

APPENDICES

APPENDIX 1

NS-SEC Classification

NS-SEC is a classification that measure employment relations and conditions; they help to identify the structure of socio-economic behaviour.

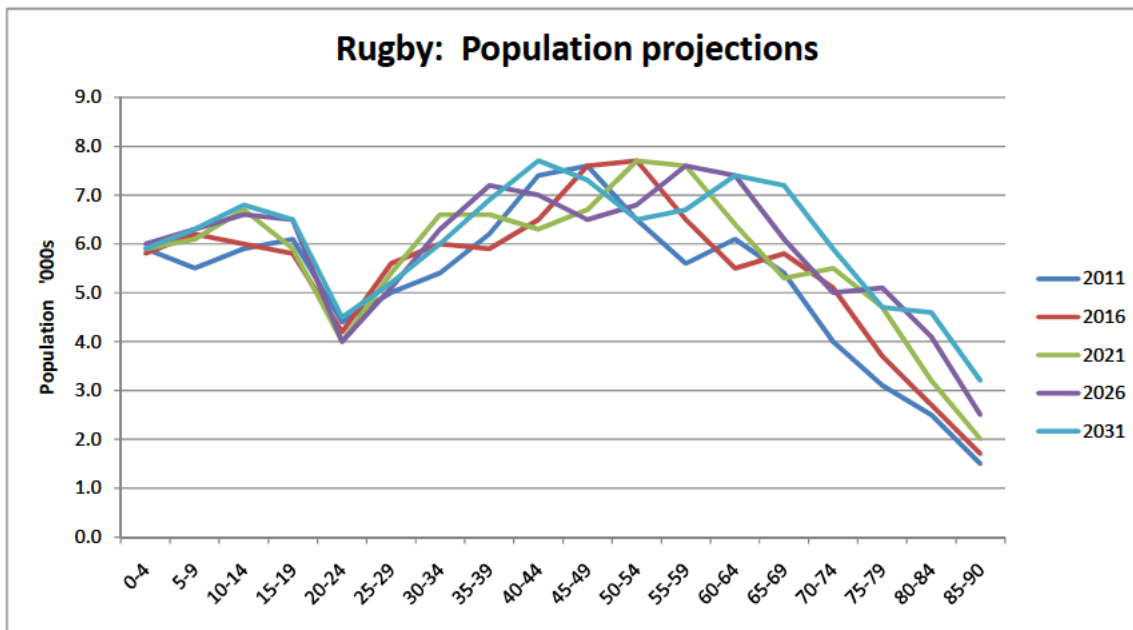
It is an occupational based classification and since 2001 has replaced the social class and socio-economic groupings previously used. It is the standard in all official statistics and surveys. The classification is broken down as follows:

NS-SEC Classification	Description
1	Higher managerial and professional
	1.1 Large employers and higher managerial occupations
	1.2 Higher professional occupation
2	Lower managerial and professional occupations
3	Intermediate occupations
4	Small employers and own account workers
5	Lower supervisory and technical occupations
6	Semi-routine occupations
7	Routine occupations
8	Never worked and long-term unemployed

APPENDIX 2

		YEAR																																	
		2006-7	2007-8	2008-9	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25	2025-26	TOTAL													
Sub Area		PHASE 1				PHASE 2					PHASE 3					PHASE 4																			
Past Completions (Net)		1429	701	360	412																				2902										
Sites with Planning Permission																																			
Rugby Town East	81 High St, Hillmorton					4																4													
Rugby Town West	69 Temple St, Rugby					14																14													
Southern	Cawston House Estate, Cawston					7																7													
Rugby Town North	Site A, Brownsover Rd, Rugby					21																21													
Rugby Town North	Newbold Road, Rugby						12															12													
Rugby Town North	42-54 Winfield St, Rugby						12															12													
Rugby Town North	21 Mill Road, Rugby						11															11													
Central	School St, Long Lawford						15	35	35	14											99														
Northern	Coton Park East, Rugby						20	30	50	50	15											165													
Central	Calvestone Road, Cawston Grange					5	20	30	50	40											145														
Sub-Total		0	0	0	0	51	90	95	135	104	15	0	0	0	0	0	0	0	0	0	0	490													
Sites previously allocated for residential development																																			
Central	Cawston Grange, Rugby					41	70	35	35	24											205														
Northern	Coton Park, Rugby					62	22															84													
Rugby Town West	Johnson Ave - Butterfields					20															20														
Central	Back Lane, Long Lawford					25	30	30	25	7											117														
Rugby Town North	Leicester Road, Rugby						50	100	100	100	100	90											540												
Rugby Town North	Boughton Rd, Rugby					53	53															106													
Rugby Town North	Former Livestock Market, Rugby					47	39	30															116												
Rugby Town East	Warks College, Lwr Hmt Rd, Rugby					20	30	50	50	30											180														
Sub-Total		0	0	0	0	248	284	225	210	181	130	90	0	0	0	0	0	0	0	0	0	1368													
Large Sites Permitted Since 1/4/2010																																			
Rugby Town West	Bishop Wulstan					20	35	19															54												
Rugby Town West	Blackwood Avenue					10															0														
Rugby Town West	Gas Street					15															0														
Sub-Total		0	0	0	0	0	45	35	19	0	0	0	0	0	0	0	0	0	0	0	0	99													
SHLAA 1-5 Year Sites																																			
Rugby Town East	Ballast Pits						30	60	60	45											195														
Rugby Town West	Cheshire Close Main St						15	35															50												
Rugby Town West	Rugby General Market						8															8													
Sub-Total		0	0	0	0	0	0	53	95	60	45	0	0	0	0	0	0	0	0	0	0	253													
SHLAA 6-10 Year Sites																																			
Central	Back Lane South, Long Lawford									25	40	35	35	30								165													
Central	Back Lane North, Long Lawford									25	25	25	25	8								108													
Rugby Town North	Willans Works, Rugby									45	75	80	65	63								328													
Central	Site A, Ryton On Dunsmore									10	15											25													
Southern	Southam Road, Dunchurch									18	28											46													
Southern	Edmonson Close, Dunchurch									11											11														
Central	Site 2, Wolston									25	40	40	15	11								131													
Sub-Total from all SHLAA Sites		0	0	0	0	0	0	0	0	0	159	223	180	140	112	0	0	0	0	0	0	814													
Strategic Urban Extensions																																			
Northern	Rugby Radio Station								90	160	300	325	385	465	475	475	475	475	475	475	450	450	5000												
Northern	Gateway Rugby					50	100	100	130	160	160	160	160	160	160	120								1300											
Sub-Total		0	0	0	0	0	50	100	190	290	460	485	545	625	635	595	475	475	475	450	450	6300													
TOTAL DELIVERY		1429	701	360	412	299	469	508	649	635	809	798	725	765	747	595	475	475	475	450	450	12226													
<table border="1"> <thead> <tr> <th colspan="2">KEY</th> </tr> </thead> <tbody> <tr> <td></td> <td>Rugby Town Centre</td> </tr> <tr> <td></td> <td>Rugby Urban Area</td> </tr> <tr> <td></td> <td>Main Rural Settlement</td> </tr> <tr> <td></td> <td>Local Needs Settlement</td> </tr> <tr> <td></td> <td>Countryside</td> </tr> <tr> <td></td> <td>Greenbelt</td> </tr> </tbody> </table>																						KEY			Rugby Town Centre		Rugby Urban Area		Main Rural Settlement		Local Needs Settlement		Countryside		Greenbelt
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	2011	2016	2021	2026	2031
0-4	5.9	5.8	5.9	6.0	5.9
5-9	5.5	6.2	6.1	6.3	6.3
10-14	5.9	6.0	6.7	6.6	6.8
15-19	6.1	5.8	5.9	6.5	6.5
20-24	4.4	4.2	4.0	4.0	4.5
25-29	5.0	5.6	5.4	5.1	5.2
30-34	5.4	6.0	6.6	6.3	6.0
35-39	6.2	5.9	6.6	7.2	6.9
40-44	7.4	6.5	6.3	7.0	7.7
45-49	7.6	7.6	6.7	6.5	7.3
50-54	6.5	7.7	7.7	6.8	6.5
55-59	5.6	6.5	7.6	7.6	6.7
60-64	6.1	5.5	6.4	7.4	7.4
65-69	5.4	5.8	5.3	6.1	7.2
70-74	4.0	5.1	5.5	5.0	5.9
75-79	3.1	3.7	4.7	5.1	4.7
80-84	2.5	2.7	3.2	4.1	4.6
85-90	1.5	1.7	2.0	2.5	3.2
90+	0.8	1.1	1.4	1.8	2.4
ALL AGES	94.9	99.2	103.7	108.0	111.7



	all	Popln for each sub-area																			New authority popln total	
		Northern					Central			Southern			RT North			RT East			RT West			
		2008 pop with 2011 profile	Pop number from existing	Pop from new dwellings (infill)	Pop from new dwellings (SUE)	Total Northern 2011	Pop number from existing	Pop from new dwellings	Total Central 2011	Pop number from existing	Pop from new dwellings	Total Southern 2011	Pop number from existing	Pop from new dwellings	Total RT North 2011	Pop number from existing	Pop from new dwellings	Total RT East 2011	Pop number from existing	Pop from new dwellings		Total RT West 2011
0-4	5.8	610	29	0	640	1119	20	1139	469	8	477	1287	46	1333	887	8	895	1391	51	1442	5925	
5-9	5.4	569	27	0	596	1043	18	1061	437	8	445	1200	43	1243	827	7	834	1297	47	1344	5524	
10-14	5.8	610	29	0	640	1119	20	1139	469	8	477	1287	46	1333	887	8	895	1391	51	1442	5925	
15-19	6.0	631	30	0	661	1157	20	1177	485	9	493	1331	48	1379	917	8	925	1438	52	1491	6126	
20-24	4.3	455	22	0	477	834	15	849	350	6	356	960	34	994	661	6	667	1038	38	1075	4419	
25-29	4.9	517	25	0	542	948	17	965	397	7	404	1091	39	1130	751	7	758	1179	43	1222	5021	
30-34	5.3	559	27	0	585	1024	18	1042	429	8	437	1178	42	1220	812	7	819	1273	46	1320	5423	
35-39	6.1	641	31	0	672	1176	21	1196	493	9	502	1353	49	1401	932	8	940	1462	53	1515	6227	
40-44	7.2	765	37	0	802	1403	25	1428	588	11	599	1615	58	1673	1112	10	1122	1745	64	1809	7432	
45-49	7.4	786	38	0	824	1441	25	1467	604	11	615	1658	60	1718	1142	10	1152	1792	65	1857	7633	
50-54	6.3	672	32	0	705	1233	22	1254	517	9	526	1418	51	1469	977	9	985	1533	56	1589	6528	
55-59	5.5	579	28	0	607	1062	19	1081	445	8	453	1222	44	1266	842	7	849	1321	48	1369	5624	
60-64	6.0	631	30	0	661	1157	20	1177	485	9	493	1331	48	1379	917	8	925	1438	52	1491	6126	
65-69	5.3	559	27	0	585	1024	18	1042	429	8	437	1178	42	1220	812	7	819	1273	46	1320	5423	
70-74	3.9	414	20	0	434	759	13	772	318	6	324	873	31	904	601	5	606	943	34	978	4017	
75-79	3.0	321	15	0	336	588	10	598	246	4	251	676	24	701	466	4	470	731	27	758	3113	
80-84	2.4	259	12	0	271	474	8	482	199	4	202	545	20	565	376	3	379	590	21	611	2511	
85-90	1.5	155	7	0	163	284	5	289	119	2	121	327	12	339	225	2	227	354	13	367	1506	
90+	0.8	83	4	0	87	152	3	154	64	1	65	175	6	181	120	1	121	189	7	196	803	
ALL AGES	92.7	9815	472	0	10287	17996	317	18313	7541	136	7677	20706	743	21449	14263	125	14388	22378	815	23193	95308	
New popln			472				317			136			743		125		815					

% of auth popln as at 2008					
Northern	Central	Southern	RT North	RT East	RT West
10.6	19.4	8.1	22.3	15.4	24.1

% of auth popln as at 2011					
Northern	Central	Southern	RT North	RT East	RT West
11.1	19.8	8.3	23.1	15.5	25.0

	all	Popln for each sub-area																			New authority popln total
		Northern				Central			Southern			RT North			RT East			RT West			
	2008 pop with 2016 profile	Pop number from existing	Pop from new dwellings (infill)	Pop from new dwellings (SUE)	Total Northern 2016	Pop number from existing	Pop from new dwellings	Total Central 2016	Pop number from existing	Pop from new dwellings	Total Southern 2016	Pop number from existing	Pop from new dwellings	Total RT North 2016	Pop number from existing	Pop from new dwellings	Total RT East 2016	Pop number from existing	Pop from new dwellings	Total RT West 2016	
0-4	5.4	574	53	308	627	1052	98	1150	441	12	453	1211	133	1344	834	59	893	1308	69	1378	5844
5-9	5.8	613	57	273	670	1125	105	1230	471	13	484	1294	142	1436	891	63	954	1399	74	1473	6248
10-14	5.6	594	55	242	649	1088	102	1190	456	12	468	1252	138	1390	863	61	924	1354	72	1425	6046
15-19	5.4	574	53	184	627	1052	98	1150	441	12	453	1211	133	1344	834	59	893	1308	69	1378	5844
20-24	3.9	416	39	125	454	762	71	833	319	9	328	877	96	973	604	43	646	947	50	998	4232
25-29	5.2	554	51	232	606	1016	95	1111	426	12	437	1169	128	1297	805	57	862	1263	67	1330	5643
30-34	5.6	594	55	318	649	1088	102	1190	456	12	468	1252	138	1390	863	61	924	1354	72	1425	6046
35-39	5.5	584	54	313	638	1070	100	1170	449	12	461	1231	135	1367	848	60	908	1331	70	1401	5945
40-44	6.1	643	60	254	703	1179	110	1289	494	13	508	1357	149	1506	935	66	1000	1466	78	1544	6550
45-49	7.1	752	70	162	822	1379	129	1507	578	16	593	1586	174	1761	1093	77	1170	1714	91	1805	7658
50-54	7.2	762	71	130	833	1397	130	1527	585	16	601	1607	177	1784	1107	78	1185	1737	92	1829	7759
55-59	6.1	643	60	55	703	1179	110	1289	494	13	508	1357	149	1506	935	66	1000	1466	78	1544	6550
60-64	5.1	544	51	62	595	998	93	1091	418	11	429	1148	126	1274	791	56	847	1241	66	1306	5542
65-69	5.4	574	53	27	627	1052	98	1150	441	12	453	1211	133	1344	834	59	893	1308	69	1378	5844
70-74	4.8	505	47	23	552	925	86	1012	388	10	398	1065	117	1181	733	52	785	1151	61	1211	5139
75-79	3.5	366	34	13	400	671	63	734	281	8	289	772	85	857	532	38	570	835	44	879	3728
80-84	2.5	267	25	3	292	490	46	536	205	6	211	564	62	625	388	27	416	609	32	641	2721
85-90	1.6	168	16	0	184	308	29	337	129	3	133	355	39	394	244	17	262	384	20	404	1713
90+	1.0	109	10	0	119	200	19	218	84	2	86	230	25	255	158	11	169	248	13	261	1108
ALL AGES	92.7	9815	912	2725	13452	17996	1680	19676	7541	204	7745	20706	2275	22981	14263	1006	15269	22378	1184	23562	102686
New popln			912				1680						204			1006			1184		

% of auth popln as at 2008					
Northern	Central	Southern	RT North	RT East	RT West
10.6	19.4	8.1	22.3	15.4	24.1

% of auth popln as at 2016					
Northern	Central	Southern	RT North	RT East	RT West
14.5	21.2	8.4	24.8	16.5	25.4

	all Popln for each sub-area																					New authority popln total
	Northern					Central			Southern			RT North			RT East			RT West				
2008 pop with 2021 profile	Pop number from existing	Pop from new dwellings (infill)	Pop from new dwellings (SUE)	Total Northern 2021	Pop number from existing	Pop from new dwellings	Total Central 2021	Pop number from existing	Pop from new dwellings	Total Southern 2021	Pop number from existing	Pop from new dwellings	Total RT North 2021	Pop number from existing	Pop from new dwellings	Total RT East 2021	Pop number from existing	Pop from new dwellings	Total RT West 2021			
0-4	5.3	558	52	1122	1732	1024	141	1165	429	15	444	1178	179	1357	811	57	869	1273	67	1340	6907	
5-9	5.5	577	53	994	1625	1059	146	1205	444	16	459	1218	185	1403	839	59	898	1316	69	1386	6975	
10-14	6.0	634	59	884	1577	1163	160	1323	487	17	505	1338	203	1541	922	65	986	1446	76	1522	7454	
15-19	5.3	558	52	671	1281	1024	141	1165	429	15	444	1178	179	1357	811	57	869	1273	67	1340	6456	
20-24	3.6	379	35	457	871	694	96	790	291	10	301	799	121	920	550	39	589	863	46	909	4380	
25-29	4.8	511	47	847	1406	937	129	1066	393	14	407	1078	164	1242	743	52	795	1165	61	1227	6143	
30-34	5.9	625	58	1158	1841	1145	158	1303	480	17	497	1318	200	1518	908	64	972	1424	75	1499	7630	
35-39	5.9	625	58	1140	1823	1145	158	1303	480	17	497	1318	200	1518	908	64	972	1424	75	1499	7612	
40-44	5.6	596	55	927	1578	1093	151	1244	458	16	475	1258	191	1449	867	61	927	1360	72	1431	7104	
45-49	6.0	634	59	591	1284	1163	160	1323	487	17	505	1338	203	1541	922	65	986	1446	76	1522	7161	
50-54	6.9	729	68	476	1272	1336	184	1521	560	20	580	1537	233	1771	1059	74	1134	1662	88	1749	8026	
55-59	6.8	719	67	201	987	1319	182	1501	553	20	572	1517	230	1748	1045	74	1119	1640	87	1727	7654	
60-64	5.7	606	56	226	887	1111	153	1264	465	17	482	1278	194	1472	880	62	942	1381	73	1454	6501	
65-69	4.7	502	46	98	646	920	127	1047	385	14	399	1058	161	1219	729	51	780	1144	60	1204	5295	
70-74	4.9	521	48	85	654	954	132	1086	400	14	414	1098	167	1265	756	53	810	1187	63	1250	5479	
75-79	4.2	445	41	49	535	816	112	928	342	12	354	938	142	1081	646	45	692	1014	54	1068	4657	
80-84	2.9	303	28	12	343	555	77	632	233	8	241	639	97	736	440	31	471	691	36	727	3150	
85-90	1.8	189	18	0	207	347	48	395	145	5	151	399	61	460	275	19	294	432	23	454	1961	
90+	1.3	133	12	0	145	243	34	276	102	4	105	280	42	322	193	14	206	302	16	318	1373	
ALL AGES	93.0	9844	912	9938	20693	18048	2489	20537	7563	270	7833	20766	3151	23917	14304	1006	15310	22443	1184	23627	111918	
New popln			912	9938			2489			270			3151		1006			1184				

% of auth popln as at 2008					
Northern	Central	Southern	RT North	RT East	RT West
10.6	19.4	8.1	22.3	15.4	24.1

% of auth popln as at 2021					
Northern	Central	Southern	RT North	RT East	RT West
22.3	22.1	8.4	25.7	16.5	25.4

all		Population for each sub-area excl SUE numbers																				New authority popln total
2008 pop with 2026 profile	Northern				Central			Southern			RT North			RT East			RT West					
	Pop number from existing	Pop from new dwellings (infill)	Pop from new dwellings (SUE)	Total Northern 2026	Pop number from existing	Pop from new dwellings	Total Central 2026	Pop number from existing	Pop from new dwellings	Total Southern 2026	Pop number from existing	Pop from new dwellings	Total RT North 2026	Pop number from existing	Pop from new dwellings	Total RT East 2026	Pop number from existing	Pop from new dwellings	Total RT West 2026			
0-4	5.2	545	51	1778	2374	1000	138	1138	419	15	434	1150	175	1326	792	56	848	1243	66	1309	7429	
5-9	5.4	573	53	1575	2201	1050	145	1195	440	16	456	1208	184	1392	832	59	891	1305	69	1375	7509	
10-14	5.7	600	56	1401	2057	1100	152	1252	461	17	477	1265	193	1458	872	62	933	1368	72	1440	7617	
15-19	5.6	591	55	1063	1709	1083	150	1233	454	16	470	1246	190	1436	858	61	919	1347	71	1418	7185	
20-24	3.4	364	34	725	1122	667	92	759	279	10	289	767	117	884	528	37	566	829	44	873	4492	
25-29	4.4	463	43	1343	1850	850	118	967	356	13	369	978	149	1127	674	48	721	1057	56	1113	6147	
30-34	5.4	573	53	1836	2462	1050	145	1195	440	16	456	1208	184	1392	832	59	891	1305	69	1375	7770	
35-39	6.2	654	61	1807	2522	1200	166	1366	503	18	521	1380	210	1591	951	67	1018	1492	79	1571	8588	
40-44	6.0	636	59	1469	2164	1166	161	1328	489	18	506	1342	204	1546	924	65	990	1450	77	1527	8062	
45-49	5.6	591	55	937	1583	1083	150	1233	454	16	470	1246	190	1436	858	61	919	1347	71	1418	7059	
50-54	5.8	618	57	754	1429	1133	157	1290	475	17	492	1304	199	1502	898	63	961	1409	75	1484	7158	
55-59	6.5	691	64	319	1074	1266	175	1442	531	19	550	1457	222	1679	1004	71	1075	1575	83	1658	7477	
60-64	6.4	673	63	358	1093	1233	171	1404	517	19	535	1419	216	1635	977	69	1046	1533	81	1615	7327	
65-69	5.2	554	52	155	761	1016	141	1157	426	15	441	1169	178	1348	806	57	862	1264	67	1331	5900	
70-74	4.3	454	42	135	632	833	115	948	349	13	362	959	146	1105	660	47	707	1036	55	1091	4845	
75-79	4.4	463	43	77	584	850	118	967	356	13	369	978	149	1127	674	48	721	1057	56	1113	4881	
80-84	3.5	373	35	19	427	683	95	778	286	10	297	786	120	906	541	38	580	850	45	895	3881	
85-90	2.1	227	21	0	248	417	58	474	175	6	181	479	73	552	330	23	353	518	27	545	2355	
90+	1.5	164	15	0	179	300	42	341	126	5	130	345	53	398	238	17	254	373	20	393	1695	
ALL AGES	92.6	9806	912	15750	26468	17980	2489	20469	7534	270	7804	20687	3151	23838	14250	1006	15256	22358	1184	23542	117376	
New popln			912	15750			2489			270			3151		1006			1184				

% of auth popln as at 2008					
Northern	Central	Southern	RT North	RT East	RT West
10.6	19.4	8.1	22.3	15.4	24.1

% of auth popln as at 2026					
Northern	Central	Southern	RT North	RT East	RT West
28.6	22.1	8.4	25.7	16.5	25.4

	2008	2011	2016	2021	2026
0-4	5600	5925	5844	5785	7429
5-9	5400	5524	6248	5982	7509
10-14	6000	5925	6046	6570	7617
15-19	6500	6126	5844	5785	7185
20-24	4200	4419	4232	3922	4492
25-29	4700	5021	5643	5295	6147
30-34	5300	5423	6046	6472	7770
35-39	6900	6227	5945	6472	8588
40-44	7600	7432	6550	6178	8062
45-49	6900	7633	7658	6570	7059
50-54	5900	6528	7759	7550	7158
55-59	5700	5624	6550	7452	7477
60-64	6200	6126	5542	6276	7327
65-69	4600	5423	5844	5197	5900
70-74	3700	4017	5139	5393	4845
75-79	3100	3113	3728	4609	4881
80-84	2300	2511	2721	3138	3881
85-90	1500	1506	1713	1961	2355
90+	700	803	1108	1373	1695
ALL AGES	92700	95308	102686	111918	117376

From housing trajectory

92,700

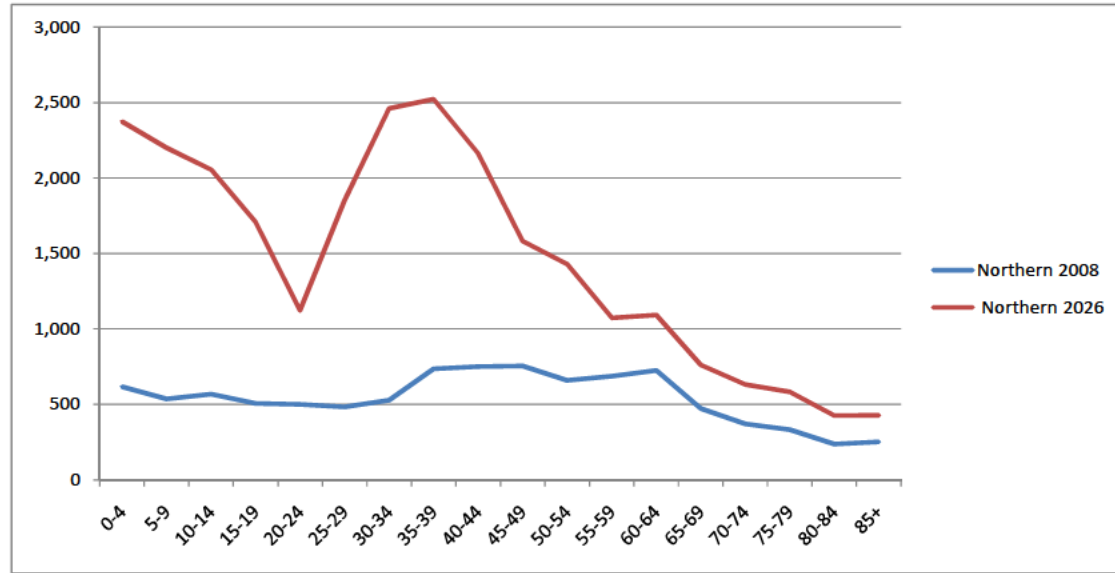
95,309

102,687

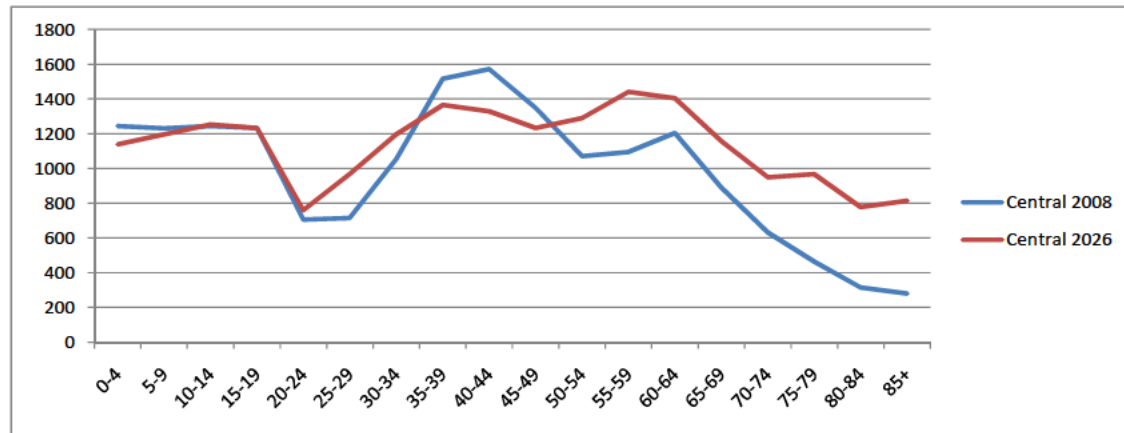
111,650

117,462

	Northern 2008	Northern 2026
0-4	616	2374
5-9	537	2201
10-14	568	2057
15-19	507	1709
20-24	500	1122
25-29	484	1850
30-34	527	2462
35-39	735	2522
40-44	750	2164
45-49	754	1583
50-54	660	1429
55-59	686	1074
60-64	725	1093
65-69	473	761
70-74	370	632
75-79	333	584
80-84	236	427
85+	251	427
All Ages	9,712	26468



	Central 2008	Central 2026
0-4	1243	1138
5-9	1231	1195
10-14	1243	1252
15-19	1232	1233
20-24	706	759
25-29	715	967
30-34	1052	1195
35-39	1517	1366
40-44	1572	1328
45-49	1349	1233
50-54	1070	1290
55-59	1095	1442
60-64	1204	1404
65-69	889	1157
70-74	632	948
75-79	463	967
80-84	314	778
85+	280	815
All Ages	17807	20469



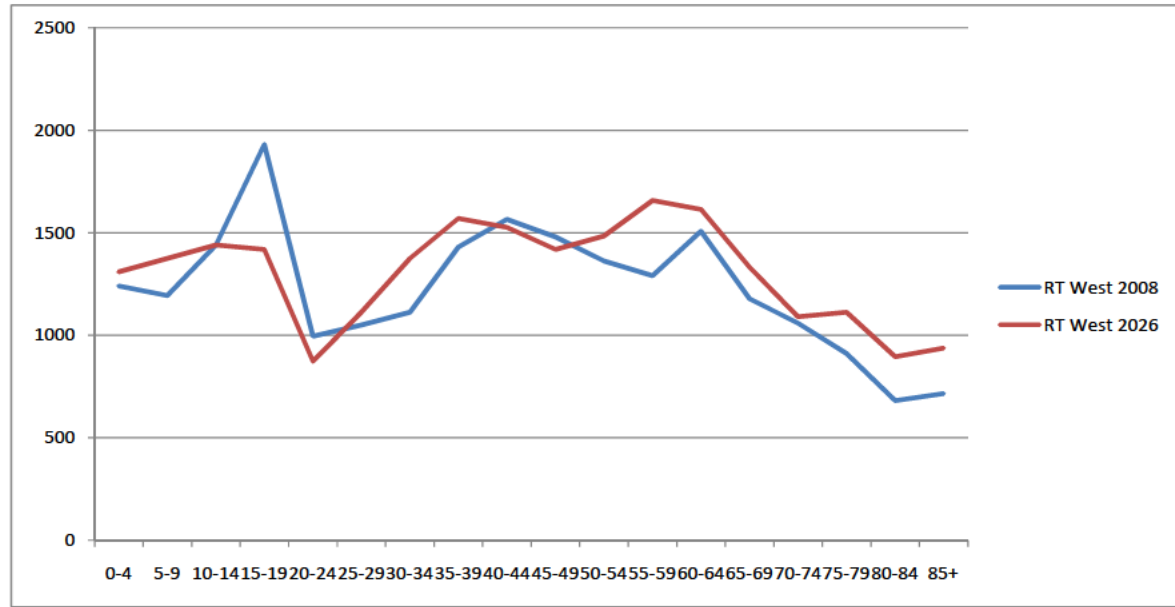
	Southern 2008	Southern 2026
0-4	280	434
5-9	379	456
10-14	521	477
15-19	449	470
20-24	193	289
25-29	177	369
30-34	218	456
35-39	403	521
40-44	632	506
45-49	644	470
50-54	508	492
55-59	569	550
60-64	697	535
65-69	474	441
70-74	441	362
75-79	348	369
80-84	281	297
85+	248	211
All Ages	7462	7804



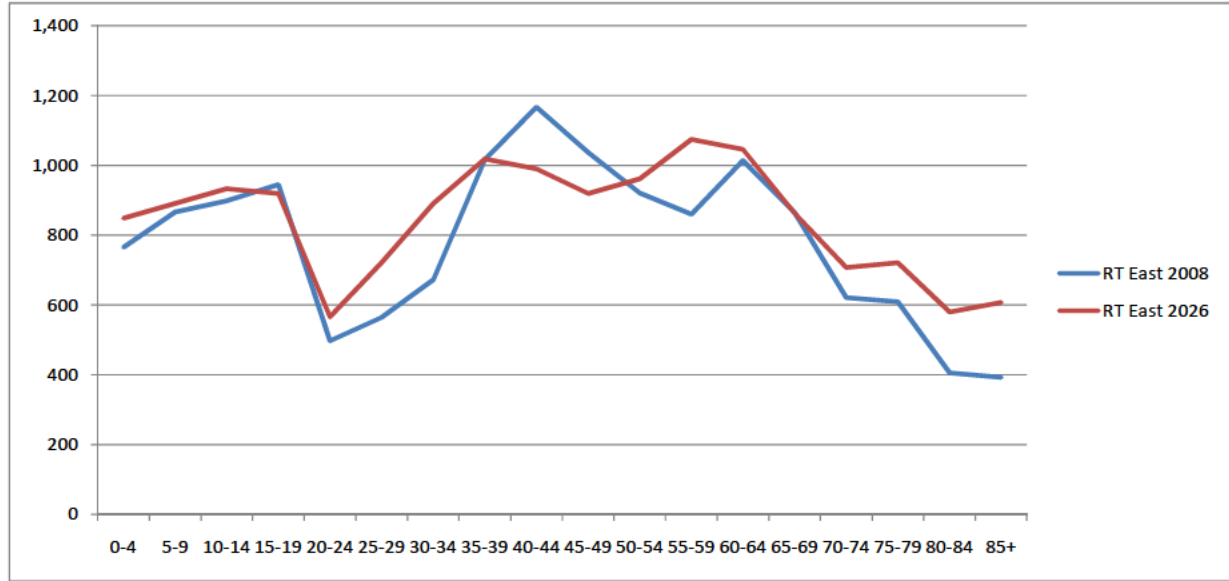
	RT North 2008	RT North 2026
0-4	1408	1326
5-9	1198	1392
10-14	1345	1458
15-19	1496	1436
20-24	1450	884
25-29	1486	1127
30-34	1504	1392
35-39	1621	1591
40-44	1792	1546
45-49	1550	1436
50-54	1281	1502
55-59	1139	1679
60-64	989	1635
65-69	670	1348
70-74	523	1105
75-79	415	1127
80-84	327	906
85+	294	950
All Ages	20488	23838



	RT West 2008	RT West 2026
0-4	1241	1309
5-9	1194	1375
10-14	1440	1440
15-19	1932	1418
20-24	995	873
25-29	1049	1113
30-34	1112	1375
35-39	1430	1571
40-44	1565	1527
45-49	1480	1418
50-54	1363	1484
55-59	1291	1658
60-64	1508	1615
65-69	1178	1331
70-74	1059	1091
75-79	910	1113
80-84	681	895
85+	715	938
All Ages	22143	23542



	RT East 2008	RT East 2026
0-4	765	848
5-9	866	891
10-14	898	933
15-19	945	919
20-24	497	566
25-29	564	721
30-34	672	891
35-39	1,017	1018
40-44	1,167	990
45-49	1,037	919
50-54	920	961
55-59	860	1075
60-64	1,014	1046
65-69	864	862
70-74	621	707
75-79	609	721
80-84	405	580
85+	392	607
All Ages	14,113	15256



APPENDIX 3

Ben - 1

Competitive Male Urbanites

- Mainly aged 18-25
- Single
- Graduate professional

Male, recent graduates, with a 'work-hard, play-hard' attitude

5% of all adults; 10% of adult men



About Ben

Ben, 22, has recently graduated and is now working as a trainee accountant. Loving his single life, which is just an extension of university days, he is certainly in no hurry to settle down. His 'work-hard, play-hard' attitude to life sees him putting in long hours at the office, doing a lot of sport and enjoying plenty of socialising with friends. Ben is also more likely to be a student than other groups.

Currently renting with ex-university friends, he is contemplating the housing ladder, but will probably move back into the parental home. Whatever he chooses, little time is spent at home.

Image and brand conscious, Ben tries to keep a healthy diet, but with little success. Post-work and post-exercise fast foods are almost daily regimes.

Ethnic origin

Individuals in this segment are predominantly of White British (74%), or Other White (12%) origin; or may also be Asian/Asian British (7%), of Irish heritage (5%), Black/Black British (1%), Chinese (1%) or belong to another ethnic group (1%).

Alternative names

Josh, Luke, Adam, Matesuz, Kamil

Ben: Sports Overview

- Ben is a very active type that takes part in sport on a regular basis: he is the most sporty of the 19 segments.
- The top sports that Ben participates in are shown in the chart opposite: 33% of Bens play football, compared to 4% of all adults; 24% of this segment take part in 'keep fit and gym' compared to 17% of all adults; 18% of this segment take part in cycling, and 15% take part in athletics or running.
- Swimming is also popular with Ben, with his participation in this sport being in line with all adults. He may also take part in tennis, golf, badminton, squash/racketball and cricket.

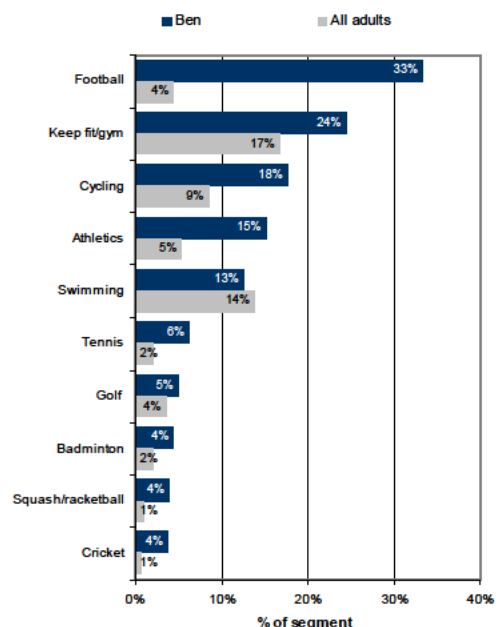
Ben is similar to/lives near:

Chloe (segment 3), other Bens (segment 1)

Ben is likely to live in towns/areas such as:

Maidenhead, Putney, High Wycombe, Wimbledon, Richmond-upon-Thames

Top sports that Ben participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010): based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running.

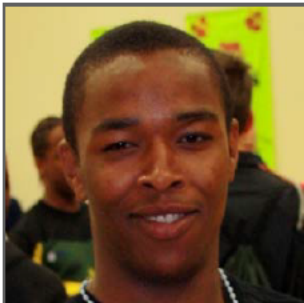
Jamie - 2

Sports Team Lads

- Mainly aged 18-25
- Single
- Vocational Student

Young blokes enjoying football, pints and pool

5% of all adults; 11% of adult men



About Jamie

Jamie is 20 and has just finished studying for an HND at his local college. Since leaving college he's been unable to find a related job and currently works at the local supermarket, but hopes to find something better soon. Jamie lives with his parents in the family home, and still hangs out with his old school-mates.

Jamie plays football in the local youth league, and often plays computer games with his mates from the team. Tight finances mean that Jamie puts a lot on his credit card. His spare cash goes on nights in the sports bar with the boys, either drinking or playing late night pool.

Jamie isn't fussed about his health or diet. He may smoke, and enjoys fast food and takeaways.

Ethnic origin

Individuals in this segment are predominantly of White British (60%), or Other White (15%) origin; or may also be Asian/Asian British (14%), of Irish heritage (5%), Black/Black British (2%), Chinese (1%) or belong to another ethnic group (2%).

Alternative names

Ryan, Nathan, Ashley, Adeel, Pawel

Jamie: Sports Overview

- Jamie is a very active type that takes part in sport on a regular basis (more details overleaf).
- The top sports that Jamie participates in are shown in the chart opposite: 28% of this group play football, compared to 4% of all adults; 22% take part in 'keep fit and gym' compared to 17% of all adults; 12% take part in both athletics (running) and cycling, and 10% go swimming.
- Jamie may also take part in badminton, tennis, cricket, basketball and golf.

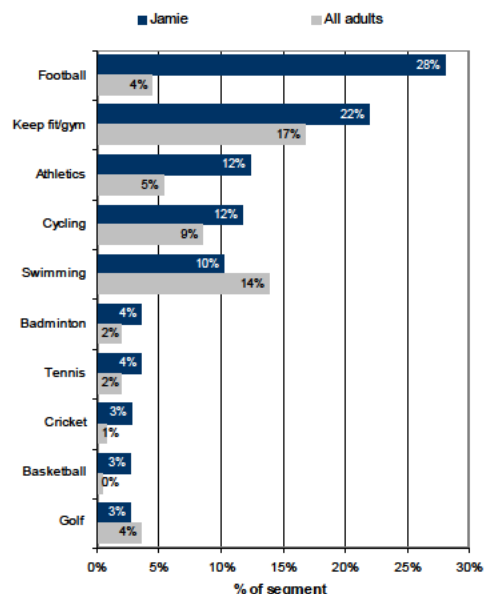
Jamie is similar to/lives near:

Jackie (segment 8), other Jamies (segment 2)

Jamie is likely to live in towns/areas such as:

Hounslow, Croydon, Slough, Leeds, Coventry

Top sports that Jamie participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010): based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

Chloe - 3

Fitness class friends

- Mainly aged 18-25
- Single
- Graduate professional

Young image-conscious females keeping fit and trim

5% of all adults; 9% of adult women



About Chloe

Chloe is 23 and works in HR for a large firm. She shares a house with ex-university friends who are also on graduate schemes. Without the pressures of family or a mortgage, Chloe isn't worried about her student loan, she likes to spend her income on clothes, nights out and holidays with friends.

Chloe and her housemates go to classes at their local gym a couple of times a week, and like to swim afterwards. At weekends, Chloe likes to go for a big night out, including a nice meal and a few drinks with her friends.

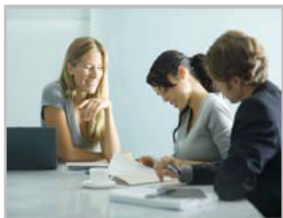
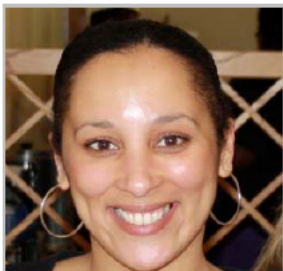
Chloe is reasonably health conscious, watching what she eats and exercising to stay trim. She isn't fanatical though, wanting to live a fun packed life while she's young, free and single.

Ethnic origin

Individuals in this segment are predominantly of White British (75%), or Other White (12%) origin; or may also be Asian/Asian British (6%), of Irish heritage (5%), Black/Black British (2%), Chinese (1%) or belong to another ethnic group (2%).

Alternative names

Nisha, Sophie, Lauren, Charlotte, Lucy



Chloe: Sports Overview

- Chloe is an active type that takes part in sport on a regular basis (more details overleaf).
- The top sports that Chloe participates in are shown in the chart opposite: 28% of this group take part in 'keep fit and gym' compared to 17% of all adults; 24% take part in swimming compared to 14% of all adults; and 14% take part in athletics or running.
- She may also take part in horse riding, tennis, badminton, football, netball and hockey.

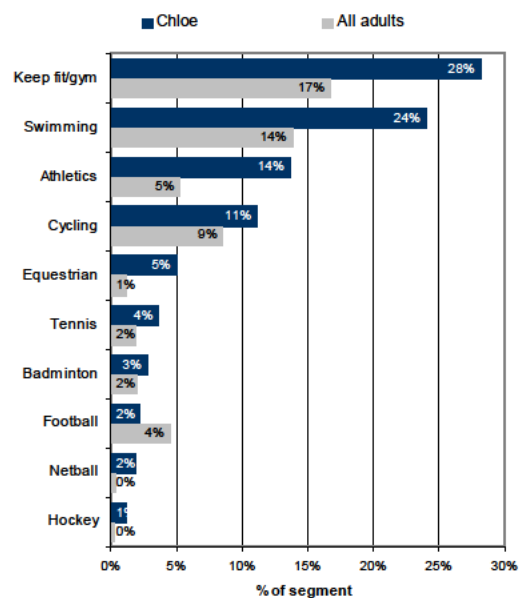
Chloe is similar to/lives near:

Ben (1), other Chloes (3)

Chloe is likely to live in towns/areas such as:

Kingston upon Thames, Guildford, Cambridge, St Albans, Chiswick

Top sports that Chloe participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010): based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

Leanne - 4

Supportive Singles

- Mainly aged 18-25
- Likely to have children
- Student/part time vocational

Young busy mums and their supportive college mates

4% of all adults; 8% of adult women



About Leanne

Leanne is 23 and lives with her parents and her daughter, Carly, in a small terraced house. Leanne is studying beauty therapy part-time at college, and does the odd cleaning job when her mum can look after Carly.

Leanne doesn't get much time to herself. Juggling Carly, college and her cleaning shifts is demanding, and childcare is a difficult expense. A couple of times a week though Leanne treats herself to a night out with the girls, at bingo or maybe in the local pub.

Leanne relies on her mum and girlfriends helping her out. Her mates often come with her to the swimming pool at the weekend and are really good with Carly. Sometimes it's hard to miss out on the fun though, when they go off to a dance class or bowling afterwards and she has to take Carly home.

Ethnic origin

Individuals in this segment are predominantly of White British (65%), or Other White (14%) origin; or may also be Asian/Asian British (12%), of Irish heritage (5%), Black/Black British (2%), Chinese (1%) or belong to another ethnic group (1%).

Alternative names

Hayley, Kerry, Danielle, Nisha, Saima

Leanne: Sports Overview

- Leanne is the least active segment of her age group (more details overleaf).
- The top sports that Leanne participates in are shown in the chart opposite: 23% of this group take part in 'keep fit' and gym compared to 17% of all adults; 18% of this group take part in swimming compared to 14% of all adults; 9% take part in athletics or running, and 6% take part in cycling
- Leanne may also take part in football, badminton, netball, horse-riding, tennis and volleyball.

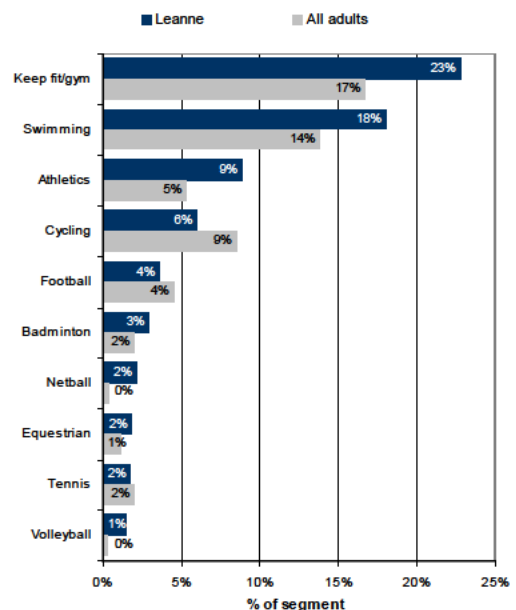
Leanne is similar to/lives near:

Jamie (segment 2), Brenda (segment 14)

Leanne is likely to live in towns/areas such as:

Blackburn, Ilford, Harrow, Leicester, Chatham

Top sports that Leanne participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010): based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running.

Helena - 5

Career-Focussed Females

- Mainly aged 26-45
- Single
- Full time professional

Single professional women, enjoying life in the fast lane

5% of all adults; 9% of adult women



About Helena

Helena is 30 and lives in a small, stylish flat on her own. She's working her way up the career ladder and is now starting to enjoy the financial freedoms her salary affords her. In the future Helena may buy a larger house, but at the moment she prefers having more disposable income to enjoy designer clothes, meals out and holidays.

After a long train commute home, Helena prepares herself a quick, healthy meal before heading out to the gym. If she's not worked too late at the office she might catch a class, otherwise opting for a long workout on the machines. Helena likes to keep in shape; she is very image conscious and her healthy diet and exercise regime is an important part of her social and career life.

Ethnic origin

Individuals in this segment are predominantly of White British (76%), or Other White (11%) origin; or may also be of Irish heritage (6%), Asian/Asian British (5%), Black/Black British (1%), Chinese (1%) or belong to another ethnic group (1%).

Alternative names

Claire, Tamsin, Fiona, Sara, Joanne

Helena: Sports Overview

- Helena is a fairly active type that takes part in sport on a regular basis (more details overleaf).
- The top sports that Helena participates in are shown in the chart opposite: 26% of this segment take part in keep fit/gym compared to 17% of all adults; 22% take part in swimming compared to 14% of all adults; 11% of this segment take part in cycling and 9% in athletics or running.
- Helena may also take part in horse-riding, tennis, badminton, netball, football and golf.

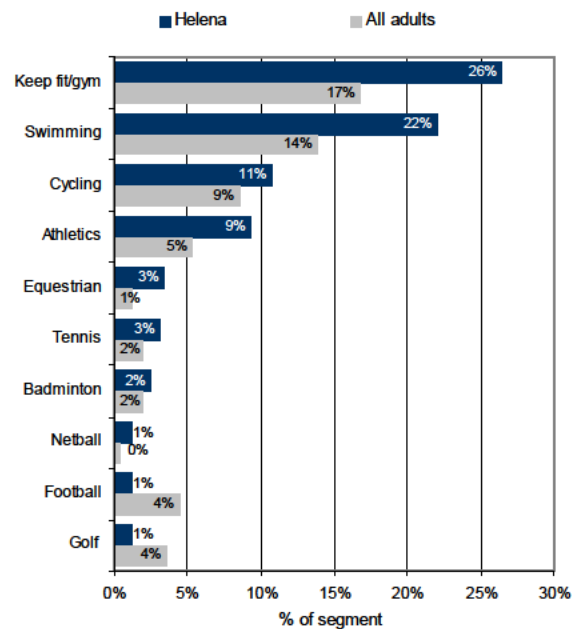
Helena is similar to/lives near:

Chloe (segment 3), Tim (segment 6)

Helena is likely to live in towns/areas such as:

Chelsea, Cheltenham, Harrogate, Reading, Brighton

Top sports that Helena participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010): based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

Tim - 6

Settling Down Males

- Mainly aged 26-45
- Married or single
- May have children
- Professional

Sporty male professionals, buying a house and settling down with partner
 9% of all adults; 18% of adult men



About Tim

Tim is 33 and works in IT. He lives with his wife Lorna in a semi-detached house they own in a desirable suburb. At the moment it's just the two of them, but Lorna is expecting their first baby in a few months' time.

Tim loves sport. Since his job has got busier he doesn't do as much as he used to, but he still manages trips to the gym and the odd mid-week game of squash. He hopes things won't change too much when the baby arrives, but knows they may not be able to enjoy such regular holidays in the future.

Tim's healthy diet is due to Lorna cooking most nights, but he's not particularly health conscious himself. He enjoys a burger and maybe a pint after playing sport, and he may drink at home, albeit lightly.



Ethnic origin

Individuals in this segment are predominantly of White British (77%), or Other White (10%) origin; or may also be Asian/Asian British (6%), of Irish heritage (5%), Black/Black British (1%), Chinese (1%) or belong to another ethnic group (1%).



Alternative names

Simon, Jonathan, Jeremy, Adrian, Marcus

Tim: Sports Overview

- Tim is an active type that takes part in sport on a regular basis (more details overleaf).
- The top sports that Tim participates in are shown in the chart opposite: 21% of this segment take part in cycling compared to 9% of all adults; 20% of this segment take part in keep fit/gym, compared to 17% of all adults.
- Swimming, football and athletics or running are also popular sports for Tim. His participation in swimming is in line with that of all adults, however Tim is more likely than all adults to take part in football and athletics.

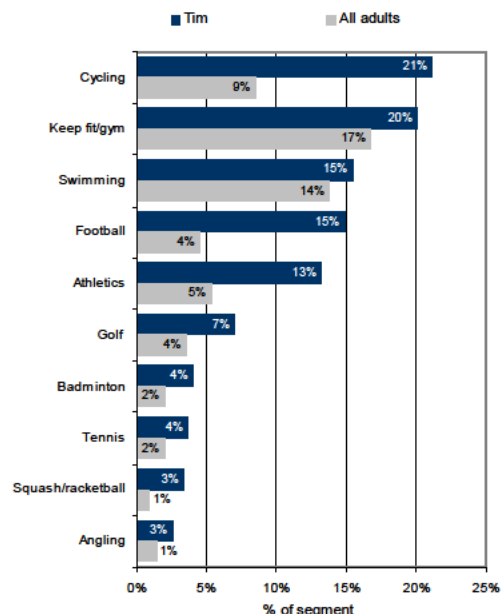
Tim is similar to/lives near:

Helena (segment 5), Alison (segment 7)

Tim is likely to live in towns/areas such as:

Camberley, Tunbridge Wells, Banbury, Haywards Heath, Milton Keynes

Top sports that Tim participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010): based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running.

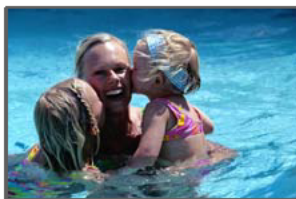
Alison - 7

Stay at Home Mums

- Mainly aged 36-45
- Married
- Stay-at-home mum
- Children

Mums with a comfortable, but busy, lifestyle

4% of all adults; 9% of adult women



About Alison

Alison is 38 and married with two children, aged 6, and 3. As a stay-at-home mum her career is temporarily on hold, whilst her husband works as an accountant. Alison's life is busy. She does the school or playschool run, takes the children to music and horse-riding lessons and keeps the house in order. After putting the children to bed, Alison often spends an evening at PTA meetings. This year she is involved in organising the school fete.



Alison manages to attend a few exercise classes each week whilst her youngest is at playschool, and the family go swimming at the weekend. Concerned about a healthy diet for her family, Alison gets organic vegetables delivered each week. She may enjoy a well-deserved glass of wine while she's cooking dinner.

Ethnic origin

Individuals in this segment are predominantly of White British (78%), or Other White (9%) origin; or may also be of Irish heritage (6%), Asian/Asian British (5%), Black/Black British (1%), Chinese (1%) or belong to another ethnic group (1%).



Alternative names

Justine, Karen, Suzanne, Tamsin, Siobhan

Alison: Sports Overview

- Alison is a fairly active segment with above average levels of participation in sport.
- The top sports that Alison participates in are shown in the chart opposite: 27% of this segment take part in keep fit/gym compared to 17% of all adults; 25% of this group take part in 'swimming' compared to 14% of all adults; 12% of this segment take part in cycling, and 11% take part in athletics (including running).
- Alison may also take part in horse-riding, tennis, badminton, netball, rounders and football.

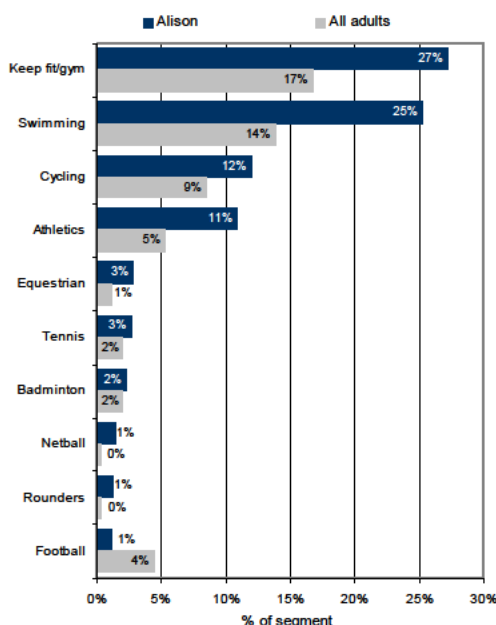
Alison is similar to/lives near:

Tim (segment 6)

Alison is likely to live in towns/areas such as:

Orpington, Bromsgrove, Maidstone, Newbury, Horsham

Top sports that Alison participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010): based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running.

Jackie - 8

Middle England Mums

Mums juggling work, family and finance

5% of all adults; 10% of adult women

- **Mainly aged 36-45**
- **Married**
- **Part-time skilled worker or stay-at-home mum**
- **Children**



About Jackie

Jackie, 43, is married with three school age children. She works part time at a call centre and her husband Dave is a salesman.

Life is hectic for Jackie. She doesn't get much time for herself, being busy taking the children to school and after school activities, grocery shopping, working, and getting dinner on the table. She feels like a taxi service for the kids these days, forever taking them to one activity or another both during the week and at weekends.

Jackie goes to an aerobics class one evening a week and tries to take the kids swimming or ice skating on Saturdays. Dave bought her an exercise bike last Christmas, but it is just gathering dust in the garage. Healthy eating isn't high on Jackie's list of priorities. Dinners just have to be quick, easy and something the kids will eat.

Ethnic origin

Individuals in this segment are predominantly of White British (79%), or Other White (8%) origin; or may also be of Irish heritage (6%), Asian/Asian British (5%), Black/Black British (2%), Chinese (1%) or belong to another ethnic group (1%).

Alternative names

Andrea, Cheryl, Deborah, Jane, Louise

Jackie: Sports Overview

- Jackie has above average participation in sport, although is less active than others in her age group. (more details overleaf).
- The top sports that Jackie participates in are shown in the chart opposite: 22% of this group take part in keep fit/gym compared to 17% of all adults; 20% of this group take part in swimming compared to 14% of all adults.
- In line with the general adult population, 9% of this segment take part in cycling; and 6% take part in athletics or running (compared to 5% of all adults).
- Jackie may also play badminton, go horse-riding, play tennis, football, rounders or netball.

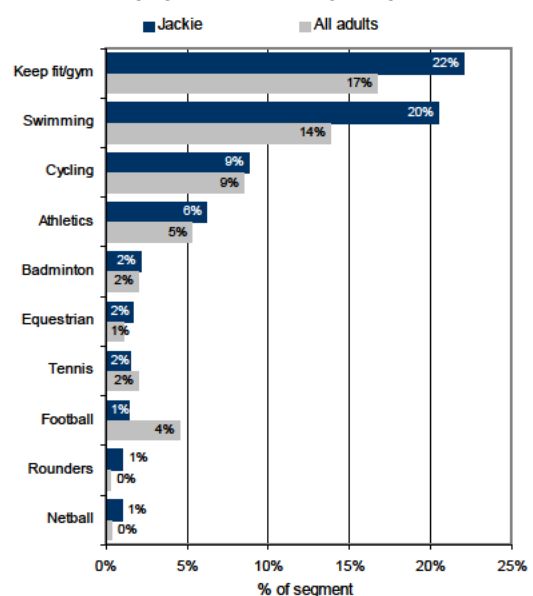
Jackie is similar to/lives near:

Kev (segment 9), Philip (segment 11)

Jackie is likely to live in towns/areas such as:

Dover, Aldershot, Wigan, Uxbridge, Chesterfield

Top sports that Jackie participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010): based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

Kev - 9

Pub League Team Mates

- Mainly aged 36-45
- Married or single
- May have children
- Vocational job

Blokes who enjoy pub league games and watching live sport

6% of all adults; 12% of adult men



About Kev

Kev, 40, lives with his long-term partner and stepson, working as a self-employed plumber.

On Saturday mornings Kev occasionally trains with the pub football team, and sometimes makes the Sunday side – although he’s struggling more and more to keep up with the lads in the team. Alternatively Kev may spend his weekends doing DIY at home and watching TV. Evenings and weekends may see him down the local pub, smoking, drinking and watching sport, or taking part in other social activities, when work allows.

Kev used to enjoy lifting weights or using his punch bag at home, but lately his shoulder has been playing him up, so instead it is a few games of snooker or darts. He can’t understand healthy eating fads - salads just don’t seem like a proper meal to him, so he tends to stick to a relatively unhealthy processed food diet.

Ethnic origin

Individuals in this segment are predominantly of White British heritage (67%), or Asian/Asian British heritage (12%); or may be of Other White origin (11%), of Irish heritage (6%), Black/Black British (2%), Chinese (1%) or belong to another ethnic group (1%).

Alternative names

Lee, Craig, Steven, Tariq, Dariusz.

Kev: Sports Overview

- Kev has average levels of sports participation (more details overleaf).
- The sports that Kev participates in most are shown in the chart opposite: 14% of this segment take part in keep fit/gym compared to 17% of all adults; 12% of this segment take part in football compared to 4% of all adults. In addition, 11% of people in this segment take part in cycling, and 10% go swimming.
- Kev may also take part in athletics or running, golf, angling, badminton, archery or martial arts/combat sports.

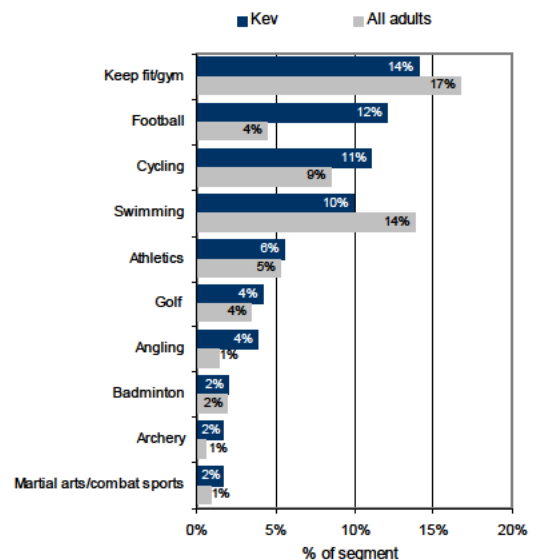
Kev is similar to/lives near:

Jackie (segment 8), Paula (segment 10)

Kev is likely to live in towns/areas such as:

Walthamstow, Walsall, Rotherham, Bradford, Wakefield

Top sports that Kev participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010): based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running.

Paula - 10

Stretched Single Mums

- Mainly aged 26-45
- Single
- Job seeker or part time low skilled

Single mums with financial pressures, childcare issues and little time for pleasure

4% of all adults; 7% of adult women



About Paula

Paula, 33, lives in a council owned property with her three children. Jade and Kyle are at school now, but Ruby is still at home. Paula receives some state benefits, but things are still very difficult. Her debt has built up over the last few years and she hasn't been able to work because of the children.



A couple of times a week a friend looks after Ruby so Paula can get a break at afternoon bingo. At the weekend she sometimes takes the kids swimming or ice skating. It's not cheap, but they need entertaining.

Paula can't afford much fresh healthy food; instead she buys convenience meals from the discount freezer store. Given her stress-filled life she feels it's understandable she needs to smoke and enjoy the odd drink.



Ethnic origin

Individuals in this segment are predominantly of White British (70%), or Other White (10%) origin; or may also be Asian/Asian British (10%), of Irish heritage (6%), Black/Black British (3%), Chinese (1%) or belong to another ethnic group (1%).

Alternative names

Donna, Gemma, Shelley, Tina, Tammy

Paula: Sports Overview

- Paula is not a very active type and her participation levels are slightly below those of the general adult population (more details overleaf).
- The top sports that Paula participates in are shown in the chart opposite: 18% of people in this segment participate in keep fit/gym compared to 17% of all adults; 17% of people in this segment take part in swimming compared to 14% of all adults; 5% of this segment take part in cycling, and 4% in athletics or running.
- Paula may also take part in football, badminton, tennis, rounders, horse riding and netball.

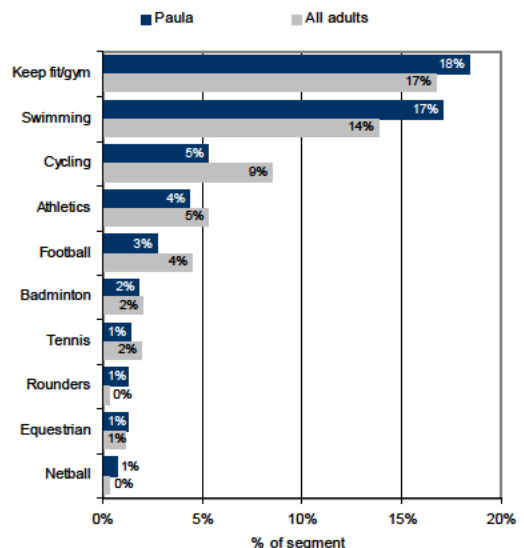
Paula is similar to/lives near:

Kev (segment 9), Brenda (segment 14)

Paula is likely to live in towns/areas such as:

Bootle, Stratford (east London), Widnes, Bolton, Altrincham

Top sports that Paula participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010): based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running.

Philip - 11

Comfortable Mid-Life Males

Mid-life professional, sporty males with older children and more time for themselves

9% of all adults; 18% of adult men

- Mainly aged 46-55
- Married with Children
- Full time employment and owner occupier



About Philip

Philip is 48, an owner-occupier, and married with two older children. One recently graduated and left home, the other is on a gap year before starting university next autumn. Whilst there are still some university fees to pay, Philip is at the height of his career, enjoying a comfortable salary at an established firm.

Philip still keeps up his love of sport, hindered only by office pressures. He plays badminton in a local team, and if he gets home early enough, enjoys a swim at the health club. He shares football season tickets with his son, and together they play cricket for the local Sunday side – alas, his rugby days are over.

Reasonably health conscious, Philip wants to stay healthy for later in life so he can keep playing sport for as long as possible. He's not in any hurry to hang up his pads, and anyway, he'd keep up his involvement in the club as fixture secretary.



Ethnic origin

Individuals in this segment are predominantly of White British (82%), or Other White (7%) origin; or may also be of Irish heritage (6%), Asian/Asian British (4%), Black/Black British (1%), Chinese (0.5%) or belong to another ethnic group (0.5%).

Alternative names

Graham, Colin, Keith, Stuart, Clive



Philip: Sports Overview

- Philip's sporting activity levels are above the national average (more details overleaf).
- The top sports that Philip participates in are shown in the chart opposite: Cycling is the top sport, and 16% of this segment do this at least once a month, almost double the national average.
- Philip also enjoys keep fit/gym, swimming, football, golf and athletics (running). His participation in most of his top sports is above the national average, which is indicative of the priority he places on sport.

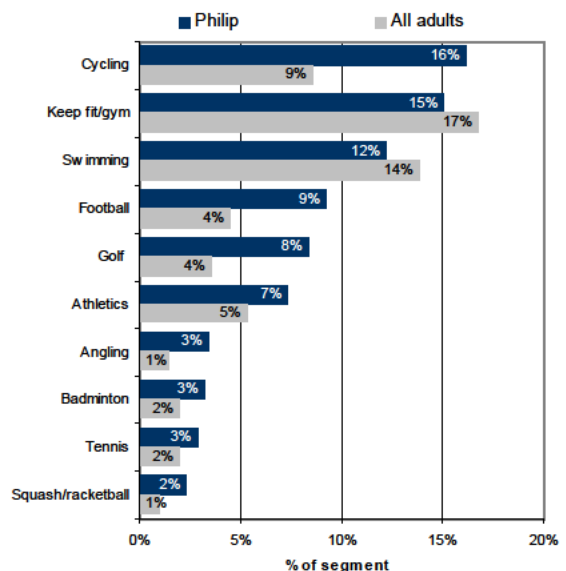
Philip is similar to/lives near:

Jackie (segment 8), Elaine (segment 12)

Philip are likely to live in towns such as:

Chippenham, Eastleigh, Aylesbury, Andover, Southport

Top sports that Philip participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

Elaine - 12

Empty Nest Career Ladies

Mid-life professionals who have more time for themselves since their children left home

6% of all adults; 12% of adult women

- Mainly aged 46-55
- Married
- Full time employment and owner occupier



About Elaine

Elaine is 53 and married with two children who have now left home. Having picked up her career again after the children went to school, Elaine is now a full time senior teacher. In a few years' time she'll consider dropping her hours ready for retirement, but for now she's enjoying the career opportunities and chance to stretch herself.



When Elaine gets home from work she enjoys a glass of wine while making a healthy dinner for herself and her husband. They chat over dinner and might even call their son who is away at university, though inevitably they'll be talking to his voicemail.



Elaine goes to a class at the gym one evening a week and enjoys watching dramas or reading a book other nights. Weekends see her going to the stables, gardening or going for a long walk with her husband.

Ethnic origin

Individuals in this segment are predominantly of White British (83%), or Other White (7%) origin; or may also be of Irish heritage (6%), Asian/Asian British (3%), Black/Black British (1%), Chinese (0.5%) or belong to another ethnic group (0.5%).

Alternative names

Carole, Sandra, Penelope, Julie, Jacqueline

Elaine: Sports Overview

- Elaine's sporting activity levels are consistent with the national average, and slightly above average for some indicators (more detail overleaf).
- The top sports that Elaine participates in are shown in the chart opposite: Keep fit/gym and swimming are the most popular sports with around a fifth of the segment doing these, followed by cycling (7%), athletics or running (3%), tennis (2%), badminton (2%) and horse riding (2%).
- Her participation levels are above average for keep fit/gym and swimming.

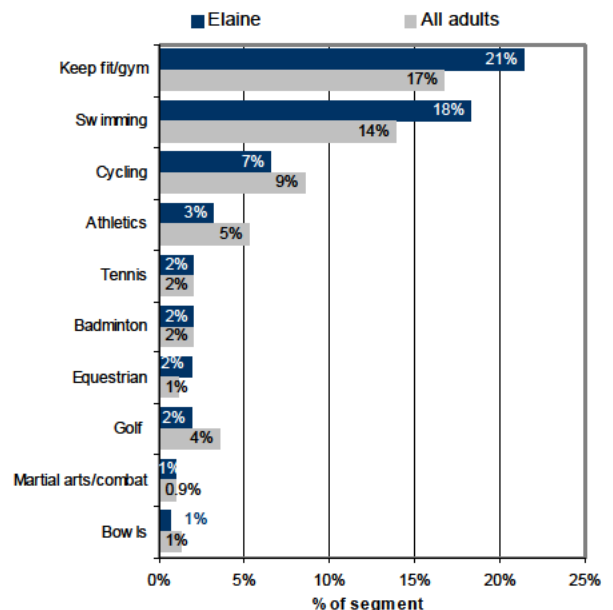
Elaine is similar to/lives near:

Philip (segment 11), Roger & Joy (segment 13)

Elaine are likely to live in towns such as:

Bishop's Stortford, Camberley, Dorchester, Stafford, Shrewsbury

Top sports that Elaine participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

Roger & Joy - 13

Early Retirement Couples

Free-time couples nearing the end of their careers

7% of all adults; 6% of adult women, 8% of adult men

- Mainly aged 56 – 65
- Married
- Full time employment or retired



About Roger & Joy

Roger is 57 and Joy is 56. Last year Roger's accountancy firm made cutbacks and he was offered a generous long-service redundancy payment with which to take early retirement. Joy has always worked mornings as a receptionist in the local GP surgery, but is planning to retire herself late next year.

Having paid off the mortgage on their semi-detached house, Roger and Joy may not have a large income, but also haven't many financial responsibilities. If they need to they can always downsize, possibly to be nearer the grandchildren.

Roger walks the dog to the paper-shop each morning, and often plays golf. When Joy's around, they often go for a walk together or help out with childcare.

Sometimes Joy goes to over fifties aqua aerobics class at the leisure centre. Her daughter said it might be good exercise and easier on her joints.



Ethnic origin

Individuals in this segment are predominantly of White British (87%), or Other White (5%) origin; or may also be of Irish heritage (5%), Asian/Asian British (2%), Black/Black British (0.5%), Chinese (0.5%) or belong to another ethnic group (0.5%).

Alternative names

Melvyn, Barry, Geoffrey, Linda, Susan, Patricia



Roger & Joy: Sports Overview

- Roger & Joy are slightly less active than the average adult population.
- The top sports that Roger & Joy participate in are shown in the chart opposite: Keep fit/gym and swimming are the most popular sports with 13% of the segment doing these, followed by cycling (8%), golf (6%) and angling (2%).
- Their participation levels are below average for all of these sports, with the exception of bowls, golf and angling.

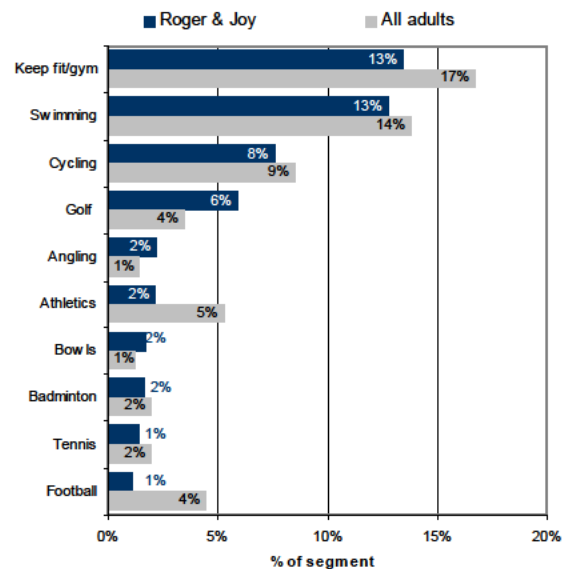
Roger & Joy are similar to/live near:

Roger & Joy (segment 13)

Roger & Joy are likely to live in towns such as:

Newton Abbot, King's Lynn, Poole, Beverley, Southend

Top sports that Roger & Joy participate in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

Brenda - 14

Older Working Women

Middle aged ladies, working to make ends meet

5% of all adults; 10% of adult women

- Mainly aged 46 - 65
- Married
- Part time employee



About Brenda

Brenda is 51 and works in a local food factory on the production line. Her two children have left home now, so it's just Brenda and her husband in the terraced house.

Brenda gets up early and walks to the early shift at the factory. After a long day on her feet and a walk back home again, she's too tired to do much with her evenings. A good dose of TV soaps provide some welcome relaxation, or she might go to the bingo hall instead. Dinner is inevitably oven food – she's too tired to go to any effort.

On Saturdays, Brenda looks after her grandchildren while her daughter works, often taking them swimming. If she doesn't have them she'll go to an exercise class instead, but with the kids in tow, and the adventure playground being pricey, that doesn't happen often.

Ethnic origin

Individuals in this segment are predominantly of White British (76%), or Other White (8%) origin; or may also be Asian/Asian British (7%), of Irish heritage (6%), Black/Black British (2%), Chinese (1%) or belong to another ethnic group (1%).

Alternative names

Shirley, June, Maureen, Janet, Diane



Brenda: Sports Overview

- Brenda is generally less active than the average adult population.
- The top sports that Brenda participates in are shown in the chart opposite: Keep fit/gym is the most popular sport with 15% of the segment doing this, followed by swimming (13%) and cycling (4%).
- Athletics (including running) is enjoyed by 2% of Brendas. In all cases her participation levels are below the national average for all adults.
- Other sports that she may participate in are badminton, horse riding, tennis, martial arts (including Tai Chi), football and golf.

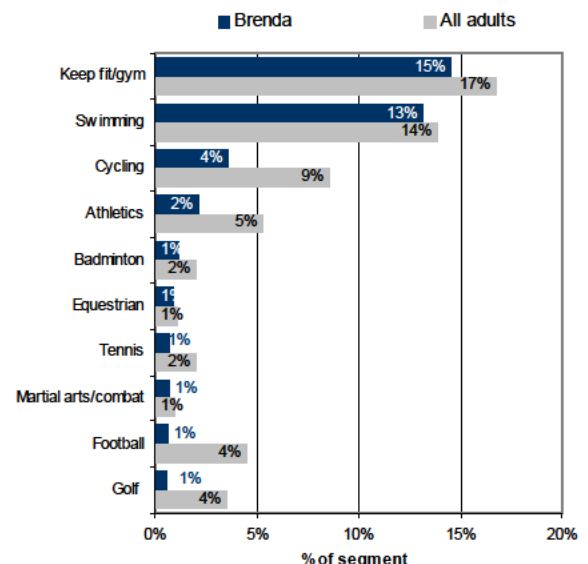
Brenda is similar to/lives near:

Kev (segment 9) and Terry (segment 15)

Brenda are likely to live in towns/areas such as:

Hackney, Rochdale, Lancaster, Corby

Top sports that Brenda participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

Terry - 15

Local 'Old Boys'

Generally inactive older men, low income and little provision for retirement

4% of all adults; 8% of adult men

- Mainly aged 56-65
- Single/Married
- Unemployed



About Terry

Terry is 59 and lives on his own in a council flat. Having worked on and off as a builder, he has struggled in recent years to get work. At the moment he has a small income as a school caretaker, barely covering the bills.

During the day Terry might do the odd job around the school, but invariably he's not needed until the end of the day once the children have gone home. He spends his mornings watching TV, and afternoons playing darts in the pub, fishing or on the allotment. As part of the local darts team, he plays the occasional competition at weekends, otherwise he goes to the bookies or stays at the pub watching boxing into the early hours. He wishes he still had the fitness to box himself, but those days are a thing of the past.

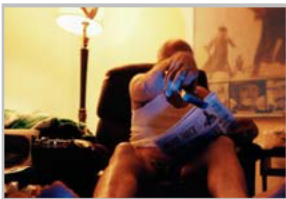
Terry eats oven food or at the pub most nights. Healthy eating isn't high on his list of concerns – it's expensive and he'd rather have pie and chips.

Ethnic origin

Individuals in this segment are predominantly of White British (79%), or of Irish heritage (7%); or may also be Asian/Asian British (6%), of Other White (6%) origin; Black/Black British (1%), Chinese (0.5%) or belong to another ethnic group (1%).

Alternative names

Derek, Brian, Malcolm, Raymond, Michael



Terry: Sports Overview

- Terry is generally less active than the general adult population.
- The top sports that Terry participate in are shown in the chart opposite: Keep fit/gym is the most popular sport with 8% of the segment doing this, followed by swimming (6%) and cycling (6%). Angling and golf are the next most popular sports, both being played by 4% of this segment.
- Golf, angling and archery are the only sports where a higher proportion of Terrys participate than the national average. In all other cases his participation in his top sports is below average.

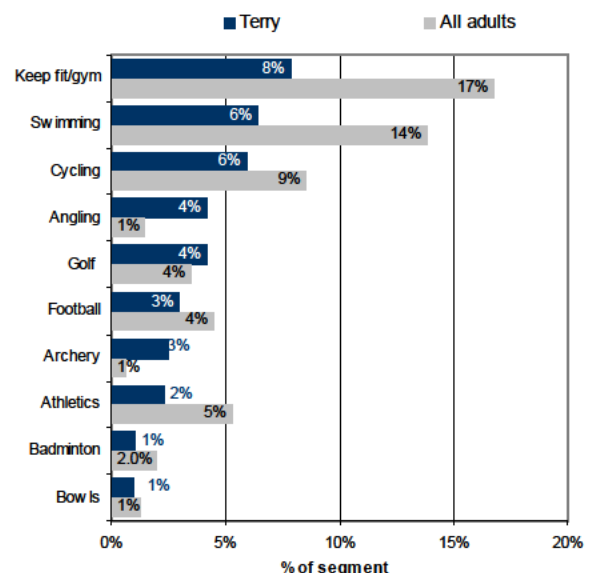
Terry is similar to/lives near:

Brenda (segment 14), Norma (segment 16)

Terry are likely to live in towns such as:

Mansfield, Sunderland, Doncaster, Hull, Dewsbury

Top sports that Terry participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

Norma - 16

Later Life Ladies

Older ladies, recently retired, with a basic income to enjoy their lifestyles

2% of all adults; 4% of adult women

- Mainly aged 56-65
- Single
- Unemployed/Retired



About Norma

Norma is 60 and has now retired. Having spent the last few years as a part time cleaner, she has little income now and a basic private pension to subsidise her state allowance. She lives in a small bungalow, although thankfully the small mortgage has been paid off.

Norma likes to get out for a bit during the day. She goes to an aqua aerobics class at the leisure centre, which is heavily subsidised for her as a pensioner. She also walks to buy a lottery ticket, go to the library or to afternoon bingo. She has to take her time though, as she's not as well these days, having seen the late onset of diabetes in the last few years. When she gets home, Norma likes to sit and watch TV, knit or do some embroidery. At weekends her family usually visit her.

Norma prefers traditional home cooking, she smokes, but rarely drinks – her health and diet are therefore not a great concern.

Ethnic origin

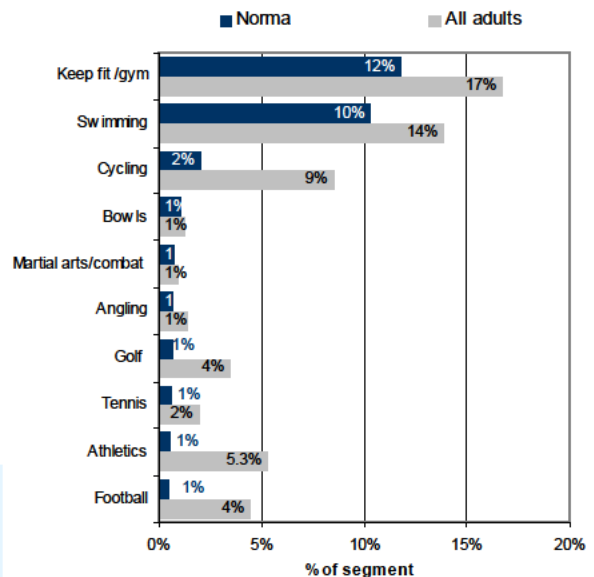
Individuals in this segment are predominantly of White British (79%), or Other White (8%) origin; or may also of Irish heritage (7%), Asian/Asian British (4%), Black/Black British (2%), Chinese (0.5%) or belong to another ethnic group (1%).

Alternative names

Pauline, Angela, Irene, Denise, Jean



Top sports that Norma participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

Norma: Sports Overview

- Norma is generally less active than the average adult population.
- She is likely to be doing the same or less sport than 12 months ago, with health the main issue for those doing less.
- The top sports that Norma participate in are shown in the chart opposite: Keep fit/gym is the most popular sport with 12% of Normas doing this, followed by swimming (10%). Other sports are much less popular with cycling the next choice with only 2% of this segment participating.

Norma is similar to/lives near:

Terry (segment 15), Frank (segment 18)

Norma is likely to live in towns/areas such as:

Middlesbrough, East Ham, Barnsley, Newcastle, Sheffield

Ralph & Phyllis - 17

Comfortable Retired Couples

Retired couples, enjoying active and comfortable lifestyles

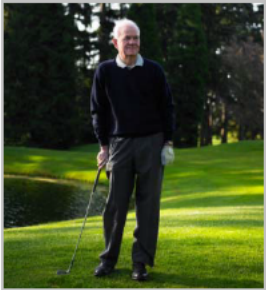
4% of all adults; 5% of adult men, 4% of adult women

- Mainly aged 66+
- Married/single
- Retired



About Ralph & Phyllis

Ralph and Phyllis are in their late 60s and have been retired for some time now. Their children are grown up and have moved out of the family home. Ralph was a successful banker, enabling them to retire early. They've downsized recently, benefiting from Ralph's investment portfolio and comfortable private pension.



Both Ralph and Phyllis feel there is still much of life to live. They enjoy playing golf together, and Ralph competes at weekends sometimes. Phyllis likes to go for the occasional swim while Ralph is out trout fishing, and they also love to go for long walks together. In their earlier years the pace was faster, but they're proud they're still active, enjoying life and can just about keep up with the grandchildren.

Ralph and Phyllis enjoy volunteering in the local community, organising church bazaars and raising money for the local museum.

Ethnic origin

Individuals in this segment are predominantly of White British (89%), or Other White (5%) origin; or may also be of Irish heritage (4%), Asian/Asian British (1%), Black/Black British (0.5%), Chinese (0.5%) or belong to another ethnic group (0.5%).

Alternative names

Lionel, Arthur, Reginald, Beryl, Peggy, Marjorie



Ralph & Phyllis: Sports Overview

- Ralph & Phyllis are generally less active than the average adult population, but their activity levels are higher than others in their age range.
- They are likely to be doing the same or less sport than 12 months ago, with health the main issue for those doing less.
- The top sports that Ralph & Phyllis participate in are shown in the chart opposite: 10% of this group take part in keep fit or gym, 9% swim, 7% play golf and 4% play bowls.

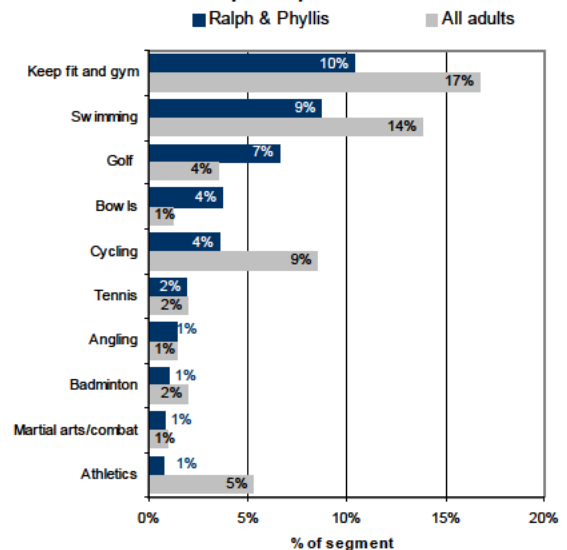
Ralph & Phyllis are similar to/live near:

Other Ralph & Phyllis (segment 17)

Ralph & Phyllis are likely to live in towns such as:

Stratford-upon-Avon, Chichester, Kendal, Farnham, Evesham

Top sports that Ralph & Phyllis participate in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

Frank - 18

Twilight Year Gents

Retired men with some pension provision and limited sporting opportunities

4% of all adults; 8% of adult men

- Mainly aged 66+
- Married/single
- Retired



About Frank

Frank is 69 and lives with his wife in a small bungalow. Having put money into a private pension during his years working as a sales manager, Frank has a reasonable income, and though he can't afford luxuries he enjoys a flutter on the horses, the odd scratch card and spoiling the grandchildren.

Frank spends most of his days watching TV or having a pint at his local. He enjoys playing snooker there, and has taken part in mini tournaments occasionally. At weekends he may take his grandson fishing, but he's not sure for how much longer he'll be able to - his eyesight is getting worse and he won't be able to drive for much longer.

Frank is not particularly health conscious, enjoying hearty traditional meals and a good pint at his local. He is also likely to smoke.

Ethnic origin

Individuals in this segment are predominantly of White British (89%), or of Irish heritage (5%); or may also be of Other White (4%) origin, Asian/Asian British (2%), Black/Black British (0.5%), Chinese (0.5%) or belong to another ethnic group (0.5%).

Alternative names

Roy, Harold, Stanley, Alfred, Percy

Frank: Sports Overview

- Frank is generally much less active than the average adult population, but his activity levels are more consistent with other segments in this age range (more details overleaf).
- He is are likely to be doing the same or less sport than 12 months ago, with health the main issue for those doing less.
- The top sports that Frank participates in are shown in the chart opposite: 7% of this group take part in golf, 6% in keep fit/gym and 6% in bowls and swimming.

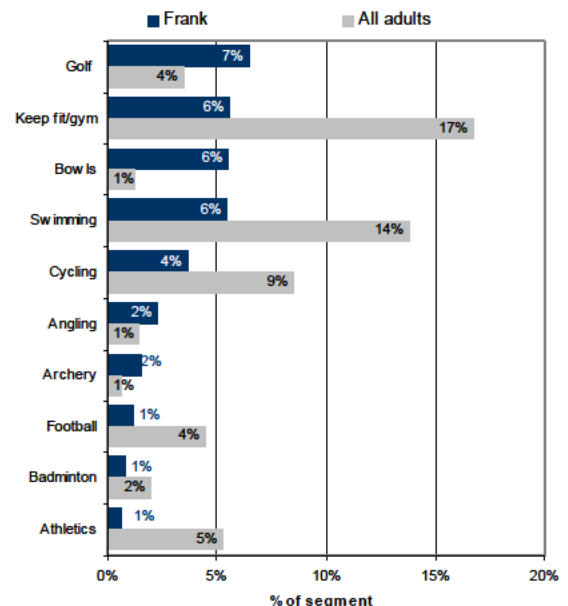
Frank is similar to/lives near:

Elsie (segment 19), Ralph & Phyllis (segment 17)

Frank is likely to live in towns such as:

Eastbourne, Bognor Regis, Skegness, Colchester, Bishop Auckland

Top sports that Frank participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

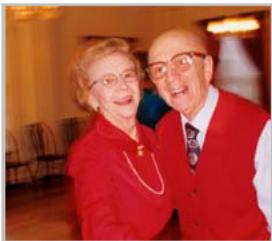
Elsie & Arnold - 19

Retirement Home Singles

Retired singles or widowers, predominantly female, living in sheltered accommodation

8% of all adults; 2% of adult men, 14% of adult women

- Mainly aged 66+
- Widowed
- Retired



About Elsie & Arnold

Elsie and Arnold are aged 81 and live on their own in warden-controlled sheltered accommodation. Their spouses passed away three years ago and they are just about getting used to life on her own, thanks to the support of the other residents.

The sheltered housing is good and the warden checks if anything is needed, and they have card mornings, dance afternoons and bingo evenings in the community lounge each week. Despite this Elsie and Arnold find themselves on their own quite a bit, and like to fill the quiet with TV shows, particularly programmes on the War or black and white films.

They can no longer drive, due to their cataracts. Instead they look forward to a once a week walk to the post office to collect the pension, having a good natter with the lady who works there.

Ethnic origin

Individuals in this segment are predominantly of White British (88%), or of Other White origin (5%); or may also be of Irish heritage (5%), Asian/Asian British (1%), Black/Black British (0.5%), Chinese (0.5%) or belong to another ethnic group (0.5%).

Alternative names

Doris, Ethel, Gladys, Stanley, Walter, Harold



Elsie & Arnold: Sports Overview

- Elsie & Arnold are much less active than the average adult population, but their activity levels are more consistent with other segments in this age range (more details overleaf).
- They are likely to be doing less sport than 12 months ago, mainly due to health or injury.
- The top sports that Elsie & Arnold participate in are shown in the chart opposite: 10% of this group take part in 'keep fit/gym', 7% take part in swimming, and 3% take part in bowls.

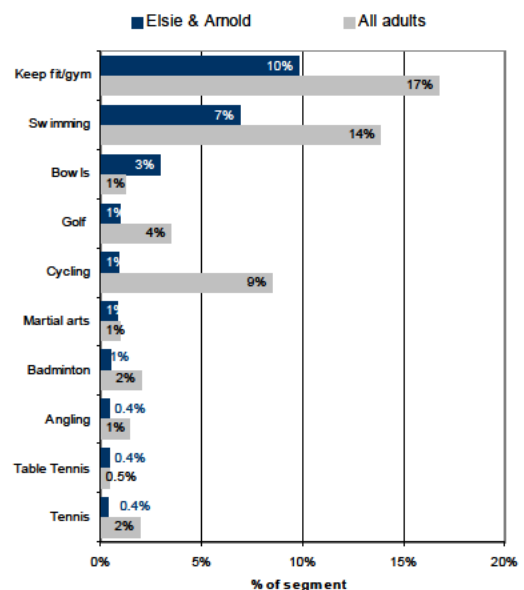
Elsie & Arnold are similar to/live near:

Frank (segment 18), other Elsie & Arnolds (segment 19)

Elsie & Arnold are likely to live in towns such as:

Hartlepool, Pontefract, Durham, Scarborough, West Bromwich

Top sports that Elsie & Arnold participate in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

APPENDIX 4

FACILITIES PLANNING MODEL INTRODUCTION

The Facilities Planning Model provides an objective assessment of the relationship between the levels of supply of sports facilities required to meet the estimated demand from the population in a given area in the peak period. It is assumed in the application of the model that it is a policy objective of the local authorities to meet demand from the resident population as far as can reasonably be expected. The catchment area provides the spatial link between supply and demand.

Supply

Within the FPM, supply is defined by the location and capacity of sports facilities. Capacity is a function of:

- the number and size of facilities at a particular site;
- the available hours for public use within the peak period;
- hours open outside the peak period.

A balanced programme of use, catering for a range of activities and sports development, has initially been assumed at each site. This balanced programme enables the model to assume an average 'at one time' capacity for each facility. The peak period determined from the three data sources, is 40.5 hours per week for sports halls and 52 hours per week for swimming pools. Benchmarking data and recent surveys also determined the average duration of visit, which in the case of sports halls is 1 hour. For swimming pools the duration of visit is 64 minutes for tanks and 68 minutes for leisure pools.

The hall area or water area is converted into a maximum number of users at one time. This is then multiplied by the number of hours that the hall is open during the peak period and the average visit time. This provides an estimated number of visits per week in the peak period (vpwpp). When worked through, this figure gives the capacity of the site during the peak period in vpwpp.

The actual opening hours of each facility are recorded on the Active Places database. These enable the Model to convert visits per week in the peak period vpwpp into annual throughput figures.

Demand

Demand is estimated by applying two indices to each age/gender groups within the resident population of each output area:

- a 'rate of participation' – this is the proportion of a given population that is likely to express a demand to use a particular type of sports facility, in this case sports halls and swimming pools; and
- a 'frequency rate' – which is the number of times likely users of a particular type of sports facility will visit each week.

There are 10 age/gender groups for swimming pool demand and 12 for sports halls. This produces a total for the likely number of visits in a typical week from the population. The Model then allocates this demand to the available supply bearing in mind travel constraints. This produces an estimate of the number of visits per week in the peak period (vpwpp) for each facility. These can be aggregated into figures for districts, counties, regions or England as a whole. Demand can thus be compared directly with supply. The model takes no account of demand from:

- non-residents, such as holidaymakers;
- educational requirements within the school curriculum;
- high performance, selective entry, swimming squads.

Catchment areas

There is a limit to which regular users of sports facilities are prepared to travel, defined in the model in terms of time rather than distance. Three modes of travel are now taken into account in the analysis - by car, by public transport and on foot. The FPM is therefore described as multi-modal.

The model uses a catchment area for each facility of 30 minutes for each mode of travel. However, it is recognised that people who live closer to a facility are more likely to use it than those who live at the edge of the catchment area. Therefore the FPM incorporates a 'distance decay' function, based on the concept that the willingness to travel declines with the distance that the potential user lives from the facility. Potential visitors who do not travel are classified as "No Go".

Travel times

Travel times used in the model are derived from the National Survey of Sports Halls and Swimming Pools in England (1997) and reviewed using the more recent data sources. This suggests that:

- about 58% of all users travel up to 10 minutes;
- about 29% of users travel between 10 minutes and 20 minutes;
- about 8% of users travel between 20 and 30 minutes;
- only about 5% of users travel more than 30 minutes.

These assumptions on travel times are now built into the modelling process.

Weighting of facilities

A significant proportion of sports halls and swimming pools have only modest community use. This is often because they are owned/managed by an educational organisation whose core business is not the delivery of community sport. In contrast there are sites, usually where there is a permanent leisure management presence where throughput levels by community users are much higher.

Very roughly speaking the facilities which are more intensively managed are allocated about twice as many visits as a facility of similar age which is less intensively managed.

The age of each sports hall and swimming pool, and the year last refurbished are also taken into account in arriving at a 'weighting factor' for each facility.

Commercial Sector Facilities

A significant proportion of the new supply of sports facilities (particularly pools) during the last ten years has come from the commercial sector, particularly as part of health and fitness club developments.

Until recently, these have not been included in Facilities Planning Model assessments. However, it has become apparent that they now play a significant part in the supply of some facilities. To ignore them completely would distort the analysis unless the Study Area is one where such facilities are scarce.

Commercial health and fitness club facilities usually cost more to use than public sector facilities although the cost is inextricably tied up with the membership package for use of the club as a whole.

These higher costs mean that such facilities are only accessible to those with sufficient disposable income to join the club. In affluent areas this may be a considerable section of the population. Having paid to join a club, which includes (say) a pool, it is less likely that a club member will then pay again to use a public sector pool nearby.

For this reason, larger commercial sector pools may be included in the analysis. However demand for these pools is restricted towards output areas, which have a low Index of Multiple Deprivation. In other words people who live in more affluent areas are more likely to be allocated by the model to a commercial sector pool whereas those from more deprived output areas are not.

FACILITIES PLANNING MODEL PARAMETERS – SPORTS HALLS

At one Time Capacity	20 per 4 court hall, 8 per 144m ² of ancillary hall																					
Throughput	Throughput = Demand in vpwpp x 50 weeks / 0.6																					
<u>Catchments</u>	Car: 15 minutes Walking: 1.6 km Public transport: 15 minutes car equivalent Approximate as all are subject to distance decay curves																					
Duration of visit	1 hour																					
Participation	<table border="1" style="width: 100%; text-align: center;"> <thead> <tr> <th></th> <th>0-15</th> <th>16-24</th> <th>25-34</th> <th>35-44</th> <th>45-59</th> <th>60-79</th> </tr> </thead> <tbody> <tr> <td>M</td> <td>9.55</td> <td>15.04</td> <td>14.96</td> <td>11.08</td> <td>5.68</td> <td>5.55</td> </tr> <tr> <td>F</td> <td>6.03</td> <td>9.31</td> <td>11.66</td> <td>9.40</td> <td>5.40</td> <td>4.28</td> </tr> </tbody> </table>		0-15	16-24	25-34	35-44	45-59	60-79	M	9.55	15.04	14.96	11.08	5.68	5.55	F	6.03	9.31	11.66	9.40	5.40	4.28
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<u>Peak Period</u>	Weekday: 17:00 to 22:00 Saturday: 09:30 to 17:30 Sunday: 09:00 to 14:30, 17:00 to 19:30 Total: 40.5 Hours																					
Percentage in the Peak Period	60%																					
<u>Comfort factor</u>	0.8 (80% of capacity)																					
<u>Minimum Hall Size</u>	At least one hall of three badminton courts or larger for site to be included																					

FACILITIES PLANNING MODEL PARAMETERS –SWIMMING POOLS

At one Time Capacity	0.1667 m ² per swimmer. = 1 person per 6m ² Approximately 36 swimmers in a 25m x 8.5m = 4 lane pool before comfort factor																		
Throughput	Throughput = Demand in vpwpp x 48 weeks / 0.63																		
Catchments	Car: 15 minutes Walking: 1.6 km Public transport: 15 minutes car equivalent Approximate as all are subject to distance decay curves																		
Duration of visit	64 minutes tanks; 68 minutes leisure pools																		
Participation	<table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th style="text-align: center;"><i>0-15</i></th> <th style="text-align: center;"><i>16-24</i></th> <th style="text-align: center;"><i>25-39</i></th> <th style="text-align: center;"><i>40-59</i></th> <th style="text-align: center;"><i>60-79</i></th> </tr> </thead> <tbody> <tr> <td>Male</td> <td style="text-align: center;">13.23</td> <td style="text-align: center;">10.86</td> <td style="text-align: center;">13.73</td> <td style="text-align: center;">8.13</td> <td style="text-align: center;">3.93</td> </tr> <tr> <td>Female</td> <td style="text-align: center;">12.72</td> <td style="text-align: center;">14.51</td> <td style="text-align: center;">18.89</td> <td style="text-align: center;">10.44</td> <td style="text-align: center;">4.52</td> </tr> </tbody> </table>		<i>0-15</i>	<i>16-24</i>	<i>25-39</i>	<i>40-59</i>	<i>60-79</i>	Male	13.23	10.86	13.73	8.13	3.93	Female	12.72	14.51	18.89	10.44	4.52
	<i>0-15</i>	<i>16-24</i>	<i>25-39</i>	<i>40-59</i>	<i>60-79</i>														
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	<i>0-15</i>	<i>16-24</i>	<i>25-39</i>	<i>40-59</i>	<i>60-79</i>														
Male	0.92	0.84	0.71	0.94	1.18														
Female	0.95	0.76	0.79	0.81	1.07														
Peak Period	Weekdays: 12:00 to 13:30, 16:00 to 22.00 Saturday: 09:00 to 16:00 Sunday: 09:00 to 16:30 Total: 52 Hours																		
Percentage in the Peak Period	63%																		
Comfort factor	0.7 (70% of capacity)																		
Minimum Pool Size	20 metres or 160 m ² Lidos excluded																		

APPENDIX D PARAMETERS – SPORTS HALLS

Parameters used in the West Midlands Regional Active Places Power Plus Assessment

At one Time Capacity	20 per 4 court hall, 8 per 144m ² of ancillary hall																					
Throughput	Throughput = Demand in vpwpp x 50 weeks / 0.6																					
Catchments	Car: 15 minutes Walking: 1.6 km Public transport: 15 minutes car equivalent Approximate as all are subject to distance decay curves																					
Duration of visit	1 hour																					
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Percentage in the Peak Period	60%																					
Comfort factor	0.8 (80% of capacity)																					
Minimum Hall Size	At least one hall of three badminton courts or larger for site to be included																					

**WEST MIDLANDS REGIONAL FACILITIES FRAMEWORK
SPORTS HALLS RUN SUMMARY TABLE**

WEST MIDLANDS REGION

SPORTS HALLS	RUN 1	RUN 2	RUN 3	RUN 4
	2007	2007	2021	2021+15%
POPULATION	5363026	5363026	5575075	5575075
Demand				
Visits per week in the peak period	243976	243976	246504	283479
annual equivalent	20331375	20331375	20541965	23623260
Satisfied Demand				
Visits per week in the peak period	226224	226056	228299	262541
As a % of peak period demand	92.7	92.7	92.6	92.6
annual equivalent	18852012	18838011	19024928	21878417
Satisfied Demand by Mode				
Car %	80.2	80.3	80.2	80.2
Public Transport %	4.7	4.7	4.7	4.7
walkers %	15.1	15	15	15
Unmet Demand				
Visits per week in the peak period	17752	17920	18204	20938
annual equivalent	1479362	1493363	1517038	1744843
SqM required to satisfy this	109.6	110.6	112.4	129.2
No go as % unmet	99.9	99.9	99.9	99.9
No go (car) as % nogo	8.8	8.8	8.7	8.7
No go (no car) as % nogo	91.2	91.2	91.3	91.3
Site Summary Information				
Sites - supply	357	357	357	357
Main hall badminton Courts	1572	1572	1572	1572
Visits per week in the peak period	293543	293543	293543	293543
modified annual equivalent	20685753	20685753	20685753	20685753
Capacity used - vpwpp	225244	225103	227572	261704
As a % of available capacity	76.7	76.7	77.5	89.2
Modified annual throughput	15860868	15851098	16029851	18434092
Visits by Car as % all	80.1	80.2	80.2	80.2
Visits by PubTrans as % all	4.7	4.7	4.7	4.7
Visits on Foot as % all	15.2	15.1	15.1	15.1
RUNS	RUN 1	RUN 2	RUN 3	RUN 4

**WEST MIDLANDS REGIONAL FACILITIES FRAMEWORK
SWIMMING POOLS RUN SUMMARY TABLE**

WEST MIDLANDS REGION

SWIMMING POOLS	RUN 1	RUN 2	RUN 3	RUN 4	RUN 5
	2007	2007	2021	2021+15%	2021+15%
POPULATION	5363026	5363026	5575075	5575075	5575075
Demand					
Visits per week in the peak period	302755	302755	305170	350946	350946
annual equivalent	23067042	23067042	23251055	26738713	26738713
Satisfied Demand					
Visits per week in the peak period	282847	279246	275453	307964	323625
As a % of peak period demand	93.4	92.2	90.3	87.8	92.2
annual equivalent	21550220	21275877	20986861	23463935	24657126
Satisfied Demand by Mode					
Car %	75.4	76.7	76.5	76.4	76.5
Public Transport %	5.9	6.1	6.2	6.2	6.2
walkers %	18.7	17.2	17.3	17.4	17.3
Unmet Demand					
Visits per week in the peak period	19908	23509	29718	42981	27321
annual equivalent	1516822	1791164	2264194	3274779	2081588
SqM required to satisfy this	3500.4	4133.5	5225.1	7557.2	4803.7
No go as % unmet	99.2	99.3	79.4	63.1	99.3
No go (car) as % nogo	15.8	14.6	14.5	14.5	14.5
No go (no car) as % nogo	84.2	85.4	85.5	85.5	85.5
Site Summary Information					
Sites - Supply	218	218	218	218	218
SqM of pool water	65513	65513	65513	65513	65513
Visits per week in the peak period	456100	456100	456100	456100	456100
modified annual equivalent	33484665	33484665	33484665	33484665	33484665
Capacity used - vpwpp	277532	274917	273050	305026	319153
As a % of available capacity	60.8	60.3	59.9	66.9	70
Modified annual throughput	20382513	20443240	20462294	22849997	23438981
Visits by Car as % all	75	76.4	76.4	76.3	76.3
Visits by PubTrans as % all	5.9	6.2	6.2	6.2	6.2
Visits on Foot as % all	19	17.4	17.4	17.5	17.5
RUNS	RUN 1	RUN 2	RUN 3	RUN 4	RUN 5

APPENDIX 5

ACTIVE PLACES POWER RESULTS

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Provision per 1000 – authority wide	32
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ACTIVE PLACES POWER RESULTS

Summary

Swimming pools

The amount of swimming pool space per 1000 of 19.05 is slightly above the national average of 18.84, and above the regional average of 16.37 sq m per 1000, with the pools concentrated in the town centre.

There are small areas of particularly good supply, primarily around the Ken Marriott and Rugby School area, but the average for Rugby is well above that for the region or England as a whole.

Only the far north east of the authority has less access to a pool (Personal Share) than the regional average.

Nowhere is more than 16 minutes by car from a pool, and much of the town is within 20 minutes walk to a pool.

Synthetic Turf Pitches

If all types of large size STP are taken into account, there are more flood-lit pitches per 1000 population in Rugby than either the national or regional average – in fact almost double the rate 0.07 compared to 0.04 per 1000.

Nobody is more than 15 minutes travel time to some type of STP if they have access to a car. However three of the 5 sand-based pitches are on independent school sites, and one is at a voluntary aided school with no community use. The other is on a community school site. The actual availability of STPs to the community is therefore wholly outside the control of the local authority.

The rate of provision per 1000 for 3G STPs is the same as the national and regional averages, at 0.01 pitches per 1000. There is only one site, which is at Rugby Town FC. This runs a small-sided league.

There are no water-based pitches in Rugby, and nowhere within the authority can access one within 30 minutes drive time, and several areas of the authority could not access one within 40 minutes drive.

Although not shown on the map or analysis, the impact of the Sports Connexion site does need to be taken into account.

Athletics tracks

- Rugby has more provision per 1000 than either the national or regional averages;
- Everyone in Rugby Borough can access the track within 20 minutes drive time.

Health and fitness

- The provision per 1000 for Rugby as a whole is more than the national or regional averages;
- The sites are mainly concentrated in the town and along the A45 corridor, particularly towards Coventry;
- There are a number of sites just over the boundaries of the authority, particularly to the north (Nuneaton and Lutterworth), which may meet some of the demand in these areas;
- People in all areas can reach a health and fitness facility within 14 minutes drive time.

Indoor Bowls

- Rugby has a much higher provision per 1000 than the national or regional average, but this is not surprising given that the bowling is flat green rather than crown green. The findings should be compared to the benchmark authorities which also have flat green bowling;
- All of the demand is easily met, with apparent spare capacity. The south of the Borough looks towards Daventry for its provision;
- The following wards have less “personal share” than the others in Rugby Borough: Earl Craven and Wolston, Fosse, Ryton-on-Dunsmore, and Wolvey. The low ratio of personal share in the area towards Nuneaton and Bedworth is likely to be primarily due to travel time to the nearest facility, which is close to or more than 20 minutes. The area along the A45 towards Coventry has a combination of issues; relatively long travel times (11-18 minutes) and a lack of capacity.

Indoor Tennis

- Rugby currently has no indoor tennis provision, which is mirrored by Warwick, Stratford and Nuneaton and Bedworth authorities. The nearest indoor tennis site is in Coventry, and most of Rugby town would not be able to access this within 20 minutes travel time, even by car.

Golf – driving ranges

- Rugby has a much higher rate of provision than either the national or regional averages, and most sites are located between Rugby and Coventry. Everywhere can reach a driving range within 19 minutes drive time, and the area least well served is the north and eastern side of the town;
- The apparent high rate of provision per 1000 is not unusual for a rural area abutting a major urban centre. Given the location of the driving ranges, it is likely that a high proportion of users come from Coventry.

Golf – standard courses

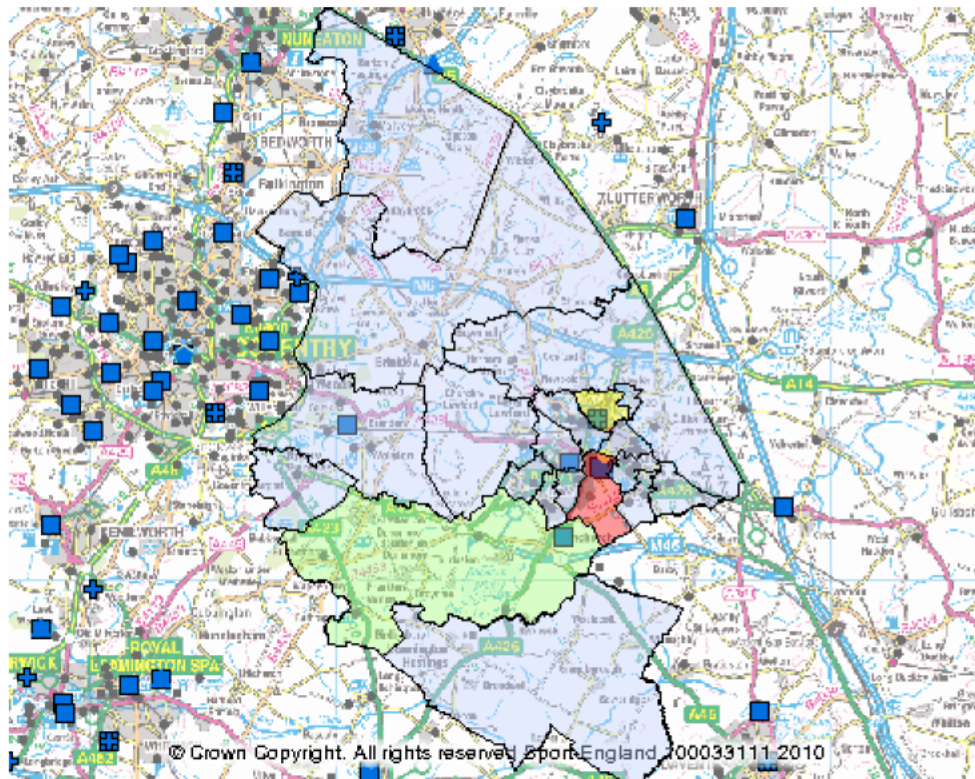
- As with the driving ranges, there is a much higher rate of provision per 1000 than the national or regional averages, though provision in Rugby is actually lower than the county rate of provision per 1000. Again, most of the courses are located between Rugby town and Coventry, suggesting that they meet demand from both. There are also a number of courses close to the boundaries of Rugby Borough in both Northamptonshire and Leicestershire;
- Everyone can reach a golf course within about 14 minutes by car so there are not the same issues with accessibility as for the driving ranges or par 3 courses.

Golf – par 3 courses

- Again, as with the driving ranges, the provision in Rugby is higher than the national, regional, or county averages. The courses are located either on the Coventry fringe or along the A45 between Rugby town and Coventry. This means that people living on the east side of Rugby town have less access to such courses, and are very close to a 20 minutes drive time parameter;
- Additional provision based on accessibility might therefore be useful to consider as the town grows on its eastern edge.

Swimming pools

Water space per 1000 by ward



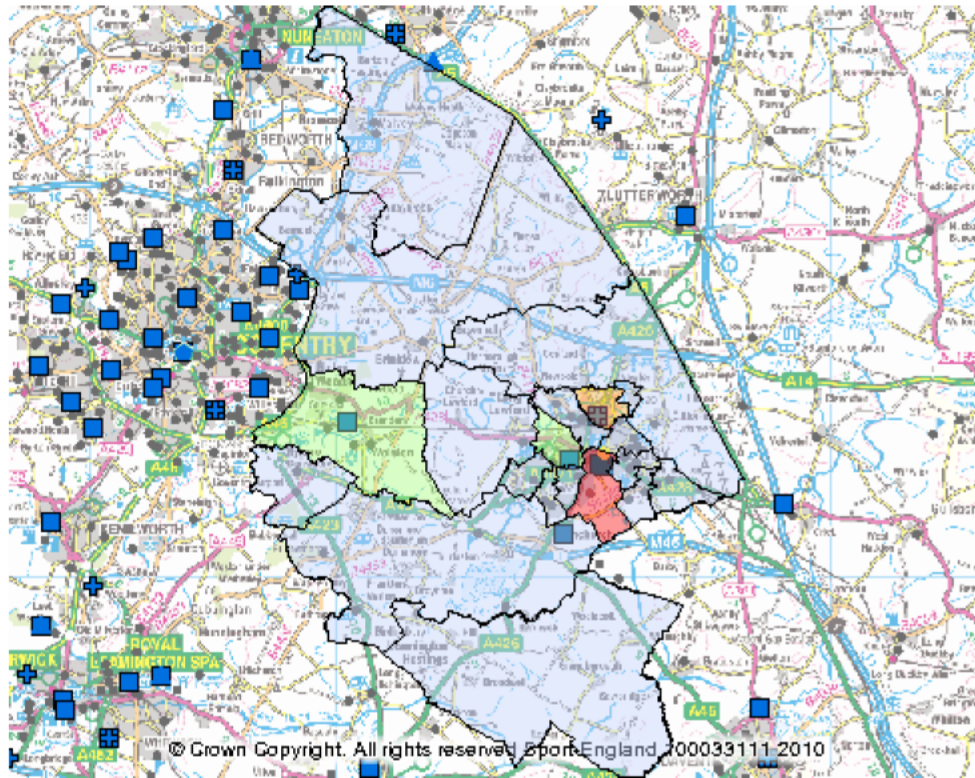
Total Area In m² per 1000 population

Region : West Midlands Region
 Local Authority : Rugby District
 Facility Type : Swimming Pool
 Facility Sub Type : All
 Facility Unit : Total Area In m2

Symbol	Range
Light Blue	0 - 28.804
Light Green	28.805 - 57.608
Yellow	57.609 - 86.412
Red	115.217 - 144.02

England Ratio :	18.84
West Midlands Region Ratio:	16.37
Rugby District Ratio:	19.05

Local Supply and Demand Balance



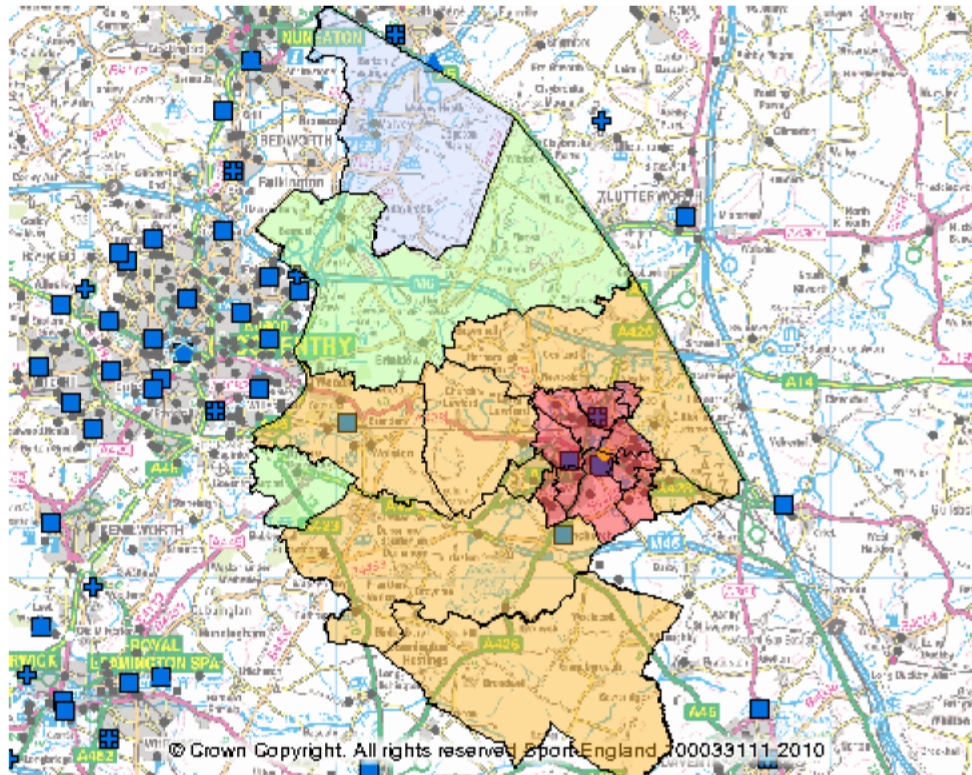
Local Supply and Demand Balance

Region :	West Midlands Region
Local Authority :	Rugby District
Facility Type :	Swimming Pool
Spatial Unit :	Ward
Opening/Ownership Group :	Community use, all ownership type

Symbol	Range
	0 - 327.592
	327.593 - 655.184
	982.777 - 1310.368
	1310.369 - 1637.96

% England Demand Met:	173.48
% West Midlands Region Demand Met:	155.29
% Rugby District Demand Met:	216.81

Personal Share



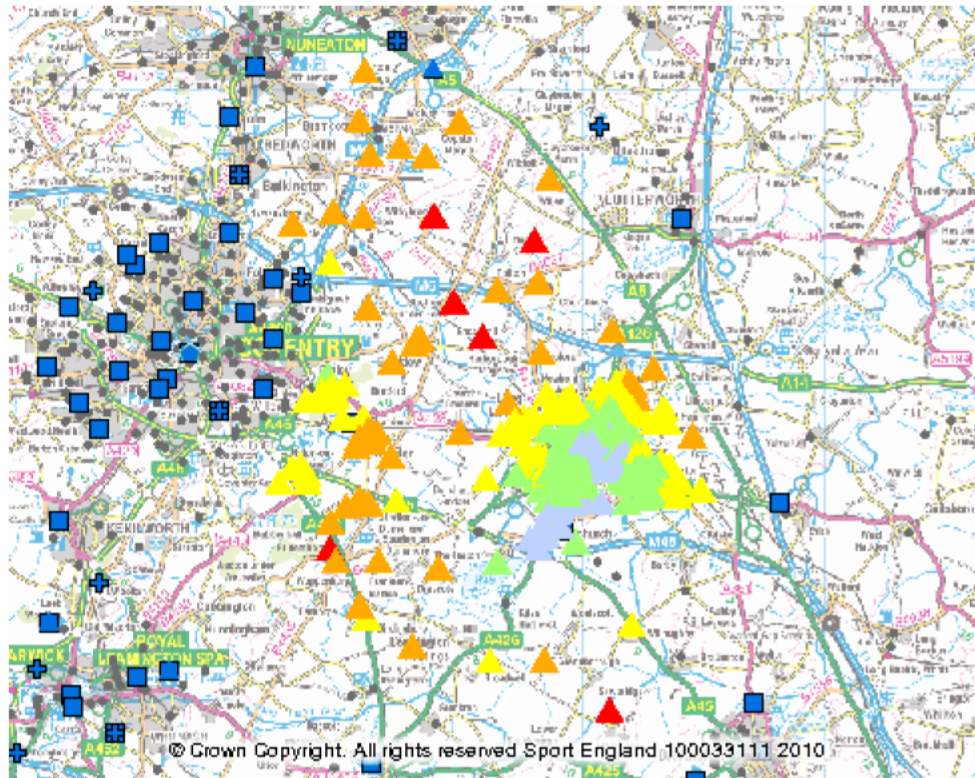
Personal Share of Facilities

Region :	West Midlands Region
Local Authority :	Rugby District
Facility Type :	Swimming Pool
Facility Unit :	Total Area In m2 For Pools With Lanes
Opening/Ownership Group :	Community use, all ownership type

Symbol	Range
Light Blue	1.18 - 1.408
Light Green	1.409 - 1.636
Light Orange	1.865 - 2.092
Light Red	2.093 - 2.32

England Ratio :	1.33
West Midlands Region Ratio:	1.17
Rugby District Ratio:	2.08

Travel Time by Car

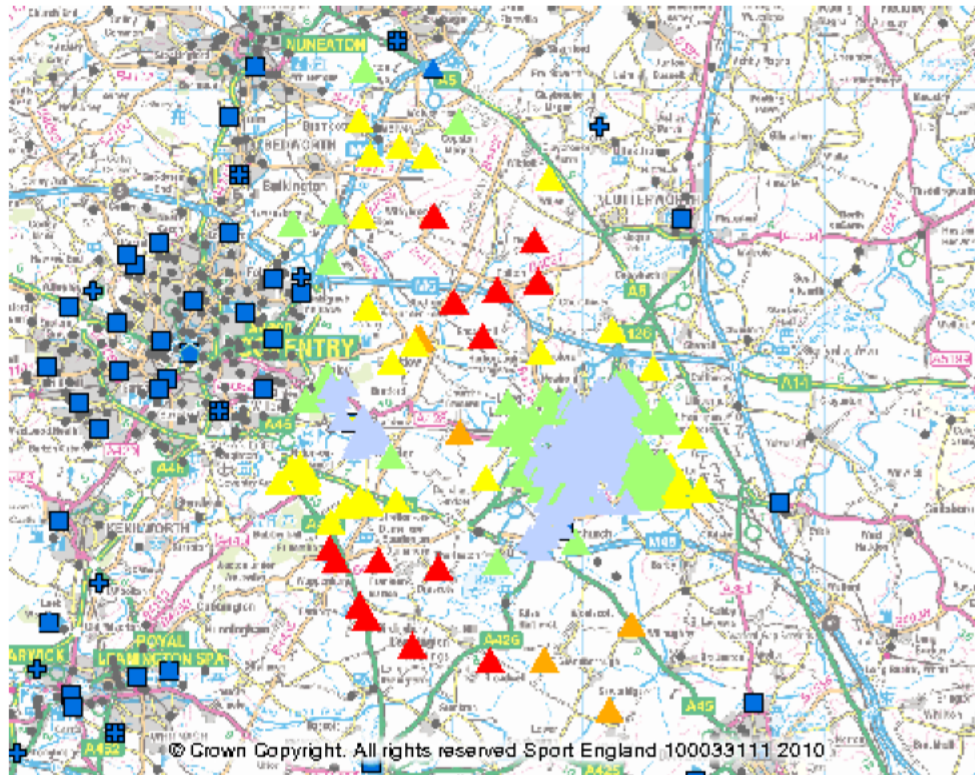


Time to the Nearest site

Facility type:	Swimming Pool
Sub Facility Type:	All
Number of Lanes:	>= 4
Local Authority:	Rugby District
Travel Type:	Travel Time
Mode of Travel:	By Car






Symbol	Range (minutes)
▲	3.12 - 5.59
▲	5.6 - 8.06
▲	8.07 - 10.53
▲	10.54 - 13
▲	13.01 - 15.47

Travel Time Walking



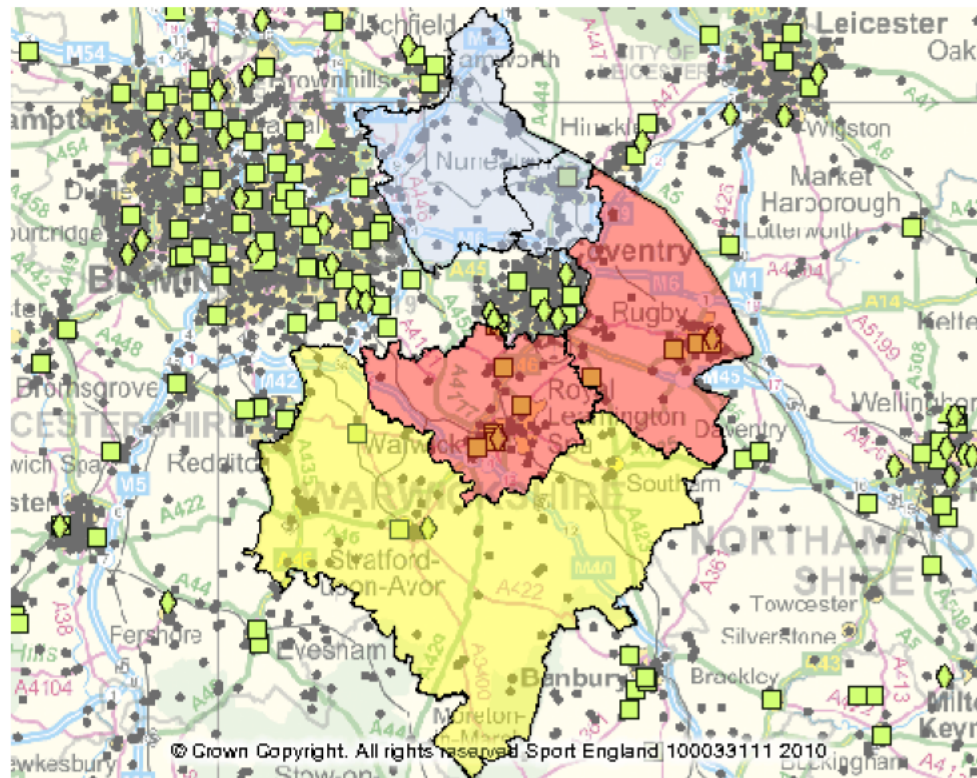
Time to the Nearest site

Facility type: Swimming Pool
Sub Facility Type: All
Local Authority: Rugby District
Travel Type: Travel Time
Mode of Travel: By Walk

Symbol	Range (minutes)
	2.1 - 21.48
	21.49 - 40.86
	40.87 - 60.24
	60.25 - 79.62
	79.63 - 99

Synthetic Turf Pitches – all types

Provision per 1000 (all types of large size pitch)

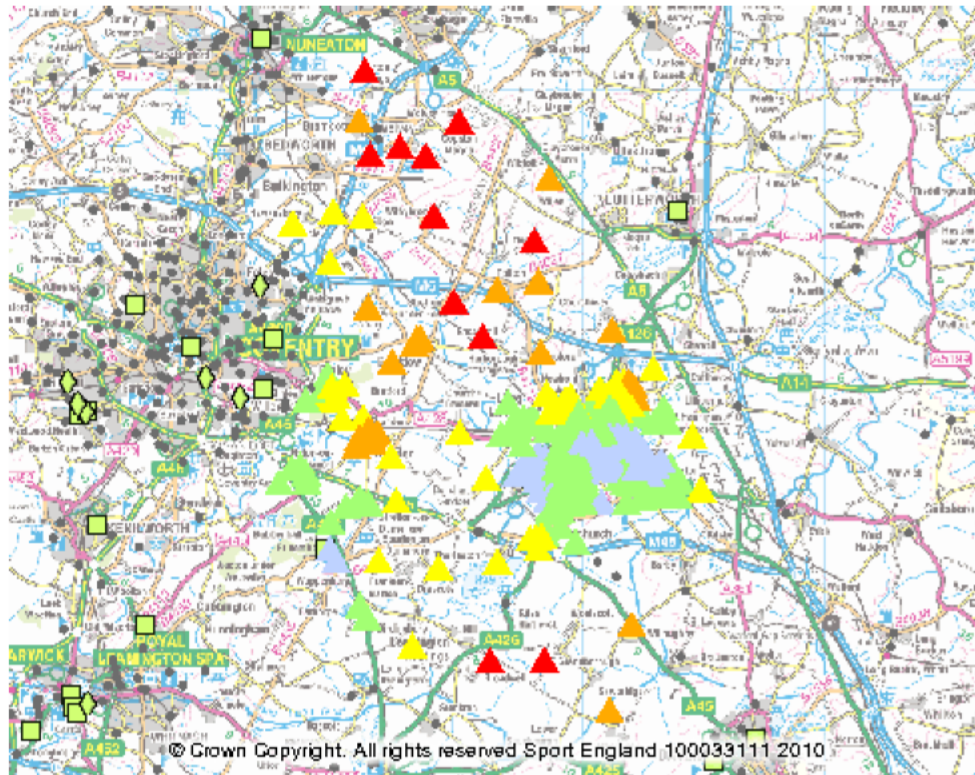


Region : West Midlands Region
 County : Warwickshire County
 Facility Type : Synthetic Turf Pitch
 Facility Sub Type : All
 Facility Unit : Total Number Of Pitches
 Advanced Search Criteria : FloodLit = Yes , Changing Room = Yes






Symbol	Range
Light Blue	0 - 0.014
Yellow	0.029 - 0.042
Red	0.057 - 0.07

England Ratio :	0.04
West Midlands Region Ratio:	0.04
Warwickshire County Ratio:	0.04
Rugby Borough Ratio:	0.07

Travel time by car – all pitch types



Facility type: Synthetic Turf Pitch
Sub Facility Type: All
FloodLit: Yes
Changing Rooms: Yes
Local Authority: Rugby District
Travel Type: Travel Time
Mode of Travel: By Car

Symbol	Range (minutes)
	3.12 - 5.632
	5.633 - 8.144
	8.145 - 10.656
	10.657 - 13.168
	13.169 - 15.68