



# BROADLAND BUILT FACILITIES ASSESSMENT OF NEED AND STRATEGY 2022 – 2038



**Norfolk**  
County Council



**NORWICH**  
City Council



FINAL ASSESSMENT

SEPTEMBER 2022

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Appendix A – Strategic Document Review;

Appendix B – Greater Norwich Demographic Insight Report;

Appendix C – Sports Hall FPM Report; and

Appendix D – Swimming Pool FPM Report.



The Greater Norwich Physical Activity & Sport Strategy 2022-38 was jointly funded by the Greater Norwich Growth Board and Sport England. Sport England's support is gratefully acknowledged.

# 1. Introduction

- 1.1 In December 2013, Norfolk County Council ('Norfolk CC'), Norwich City Council ('NCC'), South Norfolk Council ('SNC') and Broadland District Council ('BDC') together with the New Anglia Local Enterprise Partnership signed a City Deal with government, adopting shared growth targets and forming a voluntary partnership.
- 1.2 The area known as Greater Norwich is now overseen by two separate partnership boards; the Greater Norwich Development Partnership ('GNDP'), who oversee the development of the emerging Greater Norwich Local Plan ('GNLP'), and the Greater Norwich Growth Board ('GNGB'), who oversee the strategic delivery of infrastructure that is required to support the planned growth.
- 1.3 FMG Consulting Ltd ('FMG') was commissioned by the GNGB to undertake the Greater Norwich Physical Activity and Sports Strategy ('PASS') and associated Action Plan. This report, the 'Broadland Built Facilities Assessment of Need and Strategy 2022 – 2038' ('needs assessment') is required to assess the current and future need for a range of community indoor sport and leisure facilities, and provide an evidence base, which underpins the Greater Norwich PASS.
- 1.4 The aim is to develop a clear strategy for providing effective and sustainable sport and physical activity infrastructure for local communities up to 2038 and support the planned growth within the GNLP.
- 1.5 Following the development of the individual needs assessments for South Norfolk, Broadland and Norwich, an overarching GNGB Action Plan has been developed. This considers the three individual needs assessments and Action Plans and provides a joint Action Plan for built facilities in Greater Norwich.

## **Vision, Mission and Aims of the Built Facilities Strategy (BFS)**

- 1.6 A vision, mission and aim for the strategy has been created, and this sets out what the BFS is trying to be achieve and why. It will cover the period 2022 to 2038.

### **Vision**

“To enhance the health, well-being, and quality of life of our residents, by creating opportunities for and inspiring people to become more active.”

### **Mission**

“To provide high quality built facility sports provision, to meet current need and future demand”.

## **Aims**

1.7 The BFS will also follow the three overarching aims recommended by Sport England, which are:

1. **Protect** existing built facility provision up to 2038;
2. **Enhance** built facility provision by improving the quality and management of facilities; and
3. **Provide** new built facility provision where there is demand.

## **Scope of the Work**

1.8 This needs assessment has been developed in line with Sport England's published guidance for developing a local assessment of need and evidence base for indoor sports and recreational facilities. This guidance is entitled 'Assessing Needs and Opportunities Guidance' ('ANOG' [view the ANOG Guidance here](#)).

1.9 This report provides a quantitative and qualitative audit assessment of the following facility types (in line with ANOG):

- Swimming pools;
- Sports halls;
- Health and fitness;
- Indoor tennis centres;
- Indoor bowls centres;
- Squash courts;
- Athletics;
- Cycling;
- Gymnastics;
- Boxing; and
- Community Halls.

## **Structure of the Needs Assessment**

1.10 The structure of the needs assessment is as follows:

- Section 2 – Background and Context;
- Section 3 – Assessment Approach and Methodology;
- Section 4 – Sports Halls;
- Section 5 – Swimming Pools;
- Section 6 – Health and Fitness;
- Section 7 – Indoor Tennis Centres;
- Section 8 – Indoor Bowls Centres;
- Section 9 – Squash Courts;
- Section 10 – Other Built Facilities; and
- Section 11 – Action Plan.

## 2. National and Local Context

### Introduction

2.1 In this section, we have summarised the national and local context for Broadland.

### National Context

#### **Sport England - Uniting the Movement** ([Click here for Uniting the Movement](#))

2.2 This 10-year strategy was published in 2021 and is Sport England's vision to transform lives and communities through sport and physical activity. It is the result of an 18-month consultation period with a wide range of partners and stakeholders who have helped to shape Uniting the Movement.

2.3 There is a recognition that more investment into sport and physical activity is needed through National Governing Bodies (NGBs), sports clubs, other organisations, and community groups.

2.4 It aims to remove existing barriers to sport and has three key objectives.

1. Advocation for movement, sport and physical activity;

2. Joining forces on 5 big issues:

- Recover and reinvent;
- Connecting communities;
- Positive experiences for children and young people;
- Connecting with health and wellbeing;
- Active environments; and

3. Creating the catalyst for change.

2.5 NGBs also have their own strategy documents that set out their sport's national strategic priorities. An overview of these has been provided in Appendix A of this report.

## Local Context

### Greater Norwich Local Plan (GNLP) ([Click Here for Regulation 19 Publication](#))

- 2.6 The emerging GNLP (Regulation 19) identifies where growth is needed during 2018 to 2038, with Government targets leading to around 49,500 new homes being required. It also provides up to date policies to guide developments and meet Government requirements set out in the National Planning Policy Framework.
- 2.7 There are a number of policies within the GNLP that are relevant to the BFS. An overview has been provided in Table 2.1 below.

**Table 2.1 – Greater Norwich Local Plan Overview**

Policy	Overview
<p>Policy 1</p> <p>The Sustainable Growth Strategy</p>	<p>Policy 1 sets out the broad strategic approach. It provides the context for subsequent more detailed strategic locational, thematic and site policies within the plan. Sustainable development and inclusive growth are supported by delivery of the following, between 2018 and 2038:</p> <ul style="list-style-type: none"> <li>• To meet the need for around 40,550 new homes, provision is made for a minimum of 49,492 new homes;</li> <li>• To aid delivery of 33,000 additional jobs and support key economic sectors, around 360 hectares of employment land is allocated, and employment opportunities are promoted at the local level;</li> <li>• Supporting infrastructure will be provided in line with policies 2 and 4; and</li> <li>• Environmental protection and enhancement measures including further improvements to the green infrastructure network will be delivered.</li> </ul> <p>Housing growth is distributed in line with the following settlement hierarchy:</p> <ol style="list-style-type: none"> <li>1. The Norwich urban area, which consists of Norwich and the built-up parts of the fringe parishes of Colney, Costessey, Cringleford, Drayton, Easton, Hellesdon, Old Catton, Sprowston, Taverham, Thorpe St. Andrew, Trowse and the remainder of the Growth Triangle;</li> <li>2. The main towns, which are Aylsham, Diss (including part of Roydon), Long Stratton, Harleston and Wymondham;</li> <li>3. The key service centres, which are Acle, Blofield, Brundall, Hethersett, Hingham, Loddon/ Chedgrave, Poringland/ Framingham Earl, Reepham and Wroxham; and</li> </ol>

Policy	Overview
	<p>4. Village clusters which cover the remainder of the GNLP area.</p> <p>The strategy distributes around 74% of the growth in the “Strategic Growth Area”. This area includes:</p> <ul style="list-style-type: none"> <li>• The main Cambridge to Norwich Tech Corridor area, including Norwich, the North East Growth Triangle, the remainder of the Norwich Fringe, Hethersett and Wymondham;</li> <li>• All the key strategic employment areas in the plan;</li> <li>• All but one of the strategic scale housing growth locations (the exception is Long Stratton);</li> <li>• High quality public transport, road and cycling infrastructure (both existing and planned); and</li> <li>• The great majority of brownfield sites in the area.</li> </ul>
<p>Policy 2 Sustainable Communities</p>	<p>Development must be high quality, contributing to delivering inclusive growth in mixed, resilient and sustainable communities, to enhance the environment, and to mitigating and adapting to climate change, assisting in meeting national greenhouse gas emissions targets.</p> <p>This includes ensuring safe, convenient and sustainable access to on site and local services and facilities including schools, health care, shops, recreation/ leisure/ community/ faith facilities and libraries.</p>
<p>Policy 7.1 The Norwich Urban Area including the Fringe Parishes</p>	<p>Norwich and the fringe parishes will be the area’s major focus for jobs, homes and service development to enhance its regional centre role and to promote major regeneration, the growth of strategic and smaller scale extensions and redevelopment to support neighbourhood renewal. The area will provide 30,500 additional homes and sites for a significant increase in jobs, including around 257 hectares of undeveloped land allocated for employment use.</p>
<p>Policy 7.2 The Main Towns</p>	<p>This policy sets out proposed developments within the main towns of Aylsham, Diss (with part of Roydon), Harleston, Long Stratton and Wymondham. This will account for roughly 6,850 new houses. The towns play a pivotal role in the rural economy, providing employment opportunities and services for wider hinterlands.</p>



<b>Policy</b>	<b>Overview</b>
Policy 7.3 The Key Service Centres	The Key Service Centres of Acle, Blofield, Brundall, Hethersett, Hingham, Loddon / Chedgrave, Poringland / Framingham Earl, Reepham and Wroxham will continue to be developed to enhance their function as places to live and providers of employment and services to serve the settlement and its hinterland
Policy 7.4 The Village Clusters	The Policy states that a minimum of 4,220 houses will be provided to support village services, as stated in policy 1. The GNLP Sites Plan allocates sites to meet the strategic requirement for up to 482 more homes in addition to the 1,146 homes already committed in the village clusters in Broadland.

**2021 Greater Norwich Infrastructure Plan (GNIP) ([Click here for the Greater Norwich Infrastructure Plan 2021](#))**

- 2.8 The GNIP concentrates on the key infrastructure requirements that support the major growth locations. It does not seek to review or prioritise agreed infrastructure, but instead it is a means of refreshing and managing the strategic programme, keeping it up to date and fit for purpose.
- 2.9 From a BFS perspective, the plan seeks to support:
- Projects that improve the quality and capacity of sports facilities;
  - Projects that encourage adoption of healthier lifestyles through individual and community participation in sport and physical activity;
  - Projects that support the delivery of the playing pitch and built facilities strategies; and
  - Projects that have an identified management strategy which provides financial sustainability in the long term.

**The Joint Health and Wellbeing Strategy 2018-22 ([Click here for the Joint Health and Wellbeing Strategy 2018-22](#))**

- 2.10 This is a joint strategy between Norfolk and Waveney Health and Wellbeing Board. In Norfolk, it is estimated that 68,700 people live in the most deprived areas of England. The difference in the life expectancy gap between those living in the most deprived and the least deprived areas is about 7 years for men and 4.5 years for women.
- 2.11 People living in deprivation are more likely to experience violence, crime and accidents, despite Norfolk having a low overall crime rate.

2.12 People living in the 20% most deprived areas are more likely to smoke, have an unhealthy diet and be less active.

2.13 The strategy identifies the following relevant priorities:

- Prioritising Prevention:
  - Creating healthy environments for children and young people to thrive in resilient, safe families;
  - Delivering appropriate early help services before crises occur; and
  - Helping people to look after themselves and make healthier lifestyle changes.
- Tackling Inequalities in Communities:
  - Identifying and ensuring access to services for those most vulnerable;
  - Promoting healthy relationships in families and communities; and
  - Helping people out of poverty, particularly hidden rural poverty.

**Broadland District Council – Growth Triangle Area Action Plan (2016) ([Click here for the Growth Triangle Area Action Plan](#))**

2.14 The Growth Triangle Area Action Plan (GT AAP) was adopted in July 2016 and specifically applies to the areas of Rackheath, Old Catton, Sprowston, Thorpe St Andrew and other parishes which are not covered by the Site Allocations Development Plan Document (DPD).

2.15 The Joint Core Strategy identified these areas for major urban development concentrating on growth that can support local services such as transport links, secondary education, healthcare, and green infrastructure.

2.16 A large amount of the development planned for the Growth Triangle is already approved with planning permissions. This includes:

- 600 homes, local shops, a community building and open space at Brook Farm (north of Dussindale);
- 21 hectares of employment space north of the developed part of the Broadland Business Park;
- 64,000 square metres of employment space east of the Broadland Business Park; and

- A new urban extension of 3,520 homes, 18,800 square metres of employment space and a wide range of services/ facilities and open space in North Sprowston and Old Catton.

**Broadland District Council Site Allocations Development Plan Document 2016 (Site Allocations DPD) ([Click here for Broadland Site Allocations DPD](#))**

- 2.17 The Site Allocations DPD is a Local Plan in accordance with the Town and Country Planning (local planning) (England) Regulations 2012 (section 6).
- 2.18 It identifies sites that are suitable for different types of development such as housing, employment and community facilities. The plan identifies the following:
- Old Catton, Sprowston/ Rackheath, Thorpe St. Andrew Growth Triangle;
  - Main Towns Policy (300 dwellings);
  - Aylsham;
  - Key Service Centres (50-200 dwellings);
  - Acle, Blofield, Brundall, Reepham Wroxham; and
  - Service Villages - (10-20 dwellings) Blofield Heath, Buxton, Cawston, Coltishall and Horstead, Foulsham, Freethorpe, Great Plumstead and Little Plumstead, Horseford, Horsham St Faith and Newton St Faith, Lenwade, Lingwood, Reedham, Salhouse, South Walsham, Spixworth.

**Summary of Broadland Demographics**

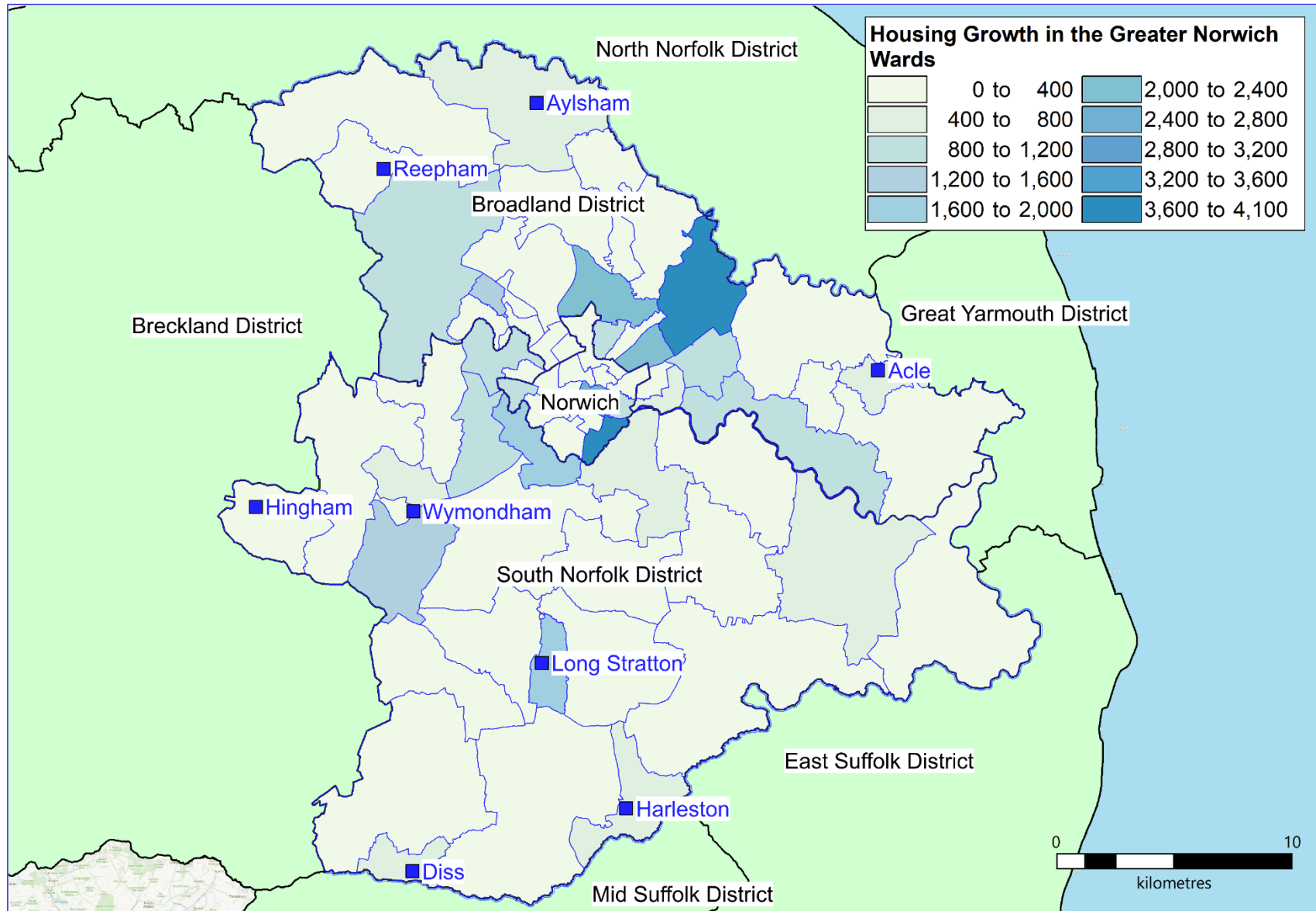
- 2.19 The full demographic insight report can be found in Appendix B to this report, the 'Greater Norwich Demographic Insight Report'. The key findings for Broadland from this report have been summarised below:
- The 2020 Office of National Statistics (ONS) Mid-Year Estimates projects Broadland to have a population of 131,931 in 2018, a growth of 5.8% since the most recent 2011 Census (124,646);
  - The population of Broadland is older than average, with all age groups 45 years old and above higher than the national average;
  - Residents from ethnic minority groups living in Broadland are below the national averages;
  - Unemployment rates are lower than the national averages;
  - More people are in more junior managerial occupations or are identified as skilled manual workers which means disposable income is harder to access for leisure spend;

- There is a high number of people retired in Broadland;
- 89% of households own at least one car or van, this is higher than the national average of 74%, which indicates a reliance on vehicles in Broadland;
- Index of Multiple Deprivation data from 2019 (IMD 2019) has ranked Broadland 257th out of 317 local authorities, meaning the district is in the 20% least deprived in England. However, there are some pockets of higher deprivation in the south-east and north-west of the district;
- General health is in line with national averages, with obesity in adults just below the national and regional average; and
- Sport England Active Lives data from November 2019/ 20 details an above average number of people participating in 150 minutes or more exercise per week.

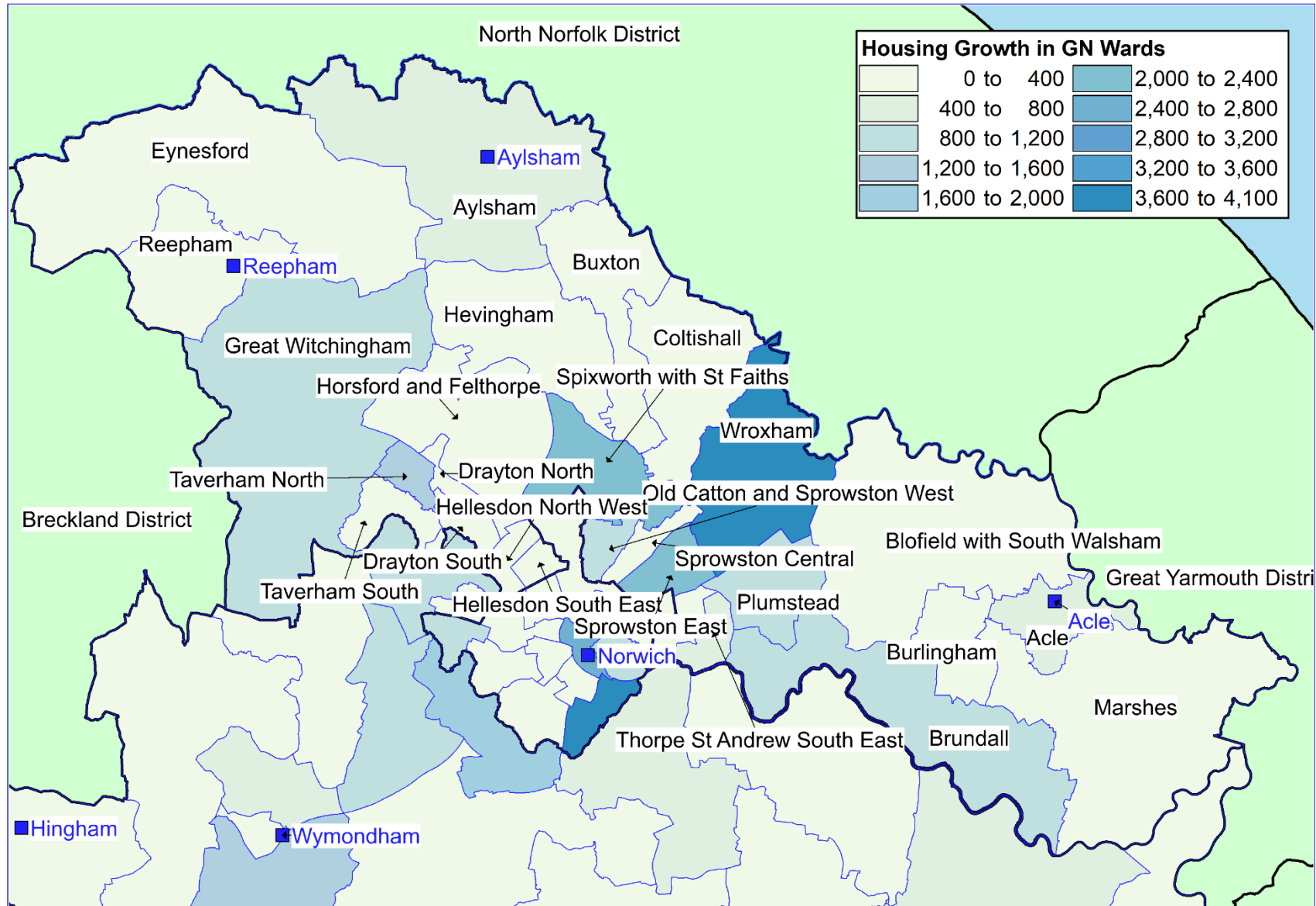
### **Population Growth by 2038**

- 2.20 Significant population growth as a result of new housing provision is expected in Greater Norwich, as highlighted by the GNLP. The ONS Population Projections are based on considering only the mortality and death rates within the district, and therefore does not consider wider housing growth and the impact on populations.
- 2.21 To understand the potential impact on built facilities in the future, we have projected the population growth for Broadland and considered the impact and profile of the planned housing growth. Assumptions have been made on an occupancy basis of the projected housing allocations (in line with ONS and Council recommendations) on a year-by-year basis. This has been agreed with each Greater Norwich local authority, in order to provide the population data required for this detailed built facilities needs assessment.
- 2.22 Overall, the methodology considers the number of houses needed to meet the natural population growth from the ONS projects, as well as the additional population projections as a result of the proposed growth from housing. The full report and assumptions can be found in Appendix B of this report.
- 2.23 Figure 2.1 below details the wider Greater Norwich housing growth and Figure 2.2 focuses on housing growth in Broadland.

**Figure 2.1 – Housing Growth in Greater Norwich**



**Figure 2.2 – Housing Growth in Broadland**



2.24 Table 2.2 below details the estimated population growth in Broadland between 2018 and 2038 in 4-year gaps; 2018, 2022, 2026, 2030, 2034 and 2038. Overall, the population has been projected to increase from circa 129,000 in 2018, to 174,000 by 2038. This is an increase of circa 45,000 people or 35%, with increases in the population across all age groups. This is the largest growth of the 3 authorities in Greater Norwich. Of note, there will be a growing ageing population with circa 24,000 of the population increases in people aged 50 years and above (54%).

**Table 2.2 – Population Growth with Housing Growth in Broadland**

<b>Ages</b>	<b>2018</b>	<b>2022</b>	<b>2026</b>	<b>2030</b>	<b>2034</b>	<b>2038</b>	<b>Difference</b>	<b>Difference %</b>
<b>0-4</b>	5,943	5,989	6,554	7,130	7,588	8,037	2,094	35.2%
<b>5-9</b>	7,002	6,982	7,004	7,522	7,998	8,323	1,321	18.9%
<b>10-14</b>	6,936	7,401	7,886	7,885	8,141	8,475	1,539	22.2%
<b>15-19</b>	6,507	6,891	7,975	8,715	8,600	8,581	2,074	31.9%
<b>20-24</b>	5,660	5,353	5,489	6,501	7,152	7,090	1,430	25.3%
<b>25-29</b>	6,042	6,218	6,323	6,366	7,304	8,003	1,961	32.4%
<b>30-34</b>	6,588	6,946	7,462	7,728	7,578	8,370	1,782	27.0%
<b>35-39</b>	7,229	7,580	8,616	9,360	9,568	9,195	1,966	27.2%
<b>40-44</b>	7,370	8,002	8,913	10,024	10,751	10,963	3,593	48.7%
<b>45-49</b>	9,381	8,631	9,207	10,459	11,552	12,117	2,736	29.2%
<b>50-54</b>	9,935	9,948	9,282	9,274	10,555	11,324	1,389	14.0%
<b>55-59</b>	9,275	9,642	10,104	9,934	9,314	10,487	1,212	13.1%
<b>60-64</b>	8,392	8,970	10,563	11,280	11,098	10,036	1,644	19.6%
<b>65-69</b>	8,547	8,873	9,970	11,952	12,990	12,830	4,283	50.1%
<b>70-74</b>	9,136	8,652	8,606	9,717	11,344	12,392	3,256	35.6%
<b>75-79</b>	6,124	7,458	8,685	7,911	8,670	9,925	3,801	62.1%
<b>80-84</b>	4,777	4,935	6,446	8,362	7,821	8,257	3,480	72.8%
<b>85+</b>	4,620	4,907	5,613	6,938	9,032	9,683	5,063	109.6%
<b>Total</b>	<b>129,464</b>	<b>133,378</b>	<b>144,700</b>	<b>157,058</b>	<b>167,055</b>	<b>174,088</b>	<b>44,624</b>	<b>34.5%</b>

## Sub-Analysis Areas

- 2.25 Importantly, to help inform this needs assessment further, it is also key to understand where the growth will happen and how it will impact on built facilities within that area.
- 2.26 For the purpose of this work, the area of Broadland has been broken down into Sub-Analysis Areas. Sub-Analysis Areas provide a more localised assessment of supply and demand issues within the district, by grouping wards geographically.
- 2.27 The following Sub-Analysis Areas have been agreed for Broadland in Table 2.3, below.

**Table 2.3 – Broadland Sub-Analysis Areas**

<b>West</b>	<b>East</b>
Aylsham	Acle
Buxton	Blofield with South Walsham
Drayton North	Brundall
Drayton South	Burlingham
Eynesford	Coltishall
Great Witchingham	Marshes
Hellesdon North West	Old Catton & Sprowston West
Hellesdon South	Plumstead
Hevingham	Spixworth with St Faiths
Horsford and Felthorpe	Sprowston Central
Reepham	Sprowston East
Taverham North	Thorpe St Andrew North West
Taverham South	Thorpe St Andrew South East
N/A	Wroxham

- 2.28 The Sub-Analysis Areas are represented in this needs assessment by the following colours:
- East – Green; and
  - West – Orange.
- 2.29 Tables 2.4-2.5 below show the estimated population growth in the Analysis Areas.



**Table 2.4 - East Analysis Area Population Growth**

<b>Ages</b>	<b>2018</b>	<b>2022</b>	<b>2026</b>	<b>2030</b>	<b>2034</b>	<b>2038</b>	<b>Difference</b>	<b>Difference %</b>
<b>0-4</b>	3,480	3,511	3,931	4,339	4,655	4,950	1,470	42.2%
<b>5-9</b>	3,975	3,968	4,068	4,430	4,748	4,961	986	24.8%
<b>10-14</b>	3,921	4,189	4,565	4,637	4,834	5,058	1,137	29.0%
<b>15-19</b>	3,582	3,796	4,500	4,994	4,967	4,976	1,394	38.9%
<b>20-24</b>	3,146	2,980	3,134	3,764	4,168	4,147	1,001	31.8%
<b>25-29</b>	3,454	3,563	3,703	3,775	4,360	4,789	1,335	38.6%
<b>30-34</b>	3,805	4,014	4,413	4,629	4,568	5,061	1,256	33.0%
<b>35-39</b>	4,255	4,468	5,188	5,713	5,877	5,665	1,410	33.1%
<b>40-44</b>	4,251	4,619	5,271	6,009	6,493	6,648	2,397	56.4%
<b>45-49</b>	5,288	4,868	5,327	6,133	6,821	7,179	1,891	35.8%
<b>50-54</b>	5,611	5,625	5,374	5,438	6,241	6,722	1,111	19.8%
<b>55-59</b>	5,265	5,486	5,890	5,884	5,570	6,300	1,035	19.7%
<b>60-64</b>	4,845	5,188	6,259	6,783	6,730	6,120	1,275	26.3%
<b>65-69</b>	4,938	5,141	5,924	7,210	7,912	7,847	2,909	58.9%
<b>70-74</b>	5,313	5,049	5,148	5,912	6,976	7,663	2,350	44.2%
<b>75-79</b>	3,555	4,350	5,210	4,832	5,365	6,173	2,618	73.6%
<b>80-84</b>	2,802	2,903	3,903	5,166	4,881	5,177	2,375	84.8%
<b>85+</b>	2,768	2,953	3,468	4,369	5,742	6,186	3,418	123.5%
<b>Total</b>	<b>74,254</b>	<b>76,672</b>	<b>85,275</b>	<b>94,018</b>	<b>100,907</b>	<b>105,621</b>	<b>31,367</b>	<b>42.2%</b>

2.30 Population in the East Analysis Area is expected to increase from circa 74,000 in 2018 to circa 106,000 in 2038, an increase of circa 31,000 people, or 42%.

2.31 The main areas of growth are; Wroxham, Sprowston East, Spixworth with St. Faiths, Old Catton and Sprowston West and Plumstead.

**Table 2.5 - West Analysis Area Population Growth**

<b>Ages</b>	<b>2018</b>	<b>2022</b>	<b>2026</b>	<b>2030</b>	<b>2034</b>	<b>2038</b>	<b>Difference</b>	<b>Difference %</b>
<b>0-4</b>	2,463	2,479	2,623	2,791	2,933	3,087	624	25.3%
<b>5-9</b>	3,027	3,014	2,937	3,092	3,250	3,362	335	11.1%
<b>10-14</b>	3,015	3,212	3,321	3,248	3,307	3,417	402	13.3%
<b>15-19</b>	2,925	3,094	3,475	3,721	3,634	3,605	680	23.3%
<b>20-24</b>	2,514	2,373	2,355	2,737	2,984	2,943	429	17.1%
<b>25-29</b>	2,588	2,655	2,621	2,591	2,943	3,214	626	24.2%
<b>30-34</b>	2,783	2,932	3,049	3,099	3,010	3,309	526	18.9%
<b>35-39</b>	2,974	3,113	3,428	3,647	3,691	3,530	556	18.7%
<b>40-44</b>	3,119	3,382	3,642	4,015	4,258	4,315	1,196	38.3%
<b>45-49</b>	4,093	3,763	3,880	4,326	4,731	4,938	845	20.7%
<b>50-54</b>	4,324	4,323	3,908	3,836	4,314	4,602	278	6.4%
<b>55-59</b>	4,010	4,156	4,214	4,051	3,744	4,187	177	4.4%
<b>60-64</b>	3,547	3,781	4,304	4,496	4,368	3,915	368	10.4%
<b>65-69</b>	3,609	3,732	4,046	4,742	5,078	4,983	1,374	38.1%
<b>70-74</b>	3,823	3,603	3,458	3,805	4,368	4,729	906	23.7%
<b>75-79</b>	2,569	3,108	3,475	3,079	3,305	3,752	1,183	46.1%
<b>80-84</b>	1,975	2,032	2,543	3,196	2,939	3,080	1,105	55.9%
<b>85+</b>	1,852	1,955	2,145	2,569	3,290	3,497	1,645	88.8%
<b>Total</b>	<b>55,210</b>	<b>56,707</b>	<b>59,425</b>	<b>63,040</b>	<b>66,148</b>	<b>68,466</b>	<b>13,256</b>	<b>24.0%</b>

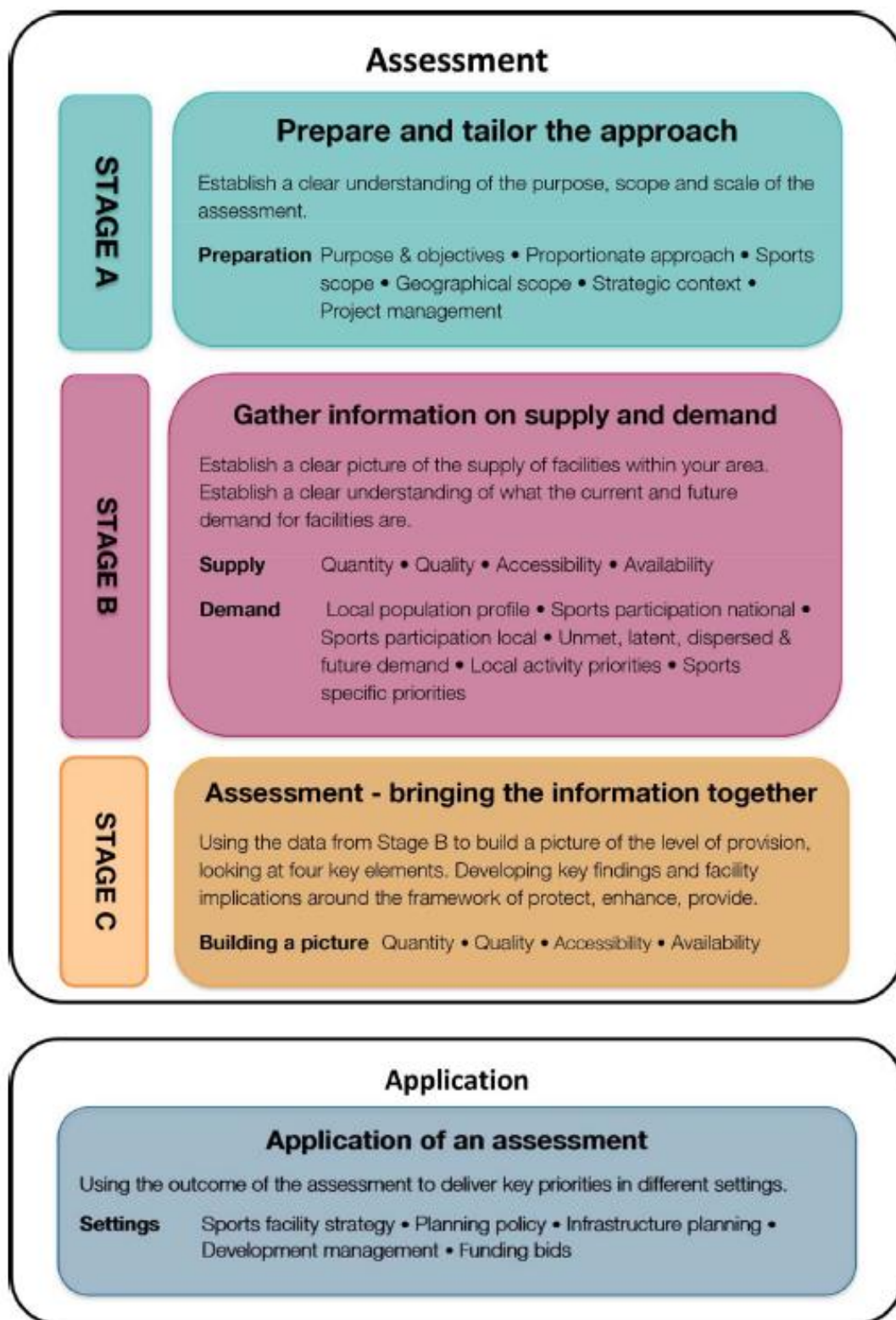
- 2.32 Population in the West Analysis Area is expected to increase from circa 55,000 in 2018 to circa 68,000 in 2038, an increase of circa 13,000 people, or 24%.
- 2.33 The main areas of growth are; Taverham North and Great Witchingham. Growth in the West Analysis Area equates to less than a third of all population growth in Broadland (30%).

# 3. Assessment Approach and Methodology

## Introduction

- 3.1 The Assessing Needs and Opportunities Guidance (ANOG) is aligned with the first National Planning Policy Framework, which was published in 2012.
- 3.2 ANOG is intended to provide detailed guidance to local authorities on how to develop a local evidence base for all types of indoor and outdoor sport and recreational facilities (Paragraphs 73 and 74 of the 2012 guidance).
- 3.3 ANOG has four stages of work identified and these are shown in Figure 3.1 overleaf. The work for this needs assessment has followed the ANOG stages. The assessment for each of the facility types follows the same ANOG sequence of **Quantity, Quality, Accessibility** and **Availability**.
- 3.4 It should be noted that there are many alternative places and ways to be physically active, some of which fall outside the scope of ANOG. However, these are addressed through a combination of other strategies, which should all be viewed holistically, when considering the issue of how to help people become more active.
- 3.5 These strategies include, but not limited to, the Greater Norwich PASS, the Playing Pitch Strategies, the Joint Core Strategy for Broadland, Norwich and South Norfolk, Parks and Open Spaces Strategies and the Joint Norfolk Health and Wellbeing Strategy.
- 3.6 The recommendations from the three BFS's for Norwich, Broadland and South Norfolk will feed into a Greater Norwich BFS Action Plan, which will provide a key evidence base for the Greater Norwich PASS.

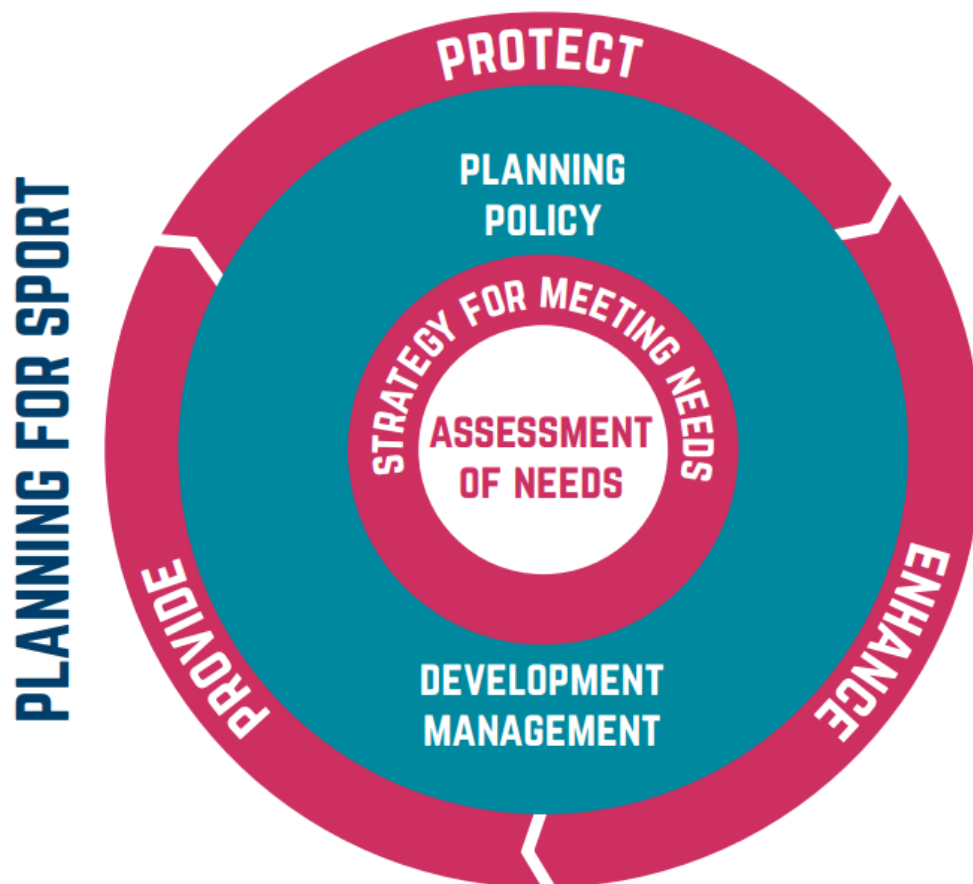
**Figure 3.1 - Assessing Needs and Opportunities Guidance Sport England 2014**



3.7 The Sport England ANOG guidance advises that findings from the needs assessment should be set out in the following terms for future recommendations:

- **Protect** - an evidence base which can inform policy formulation and seeks to protect existing facilities, where there is an identified current need and projected future need for community use;
- **Enhance** - an evidence base which can inform policy and seeks to enhance the provision of existing facilities, where there is an identified current and projected future need and the most effective way to meet this need is by improvement to what already exists. This could be by improving facilities, expertise and/or personnel, or enhancing existing provision; and
- **Provide** - an evidence base which can inform policy and lead to provision of new facilities, where there is an identified need now and in the future. It has been agreed that the most cost and sports effective way to meet this need, is by provision of new facilities.

Figure 3.2 – ANOG Approach



### **Sport England Data**

- 3.8 There are three key Sport England data sets that have been utilised in this needs assessment.

### **Sport England Facilities Planning Model (FPM)**

- 3.9 The FPM helps to assess the strategic provision of community sports facilities. It has been developed as a means of:
- Assessing the requirements for different types of community sports facilities on a local, regional or national scale;
  - Helping local authorities to determine an adequate level of sports facility provision, in order to meet their local needs; and
  - Testing 'what if' scenarios in provision and changes in demand. This includes testing the impact of opening, relocating and closing facilities, and any impact population changes would have on the needs of the sports facilities.
- 3.10 In its simplest form, the model seeks to assess whether the capacity of existing facilities for a particular sport are capable of meeting local demand for sports halls and swimming pools.
- 3.11 The FPM shares many of the same attributes as other spatial planning models, such as retail modelling. In order to estimate the level of sports facility provision in an area, the FPM compares the number of facilities (supply), by the demand for that facility the local population will produce.
- 3.12 The FPM then combines these two elements and shows how much of the demand is being met and not met. It also suggests how much supply is being used and not used, while also considering how far people are prepared to travel to a facility.

### **Calculating the Capacity of Sports Halls – Hall Space in Courts (HSC)**

- 3.13 The capacity of sports halls is calculated by each sports hall site having a capacity in Visits Per Week in the Peak Period (VPWPP). In order for this capacity to be meaningful, these visits are converted into the equivalent of main sports hall courts and referred to as 'Hall Space in Courts' (HSC).
- 3.14 This 'court' figure is often mistakenly read as being the same as the number of 'marked badminton courts' included in the Sport England Active Places data. However, for clarity, this is not the same and it is recognised that there will usually be a difference between this figure and the number of 'marked badminton courts' in Active Places.

3.15 The reason for this difference is because the HSC is the 'badminton court' equivalent of all the main and activity halls capacity; this is calculated based on sports hall size (area) and whether it is the main sports hall or a secondary (activity) hall. This gives a more accurate reflection of the overall capacity of the sports halls than simply using the 'marked badminton courts' figure. This is due to two reasons:

- In calculating the capacity of sports halls, the model uses a different 'At-One-Time' (AOT) parameter for main sports halls and for activity halls. Activity halls have a greater AOT capacity than main sports halls. Marked badminton courts can sometimes not properly reflect the size of the actual main sports hall. For example, a sports hall may be marked out with 4 badminton courts, when it has space for 3 courts. As the model uses the 'badminton courts' as a unit of size, it is important that the sports hall's capacity is included as a 3 'badminton court unit' rather than a 4 'badminton court unit'; and
- The model calculates the capacity of the sports hall as VPWPP, and then uses this unit of capacity to compare with demand, which is also calculated as VPWPP. It is often difficult to visualise how much sports hall space there is when expressed as VPWPP. To make things more meaningful, this capacity in VPWPP is converted back into 'main sports hall court equivalents' and is noted in the output table as 'Hall Space in Courts'.

### **Sport England Sports Facility Calculator (SFC)**

3.16 The SFC is a planning tool which helps to estimate the amount of demand for key community sports facilities, created by a given population.

3.17 The SFC looks at demand for facilities and does not consider any existing supply. The SFC should not be used for strategic gap analysis, due to the fact it does not consider facility locations, capacity and availability etc. For these reasons, total demand figures generated by the SFC should not simply be compared with facilities within the same area.

3.18 However, the SFC does help with quantifying the demand side of the facility provision equation. It helps to answer questions such as, "How much additional demand for sports hall courts will the population of a new development generate, and what would be the cost be to meet this new demand at today's values?".

### **Sport England Active Lives Data**

3.19 Sport England's Active Lives Adult Survey focuses on people aged 16 and over, while their Active Lives Children and Young People Survey looks at the activity levels of children aged 5-16.

3.20 For the Adult Survey, the overall sample size is around 175,000 people for each survey. Their minimum annual sample size for each English local authority is 500 residents, though some key areas will involve surveying a larger number of people.

- 3.21 Data is published in April for the mid-November to mid-November full year results (e.g. November 2021/22) and October for the mid-May to mid-May interim results each year (e.g. May 2020/21). The survey will take place during this time period and will ask the same questions, for example, 'have you participated in swimming at least twice in the past 28 days?'
- 3.22 In this report, we have focused on participation levels at least twice in the past 28 days. This is measured as the equivalent of 30 minutes or more activity at least twice in the last 28 days. Each session must last at least 10 minutes and be of at least 'moderate' intensity. An individual can reach the minimum threshold by a combination of two 30-minute sessions across the last 28 days or by six 10-minute sessions, for example. This is measured for all activities including sports, fitness, dance, cycling and walking (including for travel).
- 3.23 For the Children and Young People Survey, schools are randomly selected and arrange for up to three mixed ability classes in up to three randomly chosen year groups, to complete an online survey. The survey has a different design for Years 1-2, Years 3-6 and Years 7-11, to ensure suitability for each age group.

### **Consultation**

- 3.24 As part of the evidence base development, consultation sessions and surveys were carried with various key stakeholders:
- **National Governing Bodies (NGBs)** – consultation sessions were undertaken with relevant NGBs to understand their current views on quantity, quality, accessibility and availability of the current provision. These discussions also helped identify the current and future demand and highlighted by any key clubs using facilities in the district;
  - **Built Facility Sports Clubs** – this was a survey of Greater Norwich sports clubs to establish their views about supply of current facilities, quality of facilities, accessibility and their views on current and future demand for the needs of their club;
  - **Local Authority** – consultation sessions were held with BDC, as key stakeholders in the provision of community sport and recreation;
  - **Education Providers** – consultation sessions and surveys were completed by schools and education providers in Broadland, to establish their policy towards community use, the types of community use and identify any opportunities to increase community provision and meet the needs for curriculum use; and
  - **Parish and Town Council's** – this survey was completed by Parish and Town Council's to understand the facilities provided by these authorities, identify their policy towards community use, the types of community use and highlight any opportunities to increase community use.



## **Monitoring and Review**

- 3.25 The BFS identifies the investment and actions required to protect, enhance and provide high-quality built facilities infrastructure for Broadland and the Greater Norwich area up until 2038. For Broadland, the action plan can be found in Section 11 in this report.
- 3.26 Further to this, the Greater Norwich BFS Action Plan has been developed following the development of the three individual needs assessments and will enable the GNGB and the Local Authorities to prioritise investment across the Greater Norwich area and work in partnership to deliver this. It will also support any related investment coming through the Community Infrastructure Levy ('CIL').
- 3.27 Each individual BFS is based on current and planned facilities in each Local Authority and there will be a need to periodically review the recommendation and actions, especially when there are changes in the facility provision both within Broadland and in the surrounding local authorities.
- 3.28 It will be important for the key partners to continue to monitor the Action Plan and review it on an annual basis. For Greater Norwich, the Sport and Physical Activity Working Group will be important to oversee delivery of the PASS, BFS and PPS.
- 3.29 The annual review process should include the following as a minimum:
- A review of annual progress on the recommendations, considering any changes to the priority of each action (e.g. the priority of a recommendation may change following the delivery of others);
  - Lessons learnt throughout the year;
  - New facilities that may have been developed and the subsequent impact on the recommendations and Action Plan;
  - Any specific changes of use of key sites in the district (e.g. sport specific specialisms of sites, changes in availability, etc.);
  - Any specific changes in demand at facilities and/ or clubs in the area (e.g. reduction or increase in club membership, impact of new housing growth, changes to the profile of the housing delivery;
  - New formats of traditional sports that may need to be considered; and
  - Any new or emerging issues and opportunities.

# 4. Sports Halls

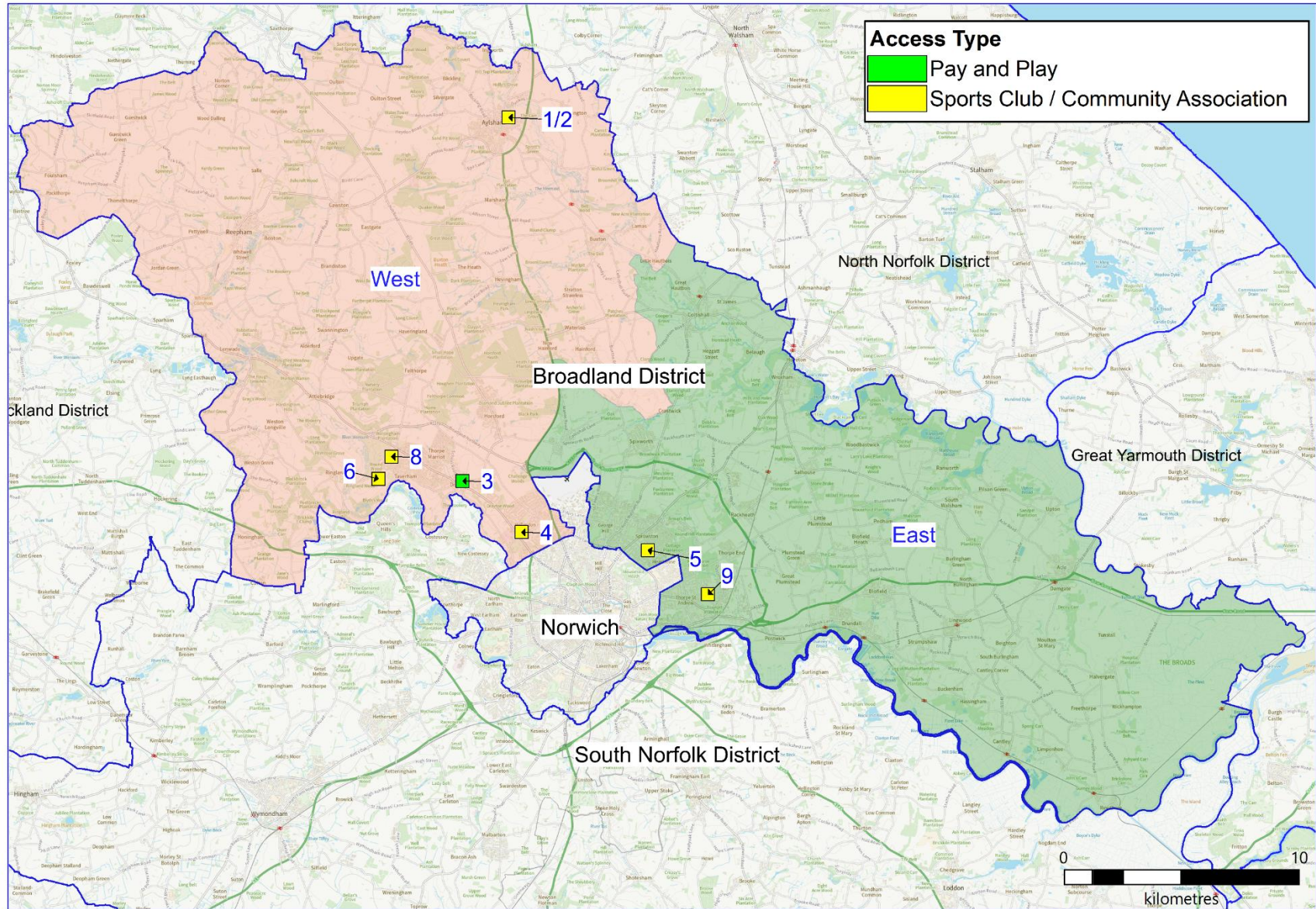
## Introduction

- 4.1 Indoor sports halls are often one of the key sports facilities, allowing for various community sports and physical activity. These facilities are often suitable to allow participation in a wide range of sport and recreational activities.
- 4.2 This needs assessment uses the FPM assessment of sports halls, which was produced on behalf of Sport England for Broadland in 2020. It was commissioned by BDC in order to provide a current assessment of sports hall provision and provide an evidence base for the supply, demand, and access to sports halls in 2020 (to note, 2020 was the latest Sport England data set available at the time of commission). In order to understand the potential future demand for facilities, the FPM was used as a base, along with population projections and the SFC. This helped identify future need up to 2038.
- 4.3 The standard methodology for measuring provision of sports halls is the number of badminton courts contained within the floor area. Sports halls are generally considered to be of greatest value if they are at least 3 badminton courts in size, coupled with sufficient height. Only sports halls of at least 3 badminton court size are included in the FPM assessment. The exception to this is where smaller sports halls (or activity halls) are on the same site as a sports hall with at least 3 courts, and so these are included within the assessment. Please also note the methodology of calculating sports hall courts, which is detailed in Section 3 of this needs assessment.
- 4.4 A 4-court sports hall provides greater flexibility and allows more activities to take place, such as basketball, football, netball and indoor cricket. Larger halls (5 badminton court size and above) can also accommodate higher level training and/or competition sport, as well as meeting day to day need more effectively.
- 4.5 The data and findings from the FPM study are reviewed in this needs assessment. This has been presented to ensure it follows the same structure and sequence of reporting as the other facility types in the BFS and is therefore consistent in applying the ANOG methodology. This report presents the strategic district-wide findings taken from the FPM study.
- 4.6 The full FPM report can be found in Appendix B. The key findings from the supply, demand and access assessment are set out below and are described in full, under each ANOG heading.

## **Quantity**

- 4.7 There are 9 individual sports halls, located at 7 sites within Broadland in 2020. The total supply of sports halls in Broadland equates to 52 courts, of which 35.5 are available for community use in the peak period. There is an aggregate total of 16.5 courts at the 7 sports hall sites which are unavailable. This represents 32% of the total supply.
- 4.8 Map 4.1 overleaf, details the locations of the sites with at least one sports hall of at least 3 badminton court size.

**Map 4.1 – Sports Hall Locations in Broadland**



Site ID	Site Name	Site ID	Site Name
1	Aylsham High School	6	Taverham Hall Preparatory School
2	Aylsham High School	7	Taverham High School
3	Bob Carter Centre	8	Taverham High School
4	Hellesdon High School	9	Thorpe St Andrew School
5	Spowston Community Academy		

### Quality

- 4.9 The average age of the sport halls in 2020 is 28 years, with the oldest facility being Spowston Community Academy, which opened in 1960. The most recently built sports hall is Taverham Hall Preparatory School, which opened in 2009.
- 4.10 There have been no new sports halls built in Broadland since 2009.
- 4.11 In total, 2 of the 7 sports halls have been modernised. The Bob Carter Centre opened in 1979 and was modernised in 2008 and the Thorpe St Andrew School sports hall opened in 1987 and was modernised in 2007. Therefore, there is not a good track record of sports hall modernisation within Broadland.

### Site Visits and Survey Responses

- 4.12 Site visits took place at the following key sports hall facilities in Broadland; Aylsham High School, Hellesdon High School and Thorpe St Andrew School. Surveys were also sent out to clubs/ organisations and education providers, to seek additional feedback on the quality of the sports halls.
- 4.13 When considering information gathered from both visits and through the consultation, the quality of facilities was in general regarded to be in adequate to good quality, albeit with isolated improvements identified. For example, specific issues have been raised with the sports hall floor at Thorpe St Andrew School.

### Demand for Sports Halls in 2022

#### Accessibility

- 4.14 Map 4.1 shows the geographic locations of the sports halls in Broadland. In total, 5 sports halls are located in the west (orange) and 2 sports halls are located in the east (green). Most of the facilities are located close to the boundary with Norwich and South Norfolk, except for Aylsham High School (number 1 and 2 on Map 4.1).

- 4.15 While supply is constrained, 91% of the total demand for sports halls from Broadland residents is met. However, this includes taking into account sports halls in neighbouring districts that are accessible to Broadland residents. Of the total satisfied demand, 65% is retained within Broadland.
- 4.16 The unmet demand is 9.3% of the total demand and this equates to 3.3 badminton courts. Only 4% of this unmet demand is due to lack of capacity, and 96% is demand located outside the catchment area of a sports hall.
- 4.17 The FPM states that there is not a sufficient cluster of unmet demand in any one location to consider increasing sports hall provision.
- 4.18 Unmet demand is highest in the Acle area, where it totals 1 badminton court. Residents in Acle are required to travel either to the Broadland/ Norwich border or into Great Yarmouth, to access sports halls.

### **Availability**

- 4.19 Access policy, opening hours and types of community use will be determined by the individual sports hall providers and therefore BDC has limited control over access for community use. It is likely that most usage comes from sports clubs and community groups, with little recreational community pay and play.
- 4.20 Broadland’s average estimated used capacity of sports halls is 67% in the weekly peak period. This is 13% below the Sport England benchmark, which states sports halls are comfortably full at 80% capacity during peak times.
- 4.21 This therefore indicates there is currently some spare capacity, albeit a key reason for this could be the potential lack of community access.
- 4.22 Table 4.1 shows the capacity of each sports hall, taken from the FPM report (colours reflect the Analysis Areas).

**Table 4.1 - Percentage of Used Capacity at Broadland Sports Halls (2020)**

<b>Name of Facility</b>	<b>% of Capacity Used</b>
Aylsham High School	63%
Bob Carter Centre	100%
Hellesdon High School	57%
Sprowston Community Academy	50%
Taverham Hall Preparatory School	29%
Taverham High School	100%
Thorpe St Andrew School	70%

## **Consultation**

4.23 Consultation with the following stakeholders was carried out to support the development of the evidence base:

- National Governing Bodies;
- Built Facility Sports Clubs; and
- Education Providers.

## **National Governing Bodies**

### **England and Wales Cricket Board (ECB) and Norfolk Cricket Board (NCB)**

4.24 A detailed consultation session was undertaken with the ECB and the NCB.

4.25 Consultation with the NCB has identified that there is a lack of quality indoor facilities for both the NCB talent pathways and for club training sessions. Currently, there is a need to roll out matting across various sites in order to allow indoor cricket, and when combined with access issues (due to the irregularity of the booking requirements, e.g. winter months only), this can create significant barriers for indoor cricket access. Often, new sports hall sites will also include sprung flooring, which is not then suitable for indoor cricket.

4.26 Cricket clubs tend to have to travel to find a suitable facility and there is a clear demand for sports halls that can cater for indoor cricket. Many sports hall facilities also do not include dedicated flooring for cricket training. The NCB are keen to find a facility to work in partnership with and develop it as a regional facility.

4.27 There has been significant growth in women's and girls' cricket in Norfolk, with 23 clubs now operating a female section (circa 25% of clubs).

## **England Netball**

4.28 England Netball provided a profile of netball participation within Broadland and highlighted facilities where netball can be played. They also explained their strategic objectives and associated participation programmes. This was followed by a detailed consultation session.

4.29 England Netball estimate 80% of netball is played on education sites. The impact of the pandemic and more restricted access has meant some clubs across England have now lost their facilities. A key priority for England Netball is to now secure access for clubs in the future and try to influence access policy.

4.30 In total, 4 out of 5 of Broadland's indoor netball courts are situated on education sites. England Netball identified an oversupply of courts in Broadland, but they also said there is a small amount of unmet demand now and likely in the future. This is due to the restricted access policy.

- 4.31 There were no specific needs identified for England Netball in Broadland. Often facilities are not the issue, but rather the access to the sites. In addition, the floor space required for a dedicated netball training and match facility exceeds the Sport England guidance and this is often not available for netball clubs.
- 4.32 England Netball state that the majority of netball is undertaken in neighbouring Norwich, with the UEA being a key facility for indoor and outdoor netball provision. Similar to trends across the country, the majority of netball matches are played on outdoor courts, with indoor courts being used for training, after being appropriately risk assessed.

### **Badminton England**

- 4.33 Badminton England provided a profile of badminton participation within Broadland and highlighted facilities where badminton can be played. They also explained their strategic objectives and associated participation programmes. This was followed by a detailed consultation session.
- 4.34 Badminton England data shows a slight undersupply of badminton courts, with an unmet demand of 1.7 courts (lower than the average of 0.7 badminton courts). This is expected to remain similar by 2030 (unmet demand of 2.1 badminton courts).
- 4.35 Consultation with Badminton England identified that badminton is often played in sports halls on education sites. During the pandemic, there has been issues with accessibility, because some providers did not, or could not, re-open their sports halls. A 50% recovery in badminton participation was estimated in Autumn 2021 nationally, although this is expected to keep rising, following the resumption of the normal operation of sports halls.
- 4.36 Hellesdon High School and the Bob Carter Centre were two key facilities identified by Badminton England. There are also club matches played regularly at Aylsham High School.
- 4.37 An ideal model for Badminton England is 2/ 3 clubs using 1 sports hall. This then allows for block bookings for badminton (this is currently being piloted by Badminton England).

### **Basketball England**

- 4.38 Basketball England provided a profile of basketball participation within Broadland and highlighted facilities where basketball can be played. They also explained their strategic objectives and associated participation programmes.
- 4.39 Basketball did not highlight any issues with sports halls that negatively impact the development of basketball. There are no basketball clubs located in Broadland, with an estimated total of 70 members living in Broadland. There are 5 x 1 basketball courts across the following education sites; Aylsham High School, Taverham High School, Taverham Hall Preparatory School, Hellesdon High School and Sprowston Community Academy.



- 4.40 According to Basketball England, there appears to be a small undersupply of basketball visits per week, hours per week and courts per week both now and likely in the future.

### **Sports Clubs**

- 4.41 The survey only had responses from 2 clubs who use 2 facilities; 1 cricket club and 1 badminton club/ association. This may be reflective of the lack of clubs across Broadland, as well as the low number and geographical location of sports halls in Broadland.
- 4.42 Most users will hire a sports hall for a few hours per week for their various activities, with a seasonal requirement for cricket. Drayton Cricket Club uses Hellesdon High School and regard the condition of the sports hall as average, due to poor matting. North Norfolk Junior Badminton Association hires Sprowston Community Academy for 2 hours a week and regard the facilities as good quality.
- 4.43 The COVID-19 Pandemic has generally impacted clubs in terms of participation, finances and also impacted access to sites due to closures, restrictions on capacity and operational decisions e.g. use of sports halls for fitness classes so facilities could adhere to social distancing requirements.
- 4.44 Amongst the respondents, it has been raised that due to the lack of facilities in Broadland, there is a heavy dependence on facilities in Norwich.
- 4.45 The overall impression is of a sports club sector which is “getting by” and is being forced to be imaginative in how they find appropriate facilities to establish a club base. This often means travelling outside of Broadland.

### **Education Providers**

- 4.46 There were 2 schools that responded to the survey; Hellesdon High School and Thorpe St Andrew High School. Consultation and/ or site visits were completed for Aylsham High School, Hellesdon High School (plus Acle Academy, who have no sports hall but are part of the same Academy Trust) and Thorpe St Andrew School.
- 4.47 Table 4.2 details the key findings from the education providers.

**Table 4.2 – Summary of Consultation with Education Providers**

Facility	Key Findings
Aylsham High School	<ul style="list-style-type: none"> <li>• 15+ hours a week available to the community as a wider sports centre offer;</li> <li>• Good quality and large storage facilities;</li> <li>• Ancillary halls also available, with good quality flooring.</li> </ul>
Acle Academy	<ul style="list-style-type: none"> <li>• No sports hall but previously planned a hall in 2013 that was not delivered, it remains an aspiration for the school.</li> </ul>
Hellesdon High School	<ul style="list-style-type: none"> <li>• Regarded as in good quality by the school;</li> <li>• 15+ hours a week available to the community;</li> <li>• Spare capacity is available at the site, but it is a well-used and booked site.</li> </ul>
Thorpe St Andrew School	<ul style="list-style-type: none"> <li>• 15+ hours a week available to the community;</li> <li>• Spare capacity is available at the site;</li> <li>• Facility is aging but flooring has been refurbished; and</li> <li>• Planning permission is in place for a 4-court sports hall, but it has not been viable.</li> </ul>

4.48 Consultation supported the conclusion of the FPM, confirming that community access was prevalent across the sites, with all of the facilities offering 15 hours or more of community use during evenings and weekends.

4.49 In general, the respondents believe the quality of sports halls are average to good. There were various activities being undertaken at the sports halls including badminton, netball and football.

#### **Norwich Community Sports Foundation (Norwich CSF)**

4.50 Norwich CSF is Norwich City Football Club's official charity partner, helping thousands of people every year achieve their goals through sport, supporting some of the most disadvantaged, disabled and talented people across Norfolk.

4.51 Norwich CSF recently opened their community hub called The Nest. This is located in Horsford in Broadland, near to Norwich International Airport. Norwich CSF also operate from Carrow Park in Norwich, which is next to Carrow Road Stadium.

4.52 As a result, the facilities, programmes and initiatives delivered by Norwich CSF have a focus on residents from around the entire Greater Norwich area.

- 4.53 The Nest's facilities currently include outdoor football pitches and a clubhouse building with indoor multi-purpose rooms, catering and event spaces. The site currently has planning permission for a 5-court sports hall, which would be available for community use alongside Norwich CSF's projects and programmes. There is expected to be a focus on cricket and netball, with possible links to Norwich United Netball Club and the Norfolk Cricket Board (whose headquarters are located within close proximity). As a result, Norwich CSF are revisiting their plans, to assess whether there is demand and viability for an 8-court sports hall.

### **Sports Halls by 2038**

- 4.54 Using the baseline FPM model from 2020, this section will assess the future strategic supply and demand for sports halls, up to 2038.
- 4.55 This analysis will assist BDC to plan and assess what sports hall provision may be required, in order to meet the projected changes in demand. If applicable, the assessment will identify if there is a need to provide additional sports halls to meet projected demand and if so, at what scale.

### **Quantity**

- 4.56 Consultation with BDC and local key stakeholders identified that there is planning permission for a 5-badminton court sports hall at The Nest and a 4-badminton court sports hall at Thorpe St Andrew High School. Norwich CSF have a desire to increase the planning permission at The Nest, to allow for an 8-badminton court hall (currently permission is for a 5-badminton court sports hall). It is thought that currently both these options are not deemed viable, due to large capital funding gaps.
- 4.57 There is also a desire from Acle Academy to develop a 4-badminton court sports hall on their school site, but this is still in the early stages of feasibility analysis and design.

### **Quality**

- 4.58 Sports halls in Broadland will likely continue to age and not be replaced. The last sports hall to be built in Broadland was at Taverham Preparatory School in 2009 and so this facility will be 29 years old in 2038. Most of the sports halls in Broadland will be at the end of their life span by 2038 (30-40 years represents the average age of a sports hall).
- 4.59 There is also potential that certain sites could have closed down due to their age. This relates to Aylsham High School, which was built in 1960, Bob Cater Centre which was built in 1979 and refurbished in 2008, Hellesdon High School which was built in 1970, Sprowston Community Academy which was built in 1960 and Thorpe St Andrew School which was built in 1987 and refurbished in 2007.

## **Demand for Sports Halls by 2038**

### **Accessibility**

- 4.60 In terms of access to sports halls, taking into account travelling both by car or by foot, when population growth between 2022-2038 is also considered, there will be no change in the number of sports halls that are not accessible. This is because the main pockets of housing growth will be concentrated close to existing sites.

### **Availability**

- 4.61 As detailed by the projected population growth in Section 3, 60% of population increases will be in the 45 years and above age group (27,000 of the 45,000 people). This equates to a total of 56% in the 45+ age group, an increase from 54% in 2018 (FPM uses the 2018 ONS projections). However, due to the housing growth projected, the number of people is expected to increase across all age groups, regardless of whether growth is above or below average, with 18,000 additional people 44 years and below.
- 4.62 The age range with the highest propensity to participate in sport and physical activity within sports halls is in the 15 – 44-year age range and this is expected to increase by 13,000 people, or 29% of the overall population increases. Overall, this will see a static amount of the population in this age range in 2022 and 2038 at 30% of the population, but due to the significant growth it actually increases by 13,000 people in total.
- 4.63 As a result, there will be an ageing population, but one that grows in numbers across all age groups. This means there will be more demand in the district.
- 4.64 Table 4.3 overleaf, outlines the impact of the projected population growth in Broadland on the supply per 1,000 people and Table 4.4 compares the 2038 supply per 1,000 people to the FPM run in 2020.
- 4.65 As the FPM uses HSC (see Section 3), we have focused on sports halls with 3 courts or more only, to help analyse the future demand.

**Table 4.3 – Supply of Badminton Courts per 10,000 People in Broadland**

<b>Total Supply</b>	<b>Broadland FPM Run</b>	<b>Broadland 2038</b>	<b>West Analysis Area 2038</b>	<b>East Analysis Area 2038</b>
Number of sites	7	7	5	2
Number of badminton courts	33	33	26	7
Population	131,671	174,088	68,466	105,621
<b>Badminton Courts per 10,000</b>	<b>2.5</b>	<b>1.9</b>	<b>3.8</b>	<b>0.7</b>

**Table 4.4 – Compared to 2020 FPM Run**

<b>Total Supply – Badminton Courts per 10,000</b>	<b>FPM Run</b>	<b>2038</b>
<b>Broadland</b>	<b>2.5</b>	<b>1.9</b>
West Analysis Area	4.6	3.8
East Analysis Area	0.9	0.7

4.66 Based on information available, we have estimated that the supply of sports halls has remained the same in 2038, so the findings of the total supply of sports halls remains unchanged in this analysis. The key headlines are:

- Broadland is predicted to have the largest projected population increase in Greater Norwich, with a projected increase of circa 45,000 people;
- due to projected population increases, the average number of sports hall badminton courts across Broadland per 10,000 people will reduce by circa 0.6 courts by 2038;
- there will be a reduction in the number of people per badminton court in all of the analysis areas, as a result of the population growth; and
- the West Analysis Area appears to be significantly better catered for in terms of sports hall provision, compared to the East Analysis area. However, due to the close proximity of sports halls situated along the A1270 Broadland Northway road, it is likely that users will use this corridor to travel outside of Broadland to use a sports hall.

## Sport England Sports Facility Calculator (SFC)

- 4.67 Table 4.5 below shows the findings from the SFC for the projected additional population growth for sports halls in the district.

**Table 4.5 – SFC Need for Broadland**

Total Supply	Broadland 2038	West Analysis Area 2038	East Analysis Area 2038
Population increase between 2018 - 2038	44,624	13,256	31,367
<b>Badminton Courts</b>	<b>12.1</b>	<b>3.6</b>	<b>8.5</b>
<b>Halls</b>	<b>3.0</b>	<b>0.9</b>	<b>2.1</b>
Visits per Week in a Peak Period (vpwpp)	3,563	1,058	2,505

- 4.68 Broadland is a sparsely populated district, with the majority of the population focused on the perimeters of Norwich, or the key market towns. Furthermore, analysis of the housing growth (See Section 2) has highlighted that significant proportions of future housing will be close to the Norwich boundary and located in wards such as Wroxham, Sprowston East, Old Catton, Sprowston West and Spixworth with St Faiths.
- 4.69 These are all located in, or close to the Broadland Growth Triangle and total c.9,500 of the circa 18,000 houses (over 50%).
- 4.70 All of these areas are located in the East Analysis Area, and when considered alongside growth in Plumsted (circa 950 dwellings), Brundall (circa 1,100 dwellings) and Acle (circa 500 dwellings), it totals growth of an estimated 31,000 people, or 70% of Broadland's total growth.
- 4.71 Overall, the SFC has stated there is a need for up to three 4-badminton court sports halls by 2038, with the East Analysis Area totalling up to 8.5 badminton courts and the West Analysis Area totalling up to 3.5 badminton courts.
- West Analysis Area:
    - The majority of sports hall provision is within the West, with Aylsham High School providing some capacity for the immediate catchment in Aylsham. This is likely to be adequate for the expected population growth;

- The remaining provision is located closer to Norwich and is expected to meet the needs of the population, if the sites are continued to be maintained. Whilst some sites are regarded as full, there is capacity available at Hellesdon High School and Taverham Hall Preparatory School and this would meet some of the demand, should the sports halls continue to be maintained and community access provided;
  - If a new sports hall is delivered at The Nest, this will significantly increase supply in the area and provide key community use for population growth in both Broadland and Norwich, as well as alleviating pressure in the East Analysis Area;
  - Growth in the Great Witchingham and Reepham wards (circa 1,200) houses may result in additional unmet demand in the far west of the West Analysis Area, and this will need to be investigated further on a site-by-site basis.
- East Analysis Area:
    - The majority of growth (70%) is expected to happen in the East Analysis Area. Therefore, any new sports hall provision should be focused on population developments in the Broadland Growth Triangle, particularly in the East Analysis Area. This should prevent further pressure on the current sports halls located in the West;
    - There is demand for sports hall space of up to 9 badminton courts in the East Analysis Area. However, when considering the wider picture, there is currently spare capacity at the existing two sites;
    - Despite this, there is clear evidence that new sports hall provision will be required by 2038 and this will most likely be needed in the areas of Wroxham, Sprowston East, Old Catton and Sprowston West or Spixworth with St Faiths; and
    - There is also a small amount of growth in the Acle ward (circa 500 dwellings), and this may result in additional unmet demand in the far east of the East Analysis Area. Acle Academy have previously identified their desire for a sports hall, and this should be investigated further.

### **What does this mean for Sports Halls in Broadland?**

- 4.72 The key point to be taken from this assessment is that Broadland does not have any public leisure centre sports halls. Sports hall provision in Broadland is made up of 6 educational site sports halls and 1 community owned sports hall. The educational site sports halls are limited in the hours available for community use. These seven sports hall providers are consequently individually responsible for determining the community access available in Broadland.

- 4.73 The educational site sports halls provide organised use by sports clubs and community groups, but without public access for pay and play use. Also, the facilities are not available for community use during school hours in term time.
- 4.74 This supply can easily change, depending on the policy of each sports hall provider. Whilst most schools actively promote community use, others can be responsive and make sports halls available for requests to let for a term, or a shorter letting period. To use the sports halls, residents must join a club or community group, as there are limited opportunities for recreational casual bookings. This could be limiting the opportunities for residents to use the sports halls.
- 4.75 Whilst the sports halls are quite busy, with 67% of the available capacity being used during the weekday evening and weekend day peak period, usage at each site varies depending on:
1. the hours available for community use;
  2. the demand in the area and whether this is shared between sites or retained by an individual site, and
  3. the age and condition of the sports hall and its attractiveness.
- 4.76 The FPM states that it is difficult to identify which of these factors is the main driver. For example, most of the demand and sports hall facilities are located in the area close to the boundary with Norwich, so this demand is shared between facilities. The sports halls with the highest estimated usage are the Bob Carter Centre (43 hours available per week) and Taverham High School (16 hours available per week) and here the sports halls are at 100% capacity.
- 4.77 Of concern, is the age of the sports halls, with the oldest facility being Sprowston Community High School, which opened in 1960. There have been no new sports halls built in Broadland since 2009. The two sports halls which have been modernised are the Bob Carter Centre in 2008 and Thorpe St Andrew School in 2007. According to the 2020 FPM data, none of these facilities have been modernised, therefore a partnership of investment, in return for secure community access could be a starting point for modernisation. This would secure sports club and community access for hall sports, however wider recreational pay and play bookings are still not likely to be provided by schools. It may be considered that access to the public leisure centre sports halls in Norwich, and notably the UEA Sportspark, provides this access. It is not the closest sports hall to Broadland, but it is a modern and extensive facility, which actively promotes community use through membership.
- 4.78 However, it is recommended that BDC investigates through its strategic planning, whether lack of access for recreational pay and play bookings at sports halls is a barrier to community sports hall use.



- 4.79 On a wider point, with 5 unmodernised sports hall sites and the most recent sports hall being 12 years old, there is an increasing need for modernisation of all the sports halls in Broadland and will be challenging for educational budgets alone to meet this cost. BDC may wish to consider securing contributions towards the cost of modernisation from residential developers in the areas where these sports halls are located. Again, this would be in return for secured community access and a wide programme of community activities.
- 4.80 In terms of projected population growth, the new major residential sites will be located in the East Analysis Area. Various Broadland residents will currently travel to the sites located on the boundary with Norwich, or into Norwich itself to access a sports hall. Therefore, the additional population growth estimated by 2038 will result in a higher demand for facilities in Broadland and Norwich. This means, the future strategic planning should be across boundaries, identifying the most beneficial locations for the residents of Greater Norwich.
- 4.81 Analysis of future demand suggests that there is likely to be the greatest demand around the Broadland Growth Triangle area. By 2038, there will be demand for at least one 4 court sports hall, in proximity to Wroxham, Sprowston East, Old Catton and Sprowston West and Spixworth with St Faiths.
- 4.82 Norwich CSF have a desire to build an 8-badminton court sports hall at The Nest and this will help meet demand from Broadland and Norwich. However, with the level of community access currently unknown, there may still be need for additional provision. As a result, if the sports hall is not delivered at The Nest, or the community access to the site is limited, there is likely to be a need for an additional 4 court sports hall in Broadland.
- 4.83 In addition to this, Acle is geographically isolated from the majority of the provision in Greater Norwich and the FPM has highlighted current unmet demand of 1 court. Whilst the unmet demand is low across Broadland, there is an argument that due to the location and with the potential housing growth in the area, demand for sports halls will continue to increase. Acle Academy has identified that they wish to build a sports hall on their school site and if feasible, there is an opportunity to provide a community sports hall here. This is also similar to plans at Reepham, where there is no provision currently available.
- 4.84 Finally, more flexible multi-purpose indoor spaces would enable many of the activities to be moved, freeing up additional sports hall space for more traditional activities such as martial arts, dance, fitness and other non-sporting activities.

## **Recommendations for Broadland– Sports Halls**

- Across Broadland, most of the current demand can be met by the accessible supply of sports halls in 2022. However, there are four recommendations across Broadland for the future:
  1. Protect the existing sports hall stock, maintaining the accessible supply for residents;
  2. The need to modernise the educational sports hall sites;
  3. Consider the evidence case for a new sports hall provision in the south of the district; and
  4. Consider the projected population growth and the impact this could have on increasing demand for sports halls.
- As most facilities are on education sites, the recommendation is to secure community access at the educational sports halls which provide the best offer for community use, and thereby protect that supply. Based on the FPM 2020 findings, these are: Taverham High School, Hellesdon High School, and Sprowston Community High School;
- There will be a continuing need to modernise the sports hall stock in the district. As a starting point, BDC should consider partnerships of investment, in return for securing community access. This will ensure the future of educational sports halls, before taking into consideration demand from any future population growth by 2038;
- Significant housing and population growth around the Growth Triangle area will put considerable pressure on the sports hall stock. Whilst there is some spare capacity, there is a need to provide at least one 4 court sports hall as part of the housing developments. This should be located either as part of a new wider leisure facility to meet the needs of both Broadland and Norwich residents, or at an educational site i.e. be considered alongside the plans for a new secondary school, securing community use at the site;
- If the 8-badminton court sports hall proposed at The Nest is not delivered or there is a lack of community access available, there will be a need for an additional 4-badminton court hall to be located in the south of Broadland, near the Norwich border, to cater for the additional demand of both populations. This could be either as part of a new wider leisure facility or an education site;
- There is a small amount of unmet demand in Acle which is expected to grow. If a sports hall is deemed feasible, there is scope to provide a community 4-badminton court sports hall at the Acle Academy. There is also a small amount of unmet demand in Reepham. If a sports hall is deemed feasible at a location in the town, a 4-badminton court sports hall should be considered in this location.

# 5. Swimming Pools

## Introduction

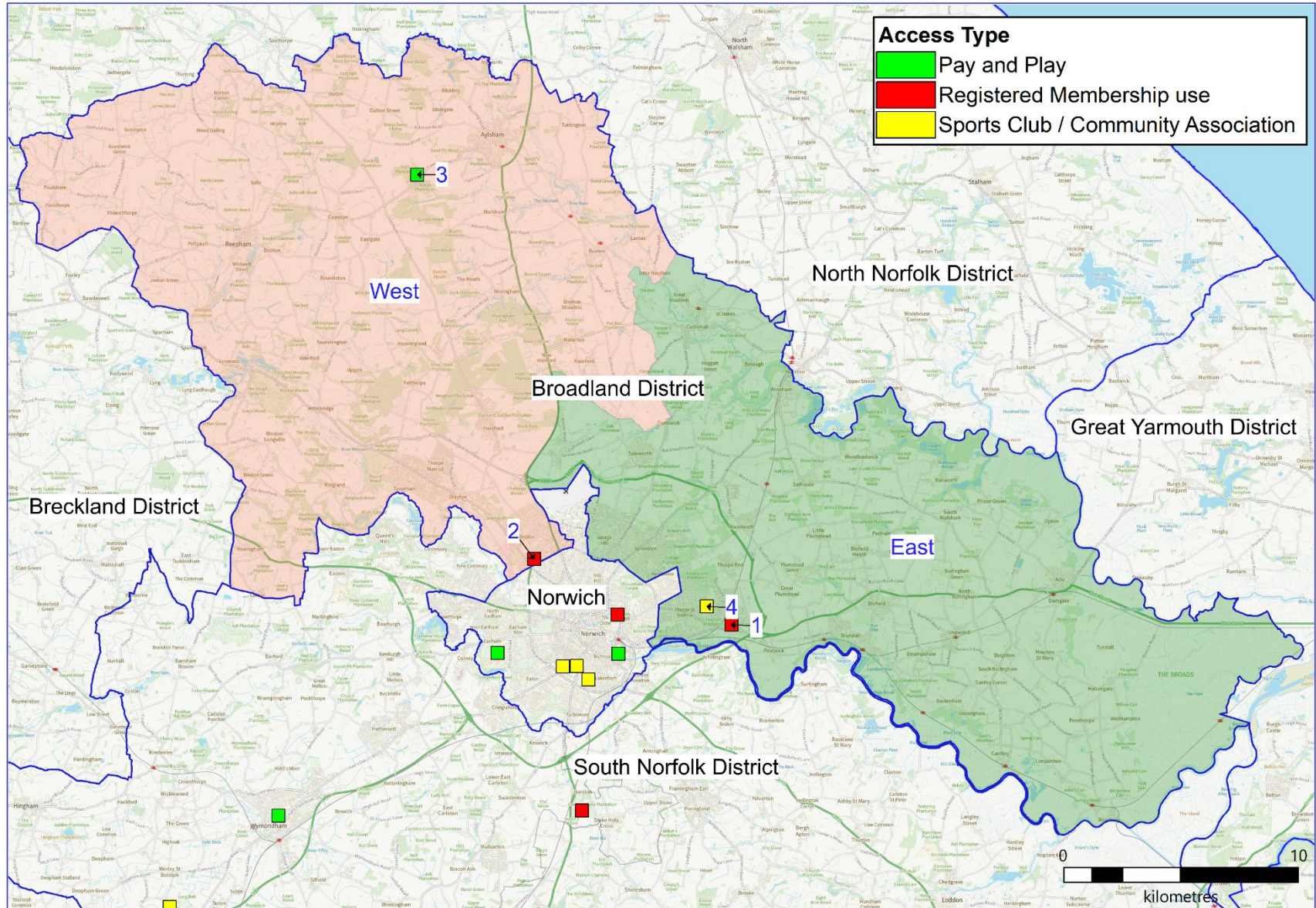
- 5.1 A swimming pool can host various water-based activities in the form of indoor and outdoor pools, freeform leisure pools and specific diving tanks. A pool can be used for general lane swimming, teaching, training, diving, water polo and synchronised activities, as well as being used for informal leisure and recreational activities.
- 5.2 This needs assessment uses the FPM assessment of swimming pools, which was produced on behalf of Sport England for Broadland in 2020. It was commissioned by BDC in order to provide a current assessment of swimming pool water provision and provide an evidence base for the supply, demand, and access to swimming pools in 2020 (to note, 2020 was the latest Sport England data set available at the time of commission). In order to understand the potential future demand for facilities up to 2038, the FPM was used as a base, along with population projections and the SFC.
- 5.3 The standard methodology for measuring swimming pools is the total m<sup>2</sup> of water space. The assessment incorporates all operational indoor pools available for community use over 20m in length, or which have a total area of 160 m<sup>2</sup> of water, whichever is the lower.
- 5.4 The data, and findings from the FPM study are reviewed in this needs assessment and are presented to ensure it follows the same structure and sequence of reporting for the other facility types in the BFS and is therefore consistent in applying the ANOG methodology. This report presents the strategic district- wide findings from the FPM study.
- 5.5 The full FPM report can be found in Appendix C of this report. The key findings from the supply, demand and access assessment are set out below and are described in full under each ANOG heading.

## Quantity

- 5.6 There are 5 individual swimming pools, located at 4 different sites in Broadland. The total supply of water space is 919m<sup>2</sup>, of which 845m<sup>2</sup> is available for community use in the weekly peak period (for context, a 25m x 10m 4-lane pool is 250m<sup>2</sup> of water).

- 5.7 There are no local authority owned or managed public swimming pool sites in Broadland, but there are three commercial swimming pool sites and one educational pool site. Therefore, BDC has no control over the community access to these swimming pools, (which will be decided by each operator independently), along with the types of swimming activities available and the pool programming and pricing. This supply of swimming pools and the level of access for community use could therefore change at any time.
- 5.8 The largest swimming pool site is David Lloyd (Norwich), which has a 25m x 13m 6-lane main pool and an 8m x 8m leisure pool. It is the only pool site to have two individual pools and is the most recent swimming pool site to open (2006). Mermaid River Pools (opened in 2003) has a main pool with dimensions of 20m x 9m and 4 lanes. Bannatyne Health Club (opened in 1999) is the third commercial swimming pool site, with a main pool of 20m x 8m and 4 lanes.
- 5.9 The educational swimming pool site is located at Thorpe St Andrew School and opened in 1950, making it the oldest swimming pool site in Broadland. It has a main pool of 20m x 10m and 4 lanes, with 31 hours available for community use per week. Learn to swim schools operate at this site, but there is no public casual swimming available.
- 5.10 Map 5.1 overleaf shows the locations of the sites in Broadland with at least 160m<sup>2</sup> of pool water, or pools 20m in length, as per the FPM guidelines.

**Map 5.1 – Swimming Pool Locations in Broadland**



Site ID	Site Name
1	Bannatyne Health Club (Norwich)
2	David Lloyd (Norwich)
3	Mermaid River Pools
4	Thorpe St Andrew School

### Quality

- 5.11 In 2020, the average age of the swimming pool sites in Broadland is 37 years old, and only Mermaid River Pools has been fully modernised. The average age is however impacted by the age of the Thorpe St Andrew School pool site, and the other three swimming pool sites having opened more recently, between 1999 and 2006.
- 5.12 It should be noted that there have been ad-hoc refurbishment improvements made to the swimming pool at Thorpe St Andrew school.

### Site Visits and Survey Responses

- 5.13 Site visits took place at Thorpe St Andrew School and Aylsham High School. The pool at Thorpe St. Andrew does not meet the FPM size criteria but is a key community facility. Surveys were also sent out to clubs, organisations and education providers to gather additional feedback on the quality of the sites. However, no survey responses were received from swimming clubs in Broadland.
- 5.14 Thorpe St Andrew School swimming pool is of good quality, following investment and improvement works. There were previously issues with the pool that have now been rectified and the plant room has been refurbished with the addition of a new air system.
- 5.15 Aylsham High School swimming pool is also of good quality, after refurbishment in 2018, following issues with the roof. The pool also has a cover, and the changing rooms are of excellent quality.

### Demand for Swimming Pools in 2022

#### Accessibility

- 5.16 In terms of geographical locations, Map 5.1 shows that 2 swimming pools are located in the west (orange) and 2 sites are in the east (green). All 3 swimming pools are very close to the boundary with Norwich. Bannatyne Health Club is to the north-west of the Norwich boundary, David Lloyd and Thorpe St Andrew School are to the south-east.

- 5.17 Demand has been calculated at 1,304m<sup>2</sup> of water and for context, the available supply of water space in the peak period in Broadland is 845m<sup>2</sup>.
- 5.18 A total of 86% of swimming demand in Broadland is met. Only 48% of the satisfied demand is retained within the district and Broadland exports more of its demand, with Norwich being the main destination. Broadland exports 3,536 swimming pool visits in the weekly peak period, compared to 3,200 retained visits per week in the peak period.
- 5.19 Broadland's unmet demand is only 14% of total demand, which equates to 186m<sup>2</sup> of water. Only 5% of this unmet demand is due to lack of capacity at the swimming pools, with the remaining 95% due to residents being outside the catchment area of a pool. Unmet demand outside a catchment will always exist because it is not possible to achieve complete spatial coverage.
- 5.20 Overall, there is not a sufficient cluster of unmet demand in any one location to justify increasing swimming pool provision.

### **Availability**

- 5.21 Broadland's average estimated used capacity of swimming pools is 56% in the weekly peak period. The used capacity of the Broadland pools that is imported is 868 visits in the weekly peak period; this is a quarter of exported visits.
- 5.22 There is only scope to increase the peak hours/ capacity at the Thorpe St Andrew School pool, in order to meet more of Broadland's demand for swimming. However, this is limited by the site only providing learn to swim activities and being the oldest pool site in the district. All the other pool sites provide the maximum peak hours for community use.
- 5.23 Table 5.1 overleaf shows the used capacity of each of the swimming pools included in the FPM run.

**Table 5.1 - Percentage Used Capacity of Broadland Swimming Pools (2020)**

<b>Name of Facility</b>	<b>% of Capacity Used</b>
Bannatyne Health Club (Norwich)	100%
David Lloyd (Norwich)	57%
Mermaid River Pools	100%
Thorpe St Andrew School	84%

## **Consultation**

5.24 Consultation with the following stakeholders was carried out to support the development of the evidence base:

- National Governing Bodies; and
- Education Providers.

## **National Governing Bodies**

### **Swim England**

- 5.25 In general, Swim England are concerned about the future of pools, many of which are an ageing stock – ‘Decade in Decline’ [report can be viewed here](#). Swim England have estimated up to 40% of swimming pools are likely to be lost by 2040.
- 5.26 In Broadland, there is a water deficit, but this is expected due to the rural nature of the district. Most of the deficit is to the east of the district. A ‘Leisure Local’ style facility may be appropriate for any focussed areas of demand.
- 5.27 There will be more demand in the future, due to the considerable estimated population growth. The new homes will put additional pressure on the sites. Clubs will be key in understanding their needs and usage, as well as the local operators. Other swimming activities such as water polo, diving and artistic swimming should also be considered.
- 5.28 There are no known plans regarding building of new facilities in surrounding local authorities – most local authorities are focussing on their existing stock, rather than considering a new facility.
- 5.29 The following key clubs in Table 5.2 have been identified in the Greater Norwich area. It should be noted that clubs will travel to a pool that suits their needs and so this table identifies all clubs in the Greater Norwich area.



**Table 5.2 – Key Clubs in Greater Norwich**

<b>Club</b>	<b>Details</b>
City of Norwich Swimming Club	<ul style="list-style-type: none"> <li>• Para Swimming (to Olympic level), competitive swimming, masters, open water;</li> <li>• 411 members</li> </ul>
Diss Otters SC	<ul style="list-style-type: none"> <li>• Competitive swimming, masters (to Regional level);</li> <li>• 150 members.</li> </ul>
East Anglian Swallow Tail	<ul style="list-style-type: none"> <li>• Masters (National level);</li> <li>• 93 members.</li> </ul>
Loddon White Dolphin SC	<ul style="list-style-type: none"> <li>• Competitive swimming (county level);</li> <li>• 426 members.</li> </ul>
Norwich Swan SC	<ul style="list-style-type: none"> <li>• Competitive swimming, masters (regional level);</li> <li>• 512 members.</li> </ul>
Norwich Synchro Club	<ul style="list-style-type: none"> <li>• Artistic swimming (county level);</li> <li>• 70 members.</li> </ul>
Norwich Water Polo Club	<ul style="list-style-type: none"> <li>• Water polo (regional level);</li> <li>• 37 members.</li> </ul>

5.30 Located outside of the Greater Norwich area but should be considered are Great Yarmouth SC (competitive swimming to national level occasionally with 327 members) and North Norfolk Vikings SC (competitive swimming, masters to regional level with 156 members).

5.31 The artistic swimming and water polo clubs need deep water pools (a minimum of 2m) to train to a good standard. There are not any diving clubs or activity provided in Broadland or Norfolk, so Norfolk in general is lacking for this sport.

### **Education Providers**

5.32 There were three schools/ Trusts that responded to the survey, and these were Thorpe St Andrew School, The Wensum Trust (Hellesdon High School) and Langley Prep School at Taverham Hall. Consultation and/ or site visits were undertaken for Aylsham High School and Thorpe St Andrew High School.

5.33 Table 5.3 details the key findings from the education providers.

**Table 5.3 – Summary of Consultation with Education Providers**

Facility	Key Findings
Aylsham High School	<ul style="list-style-type: none"> <li>• 15+ hours a week available to the community as a wider sports centre offer.</li> <li>• Good quality facility refurbished in 2018;</li> <li>• There is a separate community entrance and the school continue to develop their facilities;</li> <li>• The trading arm of the sports centre utilise the profit to reinvest into the sports facilities or the school – Aylsham Sports Trust;</li> <li>• School pupils are employed by the sports centre;</li> <li>• The facility has 350 members, and the facility is a Learn to Swim site with over 700 members;</li> <li>• Ranges from 0.9m-17.m in depth, with 33-person capacity.</li> </ul>
Hellesdon High School	<ul style="list-style-type: none"> <li>• Regarded as good in quality by the school;</li> <li>• 15+ hours a week available to the community;</li> <li>• Maintenance is the main challenge including of the plant room.</li> </ul>
Langley Prep School at Taverham Hall	<ul style="list-style-type: none"> <li>• Regarded as in average quality by the school, there is a need for refurbishment which is an aim for the school;</li> <li>• 15+ hours a week available to the community;</li> <li>• No spare capacity is available at the site;</li> <li>• School timing can be a barrier to hiring to the community.</li> </ul>
Thorpe St Andrew School	<ul style="list-style-type: none"> <li>• 15+ hours a week available to the community;</li> <li>• No spare capacity is available at the site for the current opening hours;</li> <li>• Hired to other schools, mainly Norwich based; and</li> <li>• Facility operates at a cost to the school.</li> </ul>

- 5.34 Overall, it appears all the schools provide community use for at least 15 hours per week, but there is a clear issue with a lack of spare capacity. The facilities are on education sites, and with the exception of Aylsham High School, the pool is only available for community use at evenings and weekends.
- 5.35 BDC has identified that several schools are key providers for national curriculum learn to swim activities for their school and surrounding schools in their catchment. The pools are not always large enough to meet the FPM criteria but still provide a key service for local children. In Broadland, the school swimming pools that provide this include:
- Langley Preparatory School at Taverham Hall;
  - Sprowston Community Academy;
  - Thorpe St Andrews School;
  - Hellesdon High School;
  - Drayton Junior School;
  - Aylsham High School;
  - Blofield Primary School;
  - The Hall School; and
  - Reedham Primary School.

### **Swimming Pools by 2038**

- 5.36 Using the baseline FPM model from 2020, this section will assess the future strategic supply and demand of swimming pools up to 2038.
- 5.37 This will assist BDC to plan and assess what changes might need to be made in swimming pool provision, in order to meet the projected demand. If applicable, it will identify if there is a need to provide additional pool water to meet projected demand and at what scale.

### **Quantity**

- 5.38 Consultation with BDC and local key stakeholders has identified there are no projects currently planned.

## **Quality**

- 5.39 All of the remaining pools are likely to be operational by 2038 as they were built from 1999 onwards, with the exception of Thorpe St Andrew School (1950). Despite this, refurbishment is likely to be needed, as they would be at the end of their life span by 2038 (30-40 years old).

## **Demand for Swimming Pools by 2038**

### **Accessibility**

- 5.40 In terms of access to swimming pools, taking into account travelling both by car and by foot, when the population growth between 2022-2038 is also considered, there will be no change in the number of swimming pools that are not accessible. This is because the main pockets of housing growth will be concentrated close to existing sites.
- 5.41 In the FPM run, the data identified that Broadland was a key exporter of demand, with a large majority of people travelling to Norwich. This will continue, unless new stock is provided, especially considering the population growth planned in the district.

### **Availability**

- 5.42 As detailed by the projected population growth in Section 3, 60% of population increases will be in the 45 years and above age group (27,000 of the 45,000 people). This equates to a total of 56% in the 45+ age group, an increase from 54% in 2018 (FPM uses the 2018 ONS projections). However, due to the housing growth projected, the number of people is expected to increase across all age groups regardless of whether growth is above or below average, with 18,000 additional people 44 years and below.
- 5.43 The age range with the highest propensity to participate in sport and physical activity in swimming pools is in the 15 – 44-year age range and this is expected to increase by 13,000 people, or 29% of the overall population increases. Overall, this will see a static amount of the population in this age range in 2022 and 2038 at 30% of the population, but due to the significant growth it actually increases by 13,000 people in total.
- 5.44 As a result, there will be an ageing population, but one that grows in numbers across all age groups. This means there will be more demand on facilities within the district and wider Greater Norwich area.
- 5.45 Table 5.4 below outlines the impact of the population growth in Broadland on the supply per 1,000 people and Table 5.5 compares the 2038 supply per 1,000 people to the FPM run in 2020.

**Table 5.4 – Supply of Water Space per 1,000 Population in Broadland**

<b>Total Supply</b>	<b>Broadland FPM Run</b>	<b>Broadland 2038</b>	<b>West Analysis Area 2038</b>	<b>East Analysis Area 2038</b>
Number of sites	4	4	2	2
Pool water (m2)	891	891	531	360
Population	131,671	174,088	68,466	105,621
<b>Water space (m2) per 1,000</b>	<b>7</b>	<b>5</b>	<b>8</b>	<b>3</b>

**Table 5.5 – Compared to 2020 FPM Run**

<b>Total Supply – Water Space per 1,000</b>	<b>FPM Run</b>	<b>2038</b>
Broadland	7	5
West Analysis Area	10	8
East Analysis Area	5	3

5.46 As set out above, there are no changes in the supply of swimming pool water. The key headlines are:

- The water space across Broadland reduces by circa 2m<sup>2</sup> per 1,000 people by 2038, as a result of the population increase;
- The West analysis area is above the district average with circa 8m<sup>2</sup> per 1,000 population by 2038, whereas the East Analysis area is lower at circa 3m<sup>2</sup>; and
- There is less water space in the East Analysis area despite a significantly larger population – 171m<sup>2</sup> less water space but circa 38,000 more people expected by 2038. This will put pressure on facilities located in Broadland and in Norwich.

### **Sport England Sports Facility Calculator (SFC)**

5.47 Table 5.6 below shows the findings from the SFC for the projected additional population growth for swimming pools in the district.

**Table 5.6 – SFC Need for Broadland**

<b>Total Supply</b>	<b>Broadland 2038</b>	<b>West Analysis Area 2038</b>	<b>East Analysis Area 2038</b>
Population increase between 2018 - 2038	44,624	13,256	31,367
<b>Water Space (m2)</b>	<b>464</b>	<b>138</b>	<b>326</b>
<b>Lanes</b>	<b>8.7</b>	<b>2.6</b>	<b>6.1</b>
<b>Pools</b>	<b>2.2</b>	<b>0.7</b>	<b>1.5</b>
Visits per Week in a Peak Period (vpwpp)	2,824	839	1,985

5.48 Overall, the SFC has stated there is a need for up to c464m2 of pool water, or the equivalent of circa 9 lanes by 2038:

- West Analysis Area:
  - According to the SFC, there is less demand in the West Analysis Area with 138m2 totalling circa 3 lanes. The SFC cannot be used in isolation, so when assessing the current pools and the consultation, the findings suggested that the only community accessible pool, Mermaid River Pools, is at 100% capacity. Therefore, the increase in demand from the additional 13,000 people will put additional pressure on Norwich, South Norfolk and other surrounding areas;
  - Those living in the north of Broadland will likely need to travel into North Norfolk for pool provision. Many people living in this area will have access to UEA Sportspark in Norwich, albeit the facility is already very busy, which limits its ability to meet demand from additional usage.
- East Analysis Area:
  - The East has even higher demand levels with 325m2 or a 6 lane 25m pool as a result of the large increase in population of 31,000 people;
  - There are no pools in the north of Norwich, so there is not an opportunity for demand to be exported from Broadland, and therefore demand will be increased if provision is not provided in the district. Demand arising from the housing growth will put significant pressure on Norwich’s swimming pools, which are already very busy.
  - Thorpe St Andrew only currently caters for learn to swim or club swimming, whilst Bannatynes is a commercial membership only facility, so they cannot meet any additional demand; and

- There are no community facilities available on a casual pay and swim basis, with the closest facilities being Riverside Leisure Centre and UEA Sportspark in Norwich, which are already very full and have limited scope to increase usage.

### **What does this mean for Swimming Pools in Broadland?**

- 5.49 The key point to be highlighted from the needs assessment, is that BDC does not have any public swimming pool provision. The type of activities provided and hours of access for community use are determined by the three commercial swimming pool providers and the one educational site. This means BDC does not have any control over the level of community use provided.
- 5.50 The pool sizes also restrict the suitability for swimming development by clubs. This lack of opportunity, especially for casual pay and swim, may be limiting swimming participation in Broadland. Residents who wish to participate in recreational swimming on a pay and swim basis and don't want to join a commercial leisure centre, have to travel to Norwich or North Norfolk. The finding is that 92% of all visits to swimming pools by Broadland residents are made by car, perhaps reinforcing the point around lack of opportunity.
- 5.51 Whilst 86% of the total demand for swimming in Broadland is being met, only 48% of this is met within the district. This is because the drive time catchment area of the cluster of swimming pool locations in Norwich extends into Broadland, meeting the needs of the residents. UEA Sportspark swimming pool is an extensive facility, providing all swimming activities and full community use through membership.
- 5.52 The balance between satisfied demand and unmet demand is 86% and 14% respectively. There is no cluster location of high unmet demand, but this is highest in Sprowston and the east of these areas, where it totals between 45-50m<sup>2</sup> of water, followed by the Acle area where it totals between 10-15m<sup>2</sup> of water. The remainder of unmet demand is dispersed across Broadland, with values of between 2-3m<sup>2</sup> of water per one-kilometre grid square.
- 5.53 The level of swimming pool capacity used at each pool site varies. The three commercial swimming pool sites provide the maximum 52.5 hours in the weekly peak period for community use, by offering recreational swimming within their membership or learn to swim activities. There is scope to increase the 31 hours for community use at the Thorpe St Andrew High School pool site, but again this site provides learn to swim activities and currently no casual pay and swim opportunity is available. Overall, there is a reasonable level of used capacity at the pool sites, but only for a narrow range of activities.
- 5.54 Of note, is the age of the Thorpe St Andrew High School pool which opened in 1950 and, according to the data, has not had any extensive modernisation. The future operation of the pool site could be of concern, due to its age.

- 5.55 The three commercial swimming pool sites opened between 1999 and 2006. The most recent pool site to open is Mermaid River Pools in 2003 and this is the only pool site to have been modernised (in 2006).
- 5.56 In summary, Broadland has a good supply of three commercial swimming pool sites that provide opportunities for residents who wish to join a commercial centre to swim; these centres also provide learn to swim activities, as does the one educational pool site. The pools have reasonable levels of estimated usage, and the commercial centres provide the maximum hours for use through their membership.
- 5.57 The level of demand for swimming, which can be met by the activities provided is high, but is higher in most of the neighbouring districts, who provide a more extensive swimming offer.
- 5.58 The impact of population growth and the increasing demand for swimming in Broadland needs to be consideration. It is recommended by the FPM that for future strategic planning, an assessment is made of the future demand for swimming and how this can be met. If BDC does not wish to provide public swimming pools, then ensuring that there is access for all types of swimming activities, and especially for recreational swimming on a casual pay and swim basis, is important.
- 5.59 Whilst unmet demand is currently very low, when looking ahead, population growth is likely to increase the demand for swimming pools. There is currently only limited access to swimming pool sites with no public facilities and they are already very busy, with 3 of the 4 sites operating above the 70% Sport England threshold (and David Lloyd not being accessible to all due to the access and pricing policy), and this is only going to increase with the housing growth in Broadland, especially around the growth triangle and Norwich areas.
- 5.60 Across the Analysis Areas, evidence has outlined that there is potential demand for up to 9 lanes across Broadland. This assumes that the Thorpe St Andrew School pool is still operational by 2038. If this was to be lost, there would be further demand pressures on swimming pools in Broadland. A facility in Broadland located in the Growth Triangle would meet the needs of both Broadland and Norwich residents, and this location should be considered during any strategic planning.



### **Recommendations for Broadland – Swimming Pools**

- Across Broadland, most of the demand can currently be met by the accessible supply of swimming pools in 2022, however, there are no publicly accessible sites, and the local authority does not have control of any of the access policies. There are three recommendations across Broadland for the future:
  1. the need to modernise the swimming pool sites;
  2. the need to increase the access to education sites; and
  3. the need to assess the projected population growth and the impact on increasing demand for swimming pools.
- There is a short to medium term requirement to provide additional water space in the East Analysis Area, in the south of Broadland (bordering Norwich) due to the considerable housing growth, particularly around Rackheath and Sprowston. There are no pay and swim facilities, and this will create additional pressure on Riverside Leisure Centre and UEA Sportspark, both located in Norwich. By providing provision in this area, this will provide access for the residents living in Broadland, as well as in Norwich where their facilities are also very busy; and
- BDC should consider supporting the short to medium term future of the Thorpe St Andrew School pool as this is an important learn to swim and club site. However, the tipping point of investing in the modernisation of the pool or closure and re-provision due to the age and condition of the pool needs to be assessed.

# 6. Health and Fitness

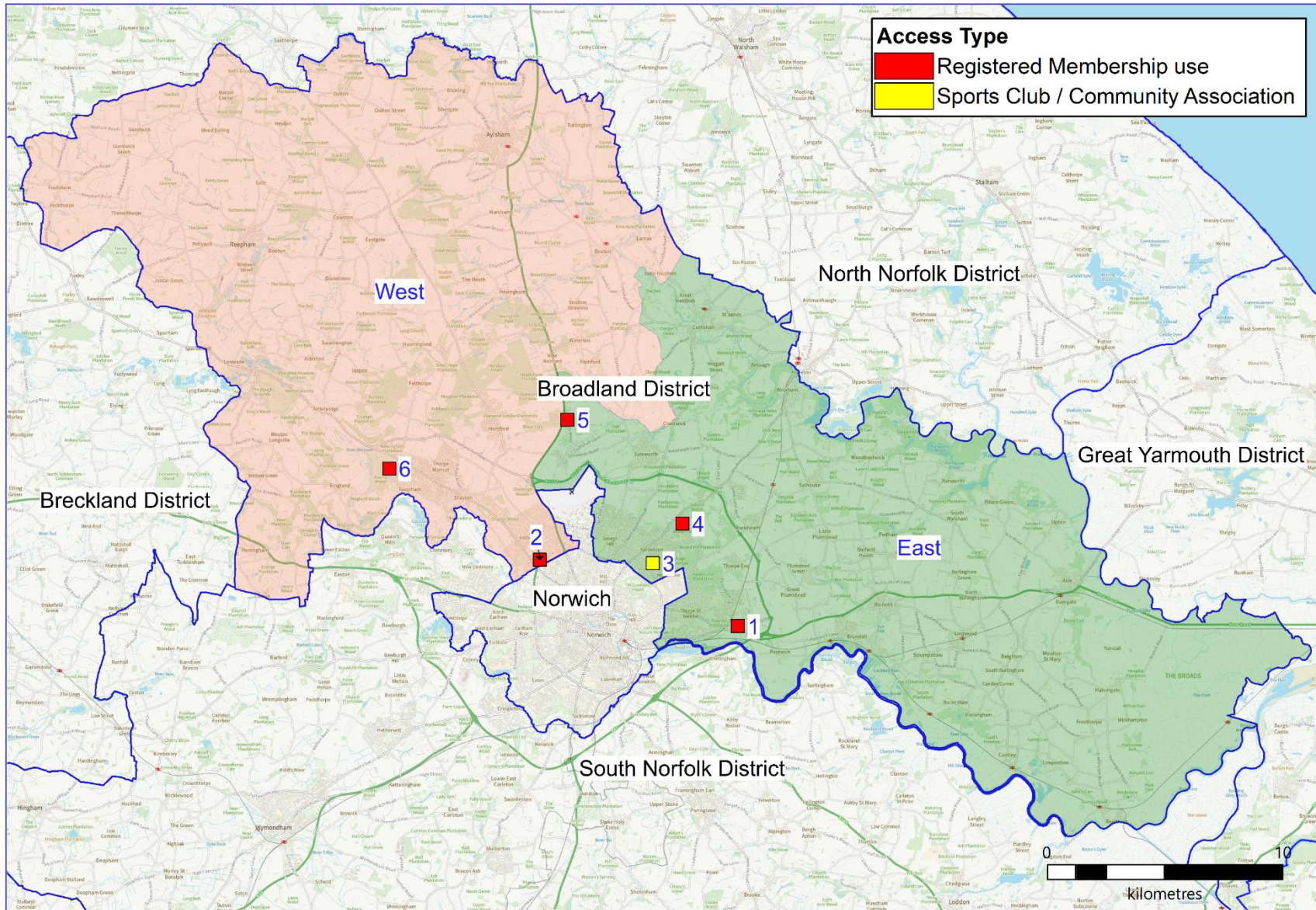
## Introduction

- 6.1 Sport England defines health and fitness provision as facilities that provide both cardiovascular and strength training equipment. Health and fitness exclude spaces/ studios for aerobics and dance activities. The assessment below is an audit and accessibility assessment for health and fitness provision in Broadland.
- 6.2 Market trends across the UK have changed in recent years, which may have resulted in an increase in the sector. As well as increased access to sites that offer strength and conditioning, functional fitness, and sessions such as CrossFit, there has been an increased importance and need for flexible spaces to accommodate classes, which are becoming an increasingly popular aspect of health and fitness provision.
- 6.3 The size of health and fitness facilities are measured using the stations provided. A station is a piece of static fitness equipment and larger health and fitness centres with more stations, are generally able to provide a more attractive offer to users. In general, a station is the equivalent of 4-5m<sup>2</sup> of space (5m<sup>2</sup> meets the Inclusive Fitness Initiative). As trends change, often space is an important factor, rather than the physical piece of equipment, but for the purpose of this assessment, we will assess the number of stations per site.

## Quantity

- 6.4 According to Sport England's Active Places Power database ([link](#)), there are 6 health and fitness facilities in Broadland in 2022 and they provide a total of 316 health and fitness stations. Across the 6 facilities, there is an average of 57 stations per facility.
- 6.5 The largest health and fitness site is Bannatyne Health Club (Norwich), located near the border with Norwich, which has 155 stations, followed by David Lloyd (Norwich) which has 60 stations.
- 6.6 Without the Bannatyne Health Club (Norwich) facility, the average number of stations per facility reduces to 32 stations and this emphasises the size of the facility. Bannatyne Health Club (Norwich) is the only facility with over 100 stations in Broadland.
- 6.7 BDC do not manage or operate any health and fitness facilities.
- 6.8 Details of all the health and fitness facilities in Broadland are set out in Table 6.1 and Map 6.1 below.

**Map 6.1 – Broadland Health and Fitness Facilities**



**Table 6.1 – Supply of Health and Fitness Stations in Broadland**

<b>Number</b>	<b>Site Name</b>	<b>Post Town</b>	<b>Stations</b>	<b>Access Type</b>	<b>Ownership Type</b>	<b>Management Type</b>
1	Bannatyne Health Club (Norwich)	Norwich	155	Registered Membership use	Commercial	Commercial Management
2	David Lloyd (Norwich)	Norwich	60	Registered Membership use	Commercial	Commercial Management
3	Sprowston Community Academy	Norwich	11	Sports Club / Community Association	Academy Convertors	School/ College/ University (in house)
4	Sprowston Manor Hotel and Country Club	Norwich	20	Registered Membership use	Commercial	Commercial Management
5	St Faith's Centre (Norwich)	Norwich	20	Registered Membership use	Community Organisation	Community Organisation
6	Wensum Valley Hotel Golf & Country Club	Norwich	50	Registered Membership use	Commercial	Commercial Management

### Facilities per 1,000 population

- 6.9 A benchmark measure used in the assessment of a facility type is facilities per 1,000 population. A manual calculation of the pro rata provision of health and fitness for Broadland, including the neighbouring local authorities in the region is set out in Table 6.2 below.

**Table 6.2 – Broadland Facilities per 1,000 Population**

<b>Total Supply</b>	<b>Population 2022</b>	<b>Health and Fitness Facilities</b>	<b>Stations</b>	<b>Stations per 1000 population</b>
<b>Broadland</b>	<b>133,378</b>	<b>6</b>	<b>316</b>	<b>2.4</b>
South Norfolk	149,371	16	766	5.1
Norwich	144,424	20	1,627	11.3
Breckland	144,592	13	633	4.4
Great Yarmouth	100,794	14	701	7.0
North Norfolk	107,051	12	347	3.2
Mid Suffolk	105,724	12	654	6.2

- 6.10 Based on this measure, it shows that Broadland has a low supply of stations when compared with other local authorities in the region. In general, with the exception of the city of Norwich, the remaining local authorities have quite a narrow range of stations per 1,000. For context, the median is South Norfolk at 5.1 stations per 1,000 and Broadland has the least provision in the region.

### Quality

- 6.11 In terms of age, 4 facilities opened before the year 2000, with 2 facilities opening between 2006 and 2017. The oldest facilities are located at St Faith's Centre (Norwich) and Wensum Valley Hotel Golf & Country Club, which were both built in 1990.
- 6.12 In total, 4 of the facilities have been refurbished, with all the refurbishments taking place since 2004. The latest refurbishment was at David Lloyd (Norwich), in 2019. The remaining 3 refurbishments were between 2004-2008. This highlights that the larger commercial operators continue to ensure that their facilities are modernised and show a good track record of refurbishment. However, the smaller facilities have not seen improvement works, which may signify a trend.

- 6.13 Of note, 2 commercial operators have developed sites in Broadland; Bannatyne Health Club (Norwich) and David Lloyd (Norwich). These were built in 1999 and 2006 respectively and whilst they have been refurbished, there has since been no additional commercial operators who have opened a site in Broadland. It is likely these facilities were located to meet the needs of the Greater Norwich populations, due to their proximity to key roads.
- 6.14 Table 6.3 below shows the year the facility was built and the refurbishment dates if applicable.

**Table 6.3 – Age of Broadland Health and Fitness Facilities**

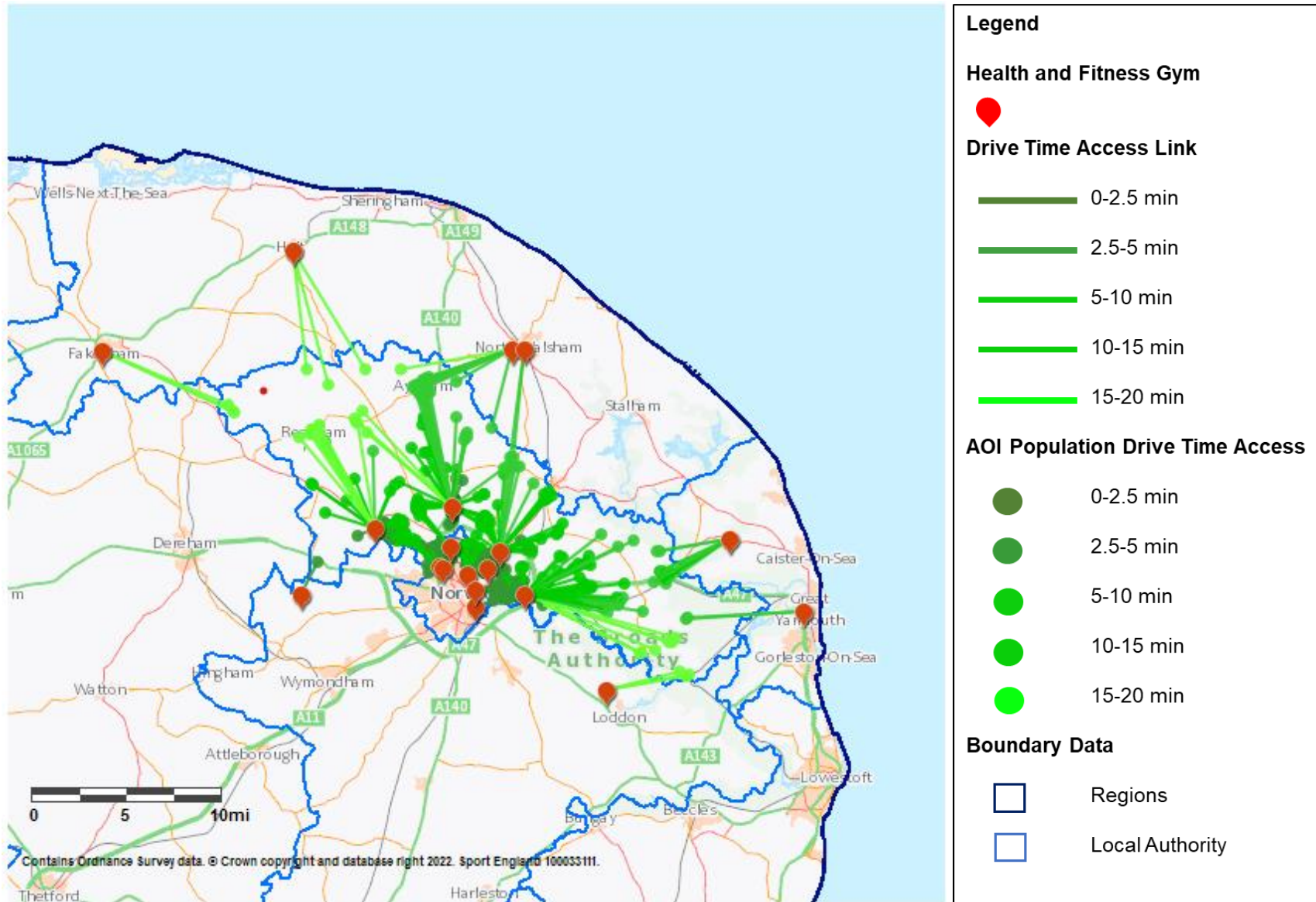
Number	Site Name	Post Town	Stations	Year Built	Year Refurbished
1	Bannatyne Health Club (Norwich)	Norwich	155	1999	2008
2	David Lloyd (Norwich)	Norwich	60	2006	2019
3	Sprowston Community Academy	Norwich	11	2007	n/a
4	Sprowston Manor Hotel and Country Club	Norwich	20	1991	2004
5	St Faith's Centre (Norwich)	Norwich	20	1990	n/a
6	Wensum Valley Hotel Golf & Country Club	Norwich	50	1990	2008

### **Accessibility**

- 6.15 In terms of accessibility, 100% of health and fitness stations (316) are available either on a membership or sports club / community association access.
- 6.16 Map 6.1 details that all of Broadland's health and fitness facilities are located close to the Norwich border, with none of the Broadlands's market towns having any provision.
- 6.17 The Area Access Report (from Active Places Power) helps determine the accessibility of specified sport facilities (type and sub type) for a defined population and defined travel catchment. The data shows the population with access to health and fitness centres within a 20-minute drive time of the facilities.

- 6.18 In total, the map estimates the facilities in Broadland and the surrounding local authorities reach 132,000 people, of which 97,000 are located within Broadland (i.e. 35,000 are in neighbouring local authorities). As a result, 73% of the Broadland population has access to a health and fitness facility within a 20-minute drive time, although this also does not consider any access policies/ restrictions.
- 6.19 Map 6.2 below shows that there are very few key identifiable areas within Broadland with a significant number of people without access to a health and fitness facility. Any resident with no access is likely to come from the more rural areas of Broadland and this is shown in the north west of the district. There will always be areas with a lack of access, but importantly there is access for all within a 20-minute drive time.

**Map 6.2 – Access to Health and Fitness Facilities in Broadland (20 Minutes)**





## **Availability**

- 6.20 There are no public leisure facilities with a health and fitness facility in Broadland.
- 6.21 There are 5 commercial health and fitness facilities, and they have a total of 305 stations, which is 97% of the total supply of stations. The average size of the commercial facilities is 61 stations, and they range in scale from Bannatyne Health Club (Norwich) with 155 stations, to Sprowston Manor Hotel and Country Club and St Faith's Centre (Norwich), both with 20 stations.
- 6.22 There is 1 educational facility with 11 stations, located at Sprowston Community Academy (3% of the total supply).
- 6.23 The market in Broadland is dominated by commercial operators, with David Lloyd and Bannatyne, at the higher end of the pricing policy, dominating the market. This highlights that it's likely that the Broadland market has been demand led from the commercial operators. BDC will not have significant control over the programming and pricing policies at these sites and this may provide a barrier to health and fitness for some residents.

## **Consultation**

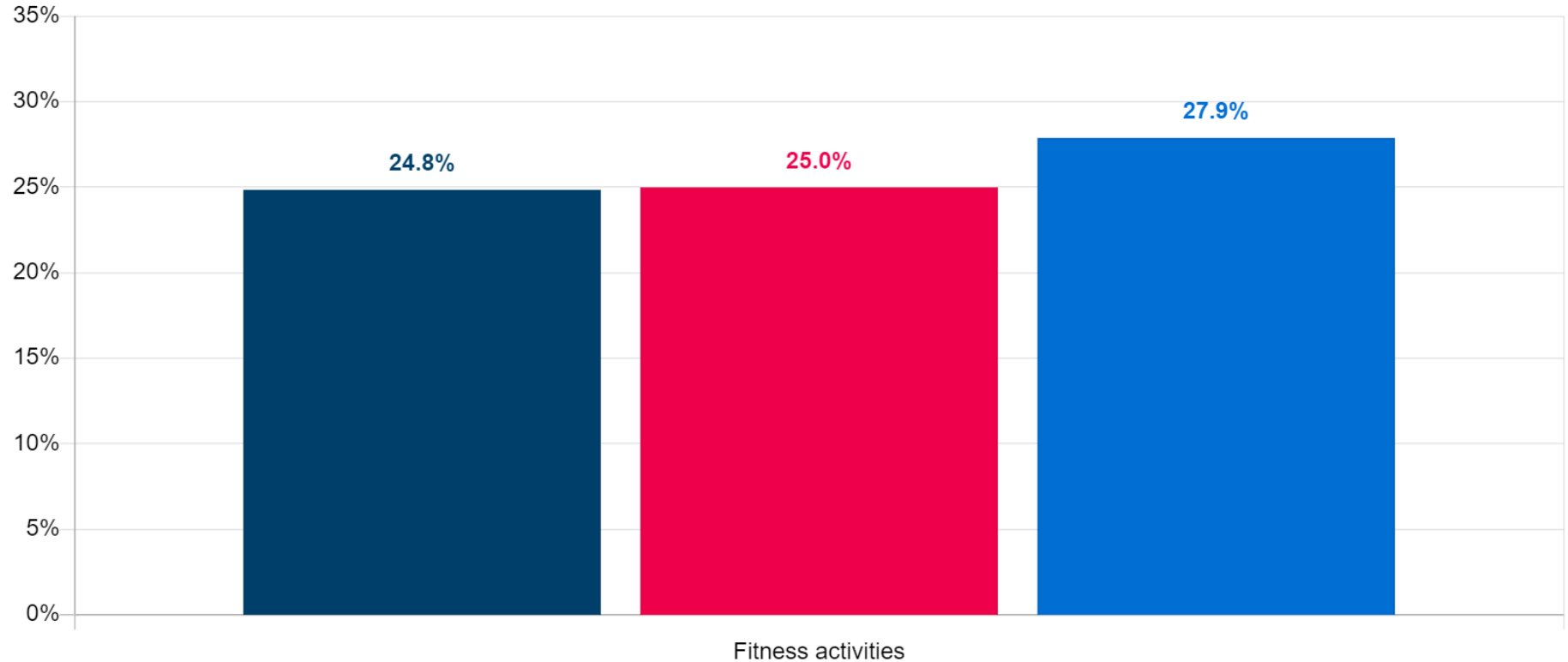
- 6.24 BDC do not currently own or manage any health and fitness facilities.

## **Demand for Health and Fitness in 2022**

- 6.25 This demand assessment has been based on data that has been collected before and during the COVID-19 Pandemic. The Pandemic had a significant impact on the health and fitness industry, with many key operators reporting a recovery of only circa 70-80% of previous member numbers.
- 6.26 This could be attributed to various factors, including but not limited to; residents finding alternative methods of fitness (e.g. home exercise), health issues that may have resulted in them no longer being able to attend, and existing dormant memberships being cancelled during lockdown. However, the market is projecting that there will be a gradual return to a steadier state and this assessment has been based on this assumption.
- 6.27 Figure 6.1 below shows that the current level of participation in Broadland is 27.9%. This is higher than the regional (25.0%) and national (24.8%) average for fitness activities.
- 6.28 In adults, this would equate to 31,500 of the population participating in fitness activities at least twice a month (based on the population of circa 113,000 people aged 15 years and over).

**Figure 6.1 - Fitness Activity Participation at least twice in the last 28 days**

Participation in the last 28 days : At least twice in the last 28 days by activity  
May 20-21



% Participation in the last 28 days by Where:

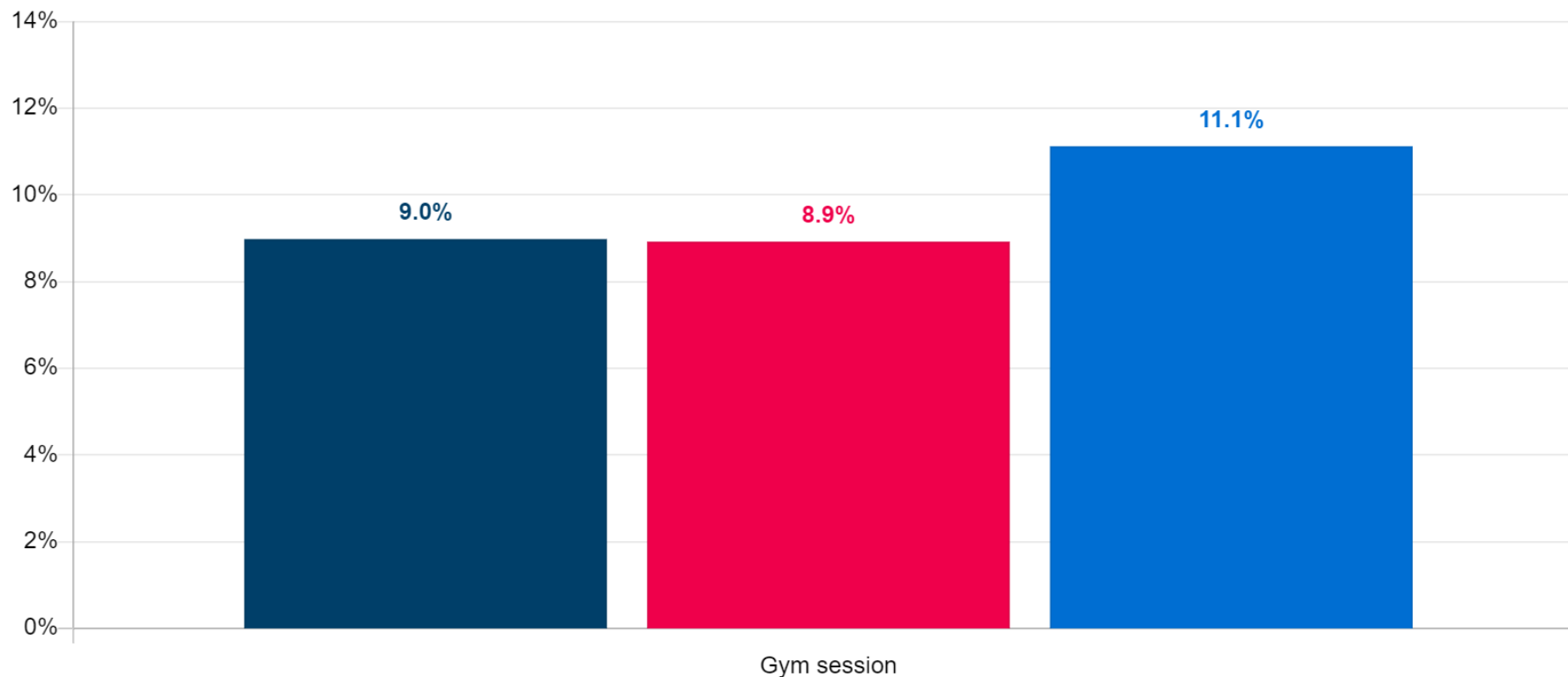
■ England (Nation) ■ East Region ■ Broadland LA

6.29 Participation can cover any type of fitness activity, so below narrows this down to only include formal fitness activities that can be undertaken in a health and fitness facility. Figures 6.2 and 6.3 detail the number of people in Broadland participating in a gym session or fitness class, at least twice every 28 days.

6.30 Broadland is above average for gym session participation, with 11.1% of the population participating. This compares to 8.9% regionally and 9% nationally (latest data is November 2019/20). It should be noted that this has decreased from the peak in May 2019/ 20 data of 18.1%. Based on the adult population, this equates to 12,500 people participating in gym sessions in Broadland at least twice a month.

**Figure 6.2 - Gym Session Participation at least twice in the last 28 days**

Participation in the last 28 days : At least twice in the last 28 days by activity  
Nov 19-20

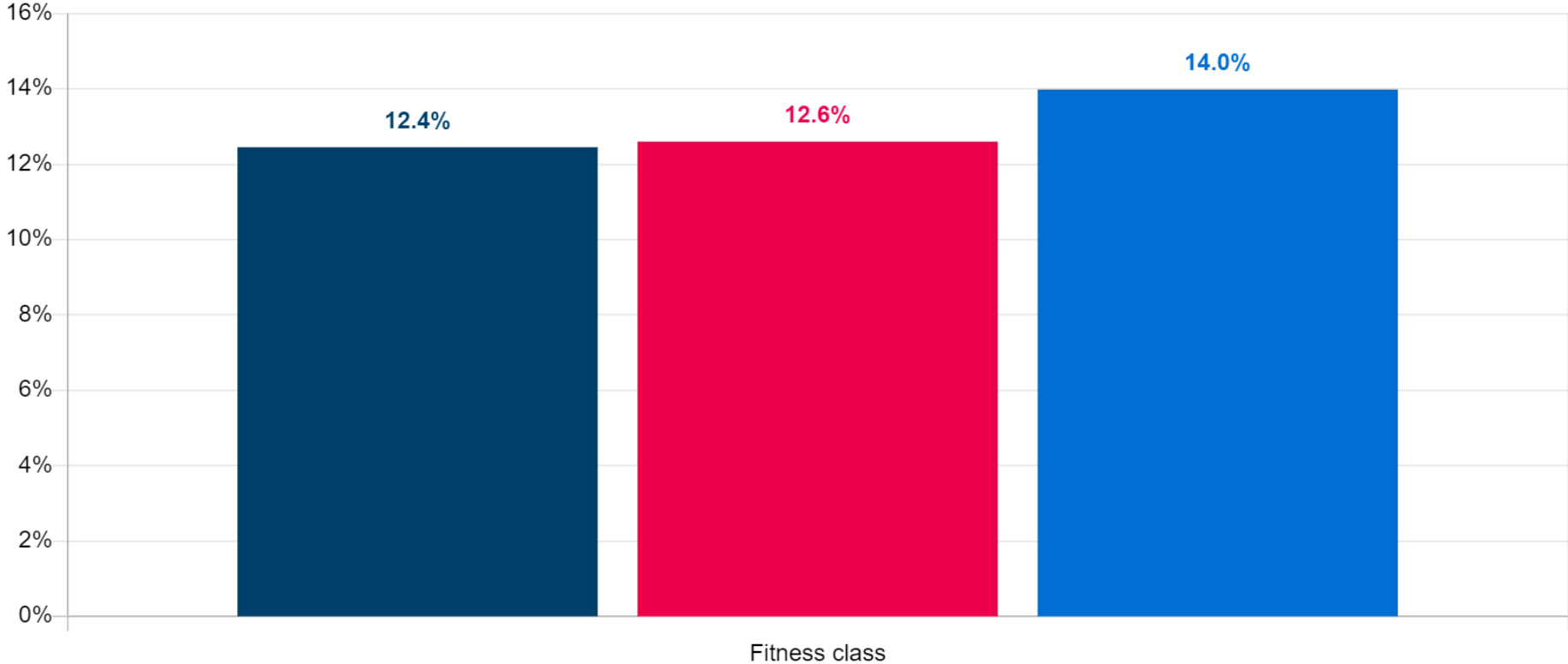


% Participation in the last 28 days by Where:

■ England (Nation) ■ East Region ■ Broadland LA

**Figure 6.3 - Fitness Class Participation at least twice in the last 28 days**

Participation in the last 28 days : At least twice in the last 28 days by activity  
May 20-21



% Participation in the last 28 days by Where:  
■ England (Nation) ■ East Region ■ Broadland LA

- 6.31 Figure 6.3 above shows that fitness class participation is higher than average in Broadland, with 14.1% of the population participating twice every 28 days (latest data is May 2020/ 21). This is higher than the regional (12.6%) and England (12.4%) averages. This has decreased from previous data, with a peak of 18.3% in May 2019/ 20. Based on the adult population, this equates to 14,800 people participating in fitness class sessions in Broadland.
- 6.32 In total, it is estimated that there are circa 12,500-15,000 people in Broadland participating in either a gym session or health and fitness class at least twice every 28 days. It is likely a high proportion of this group will be a member of a facility in order to access the gym or class. Low-cost budget gyms can offer memberships for as little as £15-£20 per month, which often includes classes and gym access.
- 6.33 The Leisure Database Company (TLDC) are a leading provider in analysing demand for health and fitness through latent demand reports. Many of the country's leading leisure operators will use the TLDC to provide an accurate assessment on the level of demand for a fitness facility.
- 6.34 The TLDC produce a 'State of the UK Fitness Industry Report' every year. In 2019 (pre COVID-19 Pandemic), the report stated that the industry has continued to grow to a total penetration rate of 15.6%, equating to 1 in 7 people being a member of a gym. This is higher than the Active Lives data for gym sessions or class sessions in Broadland which totalled between 11-14% people participating at least twice every 28 days.
- 6.35 If we are to apply this 15.6% to the population of 124,000 that are 15 years and over, this equates to 17,600 people being a member of a gym. It should be noted that this was pre COVID-19 Pandemic, and the market is currently not operating at these levels. This also does not consider people using facilities in the neighbouring local authorities or near to their workplace.
- 6.36 This data has also been considered in more depth for each of the Analysis Areas. Table 6.4 overleaf shows the demand across the various geographical areas.

**Table 6.4 – Supply and Demand Balance in Analysis Areas**

<b>Total Supply</b>	<b>Broadland 2022</b>	<b>West Analysis Area 2022</b>	<b>East Analysis Area 2022</b>
Total Supply of Stations	316	110	206
Population (15 years and above)	103,000	48,000	65,000
Maximum Membership Demand from Population	17,600	7,500	10,100
<b>Equivalent Demand in Stations (25 members per station)</b>	<b>704</b>	<b>300</b>	<b>404</b>
<b>Theoretical Supply and Demand Balance</b>	<b>-388</b>	<b>-190</b>	<b>-198</b>
Adjusted Total Capacity of Health and Fitness	9,500	2,800	6,700
Adjusted Total Supply of Stations (based on 25 members per station)	380	112	268
<b>Adjusted Supply and Demand Balance (25 members per station)</b>	<b>-324</b>	<b>-188</b>	<b>-136</b>

- 6.37 Table 6.3 above shows there is theoretical demand for up to 17,600 people being a gym member in Broadland. If we are then to apply an industry average of 25 members per station to 17,600 users, this would identify demand for 706 stations, in order to meet the maximum membership demand. Therefore, based on the supply of 316 available stations, this identifies a large deficit of 388 stations in Broadland. Table 6.3 details that the deficit is split between each Analysis Area, although there is a slightly higher deficit in the West Analysis Area.
- 6.38 Many large commercial operators will be able to accommodate up to 35 members per station due to the size of the gym, opening hours and studio space, and so this will increase the capacity of gyms across Broadland, reducing this deficit. If we were to assume the Bannatyne Health Club (70 stations or more) could accommodate up to 35 members per station, this equates to increased capacity from 155 of the 316 stations (49%). This means Bannatyne Health Club will be able to accommodate up to 5,400 members, with the remaining 161 stations catering for 25 members per station, totalling 4,000 members. This would mean total capacity for 9,400 members across Broadland (from 7,900).

6.39 If we are to equate this adjusted supply back to an industry number of stations (based on 25 members per station), this totals a theoretical supply 380 stations. As a result, once the additional capacity is considered, there still appears to be an undersupply of 324 stations in Broadland, again split across the two Analysis Areas, but with more emphasis on a larger deficit in the West Analysis Area.

### **Demand for Health and Fitness by 2038**

6.40 In terms of future demand, and assuming supply remains the same as in 2022, the 2038 population is expected to increase to circa 174,000 people. Of these 174,000, 149,000 are 15 years and older. The data has also been considered in more depth for each of the Analysis Areas for 2038, Table 6.5 details the demand across the various geographical areas.

**Table 6.5 – Supply and Demand Balance in Analysis Areas in 2038**

<b>Total Supply</b>	<b>Broadland 2038</b>	<b>West Analysis Area 2038</b>	<b>East Analysis Area 2038</b>
Total Supply of Stations	316	110	206
Population (15 years and above)	149,300	58,600	90,700
Maximum Membership Demand from Population	23,300	9,100	14,200
<b>Equivalent Demand in Stations (25 members per station)</b>	<b>932</b>	<b>364</b>	<b>568</b>
<b>Theoretical Supply and Demand Balance</b>	<b>-616</b>	<b>-254</b>	<b>-362</b>
Adjusted Total Capacity of Health and Fitness	9,500	2,800	6,700
Adjusted Total Supply of Stations (based on 25 members per station)	380	112	268
<b>Adjusted Supply and Demand Balance (25 members per station)</b>	<b>-552</b>	<b>-252</b>	<b>-300</b>

6.41 Using the same methodology and metrics as the 2022 assessment, this would identify demand for 23,300 people or a need for 932 stations, based on 25 members per station. This would result in a deficit of 616 stations in Broadland.

- 6.42 However, when the adjusted total supply of stations of 380 is applied, this results in a slightly smaller deficit of 552 stations across Broadland. The deficit will continue to remain fairly even across the two Analysis Areas, although the larger amount of housing growth in the East Analysis Area means there is a larger theoretical supply in the east totalling 300 stations.

### **What does this mean for Health and Fitness in Broadland?**

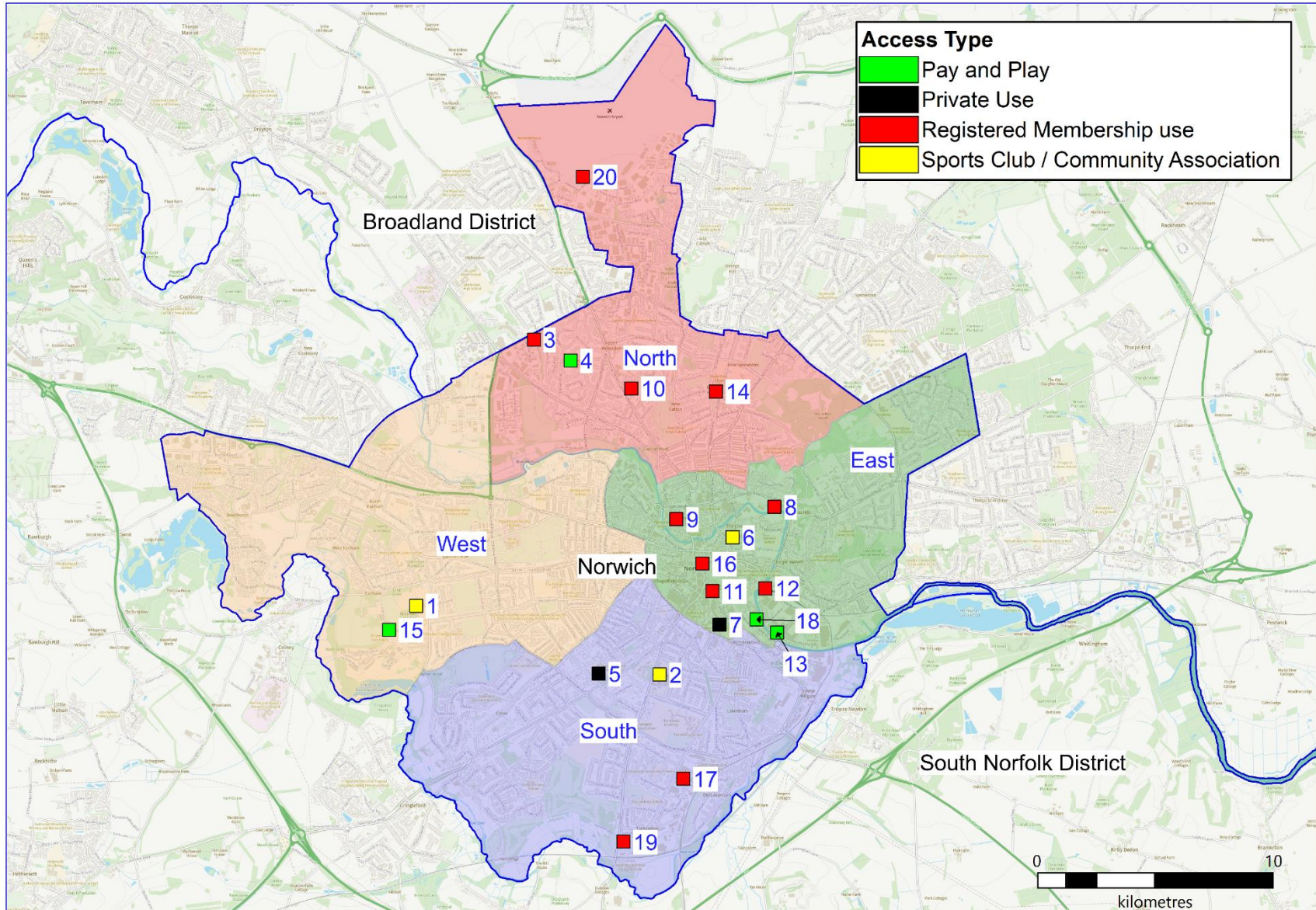
- 6.43 The assessment highlights that the current level of health and fitness supply does not meet the demand for Broadland in 2022 or 2038. There are only 6 health and fitness facilities in Broadland, and they are all located close to the Norwich border. Of these, 97% of stations require a registered membership in order to gain access and there is no local authority provision in Broadland.
- 6.44 As a result, the market is reliant on the commercial sector, especially the large Bannatyne Health Club facility which equates to 49% of all stations in Broadland. Because of the current provision, there are potential barriers to access for all residents, with affordability a key issue.
- 6.45 As identified in the assessment, the supply is located close to the Norwich border, so the more rural areas of Broadland do not have access to health and fitness facilities. This includes the market towns of Aylsham, Reepham and Acle. Despite the location of the facilities, there is access for circa 73% of the population, with few areas without access to a health and fitness facility, either within Broadland or in neighbouring districts.
- 6.46 The analysis has detailed that there is a deficit of 324 stations in 2020 and this increases to 552 by 2038. This includes the impact of housing growth, especially in the key Broadland Growth Triangle area. In terms of location of the deficit, this remains fairly split between the two Analysis Areas, although the surplus grows quicker in the East Analysis Area as a result of the higher number of dwellings being built.
- 6.47 What is significant for Broadland is the situation in neighbouring Norwich. The Norwich Needs Assessment has highlighted that there is a significant oversupply of stations, with various large-scale low-cost providers such as Pure Gym and The Gym. Table 6.6 details the large facilities with at least 70 stations in the district and Map 6.3 below details the provision of all health and fitness in Norwich.



**Table 6.6 – Large Health and Fitness Facilities in Norwich**

<b>Number</b>	<b>Site Name</b>	<b>Stations</b>	<b>Access Type</b>
8	Nuffield Health (Norwich)	105	Registered Membership use
10	Pure Gym (Norwich Aylsham Road)	220	Registered Membership use
11	Pure Gym (Norwich Castle Mall)	220	Registered Membership use
12	Pure Gym (Norwich Riverside)	220	Registered Membership use
13	Riverside Leisure Centre (Norwich)	100	Pay and Play
15	Sportspark At UEA	125	Pay and Play
16	The Gym (Norwich City)	125	Registered Membership use
17	The Gym (Norwich Hall Road)	219	Registered Membership use

**Map 6.3 – Provision of Health and Fitness in Norwich**



- 6.48 Except for UEA Sportspark (15) and The Gym (Norwich Hall Road) (17), all of the large facilities are located in the East and North Analysis Areas, both of which border Broadland.
- 6.49 As a result, it appears that provision has been developed in Norwich to support demand from both Norwich and Broadland. This is likely due to the larger populations of Broadland living close to the Norwich border, with many people commuting to the city and surrounding areas for work and leisure. In addition, there is a low-cost offer (e.g. Pure Gym) as well as facilities that provide swimming pool provision as part of membership (e.g. Riverside Leisure Centre) which Broadland cannot currently offer its residents.
- 6.50 Because of the complexities around preference of location for operators, current and future gym provision should be market driven by the sector. Health and fitness can be an integral part of a multi-use site as in the case of public sector provision, or it can be a free-standing low-cost health and fitness centre located in city centres to capture a distinct market and location (e.g. Pure Gyms). Health and fitness is very susceptible to fluctuating changes in participation, driven by disposable levels of income, the supply of facilities available, lifestyle choices and a seasonal variation in participation. Other facility types, such as swimming pools, normally have more balanced participation trends.
- 6.51 With all this considered, future gym provision is likely to be very market driven. For the public sector, it is often an integral part of provision, especially for facilities that include swimming pools and sports halls. The reason for this is to provide more critical mass at a leisure facility and improve the core business case.
- 6.52 Furthermore, it is likely that there will be isolated issues of demand meeting supply, especially considering the dispersal of population growth and the rate of this within certain areas of the district.

### **Recommendations for Broadland – Health and Fitness**

- Given the findings on current and future supply and demand, the recommendations are as follows:
  1. For the commercial sector sites to meet the projected increases in demand; and,
  2. If BDC were to provide any new public leisure centres, the scale of the necessary gym provision should be accessed at that time, as part of the feasibility study. Benchmark provision at this time would suggest a minimum of a 75-100 station gym.
- There is a significant deficit in the number of stations for the population of Broadland both now and in the future. Population growth by 2038 will result in additional demand on the fitness facilities, especially in the Broadland Growth Triangle area and there are currently very limited options located in the local authority (only 6 sites and 97% are commercially owned);
- As a minimum, there will be a requirement to protect and modernise existing facilities to ensure they remain attractive and in-line with current market trends. Broadland currently relies on residents travelling to access the commercial provision in Norwich;
- Future gym provision is very market driven. Development of facilities should be market led in terms of opportunities in the various locations; and
- Having adequate public health and fitness provision is important and often helps strengthen the business case and feasibility of wider leisure infrastructure projects. This should be considered when developing new projects.

# 7. Indoor Tennis Centres

## Introduction

- 7.1 The indoor tennis centre assessment includes three types of indoor tennis centres. All three can either be temporary or permanent structures, depending on where they are located and for how much of the year they are needed.
- **Airhalls**, more commonly known as bubbles, are relatively inexpensive and efficient to construct. Air structures usually comprise single or multi-layered fabric, which are erected and supported using air pressure, provided by substantial air blowers, which are also used to ventilate and control the climate within the bubble;
  - **Traditional** fabric frame structures comprise a steel, aluminium or wood framework, with a fabric similar to that used on air structures, stretched tightly over the framework. An inner lining is often used in places where the climate is variable, to help retain the heat in winter and resist it in summer. The structures have sloped walls, as they need to be able to cope with modest snow falls and high winds. Fabric frame structures are modular and usually cover between one and four courts. However, they can be designed to cover as many courts as needed; and
  - **Steel** is the most common material used to construct the frame of an indoor tennis centre. Steel buildings cost more to construct than air or fabric framed structure but will offer better insulation and therefore provide savings on the overall running costs. A steel framed building can last up to 65 years.

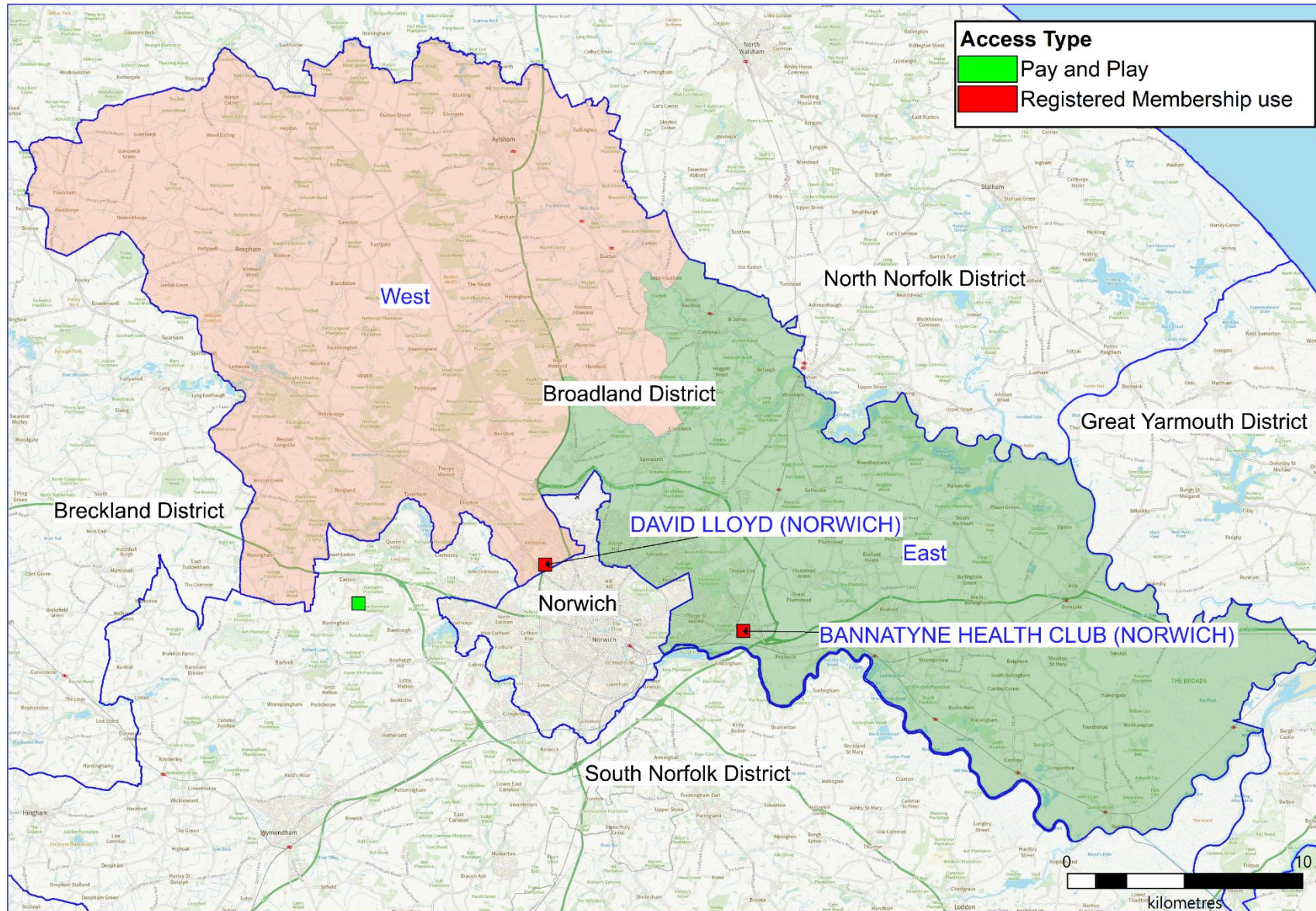
## Quantity

- 7.2 There are 3 indoor tennis facilities in Broadland located at 2 sites, totalling 10 indoor tennis courts. For context, Norwich does not have any provision, whilst there are 8 indoor tennis courts in South Norfolk.
- 7.3 Table 7.1 and Map 7.1 outlines the details of the supply in Broadland.

**Table 7.1 – Supply of Indoor Tennis Centres in Broadland**

<b>Site Name</b>	<b>Type</b>	<b>Indoor Tennis Courts</b>	<b>Surface Type</b>	<b>Access Type</b>	<b>Ownership Type</b>	<b>Management Type</b>
Bannatyne Health Club (Norwich)	Traditional	2	Acrylic	Registered Membership use	Commercial	Commercial Management
David Lloyd (Norwich)	Traditional	6	Textile	Registered Membership use	Commercial	Commercial Management
David Lloyd (Norwich)	Airhall (seasonal)	2	Acrylic	Registered Membership use	Commercial	Commercial Management

Map 7.1 – Broadland Indoor Tennis Centres



### Facilities per 1,000 population

- 7.4 A benchmark measure used in the assessment of a facility type is facilities per 1,000 population. Using data from Active Places Power, the supply of indoor tennis courts for Broadland and the neighbouring local authorities in the region are set out in Table 7.2.

**Table 7.2 – Broadland Facilities per 1,000 Population**

<b>Total Supply</b>	<b>Population 2022</b>	<b>Sites</b>	<b>Indoor Tennis Courts</b>	<b>Courts per 1000 population</b>
<b>Broadland</b>	<b>133,378</b>	<b>2</b>	<b>10</b>	<b>0.08</b>
South Norfolk	149,371	1	8	0.05
Norwich	144,424	0	0	0.00
Breckland	144,592	0	0	0.00
Great Yarmouth	100,794	0	0	0.00
North Norfolk	107,051	0	0	0.00
Mid Suffolk	105,724	0	0	0.00
East Region	6,346,769	41	214	0.03
England	57,282,105	309	1,431	0.03

- 7.5 Table 7.2 shows that based on this measure, Broadland has a good supply of indoor tennis courts compared to other local authorities. Broadland has the highest number of indoor tennis courts per 1,000 population in the East.

### Quality

- 7.6 A quality assessment has been undertaken using data from Active Places Power using the date of construction and whether the facility has been refurbished, which is a useful proxy for quality. Table 7.3 shows the details of the 3 facilities in Broadland.



**Table 7.3 – Supply of Indoor Tennis Centres in Broadland**

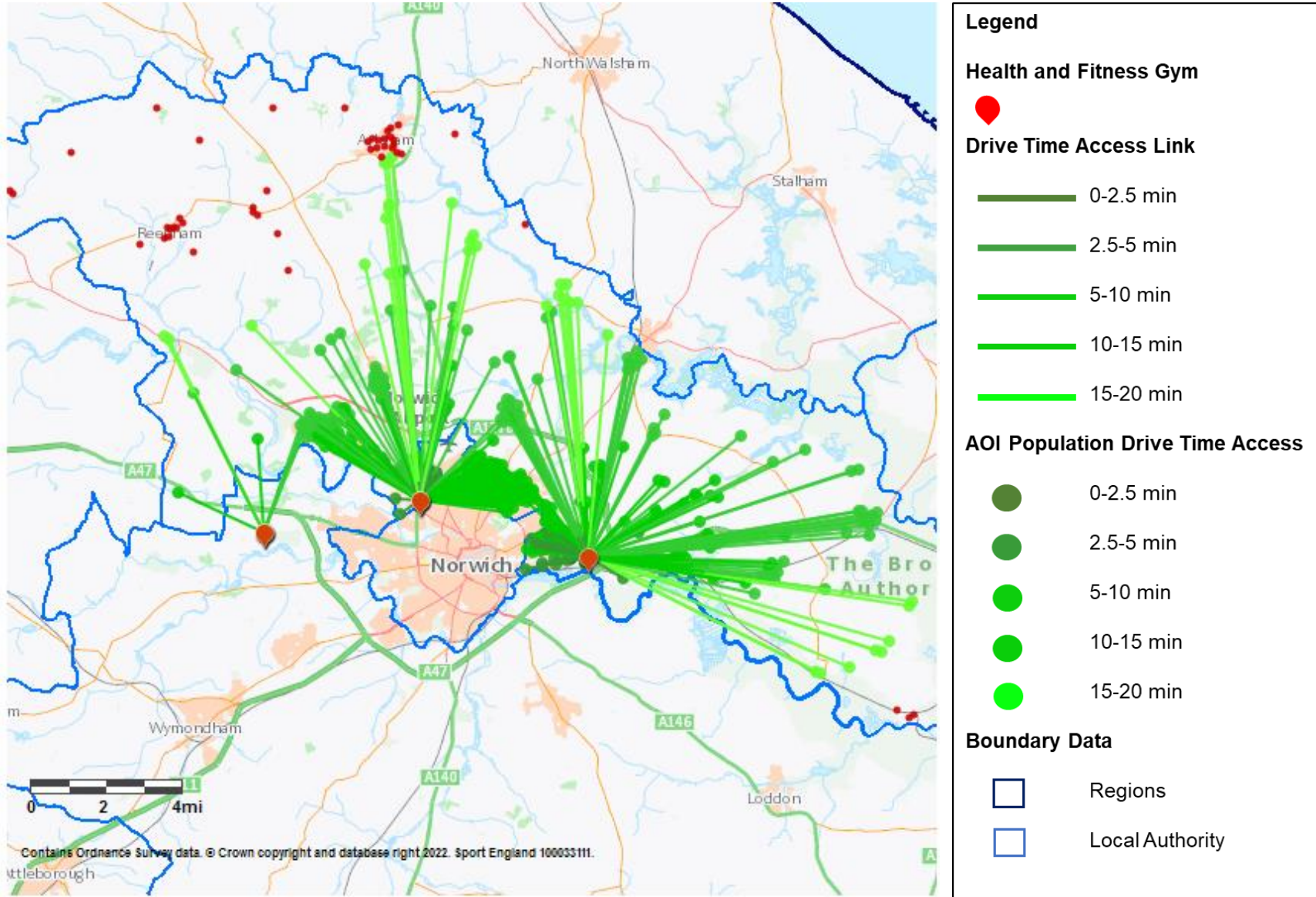
Site Name	Type	Indoor Tennis Courts	Surface Type	Year Built	Year Refurbished
Bannatyne Health Club (Norwich)	Traditional	2	Acrylic	1999	2011
David Lloyd (Norwich)	Traditional	6	Textile	2006	n/a
David Lloyd (Norwich)	Airhall (seasonal)	2	Acrylic	2006	n/a

7.7 The data details that the facilities were built in 1999 and 2006. It is not possible to be definitive about quality and condition, but it is likely that the centres are in good quality, given their age and usage levels. They are also operated commercially, and reinvestment and maintenance are likely to be very important to continue to ensure the facilities are attractive to members. It is also likely that the courts undertake routine maintenance to ensure they remain good quality.

### **Accessibility**

- 7.8 Map 7.1 shows the facilities are located around large settlements, with both the Broadland (and South Norfolk courts) geographically located near their border with Norwich. This provides access for residents in all three Greater Norwich local authorities.
- 7.9 As highlighted in Table 7.2, the location of indoor tennis courts tends to be near to larger settlements, and this has been reflected in the lack of provision in the neighbouring authorities. As a result, the facilities may attract users from outside the district and further than a 20-minute catchment.
- 7.10 The catchment area of an indoor tennis centre for regular participation is defined by the Lawn Tennis Association as 20 minutes' drive time.
- 7.11 The Area Access Report (from Active Places Power) helps determine the accessibility of specified sport facilities (type and sub type) for a defined population and defined travel catchment. The data shows the population with access to indoor tennis centres within a 20-minute drive time of the facilities.
- 7.12 In total, the map estimates the facilities in Broadland and the surrounding local authorities reach 117,000 people, of which 114,000 are located within Broadland (3,000 are in neighbouring authorities). As a result, 85% of the Broadland population have access to an indoor tennis centre within a 20-minute drive time, although this does not consider access policies. Map 7.2 below details the access findings for Broadland.

**Map 7.2 – Access to Indoor Tennis Centres in Broadland (20 Minutes)**



- 7.13 The areas of Broadland without access are the far west around Aylsham and Reepham, as well as the far east of Broadland. This is impacted by the lack of indoor tennis facilities in neighbouring facilities surrounding Broadland, and therefore people in the more rural areas of Broadland will need to travel further to access indoor tennis courts.

### **Availability**

- 7.14 Both David Lloyd (Norwich) and Bannatyne Health Club (Norwich) are commercial facilities with registered membership access only. This means there is no pay and play availability in the district.

### **Consultation**

- 7.15 Consultation with the following stakeholders was carried out to support the development of the evidence base:

- National Governing Bodies; and
- Local Authority and Operators.

### **National Governing Bodies**

#### **Lawn Tennis Association (LTA)**

- 7.16 To establish target locations for future community indoor tennis centres, the LTA have modelled data from existing successful Community Indoor Tennis Centre's (CITC's). This helped to identify the demographic type, volume and catchment size of a successful CITC. This modelling was applied across England, Scotland and Wales to establish the areas of potential demand. The key metrics established are:
- A target location must demonstrate a minimum threshold population of 70,000 within a 20-minute drive. Of this population, at least 12,500 must identify as having an interest in playing tennis. Please note this drive time extends to 30 minutes for rural areas; and
  - Filtered for competition within the catchment in order to prioritise the addressing of indoor tennis provision gaps.
- 7.17 This methodology has enabled the LTA to identify 72 target locations for new indoor tennis facilities in England, 12 in Wales and 12 in Scotland.
- 7.18 The LTA have identified 'East Norwich' as a priority; however, they also indicated that south of Norwich could be preferred (between Ipswich Road and Newmarket Road), within the ring road, located in Norwich or South Norfolk. There is a need for more indoor tennis courts in the Greater Norwich area based on the levels of demand identified. There are limits on the current number of indoor tennis courts available to the community, due to the remaining courts being commercially operated on a membership basis (e.g. David Lloyd and Bannatyne in Broadland).

- 7.19 The LTA are flexible in their approach to providing another facility as partnership is key, both BDC and the UEA are obvious key partners. Historically, the LTA have held conversations with the UEA due to the range of facilities available, including outdoor courts, but a development has not occurred.
- 7.20 There is also an opportunity for tennis providers and local authorities to continue to create partnerships with the National Tennis Association (NTA) in Greater Norwich, a local operator who run coaching programmes at Easton and Otley College and Parks tennis sites in Norfolk.
- 7.21 There are no priority projects in the pipeline in the surrounding local authorities of Lowestoft, Great Yarmouth and West Norfolk. The LTA have stated that even if facilities in these locations were also priorities, it would not impact usage on another facility in Greater Norwich.

### **Local Authority and Operators**

#### **National Tennis Association (NTA)**

- 7.22 The NTA are a key local operator of 70 facilities across Norfolk and currently manage programmes at Easton and Otley College, as well as operate and run programmes at Park Tennis locations.
- 7.23 The NTA are interested in creating a partnership with the LTA to deliver an indoor tennis centre. They have had initial discussions with The Hewett Academy (in Norwich) regarding provision of a centre on the school site, linked to the outdoor tennis courts.
- 7.24 They are looking to deliver a mass participation model which can also include other facilities such as health and fitness.
- 7.25 In terms of the facilities currently available, the NTA have outlined that East and Otley College is focused on a performance programme, whilst the facilities in Broadland (David Lloyd and Bannatyne) have barriers to accessibility.

#### **Demand for Indoor Tennis Centres in 2022**

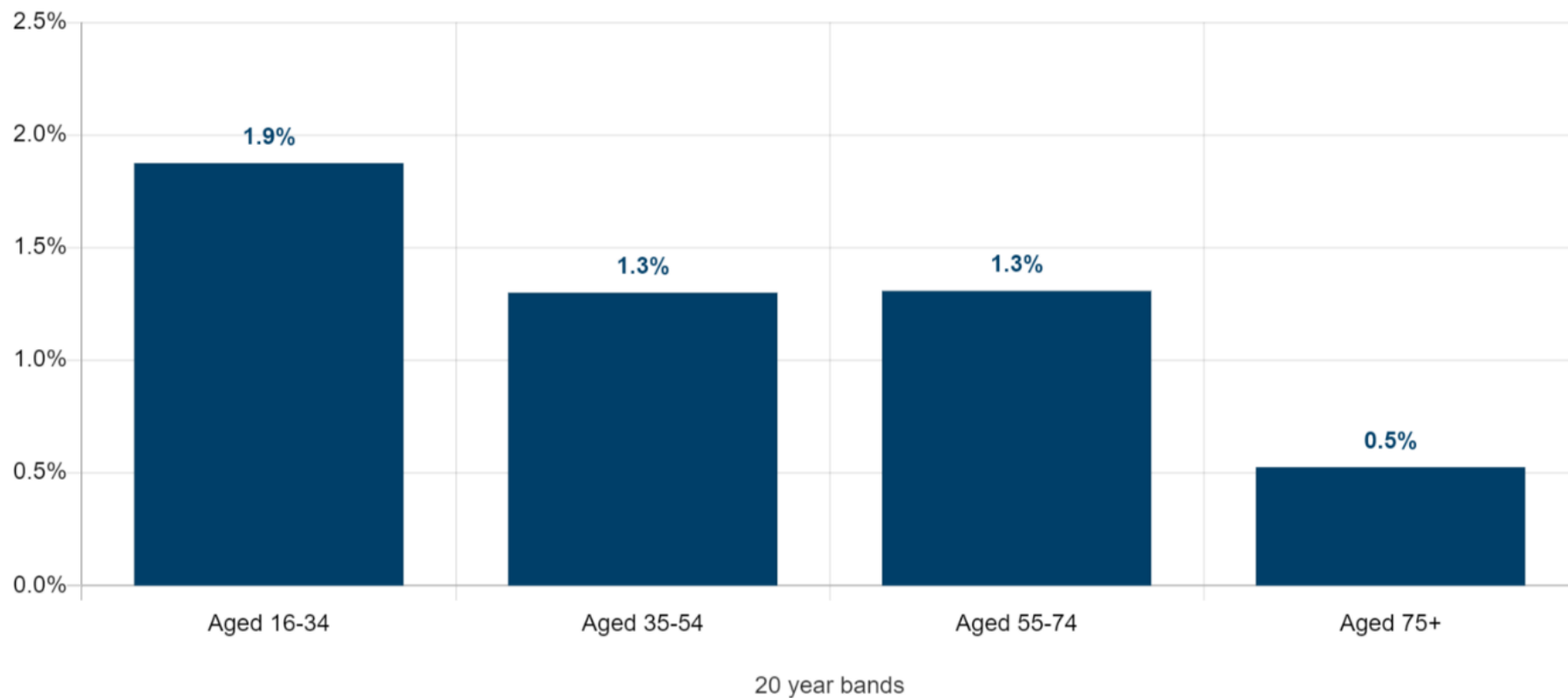
- 7.26 There is not one consistent source/ methodology to calculate the demand for indoor tennis. There is also very little data on the age profile of indoor tennis players. Nationally, Sport England's Active Lives Survey, has detailed that 1.4% of people participate at least twice in the last 28 days. Figure 7.1 below details the age breakdown of the participants.

**Figure 7.1 – Age Breakdown of Tennis Participation in England**

Participation in the last 28 days : At least twice in the last 28 days by activity

Age

May 20-21



% Participation in the last 28 days by Activity:

■ Tennis

7.27 The most popular age group and the only group above the national average is the 16-43 years old group, although it does still have good levels of participation for people up to 74 years old.

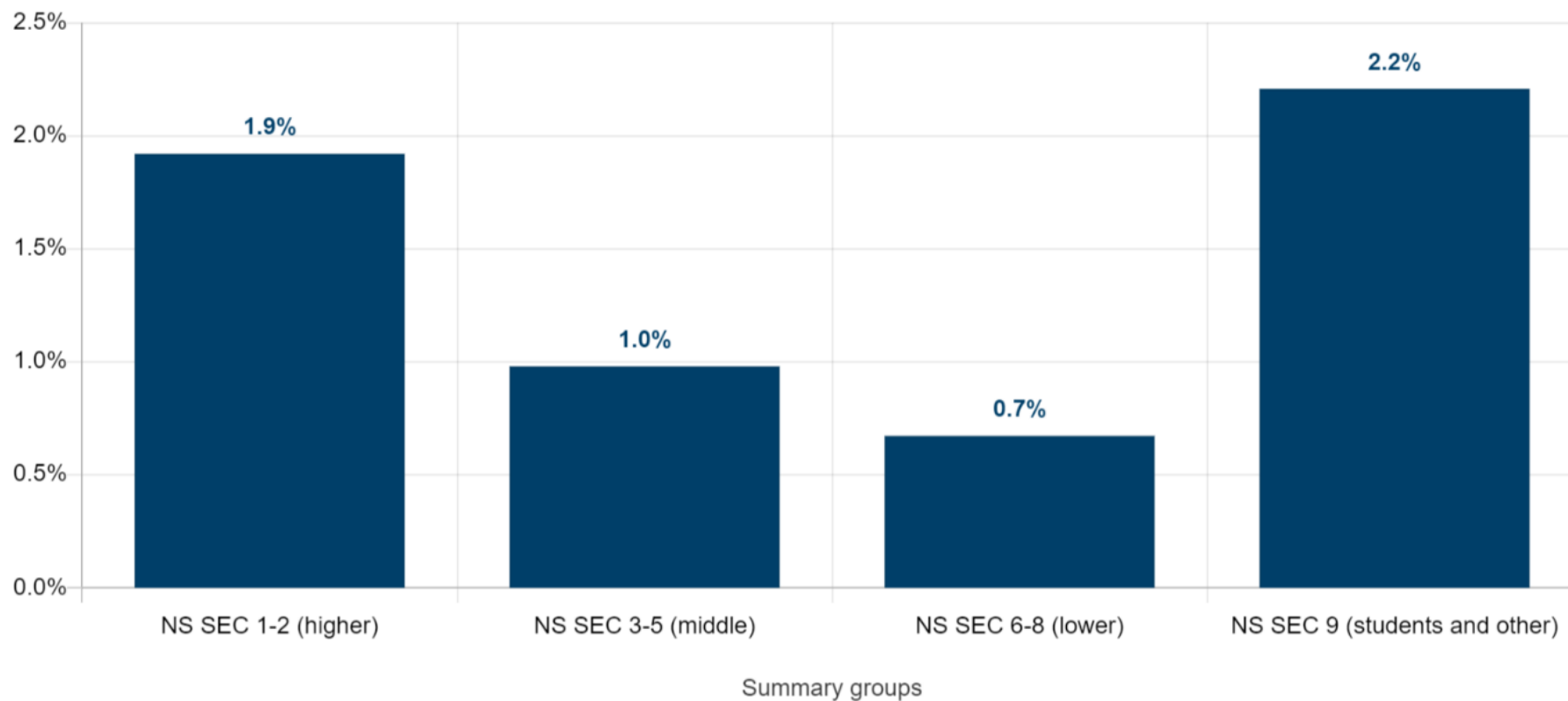
7.28 In terms of socio-economic status of players, Figure 7.2 details the findings nationally.

**Figure 7.2 – Social Status of Participation in England**

Participation in the last 28 days : At least twice in the last 28 days by activity

Social status

May 20-21



% Participation in the last 28 days by Activity:

■ Tennis

- 7.29 The measure used is a National Statistics Socio-Economic Classification (NS-SEC) measure derived using the self-coded method from the ONS Socio-Economic Classification guidance ([click here for more information](#)). This assigns people aged 16-74 to a classification using information collected about employment status (self-employed or employed), the size of organisation and supervisory roles. People are then asked to place themselves in one of eight occupational groups. From this, a five class NS-SEC measure can be derived.
- 7.30 There is a trend that people from higher socio-economic backgrounds are more likely to participate in tennis and this figure is 1.9% (compared to 1.4% nationally). Despite this, highest participation is from NS-SEC 9 which is students and other, which are likely to be of the younger generation, which has already been highlighted as a key user group.
- 7.31 Active Lives has outlined that there were 1.2% of participants aged 16 years and over taking part in Tennis at least twice per month in the East Region in 2020/ 21, with 1.2% participating in Norfolk (in 2019/ 20). Data is not available on a district level. Nationally, 1.4% of people participate in tennis according to Active Lives.
- 7.32 In terms of children and young people, Active Lives has detailed that 3.2% have participated in tennis in the last week, which is lower than the East (6.8%) and England (6.3%)
- 7.33 In terms of historical data around tennis participation, the following stats are key:
- The LTA previously outlined that 5m adults play tennis at least once a year with 35% (circa 1.75m) playing once a month;
  - During the pandemic, outdoor tennis was one of the first sports that was first allowed to return, and this has led to significant growth in participation. In October 2021, the LTA reported that tennis participation had grown by 8%, despite the long periods of lockdown;
  - The LTA also stated that circa 67,000 juniors under the age of 16 compete regularly in tennis;
  - Pre pandemic, the most popular places to play were parks (33%), education facilities (20%), clubs (19%) and other (28%, e.g. David Lloyd, leisure centres etc.);
  - Of the 23,000 tennis courts in the UK, 55% are located at club sites, 31% at parks and 14% at other locations (Universities, schools, leisure centres etc.);
  - 1 in 3 courts are floodlit but only 1 in 7 are community based. Therefore, this will increase demand for indoor provision in areas where community courts are not floodlit; and
  - Only 1 in 4 people are unaware of tennis courts near to their house with 50% believing outdoor park courts are not up to the required standards.

- 7.34 If we were to apply data from the region, Sport England data suggests 1.2% of the adult population of Norfolk play tennis. Applying this to the 2022 population for Broadland, this presents a market opportunity of up to 1,356 adults.
- 7.35 If we were also to apply the 8% growth as identified post COVID-19 Pandemic, this would increase to circa 1,464 adults playing at least twice a month (124,000 adult population). In terms of juniors, based on 3.2% playing once a week, this totals circa 652 children playing at least once a week (20,000 junior population 15 years and under).
- 7.36 As a result, it is estimated there is potential for up to 2,116 users playing at least twice a month, or a minimum of 69,000 visits per annum.
- 7.37 This number of potential players would equate to provision of 11 indoor tennis courts based on the LTA measure of 1 indoor tennis court equating to 200 players. This is a deficit of 1 indoor tennis court.

### **Demand for Indoor Tennis Centres by 2038**

- 7.38 Assuming the provision remains the same as 2022 and using the same metrics as 2022, the adult population of 149,000 would total a market opportunity for 1,788 adults, with the population under 15 years totalling a market opportunity for 795 children.
- 7.39 This would equate to a total participation of 2,583 residents playing at least twice a month, or 84,000 visits a year. Based on the same metric of 1 indoor tennis court equating to 200 players, this will total demand by 2038 of 13 indoor tennis courts, an increase of 2 indoor tennis courts from 2022.

### **What does this mean for Indoor Tennis in Broadland?**

- 7.40 The needs assessment has highlighted that there currently are 10 indoor tennis courts available on a registered membership basis at David Lloyd (Norwich) and Bannatyne Health Club (Norwich). Thus, these courts will not be available to all residents of Broadland (plus Norwich and South Norfolk), and this will put an increased reliance on Easton and Otley College, the only pay and play facility in Greater Norwich.
- 7.41 In addition to those within the 20-minute catchment of the sites, the facilities are also not accessible to a large proportion of the district; the 20-minute catchment does not stretch to the market towns of Aylsham and Reepham and therefore when combined with the lack of provision in neighbouring local authorities, there is a lack of access for the population in the far east and west of Broadland. So, access for residents is limited either by being located outside of the catchment, or through the access policy, because it requires a monthly membership.



- 7.42 The LTA recommend a 20-minute drive time of at least 75,000 people and sites are often located close to population centres such as the 10 indoor tennis courts in Broadland and the 8 indoor tennis courts located in South Norfolk, all close to the Norwich boundary.
- 7.43 Easton and Otley College (in South Norfolk) is regarded as a busy facility, but it will not be accessible to all due to capacity issues, programming demands and pricing policy. In addition, David Lloyd and Bannatynes are both membership facilities, with limited access.
- 7.44 For indoor tennis, the Greater Norwich area should be considered together and it's important to understand the provision and demand in both Norwich and South Norfolk alongside these findings. Table 7.4 below details the overall supply and demand position for Greater Norwich.

**Table 7.4 – Supply and Demand Balance in Greater Norwich**

<b>Greater Norwich Courts</b>	<b>2022 Supply</b>	<b>2022 Demand</b>	<b>Supply and Demand Balance in 2022</b>	<b>2038 Supply</b>	<b>2038 Demand</b>	<b>Supply and Demand Balance in 2038</b>
Broadland	10	11	-1	10	13	-3
Norwich	0	11	-11	0	12	-12
South Norfolk	8	12	-4	8	14	-6
<b>Total</b>	<b>18</b>	<b>34</b>	<b>-16</b>	<b>18</b>	<b>39</b>	<b>-21</b>

- 7.45 The table demonstrates that there is a significant deficit of indoor tennis courts across Greater Norwich, substantially impacted by the lack of provision in Norwich. In total, there is a deficit of 16 indoor tennis courts in 2022, increasing to 21 indoor tennis courts by 2038. This is the equivalent of over 5 x 4 tennis indoor tennis court halls.
- 7.46 Providing this level of provision to meet the full demand is unlikely to be financially viable, but that there is a clear need for an additional facility both now and in the future within Greater Norwich. Due to the commercial operation of the courts in Broadland, the additional provision should be a CITC, with access for the wider tennis network on a pay and play basis.
- 7.47 Further to this, the LTA have already undertaken their own detailed analysis and highlighted that the east of Norwich, or the south of Norwich, are their priority locations for a potential new CITC, complementing the current provision across Greater Norwich. The NTA have also expressed interest in developing a facility, further emphasising the need for additional provision in Greater Norwich.

### **Recommendations for Broadland – Indoor Tennis Centres**

- Given the findings on current and future supply and demand for indoor tennis courts, the recommendations are as follows:
  1. Develop a 4-6 indoor CITC in the Greater Norwich area; and
  2. Consider the covering of outdoor courts with an air hall if demand continues to arise from the Greater Norwich area.
- The needs assessment has identified there is a significant deficit in courts across Greater Norwich and this is expected to increase by 2038. Despite there being provision of indoor tennis courts, not all the courts are accessible to the community, with 56% of the courts being under commercial management with a registered membership access policy;
- Further to this, the key local stakeholders (local authorities, LTA, NTA and UEA) should work together to identify the preferred development opportunities.

# 8. Indoor Bowls Centres

## Introduction

- 8.1 Indoor bowls is played in a similar way to lawn bowls and although there are slight differences between the two, it is essentially an indoor version of the outdoor game. The length of a rectangular green is still between 31-40 metres; however, the width of a green varies from as little as 8 metres (enough for one rink) to as much as 60 metres or more. The width of a rink for indoor play must be a minimum of 4.6 metres.
- 8.2 Indoor bowls centres are purpose built, bespoke facilities and the game is completely different to short and long mat bowls, which is played on a rectangular carpet (15m x 2m) that is rolled out. Short and long mat bowls can be accommodated in any indoor space large enough to fit the carpet and tends to be played at a recreational level.
- 8.3 For the purpose of this assessment, the data will be focused on dedicated indoor bowls centres.

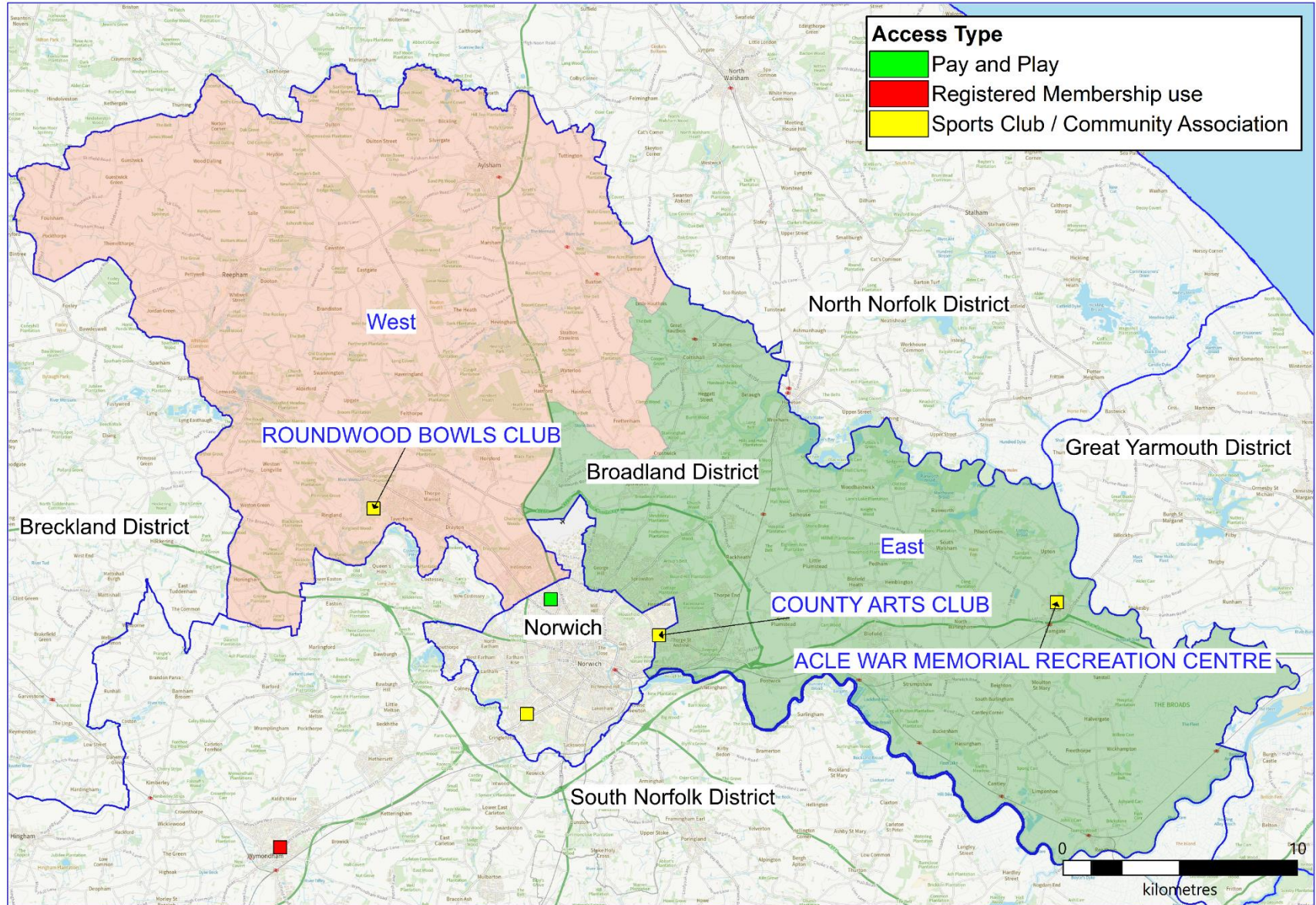
## Quantity

- 8.4 There are 3 indoor bowls centres in Broadland, providing a total of 18 rinks. All three facilities, County Arts Club, Acle War Memorial Recreation Centre and Roundwood Bowls Club, have 6 rinks. There is no local authority owned or managed indoor bowls centre. Table 8.1 and Map 8.1 overleaf outlines the details of the supply in the district.

**Table 8.1 – Supply of Indoor Bowls Centres in Broadland**

Site Name	Rinks	Area	Access Type	Ownership Type	Management Type
Acle War Memorial Recreation Centre	6	N/A	Sports Club / Community Association	Community Organisation	Community Organisation
County Arts Club	6	1140	Sports Club / Community Association	Sports Club	Sports Club
Roundwood Bowls Club	6	1011	Sports Club / Community Association	Sports Club	Sports Club

Map 8.1 – Broadland Indoor Bowls Centres



### Facilities per 1,000 population

- 8.5 A benchmark measure used in the assessment of a facility type is facilities per 1,000 population. Using data from Active Places Power, the provision of indoor bowls rinks for Broadland and the neighbouring local authorities is set out in Table 8.2 below.
- 8.6 It shows that based on this measure, Broadland has a good supply of indoor bowls rinks, compared to other local authorities within the region and England.
- 8.7 The 0.14 rinks per 1,000 population is higher than the regional and national average and is the joint highest provision with Great Yarmouth (0.14). For context, the median is 0.11 rinks per 1,000 population for the neighbouring local authorities.

**Table 8.2 – Broadland Facilities per 1,000 Population**

Total Supply	Population 2022	Sites	Rinks	Rinks per 1000 population
<b>Broadland</b>	<b>133,378</b>	<b>3</b>	<b>18</b>	<b>0.14</b>
South Norfolk	149,371	4	16	0.11
Norwich	144,424	2	11	0.08
Breckland	144,592	2	10	0.07
Great Yarmouth	100,794	1	14	0.14
North Norfolk	107,051	1	4	0.04
Mid Suffolk	105,724	3	14	0.13
East Region	6,346,769	66	346	0.05
England	57,282,105	308	1,645	0.03

### Quality

- 8.8 A quality assessment has been undertaken using data from Active Places Power of the date of construction and whether the facility has been refurbished, which is a useful proxy for quality.
- 8.9 Table 8.3 shows details the age of the current indoor bowls centres in Broadland.

**Table 8.3 – Supply of Indoor Bowls Centres in Broadland**

<b>Site Name</b>	<b>Rinks</b>	<b>Year Built</b>	<b>Year Refurbished</b>
Acle War Memorial Recreation Centre	6	1993	n/a
County Arts Club	6	1962	2017
Roundwood Bowls Club	6	1989	2006

8.10 The oldest facility is the Country Arts Club at 60 years old, however this was refurbished in 2016. Both the other facilities were built between 1989 and 1993, with the Roundwood Bowls Club refurbished in 2006. It is not possible to be definitive about quality and condition, but it is likely that the centres are in good quality, despite their age and usage levels.

8.11 Indoor bowls rinks are required to regularly replace and stretch their carpet, so this is often maintained to a high standard. In total, 2 of the sites have been refurbished and continue to be updated on an ad-hoc basis, but it is likely that due to the ages, there will be structural improvements required in the future.

### **Site Visits and Survey Responses**

8.12 A site visit was undertaken to Acle War Memorial Recreation Centre. The 6 rinks and ancillary facilities were of good quality.

8.13 The club also responded to the consultation survey. They regard their site as excellent, although they state that they require air conditioning in indoor bowls centre to allow expansion of summer leagues due to the centre being too hot.

### **Accessibility**

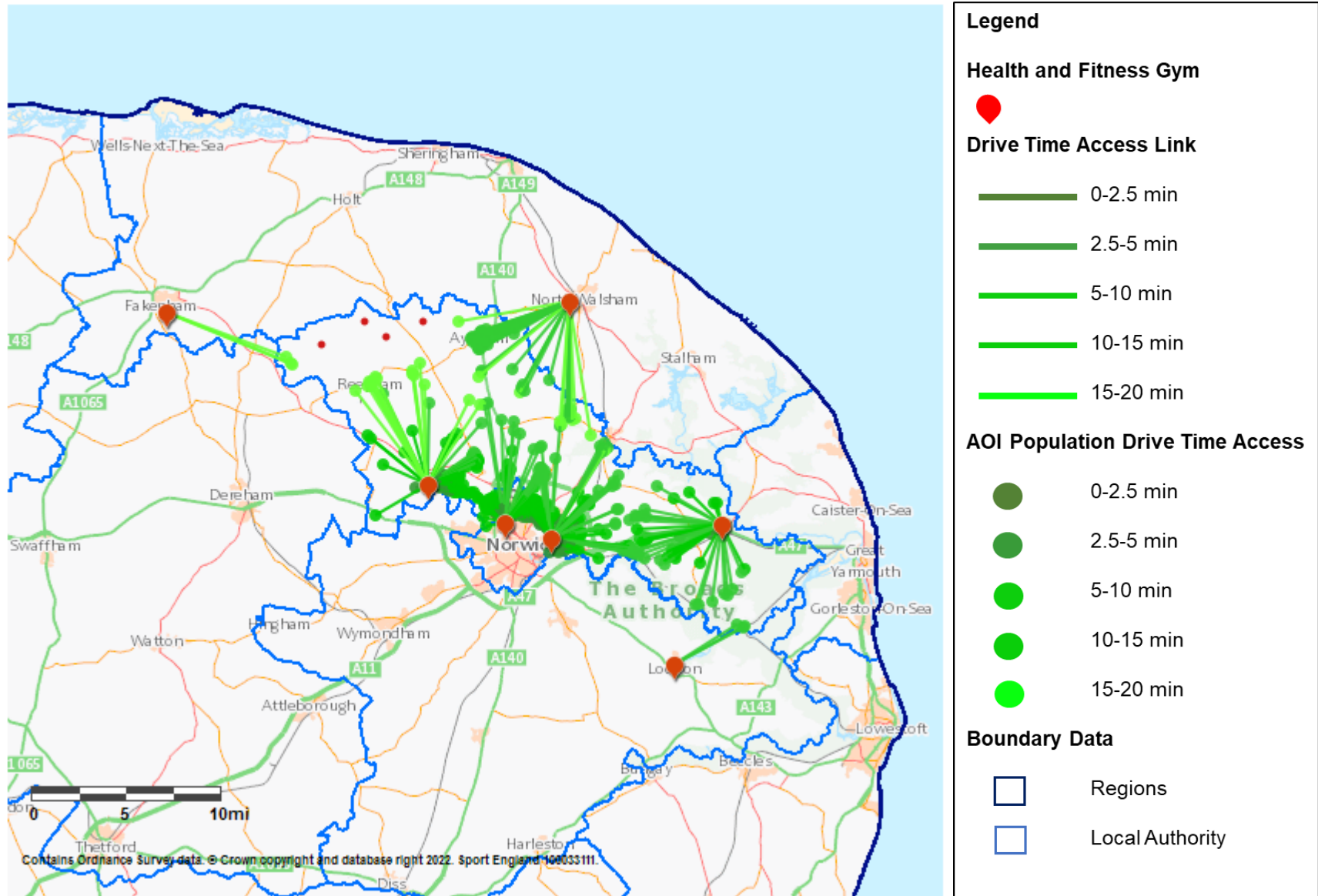
8.14 Map 8.1 shows that the facilities are well spread out, albeit the north west of the district does not have any provision. There are 2 facilities in the East Analysis Area (County Arts Club on the Norwich border and Acle War Memorial close to the Great Yarmouth border). In the West Analysis Area, Roundwood Bowls Club is also located close to the Norwich border.

8.15 Due to the location of all 3 facilities, it is likely they will also import demand from neighbouring authorities outside of the Greater Norwich area. Great Yarmouth has recently lost its facility and 2 of the facilities are located close to Norwich. The catchment area of an indoor bowls centre for regular participation is defined by the English Indoor Bowling Association (EIBA) as 20 minutes' drive time.

8.16 The Area Access Report (from Active Places Power) helps determine the accessibility of specified sport facilities (type and sub type) for a defined population and defined travel catchment.

- 8.17 The Area Access Report data from Active Places Power shows the population with access to indoor bowls centres within a 20-minute drive time of the sites. In total, the map estimates the facilities in Broadland and the surrounding local authorities reach 131,000, of which 91,000 are located within Broadland (i.e. 40,000 are located in neighbouring authorities). As a result, 69% of the Broadland population have access to an indoor bowls centre within a 20-minute drive time, although this also does not consider access policies.
- 8.18 Map 8.2 below details the access findings for Broadland.

**Map 8.2 – Access to Indoor Bowls Centres in Broadland (20 Minutes)**





- 8.19 Due to the geographical location of the facilities, the main area without access is in the north west of the district, with the facilities in Fakenham and North Walsham not reaching these rural areas. It will always be unrealistic to provide access to the whole of the district in a large land area such as Broadland.
- 8.20 County Arts Club has the greatest reach of the Broadland facilities, meeting 35% of the catchment population within the 20-minute drive time range. In addition, Acle War Memorial Recreation Centre reaches 13% and Roundwood Bowls Club reaches 22%. These are more rural facilities with smaller population catchments, so the finding that they do not reach to large population catchments is not surprising.

### **Availability**

- 8.21 All the facilities are owned and managed by a sports club or community organisation. They require users to be a registered member.
- 8.22 It is important to note that for all the centres, the indoor bowls programme of use is managed by the resident clubs and there is no community pay and play access. All the clubs offer a membership, but social and friendly play is only available if you are a member.

### **Consultation**

- 8.23 Consultation with the following stakeholders was carried out to support the development of the evidence base:
- National Governing Bodies; and
  - Built Facility Sports Clubs.

### **National Governing Bodies**

#### **English Indoor Bowling Association (EIBA)**

- 8.24 The EIBA state that when you have determined the general location for your facility the catchment area should be defined and assessed. The following guidelines on catchment for indoor bowls centres must be interpreted in the light of local circumstances:
- Assume the majority of users will live locally and not travel more than 20 minutes;
  - Assume 90% of users will travel by car, with the remainder by foot;
  - As a guide, demand is calculated as one rink per 14,000-17,000 of total population;

- A six-rink green, therefore, is required for a population of 85,000-100,000. This will be dependent upon the population profile of your area; and
- The number of rinks required can be related to the estimated number of members: assume 80-100 members per rink.

8.25 In addition, the EIBA are currently reviewing the market analysis guidance as they feel that additional criteria/ parameters are now appropriate:

- Travel time – consider an extension to 30 minutes. EIBA anticipate that there will be regional variations, depending upon the current provision of Indoor Bowls sites;
- Means of travel – EIBA consider that the provision of “public transport” will be relevant in some parts of the country, especially the rural areas; and
- Members per rink ratio – this figure is still relevant, but the EIBA also need to factor in “spare rink capacity” for each session played, bearing in mind that then older population is not keen on travelling in the dark.

8.26 County Arts Bowls Club, Acle Bowls Club and Roundwood Bowls Club are affiliated to Men’s and Women’s County League. Security of tenure is secure at all sites except Roundwood. Roundwood only has a 3-year lease so there’s always an issue with security of tenure. If the two operators in charge choose to walk away in the future, there are no long-term continuity plans.

8.27 There has been some loss of sites in surrounding local authorities including Rossi’s in North Walsham and the Marina Centre in Great Yarmouth as a result of the pandemic. EIBA understand that most of the participants from Great Yarmouth went to Acle when it closed.

8.28 Table 8.4 below details the level of membership at the three affiliated clubs, pre covid and during the pandemic up to December 2020.

**Table 8.4 – Membership Levels at Affiliated Clubs**

<b>Site Name</b>	<b>December 2019</b>	<b>Members per Rink 2019</b>	<b>December 2020 (Covid)</b>	<b>Members per Rink 2020</b>
Acle Bowls Club	528	88	400	67
County Arts Bowls Club	492	82	413	69
Roundwood Bowls Club	371	62	300	50

- 8.29 Membership in 2019 (pre pandemic) was healthy at the clubs, with limited spare capacity at Acle Bowls Club and County Arts Bowls Club (based on 80-100 people per rink). It should be noted that membership in Broadland has gone against the national trends of decreasing in popularity, with 1,386 members across the 3 sites in 2017 compared to 1,391 in 2020 highlighting a steady level of membership.
- 8.30 Although, it should be noted that Acle Bowls Club was responsible for an increase of 37 members compared to a reduction of 23 at County Arts Bowls Club and 9 at Roundwood Bowls Club. Furthermore, as a result of the pandemic, and the impact on health and confidence, this reduced the membership across all of the sites.
- 8.31 The sport is popular with the over 50's so with an ageing population, growth is possible. However, the onus is on the club to promote their facility.
- 8.32 There has been no identification of the need to refurbish sites across Broadland for the EIBA. However, money available has a large impact on this and limited funding is available to clubs.
- 8.33 The EIBA also do not see any issues with pay and play access facilities not being available, as most clubs are open if a user joins the membership scheme.
- 8.34 Overall, the EIBA do not believe there are any significant gaps in provision, and many users will drive further than 20 minutes if required. However, due to the age of many participants, this is normally only in daylight hours.

### **Built Facility Sports Clubs**

- 8.35 Acle Bowls Club have now increased their membership to 470 (as of autumn 2021). They do not require any additional space, albeit would be difficult to expand as they do not own the land.
- 8.36 The pandemic caused the membership to drop by over 100 members, with no income for 9 months. It has resulted in a 25% drop in income from previous seasons.

### **Demand for Indoor Bowls Centres in 2022**

- 8.37 The Active Lives data for once-a-week participation at least twice every 28 days on for indoor and outdoor bowls shows that participation has declined in the last 6 years.
- 8.38 National rates have fallen from 0.8% in 2015/16 down to 0.2% in the latest 2020/21 data. This has followed a similar trend in the East Region (fallen from 1.1% in November 2015/16 to 0.2% in May 2020/21) as well as in Norfolk (fallen from 1.6% in November 2015/16, peaking at 2.2% in May 2017/18 and reducing again to 1.1% in May 2019/20).

### **Sport England Study on Indoor Bowls Participation 2013**

- 8.39 In 2013, Sport England undertook a national indoor bowls centre assessment and this study set out participation rates for indoor bowls for a range of age bands and both genders. This provides more detailed information on the profile of participation than the Active People Survey. However, the two sources have a different basis and so cannot be compared.
- 8.40 The findings based on Sport England research is set out in Table 8.5 below. The highest rates of participation for both genders are in the 65+ age ranges. Perhaps surprisingly though, is that participation is highest in the 75+ age group. Up until age 64, participation is below 1% of the adult population for females and is 1% for males.

**Table 8.5 - Participation Rates in Indoor Bowls by Age and Gender**

<b>Age Range (Years)</b>	<b>0 – 15 (%)</b>	<b>16-49 (%)</b>	<b>50-59(%)</b>	<b>60-64(%)</b>	<b>65-74(%)</b>	<b>75-79(%)</b>
Male participation rate	0.00	0.09	0.49	1.03	2.84	4.01
Female participation rate	0.00	0.06	0.27	0.93	2.11	2.61

- 8.41 It is possible to apply these participation rates to the Broadland population for indoor bowls, for both genders, so as to identify the numbers of potential bowlers.
- 8.42 Table 8.6 overleaf identifies the male for male participation in indoor bowls in 2022, Table 8.7 identifies the female participation in indoor bowls in 2022 and Table 8.8 summarises the total participation projected for 2022.

**Table 8.6 – Broadland Male Participation in 2022**

<b>Male Age Range (Years)</b>	<b>0 – 15 (%)</b>	<b>16-49 (%)</b>	<b>50-59(%)</b>	<b>60-64(%)</b>	<b>65-74(%)</b>	<b>75-79(%)</b>	<b>Total Male Bowls Population</b>
Broadland Population 2022	20,373	49,621	19,590	8,970	17,525	7,458	<b>123,537</b>
Percentage of Population Male	49%	49%	49%	49%	49%	49%	<b>49%</b>
Male Population	9,983	24,314	9,599	4,395	8,587	3,654	<b>60,532</b>
Males Indoor Bowls Participation Rate	0.00	0.09	0.49	1.03	2.84	4.01	<b>N/A</b>
<b>Broadland Male Population Participating in Indoor Bowls</b>	<b>0</b>	<b>22</b>	<b>47</b>	<b>45</b>	<b>244</b>	<b>147</b>	<b>505</b>

**Table 8.7 – Broadland Female Participation in 2022**

<b>Female Age Range (Years)</b>	<b>0 – 15 (%)</b>	<b>16-49 (%)</b>	<b>50-59(%)</b>	<b>60-64(%)</b>	<b>65-74(%)</b>	<b>75-79(%)</b>	<b>Total Female Bowls Population</b>
Broadland Population 2022	20,373	49,621	19,590	8,970	17,525	7,458	<b>139,295</b>
Percentage of Population Female	51%	51%	51%	51%	51%	51%	<b>51%</b>
Female Population	10,390	25,307	9,991	4,575	8,938	3,804	<b>63,005</b>
Females Indoor Bowls Participation Rate	0.00	0.06	0.27	0.93	2.11	2.61	<b>N/A</b>
<b>Broadland Female Population Participating in Indoor Bowls</b>	<b>0</b>	<b>15</b>	<b>27</b>	<b>43</b>	<b>189</b>	<b>99</b>	<b>395</b>

**Table 8.8 – Bowls Participation in 2022**

<b>Age Range (Years)</b>	<b>0 – 15 (%)</b>	<b>16-49 (%)</b>	<b>50-59(%)</b>	<b>60-64(%)</b>	<b>65-74(%)</b>	<b>75-79(%)</b>	<b>Total Bowls Population</b>
Male Participation	0	22	47	45	244	147	505
Female Participation	0	15	27	43	189	99	395
<b>Total Participation</b>	<b>0</b>	<b>37</b>	<b>74</b>	<b>88</b>	<b>433</b>	<b>246</b>	<b>900</b>

- 8.43 The advantage of this assessment is that it allows Sport England participation rates to be applied to the male and female population in 2022 and for the 6 age bands. It provides a more informed view of the potential demand for indoor bowls by the Broadland population.
- 8.44 The key findings here are:
- The overall total potential indoor bowls population is 900 people in 2022, across all age bands from 16 – 79 years;
  - At an assumed per rink capacity of 100 bowlers per rink, this equates to between 9 and 10 rinks in 2022;
  - The age band with the highest participation is the 65 – 74 age band for both females and males with 505 male bowlers and 395 female bowlers;
  - Participation in the 65 – 74 age band is higher than the combined 16 – 64 age range for females and males. This reinforces both the narrow age range and significance of the age band with the highest participation; and
  - The footnote to these findings is that it assumes the England wide participation rates for indoor bowls identified by Sport England does apply in Broadland, but it is the best guide possible to identify the potential indoor bowls population and level of demand.
- 8.45 As a result, there is a current theoretical surplus of 8 rinks in Broadland.

### Demand for Indoor Bowls Centres by 2038

8.46 Assuming the provision remains the same as 2022 and using the same metrics as 2022, Tables 8.9-8.11 outline the impact of the population growth on demand for indoor bowls centres.

**Table 8.9 – Broadland Male Participation in 2038**

<b>Male Age Range (Years)</b>	<b>0 – 15 (%)</b>	<b>16-49 (%)</b>	<b>50-59(%)</b>	<b>60-64(%)</b>	<b>65-74(%)</b>	<b>75-79(%)</b>	<b>Total Male Bowls Population</b>
Broadland Population 2038	24,834	64,318	21,812	10,036	25,222	9,925	<b>168,138</b>
Percentage of Population Male	49%	49%	49%	49%	49%	49%	<b>49%</b>
Male Population	14,014	34,148	11,873	5,211	12,022	5,119	<b>82,387</b>
Males Indoor Bowls Participation Rate	0.00	0.09	0.49	1.03	2.84	4.01	<b>N/A</b>
<b>Broadland Male Population Participating in Indoor Bowls</b>	<b>0</b>	<b>30</b>	<b>55</b>	<b>53</b>	<b>365</b>	<b>203</b>	<b>706</b>



**Table 8.10 – Broadland Female Participation in 2038**

<b>Female Age Range (Years)</b>	<b>0 – 15 (%)</b>	<b>16-49 (%)</b>	<b>50-59(%)</b>	<b>60-64(%)</b>	<b>65-74(%)</b>	<b>75-79(%)</b>	<b>Total Female Bowls Population</b>
Broadland Population 2038	24,834	64,318	21,812	10,036	25,222	9,925	<b>156,147</b>
Percentage of Population Female	51%	51%	51%	51%	51%	51%	<b>51%</b>
Female Population	12,665	32,802	11,124	5,118	12,863	5,062	<b>79,634</b>
Females Indoor Bowls Participation Rate	0.00	0.06	0.27	0.93	2.11	2.61	<b>N/A</b>
<b>Broadland Female Population Participating in Indoor Bowls</b>	<b>0</b>	<b>20</b>	<b>30</b>	<b>48</b>	<b>271</b>	<b>132</b>	<b>501</b>

**Table 8.11 – Bowls Participation in 2038**

<b>Age Range (Years)</b>	<b>0 – 15 (%)</b>	<b>16-49 (%)</b>	<b>50-59(%)</b>	<b>60-64(%)</b>	<b>65-74(%)</b>	<b>75-79(%)</b>	<b>Total Bowls Population</b>
Male Participation	0	30	55	53	365	203	706
Female Participation	0	20	30	48	271	132	501
<b>Total Participation</b>	<b>0</b>	<b>50</b>	<b>85</b>	<b>101</b>	<b>636</b>	<b>335</b>	<b>1,207</b>

8.47 The key findings here are:

- The overall total potential indoor bowls population is 1,207 people in 2038, across all age bands from 16 – 79 years. This is an increase of 307 people from 900 in 2022;
- At an assumed per rink capacity of 100 bowlers per rink, this equates to between 12 and 13 rinks in 2038;
- The age band with the highest participation is the 65 – 74 age band for both females and males with 341 male bowlers and 264 female bowlers; and
- Participation in the 65 – 74 age band is higher than the combined 16 – 64 age range for females and males. This reinforces both the narrow age range and significance of the age band with the highest participation.

8.48 As a result, there is a future theoretical surplus of 5 rinks in Broadland, decreasing from the surplus of 8 rinks in 2022.

#### **What does this mean for Indoor Bowls in Broadland?**

8.49 The needs assessment has highlighted that there are currently 18 indoor bowls rinks. There is no local authority owned or managed indoor bowls centre.

8.50 The facilities are geographically spread across the district and are accessible for circa 70% of the Broadland population. There are some areas that exceed the 20-minute drive time, mainly in the more rural areas and the north west of the district, and as per EIBA guidance, most of the population is within a 30-minute drive time of a facility.

8.51 One key issue is the age of the stock, and all the 4 facilities were built before 1993. There will be a continuing and increasing need to maintain and modernise the buildings. The facilities remain of good quality and are maintained by the clubs, but there may be a need to invest in the long term.

8.52 Indoor bowls centres, along with swimming pools, are the most important facility type for people aged over 60. There are contrasting directions, (1) the sport is losing popularity and participation has declined in recent years at most indoor centres across England but (2) the percentage of the population in the 60 – 75 age range is increasing in Broadland (as well as the growing population) and there is the potential to increase participation based on demographic change.

8.53 Also, indoor bowls offers a lot of scope to increase physical activity through health and well-being programmes. There is the potential to increase physical activity and turn the casual players into participating in the real thing.

8.54 The assessment has outlined that the current provision of indoor bowls centres and the number of rinks is adequate for the demand in 2022 and 2038. This totals a surplus of 8 rinks in 2022 and 5 rinks in 2038. This is supported by previous EIBA data and consultation that states there are no gaps in provision and with sites having spare capacity available.

#### **Recommendations for Broadland – Indoor Bowls Centres**

- The needs assessment has identified there is an appropriate level of provision to cater for demand both now and in the future, with capacity available at each of the 3 affiliated sites. Therefore, given the findings on current supply, accessibility, current demand and projected future demand by 2038, the recommendation is to protect and enhance the current provision, where possible;
- Of concern is the age of the buildings. It is suggested BDC, and the Greater Norwich authorities work with the EIBA and clubs to assist the clubs in capital grant applications; and
- If a centre should close, the current supply is likely to be sufficient, however, there may be a need to re-provide indoor bowls centres if there are increases of the number of memberships in future years at other sites. The location of the centre which closes also needs to be considered in any evidence base to re-provide an indoor bowls centre e.g. if Acle closed, there would be a significant gap in provision in the north east of the district.

# 9. Squash Courts

## Introduction

- 9.1 Squash is a racket and ball sport played in a 4-walled court. The players alternate in striking the ball with their rackets onto the playable surfaces of the 4 walls of the court. The standard court size is suitable for 2 players and totals a rectangle of 9.75m x 6.4m or 62m<sup>2</sup>.

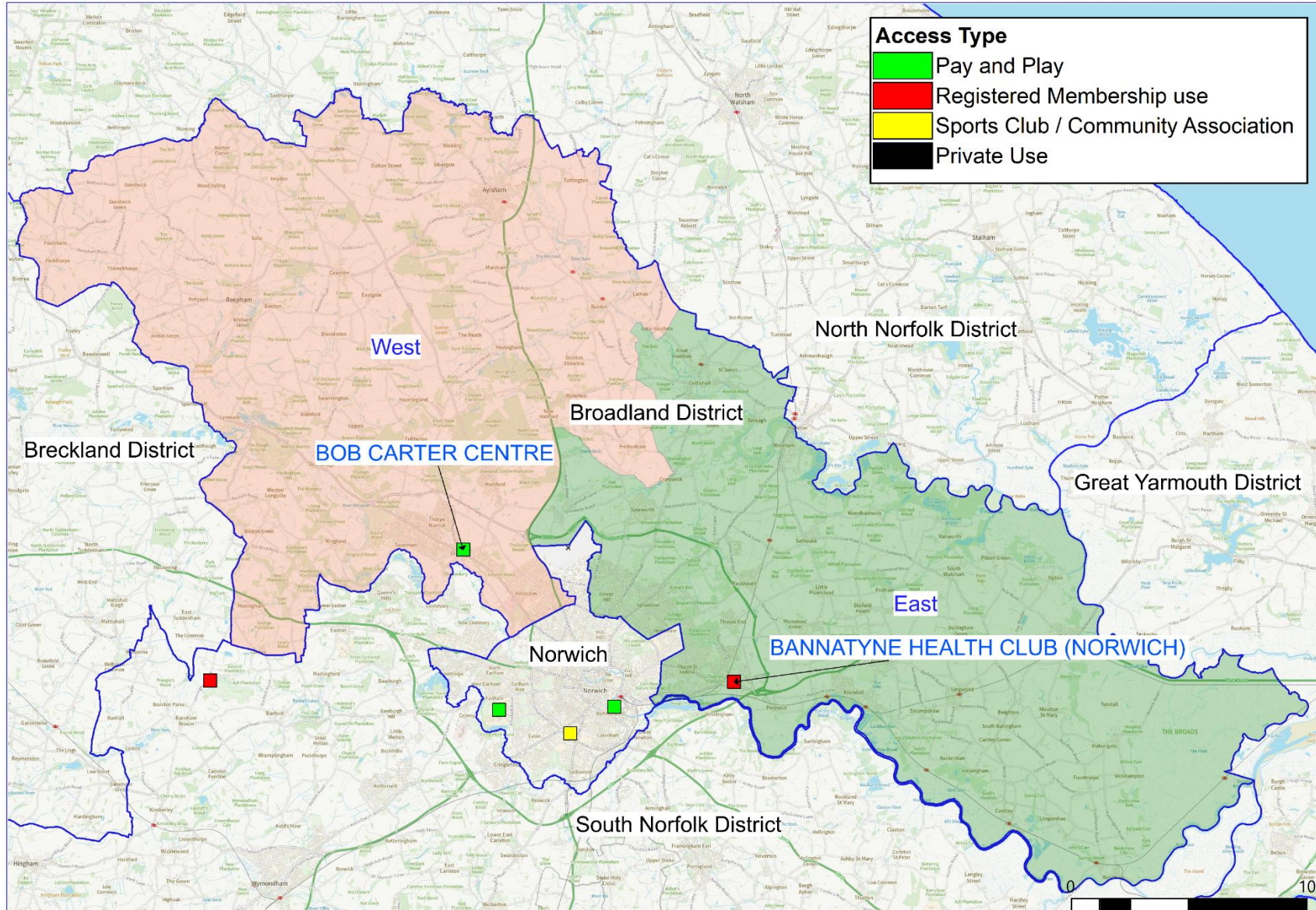
## Quantity

- 9.2 There are a total of 4 courts across 2 sites. There are 2 courts at Bannatynes Health Club (Norwich) and 2 courts at the Bob Carter Centre.
- 9.3 There are no BDC owned or managed squash courts.
- 9.4 Table 9.1 and Map 9.1 outlines the details of the supply in the district.

**Table 9.1 – Supply of Squash Courts in Broadland**

Site Name	Total Courts	Glass Backed	Double Courts	Access Type	Ownership Type	Management Type
Bannatyne Health Club (Norwich)	2	0	No	Registered Membership use	Commercial	Commercial Management
Bob Carter Centre	2	0	No	Pay and Play	Other	Trust

**Map 9.1 – Broadland Squash Courts**



### Facilities per 1,000 population

- 9.5 A benchmark measure used in the assessment of a facility type is facilities per 1,000 population. Using data from Active Places Power, the provision of squash courts for Broadland and the neighbouring local authorities is set out in Table 9.2 below.
- 9.6 It shows that based on this measure, Broadland has a lower supply of squash courts, compared to other local authorities within the region and England. The 0.03 courts per 1,000 population is lower than the national and regional averages. For context, the median is 0.07 courts per 1,000 population for the neighbouring local authorities.

**Table 9.2 – Broadland Facilities per 1,000 Population**

<b>Total Supply</b>	<b>Population 2022</b>	<b>Sites</b>	<b>Courts</b>	<b>Courts per 1000 population</b>
<b>Broadland</b>	<b>133,378</b>	<b>2</b>	<b>4</b>	<b>0.03</b>
South Norfolk	149,371	5	10	0.07
Norwich	144,424	3	12	0.08
Breckland	144,592	3	6	0.04
Great Yarmouth	100,794	2	5	0.05
North Norfolk	107,051	3	7	0.07
Mid Suffolk	105,724	3	9	0.09
East Region	6,346,769	192	488	0.08
England	57,282,105	1,458	3,821	0.07

### Quality

- 9.7 A quality assessment has been undertaken using data from Active Places Power using the date of construction and whether the facility has been refurbished, which is a useful proxy for quality.
- 9.8 Table 9.3 overleaf details the age of the current squash courts in Broadland.

**Table 9.3 – Supply of Squash Courts in Broadland**

<b>Site Name</b>	<b>Courts</b>	<b>Year Built</b>	<b>Year Refurbished</b>
Bannatyne Health Club (Norwich)	2	1999	2008
Bob Carter Centre	3	1979	2010

9.9 The data details that the Bob Carter Centre was built in 1979 and Bannatyne Health Club in 1999. It is not possible to be definitive about quality and condition, but it is likely that the centres are in adequate to good quality, despite some of the facilities age and usage levels. The table also details that both sites have previously been refurbished, albeit 12-14 years ago.

### **Accessibility**

9.10 Map 9.1 shows Bannatyne Health Club is located in the East Analysis Area, with the Bob Carter Centre located in the West Analysis Area. Both facilities are located close to the Norwich border, so it is likely they will also import demand.

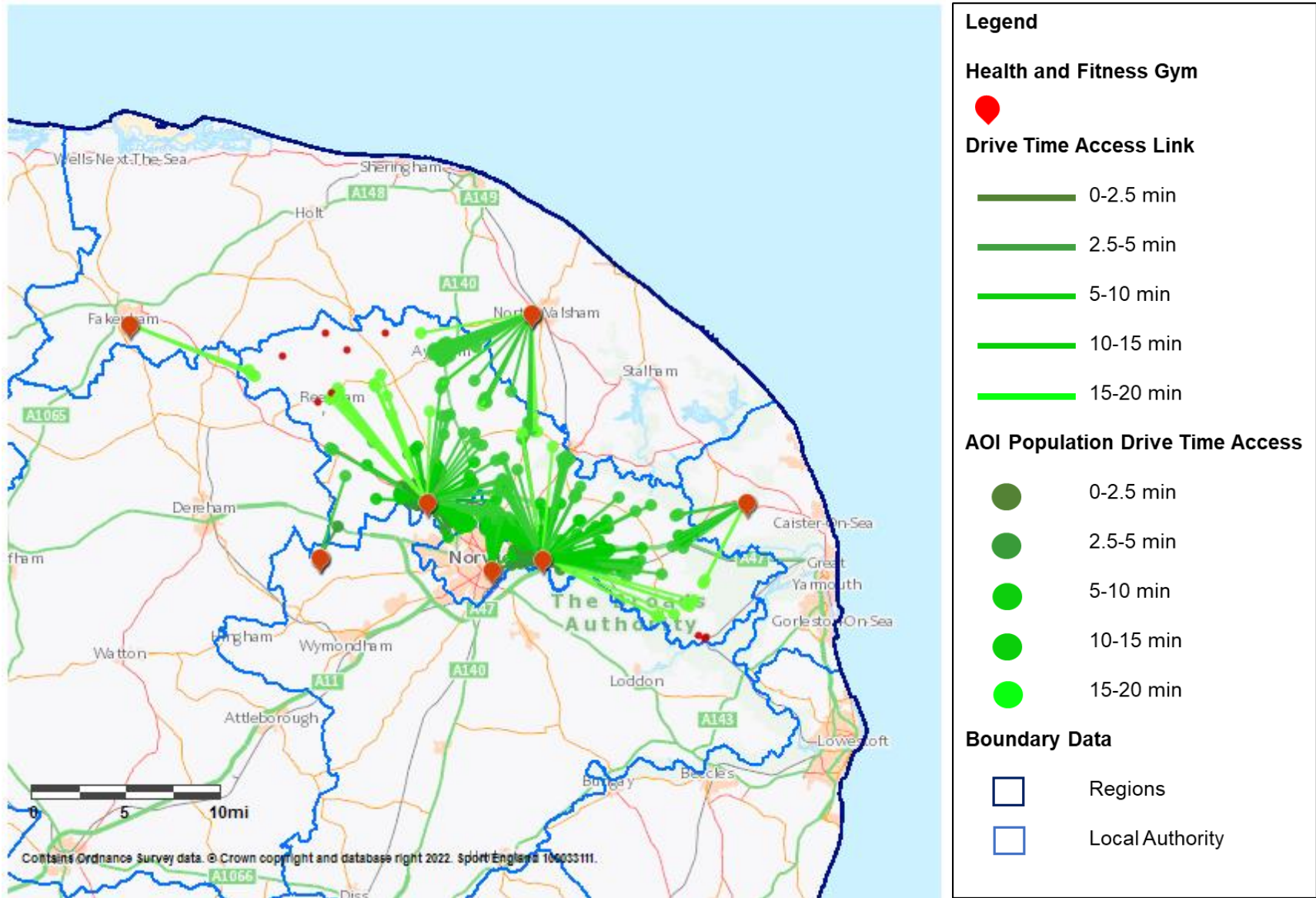
9.11 However, the map also shows that there are no facilities in the more rural areas of Broadland, including the market towns of Acle, Aylsham and Reepham.

9.12 The Area Access Report (from Active Places Power) helps determine the accessibility of specified sport facilities (type and sub type) for a defined population and defined travel catchment.

9.13 The Area Access Report data from Active Places Power shows the population with access to squash courts within a 20-minute drive time of the sites. In total, the map estimates the facilities in Broadland and the surrounding local authorities reaches 129,000 people, of which 100,000 are located within Broadland (i.e. 29,000 are in neighbouring local authorities). As a result, 75% of the Broadland population have access to a squash court within a 20-minute drive time, although this also does not consider access policies.

9.14 Map 9.2 below details the access findings for Broadland.

**Map 9.2 – Access to Squash Courts in Broadland (20 Minutes)**





- 9.15 Due to the geographical location of the sites, close to Broadland's boundaries, the areas without access are mainly the rural areas and parts of the north west of the district (facilities in Fakenham and Broadland would meet demand up to 30 minutes).
- 9.16 The population of the towns of Acle and Aylsham can access facilities in North Walsham and Great Yarmouth. It will always be unrealistic to provide access to the whole of the district in a large land area such as Broadland. For Broadland, 39% of the 129,000 population has access to Bannatyne Health Club and 38% to the Bob Carter Centre.

### **Availability**

- 9.17 The Bob Carter Centre courts are available on a pay and play basis, whilst Bannatyne Health Club is part of a wider fitness membership. As a result, 50% of the courts are available for public access.

### **Consultation**

- 9.18 Consultation with the NGB took place in order to support the development of the evidence base.

### **National Governing Bodies**

#### **England Squash**

- 9.19 England Squash provided a profile of squash supply and demand for Broadland and Greater Norwich.
- 9.20 There has been investment made into the local County Association and Regional Forum, who have in turn worked closely with local clubs, schools and leisure centres in the county.
- 9.21 In comparison to other counties, the need for investment makes Greater Norwich a key area for future delivery and squash participation. The specific demographic within the local area also lends itself to squash participation and target markets for the sport.
- 9.22 There is an average spread of facilities across the Greater Norwich area, the large population means that there needs to be a wide spread of courts to meet the needs of the local population. As such, it is imperative the existing sites are well-maintained. There are currently 55 sites within a 50-mile radius of Greater Norwich and 13 sites within a 20-mile radius of Greater Norwich.
- 9.23 England Squash identify that there is a need for 1 court per 10,000 people and the Squash England data states there are 15,688 people per court (based on their population data). They state that more investment is required into new and existing facilities to ensure this figure is maintained.

9.24 There are some facilities able to host performance sessions or large-scale competition facilities. Any 3-court facility can deliver festivals, team squash, junior coaching and ‘Copper’ events (local junior competitions that form the first level of the England Squash Talent pathway). The expansion of the number of courts in existing and new sites would play a significant role in hosting more large-scale events.

### **Demand for Squash Courts in 2022 and 2038**

9.25 The Active Lives data for participation for squash at least twice every 28 days on shows that participation has declined in the last 6 years.

9.26 National rates have fallen from 1.1% in 2015/16 down to 0.4% in the latest 2020/21 data. This has followed a similar downward trend in the East Region where participation was estimated at 1.0% in November 2015/16, down to 0.4% in November 2019/20.

9.27 England Squash state that there should be 1 court per 10,000 people. Table 9.4 below details the demand for squash provision in Broadland in both 2022 and 2038.

**Table 9.4 – Demand for Squash Courts in 2022 and 2038**

<b>Demand</b>	<b>2022</b>	<b>2038</b>
Population (15 years and above)	113,000	149,000
Squash Court per Population	10,000	10,000
Demand for Courts	12	15
Supply	4	4
<b>Supply and Demand Balance</b>	<b>-8</b>	<b>-11</b>

### **What does this mean for Squash Courts in Broadland?**

9.28 The needs assessment has highlighted that there are currently 4 squash courts across 2 sites. The courts are located across the two Analysis Areas, but they are located close to the boundaries with Norwich. In general, 3 in 4 people in Broadland have access to squash courts within Broadland or in neighbouring local authorities, but access for some residents of Broadland is not possible within 20 minutes.

9.29 In total, 50% of courts (2 courts) are available on a pay and play basis. However, one key issue is the age of the stock and despite regular maintenance of the buildings. The sites have not been refurbished for 12-14 years.

- 9.30 The theoretical demand and supply analysis shows there is a significant deficit of courts both now and in the future, totalling 8 courts in 2022 and 11 courts by 2038. However, considering the drop in participation of the sport, the drive to build new facilities has been limited in the last 20 years.
- 9.31 The biggest challenge is projecting the level of squash participation in the future. It has declined nationally for several years and appeals most to committed players, who started participating in the squash boom and have continued playing. Participation by younger age groups is low, and squash does not appear to be a sport which appeals to them.
- 9.32 From a SNC perspective, given the declining rates of squash participation, provision would have to build up participation from a zero base. Considering there are no local authority facilities, then even with a minimum supply of 2 courts, it looks to be very challenging to achieve this purpose. As a result, BDC should be a facilitator of squash courts rather than a provider. However, there will be a continuing and increasing need to maintain and modernise the buildings to keep the current provision available for use.

#### **Recommendations for Broadland – Squash Courts**

- The needs assessment has identified there is a deficit of provision to cater for demand both now and in the future. Therefore, given the findings on current supply, accessibility, current demand and the projected future demand, the recommendation is to protect and enhance the current provision where possible;
- The current level of participation means that unless significant local demand is identified, additional squash court provision would not be recommended. Instead, focus should be on increasing accessibility and usage of current courts;
- Of concern is the age of the buildings. It is suggested BDC, and the Greater Norwich authorities work with the current facilities to assist the clubs in capital grant applications; and
- If squash courts should close, then there may be a need to re-provide depending on the level of membership and usage at the centres, and the location of the centre which closes.

# 10. Other Built Facilities

## Introduction

10.1 In this section, we will assess the need for the following facilities both in 2022 and 2038:

- Athletics (Table 10.1);
- Gymnastics (Table 10.2);
- Combat Sports (Table 10.3);
- Cycling (Table 10.4); and
- Village Halls and Community Centres (Map 10.1 and Table 10.5).

**Table 10.1 – Athletics Needs Assessment**

<b>ANOG Area</b>	<b>Overview</b>
Quantity	<ul style="list-style-type: none"> <li>• There are no synthetic athletics tracks in Broadland;</li> <li>• The only other facility in the Greater Norwich area is the 8-lane track at the UEA Sportspark.</li> </ul>
Quality and Availability	<ul style="list-style-type: none"> <li>• There are no facilities in Broadland.</li> </ul>
Accessibility	<ul style="list-style-type: none"> <li>• UEA Sportspark track is located close to the border with Broadland and has the greatest access to residents, whilst Wellesley Recreation Ground will also provide access for residents in the far east of the district. For context, for the residents who can access a track within 30 minutes, UEA meets 90% of this demand. Both sites are accessible to Broadland residents through pay and play or Sports Club / Community Association access policies;</li> <li>• However, there will be areas of inaccessibility in west of the district to both sites, especially in rural areas from Reepham and further north due to the lack of facilities until King’s Lynn. Despite this, indication from England Athletics is that users will now travel to 400m tracks where required (see consultation section).</li> </ul>
Consultation	<ul style="list-style-type: none"> <li>• UEA is a key facility for Norfolk including for competitions. The track is in very good condition and has been inspected and accredited by England Athletics;</li> <li>• The closest other facility in the area is Great Yarmouth at Wellesley Recreation Ground which has undergone significant regeneration in recent years and includes an all-weather athletics track;</li> <li>• There is a lack of indoor facilities in the East Region;</li> <li>• Overall, there are enough tracks to service demand levels, so focus is on keeping these and plugging any gaps with compact athletics facilities. Tracks are not always financially viable and in general, users will travel to 400m tracks so providing compact facilities will allow for community provision. This is in line with UK Athletics and England Athletics strategic position;</li> </ul>

ANOG Area	Overview
	<ul style="list-style-type: none"> <li>The compact athletics concept is intended fill any gaps in provision by providing training facilities in places where there is insufficient demand, funding or land to accommodate a full-size track. A compact athletics facility can take a number of forms, but often provides a strip of synthetic track plus some capacity for jumps and throws, enabling core athletic skills to be taught, enjoyed and developed;</li> <li>England Athletics are also now exploring further considerations such as 200m mini tracks with throwing areas and running and cycling loops. Examples recently include a synthetic track loop with 100m straight, a 2km running and cycling loop and a mini 200m tracks with multi-use areas and throwing areas.</li> </ul>
Demand	<ul style="list-style-type: none"> <li>Sport England Active Lives data outlines that 0.2% of people in the East Region participate at least twice in the last 28 days. This is in line with the national average. No data is available on a county or district level;</li> <li>In terms of children and young people, Active Lives data outlines that 1.5% of children participate at least once a week outside of school hours;</li> <li>There are 113,000 people aged 15 years and above in 2022. Based on the participation rate, this equates to 226 people in Broadland participating in athletics on a regular basis. There are 20,000 people aged under 15 years in 2022. Based on the participation rate, this equates to 300 children in Broadland. Overall, this equates to an estimated demand of circa 525 residents participating in athletics in 2022; and</li> <li>In terms of the future population, there are 149,000 people aged 15 years and above projected in Broadland, with 25,000 people under 15 years old. Applying the same participation rates, this equates to demand of 298 adults and 375 children and young people, totalling an estimated circa 675 people participating regularly by 2038. This is a 29% increase in the number of participants.</li> </ul>
Summary and Recommendations	<ul style="list-style-type: none"> <li>There are no athletics tracks in Broadland and the residents will be reliant on access to facilities at UEA Sportspark and Wellesley Recreation Ground in Great Yarmouth. These are the closest accessible facilities. UEA is a key community and competition facility for Greater Norwich.</li> <li>England Athletics understand that 400m tracks are not necessarily viable, and their strategic direction in the East is to protect the current sites, with community compact athletics facilities being required to fill any gaps in provision.</li> </ul>

ANOG Area	Overview
	<ul style="list-style-type: none"> <li>• For Broadland, there is currently demand for 525 regular participants, and this will significantly increase by circa 29% to 675 regular participants.</li> <li>• Whilst the demand is expected to expand, it would not be viable to provide a new 400m track. Any additional provision should be focused around either compact athletics facilities or informal traffic free provision.</li> <li>• Consideration for a compact athletics track could be considered at a school location as part of the housing developments, however, this should be reliant upon local demand and a consultation exercise or feasibility study undertaken alongside England Athletics and local clubs.</li> <li>• As highlighted, focus should also be on providing traffic free provision. Informal running tracks (in combination with cycling) allow for formal and informal participation in athletics and running. This could be as part of a school facility, park setting or a new housing development. This will also allow BDC to support its policies on health and wellbeing.</li> <li>• It should be noted that the UEA Sportspark is a key facility for residents of Broadland and if this was not protected between now and 2038, there is likely to be a need to re-provide in a location in the Greater Norwich area as its key community and competition provision</li> </ul>

**Table 10.2 – Gymnastics Needs Assessment**

<b>ANOG Area</b>	<b>Overview</b>
Quantity	<ul style="list-style-type: none"> <li>• There are no dedicated facilities in Broadland.</li> </ul>
Quality and Accessibility	<ul style="list-style-type: none"> <li>• There are also various clubs and facilities located in Norwich (most notably UEA Sportspark, Norwich Gymnastics Club and Spring Gymnastics at Hewett Academy) and South Norfolk (Deer House Park) that will be accessible for some residents of Broadland;</li> <li>• As a result of the location, not all residents of Broadland will have access to a gymnastics facility. These are all located close to the Norwich border and therefore provision in the market towns and more rural areas is not available. Users will be required to travel in excess of 20 minutes' drive time to participate.</li> </ul>
Availability	<ul style="list-style-type: none"> <li>• Gymnastics is a coached sport and therefore most sessions are run under the supervision of a coach. This means that sessions are often programmed, and casual usage of a site is limited. As a result, in general these facilities are not accessible to individuals other than club members or those in a gymnastic class, given the nature of the sport;</li> <li>• Therefore, users are required to join a club or facility to participate and pay a session fee, booking or membership fee. Some clubs also have waiting lists which can impact availability.</li> </ul>
Consultation	<p><b>British Gymnastics</b></p> <ul style="list-style-type: none"> <li>• There is no geographic focus to the British Gymnastics Facility Strategy. Focus is based on need, suitability and partners' ability to support a project to successful completion;</li> <li>• There is a demand for more gymnastics opportunities and clubs report waiting lists in the UK. The total number of people estimated to be on waiting lists for gymnastics is 1 million (Freshminds Latent Demand Research, 2017). Furthermore, this research also shows that a further 1.9 million would like to participate but are not currently on a waiting list;</li> <li>• A key part of British Gymnastics' strategy to increase participation is to support clubs moving into their own dedicated facility, offering more time and space for classes. There is a definite trend for gymnastics clubs to move into their own dedicated facilities. Approximately 30 clubs moved into their own spaces last year and British Gymnastics expects this trend to continue and for an increased number of clubs to move their activities to dedicated spaces/facilities;</li> </ul>



ANOG Area	Overview
	<ul style="list-style-type: none"> <li>• Participation in gymnastics is increasing rapidly. British Gymnastics membership reached 390,500 in 2017 has been increasing at about 12% per year over 2013-17. The emphasis for 2017–2021 will be using gymnastics as a foundation sport for 5- to 11-year-olds. British Gymnastics have seen an increase in the East region of 12,400 to 20,100 in the years 2014 to 2020;</li> <li>• Key Clubs in Greater Norwich include: <ul style="list-style-type: none"> <li>– Dragons Trampoline Club – Easton and Otley College / Long Stratton Leisure Centre (Non-dedicated colleges); <ul style="list-style-type: none"> <li>○ 40 participants in 2020/21;</li> <li>○ Located in South Norfolk;</li> </ul> </li> <li>– Easton Gymnastics Club - Deer Park House (Dedicated facility); <ul style="list-style-type: none"> <li>○ 915 participants in 2020/21;</li> <li>○ Located in South Norfolk;</li> </ul> </li> <li>– Long Stratton Gymnastics Club - Deer Park House (Dedicated facility); <ul style="list-style-type: none"> <li>○ 76 participants in 2020/21;</li> <li>○ Located in South Norfolk;</li> </ul> </li> <li>– Norwich Gymnastics Club - Norwich Gymnastics Club (Dedicated facility); <ul style="list-style-type: none"> <li>○ 724 participants in 2020/21;</li> <li>○ Located in Norwich;</li> </ul> </li> <li>– Mulbarton Gymnastics Club - Mulbarton Village Hall (Non-dedicated facility) <ul style="list-style-type: none"> <li>○ 239 participants in 2020/21;</li> <li>○ Located in South Norfolk;</li> </ul> </li> </ul> </li> </ul>

ANOG Area	Overview
	<ul style="list-style-type: none"> <li>- Framtastics Gymnastics Club - Framingham Earl Sports Centre (Non-dedicated facility); <ul style="list-style-type: none"> <li>o 97 participants in 2020/21;</li> <li>o Located in South Norfolk;</li> </ul> </li> <li>- Spring Gymnastic Community Club - Hewett Academy (Dedicated facility) / Long Stratton Leisure Centre (Non-dedicated facility); <ul style="list-style-type: none"> <li>o 988 participants in 2020/21;</li> <li>o Located in Norwich and South Norfolk;</li> </ul> </li> <li>- Jolly Gymnastics - Avian Dance Studios (Non-dedicated facility); <ul style="list-style-type: none"> <li>o 101 participants in 2020/21;</li> <li>o Located in Norwich;</li> </ul> </li> <li>- UEA Sportspark Gymnastic Club - UEA Sportspark (Dedicated facility) <ul style="list-style-type: none"> <li>o Number of participants in 2020/21 is not available to British Gymnastics;</li> <li>o Located in Norwich.</li> </ul> </li> <li>• There are various clubs already at a dedicated facility in Great Norwich which is positive for participation.</li> </ul>
Demand	<ul style="list-style-type: none"> <li>• Sport England Active Lives data outlines that 0.2% of people in the East Region participate at least twice in the last 28 days. This is in line with the national average. No data is available on a county or district level;</li> <li>• In terms of children and young people, Active Lives data outlines that 17.0% of children participate in gymnastics, trampolining or cheerleading at least once a week outside of school hours in Norfolk. This is lower than the East Region (22.4%) and England (22.9%);</li> </ul>

ANOG Area	Overview
	<ul style="list-style-type: none"> <li>• There are 113,000 people aged 15 years and above in 2022. Based on the participation rate, this equates to 230 people in Broadland participating in gymnastics on a regular basis. There are 20,000 people aged under 15 years in 2022. Based on the participation rate, this equates to 3,400 children in Broadland. Overall, this equates to an estimated demand of circa 3,730 residents participating in gymnastics in 2022; and</li> <li>• In terms of the future population, there are 149,000 people aged 15 years and above projected in Broadland, with 25,000 people under 15 years old. Applying the same participation rates, this equates to demand of 300 adults and 4,250 children and young people, totalling an estimated circa 4,550 people participating regularly by 2038.</li> </ul>
Summary and Recommendations	<ul style="list-style-type: none"> <li>• There are no dedicated gymnastics facilities in Broadland, whilst neighbouring authorities are home to dedicated facilities.</li> <li>• There is an issue with accessibility to gymnastics for people living in the market towns such as Reepham and Acle, but due to the lack of sports hall facilities, it's not surprising there are no satellite clubs or clubs based in non-dedicated facilities. As a result, users are required to travel to facilities in Norwich or neighbouring authorities.</li> <li>• Analysis has detailed that participation could increase from 3,730 residents in 2022 to 4,550 by 2038 as the population in the district grows. British Gymnastics highlighted that the Greater Norwich area already has a good supply of dedicated facilities. As a result, we would recommend that support in Broadland is focused on consideration for gymnastics programmes at any delivered sports halls.</li> </ul>

**Table 10.3 – Boxing Needs Assessment**

<b>ANOG Area</b>	<b>Overview</b>
Quantity and Quality	<ul style="list-style-type: none"> <li>• There are no England Boxing affiliated clubs in Broadland.</li> </ul>
Accessibility	<ul style="list-style-type: none"> <li>• As a result of no facilities in the district, there is a need for participants to travel to Norwich to participate;</li> <li>• There are 3 England Boxing affiliated clubs located in neighbouring Norwich; Norwich Lads ABC, Norwich Broadside and Norwich City ABC.</li> </ul>
Availability	<ul style="list-style-type: none"> <li>• There are no England Boxing affiliated clubs in Broadland.</li> </ul>
Consultation	<p><b>England Boxing</b></p> <ul style="list-style-type: none"> <li>• Around 40% of all boxing clubs are located in deprived areas of the country;</li> <li>• There can be issues with moving clubs geographically to find new premises due to accessibility for members, but if there is a lack of options available, the need to move location may exceed the case to stay;</li> <li>• Clubs will understand their own areas, users etc on the ground and this is key for England Boxing to understand their demographic. Often, the club reputation or the people involved will be the draw to users rather than the facilities;</li> <li>• Traditionally, users will travel to use a gym. Boxers are used to travelling the UK for fights and this rolls into the training regimes;</li> <li>• Most boxing clubs will operate their own building due to programme requirements.</li> </ul>
Demand	<ul style="list-style-type: none"> <li>• Sport England Active Lives data outlines that 0.5% of people in the East Region participate at least twice in the last 28 days. This is in line with the national average. No data is available on a county or district level;</li> </ul>

ANOG Area	Overview
	<ul style="list-style-type: none"> <li>• In terms of children and young people, Active Lives data outlines that 3.6% of children participate boxing at least once a week outside of school hours in Norfolk. This is lower than the East Region (4.7%) and England (5.7%);</li> <li>• There are 113,000 people aged 15 years and above in 2022. Based on the participation rate, this equates to 565 people in Broadland participating in boxing on a regular basis. There are 25,000 people aged under 15 years in 2022. Based on the participation rate, this equates to 720 children in Broadland. Overall, this equates to an estimated demand of circa 1,285 residents participating in boxing in 2022; and</li> <li>• In terms of the future population, there are 149,000 people aged 15 years and above, with 25,000 people under 15 years old. Applying the same participation rates, this equates to demand of 745 adults and 900 children and young people, totalling an estimated circa 1,745 people participating regularly by 2038.</li> </ul>
Summary and Recommendations	<ul style="list-style-type: none"> <li>• There are no clubs or facilities located in Broadland, so there is a dependency on the neighbouring authorities, especially the 3 clubs located in Norwich.</li> <li>• Analysis has detailed that participation could increase from 1,285 residents in 2022 to 1,745 by 2038 as the population in the district grows.</li> <li>• As a result of the findings, we would not recommend providing any new provision of boxing facilities in Broadland unless there is specific demand from a new club, or there is a requirement to support expansion or relocation of one of the Norwich clubs.</li> </ul>

**Table 10.4 – Cycling Needs Assessment**

ANOG Area	Overview
Introduction to Traffic Free Cycling Facilities	<ul style="list-style-type: none"> <li>• In addition to access to the roads and cycleways, cycling can be undertaken in dedicated traffic free facilities, including:               <ul style="list-style-type: none"> <li>– Closed Road Circuits – purpose-built traffic free circuit, often at least 1 mile (1.6km) long that provides a road cycling experience for people of all ages and abilities;</li> <li>– Indoor Velodromes – An indoor arena for track cycling, featuring steeply banked oval tracks, consisting of two 180-degree circular bends connected by two straights;</li> <li>– Outdoor Velodromes – An outdoor track for track cycling, featuring steeply banked oval tracks, consisting of two 180-degree circular bends connected by two straights;</li> <li>– Cycle Speedway – Cycle speedway is a form of bicycle racing on short oval dirt tracks, usually outdoors, occasionally indoors, typically 70–90m long;</li> <li>– BMX Race Tracks – A single lap track with up to 8 gates with various jumps and rollers. A BMX bike is required on the track;</li> <li>– Pump Tracks – A pump track is a circuit of rollers, banked turns and features designed to be ridden completely by riders "pumping", generating momentum by up and down body movements, instead of pedalling or pushing. It was originally designed for the mountain bike and BMX scene, but concrete constructions can also be used by skateboard, scooters and is also accessible to wheelchairs;</li> <li>– Mountain Bike Trails – Purpose built mountain bike trails that are waymarked and graded by skill level;</li> <li>– Learn to Ride Areas – tarmac spaces that are flexible and can be used for coaching of cycling activities, mainly aimed at young children.</li> </ul> </li> </ul>
Quantity	<ul style="list-style-type: none"> <li>• There are 2 facilities located in Broadland:               <ul style="list-style-type: none"> <li>– Beech Avenue Sports Ground (Taverham Pump Track)– BMX Pump Track – 100m;</li> <li>– Spixworth Village Hall Playing Fields – Cycle Speedway Track – 78m.</li> </ul> </li> </ul>

<b>ANOG Area</b>	<b>Overview</b>
Quality	<ul style="list-style-type: none"> <li>• Beech Avenue Sports Ground BMX Pump Track was built in 2012 as part of a wider improvement to the facilities, including two full size hockey pitches. The facility was refurbished in 2018;</li> <li>• Spixworth Village Hall Playing Fields Cycle Speedway Track was built in 1977 and was last recorded as being updated in 1978. However, the facility became disused until it was refurbished in 2019 and reopened. The facility is fenced but is accessible for the public.</li> </ul>
Accessibility	<ul style="list-style-type: none"> <li>• There are only two types of track in the district, and therefore, due to the geographical location of the facilities, they will not be accessible to all residents of Broadland;</li> <li>• The closest traffic free dedicated hub facility is located in Colchester at the Colchester Sports Park. The facility is a 1-mile (1.6km) floodlit closed road circuit, the largest in the East of England, with a BMX pump track and Learn to Ride area.</li> </ul>
Availability	<ul style="list-style-type: none"> <li>• Both tracks are open to public;</li> <li>• Spixworth Cycle Speedway Club uses the Spixworth Village Hall Playing Fields Cycle Speedway Track and runs coaching sessions and fixtures at the site.</li> </ul>
Consultation	<ul style="list-style-type: none"> <li>• British Cycling identified that there are various types of cycling available from road cycling to closed circuits to BMX tracks. This can be provided on a free and accessible basis e.g. road cycling, through to paid provision on traffic free sites e.g. closed road circuits. As a result, cycling does not always happen in confined environments or facilities;</li> <li>• Spixworth Village Hall Playing Fields is the primary speedway cycle tracks in Broadland, alongside Eaton Park and Harford Park (both Norwich) and Hethersett Memorial Playing Fields (South Norfolk). Fencing is around the sites which means they are self-contained. The two main speedway clubs are Hethersett Hawks and Norwich Cycle Speedway. Between these 4 tracks, there is coaching, and leagues being undertaken all summer;</li> <li>• There are various clubs in the area, but they are not all facility based e.g. road cycling clubs;</li> <li>• A closed road circuit track in Greater Norwich would be a desired facility for British Cycling and they have previously considered plans in the area, similar to Colchester;</li> </ul>

ANOG Area	Overview
	<ul style="list-style-type: none"> <li>• Often clubs are focused on adult provision, so in line with the British Cycling Strategy, there is need to increase access to children and young people, making the sport more diverse. Therefore, traffic free spaces are important for meeting this strategic need. Users will often travel to use a dedicated facility for up to 90 minutes.</li> </ul>
Demand	<ul style="list-style-type: none"> <li>• Sport England Active Lives data outlines the following: <ul style="list-style-type: none"> <li>– 21.3% of adults participate in all cycling activities in Broadland at least twice every 28 days. This is lower than Norfolk (22.1%) but higher than the East Region (20.5%) and England (18.2%);</li> <li>– Of these, 19.3% participate in cycling at least twice every 28 days for leisure and sport which again is lower than Norfolk (20.1%) but higher than the East Region (18.7%) and England (16.4%);</li> <li>– In terms of specific activities, 3.3% in Norfolk participate in road cycling or racing twice every 28 days (lower than the East Region of 3.5% but higher than the England average of 3.2%). In addition, nationally, 0.1% participate in BMX activities;</li> <li>– In terms of children and young people, Active Lives data outlines that 26.7% of children participate at least once a week outside of school hours in Norfolk. This is higher than the East region (25.6%) and England (24.1%). Of these, 21.4% participate for fun or fitness (higher than the East and England at 20.9%).</li> </ul> </li> <li>• There are 113,000 people aged 15 years and above in 2022 and using the rate for participating in leisure and sport, this equates to circa 21,800 participating in Norwich on a regular basis. There are 20,000 people aged under 15 years in 2022. Based on the participation rate for children undertaking cycling at least once a week for fun or fitness, this equates to 4,300 children in Broadland. Overall, this equates to an estimated demand of circa 26,100 people participating in cycling; and</li> <li>• In terms of the future population, there are 149,000 people aged 15 years and above, with 25,000 people under 15 years old. Applying the same participation rates, this equates to demand of 29,000 adults and 6,200 children and young people, totalling an estimated circa 35,200 people participating regularly by 2038.</li> </ul>



<b>ANOG Area</b>	<b>Overview</b>
Summary and Recommendations	<ul style="list-style-type: none"> <li>• There is 1 cycling speedway track and 1 BMX Pump Track in Broadland. The facilities are accessible to the community, but due to the geographical location, they will not be accessible to all residents of the district.</li> <li>• Cycling is a popular sport in Broadland, with just under 1 in 5 people participating in cycling for sport and leisure reasons. It is not as well participated in Broadland as in Norwich and South Norfolk, but with the rural nature of a large majority of the district, dedicated cycleways are limited with many rural roads. However, with a significant proportion of the housing developments to be located close to the Norwich border, it is likely that dedicated cycleways will provide improved links and will result in increased demand for cycling in Broadland.</li> <li>• There are no set demand models for cycling, and since it can be undertaken in informal locations e.g. roads, there is not always a requirement to provide dedicated facilities.</li> <li>• Despite this, the British Cycling strategy has identified that there is a need to have somewhere local and traffic free to ride as being key for children and young people to get access to the sport, and for their families supporting their riding. This has been supported by the consultation with British Cycling and have indicated a traffic free facility would be desirable in the Greater Norwich area. As a result, focus should also be on providing traffic free provision.</li> </ul>

## **Community Halls**

10.2 We have separated community halls into 3 categories:

- Community Centres - a building or group of buildings for a community's educational and recreational activities;
- Village Halls – a village hall is a building or group of buildings which is owned by a local government council e.g. Parish Council or independent trustees and is run for the benefit of the local community; and
- Youth Centres – a building or group of buildings where young people can meet and participate in a variety of activities.

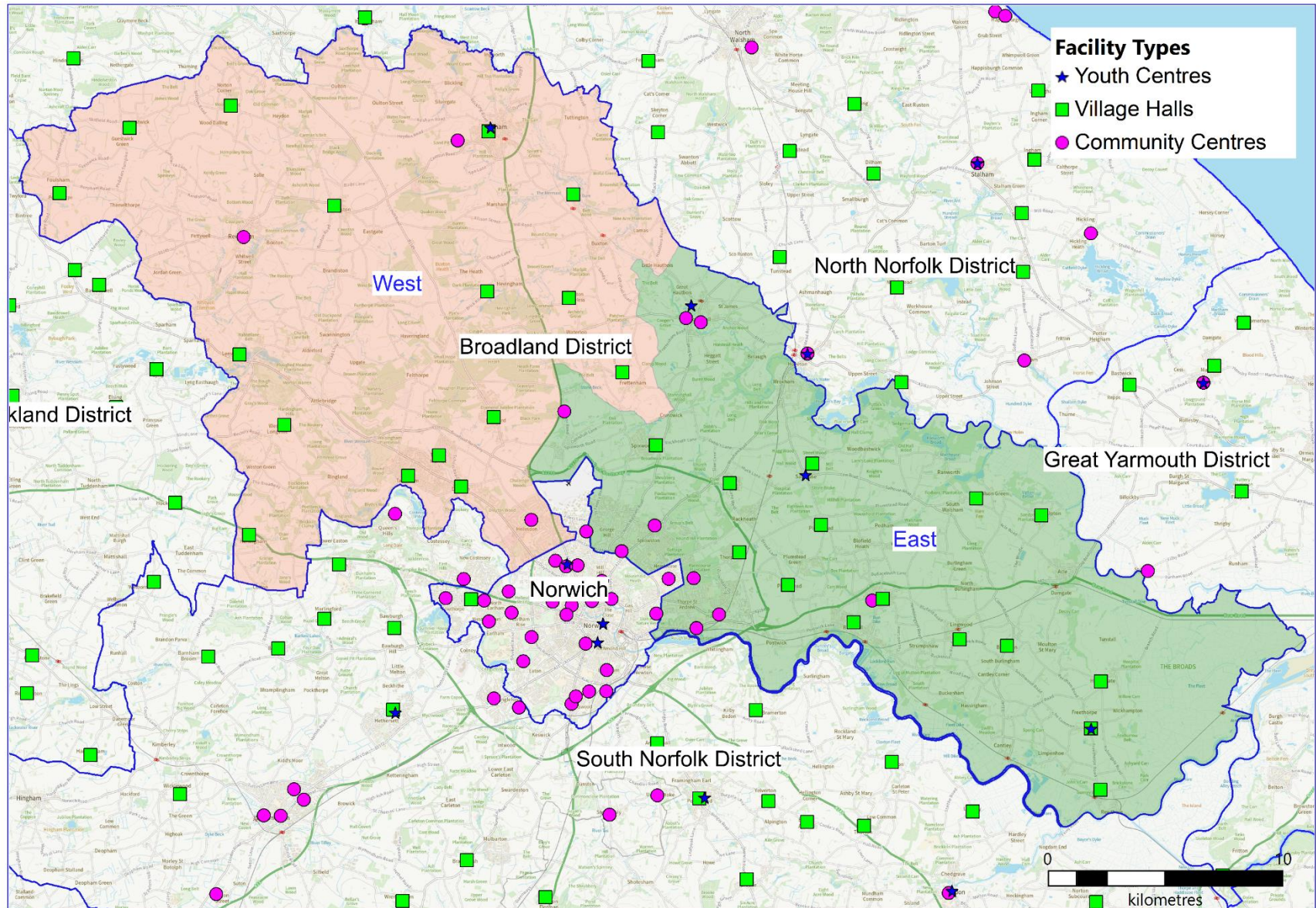
### **Quantity**

10.3 In total there are 48 community halls in Broadland (some are identified as multi-functional):

- Community Centre – 13;
- Village Hall – 24;
- Village Hall / Community Centre – 7; and
- Youth Centre – 4.

10.4 Table 10.5 and Map 10.1 below detail the list of community halls and the location across the district.

**Map 10.1 – Location of Community Halls in Broadland**



**Table 10.5 – List of Community Halls in Broadland**

<b>Community Hall</b>	<b>Type</b>	<b>Community Hall</b>	<b>Type</b>
The Bircham Centre	Community Centre	Burroughes hall	Village Hall
Youngs Park	Community Centre	Horsford Village Hall	Village Hall
Hellesdon Community Centre	Community Centre	Taverham Village Hall	Village Hall
Horstead Tithe Barn	Community Centre	Drayton Village Hall	Village Hall
St Faiths Centre Horsham & Newton	Community Centre	South Walsham Village Hall	Village Hall
The River Rooms	Community Centre	Thorpe Marriot Village Hall	Village Hall
Sprowston Community Hub	Community Centre	Rackheath Village Hall	Village Hall
Dussindale Community Centre	Community Centre	Honingham Village Hall	Village Hall
Blofield Courthouse	Community Centre	Great Plumstead Village Hall	Village Hall
Sprowston Diamond Centre	Community Centre	Thorpe End Village Hall	Village Hall
15th Norwich Scout Hut	Community Centre	The Village Hall, Little Plumstead	Village Hall
Roxley Hall	Community Centre	Margaret Harker Hall Management Committee	Village Hall
Thorpe St Andrew Dementia Cafe	Community Centre	Village Hall Freethorpe Norfolk	Village Hall
Spixworth Village Hall	Village Hall	Beighton Village Hall	Village Hall
The Village Hall Prospect Lane Wood Dalling	Village Hall	Halvergate Village Hall	Village Hall
New Frost Hall Foulsham Village Hall	Village Hall	Frettenham Village Hall	Village Hall / Community Centre
Guestwick Village Hall	Village Hall	Hall for All	Village Hall / Community Centre

<b>Community Hall</b>	<b>Type</b>	<b>Community Hall</b>	<b>Type</b>
Cawston Village Hall	Village Hall	Jubilee Hall	Village Hall / Community Centre
Friendship Hall	Village Hall	Upton Village Hall	Village Hall / Community Centre
Great Witchingham village hall	Village Hall	Lingwood Village Hall & Social Club	Village Hall / Community Centre
Brampton Village Hall	Village Hall	Brundall Memorial Hall	Village Hall / Community Centre
Hevingham Village Hall	Village Hall	Reedham Village Hall	Village Hall / Community Centre

### **Quality**

- 10.5 In total, 7 of the community hall operators or owners responded to the consultation survey. In general, most regarded their good with refurbishments already undertaken and they meet the needs of the community. Only one site highlighted the need to improve their facility.

### **Accessibility**

- 10.6 As detailed by Map 10.1 and Table 10.5, there is a significant provision of community halls across the district. In general, most of the larger parishes in Broadland have a village hall, whilst there are also community centres located in the larger settlements such as Aylsham, Reepham as well as close to the Norwich border. Overall, there appears to be good levels of access for Broadland residents.

### **Availability**

- 10.7 All facilities are available to the community. From the survey respondents, it appears the spaces are used for a variety of activities from health and fitness, classes, martial arts, yoga, Zumba, Boxercise etc. These activities will be under the control of the owner or operator and will be determined by local need.

## **Summary and Recommendations**

- 10.8 There are no demand models for community halls. They are important recreational facilities, especially in rural areas such as Broadland and where access to sports centres in more urban locations is restricted. They are used for various multi-functional activities including health and fitness, meetings, functions and events.
- 10.9 As highlighted in the sports hall section, there is a clear need for additional sports hall and multi-purpose space between 2022 and 2038, with BDC currently providing no local authority sports hall provision. There is a reliance on education sites and therefore these facilities can play a key role in providing complementary provision for sport and physical activity at these times in addition to evenings and weekends. This is particularly true in rural locations where social isolation and a lack of transport can be key barriers to participation.
- 10.10 There is a clear need for these facilities within Broadland and they should continue to be protected and enhanced where possible, however, there is a need for the facilities to remain sustainable. Consideration for community hall provision should also be included in new housing developments where leisure and multi-purpose spaces have not already been provided.

# 11. Actions Plans

Table 11.1 - Sports Halls

Heading	Recommended Action	Rationale	Timescale	Lead organisation and partners	Importance
PROTECT	<p><b>SH1</b></p> <p><b>Protect the existing supply of sports halls on educational sites. Review the community use hours and influence the access policy where possible.</b></p>	<p>The key element to be taken from this report is that the majority of Broadland’s demand can be met by the accessible supply of sports halls. However, none of the sports hall facilities are under local authority control and so there is a reliance on education providers to continue to provide community access.</p> <p>The average estimated used capacity of Broadland sports halls is high at 67% in the weekly peak period (but below the Sport England threshold of 80%). However, demand is also expected to increase as part of the planned housing growth and therefore all current stock should be maintained, as a minimum.</p> <p>Reviewing community use hours at education sites will ensure that demand can be met, before the construction of any new facilities.</p> <p>BDC should work with all schools to ensure there is an up-to-date community use agreement in place, to protect and retain the existing level of community use outside of school hours.</p>	Ongoing	All	High

Heading	Recommended Action	Rationale	Timescale	Lead organisation and partners	Importance
ENHANCE	<p><b>SH 2</b></p> <p><b>Support improvements at existing sports hall sites where this would lead to increased capacity; improved quality of facilities and greater flexibility of use; and improved viability for community use.</b></p>	<p>The average age of the sport hall stock in Broadland is 28 years. The oldest facility is Sprowston Community Academy, which opened in 1960. The most recent sports hall to be built is Taverham Hall Preparatory School, which opened in 2009. There have been no new sports halls built in Broadland since 2009.</p> <p>In the future, there will be an increasing need to modernise the post year-2000 built sports halls, as none of these have been modernised to date. As the post-2000 stock of sports halls age and need updating, a partnership programme of investment could be considered, in return for secured community access through a community use agreement.</p> <p>Hellesdon High School, Sprowston Community Academy and Thorpe St Andrew School should be the priority sites for improvement, working in partnership with the operators and the Academy trusts.</p> <p>BDC should consider partnerships of investment in return for secure community access. This will ensure future proofing of the stock, before taking into consideration any future population growth by 2038.</p>	By 2025.	All	High



Heading	Recommended Action	Rationale	Timescale	Lead organisation and partners	Importance
<b>PROVIDE</b>	<b>SH3</b> <b>Consider re-provision of some existing facilities, based on age and condition, or consider the building of new sports halls to replace the existing stock.</b>	<p>It is difficult to assess the stage at which re-provision of existing sports halls is required based on age, condition and the costs/ benefits of modernisation and extension of the existing buildings, set alongside re-provision.</p> <p>Detailed feasibility studies are required to determine what possible options there are to replace facilities with enhanced provision, depending on age, condition, and site opportunities.</p> <p>This should be undertaken on a site-by-site basis but based on the need to retain the existing stock. If there were opportunities to fund re-provision and replace the sports hall in the current locations, this should be investigated by BDC, education providers and key stakeholders.</p>	Ongoing	All	Medium
<b>PROVIDE</b>	<b>SH4</b> <b>Provision of a new 4 badminton court sports hall on the Norwich / Broadland border.</b>	<p>The needs assessment has highlighted that there is significant growth expected in Broadland, especially in the Growth Triangle area. Whilst there is some capacity at Sprowston Community Academy and Thorpe St Andrew School (both Broadland), Sewell Park Academy in the north of Norwich is regarded as at full capacity. All of these sites are ageing and will likely reduce in attractiveness by 2030.</p>	By 2030	NCC /BDC	High

Heading	Recommended Action	Rationale	Timescale	Lead organisation and partners	Importance
		<p>There is clear evidence for a new community sports hall in Broadland, as part of the wider housing developments. The greatest area of growth is focused around the 4 wards of Wroxham, Sprowston East, Old Catton and Sprowston West and Spixworth with St Faiths in Broadland.</p> <p>The preference for a new sports hall would be within Broadland to support the vast housing growth in Sprowston and Rackheath, but opportunities within Norwich should not be ruled out either.</p> <p>The East Analysis Area on its own justifies a theoretical demand for at least 2 sports halls and this would also benefit existing sports halls, especially in the West, by reducing their used capacity. A new sports hall in the Rackheath area should be co-located and integrated with either:</p> <ol style="list-style-type: none"> <li>1. A new leisure facility to meet the needs of Broadland and Norwich residents; or,</li> <li>2. a new secondary school development, to maximise the use of the sports hall in off peak hours.</li> </ol> <p>A detailed feasibility study would be required to confirm the demand, including undertaking bespoke FPM runs.</p>			

Heading	Recommended Action	Rationale	Timescale	Lead organisation and partners	Importance
		<p><b>If it was to be delivered on a new leisure facility, it would meet the needs of both Broadland and Norwich residents, and therefore whilst on Broadland land, it should be of joint interest for the wider Greater Norwich community.</b></p> <p>If provided on an education site, a Joint Use Agreement setting out the type of use and a full programme of community use should be agreed, as an integral part of the project development and progressed through the planning process. Ideally this should be integrated with the proposed co-ordinated management of community use across all school sites.</p>			

Heading	Recommended Action	Rationale	Timescale	Lead organisation and partners	Importance
<b>PROVIDE</b>	<p><b>SH5</b></p> <p><b>Consider supporting the change of planning permission at The Nest, allowing for development of an 8-badminton court sports hall and/ or consider the provision of a new 4 court sports hall in the Growth Triangle area.</b></p>	<p>Initially, BDC should consider supporting the planning permission for an 8-badminton court sports hall at The Nest. Currently, there is permission for a 5-badminton court sports hall and increasing this to an 8-badminton court sports hall would increase the flexibility in programming.</p> <p>BDC could consider supporting a partnership programme of investment, in return for secured community access outside of Norwich CSF's programming.</p> <p>If the 8-badminton court sports hall at The Nest is not delivered, or the community access agreement available does not provide secure use, there will be a need to provide an additional 4-badminton court sports hall to meet the needs of both populations, especially in the Growth Triangle area.</p> <p>A detailed feasibility study would be required to confirm the demand, including undertaking bespoke FPM runs. If provided on an education site, a Joint Use Agreement setting out the type of use and a full programme of community use should be agreed, as an integral part of the project development and progressed through the planning process. Ideally this should be integrated with the proposed co-coordinated management of community use across all school sites.</p>	Ongoing	BDC	Medium

Heading	Recommended Action	Rationale	Timescale	Lead organisation and partners	Importance
		<p>This could be located on a new secondary school site (if not delivered in Recommendation SH4) or could be delivered at Thorpe St Andrew School, who aspire to provide an additional sports hall. Thorpe St Andrew School have planning permission for a 4-badminton court sports hall, and this would update and improve their current stock. They currently already provide community access across various facilities, including a 3G Artificial Grass Pitch, swimming pool and grass pitches.</p>			
<b>PROVIDE</b>	<p><b>SH6</b>  <b>Support areas where there is an identified need, but no existing sports hall provision. Consider the provision of large multi-purpose spaces, as part of new sports and leisure developments.</b></p>	<p>Across Broadland, there is a need to consider the comparative merits of providing sports halls based on the needs assessment. Specifically, the FPM model for 2020 has identified that there are no significant areas of unmet demand, although Acle has highlighted up to 1 badminton court, which is expected to increase due to the planned housing developments.</p> <p>The school currently has poor gymnasium facilities which are old and have poor changing facilities. As a result, curriculum PE is limited and the majority is delivered outside on the grass pitches, where there is also limited multi-purpose facilities.</p>	Ongoing	All	Medium

Heading	Recommended Action	Rationale	Timescale	Lead organisation and partners	Importance
		<p>Thus, despite not having significant levels of demand both now and in the future, with the urban and housing growth areas of Broadland producing more demand, there is an argument that it registers high on the supply criteria, as there is no provision available to the residents, or the surrounding population. They would be required to travel into Great Yarmouth, or to the edge of Norwich. Therefore, there is a need to consider the rationale for provision of a sports hall in Acle located at Acle Academy on the basis of lack of access to a purpose-built sports hall and equity of provision across Broadland.</p> <p>Furthermore, whilst demand has not identified the need for a sports hall in Reepham and the surrounding area, sports hall provision in this area should also be considered, to help meet a local need.</p> <p>Reepham High School has identified that they have a desire to build a sports hall at their site, using S106 funding. A feasibility study should be undertaken, with bespoke FPM runs. If deemed viable, BDC should support the school in the application for funding.</p>			

Heading	Recommended Action	Rationale	Timescale	Lead organisation and partners	Importance
		<p>Finally, there should also be consideration of large flexible multi-purpose space, rather than sports halls in any new sports and leisure development. This may enable transfer of some activities from sports halls e.g. martial arts, dance etc into multi-purpose spaces. This in turn, will free up potential programme time for traditional sports hall activities and reduce stress on the current stock.</p>			

**Table 11.2 - Swimming Pools**

	<b>Recommended Action</b>	<b>Rationale</b>	<b>Timescale</b>	<b>Lead organisation and partners</b>	<b>Importance</b>
<b>PROTECT</b>	<b>SP1 Protect the existing supply of swimming pools on educational sites and influence access policy for community use, where possible.</b>	<p>The key element to be taken from this report is that the majority of Broadland’s demand can be met by the accessible supply of swimming pools in 2022. However, it worth noting that 3 out of the 4 facilities are already operating at above average capacity. The facilities are also non local authority managed, and therefore control on the access policy is limited.</p> <p>There is a reliance on education and commercial sites to provide provision of water space, but this will not be accessible to all and may be limited (e.g. Thorpe St Andrew School pool is not available on a pay and swim user basis).</p> <p>Reviewing community use hours at education sites will ensure that demand can be met, before the construction of any new provision. There is a need to work with existing schools to understand the actual level and type of use for clubs at their facilities. If there is additional scope for school pools to absorb more club use and release capacity at the public pools for other swimming activities, this should be investigated.</p> <p>The housing growth will happen in stages and therefore there will be staggered growth as the houses are built and this will increase the demand on pools across Broadland.</p>	Ongoing	All	High



	<b>Recommended Action</b>	<b>Rationale</b>	<b>Timescale</b>	<b>Lead organisation and partners</b>	<b>Importance</b>
		<p>BDC has identified that several schools are key providers. These facilities are used for national curriculum learn to swim activities, not just in that school, but also for surrounding schools in their catchment. The pools are not always large enough to meet the FPM criteria, but still provide a key service for local children. In Broadland, the key school swimming pools, include:</p> <ul style="list-style-type: none"> <li>• Langley Preparatory School at Taverham Hall;</li> <li>• Sprowston Community Academy;</li> <li>• Thorpe St Andrews School;</li> <li>• Hellesdon High School;</li> <li>• Drayton Junior School;</li> <li>• Aylsham High School;</li> <li>• Blofield Primary School;</li> <li>• The Hall School; and</li> <li>• Reedham Primary School.</li> </ul> <p>These pools should continue to be protected where possible.</p>			

	<b>Recommended Action</b>	<b>Rationale</b>	<b>Timescale</b>	<b>Lead organisation and partners</b>	<b>Importance</b>
		There will also be a need to support the facilities that provide provision for the smaller towns and catchments, such as Aylsham High School and Hellesdon High School. Whilst these pools do not meet the Sport England criteria, they provide accessible provision for local residents. Aylsham High School offers casual pay and swim, a membership package and learn to swim activities at the site.			
<b>ENHANCE</b>	<b>SP2 Support improvements at existing swimming pool sites, where this would lead to increased capacity; improved quality of facilities and greater flexibility of use; and improved viability for community use.</b>	<p>Most of the stock was built after 1999 and there will be a continued need to improve the quality of the facilities by 2038.</p> <p>Up to date condition surveys are required, in order to understand the balance between modernisation and realistic scope for re-provision. The key point is that the current supply level should be maintained, with consideration made to increasing provision where possible.</p> <p>It is not possible to identify the capital costs of any major modernisation of an existing swimming pool because it is site and project specific and requires a full condition survey.</p>	By 2030	All	High

	<b>Recommended Action</b>	<b>Rationale</b>	<b>Timescale</b>	<b>Lead organisation and partners</b>	<b>Importance</b>
		<p>The schools are usually responsive to local needs and managed community use. However, with more schools becoming Academy's, there is a reduction in the security of community use. It will be important to work closely with schools, to understand their current and future plans for their swimming pools.</p> <p>Support and work with individual schools to understand their commitment to retention and enhancement of school-based swimming pool is required.</p> <p>The biggest constraint to enhancement is the size of the pool tank, and all the school pools are at or below 200m<sup>2</sup> of water. Enhancement of existing pools will not increase the pool tank size and so there is a need to ensure the quality remains high, as they provide key provision for learn to swim and clubs.</p> <p>Thorpe St Andrew School pool was built in 1950 but is important for providing learn to swim and club activities for residents of Broadland, as well as many residents of Norwich. It is operated at a financial loss to the school, and it is unlikely the school will have sufficient capital funds to complete the level of refurbishment work needed. (e.g. new roof or building surrounds). If the pool was to close because it is no longer fit for purpose, it would significantly impact the supply and demand balance in Broadland.</p>			

	<b>Recommended Action</b>	<b>Rationale</b>	<b>Timescale</b>	<b>Lead organisation and partners</b>	<b>Importance</b>
		<p>There is a tipping point/ judgment call as to whether protection of the existing sites and enhancement of the existing provision can create the overall supply and demand balance. This is based on the age, condition, and the amount of access available to the pools to understand if there is a cost/sports effective case for re-provision of some existing pools. The margins and judgment are fine and up to date condition surveys are required to make the assessment.</p> <p>The priorities sites for enhancement of pool ancillary facilities are Thorpe St Andrew School, Sprowston School and Hellesdon High School. Improvements should be assessed via a feasibility study and consideration should be given as to whether it is more effective to modernise the pool to allow for continued medium term use (15-20 years) or replace it with a longer-term strategy in mind.</p>			
<b>PROVIDE</b>	<b>SP3 Provision of a new public swimming pool, located on the Norwich / Broadland border.</b>	The needs assessment has highlighted that there is significant growth expected in Broadland, especially in the Growth Triangle. There is currently no provision in the north of Norwich, or in the south of Broadland.	By 2027	BDC	High

	<b>Recommended Action</b>	<b>Rationale</b>	<b>Timescale</b>	<b>Lead organisation and partners</b>	<b>Importance</b>
		<p>There is clear evidence for a new public swimming pool, as part of the wider housing developments. The greatest area of growth is focused around the 4 wards of Wroxham, Sprowston East, Old Catton and Sprowston West and Spixworth with St Faiths in Broadland. As the housing growth for this area is mainly focused on Broadland land, the Sprowston or Rackheath areas of Broadland are the priority location for new swimming pool provision.</p> <p>A new swimming pool in this area should be co-located and integrated with a new leisure facility, to meet the needs of both Broadland and Norwich residents. Norwich land should not be ruled out if an appropriate site is identified.</p> <p>As a result, a detailed feasibility study would be required to confirm the demand and location, including undertaking bespoke FPM runs. If this new provision was delivered, it would benefit the wider Greater Norwich population.</p>			

	<b>Recommended Action</b>	<b>Rationale</b>	<b>Timescale</b>	<b>Lead organisation and partners</b>	<b>Importance</b>
<b>PROVIDE</b>	<p><b>SP4</b></p> <p><b>Due to their age and condition, consider re-provision of some existing facilities. Consider feasibility of providing new swimming pools to replace the existing stock.</b></p>	<p>It is difficult to assess the stage at which re-provision of existing swimming pools is required based on their age, condition and the costs/ benefits of modernisation and extension of the existing buildings, set alongside re-provision.</p> <p>The assessment has estimated that the existing pool stock is heavily used and nearly at capacity, and usage is expected to increase up to 2038. This will impact further on the condition of the pools. This could create a case for re-provision of an existing pool, if the cost benefit is that new provision is deemed a more effective solution than modernisation of the existing pool.</p> <p>This particularly applies to Thorpe St Andrew School. It should be assessed via a feasibility study whether it is more cost/ sports effective to modernise the pool here and make it fit for purpose for the next 16 years, or re-build it.</p> <p>Any proposals from existing providers to increase water space should be looked at favourably, provided community use agreements could be put in place.</p>	Ongoing	All	Medium

**Table 11.3 - Health and Fitness**

	<b>Recommended Action</b>	<b>Rationale</b>	<b>Timescale</b>	<b>Lead organisation and partners</b>	<b>Importance</b>
<b>PROTECT</b>	<b>No Action.</b>	<p>BDC do not operate any health and fitness facilities and therefore do not have any control over health and fitness programming or pricing within the district.</p> <p>Demand will likely fluctuate, and the commercial operators will identify any deficiencies or market gaps. The facilities currently located in Broadland are either commercially operated or are not large enough to warrant increased community access (e.g. at Sprowston Academy or St Faith's).</p>	N/A	N/A	N/A
<b>ENHANCE</b>	<b>No Action.</b>	<p>BDC do not operate any health and fitness facilities. d.</p> <p>Any expansion or enhancement of current commercial or education sites should be supported, but there is no direct action as a result of the needs assessment.</p>	N/A	N/A	N/A

	<b>Recommended Action</b>	<b>Rationale</b>	<b>Timescale</b>	<b>Lead organisation and partners</b>	<b>Importance</b>
<b>PROVIDE</b>	<b>HF1 Provision of a new public health and fitness facility on the Broadland / Norwich border.</b>	<p>Given the findings on current supply, accessibility, current demand and projected future demand, the recommendation is that there is no need to develop another specific health and fitness facility unless a strong local catchment latent demand can be evidenced on a site-by-site basis.</p> <p>However, should BDC decide to build a public leisure centre, with a swimming pool, on the Broadland / Norwich border, then a health and fitness offer should also be included.</p> <p>The scale of the health and fitness provision should be assessed as part of the feasibility at that time. Current trends for exercise support the need to ensure that any future BDC leisure centres provide a health and fitness space of at least 75–100 stations, in order to cross-subsidise a wet side offer.</p> <p>Providing a full-scale public leisure facility would also mean that BDC can ensure there is a leisure offer that is fully accessible, appropriate, and beneficial for residents.</p>	By 2027	BDC / NCC	High



	<b>Recommended Action</b>	<b>Rationale</b>	<b>Timescale</b>	<b>Lead organisation and partners</b>	<b>Importance</b>
<b>PROVIDE</b>	<b>HF2</b> <b>Support the development of any health and fitness provision near the market towns of Acle, Aylsham and Reepham.</b>	<p>Currently, there are no health and fitness facilities in these market towns and all of the current provision is located close to the Norwich border. This means that residents of these towns are required to travel towards Norwich, or out of the district to access a health and fitness facility.</p> <p>There is a need to support any provider looking to develop health and fitness facilities in these towns.</p> <p>Any new development should be monitored on an individual basis and be based on a viable feasibility study.</p> <p>Aylsham High School has highlighted their desire to develop a health and fitness facility as part of their wider community leisure provision (swimming pool, sports hall, 3G and grass pitches). BDC should look to support the development of this project, working in partnership with the school.</p>	Ongoing	All	Medium

**Table 11.4 - Indoor Tennis Centres**

	<b>Recommended Action</b>	<b>Rationale</b>	<b>Timescale</b>	<b>Lead organisation and partners</b>	<b>Importance</b>
<b>PROTECT</b>	<b>No Action.</b>	<p>The needs assessment has highlighted that there is a significant deficit of indoor tennis courts in Greater Norwich both now in 2022 and by 2038.</p> <p>David Lloyd (Norwich) and Bannatyne Health Club (Norwich) have a combined total of 10 indoor tennis courts, and these are operated on a commercial membership basis. Whilst not accessible to all residents, the facilities play a key part in the provision of indoor tennis in Greater Norwich and there is an important need to protect the current facilities here.</p> <p>However, as they are commercially operated, there is no direct action to protect the facilities and could be influence only.</p>	N/A	N/A	N/A
<b>ENHANCE</b>	<b>ITC1 Support any enhancements of the existing Indoor Tennis Centres.</b>	<p>The two indoor tennis centres are both commercially owned and operated and therefore BDC and LTA do not have any direct influence on the programming and pricing.</p> <p>However, any proposals to increase the size of the facilities, or plans to develop any new provision should be supported, to help meet the demand deficit identified.</p> <p>Ideally, this should be combined with increased community access to the sites.</p>	Ongoing	BDC	Low

	<b>Recommended Action</b>	<b>Rationale</b>	<b>Timescale</b>	<b>Lead organisation and partners</b>	<b>Importance</b>
<b>PROVIDE</b>	<b>ITC2 Provision of new 4-6 court Community Indoor Tennis Centre (CITC) in Greater Norwich.</b>	<p>Given the findings on current supply, accessibility, and the current and projected future demand, the recommendation is to develop a 4-6 court CITC facility with associated ancillary facilities.</p> <p>Based on the needs assessment, this should be located either:</p> <ol style="list-style-type: none"> <li>1. On land east of Norwich (Broadland), to support the Broadland Growth Triangle;</li> <li>2. On land south of Norwich (South Norfolk).</li> <li>3. The Hewett Academy land (Norwich), in connection with the outdoor courts.</li> <li>4. UEA Sportspark (Norwich).</li> </ol> <p>If a new public leisure centre is located on the Norwich / Broadland border, the CITC could be included within the facility mix.</p> <p>A detailed feasibility study would be required to confirm the demand, working with key stakeholders including the LTA and NTA.</p>	By 2030	SNC/NCC/ BDC / National Tennis Association / LTA	High
<b>PROVIDE</b>	<b>ITC3 Support current clubs and facility owners to improve their existing sites.</b>	<p>Given the findings on current supply, accessibility, and the projected future demand, there is a significant deficit of indoor tennis courts both now and in the future.</p>	By 2038	All	Low

	<b>Recommended Action</b>	<b>Rationale</b>	<b>Timescale</b>	<b>Lead organisation and partners</b>	<b>Importance</b>
		<p>Provision of up to 5 x 4 court halls is not commercially viable and therefore current clubs and facility owners should be supported in the development of improvement projects, especially the development of air halls on current all-weather outdoor tennis courts.</p> <p>On the basis that indoor tennis is an important activity in Greater Norwich, there is a need to be supportive of the development and improvement of the existing stock from commercial operators, including increasing provision.</p>			

**Table 11.5 - Indoor Bowls Centres**

	<b>Recommended Action</b>	<b>Rationale</b>	<b>Timescale</b>	<b>Lead organisation and partners</b>	<b>Importance</b>
<b>PROTECT</b>	<b>IBC1 Protect the existing supply of Indoor Bowls Centres.</b>	<p>The needs assessment has highlighted that there is a surplus of indoor bowls rinks both now and by 2038. There is a total of 18 rinks across 3 sites.</p> <p>There are no local authority operated facilities, and the 3 affiliated facilities are all membership based. Despite this, they have an open access policy through memberships.</p> <p>There is a need to protect the current provision of indoor bowls centres.</p>	Ongoing	All	High
<b>ENHANCE</b>	<b>IBC2 Support improvements at Indoor Bowls Centres where this would lead to increased capacity; improved quality of facilities; and greater flexibility of use.</b>	<p>There will be a continuing and increasing need to maintain and modernise the indoor bowls centres in Broadland. The facilities are all between 29-60 years old and whilst are maintained to a good quality, they will likely need to be modernised between now and 2038.</p> <p>If any facilities were lost, there would be a theoretical deficit in courts by 2038 of 1 rink. Based on historical membership figures, whilst facilities are busy, there should be sufficient supply at the current facilities if one facility was lost, albeit this should be assessed on a site-by-site basis (e.g. Acle has the largest membership of the three facilities and current users would potentially not be able to access any alternative facilities).</p>	By 2025	All	High

	<b>Recommended Action</b>	<b>Rationale</b>	<b>Timescale</b>	<b>Lead organisation and partners</b>	<b>Importance</b>
		<p>BDC and Greater Norwich authorities should work with the EIBA and clubs, to assist with capital grant applications.</p> <p>If a centre should close, the current supply is likely to be sufficient, however, there may be a need to re-provide indoor bowls centres if there are increases of the number of memberships in future years at other sites. The location of the centre which closes also needs to be considered in any evidence base to re-provide an indoor bowls centre e.g. if Acle closed, there would be a significant gap in provision in the north east of the district.</p> <p>Any proposals to reduce the supply should be reviewed and the rationale for the reduction evidenced. This is because indoor bowls is an important facility type that is relevant for Broadland's demographic.</p> <p>Due to several factors, participation and membership of indoor bowls clubs fluctuates. Therefore, any potential consideration to close a centre because of declining membership should be considered longer-term.</p>			
<b>PROVIDE</b>	<b>No Action.</b>	There is no requirement to provide any additional indoor bowls centres, including under local authority ownership and management.	N/A	N/A	N/A

**Table 11.6 - Squash Courts**

	<b>Recommended Action</b>	<b>Rationale</b>	<b>Timescale</b>	<b>Lead organisation and partners</b>	<b>Importance</b>
<b>PROTECT</b>	<b>SC1 Protect the existing supply of squash courts.</b>	<p>The needs assessment has highlighted that there is a theoretical deficit both now and in 2038.</p> <p>There are no BDC owned or operated squash facilities. However, the Bob Carter Centre offers a very accessible community pay and play option.</p> <p>There is a need to protect the current supply of squash courts, working in partnership with operators. Any proposals to reduce the supply of courts should be reviewed, along with the rationale for the reduction.</p>	Ongoing	All	High
<b>ENHANCE</b>	<b>SC 2 Support improvements at sites with squash courts where this would lead to increased capacity; improved quality of facilities; and greater flexibility of use.</b>	<p>There will be a continuing and increasing need to maintain and modernise squash courts in Broadland.</p> <p>No new squash courts have been built since 1999 and the oldest facility is now 43 years old. Whilst most facilities are maintained to a good quality, they will likely need to be modernised between now and 2038.</p> <p>It is also important to support the development and improvement of existing squash facilities. Any proposals to improve the courts, increase the number of courts or provide new provision should be supported to meet the demand deficit identified.</p>	By 2027	BDC	Medium

	<b>Recommended Action</b>	<b>Rationale</b>	<b>Timescale</b>	<b>Lead organisation and partners</b>	<b>Importance</b>
		<p>BDC and the Greater Norwich authorities should work with England Squash and clubs to assist with capital grant applications.</p> <p>If a facility should close, then there may be a need to re-provide depending on the level of membership and usage at the centres, and the location of the centre which closes.</p>			
<b>PROVIDE</b>	<b>No Action.</b>	<p>Despite the deficit of courts, there is no requirement to provide any squash courts, including under local authority ownership and management.</p> <p>This is because participation in the sport has significantly reduced in the last 20 years. Any new provision should be driven by the commercial sector, rather than the local authority.</p>	N/A	N/A	N/A



**Table 11.7 - Other Built Facilities**

	<b>Facility Type</b>	<b>Recommended Action</b>	<b>Rationale</b>	<b>Timescale</b>	<b>Lead organisation and partners</b>	<b>Importance</b>
<b>PROTECT</b>	<b>Athletics</b>	<b>No Action.</b>	No action as there are no athletics facilities in Broadland.	N/A	N/A	N/A
<b>PROTECT</b>	<b>Cycling</b>	<b>C1 Protect current cycling facilities located in Broadland.</b>	The 2 facilities are owned by community organisations and there will be a need for BDC, alongside key stakeholders including British Cycling and Spixworth Cycle Speedway Club, to work together and protect the current facilities.  Any proposals to remove the facility should be reviewed and the rationale for the reduction clearly evidenced.	Ongoing	All	High
<b>PROTECT</b>	<b>Gymnastics</b>	<b>No Action.</b>	No action as there are no gymnastics facilities in Broadland.	N/A	N/A	N/A
<b>PROTECT</b>	<b>Boxing</b>	<b>No Action.</b>	There are no boxing clubs or facilities located in Broadland.	N/A	N/A	N/A

	Facility Type	Recommended Action	Rationale	Timescale	Lead organisation and partners	Importance
<b>PROTECT</b>	<b>Community Halls</b>	<b>CH1 Work in partnership to protect the provision of community halls and promote greater usage.</b>	<p>Community halls provide important flexible and multi-functional spaces for communities, especially in the more rural villages of the district. In addition, community centres and youth centres support the more urban towns and settlements of Broadland, especially closer to the Norwich border.</p> <p>BDC currently provides no public leisure provision and there is a heavy reliance on education sites. As a result, these facilities play a key role in providing complementary provision for sport and physical activity. This is particularly true in rural locations, where social isolation and a lack of transport can be key barriers to physical activity.</p> <p>BDC should look to increase awareness and promote greater usage of community halls within local communities.</p> <p>There should be consideration to improving available information, such as directories and websites that provide information on the hire, capacity and contact details for community halls.</p>	Ongoing	All	Medium

	Facility Type	Recommended Action	Rationale	Timescale	Lead organisation and partners	Importance
			The halls should be protected by key stakeholders, provided they are financially sustainable facilities and widely beneficial for the community.			
<b>ENHANCE</b>	<b>Athletics</b>	<b>No Action.</b>	No action as there are no athletics facilities in Broadland.	N/A	N/A	N/A
<b>ENHANCE</b>	<b>Cycling</b>	<b>C2 Support improvements to the cycling facilities in Broadland. Re-provision should be considered if the facilities cannot be replaced due to age and condition.</b>	<p>There will be a continuing and increasing need to maintain and modernise cycling facilities.</p> <p>BDC should work with key stakeholders, including clubs and funding partners, to identify potential funding streams to enable improvement works to be carried out.</p> <p>If the facilities are no longer fit for purpose, consideration should be given to re-provision.</p>	Ongoing	All	Medium
<b>ENHANCE</b>	<b>Gymnastics</b>	<b>No Action.</b>	No action as there are no gymnastics facilities in Broadland.	N/A	N/A	N/A
<b>ENHANCE</b>	<b>Boxing</b>	<b>No Action.</b>	There are no clubs or facilities located in Broadland.	N/A	N/A	N/A

	<b>Facility Type</b>	<b>Recommended Action</b>	<b>Rationale</b>	<b>Timescale</b>	<b>Lead organisation and partners</b>	<b>Importance</b>
<b>ENHANCE</b>	<b>Community Halls</b>	<b>CH2 Support improvements at existing community hall sites.</b>	<p>Key stakeholders including BDC, Parish Council's and operators, should consider making improvements to existing community hall facilities, ensuring they continue to meet the needs of residents, both now and in the future.</p> <p>The programme and usage of facilities should continue to be monitored, alongside any appropriate community consultation, to ensure the facility is being used sustainably.</p> <p>BDC should work with key stakeholders, including clubs and funding partners, to identify potential funding streams, which will allow improvement works to be carried out.</p> <p>If the facilities are no longer fit for purpose, consideration should be given to re-provision.</p>	Ongoing	All	Medium

	Facility Type	Recommended Action	Rationale	Timescale	Lead organisation and partners	Importance
<b>PROVIDE</b>	<b>Athletics</b>	<b>A1 Consider providing a compact athletics facility in Broadland and/ or traffic-free running and cycling tracks in Broadland.</b>	<p>There is no requirement to provide any additional formal athletics tracks, including under local authority ownership and management.</p> <p>There is potential to provide either:</p> <ul style="list-style-type: none"> <li>• A compact athletics facility at a school or education site; and/ or</li> <li>• Informal traffic-free provision.</li> </ul> <p>Consideration for a compact athletics facility available to the community on an education site should be investigated, working in partnership with England Athletics.</p> <p>In addition, focus should also be on providing traffic-free provision. Informal running tracks (in combination with cycling) allow for formal and informal athletics and running participation.</p> <p>This could be developed as part of a school facility, park setting or a new housing development. This would also contribute to BDC's aims around</p>	Ongoing	All	Low

	Facility Type	Recommended Action	Rationale	Timescale	Lead organisation and partners	Importance
			<p>improving the health and wellbeing of residents.</p> <p>Previous examples can include a running straight as part of the track and can be used for links for events such as Parkrun.</p>			
<b>PROVIDE</b>	<b>Cycling</b>	<b>C3</b> <b>Consider providing traffic-free running and cycling tracks in Broadland, including consideration for a regional closed road circuit in the Greater Norwich area.</b>	<p>Linked to the requirements for informal athletics provision, consideration should be given to providing traffic-free provision. Informal running tracks (in combination with cycling) allow for formal and informal participation in athletics, running and cycling.</p> <p>There should also be consideration to inclusion of free-access facilities, such as pump tracks, as part of any open space proposals within new housing developments.</p> <p>In consultation with British Cycling and the local cycling network, BDC and key stakeholders should explore the opportunity to provide a regional traffic-free closed road circuit.</p> <p>This facility could also encompass other cycling activities, such as BMX tracks, mountain biking and learn to ride areas.</p>	Ongoing	All	Low

	Facility Type	Recommended Action	Rationale	Timescale	Lead organisation and partners	Importance
			<p>There are no other facilities like this in the Greater Norwich or Norfolk area, with Colchester being the closest.</p> <p>Any facility should also be linked with developments of improving cycling networks around the Greater Norwich area. Access from dedicated cycling networks will increase the accessibility of the facility.</p>			
<b>PROVIDE</b>	<b>Gymnastics</b>	<b>G1 Include community accessible gymnastics in the programming of any new sports hall developments in Broadland (where BDC is a key partner).</b>	<p>There is no requirement or evidenced need to provide new dedicated gymnastics facilities in Broadland.</p> <p>However, as part of any new sports hall development as per the Sports Hall Action Plan, consideration should be given to providing gymnastics programmes.</p> <p>This may be in combination with current clubs, by setting up a satellite facility, or through operator programming.</p>	Ongoing	BDC	Low

	Facility Type	Recommended Action	Rationale	Timescale	Lead organisation and partners	Importance
<b>PROVIDE</b>	<b>Boxing</b>	<b>B1 Support any relocation or expansion of existing Boxing Clubs from Norwich.</b>	<p>There are no boxing clubs or facilities located in Broadland. There is not a recommendation to provide any new boxing facilities in Broadland, unless there is specific demand from a new club, or a need to support expansion or relocation of one of the Norwich clubs.</p> <p>Due to a lack of accessible and affordable facilities for boxing clubs, there may be a need for clubs to move out of their locations in order to continue to provide boxing provision.</p>	Ongoing	All	Low
<b>PROVIDE</b>	<b>Community Halls</b>	<b>CH 3 Consider including community hall provision within new housing development plans, where leisure and multi-purpose spaces have not already been allocated.</b>	<p>Community Halls can play a key role in supporting communities, especially in rural areas. When housing developments are being delivered, if there is a lack of leisure or multi-functional space, there should be consideration for the provision of a new community centre.</p> <p>This should be subject to a full feasibility study on a site-by-site basis including designs, costs, and business planning, to ensure the facility is usable and viable.</p>	By 2038	BDC / Parish Councils	Low