



Telford & Wrekin Council

Indoor Sports & Leisure Strategy 2022-2032

November 2022



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1. EXECUTIVE SUMMARY

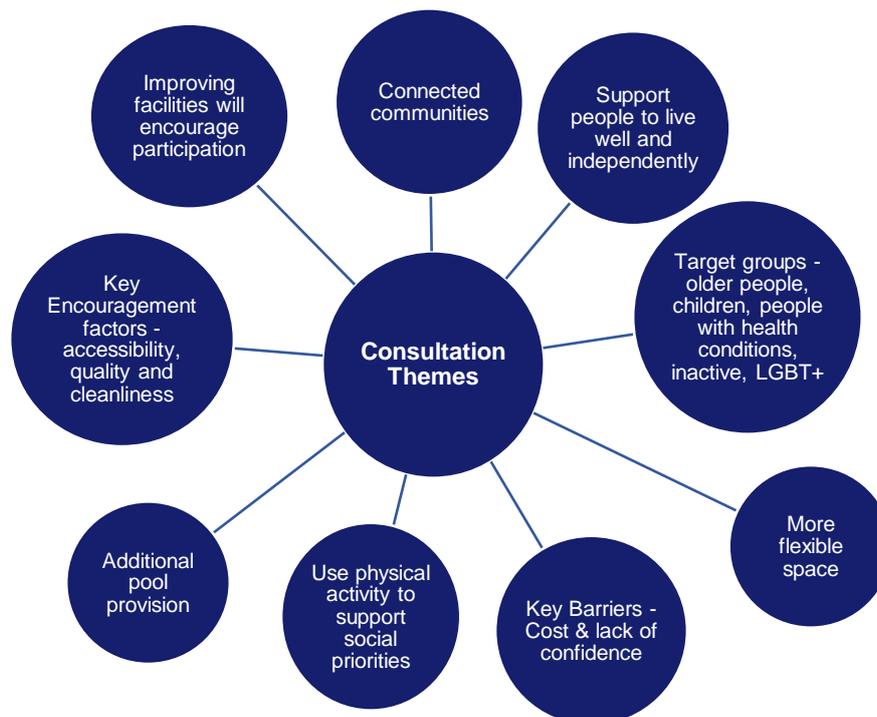
1.1. Telford & Wrekin Council (TWC) requires a new Indoor Sports & Leisure Strategy for the Borough for 2022 to 2032 to reflect current Council priorities, local drivers and the wider national sport and physical activity context. The new strategy will provide a framework to ensure that the Council's indoor sports and leisure provision is able to further increase community physical activity levels, continue to meet current and future demands, contribute to the Council's commitment to 'Protect, Care and Invest' and to ensure every child, young person and adult lives well in their community.

1.2. Following a national and local strategic review it was agreed that:

- Leisure facilities have a role to play in connecting communities and providing opportunity for everyone to be active.
- Facility development should take a place-based approach to ensure they are providing for local need and demand and to be supportive of local health issues.
- Leisure facilities are a key element in increasing levels of physical activity, however there are other elements such as active travel and active environments that have a role to play in making communities more physically active.
- Leisure centres contribute to the local economy in a variety of ways, including tourism and employment and there is an opportunity to maximise the impact they have to ensure local communities benefit from their success.
- The leisure centres need to offer activities for every stage of life, supporting both physical and mental health.

1.3. Key to developing the outcomes and recommendations of the strategy was the level of consultation with key stakeholders, the local community and national governing bodies. The key themes that emerged from these sessions are set out below.

Figure 1 - Consultation Key Themes



1.4. The evidence gathered to understand the need and demand for future leisure provision was collated from a range of different aspects, a summary is provided overleaf.

Table 1 - Evidence Summary

Evidence Base	Key Findings
Demographic, health profile and activity level review	<ul style="list-style-type: none"> Leisure facilities need to meet the demands of one of the fastest growing populations outside London and must be accessible to those living in the most deprived areas. Leisure facilities must be attractive to all age groups. There are some local health issues that increased participation in physical activity could positively contribute towards. Rates of participation in physical activity have declined post-Covid. Leisure provision needs to provide opportunities that enables children to remain active throughout their teenage years and into adulthood.
Latent Demand Modelling	<ul style="list-style-type: none"> There is the potential for growth in the fitness membership base, with the most growth projected to be at Abraham Darby and Wellington. Whilst growth is projected the existing gym facilities are large enough to support the total demand projected.
Mosaic Profile	<ul style="list-style-type: none"> Leisure centres should focus on people within the Modest Traditions group as these people will benefit from increased levels of physical activity and are under-represented at Telford & Wrekin leisure centres. Transient Renters are under-represented overall at the leisure centres. The facilities need to continue to offer pay and play activities as this is likely to be more attractive to this group than fixed term contracts. The majority of under-represented groups live within the areas where the leisure centres are located. Older people are under-represented therefore ensuring there are facilities that are attractive to older people is important.
Facility Planning Model	<ul style="list-style-type: none"> Additional sports hall facilities are not required in the Council's leisure portfolio; however a better balance could be achieved between supply and demand by increasing community access to existing facilities. To meet future swimming demand the Council should consider providing additional water space to ensure future need is met.
Quality Audit	<ul style="list-style-type: none"> All of the Council's leisure facilities scored well in the facility audit and there is no one facility that stands out as being in need of significant investment to improve the quality of offer. However, there is a limited supply of flexible studio space across the portfolio.
Competition Analysis	<ul style="list-style-type: none"> Within Telford there is substantial commercial leisure provision including ten pin bowling, soft play and a trampoline park. Planned future provision in the town centre presents significant competition for any other commercial leisure facility.
Facility Mapping	<ul style="list-style-type: none"> The mapping highlights that the leisure centres are well placed to serve local residents and where there is not a Council facility within 20 minutes there are community facilities available.

1.5. Recommendations

1.5.1. Following the needs assessment seven core recommendations have been identified:

Figure 2 - Facility Recommendation Summary



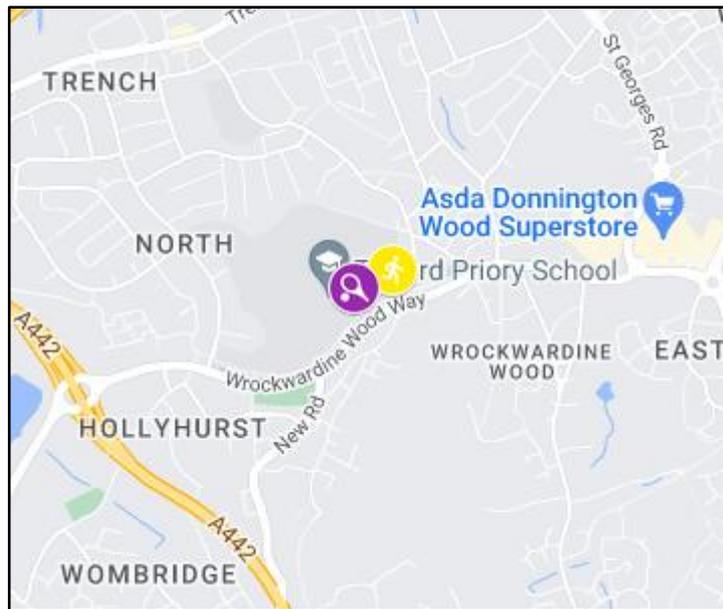
2. INTRODUCTION

- 2.1. Telford & Wrekin Council (TWC) requires a new Indoor Sports & Leisure Strategy for the Borough for 2022 to 2032 to reflect current Council priorities, local drivers and the wider national sport and physical activity context which has moved on since the last Leisure Facilities strategy in 2007.
- 2.2. The new strategy will provide a framework to ensure that the Council's indoor sports and leisure provision is able to further increase community physical activity levels, continue to meet current and future demands, contribute to the Council's commitment to 'Protect, Care and Invest' and to ensure every child, young person and adult lives well in their community.
- 2.3. It will sit alongside the Outdoor Recreation Facilities Strategy to provide a robust assessment of need and evidence base for future sports and leisure planning, investment and policy decision making and be used to inform the Local Plan review.
- 2.4. Telford & Wrekin Council's vision¹ is to "protect, care & invest to create a better borough" with the five priority areas of;
- Every child, young person and adult lives well in their community
 - Everyone benefits from a thriving economy
 - All neighbourhoods are a great place to live
 - Our natural environment is protected, and the Council has a leading role in addressing the climate emergency
 - A community focused innovative council providing efficient, effective and quality services

Figure 3 – Telford & Wrekin Council Vision



¹ Telford & Wrekin Council Plan 2020



Symbol	Site Name	Current Facility Mix
	Abraham Darby Sports & Leisure Centre	Swimming Pool. Health & Fitness Gym. Sports Hall. Studio. Meeting Room. Grass Pitches
	Telford Snowboard & Ski Centre	Dry Ski Slope. Nursery Slope. Ski Lodge. 3G Pitch. Grass Pitch.
	Dawley Sports & Leisure @ Langley School	Sports Hall. Health & Fitness Gym. Studio. Grass Pitches. 3G Pitch.
	Telford Ice Rink	Ice Pad. Soft Play. Event Space.
	Shortwood Swimming Pool	Small Pool.
	Oakengates Leisure Centre	Pool. Health & Fitness Gym. Studio. Health Suite. Sports Hall. Athletics Stadium. 3G pitch. Grass Pitches.
	Telford Tennis Centre	4 Indoor Courts. 4 outdoor Courts. Meeting Rooms. Telford Training Services.
	Langley & Horsehay Village Golf & Fitness Centre	18 Hole Golf Course. Driving Range. Footgolf Course. Health & Fitness Gym.
	Newport Swimming & Fitness Centre	Swimming Pool. Health & Fitness Gym.
	Stirchley Sports & Leisure @ Park School	Sports Hall. Health & Fitness Gym. Studio. Grass Pitches. 3G Pitch.
	Wellington Civic & Leisure Centre	Swimming Pool. Studio. Health & Fitness Gym. Health Suite.

2.10. Consultation with key stakeholders forms a vital element of the strategy work, informing the recommendations including any collaborative service opportunities and integrated services.

2.11. The report considers the context of recovery from the Covid-19 pandemic. The Council sees sport and leisure provision as an important piece of its wider recovery programme, playing a key role in delivering more sustainable and healthy communities in the post Covid-19 environment.

2.12. The strategy also needs to be considered against the current cost of living crisis highlighting the need to sustain affordable leisure provision.

2.13. Active Travel, Active Design and the Active Environment are an important part of the wider leisure provision and are covered in Telford & Wrekin Council Plan 2020, Vision 2032, Telford & Wrekin Council Shaping Places Strategy, Cycling & Walking 2017 Strategy and Cycling & Walking 2022 plan. This strategy focuses on indoor leisure provision.

3. STRATEGIC REVIEW

3.1. The strategic review outlines the key local and national strategic priorities and considers how sport, leisure and wellbeing can contribute towards achieving them.

3.2. National Strategic Priorities

3.2.1. A summary of the key strategies and their respective strategy outcomes/KPIs, such as Sport England, Public Health England (PHE) and the British Medical Association (BMA) are outlined below.

Figure 4 – National Strategies

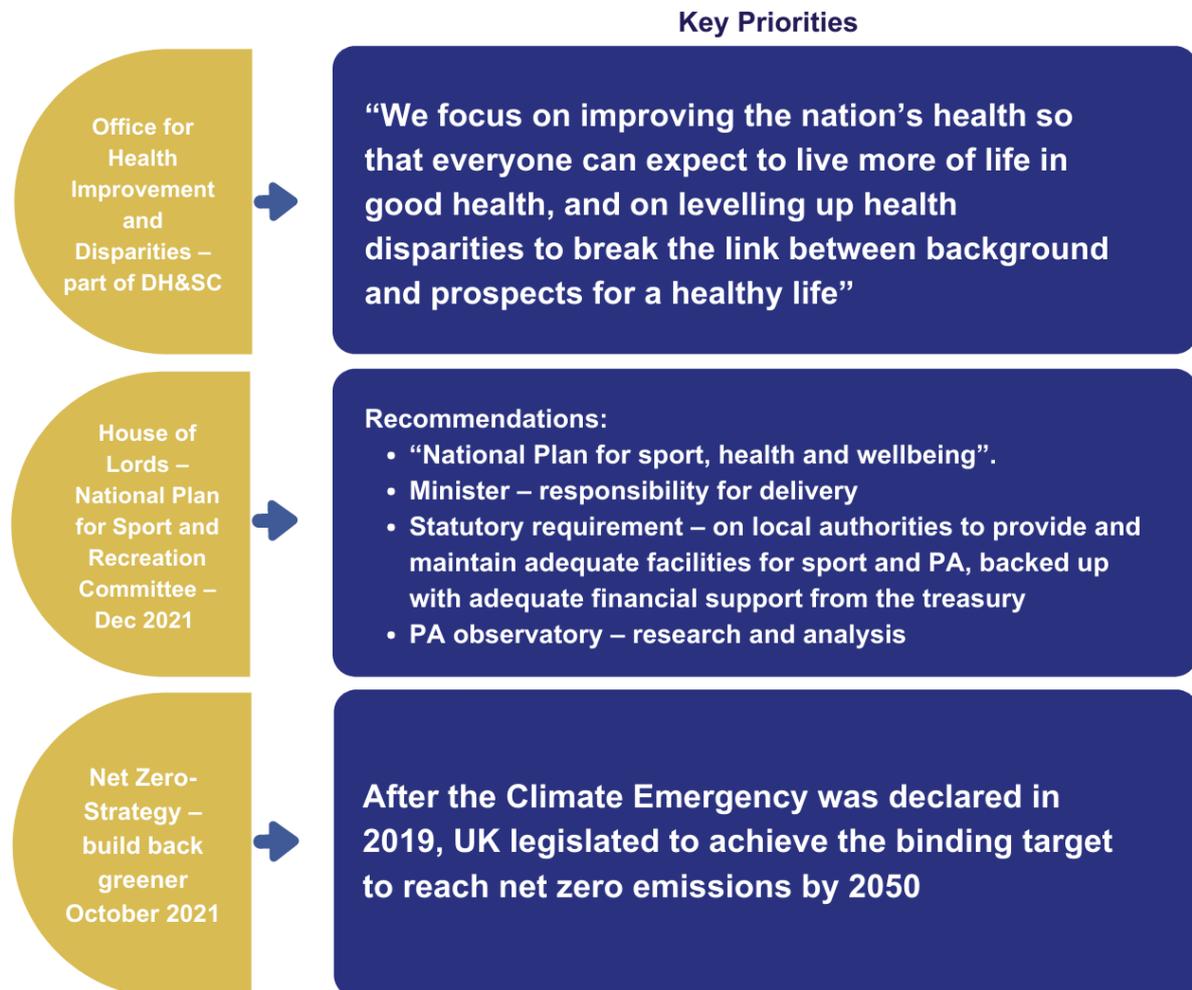




3.2.2. The infographic below shows the priority of the new government department, the Office for Health Improvement and Disparities, and goes on to highlight the recommendations from the recent House of Lords paper calling for a national plan for sport, health and wellbeing.

3.2.3. These both highlight the focus central government is putting on physical activity and levelling health inequalities as the country recovers from the health and other impacts of the coronavirus pandemic.

Figure 5 – Government Key Priorities



3.2.4. The final infographic reminds us of the government’s commitment to achieve carbon neutrality by 2050, which is relevant given leisure centres’ large contribution to councils’ carbon emissions each year.

3.3. Local Strategic Priorities

3.3.1. The figure below outlines the key strategic documents and plans within the Borough and surrounding area which the physical activity and sport services have a responsibility to contribute towards.

Figure 6 – Local Strategies



3.3.2. An analysis of how relevant local Telford & Wrekin strategies support and align with national strategies is shown overleaf.

Figure 7 – Local Strategies



Strategy

Inclusive Leisure Partnership Plan 2022-2023

Telford & Wrekin Cycling and Walking Strategy

Telford & Wrekin Playing Pitch Strategy 2016

Telford & Wrekin Local Play Strategy

Vision

To support and improve the delivery, inclusivity and accessibility of the leisure offer to local people with learning, physical disabilities and Autism within Telford & Wrekin

To provide a safe and attractive network of cycling and walking routes to support successful, prosperous and healthy communities

To ensure that there will be a range of outdoor sports provision to benefit all residents in Telford & Wrekin, resulting in an increase in participation in sport and physical activity both now and in the future

A successful, prosperous and healthy community which offers a good quality of life for all the people of Telford & Wrekin

Key Priorities

Empowerment of disabled people to access activities and facilities across the Council run leisure and fitness facilities

Promote SEND related activities and sessions available in the community to help improve awareness and understanding of what's available

Upskill and provide training to all leisure staff in order to expand knowledge and awareness and provide a welcoming and clear environment when accessing leisure facilities

Taking a holistic approach to health and wellbeing through walking and cycling create long term behaviour changes towards more sustainable and healthier travel choices

Make the cycle and walking network more accessible to residents and visitors
Integrating community resources to deliver the strategy

Protect the existing supply of outdoor sports provision

Enhance outdoor sports provision and ensure there is sustainability through improved quality and a range of management models
provide new outdoor sports facilities where there is current or future demand to do so

Provide a shared understanding of the meaning of play and raise the profile of play
Provide more and better local and inclusive play opportunities where they are most needed

Improve childrens access to safe places to play and socialise

Sustain play opportunities over the long term

3.3.3. Strategic Themes and Outcomes

3.3.4. The tables overleaf highlight how national and local strategic priorities are aligned and link to the following themes taken from the Telford & Wrekin Council Plan 2020 **Live Well, Thriving Economy**, and **Healthy Neighbourhoods**.

Table 2 – Strategic Themes and Outcomes

Live Well			
National Strategies			
<p>Sport England’s ‘Uniting the Movement’ Strategy 2021-2031 includes:</p> <ul style="list-style-type: none"> • Positive Experiences for Children And Young People - Unrelenting focus on positive experiences for all children and young people as the foundations for a long and healthy life. • Connecting With Health and Wellbeing - Strengthening the connections between sport, physical activity, health and wellbeing, so more people can feel the benefits of, and advocate for, an active life. 	<p>BMA Get Moving Report October 2019 includes:</p> <ul style="list-style-type: none"> • School (physical education recognised and protected as an essential part of the school curriculum) 	<p>PHE Strategy 2020-2025 includes:</p> <ul style="list-style-type: none"> • Help make the healthy choice the easy choice to improve diets and reduce rates of childhood obesity 	<p>Department of Transport - Gear change “A bold vision for cycling and walking” 2020 includes:</p> <ul style="list-style-type: none"> • Healthier, happier and greener communities • Safer streets • Convenient and accessible transport • Cycling and Walking at the heart of transport decision making
Local Strategies			
<p>Telford & Wrekin Health & Wellbeing Strategy 2021-2022/3</p> <ul style="list-style-type: none"> • Support People in Shropshire, Telford & Wrekin to lead healthy lives • Develop an integrated care system that joins up health and social care 	<p>Telford & Wrekin Council Plan 2020</p> <ul style="list-style-type: none"> • Every child, young person and adult lives well in their community • Everyone benefits from a thriving community • All neighbourhoods are a great place to live • Our natural environment is protected and the council has a leading role in addressing climate change emergency 	<p>Inclusive Leisure Partnership Action Plan 2022-2023</p> <ul style="list-style-type: none"> • Implementing recommendations which support the empowerment of disabled people to access activities and facilities across our council run leisure and fitness facilities 	<p>Telford & Wrekin Cycling & Walking Strategy</p> <ul style="list-style-type: none"> • Taking a holistic approach to improving health and wellbeing through walking and cycling • Create long-term behaviour changes towards more sustainable and healthier travel choices • Make the cycle and walking network more accessible to residents and visitors • Integrate walking and cycling with other modes of public transport

Thriving Economy			
National Strategies			
<p>Sport England’s ‘Uniting the Movement’ Strategy 2021-2031 includes:</p> <ul style="list-style-type: none"> Recovering from the biggest crisis in a generation and reinventing as a vibrant, relevant and sustainable network of organisations providing sport and physical activity opportunities that meet the needs of different people 	<p>Levelling Up the United Kingdom 2022 includes:</p> <ul style="list-style-type: none"> Institutional Capital – Local leadership, capacity and capability Boost productivity, pay, jobs and living standards by growing the private sector 	<p>National Infrastructure Strategy 2020 sets out how infrastructure can support economic recovery and includes:</p> <ul style="list-style-type: none"> A united UK with thriving communities, cities, regions and nations 	
Local Strategies			
<p>Telford & Wrekin Council Plan</p> <ul style="list-style-type: none"> Everyone benefits from a thriving economy All age unemployment is addressed by connecting residents to jobs, support and training 	<p>Telford & Wrekin Indoor Sports and Leisure Strategy</p> <ul style="list-style-type: none"> Cohesive, healthy and prosperous communities Economic prosperity 		
Healthy Neighbourhoods			
National Strategies			
<p>Sport England’s ‘Uniting the Movement’ Strategy 2021-2031 includes:</p> <ul style="list-style-type: none"> Connecting Communities – More communities to enjoy the benefits of what sport and physical activity can do, both for individuals and the place where they live and work 	<p>BMA Get Moving Report October 2019 includes:</p> <ul style="list-style-type: none"> Travel (increased investment in active travel) Leisure (access to open spaces and recreation facilities) Work (encourage active travel) 	<p>PHE Strategy 2020-2025 includes:</p> <ul style="list-style-type: none"> Take steps towards creating a smoke-free society by 2030 Develop and share advice on how to best reduce air pollution levels and people’s exposure to polluted air Promote good mental health and contribute to the prevention of mental illness 	<p>Department of Transport - Gear change “A bold vision for cycling and walking” 2020 includes:</p> <ul style="list-style-type: none"> Healthier, happier and greener communities Safer streets Convenient and accessible transport Cycling and Walking at the heart of transport decision making
Local Strategies			
<p>Telford & Wrekin Council Shaping Places Strategy</p> <ul style="list-style-type: none"> Cohesive, healthy and prosperous communities Environmental enhancement 	<p>Telford & Wrekin Walking and Cycling Strategy</p> <ul style="list-style-type: none"> Make the cycle and walking network more accessible to residents and visitors Integrating community resources to deliver the strategy 	<p>Telford & Wrekin Health & Wellbeing Strategy 2020/1-2022/3</p> <ul style="list-style-type: none"> Support people in Shropshire, Telford & Wrekin to lead healthy lives 	

National & Local Strategies - What does this mean for leisure provision in Telford & Wrekin?

- Leisure facilities have a role to play in connecting communities and providing opportunity for everyone to be active.
- Facility development should take a place-based approach to ensure they are providing for local need and demand and to be supportive of local health issues.
- Leisure facilities are a key element in increasing levels of physical activity, however there are other elements such as active travel and active environments that have a role to play in making communities more physically active.
- Leisure centres contribute to the local economy in a variety of ways, including tourism and employment and there is an opportunity to maximise the impact they have to ensure local communities benefit from their success.
- The leisure centres need to offer activities for every stage of life, supporting both physical and mental health.

4. DEMOGRAPHIC & HEALTH PROFILE

- 4.1. This section sets out the insight data used to understand the socio demographic context of the Borough up to 2032. The services going forward will need to reflect the future and current population and health profile of the area.
- 4.2. According to Understanding Telford and Wrekin 2019, 'Telford & Wrekin is one of the fastest growing local authority areas outside of London, largely due to record levels of housing growth.' As the population grows and ages it is becoming more diverse with notable changes in the age profile of the population which will impact on the future demand for services.
- 4.3. Stage 2 includes the review of the Borough's demographic profile, health profile and physical activity participation rates.
- 4.4. The key demographic and health statistics are outlined overleaf.

Figure 8 – Key Demographic and Health Statistics

Demographic Profile

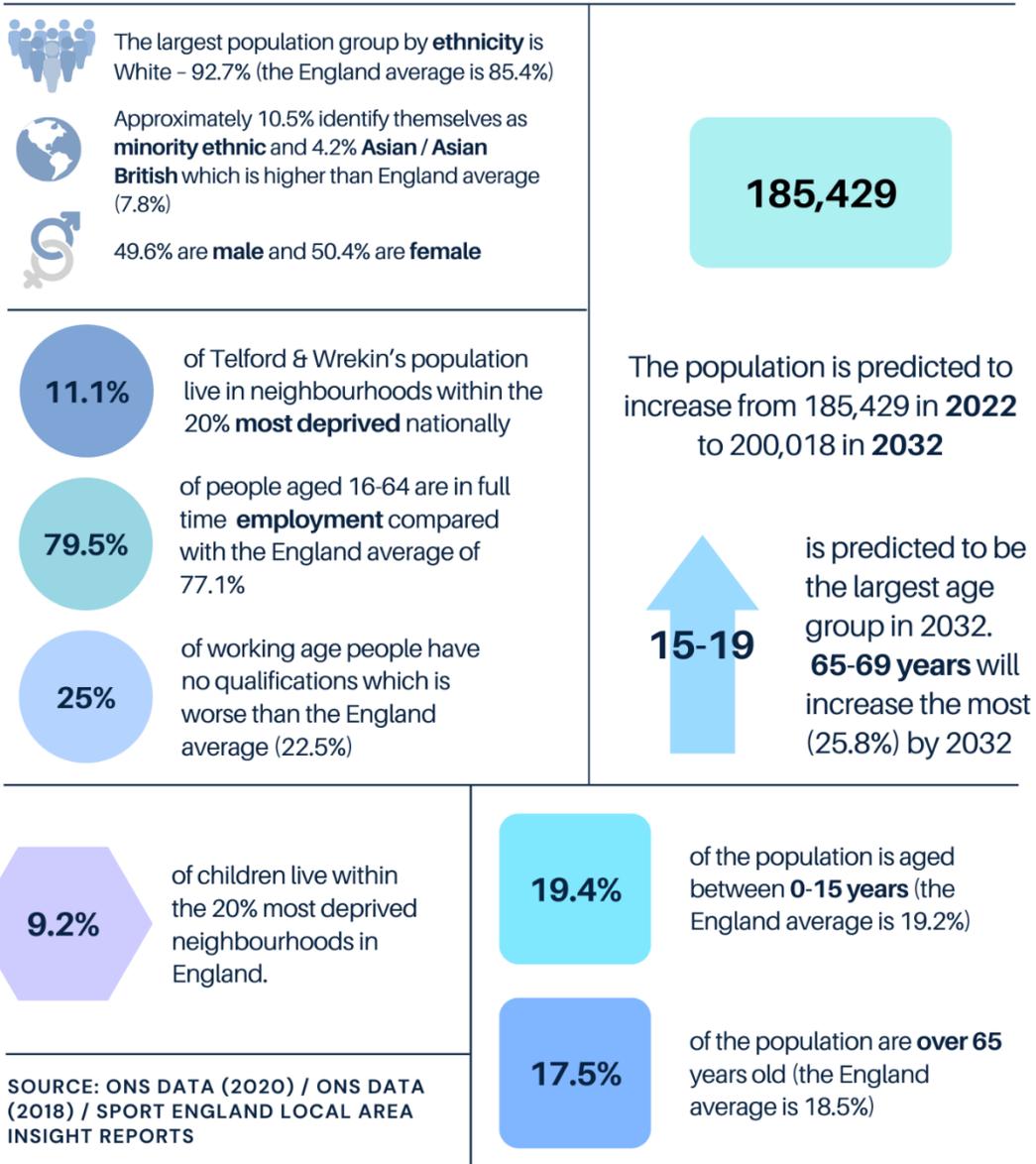
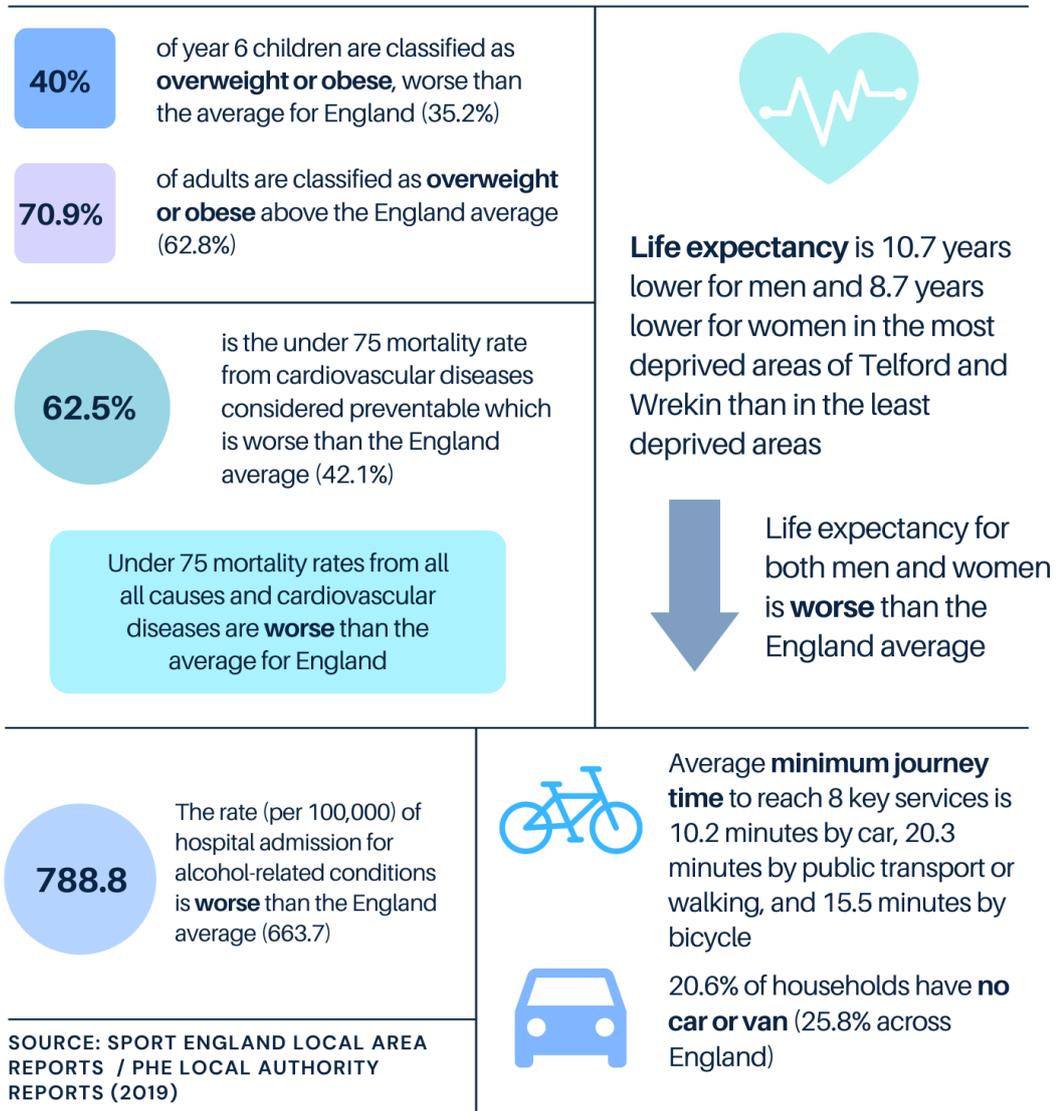


Figure 9 – Key Health Statistics

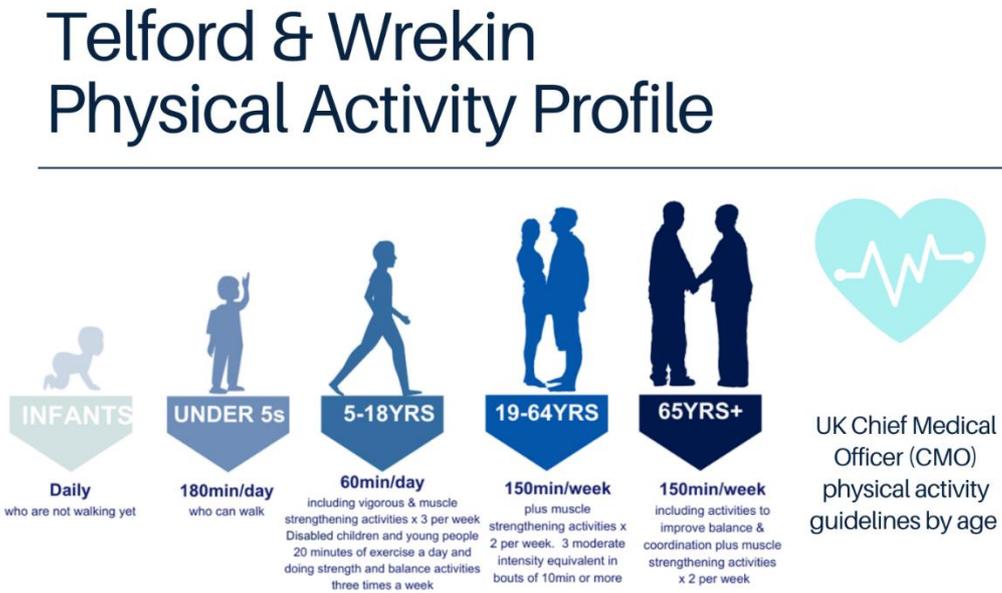
Health Profile



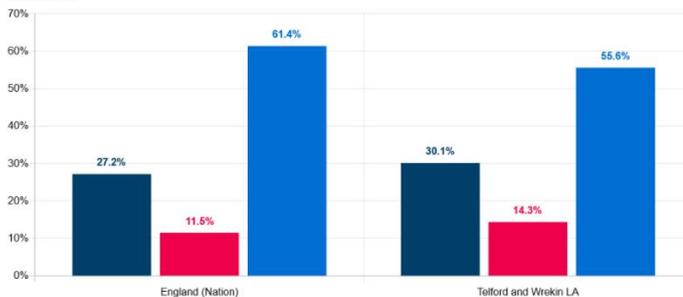
4.5. Current Levels of Activity

4.5.1. The levels of physical activity for adults and children in the Telford & Wrekin Borough area are detailed in the figure below.

Figure 10 – Telford & Wrekin Physical Activity profile



Levels of activity Nov 20-21

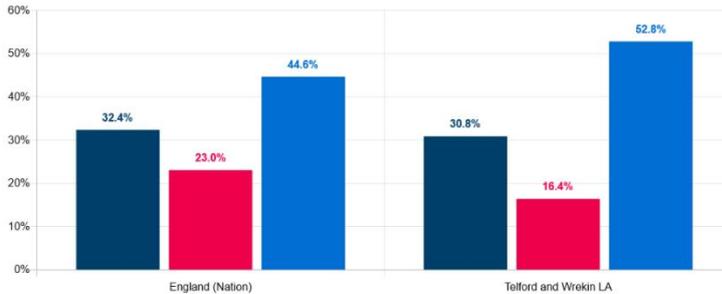


30.1% of adults in Telford & Wrekin are categorised as **inactive**, which is worse than the England average of 27.2%

% Levels of activity:
 ■ Inactive: less than 30 minutes a week ■ Fairly active: 30-149 minutes per week ■ Active: at least 150 minutes a week

Levels of activity Academic Year 20-21

47.2% of children are not meeting the CMO guidelines for physical activity



% Levels of activity:
 ■ Less active: less than an average of 30 minutes a day ■ Fairly active: an average of 30-59 minutes a day ■ Active: an average of 60+ minutes a day

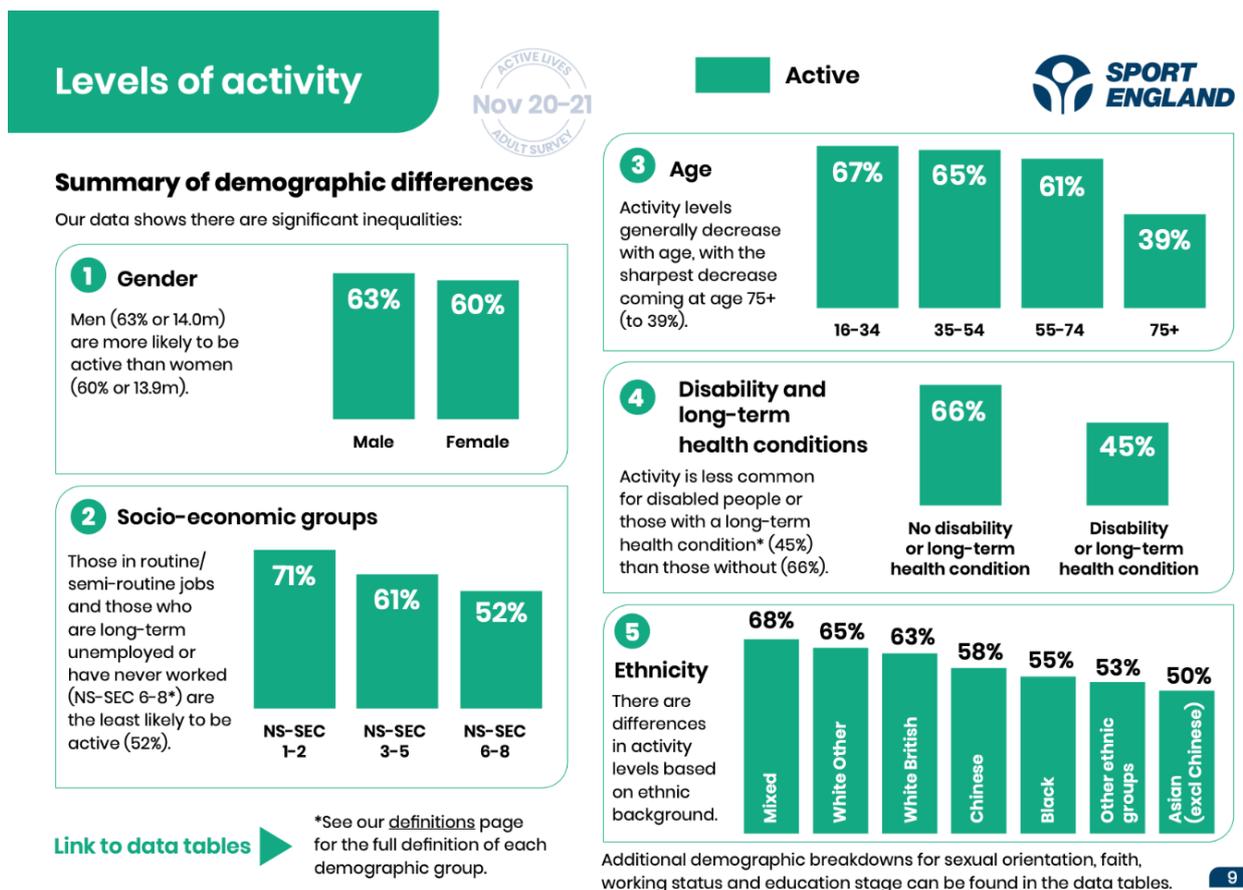
SOURCE: SPORT ENGLAND ACTIVE LIVES (2021)

4.5.2. Telford & Wrekin has higher rates of adult inactivity than the national and regional average and higher rates of children inactivity than the regional average but better than the national average.

4.5.3. The most recent adult data (Nov 20/21) shows a **decline in active adults** post-Covid (59.8% Nov 18/19) with 55.6% of Telford & Wrekin adults active (England 61.4%) and an **increase of inactive adults** to 30.1% (was 26.3% Nov 18/19) which is worse than the England average (27.2%).

4.5.4. Telford & Wrekin has high levels of deprivation and ageing population. Both these factors (as shown in the infographic below) correlate to lower levels of activity in adults.

Figure 11 – Sport England – Levels of Activity

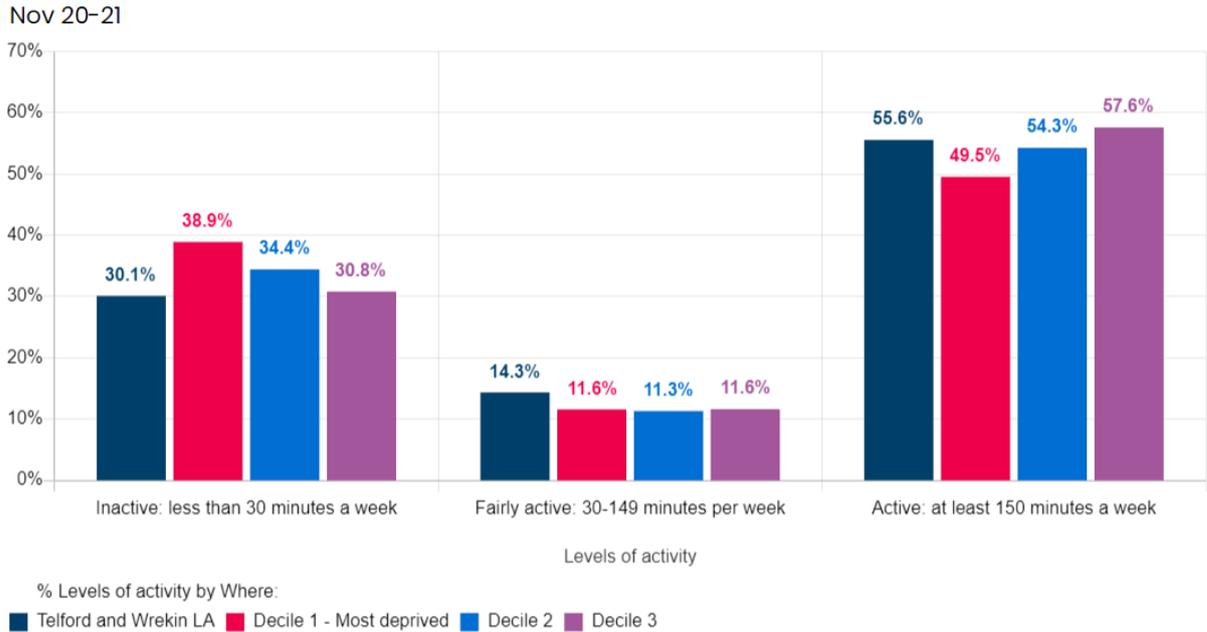


4.5.5. National data shows a strong link between areas most in need and inactivity.²

4.5.6. Looking at activity variations by areas with greatest need it can be seen in the figure overleaf that people in the most deprived areas have the highest inactivity.

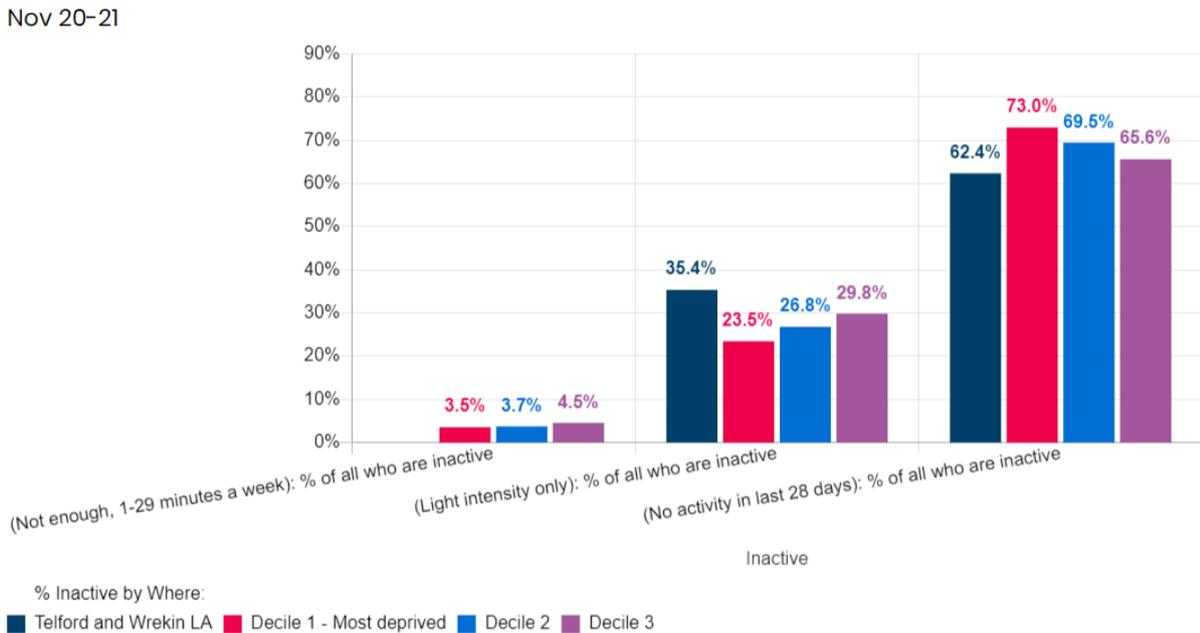
² Public Health England Fingertips: Physical Activity (2018)

Figure 12 – Telford & Wrekin Physical Activity profile by deprivation



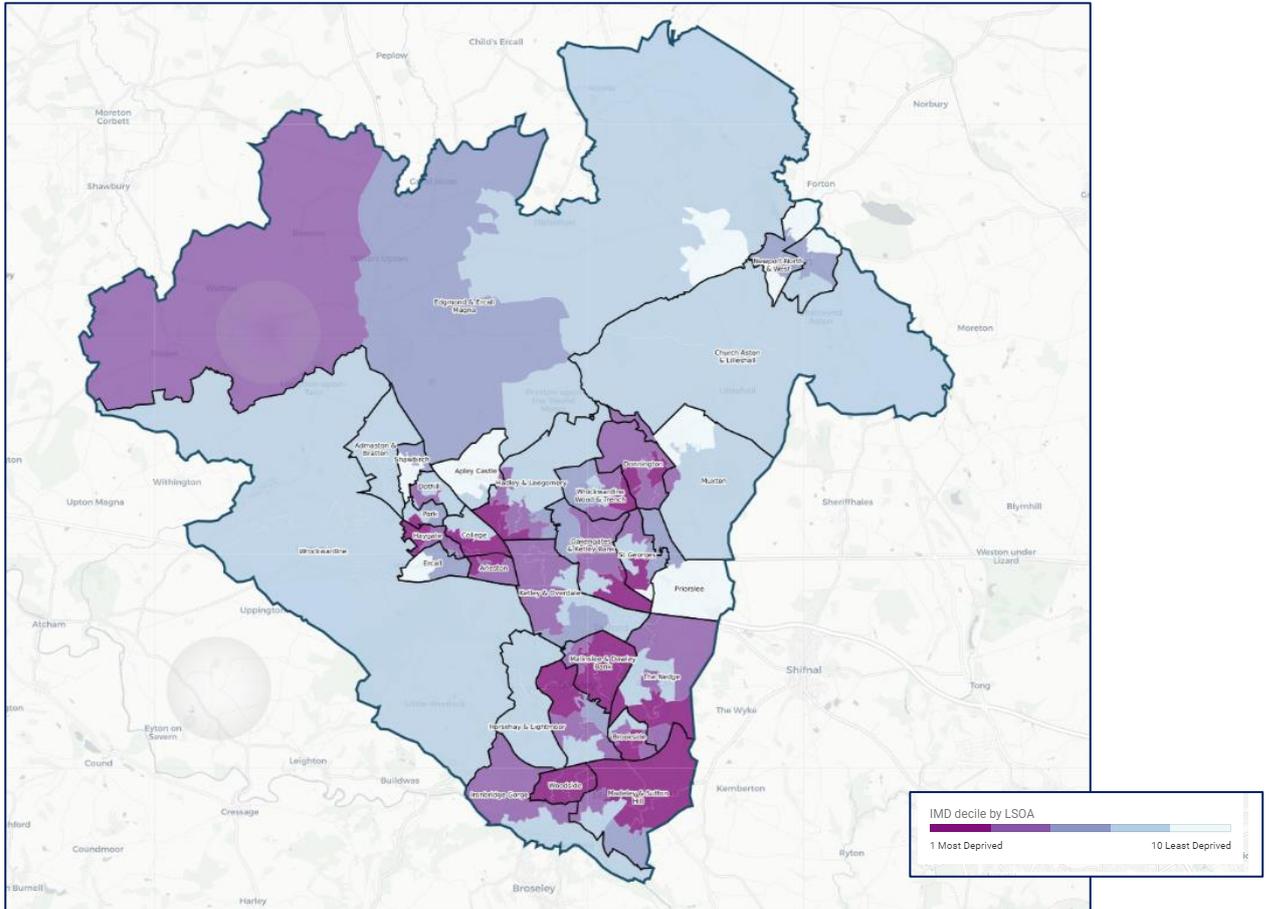
4.5.7. This analysis is broken down further to see what proportion of those who do less than an average of 30 minutes a day (less active) fell into one of these three sub-groups. The graph below shows that 73% of those in the most deprived areas did no activity in the last 28 days.

Figure 13 – Levels of Inactivity by deprivation

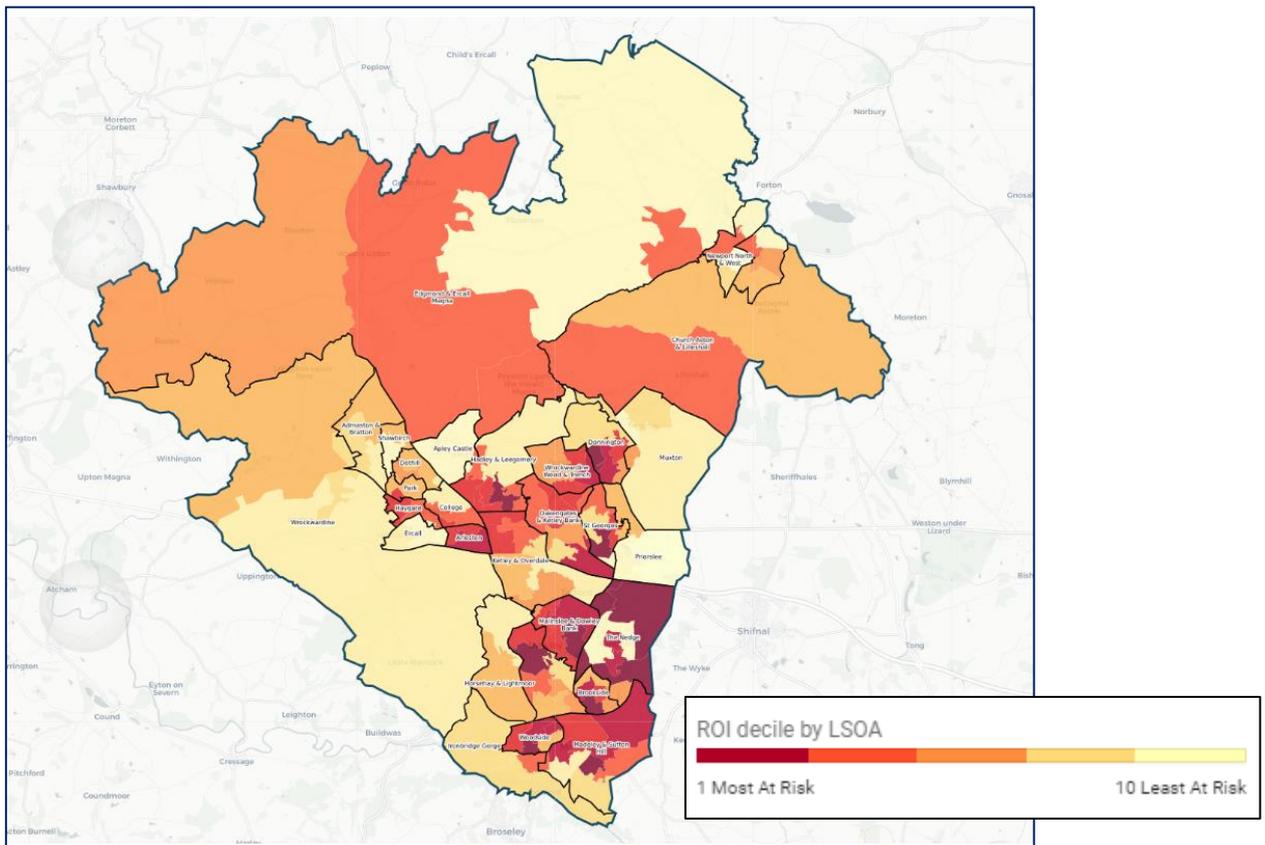


4.5.8. The map below shows specific areas most in need in the Borough with several wards to the South of Telford (Woodside, Madeley & Sutton Hill, Brookside, Dawley & Aqueduct, Malinsee & Dawley Bank), College ward in Wellington and Donnington in the top IMD 10% 'most in need' wards in the country. These areas most in need are served by local leisure facilities with Dawley Sports & Leisure @ Langley School in Dawley and Abraham Darby Sports & Leisure Centre near Woodside, Wellington Civic & Leisure Centre in Wellington and Oakengates Leisure Centre near Donnington.

Map 2 – Telford & Wrekin Indices of Multiple Deprivation Map by Ward

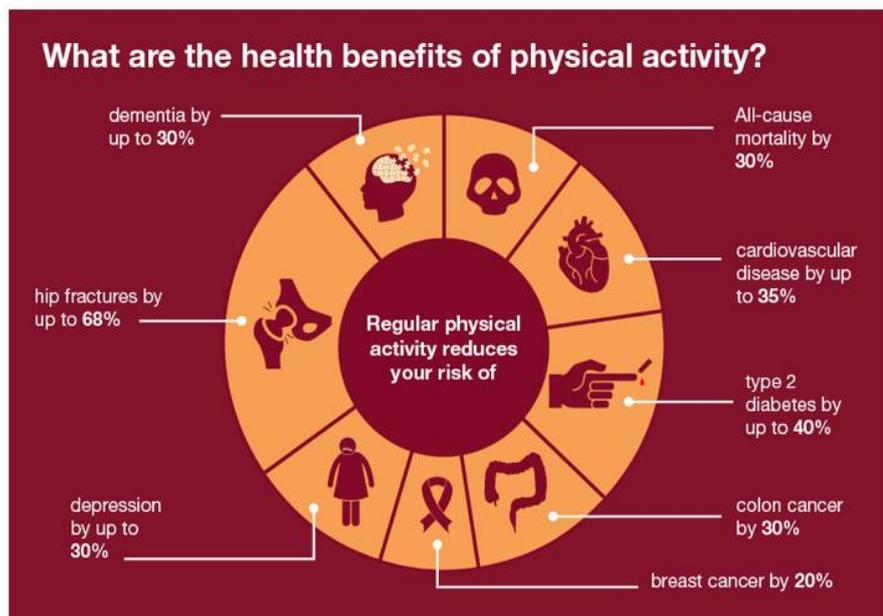


Map 3 – Telford Risk of Inactivity Map by Ward



4.5.9. As shown below, there is a strong correlation between regular physical activity and reducing the risk of a number of health conditions. This makes improving activity levels important across the board, but especially among deprived communities where inactivity may be more prevalent.³

Figure 14 – Benefits of Physical Activity



³ Public Health England Fingertips: Physical Activity (2018)

4.6. Covid-19 Impact on activity levels

- 4.6.1. In April 2021, Sport England analysed the impact of coronavirus on activity levels across England^[1]. They found that the combined impact of the storms and coronavirus had a significant effect on outdoor activity in early 2020 and a large number of people were inactive – doing less than 30 minutes of activity a day, or nothing at all.
- 4.6.2. The report found that compared to the previous 12 months, activity levels had fallen amongst all groups, with those from lower socio-economic groups seeing larger drops than those from higher socio-economic groups. As such, existing inequalities widened.
- 4.6.3. Interestingly, whilst the restrictions severely limited the ability to take part in some activities such as walking for travel, and team sports, the data showed how significant attempts were made by the population to find alternatives through increases in activities like ‘walking for leisure’, ‘running’ and ‘cycling for leisure and sport’.
- 4.6.4. Although at home exercise was encouraged, and the numbers of people working out at home increased significantly, it was not enough to offset the lost gym environment and drop in those taking part in team sports.
- 4.6.5. With coronavirus still part of our lives, and with omicron currently prevalent, it will be important to monitor how communities continue to react, and the impact on levels of and type of physical activity undertaken.

4.7. Covid-19 Implications for the Market

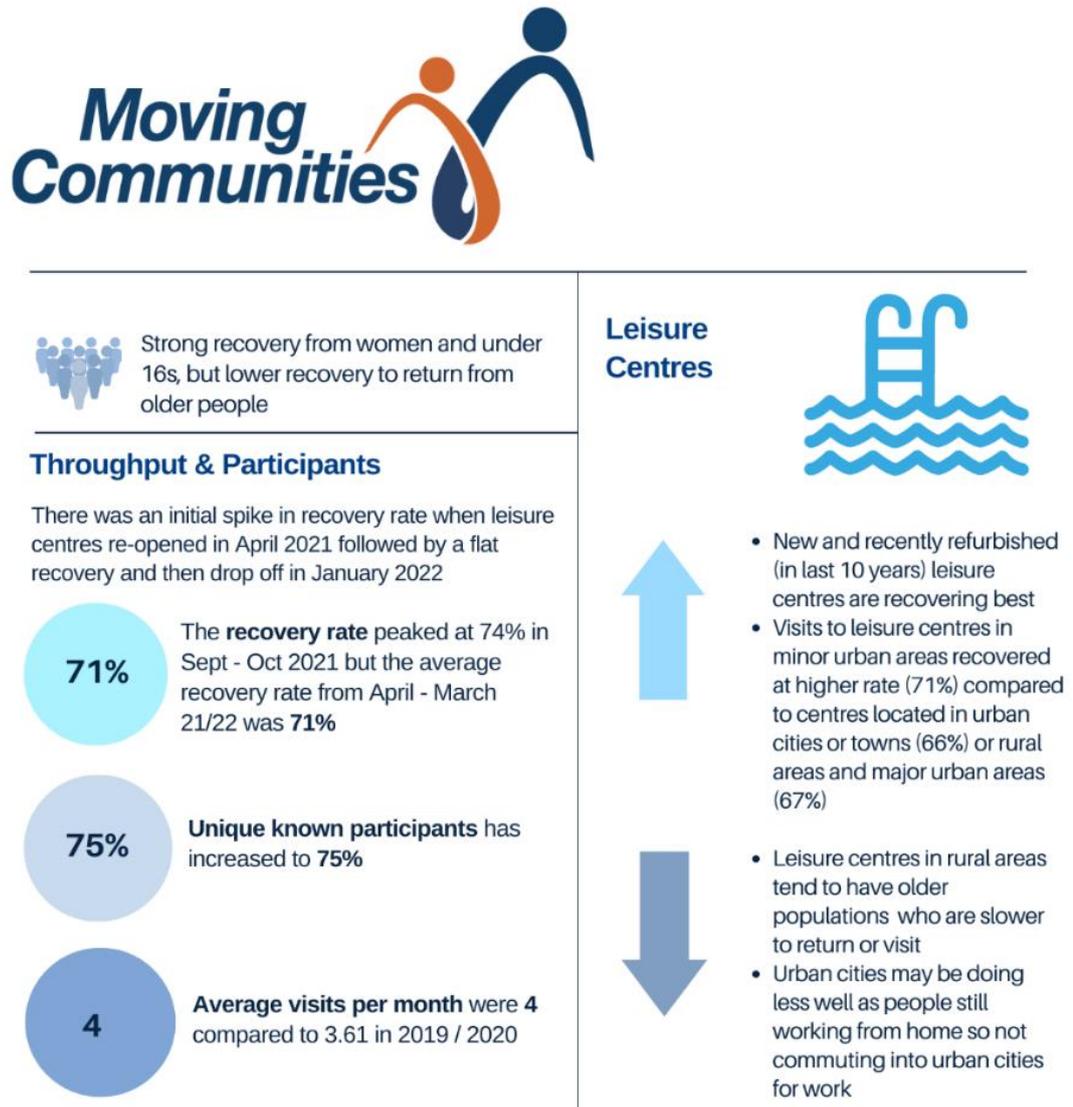
4.7.1. Moving Communities⁴

- 4.7.2. Following the re-opening of leisure centres in April 2021, Sport England and partners (of which Max Associates is one) launched the largest ever data gathering of; financial performance, participants, throughput, customer experience, service delivery (Quest) and social value of public leisure centres.
- 4.7.3. The data will assist local authorities, leisure providers and policymakers to support the recovery of public gyms and leisure centres, taking informed decisions to keep the nation active. A summary of key findings is overleaf.

^[1] <https://www.sportengland.org/news/impact-coronavirus-activity-levels-revealed>

⁴ <https://movingcommunities.org>

Figure 15 – Moving Communities Analysis



Social Value

5.1m participants in 642 leisure centres across England have generated over **£549 million of social value** through their consistent activity between April 2021 – January 2022

Activities

Whilst participation levels across all activities have **recovered to 75%** of pre-covid levels this has varied by activity type

- **strong recovery** in outdoor activity, gym activity, swimming lessons and swimming activities
- **poor recovery** in group workouts and sports hall activities. This is likely to be due to having to book activities, restrictions and shift to a digital offer

SOURCE: MOVING COMMUNITIES IN FOCUS APRIL 2022
WWW.MOVINGCOMMUNITIES.ORG

Demographic Analysis - What does this mean for leisure provision in Telford & Wrekin?

- Leisure facilities need to meet the demands of one of the fastest growing populations outside London.
- 15-19 is the largest age group and 65-69 year age group is projected to grow the most, highlighting the importance of having leisure facilities that are attractive to all age groups.
- Leisure facilities must be accessible to those living in the most deprived areas.
- There are some local health issues that increased participation in physical activity could positively contribute towards, such as the level of overweight and obese adults and children and the under 75 mortality rate from cardiovascular disease that is considered preventable.
- Rates of participation in physical activity have declined post-Covid, therefore the leisure facilities need to attract those that have either always been inactive or have stopped being active during the Covid-19 pandemic.
- Rates of physical activity in children are better than the national average, leisure provision needs to provide opportunities that enables children to remain active throughout their teenage years and into adulthood.
- National trends show swimming has recovered well post-Covid, with significant demand for swimming lessons, fitness and group exercise has been slower to recover. Ensuring there is a strong swimming offer with capacity for mixed programming will be important for future leisure centre provision along with strong marketing and sales to support the fitness offers within the leisure centres.

5. CONSULTATION

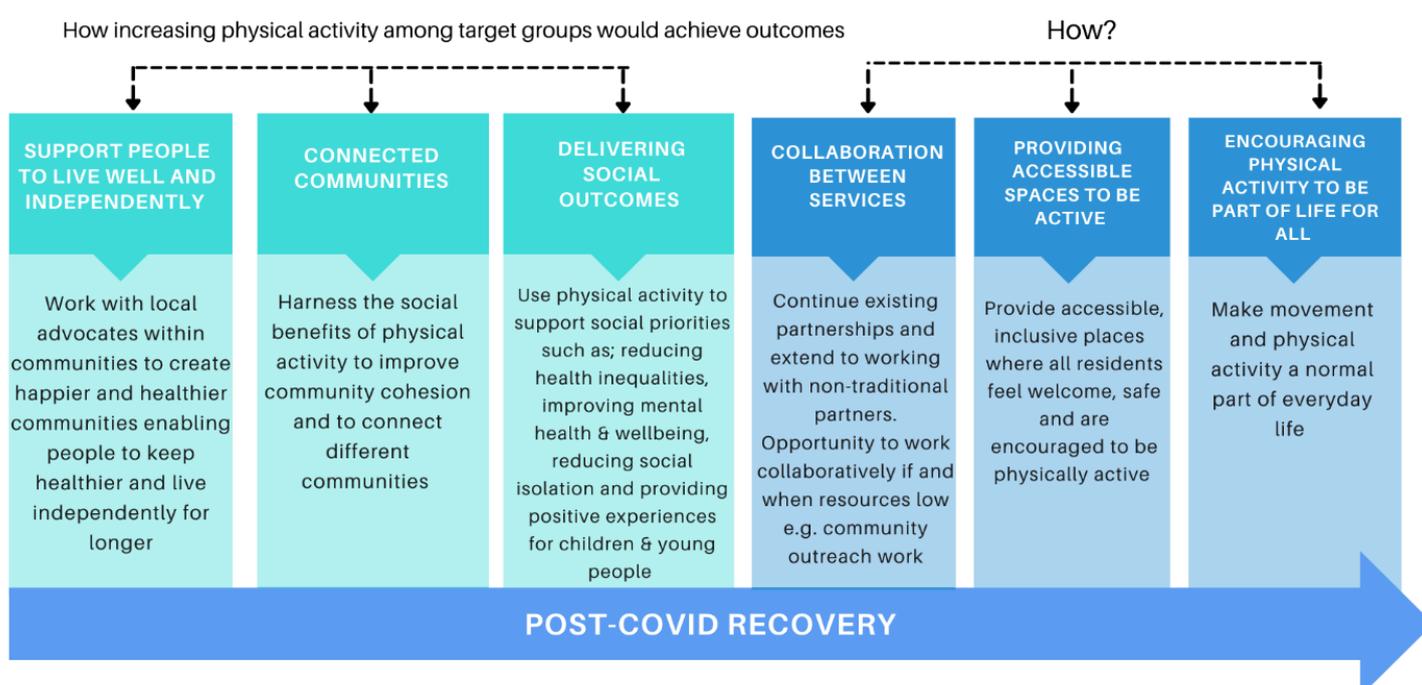
5.1 Stakeholder Consultation

5.1.1 To ensure buy-in throughout the process and identify opportunities for co-location a series of stakeholder workshops were undertaken.

5.2 Stakeholder Workshop Summary

5.2.1 Key stakeholder engagement was carried out between May-July 2022, both within the Council Members and Officers and with external partners. The full detailed report can be found in [Appendix 1](#). The common themes that came out of the stakeholder consultation were:

Figure 16 – Stakeholder Engagement Common Strategic Themes

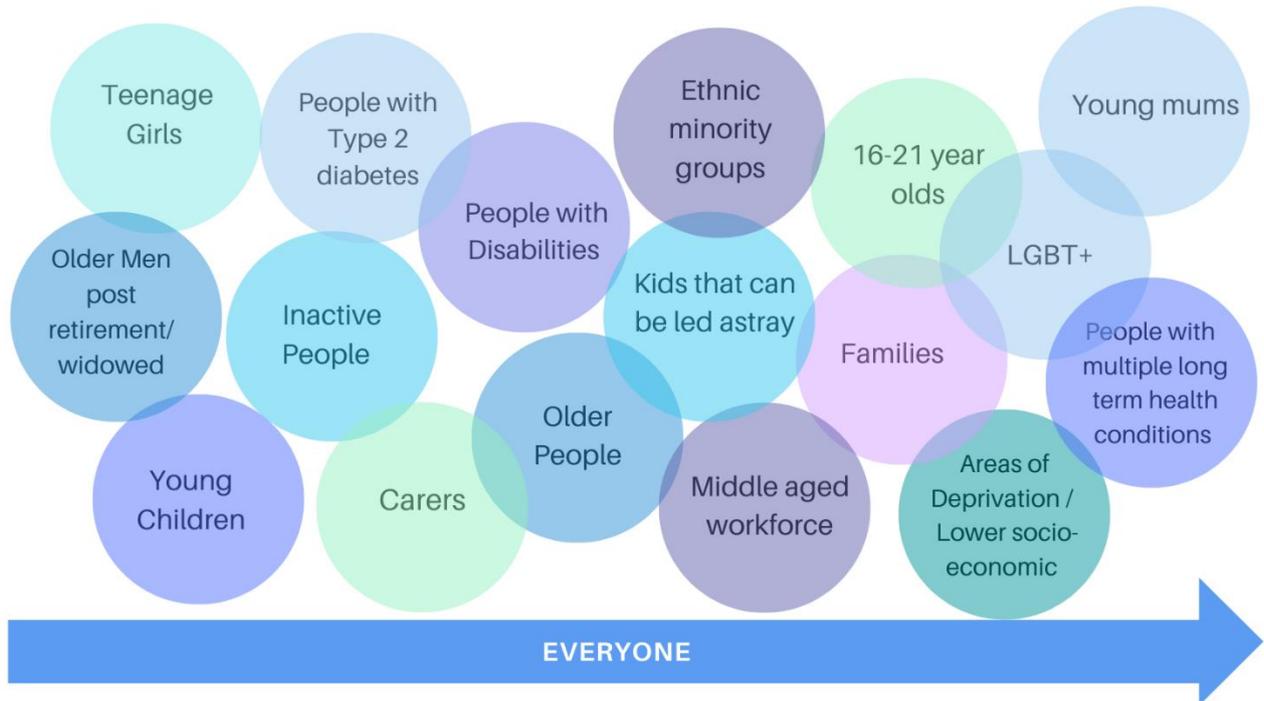


5.2.2 In general, stakeholders saw target groups as everyone and that physical activity needs to be maintained across the life course. When discussed in more detail a wide range of specific target groups were identified which mainly correlated to the Sport England focus on under-represented 'hard to reach' groups – inactive, women, ethnic minorities, poverty.

5.2.3 Additional groups specific to the area included targeting activities for families, older people, 'middle aged workforce' and 16-21 year olds, of which all were felt are not currently being serviced but would benefit from participation in physical activity.

5.2.4 Disability groups were also mentioned which is supported by initiatives in the new Inclusive Leisure Partnership Action Plan.

Figure 17 – Target Groups



5.2.5 Stakeholders identified the following barriers often cited by people to being physically active.

Figure 18 – Barriers to participation



Figure 19 – Facilities / Co-location

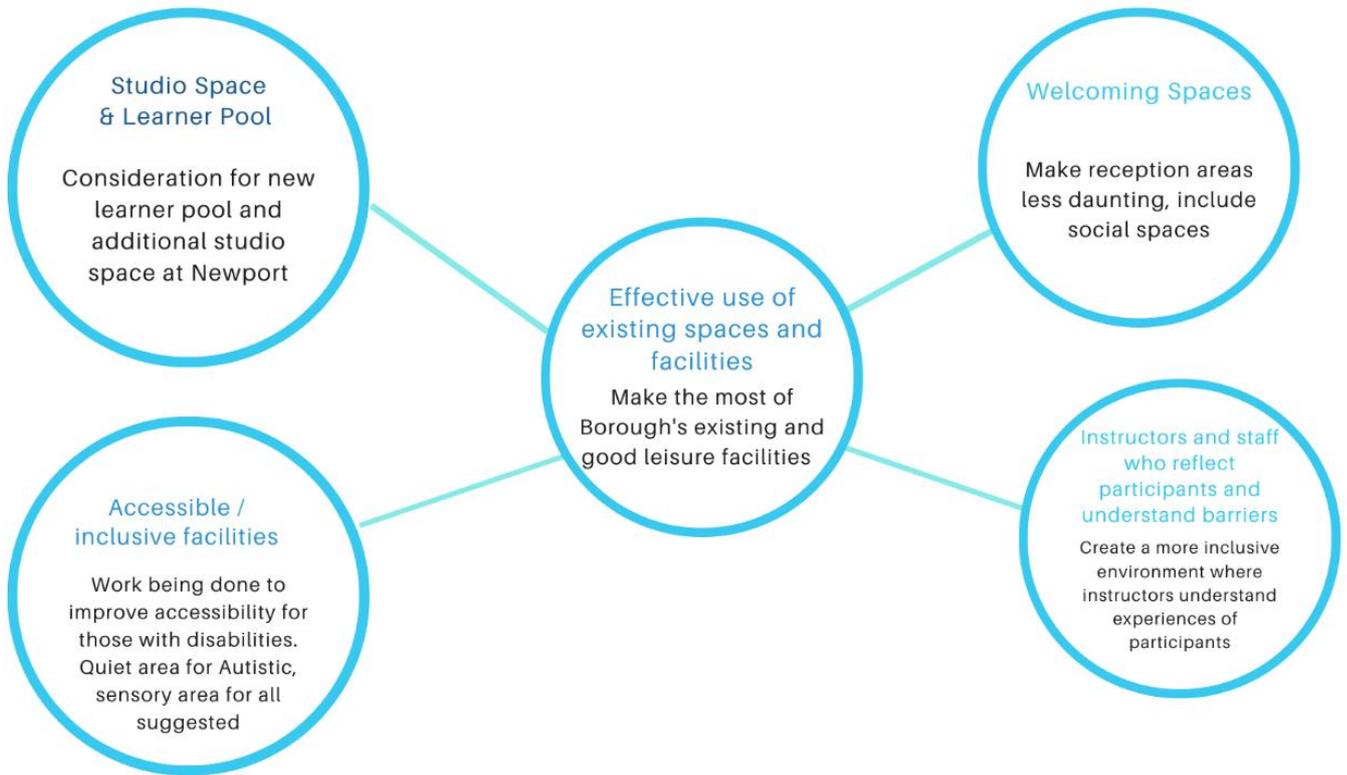
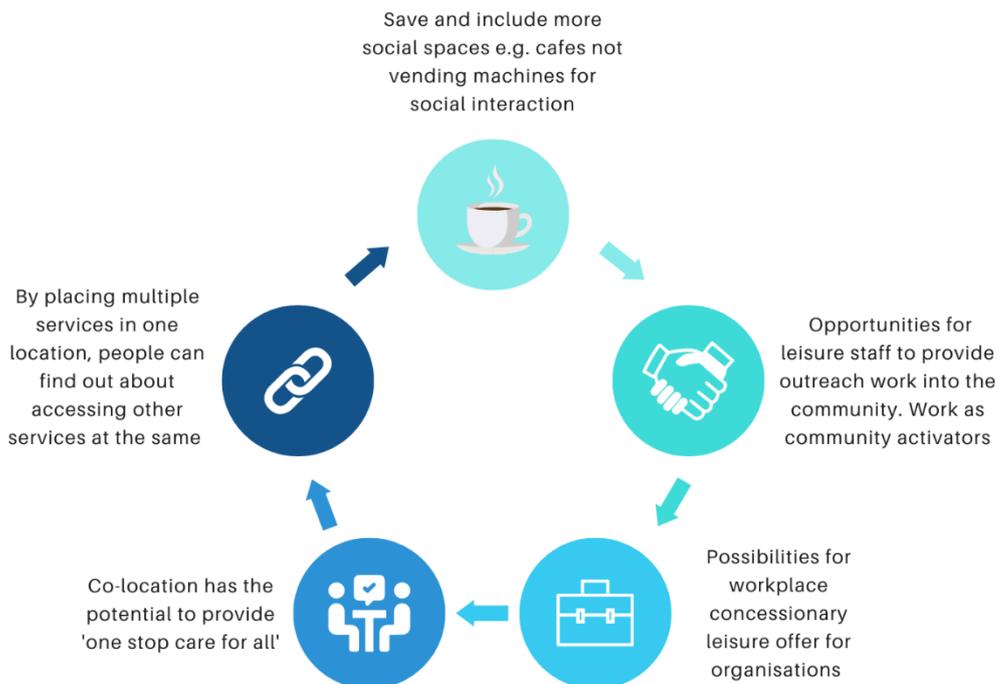


Figure 20 – Co-location of services and co-delivery of services



5.2.6 Interventions related feedback from these sessions is also included within facility and service interventions of this report.

5.3 Public Consultation

5.3.1 The objective of the public consultation is to identify the reasons and barriers that non-users face to ensure future provision; both the leisure centres themselves and how the centres are managed, positively impact the barriers and are planned to directly increase the uptake of those that currently do not take part.

5.4 Online Resident Survey

5.4.1 In May-June 2022 public consultation was undertaken including an online survey with 485 respondents. The key findings from the consultation are set out below.

5.4.2 A more detailed report can be found in [Appendix 2](#).

Figure 21 – Online Resident Survey Key Findings – Barriers / Encouragement factors

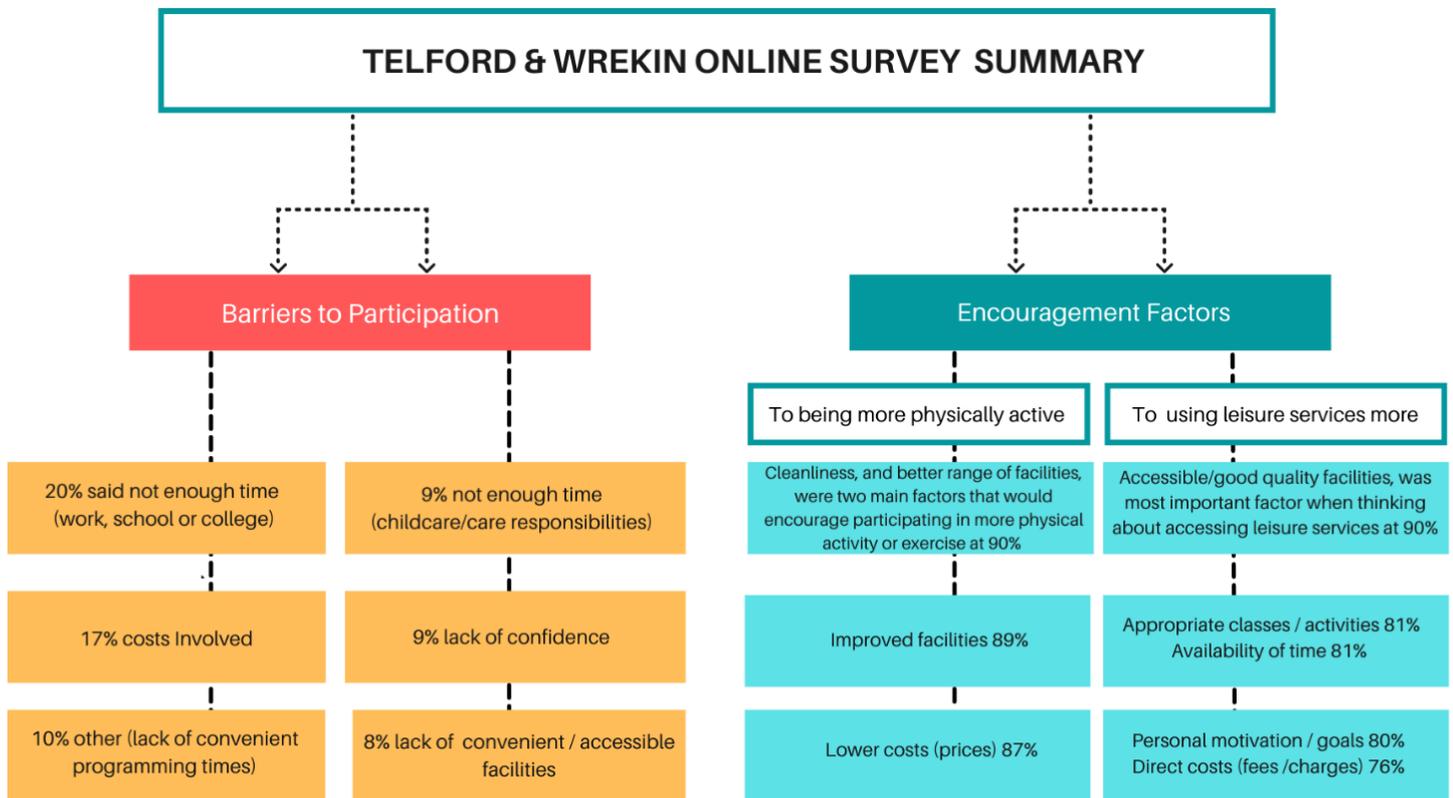


Figure 22 – Online Resident Survey Key Findings – Activity Levels / Leisure usage

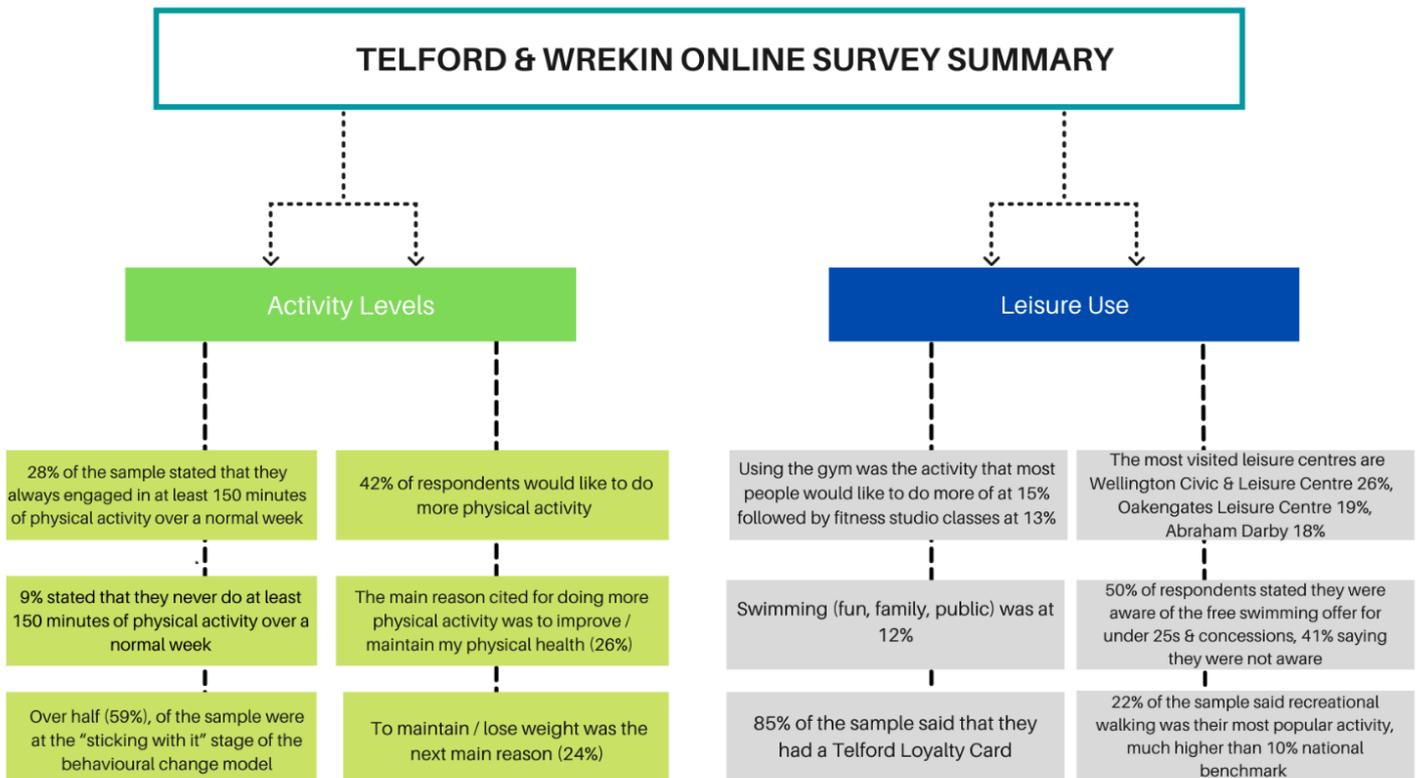


Figure 23 – Online Resident Survey Key Findings – Inactive people

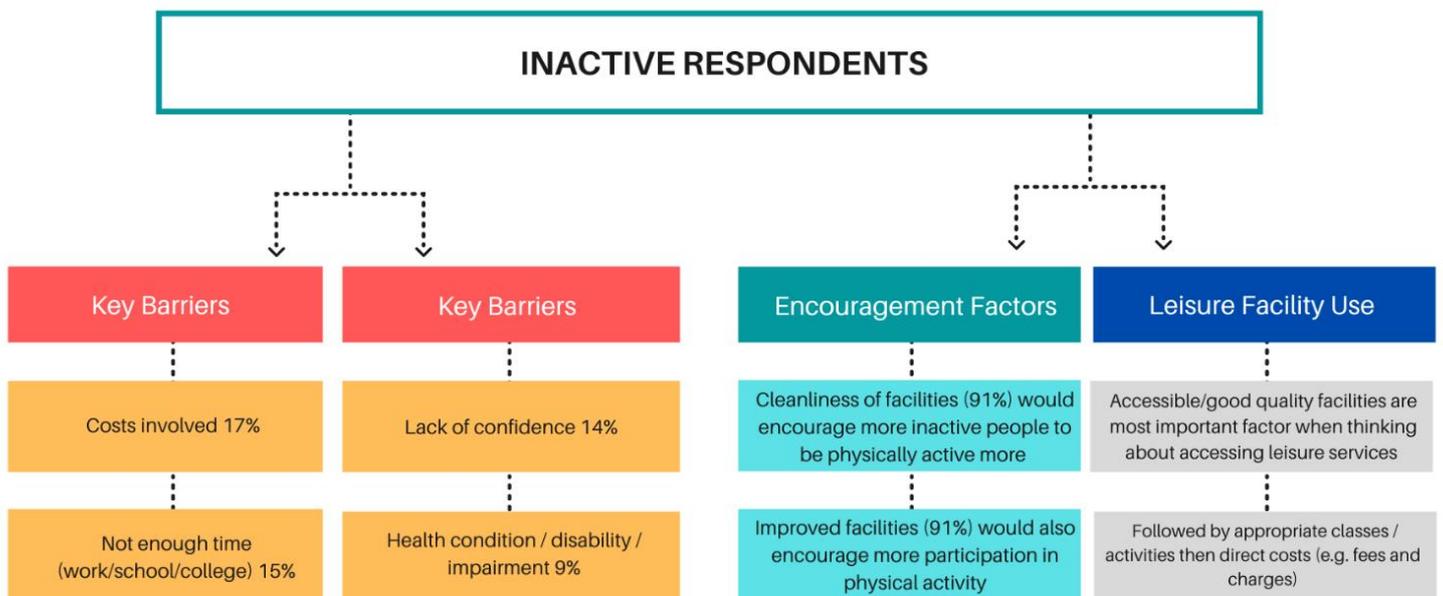


Figure 24 – Online Resident Survey Key Findings – Older people

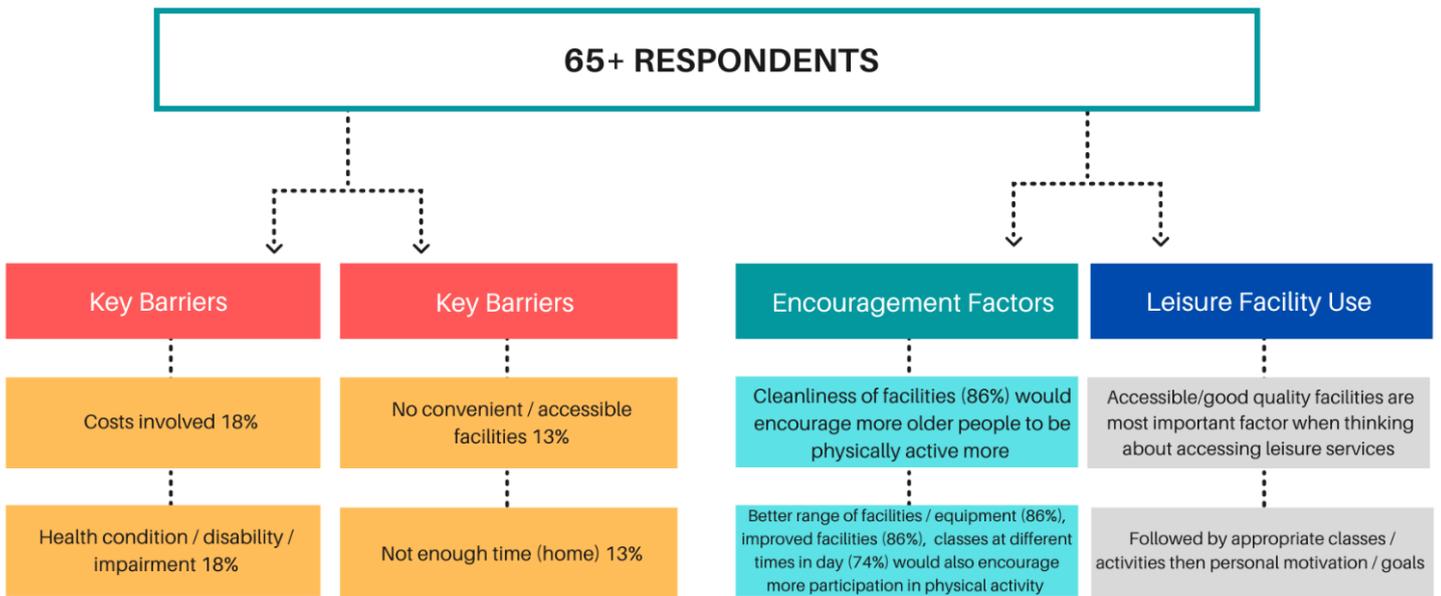
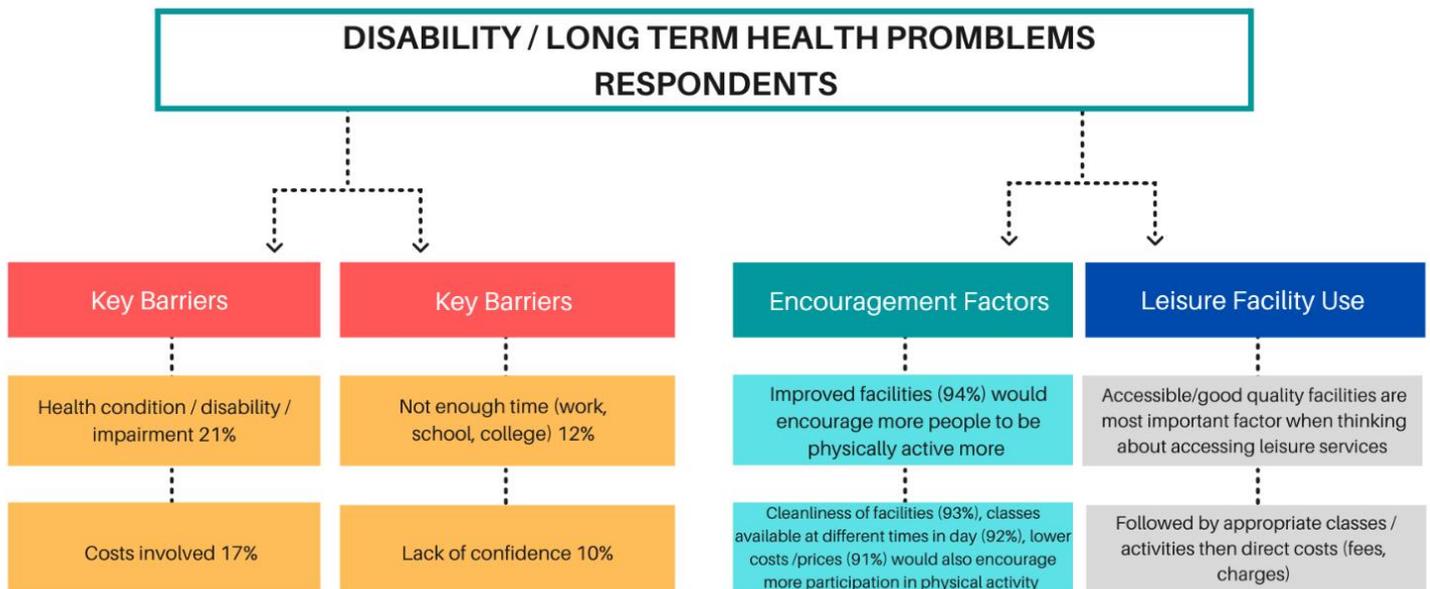


Figure 25 – Online Resident Survey Key Findings – People with disability / long term health conditions



5.4.3 These suggestions and considerations will be incorporated in Stage 3 of the report for service and facility intervention recommendations.

5.5 Focus Groups

5.5.1 A series of focus groups were undertaken July-August 2022, themed and organised by the Council. Themes included – inactive, workers, older people, Asian women, and parents/carers of young children with a disability. The focus groups were a hybrid of virtual focus groups and a mini survey each tailored to the specific group.

5.5.2 It was highlighted that those engaged with wish to do more physical activity which is positive. Tailored programming, information, empathetic and knowledgeable staff, and specific sessions for these groups would encourage them to be more active in leisure centres. Other key findings from the focus groups are set out below.

Figure 26 – Focus Group Key Findings – Inactive

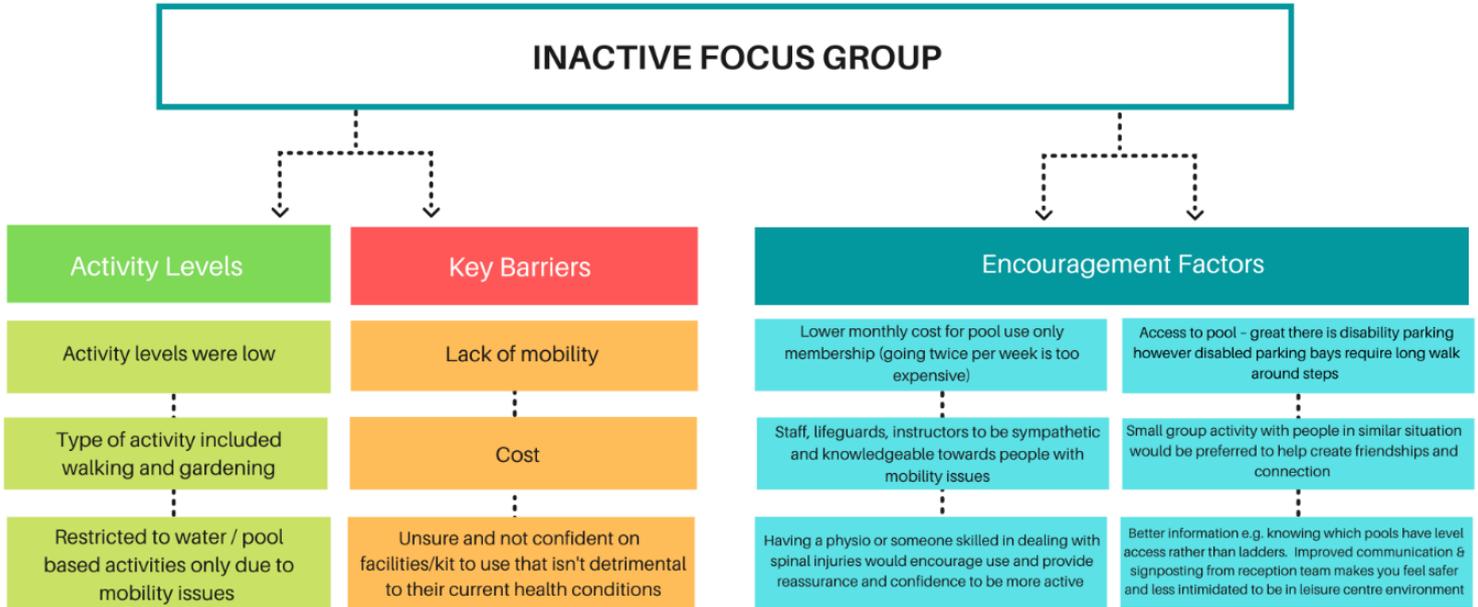


Figure 27 – Focus Group Key Findings – Workers

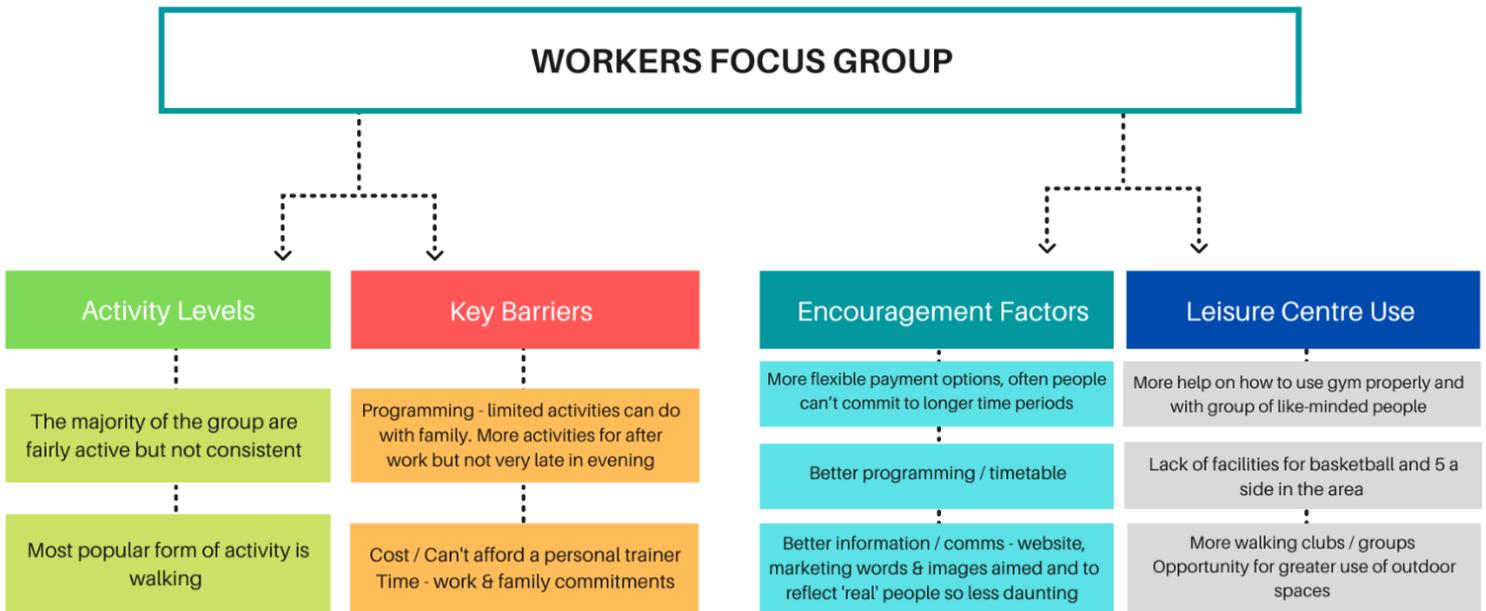


Figure 28 – Focus Group Key Findings – Older People

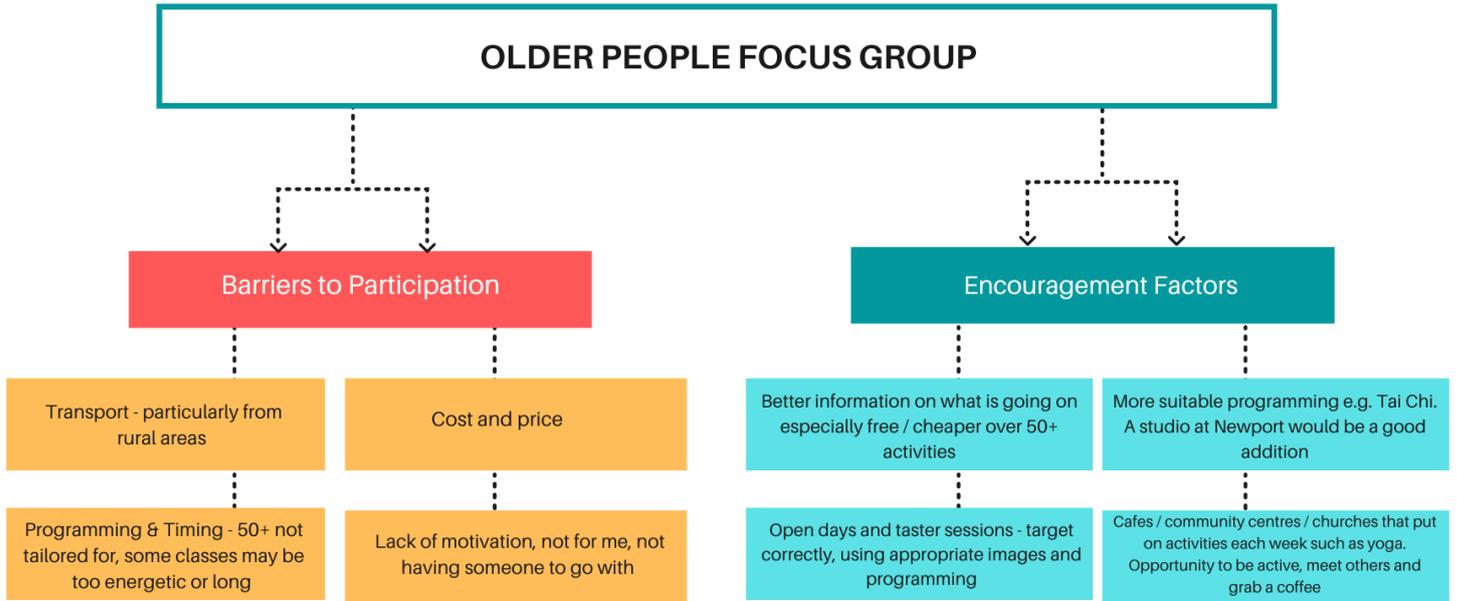


Figure 29 – Focus Group Key Findings – Asian Women

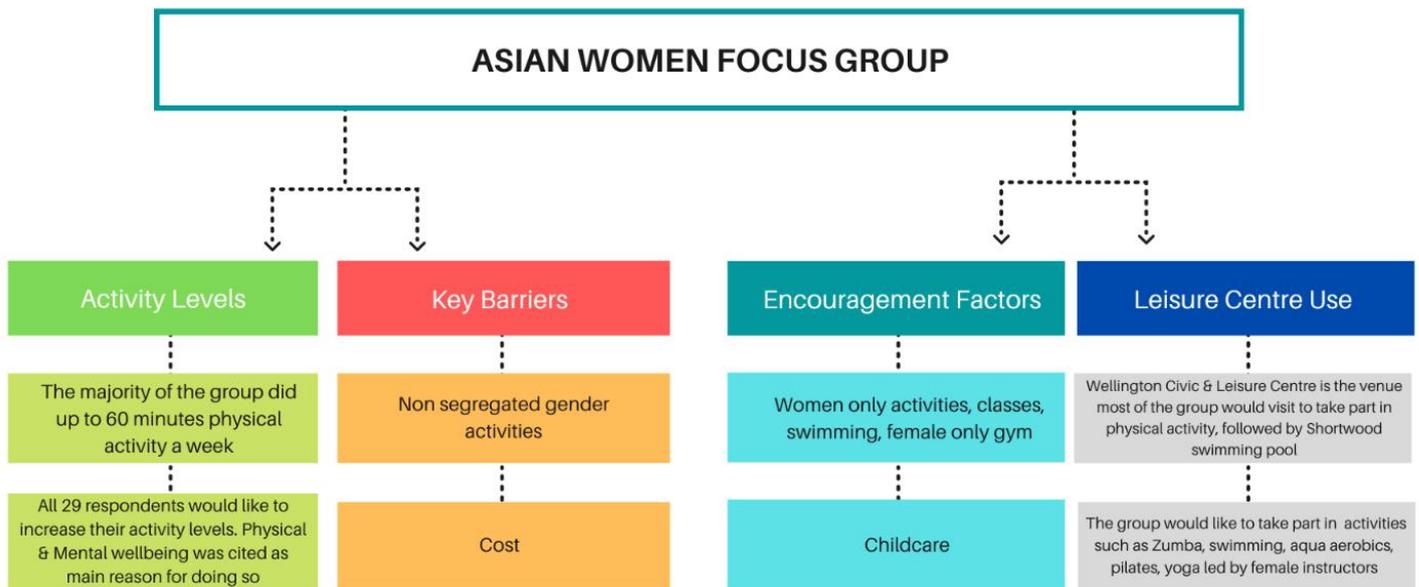
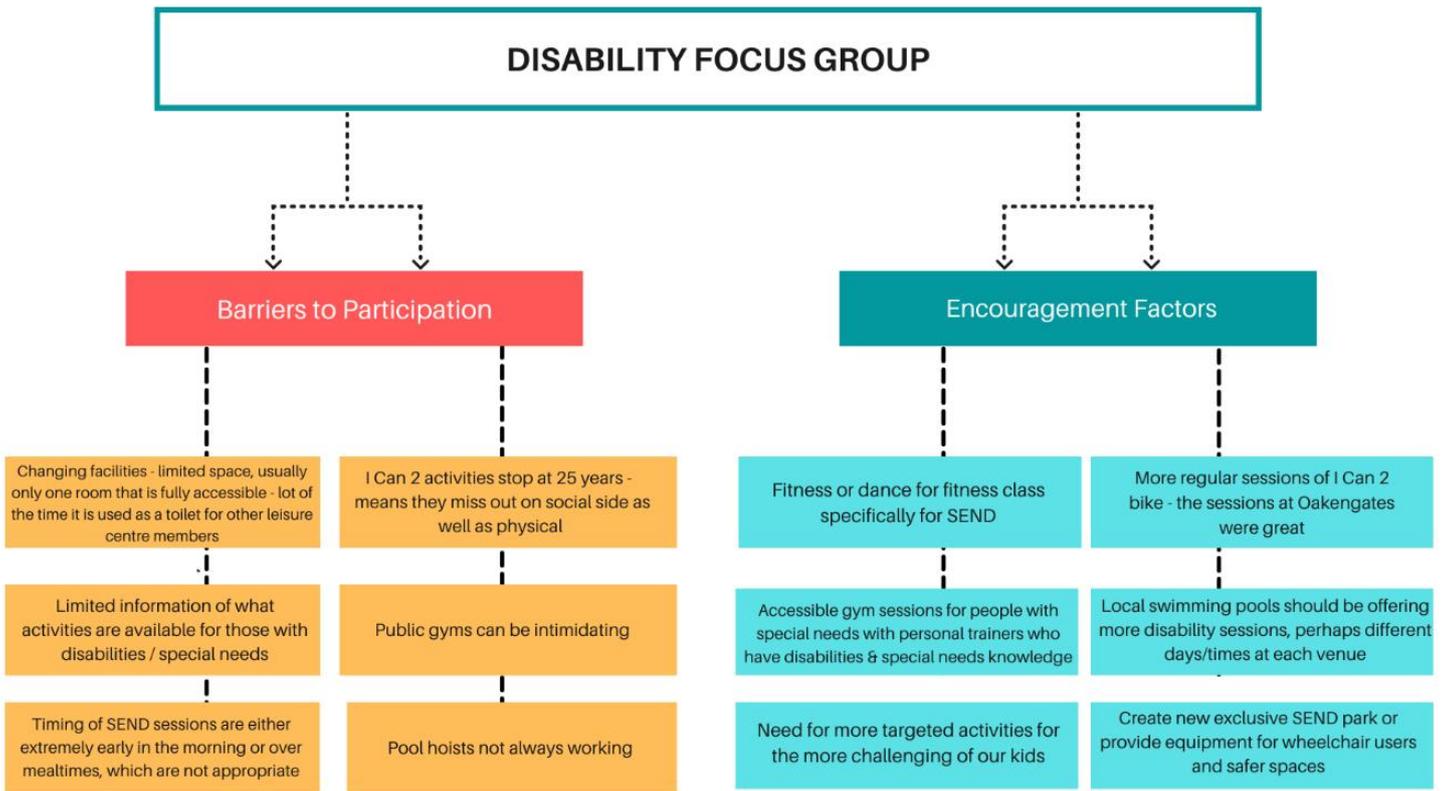


Figure 30 – Focus Group Key Findings – Disability



5.6 Barriers to Participation Evidence

5.6.1 Three recent national studies through surveys and consultation have identified barriers to participation and encouragement factors particularly in the light of the pandemic.

Figure 31 – Barriers to Participation Evidence

Barriers to Participation Evidence



Active Alliance Annual Disability and Activity Survey 2020-21 (published February 2021)



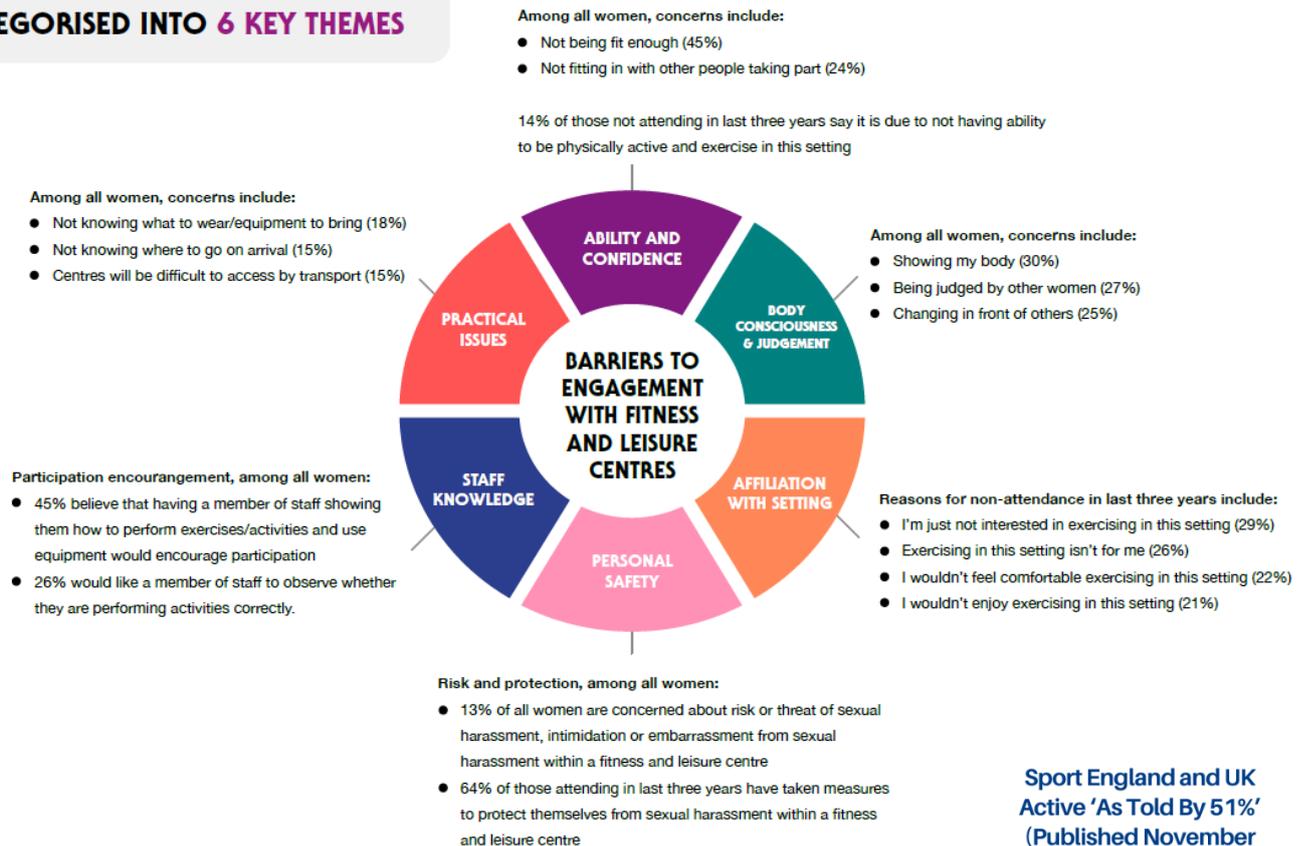
Recommendations from the survey to encourage and facilitate disabled users being more physically active are;

- Provide clear and consistent information about being active - Information needs to be available in different formats and delivered through a range of communication channels.
- Embed inclusive practice into opportunities as they recover
- Offer a variety of ways to be active
- Change attitudes towards disabled people in sport and activity
- Work collaboratively to address new challenges arising from Covid-19

Public Health England - Understanding and addressing inequalities in physical activity 2021

- Knowing your audience and meaningful consultation at all levels. Understanding of communities is paramount.
- Enjoyment, fun and belonging were considered valuable enablers in the implementation of physical activity behaviours.
- Barriers to participation involved cost linked to transport or inaccessibility of marketing materials or communications.
- Multiple barriers to participation can be present at the same time for instance both poverty and a long-term health conditions/disability.
- partnership working was viewed as essential, in particular working with a wide range of stakeholders for greater advances in addressing inequalities across communities.
- sharing of best practice
- Physical activity needs to be individually sustainable to become embedded into daily & weekly routines, with a connectedness to the local community and environment

BARRIERS TO ENGAGEMENT CAN BE CATEGORISED INTO 6 KEY THEMES



Sport England and UK Active 'As Told By 51%' (Published November 2021)

5.6.2 Detailed encouragement factors and recommendations from these three studies will be taken into account in the facility needs assessment.

5.7 **NGB Consultation**

5.7.1 Consultation with NGBs is paramount to obtain their local knowledge and overview of supply and demand, the current and future needs along with their priorities for the local area. Consultation with NGBs can also identify unmet and latent demand.

Table 3 – NGB Key Findings

National Governing Body	Key Findings
Badminton England	<ul style="list-style-type: none"> • Above average badminton participation rates • Seven affiliated clubs with over 160 affiliated members suggests a strong infrastructure • Nearly 90.0% of facilities meet Badminton England quality threshold • Projected increase in regular demand in 2030 is 121 court hours
British Gymnastics	<ul style="list-style-type: none"> • Strong return to the sport post Covid • Emphasis on gymnastics as foundation sport for 5 to 11 year olds • Increase in West Midlands region of 9000 to 28,800 participants 2014 - 2020 • 8 gymnastics clubs in Telford & Wrekin area with 2,726 participants. No clubs registered on facility project list as wanting to develop a dedicated facility project. Ensuring long term access to all sites delivering gymnastics a priority. • Lilleshall National Sports Centre is a key facility and priority for British Gymnastics our Sport.
Swim England	<ul style="list-style-type: none"> • Clubs in Telford & Wrekin area – 502 members in total • Telford Aqua – swimming and artistic swimming. Club reserves have been eaten into and they are looking for commercial sponsorship. Learning to swim was main income generation and is currently compromised. They do have a healthy influx of members but in need of more realistic pool time • Newport & District – have lost members in all squads since pandemic • Swim England would like to work with the local authority to ensure that the unmet demand is addressed and to ensure that current facilities remain sustainable

National Governing Body	Key Findings
England Volleyball	<ul style="list-style-type: none"> Telford Volleyball Club is the only Volleyball club in Telford & Wrekin. Based at Telford College, Wellington. Promoting club at planned Commonwealth Games Legacy Activation in Telford as well as expanding hall hire to cater for our team play progression as well as to attract new players and improvers. Club vision is to provide separate individual team training, a beginners and improvers training, junior's and sitting volleyball hence the increased hall hire, but obviously at a cost and this can only be sustained with increased numbers to the club.
England Squash	<ul style="list-style-type: none"> Participation in squash has declined over previous years but is now defined by Sport England insight as stable. There has been an increase in female participation. Telford & Wrekin is an area of interest for future delivery and squash participation. There are three squash venues in the local authority of Telford & Wrekin, these are a mix of education and public leisure centre sites with approx. 7 courts across three venues. The number of courts in the locality does not meet the national requirement of 1 court per 10,000 people (Currently 1:24,065 approx.). It is imperative that current sites are maintained, and more sites added in the future with more of a geographical spread of courts to meet the needs of the population. England Squash are keen to ensure that squash courts are protected for the future and will work with facility managers and providers on these matters.
England Indoor Bowls Association	<ul style="list-style-type: none"> There are no purpose-built Indoor Bowls sites in the local authority area. Shrewsbury Indoor Bowls Club is the only alternative purpose-built Indoor Bowling facilities within the "acceptable drive time" of 30 minutes. Shrewsbury does have the capacity to accept new participants, if they were prepared to travel for say 20 – 30 minutes. Population projection shows an increase in older population, many of whom have traditionally been attracted to the Sport of Indoor Bowls.
ECB	<ul style="list-style-type: none"> Shropshire Cricket are keen to work with Council as currently undertaking new facilities strategy for cricket in the area. Priorities for the Telford & Wrekin Council area are - no facilities which can provide good level indoor practice – lots of clubs go to Shrewsbury School as this is a purpose-built space. Some of the school sites allow us to use for soft ball practice but do not cater for hard ball practice. Charlton School probably the only State school whilst Wrekin College allow practice although it is an aging facility. Future priorities – As above and a cricket shaped indoor 4 lane practice facility, plus consideration for an outdoor site at the Ironbridge development (which is in Shropshire but will provide provision for Telford & Wrekin residents) plus with the expanse of Lawley a green space with a small number of wickets and pavilion provision is essential because the

National Governing Body	Key Findings
	<p>clubs to the north Wellington and St Georges have overplay and they are both two pitch sites, Madeley is a one pitch site and also has over play and topographical issues with its outfield.</p> <ul style="list-style-type: none"> ○ The pavilion at Edgmond is in a very poor condition and not conducive to a “Welcoming Environment” ○ All future facility developments must ensure they are appropriate for all – female and disability <ul style="list-style-type: none"> ● Key clubs <ul style="list-style-type: none"> ○ Wellington – are the largest club in the County, the threat is the tenure on their ground especially with the land adjacent to the club being developed into new homes. They have 5 senior teams, over 100 Juniors and are a leading club in terms of Women and Girls development. They have most recently enquired about becoming a Disability Hub club. ○ St Georges – have four senior sides, a number of Junior sides and are a current Disability Champion Club in the heart of the community where they have close to 100 youngsters and are embarking on a refurbishment of their changing rooms for the second pitch and improving access for disability. Although next to the Social Club they have to work hard to enable the club to be open when they host certain events unless they are commercially viable to the Social Club. ○ Shifnal – have one of the best facilities in the County but need to expand to a two-pitch site as they have to play some of their matches at Weston Park. Junior numbers are over 100, they play host to numerous age group matches and used a reference site for other clubs in terms of grounds maintenance. 5 days a week it is available to the community for meetings and group activity. ○ Newport – have healthy numbers and continue to expand Juniors and Women & Girls but the ancillary facilities cannot cater adequately with female changing and toilet facilities either nonexistent (changing) or insufficient for the growth we are seeing. ○ Lilleshall – In desperate need of pavilion refurbishment as the upstairs changing rooms are now not fit for purpose and they have continuing drainage issues – the club have seen a reduction in Juniors which is related to the facility restrictions. Plus, they have to use the Edgmond facility for their third team on a Saturday. ○ Bowring Rec – was used by Church Aston but have moved to Broseley due to the problems with managing the site during Covid, which became too unwieldy for volunteers. By moving to Broseley they have now started a second team. ○ Madeley CC – a key club for ourselves and development of cricket in the heart of the area of socio and economic deprivation. The outfield is undulating and not the largest, has limitations for activity. We have given them a grant to add a non turf pitch on site for Women & Girls training and matches. The club is of good standard and hosts numerous community events. The changing facilities are of poor quality and need a major refurbishment or replacement. This club is one we have earmarked for the Ironbridge development, possibly as a second pitch location. ● Long term plans or developments - Our priorities would be to increase the capacity of cricket in South Telford – maybe through a green space in Lawley and also the development of the Ironbridge development (although Shropshire LA).

National Governing Body	Key Findings
	<ul style="list-style-type: none"> ○ We would be looking at facility improvements at Newport, Madeley and Lilleshall as priorities. ○ An indoor site which can take some of the pressure off the small number of sites we have in the County would be advantageous to allow cricket to be sustainable and an opportunity to grow – not just open age but in the Juniors and Women and Girls development – who struggle to book indoor facilities. ● Funding – None, as ECB are finishers in terms of funding, for major projects ECB would encourage clubs to look locally CIL/106 monies and also encourage to look at Sport England and the local Land Fill options available. Some of the smaller projects say up to £20K we could look at supporting with some club contributions. In recent years we have funded non turf at Bowring Rec, Madeley and supported Shifnal with their site developments. We have also provided grants toward St Georges for the refurbishment of the original pavilion. We are looking to make a contribution to some improvements at Newport, but it won't be as far reaching as it needs to be for a permanent solution for them.
LTA	<p>Priorities for indoor facilities in the Telford & Wrekin Council area?</p> <ul style="list-style-type: none"> - increase participation in programmes, provide a wider diversity of opportunities for local residents and maintain/ upgrade the facilities at the Indoor Tennis centre - Support the existing clubs to maintain and grow membership, improve facilities, open up to be more inclusive and have good governance. - Upgrade the tennis courts open for community access in parks, provide a seamless online booking system and the ability for these parks to be sustained for future use. Link appropriate community programmes. - Increase our work with IMD 1-3 and LSEG groups to tailor our approaches to fit local need, provide activation training and resources needed to sustain tennis within these groups. - Increase the connection and activation of schools' tennis programmes through our LTA youth programme which provides free training, resources and funding to all education settings for U18's. where schools have tennis courts, enable community use and promotion of these through Rally, online booking and links to local coaching programmes. - Develop the links to post 18 education facilities, increasing community use and creating pathways to working in the tennis industry, where facilities have tennis courts or suitable MUGAS, enable community use and promotion of these through Rally, online booking and links to local coaching programmes. <p>What might be required to support your priorities in the coming years?</p> <ul style="list-style-type: none"> - Ongoing support from the local authority to develop parks and make them sustainable. <ul style="list-style-type: none"> - Increased links to local workforce plans to ensure we can grow local coaches, volunteers and young leaders. - Improved links to schools' sport to embed LTA youth into schools and community usage of schools' facilities. - Continued links to new housing developments and section 106 to support new park hub sites with courts being developed. - LA plans reflect the maintenance and sustainability of current courts, we are fully consulted before they are removed or changed in usage. - Better support for local clubs linked to community activation programmes, social prescribing etc.

National Governing Body	Key Findings													
	<p>Key clubs within Telford & Wrekin Council Borough and what do they deliver for your sport?</p> <table border="1" data-bbox="568 316 1458 635"> <tr> <td data-bbox="568 316 757 411">Boughey Gardens Tennis Club</td> <td data-bbox="757 316 880 411">Judith</td> <td data-bbox="880 316 1025 411">Paton</td> <td data-bbox="1025 316 1458 411">heyjudes24@outlook.com</td> <td data-bbox="1458 316 2045 411" rowspan="3">Family-friendly club with age range from 4-80. Focus on both competitive and beginners' opportunities. 4-court Village-based club with a full weekly provision of activities. New members welcome Formed through the merging of Wrekin Tennis Club and Telford Community Tennis Club, based on outdoor courts at Telford Tennis Centre. Midlands winner for LTA Communities and Parks Regional Award</td> </tr> <tr> <td data-bbox="568 411 757 480">High Ercall Tennis Club</td> <td data-bbox="757 411 880 480">David</td> <td data-bbox="880 411 1025 480">Haston</td> <td data-bbox="1025 411 1458 480">david@hastonreynolds.co.uk</td> </tr> <tr> <td data-bbox="568 480 757 635">Wrekin & Telford Tennis Club</td> <td data-bbox="757 480 880 635">Carol</td> <td data-bbox="880 480 1025 635">Pritchard</td> <td data-bbox="1025 480 1458 635">carolpritchard22@yahoo.co.uk</td> </tr> </table> <p>Do you have any long term plans or developments in mind /in progress for the Telford & Wrekin Council area?</p> <ul style="list-style-type: none"> - We are hopeful that the Council will sign off on agreements to upgrade parks, add gate access and online booking then promote the wider programme of free and low cost tennis. - The long term plans for expansion of courts or facilities will depend on the successful activation and growth of existing facilities, community usage and partnerships. - We believe that there is an opportunity for Padel courts at the indoor tennis centre, these can only be loan funded or through a partnership agreement. <p>Do you have access to funds to support your plans and developments across the Telford & Wrekin Council area?</p> <ul style="list-style-type: none"> - We have funding on offer to support parks dependant which is a capital based grant. - Loan funding of up to £250K is available for all facilities to develop capital provision, in particular LED floodlighting, covered courts and Padel facilities. - Revenue support for programmes like LTA youth in schools (training and £250 voucher for each school), Community funding for IMD 1-3 areas to develop volunteers and community resources. 	Boughey Gardens Tennis Club	Judith	Paton	heyjudes24@outlook.com	Family-friendly club with age range from 4-80. Focus on both competitive and beginners' opportunities. 4-court Village-based club with a full weekly provision of activities. New members welcome Formed through the merging of Wrekin Tennis Club and Telford Community Tennis Club, based on outdoor courts at Telford Tennis Centre. Midlands winner for LTA Communities and Parks Regional Award	High Ercall Tennis Club	David	Haston	david@hastonreynolds.co.uk	Wrekin & Telford Tennis Club	Carol	Pritchard	carolpritchard22@yahoo.co.uk
Boughey Gardens Tennis Club	Judith	Paton	heyjudes24@outlook.com	Family-friendly club with age range from 4-80. Focus on both competitive and beginners' opportunities. 4-court Village-based club with a full weekly provision of activities. New members welcome Formed through the merging of Wrekin Tennis Club and Telford Community Tennis Club, based on outdoor courts at Telford Tennis Centre. Midlands winner for LTA Communities and Parks Regional Award										
High Ercall Tennis Club	David	Haston	david@hastonreynolds.co.uk											
Wrekin & Telford Tennis Club	Carol	Pritchard	carolpritchard22@yahoo.co.uk											
England Boxing	<ul style="list-style-type: none"> • No response 													
England Basketball	<ul style="list-style-type: none"> • No response 													
England Netball	<ul style="list-style-type: none"> • No response. 													

Consultation - What does this mean for leisure provision in Telford & Wrekin?

Stakeholder engagement:

- Stakeholder engagement highlighted strategic themes that emphasise the role leisure centres can play in connecting communities – the social impact should not be underestimated.
- Leisure centres must be accessible and inclusive.
- The leisure centres are a place for everyone, however some of the key target groups were identified as young people, old people, people with disabilities, people from low socio-economic groups, middle aged workforce and people with long term health conditions.
- Accessibility in terms of day time community use is limited at the leisure centres, which are based on school sites.
- Leisure centres should be welcoming spaces.
- Additional water space and studio space were highlighted as being areas for improvement to the existing portfolio.

Public Engagement:

- 89% of survey respondents said improved facilities would encourage participation, therefore engaging with this group following any investment will be important in attracting them to the leisure centres.
- Of the inactive respondents, costs and lack of confidence were the top two barriers to participation.
- 42% of respondents are keen to do more exercise, which is encouraging for improving leisure centre usage.
- Inactive respondents said that cleanliness and improved facilities would encourage them to participate in physical activity. However it is assumed that this group do not visit the leisure centres regularly if at all. Therefore, supporting this group to visit the leisure centres by providing welcoming centres that are not intimidating to enter with supportive staff is important to change their perception of leisure centre provision.

NGB Consultation

- England squash highlighted the importance of maintaining existing provision - Telford & Wrekin is an area of interest for future delivery and squash participation.
- England Cricket stated that there is a need for indoor cricket provision in the Telford & Wrekin area, however they have no funding available.
- The Lawn Tennis Association stated that there is an opportunity for Padel courts at the Tennis Centre and they have loan funding available up to £250k.
- Swim England highlighted the need to address the current level of unmet demand for water space in the Council area.

6. LATENT DEMAND MODELLING

- 6.1. Latent demand reports for fitness were commissioned from The Leisure Database Company to identify the potential fitness membership growth across the sites and the demand for fitness facilities. Knowing the membership demand will help inform the size of fitness facilities required.
- 6.2. The table below sets out the estimated total demand for fitness against the current membership levels and details the potential latent demand. Across the Council's portfolio it is projected that there is the potential for 1,952 additional members, the majority of these are expected to be achieved at Abraham Darby Sports & Leisure Centre and Wellington Civic & Leisure Centre.

Table 4 – Projected Total Demand for Fitness – Membership Levels

Leisure Facility	Projected Total Demand for Fitness	Current Membership (Aug 2022)	Estimated Latent Demand for Fitness
Abraham Darby Sports & Leisure Centre	1,453	840	613
Langley & Horsehay Village Golf & Fitness Centre	469	427	42
Newport Swimming & Fitness Centre	996	692	304
Oakengates Leisure Centre	1,117	936	181
Dawley Sports & Leisure @ Langley School	162	77	85
Stirchley Sports & Leisure @ Park School	148	79	69
Wellington Civic & Leisure Centre	2,167	1,509	658
Total	6,512	4,560	1,952

- 6.3. Pre-Covid (2019) total membership was at 5,050 and prior to the two budget gyms opening in Telford membership levels were at 5,714.
- 6.4. The following table shows the total demand against the current number of fitness stations and the benchmark of members per station. Across the industry a benchmark of c.30 members per station is considered optimal, a higher figure would suggest there could be capacity issues at peak times.

Table 5 – Projected Total Demand for Fitness – Members per Station

Leisure Facility	Estimated Total Demand for Fitness	Current Number Stations	Members per station if total demand achieved
Abraham Darby Sports & Leisure Centre	1,453	53	27
Langley & Horsehay Village Golf & Fitness Centre	469	41	11
Newport Swimming & Fitness Centre	996	42	23

Leisure Facility	Estimated Total Demand for Fitness	Current Number Stations	Members per station if total demand achieved
Oakengates Leisure Centre	1,117	54	21
Dawley Sports & Leisure @ Langley School	162	47	3
Stirchley Sports & Leisure @ Park School	148	50	3
Wellington Civic & Leisure Centre	2,167	56	39

6.5. This table suggests that there is sufficient capacity within all of the gyms to accommodate the projected total demand with the exception of Wellington Civic & Leisure Centre, which is just over the optimal position at 39 members per station. Whilst it is possible to manage a gym facility at this level it will be important to ensure that programming supports peak usage times and that there is a strong group exercise programme to reduce the demand on the gym.

Latent Demand Modelling - What does this mean for leisure provision in Telford & Wrekin?

- There is the potential for growth in the fitness membership base, with the most growth projected to be at Abraham Darby and Wellington.
- Whilst growth is projected the existing gym facilities are large enough to support the total demand projected.
- The size of the gym at Dawley Sports & Leisure @ Langley School and Stirchley is large compared to the total membership potential, however as these are dual use facilities altering the size of the gym is not considered viable.
- Consequently, no significant changes to the gym facilities are considered to be required.

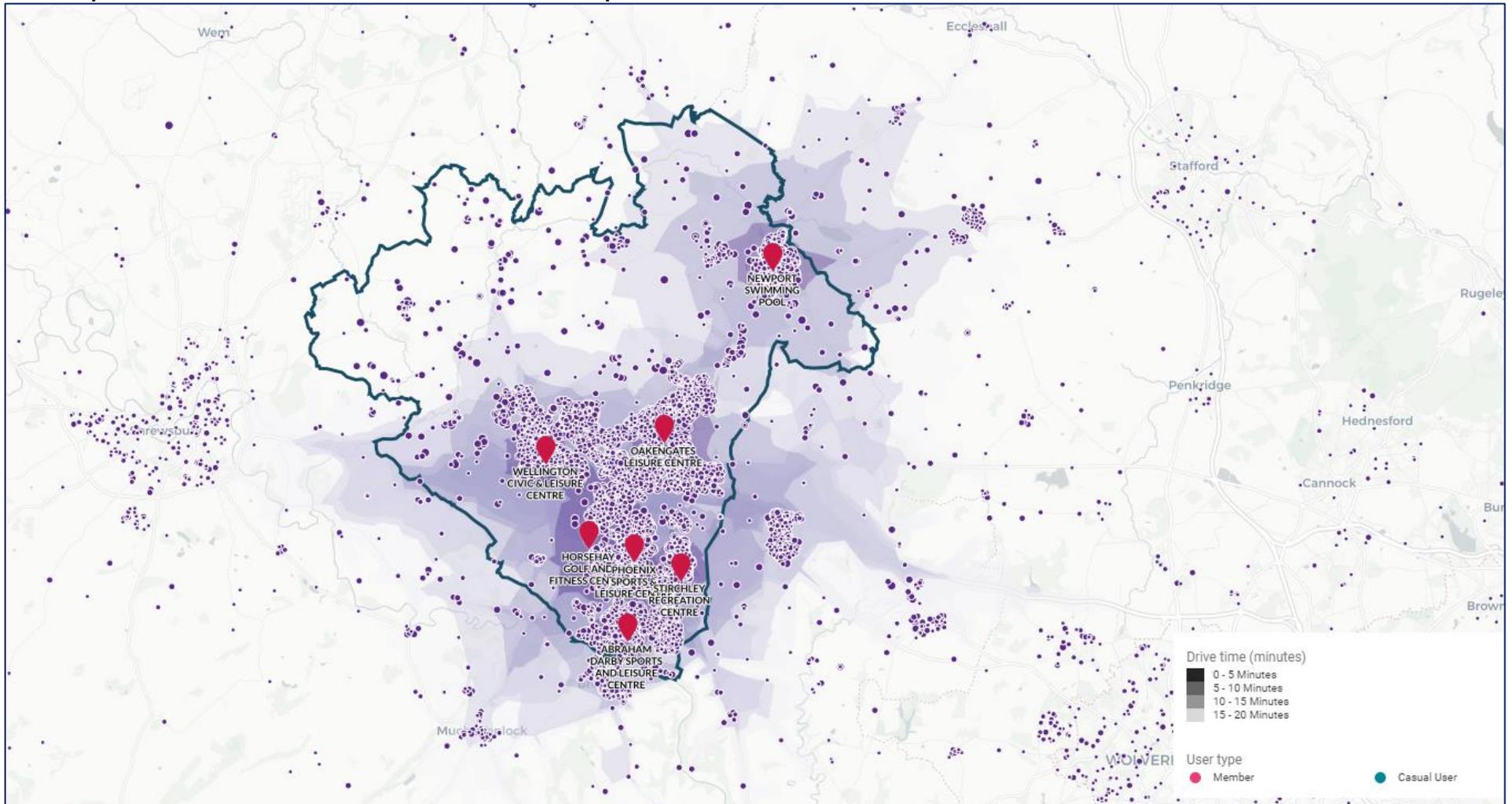
7. MOSAIC MAPPING

7.1 Catchment Analysis

7.1.1 A catchment analysis of current leisure centre users was completed to understand where existing members live to which groups are currently over or underrepresented.

7.1.2 The map overleaf shows that the majority of users come from within the Telford & Wrekin Borough. Users from outside of the Borough come from clusters situated in the west around Shrewsbury, the south at Much Wenlock, Broseley, the south east Wolverhampton, Shifnal and in the north at Market Drayton.

Map 4 – Telford & Wrekin Leisure Users Catchment Map



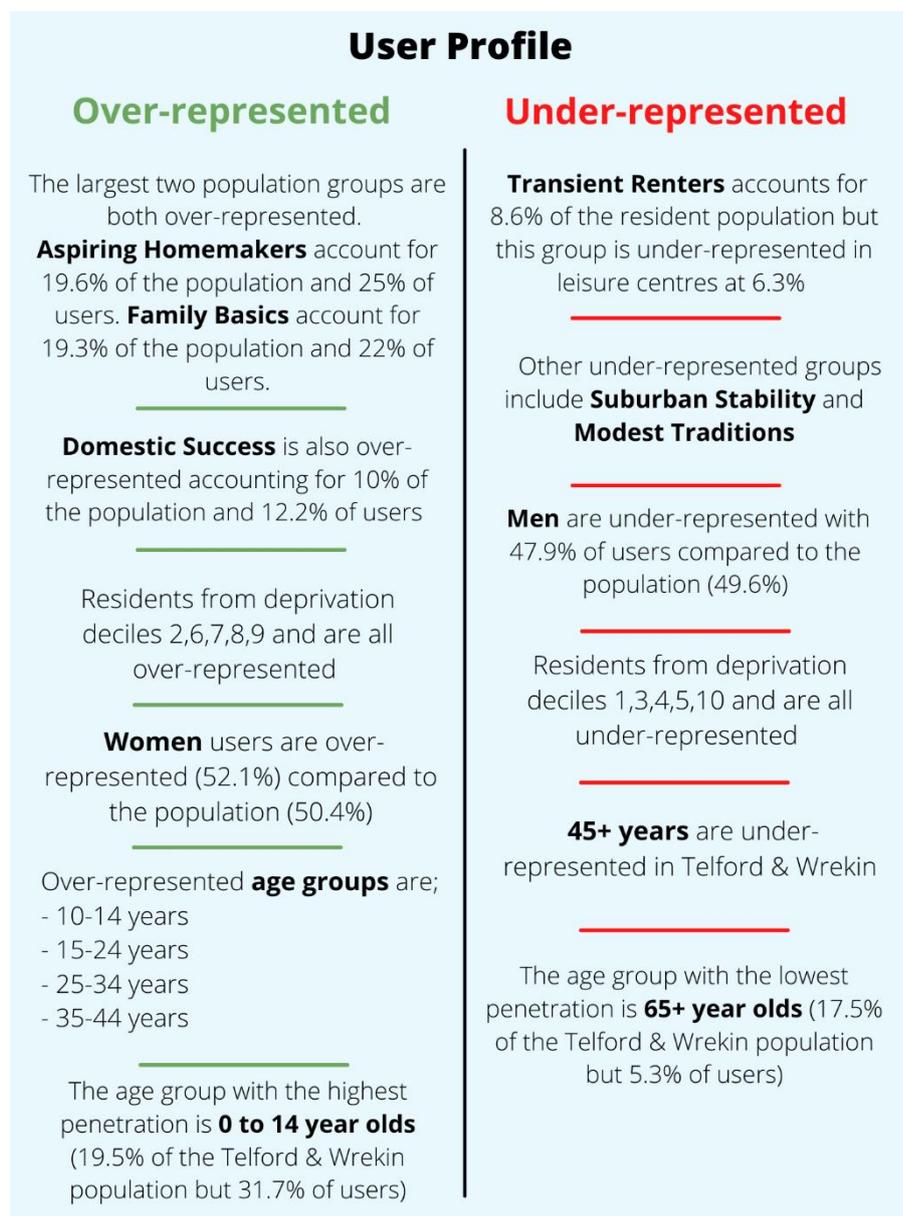
7.2 Mosaic Profile of Leisure Centre Users

7.2.1 Using Mosaic, a detailed segmentation system, each user's postcode was assigned a Mosaic code to analyse the existing leisure centre user base and from this identify which mosaic groups are currently under-represented in the leisure centres. This will help inform the types of facilities that could be introduced to attract under-represented groups.

7.2.2 The combined key findings of the catchment and mosaic analysis were:

- 88.8% of total current users live within the Telford & Wrekin local authority area.
- **23.4% of the 181,322 population currently use one of the leisure venues.**
- Women are overrepresented in users (almost 52.1% are female compared to 47.9% male) and conversely men are underrepresented, this is counter to general activity levels and shows the impact leisure centres have on attracting women to be active.

Figure 32 – User profile findings



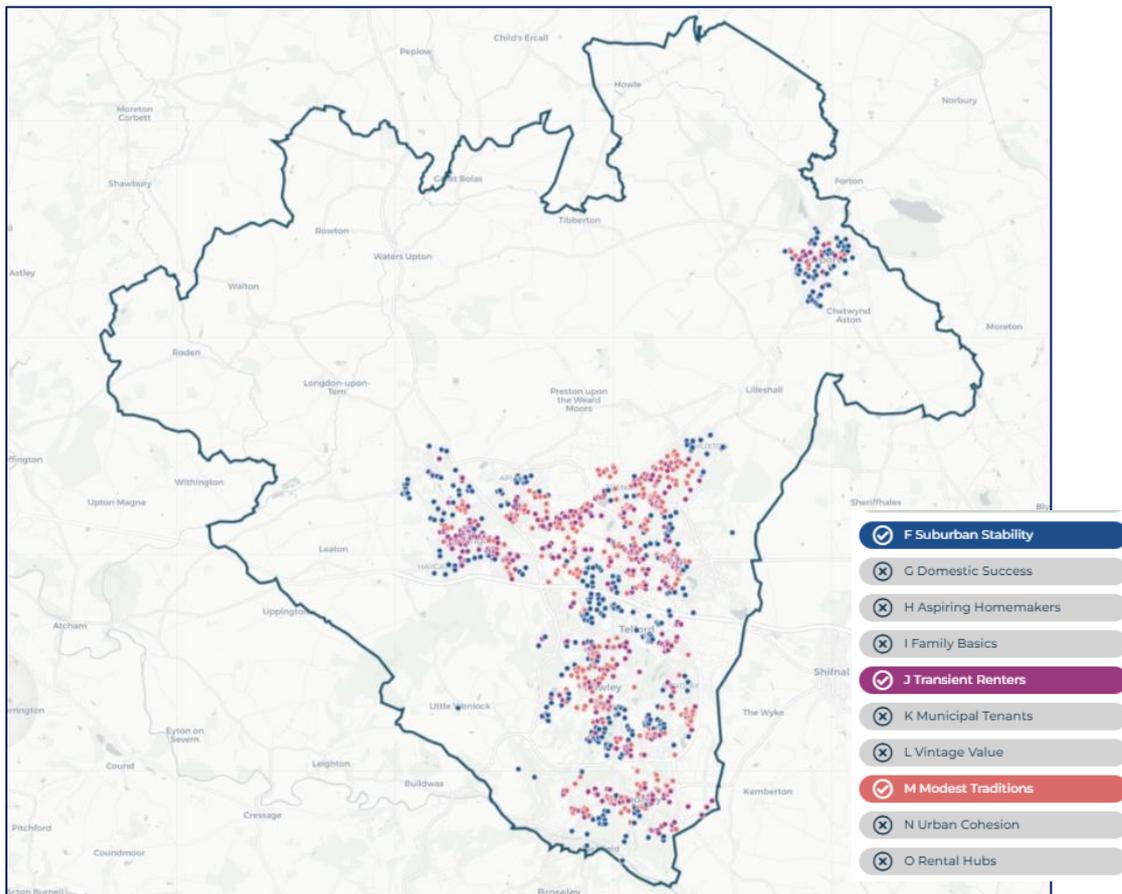
7.2.3 Given these findings the following opportunities were identified:

- Continue to attract female users. Consider targeting men particularly 45+.
- Look at initiatives and programming to attract more 45+ year old users.
- **Aspiring Homemakers, Prestige Positions** and **Domestic Success** are already using the leisure centres despite being able to afford to use a premium private health club. People are prepared to pay for a good facility and services so new future facility developments should help to retain their customer loyalty.
- **Family Basics** are young families with limited budgets, who may therefore face more financial barriers to participating in physical activity. This group is over-represented which suggests the centres are doing well and should continue to attract families on lower incomes.
- Focus on the people within the **Modest Traditions** group as these people will benefit from increased levels of physical activity and wellbeing activities and are under-represented at Telford & Wrekin leisure centres. **Modest Traditions** are older people, mostly aged between 45 and 65, living in inexpensive homes that they own, often with the mortgage nearly paid off. Both incomes and qualifications are modest, but most enjoy a reasonable standard of living. Consider reviewing programming to retain and attract more people from this group.
- **Transient Renters** are under-represented overall. This group are, as the name suggests, often on the move, often living in a property for only a short length of time, so hard to build up a loyal customer base. Pay and play more likely to appeal to this group.

7.2.4 The map overleaf shows where the under-represented mosaic groups⁵ live in the Borough. This can help more targeted marketing and initiatives to help encourage more representation from these mosaic groups.

⁵ Based on Telford Loyalty Card users

Map 5 – Telford & Wrekin Leisure under-represented mosaic groups catchment Map



Mosaic Profile - What does this mean for leisure provision in Telford & Wrekin?

- As well as continuing to attract existing users the leisure centres should focus on people within the Modest Traditions group as these people will benefit from increased levels of physical activity and wellbeing activities and are under-represented at Telford & Wrekin leisure centres.
- Transient Renters are under-represented overall at the leisure centres. This group are, as the name suggests, often on the move, often living in a property for only a short length of time, so it is hard to build up a loyal customer base. The facilities need to continue to offer pay and play activities as this is likely to be more attractive to this group than fixed term contracts.
- The majority of under-represented groups live within the areas where the leisure centres are located and are within a 20 minute drive time.
- Older people are under-represented therefore ensuring there are facilities that are attractive to older people is important to increase participation in physical activity from this target group.

8. SPORT ENGLAND FACILITY PLANNING MODEL (FPM)

- 8.1 Up to date FPM runs were commissioned to understand the current demand for sports hall and swimming pool facilities. These studies are a quantitative, accessibility and spatial assessment of the supply, demand and access.
- 8.2 The FPM assesses all sports hall and swimming pool provision where community access is granted this includes not only the Councils leisure facilities, but private provision, education sites and community/club run facilities. The audit excludes facilities that are deemed to be either for private use, too small, closed or there is a lack of information, particularly relating to hours of use.
- 8.3 The assessments include the swimming pools and sports halls and population in the Borough and neighbouring local authority areas.
- 8.4 The FPM is based on an assessment of used capacity/utilisation and demand, when calculating over/under supply of facilities it does not factor in financial performance, existing cost of the service or local policies that may influence usage such as free swimming initiatives.
- 8.5 The key findings are outlined below, the detailed FPM reports are contained in [Appendix 3](#) and [Appendix 4](#).

8.6 Sports Halls

8.6.1 The key findings from the facilities planning model are as follows:

- Of the total 69 courts modelled, 11 are unavailable for community use in the weekly peak period in both years. This is 16% of the Borough's total supply.
- No sports hall is available for the maximum 46 hours in the weekly peak period.
- Three of the 12 sites have been modernised.
- There is a projected 9% increase in the Borough's population and demand for sports halls between 2022 and 2031.
- In 2022 and 2031, there is enough sports hall capacity within a suitable travel time to meet 92% of the Borough's demand for sports halls.
- In 2022 and 2031, 94% of the Borough's met demand for sports halls is retained within the Borough. The sports halls are very accessible to residents.
- Unmet demand is 8% of demand in both years. This equates to four courts.
- Unmet demand too far away from a sports hall is 95% in 2022 and 94% in 2031. The remaining unmet demand is due to lack of sports hall capacity.
- In 2031, reachable unmet demand is highest midway between Ironbridge and Stirchley, at 1.2 courts. However, the level of reachable unmet demand is insufficient to warrant building a new sports hall to increase access for residents.
- In 2022, the overall estimated used capacity of the Borough's sports halls is 70% in the weekly peak period. This increases to 77% in 2031.
- In 2022 and 2031, the estimated used capacity of Oakengates Leisure Centre, Dawley Sports & Leisure @ Langley School and Stirchley Sports & Leisure @ Park School is 100% in the weekly peak period. In 2031, Burton Borough School also has a used capacity of 100%.
- In 2031, demand exceeds capacity at Burton Borough School, Dawley Sports & Leisure @ Langley School and Stirchley Sports & Leisure @ Park School.

8.6.2 The recommendations and considerations for sports hall provision in the Borough is that there is a need for a better balance between the supply of sports halls and demand

by increasing the hours for community use, rather than the provision of additional facilities.

8.6.3 The public leisure centre sports halls are available for 44 hours in the weekly peak period. Capacity can be increased by a total of six hours in the weekly peak period. This will have limited impact on reducing the used capacity of each site.

8.6.4 However, there is much more scope at the eight educational sites. The hours available for community use of the main halls range from 27 at Wrekin College Sports Centre to 44 at Holy Trinity Academy. The remaining sites are available for between 32.5 hours and 39 hours in the weekly peak period.

8.6.5 The FPM recommends that four key educational sites are targeted to increase community access and capacity, these are:

- Burton Borough School;
- Wrekin College Sports Centre;
- Charlton School; and
- Telford College.

8.7 Swimming Pools

8.7.1 The key findings from the facilities planning model are as follows:

- There are no dedicated learner pools. However, Abraham Darby Sports & Leisure Centre has been modernised to include a movable floor and create shallow water for learn to swim. The depth of the main pools at the other sites may limit the amount of water space suitable for learn to swim.
- In the Borough, 84% of the total water space is available in the weekly peak period. There is scope to increase capacity by extending the opening hours at Hadley Learning Community and Wrekin College Sports Centre.
- The average age of all the swimming pools in 2022 is 31 years, but 39 years for the public leisure centres. However, all four public leisure centres have been modernised since 2007.
- There is a projected 9% increase in the Telford and Wrekin population and demand for swimming between 2022 and 2031. In 2031, demand is significantly greater than supply.
- In 2022 and 2031, 90% of the Telford and Wrekin demand for swimming pools is met.
- Of the satisfied demand, 94% is retained within the Borough in 2022 and 92% in 2031.
- Unmet demand is the equivalent of 201 sqm of water in 2022 and 231 sqm of water in 2031.
- In 2031 the highest level of demand is projected to be between Dawley and Madeley, Dawley Sports & Leisure @ Langley School and Abraham Darby are the closest leisure centres to these areas.
- The majority of unmet demand is located too far away from a facility, but unmet demand due to lack of facility capacity increases from 20% in 2022 to 26% in 2031.
- In 2031, reachable unmet demand is highest between Stirchley and Abraham Darby Sports & Leisure Centre, at 80 sqm of water. This is insufficient to consider providing a new swimming pool in this location due to the close proximity of existing leisure centres but is where capacity needs to be increased.
- Except for Telford Hotel and Golf Resort, all the pools in both years are estimated to be operating above 80% used capacity.

- Demand cannot be met at four sites in 2031:
 - Abraham Darby Sports & Leisure Centre
 - Oakengates Leisure Centre
 - Hadley Learning Community
 - Wrekin College Sports Centre
- 8.7.2 All four public leisure centre swimming pools are available for community use for the maximum 52.5 hours in the weekly peak period applied in the FPM. Crucially, there is no scope to increase capacity to reduce the used capacity level.
- 8.7.3 At the educational sites there is scope to increase the hours available, as follows:
 - Hadley Learning Community by up to 24.5 hours.
 - Wrekin College Sports Centre by up to 31 hours.
- 8.7.4 It is recognised that increasing the hours at the educational sites would involve costs and negotiations with each educational owner. However, it is a first option to consider because it would increase capacity at existing swimming pools.
- 8.7.5 The priority site for intervention is Wrekin College Sports Centre. It is the third-most-recent pool site to open and has the second-largest pool in the Borough. Increasing the hours for community use at this site has the most impact in meeting demand.
- 8.7.6 The strategic interventions and drivers are:
 - Improve the swimming offer by providing a public leisure centre that has a main pool and a learner pool. All activities can then take place in pools suitable for specific activities.
 - Increase the amount of water space available for community use, thereby providing more capacity and enabling the used capacity of pool sites to be at a comfortable level at peak times. The Sport England measure for a swimming pool to be comfortably full is 70% of capacity used at peak times.
 - Meet the projected demand for swimming pools in the Telford area, where demand is highest in 2031. It is recognised that the Borough may wish to use a longer-term projection for residential sites and population up to 2040.
 - Replace a public leisure centre that is old, has high used capacity and demand that cannot be met. This applies to Oakengates Leisure Centre.
- 8.7.7 Based on the FPM findings, the possible scale for a new Oakengates Leisure Centre could be a 25m x 13m six-lane pool and a 12m x 10m learner pool. This would increase the total water space to 445 sqm, from the current centre's 213 sqm.
- 8.7.8 The Council is in the process of developing plans for additional pool provision in the Dawley area to address the short fall in water space identified in the facility planning model. This new facility will have community access at all times and will not be restricted by dual use operations, which is limiting the used capacity level at existing leisure centres.

Facilities Planning Model - What does this mean for leisure provision in Telford & Wrekin?

- Additional sports hall facilities are not required in the Council's leisure portfolio; however a better balance could be achieved between supply and demand by increasing community access to existing facilities.
- The Council should work with education providers to increase community access to sports halls.
- As with sports halls, increasing community access to swimming pools on school sites would improve capacity within the Council's leisure centre portfolio.
- There are no dedicated learner pools, providing a public leisure centre which has both a main pool and learner pool would improve the Council's swimming offer.
- In 2031 the highest level of demand is projected to be between Dawley and Madeley, Dawley Sports & Leisure @ Langley School and Abraham Darby are the closest leisure centres to these areas.
- In 2031, it is projected that demand will not be met at Abraham Darby and Oakengates Leisure Centres.
- Consequently, to meet future swimming demand the Council should consider:
 - Providing additional water space in the form of a learner pool at one of the existing wet dry leisure centres;
 - Provide an additional swimming pool on one of the existing dry leisure centres; or
 - Replace an existing leisure centre to include a main pool and learner pool, for example Oakengates Leisure Centre, which is aging, has high used capacity and will not meet future demand in its current form.

9. LEISURE CENTRE FACILITY AUDIT

9.1. Facility Audit

9.1.1.A facility audit was carried out on the Councils leisure centres, which covered;

- Quality – how good are they? Age date of refurbishment. General condition and is it fit for purpose?
- Accessibility – Location, walking, cycling routes catchments and GIS mapping
- Availability - Programming and sports development policy initiatives. Pay and Play use, sports clubs only, private use, registered membership only use. Cost of use, patterns of use, hours of use, does design limit use by specific users e.g. disability users.
- Identify new facilities which are planned, any forthcoming closures or enhancements which are planned.

9.1.2. Quantity & Quality Review

Table 6 – Facility Audit

Key	Rating
>80%	Excellent
60% - 80%	Good
40% - 59%	Average
20%-39%	Poor
<20%	Very Poor

Leisure Centre	Comments	Score
Telford Tennis Centre	<ul style="list-style-type: none"> • General condition and reception area excellent • Large accessible car park • High standards of cleanliness 	89%
Abraham Darby Sports & Leisure Centre	<ul style="list-style-type: none"> • Sports hall floor replaced June 2022 • Modern building • Served by public transport, signposting could be improved 	88%
Oakengates Leisure Centre	<ul style="list-style-type: none"> • General condition of facility was excellent, with a good quality sports hall, spinning studio, changing rooms and reception 	86%
Telford Ice Rink	<ul style="list-style-type: none"> • General condition and changing rooms good with excellent reception • Indoor soft play for younger children 	82%
Wellington Civic and Leisure Centre	<ul style="list-style-type: none"> • Overall condition was good with excellent changing rooms and facility mix with co-location of library and Council offices • Opportunity to install turnstiles in reception to better monitor usage 	80%
Dawley Sports & Leisure @ Langley School	<ul style="list-style-type: none"> • Good condition with excellent sports hall and good reception • Accessibility was excellent and good parking, however, would benefit from better signposting 	77%
Shortwood Swimming Pool	<ul style="list-style-type: none"> • Condition of site, swimming pool, changing rooms is excellent as is disability access • Good use of site for swimming lesson programme and target group sessions 	75%

Leisure Centre	Comments	Score
	<ul style="list-style-type: none"> Lack of presence, car park capacity, signposting and links to public transport reduced overall score 	
Langley & Horsehay Village Golf & Fitness Centre	<ul style="list-style-type: none"> The fitness suite was excellent with new equipment, light and welcoming Good parking, improved signposting would better help direct people to the site No studio space 	74%
Telford Snowboard & Ski Centre	<ul style="list-style-type: none"> Significant investment planned for the ski centre Changing rooms high standard for adjacent 3G pitch 	71%
Newport Swimming & Fitness Centre	<ul style="list-style-type: none"> At the time of visit the pool was closed for new pool restoration including heat source pump and shallower pool suitable for swimming lessons Good quality gym facility Lack of studio space noted Site was slightly hidden with limited natural presence in a residential area, would benefit from better signposting 	70%
Stirchley Sports & Leisure @ Park School	<ul style="list-style-type: none"> Sports hall was good quality but located on first floor (accessible by lift) Gym equipment dated compared to other sites School reception used for leisure centre reception Natural presence of site and signposting was poor, venue is hard to find Name of school/leisure facilities due to have a re-brand which will help improve awareness and identity of the site Facilities located within the school, no separate access 	61%

Facility Audit - What does this mean for leisure provision in Telford & Wrekin?

- All of the Council's leisure facilities scored well in the facility audit and there is no one facility that stands out as being in need of significant investment to improve the quality of offer.
- Consistent levels of signage will help improve awareness, accessibility and presence
- Overall, there is a limited supply of flexible studio space across the portfolio to not only support the wider fitness offer and membership base but also to provide other services such as wellbeing initiatives, community groups etc.

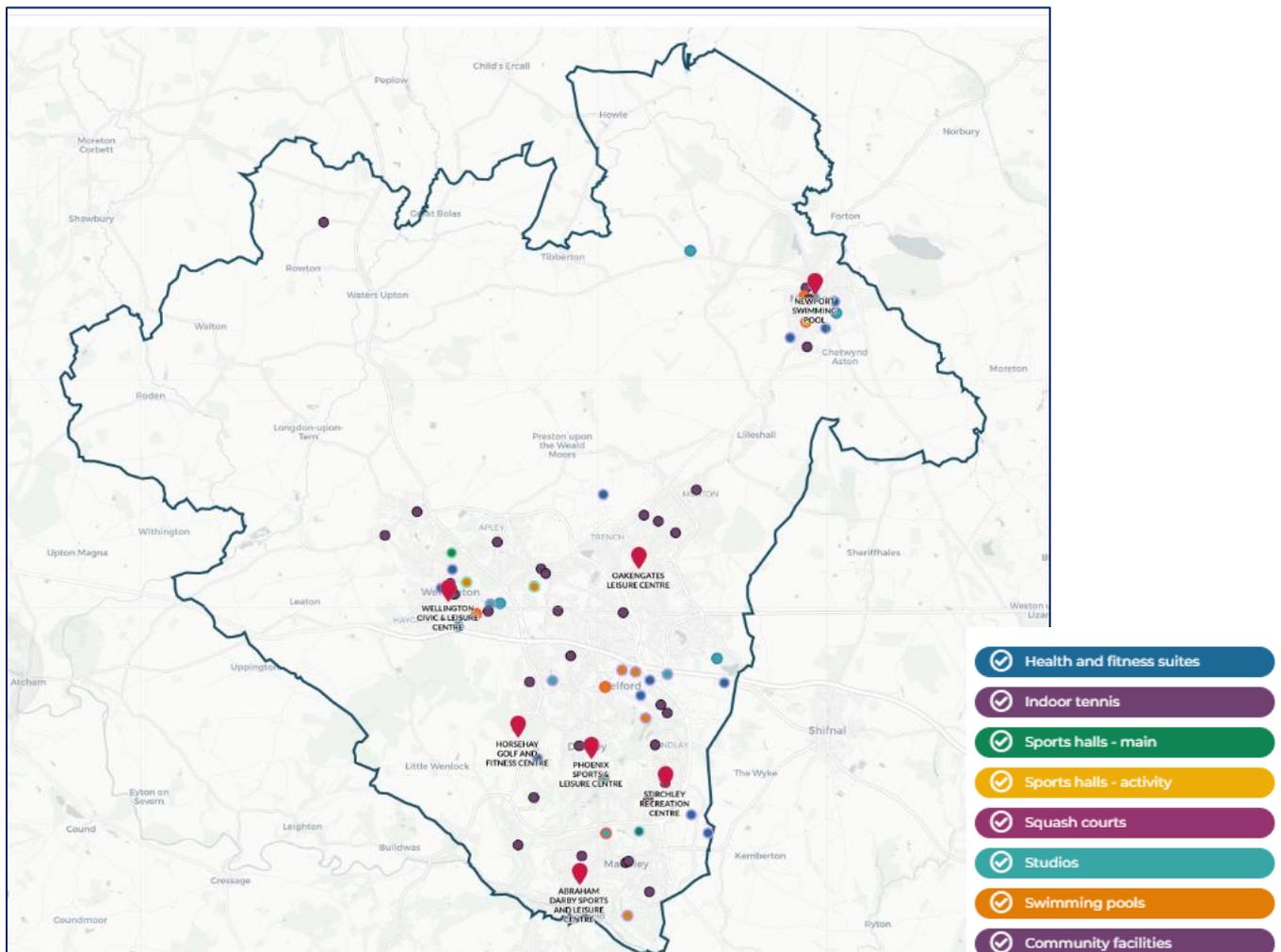
10. MAPPING OF PROVISION

10.1. The following maps set out all indoor leisure provision in Telford & Wrekin where leisure and wellbeing activities can take place.

10.2. The link to this mapping detail⁶ is <https://datahubmaps.com/Telford-Wrekin-Facilities/>

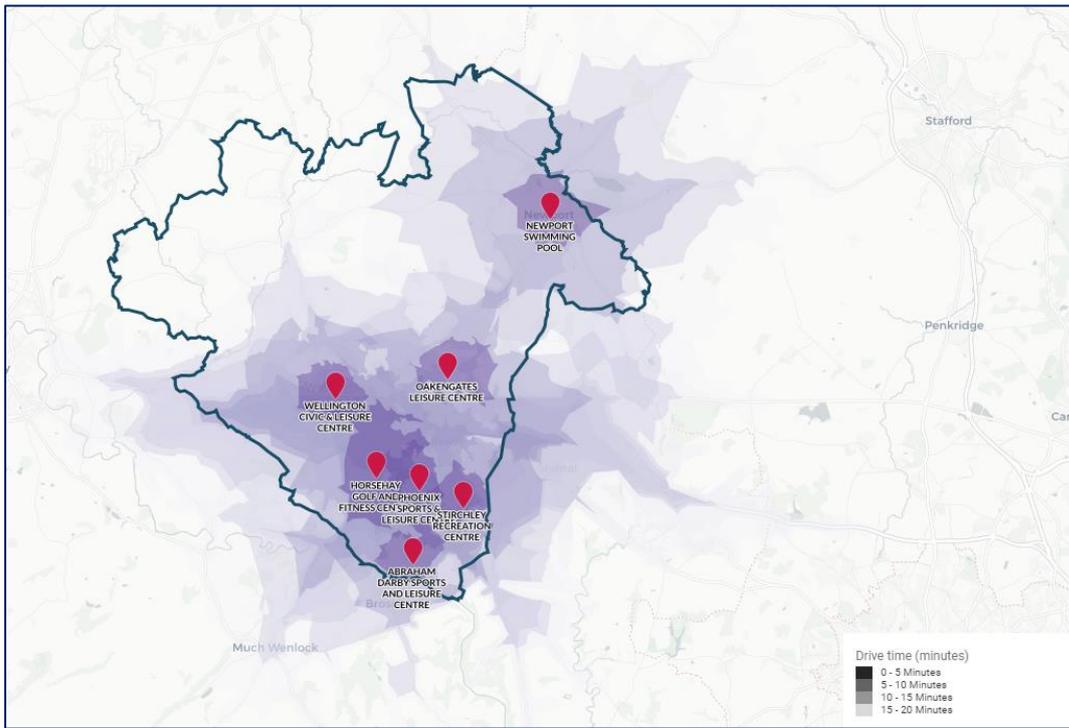
10.3. The map below shows that a good variety of indoor leisure provision but these are mostly located within the south east of the Borough which correlates to areas of highest population.

Map 6 – Indoor Leisure Provision



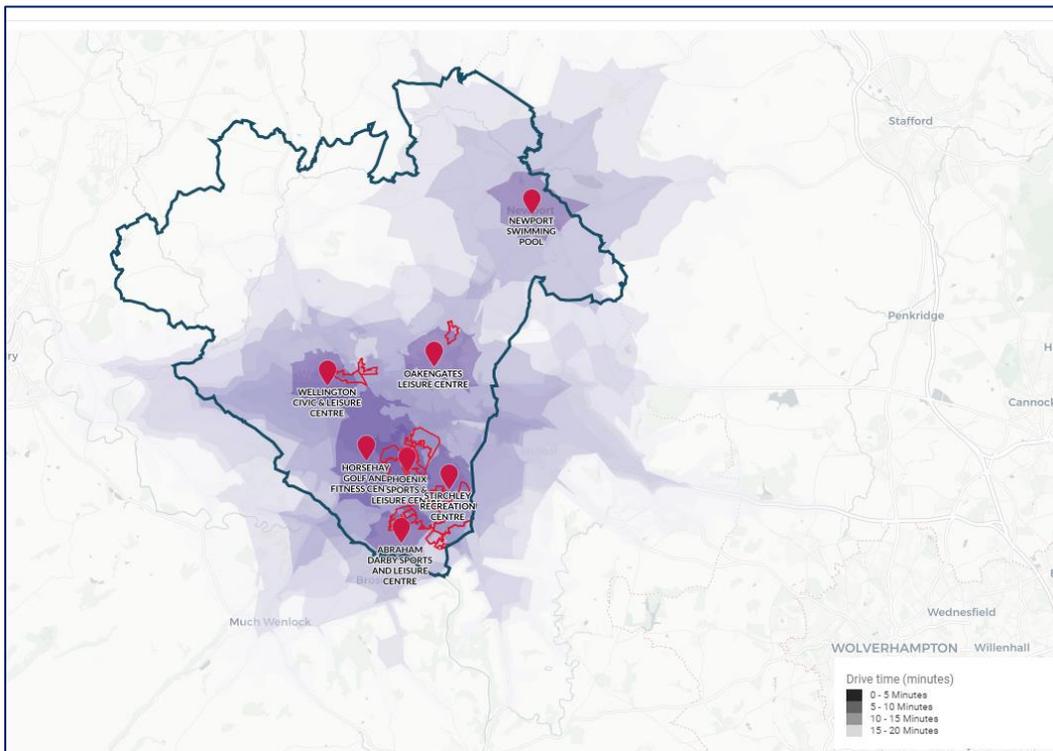
⁶ The mapping is interactive and the Council can amend the mapping layers to assess a range of scenarios against the indoor leisure provision in the Council area.

Map 7 – Council leisure centres – 20 minute drive time catchment



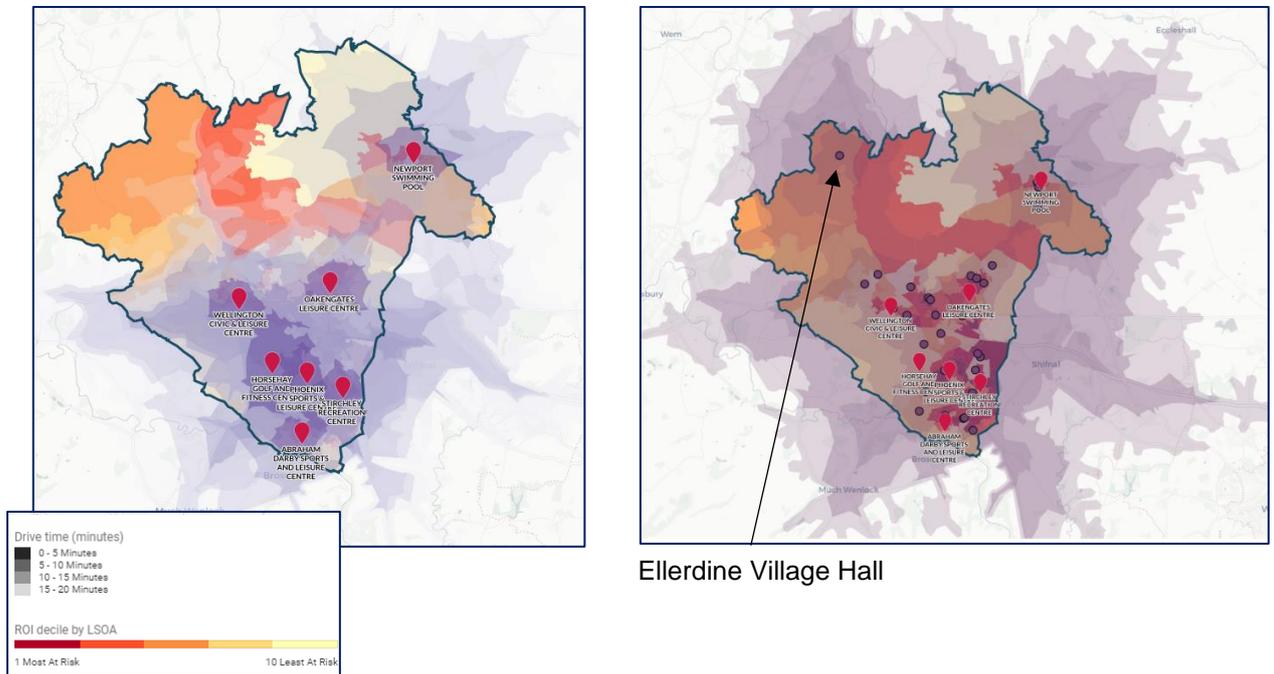
10.4. As can be seen in the map above, not all of the Borough is covered by a 20 minute drive time of a council leisure facility. However, within the Borough the top 30% most deprived areas are within a 20 minute drive time and served by a leisure facility.

Map 8 – Council leisure centres – 20 minute drive time catchment for deprivation



10.5. As shown in the map below not all areas at risk of inactivity area are covered by a 20 minute drivetime such as in the north of the Borough. However, if you add community centre's type of facility to provide physical activity then all areas at risk of inactivity are served e.g. in the north the Ellerdine Village Hall can cater for this area.

Map 9 – Council leisure centres / community centres – Risk of Inactivity map – 20 minute drive time catchment



Mapping - What does this mean for leisure provision in Telford & Wrekin?

- The leisure centres are already located in the areas of higher population.
- As well as the Council's leisure centres there are other sports facilities in the Council area that are providing opportunities for local residents to be active, these include private gyms, studio spaces and community facilities. Therefore, it is important that the Council's leisure centres differentiate from these facilities and provide accessible facilities for all.
- The location of the existing leisure centres serve areas most in need well, and therefore they are in a strong position to attract users from lower socio-economic groups.
- More rural areas to the north of the Borough are served by community facilities, such as village halls.
- The mapping highlights that the leisure centres are well placed to serve local residents and where there is not a Council facility within 20 minutes there are community facilities available. These areas are low in population and there is not considered to be sufficient demand for additional leisure facilities in the north of the Borough. This is supported by the FPM findings.

11. COMPETITION ANALYSIS – Commercial Leisure

11.1. A review of physical activity opportunities in the area was undertaken to identify any opportunities for additional facilities that will increase participation in physical activity and support revenue generation. Examples include; leisure water, soft play, spa, martial arts, indoor/outdoor climbing etc.

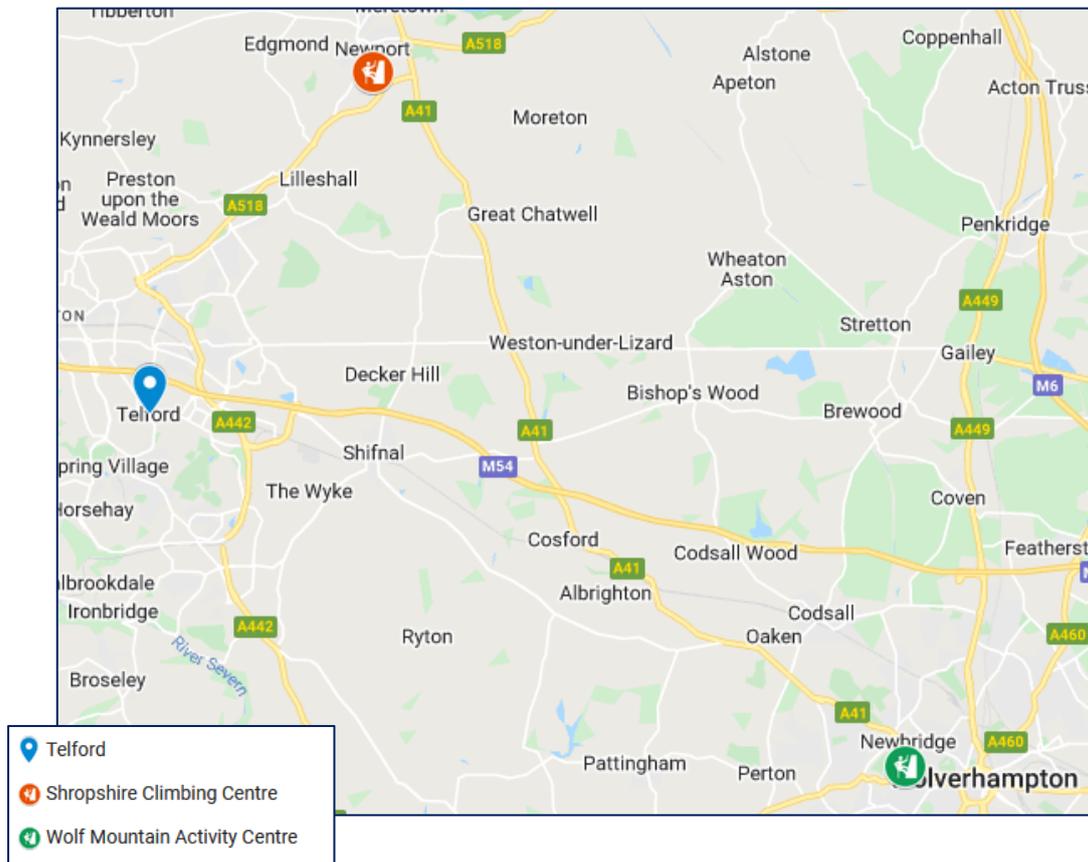
11.2. This will help inform if there are commercial leisure opportunities within the Council’s indoor leisure portfolio, that will not only help increase participation in physical activity but also provide revenue that could help subsidise other activities or improve the overall financial cost of the service.

11.3. Commercial competition analysis has been reviewed for:

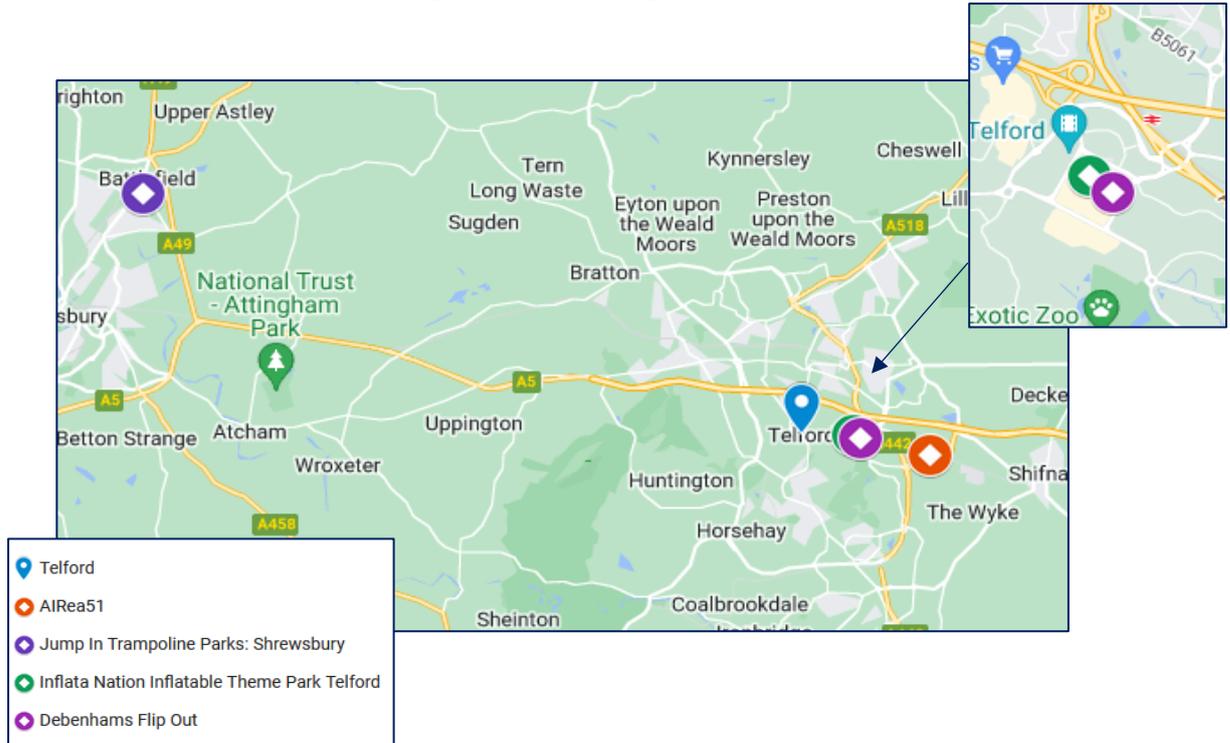
- Indoor climbing
- Trampolining
- Soft play
- Tenpin bowling

11.4. The maps below show that there is already a high level of commercial leisure provision in the Borough with two indoor climbing, four trampoline, fourteen soft play (including the soft play at Telford Ice Rink) and three ten pin bowling facilities.

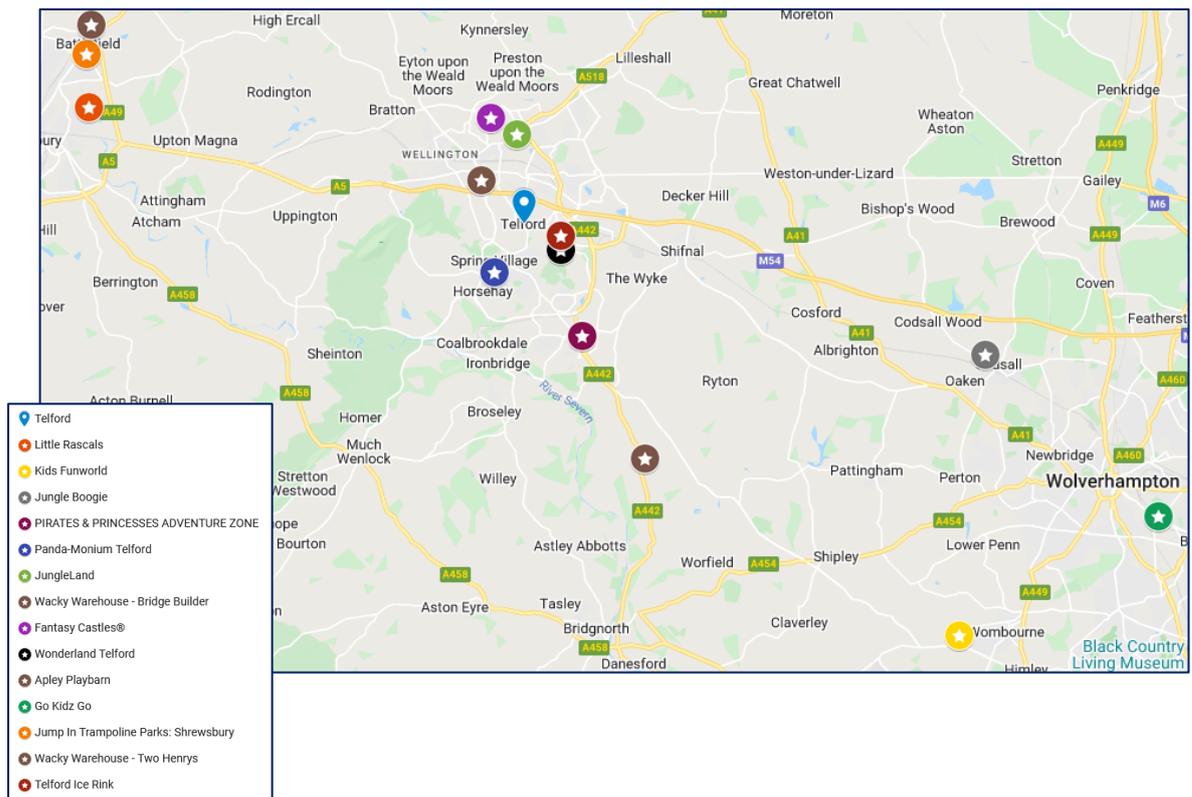
Map 10 – Telford & Wrekin Borough – Indoor climbing



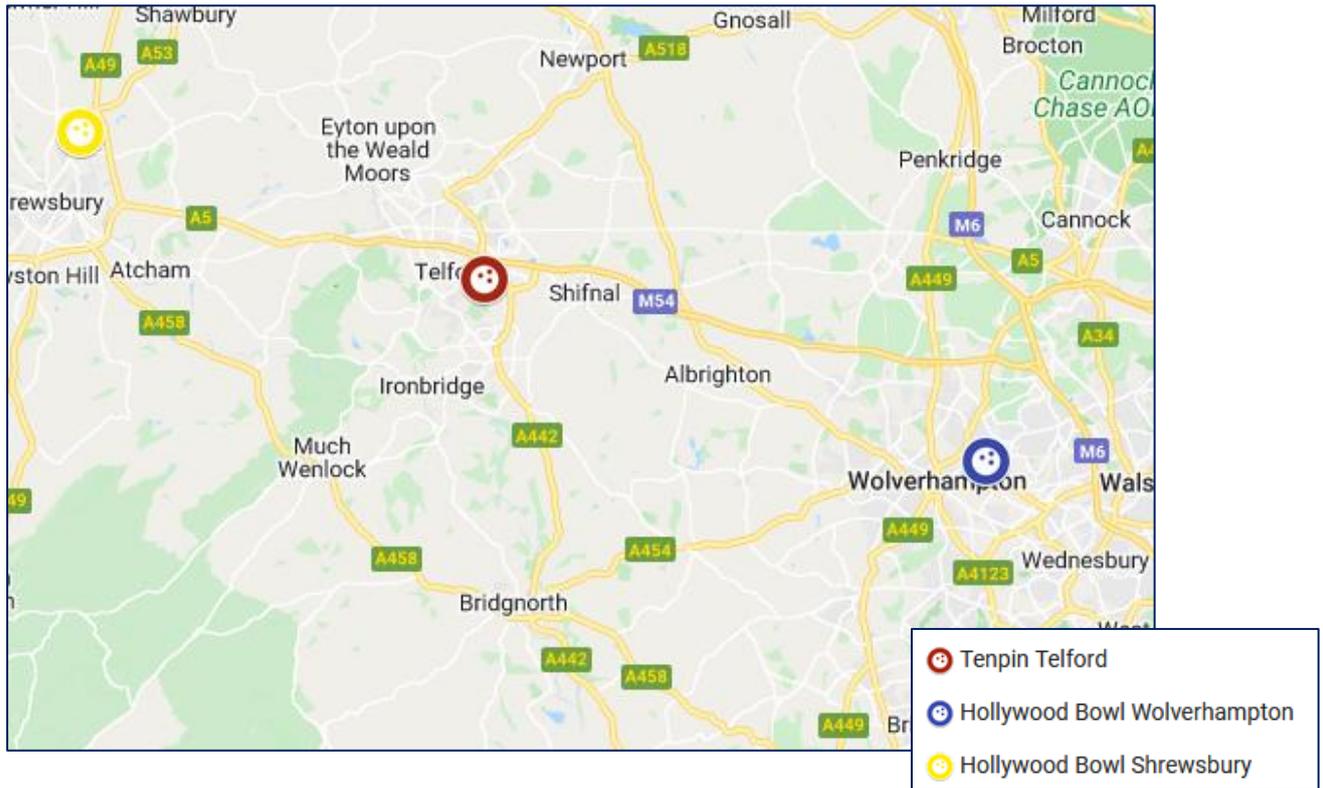
Map 11 – Telford & Wrekin Borough – Trampoline



Map 12 – Telford & Wrekin Borough – Soft Play



Map 13 – Telford & Wrekin Borough – Ten Pin Bowling



11.5. In addition to the existing facilities identified in the maps it is understood that there has been an application to develop a new indoor commercial leisure facility in the town centre which will include an indoor crazy golf and restaurant facility by the company Putt Noodle. Alongside this facility there is also expected to be a Flip Out facility which will include laser quest, bumper cars, ninja obstacle courses and a roller rink.

Commercial Leisure Competition - What does this mean for leisure provision in Telford & Wrekin?

- Within Telford there is substantial commercial leisure provision including ten pin bowling, soft play and a trampoline park.
- It is understood that an indoor crazy golf and Flip Out are also due to open in Telford in the near future, which will be a major attraction and present significant competition for any other commercial leisure facility.
- Indoor climbing is one activity that is not provided for within Telford, however there is a facility in Newport and Wolverhampton. Newport Rock is a traditional climbing wall and bouldering facility.
- The planned entertainment venue for the former Debenhams building will capture a significant proportion of the commercial leisure market, limiting the opportunities within the leisure centres.
- A clip and climb facility could be considered within the leisure centre portfolio to add a commercial element, however these are more staff intensive than facilities such as soft play, therefore getting the size, location and accessibility right is critical for it to be financially viable.

12. NEEDS ASSESSMENT

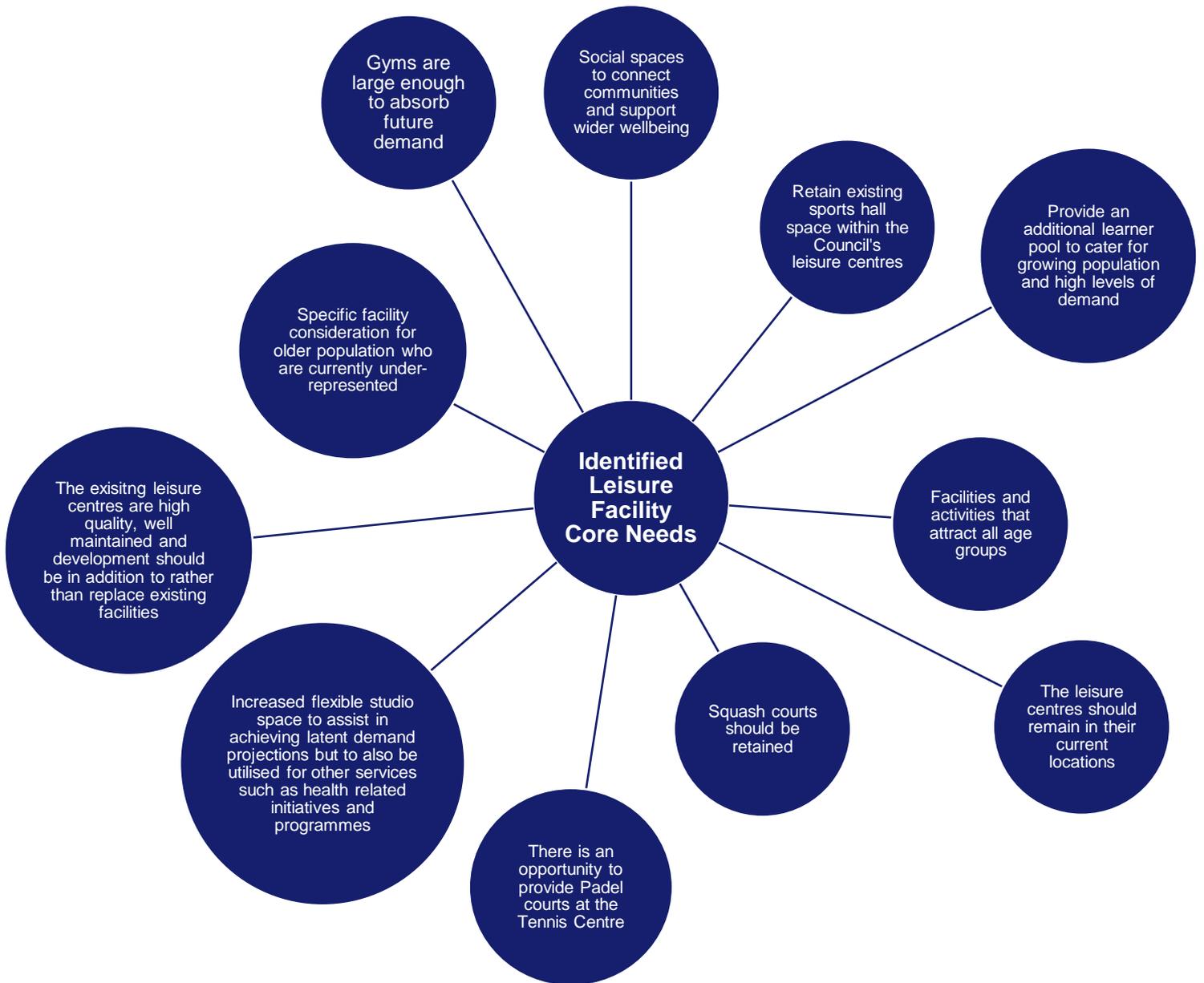
12.1. Having completed the insight research and analysis, the following strategic priorities have been identified for leisure provision in Telford and Wrekin.

Figure 33 – Strategic Themes and Outcomes



12.2. Considering these strategic outcomes, the insight research and analysis has identified the following core needs for leisure provision in Telford and Wrekin.

Figure 34 – Leisure Facility Core Needs



13. FACILITY RECOMMENDATIONS

Recommendation 1 – Studio/Flexible Space

Through the facility audits it was identified that there is a lack of studio/flexible space across the portfolio. Two centres have been identified as requiring studio space:

- Langley & Horsehay Village Golf & Fitness Centre
- Newport Swimming & Fitness Centre

There is an opportunity to combine studio provision with a toning suite at Horsehay to create a wider wellbeing offer to maximise efficiencies and benefits (see recommendation 3).

Additional studio provision will:

- Support fitness membership sales, by providing an increased group exercise programme. It will assist in achieving the membership demand projections and therefore generate additional revenue.
- Enable the Council to deliver a wider range of services either directly or through third parties, including health initiatives such as cardiac rehabilitation, trips and falls, nutrition/weight management.
- Enable the delivery of non-sporting activities such as providing meeting space for local businesses or training courses.
- Provide opportunity to deliver programmes and sessions for all age groups.
- Support increased physical activity from the middle-aged workforce - Group Exercise is often popular with this group, additional studio space will allow for increased group exercise classes around the working day, including lunchtimes.
- Enable the delivery of additional youth sessions, such as junior fitness, gymnastics/dance, martial arts or general youth club activities.
- Enable co-delivery of services and increased partnership working with local stakeholders.
- Improve the social opportunities for local communities by providing meeting space for community groups.
- The additional usage opportunities will generate additional income with limited additional cost.
- There is limited community space in the catchment of Langley & Horsehay Village Golf & Fitness Centre and therefore flexible space within the centre can also serve as a community centre.

Recommendation 2 – Additional Swimming Pool

The FPM run has identified that demand for swimming will not be met by the existing provision by 2031.

In 2031 the highest level of demand is projected to be between Dawley and Madeley, Dawley Sports & Leisure @ Langley School and Abraham Darby are the closest leisure centres to these areas.

The Council should progress with the provision of additional pool space in the Dawley area, to ensure demand can be met both now and in the future.

Additional pool space in Telford & Wrekin will:

- Enable the Council to deliver an increased learn to swim programme in pool space that is fit for purpose (suitable for non-swimmers/children).
- A new pool in the Dawley area will increase day time access to swimming pools, as it will not be restricted by school access.
- Enable people living close to the facility to increase physical activity levels – currently an area at risk of higher levels of inactivity.
- Increased learn to swim programme will generate additional revenue and contribute to an improved financial position.
- Meet the future demand for swimming following significant population growth in the Council area up to 2031.
- Deliver additional sessions for target groups such as older people, people with long term health issues, people with disabilities, people from ethnic minority groups.
- Enable the school to access pool provision more easily.
- A new build will ensure the facility is environmentally sustainable and more efficient to operate.
- Swim England are keen to work with the Council to ensure facilities are sustainable.

In the longer term (linked to the Local Plan for 2040) the Council should consider the replacement of Oakengates Swimming Pool, as highlighted in the FPM report.

Recommendation 3 – Toning (Assisted Exercise) Suite

The insight research highlighted that older age groups are currently under-represented at the leisure centres. Accessing traditional fitness facilities can be intimidating for non-users or people with mobility issues.

There is the opportunity to provide a toning suite at Langley & Horsehay Village Golf & Fitness Centre, targeting older people, people with mobility and/or health issues and people with disabilities. This should be linked to a new studio space (Recommendation 1) to create a wider wellbeing offer.

Langley & Horsehay Village Golf & Fitness Centre has sufficient space on site to provide the additional facilities. It also has an existing catering offer and experience shows that toning creates a social aspect to people's visits and therefore a catering offer will be well supported by users of a toning facility.

A toning suite at Langley & Horsehay Village Golf & Fitness Centre will:

- Provide a unique facility in the portfolio aimed at non-users and target groups.
- Generate its own membership base and income.
- Increase usage and rates of participation in physical activity by those who are least active.
- Enable a preventative approach to be taken with regards to health & wellbeing as well as offering rehabilitation.
- Act as an introduction to wellbeing and fitness with the aim of providing a pathway for people to then access the main gym and group exercise programme.
- Support the aging population in Telford & Wrekin.

Recommendation 4 – Indoor Tennis Centre

The Tennis Centre is a large facility which is currently utilised by 'We Do Tennis' who deliver the coaching opportunities. The facility is also utilised by the school as part of the PE programme.

As a large space alternative options have been considered for the tennis centre, including commercial leisure options such as soft play, indoor climbing and Tag Active, however due to the extensive competition in Telford (particularly once the new Flip out and crazy golf facility has opened), this would be a high risk option for the Council to consider.

Consequently, following conversations with the Lawn Tennis Association and the manager of We Do Tennis there is an opportunity to include Padel courts on site.

Tennis is also a social sport, having a catering offer inside the venue would support the coaching programme, events and training courses that are delivered on-site. A small catering offer should be considered, either through a high quality vending offer or linked to the reception where hot and cold drinks and pre-prepared snacks can be provided. This should be delivered by receptionists/recreation assistants during peak hours so as not to require additional staffing.

Provision of Padel Courts with catering provision will:

- Add diversity to the current offer.
- Padel is more accessible – it is played on an enclosed court, which is c.25% smaller than a tennis court and it can be played by groups of mixed ages and abilities together.
- It has grown rapidly in popularity in recent years, however there are limited venues available, the closest courts to Telford & Wrekin are in the centre of Birmingham.
- Padel will provide an additional income stream.
- Padel is a social sport that is easy to pick up – it is a good introduction to tennis and can provide a pathway into tennis and therefore support the existing tennis coaching programme.
- A small catering offer on site will generate a secondary income opportunity with little additional resource required. It also supports the training programmes delivered on site.

The Council should also consider the most sustainable delivery model for the tennis centre going forward.

Recommendation 5 – Sports Halls

It is recommended that the Council retains existing sports hall space within the leisure centre portfolio.

To ensure there is sufficient provision to meet demand the Council should work with education providers to maximise community access to education facilities.

Recommendation 6 – Fitness

The analysis has shown that additional gym space is not required to meet future demand, however it is important the gym facilities are well maintained, and equipment replaced regularly to ensure they can compete with the private sector. Maintaining the current level of quality is important for the future success and to reach the projected total demand for memberships.

Recommendation 7 – Other Community Provision

The Council should continue to support and facilitate community based leisure and sports provision. Physical activity initiatives and policies should be developed to further support public health initiatives, tackle inequalities and stimulate new markets.

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