Rugby Borough Council

Sports Facilities Strategy

and

Playing Pitch Strategy

FINAL
REPORT

May 2011

Nortoft Partnerships Limited
2 Green Lodge Barn, Nobottle, Northampton NN7 4HD
Tel: 01604 586526 Fax: 01604 587719
Email: info@nortoft.co.uk Web: www.nortoft.co.uk

TABLE OF CONTENTS

TABLE OF FIGURES

APPENDICES

INTRODUCTION TO THE COMBINED REPORT

1. This Strategy report combines the Sports Facilities Strategy with the Playing Pitch Strategy, to provide a single sports focused report addressing the major planning and facility issues facing the Borough in the period up to 2026.

2. The report has three sections:

   - Part 1 Background information and population forecasting, Implementation, phasing and review
   - Part 2 Sports Facilities Strategy
   - Part 3 Playing Pitch Strategy

3. The Executive Summary combines the key information from all three parts.

PART 1: BACKGROUND, POPULATION AND IMPLEMENTATION

INTRODUCTION

4. This Part of the combined Strategy Report brings together the background, key drivers and baseline information which underpin both the Sport Facilities Strategy and the Playing Pitch Strategy.

5. Comprehensive strategies covering the period up to 2026 are required for Rugby Borough Council to enable the effective delivery of leisure services across the District and to ensure that a strategic network of facilities and playing fields are in place to cater for the needs of the current and expected future population.

6. The Strategies will also provide the evidence base for relevant planning policies, giving guidance on the phasing of facilities to meet new growth, and the priorities for other investment.

KEY DRIVERS

7. The priorities of Rugby Borough Council's Corporate Strategy 2008-2011 are:

- Provide high quality leisure and cultural facilities;
- Develop opportunities for people to enjoy a healthy lifestyle;
- Increase activities for young people;
- Improve access to leisure opportunities in rural areas;
- Develop private and public partnerships to deliver value for money services to customers.

8. The adopted Sport and Recreation Strategy 2009-2012 sees the vision for the Borough as 'an active and healthy community'. It states that this can only be realised by:

- Changing the culture and community view of sport and activity;
- Addressing the key inactivity trends and barriers to participation;
- Bringing together all partners to use sport and active recreation to improve the quality of people's lives by creating sustainable opportunities to start, stay and succeed in sport and active leisure activities.

9. The government has an aspiration to increase rates of participation in sport and active recreation, and therefore when modelling the potential demand for facilities within these Strategies, an increase in participation of 1% per annum has been assumed.

10. This approach also reflects the policy of the Rugby Active Network, which has the increase in participation as one of its three aims:

- To increase number of people taking part in sport and active recreation by 1% year on year;

- To widen access to opportunities for sport and active recreation especially in under-represented groups such as older people, women and girls, ethnic minorities and people with disabilities;
- To bring together and align partners' existing priorities and targets within one joined up local action plan for sport based on the needs of the local communities.

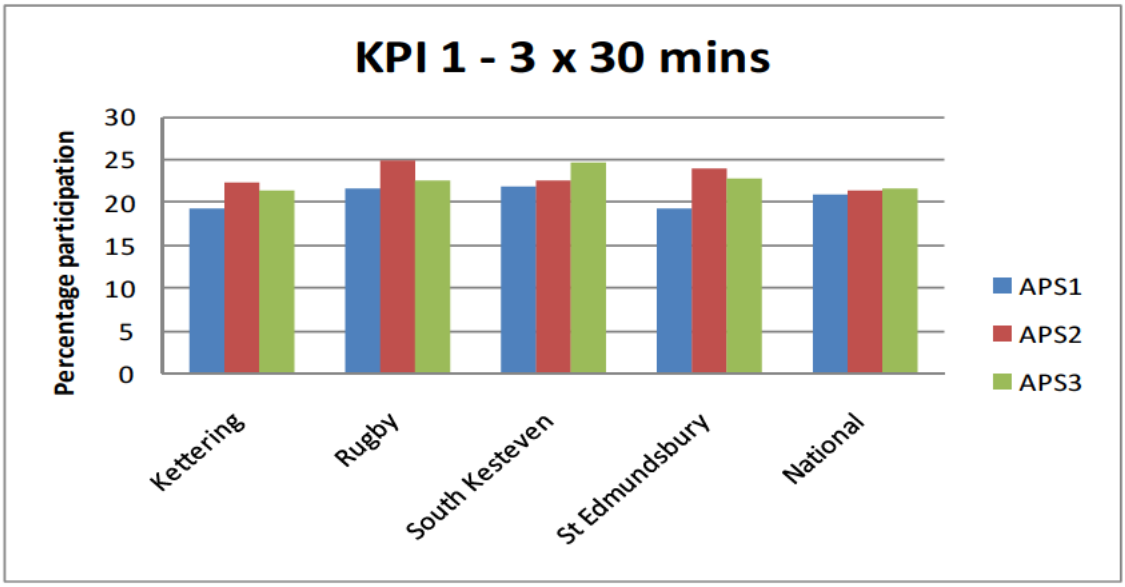
PARTICIPATION

The Active People Survey

11. The Active People survey measures a range of Key Performance Indicators (KIPs) relating to participation in sport and active recreation, both at a national and local level. The survey which was commissioned by Sport England, is a series of telephone interviews which have been carried out annually with adults aged 16 and over. The first survey in 2005/06 was conducted with around 363,725 adults in England, but this number was reduced in subsequent years to about 53% of the original sample figure. The reduction in the number of people surveyed means that the outcomes at the local authority level for the overall participation rate are reasonably statistically sound, but this is not generally the case in relation to the rates of participation in individual sports for Active People Survey 2 (APS2) onwards.

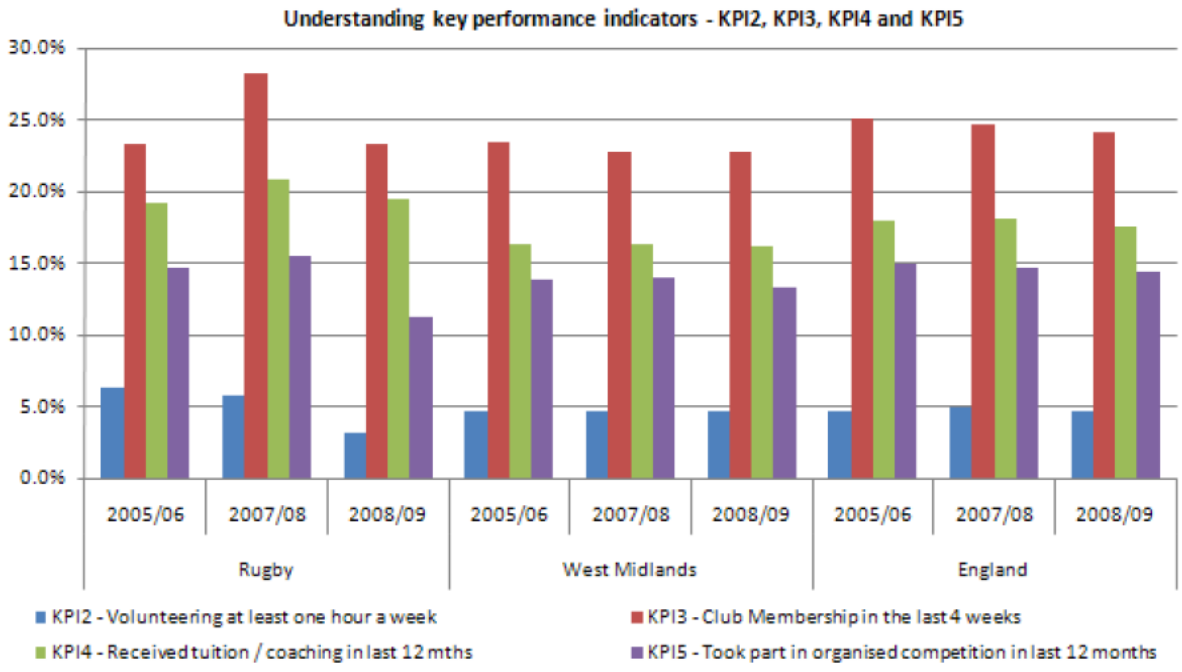
12. Figure 1 shows Rugby's performance in terms of one of the key indicators i.e. participation in moderate physical activity for at least 30 minutes 3 times per week (KPI1), for the three surveys; Active People Survey 1 of 2005/06 (APS1), Active People Survey 2 of 2006/07 (APS2) and Active People Survey 3 2007/08 (APS3). The graph shows that Rugby is performing well against the authorities in its Office of National Statistics (ONS) comparator group, and also against national levels.

Figure 1: KPI 1- Rugby and ONS comparator authorities



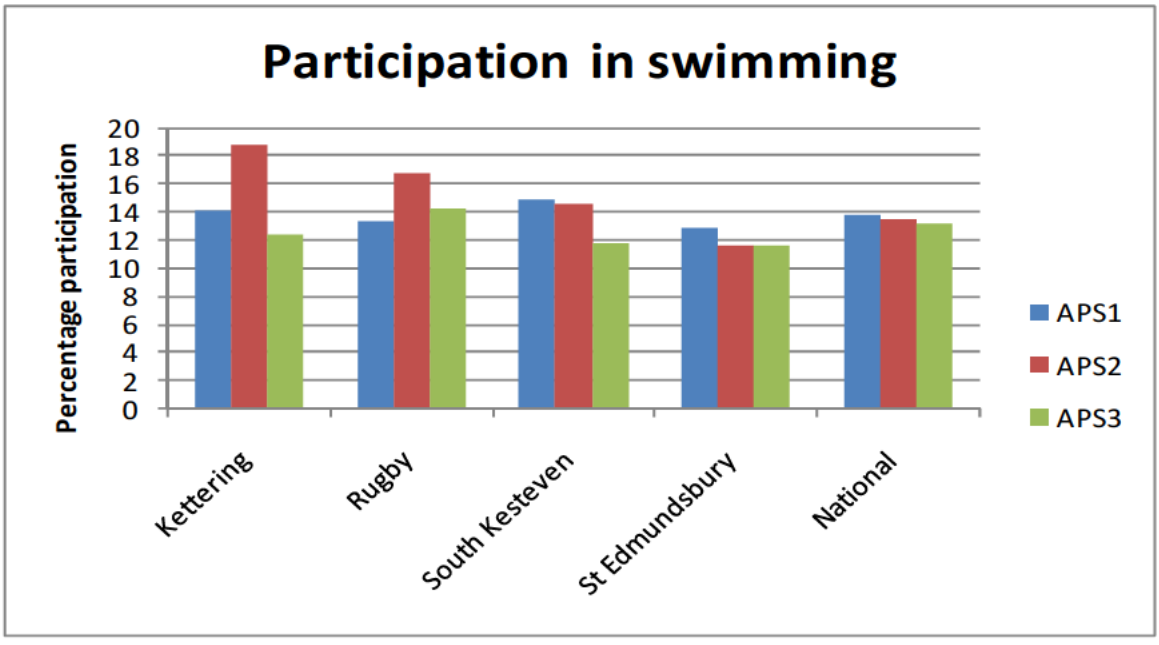
13. Figure 2 shows Rugby's performance in a range of other key indicators, this time measured against the West Midlands and national averages.

Figure 2: KPIs 2,3,4,5 – Rugby, West Midlands and England



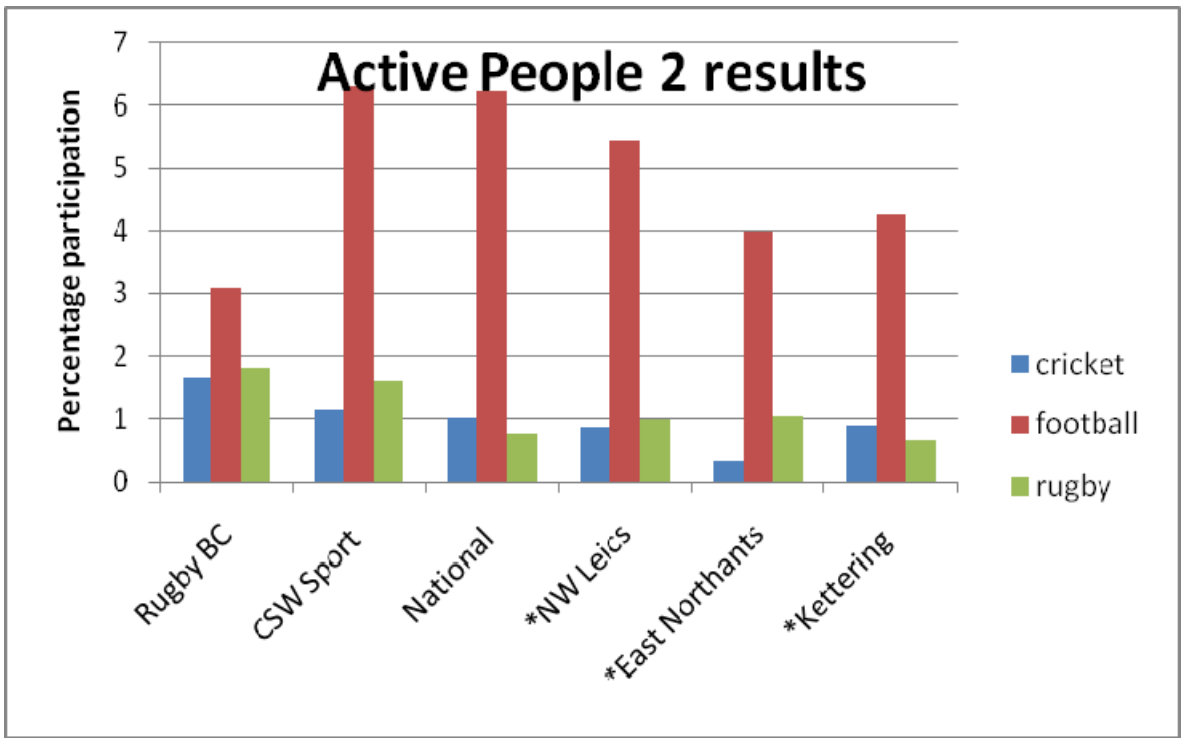
14. Figure 3 shows the level of participation in swimming in Rugby and its comparator authorities. The variation in rates year on year need to be treated with caution as they may reflect the sample size rather than real trends. However it can be seen that swimming participation is approximately in line with the national rates.

Figure 3: Participation in swimming- Rugby and ONS comparator authorities



15. Figure 4 provides a summary of participation in football, cricket and rugby for Rugby Borough and this also shows comparison to the Coventry, Solihull and Warwickshire Sport averages, the national average, and those from some of its Institute of Public Finance (IPF) nearest neighbour authorities. The figures in this graph need to be treated with a high degree of caution. However, they appear to suggest that Rugby has much lower levels of participation in football than elsewhere, but that this is in part compensated for by the relatively higher levels of participation in the sports of rugby and cricket.

Figure 4: Rates of participation in the last four weeks (Active People Survey 2)



***IPF nearest neighbour authorities**

16. The APS information is also a useful source of data about the characteristics of people taking part in each sport or type of active recreation. It forms the basis of market segmentation for sport (see below), and also provides a valuable tool for assessing what facilities are likely to be best supported within each area. Relevant APS sports specific information (from Sport England's Sport Facts) is therefore provided within each facility section. These make reference to the socio-economic groupings, more details about which can be found in Appendix 1.

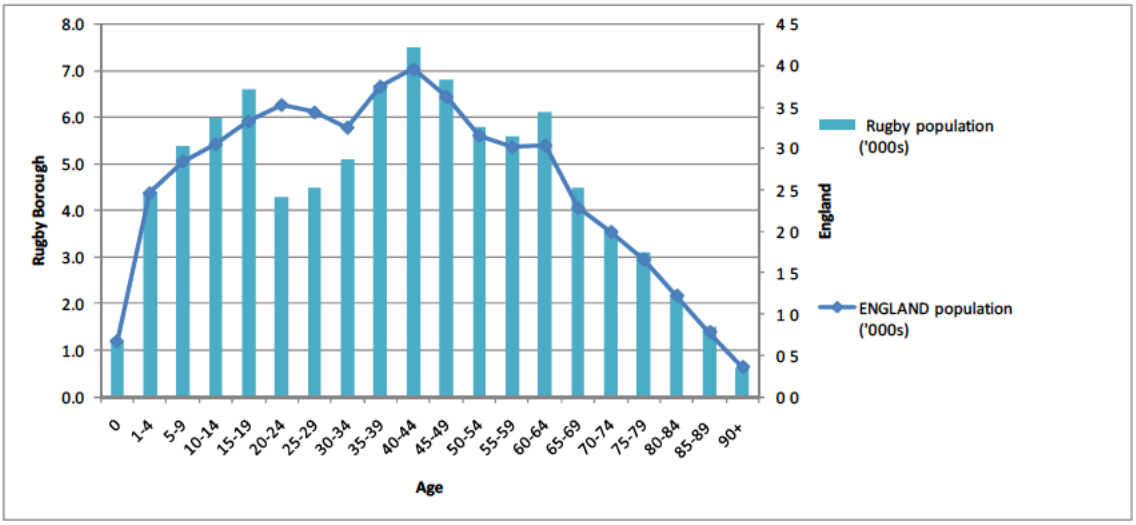
POPULATION

Current population

17. The total population in 2008 (as provided by ONS) was estimated to be 92,700 and there is expected to be growth across much of the authority in the period up to 2026. The population structure of Rugby Borough is slightly different from that of the England average, and this has an impact on the demand for some of the sports facilities. Figure 5 illustrates the population profile, and the dip in the number of those aged 20 through to 35 years should be noted. This dip is particularly important for the current demand for sports halls and in relation to the grass pitch sports of football and rugby, as a high proportion of the demand comes from these age groups.

18.

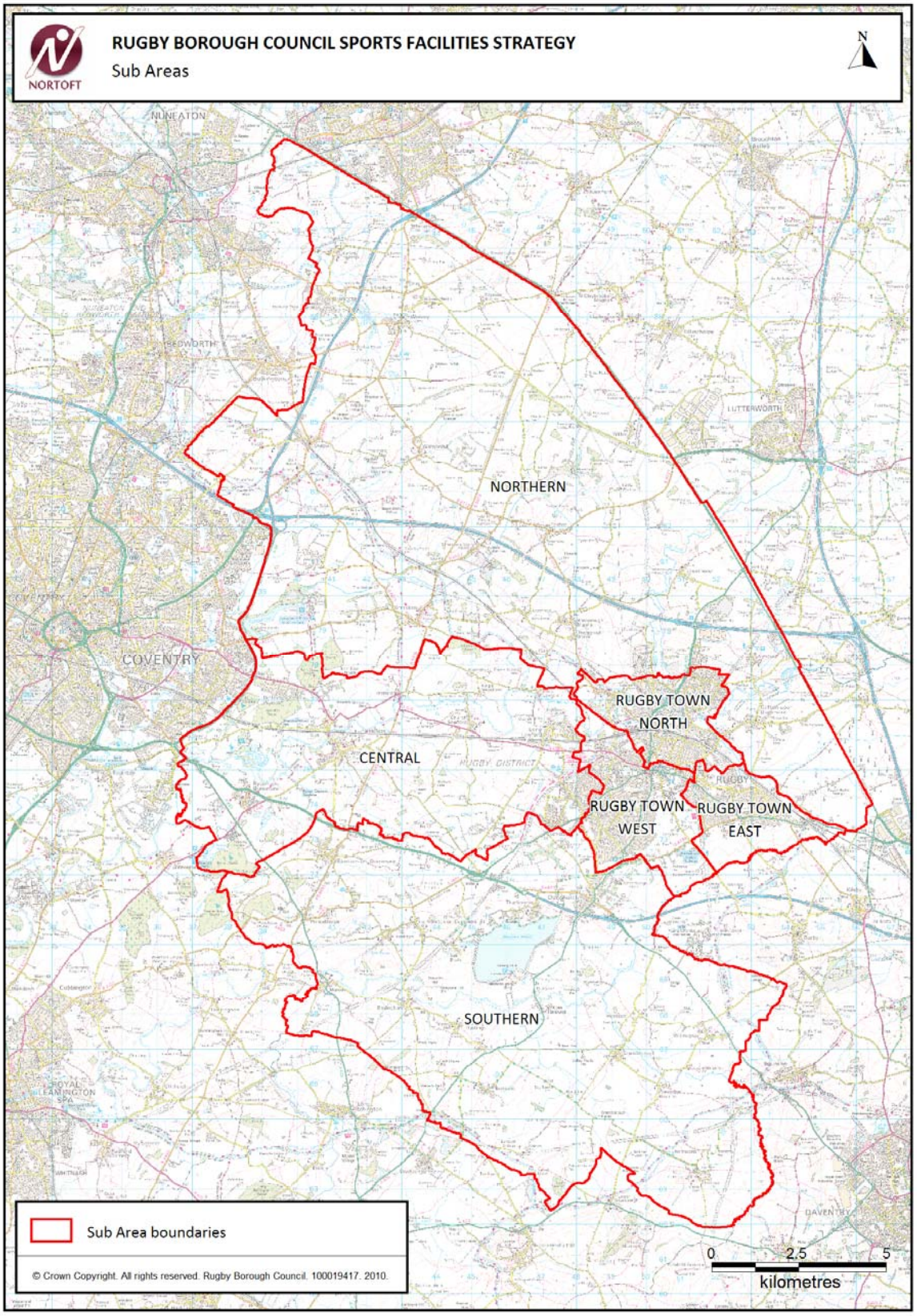
Figure 5: Rugby population structure compared to England



19. In considering the locations for the smaller sport and recreation facilities, it is useful to consider the characteristics of different areas of the authority. For the larger built facilities this sub-area breakdown is usually not essential, but it is very important for facilities such as multi-use-games areas, outdoor bowls, and grass football pitches, as each sport or activity attracts a different age group.

20. Rugby BC does not have any 'standardised' sub-areas used for planning but has previously used a sub-area approach in the 'Locality Profiles' produced in 2008. These are largely based on the Lower Super Output Area boundaries. The Strategies use approximately the same sub-areas, but with the Middle Super Output Area (MSOA) boundaries instead, as these are the lowest geographical unit for which population data is available in 5 year (quinary) age bands. Quinary data is the essential starting point for the playing field methodology as each age group has different demands in terms of sport. The sub-areas used for the Strategies are illustrated by Figure 6.

Figure 6: Strategy sub-areas



21. The current population of the sub-areas is taken from the ONS Middle Super Output Areas 2008 estimates (experimental series), see Figure 7 below. It should be noted that the sum of the populations for the MSOAs is approximately 1000 people more than the whole-authority estimate. Although there is a difference in these two sets of ONS figures, the number of people is not significant when compared to the total population, and will have no impact on the findings of the report.

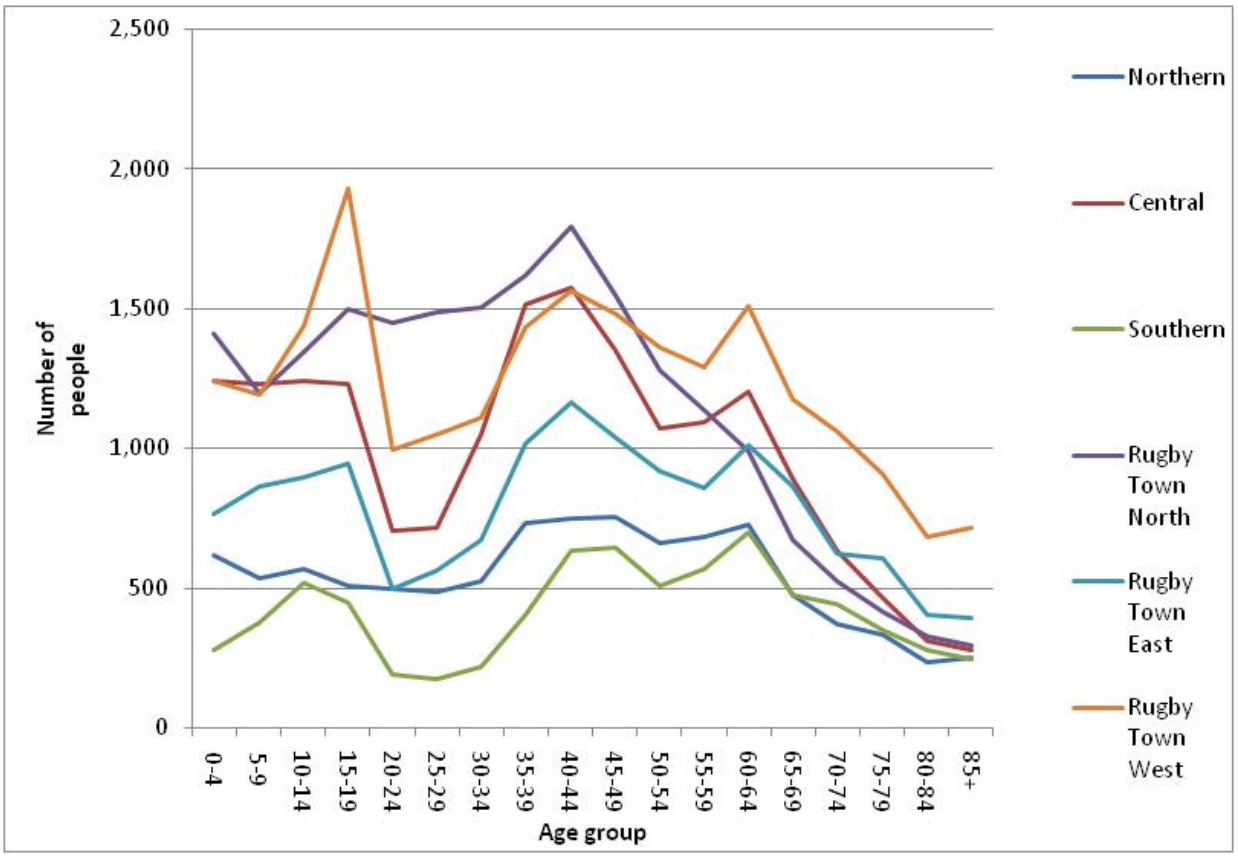
Figure 7: Population of each sub-area 2008

	Sub-area						Total authority
	Northern	Central	Southern	Rugby Town North	Rugby Town East	Rugby Town West	
0-4	616	1243	280	1408	765	1241	5,553
5-9	537	1231	379	1198	866	1194	5,405
10-14	568	1243	521	1345	898	1440	6,015
15-19	507	1232	449	1496	945	1932	6,561
20-24	500	706	193	1450	497	995	4,341
25-29	484	715	177	1486	564	1049	4,475
30-34	527	1052	218	1504	672	1112	5,085
35-39	735	1517	403	1621	1017	1430	6,723
40-44	750	1572	632	1792	1167	1565	7,478
45-49	754	1349	644	1550	1037	1480	6,814
50-54	660	1070	508	1281	920	1363	5,802
55-59	686	1095	569	1139	860	1291	5,640
60-64	725	1204	697	989	1014	1508	6,137
65-69	473	889	474	670	864	1178	4,548
70-74	370	632	441	523	621	1059	3,646
75-79	333	463	348	415	609	910	3,078
80-84	236	314	281	327	405	681	2,244
85+	251	280	248	294	392	715	2,180
All Ages	9,712	17807	7462	20488	14113	22143	91,725

22. This table is illustrated as a graph in Figure 8. The main points to note are:

- There is a difference in total population between the sub-areas, ranging from around 7,500 in the Southern area to almost three times this number in Rugby Town North;
- The age structures of the sub-areas are very similar (all showing a dip in those aged 20-35 years), with the exception of Rugby Town North which reflects the previous housing growth in this area;
- The high peak in teenagers in Rugby Town West.

Figure 8: Population of sub-areas in 2008

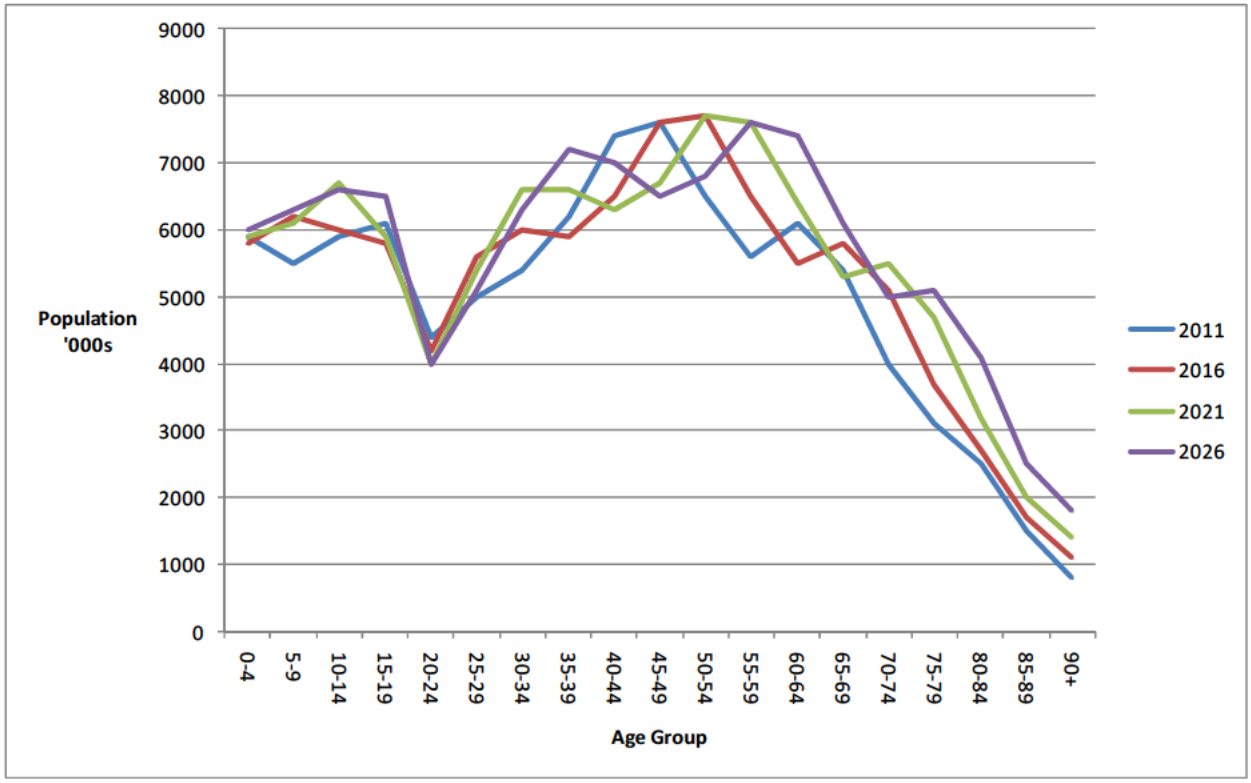


Population forecasts

23. Figure 9 illustrates the ONS's population forecasts for Rugby Borough over the period up to 2026. This profile largely excludes housing growth over and above the existing natural growth of the area. The variations across the authority between the sub-areas are smoothed out by this whole-authority estimate, and although the 'average' is a good indication of future population in most sub-areas, the implications of the existing variations in Rugby Town North and Rugby Town West need to be taken into account at the local level.

24. Particular points to note are: that the dip in those aged approximately 20-35 years will continue, even in the longer term; and the increasing numbers of older people, including the very old.

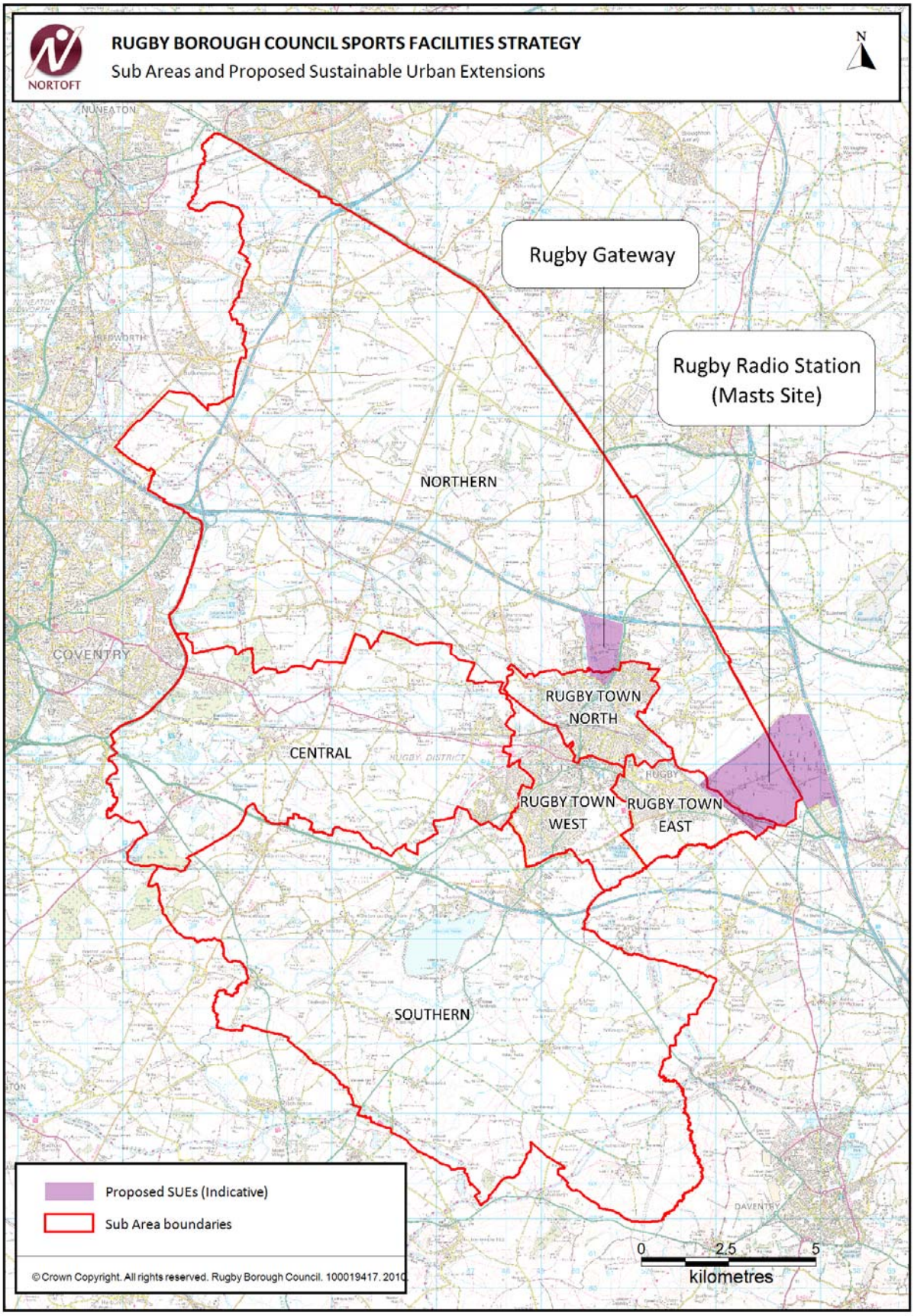
Figure 9: ONS population forecast Rugby Borough to 2026



25. As the ONS projections only partially take into account the proposed housing growth, it is necessary to calculate the expected populations by including the implications of the additional housing, based on the housing trajectory provided by Rugby BC. This is trajectory provided as Appendix 2.

26. Within these calculations, the different characteristics of the housing sites need to be taken into account to estimate the populations which will arise from them. The two Core Strategy Allocation sites (Sustainable Urban Extensions or SUEs) are likely to have a mix of dwellings which are attractive to families, and a housing multiplier of 2.5 is used to calculate the number of people who will live on these sites by completion of the development. The locations of these sites can be seen in Figure 10 below.

Figure 10: Sustainable Urban Extension locations



27. Research from Milton Keynes has demonstrated that the characteristics of new populations in the SUEs are likely to be substantially different from those of the established areas of housing. These therefore need to be treated separately for the assessment for sports facilities. More detail on the approach adopted is provided below.

28. The other housing sites are based on relatively smaller pockets of land scattered across the urban area of Rugby Town, and the dwellings here are likely to be attractive to a wider range of households. For these sites, the current average number of people per dwelling has been used to estimate the new population (a housing multiplier of 2.35) and the characteristics of the new population living in these areas is expected to be similar to that of Rugby as a whole.

29. The spread of these new dwellings is uneven across the authority, as demonstrated by Figure 11.

Figure 11: Housing estimates from housing trajectory

Sub-area	Number of dwellings 2008/09-2010/11	Housing multiplier	Total additional population 2008-2011
Central	135	2.35	317
Northern	201	2.35	472
	0	2.5	0
Southern	58	2.35	136
Rugby Town East	53	2.35	125
Rugby Town North	316	2.35	743
Rugby Town West	347	2.35	815
	1110		**2609**

Sub-area	Number of dwellings 2011/12-2015/16	Housing multiplier	Total additional population 2011-2016	Total additional population 2008-2011	Total additional population by 2016
Central	580	2.35	1363	317	1680
Northern	187	2.35	439	472	912
	1090	2.5	2725	0	2725
Southern	29	2.35	68	136	204
Rugby Town East	375	2.35	881	125	1006
Rugby Town North	652	2.35	1532	743	2275
Rugby Town West	157	2.35	369	815	1184
	3070		**7378**	**2609**	**9987**

Sub-area	Number of dwellings 2016/17-2020/21	Housing multiplier	Total additional population 2016-2021	Total additional population 2008-2011	Total additional population 2011-2016	Total additional population by 2021
Central	344	2.35	808	317	1363	2489
Northern	0	2.35	0	472	439	912
	2885	2.5	7213	0	2725	9938
Southern	28	2.35	66	136	68	270
Rugby Town East	0	2.35	0	125	881	1006
Rugby Town North	373	2.35	877	743	1532	3151
Rugby Town West	0	2.35	0	815	369	1184
	3630		**8963**	**2609**	**7378**	**18950**

Sub-area	Number of dwellings 2021/22-2025/26	Housing multiplier	Total additional population to 2021-2026	Total additional population 2008-2011	Total additional population 2011-2016	Total additional population 2016-2021	Total additional population by 2026
Central	0	2.35	0	317	1363	808	2489
Northern	0	2.35	0	472	439	0	912
	2325	2.5	5813	0	2725	7213	15750
Southern	0	2.35	0	136	68	66	270
Rugby Town East	0	2.35	0	125	881	0	1006
Rugby Town North	0	2.35	0	743	1532	877	3151
Rugby Town West	0	2.35	0	815	369	0	1184
	2325		**5813**	**2609**	**7378**	**8963**	**24762**
Total dws	**10135**						

Calculating the population forecasts

30. As the ONS population projections are only available at the whole authority level, the following approach has been taken to estimate the population for each sub-area of the authority at 2011, 2016, 2021 and 2026.

Step 1	Use the Middle Super Output Area data as the starting point for each sub-area.
For each of 2011, 2016, 2021 and 2026	
Step 2	Calculate the percentage of population at each quinary age group for each milestone year of 2011, 2021, 2026. Apply this age structure to the whole authority population figure of 2008.
Step 3	Add the estimated populations for each sub-area of the non-SUE housing, and apply the ONS age structure for that year.
Step 4	Add for the Northern area the population estimates for the Rugby Radio Station site and the Rugby Gateway site, using population profile from SUE model and the anticipated number of dwelling completions by the relevant date of 2021, and 2026.
Step 5	For each sub-area add together the estimated populations for each quinary age band from: ONS 2008 population but with changed age profile, new population from non-SUE housing, new population from SUE housing.
Step 6	Calculate total population for each age group for: each sub-area at 2011, 2016, 2021 and 2026, and the whole authority.
Step 7	Apply the population estimates to the modelling to estimate the demand for sports facilities and playing pitches.

31. The detailed calculations are provided in detail in Appendix 2, but are summarised in Figure 12 below, together with the population in 2008 for comparison purposes.

Figure 12: Quinary age estimates 2008 and 2026 by sub-area

	Northern 2008	Northern 2026	Central 2008	Central 2026	Southern 2008	Southern 2026	RT North 2008	RT North 2026	RT West 2008	RT West 2026	RT East 2008	RT East 2026	Total 2008	Total 2026
0-4	616	2374	1243	1138	280	434	1408	1326	1241	1309	765	848	**5600**	**7429**
5-9	537	2201	1231	1195	379	456	1198	1392	1194	1375	866	891	**5400**	**7509**
10-14	568	2057	1243	1252	521	477	1345	1458	1440	1440	898	933	**6000**	**7617**
15-19	507	1709	1232	1233	449	470	1496	1436	1932	1418	945	919	**6500**	**7185**
20-24	500	1122	706	759	193	289	1450	884	995	873	497	566	**4200**	**4492**
25-29	484	1850	715	967	177	369	1486	1127	1049	1113	564	721	**4700**	**6147**
30-34	527	2462	1052	1195	218	456	1504	1392	1112	1375	672	891	**5300**	**7770**
35-39	735	2522	1517	1366	403	521	1621	1591	1430	1571	1,017	1018	**6900**	**8588**
40-44	750	2164	1572	1328	632	506	1792	1546	1565	1527	1,167	990	**7600**	**8062**
45-49	754	1583	1349	1233	644	470	1550	1436	1480	1418	1,037	919	**6900**	**7059**
50-54	660	1429	1070	1290	508	492	1281	1502	1363	1484	920	961	**5900**	**7158**
55-59	686	1074	1095	1442	569	550	1139	1679	1291	1658	860	1075	**5700**	**7477**
60-64	725	1093	1204	1404	697	535	989	1635	1508	1615	1,014	1046	**6200**	**7327**
65-69	473	761	889	1157	474	441	670	1348	1178	1331	864	862	**4600**	**5900**
70-74	370	632	632	948	441	362	523	1105	1059	1091	621	707	**3700**	**4845**
75-79	333	584	463	967	348	369	415	1127	910	1113	609	721	**3100**	**4881**
80-84	236	427	314	778	281	297	327	906	681	895	405	580	**2300**	**3881**
85+	251	427	280	815	248	211	294	950	715	938	392	607	**2300**	**4050**
All Ages	9,712	26468	17807	20469	7462	7804	20488	23838	22143	23542	14,113	15256	**92700**	**117376**

32. In summary, the impact of including the populations from the new housing will be an increase across most age groups between now and 2026. Particularly notable is the higher number of young people and younger families, as well as more elderly people in the Borough by 2026. There is forecast to be a fall in the number of people aged 45-50 and no change in the number of people aged in their early 20s. These findings are illustrated by Figures 13 and 14.

Figure 13: Population in 2011 compared to 2026 including growth

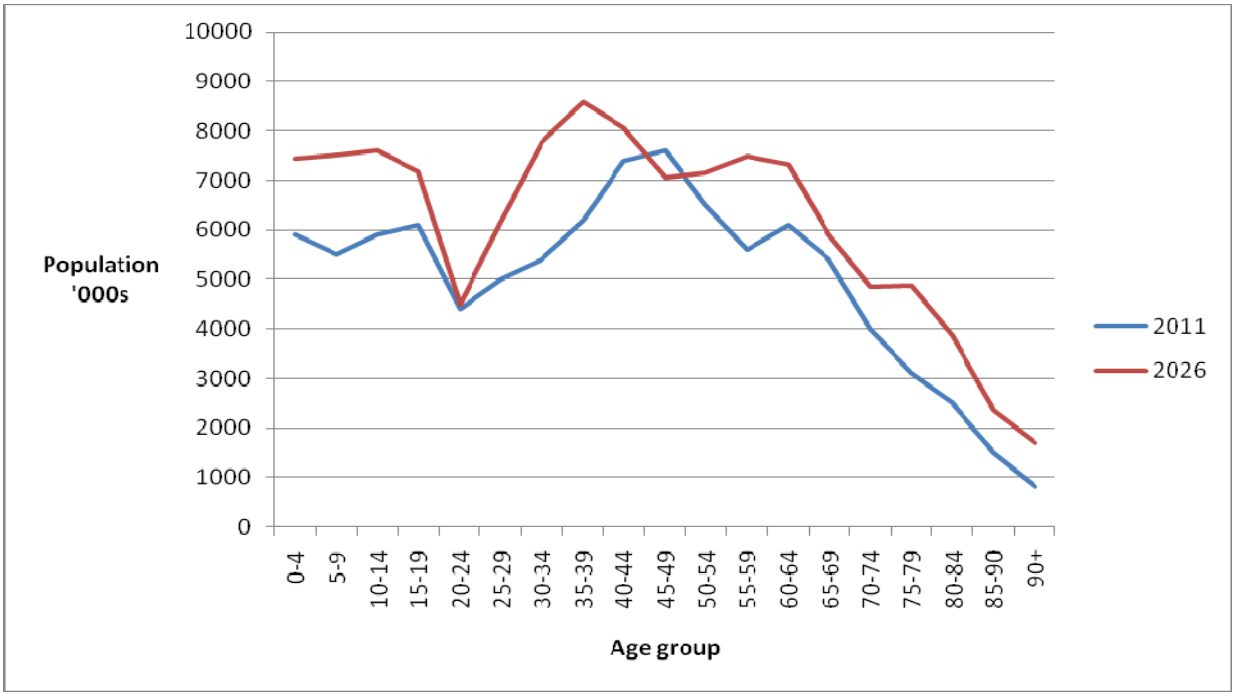
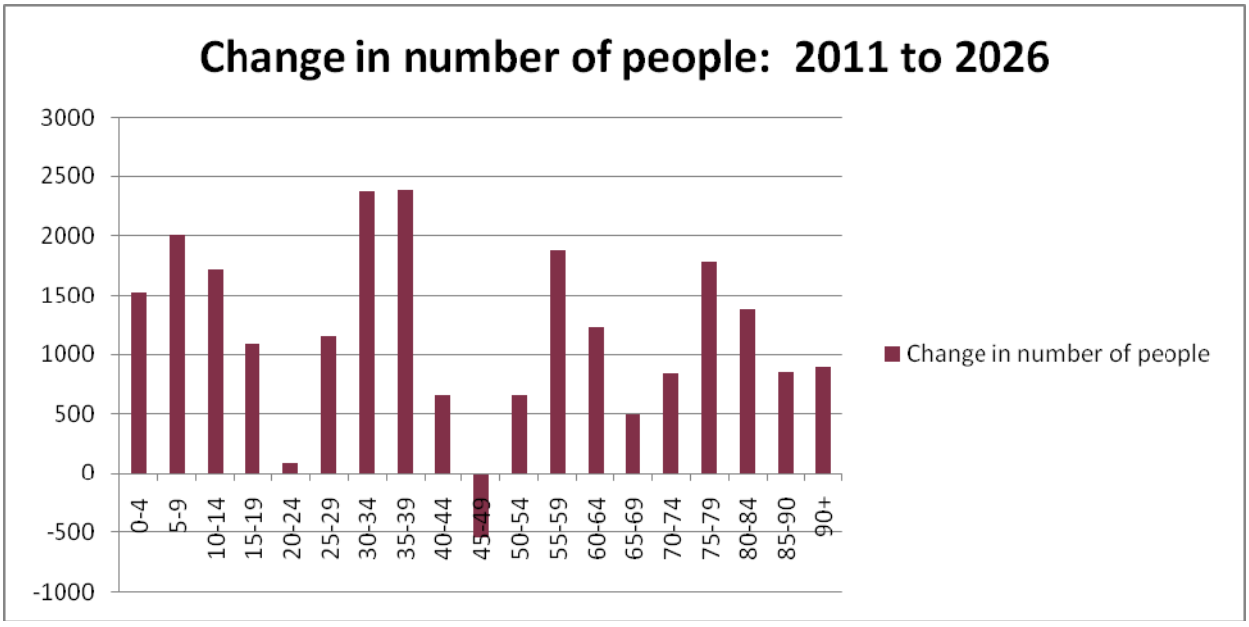


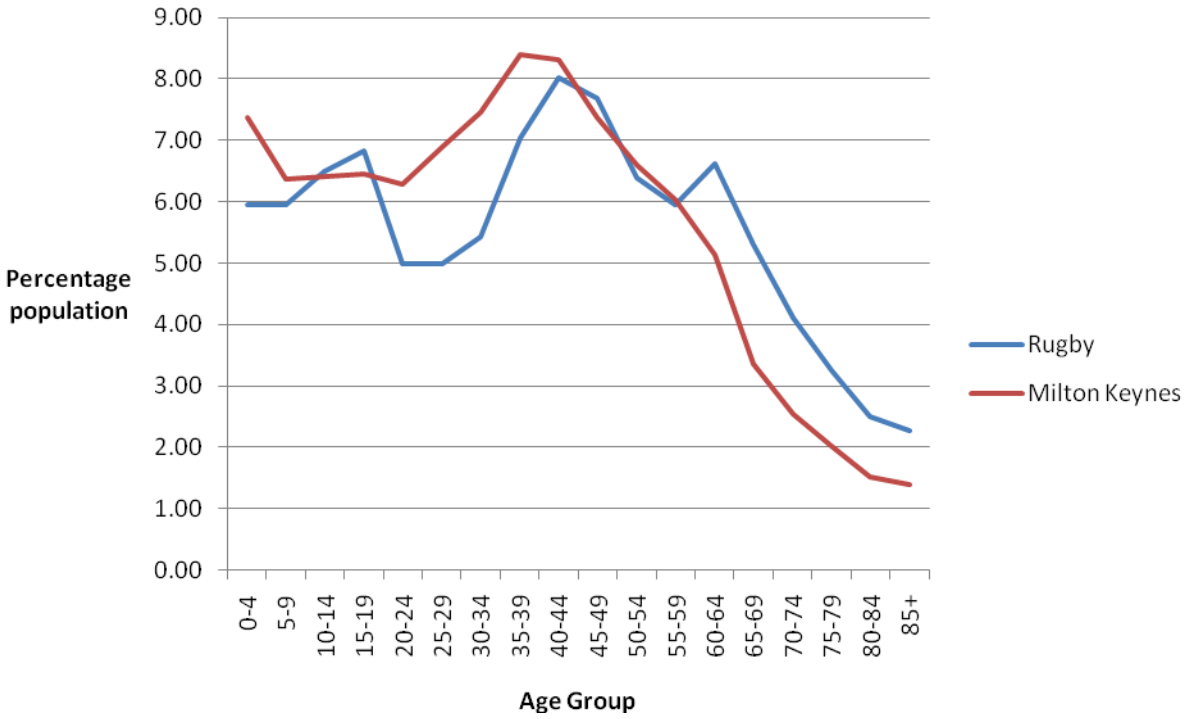
Figure 14: Change in age groups 2009 to 2026, including growth



Sustainable Urban Extension population forecasts

33. It is clear that significant housing growth has a major impact upon the population age structure and that it is appropriate to consider the experience of Milton Keynes as a way of modelling the likely needs of new areas of housing growth within the SUE areas. Figure 15 compares the current population profile of Rugby with that of Milton Keynes. Although both populations have an overall similar outline, there is a higher percentage of younger people and fewer older people in Milton Keynes, and there is a big difference in the percentages of those aged 20-40 years, with much higher rates in Milton Keynes.

Figure 15: Populations of Rugby and Milton Keynes compared



34. Closer inspection of the populations of three expansion areas in Milton Keynes will give a good guide to the characteristics of the Rugby Radio Station and Rugby Gateway SUEs as they develop. Figure 16 compares two areas that were built in the 1980s, and one that was built between 2002 and 2007 in Milton Keynes. These findings suggest that the Milton Keynes expansion areas initially attract those in their 30s-40s, with a large number of school children, particularly those of primary school age. The new populations then become established and age in situ. Over a longer period of time the age profile of the individual expansion areas begins to mirror the overall population profile for the authority.

35. As participation in many sports is much higher amongst the under 45s and because the population profiles for the SUEs will be significantly different from the authorities in which they are situated, it is essential to consider them separately. Assuming the age profiles from Milton Keynes are a useful guide, the highest demand for sports facilities

overall will be at the completion of the building of the new SUEs. The average population profile for one of the newer expansion areas has therefore been calculated (see Figure 17) and has been applied to the Rugby Radio Station and Rugby Gateway SUEs (Figures 18 and 19).

Figure 16: Population profiles for expansion areas of different dates in Milton Keynes

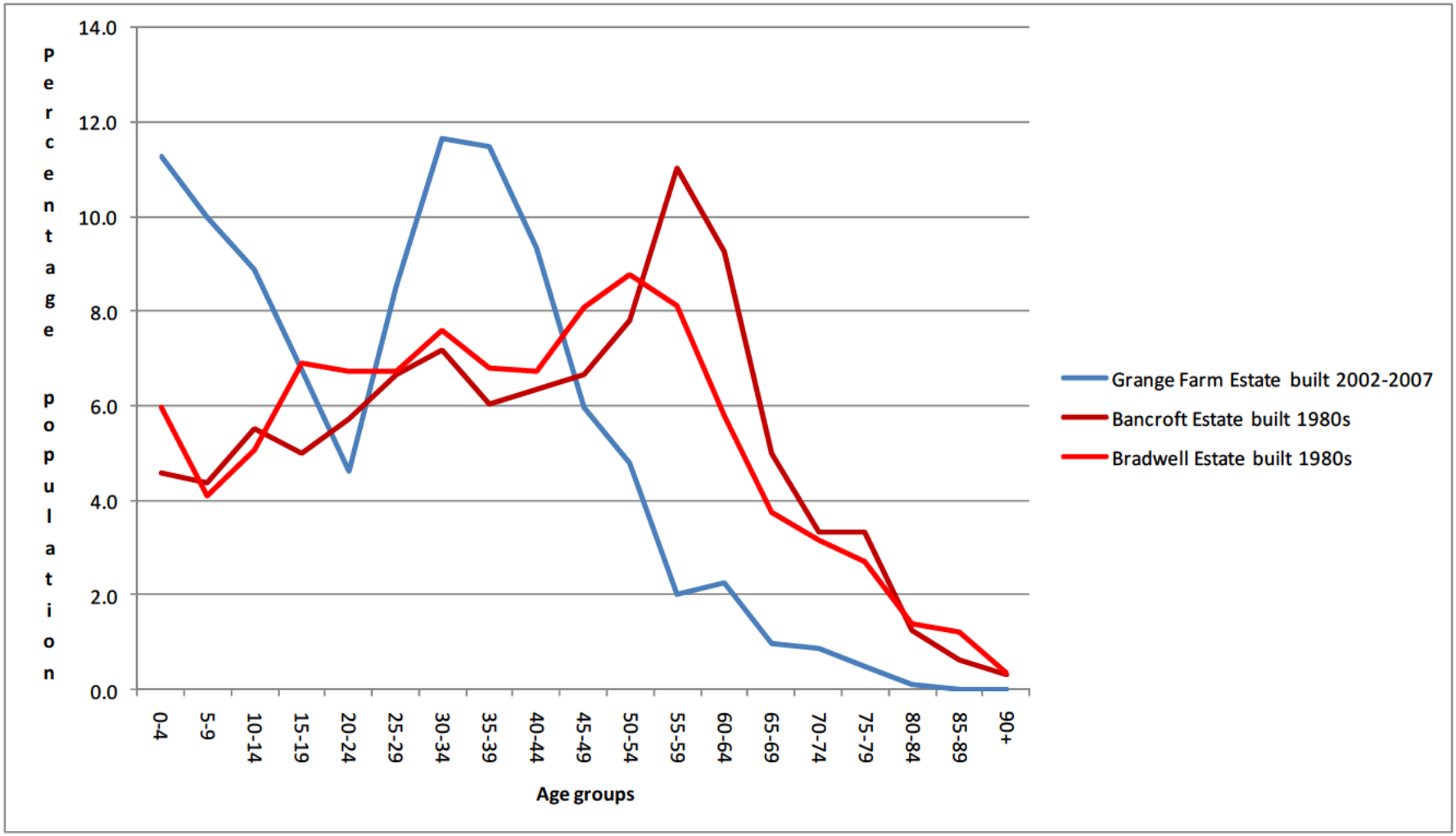


Figure 17: Calculation of the population percentages applied to SUEs – based on Grange Farm Estate in Milton Keynes

	Number of people in Grange Farm estate, Milton Keynes			Sex - %		
Age Band	M	F	Grand Total	M	F	Grand Total
0-4	85	99	184	5.2	6.1	**11.3**
5-9	72	91	163	4.4	5.6	**10.0**
10-14	70	75	145	4.3	4.6	**8.9**
15-19	57	53	110	3.5	3.3	**6.7**
20-24	30	45	75	1.8	2.8	**4.6**
25-29	58	81	139	3.6	5.0	**8.5**
30-34	91	99	190	5.6	6.1	**11.7**
35-39	93	94	187	5.7	5.8	**11.5**
40-44	80	72	152	4.9	4.4	**9.3**
45-49	55	42	97	3.4	2.6	**6.0**
50-54	32	46	78	2.0	2.8	**4.8**
55-59	19	14	33	1.2	0.9	**2.0**
60-64	20	17	37	1.2	1.0	**2.3**
65-69	8	8	16	0.5	0.5	**1.0**
70-74	6	8	14	0.4	0.5	**0.9**
75-79	4	4	8	0.2	0.2	**0.5**
80-84	2		2	0.1	0.0	**0.1**
Grand Total	782	848	1630	48.0	52.0	100

36. The ratio between males and females at each age group varies a little. However when applied at these relatively low population numbers, a simpler 1:1 ratio is easier and just as effective for assessing the demand for different sports.

Figure 18: SUE population estimates –Rugby Radio Station SUE at 2026

Proposed housing as per Core Strategy				**5000**
Housing multiplier applied				**2.5**
Proposed population of SUE/growth site				**12500**
	Total	Male	Female	*Population average at each age group percentage anticipated*
0 - 4	1411	706	706	*11.3*
5 - 9	1250	625	625	*10.0*
10 - 14	1112	556	556	*8.9*
15 - 19	844	422	422	*6.7*
20 - 24	575	288	288	*4.6*
25 - 29	1066	533	533	*8.5*
30 - 34	1457	729	729	*11.7*
35 - 39	1434	717	717	*11.5*
40 - 44	1166	583	583	*9.3*
45 - 49	744	372	372	*6.0*
50 - 54	598	299	299	*4.8*
55 - 59	253	127	127	*2.0*
60 - 64	284	142	142	*2.3*
65 - 69	123	61	61	*1.0*
70 - 74	107	54	54	*0.9*
75 - 79	61	31	31	*0.5*
80 - 84	15	8	8	*0.1*
85-89	0	0	0	*0*
90+	0	0	0	*0*
Totals	12500	6250	6250	

Figure 19: Sustainable Urban Extensions population estimates –Rugby Gateway SUE as at 2021

Proposed housing as per Core Strategy				1300
Housing multiplier applied				2.5
Proposed population of SUE/growth site				3250
	Total	Male	Female	Population average at each age group percentage anticipated
0 - 4	367	183	183	*11.3*
5 - 9	325	163	163	*10.0*
10 - 14	289	145	145	*8.9*
15 - 19	219	110	110	*6.7*
20 - 24	150	75	75	*4.6*
25 - 29	277	139	139	*8.5*
30 - 34	379	189	189	*11.7*
35 - 39	373	186	186	*11.5*
40 - 44	303	152	152	*9.3*
45 - 49	193	97	97	*6.0*
50 - 54	156	78	78	*4.8*
55 - 59	66	33	33	*2.0*
60 - 64	74	37	37	*2.3*
65 - 69	32	16	16	*1.0*
70 - 74	28	14	14	*0.9*
75 - 79	16	8	8	*0.5*
80 - 84	4	2	2	*0.1*
85-89	0	0	0	*0.0*
90+	0	0	0	*0.0*
Totals	3250	1625	1625	

Socio-economic factors

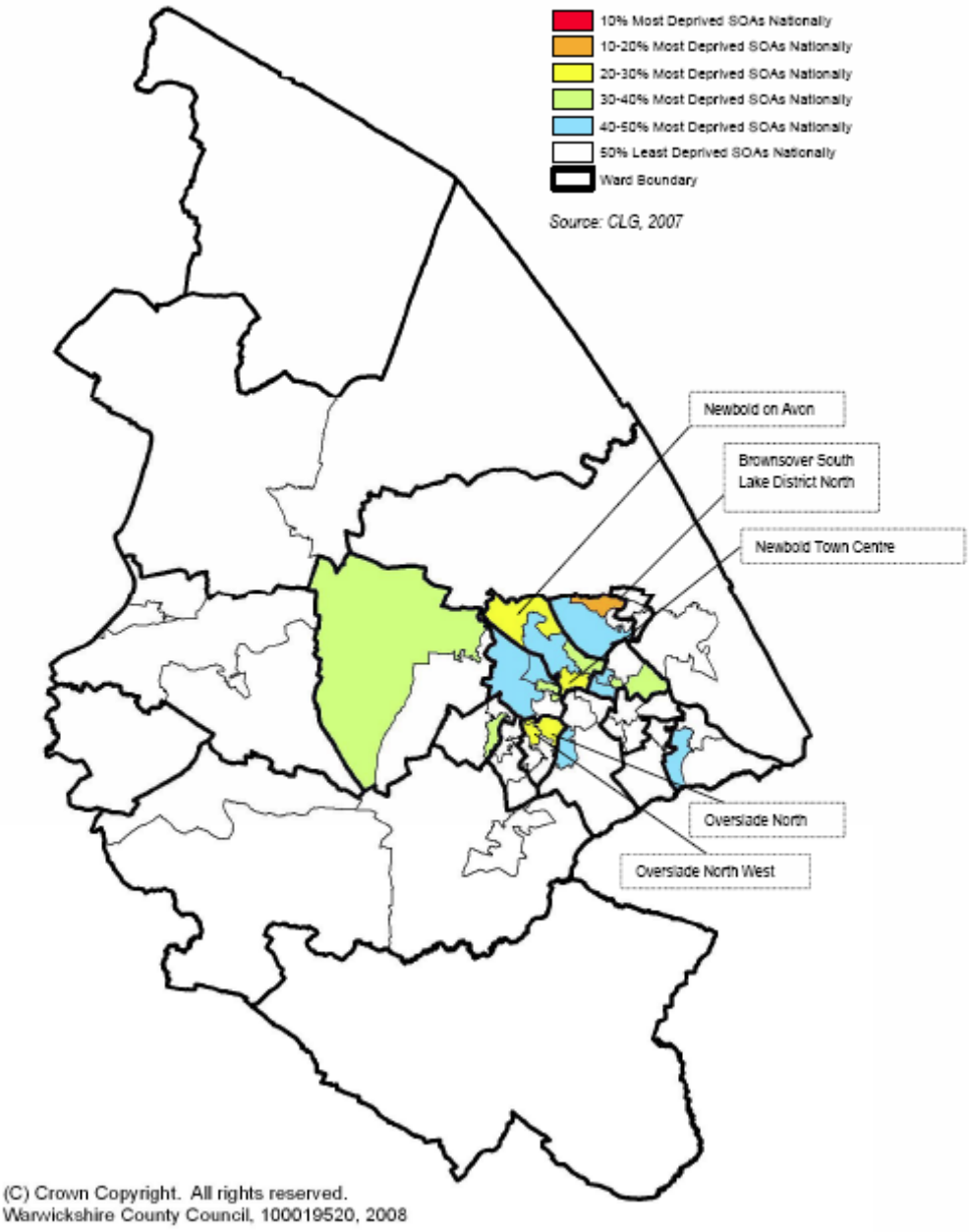
37. Rugby is located in the east of Warwickshire in the West Midlands and is on the border with the East Midlands. The Borough is made up of a mix of both urban and rural areas with just over 60% of the population living within Rugby town itself.

38. The Borough has a higher number of people in the 0-15 age bracket compared to the rest of Warwickshire and the rest of England. Conversely there is a significant dip in the age profile for those aged 20-34, which is likely to be partly explained by the lack of a higher education institution in the Borough.

39. The Index of Multiple Deprivation (IMD) is an indicator that provides an overall deprivation score by Super Output Area (SOAs). Rugby had a total of four SOAs in the top 30% most deprived SOAs in the country in 2004, and this had risen to five by 2007. Nearly 20% of households do not own a car and the majority of these households live within Rugby town. This means that there are issues relating to difficulties in accessing key services such as GPs, supermarkets, primary schools and post offices (in terms of road distances). This also helps to explain why 63% of people both live and work in the Borough. Figure 20 shows the location of the most deprived SOAs in the Borough.

40. The health of people in Rugby is generally better than the England average and rates of early death from heart disease and stroke have decreased over the last 10 years. Levels of obese children are better than the England average, and numbers of obese adults are not significantly different. Levels of physically active adults and children are approximately in line with the England average.

Figure 20: IMD 2007 Rugby Borough

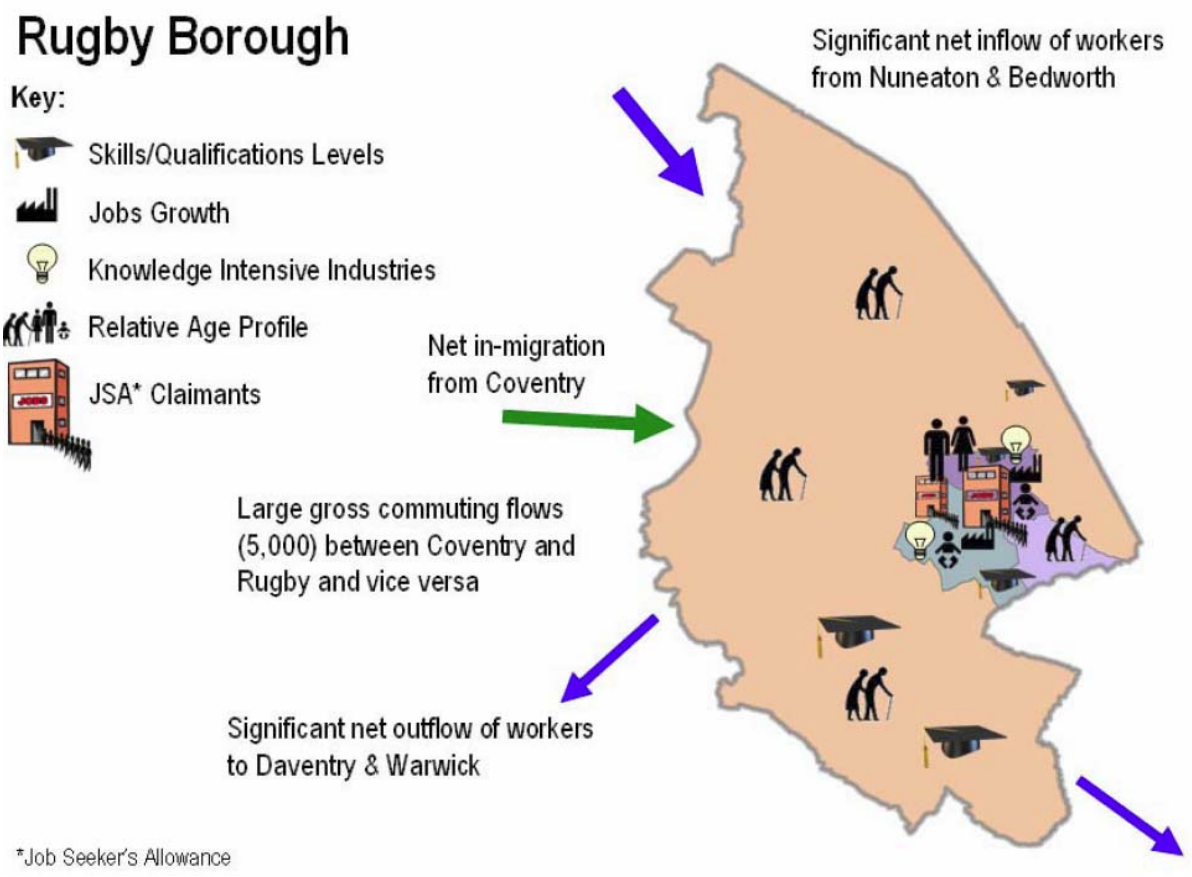


Source: Warwickshire Observatory/IMD CLG

41. The following diagram (Figure 21) is taken from Warwickshire Observatory 'Blueprint' for Rugby. This shows the impact of social, economic and demographic trends over the long term, with consideration given to known infrastructure developments. It shows a relatively small net in-commute of people from Coventry working in Rugby, and a significant number of people commuting in from Nuneaton and Bedworth.

42. There is also an in-migration of approximately 300 people per annum mainly from Coventry, but also Warwick. There is however a large net outflow of people to various local authorities.

Figure 21: Warwickshire Observatory's 'Blueprint' for Rugby Borough



Market Segmentation

43. Sport England has developed nineteen sporting segments to help understand individuals' attitudes and motivations to sports and physical activity and this tool is a useful extension of the other socio-economic mapping available from elsewhere. The information used to develop these segments is derived from information sourced primarily from the Active People Survey, but also from the census, and supplemented with information from other market research surveys. The nineteen segments are as follows:

Figure 22: Market Segments

Segment	Type of person
1	Competitive Male Urbanites
2	Sports Team Lads
3	Fitness Class Friends
4	Supportive Singles
5	Career Focused Females
6	Settling Down Males
7	Stay at Home Mums
8	Middle England Mums
9	Pub League Team Mates
10	Stretched Single Mums
11	Comfortable Mid-Life Males
12	Empty Nest Career Ladies
13	Early Retirement Couples
14	Older Working Women
15	Local 'Old Boys'
16	Later Life Ladies
17	Comfortable Retired Couples
18	Twilight Year Gents
19	Retirement Home Singles

44. Each of the nineteen segments is identified as having different characteristics in relation to patterns of physical activity. Appendix 3 provides more detail on the types of activities which appeal to each, and their motivation for participating in sport. The market segmentation data is available at local authority level as well as lower and middle super output areas.

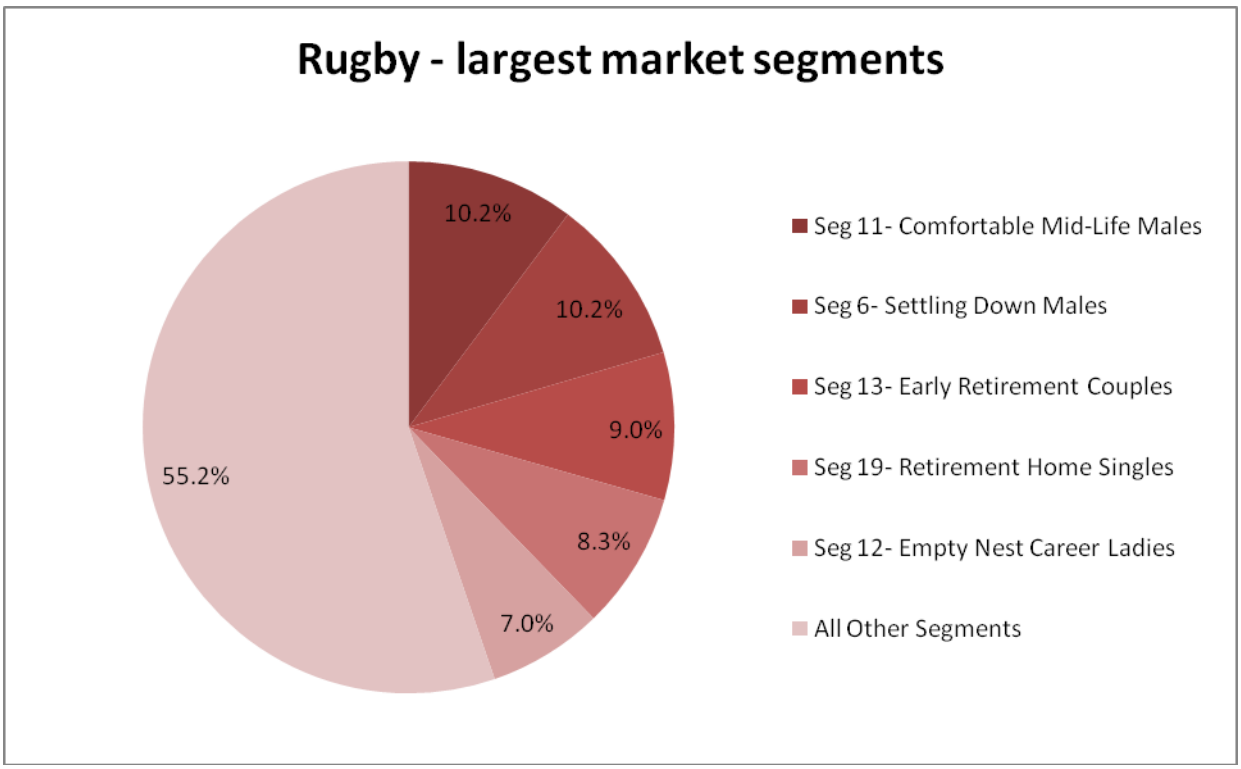
45. Sport England expects the use of the Market Segmentation tool as part of the assessment process for all sports strategies, and here the information has been used in two ways. Firstly, an authority-wide overview of the total population as a pie-chart (Figure 24), and secondly the geographical distribution of dominant market segments by Middle Super Output Area (MSOA), illustrated by the map at Figure 26.

46. It is important to note from the pie chart in Figure 24 that there are some market segments which do not also appear on the map in Figure 26. This is because they are distributed widely across the authority, but do not dominate in any one area. The largest market segments across the authority as a whole, and the sports to which they are attracted are given in Figure 23.

Figure 23: Largest market segments (whole authority)– Top 10 sports participated in (% of segment participating- from Active People Survey 2009-10)

Segment	Sport	
Comfortable Mid-life Males	Cycling (16%)	Athletics (7%)
	Keep fit/gym (15%)	Angling (3%)
	Swimming (12%)	Badminton (3%)
	Football (9%)	Tennis (3%)
	Golf (8%)	Squash/racketball (2%)
Settling Down Males	Cycling (21%)	Golf (7%)
	Keep fit/gym (20%)	Badminton (4%)
	Swimming (15%)	Tennis (4%)
	Football (15%)	Squash/racketball (3%)
	Athletics (13%)	Angling (3%)
Early Retirement Couples	Keep fit/gym (13%)	Athletics (2%)
	Swimming (13%)	Bowls (2%)
	Cycling (8%)	Badminton (2%)
	Golf (6%)	Tennis (1%)
	Angling (2%)	Football (1%)
Retirement Home Singles	Keep fit/gym (10%)	Martial arts (1%)
	Swimming (7%)	Badminton (1%)
	Bowls (3%)	Angling (0.4%)
	Golf (1%)	Table Tennis (0.4%)
	Cycling (1%)	Tennis (0.4%)
Empty Nest Career Ladies	Keep fit/gym (21%)	Badminton (2%)
	Swimming (18%)	Equestrian (2%)
	Cycling (7%)	Golf (2%)
	Athletics (3%)	Martial arts/combat (1%)
	Tennis (2%)	Bowls (1%)

Figure 24: Largest market segments (whole authority)



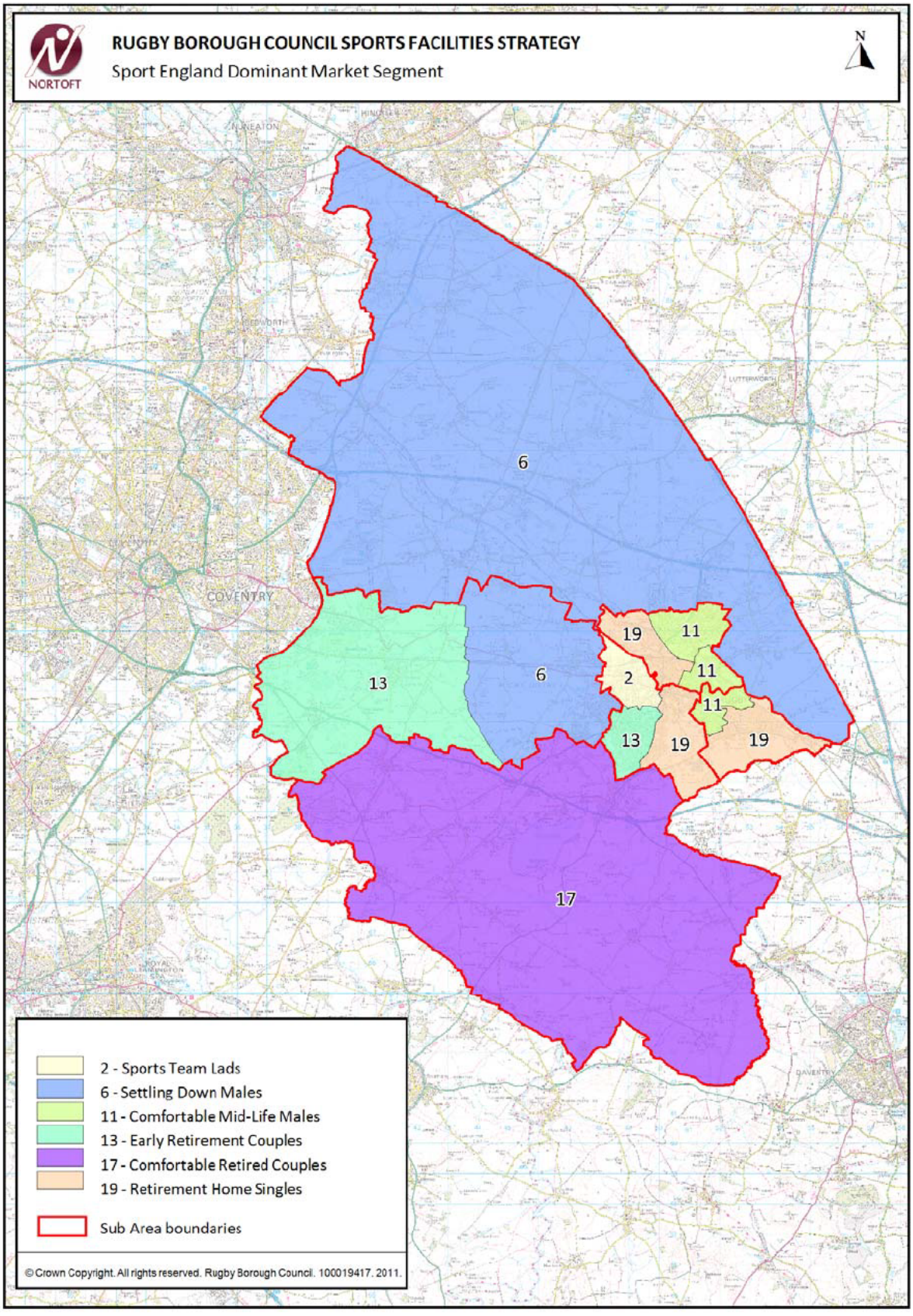
47. Figure 25 provides a summary of the dominant market segments in each MSOA across Rugby, again with the sports to which people are attracted. Although the whole authority (pie chart) and map have mostly the same market segments, three are different; 'Sports Team Lads', 'Comfortable Retired Couples', and 'Empty Nest Career Ladies'.

48. The Market Segmentation map (Figure 26) is a snap-shot of the current picture, and unfortunately is not available as a forecasting tool. However it is likely that the general picture presented by this map will remain largely valid, although the groups will age in many areas. This ageing is picked up in the population analysis.

Figure 25: Largest market segments (MSOA)– Top 10 sports participated in (% of segment participating- from Active People Survey 2009-10)

Segment	Sport	
Sports Team Lads	Football (28%)	Badminton (4%)
	Keep fit/gym (22%)	Tennis (4%)
	Athletics (12%)	Cricket (3%)
	Cycling (12%)	Basketball (3%)
	Swimming (10%)	Golf (3%)
Settling Down Males	Cycling (21%)	Golf (7%)
	Keep fit/gym (20%)	Badminton (4%)
	Swimming (15%)	Tennis (4%)
	Football (15%)	Squash/racketball (3%)
	Athletics (13%)	Angling (3%)
Comfortable Mid-life Males	Cycling (16%)	Athletics (7%)
	Keep fit/gym (15%)	Angling (3%)
	Swimming (12%)	Badminton (3%)
	Football (9%)	Tennis (3%)
	Golf (8%)	Squash/racketball (2%)
Early Retirement Couples	Keep fit/gym (13%)	Athletics (2%)
	Swimming (13%)	Bowls (2%)
	Cycling (8%)	Badminton (2%)
	Golf (6%)	Tennis (1%)
	Angling (2%)	Football (1%)
Comfortable Retired Couples	Keep fit/gym (10%)	Tennis (2%)
	Swimming (9%)	Angling (1%)
	Golf (7%)	Badminton (1%)
	Bowls (4%)	Martial arts/combat (1%)
	Cycling (4%)	Athletics (1%)
Retirement Home Singles	Keep fit/gym (10%)	Martial arts (1%)
	Swimming (7%)	Badminton (1%)
	Bowls (3%)	Angling (0.4%)
	Golf (1%)	Table Tennis (0.4%)
	Cycling (1%)	Tennis (0.4%)

Figure 26: Market Segmentation for Rugby



IMPLEMENTATION

49. In the current economic climate it is important to ensure that all of the available resources are carefully targeted and tailored to meet the needs of the whole community so any initial capital investment and long term revenue commitments can be fully justified.

50. The proposals arising from the Strategy are likely to be funded and supported by a range of partners and new facility provision might be via a mix of public and private sources. There are likely to be an increasing number of innovative partnership arrangements over the next few years both in relation to capital and revenue projects, and consideration should be given by the Borough Council to exploring all of the available options to enable the delivery of the Strategy's proposals.

51. Improving and securing the access to existing facilities on school sites will be a key factor in maintaining a good network of facilities that are available for the community. There are sports facilities at both local authority and independent school sites and in many cases community access is limited. Options for securing and/or improving this access should be a priority.

52. The Building Schools for the Future programme had been seen as a major opportunity to provide for new sports facilities for the community through dual-use with schools. This programme has now been closed but the lessons learnt from the process are important and should be used to inform projects where community use of school sites is being considered, whether this is an existing school, or a new one is being developed for instance in response to housing growth.

Phasing

53. It is not anticipated that all of the proposals within this document will be implemented at the same time. Some sites/proposals require more urgent action than others. However, all of the identified facilities and proposals should by developed by 2026.

54. Where facilities are proposed to relate to new housing growth, the speed of development will necessarily impact upon the speed of provision of new facilities. However, once development is underway the sports facilities should be provided at the earliest opportunity.

Funding

55. Whilst the facilities identified in this Strategy will be spread over a period of years to 2026, significant capital funding will be required to deliver the facilities as well as an ongoing revenue commitment primarily from Rugby Borough Council.

56. Funding sources and programmes vary significantly over time, and there is limited benefit in exploring in detail all of the funds available at this point. As each facility is considered, a variety of options for funding will need to be explored by the authority and the potential developers of each project. These might include, in no particular order:

- Mixed development – perhaps delivering community sports facilities as part of a wider regeneration scheme;
- Developers' Contributions – through the s106, tariff and/or Community Infrastructure Levy (CIL) and Programme of Development (POD) process, by locking the strategy into planning policy;
- Land disposals and partial land development – where agreed as surplus to need;
- Partnership delivery and joint funding - by working with key partners such as Primary Care Trusts;
- Partnership funding - with major sports clubs and their National Governing Bodies of Sport (NGBs), Football Foundation and others;
- Sport England/UK Sport funds;
- Lottery Funds;
- Government funding: Communities and Local Government (CLG) - through Growth Funds (previously known as GAF) – for health, sport and Green Infrastructure as well as area regeneration; also Communities Infrastructure Fund – mainly for transport.

REVIEW AND MONITORING

57. There should be an interim review of this Strategy in 2 years to take account of any changes in housing growth figures and other issues/opportunities not yet anticipated.

58. A full review should be undertaken in 5 years to take account of:

- Variations from the anticipated housing growth patterns;
- General changes in participation and attractiveness of individual sports;
- Technical changes to sport facility requirements;
- The development of new or loss of existing facilities since the Strategy was completed;
- Cross-boundary co-ordination between local authorities;
- Facility investment decisions by Rugby Borough Council

PART 2: SPORTS FACILITIES STRATEGY

INTRODUCTION

59. A comprehensive Sports Facilities Strategy covering the period up to 2026 is required for Rugby Borough Council to enable the effective delivery of leisure services across the District and to ensure that a strategic network of facilities is in place to cater for the needs of the current and future population. This Strategy also provides the evidence base for relevant planning policies, and gives guidance on the phasing of facilities to meet new growth.

60. The earlier stages of this Strategy were produced in tandem with a project considering the future of the Ken Marriott Leisure Centre (KMLC), and the findings from each study informed the other.

61. The Strategy addresses the major facilities used by the community for sport and physical activity, and specifically includes:

- 3+ badminton court sports halls
- Swimming pools greater than 160 sq m
- Synthetic turf pitches
- Athletics tracks
- Health and fitness provision
- Indoor bowls centres
- Indoor tennis centres
- Outdoor tennis

62. The Strategy provides broad guidance on certain specialist facilities including dedicated gymnastics facilities, table tennis, and sailing and canoeing.

63. The strategy process has included an audit of the main built facilities across the Borough to determine the level of community provision and its security. This information has been used to provide the baseline data for the theoretical modelling. In turn, the theoretical outputs are reviewed in the light of information from other sources, including the views of local people, organisations and stakeholders. Finally the recommendations are considered in the light of the financial realities, providing a prioritised list of facility provision for the expanding community up to 2026.

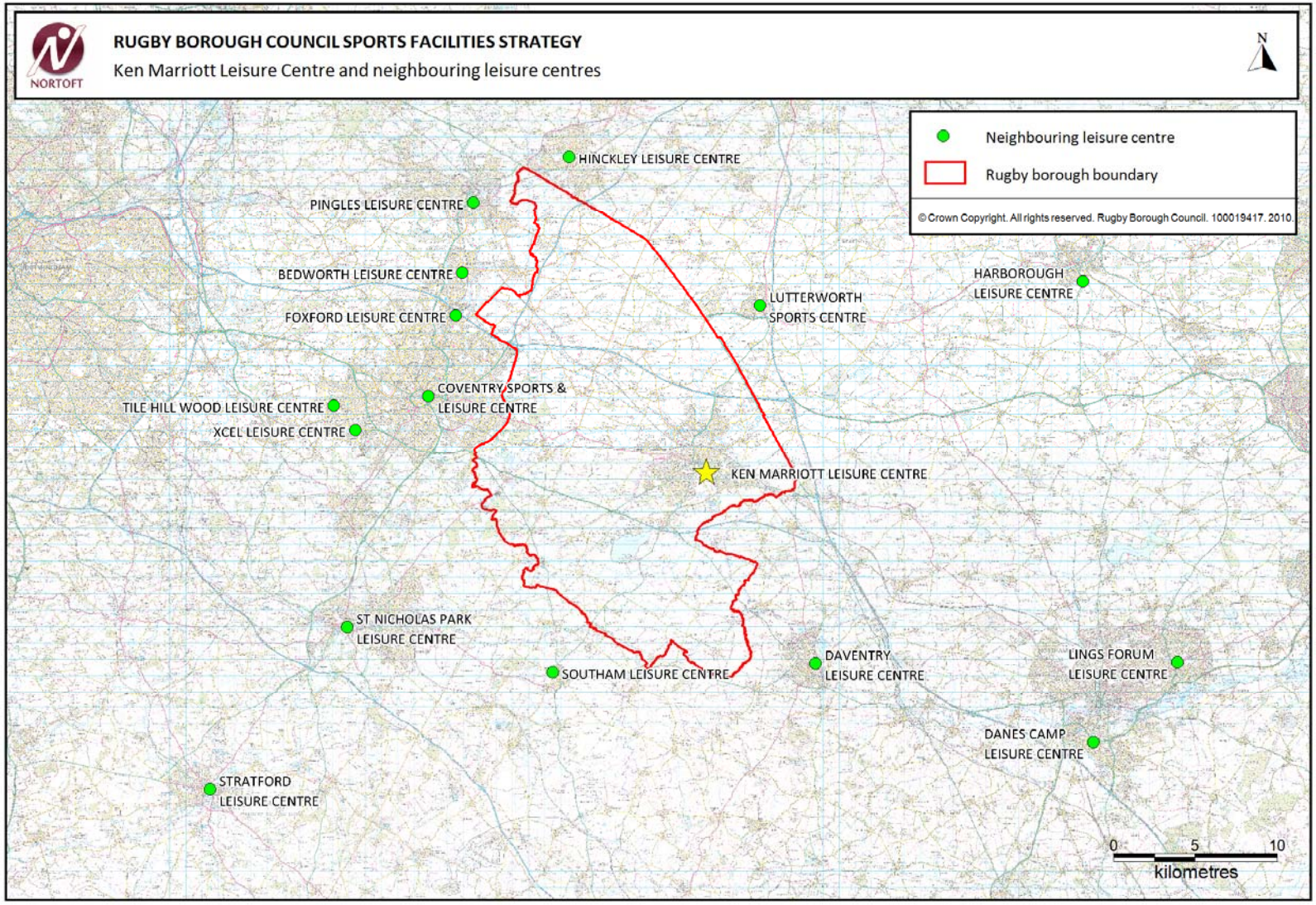
Key drivers

64. A further key driver in addition to those referred to in Part 1 in relation to the Sports Facilities Strategy, is the need to consider future options for the Ken Marriott Leisure Centre. KMLC was built in the 1970's and provides the only public leisure centre facility in the Borough and therefore is key to achieving the Council's objective of enabling its residents to lead active and healthy lifestyles.

65. The Leisure Centre will require replacement over the next few years. This Strategy identifies the community's sport and physical activity requirements for the period up to 2026 and suggests how some of these might be delivered in a replacement leisure centre.

66. The map at Figure 27 shows the location of the Ken Marriott Leisure Centre and the leisure centres in the surrounding authorities. It also provides a useful reference for a number of the more detailed facility-specific assessments contained in the report.

Figure 27: Relative location of the Ken Marriott Leisure Centre



ASSESSING DEMAND

Methodology

67. The assessment of each facility type draws on a number of different elements:

- The theoretical demand for facilities based on various modelling tools;
- The results of consultation with users, stakeholders and others;
- Issues associated with facility quality, accessibility for the community etc.;
- The socio-economic background, including future population characteristics;
- The authority's policies on participation, and sports development objectives;
- The resources which may be available to meet the future requirements.

68. As each assessment is based on a number of factors which can change over time, the recommendations contained within this Strategy will need to be kept under review. Of particular importance would be any significant changes in the proposed housing numbers, which would result in a changed level of demand. On the facility supply side, changes to the independent schools sector might have a major impact on community sport in the Borough because several of the significant sports facilities are controlled by them. As there are no formal agreements with these independent schools regarding community access to facilities, there is no long term guarantee that they will be available. If the amount of access for the community were to change, this would affect the balance in supply and demand. Where there is formal community use of other school facilities this is reflected in the appropriate tables.

Modelling tools

69. There is no one theoretical modelling tool which provides the answer to facility planning. A number of different tools need to be employed and the results of each synthesised together to provide an estimate for the authority.

70. The following paragraphs provide a detailed explanation of each methodology.

Facilities Planning Model

71. The Facilities Planning Model has been developed as a planning tool by Sport England to inform the process of deciding if and where swimming pools, sports halls, large size artificial grass pitches and indoor bowls centres are needed. The modelling provides an objective assessment of the balance between the supply of sports facilities and those required to meet the highest levels of demand for community sport, which is in the evenings Monday-Friday, and during the daytime at weekends. The findings of the FPM do however need to be checked against the real world, for example the actual throughput at each of the swimming pools compared to the theoretical figure.

72. The assessments also take account of key factors influencing participation at the local level, including; the age profile of residents, levels of deprivation, and car ownership. The key findings from the national assessments for halls and pools are included in the relevant sections below. More details on the FPM are included in Appendix 4.

73. The Facilities Planning Model is particularly useful for "testing" local facility proposals. The scenario testing can take account of population changes in specific areas and also specific facility proposals, such as closures or new facilities. This scenario testing is available through Sport England, but as the timescales for the reports are usually several months from the initial discussion with Sport England through to final report, this has not been commissioned to date.

Nortoft Calculator

74. Nortoft has developed a calculator which forecasts future need for each facility type based upon both changes in the population and the anticipated growth in participation.

75. The Nortoft Calculator is a simplistic tool, treating each facility type on a 'provision per 1000' basis. The authority is treated as an island and no account has been taken of facility quality. The Nortoft Calculator also has no spatial element to it. These restrictions mean that, as with the other theoretical modelling, the findings of the Calculator should be reviewed in the light of the results from the other modelling, and also the feedback from consultation.

76. The provision per 1000 calculations use the relevant West Midlands average as a multiplier (unless stated otherwise). These average figures were calculated by dividing the total number of sports facilities on Sport England's Active Places Power database for the West Midlands with the population of the West Midlands at 2010, from the ONS 2008-based sub national population projections.

77. The Nortoft Calculator is useful because it enables:

- Updated facility provision information to be included with immediate effect (without the need to wait for Active Places to be formally updated);
- Facilities other than those held on the Active Places database to be treated in a similar way (although comparison with other authorities is not possible at this time, as the information is not available);
- 'Testing' of facility scenarios, by including /excluding facilities;
- 'Testing' of different total population scenarios;
- 'Testing' of the implications of increasing demand for facilities (e.g. at 1% per annum, or other figure if the client wishes);
- 'Testing' using standards derived from benchmark authorities, or against the national or regional rates of provision.

It also:

- Provides an initial, automatically calculated assessment of future provision needs for each facility type;
- Provides a clear overview of the implications of a 'do nothing' approach to facility provision.

Sports Facilities Calculator

78. The Sports Facility Calculator (SFC) has been developed by Sport England to help local planning authorities quantify how much additional demand for the key community sports facilities (swimming pools, sports halls, indoor bowls and synthetic turf pitches) is generated as a result of new growth linked to specific development locations.

79. The SFC was first developed to help estimate the facility needs of the new communities in Dartford's Eastern Quarry Development and the Milton Keynes future growth areas. It has been used to help local authorities in infrastructure planning, devising supplementary planning documents and negotiating Section 106 agreements.

80. The SFC gives the user the ability to consider the impact of changes to demand. For example, this could reflect sport development policies and programmes within an area that could drive up the demand for use of facilities. In this report it has been assumed that there will be a 1% per annum increase in participation in line with the policy of Rugby Borough Council. The SFC enables the user to increase demand in 5 year blocks, therefore the calculations for the period up to 2026 have been increased by 15%.

81. The features of the SFC are that it:

- Expresses demand as facilities, e.g. 400 square metres of water space;
- Allows the creation of population profiles (in this case based on housing growth estimates);

- Enables the effect of changes in levels of participation to be tested;
- Converts the need for facilities into a financial cost (not used);
- Includes up-to-date regional building cost variations (not used).

82. Whilst the SFC can be used to estimate the swimming, sports hall, indoor bowls and STP needs for discrete areas of population such as sustainable urban extensions, it should not be used for whole local authorities or strategic sports facility gap analysis, since it has no spatial dimension. The figure that is produced is a total demand figure for the chosen population and does not take account of:

- Facility location compared to demand;
- Capacity and availability of facilities (it assumes facilities are fully open and accessible);
- Cross boundary movement of users;
- Travel networks and topography;
- Attractiveness and quality of facilities.

Active Places Power

Provision per 1000 population

83. This tool is available for most built sports facilities, and is an estimate of the number or area of facilities against the population in 2001 within an administrative area. This is expressed as a unit of a facility, e.g. pools are expressed as square metres of water space per 1000 population, and athletics tracks by the number of lanes. It is a simple tool which is a useful starting point for assessing the provision of facilities within an authority.

84. Active Places Power also enables benchmarking of levels of facility per 1000 head of population across similar authorities by using ONS comparator groupings. It is not however appropriate to use this function to compare sports hall and swimming pool provision as the calculations include **all facilities** within these types irrespective of size. The national and regional average provision per 1000 figures for these facility types have therefore been taken from the FPM national run.

85. The main disadvantage with this tool is that it treats each authority in isolation. No account is taken of facilities just over the border or of any movement of people in and out of the authority. It also takes no account of commuter or tourist demand.

Local Supply and Demand Balance

86. This tool is available from Sport England for swimming pools, sports halls and indoor bowls. It is a calculation of the capacity available against the expected demand from the residents.

87. As with the above assessment of provision per 1000, this tool also treats the authority as an island and takes no account of commuter or tourist demand, or cross border movements.

88. This figure compares total demand against total supply and expresses it as a percentage of supply. In order to calculate this figure, the capacity of the facilities is assessed as the number of visits per week in the peak period. The capacity takes account of the size and opening hours of each of the facilities, and the results can be provided by different facility ownership and management regimes. For the purposes of the strategy, only those facilities with community use have been included.

Personal Share of Facilities

89. This tool is available from Sport England for swimming pools, sports halls and indoor bowls.

90. This shows the relative availability of these facilities for the residents of each super output area. It takes into account the amount of facility space at peak time, the characteristics of the authority's population, and the distance to facilities. This is a more sophisticated tool than the local supply and demand balance, and is particularly useful for mapping.

91. This assessment does not treat the authority as an island – it takes account of facilities over the border, and demand coming into the authority from surrounding areas. However, it is still unable to take account of commuter or tourist demand.

Travel time maps

92. It is possible to produce maps which indicate the **approximate** travel times by car to a range of facilities from Active Places Power; these take account of facilities in adjoining authorities. Maps have been produced for each facility type and are located in the sports specific sections of this report and in Appendix 5, along with an explanation of the implications.

93. Sport England research has identified that the optimum travel time to most facilities is 20 minutes, usually either on foot or by car. This criterion has therefore been used in this report as the basis for determining whether facilities are sufficiently accessible.

Comparator authorities

94. The Office of National Statistics has measured the similarity between local authorities based on a number of different variables and produced a list of those authorities that are deemed 'similar'. This enables comparison between local authorities. The local authorities that are 'similar' to Rugby are:
    - Kettering District
    - St. Edmundsbury District
    - South Kesteven District
    - West Wiltshire

95. The provision per 1,000 figure has then been calculated for each facility type (based on Active Places data and 2008 ONS population estimates), for each local authority, and the results have been compared.

SPORTS HALLS

Introduction

96. The standard methodology for measuring sports halls is by the number of badminton courts contained within the floor area. However it is recognised that there is extensive use of these types of facility by a wide range of other sports including basketball, volleyball, handball etc.

97. Sports halls are generally considered to be of greatest value if they are of at least 3+ badminton court size, and with sufficient height to allow games such as badminton to be played.

98. A spread of 4 court halls is often the most effective way of achieving the greatest accessibility for general community use. However, the space required for many indoor team games exceeds the space provided by a standard 4 court hall and in general terms the higher the standard of play the larger the space required. At higher levels of performance the playing area is usually the same size but increased safety margins and clear height may be required, as well as additional space requirements for spectators, teams and officials during competitions. Larger halls i.e. 6+ courts are therefore able to accommodate higher level training and/or competition as well as meeting day to day needs.

99. Larger halls may also provide the option for more than one pitch/court which increases flexibility for both training and competition. The following table (Figure 28), taken from the Sport England Design Guidance Note on Sports Hall Size and Layout identifies the hall size required to accommodate a range of sports at different levels of play. The table omits sports that need less space.

Active People Survey findings

100. Sports halls are used for a wide range of sports and activities. Sport England has published detailed sport evidence packs, which brings together data from the Active People Survey, and the following points are taken from them.

Badminton

101. Nationally around 540,000 people take part in badminton at least once a week and participation rates are generally steady, although there was some fall off amongst those aged 30 to 44 years since 2005/06. About 80% of badminton players are aged under 54 years and almost 60% are female. About 60% of players are from social groups NS SEC 1-4 (ABC1), about 25% from NS SEC 5-8 (C2DE).

Figure 28: Sports halls sizes

	Four-court[1] hall 33 x 18 x 7.6m 594m²			Six-court[1] hall 34 x 27 x 7.6/9.1m 918m²			Eight-court[1] hall 37 x 34 x 7.6/9.1m 1258m²			Nine-court[1] hall 51 x 27 x 9.1m 1377m²			Twelve-court[1] hall 54 x 33 x 9.1m 1782m²		
Sport	Standard of play			Standard of play			Standard of play			Standard of play			Standard of play		
	C R	Cy/Rg	N	C R	Cy/Rg	N	C R	Cy/Rg	N	C R	Cy/Rg	N	C R	Cy/Rg	N
Badminton	4	-	-	6	3 7.6 / 9.1m ht	3	8	3/6*	3/6*	9	6	6	12	6/9*	6
Basketball	R(LD) 1 1	-	-	R(LD) 1 2P	R(LD) 1 2P	1	R(LD) 2 -	R(LD) 1 2P	1	R(LD) 1/2P	R(LD) 1/3P	1	R(LD) 3	R(LD) 1/2*	1/2*
Cricket nets	4			6			8			6			12		
Gymnastics	P	-	-	P	-	-	1	P	-	2P	1	1	3P	1	1
Five-a side football / Futsal	1	P	-	2	1	-	2	1	-	3	1	P	3	3	1
Handball	1 Mini	-	-	1	-	-	2	1 7m ht	-	2	1 7m ht	1 7m ht	3	1	1
Indoor hockey	1 Unihoc	-	-	1	-	-	2	1	-	2	1	1	3	1	1
Korfball	P Unihoc	-	-	P	-	-	1	-	- 2P	2	1 9m ht	1 9m ht	3P	1	1
Netball	P	-	-	P	-	-	2P	1	- 2P	1/2P	1	1	2P	1/2*	1/2*
Sports hall athletics	P	P	-	P	1	-	2P	1	1	1	1	1	2P	1	1
Volleyball	1	1	-	2	1/2P	-	2	2 9m ht	1/2	4	2/3* 9m ht	1/3	4	2/4* 9m ht	2/3

Abbreviations

P	practice	Cy/Rg	county / regional
R	recreational	LD	lower divisions, local league
C	club	N	national / international

Notes

[1] Badminton Court

* Maximum number of courts, without spectator seating, for preliminary rounds

P Below space standard for competition play recommended by the governing body, but suitable for practice and training

Volleyball

102. Around 39,000 adults play volleyball once a week and there has been a decrease in the numbers playing nationally since 2007/08, primarily due to a fall-off in the number of men playing, and a fall in the numbers of players aged under 35 years. Those that do play have maintained similar levels of activity over the period.

103. About 2/3^{rds} of players are aged under 35 years, and most of the rest are aged under 54 years. The majority of players (about 60%) are male. The social split is more even than for badminton, with participation from social groups NS SEC 1-4 being around 40% and 23% from NS SEC 5-8 and 35% from NS SEC9.

Basketball

104. Around 193,000 adults play basketball at least once a week and rates of participation have increased nationally since 2005/06 although there was a fall in the number of people playing in the West Midlands over the same period.

105. More than 90% of players are aged under 34 years, with very few players aged over 55 years. About 75% of players are male. The social group most attracted to the sport is NS SEC 9, and 30% are from NS SEC 5-8. Only around 20% of players are from social groups NS SEC 1-4.

Current provision

106. In Rugby Borough almost all of the larger sports halls are located in the town of Rugby with the exception of the Sports Connexion at Ryton-on-Dunsmore. Figure 29 is taken from Active Places and lists all of the 3 + badminton court sports halls across the authority. This data has, however, been updated to take account of recent changes, for example the closure of Bishop Wulstan School and the opening of the sports hall on the new Warwickshire College site.

107. The Sports Connexion hall is a 9 badminton court facility and is available to the community for pay and play use. **However** its proximity to Coventry and the lack of security about its long term future have resulted in the decision to treat it separately in the demand modelling and it has therefore been **excluded from the Nortoft Calculator** modelling.

108. There are 11 sports halls of 4+ badminton courts available for some degree of community use in Rugby Borough plus a number of smaller 1 court facilities. However the sports development value of smaller facilities is limited and so it is proposed that only those sites which are 3+ courts or larger are included within the modelling.

Location of facilities

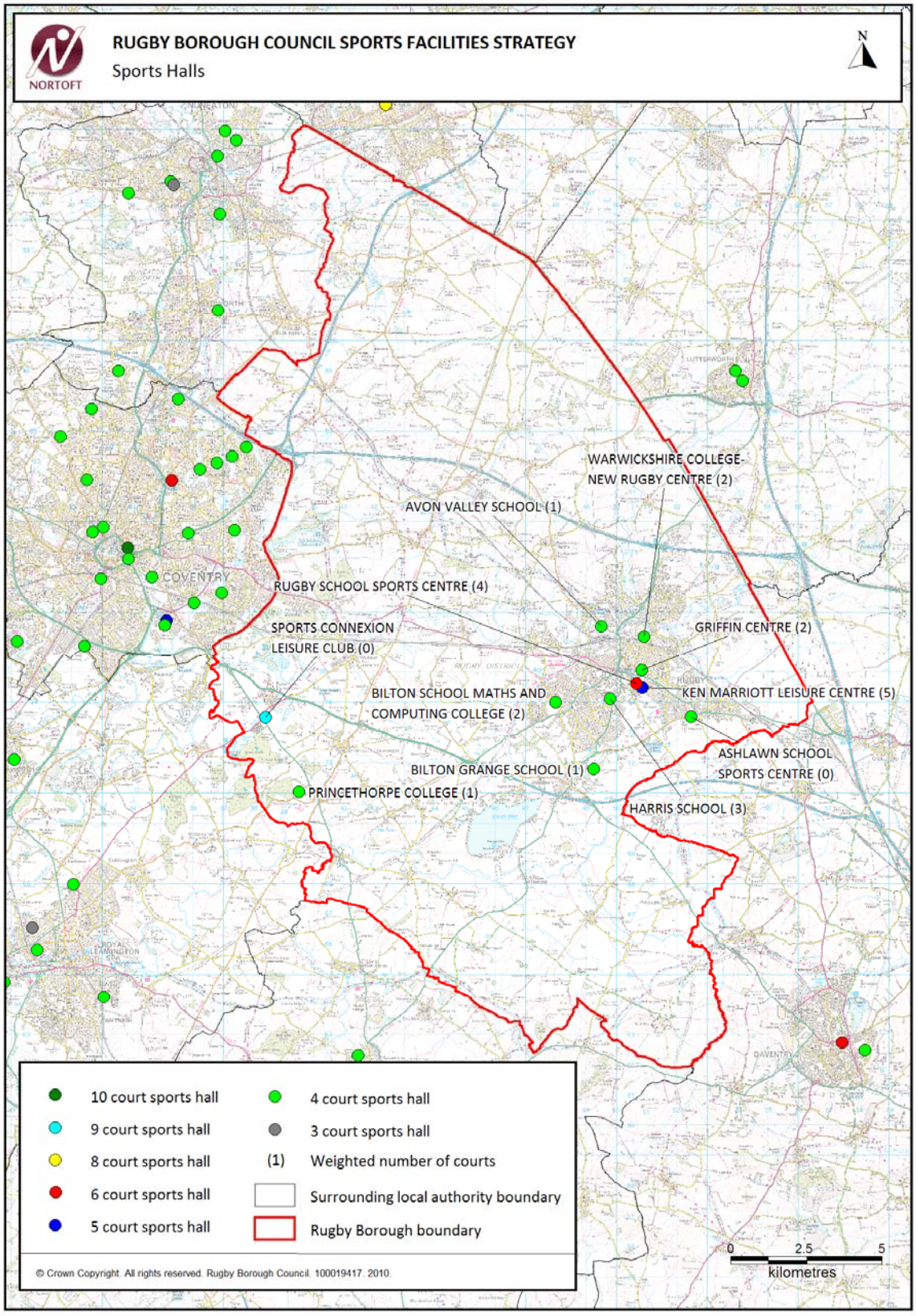
109. Figure 30 below shows the location and size of 3+ badminton court sports halls in Rugby and surrounding local authorities. All of the sports halls apart from Princethorpe College and Sports Connexion are located in Rugby or on the outskirts of the town. The figures in brackets are the weighted number of courts used for the Nortoft Calculator (see Figure 31).

110. Of the 11 sports halls, 9 are located on education sites either as part of a school, dual-use leisure centre, independent school or further education institution.

Figure 29: Sports halls- current provision in Rugby Borough

Site Name	No. badminton courts	Access Type	Formal community use agreement
Ashlawn School Sports Centre	1	Private use	x
Ashlawn School Sports Centre	4	Private use	x
Avon Valley School	4	Sports Club/Community Association	x
Bilton Grange School	4	Sports Club/Community Association	x
Bilton School Maths and Computing College	1	Sports Club/Community Association	x
Bilton School Maths and Computing College	4	Sports Club/Community Association	x
Griffin Centre	4	Sports Club/Community Association	✓
Harris School	1	Sports Club/Community Association	✓
Harris School	4	Sports Club/Community Association	✓
Ken Marriott Leisure Centre	5	Pay and Play	N/A
Princethorpe College	4	Sports Club/Community Association	x
Rugby High School for Girls	1	Private Use	x
Rugby School Sports Centre	6	Pay and Play	x
Sports Connexion Leisure Club	9	Pay and Play	N/A
Warwickshire College (Rugby Campus)	4	Sports Club/Community Association	✓
Total	56		

Figure 30: Sports Halls in Rugby Borough



Modelling

111. A number of different modelling tools are used to assess the future needs for sports facilities. The results for sports halls are set out below for each tool.

Facilities Planning Model

112. Although the findings from the Facilities Planning Model for 2010 appear to indicate that Rugby is well provided for sports halls compared to the rest of Warwickshire, there are a number of anomalies in the baseline information which means that the findings from the FPM are largely unsound, and have therefore not been included within the report.

113. The inaccuracies identified in the data on which the FPM findings are based are:

- the inclusion of Bishop Wulstan School which no longer exists;
- the inclusion of Ashlawn School 4 court hall which is no longer available for community use;
- Harris School sports hall site as a "low intensity" managed facility when in fact it has a separate community entrance and reception, and is open for a large percentage of the peak time;
- the exclusion of the new facility at Warwickshire College.

114. The database also includes the 9 court hall at the Sports Connexion at Ryton, but the future of this site is now highly uncertain.

115. However in relation to the demand for sports hall space, the Facilities Planning Model is likely to be reasonably accurate, and can be used with confidence as this relies solely upon the population information from ONS. The impact of the dip in the number of people aged 20-35 years is particularly important for Rugby, as this depresses the level of demand from a national average of 0.37 to only 0.28 courts per 1000. This gives a demand for around 26 badminton courts at peak time across the Borough for community use, compared to what would otherwise be expected to be around 35 courts.

116. There is an opportunity for Rugby Borough Council to test the facility recommendations arising from this Strategy through tailored FPM scenario testing. This may be considered by the Council as the proposals move forwards, and in particular once the future options for the Ken Marriott replacement leisure centre have been confirmed.

Nortoft Calculator

117. The Nortoft Calculator forecasts future need for facilities based upon both changes in the population and the anticipated growth in participation. The population figure is that produced by the ONS for 2008 plus the anticipated housing growth, including the two Sustainable Urban Extensions.

Weighting of facilities

118. A large number of the sports halls in the area are located on school sites. Often the degree of community access to these sites is limited and so a weighting has been applied and used for the Nortoft Calculator, based on the facility information taken from Active Places. Details of how the weighting has been calculated and the definitions of peak time usage are set out in Appendix 6. In the case of school sites where there is low intensity management (i.e. no dedicated staff on site/no true pay and play facility) an additional weighting figure has been added. Figure 31 shows the actual and weighted number of courts.

Figure 31: Sports halls- actual and weighted number of courts

Site Name	No. badminton courts	Number of peak time hours open	Management type (Low or High Intensity)	Weighted number of courts
Ashlawn School Sports Centre	1	0	Low	0
Ashlawn School Sports Centre	4	0	Low	0
Avon Valley School	4	20	Low	1
Bilton Grange School	4	18	Low	1
Bilton School Maths and Computing College	1	36	Low	0
Bilton School Maths and Computing College	4	36	Low	2
Griffin Centre	4	36	Low	2
Harris School	1	33	Low	0
Harris School	4	33	High	3
Ken Marriott Leisure Centre	5	41	High	5
Princethorpe College	4	29.5	Low	1
Rugby High School for Girls	1	0	Low	0
Rugby School Sports Centre	6	28	High	4
Sports Connexion Leisure Club	9	41	High	0
Warwickshire College (New Rugby Centre)	4	40	Low	2
Total	56			22

119. In relation to two specific sites:

- Whilst there is a community use agreement for the new Warwickshire College sports hall access is mainly on a block booking basis and there is no "pay and play" use. It has therefore been given a "low intensity management" weighting.
- Given the uncertainty over the future of Sports Connexion Leisure Club at Ryton, the model tests the implications of the site being closed. It has therefore been allocated a zero weighting.

120. Figure 32 below uses the weighted figure for sports halls (see Figure 30 above for details), and the estimated level of sports hall demand from the Facilities Planning Model figure (0.28 courts per 1,000). The demand figure from the FPM has been used because of the significant difference between that and the national average. The estimated demand for sports halls has been increased by 1% pa over the period up to 2026, in line with the policy framework for this Strategy.

121. The findings from the Nortoft Calculator (Figures 32) suggest that a total of 38 badminton courts are required for community use in the period up to 2026. This is an increase of 16 courts over and above the current ***weighted*** provision. Although the total of 38 courts is below the total number of courts already in existence across the Borough, the key issue is the level of community access to the facilities, now and potentially in the future.

Figure 32: Nortoft Calculator results – weighted figures for sports halls

Assessment of change in facilities required - based on projected population increase

Rugby Local Authority Population Projections

	2011	2016	2021	2026
Population	95,309	102,687	111,650	117,462

Facility type	Authority	Unit of measurement	No of units	Current units per 1000	WM Regional provision per 1000	Change in provision required to bring levels in line with West Midlands Regional average (with assumed 1% increase in participation per year)				Total provision proposed (existing ***plus*** new)			
						2011	2016	2021	2026	2011	2016	2021	2026
Athletics Tracks		No lanes			0.04								
England average = 0.03	**Whole**		8	0.08		-4	-4	-3	-3	4	4	5	5
WM average = 0.04	**Authority**												
Health & Fitness		Stations			3.58								
England average = 4.13	**Whole**		354	3.71		-13	32	86	130	341	386	440	484
WM average = 3.58	**Authority**												
Indoor Bowls		Rinks			0.08								
England average = 0.03	**Whole**		8	0.08		0	1	2	3	8	9	10	11
WM average = 0.01	**Authority**												
Indoor Tennis		Courts			0.01								
England average = 0.01	**Whole**		0	0.00		1	1	1	1	1	1	1	1
WM average = 0.01	**Authority**												
Sports Halls		Courts			0.28								
England average = 0.37	**Whole**		22	0.23		5	8	12	16	27	30	34	38
WM average = 0.38	**Authority**												
Swimming Pools		m^2			9.73								
England average = 12.64	**Whole**		1192	12.51		-265	-143	3	122	927	1049	1195	1314
WM average = 12.14	**Authority**												
STPs		Pitches			0.03								
England average = 0.03	**Whole**		6	0.06		-3	-3	-2	-2	3	3	4	4
WM average = 0.03	**Authority**												
Outdoor Tennis		Courts			0.28								
England average = N/A	**Whole**		26	0.27		1	4	8	12	27	30	34	38
WM average = N/A	**Authority**												

Sports Facilities Calculator

122. To assess the demand for sports halls in the SUEs, Sport England's Sports Facilities Calculator is the most appropriate and accurate modelling tool. The calculations are based on the estimated populations for each SUE at 2026 using the agreed housing multiplier of 2.5 persons per dwelling. A 15% increase in participation has been applied to reflect the policy framework behind this Strategy.

123. The population profile used for each of these SUE assessments is that developed for SUEs based on the Milton Keynes model. The details of this are provided in the population section earlier in this report.

Figure 33: SFC requirements for Rugby Radio Station site based on population of 12,500

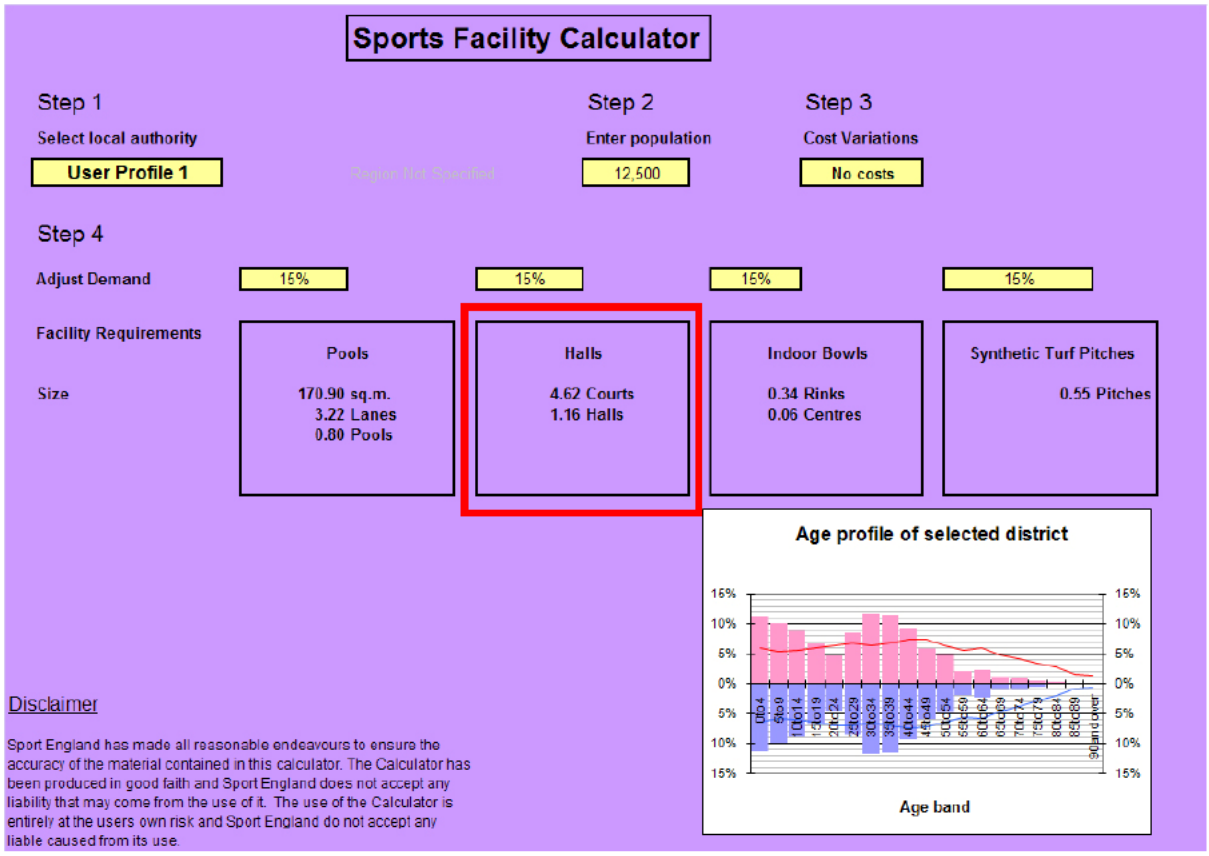
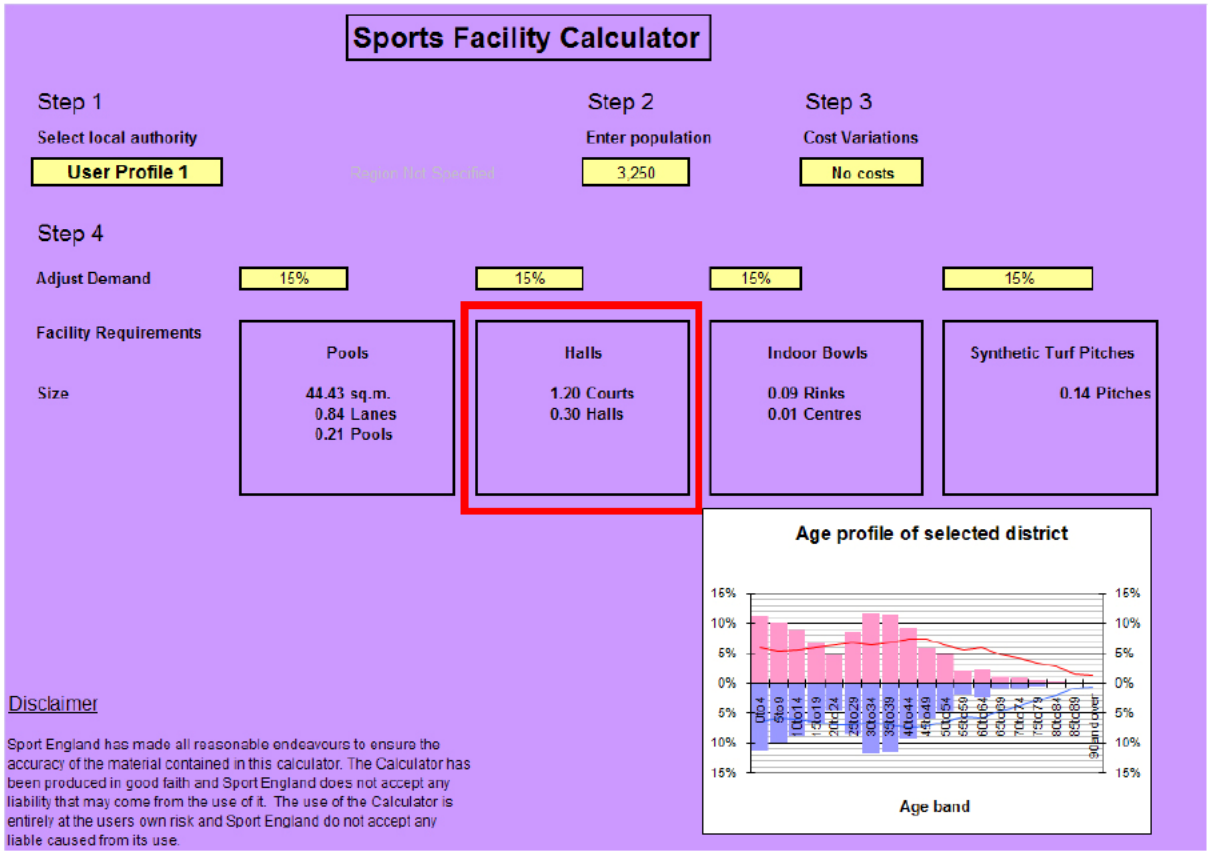


Figure 34: SFC requirements for Rugby Gateway site at 2026 based on population of 3,250



124. Figures 33 and 34 show that the Rugby Radio Station urban extension will generate demand for almost 5 badminton courts of sports hall space and the Rugby Gateway SUE just over 1 badminton court.

Active Places Power

125. The sports hall list used by Active Places Power is largely the same as that used for the Facilities Planning Model. However, it also includes small halls of 1 badminton court size. Since the baseline data has a number of inaccuracies, the findings from Active Places Power cannot be used with confidence in this strategy they have not therefore been taken into account.

Comparator authorities' provision

126. Using the ONS 2008 population estimates and the facility data available on Active Places it has been possible to calculate the levels of facility provision per 1,000 head of population for Rugby and its ONS nearest neighbour authorities. In the case of sports halls the figures relate only to those halls which are 3 badminton courts and above.

Figure 35: Sports halls- comparator authorities

Local authority	Population at 2008	Number of courts (halls of more than 3 courts only)	Provision per 1000
Rugby (all halls)	92,700	56	0.60
South Kesteven	130,500	48	0.37
Kettering	89,300	38	0.43
St Edmundsbury	102,900	48	0.47
West Wiltshire	126,600	58	0.46

127. The table above shows that if **all of the facilities** (irrespective of access type) in the Borough are counted Rugby has a figure of 0.60 courts per 1,000 head of population which is well above that of its comparator authorities.

Summary of modelling findings

128. The table below summarises the predicted supply and demand position at 2026 based on the modelling above. It takes account of known housing growth, the estimated natural growth of the existing population, and a 1% growth in participation.

Figure 36: Summary of demand and supply of sports hall at 2026

	2026 (badminton courts)
Requirements for whole authority including SUEs	38
Current provision (weighted for accessibility)	22
Total shortfall by 2026	**16**
Requirement for Rugby Radio Station site	5
Requirement for Rugby Gateway site	1
Remaining shortfall at 2026	**10**

Consultation with NGB and sports development issues

129. Consultation with users of the sports halls and other relevant groups was undertaken, and the key issue which emerged was the need for a competition venue with spectator facilities somewhere in the town. The governing bodies of badminton and basketball were particularly concerned about the lack of a competition venue.

130. **Badminton** England has established a hierarchy of facilities which are required to deliver the core objectives of the sport. This involves the establishment of a network of different facilities ranging from Community Badminton Networks (CBN) – providing opportunities at grass roots / community level to Performance Centres

(PC). There is a Performance Centre in Coventry and so more local competitive provision is appropriate in Rugby.

131. Rugby Phoenix **Volleyball** Club is currently based at Harris School in Rugby. They compete in local leagues and have made the point that there is nowhere in the town with spectator seating where they can host matches or competitions. The National Training Centre for the sport has recently been established in Kettering and one of the top men's teams in the country is based in Coventry. There may therefore be the opportunity to host events/competitions if a sufficiently large hall with spectator seating is available.

132. There is also expressed demand from the education sector, with larger school tournaments having to be scheduled over 2 days because of a lack of space, also the lack of spectator facilities means that parents are often unable to watch.

133. Consultation with local **netball** clubs and with the National Governing Body indicates that there would be significant support for the establishment of an indoor league in Rugby. Should an indoor facility of a suitable standard be developed with adjacent classroom facilities, it could become a base for County Academies and a centre for coaching. An indoor league venue would require a sports hall which is large enough to cater for 2 netball courts, plus safety run offs. The dimensions for such a facility are slightly different from those of a standard 8 badminton court sports hall. Should the replacement leisure centre for the Ken Marriott be considered as a netball venue, there will therefore be a need to consider its specific design requirements at an early stage. Appendix 7 sets out the minimum and recommended dimensions provided by England Netball, and compares these to a traditional 8 badminton court hall.

134. The existing indoor netball league at the Sports Connexion Leisure Club at Ryton is aimed at recreational players because the playing area does not conform to England Netball guidelines. The league is however popular with those who wish to play on a recreational basis and it provides a stepping stone for those who then wish to move on to a club. At the present time if the facility were to close, the only other venue for netball in the area is the Coventry Sports Centre.

135. There is currently no **basketball** club in Rugby but the National Governing Body aspires to have a club mark club in each District of the County. There is a 2 court venue in Coventry which is suitable for basketball so it is unlikely that a similar facility in Rugby could be justified on basketball grounds alone. Basketball England's priority is to improve affordable access to suitable indoor facilities in order to allow clubs to develop and flourish. It should be noted that a standard 4 badminton court hall is not suitable for basketball, and that a minimum of 6 courts is required.

136. WCB Facilities Strategy (and Framework for Investment) 2008-13 states that i**ndoor cricket** is relatively well catered for in Warwickshire and based on the existing levels of provision in Rugby no additional facilities are required. However this assumes that the net facilities at Ashlawn, Harris and Lawrence Sherriff Schools remain available

for community use. At the time of writing it was known that Ashlawn school no longer allowed community use if its facilities. Therefore provision should be made for indoor cricket in the new leisure centre

Recommendations/proposals

137. To some extent the requirements for sports halls will be influenced by the future plans for the Ken Marriott Leisure Centre. Ideally the facility should be expanded or replaced with an 8 court hall, which can be justified both because of the fundamental increase in expected demand for sports hall space, and because of the need for a performance venue in the Borough. However, even if expanded to an 8 court facility, this new sports hall would only cater for 3 of the 16 courts identified as required by 2026, since the existing hall is 5 courts.

138. It is likely that there will be a new secondary school built on the Rugby Radio Station site. There is clear justification, based on the Sports Facilities Calculator, for a sports hall to be provided on a dual-use basis to meet the needs of the new community based on this site. The minimum size which should be considered is a 6 court hall, which will absorb the demand arising from both the new SUEs. If an 8 court hall is not provided in the new leisure centre, then this should be actively considered at the Rugby Radio Station location.

139. The dual-use sports facility on the Rugby Radio Station development should be adjacent to the new school site rather than integral to it. Such an arrangement will enable the greatest flexibility of community use, as access does not need to be severely restricted through the school day.

140. Even if these two sites are developed, providing say an 8 court hall at the new leisure centre and a 6 court hall on the Rugby Radio Station site, this still only addresses 9 of the 16 court shortfall by 2026 identified through the modelling. It is not however proposed to provide additional public facilities beyond these two because of the very high number of existing sports halls within the education sector across the town. The remaining shortfall should be addressed through improving access to the sports halls; the number of opening hours and the programming, with the state schools being the highest priority. Developments outside of the SUEs should financially contribute to securing this greater usage.

141. If there is still sufficient demand it is possible that the independent schools sector will respond, since such facilities may be income earners for the schools in question.

Figure 37: Sports halls delivery recommendations summary

Delivery Recommendations
3 courts at the new leisure centre (taking the current provision from 5 at KMLC to 8 courts) as soon as possible (N.B. dimensions should meet England Netball guidelines and should be suitable for indoor cricket). 6 courts at new secondary school at Rugby Radio Station site (dependent upon the new leisure centre) by 2026. On education sites, the number of hours the facilities are available to the community should be increased. Formal agreements should be drawn up to secure the use, where appropriate. FPM scenario testing should be considered to reconfirm the facility proposals once the details of the replacement for the Ken Marriott Leisure Centre have been confirmed.

SWIMMING POOLS

Introduction

142. There is a mix of public and private water space within Rugby Borough and this includes local authority owned and managed pools as well as those facilities where users are required to pay a membership fee, such as the Brandon Hall Spa. There are two swimming pools which are located on school sites and also some which are within hotel and conference venues and therefore have limited access for the general public.

143. As with sports halls, the aspiration to make swimming as accessible as possible to the largest number of people possible would suggest that a network of small pools would be best. However, small pools limit flexibility in terms of the range of activities that can be undertaken, the ability to operate more than one activity at any time and the level of performance that can be accommodated. They can also be more expensive to operate relative to large pools. General community needs should also be balanced with the wider sports development requirements, including support to clubs to offer opportunities in a wide range of pool-based activities such as:

- Swimming
- Water Polo
- Synchronised Swimming
- Canoeing
- Lifesaving
- Diving
- Sub Aqua

144. In general terms, the higher the level of performance, the greater the demands on pool size, depth and specific competition requirements (spectator capacity and specialist equipment). For example, a 25m x 6 lane pool can accommodate local/club level swimming galas but a 25m x 8 lane pool with electronic timing is required for county galas and league events.

145. Moveable bulkheads that can sub-divide pools and moveable floors that can vary water depth can significantly increase a pool's flexibility.

146. Teaching or learner pools provide the opportunity to offer a wide range of activities catering for the maximum number of users possible. Teaching pools can be maintained at a slightly higher temperature than main pools making them suitable for use by young children, non swimmers and those with a disability. They offer income generating potential not only through pool parties and other hirings but also by reducing the impact on programming in the main pool. A teaching pool significantly enhances the local authority's ability to deliver its Learn to Swim programme and therefore it is seen as desirable that there should be at least one in each major centre of population.

147. A typical 25m x 6 lane pool is approximately 325m². With the addition of a learner pool this would typically increase by 160m² giving a total water space area of 485m².

148. In determining the best locations for new swimming pool provision a number of factors need to be considered. Ideally they should be accompanied by other facilities such as a fitness suite to help ensure financial viability, or adjacent to school sites where both school and community use can be facilitated easily.

Active People Survey findings

149. Nationally about 3.16% adults are swimming at least once a week, but the number of people swimming has fallen slightly from 2007/08 to 2008/09 mainly due to a fall in the number of women and those with disabilities swimming. There were also falls in the number of students, those from the lower socio-economic backgrounds and those under the age of 44 years (with the exception of those age 20-24 years). At the regional level, participation rates have remained steady over the period since 2005/06.

150. The age of swimmers is reasonably evenly split; 37% aged 16-34 years, 40% aged 35-54 years, and 23% aged over 55 years. More women swim (64%) than men (36%) and more of those in the higher socio-economic groups swim than other groups with about 57% of swimmers coming from groups NS SEC 1-4, compared to 33% NS SEC 5-8, and 12% others.

Current provision

151. There is only one large public pool in Rugby Borough, the 33 metre x 6 lane pool at the Ken Marriott Leisure Centre; all other pools are smaller pools and are either in the commercial sector or located at independent schools. Those stand alone facilities which are less than 160m^2 are considered by Sport England to have limited value in sports development terms.

152. Figure 38 shows all of the water space in Rugby and identifies those pools which are above 160m^2 which are included in the modelling (N.B. this **includes** the learner pools at Ken Marriott and Virgin as they are considered part of the same complexes as the main pool).

153. The Rugby School pool is well used by the community and is accessed on a membership only basis. The pool at Bilton Grange School also has some limited community use.

Figure 38: Swimming pools- current provision in Rugby Borough

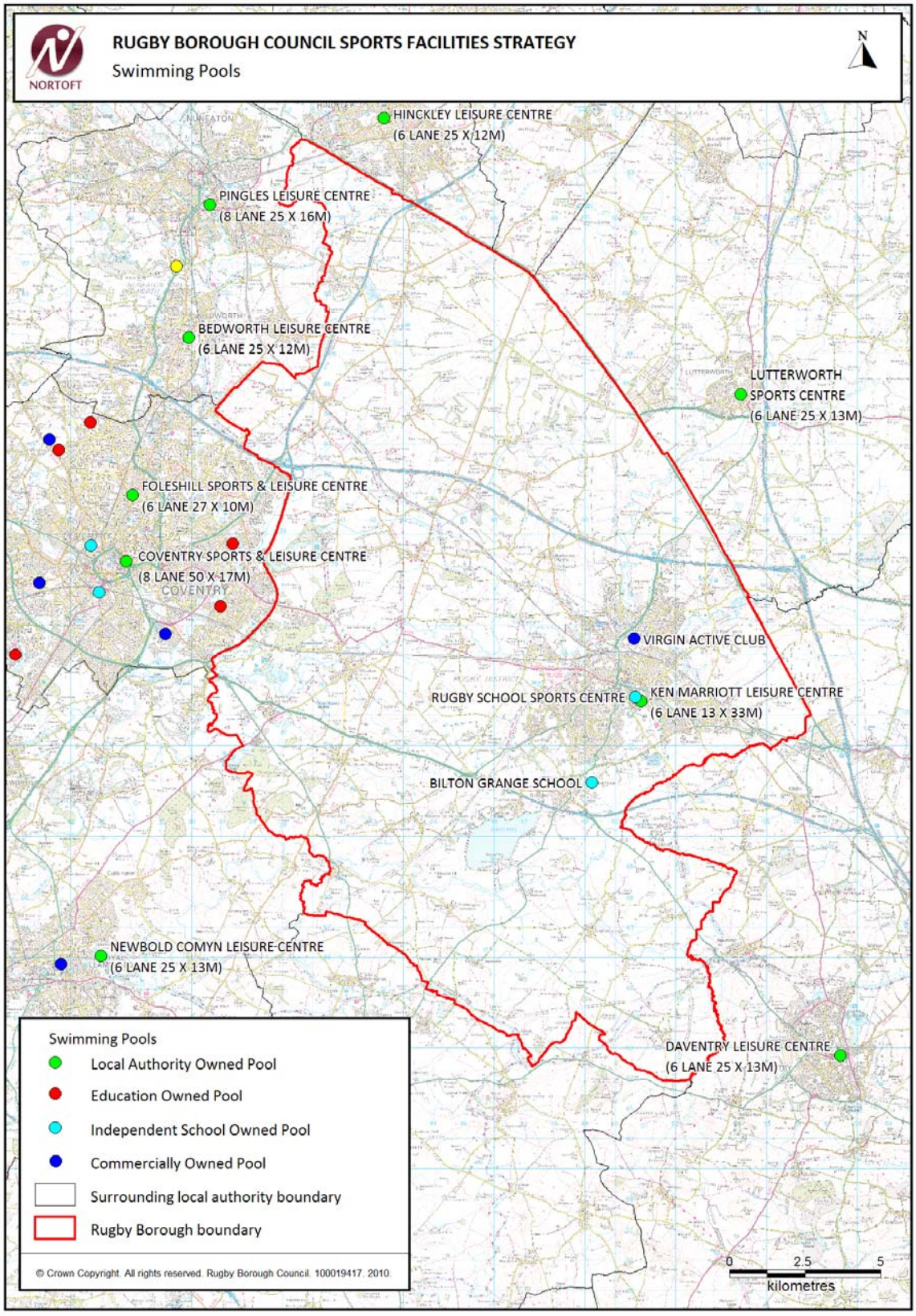
Site Name	Access Type	Size (length x width) metres	No. of lanes	Water area in m^2	Included in modelling
LA Fitness (Rugby)	Registered Membership Use	20 x 7.2	3	144	
Virgin Active Club (Rugby)	Registered Membership Use	25 x 12	3	300	✓
Virgin Active Club (Rugby)	Registered Membership Use	5 x 5	0	25	✓
Bilton Grange School	Sports Club/Community Association	25 x 10	5	250	✓
Ken Marriott Leisure Centre	Pay and Play	33.3 x 13	6	432	✓
Ken Marriott Leisure Centre	Pay and Play	12 x 10	n/a	120	✓
Rugby School Sports Centre	Pay and Play	25 x 10	5	250	✓
Spa Naturel (Mercure Brandon Hall)	Registered Membership Use	18 x 8	n/a	144	
Total amount of water space (all access types)				**1665**	
Total amount of water space (all access types) used in modelling					**1377**

Location and quality of facilities

154. Figure 39 below shows the location of the swimming pools with $160m^2$ and above water space as well as those that are in the surrounding authorities. They are also identified by their ownership type.

155. The main facility is the Ken Marriott Leisure Centre which is now almost forty years old. Its ad hoc expansion has led to poor internal layout, disjointed design and unattractive external appearance. It has ageing plant and machinery which give significant cause for concern and need replacing. It also has poor quality internal decor, fittings and fixtures which are limiting its attractiveness to users.

Figure 39: Swimming pools in Rugby Borough



Modelling

156. A number of different modelling tools are used to assess the future needs for sports facilities. The results for swimming pools are set out below.

Facilities Planning Model

157. The FPM national assessment was undertaken in early 2011 and gives a useful indication of the current supply and demand for swimming. The following are the key points:

- Taking into consideration the hours that pools are made available to the public, the accessible swimming space falls from 1522 sq m to 1192 sq m;
- This however still gives a current provision per 1000 of 16.0 sq m, compared to the national average of 12.9 sq m;
- The estimated amount of demand at the peak time is for 919 sq m of water space, which is based on 5225 visits in the peak period;
- There is a current surplus of water space even at peak time equating to around 273 sq m;
- Around 94% of those potentially wishing to swim can access a pool;
- About 82% of all swimming trips arising from the authority area are catered for within Rugby Borough, but about 18% are exported to the adjoining authorities;
- The main reason why people might not swim is that they live outside the walking catchment of any pool, and do not have access to a car;
- The pool space is not currently used to the maximum, with an average use across the Borough of 45%;
- The FPM estimates that the Ken Marriott Leisure Centre is used at about 37% of its capacity on average across the peak period, *but see note below*;
- Rugby School pool is exceptionally well used, averaging more than 90% full during the hours in which it is open;
- The commercial Virgin Active pool is estimated to be least well used, running at less than 1/3rd full on average across the peak period, *but see note below*;
- Of the visits made to the pools, about 92% are from residents, but the rest are from people living outside of the authority area.
- There is a net outflow of swimming visits, of approximately 500 per week in the peak period.

158. The FPM model somewhat underestimates the number of swims visits for the Ken Marriott Leisure Centre, which is actually running on average about 50% full at peak time. However this does not negate the overall message from the FPM; that the Ken Marriott Leisure Centre is not currently attracting sufficient swimmers to ensure that it is "full" across much of the peak period. This lack of attractiveness will, in large be a reflection of the age of the facility.

159. Actual usage figures are not available for the commercial pools, or the independent school pools, but is likely that the commercial pools are attracting a significant proportion of commuters, which will not be picked up in the FPM modelling.

160. This FPM assessment is a snap-shot of the current situation, and therefore the findings need to be extrapolated to guide future provision. The following simplistic calculations are based on the 2011 FPM analysis, but these can be tested in a much more robust way using the full FPM scenario modelling which is available via Sport England. This can also take into account such factors as the impact of the ageing population in Rugby. This may therefore be worth considering once the Ken Marriott Leisure Centre design decisions have been made, and particularly if one of the school or commercial pools was under threat of closure.

161. The FPM suggests that currently about 5225 swims per week are made during the peak period by the population of Rugby. The peak period is considered to be 52 hours per week, as follows:

Weekdays	12.00 – 13.30	16.00 to 22.00
Saturday	09.00 – 16.00	
Sunday	09.00 – 16.30	

162. If the 1% growth in swimming participation per annum was to be achieved then the current population would have a demand by 2026 of around 6010 visits per week in the peak period. If the new population is added in with a similar increase in participation rate, then this gives an approximate demand of 7610 visits per week in the peak period.

163. Assuming that the Ken Marriott Leisure Centre was replaced by a new, highly attractive pool of same water area in total, about 3844 visits would be expected to be made to the new pool. This means that the new replacement of the Ken Marriott Leisure Centre would then meet about 50% of the total demand for swimming from Rugby Borough residents and run "full" during the whole of the peak period. The remaining demand could almost all be met by the other pools in the area, without having to substantially increase their existing amount of community use. If one of the pools was to permanently close, then the others could theoretically absorb the visits, with the possible exception of any permanent closure of Rugby School pool.

Nortoft Calculator

164. As the FPM figures for the supply of water space are reasonably accurate, the Nortoft Calculator uses this figure as the starting point for the supply of facilities in Rugby. To keep the average West Midlands figure comparable, the water space scaled by hours figure, rather than the total amount of water space per 1,000 has also been used.

165. The estimated demand for swimming is taken to be the national average as the FPM suggests that the demand in Rugby is very close to it.

166. The Nortoft Calculator forecasts future need for swimming pool space based upon both changes in the population and the anticipated growth in participation. The population figure used is that produced by Nortoft based on the predicted housing growth. The population section in Part 1 of the report provides the detail behind these figures.

167. The Nortoft Calculator findings confirm the current surplus of swimming pool space, as identified by the FPM. However in the future, if all of the swimming needs were to be met within Rugby Borough itself and there was also no importation of demand, the increase in population and participation would together mean that there would be some shortfall of water space from 2021. This shortfall is only the equivalent of about half of a 4 lane x 25 m community pool.

168. This is a very similar result to the broad based calculation extrapolated from the 2011 FPM assessment up to 2026. Based on both of these findings, there would be no justification for any new public pool, assuming that the current access arrangements to the independent school sites are retained and/or slightly extended, and that the commercial facilities also remain in the longer term.

Figure 40: Nortoft Calculator results – swimming pools

Assessment of change in facilities required - based on projected population increase

Rugby Local Authority Population Projections

	2011	2016	2021	2026
Population	95,309	102,687	111,650	117,462

Facility type	Authority	Unit of measurement	No of units	Current units per 1000	WM Regional provision per 1000	Change in provision required to bring levels in line with West Midlands Regional average (with assumed 1% increase in participation per year)				Total provision proposed (existing ***plus*** new)			
						2011	2016	2021	2026	2011	2016	2021	2026
Athletics Tracks		No lanes			0.04								
England average = 0.03	**Whole**		8	0.08		-4	-4	-3	-3	4	4	5	5
WM average = 0.04	**Authority**												
Health & Fitness		Stations			3.58								
England average = 4.13	**Whole**		354	3.71		-13	32	86	130	341	386	440	484
WM average = 3.58	**Authority**												
Indoor Bowls		Rinks			0.08								
England average = 0.03	**Whole**		8	0.08		0	1	2	3	8	9	10	11
WM average = 0.01	**Authority**												
Indoor Tennis		Courts			0.01								
England average = 0.01	**Whole**		0	0.00		1	1	1	1	1	1	1	1
WM average = 0.01	**Authority**												
Sports Halls		Courts			0.28								
England average = 0.37	**Whole**		22	0.23		5	8	12	16	27	30	34	38
WM average = 0.38	**Authority**												
Swimming Pools		m^2			9.73								
England average = 12.64	**Whole**		1192	12.51		-265	-143	3	122	927	1049	1195	1314
WM average = 12.14	**Authority**												
STPs		Pitches			0.03								
England average = 0.03	**Whole**		6	0.06		-3	-3	-2	-2	3	3	4	4
WM average = 0.03	**Authority**												
Outdoor Tennis		Courts			0.28								
England average = N/A	**Whole**		26	0.27		1	4	8	12	27	30	34	38
WM average = N/A	**Authority**												

Sports Facilities Calculator

169. To assess the demand for swimming pools in the SUEs, Sport England's Sports Facilities Calculator is the most appropriate and accurate modelling tool. The calculations are based on the estimated populations for each SUE at 2026 using the agreed housing multiplier of 2.5 persons per dwelling and an increase in demand of 15% over the period up to 2026.

170. The population profile used for each of these SUE assessments is that developed for SUEs based on the Milton Keynes model. The details of which are provided in the population section earlier in this report.

Figure 41: SFC requirements for Rugby Radio Station site based on population of 12,500

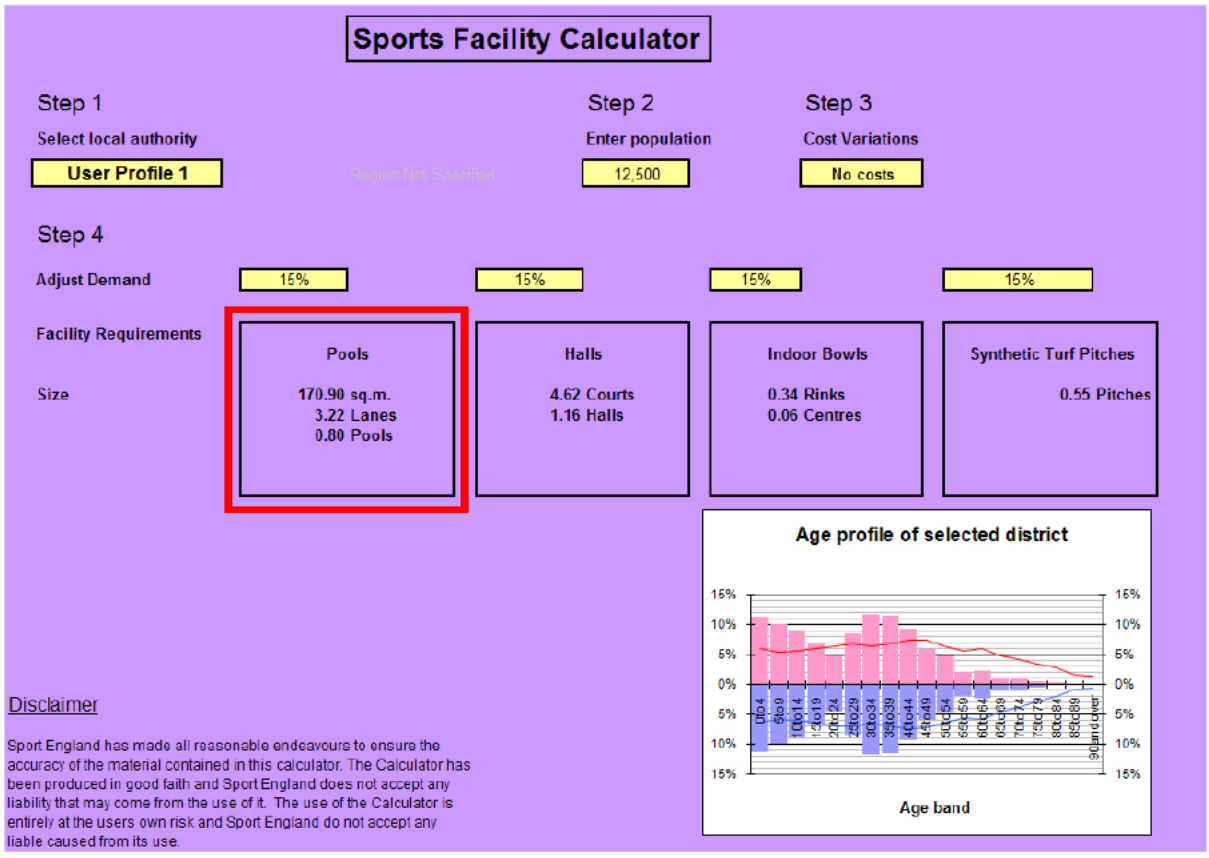
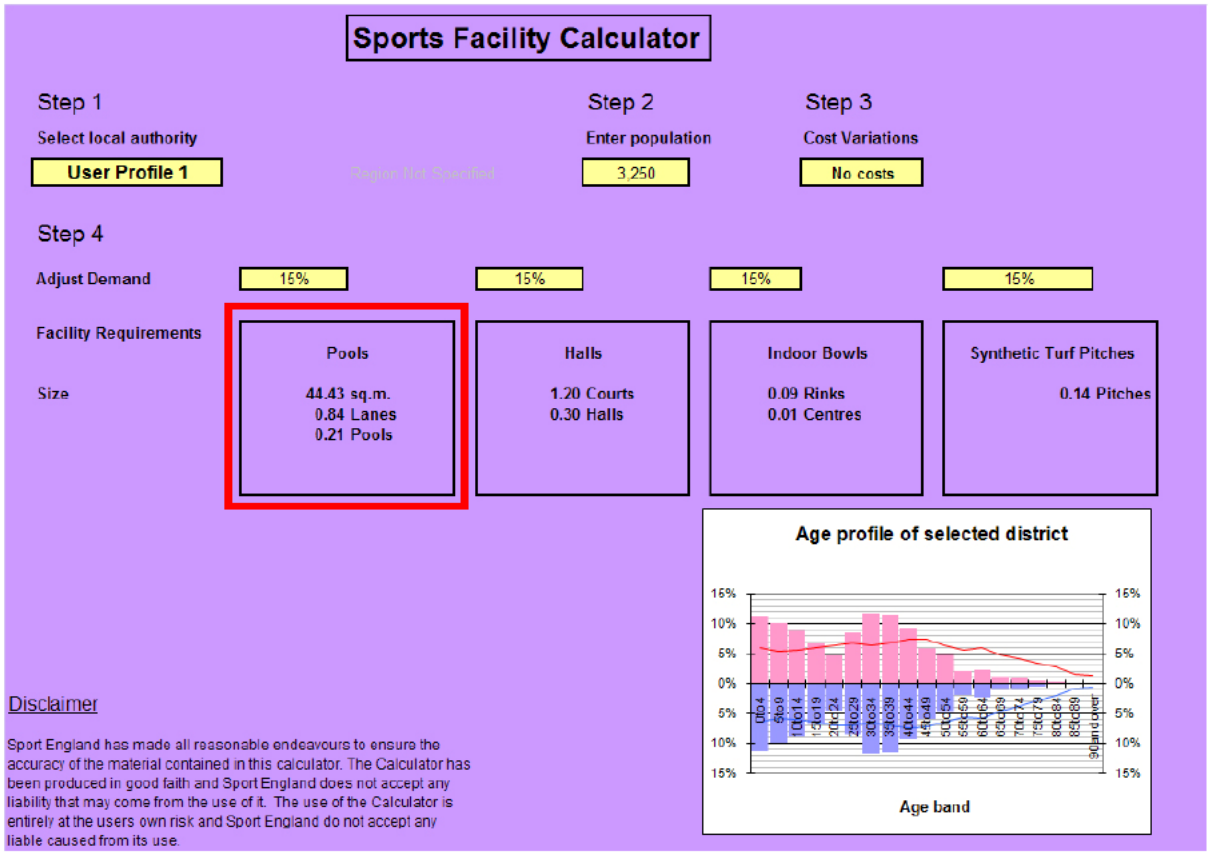


Figure 42: SFC requirements for Rugby Gateway site at 2026 based on population of 3,250



171. Figures 41 and 42 show that the Rugby Radio Station SUE will generate demand for approximately 171m^2 of water space and the Rugby Gateway SUE approximately 44m^2.

Comparator authorities' provision

172. Using Active Places Power it has been possible to calculate the levels of facility provision per 1,000 head of population for Rugby and its ONS comparator authorities. The figures in the following table relate to **all** water space (using the current facility data on Active Places) and use the ONS 2008 population estimates, to get a general feel for overall levels of swimming pool provision.

Figure 43: Swimming pools- comparator authorities

Local authority	Population at 2008	Water space m^2	Provision per 1000
Rugby	92,700	1,665	17.96
South Kesteven	130,500	3,464	26.54
Kettering	89,300	960	10.75
St Edmundsbury	102,900	2,867	27.86
West Wiltshire	126,600	2,079	16.42

173. Rugby appears in the middle of the five local authorities compared; however South Kesteven and St Edmundsbury districts have very high levels of water space in comparison.

It should be noted however that these figures are <u>not</u> comparable with those derived from the FPM or the Nortoft Calculator. Both of these use only the larger pools and both take into account of the amount of community access.

Summary of modelling findings

174. The table in Figure 44 summarises the theoretical predicted supply and demand position at 2026 based on the known housing growth and the estimated natural growth of the existing population, as well as a 1% increase in participation per annum. This table also assumes that there are no cross-border movements of swimmers. The theoretical shortfall indicated by this modelling is around 122m^2 by 2026, which is an area of roughly the equivalent of a teaching pool. The demand arising directly from the two SUEs is a total of 215 sq m.

Figure 44: Summary of demand and supply of pools 2026

	2026 (water space m^2)
Requirements for whole authority including SUEs	1314
Current provision	1192
Total shortfall by 2026	**122**
Requirement for Rugby Radio Station site	171
Requirement for Rugby Gateway site	44

175. The FPM 2011 findings suggest that there is significant cross-border movement of swimmers which is impacting upon current swimming patterns. The theoretical findings therefore need to be tempered both with the known facts about the throughputs of the existing pools, and the sports development issues, which are explored below.

Consultation with NGB and sports development issues

176. Consultation was undertaken with users of the pools and other relevant groups, and the following issues emerged:

- It was considered important to retain the depth of the pool at Ken Marriott as this enables the facility to cater for synchronised swimming and sub aqua. The former is well regarded nationally and has a strong coaching structure;
- The ability to host galas and competitions is important;
- The National Governing Body would like an 8 lane competition pool.

177. Rugby Swimming Club operates a synchronised swimming section as well as competitive training. As previously mentioned, the former is well regarded nationally and has had some high profile successes. This discipline requires a minimum water depth of 3m.

178. The club would welcome the opportunity to host more competitions and galas so the provision of spectator seating is essential. The club's vision for a new centre would include spectator seating, and an 8 lane x 25m pool with a moveable floor. A minimum depth of 2m is required for the competitive swimming (with the exception of syncro which requires 3m).

179. Consultation with national governing body officers confirms that there would be strong support for a pool that could host regional competitions (i.e. 8 lanes x 25 m) but with the proviso that it must have a minimum depth of 3m to accommodate synchronised swimming.

180. The map of the pools above (Figure 39) shows the other pools in surrounding authorities. It is clear that to the northwest (Coventry and Nuneaton) there is adequate provision for competition i.e. other 8 lane pools. The position in Northampton, to the south east of the borough is under review.

181. The canoe club use the pool at Rugby School for winter training. Whilst the sessions which they have been allocated are not ideal, the amount of water space appears adequate. The majority of the club's operations are however focused at Draycote Water.

Conclusions

182. Across the Borough there is currently a mixture of public, independent school and commercial pools which together provide much more water space than is actually needed by the community in Rugby. However the ageing pool at the Ken Marriott Leisure Centre means that it is only operating about half full on average across the peak times of the week, and the other pools have restricted use – either in terms of the number of hours available, or because they are membership only facilities.

183. As the population grows there will be an increase in demand for swimming, particularly from the SUEs with their young families. If the anticipated increase in participation is also met (15% above current rates) this will also result in an increase in demand for pool space. Taken together and if all the swimming needs were to be met within the Borough, this would result in a slight additional need for pool space (or number of hours) by 2026.

184. Given the current total amount of swimming pool water space across the authority and the net outflow of swimmers (approx 500 per week) to other authorities, there is potential capacity to meet all of the additional demand via the existing pool network, but this requires the total amount of water space at the Ken Marriott Leisure Centre to be retained and the facility brought up to a standard which fully meets modern expectations. This is most likely to be via replacement rather than refurbishment.

185. If the Ken Marriott was brought up to a modern standard, then this would be able to absorb the expected increases in demand without further reliance on the other pools in the network, all of which are outside of the control of Rugby Borough Council, and none of which have any formal community use agreements.

186. The sports development needs for the replacement of the Ken Marriott Leisure Centre include deep water suitable for synchronised swimming, sub-aqua and

canoeing, and a warm water teaching pool. There is also justification for moveable floors in each of the new pools at the replacement facility, to ensure that the school use, learn to swim programme, and other users' needs are fully met.

187. Developers' contributions from all the housing growth in the Borough towards the replacement facility at Ken Marriott Leisure Centre is justified because the new pool is a hub facility, meeting the swimming needs of both the existing and new communities.

188. If opportunities arise to formalise the community use at the independent education sites, these should be taken as the pools play an important role in the network.

189. An FPM scenario test may be of value once the key features of the replacement pool at the Ken Marriott Leisure Centre have been determined and if any of the other pools in the network are facing closure.

Recommendations/proposals

190. The recommendations relating to swimming pool provision for Rugby Borough are summarised in Figure 45.

Figure 45: Swimming pools recommendations summary

Delivery Recommendations
Replace / refurbish Ken Marriott Leisure Centre pool with equivalent water area, as a 25m x 8 lane competition pool and separate teaching pool, both with moveable floors. The depth of the pool needs to reflect sports development needs including those for synchronised swimming (3m). Formal community use agreements should be drawn up for facilities located on education sites, where appropriate.

SYNTHETIC TURF PITCHES

Introduction

191. There are currently two types of Synthetic Turf Pitches (STPs) in Rugby Borough, sand based and 3G. The sand-based/sand-filled pitches (6 pitches) have a short pile, which is most suited to hockey, but can be used for football and non-contact rugby training. This is the most common surface for school sites, and the longest established. There is also one 3G pitch which has a rubber-crumb filled surface with long-pile. This is the preferred surface for football and it is located at the Rugby Town Football Club.

192. Water-based pitches have a specialist hockey surface but can also be used for football and non-contact rugby training. There are no water based pitches in Rugby Borough, but there are a number within an hour's travel time including Loughborough University, Moulton College, Wyndley Leisure Centre (Sutton Coldfield), Birmingham University and Lichfield Hockey and Cricket Club. Figure 48 shows the location of all the large sized pitches in the Borough which are available for community use, as well as pitches in the adjoining authorities.

193. The demand for STPs is one of the fastest growing of all sports facilities, and the national governing bodies are responding to this with 'new' surfaces and new competition rules. STPs are also vital for many clubs for training, even if matches need to be played on grass. The recently published guidance from Sport England and the National Governing Bodies ('Selecting the Right Artificial Surface', 2010) provides more detail on the types of surface and their expected use, see Figure 46.

194. STPs are seen as a major benefit for schools, both in the public and independent sectors. Many schools have aspirations for STPs as do the higher and further education sectors. The majority of community demand for STP time comes from football, particularly the small sided senior game. These matches are often run independently from the Football Association, who consequently have difficulties in quantifying participation. For football there is a clear overlap between the small sided game played on divided up large size pitches, and the specialist small sided (usually commercial) pitch complexes. Of the two, the commercial small sided pitch complexes tend to be more attractive to players. The cost of hiring synthetic surfaces also often prohibits use by mini and junior teams.

195. For rugby, good quality natural turf remains the surface of choice for both matches and training. However where there is limited space, 3G synthetic turf pitches with the appropriate length pile and shock pad offer a real opportunity to provide a quality surface upon which to play the game.

196. With the fast changing scene in relation to the supply and demand for STPs, the following section should be taken as a guide to future priorities. Where new pitches are proposed it is essential that a local supply and demand assessment is made, as the community 'market' for STPs has limits, and the impact of different pitch types and sizes will also need to be taken into account.

Figure 46: STP surfaces and use by sport

Pitch type	Rubber crumb type			Sand type		Water type
Category	Long Pile 3G (65mm with shock pad)	Long Pile 3G [1] (55-60mm)	Short Pile 3G [1] (40mm)	Sand Filled [1]	Sand Dressed [1]	Water based [1]
Comments on sports surfaces	Rugby surface	Preferred football surface	Acceptable surface for some competitive football and hockey	Acceptable surface for competitive hockey and suitable for football training	Preferred surface for competitive hockey and suitable for football training	High level competitive hockey and suitable for football training if pitch irrigated
Sport						
Hockey	○○○○○○	○○○○○○	●●●○○○ [2]	●●●●○○ [2]	●●●●●○ [2]	●●●●●● [2]
Rugby League	●●●●○○ [3]	●●●●○○ [3]	●●○○○○ [4]	●○○○○○ [5]	●○○○○○ [5]	●○○○○○ [5]
Rugby Union	●●●●●● [6]	●●○○○○ [7]	●○○○○○ [5]	●○○○○○ [5]	●○○○○○ [5]	●○○○○○ [5]
Football	●●●●●● [8]	●●●●●● [8]	●●●●○○ [8]	●○○○○○ [9]	●○○○○○ [9]	●○○○○○ [9]

Key

- ○○○○○○ Not suitable for use
- ●○○○○○ Surface for modified games/training on but not suitable for serious training / competiton
- ●●○○○○ Surface for training/recreational use
- ●●●○○○ Surface for training and for some competition
- ●●●●○○ Surface for competition and training
- ●●●●●○ Surface for competition and training (regional / national)
- ●●●●●● Surface for high level competition/training (national/international)

1 Shockpad optional: often needed to meet appropriate performance requirements
2 Surface must comply with FIH Standard (insitu tested)
3 RFL currently evaluating surface standard - see their website for latest information
4 No full contact
5 Can only be used for Tag and Touch Rugby / Handling skills
6 Surface must comply with IRB type 22 with enhanced HIC requirement
7 RFU currently evaluating surface standard - see their website for latest information
8 Surface must comply with FIFA 1 star or IATS equivalent approval required
9 Surface must comply with BSEN 15330-1 (2007)

Note: All users should refer to the individual NGB guidance, available on line, for specific information on the preferred categories

Current provision

197. Although there are 7 full sized all weather pitches in Rugby, only 6 of these are available with some community use, and of these 3 are on independent school sites.

Figure 47: STPs- current provision in Rugby Borough

Site Name	Surface Type	Access Type	Owner Organisation	Formal community use agreement
Hartfield Sports Ground	Sand Based	Private Use	Lawrence Sheriff School	x
Rugby Town Football Club	3G	Sports Club/ Community Association	Rugby Town Football Club	√
Princethorpe College	Sand Based	Sports Club/ Community Association	Princethorpe College	x
Bilton School Maths and Computing College	Sand Based	Pay and Play	Bilton School Maths and Computing College	√
Warwickshire College	Sand Based	Sports Club/ Community Association	Warwickshire College	√
Rugby School Sports Centre	Sand Based	Pay and Play	Rugby School	x
Rugby School Sports Centre	Sand Based	Pay and Play	Rugby School	x

198. STPs are used primarily for small sided football and hockey. They are also increasingly used for rugby (where the surface is appropriate). Sport England published detailed sport evidence packs, which bring together data from the Active People Survey. The following information is taken from the hockey pack.

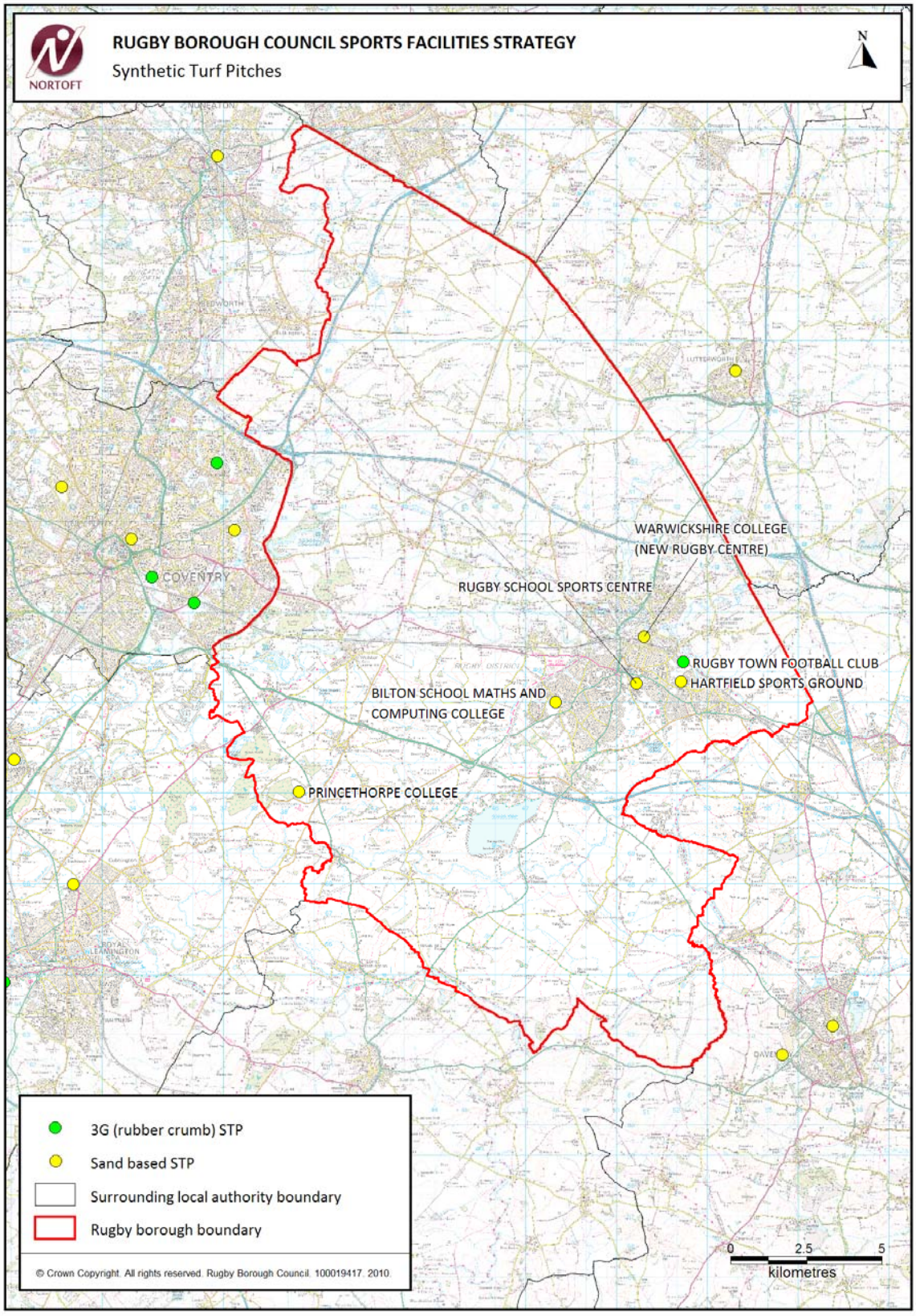
199. Around 96,000 adults play hockey at least once a week, and participation rates are reasonably stable. Although there has been some fall off in the number of people playing aged over 45 years, the number of people playing aged 16-19 years have increased.

200. Most players (around 80%) are aged under 34 years. There is an approximately even split in players between men and women. About 40% of players are from both of NS SEC 1-4 and NS SEC9 (students), with less than 15% coming from NS SEC 5-8.

Location of facilities

201. Figure 48 below shows the location of the synthetic turf pitches in Rugby Borough and the surrounding local authority areas. Five of the six STPs with community use are located within Rugby town with the only pitch outside of Rugby, at Princethorpe College.

Figure 48: STPs in Rugby Borough



Modelling

202. A number of different modelling tools are used to assess the future needs for sports facilities. The results for synthetic turf pitches are set out below.

Findings from the Nortoft Calculator

203. The Nortoft Calculator forecasts future need for facilities based upon both changes in the population and the anticipated growth in participation. Figure 49 below shows that there is a theoretical over provision both now and also in 2026. However, this figure does not take account of the hours each facility is open to the community; this is a key issue as three of the pitches are on independent school sites. The Lawrence Sherriff School pitch at Hartfield Sports Ground has been excluded from the modelling as it is not available for community use.

Figure 49: Nortoft Calculator results – STPs

Assessment of change in facilities required - based on projected population increase

Rugby Local Authority Population Projections

	2011	2016	2021	2026
Population	95,309	102,687	111,650	117,462

Facility type	Authority	Unit of measurement	No of units	Current units per 1000	WM Regional provision per 1000	Change in provision required to bring levels in line with West Midlands Regional average (with assumed 1% increase in participation per year)				Total provision proposed (existing ***plus*** new)			
						2011	2016	2021	2026	2011	2016	2021	2026
Athletics Tracks		No lanes			0.04								
England average = 0.03	**Whole**		8	0.08		-4	-4	-3	-3	4	4	5	5
WM average = 0.04	**Authority**												
Health & Fitness		Stations			3.58								
England average = 4.13	**Whole**		354	3.71		-13	32	86	130	341	386	440	484
WM average = 3.58	**Authority**												
Indoor Bowls		Rinks			0.08								
England average = 0.03	**Whole**		8	0.08		0	1	2	3	8	9	10	11
WM average = 0.01	**Authority**												
Indoor Tennis		Courts			0.01								
England average = 0.01	**Whole**		0	0.00		1	1	1	1	1	1	1	1
WM average = 0.01	**Authority**												
Sports Halls		Courts			0.28								
England average = 0.37	**Whole**		22	0.23		5	8	12	16	27	30	34	38
WM average = 0.38	**Authority**												
Swimming Pools		m^2			9.73								
England average = 12.64	**Whole**		1192	12.51		-265	-143	3	122	927	1049	1195	1314
WM average = 12.14	**Authority**												
STPs		Pitches			0.03								
England average = 0.03	**Whole**		6	0.06		-3	-3	-2	-2	3	3	4	4
WM average = 0.03	**Authority**												
Outdoor Tennis		Courts			0.28								
England average = N/A	**Whole**		26	0.27		1	4	8	12	27	30	34	38
WM average = N/A	**Authority**												

Findings from the Sports Facilities Calculator

204. To assess the demand for STPs in the SUEs, Sport England's Sports Facilities Calculator is the most appropriate and accurate modelling tool. The calculations are based on the estimated populations for each SUE at 2026 using the agreed housing multiplier of 2.5 persons per dwelling and a 15% increase in participation over the period up to 2026.

205. The population profile used for each of these SUE assessments is that developed for SUEs based on the Milton Keynes model. The details of this are provided in the population section earlier in this report.

Figure 50: SFC requirements for Rugby Radio Station site based on population of 12,500

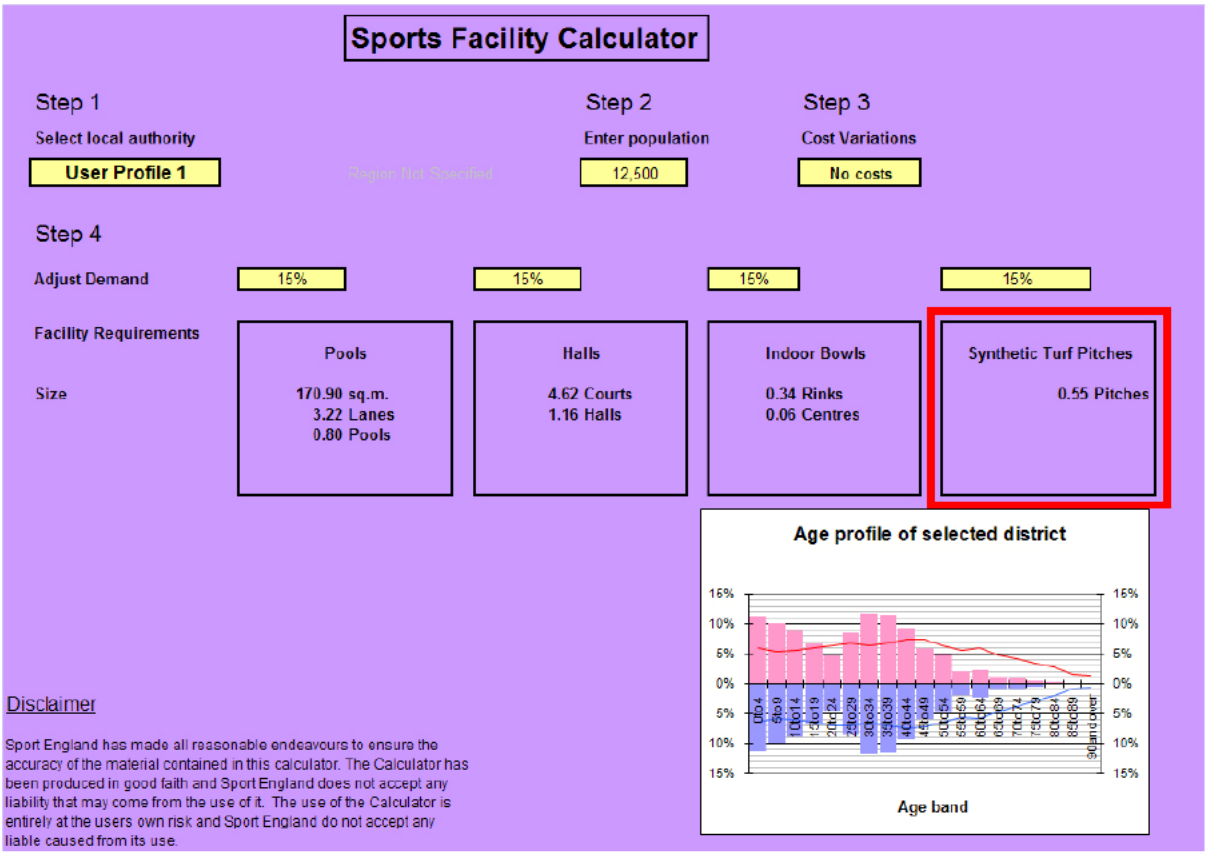
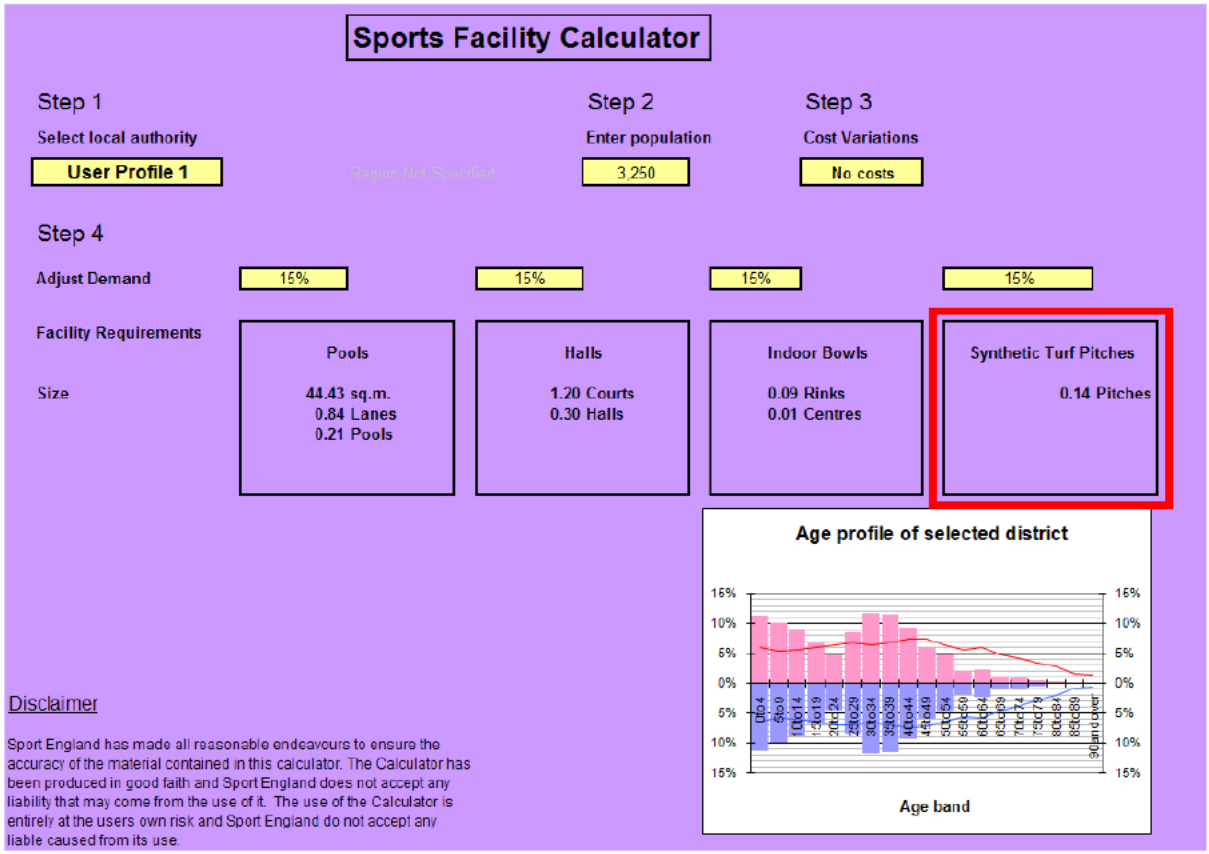


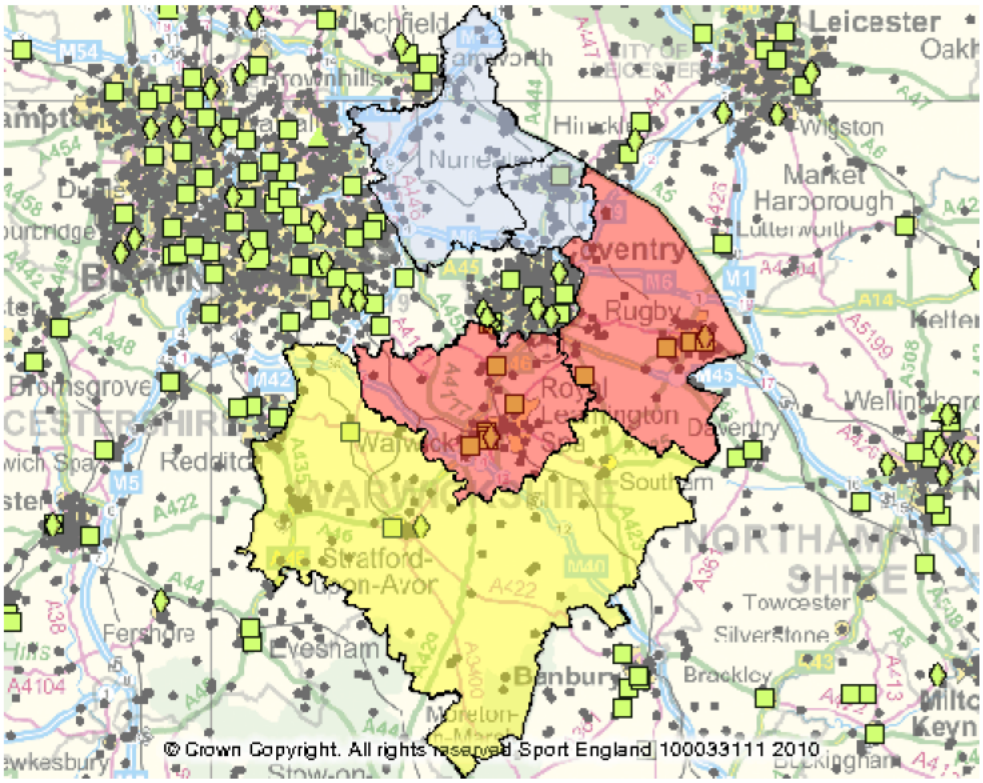
Figure 51: SFC requirements for Rugby Gateway site at 2026 based on population of 3,250



206. Figures 50 and 51 show that the Rugby Radio Station urban extension will generate demand for approximately one half size pitch. The demand generated by the Rugby Gateway SUE is very small and equates to 0.14 of a pitch.

207. Rugby has a higher provision per 1,000 figure than that of the regional and national averages (see Figure 52 below).

Figure 52: All large size STPs- provision per 1,000

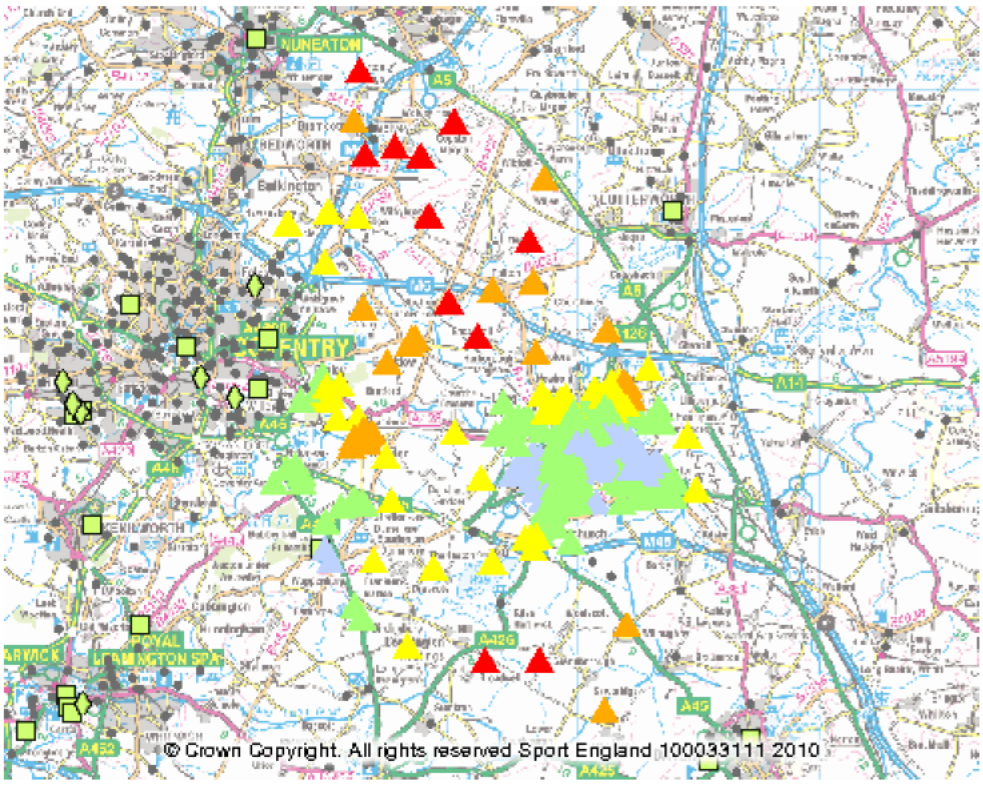


Symbol	Range
	0 - 0.014
	0.029 - 0.042
	0.057 - 0.07

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

208. Everyone in Rugby with access to a car can reach an STP within approximately 15 minutes (see Figure 53). However a more important issue is the security of community use of these facilities as none of the pitches are under the control of the Borough Council, and only three have formal dual-use agreements.

Figure 53: STPs- travel times by car



Symbol	Range (minutes)
	3.12 - 5.63
	5.64 - 8.14
	8.15 - 10.66
	10.67 - 13.17
	13.18 - 15.68

Comparator authorities' provision

209. Using Active Places Power data it has been possible to calculate the levels of provision per 1,000 head of population for Rugby and its ONS comparator authorities (using 2008 ONS population estimates). In the case of STPs, only full size pitches with community use are used in the calculations.

Figure 54: STPs- comparator authorities

Local authority	Population at 2008	Synthetic turf pitches	Provision per 1000
Rugby	92,700	6	0.06
South Kesteven	130,500	4	0.03
Kettering	89,300	2	0.02
St Edmundsbury	102,900	6	0.06
West Wiltshire	126,600	4	0.03

210. Rugby along with St Edmundsbury district has the highest provision per 1,000 figure for STPs amongst its comparator authorities.

Summary of modelling findings

211. The table below summarises the theoretical predicted supply and demand position at 2026 based on the known housing growth and the estimated natural growth of the existing population plus the 1% increase in participation per annum.

Figure 55: Summary of predicted demand and supply of STPs at 2026

	2026 (full size STPs)
Requirements for whole authority including SUEs	4
Current provision	6
Total shortfall by 2026	**-2 (no shortfall)**
Requirement for Rugby Radio Station site	0.55
Requirement for Rugby Gateway site	0.14
Remaining shortfall at 2026	**-1.31 (no shortfall)**

Consultation with NGB and sports development issues

212. Consultation undertaken for the recent playing pitch strategy indicates that most football and rugby clubs who use all weather pitches find it easy to get the time slots they require. There do not appear to be any major issues in relation to access to all weather surfaces.

213. Conversations with staff at Rugby School have revealed that the school is considering installing a new/replacement pitch, possibly with a 3G surface suitable for rugby training although this has not yet been finalised.

214. England Hockey does not currently have a facility strategy but their main aspirations are to help more clubs achieve Clubmark accreditation, develop more formal links between clubs and school sports partnerships, to run at least one Level 1 coaching course per year, and to roll out hockey's 'Single System' development pathway for players, coaches and officials.

215. England Hockey has concerns that where existing pitch facilities are being replaced/refurbished, an increasing number are being converted to 3G pitches which are unsuitable for hockey use. This means that the number of pitches available for hockey training and competition is reducing.

216. There is currently only one hockey club in Rugby, the Rugby and East Warwickshire Hockey Club. This club has almost completed the Clubmark accreditation process. They train at Rugby and Bilton schools, with indoor training at Harris school.

217. Broad Street Rugby Club has an aspiration for a rugby STP and this is supported by the RFU Facilities Strategy. The proposal is still at an early stage and is only making slow progress.

Recommendations/proposals

218. Even with the projected increase in population and participation, the numerical modelling suggests that there is insufficient demand to warrant additional provision.

219. However as previously stated, all but one of the STPs are on school sites and, of these, 3 are independent schools. There are only three sites with formal dual use or community use agreements, and so there is no guaranteed long term security of access.

220. Given the strength of the sport of rugby in the Borough there may be some justification for providing an additional pitch with a 3G surface suitable for rugby. At present Rugby School is considering such a proposal and assuming the school continues to allow community use this would be useful. However it does not give any security of access in the long term.

221. An alternative site for a rugby specific facility would be Broad Street RFC, which also has the support of the RFU.

Figure 56: STPs recommendations summary

Delivery Recommendations
Attempt to secure community use of the Bilton School STP. Support the provision of a new 3G (rugby) STP. Formal community use agreements should be drawn up for facilities located on education sites, where appropriate.

ATHLETICS TRACKS

Introduction

222. The following information is taken from the Sport England Active People Survey results for Athletics and the Sport England Primary Offer Data Pack for Athletics of June 2009.

- The number of males taking part in athletics is significantly higher than the number of females (38% are female participants and 62% are male participants);
- 43% of those participating have an annual household income of more than £52,000;
- During the year October 2008 to October 2009 1,739,700 (4.16%) of adults participated in 30 minutes moderate intensity athletics at least once a week. This was a 7% increase on the previous year. This increase was across all age groups up to 64 years, and was mainly due to more women participating;
- There was also growth in the number of people taking part in athletics in NS-SEC 1-4, those with 'white' ethnicity and those without a limiting illness or disability.

Current Provision

223. There is one 8 lane athletics track in Rugby which is owned by Rugby Borough Council. This is located immediately adjacent to the Ken Marriott Leisure Centre and is operated by DC Leisure who also manage the leisure centre.

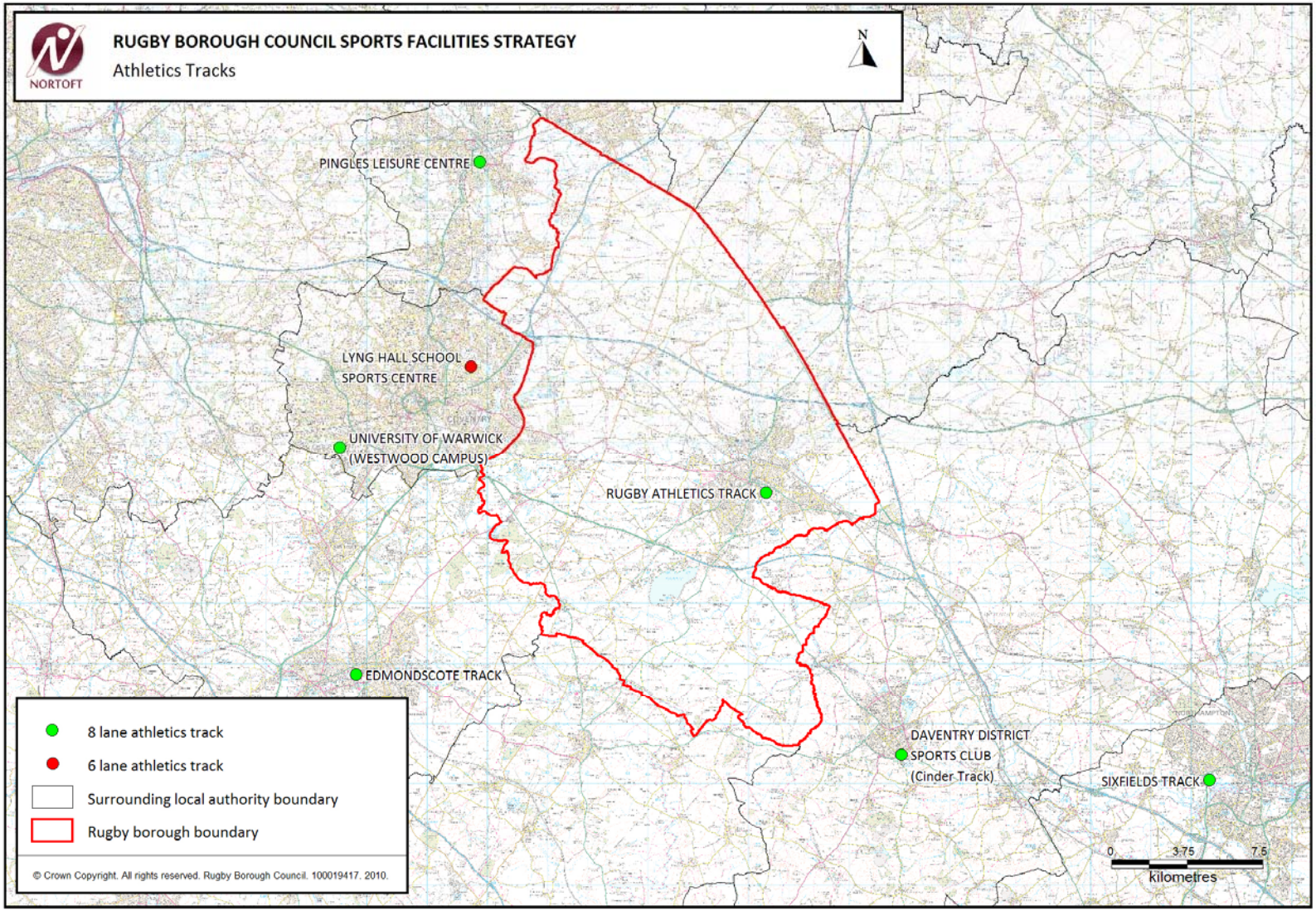
Figure 57: Athletics tracks- current provision in Rugby Borough

Site Name	No. of lanes	Access Type
Rugby Athletics Track	8	Pay and Play

Location of facilities

224. Figure 58 below shows the location of Rugby Athletics Track and those tracks in the surrounding local authority areas.

Figure 58: Athletics tracks in Rugby Borough



Modelling

225. A number of tools have been used to assess the future needs for sports facilities. The results for athletics tracks are set out below.

Findings from the Nortoft Calculator

226. The Nortoft Calculator forecasts future need for facilities based upon both changes in the population and the anticipated growth in participation. Figure 59 shows that based on the West Midlands average figure there is sufficient provision both now and up to 2026, even including the proposed new housing growth.

Figure 59: Nortoft Calculator results – athletics tracks

Assessment of change in facilities required - based on projected population increase

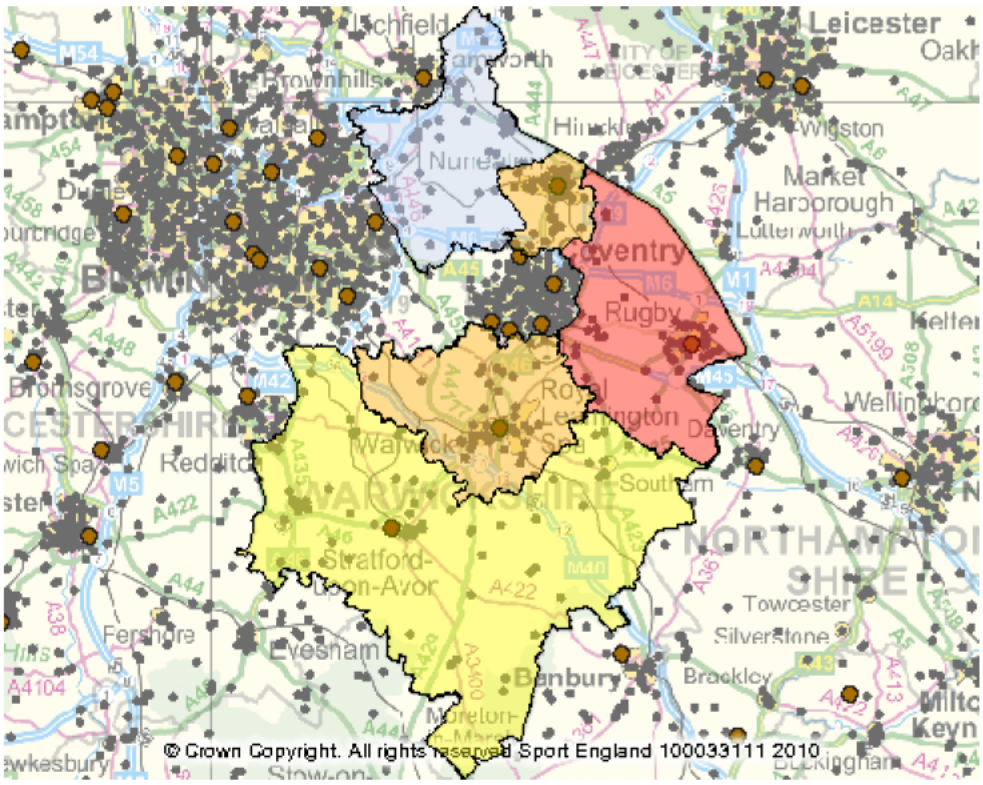
Rugby Local Authority Population Projections

	2011	2016	2021	2026
Population	95,309	102,687	111,650	117,462

Facility type	Authority	Unit of measurement	No of units	Current units per 1000	WM Regional provision per 1000	Change in provision required to bring levels in line with West Midlands Regional average (with assumed 1% increase in participation per year)				Total provision proposed (existing ***plus*** new)			
						2011	2016	2021	2026	2011	2016	2021	2026
Athletics Tracks England average = 0.03 WM average = 0.04	**Whole Authority**	No lanes	8	0.08	0.04	-4	-4	-3	-3	4	4	5	5
Health & Fitness England average = 4.13 WM average = 3.58	**Whole Authority**	Stations	354	3.71	3.58	-13	32	86	130	341	386	440	484
Indoor Bowls England average = 0.03 WM average = 0.01	**Whole Authority**	Rinks	8	0.08	0.08	0	1	2	3	8	9	10	11
Indoor Tennis England average = 0.01 WM average = 0.01	**Whole Authority**	Courts	0	0.00	0.01	1	1	1	1	1	1	1	1
Sports Halls England average = 0.37 WM average = 0.38	**Whole Authority**	Courts	22	0.23	0.28	5	8	12	16	27	30	34	38
Swimming Pools England average = 12.64 WM average = 12.14	**Whole Authority**	m^2	1192	12.51	9.73	-265	-143	3	122	927	1049	1195	1314
STPs England average = 0.03 WM average = 0.03	**Whole Authority**	Pitches	6	0.06	0.03	-3	-3	-2	-2	3	3	4	4
Outdoor Tennis England average = N/A WM average = N/A	**Whole Authority**	Courts	26	0.27	0.28	1	4	8	12	27	30	34	38

227. Rugby has more provision per 1000 than either the national or regional averages which are 0.03 and 0.04 lanes per 1000 respectively. Figure 60 below shows the level of provision per 1,000 of synthetic tracks for the authority as a whole and in the surrounding authorities.

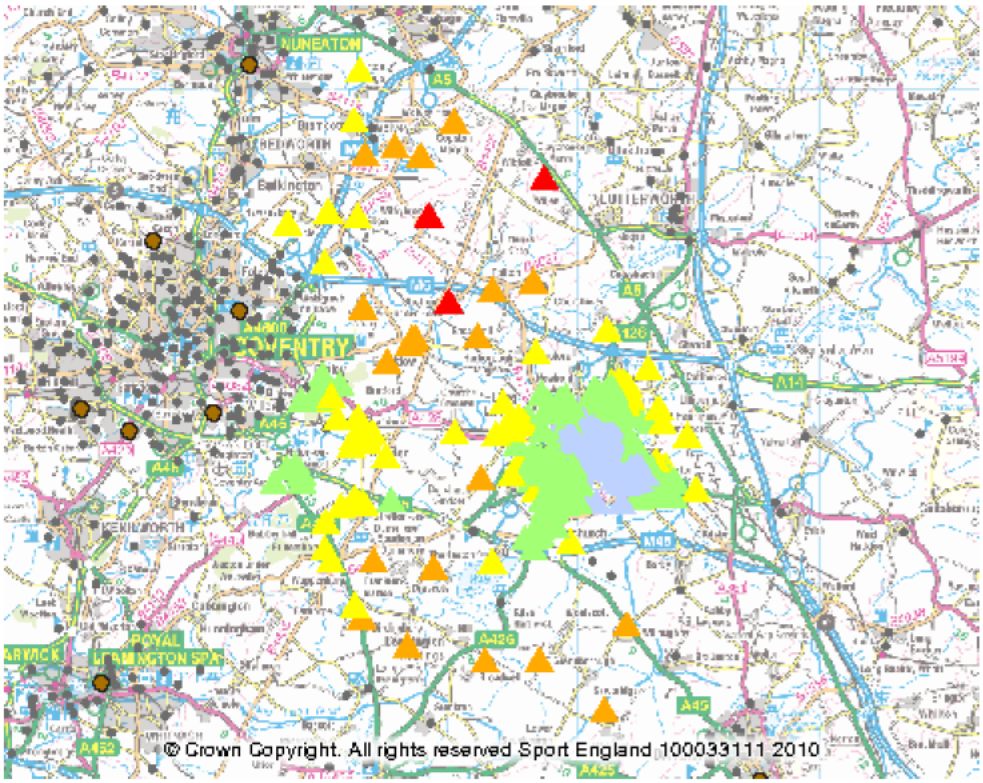
Figure 60: Athletics tracks- provision per 1,000



Symbol	Range	Local Authority Count
	0 - 0.018	(1)
	0.037 - 0.054	(1)
	0.055 - 0.072	(2)
	0.073 - 0.09	(1)

228. Figure 61 below shows the travel times to tracks in the area and demonstrates that the residents of Rugby can generally reach a track within a 10 minute drive time.

Figure 61: Athletics tracks- travel times by car



Time to the nearest site

Symbol	Range (minutes)
	3.87 - 7.14
	7.15 - 10.41
	10.42 - 13.67
	13.68 - 16.96
	16.97 - 20.23

Comparator authorities' provision

229. Using Active Places Power data it has been possible to calculate the levels of synthetic athletics track provision per 1,000 head of population for Rugby and its ONS comparator authorities (using 2008 ONS population estimates), see Figure 62. This shows that other than Kettering district, Rugby has the highest provision.

Figure 62: Athletics- comparator authorities

Local authority	Population at 2008	Synthetic athletics tracks (lanes)	Provision per 1000
Rugby	92,700	8	0.09
South Kesteven	130,500	8	0.06
Kettering	89,300	8	0.09
St Edmundsbury	102,900	8	0.08
West Wiltshire	126,600	0	0.00

Summary of modelling findings

230. The modelling tools indicate that there is adequate provision of athletics tracks in Rugby and the authority is well provided for in relation to its comparator authorities.

Consultation with NGB and sports development issues

231. The most up to date guidance available from UK Athletics, contains the following statement regarding outdoor track provision:

One outdoor synthetic track (6 or 8 lanes) per 250,000 within 20 minutes drive (45 minutes in rural areas)

232. In general, the current priority for UK Athletics is to increase the provision of indoor facilities to support outdoor facilities. The only known indoor athletics provision in Warwickshire is the Solihull High Jump Centre at Arden School in Knowle, which caters solely for high jump.

233. The UK Athletics Facilities Planning and Delivery 2007 – 2012 proposes:

One regional centre, one regional 200m track and one indoor training centre are recommended per 500,000 population, within a 30 minute drive time (or 45 minutes for those living in rural locations).

234. Rugby and Northampton Athletics Club (RNAC) has 600 members and is looking to expand. RNAC own the majority of the clubhouse at the Rugby Athletics Track, with the exception of the toilets which are owned by RBC.

235. The facilities at the track have recently been upgraded, and the works included: adding a back straight, an additional javelin throw area and some junior sprint lanes. Some of the existing track has being completely replaced and the rest has been re-sprayed. Rugby Borough Council estimates that these works will give the track an additional life time of 15 years. The works have allowed the track to be re-certified as a Grade B and thus able to hold competitions. The club wishes to explore the opportunity of managing the site once it has been brought up to a reasonable standard.

236. In future the club would like to see the following improvements to the facility:

- Provision of a straight (currently being installed)
- Provision of a jumps area
- Pole vault and shot putt area
- Spectator Stand (100 – 500 seats)
- Improved storage (close to the track)

237. There is a question mark over the long term future of the track at Sixfields in Northampton as its replacement/refurbishment has been highlighted as a priority in the recent West Northamptonshire Sports Facilities Framework.

238. The track at Daventry is cinder and is not floodlit. However with the new housing growth planned for the town there may be an opportunity to upgrade/relocate the facility.

Recommendations/proposals

239. The current level of provision appears to meet current and future demand at least up to 2026. There is also good access to other facilities in neighbouring facilities e.g. The Pingles in Nuneaton.

240. The priorities should therefore be to maintain and improve the existing facilities.

Figure 63: Athletics tracks recommendations summary

Delivery Recommendations
No additional provision required, however upgrades to the facilities at the existing track to incorporate spectator facilities and improved storage should be carried out.

HEALTH AND FITNESS

Introduction

241. The provision of health and fitness facilities (typically including fitness stations) is potentially a key element in achieving increased participation in physical activity. The private sector often plays a key role in health and fitness provision, and is likely to continue to do so in the future.

242. There is no simple way of assessing participation in individual gym and fitness activities, nor the spaces they need. One method however is the analysis of the provision per 1000 people of the larger health and fitness facilities which have a number of 'stations'. (A station might be for example a single treadmill).

243. Health and fitness gyms attract all socio-economic groups and a wide spread of ages. However, there are more women users than men, and most people are aged under 45. The private sector clubs most often provide for the NS-SEC groups 1-4, whilst local authority facilities provide for a wider social range, albeit with less facility investment. Health and fitness facilities are often best co-located with other sports facilities because as a net income earner, they can support the financial viability of other facilities, particularly swimming pools.

Current provision

244. There are 5 health and fitness centres in the Borough which have more than 30 fitness stations and which have some degree of community access. This gives a total of 354 stations, according to the Active Places data of 2010.

245. Of the five health and fitness suites, only the Ken Marriott Leisure Centre is operated by the local authority (see Figure 64).

Figure 64: Health and fitness- current provision in Rugby Borough

Site Name	No. of stations	Access Type
Ken Marriott Leisure Centre	70	Pay and Play
LA Fitness	90	Registered Membership Use
Spa Naturel (Mercure Brandon Hall)	34	Registered Membership Use
Sports Connexion Leisure Club	60	Pay and Play
Virgin Active Club	100	Registered Membership Use