



SPORT AND LEISURE FACILITIES NEEDS ASSESSMENT: BASILDON BOROUGH COUNCIL

REPORT: AUGUST 2018

Quality, Integrity, Professionalism

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**BASILDON BOROUGH COUNCIL
INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT**

BASILDON BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

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SECTION 1: INTRODUCTION

1.1: Introduction

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

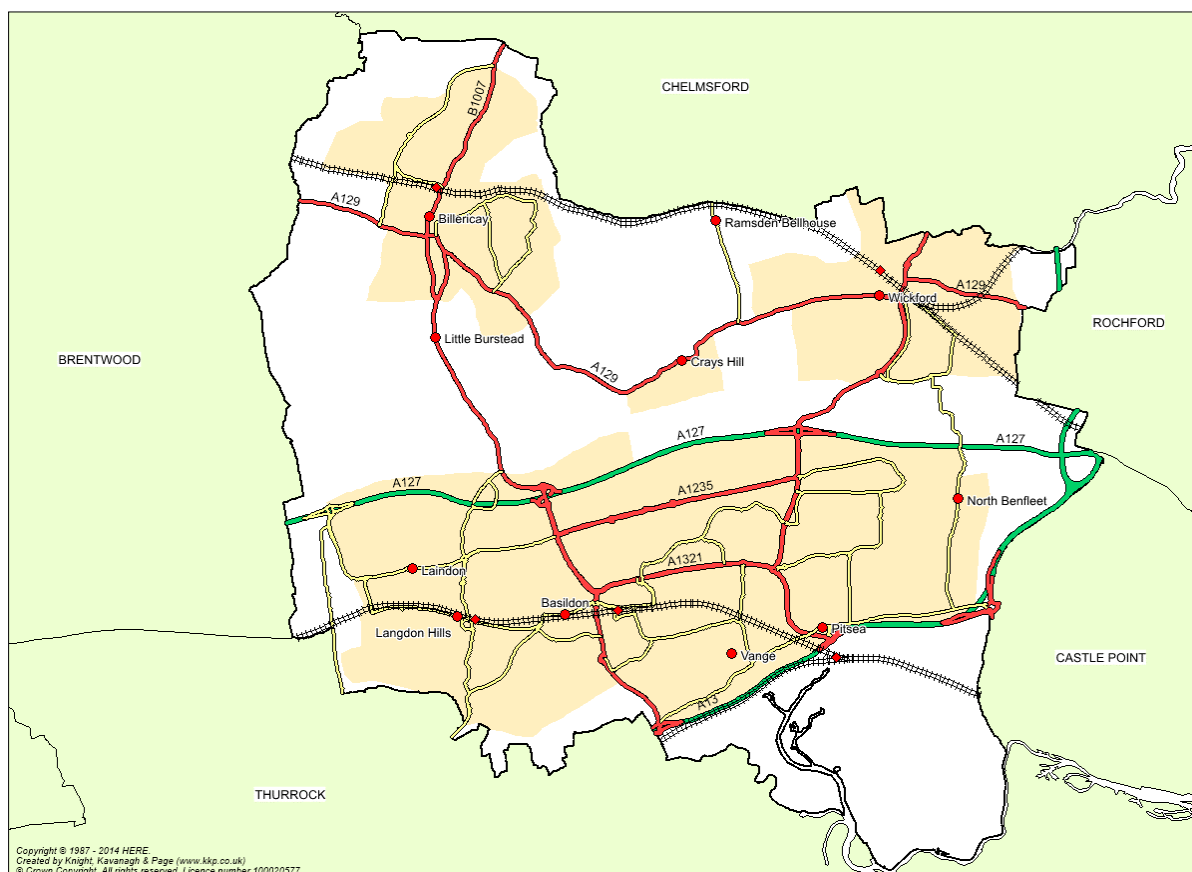
- ◀ Southend-on-Sea
- ◀ Basildon
- ◀ Rochford
- ◀ Castle Point.

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

1.2: Background

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

Figure 1.1: Map of Basildon including main settlements, roads and rail lines



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BBC is located within the County of Essex and comprises three main towns; Basildon in the south, Billericay in the North West and Wickford in the north east. These are flanked by a number of villages including Bowers Gifford, Crays Hill, Dunton, Great Burstead, Little Burstead, Nevendon, North Benfleet, Ramsden Bellhouse, Shotgate and Great Berry. Eight local (town, parish and village) councils provide a level of administrative cover for one quarter of the Borough; the main one of these being Billericay Town Council.

The Authority area is dissected by a number of major roads including the A127 and A13. The A127 is an east-west link connecting Basildon town centre to the M25 (to the west) and Southend-on-Sea (to the east). The A13 connects the south of the Borough to Thurrock and the port of Tilbury. The London-Tilbury to Southend railway line runs east to west through the Authority, providing residents with a direct rail link into the City of London.

1.3: Scope of the project

This report provides detail as to what exists in the Borough, its condition, location, availability and overall quality. It considers demand for facilities based on population distribution, planned growth and taking into consideration health and economic deprivation. The facilities/sports covered include: sports halls, swimming pools, health and fitness, indoor tennis, gymnastics, squash, boxing and table tennis. In delivering this report KKP has:

- ◀ Individually audited identified sports halls (three plus court as mirrored with the Facilities Planning Model (FPM) default size), swimming pools (minimum size 160 m²), health and fitness facilities (including, within reason, dance studios), gymnastics facilities, squash courts (public, private and voluntary sector owned/managed), village/community halls and tennis clubs.
- ◀ Analysed supply and demand to identify gaps and opportunities for improved provision.
- ◀ Sought to ensure that delivery of leisure facilities is undertaken with full reference to the corporate strategies of the Council and other relevant strategic influences.
- ◀ Identified areas of good practice and opportunities for improved service in order to drive up participation levels.

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

- ◀ Identify local needs and quantify levels of demand.
- ◀ Audit existing facility provision.
- ◀ Make recommendations to inform strategic priorities.

The specific tasks addressed within the study include:

- ◀ A review of relevant Council strategies, plans, reports, corporate objectives.
- ◀ A review of the local, regional and national strategic context.
- ◀ Analysis of the demographics of the local population now and in the future.
- ◀ Audit of indoor facilities provided by public, private, voluntary and education sectors.
- ◀ Consideration of potential participation rates and modelling of likely demand.
- ◀ Supply and demand analysis.

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- ◀ Analysis of the balance between supply of and demand for sports facilities and identification of potential under and over-provision.
- ◀ Identification of key issues to address the future provision of indoor sports facilities.

1.4 Report structure

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

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

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

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

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SECTION 2: BACKGROUND

2.1: National context

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

Figure 2.1: ANOG model



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

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

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

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

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

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

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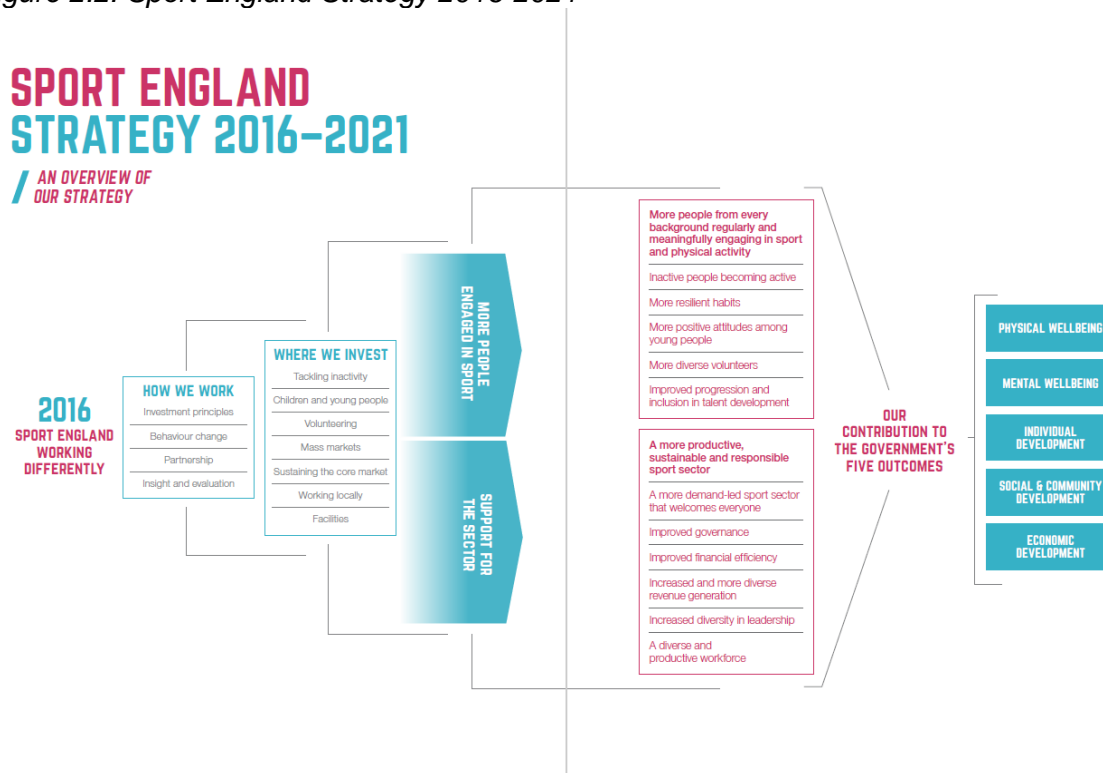
Sport England: Towards an Active Nation (2016-2021)

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

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

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

Figure 2.2: Sport England Strategy 2016-2021



National Planning Policy Framework 2012

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

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

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

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

Economic value of sport to the nation

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

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

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

Public Health England: Everybody Active, Everyday

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

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

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Investment in school sport

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

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

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

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

Summary of national context

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

2.2: Local context

The Association of South Essex Authorities

The Association of South Essex Authorities (ASELA) consists of Basildon, Brentwood, Castle Point, Essex County, Rochford, Southend-on-Sea, and Thurrock Councils. All seven Councils have recognised the need to work across borders on strategic issues such as infrastructure, planning and growth, skills, housing and transport connectivity. A Memorandum of Understanding was signed on 10th January 2018. This recognises that through a collaborative approach, the Councils will be best placed to deliver a vision for South Essex up to 2050, promoting healthy growth for our communities. There is an intention to assist the delivery of this vision through the preparation of a Joint Strategic Plan.

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Basildon Borough Council Corporate Plan –2017-2021

The Corporate Plan's vision aims to improve the lives of residents across the Authority's five towns (Basildon, Billericay, Pitsea, Wickford and Laindon) and create opportunities and prosperity for local people and businesses. This vision is underpinned by three promises for the people who live, work and learn in the Borough; they are:

- ◀ Strong, safe and healthy communities with access to quality homes.
- ◀ Vibrant town centres and a thriving economy for everyone.
- ◀ Enhance local environment and increased pride in our Borough.

To ensure that the Authority keeps communities strong, safe and healthy it is also committed to improving the physical and mental health and well-being of all residents. The health and wellbeing priorities cited in the Corporate Plan include:

- ◀ • Reducing the prevalence of child and adult obesity.
- ◀ • Improving mental health and wellbeing.
- ◀ • Reducing health inequalities by tackling poverty.

These priorities have been agreed by the Basildon Health Partnership as a result of the latest local health profile findings and Basildon JSNA.

Basildon Borough Draft Local Plan (2014-2034)

The Local Plan will provide the planning framework for the future growth and development of BBC until 2034. Regulation 18 consultation was completed in 2016, and a final draft is now being considered by the Council. Until this approval is granted the Plan will remain as draft. The vision contained therein can be summarised as follows:

- ◀ Create a more prosperous economy providing employment for all residents, including higher value jobs.
- ◀ Build more and a better range of housing.
- ◀ Protect and enhance the natural environment and biodiversity, including open space.
- ◀ The Borough will feel safe and residents will benefit from high standards of health and wellbeing.
- ◀ Improve both the cultural offer and higher educational attainment.
- ◀ Create more vibrant town centres
- ◀ Develop resilient communities, reflecting the diversity within the Borough.

To ensure high quality health and wellbeing, Policy HC 1 Health and Wellbeing Strategy and HC 2 Leisure and Recreation Strategy, in the Draft Local Plan, confirms the need for suitable health and leisure provision and notes that any development proposals for new or enhanced leisure and recreation facilities will be supported, particularly in locations of identified deficiencies and areas of known deprivation.

Indoor Sports and Recreational Study (2012)

In 2012, BBC undertook an indoor sports and recreational study. This pointed out a small shortfall in provision of both swimming pools and sports halls where attractiveness weightings were applied. By 2031, it predicted that this shortfall will increase if current

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supply remains unchanged, based on population growth. Sports hall shortfall will be eight badminton courts; swimming pools shortfall will be 2.18 swimming lanes.

This report also highlighted that the three Council owned pools were over 30 years old, with Billericay Swimming Pool being the oldest (35 years). It also noted that 21 sports halls on 13 sites would require refurbishment, at an estimated cost of c. £4 million.

It is important to recognise that calculations made in this report were undertaken prior to Basildon Sporting Village being opened; it has an eight court sports hall and 50m pool amongst a range of other sport and leisure facilities

Essex Sports Facilities Strategy 2007-2020

The Essex Facilities Strategy, undertaken in 2007, identifies the required supply for sport facilities for all the local authorities within the County. Its aim was to help inform the level and nature of facility requirements and assist in planning for cross border provision.

It stated that supply of both swimming pools and sports halls is adequate to meet demand required by 2020. This said, although supply is sufficient, access is a key issue with only half of the available water space and badminton courts available for community use.

Across the county, availability is limited due to some facilities being located on educational sites. In addition, it confirmed that supply of health and fitness stations in the Borough is greater than demand both now and projected to 2020.

Active Essex: Changing One Million Lives to get Essex Active 2017-2021

The Active Essex (CSP) target is to get one million people active by the year 2021 by driving up and sustaining sports participation and physical activity. In partnership with a number of key partners and organisations, the CSP is committed to creating opportunities and resources to achieve this target which will reduce inactivity and develop positive attitudes to health and wellbeing across communities in the County. The stated intention is that the target will be met via the achievement of the four key priorities identified in Table 2.1:

Table 2.1: Active Essex's strategic priorities

| Priority | Focus |
|--|--|
| Increase and sustain participation | More people in Essex being active, taking part and living healthy and active lifestyles. |
| Change behaviours to improve the health and wellbeing of residents | Change behaviours to reduce inactivity and make a real impact on physical and mental health and wellbeing. |
| Develop individuals and organisations | Enable people and organisations to develop skills, achieve goals, ambitions, and maximise their potential. |
| Strengthen local communities and networks | Lead, develop and drive communities across Essex, raising the profile and impact of physical activity and sport. |

Although the Strategy takes a county approach, specific priority is given to the following groups, as those most likely to be underrepresented in both sport and physical activity:

- ◀ People aged 65+.
- ◀ People with a life-long limiting illness or disability.

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- ◀ Unemployed people.
- ◀ Females.
- ◀ People from lower socio-economic groups (NS-SEC 5-8) ¹.
- ◀ Black and ethnic minorities.

Essex Health and Wellbeing Board: Joint Health and Wellbeing Strategy (2013-2018)

This identifies three key priorities, all of which have specific development areas which need to be achieved through partnership work, as outlined in Table 2.2.

Table 2.2: Essex Health and Wellbeing Board Key Priorities

| Priority | Development areas |
|---|---|
| Starting and developing well: ensuring every child in Essex has the best start in life. | <ul style="list-style-type: none"> ◀ Increasing children's and young people level of physical activity. ◀ Improving development/attainment levels of pre-school children. ◀ Working with families with complex needs to ensure better outcomes for children. |
| Living and working well: ensuring that residents make better lifestyle choices and have opportunities needed to enjoy a healthy life. | <ul style="list-style-type: none"> ◀ Improve diet and nutrition. ◀ Increase physical activities levels. ◀ Reducing smoking, drinking and alcohol use. ◀ Supporting community provision and developing community assets. |
| Ageing well: ensuring that older people remain independent for as long as possible. | <ul style="list-style-type: none"> ◀ Preventing and maintaining independence in the home. ◀ Reducing dementia levels. ◀ Responding to long term conditions and chronic illness. ◀ Ensure high level of end of life care. |

Local Delivery Pilot

ECC and Active Essex have been successful in securing funding through the Sport England Local Delivery Pilot programme, primarily to increase levels of physical inactivity. Focusing on the three authorities of Basildon, Tending and Colchester. The pilot aims to:

- ◀ Create transformational long-term change in the culture and systems of organisations that can have an impact on inactivity.
- ◀ Increase the number of people living active lives, especially the under-represented groups of the elderly, low income families with dependent children, and people with poor mental health.
- ◀ Improved wider outcomes of wellbeing, health, and stronger communities.

Currently the University of Essex is undertaking some initial research to understand what the structure of activities will be in the respective areas, to support the three aims. Research findings are due in September.

Summary of local policy documentation

Key local policy messages can be summarised as follows:

- ◀ The commitment to improving the physical health and well-being of all residents.
- ◀ The priority given to reducing health inequality; recognised by the development of specific interventions for different socio-economic groups.

¹ NS-SEC: National Statistics Socio-economic Classifications

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- ◀ The corporate objective for suitable health and leisure provision which will support the commitment to improve the physical health and wellbeing of the Borough.
- ◀ Active Basildon delivery of programmes in line with Active Essex key strategic priorities.

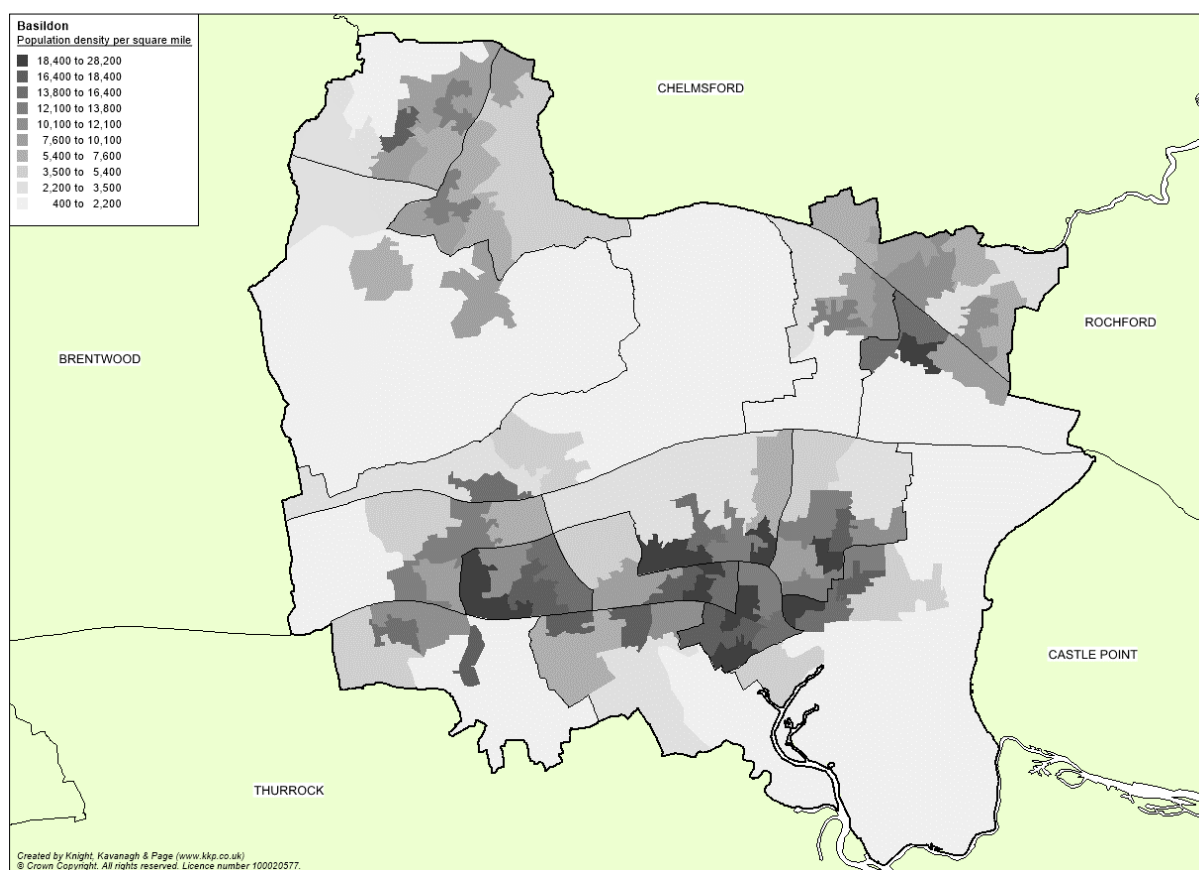
2.3 Demographic profile

The following is an overview of the demographic profile of Basildon using data drawn from nationally recognised sources.

Population and distribution

The total population of the Borough is 183,378 (mid-year estimate 2016) with a slightly higher percentage of females to males (51%:49% respectively). Figure 2.3 identifies areas of higher population which include Basildon (across the central belt and towards the South of the Borough), Wickford in the north east and Billericay in the north west.

Figure 2.3: Population density 2016 MYE: Basildon lower super output areas (Isoa)



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

Age distribution (Data source: ONS 2015)

The age structure of the Borough is similar to the south east region, with a slightly lower proportion of 65-74 year olds (9.4% compared with to the 10.5% in the region) and slightly more in the age groups 25-39 year olds (23.0%) in Basildon compared with 18.9% in the

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region. Age is a key consideration and needs careful thought when pitching the sports and physical activity offer within the area.

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

Basildon's ethnic composition is different from that of England as a whole. According to the 2011 Census of population, the largest proportion (97.2%) of the local population classified its ethnicity as White; this is significantly higher than the comparative England rate of 85.4%. The next largest population group (by self-classification) is Asian, at 2.7% which is markedly lower than the national equivalent (7.8%).

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

During the 12 months to March 2017 the rate for recorded crimes per 1,000 persons in Basildon was 84.4. This is higher than the equivalent rate for England and Wales as a whole (73.0). In both instances the crime rate has risen since 2015, by 27.1% for Basildon and 20.8% for England and Wales.

Economic impact and value (Data source: Sport England 2015)

Sport England's economic impact model (which encompasses participation, purchasing of sportswear, gambling, volunteering, attending events, etc.) shows an overall impact in England of £20.4 billion (£11.9 billion participation, £8.5 billion non-participation related). Basildon contributes to this figure with an overall local impact of £55.2 million (£41.2 million participation, £13.9 million non-participation related). A full breakdown of Basildon's impact can be found in Appendix 1.

Income and benefits dependency (Data source: NOMIS 2017)

The median figure for full-time earnings (2016) in Basildon is £29,598; the comparative rate for the south east is £29,609 (+0.04%) and for Great Britain is £28,132 (-5.0%). In July 2017, there were 1,230 people in Basildon claiming Job Seekers Allowance (JSA); this represents a decrease of 73.1% compared to July 2009 (4,574).

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

Basildon experiences slightly higher levels of deprivation than other parts of the country. Nearly one quarter of its population (24%) falls within areas covered by the country's two most deprived cohorts compared to a national average of c.20%. In line with national averages, just over one fifth (21%) live in the two least deprived groupings in the country. Figure 2.4., overleaf, indicates that the areas of higher deprivation tend to be located in the south of the Borough, centred around the town of Basildon.

In terms of health, a small percentage of the population (7.2%) falls within areas covered by the two most deprived cohorts (national average; c.20%). Areas of higher health deprivation are located in the south of the Borough, around the town of Basildon. Conversely, nearly one third of the population (29.1%) live in the two least deprived groupings compared to a 'norm' of c.20%. This is illustrated by Figures 2.4 and 2.5 overleaf.

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Figure 2.4: Index of multiple deprivation

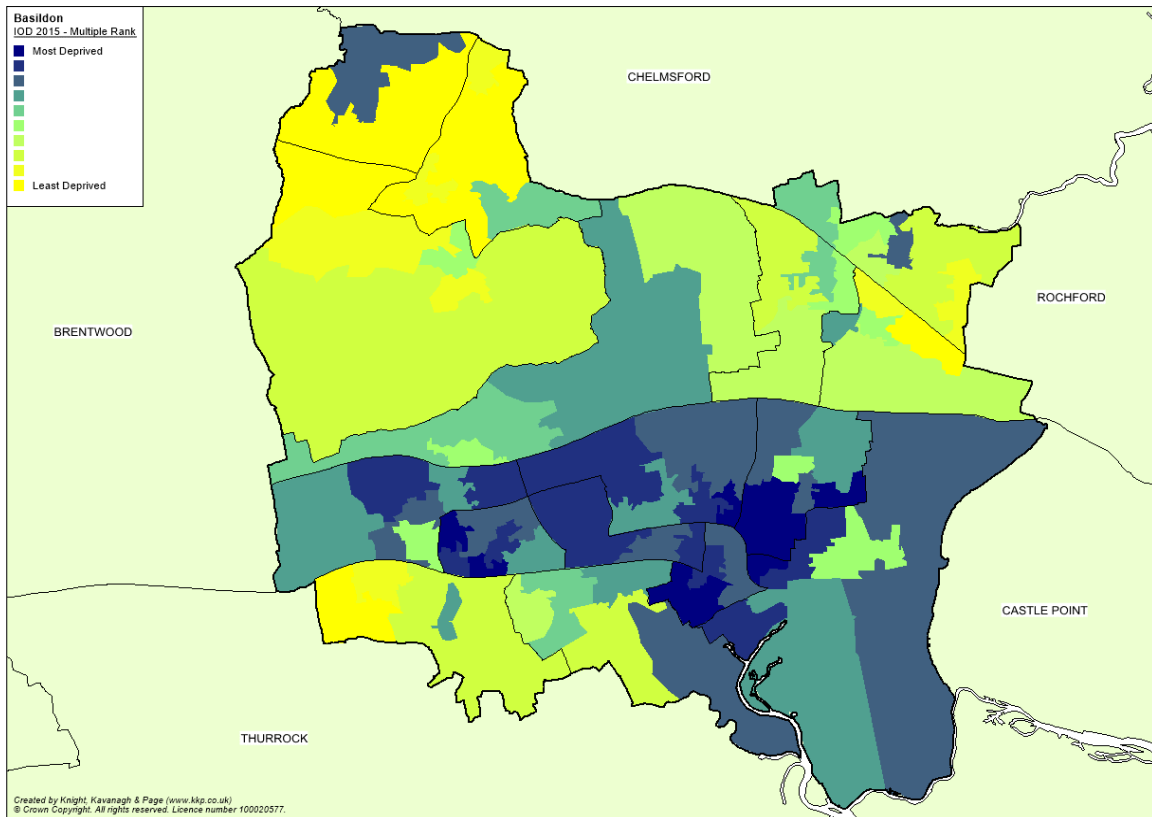
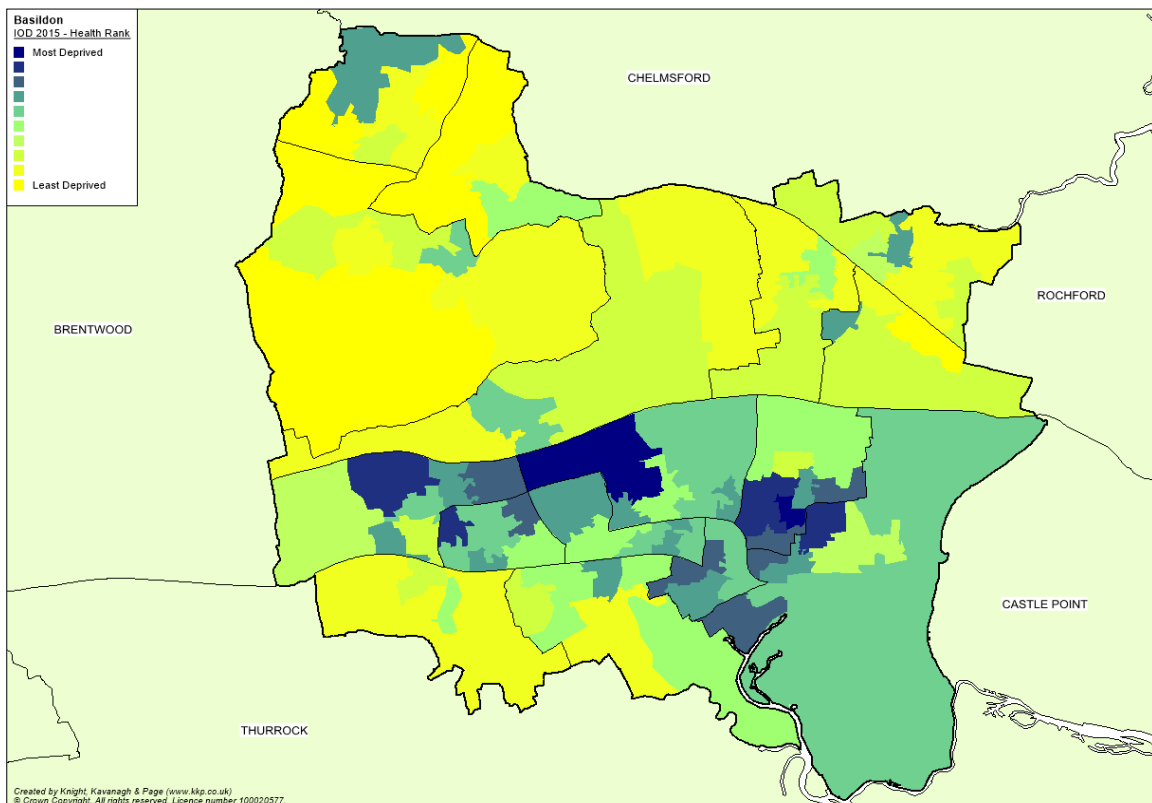


Figure 2.5: IMD Health domain



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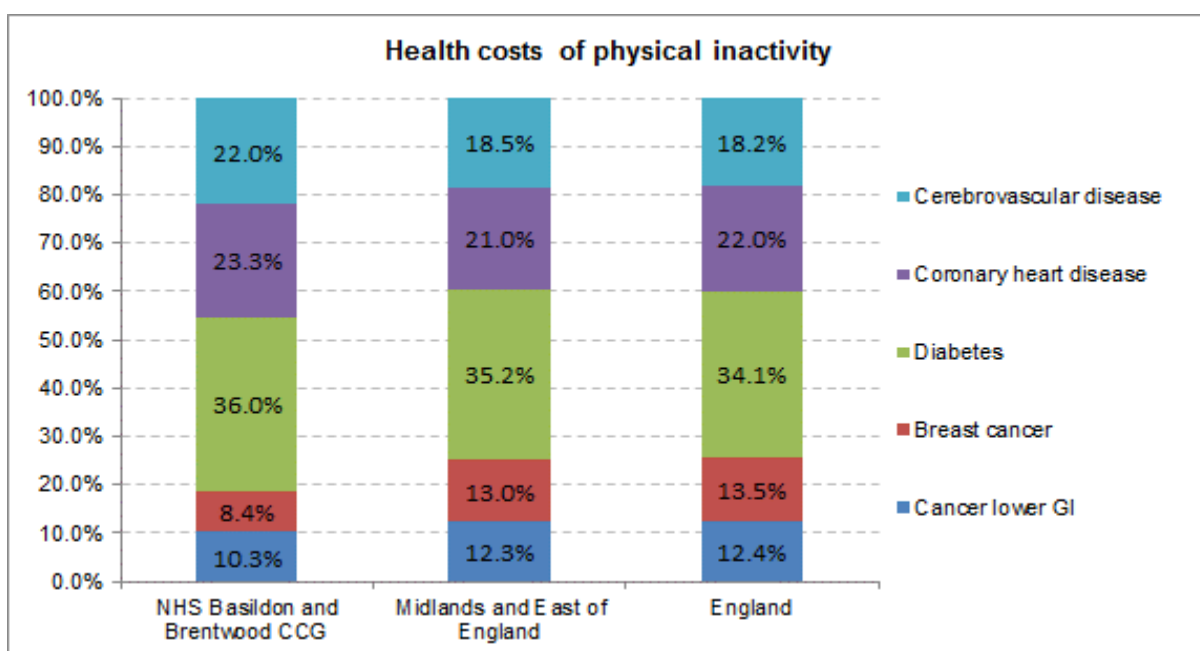
Weight and obesity

Obesity is widely recognised to be associated with health problems such as type 2 diabetes, cardiovascular disease and cancer. At national level, NHS costs attributable to overweight and obesity² are projected to reach £9.7 billion by 2050, with wider costs to society estimated to reach £49.9 billion per year. These factors combine to make obesity prevention a major public health challenge. Adult obesity rates ³in Basildon (29.0%) are above the national (24.0%) and regional (24.0%) averages; child rates ⁴(18.4%) are slightly below national (19.4%) and slightly above regional (17.8%) averages.

Health costs of physical inactivity

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

Figure 2.6: Health costs of physical inactivity



Health costs of physical inactivity are now calculated by regional clinical commission groups (CCGs). Basildon's population covers 70.5% of NHS Basildon and Brentwood CCG. The annual cost to the NHS of physical inactivity within this CCG is estimated at £2,053,573. When compared to regional and national costs per 100,000, the cost for this CCG

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

³ Active People Survey 2015

⁴ : National Child Measurement Program 2016

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(£768,107.37) is 6.0% below the national average (£817,273.95) and 6.1% below the regional average (£818,184.98).

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

Active People Survey (APS)

APS is the largest survey of sport and active recreation in Europe and is in its tenth year. APS10 data is listed below which was collated from October 2015 – 2016. APS was replaced by Active Lives in 2016, however Active Lives began collecting data from 2015 onwards and it has a wider remit than APS. Both sets of data are presented below.

APS data is collected on the type, duration, frequency and intensity of adult participation by type of sport, recreation and cultural activity. The survey also covers volunteering, club membership, tuition as an instructor or coach, participation in competitive sport and overall satisfaction with local sports provision. This information is compared with the nearest statistical neighbours⁵, which are: Dacorum, Colchester, Braintree and Gloucester.

Data on volunteering is insufficient for the purposes of statistical analysis.

Key findings include:

- ▶ Participation – 31% of adults participated in at least 1 x 30 minutes moderate intensity sport per week. This was below both the national (36.1%) and regional averages (36.2%). It was also below all of its 'nearest neighbours' which ranged from 33.1% to 41.9%.
- ▶ Sports club membership – 21.5% are members of a sports club, based on the four weeks prior to the APS. This is slightly below national (22.2%) and regional (22.5%) rates and is below all but one of its 'nearest neighbours'.
- ▶ Sports tuition – 10.7% received sports tuition during the 12 months prior to the APS. This was significantly below the regional (16.3%) and national (15.6%) averages. It is below all of its 'nearest neighbours'.
- ▶ Competitive sport – just over one in eight (13%) adults had taken part in competitive sport in the previous 12 months, which is again below all of Basildon's 'nearest neighbours' and regional activity (14.5%) but commensurate with the national picture (13.3%).

Active Lives

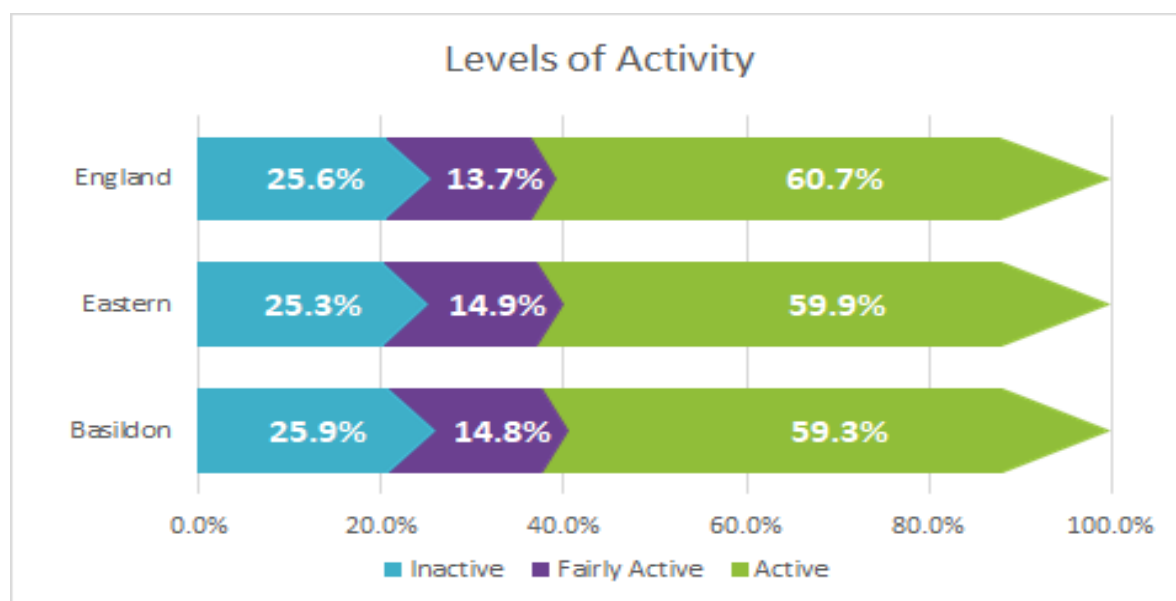
Active Lives incorporates a broader definition of sport and physical activity including walking, cycling for travel and dance. Its 2015-16 survey identifies that 25.9% of adults aged 16+ in Basildon are completing less than 30 minutes moderate intensity activity per week. This is commensurate with the regional figure of 25.3% and national average of 25.6%.

A further 59.3% of adults were recorded as being 'active' or undertaking more than 150 minutes of moderate intensity activity per week. This figure calculates that participation in Basildon is again similar to regional (59.9%) and national (60.7%) figures.

⁵ Nearest Neighbours, as defined by CIPFA (Chartered Institute of Public Finance and Accountancy), refers to authorities with similar demographics.

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Figure 2.7: Active lives data: Basildon



The most popular sports

A further aspect of APS and SE segmentation is that it makes it possible to identify the top two sports within Basildon. In common with many other areas, visiting the gym and swimming are the most popular – these are known to cut across age groups and gender.

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

| Sport | Basildon | | East | | England | |
|-------------|------------|-------|------------|-------|------------|-------|
| | No. (000s) | Rate | No. (000s) | Rate | No. (000s) | Rate |
| Gym session | 18.4 | 13.3% | 514.1 | 10.6% | 4,900.1 | 11.2% |
| Swimming | 11.7 | 8.5% | 452.7 | 9.3% | 4,167.9 | 9.5% |

The percentage of the Basildon population visiting the gym (13.3%) on a regular basis is above both national (11.2%) and regional (10.6%) rates, whilst the percentage who swim (at 8.5%) is below both national (9.5%) and regional (9.3%) rates.

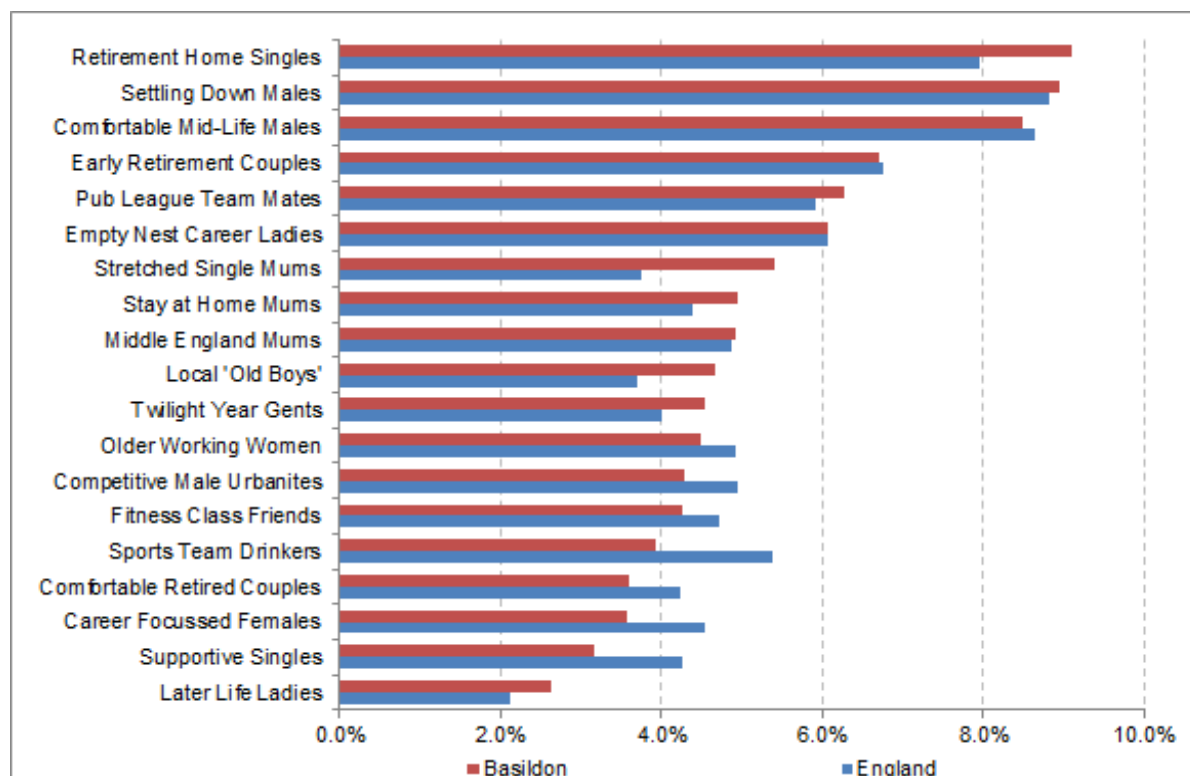
Sporting segmentation (Data source: Market segmentation, Sport England)

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

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The profile for Basildon shows Retired Home Singles to be the largest segment (at 9.1%: 11,964) compared to a national average of 8%. This is closely followed by 'Settling Down Males' and 'Comfortable Mid-Life Males'.

Figure 2.8: SE segmentation of Basildon compared to England



Mosaic (Data source: 2016 Mosaic analysis, Experian)

Mosaic 2016 is a similar consumer segmentation product. It classifies all 25.2 million households into 15 groups, 66 household types and 238 segments. Data is used to paint a picture of UK consumers in terms of their social-demographics, lifestyles, culture and behaviour. Table 2.4 shows the top five mosaic classifications in Basildon compared to the country as a whole. These five segments account for 61% of the population compared to a national equivalent rate of just under one third (32.6%).

The largest segment profiled for Basildon is the Family Basic group; making up 18.3% of the adult population. It is defined as families with children with limited budgets which can struggle to make ends meet. Homes tend to be low cost and are often found in areas with fewer employment options. The distribution of Basildon's segments is illustrated in Figure 2.9 and a full list of segments descriptions can be located in Appendix 2.

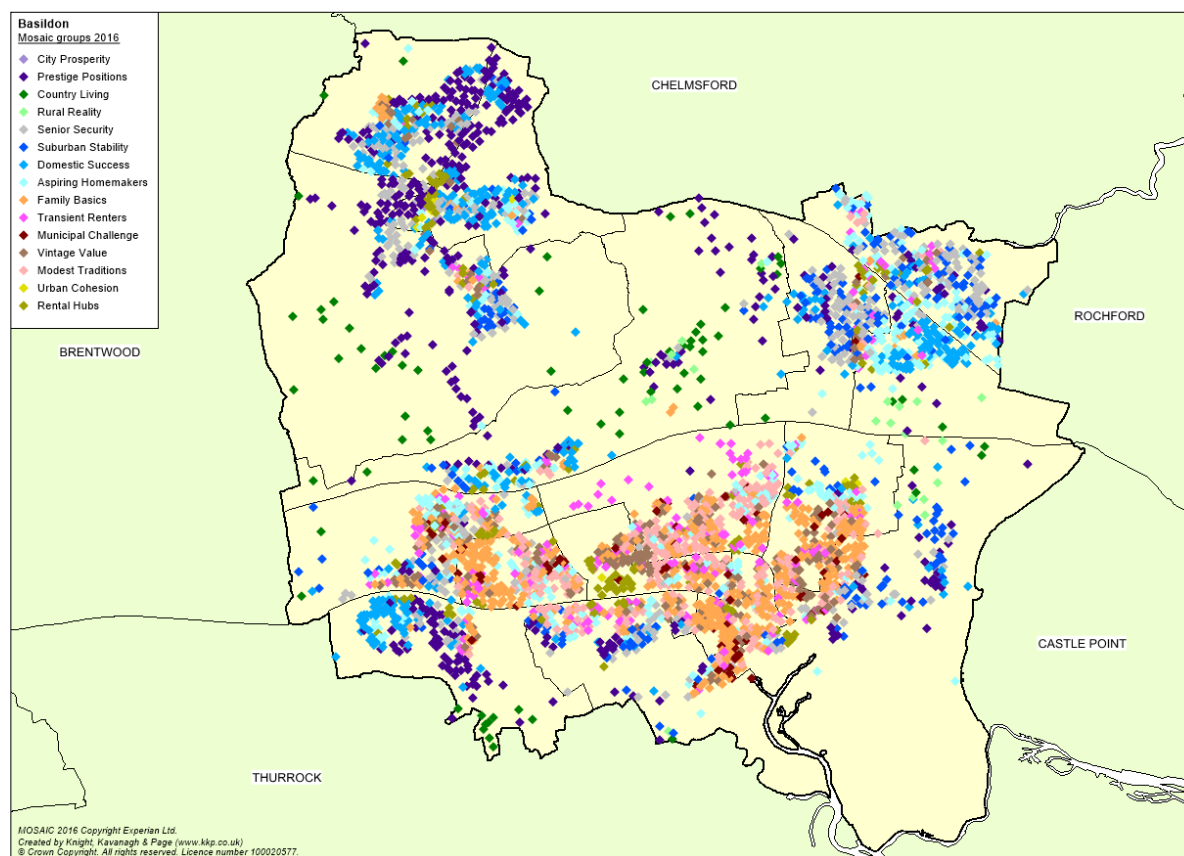
Table 2.4: Mosaic – main population segments in Basildon

| Mosaic group description | Basildon | | National % |
|--------------------------|----------|-------|------------|
| | Number | % | |
| 1 – Family Basics | 32,984 | 18.3% | 9.8% |
| 2 – Domestic Success | 21,003 | 11.6% | 6.1% |
| 3 – Prestige Positions | 19,733 | 10.9% | 8.9% |

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| | | | |
|-------------------------|--------|-------|------|
| 4 – Modest Traditions | 18,733 | 10.4% | 7.8% |
| 5 – Aspiring Homemakers | 18,621 | 10.3% | 4.3% |

Figure 2.9: Distribution of Mosaic segments in Basildon



House building and policy

The Draft Local Plan acknowledges that in order to achieve the economic and social ambitions of the Borough it is necessary that the correct level of housing is available. This will allow businesses to have access to the appropriate population with provision reflective of the changing demographics. To calculate this demand the Council has undertaken economic and social research with other local planning authorities in Greater Essex.

There is an objectively assessed need (OAN) for between 19,491 and 19,771 dwellings in the period 2014 to 2034, equating to between 972-986 new dwellings per annum. Areas identified for significant housing growth include the following:

- ✦ Basildon (includes Laindon, Pitsea and Noak Bridge) – 9,220 dwellings.
- ✦ Billericay - 3,292 dwellings.
- ✦ Wickford - 3,624 dwellings.
- ✦ Bowers Gifford - 828 dwellings.

When examining land supply and the spatial options for addressing this growth, there are challenges in terms of suitable sites and the practical realities of needing to phase

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development alongside infrastructure delivery. Once this is all accounted for, evidence suggests Basildon Council would only be likely to be able to deliver 15,000 new homes by the end of the plan period in 2034; which would be around 4,500-4,700 short of the OAN levels. It has therefore been proposed that staggered annual delivery targets, which gradually increase over the plan period, be used to deliver at least 15,000 dwellings with land provision being made for a further 3,100 dwellings beyond the plan period, taking the number of dwellings to be delivered to 18,100 which is closer to the OAN. .

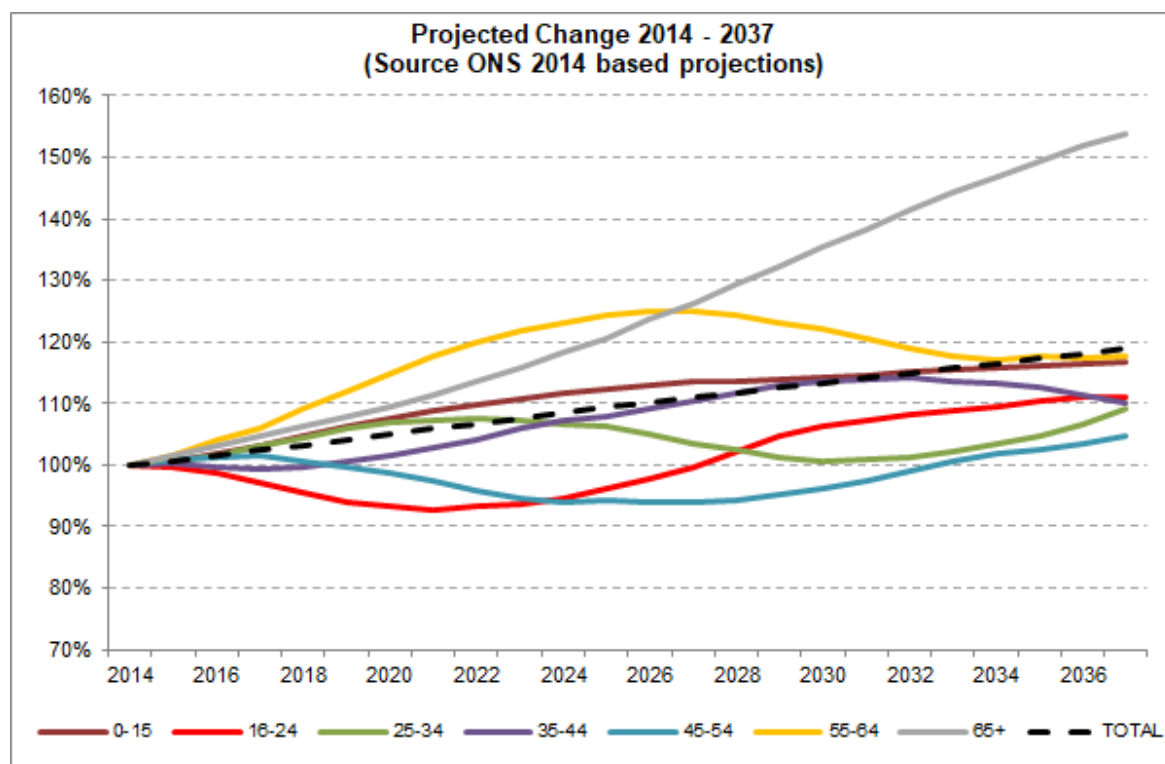
Population projections

At strategic and operational levels, plans to increase levels of physical activity need to be flexible and responsive to predicted changes in age structure, gender and ethnic composition. The most recent ONS projections indicate a rise of 18.9% in Basildon's population (34,197) over the 23 years from 2014 to 2037. The most significant increase is the number of persons aged 65+ (a 53.9% increase) resulting in this cohort accounting for just over 22.1% of the total population by 2037.

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

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Figure 2.10: Projected change 2014-2037



Projection implications

The projected increase in the size and age of the local population is likely to increase the number of people wishing to take part in sport and physical activity (potential customers of leisure facilities), thereby leading to increased demand for sport and physical activity related services. This is likely to be greater in areas where housebuilding is more prevalent.

The importance of ensuring that people who are currently active remains so and the inactive become active (improving the general health of the local population) will become increasingly relevant. Indoor and built facilities and programmes of activity therein need to have the capacity to adapt to changing demands and needs associated with these changes (i.e., a growing, ageing population). It will also be necessary to consider whether existing sporting infrastructure can support any increased demand in specific areas, particularly those in areas of larger housing developments.

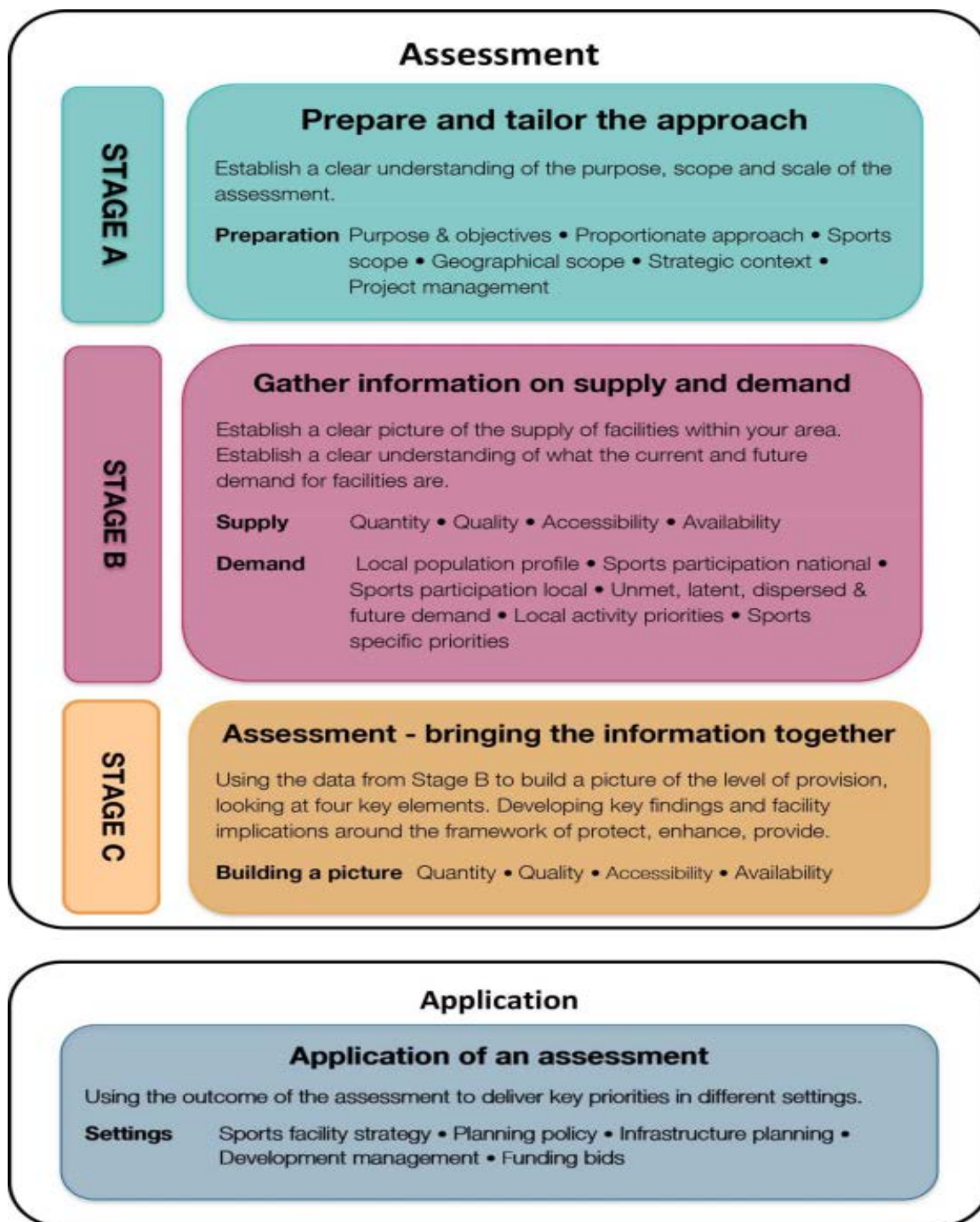
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SECTION 3: INDOOR SPORTS FACILITIES ASSESSMENT APPROACH

3.1: Methodology

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

Figure 3.1: Recommended approach



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

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

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

Demand background, data and consultation is variable, depending upon the level of consultation garnered. In some instances, national data is available whilst in others, it has been possible to drill down and obtain detailed local information. This is evident within the demand section. A consultation list can be found in Appendix 3.

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

3.2: Site visits

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

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

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

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

Table 3.1: Quality ratings of indoor sports facilities using ANOG

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

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

Catchment areas

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

This, coupled with KKP's experience of working with leisure facilities and having completed such assessments for similar local authorities, enables identification of catchment areas for borough facilities as follows.

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Table 3.2: Facility catchment areas

| Facility type | Identified catchment area by urban/rural |
|---------------------------|--|
| Sport halls | 20 minute walk/ 20 minute drive |
| Swimming pools | 20 minute walk/ 20 minute drive |
| Health and fitness suites | 20 minute walk/ 20 minute drive |

3.3: Facilities planning model overview

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

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

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

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

For this report the assessment uses the FPM data from the Strategic Assessment of provision for sports halls and swimming pools in Basildon in December 2017. It is based on projected population changes and relates to the supply of swimming pools and sports halls.

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

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SECTION 4: SPORTS HALLS

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

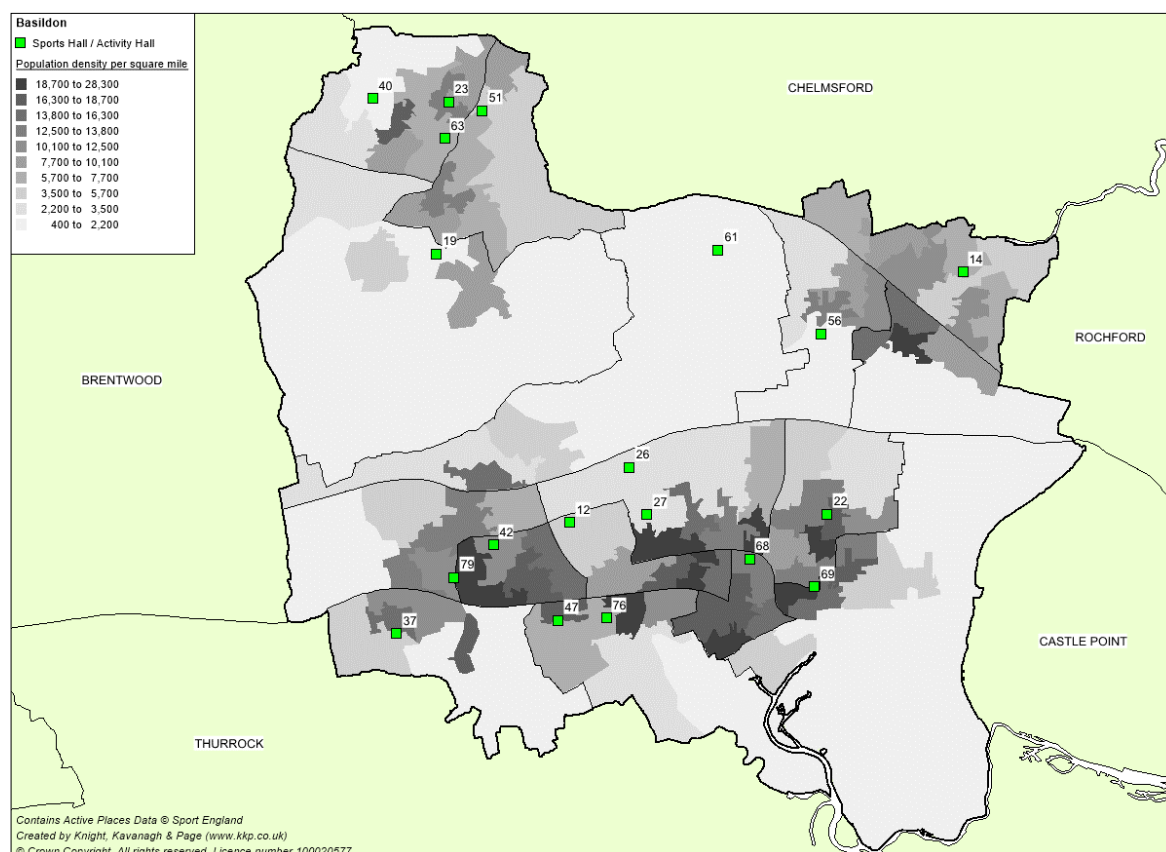
They are generally considered to be of greatest value if they are of at least 3+ badminton court size with sufficient height to allow games such as badminton to be played. It should be noted, however, that a 4-court sports hall provides greater flexibility as it can accommodate major indoor team sports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

Larger halls, for example those with six or eight courts, can accommodate higher level training and/or competition as well as meeting day to day need. They may also provide an option for more than one pitch/court increasing flexibility for both training and competition and hosting of indoor central venue leagues for sports such as netball. This assessment considers all sites which have 3+ court community available facilities in Basildon. Halls that function as specialist venues, such as dance studios are excluded.

4.1: Supply

Quantity

Figure 4.1: All Sports halls in Basildon



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

| ID | Site title | Courts | ID | Site title | Courts |
|--------------|----------------------------------|-----------|----|----------------------------|-----------|
| 8 | Basildon Hospital | 0 | 44 | Kingswood Association Hall | 0 |
| 12 | Basildon Sporting Village | 8 | 47 | Lee Chapel Primary School | 4 |
| 12 | Basildon Sporting Village | 1 | 51 | Mayflower High School | 1 |
| 12 | Basildon Sporting Village | 1 | 51 | Mayflower High School | 1 |
| 14 | Beauchamps High School | 4 | 51 | Mayflower High School | 4 |
| 14 | Beauchamps High School | 1 | 56 | Nuffield Health at | 5 |
| 15 | Beauchamps School Playing Field | 0 | 56 | Nuffield Health at | 1 |
| 19 | Billericay Sports Centre | 5 | 61 | Ramsden Bellhouse Village | 1 |
| 19 | Billericay Sports Centre | 1 | 61 | Ramsden Bellhouse Village | 2 |
| 22 | Briscoe Primary School & Nursery | 1 | 63 | St Johns School | 4 |
| 22 | Briscoe Primary School & Nursery | 1 | 68 | The Basildon Lower | 4 |
| 23 | Buttsbury Junior School Academy | 1 | 69 | The Basildon Upper | 4 |
| 26 | David Lloyd Club (Basildon) | 4 | 69 | The Basildon Upper | 1 |
| 27 | De La Salle School | 3 | 69 | The Basildon Upper | 2 |
| 27 | De La Salle School | 1 | 73 | Wickford Community | 0 |
| 37 | Great Berry Primary School | 2 | 76 | Woodlands School | 4 |
| 40 | Hannakins Farm Community | 2 | 76 | Woodlands School | 1 |
| 42 | James Hornsby High School | 4 | 79 | Laindon Community Centre | 3 |
| Total | | 40 | | | 40 |

The 36 sports halls offer a total of 80 badminton courts across Basildon. These are spread throughout the Borough; areas of higher population density are well serviced. Over half of sports halls identified have two courts or fewer. While often appropriate for mat sports, exercise to music and similar provision, they are inevitably limited in terms of the range and scale of recreational and sporting activity that can be accommodated.

This assessment identifies the provision of sports halls with 3+ badminton courts. It is noted that smaller halls (minimum size of one badminton court) on the same site are included as they can support activities at that site. This assessment identifies 24 sports halls on 13 sites, with 13 main halls; with a combined total of 68 badminton courts which are considered to be available to the community.

Sport England's Facilities Planning Model (FPM) identifies the name number of sites (24 halls on 13 sites, with 13 main halls), however, acknowledge different sites. The main anomalies between this audit and the FPM are:

- ◀ Basildon Sports Centre (four court and a one court hall) is listed in the FPM. This facility closed in (September 2016) and is therefore not considered within the audit.
- ◀ Eversley Leisure Centre (four court sports hall which is also listed in the FPM) closed in March 2018 as it is being redeveloped as a dedicated gymnastics facility.
- ◀ Laindon Community Centre (three badminton court hall) is additional as the FPM does not include it.
- ◀ Lee Chapel Primary (four court sports hall) is available to the community. This is not identified within the FPM as having community use.

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The audit and the FPM both identify that St Johns School does not offer community use, and is therefore excluded.

Quality of facilities

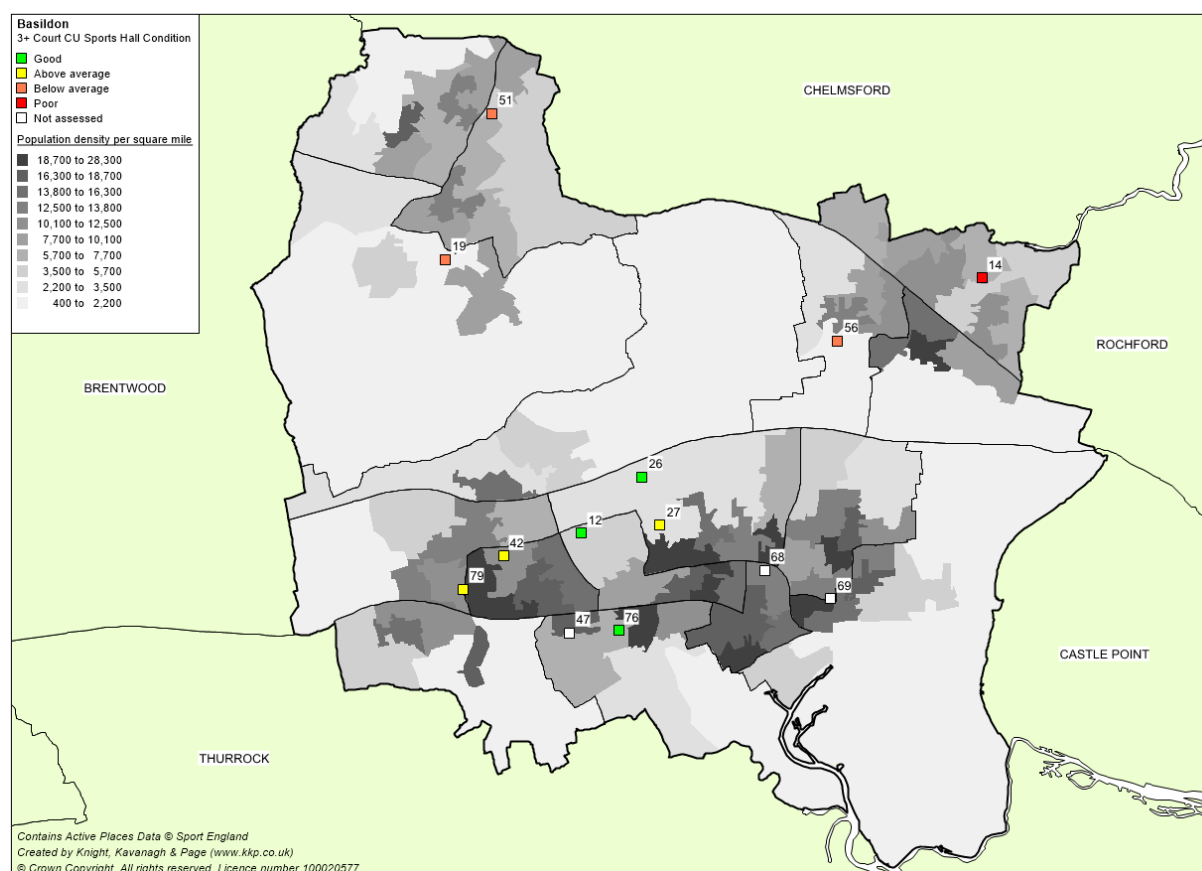
All available sites which offer community use were subjected to a non-technical assessment to ascertain facility quality. Figure 4.2 illustrates the quality of the main hall at each respective site, whereas Table 4.3 identifies the quality rating of all halls at each site.

Table 4.3: Quality of sports halls in Basildon

| ID | Site title | Courts | Assessment condition | |
|--------------|-------------------------------------|-----------|----------------------|---------------|
| | | | Court | Changing |
| 12 | Basildon Sporting Village | 8 | Good | Good |
| 12 | Basildon Sporting Village | 1 | Good | Good |
| 12 | Basildon Sporting Village | 1 | Good | Good |
| 14 | Beauchamps High School | 4 | Poor | Not assessed |
| 14 | Beauchamps High School | 1 | Below average | Not assessed |
| 19 | Billericay Sports Centre | 5 | Below average | Not assessed |
| 19 | Billericay Sports Centre | 1 | Below average | Not assessed |
| 26 | David Lloyd Club (Basildon) | 4 | Good | Good |
| 27 | De La Salle School | 3 | Above average | Below average |
| 27 | De La Salle School | 1 | Above average | Below average |
| 42 | James Hornsby High School | 4 | Above average | Below average |
| 47 | Lee Chapel Primary School | 4 | Not assessed | Not assessed |
| 51 | Mayflower High School | 4 | Below average | Above average |
| 51 | Mayflower High School | 1 | Below average | Above average |
| 51 | Mayflower High School | 1 | Below average | Above average |
| 56 | Nuffield Health at Bromfords Sports | 5 | Below average | Poor |
| 56 | Nuffield Health at Bromfords Sports | 1 | Above average | Poor |
| 68 | The Basildon Lower Academy | 4 | Not assessed | Not assessed |
| 69 | The Basildon Upper Academy | 4 | Not assessed | Not assessed |
| 69 | The Basildon Upper Academy | 1 | Not assessed | Not assessed |
| 69 | The Basildon Upper Academy | 2 | Not assessed | Not assessed |
| 76 | Woodlands School | 4 | Good | Above average |
| 76 | Woodlands School | 1 | Good | Above average |
| 79 | Laindon Community Centre | 3 | Above average | Not assessed |
| Total | | 68 | | |

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Figure 4.2: Quality of sports halls (3+ courts) in Basildon



The 13 available sites offer a total of 68 badminton courts. Of the main halls, three are identified as good, three are rated as above average and three below average. Only the sports hall at Beauchamps High School is considered to be in poor condition. Access to Lee Chapel Primary and Basildon Academy sites was not granted, however, desktop research and consultation with the Local Authority indicates that both are hired out for community use. The following is a brief overview of each facility:

- Basildon Sporting Village is the flagship site in the Authority, built in 2011 as part of the £38m sporting complex. The main sports hall (rated good) has eight courts with capacity for up to 800 seats.
- Beauchamps High School main sports hall is rated as poor. The School indicates that it would like to upgrade the sports hall, but is unable to afford to do this due the presence of asbestos in the roof.
- Billericay Sports Centre was built in 1973. Investment was made in the main sports hall in 2008 when it got a new sprung floor, but there has been no further investment.
- De La Salle School has the oldest facility (which incorporates both halls) in the Authority; built in 1965 it has reportedly received no recent investment.
- James Hornsby High School sports hall had a new sports hall floor in 2015.
- Mayflower High School was built in 1979, the main sports hall floor was replaced in 2010 and the changing rooms were refurbished in 2014.
- Nuffield Health at Bromfords Sports Centre was built in 1983; Active Places reports that the site was refurbished in 2008. Indicates it was built in 1999

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- ◀ Woodlands School was built in 1997, both sports hall were redeveloped via Building Schools for the Future investment in 2014. This was undertaken as part of a PFI partnership with Skanska. The main sports hall upgrade included new lighting and a sprung floor.
- ◀ Laindon Community Centre was built in 1988; consultation indicates that the site has not received any significant investment since.
- ◀ David Lloyd Sports Hall is part of the David Lloyd leisure complex located in Basildon. Active Places indicates this facility was built in 1999.

Accessibility

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

Research identifies that residents from the more deprived areas are less likely to participate in sport than residents from more affluent areas. This is due to a range of factors including, for example, cost and access. Having facilities within a suitable distance (20 minute walk time) is important to ensure all residents have access to sports facilities. 24% of the Basildon population lives in the most deprived areas compared to c. 20% nationally. Virtually all of these residents (98%) live within one mile of a community available sports hall as identified in Figure 4.3 and Table 4.4.

Figure 4.3 and Table 4.4 also indicate that over four fifths of the population (84.3%) live within a 20 minute walk (1 mile) of a 3+ court sports hall. Residents who do not reside in the major towns in the Borough are, generally, outside the 20 minute walk time of an available 3+ court sports hall. It is of note that residents in Billericay and Wickford only have access to sports halls rated either below average or poor.

Following the closure of Eversley Leisure Centre the percentage of population living within one mile of a community available sports hall across the whole of Basildon fell slightly from 83.8% to 83.2%. For those people displaced from Eversley Leisure Centre, the FPM identifies that Basildon Upper Academy has spare sports hall capacity which could be used at peak times.

This closure leaves Basildon Sporting Village and The David Lloyd Centre are the only sports halls available to the general public during off peak hours (i.e. during the day) as all other sports hall are on education sites.. It is noted that Laindon Community Centre is not available for community use during the day, as it serves as a nurse/ pre-school venue. With the closure of Eversley, only 14% of the population live within a mile of an off peak sports hall (Basildon Sporting Village), with 11% displaced. For daytime/off peak usage use, consultation with Everyone Active indicates that demand for court time can be accommodated at Basildon Sporting Village.

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Figure 4.3: Sports hall condition with a 20 minute walk radial catchment, set against IMD

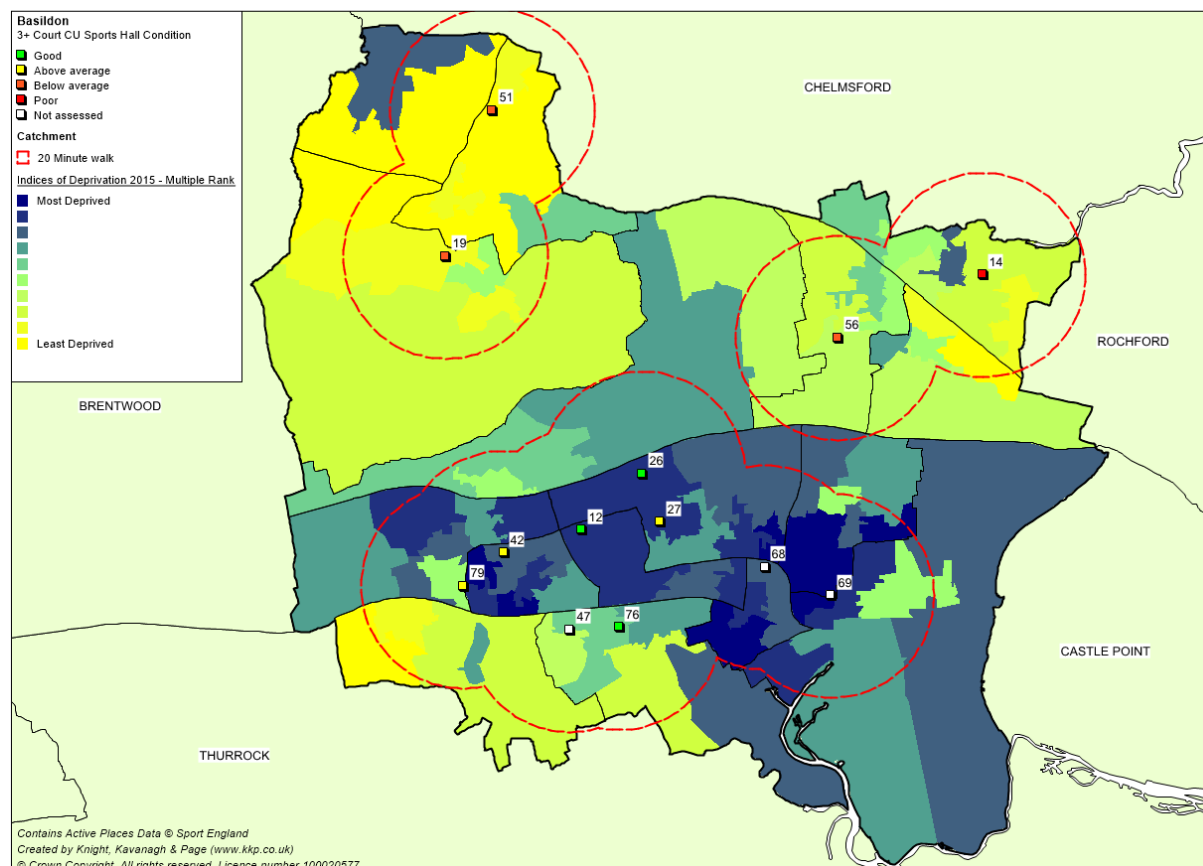


Table 4.4: Percentage of population within 20 mins walk time of sports halls

| IMD 2015 10% bands | Basildon | | Sports Hall (3 Court+) with community use. Catchment populations by IMD | | | |
|--------------------------|----------------|---------------|--|-----------------------|---------------------------|------------------------|
| | Persons | Population % | Persons inside catchment | Population inside (%) | Persons outside catchment | Population outside (%) |
| 0 - 10 | 19,425 | 11.0% | 19,300 | 10.9% | 125 | 0.1% |
| 10.1 - 20 | 23,068 | 13.1% | 22,311 | 12.6% | 757 | 0.4% |
| 20.1 - 30 | 26,089 | 14.8% | 20,463 | 11.6% | 5,626 | 3.2% |
| 30.1 - 40 | 23,206 | 13.1% | 18,491 | 10.5% | 4,715 | 2.7% |
| 40.1 - 50 | 11,195 | 6.3% | 7,110 | 4.0% | 4,085 | 2.3% |
| 50.1 - 60 | 12,915 | 7.3% | 12,726 | 7.2% | 189 | 0.1% |
| 60.1 - 70 | 8,538 | 4.8% | 5,974 | 3.4% | 2,564 | 1.5% |
| 70.1 - 80 | 15,232 | 8.6% | 11,340 | 6.4% | 3,892 | 2.2% |
| 80.1 - 90 | 13,711 | 7.8% | 13,057 | 7.4% | 654 | 0.4% |
| 90.1 - 100 | 23,095 | 13.1% | 17,962 | 10.2% | 5,133 | 2.9% |
| Total | 176,474 | 100.0% | 148,734 | 84.3% | 27,740 | 15.7% |

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Whilst ostensibly available to the public and serving a small segment of the local population, The David Lloyd Centre has restricted availability due to membership costs (£50.00 joining fee and £110.00 per month). Figure 4.4 and Table 4.5 indicate the accessibility of sports halls without this facility.

Figure 4.4: Sports hall condition with 20 minute walk radial catchment (without David Lloyd)

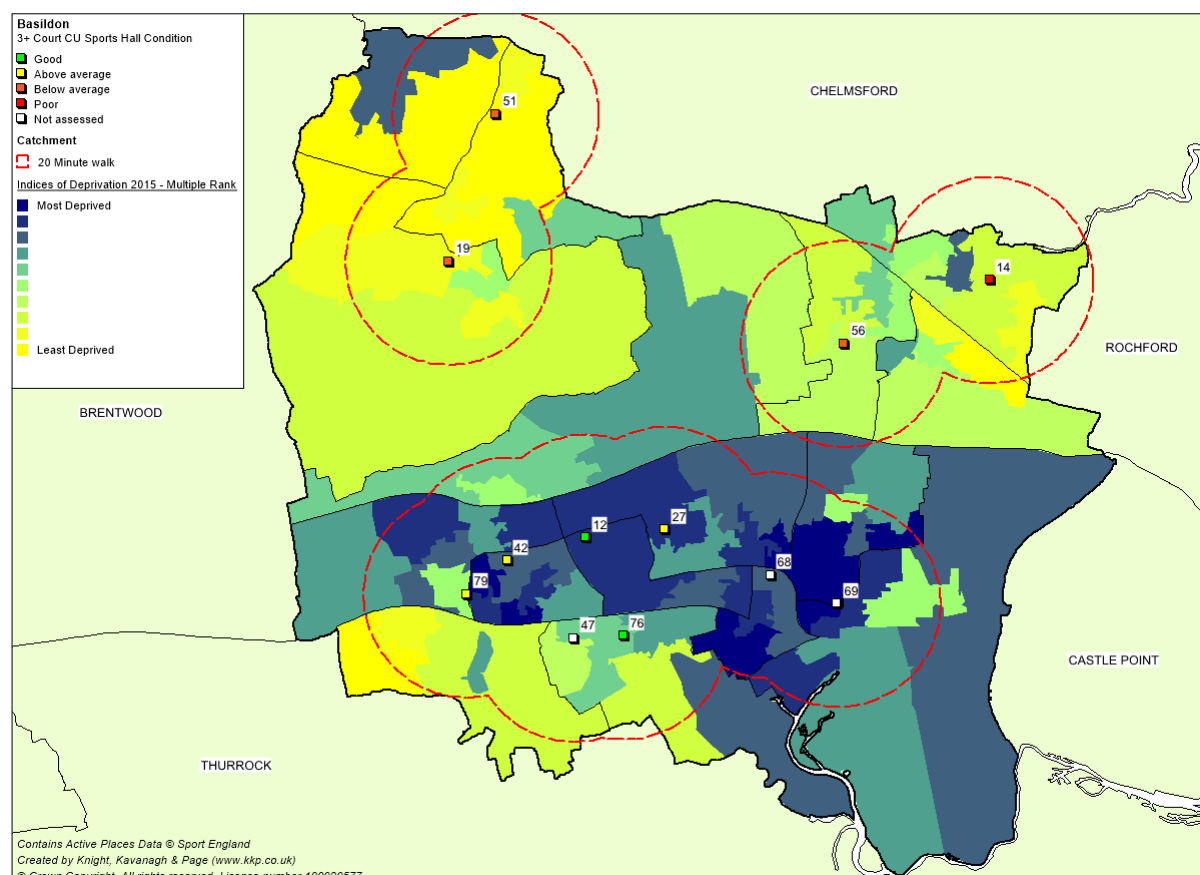


Table 4.5: Percentage of population within 20 mins walk time of sports halls

| IMD 2015 10% bands | Basildon | | Sports Hall (3 Court+) with community use. Catchment populations by IMD | | | |
|--------------------------|----------|--------------|--|-----------------------|---------------------------|------------------------|
| | Persons | Population % | Persons inside catchment | Population inside (%) | Persons outside catchment | Population outside (%) |
| 0 - 10 | 19,425 | 11.0% | 18,901 | 10.7% | 524 | 0.3% |
| 10.1 - 20 | 23,068 | 13.1% | 22,311 | 12.6% | 757 | 0.4% |
| 20.1 - 30 | 26,089 | 14.8% | 20,127 | 11.4% | 5,962 | 3.4% |
| 30.1 - 40 | 23,206 | 13.1% | 17,902 | 10.1% | 5,304 | 3.0% |
| 40.1 - 50 | 11,195 | 6.3% | 7,110 | 4.0% | 4,085 | 2.3% |
| 50.1 - 60 | 12,915 | 7.3% | 12,117 | 6.9% | 798 | 0.5% |
| 60.1 - 70 | 8,538 | 4.8% | 5,974 | 3.4% | 2,564 | 1.5% |
| 70.1 - 80 | 15,232 | 8.6% | 11,624 | 6.6% | 3,608 | 2.0% |
| 80.1 - 90 | 13,711 | 7.8% | 13,057 | 7.4% | 654 | 0.4% |

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| | | | | | | |
|--------------|----------------|---------------|----------------|--------------|---------------|--------------|
| 90.1 - 100 | 23,095 | 13.1% | 17,962 | 10.2% | 5,133 | 2.9% |
| Total | 176,474 | 100.0% | 147,085 | 83.3% | 29,389 | 16.7% |

The inclusion or not of David Lloyd accessibility analysis identifies that 84.3% of the population is within 20 minutes' walking distance of a sports hall, whilst this reduces slightly to 83.3% if David Lloyd is not considered to be available to the whole community (due to cost). This does, however, reduce the availability of sports hall space to 64 courts in the Borough.

4.2: Facilities planning model (FPM)

Sport England's FPM report provides an overview of the current and future level of provision of sports halls in Basildon. It uses data from the National Facilities Audit run as of December 2017.

- ✦ The FPM shows 24 sports halls across 13 sites in Basildon. The audit and the FPM calculate the same number of sites which are available, however, the FPM takes account of the former Basildon Sports Centre, and Eversley Leisure Centre. It does not include Laindon Community Centre (3 courts) and Lee Chapel Primary (4 courts).
- ✦ The FPM calculates that 65.7 courts are available for community use in the peak period.
- ✦ The facility stock across Basildon is old. On average sports halls are 35 years old. SE data and insight confirms that, in general, the older a facility becomes the less attractive it is in the context of meeting the needs of modern users.
- ✦ Provision of badminton courts in Basildon (at 4.9 per 10,000 users) is higher than national (4.3) and county (4.4) averages.
- ✦ Current utilisation across the whole Borough is reported at 63.1%. This is below the SE comfort factor of 80%, indicating that there is spare capacity during peak periods in sports halls. It must be noted that this does not reflect all facilities within Basildon, with some operating above the comfort factor, including Basildon Sporting Village at 100% utilisation rate.

Availability and facility management

As identified below, BBC owns three sites, one is managed by Everyone Active (Basildon Sporting Village). Laindon Community Centre, is managed by a private limited company and Beachamps High School is managed by the School itself.

The majority of school sites are owned by academy trusts, apart from De La Salle School (Brentwood Diocese), Beauchamps High School (local authority) and Woodlands School (Skanska). Educational sites manage bookings internally, apart from Bromfords Sports Centre (which is part of Bromfords School). The contract at this venue is with Nuffield Health. Nuffield Health manages all School site leisure facilities and community bookings. Management and ownership across all sports halls varies which is illustrated in Table 4.5.

Table 4.6: Ownership and management of sports hall facilities

| Site | Ownership | Management |
|---------------------------|---------------------------|-----------------|
| Basildon Sporting Village | BBC | Everyone Active |
| Beauchamps High School | Essex County Council | In house |
| Billericay Sports Centre | Compass Educational Trust | In house |
| De La Salle School | Brentwood Diocese | In house |

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| | | |
|--|---------------------------|-------------------------|
| James Hornsby High School | JHS Academy Trust | In house |
| Mayflower High School | Mayflower Academy Trust | In house |
| Nuffield Health at Bromfords Sports Centre | Compass Educational Trust | Nuffield Health |
| Woodlands School | Skanska | In house |
| Laindon Community Centre | BBC | Laindon Trading Company |
| David Lloyd | Private management | Private management |

Table 4.7 overleaf indicates that a variety of sports are played across the Authority with no particular sport dominating *per se*, however, the more popular sports in the area are indoor football, badminton and basketball.

Table 4.7: Community use of sports halls in Basildon

| Community use hours | | Site | Total courts | Main sports played |
|----------------------------------|------|--|--------------|---|
| Between 20 and 40 hours per week | 24.0 | Mayflower High School | 6 | Archery, dance, community fit club <i>Block bookings only</i> |
| | 28.0 | Beauchamps High School* | 5 | Indoor football, dance <i>Block bookings only</i> |
| | 36.0 | De La Salle School | 4 | Dance <i>Block bookings only</i> |
| Between 40 and 80 hours per week | 41.0 | Billericay Sports Centre | 6 | Basketball, badminton, indoor football, jujitsu, ladies keep fit. <i>Pay and play and block bookings</i> |
| | 47.5 | Nuffield Health at Bromfords Sports Centre | 6 | Indoor football, badminton <i>Pay and play and block bookings</i> |
| | 48.0 | James Hornby High School | 4 | Basketball, indoor football, badminton, archery <i>Pay and play and block bookings</i> |
| | 48.0 | Woodlands School* | 5 | Basketball <i>Block bookings only</i> |
| | 48.0 | Laindon Community Centre | 3 | Badminton, over 50s keep fit classes, martial arts, indoor football, table tennis, salsa, and dance. <i>Pay and play and block bookings</i> |
| Over 80 hours per week | 84.5 | Basildon Sporting Village | 10 | Netball, badminton, basketball, inclusive sports programme (Sport for Confidence), Doorstep Sport Club, trampolining, fitness classes, boccia <i>Pay and play and block bookings</i> |
| | 101 | David Lloyd | 4 | Badminton <i>Available to members only</i> |

*Both Woodlands and Beauchamps School have Community Use Agreements in place with the Local Authority

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All sites offer block bookings and over half offer pay and play access, apart from David Lloyd which is available to members only. Basildon Sporting Village provides over 84 hours of community use per week and is the only site which offers daytime access. Laindon Community Centre has a crèche which uses its sports hall during the week between 09:00-16:00 hours. Remaining sports halls are located on educational sites or used for educational purposes during the day.

Basildon Sporting Village offers a varied activity programme; from club use to pay and play. Everyone Active also supports a programme which aims to develop occupational outcomes using sport as a vehicle for people with learning and physical disabilities. Sport for Confidence, a social enterprise, delivers a number of sporting programmes in which an occupational therapist works alongside sessional coaches. The programme delivers 13 sessions per week (ranging from boccia to multi sports), and currently attracts 70 people on a weekly basis. Basketball has a strong presence in the Authority, with four sites accommodating clubs or academies. Southend Swifts is the sole user at Woodlands School; it hires the hall each weekday evening and at weekends for both training and matches.

Reported utilisation varies across the Authority; some sites report operating at 100% and others have substantial unused time. Consultation indicates that Basildon Sporting Village, Woodlands School and Billericay Sports Centre operate near to or at capacity.

Although this concurs with the FPM for Basildon Sporting Village, reported FPM utilisation figures for the latter two sites differ from the audit with the FPM citing figures of 55% for Billericay Sports Centre and 61% for Woodlands School. This would indicate that there is spare capacity at both sites. In addition, De La Salle School has the highest level of spare capacity currently accommodating no evening and one (2 hour) weekend bookings. The audit and assessment findings update the FPM which suggests that the School has a used capacity of 41%.

Neighbouring facilities

Accessibility is influenced by facilities located outside the Basildon authority boundary. Figure 4.6 and Table 4.8 indicates facilities within a two mile radial catchment. The two mile border is indicative of how far people might be likely to travel and serves as an example only.

There are 13 sites with three courts or more located within a two mile radius of the Basildon's boundary. The facilities are located to the east, west and south of the Authority. There is, however, limited provision to the north of Basildon. The largest facility is Waterside Farm Leisure Centre with six courts located to the South East of the authority in Castle Point.

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Figure 4.6: Neighbouring local authority facilities, (2 mile boundaries)

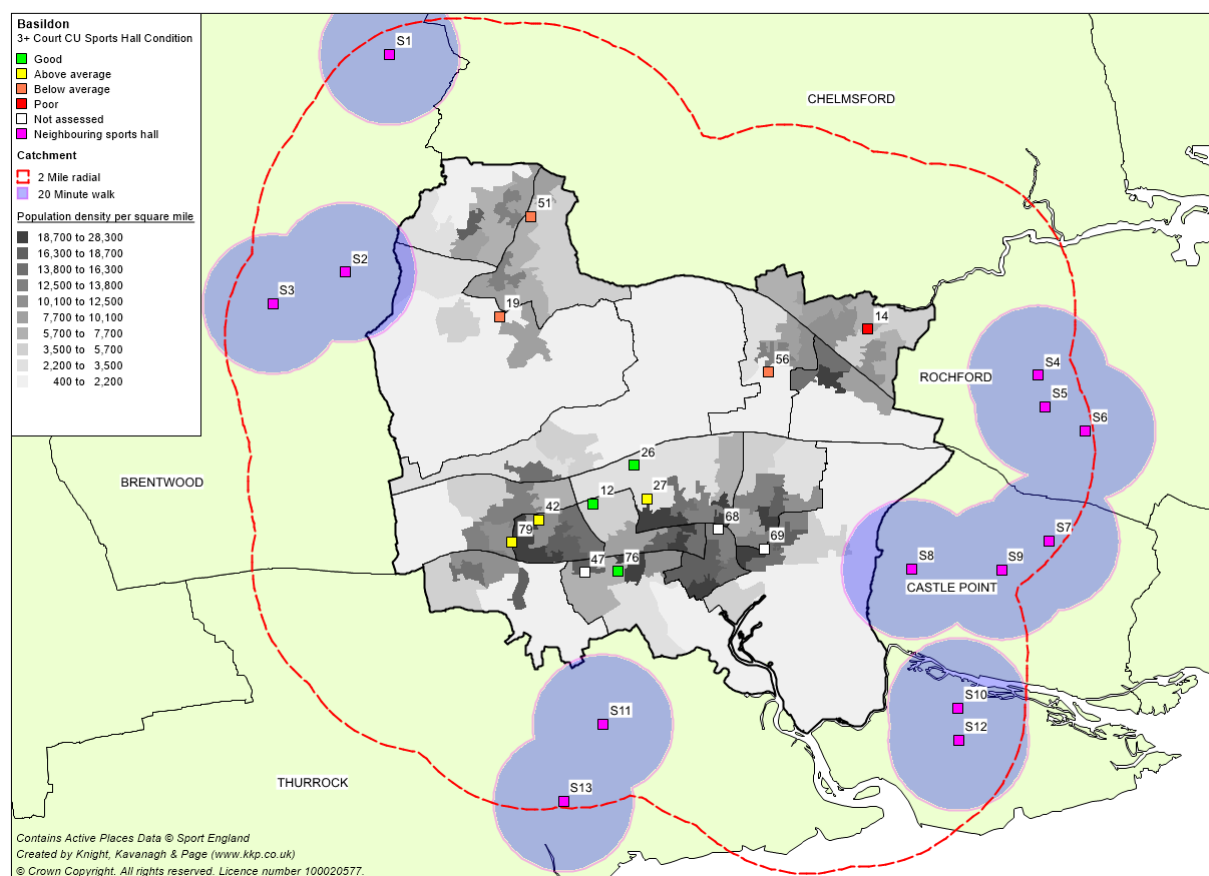


Table 4.8 Sports halls (3+ courts) in neighbouring authorities within a 2- mile boundary

| ID | Active Places Site title | Courts | Access type | Local authority |
|-----|--------------------------------|--------|-----------------|-----------------|
| S1 | Anglo European School | 4 | Sports club/CA* | Brentwood |
| S2 | Woodlands School Hutton Manor | 4 | Sports club/CA* | Brentwood |
| S3 | St Martin's School | 4 | Sports club/CA* | Brentwood |
| S4 | Rayleigh Leisure Centre | 4 | Sports club/CA* | Rochford |
| S5 | Sweyne Park School | 4 | Sports club/CA* | Rochford |
| S6 | Fitzwimarc School | 5 | Sports club/CA* | Rochford |
| S7 | Deanes School Sports Centre | 4 | Pay and play | Castle Point |
| S8 | The Appleton School | 4 | Sports club/CA* | Castle Point |
| S9 | Seevic College | 4 | Sports club/CA* | Castle Point |
| S10 | Waterside Farm Leisure Centre | 6 | Pay and play | Castle Point |
| S11 | Gable Hall School | 4 | Sports club/CA* | Thurrock |
| S12 | The Cornelius Vermuyden School | 4 | Sports club/CA* | Castle Point |
| S13 | Hassenbrook Academy | 4 | Sports club/CA* | Thurrock |

(* Community Association)

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Summary of supply

Basildon has 12 community available main hall sites offering a total of 62 badminton courts. Quality varies, Basildon Sporting Village and Woodlands School are both rated good; Beauchamps High School is the only site assessed as poor.

The number of people aged over 65+ in Basildon is predicted to increase by 53.9% (between 2014-2037) so daytime access to sports halls may be needed, to increase the breadth and depth of the sport and physical activity offer for this demographic. With the closure of Eversley Leisure Centre sports hall, Basildon Sporting Village is the only hall with daytime access, placing greater pressure on the daytime programming at this site.

Accessibility to sports halls in Basildon is good. Four fifths of the population lives within a 20 min walk (one mile) catchment of a sports hall. Nearly all people (97%) living in areas of higher deprivation (using 20% cohort) live within the one mile catchment of a sports hall with three or more courts. The loss of Eversley Leisure Centre as a sports hall has had a nominal impact on supply during peak periods, however, as noted it will restrict daytime access to just the one sports hall at the Basildon Sporting Village. This has resulted in only 14% of the population now living within a mile of a daytime access compared to 25%, when Eversley Leisure Centre sports hall was open.

4.3 Demand

Future demand

As identified previously, it is projected that the population of Basildon will increase by 34,197 (18.9%) between 2014-2037. The largest change in the age categories will be a 53.9% (16,621) increase in the number of people aged over 65. As noted above, this is likely to lead to different programming requirements in sports halls and increased demand for use at different times (most notably during the day).

Current demand

In the context of demand for sports halls, the Sport England's Facilities Planning Model identifies the following:

Table 4.9: Current demand findings from the FPM for Basildon

| Element | FPM 2017 |
|--|-----------------|
| Satisfied demand | 93.8% |
| Satisfied demand retained within Basildon | 85.50% |
| Levels of unmet demand | 6.20% |
| % of unmet demand due to residents living outside catchment of a hall (as opposed to no capacity). | 98.50% |
| Demand - Hall provision (courts) taking into account a 'comfort' factor | 52.30 courts |
| Used capacity | 63.1% |
| Imported use (as a %age of used capacity) | 19.30% |

Table 4.9 indicates demand from Basildon residents is for 52.3 badminton courts. The majority of residents demand for sports halls is satisfied (93.8%) and 85% of this satisfied

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demand is retained within Basildon facilities. Basildon facilities Used capacity (63.1%) is below the 80% “comfort factor”, which the FPM defines as anything higher being uncomfortably busy, indicating that overall sports halls across Basildon have the potential to increase the amount of activity undertaken during peak times. But it is important to look at individual sites used capacity in relation to current demand

NGB consultation

Badminton

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

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

Consultation indicates that recreational badminton is very popular in Basildon. There is, however, only one affiliated club plus a junior performance academy running in the Borough.

Recreationally, Basildon Sporting Village delivers seven No Strings sessions per week. Some of these are delivered during the day which makes them popular with the retired population. Pay and play badminton was also popular at Eversley Leisure Centre, prior to its closure. Consultation with Everyone Active indicates that there is capacity to increase badminton activity at Basildon Sporting Village to accommodate users displaced from Eversley, both during the day and in the evening. Pay and play badminton is also popular at venues including Langdon Community Centre and Billericay Sports Centre.

Briscoe Badminton Club is the only affiliated badminton club; it trains and competes at Laindon Community Centre and is registered with the Basildon and Thurrock Badminton League. It has c.30 members and although satisfied with current membership levels, it acknowledges the needs to recruit younger members. It formerly trained (and competed) at Basildon Sporting Village, however, it has recently relocated to Gable Hall School, Thurrock (it indicated that this was due to pricing).

Badminton England delivers a performance academy in the Borough at the David Lloyd Leisure Centre in Basildon. It operates on an ‘invitation only’ basis and has 100 members training weekly with a level three coach. A franchise agreement with the Centre allows non-members to access the site for lessons.

Table 4.10: Market segmentation and likely target audiences in Basildon for badminton

| Badminton |
|---|
| <ul style="list-style-type: none"> ◀ 2.2% (2,861) of people currently play badminton and a further 1.9% (2,548) indicate that they would like to, giving an overall total of 4.1% (5,410). ◀ 4.5% of Ben’s play badminton; the largest proportion of any group playing the sport. This is closely followed by the Tim segment at 4.0%. ◀ Largest local groups playing badminton are Tim’s (16.6%) and Philip’s (12.3%). ◀ Locally, groups with the most people who would like to play are also Tim (11.8%) and Philip |

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(10.4%).

- ◀ The main group to target within Basildon, for additional players is, therefore, Tim.

(* A full description of each Sport England Market Segmentation is located in Appendix 4

Badminton is clearly very popular in the Borough and has potential for substantial growth.

Basketball

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

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

To increase opportunity to play the game at every level, BBE is in the process of producing a facilities strategy which aims to create community hubs including, where appropriate, arenas that sit at the heart of communities. It is proposed that these will be homes for the leading British basketball league, women’s British basketball league and community clubs.

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

Basketball is very popular in South Essex; two clubs have teams represented in the national league. Southend Swifts, based in Basildon, has 10 squads with over 100 members including two junior female squads. The women’s team and all junior squads compete in the East Region National League, with the men’s team competing in the Essex League. It trains and plays all home games at Woodlands School. It has a good relationship with the School and supports extracurricular provision, creating a sustainable pathway for basketball in the community.

Essex Leopards, which competes in Brentwood, also has a presence in the Borough through its feeder academy, Five Star Basketball Academy. This delivers both a Friday night session at Basildon Sporting Village at which 90 young people attend and a pay and play session at James Hornsby High School on a Wednesday evening. The main objective of the Academy is to raise the presence of basketball in the Authority and encourage talented players to join the Leopards, which competes in the National League.

The site audit also indicates that Wickford Trailblazers trains at James Hornsby School and Brentwood Fire trains at Billericay sports Centre.

Table 4.11: Market segmentation and likely target audiences in Basildon for basketball

| Basketball |
|--|
| ◀ 0.6% (769) of people currently take part in basketball and a further 0.4% (769) indicate that they would like to, giving an overall total of 1.0% (1,274). |

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- ◀ 3.4% of Ben’s take part in basketball; the largest proportion of any group taking part, closely followed by the Jamie segment at 2.7%.
- ◀ Groups with the most people who would like to take part are Jamie (12.8%) and Ben (10.2%).
- ◀ The main adult group to target, for additional participants is, therefore, Jamie.

Basketball is clearly very popular in the Borough. There are several outlets for young people, in particular, to take up the sport and achieve high level performance (talent permitting).

Netball

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

- ◀ Grow participation in the game by an average of 10,000 participants per annum.
- ◀ Deliver a 1st class member and participant experience.
- ◀ Establish England as the number one team in the world by winning the World Netball Championships.
- ◀ Lead an effective and progressive infrastructure enabling all involved in the netball experience to collaborate as one team aligned behind one dream.

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

The three key facilities which host netball in South Essex are BSV, Southend Leisure and Tennis Centre (Southend-On-Sea) and The Deanes School (Castle Point). EN has been instrumental in attracting funding from SE to upgrade a number of key facilities in the region to increase the volume of available provision. Upgrades include the installation of floodlights at the Deanes School in Castle Point and the resurfacing of the courts at Westcliffe High School for Girls in Southend-On-Sea.

All club and community netball in the Borough is delivered at BSV. It has 12 floodlit outdoor courts, which hosts the Basildon and District Netball League and also offers play and play netball through a local company, Play Netball. Further information with regard to outdoor netball is provided in the emerging Basildon Playing Pitch Strategy.

Netball is also delivered in the BSV sports hall. It hosts a comprehensive participatory programme delivered by Everyone Active in partnership with EN. This includes weekly walking netball and back to netball sessions. Sport for Confidence also runs a weekly netball session. The sports hall is also hired by Mavericks and Galaxy Netball Club for training, although, all competitive league netball occurs on the outdoor courts.

Table 4.12: Market segmentation/likely target audiences – netball in Basildon

| Netball |
|--|
| <ul style="list-style-type: none"> ◀ 0.4% (548) of people currently play netball and a further 0.4% (513) indicate that they would like to, giving an overall total of 0.8% (1,062). ◀ 2.1% of Leanne’s play netball; the largest proportion of any group playing netball, closely followed by the Chloe segment at 1.9%. ◀ Largest groups which participate in netball are Chloe’s (19.5%) and Alison’s (17.3%). |

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- ◀ Groups with the most people who would like to play are Chloe (19.7%) and Leanne (16.8%).
- ◀ The main group to target, for additional players due to size and interest is, therefore, Chloe.

Netball in Basildon is a strong, growing sport which requires substantial access to both indoor and outdoor facilities.

Indoor Cricket

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

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

In Basildon, there is indoor cricket provision at Basildon Sporting Village and at James Hornsby High School. Consultation illustrates that cricket is not played either site.

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

| Cricket |
|--|
| <ul style="list-style-type: none"> ◀ 0.9% (1,144) of people currently take part in cricket and a further 0.5% (683) indicate that they would like to, giving an overall total of 1.4% (1,828). ◀ 3.8% of Ben's take part in cricket, which is the largest proportion of any group taking part, closely followed by the Jamie segment at 2.8% ◀ The groups with the largest of the local population taking part in cricket are the Tim's (24.6%) and Ben's (18.5%). ◀ The groups with the most people who would like to take part are Tim (20.6%) and Kev (16.3%). ◀ The main group to target, for additional participants due to size and interest is, therefore Tim. |

Active Basildon

Active Essex has helped to establish a range of local active networks. The Active Basildon Network delivers the following programmes:

- ◀ Sport for Confidence - this operates from BSV; an occupational therapist is employed at the site to assist with delivery of sporting sessions. The therapist is employed (Sport for Confidence. Programmes focus on people with mental and physical disabilities, with the objective of improving confidence using sport as a vehicle. They include a range of walking products, including boccia, walking football, rugby and netball.

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- ◀ Work Place Challenge - companies across Essex are invited to take part in this. The aim is to promote sport and physical activity across workplaces in Essex.
- ◀ Youth Engagement Programme – working with local police force/cadets – this comprises physical activity sessions for young people, particularly in areas of high deprivation.
- ◀ Doorstep Sport - this delivers a multi-sport drop in session on a Tuesday evening at Basildon Sporting Village aimed at engaging with young people.
- ◀ Sports club support - provides traditional support for sports clubs, including coach education opportunities, volunteer engagement programmes and grant support.

Summary of demand

Consultation indicates demand for sports hall space from a range of sports and activities ranging from participatory programmes to competitive clubs. Basketball and netball are particularly popular; a number of their clubs/leagues use sports halls in Basildon. A range of walking programmes (netball, badminton) and sessions focused on mental health are delivered at Basildon Sports Village. No clubs highlight access issues and all report good relationships with their respective hosts. During the consultation period (November 2017), there was concern with regard to badminton given the impending closure of Eversley Leisure Centre. Everyone Active is aware of the situation and can accommodate displaced users at Basildon Sporting Village; daytime and evenings.

4.4: Supply and demand analysis

Supply and demand is summarised as follows.

- ◀ The audit 23 halls on 12 sites (62 courts) which are available to community across the Borough. The FPM identifies 24 halls on 13 sites (with 67 badminton courts).
- ◀ The FPM reports current demand in Basildon for 52.3 courts. The audit found 62 courts which indicates a current supply demand balance of approximately 10 courts.
- ◀ Over 80% of the population resides within a one mile of a community available sports hall suggesting that they are located in good locations to serve the local population.
- ◀ The attractiveness of the facilities varies due to factors including their age and levels of contemporary investment.
- ◀ Spare capacity varies across the Authority; some sites are operating at capacity whereas others have substantial spare capacity. Site which are operating at capacity include Basildon Sporting Village and Billericay Sports Centre. Sites which have spare capacity include De La Salle School.
- ◀ Satisfied demand, reported by the FPM is currently 93.8%, indicating that the majority of residents can access a sports hall.

4.5: Sport England's Facilities Calculator (SFC)

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

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

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Table 4.13: Sports Facilities Calculator

| | Population 2016 (MYE) | Population estimate 2037 |
|--------------------------------------|--------------------------|--------------------------|
| ONS population projections | 183,378 | 214,718 |
| Population increase | - | 31,340 |
| Facilities to meet additional demand | - | 8.85 courts |
| Estimated cost | - | £5,385,126 |

Calculations assume that the current sports hall stock remains available for community use and the quality remains the same. It appears that the projected increase in population will lead to an increase in demand for sports hall space. The SFC indicates that there will be a requirement for an additional 8.85 badminton courts, up to 2037, which is estimated to cost £5.3m.

4.6: Summary of key facts and issues

Quantity

- Using the FPM as a starting point, the audit identifies 24 community available sports halls across 13 sites in Basildon; with a total of 68 courts.

Quality

- Five main halls are rated either poor or below average.
- Basildon Sporting Village, David Lloyd and Woodlands School are assessed as good

Accessibility

- Over four fifths 84% of the population lives within a mile radial catchment of a sports hall in the Borough.
- 98% of residents in areas of high deprivation live within one mile of a community available sports hall.
- Residents in Wickford and Billericay do not have access to a 3+ court sports hall at off peak times and the facilities (when they are) available to them are below average or poor. Residents, however, do have access to facilities with 1-2 courts which include Hannakins Farm.
- With the closure of Eversley Sports Hall, 14% of the population no longer live within a mile of a daytime accessible sports hall. Consequently, these people will require transport to access Basildon Sporting Village.

Availability

- The FPM reports there is demand currently for 52.3 courts in Basildon. This indicates there a demand supply balance of c. 10 courts (based on this audit).
- This spare capacity, however, varies across the Authority. Consultation indicates that Basildon Sporting Village, Woodlands School and Billericay Sports Centre have limited spare capacity.
- There is sufficient capacity at current sports halls to accommodate activity displaced when Eversley Leisure Centre is converted to become a gymnastics facility.
- Basildon Sporting Village is the only sports hall available during the day. Demand for activities at this site is likely to increase given the projected growing and ageing population.
- All sites offer pay and play access, block booking access, or both, apart from David Lloyd sports hall, which is restricted to members only.

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Other

- ◀ Basildon Sporting Village sports hall offers a wide range of activities, including a programme aimed at improving mental health.
- ◀ A range of sports is played in borough sports halls including badminton, netball and basketball.
- ◀ Basketball is played at four halls in the Borough; a national league club operates out of Woodlands School.
- ◀ There is demand from clubs for indoor cricket but there is difficulty in accessing facilities, particularly those in schools.

SECTION 5: SWIMMING POOLS

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

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

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

5.1: Supply

This assessment is concerned with larger pools available for community use (no restrictions to accessing the pool as a result of membership criteria). As such, pools less than 160m² water space and/or located at private member clubs offer limited value in relation to community use and delivery of outcomes related to health and deprivation and are generally excluded from the assessment.

5.2: Sport England Facilities Planning Model (FPM)

The FPM run (2017) identifies 10 swimming pools on eight sites in Basildon. These include:

- ◀ Main and learner pools at Basildon Sporting Village.
- ◀ Two pools at Basildon Academy (Upper and Lower)
- ◀ Single swimming pools at Wickford Swim and Fitness Centre, Billericay Swimming Pool, Billericay Sports Centre and James Hornsby High School.
- ◀ Pools at the private health clubs of David Lloyd and Stock Brook Country Club.

Across all swimming pools supply totals 2,841 m². This equates to 15m² per 1,000 residents. This compares to a national average of 12. In comparison, Castle Point residents are lower at 14, Rochford at 12 and Thurrock and Southend at just 10.

Although the Basildon Sporting Village is relatively new (built 2011), the average pool in Basildon is over 31 years old and four are over 40 years old. The FPM reports that facility age normally impacts upon the perceived quality of user experience and that major investment is likely to be required at some stage in order to protect these sites.

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Quantity

KKP's audit identified 13 pools at 12 sites as identified in Figure 5.1 and Table 5.1.

Figure 5.1: All identified swimming pools in Basildon

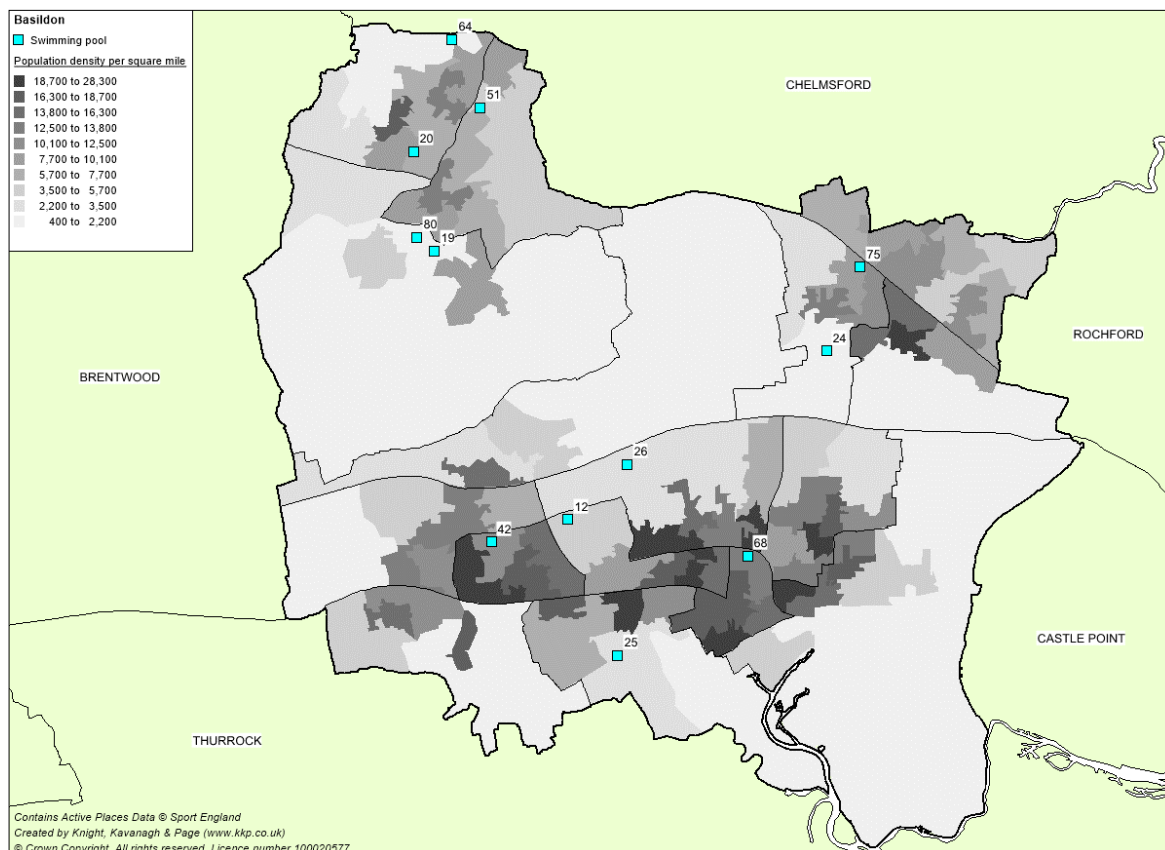


Table 5.1: All swimming pools and sites in Basildon

| ID | Site | Type | Size m ² | Year built | Known refurb. date |
|----|--------------------------------|------------------|---------------------|------------|--------------------|
| 12 | Basildon Sporting Village | Main/general | 1,050 | 2011 | - |
| 12 | Basildon Sporting Village | Main/general | 153 | 2011 | - |
| 19 | Billericay Sports Centre | Main/general | 176 | 1973 | 2008 |
| 20 | Billericay Swimming Pool | Main/general | 255 | 1983 | - |
| 24 | Castledon School | Learner/teaching | 120 | - | - |
| 25 | Club Kingswood | Learner/teaching | 55 | 1967 | 2006 |
| 26 | David Lloyd Club (Basildon) | Main/general | 325 | 1999 | - |
| 26 | James Hornsby High School | Main/general | 162.7 | 1985 | 2000 |
| 42 | Mayflower High School | Main/general | 87.5 | 1965 | 2010 |
| 51 | Stock Brook Country Club | Main/general | 230 | 1999 | 2007 |
| 64 | The Basildon Lower Academy | Main/general | 170 | 1975 | - |
| 68 | Wickford Swim & Fitness Centre | Main/general | 250 | 1975 | 2012 |
| 80 | Quilters Infant School | Learner/teaching | -60 | - | |

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Although there are a number of other swimming pools above the threshold of 160m² in the Authority, several are limited to some extent by the level and type of community use offered. These are:

- ◀ Billericay Sports Centre, Castledon School, James Hornsby High School and Basildon Lower Academy which offer designated sports club/community association use.

It is acknowledged that these facilities provide certain segments of the population (and are, therefore, part of the mix). They do, however have restrictions to the wider population due to availability and programming.

In conclusion, the audit identifies five pools on four sites. These are:

- ◀ Basildon Sporting Village (main and learner pools).
- ◀ David Lloyd Club
- ◀ Wickford Swimming and Fitness Centre (main).
- ◀ Billericay Swimming Pool (main).

The KKP audit is, thus, quite significantly at odds with FPM findings (10 pools on eight sites).

Quality

As part of the assessment, KKP visited the community available pools and completed non-technical visual assessments. This includes assessment of changing provision as this can also play a significant role in influencing and attracting users. The quality ratings of the swimming pools are as follows:

Table 5.2: Quality of swimming pools in Basildon

| Map ID | Site name | Facility condition | |
|--------|-------------------------------------|--------------------|----------|
| | | Pool | Changing |
| 12 | Basildon Sporting Village (main) | Good | Good |
| 12 | Basildon Sporting Village (learner) | Good | Good |
| 20 | Billericay Swimming Pool | Poor | Poor |
| 26 | David Lloyd Club (Basildon) | Good | Good |
| 75 | Wickford Swim and Fitness Centre | Above average | Good |

Figure 5.2 illustrates that a swimming pool is located in all three towns in the Authority (Basildon, Billericay and Wickford). Basildon is the only town which is serviced by swimming pools which are assessed as good. Wickford is serviced by a swimming facility deemed to be above average whilst Billericay Swimming Pool is rated poor (as noted in Figure 5.3).

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Figure 5.2: Basildon swimming pools by condition

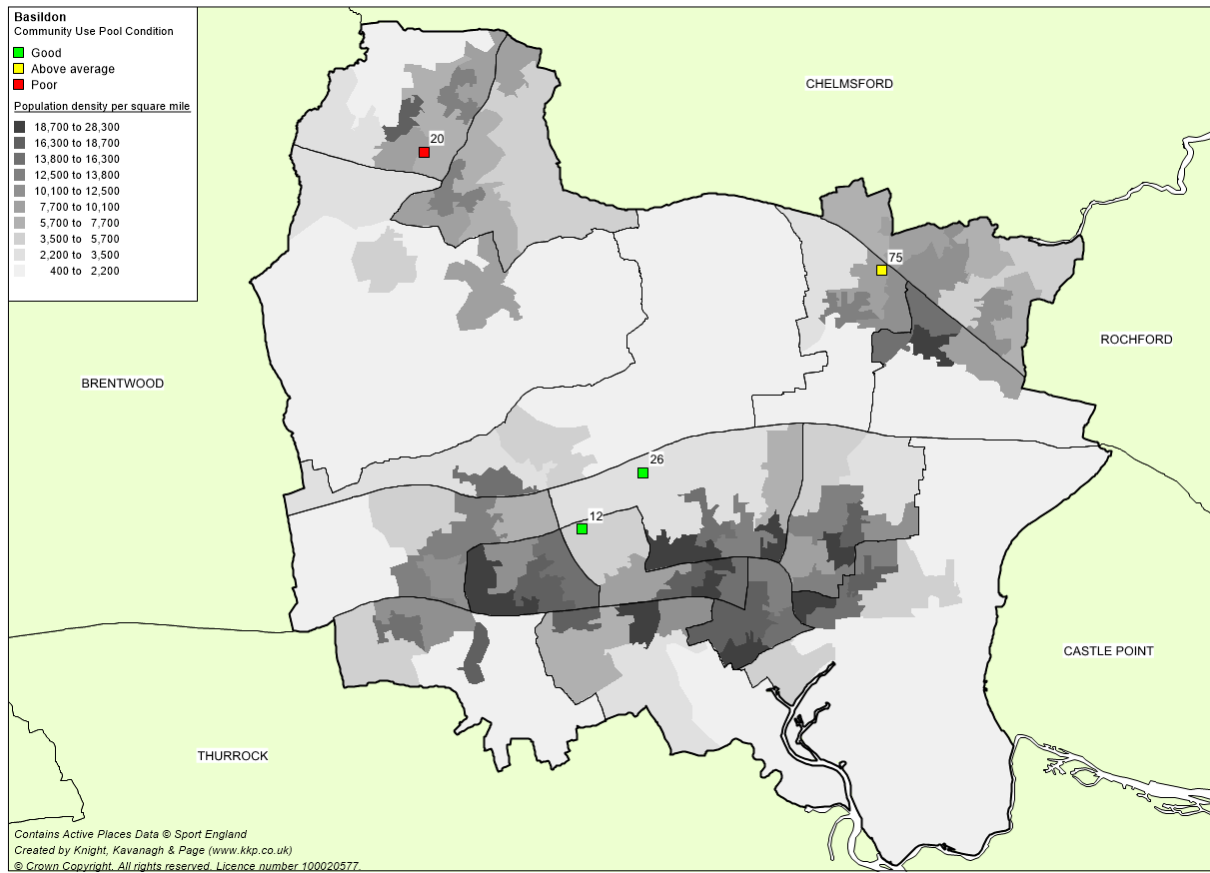


Figure 5.3: Changing facilities at Billericay Swimming Pool

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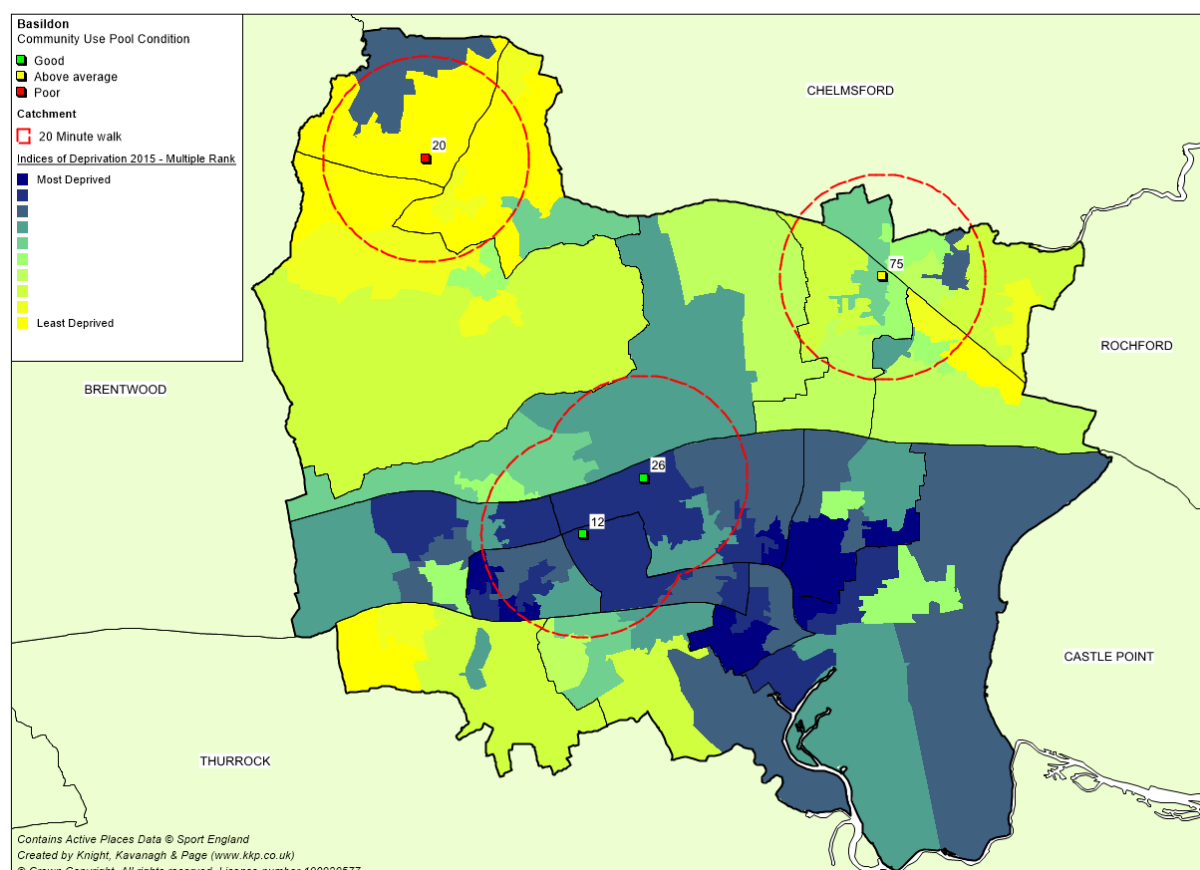
Accessibility

Swimming pool accessibility is influenced by physical (i.e. built environment) elements. Appropriate walk and drive-time catchments are applied to swimming facilities to determine accessibility of facilities to communities. The normal acceptable standard is a 20 minute walk time (one mile radial catchment) for an urban area and a 20 minute drive time for a rural area. This enables analysis of the adequacy of coverage and helps to identify areas currently not serviced by existing provision. Figure 5.4 and Table 5.4 below highlight that:

It is noted David Lloyd membership fees are £100 per month which may limit availability to some members of the public. In addition, it does not allow any club use. Consequently, when considering accessibility with the David Lloyd Centre, accessibility is reduced to the following:

- ◀ Over one third (37.9%) of the population lives within one mile of a swimming pool.
- ◀ Of the 24% of the local population which lives within the 20% most deprived areas, c. 23.8% live within one mile of a swimming pool.
- ◀ All Basildon residents live within a 20 minute drive time of a pool.

Figure 5.4. Swimming pools by quality with a 20 min walk radial catchment set against IMD



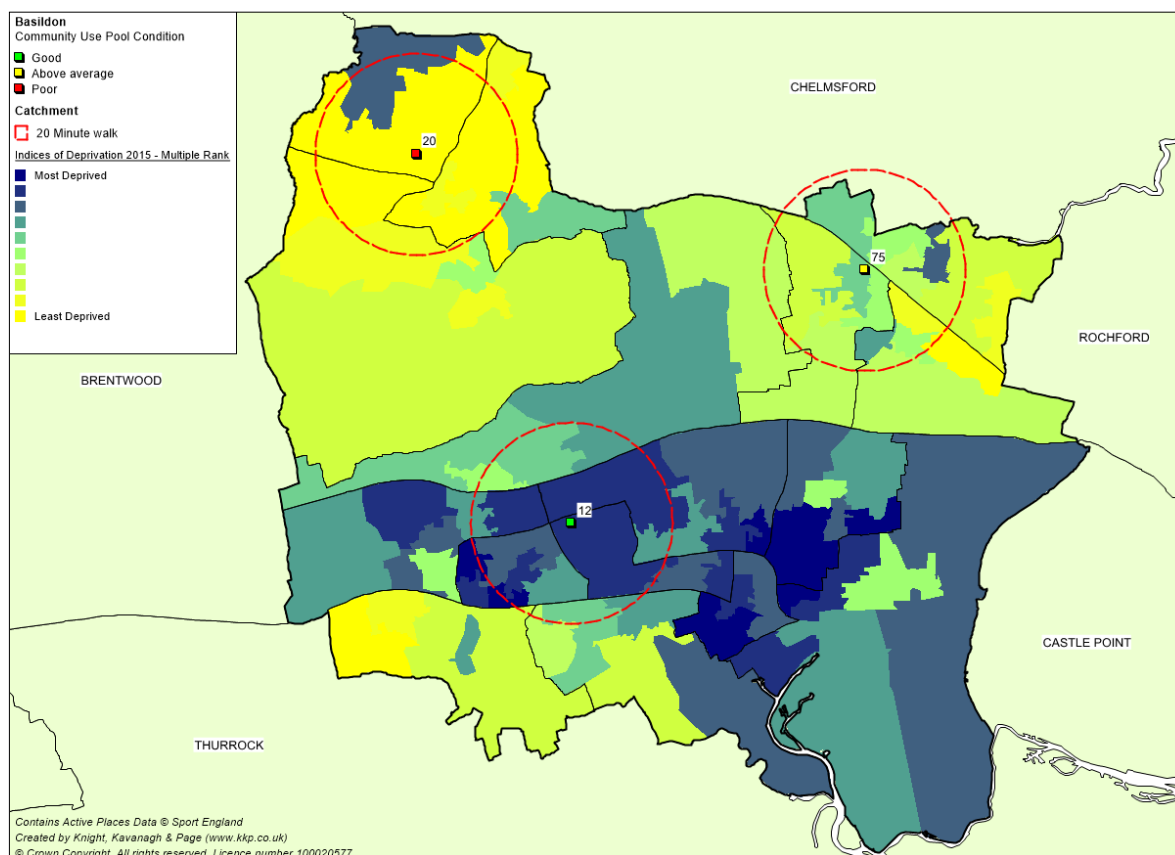
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Table 5.4 Radial catchment of swimming pools using 20 minute walk on IMD

| IMD 2015 10% bands | Basildon | | Pools with community use. Catchment populations by IMD | | | |
|--------------------------|----------------|---------------|---|-----------------------|---------------------------|------------------------|
| | Persons | Population % | Persons inside catchment | Population inside (%) | Persons outside catchment | Population outside (%) |
| 0 - 10 | 19,425 | 11.0% | 1,399 | 0.8% | 18,026 | 10.2% |
| 10.1 - 20 | 23,068 | 13.1% | 8,718 | 4.9% | 14,350 | 8.1% |
| 20.1 - 30 | 26,089 | 14.8% | 6,877 | 3.9% | 19,212 | 10.9% |
| 30.1 - 40 | 23,206 | 13.1% | 11,635 | 6.6% | 11,571 | 6.6% |
| 40.1 - 50 | 11,195 | 6.3% | 6,163 | 3.5% | 5,032 | 2.9% |
| 50.1 - 60 | 12,915 | 7.3% | 5,969 | 3.4% | 6,946 | 3.9% |
| 60.1 - 70 | 8,538 | 4.8% | 2,476 | 1.4% | 6,062 | 3.4% |
| 70.1 - 80 | 15,232 | 8.6% | 4,023 | 2.3% | 11,209 | 6.4% |
| 80.1 - 90 | 13,711 | 7.8% | 4,221 | 2.4% | 9,490 | 5.4% |
| 90.1 - 100 | 23,095 | 13.1% | 15,425 | 8.7% | 7,670 | 4.3% |
| Total | 176,474 | 100.0% | 66,906 | 37.9% | 109,568 | 62.1% |

As with sports halls, further analyse was undertaken to demonstrate the impact if the David Lloyd facility is not considered to be available to the wider community due to cost.

Figure 5.5. Swimming pools by quality with a 20 min walk radial catchment set against IMD



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

| IMD 2015 10% bands | Basildon | | Pools with community use. Catchment populations by IMD | | | |
|--------------------------|----------------|-----------------|---|--------------------------|---------------------------------|------------------------------|
| | Persons | Population % | Persons inside catchment | Population inside (%) | Persons outside catchment | Population outside (%) |
| 0 - 10 | 19,425 | 11.0% | 1,399 | 0.8% | 18,026 | 10.2% |
| 10.1 - 20 | 23,068 | 13.1% | 8,232 | 4.7% | 14,836 | 8.4% |
| 20.1 - 30 | 26,089 | 14.8% | 5,706 | 3.2% | 20,383 | 11.6% |
| 30.1 - 40 | 23,206 | 13.1% | 8,307 | 4.7% | 14,899 | 8.4% |
| 40.1 - 50 | 11,195 | 6.3% | 6,144 | 3.5% | 5,051 | 2.9% |
| 50.1 - 60 | 12,915 | 7.3% | 5,969 | 3.4% | 6,946 | 3.9% |
| 60.1 - 70 | 8,538 | 4.8% | 2,476 | 1.4% | 6,062 | 3.4% |
| 70.1 - 80 | 15,232 | 8.6% | 4,019 | 2.3% | 11,213 | 6.4% |
| 80.1 - 90 | 13,711 | 7.8% | 4,221 | 2.4% | 9,490 | 5.4% |
| 90.1 - 100 | 23,095 | 13.1% | 15,425 | 8.7% | 7,670 | 4.3% |
| Total | 176,474 | 100.0% | 61,898 | 35.1% | 114,576 | 64.9% |

When David Lloyd is excluded from the analysis, the differences are as follows:

- ✦ The population which lives within a mile of a swimming pool reduces from 37.9% to 35.1%.
- ✦ Of those residents which live in the most deprived areas (c.20%), 22.6% live with a mile of a swimming pool, compared to 23.8%.

Management and maintenance history

Three of the four swimming pool sites in the Borough are owned by BBC; two are managed by Everyone Active. One pool is privately owned and managed by David Lloyd. Basildon Sporting Village has the most modern facilities and pools in the Borough. It was built in 2011 as part of a new sporting complex at an overall cost of £38m. It includes a 50m pool, learner pool (17m by 9m) and a seating gallery which can accommodate 400 people. Wickford Swim and Fitness Centre, also managed by Everyone Active, received £2.4m investment in 2012; this was primarily focused on adding health and fitness provision at the site. As part of the investment, swimming pool tiles were replaced and the changing rooms were refurbished.

Billericay Pool is also owned by BBC but is managed by First Strokes. Over the last nine years, First Strokes has invested c. £38,000 in the venue including installation of a new reception. The pool and changing rooms, however, are still in poor condition, as illustrated above.

BBC acknowledges that the facility needs to be retained as a community facility. In order for this to happen it urgently requires £600,000 of investment and a future £600,000 to ensure the pool becomes an attractive sustainable facility. It has recently commissioned a feasibility study to evaluate potential options for the site. This report is due early in the September 2018 with a decision by Council to follow. There is clearly a demand for a swimming pool in

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the area which is assessed to be at least a four lane pool (due to current levels of demand) but a feasibility study is being undertaken which will provide much greater insight into any additional demand. The population of Billericay is 34,953 (MYE 2016) which would suggest that at least a six lane pool with teaching water will be needed. The results of the feasibility study are awaited.

Facilities offering learn to swim programmes

The audit also identified several school pools are used for private swimming lessons i.e. are hired (evenings and weekends) to private swimming organisations to run extensive lesson programmes. Thus, while not fully community available, they do offer opportunity to different market segments to access water and to learn to swim. Site assessments were undertaken at all sites apart from Basildon Lower Academy, where access was not granted.

Figure 5.6: Swimming pools which offer learn to swim programmes

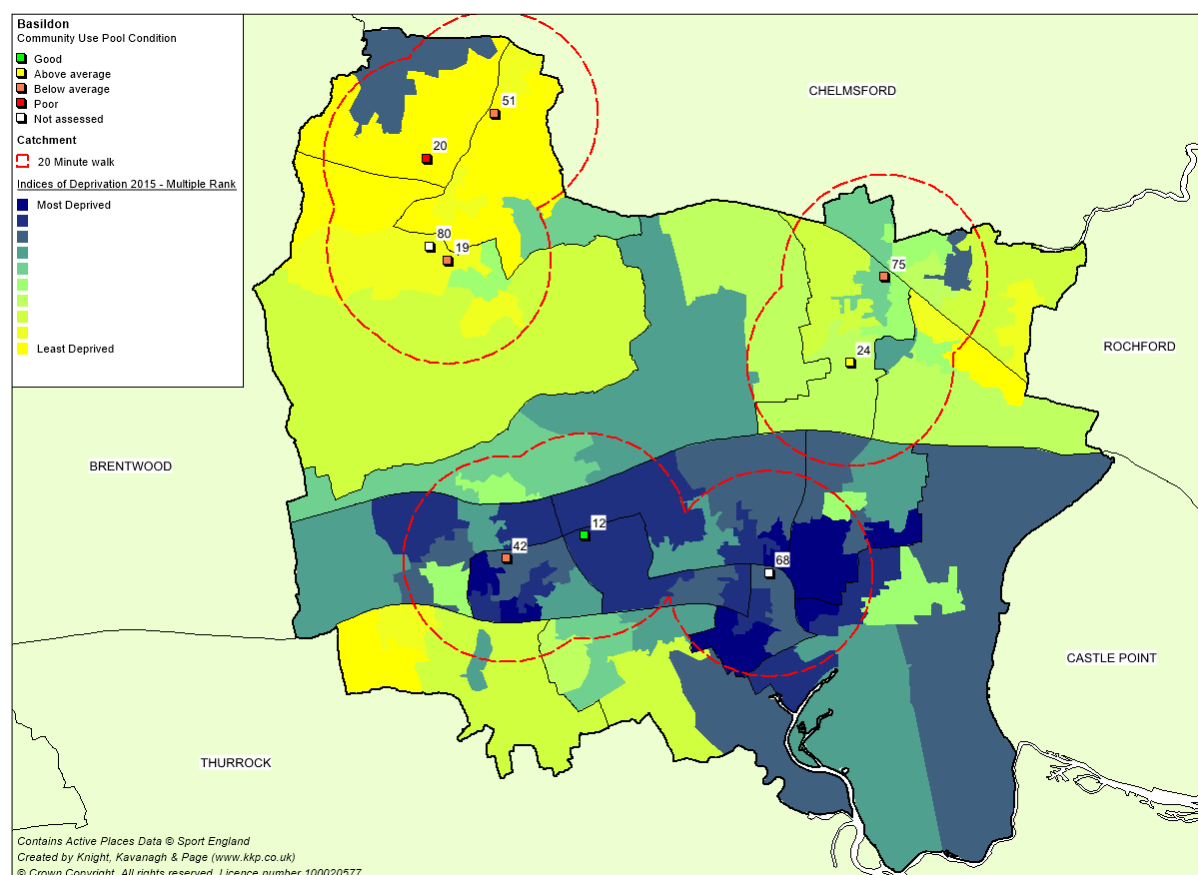


Table 5.6: Basildon school pools by condition

| ID | Site title | Facility condition | |
|----|---------------------------|--------------------|---------------|
| | | Pool | Changing |
| 20 | Billericay Sports Centre | Below average | Below average |
| 24 | Castledon School* | Above average | Not assessed |
| 42 | James Hornsby High School | Below average | Good |

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| ID | Site title | Facility condition | |
|----|----------------------------|--------------------|---------------|
| | | Pool | Changing |
| 51 | Mayflower High School | Below average | Above average |
| 68 | The Basildon Lower Academy | Not assessed | Not assessed |
| 80 | Quilters Infant School | Not assessed | Not assessed |

(* Castledon, Quilters Infant School and Mayflower are smaller than 160m² but offers a significant learn to swim programmes)

Table 5.6 above illustrates the six sites which offer swimming lessons. The quality of all school pools is below average, apart from Castledon (rated above average). The FPM identifies that the average age of these pools is over 30 years of age, and site consultation indicated a lack of investment, which reflects the low rating score.

Swimming pool lesson programme

As highlighted earlier there is a high level of demand for swimming lessons within the Borough. Everyone Active reports strong demand for swimming lessons at both its sites, and First Strokes (which manages Billericay Swimming Pool) also has over 1,200 individuals undertaking swimming lessons on a weekly basis.

A number of private companies hire school pools. Examples can be found at Billericay Sports Centre and the Mayflower School. Billericay Sports Centre leases its pool to Stratus Swim School. Stratus delivers lessons between 16:30 - 21:00 Monday to Friday and all day each Saturday. Consultation indicates that it has c.600 weekly swimmers (it caters for both children and adults).

The Mayflower School employs a swimming instructor internally, and delivers a community learn to swim programme five days per week. It is reported that this programme has a weekly throughput of c.300 swimmers. Other school pools also report high levels of swim lesson utilisation during the evening and weekends via private swimming companies. This includes Castledon Swim School which offers lessons via 'Little Otters' with c.100 participants. In addition, Castledon also offers adult classes including aqua aerobics.

If school pools are included in the accessibility analysis, nearly three quarters (72.12%) of the population reside within a 20 minute walk of a swimming pool; more than double the 35.1% living within one mile of a community available swimming pool identified above. Of those who live in the Authority's most deprived areas, c. 90% live within one mile of a pool offering a swimming lesson programme (significantly more than the 23% currently living within one mile of a community available pool). Appendix 5 identifies the accessibility analysis in more detail.

Neighbouring facilities

Accessibility is also influenced by facilities within easy reach of the Borough.

Table 5.7: Community available swimming pools within a 2 mile catchment – Basildon

| ID | Active Places site title | Lanes/length | Access type | Local authority |
|----|----------------------------------|--------------|-----------------------|-----------------|
| P1 | Woodlands School Hutton Manor | 4 x 25m | Sports club/CA* | Brentwood |
| P2 | Virgin Active Club (Thundersley) | 5 x 25m | Registered Membership | Castle Point |

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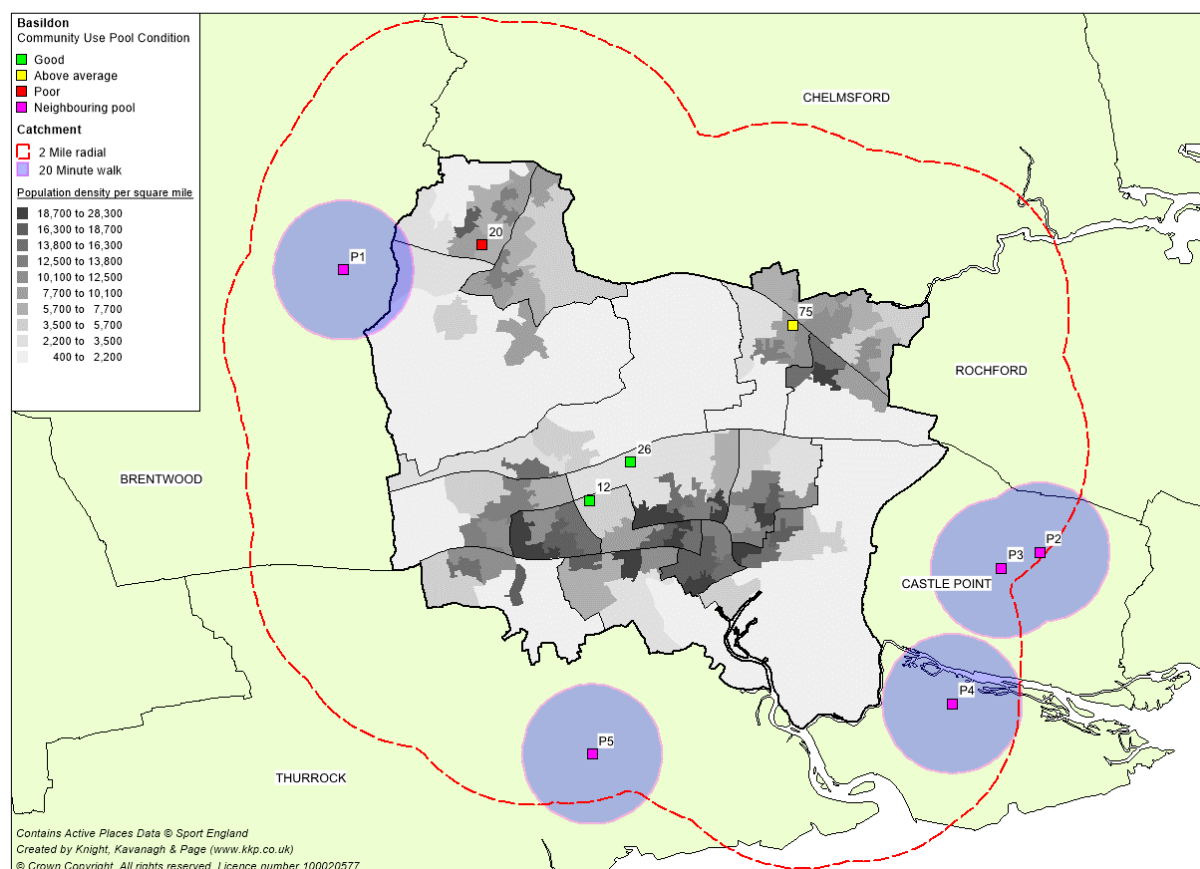
| ID | Active Places site title | Lanes/ length | Access type | Local authority |
|-----------|---------------------------------|--------------------------|-----------------------|----------------------------|
| P3 | Runnymede Pool | 6 x 25m | Pay and Play | Castle Point |
| P4 | Waterside Farm Leisure Centre | 6 x 25m | Pay and Play | Castle Point |
| P5 | Impulse Leisure (Corringham) | 6 x 25m | Registered Membership | Thurrock |

(* Community association)

Figure 5.7 and Table 5.8 indicate pools within two miles of the Authority boundary

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Figure 5.7: Community available pools and those within a two mile catchment of Basildon.



Of the five within the catchment, three are located to the south east in Castle Point, one to the south in Thurrock and one to the west in Brentwood. There is provision immediately to the north in the authority of Chelmsford. Two pools provide pay and play access and are classed as community available (Waterside Farm Leisure Centre and Runnymede Swimming Pool). In the context of demand for swimming pools, the FPM identifies the following:

Table 5.8: Demand findings from the FPM in Basildon

| | FPM 2017 |
|---|-------------|
| Total demand | 12,034 vppw |
| Satisfied demand | 96% |
| Satisfied demand retained within Basildon | 87.4% |
| Levels of unmet demand | 4% |
| Unmet demand of residents living outside catchment of a swimming pool | 98.4% |
| Used capacity | 66.7% |
| Imported use | 25% |

Table 5.8 indicates that used capacity of pools in Basildon is currently 66.7%, suggesting some available capacity before they are considered to be full (based on the Sport England figure of 70%). This is high compared to Brentwood (46.2%) and Rochford (50%) but lower

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than Castle Point (71.2%), Thurrock (75.7%) and Southend (78.6%). Pools with the highest used capacity are Basildon Lower Academy (100%) and Basildon Sporting Village (86%).

NGB and swimming club key issues

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

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

It considers all usable swimming pools in South Essex to be important for the sport and focuses on providing adequate water space for the relevant population. Local authority pools are of particular importance to the Swim England given their ability to support its key objectives to increase participation and support the talent base (club usage). It should be noted that no capital funding is available from the NGB, however, by working closely with Sport England it aims to target funding at projects that will have the greatest impact on increasing participation and benefit the sport and its clubs.

Swim England highlights two key facilities within South Essex; Basildon Sporting Village and Southend Leisure and Tennis Centre. Basildon Sporting Village is a regional centre for swimming and Southend Leisure and Tennis Centre is a regional and elite centre for diving. Other sites in the area offer cause for concern, mainly due to their age; these are predominantly education site based. There is a view that swimming pool provision could deteriorate rapidly without a commitment to maintain or replace pools where possible.

The NGB reports regional variance in water supply. Generally, there is a water deficit in the east of the South Essex region (Southend and Rochford) while the authorities in the west of the South Essex region (Basildon and Castle Point) have a surplus.

Swim England also supports clubs with coaching and pool time. It identifies key challenges to be club workforce development, ensuring that pool operators keep hire charges at a reasonable price and offering clubs peak time slots to allow them to develop.

Club Consultation

Basildon and Phoenix Swimming Club is the only club affiliated to Swim England in the Borough. It was formed in 2011 via the merger of Basildon and Phoenix swimming clubs. It trains at the Sporting Village where it uses over 20 (main pool) hours a week, including both long and short course sessions. It has c.350 members including junior, performance and masters sections. The performance squad currently has 10 athletes on the Team Great Britain Swimming talent pathway.

The Club reports having a good relationship with both BBC and Everyone Active, with the latter transitioning competent swimmers from its learn to swim programme ensuring a development pathway at the site. It competes in three leagues; the Essex Mini League,

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Arena League and also Speedo National League as well as hosting nine long course regional open galas per year.

Consultation indicates that the Club has adequate pool time and a positive workforce; however, it would like attract additional volunteers to support its continued development.

Table 5.9: Market segmentation for swimming and likely target audiences in Basildon

| Swimming |
|---|
| <ul style="list-style-type: none"> ◀ 13.9% (18,216) of people currently swim and a further 13.9% (18,290) indicate that they would like to, giving an overall total of 27.8% (36,507). ◀ Nationally, 25.3% of Alison's swim, the largest proportion of any group swimming, closely followed by the Chloe segment at 24.1%. ◀ Groups with highest number of swimmers in Basildon are Tim's (10.0%) and Alison's (9.0%). ◀ Groups with the most people who would like to swim are Paula (9.2%) and Jackie (8.3%). ◀ The main group to target, for additional swimmers due to size and interest is, therefore, Paula. |

5.3: Supply and demand analysis

Supply and demand analysis indicates the following:

- ◀ The FPM calculates a potential pool capacity of 20,667 vpwpp compared to demand of 12,034 vpwpp. This suggests a relatively large supply demand balance of water space when the needs of Basildon residents are considered against the direct supply in Basildon itself. This equates to 387 m² of water space or just over seven lanes of a 25m pool.
- ◀ The FPM indicates that the average age of Basildon swimming pools is over 31 years. This will affect the user experience as time progresses.
- ◀ Average facility utilisation is just below the Sport England comfort level of 70%, recorded at 66%, indicating some available capacity to be filled.
- ◀ Used capacity varies in the Borough, however, swimming pools which are operating at above the Sport England comfort factor are Basildon Lower Academy (100%) and Basildon Sporting Village (86%).

5.4 Swimming lessons analysis

Swimming lesson data was provided by Everyone Active on behalf of BBC. It illustrates the geographical spread of swimming lesson participants at both BSV and Wickford Swim based on 2018 data. Data supplied indicates that, there are c.4,200 members currently participate in swimming lessons across the two sites, of which approximately 75% (3,120) reside in the Authority.

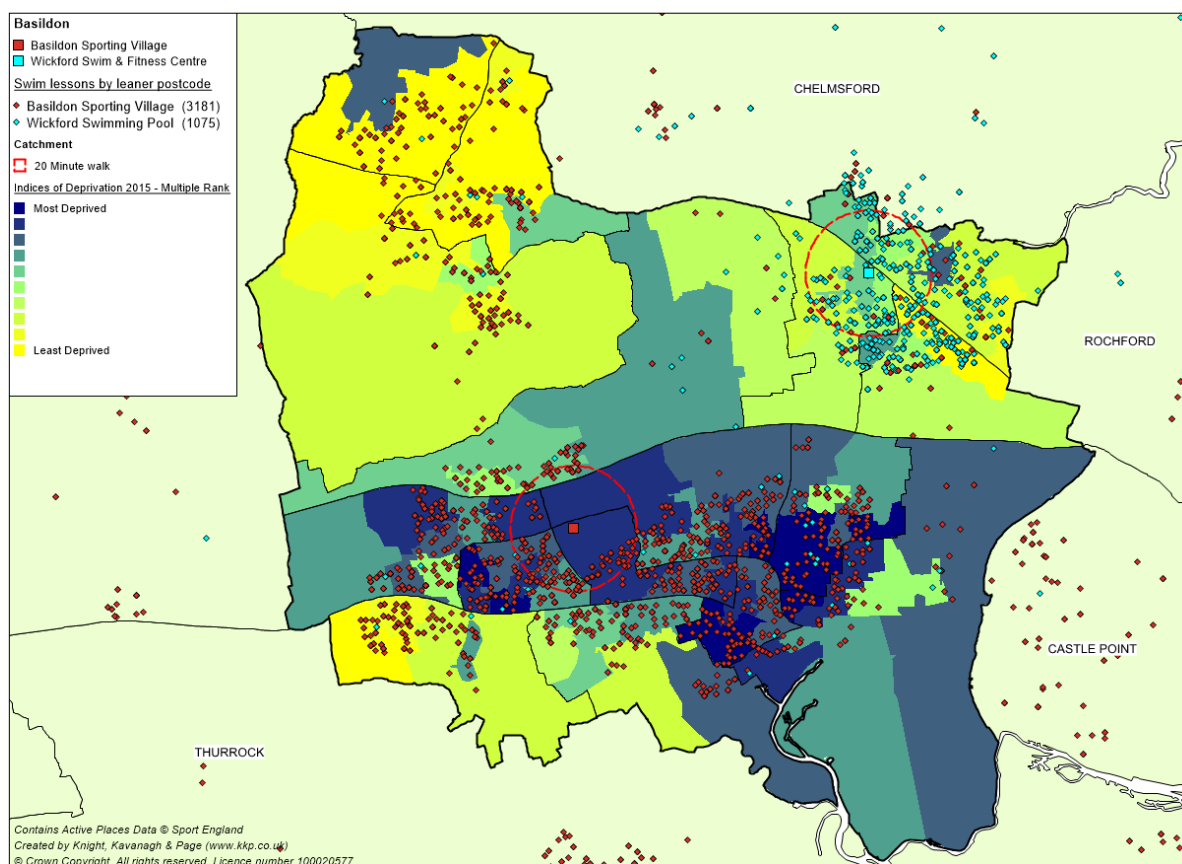
Table 5.10 identifies that over one third (35%) of Wickford Swim and Fitness Centre swimming lesson participants reside within a mile of the facility indicating its importance to the local community; whereas BSV has a wider appeal with only 9% residing within one mile of it. Further, BSV attracts over 20% of the swimming lesson programme from outside of the Borough indicating its importance to the wider area.

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Table 5.10: Catchment analysis of swimming lessons in Basildon

| Basildon centre | Within 1 mile radial | | Beyond 1 mile radial | |
|----------------------------------|----------------------|-----|----------------------|-----|
| | # | % | # | % |
| Basildon Sporting Village | 198 | 9% | 2,016 | 91% |
| Wickford Swim and Fitness Centre | 315 | 35% | 591 | 65% |

Figure 5.8: Catchment analysis of swimming lessons in Basildon



BSV attracts 31.9% of its residents to its swimming lessons who live in areas of higher deprivation compared to the 24.1% who reside in the Borough, suggesting that the lessons are accessible to this community. Wickford only attracts 3.5% of its residents from areas of higher deprivation, however, this may be to the localised nature of people attending lessons as the facility is not located in or has areas of high deprivation immediately around it. It is incumbent on the operator to continue to monitor swimming lesson programmes and ensure that they continue to attract children, in particular, from harder to reach groups.

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Table 5.11: Swimming lessons set against IMD data for residents in Basildon

| Indices of Multiple Deprivation 2015 10% bands | Basildon | | Basildon Sporting Village | | Wickford Swimming Pool | |
|--|-----------------------|---------------|---------------------------|---------------|------------------------|---------------|
| | Population (mid-2012) | % | Members | % | Members | % |
| 00 - 10% | 19,425 | 11.0% | 249 | 11.2% | 16 | 1.8% |
| 10 - 20% | 23,068 | 13.1% | 458 | 20.7% | 15 | 1.7% |
| 20 - 30% | 26,089 | 14.8% | 391 | 17.7% | 42 | 4.6% |
| 30 - 40% | 23,206 | 13.1% | 371 | 16.8% | 57 | 6.3% |
| 40 - 50% | 11,195 | 6.3% | 111 | 5.0% | 123 | 13.6% |
| 50 - 60% | 12,915 | 7.3% | 124 | 5.6% | 164 | 18.1% |
| 60 - 70% | 8,538 | 4.8% | 46 | 2.1% | 145 | 16.0% |
| 70 - 80% | 15,232 | 8.6% | 109 | 4.9% | 152 | 16.8% |
| 80 - 90% | 13,711 | 7.8% | 152 | 6.9% | 93 | 10.3% |
| 90 - 100% | 23,095 | 13.1% | 203 | 9.2% | 99 | 10.9% |
| Total | 176,474 | 100.0% | 2,214 | 100.0% | 906 | 100.0% |

5.5: Sport England's facilities calculator (SFC)

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

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

Table 5.12: Sports Facilities Calculator

| | Population 2016 (MYE) | Population estimate 2037 |
|--|-----------------------|--------------------------|
| ONS population projections | 183,378 | 214,718 |
| Population increase | - | 31,340 |
| Facilities required to meet additional demand | | 6.38 lanes |
| Cost | | £5,926,831 |

Calculations assume that the current swimming pool stock remains available for community use and the quality remains the same. It appears that the projected increase in population will lead to an increase in demand for swimming pool space. The SFC indicates the demand generated by the increase in population equates to an additional 6.38 swimming lanes, up to 2037, which is estimated to cost £5.9m.

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It should be noted that both the FPM and KKP's audit identify a current small supply demand balance (based on the Sport England comfort factor), so the above does not mean that a seven lane pool is necessarily needed to accommodate projected demand.

5.6: Summary of key facts and issues

Quantity

- ◀ The audit identified four swimming pools on four sites. These are located in Basildon, (David Lloyd and BSV), Wickford and Billericay. These serve the Borough's three main towns.
- ◀ It is acknowledged that other swimming pools add to the facility mix and the FPM identifies 10 pools on eight sites. Some of these have restricted membership and monthly member's fees.
- ◀ There are, for example, seven pools which provide extensive learn to swim programmes. A number of school pools are hired out by companies running swimming schools.

Quality

- ◀ Swimming pool quality varies. Basildon Sporting Village and David Lloyd are the only facilities rated as good.
- ◀ Billericay is rated as poor quality. A feasibility study is currently being undertaken in respect of future options for Billericay Swimming Pool and to gauge what type of facility will be required for the town.

Accessibility

- ◀ Each of the three main towns has a community available pool with c. 38% of the population living within a mile of a swimming facility.
- ◀ 23.8% of residents living in areas of higher deprivation live within one mile of a community available swimming pool; four fifths do not.
- ◀ There are over 70% of residents live within one mile of a pool offering swimming lessons with over 90% of people who live in areas of higher deprivation (23% of the population) live within one mile of a pool offering swimming lessons.

Availability

- ◀ The FPM reports a relatively large supply demand balance of water space in the Authority although Basildon Sporting Village is considered above comfortable capacity with 86% utilisation.
- ◀ A joining fee and monthly membership fee is required for facilities at David Lloyd. In comparison other facilities in the area, the costs are relatively high.

Other

- ◀ Basildon and Phoenix Swimming Club is the only affiliated swimming club in the Borough. It has a reported membership of 350.

SECTION 6: HEALTH AND FITNESS SUITES

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

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

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

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

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

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

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

6.1: Supply

Quantity

There are currently 21 health and fitness suites in Basildon with a total of 1,897 stations. Some have restrictions with regard to membership/registration fees or are not available to the public on a pay and play basis. Figure 6.1 illustrates that areas of higher population density, within the Authority, are serviced by a number of health and fitness facilities.

BASILDON BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure 6.1: All health and fitness facilities in Basildon

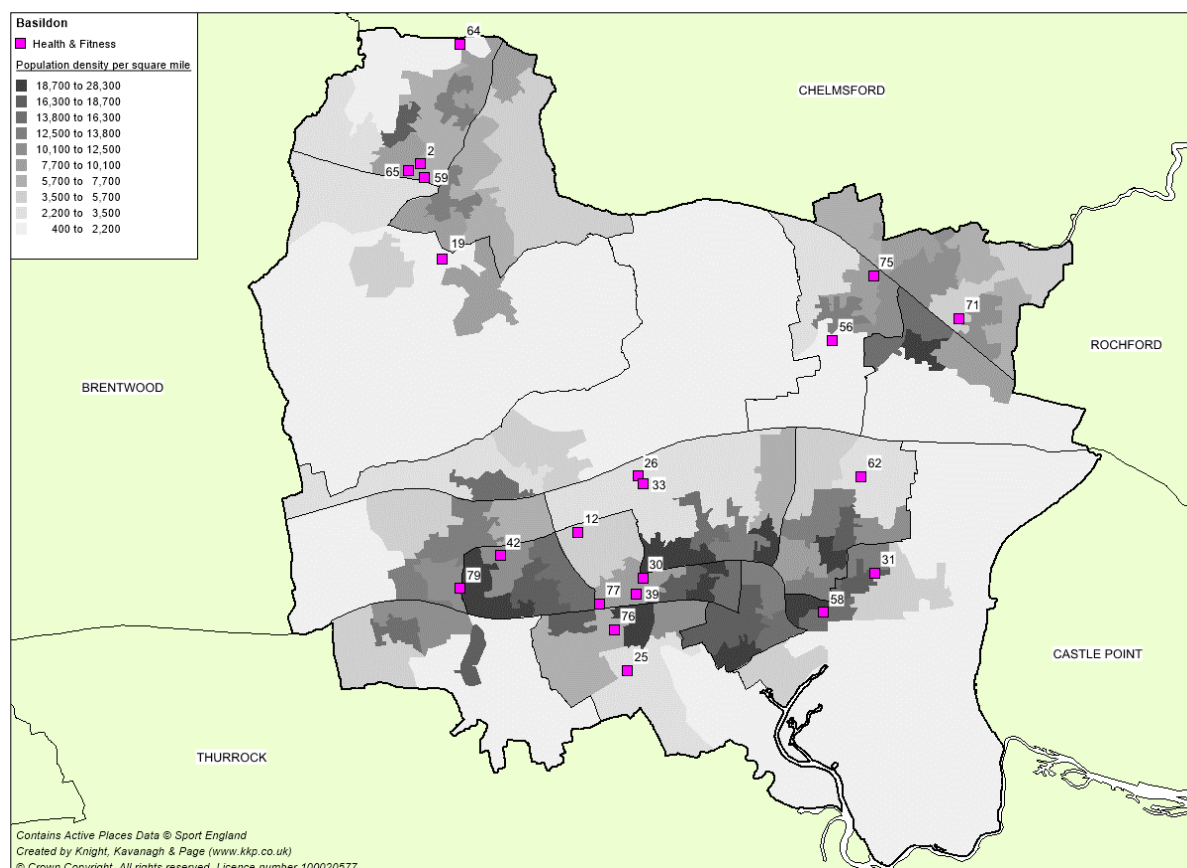


Table 6.1: All health and fitness provision in Basildon

| ID | Site name | Stations | ID | Site title | Stations |
|--------------|--|----------|----|---------------------------------------|---------------|
| 2 | Agila Gym | 100 | 58 | Pulse Health Studio & Gym (The Place) | 25 |
| 12 | Basildon Sporting Village | 86 | 59 | Pure Gym (Billericay) | 220 |
| 19 | Billericay Sports Centre | 24 | 62 | Ripped Gym (Basildon) | 107 |
| 25 | Club Kingswood | 130 | 64 | Stock Brook Country Club | 75 |
| 26 | David Lloyd Club (Basildon) | 250 | 65 | Studio 360 Fitness | 60 |
| 30 | Energie Fitness (Basildon) | 60 | 71 | The Gym Hub | 90 |
| 31 | Eversley Leisure Centre | 65 | 75 | Wickford Swim & Fitness Centre | 65 |
| 33 | Fitness First Health Club (Basildon) | 120 | 76 | Woodlands School | 16 |
| 39 | Gym4All (Basildon) | 300 | 77 | Snap Fitness 24/7 | 50 |
| 42 | James Hornsby High School | 12 | 79 | Laindon Community Centre | 15 |
| 56 | Nuffield Health At Bromfords Sports Centre | 27 | | | |
| Total | | | | | 1, 897 |

BASILDON BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Quality

A non-technical assessment of all health and fitness facilities containing 20+ fitness stations was undertaken in November 2017. The assessment covered 1,854 stations over 18 sites.

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

| ID | Site title | Stations | Condition |
|--------------|--|--------------|---------------|
| 2 | Agila Gym | 100 | Below average |
| 12 | Basildon Sporting Village | 86 | Good |
| 19 | Billericay Sports Centre | 24 | Above average |
| 25 | Club Kingswood | 130 | Above average |
| 26 | David Lloyd Club (Basildon) | 250 | Good |
| 30 | Energie Fitness (Basildon) | 60 | Good |
| 31 | Eversley Leisure Centre | 65 | Above average |
| 33 | Fitness First Health Club (Basildon) | 120 | Above average |
| 39 | Gym4All (Basildon) | 300 | Above average |
| 56 | Nuffield Health At Bromfords Sports Centre | 27 | Above average |
| 58 | Pulse Health Studio & Gym (The Place) | 25 | Poor |
| 59 | Pure Gym (Billericay) | 220 | Good |
| 62 | Ripped Gym (Basildon) | 107 | Below average |
| 64 | Stock Brook Country Club | 75 | Good |
| 65 | Studio 360 Fitness | 60 | Above average |
| 71 | The Gym Hub | 90 | Above average |
| 75 | Wickford Swim & Fitness Centre | 65 | Good |
| 77 | Snap Fitness 24/7 | 50 | Good |
| Total | | 1,854 | |

Table 6.3 Quality rating of health and fitness suites in Basildon

| Quality rating of assessed health and fitness suites | | | |
|--|---------------|---------------|------|
| Good | Above average | Below average | Poor |
| 7 | 8 | 2 | 1 |

Seven sites are rated good and eight above average. Only two are rated below average (Ripped Gym, Basildon and Agila Gym). One; Pulse Health Studio & Gym in Pitsea, is poor.

Accessibility

Like swimming pools and sports halls, walk and drive-time accessibility standards are applied to health and fitness suites to determine provision deficiencies or surpluses. The normal acceptable standard is a 20 minute walk time (one mile radial catchment) for an urban area and a 20 minute drive time for a rural area. Due to the urban nature of the borough; Figure 6.2 below shows both the 20 minute walk time from each health and fitness facility (20+ stations) and the breakdown of deprivation within that catchment.

BASILDON BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

BASILDON BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure 6.2: Health and fitness suites with 20 minute walk radial catchment

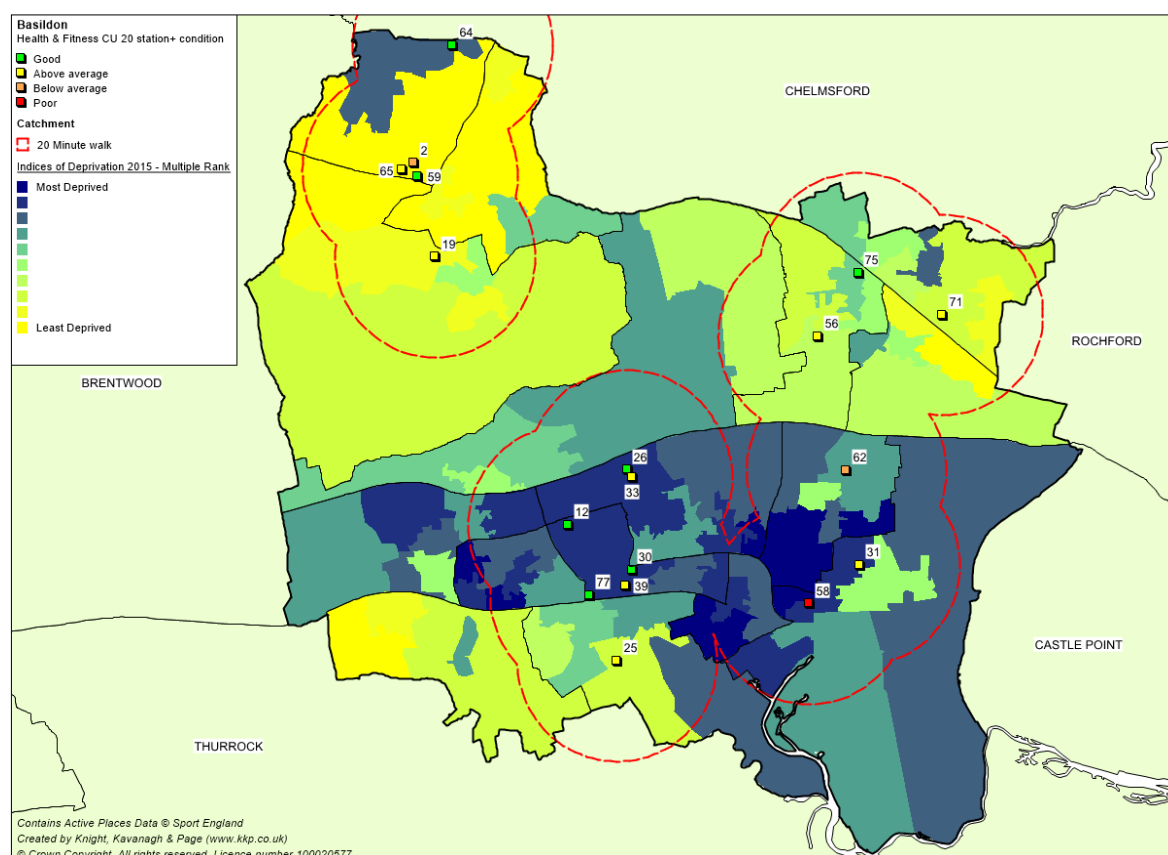


Table 6.4 Health and fitness suites set against IMD

| IMD 2015 10% bands | Basildon | | Health & fitness with community use (min 20 stations) catchment populations by IMD | | | |
|--------------------|----------------|---------------|--|-----------------------|---------------------------|------------------------|
| | Persons | Population % | Persons inside catchment | Population inside (%) | Persons outside catchment | Population outside (%) |
| 0 - 10 | 19,425 | 11.0% | 17,315 | 9.8% | 2,110 | 1.2% |
| 10.1 - 20 | 23,068 | 13.1% | 18,979 | 10.8% | 4,089 | 2.3% |
| 20.1 - 30 | 26,089 | 14.8% | 19,685 | 11.2% | 6,404 | 3.6% |
| 30.1 - 40 | 23,206 | 13.1% | 16,901 | 9.6% | 6,305 | 3.6% |
| 40.1 - 50 | 11,195 | 6.3% | 8,070 | 4.6% | 3,125 | 1.8% |
| 50.1 - 60 | 12,915 | 7.3% | 10,542 | 6.0% | 2,373 | 1.3% |
| 60.1 - 70 | 8,538 | 4.8% | 6,840 | 3.9% | 1,698 | 1.0% |
| 70.1 - 80 | 15,232 | 8.6% | 9,796 | 5.6% | 5,436 | 3.1% |
| 80.1 - 90 | 13,711 | 7.8% | 10,209 | 5.8% | 3,502 | 2.0% |
| 90.1 - 100 | 23,095 | 13.1% | 19,825 | 11.2% | 3,270 | 1.9% |
| Total | 176,474 | 100.0% | 138,162 | 78.3% | 38,312 | 21.7% |

BASILDON BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

78% of the population lives within a 20 minute walk of health and fitness provision and of those who live within the Authority's most deprived areas, c. 85% (36,294) live within one mile of a health and fitness facility.

The majority of residents living in the Borough's most deprived areas have health and fitness in relatively close proximity. This does not necessarily make them available as this does not take account of the cost of use or restricted memberships. All Borough residents live within a 20 minute drive of a health and fitness facility.

Availability and programming

The Sport England classification of access type defines registered membership use facilities as publicly available. For health and fitness suites, this generally means a monthly membership fee, which can vary considerably in cost. It is acknowledged that some memberships which may be considered expensive offer access to different market segments, suggesting that they ease pressure on more accessible facilities (i.e. those with cheaper membership options). A breakdown of membership choices is illustrated below.

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

| Site Name | Pay & Play | Monthly | 12 months | GP Referrals |
|--|------------|---------|-----------|--------------|
| Agila Gym | Y | Y | Y | N |
| Basildon Sporting Village | Y | Y | Y | Y |
| Billericay Sports Centre | Y | Y | Y | N |
| Club Kingswood | N | Y | Y | N |
| David Lloyd club (Basildon) | N | Y | Y | N |
| Energie fitness (Basildon) | N | Y | Y | N |
| Eversley Leisure Centre | Y | Y | Y | Y |
| Better Gym | N | Y | Y | N |
| Gym4all (Basildon) | N | Y | Y | N |
| Nuffield Health at Bromfords Sports Centre | N | Y | Y | N |
| Pulse Health Studio and Gym (The Place) | Y | Y | Y | N |
| Pure Gym (Billericay) | N | Y | Y | N |
| Ripped Gym (Basildon) | Y | Y | Y | N |
| Stock Brook Country Club | N | Y | Y | N |
| Studio 360 Fitness | Y | Y | Y | N |
| SNAP Fitness 24/7 | N | Y | Y | N |
| The Gym Hub | N | Y | Y | N |
| Wickford Swim and Fitness Centre | Y | Y | Y | N |

This shows that all venues offer monthly and annual membership options, however, fewer than half offer pay and play access. There are two sites which provide an exercise referral programmes. Basildon Sporting Village delivers a GP Referral Programme. This is a 10 week course providing one-to-one support to individuals referred by a doctor. Individuals pay £4.05 rather than the listed price of £6.20 for each session. The majority of doctor's surgeries in the Borough are registered with the programme.

BASILDON BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Eversley Leisure Centre provides a cancer exercise referral scheme. This is a programme delivered by specialist cancer rehabilitation instructors providing activities helping individuals become active both during and after treatment. Activities are tailored to each individual, accommodating all levels of fitness and ability.

Table 6.6 identifies monthly fees sub divided into five price categories. It is acknowledged that facilities offer different membership options and undertake specific promotions at different times of the year. To allow for direct comparison the table lists the monthly direct debit fee based on an annual peak membership.

Table 6.6: Monthly Adult Gym Membership Prices in Basildon

| Monthly price band | Facility |
|--------------------|--|
| < £20.00 | Billericay Sports Centre, The Gym Hub, Gym4All (Basildon), Snap Fitness 24/7, Energie Fitness, |
| £21.00-£30.00 | Agila Gym, Pulse Health Studio and Gym, Better Gym, SNAP 24/7 Fitness, Pure Gym (Billericay), Eversley Leisure Centre. |
| £30.00-£40.00 | Studio 360 Fitness, Ripped Gym, Wickford Swim and Fitness Centre |
| £40.00-£50.00 | Basildon Sporting Village |
| £50.00> | David Lloyd*, Stock Brook Country Club*, Club Kingswood* |

(* Joining fee applicable)

Billericay Sports Centre has the cheapest monthly package (priced at £15.00). However, access to this facility is restricted to evenings and weekends as it is located on a school site. Budget gyms in the Authority also provide memberships for less than £20.00 per month. The most expensive facility is David Lloyd, Basildon; priced at £95.00 per month. All three of the most expensive gyms also require additional joining fees. The most expensive joining fee is Stock Brook Country Club (£200.00). It is recognised that these facilities offer membership to certain sections of the community but are not necessarily available to much of the population.

Although all sites provide cardio and fitness stations, certain venues also deliver a range of fitness classes which can reflect price variation. For example, SNAP Fitness 24/7 only provides cardio equipment whereas other sites offer health and fitness classes. Basildon Sporting Village has the most extensive programme of all the listed sites; its programme includes Body Balance, yoga and spinning at both off peak and peak periods.

In addition to the costs identified in Table 6.6, a number offer junior and/or other concessionary membership packages. Everyone Active sites offer a 'Junior Gym Package' available for people aged between 11-16 years of age at all three sites. This includes two instructed gym sessions per week as well as enabling junior members to access each site with an adult member at any time. The cost for this monthly membership is £13.99. Billericay Sports Centre also offers a junior package for anyone over the age of 11, which is priced at £10.00 per month.

Neighbouring authorities

BASILDON BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Thirteen facilities are located within a two mile radius of the Basildon border; the majority to the east and south east of the Authority. There is one facility to the south in Thurrock and one to the north in Chelmsford. There are no health and fitness facilities within two miles to the west of the Authority. Four sites identified offer pay and play access, the largest of which is Waterside Farm Leisure Centre, Castle Point with 80 stations.

Figure 6.3 (overleaf) illustrates the health and fitness facilities located within two miles of the Borough boundary. The two mile border is meant to be indicative of how far people might be likely to travel and serves as an example only.

Figure 6.3: Neighbouring health and fitness suites within 2 miles of Basildon

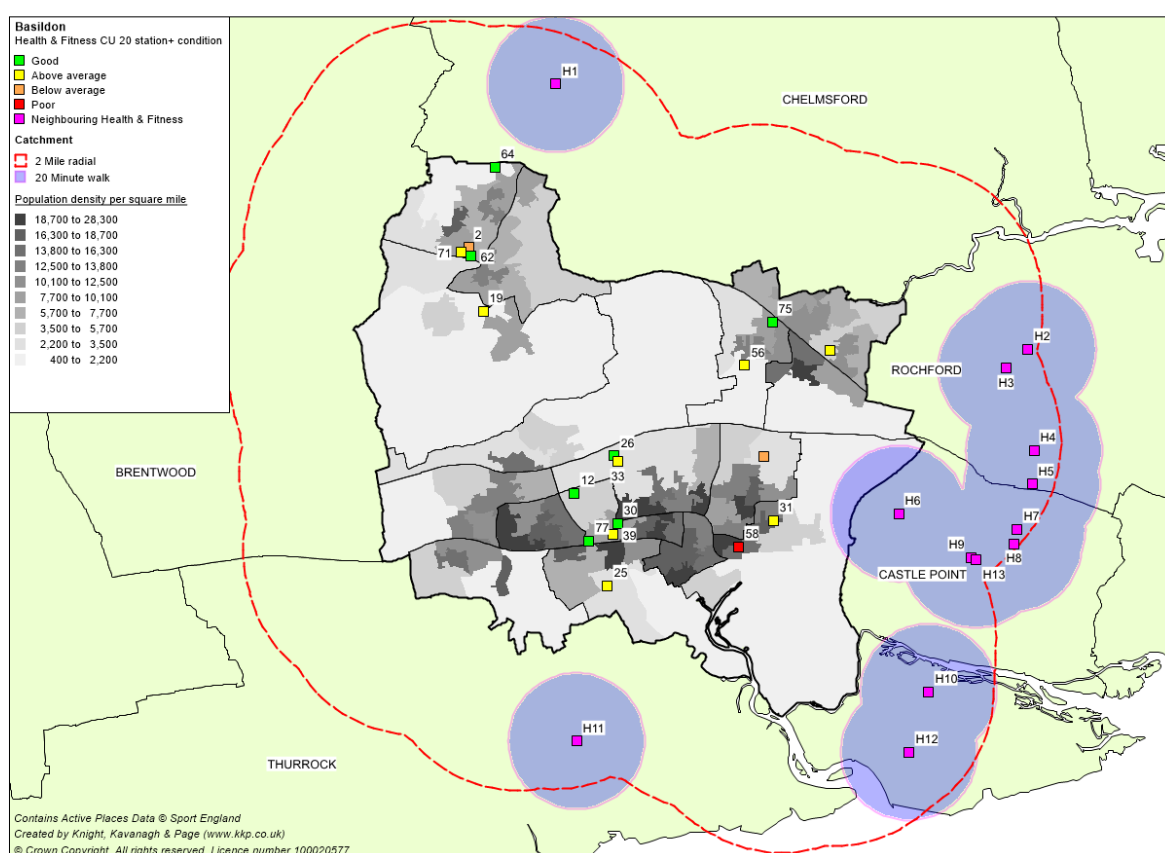


Table 6.7: Health and fitness suites within 2 miles of Basildon

| Map ID | Active Places Site Name | Stations | Access Type | Local Authority |
|--------|-----------------------------|----------|-----------------------|-----------------|
| H1 | Greenwood Health Spa | 21 | Registered Membership | Chelmsford |
| H2 | Fungi Fitness | 40 | Registered Membership | Rochford |
| H3 | Rayleigh Leisure Centre | 42 | Pay and Play | Rochford |
| H4 | Titans Health & Fitness | 23 | Registered Membership | Rochford |
| H5 | Aspire Active | 50 | Registered Membership | Rochford |
| H6 | Oasis Ladies | 26 | Registered Membership | Castle Point |
| H7 | Deanes School Sports Centre | 25 | Pay and Play | Castle Point |

BASILDON BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

| Map ID | Active Places Site Name | Stations | Access Type | Local Authority |
|---------------|----------------------------------|-----------------|-----------------------|------------------------|
| H8 | Virgin Active Club (Thundersley) | 320 | Registered Membership | Castle Point |
| H9 | Seevic College | 24 | Registered Membership | Castle Point |
| H10 | Waterside Farm Leisure Centre | 80 | Pay and Play | Castle Point |
| H11 | Impulse Leisure (Corringham) | 110 | Registered Membership | Thurrock |
| H12 | Island Gym | 210 | Registered Membership | Castle Point |
| H13 | Runnymede Leisure Centre | 70 | Pay and Play | Castle Point |

BASILDON BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Membership analysis

This section analyses membership data of health and fitness facilities for the three sites managed by Everyone Active on behalf of Basildon Council, namely, Basildon Sporting Village, Eversley Leisure Centre and Wickford Swim and Fitness Centre. Fitness members: There are a total of 5,948 memberships of which nearly 80% (4,740) are resident within Basildon and 20% travel from outside the Borough. Just under 1% have invalid postcodes.

Figure 6.4: Age breakdown of all Basildon resident gym members from Everyone Active sites

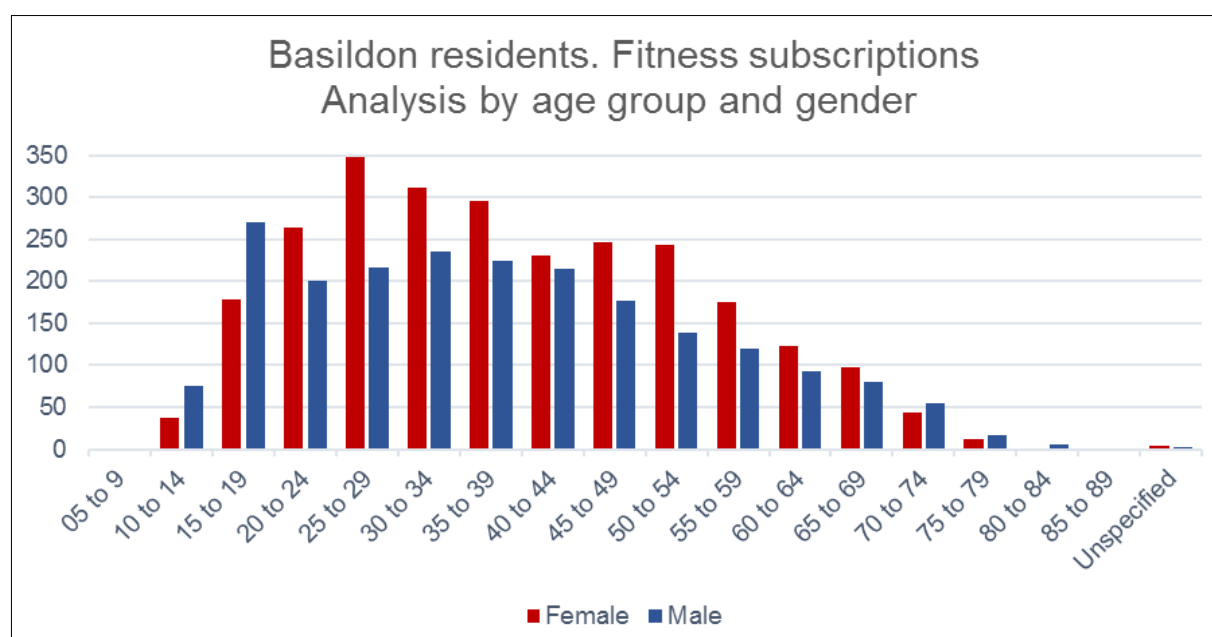


Figure 6.4 illustrates the age breakdown of members who live in Basildon and attend one of the three Everyone Active sites. Female membership is significantly higher than male membership across the majority of age cohorts, apart from 10-14 years and 15 -19 year olds. This suggests that girls and young women are attracted to this form of activity later than boys and young men. There are more females than males in the 25-29 year olds and 30-34 year old cohorts and again in the 50-54 year old cohort in particular.

Further, 11.1% (1,258) of the total membership consists of people aged over 60. It is important, therefore, that facilities and programmes of activity continue to cater for this age group as the proportion of the population accounted for by older people increases.

Table 6.8: One mile catchments from the respective sites for all members

| Basildon centre | Within 1 mile radial catchment | | Outwith 1 mile radial catchment | |
|----------------------------------|--------------------------------|--------|---------------------------------|--------|
| | # | % | # | % |
| Basildon Sporting Village | 415 | 15.58% | 2,248 | 84.42% |
| Eversley Leisure Centre | 407 | 39.25% | 630 | 60.75% |
| Wickford Swim and Fitness Centre | 464 | 44.11% | 588 | 55.89% |

BASILDON BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure 6.5: One mile catchments from the respective sites for all members overlaid on IMD

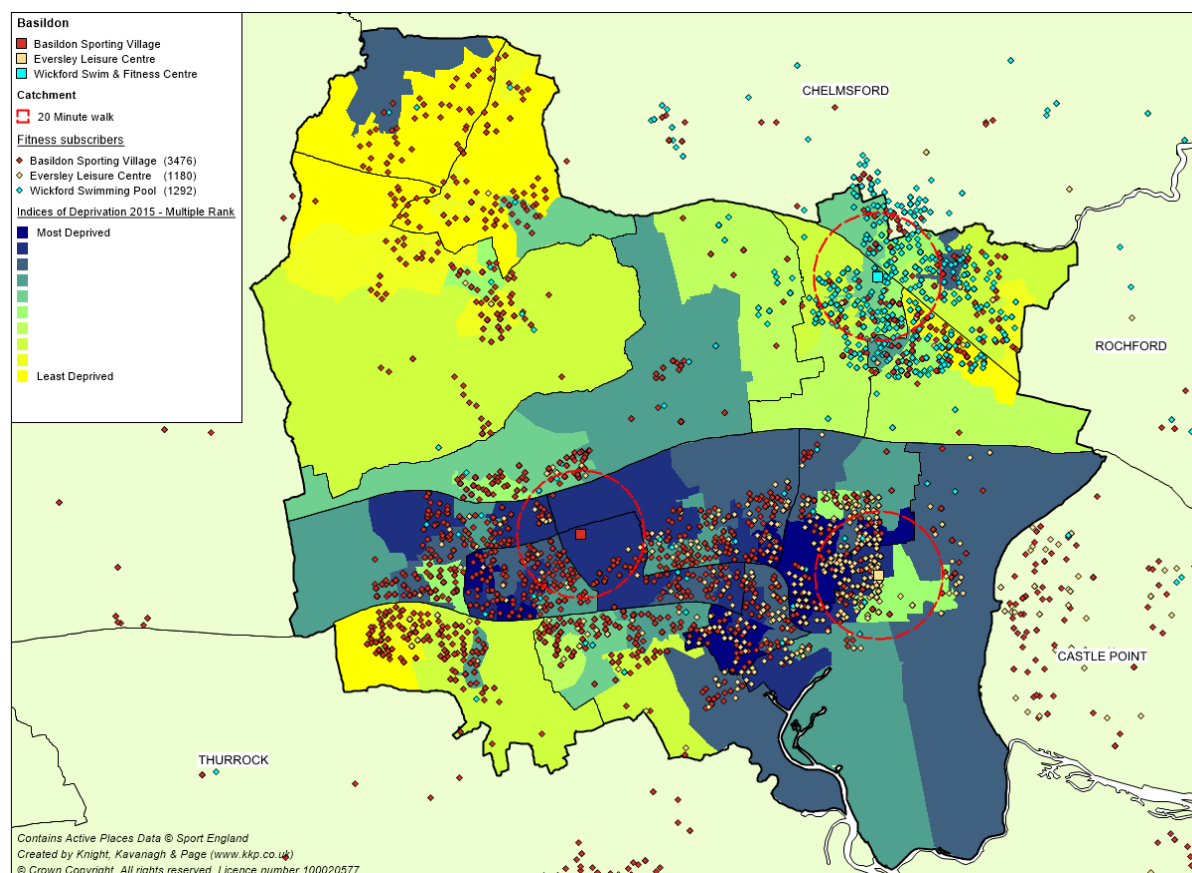


Table 6.9 Breakdown of fitness membership set against IMD data for residents in Basildon within one mile

| Indices of Multiple Deprivation 2015 10% bands | Basildon | | Basildon Sporting Village | | Eversley Leisure Centre | | Wickford Swimming Pool | |
|--|----------------|---------------|---------------------------|---------------|-------------------------|---------------|------------------------|---------------|
| | Pop (mid-2012) | % | # | % | # | % | # | % |
| 00 - 10% | 19,425 | 11.0% | 24 | 6.0% | 97 | 23.8% | 4 | 0.9% |
| 10.1 - 20% | 23,068 | 13.1% | 134 | 33.3% | 187 | 45.9% | 2 | 0.4% |
| 20.1 - 30% | 26,089 | 14.8% | 70 | 17.4% | 27 | 6.6% | 6 | 1.3% |
| 30.1 - 40% | 23,206 | 13.1% | 34 | 8.4% | 17 | 4.2% | 3 | 0.6% |
| 40.1 - 50% | 11,195 | 6.3% | 42 | 10.4% | 2 | 0.5% | 100 | 21.6% |
| 50.1 - 60% | 12,915 | 7.3% | 56 | 13.9% | 73 | 17.9% | 180 | 38.8% |
| 60.1 - 70% | 8,538 | 4.8% | 14 | 3.5% | 1 | 0.2% | 53 | 11.4% |
| 70.1 - 80% | 15,232 | 8.6% | 23 | 5.7% | 2 | 0.5% | 92 | 19.8% |
| 80.1 - 90% | 13,711 | 7.8% | 6 | 1.5% | 1 | 0.2% | 24 | 5.2% |
| 90.1 - 100% | 23,095 | 13.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Total | 176,474 | 100.0% | 403 | 100.0% | 407 | 100.0% | 464 | 100.0% |

BASILDON BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Table 6.9 and Figure 6.5 illustrate that Eversley and Wickford health and fitness facilities attract members within their respective localities i.e., they have a higher percentage of residents who live within a mile compared to Basildon Sporting Village. This may also reflect that Basildon Sporting Village is located in an industrial area of the town. Basildon Sporting Village, however, is popular throughout the Borough, with over four fifths (84%) of the membership residing outside a mile catchment area. It is also noted that the Everyone Active membership (for the three combined sites) is also popular beyond the Basildon boundary with just under one fifth (19.5%) of total membership residing outside the Authority.

As identified above, Basildon Sporting Village and Eversley Leisure Centre are located in areas of higher deprivation. There are 42,493 people living in these areas (using 20% cohort); of these, 158 are members of Basildon Sporting Village and 284 are members at Eversley Leisure Centre which equates to 1.04% of the population in the most deprived areas. It is generally accepted that people living in areas of higher deprivation are not as physically active or healthy as people living in areas of lower deprivation. If Basildon Council wishes to impact significantly on increasing physical activity and getting the inactive active, it will need to consider how it can drive up membership at its key facilities across the Borough.

6.2: Demand

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

To identify the adequacy of the quantity of provision a demand calculation based upon the assumption that 'UK penetration rates' will increase slightly in the future is applied. Population increases are also factored in to enable a calculation of whether supply will meet future demand.

Table 6.10: UK penetration rates; health/fitness in Basildon (ONS Data)

| | Curent (2016) | Future (2037) |
|--|---------------|---------------|
| Adult population | 145,755 | 172,032 |
| UK penetration rate | 15% | 17% |
| Number of potential members | 21,863 | 29,245 |
| Number of visits per week (1.75/member) | 38,261 | 51,180 |
| % of visits in peak time | 65 | 65 |
| No. of visits in peak time (equated to no. of stations required i.e. no. of visits/39 weeks*65%) | 638 | 853 |
| Number of stations with comfort factor | 957 | 1,279 |

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

According to UK penetration rates in 2016, there is a current need for 957 stations across Basildon. This is expected to grow to 1,279 by 2037 taking account of a comfort factor

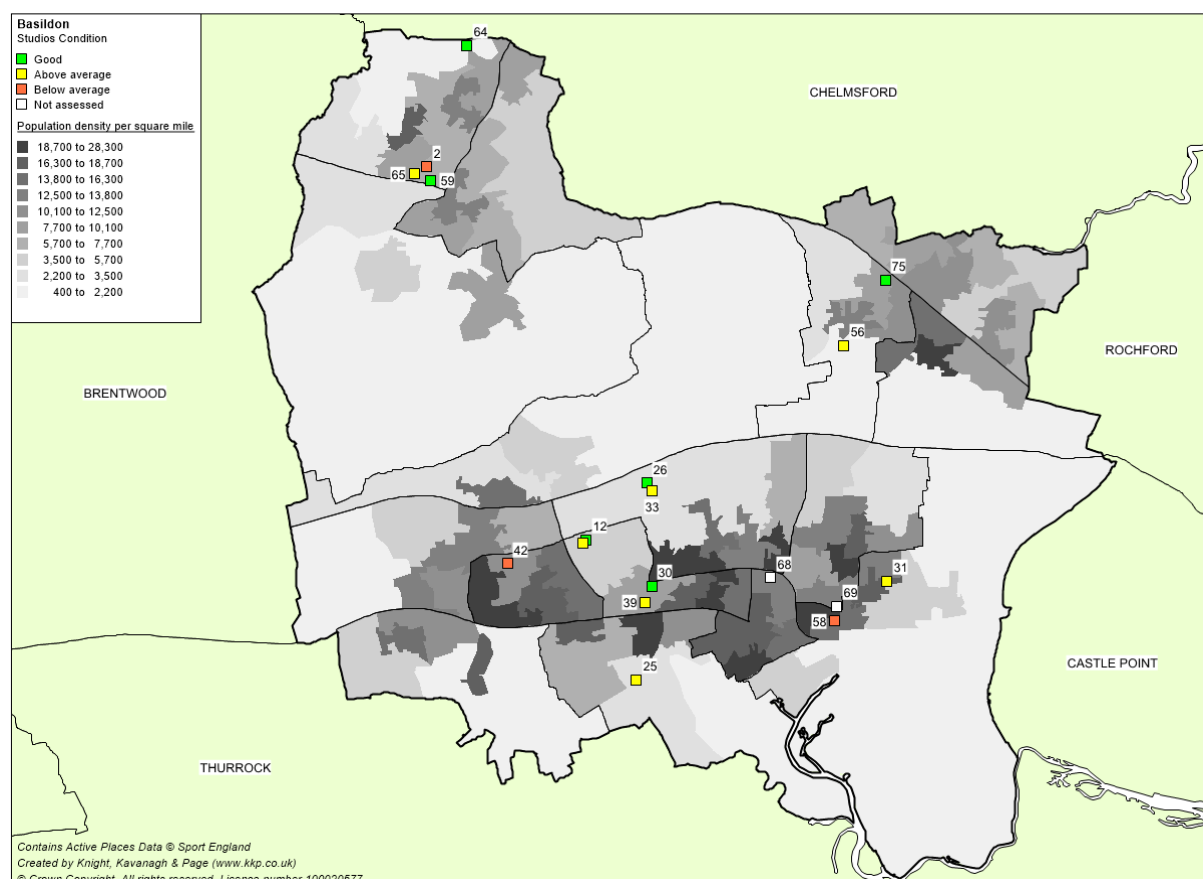
BASILDON BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

(particularly at peak times). When comparing this to the number of community available stations currently available (1,854), the market appears to have a modelled supply demand balance to service the adult population. Even when facilities, which have may have limitations to availability, are removed from the calculation (Club Kingswood, David Lloyd and Stock Brook Country Club) due to the requirement for signing on fees and relatively high monthly membership fees, there will still be a current supply demand balance of 442 stations. This balance, although reducing over time, is still expected to yield a balance of supply over demand by 2037.

6.3: Dance studios

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

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



As shown above and listed overleaf, Basildon has 24 studios at 17 sites, with the majority rated above average or good. Only Pulse Health Studio and Gym, James Hornsby High School and Agila Gym are rated as below average.

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Consultation indicates that all studios are well used for fitness and exercise classes which are an important part of the wider membership offer for larger leisure centres, in particular. The studios at Basildon Academy (Upper and Lower) were not assessed, due to site owners not allowing access as part of the audit.

Table 6.10: All studios by condition in Basildon

| Map ID | Site Name | Condition |
|--------|--|---------------|
| 2 | Agila Gym | Below average |
| 12 | Basildon Sporting Village | Good |
| 12 | Basildon Sporting Village | Above average |
| 25 | Club Kingswood | Above average |
| 25 | Club Kingswood | Above average |
| 26 | David Lloyd Club (Basildon) | Good |
| 26 | David Lloyd Club (Basildon) | Good |
| 30 | Energie Fitness (Basildon) | Good |
| 31 | Eversley Leisure Centre | Above average |
| 33 | Fitness First Health Club (Basildon) | Above average |
| 33 | Fitness First Health Club (Basildon) | Above average |
| 39 | Gym4all (Basildon) | Above average |
| 42 | James Hornsby High School | Below average |
| 56 | Nuffield Health At Bromfords Sports Centre | Above average |
| 58 | Pulse Health Studio & Gym | Below average |
| 59 | Pure Gym (Billericay) | Good |
| 59 | Pure Gym (Billericay) | Good |
| 64 | Stock Brook Country Club | Good |
| 64 | Stock Brook Country Club | Good |
| 65 | Studio 360 Fitness | Above average |
| 68 | The Basildon Lower Academy | Not assessed |
| 69 | The Basildon Upper Academy | Not assessed |
| 75 | Wickford Swim & Fitness Centre | Good |
| 75 | Wickford Swim & Fitness Centre | Good |

Table 6.11: Market segmentation – Keep fit and gym and likely target audiences

| Keep fit and gym |
|--|
| <ul style="list-style-type: none"> ◆ 17.2% (22,612) of people currently take part in keep fit and gym and a further 7.2% (9,447) indicate that they would like to, giving an overall total of 24.4% (32,060). ◆ 28.1% of Chloe's take part in keep fit and gym; the largest proportion of any group taking part, closely followed by the Alison segment at 27.3%. ◆ Groups with the most people who would like to take part are Paula (9.3%) and Alison (9.1%). ◆ The main group to target, for additional participants due to size and interest is, therefore, Paula. |

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Market segmentation suggests that there is latent demand of 9,447 people (7.2%) that would like to participate in keep fit and gym activities in Basildon.

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6.4: Supply and demand analysis

Health and fitness facilities are an important facet of leisure provision and have been a very successful addition to sport and leisure centres over the past three decades. Income derived from them offsets the cost/underpins the viability of other aspects of leisure provision, especially swimming.

Basildon has 1,854 available fitness stations across 18 sites. Of these, 15 sites are rated either good or above average. Accessibility to these sites is good, with over three quarters (78.3%) of the Authority's residents living within one mile of a health and fitness facility.

When analysing the demand for health and fitness facilities, there is a modelled supply to demand balance c. 900 stations based on the current number of stations. This reduces to approximately 450 if the facilities which require a joining fee and cost over £50.00 per month are removed from the calculation. This supply demand balance suggests that visiting the gym is a popular pastime in Basildon and reflects APS findings that visiting the gym is the most popular activity in Basildon.

6.5: Summary of key facts and issues

Quantity

- Basildon has 1,854 health and fitness stations across 18 sites.

Quality

- Seven sites are rated good, eight above average. Ripped Gym and Agila are rated below average and Pulse Health Studio & Gym is rated poor.
- Of the 24 studios at 17 sites, the majority are rated above average or good. Only three were rated below average (Agila Gym, James Hornsby High School and Pulse Health Studio & Gym).

Accessibility

- 84.5% of residents of the Borough's 20% most deprived areas live within one mile of a health and fitness facility.
- There is limited provision within a two mile radial catchment to the west of the Basildon border.

Availability

- The cheapest adult monthly gym membership is at the Billericay Sports Centre; the most expensive is Stock Brook Country Club. Three sites require a joining fee as well as monthly memberships in order to access facilities.
- Seven sites offer pay and play access.
- There are junior membership packages at four sites.
- There is a modelled supply to demand balance c. 900 stations based on the current number of stations with no obvious deficiencies within the authority.

Other

- Basildon Sporting Village delivers a GP referral scheme and Eversley Leisure Centre provides a Cancer Referral Programme.

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SECTION 7: GYMNASTICS

Introduction

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

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

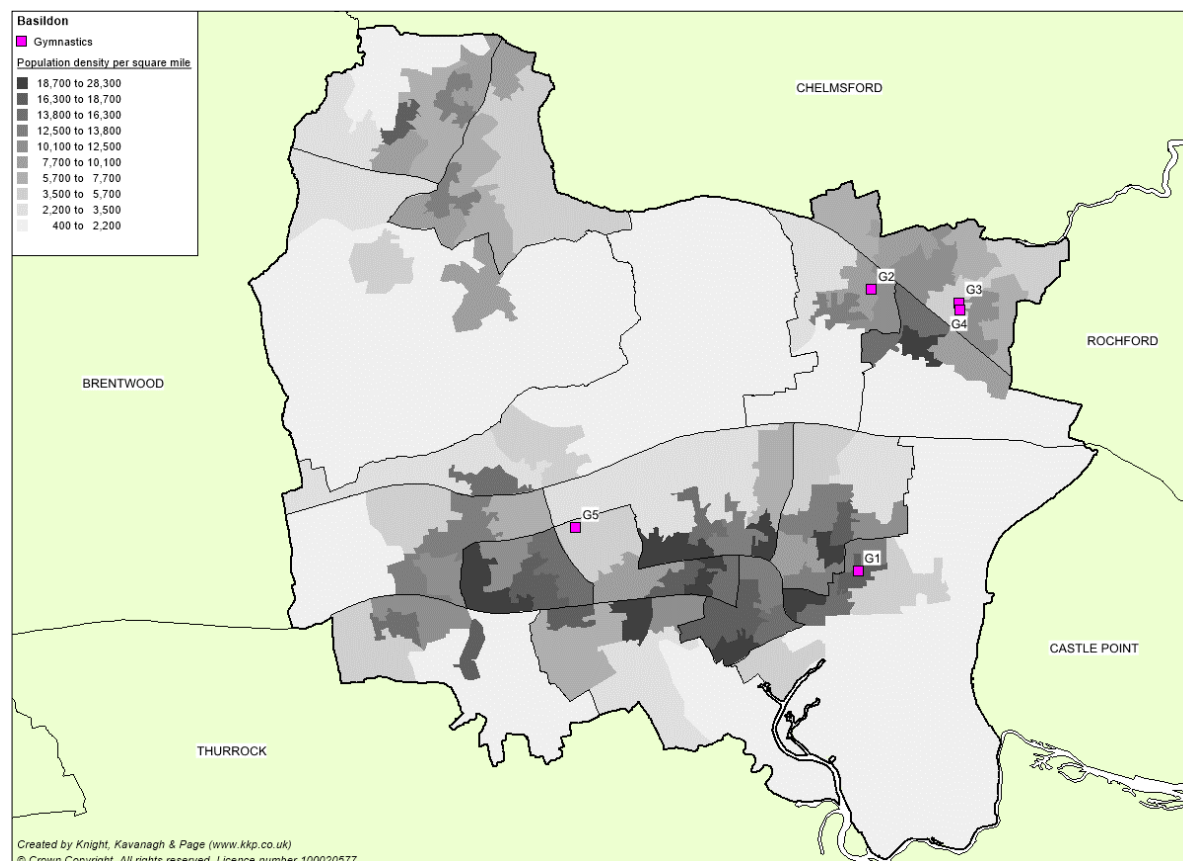
In addition, BG stated facility development priorities (for the period 2017 - 2021) are:

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

7.1 Supply

There are two gymnastics clubs and one trampolining club in Basildon.

Figure 7.1: Location map of gymnastics venues in Basildon



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Table 7.1: List of gymnastics venues in Basildon

| Map Ref | Club title | Facility |
|---------|-------------------------------|---------------------------------|
| G1 | South Essex Gymnastics Club | Eversley Leisure Centre* |
| G2 | Ultima Trampoline Club | Dedicated Trampolining Facility |
| G3 | Carousel School of Gymnastics | Dedicated Facility |
| G4 | Carousel School of Gymnastics | Dedicated Facility |
| G5 | South Essex Gymnastics Club | Basildon Sporting Village |

(* site due to open in summer 2018)

South Essex Gymnastics Club operates out of Basildon Sporting Village, where it has two dedicated halls to deliver gymnastics. It is also expanding into Eversley Leisure Centre when the conversion of the sports hall to a dedicated facility is completed.

Eversley Leisure Centre sports hall was part of the supply of sports halls in Basildon, however, this facility closed in March 2018. It is being redeveloped as a dedicated gymnastics facility, which will be managed by South Essex Gymnastics Club. The refurbishment is part of a wider investment in sports facilities at the site, which will see the sports hall redesigned and the installation of a 3G AGP facility. The project has been funded via developer contributions from new housing on the former Basildon Sports Centre site, reportedly up to c.£600,000. The Gymnastics Club has also invested £230,000 as part of the development (having been successful in securing grants). It is planned that the site will be available for gymnastics by June 2018.

Carousel Gymnastics Club operates in Wickford from two dedicated facilities, one of which it owns while one is leased. Basildon also has a dedicated trampolining club, Ultima Trampolining Club in Wickford. There is no provision reported in Billericay.

7.2 Demand

NGB consultation

BG reports that demand for gymnastics is high in the South Essex region with large waiting lists at the majority of clubs. To address this, a key part of BG's strategy is to support clubs to move into their own dedicated facility, offering more time and space for classes. Consequently, the NGB has recently supported three major projects in the area to ensure clubs continue to expand and address the large demand for the sport. These projects are:

- ◀ South Essex Gymnastics Club: BG has supported the Club with its expansion to its second site at Eversley Leisure Centre. This includes assistance with a successful Community Asset Fund bid.
- ◀ Carousel Gymnastics Club: BG supported the Club to secure tenure on an additional facility for it to develop its recreational gymnastics programme. This opened early December 2017.
- ◀ Ultima Trampolining Club: BG supported the Club to develop a dedicated six bed specialist trampolining facility in Wickford. This resulted in the Club moving from Brentwood (where it hired a school sports hall) to a dedicated facility in Basildon.

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Club consultation

South Essex Gymnastics Club (SEGC) is an established sports club in the Borough. It currently operates from Basildon Sporting Village from its high quality dedicated space within the main facility. Opened in 2011 the Club has two separate areas which both house modern high quality facilities. SEGC operates as a charitable company; it is managed through an Executive Board that has six (unpaid) trustees, many of whom have previously coached gymnastics but who are now offer their varied professional expertise to the benefit of the Club. Day to day running of the Club is done by the director of coaching who has professional responsibility for all the head coaches in the various gymnastics disciplines.

SEGC is committed to providing recreational, coaching and competitive opportunities in gymnastics at all levels and for people of all levels of ability. It has approximately 3,500 members and up to 100 staff. It offers a wide range of disciplines including men's and women's artistic, rhythmic gymnastics and a large recreational programme for boys and girls (plus circus skills and opportunities for people with disabilities). It has produced Olympic gymnasts and continues to do so, but not to the detriment of ensuring that gymnastics is accessible to the wider population.

Succession planning for coaches and volunteering is high on the agenda, with the intention that SEGC will have sufficient coaches and volunteers when it expands into Eversley Leisure Centre. This expansion will help to address its current waiting list of c.3,000. The Club reports having an excellent relationship with both the Council and Everyone Active, reporting that this has contributed to its continued success in both business and performance terms.

Carousel Gymnastics Club has two facilities both in former industrial units in Wickford. It owns one (for high performance and artistic gymnastics). The second, opened December 2017, is leased and offers recreational gymnastics opportunity. It has c. 450 members, with a waiting list of 200. Recent expansion has enabled it to halve its waiting list; however, it still needs more volunteers to support running of the second facility. It reports car parking at both sites to be limited, causing conflict with other businesses in the adjacent industrial units.

Ultima Trampolining Club is a dedicated trampolining club. It recently moved into a dedicated facility, in Wickford, following receipt of funding from Sport England, Veolia Environmental Trust and BBC. Its new facility has six trampolining beds, changing facilities and a small café. It also supports disability sport; two beds have hoist access. It has 450 members and a small waiting list in certain age groups. It also offers recreational trampolining at weekends and on a Friday evenings.

Table 7.2: Market segmentation – Gymnastics/trampolining and likely target audiences

| Gymnastics and trampolining |
|--|
| <ul style="list-style-type: none"> ◀ 0.2% (263) of people currently take part in gymnastics and trampolining and a further 0.2% (203) indicate that they would like to, giving an overall total of 0.4% (467). ◀ 0.6% of Chloe's take part in gymnastics and trampolining, the largest proportion of any group taking part, closely followed by the Leanne segment at 0.4%. ◀ Largest segments taking part are Chloe's (13.7%) and Paula's (9.5%). ◀ Groups with the most people who would like to take part are Paula (19.7%) and Chloe (17.2%). ◀ The main group to target, for additional players due to size and interest is, therefore, Paula. |

7.3 Summary

Quantity

- ◀ Gymnastics has a strong presence in Basildon; with two gymnastics and one trampolining club.
- ◀ This results in a total of five sites providing gymnastics.
- ◀ SEGC is the largest of the three clubs with a reported membership of c.3,500. It is also expanding into Eversley Leisure Centre (Summer 2018).

Quality

- ◀ Consultation with clubs indicate the facilities are of a good quality.

Accessibility

- ◀ Sites providing gymnastics are located in areas of high population, however, there are no facilities in Billericay.

Availability

- ◀ Even with expansion of the facilities identified, it is likely that there will still be waiting lists for recreational opportunities such is the popularity of the sport.

Other:

- ◀ Ultima Trampolining Club also delivers inclusive trampolining
- ◀ BG has supported all three clubs with either facility upgrades or premises expansion.
- ◀ All clubs work hard to develop their volunteer workforces.
- ◀ Until Eversley Leisure Centre is fully operational as a gymnastics centre, it is not possible to determine its full impact. It is likely that demand for gymnastics will remain high in the area.

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SECTION 8: INDOOR TENNIS

The Lawn Tennis Association (LTA) is the NGB for all tennis provision within the UK and administers the sport at national and regional level. One of its key objectives is to get more people playing tennis more often. To achieve this, its latest Strategic Plan 2015 – 2018, highlights three key objectives:

- ✦ Deliver great service to clubs.
- ✦ Build partnerships in the community.
- ✦ Grow participation among children and young people.

This section considers all indoor tennis provision within South Essex. In regard to facility types, two terms are used:

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

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

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

8.1: Supply

Indoor tennis provision is a specialist facility, which has an appeal beyond a local authority boundary. Consequently, this audit has considered all provision within the South Essex region, and has mapped these with a 20 minute drive radial to demonstrate accessibility to all facilities.

Basildon has two facilities with indoor provision. These are David Lloyd Club and Billericay Lawn Tennis club; however, the latter is a temporary air hall operational during the winter months only. Both facilities are only available to registered members and do not offer pay and play access. Whilst they serve a small element of the community, the nearest community available facility offering pay and play access is the Deanes School Sports Centre (Castle Point). All residents of Basildon live within a 20 minute drive of an indoor tennis facility. The location and catchments of indoor tennis facilities is listed below and illustrated overleaf.

Table 8.1: Indoor tennis provision in South Essex

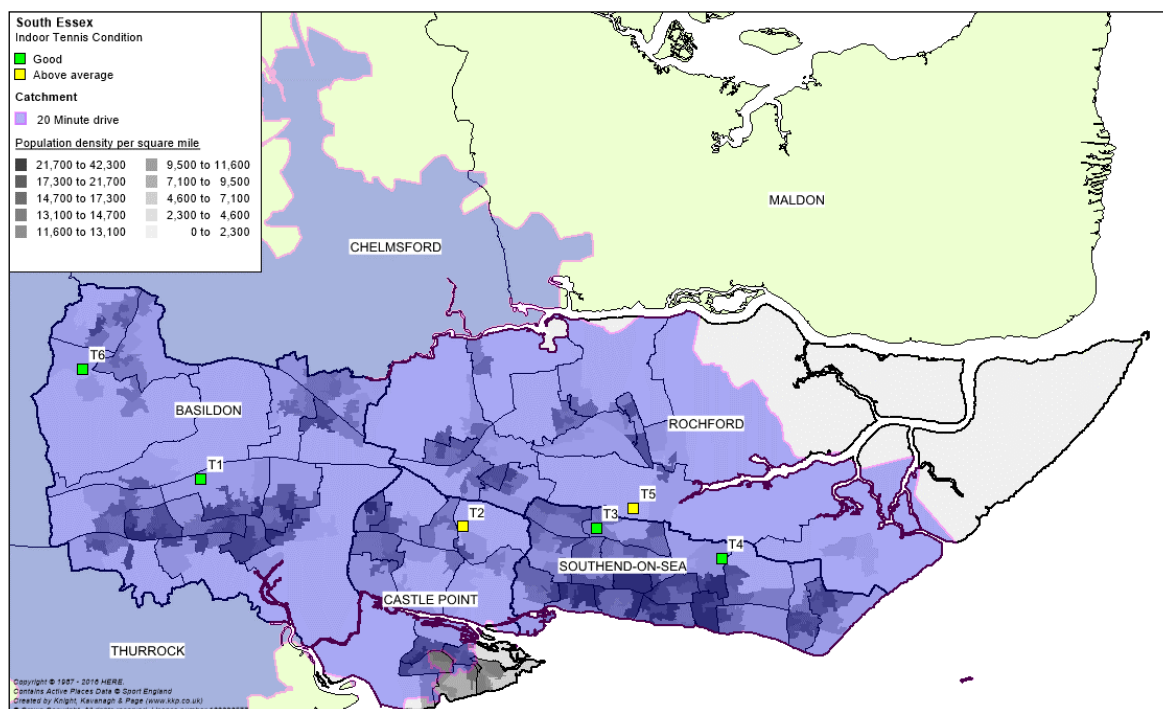
| ID | Site title | Access | Courts | Condition |
|--------------|----------------------------------|-----------------|-----------|---------------|
| T1 | David Lloyd Club (Basildon) | Reg Membership* | 6 | Good |
| T2 | Deanes School Sports Centre | Pay and Play | 3 | Above average |
| T3 | David Lloyd Club (Southend) | Reg Membership | 5 | Good |
| T4 | Southend Leisure & Tennis Centre | Pay and Play | 4 | Good |
| T5 | Athenaeum Club | Reg Membership | 3 | Above average |
| T6 | Billericay Lawn Tennis Club** | Reg Membership | 3 | Good |
| Total | | | 24 | |

(* registered membership)

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(**Air hall- seasonal)

Figure 8.1: Indoor tennis provision with 20 minute drive time in South Essex



8.2: Demand

Consultation indicates that the LTA strategic priority for South Essex is to grow participation by increasing the number of sites available for casual tennis. It specifically identifies Southend Tennis and Leisure Centre and the Deanes School Sports Centre. Priority sites each get an LTA funded coach tasked with increasing participation through a variety of different community programmes and initiatives. These include; *This Girl Can* sessions, cardio tennis, coached pay and play opportunities and a schools tennis programme. There is no affiliated club competing in Basildon. The nearest is in Castle Point (Deanes Tennis Club). The LTA acknowledges that other indoor venues (i.e. David Lloyd) serve a small element of the population but these are not a priority as they do not offer community available tennis. There is latent demand for 3,111 people who would like to play.

Table 8.2: Market segmentation for tennis and likely target audiences in Basildon

| Tennis | |
|---|--|
| <ul style="list-style-type: none"> ▶ 2.1% (2,760) of people currently play tennis and a further 2.4% (3,111) indicate that they would like to, giving an overall total of 4.5% (5,872). ▶ 6.3% of Ben's play - the largest proportion of any group closely followed Tim at 3.7%. ▶ Groups with the most people who would like to play are Tim (12.2%) and Chloe (8.5%). ▶ The main group to target, for additional players due to size and interest is, therefore, Tim. | |

8.3 Summary of key facts and issues

Quantity

- ◀ David Lloyd is the only indoor tennis facility in Basildon which has three courts.

Quality

- ◀ The facility is in good condition.

Accessibility

- ◀ All residents live within a 20 minute drive of an indoor tennis facility in Basildon.
- ◀ The nearest pay and play facility is at Deanes School Sports Centre (3 tennis court facility), located in Castle Point. This is also falls within a 20 minute drive time for Basildon residents.

Availability

- ◀ David Lloyd facility requires a membership in order to access the site, however, the facility at the Deanes School does offers pay and play opportunities.

Other

- ◀ Facilities can accommodate current demand and any likely growth which may arise as a result of increases in population.

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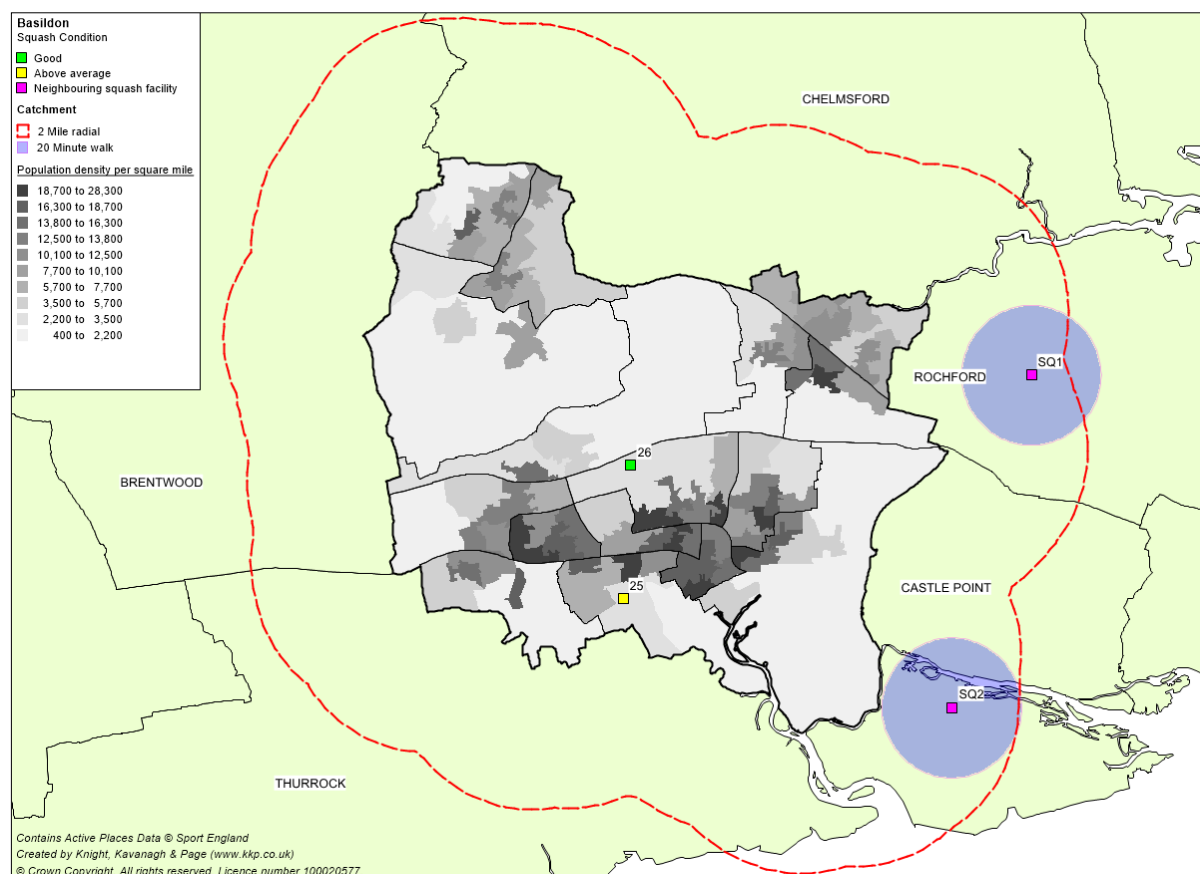
SECTION 9: OTHER SPORTS

9.1: Squash

England Squash's Game Changer Strategy (2015-2017) states that squash will be the number one racquet sport played in England by 2017 and there will be net increase of 11,000 people playing the sport. This is to be achieved by working across three platforms, education, leisure providers (commercial & public) and clubs to increase the supply of opportunities to play.

This will be supported through a range of participatory products, such as Squash 57 and Squash Girl Can, delivered across venues to achieve this net gain. In addition, a platform will be developed to support these programmes, which include increasing workforce development and improving technology in the sport. Figure 9.1.1 indicates squash provision in Basildon and within a two mile radius of the Borough boundary.

Figure 9.1.1 Squash provision in Basildon and within a two mile radial of the boundary



There are 10 squash courts at two venues in the Borough; of which six courts are glass backed. All squash facilities are located at registered membership venues, where pay and play is not available. Internal squash leagues operate at these sites. There are no England Squash affiliated clubs in the Authority. There are, however, two sites within a two mile radial

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catchment of the Authority's boundary which offer pay and play opportunities (Rayleigh Leisure Centre and Waterside Farm Leisure Centre) which, between them, have five courts.

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Table 9.1.1: All squash courts in Basildon

| Ref | Site title | Courts | Glass-backed | Condition |
|-------|-----------------------------|--------|--------------|---------------|
| 25 | Club Kingswood | 7 | 3 | Above average |
| 26 | David Lloyd Club (Basildon) | 3 | 3 | Good |
| Total | | 10 | 6 | |

Table 9.1.2: Squash courts within a two mile radial of Basildon

| ID | Active Places Site Name | Courts | Access Type | Local authority |
|-----|-------------------------------|--------|--------------|-----------------|
| SQ1 | Rayleigh Leisure Centre | 2 | Pay and Play | Rochford |
| SQ2 | Waterside Farm Leisure Centre | 3 | Pay and Play | Castle Point |

Bromfield Sports Centre (Nuffield Trust) converted a community available squash court; into a spinning studio in 2015.

Table 9.1.3: Market segmentation: Basildon target audiences for Squash and Racketball

| Squash and racketball |
|--|
| <ul style="list-style-type: none"> ◆ 1.1% (1,499) of people currently take part in squash and racketball and a further 0.7% (979) indicate that they would like to, giving an overall total of 1.9% (2,479). ◆ 3.9% of Ben's take part in squash and racketball; the largest proportion of any group taking part, closely followed by the Tim segment at 3.4% ◆ Groups with the largest segment of the local population taking part are Tim's (26.6%) and Philip's (17.4%). ◆ Groups with the most people who would like to take part are Tim (21.1%) and Philip (16.9%). ◆ The main group to target, for additional participants due to size and interest is, therefore, Tim |

Market segmentation shows latent demand of 979 people who would like to play squash.

Facilities can accommodate current demand and any likely growth which may arise as a result of increases in population.

9.2: Boxing

There are two England Boxing affiliated boxing clubs in the Borough; the largest of which is Chalvedon Boxing Club. It has a dedicated facility rented from a private landlord. It has 60 members, 23 of which are carded, and offers training twice a week at the facility. The smaller Billericay and Wickford Boxing Club rents an industrial unit; also a dedicated facility with two rinks and a mini gym. It trains three times a week and reports strong junior and female sections. Membership stands at over 40 with 15 of those currently carded to fight.

Table 9.2.1: Market segmentation: Basildon audiences for Boxing

| Boxing |
|--|
| <ul style="list-style-type: none"> ◆ 0.3% (411) of people currently take part in boxing and a further 0.2% (220) indicate that they would like to, giving an overall total of 0.5% (631). ◆ 1.5% of Ben's take part in boxing, which is the largest proportion of any group taking part, closely followed by the Jamie segment at 1.3% |

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- ◀ The largest segments which participate in boxing are the Ben's (5.5%) and Tim's (4.5%).
- ◀ Segments with the most people who would like to take part are Jamie (6.5%) and Ben (2.7%).
- ◀ The main group to target, for additional participants is, therefore, Jamie

9.3: Table tennis

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

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

Table tennis is strong in the Authority with smaller venues (mainly village halls/community centres) playing host to local teams. Consultation with the Essex County Table Tennis Association indicates that there are nine table tennis clubs in the Borough, the largest of which is Northlands Park with c.40 members. It competes at Northlands Community Centre. The Association would like a dedicated facility to develop the sport in the region, and is in the early stages of looking at possible venues. Table tennis is available at all leisure centres on a pay and play basis.

Table 9.3.1: Market segmentation/likely target audiences – table tennis in Basildon

| Table Tennis |
|--|
| <ul style="list-style-type: none"> ◀ 0.5% (602) of people currently play table tennis and a further 0.2% (299) indicate that they would like to, giving an overall total of 0.7% (902). ◀ 0.7% of Ben's play table tennis, which is the largest proportion of any group playing table tennis, closely followed by the Philip segment at 0.7%. ◀ The largest segments playing table tennis locally are Tim's (13.6%) and Philip's (13.1%). ◀ Groups with the most people who would like to play are Kev (15.4%) and Tim (12.0%). ◀ The main group to target, for additional players due to size and interest is, therefore, Kev. |

Facilities can accommodate current demand and any likely growth which may arise as a result of increases in population. In order to drive up performance and the status of the sport within the Borough, Northlands Park would like to develop a dedicated facility.

9.5: Mixed martial arts

A variety of different organisations deliver karate, jujitsu and kung fu within the Authority. Desktop research would suggest that there are c. 15 organisations operating in the town of Basildon; there is also provision in Wickford and Billericay. Organisations hire a variety of different venues, ranging from sports halls to village halls.

9.6 Summary of key issues and facts

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Quantity

- ◀ Two sites offer squash opportunities, both at health and fitness centres
- ◀ The Borough has two affiliated boxing clubs. Both rent dedicated facilities.
- ◀ Consultation indicates there are nine table tennis clubs in the Borough.

Quality

- ◀ Both squash facilities are rated either above average or good.
- ◀ Club consultation indicates that the quality of boxing and table tennis venues are good, with facilities sufficing club requirements.
- ◀ Essex County Table Tennis Association, however, would like to have its own dedicated table tennis facility to develop the sport further in the Authority.

Accessibility

- ◀ Consultation with the table tennis association and the respective boxing clubs indicates venues serve local residents, and there are no reported accessibility issues.

Availability

- ◀ There are no pay and play squash facilities in the Authority, with both facilities requiring a membership fee to participate
- ◀ Both the sports of boxing and table tennis allow opportunities for pay and play as well as membership opportunities at the respective clubs/organisations.

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SECTION 10: VILLAGE HALLS/COMMUNITY CENTRES

Introduction

Village halls and community centres are important recreational facilities, especially in rural areas and areas where day time access to sports centres is restricted. They are usually multi-functional, providing places for meetings, socialising and for sports and recreation clubs and activities. In some parishes, a church hall or a sports pavilion can also serve a range of functions depending on its size. Figure 10.1 indicates the spread of village halls/community centres in Basildon.

10.1 Supply

Figure 10.1: Location of village halls/community centres with 800m catchment

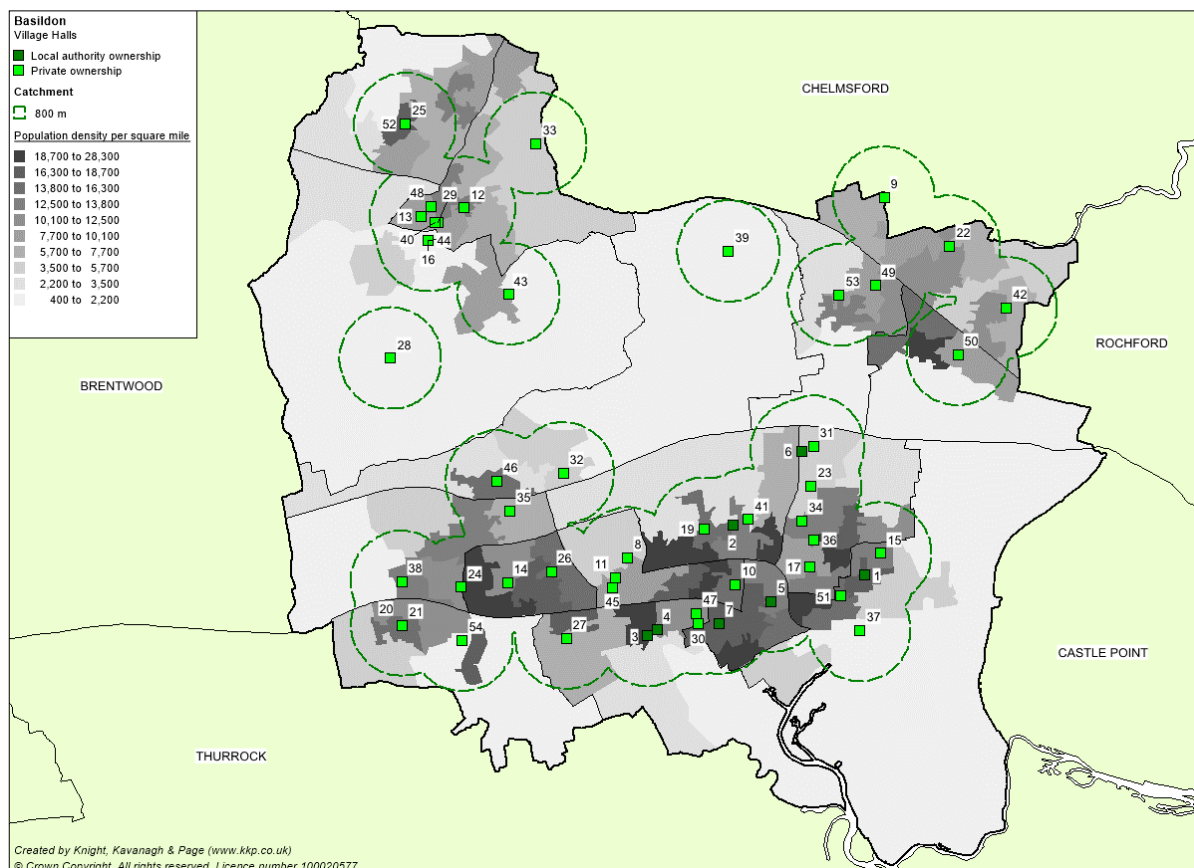


Figure 10.1 illustrates that three quarters (76.75%) of the population live within 800m of a village hall/community centre with the concentration of halls in areas of higher population density, although several are to be found in the more rural areas also.

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Table 10.1: Local authority owned village halls

| Ref | Village hall | Reported activity |
|-----|---------------------------|-------------------------------------|
| 1 | Crown Community Centre | |
| 2 | Frypa Hall | Pool, billiards, fitness classes |
| 3 | Gordon Hall | |
| 4 | Kingswood Play Centre | Dance and fitness classes |
| 5 | Luncies Meeting Hall | Martial arts |
| 6 | Nevendon Road Play Centre | Fitness classes, mixed martial arts |
| 7 | Vange Community Centre | Dance and yoga |
| 8 | Laindon West | Karate, dance, zumba |
| 9 | Somercotes | |

Table 10.2 Other village halls

| Ref | Village hall | Reported activity | Ref | Village hall | Reported activity |
|-----|------------------------------------|--|-----|--|--|
| 8 | Barnet Centre | | 32 | Noak Bridge VH | |
| 9 | Barnhall Social Club | | 33 | Norsey Information Centre | |
| 10 | Barstable CC | Fitness classes, yoga | 34 | Northlands Park CC | Table tennis |
| 11 | Basildon Community Resource Centre | Chair based exercises, yoga, dementia classes. | 35 | Paddocks CH | Zumba. short mat bowls. |
| 12 | Billericay Day Centre | Over 60s keep fit classes. | 36 | Parkside VH | |
| 13 | Billericay W.I. Hall | | 37 | Pitsea Mount CC | Zumba, fitness classes |
| 14 | Bluehouse Farm CC | Majorette, dance & martial arts groups. | 38 | Presidents' CC | |
| 15 | Bowers United Sports & Social Club | | 39 | Ramsden Bellhouse VH | Dance, badminton, table tennis, m-arts |
| 16 | Canon Roche Social Centre | Specialised activity older adults with dementia. | 40 | Rose Hall | |
| 17 | Chalvedon CC | Yoga and palates | 41 | SHARE (Safe Haven & Respite Environment) | Disability sports activities. |
| 19 | Fryerns CAC | Martial arts, Zumba, short mat bowls | 42 | Shotgate CH | Table tennis, yoga, dance, keep fit. |
| 20 | Great Berry Residents Club | | 43 | South Green Memorial Hall | Line dancing, karate |
| 21 | Green Farm Scouts | | 44 | St John The Divine CH | Karate, mat bowls |
| 22 | Highcliffe Playcentre | | 45 | St. Martin's Pastoral Centre | Karate |
| 23 | ITEC | | 46 | Steeple View CC | Line dancing, Zumba. |
| 24 | Laindon CC | | 47 | Swanmead Centre | Disability sports club. |
| 25 | Langham Hall | Badminton, yoga, fitness classes. | 48 | The Reading Rooms | |
| 26 | Lee Chapel North CC | | 49 | Triangle Children's Centre | |
| 27 | Lee Chapel South CC | Zumba | 50 | The Wick CC | |
| 28 | Little Burstead VH | | 51 | Trenham CC | Troupe/majorettes |
| 29 | Mayflower Hall | Ladies only fitness, Zumba. | 52 | West Billericay CC (Hannakins Farm) | Dance, karate, 0 50s, short mat bowls. |
| 30 | Mistley CH | Holiday activity camps | 53 | Wickford CC | Dance, kung fu, |

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| | | | | | |
|----|-------------|----------------------|----|------------------------|-------------------|
| | | | | | keep fit classes. |
| 31 | Nevendon CH | Soft play activities | 54 | Women's Institute Hall | |

(CC= Community centre; VH = Village hall; CH = Community hall)

10.2 Demand

Research undertaken for the audit suggests that demand for village hall/community centre space is high, highlighting their importance in ensuring is a good range of local sport and physical activity provision available for residents. Key activities delivered include fitness and dance classes, short mat bowls, table tennis and martial arts.

Village halls and community centres play an important role within the Authority, particularly in areas where sports hall availability is restricted. In the towns of Billericay and Wickford, there are no daytime community available sports halls, these facilities thus ensure a daytime available physical activity offer. In addition, with the closure of Eversley Leisure Centre sports hall as an available daytime venue, there may be more pressure on smaller facilities to accommodate users, particularly on the eastern side of the Basildon town itself.

10.3 Summary of village halls and community centres key facts and issues

- ◀ The audit identifies 53 village and community halls in Basildon.
- ◀ Analysis indicates that 77% of the population lives within an 800-metre catchment of a site.
- ◀ Audit research indicates that demand for space is popular, with a wide range of activities offered across many sites.
- ◀ Closure of Eversley Leisure Centre sports hall may place more pressure on community facilities within the town of Basildon, particularly for daytime access.

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SECTION 11: SWOT ANALYSIS

11.1 Strengths

- Basildon Sporting Village is a genuine flagship sporting complex accommodating a wide range of clubs and sporting activities (indoor and outdoor) at all levels of ability. It is in good condition and there is a good relationship between the operator and Council. It offers a wide range of programmes including No Strings badminton, disability inclusion programmes and a doorstep sport club.
- A range of village halls/community centres offer different local opportunities for residents to take part in sport and physical activity, making it accessible to the local population.
- All three towns (Billericay, Basildon and Wickford) in the Borough have good access to sports halls and fitness facilities; 70% of the population lives within one mile of sports halls and health and fitness facilities.
- Two schools have community use agreements with the Local Authority, ensuring these schools are available for local residents.
- There are strong levels of community use at schools sites, especially in sports halls during peak hours. Many school pools also offer extensive learn to swim programmes.
- The wide ranging health and fitness provision incorporates a range of different membership prices and is distributed across the Borough.
- Basildon and Phoenix Swimming Club is a strong, successful club operating from Basildon Sporting Village. It has c.350 members and offers opportunity for both development and elite swimming. It has several athletes on the Team GB performance pathway.
- Gymnastics is a developing and growing sport. There is the opportunity to achieve potential as the current programme offers recreational gymnastics through to Olympic performance levels of ability. There is a strong workforce and sustainability ethic around the sport. Clubs are supported by both BG and BBC.
- Basketball is also very strong; its offer caters for juniors, women and men and ranges from participation through to performance and national league opportunity.

11.2: Weaknesses

- The average age swimming pools and sports halls is over 30 years
- Five swimming pools and five sports halls are rated as below average or poor and will require investment to bring them up to a standard which is modern and welcoming.
- There is a limited community use swimming (restricted to Basildon Sporting Village, Wickford and Billericay swimming pools³). Only 35% of the Authority's population resides within a one mile radial catchment of a community available pool facility.
- Two sports halls have daytime capacity and this will reduce in 2018. Although Basildon Sporting Village reports having capacity to accommodate more day time usage, there will be a requirement for more people to travel further to access indoor sports hall facilities.
- Basildon Sporting Village is the only venue in the Authority which offers a variety of services including GP referral and other inclusion activities. The extent to which these are available to people living in Wickford or Billericay is questionable due to journey times etc.
- There are no community available indoor squash or indoor tennis facilities in the Authority.
- Whilst some sports (such as netball) have been able to develop strongly in the Authority, there does not appear to be any level of programme coordination across the different leisure facilities in the Borough.
- Fragmented sports hall management means disjointed programmes and limited coordination.
- Lack of formal community use agreements with certain schools would suggest that the reliability of future access to their facilities is questionable.

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11.3 Opportunities

- Review timing is opportune. BBC has the chance to review how it intends to offer facilities in the future, the communities it wishes to serve and how it will underpin its commitment to tackling wider health and wellbeing, obesity and social care agendas.
- There is a commitment to future BBC planning policy being developed to support sport and leisure facility provision in line with the needs set out in this assessment and the strategy.
- A cross sport volunteer workforce development strategy could be developed to build on and enhance the work already taking place in gymnastics; thus leading to further support for local clubs leading to their increased sustainability.
- Improved and coordinated programming may lead to increases in daytime opportunities as the ageing population continues to grow.
- There is a need to work with village halls/community centres and Basildon Sporting Village, to ensure that displaced sports hall users from Eversley are effectively accommodated.
- BBC to consider if it can improve the level of affordable access to learn to swim options for children (in particular) living in areas of higher deprivation.
- Improve marketing and communication processes to share good practice and continue to encourage wider demographic usage at all of BBCs facilities.
- Implementation of the Billericay Swimming Pool feasibility study should result in a fit for purpose leisure facility in Billericay and address the potential future water space shortage.
- Support the development of netball, basketball and badminton in the Borough making best use of the strong demand for the sports.
- School sports sites require support to secure funding to maintain/upgrade sports halls and swimming pools, if they are to continue to provide for the community. Provide support and guidance in return for increased (or at the very least maintained) levels of community use.
- Consultation and the FPM indicate that there is spare capacity in sports halls across certain sites, indicating opportunity to expand the sports offer to the wider community.
- Improved and coordinated data collection to see who is using what and when (and therefore target groups and individuals to increase utilisation of facilities).

11.4: Threats

- The increasing financial constraints within which BBC has to work.
- The rising age profile of the population is likely to lead to increased daytime demand for facilities (when education stock is generally inaccessible). Losing Eversley Leisure Centre sports hall may exacerbate this.
- Ageing sports halls and swimming pools (other than Basildon Sporting Village).
- Reduced quality can lead to lower usage affecting both participation and venue viability.
- Swimming pool capacity is approaching the Sport England comfort factor of 70%. With future population levels expected to grow, user experience will be affected.
- It is also important to note that if Billericay were not replaced/refurbished, this would also result in a water space deficit.
- BBC limited influence on educational facilities (the majority of facilities in the Borough).
- BBC needs to ensure that its own venues continue to be accessible to disadvantaged and the more inactive/sedentary groups and extend this to community centres/village halls.
- If investment in sport/physical activity facilities is not coordinated opportunities via CIL or s.106 will be implemented on a piecemeal basis to less than optimum impact.
- Without support and intervention, current sports hall users at Eversley could lose opportunities to continue to participate, particularly in badminton.
- Not expanding the variety of programming witnessed at Basildon Sporting Village to other towns could lead to certain residents being isolated.

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- ◀ The increasing population will also place pressure on facilities, particularly swimming pool provision. Continued investment in facilities is of paramount importance.

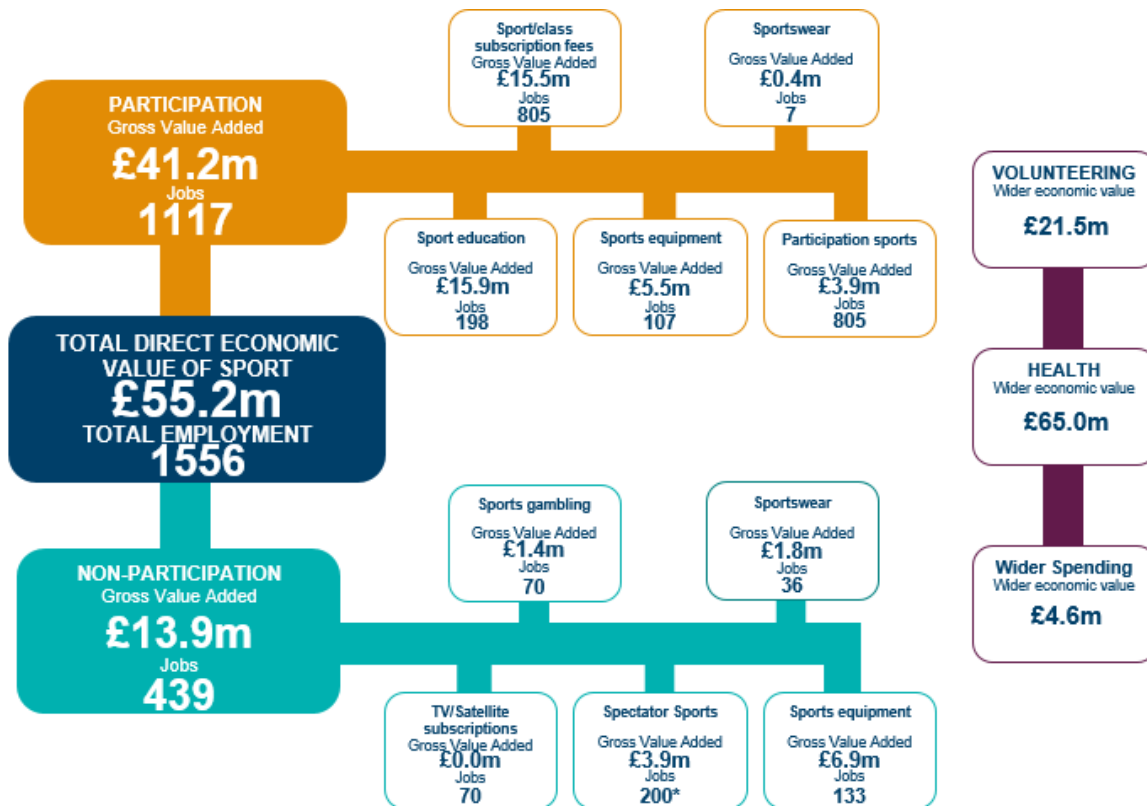
11.5: Summary and strategic recommendations

Key strategic recommendations therefore include to:

- ◀ Improve the basis of strategic work across a range of agencies including Public Health and Active Basildon to ensure that real progress is made in respect of all aspects of increasing physical activity and sport.
- ◀ Ameliorate the closure of Eversley Leisure Centre by ensuring that displaced users are accommodated at Basildon Sporting Village and other local sites. This will require consultation with users and to generate partnerships with other venues (including village halls), to ensure that users are accommodated.
- ◀ Improve the breadth, depth and quality of performance management data collected (and shared) and the associated analysis of facility usage to inform future marketing, promotion, programming and pricing etc.
- ◀ Set in train a multi-partner programme (including key schools) to improve and or replace the existing stock of sport and physical activity facilities (in particular swimming pools and sports halls). These are at an age and level of condition where they need to be replaced simply to keep pace with current demand. Moving forward, this should also reflect the future demand that will be created by identified housing and population growth, the increased 'grey market'.
- ◀ Ensure that all school sports facilities are made fully available for community use (through binding and appropriate community use agreements) and that an agreed minimum level of availability is agreed.
- ◀ Coordinate community access to, and the programming and pricing of, facilities (including schools) across the Borough within the public estate.
- ◀ Consider the outcome of the feasibility study, which is considering providing a new replacement pool in Billericay, due to the age and condition of the current facility. Consideration needs to be given to accommodate future population growth as well as current demand.
- ◀ Ensure that any new swimming provision is complemented by high quality health and fitness provision. Not only are 'working out' and fitness classes popular, but membership revenue is essential to income generation, which in turn underpins the business model, potentially eliminating the need for revenue subsidy.
- ◀ Consideration should also be given to whether other complementary services can be hosted within any new build facilities (e.g. library, health facility, etc).
- ◀ Support other developments (via planning, developer contributions and officer expertise) which may assist in increasing sport and physical activity within the wider city community (e.g., table tennis, basketball, netball and badminton).
- ◀ Continue to work with local sports clubs to ensure facilities and workforce development programmes meet the needs of all clubs. With the Authority hosting a number of nationally recognised sports club, it important that they have good access to facilities supported by growing workforces.
- ◀ Ensure that BBC owned facilities make a progressively greater (and measured) contribution to reducing health inequalities and are fully accessible from all the Borough's communities through targeted initiatives, facilities, programming and training.
- ◀ Identify ongoing investment, maintenance and refurbishment requirements to protect and improve existing sports facilities

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Appendix 1: Economic impact of sport in Basildon



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Appendix 2: Mosaic segmentation-

| | |
|--|---|
| <p>City Prosperity</p>  | <p>Work in high status positions. Commanding substantial salaries they are able to afford expensive urban homes. They live and work predominantly in London, with many found in and around the City or in locations a short commute away. Well-educated, confident and ambitious, this elite group is able to enjoy their wealth and the advantages of living in a world-class capital to the full.</p> |
| <p>Prestige Positions</p>  | <p>Affluent married couples whose successful careers have afforded them financial security and a spacious home in a prestigious and established residential area. While some are mature empty-nesters or elderly retired couples, others are still supporting their teenage or older children.</p> |
| <p>Country Living</p>  | <p>Well-off homeowners who live in the countryside often beyond easy commuting reach of major towns and cities. Some people are landowners or farmers, others run small businesses from home, some are retired and others commute distances to professional jobs.</p> |
| <p>Rural Reality</p>  | <p>People who live in rural communities and generally own their relatively low cost homes. Their moderate incomes come mostly from employment with local firms or from running their own small business.</p> |
| <p>Senior Security</p>  | <p>Elderly singles and couples who are still living independently in comfortable homes that they own. Property equity gives them a reassuring level of financial security. This group includes people who have remained in family homes after their children have left, and those who have chosen to downsize to live among others of similar ages and lifestyles.</p> |
| <p>Suburban Stability</p> | <p>Typically mature couples or families, some enjoying recent empty-nest status and others with older children still at home. They live in mid-range family homes in traditional suburbs where</p> |

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| | |
|---|--|
|  | they have been settled for many years. |
| Domestic Success  | High-earning families who live affluent lifestyles in upmarket homes situated in sought after residential neighbourhoods. Their busy lives revolve around their children and successful careers in higher managerial and professional roles. |
| Aspiring Homemakers  | Younger households who have, often, only recently set up home. They usually own their homes in private suburbs, which they have chosen to fit their budget. |
| Family Basics  | Families with children who have limited budgets and can struggle to make ends meet. Their homes are low cost and are often found in areas with fewer employment options. |
| Transient Renters  | Single people who pay modest rents for low cost homes. Mainly younger people, they are highly transient, often living in a property for only a short length of time before moving on. |
| Municipal Challenge  | Long-term social renters living in low-value multi-storey flats in urban locations, or small terraces on outlying estates. These are challenged neighbourhoods with limited employment options and correspondingly low household incomes. |

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Vintage Value



Elderly people who mostly live alone, either in social or private housing, often built with the elderly in mind. Levels of independence vary, but with health needs growing and incomes declining, many require an increasing amount of support.

Modest Traditions



Older people living in inexpensive homes that they own, often with the mortgage nearly paid off. Both incomes and qualifications are modest, but most enjoy a reasonable standard of living. They are long-settled residents having lived in their neighbourhoods for many years.

Urban Cohesion



Settled extended families and older people who live in multi-cultural city suburbs. Most have bought their own homes and have been settled in these neighbourhoods for many years, enjoying the sense of community they feel there.

Rental Hubs



Predominantly young, single people in their 20s and 30s who live in urban locations and rent their homes from private landlords while in the early stages of their careers, or pursuing studies.

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Appendix 3: Basildon Consultation List









| Name | Designation | Organisation |
|-----------------------|--|---|
| Paul Brace | Manager of Leisure, Open Space and Community Facilities | Basildon Borough Council |
| Stephanie Kober | Planning Officer | Basildon Borough Council |
| Liz Dean | Clerical Assistant | Basildon Borough Council |
| Chris Sandlan | Bookings officer | Everyone Active |
| Shaun Beagle | Eversley Leisure Centre Contract Manager | Everyone Active |
| Rob Hayne | Strategic Lead, Business Operations | Active Essex |
| Linda Gaine | Strategic Lead Delivery Manager | Activ Essex |
| Steve Mitchell | Active Basildon Coordinator | Active Basildon |
| Lyndsey Barrett | Director & Senior Occupational Therapist | Sport for Confidence |
| Gillian Dovey | Area Manager | First Strokes |
| Dennis Freeman Wright | Head of Facilities | Swim England |
| Darren Clarke | Regional Facilities Project Manager - East | Lawn Tennis Association |
| Natalie Laws | Business Support Officer - Facility | British Gymnastics |
| Lee Ward | Senior Relationship Manager (South) | Badminton England |
| Emily St John | Head of Partnership Networks (Partnership Manager East & London) | England Netball |
| Duncan Jenkinson | Regional Club and Facilities Manager | England Cricket Board |
| Robert Youngblood | CEO | Five Star Basketball Academy |
| Stephen Pearl | Head Coach | Southend Swifts |
| Jason Fergus | Club Chairman | Basildon and Phoenix Swimming Club and Active Essex |
| Allison Pearson | Head coach | The Badminton Academy |
| Scott Hann | Director of Coaching | South Essex Gymnastics Club |
| Debbie Morgan | General Manager | Carousel Gymnastics |
| | Club Secretary | Ultima Trampoline Club |
| Ken Field | Chairman | Essex Table Tennis Association |
| Dave Hardy | Head Coach | Chalvedon Boxing Club |
| | Head Coach | Billericay and Wickford Boxing Club |
| Mrs Frost | Business Manager | Beauchamps High School |
| Martin Coulson | Head Teacher | The Bromfords School and Sixth Form College |
| Jenny Green | Finance Manager | De la Salle School |
| Ms Kane | Business Director | James Hornsby High School |
| Mrs Evans | Lettings Manager | Mayflower High School |
| Neil Williams | Lettings Manager | Woodlands School |
| Julia Tozer | Business Manager | Castledon School |
| Sarah Avery | Leisure Centre Manager | Billericay Sports Centre |

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| | | |
|----------------|----------------|-----------------------------|
| Lorraine Smith | Centre Manager | Laindon Community Centre |
| | Duty Manager | Agila Gym |
| | Duty Manager | Billericay Sports Centre |
| | Duty Manager | Club Kingswood |
| | Duty Manager | Basildon David Lloyd Club |
| | Duty Manager | Energie Fitness |
| | Duty Manager | Fitness First Health Club (|
| | Duty Manager | Gym4All |
| | Duty Manager | Pulse Health Studio & Gym |
| | Duty Manager | Pure Gym (Billericay) |
| | Duty Manager | Ripped Gym |
| | Duty Manager | Stock Brook Country Club |
| | Duty Manager | Studio 360 Fitness |
| | Duty Manager | The Gym Hub |
| | Duty Manager | Snap Fitness 24/7 |

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Appendix 4: Sport England Market Segmentation Segments

| Image | Segment name and description | Segment characteristics | Main age band | Socio eco group | 1x30 | % Eng popn | Media and Communications | Key brands | Top sports (played at least once a month) and sporting behaviour |
|--|---|--|---------------|-----------------|------|------------|---|---|--|
| | | | | | 3x30 | | | | |
|  | Ben Competitive Male Urbanites Also known as Josh, Luke, Adam, Matesuz, Kamil | Male, recent graduates, with a 'work-hard, play-hard' attitude. <i>Graduate professional, single.</i> | 18-25 | ABC1 | 69% | 4.9% | Ben is a heavy internet user, using it for sports news, personal emails, social networking and buying films, games and tickets. He is highly responsive to internet advertising. |  | Ben is a very active type and takes part in sport on a regular basis. He is the sportiest of the 19 segments. Ben's top sports are football (33%), keep fit/ gym (24%), cycling (18%), athletics including running (15%) and swimming (13%). |
| | | | | 39% | | | | | |
|  | Jamie Sports Team Lads Also known as Ryan, Nathan, Ashley, Adeel, Pawel | Young blokes enjoying football, pints and pool. <i>Vocational student, single.</i> | 18-25 | C2DE | 59% | 5.4% | Jamie is a prolific mobile phone user and as uses this as a primary source of information. He likes to text rather than talk, and uses 3G for sports results and SMS text information services. |  | Jamie is a very active type that takes part in sport on a regular basis. Jamie's top sports are football (28%), keep fit and gym (22%), athletics including running (12%), cycling (12%) and swimming (10%). |
| | | | | 31% | | | | | |
|  | Chloe Fitness Class Friends Also known as Nisha, Sophie, Lauren, Charlotte, Lucy | Young image-conscious females keeping fit and trim. <i>Graduate professional, single.</i> | 18-25 | ABC1 | 56% | 4.7% | Chloe is a heavy internet and mobile phone user. She uses her mobile to keep in contact with friends and family, preferring this to her landline. Chloe has a new 3G phone which provides internet access but is still likely to use text as her first source of information. |  | Chloe is an active type that takes part in sport on a regular basis. Chloe's top sports are keep fit/ gym (28%), swimming (24%), athletics including running (14%), cycling (11%) and equestrian (5%). |
| | | | | 23% | | | | | |
|  | Leanne Supportive Singles Also known as Hayley, Kerry, Danielle, Nisha, Saima | Young busy mums and their supportive college mates. <i>Student or PT vocational, Likely to have children.</i> | 18-25 | C2DE | 42% | 4.3% | Leanne is a light internet user and a heavy mobile phone user, using this instead of a landline to contact friends. She uses SMS text services and also entertainment features on her mobile. Leanne's mobile is likely to be pay-as-you-go and she responds to text adverts. |  | Leanne is the least active segment of her age group. Leanne's top sports are keep fit/ gym (23%), swimming (18%), athletics including running (9%), cycling (6%) and football (4%). |
| | | | | 17% | | | | | |







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| | Segment name and description | Segment characteristics | Main age band | Socio eccl group | 1x30 3x30 | % Eng popn | Media and Communications | Key brands | Top sports (played at least once a month) and sporting behaviour |
|---|--|---|---------------|------------------|--------------|------------|--|--|---|
|  | Helena Career Focused Female Also known as Claire, Tamsin, Fiona, Sara, Joanne | Single professional women, enjoying life in the fast lane. <i>Full time professional, single.</i> | 26-45 | ABC1 | 53% | 4.6% | Helena always has her mobile and PDA on hand so that she is contactable for work and social calls. She is a heavy internet user, but mainly from home, and uses this as her primary source of information. |  | Helena is a fairly active type that takes part in sport on a regular basis. Helena's top sports are keep fit/ gym (26%), swimming (22%), cycling (11%), athletics including running (9%), and equestrian (3%). |
|  | Tim Settling Down Males Also known as Simon, Jonathan, Jeremy, Adrian, Marcus | Sporty male professionals, buying a house and settling down with partner. <i>Professional, may have children, married or single.</i> | 26-45 | ABC1 | 62% | 8.8% | Tim's main source of information is the internet -he uses this for information on property, sports and managing his finances. He is a heavy mobile phone user and likes to access information 24/7. Tim will often buy things online and is relatively likely to use SMS text alerts and 3G services. |  | Tim is an active type that takes part in sport on a regular basis. Tim's top sports are cycling (21%), keep fit/ gym (20%), swimming (15%), football (13%) and golf (7%). |
|  | Alison Stay at Home Mums Also known as Justine, Karen, Suzanne, Tamsin, Siobhan | Mums with a comfortable, but busy, lifestyle. <i>Stay-at-home mum, children, married.</i> | 36-45 | ABC1 | 55% | 4.4% | Alison is a medium TV viewer and may have a digital package, but is unlikely to respond to TV advertising. She is a medium internet user and is unlikely to respond to internet advertising, but will use it as a source of information to aid her decision-making. She has a pay-as-you-go mobile for emergencies, but prefers to use her landline. |  | Alison is a fairly active segment with above average levels of participation in sport. Alison's top sports are: keep fit/ gym (27%), swimming (25%), cycling (12%), athletics including running (11%), and equestrian (3%). |







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| | Segment name and description | Segment characteristics | Main age band | Socio eco group | 1x30 | % Eng popn | Media and Communications | Key brands | Top sports (played at least once a month) and sporting behaviour |
|---|---|--|---------------|-----------------|------|------------|--|--|---|
|  | Jackie Middle England Mums Also known as Andrea, Cheryl, Deborah, Jane, Louise | Mums juggling work, family and finance. <i>Vocational job, may have children, married or single.</i> | 36-45 | C1C2D | 47% | 4.9% | Jackie is a medium TV viewer, enjoying soaps, chat shows and dramas, and has Freeview digital channels. She is a light and cautious internet user, but has been encouraged by her children's prolific usage and is becoming more confident herself. |  | Jackie has above average participation levels in sport, but is less active than other segments in her age group. Jackie's top sports are keep fit/ gym (22%), swimming (20%), cycling (9%), athletics including running (6%), and badminton (2%). |
| | | | | 16% | | | | | |
|  | Kev Pub League Team Mates Also known as Lee, Craig, Steven, Tariq, Dariusz. | Blokes who enjoy pub league games and watching live sport. <i>Vocational job, may have children, married or single.</i> | 36-45 | DE | 43% | 5.9% | Kev is a heavy TV viewer, likely to have a digital or cable package for extra sports coverage. He is a heavy radio listener and is likely to favour local commercial stations. Kev uses his mobile phone for social reasons but will not respond to text advert. |  | Kev has above average levels of participation in sport. Kev's top sports are keep fit/ gym (14%), football (12%), cycling (11%), swimming (10%) and athletics including running (6%). |
| | | | | 17% | | | | | |
|  | Paula Stretched Single Mum Also known as Donna, Gemma, Shelley, Tina, Tammy | Single mums with financial pressures, childcare issues and little time for pleasure. <i>Job seeker or part time low skilled worker, children, single.</i> | 26-45 | DE | 36% | 3.7% | Paula is a heavy TV viewer, enjoying quiz and chat shows, reality TV and soaps. She is likely to have a digital or cable package. Paula does not have internet access at home, and is a heavy mobile phone user, although this is likely to be pay-as-you-go. |  | Paula is not a very active type and her participation is lower than that of the general adult population. Paula's top sports are keep fit/ gym (18%), swimming (17%), cycling (5%), athletics including running (4%) and football (3%). |
| | | | | 13% | | | | | |





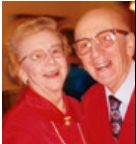

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| | Segment name and description | Segment characteristics | Main age band | Socio eco group | 1x30 | % Eng popn | Media and Communications | Key brands | Top sports (played at least once a month) and sporting behaviour |
|--|---|--|---------------|-----------------|------|------------|--|--|---|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

BASILDON BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

| | Segment name and description | Segment characteristics | Main age band | Socio eco group | 1x30 | % Eng popn | Media and Communications | Key brands | Top sports (played at least once a month) and sporting behaviour |
|---|--|--|---------------|-----------------|------|------------|---|--|--|
|  | Brenda Older Working Women Also known as Shirley, June, Maureen, Janet, Diane | Middle aged ladies, working to make ends meet. <i>Part-time job, married.</i> | 46-65 | C2DE | 29% | 4.9% | Brenda is a heavy TV viewer and is likely to respond to TV advertising. She is a medium radio listener, preferring local commercial stations. Brenda rarely has access to the internet, and is an infrequent mobile user. She enjoys reading the Mirror or the Sun. |  | Brenda is generally less active than the average adult. Brenda's top sports are keep fit/ gym (15%), swimming (13%), cycling (4%), athletics including running (2%) and badminton (1%). |
| | | | | | 8% | | | | |
|  | Terry Local 'Old Boys' Also known as Derek, Brian, Malcolm, Raymond, Michael | Generally inactive older men, low income, little provision for retirement. <i>Job Seeker, married or single.</i> | 56-65 | DE | 26% | 3.7% | Terry is a high TV viewer, both at home and in the pub, particularly enjoying live sports coverage. He reads the tabloids on a daily basis. Terry does not use the internet, and does not feel he is missing out. He is unlikely to have a mobile phone. |  | Terry is generally less active than the average adult. Terry's top sports are keep fit/ gym (8%), swimming (6%), cycling (6%), angling (4%), and golf (4%). |
| | | | | | 9% | | | | |
|  | Norma Late Life Ladies Also known as Pauline, Angela, Irene, Denise, Jean | Older ladies, recently retired with a basic income to enjoy their lifestyles. <i>Job seeker or retired, single.</i> | 56-65 | DE | 23% | 2.1% | Norma is a high TV viewer, enjoying quiz shows, chat shows, soaps and religious programmes. Most new technology has passed her by, having no internet access or mobile phone, but she uses her landline to call her family. |  | Norma is generally less active than the average adult. Norma's top sports are keep fit/ gym (12%), swimming (10%), cycling (2%), bowls (1%) and martial arts/ combat (1%). |
| | | | | | 6% | | | | |

BASILDON BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

| | Segment name and description | Segment characteristics | Main age band | Socio eco group | 1x30 | % Eng popn | Media and Communications | Key brands | Top sports (played at least once a month) and sporting behaviour |
|---|---|--|---------------|-----------------|------|------------|--|--|--|
|  | Ralph & Phyllis Comfortable Retired Couples Also known as Lionel, Arthur, Reginald, Beryl, Peggy, Marjorie | Retired couples, enjoying active and comfortable lifestyles. <i>Retired, married or single.</i> | 66+ | ABC1 | 28% | 4.2% | Ralph and Phyllis are medium to light TV viewers, preferring to be out and about instead. They are unlikely to have access to the internet, although it is something they are considering. They read the newspaper daily: either the Daily Telegraph or Times. |  | Ralph and Phyllis are less active than the average adult, but sportier than other segments of the same age group. Ralph and Phyllis' top sports are keep fit/ gym (10%), swimming (9%), golf (7%), bowls (4%), and cycling (4%). |
| | | | | 9% | | | | | |
|  | Frank Twilight Years Gent Also known as Roy, Harold, Stanley, Alfred, Percy | Retired men with some pension provision and limited exercise opportunities. <i>Retired, married or single</i> | 66+ | C1C2D | 21% | 4.0% | Frank is a heavy TV viewer and enjoys watching live sport and notices TV advertising, which he is influenced by. He does not use the internet and is nervous of computers. Frank reads a newspaper most days, either the Daily Mail or Express. He does not have a mobile phone. |  | Frank is generally much less active than the average adult. Frank's top sports are golf (7%), keep fit/ gym (6%), bowls (6%), swimming (6%) and cycling (4%). |
| | | | | 9% | | | | | |
|  | Elsie & Arnold Retirement Home Singles Also known as Doris, Ethel, Gladys, Stanley Walter, Harold | Retired singles or widowers, predominantly female, living in sheltered accommodation. <i>Retired, widowed.</i> | 66+ | DE | 17% | 8.0% | Elsie and Arnold are heavy TV viewers, enjoying quiz shows, religious programmes and old films. They generally do not have access to the internet or use a mobile phone, and only use their landline to call family |  | Elsie and Arnold are much less active than the average adult. Their top sports are keep fit/ gym (10%), swimming (7%), bowls (3%), golf (1%) and cycling (1%). |
| | | | | 5% | | | | | |

BASILDON BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

APPENDIX 5: Swimming Lesson Accessibility Analysis

Percentage of population within 20 mins walk time of swimming pools which offer both swimming lessons and community available swimming

| IMD 2015 10% bands | Basildon | | Pools with community use. Catchment populations by IMD | | | |
|--------------------------|----------------|-----------------|---|--------------------------|---------------------------------|------------------------------|
| | Persons | Population % | Persons inside catchment | Population inside (%) | Persons outside catchment | Population outside (%) |
| 0 - 10 | 19,425 | 11.0% | 17,732 | 10.0% | 1,693 | 1.0% |
| 10.1 - 20 | 23,068 | 13.1% | 19,509 | 11.1% | 3,559 | 2.0% |
| 20.1 - 30 | 26,089 | 14.8% | 19,276 | 10.9% | 6,813 | 3.9% |
| 30.1 - 40 | 23,206 | 13.1% | 14,319 | 8.1% | 8,887 | 5.0% |
| 40.1 - 50 | 11,195 | 6.3% | 7,065 | 4.0% | 4,130 | 2.3% |
| 50.1 - 60 | 12,915 | 7.3% | 10,900 | 6.2% | 2,015 | 1.1% |
| 60.1 - 70 | 8,538 | 4.8% | 4,974 | 2.8% | 3,564 | 2.0% |
| 70.1 - 80 | 15,232 | 8.6% | 5,911 | 3.3% | 9,321 | 5.3% |
| 80.1 - 90 | 13,711 | 7.8% | 9,354 | 5.3% | 4,357 | 2.5% |
| 90.1 - 100 | 23,095 | 13.1% | 18,412 | 10.4% | 4,683 | 2.7% |
| Total | 176,474 | 100.0% | 127,452 | 72.2% | 49,022 | 27.8% |