

**KKP Needs Analysis – Summary**

**Executive Summary**

KKP were appointed by TRDC to undertake an assessment of the current and future user profile of sports and leisure venues within the catchment of William Penn Leisure Centre.

There is a clear commitment nationally and locally to improving levels of physical activity among, and providing opportunities for, the population. Enabling and encouraging this to be a habit for life is a key strategic theme as is targeting the inactive.

The Healthier Communities Policy in the Three Rivers Strategic Plan (2018-2021) states the priority to reduce health inequalities, promote healthy lifestyles, support learning and community organisation. TRDC has to decide which facility option will provide the best opportunity to support this.

Three Rivers has relatively low levels of deprivation (both IMD and Health) in comparison with national figures and there is a higher than average propensity to take part in sport and physical activity, according to the Sport England’ Active Lives Survey 2016/17.

The population of women aged 16 to 44 years (i.e. the most likely age range to be interested in netball participation) is c. 16,500 (2016 MYE) which is projected to reduce slightly (but remains over 16,000 up to 2041.

The number of 0- 9 year olds will remain steady at c. 12,000 throughout the same period. In Reception Year in TRDC, 18% of children are obese or overweight. This rises to 29% by Year 6.

The following is a summary of the advantages and disadvantages of the options.

*The status quo*

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>◀ The 4-court sports hall will be able to accommodate a wider range of sports (now and in the future) than a 2-court hall.</li> <li>◀ Daytime 4-court sports hall availability in the district is retained.</li> <li>◀ The long-term investment in netball as one of the key areas of promotion of women’s sport and getting the inactive active can be built on.</li> <li>◀ Evening 4-court sports hall availability can continue to accommodate peak-time demand.</li> <li>◀ TRDC residents are not entirely reliant upon access to school 4-court sports halls (where community access policy can change) for sports that require this space.</li> <li>◀ Sport England would prefer to retain the sports hall in its present 4-court format</li> <li>◀ The venue can continue to accommodate Active Life sessions on 4 courts (except during school holidays) during off peak (day) times.</li> <li>◀ There is an opportunity to refresh full sports hall-based activity programmes within the current facility; Sport England and England</li> </ul>	<ul style="list-style-type: none"> <li>◀ Halts investment (in this form) in the facility (as proposed by Everyone Active).</li> <li>◀ Leisure Centre income gained from activities such as netball and Active Life is projected to be substantially lower than that derived from the proposed soft play and climbing centre option.</li> <li>◀ No soft-play is provided in the District</li> <li>◀ Lack of opportunity to engage more children in physical activity at the venue.</li> <li>◀ Potential risk of operator pulling out of the contract as financial projections were based on the proposed alteration.</li> </ul>

Netball support this action.	
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*Converting the 4-court sports hall into a 2-court hall with soft play and clip ‘n’ climb destination*

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>◀ The level of investment in the facility will improve the quality of the infrastructure.</li> <li>◀ The profile of the facility and programmes, therein, will be raised.</li> <li>◀ The financial viability of the facility will be enhanced via both primary and secondary spend.</li> <li>◀ The throughput/footfall, especially of children and younger people, is expected to increase significantly – a net increase of 40,000 people per annum.</li> <li>◀ The facility in its revised layout will be able to host Active Life sessions on 2 courts opposed to 4 courts that they utilise outside of school holidays</li> <li>◀ There is the potential to cross sell other activities to children and parents/guardians who accompany them.</li> <li>◀ The new venue will contribute to TRDC ambitions to get children active thus helping to tackle levels of obese and overweight children in the District</li> <li>◀ Development of these facilities is likely to create additional jobs.</li> <li>◀ Whilst not ideal for some netballers and a factor that limits the appeal of the sport to new and returning players, there are outdoor facilities available to continue to play netball in the District, during the day, in the evenings and week-ends. In addition to this, there are indoor facilities outside of the District where netball can be played during the day.</li> </ul>	<ul style="list-style-type: none"> <li>◀ Reduced sports hall scale will delimit the range of formal/informal sporting opportunity available to residents.</li> <li>◀ In particular Active Life sessions, which take place at off peak times, will have their sessions changed from 4 to 2 courts. (there is the opportunity to extend the times available to run this, as well as additional activities being offered, which could cater for a wider range of over 50's who want to be active).</li> <li>◀ The developing daytime Back to Netball and Walking Netball (which both take place at off-peak times) will be displaced. England Netball indicates that a 4-court hall is required to support these activities, although it does acknowledge that training and drills can take place utilising smaller areas.</li> <li>◀ There is nowhere else in the District where netball can be offered indoors during the day - at the same time as current programmes.</li> <li>◀ Neither of the proposed amenities necessarily attract and cater for regular participation.</li> </ul>

### **KKP Needs Assessment – Detailed Summary**

KKP were appointed by TRDC to undertake an assessment of the current and future user profile of sports and leisure venues within the catchment of William Penn Leisure Centre.

The catchment area was identified using Sport England’s Facilities Planning Mode for “effective catchment” and is as follows: Sports Halls – 20-minute walk / 20 minutes’ drive and Soft Play and Climbing Centres – 30-minutes’ drive.

### **Netball Needs Assessment**

The current proposal is to convert the indoor 4 court sports hall at William Penn Leisure Centre into a space with 2 courts and the addition of a permanent soft play/clip ‘n’ climb facility . This will result in the loss of 2 courts which will mean the remaining 2 courts will be unusable for match netball. However, it is worth noting that netball is traditionally an outdoor, winter sport, with many netball sessions and matches taking place on outdoor courts.

A review during the winter months (busiest period) indicates that activities accommodated in the sports hall at off peak times, include: netball, “Active Life” (over 50’s physical activity session which use the indoor sports courts for soft tennis and badminton)and Taekwondo. During peak times, it includes a mix of block bookings and pay and play opportunities (mostly badminton).

Current peak time (5pm – 9pm, Mon-Fri) usage is 73% booked and 27% unused, between 9pm – 10.30pm it is 48% used and 52% unused. There is no industry average or national standards, however Sport England identifies that 80% full at peak times is considered to be uncomfortably busy and it is not uncommon to find many sports halls operating above this level. William Penn is operating below this threshold.

### **Supply and Accessibility**

Using the metric of a standard 4-court sports hall into consideration, there are 9 indoor courts in Three Rivers at 8 venues, which can host matches and training. Of the 9 indoor courts, one (William Penn Leisure Centre) can be used during the day as the rest are on school sites.

Netball and tennis can, in some instances, utilise the same outdoor space. Two tennis courts can accommodate 1 netball court and three tennis courts can accommodate 2 netball courts. Based on this standard, there is the potential to host netball on 38 outdoor courts. Of the 38 outdoor courts, 9 can be used during the day as the rest are on school sites.

### **Current Netball Provision**

Netball sessions: Back to Netball (indoor/daytime/William Penn Leisure Centre), Back to Netball (indoor/evening/St Clement Danes School), Back to Netball (outdoor/evening/YMCA Woodlands), Walking Netball (indoor/daytime/ William Penn Leisure Centre), Netball Now (indoor/evening/Nuffield Health RMS) and Junior Netball (indoor/late afternoon and evening/William Penn Leisure Centre).

Total netball participation at William Penn Leisure Centre in July was 135 and 96 in August (only Walking Netball and 1 mums and daughter session ran in this period). Back to Netball and Walking

## APPENDIX A – KKP Summary

netball attract an average of 16 people per session and the 2 junior netball sessions attract an average of 10 people per session.

In total 99 individual people have taken part in the 3 netball sessions at WPLC throughout Winter 2017/18. Of these 99 users:

- 75 reside in Three Rivers - a significant number travel from Chorleywood and a cluster from Rickmansworth.
- One quarter travel from outside the District, mainly the London Borough of Hillingdon.
- 26 live within a 20-minute walk, 83 within a 20-minute drive and 14 outside of this catchment
- The majority therefore travel by car or public transport to attend the sessions

### **Indoor Facilities in Neighbouring Authorities (20-minute drive)**

Local authority boundaries are not a key factor in determining distance travelled to use leisure facilities.

Of the indoor sports halls identified, most are on educational sites, however, Watford Leisure Centre – Woodside and Chalfont Leisure Centre are available for daytime use and could be available and accessible to accommodate much of the current netball participation:

- Chalfont Leisure Centre is located 5.6 miles (17-minute drive time) from WPLC. It is 5.9 miles (15-minute drive time) for the netballers who presently travel to WPLC from Chorleywood.
- Watford Leisure Centre – Woodside is located 10.8 miles (22-minute drive time) from WPLC. It is 8 miles (14-minute drive time) for the netballers who presently travel to WPLC from Chorleywood.

### **Demand and Consultation**

Both *England Netball* and *Hertfordshire Netball Association* are committed to a programme of increasing netball participation. England Netball suggests that a club developing is unlikely due to high satisfaction with the current provision. It identifies that the Back to Netball and Walking Netball sessions held at WPLC are the best attended in the County. This is out of 19 Back to Netball sessions and 8 Walking Netball sessions. England Netball attendance figures show that attendances at Walking Netball across the County, range from 9 (Furzefield) – 16 participants (Wodson Park) and between 7 (Bushey) and 17 (Ridgeway Academy) for Back to Netball.

*Sport England* cannot object to a proposed reduction in sports hall space, as its consent is not required. Sport England does have concerns as it is the only indoor 4-court sports hall available during the day within Three Rivers and would prefer TRDC to pursue a solution involving another venue to provide the soft play/clip 'n' climb facility.

*Ley Netball Club* is a social netball team, with 12 junior female participants – running at St Clement Danes indoors, on a Monday and Tuesday evening for 1 hour. It reports that it faces sustainability issues, due to low numbers and being able to cover the cost of the school hire (which TRDC currently subsidises).

*Watford Premier League* is a bronze CAPS accredited Club, with 6 established senior teams and 4 junior teams. They train at Parmiter's School, indoors and outdoors on a Monday, Tuesday and Thursday evening.

There are a number of school sites, which have the ability to host netball sessions indoors and outdoors, during the week in the evenings or during the day at weekends. Rickmansworth School, in particular is keen to increase its community sport offer.

### **Estimated participation and income from netball programmes**

Based upon 1,600 participations (20 members x 2 sessions x 40 weeks), equates to an income of £4,800 (it does not take into account the cost of the coach or hall hire). Over the lifetime of the contract, this is likely to generate approximately £96,000 (20 years).

Estimated annual participation for Active Life Recreation (based on data supplied by Everyone Active) is an estimated 18 people attending each of the sessions - at this level of 18 members x 2 sessions x 52 weeks = 1,872 'participations'.

Based upon a current charge of £4.00 per person, this will equate to an income of £7,488 per annum. This equates to £149,760 (assuming that each person pays per session and is not part of a wider membership scheme). over the lifetime of the contract.

Across both schemes, this equates to an income of approximately £245,000 over the 20 years for the current contract.

### **Soft Play**

Nationally, there has been a considerable increase in the number of indoor play areas in recent years. Its growth has developed with the 3 main objectives: satisfy the demand for family orientated leisure facilities; provide safe and imaginative play areas in a controlled environment, generate a good level of financial return.

Recent examples of facilities investing in soft play include: YMCA Kingston Upon Thames, Tolworth Recreation Centre, Cotlandswick Leisure Centre, Parklands Leisure Centre and Newtownards Leisure Centre.

During February 2018, Parklands Leisure Centre converted its 8 court sports hall, into a 4 court sports hall and soft play with clip 'n' climb facility (this is double the size of the one proposed for WPLC). On average, 54% of the 8 sports courts were booked, after the work, 88% of the 4 courts were booked.

In 8 months to date, there have been 8,666 climbing attendances and 17,325 soft play attendances. Over a year, this would average out at 13,299 climbing attendances and 25,988 soft play attendances. These figures indicate an increased throughput of c.38%

These facilities are considered to be an effective way to increase footfall, cross-sell activities and drive primary and secondary spend.

There are no soft play facilities available within Three Rivers. There are 12 within a 30-minute drive time of WPLC. Across the board, different venues target and cater for different age groups.

There are approximately 12,000 children under the age of 10 years living in Three Rivers. Over one quarter of local children (29%) are either overweight or obese by Year 6. Although there is no evidence to suggest that children who use soft play centres are any more or less overweight or

obese than those that don't, a soft play facility will be a venue, at which physical activity among younger children, is encouraged.

### **Climbing Facilities**

Indoor climbing is an increasingly popular form of rock climbing on artificial structures. The proliferation of indoor climbing gyms has increased the accessibility and popularity of the sport.

There is no indoor climbing facility in Three Rivers. There are 5 located within a 30-minute drive of WPLC. All 5 vary in what they offer, prices, opening times and target groups.

The British Mountaineering Council (NGB for climbing) membership, has risen from 67,741 in 2008 to 84,741 in 2017. The inclusion of climbing facilities, especially a recreational wall can generate an early interest in the sport, leading to regular climbing activity. There is also an opportunity to increase participation amongst the wider population locally, for example, youth groups, uniformed groups and schools.

### **Estimated participation and return on investment**

Everyone Active has produced a business plan to support its intended investment in soft play and clip 'n' climb facilities. This is based on local demographics and its experience developing a similar facility at Parklands Leisure Centre, Oadby and Wigton. It suggests that the throughput (total participation) in year one for both soft play and clip 'n' climb will be c. 50,000 (with a potential reduction of c.10,000 which includes Active Recreation and netball programmes). It further identifies that income will increase by c. £200,000 per annum. This equates as an additional management fee, that will be received by Three Rivers District Council, of c. £70,000 per annum and £1.4 million over the 20 year life of the contract.

### **National and Local Context**

It is important to understand national, regional and local context as this helps to identify trends and consider how they can be interpreted locally with regard to physical activity and sport.

There are a range of national strategies from Sport England, National Planning Policy and Public Health England. Across the board, there is a clear commitment to increasing sport participation and physical activity levels in all demographic groups – children and young people, women, older people, disabled people and people from lower socio-economic backgrounds. There is a similar picture locally, with both TRDC and Hertfordshire prioritising increasing the health and wellbeing of all local residents, both young and old.

### **Local Demographics**

KKP assessed the current district demographics as well as the population projections for the area and individual age brackets. This allows a consideration on how local demographics affect the potential impact on sport and physical activity participation. Regarding deprivation, only a small proportion fall within the areas covered by the country's 3 most deprived cohorts. Conversely, 64.4% live in the three least deprived groupings in the country (the national average is 30%)

### **Weight and Obesity**

Obesity is widely recognised to be associated with health problems such as type 2 diabetes, cardiovascular disease and cancer. Adult and child obesity rates in Three Rivers are below national and regional averages. However, in common with other areas, obesity rates increase significantly between the ages of 4 and 11. 18.2% of children in Reception are either overweight or obese. By year 6, well over one quarter (28.7%) are overweight or obese.

### **Health Costs of Physical Inactivity**

The annual cost to the NHS of physical inactivity for the CCG that Three Rivers falls within is estimated at £4,094,575.80. In comparison to the national and regional costs per 100,000, these costs are 18.7% below the national average and 18.8% below the regional average.

### **Sport England Active Lives Survey 2015/16**

The Active Lives Survey is a new way of measuring sport and activity across England in people aged 16+. Fewer people in Three Rivers are inactive, relative to England and the East. Inactive: 20.5% (England: 25.7% / East: 25.4%), Fairly Active: 13.4% (England: 12.5% / East: 12.6%) and Active: 66.1% (England: 61.8% / East: 62%).

The top 4 sports in Three Rivers is: Swimming: 8.9%, Athletics (including running, walking and jogging): 8.4%, Cycling: 6.4% and Keep Fit classes: 6.2%.

### **Sporting Segmentation**

Sport England has classified the adult population via a series of 19 market segments to provide insight into sporting behaviours of individuals. Knowing which segment are most dominant in a population can help direct provision and programming, make tailored interventions, communicate effectively and better understand participation in the context of life stage and life cycles.

Data indicates that the dominant groups in Three Rivers, representing 31.79% of the adult population are:

- Tim – 26-45 years – sporty male professionals, top sports: cycling, football, gym/keep fit, swimming, golf
- Philip – 46-55 years – mid-life professional, top sports: cycling, keep fit/gym, swimming, football, golf
- Chloe – 18-25 years – graduate professional, top sports: swimming, keep fit/gym, athletics

With regard to netball, Sport England segmentation indicates that in the Three Rivers District:

- 0.5% (341) of people currently play netball and a further 0.4% (292) would like to, giving an overall total of 0.9% (634).
- 2.1% of Leanne's play netball; the largest proportion of any group playing the sport. They are closely followed by the Chloe segment at 1.9%.
- Groups with the largest segment of the local population currently playing netball are the Chloe (32.6%) and Alison (20.5%).
- Groups with the most people who would like to play are Chloe (36.0%) and Alison (17.1%).

The main group to target to increase netball numbers is therefore Chloe. It is likely that these females will be working during the day so are most likely to want to play in the evening or at weekends.

**Population Projections**

The recent ONS projections indicate an overall rise of 15.9% (+14,720) in the district population over the 25 years from 2016 – 2041.

The rising number of 0-15 year olds over the first half of the projection will place additional pressure on sporting, educational and cultural provision. The number of 16-44 year olds remains steady, with a predicted decline in the number of 25-34 year olds in the first period, followed by an increase in the second period. There is a predicted continuous increase in the number of people aged 65+.