ROCHDALE
BOROUGH COUNCIL

Rochdale Indoor and Built Sports Facilities Strategy 2019 – 2029

November 2019

FMG CONSULTING

wyg

TABLE OF CONTENTS

APPENDICES

Basis of Information

It is not possible to guarantee the fulfilment of any estimates or forecasts contained within this report, although they have been conscientiously prepared based on our research and information made available to us at the time of the study. Neither WYG nor FMG as companies nor the authors will be held liable to any party for any direct or indirect losses, financial or otherwise, associated with any contents of this report. We have relied in a number of areas on information provided by the client and have not undertaken additional independent verification of this data.

1. Introduction

Background

1.1 Rochdale Borough Council's Built Sports Facilities Strategy sets a long-term vision for built facilities across the Borough that positions its contribution towards the wider strategic outcomes for the Borough.

1.2 In November 2018 Rochdale Borough Council ('the Council') appointed WYG Limited ('WYG') working in partnership with FMG Consulting ('FMG') to carry out this work, importantly this strategy is developed in parallel with the Council's review of their leisure operating management agreement with Link4Life.

1.3 This strategic review of Sports facility provision comes in response to the changing landscape of providers and as an identified key action and shared purpose within the Boroughs recently developed strategic objective and outcomes framework.

1.4 This work seeks to provide an informed position of current facility supply and identify key issues and gaps in provision, for a strategic and reasoned approach to be taken when considering future provision.

Scope

1.5 The development of the Built Indoor Sports Facilities Strategy ('BISFS') specifically addresses the following sports provision in line with the Council's brief and following consultation:

- Swimming Pools;
- Sports Halls;
- Health and Fitness.

1.6 In addition, the specific sports of:

- Athletics;
- Indoor Tennis;
- Indoor and Outdoor Bowls;
- Squash;
- Gymnastics;
- Golf;
- Climbing; and a brief commentary on
- Cycling.

1.7 The development of the strategy also considers:

- Government Strategies relevant to the scope of this work;
- Sport England Strategies: Towards an Active Nation 2016 – 2021 and the 2019 Strategic Outcomes Planning Guidance;
- The Council's strategic outcomes development and Link4Life's wider collaborative development with other Greater Manchester Leisure Trusts (GM Active), Greater Sport, and Health Authority's and CCG's;
- The Council's leisure contract agreement review which include aspirations for its built leisure provision and work currently taking place on Rochdale's Playing Pitch Strategy;
- The Facility Planning Model (FPM) data - Strategic Assessment of Need for Sports Hall and Swimming Pool provision in Rochdale; and
- Housing developments and population changes within the Borough and external to the Borough boundary that has the potential to impact on the built leisure provision.

Objectives

1.8 The objective is the production of an updated strategy for Rochdale Borough Council providing the strategic context for built leisure facilities across the Borough that can be used to:

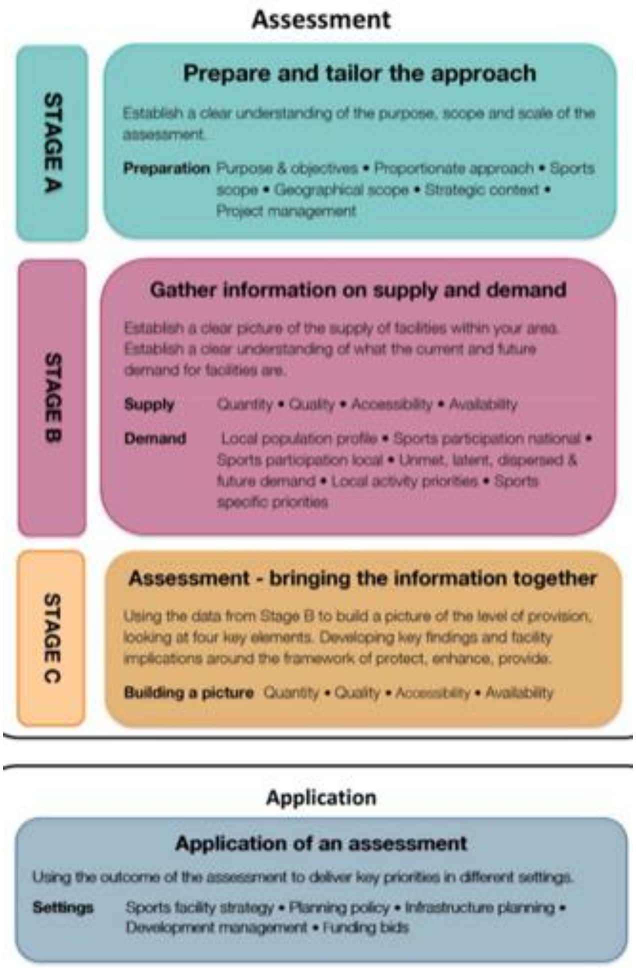
- Aid decision making by Councillors and Officers;
- Support external funding applications;
- Support developer discussions around CIL and S106 contributions;
- Support potential collaborative work with neighbouring authorities;
- Support working more collaboratively on a local and regional basis; and
- Link appropriately to Local Plans.

1.9 The strategy also needs to be realistic in its aspirations identifying actions capable of being implemented within the Council's budgetary position and procurement regime, and those that would require significant external funding or put the Council at risk.

Methodology

1.10 Our approach to the study has been developed utilising the process as set out in the Assessing Needs and Opportunities Guide (ANOG), the methodology for assessing indoor sports needs developed by Sport England, as set out in figure 1.1 overleaf.

Figure 1.1 – ANOG Methodology



1.11 The remainder of the report is structured as follows:

Report Structure

- Section 2 – Strategic Context;
- Section 3 – Local Context;
- Section 4 – Assessment of Need and Evidence Base - Sports Halls;
- Section 5 – Assessment of Need and Evidence Base – Swimming Pools;
- Section 6 – Assessment of Need and Evidence Base - Health and Fitness;
- Section 7– Sport Specific Requirements and Opportunities;
- Section 8 – Interpretation of findings; and
- Section 9 – Strategy and Action Plan

2. Strategic Context

Introduction

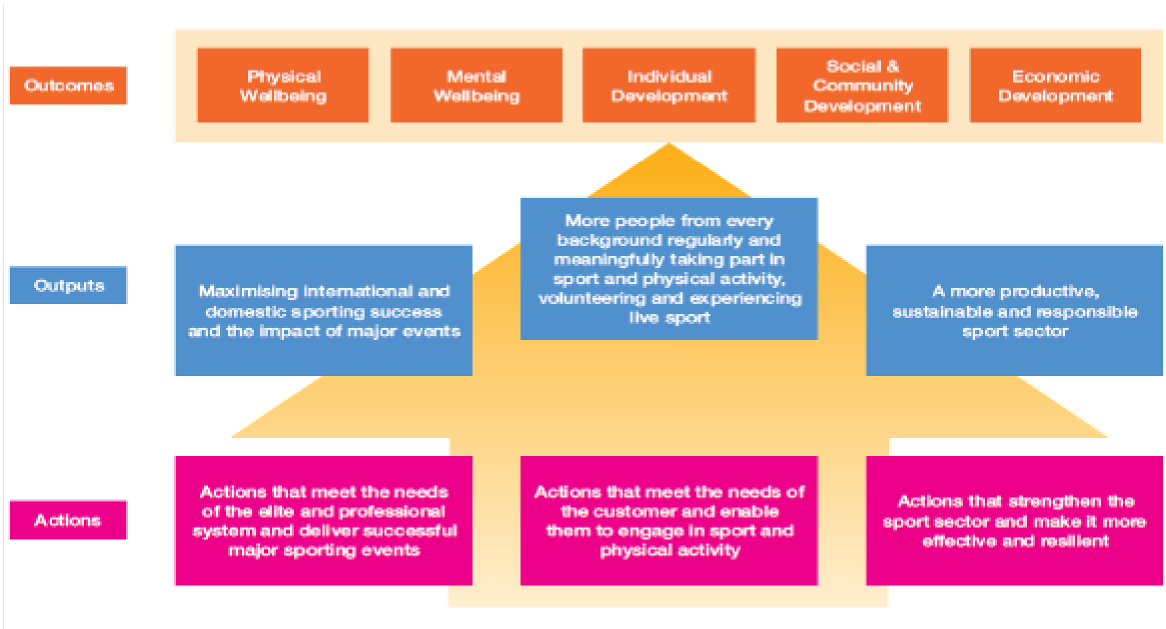
2.1 A headline review of key national, regional and local strategies has been undertaken as part of this section with a summary of the key implications for the built facilities strategy from the strategic documentation review.

National Context

Government

2.2 At a national level, the Government has set out a strategic vision for the nation in 'Sporting Future: A New Strategy for an Active Nation' which sets out a framework and outcomes that can be translated locally against issues and opportunities for the Borough. Figure 2.1 below outlines the Government framework.

Figure 2.1 - Sporting Future Framework



2.3 This framework lists 5 Core Outcomes: developing physical and mental well-being, individual development, social and community development and economic development. The model includes key outputs such as 'more people from every background regularly and meaningfully taking part in Sport'.

2.4 To facilitate this, it is recognised that several actions will need to take place to drive behavioural change. This challenge is particularly relevant to the large segment of the inactive population residing in hard to reach groups in the Borough.

Sport England

2.5 In May 2016, Sport England published its current five-year Strategy 'Towards an Active Nation' aimed at tackling inactivity. The new strategy sets out how Sport England will deliver against the five health, social and economic outcomes set out in the Government's 2015 Sporting Future strategy.

2.6 There is a clear focus on tackling inactivity as the strategy recognises that more than one in four people in England (28%) do less than 30 minutes of physical activity a week. There is a clear synergy here with Borough wide priorities for Rochdale, and it links well with the Council's strategic objective that *'all residents feel healthy and remain in a good state of health for as long as possible'.*

2.7 The strategy for the Borough in terms of providing a healthier outcomes for its communities aligns with Sport England's commitment to triple the amount of money spent at targeting inactivity with a c£200 million investment fund proposed over the next three years this could potentially translate into a funding opportunity for the Council.

2.8 A key driver for a successful funding bid to Sport England will be how the Council can demonstrate how it will tackle inactivity as the new strategy places much greater emphasis on groups who are typically much less active such as women, disabled people and those from disadvantaged backgrounds.

'The Sport England Strategy sees investment driven by local need'

2.9 Sport England's strategy promises continued investment for those already active but with the emphasis on sustainability and self-sufficiency, working closely with sports NGBs. Sport England's Service's Development Team are testing models and approaches to working with NGB's to tackle inactivity through the Sport England Place Pilot and this work has proved to be successful in some deprived areas.

2.10 The strategy makes clear recommendations with an emphasis placed on working collaboratively locally to address elevated levels of physical inactivity and increase the number of active people. The Strategy focusses on investment driven by local need.

2.11 There is also a strong focus on the role that collaborative and multi-agency working with local partners must play in supporting the step change that is required to tackle inactivity. These national priorities from the strategy present the Council with an opportunity to think differently about the delivery of services in the future in collaboration with local and national partners. For example, the Council's operator Link4Life has been a lead partner in securing £800,000 funding for a Greater Manchester cancer rehab programme and this could lead to further commissions on the future. The Council could also consider a partnership approach with the local Clinical Commissioning Group in considering co-location opportunities which will be positive themes in any future capital bids to Sport England.

2.12 The collaboration between local public health partners, as well as sports development, adult social care and the active schools programme will be integral to getting the Borough more active and thus reducing the healthcare burden.

2.13 The new strategy from Sport England essentially translates into:

1. More people from every background regularly and meaningfully taking part in sport and physical activity' and
2. A more productive, sustainable and responsible sport sector'.

2.14 These national drivers provide an essential context for understanding the picture in Rochdale and it will be important to understand how investment in facilities can contribute to achieving the targets around physical wellbeing, mental wellbeing and so on, indeed, clarity in these aspects should facilitate even greater engagement in the future with public health partners, education and business sectors.

2.15 In terms of trends, the key findings from the national findings for sports and activities for the Active Lives surveys for May 2016 – May 2017 and May 2017 – 2018 and for the active category of participation, show that traditional team sports and racket sports both indoors and outdoors are declining in participation. Individual based activities such as fitness and exercise classes are increasing in participation. There is an increase in adventure and thrill based activities. Participation in all different categories of walking has a considerably higher rate of participation than any sport. Walking for leisure by all adults, has the highest rate of participation of any activity, with 25% of all adults participating.

Shaping the Environment – Built Sports Facilities

2.16 Capital investment can be a powerful tool to influence and shape the sport and physical activity environment. The Sport England strategy presents an opportunity to support and influence the sector and to put capital investment in the proper strategic context to deliver against its local outcomes.

2.17 The Sport England strategy sets out a process to help the sector to be effective in their investment decision making. Creating a focus and vision on local outcomes, informed by customer insight and delivering interventions (capital and revenue) which effect behaviour change in the target audience and ultimately outcome delivery.

2.18 Sport England's new 'Strategic Approach to Sport and Physical Activity' to support local authorities (which will be officially released in 2019) illustrates the process which Sport England would expect a local authority to follow as part of a local strategic planning process in partnership with key stakeholders and other sectors.

2.19 This highlights the benefits of taking a strategic and sustainable approach to developing a clear Vision for sport and physical activity and related investment, often linked to a wider whole systems approach to improving the health and wellbeing of the community and creating a more active place. Figure 2.3 shows the proposed four step process.

Figure 2.3 – Strategic Outcome Planning Model (launched in 2019)

2.20 Importantly the latest guidance acknowledges that no Local Authority will be starting with a blank piece of paper and may be at different stages of the model shown above.

2.21 Council's and their partners in future must provide a robust and consistent approach for establishing the local need for facilities and Sport England are clear that to deliver the correct interventions capital project funding must have a strategic vision, clearly defined outcomes and key performance indicators, plans that effect behavioural change and an options appraisal looking at the solutions that can deliver best value for the local authority.

Local Strategies

2.22 We have undertaken a review of the local policy documents which can be found in **Appendix B** and reviewed the regional and local strategies and the implications for the Rochdale Indoor & Built Facilities Strategy to help identify the golden thread between local and national plans. A summary of the key findings is provided below.

The policy and strategy documents reviewed with some key findings are provided below in table 2.1:

Table 2.1 – Key Findings

People, Place and Prosperity Rochdale Borough Council 2016-2021	The facility assessments contained within the document on successes since 2010 indicate that the increases in participation have been accommodated by the existing and expanded supply of pools, gyms and sports halls. However, the public leisure centres are estimated to be busy and near to full at peak times. This is not sufficient to consider increasing supply – based on 2018 data – but reviewing the programming of venues, so as to accommodate all types of activities in a balanced programme will be important. Otherwise it is likely overcrowded facilities will discourage

	participation. Overall, the more likely focus therefore to meet the People, Place and Prosperity focus is therefore not about quantity of facilities / it is much more about the activity programming of the facilities, so as to increase participation and encourage people to be more active and working smarter through collaboration maximising the use of all assets.
Rochdale Borough Council Corporate Plan 2016–2019	There are no specific work areas/actions in the people, places and prosperity topics which are about indoor sports and recreational facilities. A repeated theme of the Corporate Plan is to improve the health and well-being of residents and to deliver the schools strategy.
Rochdale Borough Joint Strategic Needs Assessment Summary 2017(JNAS)	The most likely increase in activity is more likely to be in outdoor activities, such as walking or cycling. The JNAS sets out the strategic need to support healthy weight loss and increased physical activity, across the population, but especially in adults between 40 and 65. It does not advocate just providing information and increasing knowledge about healthy behaviour, as this rarely works well. It assumes, that if people are told what is good for them and what they need to do, they simply do it, but this is rarely the case. The JNAS supports a broader approach which includes changing policies and environments to promote better behaviours (so called nudge approach) and understanding and empowering people within their own environment to make changes themselves.
Greater Manchester Local Delivery Pilot	This presents a step change in provision through collaboration of GM Councils. A programme targeting: • Children and young people aged 5-18 in out-of-school settings; • People out of work and people in work but at risk of becoming workless; and • People aged 40-60 with, or at risk of, long term conditions: specifically, cancer, cardiovascular disease and respiratory disorders. The intervention investment, of which Link4Life has played an important role, will be £800,000 delivered over the next three years.
Rochdale Borough Locality Plan Better Health and Well-Being A Plan	The Plan is for health and social care for all residents of Rochdale 2016 – 2021, with many of the changes introduced being for the long term future. The plan focuses on interventions to improve the life expectancy, integration of health and social care and improvements in the quality of life for all residents. It addresses delivery of its five priorities with six

2016 - 2021 (Published April 2016)	programmes of actions. It draws extensively on the JNSA as its evidence base for the demographic and health profile of the Borough's residents. It has performance measures for each of its six programmes of action. It does not have specific actions, targets, or, performance measures for increasing the physical activity level of Rochdale residents. So, there are no specific references that are relevant to the RIBFS. It is, however, a useful expansion of the JNSA in terms of the health and social care data.
Rochdale Locality Asset Review. September 2018	The report contains specific recommendations that the RIBFS should consider: 1. Heywood - Consider co-location / development opportunities linked with Cherwell Centre and / or Heywood Sports Village which are both close by and could provide co-location opportunities (Sports Village) or expansion space if the site was re-purposed (Cherwell Centre); 2. Littleborough SC and Hollingworth Activity Centre into community hubs for sports and healthy lifestyles. Potential co-location opportunity with the Children's Centre; and 3. Bowlee - consider provision of youth services / leisure facilities as part of school development. Further information required to identify possible sites; if Langley Clinic and Durnford Street clinic formed part of a new development; land could be released.

Local Alignment to the National Framework

2.23 Physical Activity and Sport has been recognised by successive governments as an important tool to support a number of the key agendas such as physical and mental health, education, employment, regeneration, and community cohesion.

2.24 The Government's strategy provides an impetus to get people of all ages moving. It also encourages and emphasises collaborative working across national Government departments as well as there being a strong focus on the role that collaborative and multi-agency working with local partners has to play in supporting the step change that is required to tackle inactivity.

2.25 These national priorities from the DCMS strategy align with priorities for Sport England, and importantly in Rochdale, both from the Council's strategic objectives and the local Trust's priorities. The Council is also focussing on older people, through its *Age Friendly Strategy*.

2.26 Dual-recognition also exists with regard to multi-agency working amongst public health, sports development, adult social care, education, and community providers. Close collaboration between these local partners will be integral to getting the borough more active as a whole and thus realisation of the ambition to make Rochdale a thriving place to learn, work, live and care, as well as achieving other key related outcomes.

Local Strategic Outcomes - *Rochdale Borough Council*

2.27 The Council has ten strategic outcomes and are in the process of developing a service wide strategic outcomes framework and guidance. The Council's outcomes are listed below, and we have highlighted those which have particular relevance to this strategy:

1. **All residents feel healthy and remain in a good state of health for as long as possible;**
2. All residents are protected from harm, through support in times of need and safeguarding and protecting those who are vulnerable;
3. **All residents have good mental wellbeing, are resilient, enjoy life, and are able to cope with life's challenges;**
4. **All children are healthy and ready to succeed when they start school and all children and young adults achieve their potential;**
5. All residents have the opportunities they need to enable them to help themselves, their loved ones and their communities;
6. **The borough is a place where people age well, can live with dignity and have equitable access to services and opportunities;**
7. The borough is friendly, fair and co-operative;
8. **The borough is safe, resilient, and clean and has good quality places where people choose to live, work and invest;**
9. The borough has thriving growing businesses and new enterprises and creates conditions for high skill levels and high quality jobs;
10. **The borough has sound finances and is able to provide services to meet resident's needs now and in the future.**

Council Operator - Link4Life Leisure Trust

2.28 The Council's current leisure operator Link4Life's four key objectives are closely aligned to the Council's vision and outcomes as shown below:

A. **ACTIVE** - To be the provider of choice for facilities and programmes to maximise active lifestyles;

B. **CREATIVE** - To develop an innovative and accessible Arts & Heritage Offer;

C. **HEALTHY COMMUNITIES** - To develop and deliver health and wellbeing solutions to meet the challenges and opportunities of the Boroughs population;

D. **RESILIENT BUSINESS** - To ensure corporate & financial resilience and sustainability, alongside robust and transparent governance arrangements.

2.29 There are clearly therefore already overlapping outcomes between partners which can be built upon as part of the leisure contract review currently being undertaken by the Council.

2.30 We have demonstrated the strategic shared outcomes in figure 2.2.

Figure 2.2 – Vision, Shared Outcomes

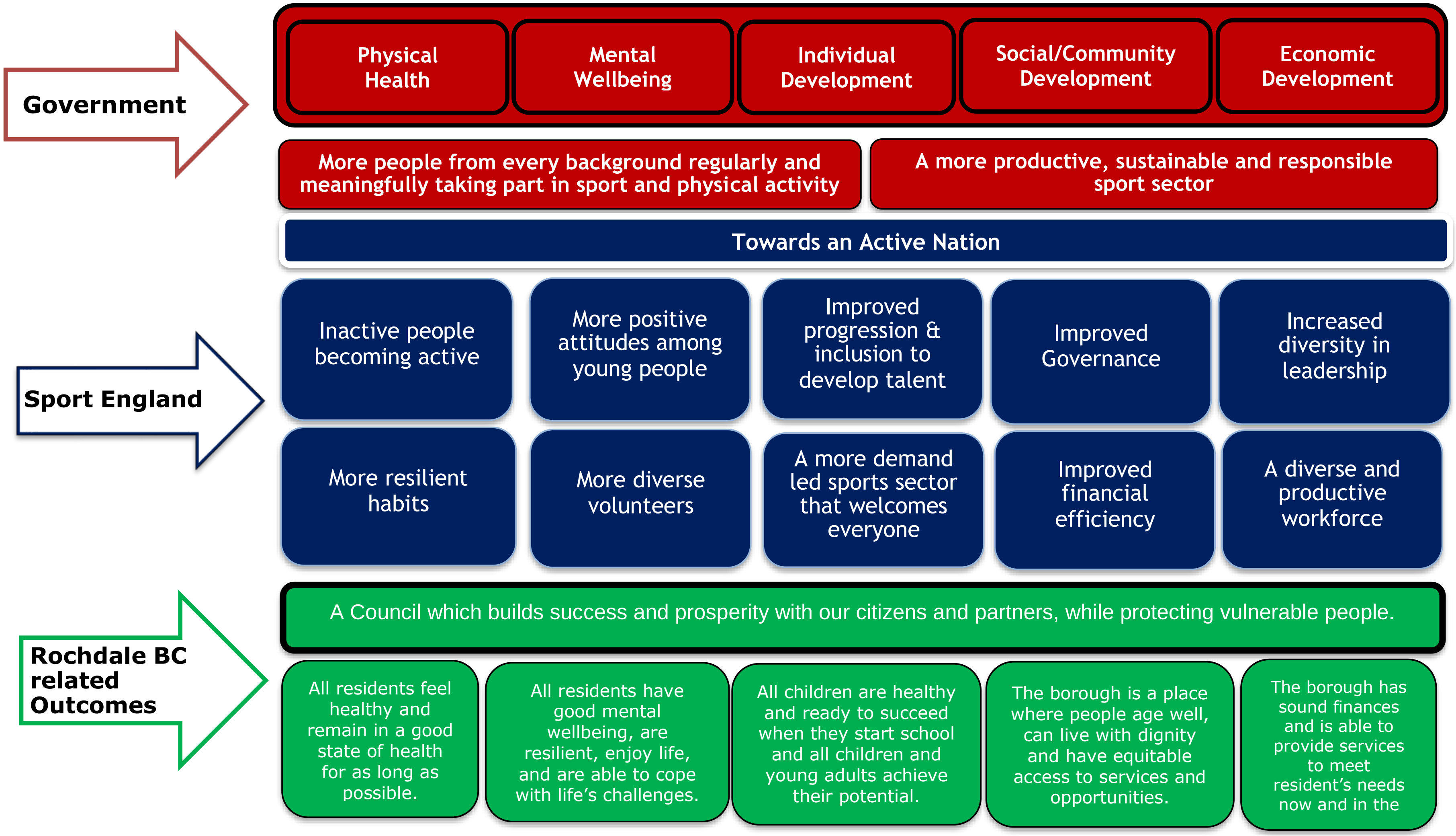
Government Outcomes	**Physical Wellbeing**	**Mental Wellbeing**	**Individual Development**	**Social & Community Development**	**Economic Development**
RBC Vision	A Council which builds success and prosperity with our citizens and partners, while protecting vulnerable people.				
RBC Strategic Outcomes	1. All residents feel healthy and remain in a good state of health for as long as possible.	2. All residents are protected from harm, through support in times of need & safeguarding, protecting those who are vulnerable.	3. All residents have good mental wellbeing, are resilient, enjoy life, and are able to cope with life's challenges.	4. All children are healthy and ready to succeed when they start school and all children and young adults achieve their potential.	5. All residents have the opportunities they need to enable them to help themselves, their loved ones and their communities.
	6. The borough is a place where people age well, can live with dignity & have equitable access to services &opportunities.	7. The borough is friendly, fair and co-operative.	8. The borough is safe, resilient, and clean and has good quality places where people choose to live, work and invest.	9. The borough has thriving growing businesses and new enterprises and creates conditions for high skill levels and high-quality jobs.	10. The borough has sound finances and is able to provide services to meet resident's needs now and in the future.
RBC Cross Cutting 'Enablers'	Governance, Leadership and Advocacy	Active Environments Sustainability and Funding	Effective Marketing and Communications	People Development	Local insight, understanding and learning

Strategic Operating Priorities (Link4Life)	**ACTIVE**	**CREATIVE**	**HEALTHY COMMUNITIES**	**RESILIENT BUSINESS**
	Programmes to maximise active lifestyles	Innovative and accessible Arts and Heritage services	Health and Wellbeing solutions for the Boroughs population	Corporate and Financial resilience and robust governance

2.31 The Council and their current operator are working closely with a number of public-sector partners with the intention to provide services delivered in collaboration for example 'Big Life Group', providing Exercise on Referral Programmes, and Link4Life's leading role in the development of the GM Active group, providing more efficient and effective services for residents across Greater Manchester. This provides an important base for delivering enhanced regional cooperation in the future and opportunities to grow service delivery via outsourcing partners and commissioning or direct delivery.

2.32 Figure 2.3 overleaf also articulates how Rochdale's shared outcomes link strongly to national strategies, particularly in areas such as increasing activity, workforce development, supporting the wider aspects of health and wellbeing, providing a clear pathway from national vision to local delivery.

Figure 2.3 - Strategic Overview Summary (Government, Sport England, Rochdale)



Community Hub Concept – Combined Model of Provision

2.33 In the context of the Council achieving its outcomes, this will not nor is intended to be done in isolation with a strong emphasis on collaboration and partnership.

2.34 An opportunity for the Council to do this is presented in the form of 'community sports and physical activity hubs' often referred to as 'combined models of provision'.

2.35 Figure 2.5 below shows an example of a combined model of provision', based on co-ordination of neighbourhood, district locality, health and community facilities in vibrant community locations. Whilst this model will not work in all locations, there are clear opportunities to include some of these aspects in Rochdale, particularly across the three modern leisure centres in the Borough.

2.36 For example, Rochdale Borough Council's locality asset review from September 2018 identified some co-location opportunities:

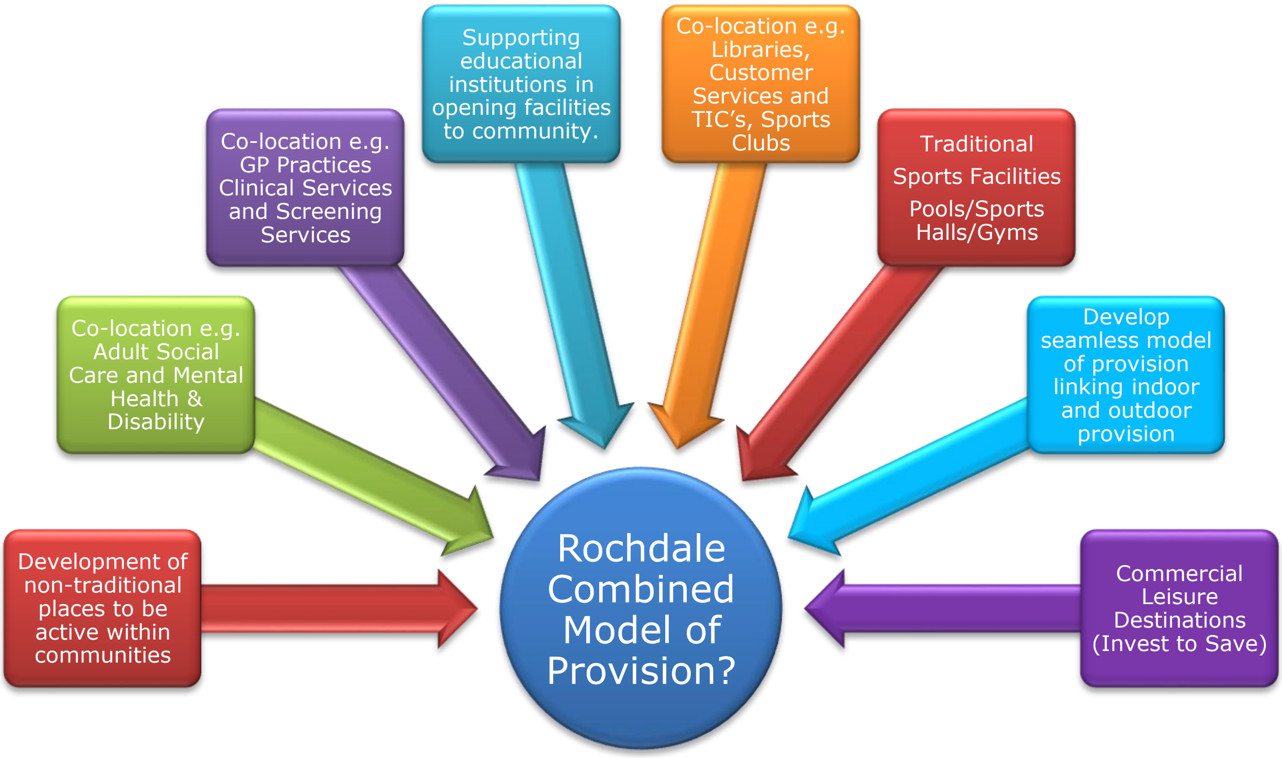
- Heywood Sports Centre linked to Cherwell Centre providing co-location opportunities or expansion space if the site was re-purposed at the Cherwell Centre;

- Littleborough Sports Centre and Hollingworth Activity Centre into community hubs for sports and healthy lifestyles. Potential co-location opportunity with the Children's Centre; and

- Middleton Arena – The Council have received funding through Greater Manchester combined authority to assess how Middleton 'township' could benefit from co-location opportunities. The Council intends to assess the opportunities within the next 12 months and therefore any commercial opportunities being considered at Middleton will need to take this work into account.

- Middleton New Free School Site - Consider the provision of youth services / leisure facilities as part of development.

Figure 2.5 - Combined Model of Provision – what could this look like?



Section 2: Strategic Context: What does this mean for the Rochdale?

There is a strong link between national and local strategies with Rochdale well placed, following completion of their Built Indoor Sports Facility Strategy (BISFS) and their Playing Pitch Strategy (PPS), to deliver against strategic outcomes.

The Council's vision for the strategy *'enhance community, sport, leisure and cultural facilities, in line with population needs, to help improve resident's health and quality of life and make the borough a more desirable place to live, work and visit'* cannot be delivered in isolation and presents an opportunity to collaborate between local public health partners, as well as sports development, adult social care and the active schools programme will be integral to getting the Borough more active and thus reducing the healthcare burden.

The Council has identified a number of opportunities for collaboration by developing health and wellbeing partnerships which is in line with national policy to drive and influence behavioural change by developing 'community hubs' where indoor sport, voluntary sports clubs, and careful design of built environments could provide greater outcomes in the future. Review opportunities identified for such partnerships across a number of existing facilities such as co-location opportunities at Heywood, Littleborough Sports Centre and Hollingworth Activity Centre.

The Council have also received funding through Greater Manchester combined authority to assess how Middleton 'township' could benefit from co-location opportunities. The Council intends to assess the opportunities within the next 12 months and therefore any commercial opportunities being considered at Middleton will need to take this work into account.

Importantly the Council has a strong track record in investing in built sports provision, with new sports and leisure facilities being built in Rochdale, Middleton and Heywood.

2.37 In the next section we consider Rochdale in terms of the local context.

3. Local Context

Introduction

3.1 In this section we have reviewed Rochdale in terms of the local context including the demographics, market segmentation, health profile, the analysis of current performance of the leisure sites, and comparisons with Sport England KPI data to help understand how behavioural change can be developed to increase usage and improve physical activity and consultation.

Population Profile and Population Growth

3.2 The Borough of Rochdale has a population of 211,699 according to the Census 2011, of which circa 167,000 are above the age of 16 years old (78.8%). This is lower than the regional average for the North West region (81.2%) and the national average (81.2%).

3.3 In terms of population growth, the Rochdale Borough total population in 2016 has been calculated at 212,960 and remains the second smallest population in Greater Manchester. Population growth since 2001 has been modest and is anticipated to remain so.

3.4 The data shows that Rochdale Borough has a relatively young population profile, having seen growth in 0-4 year olds in the last decade, increasing by 2,000 and now accounting for 7% of the population.

3.5 The Census highlights that there is a total of circa 45,000 people aged 0-15 years. In addition to this, recent data has shown that there are currently over circa 33,000 children in Rochdale Borough schools, and this will grow to over circa 35,500 in 2019-20.

3.6 Despite the lower than average age of the Borough, the population in the over 75's and over 80's is growing and is expected to increase by 25% between 2012 and 2024.

3.7 In terms of ethnicity of BME groups, Rochdale Borough is becoming more ethnically diverse, with 21% of the total population from BME populations. Given the proportion of the BME population in Rochdale is almost twice that of the English average, this will have a significant influence of overall participation levels in sport and physical activity. The ethnicity of the local population needs to be considered when setting programming for to ensure maximum engagement with the local community and to help break down of barriers of participation.

Projected Population Growth

3.8 Increased life expectancy combined with declining birth rates has resulted in an aging population across the UK as can be seen in Table 3.1 below.

3.9 Despite the younger than average population, the largest growth in the population is expected in the 70 years and over population, with circa 5,500 people. This is in contrast to the 0-15 year age group that will only increase by circa 1,100, although the 0-9 years will decrease (by 1,800) and the 10-15 years will increase (by 2,900).

Table 3.1 – Population Projections 2018-2027

Area Comparison	2019	2024	2029	% Increase 2019-2029
England	56,357,500	57,937,200	59,300,100	5.2%
North West	7,306,900	7,425,500	7,523,100	3.0%
Rochdale	219,000	222,600	225,200	2.8%

Source – Office of National Statistics Subnational Population Projections 2016

3.10 The total population in Rochdale in 2019 is estimated at 219,000 and by 2029 projections estimate this will increase by 225,200. This equates to a 2.8% increase, lower than the national and regional percentage increases.

3.11 Table 3.2 provides a summary of population projections by age category.

Table 3.2 - Summary of Population Projections by Age Category

	2019			2029			Change %		
Area	**0-14**	**15-64**	**65+**	**0-14**	**15-64**	**65+**	**0-14**	**15-64**	**65+**
England	10.3m	35.7m	10.4m	10.2m	36.5m	12.6m	-0.5%	2%	22%
North West	1.3m	4.6m	1.4m	1.3m	4.6m	1.6m	-2%	-0.5%	19%
Rochdale	44,500	137,700	36,700	43,300	137,900	44,000	-3%	0.2%	20%

Source – Office of National Statistics Subnational Population Projections 2016

3.12 Projections over the next 10 years demonstrate a 19% increase regionally and 22% nationally in the number people in the older age category. Rochdale in comparison shows a 20% increase, below the national average but above the regional. In addition, by 2029 it is predicted there will also be less children and young people than the averages, with -3% in Rochdale compared to -2% regionally and -0.5% nationally, therefore the number of young people is falling quicker in the Borough.

3.13 The Draft Greater Manchester Spatial Framework (GMSF) has now been produced. Whilst the growth for Rochdale is reduced from previously, it is still 28,000 homes at 2.3 occupancy, which is significant and the Council will need an evidence base to make sense of this growth.

3.14 Applying the Sport England facilities planning model (FPM), can provide a forward assessment of need to provide an evidence base of change for both pools and halls. This would be based on the scale and location of projected population growth within the Borough and the surrounding neighbouring local authorities. The future years can be determined by Rochdale Borough and usually it is to comply with planning periods. This work is in train and will add to the existing evidence to provide a forward projection of demand for swimming pools and sports halls created by the projected residential development.

Life Expectancy

3.15 In terms of life expectancy figures in Rochdale, males are expected to live on average until 77.2 years which is lower than England (79.6 years) and the North West (78.2 years). In terms of females, the life expectancy on average is 80.6 years which again is lower than England (83.1 years) and the North West (81.8 years) averages.

3.16 This shows that despite Rochdale residents living longer now and in the future, when compared with the rest of England, they live shorter and less healthy lives. A ten-year difference exists for some people in some of our most deprived areas of the Borough.

Obesity

3.17 In terms of the adult population that have excess weight in adults, 68.8% of adults in Rochdale are classed as overweight or obese, which is higher than England overall average (61.3%) and the North West (63.3%) average.

3.18 Alternatively, for child obesity, Rochdale has 23.8% of children classed as obese which is above the North West (21.0%) and the England average (20.1%).

3.19 Therefore, there is room for improvement in the levels of obesity in Rochdale. Exercise is a key preventative to obesity and disease and providing high-quality community facilities will encourage those who are currently inactive to contemplate participating in exercise.

Health

3.20 In terms of general health, Rochdale has 78% of people who are in 'very good' or 'good' health which is slightly below both the England (81%) and the North West (79%) averages. This slight negative outlook is reflected in the number of people identified in 'bad' or 'very bad' health which is calculated at 8% and this is higher than the England (6%) and North West (7%) averages. The remaining people are in 'fair' health.

3.21 Therefore, whilst in general there are no major alarms about the health of the population when compared to England and the North West, there is clearly room for improvement in the area to increase the statistics above the regional and national average.

Deprivation

3.22 Across the Borough, there are areas of deprivation and this equates to a value of 33.7 in the Index of Multiple Deprivation 2015 (IMD). The national average is 21.8 and therefore Rochdale is significantly above average, although the worst score in England is 42.0.

3.23 The IMD is split into ten deprivation 'deciles' from the most deprived 10% to the least deprived 10% in 10% intervals. There is a total of 32,844 Lower Layer Super Output Areas (LSOA) in England and there is a total of 134 LSOA's in Rochdale.

3.24 In Rochdale, the highest proportion of LSOA's are in the 'most deprived 10%' with 37 LSOA's and this equates to 28%. Of these LSOA's, Rochdale 010C (33rd), Rochdale 012E (54th), Rochdale 016C (267th) and Rochdale 004C (306th) are the next most deprived LSOA's in Rochdale and they are all based in central Rochdale near the town centre.

3.25 Our analysis has also shown that there is 13% of LSOA's in the 'most deprived 20%' decile and 16% in the 'most deprived 30%' decile. Across the first 5 deciles which classifies the area as most deprived, this equates to circa 73% of the LSOA's in the city.

3.26 In contrast, there are no areas in the 'least deprived 10%' decile and 13% in the 'least deprived 20%' decile. This shows that there are some isolated areas of wealth, however, these LSOA's are generally based in the rural areas of the Borough.

3.27 Therefore, deprivation is becoming more widespread in the Borough with an increasing proportion of the population living in the most deprived 10% of the country.

3.28 In Rochdale, almost a third of the population (46,400 people), live in areas which are included in the 10% most deprived areas in the country (IMD 2015). This is a significant increase from 2010, when 24,300 Rochdale residents' lived in the 10% most deprived areas.

Social Grading

3.29 The potential amount of disposable income for residents of Rochdale is reflected in the economic social grades identified from the Census 2011. There are 14% of people in social grade AB (higher & intermediate managerial, administrative and professional occupations) which have the highest access to disposable income, and this is significantly lower than the North West (19%) and England (23%).

3.30 Furthermore, the social grade C1 (supervisory, clerical & junior managerial, administrative and professional occupations) also have access to disposable income and these represent 28% of the adult population in Rochdale which is below the North West average of 30% and the national average of 31% in England.

3.31 In terms of social grade C2 (Skilled manual occupations) these represent 22% of adults which is slightly higher than the North West (21%) and England (21%). This group have a lower disposable income than groups AB and C1 and therefore pricing may become a barrier to participation.

3.32 Because of the below average social grades, social grade DE (semi-skilled & unskilled manual occupations, unemployed and lowest grade occupations) who have very limited access to disposable income represent 36% of the adult population which is significantly above the regional average of 30% and the England average at 26%.

3.33 Therefore, as expected by the high levels of deprivation, there is a potential lack of disposable income for leisure activities and this should be considered. If pricing is too high, it will not encourage those who are contemplating participating to break down the barriers to exercise.

Car or Van Ownership

3.34 The Census 2011 details that 69% of households in Rochdale have one or more cars or vans. This is below the England average of (74%) as well as being significantly below the North West average (72%). Therefore, this suggests that there is a below average number of cars so public transport will be relied upon in the area and links must be adequate.

Sport England Key Performance Indicators

3.35 Sport England calculate a range of different data sets to measure participation in sport and physical activity. Previously Sport England utilised the Active Peoples Survey to measure activity levels, but this was focused on traditional sport and physical activities. However, in 2016/17, they released the Active Lives Survey, in line with the new Sport England strategy, and the data now analyses non-traditional activities such as gardening, walking and dancing as well as traditional sport and physical activity methods.

3.36 We have sought to summarise this information in the Table 3.3 below.

Table 3.3 – Participation and Physical Activity

Metric	Rochdale	North West	England
1 x 30 minute per week	29.1%	35.7%	36.1%
Active Lives Survey – less than 1 x 30 minutes of physical activity per week	32.4%	26.6%	25.7%
30 to 149 minutes per week	12.5%	12.3%	12.5%
Over 150 minutes per week	55.1%	61.2%	61.8%

Above regional and national averages	Above one average but not another	Below regional and national averages

3.37 The table outlines that Rochdale has a below average number of people who participate in sport and physical activity, which a significantly below average number of people participating in the Chief Medical Officers benchmark of 150 minutes per week (circa 10% below).

3.38 Despite the Active People Survey being replaced, it is still useful to analyse the last set of figures of data from the survey. Table 3.4 sets out the performance of Rochdale compared to the North West Region and England for 2015/16. This data is taken from Sport England's annual Active People Survey 10.

Table 3.4 – Comparison with Sport England KPI's

	Rochdale	North West	England
KPI3 - Club Membership in the last 4 weeks	17.6%	22.7%	22.2%
KPI4 – Received tuition / coaching in last 12 months	11.3%	13.8%	15.6%
KPI5 - Took part in organised competition in last 12 months	11.6%	13.0%	13.3%

3.39 The table above shows that there are below average results for Rochdale's Sport England's KPI's in comparison to both the regional and national averages.

Market Segmentation

3.40 Sport England market segmentation data models' groups and provides information on sporting behaviours and attitudes as well as motivations for and barriers to taking part in sport.

3.41 The latest market segmentation data shows that Elise and Arnold (Segment 19, 9.5%), Kev (Segment 9, 9.3%), Brenda (Segment 14, 8.3%), Philip (Segment 11, 7.9%) and Jamie (Segment 2, 6.1%) are the 5 most prevalent segments within Rochdale.

3.42 Elsie & Arnold are the most prevalent segment in the Borough. Mainly aged 66 years old and above, are widowed and retired. They also live on their own in sheltered accommodation. They have a lower than average level of sports participation due to their age. Elsie & Arnold is most likely to participate in keep fit/gym (12%) or swimming (7%). They are most likely to participate in more sport if they had more time on their hands and people to go with.

3.43 Kev is mainly aged 36-45 years old, is married or single living with his partner and he may have children. He is in a vocational job on a self-employed basis. He has an average level of sports participation as his age begins to catch up with him and he does not eat or live healthily. Kev is most likely to participate in keep fit/gym (14%), football (12%) or cycling (10%). He is most likely to participate in more sport if he had more time on his hands or activities were cheaper.

3.44 Brenda is mainly aged 46-65 years old and lives with her husband in a terrace house. She has a part time job and her children have left home. She is generally less active than the adult population and will be tired after a long shift at work. Brenda is most likely to participate in keep fit/gym (15%) and swimming (13%). She is most likely to participate in more sport if she had more time on her hands or activities were cheaper.

3.45 Philip (segment 11, 8.0%) is mainly aged 46-55 years old, married with children and is in full time employment. He is a home owner and his children have now left home. He has a higher than average level of sports participation as he tries to keep up his level of sport, whilst also being quite health conscious. Philip is most likely to participate in cycling (16%), keep fit/gym (15%) and swimming (12%). He is most likely to participate in more sport if he was less busy.

3.46 Finally, Jamie is mainly aged 18-25 years old, is single and lives with his parents. He is a student that has just finished studying but he is unable to find a related job. He is a very active type in comparison to the national average but isn't fussed about his health or diet. Jamie is most likely to participate in football (28%, compared to 4% of adults nationwide) and keep fit/gym (22%). Cricket participation is likely from circa 3% of this segment and this is higher than the national average of 1%). He is most likely to participate in more sport if he had more time on his hands, had people to go with or activities were cheaper.

3.47 The market segmentation data presents mixed findings for overall levels of sports participation within the catchment. Many of the prevalent segments in the catchment prefer activities such as swimming, keep fit, and in the case of Kev team sports and low intensity social activities. The market segmentation analysis therefore provides important information to support facility programming and ensure activities that are put on at leisure facilities are reflective of the local population make-up and types of activities residents are more likely to engage in.

Summary of Rochdale's Population

3.48 Overall, the demographics have outlined that whilst Rochdale is current a younger than average population, this is expected to change in the next 10 years with a significant increase in the number of people age 65 years and older. There is not expected to be significant population growth in the Borough, and therefore this suggests the movement of age bands rather than growth.

3.49 Rochdale Borough is also becoming more ethnically diverse, with 21% of the total population from BME populations.

3.50 Furthermore, the data has also outlined that the health of the residents is an issue for the Borough. Many of the residents live below national and regional expectations, whilst there is poor health and high levels of deprivation across the Borough.

3.51 Sport England data has also shown the Borough is below averages for levels of activity, with a significant proportion of the population not participating in the recommended 150 minutes a week.

3.52 This shows that despite Rochdale residents living longer now and, in the future, when compared with the rest of England, they live shorter and less healthy lives.

3.53 In terms of the impact on facilities, whilst there is a low Rochdale Borough population total, the Borough's level of provision of swimming pools and sports halls, is at or above most of its neighbours.

3.54 The change in the younger population over the strategy will be marginal and will not have a demonstrable impact on increased demand for the facility types in the strategy.

3.55 Based on all of the projected population growth statistics and age structure changes in the Rochdale population, there is however not going to be a large increase in the demand for indoor sports facilities from population change. For example, the increase in the total population in the main age bands for swimming and hall sports participation, increases by just 2.8% over this period.

3.56 Overall, the more likely focus therefore to meet the future facility needs of the population is not about quantity of facilities/it is much more about quality, 'the offer', activity programming of the facilities, so as to increase participation and encourage people to be more active, particularly in lower participant groups.

3.57 Any changes in this rate of participation, higher or lower, is going to impact on the usage of indoor sports facilities. However, the most likely increase in activity is more likely to be in informal recreation, outdoor activities, such as walking or cycling.

Analysis of the Current Performance of Leisure Facilities operated by the Council in Rochdale

3.58 To provide a greater insight into the future built sports provision, it is important to understand the current performance across the Council's facilities recognising the key financial challenges.

Current Service Provision

3.59 In order to develop the service further and support future business planning that will give reassurance to the Council of longer-term sustainability, the Trust has internally categorised the service into 3 core areas, as shown in Figure 3.4 below. This is for the purposes of financial planning only, to demonstrate where the overall service subsidy could be allocated by site and will not impact on the overarching objectives to deliver a joined-up approach.

3.60 The Net subsidy to deliver the service is presently £2.675m (2018-19) (excludes Public Health & Voluntary Sector grants) across all service areas, which is not split out by the Council, but for internal assessment purposes has recently been split by the Trust.

Figure 3.4 – Three Core Service Areas

3.61 This subsidy represents a saving of £2.1m or 44% reduction, against the historical Base Management Fee, derived from efficiency savings produced by the Trust over the past 6 years.

3.62 Further savings of £300K have been offered to the Council in order to meet increasing pressure for budget savings within the Authority, in return for a) support for the planned investment anticipated in the centres and b) a clear joint vision of the role and financial objectives of the centres in the community. However, the Trust remains bound by the obligations of the PA and the requirement to deliver a wide range of community services, some of which are non-commercial (such as the free to enter museum services), which makes further savings increasingly challenging to achieve in its current form. The trusts view is that without the introduction of some flexibility on 'how' the services are delivered; the financial expectations create a significant risk to the Trust moving forwards.

3.63 To add further context to the financial challenges the Council and Trust face, from April 2019 the Council will remove the Discretionary Rate Relief for non-domestic rates from the Trust, adding a further £175K to plan and pay for from within the Trust's operating profit and loss accounts.

3.64 The Trust and Council have an extensive portfolio of services and venues covering 4 sports centres, 2 dual use centres, 3 museums and cultural services venues, 1 entertainment space, and 2 outdoor spaces[1] as shown in figure 3.5 below. Within this context there is an opportunity to deliver these services under an array of delivery models, in order to maximise the revenue and VAT benefits from each venue/ service, and to make the most commercial sense on a case by case basis.

[1] This excludes other Council owned facilities not yet transferred to the Trust.

Figure 3.5 – Current Council Service Portfolio

3.65 From an asset perspective, we understand that there exists a backlog of maintenance that has shared responsibility with the Council and the Trust. This adds further financial and operating pressure to the Trust who need to compete with state-of-the-art low-cost leisure providers in the area, while continuing to draw in new audiences to the cultural offer, with aging facilities and dated attractions in need of a refresh.

Benchmarking

3.66 FMG have undertaken a benchmarking paper for the Council's leisure provision. A summary of the findings has been outlined below and the full paper can be found in **Appendix A** to this report.

3.67 The facilities covered in the performance benchmarking assessment are:

- Middleton Arena;
- Rochdale Leisure Centre;
- Heywood Sports Village;
- Kingsway Park Sports Centre and Athletics Arena (dual use); (nb: no longer operated by Link4Life)
- Littleborough Sports Centre (dual use); and,
- Bowlee Park Sports Centre (dual use).

3.68 A summary of headline findings provided in Figure 3.6 below:

Figure 3.6 - Key Findings from the performance benchmarking analysis April 2015 to March 2019

Swimming

- All Pools perform above the benchmark range.
- 31% increase in children on swimming lessons from 2016/17 to forecasted 2018/19.

Fitness

- Review approach to group fitness classes - more classes in 2018/19.
- Bowlee operated at 2 members per station in 2017/18!
- Fitness membership and income was reducing but is projected to increase

4 Year Income Trend

- Based on 2015/16 actial data to 2018/19 forecast:
- Swimming up 15.7%
- Fitness down 2.5%
- Sports Hall up 8.5%
- Squash down 20%
- Total income down 1.1%

Marketing

- Reasonable level of marketing resource in line with benchmarks.
- L4L recognises further resource and structure needed to make approach more affective.

Best / Worst

- Heywood SV and Rochdale LC perform comfortably best overall.
- Bowlee and Kingsway Park are the worst performing.

Staffing

- Costs are high as a % of income and % expenditure.
- Heywood SV and the propsoed 2018/19 Rochdale LC are the only centres with circa 50% staffing costs as % of income.

Energy

- Costs high at the three newer facilities - opportunity to reduce cost. (Solar?)
- Costs artifically low at Bowlee and Kingsway

Maintenance

- Positive increase in 2017/18 budget of c£600k (benchmark £460k)
- Clear maintenance repsonsibilities required.
- However, this reduces in 2018/19 significantly.

Overall Service Performance Trends

Income

3.69 The table below highlights the level of income across the key facility types for the last three financial years.

Table 3.5 – Income Trends

Income Trends	2015/16	2016/17	2017/18	2018/19 Forecast	Overall Change
Total Income	**5,513,404**	**5,569,853**	**5,554,857**	**5,453,780**	
Difference		*56,449*	*-14,996*	*-101,077*	**-59,624**
Difference %		*1.0%*	*-0.3%*	*-1.8%*	**-1.1%**
Swimming	**1,320,580**	**1,438,683**	**1,553,414**	**1,528,500**	
Difference		*118,103*	*114,731*	*-24,914*	**207,920**
Difference %		*8.9%*	*8.0%*	*-1.6%*	**15.7%**
Health and Fitness	**3,346,339**	**3,257,366**	**3,140,117**	**3,261,015**	
Difference		*-88,973*	*-117,249*	*120,898*	**-85,324**
Difference %		*-2.7%*	*-3.6%*	*3.9%*	**-2.5%**
Sports Hall	**242,918**	**263,187**	**264,075**	**278,455**	
Difference		*20,268*	*888*	*14,380*	**35,537**
Difference %		*8.3%*	*0.3%*	*5.4%*	**14.6%**
AGP	**111,641**	**108,393**	**123,341**	**120,300**	
Difference		*-3,249*	*14,948*	*-3,041*	**8,659**
Difference %		*-2.9%*	*13.8%*	*-2.5%*	**7.8%**
Squash	**28,550**	**25,621**	**25,812**	**22,600**	
Difference		*-2,928*	*191*	*-3,212*	**-5,950**
Difference %		*-10.3%*	*0.7%*	*-12.4%*	**-20.8%**
Secondary Spend	**98,553**	**100,529**	**99,474**	**95,850**	
Difference		*1,976*	*-1,056*	*-3,624*	**-2,703**
Difference %		*2.0%*	*-1.1%*	*-3.6%*	**-2.7%**

3.70 The table demonstrates a mixed picture in regard to the income trends. Whilst many of the areas increased in 2017/18, with all operational areas apart from squash (reduction of just under 10% over the past three years) and fitness (reduction of 6.2% (c£206k), showing a positive change over the three years of historical data.

3.71 However, the projected forecast for 2018/19 now shows a reduction of circa 1.1% across the total income with all of the areas reducing in income except for health and fitness. It should be noted that health and fitness has significantly increased by circa £121,000 since 2017/18, but the other areas have reduced and resulted in an overall projected reduction of circa £101,000.

3.72 On the positive side, despite a projected small dip in 2017/18, the swimming income has increased in line with the growth in swimming lesson numbers resulting in an increase of 15.7% (£208,000) since 2015/16. Sports hall income and AGP income has also increased across the sites.

Usage of Centres

3.73 Table 3.6 below shows the overall use of the six leisure sites over the past three years as well as the projected usage in 2018/19.

Table 3.6 - Overall Visits to Leisure Sites

2015/16	2016/17	2017/18	2018/19 Forecast
1,853,991	1,886,116	1,872,286	1,777,976

3.74 This shows a relatively stable position in the last three years overall with swimming use compensating for the drop-in health and fitness membership use as previously described. However, it is expected that visits are going to significantly decrease in 2018/19 by circa 76,000 or 4.1%.

3.75 Table 3.7 below compares the individual sites use over the past three years.

Table 3.7 - Site by Site Usage

Use Trends	2015/16	2016/17	2017/18	2018/19 Forecast	Overall Change since 15/16
Middleton	**393,634**	**453,029**	**432,636**	**428,454**	
Difference		*59,395*	*-20,393*	*-4,182*	**34,820**
Difference %		*15.1%*	*-4.5%*	*-1.0%*	**8.8%**
Rochdale	**625,222**	**590,983**	**612,751**	**588,742**	
Difference		*-34,239*	*21,768*	*-24,009*	**-36,480**
Difference %		*-5.5%*	*3.7%*	*-3.9%*	**-5.8%**
Heywood	**505,979**	**527,950**	**481,627**	**476,156**	
Difference		*21,971*	*-46,323*	*-5,471*	**-29,823**
Difference %		*4.3%*	*-8.8%*	*-1.1%*	**-5.9%**
Littleborough	**149,588**	**138,582**	**158,405**	**135,006**	
Difference		*-11,006*	*19,823*	*-23,399*	**-14,582**
Difference %		*-7.4%*	*14.3%*	*-14.8%*	**-9.7%**
Bowlee	**130,301**	**125,656**	**133,557**	**106,172**	
Difference		*-4,645*	*7,901*	*-27,385*	**-24,129**
Difference %		*-3.6%*	*6.3%*	*-20.5%*	**-18.5%**
Kingsway	**49,267**	**49,916**	**53,310**	**43,446**	
Difference		*649*	*3,394*	*-9,864*	**-5,821**
Difference %		*1.3%*	*6.8%*	*-18.5%*	**-11.8%**

3.76 Based on the historical data from 2015/16 to 2017/18, the table shows that there have been significant drops of use at Middleton (-4.5%) and Heywood (-8.8%) which equates to circa 66,000 visits per annum, well over 1,000 visits per week. This is expected to continue in 2018/19 by circa 1% at both sites, another circa 10,000 visits.

3.77 The projected visits in 2018/19 further outlines a reduction across all of the sites, including up to circa 21% at Bowless and circa 15% at Littleborough. This explains the overall reduction in users in Table 2.4, with only Middleton remaining an increase from 2015/16.

Health and Fitness

3.78 We have analysed the health and fitness performance of each centre in more detail in the site-specific sections later in this section, but we have provided some headline commentary below.

3.79 Health and fitness are critically important in terms of use and income across Rochdale with ever increasing reliance on this income to underpin overall financial viability of the service whilst at the same time helping to cross-subsidise other services and activities.

3.80 Headline analysis suggests 385 fitness stations across the six sport and leisure centres there are a total of 9,211 members generating £3.14m in income in 2017/18. This provides a member to station ratio of 23.6 which is at the lower end of our benchmark performance range.

3.81 This is also expected to increase in 2018/19 to 9,679 members generating £3.26m of income, providing a member to station ratio of 25.

3.82 Importantly, whilst fitness membership levels have increased in 2017/18 and 2018/19 from the previous years, the performance is still some way short of the level of membership achieved in 2015/16 (10,572 members and £3.35m income). This is almost certainly due to increased competition in the Borough from the private sector and is a concern going forward.

3.83 The data represents an average income per station across the six facilities of £8,156 in 2017/18, increasing to £8,470 in 2018/19 which is within our benchmark range and represents reasonably good performance.

3.84 In terms of fitness class provision, there was a significant reduction in the number of group exercise classes available at each site in 2017/18. The operator suggested that there was no 'key performance indicator' which was determining whether a class was retained or replaced and many classes with low numbers were cancelled. As a result, the previous benchmarking report highlighted that there may be some correlation between the drop-in group classes and membership which will need to be kept under constant review.

3.85 Therefore, this is shown by the potential increase in income and membership highlighted in the 2018/19 data that has seen the number of classes grow back to similar levels in 2015/16 and 2016/17 with 234.

3.86 Clearly, this is an area for continued focus and development with consideration for future investment and development. It should be noted however that other factors influence the use of facilities including the condition of equipment, maintenance, location, staffing and external competition.

3.87 Our understanding is that the fitness equipment is replaced every four years by the Council as part of the contract, however this is an arrangement which may change as a result of a re-negotiated contract.

Annual Maintenance Budget Provision

3.88 To understand the provision for maintenance of leisure facilities we have reviewed the current budget and compared this to our industry experience to consider from an ongoing asset management perspective.

3.89 The effective maintenance of facilities is critically important from a reputational, use, income and cost perspective with customers demanding ever increasing standards from their discretionary spend.

3.90 We have identified that the minimum level of annual maintenance required to cover planned, preventative and reactive maintenance across the six sites is estimated at c£460,000.

3.91 Table 3.8 shows the current level of maintenance expenditure across each site over the past three years.

Table 3.8 - Annual Maintenance Provision (£)

Maintenance	2015/16	2016/17	2017/18	2018/19 Forecast	Overall Change
Middleton	**166,276**	**104,649**	**166,697**	**98,143**	
Difference		*-61,628*	*62,048*	*-68,555*	**-68,134**
Difference %		*-37.1%*	*59.3%*	*-41.1%*	-41.0%
Rochdale	**104,024**	**117,872**	**174,091**	**121,934**	
Difference		*13,848*	*56,219*	*-52,157*	**17,910**
Difference %		*13.3%*	*47.7%*	*-30.0%*	17.2%
Heywood	**142,994**	**163,590**	**146,701**	**140,514**	
Difference		*20,596*	*-16,889*	*-6,187*	**-2,480**
Difference %		*14.4%*	*-10.3%*	*-4.2%*	-1.7%
Littleborough	**53,347**	**57,263**	**63,357**	**30,075**	
Difference		*3,916*	*6,094*	*-33,282*	**-23,272**
Difference %		*7.3%*	*10.6%*	*-52.5%*	-43.6%
Bowlee	**35,615**	**29,635**	**42,886**	**25,600**	
Difference		*-5,980*	*13,251*	*-17,286*	**-10,015**
Difference %		*-16.8%*	*44.7%*	*-40.3%*	-28.1%
Kingsway	**5,841**	**49,916**	**53,310**	**43,446**	
Difference		*44,075*	*3,394*	*-9,864*	**37,605**
Difference %		*754.6%*	*6.8%*	*-18.5%*	643.8%

3.92 In 2017/18, the budget was c£605,000 which we consider to be positive from a service delivery perspective going forward. As a result, the Council spent a total of circa £647,000 in 2017/18 and this was a significant increase from 2015/16.

3.93 The 2018/19 data has outlines that there will be a significant reduction in the amount of maintenance spend, with reductions across all six sites. The budget only included provision for circa £460,000 in 2018/19, an £187,000 reduction in actual spend in 2017/18.

3.94 There are significant risks going forward if the level of expenditure shown in 2017/18 is not provided in the future in terms of income and use protection. There is no logical conclusion other than reduced performance if maintenance levels are reduced.

Marketing Provision

3.95 We have analysed the current marketing provision for the leisure sites benchmarked against our own experience range to help inform future budget requirements.

3.96 A key component in the successful delivery of a sales and marketing strategy is the funding of an effective marketing plan, this is often the first area to be cut back during budget pressures, however, an effective marketing programme has the potential to drive use and operational performance to improve bottom-line performance.

3.97 The overall marketing spends for the Leisure Centres in 2017/18 was circa £231,000 split between the general marketing of circa £136,000 and fitness marketing of circa £95,000.

3.98 Again, this is positive from our experience for marketing spend across the industry of between 2% and 2.5% of total income which for Link4Life would equate to circa £138,000 per annum based on the current turnover of c£5.5m.

3.99 We do not have access to the central marketing budget for 2018/19.

3.100 In the next section we look at the performance on a centre by centre site basis, this is then summarised in 'What this means for Rochdale'.

Middleton Arena

Table 3.9 – Middleton Arena Benchmarking

Key Performance Indicators	Middleton Arena 2015/16	2016/17	2017/18	2018/19 Forecast	FMG Experience Range
Income per m2	£260	£268	£254	£239	**£250 - £400**
Income per visit	£3.45	£3.09	£3.07	£2.91	**£3.00 - £4.00**
Visits per m2	75	87	83	82	**60 - 90**
Income from Fitness (per stn)	£7,880	£7,852	£6,629	£6,964	**£6,500 - £8,500**
Average Members per Station	25	19	19	20	**20-30**
Income per Sports Hall court	£13,707	£15,575	£17,133	£23,750	**£15,000 - £20,000**
Income per Sports Hall court - excluding Gymnastics	£13,707	£15,575	£17,133	£12,500	**£15,000 - £20,000**
Income from Swimming per m2	£937	£1,040	£1,075	£1,116	**£750 - £1000**
Income per Squash Court	£11,107	£9,999	£10,659	£10,000	**£10,000**
Cost of Sales	32.1%	35.3%	35.4%	6.9%	**50% - 65%**
Secondary Income per visit	£0.07	£0.07	£0.07	£0.07	**£0.25 - £0.35**
Utility Costs per m2	£39	£39	£35	£31	**£35 - £45**
Maintenance costs per m2	£32	£20	£32	£19	**£20 - £25**
Staffing Costs as % of income	85%	79%	78%	76%	**50% - 75%**
Staffing Costs as % of expenditure	86%	82%	76%	70%	**50% - 60%**
No. of members per Fitness Class	29	25	32	27	**New**

Key Observations – Service Inputs

- Middleton Arena has a very large GIFA (m2 area) when considering the facilities available, i.e. it only has a four-court sports hall and 90 station gym. Whilst the 500 seat theatre is a unique co-located feature of the building the scale of provision presents a number of challenges going forward from a maintenance and energy perspective.

- The fitness membership has dropped significantly as a result of local competition, although it has been projected to increase in the current financial year.

- The number of fitness classes have increased in the programme in 2018/19.

- The number of swimming lesson classes have been projected to increase in 2018/19, with a subsequent increase in number of children at this location

- The cost of sales is generally running well below our benchmark range, however the forecast performance in 2018/19 at 6.9% we believe to be wrong although based on data provided by the Trust.

Key Observations – Benchmarking

- Overall income is at the lower end of our benchmark, particularly for a relatively modern facility, but this may be impacted by the large GIFA.

- Health and fitness income are projected to continue to increase in 2018/19, although it is still below the 2015/16 levels.

- Income from the swimming pool is positive, achieving significant growth over the past four years.

- Sports Hall – overall the income from the sports hall at Middleton is positive at c£25,000 per annum. This is largely as a result of the introduction of gymnastics which now provides c50% of the total income for the hall. This would support the operator's assessment of additional growth in gymnastics at the centre which could further improve performance.

- Staffing costs are high both in terms of % of income and % of expenditure.

- Cost of sales is low in the historical data (we believe there is an accounting issue in the 2018/19 budget and is excluded).

- Maintenance provision has significantly reduced in the projected 2018/19 figures.

3.101 Overall, the analysis represents a mixed picture for Middleton with swimming and sports hall income historically strong, albeit the sports hall income increase is largely due to the development of gymnastics which would also support further growth in the future.

3.102 In term of fitness income, it is at the lower end of our benchmark but has started to increase again in the forecasted figures by Link4Life.

3.103 The facility has large spaces which do not drive income or use, and these areas could be developed, for example, a remodelling of the main foyer area could provide additional footfall and income.

Rochdale Leisure Centre

Table 3.10 - Rochdale Leisure Centre Benchmarking

Key Performance Indicators	Rochdale Leisure Centre 2015/16	2016/17	2017/18	2018/19 Forecast	FMG Experience Range
Income per m2	£462	£450	£454	£466	**£250 - £400**
Income per visit	£3.16	£3.26	£3.16	£3.38	**£3.00 - £4.00**
Visits per m2	146	138	143	138	**60 - 90**
Income from Fitness (per stn)	£10,903	£10,111	£10,130	£10,546	**£6,500 - £8,500**
Average Members per Station	35	28	30	32	**20-30**
Income per Sports Hall court	£13,486	£13,401	£14,054	£12,600	**£15,000 - £20,000**
Income from Swimming per m2	£893	£960	£1,034	£1,097	**£750 - £1000**
Cost of Sales	29.9%	27.2%	31.9%	8.3%	**50% - 65%**
Secondary Income per visit	£0.06	£0.06	£0.06	£0.06	**£0.25 - £0.35**
Utility Costs per m2	£45	£42	£42	£39	**£35 - £45**
Maintenance costs per m2	£24	£28	£41	£29	**£20 - £25**
Staffing Costs as % of income	46%	49%	49%	46%	**50% - 75%**
Staffing Costs as % of expenditure	64%	66%	66%	68%	**50% - 60%**
No. of members per Fitness Class	58	49	63	58	**New**

Key Observations – Service Inputs

- The site overall produces a positive operating surplus which has reduced in the historical data. However, the projected 2018/19 figures estimate a significant increase in the surplus by circa £149,000.
- Income and use had reduced despite the introduction of a new swimming lesson programme; however, this is projected to change with an increase in swimming and health and fitness in 2018/19.
- The fitness membership has dropped since 2015/16 because of new local competition.

Key Observations – Benchmarking

- Income per m2 is projected to be above the 2015/16 levels in 2018/19.
- Income from the swimming pool is positive, achieving significant growth over the past three years with it forecasted to continue in 2018/19.
- Fitness membership and income is projected to increase further in 2018/19.
- The sports hall is below our benchmark range at £14,054 in 2017/18 and £12,600 in 2018/19 with the potential to develop activities further, possibly from new activities such as 'play'.
- Staffing costs as a % of income are positive at circa 49% in 2017/18, reducing even further in the forecasted 2018/19 to circa 46%.

- Cost of sales is low in the historical data (we believe there is an accounting issue in the 2018/19 budget and is excluded).

- Maintenance provision has significantly reduced in the projected 2018/19 figures, although this is still in line with our expectations and previous spend levels.

3.104 Overall, the analysis represents a positive picture for the centre with swimming and fitness performing well, however, the membership and fitness income should continue to be monitored to ensure the projections are met.

3.105 There would be concern around the reduction in sports hall income and alternative activities should be considered.

Heywood Sports Village

Table 3.11 – Heywood Sports Village - Benchmarking

Key Performance Indicators	Heywood Sports Village				FMG Experience Range
	2015/16	2016/17	2017/18	2018/19 Forecast	
Income per m2	£389	£406	£418	£401	**£250 - £400**
Income per visit	£3.33	£3.33	£3.76	£3.65	**£3.00 - £4.00**
Visits per m2	117	122	111	110	**60 - 90**
Income from Fitness (per stn)	£10,602	£10,704	£10,597	£10,845	**£6,500 - £8,500**
Average Members per Station	33	30	30	32	**20-30**
Income per Sports Hall court	£11,425	£12,159	£11,214	£11,825	**£15,000 - £20,000**
Income from Swimming per m2	£1,040	£1,131	£1,273	£1,089	**£750 - £1000**
Income from STP per m2	£9	£9	£11	£12	**£9 - £11**
Cost of Sales	31.7%	32.7%	26.9%	12.6%	**50% - 65%**
Secondary Income per visit	£0.06	£0.06	£0.07	£0.06	**£0.25 - £0.35**
Utility Costs per m2	£47	£52	£45	£46	**£35 - £45**
Maintenance costs per m2	£33	£38	£34	£32	**£20 - £25**
Staffing Costs as % of income	49%	49%	50%	53%	**50% - 75%**
Staffing Costs as % of expenditure	64%	63%	66%	65%	**50% - 60%**
No. of members per Fitness Class	61	51	49	41	**New**

Key Observations – Service Inputs

- The site overall produces a positive operating surplus, although this is expected to decrease in 2018/19.

- Income overall has increased primarily due to swimming income increases (£100,000 historically over three years), but this is expected to decrease.

- In contrast, fitness income and membership decreased because of new local competition, is expected to increase in 2017/18.

Key Observations – Benchmarking

- Income from the swimming pool is positive, achieving significant growth over the past three years as a result of a new swimming lesson programme. However, this is expected to decrease due to less casual income (swimming lessons have increased).

- Income from fitness is significantly above our experience and this is expected to continue to increase in 2018/19.

- The sports hall is below our benchmark range at £11,214 in 2017/18 and £11,825 in 2018/19 with the potential to develop activities further, potentially from new activities such as 'play'.

- Utility costs are at the high end of our benchmark and should be investigated further.

- Maintenance costs are above our benchmark but are consistently between £32 and £38 per m2.

- Staffing costs as a % of income are positive at circa 50%.

- Cost of sales is low in the historical data (we believe there is an accounting issue in the 2018/19 budget and is excluded).

3.106 Overall, the analysis represents a positive picture for the centre with swimming and fitness performing well. However, some of the premises costs are above average and this should be investigated further.

Littleborough Sports Centre

Table 3.12 – Littleborough Sports Centre – Benchmarking

Key Performance Indicators	Littleborough Sports Centre 2015/16	2016/17	2017/18	2018/19 Forecast	FMG Experience Range
Income per m2	£175	£175	£181	£181	**£250 - £400**
Income per visit	£2.01	£2.17	£1.96	£2.30	**£3.00 - £4.00**
Visits per m2	87	81	92	79	**60 - 90**
Income from Fitness (per stn)	£5,946	£6,067	£6,239	£6,587	**£6,500 - £8,500**
Average Members per Station	19	18	19	20	**20-30**
Income per Sports Hall court	£12,284	£11,549	£12,722	£10,000	**£15,000 - £20,000**
Income from STP per m2	£4	£3	£1	£0	**£9 - £11**
Income per Squash Court	£6,336	£5,623	£4,494	£2,600	**£10,000**
Cost of Sales	-8.8%	19.7%	N/A	N/A	**50% - 65%**
Secondary Income per visit	£0.01	£0.01	£0.01	£0.01	**£0.25 - £0.35**
Utility Costs per m2	£20	£24	£26	£26	**£35 - £45**
Maintenance costs per m2	£31	£33	£37	£18	**£20 - £25**
Staffing Costs as % of income	70%	74%	92%	53%	**50% - 75%**
Staffing Costs as % of expenditur	71%	70%	77%	63%	**50% - 60%**
No. of members per Fitness Class	30	33	46	44	**New**

Key Observations – Service Inputs

- The site overall produces an operating deficit requiring subsidy by the end of the historical data; however, this is projected to decrease into a surplus by circa £107,000 due to expenditure savings.
- Income overall has increased primarily due to marginal increases in fitness membership income and use.
- The squash facility is underutilised.

Key Observations – Benchmarking

- Income from the sports hall is below our benchmark and an area to develop.
- Income from fitness and membership per station is below our benchmark for the historical data, with the projected income in 2018/19 at the lower range.
- Maintenance costs were high and increasing, but these are expected to decrease below our benchmark in 2018/19, which is a significant reduction in cost.
- Staffing costs as a % of income and % of expenditure are high.

3.107 Overall, the analysis represents a relatively poor picture for the centre with most areas of performance falling below our benchmark range.

Bowlee Park Sports Centre

Table 3.13 – Bowlee Park Sports Centre – Benchmarking

Key Performance Indicators	Bowlee Park Sports Centre				FMG Experience Range
	2015/16	2016/17	2017/18	2018/19 Forecast	
Income per m2	£121	£118	£104	£103	**£250 - £400**
Income per visit	£1.01	£1.02	£0.85	£1.06	**£3.00 - £4.00**
Income from Fitness (per stn)	£878	£693	£532	£594	**£6,500 - £8,500**
Average Members per Station	2	2	2	4	**20-30**
Income per Sports Hall court	£4,879	£7,724	£7,439	£7,439	**£15,000 - £20,000**
Income from STP per m2	£12	£11	£10	£9	**£9 - £11**
Secondary Income per visit	£0.01	£0.01	£0.01	£0.01	**£0.25 - £0.35**
Utility Costs per m2	£7	£9	£8	£9	**£35 - £45**
Maintenance costs per m2	£33	£27	£39	£24	**£20 - £25**
Staffing Costs as % of income	99%	103%	138%	111%	**50% - 75%**
Staffing Costs as % of expenditur	70%	72%	72%	70%	**50% - 60%**
No. of members per Fitness Class	9	10	8	19	**New**

Key Observations – Service Inputs

- The site overall produces an operating deficit requiring subsidy.
- Income overall has decreased significantly over the past four years, particularly from fitness and at the same time costs have increased (although savings have been made in 2018/19).
- Utility costs are low suggesting energy metering is required.

Key Observations – Benchmarking

- Income from the sports hall is well below our benchmark range in spite of the dual-use nature of the site.
- Use from fitness and membership per station is some of the lowest we have ever experienced from a fully operational site, and we would question the need for such a facility in the future despite the low cost of operation from not staffing the facility.
- Maintenance costs are high and increasing due to pitch costs, however, significant savings have now been enforced for the 2018/19 forecast.
- Utility costs are very low and below our expectations.

- Staffing costs as a % of income and % of expenditure are very high and suggest that a review of opening times to match demand for the site is undertaken.

3.108 Overall, the analysis represents a very poor operating picture for this facility, raising questions of strategic need going forward, or reduced opening during evenings with the school taking responsibility during the day.

Kingsway Park Sports Centre

Table 3.14– Kingsway Park Sports Centre – Benchmarking

Key Performance Indicators	Kingsway Park Sports Centre				FMG Experience Range
	2015/16	2016/17	2017/18	2018/19 Forecast	
Income per m2	£40	£35	£31	£34	**£250 - £400**
Income per visit	£1.33	£1.14	£0.94	£1.29	**£3.00 - £4.00**
Visits per m2	30	31	33	27	**60 - 90**
Income per Sports Hall court	£5,346	£5,517	£4,425	£4,333	**£15,000 - £20,000**
Secondary Income per visit	£0.03	£0.02	£0.02	£0.02	**£0.25 - £0.35**
Utility Costs per m2	£8	£9	£4	£11	**£35 - £45**
Maintenance costs per m2	£4	£5	£7	£5	**£20 - £25**
Staffing Costs as % of income	88%	109%	135%	105%	**50% - 75%**
Staffing Costs as % of expenditure	73%	72%	77%	66%	**50% - 60%**

Key Observations – Service Inputs

- The site overall produces an operating deficit requiring subsidy.
- Income overall has decreased significantly primarily from sports hall use whilst at the same time expenditure has increased.
- Utility costs are very low, although the forecast figures have shown an increase.

Key Observations – Benchmarking

- Income from the sports hall is well below our benchmark range in spite of the dual-use nature of the site.
- Staffing costs as a % of income and % of expenditure are very high and suggest that a review of opening times to match demand for the site is undertaken.
- Maintenance costs are high and increasing due to pitch costs.

3.109 Overall, the analysis represents a very poor operating picture for this facility, raising questions of strategic need going forward, or reduced opening during evenings with the school taking responsibility during the day.

Quality Audit

3.110 In addition to the benchmarking analysis we have also undertaken a quality audit for six facilities following site visits in accordance with ANOG best practise guidance.

3.111 It is important to note in the context of quality that all the facilities were clean during the accompanied visits, with staff welcoming and very helpful.

3.112 The results of the quality audit in table 3.14 below.

Table 3.14 – Quality Audit Summary

Rochdale Sports Facilities Quality Audit										
Centre	Main Sports Hall Dimensions	Pool Design and Dimensions	Dry Changing	Wet Changing	Dry Disabled Access and Changing	Wet Disabled Access and Changing	Car Parking and Access			
	Score out of 5							Total	Max Score	%
Rochdale LC	5	4	5	5	5	5	3	32	35	91%
Middleton Arena	5	4	4	4	5	5	2	29	35	83%
Heywood Sports Village	5	4	5	5	4	5	5	33	35	94%
Kingsway Park Sports Centre and Athletics	5		3		3		3	14	20	70%
Littleborough Sports Centre	3		3		3		2	11	20	55%
Bowlee Dual Use Sports Centre	1		2		3		1	7	20	35%

3.113 Unsurprisingly, the three Council owned and relatively new facilities at Rochdale, Middleton and Heywood provide the highest scores at (94% Heywood - 91% Rochdale – 83% Middleton. The lowest score was at Bowlee dual use centre which at 35% demonstrate that it would benefit from investment or indeed replacement.

3.114 The audit considered parking and access at Middleton Arena, Littleborough Sports Centre and Bowlee were particularly poor and the FMG consultant who carried out the audit found it quite difficult to locate the sites using only road signs, indeed one of the consultants could not find Littleborough Sports Centre.

3.115 The quality audit also highlights that although the swimming pools are very well presented and well-designed from a technical perspective, they lack flexibility, particularly in the learner pool areas as they cannot be screened off to target vulnerable groups.

Performance and Quality - Summary of Key Findings

3.116 The key findings from the performance benchmarking and quality audit are summarised below.

Table 3.15 – Summary of Key Findings

General	Overall and unsurprisingly, Heywood, Rochdale and Middleton are performing reasonably with Littleborough at the lower end of our benchmarks. Kingsway and Bowlee are performing well below our performance range reflecting the age, location and range of facilities available. Bowlee has some of the lowest utilisation figures we have experienced from a health and fitness perspective and we would question the strategic need for this facility going forward. A general observation which we cover further in Section 3 is that all the facilities are quite traditional in terms of provision offering pool, gym, studio and sports hall offers. There is in our view and opportunity to further drive income and use in the sports halls and swimming pools by introducing more 'fun' activities such as temporary play (sports halls) or clip n climb (Middleton Arena) and thus creating more of a family destination.
Swimming Pools	In general, there has been a considerable increase in swimming income (except for Heywood) and use because of the introduction of a new swimming lesson programme over the past twelve months. However, despite the increase in lessons in 2018/19, it is expected a similar number of children will attend across the sites (although Middleton has increased numbers, Rochdale has reduced). Despite this, all three swimming pools are performing above our performance range providing evidence of high demand and need. The pools could provide greater flexibility through screening off the learner pool at times.
Sports Halls	The sports halls are generally performing below our benchmark range across all centres, therefore, presents an opportunity to think differently going forward in terms of supply. The smaller older sites are performing well below our benchmark. There is therefore an opportunity across the three main sites to consider change of use for part or some of the sports hall, for example form the development of a gymnastics centre of excellence or some commercial family fun activities such as adventure play or adventure climbing. These types of activities are popular and attract families and young people.
Health and Fitness	The health and fitness membership and income have dropped significantly in the historical data between 2015 and 2018, presenting a challenge for the service going forward. However, the proposed 2018/19 forecast has proposed an increase at the 4 main sites; Middleton, Rochdale, Heywood and Littleborough. From the historical data, the performance overall in the three new centres is positive and had it not been for the improved performance in swimming, the Trust could have been faced with circa £250,000 of reduced income. The Bowlee facility in our view needs to be reviewed urgently from a strategic needs perspective.
Maintenance and Marketing	The previous maintenance and marketing provisions are reasonably positive from a benchmarking perspective; however, as the operator considers both areas, it can have a significant negative impact on use and income, and they are considering further development of the marketing function following a recent audit which highlighted that additional resource and structure is needed to make the marketing approach more effective.

	This includes a cross-service strategy to website, social media, and digital systems integration to reduce a fragmented approach. It is understood that marketing strategy may also require some technology investment at the site level to ensure the operating systems allow every employee to access information on other services and cross-sell. It is proposed that marketing costs will significantly reduce in the forecast 2018/19 figures.
Utility Costs	The utility costs are at the high end of our range at the new centres and in our view present some opportunity to provide further reductions. We understand that the Solar initiative whilst providing energy to the leisure estate may not be providing the most efficient solution. Councils and Leisure Operators now consider energy reduction as a primary driver in improving performance and efficiency, in some cases ahead of additional sport and leisure investment
Staffing Costs	The staffing costs are generally above our benchmark range. To put this into perspective a 'zero' subsidy contract would be aiming to operate below 50% of staffing costs to % of income. The only centre to achieve this in Rochdale is Heywood and Rochdale, although Littleborough has shown significant reductions in 2018/19. Bowlee and Kingsway are operating at c135% and c138% in 2017/18.
Car Parking and Signposting	Car Parking at Middleton, Bowlee and Littleborough is considered poor which could be having a negative impact on access and use of these facilities. General signposting to Littleborough Sports Centre should be improved.

Stakeholder Consultation

3.117 To ensure local context and opportunities are included in the strategy development, and to identify collaborative working opportunities in the future, consultation with key stakeholders has been undertaken to inform the work in following agreement with the Council as shown in table 3.16 below.

3.118 The process has involved speaking to a range of organisations, asking questions and listening to understand challenges, priorities and the common areas that all are striving towards.

3.119 This input is greatly valued because future strength in delivering the Council's vision comes from the ability to work effectively with a broad network of organisations and working in collaborative ways in the future.

Table 3.16 – Stakeholder Consultation

Consultee	Key Issues
Donna Livesey and Shirley Waller, Link4Life Development Team	• Key groups; older adults, young people and BME Groups • All experience barriers to physical activity across the community • Trust facilities are not the panacea; utilise community

Consultee	Key Issues
	and faith venues • Daytime access is critical so schools can be problematic • Some Trust facilities have access issues, which can act as barriers, particularly parking and first floor activity spaces, which can be difficult to access • Can also be cultural barriers in terms of staffing, language and representation • Finance is a key barrier for children and young people and BME communities • BME communities can be reluctant to access Trust programmes • Country Parks and outdoor activities have significant potential but can be transport issues • Overall accessibility and cost are key
John Searle, Director of Economy and Regeneration	• Need a long-term plan for investment, allow the Trust to plan, invest and manage • Re-focus the current buildings and purpose, put them on a more sustainable footing • Challenge and incentivise the Trust to change
Sarah Butler, aa projects	• Estate Strategy for Greater Manchester under *One Public Estate* • Focus on health and well-being hubs; collaboration and shared spaces • Aim to make better use of the public estate; opportunities identified for the key Leisure buildings
Kate Ahmadi-Khattir, LDP Lead	• Local Delivery Pilot sets the vision and priorities for GM • Each locality (Rochdale) sets the focus, place and audience in their area based on insight and facilitated by the community sector • Community consultation and design is critical • Addressing the priorities and barriers through whole system change
Andrea Fallon, Head of Public Health	• Current partnership agreement is not 'fit for purpose' • Need an approach which offers flexibility in return for long-term sustainability • Trust buildings are flagship buildings, centrally located.

Consultee	Key Issues
	Challenge is to maximise their use, make them hubs. Seek to move health and Council service in • Need to address barriers • Opportunity to look across the piste, other providers, health and education and evaluate their roles • Hollingworth Lake has a good reputation and could help to raise the profile • Invest to create a buzz – hubs for people in their local areas, creating a positive impact on health and the economy

Section 3: Local Context: What does this mean for Rochdale?

Population

The total population in Rochdale in 2019 is estimated at 219,000 and by 2029 projections estimate this will increase by 225,200. This equates to a 2.8% increase, lower than the national and regional percentage increases.

Overall, the demographics have outlined that whilst Rochdale is current a younger than average population, this is expected to change in the next 10 years with a significant increase in the number of people age 65 years and older. There is not expected to be significant population growth in the Borough, and therefore this suggests the movement of age bands rather than growth.

Rochdale Borough is also becoming more ethnically diverse, with 21% of the total population from BME populations.

Furthermore, the data has also outlined that the health of the residents is an issue for the Borough. Many of the residents live below national and regional expectations, whilst there is poor health and high levels of deprivation across the Borough.

Sport England data has also shown the Borough is below averages for levels of activity, with a significant proportion of the population not participating in the recommended 150 minutes a week.

This shows that despite Rochdale residents living longer now and, in the future, when compared with the rest of England, they live shorter and less healthy lives.

In terms of the impact on facilities, whilst there is a low Rochdale Borough population total, the Borough's level of provision of swimming pools and sports halls, is at or above most of its neighbours. The change in the younger population over the strategy will be marginal and will not have a demonstrable impact on increased demand for the facility types in the strategy.

Based on all of the projected population growth statistics and age structure changes in the Rochdale population, there is however not going to be a large increase in the demand for indoor sports facilities from population change. For example, the increase in the total population in the main age bands for swimming and hall sports participation, increases by just 2.8% over this 2018 – 2028 period. Housing growth will however impact and this will need to be explored.

Overall, the more likely focus therefore to meet the future facility needs of the population is not about quantity of facilities/it is much more about quality, 'the offer', activity programming of the facilities, so as to increase participation and encourage people to be more active, particularly in lower participant groups e.g. older people.

Any changes in this rate of participation, higher or lower, is going to impact on the usage of indoor sports facilities. However, the most likely increase in activity is more likely to be in informal recreation, outdoor activities, such as walking or cycling. The Council facilities are not the panacea but they will remain important.

Current Performance of Facilities and Quality Audit

The Net subsidy to deliver the service is presently £2.675m (excludes Public Health & Voluntary Sector grants) across all service areas, which is not split out by the Council, but for internal assessment purposes has recently been split by the Trust.

This subsidy represents a saving of £2.1m or 44% reduction, against the historical Base Management Fee, derived from efficiency savings produced by the Trust over the past 6 years.

In terms of current facility performance Heywood, Rochdale and Middleton are performing reasonably well with Littleborough at the lower end of our benchmarks.

Kingsway and Bowlee are performing well below our performance range reflecting the age, location and range of facilities available. Bowlee has some of the lowest utilisation figures we have experienced from a health and fitness perspective and we would question the strategic need for this facility going forward.

The facilities are currently considered 'traditional' in terms of provision offering pool, gym, studio and sports hall offers. There is in our view an opportunity to further drive income and use in the sports halls and swimming pools by introducing more 'commercial fun' activities such as temporary play (sports halls) or clip n climb (Middleton Arena) and thus creating more of a family destination.

In general, there has been a considerable increase in swimming income (except for Heywood) and use because of the introduction of a new swimming lesson programme over the past twelve months. However, despite the increase in lessons in 2018/19, it is expected a similar number of children will attend across the sites (although Middleton has increased numbers, Rochdale has reduced).

Despite this, all three swimming pools are performing above our performance range providing evidence of high demand and need. The pools could provide greater flexibility through screening off the learner pool at times.

The sports halls are generally performing below our benchmark range across all centres, therefore, presents an opportunity to think differently going forward in terms of supply. The smaller older sites are performing well below our benchmark.

The health and fitness membership and income have dropped significantly in the historical data between 2015 and 2018, presenting a challenge for the service going forward. However, the proposed 2018/19 forecast has proposed an increase at the 4 main sites; Middleton, Rochdale, Heywood and Littleborough.

From the historical data, the performance overall in the three new centres is positive and had it not been for the improved performance in swimming, the Trust could have been faced with circa £250,000 of reduced income.

The Bowlee facility in our view needs to be reviewed urgently from a strategic needs perspective.

The previous maintenance and marketing provisions are reasonably positive from a benchmarking perspective; however, as the operator considers both areas, it can have a significant negative impact on use and income, and they are considering further development of the marketing function following a recent audit which highlighted that additional resource and structure is needed to make the marketing approach more effective.

The utility costs are at the high end of our range at the new centres and in our view present some opportunity to provide further reductions. We understand that the solar initiative whilst providing energy to the leisure estate may not be providing the most efficient solution to the operator. Councils and Leisure Operators now consider energy reduction as a primary driver in improving performance and efficiency, in some cases ahead of additional sport and leisure investment.

The staffing costs are generally above our benchmark range. To put this into perspective a 'zero' subsidy contract would be aiming to operate below 50% of staffing costs to % of income.

The only centre to achieve this in Rochdale is Heywood and Rochdale, although Littleborough has shown significant reductions in 2018/19. Bowlee and Kingsway are operating at c135% and c138% in 2017/18.

Car Parking at Middleton, Bowlee and Littleborough is considered poor which could be having a negative impact on access and use of these facilities. General Signposting to Littleborough Sports Centre should be improved.

Consultation

The consultation themes reflect the national and local context and seek to re-shape the leisure centre offer to better meet local needs and priority groups and remove barriers to taking part.

Making the centres the hubs of their communities through collaborative working with other providers, particularly health, and sustainable through the freedom to operate are key priorities.

3.120 In the next section we consider the Assessment of Need and Evidence Base for the provision of indoor sports halls.

4. Assessment of Need and Evidence Base – Sports Halls

Introduction

4.1 An up to date evidence base for facilities is fundamental to the assessment to understand the adequacy of provision to meet both current and future demand, along with the vision and objectives of the work.

4.2 The assessment of need of need and evidence base includes all providers not just the Council's facilities, with the aim of understanding four key elements. These are set out in the Sport England Assessing Needs and Opportunities Guidance (ANOG) for undertaking a needs assessment and developing an evidence base. ANOG has four parts:

1.	**Quantity** - *what facilities there are in the area, how many do we have and does the supply meet demand?*
2.	**Quality** – *how good are they based on age and condition?*
3.	**Accessibility** - *where are they located and how accessible are, they to the population?*
4.	**Availability** - *how available are they for public recreational use and club use and how full are they estimated to be?*

4.3 The following section sets out the results of the assessment of need and development of the evidence base for sports halls. A full evidence base for sports halls is set out at Appendix C to the strategy.

Report Structure, Sequence Content and Reporting of Findings

4.4 The supply base is based on a review of the Sport England data set for sports halls in Rochdale and the neighbouring authorities. This has been updated by the Council and the August 2018 data set has been developed to provide the supply base.

Assessing Needs and Opportunities

4.5 The assessment of need and evidence base applies the ANOG methodology. This is the guidance published by Sport England in 2014. It is the industry wide methodology for assessing the needs for sports facilities provision and providing an evidence base for application in developing strategy work.

4.6 ANOG replaces the now withdrawn Planning Policy Guidance Note 17: Companion Guide as the methodology for assessing the needs for sports facilities. The ANOG methodology is consistent with the National Planning Policy framework especially paragraphs 96 and 97 which sets out the content and requirements for developing a needs assessment and evidence base for sports facilities at the community level.

Definition of Sports Hall Supply

4.7 All sports halls in Rochdale which are a minimum of three badminton court size and which are available for community and club use in some or all the weekly peak period are included in the supply base and assessment. The weekly peak period is defined as weekday evenings and weekend days.

4.8 Whilst sports halls are usually categorised by the number of badminton courts (for ease of comparison and consistency of measurement), it is important to recognise the multi-use opportunities associated with indoor spaces.

4.9 If a venue has a main hall of (say) 4 badminton courts and has an ancillary hall of (say) 24m x 18m then the ancillary hall is included in the assessment. This is on the basis that both halls are programmed for the actual activities that can take place in each hall based on their dimensions. A venue which just has a hall below three badminton courts is not included in the assessment.

4.10 The hours of community and or club use in the weekly peak period at each venue is based on the data held and updated annually by Sport England. This can and does change, especially at education venues and based on the changing status of secondary schools and schools which have Academy status. Consequently, the supply base could change simply because of changing attitudes to community use and access at individual schools – not because of changes in actual sports hall provision.

Assessment of Need and Evidence Base for Sports Halls

4.11 In August 2018 Sport England in conjunction with the Council undertook a facility planning model assessment for sports halls for all of Rochdale Borough.

4.12 25 individual sports halls on 17 sites across Rochdale in 2018. Total supply is 94 badminton courts, of which 69 are available in the weekly peak period for community use.

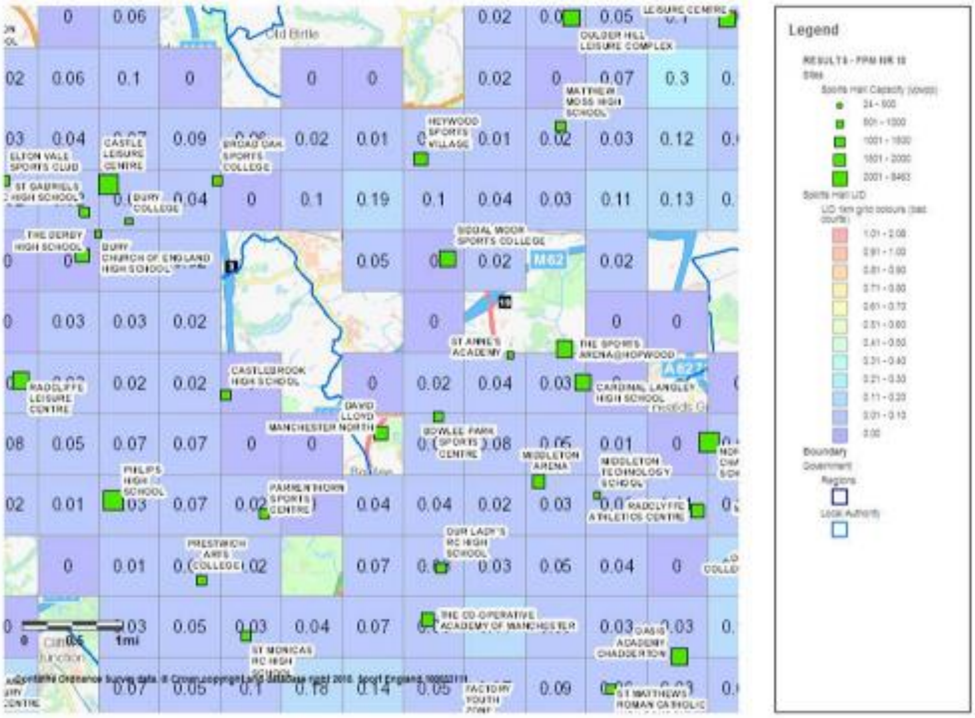
4.13 Based on badminton courts use per 10,000 population, Rochdale has 4.4 courts. Rochdale has the second highest supply of courts of all neighbours after Bury with 4.8 badminton courts per 10,000 population.

4.14 Rochdale generates a total demand for 61 badminton courts in the weekly peak period. This compares to supply of 69 badminton courts which are available for community use in the weekly peak period in 2017 (and further 25 courts unavailable).

4.15 There is an even spread of provision across the Borough as can be seen from figure 4.1 with no particular area with unmet demand.

Figure 4.1 – Facilities Planning Model – Sports Halls unmet demand 2018

Unmet Demand expressed as units of badminton courts (rounded to two decimal places). Data outputs shown thematically (colours) at either output area level or aggregated at 1km square (figure labels).



SPORT ENGLAND

Sport England assumes no responsibility for the completeness, accuracy and currency of the information contained on this map/report. This information is taken from the Active Places Power website and its terms and conditions apply. 29/7/2018 12:31

4.16 9 sports hall sites, (53%) are owned by schools/colleges. 6 public leisure centre sports hall sites, 1 not for profit community trust, Oulder Hall Leisure Complex and 1 commercial sports hall David Lloyd Manchester North venue.

4.17 Overall use is estimated at 72% of capacity. However public sports halls have higher estimate of near to 100% except Littleborough Sports Centre estimated to be 70%.

4.18 There appears to be scope to change/increase access to the education venues, for more community use. Hard data indicates across the education venues, equivalent of 25 badminton courts (26% of the total supply), which are not available for community use.

4.19 Most of the education sports hall sites are older venues than the public leisure centres, Cardinal Langley School (1973), Falinge Park High School (1968) and Siddal Moor Sports College (1997).

4.20 Therefore, if increasing access to education venues ("freeing up" time at public leisure centre venues) could mean providing community access at education venues in need of modernisation.

4.21 The nearest sports hall to where Rochdale residents live is a sports hall in the Borough, this represents 80% of the Rochdale demand accessing sports halls in Rochdale. So very good accessibility to sports halls, and there is no need therefore to consider changing the locations of sports halls so as to increase physical accessibility.

4.22 Total unmet demand across the borough, equates to just below 5 badminton courts with opportunities to increase access through better use of some educational sites.

4.23 In addition to the findings from the demand assessment a number of specific issues and options have been raised by the Council and/or its operator in relation to sports halls which we have attempted to address below.

Key Issue 1 – The operator would like to consider re-purposing Middleton Arena Sports hall, does the data support this?

4.24 Our observation on site is that the sports hall has performed reasonably well over the past four years however the forecast for 2018/19 shows a reduction of income per court at c£12,500 which is below our benchmark range suggesting a reduction in use.

4.25 Furthermore, our desktop analysis showed that a high proportion of the sports hall income comes from the current gymnastics programme and therefore operator plans to develop the programme would suggest an opportunity to improve performance and increase participation without the need to change the use of the hall on a permanent basis for activities such as clip and climb or adventure play, some of which could be offered in the 'lobby area' as the centre has very generous corridors.

The context findings are:

4.26 Rochdale Borough generates a demand for 61 badminton courts in the weekly peak period. There is a Rochdale supply of 69 badminton courts, which are available for community use in the weekly peak period in 2018. So, the Rochdale Borough available supply, exceeds the Rochdale demand by 8 badminton courts.

4.27 The total supply of badminton courts across the 17 sports hall sites in the Borough, is 94 badminton courts. Based on the variable hours of access for community use at the education venues, there is an aggregate total of 25 badminton courts, which are not available for community use. In short, the Rochdale total supply of sports halls exceeds the Rochdale total demand, by 25 badminton courts, in 2018.

4.28 A desk exercise on the hours of access for community use at the education venues has been undertaken. This suggests the hours available for community use are slightly lower than in the data, by an aggregate total of 10 badminton courts across, all venues. So, the Rochdale demand for sports halls of 61 badminton courts and the available supply of 59 badminton courts are almost in balance.

4.29 The Rochdale unmet demand for sports halls (based on the catchment area of sports halls across local authority boundaries) equates to 7.8% of total demand for sports halls and this equates to just fewer than 5 badminton courts. Of this total, 90% is from unmet demand located outside the catchment area of a sports hall, and 10% from lack of sports hall capacity. There is no one location or hot spot area/cluster of unmet demand for sports halls in the Borough.

Overall summary

4.30 The supply, demand and access findings for sports halls, indicate that in 2018, the Rochdale available supply and demand are almost in balance. However, there is a further aggregate total of 25 badminton courts, across the education venues, which are not available for community use, outside of curriculum time (26% of the total supply of sports halls in 2018).

4.31 So, there is scope on the supply side, to accommodate the halls sports usage/demand at Middleton Arena at other venues, albeit they are education venues. The hard evidence data findings for the public leisure centre sport halls, at Bowlee Park Sports Centre and Rochdale Leisure Centre, indicates is they are very extensively used. There is little scope to absorb more demand in the weekly peak period, at these venues.

4.32 The Middleton Sports Arena sports hall (2009) is a 4 badminton court size sports hall, with dimensions of 33m x 18m. There is a total of 12 further sports halls which are 4 badminton courts size, and 6 of the 9 education sports hall sites have the larger main hall of 34.5m x 20m.

4.33 These venues are located at Cardinal Langley High School (in Middleton), Falinge Park High School, Middleton Technology School, Siddal Moor Sports College, St Anne's Academy and Wardle School. These venues will be more appealing to sports clubs, as they meet the Sport England and National Governing Bodies for hall sports dimensions for playing hall sports at the community level.

4.34 Overall, there is supply and demand scope to accommodate the hall sports usage at Middleton Arena at other sports hall venues. However, in accommodating this usage elsewhere, it would mean negotiating increased access at education venues.

4.35 The nearest education venues to Middleton Arena are located at (1) Middleton Technology Centre, opened in 2005, it has a 690 sq. metre 4 court sports hall and according to the data, has 15 hours of community use of its sports hall per week, (2) Cardinal Langley High School, opened in 1973 and last modernised in 2011, it is a 690 sq. metre 4 badminton court main hall, and according to the data has 18 hours of community use per week and (3) St Anne's Academy, opened in 2010, it has a 690 sq. metre main hall and has 15 hours of community user per week.

The caveats to these findings are:

4.36 They are based on the 2018 data for community use, and the hours available at education sports halls does frequently change. That said, the total supply of sports halls on Rochdale, does exceed the Rochdale total demand in 2018, so there is enough total capacity.

4.37 The main age bands for participation in indoor hall sports is 15 – 44 years of age. Over the period to 2028, there is a projected decrease in the 15 – 29 population of 3,000 to 38,000 people, and an increase in the 30 – 44 population of 5,500 people. The total number of people in the 15 – 44 age range, is 88,700 people in 2018 and projected to be 91,200 people in 2028, an increase of 2.8%, (Extracted and complied from the Rochdale Joint Needs Assessment 2017 – 2018), So it should be possible to accommodate the projected population growth/increase in demand for sport halls, within the existing supply. This assumes that the rate and frequency of hall sports participation does not increase.

Key Issue – Bowlee is one of the sites for the potential new free school development. If it is what is the proposition that says this new school could be developed with a larger dedicated hall (6 / 8 courts) soaking up the Middleton Arena use and existing Bowlee, plus additional use?

4.38 The context findings for the Borough on overall supply and demand and impacts in the Middleton area are already set out.

4.39 Bowlee Sports Centre opened in 1981, it is a 4 badminton court hall with dimensions of 33m x 18m and has an estimated used capacity of 84% in the weekly peak period. The hard evidence data suggests there is very limited scope to absorb some of the Middleton Arena demand at Bowlee.

4.40 We have identified that the current site of the Bowlee Sports Centre, will not be the exact site for the proposed Bowlee Free School. Demand and unmet demand for sports halls in the Bowlee area, is no different from other areas of the Borough, and the Borough total unmet demand is fewer than 5 badminton courts. So, a slight change in locations of sports halls in the Bowlee area is not significant.

4.41 If the Bowlee sports hall was to be replaced with a new sports hall, at a new school site, in the Bowlee area, then the 2018 data findings are that it should be at least a 4 badminton court sports hall of 34.5m x 20m. Plus there should be a committed community use agreement for community use outside of education hours, and ideally the site is managed by Link4Life.

4.42 This would provide a like for like replacement of the Bowlee Sport Centre in scale but with slightly larger dimensions, plus a modern venue replacing a venue, which is 37 years old.

4.43 To accommodate demand displaced from the Middleton Arena sports hall, would require a new Bowlee sports hall to be a 6 or even 8 badminton court sports hall. At present the Borough has only one 6 badminton court sports hall, located at The Kingsway Sports Centre.

4.44 A second venue of this size would provide for more flexible programmes of use, across two public venues and decrease reliance on education venues to meet more of the displaced Middleton Arena demand. Plus, it would provide an events venue, especially if it is an 8 court sports hall. Finally, Bowlee is located close to the Middleton Arena site, and so ease of access/transfer for existing Middleton Arena users.

4.45 The overall findings are that the existing Bowlee Sports Centre sports hall needs to be retained to meet the demand for sports halls across the Borough in 2018. If it is simply a replacement, as part of a Bowlee Free School and sited in Bowlee, then it should be a 4 badminton court size sports halls, with dimensions of 34.5m x 20m.

4.46 If a new Bowlee sports hall is to absorb demand from use at the Middleton Arena, then it should be a 6 badminton court sports hall with dimensions of 34.5m x 27m. There will still, however, be the need to increase access to some, but fewer education sports halls, to meet all the displaced Middleton Arena demand (venues already set out).

4.47 If the new Bowlee sports hall is to absorb all of the Middleton Arena sports hall demand, then an 8 badminton double court hall should be considered, with dimensions of 40m x 34.5m. Added advantages of this scale of sports hall are that, it would provide a show court for events use, which presumably Middleton Arena currently accommodates. Also, it would allow Link4Life to manage community sports hall participation across this and the public leisure centre sports hall stock and maximise usage.

4.48 Whichever option is progressed for a new Bowlee sports halls, and assuming it is part of an education site, it should have a committed joint use agreement for education and community use, with management by Link4Life.

The caveats to these findings are:

4.49 Timing of any changes. Options to reduce/close the Middleton Arena sports hall, before any increased provision at a new Bowlee sports hall, or, negotiated increase in access to education sports halls will create problems. The overall assessment is that all changes need to be co-ordinated.

Key Issue 3 – The current Littleborough Sports Centre sports hall is 3-courts, with one having been put over to a climbing wall. What should a new Littleborough School contain in terms of sports hall provision assuming the LSC will be replaced and rolled into one?

The context findings are:

4.50 The overall Borough wide supply and demand findings already set out apply. There will be a need to retain a sports hall in Littleborough, with full community access, irrespective of whether it is a public sports hall, or a sports hall located on a new secondary school site.

4.51 The Littleborough Sports Centre sports hall site opened in 1995 and was modernised in 2000. It has a main hall of 3 badminton courts and the estimated used capacity of the sports hall site, is 70% in the weekly peak period.

4.52 Littleborough Sports Centre is located in the north east of the Borough and demand for sports halls is lowest in this part of the Borough. However, there are few sports halls in this area of the Borough and the nearest sports hall to Littleborough, is located at Wardle Academy.

4.53 So, on criteria of maintaining accessibility to sports halls for residents, there is a need to retain a sports hall site in Littleborough.

4.54 As set out the 2018 supply and demand findings, indicate the current sports hall is at 70% of capacity used in the weekly peak period. Any new sports hall at the site, is likely to have a draw effect, and a higher usage level, simply because it is a modern sports hall, replacing a building which is 23 years old.

4.55 So, the used capacity and the draw effect findings, suggest considering a 4 badminton court sports hall, to replace the current 3 court hall. It is unlikely the Department of Education will fund a new sports hall of 34.5m x 20m, because their guidelines are that a sports hall of 33m x 18m, meets curriculum use requirements. However, the larger size venue will provide for the full range of hall sports for community use and should be considered.

4.56 Again, whatever the size of any new sports hall in Littleborough, it should have a community use agreement to ensure full access for the community and be managed by Link4Life.

Overall summary

4.57 Access to sports halls in the Littleborough area is of more importance than the supply and demand findings. This is because it is the only sports hall in the north east of the Borough. If there were no venue here, the nearest sports hall is at Wardle Academy, and access for community use is subject to the policy of the Academy. On grounds of maintaining access for Littleborough residents to be able to participate, there is a need to retain a sports hall in the Littleborough area.

4.58 In terms of the supply and demand findings, demand for sports halls is lowest in this part of the Borough. The current 3 badminton court sports hall is estimated to be busy at 70% of capacity used in the weekly peak period.

4.59 Any new sports hall will have a draw effect, because it is a modern venue replacing a building which is 23 years old and it is likely therefore that usage will increase.

4.60 All these findings support the provision of a 4 badminton court size sports hall. If the new sports hall is part of an education site, then there is need for a formal community use agreement to ensure access for community use by residents.

Caveats to these findings

4.61 Department of Education will fund a sports hall of 33m x 18m which meets curriculum needs. To provide a sports hall to meet full community use requires a main hall of 33m x 20m, therefore further funding will be needed.

Key Issue 4 - How crucial will any new school at Bowlee and Littleborough be in terms of sports hall access?

The context findings are:

4.62 In both the Littleborough and Bowlee locations, there is a need to retain sports halls. In Bowlee it is more about the supply and demand findings and the scope to meet some of the Middleton Arena demand displaced, if that centre is not available for hall sports use.

4.63 In Littleborough, it is about retaining access to sports halls for community use, in an area of the Borough where there are very few alternative venues, in the same catchment area.

4.64 Bowlee does not provide an alternative venue for Littleborough, or vice versa, because of where they are located and the findings for these different parts of the Borough.

4.65 If there are education needs to provide a new sports hall in Littleborough, then there are also community participation needs. Together these support replacement of the existing Littleborough sports hall in a combined project on the school site. The scale of this venue is already set out under topic 3.

4.66 Similarly, if a new secondary school is to be built in the Bowlee area, and there is a need for a sports hall for education needs, then replacement of the ageing Bowlee Sports Centre would meet the needs for education and community use. The scale of any new venue is already set out, under topic 3.

Overall summary

4.67 Set out above and not repeated.

Caveats to these findings:

4.68 The education drivers at these sites maybe to provide a multi sports space or extensive studio provision to meet curriculum needs (recent trends in new school projects), rather than dedicated sports halls. If so, then the need for sports halls for community participation in hall sports still remains. Also, it would leave unanswered how the curriculum needs for PE would be met, if there was not dedicated sports hall provision. In short need to ensure the new school projects do include sports halls provision.

Key Issue 5 - What other schools will be important and why in terms of sports hall provision?

The context findings:

4.69 The most important criteria and of equal importance to the supply and demand findings, is determining which schools/colleges, outside of the dual use sites, have a positive attitude and policy towards community use. Identify these venues and then overlay with all the findings on supply, demand, access, quality and scale of sports halls at the education sites. These findings are set out in the table below. The response reflects the schools which responded to the survey.

Table 4.1 – School Responses

School Name	Quantity	Quality	Community Use	Issues and Opportunities
Cardinal Langley RC	• Sports Hall • Gym	• Facilities are considered	Community use managed by an	• Use Middleton Pool for curriculum

School Name	Quantity	Quality	Community Use	Issues and Opportunities
HS	• Changing Facilities • AGP	average 'fit for purpose' • AGP is good	external Letting Company	delivery • No plans for development
Falinge Park HS	• Sports Hall • Gym • Fitness Suite • 3g AGP	• Facilities are considered average 'fit for purpose' • Sports hall floor requires attention	Managed via PFI Contract Is some availability Planning conditions mean lights only until 8.30pm	• Current indoor space is under pressure to meet curriculum needs • No plans for development
Hollingworth Academy	• Sports Hall • Gym	• Facilities are considered average 'fit for purpose'	Managed via PFI Contract, which only allows 500 hours per year, any additional would make letting charges unaffordable	• Current indoor space is under pressure to meet curriculum needs • No plans for development
Kingsway Park HS	• Sports Hall • Climbing Wall • 3g AGP • Athletics Track	• Facilities are considered average 'fit for purpose' • 3g carpet will need upgrading at some point, sports hall floor also needs attention	Community use managed in part by Link4Life	• No plans for development
Matthew Moss HS	• Sports Hall • Gym • Changing Facilities • AGP • Fitness Suite • Climbing / Bouldering Wall	• Facilities are considered average 'fit for purpose' • Bouldering room and AGP are poor and sports hall floor has issues	Good levels of community use but potential to increase capacity	• No plans for development
Middleton Technology College	• Sports Hall • Gym • Changing Facilities	• Facilities are considered average 'fit for purpose' • Sports hall floor needs attention	Is community use but do not allow football lettings in the sports hall or outside pitches	• No plans for development
Oulder Hill Community School	• Sports Hall • Gym • Changing Facilities • AGP • MUGA	• Facilities are considered average 'fit for purpose' • Improved changing	Extensive community use programme managed by external provider GFM under PFI	• Changing provision severely restricted, often means changing in the squash courts • Trying to address

School Name	Quantity	Quality	Community Use	Issues and Opportunities
	• Swimming Pool • Squash Courts • Fitness Suite	provision a key priority	Contract Anti-social behaviour on and around the site, particularly in terms of the AGP	issue difficult owing to high costs associated with PFI • Aspiration to change sand-based AGP surface to 3g
Siddal Moor Sports College	• Sports Hall • Gym • Fitness Suite	• Facilities are considered average 'fit for purpose' but do require general upgrade and updating • Did not get a major over-haul during BSF	Hire out facilities weekday evenings and Saturday mornings Is capacity but cuts have meant loss of community manager post and therefore less focus on lettings	• Use Heywood Leisure Centre MUGA and Pool • Looking to update gym and changing facilities • Would like a MUGA, one of the only schools without an AGP?
St Anne's Academy	• Sports Hall • Fitness Suite • 3g AGP • MUGA	• Facilities are considered average 'fit for purpose'	Community use facilitated with primary school through PE Department	• No plans for development
St Cuthbert's RC HS	• Sports Hall • Gym • MUGA	• Facilities are considered good 'fit for purpose'	No community use	• Hire a climbing wall facility in Oldham • No plans for development

4.70 There appears to be an element of community use across all sites and a good level and range of provision. The quality of facilities appears generally ok although several report sports hall and changing room issues, which is significant and an obvious area for investment if greater community use is to be encouraged. It is evident that at schools under PFI contract there will be restrictions and potential cost barriers to increasing community use.

4.71 The education sports hall stock represents 53% of the total supply. It is quite an old stock, with an average age of 24 years, and the oldest unmodernised sports hall is the 4 badminton court sports hall at Wardle Academy (1978). On grounds of age and quality of the venue not an important site therefore but see summary of findings.

4.72 The most modern education sports halls are located at St Anne's Academy (4 courts opened in 2010) Matthew Moss High School (4 courts opened in 2005), Middleton Technology College (4 courts opened in 2005). So, in terms of age and condition these are the three venues to focus on.

4.73 In terms of scale, the sites which provides the best offer, are: Siddal Moor Sports College (1997 and modernised in 2010), it has a 4-court hall and two smaller activity halls. Then Cardinal Langley High School (4 court hall 1973 and modernised in 2011) and Falinge Park High School (5 badminton court main hall, 1968 and modernised in 2014), both these venues have a 4-court main hall and an activity hall. All three are older education sports hall sites but they have been modernised and they provide a 2 hall offer at each site.

Summary of findings

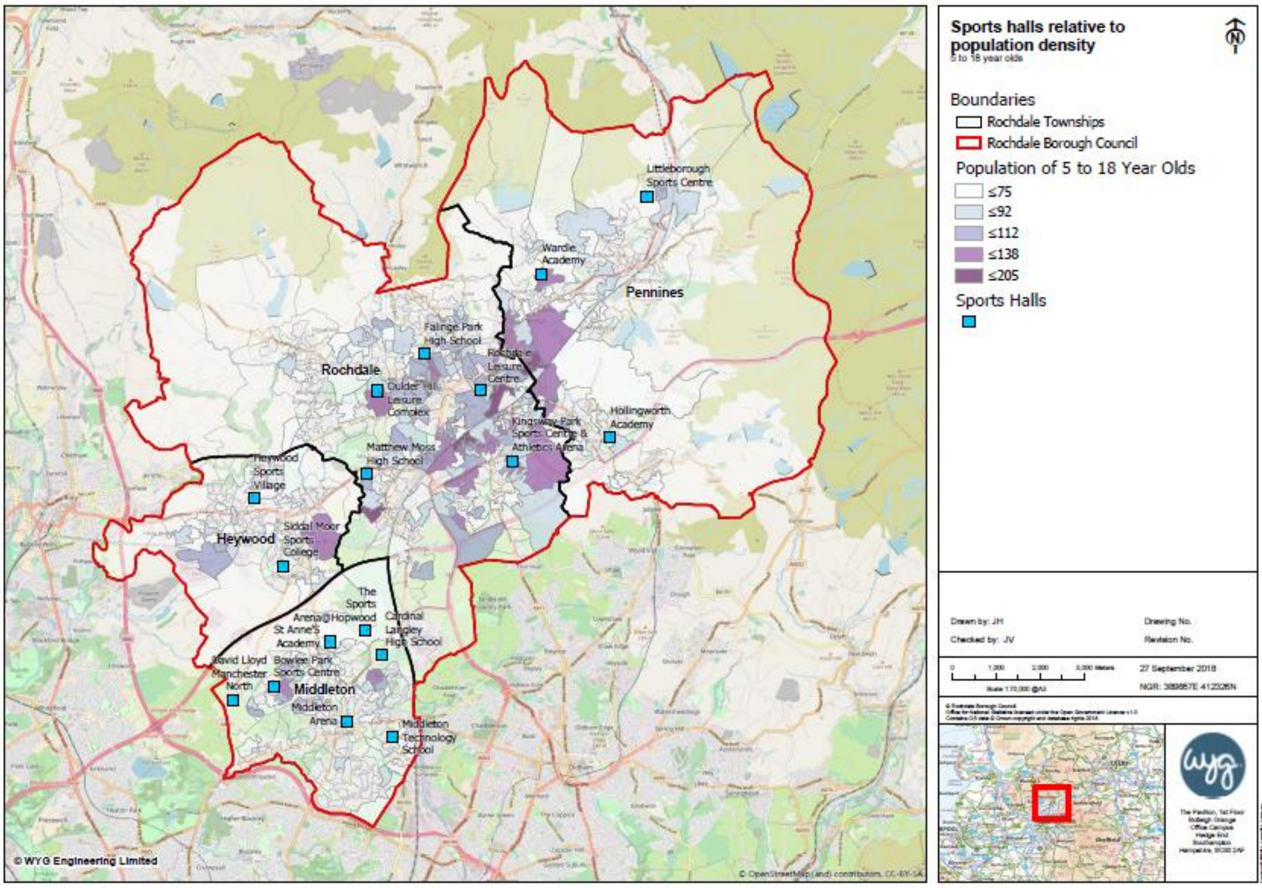
4.74 As the bullet points show, it does depend on the criteria for determining which education sports hall sites are most important. Given there is not a concentrated area of unmet demand in the Borough, then there is no one area/education site that is more important to meet unmet demand

4.75 As already set out, on grounds of retaining access to sports halls, the Littleborough area is the most important. If there were no sports hall in Littleborough then the nearest sport hall is located at Wardle Academy.

Caveats to these findings

4.76 A recurring theme of the importance of finding and working with schools/colleges with a positive attitude towards community use.

Map 4.1 – Distribution of Sports Halls across Rochdale



4.77 The map illustrates the concentration of sports hall in Middleton and the lesser provision in the Pennines.

Key Issue 6 - How important is the Kingsway site from a sports hall perspective?

The context findings:

4.78 Currently it is the largest sports hall in the Borough. The booking sheets for the centre indicate that in the 5pm – 10pm weekday period, it is only booked for between 2-3 hours each weekday evening. Somewhat surprisingly, it is fully booked for all five hours on a Friday evening.

4.79 The main use of the centre is for badminton (four evenings) and then basketball, volleyball (both on two evenings a week) netball and martial arts, it also has a block booking by the Youth Service. So, the programme of use is quite balanced, focusing on hall sports and no five a side football. Just the take up of bookings is low and the centre has around 50% of capacity used in this weekday peak period.

4.80 Weekend days usage 9am – 4pm both days is for club and community group hire and the main hire is by a model planes club, whole hall hire on two Sundays a month. The centre has around 40% - 50% of capacity used over the weekend days, based on the booking sheets.

4.81 Based on the supply and demand findings, not centre management or marketing, possible reasons for low bookings/usage are that the (1) the centre is in quite an isolated location, (2) unmet demand for sports halls is slightly lower in this part of the Borough than elsewhere. (3) The centre opened in 1990 and was last modernised in 2002, and so quality of the playing area, lighting and changing accommodation, might also detract users.

4.82 If Link4Life no longer manage the centre, and assuming it is not available or promoted for community use, it would reduce the total available supply (in badminton courts) across the Borough by 9%, quite a sizeable reduction. Plus, it would reduce access to sports halls for residents in this part of the Borough, the nearest alternative sports hall is Rochdale Leisure Centre

4.83 Also, the basketball, volleyball and netball clubs that use the centre, would prefer access to one of the larger sports halls, which are 34.5m x 20m. It is likely these sports use Kingsway, because it is the sports hall which has the largest floor area.

4.84 In Rochdale, 30% of the resident population do not have access to a car, the same as the average for Greater Manchester. The FPM findings are that 19% of all visits to sports halls by Rochdale residents are by walking and 12% by public transport. So around one in three visits to sports halls are by a combination of walking and public transport. Overall, it means a network of local and accessible sports halls is important for residents, who do not have access to a car. As there are few alternative venues in the Kingsway area, (Rochdale Leisure Centre is the nearest), it means Kingsway is quite an important location, in terms of maintaining accessibility to sports halls for residents

4.85 If the option of a larger 6, or even 8 badminton court sports hall, in Bowlee is progressed, then the Borough would have an events venue and a larger sports hall to accommodate multi use. If the new Bowlee sports hall is a 4-court hall, then it means the Kingsway venue remains the largest sports hall in the Borough. Should community access not continue at Kingsway, then it does limit the scope for sports clubs to develop and improve standards, as the largest venue in the Borough is no longer available.

Section 4: Assessment of Need and Evidence Base – Sports Halls Issues and Options. What does this mean for Rochdale?

From a performance perspective the sports halls are generally performing below benchmark range across all centres, therefore, this presents an opportunity to think differently going forward in terms of supply. The smaller older sites are performing well below our benchmark.

From an assessment of need perspective there are 25 individual sports halls on 17 sites across Rochdale in 2018. This is a total supply of 94 badminton courts, of which 69 are available in the weekly peak period for community use. Based on badminton courts use per 10,000 population, Rochdale has 4.4 courts. Rochdale has the second highest supply of courts of all neighbours after Bury with 4.8 badminton courts per 10,000 population.

Rochdale generates a total demand for 61 badminton courts in the weekly peak period. This compares to supply of 69 badminton courts which are available for community use in the weekly peak period in 2017 (and further 25 courts unavailable).

Total unmet demand across the borough, equates to just below 5 badminton courts with opportunities to increase access through better use of some educational sites.

There is an even spread of provision across the Borough as can be seen from figure 4.1 with no particular area with unmet demand. Nine of the sports hall sites, (c53%) are owned by schools/colleges. 6 public leisure centre sports hall sites, 1 not for profit community trust, Oulder Hall Leisure Complex and 1 commercial sports hall David Lloyd Manchester North venue.

Overall use is estimated at 72% of capacity. However public sports halls have higher estimate of near to 100% except Littleborough Sports Centre estimated to be 70%.

In terms of QUANTITY of sports hall provision the findings are that, supply comfortably exceeds demand in 2018 and the hard evidence does not indicate a deficit of supply to meet demand, so there is potential to look flexibly going forward.

In terms of SCALE of provision there is an extensive supply of 13 sports halls of 4 badminton court size, plus two larger venues. So an extensive supply which is of a scale to provide for all indoor hall sports. The hard evidence data does not indicate an issue in terms of the scale of the sports hall venues

In terms of AVAILABILTY and distribution of the demand for sports halls, the hard evidence findings are that there is a draw effect to the public leisure centres and that these venues are very busy/full. The scope to re-distribute demand does exist because there is sufficient quantity/supply of sports halls. However, the quality of the education sports halls does not appear to be as good as at the public leisure centres and therefore may present challenges in increasing access to education venues.

Summary and conclusions

The overall summary is that the Rochdale supply of sports halls is greater than the Rochdale demand for sports halls in both years. The supply of sports halls available for community use in both 2019 and projected to 2037 equates to 67 badminton courts in both years. The Rochdale demand for sports halls equates to 60 badminton courts in both years.

Furthermore there are two new secondary schools to be provided in Rochdale and it is anticipated they will open by 2022. The new schools are in Littleborough, unnamed at present and in Bowlee, the Edgar Wood Academy The new schools will be owned and operated by Academy Trusts and each will have a 4 badminton court size sports hall. The understanding is that each school will provide for community use but the details of the hours and types of community use are not known at this stage.

Assuming the school's sports halls are provided and operate on this basis, the supply of sports halls across the Borough from 2022 onwards available for community use, will increase by a total of 8 badminton courts to 75 badminton courts. Demand will be unchanged at 60 badminton courts and so the difference between the Rochdale supply of sports and the Rochdale demand increases to 15 badminton courts.

So there is enough supply to meet demand in both years and a very high level of the Rochdale demand is located inside the catchment area of a sports hall. As reported in the issues and options, the nearest sports hall for over 80% of the Rochdale demand, is a sports hall located within the Borough. Also there is a very close correlation between the location and catchment area of the Rochdale sports hall sites and the location of the Rochdale demand for sports hall.

The sports halls are estimated to be busy with some working headroom before the Sport England benchmark of a venue being comfortably full at 80% of capacity used at peak times is reached. The estimated used capacity of the sports halls, as a Borough wide average, is 72% of capacity used at peak times. This means there is a working headroom of 6% of unused capacity before the Sport England benchmark of 80% of capacity used at peak times is reached.

The findings on sports hall capacity used at each sports hall site, does vary from the Borough wide average, *(Note: this does not include the impact of the two new secondary school sports halls opening in 2022 and assuming they are available for community use).*

This will decrease the Borough wide average estimate for used capacity and it is not possible to say by how much, because the actual number of hours for community use will determine the change. A reasonable assumption is that the Borough wide average for sports hall capacity used is then between 69% - 72% in the weekly peak period).

There is some unmet demand for sports halls and this equates to 8% of total demand, or, just fewer than 5 badminton courts, in both years. There is no one location where unmet demand is clustered enough to consider further provision of sports halls.

In what may appear to contradict preceding findings, nearly 90% of the total unmet demand is demand located outside the catchment area of an existing sports hall, and this equates to 4.2 badminton courts.

Unmet demand outside catchment will always exist because it is not possible to get complete geographic coverage, whereby all areas of an authority are inside the catchment area of a sports hall, especially when the walking catchment area is only 20 minutes or 1 mile

The important point is not that there is unmet demand outside catchment, but the scale and at 4.2 badminton courts, it is a very low level of demand located outside catchment. For context, Rochdale has 67 badminton courts available for community use in both years and this becomes 75 badminton courts when the two new secondary schools open in 2022.

The demand finding is that the demand for sports halls is virtually unchanged up to 2037. Both runs assume the same participation rates for hall sports for each gender and for 5 year age bands, it is not unusual for this demand projection to occur.

Conclusions

The overall conclusion is that the existing supply of sports halls across Rochdale can meet the projected Rochdale demand up to 2037.

The sports hall locations and catchment areas correlate very closely with the location of the Rochdale demand for sports halls. There is no need to change the location of the sports halls sites, for purposes of trying to increase access to sports halls for Rochdale residents, the sites are already in the best places for accessibility, even more so with the two new secondary school identified for Littleborough and Bowlee.

The requirement is the need to keep the existing stock of modern public leisure centres sports halls well maintained over the period to 2037.The average age of the sports halls in 2019 is 25 years but this is a bit misleading as 9 of the sports hall sites have opened post 2000. Unusually, the most recent sports halls are the public leisure centres, with 3 venues having opened post 2009 Of the eight pre 2000 sports hall sites, six have been modernised, so there is a good record of modernisation.

It is possible that if there is to be increased use of education venues further modernisation will be needed, as the quality offer is not as good as the public leisure centres as evidenced by the school responses.

5. Assessment of Need and Evidence Base – Swimming

Introduction

5.1 The assessment of need and development of the evidence base for swimming pools adopts the same ANOG methodology which has been applied in the sports halls assessment.

5.2 In August 2018 Rochdale Council working with Sport England, applied the facility planning model (fpm) to assess the current and future supply, demand and access to swimming pool provision across Rochdale.

5.3 This section sets out the results of the assessment of need and development of the evidence base for swimming pools. The full FPM report for swimming pools is set out in Appendix D to the strategy.

Overview

5.4 Rochdale Borough has 12 individual pools on 8 swimming pool sites in 2018, importantly five of these pools have opened since 2000 and three public swimming pools have opened since 2009 providing clear evidence of the Council's commitment to health and wellbeing across the Borough.

5.5 5 pool sites have opened post 2000, The 3 public swimming pool sites (Heywood, Middleton and Rochdale) all opened since 2009, the pools are therefore new and good quality. Each site has a main pool and a separate teaching/learner pool with an extensive swimming offer which has grown considerably over the past two years.

Proportion of Water Space per 1,000

5.6 Rochdale has the second highest provision of water space based on water space per 1,000 population when compared with the neighbouring local authorities. Rochdale 12 sq. metres of water per 1,000 population and Manchester highest supply 15 sq. metres of water per 1,000 population.

5.7 Rochdale generates a demand for 2,308 sq. metres of water. Total supply is 2,086 sq. metres of water. Therefore, demand for swimming pools exceeds the Rochdale supply by 222 sq. metres of water in 2018.

5.8 There is very close correlation between the location and catchment area of the swimming pools and Rochdale demand with over 90% of the Rochdale demand for swimming pools located inside the catchment area of a swimming pool.

5.9 This correlation means there is excellent accessibly for Rochdale residents. Nearest pool for where 80% of the Rochdale demand is a pool located in the Borough.

5.10 Total unmet demand outside the catchment area of a pool is 164 sq. metres of water. This is an insufficient level of unmet demand in 2018, to consider increasing pool provision on grounds of increasing accessibility.

5.11 Unmet demand is highest in the area north of Rochdale Leisure Centre and south to Castleton swimming pool. Total unmet demand in this area is around 50 sq. metres of water however there is not a hot spot of high unmet demand.

Capacity

5.12 As a Borough average at 77% of pool capacity used at peak times, the swimming pools are estimated to be slightly above the Sport England pools full comfort level of 70% of pool capacity used

5.13 The three public swimming pool sites are estimated to be at between 94% and 100% of pool capacity used. The reasons are the draw effect of most modern pools and the widest public/club accessibility

5.14 There is insufficient unmet demand for swimming pools in 2018 to consider further provision of swimming pools. Unmet demand is highest in the area north of Rochdale Leisure Centre and south to Castleton swimming pool. However, the total unmet demand in this area is only in a range of 43 – 55 sq. metres of water and could not be considered a hot spot location or cluster of high unmet demand.

5.15 However, the public swimming pool sites at Middleton Arena and Rochdale Leisure Centre are estimated to have 100% of pool capacity used at peak times, whilst at Heywood Leisure Centre it is estimated to be 93% of pool capacity used at peak times

5.16 A key question will be, what is the scope to re-distribute demand through pool programmes, so as to reduce the used capacity of the public swimming pool sites at peak times? Secondly, what will be the impact of the projected housing growth across the Borough over the strategy period to 2029?

5.17 Swim England have commented that the priorities for Rochdale are learn to swim for the community, developing the swimming club structures to competition at all levels. Specifically, they would like to see consideration of the provision of additional moveable spectator seating to expand competition.

5.18 The following information provides a number of issues and options following consultation with the Council on how much will demand increase and what is the capacity of the swimming pools sites to absorb any additional demand.

Key Issue 1 - Castleton aspires to add a learner pool on the site, for swimming lessons however is there a need for this additional water from a supply and demand perspective?

The context findings are:

5.19 The rationale for a teaching learner pool is for learn to swim activities.

5.20 The Rochdale Borough demand for swimming in 2018 exceeds the Rochdale supply by 222 sq. metres of water in 2018.

5.21 The Rochdale unmet demand for swimming (based on the catchment area of pools and across LA boundaries) is 8% of total demand and this equates to 184 sq. metres of water. Of this total, 90% is from unmet demand located outside the catchment area of a pool and 10% is from lack of swimming pool capacity. Unmet demand is distributed quite evenly in low values across the Borough. It totals around 30 sq. metres of water in an area east of Castleton pool and south of Rochdale Leisure Centre.

5.22 Projected population in the 0 – 14 age range in Rochdale projected to be static 2018 – 2028. So, no change in the current school age population/demand for learn to swim by children up to age 11, as part of the National Curriculum learn to swim requirement.

5.23 Four of the total 8 swimming pool sites in the Borough have a main pool AND a teaching learner pool. These are the three public leisure centre pool sites and Oulder Hall Leisure Complex. So, scope for learn to swim in dedicated pools already exists in 50% of the total pool sites.

Overall summary

5.24 The supply, demand and access findings suggest no further need for a teaching/learner pool in the Borough. On the hard evidence data, there is sufficient supply of dedicated teaching/learner pools at accessible locations to meet demand for learn to swim. Also, the unmet demand from lack of pool capacity is 18 sq. metres of water (unmet demand in total is 184 sq. metres of water). Adding, further learn to swim pools would appear to add more choice for the same level of demand, and potentially lower usage/programmes at existing venues.

Caveats to these findings:

5.25 What is the take up of learn to swim programmes at the public leisure centres – do they have more demand than they can programme? Is there a sustained increase in adults learn to swim programmes, or, can they accommodate all the demand?

5.26 Does the Castleton pool owner, have a potential swim school partner and is there a business case? Or is it just based on knowing learn to swim is a big user of pools and generates income?

Key Issue 2 - Wardle High School pool has recently re-opened under a local management agreement. However, is this needed from a supply and demand perspective?

The context findings are:

5.27 Much of above applies and this excludes Wardle Academy. In theory opening up this site eliminates the unmet demand. However, Wardle Academy is only a 20m x 10 metre pool, constructed in 1985 and according to the data has not been modernised. So, there may well be a need to modernise/adapt the pool and the changing accommodation to attract users.

5.28 It is unlikely a pool of this age and dimensions is going to appeal to swimming clubs. Also, they have a choice of three modern public leisure centre swimming pools, plus Oulder Hall, all of which have pool dimensions suitable for club development.

5.29 Scope for learn to swim is limited – previous points - and it is not known if the depth range of the Wardle pool, is suitable for learn to swim.

Overall summary

5.30 The Borough wide supply and demand findings, plus the Wardle pool dimensions, its age and being unmodernised; all mean the case for re-opening the pool is not strong. It is challenging to see the potential programme of use at this pool, which cannot/is not already being met at other more modern and accessible pool sites.

Caveats to this finding:

5.31 Possibly the school has developed a business case for the pool and is looking to develop new markets, or, attract demand from existing pools. The school may possibly have a focus on school learn to swim programmes, which it considers is not being met.

Section 5: Assessment of Need and Evidence Base – Swimming Issues and Options. What does this mean for Rochdale?

From a performance perspective the swimming pools performing above our benchmark range across all centres with particularly strong growth over the past two years from increases in the learn to swim programmes managed by L4L.

From a needs perspective Rochdale Borough has 12 individual pools on 8 swimming pool sites in 2018, importantly five of these pools have opened since 2000 and three public swimming pools have opened since 2009 providing clear evidence of the Council's commitment to health and wellbeing across the Borough.

5 pool sites have opened post 2000, The 3 public swimming pool sites (Heywood, Middleton and Rochdale) all opened since 2009. Each site has a main pool and a separate teaching/learner pool with an extensive swimming offer which has grown considerably over the past two years.

Rochdale has the second highest provision of water space based on water space per 1,000 population when compared with the neighbouring local authorities. Rochdale 12 sq. metres of water per 1,000 population and Manchester highest supply 15 sq. metres of water per 1,000 population.

Rochdale generates a demand for 2,308 sq. metres of water. Total supply is 2,086 sq. metres of water. Therefore, demand for swimming pools exceeds the Rochdale supply by 222 sq. metres of water in 2018.

Total unmet demand outside the catchment area of a pool is 164 sq. metres of water. This is an insufficient level of unmet demand in 2018, to consider increasing pool provision on grounds of increasing accessibility. Unmet demand is highest in the area north of Rochdale Leisure Centre and south to Castleton swimming pool. Total unmet demand in this area is around 50 sq. metres of water however there is not a hot spot of high unmet demand.

Capacity - As a Borough average at 77% of pool capacity used at peak times, the swimming pools are estimated to be slightly above the Sport England pools full comfort level of 70% of pool capacity used.

However, the public swimming pool sites at Middleton Arena and Rochdale Leisure Centre are estimated to have 100% of pool capacity used at peak times, whilst at Heywood Leisure Centre it is estimated to be 93% of pool capacity used at peak times.

A key feature is the scope to re-distribute demand through pool programmes, so as to reduce the used capacity of the public swimming pool sites at peak times?

Summary and conclusions

The overall summary is, that whilst the Rochdale demand for swimming pools is greater than supply, over 90% of the Rochdale demand for swimming can be met in both 2019 and 2037, by the existing supply and location of the swimming pool sites.

This is because (1) the public leisure centres in Rochdale are: modern and very extensive in scale; they are located in the areas of highest demand for swimming within the Borough and can accommodate the full range of swimming activities – it is an extensive all round swimming offer and the pool sites have a draw effect. (2) Some Rochdale residents live closer to a swimming pool in a neighbouring local authority than a pool in the Borough. These pool sites have enough swimming pool capacity pools to meet the demand from Rochdale, notably in Oldham, Manchester and Bury. These are the combined reasons for over 90% of the Rochdale demand for swimming can be met in both years.

There is some unmet demand for swimming, and this may appear to contradict the comments already made. Total unmet demand is in a range of 173 sq. metres of water in 2019 to 182 sq. metres of water in 2017, so just bigger than a 20m x 4 lane pool, in total.

However, around 155 sq. metres of this unmet demand, is demand located outside the catchment area of a pool. Unmet demand outside catchment will always exist, because it is not possible, to achieve complete spatial coverage, whereby all areas of an authority are inside the catchment area of a swimming pool.

The key conclusion is that whilst unmet demand outside catchment exists, the scale, at 155 sq. metres of water (outside catchment), it is very small. The unmet demand is not clustered enough in any one location to consider increasing swimming pool provision, so as to increase access for residents.

The slightly surprising finding, is that the demand for swimming up to 2037, is projected to decrease slightly. The assessment is based on the same participation rates for swimming for each gender and for 5 year age bands in both years.

So the increase in demand for swimming from population growth, is offset by the ageing of the resident population. This interaction of the two demand drivers is having this slight impact in Rochdale, with a small decrease in the total demand for swimming.

Conclusions

Rochdale has enough swimming pools sites in the right locations to meet the projected demand for swimming up to 2037. The projected demand for swimming is not a driver for increasing the provision of swimming pools within the Borough.

The pool site locations and catchment areas correlate very closely with the location of the Rochdale demand for swimming pools. So much so that 90% of the Rochdale demand for swimming pools is inside catchment in both years. There is no need to change the existing swimming pool locations to ensure more accessibility for Rochdale residents. The pool sites are already in the best locations to meet the Rochdale demand for swimming pools.

As with the sports hall findings, the key requirement going forward is the need to keep the existing stock of modern public leisure centres well maintained over the period to 2037, and maintain the excellent swimming offer. The average age of the public leisure centre pool sites in 2019 is 8 years, the most recent public leisure centre is Rochdale Leisure Centre, which opened in 2012 but they will obviously age up to 2037.

In the next section we consider the Assessment of Need and Evidence Base for Health and Fitness.

6. Assessment of Need and Evidence Base – Health and Fitness

Introduction

6.1 To understand the adequacy of current provision to meet both current and future demand, this section sets out the audit of Health and Fitness provision.

ANOG Headings and Data Layout

6.2 Sport England defines health and fitness suites as those facilities providing fitness stations for both cardiovascular and strength training, more commonly known as gyms, and excludes spaces for aerobics and dance activities. The assessment below is based on the tools available from Sport England (although these are more limited than for other facilities). A key tool used by Sport England to assess the adequacy of health and fitness provision is the 'Active Places Power' database.

6.3 We have integrated the findings of the data within the ANOG headings above from an authority wide perspective. At the end of each of the four ANOG headings is a summary of the key findings.

Quantity of Provision – Supply across the Authority

6.4 There are 23 health and fitness venues in the Borough, providing a total of 2,012 health and fitness stations. The largest health and fitness centres are the 400 station Xercise4Less, 220 stations at JD Gyms and Pure Gym and 167 stations at the David Lloyd Centre. The largest local authority gym is the 120 station gym at Rochdale Leisure Centre.

6.5 The oldest gym is Epic Gym with 50 stations, and which opened in 1982. Five venues opened in the 1990's, ten venues opened in the 2000 decade and seven venues have opened post 2010. The most recent gyms opened in 2016, JD Gyms with 220 stations and Xercise4less with 400 stations. Therefore, two of the three largest gyms are the most recent to open. Details of all the health and fitness centres in Rochdale Borough are set out in Table 6.1 below.

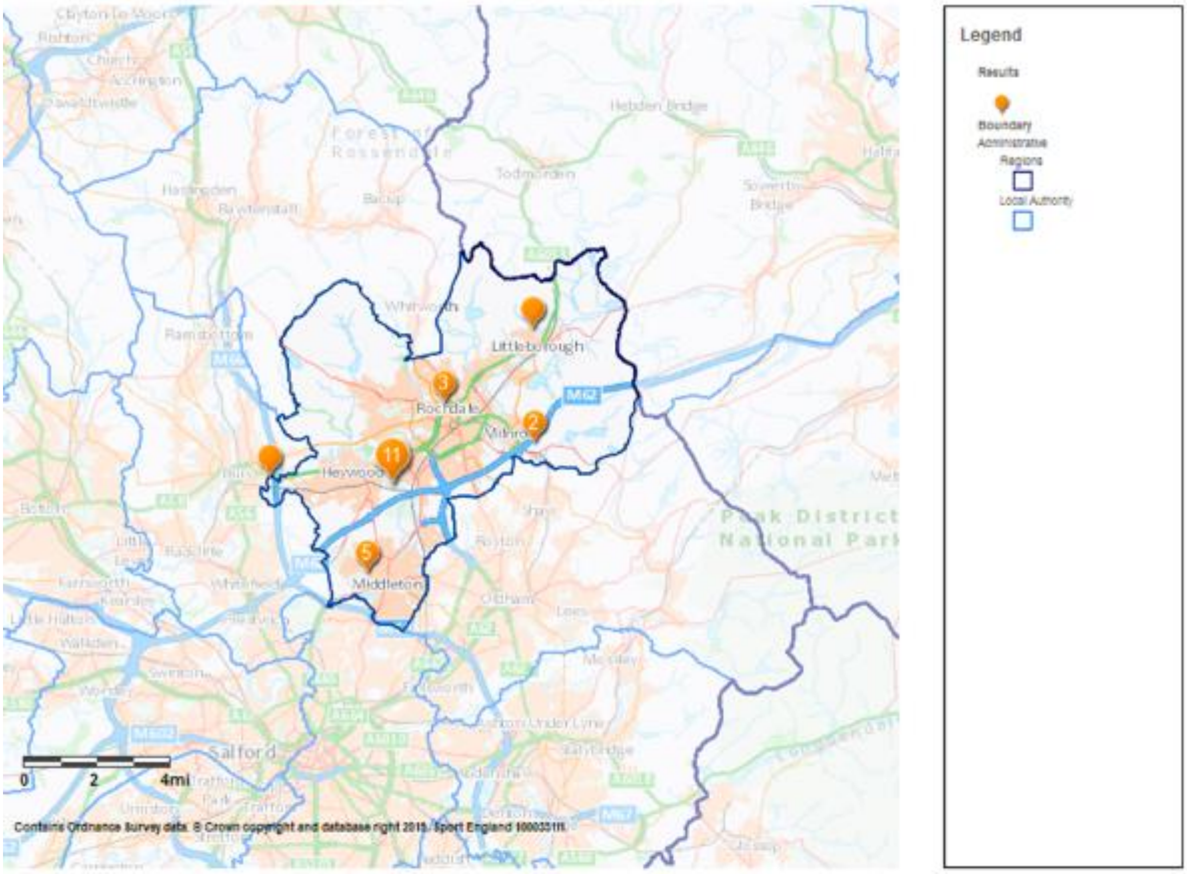
Table 6.1 - Health and Fitness Centres Rochdale 2018

Site Name	Post Town	Facility Type	Stations	Access Type	Ownership Type	Management Type	Year Built	Year Refurb
Body Matters	Rochdale	Health and Fitness Suite	70	Registered Membership Use	Commercial	Commercial Management	1996	2007
Body Matters Gym	Heywood	Health and Fitness Suite	100	Registered Membership Use	Commercial	Commercial Management	2010	
Bowlee Park Sports Centre	Manchester	Health and Fitness Suite	35	Pay and Play	Local Authority	Trust	1999	2017
David Lloyd Manchester North	Manchester	Health and Fitness Suite	167	Registered Membership Use	Commercial	Commercial Management	1997	2012
Epic Gym	Manchester	Health and Fitness Suite	50	Pay and Play	Commercial	Commercial Management	1982	2005
Evolution Physical Excellence Ltd	Rochdale	Health and Fitness Suite	85	Registered Membership Use	Commercial	Commercial Management	2008	2018
Falinge Park High School	Rochdale	Health and Fitness Suite	10	Private Use	Community School	School/ College/ University (in house)	2008	2014
Heywood Sports Village	Heywood	Health and Fitness Suite	100	Pay and Play	Local Authority	Trust	2010	
Hollingworth Academy	Rochdale	Health and Fitness Suite	30	Private Use	Academies	School/ College/ University (in house)	2000	
JD Gyms (Rochdale)	Rochdale	Health and Fitness Suite	220	Registered Membership Use	Commercial	Commercial Management	2016	
Littleborough Sports Centre	Littleborough	Health and Fitness Suite	40	Registered Membership Use	Local Authority	Trust	1995	2008
Matthew Moss High School	Rochdale	Health and Fitness Suite	16	Private Use	Community School	School/ College/ University (in house)	2011	
Mayfield Sports Centre	Rochdale	Health and Fitness Suite	19	Sports Club / Community Association	Commercial	Commercial Management	2006	2009
Middleton Arena	Manchester	Health and Fitness Suite	90	Registered Membership Use	Local Authority	Trust	2009	2014

Site Name	Post Town	Facility Type	Stations	Access Type	Ownership Type	Management Type	Year Built	Year Refurb
Oulder Hill Leisure Complex	Rochdale	Health and Fitness Suite	40	Registered Membership Use	Community	Commercial Management	2000	2011
Pure Gym (Rochdale)	Rochdale	Health and Fitness Suite	220	Registered Membership Use	Commercial	Commercial Management	1998	2013
Rochdale Leisure Centre	Rochdale	Health and Fitness Suite	120	Pay and Play	Local Authority	Trust	2012	
Siddal Moor Sports College	Heywood	Health and Fitness Suite	20	Private Use	Community School	School/ College/ University (in house)	2000	2011
Spa Naturel (Mercure Manchester Norton Grange Hotel and Spa)	Rochdale	Health and Fitness Suite	31	Registered Membership Use	Commercial	Commercial Management	2005	2012
St Anne's Academy	Manchester	Health and Fitness Suite	14	Private Use	Academies	School/ College/ University (in house)	2010	
The Sports Arena @Hopwood	Manchester	Health and Fitness Suite	35	Registered Membership Use	Further Education	School/ College/ University (in house)	2002	2013
Village Gym (Bury)	Bury	Health and Fitness Suite	100	Registered Membership Use	Commercial	Commercial Management	2001	2018
Xercise4less (Middleton)	Manchester	Health and Fitness Suite	400	Registered Membership Use	Commercial	Commercial Management	2016	

6.6 The location of the 23 health and fitness centres is shown in Map 6.1. There are 11 venues located in and around Heywood, 5 in Middleton, 3 in Rochdale town, 2 in Milnrow. 1 in Littleborough and 1 in Heap Bridge. So, there is a supply of gyms in all the main settlements across the Borough.

Map 6.1 - Location of the Health and Fitness centres Rochdale Borough 2018



SPORT ENGLAND

Sport England assumes no responsibility for the completeness, accuracy and currency of the information contained on this map/report. This information is taken from the Active Places Power website and its terms and conditions apply.
3/1/2019 15:46

Summary Assessment of the Quantity of Health and Fitness Provision
• The largest local authority gym is the 120-station gym at Rochdale Leisure Centre.   • The most recent gyms have been large scale with two of the three largest gyms opening since 2016.   • The supply of gyms is across the main settlements in the Borough.

Quality of Provision - Supply

6.7 The quality of health and fitness provision can often be dictated by the number of members at each site. If a site is not reaching the desired number of members or users due to quality (the age and condition of the building or the equipment), then members will often move from one site to another, especially in the low-cost market.

6.8 Information on the quality of the gyms is taken from Sport England Active Places Power, which highlights the age of the gym and refurbishment, this measure is used as a proxy for quality.

Table 6.2 - Age and refurbishment of Health and Fitness centres in Rochdale Borough

Year	Built	Refurbished
1980-1989	1	1 (2005)
1990-1999	5	2 (2007/8) 3 (2013/17)
2000-2009	10	1 (2009) 8 (2011/18) 1 (Not refurbished)
2010 - present	7	None

6.9 Overall, all of the 6 pre 2000 gyms have been refurbished, with 8 of the 2000 – 2010 gyms refurbished, and the exception is Hollingworth Academy 2000 and 30 stations. According to the data none of the 7 gyms opened post 2010 have been refurbished.

Summary Assessment of the Quality of Health and Fitness Provision:

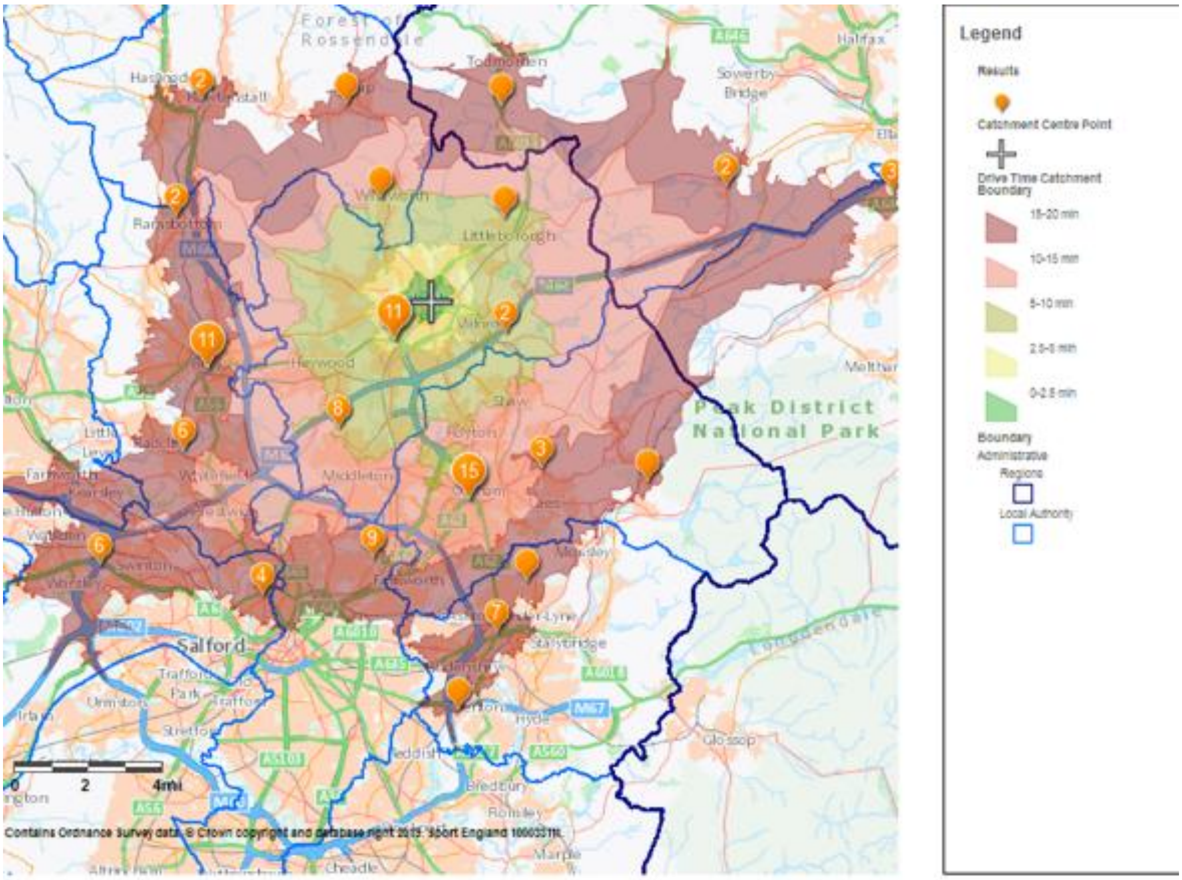
- Whilst some of the gyms range back over 20 years in age, many have been refurbished providing an extensive and modern supply of gyms across the Borough.

Accessibility of Provision - Supply

6.10 The location and 20 minute drive time catchment area for Rochdale Leisure Centre is shown in Map 6.2. The Rochdale Leisure Centre is selected because it is in the centre of the Borough, and it is best placed to assess the extent of the catchment area for health and fitness facilities.

6.11 The catchment area does extend to all of Rochdale Borough, with most of the Borough inside the 10 – 15 minute drive time band (light pink). As the map shows there are 11 gyms close to this location and which will also have a drive time catchment across all of the Borough. Overall there is access to a high number of gyms from all parts of the Borough.

Map 6.2 – Twenty-minute drive time catchment area for Rochdale Leisure Centre



Sport England assumes no responsibility for the completeness, accuracy and currency of the information contained on this map/report. This information is taken from the Active Places Power website and its terms and conditions apply. 3/1/2019 15:57

Summary Assessment of Accessibility of Health and Fitness Provision:
• There are a range of options available to the residents of Rochdale, with access to a high number of gyms from all parts of the Borough

Availability of Health and Fitness

6.12 Of the total stations, some 309 stations, which is 15.1% of the total number of stations, are available as pay and play. There are 1,598 stations which are available at the commercial membership gyms, 79.4% of the total number of stations. Of the remaining 105 stations, 5.2% are either private use or located in schools/colleges.

Summary Assessment of Availability of Health and Fitness Provision:
• The majority of stations are in commercial membership gyms (circa 79%) compared to pay and play (15%).

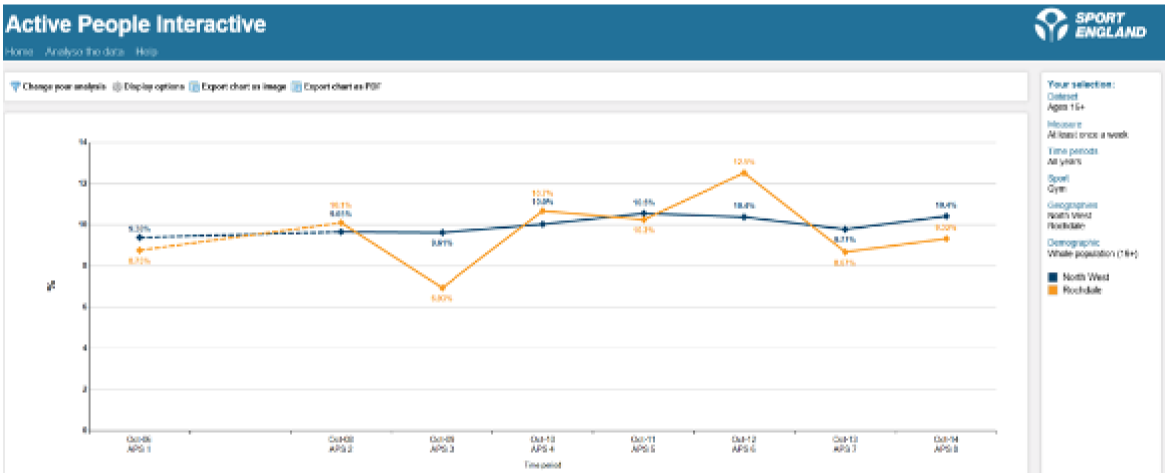
Demand

Active People Survey

6.13 The benchmark measure used in Active People is 1 x 30 minutes of activity, at least once a week. The Active People survey findings for gym participation is available at the Rochdale and NW Region levels for 2006 to 2013.

6.14 The findings are set out in Chart 6.1 and show the rate of participation for Rochdale (orange line) was 8.7% of adults participating at least once a week in 2006 and increased to 9.7% in 2013. For NW Region the participation rate was 9.3% of adults participating at least once a week in 2006, and 10.4% in 2013.

Chart 6.1 - Participation in health and fitness Rochdale and NW Region 2006 – 2013



6.15 Appling the Rochdale 2013 participation figure of 9.7% of adults participating at least once a week, to the 2018 Rochdale adult population (over 16 years) in 2018 of 173,800 people, generates 18,856 participants.

6.16 FMG Consulting applies a benchmark of each station having a capacity of 20 – 25 members per station and would use that figure in an assessment for Rochdale. So, when applying that to the Active People finding, this creates a demand of 754 and 942 stations, well within the current supply of 2,012 stations.

6.17 So, the Active People data would appear to be a large under estimate of the participation rate for health and fitness in Rochdale.

Active People Market Segmentation

6.18 The Sport England Active People Market Segmentation data can establish a profile of current and latent levels of participation and this is based on the Rochdale adult population.

6.19 Market Segmentation measures at least once a month participation and does differ from the Active People measure, of at least once a week participation.

6.20 Market Segmentation measures participation in gym AND also includes dance and exercise classes and so it is including studios in the ONE category.

6.21 Map 6.3 shows the percentage of the population who did one or more of these activities and the range is between 10.1% -20% of the Rochdale population participating at least once a month, a wide range.

6.22 Appling the rate of 10% and which is consistent with the Active People finding to the Rochdale adult population in 2018 of 173,800 creates 17,380 participants exercising at least once a month.

Map 6.3 - Percentage of the Rochdale population who do for gym dance and exercise classes and distribution of participation Rochdale Borough 2012

6.23 Market segmentation also measures latent demand and how many people would like to participate in gym, dance and exercise classes. These findings are set out in Map 6.4 and the finding is that between 5.1% – 10% of the Rochdale population would like to do gym and or dance and exercise classes. Taking the lower percentage this creates a latent demand of 8,690 participants.

Map 6.4 - Percentage of the Rochdale population who would like to do gym, dance and exercise classes and distribution of participation Rochdale Borough 2012

Overall Summary – Health and Fitness

6.24 The supply, demand, access and availability of Rochdale's Health and Fitness facilities has been assessed and reported on under the Sport England Assessing Needs and Opportunities Guidance (ANOG) headings for developing an evidence base for sports facilities.

6.25 The assessment and development of the evidence base has used and then interrogated the Sport England dataset for information on health and fitness for Rochdale, assessing the quantity, quality, accessibility and availability of the venues to support accuracy of data and outline the demand for the local authority facilities.

6.26 The summary of findings from the health and fitness assessment are:

- There are 23 health and fitness venues in the Borough providing a total of 2,012 health and fitness stations, so an average of 87 stations per venue.

- The largest health and fitness centres are the 400 station Xercise4Less, Middleton, JD Gyms and Pure Gym both with 220 stations and the David Lloyd Centre with 167 stations. The largest local authority gym is the 120 station gym at Rochdale Leisure Centre.

- Of the total stations, some 309 stations, 15.1% of the total number of stations are available as pay and play. There are 1,598 stations available at the commercial membership gyms, 79.4% of the total number of stations. The remaining 105 stations, 5.2% are either private use or located in schools/colleges.

- The oldest gym is Epic Gym with 50 stations, and which opened in 1982. Five venues opened in the 1990's, ten venues opened in the 2000 decade and seven venues have opened post 2010. The most recent gyms opened in 2016. JD Gyms with 220 stations and Xercise4less with 400 stations. So, two of the three largest gyms in the Borough are the most recent to open.

- There are 11 venues located in and around Heywood, 5 in Middleton, 3 in Rochdale town, 2 in Milnrow. 1 in Littleborough and 1 in Heap Bridge (Map 6.1). Therefore, there is a supply of gyms in all the main settlements within the Borough.

- All of the 6 gyms which opened before 2000 have been refurbished, 8 of the 2000 – 2010 gyms have been refurbished and Hollingworth Academy 2000 and 30 stations has not. According to the data, none of the 7 gyms opened post 2010 have been refurbished.

- The location and 20 minute drive time catchment area for Rochdale Leisure Centre is selected because it is in the centre of the Borough and it is best placed to assess the extent of the catchment area for health and fitness facilities. The catchment area for this venue extends to all of Rochdale Borough, with most of the Borough inside the 10 – 15 minute drive time band Map 6.2 shows there are 11 gyms close to this location and which will also have a drive time catchment across all of the Borough. Overall there is access to a high number of gyms from all parts of the Borough

- The Active People survey findings for gym participation is available at the Rochdale and NW Region levels for 2006 to 2013.The findings for Rochdale are that 8.7% of adults participated at least once a week in 2006 and this increased to 9.7% in 2013 (last year for which data is available). Applying the Rochdale 2013 participation figure of 9.7% of adults participating at least once a week, to the 2018 Rochdale adult population (over 16) in 2018 of 173,800 people, generates 18,856 participants.

Section 6 - Assessment of Need and Evidence Base: Health & Fitness Issues and Options. What does this mean for Rochdale?

There is an extensive supply of 23 health and fitness venues in Rochdale. An indication of the market is that two of the three largest gyms are the most recent to open in 2016, JD Gyms with 220 stations and Xercise4less with 400 stations.
The balance of supply very much favours commercial gyms, operating on a membership basis with 1,598 stations 79.4% of the total number of stations. Overall there is an extensive and modern supply of gyms across the Borough. There are gyms located in all the main settlements and all areas of the Borough are inside the 20 minute car catchment area of several locations. FMG Consulting applies a benchmark of each station having a capacity of 20 – 25 and would use that figure in an assessment for Rochdale. So, applying that to the Active People finding, creates a demand of 754 and 942 stations, well within the current supply of 2012 stations.

6.27 In the next section we consider some sport specific requirements following consultation with the Council.

7. Sport Specific Requirements & Opportunities

Introduction

7.1 In identifying the strategy for future facility provision, it is also important to understand the requirements of different sports. Therefore, following agreement with the Council this section considers the following sports:

- Athletics;
- Indoor Tennis;
- Indoor and Outdoor Bowls;
- Squash;
- Gymnastics;
- Golf
- Climbing;
- Cycling

7.2 This section sets out the audit of these sports, with the aim of understanding four key elements of supply under the ANOG headings:

- Quantity - how many do we have?
- Quality – how good are they?
- Accessibility - where are they located?
- Availability - how available are they?

Athletics

Quantity of Provision – Supply

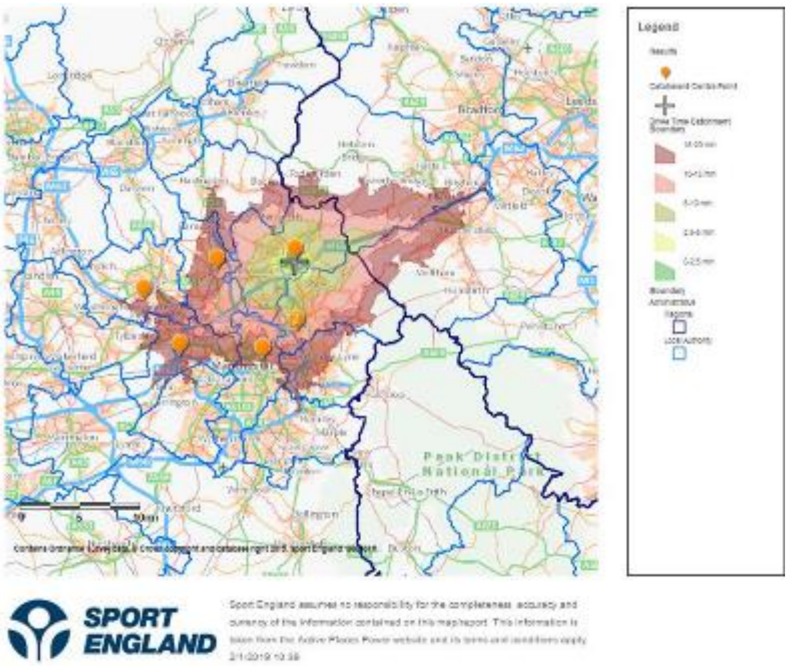
7.3 There is one all-weather athletics track in Rochdale Borough and it is the Kingsway Park Sports Centre and Athletic Track. A description of the venue is set out in Table 7.1 below.

Table 7.1 - Athletic track provision Rochdale Borough 2018

Site Name	Facility Sub Type	Floodlit	Lanes	Access Type	Ownership Type	Manage-ment Type	Year Built
Kingsway Park Sports Centre & Athletics Arena	Synthetic	Yes	6	Sports Club / Community Association	Local Authority	Trust	2005

7.4 The location of the venue and the 20 minute drive time catchment area of the track is set out in Map 7.1.

Map 7.1 - Location of the Kingsway Park Sports Centre and athletic track and 20 minute drive time catchment area



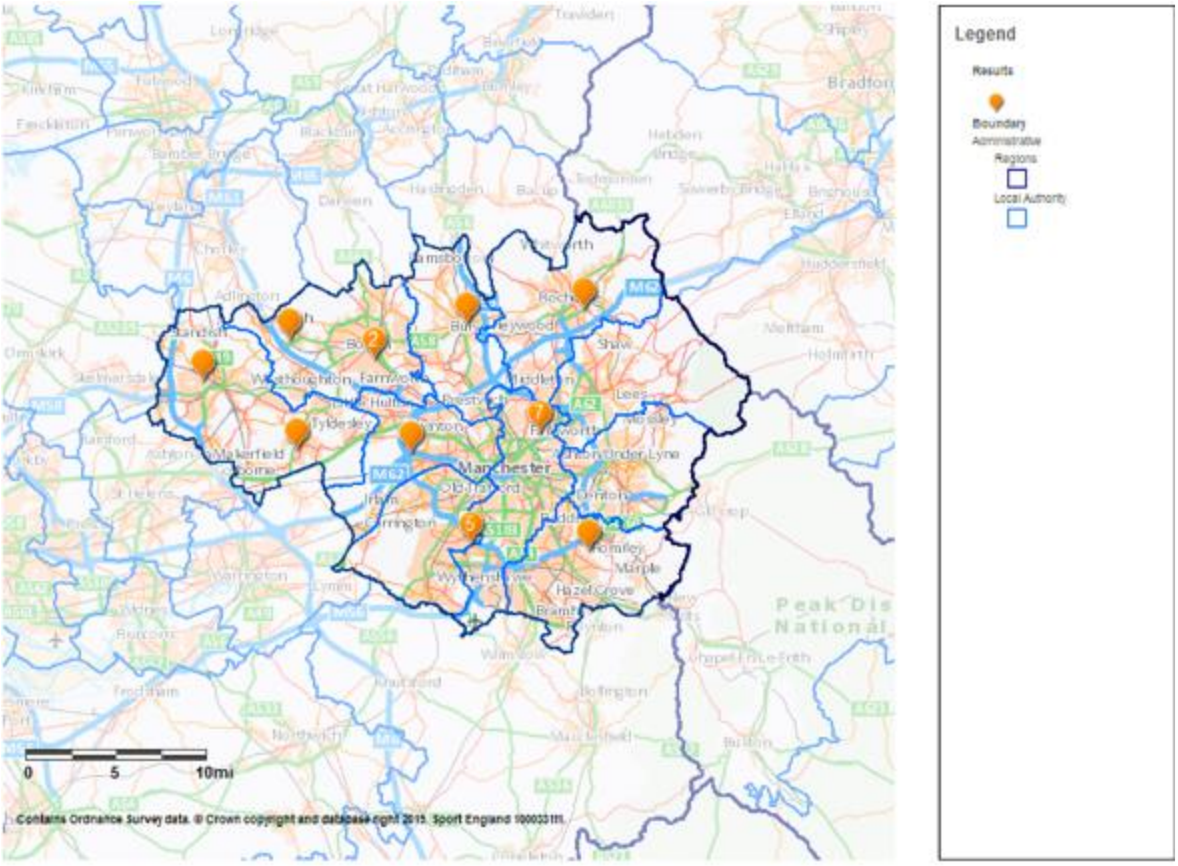
7.5 As the map shows there are 6 athletic tracks to the west and south of Rochdale and across Greater Manchester there are 19 athletic track venues. These are set out in Table 7.2 below and the tracks closest to Rochdale are in red typeface, the track locations are shown in Map 7.2.

Table 7.2 - Athletic Tracks in Greater Manchester

Site Name	Post Town	Facility Sub Type	Floodlit	Lanes	Access Type	Ownership Type	Management Type	Year Built	Year Refurb
Boggart Hole Clough Track	Manchester	Synthetic	Yes	6	Registered Membership use	Local Authority	Local Authority (in house)	1977	2002
Cleavley Track	Eccles	Synthetic	Yes	8	Sports Club / Community Association	Local Authority	Trust	1980	2007
Essa Academy	Bolton	Permanent Grass	No	6	Private Use	Academies	School/ College/ University (in house)	2011	
Kingsway Park Sports Centre & Athletics Arena	Rochdale	Synthetic	Yes	6	Sports Club / Community Association	Local Authority	Trust	2005	
Leigh Harriers Athletics Stadium	Leigh	Synthetic	Yes	8	Sports Club / Community Association	Local Authority	Sport Club	2008	
Leverhulme Park Community Leisure Centre	Bolton	Synthetic	Yes	8	Pay and Play	Local Authority	Commercial Management	1986	2005
Longford Park Stadium	Manchester	Synthetic	Yes	6	Sports Club / Community Association	Local Authority	Sport Club	1963	2007
Manchester National Squash Centre	Manchester	Synthetic	Yes	8	Pay and Play	Local Authority	Commercial Management	2002	
Manchester Regional Arena	Manchester	Synthetic	Yes	8	Sports Club / Community Association	Local Authority	Trust	2002	
Market Street Athletics Track	Bury	Synthetic	Yes	6	Sports Club / Community Association	Local Authority	Sport Club	1982	2011
Marlborough Road Academy	Salford	Permanent Grass	No	6	Private Use	Academies	School/ College/ University (in house)	2016	

Site Name	Post Town	Facility Sub Type	Floodlit	Lanes	Access Type	Ownership Type	Management Type	Year Built	Year Refurb
Marlborough Road Academy	Salford	Synthetic	No	6	Private Use	Academies	School/ College/ University (in house)	2018	
Radcliffe Athletics Centre	Oldham	Synthetic	Yes	8	Sports Club / Community Association	Community school	Trust	1999	
Richmond Park Athletics Stadium	Ashton	Synthetic	Yes	6	Pay and Play	Local Authority	Sport Club	1988	2004
Robin Park Leisure Centre	Wigan	Synthetic	Yes	8	Pay and Play	Local Authority	Trust	1998	2009
Usn Bolton Arena	Bolton	Synthetic	Yes	6	Pay and Play	Other	Trust	2001	
William Scholes Playing Fields	Stockton	Cinder	Yes	6	Pay and Play	Local Authority	Local Authority (in house)	1973	n/a
Woodbank Park Athletic Track	Stockton	Synthetic	Yes	6	Pay and Play	Local Authority	Sport Club	2016	2016
Wythenshawe Park	Manchester	Synthetic	Yes	8	Pay and Play	Local Authority	Local Authority (in house)	1987	1995

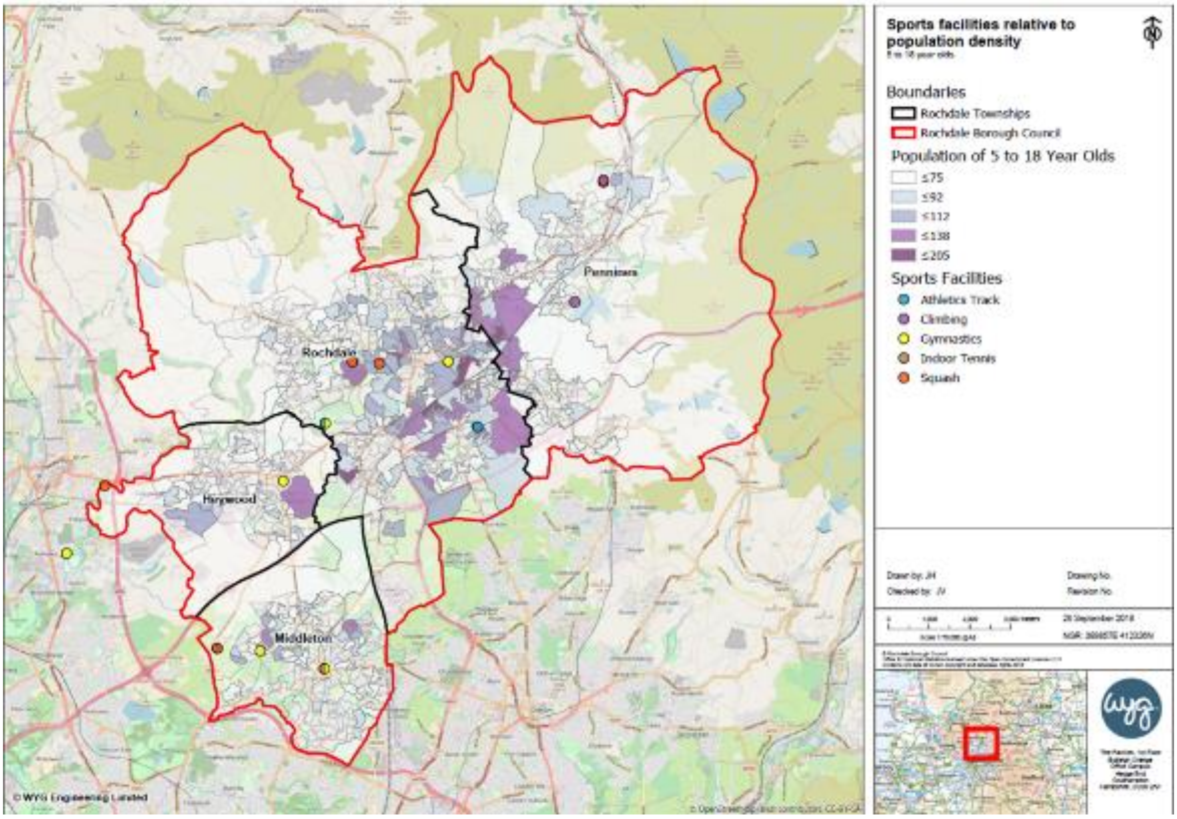
Map 7.2 - Athletic tracks provision Greater Manchester 2018



Sport England assumes no responsibility for the completeness, accuracy and currency of the information contained on this map/report. This information is taken from the Active Places Power website and its terms and conditions apply.
2/1/2019 10:58

7.6 The Kingsway Park Sports Centre athletics track is located in the area of the Borough where there is the highest population density for the 5 – 18 age group (Map 7.3 and dark blue dot) and so it is well located to meet the needs of young people and provide good local access.

Map 7.3 - Population density 5 – 18 year olds and sports facility provision Rochdale Borough



Summary Assessment of the Quantity of Athletics Provision
• There is only one all-weather synthetic athletics track in Rochdale, but there are a number of facilities located in Greater Manchester. • The Kingsway Park Sports Centre athletics track is located in the area of the Borough where there is the highest population density for the 5 – 18 age group and so it is well located to meet the needs of young people and provide good local access.

Quality of Provision – Supply

7.7 Active Places data shows the Kingsway Park track was opened in 2005 and according to the data the track has not been re surfaced. A recent UKA Report has confirmed the track is in reasonable condition.

7.8 The oldest track is located at Longford Park Stadium Manchester. The track was opened in 1963 and was last re- surfaced in 2002. Two tracks opened in the 1980's, and the nearest venues to Rochdale are the Radclyffe Athletics Centre in Oldham, opened in 1999 and the Market Street Athletics track in Bury, opened in 1982. In terms of the other venues located closest to Rochdale, these opened post 2000 and the most recent venues are the 2 venues in Manchester, opened in 2002.

7.9 The average age of the venues is 22 years, and this includes Kingsway Park but excludes the Longford Park track. It is quite an old stock of facilities and there have been no new athletic tracks opened in Greater Manchester since 2002.

7.10 Of the tracks located closest to Rochdale Borough, 4 have been re surfaced and according to the data, the most recent re-surfacing was at the Market Street track in Bury in 2011.

7.11 Four of the nearby tracks have an 8 lane track and three including Kingsway Park are 6 lane tracks, all the tracks are floodlight. Overall, the need for resurfacing at most, if not all of the tracks, is evident.

Summary Assessment of the Quality of Athletics Provision
• The Kingsway Park track was opened in 2005 and has not been refurbished since opening. • Furthermore, the average age of tracks across Greater Manchester is 22 years, with no new tracks since 2002 (except Kingsway Park), and the most recent resurfacing in 2011. • Therefore, the need for resurfacing at most, if not all of the tracks, is evident.

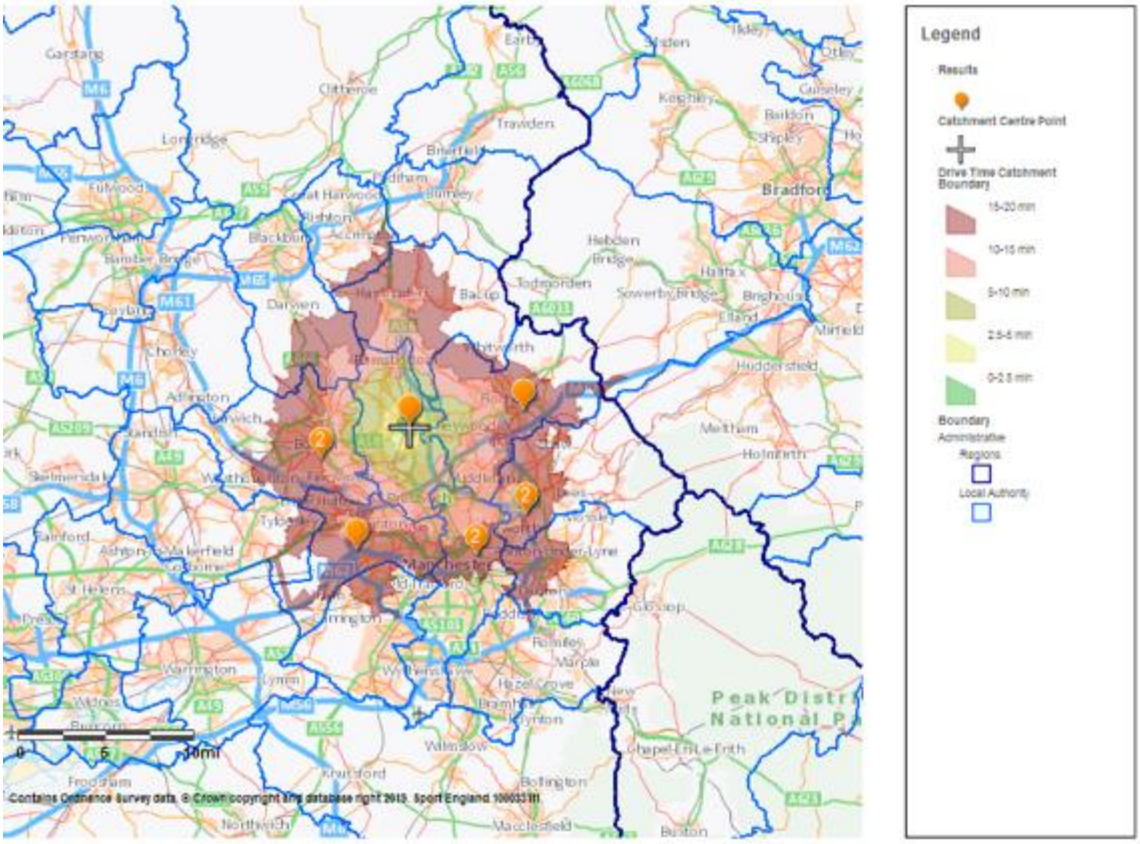
Accessibility of Provision – Supply

7.12 The findings on the 20 minute drive time car catchment area for the Kingsway track are set out already in this report, and it does extend across all of the Borough. The tracks in both Bury and Oldham are located close to the Rochdale boundary and between them, the 20 minute drive time catchment area of these venues does extend across virtually all of Rochdale Borough. The area outside catchment are the northern parts of the Rochdale and Pennines sub areas, but the population density in these areas is lower.

7.13 So, there are two alternative athletic track venues which in terms of location, car catchment area and accessibility could serve Rochdale Borough. Maps showing the 20-minute drive time catchment area for the athletic tracks locations in Bury and Oldham are set out in Maps 7.4 and 7.5 respectively.

7.14 However, the track in Oldham is poor quality and the Bury track whilst good has restricted availability and is considered by Rochdale Harriers to be at capacity.

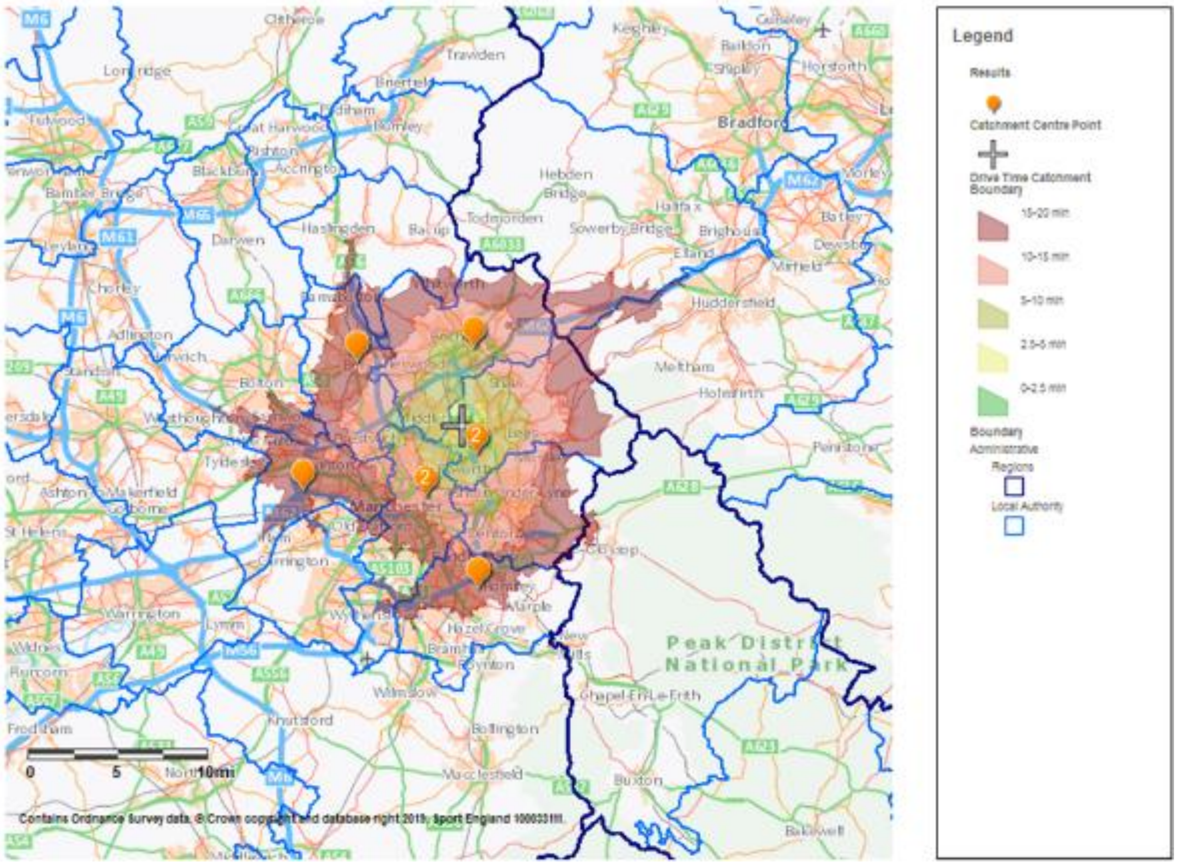
Map 7.4 - Location of the Market Street Athletics Track Bury, and 20 minute drive time catchment area



SPORT ENGLAND

Sport England assumes no responsibility for the completeness, accuracy and currency of the information contained on this map/report. This information is taken from the Active Places Power website and its terms and conditions apply. 2/1/2019 11:40

Map 7.5 Location of the Radclyffe Athletics Centre Oldham, and 20 minute drive time catchment area



Summary Assessment of the Accessibility of Athletics Provision
• The Kingsway Park track catchment area covers the entire Borough of Rochdale, whilst the Oldham and Bury tracks are close to the border.
• Between them, the catchment areas of these facilities also extend nearly across the Rochdale Borough. The only areas excluded are the northern parts of the Pennines and Rochdale sub areas, but the population density in these areas is lower.
• Therefore, there are two alternative athletic track venues which in terms of location, car catchment area and accessibility could serve Rochdale Borough.
• However, the track in Oldham is poor quality and the Bury track whilst good has restricted availability and is considered by Rochdale Harriers to be at capacity.

Availability of Provision – Supply

7.15 The Kingsway track and those in Bury and Oldham are all owned by the local authorities. There is provision for club based athletics with clubs at each venue, as well as availability for casual use by the public.

7.16 Both the Oldham and Bury venues have well established clubs which provide for track and field athletics for all ages and abilities.

Summary Assessment of the Availability of Athletics Provision
• Kingsway Park, Market Street (Bury) and Radclyffe Athletics Centre (Oldham) are all local authority owned, with clubs based at each venue alongside pay and play usage.

Demand for Athletics

Rochdale Harriers

7.17 Rochdale Harriers were established in 1894 and have been using the Kingsway track since it opened. The clubhouse facility is still located at Springfield Park, which they use in the summer for informal use. The club has circa 165 members, a good proportion of which are juniors and operates on Tuesday and Thursday evenings. The track provides a safe environment for juniors and 90% of junior activity takes place at Kingsway. Royton Road Runners, Middleton Harriers and Rochdale Tri also use the track on Monday and Wednesday evenings. There are very few events hosted at the track.

Active People

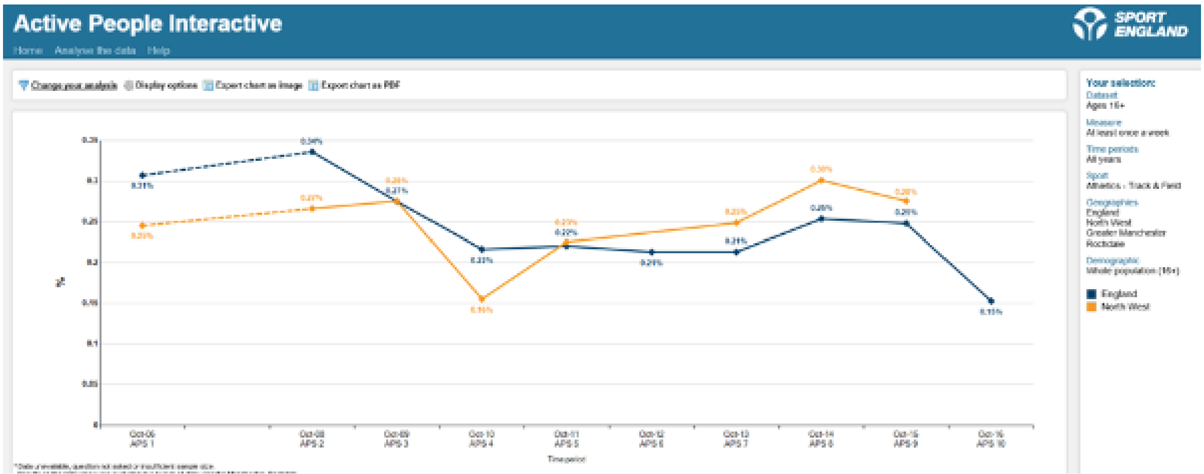
7.18 There is no established methodology for estimating the level of total demand, and latent demand for track and field athletics, as there is for swimming pools and sports halls. The benchmark measure used in Active People is 1 x 30 minutes of activity, at least once a week, although, the Active People survey findings for track and field athletics are only available at England wide level and North West Region.

7.19 The findings are set out in Chart 7.1 and shows the rate of participation for England wide (blue line) has declined from 0.31% of adults participating in 2006, to 0.15% in 2016. The findings for NW Region (orange line) is 0.25% of adult participating in 2006 and 0.28% in 2015, the most recent year for which data is available.

7.20 Limitations of the Active People data, apart from it only being available at England wide and NW Region levels, are that the data is for adults 16 upwards only, and so excludes participation by young people from age 6 – 15. It is therefore excluding a large part of the total participation in track and field.

7.21 Appling the NW Region 2015 participation figure of 0.28% of adults participating at least once a week, to the 2018 Rochdale adult population (over 16) in 2018 of 173,800 people, would generate 486 track and field athletes. However, this does exclude participation by young people aged 6 – 15.

Chart 7.1 - Participation in track and field athletics England wide and North West Region 2006 – 2016



Market Segmentation

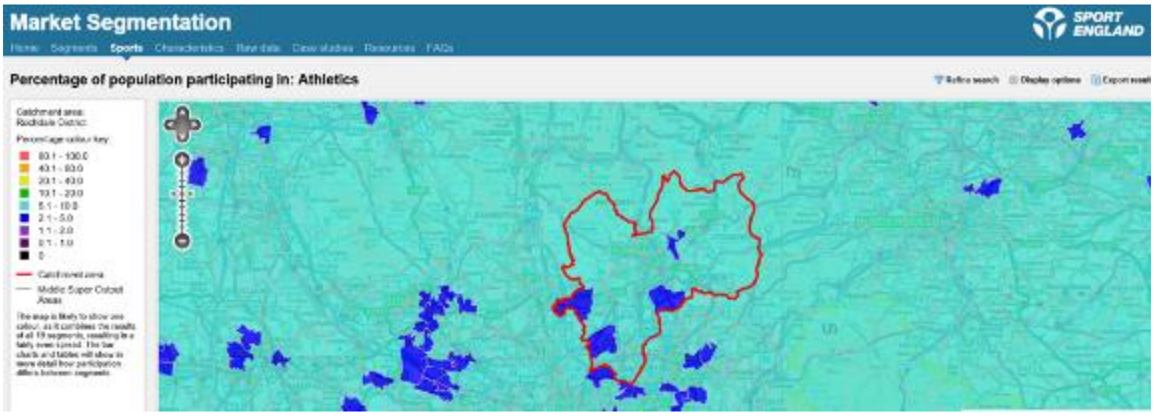
7.22 The Active People Market Segmentation data, can establish a profile of current and latent levels of participation and this is based on the Rochdale adult population

7.23 Market Segmentation measures at least once a month participation in 2012 and does differ from the Active People measure, of at least once a week participation. Also, Market Segmentation measures participation in in all types of athletics, so cross country, and road running, as well as track and field. Track and field participation are much lower than road running.

7.24 So overall the validity of the Market Segmentation data in measuring track and field athletics participation in Rochdale Borough is very limited.

7.25 Map 7.6 shows the percentage of the population who participated in athletics in Rochdale in 2012.

Map 7.6 - Percentage of the Rochdale population participating in athletics and the distribution of participation Rochdale Borough 2012



7.26 The map shows that in the turquoise areas, there are between 5.1 – 10% of the Rochdale adult population participating in athletics whilst in the blue areas, it is between 2.1 – 5%.

7.27 Appling the higher rate, as it is the majority of the Borough, a participation rate of 5.1% based on the Rochdale adult population in 2018 of 173,800 creates 8,690 athletes in **all types** of athletics. It is not possible to disaggregate the total, to identify the number of participants in the different types of athletics.

7.28 Furthermore, Market Segmentation findings for how many people, would like to participate in athletics, is set out in Map 7.7.

7.29 The finding is that between 2.1% – 5% of the Rochdale adult population would like to participate. Taking again the lower percentage, this creates a latent demand of 3,649 athletes for at least once a month participation and for **all types** of athletics.

Map 7.7 - Percentage of the Rochdale population who would like to do athletics and the distribution across Rochdale Borough 2012

Overall Summary – Athletics Tracks

7.30 The summary of findings from the athletics track provision are:

- There is one all-weather athletics track in Rochdale Borough, the Kingsway Park Sports Centre and Athletic Track. It is a 6 lane all-weather floodlit track and was opened in 2005. The 20 minute drive time catchment area of the track location covers all of Rochdale Borough.

- There are 6 athletic tracks to the west and south of Rochdale Borough and across Greater Manchester there are 19 athletic track venues (Map 7.2 and Table 7.2).

- The nearest venues to Rochdale are the Radclyffe Athletics Centre in Oldham opened in 1999 and the Market Street Athletics track in Bury opened in 1982 and last re-surfaced in 2012.

- The tracks in both Bury and Oldham are located close to the Rochdale boundary and between them the 20 minute drive time catchment extends across virtually all of Rochdale Borough (Maps 7.4 and 7.5), excluding the very northern parts of the Pennies and Rochdale sub areas, but the population density in these areas is low.

- The Kingsway track and those in Bury and Oldham are all owned by the local authority. There is provision for club based athletics, as well as availability for casual use by the public. Both the Oldham and Bury venues have well established clubs, which provide for track and field athletics for all ages and abilities and they also host events.

- So, there are two alternative athletic track venues which in terms of location, car catchment area, ownership, management and accessibility could serve Rochdale Borough, however there are quality and capacity issues.

- The participation data for athletics has limited validity for Rochdale Borough, this is because:

  1) the Active People participation data for track and field is only available at the England wide and NW Region levels and it only measures adult (16+) participation;

  2) Market Segmentation data is Rochdale specific but again only for adults and measures at least once a month participation;

  3) the data is for 2012; and,

  4) The Market Segmentation data includes all types of athletics, so cross country, and road running, as well as track and field. Track and field participation are much lower than road running.

- The Active People data seems the most appropriate proxy measure for Rochdale, as it measures track and field participation, and it is the most recent data, albeit it is the NW region data, applied to Rochdale's population.

- Appling the NW Region 2016 participation figure of 0.28% of adults participating at least once a week, to the 2018 Rochdale adult population (over 16) in 2018 of 173,800 people, would generate 486 track and field athletes. This does underestimate total participation, as it excludes participation by young people aged 6 – 15.

- There is good club use of the track by Rochdale Harriers, particularly in terms of juniors, which reflects the demographics.

Section 7 - Assessment of Need and Evidence Base – Athletics Tracks Issues and Options. What does this mean for Rochdale?

The conclusions and recommendations for athletic tracks are that, in terms of the supply and access data the Kingsway Park Sports Centre athletics track is of the right scale and in the right location to meet the needs of Rochdale Borough.

Estimating the demand for track and field athletics in Rochdale Borough is very constrained by the validity of the data, in terms of it being NW Region participation rate, applied to Rochdale and it only measures adult's participation. Based on this measure, there is an estimated 486 adult track and field athletes in Rochdale Borough.

On this basis, the scale and capacity of the Kingsway Park athletics track can meet the demand for adult's participation. However, young people's participation needs to be added to this demand estimate, so as to provide a total demand figure.

There is an extensive provision of athletic tracks in Greater Manchester with 19 tracks in total and 6 located in the area surrounding Rochdale Borough. The nearest venues to Rochdale, are the Radclyffe Athletics Centre in Oldham and the Market Street Athletics track in Bury. The combined 20 minute drive time catchment area of these tracks extends across Rochdale Borough, except the northern parts of the Rochdale and Pennines sub areas. There are however capacity and quality issues with these tracks.

Also whilst there is alternative provision, which in location and catchment area terms, could serve Rochdale Borough, many users of the athletic track are young people and basing alternative provision on just car catchments will limit local accessibly for young people.

The Kingsway Park athletics track is located in the area of the Borough with the highest population density for people aged 5 – 18. So, closure of this track would remove very local accessibly for young people. This is borne out by the club.

The loss of the Kingsway track would result in a provision gap and a loss of facility for the current club users. Overall, based on the data available and analysed, the recommendations are to retain the Kingsway Park Sports Centre athletics track, so as to meet the track and field needs of athletes in Rochdale Borough.

There does however need to be a pro-active strategy to work with the club users to maximise use of the track and the in-field and make the facility more sustainable. Longer term potential to consider alternative athletics offers in partnership with any new school developments, also alternative offers such as running routes.

Indoor Tennis

Definition of Indoor Tennis Centres

7.31 There are three main types of indoor court structures of which all three can be either temporary or permanent structures depending on where they are located and for how much of the year they are needed.

7.32 Air structures, more commonly known as 'bubbles' are relatively inexpensive and efficient to construct. Air structures usually comprise single- or multi-layered fabric, which are erected and supported using air pressure provided by substantial air blowers, which are also used to ventilate and control the climate within the bubble.

7.33 Fabric frame structures comprise a steel, aluminium or wood framework, with a fabric similar to the fabric used on air structures, stretched tightly over the framework. An inner lining is often used in places where the climate is variable, to help retain the heat in winter and resist it in the summer months. The structures have sloped walls, as they need to be able to cope with modest snow loads and high winds. Fabric frame structures are modular and usually cover between one and four courts. However, they can be designed to cover as many courts as necessary.

7.34 Steel is the most common material used to construct the frame of an indoor tennis centre. Steel buildings cost more to construct than air- or fabric-supported structures, but will offer better insulation, and therefore providing long term savings on the overall running costs of the building (mainly heating and air conditioning). If the building is well maintained it can last for up to 65 years.

Replace text from here to the end with a new section on indoor tennis

Quantity of Provision – Supply

7.35 There is one indoor tennis centres located in Rochdale Borough, details in the Table below.

7.36 Within Greater Manchester there are therefore 11 indoor centres at 9 sites, and which have a total of 59 indoor courts. Despite this, there are no centres located in the local authorities which share a boundary with Rochdale Borough. Of note is that there are 4 centres located in Bolton with different structures at some sites, and 5 sites in Manchester.

7.37 Overall, there are 8 centres which have a traditional structure, 2 air halls and 1 framed fabric structure. The details of all the centres are set out in Table 7.3.

Facilities per 1,000 population

7.38 A benchmark measure used in sports facilities assessments is facilities per 1,000 population.

7.39 Applying this measure to the local authorities which have an indoor centre is set out in Table 7.5 (the totals include all facilities on the database that are currently in operation).

7.40 The highest supply is in Bolton and Manchester based on this measure.

Table 7.5 - Indoor Tennis Centres per 1,000 population for Greater Manchester authorities 2018

	Population 2018	No of sites/ centres	No of courts	Courts/ 1,000
Rochdale	214,835	2	12	0.05
Bolton	285,451	4	15	0.052
Manchester	546,120	5	29	0.053
Stockport	292,298	1	9	0.03
Wigan	325,696	1	4	0.012

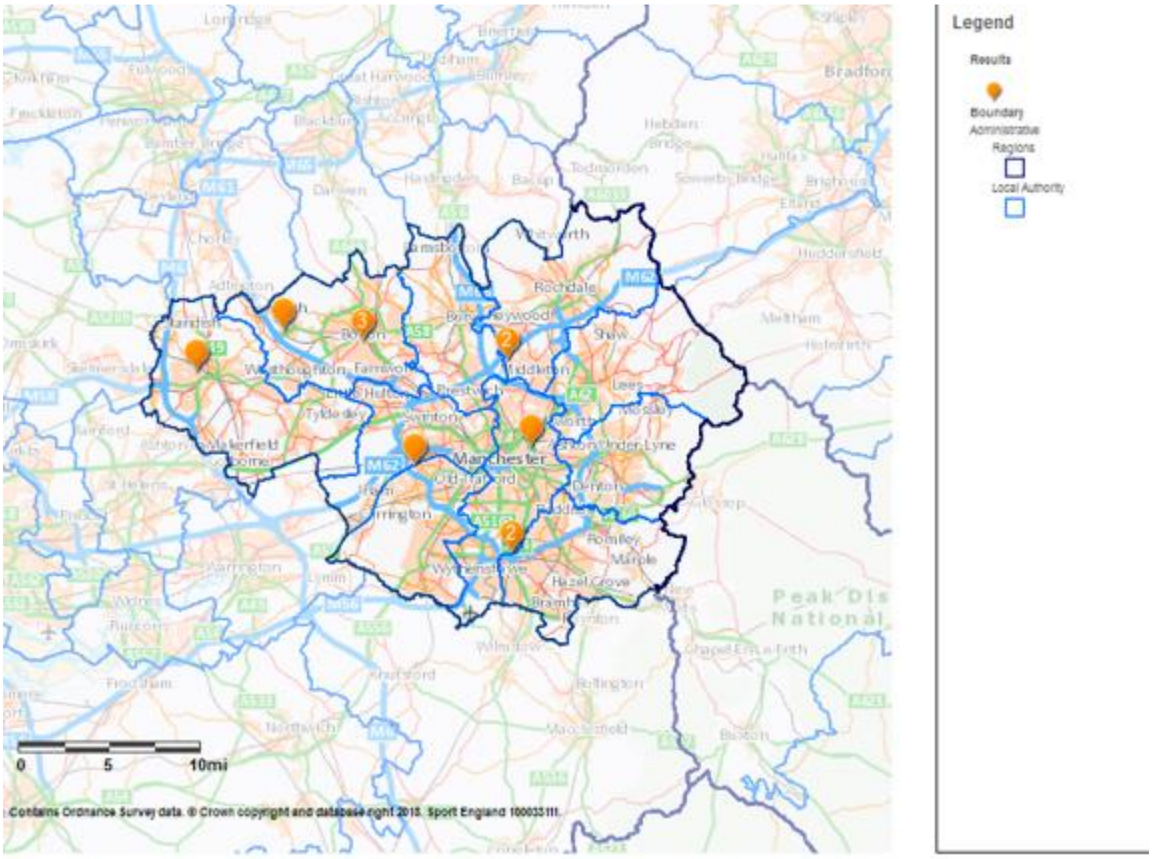
Summary Assessment of the Quantity of Indoor Tennis Provision

- There is one indoor tennis centres in Rochdale with a total of 12 courts, of which 9 are acrylic courts in a traditional structure (opened in 1967) and 3 are macadam courts, within an air hall structure (opened in 2013). All 12 courts are at one site, the David Lloyd Centre Manchester North
- There are 59 courts in the Greater Manchester area. The highest supply of courts is in Manchester and Bolton.
- There are 8 centres which have a traditional structure, 2 air halls and 1 framed fabric structure.

Accessibility of Provision - Supply

7.41 The location of the three indoor tennis centres in Greater Manchester is shown in Map 7.8.

Map 7.8 - Location of Indoor Tennis Centres Greater Manchester 2018



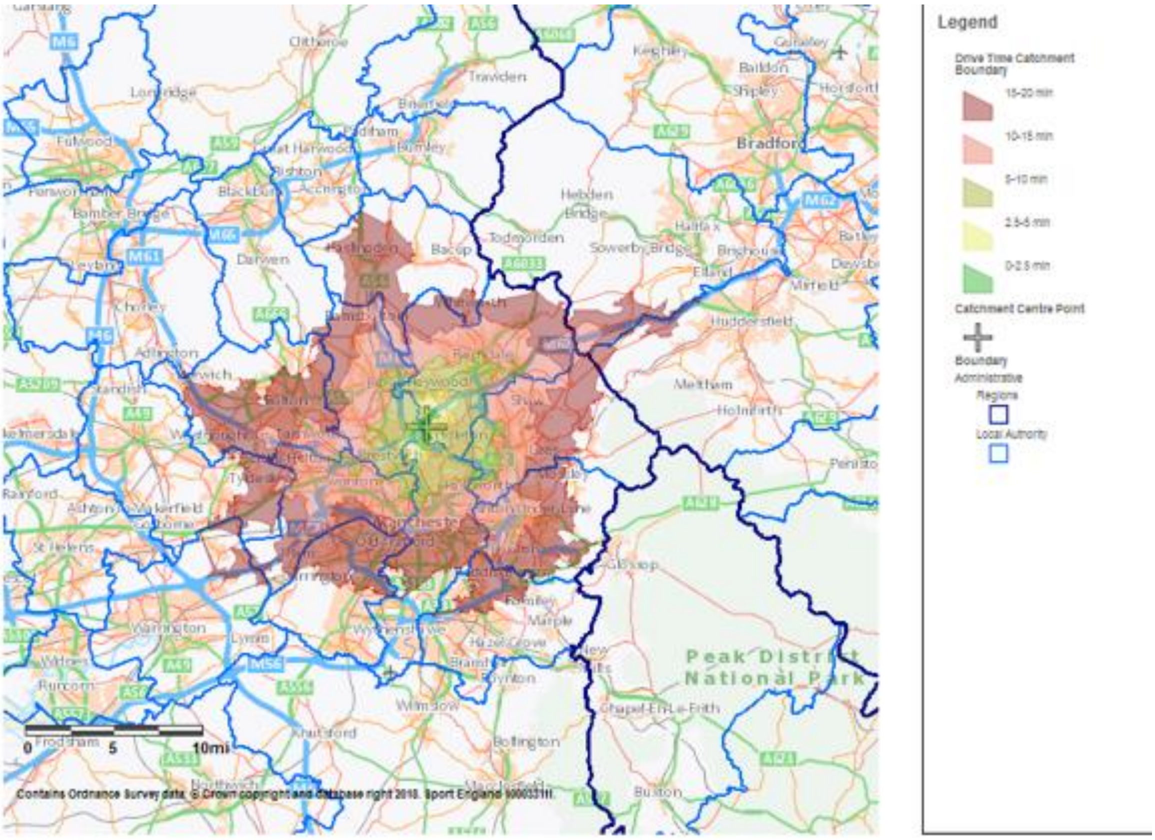
7.42 The indoor centre in Rochdale is the David Lloyd Club centre in North Manchester, which is an extensive centre with 9 courts in a traditional structure and 3 courts in an air hall.

7.43 The 20-minute drive time catchment area for this centre is shown in Map 7.9 below.

7.44 Most of Rochdale Borough is inside one of the five-minute drive time catchment bands, with most of the Borough inside either the 5 – 10 minute (dark green) or 10 – 15 minute drive time band (light pink).

7.45 Only the very top of the Rochdale and Pennine's sub areas of the borough are outside the 20-minute drive time catchment area and the population density in these areas is very low. Therefore, there is limited impact on the population/areas of the borough, outside the catchment area of the David Lloyd centre.

Map 7.9 – 20-minute drive time catchment area for David Lloyd Indoor Tennis Centre North Manchester



7.46 In terms of access to the indoor tennis centres, 3 venues are pay and play centres, these being 2 local authority centres, at Robin Park Leisure Centre Wigan (4 courts, 1998) and Manchester Tennis and Football Centre (6 courts, 2002). The third pay and play centre is Northern Lawn Tennis Club Manchester (3 courts, 1998). So, there is a reasonable level of pay and play centres albeit they are not the closest centres to Rochdale.

7.47 Furthermore, 7 centres are commercial centres and operate a membership system for access, details are provided in Table 7.4. One centre is located at Harper Green School, Bolton (2 courts, 1993) and according to the data has private use only.

Summary Assessment of the Accessibility of Indoor Tennis Provision
• The indoor centre in Rochdale is the David Lloyd Club centre in North Manchester. • Only the very top of the Rochdale and Pennine's sub areas of the Borough are outside the 20-minute drive time catchment area and the population density in these areas is very low. Therefore, there is limited impact on the population/ areas of the Borough, outside the catchment area of the David Lloyd centre. • Of the 11 facilities, 3 centres are pay and play facilities, of which two are local authority owned. There are 7 sites under commercial operation that require a membership, and 1 site that is private.

Availability of Provision – Supply

7.48 The David Lloyd Centre is a commercial centre and is available to the membership of the centre. There is no provision for pay and pay indoor tennis within Rochdale Borough.

Summary Assessment of the Availability of Indoor Tennis Provision
• The David Lloyd Centre is a commercial centre and is available to the membership of the centre. There is no provision for pay and pay indoor tennis within Rochdale Borough.

Demand for Indoor Tennis

7.49 Rochdale has 3 tennis clubs; Springfield, Milnrow and Queen's.

7.50 Sport England Active Places Power does not consider indoor tennis in the same degree of detail as some other facilities, and there is no 'ready reckoner' for assessing demand. It is possible however to assess demand in broad terms by reference to LTA data, as follows.

7.51 In 'Priority Project Funding, Policy and Operational Procedures', the LTA states that one indoor court can serve 200 regular tennis players. The Active People Survey found that about 0.25% of adults regularly participate (once per week) in tennis in North West region in 2016. This is the smallest geographical area for which data is available

7.52 Appling that percentage rate to the Rochdale Borough adult population in 2018 of 173,800, there is potential for 173,800 x 0.25 divided by 200 = just over 2 indoor courts for the whole Borough.

7.53 The LTA are finalising a National Indoor Facilities Strategy, which identifies Rochdale as a potential location for an indoor centre based on having '*high tennis prospects.*'

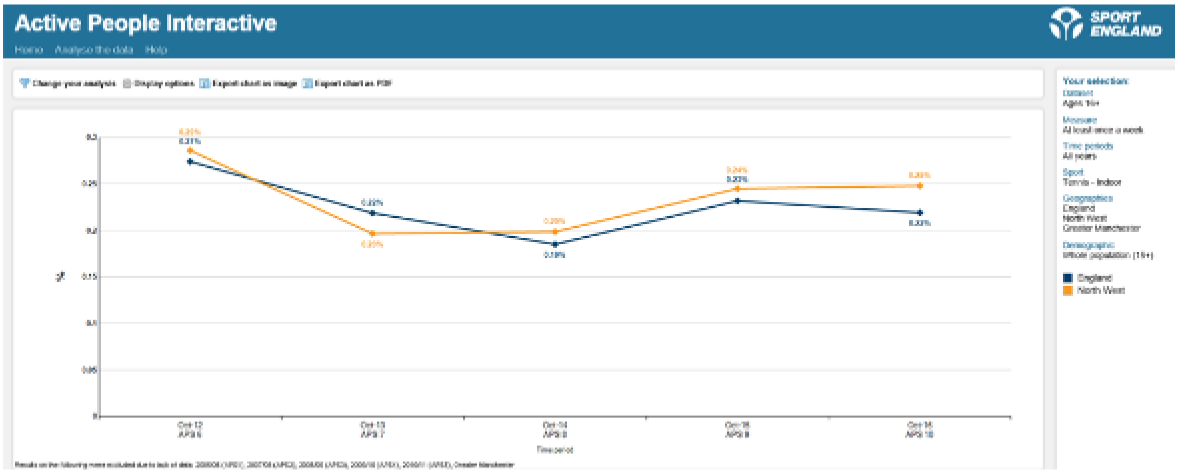
Active People Survey

7.54 The Active People surveys undertaken by Sport England between 2006 – 2016 does provides some indication of existing participation, although it is accepted that this does not equate exactly with demand, as the latter may be affected by current (or lack) of provision. However, the regularity of the surveys from 2006 to 2016 does provide consistent survey data on trends in participation.

7.55 The benchmark measure used in Active People is 1 x 30 minutes of activity, at least once a week. The Active People survey measures respondents from 500 interviewees in each local authority area. Given the sample size, often there are too few respondents for a particular sport or activity, to generate a reliable rate of participation. This does apply to sports where there is low level of participation and then the data for a region or nationally has to be used, to generate a participation rate, as set out for the LTA calculation.

7.56 For indoor tennis data is available at the England wide and North West Region level for 2012 – 2016. In 2016, some 0.25% of adults in the North West Region participated (orange line in Chart 7.2 below) and 0.22% people participated England wide (blue line in Chart 7.2).

Chart 7.2 - Participation in indoor tennis England and North West Region 2012 - 2016



7.57 Appling this NW region figure of 0.25% to the Rochdale adult population (over 16 years) in 2018 of 173,800 people, this would generate 435 indoor tennis players. It is not possible to identify how frequently these residents would participate, so as provide a participation rate. However, based on all 435 residents playing at least once a week, this could generate participation of 435 visits, which equates to the LTA capacity for 2 indoor courts.

Market Segmentation

7.58 The Active People Market Segmentation data can establish a profile of current and likely future levels of participation. Market Segmentation measures at least once a month participation and differs from the Active People measure of at least once a week participation. The data is also based on participation in both indoor and outdoor tennis and the data is from 2012, so whilst the data is specific to Rochdale Borough, there are some limitations in its application.

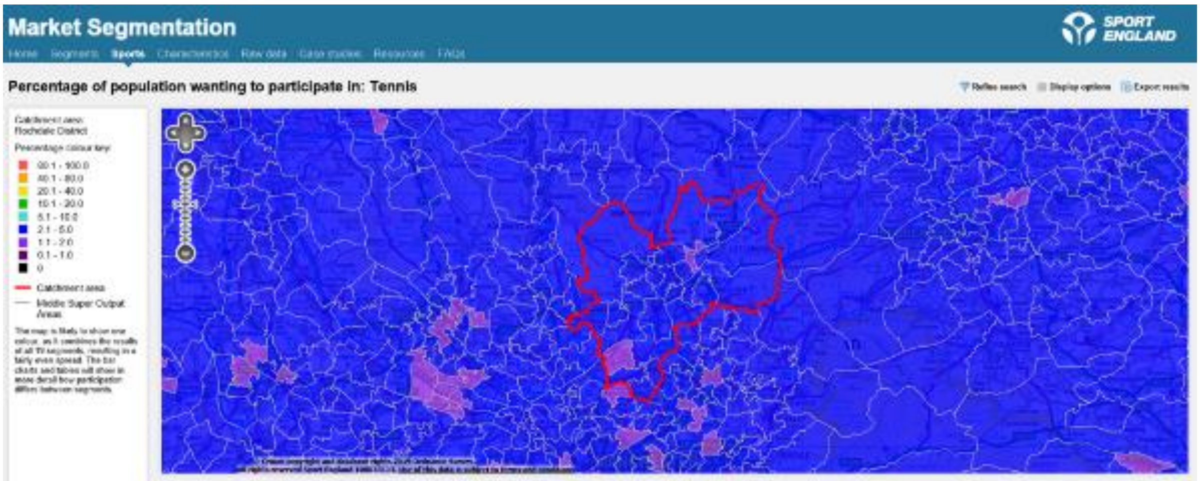
7.59 Map 7.10 below shows the percentage of the population who play indoor tennis in Rochdale in 2012. In the blue areas, this shows that between 2.1% and 5% of the population participate in tennis. In the purple areas it is between 1.1% and 2% of the population participating.

7.60 Appling the lower 1.1% – 2% participation rate, as it includes more of the Rochdale Borough area, to the Rochdale adult population of 173,800 people, this creates a demand for between 1,911 and 3,476 tennis players. However, it should be noted that it is not possible to say how many of these players would play indoor tennis because the assessment is based on both indoor and outdoor tennis.

Map 7.10 - Percentage and distribution of demand for Indoor Tennis Rochdale Borough 2012

7.61 Market Segmentation also measures latent demand and how many people would like to participate in in tennis. These findings are set out in Map 7.11 and the finding is that between 2.1 and 5% of the Rochdale adult population would like to play and this finding is for nearly all areas of Rochdale. Therefore, there is a very high level of latent demand for tennis, (both indoor and outdoor).

Map 7.11 Percentage and distribution of demand for people who would like to play Tennis Rochdale Borough 2012



Overall summary – Indoor Tennis

7.62 The summary findings from the indoor tennis assessment are:

- There is one indoor tennis centres in Rochdale Borough and it has a total of 12 courts, of which 9 are an acrylic surface and 3 are macadam.

- Within Greater Manchester there is a total of 11 indoor centres and a total of 59 indoor courts. There are no centres located in the local authorities which share a boundary with Rochdale Borough. Of note is that there are 4 centres located in Bolton and 5 sites in Manchester, there is one site in Stockport and one in Wigan.

- The indoor centre in Rochdale is the David Lloyd Club centre in North Manchester, which is an extensive centre with 9 courts in a traditional structure and 3 courts in an air hall.

- Most of Rochdale Borough is inside one of the five minute drive time catchment bands, (Map 7.9), with most of the borough inside either the 5 – 10 minute (dark green) or 10 – 15 minute drive time band (light pink). Only the very north of the Rochdale and Pennines sub areas of the Borough are outside the 20 minute drive time catchment area. The population density in these areas is very low, based on the population density mapping. So, there is limited impact on the population/ areas of the borough, outside the catchment area of the David Lloyd centre.

- In terms of access to the indoor tennis centres, 3 venues are pay and play centres, these being 2 local authority centres, at Robin Park Leisure Centre Wigan (4 courts, 1998) and Manchester Tennis and Football Centre (6 courts, 2002). The third pay and play centre is Northern Lawn Tennis Club Manchester (3 courts, 1998). Therefore, there is a reasonable number of centres which provide for pay and play, albeit they are not the nearest centres to Rochdale Borough.

- Of the remaining centres, 7 centres are commercial centres and operate a membership system for access, details in Table 7.4. Furthermore, 1 centre is located at Harper Green School, Bolton (2 courts, 1993) and according to the data has private use only.

- The LTA 'Priority Project Funding, Policy and Operational Procedures', states that one indoor court can serve 200 regular tennis players. The Active People Survey found that about 0.25% of adults regularly participate (once per week) in tennis in North West region in 2016. This is the smallest geographical area for which data is available. Applying that percentage rate to the Rochdale Borough adult population in 2018 of 173,800, there is potential for 173,800 x 0.25 divided by 200 = just over 2 indoor courts for the whole Borough. The LTA have identified Rochdale as a potential location for indoor provision.

- The Active People indoor tennis data is available at the England wide and North West Region level for 2012 – 2016 only. In 2016, some 0.25% of adults in the North West Region and 0.22% people England wide participated in indoor tennis (Chart 7.2). Appling this NW region figure of 0.25%, to the Rochdale adult population (over 16) in 2018 of 173,800 people, this would generate demand for 435 indoor tennis players. It is not possible to identify how frequently these residents would participate, so as provide a participation rate. However, based on all 435 residents playing at least once a week, this could generate participation of 435 visits, which equates to the LTA capacity for 2 indoor courts.

- Applying the Active People market segmentation data and findings for once a month participation and which is for Rochdale but includes indoor and outdoor tennis, generates a rate of between 1.1% – 2% participation who participate in tennis and this is for the vast majority of the Borough. It is also between 2.1% – 5% for a few small areas of the Borough (Map 7.10). Appling the lower rate to the Rochdale adult population of 173,800 people, creates a demand for between 1,911 and 3,476 tennis players. It is not possible to say how many of these players would play indoor tennis, because the assessment is based on both indoor and outdoor tennis.

Section 7 - Assessment of Need and Evidence Base – Indoor Tennis Issues and Options. What does this mean for Rochdale?

There are is one indoor tennis centres in Rochdale Borough and nearly all the Borough is inside the 20-minute drive time catchment area of the extensive David Lloyd Indoor Tennis Centre. This centre has 9 courts in a traditional structure and 3 courts in an air hall. The centre is operated on a membership basis.

There are 3 pay and play indoor tennis centres, 2 being local authority centres, at Robin Park Leisure Centre Wigan (4 courts, 1998) and Manchester Tennis and Football Centre (6 courts, 2002). The third pay and play centre is located at Northern Lawn Tennis Club Manchester (3 courts, 1998). Therefore, there is reasonable level of access to pay and play centres, albeit they are not the closest centres to Rochdale Borough.

There is no one consistent source/ methodology to calculate the demand for indoor tennis by Rochdale residents. The LTA 'Priority Project Funding, Policy and Operational Procedures', states that one indoor court can serve 200 regular tennis players. The Active People Survey found that 0.25% of adults regularly participated (once per week) in indoor tennis in North West Region in 2016. This is the smallest geographical area for which data is available.

Appling that percentage rate to the Rochdale Borough adult population in 2018 of 173,800 people, there is potential for 173,800 x 0.25 divided by 200 = just over 2 indoor courts for the whole Borough.

The Borough has one centre providing 12 courts of different surfaces. There is no one consistent source of data or methodology to identify the demand for indoor tennis by Rochdale residents. Based on the different methodologies, and notably applying the Active People participation rate for NW Region for indoor tennis to the Rochdale Borough population and the LTA data, identifies a demand for just over 2 indoor courts. Given the Borough is already supporting/has 12 indoor courts, then the demand sources are underestimating considerably the Rochdale demand for indoor tennis courts.

Overall the conclusions and recommendations are that Rochdale Borough would appear to have sufficient supply of indoor tennis courts at one centre, to meet the Rochdale Borough demand for indoor tennis.

The LTA have however identified Rochdale as a potential location for indoor provision in the National Indoor Facilities Strategy. Without site of the Strategy it is not clear what parameters are being used. Further discussions with the LTA will be required.

The centre in Rochdale Borough is the extensive David Lloyd Centre with a total of 12 indoor courts. Over 90% of Rochdale Borough is inside the 20-minute drive time catchment area of this centre. There are in addition 3 further centres in Manchester, with a total of 14 courts and 3 centres in Bolton with a total of 9 indoor courts. Therefore, there is a good supply of centres and courts which are accessible to the Rochdale Borough population, albeit these centres are operated on a membership system, with restricted access as a result.

Indoor Bowls

Quantity of Provision – Supply

7.63 There are no purpose-built indoor bowling centres in Rochdale Borough. There are three indoor bowls halls in Greater Manchester, as set out in Table 7.6. In total, there are 13 rinks at the three centres.

Table 7.6 - Indoor bowls halls in Greater Manchester

Site Name	Post Town	Rinks	Access Type	Seasonality	Ownership Type	Manage-ment Type	Year Built
Etherow Centre	Hyde	3	Pay and Play	All Year	Local Authority	Trust	2009
Oldham Leisure Centre	Oldham	4	Pay and Play	All Year	Local Authority	Commercial Management	2016
Ordsall Leisure Centre	Salford	6	Registered Membership / Pay and Play	All Year	Local Authority	Trust	1982

7.64 All three centres provide access for pay and play. Of note is that there is all year opening for all three centres. The April – August period will provide for recreational and casual play and possible club tournaments for the clubs located at the centre.

7.65 All three centres are owned by the local authority, two are managed by local authority trusts and the Oldham Leisure Centre is operated by the Council's commercial operator.

7.66 Also, of note, two of the centres have opened in recent years. The oldest centre is the Ordsall Leisure Centre opened in 1982 but was modernised in 2005. The most recent indoor bowls hall is located at Oldham Leisure Centre, opened in 2016. The indoor bowls hall is an integral part of a multi propose indoor leisure centre.

Facilities per 1,000 population

7.67 A benchmark measure used in sports facilities assessments is facilities per 1,000 population. However, applying this measure to indoor bowling centres reveals very little comparative information. This is because Oldham is the only neighbouring local authority to Rochdale which has a centre.

7.68 As a result, the findings also include Salford and Tameside, as they have centres. This is set out in Table 7.7. A manual calculation of the pro rata provision of indoor bowls for Rochdale and the other local authorities shows the following findings (the totals include all facilities on the database that are currently in operation).

Table 7.7 - Indoor Bowling Centres per 1,000 population for Rochdale and the neighbouring local authorities

Area	Population 2018	Indoor Bowls centres	Rinks	Rinks/ 1000
Rochdale	214,835	0	0	0
Bury	191,312	0	0	0
Calderdale	211,672	0	0	0
Rossendale	70,364	0	0	0
Oldham	232,787	1	4	0.17

Summary Assessment of the Quantity of Indoor Bowls Provision

- There are no indoor bowls centres in Rochdale Borough, with three indoor centres in Greater Manchester totalling 13 rinks.
- All three centres are pay, and play owned by the local authorities.
- There is a lack of facilities in the neighbouring authorities.

Quality of Provision - Supply

7.69 As reported, two of the three indoor bowling centres have opened since 2009 and the most recent centre in 2016, as part of the new Oldham Leisure Centre.

7.70 All three are dedicated indoor bowling centres and conform to the English Indoor Bowling Association design and performance standards, so all are fit for purpose.

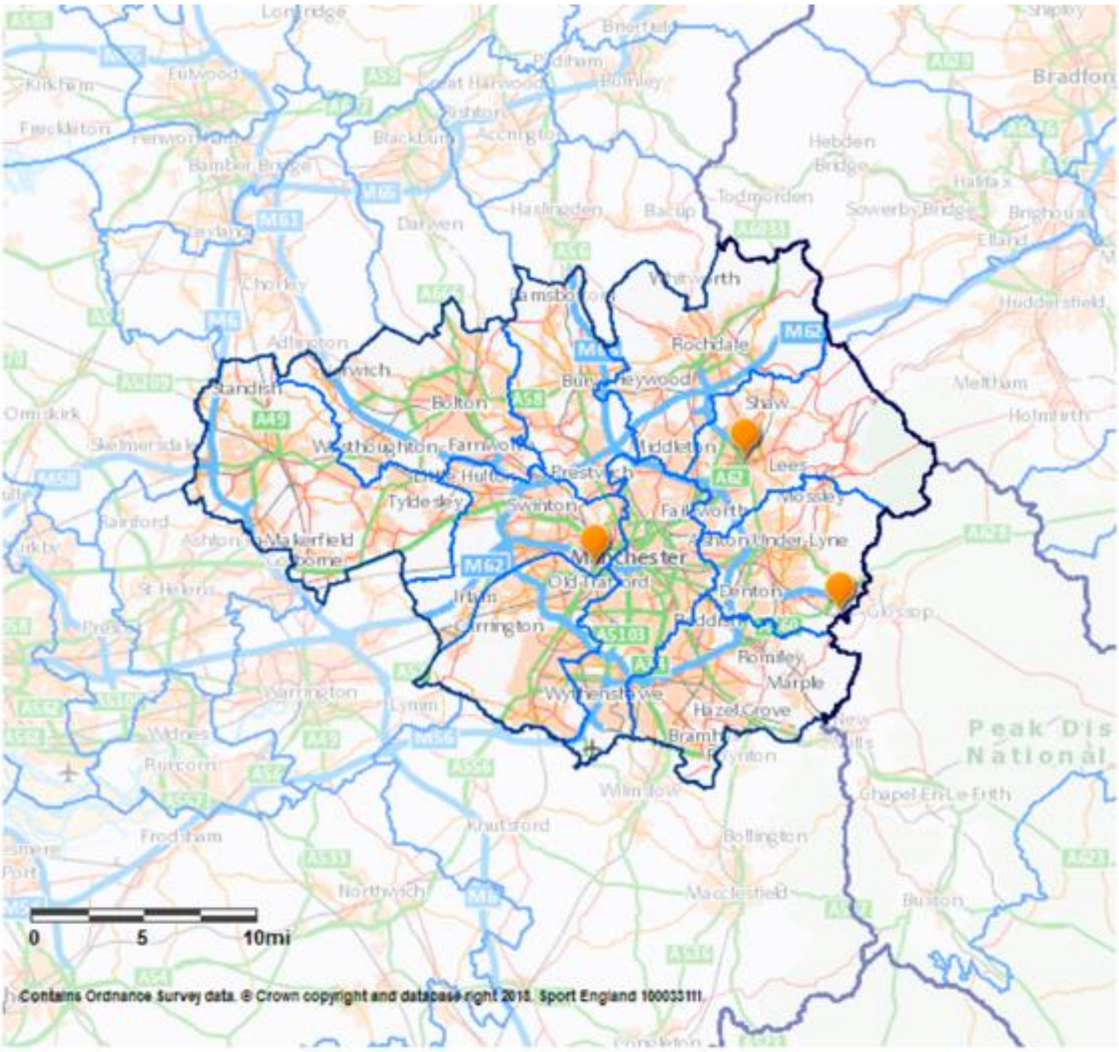
Summary Assessment of the Quality of Indoor Bowls Provision

- All three sites are local authority owned and conform to the English Indoor Bowling Association design and performance standards.
- Two of the three indoor bowling centres have opened since 2009 with the most recent in 2016 at the new Oldham Leisure Centre.

Accessibility of Provision - Supply

7.71 The location of the three indoor bowing centres in Greater Manchester is shown in Map 7.12.

Map 7.12 - Location of Indoor Bowls Centres Greater Manchester.



SPORT ENGLAND

Sport England assumes no responsibility for the completeness, accuracy and currency of the information contained on this map/report. This information is taken from the Active Places Power website and its terms and conditions apply. 30/12/2018 18:26

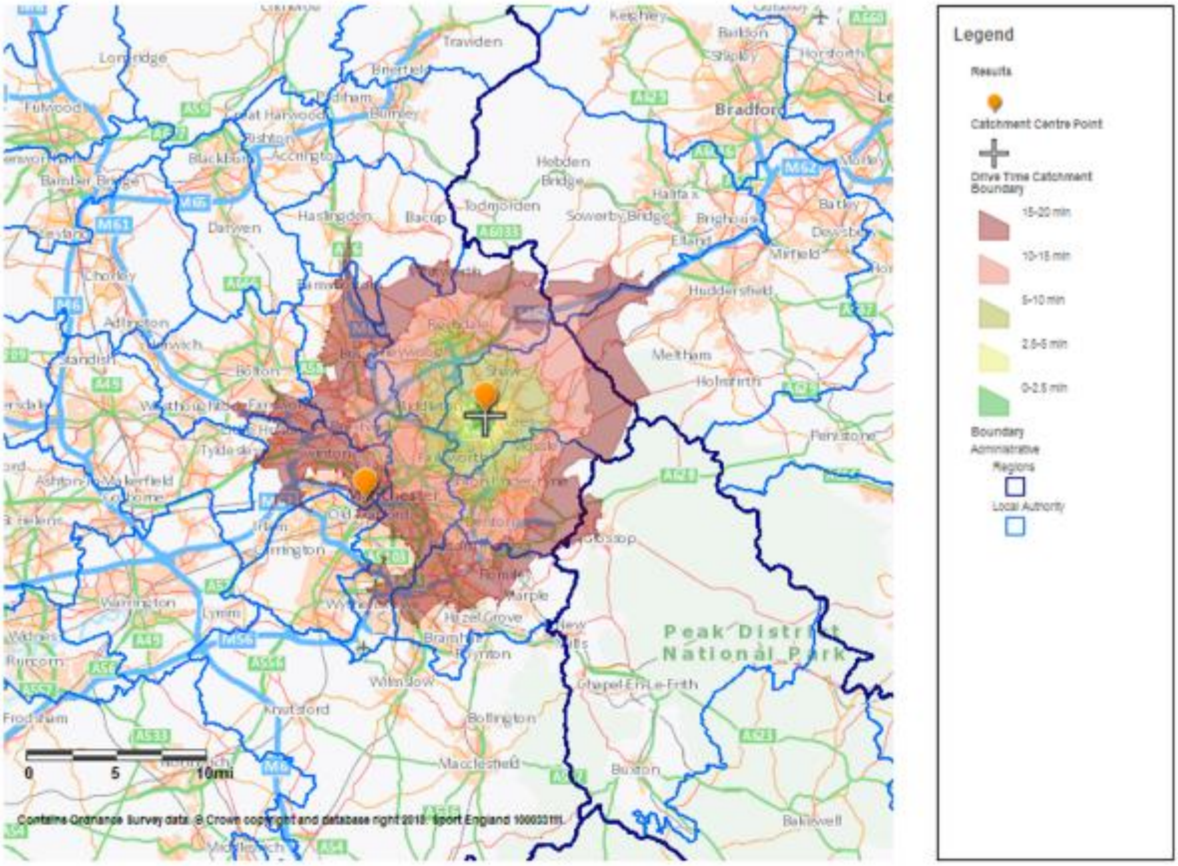
7.72 The 20 minute drive time catchment area for the Oldham Leisure Centre is shown below in Map 7.13.

7.73 Most of Rochdale Borough is inside either the 10 – 15 minute drive time catchment area (light pink) or the 15 – 20 minute drive time catchment area (dark pink) of the Oldham centre.

7.74 The very northern parts of the Rochdale and Pennines sub areas of Rochdale Borough are outside the 20 minute drive time catchment area of the Oldham Leisure Centre site.

7.75 However, according to the population density map (see Map 7.14), these areas have the lowest population density in the Borough, so there is limited impact on the population/areas of the borough, outside the catchment area of the Oldham Centre.

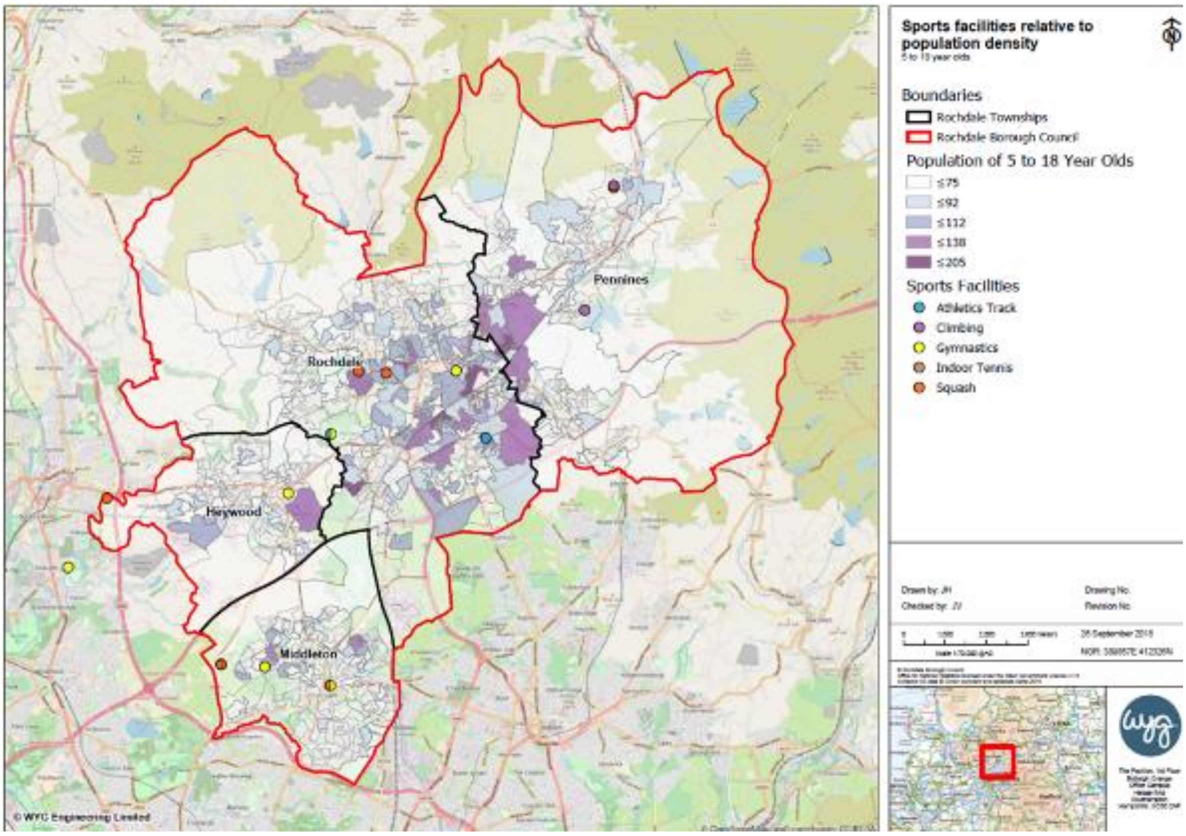
Map 7.13 - 20 minute drive time catchment area for Oldham Leisure Centre Indoor Bowling Centre.



SPORT ENGLAND

Sport England assumes no responsibility for the completeness, accuracy and currency of the information contained on this map/report. This information is taken from the Active Places Power website and its terms and conditions apply.
30/12/2018 18:52

Map 7.14 - Rochdale Borough Sports Facilities relative to Population Density



Summary Assessment of the Accessibility of Indoor Bowls Provision
• The majority of the Borough is within 20 minutes' drive time of a site, with only the northern areas of Rochdale and the Pennines out of the catchment area. • However, this area has the lowest population density in the Borough, so there is limited impact on the population/areas of the borough

Demand for Indoor Bowls

7.76 There are good levels of outdoor bowls provision and a strong club base across the borough. There are over 2,000 bowls members playing at 39 greens, both public and private sector. The aging population is in line with the demand profile for bowls. The vast majority of outdoor bowls is however crown green, which does not necessarily translate to the indoor game. Nevertheless there is a strong bowls community in Rochdale.

Sport England Sports Facility Calculator (SFC)

7.77 The SFC is primarily intended to estimate the demand for facilities in discrete areas. It can be used to give a broad estimate of the demand over a local authority area, though it takes no account of demand across LA boundaries, quality of facilities and existing supply where the catchment area extends into another authority, as applies with the Oldham Leisure Centre extending into Rochdale Borough.

7.78 Applying the SFC to the Rochdale Borough and the 2018 population of 214,835 people, the SFC provides the following findings.

Table 7.8 - Sports Facility Calculator Indoor Bowling Demand and Capital Cost 2018

Year for Calculation	Population	Rinks	Centres	Visits per week	Capital Cost
2018	214, 835	14.2	2.8 based on 6 rink centre	2,230 visits	£5.2m

7.79 Evidently the SFC is projecting a high level of demand and the calculation is based on the Sport England 2013 survey findings, from its national study of indoor bowling centres. To repeat, this is a Rochdale Borough assessment based on the Borough's population in 2018. It takes no account of the extent to which the existing and accessible supply in Oldham is meeting demand in Rochdale.

Active People

7.80 The Active People annual surveys between 2006 and- 2016 provide data on participation in indoor bowls, although it is accepted that this does not equate exactly with demand, as the latter may, as reported, be affected by current levels of provision. However, the regularity of the ten annual surveys and based on a consistent methodology over this 10 year period, does provide extensive trend data.

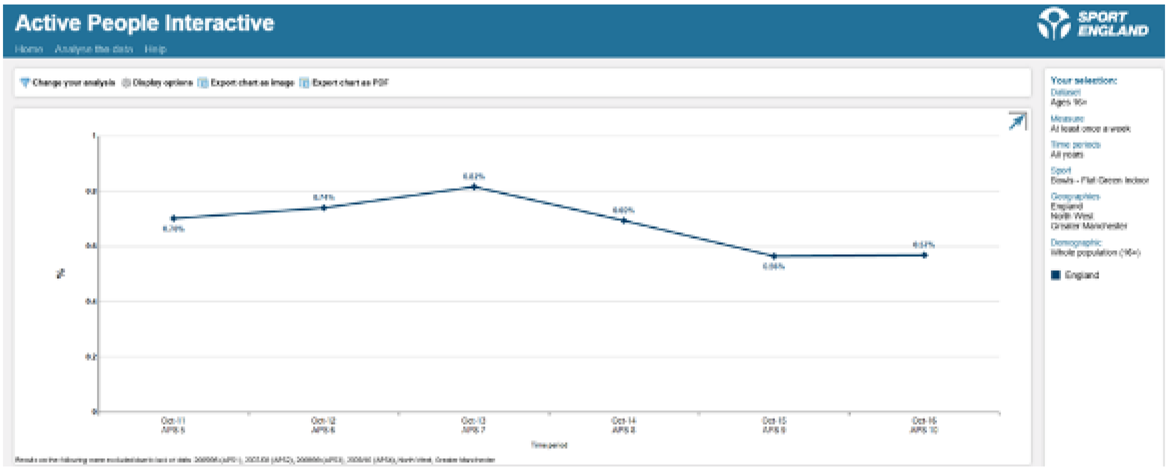
7.81 The benchmark measure used in Active People is 1 x 30 minutes of activity, at least once a week. The Active People survey measures respondents from 500 interviewees in each local authority area. Given the sample size, often there are too few respondents for a particular sport or activity, to generate a reliable rate of participation. This does apply to sports where there is low level of participation and then the data for a region or nationally has to be used, to generate a participation rate.

7.82 For indoor bowls, data is only available at the England wide level for 2011 – 2016. The findings are set out in Chart 7.3 and shows the rate of participation for England wide was 0.7% of adults participating at least once a week in 2011. The rate increased to 0.82% off all adults in 2013 but has since decreased to 0.57% of all adults in 2016.

7.83 Appling this 0.57% figure to the 2018 Rochdale adult population (over 16 years) in 2018 of 173,800 people, would generate 990 bowlers. It is not possible to identify how frequently these bowlers would participate, and so provide a participation rate. However, based on all 900 bowlers bowling at least once a week, this could generate participation of 900 visits. Thus, equates to a demand for 1.5 rinks, based on the capacity of one rink being 600 bowlers/visits.

7.84 This is considerably less than the SFC calculation, which generates a demand for 14.2 rinks based on the Rochdale 2018 population.

Chart 7.3 - Participation in Indoor Bowls England 2011 - 2016

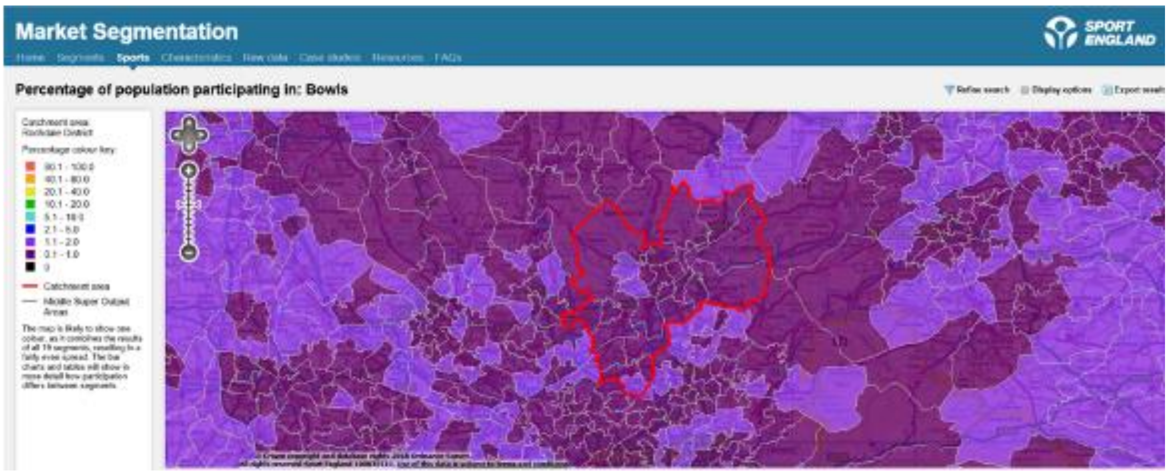


Market Segmentation

7.85 Another way to calculate demand is to apply the Active People Market Segmentation data, to establish the profile of current and likely future levels of participation. Market Segmentation measures at least once a month participation and does differ from the Active People measure of at least once a week participation. Also, Market Segmentation measures participation in all types of bowls, both indoor and outdoor and the data is based on participation in 2012. So, whilst the data is specific to Rochdale Borough, there are some limitations in its application to indoor bowling.

7.86 Map 7.15 shows the percentage of the population who play bowls in Rochdale in 2012. In the three lighter purple areas, this shows between 1.1% and 2% of the population participate in bowling. In the darker purple areas, it is between 0.1% and 1% of the population participating. As a result, applying the 0.1 – 1% participation rate to the Rochdale adult population of 173,800 people creates a demand for between 173 and 1,738 bowlers. The caveat is that this is for all types of bowling, both indoor and outdoor.

Map 7.15 - Percentage and distribution of demand for Bowling Rochdale Borough 2012



7.87 Therefore, there is a low level of participation in Rochdale, but it is higher than the England wide average at least once a week participation rate with 0.57% of all adults participating in indoor bowls in 2018.

7.88 Market Segmentation also measures latent demand and how many people, would like to participate in bowling and these findings are set out in Map 7.16 below.

Map 7.16 - Percentage and distribution of demand for people who would like to Bowl Rochdale Borough 2012

7.89 The finding is that between 0.1% – 1% of the Rochdale population would like to bowl and this the finding is for all of the Borough. Therefore, there is a very low level of latent demand for bowling and it is the same finding for the projected percentage of population who do currently bowl.

7.90 Appling that percentage to the Rochdale adult population of 173,800 people in in 2018 creates a latent demand for between 173 and 1,738 bowlers. Again, the caveat is that this is for all types of bowling both indoor and outdoor.

England Indoor Bowling Association (EIBA)

7.91 The EIBA is the National Governing Body for flat green indoor bowls, and it produced a plan and vision for indoor bowls (2013-17) which covers a number of areas - recruit and retain 50+; recruit and retain 70+ (two different markets which requires them to find a way to grow both specific groups - 50+ requiring new versions/formats, 70+ wishing to keep the current formats), facilities build, improve, retain; operate; volunteer support with skills training, youth and the family, women increased participation and retention, disabled, competitions, international, promotion of the sport, alternative sources of income, manpower to fulfil the plans.

7.92 The premise of the EIBA plan is based on the provision of indoor bowling centres and so does have limited application in Rochdale. It is set out because it identifies the EIBA focus and potential support from the EIBA should a centre be developed.

7.93 The EIBA objectives are:

- A growth in participation across the adult population in local Communities. Targeted work to increase female participation;
- A growth in participation in the 14-25 age range, plus working with Primary Schools (Year 3 & 4 – age 7 to 9);
- The provision of an excellent sporting experience for new and existing participants; and,
- A growth in indoor bowls participation by people who have disabilities.

7.94 The EIBA priorities are:

- Recruitment of participants;
- Retention of participants;
- Clubs obtaining Clubmark accreditation;
- Retention and improvement of facilities; and,
- New indoor facilities in areas of low-supply and high-demand.

7.95 The EIBA is keen to work with clubs and centres staff to develop their plans for:

- Creating a robust and thriving bowling club on their site, which operates for 12 months a year;
- Club/centre staff with coaching qualifications becoming involved with bowls, in conjunction NGB recognised coaching bodies; and,
- Ongoing relationships between an indoor club and leisure operator.

7.96 The EIBA promotes the sport in terms of its making a positive impact on health agenda – bowls helps people to live longer, lead healthier and more fulfilling lives, ageing population, many with longstanding illnesses, retaining physical and cognitive function, higher levels of mental well-being, staying engaged with their community.

7.97 Playing the sport of bowls for a minimum of 30 mins per week will keep people active both physically and mentally. It provides social interaction and the opportunity to have fun as well as the chance to play competitively at both club level and to a higher level if so desired.

7.98 In terms of supply and demand guidance, the EIBA assume the majority of users will live locally and travel no more than 20 minutes, 90% of users will travel by car, with the remainder by foot. As a guide, demand is calculated as one rink per 14,000-17,000 of total population, a six-rink green, is therefore required for a population of 85,000-100,000. The number of rinks required can be related to the estimated number of members: assume 80-100 members per rink. Need will ultimately be dependent upon the supply and demand in the area.

7.99 Potential models of provision include:

- Compliant Indoor Bowls Green in a Leisure Centre with at least 4 rinks
- Indoor Bowls added to an existing Outdoor Bowls Club which has full Ancillary Services (Catering, Bar, Toilets, Changing Rooms) and has the land to build on
- Indoor Bowls added to an existing Outdoor Sports Club which has full Ancillary Services (Catering, Bar, Toilets, Changing Rooms) and has the land to build on
- Indoor Bowls within a building that could accommodate the Sport – with appropriate Lease.

Overall Summary – Indoor Bowls

7.100 The summary findings from the indoor bowling assessment are:

- There are good levels of outdoor bowls provision and a strong club base across the borough. The aging population is in line with the demand profile for bowls.

- The vast majority of outdoor bowls is however crown green, which does not necessarily translate to the indoor game. Nevertheless, there is a strong bowls community in Rochdale.

- There are no purpose-built indoor bowling centres in Rochdale Borough.

- There are three indoor bowls halls in Greater Manchester, which have a total of 13 rinks. These are Ordsall Leisure Centre Salford (6 rinks opened in 1982), Etherow Centre Hyde (3 rinks opened in 2009) and Oldham Leisure Centre (4 rinks opened in 2016).

- All three centres provide access for pay and play and it is important to note there is all year opening at all three centres. The April – August period will provide for recreational and casual play and possible club tournaments for the clubs located at the centre.

- The 20 minute drive time catchment area for the Oldham Leisure Centre extends to most of Rochdale Borough, with around half of the borough in the 10 – 15 minute drive time catchment area and the rest in the 15 – 20 minute drive time catchment area (Map 7.13). The only part of Rochdale Borough outside the 20 minute drive catchment of the Oldham Centre is the very northern parts of the Rochdale and Pennines sub areas of Rochdale Borough. However, according to the population density map, these areas have the lowest population density in the Borough, and so there is limited impact on the population/areas of the borough, outside the catchment area of the Oldham Centre.

- Appling the Active People benchmark measure of 1 x 30 minutes of activity at least once a week for indoor bowling at the England wide level for 2016 (the most recent year data is available and data is not available below the national level) to the 2018 Rochdale adult population (over 16 ears) in 2018 of 173,800 people, would generate demand for 990 bowlers. It is not possible to identify how frequently these bowlers would participate, and to therefore provide a participation rate. However, based on all 990 bowlers bowling at least once a week, this could generate participation of 990 visits. Thus, this equates to a demand for 1.5 rinks, based on the capacity of one rink being 600 bowlers/visits.

- Applying the Active People Market Segmentation data and findings for once a month participation for Rochdale (although it includes indoor and outdoor bowling), generates a rate of between 0.1% – 1% participation who do currently participate in bowling. This would generate between 173 and 1,738 bowlers and based on 600 bowers per rink a maximum demand for 3 rinks. The Market Segmentation data for latent demand and residents who would like to bowl, generates the same demand levels, so again another maximum 3 rinks to accommodate latent demand.

- Applying EIBA guidance would further support the potential to consider the provision of indoor provision in Rochdale.

Section 7 - Assessment of Need and Evidence Base – Indoor Bowls Issues and Options. What does this mean for Rochdale?

There are good levels of outdoor bowls provision and a strong club base across the borough. The aging population is in line with the demand profile for bowls.

The vast majority of outdoor bowls is however crown green, which does not necessarily translate to the indoor game. Nevertheless, there is a strong bowls community in Rochdale.

There are no indoor bowling centres in Rochdale Borough but nearly all the Borough is inside the 20-minute drive time catchment area of the 4-rink centre at Oldham Leisure Centre. This centre has pay and play access and is open all year round. Given most Rochdale residents are within the 20-minute drive time of the Oldham Leisure Centre indoor bowling centre, the residents do have access to a pay and play venue which is open year-round and they can join the centre.

There is no one source to calculate the demand for indoor bowling by Rochdale residents. Active People participation data is only available at the England wide level and applying this rate to the Rochdale adult population generates a demand for 990 bowlers or 1.3 rinks. Furthermore, applying the Active People Market Segmentation data to the Rochdale adult population generates a demand and latent demand for 6 rinks. However, this assessment includes indoor and outdoor bowling and is based on at least once a month participation, the data was produced in 2012.

In short, whilst there is no one consistent and up to date methodology for estimating the demand for indoor bowling. Using the data available, this does suggest a potential Rochdale demand for between 3 and 6 rinks for indoor bowling. Applying EIBA guidance would further support the potential to consider the provision of indoor bowls provision in Rochdale in some form. The strength of the outdoor game and priority on older people would further support this potential to be explored.

Squash

Quantity of Provision – Supply

7.101 There are 15 squash courts located at 6 venues within Rochdale Borough. There are 9 glass back courts and 6 courts which are not glass backed.

7.102 Two of the venues are owned by Rochdale Borough Council and have pay and play access; these are Littleborough Sports Centre with 1 court and Middleton Arena where there are 2 glass backed courts.

7.103 There are two commercial centres at the David Lloyd Centre which has 4 glass backed courts. Whilst the APP says this centre is in Rochdale our research suggests that it is Manchester and the 2 glass backed courts are located at the Village Gym in Bury. This site is right on the Bury/ Rochdale boundary and whilst APP puts it in Rochdale the actual site is in Bury.

7.104 There is 1 sports club venue, Rochdale Cricket, Lacrosse and Squash Club which has 3 non glass back courts and 1 glass backed court. Finally, there are 2 courts located at the Oulder Hall Leisure Complex.

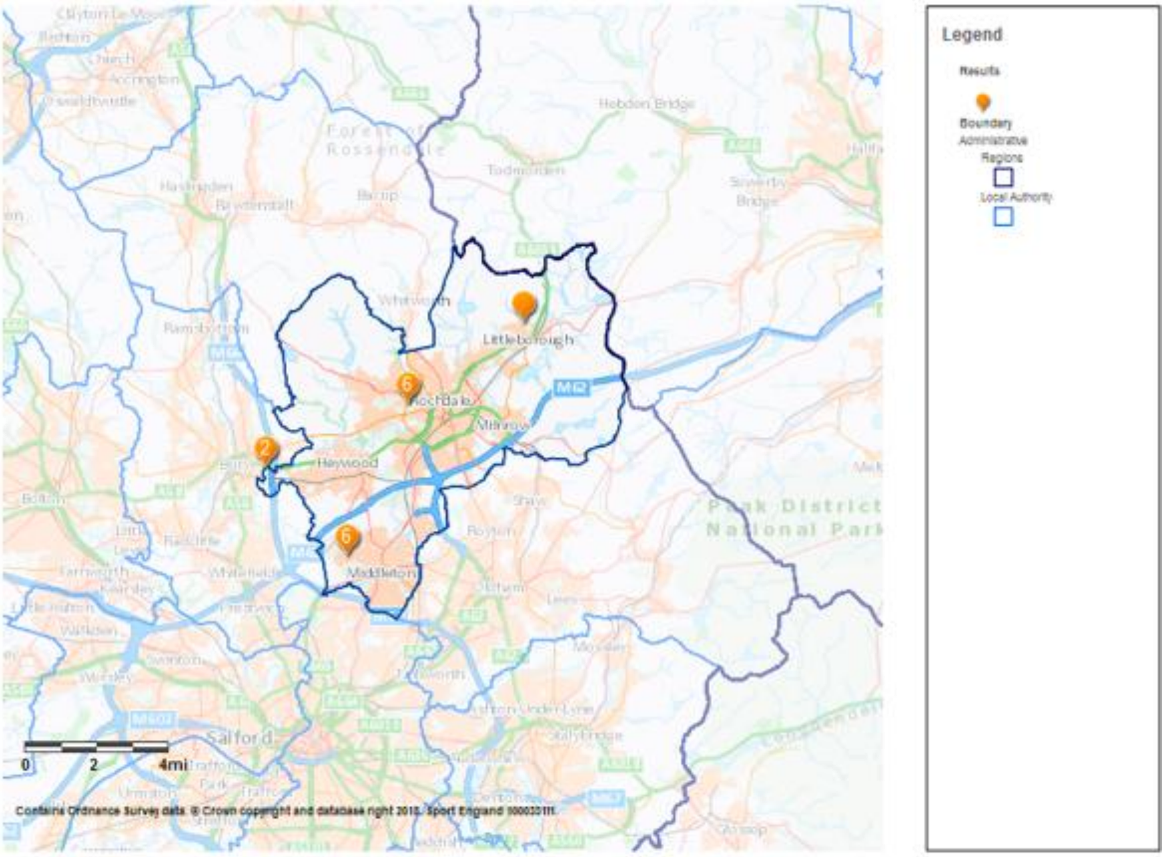
7.105 The description of the squash court provision is set out in Table 7.9.

Table 7.9 - Squash Court provision Rochdale Borough 2018

Site Name	Post Town	Facility Sub Type	Cts	Access Type	Ownership	Manage-ment	Year Built
David Lloyd Manchester North	Manchester	Glass-backed	4	Registered Membership use	Commercial	Commercial Management	1997
Littleborough Sports Centre	Littleborough	Normal	1	Pay and Play	Local Authority	Trust	1995
Middleton Arena	Manchester	Glass-backed	2	Pay and Play	Local Authority	Trust	2009
Oulder Hill Leisure Complex	Rochdale	Normal	2	Pay and Play	Community	Commercial Management	2000
Rochdale Cricket Lacrosse and Squash Club	Rochdale	Normal	3	Sports Club / Community Association	Sports Club	Sport Club	1995
Rochdale Cricket Lacrosse and Squash Club	Rochdale	Glass-backed	1	Sports Club / Community Association	Sports Club	Sport Club	1995
Village Gym (Bury)	Bury	Glass-backed	2	Registered Membership use	Commercial	Commercial Management	2001

7.106 The location of the squash court venues is set out in Map 7.17.

Map 7.17 Location of squash court venues Rochdale 2018



Sport England assumes no responsibility for the completeness, accuracy and currency of the information contained on this map/report. This information is taken from the Active Places Power website and its terms and conditions apply. 31/12/2018 15:05

Facilities per 1,000 population

7.107 A benchmark measure used in sports facilities assessments, is facilities per 1,000 population. The findings for Rochdale and the neighbouring local authorities are set out in Table 7.10 below (the totals include all facilities on the database that are currently in operation).

7.108 The findings by this standard measure, despite different population totals and numbers of courts, are very similar for Rochdale, Bury and Calderdale and above the findings for Rossendale and Oldham.

Table 7.10 - Squash Courts per 1,000 population for Rochdale and the neighbouring local authorities

Area	Population 2018	Squash Courts	Courts/1,000
Rochdale	214,835	15	0.070
Bury	191,312	15	0.078
Calderdale	211,672	14	0.066
Rossendale	70,364	2	0.002
Oldham	232,787	3	0.012
Greater Manchester	2.805m	163	0.058
NW Region	7.247m	467	0.640

Summary Assessment of the Quantity of Squash Provision

- There are 15 squash courts located at 6 venues within Rochdale Borough. Two of the venues are owned by Rochdale Borough Council and have pay and play access; these are Littleborough Sports Centre with 1 court and Middleton Arena where there are 2 glass backed courts.
- In terms of courts per 1,000 population, the findings are very similar for Rochdale, Bury and Calderdale and above the findings for Rossendale and Oldham.

Quality of Provision - Supply

7.109 Active Places data shows that 4 of the venues were opened in the 1990's and 3 venues opened in the 2000 decade. The oldest venues all opened in 1995 and the most recent venue to open was the 2 courts at the Middleton Arena in 2009.

7.110 The average age of the seven venues is 14 years and so the provision is quite recent. The balance between types of courts shows that there are 9 glass backed courts and 7 non glass backed courts. So overall the age and quality of the venues is good.

Summary Assessment of the Quality of Squash Provision

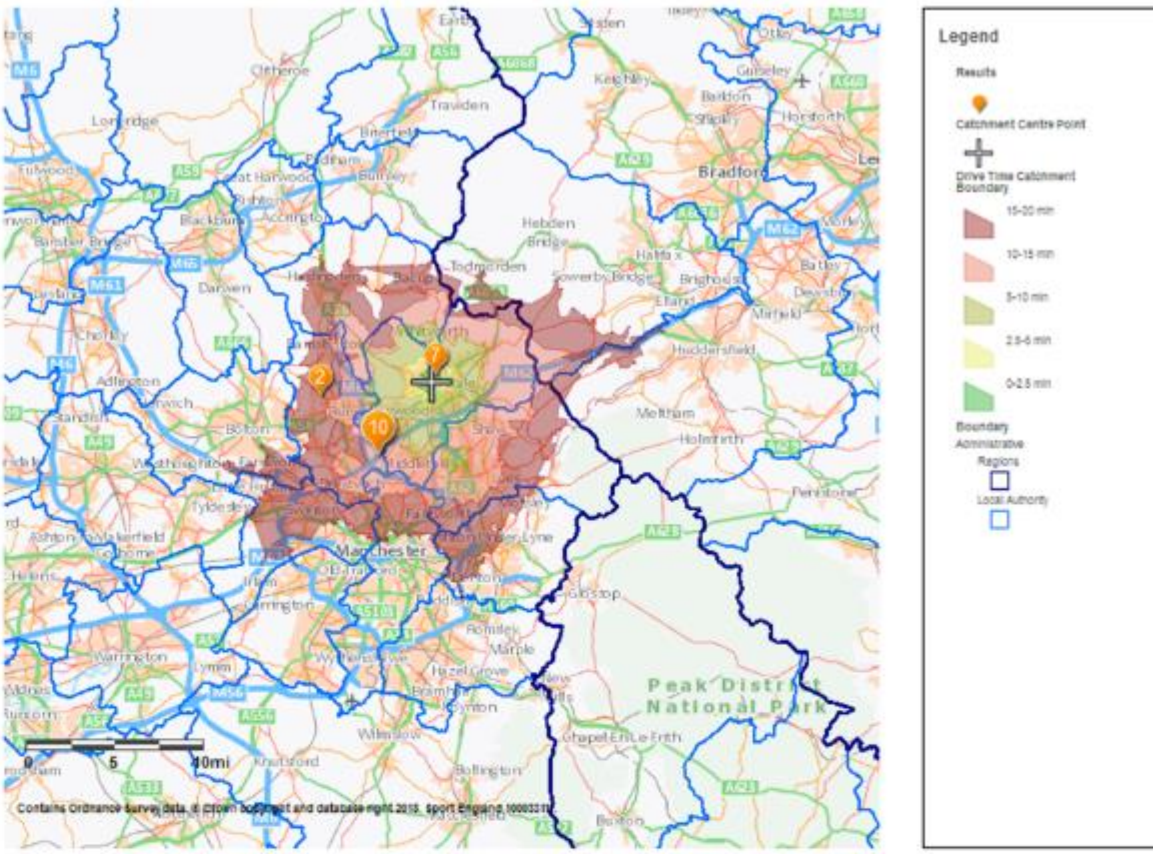
- The average age of the seven venues is 14 years old with 9 glass backed courts and 7 non glass backed courts
- Overall the age and quality of the venues is good.

Accessibility of Provision - Supply

7.111 The Rochdale Cricket Lacrosse and Squash Club venue is located centrally in the Borough and therefore provides an accessible site for the Borough. Map 7.18 shows that nearly all of the Borough is inside the 10 – 15 minute drive time catchment area of this location. Furthermore, all of the Borough is inside the 15 – 20 minute drive time catchment area of the club site.

7.112 Given there are 7 squash court venues located in different parts of the Borough, then the 20 minute drive time of the 7 venues will overlap. Therefore, overall there is a good level of access to the squash court venues across the Borough by car travel.

Map 7.18 - 20 minute drive time catchment area of the Rochdale Cricket Lacrosse and Squash Club venue



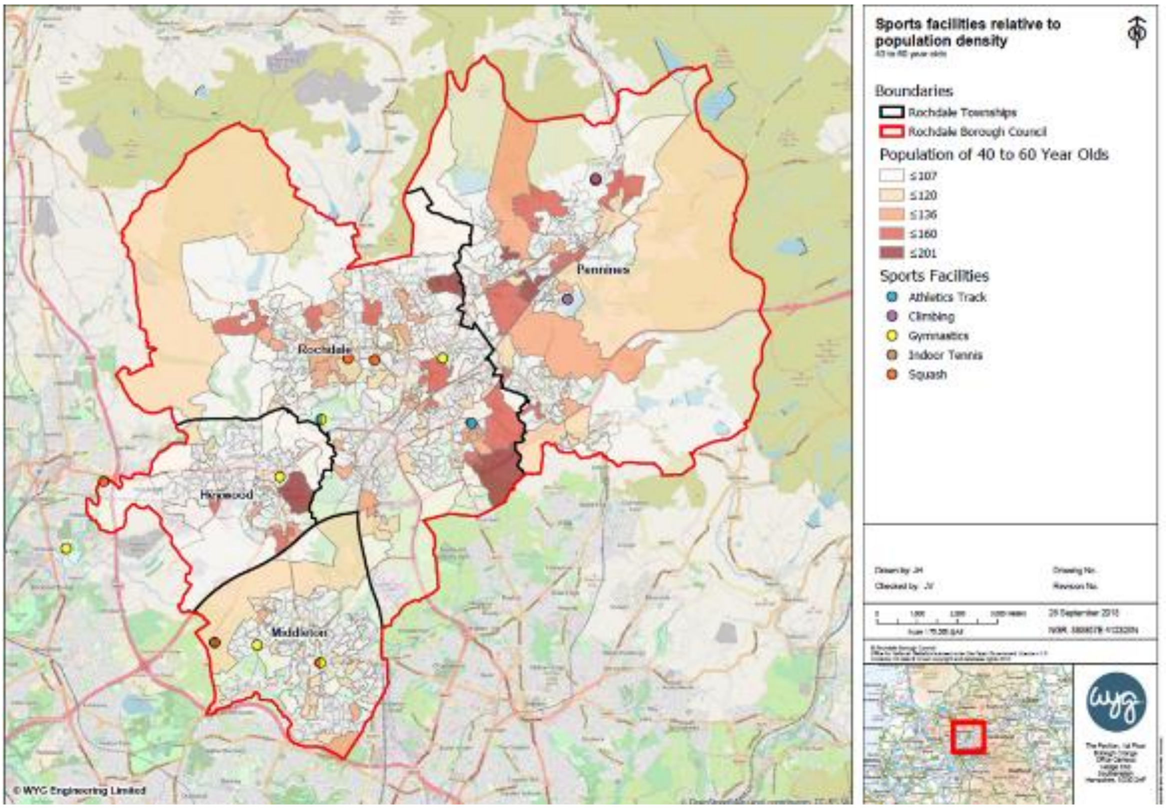
Sport England assumes no responsibility for the completeness, accuracy and currency of the information contained on this map/report. This information is taken from the Active Places Power website and its terms and conditions apply. 31/12/2018 15:47

7.113 The location of sports facilities across Rochdale Borough relative to population density for the 40 – 60 year old age band is shown in Map 7.19 below. The map shows the squash locations (red circle) are located in the Middleton, Rochdale and Pennine sub areas. As a result, there is a good spread of locations across the Borough.

7.114 Participation in squash is high in the 40 - 60 year old age bands, as the average for playing squash has increased. The boom in squash playing in the 1980's and 1990's has been retained and not replaced in the same numbers by younger people.

7.115 The two sites in Middleton are in the area of the Borough with the lowest population density for this age band. Whereas, the Rochdale and Littleborough squash facilities are located in areas of higher population density. The drive time catchment area of all the squash locations, as already reported, does include all the Borough, so residents in areas of higher population density can access squash venues by car travel.

Map 7.19 - Sports facilities Rochdale Borough relative to population density 40 – 60



Summary Assessment of the Accessibility of Squash Provision
• Given there are 7 squash court venues located in different parts of the Borough, then the 20 minute drive time of the 7 venues will overlap. So overall there is a good level of access to the squash court venues across the Borough by car travel. • There are squash locations in Middleton, Rochdale and Pennine sub areas, so there is a good spread of locations across the Borough. • Participation in squash is high in the 40 - 60 year old age bands. The two sites in Middleton are in the area of the Borough with the lowest population density for this age band. The Rochdale and Littleborough squash facilities are located in areas of higher population density. Therefore, residents in areas of higher population density can access squash venues by car travel.

Availability of Provision – Supply

7.116 Three of the squash court venues are available on a pay and play basis and this total 5 courts, a third of the available supply. There are 3 venues and 10 courts available through membership of a club or centre.

7.117 Therefore, there is availability for residents who want to participate on a casual basis, as well as a choice of venues for residents who wish to play competitive squash and play on a regular basis.

Summary Assessment of the Availability of Squash Provision
• Overall, a third of courts are available on a pay and play basis and therefore there is availability for residents to participate on a casual basis, as well as a choice of venues who wish to play competitive squash.

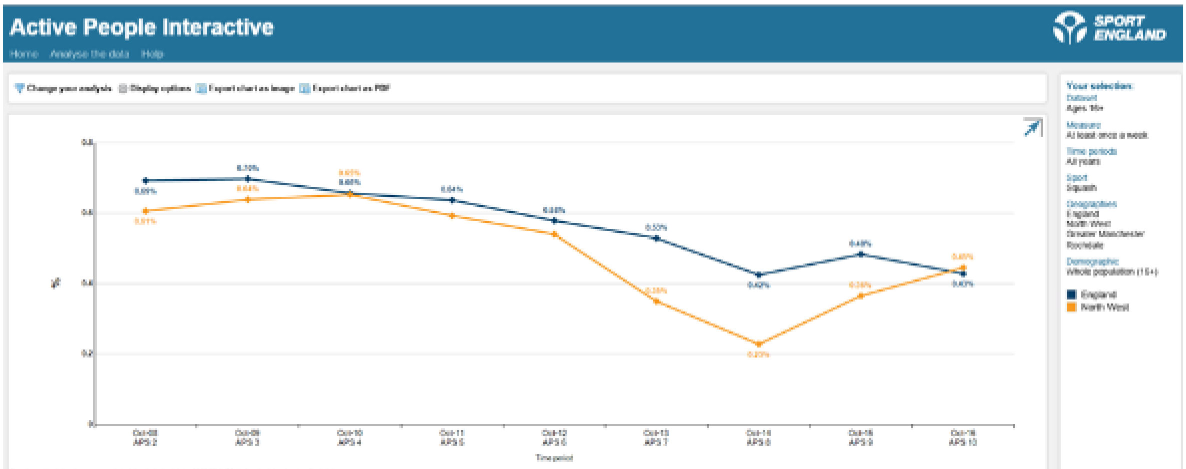
Demand for Squash

Active People

7.118 There is no established methodology for estimating the level of total demand, satisfied and unmet demand as with other planning tools. The benchmark measure used in Active People is 1 x 30 minutes of activity, at least once a week. The Active People survey findings for squash are only available at an England wide level and North West Region for the ten Active People surveys 2006 – 2016.

7.119 The findings are set out in Chart 7.4 below and show the rate of participation for England wide (blue line) and for North West Region (orange line). The participation rate declined from 2006 to 2013 and then increased slightly from 2104 – 2016. The England rate of participation was 0.69% of adults playing at least once a week in 2006, then 0.43% in 2016. For North West Region, it was 0.61% in 2006 and 0.45% in 2016. On all counts of participation, it is a low level of participation in squash.

Chart 7.4 - Participation in Squash England wide and North West Region 2006 – 2016



7.120 Appling the NW region 2016 participation figure of 0.45% of adults playing at least once a week to the 2018 Rochdale adult population (over 16 years) in 2018 of 173,800 people would generate 782 squash players.

7.121 The same caveats as identified in this report for other facility types applies to squash. The Active People surveys undertaken regularly by Sport England do give some indication of existing participation in squash, although, it is accepted that this does not equate exactly with demand, as the latter may be affected by current provision. However, the regularity of the surveys from 2006 – to 2016 and with consistent survey questions and data does allow for some trends in participation to emerge.

7.122 Findings identified by England Squash shows that organised squash represents about 27% of all participation, club membership 18% and organised competitive squash about 13%, and that coaching, and tuition have increased over time. The remainder of participation is in casual pay and play.

Market Segmentation

7.123 The Active People Market Segmentation data can establish a profile of current and latent levels of participation and this is based on the Rochdale adult population

7.124 Market Segmentation measures at least once a month participation and does differ from the Active People measure, of at least once a week participation.

7.125 Map 7.20 shows the percentage of the population who played squash and racketball in Rochdale in 2012.

Map 7.20 - Percentage of the Rochdale population playing Squash and the distribution of participation Rochdale Borough 2012

7.126 In the light purple areas between 1.1 – 2% of the Rochdale adult population participated in squash and racketball and in the lighter purple areas it is between 0.1 – 1%.

7.127 Appling the higher rate, as it is the majority of the Borough, a participation rate of 1.1% – 2%, based on the Rochdale adult population in 2018 of 173,800, this creates between 1,911 and 3,476 squash players, playing at least once a month. This is considerably higher than the 782 squash players identified by the Active People data of 782 players, playing at least once a month.

7.128 Market segmentation also measures latent demand and how many people, would like to participate in squash and racketball. These findings are set out in Map 7.21. The finding is that between 0.1% – 1% of the Rochdale population would like to play squash or racketball. This creates a latent demand of between 173 and 1,738 players. Again, the caveat to this finding is that it is at least once a month participation.

Map 7.21 - Percentage of the Rochdale population who would like to play Squash and the distribution across Rochdale Borough 2012

Overall Summary – Squash

7.129 The summary findings from the squash assessment are:

- There are 15 squash courts located at 6 venues within Rochdale Borough. Of these courts, there are 9 glass back courts and 6 courts which are not glass backed.

- Two of the venues are owned by Rochdale Borough Council and have pay and play access, these are at Littleborough Sports Centre, 1 court and Middleton Arena where there are 2 glass backed courts. There are two commercial centres, the David Lloyd Centre which has 4 glass backed courts and 2 glass backed courts at the Village Gym in Bury. Rochdale Cricket, Lacrosse and Squash Club has 3 non glass back courts and 1 glass backed court. Oulder Hall Leisure Complex has 2 non glass backed courts.

- Based on the measure of facilities per 1,000 population, the findings for Rochdale, Bury and Calderdale are very similar. Rochdale has 0.70 courts per 1 000 population, Bury 0.78 and Calderdale 0.66. The findings for Rochdale are above the Greater Manchester average, 0.58 and the NW Region average 0.64. So, in terms of supply and using the same measure, Rochdale has a high comparative supply of squash courts.

- The Rochdale Cricket Lacrosse and Squash Club is located centrally in the Borough and therefore provides a site to measure accessibility. Based on this location (Map 7.18) most of the Borough is inside the 10 – 15 minute drive time catchment area of this squash venue. All of the Borough is inside the 15 – 20 minute drive time catchment area of the club site. Given there are 7 squash court venues in different parts of the Borough, then the 20 minute drive time of the 7 venues will overlap. Overall the finding is that for all areas of the borough there is access to at least 2 squash venues, based on the 20 minute drive time catchment area of each location.

- 3 of the 6 squash court venues are available on a pay and play basis and this total 5 courts, a third of the available supply. There are 3 venues and 10 courts available through membership of the club or centre. Therefore, there is availability and a choice of venues for residents who want to participate on a casual basis, as well as venues for residents who wish to play competitive squash.

- There is no established methodology for estimating the level of total demand, and latent demand for squash. Active People data based on the benchmark at least once a week participation, is only available at the England wide and NW Region level. (Chart 7.4). The rate of participation for England and NW Region declined from 2006 to 2013 and then increased slightly from 2014 – 2016. The England rate was 0.69% people playing at least once in 2006, and 0.43% in 2016. For North West Region it was 0.61% in 2006 and 0.45% in 2016, on all counts it is a low level of participation.

- Appling the NW region 2016 figure of 0.45% to the 2018 Rochdale adult population (over 16 years) in 2018 of 173,800 people, this would generate 782 squash players.

- The Active People Market Segmentation data is based on the Rochdale adult population and can establish a profile of participation and residents who would like to play squash (latent demand). However, Market Segmentation measures at least once a month participation and so differs from the Active People measure of at least once a week participation. Furthermore, the data is based on survey findings in 2012.

- Market segmentation data generates participation rate of participation rate of 1.1% – 2% and between 1,911 and 3,476 squash players, playing at least once a month. This is considerably higher than the 782 squash players identified by the Active People data of 782 players, playing at least once a week

- In addition, the Market Segmentation latent demand findings for adult residents who would like to play squash is that between 0.1% – 1% of the Rochdale population. This creates a latent demand of between 173 and 1,738 players. Again, the caveat to this finding is that it is at least once a month participation.

- Based on the peak hours for squash being 6pm – 9pm Monday to Thursday, and each court session being 45 minutes, the capacity of one squash court is 4 sessions x 2 players x 4 nights = 32 visits or players. The capacity of the 15 courts in Rochdale would therefore be 480 visits or players. This is considerably lower than the estimates of participation and demand from Active People or Market Segmentation data.

Section 7 - Assessment of Need and Evidence Base – Squash Issues and Options. What does this mean for Rochdale Borough?

The conclusions and recommendations for squash are set out along with the findings from the specific topics raised for consideration in the assessment. These are:

- Views on the single court in Littleborough and its need in the future;
- The potential to remove squash from Middleton; and,
- The importance of the Rochdale Cricket Lacrosse and Squash Club venue

Comments on each squash facility have to be placed in the overall Borough wide findings for squash. In short, there are 6 venues current and 15 courts in total. All areas of the Borough are inside the 20 minute drive time catchment area of a squash venue. Rochdale Borough's supply of courts is on a par with neighbouring authorities and above that of NW Region.

Littleborough Sports Centre Squash Court

There is one court at this venue, and it opened in 1995. It is available for pay and play and the absence of two courts limits the scope to play competitive squash. Three of the 6 squash court venues are available on a pay and play basis and this total 5 courts, a third of the available supply in the Borough. So, removal of the Littleborough venue would reduce access for casual pay and play squash.

The biggest impact from closure of the facility is loss of local accessibility. Population density in the Littleborough area for the 40 – 60 years olds is among the highest in the Borough. Players could access other venues based on car travel and the catchment area of other venues. However, the nearest pay and play venues are Middleton Arena and Oulder Hill Leisure Complex.

Overall based on the supply demand and access assessments, there is sufficient squash capacity across Rochdale Borough to absorb the Littleborough demand. However, the main consideration is, if the casual players at Littleborough would travel to participate elsewhere, or would they simply stop playing because of the loss of local access?

Middleton Arena.

The potential to remove squash from Middleton Arena has to be considered in the context of the Littleborough findings. There are 2 glass backed courts at this venue and if it closed, it would leave the 2 courts at Oulder Hill Leisure Complex as the only two courts and one venue available for pay and play squash in the Borough.

So overall the loss of the Middleton Arena squash courts, would significantly impact on retaining existing, and possibly developing new squash participation. The overall supply and demand balance would now see the removal of three courts in total and two venues, reducing the Rochdale Borough total supply to 12 courts at four venues, with only 2 courts and one venue available as pay and play.

The removal of the Middleton Arena courts potentially looks a change too far, unless an agreement could be met with Oulder Hill Leisure Complex and Rochdale Cricket Lacrosse and Squash Club venue, to provide and promote pay and play.

Rochdale Cricket Lacrosse and Squash Club venue

This is the major squash venue in the Borough and squash is part of a multi sports club. It is the only club venue for playing squash in the Borough. The venue has 3 non glass backed normal courts and 1 glass backed court. The venue opened in 1995 and provides some 26% of the total current squash provision in the Borough. It is an established squash events venue and does provide for extensive coaching and development. It also provides for casual play for its members. The venue is centrally located in the Borough and all of the Borough is within the 20-minute drive catchment area of the site.

It would appear development of squash in the Borough is very much dependent on this venue, it is a key strategic site providing for squash development. The extent to which this venue would accommodate more usage, from any potential removal of the Middleton Arena and Littleborough facilities, is dependent on the extent to which the casual players at these venues would join a membership club. In terms of the overall supply, demand and access findings this should be supported for the reasons already set out about these other venues.

Gymnastics

Quantity of Provision – Supply

7.130 There are no purpose-built dedicated gymnastics facilities in Rochdale Borough. There are club buildings which are conversions of buildings to provide a gymnastics centre

7.131 British Gymnastics only quote Active People for adults. We have no participation rate for young people and gymnastics is overwhelmingly participated by young people, we have created a profile (in the demand section) of the Rochdale population aged 5- 9 and 10 – 14 years for 2019 – 2029, to show the number of young in the Borough and how this changes/compares to the total population. We have then assumed a participation rate to give same indication of demand by young people.

7.132 Table 7.11 sets out the gymnastics clubs and facilities in Rochdale and Bury.

Table 7.11 - Gymnastics Facilities and Clubs in Rochdale and Bury

Site Name	Location	Access Policy	Ownership Type	Activities	Year Founded
Heywood Sparks Gymnastics Academy	Roeacre Business Park, Bradshaw St, Heywood,	Pay and play. Booking cost per session and also membership	Club lease of premsies	Bars, beams, soft play equipment, play houses, slides, bouncy castles, airtrack	
Middleton Gymnastics Club	Bowness Road, Middleton, Manchester,	Pay and play. Booking cost per session and also membership	Club lease of premsies	Adult gymnastics, Gym tots (2-5 years), recreational gymnastics, boys gymnastics, competitive gymnastics.	
Middleton Arena	Halliwell Way, Middleton,	Pay and play for course	Local authority	Beth Tweddle Academy. 9 week course with all units having to become members of British Gymnastics to attend.	
Rochdale Olympic Gymnastics Club	Springfield Pk, Rochdale, OL11 4RE	Pay and play and membership available	Club lease of premsies	Boys gymnastics, girls gymnastics, adult gymnastics. Recreational Classes as well as squad training up to national level.	1973
Bury Gymnastics Club	Goshen Sports Centre, Bury,	Pay and play. Booking cost per session and also membership	Club owned facility Goshen Sports Centre	Dedicated gymnastics facilty for al discplines Classes for all ages 3 upwards and adults.	Centre opened in 2011. Re-named as Paul Reay Gymnastics Centre in 2108. Club formed in 1975
Rochdale Leisure Centre	Entwisle Rd, Rochdale, OL16 2HZ	Pay and play for course	Local authorIty	Beth Tweddle Gymstars programme for boys and girls aged 4-7.	

Summary Assessment of the Quantity of Gymnastics Provision
• There are no purpose-built dedicated gymnastics facilities in Rochdale Borough. There are club buildings which are conversions of buildings to provide a gymnastics centre. • There are three gymnastics clubs in Rochdale which are affiliated to British Gymnastics. • There is a purpose-built dedicated gymnastics facility in Bury, the Paul Reay Gymnastics Centre (re-named in 2018) which provides for all gymnastic disciplines and for ages and abilities. The club was established in 1975 and is a leading gymnastics club/centre.

Demand for Gymnastics

Active People

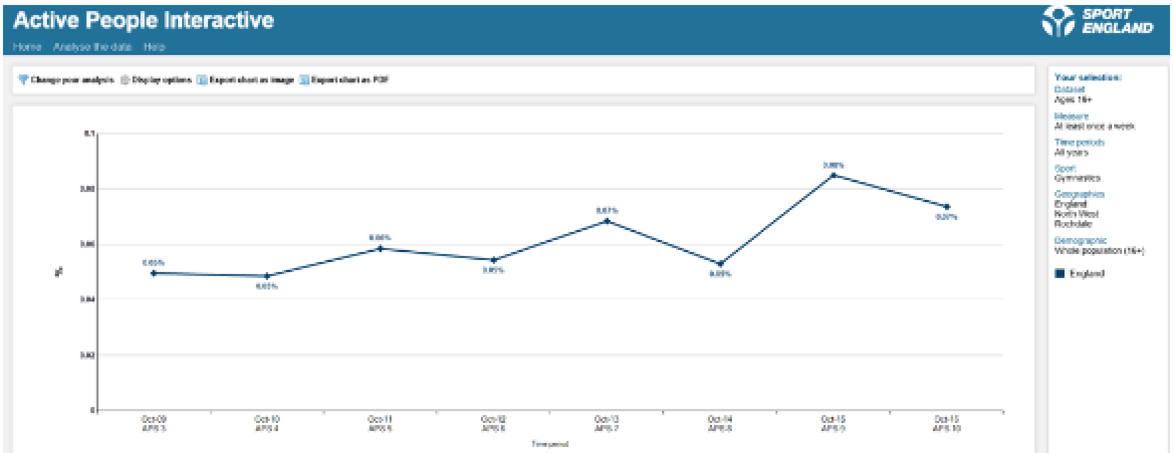
7.133 There is no established methodology for estimating the level of total demand, and latent demand for gymnastics, as there is for swimming pools and sports halls.

7.134 The benchmark measure used in Active People is 1 x 30 minutes of activity is at least once a week. The Active People survey findings for gymnastics is only available at England wide level and for the period 2009 – 2016. The findings are set out in Chart 7.5 below and shows the rate of participation for England wide has increased from 0.05% of adults participating in 2009, to 0.07% in 2016.

7.135 Limitations of the Active People data, apart from it only being available at England wide is that the data is for adults 16 years upwards only, and so excludes participation by young people from age 6 – 15. The vast majority of participation is by young people aged 4 upwards. It is therefore excluding a very large part of the total participation in gymnastics.

7.136 Appling the England 2016 participation figure of 0.07% of adults participating at least once a week, to the 2018 Rochdale adult population (over 16 years) in 2018 of 173,800 people, would generate 121 adult gymnasts.

Chart 7.5 - Participation in Gymnastics England wide 2009 – 2016



Market Segmentation

7.137 The Active People Market Segmentation data can establish a profile of demand for current and latent levels of participation and this is based on the Rochdale adult population.

7.138 Market Segmentation measures at least once a month adult participation in 2012 and differs from the Active People measure of at least once a week participation. Also, Market Segmentation includes adult participation in trampolining in the data.

Map 7.22 Percentage of the Rochdale adult population participating in Gymnastics and the distribution of participation Rochdale Borough 2012

7.139 Map 7.22 shows the percentage of the population who participated in gymnastics and trampolining in Rochdale in 2012 and this is between 0.1% - 1% of the Rochdale adult population. Appling the 1% rate to the Rochdale adult population in 2018 of 173,800 creates 1,738 adult gymnasts.

7.140 This is considerably higher than the 121 adult gymnasts from the Active People once a week participation when applying the England wide rate of adult participation in gymnastics.

7.141 In terms of the latent demand for participation in gymnastics and trampolining, this is set out in Map 7.23 and shows the same finding as for those adults who do participate (between 0.1% – 1% of the Rochdale adult population). Therefore, there is another potential 1,728 adult gymnasts in the area.

Map 7.23 - Percentage of the Rochdale adult population who would like to do Gymnastics and Trampolining and the distribution of participation

Rochdale Population aged 5 – 9 and 10 – 14 years for 2019 – 2029

7.142 Given participation in gymnastics is predominately by young people, and to gain some understanding of the potential scale for participation in gymnastics, Table 7.12 sets out the total population in the 5 – 9 and 10 -14 years age bands for the Rochdale population. This includes the projections for the population over the 2019 – 2029 period. This provides trend information and Table 7.12 also sets out the percentage of this age range, within the total Rochdale projected population 2019 – 2029.

7.143 The key findings from Table 7.12 are

- The 5 – 9 years age group population is 15,400 in 2019 and projected to be 14,500 in 2029. a decrease of 5.8%;
- The 10 – 14 years age group population is 14,400 in 2019 and projected to be 15,000 in 2029, an increase of 4.1%;
- The 5 -9 and 10 – 14 years age bands have very similar population totals for each year from 2019 – 2029. The variation is by 1,000 people in 2019 but decreases to 500 people for most of the other years; and,
- The percentage of the combined 5 – 14 years age group is 13.6% of the Rochdale total population in 2019 and projected to be 13.1% by 2029.

Table 7.12 - Population profile 5 – 9 age band and 10 – 14 age bands Rochdale Borough 2019 - 2029

Age Group (years)	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029
5-9 years	15.4	15.5	15.5	15.2	15.1	15.0	14.9	14.7	14.7	14.6	14.5
10-14 years	14.4	14.8	15.0	15.2	15.3	15.4	15.4	15.4	15.2	15.1	15.0
5 – 14 Total	29.8	30.3	30.5	30.4	30.4	30.4	30.3	30.1	29.9	29.7	29.5
5 -14 **% of total population**	13.6%	13.7%	13.8%	13.7%	13.6%	13.6%	13.5%	13.4%	13.3%	13.2%	13.1%

7.144 Overall there is projected to be little change in the population for each age band over the 2019 – 2029 period. The combined age bands do represent around one in eight of the Rochdale Borough total population in each year, this peaks in 2024 and there is a slight decline over the 2025 – 2029 period.

7.145 There is no source of data for participation in gymnastics by this age range, as both the Active People and Market Segmentation data measure participation from age 16 years upwards. We have looked at British Gymnastics and they only quote AP data.

7.146 If it is assumed that 5% of young people aged 5 – 14 participate in gymnastics, then the potential number of participants would be 1,490 in 2019, and based on the Rochdale projected population, 1,475 participants in 2029.

Consultations with British Gymnastics

7.147 A consultation was held with British Gymnastics, a summary of their response is below:

- There is no geographic focus to the British Gymnastics Facility Strategy. Focus is based on need, suitability and partners' ability to support a project to successful completion.

- Participation in gymnastics is increasing rapidly. British Gymnastics membership reached 390,500 in 2017 has been increasing at about 12% per year over 2013-17. The emphasis for 2017 – 2021 will be using gymnastics as a foundation sport for 5 to 11 year olds.

- British Gymnastics has no financial capital investment available; however, the facility development team is available to support, develop and guide clubs, leisure providers and other partners to help achieve their facility requirements

- 3 of the registered clubs in Rochdale operate from their facilities, 2 of which are non-traditional conversions (not industrial unit conversions). We believe that both Rochdale and Middleton GC would consider extending their current facilities should the opportunity arise. We are not aware of the type of security of tenure on the dedicated sites but safeguarding these facilities in the future would be key.

7.148 Details of the Rochdale clubs affiliated to British Gymnastics is set out in Table 7.13.

Table 7.13 - Gymnastics Clubs in Rochdale affiliated to British Gymnastics

Club name	Number of Participants	Type of facility
Beth Tweddle Gymnastics Manchester	229 (across all 11 Manchester not Rochdale sites)	Non-dedicated leisure centres
Rochdale Olympic Gym Club	158	Dedicated Facility
Heywood Sparks	457	Dedicated Facility
Gymnastics Academy	236	Dedicated Facility
Middleton Gymnastics Club		Non dedicated school

Overall Summary - Gymnastics

7.149 The summary of findings from the gymnastics assessment are:

- There are no purpose built dedicated gymnastics facilities in Rochdale Borough. There are club buildings which are conversions of buildings to provide a gymnastics centre

- There are three gymnastics clubs in Rochdale which are affiliated to British Gymnastics (Table 7.13). There is a purpose-built dedicated gymnastics facility in Bury, the Paul Reay Gymnastics Centre (re-named in 2018) which provides for all gymnastic disciplines and for ages and abilities. The club was established in 1975 and is a leading gymnastics club/centre

- The Active People benchmark measure of 1 x 30 minutes of activity, at least once a week, is only available at England wide level and for the period 2009 – 2016. Applying the England 2016 participation figure of 0.07% of adults participating at least once a week in gymnastics, to the 2018 Rochdale adult population, identifies 121 adult gymnasts.

- Applying the Market Segmentation measure, of at least once a month participation in gymnastics, to the Rochdale adult population, identifies that between 0.1% - 1% participated in gymnastics and trampolining. It is the same finding for adults who would like to do gymnastics and trampolining. Applying the 1% rate of participation to the Rochdale adult population in 2018 of 173,800, creates 1,738 adult who participate in gymnastics and trampolining and 1,738 who would like to. This is a considerably higher than the 121 adult gymnasts identified from the Active People, once a week participation, and applying the England wide rate of adult participation in gymnastics.

- There is no identified participation rate for gymnastics by young people and participation in gymnastics is dominated by people aged 5 – 15 years for both genders. To gain some understanding of the potential scale for young people's participation in gymnastics, the Rochdale total population in the 5 – 9 and 10 -14 age bands shows the following:
  - The 5 – 9 years age group population is 15,400 in 2019 and projected to be 14,500 in 2029. a decrease of 5.8%;
  - The 10 – 14 years age group population is 14,400 in 2019 and projected to be 15,000 in 2029, an increase of 4.1%;
  - The 5 -9 and 10 – 14 years age bands have very similar population totals for each year from 2019 – 2029. The variation is by 1,000 people in 2019 but decreases to 500 people for most of the subsequent years; and,
  - The percentage of the combined 5 – 14 years age group is 13.6% of the Rochdale total population in 2019 and projected to be 13.1% by 2029.
- If it is assumed that 5% of young people aged 5 – 14 years participate in gymnastics, then the potential number of participants would be 1,490 in 2019 and based on the Rochdale projected population in 2029 it would be 1,475 participants.
- The three gymnastic clubs in Rochdale affiliated to British Gymnastics (but not including the Greater Manchester Beth Tweddle membership) have a total of 851 members and waiting lists, although no numbers are provided. These figures compare favourably with the projected gymnastics participation from the Rochdale 5 – 14 years age group.

Section 7 - Assessment of Need and Evidence Base – Gymnastics Issues and Options. What does this mean for Rochdale?

The conclusions and recommendations for gymnastics are set out along with the findings from the specific topics raised for consideration in the assessment.

Rochdale Borough does not have a purpose-built dedicated gymnastics facility but there are gymnastics clubs using their facilities which provide for some gymnastics disciplines. There are also gymnastics programmes provided at the Rochdale Leisure Centres for young people, as part of the Beth Tweddle gymnastics development programme.

There is a dedicated gymnastics facility, the Paul Reay Gymnastics Centre in Bury, which is a well-established leading club and gymnastics facility. It provides for all gymnastic disciplines and for all ages and abilities.

Participating in gymnastics is dominated by young people aged 5 – 15 years old. British Gymnastics says participation nationally is increasing by 12% a year over the 2013 – 17 period. Despite this, there is no participation rate for this age group for the Rochdale population, but reviewing the projected Rochdale population projections for this age range over the 2019 -2029 period identified a population of 29,800 in 2019 and 29,500 in 2029. If it is assumed 5% of this population participated, then there would be 1,490 participants in 2019 and 1,475 in 2029.

These findings compare favourably the three gymnastic clubs in Rochdale, affiliated to British Gymnastics (but not including the Greater Manchester Beth Tweddle membership) which have a total of 851 members and waiting lists, although no numbers are provided.

Overall the assessment is that participation in gymnastics in Rochdale is increasing and there is significant potential for increasing use and programming across the Leisure Centres.

Clubs are also looking to further develop their converted centres. The need for a new dedicated purpose built facility has to be considered alongside the growth of independent clubs. Should consideration be given to develop a purpose built centre then the first requirement is to establish how this would relate to these clubs, the scope for amalgamation of the clubs at one location, and if there is critical mass and a willingness to support the development.

Meantime, support should be provided to these clubs to assist their development.

Golf

7.150 The supply of golf courses is based on Active Places Power data, supplemented by website and other checks.

Quantity of Provision – Supply

7.151 The following golf facilities are identified in APP in Rochdale and within a 10/20-minute driving catchment of the centre of Rochdale (this catchment is considered because it gives a wider assessment of accessibility by Rochdale residents to courses, though it is acknowledged that residents of the outer parts of the borough will be able to access facilities further apart than those from the midpoint of Rochdale).

7.152 The description of access type is considered inconsistent (in line with all golf data in APP), as some courses are described as pay and play when they are clearly members' courses where visitors are permitted/welcome on payment of a green fee.

7.153 A more accurate description of accessibility to courses based on additional information on local courses was not undertaken because of time availability but is broadly addressed below. However, the APP categorisation has to be used if a comparison with provision in other wider areas is to be undertaken (see below). Almost all data has been updated in 2018.

Standard Golf Courses

7.154 The following table 7.14 shows the golf courses in Rochdale Borough.

Table 7.14 – Standard Golf Course provision in Rochdale Borough.

Site Name	Holes	Length	Access Type	Ownership/ management	Year Built	Ward Name
Marland Golf Course	18	4788.71	Pay and Play	Local Authority/ Trust	1920	Bamford
North Manchester Golf Club	18	5935.37	Pay and Play	Commercial	1924	South Middleton
Blackley Golf Club	18	5640.02	Pay and Play	Sports Club	2009	East Middleton
Castle Hawk Golf Club	9	2514.6	Pay and Play	Commercial	1984	Castleton
Manchester Golf Club	18	5935.37	Pay and Play	Sports Club	1912	Hopwood Hall
Rochdale Golf Club	18	5532.12	Pay and Play	Sports Club	1888	Norden
Tunshill Golf Club	9	2617.93	Pay and Play	Sports Club	1977	Milnrow and Newhey
Whittaker Golf Club	9	2711.2	Pay and Play	Sports Club/ Education/ In house	1906	Littleborough Lakeside
Total	**117**					

7.155 There are therefore 8 standard courses within Rochdale, comprising 5 x18 hole courses and 3 x 9 hole courses, with a total of 117 holes. This is highlighted in Map 7.24 below.

Par 3 Courses

7.156 There is one par 3 course in Rochdale, part of a complex including a short 18 hole standard course and GDR, promoted as 'the home of affordable golf.

Table 7.15 – Par 3 Golf Courses in Rochdale Borough

Site Name	Holes	Length (m)	Access Type	Ownership/ management	Year Built	Ward
Castle Hawk Golf Club	18	2916.02	Pay and Play	Commercial/ sports club	1964	Castleton
Total	**18**					

7.157 There is one par 3 course in Rochdale, part of a complex including a short 18 hole standard course and GDR, promoted as 'the home of affordable golf

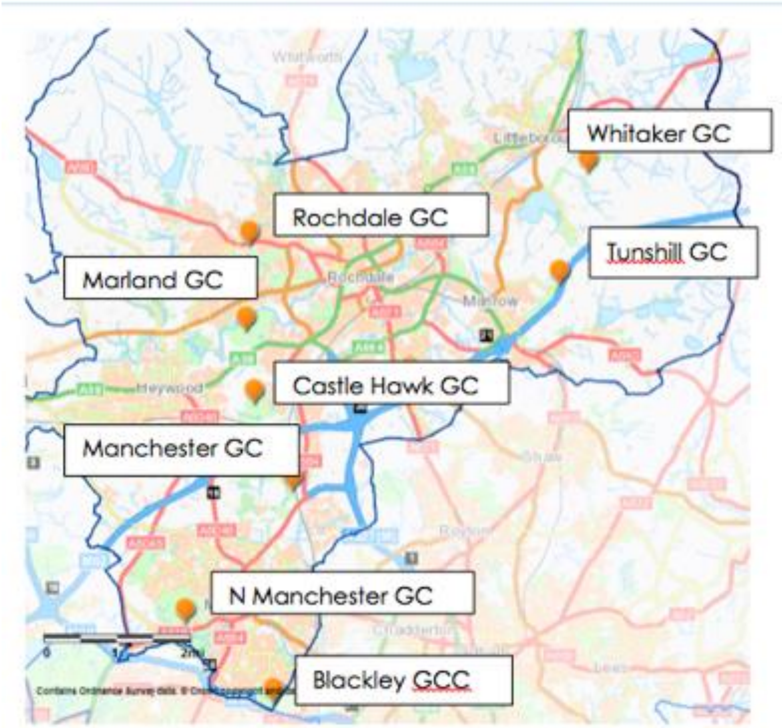
Golf Driving Ranges

7.158 There are two GDRs in Rochdale borough, one is part of a wider golf facility and the other is free standing. Both are floodlit and have a total of 68 bays.

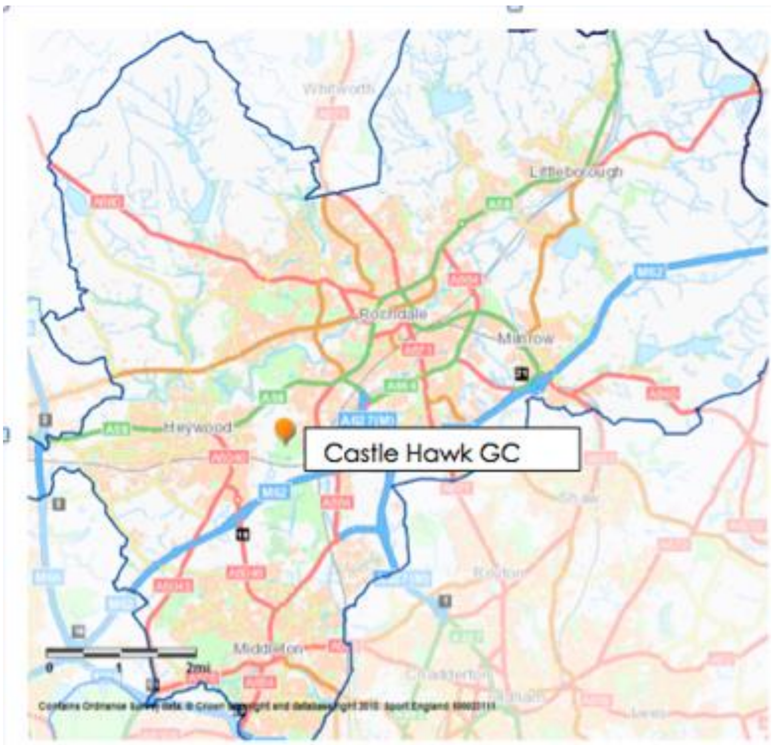
Table 7.16 – Golf Driving Ranges in Rochdale Borough

Site Name	Floodlit	Bays	Length (m)	Access	Ownership/ Management	Year Built	Ward
Bowlee Park Driving Range	Yes	38	274.32	Pay and Play	Local Authority/ Commercial	1998	West Middleton
Castle Hawk Golf Club	Yes	30	201.17	Pay and Play	Commercial/ Sports club	1964	Castleton
Total		**68**					

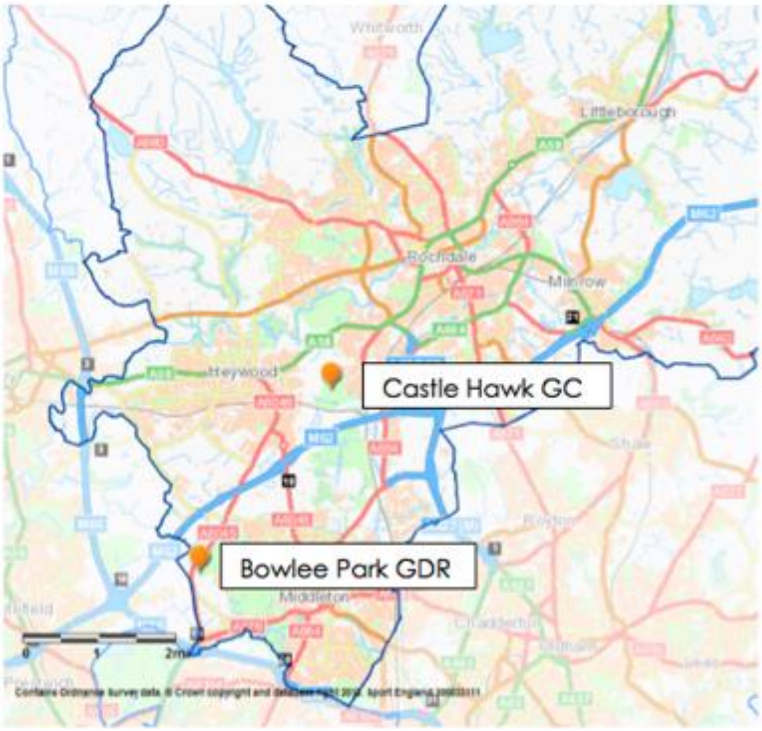
Map 7.24 – Standard Golf Courses in Rochdale Borough



Map 7.25 – Par 3 Golf Courses in Rochdale Borough



Map 7.26 – Golf Driving Ranges in Rochdale Borough



Summary Assessment of the Quantity of Golf Provision
• There are 8 standard golf courses within Rochdale Borough, of which 5 courses have 18 holes and 3 courses have 9 holes. This totals 117 holes. • There is also an 18 hole Par 3 course as well as 2 driving ranges, totalling 68 bays.

Accessibility of Provision – Supply

Standard Golf Courses

7.159 Over a wider catchment area (10 and 20 minute catchment of the centre of Rochdale), the following courses exist (both 18 hole and 9 hole) as identified below in Table 7.17. Many of these are outside the Borough but they can accommodate golf participants from Rochdale.

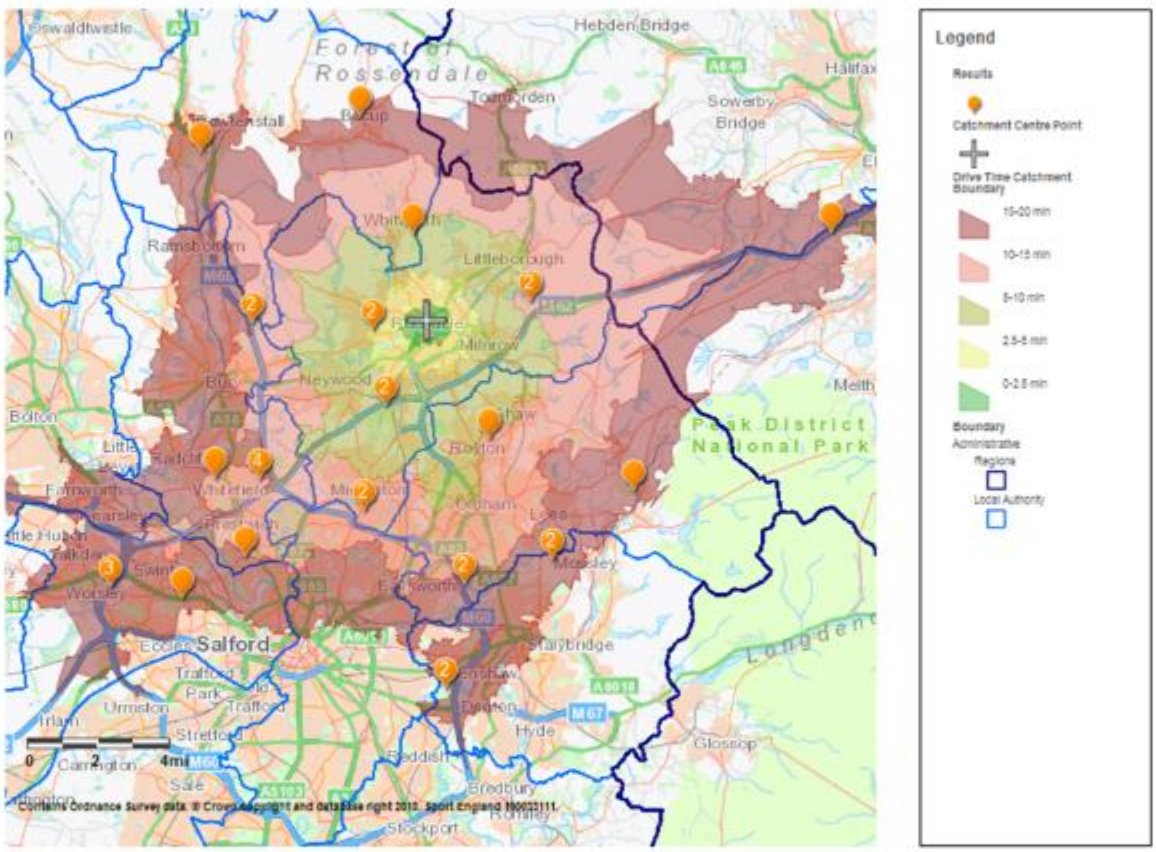
Table 7.17 – Standard Golf Course (18 hole and 9 hole) provision in 20 minutes

Site Name	Range	Holes	Length (m)	Access Type	Ownership/ management	Year Built	Ward Name
Rochdale Golf Club	2.5-5	18	5532.12	Pay and Play	Sports Club	1888	Rochdale
Castle Hawk Golf Club	5-10	9	2514.6	Pay and Play	Commercial/ Sports club	1984	Rochdale
Lobden Golf Club	5-10	9	2604.21	Sports Club / Community Association	Sports Club	1888	Rossendale
Manchester Golf Club	5-10	18	5935.37	Pay and Play	Sports Club	1912	Rochdale
Marland Golf Course	5-10	18	4788.71	Pay and Play	Local Authority/ Trust	1920	Rochdale
Total 0-10 Minutes	**5 Courses**	**70**					
Blackley Golf Club	10-15	18	5640.02	Pay and Play	Sports Club	2009	Rochdale
Crompton And Royton Golf Club	10-15	18	5676.6	Pay and Play	Sports Club	1914	Oldham
Heaton Park Golf Centre	10-15	18	5252.31	Pay and Play	Local Authority/ Trust	1912	Manchester
Lowes Park Golf Club	10-15	9	2745.94	Registered Membership use	Commercial	1915	Bury
North Manchester Golf Club	10-15	18	5935.37	Pay and Play	Commercial	1924	Rochdale
Pike Fold Golf Club	10-15	18	5716.83	Pay and Play	Sports Club	1998	Bury
Stand Golf Club	10-15	18	5719.57	Pay and Play	Sports Club	1904	Bury
Tunshill Golf Club	10-15	9	2617.93	Pay and Play	Sports Club	1977	Rochdale
Werneth Golf Club	10-15	18	4928.62	Pay and Play	Sports Club	1909	Oldham
Whitefield Golf Club	10-15	18	5479.08	Pay and Play	Sports Club	1932	Bury
Whittaker Golf Club	10-15	9	2711.2	Pay and Play	Sports Club/education/in	1906	Rochdale

Site Name	Range	Holes	Length (m)	Access Type	Ownership/ management	Year Built	Ward Name
					house		
Bacup Golf Club Ltd	15-20	9	2751.43	Pay and Play	Sports Club	1910	Rossendale
Brookdale Golf Club	15-20	18	5303.52	Pay and Play	Sports Club	1962	Oldham
Bury Golf Club	15-20	18	6217.92	Pay and Play	Sports Club	1920	Bury
Denton Golf Club	15-20	18	5907.94	Pay and Play	Sports Club	1909	Tameside
Ellesmere Golf Club	15-20	18	5492.8	Registered Membership use	Sports Club	1913	Salford
Marriott Hotel & Country Club (Worsley Park)	15-20	18	6045.1	Sports Club / Community Association	Commercial	1998	Salford
Oldham Golf Club	15-20	18	4683.56	Pay and Play	Sports Club	1892	Oldham
Outlane Golf Club Ltd	15-20	18	5369.36	Pay and Play	Sports Club/commercial	1906	Kirklees
Prestwich Golf Club Ltd	15-20	18	4383.63	Pay and Play	Sports Club	1908	Bury
Rossendale Golf Club Ltd	15-20	18	5754.32	Pay and Play	Commercial	1903	Rossendale
Saddleworth Golf Club	15-20	18	5591.56	Pay and Play	Sports Club	1904	Oldham
Swinton Park Golf Club	15-20	18	6106.36	Pay and Play	Sports Club	1926	Salford
Walmersley Golf Club	15-20	18	5544.92	Pay and Play	Sports Club	1906	Rossendale
Worsley Golf Club	15-20	18	5701.28	Pay and Play	Sports Club	1894	Salford
Total 10-20 Minutes	**25 Courses**	**414**					
Overall	**30 Courses**	**486**					

7.160 Within the closer 10-minute driving catchment, there are 5 standard courses (3 x18 hole and 2 x 9 hole), comprising 72 holes. Some of the courses within Rochdale are outside the 10-minute driving catchment. The wider catchment includes 30 courses with 486 holes (24 x18 hole and 6 x 9 hole).

Map 7.27 - Standard Golf Courses within 20 minutes



Par 3 Courses

7.161 In terms of the wider 20 minute catchment, there is one further par 3 course in the wider catchment in Manchester, but within 15 minutes' drive of the centre of Rochdale.

7.162 This can be seen in Table 7.19 overleaf.

Golf Driving Ranges

7.163 In the wider catchment, there are a further 5 ranges (6 in all), two of which have no floodlighting so are unavailable outside daylight hours. There is a total of 115 bays within the wider 20 minute catchment.

7.164 This can be seen in Table 7.20 overleaf.

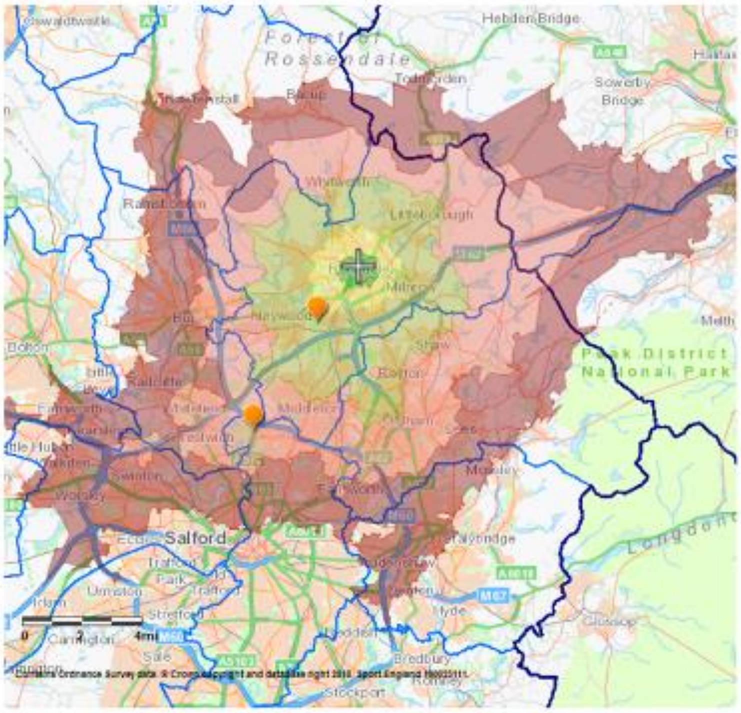
Table 7.19 – Par 3 Courses within 20 minutes

Site Name	Range (in mins)	Holes	Length (m)	Access	Ownership/ Management	Year Built	Local Authority
Castle Hawk Golf Club	5-10	18	2916.02	Pay and Play	Commercial/ Sports Club	1964	Rochdale
Total 0-10 Minutes	**1 Course**	**18**					
Heaton Park Golf Centre	10-15	18	3109.87	Pay and Play	Local Authority / Commercial	1912	Manchester
Total 10-20 Minutes	**1 Course**	**18**					
Total 0-20 Minutes	**2 Courses**	**36**					

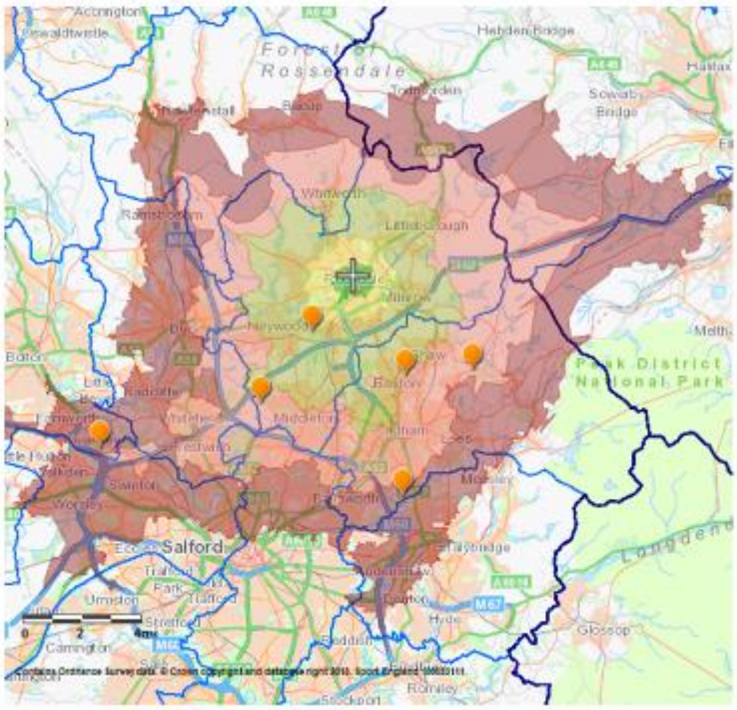
Table 7.20 – Golf Driving Ranges in 20 minutes

Site Name	Range (in mins)	Bays	Floodlit	Access	Ownership/ Management	Year Built	Local Authority
Castle Hawk Golf Club	5-10	30	Yes	Pay and Play	Commercial/ Sports Club	1964	Rochdale
Total 0-10 Minutes	**1 Range**	**30**					
Bishops Park	10-15	9	No	Pay and Play	Local Authority	2017	Oldham
Bowlee Park Driving Range	10-15	38	Yes	Pay and Play	Local Authority	1998	Rochdale
Crompton And Royton Golf Club	10-15	12	No	Pay and Play	Sports Club	2012	Oldham
Bardsley Park Golf Centre	15-20	16	Yes	Pay and Play	Commercial	1991	Oldham
Kearsley Golf Driving Range	15-20	10	Yes	Pay and Play	Commercial	1967	Bolton
Total 10-20 Minutes	**5 Ranges**	**85**					
Total 0-20 Minutes	**6 Ranges**	**115**					

Map 7.28 – Par 3 Courses within 20 Minutes



Map 7.29 – Golf Driving Ranges within 20 Minutes



Active Places Power Accessibility Tool

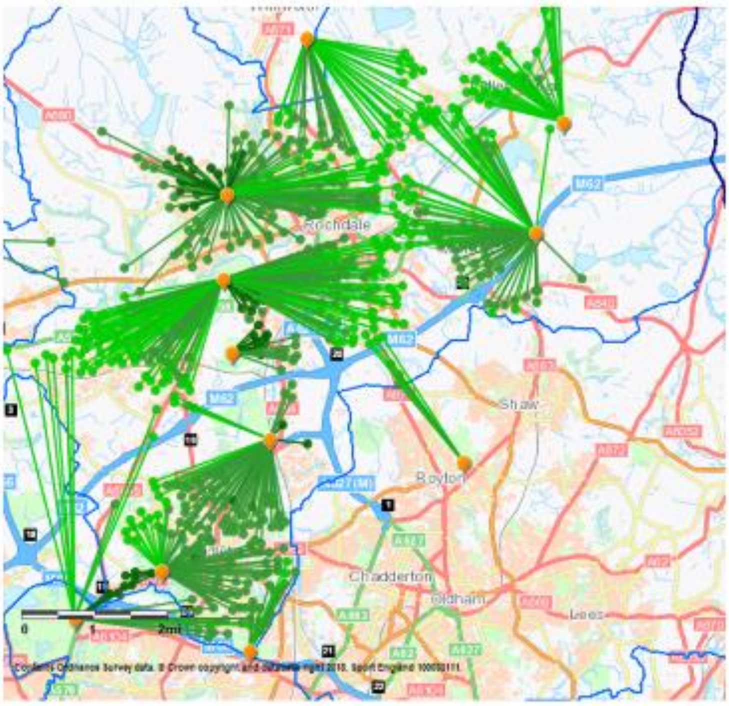
7.165 Sport England's new accessibility tool on Active Places provides the opportunity to estimate the population profile within a given catchment area of a (new or existing) facility, or the competing facilities within a given catchment area of a (new or existing) facility. In addition, the population within an area of interest served/able to access facilities, based upon given catchment parameters can be identified.

7.166 The tables and map below demonstrate that the whole population of Rochdale can access a golf facility within a 10-minute drive, albeit that some of these facilities lie outside the Borough.

Table 7.21 – Population Accessibility to Golf Courses

Distance (Minutes)	Age (years)						Total
	0-14	15-24	25-39	40-59	60-79	80+	
0-2.5	3,471	2,299	3,382	5,696	3,719	1,065	19,632
2.5-5	22,103	15,390	22,613	29,644	18,075	4,390	112,215
5-10	11,726	7,665	10,898	14,787	8,733	1,856	55,665
Total in Range	**37,300**	**25,354**	**36,893**	**50,127**	**30,527**	**7,311**	**187,512**
Total Outside Range	**4,527**	**3,076**	**4,431**	**6,721**	**4,480**	**952**	**24,187**
Area of Interest Total	41,827	28,430	41,324	56,848	35,007	8,263	211,699

Map 7.30 - Population Accessibility to Golf Courses



Summary Assessment of the Accessibility of Golf Provision

- There is a variety of golf facilities within a 20-minute catchment, comprising of 30 standard courses (486 holes), 2 par 3 courses (36 holes) and 6 GDR (115 bays).
- Furthermore, the accessibility tool from Active Paces Power has shown that the whole population of Rochdale can access a golf facility within a 10-minute drive, albeit that some of these facilities lie outside the Borough.

Availability of Provision - Supply

7.167 APP describes most of these facilities as pay and play facilities, and this is certainly applicable to the GDRs. It is likely, based on experience in various other studies elsewhere, that most/all of the standard golf courses also allow some casual play on payment of a visitors' green fee.

7.168 However, some courses are still run as members' clubs and in reality fewer clubs/courses than suggested in the table are likely to be fully pay and play - i.e. do offer facilities that are always available to full community access at all times on demand.

7.169 An informed guess of the categorisation the usage and status of local facilities within Rochdale is set out below, as a means of identifying the roles that all facilities play in meeting demand in the area for golf (there may be some overlap between some categories):

- **Well established (old style) clubs** (where the main use is by members but with green fees available for visitors):
    - North Manchester GC
    - Blackley GC
    - Manchester GC
    - Rochdale GC
    - Tunshill GC
    - Whitaker G
- **Proprietary/commercial courses (i.e. newer courses)** (including hotel resorts, where membership is available, but casual/pay and play access through payment of green fees are equally acceptable):
    - Castle Hawk (9 hole and GDR)
- **Pay and play courses (mainly public/municipal):**
    - Marland GC
- **Starter clubs** (with shorter courses, academy courses, practice facilities, flexible and low cost membership and beginner friendly culture):
    - None
- **Pitch and putt/Par 3 and 9-hole facilities** (ideal for beginner and social golf):

- None

- **Free standing Golf Driving Ranges** (valuable for practice, coaching and teaching and for golfers without the time to play a full round, and supplementing GDRs at other golf centres/courses):

  - Bowlee Park GDR

Closed courses

7.170 There is no evidence of any courses or other facilities that have permanently closed in the recent past within the 20-minute catchment, though this does not preclude that some may have – there is a lack of local knowledge.

Summary Assessment of the Availability of Golf Provision

Using all of the information above, we have assessed the availability of the courses.

- Within Rochdale itself, there is a range of different types of standard golf course, though this tends to concentrate on well-established members' clubs (it is apparent that the dates set out in APP in some cases reflect a more recent establishment date than in reality – courses are generally members courses first built in the early parts of the 20th century). These clubs have a main emphasis on catering for the needs of their members, but mostly with some availability for visitors on payment of green fees.

- Only one course in Rochdale, Castle Hawk, offers a wider range of facilities (standard course, par 3 and GDR) with mainly pay and play access, and is more recently established. The club is described as 'the home of affordable golf' on its website.

- The only other pay and play course in Rochdale is the LA/Trust run course at Marland GC. This is mainly run on a green fee basis though there is a club based at the course.

- There are no courses in the area which are categorised above as a 'starter course'/specialist academy or learning facility, although Castle Hawk GC is promoted as such a facility, and some of the standard courses may well offer practice facilities and coaching academies.

- Over the wider catchment (and this has not been analysed in any great detail), it appears that there is a preponderance of members' only courses (usually with green fees available to visitors), a few newer proprietary standard courses, together with a small range of par 3 courses and GDRs. There is only one facility in the wider area that is managed and operated in a similar way to Marland GC – Heaton Park GC.

Demand for Golf

Relative Supply

7.171 Relative provision of golf facilities in the local and wider area, regionally and nationally is set out below - these figures are produced manually, and they include all operational courses (and those currently under construction) available for some 'community use' (i.e. not private) included in the APP database.

7.172 It should be emphasised that this assessment only comprises existing supply; relative provision of courses is a useful indicator of how well an area is doing for facilities in comparison with other areas but is only a benchmark against which to judge supply. This section makes no comments on the local (or wider) demand for golf, which needs to be considered in addition.

All Standard Golf Courses

7.173 This first assessment below is given as context to allow comparison of the main golf courses in the area. The catchments refer to travel time by car from Marland GC, and the figures include the course at Marland GC. The population data is largely taken from Sport England data contained in APP.

Table 7.22 – Relative Supply of All Standard Golf Courses

	Courses	Holes	Population 2018*	Holes per 1000 population
Rochdale BC	8	117	214,835	0.54
Oldham BC	5	90	232,787	0.39
Manchester CC	5	90	546,120	0.16
Bury BC	7	108	191,312	0.56
Rossendale BC	4	54	70,364	0.77
Calderdale BC	12	153	211,672	0.72
Greater Manchester	76	1217	2,805,609	0.43
Within 10 minutes' drive	5	72	218,472	0.33
Within 20 minutes' drive	30	486	838,556	0.58
NW region	275	4,330	7,247,840	0.60
England	1,993	31,479	55,904,849	0.56

*Note this is the definition included in APP (see notes below)

7.174 Relative provision for all standard courses in Rochdale is only slightly lower than the regional and national average, and higher than the average in Greater Manchester, Oldham and Bury.

7.175 The ratio of courses in the 10-minute catchment is low, but many of the courses in Rochdale are on the outskirts of the Borough, and therefore outside this catchment for those living in the middle of Rochdale. The wider 20-minute catchment is better provided, though many of the available courses are at the outer edge of the 20-minute catchment, which may be considered too far to travel by some potential participants,

7.176 If Marland GC is omitted from the calculation, Rochdale provision drops to 0.46 holes per 1,000 population, much lower than the regional and national average, and the 10 minute and 20 minute catchments fall to 0.25 and 0.56.

7.177 To summarise, Rochdale standard golf course provision is currently only slightly below average, and similar within the wider catchment, given that most of the courses are on the edge of the borough. The loss of Marland GC would reduce overall local provision significantly, and future provision would then be below average for Rochdale and the local catchment, though about average for the wider catchment.

All Pay and Play Standard Golf Courses

Table 7.23 – Relative Supply of Pay and Play Golf Courses

	Courses	Holes	Population 2018*	Holes per 1,000 population
Rochdale BC	8	117	214,835	0.54
Oldham BC	5	90	232,787	0.39
Manchester CC	3	54	546,120	0.10
Bury BC	5	90	191,312	0.47
Rossendale BC	3	45	70,364	0.64
Calderdale BC	11	144	211,672	0.68
Greater Manchester	58	929	2,805,609	0.33
Within 10 minutes' drive	4	63	218,472	0.29
Within 20 minutes' drive	26	432	838,556	0.52
NW region	231	3,601	7,247,840	0.50
England	1,585	24,794	55,904,849	0.44

7.178 Pay and play provision (but subject to the anomalies of the definition in APP) broadly follows the overall situation, but the local Rochdale ratio of courses is slightly higher than average. In addition, provision within 10 minutes is low, but above average within 20 minutes.

Members' Club Standard Golf Courses

Table 7.24 – Relative Supply of Members' Club Standard Golf Courses

	Courses	Holes	Population 2018*	Holes per 1,000 population
Rochdale BC	0	0	214,835	0
Oldham BC	0	0	232,787	0
Manchester CC	2	36	546,120	0.07
Bury BC	2	18	191,312	0.09

	Courses	Holes	Population 2018*	Holes per 1,000 population
Rossendale BC	1	9	70,364	0.13
Calderdale BC	1	9	211,672	0.04
Greater Manchester	18	288	2,805,609	0
Within 10 minutes' drive	1	9	218,472	0
Within 20 minutes' drive	4	54	838,556	0.07
NW region	44	729	7,247,840	0.09
England	408	6,685	55,904,849	0.13

7.179 There are no members' clubs in APP (in accordance with the definition) in Rochdale, and few in the surrounding catchment, so average provision is therefore low, but the definitional problems render this data relatively meaningless.

Par 3 courses

7.180 The existence of any par 3 courses both within Rochdale and in the wider catchment means that local provision is higher than average.

Table 7.25 – Relative Supply of Par 3 Courses

	Courses	Holes	Population 2018*	Holes per 1,000 population
Rochdale BC	1	18	214,835	0.08
Oldham BC	0	0	232,787	0
Manchester CC	1	18	546,120	0.03
Bury BC	0	0	191,312	0
Rossendale BC	0	0	70,364	0
Calderdale BC	0	0	211,672	0
Greater Manchester	5	63	2,805,609	0.02
Within 10 minutes' drive	1	18	218,472	0.08
Within 20 minutes' drive	2	36	838,556	0.04
NW region	13	144	7,247,840	0.02
England	230	2364	55,904,849	0.04

Golf Driving Ranges

7.181 The existence of 2 GDRs in Rochdale and a number in the wider catchment mean that local provision both in the borough and the wider catchment is above average.

Table 7.26 – Relative Supply of Golf Driving Ranges

	Ranges	Bays	Population 2018*	Bays per 1,000 population
Rochdale BC	2	68	214,835	0.32
Oldham BC	3	37	232,787	0.16
Manchester CC	0	0	546,120	0
Bury BC	0	0	191,312	0
Rossendale BC	1	23	70,364	0.33
Calderdale BC	1	22	211,672	0.10
Greater Manchester	15	342	2,805,609	0.12
Within 10 minutes' drive	2	68	218,472	0.31
Within 20 minutes' drive	7	172	838,556	0.21
NW region	60	1211	7,247,840	0.17
England	617	11601	55,904,849	0.21

Overall Summary – Golf

7.182 In summary, the supply of golf facilities in Rochdale and the wider area as follows:

Table 7.27 – Summary of Golf Provision

Catchment	Standard Courses	Holes	Par 3 courses	Holes	GDRs	Bays
Facilities in Rochdale	**8**	**117**	**1**	**18**	**2**	**68**
Facilities within 0-10 minutes	5	72	1	18	1	30
Facilities 10-15 minutes	11	171	1	18	3	59
Facilities 15-20 minutes	14	243	0	0	2	26
Total 0-20 minutes	**30**	**486**	**2**	**36**	**6**	**115**

- There is a variety of golf facilities within Rochdale and a local 20-minute catchment, comprising 8 standard courses, 1 par 3 course and 2 GDRs in Rochdale, and 30 standard courses, 2 par 3 courses and 6 GDRs over the wider area.

- Within Rochdale itself (time precluded wider consideration), there is a range of different types of standard golf course, though this tends to concentrate on well-established members' clubs (it is apparent that the dates set out in APP in some cases reflect a more recent establishment date than in reality – courses are generally members courses first built in the early parts of the 20th century). These clubs have a main emphasis on catering for the needs of their members, but mostly with some availability for visitors on payment of green fees

- Only one course in Rochdale, Castle Hawk, offers a wider range of facilities (standard course, par 3 and GDR) with mainly pay and play access, and is more recently established. The club is described as 'the home of affordable golf' on its website.

- The only other pay and play course in Rochdale is the LA/Trust run course at Marland GC. This is mainly run on a green fee basis though there is a club based at the course.

- There are no courses in the area which are categorised above as a 'starter course'/specialist academy or learning facility, although Castle Hawk GC is promoted as such a facility, and some of the standard courses may well offer practice facilities and coaching academies.

- There is one par 3 course in Rochdale, part of the Castle Hawk complex.

- There are 2 GDRs in Rochdale, of which one is free standing and the other part of Castle Hawk.

- Over the wider catchment (and this has not been analysed in any great detail), it appears that there is a preponderance of members' only courses (usually with green fees available to visitors), a few newer proprietary standard courses, together with a small range of par 3 courses and GDRs. There is only one facility in the wider area that is managed and operated in a similar way to Marland GC – Heaton Park GC.

Section 7 - Assessment of Need and Evidence Base – Issues and Options. What does this mean for Rochdale?

Rochdale and the immediate surrounding area therefore have a range and variety of golf facilities. The area is characterised predominantly by established members' clubs, which tend to cater more for existing golfers than beginners, improvers and specific groups likely to be attracted into the sport.

While it is likely that visitors can play on payment of a green fee at these courses, only a few courses/facilities are primarily intended for developing new players or permitting casual access, including Marland GC and Castle Hawk in Rochdale and Heaton Park in the wider area.

What is lacking in Rochdale and the wider area are starter clubs, with shorter courses, academy courses, practice facilities, mainly pay and play but with flexible and low cost membership and beginner friendly culture. Therefore, any loss of Marland GC would exacerbate this situation.

There is a good and varied supply of golf facilities in Rochdale, and relative provision is generally only slightly below the regional and national average. If Marland GC was to close, the relative provision of standard golf courses in Rochdale and the 10/20-minute catchment would fall below the average.

There would still be a number of alternative standard golf courses in the catchment to accommodate usage displaced from Marland GC. However, there is a current shortage in the area for pay and play facilities, particularly those with a developmental role. The only pay and play course in Rochdale would be the commercial centre at Castle Hawk GC, and the only other real pay and play course/centre is at Heaton Park at the edge of the 20 minute catchment from the centre of Rochdale.

The provision of par 3 courses and GDRs in Rochdale and the wider area is adequate at present in terms of relative supply.

The assessment concludes there is a case for the retention of Marland, because of the relative lack of provision of similar developmental courses in Rochdale and the wider area. A case can therefore be made for the retention of Marland GC, in terms of retaining good relative supply in Rochdale, but more importantly in continuing to provide a 'public' pay and play facility, examples of which are lacking in the borough and wider area.

There is however potential for consideration of reverting back to 9-holes and developing a high quality more focussed offer.

Climbing

Quantity of Provision – Supply

7.183 There are a range of indoor climbing facilities that are available in the market from the standard indoor climbing and bouldering wall through to walls that are aimed at children and young people such as the market leaders of Clip 'n Climb and Vertigo (Alliance Leisure Product).

7.184 There is one climbing wall in Rochdale and the description is set out in Table 72.8.

Table 7.28 - Climbing Facilities Rochdale Borough 2018

Site Name	Access Policy	Ownership Type	Climbing wall information
Littleborough Sports Centre	Pay and play but with supervision	Local authority	Indoor climbing wall 'have a go' sessions and more structured sessions to develop skills. Centre is a member of the Association of British Climbing Walls. Relaxed climbing sessions under supervision.

Summary Assessment of the Quantity of Climbing Provision

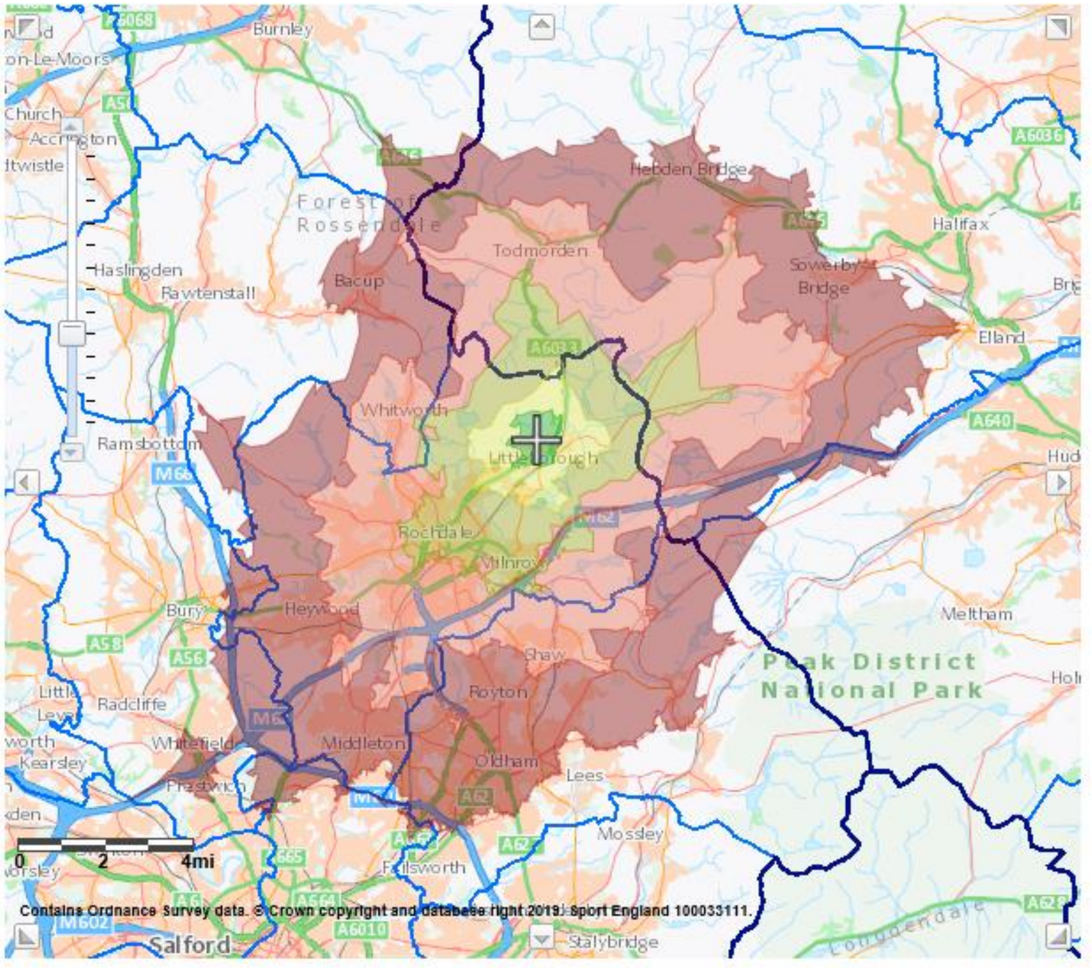
- There is one facility within Rochdale at Littleborough Sports Centre.
- It is a traditional wall with available on a pay and play basis.

Accessibility of Provision - Supply

7.185 Both facilities of the facilities identified in Table 7.28 above are located in the Rochdale Borough.

7.186 Taking the Littleborough Sports Centre as a location, Map 7.31 below shows the extent of the 20-minute drive time catchment area of which all of Rochdale Borough is inside this catchment area

Map 7.31 – 20-minute drive time catchment area of Littleborough Sports Centre



7.187 Therefore a 20 minute catchment covers the entire Borough, proving access to all those with a vehicle.

Summary Assessment of the Accessibility of Climbing Provision

- Littleborough Sports Centre is located in the Borough of Rochdale and therefore when using the Littleborough site, the 20-minute drive time catchment takes in the entire Borough.

Availability of Provision – Supply

7.188 Both are traditional walls with available on a pay and play basis. Littleborough Sports Centre is also a member of the Association of British Climbing Walls.

Summary Assessment of the Availability of Climbing Provision

- Littleborough is available on a pay and play basis

Demand for Climbing

7.189 Climbing attracts a wide variety of ages with young people starting at 4 years old and older climbers of 60 years old. The main demographic population groups are between 4 and 39 years of age. The propensity to participate from the age group 40 plus starts to see decay in demand which increases with age.

7.190 There are currently no general demand models for adventure climbing although FMG have developed a model with a leading provider. Using their industry knowledge for climbing facilities, a smaller type local facility would need to attract circa 18,000 users per annum which would require a total population catchment of over 106,000 within the immediate catchment area and that is assuming no other climbing walls are in the same catchment.

7.191 For a larger facility the profile is for 25,000 and 40,000 users but this requires a catchment of between 150,000 and 250,000 within a 20-minute drive time of the facility location.

7.192 Climbing attracts a wide variety of ages with young people starting at 4 years old and older climbers of 60 years old. The main demographic population groups are between 4 and 39 years of age. The propensity to participate from the age group 40 plus starts to see decay in demand which increases with age.

7.193 Using the catchment in Map 7.31, the population in this area and percentage of the total population for 6 different time bands is set out in Table 7.29 below.

Table 7.29 - Population totals in a 20-minute drive time catchment of Littleborough Sports Centre 2018

Catchment Area / Time (min)	Total Population	% Population
0-2.5	6,836	1.52 %
2.5-5	12,875	2.87 %
5-10	50,431	11.24 %
10-15	120,133	26.79 %
15-20	258,233	57.58 %
Total	**448,508**	**100 %**

7.194 The table shows there is an extensive population total with 50,431 residents in the 0 – 10 minute drive time catchment alone, with circa 449,000 within 20minutes.

7.195 The requirement for a total population catchment of over 106,000 within the 20 minute drive time catchment area is achieved once the 10 15 drive time catchment area is reached.

7.196 The population totals for the 0 – 14, 15 – 24 and 25 – 39 years age bands, in each of the catchment area travel bands are highlighted in Table 7.30 below.

Table 7.30 - Population totals by age bands in the 20 minute drive time catchment area of Littleborough Sports Centre

Ages/Travel Bands	0-14	15-24	25-39	40-59	60-79	80+	Total
0-2.5	**1,254**	**767**	**1,360**	1,967	1,181	307	6,836
2.5-5	**2,212**	**1,508**	**2,210**	3,755	2,565	625	12,875
5-10	**11,514**	**7,203**	**11,191**	12,063	7,044	1,416	50,431

Ages/Travel Bands	0-14	15-24	25-39	40-59	60-79	80+	Total
10-15	**22,667**	**15,200**	**21,638**	33,693	21,748	5,187	120,133
15-20	**52,529**	**34,027**	**51,050**	69,183	41,793	9,651	258,233
Total	**90,176**	**58,705**	**87,449**	120,661	74,331	17,186	448,508

7.197 The table shows that there is sufficient population in the age bands which participate most in indoor climbing, to support an indoor climbing wall located at Littleborough Sports Centre.

Overall Summary – Climbing

7.198 This assessment is not intended to provide a demand justification for the climbing wall at Littleborough Sports Centre. It is intended to set out a methodology for identifying the population totals and by age bands required to support an indoor climbing wall. The methodology can be applied to other locations, to identify if there is sufficient population to support provision of a climbing wall. Any assessment would have to consider existing climbing walls within the catchment area under study.

Section 7 - Assessment of Need and Evidence Base: Climbing Issues and Options. What does this mean for Rochdale?

The assessment has identified that the current wall is sufficient for the population of Rochdale. However, this does not mean that there is not demand for additional walls, but an assessment would need to be undertaken at each individual site considering the existing walls before inclusion.

There are many forms of climbing including less formal climbing facilities aimed at beginners and families which could provide pathways to existing walls within the catchment. This could be provided in one (or more) of the existing leisure centres in the form of adventure play or clip n climb which the Trust is currently looking at providing as part of an invest to save project at Middleton Arena.

Cycling

7.199 In addition to the sports specific assessment of need covered earlier in this section the Council have asked for a commentary.

7.200 British Cycling are currently in the process of producing their latest strategy which will, as well as any potential new provision will need to consider their current infrastructure where c2/3 of all outdoor velodromes require track resurfacing in next 5-10 years, and c40% of existing closed racing circuits are unlit.

7.201 There is an uneven distribution of facilities at present, particularly when considered against major population centres – see map 7.31 below;

Map 7.31 Current Track and Closed Circuit Facilities in the UK.

Track Facilities **Closed Road Circuits**

7.202 Following a brief consultation with British Cycling they are planning to develop their 'Places to Ride' programme which has £15m available on a 50-50 matched funding basis which is focussed on the developing cycling participation in different ways, for example by mobilising schemes via parks. The funding provides an opportunity to think differently by targeting populations as per Sport England strategy and not providing cycle tracks for clubs as they may well have been in the past.

7.203 That said, as they have not yet published their strategy, we would recommend that the Council revisit cycling in the wider context of the Greater Manchester Bee Lines project and the Local Delivery Pilot.

8. Interpretation of Findings - Quantity, Quality, Accessibility and Availability

Interpretation and Findings – Issues and Options. What does this mean for Rochdale?

8.1 The Strategy has presented comprehensive evidence and research to understand the baseline facility provision in Rochdale and the opportunities and challenges for future provision. This section summarises the research and evidence, which provides the basis for the Strategy and Action Plan future provision set out in Section 9 of this report.

8.2 Before outlining the specific implications in terms of facility provision, it is important to consider the strategic context.

Strategic Context

8.3 There is a strong link between national and local strategies with Rochdale well placed, following completion of their Built Indoor Sports Facility Strategy (BISFS) and their Playing Pitch Strategy (PPS), to deliver against strategic outcomes.

8.4 The Council's vision for the strategy 'enhance community, sport, leisure and cultural facilities, in line with population needs, to help improve resident's health and quality of life and make the borough a more desirable place to live, work and visit' cannot be delivered in isolation and presents an opportunity to collaborate between local public health partners, as well as sports development, adult social care and the active schools programme will be integral to getting the Borough more active and thus reducing the healthcare burden.

8.5 The Council has identified a number of opportunities for collaboration by developing health and wellbeing partnerships which is in line with national policy to drive and influence behavioural change by developing 'community hubs' where indoor sport, voluntary sports clubs, and careful design of built environments could provide greater outcomes in the future.

8.6 There are opportunities identified for such partnerships across a number of existing facilities such as co-location opportunities at Heywood, Littleborough Sports Centre and Hollingworth Activity Centre.

8.7 Importantly the Council has a strong track record in investing in built sports provision, with new sports and leisure facilities being built in Rochdale, Middleton and Heyworth.

Local Context

Summary of Rochdale's Population

8.8 Overall, the demographics have outlined that whilst Rochdale is current a younger than average population, this is expected to change in the next 10 years with a significant increase in the number of people age 65 years and older. There is not expected to be significant population growth in the Borough, and therefore this suggests the movement of age bands rather than growth.

8.9 Rochdale Borough is also becoming more ethnically diverse, with 21% of the total population from BME populations.

8.10 Furthermore, the data has also outlined that the health of the residents is an issue for the Borough. Many of the residents live below national and regional expectations, whilst there is poor health and high levels of deprivation across the Borough.

8.11 Sport England data has also shown the Borough is below averages for levels of activity, with a significant proportion of the population not participating in the recommended 150 minutes a week.

8.12 This shows that despite Rochdale residents living longer now and, in the future, when compared with the rest of England, they live shorter and less healthy lives.

8.13 In terms of the impact on facilities, whilst there is a low Rochdale Borough population total, the Borough's level of provision of swimming pools and sports halls, is at or above most of its neighbours.

8.14 The change in the younger population over the strategy will be marginal and will not have a demonstrable impact on increased demand for the facility types in the strategy.

8.15 Based on all of the projected population growth statistics and age structure changes in the Rochdale population, there is however not going to be a large increase in the demand for indoor sports facilities from population change. For example, the increase in the total population in the main age bands for swimming and hall sports participation, increases by just 2.8% over this 2018 – 2028 period.

8.16 The Draft Greater Manchester Spatial Framework (GMSF) has now been produced. Whilst the growth for Rochdale is reduced from previously, it is still 28,000 homes at 2.3 occupancy, which is significant and the Council will need an evidence base to make sense of this growth.

8.17 Overall, the more likely focus therefore to meet the future facility needs of the population is not about quantity of facilities/it is much more about quality, 'the offer', activity programming of the facilities, so as to increase participation and encourage people to be more active, particularly in lower participant groups.

8.18 Any changes in this rate of participation, higher or lower, is going to impact on the usage of indoor sports facilities. However, the most likely increase in activity is more likely to be in informal recreation, outdoor activities, such as walking or cycling.

Current Performance of Facilities and Quality Audit

8.19 The Net subsidy to deliver the service is presently £2.675m (excludes Public Health & Voluntary Sector grants) across all service areas, which is not split out by the Council, but for internal assessment purposes has recently been split by the Trust.

8.20 This subsidy represents a saving of £2.1m or 44% reduction, against the historical Base Management Fee, derived from efficiency savings produced by the Trust over the past 6 years.

8.21 In terms of current facility performance Heywood, Rochdale and Middleton are performing reasonably well with Littleborough at the lower end of our benchmarks.

8.22 Kingsway and Bowlee are performing well below our performance range reflecting the age, location and range of facilities available. Bowlee has some of the lowest utilisation figures we have experienced from a health and fitness perspective and we would question the strategic need for this facility going forward.

8.23 The facilities are currently considered 'traditional' in terms of provision offering pool, gym, studio and sports hall offers. There is in our view an opportunity to further drive income and use in the sports halls and swimming pools by introducing more 'commercial fun' activities such as temporary play (sports halls) or clip n climb (Middleton Arena) and thus creating more of a family destination.

8.24 In general, there has been a considerable increase in swimming income (except for Heywood) and use because of the introduction of a new swimming lesson programme over the past twelve months. However, despite the increase in lessons in 2018/19, it is expected a similar number of children will attend across the sites (although Middleton has increased numbers, Rochdale has reduced).

8.25 Despite this, all three swimming pools are performing above our performance range providing evidence of high demand and need. The pools could provide greater flexibility through screening off the learner pool at times.

8.26 The sports halls are generally performing below our benchmark range across all centres, therefore, presents an opportunity to think differently going forward in terms of supply. The smaller older sites are performing well below our benchmark.

8.27 The health and fitness membership and income have dropped significantly in the historical data between 2015 and 2018, presenting a challenge for the service going forward. However, the proposed 2018/19 forecast has proposed an increase at the 4 main sites; Middleton, Rochdale, Heywood and Littleborough.

8.28 From the historical data, the performance overall in the three new centres is positive and had it not been for the improved performance in swimming, the Trust could have been faced with circa £250,000 of reduced income.

8.29 The Bowlee facility in our view needs to be reviewed urgently from a strategic needs perspective.

8.30 The previous maintenance and marketing provisions are reasonably positive from a benchmarking perspective; however, as the operator considers both areas, it can have a significant negative impact on use and income, and they are considering further development of the marketing function following a recent audit which highlighted that additional resource and structure is needed to make the marketing approach more effective.

8.31 The utility costs are at the high end of our range at the new centres and in our view present some opportunity to provide further reductions. We understand that the solar initiative whilst providing energy to the leisure estate may not be providing the most efficient solution to the operator. Councils and Leisure Operators now consider energy reduction as a primary driver in improving performance and efficiency, in some cases ahead of additional sport and leisure investment.

8.32 The staffing costs are generally above our benchmark range. To put this into perspective a 'zero' subsidy contract would be aiming to operate below 50% of staffing costs to % of income.

8.33 The only centre to achieve this in Rochdale is Heywood and Rochdale, although Littleborough has shown significant reductions in 2018/19. Bowlee and Kingsway are operating at c135% and c138% in 2017/18.

8.34 Car Parking at Middleton, Bowlee and Littleborough is considered poor which could be having a negative impact on access and use of these facilities. General signposting to Littleborough Sports Centre should be improved.

Consultation – Key Messages

8.35 Making the centres the hubs of their communities through collaborative working with other providers, particularly health, and sustainable through the freedom to operate are key priorities.

8.36 The consultation themes reflect the national and local context and seek to re-shape the leisure centre offer to better meet local needs and priority groups and remove barriers to taking part.

Sports Halls

8.37 From a performance perspective the sports halls are generally performing below our benchmark range across all centres, therefore, this presents an opportunity to think differently going forward in terms of supply. The smaller older sites are performing well below our benchmark.

8.38 From an assessment of need perspective there were 25 individual sports halls on 17 sites across Rochdale in 2018. This is a total supply of 94 badminton courts, of which 69 are available in the weekly peak period for community use. Based on badminton courts use per 10,000 population, Rochdale has 4.4 courts. Rochdale has the second highest supply of courts of all neighbours after Bury with 4.8 badminton courts per 10,000 population.

8.39 Rochdale generates a total demand for 61 badminton courts in the weekly peak period. This compares to supply of 69 badminton courts which are available for community use in the weekly peak period in 2017 (and further 25 courts unavailable)

8.40 There is an even spread of provision across the Borough as can be seen from figure 4.1 with no particular area with unmet demand. Nine of the sports hall sites, (c53%) are owned by schools/colleges. 6 public leisure centre sports hall sites, 1 not for profit community trust, Oulder Hall Leisure Complex and 1 commercial sports hall David Lloyd Manchester North venue.

8.41 Overall use is estimated at 72% of capacity. However public sports halls have higher estimate of near to 100% except Littleborough Sports Centre estimated to be 70%.

8.42 There appears to be scope to change/increase access to the education venues, for more community use. Hard data indicates across the education venues, equivalent of 25 badminton courts (26% of the total supply), which are not available for community use. This would also release sports hall supply to enable development of alternative use at Middleton Arena. Most of the education sports hall sites are older venues than the public leisure centres, Cardinal Langley School (1973), Falinge Park High School (1968) and Siddal Moor Sports College (1997)

8.43 Therefore, if increasing access to education venues ("freeing up" time at public leisure centre venues) could mean providing community access at education venues in need of modernisation. The nearest sports hall for over 80% of the Rochdale satisfied demand is a venue in the Borough. So very good accessibility to sports halls, there is no need therefore to consider changing the locations of sports halls to increase physical accessibility.

8.44 Total unmet demand across the borough, equates to just below 5 badminton courts with opportunities to increase access through better use of some educational sites.

8.45 The Rochdale population in 2019 is 218,985 people and it is projected to increase to 223,775 people by 2037. This is based on the ONS 2014-based population projections for Rochdale and the other Greater Manchester authorities. This is the population projection applied in the Greater Manchester Spatial Strategy.

8.46 The Rochdale total demand for sports halls in both years is for 61 badminton courts. The total demand for sports halls in 2037 is made up from (1) the resident population in 2019 and the growth in population 2019 – 2037 and (2) the ageing of the resident population between 2019 and 2037. Sometimes with an older age structure population, there are fewer people in the main age bands for sports halls (14 – 59 for males and 14 – 54 for females) in the second run year than in the baseline run year.

8.47 So, the increase in demand for sports halls from population growth, is offset by the ageing of the resident population. This interaction of the two demand drivers appears to be having an impact in Rochdale on the total demand for sports halls. The projected demand for sports halls from population change is not going to be a driver for increasing provision of sports halls within the Borough.

8.48 As with the swimming pool findings, the driver is much more likely to be the need to keep the existing stock of modern public leisure centres sports halls well maintained over the period to 2037.

Swimming Pools

8.49 From a performance perspective the swimming pools performing above our benchmark range across all centres with particularly strong growth over the past two years from increases in the learn to swim programmes managed by L4L.

8.50 From a needs perspective Rochdale Borough has 12 individual pools on 8 swimming pool sites in 2018, importantly five of these pools have opened since 2000 and three public swimming pools have opened since 2009 providing clear evidence of the Council's commitment to health and wellbeing across the Borough.

8.51 5 pool sites have opened post 2000, The 3 public swimming pool sites (Heywood, Middleton and Rochdale) all opened since 2009. Each site has a main pool and a separate teaching/learner pool with an extensive swimming offer which has grown considerably over the past two years.

8.52 Rochdale has the second highest provision of water space based on water space per 1,000 population when compared with the neighbouring local authorities. Rochdale 12 sq. metres of water per 1,000 population and Manchester highest supply 15 sq. metres of water per 1,000 population.

8.53 Rochdale generates a demand for 2,308 sq. metres of water. Total supply is 2,086 sq. metres of water. Therefore, demand for swimming pools exceeds the Rochdale supply by 222 sq. metres of water in 2018.

8.54 There is very close correlation between the location and catchment area of the swimming pools and Rochdale demand with over 90% of the Rochdale demand for swimming pools located inside the catchment area of a swimming pool.

8.55 This correlation means there is excellent accessibly for Rochdale residents. Nearest pool for where 80% of the Rochdale demand is a pool located in the Borough

8.56 Total unmet demand outside the catchment area of a pool is 164 sq. metres of water. This is an insufficient level of unmet demand in 2018, to consider increasing pool provision on grounds of increasing accessibility. Unmet demand is highest in the area north of Rochdale Leisure Centre and south to Castleton swimming pool. Total unmet demand in this area is around 50 sq. metres of water however there is not a hot spot of high unmet demand.

8.57 Capacity - As a Borough average at 77% of pool capacity used at peak times, the swimming pools are estimated to be slightly above the Sport England pools full comfort level of 70% of pool capacity used

8.58 The three public swimming pool sites are estimated to be at between 94% and 100% of pool capacity used. Reasons draw effect of most modern pools and the widest public/club accessibility. Evidence for 2018 impact of the projected population growth/ageing of the population across the Borough, over the strategy period to 2029 provides the forward assessment.

8.59 As set out under the sports hall findings, the Rochdale population in 2019 is 218,985 people and it is projected to increase to 223,775 people by 2037. This is based on the 2014-based population projections for Rochdale and the Greater Manchester authorities. This is the population projection applied in the Greater Manchester Spatial Strategy.

8.60 The Rochdale total demand for swimming in 2019 for 2,283 sq. metres of water and this is projected to decrease very slightly to 2,253 sq. metres of water by 2037.

8.61 The total demand for swimming in 2037 is made up from (1) the resident population in 2019 and the growth in population 2019 – 2037 and (2) the ageing of the resident population between 2019 and 2037. Sometimes with an older age structure population, there are fewer people in the main age bands for swimming (14 – 54 and for both genders) in the second run year than in the baseline run year.

8.62 So, the increase in demand for swimming from population growth, is offset by the ageing of the resident population. This interaction of the two demand drivers appears to be having a very slight impact in Rochdale, with a small decrease in the total demand for swimming. The projected demand for swimming is not going to be a driver for increasing the provision of swimming pools within the Borough.

8.63 The focus for the future is much more about the need to keep the existing stock of modern public leisure centres well maintained over the period to 2037 and maintain the excellent swimming offer. The average age of the public leisure centre pool sites in 2019 is 8 years, the most recent public leisure centre is Rochdale Leisure Centre, which opened in 2012.

Health and Fitness

8.64 There is an extensive supply of 23 health and fitness venues in Rochdale. An indication of the market is that two of the three largest gyms are the most recent to open in 2016, JD Gyms with 220 stations and Xercise4less with 400 stations.

8.65 The balance of supply very much favours commercial gyms, operating on a membership basis with 1,598 stations 79.4% of the total number of stations.

8.66 Overall there is an extensive and modern supply of gyms across the Borough. There are gyms located in all the main settlements and all areas of the Borough are inside the 20 minute car catchment area of several locations.

8.67 FMG Consulting, applies a benchmark of each station having a capacity of 20 – 25 and would use that figure in an assessment for Rochdale. So, applying that to the Active People finding, creates a demand of 754 and 942 stations, well within the current supply of 2012 stations.

Athletics

8.68 The conclusions and recommendations for athletic tracks are that, in terms of the supply and access data the Kingsway Park Sports Centre athletics track is of the right scale and in the right location to meet the needs of Rochdale Borough.

8.69 Estimating the demand for track and field athletics in Rochdale Borough is very constrained by the validity of the data, in terms of it being NW Region participation rate, applied to Rochdale and it only measures adult’s participation. Based on this measure, there is an estimated 486 adult track and field athletes in Rochdale Borough.

8.70 On this basis, the scale and capacity of the Kingsway Park athletics track can meet the demand for adult’s participation. However, young people’s participation needs to be added to this demand estimate, so as to provide a total demand figure.

8.71 There is an extensive provision of athletic tracks in Greater Manchester with 19 tracks in total and 6 located in the area surrounding Rochdale Borough. The nearest venues to Rochdale, are the Radclyffe Athletics Centre in Oldham and the Market Street Athletics track in Bury. The combined 20 minute drive time catchment area of these tracks extends across Rochdale Borough, except the northern parts of the Rochdale and Pennines sub areas. There are however capacity and quality issues with these tracks.

8.72 Also whilst there is alternative provision, which in location and catchment area terms, could serve Rochdale Borough, many users of the athletic track are young people and basing alternative provision on just car catchments will limit local accessibly for young people.

8.73 The Kingsway Park athletics track is located in the area of the Borough with the highest population density for people aged 5 – 18. So, closure of this track would remove very local accessibly for young people. This is borne out by the club.

8.74 The loss of the Kingsway track would result in a provision gap and a loss of facility for the current club users. Overall, based on the data available and analysed, the recommendations are to retain the Kingsway Park Sports Centre athletics track, so as to meet the track and field needs of athletes in Rochdale Borough.

Indoor Tennis

8.75 There is one indoor tennis centre in Rochdale Borough, which is the David Lloyd centre. Nearly all the Borough is inside the 20-minute drive time catchment area of the extensive David Lloyd Indoor Tennis centre. This centre has 9 courts in a traditional structure and 3 courts in an air hall. The centre is operated on a membership basis.

8.76 There are 3 pay and play indoor tennis centres, 2 being local authority centres, at Robin Park Leisure Centre Wigan (4 courts, 1998) and Manchester Tennis and Football Centre (6 courts, 2002). The third pay and play centre is located at Northern Lawn Tennis Club Manchester (3 courts, 1998). Therefore, there is reasonable level of access to pay and play centres, albeit they are not the closest centres to Rochdale Borough.

8.77 There is no one consistent source/ methodology to calculate the demand for indoor tennis by Rochdale residents. The LTA ‘Priority Project Funding, Policy and Operational Procedures’, states that one indoor court can serve 200 regular tennis players. The Active People Survey found that 0.25% of adults regularly participated (once per week) in indoor tennis in North West Region in 2016. This is the smallest geographical area for which data is available.

8.78 Appling that percentage rate to the Rochdale Borough adult population in 2018 of 173,800 people, there is potential for 173,800 x 0.25 divided by 200 = just over 2 indoor courts for the whole Borough.

8.79 Overall, the conclusions and recommendation are that the Borough has one extensive indoor centre, the David Lloyd centre. The demand assessment for indoor tennis, based on the Active People NW Region data, applied to the Rochdale population and use of the LTA data, only identifies a demand for 2 indoor courts. So, the overall conclusion is that Rochdale has a much higher demand and participation rate for indoor tennis than form these two sources and is supporting 12 indoor courts. There would appear to be a limited case to increase provision of indoor tennis courts.

7.204 Over 90% of Rochdale Borough is inside the 20-minute drive time catchment area of the David Lloyd centre. There are in addition further centres in Manchester Bolton and Wigan Therefore, there is a good supply of centres and courts which are accessible to the Rochdale Borough population.

7.205 In terms of access to the indoor tennis centres, 3 venues are pay and play centres, these being 2 local authority centres, at Robin Park Leisure Centre Wigan (4 courts, 1998) and Manchester Tennis and Football Centre (6 courts, 2002). The third pay and play centre is Northern Lawn Tennis Club Manchester (3 courts, 1998). So, there is a reasonable level of pay and play centres, albeit they are not the closest centres to Rochdale.

8.80 The LTA have however identified Rochdale as a potential location for indoor provision in the National Indoor Facilities Strategy.

Indoor Bowls

8.81 There are good levels of outdoor bowls provision and a strong club base across the borough. The aging population is in line with the demand profile for bowls.

8.82 The vast majority of outdoor bowls is however crown green, which does not necessarily translate to the indoor game. Nevertheless, there is a strong bowls community in Rochdale.

8.83 There are no indoor bowling centres in Rochdale Borough but nearly all the Borough is inside the 20-minute drive time catchment area of the 4-rink centre at Oldham Leisure Centre. This centre has pay and play access and is open all year round. Given most Rochdale residents are within the 20-minute drive time of the Oldham Leisure Centre indoor bowling centre, the residents do have access to a pay and play venue which is open year-round and they can join the centre.

8.84 There is no one source to calculate the demand for indoor bowling by Rochdale residents. Active People participation data is only available at the England wide level and applying this rate to the Rochdale adult population generates a demand for 990 bowlers or 1.3 rinks. Furthermore, applying the Active People Market Segmentation data to the Rochdale adult population generates a demand and latent demand for 6 rinks. However, this assessment includes indoor and outdoor bowling and is based on at least once a month participation, the data was produced in 2012.

8.85 In short, whilst there is no one consistent and up to date methodology for estimating the demand for indoor bowling. Using the data available, this does suggest a potential Rochdale demand for between 3 and 6 rinks for indoor bowling. Applying EIBA guidance would further support the potential to consider the provision of indoor bowls provision in Rochdale in some form. The strength of the outdoor game and priority on older people would further support this potential to be explored.

Squash

8.86 The conclusions and recommendations for squash are set out along with the findings from the specific topics raised for consideration in the assessment. These are:

- Views on the single court in Littleborough and its need in the future;
- The potential to remove squash from Middleton; and,
- The importance of the Rochdale Cricket Lacrosse and Squash Club venue

8.87 Comments on each squash facility have to be placed in the overall Borough wide findings for squash. In short, there are 6 venues current and 15 courts in total. All areas of the Borough are inside the 20 minute drive time catchment area of a squash venue. Rochdale Borough's supply of courts is on a par with neighbouring authorities and above that of NW Region.

Littleborough Sports Centre Squash Court

8.88 There is one court at this venue, and it opened in 1995. It is available for pay and play and the absence of two courts limits the scope to play competitive squash. Three of the 6 squash court venues are available on a pay and play basis and this total 5 courts, a third of the available supply in the Borough. So, removal of the Littleborough venue would reduce access for casual pay and play squash.

8.89 The biggest impact from closure of the facility is loss of local accessibility. Population density in the Littleborough area for the 40 – 60 years olds is among the highest in the Borough. Players could access other venues based on car travel and the catchment area of other venues. However, the nearest pay and play venues are Middleton Arena and Oulder Hill Leisure Complex.

8.90 Overall based on the supply demand and access assessments, there is sufficient squash capacity across Rochdale Borough to absorb the Littleborough demand. However, the main consideration is, if the casual players at Littleborough would travel to participate elsewhere, or would they simply stop playing because of the loss of local access?

Middleton Arena

8.91 The potential to remove squash from Middleton Arena has to be considered in the context of the Littleborough findings. There are 2 glass backed courts at this venue and if it closed, it would leave the 2 courts at Oulder Hill Leisure Complex as the only two courts and one venue available for pay and play squash in the Borough.

8.92 So overall the loss of the Middleton Arena squash courts, would significantly impact on retaining existing, and possibly developing new squash participation. The overall supply and demand balance would now see the removal of three courts in total and two venues, reducing the Rochdale Borough total supply to 12 courts at four venues, with only 2 courts and one venue available as pay and play.

8.93 The removal of the Middleton Arena courts looks a change too far, unless an agreement could be met with Oulder Hill Leisure Complex and Rochdale Cricket Lacrosse and Squash Club venue, to provide and promote pay and play.

Rochdale Cricket Lacrosse and Squash Club venue

8.94 This is the major squash venue in the Borough and squash is part of a multi sports club. It is the only club venue for playing squash in the Borough. The venue has 3 non glass backed normal courts and 1 glass backed court. The venue opened in 1995 and provides some 26% of the total current squash provision in the Borough.

8.95 It is an established squash events venue and does provide for extensive coaching and development. It also provides for casual play for its members. The venue is centrally located in the Borough and all of the Borough is within the 20 minute drive catchment area of the site.

8.96 It would appear development of squash in the Borough is very much dependent on this venue and providing for squash development. The extent to which this venue would accommodate more usage, from removal of the Middleton Arena and Littleborough facilities, is dependent on the extent to which the casual players at these venues would join a membership club.

8.97 In terms of the overall supply, demand and access findings this should be supported for the reasons already set out about these other venues.

Gymnastics

8.98 Rochdale Borough does not have a purpose-built dedicated gymnastics facility but there are gymnastics clubs using their facilities which provide for some gymnastics disciplines. There are also gymnastics programmes provided at the Rochdale Leisure Centres for young people, as part of the Beth Tweddle gymnastics development programme.

8.99 There is a dedicated gymnastics facility, the Paul Reay Gymnastics Centre in Bury, which is a well-established leading club and gymnastics facility. It provides for all gymnastic disciplines and for all ages and abilities.

8.100 Participating in gymnastics is dominated by young people aged 5 – 15 years old. British Gymnastics says participation nationally is increasing by 12% a year over the 2013 – 17 period. Despite this, there is no participation rate for this age group for the Rochdale population, but reviewing the projected Rochdale population projections for this age range over the 2019 -2029 period identified a population of 29,800 in 2019 and 29,500 in 2029. If it is assumed 5% of this population participated, then there would be 1,490 participant's in2019 and 1,475 in 2029.

8.101 These findings compare favourably the three gymnastic clubs in Rochdale, affiliated to British Gymnastics (but not including the Greater Manchester Beth Tweddle membership) which have a total of 851 members and waiting lists, although no numbers are provided.

8.102 Overall the assessment is that participation in gymnastics in Rochdale is increasing and there is significant potential for increasing use and programming across the Leisure Centres.

8.103 Clubs are also looking to further develop their converted centres. The need for a new dedicated purpose-built facility has to be considered alongside the growth of independent clubs. Should consideration be given to develop a purpose-built centre then the first requirement is to establish how this would relate to these clubs, the scope for amalgamation of the clubs at one location, and if there is critical mass and a willingness to support the development.

8.104 Meantime, support should be provided to these clubs to assist their development.

Golf

8.105 Rochdale and the immediate surrounding area have a range and variety of golf facilities. The area is characterised predominantly by established members' clubs, which tend to cater more for existing golfers than beginners, improvers and specific groups likely to be attracted into the sport.

8.106 While it is likely that visitors can play on payment of a green fee at these courses, only a few courses/facilities are primarily intended for developing new players or permitting casual access, including Marland GC and Castle Hawk in Rochdale and Heaton Park in the wider area.

8.107 What is lacking in Rochdale and the wider area are starter clubs, with shorter courses, academy courses, practice facilities, mainly pay and play but with flexible and low cost membership and beginner friendly culture. Therefore, the loss of Marland GC would exacerbate this situation.

8.108 There is a good and varied supply of golf facilities in Rochdale, and relative provision is generally only slightly below the regional and national average. If Marland GC was to close, the relative provision of standard golf courses in Rochdale and the 10/20-minute catchment would fall below the average.

8.109 There would still be a number of alternative standard golf courses in the catchment to accommodate usage displaced from Marland GC. However, there is a current shortage in the area for pay and play facilities, particularly those with a developmental role. The only pay and play course in Rochdale would be the commercial centre at Castle Hawk GC, and the only other real pay and play course/centre is at Heaton Park at the edge of the 20 minute catchment from the centre of Rochdale.

8.110 The provision of par 3 courses and GDRs in Rochdale and the wider area is adequate at present in terms of relative supply.

8.111 The assessment concludes there is a case for the retention of Marland, because of the relative lack of provision of similar developmental courses in Rochdale and the wider area. A case can therefore be made for the retention of Marland GC, in terms of retaining good relative supply in Rochdale, but more importantly in continuing to provide a 'public' pay and play facility, examples of which are lacking in the borough and wider area.

8.112 There is however potential for consideration of reverting back to 9-holes and developing a high quality more focussed offer

Climbing

8.113 The assessment has identified that the current wall at Littleborough is sufficient for the population of Rochdale.

8.114 However, this does not mean that there is not demand for additional walls or climbing provision, but an assessment would need to be undertaken at each individual site considering the existing walls before inclusion. Furthermore, a fun climbing facility aimed at families as an introductory offer such as the popular 'clip n climb' facilities appearing across the Country could provide a foundation of new users to feed into the local clubs and existing walls. This would be in-line with the trend for adventure and thrill activities.

8.115 There are many forms of climbing including less formal climbing facilities aimed at beginners and families which could provide pathways to existing walls within the catchment. This could be provided in one (or more) of the existing leisure centres in the form of adventure play or clip n climb which the Trust is currently looking at providing as part of an invest to save project at Middleton Arena.

Cycling

8.116 British Cycling have not yet published their strategy however it is likely following consultation that they are planning to develop their 'Places to Ride' programme which has £15m available on a 50-50 matched funding basis which is focussed on the developing cycling participation in different ways, for example by mobilising schemes via parks.

8.117 This funding will provide an opportunity to think differently (i.e. not velodromes, outdoor tracks and closed cycling routes) through targeting populations. This presents an opportunity for the Council following release of the strategy to revisit cycling in the wider context of the Greater Manchester Bee Lines project and local delivery pilot.

Summary

8.118 Locally there are clear shared objectives emerging for the community of Rochdale to live *healthy, fulfilling and successful lives*. Physical activity and cultural wellbeing have critical roles to play, in a coordinated approach to health and wellbeing.

8.119 This can be summarised in a number of overarching shared aims across the borough; *health and wellbeing, innovation and creativity, community cohesion and accessibility, co-location and joint working and delivering financial stability and sustainability.*

8.120 Rochdale now needs to develop its facilities and infrastructure to support the achievement of the shared outcomes.

8.121 National strategies place an emphasis placed on working collaboratively locally to address elevated levels of physical inactivity and increase the number of active people. The Strategy focusses on investment driven by local need. There is also a strong focus on the role that collaborative and multi-agency working with local partners must play in supporting the step change that is required to tackle inactivity

8.122 The consultation themes reflect the national and local context and seek to re-shape the leisure centre offer to better meet local needs and priority groups and remove barriers to taking part. Making the centres the hubs of their communities through collaborative working with other providers, particularly health, and sustainable through the freedom to operate are key priorities.

8.123 In terms of trends, the key findings from the national findings for sports and activities for the Active Lives surveys for May 2016 – May 2017 and May 2017 – 2018 and for the active category of participation, show that traditional team sports and racket sports both indoors and outdoors are declining in participation. Individual based activities such as fitness and exercise classes are increasing in participation. There is an increase in adventure and thrill based activities. Participation in all different categories of walking has a considerably higher rate of participation than any sport. Walking for leisure by all adults, has the highest rate of participation of any activity, with 25% of all adults participating.

8.124 The changing trends in participation and activity, evidence a need for more flexible spaces, with a focus on facilities that provide for individual based activities and with a focus on exercise and adventure. The increase in adventure and thrill based activities could provide an opportunity across the Trust estate to invest.

8.125 The current facilities, whilst performing well are quite traditional in terms of provision offering pool, gym, studio and sports hall offers. There is in our view an opportunity to further drive income and use in the sports halls and swimming pools by introducing more ‘fun' activities such as temporary play (sports halls) or clip n climb (Middleton Arena) and thus creating more of a family destination

8.126 Overall, the more likely focus therefore to meet the future facility needs of the population is not about quantity of facilities/it is much more about quality, ‘the offer’, activity programming of the facilities, so as to increase participation and encourage people to be more active, particularly in lower participant groups.

8.127 In terms of sports hall and swimming pools, supply and demand is generally in balance, there are no significant gaps in provision. This provides potential opportunities to address facilities and programming issues in-line with trends and community needs.

8.128 For swimming pools this is less about the change in the pools itself and more about its programming.

8.129 The focus for the future is much more about the need to keep the existing stock of modern public leisure centres well maintained over the period to 2037 and maintain the excellent swimming offer. The average age of the public leisure centre pool sites in 2019 is 8 years, the most recent public leisure centre is Rochdale Leisure Centre, which opened in 2012.

8.130 As with the swimming pool findings, the driver for sports halls is much more likely to be the need to keep the existing stock of modern public leisure centres sports halls well maintained over the period to 2037.

8.131 In addition, for sports halls, the need is for more flexible spaces and looking at different activities and programmes to meet the needs of key groups and working with the education sector. Whilst the supply of sports halls is currently good, this does rely on school provision. The education stock has some access and quality issues, which will need to be addressed in tandem with any re-shaping of the Council stock.

8.132 Gymnastics in Rochdale is increasing and there is significant potential for increasing use and programming across the Leisure Centres. Adventure climbing could be provided in one (or more) of the existing leisure centres in the form of adventure play or *clip n climb*.

8.133 There are also potential sport specific opportunities to explore, particularly in terms of indoor bowls and indoor tennis.

8.134 However, the most likely increase in activity is more likely to be in informal recreation, outdoor activities, such as walking or cycling. The need to look outside of centres is also evident and outdoor provision at Hollingworth Lake and Marland Park provides opportunities in this regard.

8.135 In Section 9 we translate the issues and options into strategic objectives and an action plan for future provision.

9. Strategy and Action Plan

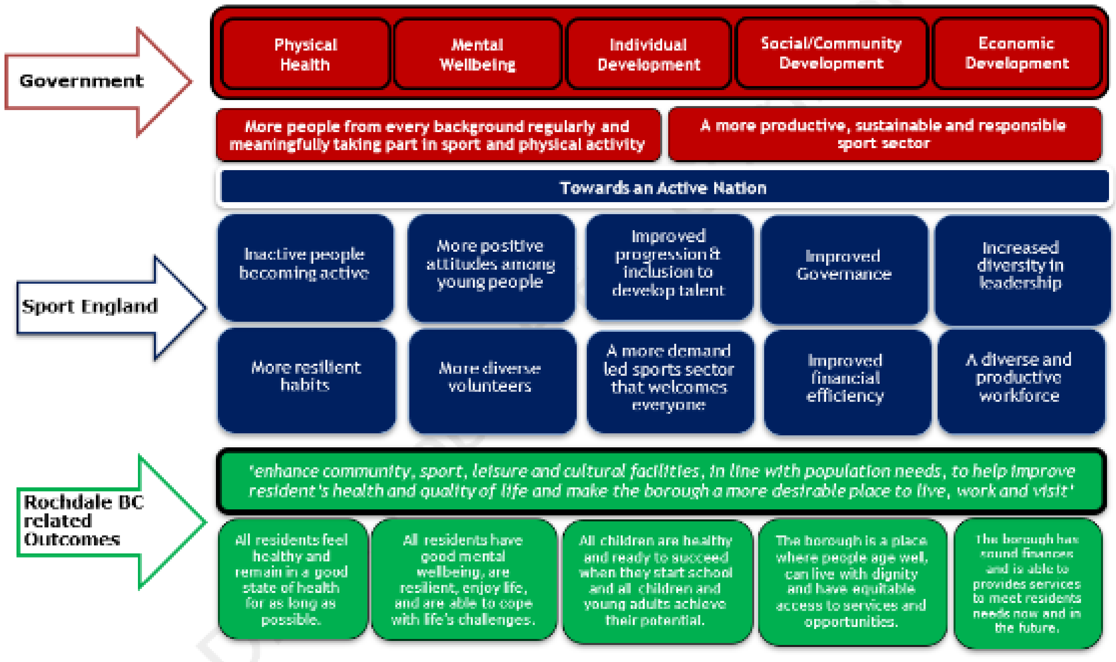
Strategy Objectives

9.1 In this section we provide the overall strategy objectives and action plan.

9.2 In terms of its built facilities strategy, this has presented an opportunity to think differently about future indoor built provision and roles in which the Council in partnership with others should take to maximise the opportunities across the Borough to provide.

9.3 Figure 9.1 demonstrates how the local strategic outcomes are aligned to national policy.

Figure 9.1 – Local and National Context



9.4 Importantly, one of the main opportunities for the Council over the period of this strategy is the way in which it could work with partners to deliver outcome in the role of commissioner and collaborator.

9.5 This could, in part, be achieved through the development of community hubs linked to existing built provision and through the development of a community engagement plan. An example of the components of successful Community Hubs are provided below in figure 9.2, combined model of provision which could be applied to Middleton, Heywood and Rochdale through wider collaboration. Indeed, work is currently being undertaken for Middleton Arena by the Council's strategic asset group to assess opportunities for co-located services.

Figure 9.2 Combined Model of Provision

9.6 To facilitate this model, it is also recognised that a number of actions will need to take place to drive behavioural change. This challenge is particularly relevant to the large segment of the inactive population residing in hard to reach groups across the Borough.

2. To commence this area of work the Council have been successful in receiving funding through Greater Manchester combined authority to assess Middleton 'township' could benefit from co-location opportunities. The Council intends to assess the opportunities within the next 12 months and therefore any commercial opportunities being considered at Middleton will need to take this work into account.

Strategy Objectives

9.1 Based on the needs and evidence set out, Rochdale and its partners should seek to deliver the objectives set out in table 9.1.

Table 9.1 Rochdale Indoor Sports Built Facility Strategy Objectives 2019-2029

Strategy Objectives	
1.	Ensure that the evidence base and strategy is adopted by the Council and becomes part of the evidence base to support the Council's priority outcomes.
2.	Ensure that the Council's future facilitating and influencing role to support achievement for their strategic outcomes include the development of a community engagement programme working in collaboration with partners, including the further development of the GM Active group.
3.	Ensure that any new or enhanced provision across the Borough is developed and considered in-line with the strategy priorities and the needs and evidence set out.

Strategy Objectives	
4.	Ensure that the findings from the sports specific assessment of need are considered carefully when decisions on opportunities for future provision across the Borough are being considered. This is particularly important when developing capital commercial developments at the existing leisure centres as part of the new leisure agreement between the Council and the operator.
5.	Ensure that specialist indoor sports hall provision is considered in line with specific sport requirements, with particular focus on developing gymnastic programmes at Middleton Arena and Heywood Leisure Centre with technical standards of sports and Borough-wide in collaboration with GM Active and Greater Sport development plans.
6.	Ensure the current supply of indoor sports halls across the Borough at education sites, by influencing and facilitating partners to avoid issues of competition between providers and support a clear hierarchy / pathway for focus sports by targeting educational sites, (26% of the total supply) do not provide community access.
7.	Ensure any new or refurbished provision is developed in partnership on a multi-agency basis – particularly in relation to the development of new school site developments and opportunities arising, with an approach to community services provision and opportunities to develop combined models of provision / community hub models.
8.	Develop the three-tier hierarchy of provision 'Hub and Spoke' approach to delivery providing resources to develop closer working relationships from a community engagement perspective for example at Heywood, Littleborough, and Hollingworth led by the Council's operating partner.
9.	Ensure that any new or enhanced provision supports new and innovative opportunities and facilities in-line with changes in sports and activity needs, this includes the signposting of smaller flexible community hall spaces and programming opportunities to support the changing population, as well as developing new forms of activity to increase active lifestyles.
10.	Ensure the Council delivers the sequence to maintain a supply and demand 'balance' for swimming and sports hall provision as a minimum requirement for the Borough as identified in the strategy.
11.	Implementation of an action plan, including identification of invest to save opportunities to address underperforming areas of the current facilities and services.
12.	Ensure that future built provision (i.e. in partnership with Schools) develops a programme of use that can demonstrate a sustainable business plan and one that can be evidenced as delivering against the objective outcomes and main target groups and includes specific strategies to penetrate hard to reach groups and those who do no physical activity at all.

Action Plans

9.2 The facility-type recommendations are set out in the sections that follow. They link to the above strategic objectives and outline the key priorities for each type. Action plans to facilitate the delivery of these recommendations are included below.

9.3 To achieve its planning aims, Sport England have established a number of planning objectives, which are to seek to protect sports facilities from loss because of redevelopment, to enhance existing facilities through improving their quality, accessibility and management and to provide new facilities that are fit for purpose to meet demands for participation now and in the future. 'Protect, provide and enhance' provides a framework for developing the Borough-wide priorities for facility provision.

9.4 This Action Plan is a live document and the priority actions will be refreshed on an annual basis to track progress and ensuring that any external influences (e.g. changes in national policy or significant local developments) are considered.

9.5 The Action Plan also further builds on the proposed role for the Council against these priority actions. A whole population approach requires all relevant partners working together to deliver benefits to residents.

9.6 The Council's role has therefore been divided into:

- **Facilitate** – interpreted as where there is an expectation of a formal Council supporting or enabling role to progress an area of activity.

- **Influence** - focuses on where the Council's does not have a formal involvement in an area but wishes to drive action in others.

- **Deliver** - refers to the use of Council resources to deliver specific interventions (either directly or commissioned).

9.7 These priority actions do not just represent more of the same. They present a mix of opportunities to maximise the impact of existing work streams in a given area, alongside the development of a more collaborative framework with other local delivery partners from Health, Education and from other Greater Manchester local authority leisure operators. Some of the work streams have also been informed through consultation and others have been suggested based on the evidence and awareness of good practice approaches elsewhere.

9.8 The priority action plan also considers how the indoor built sports facility strategy can support the Council's latest Strategic Outcomes covered in Section 2 of the strategy, summarised below.

Local Strategic Outcomes - Rochdale Borough Council

9.9 The Council has ten strategic outcomes:

1. All residents feel healthy and remain in a good state of health for as long as possible;

2. All residents are protected from harm, through support in times of need and safeguarding and protecting those who are vulnerable;

3. All residents have good mental wellbeing, are resilient, enjoy life, and are able to cope with life's challenges;

4. All children are healthy and ready to succeed when they start school and all children and young adults achieve their potential;

5. All residents have the opportunities they need to enable them to help themselves, their loved ones and their communities;

6. The borough is a place where people age well, can live with dignity and have equitable access to services and opportunities;

7. The borough is friendly, fair and co-operative;

8. The borough is safe, resilient, and clean and has good quality places where people choose to live, work and invest;

9. The borough has thriving growing businesses and new enterprises and creates conditions for high skill levels and high quality jobs;

10. The borough has sound finances and is able to provide services to meet resident's needs now and in the future.

Enablers to Support the Strategy

9.10 In support of these outcomes and in line with the latest Sport England strategic planning guidance we would suggest the following cross cutting enablers to help underpin the work, these are shown below:

A. **Active Environments:** recognising that the natural and built environment are fundamental enablers or barriers to people leading a more active lifestyle.

B. **Governance, Leadership and Advocacy:** will be fundamental to driving change, focussing on key priorities and ensuring we collaborate effectively across organisations.

C. **Marketing and Communications:** understanding that what and how we communicate will be key to influencing attitudes and behaviours towards being more active.

D. **Workforce development:** people are key, from leadership through to the front-line workforce and volunteers. We need a more diverse workforce reflective of the communities we work with that ensures there is a great customer experience.

E. **Local insight, understanding and learning:** Making informed decisions underpinned by an understanding of people, and effective evaluation of what works and why.

F. **Sector sustainability and funding:** maximising the use of available resources and supporting the sector to be more sustainable.

9.11 The action plan follows in the tables below, however outlining operational plans for the delivery of the actions is beyond the scope of this strategy. As such, there is no mention of delivery costs, operational management processes and likely investment – developing this will be a key responsibility of the responsible officers and should be set out in separate business cases.

PROTECT					
	Objective	**Rationale**	**Priority Action**	**Measuring Success**	**Responsibility & Outcomes**
Protect 1 Sports Halls	Protect the existing network of sports hall provision across the Borough, ensuring that sports halls continue to be open to the public, maintaining the current supply of publicly available indoor sports hall space in Rochdale, including the development of school sites.	The overall finding is that Rochdale has an extensive supply of sports halls to meet demand up to 2029 and beyond, the scale of provision is considered reasonable. However, most of the sports hall provision (more than 50%) is at educational venues and community access must be protected and increased through local community access agreements. Furthermore, 26% of the overall supply of sports hall courts are NOT currently available for community use.	The key actions for the Council which emerge are in an influencing role to enabling access for community use at the education venues as education is the dominate provider and operator of sports halls for community use. The development of a community engagement plan focussing on developing access across the schools who do not provide community access (26% of supply) should be developed.	Protection of current sports hall stock and improvement in access, with an annual review of the strategy.	**COUNCIL ROLE: INFLUENCE** **COUNCIL OUTCOMES: 1, 3, 4, 6, 8** **ENABLERS: B, E, F** **INDICATIVE TIMESCALE: Entire period of the strategy.**

Protect 2 Swimming Pools	Protect the existing supply of swimming provision across the Borough and consider adapting pool areas to support targeting of hard to reach groups.	Rochdale has the second highest provision of water space based on water space per 1,000 population when compared with the neighbouring local authorities. Rochdale generates a demand for 2,308 sq. metres of water. Total supply is 2,086 sq. metres of water. Therefore, demand for swimming pools exceeds the Rochdale supply by 222 sq. metres of water in 2018. There is very close correlation between the location and catchment area of the swimming pools and Rochdale demand with over 90% of the Rochdale demand for swimming pools located inside the catchment area of a swimming pool. This correlation means there is excellent accessibly for Rochdale residents.	The performance benchmarking, consultation and programme review suggests an opportunity to develop more activities for families and hard to reach groups from the new but traditional forms of water currently available across the Borough. The Trust and Council should seek to develop a business case for investment in the pools that provides new programming opportunities through equipment purchase and screening off (temporarily) the learner pool areas to target hard to reach groups.	Increased participation rates across a network of accessible local provision.	**COUNCIL ROLE: INFLUENCE** **OUTCOMES: 1, 3, 4, 5, 8** **ENABLERS: A,F** **INDICATIVE TIMESCALE: Entire period of the strategy.**
Protect 3 Swimming Pools	Protect access levels across Swimming Pools, reviewing the amount of water time allocated to clubs and swimming lessons to ensure the public have access.	Current access levels need to be both protected and enhanced (see later) to ensure demand continues to be met across the Borough both now and in the future.	The Council and partners to work pro-actively with local providers to protect and enhance community use.	Protection of community access to the swimming pool stock.	**COUNCIL ROLE: DELIVER** **OUTCOMES: 1, 3, 4, 6, 8** **ENABLERS: A, C, D, E, F** **INDICATIVE TIMESCALE:**

					Entire length of the strategy
Protect 4 Health & Fitness	Protect the network of fitness provision across the Borough, ensuring that Council-owned sites continue to offer a good level of flexible, pay-and-play provision and are available to deliver intervention programmes such as Cancer Rehabilitation.	The supply and demand assessment have shown that there is an extensive supply (23). The balance of supply very much favours the private sector with 80% of the supply being provided by non-Council owned facilities.	Protect Council provision across the Borough and ensure that current opening hours are protected as a minimum. Ensure protection of fitness facilities within any plans to refurbish or redevelop the sites. Consider the future use of Bowlee which has extremely low utilisation figures.	Ensure that accessible, enhanced provision is factored in to any replaced or refurbished facility. Health-related collaborative programmes and interventions.	**COUNCIL ROLE: FACILITATE** **OUTCOMES: 1, 3, 6, 8, 10** **ENABLERS: A, D, E, F** **INDICATIVE TIMESCALE:** Entire length of the strategy
Protect 5 Sports Specific - Athletics	The Council should seek to protect / retain the Kingsway Park Sports Centre athletics track through a partnership with the local club as long as it provides a sustainable long-term solution. If this is not possible then there is alternative provision, which in location and catchment area terms, could serve Rochdale Borough.	The conclusions and recommendations for athletic tracks are that, in terms of the supply and access data the Kingsway Park Sports Centre athletics track is of the right scale and in the right location to meet the needs of Rochdale Borough. Estimating the demand for track and field athletics in Rochdale Borough is very constrained by the validity of the data, in terms of it being NW Region participation rate, applied to	The Council, in partnership with its current operator, should facilitate meetings with the school and the athletics club to determine the future viability options for the track.	Ensure that access to a sustainable athletics track in Rochdale is retained subject to review.	**COUNCIL ROLE: FACILITATE** **OUTCOMES: 1, 3, 4, 6** **ENABLERS: A, B, C, F** **INDICATIVE TIMESCALE:** Within one year.

		Rochdale and it only measures adult's participation. Based on this measure, there is an estimated 486 adult track and field athletes in Rochdale Borough.			Entire length
Protect 6 Sports Specific Provision – Squash	Protect the existing squash courts at 'Middleton Arena' and work in partnership with 'Rochdale Cricket Lacrosse and Squash Club' to develop squash use across the Borough, ensuring that residents have a Council-owned site to offer a good level of flexible, pay-and-play provision.	There are currently 6 venues and 15 courts in total. All areas of the Borough are inside the 20 minute drive time catchment area of a squash venue. Rochdale Borough's supply of courts is on a par with neighbouring authorities and above that of NW Region.	The key actions for the Council which emerge are in an influencing role to support additional use at Middleton Arena and supporting the promotion of squash are Rochdale Crocket Lacrosse and Squash Club. The development of a community engagement plan focussing on developing squash across the two main sites should be provided.	Protection of current squash courts at Middleton and review the alternative uses for the single court at Littleborough Sports Centre.	**COUNCIL ROLE: INFLUENCE** **COUNCIL OUTCOMES: 1, 3, 4, 6, 8** **ENABLERS: B, E, F** **INDICATIVE TIMESCALE:** Within 12 months of adoption of the strategy.

PROVIDE					
	Objective	**Rationale**	**Priority Action**	**Measuring Success**	**Responsibility & Outcomes**
Provide 1 Sports Halls	Provide increased access to educational sports halls.	In terms of the number of physical activity opportunities known to be available in the centres 26% of current sports halls in schools are not available.	Work in close collaboration with schools through a coordinated engagement activity, potentially providing support with bookings, marketing and promotions and skills development, for example by 'sharing' best practise and expertise. This could include a wide range of discounted and subsidised rates across indoor sports provision to encourage participation.	To ensure that Community sports facilities are promoting physical activity in their programmes.	**COUNCIL ROLE: INFLUENCE** **OUTCOMES: 1, 3, 4, 6, 10** **ENABLERS: B, C, F** **INDICATIVE TIMESCALE:** Within the first three years of the strategy.
Provide 2 Sports Halls	Work in close collaboration with the schools to ensure that any new education provision is planned and designed to maximise community access for sport.	School provision is and will remain a vital part of the provision mix. To maximise the effectiveness of any new developments and meet future supply and demand needs it is essential that any new school provision is fully accessible for community sports use and sport specific use where appropriate.	Identify partners across the Borough that can work as part of a network and ensure that any new school sports halls are planned and designed to maximise community use for sport. Any future school provision should be encouraged to be part of and contribute towards shared Strategic Outcomes and contribute to the supply and demand balance.	More people more active via Sport England Active Lives and national statistics for young people measured by DoE.	**COUNCIL ROLE: INFLUENCE** **OUTCOMES: 1, 3, 4, 6, 8, 9, 10** **ENABLERS: A, B, C, D, E, F** **INDICATIVE TIMESCALE:** Within the period of

					this strategy.
Provide 3 Sports Halls	Seek to influence broader use of smaller scale flexible provision to meet local gaps and enhance the local network**.**	In the context of the current sports hall stock being dominated by school sites, smaller flexible indoor hall provision may be a more appropriate scale of provision to meet local needs for recreation activities and to fill local gaps, building, and a network of accessible physical activity opportunities for those without access to a car.	Identification of potential partnership opportunities in identified community centres, with increased community engagement, communication and marketing.	Continuation of previous strategy's 'hub and spoke' facility provision for sports halls, increasing capacity of sports hall network by influencing programmes and access.	**COUNCIL ROLE: INFLUENCE** **OUTCOMES: 1, 3, 4, 6** **ENABLERS: B, C, E** **INDICATIVE TIMESCALE:** The period of the strategy.
Provide 4 Health & Fitness	Provide locally accessible, high quality fitness provision as part of the offer at the Council's facilities increased physical activity plans for the Borough.	The Council's role in direct provision is decreasing with only 20% of the current supply which is Council owned.	The Council should focus on improving performance of their existing health and fitness provision, for example at Middleton Arena which will support continuation of supporting mechanisms to encourage activity participation to address barriers of accessing activity.	Increased participation rates across a network of accessible local provision.	**COUNCIL ROLE: INFLUENCE** **OUTCOMES: 1, 3, 4, 6, 8, 10** **ENABLERS: C, D, F** **INDICATIVE TIMESCALE:** Period of the

					strategy.

ENHANCE					
	Objective	**Rationale**	**Priority Action**	**Measuring Success**	**Responsibility & Outcomes**
Enhance 1 Sports Halls	Deliver opportunities for enhanced provision in existing facilities including the development of both formal and in-formal activities including development of a business case for gymnastics and family activities including forms of play and climbing in the existing 'traditional' sports facilities providing a more commercial view to provision of underperforming areas.	School provision ***is and will remain a vital part*** of the provision mix. Support and invest to maximise the effectiveness of community sports use and sport specific use where appropriate.	Identify key schools and work pro-actively to enhance community use at the prioritised sites. Provide targeted resources and skills to ensure that the Council's future facilitating and influencing role. For example, providing additional revenue support for marketing and community engagement of community centres, development projects, and sports hall co-ordination. Development of a business plan to inform decision making from investment opportunities working closely with the current operator.	Investment in school sites to enhance access and usage. Enhancement of council owned sports hall provision needs to be considered carefully with other opportunities including co-location. Improved community access to sports halls, working in partnership with schools is important prior to longer term change of use or development of more commercial uses of Council owned sports halls.	**COUNCIL ROLE: INFLUENCE** **OUTCOMES: 1, 3, 4, 6, 8, 10** **ENABLERS: C, D, F** **OUTCOMES: 1, 3, 4, 6, 8, 10** **ENABLERS: C, D, F** **INDICATIVE TIMESCALE:** Within the first two years of the adoption of strategy.

Enhance 2 Swimming Pools	Develop access to pools by investing in equipment and pool screens to separate the main pools from the learner pool areas (screening) to support use by target groups, and developing use from non-traditional user groups providing fun activities.	The performance review, consultation and site visits suggested an opportunity to attract a wider user base from investment in facility improvements and equipment.	Development of a business plan to inform decision making from investment opportunities working closely with the current operator.	Increased participation rates, in particular from priority target groups.	**COUNCIL ROLE: DELIVER** **OUTCOMES: 1, 3, 4, 6, 8, 10** **ENABLERS: C, D, F**
Enhance 3 Health & Fitness	Enhance the quality of provision through maintenance and investment by focussing on the current supply of Council/Trust run gyms across the Borough with enhancements targeted at Middleton Arena.	Regular refresh of equipment is required to meet customer expectations. The performance of the three main leisure centres is critical in terms of long term financial viability of the service.	Ensure investment is in place across current sites to meet the needs for pay and play access and programmes linked to physical activity and wellbeing.	Continuation of the current programme of replacement, maintenance and investment into the Borough's network of fitness provision which is the Council's responsibility under the current leisure contract.	**COUNCIL ROLE: DELIVER** **OUTCOMES: 1, 3, 6, 8, 10** **ENABLERS: A, B, C, D ,E ,F** **INDICATIVE TIMESCALE:** Every four years over the duration of the strategy.
Enhance 4	Enhance the quality	Overall the assessment is	To work with Link4Life and GM	Development of new KPI's	**COUNCIL ROLE:**

Sport Specific Provision - Gymnastics	and opportunity for gymnastics for residents in Rochdale through investment in new programmes across existing networks and facilities.	that participation in gymnastics in Rochdale is increasing and there is significant potential for increasing use and programming across the Leisure Centres.	Active partners in collaboration to develop a business case to support increased participation opportunities providing an improved offer and network of gymnastic opportunities across the Borough including support to local clubs to assist their development.	to measure growth in participation, club development and skills across the Borough.	**FACILITATE** **OUTCOMES: 1, 4, 6, 10** **ENABLERS: A, B, C, D ,E ,F** **INDICATIVE TIMESCALE:** Within the first two years.
Enhance 5 – Sports Specific Provision Indoor Bowls	The Council should seek to enhance the opportunities for residents who would like to participate in Indoor Bowls by working collaboratively with GM Active other local indoor bowls providers in marketing the existing provision available across the City and Greater Manchester				**OUTCOMES: 1, 3, 4, 6, 8, 10** **ENABLERS: C, D, F**

Application

Monitoring and Evaluation

9.12 There are two aspects to monitoring and evaluation – firstly, in relation to implementation of the strategy findings and action plan, which will require regular attention and monitoring from the operator and Council strategic meetings with the action plan updated annually, particularly considering progress on linked agendas including housing development.

9.13 Secondly, at a more operational level, the Council establish a series of key performance indicators related to booking arrangements, pricing, programming and marketing, which promote coordination between schools, community centres, and local authority stock to ensure existing stock is maximised prior to consideration of any new future facilities working collaboratively with partners.

Planning Policy

9.14 The evidence base for the indoor sports study adopts the Sport England Assessing Needs and Opportunities Guidance (ANOG) for development of an evidence base and which adheres to the National Planning Policy Framework and is therefore planning policy compliant.

9.15 The evidence base provides an assessment of current and future need based on quantity, quality, accessibility and availability to sports facilities across the borough of Rochdale, setting out future requirements and options for provision. The evidence base findings are consistent with and supportive of the existing relevant Council planning policies.

9.16 Actions are:

- This facilities study should be adopted by the Council as the up to date evidence base for planning policy and planning applications purposes.
- The evidence base and strategy can be applied to make more effective use of what already exists by changing/increasing access to existing venues. This is particularly relevant to sports halls on school sites and community facilities. The evidence base should be applied to develop more effective delivery of existing planning policies.
- Site allocations. The evidence base can be applied in site allocations policy. It identifies the scale of future needs for sports halls, swimming pools and fitness gyms and areas of demand and unmet demand. So, the evidence base can be applied to identify areas in need of new provision or identify the impact on areas if a sports hall is removed.
- Planning applications. The evidence base provides the start point for any assessment of a planning application for a new indoor sports facility or changes in existing provision. It can be used to consider any development proposal against planning policy to protect, enhance or provide new sports facilities.

The evidence base will need to be updated following the assessment of the impact of housing growth and planning polices developed accordingly.

Conclusion

9.17 The needs and evidence base, strategy and action plan have been developed according to national best practice and therefore provide Rochdale with a strong evidence base on which to support future delivery and enhancement of their leisure facility provision.

9.18 Actions have been identified in relation to protection, provision and enhancement of facilities, which can be used to inform future provision and prioritisation of future investment and grant funding applications. In addition, sport-specific notes are identified to facilitate collaborative working with local partners including health and education sectors and with other local authority areas and relevant National Governing Bodies of Sport. This will provide Rochdale with a clear pathway, in terms of both facilities and services, to maximise participation and satisfaction within the local community.

9.19 The report should be considered in the context of the work which the Council is currently undertaking on their Leisure Services Agreement with Link4Life and the collaborative feasibility study undertaken by Link4Life in partnership with Inspiring Active Lifestyles, Active Tameside, and Sport England with the wider GM Active group.