provision including the opening of Derby Arena.

A key area for the Council is also to improve the opportunities for young people in the area and improving facilities such as increase pool water will allow additional opportunities. This will not only improve the physical health of children in the community, but also the mental wellbeing, in a high quality and safe environment.

In addition, by providing indoor and outdoor facilities, the new Moorways Sports Village with its Active Community ring fenced funding of £50,000 per annum will also help meet the strategy's objectives in terms of active environmental needs, making it easier for people to participate in a safe environment. Opportunities such as grass pitch areas, jogging tracks and play areas ensure local people can undertake activity on a formal and informal basis.

Finally, as highlighted in point 3 Sport England's strategy, 'creating the catalysts for change', the Council believe that Moorways Sports Village will help stimulate demand and increase participation by providing improved opportunities for people to get active, reducing health inequalities and increasing sustainability. Ultimately leading to More People Moving in Derby!

3. Local Context

Introduction

- 3.1 In this section we have reviewed Derby in terms of its links to local strategies and context including the demographics, market segmentation, health profile, the analysis of current performance, comparisons with Sport England KPI data to help understand behavioural change can be developed to increase usage and improve physical activity.

Background

Derbyshire

- 3.2 Derby has signed up to the ambitions set within 'Towards an Active Derbyshire' and will play a full part in helping to engage a county wide target of 50,000 more people in active lives by 2021. This work has already begun through the Derby City on The Move project and includes:
- Supporting the inactive to become active.
 - Ensuring that people are supported and encouraged to engage in sport.
 - Helping to keep people engaged in physical activity and sport throughout their lives.
 - Addressing the inequalities in physical activity and sport engagement with a focus on:
 - ✓ Women and girls.
 - ✓ People from lower socio-economic groups.
 - ✓ Young people aged 5 - 18.
- 3.3 Through this framework there is a desire to create a culture shift whereby regular physical activity is not just normal, but also seen as central to good health and wellbeing. There is a focus on achieving this through 3 dimensions: people, communities, and systems; collaboration across the county.
- 3.4 Derbyshire's Sustainability and Transformation Plan (STP), Joined Up Care Derbyshire, brings together work that has been taking place across the county to coordinate services better, so they support people to stay well.
- 3.5 Priority one focuses on prevention which is where physical activity and sport has a significant contribution:

More work is needed on preventing ill health and helping people take good care of themselves. By preventing physical and mental ill health and getting to grips with issues before they become bigger problems, people will lead happier, healthier lives.

- 3.6 There is also a focus on more place-based approaches to better meet the changing needs of the population and make the Derbyshire health and care system sustainable. This means a

transformational shift from fragmented care based around institutions, to coordinated, joined-up care based around people and communities.

- 3.7 Wider determinants such as employment, housing and education have a significant impact on the population's health. Strong and resilient communities are also known to have a positive impact on health and wellbeing. It is therefore important to work with a wider network of partners and with communities to improve the broader health of local populations and reduce the negative impact of the wider determinants of health.

Derby City Council Plan 2019 - 2023

Your Derby - Our Derby: A City of Health and Happiness

- 3.8 Derby is a city of diversity, with 25% of people being from a minority ethnic background, 90% of people say they are satisfied with their neighbourhood; well above the national average.
- 3.9 However, the Council recognise the significant health inequalities between the most and least affluent parts of Derby. An example of this is the high prevalence of smoking, and high rates of alcohol-related harm. Prevalence also exists with mental health issues. Like most English councils, Derby has seen increases in the numbers of children and young people in need of protection, or coming into care, compared to five or ten years ago, and this is linked to the wider picture of health and wellbeing.
- 3.10 This is causing significant pressure on the Council's budget. In the last year, Derby has continued to lead the way in effective partnerships with the NHS, supporting people to live in the community and getting them out of hospital as soon as they are well enough. The Council has pressed on with Derby's exciting new Moorways Sports Village, which will become a great leisure destination.

Where the Council wants to be

- 3.11 The Council are leading players in the Derby Partnership and support its goal of making sure that everyone in every part of Derby has good health, a great quality of life, feels safe in their community, and has opportunities to get on, especially those with additional needs.
- 3.12 The Council plan further integration with NHS partners, and continuing promotion of lifestyles that support good physical and mental health.
- 3.13 The Councils focus will be on independence, early intervention and services delivered in the community, in people's homes where possible and using technology where appropriate.

COVID-19 and the Derby Recovery Plan

- 3.14 The Derby Recovery Plan sets out clear priorities for the next 12-months, becoming the central focus for the Council's work underpinned by the Council Plan 2019 - 2023.
- 3.15 This is in response to the impacts of Coronavirus (COVID-19) and represents one of the greatest challenges the city has ever faced.
- 3.16 Coronavirus pandemic and the associated enforced restrictions placed upon leisure facilities across the UK created significant challenges for local authorities, leisure operators and other stakeholders. We recognise the importance that leisure and sport plays in making our community healthy and happy and will continue to support our local partners in providing these services.

- 3.17 The Council's response to the pandemic has given everyone a unique insight into what can be achieved when we work in partnership towards a shared goal.

'We are stronger together, and at our best when we are working alongside the people of Derby'.

- 3.18 The Council are determined and resilient, and our recovery effort is bringing together expertise from across the public, private and community sectors to help the city build back - and build back better.
- 3.19 The COVID-19 pandemic presents a real opportunity to reset how we think about our economy, our communities, our services and the how the Council can concentrate on the things that really matter to the people of Derby.

Council Plan

- 3.20 The following infographic summarises Derby City Council's vision, themes, focus and values from their Council Plan 2019 - 2023.



These actions are underpinned by our core values which, put simply, reinforce that the Council, its councillors and officers are here for Derby.



Population of Derby



Satisfaction with Derby as a place to live



Gross Value Added per worker



Average earnings of residents



Deprivation

The Council has several key interventions already underway to support delivery of their plan including:

- Continued work with our partners to promote independence and keep vulnerable children and young people and adults in the city safe
- More fostering households in the city, supporting our looked after children to achieve the best outcomes possible.
- More affordable housing, including new housing developments.
- A new swimming pool complex at Moorways Sports Village.
- Our Move More Derby Strategy supporting everyone to be more active, improving the health and wellbeing of the city
- Improved air quality through delivery of an overarching strategy.
- Work with partners to reduce Derby's carbon footprint.
- Strengthened neighbourhoods, with better networks and connections

Derby City Economic Growth Strategy 2018 - 2022

3.21 The vision for Derby's economy in 2022 is:

“An inclusive, modern city economy, creating innovative goods and services, producing competitively and collaborating regionally and globally to maximise local growth that works for all”.

3.22 This delivery plan sets out the aspirations of the Strategy under five delivery priorities. Each of these priorities contains new work streams and programmes intended to supplement and, in some cases, replace existing activities:

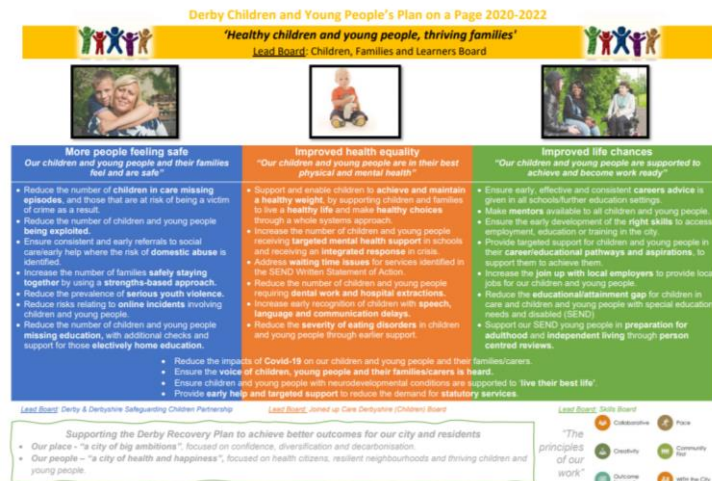
- Making opportunity for all people and businesses to share in economic growth
- Strengthen economic and physical links across the city
- Engaging all young people and building ambition through education, vocational training, apprenticeships, and jobs
- Ensuring residents and workers have access to a suitable range of high-quality affordable homes which support communities and improve quality of life.

Children and Wellbeing Plan

3.23 The Children and Young People Plan 2020-2022 as shown in the graphic below has three main themes.

1. **More people feeling safe:** ‘Our children and young people and their families feel and are safe’
2. **Improved health equality:** ‘Our children and young people are in their best physical and mental health’

3. Improved life chances: 'Our children and young people are supported to achieve and become work ready'



Move More Derby

3.24 To deliver the required outcomes to meet the Council's vision and objectives for 'Move More Derby' effective governance and leadership working in partnership with many other organisations will be required. The Council have considered this and have developed a structure for this as shown in figures 3.1 and 3.2 below, the model in figure 3.1 is also being developed further in response to the changing needs of the city and its residents.

Figure 3.1 - Derby - Partnership (Leadership Board)

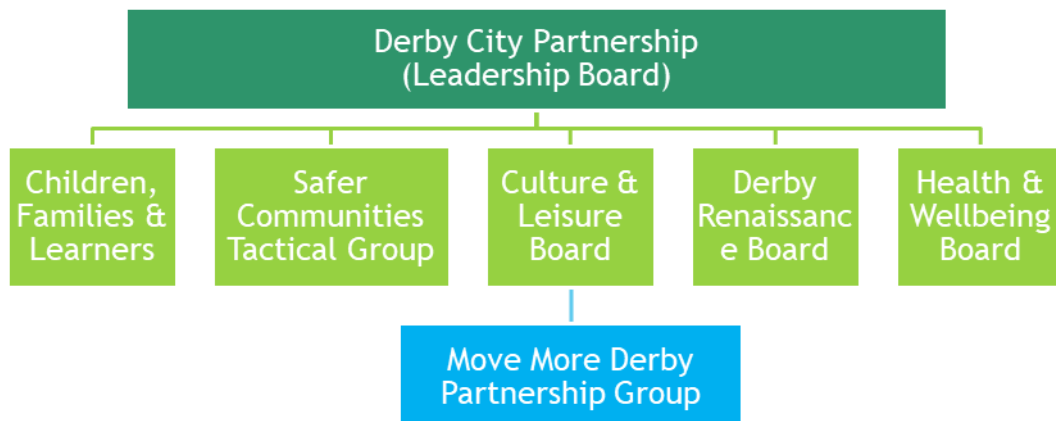
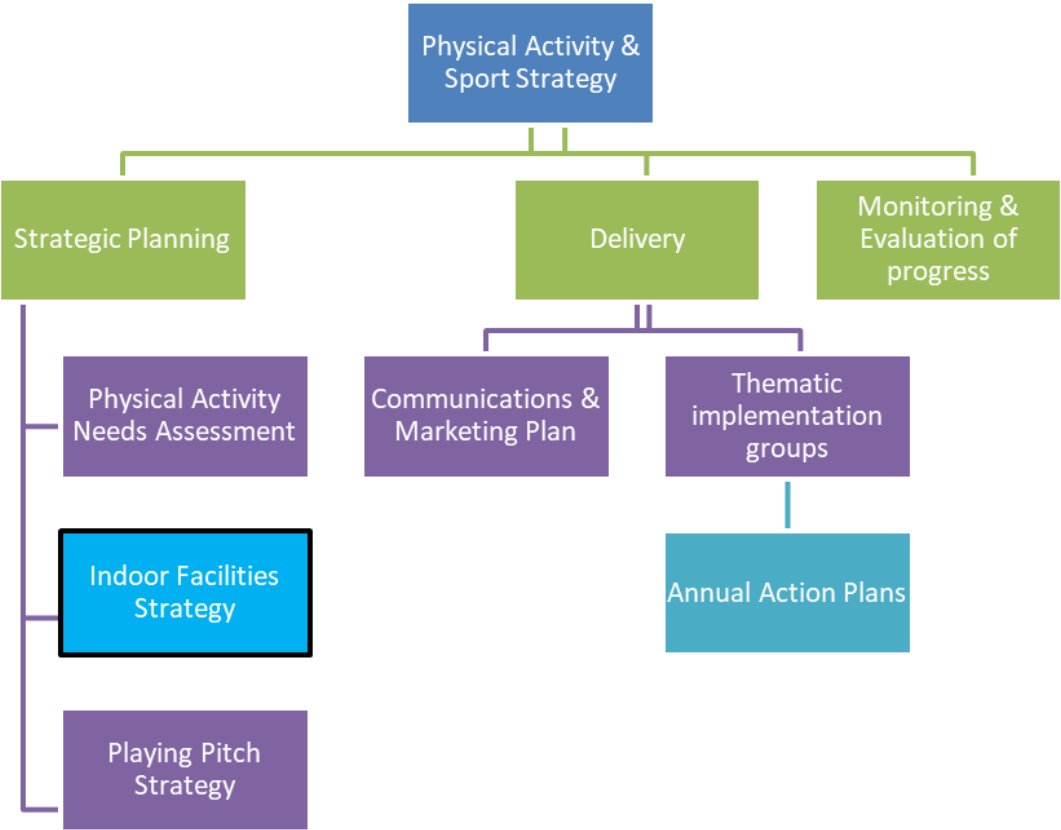


Figure 3.2 - ‘Move More Derby’ - PASS Strategy



Population Profile and Population Growth

- 3.25 The City of Derby has a population of 248,752 according to the Census 2011, of which circa 198,000 are above the age of 16 years old (79.6%). This is lower than the regional average for the East Midlands region (81.4%) and the national average (81.2%). According to the Subnational Population Projections from the Sport England Local Profile Tool, the population has increased to c258,300 in 2017 and this was expected to increase further to 263,400 by 2020.
- 3.26 Despite the number of people under 16 years old being below average, the number of dependent children in households from the Census 2011 details that there are 46.1% of households with dependent children in comparison to 43.1% in the East Midlands and 41.3% in England. In addition, the Subnational Population Projections estimate that there will be a 5,700 increase in the population between the ages of 0-19 years between 2014 and 2020 and this equates to 52% of the population increase. Therefore, this suggests is an adequate number of young people and children in the area to participate in physical activity both now and in the future.
- 3.27 In terms of people aged between 16 and 44 years old in the Census data (and who have an increased propensity to participate in sport and leisure activities), Derby has 41.5% of its population in this group which is above the national average of 39.4% and the regional average of 38%. This suggests that most people living in Derby are younger than average and will have greater propensity to exercise.
- 3.28 There are circa 38,000 people over the age of 65 years (Census 2011) which equates to 15.1%. This is below the national average (16.4%) and the East Midlands regional average (17%). Although this is below average, some of the larger increases in the population estimated by the Sport England Local Profile Tool is expected in these age groups, contributing to 2,900 more people between 2014 and 2020 (27% of the population increase).
- 3.29 In terms of ethnicity of BME groups, Derby has a high Asian population in comparison to East Midlands (6.5%) and England (7.8%) according to the Census 2011 with 12.5% of people classified as Asian in Derby. There is also a higher than average when compared regionally and nationally of mixed/multiple ethnic groups with 2.9% in Derby in comparison to 1.9% regionally and 2.3% nationally as well as Other ethnic groups (1.3% in Derby compared to 0.6% regionally and 1% nationally).
- 3.30 In addition, according to the Census, there is an above average amount of Black/African/Caribbean/Black British people with 2.9% in Derby compared to 1.9% in the East Midlands and 2.3% in England. There is a below number of people classified as white with 80.3% in Derby compared to 89.4% in the East Midlands and 85.4% in England. Therefore, the ethnicity of the local population needs to be considered when setting programming for to ensure maximum engagement with the local community and to help break down of barriers of participation.
- 3.31 Therefore, this information shows that Derby has a young population with an above average number of people in the target 16-44 years' age group. However, it is expected that the population will live longer and there will be an increase in older people and younger people in the future. As a result, any facility will need to be able to attract a wide range of users from young children through to the over 60s.

Projected Population Growth

- 3.32 Increased life expectancy combined with declining birth rates has resulted in an aging population across the UK as can be seen in table 3.3 below. In Derby, due to the younger population, the increases in population that are above the national average between 2018 and 2027 are expected in the 15-39 years and 55-69 years old. In contrast, the 75 years and older age groups are expected to grow at a slower than average rate.

Table 3.3 - Population Projections 2018-2027

Area Comparison	2018	2022	2027	% Increase 2018-2027
England	56,061,500	57,633,800	59,493,400	6.1%
East Midlands	4,767,300	4,888,900	5,040,300	5.7%
Derby	260,100	266,500	274,300	5.5%

Source - Office of National Statistics Subnational Population Projections 2014

- 3.33 The total population in Derby in 2018 is estimated at 260,100; by 2027 projections estimate this will increase by 14,200 to 274,300. This equates to a 5.5% increase, lower than the national and regional percentage increases.

- 3.34 Table 3.4 provides a summary of population projections by age category.

Table 3.4 - Summary of Population Projections by Age Category

Area	2018			2027			% Increase 2018 - 2027		
	0-14	15-64	65+	0-14	15-64	65+	0-14	15-64	65+
England	10,137,600	35,677,900	10,246,000	10,512,500	36,703,100	12,278,000	3.7%	2.9%	19.8%
East Midlands	835,000	3,000,700	931,900	863,000	3,056,000	1,122,200	3.4%	1.8%	20.4%
Derby	51,200	166,700	42,200	52,000	172,800	49,300	1.6%	3.7%	16.8%

Source - Office of National Statistics Subnational Population Projections 2014

- 3.35 Projections over the next 9 years demonstrate a 20% increase regionally and nationally in the number people in the older age category. Derby in comparison shows a 17% increase, below the averages. In addition, by 2030 it is predicted there will also be less children and young people than the averages, with 1.6% compared to 3.4 regionally and 3.7 nationally. In contrast, the number of people in working age (15-64 years old) is higher than average with 3.7% in Derby compared to 2.9% nationally and 1.8% regionally.

Housing Developments

- 3.36 The Council's Local Plan has a commitment to deliver a minimum of 11,000 new mixed tenure, high quality homes in the city between 2011 and 2028 by allocating land in its Local Plan (Parts 1 and 2) and by setting out a development framework which facilitates the delivery of housing on appropriate sites. The table 3.5 below has been taken from the Local Plan and identifies the proposed breakdown of houses in the city.

Table 3.5 - Housing Supply Components 2011-2028 (Position in April 2016)

Housing Supply Components	Number of Dwellings
Completions (2011-2016)	1,998
Estimated Completions (2016-17)	588
Developable Planning Permissions (*)	585
Strategic Allocations (**)	6,461
Windfall Sites	825
Losses	-308
Dwellings to be addressed through the Part 2 Plan	851
TOTAL SUPPLY	11,000

(*) excludes permissions on sites which are allocated in the Plan. Comprises 285 dwellings worth of developable planning permissions on major sites and 300 dwellings worth of developable planning permissions on small sites.

(**) There are 6,975 dwellings on strategic sites, some of which have been completed since 2011 or are estimated to be completed in 2016/17 monitoring year. Completions and estimated completions on strategic sites since 2011 are therefore included in the 'Completions' and the 'Estimated Completions' components and are deducted from the 'Strategic Allocations' component.

- 3.37 Therefore, it is expected that an additional 8,414 houses will be built up until 2028. The Council have identified 15 strategic sites across the city to provide 6,461 of the houses.

Life Expectancy

- 3.38 In terms of life expectancy figures in Derby, males are expected to live on average until 78.0 years which is slightly lower than England (79.5 years) and the East Midlands (79.3 years). In terms of females, the life expectancy on average is 82.7 years which again is lower than England (83.1 years) and the East Midlands (82.9 years) averages.

Obesity

- 3.39 In terms of the adult population that have excess weight 66.0% of adults in Derby are classed as overweight or obese, which is higher than England overall average (64.8%) but below the East Midlands (66.8%) average. Alternatively, for child obesity, Derby has 23.0% of children classed as obese which is above the East Midlands (19.1%) and the England average (19.8%). Therefore, there is room for improvement in the levels of obesity in Derby. Exercise is a key preventative to obesity and disease and providing high-quality community facilities will encourage those who are currently inactive to contemplate participating in exercise.

Health

- 3.40 In terms of general health, Derby has 80% of people who are in 'very good' or 'good' health which is slightly below both the England (81.4%) and East Midlands (80.4%) averages. This slight negative outlook is reflected in the number of people identified in 'bad' or 'very bad' health which is calculated at 5.9% and this is higher than the England (5.5%) and East Midlands (5.6%) averages. The remaining people are in 'fair' health.

- 3.41 In addition, there is a secondary financial impact and a broader market opportunity with the increasing numbers of people being inactive. The direct cost of inactivity is estimated to be £5.1 billion a year in the UK, with 63% of Britons failing to meet recommended activity levels, putting the UK eighth from the bottom, out of 122 countries globally. According to Public Health England in Derby this amounts to around £4.5 million per year.
- 3.42 Therefore, whilst in general there are no major alarms about the health of the population when compared to England and East Midlands there is clearly room for improvement in the area to increase the statistics above the regional and national average.

Deprivation

- 3.43 Across the city, there are areas of deprivation, and this equates to a value of 27.8 in the Index of Multiple Deprivation 2015 (IMD). The national average is 21.8 and therefore Derby is significantly above average, although the worst score in England is 42.0.
- 3.44 The IMD is split into ten deprivation 'deciles' from the most deprived 10% to the least deprived 10% in 10% intervals. There is a total of 32,844 Lower Layer Super Output Areas (LSOA) in England and there is a total of 151 LSOA's in Derby.
- 3.45 In Derby, the highest proportion of LSOA's are in the 'most deprived 10%' with 28 LSOA's and this equates to 18.5%. Of these LSOA's, Derby 016A (128th), Derby 018F (235th), Derby 018C (353rd) and Derby 016E (479th) are the next most deprived LSOA's in Derby and they are all based in central Derby.
- 3.46 Our analysis has also shown that there is 13.9% of LSOA's in the 'most deprived 20%' decile and 11.9% in the 'most deprived 30%' decile. Across the first 5 deciles which classifies the area as most deprived, this equates to circa 63% of the LSOA's in the city. In contrast, there are 11.3% of the areas in the 'least deprived 10%' decile and 9.9% in the 'least deprived 20%' decile. This shows that whilst there are areas of deprivation, there are also areas of wealth, however, these LSOA's are generally based on the edge of the city.

Social Grading

- 3.47 The potential amount of disposable income for residents of Derby is reflected in the economic social grades identified from the Census 2011. There are 19% of people in social grade AB (higher & intermediate managerial, administrative, and professional occupations) which have the highest access to disposable income, and this is lower than the East Midlands (20%) and England (23%).
- 3.48 Furthermore, the social grade C1 (supervisory, clerical & junior managerial, administrative, and professional occupations) also have access to disposable income, and these represent 28.4% of the adult population in Derby which is below the East Midlands average of 29.5% and the national average of 30.9% in England.
- 3.49 In terms of social grade C2 (Skilled manual occupations) these represent 20.7% of adults which is lower than the East Midlands (22.6%) but slightly higher than England (20.6%). This group have a lower disposable income than groups AB and C1 and therefore pricing may become a barrier to participation.
- 3.50 Because of the below average social grades, social grade DE (semi-skilled & unskilled manual occupations, unemployed and lowest grade occupations) who have very limited access to disposable income represent 31.9% of the adult population which is significantly above the regional average of 27.9% and the England average at 25.5%.

- 3.51 Therefore, there is a potential lack of disposable income for leisure activities, and this should be considered in the business planning. If pricing is too high, it will not encourage those who are contemplating participating to break down the barriers to exercise.

Car or Van Ownership

- 3.52 The Census 2011 details that 71.1% of households in Derby have one or more cars or vans. This is below the England average of (74.2%) as well as being significantly below the East Midlands average (77.9%). Therefore, this suggests that there is a below average number of cars so public transport will be relied upon in the area and links must be adequate.

Sport England Key Performance Indicators

- 3.53 Sport England calculate a range of different data sets to measure participation in sport and physical activity. Previously Sport England utilised the Active Peoples Survey to measure activity levels, but this was focused on traditional sport and physical activities. However, in 2016/17, they released the Active Lives Survey, in line with the new Sport England strategy, and the data now analyses non-traditional activities such as gardening, walking, and dancing as well as traditional sport and physical activity methods.
- 3.54 We have sought to summarise this information in the table 3.6 below.

Table 3.6 - Participation and Physical Activity

Metric	Derby	East Midlands	England
1 x 30 minute per week	36.4%	34.7%	36.1%
Active Lives Survey - less than 1 x 30 minutes of physical activity per week	25.7%	27.2%	25.7%
30 to 149 minutes per week	15.5%	12.6%	12.5%
Over 150 minutes per week	58.8%	60.2%	61.8%

- 3.55 The table outlines that the Active Lives 2016/17 Survey highlighted an above average number of people participating in sport compared to the East Midlands and England. In terms of sport and physical activity statistics from Active Lives Survey, the number of people classed as 'inactive' who are undertaking less than 30 minutes per week is above the regional average but below the national average.
- 3.56 Despite this, the number of people who are classed as 'active' (over 150 minutes per week) is slightly below the regional average but significantly above the national average. As a result, the city has more people in the 'fairly active' category. This indicates that whilst people are active, there is room for improvement and potential to increase activity in the area.
- 3.57 Despite the Active People Survey being replaced, it is still useful to analyse the last set of figures of data from the survey. Table 3.7 sets out the performance of Derby compared to

the East Midlands Region and England for 2015/16. This data is taken from Sport England's annual Active People Survey 10.

Table 3.7 - Comparison with Sport England KPI's

	Derby	East Midlands	England
KPI3 - Club Membership in the last 4 weeks	17.9%	20.5%	22.2%
KPI4 - Received tuition / coaching in last 12 months	13.8%	15.2%	15.6%
KPI5 - Took part in organised competition in last 12 months	N/A	12.9%	13.3%
KPI 6 - Very/fairly satisfied with local sports provision	60.3%	60.0%	62.1%
Above regional and national averages	Above one average but not another		Below regional and national averages

- 3.58 The table above shows that there are below average results for Derby's Sport England's KPI's in comparison to both the regional and national averages.
- 3.59 KPI6 (satisfaction with local sports provision) is above the regional average but slightly below the national average. Therefore, there is room for improvement with the quality of facilities according to the residents and new Council facilities would help to improve these figures.
- 3.60 In contrast, KPI3 (club membership) and KPI4 (tuition and coaching in the last 12 months) are below the regional and national averages. KPI3 is circa 3% below the regional average and 4% below the national average which details there is significant room for improvement. In terms of KPI4, this is also underperforming with Derby being circa 1% below the East Midlands and 2% below England.
- 3.61 Sport England's Active People Survey has changed the way it calculates the KPI2 (number of people volunteering) before being replaced by the Active Lives Survey and therefore it has not been included in the table above. The data is now split over a 2-year period in each local authority compared to annually regionally and nationally. The last known data was in 2012/14 in Derby, and this was calculated at 11.7% of people volunteering in any sporting capacity compared to 12.5% in England and 13.8% in East Midlands in 2013/14; therefore, Derby is underperforming in relation to KPI2.

Market Segmentation

- 3.62 Sport England market segmentation data models' groups and provides information on sporting behaviours and attitudes as well as motivations for and barriers to taking part in sport.
- 3.63 The latest market segmentation data shows that Elise and Arnold (Segment 19), Kev (Segment 9), Philip (Segment 11), Jamie (Segment 2) and Brenda (Segment 14) are the 5 most prevalent segments within Derby.
- 3.64 Elsie & Arnold (Segment 19, 9.6% of the population) are the most prevalent segment in the city. Mainly aged 66 years old and above, are widowed and retired. They also live on their

own in sheltered accommodation. They have a lower-than-average level of sports participation due to their age. Elsie & Arnold is most likely to participate in keep fit/gym (12%) or swimming (7%). They are most likely to participate in more sport if they had more time on their hands and people to go with.

- 3.65 Kev (segment 9, 8.2%) is mainly aged 36-45 years old, is married or single living with his partner and he may have children. He is in a vocational job on a self-employed basis. He has an average level of sports participation as his age begins to catch up with him and he does not eat or live healthily. Kev is most likely to participate in keep fit/gym (14%), football (12%) or cycling (10%). He is most likely to participate in more sport if he had more time on his hands or activities were cheaper.
- 3.66 Philip (segment 11, 8.0%) is mainly aged 46-55 years old, married with children and is in full time employment. He is a homeowner and his children have now left home. He has a higher-than-average level of sports participation as he tries to keep up his level of sport, whilst also being quite health conscious. Philip is most likely to participate in cycling (16%), keep fit/gym (15%) and swimming (12%). He is most likely to participate in more sport if he was less busy.
- 3.67 Jamie (segment 2, 7.7%) is mainly aged 18-25 years old, is single and lives with his parents. He is a student that has just finished studying but he is unable to find a related job. He is a very active type in comparison to the national average but isn't fussed about his health or diet. Jamie is most likely to participate in football (28%, compared to 4% of adults nationwide) and keep fit/gym (22%). Cricket participation is likely from circa 3% of this segment and this is higher than the national average of 1%). He is most likely to participate in more sport if he had more time on his hands, had people to go with or activities were cheaper.
- 3.68 Finally, Brenda (segment 14, 6.6%) is mainly aged 46-65 years old and lives with her husband in a terrace house. She has a part time job and her children have left home. She is generally less active than the adult population and will be tired after a long shift at work. Brenda is most likely to participate in keep fit/gym (15%) and swimming (13%). She is most likely to participate in more sport if she had more time on her hands or activities were cheaper
- 3.69 The market segmentation data presents mixed findings for overall levels of sports participation within the catchment. Many of the prevalent segments in the catchment prefer activities such as swimming, keep fit, and in the case of Kev team sports and low intensity social activities. The market segmentation analysis therefore provides important information to support facility programming and ensure activities that are put on at leisure facilities are reflective of the local population make-up and types of activities residents are more likely to engage in.

Benchmarking Analysis of the Current Performance of Leisure Facilities operated by the Council in Derby

- 3.70 To provide a greater insight into the potential future performance of the Council facilities from a use and revenue perspective it is important to understand the current picture across the Council's facilities, and the final year's performance of the previous Moorways Swimming Pool.
- 3.71 **Queen's Leisure Centre (2019/20)** Derby Arena, Springwood Leisure Centre, Gayton Swimming Pool and Lonsdale Swimming Pool (2016/187) have been reviewed.

Queen's Leisure Centre - refreshed for 2019/20 performance

3.72 Table 3.8 summarises the benchmark comparisons of Queen's Leisure Centre and assumes:

- 2019/20 financial data provided by the Council.
- a gross internal floor area of 6,552m².
- health and fitness monthly DD / annual membership of 285.

Table 3.8 - Benchmarking Analysis of Queen's Leisure Centre

Key Performance Indicators	2019/20	FMG Experience Range
Income per m ²	£107	£200 - £250
Income from Fitness (per stn)	£2,621	£6,500 - £8,000
Average Members per Station	7	20-25
Income from Swimming per m ²	£759	£700 - £1200
Cost of Sales	52%	50% - 65%
Utility Costs per m ²	£35	£35 - £45
Maintenance costs per m ²	£3	£20 - £25
Staffing Costs as % of income	123%	65% - 80%
Staffing Costs as % of expenditure	70%	50% - 60%

3.73 The performance of the Queen's Leisure Centre in 2019/20 (the last year prior to COVID -19 has been analysed against current FMG performance experience ranges and we have presented the benchmark range.

3.74 In general, the performance of Queen's Leisure Centre is poor in comparison of our benchmarks.

3.75 The total income generated in 2019/20 was £698,090 however the total expenditure was £1,223,526 providing a 'cost centre' operational loss of £525,436.

3.76 The income from swimming is at the bottom end of our benchmarks,

3.77 The number of members per station was only circa 7, which is significantly below our benchmark of 20-25 members (whilst some experienced leisure operators will also operator at circa 30 members per station). There has also been a dramatic fall in memberships at the facility. Memberships have fallen from 719 in 204/15 to 272 in 2019/20.

3.78 Swimming performance at the centre is at the lower end of our benchmark range of £759/m².

3.79 In relation to staffing costs, these are calculated at a percentage of income of 123%, which is significantly higher than our expectations (50% - 80%) and a higher cost than the total income generated at the site. However, this figure is predominantly because of the low-income levels rather than high staffing costs and this is supported by the staffing costs as a percentage of expenditure which is circa 70%, only slightly higher than benchmark levels (50

- 60%). Therefore, this indicates that the centre and activities available are well staffed for the offer, but the level of income is not being generated.

- 3.80 When analysing premises costs, the utility costs per m2 is £35 per m2, which is positive than FMG experience of £35 - £45. In terms of maintenance, this has been calculated at £3 per m2 which suggests that only essential maintenance is being carried in advance of a decision on the future of the site.
- 3.81 Overall, the benchmarking analysis represents a poor picture for Queen's Leisure Centre with low-income levels for health and fitness, with swimming income at the lower end of our benchmark. Staffing costs as a % of income is some of the highest we have experienced in recent years.

Derby Arena

- 3.82 Table 3.10 summarises the benchmark comparisons of Derby Arena and assumes:
- 2016/17 financial data provided by the Council.
 - a gross internal floor area of 14,493m2.
 - health and fitness monthly DD / annual membership of 2,300.

Table 3.10 - Benchmarking Analysis of Derby Arena

Key Performance Indicator	Derby Arena	FMG Experience
Income per m2	£111	£200 - £250
Income per visit	£6.79	£3.00 - £3.75
Visits per m2	16	60 - 75
Income from Fitness (per stn)	£3,104	£6,500 - £8,000
Average Members per Station	16	20-25
Income per Sports Hall court	£5,578	£13,000 - £17,000
Marketing as % of income	2.7%	2.0% - 2.5%
Secondary Income per visit	£0.04	£0.25 - £0.35
Utility Costs per m2	£18	£35 - £45
Maintenance costs per m2	£12	£20 - £25
Staffing Costs as % of income	57%	65% - 80%
Staffing Costs as % of expenditure	40%	50% - 60%

- 3.83 It should be noted that our experience is predominantly based around standard leisure facilities and therefore a unique facility such as Derby Arena, with an indoor velodrome providing a large GIFA alongside high income activities i.e. indoor velodrome cycling and the delivery of a large commercial and cultural events programme, will need to be considered when analysing the facility.

- 3.84 As a result, income per m2 and visits per m2 are indicated as significantly lower than our benchmark but these figures are distorted due to the large GIFA of the Arena. Alternatively, the income per visit is significantly high as the facility has some high-income generating activities, for example cycling taster sessions, as well as varied commercial and event activities such as exhibitions, comedy shows, graduations and the annual pantomime.
- 3.85 However, the performance of the health and fitness suite can be somewhat more accurately analysed against our experience. From our consultation with the Council, we understand that the membership figures are below the Council expectations for the facility. This is supported by our analysis that details those 2,300 members equate to circa 16 members per station, below our benchmark of 20-25 members per station. This results in income of only £3,104 per station in comparison to £6,500 - £8,000 across our experience.
- 3.86 Furthermore, the sports hall facility is also underperforming for sports usage. The 13-court hall is a large facility that is also utilised for a large commercial and events programme across the year. The facility generates £5,578 per court which is below our benchmark levels. This is also below the 2015/16 data that equate to circa £8,800 per court. However, we understand the Council is continuing to explore methods to maximise income in the facility, providing a balance between commercial events and sport and therefore this income will have transferred into commercial events rather than sport.
- 3.87 In terms of costs, marketing as a percentage of income equates to 2.7% of income which is higher than our benchmark experience. However, in a facility of this unique nature alongside a low performing health and fitness membership scheme, we would expect a significantly higher marketing drive to help increase usage of the facility across the activities.
- 3.88 In relation of staffing costs, these are calculated as a percentage of income equating to 57% which is positive and indicates the facility is being well managed from a cost control perspective against current usage levels. This is also reflected in the low staffing costs as a percentage of expenditure of circa 40%.
- 3.89 When analysing premises costs, utility costs per m2 is £18 per m2, which is significantly lower than FMG experience of £35 - £45. This benchmark includes wet and dry centres and despite the large GIFA and high spaces at the Arena, we would expect the facility to require utility costs of around the current benchmark as a dry centre. In terms of maintenance, this has been calculated at £12 per m2. This is below our experience which would initially suggest an underspend, but our database includes facilities of all ages and quality. From our industry experience, we would expect a dry facility to be operating at around this level of cost for maintenance in the early years.
- 3.90 Overall, the benchmarking analysis represents that the Derby Arena is currently underperforming in relation to sport and physical activity participation. However due to the revisioning for the facility with the closure of the Assembly Rooms, it has resulted in the programming of more commercial and event programmes resulting in there being less availability and therefore performance against the benchmark of Health and Fitness and sports activities in the infield area.
- 3.91 health and fitness and the sports hall, although the Council are targeting income generation through an events programme. However, we believe there is potential to improve this performance, and an increase in the marketing budget would help support this.

Springwood Leisure Centre

3.92 Table 3.11 summarises the benchmark comparisons of Springwood Leisure Centre and assumes:

- 2016/17 financial data provided by the Council.
- a gross internal floor area of 2,487m².
- health and fitness monthly DD / annual membership of 1,250.

Table 3.11 - Benchmarking Analysis of Springwood Leisure Centre

Key Performance Indicator	Springwood Leisure Centre	FMG Experience
Income per m2	£258	£200 - £250
Income per visit	£2.14	£3.00 - £3.75
Visits per m2	121	60 - 75
Income from Fitness (per stn)	£5,634	£6,500 - £8,000
Average Members per Station	18	20-25
Income per Sports Hall court	£16,250	£13,000 - £17,000
Income from AGP per m2	£43	£9 - £11
Marketing as % of income	1.8%	2.0% - 2.5%
Secondary Income per visit	£0.01	£0.25 - £0.35
Utility Costs per m2	£19	£35 - £45
Maintenance costs per m2	£26	£20 - £25
Staffing Costs as % of income	65%	65% - 80%
Staffing Costs as % of expenditure	66%	50% - 60%

- 3.93 The income per station of health and fitness is £5,634 which is below our expectations of £6,500 - £8,000. Whilst this figure does include charitable trusts with VAT exemption, the income is still below benchmark levels. This is because of the number of members per station which is currently 18.
- 3.94 The 4-court sports hall is performing very positively with £16,250 per court and this is significantly higher than our benchmark of £13,000 - £17,000 per court. This shows significant demand for sports hall space in the area despite there being a reduction in sports hall income from circa £22,000 per court in 2015/16.
- 3.95 The centre has also recently refurbished its rubber crumb pitch to a small 3G AGP at the site (630m²) and this has provided the centre with an income boost. The facility generated circa

£27,000 in 2016/17 and this equates to £43m2, significantly higher than our expectations of £9-£11 per m2.

- 3.96 The analysis also details that the income per m2 is higher than FMG experience with the visits per m2 significantly above benchmark levels (circa 45 visits per m2 higher). In contrast, the income per visit is lower than expected at £2.14. This suggests that the facility is well used for its size but has its limitations in income generation. The users are likely to be regular residents from the community to use the sports hall and the gym, but this will be a core user group that regularly attends. Therefore, the facility is potentially not expanding into new participants and encouraging significant numbers of new members to join.
- 3.97 Finally, in terms of income generation, secondary income per visit is poor at £0.01 per visit in comparison to £0.25 - £0.35 per visit.
- 3.98 In terms of costs, staffing costs as a percentage of income are calculated at 65%, which in line with our expectations (65% - 80%). In comparison, staffing as a percentage of expenditure is slightly higher than expectations at 66% (compared to 50 - 65%) but this is not a concern for the facility.
- 3.99 When analysing premises costs, utility costs per m2 is £19 per m2, which is significantly lower than FMG experience of £35 - £45. The facility is therefore performing efficiently for the current usage levels. In terms of maintenance, this has been calculated at £26 per m2 which is just above our expectations of £20-£25 per m2 and this is expected for a facility that is beginning to age (built in 1997). Similarly, to Queen's Leisure Centre, this has increased compared to the 2015/16 budget that was only circa £12 per m2 for maintenance, and this would be regarded as an underspend. Therefore, it is positive the Council have increased their maintenance budget.
- 3.100 Overall, the benchmarking analysis represents a mixed picture for Springwood Leisure Centre. Whilst the gym is performing relatively well and has improved the number of members, it is still under benchmark levels. The sports hall is also performing well but there has been a reduction income in the last financial year; however, the AGP has been a positive income generating addition to the facility mix. Furthermore, the facility is relatively well staffed, and utilities and maintenance are at expected levels for the site.

Gayton Pool

- 3.101 Gayton Pool is operated by Gayton Pool Limited (a subsidiary of Lonsdale Swimming and Sports Trust), a company limited by guarantee on behalf of the Council.
- 3.102 Table 3.12 summarises the benchmark comparisons of Gayton Pool and assumes 2016/17 financial data provided by Gayton Pool Limited on behalf of the Council.

Table 3.12 - Benchmarking Analysis of Gayton Pool

Key Performance Indicator	Gayton Pool	FMG Experience
Income per visit	£3.78	£3.00 - £3.75
Income from Swimming per m2	£874	£700 - £1200
Marketing as % of income	0.2%	2.0% - 2.5%
Secondary Income per visit	£0.08	£0.25 - £0.35

Key Performance Indicator	Gayton Pool	FMG Experience
Staffing Costs as % of income	64%	65% - 80%
Staffing Costs as % of expenditure	60%	50% - 60%

- 3.103 The standalone pool is current performing well in terms of swimming income per m2 of pool water. The site generates £874 per m2 which is higher than the experience range of £700-£850 per m2. This is also reflected in the income per visit which is £3.78 per visit compared to the benchmark of £3.00-£3.75. Therefore, it appears the pool is well used by the community (circa 30,000 visits per annum) considering the limitations in water space (only 129m2, 17m x 7.5m).
- 3.104 In terms of secondary spend, the current site generates £0.08 per visit which is below our benchmark expectations (£0.25-£0.35); although, this is not surprising considering the small facility size.
- 3.105 In terms of costs, Gayton Pool Limited only spend 0.2% of the income on marketing and this is below expectations. We believe this is due to the pool already being busy and therefore there is no requirement to advertise and market for additional users at this moment in time.
- 3.106 In relation to staffing, the total spends of circa £74,000 per annum equates to 64% of income and this is just below our expectations of 65%-80%. Furthermore, the staffing costs as a percentage of expenditure is 60% which is also in line with expectations (50%-60%). Therefore, the current site appears to be staffed efficiently.
- 3.107 Overall, the benchmarking analysis represents a positive picture for Gayton Pool. The site is performing very well considering the limitations of the pool size and is well used in the local community.

Lonsdale Pool

- 3.108 Lonsdale Pool is operated by Lonsdale Swimming and Sports Trust, a company limited by guarantee, on behalf of the Council.
- 3.109 Table 3.13 summarises the benchmark comparisons of Lonsdale Pool and assumes 2016/17 financial data provided by Lonsdale Swimming and Sports Trust on behalf of the Council.

Table 3.13 - Benchmarking Analysis of Lonsdale Pool

Key Performance Indicator	Lonsdale Pool	FMG Experience
Income per visit	£4.35	£3.00 - £3.75
Income from Swimming per m2	£602	£700 - £1200
Marketing as % of income	0.3%	2.0% - 2.5%
Secondary Income per visit	£0.09	£0.25 - £0.35
Staffing Costs as % of income	72%	65% - 80%
Staffing Costs as % of expenditure	67%	50% - 60%

- 3.110 The standalone pool appears to be performing well in terms of income per visit at £4.35 however as the total swimming income is below our expectations at £602 compared to £700-£850 we suspect that there may be some inconsistencies in providing accurate user data for the pool. The pool income of £602m2 suggests that the pool is slightly underperforming from a demand and supply perspective.
- 3.111 A large proportion of the Lonsdale Pool income is made up from swimming lessons. The site has a very strong swimming school (825 members in 2016/17) and this provides a significant amount of income, however in turn, due to the demands on pool time for lessons, particularly at peak times it is likely that this impacts on access and availability of casual public swimming.
- 3.112 In terms of secondary spend, the pool generates £0.09 per visit which is below our benchmark expectations (£0.25-£0.35); although, this is not surprising considering the size of the facility.
- 3.113 For costs of the site, Lonsdale Pool spends only 0.3% of the income on marketing and this is below our industry experience. We assume this is due to the swimming lessons already being busy and therefore there has been no requirement for additional users at this moment in time in the swimming school.
- 3.114 In relation to staffing, the total spend of circa £99,000 per annum equates to 72% of income and this is in line with expectations of 65%-80% from this type of facility. Furthermore, the staffing costs as a percentage of expenditure is 67% which is slightly above expectations (50%-60%). We therefore conclude that the Trust are staffing the facility reasonably efficiently with the additional cost in staffing due to the requirement for swimming teachers which has increased the staffing costs as a percentage of expenditure benchmark.
- 3.115 Overall, the benchmarking analysis outlines that there appears to be a slight underperformance in the income generated from the swimming pool but that the pool is efficiently staffed, and the current swimming lesson programme underpins their business plan.

Quality Audit

- 3.116 In addition to the benchmarking analysis, we have also undertaken a quality audit for six facilities following site visits which covered in accordance with ANOG best practise guidance.
- 3.117 It should be noted that all the facilities were clean during the visits, and the staff were very welcoming and helpful.
- 3.118 The results of the quality audit in table 3.14 below.

Table 3.14 - Quality Audit Summary

Centre	Main Sports Hall Dimensions	Pool Design and Dimensions	Dry Changing	Wet Changing	Dry Disabled Access and Changing	Wet Disabled Access and Changing	Car Parking and Access			
	Score out of 5							Total	Max Score	%
Queens LC		3	2	1	4	4	3	17	30	57%
Derby Arena	5		5		5		4	19	20	95%
Springwood LC	5		3		4		4	16	20	80%
Gayton Pool		4		4		4	1	13	20	65%
Lonsdale Pool		2		3		4	1	10	20	50%
Lancaster SC	4		2		1		3	10	20	50%

- 3.119 Unsurprisingly, Derby Arena provided the highest score 19/20 (95%) with Lonsdale Pool and Lancaster Sports Centre both scoring lowest at 10/20 (50%).
- 3.120 The audit considered parking and access at Lonsdale and Gayton was particularly poor and the FMG consultant who carried out the audit found it quite difficult to locate the sites using only road signs.
- 3.121 The quality audit shows that Queen's Leisure Centre, Lonsdale Swimming Pool, and Lancaster Sports Centre require investment to upgrade changing facilities however this also must be taken in the context of the age of the facilities and any investment would need to be considered with the wider outcomes of this report.
- 3.122 Springwood Leisure Centre, given that it is was opened in 1997, is well presented and scored highly in the quality audit.

Performance Benchmarking and Quality Audit - Emerging Issues

- 3.123 Overall, the findings from the performance benchmarking and quality audit highlights several opportunities for consideration and development which we have summarised in table 3.15 below.

Table 3.15 - Emerging Issues - Performance Benchmarking (PB) and Quality Audit (QA)

PB1	To consider the future viability of Queen's Leisure Centre in the context of increasing costs, reducing use and income and the age of the facility and lifecycle repair implications.
PB2	To review the operation of health and fitness across the city, providing focussed attention to systems improvement including additional marketing and training.
PB3	To consider how customer data capture is used to drive sales and revenue, for example through the introduction of a prospecting database.

PB4	To consider options for increased income from secondary spend, particularly from resale and vending and to include Lonsdale and Gayton Pools in that discussion.
PB5	To address the red and amber areas of performance at the leisure sites through an action plan / strategy objectives.
QA1	Investment in improved changing provision is needed at Lonsdale, Lancaster and Queen's but also need to be considered against need to be considered with the wider outcomes of this report.
QA2	Signposting to Gayton and Lonsdale could be improved.

Key Stakeholder Feedback

- 3.124 To ensure local context and opportunities are included in the strategy development, consultation with key stakeholders has been undertaken to inform the work in following agreement with the Council as shown in table 3.16 below.
- 3.125 The process has involved speaking to a range of organisations, asking questions, and listening to understand challenges, priorities, and the common areas that all are striving towards.
- 3.126 This input is invaluable because future strength in delivering the Council's vision comes from the ability to work effectively with a broad network of organisations.
- 3.127 Importantly, it builds on the previous recent work undertaken by FMG in producing the PASS strategy on behalf of the Council in relation to NGB consultation including Athletics, Badminton, Basketball, Cycling, Netball, Swimming, Tennis and Volleyball.

Table 3.16 - Stakeholder Consultation

Name	Organisation / Title
Andy James	Sport England
Ollie Shearer	University of Derby
Ian Cotter	Lonsdale Swimming Pool and Gayton Swimming Pool
Kevin Palmer & Ian Cotter	Derby City Sports Forum
PHD Research Students	University of Derby
Barry Parker & DAC Committee	Moorways Stadium - Derby Athletics Club
Stuart Bachelor	Active Derbyshire
Andrew Wagg	Derby Moor Community Sports College (Active Nation)
Dean Walters and Mark Dolman	Lancaster Sports Centre - Gymnastics Club
Sarah Muirfield	LTA Business Development Manager
Rob Hawkins	Manager - Derbyshire Tennis Centre
Russell Turner	Sport England
James Morris	Sport England -Parklife
Daniel Green	The Football Foundation Engagement Manager
Keely Brown	Derbyshire Football Association

Claire Davenport	Derby CC - Director of Culture, Leisure and Tourism
Ben Clawson-Chan	Derby CC - Head of Leisure
Owen Swift	Derby CC - Participation Pathway Manager
Wayne Sills	Derby CC - Area Centre Leisure Manager
Russell Simkiss	Derby CC - Leisure Centre Manager
Phil Derbyshire	Derby CC - Head of Property
John Sadler	Derby CC - Asset Management
Jayne Sowerby-Warrington	Derby CC - Asset Management
Greg Jennings	Derby CC - Director of Regeneration
Paul Clarke	Derby CC - Head of Planning
Sarah Wheatley	Derby CC - Parks - Community Centres

3.128 A summary of key consultation points is noted below, relevant to this strategy:

- There is widespread concern on the future viability of the Queen's Leisure Centre from both an asset management perspective, (fit for purpose) and from a financial viability perspective (presenting value for money for taxpayers). This follows a significant drop in use and income and increase in costs over the past five years, in part as a result in the increase in health and fitness provision in the city centre which has reduced the membership of the centre significantly.
- There is an inconsistent approach to community access on school sites, with opportunities to improve access, governance, and usage levels at several schools.
- There are a significant number of community centre facilities that provide opportunities for local access to indoor spaces for physical activity, such as exercise classes. However, there appear to be limited resources for the Council to provide volunteers of these organisations with much support beyond their statutory health and safety obligations and provides an opportunity to develop further partnership working to support programming and communication. This would require additional resources and/or supported through a more 'place based' approach with the emerging health-asset mapping work as well as wider partners i.e., Derby Homes, leading to specific targeted Community Engagement work for Community Centres,
- Economic development in the context of the city-region is a key driver, with associated opportunities for education and skills development.
- The Council is exploring wider related service areas - which reinforces the 'community hub' delivery opportunities combined model of provision, based on co-ordination of neighbourhood, district locality, health and community facilities in vibrant community locations highlighted earlier in section 2 of this report.
- Public transport links are an important consideration, given the limited radial routes across the city - this was further highlighted by the University who expressed a potential opportunity in using the Council's facilities more in the future, including the new Moorways site but public transport links will be key to this growth.
- From a health perspective, there are at present limited links between the health professionals and leisure provision - developing basic pathways and positive advocacy

will therefore be a key starting point. Building on this, better alignment of KPIs and reporting is being developed through the PASS to demonstrate the value of investing in physical activity. A starting point would be a discussion with Public Health on this specifically.

- Access and pricing are a concern for sports clubs following discussion with Derby City Sports Forum, to avoid undermining the local club networks and their sustainability - this is always a difficult balance to achieve alongside pay and play access to facilities.
- As noted in section 2 the Council's Local Plan from January 2017 has a commitment to deliver a minimum of 11,000 new mixed tenure, high quality homes in the city between 2011 and 2028 by allocating land in its Local Plan (Parts 1 and 2) and by setting out a development framework which facilitates the delivery of housing on appropriate sites.
- The Derby University sports facilities are of a very high standard. The sports hall is 'at capacity' and therefore offer very limited opportunities for development of community use.
- The Derby Sports Forum is a local group with a membership of some 40 clubs. It is communication platform for local clubs to support better working relationships across the city. The Forum referred during consultation to their most regular requests for better indoor tennis, indoor cricket, and badminton.
- The Lonsdale Pool Trust are seeking to develop a new swimming pool and gym on the site of Derby Community Sports College, although there has been very little engagement between the organisations in recent years due the school undergoing a governance change and new leadership through the Spencer's Academy Trust. The Council considers the development of a new pool by Lonsdale Trust to be very challenging from a demand, capital funding, and ongoing affordability perspective. It should also be noted that the Lonsdale Trusts business plan was developed before the Council's decision to invest in the new enhanced swimming pool provision at Moorways and any new market entries offering health and fitness gyms. The school has a dedicated business development manager who will be working with the Lonsdale Trust.
- Derby Gymnastics Club, based at Lancaster Sports Centre, is a thriving club with over 700 children taking part in weekly activity and 30+ qualified coaches. The club is also starting to work outside the centre to develop smaller satellite clubs. With over 00 children on their waiting list and no rhythmic gymnastics being offered now the Club are keen to explore options for a new dedicated gymnastics venue in the city.
- Derby Athletics Club, with 350 members, are keen to explore the development of an indoor training area to support further growth of the club. Although the club do not take responsibility for the asset now with the development of the Moorways site and the human resource support that this would provide, the club may consider taking a more active role in the day-to-day management of the facility in the future.
- The Derbyshire LTA want to develop a new Indoor Community Tennis facility, acting as a hub for the development of a wider city-wide tennis network working with existing clubs in the City and County. This is timely for tennis in Derby as the Derby Tennis Centre are looking for a new venue to replace their existing site. The Moorways site is near to Derby Tennis Centre and could potentially be developed in partnership with the Athletics Club who also want to develop indoor provision.

- There is an opportunity, identified amongst several consultees, for the site at Moorways to provide more of a hub and spoke 'community hub' and the consultation has suggested opportunities where tennis, cricket, archery, gymnastics, and athletics could all benefit from additional indoor provision supported by local clubs and their respective governing bodies.

3.129 Finally, whilst not part of the original brief, we have consulted with the Derbyshire FA and the Football Foundation regarding futsal development across the city as they are becoming more involved in recreational/informal football including indoor.

3.130 The key messages about Futsal relating to this strategy are provided below:

- Futsal in Derbyshire generally has grown at a very quick rate in 2017. In Derby, the Derby Futsal League now has over 80 youth teams playing the game from under 7's to under 16's, who operate predominantly out of Lees Brook School. In addition to using Lees Brook School, the league also utilises the Derby Arena, Landau Forte School, and the University to Derby to manage the demand for Futsal within the City. Furthermore, the Derby Futsal League also utilise Belper Leisure Centre which is in the Amber Valley.
- The Derby County Community Trust work closely with the Derby Futsal League with regards to the delivery of girls Futsal provision and moving forwards this is seen as the next area of growth within the City.
- The Council's Participation Pathway Manager is leading on both the ongoing PPS and LFFP.

Section 3: Local Context: What does this mean for Derby?

Your Derby - Our Derby: A City of Health and Happiness

Derby is a city of diversity, with 25% of people being from a minority ethnic background, 90% of people say they are satisfied with their neighbourhood; well above the national average.

However, the Council recognise the significant health inequalities between the most and least affluent parts of Derby. An example of this is the high prevalence of smoking, and high rates of alcohol-related harm. Prevalence also exists with mental health issues. Like most English councils, Derby has seen increases in the numbers of children and young people in need of protection, or coming into care, compared to five or ten years ago, and this is linked to the wider picture of health and wellbeing.

This is causing significant pressure on the Council's budget. In the last year, Derby has continued to lead the way in effective partnerships with the NHS, supporting people to live in the community and getting them out of hospital as soon as they are well enough. The Council has pressed on with Derby's exciting new Moorways Sports Village, which will become a great leisure destination.

The Council are leading players in the Derby Partnership and support its goal of making sure that everyone in every part of Derby has good health, a great quality of life, feels safe in their community, and has opportunities to get on, especially those with additional needs.

Population and Health

Overall, Derby has a relatively young population, but it is expected that the population will live longer moving into the future. The area has an above average number of people in the target 16-44 years' age group (as detailed by the Market segmentation data which highlights that Kev, Philip and Brenda are all prevalent), and according to subnational population projections 52% of the growth in Derby will come from the 0-19yrs age group, with 27% from the 65+ age group which is reasonably positive from a sport and physical activity participation perspective.

However, the area suffers from reasonably poor health and obesity, low life expectancy and low social grades which will all create barriers to participation, according to Public Health England in Derby the economic impact of this amounts to around £4.5 million per year.

There is also significant deprivation in the area; therefore, these issues need to be considered, especially in terms of pricing and programming, enabling all parts of the community to gain access to their local leisure facilities

Performance

In terms of current performance of the Council's centres, the future of Queen's Leisure Centre should be considered due to the rapidly decreasing usage and income being generated at the site, with many customers no longer using the site. Derby Arena is also currently underperforming especially in relation to the gym income and membership levels. Springwood provides a well utilised community centre for repeat users of the site and the sports hall and AGP, although there are issues with attracting new users (this may be due to the location to the north of the City).

In relation to the community pools, Gayton Pool is performing well considering the limitations in pool water. For the Lonsdale Pool, the benchmarking has shown that the Pool's programme is dominated by swimming lessons, and this has caused a lack of casual pay and play programming time for the local community.

Consultation

From the consultation undertaken there is widespread concern on the future viability of the Queen's Leisure Centre from both an asset management perspective, (fit for purpose) and from a financial viability perspective (presenting value for money for taxpayers). This follows a significant drop in use and income and increase in costs over the past five years, in part as a result in the increase in health and fitness provision in the city centre which has reduced the membership of the centre significantly.

There is an inconsistent approach to community access on school sites, with opportunities to improve access, governance, and usage levels at several schools.

There are a significant number of community centre facilities that provide opportunities for local access to indoor spaces for physical activity, such as exercise classes. However, there appear to be limited resources for the Council to provide volunteers of these organisations with much support beyond their statutory health and safety obligations and provides an opportunity to develop further partnership working to support programming and communication. This would require additional resources, potentially through a specific Community Engagement Officer for Community Centres.

Economic development in the context of the city-region is a key driver, with associated opportunities for education and skills development.

The Council is exploring wider related service areas - which reinforces the 'community hub' delivery opportunities noted earlier in section 2 of this report.

Public transport links are an important consideration, given the limited radial routes across the city - this was further highlighted by the University who expressed a potential opportunity in using the Council's facilities more in the future, including the new Moorways site but public transport links will be key to this growth.

From a health perspective, there are at present limited links between the health professionals and leisure provision - developing basic pathways and positive advocacy will therefore be a key starting point. Building on this, better alignment of KPIs and reporting is being developed through the PASS to demonstrate the value of investing in physical activity.

Access and pricing are a concern for sports clubs following discussion with Derby City Sports Forum, to avoid undermining the local club networks and their sustainability - this is always a difficult balance to achieve alongside pay and play access to facilities.

As noted in section 2 the Council's Local Plan from January 2017 has a commitment to deliver a minimum of 11,000 new mixed tenure, high quality homes in the city between 2011 and 2028 by allocating land in its Local Plan (Parts 1 and 2) and by setting out a development framework which facilitates the delivery of housing on appropriate sites.

The Derby University sports facilities are of a very high standard, they are managed by Nuffield Health and currently have 1506 fitness members, 110 of which are community-based members. The sports hall is 'at capacity' and therefore offer very limited opportunities for development of community use.

The Derby Sports Forum is a local group with a membership of some 40 clubs. It is communication platform for local clubs to support better working relationships across the city. The Forum referred during consultation to their most regular requests for better indoor tennis, indoor cricket, and badminton.

The Lonsdale Pool Trust are seeking to develop a new swimming pool and gym on the site of Derby Community Sports College, although there has been very little engagement between the organisations over the past eight months due the school undergoing a governance change and new leadership through the Spencer's Academy Trust. The Council considers the development of a new pool by Lonsdale Trust to be very challenging from a demand, capital funding, and ongoing affordability perspective. It should also be noted that the Lonsdale Trusts business plan was developed before the Council's decision to invest in the new enhanced swimming pool provision at Moorways and any new market entries offering health and fitness gyms. The school has a dedicated business development manager who will be working with the Lonsdale Trust.

Derby Gymnastics Club, based at Lancaster Sports Centre, is a thriving club with over 700 children taking part in weekly activity and 30+ qualified coaches. The club is also starting to work outside the centre to develop smaller satellite clubs. With over 200 children on their waiting list and no rhythmic gymnastics being offered now the Club are keen to explore options for a new dedicated gymnastics venue in the city.

Derby Athletics Club, with 350 members, are keen to explore the development of an indoor training area to support further growth of the club. Although the club do not take responsibility for the asset now with the development of Moorways and the human resource

support that this would provide, the club mat considers taking a more active role in the day-to-day management of the facility.

The Derbyshire LTA want to develop a new Indoor Community Tennis facility, acting as a hub for the development of a wider city-wide tennis network working with existing clubs in the city. This is timely for tennis in Derby as the Derby Tennis Centre are looking for a new venue to replace their existing site. The Moorways site is near to Derby Tennis Centre and could potentially be developed in partnership with the Athletics Club who also want to develop indoor provision.

There is an opportunity, identified amongst several consultees, for the site at Moorways to provide more of a hub and spoke 'community hub' and the consultation has suggested opportunities where tennis, cricket, archery, gymnastics, and athletics could all benefit from additional indoor provision supported by local clubs and their respective governing bodies.

Finally, whilst not part of the original brief, we have consulted with the Derbyshire FA and the Football Foundation regarding futsal development across the city as they are becoming more involved in recreational/informal football including indoor.

The key messages about Futsal relating to this strategy are provided below:

Futsal in Derbyshire generally has grown at a very quick rate in 2017. In Derby, the Derby Futsal League now has over 80 youth teams playing the game from under 7's to under 16's, who operate predominantly out of Lees Brook School. In addition to using Lees Brook School, the league also utilises the Derby Arena, Landau Forte School, and the University to Derby to manage the demand for Futsal within the City. Furthermore, the Derby Futsal League also utilise Belper Leisure Centre which is in the Amber Valley.

The Derby County Community Trust work closely with the Derby Futsal League with regards to the delivery of girls Futsal provision and moving forwards this is seen as the next area of growth within the City.

- 3.131 In the next section we consider the Assessment of Need and Evidence Base for the provision of indoor sports halls.

4. Assessment of Need & Evidence Base - Sports Halls 2021

Introduction

- 4.1 An up-to-date evidence base for facilities is fundamental to the assessment to understand the adequacy of provision to meet both current and future demand, along with the vision and objectives of the work.
- 4.2 The assessment of need and evidence base includes all providers not just the Council's facilities, with the aim of understanding four key elements. These are set out in the Sport England Assessing Needs and Opportunities Guidance (ANOG) for undertaking a needs assessment and developing an evidence base. ANOG has four parts:
1. **Quantity** - *what facilities there are in the area, how many do we have and does the supply meet demand?*
 2. **Quality** - *how good are they based on age and condition?*
 3. **Accessibility** - *where are they located and how accessible are they to the population?*
 4. **Availability** - *how available are they for public recreational use and club use and how full are they estimated to be?*
- 4.3 This section sets out the results of the assessment of need and development of the evidence base for sports halls, **refreshed in September 2021**, the full evidence base for sports halls is set out at Appendix A to the strategy.
- 4.4 We have also sought to provide a summary of findings from a research study undertaken by Derby University PhD students in March 2018 which analysed Derby's current Community Centre provision.

Assessing Needs and Opportunities

- 4.5 The assessment of need and evidence base applies the ANOG methodology. This is the guidance published by Sport England in 2014. It is the industry wide methodology for assessing the needs for sports facilities provision and providing an evidence base for application in developing strategy work.
- 4.6 ANOG replaces the now withdrawn Planning Policy Guidance Note 17: Companion Guide as the methodology for assessing the needs for sports facilities. The ANOG methodology is consistent with the National Planning Policy framework especially paragraphs 73 and 74 which sets out the content and requirements for developing a needs assessment and evidence base for sports facilities at the community level.

Definition of Sports Hall Supply

- 4.7 All sports halls in Derby which are a minimum of three badminton court size, and which are available for community and club use in some or all the weekly peak period are included in the supply base and assessment. The weekly peak period is defined as weekday evenings and weekend days.

- 4.8 Whilst sports halls are usually categorised by the number of badminton courts (for ease of comparison and consistency of measurement), it is important to recognise the multi-use opportunities associated with indoor spaces.
- 4.9 If a venue has a main hall of (say) 4 badminton courts and has an ancillary hall of (say) 24m x 18m then the ancillary hall is included in the assessment. This is on the basis that both halls are programmed for the actual activities that can take place in each hall based on their dimensions. A venue which just has a hall below three badminton courts is not included in the assessment.
- 4.10 The hours of community and or club use in the weekly peak period at each venue is based on the data held and updated annually by Sport England. This can and does change, especially at education venues and based on the changing status of secondary schools and schools which have Academy status. Consequently, the supply base could change simply because of changing attitudes to community use and access at individual schools - not because of changes in actual sports hall provision.

Assessment of Need and Evidence Base for Sports Halls (Refreshed September 2021)

The Facilities Planning Model

- 4.11 The FPM study is a quantitative, accessibility and spatial assessment of the supply, demand, and access to sports halls. It assesses how these factors change based on projected population change and options to change the sports hall supply.
- 4.12 The FPM study provides a hard evidence base that can inform consultations and provide a rounded evidence base. This can then be used in the development of the Derby City Council's strategic planning for the provision of sports halls.

Scope

- 4.13 Derby City Council is reviewing the current provision of sports halls and assessing the future demand and level of provision required up to 2028 and beyond. The Council has commissioned a Sport England Facility Planning Model (FPM) local assessment to develop an evidence base to support this strategic planning.
- 4.14 The overall aims of the FPM work are to:
- Assess the extent to which the existing supply of sports halls meets current levels of demand in 2021 across the Derby City Council area and a wider study area.
 - Assess how the impact of changes in population to 2028 and changes in the supply of sports halls impacts on the demand for sports halls and its distribution across Derby in the future.
- 4.15 The FPM study builds up a picture of change and includes assessments based on different runs. This includes the sports halls provision and population in the neighbouring authorities to Derby, as the assessments are based on the catchment area of sports halls, which extend across local authority boundaries.
- 4.16 The FPM modelling runs are:

- **Run 1** - Supply, demand, and access to sports halls in 2021. This run provides a baseline assessment of current provision and can be used to compare with the extent of change in Run 2.
- **Run 2** - Supply, demand, and access to sports halls in 2028, based on the impact that the projected population change to 2028 and the opening of the Derby Cathedral School sports hall in 2022 has on the demand for sports halls and its distribution. This will assess the findings based on these changes and whether the demand for sports halls across Derby can be met by this supply.

4.17 The main report (Appendix A) sets out all findings under each assessment headings.

- The following sets out the headline strategic overview and provides a summary of the key findings that support the strategic overview and the way forward.

Headline Strategic Summary

- 4.18 The Derby demand for sports halls can be met by the current supply of sports halls and the addition of the Derby Cathedral School sports hall. Derby's demand for sports halls in 2021 and 2028 equates to 77 badminton courts. Its available supply of sports halls equates to 88 badminton courts in 2021 and increases to 91 badminton courts by 2028.
- 4.19 Based on the criteria of Derby residents participating at the nearest sports hall to where they live, which includes sports halls located in neighbouring local authorities, 92% of the Derby residents' demand for sports halls can be met now and projected forward to 2028.
- 4.20 Furthermore, based on the same criteria 93% (of the 92% satisfied/met Derby demand) is retained within the authority. This means that, for over nine out of ten visits to a sports hall by a Derby resident, the nearest sports hall to where they live is located within Derby.
- 4.21 However, the sports halls are in the right places and there is a very close correlation between the location/catchment area of the Derby sports halls and the location of the Derby residents' demand for sports halls.
- 4.22 There is some unmet demand for sports halls, and this equates to 6 badminton courts in both 2021 and 2028. This is demand located outside the catchment area of a sports hall, mainly from residents who do not have access to a car, it is not due to a lack of sports hall capacity.
- 4.23 Unmet demand is highest in the California area, where it totals between 1-2 badminton courts in both years. It is lowest in the periphery of the city on all sides, at less than 0.1 of one badminton court in most areas.
- 4.24 The estimated used capacity of the sports halls as a city-wide average is 71% in the weekly peak period. Sport England's FPM work uses a benchmark measure of sports halls being comfortably full at 80% of capacity at peak times. Therefore, there is a working headroom of 9% before this level is reached.
- 4.25 Some sports halls are busier than others, depending mainly on the hours of access for community use, the level of demand located within its catchment area, the age and condition of the sports hall, and its comparative attractiveness.
- 4.26 A combination of these factors identifies sites which are estimated to be 100% full in the weekly peak period, notably Springwood Leisure Centre, Derby High School, and The Sherwin Club.

- 4.27 The first, and most challenging, strategic finding relates to the ownership of the sports halls. In 2021 there are 20 sports hall sites in Derby, of which 16 are owned by educational institutions - schools, (state and independent), colleges and higher education.
- 4.28 The policy towards community use, type of use and hours of access will be determined by each educational institution separately, and Derby City Council most likely has no control and possibly little influence over these matters.
- 4.29 Any reduction in community use at these education sites will have a significant impact on the overall supply and demand balance. It could change the positive summary reported here to an under-supply or lack of access to sports halls in certain parts of the city.
- 4.30 Furthermore, education sports halls sites are much more likely to provide for organised use by sports clubs or community groups with regular lets on a long-term basis, rather than for developing participation by casual users.
- 4.31 It is proposed that Derby City Council applies the findings from this assessment, together with its own assessment of the educational institutions of most importance, in providing for indoor hall sports participation. Securing long term access for community use at these venues should then be sought. The City Council may also wish to consider making it a planning consent condition, that any new education sports hall does have a community use agreement included. This should set out the sports hall will be available for community use outside of education hours/use and the school/college will be responsible for discharging that condition. This is common practice by most local authorities and is always a condition of grant aid from Sport England for a new sports hall in education ownership.
- 4.32 Given the overall findings on education sports halls the City Council may also wish to consider developing a co-ordinated bookings and lettings system for all education sports halls. This does require the support and engagement of all the education owners. The benefits to the City Council are a better understanding of the level and type of community use at education sites. The benefit for the education owners is booking and lettings are centrally managed with clubs directed to where there is time available. It also provides the opportunity to coordinate hire charges.
- 4.33 The second strategic challenge is the average age of the sports hall sites, which is 30 years in 2021. Of the 15 sports hall sites which opened before 2000, nine have been modernised. Modernisation is defined as one or more of the sports hall floors being upgraded to a sprung timber floor, the sports hall lighting being replaced and upgraded, or the changing accommodation being modernised. The older unmodernised venues are education sites, and, without modernisation, this may decrease their attractiveness and therefore reduce participation.
- 4.34 This could influence which education institutions Derby City Council wishes to work with to secure long term access for community use (Table 2.1 Supply section for age of sports halls).

Summary of Key Findings

- 4.35 A summary of key findings under the assessment headings is then provided. This gives more context on the headline strategic overview and the interventions identified by the FPM study.

Supply of Sports Halls

- The total number of badminton courts in Derby is 110 in 2021 and 114 in 2028. The number of badminton courts available for community use in 2021 (Run 1) is 88 and in 2028 is 91 (Run 2) (*figures rounded to the nearest court*).
- Aggregated across the venues there are 22 badminton courts in 2021, and 23 in 2028, that are unavailable for community use. This is a significant difference, which indicates that there is significant scope to maintain the supply needed to meet the Derby demand (see Supply Section Table 2.1).
- The sports hall provision is extensive in scale, with 11 of the 26 individual sports halls being four-court badminton sized. This size of sports hall can accommodate all the indoor hall sports at the community level of participation and provide for club sport development.
- There are seven sports hall sites (35% of the total supply in 2021) with more than four badminton courts; four venues have five badminton courts, one venue has six, one has eight, and one has a 12-court main hall. These larger sports halls can accommodate multi-sports use at the same time and provide an events venue with a show court and spectator seating (see Supply Section Table 2.2).

Travel Patterns

- Of all visits to sports halls by Derby residents, 69% are by car (up to 30 minutes' drive time), 17% by walkers (up to 40 minutes' walk, the equivalent of 2 miles) and 14% by public transport (modelled as twice if driving) (see Satisfied Demand Section Table 5.1).
- Nearly one in three visits to sports halls (31% of all visits) are by walkers or people who use public transport. For these residents, a network of local accessible sports halls is important to support participation (see Satisfied Demand Section Table 5.1).

Satisfied /Met Demand

- Satisfied demand is extremely high, with over nine out of ten visits to a sports hall by a Derby resident located inside the catchment area of a sports hall. Also, there is sufficient capacity at venues to meet this level of total demand (see Satisfied Demand Section Table 5.1).

Retained Demand

- Retained demand is very high, at 93% of total satisfied demand in both years. The location and catchment area of Derby's sports halls are very closely correlated with the location of Derby residents' demand for sports halls, with over nine out of ten visits to a sports hall by a Derby resident being from within the authority (see Satisfied Demand Section Table 5.1).

Exported Demand

- Exported demand is very low, with 7% of the Derby demand for sports halls exported and met at sports halls in neighbouring local authorities in 2021; this figure is 6% in 2028. The largest exported demand is to South Derbyshire (see Satisfied Demand Section Table 5.3).

Unmet Demand

- In 2021 and 2028 unmet demand is low and within a range of just 5.5-6 badminton courts. Most of the unmet demand is demand located outside catchment, at 88% in 2021 and 89% in 2028.
- Unmet demand from lack of sports hall capacity is very low and equates to less than one badminton court in both years (see Unmet Demand Section Table 6.1).

Used Capacity

- The sports halls, as an authority-wide average, are estimated to be 71% full at peak times in 2021 and 2028. There is 9% of working headroom before the Sport England benchmark of sports halls being comfortably full at 80% of capacity at peak times is reached.
- Used capacity varies, depending mainly on the hours of access for community use, the level of demand located within its catchment area, the age and condition of the sports hall, and its comparative attractiveness.
- A combination of these factors estimates Springwood Leisure Centre, Derby High School and The Sherwin Club to be 100% full in the weekly peak period. The intervention is to try and manage the sports hall demand across venues by programming changes to accommodate the most popular activities at peak times.

Section 4: Assessment of Need and Evidence Base - Sports Halls. Interpretation of findings - What does this mean for the City of Derby?

We have assessed the future sports hall provision requirements across Derby City using the Facility Planning Model (FPM) evaluation process.

The evaluation has concluded that:

The Derby demand for sports halls can be met by the current supply of sports halls and the addition of the Derby Cathedral School sports hall.

92% of the Derby residents' demand for sports halls can be met now and projected forward to 2028.

Furthermore, based on the same criteria 93% (of the 92% satisfied/met Derby demand) is retained within the authority. This means that, for over nine out of ten visits to a sports hall by a Derby resident, the nearest sports hall to where they live is located within Derby.

The most challenging, strategic finding relates to the ownership of the sports halls. In 2021 there are 20 sports hall sites in Derby, of which 16 are owned by educational institutions - schools, (state and independent), colleges and higher education.

The Council is advised to adopt a strategy that secures long term access for community use at these venues and considers making it a planning consent condition, that any new education sports hall does have a community use agreement included.

The Council should also consider developing a co-ordinated bookings and lettings system for all education sports halls. This does require the support and engagement of education owners.

The second strategic challenge is the average age of the sports hall sites, which is 30 years in 2021. Of the 15 sports hall sites which opened before 2000, nine have been modernised. The older unmodernised venues are education sites, and, without modernisation, this may decrease their attractiveness and therefore reduce participation.

The Council should therefore consider which education institutions it wishes to work with to secure long term access for community use.

- 4.36 In the next section we consider the Assessment of Need and Evidence Base for Swimming which has also been refreshed in September 2021.

5. Assessment of Need & Evidence Base - Swimming 2021

Introduction

- 5.1 An up-to-date evidence base for facilities is fundamental to the assessment to understand the adequacy of provision to meet both current and future demand, along with the vision and objectives of the work.
- 5.2 The assessment of need and evidence base includes all providers not just the Council's facilities, with the aim of understanding four key elements. These are set out in the Sport England Assessing Needs and Opportunities Guidance (ANOG) for undertaking a needs assessment and developing an evidence base.
- 5.3 This section sets out the results of the assessment of need and development of the evidence base for sports halls, **refreshed in September 2021**, the full evidence base for sports halls is set out at **Appendix B** to the strategy.

Assessment of Need and Evidence Base for Swimming Pools (Refreshed Sept 2021)

- 5.4 Derby City Council is reviewing the current provision of swimming pools and assessing future demand and level of provision required up to 2028 and beyond. The Council has commissioned a Sport England Facility Planning Model (FPM) local assessment to develop an evidence base and support this strategic planning.
- 5.5 The overall aims of the FPM work are to:
 - Assess the extent to which the existing supply of swimming pools meets current levels of demand in 2021 across the Derby City Council area and a wider study area.
 - Assess the impact of changes in population to 2028 and changes in the supply of swimming pools, notably the opening of Moorways Sports Village in 2022, on the demand for swimming pools and its distribution across Derby.
 - Assess the impact of options to close Queen's Leisure Centre and Lonsdale Swimming Pool on the demand and access to swimming pools by Derby residents.
- 5.6 The FPM study builds up a picture of change and includes assessments based on different runs. This includes the swimming pools provision and population in the neighbouring authorities to Derby, as the assessments are based on the catchment area of swimming pools, and these extend across local authority boundaries.
- 5.7 The FPM modelling runs are:
 - **Run 1** - Supply, demand, and access to swimming pools, in 2021. This run provides a baseline assessment of current provision and can be used to compare the findings on changes in subsequent runs.
 - **Run 2** - Supply, demand, and access to swimming pools in 2028, based on the impact of the projected population change to 2028 and the opening of Moorways Sports Village in 2022. This will assess the findings based on these changes and whether the demand for swimming across Derby can be met by this supply.

- **Run 3** - This is based on Run 2 and includes the option to model the closure of Queen's Leisure Centre in 2022 and Lonsdale Swimming Pool in 2025. Run 3 can be compared with Run 2 to assess the impact of these options on the demand for swimming and its distribution across Derby.

Headline Strategic Overview

Which of the Options Modelled Best Meets the Derby Demand for Swimming Pools?

- 5.8 Based on the FPM findings, run 3, with Moorways Sports Village open and Queen's Leisure Centre and Lonsdale Swimming Pool closed, best meets the demand for swimming pools in Derby. The location and scale of Moorways Sports Village, with its very extensive swimming activities offer, can meet the projected demand for swimming by Derby residents.
- 5.9 Moorways Sports Village will accommodate the demand for swimming if Queen's Leisure Centre and Lonsdale Swimming Pool are closed, but the Moorways Sports Village site is then estimated to be very full in the weekly peak period. The challenge then will be to manage the swimming pool programme, to provide all swimming activities that residents want to undertake and at the times they want to do them. This will ensure the pool site is meeting demand and it is also an effective swimming pool site in providing for all Derby residents.
- 5.10 The scale of Moorways Sports Village, and the extensive swimming offer increases the amount of demand for swimming pools from Derby residents that is retained within the city. There is an uplift/increase of 17% in the Derby demand for swimming pools met when Moorways Sports Village is included in the assessment.
- 5.11 There is also an increase in the use of Moorways Sports Village from residents in the neighbouring authorities. There is an increase/uplift of 7% in the imported demand from neighbouring local authorities when Moorways Sports Village is included in the assessment. The findings on retained and imported demand reflect the draw of the very extensive Moorways Sports Village site.
- 5.12 The Moorways location does improve accessibility for residents in the south of Derby, where accessibility to swimming pools is currently the lowest. Closure of Queen's Leisure Centre, and especially Lonsdale Swimming Pool, reduces accessibility for residents where these sites are nearest to where residents live. This reduced accessibility may discourage participation by some residents.
- 5.13 These are the FPM assessment and findings and must be set in the context of the Derby City Council objectives and policy for providing swimming pools which are independent of the FPM findings.

Key Findings

- 5.14 The summary of key findings in the full assessment are set out below. These provide context to the finding that Run 3 provides the best option for meeting the future demand for swimming pools in Derby to 2028 and beyond. There are twelve key findings in the main report, but the summary report only includes seven which are the most important findings for the strategic overview.

Supply

- 5.15 The first key finding is that Moorways Sports Village will open in 2022 and provide 1,682 square metres of water across three individual pools. This represents an increase of 89% of water space available for community use in 2021 (with all existing pools open) (see Table 2.1 in Supply section).

Demand

- 5.16 The second key finding is that total demand for swimming by Derby residents is projected to be almost unchanged between 2021 and 2028. The demand is for 2,880 square metres of water in 2021 and 2,665 square metres of water by 2028. The most likely reason for the very slight decrease is because total demand for swimming in 2028 is made up of (1) the resident population and (2) the growth in population between 2021 and 2028.
- 5.17 The ageing of the resident population between 2021 and 2028 will influence the demand for swimming. It can mean that there are fewer people in the main age bands for swimming (14-54 and for both genders) in the second modelled year than the first run year. Therefore, the increase in demand for swimming from population growth is offset by the ageing of the much larger resident population (see Table 3.1 in Demand section).

Satisfied Demand

- 5.18 The third key finding is that over 83% of the Derby total demand for swimming is satisfied/met in Runs 1 and 3. This increases to 90% in Run 2 with Moorways Sports Village included, but this does assume that Queen's Leisure Centre and Lonsdale Swimming Pool are also open. In all runs, a very high level of the Derby demand for swimming pools can be met (see Table 4.1 in Satisfied Demand section).
- 5.19 The fourth key finding is that there is a very high correlation between the location and catchment area of the Derby swimming pool sites and the location of the Derby residents' demand for swimming. Based on residents using the nearest pool to where they live, over seven out of ten visits to a swimming pool are retained within the city in Run 1, and with Moorways Sports Village open these increases to 90%. This suggests that pools are very much located in the right places to meet the Derby demand for swimming pools (see Table 4.1 in Satisfied Demand section).

Location and Accessibility

- 5.20 The fifth key finding is that Moorways Sports Village provides a different location to the current swimming pool sites, which are clustered in the centre of Derby except for Woodlands School in the north and Lonsdale Swimming Pool in the west.
- 5.21 The south of the city has the least access to swimming pools for residents who do not have access to a car and either walk or use public transport to access a swimming pool. The

Moorways Sports Village location does improve accessibility for these residents (see Maps 6.7-6.9 in Unmet Demand section).

Unmet Demand

- 5.22 The sixth key finding is that the Derby total unmet demand is within a narrow range of between 467 and 479 square metres of water. It is demand located outside the swimming pool catchments, which is the major source of unmet demand, and not a lack of swimming pool capacity.
- 5.23 Depending on the run, between 88% and 97% of the total unmet demand is demand located outside a catchment and it is distributed in very low values across the city. There is one area of the city centre where there is an aggregated unmet demand of 161 sq metres of water in run 3, this equates to a 20m x 4 lane single pool. However, there are three established commercial swimming pool sites in the same locality. The aggregated unmet demand findings do not necessarily mean that a new pool of this scale in the city centre would be viable in operational terms, in competing with the three established, albeit commercial, 4 lane pools (see Maps 6.1-6.3 in Unmet Demand section).

Used Capacity

- 5.24 The seventh key finding is that swimming pools, as an authority-wide average, are estimated to be 83% full at peak times in 2021. Used capacity is 64% in Run 2 because of (1) the very slight decrease in demand for swimming by Derby residents created by population age changes, and (2) more significantly, the increase in swimming pool capacity from Moorways Sports Village. The findings for the public leisure centres are much higher than the Derby average (see Table 7.2 in Used Capacity section).

Is There a Need for Further Swimming Pool Provision in Derby?

5.25 The principal findings are that:

- Moorways Sports Village is estimated to be full and there is between 3% and 4% of demand which cannot be accommodated when Queen's Leisure Centre and Lonsdale Swimming Pool are excluded.
- There is some loss of access for residents who use Queen's Leisure Centre or Lonsdale Swimming Pool if these sites are excluded, because they have further to travel to swim at Moorways Sports Village.
- It is suggested Derby City Council undertakes a strategic review in 3 years' time to consider the two bullet points above. If Moorways Sports Village is consistently operating at maximum capacity and there are sustained issues of lack of access to swimming pools for residents who use the Queen's Leisure Centre and Lonsdale Swimming Pool, then a more detailed assessment could be undertaken at that time to assess these implications.
- This could include (1) scope to increase access for residents who are displaced by the pool changes to provide more access to existing pool sites, and (2) changes in the Moorways Sports Village programming to accommodate more demand (although this will most likely form a regular part of the centre operation and reviews already). This review could also conclude that there is a sustained case for a study into the need for further swimming pool provision within Derby.

Comparison of Findings for Each Run

5.26 Tables 1 and 2 provide a comparison of the findings across all three runs and provides the data to support the recommendation that Run 3 is the best option.

Table 1: Runs 1-3 Summary of Public Swimming Pool and Lonsdale Swimming Pool Changes

Swimming Pool Site	Run 1	Run 2	Run 3
Queen's Leisure Centre	open	open	closed
Moorways Sports Village	-	open	open
Lonsdale Swimming Pool	open	open	closed

(Note: in total there are 6 swimming pool sites in Derby in 2021, Queen's, Lonsdale, Woodlands School and 3 commercial swimming pool sites)

Table 2: Runs 1-3 Summary of Findings

Heading	Run 1	Run 2	Run 3	Comments
Derby Supply of water space for community use (sqm of water)	1,883	3,565	2,589	Moorways Sports Village adds 1,682 sqm of water to the Derby supply, with Queen's Leisure Centre, Lonsdale Swimming Pool and the other pool sites open.

Heading	Run 1	Run 2	Run 3	Comments
				Excluding Queen's and Lonsdale and with Moorways open, there is still an increase of 706 sqm of water over the current supply in 2021.
Derby Demand for swimming (Sqm of water)	2,880	2,865	2,865	Total demand decreases very slightly between 2021 and 2028. This is caused by the ageing of the resident population between 2021 and 2028 with fewer residents in the main age band for swimming in 2028 than in 2021, creating a very slightly lower demand for swimming. This ageing of the resident population is offsetting the increase in demand for swimming from population growth. The net impact is a reduction in demand of 15 sqm of water between the two years.
Derby Satisfied Demand for swimming (% of total demand met)	83.8%	90%	83.8%	Satisfied demand is very high in all runs but increases by 6% in Run 2 with Moorways and the other sites open. It reverts to 83.8% in Run 3, on the face of it numerically the same, as Run 1. The difference between Runs 1 and 3 is that Moorways is a very extensive modern fit for purpose pool site. So, while the percentages are almost the same, the offer between Runs 1 and 3 cannot be compared.
Derby Unmet Demand (% of total demand)	16.2%	10%	16.7%	Unmet demand has two sources (1) demand located outside the catchment of a pool (2) unmet demand from lack of pool capacity. Most of the unmet demand in all runs is demand located outside catchment - over 80%, <u>not lack of pool capacity</u> .
Derby Unmet Demand (Sqm of water)	467	285	479	Unmet demand is low in all three runs. For context, the <u>available supply of water space</u> in Derby in Run 1 is 1,883 sqm of water, 3,565 sqm of water in Run 2 and 2,589 sqm of water in Run 3.
Derby Used Capacity (how full are the pools) <u>average</u> for all pools %	82.6%	63.8%	76.8%	Derby pools (all sites) as a <u>city-wide average</u> are busy pools. Used capacity as a <u>city-wide average</u> decrease when Moorways opens and increases when Queen's and Lonsdale are excluded. However, the estimated used capacity of these three sites is much higher than the city-wide average because they have the

Heading	Run 1	Run 2	Run 3	Comments
				most extensive access for all residents - see next set of findings.
Projected Usage of pool sites weekly peak period (%)				
Queen's Leisure Centre:	100%	45%	Excluded	The impact of opening Moorways is to reduce the estimated used capacity at Queen's to 45% and to 40% at Lonsdale in the weekly peak period. A large part of their usage is transferred to Moorways, which can be accommodated but the pool site is estimated to be full.
Moorways Sports Village:	Not open	100%	100%	There is some loss of access for residents whose nearest pool is either Queen's or Lonsdale because of the location of the Moorways site and the need to travel further to swim.
Lonsdale Swimming Pool:	100%	40%	Excluded	Despite this, the Moorways site is in an area of the city where there is least access to swimming pools and the site does improve accessibility for residents in the south of the city.

Section 5: Assessment of Need and Evidence Base - Swimming.

Interpretation of findings: What does this mean for the City of Derby?

Based on the FPM findings, run 3, with Moorways Sports Village open and Queen's Leisure Centre and Lonsdale Swimming Pool closed, best meets the demand for swimming pools in Derby. The location and scale of Moorways Sports Village, with its very extensive swimming activities offer, can meet the projected demand for swimming by Derby residents.

1. Moorways Sports Village will accommodate the demand for swimming if Queen's Leisure Centre and Lonsdale Swimming Pool are closed, but the Moorways Sports Village site is then estimated to be very full in the weekly peak period. The challenge then will be to manage the swimming pool programme, to provide all swimming activities that residents want to undertake and at the times they want to do them. This will ensure the pool site is meeting demand and it is also an effective swimming pool site in providing for all Derby residents.

2. The scale of Moorways Sports Village, and the extensive swimming offer increases the amount of demand for swimming pools from Derby residents that is retained within the city. There is an uplift/increase of 17% in the Derby demand for swimming pools met when Moorways Sports Village is included in the assessment.

Based on the FPM demand assessment the Council should seek to undertake a further strategic review in 3 years' time to consider the two points above. If Moorways Sports Village is consistently operating at maximum capacity and there are sustained issues of lack of access to swimming pools for residents who use the Queen's Leisure Centre and Lonsdale

Swimming Pool, then a more detailed assessment could be undertaken at that time to assess these implications.

This could include (1) scope to increase access for residents who are displaced by the pool changes to provide more access to existing pool sites, and (2) changes in the Moorways Sports Village programming to accommodate more demand (although this will most likely form a regular part of the centre operation and reviews already).

This review could also conclude that there is a sustained case for a study into the need for further swimming pool provision within Derby.

- 5.27 In the next section we consider the Assessment of Need and Evidence Base for Health and Fitness.

6. Assessment of Need and Evidence Base - Health and Fitness

Introduction

- 6.1 To understand the adequacy of current provision to meet both current and future demand, this section sets out the audit of Health and Fitness provision, with the aim of understanding four key elements of supply under the ANOG headings:

1. Quantity - how many do we have?
2. Quality - how good are they?
3. Accessibility - where are they located?
4. Availability - how available are they?

ANOG Headings and Data Layout

- 6.2 This section is largely based upon information from the 2018 strategy document. That report sources including performance benchmarking, the Leisure Database Company (TLDC) latent demand reports, desktop research, and consultant experience and expertise.
- 6.3 However, as part of the refresh of the strategy in 2021 we have updated the current supply of health and fitness gyms and total number of stations as of November 2021 as shown in table 6.1 and table 6.3.
- 6.4 The catchments used help to establish the likely user penetration (or propensity to participate) for health and fitness have been created through use of 'Mosaic', which is the world's most widely used geo-demographic population segmentation system.
- 6.5 We have integrated the findings of the Report within the ANOG headings above from both an authority wide perspective and a catchment wide perspective for the Council's facilities. At the end of each of the four ANOG headings is a summary of the key findings. We have also displayed the results of the 'TLDC' reports and the resultant demand recommendations from that report.

Quantity of Provision - Supply across the Authority

- 6.6 A key tool used by Sport England to assess the adequacy of health and fitness provision is the 'Active Places Power' database and the following table shows the relationship between 'supply' and population size of several local authorities in comparison to Derby. The table also includes the results for the 'East Midlands Region' and the 'England Total' and calculates the 'number of stations per 1000 head of population'.
- 6.7 The information has been taken from the (Sport England) 'Active Places Power' and the 'Office of National Statistics' databases:

Table 6.1 - Total Supply of Health and Fitness ‘Stations’ in Derby

Facilities per 1000 population Local Authority	Number of Fitness Suite Stations	Population (Annual Population Survey 2016 - Over 16 years)	Ratio of Stations per Head of Population
Derby	1,540 (Nov 2021)	202,600	7.60
Amber Valley	532	98,500	5.40
Derbyshire Dales	327	57,800	5.66
Erewash	818	96,200	8.50
Leicester	2,312	269,900	8.57
Lincoln	997	83,600	11.93
Northampton	1,951	179,400	10.88
Nottingham	3,211	256,500	12.52
South Derbyshire	443	78,800	5.62
East Midlands	30,514	3,755,000	8.13
England	374,913	43,738,900	8.57

- 6.8 The table shows that Derby has an ‘average’ number of stations per head of the population compared to the regional and national averages. The number of stations is above the neighbouring authorities of Amber Valley, Derbyshire Dales, and South Derbyshire, but just below Erewash.
- 6.9 Key target groups for health and fitness will be the 16-44 years old age group and as a result it is not surprising to see the larger urban settlements having a higher-than-average number of stations per population, with many residents likely to be in these age groups. Despite this, Derby is below Lincoln, Northampton, Nottingham and Leicester. This is mainly due to the closure of 400 stations at Xercise or less in Derby.
- 6.10 The analysis therefore demonstrates that Derby has a reasonable level of fitness suite provision (7.60 stations per head of population) when compared with other comparator local authorities (urban settlements), although the number of stations although there may be some opportunity for additional provision in a city-based environment due to the continuing change in the market.

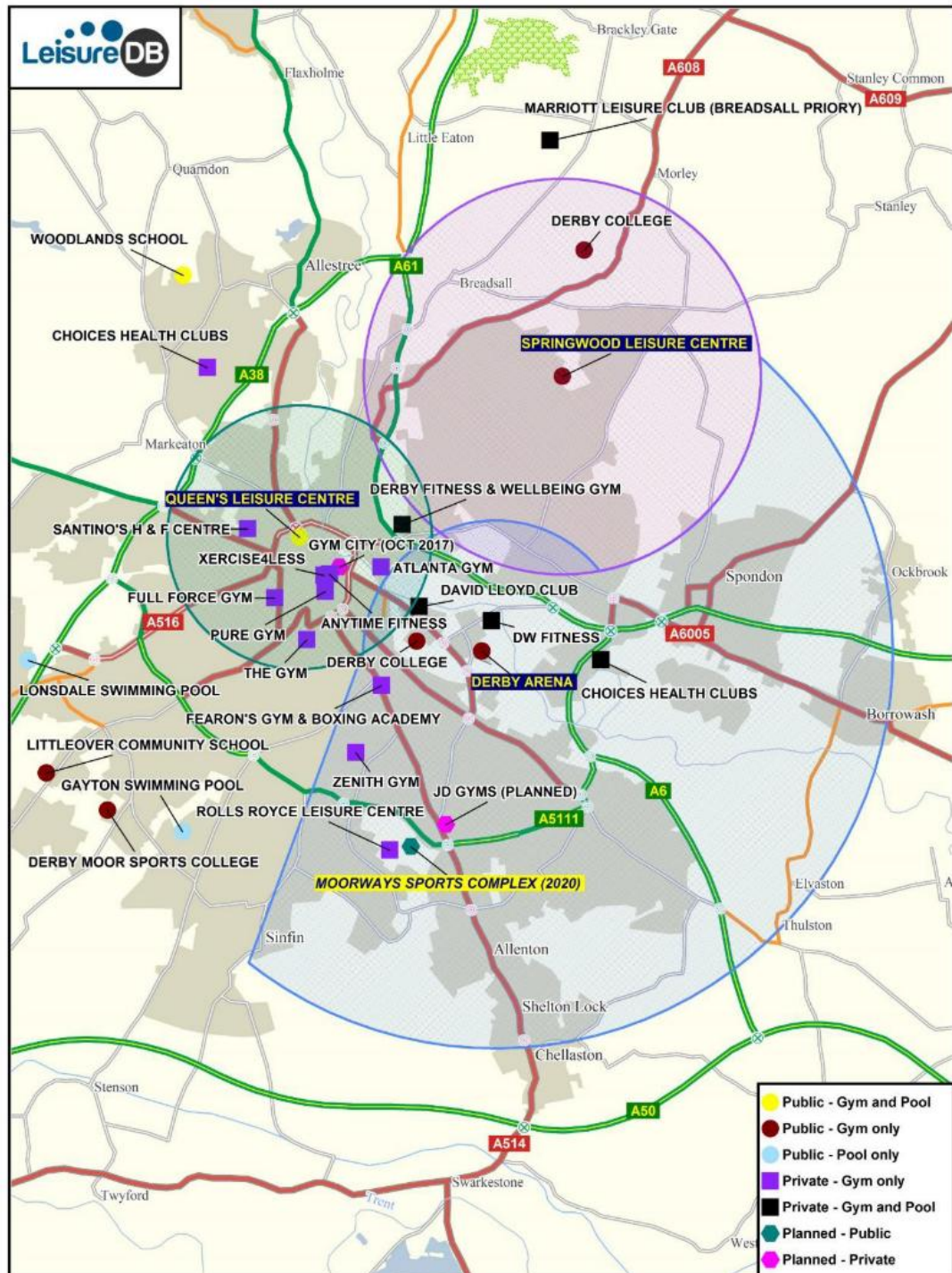
Quantity of Provision - Supply of Local Authority Provision

- 6.11 To inform this strategy, we have utilised the Health and Fitness Needs Assessment Report that was produced by FMG in August 2017 to assess the current and future need of the Council’s health and fitness facilities.
- 6.12 The sites included in this Report were:
- Derby Arena.

- Queen's Leisure Centre (which has now closed).
 - Springwood Leisure Centre; and
 - A new Moorways Swimming and Fitness Complex.
- 6.13 The proposed new Moorways Sports Village is located on the existing Moorways Sports Complex site in Allenton, Derby (circa two miles south of Derby city centre). Built in the 1970's, the complex previously offered both wet and dry facilities, however, as result of Derby Arena opening in March 2015, the dry side was closed and was followed by the closure of the swimming pools a year later in March 2016. This was due to the Council considering a new swimming pool complex incorporating health and fitness, and some commercial leisure activities.
- 6.14 To understand the health and fitness supply and demand for Derby's facilities, the Report utilised a range of information sources to help identify the requirements for new leisure facility including performance benchmarking, the Leisure Database Company (TLDC) latent demand reports, desktop research, and consultant experience and expertise.
- 6.15 TLDC undertook postcode analysis of all the current members at Council operated facilities and developed the potential catchment for the four sites. The location of Council facilities, the competitors and their proposed catchment areas in Derby is set out in Map 6.2.

Map 6.2 - Location of Health and Fitness Facilities in Derby in the TLDC Catchments

*Health & Fitness Competition Map for Derby
(showing 1 mile around Queen's, 1.5 miles around Springwood and an adj. 3 miles around Derby Arena)*



Prepared for FMG Consulting Ltd, August 2017
© The Leisure Database Company Ltd.

- 6.16 The centre of Derby is a very competitive area with many different fitness offerings for people to choose from. The table below identifies the current and planned number of stations across all four catchment areas identified from Sport England's Active Places Power.
- 6.17 The current supply of health and fitness facilities with the Derby City catchment areas are provided below with comparison over the past three years November 2018 to November 2021. Moorways Sports Village has been included in the Nov 2021 calculation as it will open by Spring 2022.

Table 6.3 - Total Supply of Health and Fitness

Health and Fitness Facility	Number of Stations Nov 2018	Number of Stations Nov 2021
DCC - Derby Arena	130	130
DCC - Moorways Sports Village (Planned)	0	80
DCC - Queen's Leisure Centre	40	0
DCC - Springwood Leisure Centre	70	70
Anytime Fitness	100	0
Atlanta Gym	30	30
Choices Health Club (Derby)	180	180
David Lloyd Fitness	154	154
Derby College	40	0
Everlast Gym	120	120
Fearon's Gym and Boxing Academy	30	30
Full Force Gym	30	30
Gym City	0	100
JD Gyms	0	100
Nuffield Fitness & Wellbeing Gym	200	200
Pure Gym	100	100
Rolls Royce Leisure Centre - The Pavilion	80	80
Santino's Health and Fitness Centre	30	30
The Gym	67	67
Xercise4Less	400	0
Zenith Gym	30	30
Total Stations	1,831	1,540

- 6.18 The total number of stations in the catchment is an estimated at 1,540 in 2021 compared to 1,831 in 2018. The reductions in overall number of stations is largely attributable to the closure of Xercise4Less TLDC research includes proposed facilities, cross border movement and small gyms that are not included on Active Places Power and this results in a small variation in the number of stations compared to the City of Derby figure. Due to the overlapping nature of the TLDC analysis and the investigation into how the Council facilities will impact on each other, we cannot compare the number of stations per head.
- 6.19 However, we believe due to the inclusion of various planned facilities, including Moorways Sports Complex and the large sites at Gym City and JD Gyms, there will be an increase in the number of stations available, especially on a low-cost basis.

Summary Assessment of the Quantity of Health and Fitness Provision

- The number of stations in Derby is slightly lower than the neighbouring authorities and large settlements in the East Midlands.
- The number of stations available in the catchment area is estimated at 1,540 which may increase following the closure of 'Xercise for less' particularly in large scale low-cost budget options.
- There is a good geographical spread of facilities across the city of meet the needs of the residents.
- The Council, following the opening of Moorways Sports Village will provide a maximum total of 280 stations or c18% of the total city provision of 1,540 stations.

Quality of Provision - Supply

- 6.20 The quality of health and fitness provision can often be dictated by the number of members at each site. If a site is not reaching the desired number of members or users due to quality (the age and condition of the building or the equipment), then members will often move from one site to another, especially in the low-cost market.
- 6.21 The proposed new gyms in the area, including Moorways Sports Village, will provide new facilities in the market and this will improve the quality of provision available.
- 6.22 In terms of the Council sites, the following information has been identified in the Health and Fitness Needs Assessment and from site visits:
- **Derby Arena** - the facility is a new high-quality facility with 130 stations and the equipment is of high quality. The site does not offer a pool, and this have a larger impact on the number of members being below average rather than the quality of the health and fitness areas; although, the number of members has improved in some financial years.
 - **Queen's Leisure Centre** - The facility was in poor condition and has now closed.
 - **Springwood Leisure Centre** - the centre is saturating demand in the area and has recently increased its membership base, identifying a growing site. The centre is current of good quality but will need investment in the future.

Summary Assessment of the Quality of Health and Fitness Provision:

- In general, the health and fitness market in a city-based location will always ensure there are high quality facilities, attracting users from one site to another. There may be further developments in the City following the closure of 'Xercise for Less' which saw a reduction of c400 stations.
- In terms of the Council sites, both Springwood and Derby Arena are of high quality, although the latter is suffering from performance to meeting expectations, Queen's Leisure Centre gym has now closed.
- The new Moorways Sports Village fitness gym of 130 stations will be of a very high quality.

Accessibility of Provision - Supply

- 6.23 Derby has a variety of health and fitness providers/clubs all competing for a share of the gym memberships market located across the city.
- 6.24 When assessing the individual catchments for each of the Council's facilities, the TLDC undertook postcode analysis of all members across the sites to understand how far the current membership travels to the sites. The information outlined the following:
- Whilst the proposed new Moorways Sports Village does not have any members until the site is opened, the analysis outlined that the proposed 50m pool site at Moorways will have a circa 2-mile catchment. When built, the Moorways catchment includes a significant number of Derby Arena members, and the 3-mile Derby Arena catchment enters a large proportion of the Moorways Sport Village catchment.
 - As a result, TLDC believe that the new facilities at Moorways Sports Village (including a large fitness gym in addition to two swimming pools and group exercise studios) could have an impact on membership at Derby Arena and they have considered this in their latent demand assessments.
 - In terms of Springwood Leisure Centre, members appear to travel mainly from the immediate catchment areas and therefore TLDC have included a 1-mile and 1.5-mile catchment respectively. Although, historically, some members have travelled from further afield in the south to these centres rather than attend Derby Arena site. This maybe because of the closure of Moorways Sports Complex with members choosing to relocate to the smaller sites (circa 22 station gym).

Summary Assessment of Accessibility of Health and Fitness Provision:

- There are a range of options available to the residents of Derby, of which two sites are currently operated by the Council and the Moorways Sports Village is due to open in Spring 2022.
- In terms of the Council sites, the current catchments cross over and therefore the planning and delivery of health and fitness at the proposed Moorways Sports Village will need to be considered alongside the other Council sites. This will ensure the service meets and exceeds the expectations of residents to maximise income and use potential.

Availability of Health and Fitness

- 6.25 Table 6.4 below identifies the current availability of the health and fitness provision across the TLDC catchment area. The facilities have been split into ‘pay and play’, allowing single sessions or memberships and ‘memberships’, where the user will be required to obtain a monthly membership contract to attend the site.

Table 6.4 - Availability of Health and Fitness Provision in TLDC Catchment

Health and Fitness Facility	Availability Nov 2018	Availability Nov 2021
Derby Arena	Casual and Membership	Casual and Membership
Moorways Sports Village (Planned)	N/A	Casual and Membership
Queen’s Leisure Centre	Local Authority - Pay and Play	Closed
Springwood Leisure Centre	Casual and Membership	Casual and Membership
Anytime Fitness	Membership	Closed
Atlanta Gym	Membership	Membership
Choices Health Club (Derby)	Membership	Membership
David Lloyd Fitness	Membership	Membership
Derby College	Pay and play	Closed
Everlast	Membership	Membership
Fearon’s Gym and Boxing Academy	Casual and Membership	Casual and Membership
Full Force Gym	Casual and Membership	Casual and Membership
Gym City	Membership	Membership
JD Gyms	Membership	Membership
Nuffield Fitness & Wellbeing Gym	Membership	Membership
Pure Gym	Casual and Membership	Casual and Membership
Rolls Royce Leisure Centre	Membership	Membership
Santino’s Health & Fitness Centre	Casual and Membership	Casual and Membership
The Gym	Membership	Membership
Xercise4Less	Membership	Closed
Zenith Gym	Membership	Membership

- 6.26 The outlines that out of the 16 current and planned health and fitness sites, only two are operated by the Council; therefore, the commercial market dominates the city.

- 6.27 The Council facilities will be available throughout the day on a ‘pay and play’ basis in comparison to the commercial sites that may have restrictions to ‘memberships. As the table outlines, only 4 of the 13 commercial sites have causal ‘pay and play’ access.
- 6.28 In theory, this will limit the availability of provision to the residents; however, with the inclusion of low-cost budget gyms, this has enabled residents to take out a membership for a small monthly cost without long term contracts and this improves the availability for health and fitness.
- 6.29 Derby has a variety of health and fitness providers/clubs all competing for a share of the gym memberships market. These range from low cost to premium facilities.
- 6.30 There are five budget cost private options in the city centre, and all offer large gyms and studios for example;
- The Gym, which opened in December 2015, charges just £12.99; and
 - Pure Gym costs £15.99 and Xercise4Less £19.99. All have over 4,000 members and these are all close to Queen’s Leisure Centre.
 - Gym City, JD Gyms and Everlast Gym provide c320 stations in total - also at a budget price level.
- 6.31 Nuffield’s Fitness & Wellbeing Gym (former Virgin Active club) at the Derbyshire County Cricket Club offering a wet and dry facility with membership of circa 5,000 and a monthly membership of £56; and
- 6.32 David Lloyd, who is also located near Pride Park Stadium, and this is the only premium offering in the area. Appealing to a very different sector of the market, its extensive facilities include a 150-station gym, pools (indoor & outdoor), studios and racquet facilities. The price point is around £80 per month.
- 6.33 Aside from the Council’s existing centres, there are very few other public fitness alternatives. Derby College, Littleover Community School, Woodlands School & Derby Moor Community College offer small gyms, but all have fewer than 250 members. There is also the Gayton Swimming Pool (17m) and Lonsdale Swimming Pool (25m), but neither site has a gym.
- 6.34 There are five small private independent fitness clubs in Derby:
- Santino’s Health & Fitness Centre (£22).
 - Full Force Gym (£27).
 - Fearon’s Gym & Boxing Academy (£16.99).
 - Atlanta Gym (£20); and Zenith Gym (£25).
- 6.35 They all have under 30-stations in the gym and aside from Fearon’s Gym, they have fewer than 500 members.
- 6.36 There are also two Choices Health Clubs within Derby (one in the catchments), one to the east and one to the north in Allestree. The former is the larger of the two, its facilities include a 100+ station gym, 17m pool and studio (1,900 members, £35.99 per month). Allestree in comparison has 800 members and no pool.

- 6.37 Lastly there is the Rolls Royce Leisure Centre (The Pavilion) on the southern side of Derby near the proposed Moorways site, whose facilities are open to the public as well as Rolls Royce employees. Offering a circa 80-station gym, 4-court sports hall, studio, squash, and outdoor facilities, TLDC believe it has around 1,700 members with membership at £40 per month.
- 6.38 TLDC also know of three planned facilities in Derby; two private gyms and one public which is Moorways Pool (opening in 2020 and 2022 respectively). The first private facility is Gym City at the Riverlights development in the city centre which opened in October 2017 (pre-sale @ £14.99). The second facility is JD Gyms, opened before the end of that year. They typically have large gyms and charge under £25 per month. Moorways Sports Village and JD Gyms are quite close together on the southern side of Derby.
- 6.39 The Council's health and fitness product Derby Active replaced the previous bFit branding in 2019. The Council, following the opening of Moorways Sports Village, operated by an operating partner will be providing the City with a maximum total of 280 stations (c18%) of the city total of 1,540 stations with budget gyms creating a far more competitive market.
- 6.40 It is therefore important, for the future viability of the leisure service, that the planning and delivery of health and fitness at Moorways Sports Village alongside the other Council sites meets and exceeds the expectations of residents to maximise income and use potential.

Summary Assessment of Availability of Health and Fitness Provision:

- Of the 17 current and proposed health and fitness sites, only two are managed by the Derby City Council and only 8 have access on a 'pay and play' basis.
- Derby City Council, following the opening of Moorways Sports Village, with an operating partner in place, will be providing 18% of the total number of fitness stations available.
- As the market has changed, the introduction of low-cost budget gyms on short term with competitive pricing has improved the accessibility to residents.
- There are a range of options available to the residents of Derby, from the premium offer at David Lloyd, through to the mid-market offers and the Council facilities, through to the low-cost options.
- Many of the facilities continue to be updated and improved, so there will be a range of good quality facilities that have been newly refurbished or built in the city.
- A range of price points are also available, starting with the low-cost options at £12.99 per month. This ensures all residents of the city can afford to participate.

TLDC Latent Demand Reports

- 6.41 To confirm the potential to increase the health and fitness offer (membership sales, income, and equipment) for a new facility at Moorways Sports Village and to identify the demand for two current Council sites; Derby Arena, Queen's Leisure Centre - NOW CLOSED and Springwood Leisure Centre, the Health and Fitness Needs Assessment Report identified the latent demand of health and fitness in the area by using reports from the Leisure Database Company (TLDC). The full Report including Mosaic profiling for each catchment area can be found in Appendix C.

Moorways Sports Village

- 6.42 The table below summarises the projected latent demand for health and fitness within a 2-mile catchment area for a new centre, provided by TLDC.

Table 6.5 - Latent Demand for the New Moorways Sports Village

Latent Demand	Projection
Total Demand in the Catchment	2,602
Add consideration for 25% of Members from outside catchment	867
Minus consideration for competition / decay on catchment fringes	-500
Estimate of Latent Demand for Health & Fitness	2,969

- 6.43 TLDC have identified a total population of circa 87,000 within the 2-mile catchment drive time, giving rise to a total demand of 2,969 people (including those people from outside the catchment). TLDC have also made some negative consideration for those living north of the catchment that have several fitness offers in the city centre as well as those living close to Derby Arena.
- 6.44 When analysing the demand of 2,969 and using an industry average of circa 25 members per station, this equates to a proposed core requirement for a circa 119 station gym. This is based on achieving the full latent demand figure proposed by TLDC and takes account the possibility of transfer of members from Derby Arena, although TLDC cannot identify the exact number from each facility as there are many variables. It is likely that many members at the Pavilion are on a concessionary rate.
- 6.45 Therefore, for a minimum option at the new facility, the report recommended a minimum of an 80-station gym with a warm-up, stretch, free weights and functional fitness area space equating to circa 400m².
- 6.46 If the facility was to only achieve circa 70% of the latent demand (circa 2,080 members), this would be adequate at circa 26 members per station. However, some commercial operators can achieve up to 30 members per station and this would equate to 2,400 members or circa 80% of the latent demand. The facility would then be full and operating at maximum capacity.
- 6.47 It may be prudent to not utilise the full latent demand and provide an 80-station gym due to the current performance of Derby's other leisure facilities, especially Derby Arena that has not fulfilled its membership expectations and therefore potentially indicates a lower propensity to health and fitness or significant competition in the area which is saturating the market.
- 6.48 As part of an 80-station facility mix, the report also recommends the facility includes two studio spaces (a minimum of 120m² each) to accommodate classes which are a popular aspect of the fitness membership, and to host a variety of other uses including martial arts and meetings.

- 6.49 Studios and classes are a significant driver for memberships and use and could develop co-location and integration of services with partners such as the health authority who will require programmes ran in a class environment rather than a gym. Classes can be large income drivers for leisure centres and some of the lower intensity classes will be helpful in attracting some of the harder to reach groups such as the older population (the catchment analysis shows a significant ageing population).
- 6.50 However, if the facility was to achieve the full latent demand, this would require a gym of with a minimum of 120 stations. Furthermore, as previously stated, the Pavilion has circa 1,700 members and it is likely that a facility of this scale and offering at Moorways Sports Village will be a considerable draw to members of this site.
- 6.51 Whilst TLDC company does include some transfer of members, further consultation would be required to understand if there is any possible agreement that can be achieved between the parties to prevent competition between the facilities. There is potential that many of the 1,700 members will be undercut in price by the new facility, but this will be dependent on how many members are on a concessionary rate or the full £40 per month.
- 6.52 When this TLDC Report was produced for Moorways Sports Village, analysis of members was also undertaken similar. As was expected, it was the Derby Arena members that overlap the most with the new Moorways site:
- 7% of Springwood Members are within the 2-mile catchment of Moorways Sports Village.
 - 19% of Queen's Members LIVED WITHIN A 2-mile catchment of Moorways Sports Village; and,
 - 42% of Derby Arena Members are within the 2-mile catchment of Moorways Sports Village.
- 6.53 When TLDC analysed in detail where the Derby Arena members live and when looking at those within 1-mile of the proposed site, this fell to 8%. However, the most at risk were likely to be the 26% of Derby Arena members, that live within the 2-mile catchment but are south of the Warwick Avenue / Kenilworth Avenue / Osmaston Park Road / Harvey Road. They are unlikely to go past the Moorways site to use the gym at Derby Arena, especially with the addition of the swimming pool. This has been considered when we analysed the Derby Arena Latent Demand later in this section.
- 6.54 From a strategic planning perspective, the relationship between the current Rolls Royce Pavilion gym and sports club and the new facility at Moorways cannot be underestimated. The new facility planned for Moorways will have state of the art facilities, and if offered at a comparable price to existing provision at the Rolls Royce pavilion gym it is likely that there would be significant migration to the new complex, increasing the membership potential at Moorways potentially somewhat beyond current latent demand estimates.
- 6.55 For the enhanced facility at Moorways, the report recommends that the facility includes a 150-station gym with multiple warm-ups, stretch, free weights and functional fitness area space equating to circa 750m². A 150-station gym at this site would allow for at least circa 3,750 members (25 members per station), although an experienced leisure operator would be able to achieve circa 4,500 members (30 members per station). A larger gym supported by a 50m pool is likely to attract users from outside the catchment to the iconic facility.

- 6.56 The report also recommends that the facility includes three studio spaces (a minimum of 120m² each) for a 150-station gym to accommodate classes which are a popular aspect of the fitness membership, and to host a variety of other uses including martial arts and meetings. One studio should also be utilised for cycling activities to prevent the need to continuously move the equipment.

TLDC Latent Demand - Derby Arena

- 6.57 The table below summarises the projected latent demand for health and fitness within a 3-mile catchment of the Derby Arena, provided by TLDC.

Table 6.6 - Latent Demand for Derby Arena

Latent Demand	Projection
Total Demand in the Catchment	1,807
Add consideration for 30% of Members from outside catchment	774
Add consideration for workforce (@ 2% of additional 14k people within 1 mile)	280
Minus consideration for competition / decay on catchment fringes	-400
Estimate of Total Demand for Health & Fitness	2,461
Minus current membership number	-2,300
Estimate of Latent Demand for Health & Fitness	161

- 6.58 TLDC have identified a total population of circa 65,000 within the 3-mile catchment drive time, giving rise to a total demand of 2,461 people (including those people from outside the catchment and working in the area). TLDC have also made some negative consideration for those who will attend other facilities, especially a new Moorways Sports Village.
- 6.59 When analysing the demand of 2,461 and taking into considering the current membership of circa 2,300, TLDC believe that there is only scope for an additional 161 members when the Moorways Sports Village has been built by spring 2022.
- 6.60 Using an industry average of circa 25 members per station, this equates to a need of a circa 98 station gym, considerably smaller than the current 130 stations available at the site. This is based on achieving the full latent demand figure proposed by TLDC.
- 6.61 The 130-station facility was originally recommended in a business case by FMG prior to the proposed plans to build a new leisure centre at Moorways. This site will encompass a 50m pool that will have a considerable impact on the Derby Arena with TLDC taking into consideration a 400-member consideration for competition and decay. However further additional members may travel from the Derby Arena catchment due to the draw of the swimming pool and ancillary facilities and this should be noted.

- 6.62 Therefore, this outlines that the Moorways Sports Village will have an impact on the Derby Arena site. As a result, the report recommends the Council should look to maintain the current membership levels as the Arena is currently saturating most of the proposed latent demand, although, the Council may want to consider alternative methods to deliver health and fitness in the future (e.g., functional fitness, CrossFit etc.) to ensure members remain at the site.

TLDC Latent Demand Queen's Leisure Centre - NOW CLOSED

- 6.63 The table below summarises the projected latent demand for health and fitness within a one-mile catchment of Queen's Leisure Centre, provided by TLDC.

Table 6.7 - Latent Demand for Queen's Leisure Centre

Latent Demand	Projection
Total Demand in the Catchment	792
Add consideration for 30% of Members from outside catchment	339
Add consideration for workforce (1% of additional 11,000 people within circa 10 min walk)	110
Minus consideration for competition / decay on catchment fringes	-500
Estimate of Total Demand for Health & Fitness	741
Minus current membership number	-372
Estimate of Latent Demand for Health & Fitness	369

- 6.64 TLDC have identified a total population of circa 33,000 within the one-mile catchment drive time, giving rise to a total demand of 741 people (including those people from outside the catchment and working in the area). TLDC have also made some negative consideration for those who will attend other facilities.
- 6.65 When analysing the demand of 741 and taking into considering the current membership of circa 372, TLDC believe that there is only scope for an additional 369 members. This is a similar level to the membership at the facility two years ago when Queen's Leisure Centre was achieving 719 members in 2014/15.
- 6.66 Furthermore, as detailed in the benchmarking and quality section, the current gym is performing significantly below average and is continuously losing members on an annual basis. Therefore, this suggests that the facility is ageing and losing its appeal to customers with some of the members transferring to the newer Derby Arena or alternative competitors.
- 6.67 Using an industry average of circa 25 members per station, this equates to a need of a circa 30 station gym, smaller than the current 42 stations available at the site. Therefore, we believe the current facility is adequate for the proposed latent demand identified. It may be advisable that additional health and fitness activities could be included in the space such as warm-up, stretch, free weights and functional fitness activities.

- 6.68 However, there is a question to be asked about the future viability of the whole site with the proposed opening of Moorways Swimming Pool. Without investment and upgrading of the facilities, we believe the facility will not be able to achieve the level of latent demand quoted by TLDC. Furthermore, we believe that doing nothing to the site is not an option in the future and members will continue to leave the centre.
- 6.69 Even if the site was to achieve the circa 740 members for health and fitness, the Report stated that FMG's experience is that similar facilities with a 25m swimming pool should have a large associated gym and achieve circa 2,000-3,000 members to support the cost of running the facility. This, therefore, seriously questions the viability and future long-term investment in the site.
- 6.70 The Report also specified that the evidence presented in this section would suggest that the Council need to consider their medium to long facility strategy, and any future provision at Queen's irrespective of other developments as it is difficult to see how the Queen's site could be afforded in the future.

Latent Demand - Springwood Leisure Centre

- 6.71 The table below summarises the projected latent demand for health and fitness within a one-mile catchment of Springwood Leisure Centre, provided by TLDC.

Table 6.8 - Latent Demand for Springwood Leisure Centre

Latent Demand	Projection
Total Demand in the Catchment	951
Add consideration for 30% of Members from outside catchment	408
Estimate of Total Demand for Health & Fitness	1,359
Minus current membership number	-1,250
Estimate of Latent Demand for Health & Fitness	109

- 6.72 TLDC have identified a total population of circa 30,000 within the 1.5-mile catchment drive time, giving rise to a total demand of 1,359 people (including those people from outside the catchment).
- 6.73 When analysing the demand of 1,359 and taking into considering the current membership of circa 1,250, TLDC believe that there is only scope for an additional 109 members. Using an industry average of circa 25 members per station, this equates to a need of a circa 54 station gym, smaller than the current 71 stations available at the site.
- 6.74 The current performance of the facility is below average and outlines that the gym space is probably larger than required. However, the number of members has slightly increased from the previous year and in general the site provides a key community facility for the area, with many of the users travelling from the immediate catchment due to the residential nature of the surrounding area.
- 6.75 The Council may also want to consider different methods of health and fitness delivery in the future to ensure membership is maintained, such as functional fitness, CrossFit, warm up

areas etc. in line with the current market trends. The site also a small class programme and this could be developed, even if classes are held in the sports hall area.

- 6.76 Therefore, the facility is close to saturating the full latent demand in the area and the current size of gym is more than adequate, allowing room for expansion and adaptation in the future.
- 6.77 Despite this, due to the age and condition of the facility, the Report also states that the facility will need upgrading and investment in the future to continue to attract the current levels of membership and expand to reach the full latent demand.

Overall Summary - Health and Fitness

- 6.78 The supply, demand, access and availability of Derby's Health and Fitness facilities has been assessed and reported on under the Sport England Assessing Needs and Opportunities Guidance (ANOG) headings for developing an evidence base for sports facilities.
- 6.79 The assessment and development of the evidence base has used and then interrogated the Sport England dataset for information on health and fitness for Derby and then supplemented this with a TLDC report, assessing the quality, accessibility, and availability of the venues to support accuracy of data and outline the demand for the local authority facilities.

Section 6: Assessment of Need and Evidence Base - Health & Fitness. Interpretation of findings: What does this mean for the City of Derby?

In this section we have assessed the demand and need for Health and Fitness facilities. The information has stated that there are a range of facilities available in the market for Derby residents. The number of stations per head population is just below the average in relation to neighbouring authorities, the East Midlands and England. Derby is below the number of stations is below comparable cities and large settlements in the East Midlands including Lincoln, Northampton, and Nottingham, in part due to the closure of 'Exercise for Less' that had 400 stations.

There will be 2 Council operated health and fitness suites in Derby following the opening of Moorways Sports Village, and out of the seventeen sites in the catchment areas, six sites offer pay and play usage. Despite this, the inclusion of low-cost budget gyms has helped to improve availability and accessibility. Furthermore, the continually changing market and proposed new facilities will continue to ensure quality remains high in Derby.

Derby City Council will provide a maximum of 280 (c18%) of the 1,540 fitness stations in the City following the opening of Moorways Sports Village, in partnership with a leisure operator at the new venue.

In terms of demand, the Health and Fitness Needs Assessment Report from 2017 outlined the following for the Council facilities:

Moorways Sports Village - The estimated latent demand identified the need for 120 stations and 2 studios if the full latent demand was saturated by the site.

However, the Business Case identified scope for a circa 150 station gym with 3 studios if a collaboration with Rolls Royce Pavilion was achieved, with their current health and fitness centre operating with circa 1,700 members.

Derby Arena - The Arena is meeting much of the health and fitness demand (circa 160 additional latent demand) and the current demand would equate to a need of a circa 98 station gym.

This is smaller than the recommendation made in the business case for the project prior to the building of the site (circa 130 stations). This is due to Moorways Sports Village not being proposed at the time of development. The latent demand report identified that there is significant decay for competitors (circa 400 members), and this is likely to be due to the draw of the proposed Moorways Sports Village.

Therefore, the Council should aim to maintain the current membership levels at the Derby Arena and identify alternative methods of health and fitness delivery to ensure the site is up to date with current trends. This could include cycling specific activities such as Velo Studios. The site should work alongside the new facility at Moorways Sports Village, offering alternative programmes and classes at each site.

Queen's Leisure Centre - Queen's Leisure Centre is now closed and therefore will not be impacted by both the Derby Arena and Moorways Sports Village.

Previous data on Queens suggested that the site was significantly underperforming, and the proposed latent demand identifies potential for only 740 members.

Springwood Leisure Centre - Springwood Leisure Centre is located slightly out of the city centre with most of its members travelling from the immediate catchment.

According to our assessment, the centre is saturating most of the demand and the latent demand has been identified at 1,360, slightly below the current levels. The facility has also recently increased the number of members and income over the previous few years, identifying a growing site.

Therefore, the Needs Assessment Report states that the centre should aim to maintain the current membership levels, looking at alternative methods of delivery if required, utilising the additional space available in the gym area. Investment maybe required at the site to achieve this in the future.

6.80 In the next section we consider the Supply and Demand for Indoor Tennis and Athletics.

7. Supply and Demand - Sport Specific Requirements and Opportunities

Introduction

- 7.1 In identifying the strategy for future facility provision, it is important to understand the requirements of different sports. Therefore, following agreement with the Council this section looks at the following sports:
- Athletics
 - Indoor Tennis
- 7.2 This section sets out the audit of Health and Fitness provision, with the aim of understanding four key elements of supply under the ANOG headings:
- Quantity - how many do we have?
 - Quality - how good are they?
 - Accessibility - where are they located?
 - Availability - how available are they?

Athletics

Quantity of Provision - Supply

- 7.3 Moorways Athletics Stadium is the only athletics facility in the City of Derby. Located at the same location as the proposed new Moorways Sports Village, the site has an 8 lane 400m floodlit synthetic athletics track with full track and field facilities including:
- High Jump arena.
 - 1x Shot put Fan throwing area.
 - 1x Discus Circles throwing cage.
 - 1x Hammer throwing cage.
 - 2x Javelin Run up areas.
 - 2x Pole Vault Runways.
 - 4x Long jump pits; and,
 - 110m Sprint Straights (both 8 lanes).
- 7.4 The site also has changing room facilities and spectator seating.

- 7.5 There are no indoor training facilities located in the authority.

Summary Assessment of the Quantity of Athletics Provision

- Moorways Sports Village has the only athletics track in the city. The facility is a floodlit 8 lane synthetic track with full track and field facilities, spectator seating and changing rooms.
- There are no indoor athletics facilities in the city.

Quality of Provision - Supply

- 7.6 The facility was built in 1974 and the track was last refurbished in 2013. The changing rooms were also refurbished in 2008. The track is regarded as adequate and meets the needs of the club and community however the club would like to develop the site to include an indoor training venue to provide all year-round coaching opportunities for the community. children.

Summary Assessment of the Quality of Athletics Provision

- The track is in adequate condition and was last refurbished in 2013.

Accessibility of Provision - Supply

- 7.7 Moorways Sports Village is located to the south of the city and therefore this may have implications for residents of the north as the local context section detailed that there is a lower than average number of households in Derby with one or more cars or vans. As a result, public transport may be relied upon in the area and links must be adequate. This may have an impact on the number of residents who can access the facility.
- 7.8 However, there are facilities located in Ashfield, Ilkeston, and Nottingham that many in the north of the city will be able to access within a 20-30 minutes' drive time.
- 7.9 Furthermore, as there are no indoor facilities in Derby, this may also impact on participation in the sport, especially during the winter months and evenings. The closest facilities to Derby are in Nottingham, Loughborough, and Sheffield.

Summary Assessment of the Accessibility of Athletics Provision

- Most residents in the city are within a 20-minute drive time of the outdoor track at Moorways Sports Village.
- There may be some issues with the residents based in the north, especially due to a below average number of cars per household. However, there are facilities across the border located in Ashfield, Ilkeston and Nottingham that could be utilised by these residents if required.
- There are no indoor facilities available for the residents of Derby with the closest facilities being in Nottingham, Loughborough, and Sheffield to access these

Availability of Provision - Supply

- 7.10 Moorways Sports Village will be operated by a leisure partner. The stadium is available for hire and 'pay and play' usage and is the home of Derby Athletics Club.

- 7.11 The track is only available from 4pm-9pm on weekdays and 9am-4pm on weekends and this limits availability for off peak usage of the site. However, we understand that this is due to financial and operating reasons, with the facility being available to hire to groups who require to use the site outside of the opening hours.
- 7.12 The site is also floodlit, and this increases the available hours to the community.

Summary Assessment of the Availability of Athletics Provision

- The Complex is available on a pay and play basis to the residents of Derby; although, there is no casual off-peak usage available unless pre-booked.
- The track is floodlit, and this increases the hours available to the residents.

Demand for Athletics

- 7.13 There are no set demand models for athletics provision but there are a range of information sources that can be evaluated to determine demand including the demographics of the City, Sport England Market Segmentation data, consultation and consultant expertise and experience.
- 7.14 Table 7.1 below outlines the Sport England Market Segmentation data for the number of people current participating in athletics in Derby and the potential latent demand for the sport. This data is based on people over the age of 16 years only and does not include children. According to the annual Population Survey 2016, the number of people over the age of 16 years old in Derby was 202,600 people.

Table 7.1 - Sport England Market Segmentation Data - Derby

Athletics	Derby	Derby % of Population	East Midlands	England
Currently Play	11,123	5.5%	5.8%	6.0%
Latent Demand	5,133	2.5%	2.6%	2.6%
Total Potential Users	16,256			

- 7.15 As the table shows, there are 11,123 people who currently participate in athletics above the age of 16 years old and this equates to 5.5%. This is below the number of people participating regionally and nationally. In terms of latent demand and people that want to play, Derby has 5,133 people that equates to 2.5% and this is like the regional and national levels of 2.6%.
- 7.16 In total, the Sport England data calculates that up to 16,256 or 8% of the population currently participate or would like to participate in athletics at least once a month. This would equate to a minimum of circa 195,000 visits per annum (currently participating in athletics would equate to circa 133,000 visits per annum).
- 7.17 However, this data is not based on only athletics track and track and field usage only. According to Sport England, this data may include the following disciplines: athletics - field, athletics - track, running - track, jogging, running - cross country / beach, running - road, running - ultra marathon. Therefore, this should be taken into consideration for the potential demand in Derby as not all activities will be undertaken at dedicated athletics sites.

- 7.18 Consultation with England Athletics has highlighted that there are a range of clubs located in the area. Map 7.2 details the location of the clubs in Derby and the neighbouring authorities.

Map 7.2 - Clubs in Derby and Neighbouring Authorities



- 7.19 Table 7.3 outlines the details of the clubs based in Derbyshire, the number of members and their location in relation to Derby and the track at Moorways Sports Village. This data has been provided by England Athletics.

Table 7.3 - Clubs in Derby and Neighbouring Authorities

Club	Local Authority	Category	Distance from Moorways (minutes)	Number of Members
Derby Athletics Club	Derby	Track and Field and Off Track	0	226
Derby Triathlon Club	Derby	Track and Off Track	0	4
Rolls Royce Harriers Running Club	Derby	Track and Field and Off Track	0	63
Shelton Striders	Derby	Off Track	5	184
Team Derby Runner	Derby	Off Track	11	162
Mickleover Running Club	Derby	Off Track	15	57
Derwent Runners (Derby)	Derby	Off Track	17	201
Thunder Runners	Derby	Off Track	N/A	22
Wilne Runners	Erewash	Off Track	17	10
Amber Valley and Erewash Athletics Club	Erewash	Track and Field and Off Track	25	291
Total				1,220

- 7.20 According to England Athletics, there are 1,220 active members based at the Clubs based in Derby and the nearby authorities, as well as in addition to the registered clubs with EA there are also several running clubs/groups that could be referenced here, specifically thinking about Jog Derbyshire groups.
- 7.21 Moorways Sports Complex is currently home to Derby Athletics Club (226 members) and Rolls Royce Harriers (63 members) who utilise both the track and field facilities. Furthermore, Derby Triathlon Club also undertake running sessions at the site. England Athletics' data has shown that they have only 4 active athletics; however, research has shown that the club has over 200 members. Therefore, we understand there are up to circa 500 members who use the current site.
- 7.22 It should be noted that Rolls Royce Harriers have an agreement with the Complex to have free lunchtime and some evening sessions as part of a historic agreement with the workers on the site.
- 7.23 In relation to the other clubs in the area, many of these clubs are off track based running clubs that will have a meeting point (for example Derwent Runners at Derby Rugby Club) and they will undertake their activity from this location. They do not require athletics track and will participate in organised runs across the region (for example Derby 10k).
- 7.24 It appears that there is potentially an opportunity to create a partnership with some of these clubs, especially for those located near to the stadium to utilise the stadium as a meeting point. There also appears to be a lack of indoor facilities in the area and this would be a draw to many users who may not use the athletics track during the winter months.

- 7.25 Furthermore, consultation with England Athletics has also outlined that they would welcome the development of indoor facilities in Derby which would benefit Athletics & Running Clubs in the City. There are currently no specific indoor athletics facilities in Derby with clubs traveling to Nottingham, Loughborough, and Sheffield to access these. For example, as the table details, Amber Valley and Erewash Athletics Club have up to 300 members based at Rutland Park track but they do not have access to indoor facilities at their site.
- 7.26 Consultation with the FA has also outlined that the Football hub (previously Parklife) scheme is no longer proposed for the Moorways area, and this would provide an opportunity for alternative sports to become part of the new Moorways Sports Village.

Summary of Supply and Demand for Athletics



Indoor Tennis

- 7.27 The indoor tennis assessment is based upon the analysis undertaken in the original built facility strategy document completed in 2018, however following a desktop review undertaken November 2021 the overall provision for indoor tennis does not appear to have changed.

Quantity of Provision - Supply

- 7.28 In general, a 20-minute catchment is deemed appropriate for recreational players at indoor tennis centres with a wider catchment of 45 minutes to include tennis club players who travel regionally and for sites that are competition facilities.
- 7.29 However, for this Strategy, a review of public and private indoor tennis facilities within the City of Derby has been undertaken below in Table 7.4 from Sport England's Active Places Power tool.

Table 7.4 - Quantity of Indoor Tennis Centres in Derby

Site	Courts	Surface Type	Indoor	Access Type
David Lloyd Club (Derby)	7	Textile	Traditional	Membership
David Lloyd Club (Derby)	3	Other	Air hall (Seasonal)	Membership
Derbyshire Tennis Centre	2	Acrylic	Traditional	Membership

- 7.30 There are currently 9 permanent indoor tennis courts in Derby with an additional 3 outdoor courts covered by an air hall between September and April at the David Lloyd Club (Derby).
- 7.31 The 9 permanent courts are traditional build sites with 7 textile courts at David Lloyd Club and 2 acrylic courts at Derbyshire Tennis Centre.

Summary Assessment of the Quantity of Indoor Tennis Provision

- There is a total of 12 indoor tennis courts in Derby.
- Of these courts, 9 courts are permanent with 7 courts a textile surface and 2 courts an acrylic surface. A further 3 courts are provided in the winter months at the David Lloyd Club via an air hall structure.

Quality of Provision - Supply

Table 7.5 - Quality of Indoor Tennis Centres in Derby

Site	Indoor	Surface Type	Year Built	Year Refurbished
David Lloyd Club (Derby)	Traditional	Textile	1998	2007

David Lloyd Club (Derby)	Air hall	Other	1998	2013
Derbyshire Tennis Centre	Traditional	Acrylic	1993	2004

- 7.32 According to Active Places Power, all the indoor tennis facilities in Derby were built 20-25 years ago.
- 7.33 The David Lloyd Club traditional facility was last refurbished in 2007 and therefore we would expect the playing surfaces to be replaced soon.
- 7.34 The outdoor courts covered by the air hall were replaced 5 years ago and these courts will also need resurfacing in the next 5 years due to the additional wear and tear from summer usage and the weather.
- 7.35 The air hall is likely to be regularly checked when inflated and this will receive ongoing maintenance, with the LTA recommending 6 monthly and annual checks to ensure the life span of the membrane.
- 7.36 In terms of the Derbyshire Tennis Centre site, this was built in 1993 and has not been refurbished since 2004. LTA guidance for acrylic courts states that acrylic courts are built to provide a 'repainting' of the top playing surface for a low cost and have a long life before major resurfacing work is carried out. In the guidance notes, they identify a lifecycle period of 6 years for repainting and of 12 years for resurfacing, although courts may last longer than this period. Despite this, it appears the last refurbishment of Derbyshire Tennis Centre was circa 14 years ago, and this will impact on the quality of the surfaces.
- 7.37 Therefore, due to the age of sites, it is likely to quality of the facilities are adequate and will need refurbishing soon, especially Derbyshire Tennis Centre.

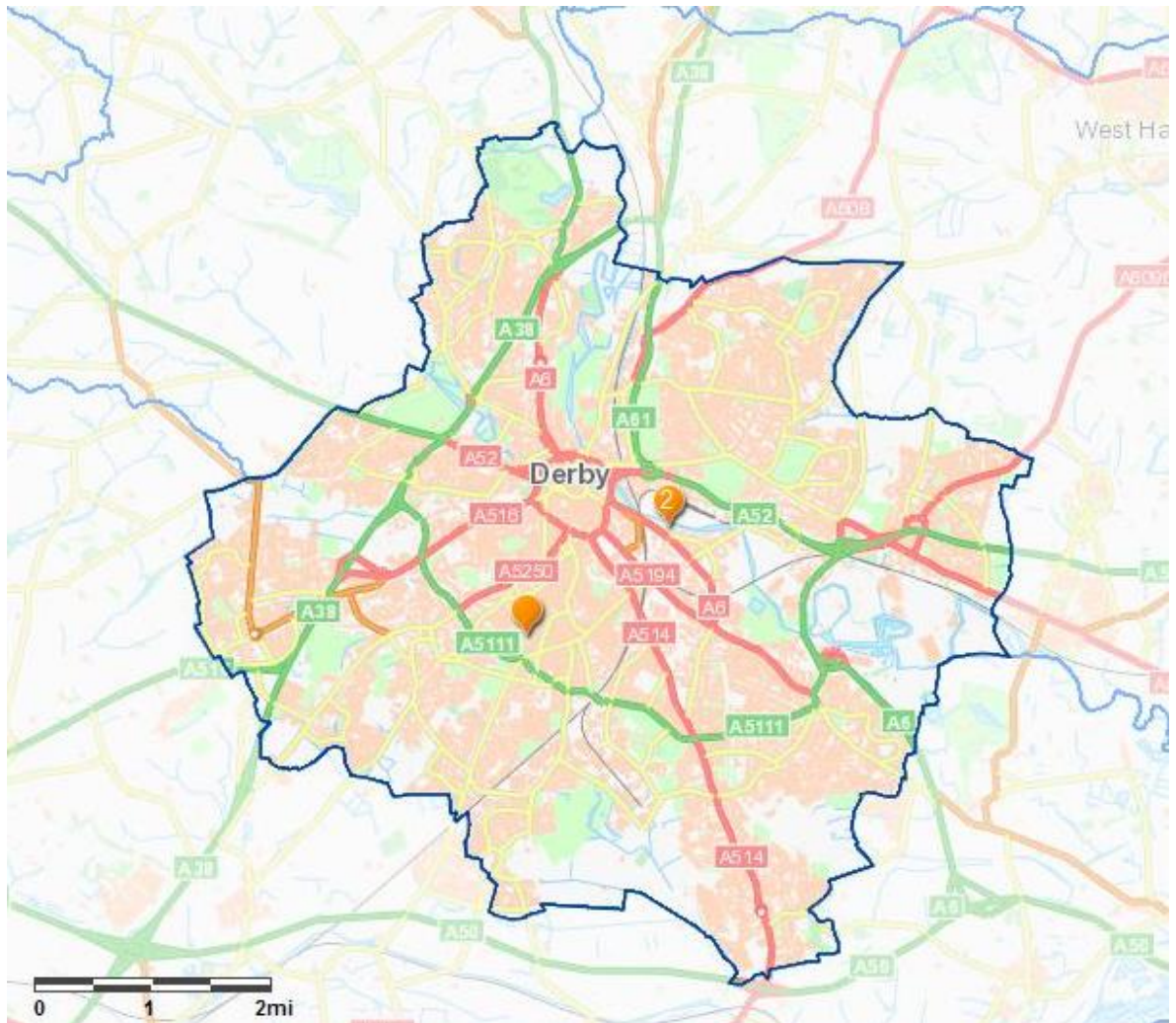
Summary Assessment of the Quality of Indoor Tennis Provision

- The current sites in Derby are 20-25 years old and the surfaces need replacing soon at both sites.
- The last refurbishment of the permanent sites was in 2017 at David Lloyd club, circa 14 years ago.

Accessibility of Provision - Supply

- 7.38 Map 7.6 below outlines the location of both sites; David Lloyd Club (Derby) and Derbyshire Tennis Centre.

Map 7.6 - Location of Indoor Tennis Facilities



- 7.39 The map shows that the David Lloyd Club site (labelled with the number 2 - traditional build and air hall courts) is in the Northeast of the City whilst Derbyshire Tennis Centre is in the Southwest.
- 7.40 Both sites are within reach of the entire population within a 20-minute drivetime according to the Active Places Power tool. Although, it should be noted Derby has a below number of cars or vans per household and this will increase reliance on public transport.
- 7.41 In terms of disability access, according to Active Places Power, both sites have full disability access for residents.

Summary Assessment of the Accessibility of Indoor Tennis Provision

- The entire population of Derby is within a 20-minute drive time of the two sites.
- Both sites have full disability access.

Availability of Provision - Supply

- 7.42 Analysis has detailed that both sites; David Lloyd Club (Derby) and Derbyshire Tennis Centre are membership only facilities, with no direct pay and play facilities available in the city.
- 7.43 David Lloyd Club requires a monthly membership to access the facilities which include a gym, swimming pool and outdoor tennis courts. Alternatively, Derbyshire Tennis Centre requires an annual membership (£95 per adult) that provides free outdoor court usage and discounted indoor court usage. Although, it should be noted visitors are allowed at this site for a fee if accompanied by a member.
- 7.44 The closest site for Derby residents outside of the city offering pay and play is located at Ilkeston Tennis Club (Erewash) where an agreement with Rutland Sports Park allows pay and play access on Tuesday and Thursday mornings (9am-12pm), Saturday morning (9-11am) and Friday evenings (5-9pm). The remaining time at the site is utilised by Club members only.
- 7.45 The Lee Westwood Sports Centre in Clifton (Nottingham Trent University, Nottingham) also offers a pay and play tennis offering, although membership at the site is encouraged and availability may be impacted by education hours and requirements. Loughborough University (Charnwood) provides is the closest facility to provide a full community pay and play scheme for their 8 indoor acrylic tennis courts, although education activities may impact on the programming of the site.

Summary Assessment of the Availability of Indoor Tennis Provision

- There is a significant lack of public access to indoor tennis sites in Derby and the neighbouring authorities.
- Both sites in Derby require a membership to use the indoor courts, whilst pay and play time is limited to the facility outside of the authority in Ilkeston and Nottingham. Loughborough University is the closest pay and play facility; although this may also be subject to availability issues due to being based at an education site.

Demand for Indoor Tennis

Summary of the Current Outlook for Tennis in the UK

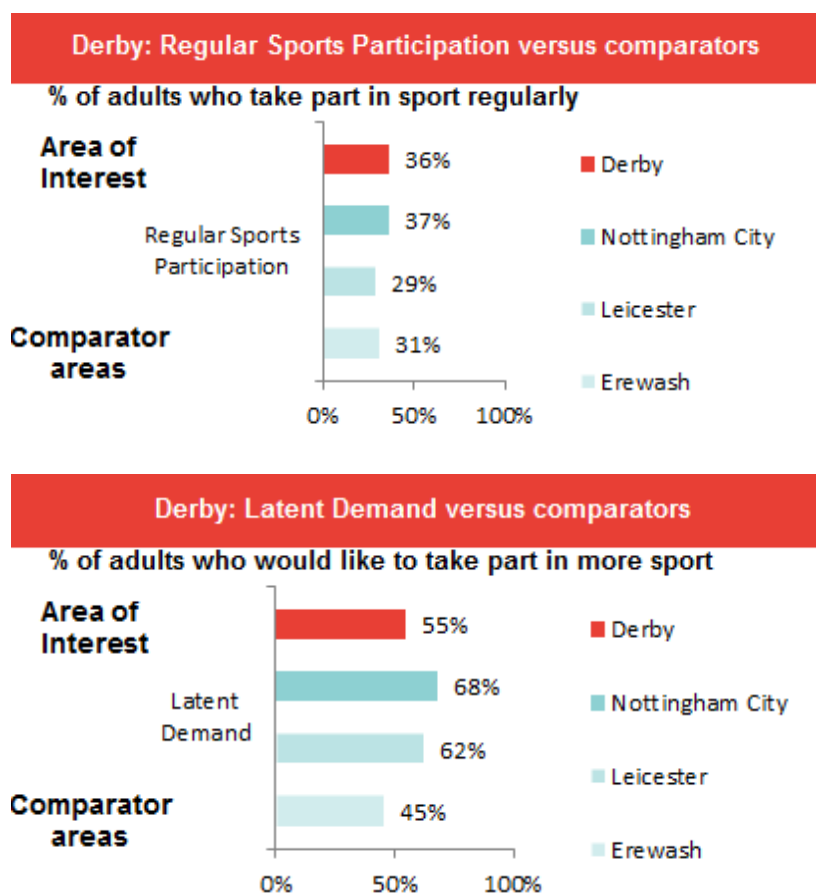
- 7.46 The current participation levels in tennis are summarised as the following:
- according to Sport England, there are currently 889,300 participants aged 16 years and above take part in Tennis at least twice per month according to the findings of Sport England's Active Lives Survey (2015/16). This equates to 2.0% of the population.
 - the LTA has outlined that 5m adults play tennis at least once a year with 35% (circa £1.75m) playing play once a month.
 - the LTA also state that circa 67,000 juniors under the age of 16 compete regularly in tennis.
 - the most popular places to play are parks (33%), education facilities (20%), clubs (19%) and other (28%, e.g., David Lloyd, leisure centres etc.).
 - of the 23,000 tennis courts in the UK, 55% are located at club sites, 31% at parks and 14% at other locations (Universities, schools, leisure centres etc.).

- 1 in 3 courts are floodlit but only 1 in 7 are community based. Therefore, this will increase the demand for indoor provision in areas where community courts are not floodlit; and
- only 1 in 4 people are unaware of tennis courts near to their house with 50% believing outdoor park courts are not up to the required standards.

LTA Local Insight Tool - Derby

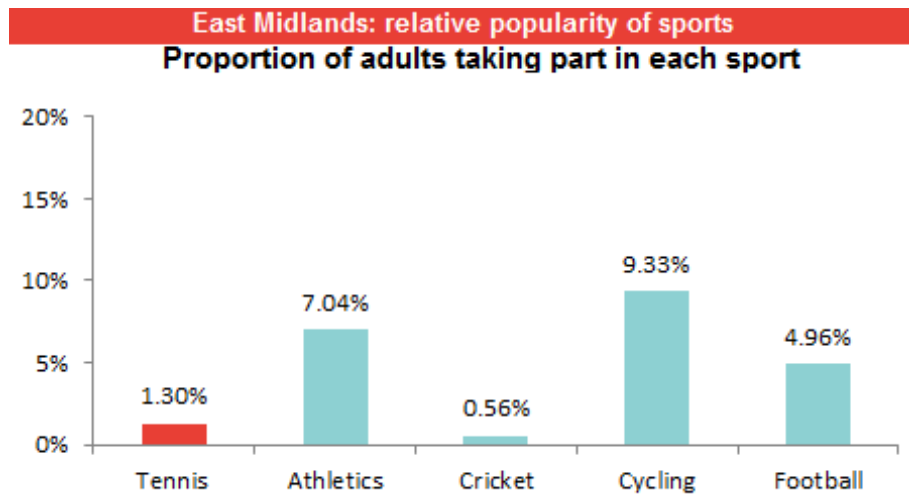
- 7.47 The LTA have also produced a 'LTA Local Insight Tool' that can be analysed to help understand the need for tennis in each local authority. Figure 7.7 below shows the regular sports participation versus comparators.

Figure 7.7 - Sports Participation and Latent Demand



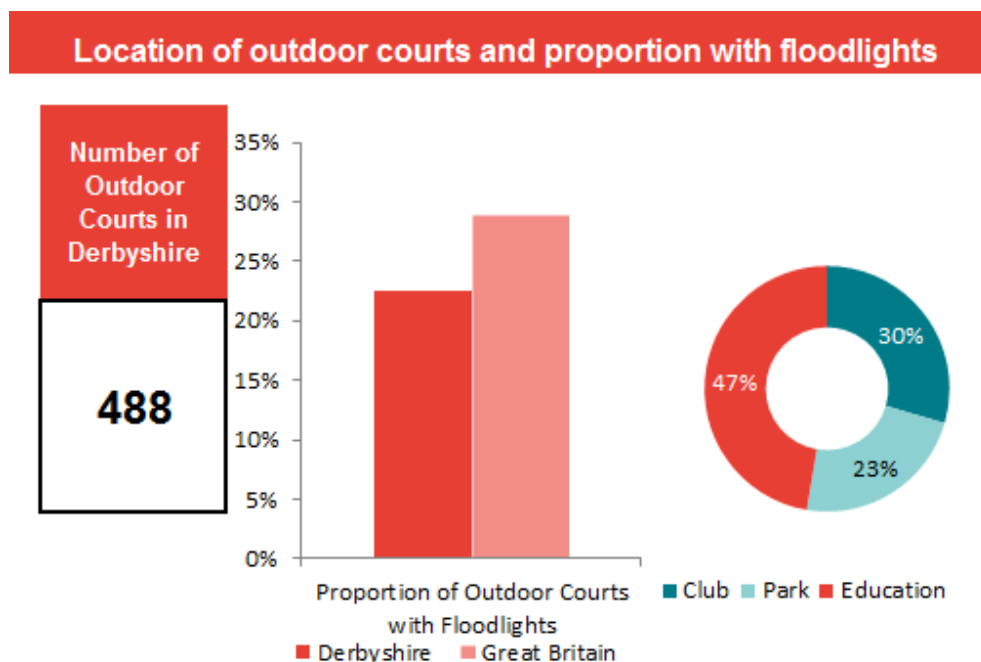
- 7.48 In the graphs above, Derby has been compared to similar city authorities in the East Midlands (Leicester and Nottingham) as well as neighbouring Erewash.
- 7.49 The graphs outline that regular sports participation in Derby in comparison to comparators is generally positive. The participation is only just slightly below Nottingham, whilst there remains a significant amount of latent demand in the area (despite the stats being below Nottingham and Leicester). This indicates that improvements in participation can be generated in the area despite an adequate current level of participation.
- 7.50 In terms of the popularity of tennis in the East Midlands, figure 7.8 below outlines the information from the LTA tool.

Figure 7.8 - Proportion of Sport in the East Midlands



- 7.51 Tennis is participated by 1.3% of adults in the East Midlands according to the Active Places Survey/Active Lives Survey adopted by the Insight Tool. This is above cricket (0.86%) but below athletics, cycling and football. Despite this, it should be noted that this is higher than neighbouring regions of the West Midlands (1.21%) and Yorkshire and the Humber (1.04%).
- 7.52 Furthermore, to understand the demand for indoor tennis, it is important to also understand the number of outdoor courts with floodlights. This is because floodlights increase the availability of courts in the evenings and during the winter and this can have an impact of the need for indoor courts. The LTA research for Derby is detailed in Figure 7.9 below.

Figure 7.9 - Location of Outdoor Courts

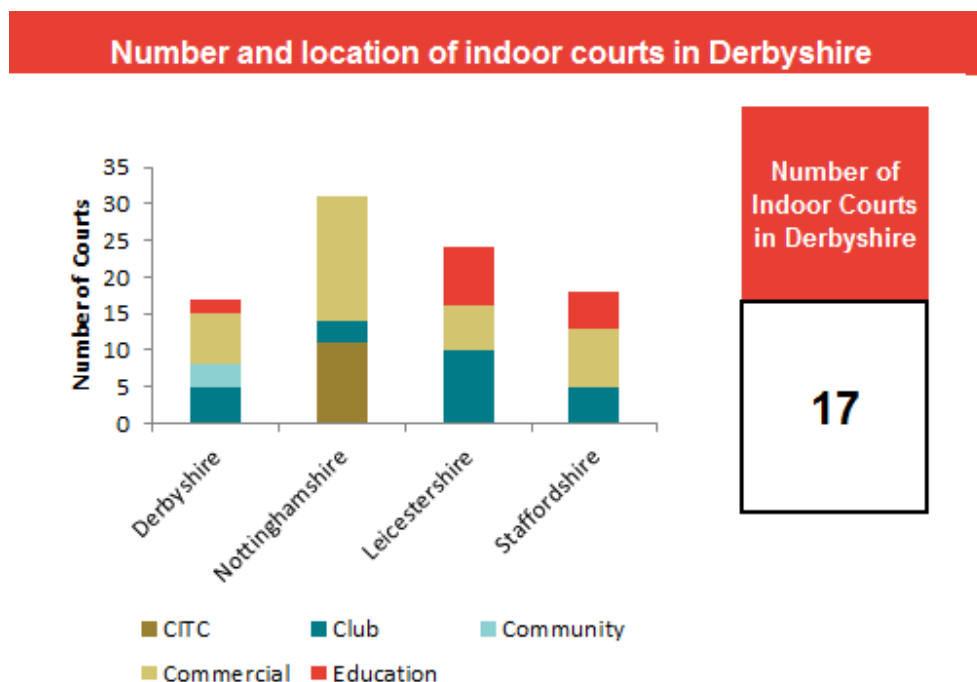


- 7.53 The graph outlines that there are 488 courts in Derbyshire of which the majority are located on education facilities (47%), followed by club sites (30%); therefore, this may impact upon

the availability and accessibility of the courts as there will be restrictions for public access. In addition, there is also a lack of floodlit courts in the County with circa 22.5% of outdoor courts including floodlights, compared to the national average of circa 28% and this will impact on winter usage, including peak times on weekday evenings.

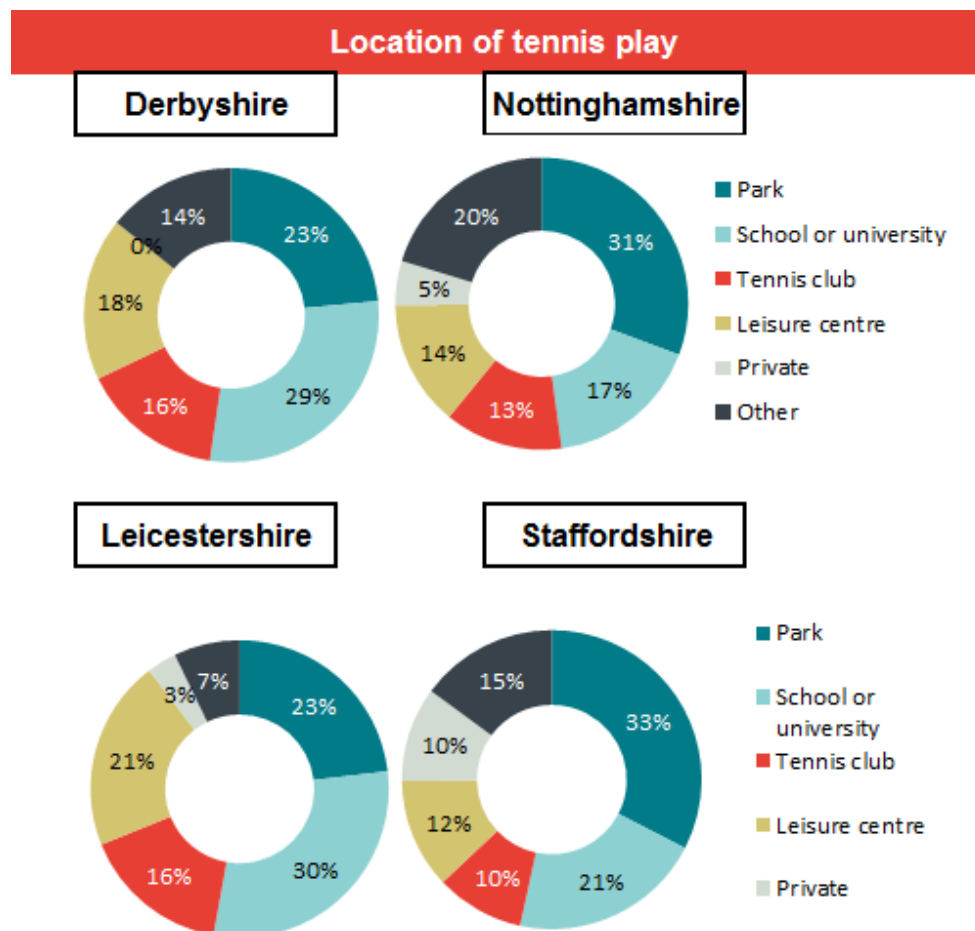
- 7.54 In terms of indoor courts in Derbyshire, the figure below outlines the current situation according to the LTA toolkit.

Figure 7.10 - Location of Indoor Courts in Derbyshire



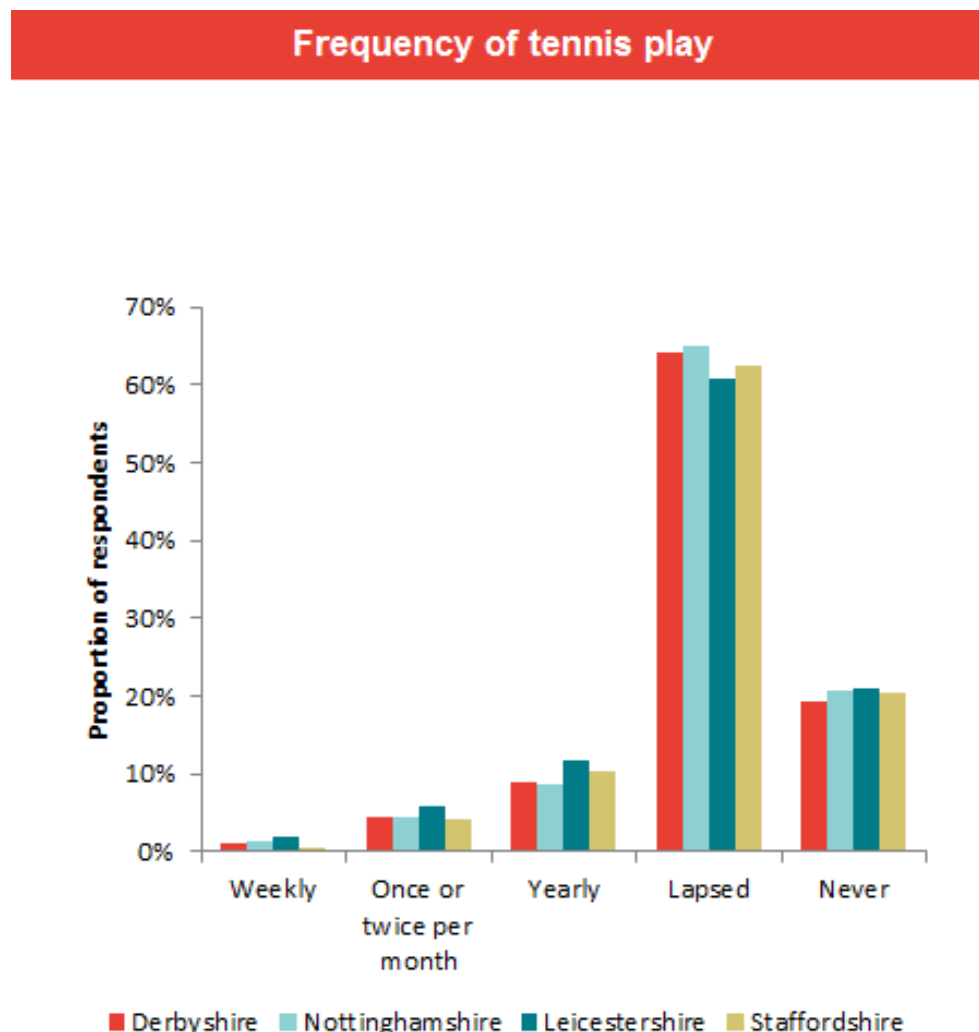
- 7.55 The graph outlines that there is a general split in the 17 indoor courts in Derbyshire. The majority are based on commercial sites (i.e., David Lloyd Club) whilst some are also based at club sites and education sites (i.e., schools or universities) and the facilities will all have limited access to the community. There are only 3 courts in community usage and no Community Indoor Tennis Centres (CITC) in the County. Therefore, this restriction will potentially limit the ability to grow and increase participation in tennis.
- 7.56 When Derbyshire is compared to Nottinghamshire, there is almost double the number of courts in Nottinghamshire, with 11 of these courts in CITC operation. There are also more indoor courts available in Leicestershire (24 courts) and Staffordshire (18 courts); although there does appear to be availability and accessibility issues with these Counties.
- 7.57 Therefore, in combination with the lower-than-average number of courts with floodlights, this indicates there is a need for community provision in the Derbyshire area to provide improvements to accessibility and availability of tennis.

Figure 7.11 - Location of Tennis Play in Derbyshire



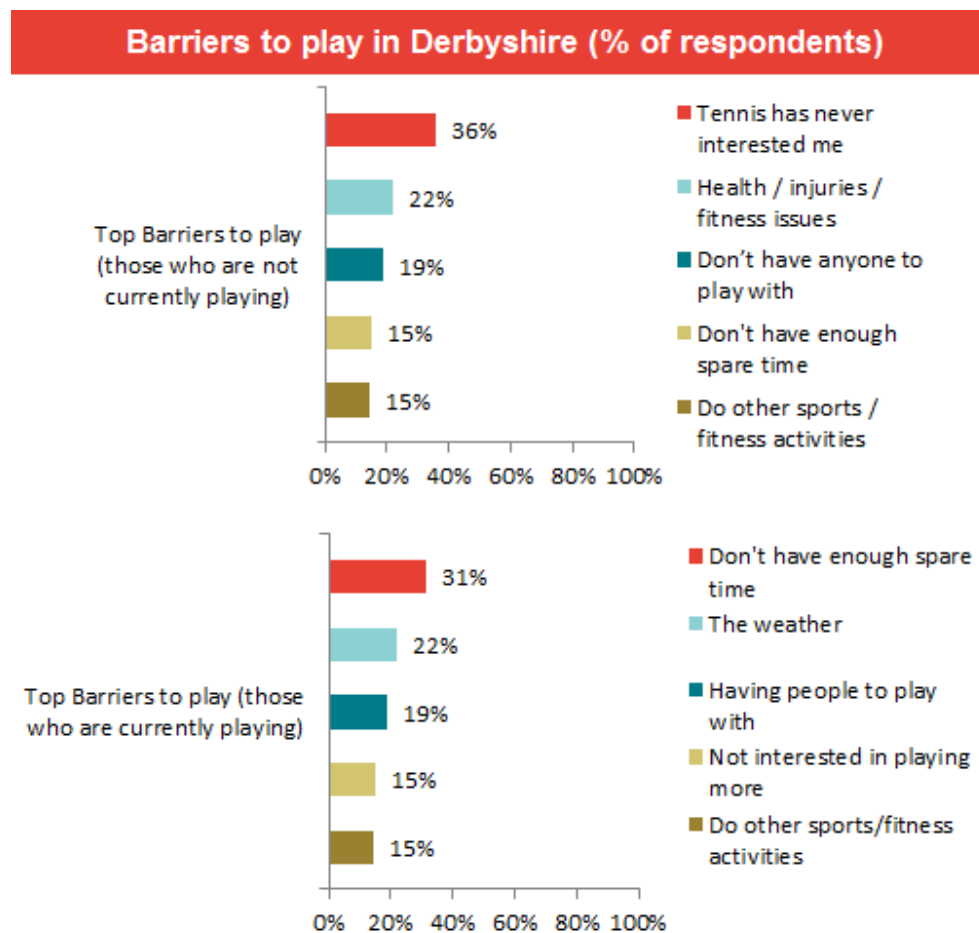
- 7.58 The main proportion of courts in Derbyshire are based on educational sites (29%) and this is significantly above Nottinghamshire and Staffordshire but slightly below Leicestershire (30%). This will also have implications in the amount of access available to the public on a pay and play basis.
- 7.59 Furthermore, the next most prominent location is parks (23%), and this is lower than both Nottinghamshire and Staffordshire and in line with Leicestershire. This will have an impact on the number of people playing as parks are the most popular places to play (according to the LTA data).
- 7.60 In terms of tennis participation in the area, Figure 7.12 outlines the LTA data from the insight tool.

Figure 7.12 - Frequency of Tennis Play in Derbyshire



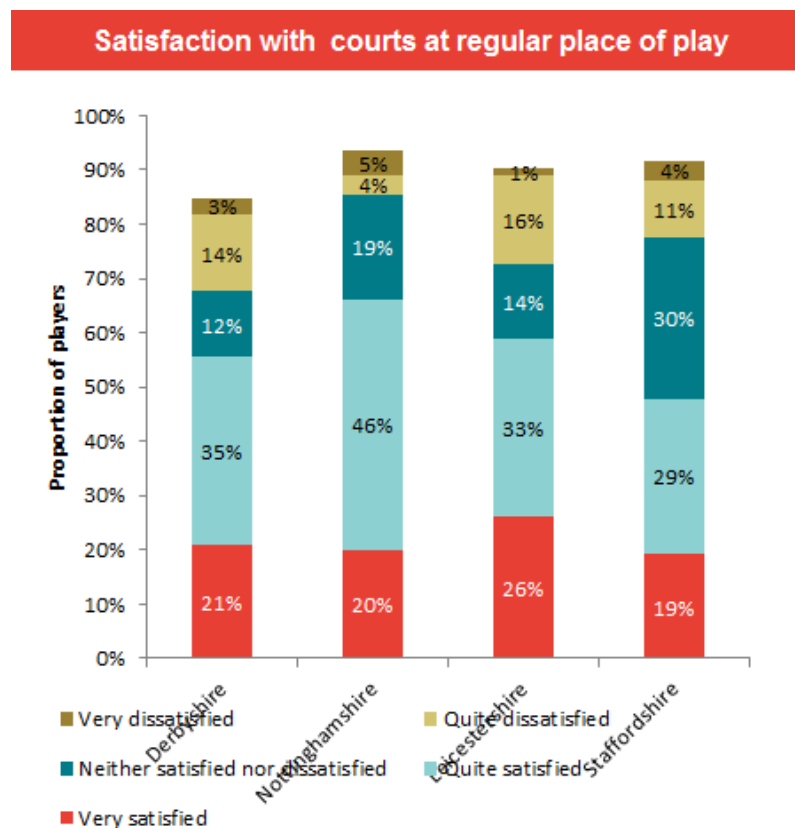
- 7.61 The graph shows that Derbyshire has a lower amount of people when compared to the two of the comparators who play tennis weekly and annually, although once or twice per month participation is in line with comparators except Leicestershire. The County also has the second highest amount of people who have lapsed playing the sport, whilst Derbyshire also has the lowest number of people who have never played tennis.
- 7.62 This indicates that there is potential demand for the sport in the area and of those people that have lapsed playing the sport or do not play frequently, one reason may be due to the lack of facilities in the area with participants only playing occasionally (once or twice a month or yearly) but not frequently (weekly). Therefore, there is an argument that provision of community tennis facilities in Derby all year round will meet the needs of residents (pay and play) and allow for increase in participation.
- 7.63 Figure 7.13 outlines the barriers to participation in tennis.

Figure 7.13 - Barriers to Participation in Derbyshire



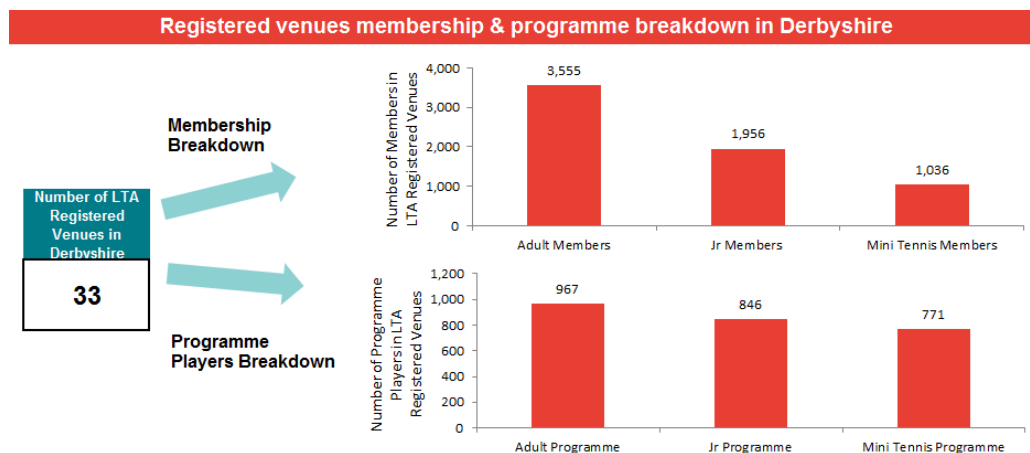
- 7.64 For those users not currently participating, except for those with no interest in the sport, the main reason is due to the poor health and fitness of participants.
- 7.65 In terms of current users and participants of tennis, 31% of people said they do not have enough spare time whilst 22% outlined the weather as an issue. The provision of indoor courts to the public would help to break down these barriers for some of the participants of Derbyshire.
- 7.66 Figure 7.14 details the current satisfaction of participants in Derbyshire when compared to the local comparators.

Figure 7.14 - Satisfaction of Participants



- 7.67 Across all the comparators including Derbyshire, there are no significant issues with the satisfaction of participants at their regular place of play with most people neither satisfied nor dissatisfied or better. Despite this, Derbyshire does have the joint highest number of people quite dissatisfied or very dissatisfied with 17%, highest alongside Leicestershire and above Nottinghamshire (9%) and Staffordshire (14%). This is not surprising considering Nottinghamshire has many indoor courts available to the residents, and this is in comparison to Derbyshire that has a lack of publicly accessible outdoor courts due to a lower-than-average number of courts in parks and a lack of floodlit outdoor courts.
- 7.68 Finally, the figure below identifies the number of members and number of programmed players in LTA registered venues in Derbyshire.

Figure 7.15 - Membership Breakdown at Registered Venues



- 7.69 The table outlines there is a total of 6,547 registered LTA members across Derbyshire, and when considering the total population from the LTA tool (785,786), this equates to 0.8% of the population as members of a tennis venue.
- 7.70 If we were to apply this percentage to the population of Derby from the Annual Population Survey 2016, the circa 256,000 people would leave a demand for circa 2,050 members in the city.

Recreational Tennis

- 7.71 In terms of recreational tennis, an indoor tennis facility has the potential to attract users of the tennis clubs in the area as well as new customers competition from other facilities inside a 20-minute drive time catchment. It is also likely that established recreational players will travel up to 30-minutes to a facility such as an indoor tennis centre.
- 7.72 According to Sport England data, there are circa 889,000 adults over 16 are regularly taking part in and/or are competing in tennis according to the most recent Sport England Active People Survey. To put this into context this represents 2% of the population of England.
- 7.73 Furthermore, the LTA data outlines that 1.75m people play at least once a month and based on the UK population estimated of 65.6m, this equates to 2.7% of the population.
- 7.74 Therefore, we would expect between 2-2.7% of the adult population to play tennis, whilst the LTA stated in 2014 that 1.45% of juniors will participate. Applying these figures to the population of Derby therefore presents a market opportunity of up to 6,086 people (when not considering competing facilities or population growth). This is made up of 740 juniors within the city and 3,960-5,346 adults (2-2.7%).

Overall Summary - Indoor Tennis

- 7.75 The supply, demand, access, and availability of indoor tennis facilities has been assessed and reported on under the Sport England Assessing Needs and Opportunities Guidance (ANOG) headings for developing an evidence base for sports facilities.
- 7.76 The assessment and development of the evidence base has used and then interrogated the Sport England dataset for information on indoor tennis for Derby, assessing the quality, accessibility, and availability of the venues to support accuracy of data and outline the demand for the local authority facilities.

Summary of Supply and Demand for Indoor Tennis

INDOOR TENNIS - SUMMARY

- The entire population of Derby is within a 20-minute drive time of the two sites.
- Both sites have disability access.

- The current two sites in Derby are accessible to all residents of the City in terms of travel times but one (the David Lloyd Centre) is a membership only facilities which has a significant impact on availability. Therefore, there is a significant lack of publicly access indoor court space in Derby, with the closest pay and play facilities located in neighbouring Erewash and Nottingham.
- The two sites in Derby are likely to require refurbishment in the near future, and Derbyshire Tennis Centre are currently looking to sell their land and re-locate presenting an opportunity for new provision in the City.
- LTA analysis has outlined a lack of indoor courts in the City in combination with a below average number of outdoor floodlit courts. This results in restrictions to court access and availability in evenings and winter months.
- It appears many participants play tennis once or twice a month or annually rather than weekly and this may be because of the lack of facilities in the area. A key barrier to participation has also been identified as being the weather and indoor courts will prevent this.
- Sport England and LTA data has highlighted a market opportunity of up to 6,086 people to play once a month (when not considering competing facilities or population growth). This is made up of 740 juniors within the City and 3,960-5,346 adults (2-2.7%). The LTA insight tool has also identified an average membership rate across Derbyshire of 0/8% and this would equate up to 2,050 members in the City of Derby area.
- Therefore, we would recommend that a publicly accessible community indoor tennis facility of 3-4 courts could be developed in a partnership between the Council and Derbyshire Tennis Centre.

- 7.77 The next stage would be to undertake a feasibility study to consider how a new indoor tennis / athletics training centre could address some of the outcomes, objectives, and cross cutting themes of this strategy.
- 7.78 In the next section we provide an overall summary and interpretation of our findings from a Quantity, Quality, Accessibility and Availability perspective.

8. Interpretation of Findings - Quantity, Quality, Accessibility and Availability

Key findings - What does this mean for Derby?

- 8.1 The Strategy has presented comprehensive evidence and research to understand the baseline facility provision in Derby and the opportunities and challenges for future provision. This section summarises the research and evidence, which provides the basis for the Strategy and Action Plan future provision set out in Section 9 of this report.
- 8.2 Before outlining the specific implications in terms of facility provision, it is important to understand the context for the City:

Local Context

- 8.3 Overall, Derby has a relatively young population, but it is expected that the population will live longer moving into the future. The area has an above average number of people in the target 16-44 years' age group (as detailed by the Market segmentation data which highlights that Kev, Philip and Brenda are all prevalent), and according to subnational population projections 52% of the growth in Derby will come from the 0-19yrs age group, with 27% from the 65+ age group which is reasonably positive from a sport and physical activity participation perspective.
- 8.4 However, the area suffers from reasonably poor health and obesity, low life expectancy and low social grades which all potentially create barriers to participation, according to Public Health England in Derby the economic impact of this amounts to around £4.5 million per year.
- 8.5 There is also significant deprivation in the area; therefore, these issues need to be considered, especially in terms of pricing and programming, enabling all parts of the community to gain access to the new facility.
- 8.6 The Sport England data has shown that whilst Derby is an active area regarding the number of people participating at least once a week, there is room for improvement of which built indoor sports facilities play an important part.

Current Performance

- 8.7 In terms of current performance of the Council's centres, the evidence suggests that the future viability of Queen's Leisure Centre will need to be addressed due to the rapidly decreasing usage and income being generated at the site. This is a shared view amongst Council officers with the performance attributed to a significant increase in competition from private health and fitness operators in the city centre. This is significant when considering any new built indoor facilities, as health and fitness income often cross subsidises swimming pool-built provision. The Council asset management team consider the Queen's site as site that could attract interest from retail as an alternative to leisure, given its proximity to the city centre.
- 8.8 The evidence suggests that Derby Arena is underperforming in relation to the health and fitness membership income and membership levels. Springwood Leisure Centre performs

reasonably well and provides a well utilised local community facility for health and fitness, indoor sports and outdoor 3G pitch training.

- 8.9 In relation to the community pools, Gayton Pool is performing well considering the limitations in pool water. For the Lonsdale Pool, the benchmarking has shown that the Pool is well managed from a cost control perspective. However, the pool programme is dominated by swimming lessons, and this reduces the amount of casual swimming available to the public at peak times.
- 8.10 There is an inconsistent approach to community access on school sites, with opportunities to improve access at several schools.
- 8.11 There are many smaller community centre facilities ran by independent 'not for profit' associations and these provide a valuable local provision where physical activity can take place. However, there are limited resources for the Council to provide direct support to these associations with much of the current time spent on ensuring statutory safety compliance. The Council could support further partnership working in a co-ordinating supportive role in areas such as marketing and programme development. This would naturally require additional resources and could be delivered through specific Community Engagement Officer(s).

Consultation - Key Messages

- 8.12 Economic development in the context of the city-region is a key driver, with associated opportunities for education and skills development.
- 8.13 Public transport links are an important consideration, given the limited radial routes across the city, further highlighted by Derby University who expressed a potential opportunity in using the Council's facilities more in the future, including the new Moorways site but public transport links will be key to this growth.
- 8.14 From a health perspective, there are at present limited links between the health professionals and leisure provision - developing basic pathways and positive advocacy will therefore be a key starting point. Building on this, better alignment of KPIs and reporting is being developed through the PASS to demonstrate the value of investing in physical activity.
- 8.15 Access and pricing are a concern for sports clubs following discussion with Derby City Sports Forum, to avoid undermining the local club networks and their sustainability - this is always a difficult balance to achieve alongside pay and play access to facilities.
- 8.16 As noted in section 2 the Council's Local Plan from January 2017 has a commitment to deliver a minimum of 11,000 new mixed tenure, high quality homes in the city between 2011 and 2028 by allocating land in its Local Plan (Parts 1 and 2) and by setting out a development framework which facilitates the delivery of housing on appropriate sites.
- 8.17 The Derby University sports facilities are of a very high standard, they are managed by Nuffield Health and currently have 1506 fitness members, 110 of which are community-based members. The sports hall is 'at capacity' with no obvious opportunity for the development of additional community use.
- 8.18 The Derby Sports Forum is a local group with a membership of some 40 clubs. It is communication platform for local clubs to support better working relationships across the city. The Forum referred during consultation to their most regular requests for better indoor tennis, indoor cricket, and badminton.

- 8.19 The Lonsdale Pool Trust are seeking to develop a new swimming pool and gym on the site of Derby Community Sports College, although there has been limited engagement between the two organisations over the past eight months due the school undergoing a governance change and new leadership through the Spencer's Academy Trust. The evidence from the demand assessment for swimming pools however does not support the development of a swimming pool in this area and therefore presents a very challenging project from a demand, capital funding, and ongoing affordability perspective. It is important to note that the Lonsdale Trust's business plan was developed prior to the Council's decision to invest in new enhanced swimming pool provision at Moorways, and at the time of this report has not been updated to reflect the Moorways development or new health and fitness gyms within the catchment. Whilst the Derby Moor sports college are keen to enhance the school and community facilities on their campus, they are not able to support the project from a capital or revenue perspective.
- 8.20 Derby Gymnastics Club, based at Lancaster Sports Centre, is a thriving club with over 700 children taking part in weekly activity and 30+ qualified coaches. The club is also starting to work outside the centre to develop smaller satellite clubs. With over 200 children on their waiting list and no rhythmic gymnastics being offered now the Club are keen to explore options for a new dedicated gymnastics venue in the city and would welcome support to help facilitate this from the Council.
- 8.21 The Derbyshire LTA are keen to develop a new Indoor Community Tennis facility, acting as a hub for the development of a wider city-wide tennis network working with existing clubs in the city. This is timely for tennis in Derby as the Derby Tennis Centre are looking for a new venue to replace their existing site. The Moorways site is near to Derby Tennis Centre and could potentially be developed in partnership with the Athletics Club who also want to develop indoor provision.
- 8.22 This presents a unique opportunity for the Council to develop the Moorways site as part of a wider 'combined model of provision' with a wider reach to support broader community outcomes. A community hub would involve local sports clubs in wider physical activity development opportunities across the site. This could include, but is not restricted to, the development of indoor tennis, cricket, archery, gymnastics, and indoor athletics.

Futsal

- 8.23 Whilst not part of the original brief, we have consulted with the Derbyshire FA and the Football Foundation regarding futsal development across the city as they are becoming more involved in recreational/informal football including indoor.
- 8.24 The key messages about Futsal relating to this strategy are that Futsal in Derbyshire generally has grown at a very quick rate in 2017. In Derby, the Derby Futsal League now has over 80 youth teams playing the game from under 7's to under 16's, who operate predominantly out of Lees Brook School. In addition to using Lees Brook School, the league also utilises the Derby Arena, Landau Forte School, and the University of Derby to manage the demand for Futsal within the City. Furthermore, the Derby Futsal League also utilise Belper Leisure Centre which is in the Amber Valley.
- 8.25 The Derby County Community Trust work closely with the Derby Futsal League with regards to the delivery of girls Futsal provision and moving forwards this is seen as the next area of growth within the City.
- 8.26 The Council's Physical Activity and Sports Manager has lead on both the ongoing Playing Pitch Strategy (PPS) and Local Football Plan.

Sports Halls - 2021 Refresh

- 8.27 We have assessed the future sports hall provision requirements across Derby City using the Facility Planning Model (FPM) evaluation process.
- 8.28 The evaluation has concluded that the Derby demand for sports halls can be met by the current supply of sports halls and the addition of the Derby Cathedral School sports hall.
- 8.29 92% of the Derby residents' demand for sports halls can be met now and projected forward to 2028.
- 8.30 Furthermore, based on the same criteria 93% (of the 92% satisfied/met Derby demand) is retained within the authority. This means that, for over nine out of ten visits to a sports hall by a Derby resident, the nearest sports hall to where they live is located within Derby.
- 8.31 The most challenging, strategic finding relates to the ownership of the sports halls. In 2021 there are 20 sports hall sites in Derby, of which 16 are owned by educational institutions - schools, (state and independent), colleges and higher education.
- 8.32 The Council is advised to adopt a strategy that secures long term access for community use at these venues and considers making it a planning consent condition, that any new education sports hall does have a community use agreement included.
- 8.33 The Council should also consider developing a co-ordinated bookings and lettings system for all education sports halls. This does require the support and engagement of education owners.
- 8.34 The second strategic challenge is the average age of the sports hall sites, which is 30 years in 2021. Of the 15 sports hall sites which opened before 2000, nine have been modernised. The older unmodernised venues are education sites, and, without modernisation, this may decrease their attractiveness and therefore reduce participation.
- 8.35 The Council should therefore consider which education institutions it wishes to work with to secure long term access for community use.

Swimming Pools - 2021 Refresh

- 8.36 Based on the FPM findings, run 3, with Moorways Sports Village open and Queen's Leisure Centre and Lonsdale Swimming Pool closed, best meets the demand for swimming pools in Derby. The location and scale of Moorways Sports Village, with its very extensive swimming activities offer, can meet the projected demand for swimming by Derby residents.
- 8.37 Moorways Sports Village will accommodate the demand for swimming if Queen's Leisure Centre and Lonsdale Swimming Pool are closed, but the Moorways Sports Village site is then estimated to be very full in the weekly peak period. The challenge then will be to manage the swimming pool programme, to provide all swimming activities that residents want to undertake and at the times they want to do them. This will ensure the pool site is meeting demand and it is also an effective swimming pool site in providing for all Derby residents.
- 8.38 The scale of Moorways Sports Village, and the extensive swimming offer increases the amount of demand for swimming pools from Derby residents that is retained within the city. There is an uplift/increase of 17% in the Derby demand for swimming pools met when Moorways Sports Village is included in the assessment.

- 8.39 Based on the FPM demand assessment the Council should seek to undertake a further strategic review in 3 years' time to consider the two points above. If Moorways Sports Village is consistently operating at maximum capacity and there are sustained issues of lack of access to swimming pools for residents who use the Queen's Leisure Centre and Lonsdale Swimming Pool, then a more detailed assessment could be undertaken at that time to assess these implications.
- 8.40 This could include (1) scope to increase access for residents who are displaced by the pool changes to provide more access to existing pool sites, and (2) changes in the Moorways Sports Village programming to accommodate more demand (although this will most likely form a regular part of the centre operation and reviews already).
- 8.41 This review could also conclude that there is a sustained case for a study into the need for further swimming pool provision within Derby.

Health and Fitness

- 8.42 The supply and demand assessment has shown that there is an increasing range of fitness facilities available in the market for Derby residents. The number of stations per 1,000 population is above average in relation to neighbouring authorities, the East Midlands and England. Despite this, the number of stations is below comparable cities and large settlements in the East Midlands including Lincoln, Northampton, and Nottingham.
- 8.43 There are only 2 Council operated health and fitness suites in Derby and out of the 21 sites in the catchment areas, only 8 sites offer pay and play usage. Despite this, the inclusion of low-cost budget gyms has helped to improve availability and accessibility. Furthermore, the continually changing market and proposed new facilities will continue to ensure quality remains high in Derby.
- 8.44 In terms of demand, the Health and Fitness Needs Assessment Report outlined the following for the Council facilities:
- **New Moorways Sports Village** - The estimated latent demand identified the need for 120 stations and 2 studios if the full latent demand was saturated by the site. The business case through further local insight through consultation identified further scope to increase this to a circa 150 station gym with 3 studios if collaboration with Rolls Royce sports association was achieved, as their current health and fitness centre has c1,700 members.
 - **Derby Arena** - The Arena is saturating much of the health and fitness demand (circa 160 additional latent demand) and the current demand would equate to a need of a circa 98 station gym. This is smaller than the recommendation made in the business case for the project prior to the building of the site (circa 130 stations). This is due to Moorways Sports Village not being proposed at the time of development. The latent demand report identified that there is likely to be some decay (up to c400 members) due to the draw of the proposed Moorways Sports Village. Therefore, the Council's objective should be to maintain the current health and fitness provision at the Derby Arena and identify alternative methods of health and fitness delivery to ensure the site is up to date with current trends. This could include cycling specific activities such as Velo Studios. The site should work alongside the new facility at Moorways Sports Village, offering alternative programmes and classes at each site.
 - **Queen's Leisure Centre** - Queen's Leisure Centre is in the centre of Derby and will be impacted by both the Derby Arena and Moorways Sports Village. Queen's Leisure

Centre is significantly underperforming, with the latent demand identifying potential for circa 740 members, which was like the level of membership at Queen's prior to the opening of the Derby arena. Therefore, it appears due to the age and condition of site alongside attractiveness from new competitors (including internal competition from Derby Arena), members have continued to leave the facility to find alternative providers. Therefore, it is likely that the Queen's Leisure Centre will require significant ongoing Council subsidy to remain open. Therefore, from a health and fitness perspective the evidence presented in this section would suggest serious consideration is given to the future of Queen's following the opening of Moorways Sports Village.

- **Springwood Leisure Centre** - Springwood Leisure Centre is located slightly out of the city centre with most of its members travelling from the immediate catchment. According to our assessment, the centre is saturating most of the demand and the latent demand has been identified at 1,360, slightly below the current levels. The facility has also recently increased the number of members and income over the previous few years, identifying a growing site. Therefore, the Needs Assessment Report states that the centre should aim to maintain the current membership levels, looking at alternative methods of delivery if required, utilising the additional space available in the gym area. Investment maybe required at the site to achieve this in the future.

Indoor Tennis

- 8.45 The analysis suggests that the entire population of Derby is within a 20-minute drive time of the two sites, both sites have disability access.
- 8.46 There are currently two indoor tennis centres in Derby which are accessible to all residents of the City in terms of travel times, but one (the David Lloyd Centre) is a membership only facility and this has which has a significant impact on availability. Therefore, there is a significant lack of publicly access indoor court space in Derby, with the closest pay and play facilities located in neighbouring Erewash and Nottingham.
- 8.47 The two centres in Derby are likely to require refurbishment soon, and Derbyshire Tennis Centre are currently looking to sell their land and re-locate presenting an opportunity for new provision in the City.
- 8.48 LTA analysis has outlined a lack of indoor courts in the city in combination with a below average number of outdoor floodlit courts. This results in restrictions to court access and availability in evenings and winter months.
- 8.49 It appears many participants play tennis once or twice a month or annually rather than weekly and this may be because of the lack of facilities in the area. A key barrier to participation has also been identified as being the weather and indoor courts will prevent this.
- 8.50 Sport England and LTA data has highlighted a market opportunity of up to 6,086 people to play once a month (when not considering competing facilities or population growth). This is made up of 740 juniors within the city and 3,960-5,346 adults (2-2.7%). The LTA insight tool has also identified an average membership rate across Derbyshire of 0/8% and this would equate up to 2,050 members in the City of Derby area.
- 8.51 Therefore, we would recommend that a publicly accessible community indoor tennis facility of 3-4 courts is developed in partnership with Derbyshire Tennis Centre to meet the needs of the population.

- 8.52 The current sites in Derby are 20-25 years old and the surfaces need replacing soon at both sites as the last refurbishment of the permanent sites was in 2007 at David Lloyd club, circa 10 years ago.

Athletics

- 8.53 Overall, the analysis suggests Moorways Stadium meets the needs of the residents and local clubs in terms of outdoor provision.
- 8.54 Consultation suggests that there may be demand for an indoor training facility in the city. There are currently no facilities in the city and residents need to travel to Nottingham, Loughborough, or Sheffield to access a facility.
- 8.55 An indoor training facility could be provided as part of a partnership with indoor tennis thus creating a potentially sustainable operating model helping to support increased participation.
- 8.56 The City Council's Football hub (former Parklife project,) shifting some of the demand for football to another part of the city, could provide an opportunity for the development to be part of the Moorways Sports Village.
- 8.57 In Section 9 we translate these findings into strategic objectives and an action plan for future provision.

9. Strategy and Action Plan

Strategy Objectives

- 9.1 In this section we provide the overall strategy objectives and action plan. Importantly, figure 9.1 below demonstrates how the Council's current Physical Activity Strategy Outcomes aligns with Government outcomes. In terms of its built facilities strategy, this has presented an opportunity to think differently about future indoor built provision and roles in which the Council in partnership with others should take to maximise the opportunities across the city to provide an active city for all improving health and quality of life by supporting people to 'Move More' in Derby.

Figure 9.1 - Local and National Outcomes



- 9.2 To facilitate this, it is recognised that several actions will need to take place to drive behavioural change. This challenge is particularly relevant to the large segment of the inactive population residing in hard-to-reach groups across the city.
- 9.3 Based on the needs and evidence set out, Derby and its partners will seek to deliver the objectives set out in table 9.1.

Table 9.1 Indoor Sports Built Facility Strategy Objectives 2018-2027

Strategy Objectives	
1.	Ensure that the Council's future facilitating and influencing role to support achievement for the priority outcomes of 'Move More Derby' include additional resources for a coordinated marketing and community engagement programme.
2.	Ensure that the evidence base and strategy is adopted by the Council and becomes part of the evidence base to support the Council's priority outcomes.
3.	Ensure that any new or enhanced sports hall or swimming pool provision across the City is developed in-line with the strategy priorities and the needs and evidence set out.
4.	Ensure the use and access to new and existing provision is maximised through a co-ordinated approach to sports hall and swimming pool programming, particularly at the new Moorways Sports Village and on existing education sites.
5.	Ensure that specialist indoor sports hall provision is considered in line with specific sport requirements, and technical standards of sports and City-wide development plans.
6.	Ensure the current supply of indoor sports halls across the city at education sites, by influencing and facilitating partners to avoid issues of competition between providers and support a clear hierarchy / pathway for focus sports. Targeting support for example to Derby College (Johnson Building); Da Vinci Community College; Merrill College; Noel Baker Community School (very old venue but a 6-court hall); and Sinfon Community School.
7.	Ensure any new or refurbished provision is developed in partnership on a multi-agency basis - particularly in relation to the Moorways site development and opportunities arising, with an approach to community services provision and opportunities to develop community hub models.
8.	Continue to develop the three-tier hierarchy of provision 'Hub and Spoke' approach to delivery as identified in the previous built facility strategy, providing resources to develop closer working relationships from a community engagement perspective.
9.	Ensure that any new or enhanced provision supports new and innovative opportunities and facilities in-line with changes in sports and activity needs, this includes the signposting of smaller flexible community hall spaces and programming opportunities to support the changing population;
10.	Ensure that following delivering the new Moorways Sports Village, the Council delivers a sequence to maintain a supply and demand 'balance' for swimming as a minimum requirement for the city.

Strategy Objectives

11. Implementation of an action plan to address underperforming areas of the current facilities.
12. Ensure that future built provision (i.e., The new Moorways site) develops a programme of use that can demonstrate a sustainable business plan and one that can be evidenced as delivering against the objectives outcomes and main target groups contained within the 'Move More' strategy, including strategies to penetrate hard to reach groups and those who do no physical activity at all.

Action Plans

- 9.4 The facility-type recommendations are set out in the sections that follow. They link to the above strategic objectives and outline the key priorities for each type. Action plans to facilitate the delivery of these recommendations are included below.
- 9.5 To achieve its planning aims, Sport England have established several planning objectives, which are to seek to protect sports facilities from loss because of redevelopment, to enhance existing facilities through improving their quality, accessibility, and management and to provide new facilities that are fit for purpose to meet demands for participation now and in the future. 'Protect, provide and enhance' provides a framework for developing the City-wide priorities for facility provision.
- 9.6 This Action Plan is a live document, and the priority actions will be refreshed on an annual basis to track progress and ensuring that any external influences (e.g., changes in national policy or significant local developments) are considered.
- 9.7 The Action Plan also further builds on the proposed role for the Council against these priority actions. A whole population approach requires all relevant partners working together to deliver benefits to residents.
- 9.8 The Council's role has therefore been divided into:
 - **Facilitate** - interpreted as where there is an expectation of a formal Council supporting or enabling role to progress an area of activity.
 - **Influence** - focuses on where the Council's does not have a formal involvement in an area but wishes to drive action in others.
 - **Deliver** - refers to the use of Council resources to deliver specific interventions (either directly or commissioned).
- 9.9 These priority actions do not just represent more of the same. They present a mix of opportunities to maximise the impact of existing work streams in each area, alongside the development of the Physical Activity and Sport Strategy (PASS). Some of the work streams



have also been informed through consultation and others have been suggested based on the evidence and awareness of good practice approaches elsewhere.

- 9.10 The priority action plan also considers how the indoor built sports facility strategy can support the key PASS priorities, as shown in paragraph 9.12 below, PASS and the six cross cutting PASS enablers as shown in paragraph 9.13.
- 9.11 The Move More Derby PASS priorities are listed below:
- A. **Life course:** Embed whole systems approaches across the life course.
 - B. **Start Well:** Ensure that young people aged 0-4 will have the best active start in life with physical literacy prioritised as a central feature of starting well.
 - C. **Develop Well:** Develop the life chances of young people and young adults through a more active lifestyle, with a focus on reducing inequalities.
 - D. **Live Well:** Increased physical activity and sport engagement across the adult population, reducing inequalities and contributing to health, wealth, and wellbeing; and,
 - E. **Age Well:** Make active ageing a central pillar of supporting people to live in good health for longer.
- 9.12 In support of this the Move More Derby PASS identified six cross cutting enablers to underpin the work, these are shown below:
- F. **Active Environments:** recognising that the natural and built environment are fundamental enablers or barriers to people leading a more active lifestyle.
 - G. **Governance, Leadership and Advocacy:** will be fundamental to driving change, focussing on key priorities, and ensuring we collaborate effectively across organisations.
 - H. **Marketing and Communications:** understanding that what and how we communicate will be key to influencing attitudes and behaviours towards being more active.
 - I. **Workforce development:** people are key, from leadership through to the front-line workforce and volunteers. We need a more diverse workforce reflective of the communities we work with that ensures there is a great customer experience.
 - J. **Local insight, understanding and learning:** Making informed decisions underpinned by an understanding of people, and effective evaluation of what works and why.
 - K. **Sector sustainability and funding:** maximising the use of available resources and supporting the sector to be more sustainable.
- 9.13 The action plan follows in table 9.2, however outlining operational plans for the delivery of the actions is beyond the scope of this strategy. As such, there is no mention of delivery costs, operational management processes and likely investment - developing this will be a key responsibility of the responsible officers and should be set out in separate business cases.

PROTECT					
	Objective	Rationale	Priority Action	Measuring Success	Council Role / Move More Derby / Timescale
Protect 1 Sports Halls	Protect the existing network of sports hall provision across the City, ensuring that sports halls continue to be open to the public, maintaining the current supply of publicly available indoor sports hall space in Derby, including school sites.	The overall finding is that Derby City has an extensive supply of sports halls to meet demand up to 2028 and beyond, plus the scale of provision is considered very good. However, most of the sports hall provision is at educational venues and community access must be protected.	The key actions for the Council which emerge are in a supporting role to modernise sports halls and the importance of retaining access for community use at the education venues as education is the dominate provider and operator of sports halls for community use. Targeting support for example to Derby College (Johnson Building); Da Vinci Community College; Merrill College; Noel Baker Community School (very old venue but a 6-court hall); and Sinfin Community School. Develop protection policies as part of planning policy development.	Protection of current sports hall stock and improvement in access, with an annual review of the strategy.	COUNCIL ROLE: INFLUENCE PASS PRIORITIES: (C-E) The action directly supports three of the five of the PASS priorities. PASS ENABLERS: (G/H) The Council continue to support local partners to help maintain access to sports hall provision, communicating the importance of continued access and availability to meet wider health outcomes. A key focus should be to provide an information hub to promote opportunities to residents working with key partners such as Derby Sports Forum and local schools to influence attitudes and behaviours. INDICATIVE TIMESCALE: Throughout the entire period of the strategy.

Protect 2 Swimming Pools	<p>Ensure that following delivery of a new swimming pool complex within Moorways Sports Village, the Council delivers a sequence to maintain a supply and demand 'balance' for swimming <i>as a minimum</i> for the city.</p>	<p>Moorways Sports Village will accommodate the demand for swimming if Queen's Leisure Centre and Lonsdale Swimming Pool are closed, but the Moorways Sports Village site is then estimated to be very full in the weekly peak period. The scale of Moorways Sports Village, and the extensive swimming offer increases the amount of demand for swimming pools from Derby residents that is retained within the city. There is an uplift/increase of 17% in the Derby demand for swimming pools met when Moorways Sports Village is included in the assessment. Based on the FPM demand assessment the Council should seek to undertake a further strategic review in 3 years' time to consider the two points above. If Moorways Sports Village is consistently operating at maximum capacity and there are sustained issues</p>	<p>Protect Gayton Swimming Pool and focus programming on delivery of beginners swimming lessons with development pathways to the new Moorways Sports Village for higher levels of swimming.</p>	<p>Increased participation rates across a network of accessible local provision.</p>	<p>COUNCIL ROLE: DELIVER</p> <p>PASS PRIORITIES: (C-E) The action directly supports 3 of the 5 PASS priorities.</p> <p>PASS ENABLERS: (H/I/K) The Council will need to consider the current performance of Queen's Leisure Centre in evaluating future swimming provision as it is unlikely that a city centre pool (despite high projected demand) would be as sustainable as an additional provision at Springwood due to intense health and fitness competition in the city centre.</p> <p>INDICATIVE TIMESCALE: Throughout the entire period of the strategy.</p>
---	---	--	---	--	---

		of lack of access to swimming pools for residents who use the Queen's Leisure Centre and Lonsdale Swimming Pool, then a more detailed assessment could be undertaken at that time to assess these implications.			
Protect 3 Swimming Pools	Protect access levels across Swimming Pools, reviewing the amount of water time allocated to clubs and swimming lessons to ensure the public have access.	<p>Moorways Sports Village will accommodate the demand for swimming if Queen's Leisure Centre and Lonsdale Swimming Pool are closed, but the Moorways Sports Village site is then estimated to be very full in the weekly peak period.</p> <p>Based on the FPM demand assessment the Council should seek to undertake a further strategic review in 3 years' time to consider the two points above. If Moorways Sports Village is consistently operating at maximum capacity and there are sustained issues</p>	The Council and partners to work pro-actively with local providers to protect and enhance community use.	Protection of community access to the swimming pool stock.	<p>COUNCIL ROLE: DELIVER</p> <p>PASS PRIORITIES: (C-E) The action directly supports 3 of the 5 PASS priorities.</p> <p>PASS ENABLERS: (G/H/I) The Council will continue to work with the Lonsdale Pool Trust to develop swimming provision in the city.</p> <p>INDICATIVE TIMESCALE: Throughout the entire period of the strategy.</p>

		of lack of access to swimming pools for residents who use the Queen's Leisure Centre and Lonsdale Swimming Pool, then a more detailed assessment could be undertaken at that time to assess these implications.			
Protect 4 Health & Fitness	Protect the existing network of fitness provision across the City, ensuring that Council-owned sites continue to offer a good level of flexible, pay-and-play provision.	The supply and demand assessment has shown that there is an increasing range of fitness facilities available in the market for Derby residents. The number of stations per 1,000 population is above average in relation to neighbouring authorities.	Protect Council provision across the City and ensure that current opening hours are protected as a minimum. Ensure protection of fitness facilities within any plans to refurbish or redevelop the sites.	Ensure that accessible, enhanced provision is factored in to any replaced or refurbished facility. health-related programmes and interventions.	COUNCIL ROLE: FACILITATE PASS PRIORITIES: (C-E) The action directly supports 3 of the 5 PASS priorities. PASS ENABLERS: (K) Health and fitness provides a significant proportion of the income generated in Council owned facilities and protection of the current stock is critical from a service sustainability perspective going forward. INDICATIVE TIMESCALE: Throughout the entire period of the strategy.

PROVIDE					
	Objective	Rationale	Priority Action	Measuring Success	Council Role / Move More Derby
Provide 1 Sports Halls	Provide increased access to community halls.	In terms of the number of physical activity opportunities known to be available in the centres 19 out of 35 community centres are promoting at least one hour per week of activity with a total of 63 opportunities from the 19 centres. The greatest number of opportunities was identified at Chellaston Community Centre (Barley Croft) with 14 opportunities per week.	Work in close collaboration with community organisations through a coordinated engagement activity, potentially through the Move More Derby network, providing support with bookings, marketing and promotions and skills development, for example by 'sharing' best practise and expertise. This will include a wide range of discounted and subsidised rates across indoor sports provision to encourage participation.	To ensure that Community facilities are promoting physical activity in their programmes.	COUNCIL ROLE: INFLUENCE PASS PRIORITIES: (C-E) The action directly supports 3 of the 5 PASS priorities. PASS ENABLERS: (J) Local insight providing targeted intervention programmes across a range of stakeholders to encourage greater levels of physical activity. INDICATIVE TIMESCALE: Identify partners 2018/19. Develop Throughout the entire period of the strategy.
Provide 2 Sports Halls	Work in close collaboration with the schools to ensure that any new education provision is planned and designed to maximise	School provision is and will remain a vital part of the provision mix. To maximise the effectiveness of any new developments and meet future supply and demand needs it is	Identify partners across the city that can work in through the Move More Derby network to ensure that any new school sports halls are planned and designed to maximise	15,000 people more active via Sport England Active Lives and national statistics for young people	COUNCIL ROLE: INFLUENCE PASS PRIORITIES: (C-E) The action directly supports 3 of the 5 PASS priorities.

	community access for sport.	essential that any new school provision is fully accessible for community sports use and sport specific use where appropriate.	community use for sport. Any future school provision should be encouraged to be part of and contribute towards the Council's Move More Derby Strategy. and contribute to the supply and demand balance.	measured by DoE.	<p>PASS ENABLERS: (J) Local insight providing targeted intervention programmes across a range of stakeholders to encourage greater levels of physical activity.</p> <p>INDICATIVE TIMESCALE: Identify partners 2018/19. Develop Throughout the entire period of the strategy.</p>
Provide 3 Sports Halls	Seek to influence broader use of smaller scale flexible provision to meet local gaps and enhance the local network.	In the context of the current sports hall stock being dominated by school sites, smaller flexible indoor hall provision may be a more appropriate scale of provision to meet local needs for recreation activities and to fill local gaps, building, a network of accessible physical activity opportunities for those without access to a car.	Identification of potential partnership opportunities in identified community centres, with increased community engagement, communication, and marketing.	Continuation of previous strategy's 'hub and spoke' facility provision for sports halls, increasing capacity of sports hall network by influencing programmes and access.	<p>COUNCIL ROLE: INFLUENCE</p> <p>PASS PRIORITIES: (A-E) The action directly supports all five of the PASS priorities.</p> <p>INDICATIVE TIMESCALE: Identify partners 2018/19. Develop Throughout the entire period of the strategy.</p>
Provide 4 Swimming Pools	Complete the new Moorways Sports Village ensuring that access to high quality	Moorways Sports Village will accommodate the demand for swimming if Queen's Leisure Centre and Lonsdale Swimming	In delivering the new swimming pool complex at Moorways, and to meet the Council's objective to provide a sustainable	Based on the FPM demand assessment the Council should seek to	COUNCIL ROLE: DELIVER

	swimming provision is secured.	Pool are closed, but the Moorways Sports Village site is then estimated to be very full in the weekly peak period.	asset base for the city, the Council will determine the sequence to maintain a supply and demand balance for pool water 'as a minimum requirement' for the city.	undertake a further strategic review in 3 years' time to consider the two points above. If Moorways Sports Village is consistently operating at maximum capacity and there are sustained issues of lack of access to swimming pools for residents who use the Queen's Leisure Centre and Lonsdale Swimming Pool, then a more detailed assessment could be undertaken at that time to	<p>PASS PRIORITIES: (A-E) The action directly supports all five of the PASS priorities.</p> <p>PASS ENABLERS: (K) The Council will need to maximise available resources to provide a supply and demand balance, this is likely to be a driver in the choice of site for future provision.</p> <p>INDICATIVE TIMESCALE: Initial phase 2019/20. Developed throughout the entire period of the strategy.</p>
--	--------------------------------	--	--	--	--

				assess these implications.	
Provide 5 Health & Fitness	Provide locally accessible fitness provision as part of the increased physical activity plans for the City.	The Council's role in direct provision is decreasing with only 2 Council operated health and fitness suites from a total of 21 sites in Derby. Whilst only 8 sites offer pay and play usage the inclusion of low-cost budget gyms has helped to improve availability and accessibility.	<p>The Council focus on improving performance of their existing provision which will support continuation of supporting mechanisms to encourage activity participation to address barriers of accessing activity. For example, by reaching out further to into GP surgeries to encourage participation and provide patient engagement opportunities on Council sites including strength and balance (falls prevention).</p> <p>The Council will need to work with the 'Rolls Royce Sports Association' to establish clear guiding principles between the operation of both sites, avoiding competition where possible given the proximity of the sites.</p>	Increased participation rates across a network of accessible local provision in support of achieving the Move More target of 15,000 new participants.	COUNCIL ROLE: INFLUENCE PASS PRIORITIES: (C-E) The action directly supports 3 of the 5 PASS priorities.

ENHANCE					
	Objective	Rationale	Priority Action	Measuring Success	Council Role / Move More Derby
Enhance 1 Sports Halls	Explore the opportunities for enhanced community access at sports halls on school sites. Seek to enhance provision and access at key community centre sites for community sport and club use.	School provision <i>is and will remain a vital part</i> of the provision mix. Support and invest to maximise the effectiveness of community sports use and sport specific use where appropriate.	Identify key schools and work pro-actively to enhance community use at the prioritised sites. Provide targeted resources and skills to ensure that the Council's future facilitating and influencing role, particularly the funding of 'Move More Derby'. For example, providing additional revenue support for marketing and community engagement of community centres, development projects, and sports hall co-ordination.	Investment in school sites to enhance access and usage to meet the target of 15,000 additional participants.	COUNCIL ROLE: INFLUENCE PASS PRIORITIES: (C-E) The action directly supports 3 of the 5 PASS priorities. INDICATIVE TIMESCALE: Identify potential partners in 2018/19. Develop Throughout the entire period of the strategy.
Enhance 2 Sports Halls	To influence and support provision for a community indoor	The supply and demand analysis, and consultation has revealed an	To work with the Derbyshire Tennis Centre, Derby Gymnastics Club,	Completion of viability study to advise	COUNCIL ROLE: INFLUENCE

	tennis centre capable of multi-use activity, including Tennis, indoor Athletics, Archery, gymnastics, and futsal.	opportunity to develop a new 'framed fabric' multi use indoor sports provision focussing on tennis but could also accommodate other activities in partnership with local clubs.	the Derbyshire FA, Moorways Athletics Club and related NGB's to assess the viability of a collaborative approach to new provision, potentially creating a community hub on the Moorways site.	Council and partners on deliverability and options.	<p>PASS PRIORITIES: (C-E) The action directly supports 3 of the 5 PASS priorities.</p> <p>PASS ENABLERS: (F) Active environments - the Moorways site can be developed into a wider 'community sports hub' utilising the indoor and outdoor facilities and informal spaces to break down barriers to participation.</p> <p>INDICATIVE TIMESCALE: Carry out a feasibility study in 2018/19.</p>
Enhance 3 Swimming Pools	Seek to ensure the enhancement of provision to ensure a 'balanced supply and demand' as a minimum considering appropriate future pool sites ensuring they are 'fit for purpose' as part of any refurbishment programme or new build.	Moorways Sports Village will accommodate the demand for swimming if Queen's Leisure Centre and Lonsdale Swimming Pool are closed, but the Moorways Sports Village site is then estimated to be very full in the weekly peak period.	Based on the FPM demand assessment the Council should seek to undertake a further strategic review in 3 years' time. If Moorways Sports Village is consistently operating at maximum capacity and there are sustained issues of lack of access to swimming pools for residents who use the Queen's Leisure Centre and Lonsdale Swimming Pool, then a more detailed assessment could be undertaken at that	Closely monitor and review swimming performance following the opening of Moorways Sports Village, carry out a further strategic review in three years.	<p>COUNCIL ROLE: INFLUENCE</p> <p>PASS PRIORITIES: (C-E) The action directly supports 3 of the 5 PASS priorities.</p> <p>INDICATIVE TIMESCALE: Continue to engage with the Trust on swimming provision opportunities throughout the period of the strategy.</p>

			time to assess these implications.		
Enhance 4 Health & Fitness	Enhance the quality of provision through maintenance and investment by focussing on the current supply of Council ran gyms across the City.	Regular refresh of equipment is required to meet customer expectations. Moorways development is critical in terms of long-term financial viability of the site.	Ensure investment is in place across current sites to meet the needs for pay and play access and programmes linked to physical activity and wellbeing.	Development of a programme of audit, maintenance, and investment into the City's network of fitness provision.	COUNCIL ROLE: DELIVER PASS PRIORITIES: (C-E) The action directly supports 3 of the 5 PASS priorities. INDICATIVE TIMESCALE: Review and benchmark on an annual basis. Carry out a feasibility study in 2018/19.

Application

Delivery

- 9.14 Over the period of this strategy the Council will provide a new multi-use swimming complex at Moorways Sports Village and ensure that a supply and demand ‘balance’ for swimming is achieved as a minimum through targeted investment in a new pool facility to potentially replace the existing Queen’s Leisure Centre, which is significantly underperforming due to its age, condition and facility mix.
- 9.15 This study has identified a significant opportunity to develop Moorways Sports Villager for wider community use through potential investment in a new indoor tennis / multi use indoor facility capable of developing indoor athletics, archery, gymnastics, and futsal, providing an additional indoor sports provision for community access.
- 9.16 For the Council to deliver its ‘Move More Derby’ strategy it will need to consider provision of additional targeted resources, particularly in relation to ‘community engagement’ and marketing support. There is a key role in this for the Council, given their expertise in facilities management and ability to coordinate access, manage bookings and proactively programme facilities, however this will require additional resources, particularly in relation to community engagement and marketing activities. This study has identified that current resources are able to support ‘statutory’ health and safety requirements and not increased use of the centres. ‘Move More Derby’ would be well positioned to co-ordinate future activity in this area but will require additional resources.
- 9.17 The school sports hall facilities and community centres have a critical part to play in the delivery of sport specific priorities, providing supplementary facilities for sports such as badminton and netball for example. The principles of partnership working will be integral to raising participation in these sports across the city.
- 9.18 To maximise accessibility in the future, it is extremely important that the Council take an influencing and direction role in bridging the gaps between other providers and ensuring there is coordination in key aspects such as bookings, marketing, and programming, this is particularly important in the context of smaller community centres which could support delivery of ‘Move More Derby’.
- 9.19 The Council will need to consider the timescales included in the action plan, in addition to the annual formal review of the overall BFS strategy.
- 9.20 Specific areas for further work include:
- **Communication of Activity Opportunities** - it is critical to maximising use of the facility stock that there is coordinated communication between schools and the Council, the Council’s role being the conduit for promoting opportunities across school sites, this could remove some of the burden from Business Managers at the schools and allowing a more strategic approach to ‘grouping’ sports at relevant sites and facilitating better club / school links.
 - **Programming and identification of focus sport locations** - The level of utilisation of existing facilities is such that careful coordination of programming is critical to making most effective use of the stock.

- **Marketing** - ensuring awareness of opportunities is a third aspect in which the Council may need to take a lead. Use of a clear branding / marketing strategy under the 'MOVE MORE DERBY' banner would support maximising use of facilities generally and increase awareness of the school sports facilities and community centre facilities available for public access across the city. Alongside these aspects, the future availability of appropriately skilled coaches / leaders / volunteers will be important to delivery and therefore it is important that the opening of facility access is achieved alongside development of an appropriately skilled workforce to deliver the enhanced programming opportunities.
- **Systems Development** - ensuring that at an operational level tracking data of usage at DCC facilities to record not just throughput, but to analyses who is using the centres, are these from the target groups identified in the move more strategy this would help tested the impact of the PASS and BFS and help to modify programming to reach these groups.

Monitoring and Evaluation

- 9.21 There are two aspects to monitoring and evaluation - firstly, in relation to implementation of the strategy findings and action plan, which will require regular attention and monitoring from the '**MOVE MORE DERBY**' board with the action plan updated annually, particularly considering progress on linked agendas including population growth and housing development.
- 9.22 Secondly, at a more operational level, the Council establish a series of key performance indicators related to booking arrangements, pricing, programming, and marketing, which promote coordination between schools, community centres, and local authority stock to ensure existing stock is maximised prior to consideration of any new future facilities.

Planning Policy

- 9.23 The evidence base for the indoor sports study adopts the Sport England Assessing Needs and Opportunities Guidance (ANOG) for development of an evidence base and which adheres to the National Planning Policy Framework and is therefore planning policy compliant.
- 9.24 The evidence base provides an assessment of current and future need based on quantity, quality, accessibility, and availability to sports facilities across the City of Derby, setting out future requirements and options for provision. The evidence base findings are consistent with and supportive of the existing relevant Council planning policies.
- 9.25 Actions are:
- This facilities study should be adopted by the Council as the up-to-date evidence base for planning policy and planning applications purposes.
 - The evidence base and strategy can be applied to make more effective use of what already exists by changing/increasing access to existing venues. This is particularly relevant to sports halls on school sites and community facilities. The evidence base should be applied to develop more effective delivery of existing planning policies.
 - Site allocations. The evidence base can be applied in site allocations policy. It identifies the scale of future needs for sports halls, swimming pools and fitness gyms and areas of

demand and unmet demand. So, the evidence base can be applied to identify areas in need of new provision or identify the impact on areas if a sports hall is removed.

- Planning applications. The evidence base provides the start point for any assessment of a planning application for a new indoor sports facility or changes in existing provision. It can be used to consider any development proposal against planning policy to protect, enhance or provide new sports facilities.

Conclusion

- 9.26 The needs and evidence base, strategy and action plan have been developed according to national best practice and therefore provide Derby City Council with a firm base on which to support future delivery and enhancement of their leisure facility provision.
- 9.27 Actions have been identified in relation to protection, provision, and enhancement of facilities, which can be used to inform future provision and prioritisation of future investment and grant funding applications. In addition, sport-specific notes are identified to facilitate collaborative working with relevant National Governing Bodies of Sport to continue to provide Derby a clear pathway, in terms of both facilities and services, to maximise participation and satisfaction within the local community.