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Rother
District Council

Indoor Sports & Leisure Facilities Strategy:

Assessment Report – Need and Evidence for Swimming Pools, Sports Halls, Gyms, Studios and Squash Courts

Appendix 2

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Neil Allen Associates Registered Office:
20 Brook Road, Lymm, Cheshire, WA13 9AH

A limited company, registered in
England and Wales no. 616528

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Assessment of Need & Evidence for each Sports Facility Type

Planning tools and techniques applied to develop the assessment of need for each sports facility type

1.1 This appendix sets out the assessment of need for each of the five sports facility types included in the study. It reports each one in turn: swimming pools; sport halls; health and fitness centres (gyms); studios and squash courts.

1.2 Sport England has developed an extensive database with a facility supply and demand provision assessment for the five sports facility types. The hard evidence data developed for swimming pools and sports halls is much more developed for reasons set out in the strategy – they represent between 60% - 70% of community sports and physical activity participation and are the bedrock of indoor community sports and physical activity provision.

1.3 Sports halls provide for up to 15 individual and team sports as well as being a venue for exercise and fitness classes.

1.4 Swimming pools are the only facility type which is genuinely cradle to grave in terms of age participation. They are also the facility type where female participation is higher than male participation. Finally they are the facility type which has the highest provision and swimming pools have the highest operating costs. So the need to assess in detail the current and future provision for this facility type is most important.

1.5 Sport England has also developed the Active Places Power (APP) which is a database for the other facility types included in the Rother District project remit. APP provides an extensive database of supply data and some tools for assessing demand. It also provides some mapping capability.

1.6 The hard evidence data has been checked and challenged through consultations with stakeholders, national and regional governing bodies of sport, local sports clubs, schools and colleges who provide sports facilities for community use and the operators of venues, both public and club based venues.

1.7 The sources of data for the development of the evidence base are set out in Table 1.1 overleaf.

Table 1.1: Planning Tools Applied in the Assessment for each Sports Facility Type

Source of data and method of assessment	Swimming Pools	Sports Halls	School Based Sports Facilities	Health and Fitness (gyms)	Dance Studios	Squash Courts
Sport England Active Places Power				✓	✓	✓
Sport England data and analysis based on the facility planning model	✓	✓	✓			
Sport England Assessing Needs and Opportunities Guide ANOG)	✓	✓	✓	✓	✓	✓
Fitness Industry Association				✓		
Local survey data and consultations (reported on in the consultations assessment report	✓	✓	✓	✓	✓	✓

Introduction

2.1 This assessment report presents the findings from an analysis of the supply, demand, access and availability of swimming pools in the Rother District Council area and across a wider study area which includes the neighbouring authorities to Rother. The focus of the analysis is to assess:

- the extent to which the existing supply of swimming pools meets current levels of demand generated by the resident population of Rother and how this changes up to 2025 and beyond. Understand the scale of the import of demand for swimming pools into Rother from neighbouring authorities and the export of Rother demand to pools in neighbouring authorities; and

- to develop these findings alongside those in Appendix 1 on the profile of participation into the strategy for the future provision of swimming pools across the District (and which also incorporates wider District Council sports and policy objectives).

Assessment Structure, Sequence and Content

2.2 The assessment presents the findings on the 2015 current supply and demand for swimming. It provides a baseline assessment of what things look like now.

2.3 The assessment is undertaken and reported on under the headings of – quantity (total supply, total demand, and supply/demand balance), accessibility (travel patterns, satisfied demand and unmet demand) and availability (how full the pools are lack of pool capacity). For each heading the report sets out a table of findings for each heading and then provides a commentary on those findings.

2.4 The findings under each heading for the neighbouring authorities are also set out in the tables. This allows (where valid to do so) the findings for Rother District to be compared and commented on.

2.5 A summary of the key findings is at the end of the swimming pools assessment.

The Study Area

2.6 Describing the study area provides some points of explanation and a context for the assessment. Customers of swimming pools do not reflect local authority boundaries and whilst there are management and pricing incentives for customers to use sports facilities located in the area in which they live, there are some big determinants as to which swimming pools people will choose to use.

2.7 These are based on: how close the swimming pool is to where people live; travel patterns for work for example commuters using a pool in another authority to where they live because it fits in with their work routine; the age and condition of the facility and inherently its attractiveness; other facilities within/on the site such as a fitness suite; and personal and family choice liking a particular pool.

2.8 Consequently, in determining the position for Rother District, it is very important to take full account of the swimming pools in the neighbouring local authorities to Rother. In particular, to assess the impact of overlapping catchment areas of facilities located in Rother and those located outside the authority. The nearest facility for some Rother residents may be located outside the authority (known as exported demand) and for some residents of neighbouring authorities their nearest swimming pool is inside Rother (known as imported demand). The data provides information on the amount of Rother demand for swimming pools which is retained in Rother, the amount which is exported.

Definition and Listing of Pools in the Assessment

2.9 The demand for and capacity/supply of pools is measured in visits per week in the peak period (vpwpp). (Note: now referred to as either visits or visits per week).

Findings from the Assessment of the Supply and Demand for Swimming Pools 2014.

Quantity

2.10 This assessment describes the supply and demand for swimming pools in Rother District in 2015 and incorporates the most up to date audit of swimming pools in the area.

Table 2.1: Total Supply of Swimming Pools

Total- Supply	Rother	Ashford	Hastings	Shepway	Tunbridge Wells	Wealden	SOUTH EAST REGION	ENGLAND
Number of pools	4	9	3	5	8	8	564	3053
Number of pool sites	4	7	2	3	6	7	391	2156
Supply of total water space in sqm	974	1817	552	877	1731	1995	123245	681427
Supply of publicly available water space in sqm in the peak period	823.7	1471.7	551.8	808.6	1220.0	1592.2	100309.5	567268.5
Supply of total water space in visits	7142	12759	4784	7011	10577	13804	869683	4918218
~~Waterspace~~Water space per 1,000 population	10.54	14.65	6.02	7.95	14.67	13.02	13.82	12.46

2.11 **Definition of supply** – this is the supply or capacity from the swimming pools which are available for public and club use in the weekly peak period. The supply is expressed in number of visits that a pool can accommodate in the peak period.

2.12 In 2015 there are a total of 4 swimming pools in Rother on 4 sites. So one pool per site. All existing pools are included in the statement of supply. The total supply in water space from these 4 pools is 974 sq metres of water. However when the water space is assessed based on the number of pools available for public use and the hours for public use in the peak period, the supply is slightly reduced to 823 sq metres of water. This is a reduction of some 151 sq metres of water, around the size of a 20m x 4 lane pool. It is most likely created by pools in education sites not being available for community use in the peak community hours. An initial view is to see if any unmet demand can be met by increasing access to existing swimming pools as a management approach to increasing the existing supply. This will be assessed under the availability heading

2.13 The list of swimming pools in Rother district is set out in Table 2.2 overleaf. (Note; there are two further swimming pools in Rother at Battle Abbey Preparatory School and Vinehall School but both pools are closed and do not have public access in any case).

Table 2.2: Rother District Swimming Pools 2015

Name of facility	Type	Area	Year built	Year refurbished
ROTHER DISTRICT				
BEXHILL LEISURE POOL	Main/General	250	1990	2007
CROWHURST PARK	Main/General	324	1995	2008
RYE SPORTS CENTRE	Main/General	200	2003	
ST MARYS SCHOOL	Main/General	200	1989	

2.14 The table shows that ALL four sites have one main pool tank varying in size from 200 sq metres so between a 20 and 25 metre 4 lane pool at Rye Sports Centre and St Mary's School. Then a 250 sq metre leisure pool at Bexhill and then a 25m x 6 lane pool at Crowhurst Park.

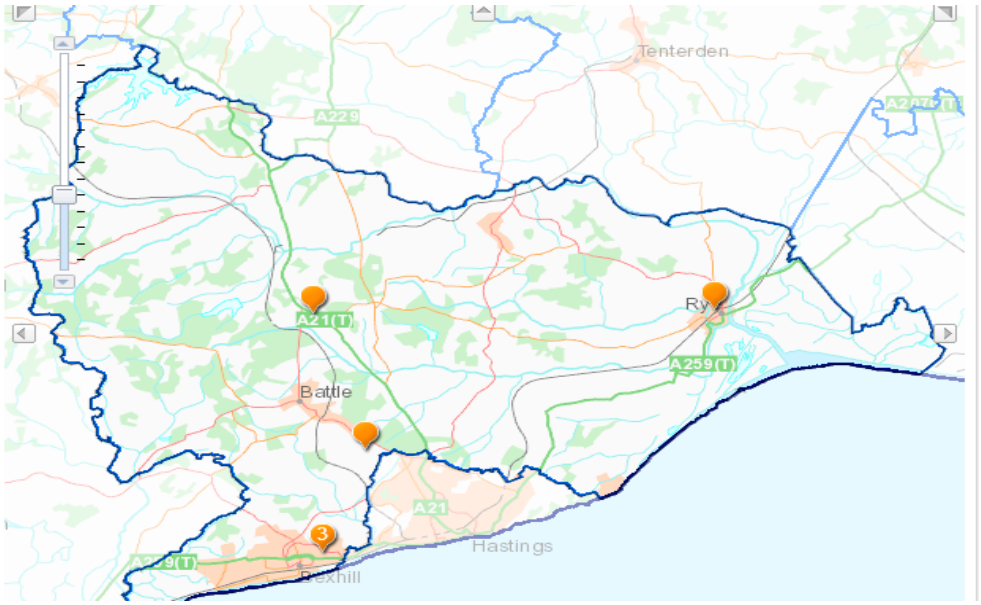
2.15 There are no swimming pool sites which have a teaching/learner pool.

2.16 A comparative measure for pool provision is water space per 1,000 population. Applying this standard shows that across Rother there are 10.5 sq metres of water per 1,000 population. This is the mid table in comparison to the neighbouring authorities with three authorities having higher provision – Ashford and Tunbridge Wells with 14.6 sq metres of water, and Wealden with 13, 2 sq metres of water per 1,000 population. Hastings with 6 sq metres of water and Shepway with 7.9 sq metres of water have lower provision than Rother.

2.17 Rother has a lower provision of water space per 1,000 population than in SE region at 13, 8 sq metres of water and England wide at 12, and 4 sq metres of water per 1,000 population.

2.18 Map 2.1 overleaf shows the location of swimming pool provision in Rother District 2015

Map 2.1: Location of swimming pools in Rother District 2015



Age and Details of Pool Sizes

2.19 There are 2 public, 1 school and 1 commercial swimming pool site in Rother. The commercial pool is at Crowhurst Park which is also the largest pool at 324 sq metres of water. It is an integral part of the Crowhurst Park Leisure Club and which is part of a holiday residential centre. In effect the pool is for use by tourists/residents and the centre does operate a leisure club membership system for use and access by local residents.

2.20 Of the 2 public swimming pool sites the pool sizes are small and quite old at 250 sq metres of water at Bexhill Leisure Centre, opened in 1990 and modernised in 2007. The Rye Sports Centre pool is a smaller 200 sq metres pool, more modern and opened in 2003. (Note: for context a 25 m x 4 lane pool is 212 sq metres of water).

2.21 The size and configuration of the pools constrains the full range of swimming activities of recreational swimming, learn to swim programmes, lane and fitness swimming and swimming club swimming development programmes to take place. The size of the water area of each pool in effect limits programming to one or at best two swimming activities at any one time. These are supply findings and will be compared to demand for swimming findings to establish the extent to which the size of pools is a constraint on meeting all the demand and different types of swimming use.

Total Demand Findings

2.22 **Definition of total demand** – it represents the total actual demand from both genders and across all ages. The rate of swimming participation by gender and in each of 14 five year age bands is generated in terms of the percentage for each age band/gender that participates. To this is added the frequency of participation in each age band/gender to arrive at a total demand figure which is expressed in visits per week in the weekly peak period.

Table 2.3: Total Demand

Total Demand	Rother	Ashford	Hastings	Shepway	Tunbridge Wells	Wealden	SOUTH EAST REGION	ENGLAND
Population	92434	124056	91726	110307	117997	153271	8919914	54669203
Swims demanded –visits	5386	7890	5805	6762	7455	9297	563912	3485064
Demand in sqm of water	893.9	1309.5	963.4	1122.3	1237.2	1543.0	93585.2	578371.4

2.23 Population totals are the start point for then determining the percentage of the population who swim and how frequently. In 2015 the total population in Rother is 92,434 people.

2.24 In terms of the total demand generated for pools and based on the visits per week in the weekly peak period, Rother has a total demand of 5,386 visits. So the total population of 92,434 people converts into 5,386 visits to swimming pools in the weekly peak period.

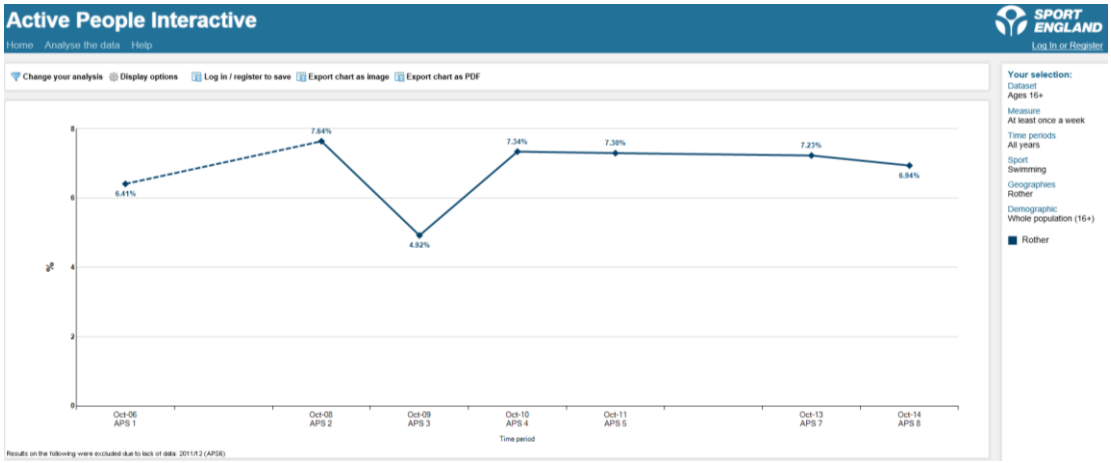
2.25 Rother has the lowest demand for swimming across all six local authorities. Rother does have the second lowest population, with only Hastings being lower at 91,726 residents and a swimming demand of 5,805 visits in the weekly peak period.

2.26 It is important to understand the makeup of the demand for swimming across Rother and some of the extensive findings under the participation profile for swimming are set out here as context.

2.27 Rother has bucked the regional and national trend of declining participation in swimming. In Rother swimming participation has been maintained and slightly increased over the period of the Active People surveys 1 – 8 from 2006 – 2014.

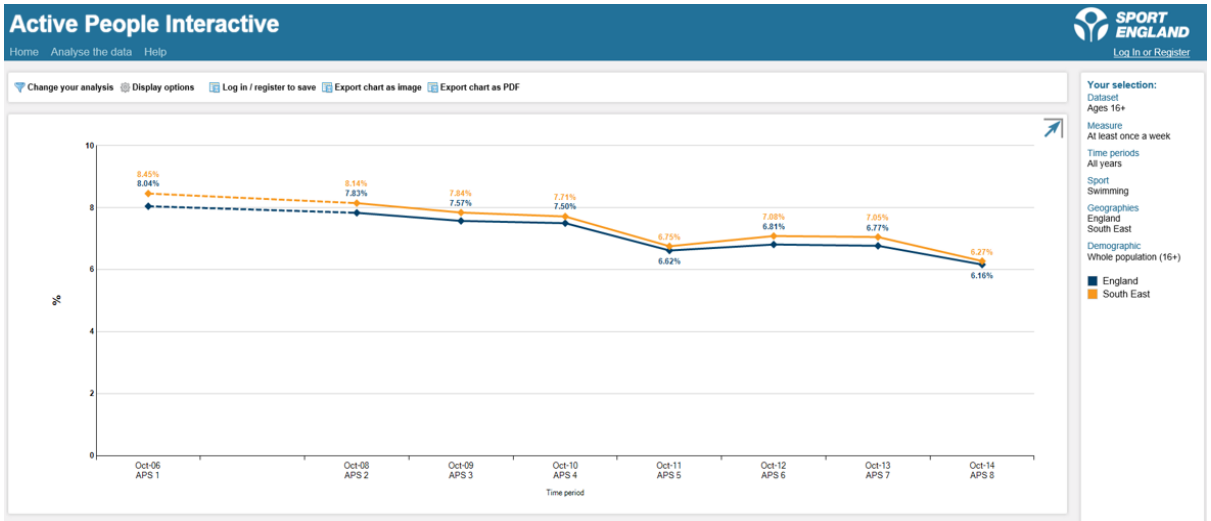
2.28 The rate of once a week adult swimming participation in Rother was 6, 4% in 2006 and this has increased to 6.9% in 2014. Over the eight year period swimming participation has retained this level of participation, except in 2009 when there was a one year dip to 4.9%. This is set out in Chart 2.1 below.

Chart 2.1: Rate of once a week sports participation for swimming. Active People surveys for Rother District 2006 – 2014.



2.29 Across SE region and England wide the rate of once a week swimming participation has declined over the same 2006 – 2014 period. It being 8.45% of adults across England (blue line) swimming at least once a week in 2006 and 8% (yellow line) in SE region. By 2014 the rate of swimming participation had declined to 6.2% across England and 6.15 in SE Region. This is set out in Chart 2.2 below.

Chart 2.2: Rate of once a week participation for swimming for England and SE Region 2006 – 2014.



2.30 Other findings from the swimming participation profile for Rother are:

- swimming is the most popular activity in Rother, with over 10.7% of Rother's adult population swimming at least once a month and 6.9% swimming at least once a week in 2014;
- six of the top nine segments in population numbers in Rother and which accounts for over 60% of the population are above 46 years of age. Their reasons for participating are for recreational, social activity and with a strong personal health motivation;
- swimming is the most important activity for these segments – it has appeal across this upper age range and both genders; and
- as the older population of Rother becomes a bigger proportion of the population the most important sports facility type for maintaining an active and heathy lifestyle will be swimming pools.

Supply and Demand Balance Findings

2.31 **Definition of supply and demand balance** – the supply and demand balance section of the report provides a 'global' view of provision – it compares total demand generated within Rother for swimming with the total supply of pools within Rother. It therefore represents an assumption that ALL the demand for swimming in Rother is met by ALL the supply of swimming pools in Rother. (Note: it does exactly the same for the other local authorities in the study area).

2.32 In short, supply and demand balance is NOT based on where the pools are located and their catchment area extension into other authorities. Nor, the catchment areas of pools in neighbouring authorities extending into Rother. Most importantly supply and demand balance does NOT take into account the propensity/reasons for residents

using facilities outside their own authority. The more detailed modelling based on the catchment area of swimming pools is set out under the accessibility and availability headings.

2.33 The reason for presenting the supply and demand balance is because some local authorities like to see how THEIR total supply of swimming pools compares with THEIR total demand for swimming. Supply and demand balance presents this comparison.

Table 2.4: Supply/Demand Balance

Supply/Demand Balance	Rother	Ashford	Hastings	Shepway	Tunbridge Wells	Wealden	SOUTH EAST REGION	ENGLAND
Supply - Swimming pool provision in sqm of water based on hours available for community use	823.7	1471.7	551.8	808.6	1220.0	1592.2	100309.5	567268.5
Demand - Swimming pool provision in sqm	893.9	1309.5	963.4	1122.3	1237.2	1543.0	93585.2	578371.4
Supply / Demand balance - Variation in supply available compared to the minimum required to meet demand.	-70.23	162.19	-411.65	-313.66	-17.19	49.24	6724.25	-11102.9

2.34 The supply and demand balance findings are reported as the total supply and total demand in sq metres of water. Across Rother there is a negative supply and demand balance of 70 sq metres of water. Meaning total supply for swimming at 823 sq metres

2.35 Of water is less than the total demand for swimming at 893 sq metres of water. (Note: for context a 25m x 4 lane pool is 212 sq metres of water).

2.36 So the shortfall in provision for swimming in Rother in 2015 is 70 sq metres of water.

Accessibility

2.37 **Definition of accessibility -** it represents (1) the proportion of total demand that is met by the capacity at the swimming pools from residents who live within the driving, walking or public transport catchment area of a pool. Also (2) the proportion of total demand which cannot access a pool because it is ether outside the catchment area of a pool or the pool is too full (Note: (1) is also referenced as satisfied demand and (2) as unmet demand).

Table 2.5: Accessibility (Satisfied Demand)

Accessibility	Rother	Ashford	Hastings	Shepway	Tunbridge Wells	Wealden	SOUTH EAST REGION	ENGLAND
Total number of visits which are met	4424	7364	4685	5476	6893	8634	524656	3184310
% of total demand satisfied	82.1	93.3	80.7	81	92.5	92.9	93	91.4
% of demand satisfied who travelled by car	88	86.19	79.95	80.5	86.75	89.38	82.75	75.65
% of demand satisfied who travelled by foot	6.69	7.7	10.02	12.57	5.91	6.87	10.75	14.84
% of demand satisfied who travelled by public transport	5.31	6.12	10.03	6.93	7.34	3.76	6.51	9.51
% of population without access to a car	17.8	15.3	30.8	22.1	16.3	11.7	17.6	24.9
Demand Retained	3079	6936	3516	5009	5765	6249	511380	3182427
Demand Retained -as a % of Satisfied Demand	69.6	94.2	75.1	91.5	83.6	72.4	97.5	99.9
Demand Exported	1345	428	1169	467	1127	2384	13276	1882
Demand Exported -as a % of Satisfied Demand	30.4	5.8	24.9	8.5	16.4	27.6	2.5	0.1

Access to Swimming Pools based on the 20 minute drive time Catchment Area

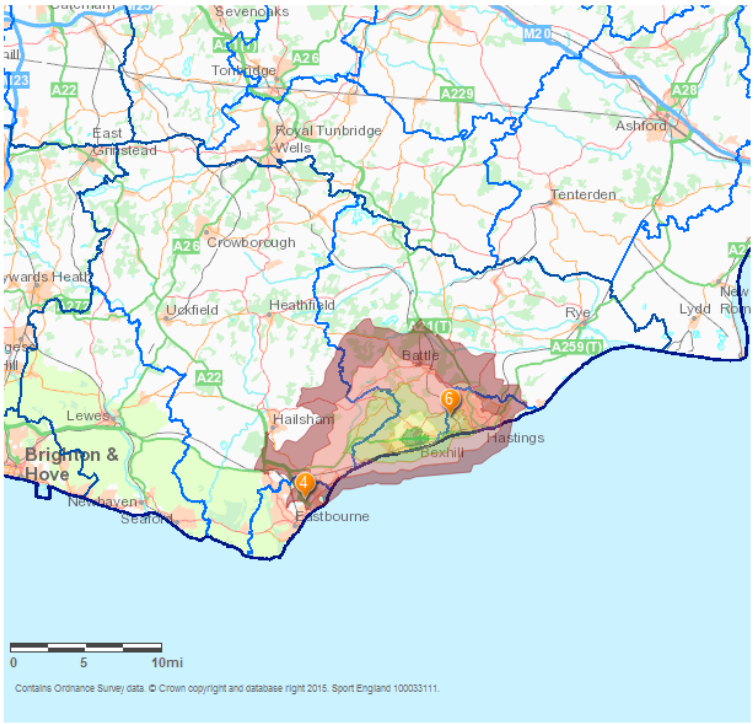
2.38 The drive time catchment area of 20 minutes actual drive time is the accepted (based on Sport England research) catchment area for swimming pools for regular participation. Also car travel is the dominant travel mode with 88% of all visits to pools by Rother residents being by car.

2.39 Only Wealden has a high percentage of car trips to pools at 89.3% of all visits. Whilst the average across SE region is 82.7% of all visits to pools being by car and for England wide it is 75.6%.

2.40 So in determining how accessible the public swimming pools are to the residents of Rother it is important to understand the drive time catchment area for these public pools.

2.41 Maps 2.2 and 2.3 show the 20 minute drive time catchment area for the two public pools of first Bexhill Leisure Pool and then Rye Sports Centre. The 20 minute drive time catchment area is in different colour coded 5 minute drive time bands.

Map 2.2: 20 Minute Drive Time Catchment Area for Bexhill Leisure Pool 2015



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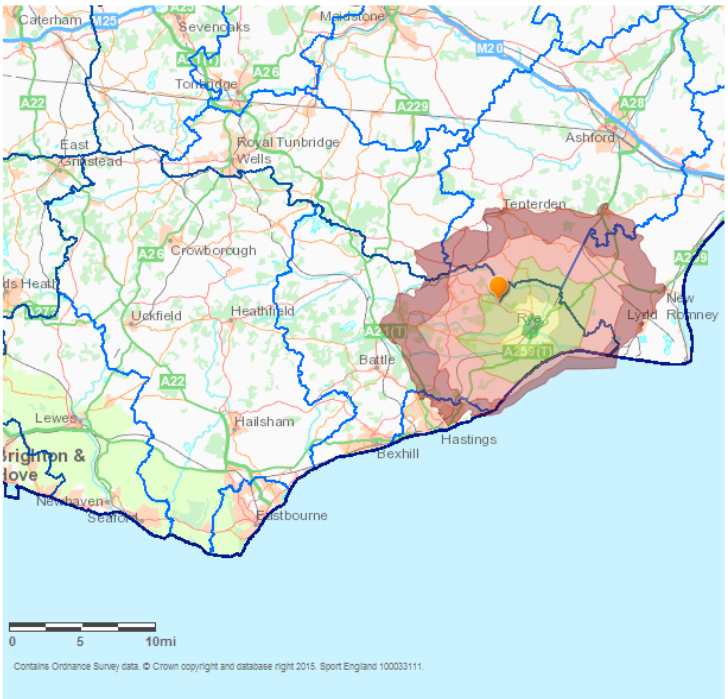
Map 2.3: 20 Minute Drive Time Catchment Area for Rye Leisure Centre 2015



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2.42 Some observations on the drive time catchment areas are;

- Virtually all of Rother District is inside a 20 minute drive time access of ether of these pools. Except an area to the north of the authority bordering Tunbridge Wells and Wealden. This amounts to around 255 of the land area of the district
- Almost half of the Rye Sports Centre pool 20 minute drive time catchment area extends into Ashford. Based on the research finding that most regular swimming participation is made to pools closest to where residents live then the Rye pool will be serving this area of Ashford. So there could be quite a high level of imported demand for use of Rye's pools by residents of Ashford
- the Bexhill Leisure Pool 20 minute drive time catchment area does extend across all of Hastings district and into Wealden as far south as Eastbourne and to the north of the town as well. In short the Bexhill pool site catchment area covers areas of neighbouring authorities where there is extensive population. So again the potential for a high export of demand from these authorities into Rother and use of Bexhill's leisure pool.

Access to Swimming Pools Based on the 20 minute/1 mile walk to Catchment Area

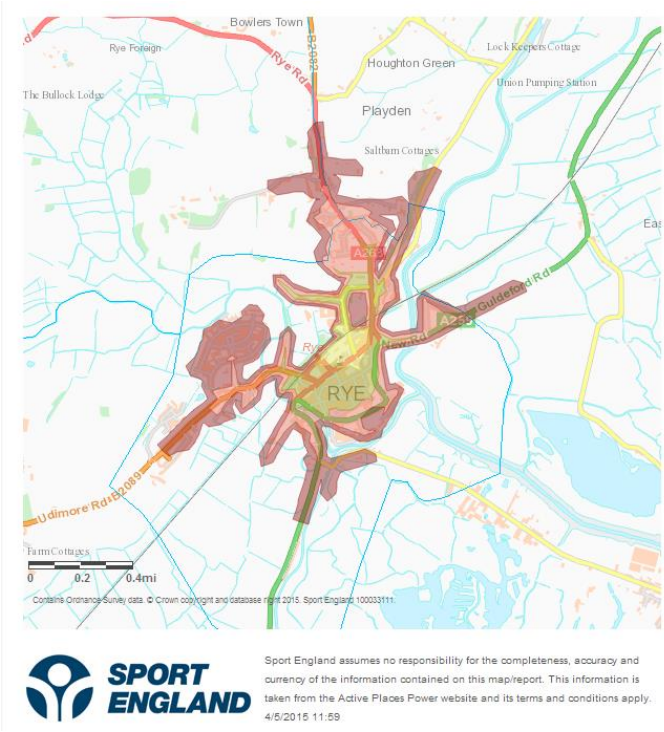
2.43 The same mapped information can be presented for the WALK TO catchment area of a swimming pool. The walk to catchment area is defined by Sport England through its research of 20 minutes or 1 mile.

2.44 The finding from the 2011 Census is that 17.8% of all Rother residents do not have access to a car. This compares with 30.8% in Hastings and 11.7% in Wealden. Across SE Region the average is 17.6% and for England wide it is 24.9%. So given the Rother percentages for residents without access to a car it is important to consider the walk to catchment area for pools as this is the way of accessing pools for these residents (and by public transport which represents 5.3% of all visits to Rother's pools).

2.45 In 2015 some 6.6% of all visits to Rother's swimming pools are on foot. Only Tunbridge Wells of the neighbouring authorities has a lower percentage at 5.9% of all visits. In SE region it is an average of 10.7% and for England wide it is 14.8% of all visits.

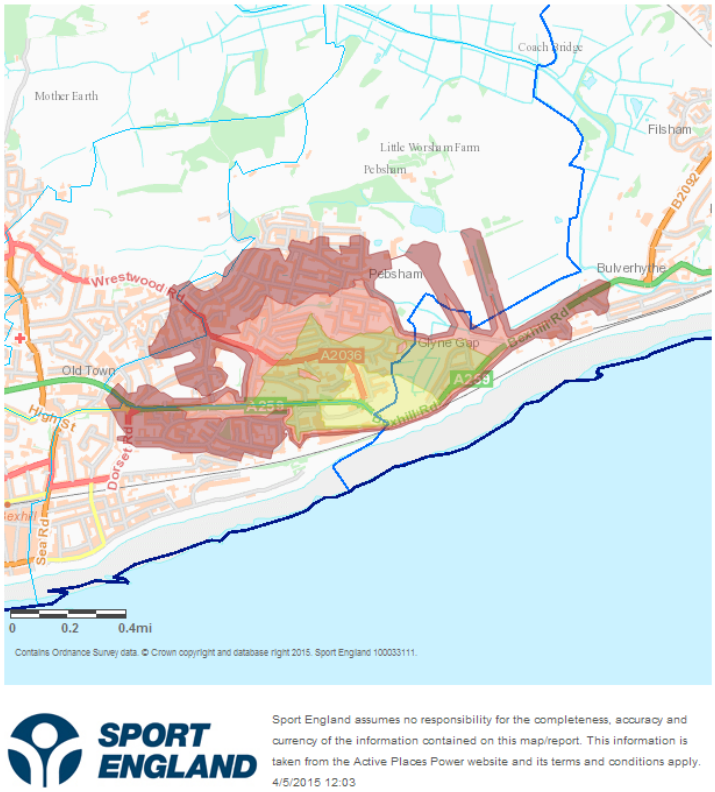
2.46 Map 2.4 overleaf illustrates the area of the walk to catchment area for Rye Sports Centre. It appears the centre includes virtually all of the built/residential areas of the town and so the pool is well located to meet the walk to demand for swimming.

Map 2.4: 20 Minute/1 Mile Walk to Catchment Area for Rye Leisure Centre 2015



2.47 For the Bexhill centre the walk to catchment area appears to include most of the town although there is the residential area to the west of the centre which is out with the catchment area of the pool.

Map 2.5: 20 Minute/1 Mile Walk to Catchment Area for Bexhill Leisure Pool 2015



Satisfied Demand by Access to Pools

2.48 In 2015 some 4,424 visits or, 82.1% of the total demand for swimming across Rother is satisfied demand. Rother has the third lowest level of satisfied demand, with Shepway and Hastings being very marginally lower at 81% and 80.7% respectively. Whilst there are much higher levels of satisfied demand in Tunbridge Wells at 92.5%, Wealden at 92.9% of total demand and in Ashford at 93.3%.

2.49 The impact of the shortfall in water space of 70sqm of water is contributing to the lower levels of satisfied demand. These are significant finding and starts to bring together the number, location and access to pools by each travel mode and then comparing these findings with the level of demand for swimming.

2.50 Putting all the features together the finding is that the:

- number, location and catchment area of the pools;
- plus the dominate travel mode to pools which is by car at 88% of all visits from Rother residents;
- compared with the total demand for swimming, where this is located and how much is located inside the catchment area of a swimming pool means that; and
- only some 82% of the total demand for swimming by Rother residents can be met by the supply and location of the swimming pools. This is not a very high level of accessibility satisfied demand.

Retained Demand and Exported Demand

2.51 There is a sub set of findings for accessibility and this is looking at how much of the Rother total satisfied demand is met by pools located in Rother? In short for how much of the Rother total demand for swimming goes to a pool in Rother, based on where residents live and the catchment area of the pools? This is known as retained demand.

2.52 Once this is established the data can then identify how much of the Rother demand is met outside the District. This is known as exported demand.

2.53 Rother's retained demand is 69.6% of the total satisfied demand for swimming from Rother residents. This means the location and catchment area of the 4 pools in Rother are reasonably well placed and accessible to Rother residents by one of the three travel modes to meet this level of swimming demand. In short, for nearly seven out of ten visits to a swimming pool by a Rother resident it is to a pool located in Rother.

2.54 Rother does however have the lowest level of retained demand of all the authorities. The next lowest is in Wealden at 72.4% and then Hastings at 75%. There is a very high 91.5% of retained demand in Shepway, and an even higher 94.2% in Ashford. For South East region retained demand is even higher at 97.5% of the total regional satisfied demand for swimming.

2.55 In short, the location of the Rother swimming pools is reasonably well located so that for seven out of ten visits to pools the nearest pool for a Rother resident is a pool in the district. However because of a combination of the Rother demand for swimming exceeding supply and the northern part of the district being outside the drive time catchment area of a swimming pool, it does mean that Rother is exporting some 30% of its demand for swimming and this is belong met in pools in neighbouring authorities.

Table 2.6: Accessibility (Unmet Demand)

Unmet Demand	Rother	Ashford	Hastings	Shepway	Tunbridge Wells	Wealden	SOUTH EAST REGION	ENGLAND
Total number of visits in the peak, not currently being met	962	526	1120	1286	562	664	39256	300754
Unmet demand as a % of total demand	17.9	6.7	19.3	19	7.5	7.1	7	8.6
Equivalent in Water space m2 - with comfort factor	159.67	87.35	185.91	213.48	93.28	110.13	6514.76	49912.3
% of Unmet Demand due to ;								
Lack of Capacity -	21.7	0.0	34.4	0.0	0.5	0.9	7.5	10.6
Outside Catchment -	78.3	100.0	65.6	100.0	99.5	99.1	92.5	89.4

2.56 **Unmet demand definition has two parts to it** - demand for swimming which cannot be met because (1) there is too much demand for any particular pool within its catchment area; or (2) the demand is located outside the catchment area of any pool and cannot access the pool – this is then classified as unmet demand.

2.57 The unmet demand under the first heading is dealt with under the availability heading. It could be under this definition there are individual pools where demand is greater than the capacity of that pool and creating unmet demand.

2.58 Under the quantity heading findings it was identified that there are areas of Rother to the north of the authority and bordering Tunbridge Wells and Wealden which are outside the drive time catchment area of a pool and (under definition 2) demand located in these areas cannot access a pool and would be determined as unmet demand.

2.59 Unmet demand for pools in Rother in 2015 totals 962 visits, or, put another way 17.9% of the total demand for swimming from Rother residents. This is equivalent to 159 sq metres of water and for context a 25 metres x 4 lane swimming pool is 212 sq metres of water. Rother has 823 sq metres of water available for community use in 2015. This sets out the scale of unmet demand for swimming from Rother residents.

2.60 Some 78% of the total unmet demand for swimming is under the second definition of not being able to access a pool because the demand is located outside the catchment area of a pool. This represents some 124 sq metres of water. It can be presumed that a large part of this unmet demand is located in this area to the north of the district.

2.61 There will also be some unmet demand which is from residents who do not have access to a car and have to access pools by either walking or using public transport. It was established under this access heading that accessing pools by walking represents 6.6% of all demand and by public transport it is 5.3% - so not high levels.

2.62 It is inevitable that there will be some residents without access to a car do live outside the walking catchment area of a pool and the map for the walking catchment area for Bexhill Leisure Centre does show residential areas to the west of the centre outside the walking catchment area. The small 20 minutes/1 mile walking catchment area means it is not possible to get blanket coverage.

2.63 The significance of the unmet demand finding due to location of demand located outside the catchment area of pools is not that there is unmet demand but the SCALE of it. At 159 sq metres of water it does represent some 19.3% of the total Rother supply of water space and 17.9% of the total Rother demand for swimming.

Availability

2.64 **Definition of availability (or used capacity)** is a measure of usage and throughput at swimming pools and estimates how well used/how full facilities are. Sport England in undertaking the data analysis set a 'comfort factor', beyond which, in the case of swimming pools, the pools are too full. The assumption being that usage over 70% of the total swimming pool capacity is busy and the pool is operating at an uncomfortable level above that percentage.

Table 2.7: Availability Findings

Availability	Rother	Ashford	Hastings	Shepway	Tunbridge Wells	Wealden	SOUTH EAST REGION	ENGLAND
Total number of visits used of current capacity	4516	7412	4118	5372	7261	6945	531188	3184596
% of overall capacity of pools used	63.2	58.1	86.1	76.6	68.6	50.3	61.1	64.8
% of visits made to pools by walkers	6.9	7.6	11	12.8	5.6	8.4	10.7	14.8
% of visits made to pools by road	93.1	92.4	89	87.2	94.4	91.6	89.3	85.2
Visits Imported;								
Number of visits imported	1437	475	602	363	1496	696	19808	2168
As a % of used capacity	31.8	6.4	14.6	6.8	20.6	10	3.7	0.1

2.65 The total used capacity of Rother's four pools sites as a District average is 63.2% of the used capacity of the pools in the weekly peak period. In effect, the pools across Rother are estimated to be well some 7% within the Sport England "pools full" comfort level of 70% of used total capacity.

2.66 This district wide average of used capacity may appear low, given demand for swimming exceeds supply across the district. However Rother is exporting some 30% of its own demand for swimming to pools in neighbouring authorities. The Rother percentage of used capacity is higher than in Wealden at 50.3% and in Ashford at 58.1%. Tunbridge Wells has a used capacity percentage of 68.6%, Shepway 76.6% and Hastings is 86.1%.

2.67 The Rother District wide average does however vary at individual pool sites and the percentages for used and unused capacity at each pool are set out in Table 2.8 overleaf.

Table 2.8: Percentage of swimming pool capacity used and unused at each of the Rother District pool sites. 2014

Name of facility	Type	AREA	Year built	Year refurbed	Public / Comm	Hours in peak period	Total hours available	% of Capacity used	% of capacity not used
Rother District								**63%**	**37%**
BEXHILL LEISURE POOL	Main/General	250	1990	2007	P	46.5	86	**100%**	**0%**
CROWHURST PARK	Main/General	324	1995	2008	C	51	99	**27%**	**73%**
RYE SPORTS CENTRE	Main/General	200	2003		P	47	83	**62%**	**38%**
ST MARYS SCHOOL	Main/General	200	1989		P	26.5	34	**100%**	**0%**

2.68 As Table 2.8 shows Bexhill Leisure Centre and St Mary's School are estimated to be at 100% of capacity used. The hours of community use at St Mary's school is however estimated to be only 26.5 in the weekly peak period and may well be lower if there were more hours of community use. The hours in the weekly peak period at Bexhill Leisure Pool are much higher 46.5.

2.69 At Crowhurst Park the estimated used capacity is a much lower 27% of capacity in the weekly peak period. This pool is the largest in the district but it is part of an extensive commercial holidays centre with residential accommodation and lots of other facilities on site. In effect it is not part of the community swimming pool provision and it is available for public access on the basis of a monthly membership. This type of provision and the ability to access on the basis of ability and willingness to pay is why it has a much lower estimated used capacity for public use

2.70 The estimated pool capacity used at Rye Sports Centre in the weekly peak period is 62% of total pool capacity.

2.71 The reasons for variation in the estimated used capacity of individual pool sites are several:

- the amount of demand in the catchment area of each pool varies which will obviously impact on how full any one pool is;
- there is possibly no other pools which shares some of the same catchment area and so all the demand is going to one pool;
- the age and condition of the pool meaning some pools are more attractive than others to use and draw demand to them;
- the location of the pool and which makes it accessible to users at particular times of the day. For example town centre pool sites which can attract demand from workers before or after work;
- pool locations on commuter routes, so again commuters can use a pool before or after work;

- pools which offer more features than other pools for example a health suite or modern gym which increases their comparative attraction, for example Crowhurst Park; and

- patterns of use for particular customers, for example the programme offers different swimming programmes at times that suit and fits in with for example other family activities.

2.72 Most importantly public swimming pools provide for the full range of swimming programmes: casual swimming; fitness lane swimming; learn to swim programmes; and club development. Whereas commercial swimming pool sites such as Crowhurst Park are restricted in the types of use because they are based on the willingness and ability to pay a membership. This means their use is restricted and therefore they cannot be compared with the full range of swimming programmes and usage of public pools. Hence to repeat a main reason why the commercial pools do have a much lower estimated used capacity.

2.73 Overall the key finding on used capacity is that across the District the public pool at Bexhill is estimated to be full and the Rye Sports Centre pool is reasonably full at peak times, with around 8% of headroom before the pools full comfort level of 70% of capacity used is reached.

2.74 There appears virtually no scope to redistribute demand around pools so as to reduce the used capacity of 100% at Bexhill Leisure Pool and at St Mary's School, so as to achieve a more balanced level of use across all the pool sites. In effect, there is only one other pool site which is Rye Sports Centre, estimated to have only some 8% of unused capacity before it also reaches the "pools full comfort level" of 70% of capacity used at peak times. So there is only around 8% of spare capacity at one site within the district before the two public and one school pool are all at and above the pools full level.

2.75 Also the Rye Sports Centre is a small pool at only 200 sq metres of water and so limited in the range of swimming programmes it can accommodate at any one time. Finally the distance between the pool locations means that in effect they are serving distinct catchments. The ability to move demand around the district between disparate pool locations would most likely lead to a reduction in participation as people chose not to travel longer distances to swim – on a regular basis.

Imported Demand for Swimming

2.76 The level of demand for swimming which is imported into Rother is reported in the used capacity category of findings. This is because it is based on residents who live outside of the district but the nearest pool to where they live is located inside Rother. In this instance the demand is distributed to pools in Rother and so it becomes part of the used capacity of the Rother pools.

2.77 In 2015 Rother is importing 1,437 visits which represent 31.8% of the used capacity of the Rother pools. This is a high level of imported demand at almost one in three visits to a pool in Rother being from outside the District. The data does not identify where this demand comes from or how much demand is from each authority.

2.78 Finally, under used capacity it is possible to bring together the combined figures for retained, exported and imported demand for swimming in Rother and this is expressed in visits and presented in Table 2.9 below. As the table shows Rother is almost in balance and there is net export of 92 visits only, a negligible amount.

Table 2.9: Number of visits for retained, exported and import demand in Rother 2015

	Retained visits	Exported visits	Imported visits	Net Import/Export
Rother	3,079	1,345	1,437	Net exporter of 92 visits

2.79 The key finding under availability is that the public/school site pools are estimated to be very full and there is virtually no scope to absorb more demand for swimming. Or re-distribute demand between pools to create some spare headroom. This is because there is only 8% of unused capacity at peak times at one pool site before all three sites are at capacity in the peak period.

Summary of Findings on Swimming Pools under Quantity, Quality, Access and Availability

Quantity of Provision (Supply and Demand)

Definition of supply – this is the supply or capacity from the swimming pools which are available for public and club use in the weekly peak period. The supply is expressed in number of visits that a pool can accommodate in the peak period. All findings are for 2015.

In 2015 the area total of 4 swimming pools in Rother on 4 sites. So one pool per site. All existing pools over 160 sq m of water are included in the statement of supply. The total supply in water space from these 4 pools is 974 sq metres of water. In terms of visits in the weekly peak period it is 7,142 visits.

When the water space is assessed based on the number of pools available for public use and the hours for public use in the peak period, the supply is slightly reduced to 823 sq metres of water. This is a reduction of some 151 sq metres of water, around the size of a 20m x 4 lane pool. It is most likely created by pools in education sites not being available for community use in the peak community hours.

ALL four sites have one main pool tank varying in size from 200 sq metres at Rye Sports Centre and St Mary's School to a 250 sq metre leisure pool at Bexhill Leisure Pool and then a 25m x 6 lane pool at Crowhurst Park but which is only available to local residents on a membership access basis, being a pool on a commercial site for holiday makers.

There are no swimming pool sites which have a teaching/learner pool – add in any comments from consultation but key finding as justification for new pool and more flexibility of use/any comments on low numbers of learn to swim etc and how this will be overcome.

A comparative measure for pool provision is water space per 1,000 population. Applying this standard shows that across Rother there are 10.5 sq metres of water per 1,000 population. This is the mid table in comparison to the neighbouring authorities with three authorities having higher provision – Ashford and Tunbridge Wells with 14.6 sq metres of water, and Wealden with 13, 2 sq metres of water per 1,000 population. Hastings with 6 sq metres of water and Shepway with 7.9 sq metres of water have lower provision than Rother.

Rother has a lower provision of water space per 1,000 population than in SE region at 13, 8 sq metres of water and England wide at 12.4 sq metres of water per 1,000 population.

Definition of total demand – the total actual demand from both genders and across all ages. The rate of swimming participation by gender and in each of 14 five year age bands is generated in terms of the percentage for each age band/gender that participates. To this is added the frequency of participation in each age band/gender to arrive at a total demand figure which is expressed in visits per week in the weekly peak period.

The total demand for swimming pools from Rother residents is 5,386 visits in the weekly peak period. So the total population in 2015 of 92,434 people converts into 5,386 visits to swimming pools in the weekly peak period.

Rother has bucked the regional and national trend of declining participation in swimming. In Rother swimming participation has been maintained and slightly increased over the period of the Active People surveys 1 – 8 from 2006 – 2014.

The rate of once a week adult swimming participation in Rother was 6, 4% in 2006 and this has increased to 6.9% in 2014. Over the eight year period swimming participation has retained this level of participation, except in 2009 when there was a one year dip to 4.9%.

Across SE region and England wide the rate of once a week swimming participation has declined over the same 2006 – 2014 period. It being 8.45% of adults across England swimming at least once a week in 2006 and 8% in SE region. By 2014 the rate of swimming participation had declined to 6.2% across England and 6.15 in SE Region.

Swimming is the most popular activity in Rother, with over 10.7% of Rother's adult population swimming at least once a month and 6.9% swimming at least once a week in 2014.

The age structure of the Rother population is such that over 50% of the population are above 46 years of age. Their reasons for participating are for recreational, social activity and with a strong personal health motivation. Swimming is the most important/popular activity for these segments – it has appeal across this upper age range and both genders.

As the older population of Rother becomes a bigger proportion of the population the most important sports facility type for maintaining an active and heathy lifestyle will be swimming pools.

Definition of supply and demand balance – supply and demand balance provides a 'global' view of provision – it compares total demand generated within Rother for swimming with the total supply of pools within Rother. It therefore represents an assumption that ALL the demand for swimming in Rother is met by ALL the supply of swimming pools in Rother.

In short, supply and demand balance is NOT based on where the pools are located and their catchment area extension into other authorities. Nor, the catchment areas of pools in neighbouring authorities extending into Rother. Most importantly supply and demand balance does NOT take into account the propensity/reasons for residents using facilities outside their own authority. The more detailed modelling based on the catchment area of swimming pools is set out under the accessibility

and availability headings.

The reason for presenting the supply and demand balance is because some local authorities like to see how THEIR total supply of swimming pools compares with THEIR total demand for swimming. Supply and demand balance presents this comparison.

Supply and demand balance findings are reported in sq metres of water. Across Rother there is a negative supply and demand balance of 70 sq metres of water. Meaning total supply for swimming for public use at weekly peak times at 823 sq metres of water is less than the total demand for swimming at 893 sq metres of water. (Note: for context a 25m x 4 lane pool is 212 sq metres of water). So the shortfall in provision for swimming in Rother in 2015 is 70 sq metres of water.

Quality

Definition of quality – the age and condition of swimming pools and the range of provision to meet all the swimming activities of: learn to swim, recreational swimming; lane and fitness swimming; club development improving the performance of swimmers; specialist activities like synchronised swimming and water polo.

There are 2 public, 1 school and 1 commercial swimming pool sites in Rother which have pools over 160 sq m of water (a 20m x 4 lane pool). There are four further pools sites which range in size from: Vinehall School 150 sq metres of water;; Dale Hill Hotel and Golf Club 48 sqm of water); Flackley Hotel 44 sqm of water; and Poolside Leisure club 43 sq m of water.

The commercial pool is at Crowhurst Park which is also the largest pool at 324 sq metres of water. It is an integral part of the Crowhurst Park Leisure Club and which is part of a holiday residential centre. In effect the pool is for use by tourists/residents and the centre does operate a leisure club membership system for use and access by local residents.

Of the 2 public swimming pool sites the pool sizes are small and quite old at 250 sq metres of water at Bexhill Leisure Centre, opened in 1990 and modernised in 2007. The Rye Sports Centre pool is a smaller 200 sq metres pool, more modern and opened in 2003. So an average age of 18 years for the two public pools.

The size and configuration of the pools constrains the full range of swimming activities of recreational swimming, learn to swim programmes, lane and fitness swimming and swimming club swimming development programmes to take place. The size of the water area of each pool in effect limits programming to one or at best two swimming activities at any one time.

Furthermore and more importantly the absence of a dedicated teaching/learner pool ACROSS ANY of the 4 pool sites means there is not a dedicated pool for learn to swim programmes,

Accessibility

Definition of accessibility - represents (1) the proportion of total demand that is met by the capacity at the swimming pools from residents who live within the driving, walking or public transport catchment area of a pool. Then (2) the proportion of total demand which cannot access a pool because it is ether outside the catchment area of a pool or the pool is too full (Note: (1) is also referenced as satisfied demand and (2) as unmet demand).

The drive time catchment area for a swimming pool is 20 minutes actual drive time (based on Sport England research) for regular participation. Within Rother car travel is the dominant travel mode with 88% of all visits to pools by Rother residents being by car.

So in determining how accessible the public swimming pools are to the residents of Rother it is important to understand the drive time catchment area for the public pools.

Virtually all of Rother District is inside a 20 minute drive time access of either Rye Leisure Centre pool or Bexhill Leisure Pool. Except an area to the north of the authority bordering Tunbridge Wells and Wealden. This amounts to around 25% of the land area of the district and is shown in the catchment area maps for both pool sites.

Almost half of the Rye Sports Centre pool 20 minute drive time catchment area extends into Ashford. Based on the research finding that most regular swimming participation is made to pools closest to where residents live, then the Rye pool will be serving this area of Ashford. So there could be quite a high level of imported demand for use of Rye's pools by residents of Ashford.

The Bexhill Leisure Pool 20 minute drive time catchment area does extend across all of Hastings District and into Wealden as far south as Eastbourne. In short the Bexhill pool site catchment area covers areas of neighbouring authorities where there is extensive population. So again the potential for a high export of demand from these authorities into Rother and use of Bexhill Leisure pool.

The same mapped information can be presented for the WALK TO catchment area of a swimming pool. The walk to catchment area is defined by Sport England through its research of 20 minutes or 1 mile.

The finding from the 2011 Census is that 17.8% of all Rother residents do not have access to a car. This compares with 30.8% in Hastings and 11.7% in Wealden. Across SE Region the average is 17.6% and for England wide it is 24.9%. So given the Rother percentages for residents without access to a car it is important to consider the walk to catchment.

In 2015 some 6.6% of all visits to Rother's swimming pools are on foot. Only Tunbridge Wells of the neighbouring authorities has a lower percentage at 5.9% of all visits. In SE region it is an average of 10.7% and for England wide it is 14.8% of all visits.

The map of the walk to catchment area for Rye Sports Centre includes virtually all of the built/residential areas of the town and so the pool is well located to meet the walk to demand for swimming.

For the Bexhill Leisure Pool centre the walk to catchment area appears to include most of the town although there is the residential area to the west of the centre which is out of the catchment area of the pool but at only one in twenty visits to pools being on foot across the whole of Rother this is not a big issue.

In 2015 some 82% of the total demand for swimming across Rother is satisfied demand which means it is demand which lives inside the catchment area of a pool and there is enough capacity at the pools to absorb this level of demand. Rother has the third lowest level of satisfied demand, with Shepway and Hastings being very marginally lower at 81% and 80.7% respectively. Whilst there are much higher levels of satisfied demand in Tunbridge Wells at 92.5%, Wealden at 92.9% of total demand

and in Ashford at 93.3%.

The impact of the shortfall in water space from demand exceeding supply of 70sqm of water across Rother is contributing to the lower levels of satisfied demand, this is a significant finding and brings together the number, location and access to pools by each travel mode and then comparing these findings with the level of demand for swimming.

Putting all the features together the finding is that the: number, location and catchment area of the pools; plus the dominate travel mode to pools which is by car at 88% of all visits from Rother residents; compared with the total demand for swimming, where this is located and how much is located inside the catchment area of a swimming pool means that some 82% of the total demand for swimming by Rother residents can be met by the supply and location of the swimming pools.

There is a sub set of findings for accessibility looking at how much of the Rother total satisfied demand is met by pools located in Rother? In short for how much of the Rother total demand for swimming goes to a pool in Rother, based on where residents live and the catchment area of the pools? This is known as retained demand.

Rother's retained demand is 69% of the total satisfied demand for swimming from Rother residents. This means the location and catchment area of the 4 pools in Rother are reasonably well placed and accessible to Rother residents by one of the three travel modes to meet this level of swimming demand. In short, for nearly seven out of ten visits to a swimming pool by a Rother resident it is to a pool located in Rother.

However because of a combination of the Rother demand for swimming exceeding supply and the northern part of the district being outside the drive time catchment area of a swimming pool, it does mean that Rother is exporting some 30% of its demand for swimming and this is being met in pools in neighbouring authorities.

Definition of unmet demand - it has two parts to it - demand for swimming which cannot be met because (1) there is too much demand for any particular pool within its catchment area; or (2) the demand is located outside the catchment area of any pool and cannot access the pool.

Unmet demand under the first heading is dealt with under the availability heading. It could be under this definition there are individual pools where demand is greater than the capacity of that pool and creating unmet demand.

Under the quantity heading findings it was identified that there are areas of Rother to the north of the authority and bordering Tunbridge Wells and Wealden which are outside the drive time catchment area of a pool and (under definition 2) demand located in these areas cannot access a pool and would be determined as unmet demand.

Unmet demand under this definition in Rother in 2015 totals 962 visits, or, put another way 17.9% of the total demand for swimming from Rother residents. This is equivalent to 159 sq metres of water. Rother has 823 sq metres of water available for community use in 2015. This sets out the scale of unmet demand for swimming from Rother residents.

The significance of the unmet demand finding due to location of demand outside the catchment area of pools is not that there is unmet demand but the SCALE of it.

At 159 sq metres of water it does represent some 19.3% of the total Rother supply of water space and 17.9% of the total Rother demand for swimming. Depending on other findings decide if this helps MAKE THE CASE Given unmet demand is an important indicator of the quantity argument to increase provision of swimming pools then it is important to summaries the findings:

Availability

Definition of availability (or used capacity) is a measure of usage and throughput at swimming pools and estimates how well used/how full facilities are. Sport England in undertaking the data analysis set a 'comfort factor', beyond which, in the case of swimming pools, the pools are too full. The assumption being that usage over 70% of the total swimming pool capacity is busy and the pool is operating at an uncomfortable level above that percentage.

The total used capacity of Rother's four pools sites as a District average is 63.2% of the used capacity of the pools in the weekly peak period. In effect, the pools across Rother are estimated to be well some 7% within the Sport England "pools full" comfort level of 70% of used total capacity.

The district wide average of used capacity may appear low, given demand for swimming exceeds supply across the district. However Rother is exporting some 30% of its own demand for swimming to pools in neighbouring authorities which lowers it.

The Rother District wide average does however vary at individual pool sites. Bexhill Leisure Centre and St Mary's School are estimated to be at 100% of capacity used. The hours of community use at St Mary's school is however estimated to be only 26.5 in the weekly peak period and may well be lower, this contributes to pool estimated to be full when it is available to the public. The hours in the weekly peak period at Bexhill Leisure Pool are much higher 46.5.

At Crowhurst Park the estimated used capacity is a much lower 27% of capacity in the weekly peak period. This pool is the largest in the district but it is part of an extensive commercial holidays centre with residential accommodation and lots of other facilities on site. In effect it is not part of the community swimming pool provision and it is available for public access on the basis of a monthly membership. This type of provision and the ability to access on the basis of ability and willingness to pay is why it has a much lower estimated used capacity for public use.

The estimated pool capacity used at Rye Sports Centre in the weekly peak period is 62% of total pool capacity.

Reasons for variation in the estimated used capacity of individual pool sites are several:

- The amount of demand in the catchment area of each pool varies which will obviously impact on how full any one pool is. This could well be a major factor in the 100% estimate of use at Bexhill Leisure Pool

- The pool provides for the full range of swimming activities and hence attracts more customers – again a likely reason for Bexhill Leisure Pool as a public venue being estimated to be full

- There is possibly no other pools which shares some of the same catchment area and so all the demand is going to one pool

- The age and condition of the pool meaning some pools are more attractive than others to use and draw demand to them

- The location of the pool and which makes it accessible to users at particular times of the day. For example town centre pool sites which can attract demand from workers before or after work

- Pools which offer more features than other pools for example a health suite or modern gym which increases their comparative attraction

- Patterns of use for particular customers, for example the programme offers different swimming programmes at times that suit and fits in with for example other family activities.

Most importantly public swimming pools provide for the full range of swimming programmes: casual swimming; fitness lane swimming; learn to swim programmes; and club development. Whereas commercial swimming pool sites such as Crowhurst Park are restricted in the types of use because they are based on the willingness and ability to pay a membership. This means their use is restricted and therefore they cannot be compared with the full range of swimming programmes and usage of public pools. Hence to repeat a main reason why the public leisure centres have a higher estimated used capacity.

Overall the key finding on used capacity is that across the District the public pool at Bexhill is estimated to be full and the Rye Sports Centre pool is reasonably full at peak times, with around 8% of headroom before the pools full comfort level of 70% of capacity used is reached.

There appears virtually no scope to redistribute demand around pools so as to reduce the used capacity of 100% at Bexhill Leisure Pool and at St Mary's School, so as to achieve a more balanced level of use across all the pool sites. In effect, there is only one other pool site which is Rye Sports Centre, estimated to have only some 8% of unused capacity before it also reaches the "pools full comfort level" of 70% of capacity used at peak times. So there is only around 8% of spare capacity at one site within the district before the two public and one school pool are all at and above the pools full level.

Also the Rye Sports Centre is a small pool at only 200 sq metres of water and so limited in the range of swimming programmes it can accommodate at any one time. Finally the distance between the pool locations means that in effect they are serving distinct catchments. The ability to move demand around the district between disparate pool locations would most likely lead to a reduction in participation as people chose not to travel longer distances to swim – on a regular basis.

2.80 This completes the reporting of the detailed findings on the assessment of swimming pools. The key findings, issues and options to address these findings are set out in the Strategy document.

Introduction

3.1 The assessment report for sports halls follows the same sequence of reporting as for swimming pools.

Quantity

3.2 **Definition of supply** – this is the supply or capacity from the sports halls which are available for public and club use in the weekly peak period. The supply is expressed in number of visits that a sports hall can accommodate in the peak period

Table 3.1: Total Supply of Sports Halls

Total- Supply	Rother	Ashford	Hastings	Shepway	Tunbridge Wells	Wealden	SOUTH EAST REGION	ENGLAND
Number of halls	9	13	7	10	18	12	960	5549
Number of hall sites	7	7	6	7	11	9	706	3980
Supply of total hall space in courts	32.2	55.7	32.2	41.4	71.4	54.3	4052.5	23776.7
Supply of publicly available hall space in courts (scaled with hrs avail in pp)	26.98	35.1	26.55	32.95	51.08	44.37	2928.06	16871.29
Supply of total hall space in VPWPP	7366	9582	7249	8997	13945	12113	799361	4605864
Courts per 10,000 population	3.48	4.49	3.51	3.75	6.05	3.54	4.54	4.35

3.3 Rother has 9 sports halls on 7 sites. Rother has the second lowest provision of sports halls after Hastings which has 7 sports halls on 6 sites.

3.4 The total number of badminton courts across the 7 sports hall venues in Rother is 32. However when this is assessed based on the number of sports halls available for community use in the weekly peak period of weekday evenings and weekend days this reduces to 27 courts. So there are 5 badminton courts or 15.6% of the total supply which is not available for public or club use in the weekly peak period. It is most likely that school/college based venues are restricting the amount of time available for community use outside of school time.

3.5 Based on a comparative measure of badminton courts per 10,000 population, Rother has the lowest provision with 3.4 badminton courts per 10,000 population. Next are Hastings and Wealden with 3.5 badminton courts. The highest provision is in Tunbridge Wells which has 6 badminton courts per 10,000 population.

3.6 The breakdown of provision is 5 sports hall sites on school or college sites and 2 public leisure centre sites. So the majority of the provision is on sites which are owned and operated by individual schools or colleges who determine the type and hours of community use independently of each other. Maintaining community use and access to these venues will be dependent on the policy and approach of each school/college. As will the balance between club use and pay and play access.

Age and Size of Sports Halls

3.7 The details of the dimensions, area and sports which can be accommodated at each of the sports halls are set out in Table 3.2 below.

Table 3.2: Size of sports halls and sports which can be accommodated Rother District 2015

Site Name	Facility Type	Area	Bad'ton courts	Bas'tball courts	Cricket nets	Length	Netball courts	V'ball courts
BATTLE AREA SPORTS CENTRE	Sports Hall	594	4	1	2		1	1
BEXHILL COLLEGE SPORTS CENTRE	Sports Hall	576	4	1	2	32	1	1
BEXHILL HIGH SCHOOL	Sports Hall	594	4	1	0		1	1
BEXHILL LEISURE CENTRE	Sports Hall	561	4	1	2	33	1	1
BEXHILL LEISURE CENTRE	Sports Hall	100	0	0	0	10	0	0
BEXHILL YOUTH AND COMMUNITY CENTRE	Sports Hall	180	1	0	0	18	0	0
CHRISTCHURCH METHODIST CHURCH	Sports Hall	110	0	0	0	11	0	0
CHRISTCHURCH METHODIST CHURCH	Sports Hall	41.25	0	0	0	7.5	0	0
CLAREMONT PREPARATORY AND NURSERY SCHOOL	Sports Hall	486	3	0	0		1	0
ROBERTSBRIDGE COMMUNITY COLLEGE	Sports Hall	180	1	0	0	18	0	0
ROBERTSBRIDGE COMMUNITY COLLEGE	Sports Hall	594	4	1	2		1	1
RYE SPORTS CENTRE	Sports Hall	594	4	1	2		1	1
ST JOHN AMBULANCE HEADQUARTERS	Sports Hall		0	0	0		0	0
ST MARYS SCHOOL	Sports Hall	180	1	0	0	18	0	0
ST RICHARDS CATHOLIC COLLEGE	Sports Hall	180	1	0	0		0	0
ST RICHARDS CATHOLIC COLLEGE	Sports Hall	180	0	0	0	18	0	0
ST THOMAS CHURCH OF ENGLAND AIDED PRIMARY SCHOOL	Sports Hall		0	0	0		0	0
THE PRETIOUS SPORTS HALL NORTHIAM	Sports Hall	324	2	0	0		0	0
VINEHALL SCHOOL	Sports Hall	450	4	1	2	30	1	1
WESTFIELD COMMUNITY HALL	Sports Hall		0	0	0		0	0

3.8 Seven of the nine venues are 4 badminton court size sports halls. There are a range of sizes for 4 badminton court size sports halls. Some are 27m x 18 and are most usually the size in education site sports halls constructed in the 1970's – 1990's. They are limited in run off areas and the full range of hall sports they can accommodate.

3.9 Public leisure centre sports halls are usually larger at 31/32m x 18m and this is the recognised size of community level sports halls to provide for the full range of indoor hall sports. The table confirms that all seven venues do have courts for the most popular indoor hall sports.

3.10 Six of the seven venues are 31m x 18m and so can accommodate the full range of indoor hall sports (excluding handball). One of the four badminton court venues at Vinehall School is a smaller size venue of 27m x 17m and based on the former education standard size at hall sports (excluding handball).

3.11 The age of the sports halls varies and of the sports halls which provide for community use the oldest sports halls are Rye Sports Centre and Battle Area Sports Centre both opened in 1987 with the Battle Area Centre refurbished in 2012. These were followed by Bexhill Leisure Centre opened in1990 and which was refurbished in 2006. Then Bexhill College Sports Centre opened in 2004. Finally in the 2010 decade Bexhill High School sports hall opened in 2010 and Robertsbridge Community Centre in 2013.

3.12 Rother does not have any sports halls larger than 4 badminton courts of 31/32m x 18m. In 2011 Sport England and the National Governing Bodies of Sport for hall sports determined the size of sports halls to accommodate all their sports at community level of operation. The recommended dimensions for a 4 badminton court size sports halls to accommodate hall sports and provide for sufficient run off areas is 33m x 18m.

3.13 The guidance also sets out larger size 4 badminton court sports halls to accommodate competitions and provide for more run off area between and behind courts. This is a 34.5m x 20 m court sports hall. The dimensions for a six badminton court size sports hall which allows for flexibility of use with more than one activity taking place at any one time is 34.5m x 27m.

3.14 The location of the main sports halls in Rother is set out in Map 3.1 below. (Note: it is acknowledged the map only shows the spot location of the main sports hall sites. Work to try and improve the map quality is underway).

Map 3.1: Location of Sports Halls in Rother 2015

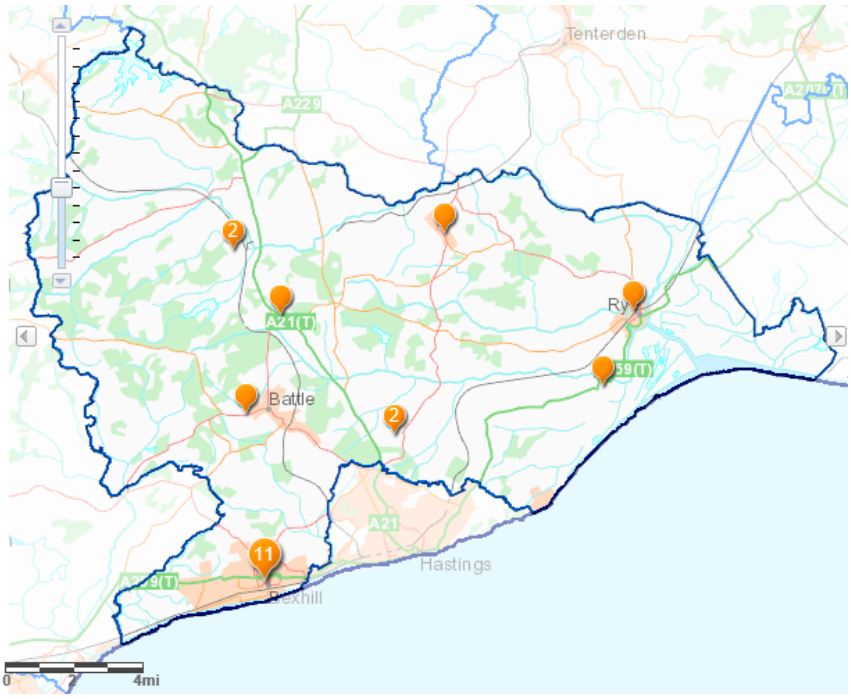


Table 3.3: Total Demand Findings

Total Demand	Rother	Ashford	Hastings	Shepway	Tunbridge Wells	Wealden	SOUTH EAST REGION	ENGLAND
Population	92434	124055.9	91725.6768	110307.4484	117996.7	153270.6	8919914	54669203
Visits demanded –	5635	8309	6145	7160	7820	9739	597332	3705101
Equivalent in courts – with comfort factor included	25.8	38.05	28.14	32.79	35.8	44.6	2735.04	16964.75

3.15 Population totals are the start point for then determining the percentage of the population who play sport and how frequently. In 2015 the total population in Rother is 92,434 people.

3.16 **Definition of total demand** – it represents the total actual demand from both genders and across all ages. The rate of participation in hall sports by gender and in each of 14 five year age bands is generated in terms of the percentage for each age band/gender that participates. To this is added the frequency of participation in each age band/gender to arrive at a total demand figure which is expressed in visits per week in the weekly peak period.

3.17 In terms of the total demand generated for sports halls and based on the visits per week in the weekly peak period, Rother has a total demand of 5,635 visits. So the total population of 92,434 people converts into 5,635 visits to sports halls in the weekly peak period.

3.18 As with swimming Rother has the lowest demand for sports halls across all six local authorities. Rother does have the second lowest population, with only Hastings being lower at 91,726 residents and a sports hall demand of 6,145 visits in the weekly peak period.

3.19 It is important to understand the makeup of the demand for ports halls across Rother and some of the findings under the participation profile for sports halls are set out here as context for the demand assessment.

3.20 The data for the once a week adult participation rate by facility types is not that extensive in the Active People survey, when assessed at individual local authority level. The reason is the sample size of the AP survey coupled with the low participation rate for particular sports, for example badminton or volleyball, means that in any one Active People survey there are maybe only 2-3 respondents who play a particular hall sport. Making assessments about participation rates from such a small sample is not reliable.

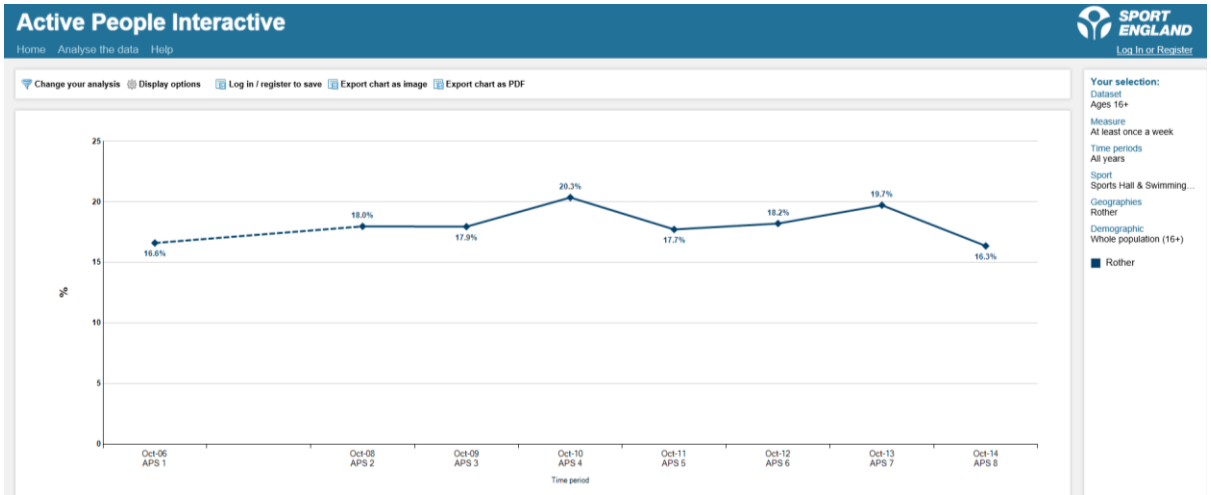
3.21 For these reasons Sport England does not categorise the AP findings by all individual facility types or sports. Sports halls are not included as a category on their own but are included in a category with swimming pools.

3.22 However swimming is one facility type where the AP surveys do generate findings on participation at each local authority level. So by taking the known participation rate for swimming out of the joint hall sports and swimming assessment it is possible to get a "proxy" assessment of the rate of participation in hall sports.

3.23 For the joint sports halls and swimming pools facility category it shows participation has fluctuated little over the eight years of the APS surveys. Starting at 16.6% of adults using

swimming pools or sports halls at least once a week in 2006. Then peaking at 20.3% in 2010 and then the 2006 rate by 2014 at 16.3% of Rother adults using ether swimming pools or sports halls at least once a week. This is set out in Chart 3.1 below.

Chart 3.1: Rate of once a week sports participation for sports halls and swimming pool. Active People surveys for Rother District 2006 – 2014.



3.24 The rate of once a week adult swimming participation in Rother was 6, 4% in 2006 and this had increased to 6.9% in 2014. So extracting that from the joint survey suggests participation in hall sports was 10.2% of the Rother adult population doing one or more of hall sports at least once a week in 2006. Then by 2014 the rate is 9.4% of adults playing at least one indoor hall sport at least once a week. So an almost static rate of participation over the eight years.

Supply and Demand Balance

3.25 **Definition of supply and demand balance**. Supply and demand balance is based on the assumption that all the demand for sports halls in Rother is met at the Rother sports halls sites where there is public access in the weekly peak period. So it does not take account of the location, catchment area, type of sports hall and whether residents are choosing to go to venues outside the District, based on the venues in neighbouring authorities being more modern, or, offering a different programme of activity that meets their requirements.

3.26 The reason for presenting this closed assessment of the Rother demand for sports halls going to Rother venues is because some local authorities like to see how their demand matches their own supply. Supply and demand balance presents this assessment.

3.27 Also a closed assessment can be compared subsequently with how demand is re-distributed when it is based on the location and catchment area of venues and the Rother demand being distributed to the nearest sports hall to where residents live. In short does Rother import more demand than it exports or vice versa and by how much? These findings are set out under the access and availability headings.

Table 3.4: Supply & Demand Balance for sports halls in Rother 2015

Supply/Demand Balance	Rother	Ashford	Hastings	Shepway	Tunbridge Wells	Wealden		SOUTH EAST REGION	ENGLAND
Supply - Hall provision (courts) based on hours available for community use	26.98	35.1	26.55	32.95	51.08	44.37		2928.06	16871.29
Demand - Hall provision in courts.	25.8	38.05	28.14	32.79	35.8	44.6		2735.04	16964.75
Supply / Demand balance	1.18	-2.95	-1.59	0.16	15.28	-0.23		193.02	-93.46

3.28 Rother's resident population is estimated to generate a demand for a minimum of 26 badminton courts (rounded). This compares to a current available supply of 27 badminton courts which are available in the weekly peak period of weekday evenings and weekend days for public and club use.

3.29 So overall for Rother there is a positive supply/demand balance of 1 badminton court in 2015. In effect the hard evidence data findings are that supply and demand are almost in balance.

3.30 There is a positive supply and demand balance of supply exceeding demand in Tunbridge Wells of 15 badminton courts. The other authorities have a negative balance of 3 courts in Ashford, 1.5 courts in Hastings, neutral in Shepway and under 1 court in Wealden.

3.31 So for Rother there is a positive balance of 1 court and there are not big negative balances in other authorities which could impact on Rother. Quantity of sports hall provision does not appear to be an issue in 2015.

Quality

3.32 Quality of sports halls is assessed by Sport England as the age of the venues and the dates of any major modernisation. Also how fit for purpose the sports halls are.

3.33 Details of the dimensions, area and sports which can be accommodated at each of the sports halls are set out in Table 3.5 overleaf.

Table 3.5: Size of sports halls and sports which can be accommodated Rother District 2015

Site Name	Facility Type	Area	Bad'ton courts	Bas'tball courts	Cricket nets	Length	Netball courts	V'ball courts
BATTLE AREA SPORTS CENTRE	Sports Hall	594	4	1	2		1	1
BEXHILL COLLEGE SPORTS CENTRE	Sports Hall	576	4	1	2	32	1	1
BEXHILL HIGH SCHOOL	Sports Hall	594	4	1	0		1	1
BEXHILL LEISURE CENTRE	Sports Hall	561	4	1	2	33	1	1
BEXHILL LEISURE CENTRE	Sports Hall	100	0	0	0	10	0	0
BEXHILL YOUTH AND COMMUNITY CENTRE	Sports Hall	180	1	0	0	18	0	0
CHRISTCHURCH METHODIST CHURCH	Sports Hall	110	0	0	0	11	0	0
CHRISTCHURCH METHODIST CHURCH	Sports Hall	41.25	0	0	0	7.5	0	0
CLAREMONT PREPARATORY AND NURSERY SCHOOL	Sports Hall	486	3	0	0		1	0
ROBERTSBRIDGE COMMUNITY COLLEGE	Sports Hall	180	1	0	0	18	0	0
ROBERTSBRIDGE COMMUNITY COLLEGE	Sports Hall	594	4	1	2		1	1
RYE SPORTS CENTRE	Sports Hall	594	4	1	2		1	1
ST JOHN AMBULANCE HEADQUARTERS	Sports Hall		0	0	0		0	0
ST MARYS SCHOOL	Sports Hall	180	1	0	0	18	0	0
ST RICHARDS CATHOLIC COLLEGE	Sports Hall	180	1	0	0		0	0
ST RICHARDS CATHOLIC COLLEGE	Sports Hall	180	0	0	0	18	0	0
ST THOMAS CHURCH OF ENGLAND AIDED PRIMARY SCHOOL	Sports Hall		0	0	0		0	0
THE PRETIOUS SPORTS HALL NORTHIAM	Sports Hall	324	2	0	0		0	0
VINEHALL SCHOOL	Sports Hall	450	4	1	2	30	1	1
WESTFIELD COMMUNITY HALL	Sports Hall		0	0	0		0	0

3.34 Seven of the nine venues are 4 badminton court size sports halls. There are a range of sizes for 4 badminton court size sports halls. Some are 27m x 18 and are most usually the size in education site sports halls constructed in the 1970's – 1990's. They are limited in run off areas and the full range of hall sports they can accommodate.

3.35 Public leisure centre sports halls are usually larger at 31/32m x 18m and this is the recognised size of community level sports halls to provide for the full range of indoor

hall sports. The table confirms that all seven venues do have courts for the most popular indoor hall sports.

3.36 Six of the seven venues are 31m x 18m and so can accommodate the full range of indoor hall sports (excluding handball). One of the four badminton court venues at Vinehall School is a smaller size venue of 27m x 17m and based on the former education standard size at hall sports (excluding handball).

3.37 The age of the sports halls varies and of the sports halls which provide for community use the oldest sports halls are Rye Sports Centre and Battle Area Sports Centre both opened in 1987 with the Battle Area Centre refurbished in 2012. These were followed by Bexhill Leisure Centre opened in1990 and which was refurbished in 2006. Then Bexhill College Sports Centre opened in 2004. Finally in the 2010 decade Bexhill High School sports hall opened in opened in 2010 and Robertsbridge Community Centre in 2013.

3.38 Rother does not have any sports halls larger than 4 badminton courts of 31/32m x 18m. In 2011 Sport England and the National Governing Bodies of Sport for hall sports determined the size of sports halls to accommodate all their sports at community level of operation. The recommended dimensions for a 4 badminton court size sports halls to accommodate hall sports and provide for sufficient run off areas is 33m x 18m.

3.39 The guidance also sets out larger size 4 badminton court sports halls to accommodate competitions and provide for more run off area between and behind courts. This is a 34.5m x 20 m court sports hall. The dimensions for a six badminton court size sports hall which allows for flexibility of use with more than one activity taking place at any one time is 34.5m x 27m.

Accessibility

3.40 **Definition of accessibility** – accessibility to sports halls is assessed based on the catchment area of venues and travel patterns to sports halls by car, public transport and walking. This means the assessment works ACROSS local authority boundaries. The assessment sends the demand to the nearest sports hall to where a resident lives (say authority A)and it can calculate if this venue is in the same local authority as where the resident lives (RETAINED DEMAND), or, if the nearest sports hall to where a resident lives is in another authority (EXPORTED DEMAND).

3.41 The assessment also calculates if a resident lives in (say authority B) but the nearest sports hall to where they live is in authority A then it can calculate how much demand is exported from authority B and becomes (IMPORTED DEMAND) in authority A.

3.42 The findings on access to sports halls are set out in Table 3.6 overleaf.

Table 3.6: Accessibility to Sports Halls Rother 2015

Accessibility	Rother	Ashford	Hastings	Shepway	Tunbridge Wells	Wealden	SOUTH EAST REGION	ENGLAND
Total number of visits which are met	5162	7676	5558	6444	7343	8919	558869	3324782
% of total demand satisfied	91.6	92.4	90.4	90	93.9	91.6	93.6	89.7
% of population without access to a car	17.8	15.3	30.8	22.1	16.3	11.7	17.6	24.9
% of demand satisfied who travelled by car	83.48	85.68	70.02	79.19	83.42	90.9	80.62	75.34
% of demand satisfied who travelled by foot	10.83	8.53	16.29	12.8	9.64	5.85	12.99	15.87
% of demand satisfied who travelled by public transport	5.68	5.79	13.7	8.01	6.94	3.24	6.39	8.79
Demand Retained	3844	7007	5228	6179	6501	6241	546697	3323712
Demand Retained -as a % of Satisfied Demand	74.5	91.3	94.1	95.9	88.5	70	97.8	100
Demand Exported	1318	669	330	265	841	2678	12172	1070
Demand Exported -as a % of Satisfied Demand	25.5	8.7	5.9	4.1	11.5	30	2.2	0

Access to sports halls based on the 20 minute drive time catchment area

3.43 The drive time catchment area of 20 minutes actual drive time is the accepted (based on Sport England research) catchment area for sports halls for regular participation, the same as for swimming pools. Also car travel is the dominant travel mode with 88% of all visits to sports halls by Rother residents being by car. Only Wealden has a high percentage of car trips to pools at 90.9% of all visits. Whilst the average across SE region is 80.6% of all visits to pools being by car and for England wide it is 75.3%.

3.44 The data shows that based on the 2011 census some 17.8% of Rother residents do not have access to a car. This compares with 17.6% across SE Region and 24.9% England wide

3.45 So in determining how accessible the public sports halls are to the residents of Rother it is important to understand the drive time catchment area for these public sports halls

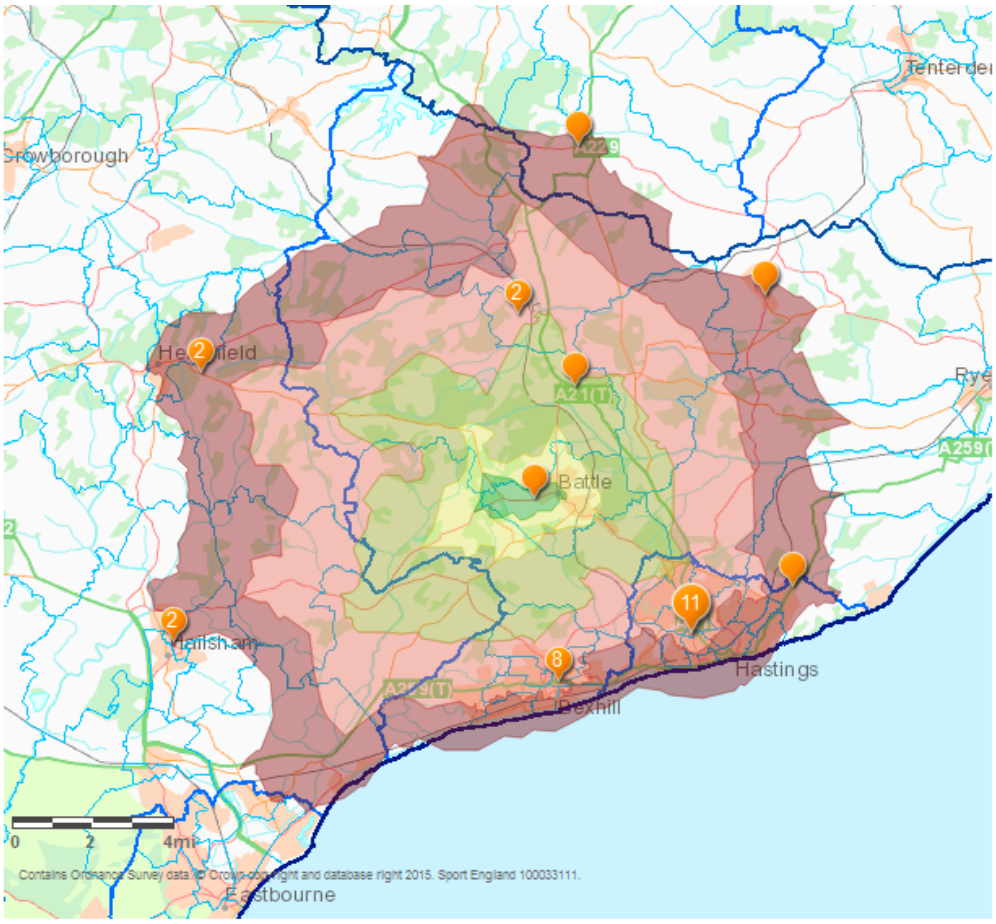
3.46 Maps 3.2 and 3.3 under the swimming pool assessment set out the 20 minute drive time catchment area for the two public pools of Bexhill Leisure Pool and then Rye Sports Centre with the 20 minute drive time catchment area is in different colour coded 5 minute drive time bands. The catchment area will be the same for the sports halls as they are at the same venue. The maps are not repeated.

3.47 That assessment showed there was an area to the north of the district bordering Wealden and Tunbridge Wells Districts which are outside the drive time catchment area of any pool and now sports halls. So to address this issue for sports halls the drive time catchment area for the Battle Area Sports College has been mapped to see if it includes this area. It has been selected because of its location and its size at 594 sq metres it is joint largest sports hall in the District.

3.48 The map is overleaf and it shows there is still a small area to the north of the district which is outside the 20 minutes' drive time of a sports hall located in Rother District. The

accessibility unmet demand assessment (Table 3.7 next) shows that the demand for sports halls which is located outside the catchment area of a sports hall total 2 badminton courts and so in scale it is not an issue (Rother has 27 badminton courts available for community use in 2015).

Map 3.2: 20 minute drive time catchment area for Battle Area Sports Centre 2015



SPORT ENGLAND

Sport England assumes no responsibility for the completeness, accuracy and currency of the information contained on this map/report. This information is taken from the Active Places Power website and its terms and conditions apply.
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Access to sports halls based on the 20 minute/1 mile walk to catchment area

3.49 The same mapped information can be presented for the WALK TO catchment area of a sports hall. The walk to catchment area is defined by Sport England through its research of 20 minutes or 1 mile.

3.50 In 2015 some 10.8% of all visits to Rother's sports halls are on foot. Higher rates are in Hastings at 16% and Shepway 12%. In SE region it is an average of 13% and for England wide it is 16%.

3.51 The walk to catchment area for Bexhill Leisure Centre and the Rye Sports Centre were set out under the swimming pools assessment and are not repeated. The key findings which also applies to sports halls is that for the Rye Sports Centre the location of the centre includes virtually all of the built/residential areas of the town. Whilst for Bexhill there is a residential area to the west of the centre which is outside the walk to catchment area of a sports hall.

Retained Demand and Exported Demand

3.52 The sub set of findings on accessibility identifies how much of the Rother total satisfied demand is met by sports halls located in Rother? In short how much of the Rother total

3.53 Demand for sports hall goes to a centre located in Rother, based on where residents live and the catchment area of the sports hall. This is known as retained demand. Once this is established the data can then identify how much of the Rother demand is met outside the District. This is known as exported demand.

3.54 Rother's retained demand is 74.5% of the total satisfied demand for sports halls from Rother residents. This means the location and catchment area of the venues in Rother are well placed and accessible to Rother residents by one of the three travel modes to retain this level of sports halls. In short, the finding is that for over seven out of ten visits to a sports hall by a Rother resident it is to a venue located in Rother.

3.55 As with the swimming pool findings however retained demand in other authorities is higher, at 88% in Tunbridge Wells; 91% in Ashford; 94& in Hastings; and 95% in Shepway. Wealden has a lower rate than Rother at 70% of demand which is met being retained in the District.

3.56 The amount of demand for sports hall which Rother is exporting, based on the nearest sports hall to where a resident lives is located in another district, Rother is exporting some 25% of its own demand. This appears high but it has to be considered alongside the amount of demand which Rother is importing based on the same premise of the nearest sports hall for residents outside Rother is a sports hall inside the District - this is set out under the availability heading.

3.57 **Unmet demand definition has two parts to it** - demand for sports halls which cannot be met because (1) there is too much demand for any particular venue within its catchment area; or (2) the demand is located outside the catchment area of a sports hall and cannot access the venue this is then classified as unmet demand.

Table 3.7: Accessibility (Unmet Demand)

Accessibility (unmet demand)	Rother	Ashford	Hastings	Shepway	Tunbridge Wells	Wealden	SOUTH EAST REGION	ENGLAND
Total number of visits in the peak, not currently being met	473	633	587	716	477	820	38463	380319
Unmet demand as a % of total demand	8.4	7.6	9.6	10	6.1	8.4	6.4	10.3
Equivalent in Courts - with comfort factor	2.16	2.9	2.69	3.28	2.19	3.75	176.11	1741.39
% of Unmet Demand due to ;								
Lack of Capacity -	4	3.9	2	5.7	0	14.9	10.6	29.4
Outside Catchment -	95.96	96.09	97.97	94.3	99.96	85.11	89.36	70.57

3.58 The unmet demand under the first heading is dealt with under the availability heading.

3.59 It has been identified (1) there is an area in the north of the authority and bordering Tunbridge Wells and Wealden which is outside the drive time catchment area of a sports hall and (2) a residential area to the west of the Bexhill Centre which is outside the walk to catchment area. Under definition 2 demand located in these areas cannot access a sports hall and would be determined as unmet demand. The total unmet

demand equates to 473 visits and this equates to 2 badminton courts and so is very low. **It does not in itself justify provision of further sports halls.**

3.60 **Overall the findings on unmet demand are:**

- In 2015 unmet demand is very low at 8.4% of the Rother total demand for sports halls and represents just over 2 badminton courts. For context, Rother has a supply of 27 badminton courts available for public use at peak times

- Some 96% of the total unmet demand is locational and is demand located outside either the drive to or walk to catchment area of a sports hall

- Given the overall very low level of unmet demand there is no one area which could be described as a hot spot of unmet demand, the single biggest area of unmet demand is in the north of the authority. Plus adjacent to the Bexhill Leisure Centre and in Battle where there are very small areas of unmet demand outside the walk to catchment area of a sports hall. To repeat however total unmet demand across the district is only 2 badminton courts

- It is inevitable there will be some locations of unmet demand which is outside the walk to catchment area of a sports hall, given it is only a 20 minutes/1 mile catchment area and from residents who do not have access to a car to get to a pool. The importance of the finding is the scale of the unmet demand from this cause and it is very low.

Availability

3.61 **Definition of availability** – is the second most important category of findings after quantity and is defined on two counts: (1) the hours of community use which are available at each site and; (2) how full the sports halls are. Availability is the second most important category of findings after quantity. The findings on availability of sports halls and imported demand are set out below in Table 3.8.

Table 3.8: Availability of Sports Halls and Imported Demand Rother 2015

Availability	Rother	Ashford	Hastings	Shepway	Tunbridge Wells	Wealden	SOUTH EAST REGION	ENGLAND
Total number of visits used of current capacity	4515	7233	6117	6654	8074	6889	567481	3328377
% of overall capacity of halls used	61.3	75.5	84.4	74	57.9	56.9	71	72.3
Visits Imported;								
Number of visits imported	672	226	889	474	1572	647	20784	4665
As a % of used capacity	14.9	3.1	14.5	7.1	19.5	9.4	3.7	0.1

3.62 On the first count sports halls may not be available because they are located in schools and they do not provide access for community use, which would most likely be for clubs if it happened. As reported under the quantity findings, of the total 32 badminton courts at the 7 sports hall sites some 27 are available for community use. This is a high level given 5 of the seven suites which have 3 or 4 badminton court size sports halls some 5 of the total 7 are on school or college sites. **So there does not appear to be restricted use of school/college sports halls for wider community use.**

3.63 The second heading of availability is "how full are the sports halls" (referred to as used capacity). It is important to determine how full the venues are to see if there are pressure or pinch points at particular venues whereby some venues are fuller than others. If so there may be the need to consider if intervention is needed to re-distribute demand amongst venues to get a more even level of use, or increase provision.

3.64 As with swimming pools Sport England advises on a halls full comfort level above which it considers venues become uncomfortably full. This is because of delays in accessing the sports hall because of change over in equipment set up and take down, overcrowded changing and circulation areas which all detract from the activity itself and can discourage participation. Sport England sets the sports hall comfort level at 80% of the total capacity.

3.65 The findings on the estimated used capacity of all the sports halls in Rother are set out in Table 3.9 overleaf. As the table shows the District wide average for used capacity is 61% and so within the Sport England halls full comfort level of 80% of capacity used at peak times.

3.66 The District wide average of used capacity does however vary at individual venues. It being highest at Bexhill Leisure Centre at an estimated 100% of capacity used at peak times, then at Rye Sports Centre 67% and Bexhill School 66%.

3.67 The reason for the variation between the district wide average and individual venues is because of

- variations in the amount of demand in each area, obviously area with the highest population and bigger towns will have the highest demand; and

- public leisure centres provide for the full range of sports activity – individual hall sports, as pay and play as well as for club use. Plus fitness and exercise classes in the main hall as well as in ancillary halls. So there is a bigger range of activities at public centres as distinct from education venues which will most likely only provide for club use – hence a greater demand/pull to public centres.

3.68 So the interaction of the distribution of demand and the differing levels of access and availability at the public and education sports halls is "distorting" the district wide average

Table 3.9: Percentage of Used and Unused Capacity for Sports Halls in Rother 2015

Name of facility	Type	Number of courts	Year built	Year refurbed	Public	% of capacity used	% of capacity not used	Facility capacity used in the Peak Period	Demand redistributed after initial allocation
Rother						61%	39%	4515	-53
BATTLE AREA SPORTS CENTRE	Main	4	1987	2012	P	54%	46%	548	26
BEXHILL COLLEGE SPORTS CENTRE	Main	4	2004		P	62%	38%	641	88
BEXHILL HIGH SCHOOL	Main	4	2010		P	66%	34%	561	88
BEXHILL LEISURE CENTRE	Main	4	1990	2006	P	100%	0%	1419	-53
CLAREMONT PREPARATORY AND NURSERY SCHOOL	Main	3	0		P	28%	72%	137	3
ROBERTSBRIDGE COMMUNITY COLLEGE	Main	4	2013		P	34%	66%	522	18
RYE SPORTS CENTRE	Main	4	1987	2003	P	67%	33%	688	12

3.69 The data also identifies how much demand is available and within the catchment area of a sports hall but cannot access it because the venue is full and there are no alternative venues where the demand can be absorbed. This is the final column of table xx above and the column "demand redistributed after initial allocation".

3.70 The minus sign for an entry identifies the amount of demand in visits that would like to use the sports hall but cannot because it is full. In effect it is the unmet demand due to lack of sports hall capacity. The column identifies that Bexhill Leisure Centre is the only venue which cannot meet all the demand which would like to access it. It is only a very small amount at 53 visits in the weekly peak period. It does however illustrate that there is unmet demand for this venue.

Imported Demand for Sports Halls

3.71 The level of demand for sports halls which is imported into Rother is reported in the availability category of findings. This is because it is based on residents who live outside of the district but the nearest sports hall to where they live is located inside Rother. In this instance the demand is distributed to venues in Rother and so it becomes part of the used capacity of the Rother sports halls.

3.72 In 2015 Rother is importing 672 visits which represents 14.9% of the used capacity of the Rother sports halls. This is a low level of imported demand. The data does not identify where this demand comes from or how much demand is from each authority.

3.73 Finally, under this heading it is possible to bring together the combined figures for retained, exported and imported demand for sports halls in Rother and this is expressed in visits and presented in Table 3.10 below. As the table shows Rother is a net exporter of demand of 646 visits in the weekly peak period. This is a small amount in comparison

to the total demand of 5,635 visits from Rother residents in the same weekly peak period

Table 3.10: Number of Visits for Retained, Exported and Import Demand in Rother 2015

	Retained visits	Exported visits	Imported visits	Net Import/Export
Rother	3,844	1,318	672	Net exporter of 646 visits

Summary of findings on sports halls under quantity, quality, access and availability.

Quantity (Supply)

Definition of supply – this is the supply or capacity from the sports halls which are available for public and club use in the weekly peak period. The supply is expressed in number of visits that a sports hall can accommodate in the peak period.

Rother has 9 sports halls on 7 sites. Rother has the second lowest provision of sports halls after Hastings which has 7 sports halls on 6 sites.

The total number of badminton courts across the 7 sports hall venues in Rother is 32. However, when this is assessed based on the number of sports halls available for community use in the weekly peak period of weekday evenings and weekend days this reduces to 27 courts. So there are 5 badminton courts or 15.6% of the total supply which is not available for public or club use in the weekly peak period. It is most likely that school/college based venues are restricting the amount of time available for community use outside of school time.

Based on a comparative measure of badminton courts per 10,000 population, Rother has the lowest provision with 3.4 badminton courts per 10,000 population. Next are Hastings and Wealden with 3.5 badminton courts. The highest provision is in Tunbridge Wells which has 6 badminton courts per 10,000 population.

The breakdown of provision is 5 sports halls on school or college sites and 2 public leisure centre sites. So the majority of the provision is on sites which are owned and operated by individual schools or colleges who determine the type and hours of community use independently of each other. Maintaining community use and access to these venues will be dependent on the policy and approach of each school/college. As will the balance between club use and pay and play access.

Quantity (Demand)

Definition of total demand – it represents the total actual demand from both genders and across all ages. The rate of participation in hall sports by gender and in each of 14 five year age bands is generated in terms of the percentage for each age band/gender that participates. To this is added the frequency of participation in each age band/gender to arrive at a total demand figure which is expressed in visits per week in the weekly peak period.

The total demand for sports halls from Rother residents is 5,635 visits in the weekly peak period. So the total population of 92,434 people converts into 5,635 visits to sports halls in the weekly peak period.

As with swimming Rother has the lowest demand for sports halls across all six local authorities. Rother does have the second lowest population, with only Hastings being

lower at 91,726 residents and a sports hall demand of 6,145 visits in the weekly peak period.

It is important to understand the makeup of the demand for sports halls across Rother and some of the findings under the participation profile for sports halls are set out here as context for the demand assessment.

The data for the once a week adult participation rate by facility types is not that extensive in the Active People survey, when assessed at individual local authority level. The reason is the sample size of the AP survey coupled with the low participation rate for particular sports, for example badminton or volleyball, and this could mean that in any one Active People survey there are maybe only 2-3 respondents who play a particular hall sport. Making assessments about participation rates from such a small sample is not reliable.

Sports halls are not included as a category on their own but are included in a category with swimming pools. For the joint sports halls and swimming pools facility category it shows participation has fluctuated little over the eight years of the APS surveys. Starting at 16.6% of adults using swimming pools or sports halls at least once a week in 2006. Then peaking at 20.3% in 2010 and then reverting to the 2006 rate by 2014 at 16.3% of Rother adults using ether swimming pools or sports halls at least once a week.

Extracting the rate of once a week adult swimming participation in Rother o of 6, 4% in 2006 and increasing to 6.9% in 2014 from the findings shows participation in hall sports was 10.2% of the Rother adult population doing one or more of hall sports at least once a week in 2006. Then by 2014 the rate is 9.4% of adults. So an almost static rate of participation in hall sports over the eight years.

Definition of supply and demand balance. Supply and demand balance is based on the assumption that all the demand for sports halls in Rother is met at the Rother sports halls sites where there is public access. So it does not take account of the location, catchment area, type of sports hall and whether residents are choosing to go to venues outside the District, based on the venues in neighbouring authorities being more modern, or, offering a different programme of activity that meets their requirements.

Presenting this closed assessment allows local authorities like to see how their demand matches their own supply.

Rother's resident population is estimated to generate a demand for a minimum of 26 badminton courts (rounded). This compares to a current available supply of 27 badminton courts which are available in the weekly peak period of weekday evenings and weekend days for public and club use. So overall for Rother there is a positive supply/demand balance of 1 badminton court in 2015. In effect the hard evidence data findings are that supply and demand are almost in balance.

Quality

Definition of quality - is defined as the age and condition of sports halls and how for purpose they are:

- Seven of the nine venues are 4 badminton court size sports halls. There are a range of sizes for 4 badminton court size sports halls. Some are 27m x 18 and are most usually the size in education site sports halls constructed in the 1970s – 1990s. They are limited in run off areas and the full range of hall sports they can

accommodate

- Public leisure centre sports halls are usually larger at 31/32m x 18m and this is the recognised size of community level sports halls to provide for the full range of indoor hall sports

- Six of the seven 4 badminton court size sports hall venues are 31m x 18m and so can accommodate the full range of indoor hall sports (excluding handball). One of the four badminton court venues at Vinehall School is a smaller size venue of 27m x 17m and based on the former education standard size at hall sports (excluding handball)

- The age of the sports halls varies but overall the average age is 11 years. The oldest sports halls are Rye Sports Centre and Battle Area Sports Centre both opened in 1987 with the Battle Area Centre refurbished in 2012. These were followed by Bexhill Leisure Centre opened in1990 and which was refurbished in 2006. Then Bexhill College Sports Centre opened in 2004. Finally in the 2010 decade Bexhill High School sports hall opened in opened in 2010 and Robertsbridge Community Centre in 2013.

Rother does not have any sports halls larger than 4 badminton courts of 31/32m x 18m. In 2011 Sport England and the National Governing Bodies of Sport for hall sports determined the size of sports halls to accommodate all their sports at community level of operation. The recommended dimensions for a 4 badminton court size sports halls to accommodate hall sports and provide for sufficient run off areas is 33m x 18m.

The guidance also sets out larger size 4 badminton court sports halls to accommodate competitions and provide for more run off area between and behind courts. This is a 34.5m x 20 m court sports hall. The dimensions for a six badminton court size sports hall which allows for flexibility of use with more than one activity taking place at any one time is 34.5m x 27m.

Accessibility

Definition of accessibility – accessibility to sports halls is assessed based on the catchment area of venues and travel patterns to sports halls by car, public transport and walking. This means the assessment works ACROSS local authority boundaries. The assessment sends the demand to the nearest sports hall to where a resident lives (say authority A)and it can calculate if this venue is in the same local authority as where the resident lives (RETAINED DEMAND), or, if the nearest sports hall to where a resident lives is in another authority (EXPORTED DEMAND).

The assessment also calculates if a resident lives in (say authority B) but the nearest sports hall to where they live is in authority A then it can calculate how much demand is exported from authority B and becomes (IMPORTED DEMAND) in authority A.

The drive time catchment area of 20 minutes actual drive time is the accepted (based on Sport England research) catchment area for sports halls for regular participation, the same as for swimming pools. Also car travel is the dominant travel mode with 88% of all visits to sports halls by Rother residents being by car. Only Wealden has a high percentage of car trips to pools at 90.9% of all visits. Whilst the average across SE region is 80.6% of all visits to pools being by car and for England wide it is 75.3%.

The data shows that based on the 2011 census some 17.8% of Rother residents do not have access to a car. This compares with 17.6% across SE Region and 24.9% England wide.

So in determining how accessible the public sports halls are to the residents of Rother it is important to understand the drive time catchment area for these venues. As with the swimming pool findings there is still a small area to the north of the district which is outside the 20 minutes' drive time of a sports hall located in Rother District. The accessibility unmet demand assessment shows that the demand for sports halls which is located outside the catchment area of a sports hall total 2 badminton courts and so in scale it is not an issue (Rother has 27 badminton courts available for community use in 2015).

In terms of the walk to catchment area of 1 mile or 20 minutes in 2015 some 10.8% of all visits to Rother's sports halls are on foot. Higher rates are in Hastings at 16% and Shepway 12%. The walk to catchment area for Bexhill Leisure Centre and the Rye Sports Centre were set out under the swimming pools assessment and are not repeated. The key findings which also applies to sports halls is that for the Rye Sports Centre the location of the centre includes virtually all of the built/residential areas of the town. Whilst for Bexhill there is a residential area to the west of the centre which is outside the walk to catchment area of a sports hall.

Unmet demand definition has two parts to it - demand for sports halls which cannot be met because (1) there is too much demand for any particular venue within its catchment area; or (2) the demand is located outside the catchment area of a sports hall and cannot access the venue, this is then classified as unmet demand.

Unmet demand under the first heading is dealt with under the availability heading. Under the second heading there is (1) an area in the north of the authority and bordering Tunbridge Wells and Wealden which is outside the drive time catchment area of a sports hall and (2) a residential area to the west of the Bexhill Leisure Centre which is outside the walk to catchment area, The total unmet demand equates to 473 visits and this equates to 2 badminton courts and so is very low. It does not in itself justify provision of further sports halls. Rother has a supply of 27 badminton courts available for public use at peak times.

Availability

Definition of availability – is on two counts: (1) the hours of community use which are available at each site and; (2) how full the sports halls are. Availability is the second most important category of findings after quantity.

On the first count sports halls may not be available because they are located in schools and they do not provide access for community use, which would most likely be for clubs if it happened. As reported under the quantity findings, of the total 32 badminton courts at the 7 sports hall sites across Rother some 27 are available for community use. This is a high level so there does not appear to be restricted use of school/college sports halls for wider community use.

The second heading of availability is "how full are the sports halls" (referred to as used capacity). It is important to determine how full the venues are to see if there are pressure or pinch points at particular venues whereby some venues are fuller than others. If so there may be the need to consider if intervention is need to re-distribute demand amongst venues to get a more even level of use, or increase provision.

As with swimming pools Sport England advises on a halls full comfort level, above which it considers venues become uncomfortably full. This is because of delays in accessing the sports hall because of change over in equipment set up and take down, over crowed changing and circulation areas. All of these detract from the

activity itself and can discourage participation. Sport England sets the sports hall comfort level at 80% of the total capacity.

The District wide average for used capacity is 61% and so within the Sport England halls full comfort level of 80% of capacity used at peak times. It does however vary at individual venues. It being highest at Bexhill Leisure Centre, at an estimated 100% of capacity used at peak times, then at Rye Sports Centre 67% and Bexhill School 66%. The reason for the variation between the district wide average and individual venues is because of;

- variations in the amount of demand in each area, obviously areas with the highest population and bigger towns will have the highest demand; and

- public leisure centres provide for the full range of sports activity – individual hall sports, as pay and play as well as for club use. Plus fitness and exercise classes in the main hall as well as in ancillary halls. So there is a bigger range of activities at public centres as distinct from education venues which will most likely only provide for club use – hence a greater demand/pull to public centres.

The interaction of the distribution of demand and the differing levels of access and availability at the public and education sports halls is "distorting" the district wide average.

The data also identifies how much demand is available and within the catchment area of a sports hall but cannot access it because the venue is full and there are no alternative venues where the demand can be absorbed. In effect it is the unmet demand due to lack of sports hall capacity. Bexhill Leisure Centre is the only venue which cannot meet all the demand which would like to access it. It is only a very small amount at 53 visits in the weekly peak period. It does however illustrate that there is unmet demand for this venue. Use as justification for a bigger centre – but need to counteract why not getting greater access to other Bexhill venues.

3.74 This completes the reporting of the detailed findings on the assessment of sports halls. The key issues and options to address these findings are set out in the Strategy document.

Assessment Report for Health & Fitness (Gyms)

4.1 Sport England defines health and fitness suites as those facilities providing fitness stations for both cardiovascular and strength training, more commonly known as gym, and excludes spaces for aerobics and dance activities (which are dealt with separately). The assessment is based on the demand and supply analysis overlaid with consultations.

Quantity - Supply

4.2 There are 13 health and fitness venues across Rother in 2015 providing a total of 258 health and fitness stations across the District.

4.3 Of these 13 venues 9 are available on a pay and play and or membership basis. Two venues are for registered members only and 2 are private access.

4.4 Pay and play/membership has the most quantity of provision with 175 stations, some 67. 8% of the total number of stations. Of the two venues for private use there are only 13 stations some 5% of the total number of stations. The two membership only venues have 65 stations, some 26% of the total number of stations.

4.5 So the effective number of 'public' station venues, where there is both pay and play or memberships is the majority at 175 stations, some 67.8% of the total number of stations.

4.6 A very noticeable feature is the very small number of stations at an average of 20 stations across the 13 venues. However there are 6 of the 13 venues where the provision is less than 10 stations. Three of these are education venues and the other three are commercial sites where gym provision seems to be an "add on" and not a main source of business focus. For example Dale Hill Hotel and Golf club with 8 stations and Poolside Leisure Club with 7 stations.

4.7 The largest venue is Bexhill leisure Centre with 75 stations and there are no large venues with 80 + stations, which is the norm for a major commercial health and fitness gym. It is noticeable that there are none of the national providers and operators of gyms in the District. This in itself says a lot about the size of the market for gyms in Rother, reflected in the number of small scale venues out of the total 13 venues.

4.8 Details of all venues are set out in Table 4.1 overleaf.

Table 4.1: Provision of Health and Fitness Venues in Rother 2015

Site Name	Facility Type	Stations	Changing Rooms	Access Type	Ownership Type	Management Type	Year Built	Year Refurbished
BATTLE AREA SPORTS CENTRE	Health and Fitness Suite	23	Yes	Pay and Play	Community school	Local Authority (in house)	1987	2011
BEXHILL COLLEGE SPORTS CENTRE	Health and Fitness Suite	9	Yes	Private Use	Further Education	School/College/ University (in house)	2005	n/a
BEXHILL LEISURE CENTRE	Health and Fitness Suite	75	Yes	Pay and Play	Local Authority	Trust	1990	2010
BEXHILL LEISURE POOL	Health and Fitness Suite	20	Yes	Pay and Play	Local Authority	Trust	1990	2007
CROWHURST PARK	Health and Fitness Suite	30	Yes	Registered Membership use	Commercial	Commercial Management	1998	2008
DALE HILL HOTEL & GOLF CLUB	Health and Fitness Suite	8	Yes	Pay and Play	Commercial	Commercial Management	1971	2004
FLACKLEY ASH HOTEL LEISURE CLUB	Health and Fitness Suite	12	Yes	Pay and Play	Commercial	Commercial Management	1987	2011
FREWEN COLLEGE	Health and Fitness Suite	5	Yes	Private Use	Education	School/College/ University (in house)	1980	n/a
HARBOUR HEALTH CLUB	Health and Fitness Suite	35	Yes	Registered Membership use	Commercial	Commercial Management	2001	2014
PHYSIQUES GYM	Health and Fitness Suite	9	Yes	Pay and Play	Commercial	Commercial Management	1998	n/a
POOLSIDE LEISURE CLUB	Health and Fitness Suite	7	Yes	Pay and Play	Commercial	Commercial Management	1986	2014
RYE SPORTS CENTRE	Health and Fitness Suite	40	Yes	Pay and Play	Community school	Trust	1987	2013
ST RICHARDS CATHOLIC COLLEGE	Health and Fitness Suite	4	Yes	Private Use	Voluntary Aided School	Other	2002	n/a

4.9 The provision in Rother does contrast with that in Hastings where there are 7 venues but with 393 stations. Also there are three venues with over 70 stations, at Bannatynes 74 stations Falaise Fitness centre 99 stations (the largest) and Zeus gym with 80 stations.

4.10 So in Hastings fewer but larger size venues with an average of 56 stations per venue. The provision of gyms in Hastings is set out in Table 4.2 overleaf.

Table 4.2: Provision of Health and Fitness Venues in Hastings 2015

Site Name	Facility Type	No of Stations	Access Type	Ownership Type	Management Type	Year Built	Year Refurbished
HASTINGS							
BANNATYNES HEALTH CLUB (HASTINGS)	Health and Fitness Suite	74	Registered Membership use	Commercial	Commercial Management	2005	2008
FALAISE FITNESS CENTRE	Health and Fitness Suite	99	Pay and Play	Local Authority	Trust	1996	2010
HELENSWOOD SPORTS CENTRE	Health and Fitness Suite	54	Pay and Play	Foundation School	Trust	2003	n/a
SUMMERFIELDS LEISURE CENTRE	Health and Fitness Suite	17	Pay and Play	Voluntary Aided School	Trust	2010	n/a
SUSSEX COAST COLLEGE HASTINGS	Health and Fitness Suite	43	Pay and Play	Further Education	School/College/ University (in house)	2010	n/a
THE HASTINGS ACADEMY	Health and Fitness Suite	26	Pay and Play	Academies	School/College/ University (in house)	1991	2006
ZEUS GYM	Health and Fitness Suite	80	Pay and Play	Commercial	Commercial Management	2007	2012

Health and Fitness Facilities per 1,000 Population

4.11 A manual calculation of the pro rata provision of health and fitness centres in Rother and the neighbouring districts is set out in Table 4.3 below. This includes all facilities on the database that are currently in operation. It shows that Rother based on this measure does have the highest level of gym provision per 1,000 population.

Table 4.3: Health and fitness venues and stations per 1,000 population in Rother and the surrounding authorities 2015

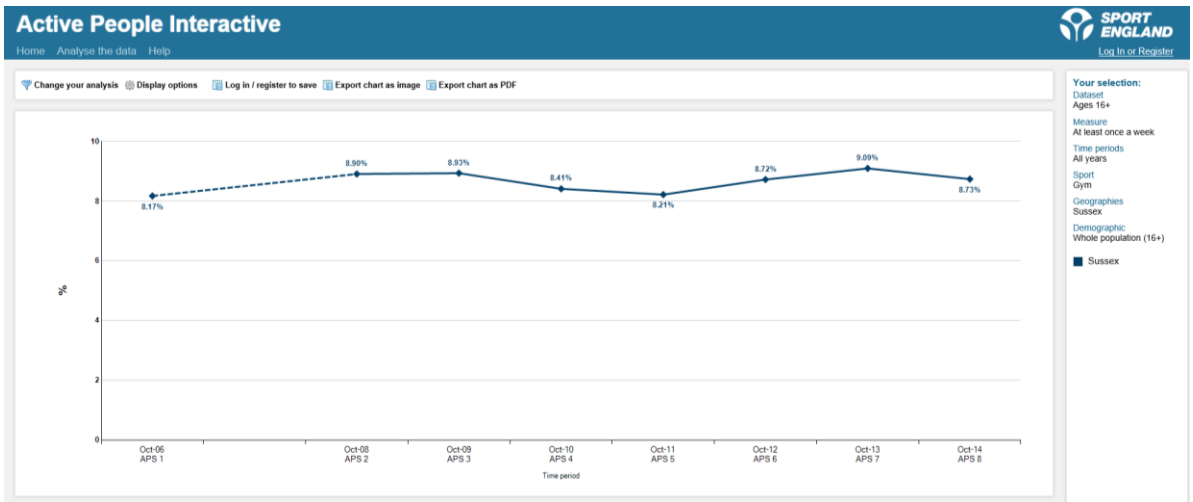
	Population 2015	Number of H and F venues	Number of stations	Stations per 1,000 population
Rother	92,434	13	258	3.5
Ashford	124,056	11	553	2,2
Hastings	91726	7	393	2.3
Shepway	110307	16	702	1,5
Tunbridge Wells	117997	14	599	1.9
Wealden	153271	17	624	2.4

Quantity Demand

4.12 The Active People survey for health and fitness categorises health and fitness as gym activities. There is only a sufficient response for Rother to the AP survey in 2006 when 6.4% of adult visited a gym at least once a week. The reason for there not being a participation rate for the other AP survey years is because of insufficient responses by respondents to be able to generate a reliable participation rate. This is not an unusual finding with the Active People survey.

4.13 The rate of gym participation is available at the Active Sussex level and this is set out in Chart 4.1 below. It shows that at the CSP level the once a week rate of adult participation in gym was 8.1% of all adults in the Active Sussex area. The rate has stayed pretty constant and by 2014 the rate is 8.7% of adults doing gym at least once a week.

Chart 4.1: Active People rate of once a week participation in gym activities for Active Sussex area 2006 – 2014



4.14 Gym participation is vulnerable to changes in individual's ability and willingness to pay for a membership and can be a big determinant of changes in participation levels. This does not however appear to be a factor across the Active Sussex area with this very little variation in gym participation.

4.15 Applying the 2014 Active Sussex rate of gym participation of 8.7% of all adults participating in gym at least once a week, to the Rother adult population over 16 of 79,200 people would mean that 6,890 people participate in gym at least once a week.

4.16 This does appear to be a high proxy rate of participation and an alternative measure is the Sport England market segmentation data of once a moth adult participation and for which data is available for Rother. However, the market segmentation assessment for participation in gym DOES include aerobics yoga and fitness classes as well as individual gym activities.

4.17 The market segmentation maps for people who DO play and would LIKE TO do gym and keep fit for Rother is set out Maps 4.1 and 4.2 overleaf.

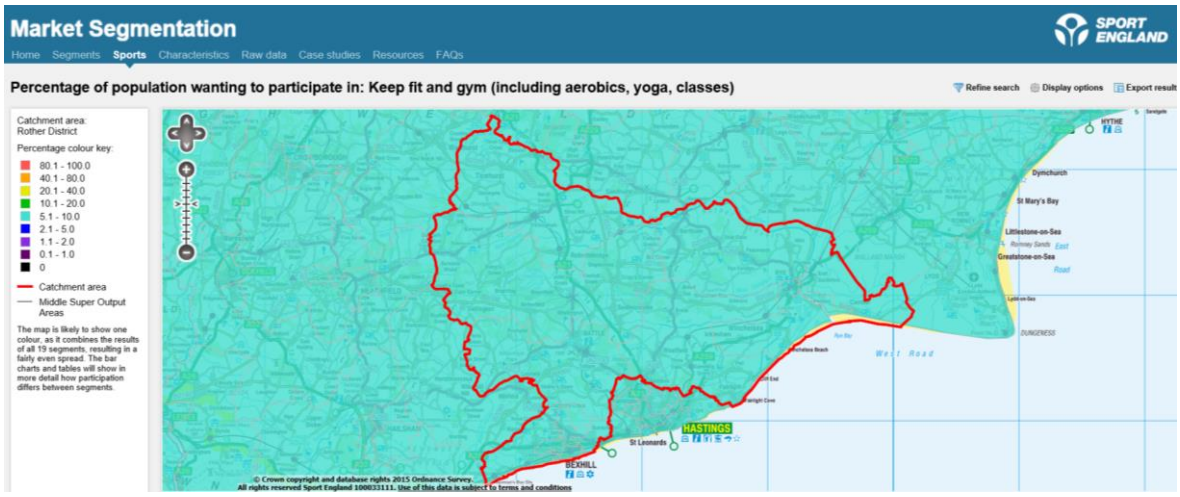
4.18 Map 4.1 shows that for all of Rother and all of the surrounding areas the at least once a month participation rate in gym and keep fit is between 10.1% - 20% of the adult population.

4.19 This compares with Active People survey findings for Active Sussex of 8.7% of the Rother adult population doing gym at least once a week in 2014.

Map 4.1: Percentage of the Rother Population who attend Gym, Aerobics, Yoga and Classes

4.20 In terms of the latent demand for gym and the adults who would LIKE TO DO gym at least once a month this is set out in Map 4.2 below. This shows a latent demand of between 5.1% - 10% of the adult population in Rother and the wider area.

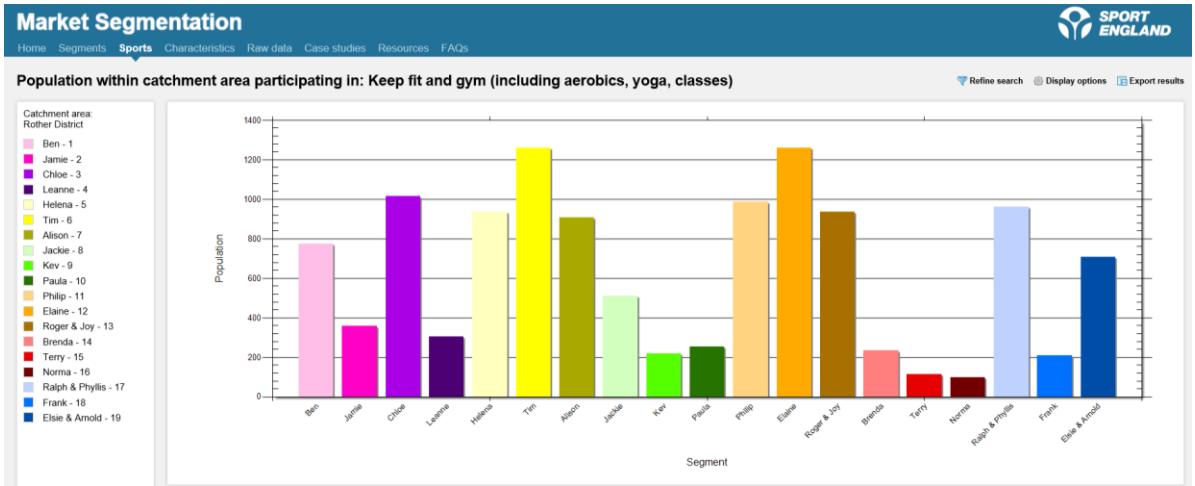
Map 4.2: Percentage of the Rother Population who WOULD LIKE TO DO Gym, Aerobics, Yoga and Classes



4.21 In terms of the profile of people who do and would like to do gym and keep fit across the 19 market segments and the total number in each segment this is shown in Charts 4.2 and 4.3 overleaf.

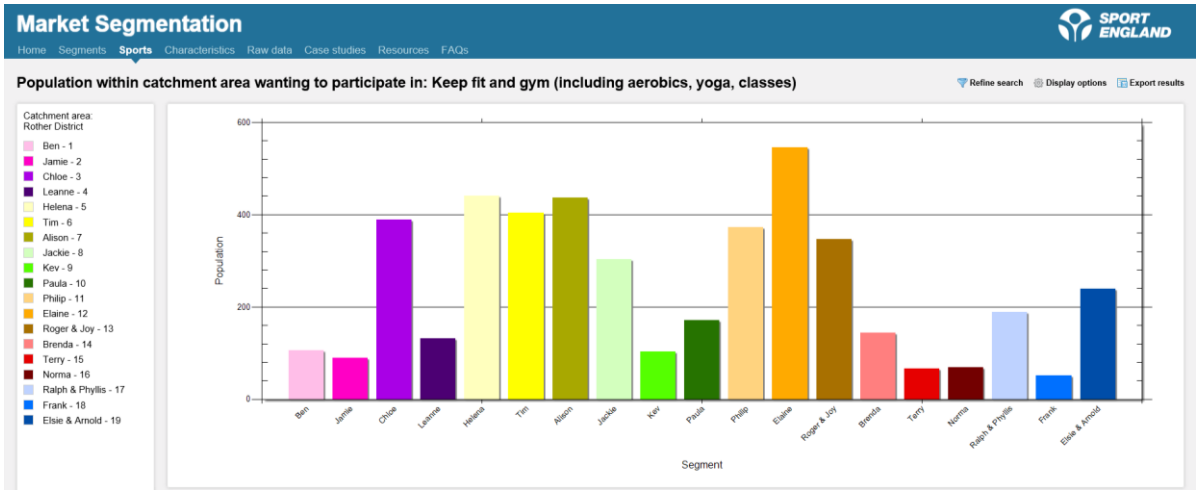
4.22 Both charts show how broad based gym and keep fit is across the 19 segments. In the first chart there are 8 segments of which 4 are female, 2 male, 4 female and 1 joint female/male segment aged between 16 – 45+ where there are over 800 adult population doing gym and keep fit at least once a month. There is a further segment Ralph and Phyllis aged 60+ who total more than 8-- population

Chart 4.2: Market segment population totals for DO gym and keep fit activities in Rother



4.23 For the latent demand who would like to do gym and keep fit classes the Rother profile is similar in its spread across the same range of the 7 younger market segments. There are 7 segments from Chloe (purple column) to Roger and Joy (dark brown column) where there is a population of nearly 400 in each segment who would like to do gym and keep fit at least once a month.

Chart 4.3: Market segment population totals for WOULD LIKE TO do gym and keep fit activities in Rother



4.24 Based on the market segmentation data the total population who do gym, yoga and keep fit classes <u>at least once a month</u> is 12,038 adults. It is 4,559 adults who would like to participate. This provides a total market segmentation participation of 16,597 people. This represents some 20.9% of the adult population in Rother in 2015.

4.25 This does compare with the 2014 Active Sussex rate of gym participation (applied to Rother) of 8.7% of all adults participating in gym <u>at least once a week.</u> This represents 6,890 people in Rother participating in gym at least once a week.

4.26 It is a challenging total to believe; however, as the market segmentation data does show gym and keep fit activities do have a board base appeal across a lot of the total 19 market segments and is the activity with the broadest based appeal across both sexes and for all ages.

Demand Assessment for Health and Fitness Stations

4.27 The Sport England tools of Active Places or the facility planning model do not consider health and fitness in the same degree of detail as other facilities, and there is no 'ready reckoner' for assessing demand. However the Fitness Industry Association (FIA) has devised a model that provides guidance on the supply of stations against the current anticipated demand.

4.28 The model defines health and fitness users as all people participating in health and fitness, including private club members and users of local authority facilities. The model is based on peak period demand, and the peak times are identified as follows:

Mon-Fri, 6pm – 10pm

Sat-Sun, 12pm – 4pm

4.29 For modelling purposes, the FIA assumes that 65% of the total weekly usage occurs at the busiest (peak) time periods. Based on research with health and fitness operators it has been assumed that the average member/user visits the facility 2.4 times per week. The Active Sussex Active People Survey finding of 8.7% of adults in 2014 participating at least once a week has been applied to Rother.

4.30 The application of the FIA assessment is set out in Table 4.4 below.

Table 4.4: Fitness Industry Association Methodology for Number of Stations Calculation Rother 2015

Standard	Value	Total
Rother adult population (over 16)		79,200
% of population participating in health and fitness	8.7%	6,890
Average number of visits per week	2.4	16,536
No. of visits in peak time	65%	10,749
No. of visits in one hour of peak time	28	383
TOTAL NO. OF STATIONS REQUIRED (PEAK TIME)		383

4.31 Applying the FIS assessment methodology shows that, a total of 383 stations are required during the peak time period to accommodate anticipated current levels of demand. According to Active Places the current supply is 258 stations in total. This represents a "deficit" of 125 stations.

4.32 Thus assessment of 383 stations based on the FIA methodology is only 10 stations fewer than the actual provision in Hastings in 2015 and is a measure of some comfort given the total population of both districts is very close at 92,434 people in Rother and 91,726 people in Hastings.

Quality

4.33 Information on the quality of facilities in Rother is taken from Active Places, which sets out the age of facility, and refurbishment, and enables this aspect to be used as a proxy for quality. Table 4.5 below sets out the decade in which the health and fitness venues opened and the decade of any refurbishment.

4.34 As the table shows the venues (but not the stations) are quite old, with 5 opening in the 1980s 4 in the 1990s, 3 post 2000 and 1 in the 1970s.

4.35 Of the refurbished venues, 10 of the 13 venues have modernised their equipment only three venues have not modernised their equipment. The three pubic leisure centre replaced equipment in 2007 at Bexhill Leisure Pool; 2010 at Bexhill Leisure Centre; and 2013 at Rye Sports centre

4.36 It is the smaller education venues which have not replaced equipment but 2 opened post 2000. These being: Frewen College 5 stations and opened in 1980; St Richards Catholic College 4 stations opened in 2002; and Bexhill 6th Form College 9 stations opened in 2005. However ALL 3 venues are listed as private venues with no community access.

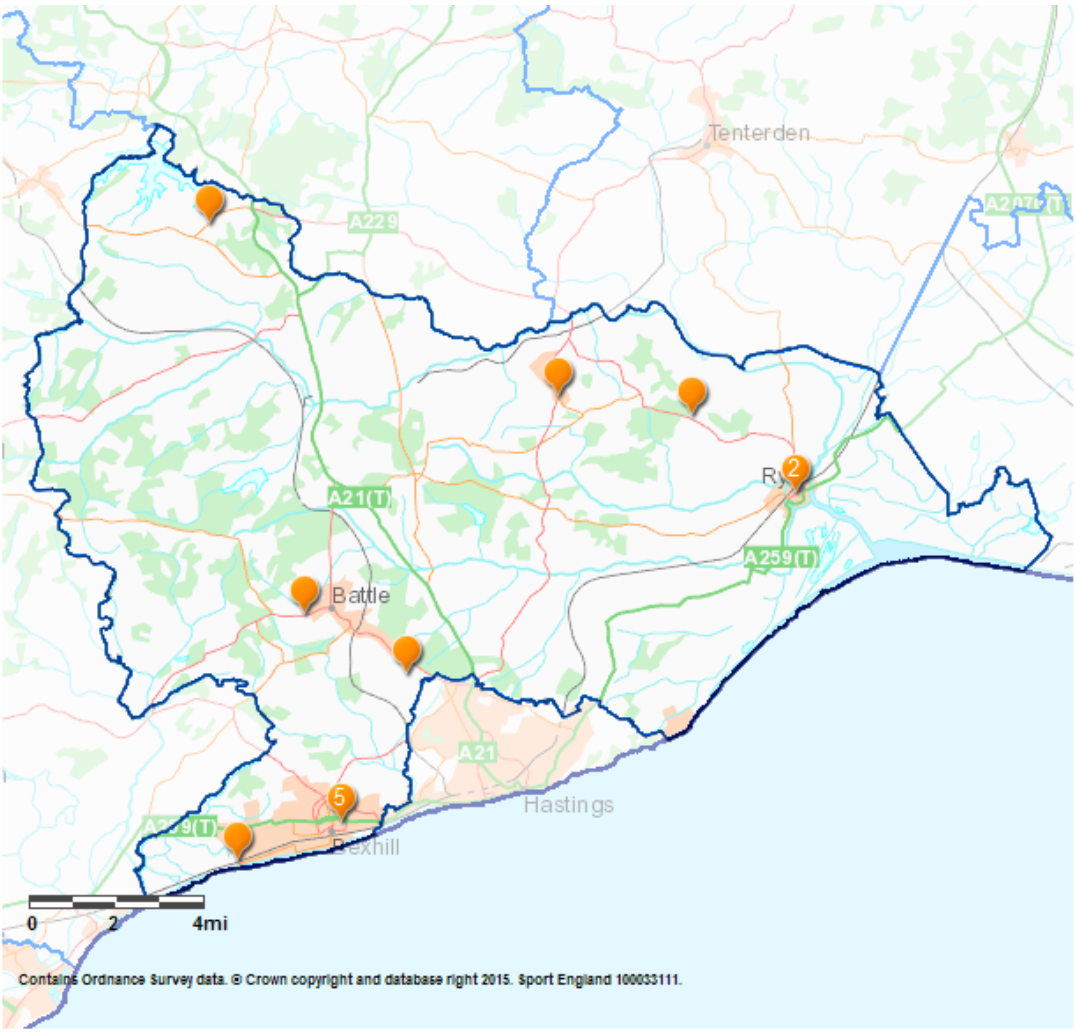
Table 4.5: Decade of opening and modernisation of health and fitness venues in Rother 1970 - Present

Decade centre opened	1970's	1980's	1990's	2000	Post 2010
No of centres	1	5	4	3	0
No of centre modernised	1	4	4	1	0

Accessibility

4.37 Accessibility catchment area mapping is not available from Active Places and the high number of venues means it is difficult to plot the location of all venues in Rother and there is a cut off. The location of the 8 venues and those with public access either as pay and play or membership is set out in Map 4.3 below. Geographically there is quite a balanced spread of locations with venues in all the main towns.

Map 4.3: Location of Health and Fitness Venues Rother 2015



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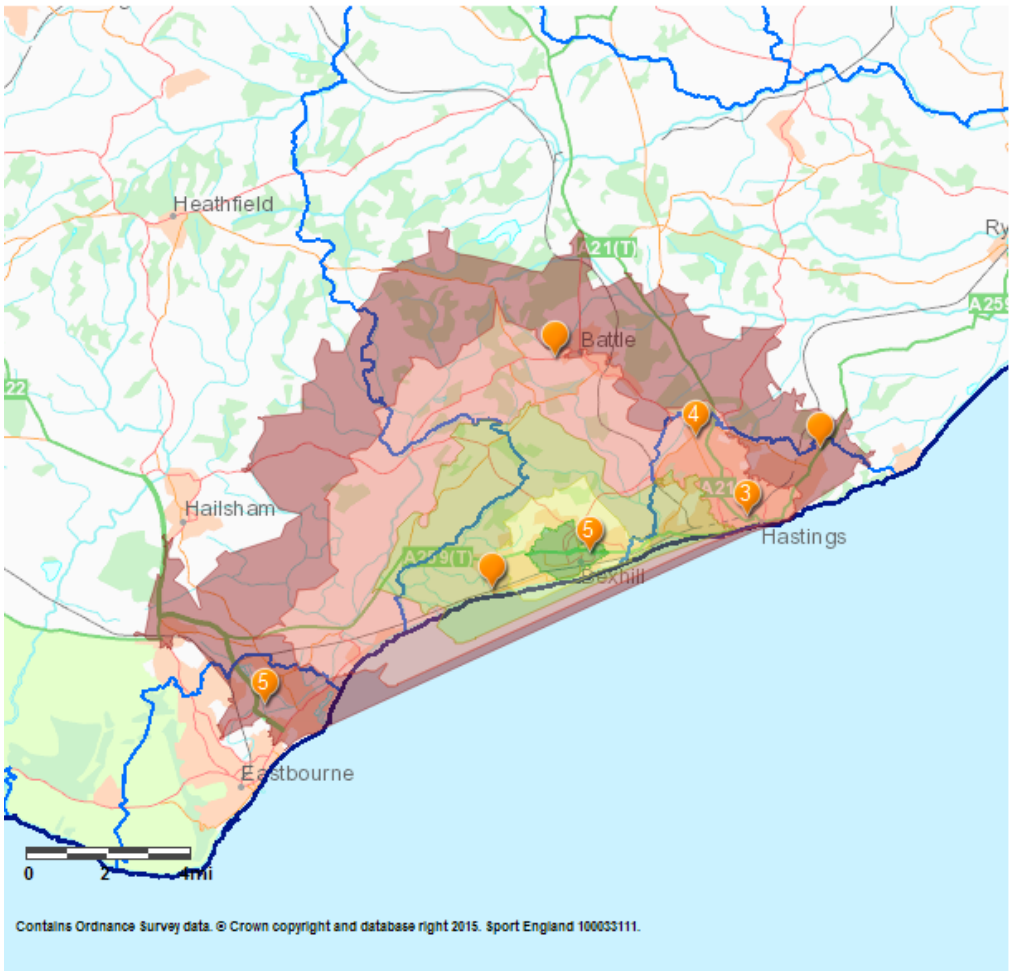
4.38 In terms of the catchment area of the gyms it is not possible to map all the venues in one map. However the catchment area for the Bexhill Leisure Centre and based on a 20 minute drive is set out in in Map 4.4 overleaf. This shows as with the swimming pools and sports halls mapping that the area to the northern boundary with Wealden and Tunbridge Wells is outside this drive time catchment area of this centre.

Map 4.4: 20 minute drive time catchment area of Bexhill Leisure Centre Sports Centre Gym Facility 2015



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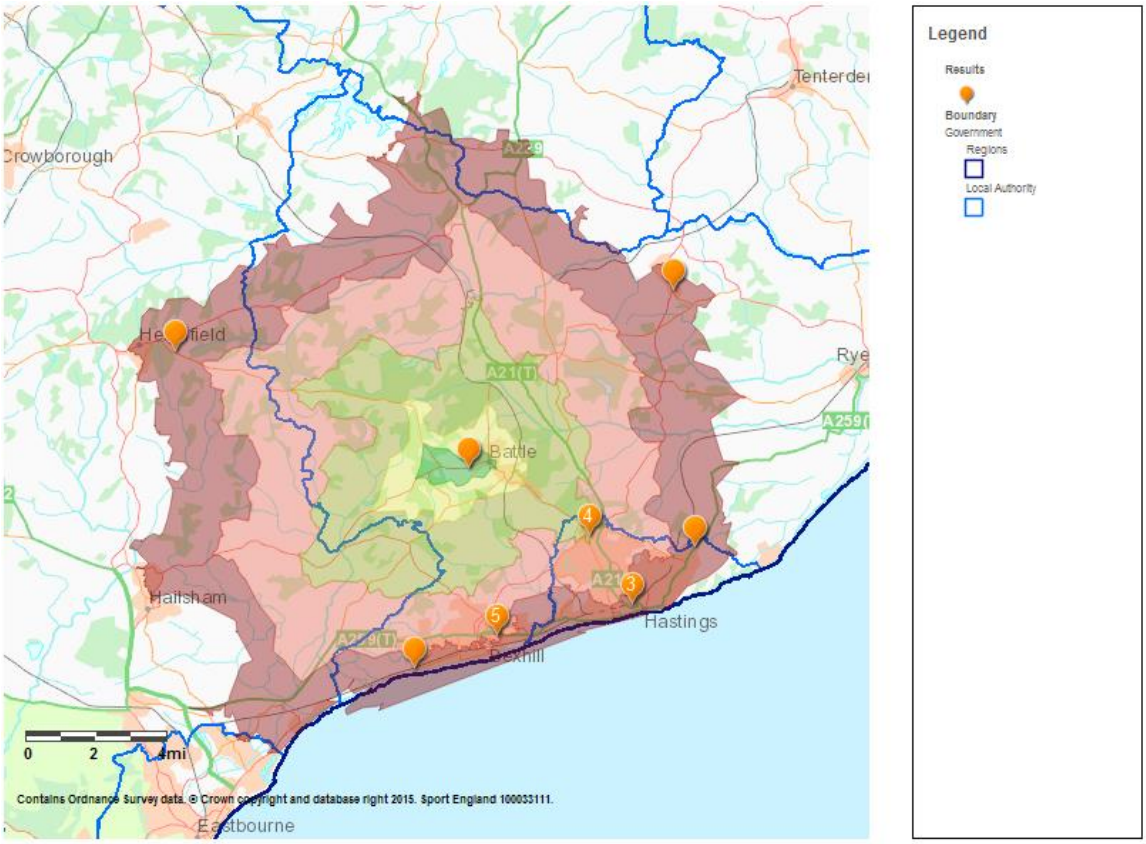
4.39 Even when the catchment area for the Battle Area Sports Centre health and fitness venue which is the northern most venue in the District is mapped there is still a small part of the same area which is outside the 20 minute drive time of any gym venue. This is shown in Map 4.5 overleaf.

Map 4.5: 20 minute drive time catchment area of Battle Area sports Centre Gym Facility 2015



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Availability

4.40 Availability is assessed as the amount of demand for a sports facility that can be met by the supply of facilities in an area.

4.41 Of the 13 health and fitness venues across Rother in 2015 providing a total of 258 health and fitness stations, 9 are available on a pay and play and or membership basis. Two venues are for registered members only and 2 are private access.

4.42 It is the pay and play/membership venues which are the effective available supply for public use and this has the most quantity of provision with 175 stations, some 67. 8% of the total number of stations.

4.43 The largest venue at Bexhill Leisure Centre has membership of 1,500 members and a turnover of between 100 – 150 members a month. At the peak public times of weekday evenings there is 100% usage of the centre with member having to wait to access specific machines such as treadmills. The centre has tried incentives to stagger the times of peak usage but this does not reduce demand at peak times. Despite this full peak time usage the centre does retain its membership.

4.44 In effect the main public leisure centre with the largest number of stations is full at peak times. It has created more gym space and expanded the gym area within the centre

but still cannot meet demand. These findings do reinforce the FIA demand assessment that there is a shortfall of 125 exercise stations in Rother.

Summary of Findings for Health and Fitness

Sport England defines health and fitness suites as those facilities providing fitness stations for both cardiovascular and strength training, more commonly known as gym, and excludes spaces for aerobics and dance activities (which are dealt with separately). The assessment is based on the demand and supply analysis overlaid with consultations.

Quantity - Supply

There are 13 health and fitness venues in Rother in 2015 providing a total of 258 health and fitness stations. Of these 13 venues 9 are available on a pay and play and or membership basis. Two venues are for registered members only and 2 are private access.

Pay and play/membership has the most quantity of provision with 175 stations, some 67. 8% of the total number of stations. Of the two venues for private use there are only 13 stations; the two membership only venues have 65 stations.

So the effective number of 'public' station venues, where there is both pay and play or membership is the majority at 175 stations, some 67.8% of the total number of stations.

A very noticeable feature is the very small number of stations at an average of 20 stations across the 13 venues. However there are 6 of the 13 venues where the provision is less than 10 stations. Three of these are education venues and the other three are commercial sites where gym provision seems to be an "add on" and not a main source of business focus. For example Dale Hill Hotel and Golf club with 8 stations and Poolside Leisure Club with 7 stations.

The largest venue is Bexhill leisure Centre with 75 stations and there are no large venues with 80 + stations, which is the norm for a major commercial health and fitness gym.

The provision in Rother contrast with Hastings where there are 7 venues but with 393 stations. Also there are three venues with over 70 stations, at Bannatynes 74 stations, Falaise Fitness centre 99 stations (the largest) and Zeus gym with 80 stations.

So in Hastings fewer but larger size venues with an average of 56 stations per venue.

Quantity - Demand

The Active People survey for health and fitness categorises health and fitness as gym activities. There is only a sufficient response for Rother to the AP survey in 2006 when 6.4% of adult visited a gym at least once a week. The reason for there not being a participation rate for the other AP survey years is because of an insufficient sample size to generate a reliable participation rate. This is not an unusual finding with the Active People survey.

The rate of gym participation at the Active Sussex level shows at the CSP level the once a week rate of adult participation in gym in 2014 was 8.7% of adults doing gym at least once a week.

Appling the 2014 Active Sussex gym participation rate of 8.7% of all adults doing gym at least once a week, to the Rother adult population over 16 of 79,200 people would mean 6,890 people participate in gym at least once a week.

The Sport England tools of Active Places or the facility planning model do not consider health and fitness in the same degree of detail as other facilities, and there is no 'ready reckoner' for assessing demand. However the Fitness Industry Association (FIA) has devised a model that provides guidance on the supply of stations against the current anticipated demand.

The model defines health and fitness users as all people participating in health and fitness, including private club members and users of local authority facilities. The model is based on peak period demand, and the peak times are identified as Mon-Fri, 6pm – 10pm and Sat-Sun, 12pm – 4pm.

For modelling purposes, the FIA assumes that 65% of the total weekly usage occurs at the busiest (peak) time periods. Based on research with health and fitness operators it has been assumed that the average member/user visits the facility 2.4 times per week. The Active Sussex Active People Survey finding of 8.7% of adults in 2014 participating at least once a week has been applied to Rother.

This identifies a total of 383 stations are required during the peak time period to accommodate anticipated current levels of demand. According to Active Places Power database the current supply is 258 stations in total. This represents a "deficit" of 125 stations.

Thus assessment of 383 stations based on the FIA methodology is only 10 stations fewer than the actual provision in Hastings in 2015 and is a measure of some comfort given the total population of both districts is very close at 92,434 people in Rother and 91,726 people in Hastings.

Quality

Information on the quality of facilities in Rother is taken from Active Places, which sets out the age of facility, and refurbishment, and enables this aspect to be used as a proxy for quality.

The venues (but not the stations) are quite old, with 5 opening in the 1980s 4 in the 1990s, 3 post 2000 and 1 in the 1970s.

Of the refurbished venues, 10 of the 13 venues have modernised their equipment only three venues have not modernised their equipment. The three public leisure centre replaced equipment in 2007 at Bexhill Leisure Pool; 2010 at Bexhill Leisure Centre; and 2013 at Rye Sports centre.

It is the smaller education venues which have not replaced equipment but these are very small venues: Frewen College 5 stations and opened in 1980; St Richards Catholic College 4 stations opened in 2002; and Bexhill 6th Form College 9 stations opened in 2005.

Accessibility

Accessibility catchment area mapping is not available from Active Places Power and the high number of venues means it is difficult to plot the location of all venues in Rother. Geographically there is quite a balanced spread of locations with venues in all the main towns.

Accessibility in terms of public venues is good with all three public leisure centres having gyms, albeit the one at Bexhill Leisure pool is small with only 20 stations. Of the 13 venues 9 are accessible on a pay and play and or membership basis. Only two venues are for registered members only and 2 are private access.

Pay and play/membership has the most quantity of provision with 175 stations, some 67. 8% of the total number of stations.

Availability

It is the pay and play/membership venues which are the effective available supply for public use and this has the most quantity of provision.

The largest venue at Bexhill Leisure Centre has membership of 1,500 members and a turnover of between 100 – 150 members a month. At the peak public times of weekday evenings there is 100% usage of the centre with members having to wait to access specific machines such as treadmills. The centre has tried incentives to stagger the times of peak usage but this does not reduce demand at peak times. Despite this full peak time usage the centre does retain its membership.

Rye Sports Centre and Battle Abbey Sports Centre have the same 100% occupancy weekday evenings 6pm – 9pm and for four hours each weekend day. Centre managers at both Bexhill and Battle Abbey have expanded their gym areas as much as possible within the buildings and both confirm the need for bigger gyms and this is sustained over a few years. At Bexhill the suggested requirement is for a gym of 120 stations, so 45 more stations than at present. Again this gives comfort to the FIA assessment of a deficit of 125 stations across all of Rother.

Quantity Supply

5.1 The Sport England Active Places Power database has recently collected information on studio provision mostly as part of wider sports facilities. There are 9 dance studios across Rother. This however may be an under estimate reflecting that data collection has only just started. For example the Bexhill Leisure Centre is recorded as having only one studio but it has converted the building to provide 2. Furthermore it has created a dedicated room/area for spinning classes and removed this from an activity in one of the studios.

5.2 The 9 venues are 4 less than for health and fitness venues. A commercial helath and fitness offer is to provide for gyms and studios. All the dry side public leisure centres in Rother have studios.

5.3 Only 2 of the venues are at commercial centres, these beng at Crowhurst Park and Harbour Health Club. The latter having pay and play access whilst at Crowhurst Park it is access for members only. Six of the other venues are pay and play access with St Richard's College having prvate use and access.

5.4 Table 5.1 below is a list of all 9 dance studio venues in Rother in 2015.

Table 5.1: Dance Studios in Rother 2015

Site Name	Facility Type	Disability	Access Type	Ownership Type	Management Type	Year Built	Refurbished
BATTLE AREA SPORTS CENTRE	Studio	Yes	Pay and Play	Community school	Local Authority (in house)	2009	No
BEXHILL COLLEGE SPORTS CENTRE	Studio	Yes	Sports Club / Community Association	Further Education	School/College/University (in house)	2004	No
BEXHILL HIGH SCHOOL	Studio	Yes	Pay and Play	Community school	School/College/University (in house)	2010	No
BEXHILL LEISURE CENTRE	Studio	Yes	Pay and Play	Local Authority	Trust	1990	Yes
CROWHURST PARK	Studio	Yes	Registered Membership use	Commercial	Commercial Management	2005	No
HARBOUR HEALTH CLUB	Studio	Yes	Pay and Play	Commercial	Commercial Management	2001	Yes
RYE SPORTS CENTRE	Studio	Yes	Pay and Play	Community school	Trust	1987	Yes
RYE SPORTS CENTRE	Studio	Yes	Pay and Play	Community school	Trust	2015	No
ST RICHARDS CATHOLIC COLLEGE	Studio	Yes	Private Use	Voluntary Aided School	Other	2002	No

5.5 To be consistent with the Hastings findings for gyms the provision of dance studios in Hastings is also set out and this is in Table 5.2 overleaf. There are also 9 studios in Hastings but at 7 venues, there being two studios at Bannatynes Health Club and Summerfields Leisure Centre. Of the 7 venues there are 5 pay and play access and one at Bannatynes is for membership access. William Parker Sports College being accessed by membership of the community association.

Table 5.2: Dance Studios in Hastings 2015

Site Name	Facility Type	Disability	Access Type	Ownership Type	Management Type	Year Built	Year Refurbished
BANNATYNES HEALTH CLUB (HASTINGS)	Studio	Yes	Registered Membership use	Commercial	Commercial Management	2005	n/a
BANNATYNES HEALTH CLUB (HASTINGS)	Studio	Yes	Registered Membership use	Commercial	Commercial Management	n/a	n/a
HELENSWOOD SPORTS CENTRE	Studio	Yes	Pay and Play	Foundation School	Trust	2003	n/a
SUMMERFIELDS LEISURE CENTRE	Studio	Yes	Pay and Play	Voluntary Aided School	Trust	1980	2006
SUMMERFIELDS LEISURE CENTRE	Studio	Yes	Pay and Play	Voluntary Aided School	Trust	2013	n/a
THE HASTINGS ACADEMY	Studio	Yes	Pay and Play	Academies	School/College/University (in house)	1991	n/a
THE Y CENTRE	Studio	Yes	Pay and Play	Other	Community Organisation	1970	2014
WILLIAM PARKER SPORTS COLLEGE	Studio	Yes	Sports Club / Community Association	Voluntary Controlled School	Local Authority (in house)	1980	2004
ZEUS GYM	Studio	Yes	Pay and Play	Commercial	Commercial Management	2007	2012

Quantity Demand

5.6 The Active People data on participation is available for a number of related activities that take place in studios, these are (1) movement and dance and (2) keep fit/exercise classes. As with the gym data Active People data for participation is not available at individual local authority level, but it is at the Active Sussex level but only from 2011 onwards. Chart xx below shows the rate of once a week participation at the Active Sussex level.

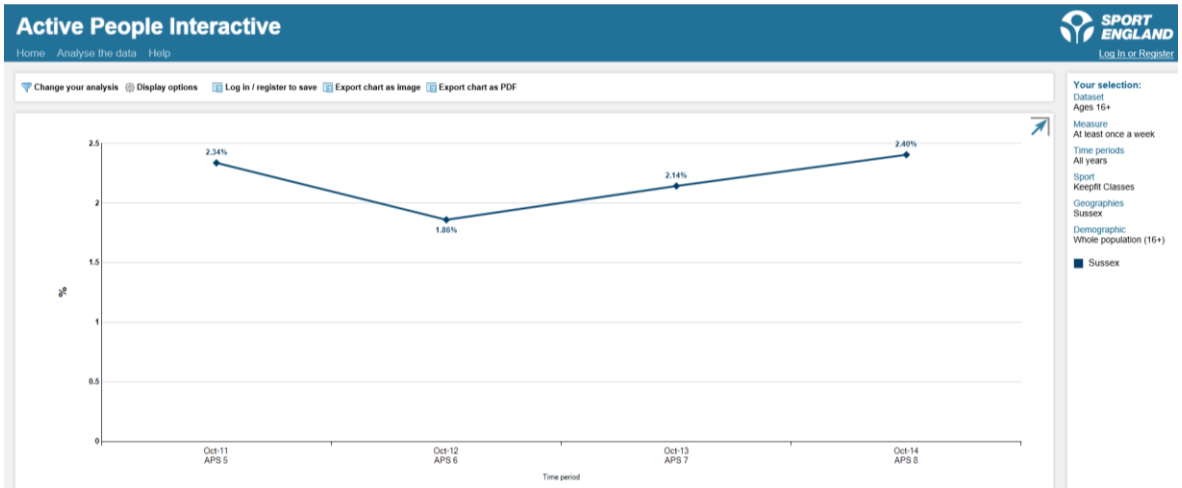
5.7 Looking first at the rate of participation for movement and dance, this rose from 0.7% of the adult population doing it in 2011 to 1.6% in 2012 and has since declined to 1.2% of adults in 2014.

Chart 5.1: Active People once a week participation in movement and dance for Active Sussex 2011 – 2014

5.8 Keep fit and exercise classes are also a function of the use of studios and the once a week participation rate for aerobics for adults at the Active Sussex level is set out in Chart 5.2 below. For the same reasons as for movement and dance the rate for Rother is not generated.

5.9 As Chart 5.2 shows, the rate of participation in these activities was 2.3% of all adults in 2011 and declined to 1.8% in 2012 and for the past two years rose and was 2.4% of all adults doing exercise classes in 2014.

Chart 5.2: Active People once a week participation in keep fit and exercise classes for Active Sussex 2011 – 2014



Dance Studios Market Segmentation

5.10 The market segmentation data for participation in dance studio activities is not only different from Active People in measuring once a month participation but it is also different in the categories it defines/measures for dance studios. It is defined as keep fit and gym (including aerobics/yoga classes). The rate of participation in Rother based on this definition is between 10% - 20% doing these activities at least once a month.

5.11 Given all these differences in definitions, inclusion of gym and different time periods for measurement, it is considered that the market segmentation data is misleading in defining the activities that take place in studios – it is not gym activity. Therefore the better measure of demand to use is the once a week Active People data for movement and dance and apply the Active Sussex 2014 measure to Rother

5.12 Taking the APS 8 Active Sussex rate of 1.2% of adults participating in movement and dance and applying it to the Rother adult population of 79,200 people then there are 950 adults participating at least once a week in 2014. This is an average of 105 participants per venue per week.

5.13 From discussion with the managers of studios and in particular Bexhill Leisure Centre. Bexhill Academy and Battle Area Sports Centre there is a constant and increasing demand for different types of exercise and dance classes. This is fashionable but there is an underlying trend for individual activity which is for exercise and fitness and to music or dance based in some form.

5.14 There is also an increasing trend of people doing exercise classes in preference to gym, although this could d be a reflection of lack of access to machines at times that suit and the ability to join a class.

5.15 Nationally this trend towards more individual activity and away from team sports by younger people, especially females is now well established. Exercise classes and dance activity requires less time commitment, organisation and less learning of skills. The Active People research has established these as strong motivations to increasing participation, especially amongst younger females and females in mid-life. It is also something which fit better into a lifestyle where time is important. Less time to do the activity whereas for team or individual sports it is time to play, train and learn skills.

5.16 To illustrate the point of trends and variety in use of dance studios. The programme for the Battle Area Sports Centre studio is set out below (Note: It is recognised this does not produce too well in a report format but it is the content which is important to illustrate). This shows there are 7 different types of activities in one week. It also shows the occupancy over the weekday 6pm – 8, 45 pm period for the four days is around 60% of the total time slots available for the dance studio.

Timetable for dance studio Battle Area Sports Centre

Battle Sports Centre

Have Fun, Get Fit, Get Results

Home | Junior Clubs | Adult Clubs | Fitness Classes | Timetables | Fitness Gym | Parties | Prices | Membership

Fitness Classes

Monday

Cardio Attack 5.45 - 6.30 Dance Studio £4.00 (members)
An aerobic and interval training session.

Circuit Training 6.45 - 7.30 Dance Studio £4.00 (members)
A high intensity session with stations for lower body, upper body, abdominals, core and cardiovascular fitness.

Pilates Fitness 7.30 - 8.15 Dance Studio £4.00 (members)
Low impact class for abs and much more.
Strengthen and tone your abs, firm you glutes and improve the flexibility/ mobility of your spine.
Uplifting and effective.

Tuesday

Zumba Dance 8.00 - 8.55 Dance Studio £5.00
The Latin-inspired, easy-to-follow, calorie-burning, dance fitness-party. Feel the music and let loose.
Let our instructor, Becky Tompkins, urge you to dance yourself fit. More info

Wednesday

Pilates Fitness 5.45 - 6.30 Dance Studio £4.00 (members)
Low impact class for abs and much more. Strengthen and tone your abs, firm you glutes and improve the flexibility/ mobility of your spine. Uplifting and effective.

Yoga Fitness 6.30 - 7.25 Dance Studio £4.00 (members)
A low impact class to promote flexibility and well being. Linked postures to develop agility and core stability whilst lengthening and strengthening all the major muscle groups

Opening Times

Monday - Thursday	5pm - 10pm
Friday	5pm - 10pm
Saturday	9am - 6pm
Sunday	10am - 8pm

(Opening times may differ in school holiday)

Contact Us
Call: 01424 774772
or
Email by Clicking here

Directions
North Trade Road
Battle East Sussex
TN33 0HT
Link to view map

Thursday

Spinning 5.15 - 6.00 Small Hall £4.00 (members)

Indoor Cycling or 'Spin' as its more commonly known is a high tempo, high calorie stamina building group workout, instructor led to music we guarantee you'll leave with a smile !

Spinning 6.00 - 6.45 Small Hall £4.00 (members)

Indoor Cycling or 'Spin' as its more commonly known is a high tempo, high calorie stamina building group workout, instructor led to music we guarantee you'll leave with a smile !

Kettle Bells 7.00 - 7.45 Dance Studio £4.00 (members)

A Kettle Bell class will build strength and endurance. Let our instructor, Paul McCleery, put you through your paces in this high calorie burning work out.

Sunday

Zumba Dance 10.00 - 11.00 Dance Studio £5.00

The Latin-inspired, easy-to-follow, calorie-burning, dance fitness-party. Feel the music and let loose. Let our instructor, Becky Tompkins, urge you to dance yourself fit. More info

SOS Suspension Straps 10.00 - 10.45 Small Hall £4.00 (members)

Our new SOS Suspension Strap class is a fabulous all over workout utilising gravity and your body weight as resistance. This class will deliver a fast, effective total-body workout, help to build a rock-solid core and increases muscular endurance.
Suspension Straps can be used by anyone whatever their fitness level, and our highly experienced instructor will push you to your personal limit so you reap the rewards.
Wake up on Sunday mornings with a great new fitness class.

All users are required to be members of Battle Sports Centre.
Each individual user can pay either an Annual or Daily Membership fee.

Annual Membership	Adult	£20.00
	Junior	£10.00
Daily Membership	Adult	£1.00
	Junior	60p

Non-members are required to pay the Daily Membership Fee in addition to the cost of the activity.

5.17 Finally the popularity of exercise class's fitness training and circuits has seen these activities replace the use of sports halls for indoor hall sports. Simply bigger numbers requiring a bigger space and use of equipment. Consultations have shown this is a noticeable trend at some of the school sports halls but the public leisure centres retain the sports hall for indoor hall sports.

Accessibility

5.18 Applying the same accessibility criteria as for gyms of a 20 minute drive time catchment shows the same results as for gyms. The venues selected are Bexhill Leisure Centre because it has the biggest supply of 2 studios. Plus the Battle Area Sports Centre because it is centrally located. Both venues have the same pay and play access. The finding is that there is a small area of about 4% of the land area of Rother which is outside the 20 minute drive catchment area of a dance studio. The maps within the gym section are not repeated here.

5.19 To get an understanding of the potential scale demand which could access dance studios, the market segments for the female segments who most participate in dance/ exercise has been plotted for a 3 mile catchment area of Battle Area Sports Centre, selected because of its central location in the district and it does provide an extensive community programme for dance/exercise.

5.20 The findings are set out in Chart 5.3 overleaf. It shows for the 7 segments there is a total population of 2,690 people in these segments and with 4 segments with a population

of over 500 people. It is quite a considerable potential number of participants in this area of Rother.

Chart 5.3: Numbers of people in the market segments who participate most in dance/exercise and live within 3 miles of Battle Area Sports Centre.

Availability

5.21 Availability is assessed as the amount of demand for a sports facility that can be met by the supply of facilities in an area and how full the venues are. Consultation findings from discussions with the managers of Bexhill Leisure Centre, Battle Area Sports Centre, Rye Sports Centre, Bexhill Academy and Bexhill 6th Form College all identify that studios are occupied at full capacity for classes in the weekday evenings of 6pm – 9pm. In addition at BLC given the age profile of the District there is an increasing usage and studio occupancy of 4-5 sessions a week for classes. This possibly exists in the joint use venues but schools occupancy precludes this community activity at these times.

5.22 Dance exercise is female dominated with occupancy by females at over 90% of participants. Also females prefer all women sessions. However spinning classes are more evenly balanced with equal male and female participants. Combination of exercise and strength work and not focusing on co-ordination is the appeal to men.

5.23 Finally consultation has identified there is a small cross over from participants doing gym who cannot access equipment at times that suit will join an exercise classes. This is in order to do fitness and exercise at times that suit.

Summary of Findings for Studios

Quantity Supply

There are 9 dance studios across Rother. This however may be an under estimate reflecting that data collection has only just started. For example, the Bexhill Leisure Centre is recorded as having only one studio but it has converted the building to provide two. Furthermore it has ceated a dedicated room/area for spinning classes and removed this from an activity in one of the studios.

In addition there will be village halls and community centres where dance and exercise classes take place. These are not dedicated studios but they do provide for the activity.

The 9 venues are 4 less than for health and fitness venues. A commercial health and fitness offer is to also provide for gyms and studios. This may be a reflecton of the small

scale size of the gyms in Rother. The dry side public leisure centres in Rother have studios.

Only 2 of the venues are at commercial centres, these beng at Crowhurst Park and Harbour Health Club. The latter having pay and play access whilst at Crowhurst Park it is access for members only. Six of the other venues are pay and play access with St Richard's College having prvate use access.

There are three school/college venues that have studios, these being Battle Area Sports Centre, Bexhill 6th Form College and Bexhil Academy.

Of interest is that in Hastings there are also 9 studios but at 7 venues. There being two studios at Bannatynes Health Club and Summerfields Leisure Centre. Of the 7 venues there are 5 pay and play access and one at Bannatynes is for membership access. William Parker Sports College being accessed by membership of the community association.

Quantity Demand

The Active People data on participation is available for a number of related activities that take place in studios, these are (1) movement and dance and (2) keep fit/exercise classes. As with the gym data Active People data for participation is not available at individual local authority level, but it is at the Active Sussex level but only from 2011 onwards.

The rate of participation for movement and dance rose from 0.7% of the adult population doing it in 2011 to 1.6% in 2012 and has since declined to 1.2% of adults in 2014 but still a 0.5% increase over four years.

Participation in keep fit and exercise classes and the once a week participation rate for aerobics for adults at the Active Sussex level was 2.3% of all adults in 2011, then 1.8% in 2012 and for 2013 and 2014 it has been 2.4% of all adults doing exercise classes at least once a week.

To gain an understanding of the potential scale of demand which could access dance studios, the market segments for the female segments who most participate in dance/ exercise has been plotted for a 3 mile catchment area of Battle Area Sports Centre, selected because of its central location in the district and it does provide an extensive community programme for dance/exercise.

It shows for these seven segments there is a total population of 2,690 people and 4 segments with a population of over 500 people. It is quite a considerable potential number of participants in this area of Rother.

Consutlation with the facilty managers at the school/collge venues and BLC has identifed a constant and increasing demand for different types of exercise and dance classes. This is fashionalble but there is an underlying trend for individual activity which is for exercise and fitness and to music or dance based in some form.

There is also an increasing trend of people doing exercise classes in preference to gym, although this could be a reflection of lack of access to machines at times that suit and the abilty to join a class.

Natonally this trend towards more individual activity and away from team sports by younger peole, especaily females is now well established. Exercise classes and dance activity require less time commitment, organisation and less learning of skills. The Active

Peole research has established these as strong motivations to increasing participation, especialy amongst younger females and females in mid life. It is also something which fits better into a lifestyle where time is important. Dance and exercise classes require less time to do the activity whereas for team or individua sports it is time to play, train and learn skills.

Another national trend is for popularity of excercise classes, fitness trainng and circuts replace these activites in the use of sports halls for indoor hall sports. Simply bigger numbers requiring a bigger space and use of equipment. Consultations have suggested this is a trend at some of the school sports halls but the public leisure centres retain the sports hall for indoor hall sports.

Accessibility

Applying the same accessibility criteria as for gyms of a 20 minute drive time catchment shows the same results as for gyms. This is based on selecting the venues of Bexhill Leisure Centre because it has the biggest supply of 2 studios, plus the Battle Area Sports Centre because it is centrally located. Both venues have the same pay and play access.

The finding is that there is a small area of about 4% of the land area of Rother to the north bordering Wealden and Tunbridge Wells which is outside the 20 minute drive catchment area of a dance studio.

Accessibility will be enhanced because of the village halls and community centres which provide for dance and exercise classes.

AVAILABILTY

Availability is assessed as the amount of demand for a sports facility that can be met by the supply of facilities in an area and how full the venues are. Consultation findings from discussions with the managers of Bexhill Leisure Centre, Battle Area Sports Centre, Rye Sports Centre, Bexhill Academy and Bexhill 6th Form College all identify that studios are occupied at full capacity for classes in the weekday evenings of 6pm – 9pm. In addition at BLC given the age profile of the District there is an increasing usage and studio occupancy of 4-5 sessions a week for classes at day time off peak times. This demand possibly exists in the joint use venues but schools occupancy precludes availability for this community activity at these times.

Dance exercise is female dominated with occupancy by females at over 90% of participants. Also females prefer all women sessions. However spinning classes are more evenly balanced with equal male and female particpants. Combination of exercise and strength work and not focusng on co-ordination is the appeal to men.
Finally, consultation has identifed there is a smal cross over from participants doing gym who cannot access equipment at times that suit will join an exercise class in order to do fitness and exercise at times that suit.

Quantity - Supply

6.1 There are 3 squash court venues in Rother with a total of 8 courts, Bexhill Leisure Centre has 3 courts, one of which is a glass backed court. This is the only glass backed court in Rother.

6.2 Cooden Beach Sports and Social Club has three courts and there are 2 courts at Bexhill Squash and Social Club.

6.3 Bexhill Lesiure Centre is a pay and play public access venue. Whilst the other two venues are club based venues with access through membership of the club. Table 6.1 below is a list of all 3 squash court venues in Rother in 2015.

Table 6.1: Squash Courts in Rother 2015

Site Name	Facility Type	Facility Sub Type	No of Courts	Disability	Access Type	Ownership Type	Management Type	Year Built	Year Refurbished
BEXHILL LEISURE CENTRE	Squash Courts	Normal	2	Yes	Pay and Play	Local Authority	Trust	1990	n/a
BEXHILL LEISURE CENTRE	Squash Courts	Glass-backed	1	Yes	Pay and Play	Local Authority	Trust	1990	n/a
BEXHILL SQUASH AND SOCIAL CLUB	Squash Courts	Normal	2	Yes	Sports Club / Community Association	Sports Club	Sport Club	1955	2001
COODEN BEACH SPORTS AND SOCIAL CLUB	Squash Courts	Normal	3	Yes	Sports Club / Community Association	Sports Club	Sport Club	1977	2000

Quantity - Demand

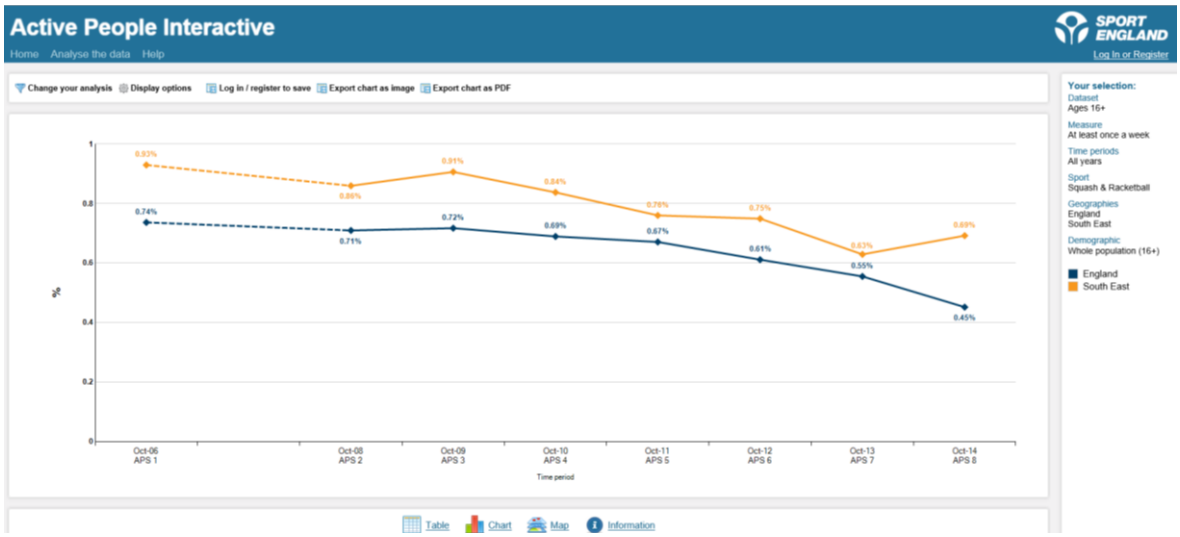
6.4 The Active People data on participation in squash also includes racketball and it is only available at the South East Region and at England wide level. This is because the Active People survey either did not ask questions about participation in squash, or, as is more likely the number of respondents to questions about squash participation did not generate enough responses to be able to develop an accurate rate of participation.

6.5 This makes it challenging to assess what the local participation rate for squash is in Rother to be able to assess if the trends at regional or national level do apply in Rother. So the market segmentation data which does provide a Rother specific rate of participation in squash becomes a more important gauge. Acknowledging (again) that the Active People benchmark measure is at least once a week participation and market segmentation data is at least once a month.

Active People

6.6 The rate of at least once a week participation in squash at regional and national level has declined over the 2006 – 2014 period of the Active People surveys. This is set out in Chart overleaf. Participation across SE Region (yellow line) has shown a slight decline from 0.93% of the regional population playing squash in 2006 to 0.69% in 2014. Whilst at England wide level (blue line) it has declined more from 0.74% of the population playing at least once a week in 2006 to 0.47% in 2014.

Chart 6.1: Active People once a week participation in squash and racketball for South East Region and England wide 2006 - 2014



Market Segmentation

6.7 The market segmentation data for participation in squash and racketball is based on measuring at least once a month participation.

6.8 The market segmentation maps for people who DO play and would LIKE TO play squash in Rother are set out Maps 6.1 and 6.2 overleaf.

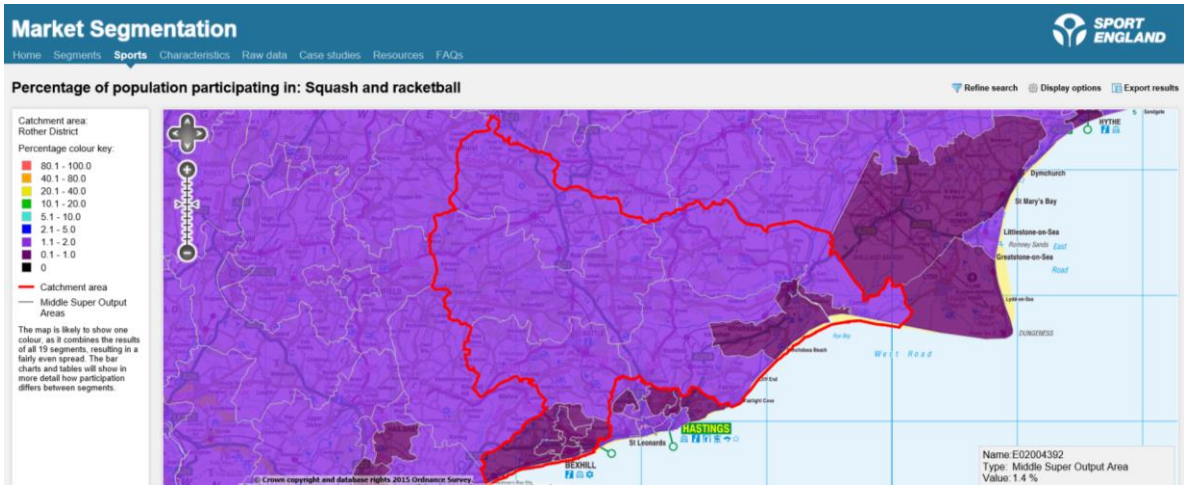
6.9 Map 6.1 shows that for virtually all of the Rother area and for a lot of the surrounding areas the at least once a month participation rate in squash is 1.1% - 2% (area shaded purple) of the Rother adult population. There are output areas shaded darker purple in Bexhill and Rye where participation is lower at 0.1 – 1% of the population playing squash at least once a month.

6.10 For the people who would like to play squash The market segmentation map shows the latent demand is a lower rate at 0.1% - 1% of the Rother adult population and with the same latent demand rate for the surrounding area.

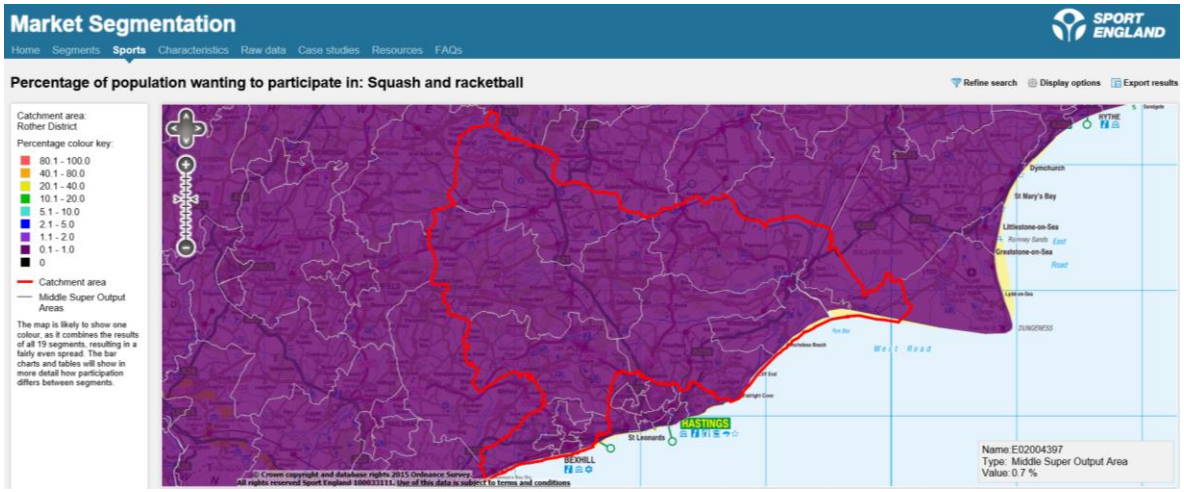
6.11 So in trying to establish a participation rate for squash across Rother, applying the SE region once a week rate would mean 0.69% of the adult population playing at least once a week. Whereas the market segmentation data for Rother who do play and would like to play – based on at least once a month – shows a participation rate of between 1.2%- 2% for most of Rother but a lower rate of around 1% in Bexhill and Rye.

6.12 On balance and considering all the data a rate of 1% of the Rother adult population playing squash at least once a week is a reasoned assessment.

Map 6.1: Percentage of the Rother Population who Play Squash



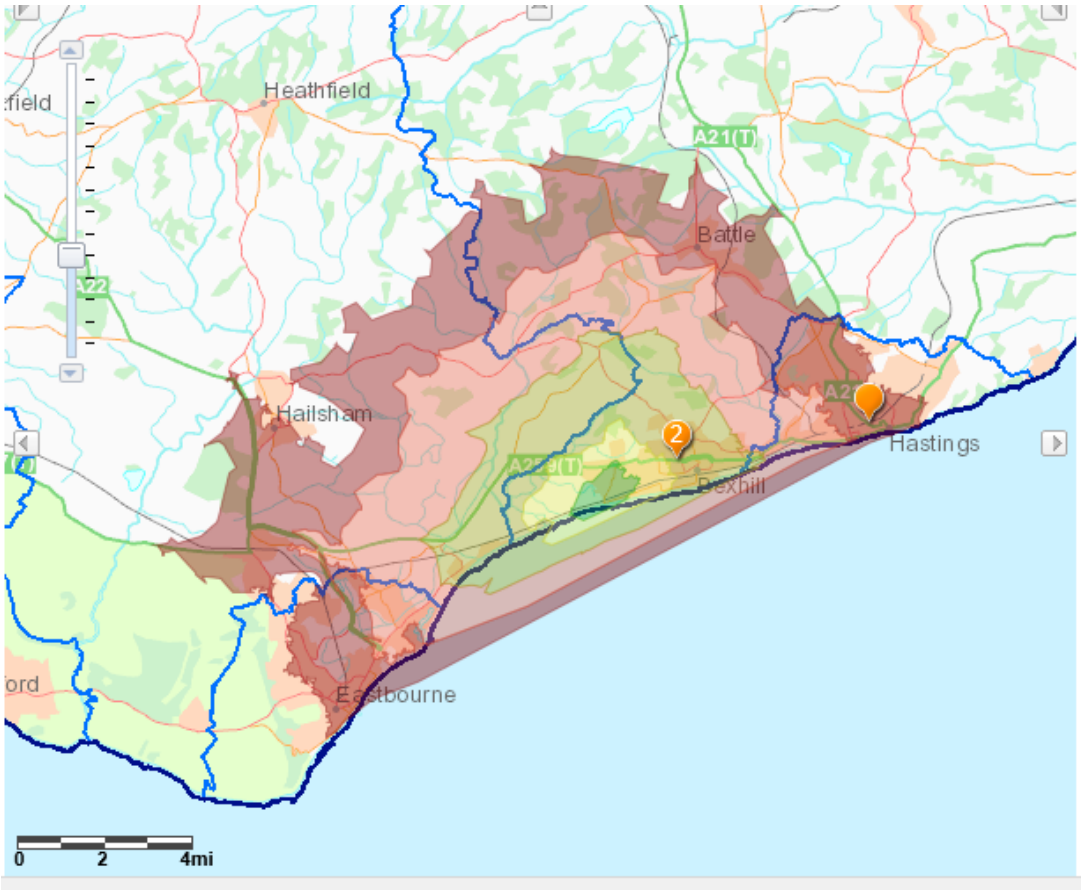
Map 6.2: Percentage of the Rother Population who would like to Play Squash



Accessibility

6.13 The location of the squash venues are in Bexhill and so will provide similar drive time catchment areas of up to 20 minutes' drive time. The drive time catchment area for Cooden Beach Sports & Social Club is set out in map xx below. This is selected because it is a membership club and the most active club. It shows the same pattern for other sports facilities of the area to the north of the district which is outside the drive to catchment area of the sports facilities.

Map 6.2: Location of Cooden Beach Sports & Social club and 20 minutes' drive time catchment area



6.14 Consultation with the club confirmed that for regular participation the club draws on the whole of Rother District and from Hastings.

6.15 The club's access barriers are simply the travel time, distances and time commitment by members to compete in the Sussex League (up to 1 hour travel in each direction). It is a barrier to improving squash performance standards. Members wish to play in the local or club league because it is local.

6.16 Consultation with the Bexhill Leisure Centre confirmed that for pay and play access the Centre draws predominately on a Bexhill and Hastings town's catchment area.

Availability

6.17 The two clubs operate on a membership basis and also ~~operate guest~~operate guest availability as a way of encouraging people to play and take out a membership. All three venues are available throughout the day and evenings and the clubs operate on a turnkey access for day time use.

6.18 Both Cooden Beach club and Bexhill Leisure Centre have 100% occupancy weekday evenings between 6pm – 9pm (up to 10pm at Cooden Beach). Summer evenings occupancy May – August can be lower. Day time use at three venues is very low and would seem to be only 5% – 10% occupancy.

6.19 The occupancy rates at all three venues have been steady for the past 2-3 years. Although Bexhill Squash Club does have declining membership and is by far the least active venue. It is understood current membership is only 10 -12 people.

6.20 Membership of the Cooden Beach Squash club is steady at around 40 – 50 members for the past three years. Membership of the racketball club is between 60 – 70 members and again steady. There is little cross over between the tennis membership and squash/racketball at the club. As the Bexhill leisure Centre is a pay and play venue there is no data on actual numbers of players but occupancy is at 100% for weekday evenings and steady.

6.21 Bexhill Leisure Centre is a pay and play venue and the courts are available throughout the opening times of the centre. Peak time usage is 100% occupancy between 6pm – 9pm weekday evenings for all three courts. Given the courts are only pay and play and there is no club structure or even a loose squash ladder then this identifies a strong level of demand for casual play. Outside of these hours there is virtually no use of the courts, Day time use of one court is for table tennis.

6.22 Rye Sports Centre used to have one court for pay and play availability but the court has been converted to a small dance/exercise studio (10 users for a session) because of lack of demand and increased demand for exercise classes. Possibly a reason for the high occupancy of the BLC courts is because of casual squash use moving to Bexhill.

Summary of Findings for Squash

Quantity (Supply)

There are 3 squash court venues in Rother with a total of 8 courts, Bexhill Leisure Centre has 3 courts, one of which is a glass backed court. This is the only glass backed court in Rother.

Cooden Beach Sports and Social Club has three courts and there are 2 courts at Bexhill Squash and Social Club.

Bexhill Lesiure Centre is a pay and play public access venue. Whilst the other two venues are club based venues with access through membership of the club.

Quantity (Demand)

The Active People data on participation in squash also includes racketball and it is only available at the South East Region and at England wide level. This is because the Active People survey either did not ask questions about participation in squash, or, as is more likely the number of respondents to questions about squash participation did not generate enough responses to be able to develop an accurate rate of participation.

The rate of at least once a week participation in squash at regional and national level has declined over the 2006 – 2014 period of the Active People surveys. SE Region this is from 0.93% of the regional population playing squash in 2006 to 0.69% in 2014. At England wide level it has declined more from 0.74% of the population playing at least once a week in 2006 to 0.47% in 2014.

The market segmentation data does develop a participation in squash and racketball in Rother but this is based on measuring at least once a month

participation. For virtually all of the Rother area the at least once a month participation rate in squash is 1.1% - 2%) of the Rother adult population. However with Bexhill and Rye there is a lower at 0.1 – 1% of the adult population playing squash at least once a month.

For the people who would like to play squash the market segmentation identifies a latent demand of a lower rate at 0.1% - 1% of the Rother adult population would like to play at least once a month.

So in trying to establish a participation rate for squash across Rother, applying the SE region once a week rate would mean 0.69% of the adult population playing at least once a week. Whereas the market segmentation data for Rother who do play and would like to play – based on at least once a month – shows a participation rate of between 1.2%- 2% for most of Rother but a lower rate of around 1% in Bexhill and Rye. On balance and considering all the data a rate of 1% of the Rother adult population playing squash at least once a week is a reasoned assessment.

Quality

THE Bexhill Leisure Centre courts were opened in 1990 and have been maintained over that period. The Cooden Beach squash courts opened in 1977 and have been well maintained since. They are in a 2 and 1 court set up and the 2 courts were completely refurbished in 2014. The changing rooms are also well maintained. The Bexhill Sports Club courts were opened in 1955 and no further details are available.

Overall the quality of the courts at the two main venues is good and they have been well maintained. The absence of a galls backed court(s) at the main club venue is possibly a quality limitation and expectation of current standards by club players.

Accessibility

The location of the squash venues are all in Bexhill and so will provide similar drive time catchment areas of up to 20 minutes' drive time. The drive time catchment area for Cooden Beach Sports & Social Club is set out in the map below. This is selected because it is a membership club and the most active club. It shows the same pattern for other sports facilities of the area to the north of the district which is outside the drive to catchment area of the sports facilities.

Consultation with the club showed the catchment area for the club membership is Rother wide and from Hastings. The club's access barriers are simply the travel time, distances and time commitment by members to compete in the Sussex League (up to 1 hour travel in each direction). It is a barrier to improving squash performance standards. Members really want to play in the local or club league because it is local and makes less personal demands on time and travel.

Consultation with the Bexhill Leisure Centre confirmed that for pay and play access the Centre draws predominately on a Bexhill and Hastings town's catchment area.

Consultation has identified membership of the Cooden Beach Squash club is around 40 – 50 members and again been steady for the past three years. Membership of the racketball club is between 60 – 70 members and again steady. It appeals more to older aged players where squash and issues of agility and knee problems make squash more demanding – again reflective of the sports participation profile and demographics of Rother.

Consultation with BLC as the pay and play venue identifies the courts are available

throughout the opening times of the centre. Peak time usage is 100% occupancy between 6pm – 9pm weekday evenings for all three courts. Given the courts are only pay and play and there is no club structure or a squash ladder then this identifies a strong level of demand for casual play. Outside of these hours there is virtually no use of the courts, day time use of one court is for table tennis.

Rye Sports Centre used to have one court for pay and play availability but the court has been converted to a small dance/exercise studio (10 users for a session) because of lack of demand and increased demand for exercise classes. Possibly a reason for the high occupancy of the BLC courts is because of casual squash use moving to Bexhill.

Availability

The two clubs operate on a membership basis and the Cooden Beach club also operates a guest availability as a way of encouraging people to play and take out a membership. All three venues are available throughout the day and evenings and the Cooden Beach club operates on a turnkey access for day time use.

As set out both Cooden Beach and BLC have 100% occupancy weekday evenings between 6pm – 9pm (up to 10pm at Cooden Beach). Summer evenings occupancy May – August can be lower. Day time use at three venues is very low and would seem to be only 5% occupancy.

The occupancy rates at both venues have been steady for the past 2-3 years. Bexhill Squash Club it is understood have declining membership and is by far the least active venue.

In determining the future need for squash courts the key factors are:

- The rate of participation, For Rother this appears to be steady at around 1% of the Rother population playing at least once a month. This is slight higher than the rate for SE Region which is around 0.75 of adult but has been declining in recent years. The NGB is trying to actively promote squash participation and the focus is on club based participation squash. The Rother demographics for the main squash playing age group of 25 – 49 are not increasing over the period up to 2028 and so maintaining the current rate of participation against this backdrop should be considered an achievement – the trend evidence is not towards increasing participation in squash

- The rate of occupancy of the courts. This is at 100% for both Bexhill Leisure Centre (for pay and play) between 6pm – 9pm weekday evenings. The same for Cooden Beach Sports Club (membership use) and up to 10pm. However for both venues there is limited use/occupancy outside these times

- Balance between pay and play and membership use. The Bexhill Leisure Centre is providing for pay and play and the demand is for 2 people x 3 courts = 6 people @45 minutes per session) x 4 sessions per evening x 5 nights = 120 users per week, with some day time off peak usage. It is a large space with limited alternative uses, except possibly for table tennis and as a small exercise area for up to 10 people for this level of participation

- The Cooden Beach Club has slightly longer hours of peak occupancy of one hour per night for membership use but is not experiencing demand it cannot meet for its three courts.

In any future changes in provision the challenge is to maintain a balance of access

with pay and play (at BLC) and membership access at Cooden Beach. Bexhill Squash club is also membership based but is much less active and it is understood only has between 10 – 12 playing members.

The vexed issue is occupancy with 100% occupancy at both main venues for weekday evenings for 3 hours a night. Outside of these days/hours occupancy is at best 5% of time available. Alternative use is limited but can be for table tennis and small exercise classes – without fundamentally changing the space. This is more limited option at Cooden Beach because it is a squash, racketball and tennis venue.

Continuation of a pay and play venue for squash appears required, given the consistent levels of participation and demand at peak times in Rother. Also it is the entry into the sport and if there is not a pay and play venue to try the sport and provide for casual participation then the only access is through membership of one club. This will discourage some participation.

In any future project squash provision could be reduced to two courts acknowledging this does cause an issue of access to a third court for up to 15 hours a week. However the space for a return of up to 80 participants per week at peak times has to be considered against the cost of provision and the alternative uses of that space for higher participation in other activities.

The counter demand for dance/exercise places a greater need for space for these activities. The opportunity to create a third court for both activities but which allows easy conversion between all activities is the ideal but this requires a design solution.

6.23 This ends the assessment report for each of the five facility types in the Rother District indoor sports facilities strategy. The key findings, issues, options and recommendations for future provision are set out in the strategy document.