

Hastings & Rother – Leisure Facilities Strategy (2009 – 2020)

**Hastings Borough Council, Rother District Council & East Sussex County
Council**

FINAL REPORT

August 2009

DOCUMENT CONTROL

Amendment History

| Version No. | Date | File Reference | Author | Remarks/Changes |
|-------------|----------|--|--------------|---|
| 1 | 02/06/09 | HR_FacilitiesStrategy_DraftFinalReport_V1.0_02June2009 | T Pinnington | Draft final report with changes following wider consultation - For client review. |
| 2 | 14/07/09 | HR_FacilitiesStrategy_FinalReport_V2.0_14July2009 | T Pinnington | Final draft report with changes following full client review. |
| 3 | 21/08/09 | HR_FacilitiesStrategy_FinalReport_V3.0_21Aug2009 | T Pinnington | Final report. |

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EXECUTIVE SUMMARY

Background and Context

1. In 2008, Hastings Borough Council, Rother District Council, East Sussex County Council (the Councils) and Sport England commissioned Capita Symonds to complete a Leisure Facilities Strategy (the strategy) for Hastings and Rother. Freedom Leisure also contributed to the funding of the strategy.

The Scope of this Strategy

2. This strategy seeks to identify optimum locations and levels of provision to help establish sustainable facilities, including the consideration of additions/changes to existing facilities, to ensure viability throughout the period of the strategy (2009 – 2020).
3. The key objectives of the strategy are to:
 - analyse the supply and demand of facilities to identify gaps in provision and opportunities for improved facility provision
 - ensure that the delivery of leisure facilities is undertaken with full reference to the corporate strategies of the three authorities and other relevant strategic influences
 - clarify the role of the Councils as provider, partner, enabler and/or strategic director of leisure facility provision
 - identify alternative provision options
 - maximise engagement with key stakeholders.

Sports Facilities Included in the Strategy

4. The following types of facilities have been included in the strategy:

| | |
|---------------------------------|--|
| • athletics tracks | • indoor tennis |
| • sports halls | • outdoor tennis courts |
| • health & fitness suites | • Multi Use Games Areas (MUGAs) |
| • swimming pools | • climbing walls / climbing facilities |
| • Synthetic Turf Pitches (STPs) | • water sport facilities |
| • football stadia | • skate parks. |
| • indoor bowls facilities | |
| • outdoor bowling greens | |

The Approach

5. The key stages in the approach for the strategy are illustrated in Figure 1. This report represents the conclusion of the strategy.

Figure 1: Our Approach



Facility Recommendations

6. The facilities strategy has considered the future needs of the communities of both Hastings and Rother. While some of the facilities, particularly those with broader catchment areas, have an impact in both areas, many are more local in nature. Therefore, in completing the work we considered the specific needs of each Council in parallel. The recommendations contained in the following pages have therefore been presented separately for Hastings and Rother.

Recommendations for Hastings

7. In addition, the location of new facilities must be considered. In the past there has been an opportunistic approach to facility development, often driven by funding availability. This has led to a degree of fragmentation, in terms of the location and mix of facilities. For example, the main leisure centres in Hastings and Bexhill are on split sites. This is uneconomical and leads to increased capital and revenue costs to the Councils.
8. Some existing community sports facilities face significant challenges in remaining viable in the long term, particularly Horntye Park, William Parker Athletics Arena and Hastings United Football Club. New developments are also likely to be completed in Hastings town centre, by Hastings College and at the two new academy sites..
9. There are clearly opportunities to consolidate provision and to seek to create sustainable hubs, or clusters of activity, as opposed to further fragmentation of

provision. New partnership opportunities are available and have been considered where they can benefit the Councils, partners and community users alike.

10. Table 1 contains a high level summary of the recommendations for Hastings. These recommendations relate to the quantity of facilities required, above the current levels. Other existing facilities will require replacement or refurbishment.

Table 1: Recommendations for Each Facility Type – Hastings

| Facility Type | Additional Facilities Hastings |
|---|--|
| Athletics tracks | Additional support facilities required to include changing and toilets as a minimum. |
| Sports halls | Current provision is adequate – potential future oversupply |
| Health & fitness suites | A minimum of 70 additional health and fitness stations |
| Swimming pools | Additional 471m ² of pool water. This is equivalent to 8-9 x 25m lanes |
| Synthetic turf pitches | 1 full sized, floodlit, third generation pitch. |
| Football stadia | Upgraded facilities required |
| Bowling greens indoor | None required |
| Bowling greens outdoor | None required |
| Indoor tennis courts | Between 8 and 9 courts |
| Outdoor tennis courts | None required |
| Multi Use Games Areas (MUGA's) | Further MUGAs to be provided in the future. Quantity and location to be confirmed |
| Climbing walls / climbing facilities | None required |
| Water sport facilities | A dedicated water sports centre with access facilities from the shore to the sea for a range of water craft. |
| Skate parks | There is likely to be an increased demand for skate parks. The current level of provision should be protected and increased. |

Recommendations for Rother

11. Table 2 contains a high level summary of the recommendations for Rother. The table lists the facilities needed over and above those already provided. These recommendations relate to the quantity of facilities required, above the current levels. Other existing facilities will require replacement or refurbishment.

Table 2: Recommendations for Each Facility Type – Rother

| Facility Type | Additional Facilities Rother |
|--------------------------------------|--|
| Athletics tracks | No athletics facilities required |
| Sports halls | Up to 6 badminton courts |
| Health & fitness suites | Between 55 and 101 stations |
| Swimming pools | Between 304m ² and 401m ² of pool water. This is equivalent to between 5 and 6 25m lanes. |
| Synthetic turf pitches | <p>None in Bexhill providing planned facilities at the new Bexhill High School (currently under construction) are delivered and available for community use.</p> <p>Training facility in Battle. Claverham Community College has secured significant funding from the DCSF for a new STP surface to serve curricular needs. Such a facility if floodlit and made available to community users could meet demand in West Rother.</p> <p>Training facility in Rye. Rye College is planning a synthetic turf MUGA (tbc) which if floodlit and made available to community users could meet demand in East Rother.</p> |
| Football stadia | None required |
| Bowling greens indoor | None required |
| Bowling greens outdoor | None required |
| Indoor tennis courts | Deficit of 8.5 courts |
| Outdoor tennis courts | None required |
| Multi Use Games Areas (MUGAs) | Further MUGAs to be provided in the future. The quantity and location of these will be subject to further investigation by the Council. |
| Climbing walls / climbing facilities | None required |
| Water sport facilities | Dedicated coastal water sports centre with access facilities from the shore to the sea for a range of water craft. Location will be subject to further investigation by the Council. Potential to improve infrastructure to increase access and benefits of blue gym recreation in coastal and inland areas. |
| Skate parks | Further skate parks to be provided. The quantity and location of these will be subject to further investigation by the Council |

Next Steps

12. The findings and recommendations from this strategy form a framework for the delivery of facilities for the period of 2009-2020. Significant facility needs are set out in this strategy and the Councils will work with the following partners to help deliver these:
 - primary, secondary and special schools
 - East Sussex County Council, Hastings Borough Council, Rother District Council
 - Town and Parish Councils
 - private operators
 - higher and further education providers
 - grant funders
 - sports clubs and other voluntary organisations.
13. It is recommended that the contents of the strategy are reviewed annually, as the situation will change locally over its life. Annual reviews will ensure that the needs are updated and that the strategy reflects the position, as supply and demand changes.
14. Where reference has been made to development of facilities in specific areas, it is advised that full feasibility studies are conducted for each facility prior to making a commitment to proceed with development.

1 BACKGROUND AND CONTEXT

1.1 Introduction

- 1.1.1 In 2008, Hastings Borough Council, Rother District Council, East Sussex County Council (the Councils) and Sport England commissioned Capita Symonds to complete a Leisure Facilities Strategy (the strategy) for Hastings and Rother. Freedom Leisure also contributed to the funding of the strategy.

1.2 Background

- 1.2.1 This strategy arises from previous work, by Capita Symonds, to identify the options for the provision of replacement or refurbished leisure facilities in Hastings. During the course of this work, a number of issues emerged regarding the wider facilities provided by other organisations in Hastings and the surrounding areas. Several of these providers are also considering their future needs. They include the following:
- William Parker Sports College
 - Hastings College
 - Horntye Park Sports Club
 - Hastings United Football Club.
- 1.2.2 The needs of each of these organisations and their aspirations for future facilities will have a direct impact on the plans of Hastings Borough Council, in terms of providing replacement or refurbished leisure facilities. The options work on those facilities has been suspended while these emerging issues are considered.
- 1.2.3 Rother District Council is embarking on a similar review of the options for a new leisure centre. This could replace Bexhill Leisure Pool and Bexhill Leisure Centre on a single, centrally located, site.
- 1.2.4 Bexhill High School is also reviewing options for sports facilities on its Gunters Lane site, to which the school plans to relocate in 2010.
- 1.2.5 The need therefore for a wider strategic approach was recognised by Sport England and the Councils. The Councils also recognised that they should not focus solely on maintaining and managing the historic pattern of local sport and recreation provision. This joint strategy therefore considers cross-boundary strategic planning and rationalisation, including the possible development of hub facilities. East Sussex County Council is a key partner given its County wide remit and the fact that it provides opportunities on school sites.
- 1.2.6 In the past, there has been an opportunistic approach to facility development, often driven by funding opportunities. There is therefore a degree of fragmentation in terms of the current location and mix of facilities. For example, the main leisure centres in Hastings and Bexhill are on split sites. This is uneconomical and leads to increased capital and revenue costs to the Councils. There are clearly opportunities to consolidate provision and to seek to create sustainable hubs of activity, as opposed to further fragmentation of provision.
- 1.2.7 Currently East Sussex County Council is reviewing existing and future education provision for 11 – 16 year olds in Hastings and St Leonards. Two new Academies will be provided to replace Filsham Valley, Hillcrest and The Grove schools. These

and other Hastings and Rother secondary schools, rebuilt or modernised substantially through the BSF programme (Building Schools for the Future) will provide appropriate PE and sports facilities fit for a 21st century school.

- 1.2.8 ESCC will aim to incorporate into BSF designs, facilities which include for each school, a sports hall (of 4 x badminton court size), gym and dance studios, and sports pitches (which may include artificial pitches/MUGAs where appropriate). This will however depend on capital funding made available to the authority and individual schools and will also depend on the site suitability. These facilities may be available for community use.

1.3 The Scope of this Strategy

- 1.3.1 This strategy seeks to identify optimum locations and levels of provision to help establish viable facilities, including consideration of additions/changes to existing facilities to ensure viability throughout the period of the strategy (2009 – 2020).

- 1.3.2 The key objectives of the strategy are to:

- analyse the supply and demand of facilities to identify gaps in provision and opportunities for improved facility provision
- ensure that the delivery of leisure facilities is undertaken with full reference to the corporate strategies of the three authorities and other relevant strategic influences
- clarify the role of the Councils as provider, partner, enabler and/or strategic director of leisure facility provision
- identify alternative provision options
- maximise engagement with key stakeholders in and around the towns.

1.4 Outputs of the Strategy

- 1.4.1 The required outputs from this strategy were set out in the brief from the Councils. A copy of the brief is included in Appendix 1. They include exploring the following questions:

- **What is the current and projected level of supply and demand for sports facilities in Hastings and Rother? The supply and demand of the following facilities should be analysed in detail, using quantitative measures (where these exist) for:**
 - athletics tracks
 - sports halls
 - health & fitness suites
 - swimming pools (including 50 metre pools)
 - synthetic turf pitches (STPs)
 - football stadia
 - indoor bowls facilities.

1.4.2 In addition, a high level assessment of the provision of the facilities listed overleaf was included within the strategy at the request of the Councils. The analysis of these facilities is largely based on the results of detailed stakeholder consultation, in the absence of robust quantitative standards:

- outdoor bowling greens
 - indoor tennis
 - outdoor tennis courts
 - Multi Use Games Areas (MUGAs)
 - climbing walls / climbing facilities
 - water sport facilities
 - skate parks.
-
- **What facilities are needed in Hastings?**
 - **What should be included in replacement or refurbished leisure facilities in Hastings?**
 - **What facilities are needed in Rother?**
 - **What additional sports facilities are required in Bexhill, Rye, Battle, and rural Rother?**
 - **What should be included in a new Bexhill Leisure Centre, to replace the existing Leisure Centre and Leisure Pool?**
 - **What sports facilities should be included in the new Bexhill High School site?**
 - **What are the opportunities for linking in to school sports provision, particularly the Building Schools for the Future programme?**
 - **What sports facilities should be included in the new Hastings College and University Centre sites?**
 - **What should be included at the William Parker Athletics facility in order to increase usage by a range of groups and residents in Hastings and Rother?**
 - **What are the future plans for the Horntye Park site and what other options are there?**
 - **What are the plans of Hastings United Football Club for provision of training and match facilities?**
 - **Is there a need for a 50 metre pool based in Hastings or Bexhill? And how can Hastings and Rother Councils best meet the swimming clubs' training and competition needs and those of residents and visitors?**
 - **What are the Councils doing to link in to opportunities generated from London 2012?**

1.5 Methodology

1.5.1 The key stages in the approach for the strategy are illustrated in Figure 1.

Figure 1: Our Approach



1.6 Structure of this Report

1.6.1 This document contains the findings of the strategy work. The remainder of this summary report is set out in the following sections.

- Section 2 – Strategic Review & Stakeholder Consultation
- Section 3 – Needs Analysis – Hastings Borough Council
- Section 4 – Facility Recommendations – Hastings Borough Council
- Section 5 – Needs Analysis – Rother District Council
- Section 6 – Facility Recommendations – Rother District Council

1.6.2 Sections 3 and 4 are specific to Hastings Borough Council and sections 5 and 6 are specific to Rother District Council. All other sections apply to both Hastings and Rother.

2 STRATEGIC REVIEW AND STAKEHOLDER CONSULTATION

2.1 Introduction

2.1.1 This section contains a summary of the findings from the strategic review. The aim of this element is to identify key issues and to inform the development of the strategy. It includes the following:

- a review of the national, regional and local strategic contexts
- consultation with officers, councillors and partner organisations.

2.2 Strategic Context Review

2.2.1 This section shows how the strategy relates to current national, regional and local strategies and themes. The strategic context review focuses on the benefits of sport and physical activity, which will be key outcomes from this strategy. We reviewed 34 documents in total. A summary of the main aims and objectives of these are set out in Appendix 2. The strategies and policies that were reviewed are listed in Table 1:

Table 1: Reviewed Strategies and Policies

| National Context Documents | |
|---|--|
| <ul style="list-style-type: none"> • Game Plan – December 2002 | |
| Regional Context Documents | |
| <ul style="list-style-type: none"> • The South East Plan for Sport and Physical Activity 2004-2008 • A Framework for Sport and Physical Activity in the South East 2004 | |
| Local Context Documents | |
| <ul style="list-style-type: none"> • Hastings Local Plan 2004-2011 • Hastings Corporate Plan 2007/8-2009/10 • Hastings & St Leonards Community Strategy 2003-2013 • Hastings & St Leonards Renewal Strategy 2004 • Hastings Local Performance Plan 2006 • Hastings Parks and Open Spaces Strategy 2006 • White Rock Gardens Master plan 2002 • Hastings & St Leonards Regeneration Strategy 2002 • Hastings Cultural Strategy 2002 • Hastings Seafront Strategy 2004 • 1066 Country Destination Management Strategy 2007 • East Sussex Active Living Strategy and Action Plan 2007-2012 • Active Hastings Annual Report: Year One 2006-2007 • Hastings and St Leonards Public Health Report 2003-2004 • School Sport Partnership Development Plan 2005 | |

Local Context Documents

- Hastings and St Leonards Youth Strategy 2004-2014
- Hastings Sports Development Action Plan 2005-2008
- Rother District Council Corporate Plan 2006-2016
- Rother Annual Performance Plan 2007
- Rother District Council Local Plan 2007
- Rother District Local Development Framework 2007
- Your Culture & Leisure – Rother Local Strategic Partnership 2006-2011
- Open Space, Sport & Recreation Study – PMP, November 2007
- A Children & Young Peoples Play Policy & Strategy for Rother – Rother District Council 2007-2010
- Local Area Data: Rother Season 06/07 – The Football Association
- Local Area Data: Hastings Season 06/07 – The Football Association
- 'Time to Move On' – Business plan for the relocation of Hastings United FC December 2007
- A replacement swimming and sports complex for 1066 country – Hastings Seagull Swimming Club, 1066 Swimmers & Bexhill Swimming Club – January 2008
- William Parker Community Athletics Arena – Annual Report 2007 – William Parker Sports College
- East Sussex Play Pathfinder Proposal 2008
- Hastings Borough Council Play Strategy 2007-2012
- Freedom Leisure Annual Report 2007.

Findings

- 2.2.2 The review of national and local policy demonstrates the growing recognition of the wider impact that sport and physical activity has in many areas, beyond the personal challenges and enjoyment that it brings. It demonstrates where new sports facilities could contribute significantly towards the strategic objectives of a range of organisations and policies.
- 2.2.3 Sport and physical activity is now higher on the political agenda than it has been for many years. The commitment is further demonstrated by cross-departmental strategic planning, involving:
- Department of Culture Media and Sport (DCMS)
 - Department for Children Schools and Families (DCSF)
 - Department of Health (DoH)
 - Department of Transport, Local Government and the Regions (DTLR).
- 2.2.4 The most common justification for increased participation relates to the benefits that are gained from taking part in sport and physical activity. There is recognition of the benefits in terms of health improvement and the role that sport and physical exercise can play in regeneration, neighbourhood renewal, and crime reduction. These are all significant issues affecting Hastings and Rother. Improved sports provision will directly help tackle these on a scale that is not possible given the constraints of the current facilities.

- 2.2.5 The findings from Capita Symonds' previous work in Hastings and Rother District Council Open Space, Sport & Recreation Study, have been used to inform the recommendations in this report.

2.3 Consultation

- 2.3.1 Consultation was conducted in the following two stages of the strategy work:
- **Stage 1 – Key stakeholders** – The first stage took place during the development of the draft strategy and included Council officers, Council members and key partner organisations
 - **Stage 2 – Wider partners organisations** – The second stage of consultation took place following completion of the draft report and involved consultation with a wide range of interested organisations including, sports clubs, schools, parish and town councils and other community groups. Hastings and Rother Councils both invited comments from the wider public.
- 2.3.2 A summary of the results of each stage of the consultation are contained in the following paragraphs.

Stage 1 - Key Stakeholders

- 2.3.3 Council officers, Council members and partners were included in the consultation element of the work, which took place throughout the study. In total, 37 people/organisations were consulted. The aim of the consultation was to understand the key issues affecting current and future supply and demand for community sports facilities in the Hastings and Rother, to explore opportunities for partnership working, funding possibilities and potential locations.
- 2.3.4 Consultation took place using a combination of face-to-face interviews, telephone interviews, group meetings and via email questionnaires. The results of this initial consultation with stakeholders have been used to provide further context to the study and to inform and shape the recommendations and conclusions for the Councils and to answer the specific questions included in the brief.

Stage 2 - Wider Partner Organisations

- 2.3.5 Following completion of the draft strategy report, a summary of the strategy and a standard questionnaire were circulated to a list of interested organisations including, sports clubs, schools, Parish and Town Councils and other community groups. Comments were invited from the public via the Active Hastings and Active Rother websites. This enabled the wider community to complete the questionnaire. The aim of this stage of the consultation was to gain input and comments from organisation involved in the delivery of sporting opportunities across Hastings and Rother.
- 2.3.6 Questionnaires were circulated to more that 350 organisations, during April and May 2009, via email and post. The list of consultees was supplied to Capita Symonds by the Councils. The total number of responses was 40 (11% response rate) – 27 via email and 13 through the post in hard copy. 33 general comments were received on the strategy via Hastings Borough Council's website.
- 2.3.7 In addition to the written consultation, all consultees were invited to attend one-to-one meetings with Capita Symonds and Council Officers from Hastings and Rother. One was held in Hastings and one in Bexhill. Six organisations attended these consultation meetings.

2.3.8 The consultation with wider partner organisations revealed a number of specific issues relating to the needs of individual organisations. These will be followed up by the relevant Council in due course. However, there were also some comments and observations of a wider strategic nature that have been reviewed by the consultant team and, where appropriate, have been incorporated in this report. The key strategic issues identified by multiple consultees are listed below:

- swimming pool provision received a significant number of comments. Many respondents highlighted a need for new swimming facilities with increased provision and improved quality. The issue of a 50-metre pool, to serve Hastings and Rother, attracted several comments both in support and opposition.
- accessibility of facilities for people in rural communities is a concern. Local provision of MUGAs, skate parks and tennis courts could address this in the larger villages.
- accessibility of school facilities is a problem for many users during the daytime. While the benefits of locating facilities on school sites are recognised this is often at the exclusion of adults during the daytime. New facilities on school sites should be as open and accessible as possible. However, community use is at the discretion of the governing body of individual schools.
- public transport is generally poor which supports the argument for better local provision.
- new facilities should be consolidated with existing provision as new stand-alone facilities are more difficult to sustain. This has been evidenced with some of the issues at Horntye Park and athletics provision at William Parker Sport College in Hastings.
- generally, existing facilities of all kinds should be protected and improved.
- the strategy does not fully address the specific issues of individual sports organisations and specific communities
- facilities should focus on provision for young people. This will have the greatest benefit in helping them to establish healthy and physically active lifestyles.

2.3.9 In addition to the responses to the formal questionnaire, summarised above, 33 responses were received via Hastings Borough Council's web site. These were a mix of specific comments and general observations. Some of the main recurring issue highlighted are listed below:

- swimming pool provision needs to be improved with more pool space
- need for more skate and BMX facilities
- more free, local facilities for young people such as MUGAs.

Conclusions from Consultation

2.3.10 The response to the consultation exercise was lower than anticipated (11% of those invited). It revealed a range of specific facility needs and priorities for organisations. Some of these are longstanding and will be followed up by the Councils as appropriate.

2.3.11 The key strategic issues identified have been considered by Capita Symonds in updating the strategy between the draft and final version. The issues raised have helped refine the strategy and add a user perspective to some of the points already identified in earlier consultation work. However, there have been no significant changes to the core recommendations of the strategy.

3 NEEDS ANALYSIS – HASTINGS BOROUGH COUNCIL

3.1 Introduction

3.1.1 In order to inform recommendations on the level of future supply and demand of each facility type, the following stages of work were completed during the needs analysis stage. This section relates only to the Hastings Borough Council area.

- review of demographic information and Sport England's market segmentation data
- review of Sport England's Active People survey results
- completion of an audit of local provision
- completion of transport accessibility mapping (Hastings & Bexhill)
- quantitative analysis of supply and demand for facilities.

3.2 Review of Demographic Information & Sport England Market Segmentation Data

General Demographics

3.2.1 Background information supplied by the Council shows a relatively deprived population that will require affordable leisure provision. The population of Hastings is 86,100 (2006 estimate), with a projected population of 85,142 by 2011 and 83,977 by 2021 (source East Sussex County Council – eastsussexinfigures.org.uk). This is a decrease of 2.5%. The trend is projected to change in 2026 with an increase to 84,541.

3.2.2 Analysis of the current population shows that Hastings has a relatively low proportion of people from non-white ethnic groups – 3% (compared with 12.5% nationally). This proportion is slowly rising, as is the proportion of people born outside the UK (5.5%) (Source: 2001 Census). There are also significantly fewer 20-30 year olds resident in Hastings (especially males) and slightly fewer 30-40 year olds than the national average, reflecting out-migration of this age group. However, the number of under-15s is slightly higher than the national average.

3.2.3 During the summer months this composition changes due to the influx of over 30,000 language students to the town. In addition to the language students, the number of further education students is predicted to increase with the new Hastings College site at Station Plaza – currently the college has 7,000 students enrolled on full and part time courses. A rise is also forecast for students at the University Centre – projections suggest double the numbers, from 1,000 to 2,000, by 2011. These figures demonstrate a growing student market for leisure provision.

Sport England Market Segmentation Data

3.2.4 Sport England market segmentation provides those working in community sport with an insight into the sporting behaviours, barriers and motivations to taking part amongst existing participants and those we wish to be involved in a more active lifestyle.

3.2.5 Sport England and Experian Business Strategies have analysed data on the English population (18+), producing 19 market segments with distinct sporting behaviours and attitudes. This includes information on specific sports people take part in as well

as why people do sport, whether they want to do sport and the barriers to doing more sport. We have applied this analysis to Hastings. Further details on the categories and the full breakdown of results of Hastings are contained in Appendix 3.

- 3.2.6 The three dominant sporting profiles in Hastings are 'Elsie and Arnold' (10.4%), 'Tim' (8.1%) and 'Phillip' (7.8%).
- 3.2.7 Elsie and Arnold demonstrate the lowest participation rate in their peer group and suffer barriers to involvement in terms of their poor health and disability. Those who do chose to participate do so to help injury and prefer low intensity activities such as walking, bowls or ballroom dancing. To further encourage participation, focus therefore needs to be given to issues of neighbourhood safety, the provision of low-impact and low-intensity events, and also improved transport around the town.
- 3.2.8 Both Tim and Phillip participate in a variety of sports and are highly active in both team and individual activities. They are motivated by a general enjoyment of exercise as well as to improve performance, meet friends and entertain the children. A reasonable method of encouragement for Phillip would be the provision of childcare. Their only barrier to involvement is a lack of time.
- 3.2.9 A summary of these profiles and the sports they are most interested in are contained in Table 2.

Table 2: Hastings Market Segmentation Profiles

| Market Segmentation | Local Authority | National | Overview | Sports |
|--|-----------------|----------|---|---|
| Elsie and Arnold: Retirement Home Singles | 10.4 % | 8.3% | Mixed – majority female Age 65+ Single Owner Occupier and Council Retired Without children Social group DE | Walking Dancing Bowls Low-Impact Exercise |
| Tim: Settling Down Males | 8.1% | 9.4% | Male Age, 26-45 Married Owner Occupied Employed fulltime Approximately half have children Social group ABC1 | Canoeing Cricket Cycling Squash Skiing Golf Cricket Football |
| Philip: Comfortable Mid-Life Males | 7.8% | 7.8% | Male Age 36-65 Married Owner Occupied Employed fulltime Approximately half have children Social group ABC1 | Sailing Football Badminton Cycling Gym Jogging Golf Cricket |

Source: Sport England

- 3.2.10 In summary, the segmentation data indicates a mixed population with differing needs. The profile includes a significant number of older people with specific needs and interests in lower impact forms of physical activity, and a younger profile who are interested in a variety of more active leisure pursuits.

- 3.2.11 It also indicates groups that should complement each other in terms of use of facilities with the older users making use of facilities during the daytime while the younger demographic groups are more likely to use sports facilities outside of normal working hours, when leisure centres experience peak usage.
- 3.2.12 This mixed profile points towards the need to provide a range of flexible facilities to cater for a broad range of sporting interests. Transport accessibility, price and childcare provision are other considerations in encouraging participation by these groups.

3.3 Review of Sport England Active People Survey Results

- 3.3.1 The Active People Survey (December 2006) is the largest ever survey of sport and active recreation to be undertaken in Europe. It involved a telephone survey of 363,724 adults in England (aged 16 plus).
- 3.3.2 The aim is to provide reliable statistics in the fields of participation, volunteering and satisfaction with local provision for all 354 local authorities in England. A minimum of 1,000 interviews were completed in every authority in England.
- 3.3.3 Detailed figures are available for a Local Authority area but not for wards. Headline figures for Hastings Borough Council as follows;
- Hastings has 16.7% of residents involved in at least 3 days a week x 30 minutes moderate participation (all adults). This compares to the national average of 21%
 - 4% of Hastings residents volunteer in sport at least 1 hour a week. This compares to 4.7% nationally
 - 23.8% of Hastings residents are sports club members. This compares to 25.1% nationally
 - 14.5% of Hastings residents received tuition from an instructor or coach in the past 12 months. This compares with 18% on average nationally
 - 69.1% of Hastings residents were satisfied with local sports provision. This compares with the national average of 69.5%
- 3.3.4 Hastings is currently performing below the national averages on all of the Active England indicators. To some extent this may be a reflection of the relatively older population profile, and the relative deprivation in the area. Of most concern is the low rate of participation in at least 3 days a week x 30 minutes moderate exercise. This is far below the national average. However, on a more positive note, satisfaction with local sports provision is just below the national average.

3.4 Audit of Local Provision

- 3.4.1 An audit of facility provision was conducted to identify the location of various types of sports facilities, and to enable the mapping exercise to be completed and to inform the supply and demand modelling. The audit was conducted primarily to identify all facilities within the area. The full results from the facilities audit are contained in Appendix 4.

3.4.2 Data was collected from the following sources:

- Sport England's 'Active Places Power' database
- Comments were invited from the public via the Hastings and Rother websites
- stakeholder consultation.

3.4.3 The audit was desk based and did not involve site visits or assessment of the quality of facilities. The findings are contained in Appendix 4.

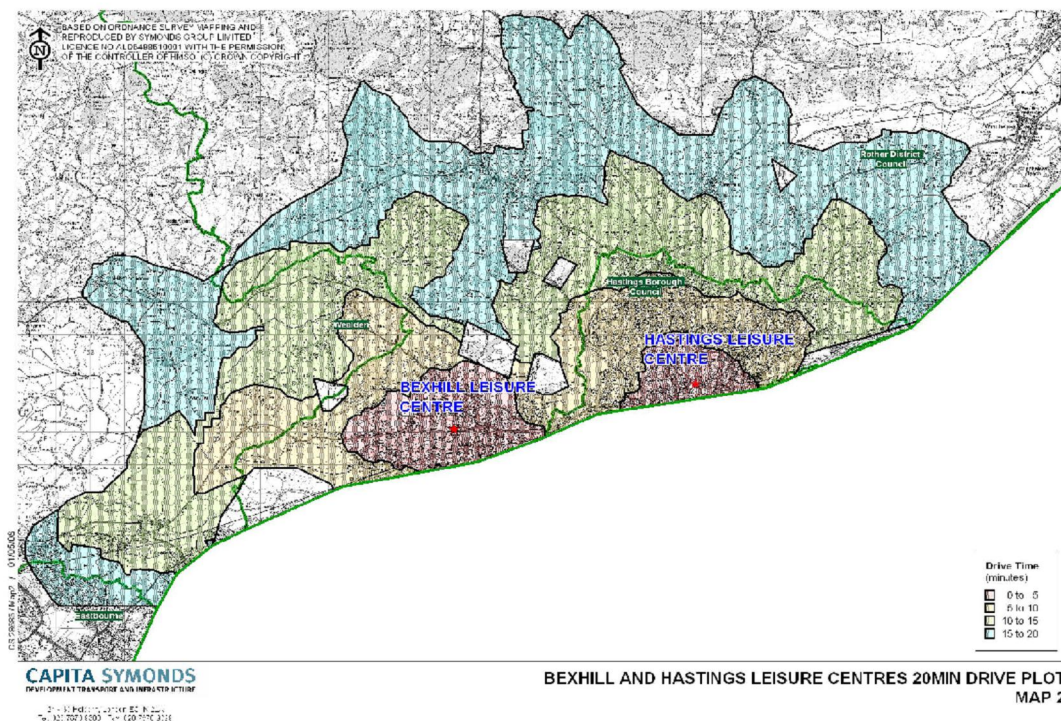
3.5 Transport Accessibility Mapping (Hastings & Bexhill)

3.5.1 Capita Symonds used Department for Transport approved software (Accession V 1.5) to complete journey time contour calculations to establish the accessibility of the main Council owned Leisure Centres in Hastings (Summerfields Leisure Centre) and Bexhill (Bexhill Leisure Centre & Bexhill Leisure Pool). The purpose of this modelling is to illustrate the catchment areas of the main Council facilities using different journey times via private car, public transport, walk and cycle. 20-minute drive times have been applied as this represents the likely core catchment for facilities. It is accepted that some people will travel further to use facilities but the majority of users are likely to travel up to 20 minutes for regular physical activity.

3.5.2 The results of the accessibility mapping are contained in Appendix 5. Analysis of the maps leads to the following conclusions:

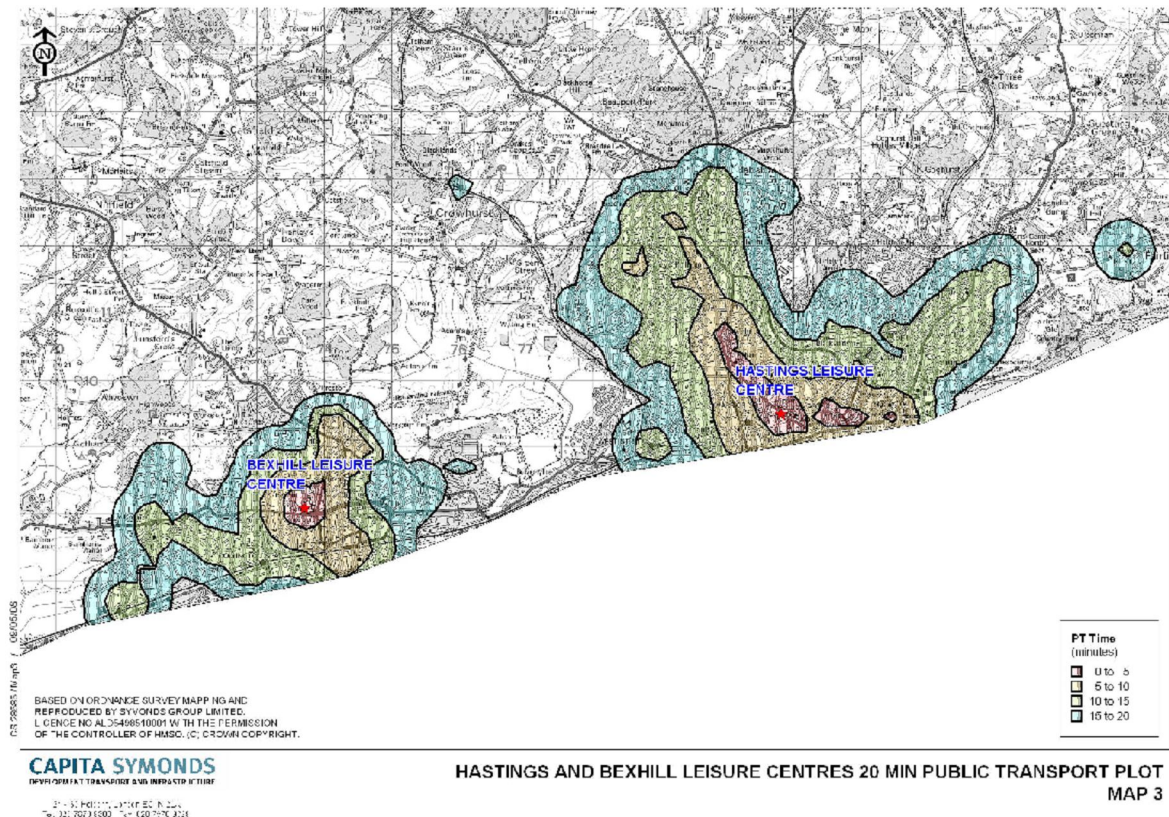
- Drive time accessibility mapping shows that within a 10-minute drive time Hastings and Bexhill centres have separate catchment areas. Between 15 and 20 minutes there is a significant overlap between the two sites. However, much of this overlap affects rural areas with low population densities. Also, drive times are considerably slower between Hastings and Bexhill during peak travel times.

Map 1: Drive Time Accessibility (Bexhill Leisure Centre & Summerfields Leisure Centre - Hastings)



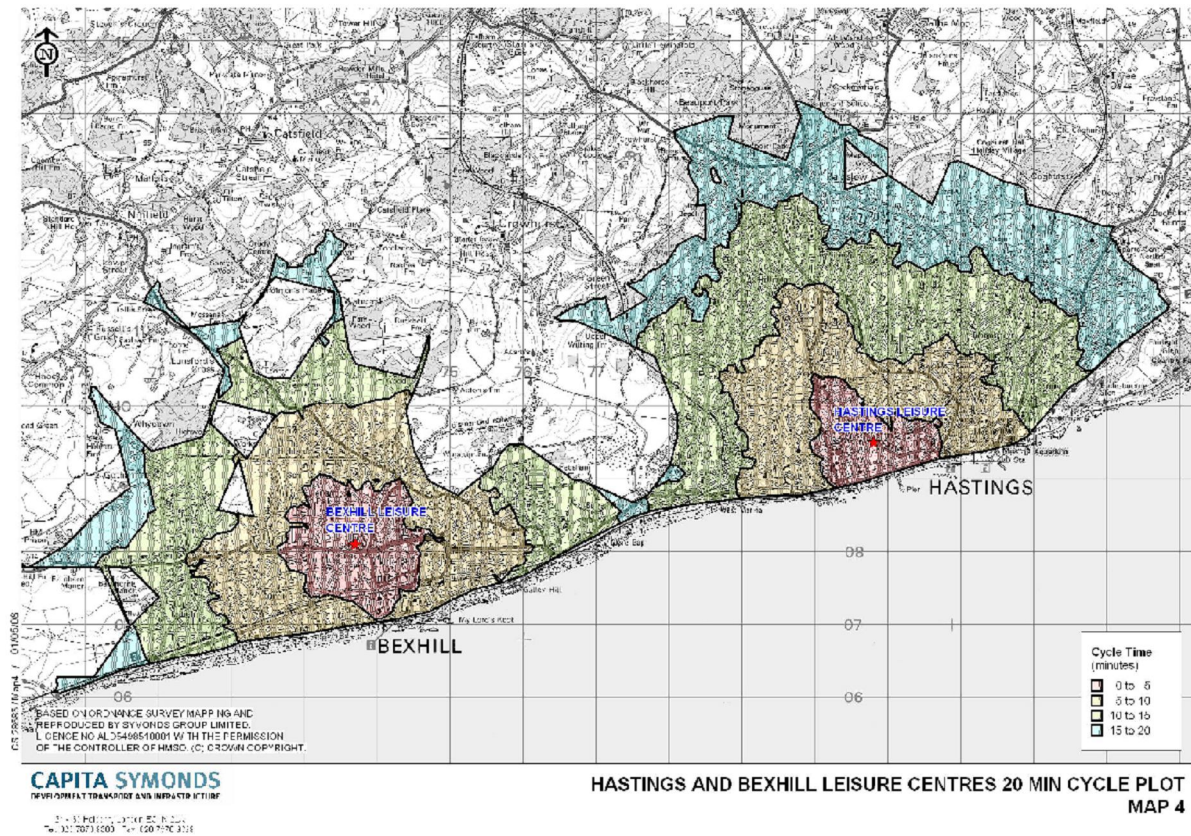
- Public transport accessibility mapping, which includes bus and rail, shows that both towns have separate catchments. The outer limit of the 20 minute catchments do not overlap. This indicates that it is very unlikely that many users would use public transport to travel from one town to the other to access community leisure facilities regularly.

Map 2: Public Transport Accessibility



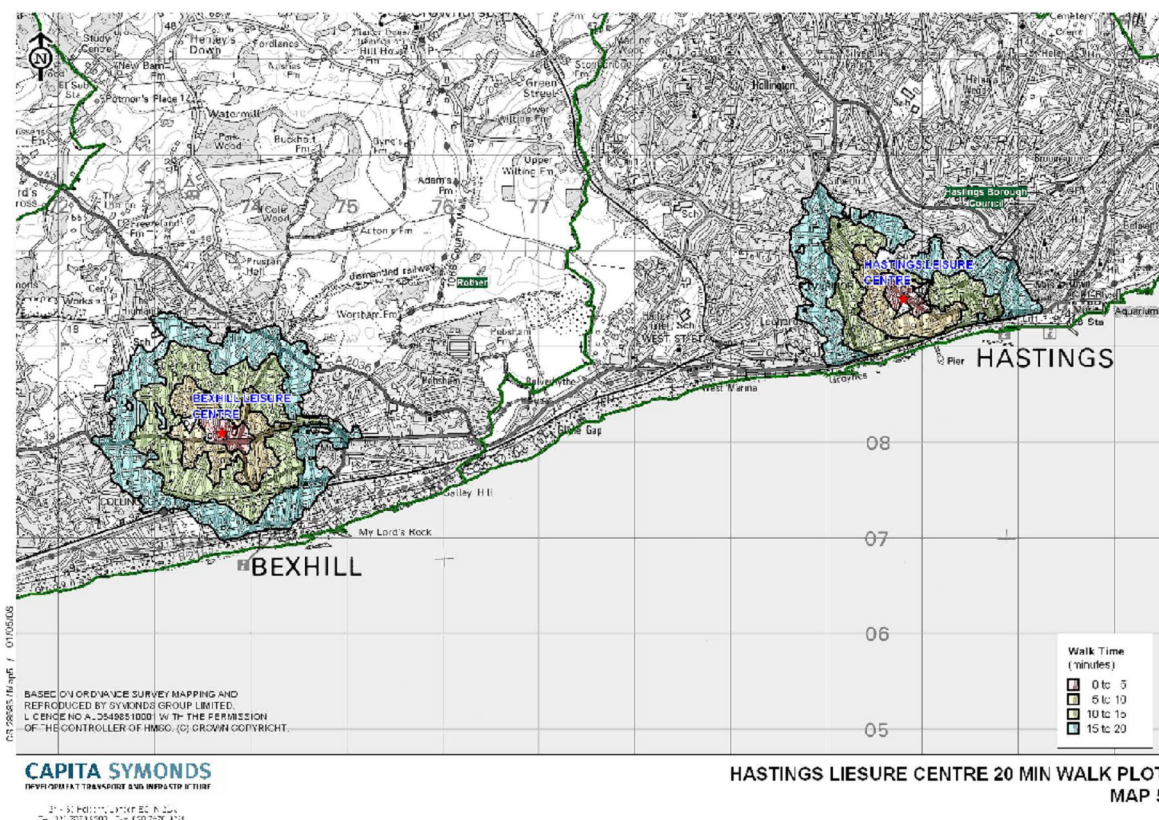
- Cycle time accessibility mapping shows that there is little overlap between the two centres. With only minimal overlap in the 15 – 20 minute catchment.

Map 3: Cycle Time Accessibility



- Walk times accessibility shows that there is no overlap in catchments between the two centres.

Map 4: Walk Time Accessibility



3.5.3 The initial transport accessibility mapping was based on the location of Summerfields Leisure Centre and Bexhill Leisure Centre. The population living within each 20 minute catchment area is listed in Table 3. This lists the transport method, the total population within each catchment (e.g. 5,10,15,20 minute) and compares this with the total population of Hastings and Rother.

Table 3: Catchment Populations Based on Summerfields Leisure Centre and Bexhill Leisure Centre

| Transport Method | Travel Time Catchments (minutes) | | | | Total Population Within 20 Minutes | Total Population of Hastings & Rother |
|------------------|----------------------------------|---------|--------|--------|------------------------------------|---------------------------------------|
| | 5 | 10 | 15 | 20 | | |
| Walk | 503 | 5,200 | 12,680 | 13,610 | 31,993 | 173,664 |
| Cycle | 22,015 | 55,372 | 78,085 | 19,957 | 175,429 | 173,664 |
| Drive | 59,610 | 117,648 | 15,847 | 26,599 | 219,704 | 173,664 |
| Public Transport | 6,647 | 32,814 | 68,583 | 44,178 | 152,222 | 173,664 |

Source: Capita Symonds

- Map 5: Drive Time Accessibility (Bexhill Leisure Pool & Summerfields Leisure Centre - Hastings)**

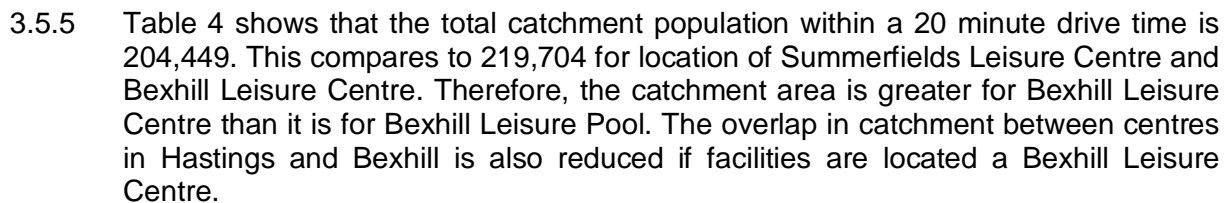


Table 4: Catchment Populations Based on Summerfields Leisure Centre and Bexhill Leisure Pool

| Transport Method | Travel Time Catchments (minutes) | | | | Total Population Within 20 Minutes | Total Population of Hastings & Rother |
|------------------|----------------------------------|---------|--------|--------|------------------------------------|---------------------------------------|
| | 5 | 10 | 15 | 20 | | |
| Drive | 50,132 | 122,115 | 15,610 | 16,592 | 204,449 | 173,664 |

Source: Capita Symonds

- 3.5.6 In summary, the transport accessibility mapping illustrates that facilities in Hastings and Bexhill have relatively distinct catchment areas. There is some overlap between the two, in relation to private car drive times, but the majority of residents of the area have access to only one of the centres within a reasonable journey time. This confirms the need to continue providing accessible facilities in each town and that the competition for users is limited. Each town can provide the same type of facilities with minimal impact on the other. In terms of drive time access, Bexhill Leisure Centre is the preferred location for new facilities when compared to Bexhill Leisure Pool. This location would reduce competition for users and serve a wider catchment area.

3.6 Analysis of Supply and Demand for Hastings Borough Council

- 3.6.1 The Active Places Power, Supply and Demand Tool is a strategic planning tool developed by Sport England to assist Local Authorities in taking strategic decisions when analysing facility provision. The system is based on the most comprehensive national data available on facility provision, location, type and capacity.
- 3.6.2 In addition to the Supply and Demand Tool the Sport England Sports Facility Calculator (SFC) was also utilised. The SFC is a tool that can assist in planning for certain sports facilities by generating a total number of badminton courts/pool lanes/bowls rinks required to meet demand depending on the population profile of an area.
- 3.6.3 The Supply and Demand Tool and Sport England's Sports Facility Calculator were utilised to assess the following facility types:
- swimming pools
 - sports halls
 - indoor bowls facilities.
- 3.6.4 Taking each facility type in turn, the results of the supply and demand modelling results are summarised in the following paragraphs.

Swimming Pools

- 3.6.5 The facility audit for Hastings identified two indoor swimming pools within the Local Authority boundary providing a combined total of 552m² of water space. Only one of the pools is operated on a pay and play basis (providing 392.5m² of water). The Sport England Supply and Demand tool identifies that at present 93.04% of current demand is met, which leaves a short fall of approximately 27% in relation to Sports England aims. Sport England advise that the aim should be to provide 120% in order to accommodate peak usage levels.

- 3.6.6 The SFC requirements for Hastings Borough Council (based on the existing and projected population) swimming pool provision are illustrated in Table 5. For the purpose of the supply and demand calculations we have discounted the pool area provided at Bannatynes, as this is not accessible to the general community.
- 3.6.7 It is evident, on the basis of the SFC, that Hastings has a deficit of over 471m² for its present population. This is equivalent to an additional 8-9 lanes of a 25-metre pool (based on 1 lane being 54m²). The projected decrease in the population does not significantly alter this and merely reduces the required pool space by 22 m².

Table 5: Hastings – Sports Facility Calculator Swimming Pool Requirements

| 2006 population 86,120 | Total Water Area (m ²) | 2021 population 83,977 | Total Water Area (m ²) |
|---------------------------|---------------------------------------|---------------------------|---------------------------------------|
| SFC Requirements | 863 | SFC Requirements | 841 |
| Total Existing provision | 392 | Total Existing provision | 392 |
| Surplus/(Deficit) | (471) | Surplus/(Deficit) | (449) |

Source: Capita Symonds

- 3.6.8 It should be noted that the DCMS recently announced that it was allocating £140m towards providing free swimming in the run up to 2012. The funds will be made available to local authorities starting in 2009 for two years with £80m to subsidise admission fees and £60m for pool maintenance.
- 3.6.9 Hastings and Rother have agreed to take up the offer of free swimming for the over 60's but not the under 16's. It is expected that free admissions for the over 60's is likely to increase demand further.

Sports Halls

- 3.6.10 The existing sports hall provision within Hastings is in line the recommendations of the Sport England's SFC (as illustrated in Table 6) which is supported by the results of the Supply and Demand tool, which states that 123% of demand is being met. (Sport England advises that the aim should be to provide 120% in order to accommodate peak usage levels).
- 3.6.11 Although initial analysis of the existing sports halls and number of badminton courts illustrates an excess of 4.23 courts, this is reduced to just below the recommended SFC levels, as one of the sports halls (with four courts) is for registered members only. Generally, current provision is adequate. The projected decrease in the population does not impact significantly on the number of courts required.

Table 6: Hastings – Sports Facility Calculator Sports Hall Requirements

| | | | |
|-----------------------------|---------------------------|-----------------------------|---------------------------|
| 2006 population 86,120 | Total Badminton Courts | 2021 population 83,977 | Total Badminton Courts |
| SFC Requirements | 23.77 | SFC Requirements | 23.18 |
| Total Existing Provision | 28 | Total Existing Provision | 28 |
| Surplus/(Deficit) | 4.23 | Surplus/(Deficit) | 4.82 |

Source: Capita Symonds

Indoor Bowls

- 3.6.12 At present 105% of Hastings demand for indoor bowls is being met according to the Sport England Supply and Demand tool. This is provided at the Falaise Indoor Bowls Club which contains 6 rinks. The Sports Facility Calculator results are in line with the current provision (as illustrated in Table 7), for both the current and projected population decrease. Generally, current provision is adequate. On hundred percent is regarded as acceptable for bowls provision as facilities are not subject to large increases in demand during peak periods. The usage levels are more constant throughout a typical day.

Table 7: Hastings – Sports Facility Calculator Indoor Bowls Requirements

| | | | |
|-----------------------------|--------------------------|-----------------------------|--------------------------|
| 2006 population 86,120 | Total Number of Rinks | 2021 population 83,977 | Total Number of Rinks |
| SFC Requirements | 5.21 | SFC Requirements | 5.08 |
| Total Existing Provision | 6 | Total Existing Provision | 6 |
| Surplus/(Deficit) | 0.79 | Surplus/(Deficit) | 0.92 |

Source: Capita Symonds

Indoor Tennis

- 3.6.13 There are currently no indoor tennis facilities within the Borough. The nearest facilities can be found in the neighbouring districts of Eastbourne (one private facility, one education facility), Tunbridge Wells (public facility), Shepway (private facility) and Wealden (two private facilities). At present there is no reliable modelling available for indoor tennis, however Sport England will be extending their demand model in the near future to incorporate this. In the interim Capita Symonds has applied a simple model based on assumptions from the Lawn Tennis Association (LTA). The LTA estimate that 2% of the population play tennis regularly. Each indoor court serves 200 players. So by identifying the number of regular players in Hastings

and dividing that number by 200 players per court equals the number of indoor courts needed.

- 3.6.14 By applying these assumptions, the calculation for Hastings is as follows:

Hastings population = 86,100

Multiplied by 2% = 1,722 regular players

1,722 divided by 200 players per court = **8.61 indoor courts required**

Latent Demand for Health and Fitness

- 3.6.15 The Leisure Database Company was commissioned to undertake an assessment of latent demand for fitness facility provision (as this is not possible using the Sport England tools). The assessment provides an estimation of the number of individuals within a defined catchment area who are not currently members of fitness gyms but would, based on their consumer habits, be likely to join.
- 3.6.16 Fitness gyms form a key part of the facility mix in modern sport and leisure centres, providing an important income stream to support the operation of loss making facilities such as swimming pools.

Estimated Demand

- 3.6.17 The report by the Leisure Database Company concludes that the latent demand (i.e. the number of potential additional members) for facilities in the Hastings catchment area is 1,662 people. This figure includes a discount of 800 due to the competition on the edge of the 3 mile radius and includes consideration of the current 1,800 members of Falaise Fitness Centre. In summary, this translates to latent demand for an additional 70 stations of health and fitness facilities (based on 24 members per station). A copy of the full report is included in Appendix 6.

4 FACILITY RECOMMENDATIONS – HASTINGS BOROUGH COUNCIL

4.1 Introduction

- 4.1.1 A key element of the commission is to identify a facility strategy for the Council with regard to the provision of leisure facilities and services. Over recent years, these have been delivered through a variety of Council facilities and via the voluntary, education and private sector. This is likely to continue in the future with partnership working becoming increasingly important given a lack of resources available.

4.2 Findings

- 4.2.1 This section includes a summary of the key recommendations on a sport by sport basis. If implemented, these recommendations will address issues identified in the needs analysis and deliver the improvements required from the strategy.
- 4.2.2 The Supply and Demand Tool and Sport England's Sports Facility Calculator were utilised to assess the supply and demand for the facility types:
- swimming pools
 - sports halls
 - indoor bowls facilities.
- 4.2.3 The recommendations for the remaining facilities were based largely on consultation with over 30 consultees from the relevant local and regional organisations.
- 4.2.4 The following Tables highlight the key recommendations for each facility type included in the strategy. They include the following information:
- current surplus/deficit of facilities
 - additional facilities required in future
 - the recommended location
 - potential partners in delivering these facilities
 - timescales for delivering the facilities
 - the role of the Council, in terms of delivering or facilitating
 - other relevant issues.

Table 8: Key Recommendations for Athletics Tracks

| Sport | Athletics Tracks |
|--------------------------------|---|
| Current Total Provision | 1 6-lane track |
| Surplus/Deficit of Facilities | Current provision is adequate There are no specific standards for the level of provision required. Consultation with England Athletics, William Parker Sports College and wider stakeholders suggests that current levels of demand are more than met by the current track and field provision at William Parker Sports College, Hastings. |
| Additional Facilities Required | Additional support facilities required to include changing and toilets as a minimum. |
| Recommended Location | William Parker Sports College, Hastings |
| Timescale for Provision | Short to medium |
| Role of the Council | Partner |
| Other Issues | There are significant issues relating to the future sustainability of the track and other community sports facilities on the site. |

Table 9: Key Recommendations for Sports Halls

| Sport | Sports Halls |
|---------------------------------|--|
| Current Total Provision | 28 Badminton Courts |
| Surplus/Deficit of Facilities | Current provision is adequate – potential future oversupply |
| Additional Facilities Required | N/A |
| Recommended Location | N/A |
| Potential Partners for Delivery | N/A |
| Timescale for Provision | N/A |
| Role of the Council | N/A |
| Other Issues | <p>The potential addition of 4 community accessible courts, provided by Hastings College, in the Station Plaza development will result in an oversupply of Sports Halls in Hastings in the short to medium term.</p> <p>This could be exacerbated by further new provision at William Parker Sports College in the medium to long term (potentially 8 courts). To a lesser extent, plans for the development of a new table tennis centre at Horntye Park will also impact on demand for sports hall space in Hastings if this proceeds.</p> |

Table 10: Key Recommendations for Health & Fitness

| Sport | Health & Fitness |
|---------------------------------|---|
| Current Total Provision | 328 Stations. |
| Surplus/Deficit of Facilities | Undersupply of facilities equivalent to 70 stations. |
| Additional Facilities Required | A minimum of 70 additional health and fitness stations. |
| Recommended Location | Hastings replacement or refurbished leisure facilities and/or Hastings College's Station Plaza development. New community health and fitness facilities should be located on the same site as other sports facilities, where possible. Opportunities exist for provision within replacement or refurbished leisure facilities for Hastings and/or as part of Hastings College's Station Plaza development. |
| Potential Partners for Delivery | Hastings Borough Council / Hastings College. |
| Timescale for Provision | Short to medium term. |
| Role of the Council | Provider/partner. |
| Other Issues | Recommendations on the scale and location of facilities will depend on the outcome of plans for provision by Hastings College. When this is clarified, the level of future provision will be understood and the Council can take an informed decision on extent of provision included within replacement or refurbished leisure facilities.. |

Table 11: Key Recommendations for Swimming Pools

| Sport | Swimming Pools |
|---------------------------------|--|
| Current Total Provision | 392m ² of pool water (community accessible) |
| Surplus/Deficit of Facilities | Under supply equivalent to more than 8-9 lanes of a 25 metre pool. |
| Additional Facilities Required | Equivalent of more than 8-9 lanes of a 25 metre, pool (471m ²) |
| Recommended Location | White Rock Area or others (subject to further investigation) |
| Potential Partners for Delivery | Hastings Borough Council |
| Timescale for Provision | Short to medium term |
| Role of the Council | Provider |
| Other Issues | The need for provision of improved swimming facilities is recognised by the Council. The issue of a 50 metre pool has been raised by local swimming clubs. Following the recent government announcement regarding funding towards free swimming for over 60s, Hastings and Rother have agreed to take up the offer of free swimming for the over 60s but not the under 16s. It is expected that free admissions for the over 60s is likely to increase demand further. |

Table 12: Key Recommendations for Synthetic Turf Pitches

| Sport | Synthetic Turf Pitches |
|---------------------------------|---|
| Current Total Provision | 2 sand based pitches |
| Surplus/Deficit of Facilities | Undersupply of training facilities – likely to increase in the future. |
| Additional Facilities Required | 1 full sized, floodlit third generation pitch. |
| Recommended Location | School based location would be preferable. William Parker Sports College has ambitions to add a full sized 3G STP and this location has potential to host such a facility. |
| Potential Partners for Delivery | William Parker Sports College, Hastings Borough Council, Hastings United Football Club and East Sussex County Council. |
| Timescale for Provision | Short to medium term |
| Role of the Council | Partner |
| Other Issues | The provision of a third generation pitch at William Parker Sports College, with associated clubhouse, would satisfy a school and community need for this type of facility. It would help create a more sustainable mix of facilities on the College site to support the continued operation of the athletics facilities. A partnership, including Hastings United, on a school site would offer the greatest benefits in terms of school and club use and would be more likely to attract external funding. |

Table 13: Key Recommendations for Football Stadia

| Sport | Football Stadia |
|---------------------------------|---|
| Current Total Provision | 1 stadium |
| Surplus/Deficit of Facilities | Current supply adequate – However, quality inadequate |
| Additional Facilities Required | Upgraded facilities required |
| Recommended Location | Not clear. Requires further investigation |
| Potential Partners for Delivery | Hastings United Football Club, Hastings Borough Council |
| Timescale for Provision | Short to medium term |
| Role of the Council | Provider/partner |
| Other Issues | Draft plans have been presented to the Council by Hastings United Football Club. At the time of writing this report, funding and location have been identified as significant barriers to providing a new stadium. The provision of new facilities requires further investigation, via a feasibility study and options appraisal. |

Table 14: Key Recommendations for Indoor Bowling Greens

| Sport | Bowling Greens Indoor |
|---------------------------------|---|
| Current Total Provision | 1 centre (6 Rinks) |
| Surplus/Deficit of Facilities | Current supply adequate |
| Additional Facilities Required | None required |
| Recommended Location | N/A |
| Potential Partners for Delivery | N/A |
| Timescale for Provision | N/A |
| Role of the Council | Provider/partner |
| Other Issues | It should be noted that Falaise indoor bowling club is in negotiations with Horntye Park Sports Club to relocate to Horntye Park as part of their Stage 2 development. This would release the existing, Council owned site at White Rock Gardens for redevelopment. |

Table 15: Key Recommendations for Outdoor Bowling Greens

| Sport | Bowling Greens Outdoor |
|---------------------------------|---|
| Current Total Provision | 8 greens (48 rinks) |
| Surplus/Deficit of Facilities | Evidence from stakeholder consultation suggested that the current supply of outdoor bowling greens is adequate. This is likely to remain the case in the future. |
| Additional Facilities Required | None required |
| Recommended Location | N/A |
| Potential Partners for Delivery | N/A |
| Timescale for Provision | N/A |
| Role of the Council | Provider/partner |
| Other Issues | <p>Bowls is a popular sport and will continue to be provided for. It was noted during stakeholder consultation that there is increasing fragmentation of clubs with new clubs having been established in recent years. If this continues this could increase the demand for rinks. The use of rinks may need to be managed carefully in the future to accommodate the increased number of clubs.</p> <p>The total number of people taking part in bowls is likely to remain at the current level.</p> |

Table 16: Key Recommendations for Indoor Tennis Courts

| Sport | Indoor Tennis Courts |
|---------------------------------|---|
| Current Total Provision | None |
| Surplus/Deficit of Facilities | Deficit of 8.7 courts |
| Additional Facilities Required | Between 8 and 9 courts |
| Recommended Location | None identified |
| Potential Partners for Delivery | Private sector operator |
| Timescale for Provision | Medium to long term |
| Role of the Council | Facilitator |
| Other Issues | An indoor tennis facility, of the scale required, would need to be provided by a private sector operator as opposed to the Council. |

Table 17: Key Recommendations for Outdoor Tennis Courts

| Sport | Outdoor Tennis Courts |
|---------------------------------|--|
| Current Total Provision | Courts provided at 6 sites |
| Surplus/Deficit of Facilities | Evidence from stakeholder consultation suggested that the current supply of public outdoor tennis courts is adequate. This is likely to remain the case in the future. |
| Additional Facilities Required | None required |
| Recommended Location | N/A |
| Potential Partners for Delivery | N/A |
| Timescale for Provision | N/A |
| Role of the Council | Provider |
| Other Issues | Tennis is a sport that is popular in Hastings for a short time in the summer months. Existing courts at White Rock Gardens have fallen in to disrepair, partly due to lack of use. Private members tennis clubs provide for the needs of regular tennis players. |

- 4.2.5 It should be noted that none of the public tennis facilities benefit from floodlight so this limits the available playing season.

Table 18: Key Recommendations for Multi Use Games Areas (MUGAs)

| Sport | Multi Use Games Areas (MUGAs) |
|---------------------------------|--|
| Current Total Provision | 10 sites |
| Surplus/Deficit of Facilities | Evidence from stakeholder consultation suggested that the current supply of MUGAs is adequate. However, There is likely to be increased demand for this type of facility in the future. |
| Additional Facilities Required | Further MUGAs to be provided in the future. The quantity and location of these will be subject to further investigation by the Council, depending on their priorities for targeting provision. |
| Recommended Location | Various. Location to be defined on a facility by facility basis. |
| Potential Partners for Delivery | Hastings Borough Council/ESCC |
| Timescale for Provision | Short to medium term |
| Role of the Council | Provider |
| Other Issues | Further work needs to be conducted to determine recommendations for future facility provision. For example, Hastings Old Town. |

Table 19: Key Recommendations for Climbing Walls / Climbing Facilities

| Sport | Climbing Walls / Climbing Facilities |
|---------------------------------|--|
| Current Total Provision | 2 climbing facilities |
| Surplus/Deficit of Facilities | Evidence from stakeholder consultation suggested that the current supply of climbing facilities is adequate for beginners. |
| Additional Facilities Required | None required |
| Recommended Location | N/A |
| Potential Partners for Delivery | N/A |
| Timescale for Provision | N/A |
| Role of the Council | N/A |
| Other Issues | The existing climbing wall at the Grove School could be under threat under emerging plans for a new academy with users potentially being displaced. There is no recognised industry standard for the level of provision for climbing facilities. |

Table 20: Key Recommendations for Water Sports Facilities

| Sport | Water Sports Facilities |
|---------------------------------|--|
| Current Total Provision | 9 clubs with a range of facilities |
| Surplus/Deficit of Facilities | Current supply inadequate |
| Additional Facilities Required | A dedicated water sports centre with access facilities from the shore to the sea for a range of water craft. |
| Recommended Location | To be confirmed – subject to further investigation |
| Potential Partners for Delivery | To be investigated |
| Timescale for Provision | Medium to Long term |
| Role of the Council | Provider/partner/facilitator |
| Other Issues | <p>A study was recently commissioned by Hastings Borough Council to investigate the options for a water sports centre at West St Leonards. However, the cost of provision is significant and remains a barrier to development.</p> <p>Potential in Rother to increase infrastructure to develop blue gym recreation in coastal areas and inland areas.</p> |

Table 21: Key Recommendations for Skate Parks

| Sport | Skate Parks |
|---------------------------------|--|
| Current Total Provision | 2 skate parks/areas |
| Surplus/Deficit of Facilities | Evidence from stakeholder consultation suggested that there is a current deficit of skate facilities. |
| Additional Facilities Required | There is likely to be an increased demand for skate parks. The current level of provision should be protected and increased. |
| Recommended Location | Locations to be defined. However, consultation identified the seafront area as a preferred location for new provision |
| Potential Partners for Delivery | Hastings Borough Council |
| Timescale for Provision | Short to medium term |
| Role of the Council | Provider |
| Other Issues | <p>Existing skate parks are overcrowded at peak times. Further work needs to be conducted to determine recommendations for future skate parks.</p> <p>A new concrete skate park has recently been installed at Wishing Tree.</p> |

4.3 Conclusions

- 4.3.1 A number of specific questions were included in the brief for the strategy. This section contains the original questions (in bold text) followed by the answers. These have been informed by the results of the previous stages of work. Appendix 7 contains a summary of recommendations for all facility types, for Hastings.

What facilities are needed in Hastings?

- 4.3.2 The recommendations from the strategy for each facility type are contained in Table 22. These recommendations relate to the quantity of facilities required, above the current levels. Other existing facilities will require replacement or refurbishment.

Table 22: Recommendations for Each Facility Type

| Facility Type | Additional Facilities Hastings |
|---|--|
| Athletics tracks | Additional support facilities required to include changing and toilets as a minimum. |
| Sports halls | Current provision is adequate – potential future oversupply |
| Health & fitness suites | A minimum of 70 additional health and fitness stations |
| Swimming pools | Equivalent of 8-9 lanes of a 25 metre, pool (471m ²) |
| Synthetic turf pitches | 1 full sized, floodlit, third generation pitch. |
| Football stadia | Upgraded facilities required |
| Bowling greens indoor | None required |
| Bowling greens outdoor | None required |
| Indoor tennis courts | Between 8 and 9 courts |
| Outdoor tennis courts | None required |
| Multi Use Games Areas (MUGA's) | Further MUGAs to be provided in the future. Quantity and location to be confirmed |
| Climbing walls / climbing facilities | None required |
| Water sport facilities | A dedicated water sports centre with access facilities from the shore to the sea for a range of water craft. |
| Skate parks | There is likely to be an increased demand for skate parks. The current level of provision should be protected and increased. |

- 4.3.3 In addition to the recommendations for each facility type, summarised in Table 22, the location of new facilities must be considered. In the past there has been an opportunistic approach to facility development, often driven by funding opportunities. There is a degree of fragmentation in terms of the location and mix of facilities. For example, the main leisure centres in Hastings and Bexhill are on split sites. This is uneconomical and leads to increased capital and revenue costs to the Councils.
- 4.3.4 Some existing community sports facilities face significant challenges in remaining viable in the long term. Particularly Horntye Park, William Parker Athletics Arena and Hastings United Football Club. New developments are also likely in Hastings town centre, by Hastings College.

- 4.3.5 There are clearly opportunities to consolidate provision and to seek to create sustainable hubs of activity, as opposed to further fragmentation of provision. New partnership opportunities are available and have been considered where they can benefit the Councils, partners and community users alike.

What should be included in replacement or refurbished leisure facilities in Hastings?

- 4.3.6 In reviewing the possible replacement of existing facilities in the White Rock Gardens area of Hastings the facilities listed in Table 23 would be considered.

Table 23: Replacement or Refurbished Leisure Centre – Facility Needs

| Facility Type | Notes |
|------------------|----------------------|
| Teaching pool | Size to be confirmed |
| Main pool | 8 lane 25m |
| Leisure pool | Size to be confirmed |
| Health & fitness | 100 – 120 stations |
| Sports hall | Up to 6 court hall |
| MUGA | 1 Court |
| Skate Park | Size to be confirmed |

- 4.3.7 The facilities highlighted in Table 23 are likely to be subject to a further feasibility study to determine the final schedule of accommodation, costs, location and affordability.
- 4.3.8 Hastings Council, Hastings College, Horntye Park and William Parker Sports College are all considering the development of sports hall facilities in Hastings. The plans of each will need to be reviewed to make sure that the supply meets demand. The level of community access to each site will also have an impact.
- 4.3.9 At this point there is no certainty of the timing of new provision of sports halls at these sites, or whether the developments will take place at all. However, new space on educational sites would be preferable in many ways, as utilisation will be high throughout the day as well as evenings and weekends.
- 4.3.10 The strategy work also concludes that swimming provision in the replacement or refurbished leisure facilities should ideally include an 8 lane 25 metre pool, separate learner pool and an area of leisure water. Spectator seating should be provided to support competition. A moveable floor is also recommended to enable flexible use of the pool tank for other activities.
- 4.3.11 In terms of location, the White Rock Gardens area was identified as the preferred location during the initial feasibility study. However, the Council will examine other possible sites before a final decision is taken.

What are the opportunities for linking in to school sports provision, particularly the Building Schools for the Future programme?

- 4.3.12 Generally, school sports facilities are a key element of the overall provision in Hastings and Rother. Secondary schools in particular offer opportunities for community use outside school hours. Community accessible schools have been considered in the audit of facilities and the supply and demand modelling. However, the degree of community access to school sports facilities has not been investigated in detail. Stakeholder consultation revealed that there is potential for increased use of secondary school facilities and East Sussex County Council and school/college should be encouraged to increase the accessibility of these facilities where this is achievable. However this should not be seen as negating the need for other community provision for use during school hours.
- 4.3.13 In the longer term, BSF will provide significant opportunities for new community access to sports facilities, based on school sites, particularly in rural areas where existing sports provision is limited but will depend upon the provision of additional funding, and the size of the site.
- 4.3.14 BSF will provide opportunities for schools and ESCC to work in partnership with Hastings and Rother to enhance the facilities that will complement each other. This will create links with users as well as development pathways, linked to sports development initiatives, local clubs and user groups.
- 4.3.15 This strategy provides a steer on the facilities required in each area in the future.

What sports facilities should be included in the new Hastings College and University Centre sites?

- 4.3.16 Hastings College is very clear about the facilities it is seeking to develop to support the delivery of its curriculum. Current plans include provision of the following facilities:
- 4-6 court sports hall
 - fitness suite (30-50 stations)
 - fitness/dance studio
 - dance/drama facilities.
- 4.3.17 The College development is located at Station Plaza which is adjacent to the train station in Hastings town centre. The development is part of a significant education led regeneration scheme with a capital cost of more than £90 million.
- 4.3.18 Hastings College also has a site at Ore Valley on the Eastern side of Hastings this will include the construction of a small sided synthetic turf pitch.
- 4.3.19 The new University Centre will bring additional students in to Hastings. The University does not require specific sports facilities to support delivery of the curriculum. However, good quality sports facilities will provide a valuable amenity for student and offer an alternative activity for students in the town.

What should be included at the William Parker Athletics facility in order to increase usage by a range of groups and residents in Hastings and Rother?

- 4.3.20 William Parker Sports College is a Specialist Sports College and a centre for the Football Associations coach development activities in Hastings. It currently offers a range of indoor and outdoor sports facilities. The future needs at the site have been separated in to the facilities needed to support athletics track and others which could

help create a more sustainable offering at the site in the future. The site has recently secured limited funding for a new 'tented' style sports hall.

Athletics Facilities

- 4.3.21 The college suggests that existing facilities fall short of the aspirations of the College, in terms of its Sports College activity, and offer limited opportunities for community use. The athletics track, in particular, is a problem.
- 4.3.22 The track operates at a revenue deficit and requires continuing financial support from East Sussex County Council and Hastings Borough Council. It lacks the support facilities that could help increase participation at the site. For example, there are no dedicated changing, toilet and spectator facilities. The athletics facilities alone are not financially sustainable. In addition, the track surface will require significant investment in the short term to replace the aging track surface. There is no sinking fund in place to cover the replacement cost of the track surface.
- 4.3.23 The College would like to pursue developments at the site. These are aimed at improving facilities for athletics users and to provide a sustainable facility mix that could help subsidise the future revenue deficit. These include:
- changing rooms, toilets and club facilities to support the athletics track
 - a full size 3rd generation synthetic turf pitch.
- 4.3.24 The College site could become a focus for additional sports facilities. The current position is recognised by all stakeholders as unsustainable. Additional facilities are needed to create a hub of community provision. As an education site it is well placed to provide facilities that will be fully utilised during the daytime by pupils and available to the community outside school hours. Future developments at the site should be phased with priority, in the short to medium term, given to the investigating the feasibility of the following:
- full sized, 3rd generation synthetic turf pitch
 - dedicated outdoor changing facilities and club house to support the athletics facilities and 3rd generation pitch.
- 4.3.25 The 3rd generation pitch has potential to be very well used by the College and to generate positive revenue from community use. Sussex County FA supports the need for a third generation training facility for Hastings in partnership with Hastings United Football Club. The FA is supportive of provision at the William Parker site, as it is the base for its coach education programme. They also supported the comments that it is very difficult to book any time on the Horntye Park pitch due to high demand.
- 4.3.26 A new pitch could be used to contribute towards the revenue deficit incurred on the athletics facilities. There is also potential to apply to the Football Foundation for capital funding for this element. Therefore, it is recommended that a full feasibility study is conducted before a decision can be taken. This should include:
- site identification
 - schedule of accommodation for facilities
 - sketch drawings to the required level
 - preparation of a design brief
 - pre tender capital cost estimates

- five year revenue projections linked to a programme of use
- review of planning issues
- Impact of the development on other facilities in Hastings and Bexhill
- identification of realistic and achievable capital and revenue funding
- identification of management and procurement routes
- soft market testing with management operators
- define procurement and construction programme and key milestones
- project management and delivery arrangements
- costed action plan for delivery.

4.3.27 Management options also need to be considered to ensure community use is maximised and that the standard of service is improved. The College is open to the possibility of delivery of community use via an external management contractor. It is recommended that this option is investigated in more detail, as management of the athletics facilities has been a problem in the past. If additional facilities are developed at the site, the management of community use must improve.

Other Needs

4.3.28 The College also has aspirations for two further developments in the longer term. These could be isolated builds or one combined facility, incorporating the changing room and club facilities detailed above and serving the STP externally:

- 8 court sports hall, with changing rooms. It should be noted that the need for 8 courts has not been investigated
- a new gymnastics centre, working in partnership with Hollington Gymnastics Club, currently based at Helenswood School, to fund and develop a gymnastics training and competition facility. There is limited dedicated provision in Hastings, with Summerfields Gymnastics Club (Hastings) and 1066 Gym Academy (Rother) providing the only dedicated facility. All gymnasts have to travel outside East Sussex to compete. Hollington Gymnastics Club does not have enough available indoor gymnastics space and has hundreds on its waiting list. The aim is that this facility would be joint use with William Parker Sports College having daytime use and Hollington Gymnastics Club evening and weekend use.

4.3.29 If the college is successful in developing these facilities, this site could become a focus of school and community sports activity for Hastings and part of Rother. It has the potential to be utilised to high levels from 9am until 10pm, due to day time use by the school and community use outside school hours. However, it is recognised that this location is not particularly accessible for residents from Bexhill and Rother.

4.3.30 Any development of gymnastics facilities at the College would have an impact on provision at Helenswood School. This would need to be investigated further before a decision is made on new provision at William Parker.

4.3.31 The need for an 8 court sports hall would need to be investigated further, as current provision across Hastings is at the required level. The likely addition of 4 courts at the new Hastings College development in the town centre would result in a 4 court surplus of community sports halls. This could be exacerbated by additional provision at William Parker Sports College.

What are the future plans for the Horntye Park site and what other options are there?

- 4.3.32 Horntye Park in Hastings is an important sports facility, providing opportunities for clubs and community users in the Hastings and surrounding areas. The facilities are generally well utilised during evenings and weekends but they struggle to fill the daytime programme, as it is not an educational site. The Trust has been operating with a revenue deficit since it opened. The annual deficit has been funded by borrowing against the value of the land. This situation is unsustainable and the club has drawn up proposals to develop a more sustainable business model.
- 4.3.33 The Trust is progressing plans for a two stage development of the site. Stage 1 involves the development of a residential block on part of the site which, if successful will make a significant contribution to the sports facilities included in Stage 2. A planning application for Stage 1 has been submitted. The future of the current facilities is very much dependent on the outcome of this planning application.
- 4.3.34 Stage 2 includes the development of a number of additional sports facilities on the site. The facilities will be housed in a three storey extension to the existing facilities and plans include:
- ground floor - a new 6 lane indoor bowling rink (to replace the ageing indoor facilities at White Rock Gardens)
 - first floor - a facility to which the English Table Tennis Association can relocate. This will include extensive playing space and office accommodation
 - second floor - office accommodation (identified as a possible location for Hastings Registry Office).
- 4.3.35 Maintenance of the cricket pitch is one of the biggest costs for the club and relocation of cricket to another site, perhaps William Parker Sports College, could help reduce the revenue losses at Horntye Park. This could free up the existing cricket pitch for development of other sports facilities. However, this is unlikely as it could have a negative impact on the residential development being planned on the adjacent site.
- 4.3.36 The existing sand filled Synthetic Turf Pitch (STP) is well used and helps generate much needed revenue. The surface requires replacing in the near future and this will be an additional cost for the club. The option of converting this to a 3rd generation STP was raised but it would mean that hockey would be displaced from the site. The location would not be as preferable for a 3rd generation STP, as a school site, as it would not be fully utilised during the daytime. Therefore, the options for other facilities on the site, beyond those planned for Stage 2, are very limited.

What are the plans of Hastings United Football Club for provision of training and match facilities?

- 4.3.37 Hastings United is currently based at Pilot Field in Elphinstone Road, Hastings. The existing grandstand is in a poor state of repair and will require significant investment in the near future, to make it 'fit for purpose'. Under the current lease arrangement the club will be obliged to meet the majority of the repair and maintenance costs. On the request of the Council the club has submitted plans for potential relocation. The clubs plans are summarised in the following paragraphs.

- 4.3.38 The club has ambitions to gain promotion to the Football League and would require a significantly larger stadium to support this. This would depend on achieving several promotions from the current level at which the club plays. It has plans for a 4,000 – 6,000 seater stadium based on recently completed facilities at Dartford Football Club. Dartford is widely regarded as a model of best practice for this level of facility.
- 4.3.39 The initial schedule of accommodation, identified by the club, includes the following:
- stadium (4,000 – 6,000 capacity) and main pitch
 - changing facilities for the stadium
 - bars and function rooms
 - club shop
 - gymnasium and physiotherapy rooms
 - community facilities containing 4 changing rooms with teaching rooms for use by Hastings College
 - full sized 3rd generation STP
 - grass training pitch.
- 4.3.40 Initial cost estimates for the construction of the above facilities are just below £9 million.
- 4.3.41 The club's proposals are based on the following assumptions:
- the Council will sell the existing and adjacent sites for residential development
 - a new site will be provided by the Council and leased to the club
 - the new stadium will be funded with the proceeds from the development of the existing site.
- 4.3.42 The club has set out its aspirations for future developments. These will be challenging to deliver - not least the funding and construction of new facilities, attaining promotion to the Football League and increasing attendances from the current level of several hundred to 4,000 – 6,000 per game.
- 4.3.43 The principle of the club acquiring new facilities is supported by Hastings Borough Council. However, the current proposals from the club are based on a number of significant assumptions. It is recommended that a full feasibility study is conducted to test these assumptions fully and to look at other possible solutions. This should include:
- site identification
 - schedule of accommodation for facilities
 - sketch drawings to the required level
 - preparation of a design brief
 - pre tender capital cost estimates
 - five year revenue projections linked to a programme of use
 - review of planning issues
 - identification of realistic and achievable capital and revenue funding
 - identification of management and procurement routes
 - define procurement and construction programme and key milestones

- project management and delivery arrangements
- costed action plan for delivery.

Is there a need for a 50 metre pool based in Hastings or Bexhill? And how can Hastings and Rother Councils best meet the swimming clubs' training and competition needs and those of residents and visitors?

- 4.3.44 In January 2008 Hastings Seagull Swimming Club, 1066 Swimmers and Bexhill Swimming Club (the clubs) submitted a paper to Hasting Borough and Rother District Councils. The purpose of the paper was to establish the need for and justify the provision of a 50 metre pool to serve the residents of Hastings and Rother.
- 4.3.45 The contents of the paper have been reviewed along with the results of consultation with stakeholders on the issue of swimming provision in general and the specific issue of 50 metre pool provision. It should be noted that the summary of advantages and disadvantages does not constitute a full feasibility study. The advantages and disadvantages of providing a 50 metre pool are summarised in Table 24:

Table 24: Advantage and Disadvantages of a 50metre Pool

| Advantages | Disadvantages |
|--|---|
| A 50 metre pool would satisfy a clear demand from clubs and high performance swimmers for a local facility. | The core users benefiting from the 50 metre pool will be competitive swimmers. Most recreational swimmers will not require the 50 metre length. The population of Hastings is estimated at 86,100 and Rother is 87,564. This gives a total of 173,664. Nationally, 23% of the population regularly visits a swimming pool. This equates to 39,943 regular swimmers in Hastings and Rother. The majority of swimmers in the area are recreational swimmers with a minority being members of the swimming clubs. |
| The need is supported in principle by the Amateur Swimming Association (ASA) as a potential regional facility for Kent and Sussex. | A single site between Hastings and Bexhill will limit the access for the majority of users, compared with providing pools in each town. Poor transport links limit the potential of the area as the location for regional facilities. |
| | The ASA commented that they would regard a 6 lane 50 metre pool adequate to meet the needs for the area. They would see the location as ideal for training purposes only and do not regard Hastings as a venue for hosting significant competitive events. |
| | The coastal location means that the catchment area covers only 180 degrees. This restricts the potential catchment population. |

| Advantages | Disadvantages |
|------------|--|
| | <p>In order to generate increased revenue from the site, to support the costs of operating a 50 metre pool, a significant amount of other facilities would need to be located on the same site. This means that all other facilities, needed to replace existing provision in Hastings and Bexhill, would be located on a single site.</p> <p>This will reduce the accessibility of wider sports provision to residents of Hastings and Bexhill.</p> |
| | <p>The relatively older population profile is less likely to be willing and able to travel to a single site, as opposed to two sites.</p> |

- 4.3.46 Whilst the clubs and ASA's wish for a 50 metre pool is clear, the disadvantages of this option for pool provision outweigh the advantages of providing such a facility.
- 4.3.47 A single leisure centre, incorporating all sports facilities and a 50 metre pool, would meet the needs of a relatively small number of competitive swimmers from the local area and wider region. However, the accessibility of a single site will be reduced for the majority of recreational users.
- 4.3.48 Travel distances would increase for the majority of residents. The demographic profile of the area reveals a relatively older population, with lower than average incomes. This profile tends to be particularly sensitive to cost and transport accessibility. They would be adversely affected by a single site facility.
- 4.3.49 It is recommended that the 50 metre pool option is not pursued further. However, this strategy does support the need for increased pool provision for competitive swimmers, the local community and tourists/visitors. Increased pool provision is recommended in Hastings and Bexhill, to serve the local communities and the wider area. Hastings should remain the focus of competitive short course swimming and additional training facilities should be provided in Bexhill. The supply and demand analysis supports the need for increased swimming provision with a shortfall equivalent to between 13 and 15 lanes of a 25 metre pool, across Hastings and Rother.
- 4.3.50 Both facilities should include separate teaching pools. This will support the demand for swimming lessons with dedicated areas for lessons, which are particularly oversubscribed in Hastings and will improve access to the main pools. It will enable different pool conditions to be provided particularly warmer water temperatures for the learner pool.
- 4.3.51 Provision of leisure water in Hastings and Bexhill is also a key aim of both Councils and this is supported by the operator (Freedom Leisure). This will appeal to a wider family market and is important in providing an additional attraction/activity for tourists and visitors to the area. Stakeholder consultation suggests that two such facilities can exist to complement each other given the nature of the catchment areas and the need to cater for visitors.

- 4.3.52 The net benefit to swimmers of all abilities will be increased access to swimming. In addition, the combined water area provided is likely to be greater than that provided at a single 50 metre pool, albeit without club access to a 50 metre length. Excluding teaching pools and leisure water, one 6 lane 50 metre pool would provide 650 m² of pool space. This compares to 750m² of pool space if one 8 lane 25 metre pool is provided in Hastings and one 6 lane 25 metre pool is provided in Bexhill. Therefore, 100 m² additional pool space will be provided for club swimmers by building two 25 metre pools, as opposed to one 50 metre pool. Club swimmers will have greater choice and access to training facilities, compared to existing provision.
- 4.3.53 The addition of specific facilities for swimming lessons and the provision of areas of leisure water will cater for the wider market and should broaden the appeal and catchment area for both pools.
- 4.3.54 In terms of training facilities for swimming clubs, If the recommended pool areas are provide the area of water suitable for training will increase from the current 512m² (main pool areas at Summerfield's and Bexhill Leisure Pool) to proposed 750m². This would give a net benefit of almost 250m² (50%) additional club swimming space, all of which would be suitable for club training sessions, Currently the design of the leisure pool at Bexhill means that much of the pool space is not able to be used for training, as it is too shallow.

What is Hastings Borough Council doing to link in to opportunities generated from London 2012?

Hastings

- 4.3.55 The opportunities arising from the London 2012 Olympic Games have been considered by Hastings Borough Council. The following paragraphs, taken from a recent briefing note produced by the Head of Leisure Services (April 2008), summarises the action that the Council has taken, and will take in future, to benefit from the Games.
- 4.3.56 *'There have been limited opportunities so far from the 2012 Olympics but preparations are being made to put the Borough in a position to benefit from any that do arise and are relevant and appropriate to the future plans and strategies for Hastings and St Leonards.*
- 4.3.57 *2012 Olympic opportunities to date have been around the provision of training facilities and have required venues and support services (including transport, accommodation, medical and other services) of the highest caliber and which provide for a variety of sports.*
- 4.3.58 *The Council has recognised that the sports facilities in Hastings are ageing and in need of improvement and, like many towns, they would not prove suitable for the exacting requirements of many Olympic teams and the Olympic Organising Committee. However, largely as a result of a public meeting on the Olympics facilitated by Leisure Services last year, Horntye Park applied to be included as an Olympic training venue. Unfortunately, they have not been shortlisted.*
- 4.3.59 *Opportunities arising from the Olympic legacy are being monitored by staff from various departments of the Council, in particular from Leisure Services and Destination Management & Marketing. The Head of Leisure Services is a member of the Sussex Cultural Officers Forum. The Chair of the Forum represents Sussex local*

authorities on the “Sport Sub-Group for the 2012 Games for the South East” and reports back to the Forum at least quarterly.

4.3.60 *Sports Development staff will be using the Olympics, both in 2008 and as we approach 2012, as a marketing tool to promote their activities as much as possible. More specifically, the Active Street Games and Active Hastings projects are managed by sport development, and aim to:*

- increase local participation in sport and physical activity (for all ages)*
- identify and train new volunteers.*

4.3.61 *These externally funded projects work in partnership with national agencies such as Sport England and Street Games, as well as local agencies such as the Primary Care Trust and the Hastings and Rother Schools Sport Partnership. The sport development team aims to use these resources and work in partnership to develop new activity which will support local 2012 legacy’.*

4.4 Next Steps

4.4.1 The findings and recommendations from this strategy form a framework for the delivery of facilities for the period of 2009 -2020. Significant facility needs are set out in this strategy and the Councils will work with the following partners to help deliver these:

- East Sussex County Council, Hastings Borough Council, Rother District Council
- Town and Parish Councils
- private operators
- higher and further education providers
- grant funders
- sports clubs and other voluntary organisations
- primary, special and secondary schools.

4.4.2 It is recommended that the contents of the strategy are reviewed annually, as the situation will change locally over the life of the strategy. Annual reviews will ensure that the needs are updated and that the strategy reflects the position, as supply and demand changes.

4.4.3 Where reference has been made to development of facilities in specific areas it is advised that full feasibility studies are conducted for each facility prior to making a commitment to proceed with development.

5 NEEDS ANALYSIS – ROTHER DISTRICT COUNCIL

5.1 Introduction

5.1.1 In order to inform recommendations on the level of future supply and demand of each facility type, the following stages of work were completed during the needs analysis stage. This section relates only to the Rother District Council area.

- review of demographic information and Sport England's market segmentation data
- review of Sport England's Active People survey results
- completion of an audit of local provision
- completion of transport accessibility mapping (Hastings & Bexhill)
- review of the findings from the, recently completed, Open Space, Sport & Recreation Study (2007)
- quantitative analysis of supply and demand for facilities.

5.2 Review of Demographic Information & Sport England Market Segmentation Data

General Demographics

5.2.1 The population of Rother is approximately 88,500 (ONS 2006) spread across an area of over 200 square miles. The main towns in the district, and the respective populations of them, are listed below. The percentage of the total population living in each area is given below:

- Bexhill 42,300 (48% of the population of Rother)
- Battle 6,300 (7%)
- Rye 4,200 (5%)
- Rural Rother 35,700 (40%).

5.2.2 This is due to increase to approximately 91,536 by 2021 and 92,854 by 2026, one of the highest growth rates in East Sussex (source: East Sussex County Council – eastsussexinfigures.org.uk)

5.2.3 Rother has an ageing population with a high percentage of residents aged 65 years and above, 11% above the national average. There are a relatively low number of residents aged between 16 and 29 years, the lowest in the region. This is expected to remain constant with projections showing a decline in younger age groups (especially residents aged 15-19 and 25-29 years) and a significant increase (approximately 10,000) in the number of residents aged between 60 and 85 years.

5.2.4 East Sussex overall has a low percentage of people who identified themselves as belonging to a non-white ethnic group. Rother is one of the lowest with just 1.9%. This is against a national percentage of over 12.5%.

Sport England Market Segmentation Data

5.2.5 Sport England market segmentation provides those working in community sport with an insight into the sporting behaviours, barriers and motivations to taking part

amongst existing participants and those we wish to be involved in a more active lifestyle.

- 5.2.6 Sport England and Experian Business Strategies have analysed data on the English population (18+), producing 19 market segments with distinct sporting behaviours and attitudes. This includes information on specific sports people take part in as well as why people do sport, whether they want to do sport and the barriers to doing more sport. Further details on the categories and the full breakdown of results of Rother are contained in Appendix 3.
- 5.2.7 The ageing population in Rother means the area is dominated by residents aged 65 years and over. Therefore, 'Ralph and Phyllis' or Comfortable Retired Couples make-up 10.54% of the population, almost 7% more than the national average. Ralph and Phyllis are the most active in their peer group, enjoying a range of activities, particularly low-intensity, individual activities such as swimming, fishing, golf and bowls. They are likely to be members of the local sports or social clubs as they are motivated by a wish to socialise, improve performance and personal enjoyment. As in Hastings, 'Elsie and Arnold' (9.9%) and 'Tim' (9.8%) are other dominant sporting profiles in the district.
- 5.2.8 A summary of these profiles and the sports they are most interested in are contained in Table 25.

Table 25: Rother Market Segmentation Profiles

| Market Segmentation | Local Authority | National | Overview | Sports | Social Activity |
|--|-----------------|----------|---|---|---|
| Ralph and Phyllis: Comfortable Retired Couples | 10.54% | 3.7% | Mixed - Age 65 Married Owner occupier Retired Without children Social group ABC1 | Bowls Golf Tennis Table Tennis Snooker Walking Fishing Swimming | Enjoy painting, reading and playing a musical instrument. Regularly enjoy visiting museum and heritage sites and taking foreign holidays. |
| Elsie and Arnold: Retirement Home Singles | 9.9 % | 8.3% | Mixed – majority female Age 65+ Single Owner Occupier and Council Retired Without children Social group DE | Walking Dancing Bowls Low-Impact Exercise | Keen to participate in the arts and listens to music. |
| Tim: Settling Down Males | 9.8% | 9.4% | Male Age, 26-45 Married Owner Occupied Employed fulltime Approximately half have children Social group ABC1 | Canoeing Cricket Cycling Squash Skiing Golf Cricket Football | Keen to participate in the arts, listens to music and photography. Watches live sporting events and volunteers in areas connected to sport. |

Source: Sport England

- 5.2.9 In summary, the profile includes a significant number of older people with specific needs and interests in lower impact forms of physical activity. There is also a sizable

younger profile who are interested in a variety of more active leisure pursuits and who are likely to have families.

- 5.2.10 This profile points towards the need to provide a range of flexible facilities to cater for a broad range of sporting interests. Transport accessibility, price and childcare provision are other considerations in encouraging participation by these groups.

5.3 Review of Sport England Active People Survey Results

- 5.3.1 The Active People Survey (December 2006) is the largest ever survey of sport and active recreation to be undertaken in Europe. It is a telephone survey of 363,724 adults in England (aged 16 plus).
- 5.3.2 The aim is to provide reliable statistics in the fields of participation, volunteering and satisfaction with local provision for all 354 local authorities in England. A minimum of 1,000 interviews were completed in every authority in England.
- 5.3.3 Detailed figures are available for a Local Authority area but not for wards. Headline figures for Rother District Council are as follows;
- Rother has 19.1% of residents involved in at least 3 days a week x 30 minutes moderate participation (all adults). This compares to the national average of 21%
 - 5.4% of Rother residents volunteer in sport at least 1 hour a week. This compares to 4.7% nationally
 - 25.1% of Rother residents are sports club members. This is the same as the national average of 25.1%
 - 16.4% for Rother residents received tuition from an instructor or coach in the past 12 months. This compares with the national average 18%
 - 67.1% of Rother residents were satisfied with local sports provision. This compares with the national average of 69.5%
- 5.3.4 Rother is currently performing below the national averages on three of the five Active England indicators. Importantly, participation rates are well below the national average and satisfaction with local sports provision is also low. This indicates a need to provide improved facilities to help increase opportunities for participation.

5.4 Audit of Local Provision

- 5.4.1 An audit of facility provision was conducted to identify the location of various types of sports facilities, to enable the mapping exercise to be completed and to inform the supply and demand modelling. The audit was conducted primarily to identify all facilities within the area. The full results from the facilities audit are contained in the Appendix 4.
- 5.4.2 Data was collected from the following sources:
- Sport England's 'Active Places Power' database
 - Active Hastings and Active Rother websites
 - stakeholder consultation.

5.4.3 The audit was desk based and did not involve any site visits or assessment of the quality of facilities. The findings are contained in Appendix 4.

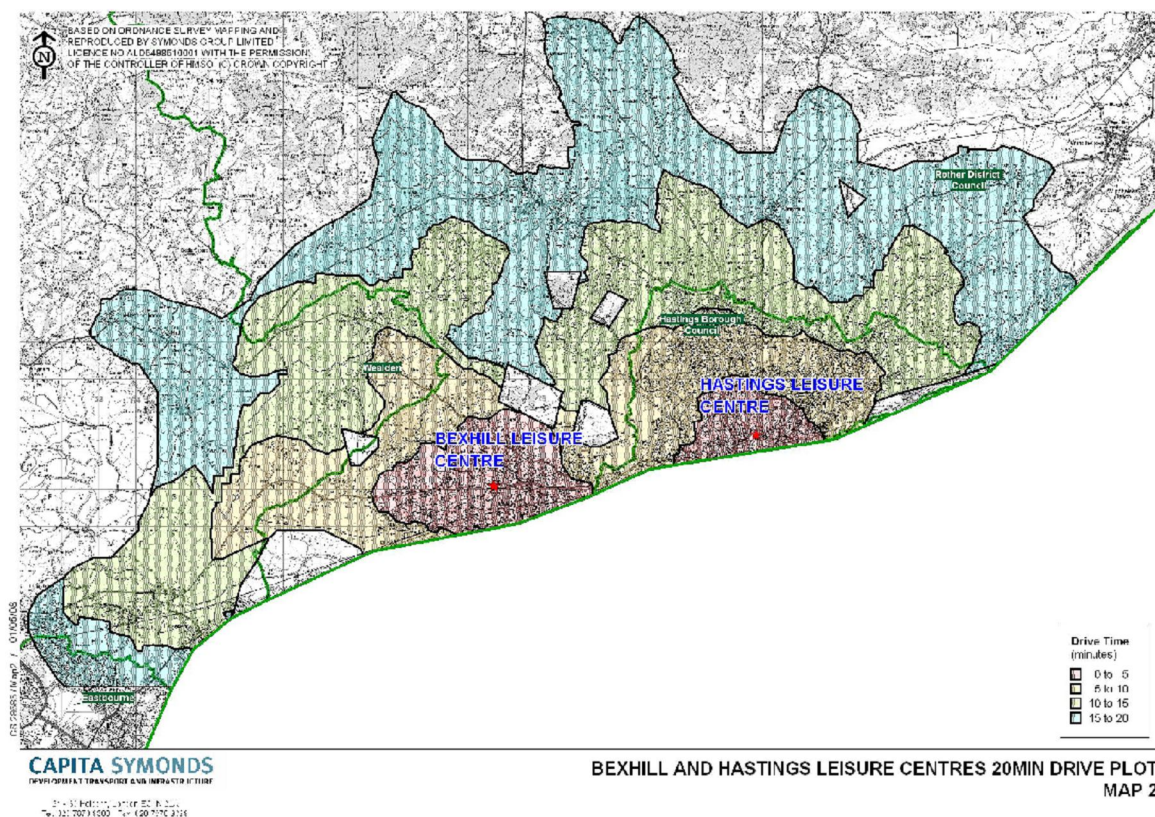
5.5 Transport Accessibility Mapping (Hastings & Bexhill)

5.5.1 Capita Symonds used Department for Transport approved software (Accession V 1.5) to complete journey time contour calculations to establish the accessibility of the main Council owned Leisure Centres in Hastings (Summerfields Leisure Centre) and Bexhill (Bexhill Leisure Centre & Bexhill Leisure Pool). The purpose of this modelling is to illustrate the catchment areas of the main Council facilities using different journey times via private car, public transport, walk and cycle. 20-minute drive times have been applied as this represents the likely core catchment for facilities. It is accepted that some people will travel further to use facilities but the majority of users are likely to travel up to 20 minutes for regular physical activity.

5.5.2 The results of the accessibility mapping are contained in Appendix 5. Analysis of the maps leads to the following conclusions:

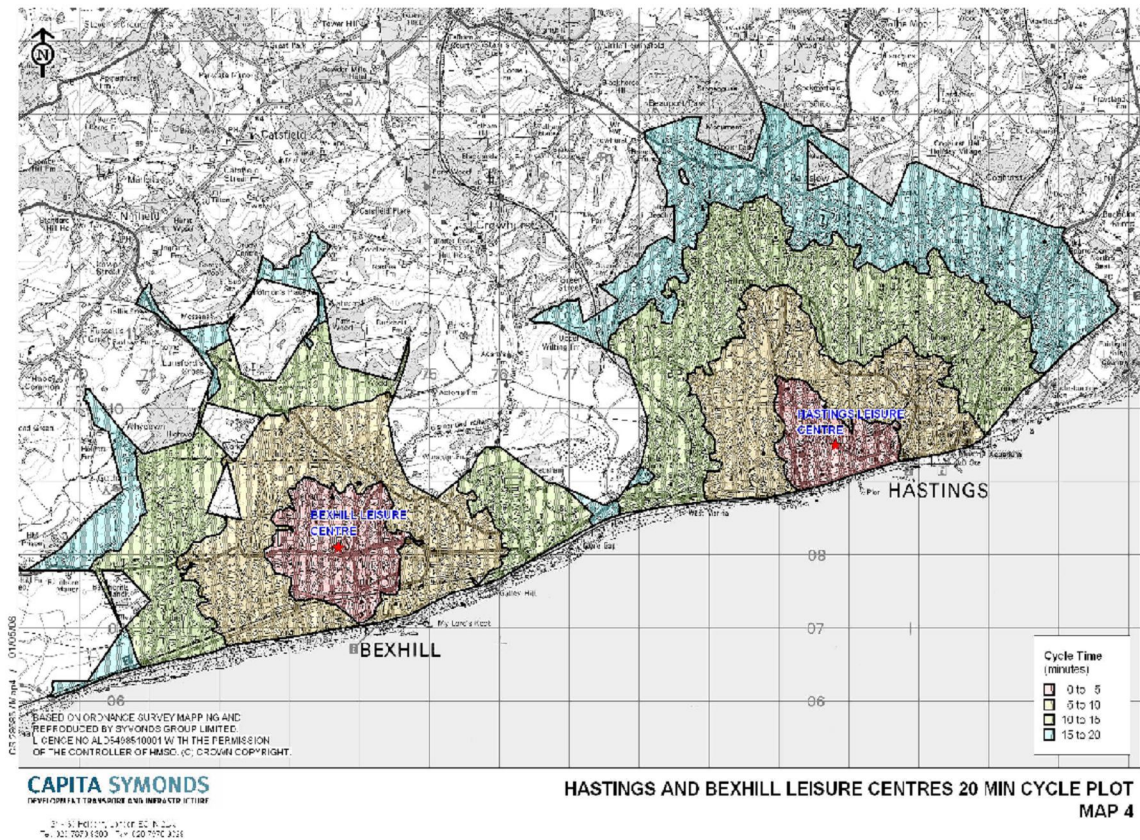
- Drive time accessibility mapping shows that within a 10 minute drive time Hastings and Bexhill centres have separate catchment areas. Between 15 and 20 minutes there is a significant overlap between the two sites. However, much of this overlap affects rural areas with low population densities. Also, drive times are considerably slower between Hastings and Bexhill during peak travel times.

Map 6: Drive Time Accessibility (Bexhill Leisure Centre & Summerfields Leisure Centre – Hastings)



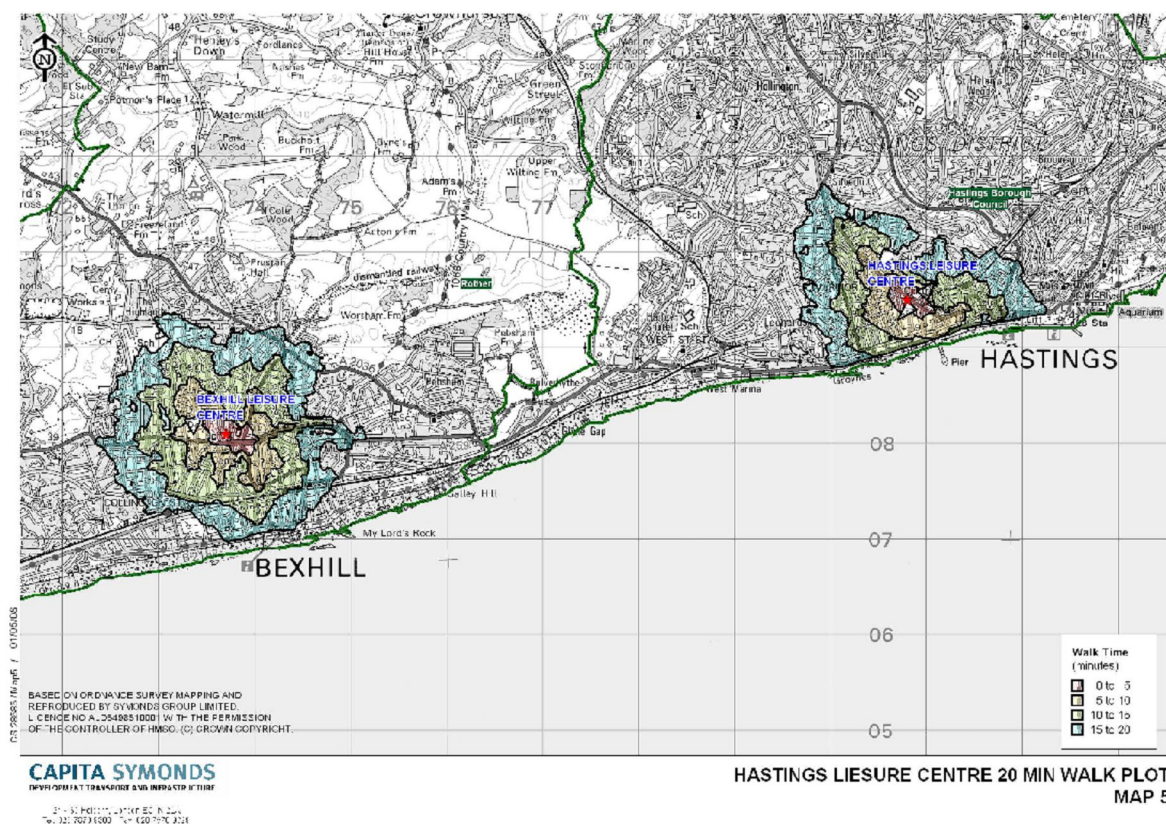
- Cycle time accessibility mapping shows that there is little overlap between the two centres. With only minimal overlap in the 15 – 20 minute catchment.

Map 8: Cycle Time Accessibility



- Walk times accessibility shows that there is no overlap in catchments between the two centres.

Map 9: Walk Time Accessibility



5.5.3 The initial transport accessibility mapping was based on the location of Summerfields Leisure Centre and Bexhill Leisure Centre. The population living within each 20 minute catchment area is listed in Table 26. This lists the transport method the, total population within each catchment (e.g. 5,10,15,20 minute) and compares this with the total population of Hastings and Rother.

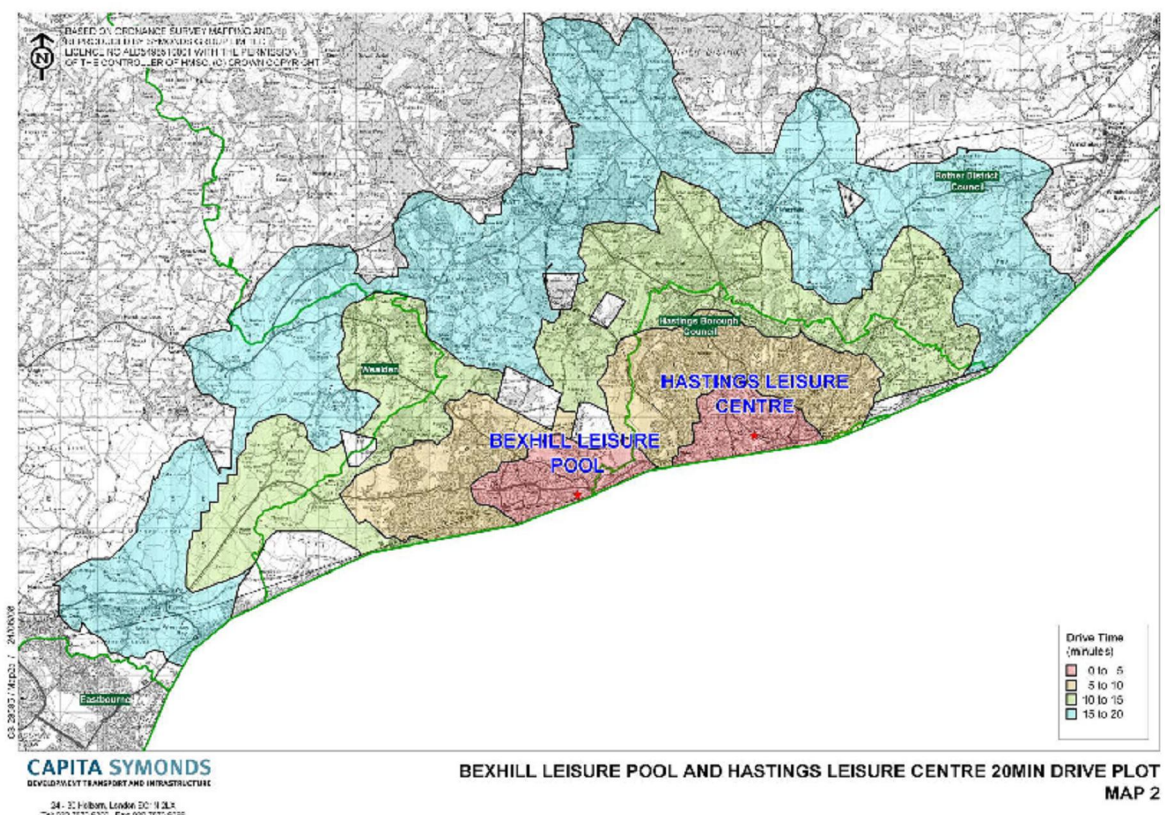
Table 26: Catchment Populations Based on Summerfields Leisure Centre and Bexhill Leisure Centre

| Transport Method | Travel Time Catchments (minutes) | | | | Total Population Within 20 Minutes | Total Population of Hastings & Rother |
|------------------|----------------------------------|---------|--------|--------|------------------------------------|---------------------------------------|
| | 5 | 10 | 15 | 20 | | |
| Walk | 503 | 5,200 | 12,680 | 13,610 | 31,993 | 173,664 |
| Cycle | 22,015 | 55,372 | 78,085 | 19,957 | 175,429 | 173,664 |
| Drive | 59,610 | 117,648 | 15,847 | 26,599 | 219,704 | 173,664 |
| Public Transport | 6,647 | 32,814 | 68,583 | 44,178 | 152,222 | 173,664 |

Source: Capita Symonds

- 5.5.4 Further drive time mapping was conducted based on Summerfields Leisure Centre (Hastings) and Bexhill Leisure Pool. The results of the mapping are contained in Appendix 5. The key conclusions of this mapping are that there is a greater overlap in accessibility, due to the closer proximity of the two sites. The catchments overlap particularly on the 5 – 10 minute catchments. The 15 – 20 minute drive time catchment does not extend as far east as the alternative site of Bexhill Leisure Centre and does not include users from the western end of Eastbourne.

Map 10: Drive Time Accessibility (Bexhill Leisure Pool & Summerfields Leisure Centre - Hastings)



- 5.5.5 Table 27 shows that the total catchment population within a 20 minute drive time is 204,449. This compares to 219,704 for location of Summerfields Leisure Centre and Bexhill Leisure Centre. Therefore, the catchment area is greater for Bexhill Leisure Centre than it is for Bexhill Leisure Pool. The overlap in catchment between centres in Hastings and Bexhill is also reduced if facilities are located at Bexhill Leisure Centre.

Table 27: Catchment Populations Based on Summerfields Leisure Centre and Bexhill Leisure Pool

| Transport Method | Travel Time Catchments (minutes) | | | | Total Population Within 20 Minutes | Total Population of Hastings & Rother |
|------------------|----------------------------------|---------|--------|--------|------------------------------------|---------------------------------------|
| | 5 | 10 | 15 | 20 | | |
| Drive | 50,132 | 122,115 | 15,610 | 16,592 | 204,449 | 173,664 |

Source: Capita Symonds

- 5.5.6 In summary, the transport accessibility mapping illustrates that facilities in Hastings and Bexhill have relatively distinct catchment areas. There is some overlap between the two, in relation to private car drive times, but the majority of residents of the area have access to only one of the centres within a reasonable journey time. This confirms the need to continue providing accessible facilities in each town and that the competition for users is limited. Each town can provide the same type of facilities with minimal impact on the other. In terms of drive time access, Bexhill Leisure Centre is the preferred location for new facilities when compared to Bexhill Leisure Pool. This location would reduce competition for users, with Hastings, and serve a wider catchment area.

5.6 Analysis of Supply and Demand for Rother District Council

- 5.6.1 Rother District Council Commissioned PMP to complete an Open Space, Sport & Recreation Study in 2007. The study included an audit of the following indoor sports facilities:
- swimming pools
 - sports halls
 - health & fitness
 - indoor tennis
 - indoor bowls.
- 5.6.2 The work included a supply and demand analysis aimed at establishing the adequacy of current facility provision in meeting identified local demand. The results of PMP's analysis is summarised in the following paragraphs and is used as the basis of recommendations for the indoor facilities in question.
- 5.6.3 This approach was agreed with the Council as the scope of PMP's recent study involved a more detailed assessment of supply and demand across Rother. In particular, it examined the local needs of the main population areas within Rother.

Swimming Pools

- 5.6.4 *Three swimming pools are included in the modelling (seven are private and are therefore not included), which results in an existing supply of 444m². The oversupply/shortfall is illustrated in Table 28. This shortfall is equivalent to 5.6 lanes of a 25m swimming pool.*

Table 28: Swimming Pools Supply & Demand Analysis

| Scenarios | Demand | Supply | Oversupply/shortfall |
|-----------|-------------------|-------------------|-----------------------------|
| Existing | 748m ² | 444m ² | Shortfall 304m ² |
| 2026 | 845m ² | 444m ² | Shortfall 401m ² |

Source: PMP Open Space Sport & Recreation Study

- 5.6.5 It should be noted that the Department for Culture Media and Sport recently announced that it will allocate £140m towards providing free swimming in the run up to 2012. The funds will be made available nationally to local authorities, starting in 2009 for two years.
- 5.6.6 Hastings and Rother have agreed to take up the offer of free swimming for the over 60's but not the under 16's. It is expected that free admissions for the over 60's is likely to increase demand further.

Sports Halls

- 5.6.7 Five sports halls are included in the model and when applying the modelling assumptions regarding accessibility for dual use sites (the capacity for dual use sites is reduced by 25% to reflect the balance of school access and public access), the result is an existing supply level of 14 badminton courts. The results of the model under different scenarios are illustrated in Table 29. The shortfall is equivalent to 2 to 3 new sports halls.

Table 29: Sports Halls Supply & Demand Analysis

| Scenarios | Demand | Supply | Oversupply/shortfall |
|-----------|---------------------|----------------------|------------------------------|
| Existing | 21 badminton courts | 18 badminton courts* | Shortfall 3 badminton courts |
| 2026 | 24 badminton courts | 18 badminton courts* | Shortfall 6 badminton courts |

Source: PMP Open Space Sport & Recreation Study

* It should be noted that the supply figure from the PMP study has been increased (from 14 courts to 18) by Capita Symonds to include the planned 4 court sports hall at the new Bexhill High School site.

Health & Fitness

- 5.6.8 There are thirteen facilities within the identified catchment area and included in the model. Most of the facilities are small in scale with only Bexhill Leisure Centre having more than 30 stations. The result is a supply level of 296 fitness stations (existing). The results of the model are illustrated below in Table 30 and show a large shortfall of stations in the District.

Table 30: Health & Fitness Supply & Demand Analysis

| Scenarios | Demand | Supply | Oversupply/shortfall |
|-----------|--------------|--------------|------------------------|
| Existing | 351 stations | 296 stations | Shortfall 55 stations |
| 2026 | 397 stations | 296 stations | Shortfall 101 stations |

Source: PMP Open Space Sport & Recreation Study

Indoor Bowls

- 5.6.9 *It is important to note that the Sport England demand model does not take into consideration whether the facility has public or private access. There is currently a small oversupply of rinks in the District. It should be noted that the oversupply occurs in Bexhill but not elsewhere.*

Table 31: Indoor Bowls Supply & Demand Analysis

| Scenarios | Demand | Supply | Oversupply/shortfall |
|-----------|------------|---------|-----------------------|
| Existing | 7.24 rinks | 8 rinks | Oversupply 0.76 rinks |
| 2026 | 8.17 rinks | 8 rinks | Shortfall 0.17 rinks |

Source: PMP Open Space Sport & Recreation Study

Indoor Tennis

- 5.6.10 There are currently no indoor tennis facilities within the District. The nearest facilities can be found in the neighbouring districts of Eastbourne (David Lloyd, Sussex Down College), Tunbridge Wells (public facility), Shepway (private facility) and Wealden (two private facilities). At present there is no reliable modelling available for indoor tennis, however Sport England will be extending their demand model in the near future to incorporate this. In the interim Capita Symonds has applied a simple model based on assumptions from the Lawn Tennis Association (LTA). The LTA estimate that 2% of the population play tennis regularly. Each indoor court serves 200 players. So by identifying the number of regular players in Rother and dividing that number by 200 players per court equals the number of indoor courts needed.
- 5.6.11 By applying these assumptions, the calculation for Rother is as follows:

Rother population = 85,428

Multiplied by 2% = 1,708 regular players

1,708 divided by 200 players per court = **8.54 indoor courts required**

6 FACILITY RECOMMENDATIONS – ROTHER DISTRICT COUNCIL

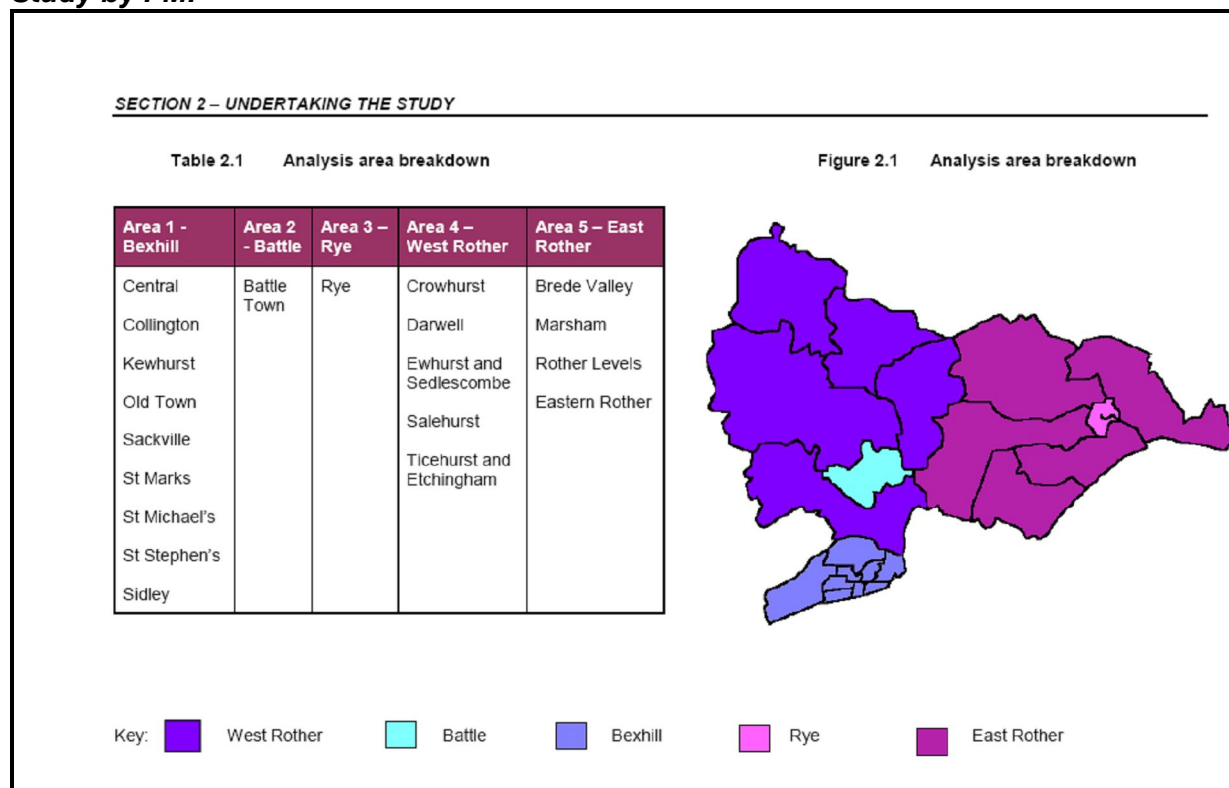
6.1 Introduction

- 6.1.1 A key element of the commission is to identify a facility strategy for the Council with regard to the provision of leisure facilities and services. Over recent years, these have been delivered through a variety of Council facilities and via the voluntary, education and private sector. This is likely to continue in the future with partnership working becoming increasingly important given a lack of resources available.

6.2 Findings

- 6.2.1 This section includes a summary of the key recommendations on a sport by sport basis. If implemented, these recommendations will address issues identified in the needs analysis and deliver the improvements set out in the strategy. The results of the Open Space, Sport & Recreation Study in 2007 by PMP have been included in the findings where appropriate. The study included an audit of the following indoor sports facilities:
- swimming pools
 - sports halls
 - health & fitness
 - indoor tennis
 - indoor bowls.
- 6.2.2 The recommendations for the remaining facilities were based largely on consultation with over 30 consultees from the relevant local and regional organisations.
- 6.2.3 For the purpose of the recommendations Rother has been divided into five main areas (Bexhill, Battle, Rye, East Rother and West Rother). This follows the areas used in Open Space, Sport & Recreation Study in 2007 by PMP. Figure 2 is an illustration of the geographic areas considered by PMP, in their study:

Figure 2: Illustration of the Study Areas Used in the Open Space, Sport & Recreation Study by PMP



Source: PMP Open Space Sport & Recreation Study

6.2.4 The following Tables highlight the key recommendations for each facility type included in the strategy. They include the following information:

- current surplus/deficit of facilities
- additional facilities required in future
- the recommended location
- potential partners in delivering these facilities
- timescales for delivering the facilities
- the role of the Council, in terms of delivering or facilitating
- other relevant issues.

Table 32: Key Recommendations for Athletics Tracks

| Sport | Athletics Tracks |
|---------------------------------------|--|
| Current Total Provision | None in Rother |
| Surplus/Deficit of Facilities | Current provision adequate |
| Additional Facilities Required | No athletics facilities required |
| Recommended Location | N/A |
| Timescale for Provision | N/A |
| Role of the Council | N/A |
| Other Issues | Current levels of demand in Bexhill and Rother are more than met by the current track and field provision at William Parker Sports College (Hastings), Sports Park (Eastbourne) and Mary Rose (Ashford). |

Table 33: Key Recommendations for Sports Halls

| Sport | Sports Halls |
|--|---|
| Current Total Provision | 26 Badminton Courts in total |
| Surplus/Deficit of Facilities | Under supply of facilities of between 3-6 badminton courts across Rother, broken down as follows: <ul style="list-style-type: none"> • Battle 2 court over supply • Bexhill current/planned supply adequate (assuming new 4 court sports hall is added at the new Bexhill High School and is available for community use) • Rye 3 court over supply • East Rother 4-5 court under supply • West Rother 6 court under supply. |
| Additional Facilities Required | Between 3-6 badminton courts |
| Recommended Location | School or local authority sites are preferable. The following areas have been identified. <ul style="list-style-type: none"> • Bexhill current/planned supply adequate (assuming new 4 court sports hall is added at the new Bexhill High School and is available for community use) • East Rother/Rye • West Rother/Battle/Robertsbridge Community College. |
| Potential Partners for Delivery | East Sussex County Council, Rother District Council |
| Timescale for Provision | Short to medium term |
| Role of the Council | Provider/partner |
| Other Issues | None |

Table 34: Key Recommendations for Health & Fitness

| Sport | Health & Fitness |
|--|--|
| Current Total Provision | 296 stations (source PMP) |
| Surplus/Deficit of Facilities | Undersupply of facilities of between 55 – 101 stations across Rother, broken down as follows: <ul style="list-style-type: none"> • Battle 1-3 station under supply • Bexhill 70-101 station under supply • Rye 52-54 station over supply • East Rother 62–71 station under supply • West Rother 16–17 station over supply. |
| Additional Facilities Required | Between 55 – 101 stations |
| Recommended Location | The following areas and number of stations have been identified. <ul style="list-style-type: none"> • Bexhill 70-101 stations • Rye 8-19. <p>New community health and fitness facilities should be located on the same site as other sports facilities, where possible. Opportunities exist for provision within a new leisure centre for Bexhill. This would be the optimum location.</p> |
| Potential Partners for Delivery | Rother District Council |
| Timescale for Provision | Short to medium term. |
| Role of the Council | Provider |
| Other Issues | Recommendations on the scale and location of facilities will depend on the completion of a detailed feasibility study in to a new leisure centre for Bexhill. |

Table 35: Key Recommendations for Swimming Pools

| Sport | Swimming Pools |
|--|--|
| Current Total Provision | 444m ² of community accessible pool water (source PMP) |
| Surplus/Deficit of Facilities | <p>Overall there is an under supply of between 304m² and 401m². This is equivalent to between 5 and 6 25m lanes across Rother, broken down as follows:</p> <ul style="list-style-type: none"> • Battle shortfall of 43m²-49m² (1 lanes) • Bexhill shortfall of 133m²-176m² (2 - 3 lanes) • Rye over supply of 164m² – 159m² (3 - 2.9 lanes) • East Rother shortfall of 107m²-127m² (1.9 - 2.3 lanes) • West Rother shortfall of 176m²-198m² (3.2 - 3.6 lanes). |
| Additional Facilities Required | Between 304m ² and 401m ² . This is equivalent to between 5 and 6 25m lanes across Rother. |
| Recommended Location | <p>Generally, the following areas and number of lanes have been identified as having a potential need for additional swimming facilities:</p> <ul style="list-style-type: none"> • Bexhill (2-3 lanes) • Battle (3-4 lanes). <p>The specific locations for additional swimming facilities within these areas have not been investigated as part of this strategy.</p> |
| Potential Partners for Delivery | Rother District Council |
| Timescale for Provision | Short to medium term |
| Role of the Council | Provider |
| Other Issues | <p>The provision of new swimming facilities is recognised by the Council. The issue of a 50 metre pool has been raised by local swimming clubs. The need for a 50metre pool is examined on pages 63-65 of this strategy.</p> <p>Following the recent government announcement regarding funding towards free swimming for over 60s, Hastings and Rother have agreed to take up the offer of free swimming for the over 60's but not the under 16's.</p> <p>It is expected that free admissions for the over 60's is likely to increase demand further.</p> <p>While supply and demand modelling across the Rother may support the need for 3-4 lanes in Battle this would need to be tested further through a detailed feasibility study. Given that Battle has a population of approximately 6,000 and is within a 20 minute drive catchment of Hastings and Bexhill pools, the sustainability of such a facility may be questionable.</p> |

Table 36: Key Recommendations for Synthetic Turf Pitches

| Sport | Synthetic Turf Pitches |
|---------------------------------|---|
| Current Total Provision | 1 third generation pitch & 1 sand filled planned |
| Surplus/Deficit of Facilities | Undersupply of training facilities. Likely to increase in the future. |
| Additional Facilities Required | <p>One full sized floodlit pitch in Bexhill (will be met by planned facilities at Bexhill High School).</p> <p>Training pitches – Claverham Community College in Battle has secured significant funding from the DCSF for a new STP surface to serve curricular needs. Such a facility if floodlit and made available to community users could meet demand in West Rother.</p> <p>Rye College is planning a synthetic turf MUGA (tbc) which if floodlit and made available to community users could meet demand in East Rother.</p> |
| Recommended Location | N/A |
| Potential Partners for Delivery | Schools, clubs, ESCC |
| Timescale for Provision | N/A |
| Role of the Council | Partner |
| Other Issues | <p>The existing third generation synthetic turf pitch at Bexhill College has restricted hours of community use. Several football clubs have identified the need for additional synthetic turf pitches for training.</p> <p>The planned pitch at Bexhill High School does not have significant restrictions on the hours of use and will meet some of the needs of the football clubs.</p> |

Table 37: Key Recommendations for Football Stadia

| Sport | Football Stadia |
|---------------------------------|--|
| Current Total Provision | 5 small stadia |
| Surplus/Deficit of Facilities | Current supply adequate. Quality inadequate particularly for clubs with aspirations to higher leagues. |
| Additional Facilities Required | None required |
| Recommended Location | N/A |
| Potential Partners for Delivery | N/A |
| Timescale for Provision | N/A |
| Role of the Council | Provider/partner/facilitator |
| Other Issues | The existing stadia in Rother are small scale and meet current needs. |

Table 38: Key Recommendations for Indoor Bowling Greens

| Sport | Bowling Greens Indoor |
|---------------------------------|---|
| Current Total Provision | 2 facilities with a total of 8 rinks (both in Bexhill) |
| Surplus/Deficit of Facilities | Current supply adequate with a small over supply |
| Additional Facilities Required | None required |
| Recommended Location | N/A |
| Potential Partners for Delivery | N/A |
| Timescale for Provision | N/A |
| Role of the Council | N/A |
| Other Issues | Bowls is a popular sport and will continue to be provided for. The total number of people taking part in bowls is likely to be maintained at current levels and increase, given an increasing elderly population in Rother. |

Table 39: Key Recommendations for Outdoor Bowling Greens

| Sport | Bowling Greens Outdoor |
|---------------------------------|---|
| Current Total Provision | 16 greens |
| Surplus/Deficit of Facilities | Evidence from stakeholder consultation suggested that the current supply of outdoor bowling greens is adequate. This is likely to remain the case in the future. |
| Additional Facilities Required | None required |
| Recommended Location | N/A |
| Potential Partners for Delivery | Parish Council |
| Timescale for Provision | N/A |
| Role of the Council | Provider/partner |
| Other Issues | Bowls is a popular sport and will continue to be provided for. The total number of people taking part in bowls is likely to be maintained at current levels and increase, given an increasing elderly population in Rother. |

Table 40: Key Recommendations for Indoor Tennis Courts

| Sport | Indoor Tennis Courts |
|---------------------------------|---|
| Current Total Provision | None |
| Surplus/Deficit of Facilities | Deficit of 8.5 courts |
| Additional Facilities Required | 8.5 courts |
| Recommended Location | None identified |
| Potential Partners for Delivery | Private sector operator |
| Timescale for Provision | Medium to long term |
| Role of the Council | Facilitator |
| Other Issues | An indoor tennis facility, of the scale required, is likely to be provided by a private sector operator, as opposed to the Council. |

Table 41: Key Recommendations for Outdoor Tennis Courts

| Sport | Outdoor Tennis Courts |
|---------------------------------|--|
| Current Total Provision | 43 courts of various surfaces (includes private clubs/excludes school courts) |
| Surplus/Deficit of Facilities | Evidence from stakeholder consultation suggested that the current supply of outdoor tennis courts is adequate. This is likely to remain the case in the future. None of the public courts are floodlit. |
| Additional Facilities Required | None required |
| Recommended Location | Dependant on the market |
| Potential Partners for Delivery | Parish Council |
| Timescale for Provision | N/A |
| Role of the Council | Provider/partner |
| Other Issues | <p>Tennis is a sport that is played mainly in clubs. Use of public courts is limited except for a short period in June and July. It should be noted that none of the public tennis facilities benefit from floodlights so this limits the available playing season.</p> <p>Access to public courts can be limited in some rural areas and there may be demand for tennis courts in villages with no provision. In some rural areas there is interest in converting underused tennis courts into multi use games areas.</p> |

Table 42: Key Recommendations for Multi Use Games Areas (MUGAs)

| Sport | Multi Use Games Areas (MUGAs) |
|---------------------------------|--|
| Current Total Provision | 3 sites |
| Surplus/Deficit of Facilities | Evidence from stakeholder consultation suggested that there is a need for increased MUGA facilities in Rother |
| Additional Facilities Required | Further MUGAs to be provided in the future. The quantity and location of these will be subject to further investigation by the Council, depending on their priorities for targeting provision. |
| Recommended Location | Various. Location to be defined on a facility by facility basis. |
| Potential Partners for Delivery | Rother District Council/Parish Councils/ESCC |
| Timescale for Provision | Medium term |
| Role of the Council | Provider/partner |
| Other Issues | Current provision is low with no MUGAs in Bexhill, Battle and Rye and only 3 across rural Rother. Youth consultations indicate MUGA provision is a priority for young people. |

Table 43: Key Recommendations for Climbing Walls / Climbing Facilities

| Sport | Climbing Walls / Climbing Facilities |
|---------------------------------|---|
| Current Total Provision | 2 facilities |
| Surplus/Deficit of Facilities | Evidence from stakeholder consultation suggested that the current supply of climbing facilities is adequate for beginners. |
| Additional Facilities Required | None required |
| Recommended Location | N/A |
| Potential Partners for Delivery | N/A |
| Timescale for Provision | N/A |
| Role of the Council | N/A |
| Other Issues | <p>There is no recognised industry standard for the level of provision for climbing facilities.</p> <p>Stakeholder consultation revealed limited demand for additional facilities but concern was raised at the possible loss of the climbing wall at Grove School, Hastings. Existing climbing facilities were recently withdrawn from use at Bexhill Leisure Centre, to enable expansion of health and fitness facilities. A climbing wall is planned at the new Bexhill High School.</p> |

Table 44: Key Recommendations for Water Sports Facilities

| Sport | Water Sports Facilities |
|---------------------------------|--|
| Current Total Provision | 4 clubs with a range of facilities |
| Surplus/Deficit of Facilities | Current supply inadequate |
| Additional Facilities Required | A dedicated coastal water sports centre with access to facilities from shore to sea for a range of water craft and improved access to inland water. |
| Recommended Location | To be confirmed – subject to further investigation |
| Potential Partners for Delivery | To be investigated |
| Timescale for Provision | Medium to Long term |
| Role of the Council | Provider/partner |
| Other Issues | <p>Bexhill Rowing Club has limited facilities for training and storage and has identified the need for a larger seafront facility providing space for an indoor rowing tank.</p> <p>Potential in Rother to increase infrastructure to develop blue gym recreation in coastal and inland areas.</p> |

Table 45: Key Recommendations for Skate Parks

| Sport | Skate Parks |
|---------------------------------|---|
| Current Total Provision | 7 skate parks/areas |
| Surplus/Deficit of Facilities | Evidence from stakeholder consultation suggested that there is likely to be increased demand for skate parks in the in the future. |
| Additional Facilities Required | Further skate parks to be provided, quantity not clear |
| Recommended Location | Locations to be defined. However, provision at a new Bexhill leisure centre would be required, or an alternative central location. |
| Potential Partners for Delivery | Rother District Council/Parish Councils |
| Timescale for Provision | Short to medium term |
| Role of the Council | Provider/partner |
| Other Issues | Bexhill skate park is under threat from possible redevelopment of the site and an alternative location should be identified if this occurs. |

6.3 Conclusions

- 6.3.1 A number of specific questions were included in the brief for the strategy. This section contains the original questions (in bold text) followed by the answers. These have been informed by the results of the previous stages of work. Appendix 7 contains a summary of recommendations for all facility types, for Rother District Council.

What facilities are needed in Rother?

- 6.3.2 The recommendations from the strategy for each facility type are contained in Table 46. These recommendations relate to the quantity of facilities required, above the current levels, across the whole of Rother. Other existing facilities will require replacement or refurbishment.

Table 46: Recommendations for Each Facility Type

| Facility Type | Additional Facilities Rother |
|---|--|
| Athletics tracks | No athletics facilities required |
| Sports halls | Up to 6 badminton courts |
| Health & fitness suites | Between 55 – 101 stations |
| Swimming pools | Between 304m ² and 401m ² of pool water. This is equivalent to between 5 and 6 25m lanes. |
| Synthetic turf pitches | <p>None in Bexhill providing planned facilities at the new Bexhill High School (currently under construction) are delivered and available for community use.</p> <p>Training facility in Battle. Claverham Community College has secured significant funding from the DCSF for a new STP surface to serve curricular needs. Such a facility if floodlit and made available to community users could meet demand in West Rother.</p> <p>Training facility in Rye. Rye College is planning a synthetic turf MUGA (tbc) which if floodlit and made available to community users could meet demand in East Rother.</p> |
| Football stadia | None required |
| Bowling greens indoor | None required |
| Bowling greens outdoor | None required |
| Indoor tennis courts | Deficit of 8.5 courts |
| Outdoor tennis courts | None required |
| Multi Use Games Areas (MUGAs) | Further MUGAs to be provided in the future. The quantity and location of these will be subject to further investigation by the Council. |
| Climbing walls / climbing facilities | None required |
| Water sport facilities | A dedicated coastal water sports centre with access to facilities from shore to sea for a range of water craft and improved access to inland water. |

| | |
|--------------------|--|
| Skate parks | Further skate parks to be provided. The quantity and location of these will be subject to further investigation by the Council |
|--------------------|--|

6.3.3 In addition to the recommendations for each facility type, summarised in Table 46, the location of new facilities must be considered. There is a degree of fragmentation in terms of the location and mix of facilities. For example, the main leisure centre in Bexhill is on split sites. This is uneconomical and leads to increased capital and revenue costs to the Council.

6.3.4 The recommended locations and levels of provision for swimming pools, sports halls, health & fitness and indoor bowls facilities for Bexhill, Rye, Battle, East Rother and West Rother have are listed in the following paragraphs.

What additional sports facilities are required in Bexhill, Rye, Battle and rural Rother

6.3.5 Tables 32 – 45 identify the facilities needed across the Rother and in the specific areas of Bexhill, Rye, Battle, West and East Rother, where appropriate. In practical terms, this translates to the following recommended additional facilities in each of the main population centres (Bexhill, Battle & Rye). The facility needs for 'Rural Rother' are also listed.

6.3.6 The provision of these facilities should be considered as and when opportunities to include them arise. We have assumed that any major facilities would be provided in one of the main population centres, rather than in a rural location. As a result, we have combined the findings for East Rother with Rye and West Rother with Battle.

6.3.7 Where the areas have been combined the recommendations show the net new facilities required e.g. if there is an over supply of a facility type in one area and an undersupply in the other, the net increase required is given. Where there is an over supply, and consequently there is no need for further facilities, these facilities are not included below.

Bexhill

- **Swimming Pools** – 2-3 lanes to be incorporated in any new leisure centre development
- **Sports Hall** – 4 court sports hall to be provided at new Bexhill High School site
- **Health & Fitness** – 70-101 stations required
- **Synthetic Turf Pitch** – 1 new pitch required (to be provided on the new Bexhill High School site)
- **Indoor Tennis Courts** – 8.5 courts for Rother as a whole (location to be confirmed)
- **MUGAs** – MUGAs are required in Bexhill as none are currently provided. The quantity and location of these will be subject to further investigation by the Council, depending on their priorities for targeting provision
- **Skate Parks** – Bexhill Skate Forum has aspirations for an indoor skate/youth facility to complement existing outdoor provision. The quantity and location of additional provision will be subject to further investigation by the Council, depending on their priorities for targeting provision.

Rye (to serve the needs of Rye and East Rother)

- **Sports Hall** – Up to 2 badminton courts required (undersupply in East Rother could be met by community use of new 2 court sports hall in Northiam)
- **Health & Fitness** – 8-19 new stations required
- **MUGAs** – MUGA required (need for MUGA/STP training facility could be met by proposed MUGA at Rye College), but the size and type has still to be finalised
- **Skate Parks** – Further skate parks to be provided. The quantity and location of these will be subject to further investigation by the Council, depending on their priorities for targeting provision
- **STP** – Training facility in Rye. Rye College is planning a synthetic turf MUGA (tbc) which if floodlit and made available to community users could meet demand in East Rother.

Battle (to include the needs of Battle, Robertsbridge and West Rother)

- **Swimming Pools** – 3-4 lanes required. While supply and demand modelling across the Rother may support the need for 3-4 lanes in Battle this would need to be tested further through a detailed feasibility study. Given that Battle has a population of approximately 6,000 and is within a 20 minute drive catchment of Hastings and Bexhill pools, the sustainability of such a facility may be questionable.
- **Sports Hall** – 4 badminton courts required. This could be linked to Robertsbridge Community College, which has been identified as having a long standing need
- **MUGAs** – Further MUGAs to be provided in the future. The quantity and location of these will be subject to further investigation by the Council, depending on their priorities for targeting provision
- **STP** – Training facility in Battle. Claverham Community College has secured significant funding from the DCSF for a new STP surface to serve curricular needs. Such a facility if floodlit and made available to community users could meet demand in West Rother. This would need to be subject to a detailed feasibility study to identify clear demand and to ensure that it complements the existing provision.
- **Skate Parks** – Further skate parks to be provided. The quantity and location of these will be subject to further investigation by the Council, depending on their priorities for targeting provision.

Rural Rother

- 6.3.8 All key sports facilities have been included in the recommendations for Battle and Rye as they need to be located in main centres of population for these areas. It is recognised that the rural areas of Rother face different challenges due to the size of the villages and the geographic spread. The following facility types are recommended for consideration in these areas.
- **MUGAs** – Further MUGAs to be provided in the future. The quantity and location of these will be subject to further investigation by the Council, depending on their priorities for targeting provision
 - **Skate Parks** – Further skate parks to be provided. The quantity and location of these will be subject to further investigation by the Council, depending on their priorities for targeting provision
 - **Outdoor Tennis Courts** – Access to public courts can be limited in some rural areas and there may be demand for tennis courts in villages with no provision. In some rural areas there is interest in converting underused tennis courts into multi use games areas.
- 6.3.9 The provision of these local facilities will depend on the needs and aspirations of the Parish Councils and priorities identified in Local Action Plans. Such facilities could form hubs of activity for young people.
- 6.3.10 Table 47 contains a summary of the additional facility needs for Rother. This identifies the quantity of each facility type for each of the main population centres. Facility types for which supply meets demand are not listed.

Table 47: Summary of Recommended Provision & Location

| Facility Type | Summary of Recommended Provision & Location |
|-------------------------------|---|
| Swimming Pools | Bexhill: 2-3 lanes Rye: 0 Battle: 3-4 lanes (subject to completion of a feasibility study) TOTAL: 5 - 7 |
| Sports Halls | Bexhill: None required, assuming new 4 court hall is added at Bexhill High School Rye: 2 courts Battle: 4 courts TOTAL: 6 |
| Health & Fitness | Bexhill: 70-101 stations Rye: 8-19 stations* Battle: 0 TOTAL: 78 - 120 |
| Synthetic Turf Pitches | Bexhill: 1 full sized pitch at the new Bexhill High School Rye: 1 training facility at Rye College Battle: 1 training facility at Claverham College TOTAL: 3 |
| Indoor Tennis Courts | Bexhill: 8.5 courts (Bexhill is likely to be the preferred location due to the comparative density of the local population) TOTAL: 8.5 |
| Multi Use Games Areas | Further MUGAs to be provided. The quantity and location of these will be subject to further investigation by the Council, depending on their priorities for targeting provision |

| | |
|--------------------|---|
| Skate Parks | Further skate parks to be provided. The quantity and location of these will be subject to further investigation by the Council. |
|--------------------|---|

**It should be noted that stand alone health and fitness facilities of this scale are uneconomical and these would need to be added on to existing provision, where possible.*

What should be included in a new Bexhill Leisure Centre, to replace the existing Leisure Centre and Leisure Pool?

- 6.3.11 Rother District Council is considering the future of Bexhill Leisure Centre and Leisure Pool. The existing wet and dry facilities are located on separate sites in Bexhill. This is uneconomical and leads to increased capital and revenue costs for the Council. There are clearly opportunities to consolidate provision and to seek to create a sustainable hub of activity with reduced revenue costs to the Council. Any replacement facilities could also provide an opportunity to accommodate some of the facilities recommended for Bexhill earlier in this section (see Table 47). The additional facilities that should be considered include:
- increased swimming pool space
 - increased health & fitness
 - a multi use games area
 - a skate park.
- 6.3.12 The most likely site for the new leisure centre is the site of the existing Bexhill Leisure Centre. No alternative central location has been identified by Rother District Council. A MUGA and skate park could be provided as part of the new leisure centre development or as a part of a youth hub facility or on another town centre site if a suitable location can be identified.
- 6.3.13 As with Hastings, the move from two sites to one could release development potential that could generate a capital contribution towards the cost of providing a new centre. The outline plans should be tested through a thorough feasibility study to include the following stages:
- site identification
 - schedule of accommodation for facilities
 - sketch drawings to the required level
 - prepare design brief
 - pre tender capital cost estimates
 - five year revenue projections linked to a programme of use
 - review of planning issues
 - identification of realistic and achievable capital and revenue funding
 - identification of management and procurement routes
 - soft market testing with management operators
 - define procurement and construction programme and key milestones
 - project management and delivery arrangements
 - costed action plan for delivery.
- 6.3.14 The feasibility study will need to take account of existing sports facilities at Bexhill College and the planned sports facilities at the new Bexhill High School site. It is important that the two new facilities are complementary and that new total new provision does not result in an oversupply.

- 6.3.15 The effect of facilities provided by Eastbourne Borough Council also needs to be considered, as the residents living at the western side of Bexhill have a choice of traveling to Eastbourne as well as Bexhill to access facilities.

What are the opportunities for linking in to school sports provision, particularly the Building Schools for the Future programme?

- 6.3.16 Generally, school sports facilities are a key element of the overall provision in Hastings and Rother. Secondary schools in particular offer opportunities for community use outside school hours. Community accessible schools have been considered in the audit of facilities and the supply and demand modelling. However, the degree of community access to school sports facilities has not been investigated in detail. Stakeholder consultation revealed that there is potential for increased use of secondary school facilities and East Sussex County Council and the school/college governing body should be encouraged to increase the accessibility of these facilities where this is achievable. However this should not be seen as negating the need for other community provision for use during school hours.
- 6.3.17 Glyne Gap School has aspirations for a 4 court community accessible hall to cater for disability sport. This will result in an oversupply of sports halls in Bexhill but could provide a specific focus for disability sport for Rother and Hastings.
- 6.3.18 Claverham Community College (an ESCC maintained school), in Battle, has been successful in securing limited funding from DCSF for a new STP surface. The College has Sports College status and a dual use sports centre making this an excellent location but demand for an additional STP in Rother will have to be established, given existing and planned provision in Rother.
- 6.3.19 In the longer term, BSF will provide significant opportunities for new community access to sports facilities, based on school sites, particularly in rural areas where existing sports provision is limited but will depend upon the provision of additional funding, and the size of the site.
- 6.3.20 Robertsbridge Community School has aspirations for a four court sports hall which could meet school needs and those of the rural community. The BSF programme has also identified the need for every secondary school to have a four court sports hall. If this were provided under BSF it could satisfy demand for an additional 4 courts to serve Battle and West Rother.
- 6.3.21 Rye College is planning to construct a MUGA for school and community use. If this project goes ahead it could satisfy demand for a training facility in Rye and East Rother (this has yet to be finalised).
- 6.3.22 BSF will provide opportunities for schools and ESCC to work in partnership with Hastings and Rother to enhance the facilities that will complement each other. This will create links with users as well as development pathways, linked to sports development initiatives, local clubs and user groups.
- 6.3.23 This strategy provides a clear steer on the facilities required in each area in the future.

What sports facilities should be provided at the new Bexhill High School site?

- 6.3.24 Building Schools for the Future is a national programme that will see a number of secondary schools in the country refurbished or rebuilt over the next 20 years or so. East Sussex County Council is involved in wave 13 of the programme. Wave 13 authorities are likely to commence construction between 2013 and 2015. However, Bexhill High School is allocated as the 'One School Pathfinder' for the LEA. Under proposals for the construction of the High School, on a new site, the following sports facilities will be provided:
- 4 court sports hall
 - a small fitness suite (91m²)
 - dance/drama facilities/gym
 - a full sized, floodlit, synthetic turf pitch (likely to be sand filled)
 - floodlit MUGA (likely to be tarmac).
- 6.3.25 The development is scheduled to be completed by the end of 2010. The aim is for facilities to be available to the wider community outside school hours. This is likely to involve the implementation of a formal community use agreement. Management by an external management operator outside school hours is an option. This must be considered, to maximise community use of the facilities.
- 6.3.26 In the short to medium term the provision of new sports facilities for school and community use will add to the overall provision in Bexhill. In addition, the relocation creates potential for larger scale Council facilities on the current site which is adjacent to the existing High School campus. Rother District Council is currently investigating options for a new leisure centre on the site.

Is there a need for a 50 metre pool based in Hastings or Bexhill? And how can Hastings and Rother Councils best meet the swimming clubs' training and competition needs and those of residents and visitors?

- 6.3.27 In January 2008 Hastings Seagull Swimming Club, 1066 Swimmers and Bexhill Swimming Club (the clubs) submitted a paper to Hasting Borough and Rother District Councils. The purpose of the paper was to establish the need for and justify the provision of a 50 metre pool to serve the residents of Hastings and Rother.
- 6.3.28 The contents of the paper have been reviewed along with the results of consultation with stakeholders on the issue of swimming provision in general and the specific issue of 50 metre pool provision. The advantages and disadvantages of providing a 50 metre pool are summarised in Table 48:

Table 48: Advantage and Disadvantages of a 50 metre Pool

| Advantages | Disadvantages |
|--|--|
| A 50 metre pool would satisfy a clear demand from clubs and high performance swimmers for a local facility. | <p>The core users benefiting from the 50 metre pool will be competitive swimmers. Most recreational swimmers will not require the 50 metre length.</p> <p>The population of Hastings is estimated at 86,100 and Rother is 87,564. This gives a total of 173,664. Nationally, 23% of the population regularly visits a swimming pool. This equates to 39,943 regular swimmers in Hastings and Rother. The majority of swimmers in the area are recreational swimmers with a minority being members of the swimming clubs.</p> |
| The need is supported in principle by the Amateur Swimming Association (ASA) as a potential regional facility for Kent and Sussex. | A single site between Hastings and Bexhill will limit the access for the majority of users, compared with providing pools in each town. Poor transport links limit the potential of the area as the location for regional facilities. |
| | The ASA commented that they would regard a 6 lane 50 metre pool adequate to meet the needs for the area. They would see the location as ideal for training purposes only and do not regard Hastings as a venue for hosting significant competitive events. |
| | The coastal location means that the catchment area covers only 180 degrees. This restricts the potential catchment population. |
| | <p>In order to generate increased revenue from the site, to support the costs of operating a 50 metre pool, a significant amount of other facilities would need to be located on the same site. This means that all other facilities, needed to replace existing provision in Hastings and Bexhill, would be located on a single site.</p> <p>This will reduce the accessibility of wider sports provision to residents of Hastings and Bexhill.</p> |
| | The relatively older population profile and those from deprived areas are less likely to be willing and able to travel to a single site, as opposed to two sites. |

- 6.3.29 Whilst the clubs and ASA's wish for a 50 metre pool is clear, the disadvantages of this option for pool provision outweigh the advantages of providing such a facility.
- 6.3.30 A single leisure centre, incorporating all sports facilities and a 50 metre pool, would meet the needs of a relatively small number of competitive swimmers from the local area and wider region. However, the accessibility of a single site will be reduced for the majority of recreational users.
- 6.3.31 Travel distances would increase for the majority of residents. The demographic profile of the area reveals a relatively older population, with lower than average

incomes. This profile tends to be particularly sensitive to cost and transport accessibility. They would be adversely affected by a single site facility.

- 6.3.32 It is recommended that the 50 metre pool option is not pursued further. However, this strategy does support the need for increased pool provision for competitive swimmers, the local community and tourists/visitors. Increased pool provision is recommended in Hastings and Bexhill, to serve the local communities and the wider area. Hastings should remain the focus of competitive short course swimming and additional training facilities should be provided in Bexhill. The supply and demand analysis supports the need for increased swimming provision with a shortfall equivalent to between 13 and 15 lanes of a 25 metre pool, across Hastings and Rother.
- 6.3.33 Both facilities should include separate teaching pools. This will support the demand for swimming lessons with dedicated areas for lessons, which are particularly oversubscribed in Hastings and will improve access to the main pools. It will enable different pool conditions to be provided particularly warmer water temperatures for the learner pool.
- 6.3.34 Provision of leisure water in Hastings and Bexhill is also a key aim of both Councils and this is supported by the operator (Freedom Leisure). This will appeal to a wider family market and is important in providing an additional attraction/activity for tourists and visitors to the area. Stakeholder consultation suggests that two such facilities can exist to complement each other given the nature of the catchment areas and the need to cater for visitors.
- 6.3.35 The net benefit to swimmers of all abilities will be increased access to swimming. In addition, the combined water area provided is likely to be greater than that provided at a single 50 metre pool, albeit without club access to a 50 metre length. Excluding teaching pools and leisure water, one 6 lane 50 metre pool would provide 650 m² of pool space. This compares to 750m² of pool space if one 8 lane 25 metre pool is provided in Hastings and one 6 lane 25 metre pool is provided in Bexhill. Therefore, 100 m² additional pool space will be provided for club swimmers by building two 25 metre pools, as opposed to one 50 metre pool. Club swimmers will have greater choice and access to training facilities, compared to existing provision.
- 6.3.36 The addition of specific facilities for swimming lessons and the provision of areas of leisure water will cater for the wider market and should broaden the appeal and catchment area for both pools.
- 6.3.37 In terms of training facilities for swimming clubs, If the recommended pool areas are provided the area of water suitable for training will increase from the current 512m² (main pool areas at Summerfield's and Bexhill Leisure Pool) to proposed 750m². This would give a net benefit of almost 250m² (50%) additional club swimming space, all of which would be suitable for club training sessions, Currently the design of the leisure pool at Bexhill means that much of the pool space is not able to be used for training as it is too shallow.

What is Rother District Council doing to link in to opportunities generated from London 2012?

- 6.3.38 The opportunities arising from the London 2012 Olympic Games have been considered by Rother District Council. The following paragraphs, taken from a recent briefing note produced by the Head of Amenities (August 2008), summarises the action that the Council has taken, and will take in future, to benefit from the Games.
- 6.3.39 *'Rother District Council welcomes the opportunities that will be generated by the London 2012 Olympic Games. A cross council officer group from sports, arts, museums, regeneration and tourism have been working together on using the Games as a catalyst for developing, extending and accelerating existing and new programmes and projects. This includes working with local partners to develop community capacity and the local infrastructure to leave a legacy after the Olympics.'*
- 6.3.40 *In October 2007 Rother helped facilitate an open meeting, "Making the Most of the Olympics" with workshops to gather information and ideas for a local action plan. Guest speakers included Pdraig Herlihy, South East Coordinator for the 2012 Games, Laura Caton, Policy Consultant at LGA, Carl Maynard, Leader of Rother District Council and Derek Stevens, Chief Executive of Rother District Council.*
- 6.3.41 *The meeting was advertised in the local press and circulated as widely as possible to parish councillors, district councillors, local organisations and groups including sports clubs, sports organisations, arts groups, museums, schools, tourist attractions, local businesses and volunteer organisations.*
- 6.3.42 *Information and ideas gathered from the workshops were collated in "Rother – Making the Most of the Olympics", a working document to be added to and revised over the next four years. Those attending were invited to be part of the Rother 2012 Olympic Forum.*
- 6.3.43 *To celebrate the official Beijing to London handover an Olympic Flag was raised at a ceremony on 24th August 2008 on Bexhill seafront. The flag then travelled to Battle mid September to be raised to celebrate the start of the London 2012 Education programme and then to Rye to link with the Rye Arts Festival and the start of the Cultural Olympiad Programme at the end of September.*
- 6.3.44 *The four year build up to London 2012 will involve officers working with key partners such as the PCT, Freedom Leisure, the De La Warr Pavilion and the many groups and organisations who form the Rother 2012 Olympic Forum to ensure improved opportunities for taking part in sport and cultural activities, provide new opportunities for volunteering and supporting initiatives which will provide a legacy for local people'*

6.4 Next Steps

- 6.4.1 The findings and recommendations from this strategy form a framework for the delivery of facilities for the period of 2009 -2020. Significant facility needs are set out in this strategy and the Councils will work with the following partners to help deliver these:
- East Sussex County Council, Hastings Borough Council, Rother District Council
 - Town and Parish Councils

- private operators
- higher and further education providers
- grant funders
- sports clubs and other voluntary organisations
- primary, secondary and special schools.

6.4.2 It is recommended that the contents of the strategy are reviewed annually, as the situation will change locally over the life of the strategy. Annual reviews will ensure that the needs are updated and that the strategy reflects the position, as supply and demand changes.

6.4.3 Where reference has been made to development of facilities in specific areas it is advised that full feasibility studies are conducted for each facility prior to making a commitment to proceed with development.

