



**CHESHIRE EAST COUNCIL
INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT
DRAFT REPORT**

**JANUARY 2017
(27.01.2017)**

CHESHIRE EAST COUNCIL

INDOOR & BUILT FACILITIES NEEDS ASSESSMENT - DRAFT

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SECTION 1 - INTRODUCTION

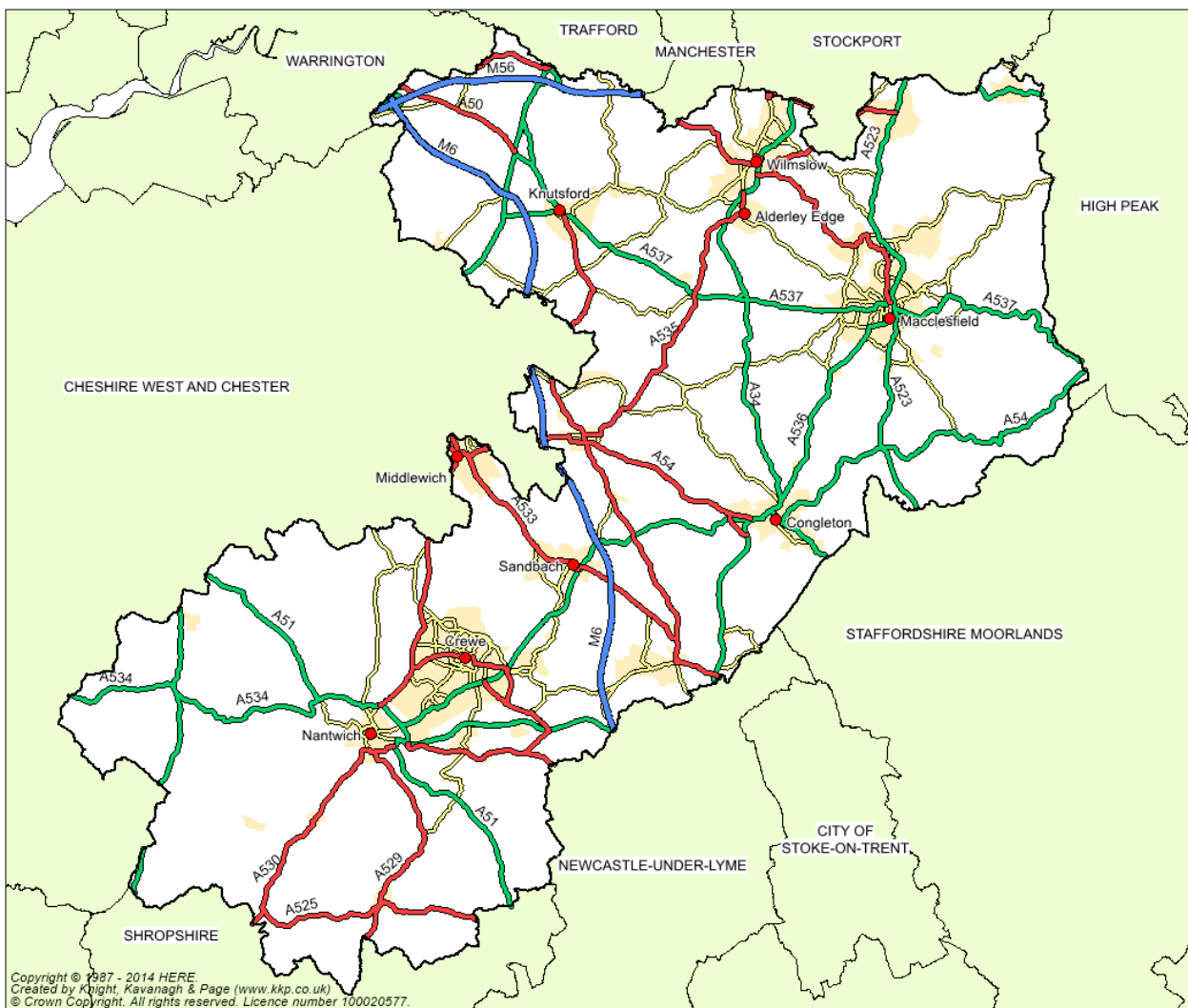
1.1 Introduction

Knight, Kavanagh & Page Ltd (KKP) was appointed by Cheshire East Council to undertake an assessment of formal indoor sports facility needs in the Borough to assist it to strategically plan for the future. This report provides a detailed assessment of current provision of indoor and built sports facilities, identifying needs and gaps in provision.

1.2 Background

Cheshire East lies within North West England. It borders Warrington, Cheshire West and Chester to the west, Greater Manchester to the north, Derbyshire to the east as well as Staffordshire and Shropshire to the south. It is home to the Cheshire Plain and the southern hills of the Pennines. Cheshire East covers an area of 116,638 hectares.

Figure .1.1: Cheshire East with main roads and main towns



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Cheshire East contains the major towns of Crewe, Macclesfield, Congleton and the commuter town of Wilmslow (population above 20,000). There are also a number of other significant areas of population (over 10,000) in Sandbach, Poynton, Nantwich, Middlewich, Knutsford and Alsager. Approximately, 40% of the population lives in rural areas with the remainder in the two major towns of Crewe and Macclesfield and smaller towns of Wilmslow, Congleton, Sandbach, Poynton, Nantwich, Middlewich, Knutsford and Alsager

The Council was established in April 2009 as part of the structural changes to local government in England, by virtue of an order under the Local Government and Public Involvement in Health Act 2007. It is an amalgamation of the former boroughs of Macclesfield, Congleton and Crewe and Nantwich, and includes the functions of the former Cheshire County Council. The residual part of the disaggregated former County Council, together with the other three former Cheshire borough councils (Chester City, Ellesmere Port & Neston and Vale Royal) were, similarly, amalgamated to create the new unitary council of Cheshire West and Chester.

Cheshire East is the third largest unitary authority in the North West next to Manchester and Liverpool and is divided into 52 wards. According to the 2011 Census, Cheshire East has a population of 370,127 people. Of which, ethnic white groups (British, Irish, Other) account for 96.7% of the population (357,940 people), with 3.3% of the population (12,187 people) being in ethnic groups other than white (Asian, Black, Other).

1.3 Scope of the project

The report provides detail as to what exists in the Borough, its condition, location, availability and overall quality. It considers the demand for facilities based on population distribution, planned growth (in relation to that identified in the draft Cheshire East Local Plan) and taking into consideration health and economic deprivation. The facilities / sports covered include: sports halls, swimming pools, health and fitness, indoor bowls. In delivering this report KKP has:

- ◀ Individually audited identified, sports halls (conventional i.e. 3+ court halls as per Sport England definitions) swimming pools (minimum length 20m), health and fitness facilities (including, within reason, dance studios) and squash courts (public, private and voluntary sector owned/managed).
- ◀ Analysed the supply and demand of facilities to identify gaps in provision and opportunities for improved provision.
- ◀ Sought to ensure that delivery of leisure facilities is undertaken with full reference to the corporate strategies of the Council and other relevant strategic influences.
- ◀ Identified areas of good practice, gaps in provision and opportunities for improved service in order to drive up participation levels.

This factual report provides a quantitative and qualitative audit based assessment of the facilities identified above. It provides a robust, up-to-date assessment of need for sports halls, health and fitness and specialist facilities and examines opportunities for new, enhanced and rationalised provision. Specific deficiencies and surpluses are identified to inform the provision required. The specific objectives of this audit and assessment are to:

- ◀ Identify local needs and quantify levels of demand
- ◀ Audit existing facility provision.

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The specific tasks addressed within the study include:

- ✦ A review of relevant Council strategies, plans, reports, corporate objectives.
- ✦ A review of the local, regional and national strategic context.
- ✦ Analysis of the demographics of the local population.
- ✦ Consideration of potential participation rates and modelling of likely demand.
- ✦ Audit of indoor facilities provided by public, private, voluntary and education sectors.
- ✦ Supply and demand analysis.
- ✦ Analysis of the balance between supply of and demand for sports facilities and identification of potential under and over-provision.
- ✦ Identification of key issues to address in the future provision of indoor sports facilities.

1.4 Report structure

The Royal Town Planning Institute (RTPI) in a new report entitled '*Strategic Planning: Effective Co-operation for Planning Across Boundaries (2015)*' puts the case for strategic planning based on six general principles:

- | | |
|--------------------------|--|
| ✦ Have focus | ✦ Be collaborative |
| ✦ Be genuinely strategic | ✦ Have strong leadership and |
| ✦ Be spatial | ✦ Be accountable to local electorates. |

In the preparation of this report, KKP has paid due regard to these strategic principles and it is, as a consequence, structured as follows:

- ✦ Section 2 - a review of background policy documentation at national, regional and local levels and a profile of the population and socio-demographic characteristics of the Borough.
- ✦ Section 3 - description of methodology employed to review indoor provision.
- ✦ Section 4 - review of sports hall provision.
- ✦ Section 5 - review of swimming pool provision.
- ✦ Section 6 - review of health and fitness provision.
- ✦ Section 7:- reviews of membership data
- ✦ Section 8- review of indoor bowls
- ✦ Section 9- review of other sports.
- ✦ Section 10 - identification of strengths, weaknesses, opportunities and threats, followed by strategic recommendations.

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SECTION 2: BACKGROUND

2.1 National context

Sport England aims to ensure positive planning for sport, enabling the right facilities to be provided in the right places, based on up to date assessment of need for all levels of sport and all sectors of the community. This draft assessment report has been produced for Cheshire East Council applying the principles and tools identified in the Sport England Guide 'Assessing Needs and Opportunities for Indoor and Outdoor Sports Facilities' (ANOG).

Figure 2.1: ANOG model



As illustrated, Sport England regards an assessment of need as core to the planning for sporting provision. This report reviews indoor and built sporting facility needs in Cheshire East and provides a basis for future strategic planning.

Sporting Future: A new strategy for an active nation

A new Government strategy for sport was released in December 2015. This strategy confirms the recognition and understanding that sport makes a positive difference through broader means and that it will help the sector to deliver five simple but fundamental outcomes: physical health, mental health, individual development, social and community development and economic development. In order to measure its success in producing outputs which accord with these aims it has also adopted a series of 23 performance indicators under nine key headings, as follows:

- ◆ More people taking part in sport and physical activity.
- ◆ More people volunteering in sport.
- ◆ More people experiencing live sport.
- ◆ Maximising international sporting success.
- ◆ Maximising domestic sporting success.
- ◆ Maximising the impact of Major Events.
- ◆ A more productive sport sector.
- ◆ A more financially and organisationally sustainable sport sector.
- ◆ A more responsible sport sector.

(See Appendix 2 for summary outputs and key indicators)

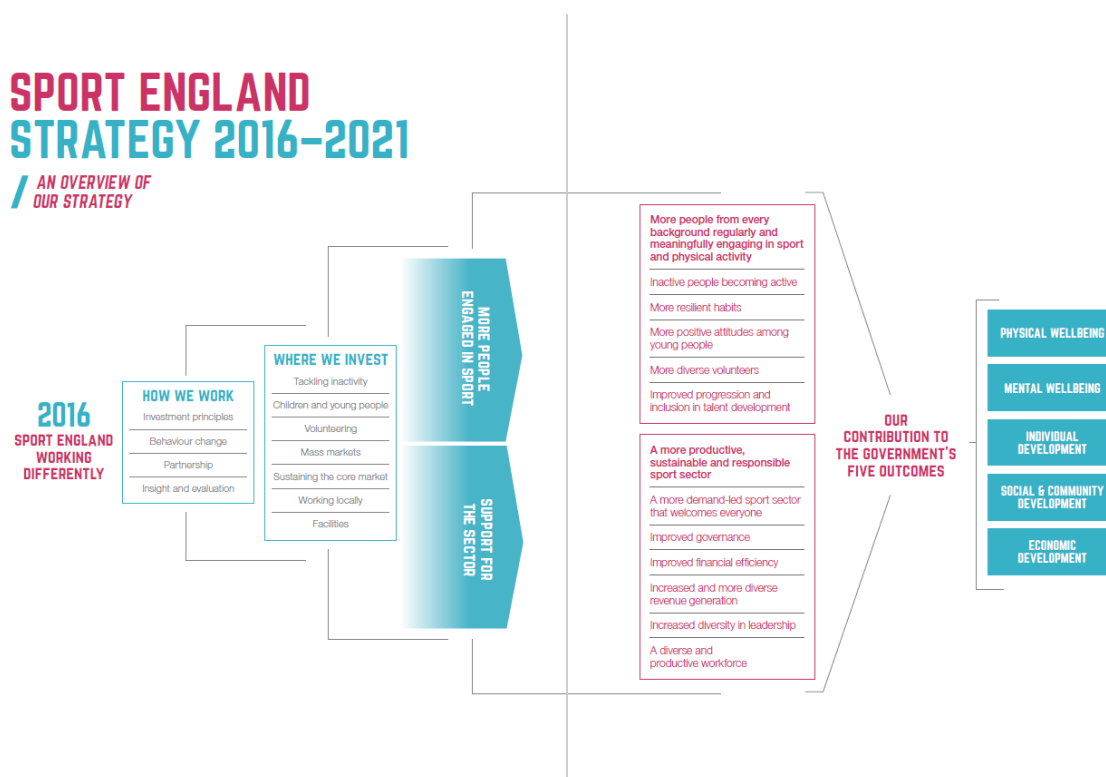
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In response to the Government's strategy, Sport England has since produced its new strategy 'Towards an Active Nation'.

Sport England: Towards an Active Nation

Figure 2.2 Sport England Strategy 2016-2021



Sport England has identified that it will invest in:

- ❖ Tackling inactivity
- ❖ Children and young people
- ❖ Volunteering – a dual benefit
- ❖ Taking sport and activity into the mass market
- ❖ Supporting sport's core market
- ❖ Local delivery
- ❖ Facilities

These seven investment programmes will be underpinned by a new Workforce Strategy and a new Coaching Plan.

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National Planning Policy Framework 2012

The National Planning Policy Framework (NPPF) sets out planning policies for England. It details how changes are expected to be applied to the planning system. It also provides a framework for local people and their councils to produce distinct local and neighbourhood plans, reflecting the needs and priorities of local communities. It states that the purpose of the planning system is to contribute to the achievement of sustainable development. It identifies the need to focus on three themes of economic, social and environmental sustainable development.

A presumption in favour of sustainable development is a key aspect for any plan-making and decision-taking processes. In relation to plan-making the NPPF sets out that local plans should meet objectively assessed needs. It is clear about the sport's role delivering sustainable communities through promoting health and well-being. Sport England, working within the provisions of the NPPF, wishes to see local planning policy protect, enhance and provide for sports facilities based on robust and up-to-date assessments of need, as well as helping to realise the wider benefits that participation in sport can bring.

The 'promoting healthy communities' theme identifies that planning policies should be based on robust, up-to-date assessments of need for open space, sports and recreation facilities and opportunities for new provision. Specific needs and quantitative and qualitative deficiencies and surpluses in local areas should also be identified. This information should be used to inform what provision is required in an area.

Public Health England: Everybody Active, Everyday

In October 2014 Public Health England (PHE) produced its plan to tackle low activity levels across the country. Along with making the case for physical activity, this identifies four areas where measures need to be taken at a national and local level:

- ◀ Active society: creating a social movement, shifting social norms so that physical activity becomes a routine part of daily life.
- ◀ Moving professionals: activating networks of expertise. Making every contact with the health sector count to push the 'active' message and to deliver the message through other sectors including education, sports and leisure, transport and planning.
- ◀ Active environments: creating the right spaces. Making available and accessible appropriate environments that encourage people to be active every day.
- ◀ Moving at scale: scaling up interventions that make us active. Maximising existing assets that enable communities to be active.

Investment in school sport

The Government 2013 Primary PE and Sport Premium fund of £150 million per annum provided two years of investment in school sport. Supported by the Government's Education, Health and DCMS departments, funds went directly into the hands of primary school head teachers for them to spend on sport. Its four objectives were to:

- ◀ Improve the quality of existing PE teaching through continuing professional learning in PE for generalists, so that all primary pupils improve their health, skills and physical literacy and have a broader exposure to a range of sports.

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- ◀ Increase participation levels in competitive sports and healthy activity of pupils and maintain these into adolescence
- ◀ Increase the quality of initial teacher training in PE and sport, and to promote PE specialisation in primary level workforce.
- ◀ Ensure that schools understand and value the benefits of high quality PE and sport, including its use as a tool for whole school improvement.

In 2015-16 schools with 16 or fewer eligible pupils receive £500 per pupil while those with 17 or more receive £8,000 plus a payment of £5 per head. Research into Primary Sport Premium Fund spending has highlighted the need for clearer guidance to schools on how best to use this resource and the importance of good specialist PE knowledge for teachers of the subject. While this may cease in its present form it appears likely that the allocation of funds generated via the proposed 'Sugar Tax' will continue to fund school sport at some level moving forward.

Priority School Building Programme (PSBP)

This is a centrally managed programme set up to address the needs of the schools most in need of urgent repair. Through it, 261 schools will be re-built between 2014 and 2017.

Summary of national context

Engaging all residents in physical activity is a high priority as is getting the inactive, active. It is acknowledged that regular sport and recreational activity plays a key role in facilitating improved health and wellbeing. Ensuring an adequate supply of suitable facilities to meet local need is a requirement of the planning system, in line with national policy recommendations.

2.2 Local context and strategies

Cheshire East Council – Three Year Plan, 2013-16

The Cheshire East Council Three Year Plan outlines its purpose as aiming 'to serve the people of Cheshire East through' three areas, which are:

- ◀ Fulfilling its community leadership role well.
- ◀ Ensuring quality and value in public services.
- ◀ Safeguarding the most vulnerable in society.

Subsequently this is split into the following six outcomes;

- ◀ Local communities are strong and supportive.
- ◀ Cheshire East has a strong and resilient economy.
- ◀ People have the life skills and education they need to thrive.
- ◀ Cheshire East is a green and sustainable place.
- ◀ People live well and for longer.
- ◀ Cheshire East is a good place to live and work.

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Cheshire East Council – Local Plan Strategy (Proposed Changes Consultation Draft, March 2016)

The Local Plan Strategy is the first part of the Council's Local Plan and sets out the overall planning framework for the Borough between 2010 and 2030 including for the provision of at least 36,000 additional homes. The Plan is at an advanced stage of preparation. Draft Main Modifications to the Plan will be published for public consultation early in 2017. Once adopted, it will form part of the Statutory Development Plan for Cheshire East and will be the starting point for deciding planning applications. The policies that most specifically relate to playing pitches and leisure and recreation facilities are Policies SC1 (Leisure and Recreation), SC2 (Outdoor Sports Facilities) and Policy SE6 (Green Infrastructure). These policies are set out below. Further detailed policies related to sport and recreation are expected to be added to the Local Plan through its second part – the Site Allocations and Development Policies Document (SADPD). Work on the SADPD will move forward in 2017. The SADPD will respond, as necessary, to the detailed findings and recommendations of the Indoor and Built Facilities Strategy. Until both the Local Plan Strategy and SADPD are adopted, the 'saved policies' relevant to sport and recreation facilities within the local plans prepared by the three predecessor borough councils will also continue to apply.

Policy SC1 – Leisure and Recreation

In order to provide appropriate leisure and recreational facilities for the communities of Cheshire East, the Council will:

- ◀ 1. Seek to protect and enhance existing leisure and recreation facilities, unless they are proven to be surplus to requirements or unless improved alternative provision, of similar or better quality, is to be made.
- ◀ 2. Support and promote the provision of better leisure, community and recreation facilities, where there is a need for such facilities, the proposed facilities are of a type and scale appropriate to the size of the settlement, are accessible and support the objectives of the Local Plan Strategy. The Council will do this by:
 - ◀ i) Encouraging facilities that serve the Borough as a whole, and facilities that attract large numbers of people, to be located, where possible, within or adjoining Crewe or Macclesfield town centres.
 - ◀ ii) Requiring facilities serving key service centres to be located in or adjacent to their town centre or highly accessible locations.
 - ◀ iii) Requiring facilities intended to serve the everyday needs of a community or neighbourhood to be in or adjacent to the centres of local service centres or other settlements.
 - ◀ iv) Encouraging the development of shared service centres that combine public services, health and community functions in modern accessible buildings.
- ◀ 3. Supporting proposals for facilities that would not be appropriate to be located in or adjacent to centres, provided they are highly accessible by a choice of transport, do not harm the character, amenity, or biodiversity value of the area, and satisfy a range of other criteria.
 - The proposal is a facility that:
 - ◀ a. supports a business use;
 - ◀ b. is appropriate in an employment area; or
 - ◀ c. supports an outdoor sports facility, education or related community / visitor facility; or

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- ◀ d. supports the visitor economy and is based on local cultural or existing visitor attractions.
- ◀ 4. Work with agencies, services and businesses responsible for providing facilities to make sure that the needs and demands of communities are met.
- ◀ 5. Make sure that appropriate developments contribute, through land assembly and financial contributions, to new or improved facilities where development will increase demand and / or there is a recognised shortage of local leisure, community and recreation facilities.

Policy SC2 – Indoor and Outdoor Sports Facilities

In order to provide appropriate indoor and outdoor sports facilities for the communities of Cheshire East, the Council will

- ◀ 1. Protect existing indoor and outdoor sports facilities, unless:
 - ◀ i. They are proven to be surplus to need (as identified in an adopted and up to date needs assessment); or
 - ◀ ii. Improved alternative provision (a full quantity and quality replacement to accord with paragraph 74 of the NPPF and Sport England policy) will be created in a location well related to the functional requirements of the relocated use and its existing and future users.
- In all cases:
 - ◀ iii. The proposal would not result in the loss of an area important for its amenity or contribution to the character of the area in general; and
- ◀ 2. Support new indoor and outdoor sports facilities where:
 - ◀ i. They are readily accessible by public transport, walking and cycling.
 - ◀ ii. The proposed facilities are of a type and scale appropriate to the size of the settlement.
 - ◀ iii. Where they are listed in an action plan in any emerging or subsequently adopted Playing Pitch Strategy or Indoor Sports Strategy, subject to the criteria in the policy.
- ◀ 3. Make sure that major residential developments contribute, through land assembly and financial contributions, to new or improved sports facilities where development will increase demand and/or there is a recognised shortage.

Policy SE 6 Green Infrastructure:

Cheshire East aims to deliver a good quality, and accessible network of green spaces for people to enjoy, providing for healthy recreation and biodiversity and continuing to provide a range of social, economic and health benefits. This will be done by:

- ◀ 1. Linking the various assets of Cheshire East's unique landscape – its upland fringes, Cheshire Plain, lowland heath, parkland estates, rivers, canals and watercourses, valleys and cloughs, meres and mosses, trees and woodland and wildlife habitats and its distinctive towns and villages and their urban fringe.
 - ◀ i. This network of Green Infrastructure assets should be safeguarded, retained and enhanced through the development of green networks/wedges and corridors.
 - ◀ ii. Areas identified as having a shortage or opportunities for the provision of Green Infrastructure should be a particular focus for enhancement.

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- ◀ iii. Any development should contribute to the creation of a good quality, integrated and accessible multi-functional network of green spaces.
- ◀ 2. Safeguarding Green Infrastructure assets to make sure that:
 - ◀ Development does not compromise their integrity or potential value;
 - ◀ ii. Developer contributions are secured wherever appropriate in order to improve their quality, use and multi-functionality; and
 - ◀ iii. Opportunities to add to the Green Infrastructure network are maximised through partnership working.
- ◀ 3. Working with partners, to support the potential of Strategic Green Infrastructure Assets to contribute to the aims of the wider green infrastructure. The Strategic Green Infrastructure Assets⁷¹ identified in Cheshire East are:
 - ◀ Weaver, Bollin, Dane and Wheelock river corridors including cloughs and floodplains
 - ◀ ii. Macclesfield, Shropshire Union (including the Llangollen and Middlewich branches) and Trent and Mersey canals
 - ◀ iii. Meres and Mosses Nature Improvement Area and Local Nature Improvement Areas
 - ◀ iv. Heritage town parks and open spaces of historic and cultural importance
 - ◀ v. Public Rights of Way, cycle routes and greenways
 - ◀ vi. Country Parks and estate parklands
 - ◀ vii. Peak Park Fringe
 - ◀ viii. The Cloud, Congleton Edge and Mow Cop upland fringe
 - ◀ ix. Sandstone Ridge
 - ◀ x. The ecological network of habitats identified in Policy SE3
- 4. Strengthening the contribution that sport and playing fields, open space and recreation facilities make to Cheshire East's Green Infrastructure network by requiring all development to:
 - ◀ i. Protect and enhance existing open spaces and sport and recreation facilities;⁷²
 - ◀ ii. Encourage multiple use and improvements to their quality;
 - ◀ iii. Provide adequate open space (as outlined in Table 13.1);
 - ◀ iv. Contribute to the provision of outdoor sports facilities in line with Policy SC2;
 - ◀ v. Create or add to the networks of multi-functional Green Infrastructure;
 - ◀ vi. Secure new provision to help address identified shortages in existing open space provision, both in quantity, quality and accessibility;
 - ◀ vii. Locate open space facilities in appropriate locations, preferably within developments; and
 - ◀ viii. Promote linkages between new development and surrounding recreational networks, communities and facilities.

⁷¹Strategic Green Infrastructure assets are those assets that either provide or could provide wider Green Infrastructure benefits.

Neighbourhood Planning in Cheshire East

Neighbourhood planning allows communities, led by their Town and Parish Councils, to shape the development and growth of their local areas. This includes through the preparation of Neighbourhood Development Plans containing local planning policies that become part of the statutory development plan if supported through a local referendum. They can identify how and where new development should take place including what infrastructure should be provide, where this is aligned with the overall strategic needs and priorities of the wider area.

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There is considerable neighbourhood planning activity in the Borough. At the time this report was prepared there were 40 active neighbourhood planning groups. Five plans in Cheshire East had been 'made' (Audlem, Brereton, Bunbury, Marton and Sandbach) with Holmes Chapel Neighbourhood Plan to be subject to local referendum in March 2017. It is expected that a further 20 Neighbourhood Development Plans will be completed in 2017.

The Borough Council is very keen to support neighbourhood planning and continues to provide advice and guidance to local groups. This includes understanding the relationship between emerging Neighbourhood Plans and the Local Plan. It is hoped that this Indoor and Built Facilities Strategy and the Council's Playing Pitch Strategy will provide useful sources of evidence to support policies and proposals within Neighbourhood Plans. Clearly, planning decisions will have to take proper account of the policies and proposals in both the Local and Neighbourhood Plan, the latter probably adding more locally-specific policy. For example, through their Neighbourhood Plans, local communities may want to recognise the need to protect and enhance specific facilities and/or allocate land for new or improved facilities, where such requirements are justified by appropriate evidence.

Active Cheshire

Active Cheshire is a strategic commissioner of sport and physical activity in Cheshire and Warrington. It works with a wide range of health, sport, education, environment, transport and business partners to find new ways of enabling people to get active on a regular basis. It invests in understanding local people and the market, ensuring that its annual investment of £500k is targeted to deliver the greatest sustainable impact of more people, more active, more often.

Active Cheshire aims to inspire greater collaboration and coordination between partners to tackle physical inactivity locally. It aims to encourage a change in behaviour of local citizens, enabling physical activity to become part of their everyday habit.

Figure 2.3: Active Cheshire strategic aims



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Strategy:



Sport Cheshire has developed a strategy “Count me in” to get more people, more active more often by 2017. This strategy is developed with the aim to make sport and physical activity enjoyable and accessible for all abilities within Cheshire and Warrington.

The underlying theme is to focus on individual needs, rather than categorising and responding to the vast spectrum of impairments in the same way. By 2017 sub-regional partners will target resources to deliver a three point plan in direct response to the needs of those with impairments.

Target outcomes:

- ◆ 10,000 more people, more active, more often = happier, healthier citizens.
- ◆ Greater range of activities which are easier to access for individuals.
- ◆ More confident, competent coaches and volunteers, adding to the experience.
- ◆ Increase in use of personal budgets to fund sport and physical activity.
- ◆ Increased awareness of the needs of individuals with impairments.

Everybody Sport & Recreation



Everybody is an independent non-profit distributing organisation (NPDO) with charitable status (Registered Charity No. 1156084), responsible for delivering leisure services in partnership with Cheshire East Council. It is the lead operator for the Cheshire East area. Key services include:

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- ◀ 15 leisure facilities including the new Holmes Chapel Community Centre and Crewe Lifestyle Centre,
- ◀ Everybody Fitness membership scheme and Learn to Swim scheme,
- ◀ Everybody Options concessionary discount programme,
- ◀ Leisure development service including key programmes such as: Talented Athlete Support Scheme, Volunteer Programme, Club & Coach Development, Bikeability and more,
- ◀ Everybody Academy – specialist leisure training provider delivering a range of training and development opportunities including volunteering, apprenticeships and work placements
- ◀ Taste for Life Catering – onsite café's in local Everybody leisure centres in Cheshire East, business and event catering as well as children's party catering
- ◀ Everybody Healthy – a range of health and wellbeing programmes and initiatives to support people in our communities

The Aim is to provide 'Leisure for Life' by:

- ◀ Change lives through healthy recreation
- ◀ Grow an ethical and sustainable business
- ◀ Provide a great customer experience
- ◀ Develop our people to be the best
- ◀ Build strong communities and effective partnerships

Summary of local context

The core message running through the local strategies is the requirement to ensure that leisure facilities are enhanced and protected, where necessary supported to promote the provision of facilities that meet the needs of its residents. There is an aspiration to increase the levels of sport and physical activity (and, therefore, positive contribution to the health and wellbeing agenda) which will only be achieved by targeting increasingly scarce resources. It is essential that indoor sports facilities are accessible and available to the community and that the 'offer' is developed based on the needs of specific local communities.

2.3 Demographic profile

Population and distribution

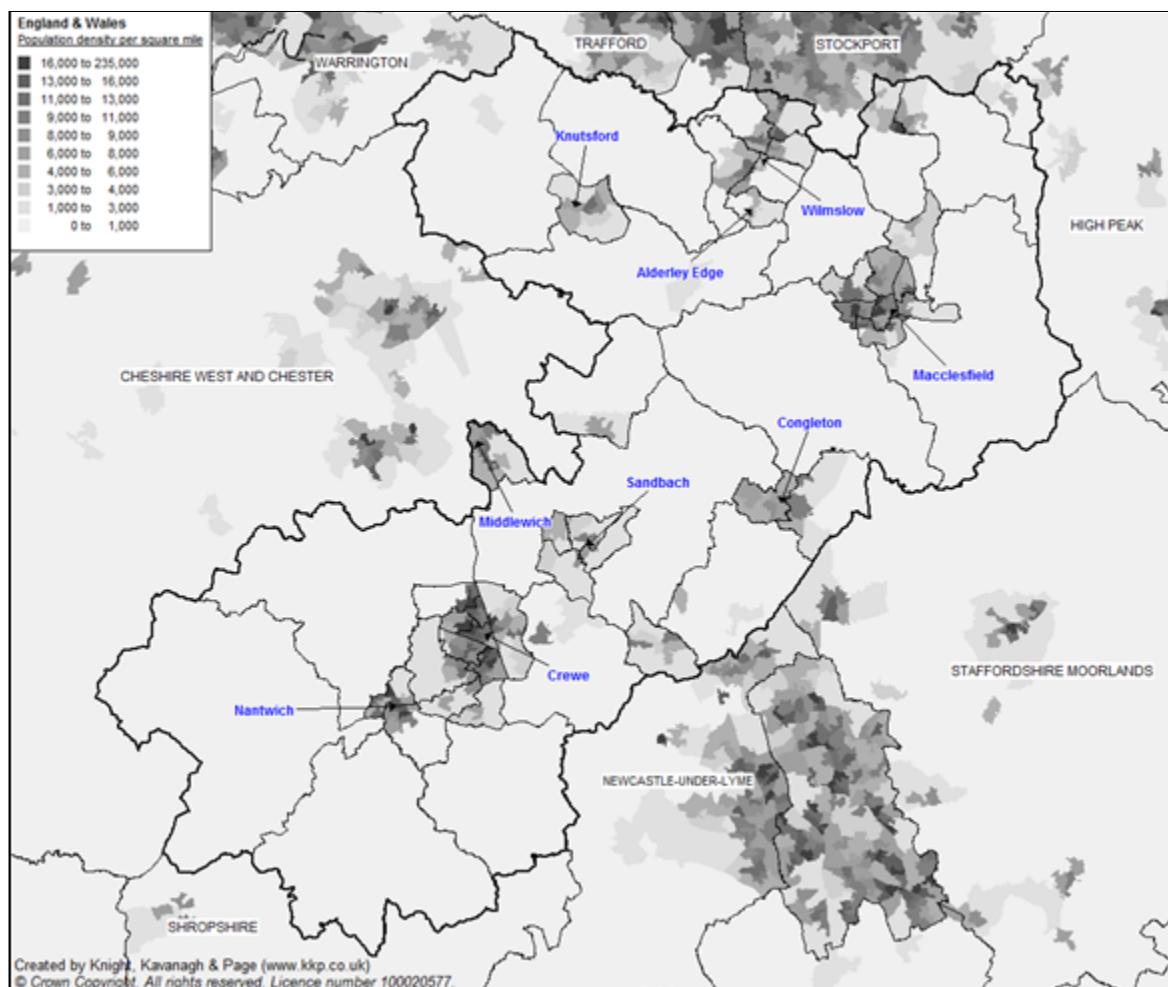
Cheshire East is bordered by Warrington, Trafford, Manchester, Stockport, High Peak, Staffordshire Moorlands, Newcastle-under-Lyme, Shropshire and Cheshire West and Chester local authorities. It has a population of 375,392¹.

¹ Source: ONS 2015 Mid Year Estimate

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Figure 2.4: Population density (2014 MYE): Cheshire East and surrounding districts



Manchester, Stockport and Trafford in the north are the adjoining districts with higher population densities than those found to the west, east and south of the Borough. The local authorities of High Peak, Staffordshire Moorlands, Shropshire, Cheshire West & Chester, and Warrington have comparatively fewer people living adjacent to the border with Cheshire East. The slight exception to this in the east is Newcastle-under-Lyme,

Age structure and ethnicity

There is some difference in the age structure of Cheshire East's population from that of the North West region with the main differences being slightly higher proportions of people aged 65-74 (Cheshire East = 11.9%, North West = 10.0%) ;lower proportions of people aged 20-34 (Cheshire East = 15.1%, North West = 19.9%). Further the ethnic composition varies with 96.7% White, 1.6% Asian and 1.0% Mixed compared to 85.4%, 7.8% and 2.3% nationally.

Deprivation and ill health

- ◆ **Deprivation** –14.0% of the population falls within the most deprived 30% nationally. Conversely, however, 55.4% are within the three least deprived groups (nationally this is 30%).

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- Health deprivation - appear to be similarly spread throughout Cheshire East's communities, when compared to national averages. The IoD² points towards slightly higher health deprivation with 19.0% falling in the most deprived (three worst) cohorts based on health measures when a national equivalent would be 30%. Similarly to the overall measure of deprivation, 45.1% of the population is in the best three cohorts for health. The higher incidence of health deprivation is most easily seen by comparing the lighter areas in figures 2.5 and 2.6.

Figure 2.5: Index of multiple deprivation

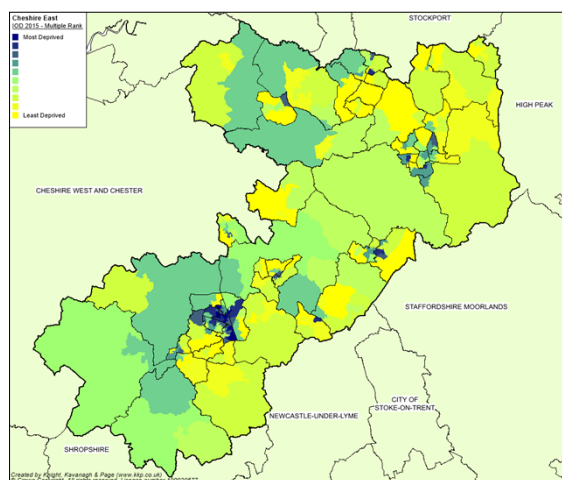
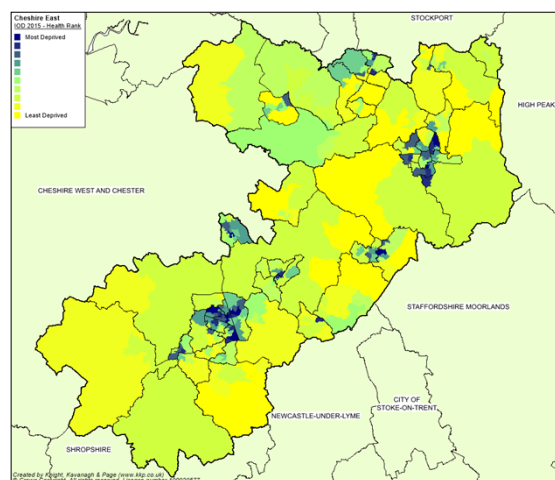


Figure 2.6: IMD Health domain

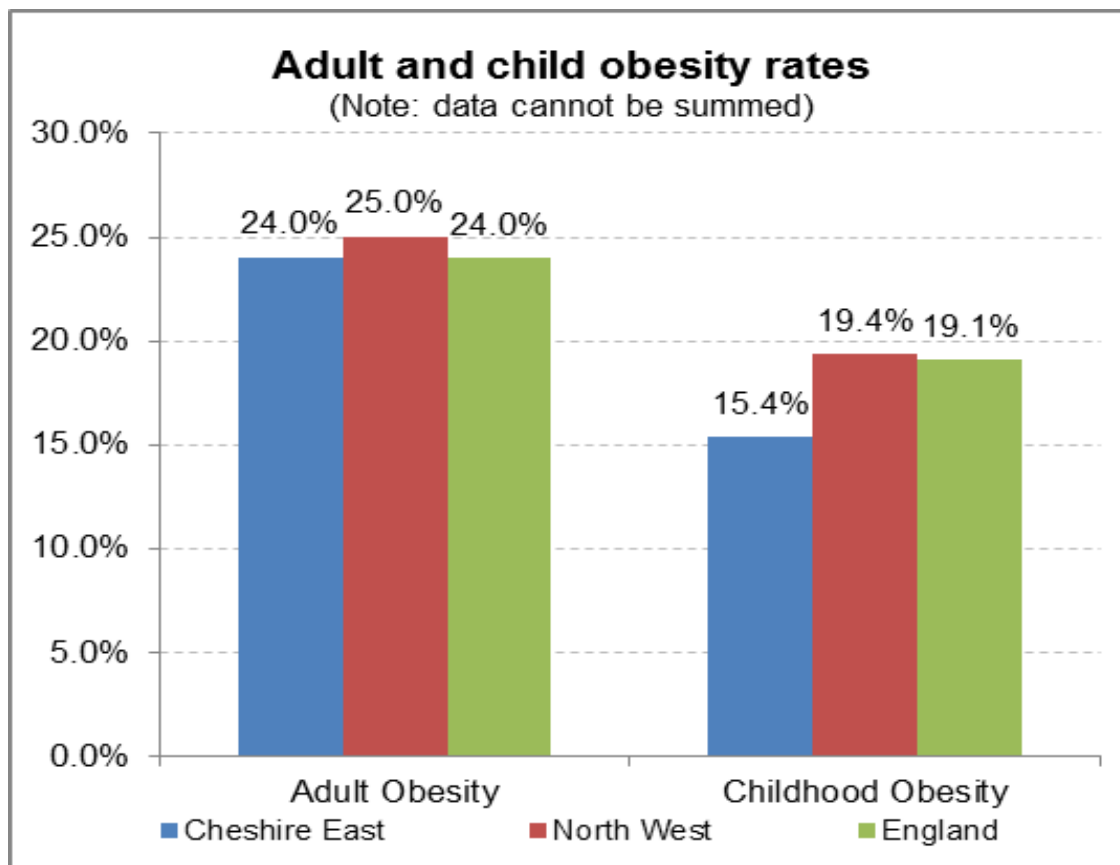


- Adult obesity (24.0%) is the same as the national (24.0%) and slightly below the regional (25.0%) average.
- Child obesity rates (15.4%) are below both the national (19.1%) and regional (19.4%) rates (see Figure 2.7)
- Child rates increase significantly between reception and Year 6, by which time more than a quarter of children (28.3%) are either overweight or obese.
- Avoidable ill health cost to the NHS in Cheshire East (due to physical inactivity) is estimated to be £6.7m; this is 1.6% and 16.6% below the respective national and regional averages (per 100,000).

² Index of Deprivation 2015 (Department for Communities & Local Government)

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Figure 2.7: Adult and child obesity rates (2015)

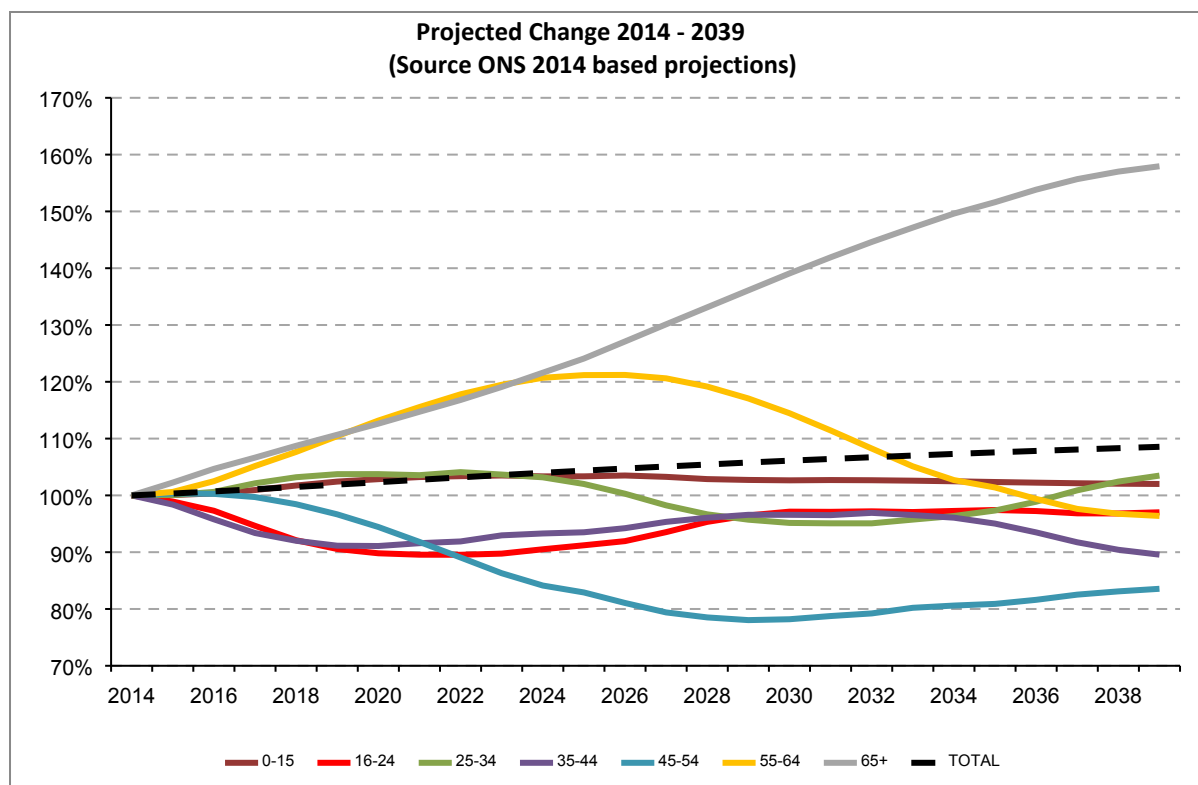


Projected population

Figure 2.8: Projected population change (2014 -2039)

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The projected population changes show that until 2024 the 0-15 years and 25-34 years age groups are in line with the average growth in the Borough, but both taper off at different rates from this point forward. There is constant growth in the over 65 year old age group resulting in a 58% increase by 2038. Initially the 55-64 years age group reflects similar growth (20%) until 2024, but then tapers off significantly to below the current rate by 2038. All other age groups are in decline through until 2038.

Current and future demographics of Cheshire East

Housing Allocations in Cheshire East

The Cheshire East Local Plan is currently being developed and is at its examination stage. The Council is proposing to allocate a number of Strategic Sites for housing.

There is an overall housing requirement for at least 36,000 new homes and proposals to achieve 31,400 additional jobs within the Local Plan period (2010-2030). The Council is planning positively to support growth in line with national planning policy. The Borough's population is projected to grow by around 58,100 people. The Local Plan also seeks to ensure that the right mix of new homes is provided to meet the needs of a growing workforce and support both current and future employers. This is set within the demographic context that Cheshire East will have a 65% increase in the population aged 65+ and a 134% increase in the population aged 85+, over the Plan period. (Paragraph 1.27 of the Cheshire East Local Plan Strategy Proposed Changes Version March 2016).

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Table 2.1 - Summary of housing growth across Cheshire East

Summary of housing provision at 31/3/16	All Areas
Housing requirement (min.)	36,000
Completions 01/04/10 to 31/3/16	5,473
Commitments at 31/3/16	10,822
Local Plan Strategy Sites and Strategic Locations	18,555
Further non-strategic sites in the future Site Allocations and Development Policies Document	3,335
Small sites windfall provision	1,375
Total	39,560*

The Local Plan Strategy plays a central role in achieving jobs growth in the Borough and the infrastructure and housing that are needed to support it. There is a need to provide for a wide range of employment opportunities, including highly skilled jobs, jobs that retain young people and attract new employees to live and work locally, limiting travel congestion. Therefore, much of the new housing provision will need to attract people, particularly younger people, who do or can work in the sort of local, high-skill jobs that will help the Council achieve its aspirations for economic and social wellbeing.

Population indications affecting sport and physical activity participation

This section provides an indication of the population for Cheshire East and the individual analysis areas for all sports comparing 2012 to 2030 to closely follow the Cheshire East Local Plan period. The housing allocation figures in Appendix 4 have been used to develop indicative population growth. This is displayed by analysis area in Table 2.2 below.

Table 2.2 - Indicative Population Growth in Cheshire East

Analysis Area	Number of new homes	Indicative population growth
Alsager	2,000	3,200
Congleton	4,150	6,700
Crewe	7,700	12,400
Handforth	2,200	3,500
Knutsford	950	1,500
Macclesfield	4,250	6,800
Middlewich	1,950	3,100
Nantwich	2,050	3,300
Poynton	650	1,000
Sandbach	2,750	3,400
Wilmslow	900	1,400
Local Service Centres	3,500	5,600
Other Settlements and Rural areas (inc Alderley Park)	2,950	4,700
Cheshire East	36,000	56,600

These figures are not population projections, but simply an approximate indication of what future population growth may be at a local level. These indicative figures are based on the crude assumption that population growth will average 1.61 per dwelling. This is taken from the fact that the Local Plan Housing Development Study³ projects population growth of 58,100 and identifies a need for 36,000 dwellings (implying an average increase of 58,100/36,000, or 1.61 people per dwelling). In reality, population growth per dwelling will vary from site to site, depending on factors such as household formation rates, migration patterns and the type of dwellings being built. There is, however, insufficient data to quantify these variations at such a local geographical level. Therefore, the population figures in the Table 2.2 above should be treated with considerable caution. For example, it is evident that the total population figure in the table does not perfectly align with the figure of population growth in the Housing Development Study. (Figures are rounded to nearest 100 but the underlying calculations are based on unrounded estimates).

The Local Plan Strategy has a Local Infrastructure Plan which supports the strategy and it sets out what leisure infrastructure is required and how it will be provided per town. See *Appendix 1*.

High Speed 2

High Speed Two (HS2) is a new high speed railway proposed by the Government to connect major cities in Britain. It will be built in phases. Phase One of the HS2 network will run from London to the West Midlands, with a connection to the West Coast Main Line near Lichfield, and will start operating in 2026. Phase Two will extend HS2 to the North of England with trains running to Manchester via Crewe, and to Leeds via the East Midlands and South Yorkshire. Connections to the East Coast and West Coast Main Lines would enable HS2 services to travel onwards on the existing rail network. A connection to the Midland Mainline would also provide HS2 services to Sheffield city centre.

In November 2015, the Government published High Speed Two: East and West: The next steps to Crewe and beyond. This outlined the Government's plan to accelerate part of the Phase Two route from the West Midlands to Crewe, and set out the preferred line of route for what is now known as Phase 2a. Phase 2a is due to start running in 2027, one year after the opening of Phase One. This is six years earlier than originally planned.

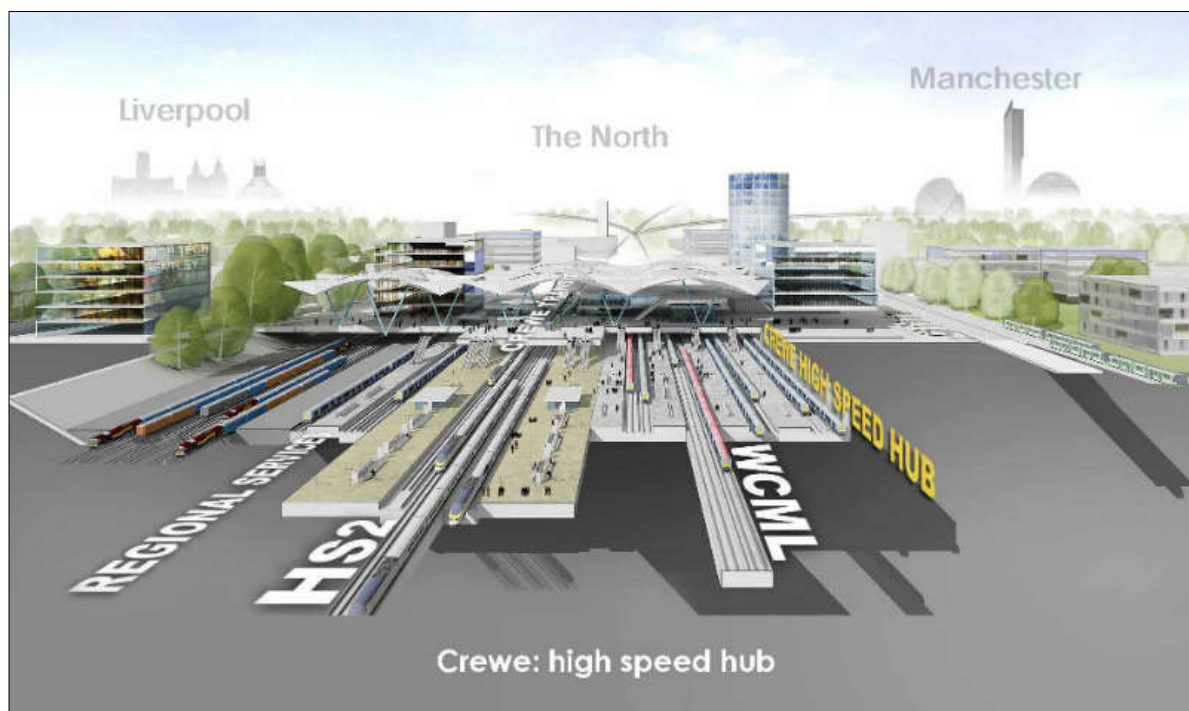
A second Command Paper, High Speed Two; From Crewe to Manchester, the West Midlands and beyond, published in November 2016 states that Government remains supportive of the vision for a Crewe HS2 Hub station, and plans to make decisions on additional investment at Crewe in 2017. If the government proceeds with this proposal it has decided that it would be located at the site of the existing Crewe station. In 2015 Government also asked that further work is undertaken to look at bringing high speed rail services to Macclesfield, the 2016 work concludes that Macclesfield could be served by one HS2 train per hour via Stoke-on-Trent and the Handsacre Junction. The 2016 Command Paper also confirmed HS2 intend to locate the rolling stock depot north of Crewe, whilst the outcome of the consultation proposing the relocation of the infrastructure maintenance depot from Crewe to Stone is expected in 2017. The announcement also outlines the confirmed route for HS2 from Crewe to Manchester Airport.

³ Cheshire East Housing Development Study, ORS, June 2015. Local Plan Examination Library Reference PS E033: <http://cheshireeast-consult.limehouse.co.uk/portal/planning/cs/library>

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Given the benefits that Crewe Hub would bring to the area the Council is supportive of HS2 and believes it reinforces Cheshire East as the best place to live and do business in the North West. The Council believes that investment in HS2 will consolidate Cheshire East as one of the most connected areas in the UK and will support existing businesses, inward investment and job creation in and around Crewe and the wider sub-region.

The Crewe Hub could be served by up to seven high speed trains an hour – with journey times to London reduced by 35 minutes. The final section of the line to Manchester will be completed by 2033.



General socio-economic characteristics

Mosaic (2015) segmentation data indicates that over half (52.0%) of Cheshire East's population fall into only four Experian 'groups', compared to 23.0% nationally (for the same groups):

- ◆ The 'Prestige Positions' group (19.8%) is over twice the national rate (8.9%) – it is described as; *affluent married couples whose successful careers have afforded them financial security and a spacious home in prestigious and established residential area.*
- ◆ Domestic Success (*high-earning families who live affluent lifestyles in upmarket homes situated in sought after residential neighbourhoods*) at 12.4% which is again over twice the national rate (6.1%).
- ◆ Country Living (*well-off homeowners who live in the countryside often beyond easy commuting reach of major towns and cities*) at 10.0% this is significantly higher than the national rate (4.5%).

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- Senior Security (*elderly singles and couples who are still living independently in comfortable homes that they own*) at 9.9% which is nearly three the national rate (3.4%).

Table 2.3: Mosaic – main population segments in Cheshire East

Mosaic group description	Cheshire East		National %
	#	%	
1 – Prestige Positions	74,224	19.8%	8.9%
2 – Domestic Success	46,408	12.4%	6.1%
3 – Country Living	37,409	10.0%	4.5%
4 – Senior Security	36,979	9.9%	3.4%

Economic activity and earnings (Source = NOMIS):

Table 2.4 indicates that unemployment is below both the national rate and the regional average with earnings above the regional and slightly above the national averages.

Table 2.4: Unemployment and income

	Cheshire East	North West	England
Unemployment	3.2%	5.3%	5.1%
Income (median)	£27,903	£25,584	£27,539

Economic impact and value: sport plays a significant role in the economy both nationally and locally; whether it is via participation, purchasing of sportswear and sports equipment, gambling, volunteering or attending events. SE's economic impact model shows an overall impact of £112.3m (£88.0m participation, £24.4m non-participation related). Further detail can be found in Appendix 5.

Active People Survey

Active People Survey (APS) is the largest survey of sport and active recreation in Europe and is in its ninth year (APS9 October 2014 – 2015). It collects data on the type, duration, frequency and intensity of adult participation by type of sport, recreation and cultural activity. The survey also covers volunteering, club membership, tuition as an instructor or coach, participation in competitive sport and overall satisfaction with local sports provision.

Table 2.6 shows key indicators from APS 9 for Cheshire East and compares these to the corresponding rates for the North West, England and statistical 'nearest neighbours' (based on socio-economic indicators such as unemployment rates, tax base per head of population, council tax bands and mortality ratios). Key findings include:

- Participation – over a third (37.0%) of adults participated in at least 1 x 30 minutes moderate intensity sport per week. This was slightly above the national (35.8%) and regional averages (35.3%) and also above all but two, of its 'nearest neighbours' which ranged from 34.9% to 43.2%.

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- Sports club membership – around a quarter (24.8%) are members of a sports club, based on the four weeks prior to the APS. This is above both the national average (21.8%) and the regional rate (21.2%); it is also above all but one of its 'nearest neighbours'.
- Sports tuition - over one in six (17.7%) received sports tuition during the 12 months prior to the APS. This was above the regional and national averages. It is also above all but one of its 'nearest neighbours'.
- Competitive sport – one in nine (11.1%) have taken part during the 12 months prior to APS9. This was slightly below the regional (12.0%) and national (13.3%) averages. It is also below all of its 'nearest neighbours'.

Table 2.5: Active People Survey for all adults – Cheshire East and nearest neighbours

KPI	National %	North West %	Cheshire East %	Nearest neighbours			
				Cheshire West & Chester %	Shropshire %	Wiltshire %	Bath & North East Somerset %
1x30 Indicator - Participation in 30 minutes moderate intensity sport per week.							
2014/15	35.8%	35.3%	37.0%	43.2%	34.9%	36.8%	41.8%
KPI 2 - At least 1 hour per week volunteering to support sport.*							
2014/15	12.7%	13.0%	*	*	*	*	*
KPI 3 - Club membership in the last 4 weeks.							
2014/15	21.8%	21.2%	24.8%	19.8%	22.7%	19.5%	28.4%
KPI 4 - Received tuition / coaching in last 12 months.							
2014/15	15.6%	13.5%	17.7%	13.6%	16.4%	15.8%	24.9%
KPI 5 - Taken part in organised competitive sport in last 12 months.							
2014/15	13.3%	12.0%	11.1%	14.6%	14.3%	17.6%	18.0%

* Data unavailable, the question was not asked, or the sample size was insufficient.

Nearest neighbours data shown in table 4 is based on CIPFA Nearest Neighbours 2014/15.

At the time of report creation APS10 only the headline data for KPI 1 was available, however not the full data set. The headline update showed that:

Cheshire East residents have in June 2016 been named as the most physically active in the North West region, according to the annual Active People Survey results. Cheshire East came top of the table which demonstrates that improvements are being made in getting people more active.

For people aged 16+ there has been a more than 5.5% rise since 2005 in those taking part in physical activities. This figure now stands at 42.7 per cent.

Sporting segmentation (Data source: Market segmentation, Sport England)

Sport England has classified the adult population via a series of 19 market segments which provide an insight into the sporting behaviours of individuals throughout the country. The profiles cover a wide range of characteristics, from gender and age to the sports that people

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take part in, other interests, the newspapers that they read etc. (A description of each of the segments can be found in Appendix 2).

The segmentation profile for Cheshire East indicates 'Settling Down Males' to be the largest segment of the adult population at 11.8% (33,794) compared to a national average 8.83%. Knowing which segments are most dominant in the local population is important as it can help direct provision and programming.

The following data indicates that Tim, Philip and Elaine are the three dominant groups, representing 30.1% (86,167) of the adult population, compared to 13.5% nationally.

Table 2.6: Sport England market segmentation – Three main groups in Cheshire East

Segment, description and its top three sports nationally				
	Settling Down Males	Tim	33,794	Cheshire East
	Sporty male professionals (aged 26-45), buying a house and settling down with partner.		11.81%	North West
	Cycling (21%)	Keep fit/gym (20%)	Swimming (15%)	England
			8.83%	
	Comfortable Mid-Life Males	Philip	29,792	Cheshire East
	Mid-life professional (aged 46-55), sporty males with older children and more time for themselves.		10.41%	North West
	Cycling (16%)	Keep fit/gym (15%)	Swimming (12%)	England
			8.65%	
	Empty Nest Career Ladies	Elaine	22,581	Cheshire East
	Mid-life professionals who have more time for themselves since their children left home (aged 46-55).		7.89%	North West
	Keep fit/gym (21%)	Swimming (18%)	Cycling (7%)	England
			6.07%	

Whilst the needs of smaller segments should not be ignored, it is important for Cheshire East to understand which sports are enjoyed by the largest proportion(s) of the population. Segmentation also enables partners to make tailored interventions, communicate effectively with target market(s) and better understand participation in the context of life stage and lifecycles.

The most popular sports

The APS and SE segmentation also makes it possible to identify the top five sports within Cheshire East. As with many other areas, gym session and swimming are among the most popular activities and are known to cut across age groups and gender; around one in eight adults in the borough do a gym session at least once a month (on average). The next most popular activity is swimming; which 12.1% of adults do on a relatively regular basis.

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Table 2.7: Most popular sports in Cheshire East (Source: SE Area Profiles)

Sport	Cheshire East		North West		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Gym Session	38.8	12.8%	701.0	12.2%	4,850.4	11.2%
Swimming	36.6	12.1%	523.0	9.1%	4,132.7	9.5%
Cycling	33.2	10.9%	462.8	8.1%	3,771.8	8.7%
Athletics	22.7	7.5%	367.7	6.4%	3,309.8	7.6%
Fitness Class	19.9	6.6%	251.8	4.4%	2,104.7	4.8%

Summary of local demographics

Engaging all residents in physical activity is a high priority as is getting the inactive, active. It is acknowledged that regular sport and recreational activity plays a key role in facilitating improved health and wellbeing. Ensuring an adequate supply of suitable facilities to meet local need is a requirement of the planning system, in line with national policy recommendations. There is significant development in the area through the number of housing developments, and HS2. There are affluent areas across the borough that is rural and small pockets of areas of deprivation.

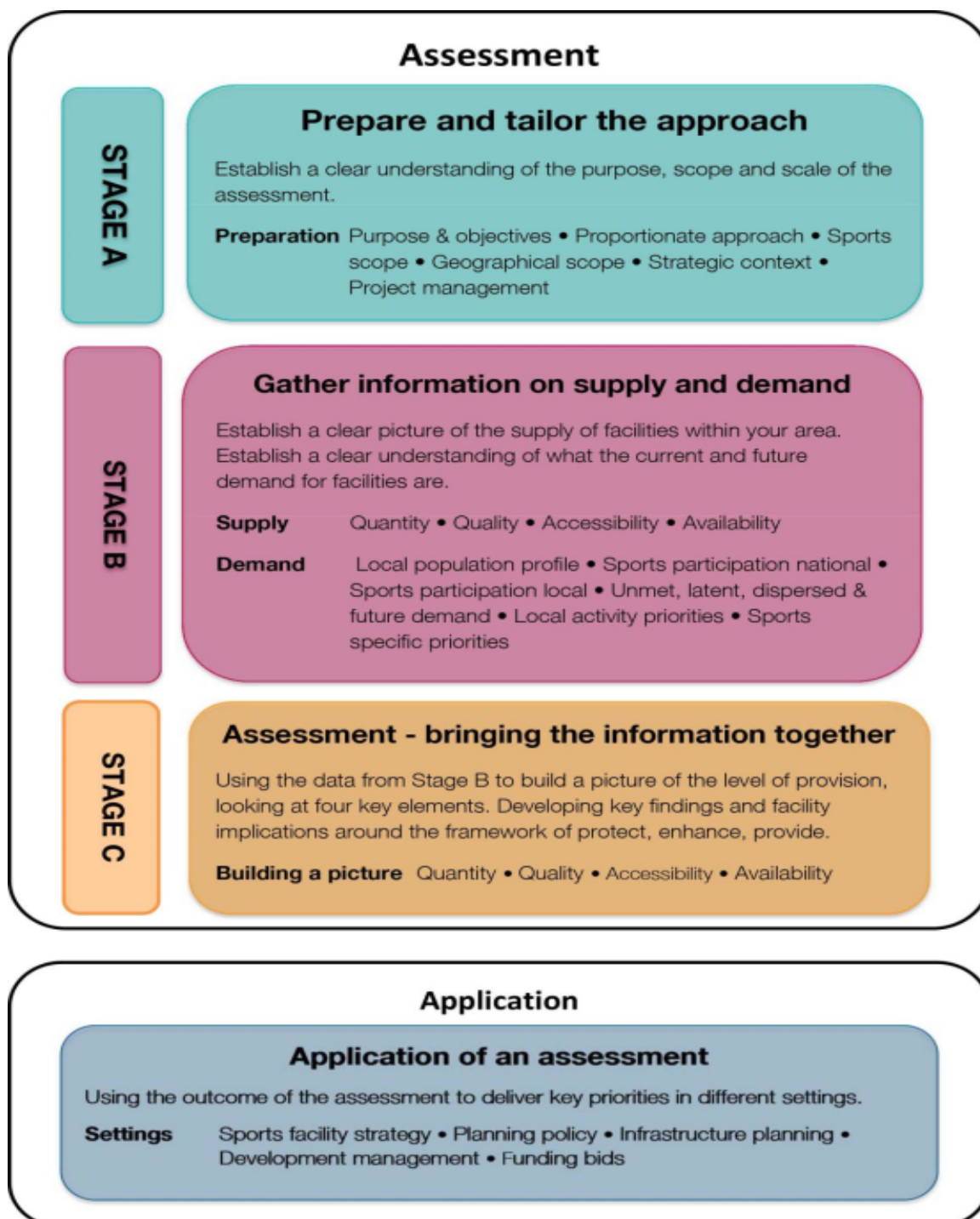
Generally the population of CE has a high propensity to participate in sport and physical activity hence the increasing high levels of participation across the Borough.

SECTION 3: INDOOR SPORTS FACILITIES ASSESSMENT APPROACH

3.1 Methodology

The assessment of provision is based on the Sport England Assessing Needs and Opportunities Guide (ANOG) for Indoor and Outdoor Sports Facilities

Figure 3.1: Recommended approach



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This provides a recommended approach to undertaking a robust assessment of need for indoor and outdoor sports facilities. It has primarily been produced to help (local authorities) meet the requirements of the Government's NPPF, which states that:

'Access to high quality open spaces and opportunities for sport and recreation can make an important contribution to the health and well-being of communities. Planning policies should be based on robust and up-to-date assessments of the needs for open space, sports and recreation facilities and opportunities for new provision. The assessments should identify specific needs and quantitative or qualitative deficits or surpluses of open space, sports and recreational facilities in the local area. Information gained from the assessments should be used to determine what open space, sports and recreational provision is required.' (NPPF, Paragraph 73)

The assessment of provision is presented by analysis of the quality, quantity, accessibility and availability for the identified facility types (e.g. sports halls and swimming pools). Each facility is considered on a 'like for like' basis within its own facility type, so as to enable it to be assessed for adequacy.

Demand background, data and consultation is variable, depending upon the level of consultation garnered. In some instances, national data is available whilst in others, it has been possible to drill down and get some very detailed local information. This is evident within the demand section.

The report considers the distribution of and interrelationship between facility types in the Borough and provides a clear indication of areas of high demand. It will identify where there is potential to provide improved and/or additional facilities to meet this demand and to, where appropriate, protect or rationalise the current stock.

3.2 Site visits

Initially Sport England's Active Places Power is used to provide baseline data to identify facilities in the study area. Wherever possible, actual facility assessments are undertaken in the presence of facility staff. Where possible this is of considerable value, it not only enables access to be gained to all areas of a venue, but also allows more detailed *in-situ* discussion of issues such as customer perspectives, quality, maintenance etc. This is essential to ensure that the audit (which is, in essence, a 'snapshot' visit) gathers accurate insight into the general user experience.

Site visits to key indoor facilities, those operated by other partners and the voluntary sector are undertaken. Through the audit and via informal interviews with facility managers, a 'relevance' and 'condition' register is built which describes (e.g.):

- ◀ Facility and scale.
- ◀ Usage/local market.
- ◀ Ownership, management and access arrangements (plus, where available, facility owner aspirations).
- ◀ Management, programming, catchments, user groups, gaps.
- ◀ Location (urban/rural), access and accessibility.
- ◀ Condition, maintenance, existing improvement plans, facility 'investment status' (lifespan in the short, medium and long term).
- ◀ Existing/ planned adjacent facilities.

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An assessment form captures quantity and quality data on a site by site basis and which also feeds directly into the main database allowing information to be stored and analysed. Quality assessments undertaken are rated in the following categories. These ratings are applied throughout the report, regardless of facility type.

Table 3.1: Quality ratings of indoor sports facilities using ANOG

	Quality rating
Good	Facility is assessed as being new or recently invested, up to date, well maintained, clean and well-presented and generally no older than ten years. Fixtures, fittings, equipment and sports surfaces are new or relatively new with little if any wear and tear. The facility is well lit with a modern feel. Ancillary facilities are welcoming, new or well maintained, fit for purpose, modern and attractive to use.
Above average	Facility is in reasonable condition and is well maintained and presented. May be older but it is fit for purpose and safe. Fixtures, fittings, equipment and sports surfaces are in an acceptable condition but may show some signs of wear and tear. Ancillary facilities are good quality, but potentially showing signs of age and some wear and tear.
Below average	Facility is older and showing signs of age and poor quality. Fixtures, fittings, equipment and sports surfaces are showing signs of wear and tear. The facility is usable but quality could be improved. The facility is not as attractive to customers and does not meet current expectations. Ancillary facilities are deteriorating, reasonable quality, but usable.
Poor	The facility is old and outdated. Fixtures, fittings, equipment and sports surfaces are aged, worn and/or damaged. The facility is barely usable and at times may have to be taken out of commission. The facility is unattractive to customers and does not meet basic expectations. Ancillary facilities are low quality and unattractive to use.

Ratings are based on a non-technical visual assessment carried out by a KKP assessor.

Assessments take into account the age of the facility and condition of surfaces, tiles and walls. Line markings and safety equipment are rated, any problem areas such as mould, damage, leaks etc. are noted. Condition of fixtures, fittings and equipment are recorded. Adequate safety margins are important. Changing rooms are assessed. Maintenance and wear of the facility is taken into account. Disability Discrimination Act compliance is also noted, although not studied in detail for the purposes of this report. When all this data has been collated, an overall quality rating is awarded to each facility at a site.

Site visits are conducted at all sites with main sports facilities, such as three courts or larger sports hall.

SECTION 4: SPORTS HALLS

Indoor multi-purpose sports halls are one of the prime sports facilities for community sport. They provide venues suitable to allow a range of sport and recreational activities to be played. The standard methodology for measuring sports halls is the number of badminton courts contained within the floor area.

Sports halls are generally considered to be of greatest value if they are of at least 3+ badminton court size with sufficient height to allow games such as badminton to be played. It should be noted, however, that a 4-court sports hall provides greater flexibility as it can accommodate major indoor team sports such as football (5-a-side and training), basketball and netball. It also has sufficient length to accommodate indoor cricket nets and indoor athletics as such offering greater sports development flexibility than its 3-court counterpart.

Larger halls, for example those with six or eight courts, can accommodate higher level training and/or competition as well as meeting day to day need. They may also provide an option for more than one pitch/court increasing flexibility for both training and competition and hosting of indoor central venue leagues for sports such as netball. This assessment considers all 3+ court facilities in Cheshire East in line with Sport England's ANOG. Halls that function as specialist venues, such as dance studios are excluded.

4.1 Supply

Quantity

Active Places identified 73 halls encompassing a total of 180 badminton courts (when considering all sports halls in Cheshire East (i.e. they have at least one badminton court). One and two court halls are often appropriate for mat sports, exercise to music and similar provision they are inevitably limited in terms of the range and scale of recreational and sporting activity that they can accommodate.

Figure 4.1 indicates that all the main centres of population have access to a range of sports halls, with limited access in the more rural areas of the Borough.

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Figure 4.1: All main and activity halls in Cheshire East.

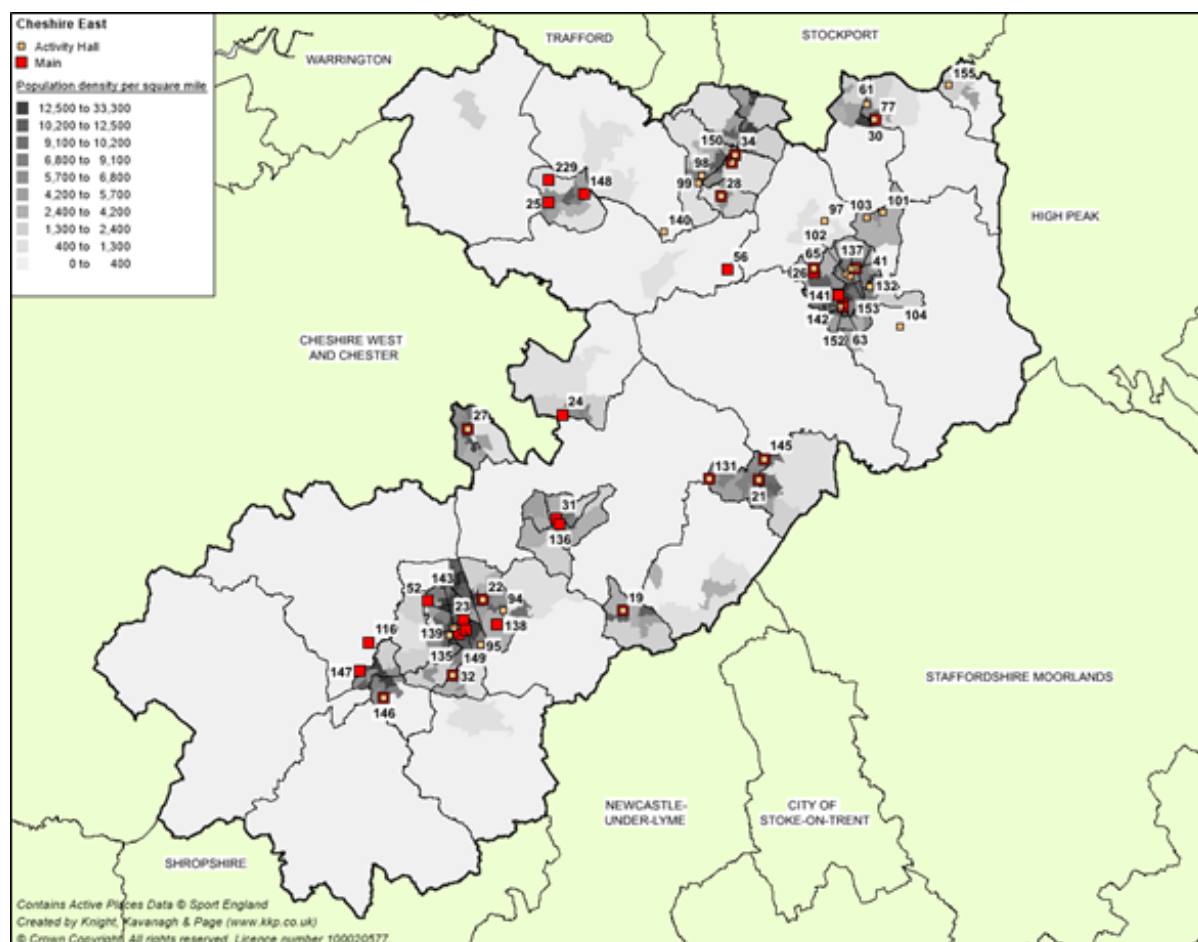


Table 4.1: All sports halls and activity halls in Cheshire East

Map Ref	Site Name	Cts.	Map Ref	Site Name	Cts.
19	Alsager Leisure Centre	1	98	Lindow Lawn Tennis Club	0
19	Alsager Leisure Centre	1	99	Lindow Community Primary School	0
19	Alsager Leisure Centre	6	101	St Gregory's Church Hall	0
21	Peter Mason Leisure Centre	1	102	Pack Horse Bowling Club	0
21	Peter Mason Leisure Centre	6	103	Scout Hut	0
22	Sir William Stanier Leisure Centre	0	104	Langley Methodist Church	0
22	Sir William Stanier Leisure Centre	6	116	Reaseheath College	3
23	Crewe Lifestyle Centre	4	131	Congleton High School	1
24	Holmes Chapel Leisure Centre	6	131	Congleton High School	4
25	Knutsford Leisure Centre	6	132	The Kings School (Fence Avenue Site)	1

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Map Ref	Site Name	Cts.	Map Ref	Site Name	Cts.
26	Macclesfield Leisure Centre	8	132	The Kings School (Fence Avenue Site)	2
27	Middlewich Leisure Centre	0	135	South Cheshire College	6
27	Middlewich Leisure Centre	6	136	Sandbach School	4
28	Alderley Edge School For Girls	0	137	Beech Hall School	2
28	Alderley Edge School For Girls	1	138	MMU (Cheshire Sports Centre)	4
28	Alderley Edge School For Girls	3	138	MMU (Cheshire Sports Centre)	4
30	Poynton Leisure Centre	6	139	St Thomas More Catholic High School	1
31	Sandbach Leisure Centre	6	140	David Lewis School	1
32	Shavington Leisure Centre	0	141	All Hallows Catholic College	3
32	Shavington Leisure Centre	0	142	Park Lane School	0
32	Shavington Leisure Centre	0	143	King's Grove School	1
32	Shavington Leisure Centre	6	143	King's Grove School	1
34	Wilmslow Leisure Centre	0	145	Eaton Bank Academy	0
34	Wilmslow Leisure Centre	4	145	Eaton Bank Academy	4
41	Tytherington School	1	146	Brine Leas School	0
41	Tytherington School	4	146	Brine Leas School	6
52	Legend's Health & Leisure Centre	4	147	Malbank School And Sixth Form College	6
56	Club AZ	6	148	St John's Wood Community School	4
61	Poynton Sports Club	0	149	Ruskin Sports College	3
63	The Macclesfield Academy	4	150	Wilmslow High School	1
65	Fallibroome Academy	0	150	Wilmslow High School	4
65	Fallibroome Academy	3	150	Wilmslow High School	4
77	Poynton High School	1	152	Macclesfield College	3
94	Crewe & District Post Office Sports Club	1	153	The Kings School (Cumberland Street Site)	1
94	Crewe & District Post Office Sports Club	1	155	Disley Amalgamated Sports Club	1
95	Foyer@189 (Crewe YMCA)	0	229	Egerton Youth Club	3
97	Prestbury Tennis Club	0			

The halls with "0" courts are activity halls where sport and recreational activities take place, however there are no court markings.

Of the 73 halls identified, as illustrated below, 34 have three courts or more, providing main sports hall space equivalent to 159 courts. Figure 4.2 and Table 4.2 identify the quality of facilities assessed.

At the time of audit St John's Wood Community School did not offer community use, however since the audit, a Community Usage Agreement has been signed (October 2016). In January 2017 the school was contacted and they did not have yet have any community

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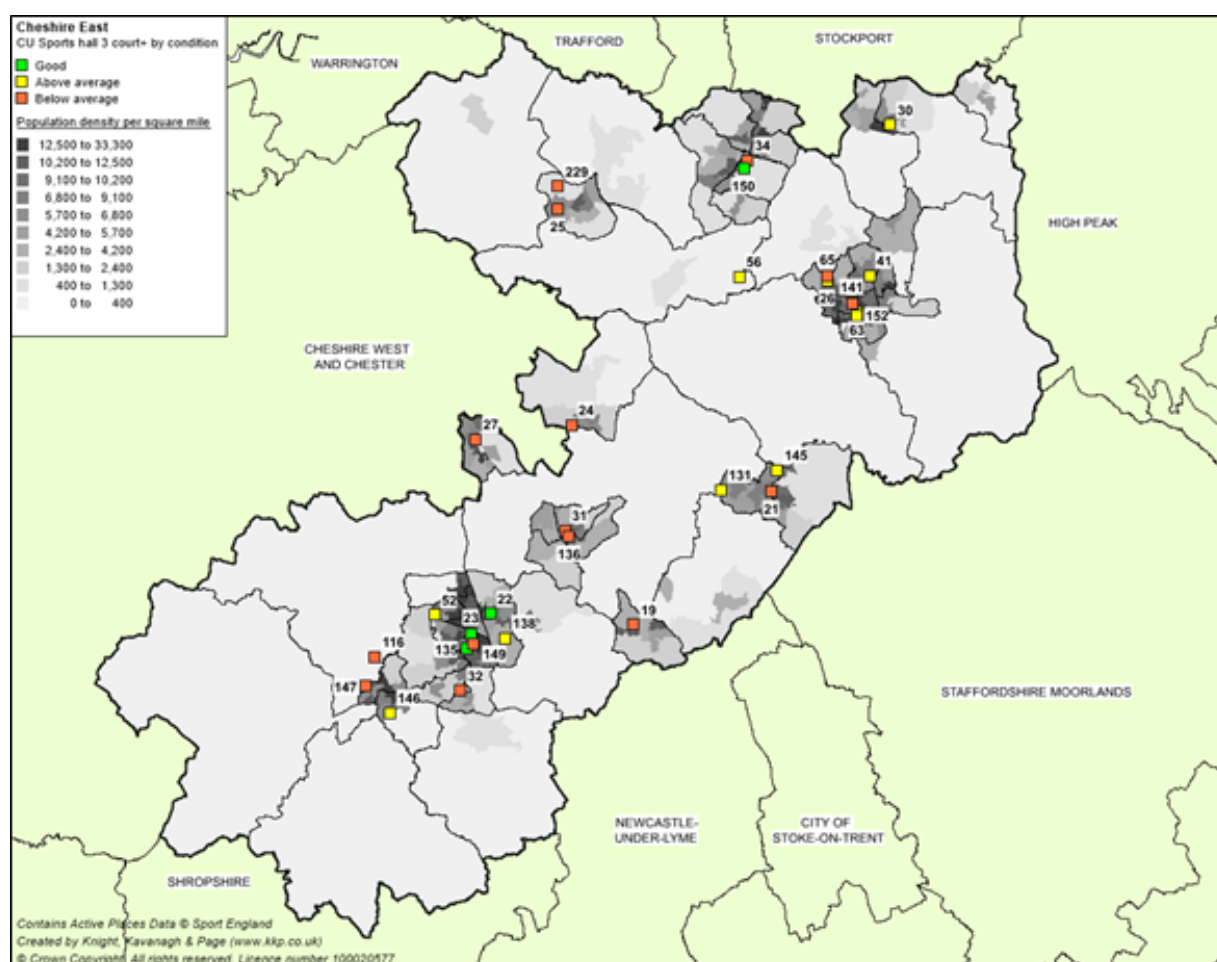
groups using the facilities but the school is ready to accept bookings. It was stated that marketing to promote the community use had yet to take place.

Alderley Edge School for Girls has no community use at the site (the only one out of 29 educational sites not doing so). Consultation with the school stated that they would consider it but no formal agreement is in place at the moment.

As Figure 4.2 illustrates, 3+ court sports halls appear to be well located serving the more populated areas of the Borough.

The towns of Alsager, Sandbach, Middlewich, and Knutsford only have access to below average quality sports halls.

Figure 4.2 illustrates community accessible 3+ court sports halls with by condition



4.2 Quality of facilities

All available sites were subjected to a non-technical assessment to ascertain quality of facilities in accordance with Sport England's ANOG and Table 3.1 in the methodology section. The results are as follows:

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Table 4.2: Community accessible 3+ court sports halls with by condition

Map Ref	Site Name	Courts	CU	Condition	Changing Condition
19	Alsager Leisure Centre	6	Yes	Below average	Poor
21	Peter Mason Leisure Centre	6	Yes	Below average	Poor
22	Sir William Stanier Leisure Centre	6	Yes	Good	Good
23	Crewe Lifestyle Centre	4	Yes	Good	Good
24	Holmes Chapel Leisure Centre	6	Yes	Below average	Poor
25	Knutsford Leisure Centre	6	Yes	Below average	Below average
26	Macclesfield Leisure Centre	8	Yes	Above average	Below average
27	Middlewich Leisure Centre	6	Yes	Below average	Above average
30	Poynton Leisure Centre	6	Yes	Above average	Poor
31	Sandbach Leisure Centre	6	Yes	Below average	Poor
32	Shavington Leisure Centre	6	Yes	Below average	Below average
34	Wilmslow Leisure Centre	4	Yes	Below average	Below average
41	Tytherington School	4	Yes	Above average	Below average
52	Legend's Health & Leisure Centre	4	Yes	Above average	Above average
56	Club AZ	6	Yes	Above average	Above average
63	The Macclesfield Academy	4	Yes	Above average	Above average
65	Fallibroome Academy	3	Yes	Below average	Below average
116	Reaseheath College	3	Yes	Below average	Below average
131	Congleton High School	4	Yes	Above average	Above average
135	South Cheshire College	6	Yes	Good	Good
136	Sandbach School	4	Yes	Below average	Below average
138	MMU (Cheshire Sports Centre)	4	Yes	Above average	Above average
138	MMU (Cheshire Sports Centre)	4	Yes	Above average	Above average
141	All Hallows Catholic College	3	Yes	Below average	Above average
145	Eaton Bank Academy	4	Yes	Above average	Above average
146	Brine Leas School	6	Yes	Below average	Below average
147	Malbank School And Sixth Form College	6	Yes	Below average	Above average
149	Ruskin Sports College	3	Yes	Below average	Below average
150	Wilmslow High School	4	Yes	Below average	Poor
150	Wilmslow High School	4	Yes	Good	Good
152	Macclesfield College	3	Yes	Above average	Good
229	Egerton Youth Club	3	Yes	Below average	Below average
Total		152			

The overall impression is that there is a reasonable spread of above average and good quality community accessible sports halls. However, the Knutsford and Sandbach areas are

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served by poor and below average facilities. Four out of a total stock of 32 community accessible sports halls, are reported as being in good condition, 13 as above average and 16 (50%) below average. Changing facilities fare slightly worse with five changing facilities considered to be good, 11 above average, nine below average and six identified as poor.

Six court halls are well distributed in the areas of higher population density with all main towns and smaller towns having this level of provision. Macclesfield has an eight court sports hall.

4.3 Availability

All sports halls identified in Table 4.3 are recorded as offering either pay and play or sports club/community association use.

Table 4.3: Community use in hours by facility

Community Use	Site	Cts.	Main Sports Played
None	Alderley Edge School For Girls	4	No community use
	St John's Wood Community School	4	No community use
< 20 hours	Fallibroome Academy	3	Non-competitive activity hall type activities (Hall inappropriately sized for traditional activities)
20 hours +	All Hallows Catholic College	3	Badminton, fencing, archery football
	Alsager Leisure Centre	8	Netball, badminton, fitness and exercise classes
	Brine Leas School	6	Netball, badminton indoor cricket, martial arts
	Club AZ	6	Badminton, football
	Congleton High School	5	Basketball, badminton, football, karate, trampolining
	Peter Mason Leisure Centre	7	Badminton, fitness, martial arts, short mat bowls
	Crewe Lifestyle Centre	4	Table tennis, short & long mat bowls, netball, 5 & 7 a side football.
	Eaton Bank Academy	4	Football, trampolining, indoor cricket, basketball
	Egerton Youth Club	3	Gymnastics, futsal, disability football, badminton, karate
	Holme Chapel Leisure Centre	6	Badminton, table tennis, walking netball, Trampolining, football, and gymnastics
	Knutsford Leisure Centre	6	Badminton, netball, volleyball, football
	Legends Health & Leisure Centre	4	Badminton, table tennis
	Macclesfield College	3	Badminton, basketball, table tennis
	Macclesfield Leisure Centre	8	Badminton, table tennis, trampolining, gymnastics,
	Malbank School & Sixth Form College	6	Trampolining, football, badminton, korfbal

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Community Use	Site	Cts.	Main Sports Played
	Middlewich Leisure Centre	6	Netball, gymnastics, trampolining, football, indoor cricket
	MMU (Cheshire Sports Centre)	8	Basketball, badminton, netball,
	Poynton Leisure Centre	6	Badminton, judo, rugby (young children) netball, basketball
	Reaseheath College	3	Badminton, basketball, table tennis
	Ruskin Sports College	3	Netball, Archery, bubble football
	Sandbach Leisure Centre	6	Badminton, table tennis, football
	Sandbach School	4	Indoor cricket, rugby tots
	Shavington Leisure Centre	6	Badminton, 5 a side, netball, fitness & exercise classes.
	Sir William Stanier Leisure Centre	6	Badminton, short tennis, trampolining, 5-a-side football, basketball and volleyball
	South Cheshire College	6	Climbing, badminton, basketball, netball, indoor cricket
	The Kings School (Fence Avenue Site)	3	Trampolining, cheerleading dance
	The Macclesfield Academy	4	Badminton, fitness, basketball archery
	Tytherington School	5	Netball, badminton, indoor cricket, karate, wheelchair basketball
	Wilmslow High School	9	Badminton, netball, basketball, indoor cricket
	Wilmslow Leisure Centre	4	Badminton, netball, table tennis, 5 a side, walking football, gymnastics, dance, Tae-kwon do

Table 4.3 indicates a wide range of sport and physical activity taking place. No one sport appears to dominate programmes of activity although there does appear to be strong badminton and indoor football presence and a range of different sports halls offering netball, table tennis and/or basketball.

4.4 Accessibility

With indoor facilities appropriate walk and drive-time accessibility standards are applied to determine deficiencies in provision. The normal acceptable standard is a 20 minute walk time (1 mile radial catchment) for an urban area and a 20 minute drive time for a rural area. This enables analysis of the adequacy of coverage and helps to identify areas currently not serviced by existing provision

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Fig 4.4: 3+ court halls with 1 mile radial catchment, community use only, by condition

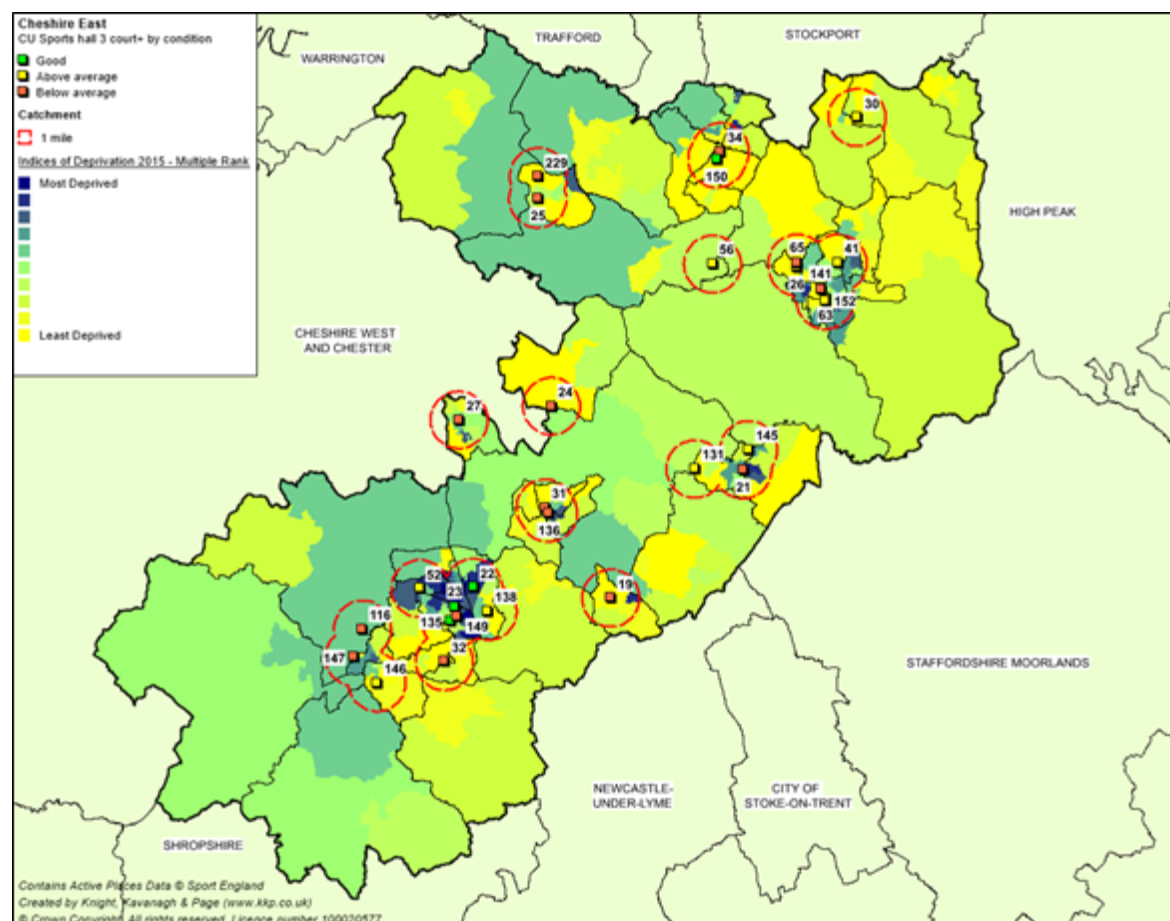


Table 4.4: IMD 2015 populations: Cheshire East 3+ court CU sports halls, 20 minute walk

IMD 2015 10% bands	Cheshire East		Sports Hall (3 Court+) with community use. Catchment populations by IMD			
	Persons	Population %	No. inside catchment	Population inside %	No. outside catchment	Population outside %
0 - 10	10,269	2.8%	9,881	2.7%	388	0.1%
10.1 - 20	21,115	5.7%	19,572	5.3%	1,543	0.4%
20.1 - 30	20,756	5.6%	17,527	4.7%	3,229	0.9%
30.1 - 40	29,565	7.9%	27,950	7.5%	1,615	0.4%
40.1 - 50	26,846	7.2%	14,552	3.9%	12,294	3.3%
50.1 - 60	28,933	7.8%	15,727	4.2%	13,206	3.6%
60.1 - 70	28,220	7.6%	14,284	3.8%	13,936	3.7%
70.1 - 80	57,029	15.3%	22,833	6.1%	34,196	9.2%
80.1 - 90	52,942	14.2%	28,496	7.7%	24,446	6.6%
90.1 - 100	96,241	25.9%	60,574	16.3%	35,667	9.6%
Total	371,916	100.0%	231,396	62.2%	140,520	37.8%

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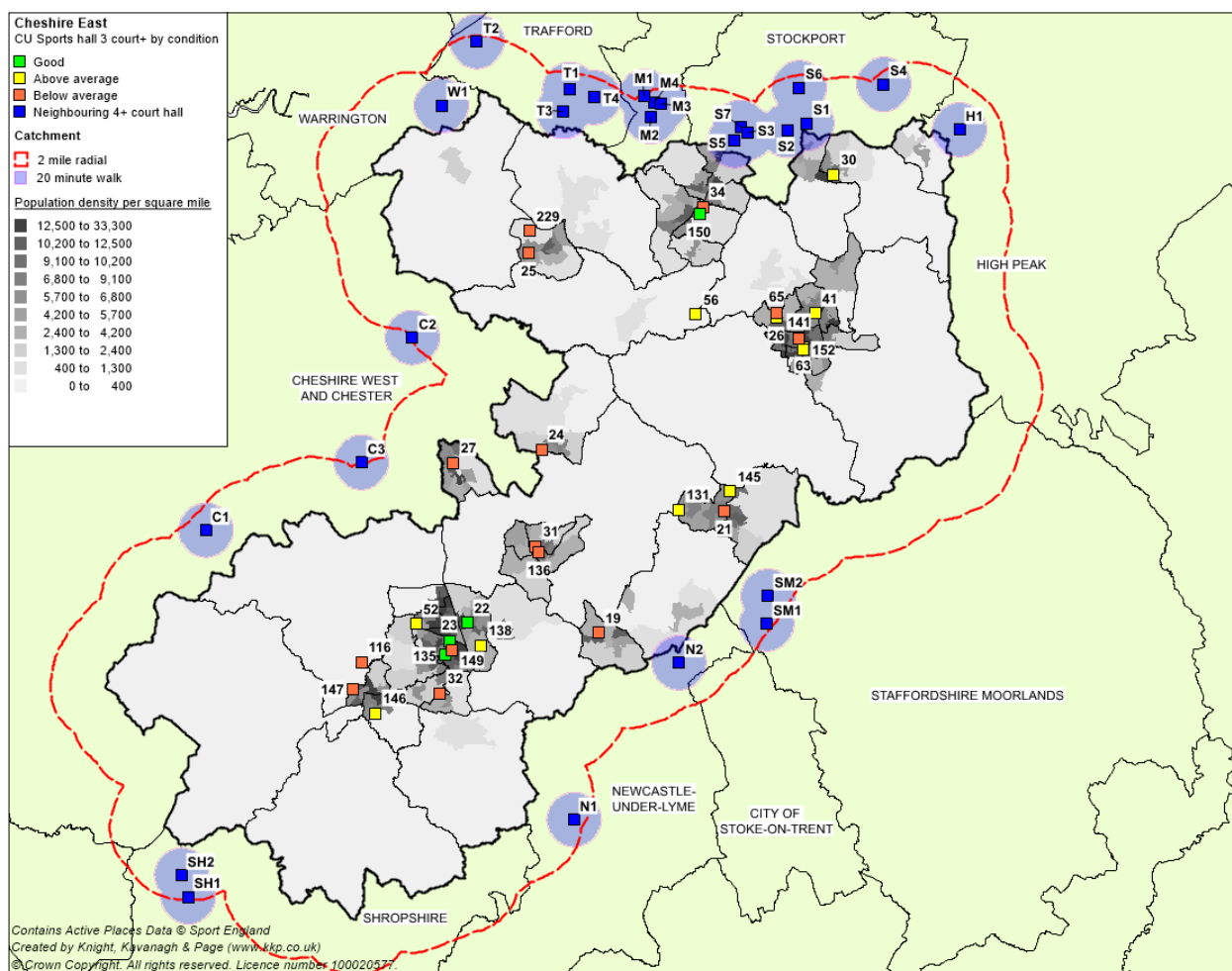
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Nearly two thirds (62.2%) of Cheshire East residents live within the 20-minute walk time of a 3+ court hall, by inference 37.8% live outside this catchment. It is noted that all of Cheshire East residents live within 20 minute drive time of a 3+court sports hall which are accessible to the community.

Neighbouring authorities

Accessibility is also influenced by facilities within easy reach of the Borough. Figure 4.5 and Table 4.5 indicate the different sports halls (3+courts) which are found within two miles distance of the local authority boundary. The two mile boundary is an arbitrary distance but serves to show accessibility if residents have access to a car. Wilmslow and Poynton are the only two towns who have the opportunity to benefit from potential cross border provision. Wilmslow in particular has access to a significant number of facilities in both Stockport and Manchester.

Fig 4.5 shows 3 Court+ sports halls within Cheshire East and 4 court+ within 2 miles of local authority boundary (with 20 minute walk catchment)



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Table 4.5: 3+ court sports halls within Cheshire East and 4+ court halls within 2 miles of local authority boundary (with 20 minute walk catchment)

Map ID	Active Places Site Name	Courts	Access Type	Local Authority
C1	Tarporley High School & Sixth Form College	6	Sports Club / Community Association	Cheshire West and Chester
C2	Rudheath Leisure Centre	6	Pay and Play	Cheshire West and Chester
C3	Winsford Leisure Centre	4	Pay and Play	Cheshire West and Chester
H1	New Mills Leisure Centre	4	Pay and Play	High Peak
M1	St Pauls Catholic High School	4	Sports Club / Community Association	Manchester
M2	Woodhouse Park Lifestyle Centre	4	Pay and Play	Manchester
M3	Wythenshawe Forum	4	Pay and Play	Manchester
M4	Manchester Enterprise Academy	4	Sports Club / Community Association	Manchester
N1	Madeley High School	5	Sports Club / Community Association	Newcastle-under-Lyme
N2	Kidsgrove Sports Centre	5	Pay and Play	Newcastle-under-Lyme
S1	Hazel Grove Sports Centre	6	Pay and Play	Stockport
S2	Life Leisure Bramhall	6	Pay and Play	Stockport
S3	Life Leisure Cheadle Hulme	6	Pay and Play	Stockport
S4	Marple Sixth Form College	6	Pay and Play	Stockport
S5	St James Catholic High School	4	Sports Club / Community Association	Stockport
S6	Stockport Grammar School	4	Sports Club / Community Association	Stockport
S7	Cheadle Hulme School	4	Sports Club / Community Association	Stockport
SH1	Whitchurch Sports & Leisure Centre	4	Pay and Play	Shropshire
SH2	Whitchurch Civic Centre	4	Pay and Play	Shropshire
SM1	Biddulph High School	4	Sports Club / Community Association	Staffordshire Moorlands
SM2	Biddulph Valley Leisure Centre	6	Pay and Play	Staffordshire Moorlands

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Map ID	Active Places Site Name	Courts	Access Type	Local Authority
T1	Altrincham Leisure Centre	4	Pay and Play	Trafford
T1	Altrincham Leisure Centre	4	Pay and Play	Trafford
T2	Partington Sports Village	6	Pay and Play	Trafford
T3	The Grammar	4	Pay and Play	Trafford
T4	Altrincham College Of Arts School	4	Sports Club / Community Association	Trafford
W1	Lymm Leisure Centre	4	Pay and Play	Warrington

**community use association*

Figure 4.5 and Table 4.5 indicate that Cheshire East has 26 sports halls with 4 courts and above located within 2 miles of the Cheshire East local authority boundary; 17 of these are located to the North of the Borough with four found to the East of the Borough, two in the West and two in the South.

4.5 Facilities Planning Model

Sport England's FPM report (2015) provides an overview of the current and future level of provision of sports halls in Cheshire East based on the National Run 2014 report. It states:

FPM Supply

- There are 37 halls on 30 sites included in this Cheshire East analysis. (for sites included see Appendix 6)
- The combined supply of hall space in Cheshire East amounts to 160 courts (129 once scaled by availability).
- This equates to 4.25 courts per 10,000 population in Cheshire East. This is greater than the national average and comparable with the regional average for the north-west.
- Only two commercial facilities are included at Legends Health and Leisure and Club AZ. A number of sites are based on education sites.
- Many of the larger public halls sites date from the 1970's/1980's, albeit with some recent refurbishment works. More recently constructed halls are based on education sites – e.g South Cheshire College (2010), Wilmslow High School (2010), Macclesfield High School (2007).

FPM Demand

- The model considers that about 15% of the resident Cheshire East population do not have access to a car, thus affecting their ability to travel to hall provision. This is significantly less than the regional and national average and indicates that overall, demand within Cheshire East is more mobile when compared to the country and region as a whole.

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Supply and demand balance

- ◀ When looking at a very simplistic picture of the overall supply and demand across Cheshire East the resident population is estimated to generate a demand for a minimum of about 100 courts.
- ◀ This compares to a current available supply of about 129 courts, giving an approximate supply/demand balance of 29 courts.

Satisfied demand

- ◀ Approximately 95% of total demand is satisfied within Cheshire East. This is above the national and regional average.
- ◀ The majority of satisfied demand consists of visits that are made by car travel, linking to the greater level of car ownership in Cheshire East.
- ◀ Proportionately, fewer visits are made on foot or by public transport when compared to the country or region as a whole.
- ◀ The model considers that about 86% of all satisfied demand is expressed at facilities in Cheshire East, with 14% exported to facilities in other local authorities.

Unmet demand

- ◀ The FPM identifies that approximately 5% of all demand in Cheshire East is not met by the available network of provision, which is less than the national and regional average.
- ◀ In Cheshire East, the vast majority of unmet demand is attributed to issues of catchment and ability to travel. Almost of all of this unmet demand consists of 'walkers' who do not have access to a car.
- ◀ There is a small amount that is attributed to a lack of capacity. Again, most of this is walking to demand, where their available facility is full at peak times.

Used capacity

- ◀ Across the whole stock, about 55% of capacity is thought to be being utilised.
- ◀ This 'global' figure masks differences between how individual facilities are being used.
- ◀ A number of facilities are theoretically full or operating close to capacity. These include Sir William Stanier Leisure Centre, Tytherington High School, Middlewich Leisure Centre, Macclesfield College and The Macclesfield Academy. As a guide 80% use is considered as the facility being busy.
- ◀ Both Macclesfield College and Macclesfield Academy for example have low opening hours and therefore relatively smaller capacities.
- ◀ The fuller facilities are generally, the more attractive, modern sites or which provide for a specific catchment area.
- ◀ It is likely that the unmet demand attributed to a lack of capacity relates to walkers not being able to access the sites identified as operating at 100% of theoretical peak time capacity.

Equity share of facilities

Relative share helps to show which areas have a better or worse share of facility provision.

- ◀ Across Cheshire East, residents have a better share of hall provision when compared to the regional and national position.

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- ◀ The conurbations of Crewe and Macclesfield have a poorer share when compared to the rest of the authority but it is still comparable with the national average

Analysis of KKP's audit and that used to underpin the FPM findings identifies a number of differences between the two. The sites included in the FPM analysis but not the KKP audit is as follows:

- ◀ Alsager Sports Centre (MMU) x4 courts site is now closed
- ◀ Victoria Community Centre x3 courts –site is now closed
- ◀ Alderley Edge School for Girls – Site is not community accessible.

The sites included in the KKP audit but not the FPM analysis is as follows:

- ◀ Crewe Lifestyle Centre – x 4 courts.
- ◀ Manchester Met University (Cheshire Sports Centre) 2x 4 court halls.
- ◀ All Hallows College x3 courts – it was found not to be private use.
- ◀ Wilmslow High School x4 courts – we found both halls to be community accessible not just one.

4.6 Demand

NGB Consultation

Consultation was undertaken with a number of key NGBs and facility operators, plus other relevant partners, to inform this report. A summary of this is set out below.

Badminton England (BE)

The National Facilities Strategy (2012-2016) vision is 'that everyone in England should have access to a badminton court that enables them to play at the right level - for them'. APS suggests that Badminton participation (once a week participation: 1x30 minutes for ages 16+) has fallen by nearly 10% to under half a million nationally in the last two years.

BE works within a framework to drive increased participation. Its products/programmes portfolio includes:

- ◀ **Play Badminton:** Working with partner leisure operators to increase casual badminton participation, increase court usage and increase income. Supported by BE staff and national marketing and encompasses several ways to play using an audit process to identify appropriate sites and operators to work with across the regions.
- ◀ **No Strings Badminton:** Social pay and play weekly sessions relaxed, social game-play ideal for casual players of all abilities (ages 16+), led by a friendly, welcoming session co-ordinator.
- ◀ **Essentials:** Beginners caching courses. Learn all the badminton basics at a relaxed pace with beginners coaching sessions over 6-8 weeks, led by BE qualified coaches.
- ◀ **Battle Badminton:** Casual Competition Leader boards; find new players (ages 18+) to play socially in matches where you pick the venue, set the rules and record your results online to earn points and raise the ranks in local and national leader-boards.
- ◀ **SmashUp!** Badminton for young people. Court time for 12-16 year olds where they can get involved with fun, big hitting badminton challenges with music and mates.

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BE reports thirteen affiliated clubs in the area; one of which is a social non-competitive club (Central Methodist BC) and one is the East Cheshire Performance centre.

Cheshire East is a priority area for BE, as Cheshire is one of the most pro-active County Badminton Associations which not only hosts the Performance centre but also several developing and accredited clubs.

Consultation with BE highlights that the Performance centre would like to have one central venue facility of appropriate quality (ideally the best facility of appropriate size) for the talented performing athletes. The performance centre is currently operating out of several venues, namely Wilmslow High, Knutsford Leisure Centre and Cheadle Hulme Recreation Centre.

Consultation with the badminton clubs identifies the following:

- ◆ The cost of hiring courts has increased in recent years, putting an increasing financial strain on clubs.
- ◆ Many education sites need to use sports halls particularly at exam times which can interrupt regular bookings and league matches.
- ◆ Many education sites are not open sufficiently late for matches to finish as a matter of course (i.e. a match may need to continue beyond the booking time). The rates of hire to allow this to happen are considered excessive.
- ◆ Demand for badminton in Nantwich is really high but there are not enough clubs or facilities.
- ◆ Knutsford LC needs a new dividing net as there is, reportedly, ongoing conflict between badminton and volleyball clubs in particular.

Sport England's Market Segmentation model indicates the following:

Badminton

- ◆ 2.4% (6,792) of people currently play badminton and a further 2.0% (5,664) indicate that they would like to, giving an overall total of 4.4% (12,457).
- ◆ 4.5% of Ben's play badminton, which is the largest proportion of any group playing badminton, closely followed by the Tim segment at 4.0%.
- ◆ The groups with the largest of the local population playing badminton are the Tim's (20.1%) and Philip's (13.9%).
- ◆ The groups with the most people who would like to play are Tim (15.2%) and Philip (12.5%). The main group to target, for additional players due to size and interest is, therefore Tim.

England Netball (EN)

England Netball is working to deliver a wide range of netball products to achieve its 10:1:1 vision. Cheshire East is considered to be a strong netball playing county with 33 clubs and 1,191 members playing netball.

EN report that there is no provision for Back to netball in Nantwich, Crewe, Knutsford, Alderley Edge, Sandbach, and Macclesfield although there is currently demand for it. It further reports that netball clubs have increased their programme offer by introducing sessions such as Back to Netball, walking netball, mixed netball and are also introducing new age groups, particular in the juniors (e.g. expanding to U9s, U10s and U11s instead of

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just having u11s). These have resulted in an increase in the number of teams, and players with annual numbers rising. The challenge is to ensure that there is sufficient access to facilities to accommodate the demand to ensure growth of the sport continues

Clubs that would like to expand are Ladyhawks (Crewe), Sandbach and Macclesfield netball clubs. This is currently inhibited due to lack of access to sports halls at peak times.

EN would like to source a two netball court venue, if possible three courts, to allow it to relocate the Junior Netball League from Widnes to Cheshire. There are two potential sites that could accommodate them; they are Macclesfield Leisure Centre and MMU.

The County has identified a range of venues which are instrumental to achieving growth targets and delivering a first class experience to existing members. This is because they are a base for a central venue competition and/or a venue for participation and performance programmes. These sites include:

- ◆ Shavington Leisure Centre – the County has rated the sports hall and ancillary facilities as average. This is because it has limited run off, too many lines on the court and the outdoor four courts are in poor condition.
- ◆ MMU Alsager campus – the facility is closed due to the relocation of the University campus.
- ◆ MMU Crewe campus – the facility will remain open until 2019 after which time the campus will be relocated to Manchester City Centre. The decision on the longer term provision of the sports hall has still to be determined.

A priority for the County in Cheshire is to investigate increased access into high quality venues. Club consultation reports the following:

- ◆ Lack of courts in the area.
- ◆ Lack of appropriately sized courts
- ◆ Having to travel and play out of the area i.e. not enough facilities available in Cheshire East.
- ◆ Numerous clubs are reported to be at capacity and have demand for expansion and have initiatives to increase participation through programmes such as walking netball and back2netball but there are no facilities available to accommodate them.

Netball

- ◆ 0.4% (1,270) of people currently play netball and a further 0.4% (1,094) indicate that they would like to, giving an overall total of 0.8% (2,365).
 - ◆ 2.2% of Leanne's play netball, which is the largest proportion of any group playing netball, closely followed by the Chloe segment at 1.9%.
 - ◆ The groups with the largest of the local population playing netball are the Chloe's (27.0%) and Alison's (18.0%).
 - ◆ The groups with the most people who would like to play are Chloe (29.5%) and Alison (15.0%).
- The main group to target, for additional players due to size and interest is, therefore Chloe.

British Gymnastics (BG)

BG main priorities (for the period 2013-2017) are to:

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- ◀ Increase the number of dedicated facilities and improve existing facilities.
- ◀ Increase access to spaces in non-dedicated venues.

There is no specific geographic focus to the BG Whole Sport Plan or Facility Strategy. It is based on need, suitability and partners' ability to support a project to successful completion. There is substantial demand for more gymnastics opportunities and clubs generally with waiting lists a norm. The Sports and Recreation Alliance 2013 Sports Club Survey showed most gymnastics clubs have a waiting list of up to 100 potential participants (almost without exception young people). Many anecdotally report such lists to be substantially longer. Further, membership of BG rose by 12% each year in 2012 and 2013 and by 14% in 2014-2015.

BG has increased its range of products and programmes and assistance to support local delivery. This appears to be proving successful in the growth of membership and retention of members across the country

There has been a notable increase in the number of teenagers and adults (11 - 25 year olds) taking part in the sport on a regular basis due to the increased level of opportunity and suitable activities available.

A key part of BG's strategy to increase participation is to support clubs to operate out of their own dedicated facility, offering more time and space for classes and reduce issues with the storage and manoeuvrability of equipment. There is a definite trend for gymnastics clubs to move into dedicated owned/managed premises (more than 40 completed this in England in 2015). BG expects this trend to continue and an increased proportion of clubs to move their activities to dedicated spaces/facilities.

There are a number of clubs in the area who have identified that they would like their own facility.

- ◀ Gymfinity is looking for a unit conversion but is currently struggling to identify a suitable site and is at capacity at its current site. It is operating six days per week.
- ◀ Sandbach Gymnastic Club also operates six days per week over 50 hours and is looking at the possibility of moving to a larger site.
- ◀ Cheshire Gymnastics Club operates out of six sites (Holmes Chapel, Knutsford, Middlewich, Sandbach, Nantwich and Crewe) in Cheshire East and one site (Hartford, Northwich) in Cheshire West for over 50 hours per week. It is embarking on the Moss Farm project and although Moss Farm project sits outside Cheshire East it is a priority area for BG and the Club have been offered BG Facility Funding.

BG is welcoming the support of local partners to identify potential sites to convert. This may be leisure centres or school sports centres that are suitable for asset transfer or commercial stock suitable for conversion.

Capacity to accommodate everyone who wishes to take part in gymnastics in Cheshire East is reportedly limited by the extent to which clubs can gain access to facilities. All the clubs report waiting lists and point to the restricted access to gymnastic activity due to the lack of available facility time within both dedicated and non-dedicated facilities.

There are six main clubs in Cheshire East with members in excess of 100:

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- Cheshire GC - 723 members
- Sandbach GC - 202 members
- Macclesfield Trampoline Club- 240 members
- Crewe & Nantwich GC - 752 members
- Gymfinity - 106 members
- Wilmslow Trampoline Club - 444 members

Cheshire Gymnastics club, Crewe and Nantwich GC, and Sandbach GC all have a dedicated facility as their training venue. Sandbach GC has sourced grant funding to purchase a facility to convert into a permanent gymnastics facility. The new facility is double the size of the current facility and the club will be changing its legal status (i.e. to a charity) in line with this step change in the club. It is also seeking additional funding to assist it to equip the new facility with a larger range of equipment.

Macclesfield trampoline club is currently based at Macclesfield LC and Kings School in Macclesfield. Neither facility is deemed fit for purpose, with Kings School, Macclesfield having insufficient height. Further, there is limited access at the leisure centre. This Club has particularly long waiting lists.

Sport England's Market Segmentation indicates the following for gymnastics and trampolining:

Gymnastics and Trampolining

- 0.2% (611) of people currently participates in gymnastics and trampolining and a further 0.1% (417) indicates that they would like to, giving an overall total of 0.4% (1,029).
- 0.6% of Chloe's participate in gymnastics and trampolining, which is the largest proportion of any group doing gymnastics and trampolining, closely followed by the Leanne segment at 0.4%.
- The groups with the largest of the local population doing gymnastics and trampolining are the Chloe's (18.8%) and Helena's (11.1%).
- The groups with the most people who would like to participate are Chloe (26.4%) and Jackie (9.8%).

The main group to target, for additional players due to size and interest is, therefore Chloe.

Basketball

The main priorities for Basketball England (BE) are identified as:

- Create and maintain a culture of frequent, consistent and continued participation.
- Provide a clearly defined talent development pathway from the grassroots through to world class performance.

It understands the sport's dependence upon the availability of affordable indoor facilities and equipment. For it to maintain and grow participation, formal and informal, it needs ongoing development of a comprehensive network of indoor venues. It is, therefore, working alongside partners to create affordable, accessible and suitable indoor facilities to meet the demand for court-time to play and to practice, thereby increasing participation and improving performance. Accessing indoor basketball courts remains one of the biggest challenges in BE's efforts to develop the sport at all levels.

Affiliated clubs are important in delivering regular participation opportunity and play a part in both participation and talent programmes. Accordingly, increased club access to indoor basketball facilities (with multiple courts) will be required to deliver its planned outcomes for

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participation via programmes including, satellite clubs, Premier league 4 Sport and Talent Development.

Access to secondary school indoor basketball facilities is of prime importance as England Basketball seeks to take advantage of Sport England's commitment to open up school facilities for local community use. Basketball England is looking to improve the transition from school to club through the creation of basketball satellite clubs in secondary schools together with an increase in the number, size and quality of Sport England - Basketball England Club mark accredited clubs. The recent State of the Nation Report on sports halls from Sport England showed that 76% are located on educational sites. As well as improving access to existing indoor sports facilities England Basketball is continuing to develop capital projects, building facilities with multiple basketball courts for use by clubs to boost participation and drive talent outcomes.

Basketball

- ▶ 0.6% (1,709) of people currently plays basketball and a further 0.4% (1,085) indicates that they would like to, giving an overall total of 1.0% (2,795).
- ▶ 3.4% of Ben's play basketball, which is the largest proportion of any group playing basketball, closely followed by the Jamie segment at 2.7%.
- ▶ The groups with the largest of the local population playing basketball are the Ben's (33.7%) and Tim's (15.6%).
- ▶ The groups with the most people who would like to play are Ben (28.0%) and Philip (19.4%).
- ▶ The main group to target, for additional players due to size and interest is, therefore Ben.

Club consultation indicates eight clubs playing across five sites in Cheshire East. Manchester Met (Crewe Campus) hosts three basketball clubs but is expected to close in 2019. This will have a huge detrimental effect on the clubs as (even if space were found) many existing sports halls are not the right size to host matches. Some clubs already have a number of teams competing out of the area mainly in the Manchester/ Stockport area.

The main challenge for the basketball clubs in the area are the lack of suitable sized sports halls and the lack of nets at Crewe Lifestyle Centre which currently has no wall mounted / suspended nets. Consultation with clubs highlights that there is additional demand for facilities and growth within basketball is being hindered by the lack of suitably sized facilities and access to facilities in peak times.

Table Tennis England

Table Tennis England (TTE) has the Mission 2025 strategy to develop table tennis during the next 10 years. The strategy will ensure that facility investment (£750k from Sport England) enables "A network of vibrant table tennis venues, meeting the needs of social and committed participants that cater for current participants and enable an increase to 200,000 regular participants".

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Key to delivering this strategy is schools and young people. TTE recognises that getting schools and young people to embrace table tennis is paramount to long-term growth. TTE aims to offer table tennis for young people in 500 additional community venues and get it played in 1,000 more schools than in 2015. It has a plan to re-launch a new school-club link programme to provide a vital and sustainable partnership.

A key target for TTE is that by 2025 there should be a club and/or league within 30 minutes' drive of 80% of the population.

Cheshire East currently has leagues with clubs in Crewe, Macclesfield and Wilmslow and a number of clubs that play socially (not competitively). These clubs are primarily based in activity halls and TTE reports that participation in social table tennis is on the increase. Consultation did not highlight any additional demand for facilities.

Table Tennis
<ul style="list-style-type: none"> 0.5% (1,399) of people currently play table tennis and a further 0.2% (589) indicate that they would like to, giving an overall total of 0.7% (1,989). 0.7% of Ben's play table tennis, which is the largest proportion of any group playing table tennis, closely followed by the Philip segment at 0.7%. The groups with the largest of the local population playing table tennis are the Tim's (16.7%) and Philip's (15.0%). The groups with the most people who would like to play are Tim (17.1%) and Roger & Joy (13.6%). The main group to target, for additional players due to size and interest is, therefore Tim.

England Athletics

As the NGB for the sport, UK Athletics is responsible for developing and implementing the rules and regulations athletics, including everything from anti-doping, health and safety,

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facilities and welfare, to training and education for coaches and officials and permitting and licensing. Locally Cheshire East is governed through England Athletics via a team consisting of an area manager and coach/club support officers. Clubs compete in leagues and travel to various venues across the region and country to perform.

Athletics

- 7.0% (19,962) of people currently take part in athletics and a further 2.9% (8,216) indicate that they would like to, giving an overall total of 9.8% (28,179).
- 15.1% of Ben's take part in athletics, which is the largest proportion of any group taking part, closely followed by the Chloe segment at 13.6%.
- The groups with the largest of the local population taking part in athletics are the Tim's (22.5%) and Ben's (12.9%).
- The groups with the most people who would like to take part are Tim (17.5%) and Chloe (12.4%).
- The main group to target, for additional participants due to size and interest is, therefore Tim.

Consultation with clubs suggests that there is demand and aspirations for an indoor athletics facility to accommodate the technical elements of athletics and for strength and conditioning. An indoor track would also allow them to increase the capacity for juniors, especially in the winter months.

There are currently no plans in place to deliver this development. However, the club has formed the Macclesfield Development Group and has registered the organisation as a charity, which is the focus for fundraising activity for the development. The group is reported to have had some initial conversations with Council officers and has had some basic plans drawn up, but is now at the stage where a feasibility study is required to determine the way forward. The group is keen to partner other sports and accommodate other sports/ groups where possible within the facility.

Macclesfield Leisure Centre sports halls is currently used for regular training sessions, however the club is only able to use ½ hall due to the lack of availability and the demand for other activities (e.g. badminton) at peak times.

Other indoor provision is available at Sports City in Manchester, however it is fully booked and too far away for parents to access at peak times. The same can be said for the facility located in Stoke-On-Trent, as it is approximately 1hr drive away.

There is also a reported lack of female changing and showering facilities at Crewe Vagrants sports club and at the Cumberland Arena.

The Football Association

Futsal involves two teams of five players. It is played on a hard court surface delimited by lines where walls or boards are not used. Futsal is also played with a smaller ball with less bounce than a regular football. According to the FA National Futsal Leagues Venue Specifications one indoor futsal court with some capacity for run-offs can be accommodated in a 4 court sports hall.

There are no halls marked out specifically for futsal in Cheshire East. There is currently one site (Egerton Youth Club) that has Futsal activity. The site is a three court hall and can only host one match at a time. Egerton Football Club is playing Futsal on Sundays with

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consultation indicating an increased demand for it, however, there is no capacity at the facility to expand times or expand numbers of games. A larger venue is required.

The FA Futsal facilities guide states that the recommended pitch size for recreational Futsal is 25m x 15m and the FA recommends that there should be a 2m run-off around the perimeter of the pitch. Therefore, a 4 court sports hall is sufficient to accommodate this.

The Cheshire FA has a clear aspiration to increase participation in futsal and has organised a number of competitions across the area. However the key challenge is to differentiate between futsal and 5-a-side football and the different markets that they serve. To some degree the provision of outdoor 3G pitch developments should seek to accommodate 5-a-side, allowing for the development of other sports, including futsal.

Indoor Cricket

Indoor cricket is a variant of and shares many basic concepts with cricket. The game is most often played between two teams each consisting of six or eight players. It can be played in any suitably sized multi-purpose sports hall as a means of giving amateur and professional cricketers a means of playing their sport during the winter months. Many clubs also use indoor cricket nets (within sports halls) for winter batting and bowling training from January until mid-April.

The Cheshire Cricket Board Facilities Strategy 2013 – 2018 recognises that the provision of indoor facilities across Cheshire is of a mixed standard, with some good facilities but the majority is tired and in need of investment. The main issue however is accessibility as demand from other sports for the use of indoor facilities is very high coupled with the very seasonal demand for cricket nets.

The Board has articulated that its aspiration in the long term to develop an indoor facility that would be a dedicated Cheshire Cricket facility.

Across the area the primary indoor sports halls used by cricket clubs for winter training across Cheshire East include:

- | | | |
|--------------------------|------------------------|--------------------------|
| ◀ Brine Leas School | ◀ Wilmslow High School | ◀ South Cheshire College |
| ◀ Tytherington School | ◀ Sandbach School | ◀ Eaton Bank Academy |
| ◀ Middlewich High School | | |

All of these facilities, with the exception of Sandbach School, are regularly used in the closed season (October-April) for the Cheshire Cricket Board Player Pathway, which also contributes to the competition for sports hall space that clubs face.

Consultation highlights that there are plans in place to build a specialist indoor cricket centre at Kings School in Macclesfield alongside other sports facilities. Furthermore, there are plans to replace the sports facilities (including a sports hall) at Alderley Park, which will potentially include cricket nets within its facility mix.

Summary of demand

Data suggests that participation rates in Cheshire East are above the national and regional average in general. Sport England segmentation data indicates there will not be any further

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latent demand of people who would like to participate in sports hall sports. The predicted increase in population, once broken down by age group, is unlikely to have a major impact on sports hall sports.

However, there is specific demand within the sports of badminton, gymnastics, and basketball with all of them indicating that they are at capacity and require additional space. It is also clear that the conflicting demands on some sports hall space are compounded to some degree by the use of facilities for football (i.e. 5-a-side). However, there are a number of opportunities within new facility developments to address some of the ongoing issues faced by some clubs.

Sport England's FPM suggests an unmet demand for sports halls in Cheshire East is calculated by the model to equate to 5% of all demand, less than the national and regional average. Further, the unmet demand is attributed to issues of catchment and ability to travel. Almost all of this unmet demand consists of 'walkers' who do not have access to a car.

4.7 Supply and demand analysis

FPM Summary and Conclusions

- ✦ There are 37 halls on 30 different sites within Cheshire East included in the analysis.
- ✦ There are approximately 4.25 courts per 10,000 population in Cheshire East, a level above the national average and comparable with the average regional figure.
- ✦ A crude, non-spatial assessment of supply and demand indicates that supply exceeds demand by about 29 courts. This, however, does not take account of a number of factors, especially the location of hall sites.
- ✦ The model estimates that 95% of demand for halls is met by the available network. This represents a good level of demand being satisfied. Of the 5% not thought to be met, most are 'walking' demand that live at a distance from a hall where they are unlikely to travel. A very small proportion of walkers can travel but also find that their facility is in full at peak time periods.
- ✦ Across the whole stock, about 55% of capacity is thought to be being utilised. However, this 'global' figure masks differences between how individual facilities are being used. A number of facilities are operating above a 'busy' level of 80%.

4.8 Sport England's Facilities Calculator (SFC)

The Sports Facilities Calculator was created to assist local planning authorities to quantify additional demand for the key community sports facilities, is generated by populations of new growth, development and regeneration areas. Whilst it can be used to estimate the facility needs for whole area populations, such as for the whole of the Cheshire East area, there are dangers in how these figures are subsequently used. It should not be used for strategic gap analysis as it has no spatial dimension. It is important to note that the SFC does not take account of:

- ✦ Facility location compared to demand
- ✦ Capacity and availability of facilities – opening hours
- ✦ Cross boundary movement of demand
- ✦ Travel networks and topography
- ✦ Attractiveness of facilities

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Table 4.9: Sports Facilities Calculator for sports halls with the estimated future demand for 2024 and 2037.

	Population 2012	Population estimate 2024	Population estimate 2037
ONS projections	372,146	390,463	405,301
Population increase	-	18,317	14,838
Facilities to meet additional demand	-	1.25 halls (5 courts)	1 hall (4 courts)

The SFC predicts that, if population increases in line with ONS projections, there will be increased demand for 5 additional courts worth of sports hall space (1.25 Sports halls) by 2024 with a further additional demand for 4 courts worth of space (1 Sports hall) by 2037.

As previously noted, the SFC does not take into account certain factors and this headline conclusion should be treated with caution. The SFC is just one tool to build a picture.

Future developments

The age of the sports hall stock varies significantly in Cheshire East and there are a number of planned developments and aspirations for development across the borough. They are:

Peter Mason Leisure Centre- The current Leisure Centre is outdated (built in 1976) with a poor layout making it difficult to convert and adapt the existing facilities. It requires significant investment to modernise and upgrade or replace it. The existing site is well located and there is room for redevelopment and/or expansion.

There is a strategic aspiration to develop new facilities in the form of an enhanced leisure offer. The Council is in the process of seeking a development partner for the redevelopment of Peter Mason Centre and is looking to the private sector to provide some guidance and creative options for the redevelopment of the centre.

Reaseheath College - is forecast to build a new four court sports hall in January 2017 to complement the current offer. The current sports hall is used to capacity by the college and it requires additional provision.

Alderley Park (Astra Zeneca) – Given the relocation of the main Astra Zeneca employment base to Cambridge the site has been taken over by Manchester Science Partnership (MSP) in a bid to retain a bio-sciences skill base in the north west of England. In order to invest in the site MSP has planning permission for housing on part of the site. However, the main location of the new housing will be on the site of the existing sports facilities. Therefore, within the planning application for the development there are plans to relocate the sports facilities and provide enhanced facilities. A key component of the facility mix will be the development of a new sports hall.

In addition to the above, three educational sites have aspirations to build new indoor sports facilities, which are at different stages of development. All are working towards obtaining the necessary planning permission and secure appropriate funding. They are:

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Kings School, Macclesfield which has planning permission to build a 6-court sports hall providing specialist use for cricket and trampolining. The School is also planning other sports facilities including a swimming pool (mentioned later in swimming section).

Eaton Bank Academy would like to improve its sports facilities and sporting offer. It has aspirations for a four court sports hall, AGP (to resolve the issues of poor drainage at the current pitches and increase community use at the site) and a cycle track. It also would like to improve access to and from the site, which will improve site safety and safeguarding. A feasibility study has been completed and the school is very keen to improve community use at the site and complement the new Peter Mason Leisure Centre offer. It has, however, not been able to gain the necessary support to raise the funds required.

Fallibroome Academy has aspirations to build 4-court sports hall. However, its plans were rejected in 2014 and it is not sure how it can move forward to improve the indoor sports offer. It suggests that it is struggling with a sports hall that is not fit for purpose in terms of its size and design. However, the school has historically used the sports hall at Macclesfield LC to deliver a significant proportion of its PE curriculum.

There are reports that Manchester Met (Crewe Campus) is under consultation regarding closure of the site due to it no longer being academically or financially sustainable. Consultation is currently underway to understand the impact of this on local clubs. Whilst the Board's endorsement is not a final decision and work to assess the impact is underway a final decision will be made in the spring of 2017. The Manchester Met (Crewe Campus) currently has an 8 court sports hall. Consideration may need to be given to the future provision of sports halls in the area.

The Alsager campus closed in 2010 and is empty with plans to build 400 houses on the site.

4.9 Summary of key facts and issues – Sports Halls

Sports Halls Summary:

Quantity

- ◀ 73 halls encompassing a total of 180 badminton courts (when considering all sports halls in Cheshire East)
- ◀ 33 of which have three courts or more, providing main sports hall space equivalent to 155 courts
- ◀ There are a number of changes to the supply of sports halls across the Borough and key differences exist between the KKP audit and the information used in the FPM analysis.
- ◀ There are a number of planned sports hall developments at a range of sites.
- ◀ There are aspirations for development of more sports halls in addition to those planned.
- ◀ It is likely that Manchester Met (Crewe) campus will close in 2019 and a decision will need to be made regarding the future provision of the sports facilities on the site.
- ◀ There are 26 halls with 4 courts plus located within 2 miles of Cheshire East boundary
- ◀ The FPM states that there is a supply/demand balance of 29 courts.
- ◀ The conurbations of Crewe and Macclesfield have a poorer share of halls when compared to the rest of the authority but it is still comparable with the national average
- ◀ The predicted increase in population, once broken down by age group, is unlikely to have a major impact on sports hall sports.
- ◀ SFC calculates that there will be an increase in demand for an additional 1.25 sports hall by 2024 and a further hall by 2037.

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Quality

- There is a reasonable spread of above average and good quality community accessible sports halls.
- Knutsford and Sandbach areas are serviced by poor and below average facilities.
- Four out of a total stock of 32 community accessible sports halls, are reported as being in good condition, 13 as above average and 16 (50%) below average.
- Changing facilities fare slightly worse with five changing facilities considered to be good, 11 above average, nine below average and six identified as poor.

Accessibility

- Nearly two thirds (62%) of population live within 20 minute walk time of a 3+ court hall.
- 95% total demand is satisfied (above national and regional averages).
- 86% of demand expressed at Cheshire East facilities and 14% exported out to neighbouring authorities.
- About 5% demand is unmet - attributed to issues of catchment and ability to travel.

Availability

- Of all the halls offering community use, almost all 3 courts+ halls have in excess of 20+ hour's community use.
- A number of facilities' are theoretically full or operating close to capacity. These include Sir William Stanier Leisure Centre, Tytherington High School, Middlewich Leisure Centre, Macclesfield College and The Macclesfield Academy
- Badminton performance centre would like to use the best facility of appropriate size for talented athletes.
- The strategic programming of sports halls needs to be considered to enable a balanced spread of sports (e.g. no football to be played indoors, which would allow more time for netball, cricket, and development of futsal).
- There are insufficient facilities available for gymnastics.
- There are insufficient facilities available for basketball, and the potential loss of MMU Crewe will have a negative impact on the sport locally.
- There is demand for indoor space to accommodate athletics; ideally clubs would like access to an indoor track area.
- Cricket clubs often find it difficult to access indoor nets at appropriate times given the high levels of demand for sports halls.
- Netball, badminton, basketball, indoor cricket, football are the main sports played in the halls.

SECTION 5: SWIMMING POOLS

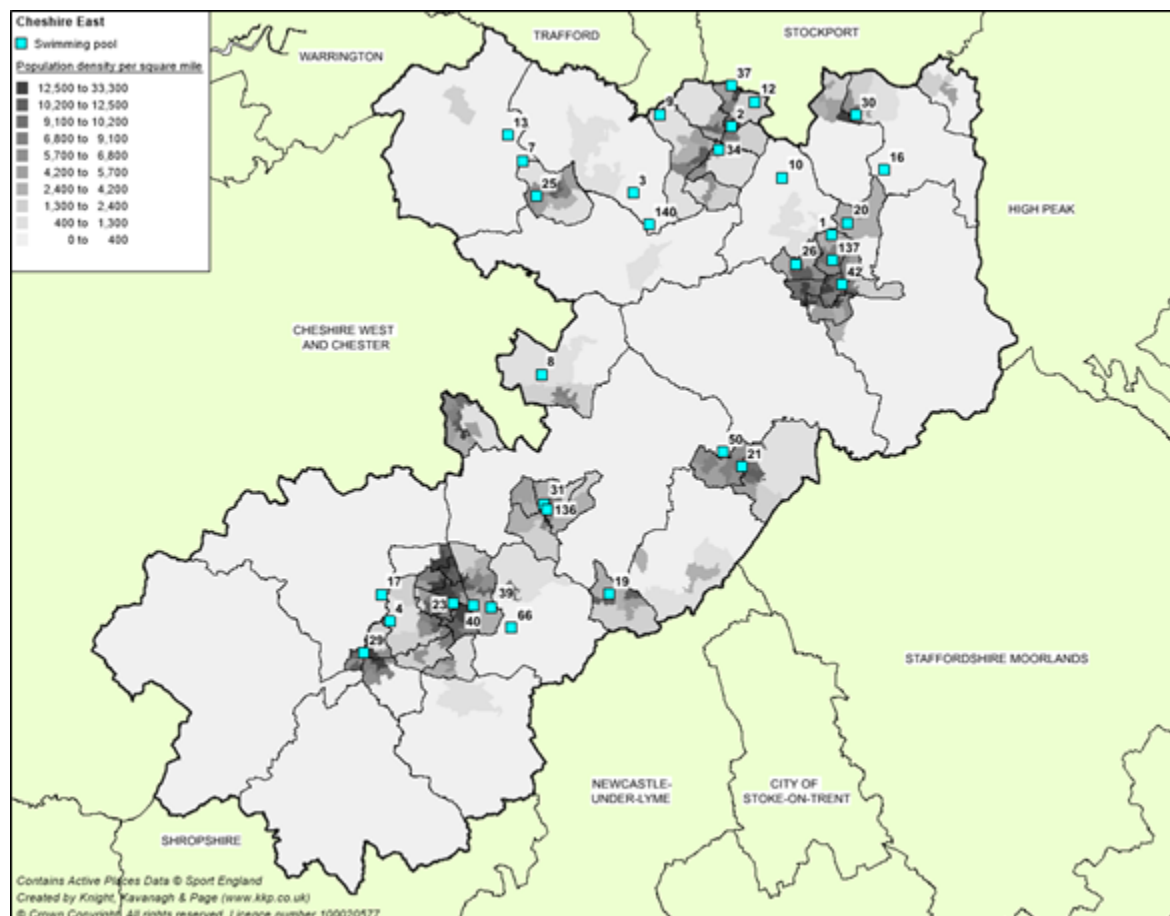
A swimming pool is defined as an “enclosed area of water, specifically maintained for all forms of water based sport and recreation”. It includes indoor and outdoor pools, freeform leisure pools and specific diving tanks used for general swimming, teaching, training and diving. Many small pools are used solely for recreational swimming and will not necessarily need to strictly follow the NGB recommendations. It is, however, generally recommended that standard dimensions are used to allow appropriate levels of competition and training and to help meet safety standards. Relatively few pools need to be designed to full competition standards or include spectator facilities.

Training for competition, low-level synchronised swimming, and water polo can all take place in a 25 m pool. With modest spectator seating, pools can also accommodate competitive events in these activities. Diving from boards, advanced synchronised swimming and more advanced sub-aqua training require deeper water. These can all be accommodated in one pool tank, which ideally should be in addition to the main pool.

The NGB responsible for administering diving, swimming, synchronised swimming and water polo in England is the Amateur Swimming Association (ASA).

5.1 Supply

Fig 5.1: All identified swimming pools in Cheshire East



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Table 5.2: All swimming pools in Cheshire East

Map ID	Site	Type	Length (m)
1	The Tytherington Golf & Country Club	Main/General	17
2	Energie Fitness Club (Wilmslow)	Main/General	20
3	Cheshire Health Club & Spa	Main/General	17.5
4	Alvaston Hall Country Club	Main/General	20
7	Cottons Spa	Learner/Teaching/Training	13
8	Club At Cranage Hall	Main/General	18
9	Spindles Health & Leisure	Learner/Teaching/Training	13
10	Mottram Hall, Cheshire	Main/General	17
12	Total Fitness (Wilmslow)	Main/General	25
12	Total Fitness (Wilmslow)	Learner/Teaching/Training	14.5
13	The Mere	Main/General	20
16	Shrigley Hall Hotel Golf And Country Club	Learner/Teaching/Training	14
17	Rookery Hall Health Club & Spa	Main/General	18
19	Alsager Leisure Centre	Main/General	25
20	Bollington Health & Leisure Centre	Main/General	20
21	Peter Mason Leisure Centre	Main/General	25
21	Peter Mason Leisure Centre	Learner/Teaching/Training	12.5
23	Crewe Lifestyle Centre	Main/General	25
23	Crewe Lifestyle Centre	Learner/Teaching/Training	17
25	Knutsford Leisure Centre	Main/General	25
26	Macclesfield Leisure Centre	Main/General	25
26	Macclesfield Leisure Centre	Main/General	17.5
29	Nantwich Swimming Pool & Fitness Centre	Main/General	25
29	Nantwich Swimming Pool & Fitness Centre	Lido	30.5
29	Nantwich Swimming Pool & Fitness Centre	Learner/Teaching/Training	12.5
30	Poynton Leisure Centre	Main/General	20
31	Sandbach Leisure Centre	Main/General	25
34	Wilmslow Leisure Centre	Main/General	25
34	Wilmslow Leisure Centre	Learner/Teaching/Training	12.5
37	Hallmark Health Club (Manchester Airport)	Main/General	20
39	Bannatynes Health Club (Crewe)	Main/General	20
40	Total Fitness (Crewe)	Main/General	25
40	Total Fitness (Crewe)	Learner/Teaching/Training	12.5
40	Total Fitness (Crewe)	Unspecified	0
42	DW Sports Fitness (Macclesfield)	Main/General	18
50	Gymetc. (Congleton)	Main/General	18
66	Crewe Hall	Main/General	18
136	Sandbach School	Main/General	22
137	Beech Hall School	Lido	18
140	David Lewis School	Learner/Teaching/Training	11

The map shows that the swimming pool supply is located mainly in the more populated and built up areas of the Borough.

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Quality

This assessment (in accordance with Sport England's ANOG methodology) is concerned with larger pools available for community use. As such, pools below 160m² are perceived to offer limited value in relation to community use and delivery of outcomes related to health and deprivation are therefore excluded from the assessment.

All other pools which do not fit ANOG's criteria due to size (e.g. 20m length and x4 lanes) or if they are private use only, are removed from the assessment. Quality ratings are determined as described in table 3.1 page 28.

Figure 5.2 Cheshire East community accessible swimming pools by condition

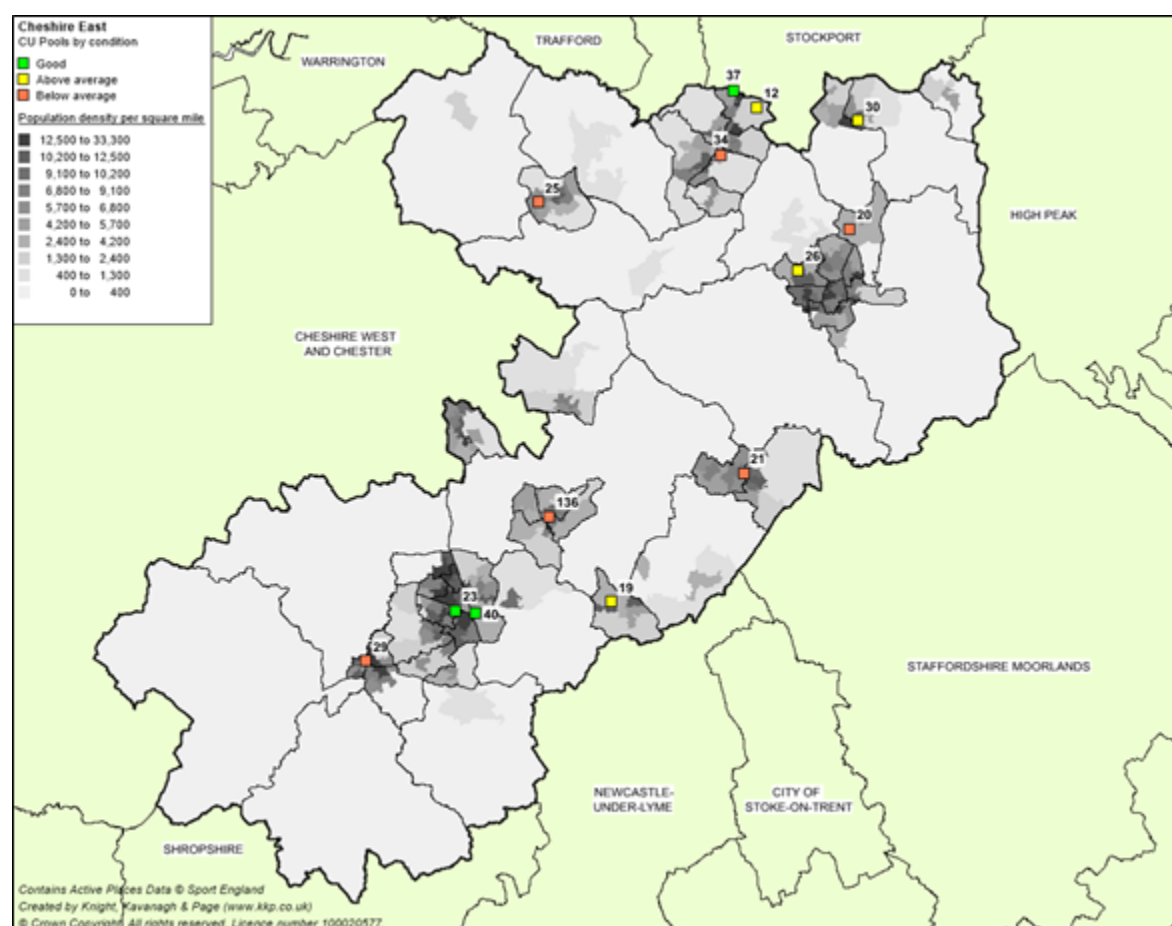


Table 5.3: Cheshire East community accessible swimming pools by condition

Map ID	Site Name	Lanes	Length	Condition	
				Pool	Changing
12	Total Fitness (Wilmslow)	8	25	Above average	Above average
19	Alsager Leisure Centre	4	25	Above average	Poor
20	Bollington Health And Leisure Centre	4	20	Below average	Below average

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Map ID	Site Name	Lanes	Length	Condition	
				Pool	Changing
21	Peter Mason Leisure Centre	6	25	Below average	Poor
23	Crewe Lifestyle Centre	8	25	Good	Good
25	Knutsford Leisure Centre	4	25	Below average	Below average
26	Macclesfield Leisure Centre	8	25	Above average	Below average
29	Nantwich Swimming Pool & Fitness Centre (Indoor)	6	25	Below average	Above average
30	Poynton Leisure Centre	4	20	Above average	Below average
34	Wilmslow Leisure Centre	5	25	Below average	Poor
37	Hallmark Health Club (Manchester Airport)	4	20	Good	Good
40	Total Fitness (Crewe)	6	25	Good	Good
136	Sandbach School	4	22	Below average	Below Average

Six of the swimming pools are considered to be below average, three are good and four are above average. The area does not have any poor quality pools. Changing rooms fare worse, with three rated as poor (i.e. Alsager, Peter Mason and Wilmslow leisure centres), five below average, two above average and only three assessed as good quality.

It is noted that Nantwich Swimming Pool & Fitness Centre at the time of assessment (August 2016) has planned investment that will improve the quality rating of the pool see future developments section for further details. (Page 65).

Residents of Crewe have access to two good quality pools (23 and 40), whereas residents in Sandbach have access to below average facilities (136). Other towns (Macclesfield, Knutsford, Wilmslow and Congleton) also have access to poor and/or below average quality swimming pools.

There is currently a spread of below average pools across the central part of the Cheshire East with lesser quality pools in Congleton, Nantwich, Knutsford and Sandbach.

It is also noted that Sandbach Leisure centre has a 25m x 3 lane pool which whilst does not meet the ANOG criteria of 20m and x4 lanes is a key pool for the area and has lots of community access and competitive swim clubs based there.

Accessibility

As with indoor facilities appropriate walk and drive-time accessibility standards are applied to determine deficiencies in provision. The normal acceptable standard is a 20 minute walk time (1 mile radial catchment) for an urban area and a 20 minute drive time for a rural area. This enables analysis of the adequacy of coverage and helps to identify areas currently not serviced by existing provision

Figure 5.3 Cheshire East community accessible swimming pools with 1 mile radial catchment

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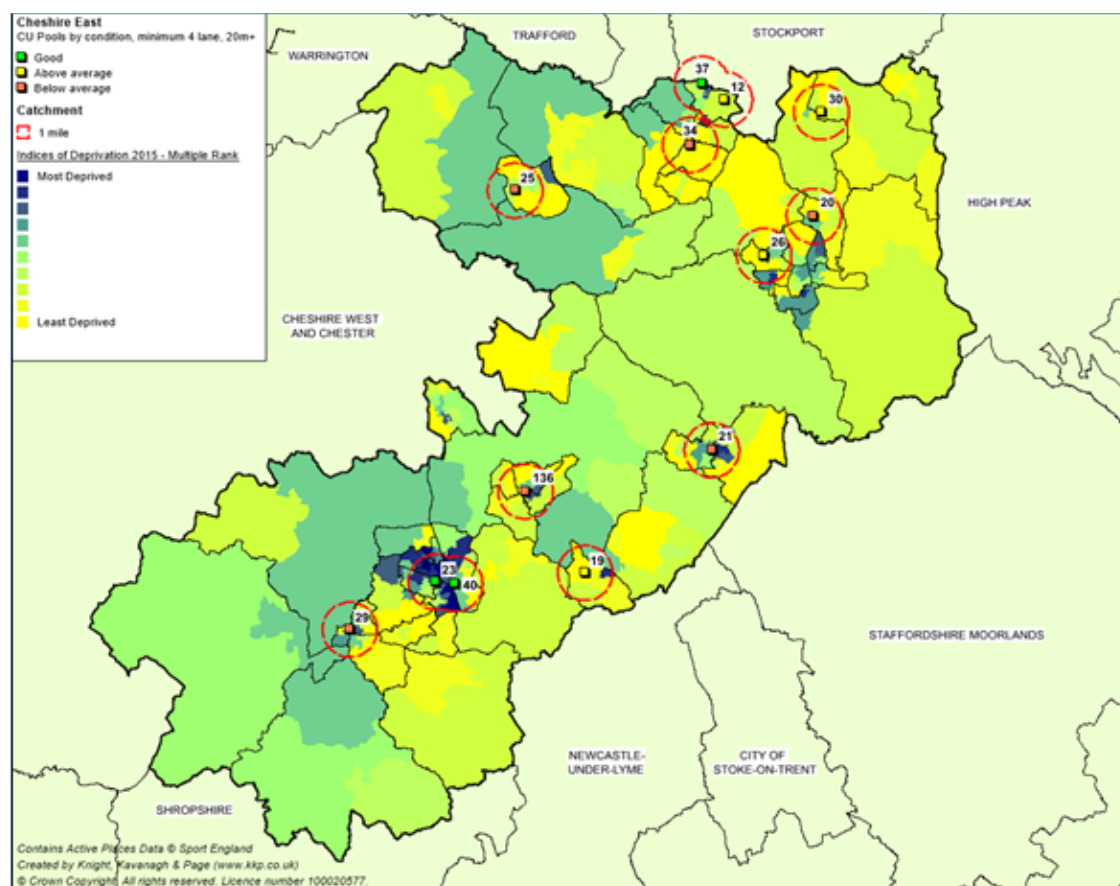


Table 5.4: Cheshire East pools with 20 minute walk and IMD 2015 populations

IMD 2015 10% bands	Cheshire East		Swimming pool with community use - min 4 lane x 20 metre - catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside %	Persons outside catchment	Population outside (%)
0 - 10	10,269	2.8%	8,286	2.2%	1,983	0.5%
10.1 - 20	21,115	5.7%	14,053	3.8%	7,062	1.9%
20.1 - 30	20,756	5.6%	14,124	3.8%	6,632	1.8%
30.1 - 40	29,565	7.9%	17,792	4.8%	11,773	3.2%
40.1 - 50	26,846	7.2%	9,102	2.4%	17,744	4.8%
50.1 - 60	28,933	7.8%	7,859	2.1%	21,074	5.7%
60.1 - 70	28,220	7.6%	10,546	2.8%	17,674	4.8%
70.1 - 80	57,029	15.3%	17,035	4.6%	39,994	10.8%
80.1 - 90	52,942	14.2%	15,946	4.3%	36,996	9.9%
90.1 - 100	96,241	25.9%	40,734	11.0%	55,507	14.9%
Total	371,916	100.0%	155,477	41.8%	216,439	58.2%

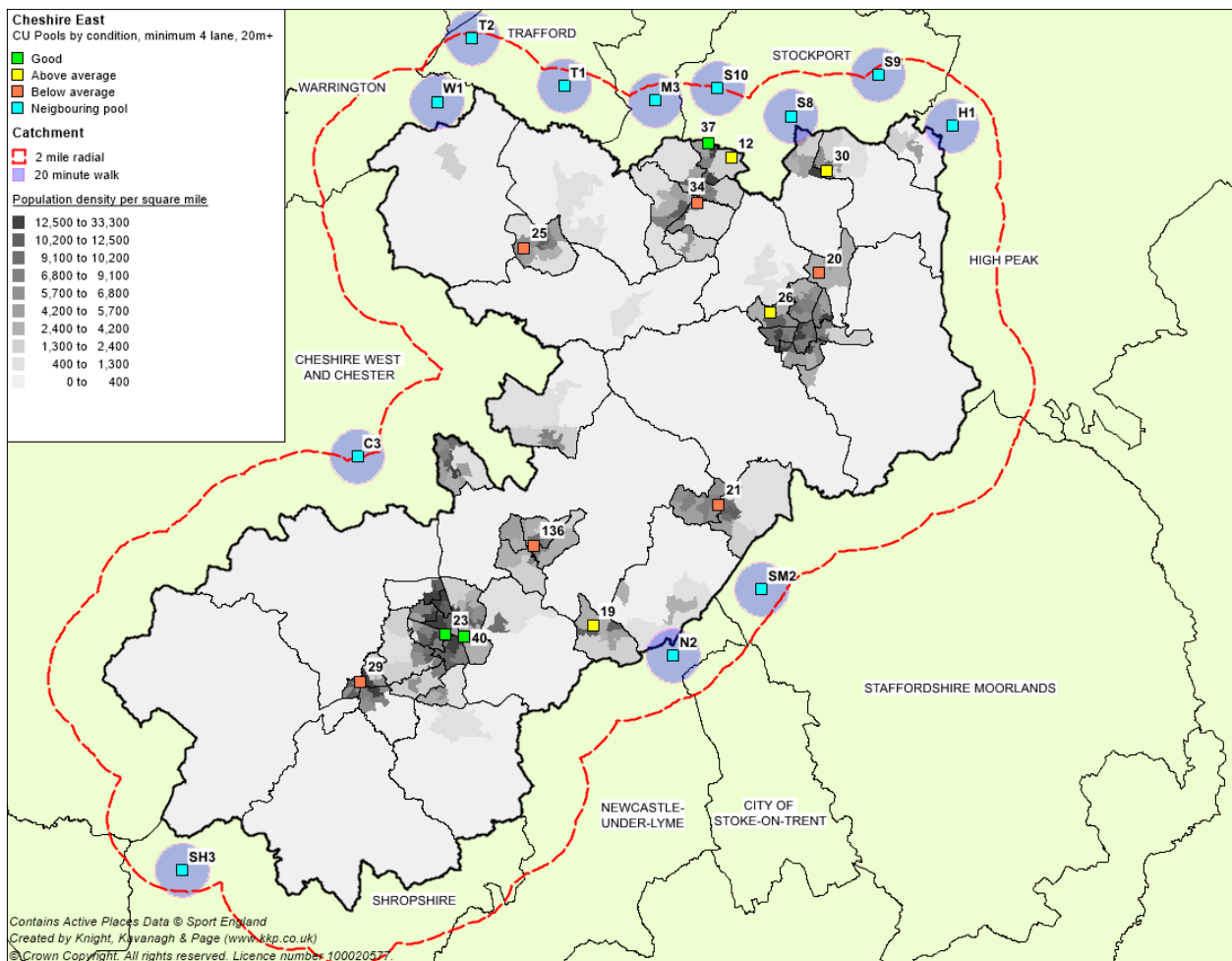
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Figure 5.3 indicates that just over two fifths (41.8%) of residents live within one mile of a community accessible swimming pool. This, therefore, suggests that nearly three fifths of the population do not. Further, Table 5.3 identifies that 8.5% (31,384) of residents live in the most deprived areas of the country (the national figure is 20%). Of these 70% are residing within one mile of a community accessible swimming pool. All residents of Cheshire East reside within 20 minutes' drive time of a swimming pool.

Neighbouring facilities

Accessibility is also influenced by facilities outside of the Borough which are within easy reach of residents. Figure 5.4 and Table 5.4 indicate the different swimming pools (20m, 4+ lanes) which are found within two miles distance of the local authority boundary. The two mile boundary is an arbitrary distance but serves to show accessibility if residents have access to a car.

Figure 5.4: Community accessible pools with neighbouring 'Pay & Play' Local Authority pools



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Table 5.5: Neighbouring pay and play pools within 2 miles of Cheshire East boundary

Map ID	Site Name	Lanes	Length (m)	Access Type	Local Authority
C3	Winsford Lifestyle Centre	4	25	Pay and Play	Cheshire West & Chester
H1	New Mills Leisure Centre	4	25	Pay and Play	High Peak
M3	Wythenshawe Forum	5	25	Pay and Play	Manchester
N2	Kidsgrove Sports Centre	6	25	Pay and Play	Newcastle-under-Lyme
S8	Life Leisure Hazel Grove	6	25	Pay and Play	Stockport
S9	Life Leisure Marple	4	22.86	Pay and Play	Stockport
S10	Life Leisure Cheadle	6	33.3	Pay and Play	Stockport
SH3	Whitchurch Swimming Centre	5	25	Pay and Play	Shropshire
SM2	Biddulph Valley Leisure Centre	6	25	Pay and Play	Staffordshire Moorlands
T1	Altrincham Leisure Centre	4	25	Pay and Play	Trafford
T2	Partington Sports Village	4	20	Pay and Play	Trafford
W1	Lymm Leisure Centre	5	22	Pay and Play	Warrington

Figure 5.4 clearly indicates that there are seven swimming pools North of Cheshire East within two miles of the Local Authority boundary, potentially servicing residents in Wilmslow and Poynton, assuming that they have access to transport. Similarly, the towns of Congleton and Alsager to the East of the Borough are within two miles of Kidsgrove Sports Centre and Biddulph Valley Leisure Centre. The more rural area to the South of Cheshire East has access to Whitchurch Swimming Centre and there appears to be no additional water space for communities residing in the West of the authority.

5.2 Sport England Facilities Planning Model (FPM)

Sport England's FPM report (2015) provides an overview of the current and future level of provision of swimming pools in Cheshire East based on the National Run 2014 report. It considers pools that are a minimum 160m² which is equivalent to a 20m x 8m pool. The FPM states:

- ✦ There are 29 pools at 22 different sites included the analysis.
- ✦ In terms of water space per 1,000 population, Cheshire East has a level higher than the regional and national average with 15.86m² whereas the North West has 12.91m² and England 12.65m².
- ✦ 11 of the sites are commercial facilities.
- ✦ It is evident that there has been a relatively recent growth in the commercial sector. In contrast, public provision appears to have been largely built in the 1970's or early 1980's.

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- According to the facility database used to underpin this modelling, a number of these facilities have been refurbished.

Analysis of KKP's audit and that used to underpin the FPM findings identifies a number of differences between the two.

- Crewe Lifestyle and fitness pool has replaced Crewe Swimming Pool and Fitness Centre

There also appears to be some inconsistency with what is included and excluded from the FPM analysis. The FPM includes the following pools which are below the 160m² area of pool water space:

- Alvaston hall 20m x 7m (130m²)
- Bollington Health & Leisure 20mx 7m (140m²)
- The Mere 29m x 7m (130m²).

Furthermore the FPM also excludes the following small pools, even though they make up part of a wider offering alongside a main pool:

- Wilmslow Leisure Centre,
- Total Fitness (both Wilmslow & Crewe),
- Macclesfield Leisure Centre,
- Nantwich Swimming Pool & Fitness Centre,
- Crewe Lifestyle Fitness Centre
- Peter Mason Leisure Centre

5.3 Demand

Consultation with the Amateur Swimming Association (ASA) confirms that the headline objectives of 'More people learning to swim, more people swimming regularly, more medals on the world stage,' which are contained within the ASA Strategic Plan – 2013-17 remain. The NGB is currently developing its facilities strategy.

It considers all usable swimming pools to be important for the sport and this is no different in Cheshire East. Local authority pools are of particular importance to the ASA given their ability to support its key objectives of increasing participation and also the talent base (club usage). It should be noted that there is no capital funding available from the ASA, however, by working closely with Sport England the NGB aims to target funding on projects that will have the greatest impact on increasing participation and benefit the sport and its clubs.

The ASA has a partnership approach to working with operators or pools; in Cheshire East it is working closely with Everybody Sport and Recreation, (which is the main facility operator throughout Cheshire East). Priorities will be driven by Everybody Sport and Recreation and Cheshire East with the ASA supporting development or action plans around behaviour change of swimming and these priorities. Club development is supported via the Cheshire East club network.

There are 11 ASA affiliated clubs across the Borough which are all Swim21 accredited, with the exception of Bollington Phoenix. The main issues identified in Cheshire East are:

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- ◀ The ASA reports that Cheshire East has the largest latent demand in the area; as a priority it is working with the operators who want to provide quality facilities and quality swimming opportunities that cater for their communities.
- ◀ The age of the pool stock across Cheshire East varies. The need for urgent upgrades and new builds is likely to affect accessibility whilst this progresses, however all parties are trying to avoid this if at all possible. This is likely to affect the swimming clubs once the work for Peter Mason Leisure Centre commences.

The Area Swimming Manager for Cheshire & Merseyside reports that there are too many clubs in the area, with poor club co-ordination and duplication. The amalgamation of clubs should be considered and would be of benefit to the area. This will help pool resources and make efficiencies of workforce. It would also assist some clubs which are reporting issues with the lack of coaches and the programming of pool access. However, the ASA is not sure how receptive the clubs will be to this approach.

Synchronised swimming is an area for development for the ASA, and there is currently no reported provision for synchronised swimming in the area. With pooling of resources and a review of programming this could be accommodated within the current provision.

Club consultation

Feedback from clubs indicates that they are no longer able to provide swimming lessons as this function has reverted back to the operator (Everybody Sport and Recreation). During consultation this was reported to affect the finances of the clubs. However also reported at consultation was that ESAR have in return offered each club that this has affected by this an agreed bespoke deal. This consists of varying offers ranging from preferential pricing rates, discounted rates at galas and workforce development. Clubs have also indicated that they still would like more pool time, as it is insufficient for their current numbers.

Table 5.6: Swimming Clubs & Locations

Club	Based at:
Congleton Amateur Swimming Club	Peter Mason Leisure Centre
Macclesfield Amateur Swimming Club	Macclesfield Leisure Centre
Knutsford Vikings	Knutsford Leisure Centre
Wilmslow Scorpions	Wilmslow Leisure Centre
Macclesfield Satellites	Macclesfield Leisure Centre, Manchester Aquatics CentreC
Nantwich Seals	Nantwich Pool & Fitness
Alsager Bridgestones	Alsager Leisure Centre
Dane Valley	Peter Mason Leisure Centre, Sandbach Boys School
Sandbach Sharks	Sandbach Leisure Centre, Sandbach Boys School
Bollington Phoenix	Bollington Health & Leisure
Crewe Flyers	Crewe Lifestyle & Fitness Centre

Table 5.7: Sport England's market segmentation identifies:

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Swimming

- 14.7% (41,944) of people currently swim and a further 13.7% (39,191) indicate that they would like to, which gives an overall total of 28.4% (81,136).
- 25.3% of Alison's swim, which is the largest proportion of any group swimming, closely followed by the Chloe segment at 24.1%.
- The groups with the largest of the local population swimming are the Tim's (12.4%) and Chloe's (10.3%).
- The groups with the most people who would like swim are Elaine (10.7%) and Tim (9.4%).
- The main group to target, for additional players due to size and interest is, therefore Elaine.

FPM demand

The FPM states that:

- Cheshire East's resident population generates a demand for about 23,600 visits per week in the peak period. This is equivalent to about 3,900 m² of water space.
- About 15% of the resident population is thought to be without access to a private car, significantly less than the regional and national average. This means the population is relatively more mobile and will have greater opportunity to access pool provision.

Supply & Demand Balance

The FPM further suggests that when looking at a very simplistic picture of the overall supply and demand across Cheshire East, the resident population is estimated to generate a demand for a minimum of 3,890 m² of water space. This compares to a current available supply of 4,850 m² of water space, giving a supply/demand balance of 960m² of water space.

Satisfied Demand-

- About 94% of the demand generated by Cheshire East residents is thought to be satisfied. This is above the national and regional averages.
- The majority (84%) of satisfied demand travels by car, far higher than regional and national averages, possibly reflecting the relatively high levels of car ownership.
- As a result, smaller proportions are thought to walk or use public transport to access swimming pool provision.
- Demand will not necessarily be met by pools within Cheshire East; some may be exported to neighbouring local authorities.
- About 84% of demand is retained, with 16% being exported elsewhere.

Unmet Demand

- About 6% of the resident population of East Cheshire are thought not to be satisfied by the network of available swimming pool provision.
- All of the unmet demand observed by the model is attributed to people not being able to access a facility because of the distance they live from a pool (outside catchment).
- Of this group of unmet demand, most (80%) are considered not to have access to a car, although some do.
- The FPM identifies pockets of unmet demand in the rural village areas and also in the conurbations, especially Crewe and Macclesfield.

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- ✦ The model does not observe any unmet demand arising due to a lack of capacity within the pool stock.

Used Capacity

Across the whole stock of swimming provision in Cheshire East, only 50% is thought to be utilised at peak time. However, this 'global' figure across the authority masks some significant differences with regard to how the model perceives different levels of usage at different sites.

As a guide, a pool operating at 70% of capacity is considered to be the facility being busy. A number of 'public' pools are thought to be operating close to, or at, capacity. The following sites appear busy:

- ✦ Sandbach Leisure Centre – 96%,
- ✦ Crewe Swimming Pool and Fitness 100%, (Now replaced by Crewe Lifestyle Centre)
- ✦ Bollington Health and Leisure Centre 97%,
- ✦ Knutsford Leisure Centre 82%.

It is important to note however that at some sites e.g. Knutsford and Bollington, available hours during the peak is low, thus reducing the overall capacity of the site. In contrast, the model projects that a number of the 'commercial' sites operate at low peak time levels- e.g. Total Fitness – 30%, Cheshire Health Club and Spa – 25%.

ESAR confirmed during consultation that the ESAR sites are at or very near capacity. Bollington Leisure Centre is not an ESAR site. This is especially the case for Macclesfield Leisure Centre and Nantwich Pool and Fitness.

5.4 Supply and demand analysis

FPM Summary and conclusions

- ✦ The analysis includes 29 pools on 22 different sites.
- ✦ There is a sizable element of relatively modern commercial facilities. In contrast, public provision is older, albeit with refurbishment works.
- ✦ The provision of water space in Cheshire East amounts to just less than 16 m² per 1000 population. This is significantly above the regional and national average.
- ✦ The model estimates that about 15% of the resident population are thought not to own a car. This is a low percentage level relative to the national and regional average and suggests that demand is more mobile and has a greater ability to travel to express their demand.
- ✦ A crude, non-spatial assessment of supply and demand suggests that there is a good supply of water space, which in purely quantitative terms, exceeds demand. However, this takes no accounts of many important factors such as spatial spread of provision and facilities in neighbouring local authority areas.
- ✦ The model estimates that nearly 94% of all demand generated by Cheshire East residents is met by the available network of demand. The majority is undertaken through car travel and thought to be expressed at facilities within Cheshire East. A smaller proportion (14%) is thought to be exported to facilities outside of the authority.
- ✦ Of the 6% of demand that is not considered to be met, the model attributes this wholly to swimmers who live at such distance from a pool which makes it unlikely that will travel.

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The larger proportion of this 6% are thought not to have access to a private car and find that walking to a facility or utilising public transport is likely to be unrealistic due to distance.

FPM supply and demand analysis

- Cheshire East has an extensive supply of swimming pools which appear to be well located. Based on the catchment area they can absorb over eight out of ten visits to a pool by a Cheshire East resident (based on them travelling to the nearest pool).
- Supply exceeds demand by 960m², (an average 25m x 4 lane pool equates to 212m²)
- There is an unmet demand but the public pools are close to full at peak times.
- The average age of public pools (excluding Crewe Lifestyle Centre) is 39 years old. However nine have had major refurbishments and modernisations.

5.5 Sport England's Facilities Calculator (SFC)

The Sports Facilities Calculator was created to assist local planning authorities to quantify how much additional demand for the key community sports facilities is generated by populations of new growth, development and regeneration areas. While it can be used to estimate facility needs for whole area populations it should not be used for strategic gap analysis as it has no spatial dimension. The SFC does not take account of:

- Facility location compared to demand.
- Capacity and availability of facilities – opening hours.
- Cross boundary movement of demand.
- Travel networks and topography.
- Attractiveness of facilities.

	Population 2012	Population estimate 2024	Population estimate 2037
ONS projections	372,146	390,463	405,301
Population increase	-	18,317	14,838
Facilities to meet additional demand	-	3.3 lanes or 0.9 pools	2.89 lanes or 0.72 pools

The SFC predicts that if population increases in line with ONS projections there will be increased demand for 3.3 additional lanes worth of swimming pool space by 2024 and a further 2.89 lanes of additional water space by 2037.

These calculations assume that the current swimming stock remains accessible for community use and the quality remains the same. It appears that the projected increase in population will add substantially to the demand for pool space in Cheshire East.

Future developments:

Cheshire East Council is currently investing approximately £200,000 at Nantwich Swimming Pool. As of mid-November 2016 the swimming pool was closed to undertake essential pool refurbishment which consists of replacing all the wooden and decaying ceilings; replacement of the lights; full redecoration; replacement of broken tiles; refurbishment of the changing facilities and servicing of the main pool pumps. The works are anticipated to be completed

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by the end of 2016. As a result of the refurbishment the building will become more efficient with new heat recovery ducting installed in the ceiling to retain heat and reduce running costs and is most likely to improve the quality rating at this site.

Kings School in Macclesfield also has plans to develop a new 6 lane 25m pool and associated changing facilities. The new facilities will result in the loss of playing fields, however, Sport England has withdrawn its objection to the development on the basis that the indoor facility development outweighs the loss of playing fields. Sport England has also identified a number of planning conditions which should be applied to the planning permission; one of which relates to community use. This seeks to ensure that the new facility complements existing facilities within Macclesfield.

There are swimming pool developments planned in Congleton as part of the new facility and the improved leisure offer plans, and the issues with Knutsford and Sandbach are acknowledged in the Local Infrastructure Plan (Appendix 1). However, the sites at Knutsford and Sandbach have restrictions and there are no development plans currently in place.

5.6 Summary of key facts and issues – Swimming Pools

Quantity

- Cheshire East has a relatively good supply of swimming pools with a community accessible pool being provided across all the main population centres in the area.
- The audit has found there to be 40 pools. 38 are community accessible pools, two that are private use.
- Of the 38 accessible pools seven have been excluded because of their small size (below 160m²) or they are lidos.
- Confusion exists between the FPM findings and those of the KKP audit due to the changes which have taken place between the FPM report production and the latest audit of facilities. This will need further clarification with Sport England and potential further FPM analysis in the future.
- The FPM identifies that Cheshire East has the largest latent demand in the area.
- In terms of water space per 1,000 of the population, Cheshire East has a level higher than the regional and national average with 15.86m².
- About 84% of demand is retained, with 16% being exported elsewhere.

Quality

- The overall quality of pools is a concern, especially in the longer term.
- The age of the pool stock across Cheshire East averages 39 years.
- There will be a need to consider the refurbishment or replacement of key public sector swimming pools throughout the life of this strategy.

Accessibility

- Nearly three fifths (58.4%) of the resident population in Cheshire East live outside the 20 minute walk catchment areas. All residents live within 20 minute drive time of a swimming pool.
- The resident population of Cheshire East is estimated to generate a supply/demand balance of 960 m² of water space.
- About 94% of the demand generated by Cheshire East residents is thought to be satisfied. This is above the national and regional average.
- All of the unmet demand is attributed to people not being able to access a facility because of the distance they live from a pool (outside catchment). Of this group of unmet demand, most (80%) are considered not to have access to a car.
- There are pockets of unmet demand in the rural village areas and also in the conurbations, especially Crewe and Macclesfield.

Availability

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- ◀ There are currently no facilities in the area offering synchronised swimming.
- ◀ Consultation with the ASA has identified that there may be too many swimming clubs in the area for it to be sustainable and provide a clear swimmer pathway and that consideration should be given to the amalgamation of clubs and the pooling of scarce resources.
- ◀ ESAR delivering swimming lessons is reported to be having a positive impact on raising standards in the area; however many clubs are still reporting the loss of swimming lesson delivery to be an issue.
- ◀ Consultation with ESAR identifies that the number of sites at or near capacity is a concern, especially in relation to new programmes or increased population.

SECTION 6: HEALTH AND FITNESS SUITES

Health and fitness facilities are normally defined and assessed using a base scale of a minimum of 20 stations. A station is a piece of static fitness equipment and larger health and fitness centres with more stations can generally make a more attractive offer to both members and casual users. They provide a valuable way to assist people of all ages, ethnicities and abilities to introduce physical exercise into their daily lives with the obvious concomitant benefits to health, fitness and wellbeing.

The current state of the UK fitness industry is complex with a variety of providers including the private sector (ranging from low cost operators to the high end market), trusts, schools and local authority operators. Within the UK private fitness market has continued to grow steadily over the last 12 months with an estimated increase of 6% in the number of members. Further, all parts of the country have seen an increase in the number of clubs, members and total market value but only four regions have seen an increase in average membership fees over the last 12 months.

According to State of the UK Fitness Industry Report (2015) there are 319 low cost clubs within the private sector in England. This represents a 24% (62 clubs) increase over the last 12 months. Their membership has passed the one million mark for the first time (41% increases) and the total market value has increased by 43% to under just £300million. The low cost sector continues to be the fastest growing segment of the private health and fitness market.

There are now 25 private low cost chains across the UK with Pure Gym the market leaders for the third year in a row. Due to commercial sensitivities private and commercial health and fitness suites are not usually assessed. It is generally acknowledged that, in order to generate custom and remain solvent, they provide good or above average quality facilities.

6.1: Supply

Quantity

Research undertaken for the assessment report identifies 62 health and fitness suites in Cheshire East, of which 50 have 20 stations or more. These are identified in Figure 6.1. There are a total of 2,976 stations within the identified fitness suites with more than 20 stations with 2,920 stations available for community use. 56 fitness stations are regarded as private use only.

A map of all health and fitness suites regardless of number of stations can be found in Appendix 7.

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Fig 6.1 All health and fitness suites in Cheshire East on population density (20+ stations)

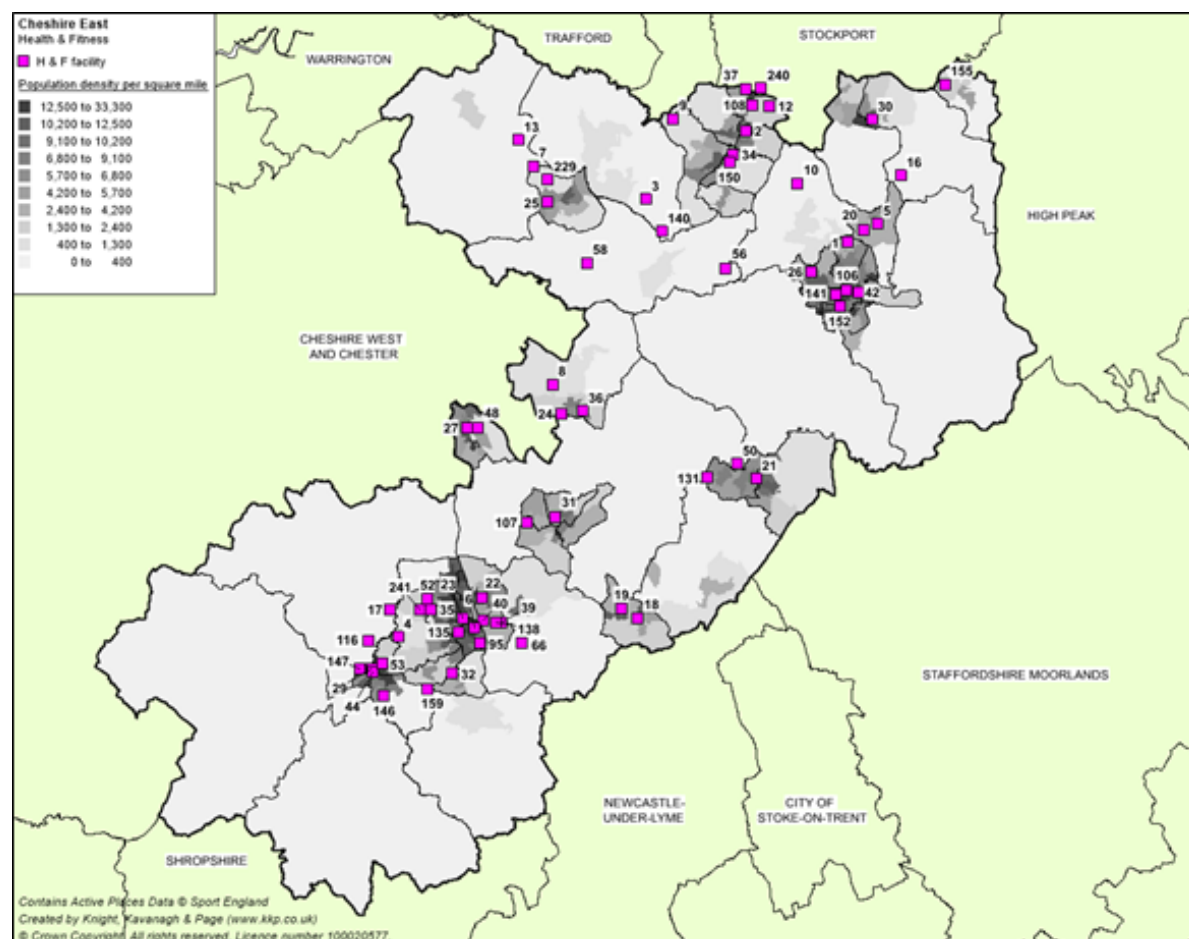


Table 6.1: All health and fitness suites in Cheshire East

Map Ref	Site Name	Stns	Map Ref	Site Name	Stns
1	The Tytherington Golf & Country Club	70	32	Shavington Leisure Centre	46
2	Energie Fitness Club (Wilmslow)	73	34	Wilmslow Leisure Centre	45
3	Cheshire Health Club & Spa	70	35	Simply Gym Crewe	150
4	Alvaston Hall Country Club	30	36	Holmes Chapel Community Centre	48
5	Fitness4All	80	37	Hallmark Health Club (Manchester)	65
6	Camm Street Centre	100	39	Bannatynes Health Club (Crewe)	90
7	Cottons Spa	36	40	Total Fitness (Crewe)	200
8	Club At Cranage Hall	36	42	DW Sports Fitness (Macclesfield)	100
9	Spindles Health & Leisure-Manchester	30	44	C2 Fitness	55
10	Mottram Hall, Cheshire	30	48	Unique Fitness Gym	43

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Map Ref	Site Name	Stns	Map Ref	Site Name	Stns
12	Total Fitness (Wilmslow)	300	50	Gymetc. (Congleton)	105
13	The Mere	36	52	Legends Health & Leisure Centre	35
16	The Club & Spa Shrigley Hall Hotel	50	53	Barony Sports Complex	25
17	Rookery Hall Health Club & Spa	26	56	Club AZ	31
18	Intone Fitness Centre	37	58	Nuffield Fitness & Wellbeing Centre (Radbrooke Hall)	31
19	Alsager Leisure Centre	32	66	Crewe Hall	50
20	Bollington Health & Leisure Centre	53	106	Louis Gym	45
21	Peter Mason Leisure Centre	45	107	Body Power Fitness	29
23	Crewe Lifestyle Centre	120	108	Lifestyle Fitness -Wilmslow	145
24	Holmes Chapel Leisure Centre	26	116	Reaseheath College	25
25	Knutsford Leisure Centre	40	138	Manchester Metropolitan University	50
26	Macclesfield Leisure Centre	60	152	Macclesfield College	40
29	Nantwich Swimming Pool & Fitness Centre	30	155	Disley Amalgamated Sports Club	20
30	Poynton Leisure Centre	30	159	Crewe Vagrants Sports Club Ltd	20
31	Sandbach Leisure Centre	22			

Table 6.2: Health and fitness suites without community access

Map Ref	Site Name	Stns	CU	Condition
58	Nuffield Fitness & Wellbeing Centre (Radbrooke Hall)	31	No	Not assessed
116	Reaseheath College	25	No	Good
Total		56		

It is acknowledged that facilities identified in Table 6.2 cater for certain segments of the population but they are not deemed to be community accessible due them being private use only.

Quality

Site assessments

Quality ratings are determined as described in table 3.1 page 27.

Quality assessments were carried out on 49 sites in the Borough that have 20+ stations. The one site not assessed is Nuffield Health & Fitness Centre (Radbrooke Hall) as it is private use, for Barclay's employees only. The assessments were conducted by KKP staff accompanied by facility managers and/or teaching staff. Visits provide an overall quality scoring and look for investment undertaken. Assessments highlighted that out of the 49 health and fitness suites assessed, 16 are considered good, 21 above average, and 9 below average with 4 sites obtaining a quality rating of poor.

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Figure 6.2: Map of community accessible facilities by quality

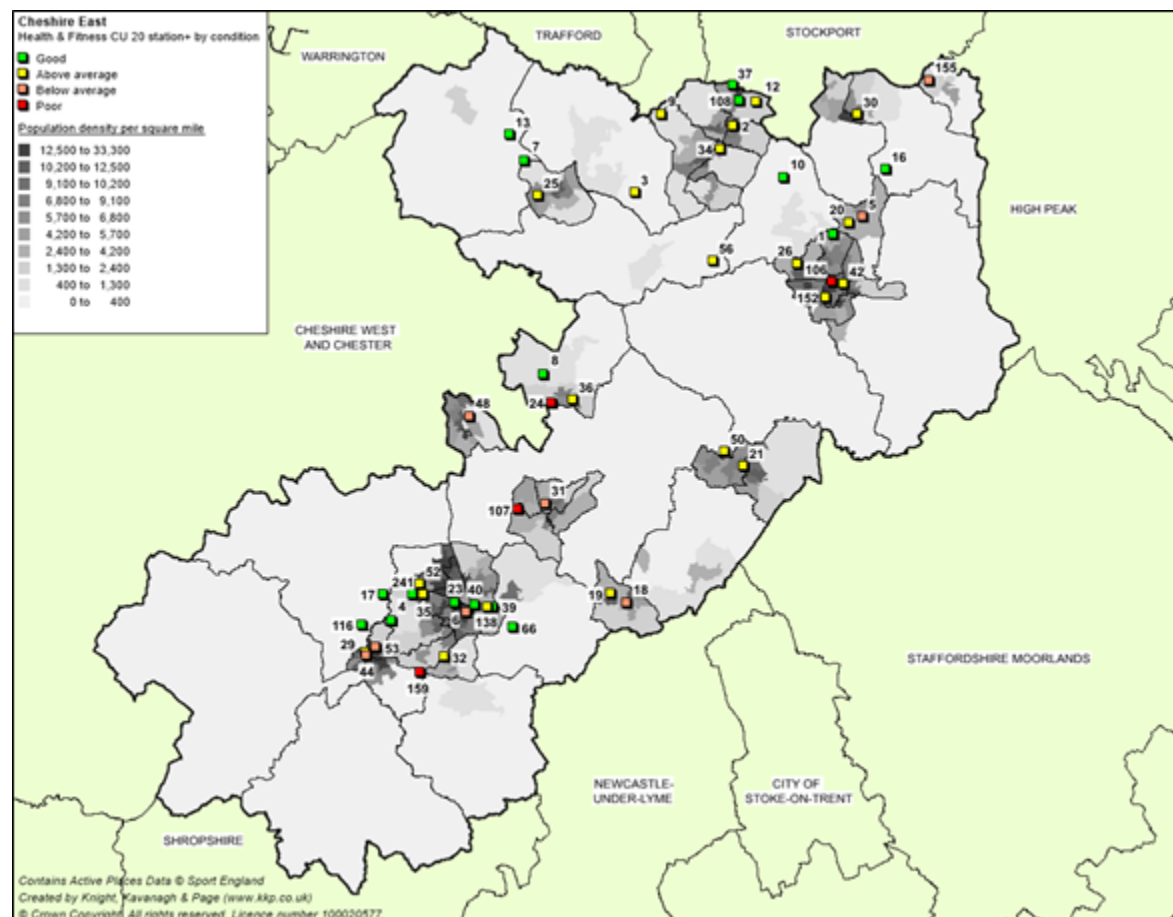


Table 6.3: Community accessible health & fitness suites with 20+ stations

KK P Ref	Site Name	Stations	CU	Condition
1	The Tytherington Golf & Country Club	70	Yes	Good
2	Energie Fitness Club (Wilmslow)	73	Yes	Above average
3	Cheshire Health Club & Spa	70	Yes	Above average
4	Alvaston Hall Country Club	30	Yes	Good
5	Fitness4All	80	Yes	Below average
6	Camm Street Centre	100	Yes	Below average
7	Cottons Spa	36	Yes	Good
8	Club At Cranage Hall	36	Yes	Good
9	Spindles Health & Leisure (Airport Inn Manchester)	30	Yes	Above average
10	Mottram Hall, Cheshire	30	Yes	Good
12	Total Fitness (Wilmslow)	300	Yes	Above average

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KK P Ref	Site Name	Stations	CU	Condition
13	The Mere	36	Yes	Good
16	The Club And Spa At The Shrigley Hall Hotel Golf And Country Club	50	Yes	Good
17	Rookery Hall Health Club & Spa	26	Yes	Good
18	Intone Fitness Centre	37	Yes	Below average
19	Alsager Leisure Centre	32	Yes	Above average
20	Bollington Health And Leisure Centre	53	Yes	Above average
21	Peter Mason Leisure Centre	45	Yes	Above average
23	Crewe Lifestyle Centre	120	Yes	Good
24	Holmes Chapel Leisure Centre	26	Yes	Poor
25	Knutsford Leisure Centre	40	Yes	Above average
26	Macclesfield Leisure Centre	60	Yes	Above average
27	Middlewich Leisure Centre	16	Yes	Below average
29	Nantwich Swimming Pool & Fitness Centre	30	Yes	Above average
30	Poynton Leisure Centre	30	Yes	Above average
31	Sandbach Leisure Centre	22	Yes	Below average
32	Shavington Leisure Centre	46	Yes	Above average
34	Wilmslow Leisure Centre	45	Yes	Above average
35	Simply Gym Crewe	150	Yes	Above average
36	Holmes Chapel Community Centre	48	Yes	Above average
37	Hallmark Health Club (Manchester)	65	Yes	Good
39	Bannatynes Health Club (Crewe)	90	Yes	Good
40	Total Fitness (Crewe)	200	Yes	Good
42	DW Sports Fitness (Macclesfield)	100	Yes	Above average
44	C2 Fitness	55	Yes	Below average
48	Unique Fitness Gym	43	Yes	Below average
50	Gymetc. (Congleton)	105	Yes	Above average
52	Legends Health & Leisure Centre	35	Yes	Above average
53	Barony Sports Complex	25	Yes	Below average
56	Club AZ	31	Yes	Above average
66	Crewe Hall	50	Yes	Good
106	Louis Gym	45	Yes	Poor
107	Body Power Fitness	29	Yes	Poor
108	Lifestyle Fitness (Handforth Wilmslow)	145	Yes	Good
116	Reaseheath College	25	Yes	Good
138	Manchester Metropolitan University (Cheshire Sports Centre)	50	Yes	Above average
152	Macclesfield College	40	Yes	Above average

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KK P Ref	Site Name	Stations	CU	Condition
155	Disley Amalgamated Sports Club	20	Yes	Below average
159	Crewe Vagrants Sports Club Ltd	20	Yes	Poor
241	Area51 Gym & Fitness	52	Yes	Good

The map shows that the towns of Sandbach and Middlewich only have community accessible fitness gyms that are below average quality or poor and Alsager has one above average and one below average.

There is less accessible health and fitness provision in Macclesfield and Congleton than the other towns of Crewe and Nantwich.

Accessibility and availability

As per the sports halls and swimming pools, the indoor facilities appropriate walk and drive-time accessibility standards are applied to determine deficiencies in provision. The normal acceptable standard is a 20 minute walk time (1 mile radial catchment) for an urban area and a 20 minute drive time for a rural area. This enables analysis of the adequacy of coverage and helps to identify areas currently not serviced by existing provision

Figure 6.3 and Table 6.3 identifies the main fitness gyms that offer community use and have in excess of 20 stations.

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Fig 6.3: Community use H&F suites (20+ stations) by condition, 1 mile radial (20 minute walk), Cheshire East IMD 2015

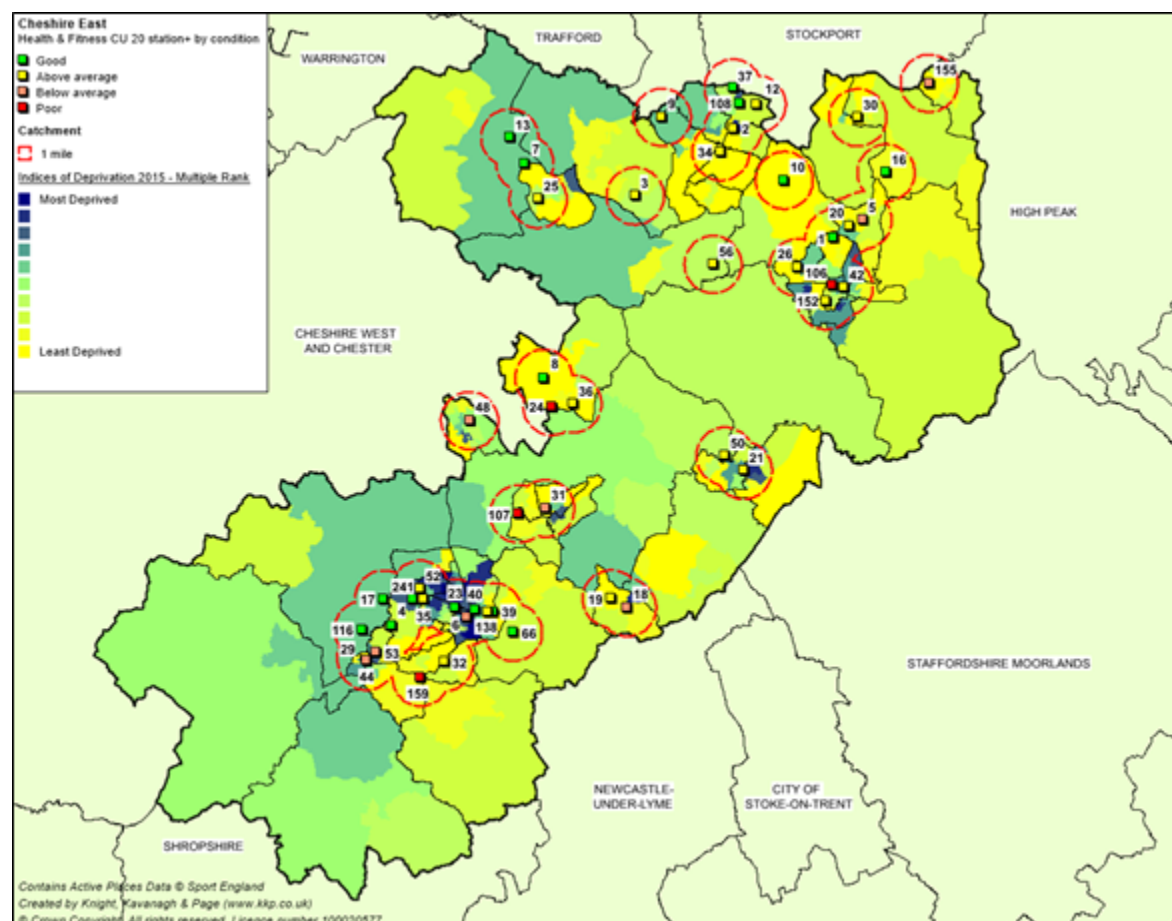


Table 6.3: Community use H&F suites by condition with 1 mile radial catchment

IMD 2015 10% bands	Cheshire East		Health & Fitness (20+ stations) with community use catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside %	Persons outside catchment	Population outside (%)
0 - 10	10,269	2.8%	8,809	2.4%	1,460	0.4%
10.1 - 20	21,115	5.7%	19,268	5.2%	1,847	0.5%
20.1 - 30	20,756	5.6%	18,666	5.0%	2,090	0.6%
30.1 - 40	29,565	7.9%	26,941	7.2%	2,624	0.7%
40.1 - 50	26,846	7.2%	17,407	4.7%	9,439	2.5%
50.1 - 60	28,933	7.8%	17,587	4.7%	11,346	3.1%
60.1 - 70	28,220	7.6%	15,755	4.2%	12,465	3.4%
70.1 - 80	57,029	15.3%	29,756	8.0%	27,273	7.3%
80.1 - 90	52,942	14.2%	35,150	9.5%	17,792	4.8%

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90.1 - 100	96,241	25.9%	67,091	18.0%	29,150	7.8%
Total	371,916	100.0%	256,430	68.9%	115,486	31.1%

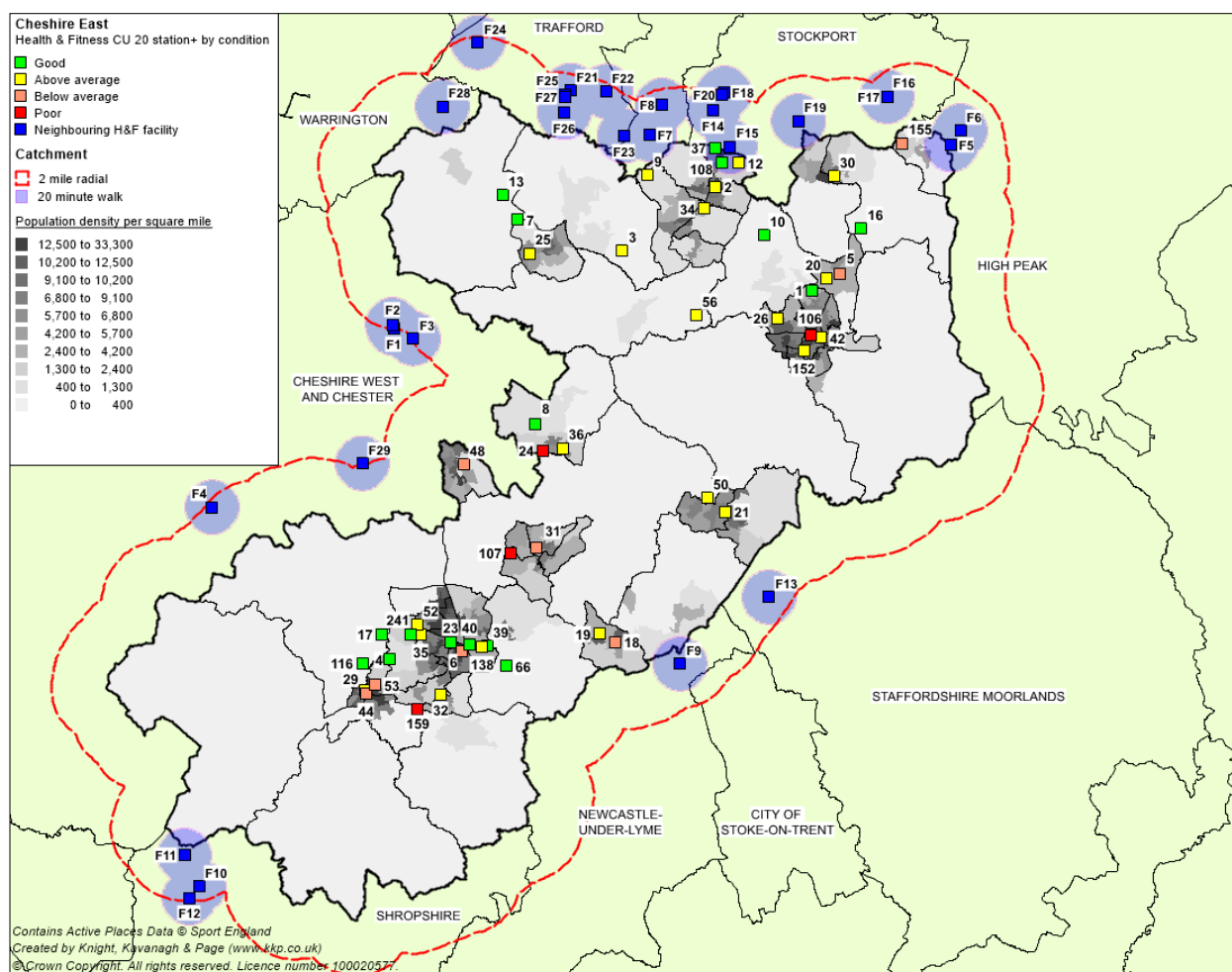
Over two thirds of the resident population (68.9%) live within one mile of an accessible health and fitness suite. Of those assessed 14 are local authority owned, and one (Manchester Met Crewe Campus) with 50 stations is unlikely to remain if the decision is made to close in 2019.

There are 28 fitness gyms with 20 stations and above within 2 miles of the local authority boundary, primarily in the north of the borough.

Neighbouring facilities

Accessibility is also influenced by facilities within easy reach of the Borough. Figure 6.4 and Table 6.4 indicate the different fitness suites with 20+ stations which are found within two miles distance of the local authority boundary. The two mile boundary is an arbitrary distance but serves to show accessibility if residents have access to a car.

Fig 6.4: Community Use H&F facilities within 2 miles of local authority boundary



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Table 6.4: Community Use H&F 20+ stations within Cheshire East and 20+ station H&F within 2 miles of local authority boundary (with 20 minute walk catchment)

Map ID	Active Places Site Name	Stations	Access Type	Local Authority
F1	Daves Gym	130	Pay and Play	Cheshire West & Chester
F2	Pure Gym (Northwich)	67	Pay and Play	Cheshire West & Chester
F3	Rudheath Leisure Centre	23	Pay and Play	Cheshire West & Chester
F4	Vital Health & Wellbeing (Portal Hotel - Golf And Spa)	25	Registered Membership	Cheshire & Chester West
F5	New Bodies Gym (New Mills)	80	Pay and Play	High Peak
F6	New Mills Leisure Centre	30	Pay and Play	High Peak
F7	Pace Health Club (Manchester)	42	Pay and Play	Manchester
F8	Wythenshawe Forum	81	Pay and Play	Manchester
F9	Kidsgrove Sports Centre	28	Pay and Play	Newcastle-Under-Lyme
F10	Bodytech Health Club (Whitchurch)	36	Pay and Play	Shropshire
F11	Vital Health & Wellbeing (Hill Valley Hotel)	24	Pay and Play	Shropshire
F12	Whitchurch Sports & Leisure Centre	25	Pay and Play	Shropshire
F13	Biddulph Valley Leisure Centre	70	Pay and Play	Staffordshire Moorlands
F14	David Lloyd Club (Cheadle)	150	Registered Membership	Stockport
F15	Fit4less (Cheadle)	115	Registered Membership	Stockport
F16	Holben's Health Club	20	Registered Membership	Stockport
F17	Holben's Health Club	60	Pay and Play	Stockport
F18	Life Leisure Cheadle	50	Pay and Play	Stockport
F19	Life Leisure Hazel Grove	80	Pay and Play	Stockport
F20	Village The Hotel Club (Cheadle)	104	Registered Membership	Stockport
F21	Altrincham Leisure Centre	55	Pay and Play	Trafford
F22	Hale Country Club And Spa	200	Registered Membership	Trafford
F23	Marriott Leisure Club (Manchester Airport)	66	Registered Membership	Trafford
F24	Partington Sports Village	40	Pay and Play	Trafford
F25	Pure Gym (Altrincham)	220	Pay and Play	Trafford
F26	The Grammar	24	Pay and Play	Trafford
F27	Total Fitness (Altrincham)	200	Pay and Play	Trafford
F28	Lymm Leisure Centre	28	Pay and Play	Warrington

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Map ID	Active Places Site Name	Stations	Access Type	Local Authority
F29	Winsford Lifestyle Centre	42	Pay and Play	Cheshire West & Chester

The residents of Poynton and North Wilmslow in the north of the borough and those living in Congleton and Alsager (south east) are most likely to be commuting to the fitness gyms located in neighbouring authorities of Stockport, Cheshire West & Chester, Newcastle Under Lyne and Staffordshire Moorlands.

The residents of Middleswich only have one community accessible facility which is rated as below average quality and there is however an accessible facility in a neighbouring authority (Winsford Lifestyle Centre) located within the 10 minute drive time.

6.2: Demand

Keep fit and gym
<ul style="list-style-type: none"> 18.2% (52,187) of people currently take part in keep fit and gym and a further 7.1% (20,220) indicate that they would like to, giving an overall total of 25.3% (72,421). 28.1% of Chloe's take part in keep fit and gym, which is the largest proportion of any group taking part, closely followed by the Alison segment at 27.3%. The groups with the largest of the local population taking part in keep fit and gym are the Tim's (13.0%) and Chloe's (9.7%). The groups with the most people who would like to take part are Tim (10.8%) and Helena (10.4%). The main group to target, for additional participants due to size and interest is, therefore Tim.

Future developments

Kings School in Macclesfield has plans to build an 85sq^m fitness gym and 85sq^m dance studio within its planned school sports facility. However, this relates to a relatively small school based fitness suite accommodating circa 17 stations, therefore it is unlikely to have any significant impact on local demand.

Peter Mason Leisure Centre plans – council is currently looking to appoint a development partner to provide enhanced leisure provision on the site which will include a new replacement pool, and dry side refurb (sports hall and fitness offer) as a minimum.

Future demand

It is clear that the provision of high quality health and fitness facilities underpin the financial operation of leisure centres. Therefore, there has been a clear drive from the operators of public sector leisure facilities to ensure that space is created within centres to offer a good quality health and fitness product.

The quality of the health and fitness offer at Everybody Sport and Recreation Trust facilities is variable and there is a need to consider how this could be improved in order to increase participation and membership levels as well as reduce the financial burden on the Council.

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Therefore, there is a need for the Council and Everybody Sport and Recreation Trust to consider how they plan to increase the size, scale and quality of the health and fitness offer as a means of improving financial sustainability and increasing participation in the area. This is as much a business decision as it is based on demand; given that demand in this case is often a product of the supply of a high quality fitness offer.

6.3 Studios

Dance studios have become a very important element of the wider health, fitness and conditioning market. They vary in size, shape, quality of changing, access to sprung wooden floors etc. There appears to have been an increase in the numbers of people accessing fitness classes as identified in the fitness and conditioning element of Sport England's APS. The type of activity offered also varies massively between more passive classes such as Pilates and yoga to the more active dance, step and Zumba.

Figures 6.5 and Table 6.6 overleaf identify 59 studios at 35 sites, most in areas of high population density. 19 are rated good quality, 24 above average, ten below and none are poor. Reasons for the not assessed studios range from lack of access on the day to two sites (Ladyzone and FBI Gymnasium have permanently closed)

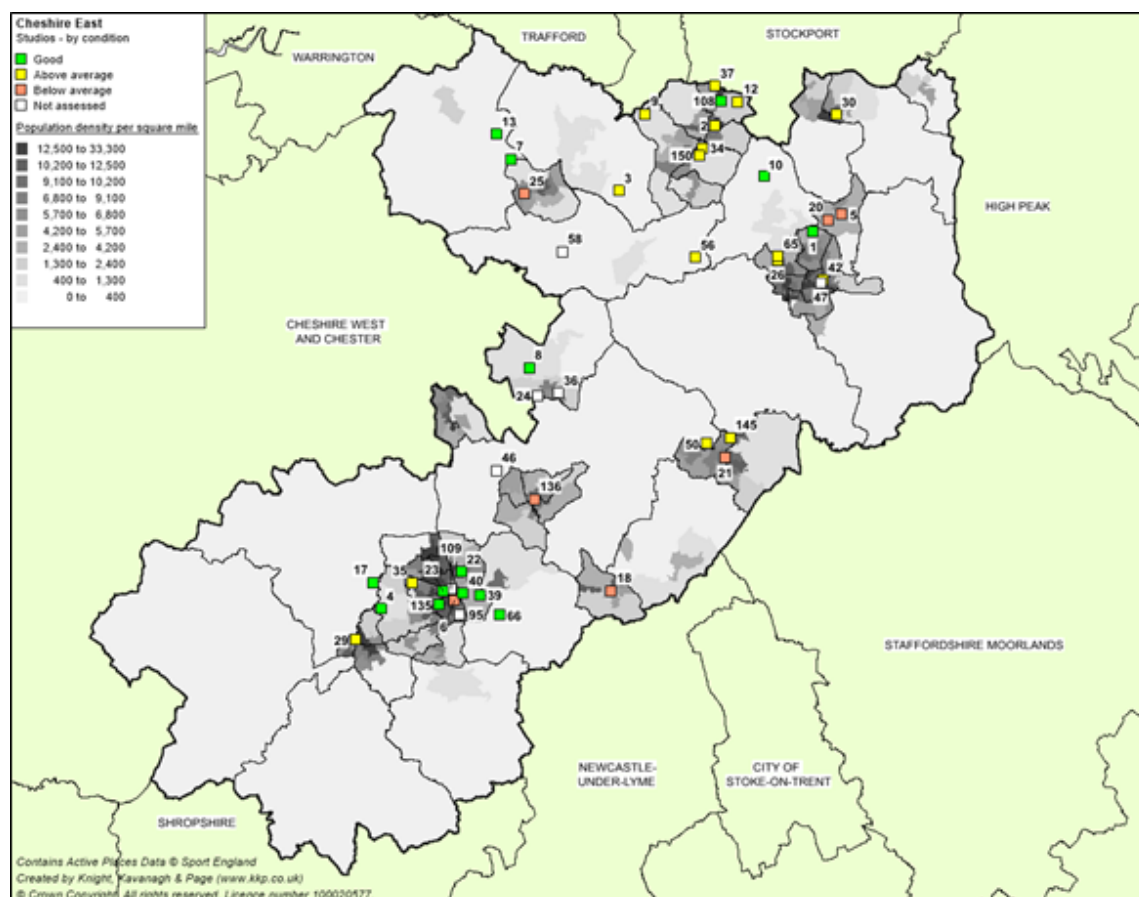
The majority of studio space, especially at Cheshire East facilities, is utilised to deliver fitness classes such as Pilates, Zumba and spinning. This is an important part of the membership offer. Consultation indicates that all studios are well used for fitness and exercise classes; a very important part of the wider membership offer for larger leisure centres, in particular.

Table 6.6: Quality rating of dance studios

Quality rating of assessed health and fitness studios				
Good	Above average	Below average	Poor	Not assessed
19	24	10	0	8

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Map 6.5: Studios in Cheshire East



The full list of studios can be found in *Appendix 3*.

6.4 Summary of key facts and issues – Health and Fitness

Quantity

- ◆ The report identifies 62 health and fitness suites, of which 50 have 20 stations or more.
- ◆ There are 59 studios at 35 sites, most in areas of high population density.

Quality

- ◆ 49 health and fitness suites were quality assessed: 16 are rated good, 21 above average, 9 below average with 4 sites obtaining a quality rating of poor.
- ◆ 19 studios are rated good quality, 24 above average, 10 below, and none are poor

Accessibility

- ◆ 68.9% of the population live within one mile of an accessible health and fitness suite.
- ◆ There are 28 fitness gyms with 20 stations+ within 2 miles of the local authority boundary, primarily in the north of the borough.
- ◆ Macclesfield residents have access to only one below average facility and no others within the 20min walk/ 2 mile boundary.
- ◆ There is less accessible health and fitness provision in Macclesfield and Congleton than the other towns of Crewe and Nantwich.

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Availability

- ◀ 18.2% (52,187) of people currently take part in keep fit and gym and a further 7.1% (20,220) indicate that they would like to.

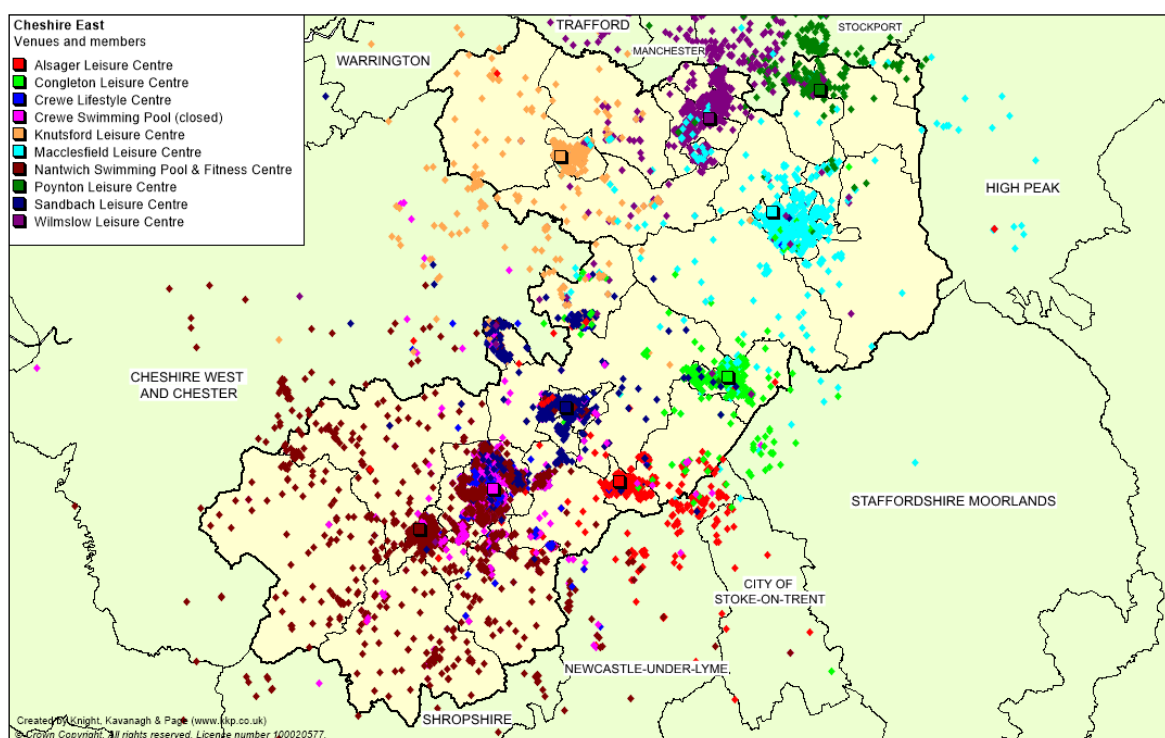
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SECTION 7: MEMBERSHIP ANALYSIS

In order to determine the reach and significance of specific facilities, the raw data on users at the local authority owned leisure centres has been provided by Everybody Sport & Recreation in August 2016. This included the home location of all active users over a three month period. It includes all users that have activated their membership card over the analysis period. These members are able to access a range of facilities including swimming and health and fitness facilities. The following map shows where the live members reside in relation to the leisure centre they are a member of.

Map 7.1: Cascade live members by venue



It is clear that in general each facility serves its local population. However, there is some cross over of usage between the Macclesfield and Wilmslow areas and similarly the Crewe and Nantwich areas.

It is also important to reflect that Nantwich Swimming Pool & Fitness Centre attracts members from a significant distance, compared to other centres. The data provided covered the summer period when the outdoor pool is available. Therefore, the outdoor pool is similar to a specialist sports facility which people are prepared to travel further to access.

Table 7.1 identifies the levels at which individual facilities attract non-residents to them. It is clear that facilities closer to the border attract users from outside of the area. Clear examples of this include Poynton, Alsager and Wilmslow which attract 19.9%, 16.1% and 13.3% of users from outside of the local authority boundary. The Council and Everybody Sport and Recreation Trust will need to keep a watching brief on facility development proposals in the Stockport and Newcastle-Under-Lyme areas as these may impact on the number of users attracted from outside of the area.

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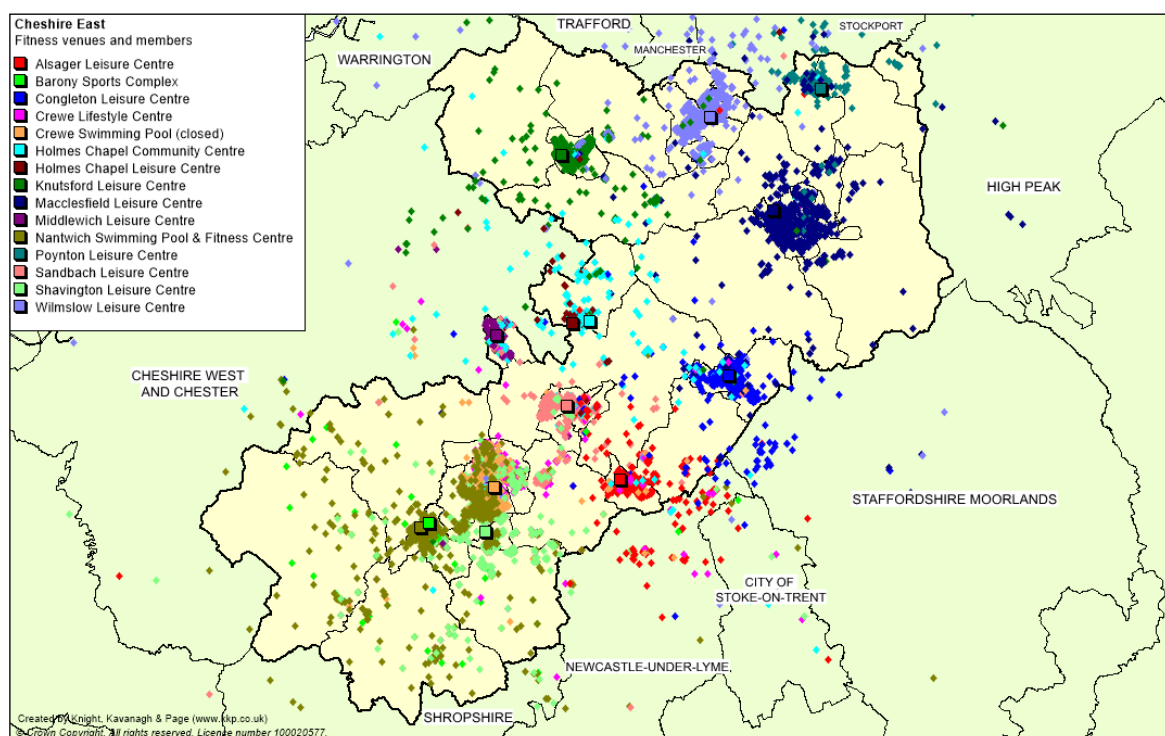
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Table 7.1: Cascade live members by venue and location

District	Alsager Leisure Centre	Peter Mason Leisure	Crewe Lifestyle Centre	Crewe Swimming Pool	Knutsford Leisure Centre	Macclesfield Leisure	Nantwich Swimming Pool	Poynton Leisure Centre	Sandbach Leisure Centre	Wilmslow Leisure Centre	Total
Cheshire East	79.1%	93.2%	97.5%	85.2%	86.5%	96.0%	85.7%	74.9%	97.5%	81.9%	87.3%
Neighbouring districts	16.1%	4.7%	0.4%	1.1%	9.7%	2.3%	2.7%	19.9%	0.5%	13.3%	5.1%
Other districts	2.8%	0.6%	0.0%	0.1%	0.0%	0.1%	0.1%	0.1%	0.2%	0.1%	0.3%
Not mapped	2.0%	1.5%	2.1%	13.6%	3.8%	1.5%	11.5%	5.0%	1.8%	4.7%	7.4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Looking at fitness members per facility it is clear that there is some crossover of members and there is a clear draw from outside of the area.

Map 7.2: Fitness members by venue



It is clear that some facilities are not performing as well as others with regard to health and fitness membership. Clear examples of this includes leisure centres in Poynton, Sandbach, Wilmslow and Knutsford where, given the population make up it would be expected that more members would be achieved.

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Table 7.2 - Fitness members by venue and location

District	Number of members		Cheshire East	Neighbouring districts	Other districts	Not mapped	Total
Alsager Leisure Centre	687		87.9%	9.3%	1.2%	1.7%	100%
Barony Sports Complex	352		95.9%	1.1%	0.3%	2.7%	100%
Peter Mason Leisure Centre	611		89.7%	7.0%	0.7%	2.5%	100%
Crewe Lifestyle Centre	1,787		97.7%	1.0%	0.4%	0.9%	100%
Crewe Swimming Pool	841		96.9%	0.8%	0.1%	2.2%	100%
Holmes Chapel Community Centre	905		91.5%	5.7%	1.6%	1.2%	100%
Holmes Chapel Leisure Centre	57		87.7%	9.2%	0.0%	3.1%	100%
Knutsford Leisure Centre	707		88.2%	4.7%	0.7%	6.4%	100%
Macclesfield Leisure Centre	1,506		96.4%	1.2%	0.2%	2.2%	100%
Middlewich Leisure Centre	127		97.7%	1.5%	0.8%	0.0%	100%
Nantwich Swimming Pool	1,604		95.1%	2.0%	1.0%	2.0%	100%
Poynton Leisure Centre	346		91.1%	7.1%	0.5%	1.3%	100%
Sandbach Leisure Centre	556		93.9%	1.4%	0.5%	4.2%	100%
Shavington Leisure Centre	1,236		95.4%	1.3%	0.6%	2.7%	100%
Wilmslow Leisure Centre	765		80.9%	12.4%	3.5%	3.3%	100%
Total	12,087		93.1%	3.7%	0.9%	2.3%	100%

However, it is clear that the analysis reflects that many of the Everybody Sport and Recreation Trust fitness suites are relatively small in scale and are not attractive enough to attract larger numbers of members. Many fitness suites are between 20 to 40 stations which is small in comparison to some of the main competitors which are offering 80 to 200 fitness stations within their health and fitness facilities.

Many leisure management organisations and Trusts have increased the size of their fitness facilities in a drive to increase income and reduce subsidy. This has obviously been the case with Crewe Lifestyles Centre and the current thinking for Peter Mason LC; therefore, the Council and Trust will need to consider this as a focus for delivering efficiencies for the coming years.

SECTION 8: INDOOR BOWLS

8.1 Introduction

The three forms of bowls that can be played indoors that require a different venue are flat green, crown green and carpet mat (short and long mat)

Indoor flat green bowls requires a standard bowling green; a flat area 34-40 metres long divided into playing areas called rinks. The number of these varies, depending on the width of the green.

Crown green bowls requires a standard crown green, artificial grass (carpeted) area of approximately 38m by 38m which is crowned i.e. higher in the centre than round the perimeter. Indoor crown greens are relatively rare – substantially less common than those provided for flat green bowls.

Carpet mat bowls is played on a rectangular carpet (45 x 6 feet) that is rolled out. It can be accommodated in any indoor space large enough to fit the mats which come in different lengths. Carpet mat bowls tends to be played at a recreational level whereas indoor flat and crown green bowls tend to be more competitive and organised around inter-club competitions and leagues.

An indoor bowling centre typically comprises a single flat green with a number of rinks and ancillary accommodation such as changing rooms, lounge/bar, viewing area, kitchen, office/meeting rooms and stores plus designated car parking. The size of ancillary accommodation varies according to the number of rinks available.

A successful indoor bowls centre requires a combination of the right location, design, and financial and general management. Sport England⁴ guidelines on catchment for indoor bowls centres are set out to be interpreted in the light of local circumstances:

- ◀ Assume the majority of users will live locally and not travel more than 20 minutes.
- ◀ Assume 90% of users will travel by car, with the remainder by foot.
- ◀ As a guide, demand is calculated as one rink per 14,000-17,000 of total population.
- ◀ A six-rink green, therefore, is required for a population of 85,000-100,000. This will be dependent upon the population profile of the area.
- ◀ The number of rinks required can be related to the estimated number of members, assume 80-100 members per rink.

The English Bowls Association (EIBA) is the NGB for bowls. Its stated 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.
- ◀ A growth in indoor bowls participation by people who have disabilities.

⁴ Sport England Design Guidance Note Indoor Bowls 2005

8.2 Supply

There are no purpose-built indoor bowls facilities within Cheshire East, or within close proximity to the area. Many of the Everybody Sport and Recreation Trust facilities as well as other community halls provide long and short mat bowling facilities depending on the size of the hall and mats available.

Consultation has not identified any proposals for an indoor bowls centre in Cheshire East at the present time. However, given the continual reduction in local authority funding, the development of an indoor bowls facility will in all likelihood need to be a commercial decision or one based on specific regeneration initiatives.

8.3 Demand

In theoretical terms (i.e. based on the population of the area) there may be a need for as many as 29 indoor bowls rinks, rising to 32 by 2037. However, this assumes that this level of demand is out there waiting to use indoor bowls facilities.

Consultation has not identified any aspiration from any specific clubs or organisations to develop an indoor bowls facility. The key challenge for indoor bowls facilities is that they have an income profile over six months (i.e. winter months) with the majority of users preferring to play outdoors in the summer months. Therefore, the business case for a successful indoor bowls facility relies heavily on the alternative use of the facility over the summer months. This is on the basis that six months of bowls income is insufficient to sustain a facility for the full year.

8.4 Summary of key facts and issues – Indoor Bowls

There is currently an under supply of indoor bowls in the area and with the population increases it is estimated that by 2037 there will be demand for 32 rinks. However, any development is unlikely to be provided through public sector funding and will need to be economically sustainable from the outset. There is currently no identified appetite or funding from the bowls community to develop a new indoor bowls facility within the area.

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SECTION 9: OTHER SPORTS

Cheshire East has a good spread of squash courts across the main population centres in the area. The area has nine facilities with three or more courts, enabling a comprehensive squash programme and competition base to be delivered. This level of provision is good compared to other local authorities throughout the country and one which should potentially be capitalised on with the NGB.

Fig 9.1 Cheshire East Squash by condition on PD – neighbouring squash within 2 miles LA boundary, each with 1 mile radial (20 minute walk time)

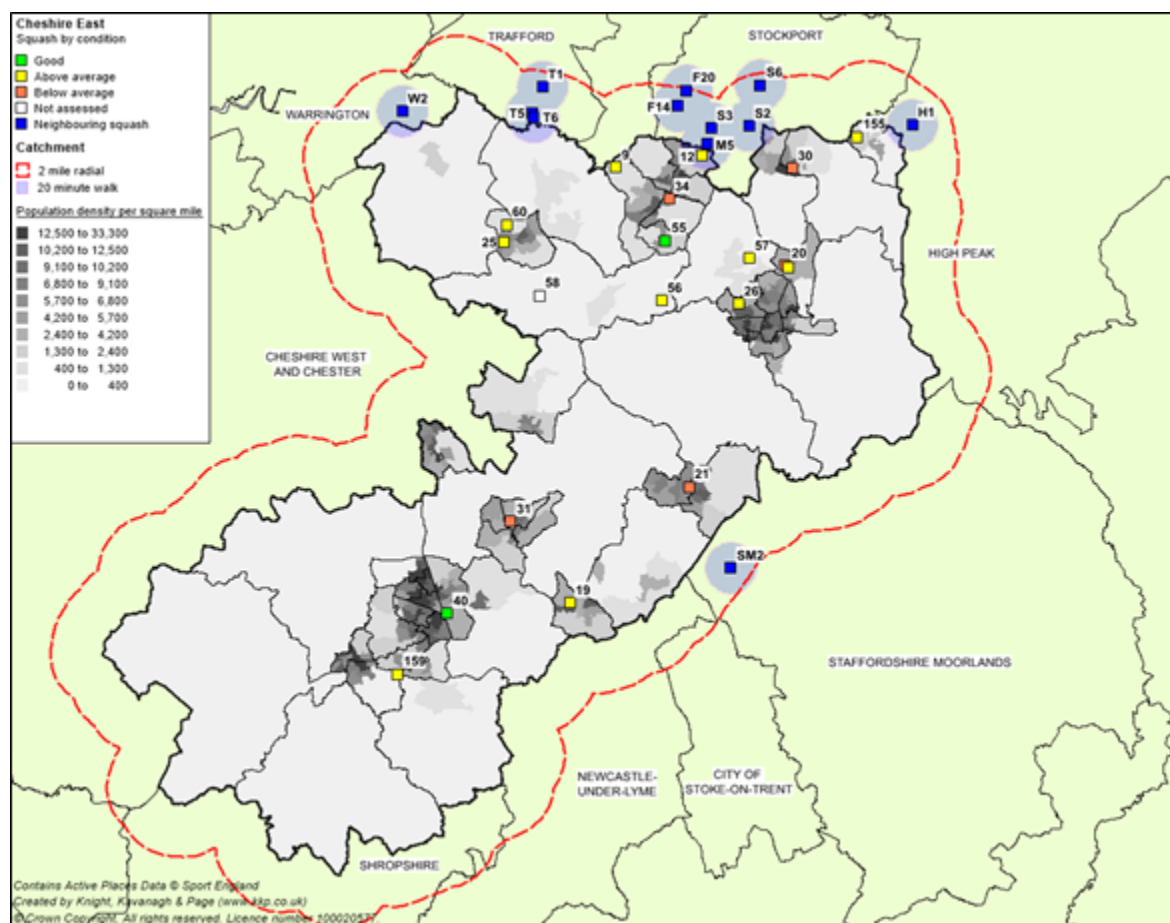


Table 9.1: Cheshire East Squash facilities

Map ID	Site Name	Access Policy	Courts	Glass Backed	Condition
9	Spindles Health & Leisure	Pay and Play	1	0	Above average
12	Total Fitness (Wilmslow)	Registered Member	3	0	Above average
19	Alsager Leisure Centre	Pay and Play	3	0	Above average
20	Bollington Health & Leisure Centre	Pay and Play	1	0	Below average
20	Bollington Health & Leisure Centre	Pay and Play	0	1	Above average

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Map ID	Site Name	Access Policy	Courts	Glass Backed	Condition
21	Peter Mason Leisure Centre	Pay and Play	3	0	Below average
25	Knutsford Leisure Centre	Pay and Play	1	0	Above average
26	Macclesfield Leisure Centre	Pay and Play	4	0	Above average
30	Poynton Leisure Centre	Pay and Play	1	0	Below average
31	Sandbach Leisure Centre	Pay and Play	2	0	Below average
34	Wilmslow Leisure Centre	Pay and Play	3	0	Below average
40	Total Fitness (Crewe)	Registered Member	0	2	Good
55	Alderley Edge Cricket Club	Sports Club/Comm. Assoc.	2	0	Good
55	Alderley Edge Cricket Club	Sports Club/Comm. Assoc.	0	2	Good
56	Club AZ	Registered Member	2	0	Above average
56	Club AZ	Registered Member	1	0	Above average
57	Prestbury Squash Rackets Club	Pay and Play	4	0	Above average
58	Nuffield Fitness & Wellbeing Centre	Private Use	1	0	Not assessed
60	Knutsford Sports Club	Registered Member	2	0	Above average
155	Disley Amalgamated Sports Club	Sports Club/Comm. Assoc.	1	0	Above average
159	Crewe Vagrants Sports Club Ltd	Registered Member	2	0	Above average
159	Crewe Vagrants Sports Club Ltd	Registered Member	1	0	Above average

9.1 England Squash and Racketball (ESR)

Consultation with ESR identifies that participation in squash will be increased and enhanced by 11,000 across three platforms, education, leisure providers (commercial & public) and clubs. This work will be done through four key principles – Prioritisation, Technology, Insight, and Business to business. Recently APS showed a 15,200 increase in squash participation with the NGB on track to continue to sustain participation throughout the remainder of the current strategy period.

Squash 57 is the new innovative name for Racketball, as it fits within the squash family. The name change from October 2016 is intended to change the perception of the game and bring it in line with squash, which will enable the sport to continue to grow. The 57 element is built around the diameter of the ball which should be played with, this previously has not been standardised.

Cheshire East was until recently a priority area for ESR, which will be reviewed again when the new 2017-2021 strategy is released. ESR will be prioritising areas across the country and given that Cheshire East has quite a large stock of public squash courts (in comparison to other areas) it will determine if Cheshire East fits the criteria within the facilities and

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development elements of its strategy. Facilities with 3 courts or more are best placed to deliver a good sustainable squash programme.

Key public sites in the CE area are Wilmslow Leisure Centre, Macclesfield Leisure Centre and Alsager Leisure centre. Key clubs for the area are:

- ◀ Crewe Squash Club
- ◀ Prestbury Squash Club
- ◀ Macclesfield Squash Club
- ◀ Knutsford Squash Club

ESR has highlighted the need for a better squash programme across all sites and for clubs and leisure operators to work in collaboration to develop the programme and playing opportunities, and for coaches to be available especially at off peak times.

ESR is concerned that the loss of courts in the area could affect the growth of the sport and programme delivery. The NGB has support in place for public facilities and clubs to grow and sustain participation to prevent courts sitting empty.

The Leisure operator (ESAR) and the Council have identified the need to improve the quality of the health and fitness offer at Sandbach LC and have developed plans to develop this in the two squash courts currently available on site. This will reduce the level of squash provision in the area.

Squash and Racketball (Squash 57)

- ◀ 1.3% (3,675) of people currently plays squash and racketball and a further 0.8% (2,250) indicate that they would like to, giving an overall total of 2.1% (5,926).
- ◀ 3.9% of Ben's play squash and racketball, which is the largest proportion of any group playing squash and racketball, closely followed by the Tim segment at 3.4%.
- ◀ The groups with the largest of the local population playing squash and racketball are the Tim's (31.1%) and Philip's (18.9%).
- ◀ The groups with the most people who would like to play are Tim (26.4%) and Philip (19.6%).
- ◀ The main group to target, for additional players due to size and interest is, therefore Tim.

9.2 Summary – Squash

Quantity

- ◀ Cheshire East has a relatively good supply of squash courts with nine sites providing three or more courts.
- ◀ Macclesfield, Wilmslow, Alsager, Total Fitness and Prestbury are key sites for England Squash & Racketball as they can offer a good squash programme as they have 3 or more courts. Other sites with 3 or more courts include: Crewe Vagrants, Club AZ, Peter Mason LC and Alderley Edge Cricket Club.

Quality

- ◀ The majority of squash facilities in the area are rated good or above average; although four facilities operated by the Everybody Sport and Recreation Trust are below average.

Accessibility

- ◀ There is a mixture of access policies for the sites.
- ◀ There are 10 sites with squash courts within 2 mile of the Cheshire East boundary.

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Availability

- ◆ There will be a loss of 2 squash courts at Sandbach LC as a result of a health and fitness development.

9.3 Fives

Eton Fives is a hand-ball game, played in a three-sided court. It is only played as "doubles". Players wear padded leather gloves, since the ball (which is slightly large than a golf-ball and made of rubber and cork) is quite hard. It is in the same sporting "family" as other hand ball games

Fives is a sport that is in essence one of the oldest, simplest & most natural games in the world. It is played in a court smaller than a squash court and the game consists of hitting a ball up against a wall. Leather gloves are usually worn, but the game can be played bare handed with a tennis ball or other soft balls.

The code of Eton Fives is slower in some respects with a three walled court that has added features of ledges on the walls, a step across the middle, and a buttress on the left hand side of the court. It is a game of hazards, where in the irregular court, the ball bounces around like a pinball against its features, but you learn how it behaves so rallies can last for 30 to 40 shots.

In Cheshire East there is one Fives court located at Beech Hall School in Macclesfield. The school has developed the court to add to the sporting offer to the senior age students at the school and intend to compete in national competitions.

The court is reported to be of above average quality and accessible only by the students and staff at Beech Hall School.

9.4 Indoor tennis

There are no indoor tennis centres within Cheshire East at present. The main provision of indoor tennis centres lies to the North and North West of the Borough and consist of a range of David Lloyd clubs, LTA indoor tennis centres and tennis club facilities. Consultation has not identified any aspiration from any specific clubs or organisations to develop an indoor tennis facility.

The key challenge for indoor tennis facilities is that they have an income profile over six months (i.e. winter months) with the majority of users preferring to play outdoors in the summer months. Therefore, the business case for a successful indoor tennis facility relies heavily on maximising income over the winter months in order to sustain the facility. In fact many club based indoor tennis facilities require ancillary facilities to provide a sustainable income source over the full year and many have provided health and fitness or café/bar facilities to provide this financial underpinning.

There is currently an under supply of indoor tennis facilities in the area, which is likely to increase as the population grows. However, any development is unlikely to be provided through public sector funding and will need to be economically sustainable from the outset. There is currently no identified appetite or funding from the tennis community to develop a new indoor tennis facility within the area.

SECTION 10: SETTLEMENT ANALYSIS SUMMARY

The following has been calculated using the indicative population figures in Table 2.2 and the sports facilities calculator, both are indicators and are not prescriptive or definitive and are likely to change.

Alsager:

There is one six court hall (below average), one four lane 25m pool (above average) three squash courts and two fitness gyms with a combined total of 69 stations in facilities in the area.

There is planned investment in Alsager Leisure Centre for a gym extension and two new studio spaces to improve the health and fitness offer in the area.

It is anticipated that there will be 2,000 new homes in the area which will increase the population by 3,201 people creating additional demand for 1 badminton court (halls), 0.5 of a swimming pool lane.

Key challenge: to improve the quality of the sports hall provision in the area.

Congleton:

There is one six court hall (Peter Mason Leisure Centre) and two four court sports halls (Congleton High and Eaton Bank Academy). There is a six lane 25m pool and 3 squash courts (PMLC) and a total of 150 community use fitness stations.

At the time of audit there is a planned redevelopment of the Peter Mason Leisure Centre which will enhance the leisure offer at the site. In part this redevelopment will be 'commercially led' in order to ensure longer term financial sustainability.

Potential risks are that the redevelopment of the Peter Mason Leisure Centre may not replace all the activity areas currently available.

Congleton is anticipated to have 4,150 new homes which will increase the population by 6,700 people creating additional demand of 2 badminton courts (halls), 1.5 lanes of a swimming pool.

Key Challenge: There is a need to retain and enhance the facility mix at Peter Mason Leisure Centre as a priority and to ensure this is financially sustainable in the longer term.

Crewe:

There are four x six court halls, four x four court halls and three x three court halls in the town. There are four good pools, each targeting a different market. There are 2 squash courts and a total of 915 fitness stations.

Given the recent opening of Crewe Lifestyles Centre, there are no indoor sports facilities developments planned at the time of audit in the area.

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The potential loss of the two x four court sports halls and 50 station fitness gym at Manchester Metropolitan University (Crewe) campus would negatively impact on the availability of provision for the local community.

Crewe is planned to have 7,700 new homes which will increase the population by 12,401 creating additional demand for 3.5 badminton courts, and 2.5 lanes of a swimming pool.

Key challenge: to retain the sports halls at the Manchester Metropolitan University (Crewe) campus or to negotiate suitable replacement facilities within an appropriate location within the town.

Handforth:

There are is one fitness gym (good quality) with 145 community accessible stations.

It is anticipated that there will be 2,200 new houses which will increase the population by 3,501 creating a small increase in demand for indoor sports facilities, which is not sufficient to warrant any new sports halls or pools. Handforth is adjacent to Wilmslow and key settlements within the adjoining authority and can potentially be served by core sports facilities within these areas. However, this does not negate the potential need for smaller scale community facilities.

Key challenge: To ensure that the increased demand for sports facilities as a result of the development of new housing in Handforth can be accommodated within strategic development in Wilmslow and/or the adjacent authority. To consider how community facilities within Handforth can accommodate physical activity programmes for localised demand.

Knutsford:

There is one six court hall, one four court hall and one three court hall. The six and four court halls are rated below average. There is one four lane 25m pool (below average), two squash courts and 71 community accessible fitness stations.

It is anticipated that there will be 950 new houses and a population increase of 1,501 people creating additional demand for 0.5 badminton courts, and 0.5 lanes of a swimming pool.

Key challenges: To improve the quality of sports halls and increase the quality and provision of both water space and fitness provision available within the town.

Macclesfield:

There is one eight court hall, one six court hall, two four court halls, and one three court hall. Only the 3 court hall is rated below average, the others are above average.

In terms of swimming pools, there is one 8 lane 25m pool, one 20m 4 lane pool; both of which are community pools and two smaller pools within fitness clubs (DW fitness and The Club & Spa at the Shrigley Hall Hotel & Golf Country Club). There are 23 squash courts and a total of 435 community accessible fitness stations.

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In general the quality of facilities in the area is good with no major causes for concern at this stage.

There is planned development in the area at the Kings School Macclesfield, which will consist of a new six court sports hall and six lane 25m pool. In addition to this there are plans to redevelop the Club AZ facilities at Alderley Park (although this is slightly outside of the area). Both of these facilities will have community access as well as their core education and employment use respectively.

It is anticipated that there will be 4,250 new houses in the area which will increase the local population by circa 6,800 people. The majority of development will be in the south of the town, whereas the majority of the community accessible facilities are located to the north or just outside of the town. New housing growth and increased population will generate additional demand for 2 badminton courts, and 1.5 lanes (swimming pools).

Key challenge: to provide access to community facilities for existing and new residents in the south of the town.

Middlewich:

There is one six court hall (below average quality) and two below average rated fitness gyms with a combined total of 59 stations. Although Everybody Sport and Recreation Trust manages Middlewich LC as if there is a community use agreement in place; however no formal agreement exists.

It is anticipated that there will be 1950 new homes which will increase the population by 3,101 people creating a demand for an additional 1 badminton courts, and 0.5 lanes of a swimming pool.

Middlewich is within the catchment area of the Winsford Lifestyle Centre (in Cheshire West) and Sandbach Leisure Centre, both of which are within 10 minute's drive. However, there is still a need to ensure that the quality of Middlewich LC is improved in order to sustain community demand.

Key challenge = future investment should be to improve the quality of the Middlewich Leisure Centre.

Nantwich:

There are two six court halls, and one three court hall all are rated below average. There is one public accessible six lane 25m pool and one small commercial pool at Rookery Hall. An outdoor brine pool is also available on a seasonable basis in the area. There are three squash courts and a combined total of 161 fitness stations available for use. It is also worth noting that the Council owned health and fitness provision is spread over two sites.

There is a planned development of indoor sports facilities at Reasheath College where a four court sports hall is planned.

It is anticipated that there will be 2,050 new homes which will increase the population by 3,301, creating demand for an additional 1 badminton court sports hall and 0.5 lanes of a swimming pool.

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Key challenge: Given that the provision of sports halls is limited to educational sites, it is imperative that community use agreements are secured for these sites and that their quality is improved. In order to maximise the impact of and income from health and fitness it would make sense to concentrate provision on a single site, ideally at Nantwich Pool & Fitness Centre.

Poynton:

There is one six court sports hall, a 4 lane 20m pool, one squash court and 50 station fitness suite, all available at Poynton Leisure Centre.

It is anticipated there will be 650 new homes which will increase the population by 1,001 people creating demand for an additional 0.5 badminton courts (halls), and 0.5 lanes of a swimming pool. There is currently an under supply of water space in this area as well as the need to improve the quality of the health and fitness offer.

Key challenge: To increase the size of the swimming pool and available water space and to Ensure the maximum community use during the day, alongside improving the quality of the health and fitness offer.

Sandbach:

There is one six court sports hall a four court hall (both of which are below average quality). There is also one 5 lane 25m pool and a 4 lane 22m pool (both of which are below average quality). There are two squash courts and a total of 51 fitness stations available.

There are plans to convert the squash provision at Sandbach LC to accommodate increased demand for health and fitness in the area. This will result in the loss of both courts.

It is anticipated that there will be 2,750 new homes which will increase the population by 3,401 creating additional demand for a one badminton court sports hall and 1 lane of a swimming pool.

Key challenge: need to improve the quality of the sports halls and swimming pools in the area, especially at Sandbach LC, where the investment in health and fitness will highlight this more acutely.

Wilmslow:

There are three four court sports halls located at Wilmslow LC and Wilmslow High School. Swimming pool provision is relatively high with one 5 lane 25m pool at Wilmslow LC, a 6 lane 25m pool at Total Fitness and three smaller pools located at fitness facilities. There are seven squash courts and a total of 513 fitness stations.

In general the quality of provision appears to be good, other than at Wilmslow LC which is currently below average quality.

It is anticipated that there will be 900 new homes which will increase the population by 1,401 creating demand for an additional 0.5 badminton court, and 0.5 swimming pool lanes. Therefore, the currently supply would appear to be adequate for the local demand. However,

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this also needs to be reviewed within the context of future housing growth in Handforth which is in close proximity to the Wilmslow catchment.

Key challenge: To take account of housing and population growth in both Wilmslow and Handforth and to improve the quality of the facilities currently available at Wilmslow LC.

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SECTION 11 SWOT ANALYSIS

The following SWOT analysis identifies key issues for discussion;

11.1 Strengths

- Cheshire East recognises the importance of its leisure facility stock to health and well-being and is committed to its retention via the presumption (in Planning Policy) against any net loss of active sport and leisure facilities in the Borough.
- There is a good spread of high quality community accessible sports halls.
- There has been, and there is investment into integrated services buildings “lifestyle” centres in the Borough.
- The area is served by a relatively high number of 6 court sports halls.
- Almost all school sports hall sites offer some level of community access.
- Most sports venues are located in areas of higher population density; for example 82% of residents live within a 20-minute walk time of a 3+ court hall.
- Almost all 3 courts plus halls offer in excess of 20 hours community use.
- Swimming is popular in Cheshire East; with all of the areas accessible swimming pools being well used by both the public and a range of aquatic clubs.
- The health and fitness offer in Cheshire East is strong with the majority of the stock either good or above average.
- Cheshire East has seen a 5% increase in activity since 2005 and is now the most active authority in the North West. The area is characterised by having key areas of affluence with a high propensity to participate in sport and physical activity.
- The area has a higher than average % of population with sports memberships and sports participation; with gym and swimming being the most popular activities
- 94% of the swimming demand is thought to be satisfied.
- 37 of the 50 health and fitness gyms assessed are rated as good or above average.

11.2: Weaknesses

- Average age of swimming pools is 39 years old.
- The absence of any publicly accessible (non-commercial) indoor tennis, and indoor bowls.
- Some school sports halls are not suitably sized for the main traditional sports (i.e. netball and basketball)
- The school use of Macclesfield LC (i.e. Fallibroome and Kings School Macclesfield) has a more profound negative impact on community use during the daytime than other areas.
- Just under half of the sports hall stock is rated below average, with changing facilities slightly worse than this.
- The future of Manchester Met (Crewe Campus) is uncertain at this stage and requires clarification. The loss of this site will have a negative impact on the provision within the area.
- Basketball, gymnastics and netball have capacity to increase participation but are hindered by the lack of available facilities at appropriate times.
- Strategic programming of sports is required to ensure that there is sufficient access for a range of sports e.g. focusing specific sports within specific facilities.
- There are five facilities theoretically full or operating at capacity.
- Crewe and Macclesfield are identified as areas with a “poorer share” of sports halls
- Knutsford and Sandbach are identified as areas with poor quality swimming pools; but there are no plans currently in place to address this.
- The size and scale of the public sector health and fitness offer limits its ability to attract high

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numbers of members.

- It would appear that liaison between the Everybody Sport and Recreation Trust and NGBs is minimal and that this role is performed by the Council.

11.3 Opportunities

- There is a large market of people wanting to participate in Health and fitness activities (22,000) which the Council and its operator could take advantage of.
- There are a number of sites with aspirations to develop facilities to meet the needs of the community.
- The potential exists to focus sports within specific facilities to enable them to grow and expand, thus increasing participation e.g. (netball, basketball and gymnastics).
- The redevelopment of Peter Mason LC presents an opportunity for the Council and the Everybody Sport and Recreation Trust to punctuate the programming of the centre and develop a clear sports development based programme in partnership with NGBs.
- The development of indoor facilities at the Kings School Macclesfield (which will be available for community use) and Alderley Park presents an opportunity for the Council and its partners to develop a co-ordinated programme; which delivers improved access arrangements for all residents.
- There is significant housing growth planned for CE which will increase demand as well as provide potential sources of funding to invest in facilities.
- The potential re-location of the Manchester Met (Crewe Campus) presents an opportunity to retain relatively new sports facilities for community use.
- Squash is a sport where Cheshire East has an exemplar stock of facilities and is a potential area to develop a close working relationship with the NGB.

11.4: Threats

- The Council and Everybody Sport and Recreation Trust will need to operate within a climate of increasing financial constraints.
- Cheshire East will need to deal with increasing age related health challenges of its resident population.
- The potential relocation of Manchester Met (Crewe campus) could result in the loss of a community accessible sports facility within the area.
- If the Council and Trust do not develop a strategy to deal with poor quality facilities their quality will continually decline and usage suffer.
- If the Council and Everybody Sport and Recreation Trust does not improve the quality of the health and fitness offer across the Borough this may attract an increasing budget gym offer; which will in turn undermine the financial sustainability of the Trust.
- The development of new sports facilities in the Stockport area could have a negative impact on the trading position of those facilities located adjacent to the border.
- The absence of strategic programming of facilities could impact negatively on participation growth within certain sports.
- Not protecting access to school sports halls with binding community use agreements could lead to a potential loss of access for the community.
- Not enough facilities available in the daytime to accommodate for the aging population.

11.5: Strategic recommendations

The following strategic drivers should be considered within the next stage of the process in order to develop the medium to long term indoor and built facilities strategy for Cheshire East:

- ◀ Continue to maintain key facilities to their current quality by ensuring sufficient funds are available to do so.
- ◀ Identify funding to replace or substantially upgrade existing facilities which are beyond their anticipated life expectancy.
- ◀ Protect community access to key facilities (through community use agreements) where there is no agreement in place and there is the potential risk that facilities could fall out of community use.
- ◀ Ensure that the community use of any new facilities developed are protected by community use agreements.
- ◀ Maximise the investment into existing and new sports facilities through the effective use of the Council's planning system.
- ◀ Ensure that the indoor and built provision required for the future also links to the findings within the Playing Pitch Strategy.
- ◀ The strategic programming of sports facilities to ensure that there is sufficient access for a range of key sports to enable them to grow and increase participation.
- ◀ Where appropriate work with key clubs to identify opportunities to develop specialist facilities for their individual sports.
- ◀ Improve the quality of the health and fitness offer across key facilities in order to improve the financial sustainability of the Everybody Sport and Recreation Trust.
- ◀

APPENDIX 1: ADDITIONAL BACKGROUND INFORMATION

Local Infrastructure plan:

Recreation and sporting facilities

6.51 The provision of public indoor sports facilities is a discretionary service provided by the Council, but one that is highly valued by local communities. Indoor sports facilities provide a vital opportunity for residents to engage in physical activity and they therefore play a key role in maintaining and improving the health of the public generally.

6.52 Private/commercial provision exists throughout most of the Borough; however this does not cater for a variety of sports for the whole community, unlike Council provision.

6.53 There are many formal joint use agreements with the Schools. These can cause issues when looking to expand facilities due to the strict boundaries involved.

6.54 Having taken account of the development proposed in the Local Plan Strategy the capacity issues are as follows:

In Alsager:

The Council will look to retain the existing leisure facilities and swimming pool but enhance and improve them in the future by negotiating capital contributions from any future planning applications.

This additional funding would be used to enhance and add additional capacity particularly in respect of the swimming pool and the health and fitness offer.

In Congleton:

The Leisure Centre is now outdated with a poor layout making it difficult to convert and adapt the existing facilities.

It requires significant investment for modernisation and upgrading. The existing site is well located and there is room for redevelopment and/or expansion.

There is a strategic aspiration to develop an integrated Lifestyles Centre combining leisure facilities and programmes with related programmes offered by adult services, children and families and potentially library and associated services, retaining the pool in situ and building around it.

In Crewe:

The size, age and layout of the existing swimming pool complex at Crewe is now inadequate to meet modern day needs and local demand. Currently plans are advanced to provide a new replacement pool as part of the single integrated Lifestyle Centre.

The facility is intended to integrate and rationalise other existing leisure, adult day care and children and families' services and facilities currently operated elsewhere in older buildings less fit for modern day needs and requirements.

Further expansion of the new facility could also be possible to meet any short to medium term demand arising from any new housing developments in Crewe subject to the provision of additional developer contributions.

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In Holmes Chapel:

Emerging plans for further housing development and population growth could be met by existing indoor and outdoor dry sports facilities available but further pressures could emerge on the already stretched nearest swimming pool provision in Sandbach and Congleton.

In Knutsford:

The Leisure Centre is now in need of further investment and refurbishment and the lack of sufficient capacity to meet growing educational and community demands, and in particular the small swimming pool, needs to be addressed.

The current layout of the indoor facilities, and in particular the swimming pool, is constrained, which will make the development of further capacity at the site more difficult than similar facilities elsewhere.

The current all weather pitch is of the sand filled variety and will need re-laying and refurbishing, preferably as a 3G surface, in the next 2 to 3 years.

In Macclesfield:

Some further modest investment in the existing Leisure Centre and athletics stadium would re-shape and enhance the offer and capacity available there to meet growing needs for this side of the town as part of the 'leisure corridor' involving the Leisure Centre, Fallibroome High School and the Rugby Club.

Further consideration needs to be given to the possibilities for developing extra dry and wet leisure provision for the South and East of the town. In Middlewich:

In Middlewich:

There are currently no formal agreements in place to make sure that the existing facilities remain available for local people at Middlewich Leisure Centre in the future.

The lack of any swimming pool in the town places additional pressure on the nearest alternative swimming (and small) pool at Sandbach and on the pool provided by Cheshire West and Chester Council at Winsford.

KKP Comment: whilst there is no community use agreement in place at Middlewich High School, all parties work to a previous agreement that has been in place for many years.

In Nantwich:

Whilst the recent investment has significantly improved the quality of the facilities available and the capacity of the venue for health and fitness programmes, future demand pressures from developments in and around the town would continue to affect the limited indoor swimming capacity, particularly when the outdoor pool is not available.

A scheme has been proposed in the past involving the provision of a retractable roof system designed to bring the outdoor pool into all year round use, and therefore increase available water space and swimmer capacity, whilst retaining the unique nature and attraction of outdoor swimming during the summer months and when the weather is favourable. However, to date, the necessary funding for such a scheme has not been available.

In Poynton:

The small 20m, four-lane swimming pool is a third of the size of the nearest alternative pool provision at Wilmslow Leisure Centre and community use is also severely restricted Monday

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to Friday during term time due to programming demands of the High School and local primary schools.

Given the growing population in the Poynton area an increase in the size of the available swimming pool would help meet growing community demand whilst retaining capacity to meet educational requirements.

The dry facilities would benefit from improved outdoor sports facility provision such as a floodlit 3G pitch shared with the High School.

In Sandbach:

Access to the main leisure facilities, and in particular to the small swimming pool, for community programmes is very restricted, particularly during the day due to the demands for educational use.

Plans for further housing and population growth in and around the town would mean that there is a case for further investment and the development of extra capacity in terms of the swimming pool, particularly if no additional pool provision is likely in nearby Middlewich and Holmes Chapel.

Site constraints would, however, make further investments and expansion difficult to achieve on this site.

KKP Comment: It is understood there is currently a proposal for a capital investment to create a new fitness gym on the site.

In Shavington:

The artificial floodlit pitch will need refurbishment and upgrading to 3G in the next 2 to 3 years.

In Wilmslow:

Although key areas of the Leisure Centre need further refurbishment and modernisation in the main, the capacity of the current facilities provided by the Centre are adequate to meet local demand other than at very peak times.

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Social Infrastructure Delivery Schedule











6.55 The Infrastructure Delivery Schedule in Table 5 identifies the particular schemes that aim to address the capacity issues identified for social infrastructure.

Project	Location	Status	Timescale of delivery	Estimated cost of provision	Funding sources	Committed funds (including CIL/S106 split)	Funding gap	Responsibility	Notes
Recreation and sporting facilities									
Extra pool lane and additional health and fitness accommodation and improvements to main entrance and reception area	Alsager	To be confirmed	Unknown	£1.5m	Developer contributions	None	£1.5m	Cheshire East Council in partnership with the proposed Leisure Trust	
Lifestyle Centre	Congleton	To be confirmed	Unknown	£10m	Developer contributions of £2m to £3m	None	£10m	Cheshire East Council in partnership with the proposed Leisure Trust	
Lifestyle Centre	Crewe	Programmed	Completion Jan 2015	£15m	Council's Capital Programme.	£15m	Fully funded	Cheshire East Council in partnership with the proposed Leisure Trust	
Expansion of the Lifestyle Centre to include a sports hall and extra pool lanes	Crewe	To be confirmed	Unknown	£3m	Developer Contributions	None	£3m	Cheshire East Council in partnership with the proposed Leisure Trust	
Additional dry and wet leisure provision to serve the south and east of Macclesfield	Macclesfield	To be confirmed	Unknown	£10m	Unknown	None	£10m	Cheshire East Council in partnership with the proposed Leisure Trust	
Modest investment in Leisure Centre and athletics stadium	Macclesfield	To be confirmed	Unknown	£100,000	Unknown	None	£100,000	Cheshire East Council in partnership with the proposed Leisure Trust	
Total recreation and sporting facilities funding gap of costed schemes							£27,100,000		

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APPENDIX 2: SPORT ENGLAND MARKET SEGMENTATION SEGMENTS

	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30 3x30	% Eng- popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
	Ben Competitive Male Urbanites Also known as Josh, Luke, Adam, Matesuz, Kamil	Male, recent graduates, with a 'work-hard, play-hard' attitude. <i>Graduate professional, single.</i>	18-25	ABC1	69% 39%	4.9%	Ben is a heavy internet user, using it for sports news, personal emails, social networking and buying films, games and tickets. He is highly responsive to internet advertising.		Ben is a very active type and takes part in sport on a regular basis. He is the sportiest of the 19 segments. Ben's top sports are football (33%), keep fit/ gym (24%), cycling (18%), athletics including running (15%) and swimming (13%).
	Jamie Sports Team Lads Also known as Ryan, Nathan, Ashley, Adeel, Pawel	Young blokes enjoying football, pints and pool. <i>Vocational student, single.</i>	18-25	C2DE	59% 31%	5.4%	Jamie is a prolific mobile phone user and as uses this as a primary source of information. He likes to text rather than talk, and uses 3G for sports results and SMS text information services.		Jamie is a very active type that takes part in sport on a regular basis. Jamie's top sports are football (28%), keep fit and gym (22%), athletics including running (12%), cycling (12%) and swimming (10%).
	Chloe Fitness Class Friends Also known as Nisha, Sophie, Lauren, Charlotte, Lucy	Young image-conscious females keeping fit and trim. <i>Graduate professional, single.</i>	18-25	ABC1	56% 23%	4.7%	Chloe is a heavy internet and mobile phone user. She uses her mobile to keep in contact with friends and family, preferring this to her landline. Chloe has a new 3G phone which provides internet access but is still likely to use text as her first source of information.		Chloe is an active type that takes part in sport on a regular basis. Chloe's top sports are keep fit/ gym (28%), swimming (24%), athletics including running (14%), cycling (11%) and equestrian (5%).
	Leanne Supportive Singles Also known as Hayley, Kerry, Danielle, Nisha, Saima	Young busy mums and their supportive college mates. <i>Student or PT vocational, Likely to have children.</i>	18-25	C2DE	42% 17%	4.3%	Leanne is a light internet user and a heavy mobile phone user, using this instead of a landline to contact friends. She uses SMS text services and also entertainment features on her mobile. Leanne's mobile is likely to be pay-as-you-go and she responds to text adverts.		Leanne is the least active segment of her age group. Leanne's top sports are keep fit/ gym (23%), swimming (18%), athletics including running (9%), cycling (6%) and football (4%).
	Helena Career Focused Female Also known as Claire, Tamsin,	Single professional women, enjoying life in the fast lane. <i>Full time professional, single.</i>	26-45	ABC1	53% 19%	4.6%	Helena always has her mobile and PDA on hand so that she is contactable for work and social calls. She is a heavy internet user, but mainly from home, and uses this as her primary source of information.		Helena is a fairly active type that takes part in sport on a regular basis. Helena's top sports are keep fit/ gym (26%), swimming (22%), cycling (11%), athletics including running (9%), and equestrian (3%).









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	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30 3x30	% Eng- popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
	Fiona, Sara, Joanne								
	Tim Settling Down Males Also known as Simon, Jonathan, Jeremy, Adrian, Marcus	Sporty male professionals, buying a house and settling down with partner. <i>Professional, may have children, married or single.</i>	26-45	ABC1	62% 27%	8.8%	Tim's main source of information is the internet -he uses this for information on property, sports and managing his finances. He is a heavy mobile phone user and likes to access information 24/7. Tim will often buy things online and is relatively likely to use SMS text alerts and 3G services.		Tim is an active type that takes part in sport on a regular basis. Tim's top sports are cycling (21%), keep fit/ gym (20%), swimming (15%), football (13%) and golf (7%).
	Alison Stay at Home Mums Also known as Justine, Karen, Suzanne, Tamsin, Siobhan	Mums with a comfortable, but busy, lifestyle. <i>Stay-at-home mum, children, married.</i>	36-45	ABC1	55% 20%	4.4%	Alison is a medium TV viewer and may have a digital package, but is unlikely to respond to TV advertising. She is a medium internet user and is unlikely to respond to internet advertising, but will use it as a source of information to aid her decision-making. She has a pay-as-you-go mobile for emergencies, but prefers to use her landline.		Alison is a fairly active segment with above average levels of participation in sport. Alison's top sports are: keep fit/ gym (27%), swimming (25%), cycling (12%), athletics including running (11%), and equestrian (3%).
	Jackie Middle England Mums Also known as Andrea, Cheryl, Deborah, Jane, Louise	Mums juggling work, family and finance. <i>Vocational job, may have children, married or single.</i>	36-45	C1C2 D	47% 16%	4.9%	Jackie is a medium TV viewer, enjoying soaps, chat shows and dramas, and has Freeview digital channels. She is a light and cautious internet user, but has been encouraged by her children's prolific usage and is becoming more confident herself.		Jackie has above average participation levels in sport, but is less active than other segments in her age group. Jackie's top sports are keep fit/ gym (22%), swimming (20%), cycling (9%), athletics including running (6%), and badminton (2%).
	Kev Pub League Team Mates Also known as Lee, Craig, Steven, Tariq, Dariusz.	Blokes who enjoy pub league games and watching live sport. <i>Vocational job, may have children, married or single.</i>	36-45	DE	43% 17%	5.9%	Kev is a heavy TV viewer, likely to have a digital or cable package for extra sports coverage. He is a heavy radio listener and is likely to favour local commercial stations. Kev uses his mobile phone for social reasons but will not respond to text advert.		Kev has above average levels of participation in sport. Kev's top sports are keep fit/ gym (14%), football (12%), cycling (11%), swimming (10%) and athletics including running (6%).
	Paula Stretched Single Mums Also known as	Single mums with financial pressures, childcare issues and little time for pleasure.	26-45	DE	36% 13%	3.7%	Paula is a heavy TV viewer, enjoying quiz and chat shows, reality TV and soaps. She is likely to have a digital or cable package. Paula does not have internet access at home, and is a heavy mobile		Paula is not a very active type and her participation is lower than that of the general adult population. Paula's top sports are keep fit/ gym (18%), swimming (17%), cycling (5%),











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	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30 3x30	% Eng- popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
	Donna, Gemma, Shelley, Tina, Tammy	<i>Job seeker or part time low skilled worker, children, single.</i>					phone user, although this is likely to be pay-as-you-go.		athletics including running (4%) and football (3%).
	Philip Comfortable Mid Life Male Also known as Graham, Colin, Keith, Stuart, Clive	Mid-life professional, sporty males with older children and more time for themselves. <i>Full time job and owner occupied, children, married.</i>	46-55	ABC1	51% 20%	8.7%	Philip is a medium TV viewer, likely to have digital and use interactive services for sports and business news. He is a heavy radio listener. Philip is comfortable purchasing over the phone and internet, but is unlikely to respond to SMS text alerts.		Philip's sporting activity levels are above the national average. Philip's top sports are cycling (16%), keep fit/ gym (15%), swimming (12%), football (9%), and golf (8%).
	Elaine Empty Nest Career Ladies Also known as Carole, Sandra, Penelope, Julie, Jacqueline	Mid-life professionals who have more time for themselves since their children left home. <i>Full time job and owner occupied, married.</i>	46-55	ABC1	43% 12%	6.1%	Elaine is a light TV viewer, loyal to mainstream terrestrial channels. Elaine is a medium radio listener, likely to prefer BBC Radio 2 or 4 and Classic FM. A moderate internet user, she browses news and lifestyle sites. Elaine reads broadsheets, such as the Daily Telegraph, and women's lifestyle magazines. She would not respond to sms text alerts, nor to cold-calling.		Elaine's sporting activity levels are similar to the national average. Elaine's top sports are keep fit/ gym (21%), swimming (18%), cycling (7%), athletics including running (3%) and tennis (2%).
	Roger & Joy Early Retirement Couples Also known as Melvyn, Barry, Geoffrey, Linda, Susan, Patricia	Free-time couples nearing the end of their careers. <i>Full-time job or retired, married.</i>	56-65	ABC1	38% 10%	6.8%	Roger and Joy are medium TV viewers and heavy radio listeners. They regularly read the Times of Daily Telegraph, and a local paper. They have increased their use of the internet and may now have access to it at home.		Roger and Joy are slightly less active than the general population. Roger and Joy's top sports are keep fit/ gym (13%), swimming (13%), cycling (8%), golf (6%), and angling (2%).
	Brenda Older Working Women Also known as Shirley, June, Maureen, Janet, Diane	Middle aged ladies, working to make ends meet. <i>Part-time job, married.</i>	46-65	C2DE	29% 8%	4.9%	Brenda is a heavy TV viewer and is likely to respond to TV advertising. She is a medium radio listener, preferring local commercial stations. Brenda rarely has access to the internet, and is an infrequent mobile user. She enjoys reading the Mirror or the Sun.		Brenda is generally less active than the average adult. Brenda's top sports are keep fit/ gym (15%), swimming (13%), cycling (4%), athletics including running (2%) and badminton (1%).

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	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30 3x30	% Eng- popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
	Terry Local 'Old Boys' Also known as Derek, Brian, Malcolm, Raymond, Michael	Generally inactive older men, low income, little provision for retirement. <i>Job Seeker, married or single.</i>	56-65	DE	26% 9%	3.7%	Terry is a high TV viewer, both at home and in the pub, particularly enjoying live sports coverage. He reads the tabloids on a daily basis. Terry does not use the internet, and does not feel he is missing out. He is unlikely to have a mobile phone.		Terry is generally less active than the average adult. Terry's top sports are keep fit/ gym (8%), swimming (6%), cycling (6%), angling (4%), and golf (4%).
	Norma Late Life Ladies Also known as Pauline, Angela, Irene, Denise, Jean	Older ladies, recently retired with a basic income to enjoy their lifestyles. <i>Job seeker or retired, single.</i>	56-65	DE	23% 6%	2.1%	Norma is a high TV viewer, enjoying quiz shows, chat shows, soaps and religious programmes. Most new technology has passed her by, having no internet access or mobile phone, but she uses her landline to call her family.		Norma is generally less active than the average adult. Norma's top sports are keep fit/ gym (12%), swimming (10%), cycling (2%), bowls (1%) and martial arts/ combat (1%).
	Ralph & Phyllis Comfortable Retired Couples Also known as Lionel, Arthur, Reginald, Beryl, Peggy, Marjorie	Retired couples, enjoying active and comfortable lifestyles. <i>Retired, married or single.</i>	66+	ABC1	28% 9%	4.2%	Ralph and Phyllis are medium to light TV viewers, preferring to be out and about instead. They are unlikely to have access to the internet, although it is something they are considering. They read the newspaper daily: either the Daily Telegraph or Times.		Ralph and Phyllis are less active than the average adult, but sportier than other segments of the same age group. Ralph and Phyllis' top sports are keep fit/ gym (10%), swimming (9%), golf (7%), bowls (4%), and cycling (4%).
	Frank Twilight Years Gent Also known as Roy, Harold, Stanley, Alfred, Percy	Retired men with some pension provision and limited exercise opportunities. <i>Retired, married or single</i>	66+	C1C2 D	21% 9%	4.0%	Frank is a heavy TV viewer and enjoys watching live sport and notices TV advertising, which he is influenced by. He does not use the internet and is nervous of computers. Frank reads a newspaper most days, either the Daily Mail or Express. He does not have a mobile phone.		Frank is generally much less active than the average adult. Frank's top sports are golf (7%), keep fit/ gym (6%), bowls (6%), swimming (6%) and cycling (4%).
	Elsie & Arnold Retirement Home Singles Also known as Doris, Ethel, Gladys, Stanley, Walter, Harold	Retired singles or widowers, predominantly female, living in sheltered accommodation. <i>Retired, widowed.</i>	66+	DE	17% 5%	8.0%	Elsie and Arnold are heavy TV viewers, enjoying quiz shows, religious programmes and old films. They generally do not have access to the internet or use a mobile phone, and only use their landline to call family		Elsie and Arnold are much less active than the average adult. Their top sports are keep fit/ gym (10%), swimming (7%), bowls (3%), golf (1%) and cycling (1%).

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APPENDIX 3: LIST OF ALL STUDIOS

Map Ref	Site Name	Condition
1	The Tytherington Golf & Country Club	Good
1	The Tytherington Golf & Country Club	Good
2	Energie Fitness Club	Above average
2	Energie Fitness Club	Above average
3	Cheshire Health Club & Spa	Above average
3	Cheshire Health Club & Spa	Above average
4	Alvaston Hall Country Club	Good
5	Fitness4all	Below average
6	Camm Street Centre	Below average
6	Camm Street Centre	Below average
7	Cottons Spa	Good
8	Club At Cranage Hall	Good
9	Spindles Health & Leisure	Above average
10	Mottram Hall, Cheshire	Good
12	Total Fitness	Above average
12	Total Fitness	Above average
12	Total Fitness	Above average
13	The Mere	Good
17	Rookery Hall Health Club & Spa	Good
18	Intone Fitness Centre	Below average
20	Bollington Health And Leisure Centre	Below average
21	Peter Mason Leisure Centre	Below average
22	Sir William Stanier Leisure Centre	Good
23	Crewe Lifestyle Centre	Good
23	Crewe Lifestyle Centre	Good
24	Holmes Chapel Leisure Centre	Not assessed
25	Knutsford Leisure Centre	Below average
25	Knutsford Leisure Centre	Below average
26	Macclesfield Leisure Centre	Above average
26	Macclesfield Leisure Centre	Above average
29	Nantwich Swimming Pool & Fitness Centre	Above average
30	Poynton Leisure Centre	Above average
30	Poynton Leisure Centre	Above average
34	Wilmslow Leisure Centre	Above average
34	Wilmslow Leisure Centre	Above average
35	Simply Gym Crewe	Above average
36	Holmes Chapel Community Centre	Not assessed
37	Hallmark Health Club	Above average
39	Bannatynes Health Club	Good
39	Bannatynes Health Club	Good
40	Total Fitness	Good

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Map Ref	Site Name	Condition
40	Total Fitness	Good
40	Total Fitness	Good
42	DW Sports Fitness	Above average
42	DW Sports Fitness	Above average
46	F B I Gymnasium	CLOSED
47	Ladyzone	CLOSED
50	Gymetc.	Above average
50	Gymetc.	Below average
56	Club AZ	Above average
58	Nuffield Fitness And Wellbeing Centre	Not assessed
65	Fallibroome Academy	Above average
66	Crewe Hall	Good
95	Foyer@189 (Crewe YMCA)	Not assessed
108	Lifestyle Fitness	Good
109	Chongi Academy	Not assessed
109	Chongi Academy	Not assessed
135	South Cheshire College	Good
136	Sandbach School	Below average
145	Eaton Bank Academy	Above average
150	Wilmslow High School	Above average

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APPENDIX 4: LIST OF HOUSING ALLOCATIONS

Table 4 - Housing Allocations in Cheshire East

Analysis Area	Sub Area / Settlement	Area Summary	Strategic Housing Sites and Strategic Locations	Number of Homes
Congleton	Alsager	2000 new homes	Former MMU Campus	400
			Twyfords and Cardway	550
			White Moss Quarry	350
	Congleton	4150 new homes	Congleton Business Park Extension	625
			Giantswood Lane to Manchester Road	500
			Giantswood Lane South	150
			Manchester Road to Macclesfield Road	450
			Back Lane / Radnor Park Strategic Location	750
			Tall Ash Farm	225
			Lamberts Lane	225
			Middlewich	1950 new homes
	Brooks Lane Strategic Location	200		
	Land off Warmingham Lane (Phase 2)	235		
	Sandbach	2750 new homes		
Congleton Total			5635	
Crewe		7700 new homes	Central Crewe	400
			Basford East	850
			Basford West	370
			Leighton West	850
			Leighton	500
			Crewe Green	150
			Sydney Road (incl. extended site)	525
			South Cheshire Growth Village	650
			The Shavington / Wybunbury Triangle	400
			East Shavington	275
			Broughton Road	175
Crewe Total				5145
Knutsford		950 new homes (1200 including Alderley Park)	Land north of Northwich Road	175
			Land west of Manchester Road	75
			Land east of Manchester Road	250
			Parkgate Extension	200
			Land south of Longridge	225
			Alderley Park Opportunity Site	275
Knutsford Total				1200

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Analysis Area	Sub Area / Settlement	Area Summary	Strategic Housing Sites and Strategic Locations	Number of Homes
Macclesfield		4250 new homes	Central Macclesfield	500
			South Macclesfield Development Area	1050
			Land off Congleton Road Playing Fields	300
			Land east of Fence Avenue	250
			Gaw End Lane	300
			Land south of Chelford Road	200
			Land between Chelford Road and Whirley Road	150
Macclesfield Total				2750
Nantwich		2050 new homes	Kingsley Fields	1100
Nantwich Total				1100
Poynton		650 new homes	Land adjacent to Hazelbadge Road	150
			Land at Sprink Farm	150
			Land south of Chester Road	150
Poynton Total				450
Wilmslow	Handforth (incl. NCGV)	2200 new homes	Land between Clay Lane and Sagars Road	250
			North Cheshire Growth Village	1650
	Wilmslow	900 new homes	Royal London	175
			Little Stanneylands	200
			Heathfield Farm	150
Wilmslow Total				2425

These 'Area Summary' figures comprise completions, commitments (proposed new homes with planning permission but not yet completed), Strategic Sites/Locations and future non-strategic allocations, the latter to be identified through the Council's Site Allocations and Development Policies Plan (SADPD). The SADPD will follow the preparation of the Local Plan Strategy. The 'Number of Homes' 'Total' figures relate to the indicative capacity of allocated Strategic Sites.

APPENDIX 5: ECONOMIC ACTIVITY AND EARNINGS

Table 6: Economic value of sport (Nov 2015) – Comparative overview

Measure	England		Cheshire East	
Participation impacts				
Sports & fitness memberships	£4,646.4m	22.8%	£39.0m	34.7%
Education and training	£4,630.3m	22.7%	£31.1m	27.7%
Sports equipment	£1,267.2m	6.2%	£7.8m	6.9%
Sports participation	£1,267.2m	6.2%	£9.5m	8.5%
Sportswear	£84.5m	0.4%	£0.5m	0.4%
Sub-total	£11,895.6m	58.3%	£88.0m	78.3%

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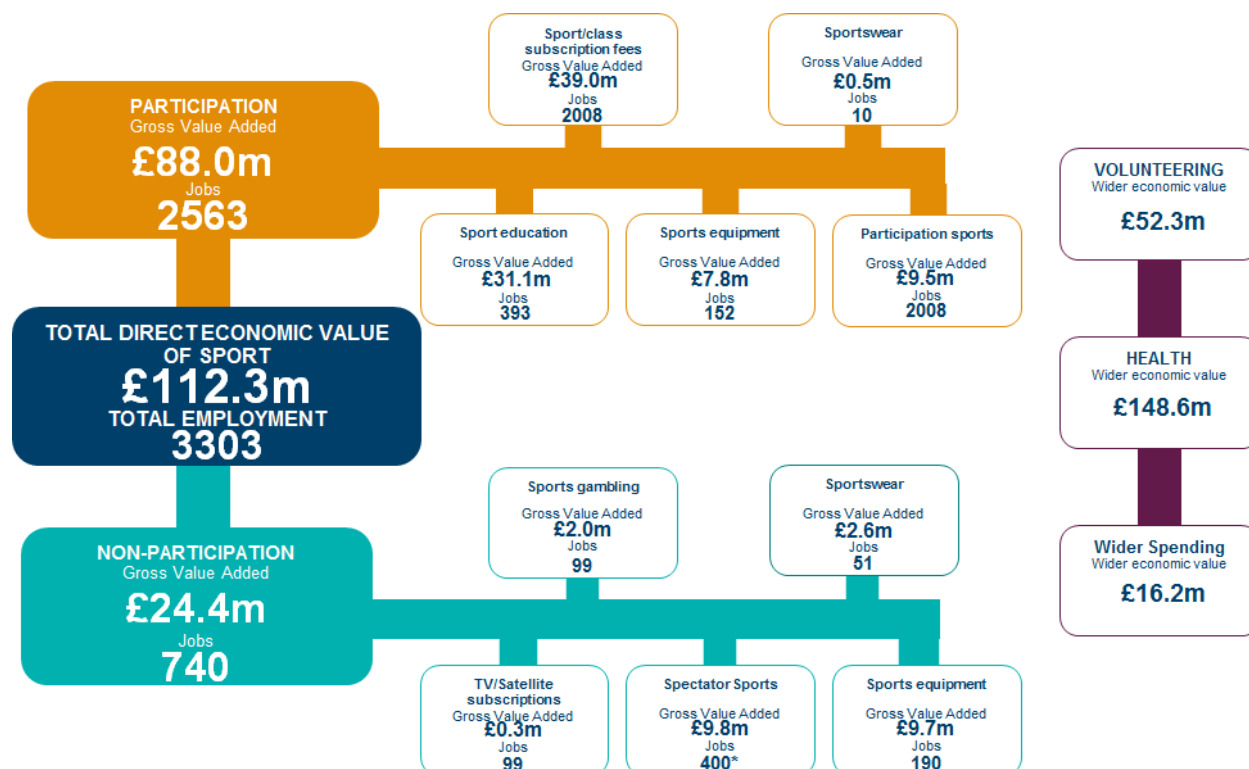
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Non participation impacts				
TV and satellite broadcasting*	£4,646.4m	22.8%	£0.3m	0.3%
Sports equipment	£1,584.0m	7.7%	£9.7m	8.6%
Spectator sports	£1,161.6m	5.7%	£9.8m	8.7%
Sportswear	£422.4m	2.1%	£2.6m	2.3%
Sports related gaming/betting	£690.0m	3.4%	£2.0m	1.3%
Sub-total	£8,504.4m	41.7%	£24.4m	21.7%
Overall total	£20,399.9m	100.0%	£112.3m	100.0%

Note: Totals in local authority based figures may differ slightly due to rounding

* This relates GVA to employment connected to broadcasting as opposed to subscriptions by area.

Figure 7: Economic impact of sport – Cheshire East (Source: Sport England 2015)



APPENDIX 6: SPORTS HALLS INCLUDED WITHIN FPM ARE:

Alsager Leisure Centre	Victoria Community Centre (CLOSED)
Eaton Bank School	Alderley Edge School For Girls
Holmes Chapel Leisure Centre	Club AZ
Middlewich Leisure Centre	Egerton Youth Club
Sandbach Leisure Centre	Fallibroome Academy
Sandbach School	Knutsford Leisure Centre
Brine Leas School	Macclesfield College
Legends Health & Leisure Centre	Macclesfield Leisure Centre
Malbank School And Sixth Form College	Poynton Leisure Centre
Reaseheath College	The Macclesfield Academy

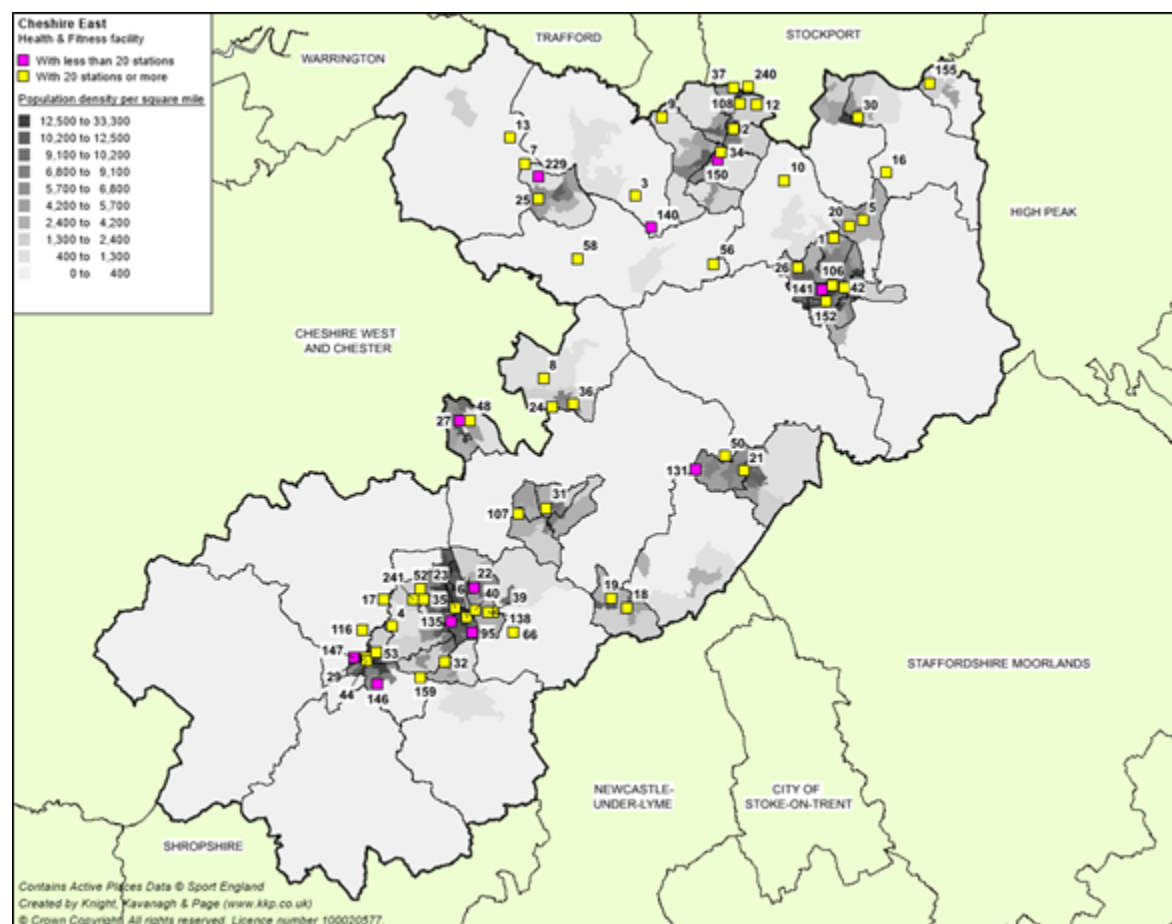
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Ruskin Sports College	Tytherington High School
Shavington Leisure Centre	Wilmslow High School
Sir William Stanier Leisure Centre	Wilmslow Leisure Centre
South Cheshire College	Peter Mason Leisure Centre

APPENDIX 7: ALL HEALTH AND FITNESS SUITES

Fig 6.2 Health and fitness suites differentiated between less than 20, or more than 20 stations in Cheshire East on population density



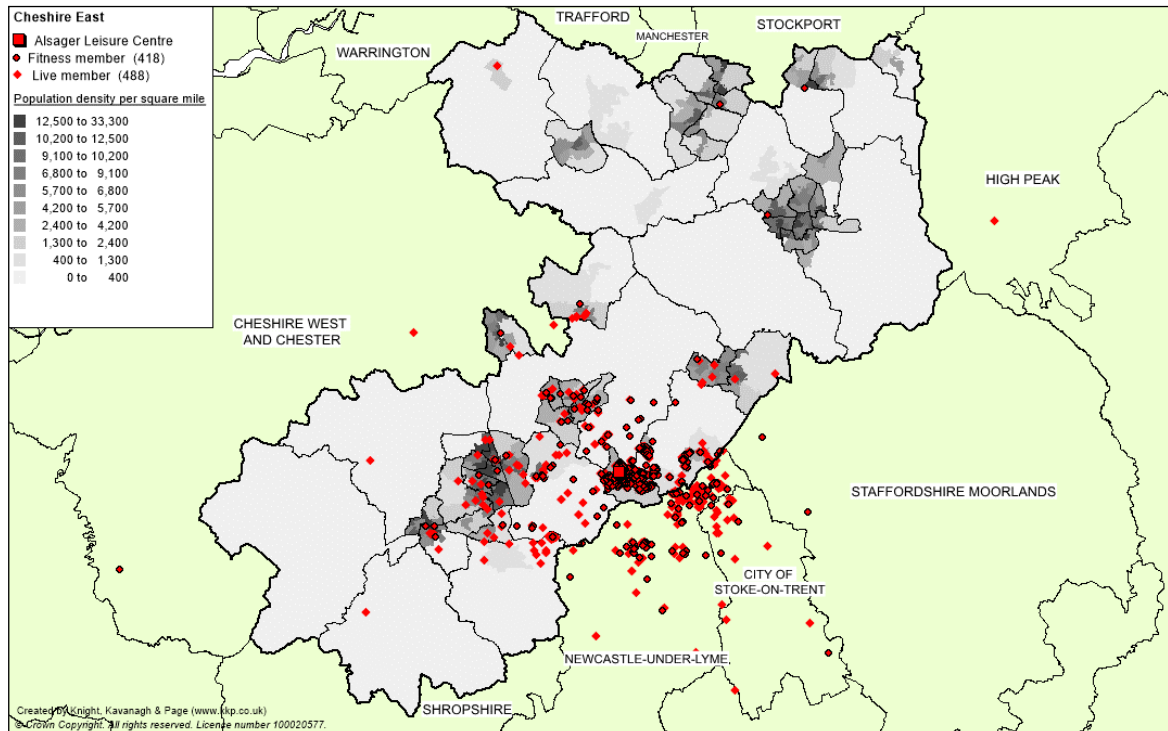
APPENDIX 8: MAPS OF MEMBERS PER LEISURE CENTRE

Data provided by Everybody Sport & Recreation August 2016

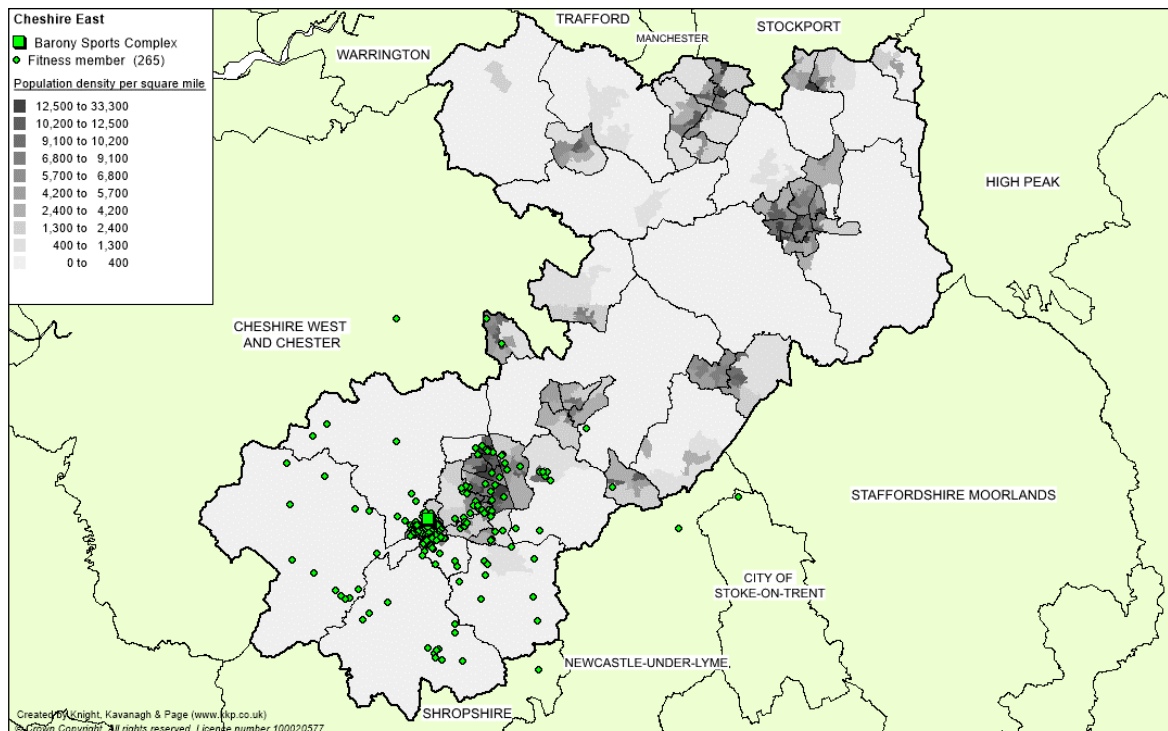
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Map 7.3: Alsager Leisure Centre – Live and fitness members



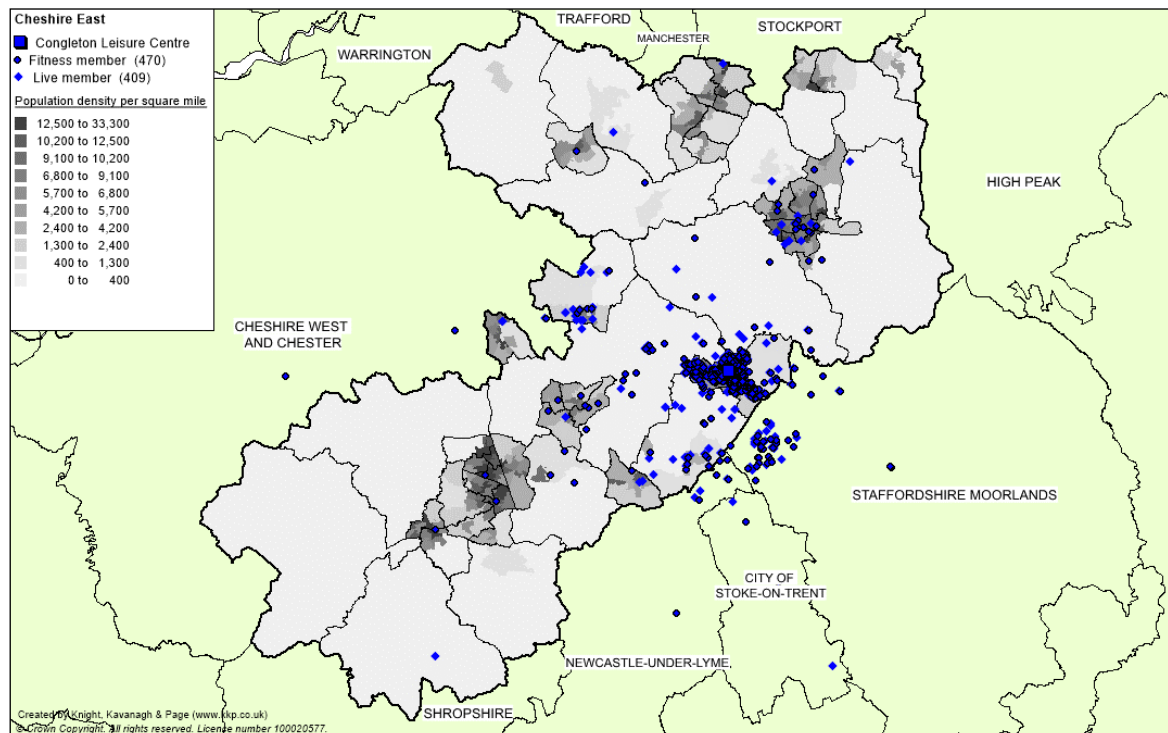
Map 7.4: Barony Sports Complex – fitness members



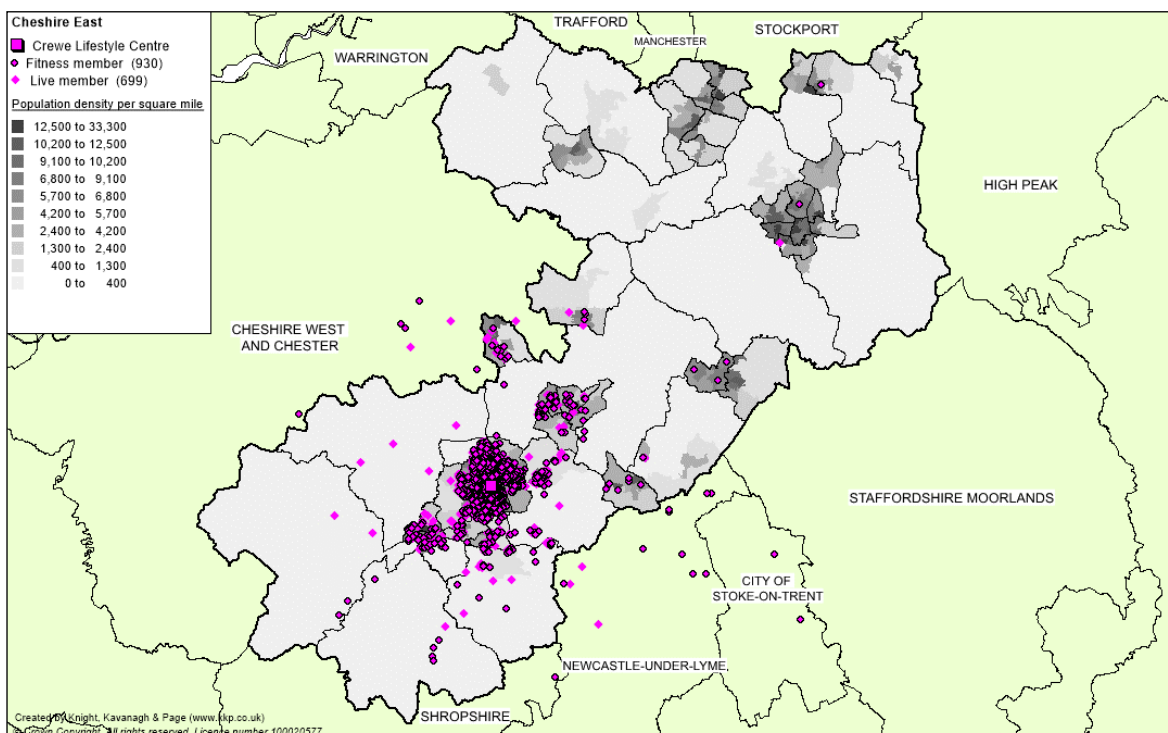
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Map 7.5: Peter Mason Leisure Centre – Live and fitness members



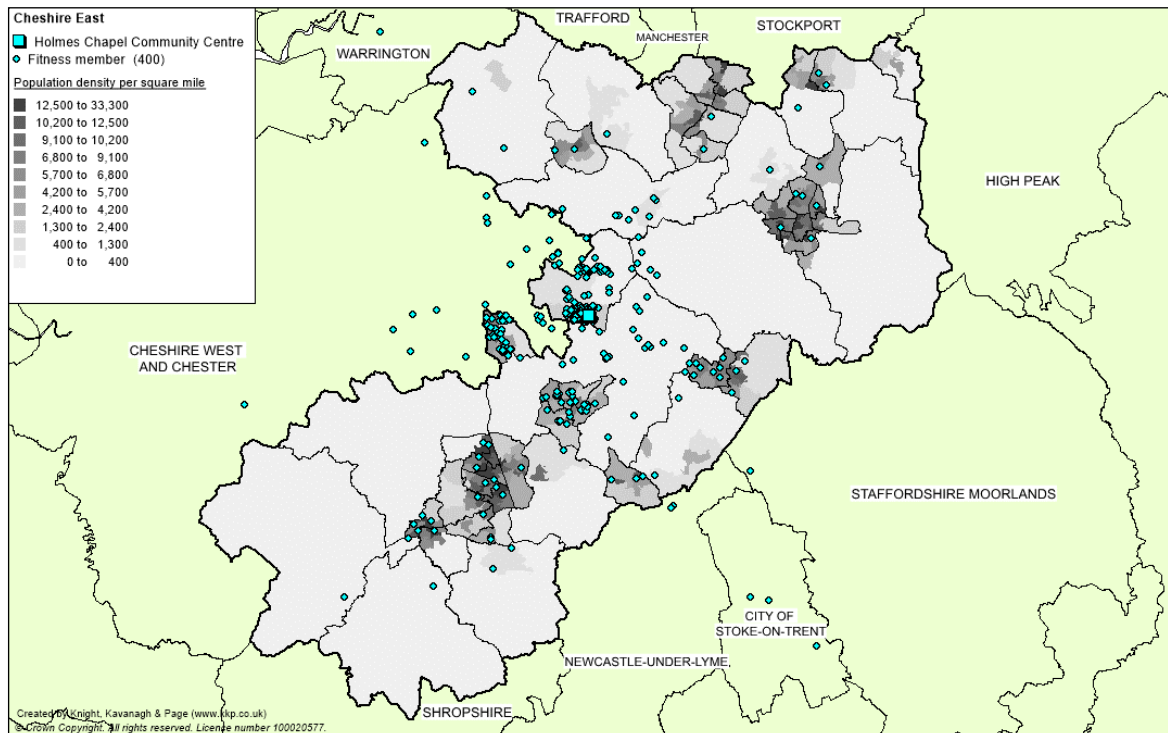
Map 7.6: Crewe Lifestyle Centre – Live and fitness members



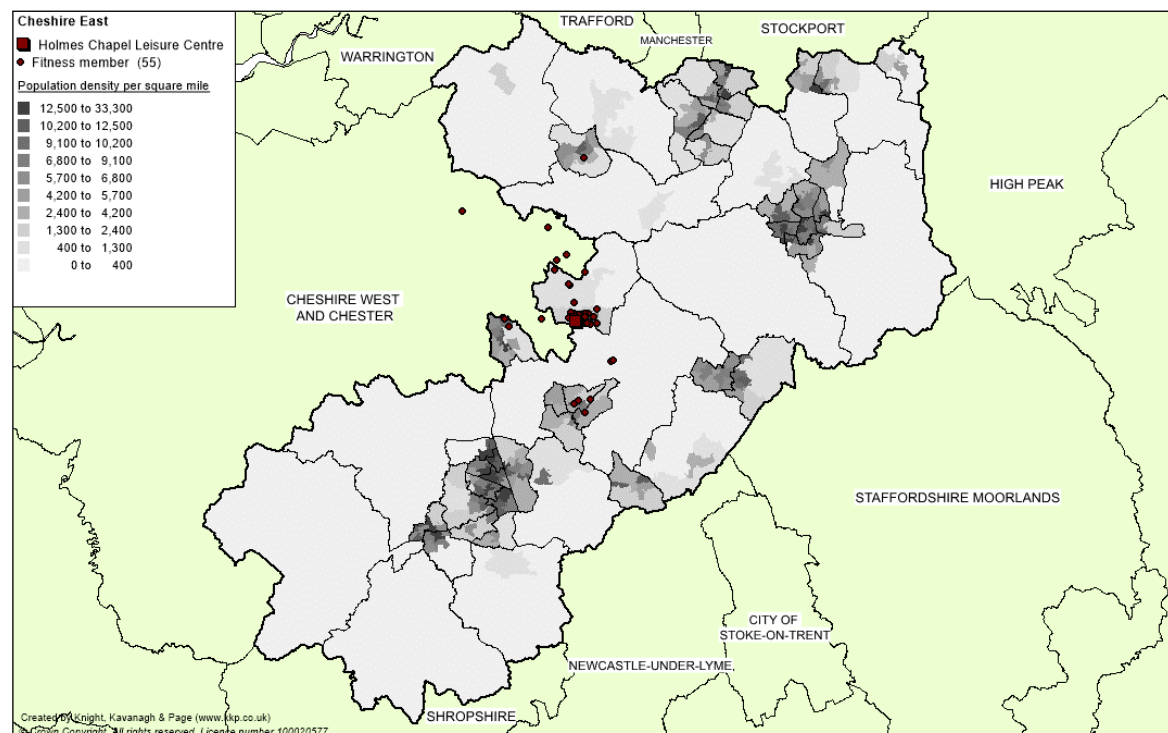
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Map 7.7: Holmes Chapel Community Centre – fitness members

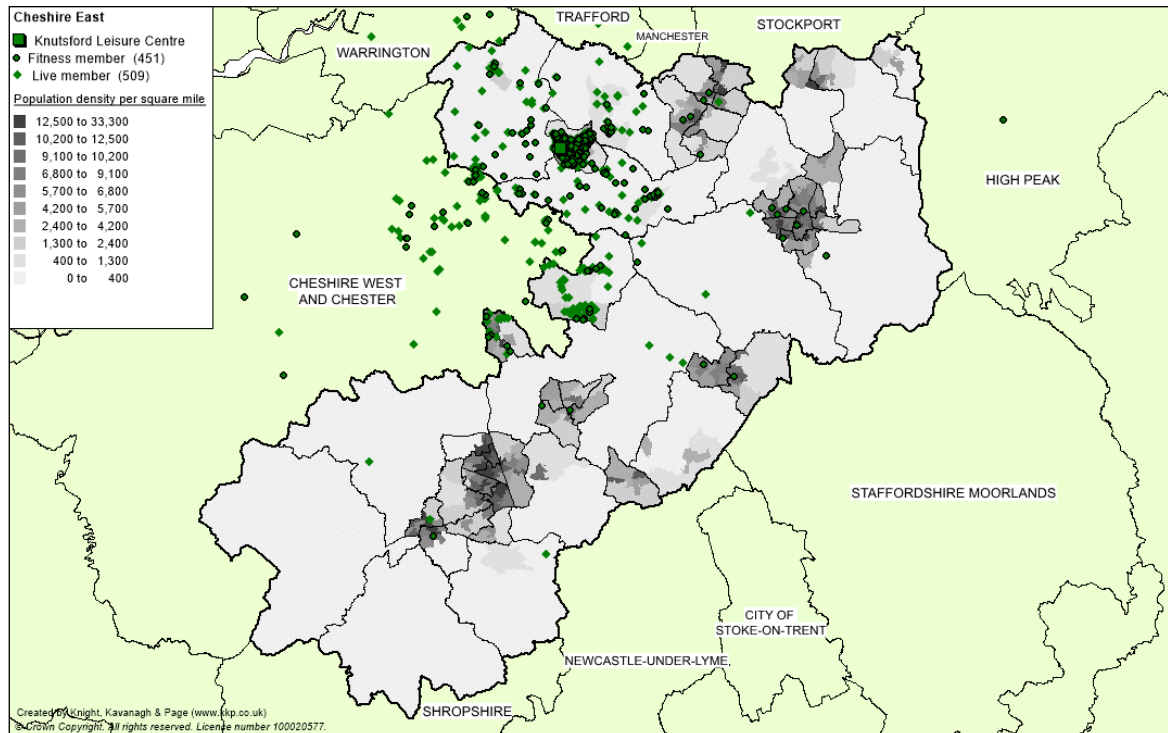


Map 7.8: Holmes Chapel Leisure Centre – fitness members

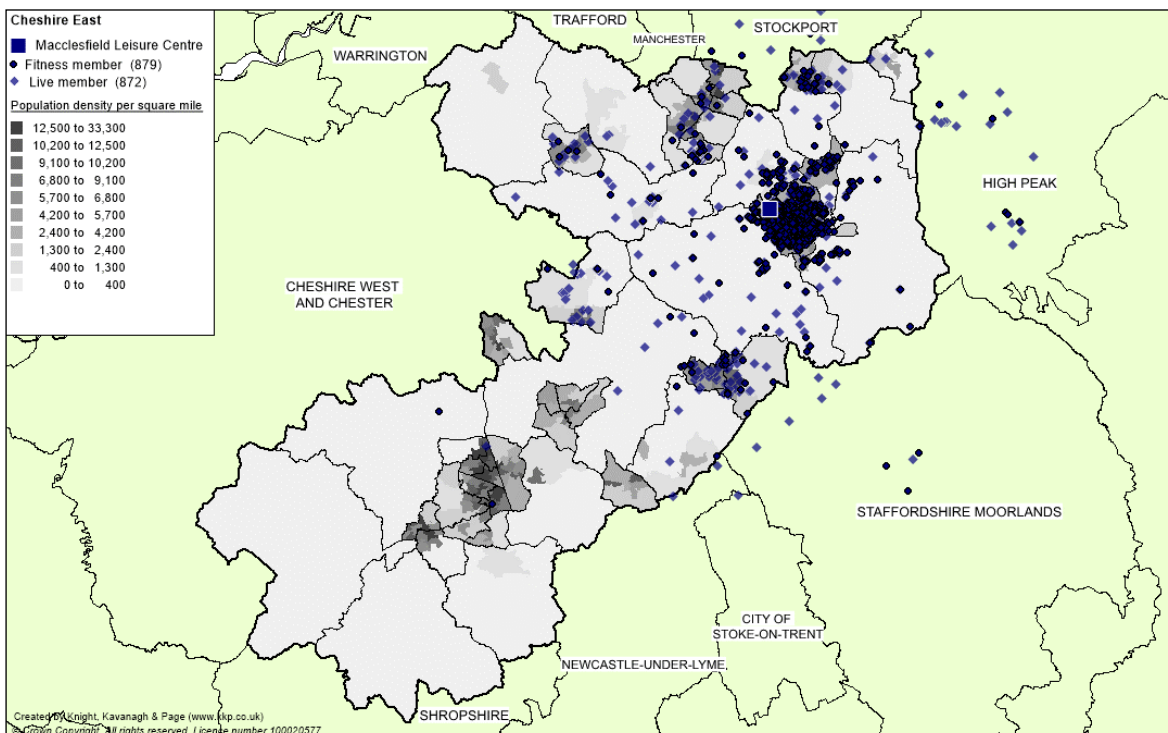


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Map 7.9: Knutsford Leisure Centre – Live and fitness members



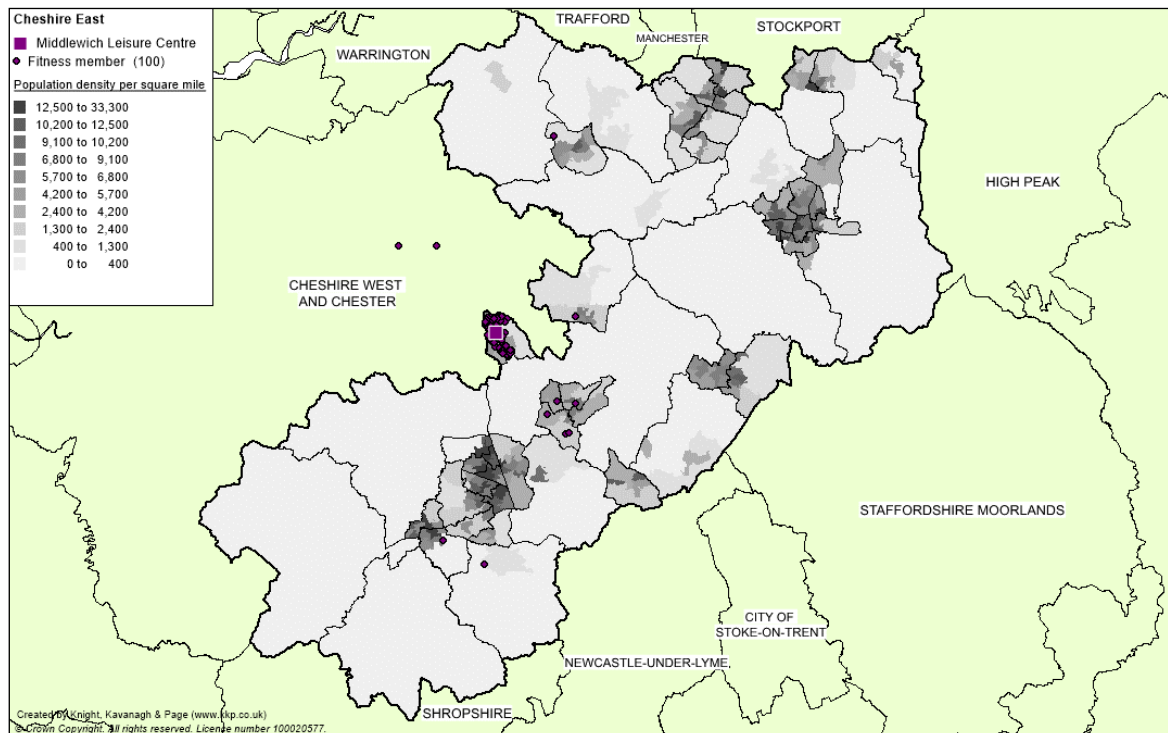
Map 7.10: Macclesfield Leisure Centre – Live and fitness members



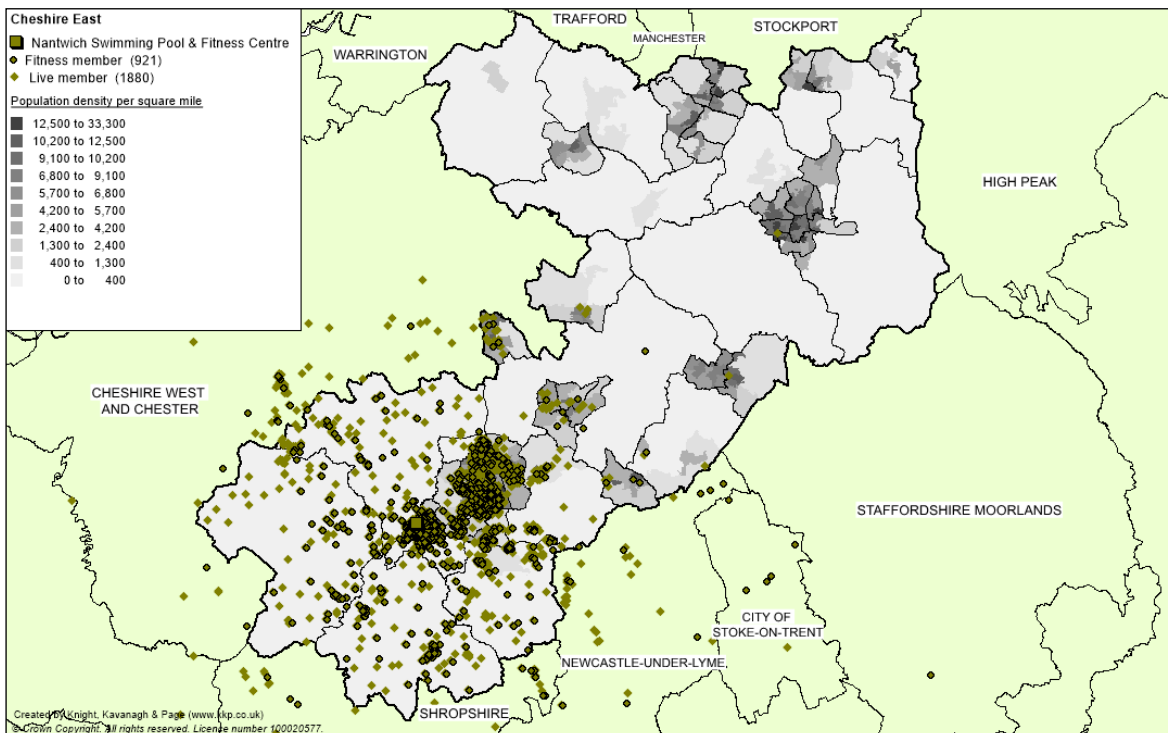
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Map 7.11: Middleswich Leisure Centre – fitness members



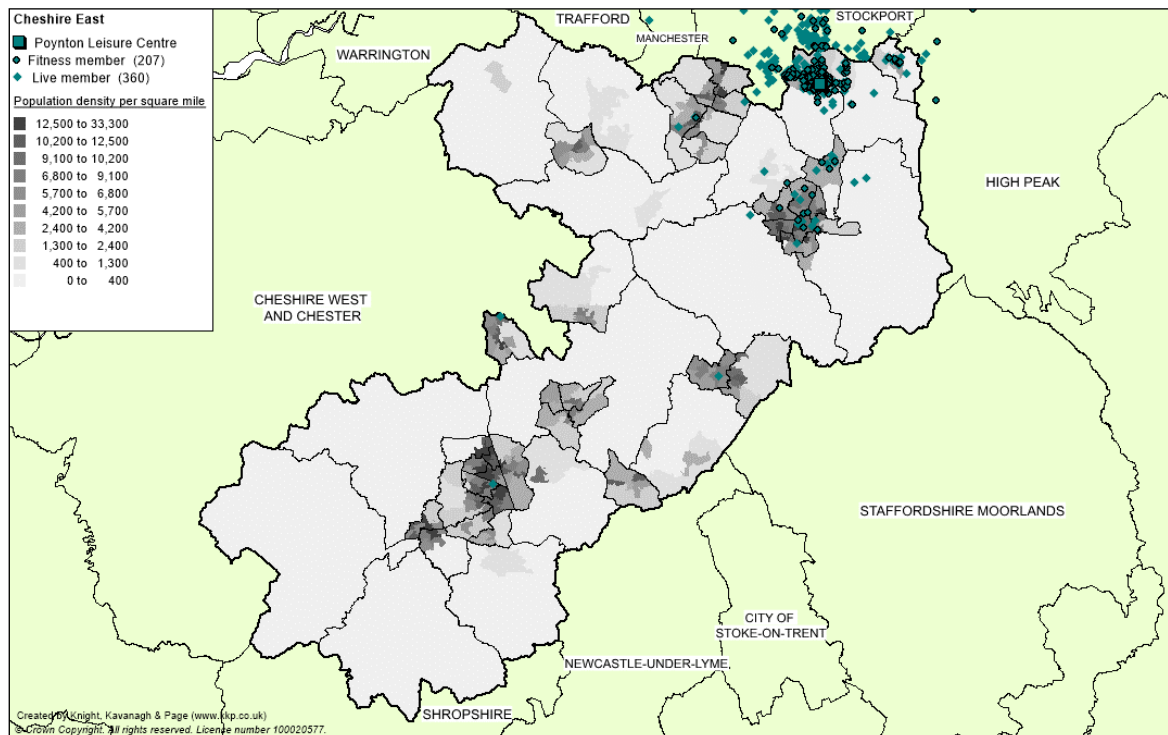
Map 7.12: Nantwich Pool & Fitness Centre – Live and fitness members



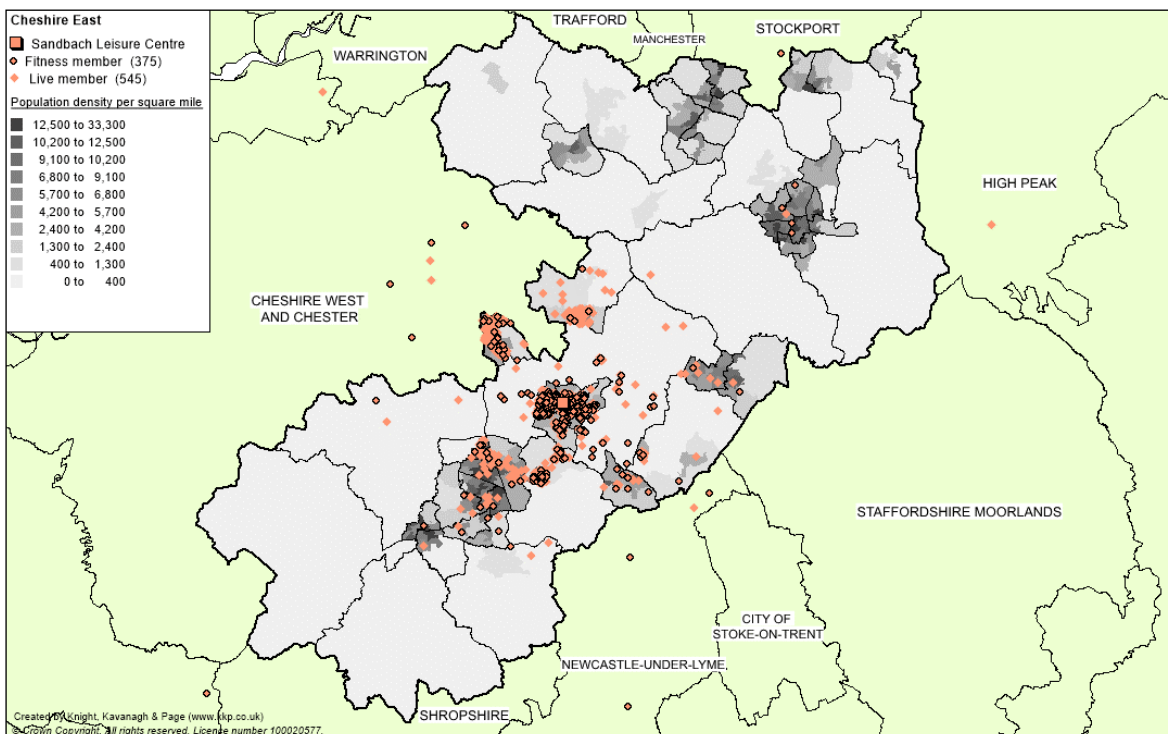
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Map 7.13: Poynton Leisure Centre – Live and fitness members

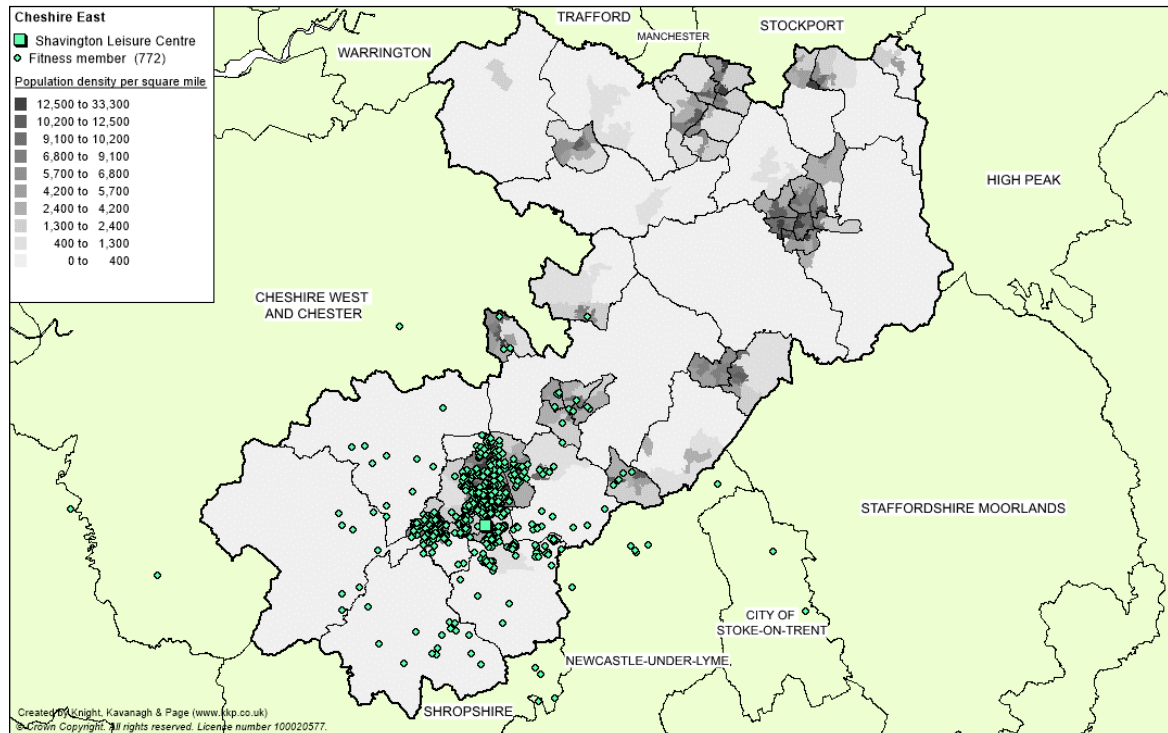


Map 7.14: Sandbach Leisure Centre – Live and fitness members



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Map 7.15: Shavington Leisure Centre – fitness members



Map 7.16: Wilmslow Leisure Centre – Live and fitness members

