



ST. HELENS COUNCIL

**INDOOR AND BUILT SPORTS FACILITIES NEEDS
ASSESSMENT**

FINAL REPORT: JUNE 2016

Integrity, Innovation, Inspiration

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GLOSSARY

APS	(Sport England) Active People Survey
ASA	Amateur Swimming Association
BE	Badminton England
CIL	Community Infrastructure Levy
CSP	County sports partnership
CU	Community use
EB	England Basketball
EN	England Netball
FPM	(Sport England) Facilities Planning Model
KKP	Knight Kavanagh and Page
LA	Local authority
LTA	Lawn Tennis Association
LDP	Local Development Plan
NGB	National governing body (of sport)
NPPF	National Planning Policy Framework
ONS	Office of National statistics
SE	Sport England

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PART 1: INTRODUCTION

Knight, Kavanagh & Page (KKP) was commissioned to deliver an Indoor Sport Facility Needs Assessment for St. Helens Council. This assessment report focuses on reporting the findings of the research, consultation, site assessments, data analysis and mapping that underpins the study and uses this evidence to inform proposed future development.

The vision driving the Assessment is: *'To provide an accessible, high quality and sustainable network of indoor sports facilities, which provide opportunities for all residents to access good sport, physical activity and recreation facilities'.*

In order to meet the Council's corporate priority to *"encourage participation in sport, physical activity and the arts, to promote physical and mental wellbeing"*, the assessment has the following objectives - to:

- ✦ Inform the emerging planning policy within the Local Development Framework, particularly St. Helens Local Plan.
- ✦ Inform the Borough's future sports and health strategies and investment plans.
- ✦ Ensure the most efficient management and maintenance of sports facility provision in response to identified pressures.
- ✦ Provide adequate planning guidance to assess development proposals affecting sport and leisure facilities.
- ✦ Inform land use decisions in respect of future use of existing sport and leisure facilities.
- ✦ Provide the basis for ongoing monitoring and review of the use, distribution, function, quality, and accessibility of outdoor sport, physical activity facility provision, and playing pitches.

1.1 Scope of the project

The Assessment Report provides detail in respect of what exists in the Borough, its condition, distribution and overall quality. It also considers the demand for facilities based on population distribution, planned growth and also takes account of other factors such as health and economic deprivation. The assessment provides initial thoughts as to potential strategy direction on the future provision of accessible, high quality, financially sustainable facilities for sport and leisure in St. Helens.

This factual report provides a quantitative and qualitative audit based assessment of indoor sports facilities. It provides a robust and up-to-date assessment of need and of opportunities for new and rationalised provision. Facilities covered include 3 court+ sports halls, swimming pools, and health and fitness venues. Specific deficiencies and surpluses are identified to inform what provision is required. The objectives of this audit and assessment are, thus, to:

- ✦ Identify local needs and quantify levels of demand
- ✦ Audit existing local indoor sports provision

The specific tasks addressed include:

- ✦ Review of relevant Council strategies, plans, reports, corporate objectives.
- ✦ Review of the local, regional and national strategic context.
- ✦ Supply and demand analysis;
- ✦ Analysis of the demographics of the local population;

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- ◀ Considering potential participation rates and modelling likely demand for leisure facilities.
- ◀ Detailed audit of indoor leisure facilities provided by public, private, voluntary and education sectors.
- ◀ Analysis of the balance between supply of and demand for leisure facilities and identification of potential under and over-provision.
- ◀ Recommendations in respect of the size type and location of leisure provision required in the Borough over the life of the Strategy and beyond.

1.2: Report structure

This report considers supply and demand issues for indoor sports facilities in St. Helens. Each section contains data relevant to a range of types of indoor sports facilities. Descriptions of the methodologies used are detailed in Section 3. The report as a whole covers the predominant issues for each the types of built facility listed above and takes into consideration the specific needs of the sports of basketball, squash, and badminton.

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PART 2: BACKGROUND

It is important to be aware of relevant local and national documents to be taken into consideration during this assessment. The following section outlines a synopsis of national, regional and local policies appertaining to the study, which are of significance in the development of the Strategy. Further detail can be found in Appendix 1.

2.1: National context



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

Table 2.1 : Statagic documents

Strategy	Key features and aims
Sport England Strategy (2011/2012–2014/2015)	<p>The vision is for England to be a world leading sporting nation where many more people choose to play sport. There are five strategic themes including:</p> <ul style="list-style-type: none"> Maximise value from current Sports National Governing Body (NGB) investment. Places, People, Play. Strategic direction and market intelligence. Set criteria and support system for NGB 2013-17 investment. Market development.
Sport England: A Sporting Habit for Life (2012-2017)	<p>In 2017, five years after the Olympic Games, Sport England aspires to transform sport in England so that it is a habit for life for more people and a regular choice for the majority. The strategy will:</p> <ul style="list-style-type: none"> See more people starting and keeping a sporting habit for life. Create more opportunities for young people. Nurture and develop talent. Provide the right facilities in the right places. Support local authorities and unlock local funding. Ensure real opportunities for communities. <p>Launched in January 2012, it sets out how Sport England will invest over one billion pounds of National Lottery and Exchequer funding during the five year plan period. The investment is to be used to create a lasting community sport legacy by growing sports participation at the grassroots level following the 2012 London Olympics.</p>

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Strategy	Key features and aims
	<p>Two key areas for this strategy are identified as:</p> <ul style="list-style-type: none"> £292m is allocated for local investment. This will include investment in sport in further education colleges ; a new community sport activation fund to promote sports participation in local communities; door step clubs and get on track programmes in disadvantaged communities and; pilot work on health related sports programmes and commercial market development to drive participation growth. Facilities still play a key role in the Strategy; £249m is set aside to provide new or upgraded facilities in line with current Places People Play facility investment and a new mid-range (£50,000-£500,000) funding programme.
National Planning Policy Framework	<p>The National Planning Policy Framework (NPPF) recognises the clear link between sport and health. Improving health, social and cultural wellbeing is one of its twelve core principles. Paragraph 171 places health considerations and by extension participation in sport, as a key consideration in the planning process, it states:</p> <p><i>'Local planning authorities should work with public health leads and health organisations to understand and take account of the health status and needs of the local population (such as for sports, recreation and places of worship), including expected future changes, and any information about relevant barriers to improving health and well-being.'</i></p> <p>Further, Paragraph 73 indicates that meeting the needs of local communities through the provision of accessible, high quality facilities which provide opportunities to participate in sport is a critical part of good planning. The efficient and effective delivery of sports facilities depends on understanding the nature of current provision and assessing what will be required in the future by taking account of demographic and sports participation changes and trends. The local authority however remains at the centre of the facility network as the sport and planning authority. From a local authority perspective the need to work with partners across the public, private, education and voluntary sector to plan sports facility provision is central to the NPPF.</p>

2.2: St. Helens Council context

Table 2.2 identifies the key strategies which this Study needs to take account of.

Table 2.2 : Local relevant documents

Strategy	Key features and aims
St. Helens Community Sustainable plan 2008-2018	The vision is to: <i>"To make St.Helens a modern, distinctive, economically prosperous and vibrant Borough"</i> . The is based on the core principles of sustainable development, social inclusion and sustainable, cohesive community plans.
St. Helens Plan Council Plan 2014-2017	The aim is <i>"To make St.Helens a modern, distinctive, economically prosperous and vibrant Borough"</i> . The focus is on 'People' and 'Place', setting out main areas of focus and activity against realistic priorities in the current era of austerity. The Plan aims to improve peoples lives, create a better place and deliver effectively together.
St. Helens Council Asset Management Plan 2012	This corporate document details how the Council manages its assets and sets out the Council's strategy to ensure they make the maximum possible contribution to achieving the aims and objectives of the organisation.

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Strategy	Key features and aims
	The Corporate Assets Group in St. Helens is charged with determining key policy issues in relation to Council assets; recommending necessary improvements to Cabinet.
St. Helens Health and Wellbeing Strategy 2013-2016	Developed by the Health and Wellbeing Board, this Strategy sets out to improve the health and wellbeing of all people living in the Borough and reduce inequalities. The vision is to: <i>"Invest in wellbeing, reducing ill health and create a healthy St. Helens."</i> It is also worth noting that Obesity reduction is one of the Council's eight priorities.
St. Helens Healthy Weight Strategy 2014-2017	The vision is that everyone in St. Helens has the opportunity to enjoy good health and wellbeing in their lives. This will result in a community where healthy weight is the norm and the health, social and economic consequences of unhealthy weight are less common.
Active St. Helens 2010-2015	The Active St. Helens Strategy, was first published in 2006, and has been revised to focus on healthy living and on ways in which it can support individuals to make positive health choices. The aim of the plan is to: <i>"Get more people, more active, more often"</i> .
Merseyside Sports Partnership Strategy for Sport & Physical Activity 2012-2017	The mission is 'to improve the quality of life for the people of Merseyside through sport and physical activity.' Its aims are to: <ul style="list-style-type: none"> ◆ Sustain and grow participation in sport ◆ Improve access to quality coaches, volunteers, officials, clubs and facilities ◆ Improve health and wellbeing through physical activity ◆ Increase success and celebrate our achievements

Strategy summary

The key strategic themes emanating from the main strategies are considered to be:

- ◆ Improving the quality of life by enabling people to be more active, more often.
- ◆ The need for high quality sports facilities that are accessible, provide key services and help to improve the lives of people living in the Borough.
- ◆ Facilities located in the right location to be accessible to the whole community.
- ◆ Facilities and programmes of activity which will contribute to reducing health inequalities, reducing ill health and creating a healthy St. Helens.
- ◆ The provision of local sports facilities at a neighbourhood level.
- ◆ The development and refurbishment of new attractive facilities for local people.

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2.3: Demographic profile

St. Helens

St. Helens is a metropolitan borough located in Merseyside covering approximately 136 km², much of which is used for agricultural purposes. It has 48 elected members; three representing each of the 16 wards. The national census Mid Year estimate 2013 shows a population figure of 176,221, an increase of 816 people from the 2011 census. It is home to St. Helens (the Saints) Rugby League Team and St. Helens College which has a large campus in the centre of the town. The county sports partnership (CSP) that covers the area is the Merseyside Sports Partnership – the head office of which is based in Liverpool. Sports facilities are operated in house by St. Helens Council “Go Active”.

Table 2.3: Synopsis of demographic profile

Data category	Key findings/comments
Employment profile	<ul style="list-style-type: none"> Unemployment in St. Helens is 9% - higher than the national figure (7.2%).¹ Of the total population, 13,913 (23%) of households have at least one 16 – 64 year old adult not in work; this is 3% higher than the regional figure. The Gross Disposable Household Income (GDHI) figure - a combined figure for the East of Merseyside (St. Helens, Knowsley and Halton) – is, at between £12,000-14,000, 20% lower than the national average.
Age and gender profile	<ul style="list-style-type: none"> There is a lower proportion of 0-34 year olds (St. Helens = 40.7%, North West = 43.6%), which may suggest a lower level of demand from the main sports participation groups and also from young families. Between 2011 and 2013, life expectancy at birth was 78.1 years for men and 81.6 year for women, this has increased by 2.2 years for men and 1.3 years for women since 2007-2009. This is still, however, below the England values for males and females.
Ethnicity	<ul style="list-style-type: none"> St. Helens has a very large proportion (98%) of the local population that classified their ethnicity as White. This is much higher than the comparative England rate of 85.4

Source: Office of National Statistics (ONS)

Population density

Figure 2.1. shows the population density in St. Helens. There are pockets of higher density to be found mainly in the central part of the Borough, although other areas such as West Park, Sutton, Blackbrook and Billinge and Seneley Green also have areas that are more densely populated. More rural areas are to be found in the North and South of the of the Borough in Rainford, Billinge, Garswood and Bold.

It is estimated that St. Helens is the 31st most densely populated borough out of the 39 Local Authorities in the North West. It is the least densely populated of the five local authorities in Merseyside.

¹ ONS Annual Population Survey 2012

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Figure 2.1: Population density in St. Helens

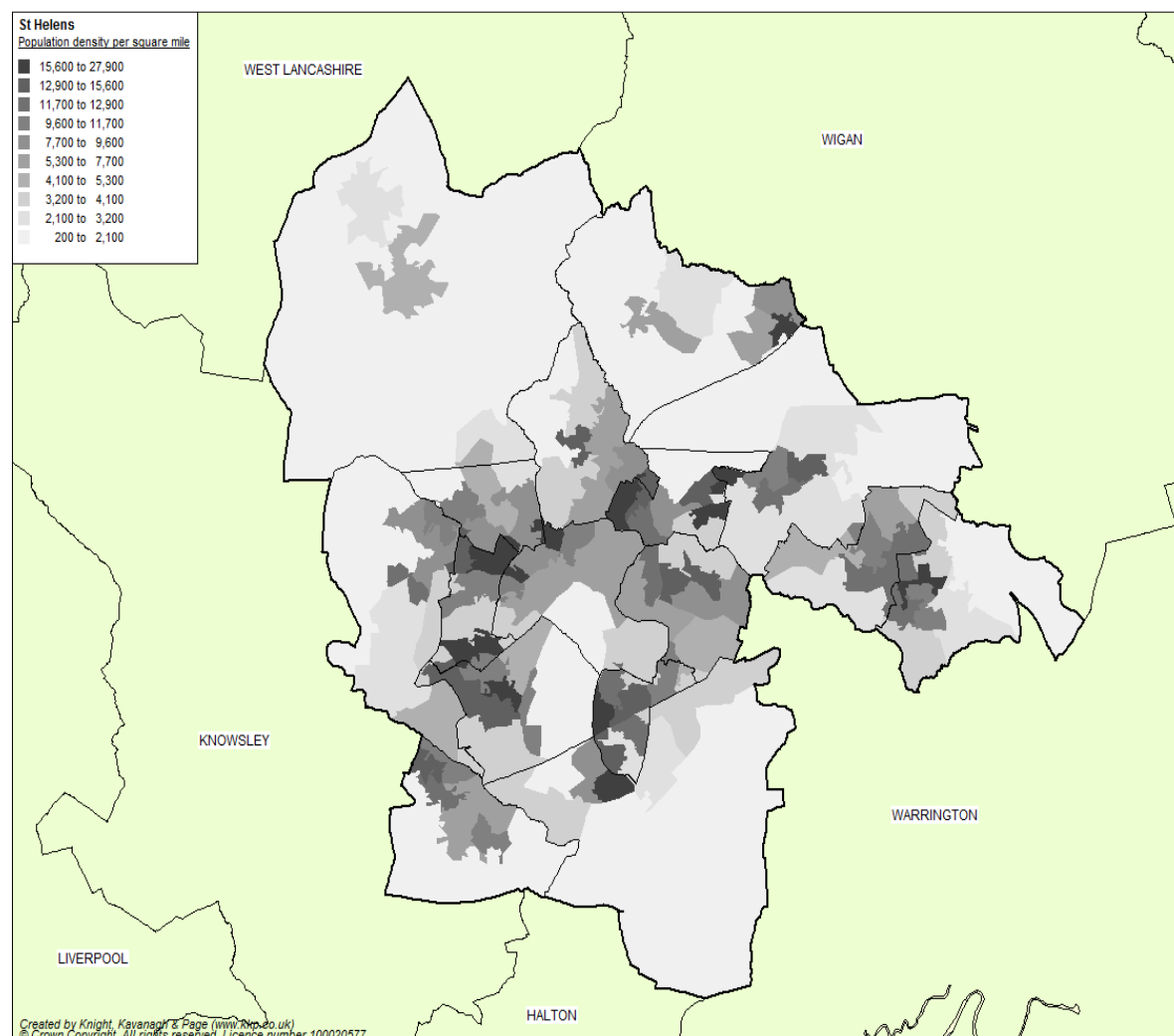


Table 2.4: Synopsis of economic findings in St. Helens

Data category	Key findings/comments
Deprivation	<ul style="list-style-type: none"> Data indicates that 19.1% of SHBC's population live in areas within the bottom 10% of super output areas (SOAs) i.e. in the most deprived parts of the country. A further 27.7% are in the next two cohorts; consequently, 46.8% of St. Helens population is in the 'lowest' three bands compared to a national average of 29.8%. Overall St. Helens is ranked the 51st most deprived local authority in England out of 326. The most deprived SOA in St. Helens is Parr Stocks Road which sits on the border of Town Centre and the Parr ward. This is the 44th most deprived SOA in England.
Car or van ownership	<ul style="list-style-type: none"> The north of the Borough (which is predominantly rural) has the highest percentage of households with cars. Households in the wards of West Park, Parr and the Town are less likely to have access to a car. Other areas including Earlstown, areas of Thatto Heath and Moss Bank also have a high percentage of people who do not have access to a car.

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Data category	Key findings/comments
Economy and enterprise	<p>A fundamental shift in the pattern of employment since the 1980's has been at the heart of the challenges faced in St. Helens since.</p> <ul style="list-style-type: none"> ▶ The proportion of people (16-64 year olds) who are economically active in St. Helens is 76.3% which is very close to the national figure of 77.4%. ▶ The unemployment rate in St. Helens is 9%. This is above the North West figure (7.9%) and the national rate (7.2%). ▶ Approximately one in four (23.7%) of St. Helens 16-64 year olds are economically inactive, of whom one in four are students and approximately three in 10 are long term sick.

Obesity and weight management in St. Helens

- ▶ 84,000 adults in St. Helens are overweight²; 2 in 3 men and over half of women in St. Helens. Nationally the rate of people very overweight (obese) is expected to double in the next 40 years. The problem in St. Helens is growing with young adults significantly more overweight than older adults and twice as many children being obese in Year 6 as in reception year. These numbers indicate the scale of the issue but also the cultural challenge as being overweight has become the norm.
- ▶ Being very overweight dramatically increases the risk of diabetes, heart disease, mental health problems and joint problems. There are 10,000 people with Diabetes in St. Helens and 33,000 with high blood pressure. This is likely to increase in the coming years.
- ▶ Unhealthy weight costs the NHS in St. Helens £14 million annually and the St. Helens economy an additional £45 million annually through lost productivity. Being overweight reduces life by an average of three years, being very overweight reduces life by an average of eight years.
- ▶ Coordinated action over the last 15 years has resulted in slowing the rise in excess weight but no significant reduction. Only one in three adults in St. Helens are eating enough fruit and vegetables a day and only one in ten are doing enough activity. Many people know the healthy living messages but do not feel able to incorporate them into their daily lives.

This is a complex issue that is linked with the economic, inequalities, environment and culture agendas.

Potential impact on sports facilities

St. Helens has an ageing population, a higher than average proportion of residents not in work, pockets of particular high density population, high levels of deprivation, lower than average gross disposable income and high levels of overweight and obese people resident in the Borough. This suggests that it will be important to consider how accessible its facilities are in terms of cost and the distance people have to travel to ensure that they are accessible and able to contribute to improving the health and well being of all residents. Consideration also needs to be given to accessibility of provision to people resident in the more rural parts of the Borough.

St. Helens is still trying to overcome the fundamental shift in the pattern of employment since the 1980's and become more of an economically diverse and modern community. Although not an absolute, low levels of car or van ownership is normally linked closely to areas of deprivation, making it even more important for facilities to be local, affordable and accessible, if the harder to reach communities are to be catered for. Facilities located on

² Based on a population aged 18+ of 68,000 men and 71,900 women in St Helens

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bus routes may also need to consider programming in relation to the communities that the bus routes serve.

Population profiling

The following section identifies the types of people who live in St. Helens based on consumer segmentation programmes. The two used are Mosaic which is based on consumer segmentation, considers 15 groups, 67 household types and 155 segments, and Sport England's Active People Survey (APS7), which is used to provide an overview on how active the local population is, what sports are played and how likely residents are to participate in sports hall sports. Further detail can be found in Appendix 2.

Mosaic

Table 2.5 shows the top five mosaic classifications in St. Helens compared to the country as a whole. The dominance of these five segments can be seen inasmuch as they represent approximately 60% % of the adult population compared to a national equivalent rate of 35%.

Table 2.5: Top five Mosaic groups in St. Helens (2014)

Mosaic group description	St Helens		National %	Difference
	#	%		
1 - Aspiring Homemakers	25,641	14.5%	4.3%	10.2%
2 - Suburban Stability	22,150	12.6%	12.6%	0.0%
3 - Family Basics	20,049	11.4%	9.8%	1.5%
4 - Senior Security	19,704	11.2%	3.4%	7.8%
5 - Municipal Challenge	19,632	11.1%	5.0%	6.1%

Aspiring Homemakers



Younger households who have, often, only recently set up home. They usually own their homes in private suburbs, which they have chosen to fit their budget.

Suburban Stability



Typically mature couples or families, some enjoying recent empty-nest status and others with older children still at home. They live in mid-range family homes in traditional suburbs where they have been settled for many years.

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Family Basics



Families with children who have limited budgets and can struggle to make ends meet. Their homes are low cost and are often found in areas with fewer employment options.

Senior Security



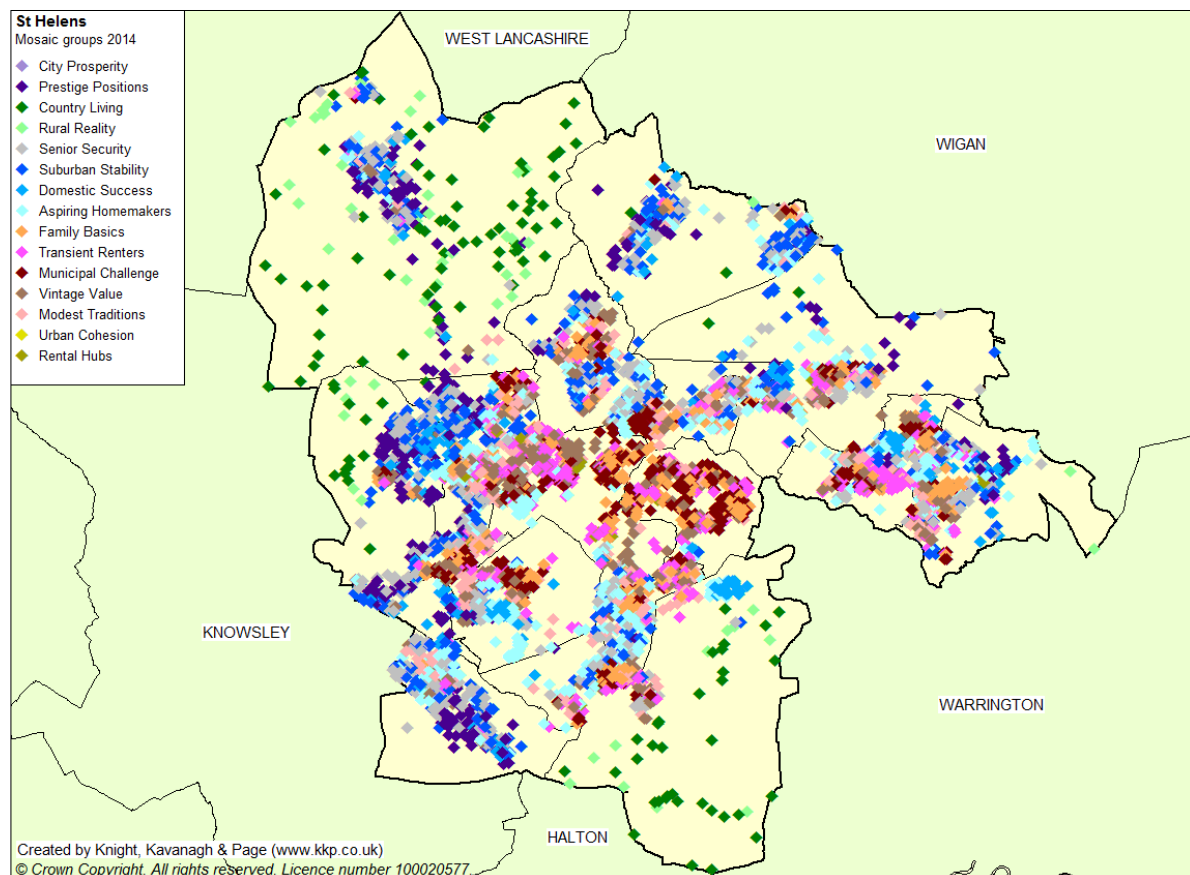
Elderly singles and couples who are still living independently in comfortable homes that they own. Property equity gives them a reassuring level of financial security. This group includes people who have remained in family homes after their children have left, and those who have chosen to downsize to live among others of similar ages and lifestyles.

Municipal Challenge



Long-term social renters living in low-value multi-storey flats in urban locations, or small terraces on outlying estates. These are challenged neighbourhoods with limited employment options and correspondingly low household incomes.

Figure 2.2: Distribution of Mosaic segments in St. Helens



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Potential impact on sports facilities

The top three profiles (Aspiring Home Makers, Suburban Stability and Family Basics represent nearly 40% of the local population in St. Helens. The Family Basic segment is generally identified as having limited budget and can struggle to make ends meet, so it will be necessary to consider how it will be possible to accommodate those residents on a lower income with less disposable budget for leisure activities, in particular.



Market segmentation

Sport England has produced segmentation profiles for each local authority area, which provide insight into the sporting behaviours and the barriers/motivations to taking part amongst existing participants and those who might be encouraged to engage in a more active lifestyle. A series of 19 market segments were created, each of which has distinct sporting behaviours and attitudes attached to it.

The patterns of distribution of market segments across St. Helens have been interrogated to ascertain possible opportunity linked to the most popular sports which people in these segments currently take part and which they would, statistically speaking, like to do more often.


The most dominant market segment is 'Elsie & Arnold' (aged 66+) which accounts for 11.0% of the St. Helens adult population. Of the 19 market segments, the greatest proportion would benefit from initiatives that appeal to this group; sports such as keep fit/gym, swimming, bowls, golf and cycling. It has also shown an interest in taking part in tennis given the opportunity.

Table 2.6: Dominant market segments in St. Helens

Segment	Summary of key characteristics
<p>Elsie & Arnold</p> 	<p><i>Retirement Home Singles:</i> Retired singles or widowers, predominantly female, living in sheltered accommodation.</p> <ul style="list-style-type: none"> ◆ Mainly aged 66+, retired, widowed ◆ Top sports: keep fit/gym, swimming, bowls, golf, cycling ◆ Like to do more: swimming, keep fit/gym, cycling, tennis, bowls ◆ Most satisfied with: release and diversion, social aspects and ease of participation in their sport ◆ Least satisfied with: facilities and coaching.
<p>Philip</p> 	<p><i>Comfortable Mid-Life Males</i> Mid-life professional, sporty males with older children and more time for themselves.</p> <p>Mainly aged 46-55, full-time job and owner-occupier, children, married</p> <ul style="list-style-type: none"> ◆ Top sports: cycling, keep fit/gym, swimming, football, golf ◆ Like to do more: swimming, cycling, keep fit/gym, golf, athletics ◆ Most satisfied with: release and diversion, social aspects, exertion and fitness, and people and staff within the sporting experience ◆ Least satisfied with: facilities and coaching

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<p>Brenda</p> 	<p><i>Older Working Women</i></p> <p>Middle aged ladies, working to make ends meet Mainly aged 46-65, part-time job, married</p> <ul style="list-style-type: none"> ◆ Top sports: keep fit/gym, swimming, cycling, athletics, badminton ◆ Like to do more: swimming, keep fit/gym, cycling, badminton, athletics ◆ Most satisfied with: release and diversion, exertion and fitness, social aspects, people and staff ◆ Least satisfied with: performance, facilities, coaching
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The top three market segments in St. Helens make up over a quarter (27.4%) of the total adult population for the Borough and, across the three, the most popular sports in which they currently participate include keep fit/gym, swimming, cycling, bowls, athletics, football and badminton. It is identified that these groups would like to do more swimming followed by keep fit/gym, cycling, golf, athletics, badminton, tennis and bowls. It is worth noting that the geographical distribution of each of these three groups within St. Helens varies considerably – this is shown in Figure 2.3.

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Figure 2.3: St. Helens SE Market Segmentation maps

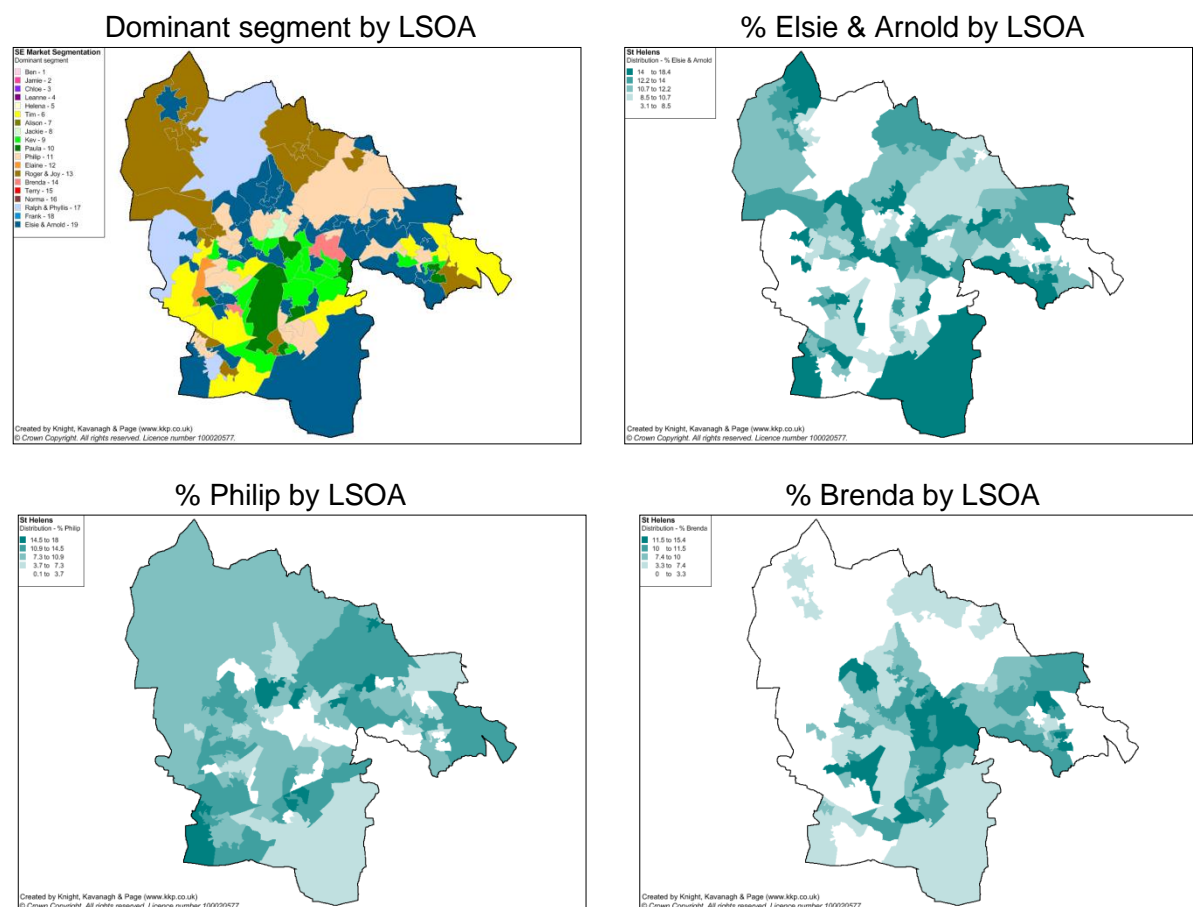


Figure 2.3 illustrates that 'Elsie & Arnold' (the most dominant segment) is distributed widely across St. Helens, with particularly high concentrations in the Rainford, Bold Heath, Earlestown, Rainhill and Town Centre areas. The second largest segment: 'Philip', is again spread fairly evenly throughout the Borough. Concentrations of 'Brendas' are situated mainly to the South of the East Lancashire Road, and towards the centre of town.

Sport England data

Active People Survey 7 (APS7)

Sport England's APS7 produced the following key findings for St. Helens:

- Under one third (31.4%) of adults participated in at least 1 x 30 minutes moderate intensity sport per week. This is below national (35.7%) and regional (35.8%) averages and lower than all but one 'nearest neighbour'; these ranged from 29.9% - 38.4%.
- One in 30 (3.3%) provide at least 1 hour's volunteering to support sport in St. Helens each week. This is significantly lower than the corresponding national and regional equivalents and lower than all of its 'nearest neighbours'.
- Fewer than one in five (19.1%) are members of a sports club, based on the four weeks prior to the AP survey. This is below the national average (21.5%) and the regional rate (21.4%) and is around the 'mid-point' of its 'nearest neighbours'.
- Competitive sport – approximately one in eight (12.7%) of adults had taken part in competitive sport in the previous 12 months. This is above the level for all its 'nearest neighbours'.

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neighbours', equivalent to the national (12.6%) average and above the regional (11.6%) average.

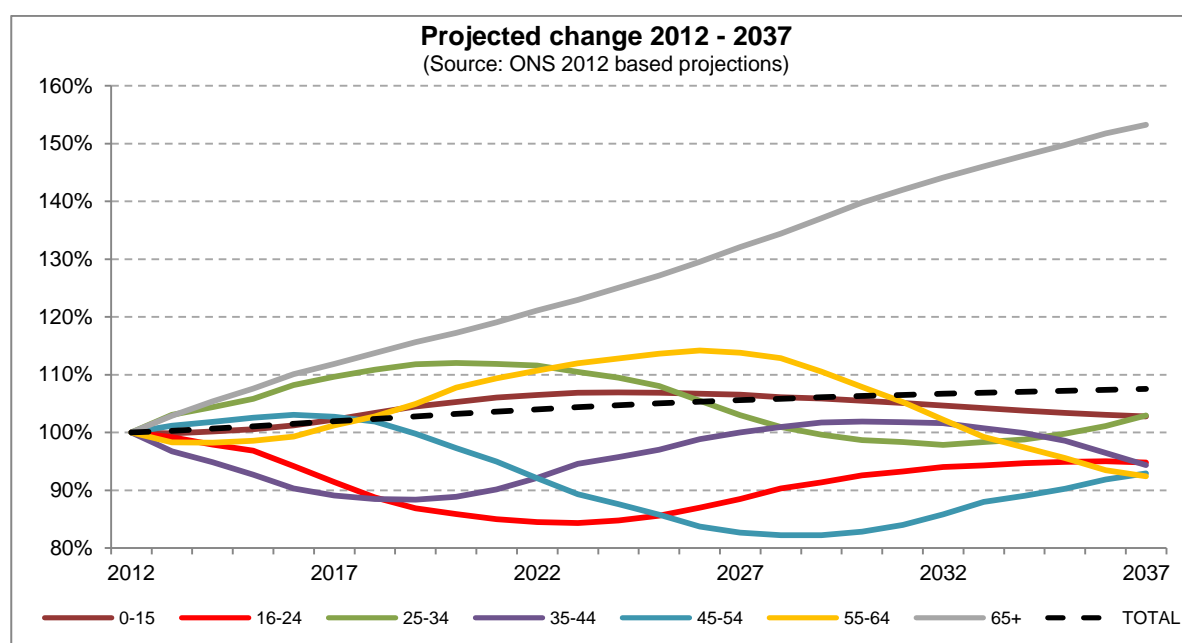
- ▀ The data for sports tuition is too limited to be valid.

The five most popular sports, according to APS7, in St. Helens are gym, swimming, cycling, fitness & conditioning and football. However, even for the most popular sports it is important to recognise that only a relatively small proportion of the population participate. For example, according to APS7, 9.12% of people swim at least once every four weeks, 12.6% attend the gym and only 2.02% play badminton.

Population projections 2012-2037

ONS projections indicate a rise of 7.5% in St. Helens population (+13,295) over the 25 years from 2012 to 2037 and by 5.6% from current levels up to 2027. Fluctuations are seen within this time frame, for example the number of 16-24 year olds falls by 15.7% between 2012 and 2023 before rising again to 5.2% less than its 2012 baseline by 2037.

Figure 2.6: Projected population change (2012 -2037)



As illustrated, population projections can present a relatively complex picture of change.

Several key points are outlined below:

- ▀ There is a progressive rise in the number of 0-15 year olds; 6.9% over the first half of the projection (to 2024). This will place pressure on sporting, educational and cultural provision (facility and services) by age, gender and sub-groups of the cohort.
- ▀ There is a predicted decline in the number of 16-24 year olds (15.3%) in the first period (-2,905) followed by growth back to -5.2% (-992) in the second period. Consequently, Sport England's target of 'increasing the number of 14-25 year olds playing sport once a week' may prove difficult to achieve during the first period in which numerical stasis would represent a marginal increase in participation rates.
- ▀ There is a continuous increase in the numbers of persons aged 65+ and a need to consider varying sports offers for this age group. It will increase by 53.2% (+17,603)

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between 2012 and 2037. Latest statistics indicate that this age group makes up 18.8% of the St. Helens population, but this is projected to increase to 26.7% of the total by 2037.

Potential impact on sports facilities

As noted, St. Helens has a relatively stable population which is expected to grow by up to 7.5% by 2037. There are pockets of significant deprivation in the Borough and a range of economic and poor health issues. The variations in age bands suggests that different provision will be required for different age groups. For example, the 65+ age group often requires daytime options and activities and 0-5 year olds often follow similar time patterns. Conversely, activities for 5-15 year olds may need to be focused more closely on in after school and weekend facility slots.

With one quarter of the population projected to be over 65, it will be necessary to ensure that facilities are appealing, accessible, have the requisite amenities and programming and are of sufficient quality to meet the needs for this aging population.

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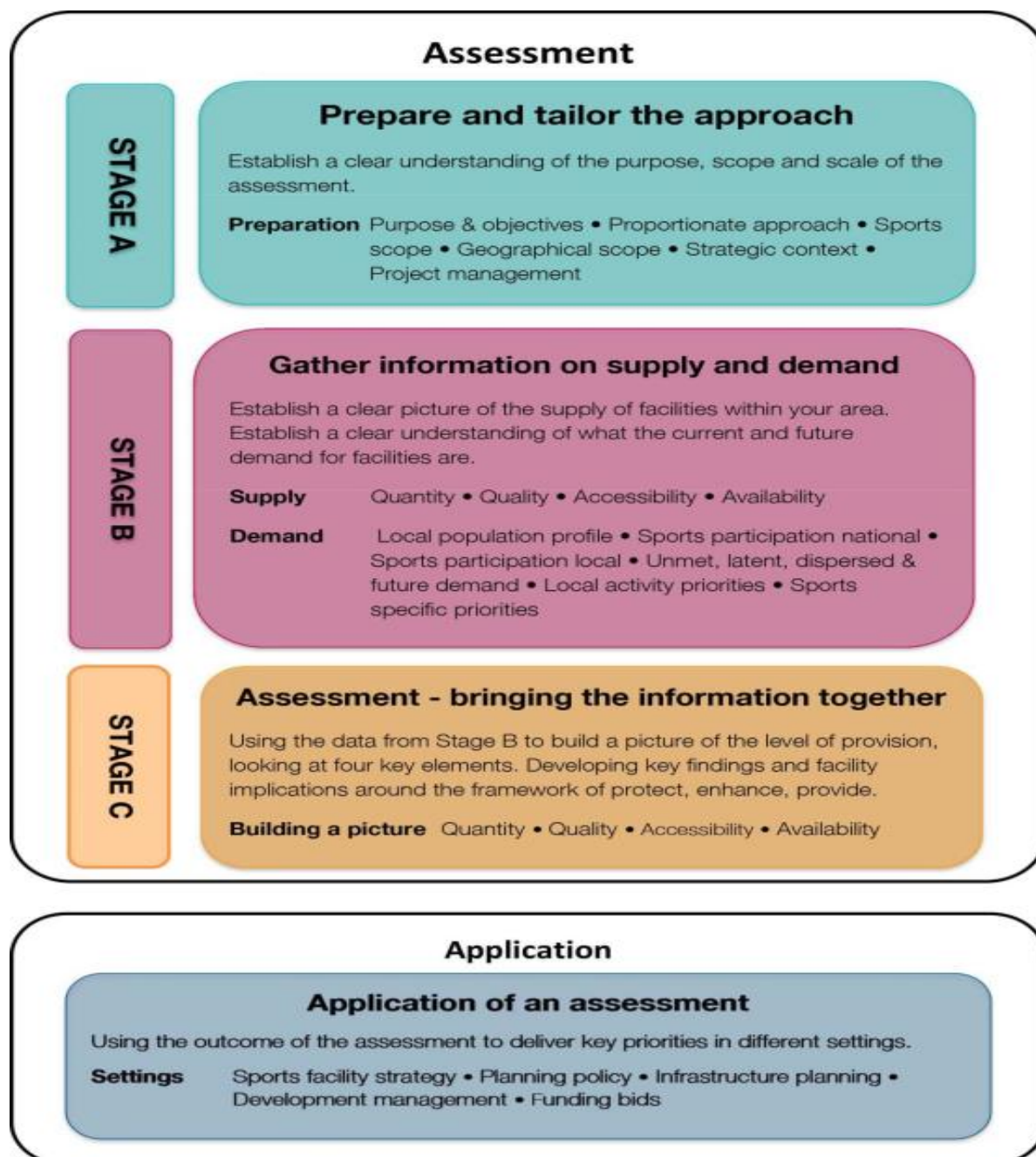
INDOOR AND BUILT SPORTS FACILITIES NEEDS ASSESSMENT

PART 3: INDOOR SPORTS FACILITIES ASSESSMENT

3.1 Methodology

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

Figure 3.1: Sport England - recommended approach



This guide provides a recommended approach to undertaking a robust assessment of need for indoor and outdoor sports facilities.

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It has primarily been produced to help Local Authorities (LAs) meet the requirements of the Government's National Planning Policy Framework (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 are required.' (NPPF, Paragraph 73)

The assessment is presented in the form of an analysis of the quality, quantity, accessibility and availability for the identified facility types. Each is considered on a 'like for like' basis within its own facility type, to enable it to be assessed for adequacy. This study uses a four point likert scale to assess quality of facilities. This ensures that those assessing the facilities cannot revert to average as all facilities must be good, above average, below average or poor. Good facilities tend to be new (within the past three years) whilst above average indicates relatively new, well maintained, marked and clean. Below average tend to be older facilities (but this is explained within the text) and poor facilities tend to require maintenance, can be dimly lit and are struggling to be fit for purpose.

The distribution of and interrelationship between all facility types in the study area is studied and demand evaluated. It identifies where there is potential to provide improved and/or additional facilities to meet high demand and to, where appropriate, protect or rationalise the current stock.

PART 4: SPORTS HALLS

Indoor multi-sport sports halls are prime sports facilities for community sport because they are venues which accommodates many different activities. The standard methodology for measuring sports halls is by the number of badminton courts contained within the floor area. According to this definition they are at least 10m x 18m (i.e., the size of one badminton court including surrounding safety area) and include specifically designed sports halls, such as leisure centres and school sports halls. Additionally it also includes halls where activities can take place, such as school assembly halls, community buildings and village halls. Specialist centres such as dance centres, are not included.

However it is recognised that there is extensive use of these types of facility by a wide range of other sports including basketball, volleyball, handball, carpet bowls etc. Sports halls are generally considered to be of greatest value if they are of at least 3+ badminton court size, and with sufficient height to allow games such as badminton to be played.

A 4+ court sports hall provides greater flexibility in that it can accommodate major indoor team sports such as football (5-a-side and training), basketball and netball. It also provides sufficient run-up space to accommodate indoor cricket nets and to undertake indoor athletics. Many 4-court sports halls are fitted out with dividing nets which enable them to be subdivided into separate areas for use, for example, for circuit training, table tennis or martial arts activity. As such, a 4-court sports hall has greater sports development value and flexibility than its 3-court counterpart. A spread of 4-court sports halls across the area is best for accessibility and is often the most effective way of achieving greatest general community use.

The space required for certain indoor team games exceeds the space provided by a standard 4-court hall and in general terms the higher the standard of play the larger the space required. At higher levels of performance the playing area is usually the same size but increased safety margins and clear height may be required, as well as additional space requirements for spectators, teams and officials during competitions. Larger halls (i.e. 6 plus badminton courts) are therefore able to accommodate higher level training and/or competition as well as meeting day to day needs. They may also provide the option for more than one pitch/court which increases flexibility for both training and competition.

This assessment considers all sports hall facilities in St. Helens that comprise a minimum of a three badminton court sports hall and provide a reasonable sized area to be multi-functional (a '3+ court sport hall'). Such facilities are commonplace in secondary schools in the Borough.

NGBs that administer the more common sports hall sports include Badminton England, England Basketball, England Netball while the England Squash and Racketball Association is the body that champions the need for squash court provision.

4.1 St. Helens Facilities Planning Model summary 2014

The FPM highlights that there are 19 halls on 15 sites with main sports halls equating to 71 badminton courts across St. Helens. This equates to approximately 4.02 courts per 10,000 people. The supply of publicly available space in courts (scaled with hours available in peak periods is, however, assessed as 50, which is the lowest value of any authority in Merseyside). Scaling takes account of the capacity of sports halls and the hours it is available for use. It is, therefore, important to scale the number of courts and the hall space by the hours that each facility is open during the peak period. When this is done, the number of courts reduces from 71 to 50

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The FPM further indicates that:

- ✦ St. Helens has the second lowest number of sports halls and courts of the local authorities in Merseyside.
- ✦ Three of the four local authority sites are 25+ years old. Half of other sites are also 25+ years old; the oldest are St Cuthberts Catholic and De Le Salle high schools.
- ✦ Of the total population it is estimated that 25.7% does not have access to a car; this is low compared to the rest of Merseyside but above the national average.
- ✦ St. Helens population is estimated to generate demand for 49 (badminton) courts, this compares to current available supply of 50, thus giving an over supply of one court.
- ✦ Of the total population of St. Helens, 94.4% of demand is being met. Of this 71% of this is being met by facilities within St. Helens. This is attributed to the high percentage of residents with access to a car.
- ✦ Of the total demand within St. Helens only 5.6% is not met by the current supply.
- ✦ All unmet demand is a result of people living outside the catchment (96%) of a hall. The level of unmet demand equates to three courts.
- ✦ Within St. Helens 73.1% of hall capacity is being used at peak times. Five of the 15 sports halls are operating at 80% capacity (this includes all those managed by the local authority).

4.2 Supply

Supply of sports halls in St. Helens has not changed over the last five years although, investment in Queens Park Leisure Centre changing rooms has benefitted the site considerably. The age of facilities does need to be considered when planning for the future. In general the older a facility gets the less attractive to users it becomes, and whilst refurbishment can improve this, replacement will need to be considered at some stage to ensure that supply levels do not drop from the current position.

Quantity

In total, the audit identified 22 sports halls across the Borough, of which 16 have 3 or more courts. This includes one eight court sports hall at Sutton Leisure centre and a six court hall at Broadway Badminton centre. In addition, there are 12 sports halls with four courts.

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Figure 4.1: Location of all St. Helens sports halls.

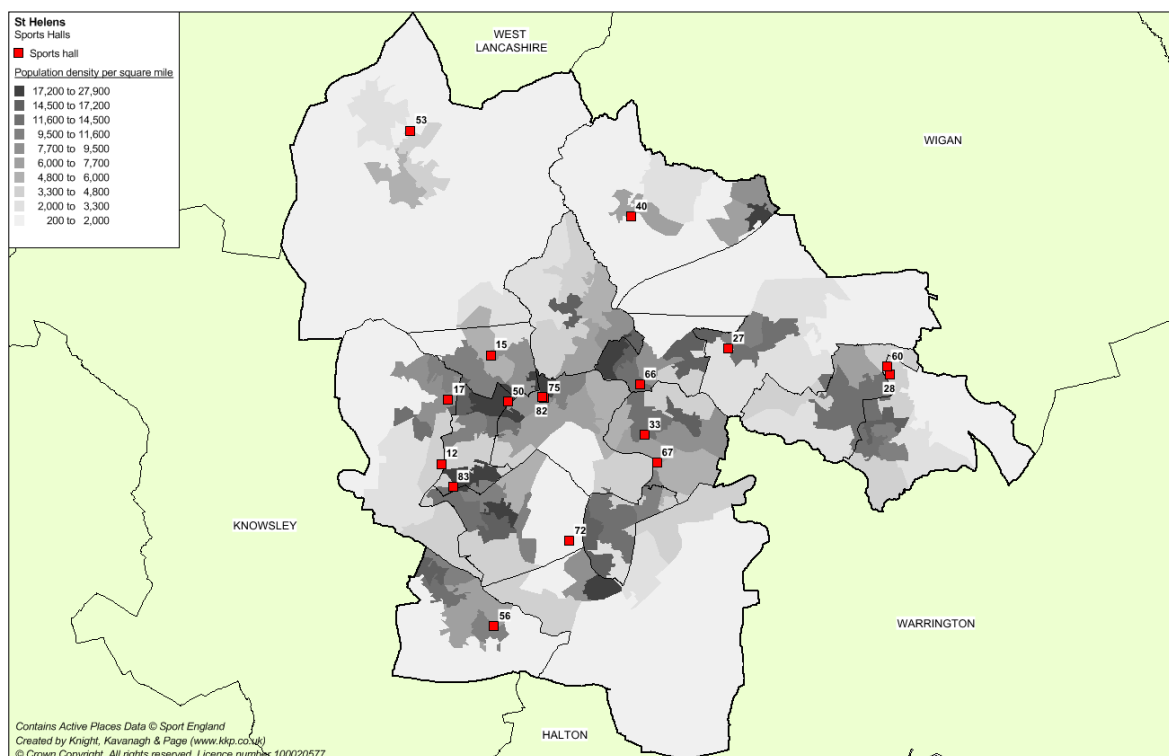


Table 4.1: All sports halls in St. Helens

Map ID	Site Name	Type	Courts
12	Carmel College	Main	4
15	Cowley College	Main	4
17	De La Salle High School	Main	4
27	Haydock High School	Main	4
28	Hope Academy	Main	4
28	Hope Academy	Activity Hall	2
33	Landsbury Bridge School and Sports College	Main	4
40	Nugent House School	Main	4
50	Queens Park Leisure Centre	Main	4
53	Rainford High Technology College	Main	4
53	Rainford High Technology College	Activity Hall	1
56	Rainhill High Media Arts College	Main	4
56	Rainhill High Media Arts College	Activity Hall	1
60	Selwyn Jones Leisure Centre	Main	4
66	St Augustine's of Canterbury Catholic High School	Activity Hall	1
66	St Augustine's of Canterbury Catholic High School	Main	3
67	St Cuthbert's Community High School	Main	4
67	St Cuthbert's Community High School	Activity Hall	1
72	Sutton Leisure Centre	Main	8
75	Beacon Leisure and Fitness	Main	4

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Map ID	Site Name	Type	Courts
82	YMCA	Main	2
83	Broadway Badminton Centre	Main	6
			77

This study is, however, concerned with multi-purpose sports halls which are a minimum of three courts. These are identified in Figure 4.2 and Table 4.2 which also takes account of their general condition.

Quality

Site assessments

As part of the assessment, KKP visited the 16 venues with three court sports halls and above ('3+ court') and completed non-technical visual assessments. These highlight the degree of variation in the quality of facilities across the Borough. The quality appears to be broadly positive for sports halls but less so for changing accommodation as depicted in Table 4.2.

Queens Park Leisure Centre recently benefitted from investment of £4 million resulting in a transformation of the facility including a new and welcoming reception, village changing, disabled lift (accessible), new health and fitness suite and studios. This appears to be generating increases in participation with the facility very busy during the assessment.

Of the sports halls assessed, eight out of the 16 are deemed to be good, six are above average and five below average. None of the changing rooms or sports halls are considered poor. The facilities with below average sports halls also have below average changing provision, which can have a negative impact on the experience of the user.

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Figure 4.2: Sports halls by condition

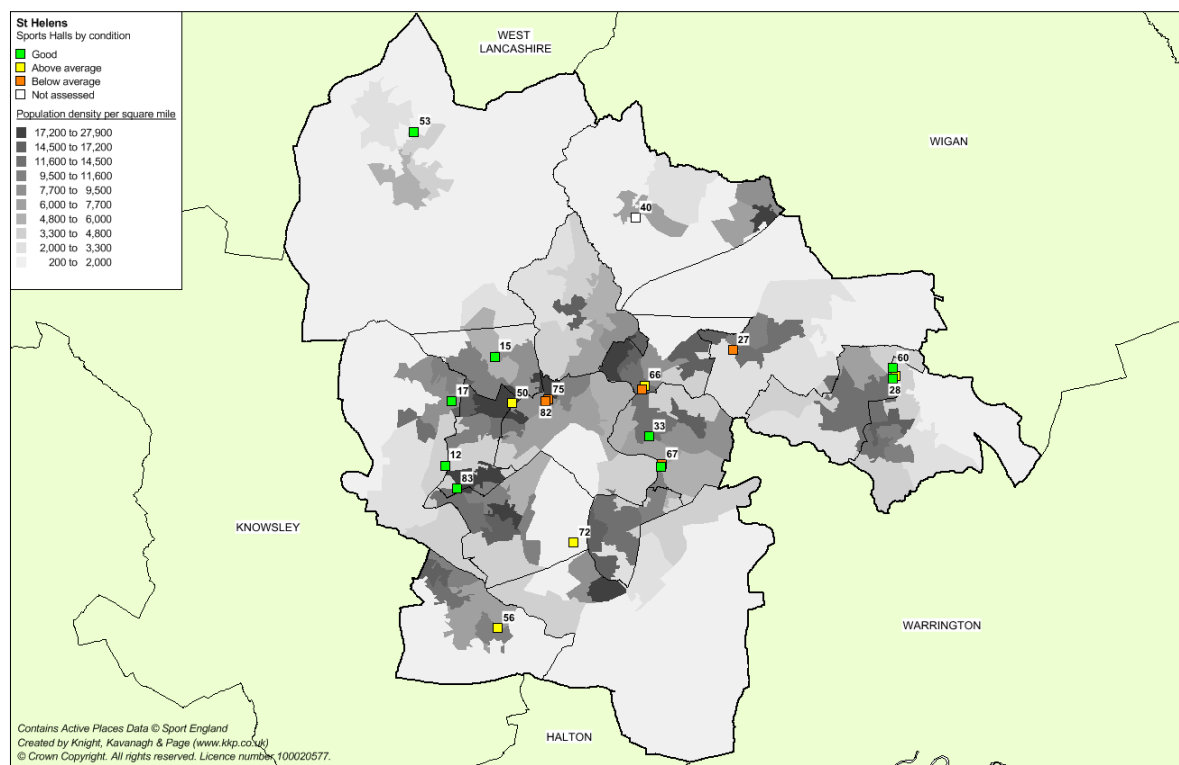


Table 4.2: 3+ court sports halls and above by quality in St. Helens

ID	Site Name	Type	Courts	Condition: sports hall	Condition: Changing
12	Carmel College	Main	4	Good	Good
15	Cowley College	Main	4	Good	Good
17	De La Salle High School	Main	4	Good	Above average
27	Haydock High School	Main	4	Below average	Below average
28	Hope Academy	Main	4	Above average	Good
33	Landsbury Bridge School/Sports Coll.	Main	4	Good	Good
40	Nugent House School	Main	4	Good	Good
50	Queens Park Leisure Centre	Main	4	Above average	Good
53	Rainford High Technology College	Main	4	Good	Good
56	Rainhill High Media Arts College	Main	4	Above average	Above average
60	Selwyn Jones Leisure Centre	Main	4	Good	Good
66	St Augustine's of Canterbury Catholic HS	Main	3	Below average	Below average
67	St Cuthbert's Community HS	Main	4	Below average	Below average
72	Sutton Leisure Centre	Main	8	Above average	Above average
75	Beacon Leisure and Fitness	Main	4	Below average	Below average
83	Broadway Badminton Centre	Main	6	Good	Good

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Accessibility

This section considers the accessibility of facilities in relation to both the physical (i.e. built environment) and human (i.e. management of entry to facilities) elements. Appropriate walk and drive time accessibility standards can be applied to indoor sports provision to determine deficiencies in provision. The normal acceptable standard is to apply a 20 minute walk time (1 mile radial catchment) for an urban area and a 20 minute drive time for a rural area. This definition was used in assessing accessibility in St. Helens.

Figure 4.3: 3+ Court halls on population density with a 20 minute walk time catchment.

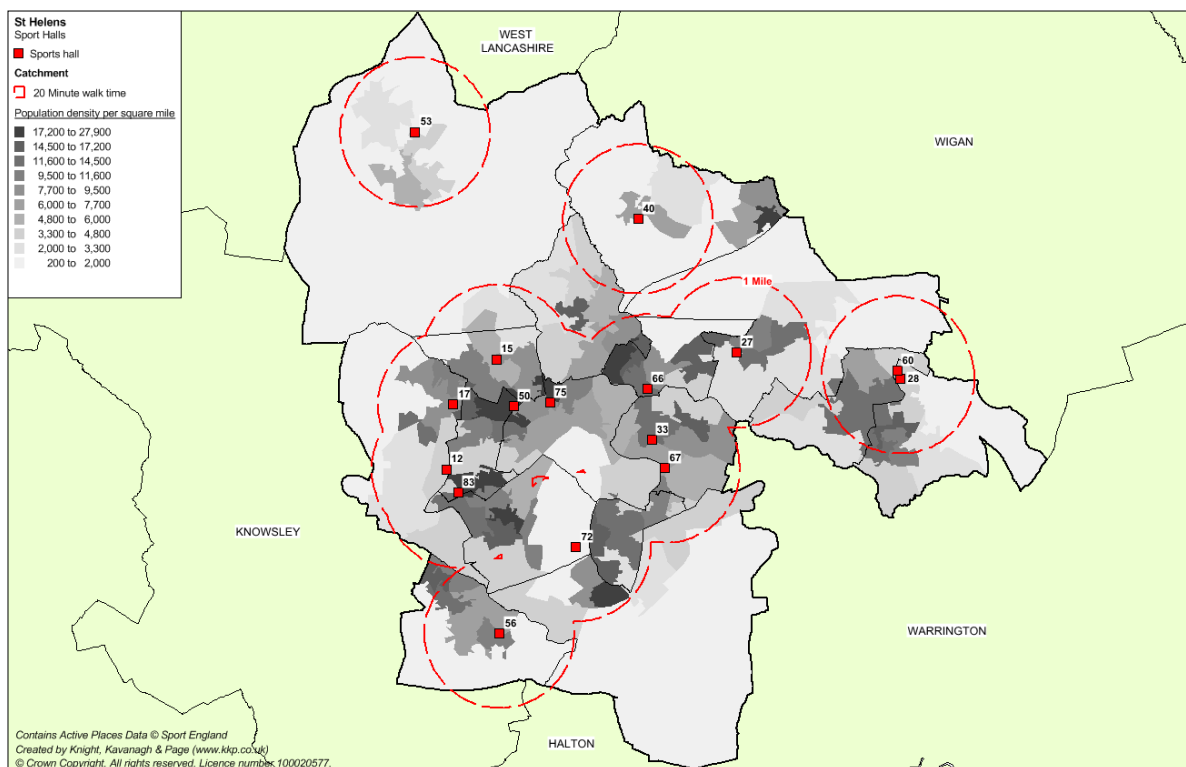


Table 4.3: IMD 2010 populations: St. Helens 3+ court community use (CU) sports halls walk time catchment.

IMD 2010 10% bands	St. Helens		Sports Hall (3+ court) with community use catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside %	People outside catchment	Population outside (%)
00 - 10%	33,851	19.1%	30,620	17.26%	3,231	1.82%
10 - 20%	29,542	16.7%	24,029	13.55%	5,513	3.11%
20 - 30%	19,524	11.0%	16,944	9.55%	2,580	1.45%
30 - 40%	17,497	9.9%	13,340	7.52%	4,157	2.34%
40 - 50%	16,226	9.1%	12,704	7.16%	3,522	1.99%
50 - 60%	12,990	7.3%	10,497	5.92%	2,493	1.41%
60 - 70%	17,658	10.0%	12,621	7.12%	5,037	2.84%
70 - 80%	7,712	4.3%	5,982	3.37%	1,730	0.98%
80 - 90%	17,061	9.6%	14,836	8.36%	2,225	1.25%
90 - 100%	5,302	3.0%	4,394	2.48%	908	0.51%

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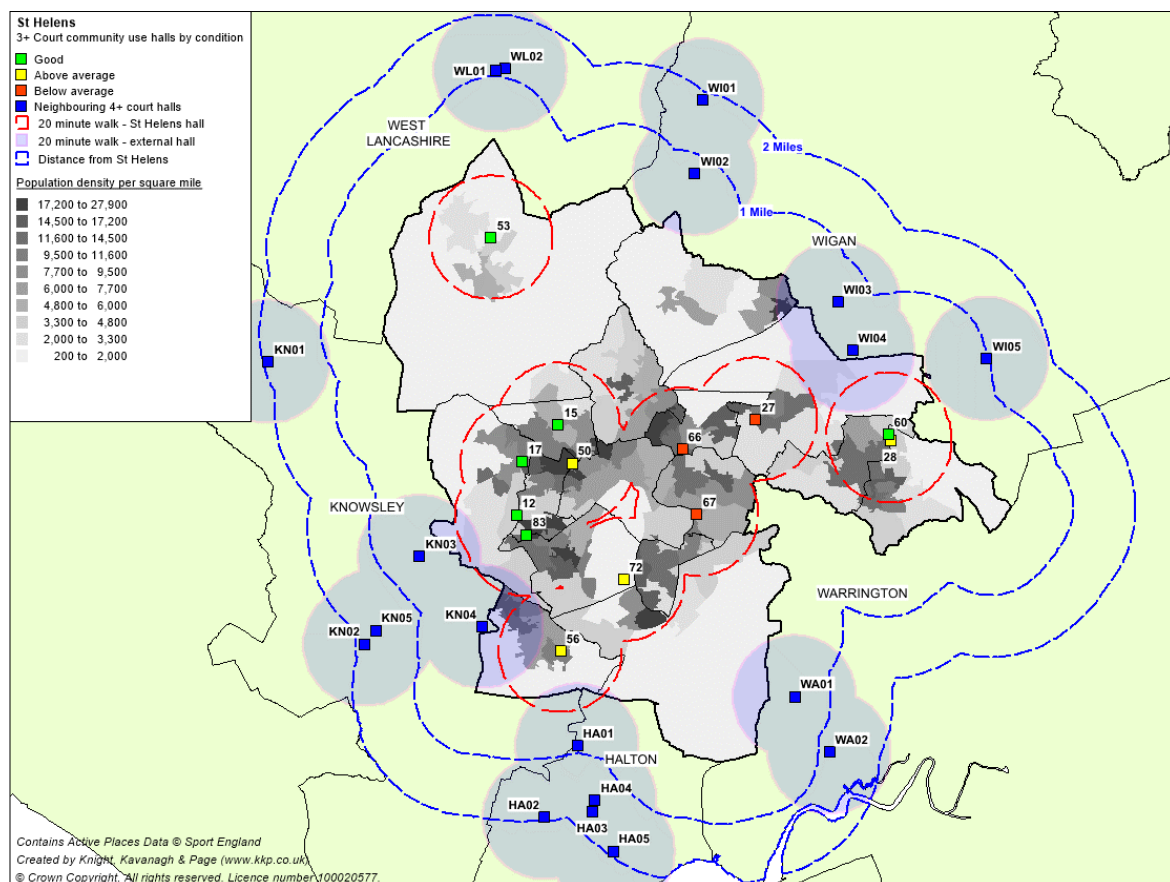
Total	177,363	100.0%	145,967	82.3%	31,396	17.7%
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Figure 4.3 and Table 4.3 indicate that residents situated in the more densely populated areas (excepting Garswood) are within 20 minute walk catchment of a sports hall. This equates to 82.3% (145,967) of the total population which leaves 17.7% (31,369) not within the catchment.

The situation is further complicated by facilities outside the Borough which residents may consider accessible. Figure 4.4 below indicates the sports halls available in surrounding local authorities, which may be considered to be within travelling distance. It shows that there are eight available sports halls within one mile of the boundary of St. Helens and a further 11 within a two mile catchment. The map also indicates that all residents are within a 20 minute drive time of sports halls, although these may be located outside of the Borough. No site assessment has been undertaken at neighbouring facilities.

One and two mile boundaries just serve to give an indication how accessible facilities are to the general population; whilst accepting that access via car, rather than walking will be necessary.

Figure 4.4: St. Helens 3+ court community use sports halls, 20 minute walk time, and neighbouring 4+ court sports halls: 1 mile buffer around facilities within 2 miles of St. Helens.



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Table 4.4: 3+ court sports halls within 2 miles of the Borough in neighbouring authorities

ID	Site	Courts	Ownership	Access
HA01	Riverside College Halton	4	Education	Pay and play
HA02	Ormiston Chadwick Academy	4	Education	Pay and play
HA03	St Peter & St Paul Catholic College	4	Education	Pay and play
HA04	Wade Deacon High School	6	Education	Pay and play
HA05	Kingsway Leisure Centre	8	Local Authority	Pay and play
KN01	David Lloyd Club (Liverpool Knowsley)	4	Pay and Play	Private
KN02	Lord Derby Academy	4	Education	Pay and play
KN03	Knowsley Park Centre For Learning Community School	4	Education	Pay and play
KN04	St Edmund Arrowsmith Catholic Centre For Learning	4	Education	Pay and play
KN05	Knowsley Leisure and Culture Park	6	Pay and Play	Pay and play
WA01	Penketh High School	4	Education	Pay and play
WA01	Great Sankey Leisure Centre	6	Pay and Play	Pay and play
WI01	St Peters Catholic High School	4	Education	Pay and play
WI02	Winstanley College Sports Centre	4	Education	Pay and play
WI03	Ashton Leisure Centre	4	Pay and Play	Pay and play
WI04	St Edmund Arrowsmith Catholic HS	4	Education	Pay and play
WI05	Golborne High School	4	Education	Pay and play
WL01	West Lancashire College Sports Complex	4	Education	Pay and play
WL02	Activ 8 At Glenburn Sports College	4	Education	Private

Facilities within one mile and two miles the of St. Helens borough boundary are illustrated in Figure 4.4 Those identified within 20 minute drive time (1 mile) of some of the St. Helens population are:

- St Edmund Arrowsmith Catholic High School and Ashton Leisure Centre are within a 20 minute drive time of the Haydock ward.
- Knowsley Park Centre For Learning Community School and St Edmunds Arrowsmith Catholic Centre For Learning are within a 20 minute drive time of the Eccleston ward.
- Penketh High School is within a 20 minute drive time of the Bold ward.

Availability

Management and ownership

Sports halls in St. Helens are subject to a range of ownership and management types identified in Table 4.5. In general, the greater the number of different management types the more difficult it is to achieve complementary programming structures.

Table 4.5: Summary of ownership types in St. Helens

Type	No. of 3+ court sports halls	No. of courts
Community School	6	24
Academy	1	4
Community Special School	1	4
Voluntary Aided School	3	11
Higher and Further Education	1	4
Local Authority	4	24

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Total	16	71
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Owners/managers of all the sports hall facilities in St. Helens indicate that they are available for some level of community use via either pay and play or sports club/community association access policy (i.e. regular block bookings).

Figure 4.5: 3+ court sport halls' access policy set against population density.

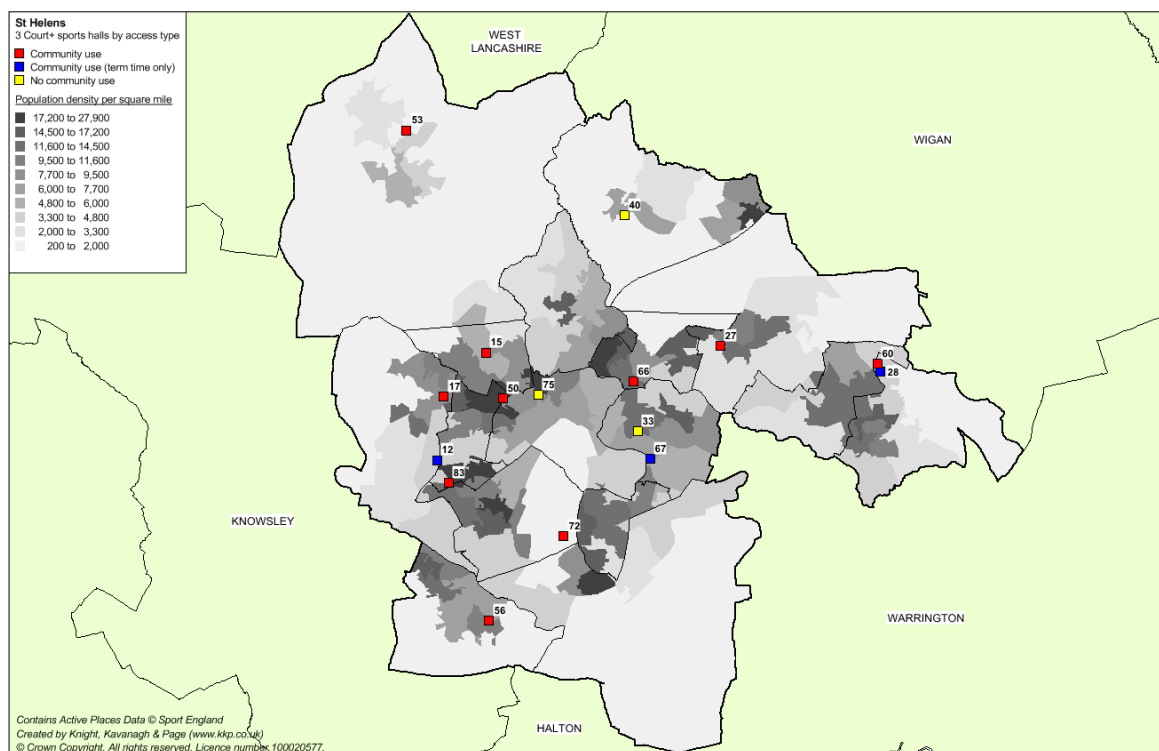


Table 4.6: Summary of 3+ court sports halls' community use hours available on a weekly basis

ID	Site Name	Type	Courts	Weekly comm. use hours
12	Carmel College	Main	4	45
15	Cowley College	Main	4	45
17	De La Salle High School	Main	4	60
27	Haydock High School	Main	4	20
28	Hope Academy	Main	4	35
33	Lansbury Bridge School & Sports College	Main	4	10
40	Nugent House School	Main	4	0
50	Queens park Leisure Centre	Main	4	100
53	Rainford High Technology College	Main	4	52
56	Rainhill High Media Arts College	Main	4	45
60	Selwyn Jones Leisure Centre	Main	4	100
66	St Augustine's of Canterbury Catholic HS	Main	3	50
67	St Cuthbert's Community High School	Main	4	60
72	Sutton Leisure Centre	Main	8	100
75	Beacon Leisure and Fitness	Main	4	16

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ID	Site Name	Type	Courts	Weekly comm. use hours
83	Broadway Badminton Centre	Main	6	39

Consultation indicates that some facilities are not widely available for community use. These include the following:

- ✦ The Beacon Leisure and Fitness Facility, based within the YMCA building in the centre of St. Helens, has a dedicated sports hall for use by students only St. Helens College students. There is, however, limited community use at the YMCA.
- ✦ Hope Academy, Carmel College and St Cuthbert's Community High School are all only available in term time.
- ✦ Nugent High School in the Billinge Ward has no community access.
- ✦ Residents of Earlestown, Sutton and Bold wards do not have access to a sports hall within their ward (although Selwyn Jones Leisure Centre and Hope Academy are just over the border of Bold in Newton; and Sutton Leisure Centre is in close proximity to Sutton Ward).
- ✦ Lansbury Bridge School and Sports College has limited community use but does host Viking Wheelchair Basketball Club.
- ✦ Hope Academy in Earlestown ward, St. Cuthberts Community High School in Parr ward and Carmel College in Thatto Heath sports halls are only available during term time.
- ✦ Broadway Badminton Centre is available to the Badminton community from 9.00am-10.00pm Monday to Thursday and available for block bookings to the wider community Friday to Sunday.

All but Broadway Badminton Centre, Sutton Leisure Centre, the YMCA, Carmel College and Lansbury Bridge School offer some programming time for football. This is a mixture of training for mini soccer and youth football. The centres do not operate 5 aside leagues or Futsal in the sports halls.

Table 4.7: Hours available at 3+ court sports halls for community access which is used for football

Hours available	Site	Courts	Hours used: football
10-20 hours	Carmel College	4	0
	Lansbury Bridge School & Sports College	4	0
	Rainford High Technology College	5	8
	Rainhill High Media Arts College	5	8
	Hope Academy	6	5
>20 hours	Cowley College	4	5
	De La Salle High School	4	5
	YMCA	2	0
	Haydock High School	4	5
	St Augustine's of Canterbury Catholic HS	4	10
	St Cuthbert's Community High School	5	10
	Sutton Leisure Centre	8	0
	Haydock High School	4	10
	Selwyn Jones Leisure Centre	4	10
	Queens Park Leisure Centre	4	10
	Broadway Badminton Centre	6	0

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Programming and opening

The extent of football programming within sports halls in St. Helens is relatively limited which allows for a wide range of other sports and physical activity to be offered at all levels including NGB performance training, club coaching, health and fitness related programmes and participation sessions.

Table 4.8: Summary of the sports offered in sports halls within St. Helens.

Site Name	Programmes
Cowley College	Rugby League, Netball, Cricket, Triathlon, Judo. Cycling,
Rainford High Technology College	Football, Netball, Cricket, Badminton, Bootcamps, Zumba, Rugby League
Hope Academy	Football, Rugby League, Netball, Cricket, Cheerleading, Netball,
Rainhill High Media Arts College	Football, Zumba, Judo, Bootcamp, Karate
Carmel College	Rugby League, Rugby Union, Football
De La Salle High School	Cricket, Basketball, Football, Netball
St Augustine's of Canterbury Catholic High School	Rugby Union, Football, Police service
St Cuthbert's Community HS	Netball, Cricket, Football, Basketball
Queens Park Leisure Centre	Karate, Football, Yoga, Tai Chi, Pilates Line dancing, Zumba and badminton
Selwyn Jones Leisure Centre	Badminton, Karate, Football, Yoga, Tai Chi, Pilates Line dancing, Zumba, Cricket
YMCA	Bootcamps, Zumba, Aerobics, Martial Arts
Haydock High School	Football, Netball, Archery, Basketball, Climbing
Beacon Leisure and Fitness	N/a
Sutton Leisure Centre	Football, Hockey, Rugby League, Athletics, Badminton, Fitness classes, Hockey, Netball, Rythmic Gymnastics, Indoor Athletics
Lansbury Bridge School and Sports College	Wheelchair Basketball
Broadway Badminton Centre	Badminton, Basketball, Dance, Youth Service programmes

There is, thus, a broad spectrum of sport offered at indoor sports hall facilities within St. Helens and programmes are not unduly dominated by football. The community offer includes, for example, access to coaching programmes, health and fitness within the Council managed facilities and also an opportunity to develop skills through NGB led sessions such as the Back to Netball programme. It has been further noted that:

- ✦ Sutton Leisure Centre is attached to Sutton Academy, so the sports hall is only available from 17.00 daily. The mode of operation is generally to offer block bookings to local clubs, community and other local groups within the area.
- ✦ Selwyn Jones Leisure Centre is adjacent to Hope Academy, which uses the facility as and when required, in addition to its own facilities.

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4.3 Demand

Analysis of demand for sports halls – Facilities Planning Model

The population of St. Helens is approximately 176,200. This is estimated to generate a demand for c. 7,925 visits a week in the peak period, equating to 49 courts (with a comfort factor applied). A sports hall is deemed to be “full” when it is at or above 80% capacity. Beyond this limit the ability to obtain a booking or use the facility in a flexible way is severely impaired and will have a negative impact on propensity to participate.

In St. Helens, only a small percentage of the population does not have access to a car (25.7%), therefore 74.3% do have access to a car and therefore borough residents are considered to be more mobile when compared to other areas of Merseyside.

Satisfied demand

The FPM estimates that 94.4% of the demand from St. Helens residents for sports halls can be met; this is just above the Merseyside average (93.4%). Of the demand generated by St. Helens residents that is met, the model estimates that 29% is satisfied at sports halls outside the authority. The model also estimates that 73.9% of demand satisfied is met by those travelling to a sports hall by car, with 17.1% met by those travelling on foot and the balance satisfied for people who travel via public transport.

Unmet demand

The two main reasons for unmet demand are:

- ◀ Catchment – i.e. people live outside the catchment of a sports hall.
- ◀ Capacity – this is determined by the size of the sports hall, its opening hours as well as its management type – for example whether it is a public or private facility.

Unsurprisingly, given comments in the Satisfied Demand section, the model considers that only 5.6% of St. Helens residents experience unmet demand. Almost all (96% of the 5.6%) of unmet demand is the result of people living outside the catchment of a sports hall.

Local activity priorities

St. Helens Sports Development Team delivers two key Sport England funded participation programmes. These enable it to provide financial assistance to clubs, community groups and other key partners to engage with the community, schools and other groups.

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Table 4.9: Sport England programmes delivered by St. Helens sports development team

Programme	Comment
<i>St. Helens SPORTIVATE</i>	This Sport England funded programme is administered through Merseyside Sports Partnership aiming to increase participation for 11-25 year olds. In 2013 – 2014 St. Helens received £20,705 for the delivery of projects which included the establishment of a Netball league in partnership with Simple Netball.
St. Helens Community Sport Activation Fund	In 2013 St. Helens sports development team received £250,000 to deliver a programme that reflects a broad range of both formal and informal sports and target people over the age of 14. Three activators deliver a series of programmes in the four target areas of Ruskin, Newton, Thatto Heath and Blackbrook. The programme is currently focussed on pitch sports but there is the opportunity for indoor sports to be part of the programme.

Consultation

The following section identifies the results of consultation with a range of key NGBs and clubs in St. Helens and looks to identify key issues emanating from them.

Sport	Consultation findings
<i>Basketball</i>	<p>England Basketball (EB) is currently undergoing a reorganisation. It is receiving grant funding for only one year ahead as Sport England has indicated that it wishes to undertake more research on how to engage more adults in the sport, prior to committing any more money.</p> <p>Two clubs operate in St. Helens: St. Helens Basketball Club and Vikings Wheelchair Basketball club. Both are keen to recruit new members but will also need to acquire new volunteers to support this.</p>
<i>Badminton</i>	<p>With the support of Badminton England (BE), St. Helens sports development team and local community clubs a Badminton Development plan has been developed for the period 2013 – 2017. It has the following main objectives:</p> <ul style="list-style-type: none"> ◆ Increase casual adult participation. ◆ Improve the pathway between casual badminton provision and clubs. ◆ Retaining 14 – 21 years olds. ◆ Maximise potential useage of Broadway. ◆ Provide competition opportunities for casual and non-league players. ◆ Clubs and leagues to be aware of, and engage with the St. Helens Badminton Development Group. ◆ Ensure there are opportunities for all to play within clubs. ◆ Increase the number of senior and junior clubs in St. Helens. ◆ Strengthen performance pathways. ◆ Increase schools participation and provide high quality competition, whilst developing strong school to club links. ◆ Ensure badminton has a sufficiently qualified and active workforce. <p>In 2011 BE invested capital funding into the Broadway Badminton Centre. This facility is owned and managed by St. Helens Council, and has two main user groups; badminton clubs and the Youth Service. Priority use is offered to badminton, the programming of which is managed through the St. Helens Badminton Development Group BDG. The Centre also has a relevant and up to date business plan.</p> <p>Sutton, Feathers, Corpus Christi and Grange Park badminton clubs pay an annual rent to St. Helens Council for the use of the facility for training, coaching, Play Badminton programmes and league matches. The Centre has 10 sessions per week dedicated to the development of badminton.</p>

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	<p>Broadway Badminton Centre has seen a number of challenges with regard to the roof leaking and subsequent damage to the sports hall floor, since its opening in 2012 but work appears to be in hand. It has maintained participation levels and there are a number of programmes yet to commence which could have a positive impact including Essential course, No Strings and Women and girls coaching programmes.</p> <p>There is currently no sustainable management structure in place which would be able to take over the management/ownership of the site.</p>
Netball	<p>England Netball (EN) works closely with St. Helens Sports Development and launched an action plan in partnership with the community clubs for the development of the game, in October 2014. The objectives of this are:</p> <ul style="list-style-type: none"> ✦ Increasing junior and adult participation. ✦ Club development, including CAPS accreditation. ✦ Workforce development, coaches, volunteers and umpires. ✦ Implementation of netball programmes such as Back to Netball and Now Netball. <p>There is no dedicated league within St. Helens so teams play within the Liverpool or Warrington and Cheshire Leagues. The Play Simple Netball Company exists within St. Helens; this is a social netball league for groups of friends, workmates or individuals who want to play recreational netball, get fit, have fun and/or meet new people.</p> <p>A league within St. Helens commenced at Hope Academy and Selwyn Jones leisure centre in June 2014 with eight teams from St. Helens and surrounding areas. Currently, only Haydock Netball Club from St. Helens play within this league.</p> <p>St. Helens has three netball clubs including Sutton Stars, Capricorn and Haydock. Sutton Stars was recently established (2014) through a Back to Netball programme; it has ambitions to increase its numbers (which currently stands at ten players) through promotion and, in time, work with EN to create a St. Helens league.</p>
Table Tennis	<p>In 2013 the English Table Tennis Association saw a change in Board, title, chief executive and headquarters location. Table Tennis England work is now based on four areas. A team of three officers covers the North Area which includes St. Helens. Currently St. Helens is not identified as a priority zone, however neighbouring Liverpool is.</p> <p>The one club in St. Helens; Sutton Manor, plays within the Halton Table Tennis League.</p>

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4.4 Summary

In summary, the above consultation and analysis would indicate that St. Helens is in the following position with regards to its sports hall provision:

- ◀ The FPM identifies 19 halls on 15 sites with main sports halls equating to 71 courts but does not take account of Broadway Badminton Centre. The FPM also includes some one hall courts.
- ◀ The KKP audit identifies 16 halls with 77 courts. One of the facilities has eight courts and one has six.
- ◀ The FPM identifies that the population there is demand which equates to 49 courts based on current population figures of 176,200, which compares to current available supply of 50 courts available (as identified in the audit).
- ◀ ONS projections indicate a rise of 7.5% in St. Helens population (+13,295) over the 25 years from 2012 to 2037 and by 5.6% (+9,840) from current levels up to 2027. Fluctuations are seen within this time frame, for example the number of 16-24 year olds falls by 15.7% between 2012 and 2023 before rising again to 5.2% less than its 2012 baseline by 2037.
- ◀ This level of increase in population is projected to increase demand for sports halls by just over 2.5 courts by 2027. This is not a significant increase overall and could be addressed by increasing availability of current sports halls at times when they are required by the public and retain/improve their quality.
- ◀ Community use is available at 15 out of the 16 sites (not Nugent House School). Some schools only allow access during term time.
- ◀ Facilities are managed by a mix of St. Helens Council and different educational bodies.
- ◀ Sports hall quality is variable; four are identified as having below average sports halls and changing facilities. Two were assessed as above average, with the remaining assessed as having good sports halls and changing. Where there has been investment in a facility such as Queens Park Leisure Centre the assessment was rated as good.
- ◀ All facilities offer a wide range of sport and physical activity programmes. Consultation indicates that management is focused on increasing participation and providing the community with access to quality facilities.
- ◀ Although football is programmed into a number of facilities it does not appear to be reducing the opportunities for other sports.
- ◀ APS7 data indicates that there is latent demand for specific sports in St. Helens, in particular, badminton, basketball, netball and table tennis.
- ◀ Accessibility is varied with 82.3% of the total population living within a 20 minute walk time catchment of a sports hall which indicates that only 17.7% (one sixth) are outside of this.
- ◀ Using a 20 minute walk time, there is a swathe (of predominantly rural areas) in the north and west of the Borough, an area in the north east and an area in the south of the Borough which is not within this distance. All residents live within a 20 minute drive of a sports hall.
- ◀ NGBs all clearly state that there is scope to increase participation, which will have an impact on the current facilities. Ensuring that programmes are linked to clubs or sustainable programmes will be critical.
- ◀ Further work on accessibility to sports halls needs to be undertaken in a number of wards including Parr, Bold, Moss Bank and Sutton with regard to term time and out of term time provision.

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PART 5: SWIMMING POOLS

A swimming pool can be 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”. This is an assessment of swimming pools in St. Helens.

5.1: Sport England Facilities Planning Model (FPM)

The Sport England Facilities Planning Model for St. Helens was undertaken using the 2014 National Facilities Audit Data. The FPM run for swimming pools is more accurate than that for sports halls given that there have been fewer changes in the supply in the Borough over recent years. The analysis provides a useful start point in identifying the issues and challenges for St. Helens swimming provision. The key summary of the FPM analysis identifies that:

- There is a total of six pools across five sites which equates to 1,297m² of waterspace. This is the lowest volume of waterspace of the local authorities in Merseyside.
- The average supply of waterspace per 1,000 population in Merseyside is 12.2m² whereas there is only 7.3m² within St. Helens.
- Swimming pools in St. Helens have a peak period of community use of 52 hours which reduces the waterspace available to 1,078m².
- Based on the peak period hours and building in a comfort factor the required demand to satisfy the population is estimated at 1,864m². This equates to additional 786m² required to satisfy demand.
- Only just over half of demand from St. Helens residents (54%) is met by facilities within the Borough. This proportion is lower than all other Merseyside authorities.
- St. Helens is also different to Merseyside authorities in that a relatively high proportion of demand that is being met relates to users that travel by car (79%).
- Of the total demand for swimming pool visits from the population of St. Helens, 9.7% is not being met by the existing supply. The majority of unmet demand is due to residents not living within the catchment of a swimming pool.

5.2: Supply

Quantity : The assessment identifies 10 swimming pools at nine sites across St. Helens.

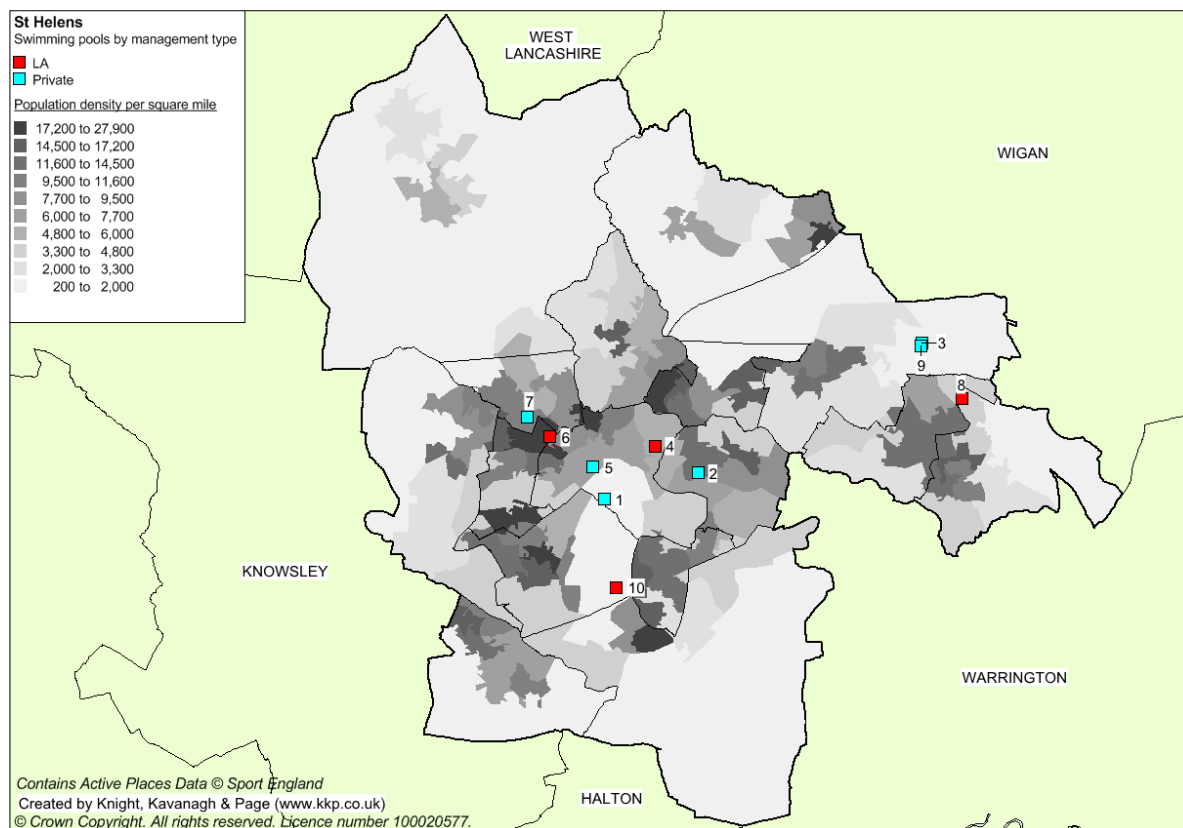
Table 5.1: All pools identified within St. Helens

Map ID	Site	Management
1	DW Sports Fitness (St. Helens)	Private
2	Lansbury Bridge School and Sports College	Private
3	Otium Leisure Club (Haydock) Thistle Hotel	Private
4	Parr Swimming Pool and Fitness Centre	LA
5	Pyramid Health and Fitness	Private
6	Queens Park Health and Fitness	LA
7	Ruskin Health and Fitness Club	Private
8	Selwyn Jones Sports Centre	LA
9	Spirit Health Club (Haydock)	Private
10	Sutton Leisure Centre	LA

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Figure 5.1: All swimming pools by management type.



For the purposes of the assessment DW Sports Fitness (St. Helens), Lansbury Bridge School and Sports College, Otium Leisure Club (Haydock) Thistle Hotel, Pyramid Health and Fitness pools, Ruskin Health and Fitness Club and Spirit Health Club (Haydock) pools are excluded from the assessment because they are member only facilities and are not considered to be widely available to the community (this is mainly due to the ability to pay for one off swims). In some instances the pools are also too small. In addition, there is no longer a swimming pool open at Sutton Leisure Centre, so this has also been discounted.

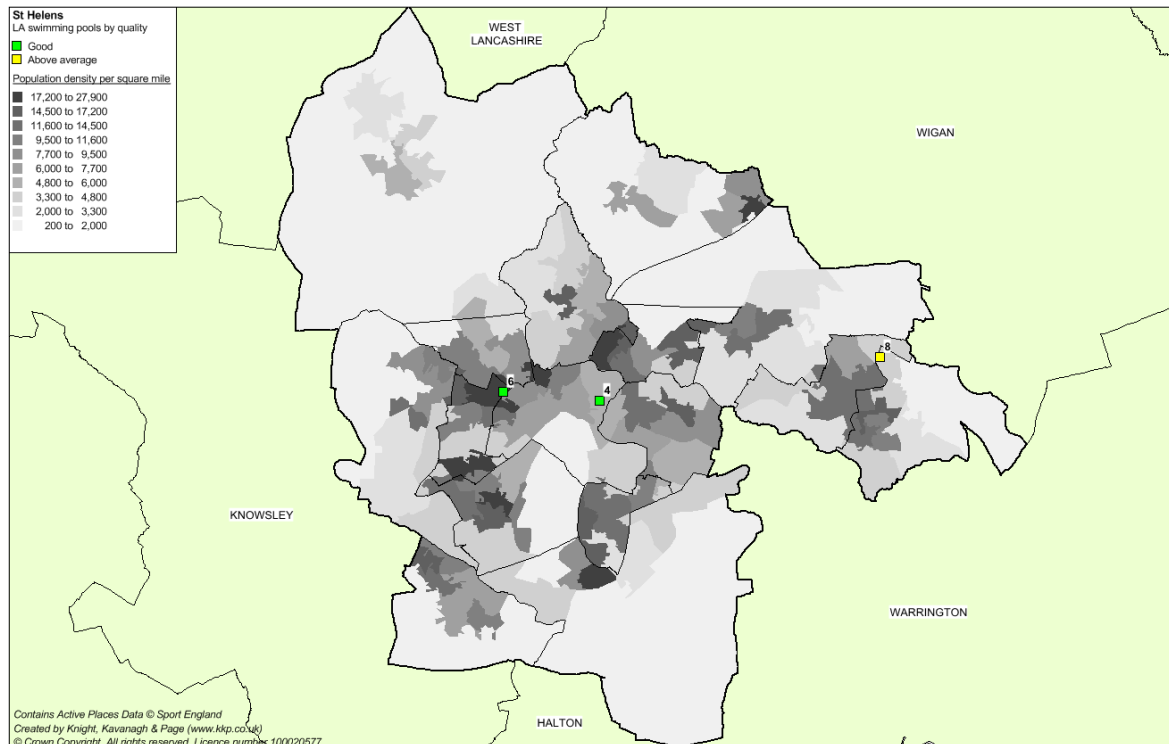
Table 5.2: Local Authority managed/community accessible swimming pools by type, lanes and rating

ID	Site	Management	Type	No. of Lanes	Rating
4	Parr Swimming Pool and Fitness Centre	Local Authority	Main/General	6	Good
4	Parr Swimming Pool and Fitness Centre	Local Authority	Learner/Teaching/ Training	4	Good
6	Queens Park Health & Fitness	Local Authority	Main/General	5	Good
8	Selwyn Jones Sports Centre	Local Authority	Main/General	6	Above average

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Figure 5.2 : Local Authority managed/community accessible swimming pools by quality in St. Helens and population density



Summary

- ✦ There are four local authority managed pools which are clustered in the centre and east of St. Helens.
- ✦ There is no swimming pool in the north of the Borough, where the population is more rural.
- ✦ There are six privately managed swimming pools located in hotels, education and privately managed centres.
- ✦ The three accessible swimming pool sites are located in the most densely populated areas of St. Helens.
- ✦ The quality of pools is considered above average or good.

The distribution of community accessible water space in St. Helens is centred around three sports centres, which are located at:

- ✦ Parr Swimming Pool and Fitness Centre.
- ✦ Queens Park Health and Fitness.
- ✦ Selwyn Jones Sports Centre.

Lansbury Bridge swimming pools offers a private after school swimming programme to the public (managed by MD Sports).

The current distribution of swimming pools could be an issue for St. Helens as currently there are no pools located in the North of the Borough (Rainford and Bilinge). Although these areas are less densely populated, access to a pool within the Borough will mean travelling or going outside of the Borough.

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Accessibility

Appropriate walk and drive time accessibility standards are applied to swimming provision to determine provision deficiencies. The normal acceptable standard is to apply a 20 minute walk time (1 mile radial catchment) for an urban area and a 20 minute drive time for a rural area. This standard is adopted for this report. Catchment mapping based on this is used to analyse the adequacy of coverage of provision; it also helps to identify areas currently not served. The majority of the population resides within 1 mile of a community accessible pool, although there are key gaps in the north of the Borough. Figure 5.3 illustrates current stock of with a 20 minute walk-time catchment.

Figure 5.3: All publicly accessible pools with a 1 mile radial catchment and IMD

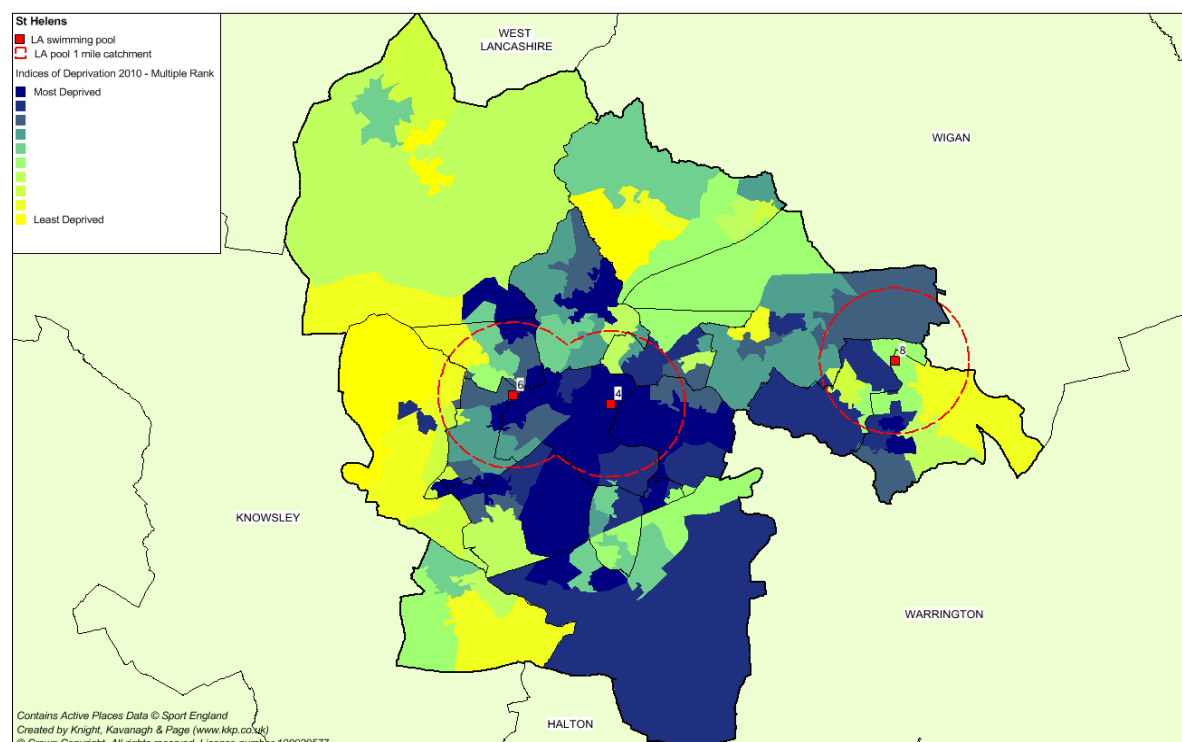


Table 5.3: Populations within 1 mile of Local Authority managed/community accessible pools

IMD 2010 10% bands	St. Helens		Community accessible pools 20 minute walk (1 mile) catchments	
	Population mid-2010	% Population	% Inside	% Outside
00 - 10%	33,851	19.1%	8.8%	10.2%
10 - 20%	29,542	16.7%	6.1%	10.5%
20 - 30%	19,524	11.0%	5.1%	5.9%
30 - 40%	17,497	9.9%	3.2%	6.7%
40 - 50%	16,226	9.1%	1.0%	8.2%
50 - 60%	12,990	7.3%	2.4%	4.9%
60 - 70%	17,658	10.0%	1.8%	8.1%
70 - 80%	7,712	4.3%	1.4%	2.9%
80 - 90%	17,061	9.6%	2.0%	7.6%

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90 - 100%	5,302	3.0%	0.0%	3.0%
Total	177,363	100.0%	32.0%	68.0%

The three community accessible pools are located in urban areas across the central belt of St. Helens. When we measure and profile the community within and outside of the catchment of a community accessible swimming pool it can be clearly seen that only 32% of residents reside within the 1 mile radial catchment of an accessible pool, leaving approximately 120,605 residents outside this. Further, Table 5.3 indicates that 20.7% of the most deprived communities (using 20% banding) are outside the one mile catchment of an accessible pool.

This would appear to be more significant just south of the town centre where there is a significant pocket of high deprivation and a gap in provision; although it should also be recognised that this area is slightly less densely populated. It should also be noted that all residents are within a 20 minute drive time of swimming pools in St. Helens and 73.4% of households have access to a car.

Accessibility: car ownership

Figure 5.4: Swimming pools within 5 minute drive time and 10 minute walk set against a background of car or van ownership

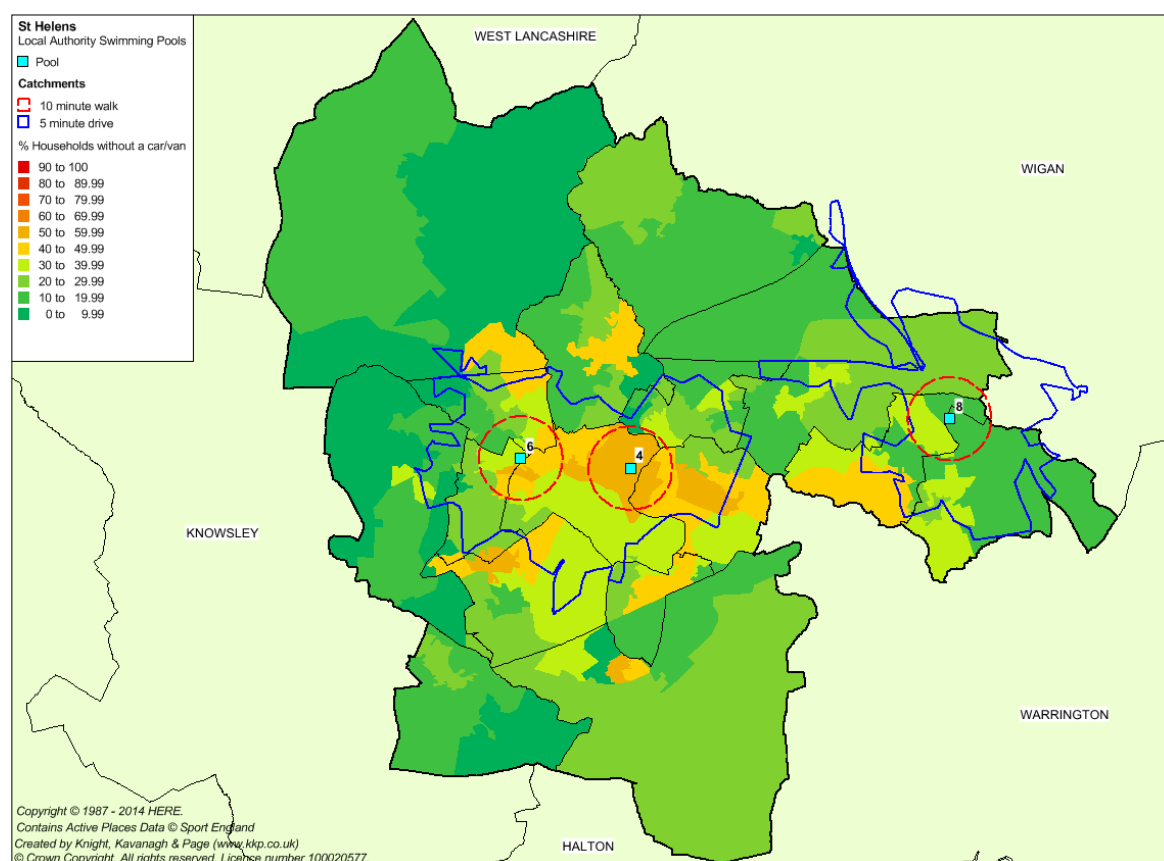


Figure 5.4 indicates that Queens Park and Parr swimming pools are located in areas where car ownership is considered to be relatively low, compared with other areas of the Borough. The map further indicates that there is no location at which a swimming pool will

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be able to satisfy the remaining areas of the Borough which have lower levels of car ownership.

Neighbouring authorities

Consideration is also given to the provision of swimming pools outside the St. Helens boundary. There is a range of pools within a one mile radius but to some extent this is limited to the North of the Borough. One and two mile boundaries serve to give an indication how accessible facilities are to the general population; whilst accepting that access via car, rather than walking will be necessary.

Figure 5.5: St. Helens swimming pools, 20 minute walk time, and neighbouring swimming pools within one and two miles from St. Helens

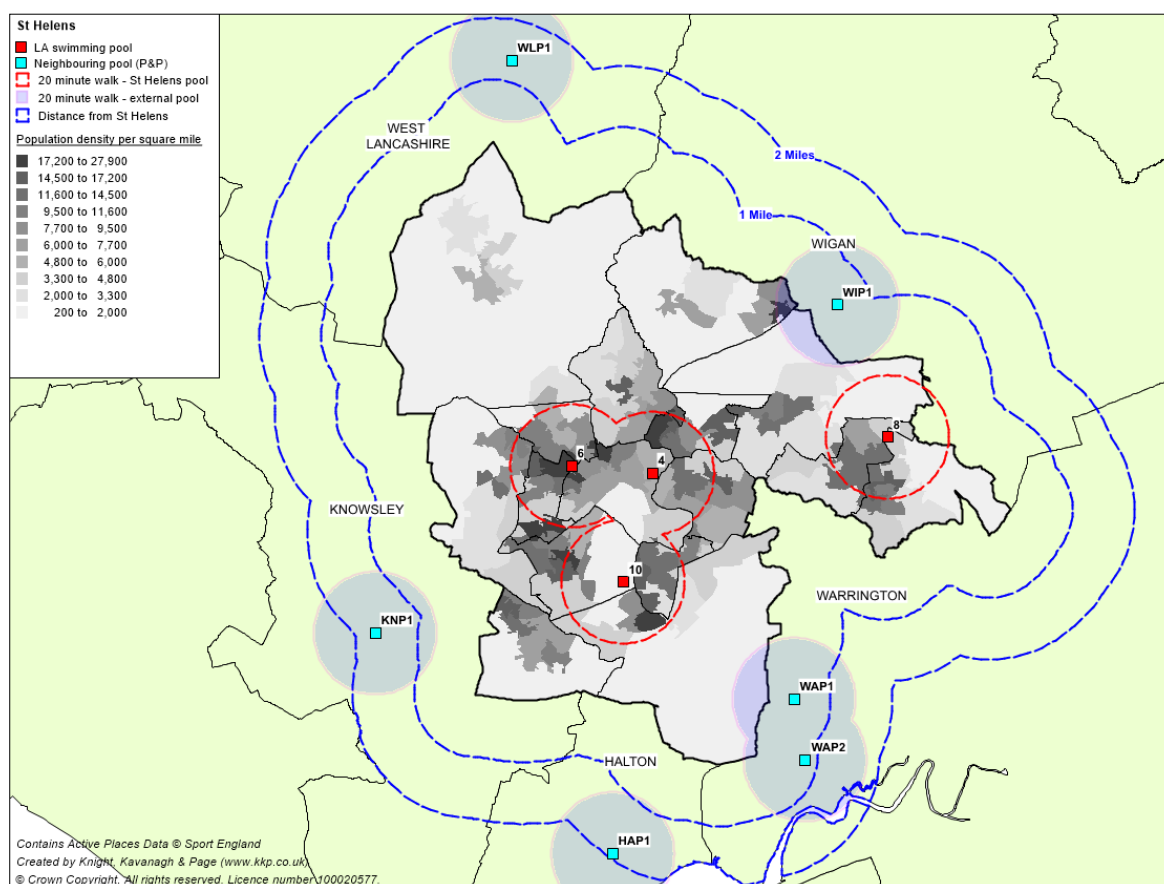


Table 5.4: Neighbouring swimming pools

Map ID	Site	Number of lanes
HAP1	Kingsway Leisure Centre	8
KNP1	Knowsley Leisure And Culture Park	8
KNP1	Knowsley Leisure And Culture Park	4

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Map ID	Site	Number of lanes
WAP1	Great Sankey Leisure Centre	6
WAP2	Penketh Parish Council Pool & Community Centre	4
WIP1	Ashton Leisure Centre	4
WLP1	Nye Bevan Pool	6

Three swimming pools are located within one mile of the the St. Helens borough boundary: Great Sankey Leisure Centre, Penketh Parish Council Pool and Community Centre are to the South of the Borough and Ashton Leisure Centre is to the North East. There are a further three swimming pools within two miles of the St. Helens boundary. All residents are within a 20 minute drive time of a swimming pool facility.

5.3 Demand for swimming pools

The Sport England Facilities Planning Model identifies the following:

- ✦ The population of St. Helens is estimated to generate a demand for circa 11,300 visits a week in the peak period. In water space this equates to 1,864m² of water. When compared against the other Merseyside boroughs, St. Helens residents generate the highest amount of demand.
- ✦ Car or van ownership in St. Helens (73.3%) is just below that of the national average (75.6%) but significantly greater than that found in the rest of Merseyside (64.6%).

Unmet demand

- ✦ The level of unmet demand across St. Helens when expressed as a waterspace equivalent is 181m². This equates roughly to a 20m, 4 lane community pool. However, most of this unmet demand is from people who do not have access to a car, it is spread across the built up areas in the Borough so it may not be possible to locate a new pool which will address this unmet demand..
- ✦ Of the total demand, 9.7% is not being met by existing supply (including swimming pools in the Borough and those in neighbouring areas).
- ✦ The majority of unmet demand in St. Helens is a result of people living outside the one mile catchment of a swimming pool (89% of the 9.7%).

Used capacity

- ✦ The FPM identifies that 78.4% of pool capacity in St. Helens is being used at peak times. This equates to 485,500 visits within a year.
- ✦ All local authority swimming pools (Parr, Queens Park and Selwyn Jones) are operating at 80% or above capacity. Two pools (Ruskin and Pyramid) are operating at 40% or below.
- ✦ Parr and Queens Park have less waterspace than Selwyn Jones but are operating at 100%, this could be due to the fact that Selwyn Jones is less attractive to users as it has not been refurbished since 1996.

Conclusion of the FPM

The supply of waterspace in St. Helens is low equating to a need for a further 786m². However, unmet demand for waterspace equates to a need for 20m x 4 lane pool. Further, it would not be possible to locate one pool which could address all this unmet demand of waterspace. The FPM does not suggest that a new pool would not be sustainable in St.

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Helens as a new pool would typically be the most attractive facility and draw visits to it, and away from existing pools

Learn to Swim programme in St. Helens

The Swim Skool programme in St. Helens is managed through an Aquatic lead within the Go Active programme and is programmed at all three community swimming pools. Between September 2013 and November 2014, 1,790 children and young people accessed the swimming lessons

Table 5.5 Analysis of Swim Skool Programme November 2013 to September 2014:

	Queens Park Leisure Centre	Parr Leisure Centre	Selwyn Jones Leisure Centre
Total enrolled	354	775	661
Free spaces	32	269	150
PAYG customers	89	201	218
Membership	265	574	443
Occupancy %	92%	74%	81%

Consultation indicates that there are no waiting lists for swimming lessons. In addition, the School Swimming Report 2014 (presented to St. Helens Scrutiny Review of PE committee) indicates that in 2013/14 the school swimming programme provided swimming lessons for 1620 pupils from a potential 1960 pupils indicating that 83% of children are catered for.

The main issues with regard to availability of pool time occur when schools wish to use the same time slots (mainly due to other curriculum requirements) as these cannot always be accommodated.

NGB key issues

Consultation with the North West division (SwimNorth West) of the ASA indicates:

- ✦ The main focus is the need to develop an Aquatic Improvement Plan with swimming pool providers. This should cover pool programming, learn to swim programmes, participation and workforce development. St. Helens has not yet committed to this as it already offers a significant programme. This may well feature as part of St. Helens' future service delivery plan..
- ✦ St. Helens policy is for swimming teachers to have a Level Two lead with Level One teachers working alongside them. This is in accordance with ASA recommendations..
- ✦ There is not a recommendation to increase water space but to focus providing quality programmes within current facilities.
- ✦ There is a focus for clubs in St. Helens to achieve Swim21 accreditation, increasing participation, quality coaching, providing a pathway and having qualified coaches.

Local consultation

- ✦ There are four main clubs using St. Helens pool facilities which are St. Helens, Ashton, Newton-le-Willows and Prescott Open Water Club (which operates a development squad at Parr). In addition, there is a recreational swimming club (Rainhill Swimming Club) also operates at Parr.
- ✦ Two have Swim 21 accreditation (St. Helens and Newton-le-Willows).

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- ◀ St. Helens Swimming Club is based at Parr Swimming Pool and Fitness Centre on a Tuesday, Thursday and Sunday. Its elite pathway is directly linked to Wigan Best and Liverpool Swimming squads. It has a membership of c. 200 and states that it has adequate swimming pool time and could accommodate more members.
- ◀ Newton-le-Willows Swimming Club is based at Selwyn Jones Sports Centre on a Monday, Tuesday and Friday and offers membership from age five upwards. It is looking to recruit new members but states that it will require more pool time, if successful.
- ◀ Ashurst Bike Club offers triathlon training, including swimming coached sessions on a Saturday morning at Selwyn Jones Sports Centre. If the club continues to grow it will require additional lanes but would like this to remain at this venue.

5.4: Summary

In summary, the above consultation and analysis would indicate that St. Helens is in the following position with regards to its swimming pool provision:

- ◀ The audit and assessment identifies a total of ten swimming pools across nine sites.
- ◀ The FPM identifies six swimming pools across five sites.
- ◀ The average supply of waterspace per 1000 population in Merseyside is 12.2m² whereas the figure for St. Helens is just 7.3m².
- ◀ The level of waterspace in St. Helens is low for the population, this equates to a need for a further 786 m² of waterspace, with unmet demand equating to 106m² which is the equivalent of a 4 lane 20m pool. The FPM does not identify a preferred site for this pool as demand is spread throughout different areas of the Borough.
- ◀ ONS projections indicate a rise of 7.5% in St. Helens population (+13,295) over the 25 years from 2012 to 2037 and by 5.6% (+9840) from current levels up to 2027. Fluctuations are seen within this time frame, for example the number of 16-24 year olds falls by 15.7% between 2012 and 2023 before rising again to 5.2% less than its 2012 baseline by 2037.
- ◀ According to Sport England's Sports Facilities Calculator this equates to demand for a further 2 lanes up to 2027 but this does not point to a particular area of the Borough where this could/should be situated.
- ◀ There is no swimming pool in the North of the Borough. Likewise there is no swimming pool in the South of the Borough. Both areas have large swathes which are considered rural.
- ◀ The quality of swimming pools is generally deemed to be good.
- ◀ There has been investment in the changing accommodation in the last 12 months at Queens Park and Parr pools.
- ◀ Just over four in ten (42.5%) residents are within the 1 mile radial catchment of a swimming pool leaving 57.5 % of residents outside this catchment.
- ◀ There is a coordinated learn to swim programme across the sites.
- ◀ Swim Skool: within the period September 2013 to November 2014, 1,790 children and young people accessed a swimming lesson.
- ◀ The focus for the ASA is to work with swimming pool operators to develop an Aquatic Improvement Plan focusing on pool programming, learn to swim programmes, participation and the workforce. Currently St. Helens is not engaged in this programme.

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PART 6: HEALTH AND FITNESS SUITES

Health and fitness facilities included in assessments are normally defined by being of a minimum size of 20 stations. A station is a piece of static fitness equipment and a larger health and fitness centre with more stations will offer a more attractive offer to both members and casual users. Fitness suites can provide a valuable way for people of all ages, ethnicities and abilities to introduce physical exercise into their daily lives with the obvious concomitant benefits in health, fitness and wellbeing.

6.1 Supply

Quantity

The assessment identifies 14 health and fitness suites located across 14 sites with a total of 576 stations. 11 of these sites have 20 or more pieces of equipment. Further, two new health and fitness suites are planned to open in 2015 which will have a combined number of c. 400 stations (these are not located on the map below as they have not yet opened).

Figure 6.1: All identified health and fitness suits in St. Helens.

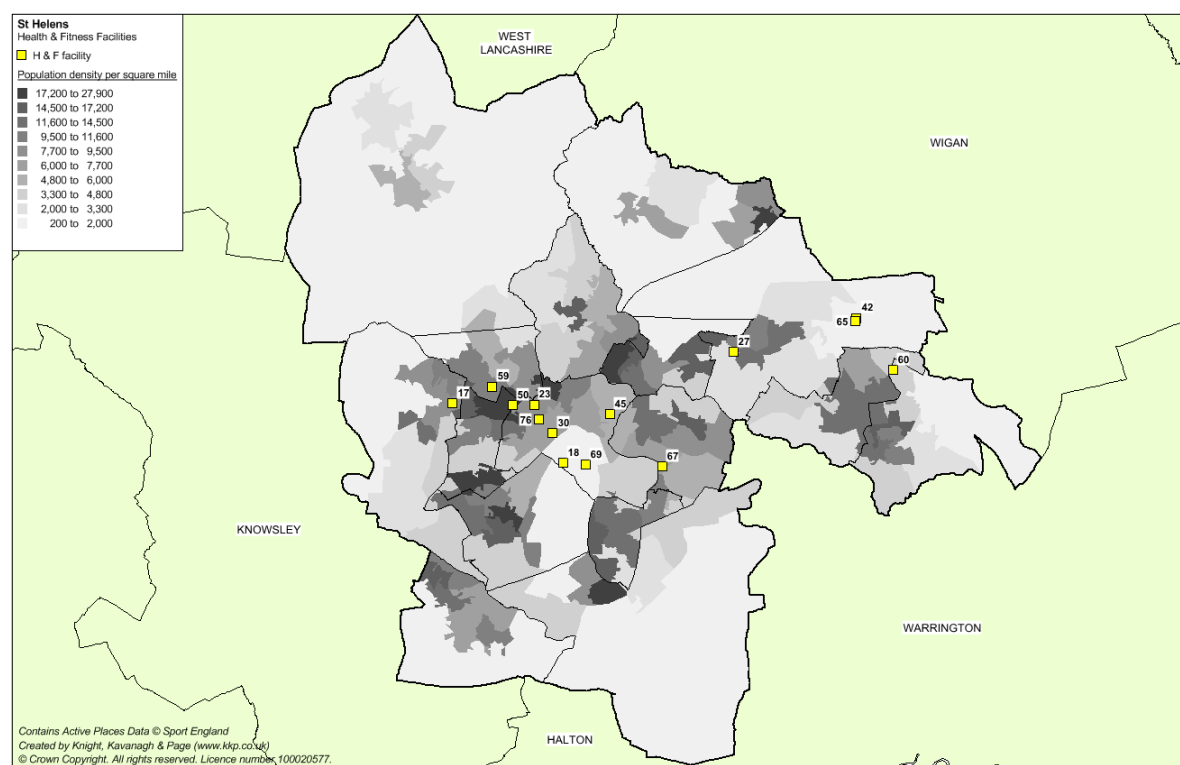


Table 6.1: All identified health and fitness suits in St. Helens.

Map ID	Site	Stations	Assessment
18	DW Sports and Fitness	120	Good
23	Gymbug	100	Good
27	Haydock Leisure Centre	6	Below average
30	Innaction St. Helens (Pyramid)	14	Good
42	Otium St. Helens	11	Above average
45	Parr Swimming Pool/Leisure Centre	22	Above average

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50	Queens Park Health and Fitness	58	Above average
59	Ruskin Health and Fitness Club	35	Above average
60	Selwyn Jones Sports centre	25	Above average
65	Spirit Health Club	20	Above average
69	St. Helens Fitness 500	100	Below average
76	The Gym Health and Fitness	25	Good
17	De Le High School	20	Good
67	St Cuthberts Comm. High School	20	Below average
Total		576	

Community access definition

All but three of the facilities have 20 or more stations. The majority are operated and managed by private companies (as part of a wider leisure offer in most instances), which, in many areas of the country, have signing on and monthly fees making them inaccessible to disadvantaged sections of the local population. This is not necessarily the case in St. Helens with several operators offering no signing on fee and monthly memberships varying from £9.99 to £36.00 per month. Whilst these costs may be considered relatively low for some, they will still be considered too much for many disadvantage groups which, in some instances, also tend to experience the highest level of health problems. Thus, the role of local authority owned facilities is of paramount importance.

It is assumed that private health and fitness providers operate a good standard of facility. In most instances KKP is unable to inspect these because of commercial sensitivity.

Quality

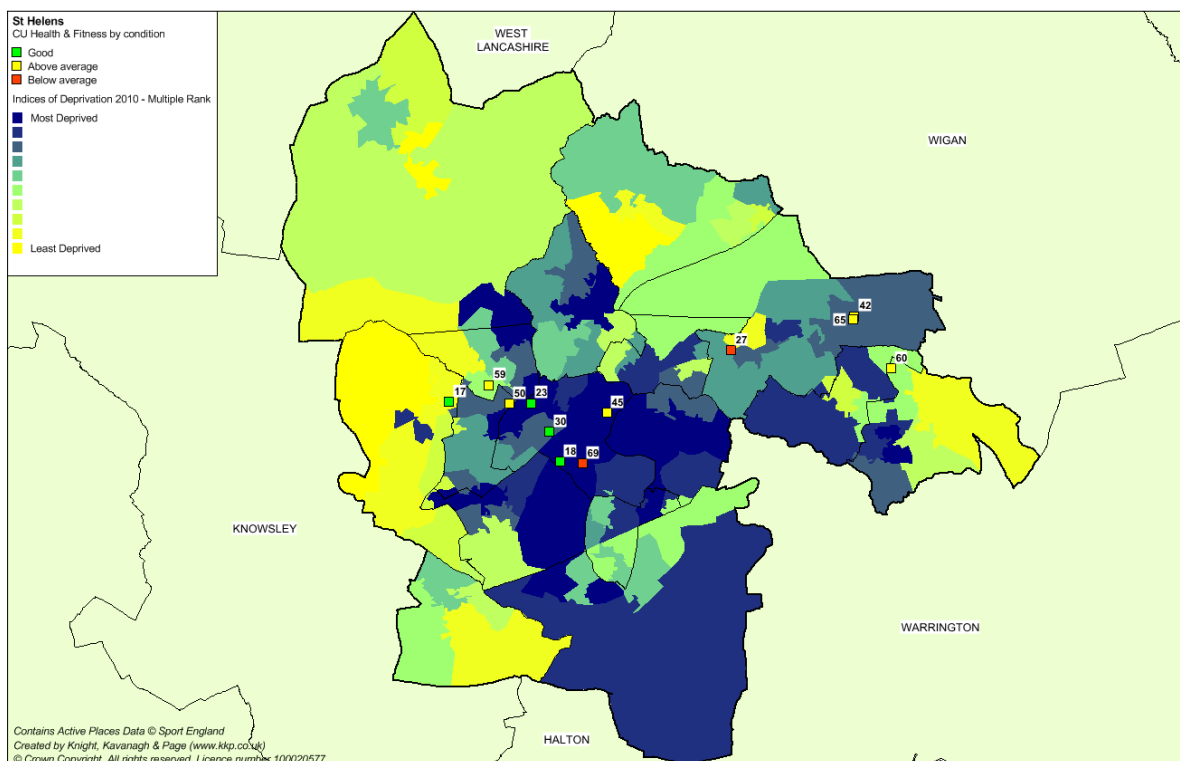
Only facilities that offer pay and play and are deemed to be truly community accessible; six are identified. Three of these are operated by St. Helens Council with a further three on education sites. Those deemed to be accessible were visited and a non-technical visual assessment carried out. Quality ratings are shown in Figure 6.2 below. The Go Active health and fitness suites managed by the Council were all assessed as 'above average'.

Table 6.2: Community accessible health and fitness suites by condition.

Ref	Site Name	Stations	Access Policy	Condition
18	DW Sports Fitness (St. Helens)	120	Registered Membership	Good
23	Gymbug	100	Registered Membership	Good
27	Haydock Leisure Centre	6	Pay and Play	Below average
30	Innaction St. Helens	14	Registered Membership	Good
42	Otium Leisure Club (Haydock)	11	Registered Membership	Above average
45	Parr Pool & Fitness Centre	22	Pay and Play	Above average
50	Queens Park Health & Fitness	58	Pay and Play	Above average
59	Ruskin Health & Fitness Club	35	Registered Membership	Above average
60	Selwyn Jones Sports Centre	25	Pay and Play	Above average
65	Spirit Health Club (Haydock)	20	Registered Membership	Above average
69	St. Helens Fitness 500	100	Registered Membership	Below average
76	The Gym Health & Fitness	25	Registered Membership	Good
17	De La Salle High School	20	Pay and Play	Good
67	St Cuthberts Catholic HS	20	Pay and Play (Term Time)	Below average

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Figure 6.2: Community accessible health and fitness suites by condition.



Accessibility

This section examines how accessible health and fitness suites are to St. Helens residents.

Table 6.3: Analysis of 1 mile walk of community accessible health and fitness facilities.

IMD 2010 10% bands	St. Helens		Health & Fitness with community use catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside %	Persons outside catchment	Population outside %
00 - 10%	33,851	19.1%	17,989	10.14%	15,862	8.94%
10 - 20%	29,542	16.7%	19,014	10.72%	10,528	5.94%
20 - 30%	19,524	11.0%	12,865	7.25%	6,659	3.75%
30 - 40%	17,497	9.9%	12,515	7.06%	4,982	2.81%
40 - 50%	16,226	9.1%	4,040	2.28%	12,186	6.87%
50 - 60%	12,990	7.3%	4,800	2.71%	8,190	4.62%
60 - 70%	17,658	10.0%	4,643	2.62%	13,015	7.34%
70 - 80%	7,712	4.3%	2,972	1.68%	4,740	2.67%
80 - 90%	17,061	9.6%	7,355	4.15%	9,706	5.47%
90 - 100%	5,302	3.0%	1,662	0.94%	3,640	2.05%
Total	177,363	100.0%	87,855	49.53%	89,508	50.47%

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Figure 6.3: Community accessible health and fitness suites with a 1 mile radial catchment

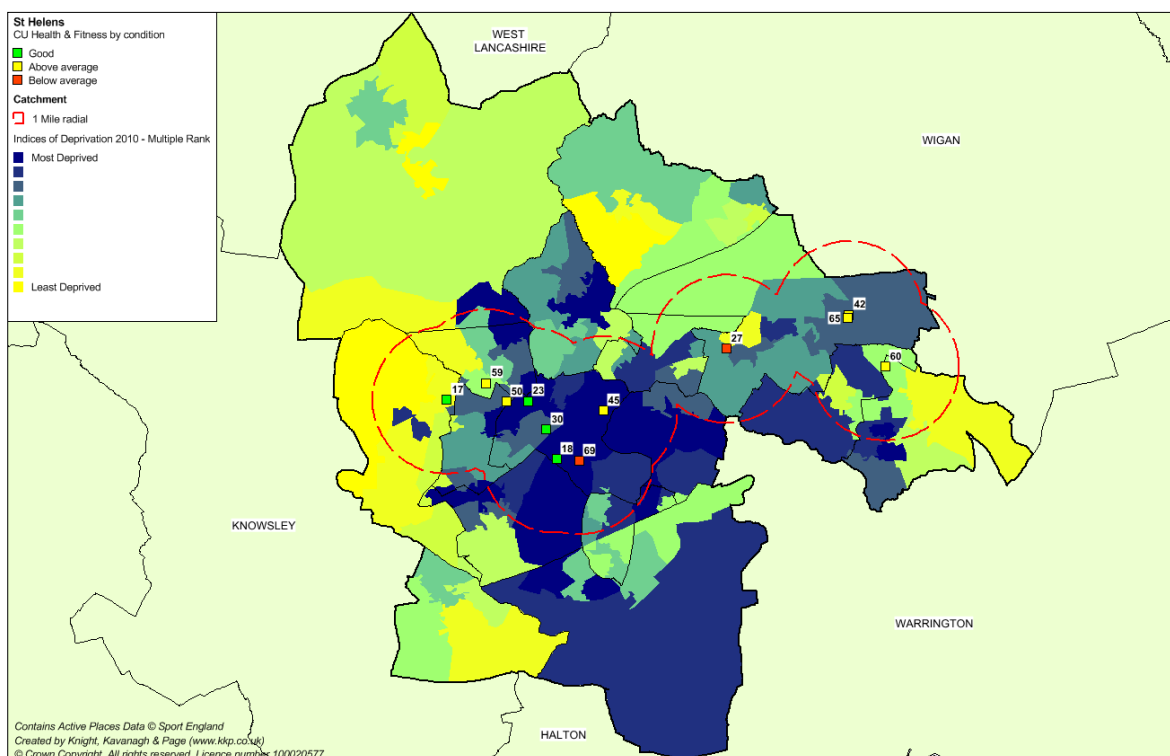


Figure 6.3 and Table 6.3 indicate:

- ✦ That 49.53% (87,885) of the population in St. Helens resides within a 1 mile radial/20 minutes walk time of accessible health and fitness suites. This means that 50.4% (89,508) of the population does not live within this distance and must travel further or utilise private facilities.
- ✦ Further, the Table 6.3 indicates that, just over 20% (37,003) of the total population who reside within a 1 mile radial/20 minutes walk time live in the most deprived areas (using the 20% percentile). This would suggest that existing accessible health and fitness suites are well placed to cater for what might be considered to be harder to reach communities.
- ✦ There is a lack of provision in the northern wards and settlements (Rainford, Billinge and Garswood) and the southern wards (Sutton, Parr, Rainhill).

Availability

Programming and opening

As mentioned previously, the Sport England classifies *Registered Membership use* facilities as being publicly accessible. For health and fitness suites, this generally means a monthly membership fee which can vary considerably. An expensive monthly fee would not suggest public or community access in the truest sense, conversely, budget health and fitness providers offer membership from as little as £9.99 per month, which is more affordable. It is not necessarily the cost of paying for facilities but more the fact that the public have to sign up and pay (normally) for a minimum number of months which affects perceptions of affordability and does not allow for one of pay and play use. Table 6.5 identifies the hours available at different gyms during the peak period.

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Table 6.5: Hours available for community use during the peak period

Map ID	Site	Stations	Time available (hours per week)
17	De Le High School	20	65
18	DW Sports and Fitness	120	108.5
23	Gymbug	100	99
27	Haydock Leisure Centre	6	50
30	Innaction St. Helens (Pyramid)	14	98
42	Otium St. Helens	11	101
45	Parr Swimming Pool & Leisure centre	22	85
50	Queens Park Health and Fitness	58	90
59	Ruskin Health and Fitness Club	35	90
60	Selwyn Jones Sports centre	25	85
65	Spirit Health Club	20	108.5
67	St Cuthberts Community High School	20	65
69	St. Helens Fitness 500	100	83
76	The Gym Health and Fitness	25	80

In St. Helens a total of 1,208 access hours are available per week at health and fitness suites. Of these 22% (260) are accounted for by Council Go Active managed facilities. Haydock Leisure Centre only offers access mid-week and St Cuthberts Community High School is available during term time only. It is worth noting that two new gym are planned for the Town Centre which will have circa 400 stations between them (and offer facilities and classes for between £5 and £8.00 per month, making it accessible to larger numbers of the population).

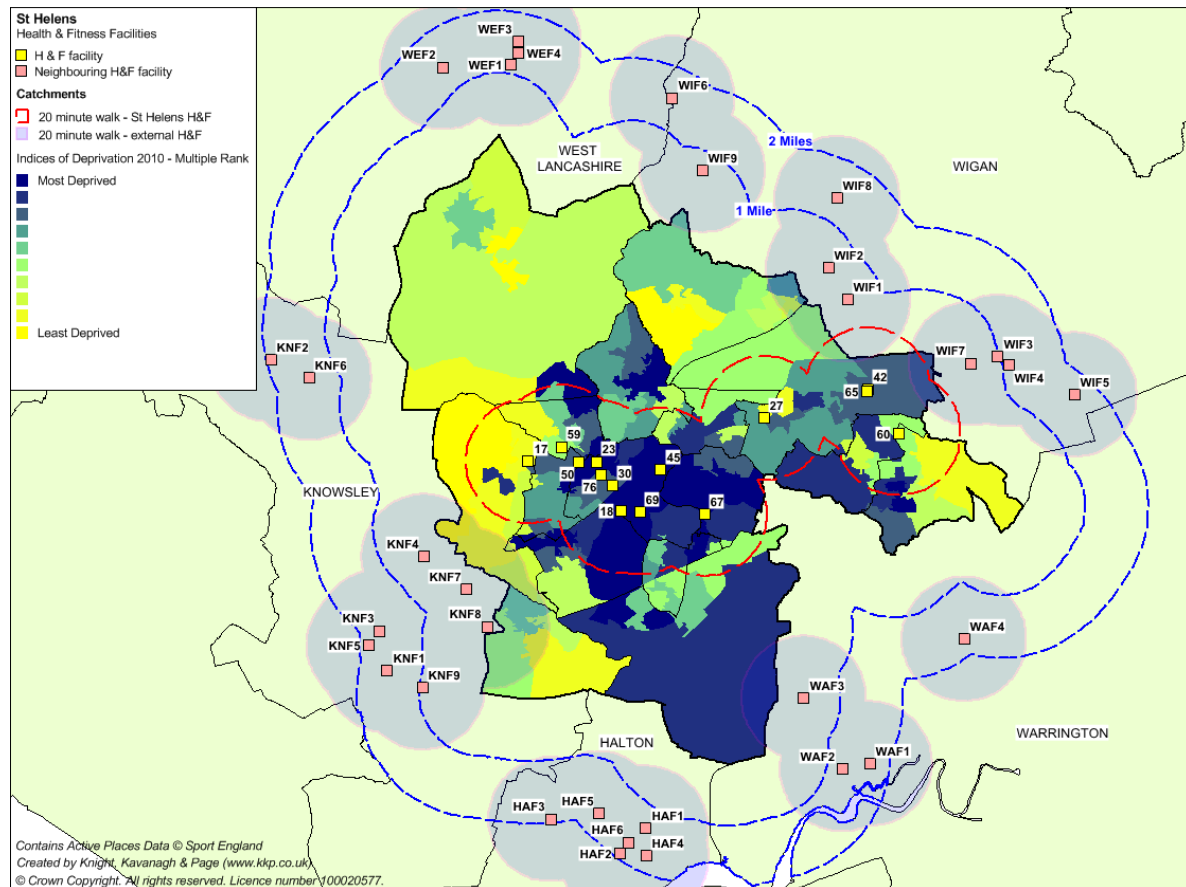
Neighbouring authorities

Consideration is also given to the provision of health and fitness suites just outside the St. Helens boundary. One and two mile boundaries serve to give an indication how accessible facilities are to the general population; whilst accepting that access via car, rather than walking will be necessary. There is a wide range of facilities and opportunities within two miles of the St. Helens boundary which are identified in Figure 6.4.. They vary in size and quality greatly ranging from over 200 stations at Total Fitness (Wigan) to several schools which have below 10 stations (and potentially limited availability). Residents in the North East of the Borough (which is the most rural within the Borough) have to travel the furthest to access these facilities.

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Figure 6.4: Community accessible Health and Fitness suites with 1 mile radial catchment, and neighbouring Health and Fitness suites within 2 miles of St. Helens



Map ID	Site	Stations
HAF1	DW Sports Fitness (Widnes)	184
HAF2	Kingsway Leisure Centre	60
HAF3	Ormiston Chadwick Academy	18
HAF4	Pure Gym (Widnes)	60
HAF5	St Peter & St Paul Catholic College	10
HAF6	Stones Gym	30
KNF1	Bodytorque Gym	20
KNF2	David Lloyd Club (Liverpool Knowsley)	150
KNF3	Knowsley Leisure And Culture Park	102
KNF4	Knowsley Park Centre For Learning Community School	20
KNF5	Lord Derby Academy	15
KNF6	Muscle Health And Fitness	40
KNF7	Prescot Soccer & Leisure Centre	22
KNF8	St Edmunds Arrowsmith Catholic Centre For Learning	20
KNF9	Velocity Health & Fitness (Liverpool)	100
WAF1	1st Class Club	80
WAF2	Fit In Gym	30
WAF3	Great Sankey Leisure Centre	55
WAF4	Pure Gym (Warrington North)	220
WEF1	Activ 8 At Glenburn Sports College	5

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Map ID	Site	Stations
WEF2	AN Fitness	53
WEF3	Bannatynes Health Club (Skelmersdale)	100
WEF4	Nye Bevan Pool	68
WIF1	Ashton Leisure Centre	32
WIF2	CM Health & Fitness	17
WIF3	Golborne High School	14
WIF4	Golborne Parkside Sport & Community Club	8
WIF5	Gymetc. (Lowton)	55
WIF6	Gymetc. (Orrell)	63
WIF7	The Gym	37
WIF8	Total Fitness (Wigan)	220
WIF9	Winstanley College Sports Centre	20

6.2 Demand

To identify the adequacy of the quantity of provision, a demand calculation based upon an assumption that 'UK penetration rates' will increase slightly in the future is applied. In addition, population increases are applied to demand to calculate whether current supply will also meet future demand.

Table 6.6: Analysis of demand for health and fitness provision

	Current (2012)	Future (2027)	Future (2037)
Adult population	176,114	185,954	189,409
UK average penetration rate	12%	13%	14%
Number of potential members	21,134	24,174	26,518
Number of visits per week (1.5 per member)	31,701	36,261	39,777
% of visits in peak time	65	65	65
Number of stations required i.e equivalent to number of visits/39*65%)	528	604	662

*The above excludes any comfort factor for fitness suites at the peak time which accounts for the over provision in the number of stations.

St. Helens currently has a total of 576 fitness stations across all sites, suggesting that it is currently slightly over provided for (based on the average national UK penetration rate) indicating a surplus of approximately 50 stations.. As detailed within Table 6.6, if the population continues to grow at the projected rate, demand for health and fitness will increase this will lead to further demand for approximately 140 more stations. This, however, will be catered for with the proposed opening of two new gyms in the Town Centre which between them are proposing c400 stations between them.

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6.3 Summary

In summary, the above consultation and analysis would indicate that St. Helens is in the following position with regards to its health and fitness provision:

- ◀ There are 15 sites, providing at least 576 fitness stations in St. Helens.
- ◀ Of the 15 sites, nine are privately operated and operate membership schemes, two are on educational sites and four are managed and operated by the local authority.
- ◀ The quality of St. Helens managed health and fitness suites is above average at each site whilst St Cuthberts School and Haydock Leisure Centre scored below average. All the remaining sites are assessed as good.
- ◀ Accessibility is varied with a range of prices/membership options available to the public.
- ◀ The following wards are outside a 20 minute walk time catchment of any health and fitness suite: Rainford, Billinge, Moss Bank, Eccleston, Thatto Heath, Rainhill, Sutton, Bold, Newton.
- ◀ There is plethora of health and fitness suites within all of the bordering local authorities. They are of varying sizes and accessibility to the residents of St. Helens..
- ◀ The analysis indicates that 49.53% of the total population resides within a one mile catchment of a health and fitness suite. Just over 20% (37,003) of the total population who reside within a 20 minute walk time live in the most deprived areas (using the 20% percentile). This would suggest that existing accessible health and fitness suites are well placed to be cater for what might be considered to be harder to reach communities.
- ◀ There is a current modelled over supply of fitness and with two more gyms expected to open soon, this may well indicate changing trends and increased activity in use of gyms *per se*.
- ◀ There is a projected increase of between 1,700 and 1,800 fitness stations up until 2037 (based on 13% and 14% participation rates) However, the private/commercial sector is particularly good at developing facilities to provide for this market. The key issue is ensuring that hard to reach groups and the more inactive of the population have access to such facilities.

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PART 7: FACILITY MEMBERSHIP AND USAGE

7.1 Introduction

To determine the reach and significance of specific facilities, raw data provided by St. Helens Council on usage was analysed. This enables identification of the home location of registered users over a three month period from 1st September 2014 to 30th November 2014. This covers health and fitness members, swimming lesson members, sports course members, sports hall users and all others that activated their membership card over the analysis period. St. Helens' classifies its users in three types, casual, member and account. The data is based on a total of c.10,000 members who total over 244,000 visits during the three month period.

Table 7.1 identifies the different types of membership categories available in St. Helens whilst Table 7.2 indicates the exact and percentage use at each facility.

Table 7.1 : types of membership category

Visitor type	Total
Account	Block booking users. Postcode data is not available for all users, just the person booking. This indicates that there are 69 separate block bookers (equating to nearly 30% of all visits). This information has the potential to skew the analysis as it does not reflect where the vast majority of users come from in this category.
Casual	Postcodes are available from a small number of 'regular casuals' but the number of visits equates to nearly one fifth of all users, so using this data has the potential to skew the analysis.
Member	This is a non contract monthly payment which allows the user to use a range of facilities, dependent upon the type of membership bought.

Table 7.2: Numbers and percentage use by different membership categories

Visitor Type	Total	Visits	Percentage
Account	69	73,001	29.86%
Casual	157	44,747	18.30%
Member	9785	126,727	51.84%
Totals	10,011	244,475	100.00%

Casual and account users 'Casual' and 'Account' customer types have been excluded, leaving mapping based on the following data:

Table 7.3: Validity of data

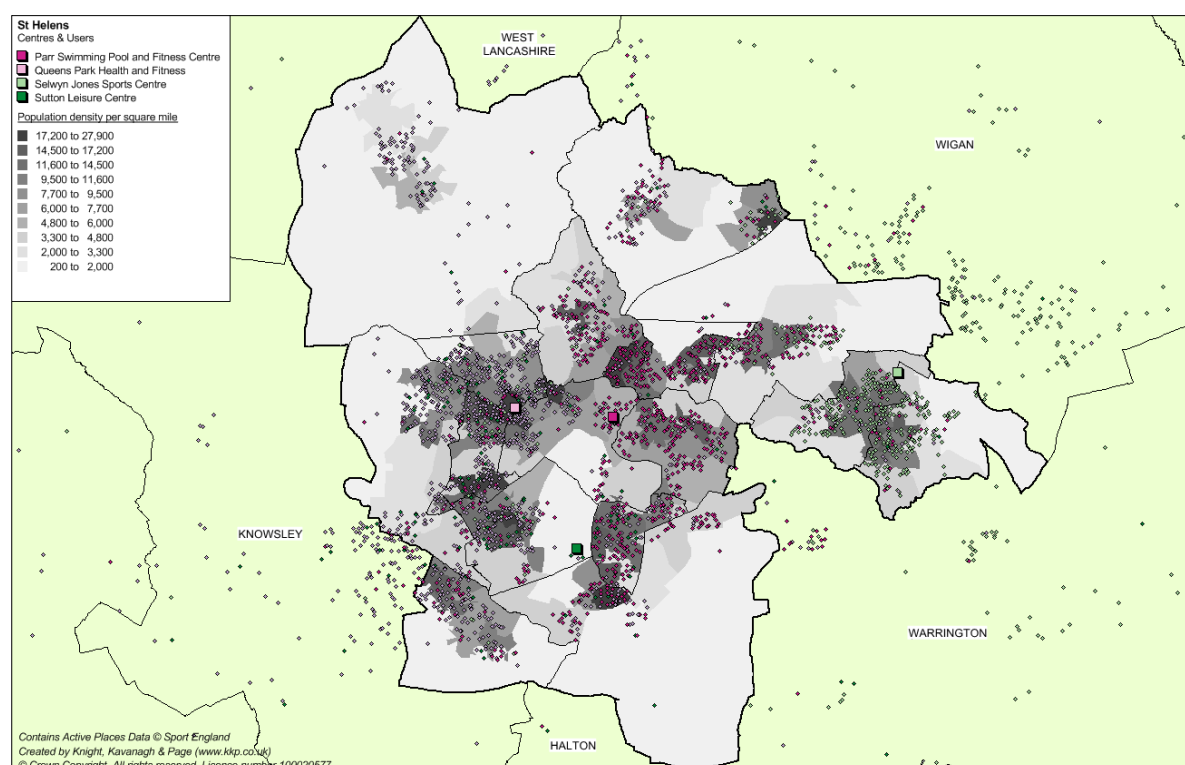
St. Helens' Member records	Total
Missing postcode	31
Invalid postcode	77
Valid postcode (included in mapping)	9,677
Total	9,785

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Figure 7.1 indicates the wide area from which members travel to use all the facilities from both inside and outside the Borough. Travel patterns can be discerned from the map with the majority of members travelling to the centre which is closest to them with the exception of Sutton Leisure Centre, where it can be seen that individual members travel past this facility to makes use of either Parr or Queens Park leisure centres.

Figure 7.1: Distribution of all users by population density



(Includes all membership categories including casuals)

Figure 7.1 indicates that many members are resident in areas of higher population (not unexpected) and that many are residents from neighbouring Wigan, Warrington and Halton and West Lancashire local authorities.

Table 7.4: Membership data for centre usage 1/9/14 through 30/11/14

Home Centre	Members	Percentage
Parr	2,463	25.17%
Queens Park	5,125	52.38%
Selwyn Jones	2,061	21.06%
Sutton	136	1.39%
Totals	9,785	100.0%

Analysis of the data in Tables 7.4 and 7.5 indicates that Queens Park Leisure Centre has twice as many members than its nearest local authority competitor: Parr Leisure Centre. Further, the tables indicate that Queens Park has 150% more female members than men. The other two main sites: Selwyn Jones and Parr leisure centres have approximately comparable men to women member ratios.

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Table 7.5: Membership of specific facilities by age and gender

Gender	Parr	Queens Park	Selwyn Jones	Sutton	Total
Female	1,325	3,045	1,041	40	5,451
Male	1,134	2,075	1,020	96	4,325
Unknown	4	5	0	0	9
Total	2,463	5,125	2,061	136	9,785
Age Band	Parr	Queens Park	Selwyn Jones	Sutton	Total
0-15	860	776	708	5	2,349
16-19	98	479	194	6	777
20-24	116	460	147	21	744
25-34	206	648	257	18	1129
35-44	242	694	219	19	1174
45-50	126	331	130	12	599
51-59	178	489	137	16	820
60+	479	1,083	197	17	1,776
Unknown	158	165	72	22	417
Total	2,463	5,125	2,061	136	9,785

With regard to age banding, there are high levels of attendance among 0-15 year olds at all three centres with Parr having the most. This is almost certainly due to the comprehensive swimming lesson programme at each site. Queens Park differs significantly from the other two in that it also has an high percentage of users in the 60+ age band (Parr has just under half this number and Selwyn Jones approximately 20%). This suggests that its programming and marketing is, at least in part, geared to a specific market segment and appearances would suggest that it is successful in this. Tables 7.6-7.8 analyse the membership data for the three leisure centres of Parr, Queens Park and Selwyn Jones.

Table 7.6: Membership data within 1 mile radial of closest venue (excluding Sutton)

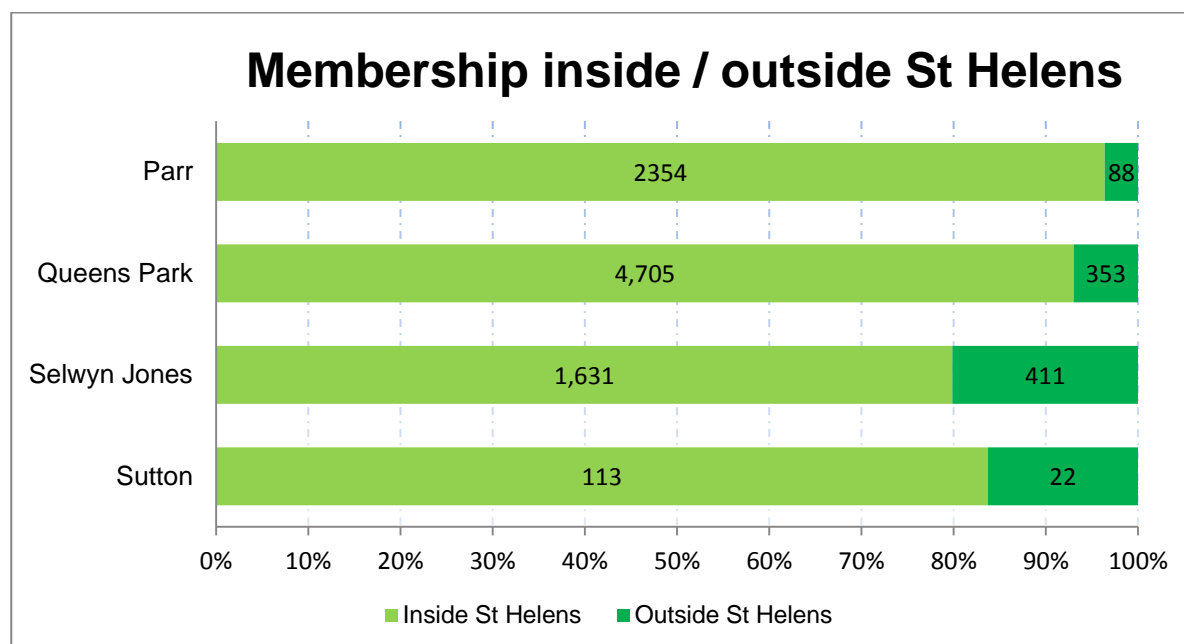
Catchment	Parr	Queens Park	Selwyn Jones	Total
Up to 1 mile	27.2%	29.7%	39.1%	31.1%
1 to 2 miles	40.3%	31.1%	29.5%	33.1%
2 to 3 miles	21.5%	21.1%	13.2%	19.5%
3 to 4 miles	7.8%	10.3%	4.7%	8.5%
4 to 5 miles	1.8%	4.0%	5.9%	3.8%
Over 5 miles	0.6%	3.2%	6.6%	3.2%
Unknown Location	0.9%	0.7%	0.9%	0.8%
Total	100.0%	100.0%	100.0%	100.0%

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Table 7.7: Membership data within different IMD bands (excluding Sutton)

IMD 2010 10% bands	1 Mile Parr		1 Mile Queens Park		1 Mile Selwyn Jones		St. Helens IMD	
	No.	%	No.	%	No.	%	No.	%
00 - 10%	287	43.0	404	26.6	33	4.1	33,851	19.10
10 - 20%	173	25.9	31	2.0	279	34.6	29,542	16.70
20 - 30%	33	4.9	484	31.9	15	1.9	19,524	11.00
30 - 40%	68	10.2	170	11.2	0	0.0	17,497	9.90
40 - 50%	17	2.5	79	5.2	0	0.0	16,226	9.10
50 - 60%	0	0.0	89	5.9	239	29.7	12,990	7.30
60 - 70%	89	13.3	0	0.0	37	4.6	17,658	10.00
70 - 80%	0	0.0	17	1.1	107	13.3	7,712	4.30
80 - 90%	0	0.0	245	16.1	96	11.9	17,061	9.60
90 - 100%	0	0.0	0	0.0	0	0.0	5,302	3.00
Total	667	100.0	1,519	100.0	806	100.0	177,363	100.0

Table 7.8: Analysis of membership inside/outside of St. Helens local authority



The following maps identify membership for different radial catchments and include a visual representation of the number of people in different bands of deprivation. Sutton Leisure Centre is taken out of the following analysis, due to the low number of members attributed to it and the fact that its main users block book the facility so data is not considered to be representative. Figure 7.2, overleaf, indicates a swathe of Parr members spread across the central area of St. Helens as well as pockets of membership throughout the rest of the Borough. Parr has the second highest member numbers of the four sites. Data indicates that 27% of its members live within one mile of the Centre, of which 69% live within the most deprived areas (using 20% IMD banding). Only 4% of members are not resident in the Borough suggesting that Parr is accessible to the most deprived communities in St. Helens and is a very important facility for the residents of the Borough *per se*.

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Figure 7.2: Distribution of Parr members set against IMD

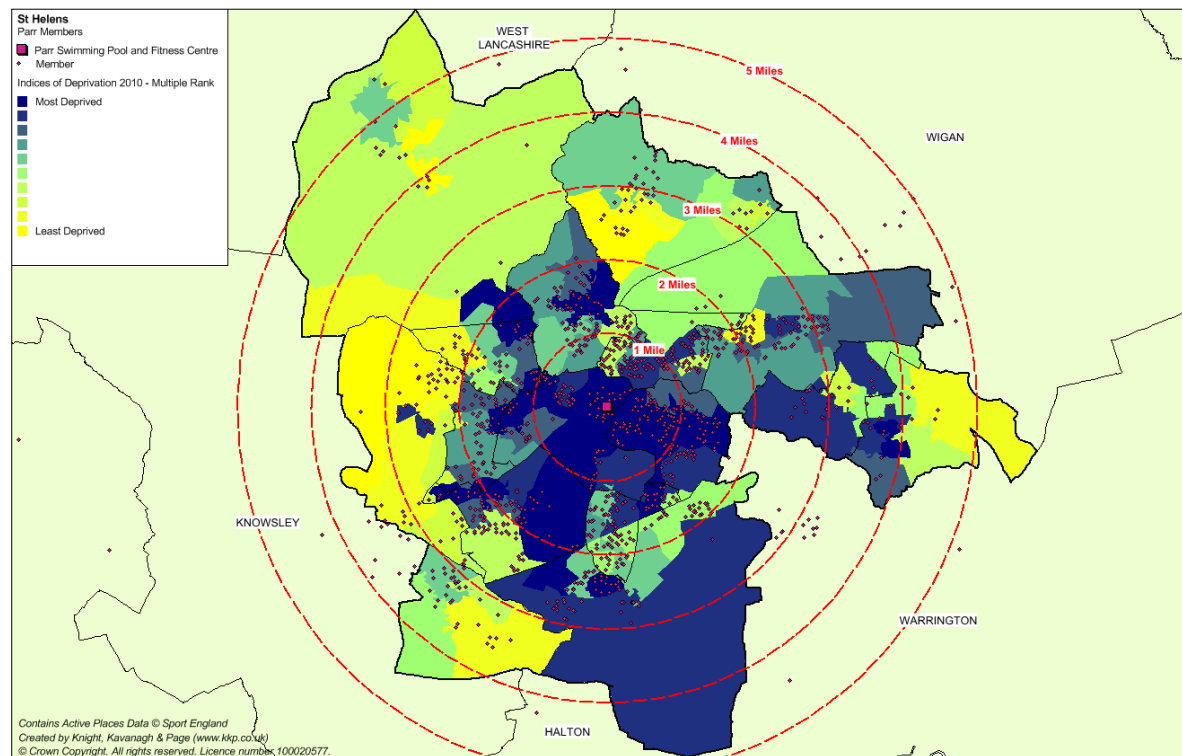


Figure 7.3: Distribution of Queens Park Leisure Centre members set against IMD

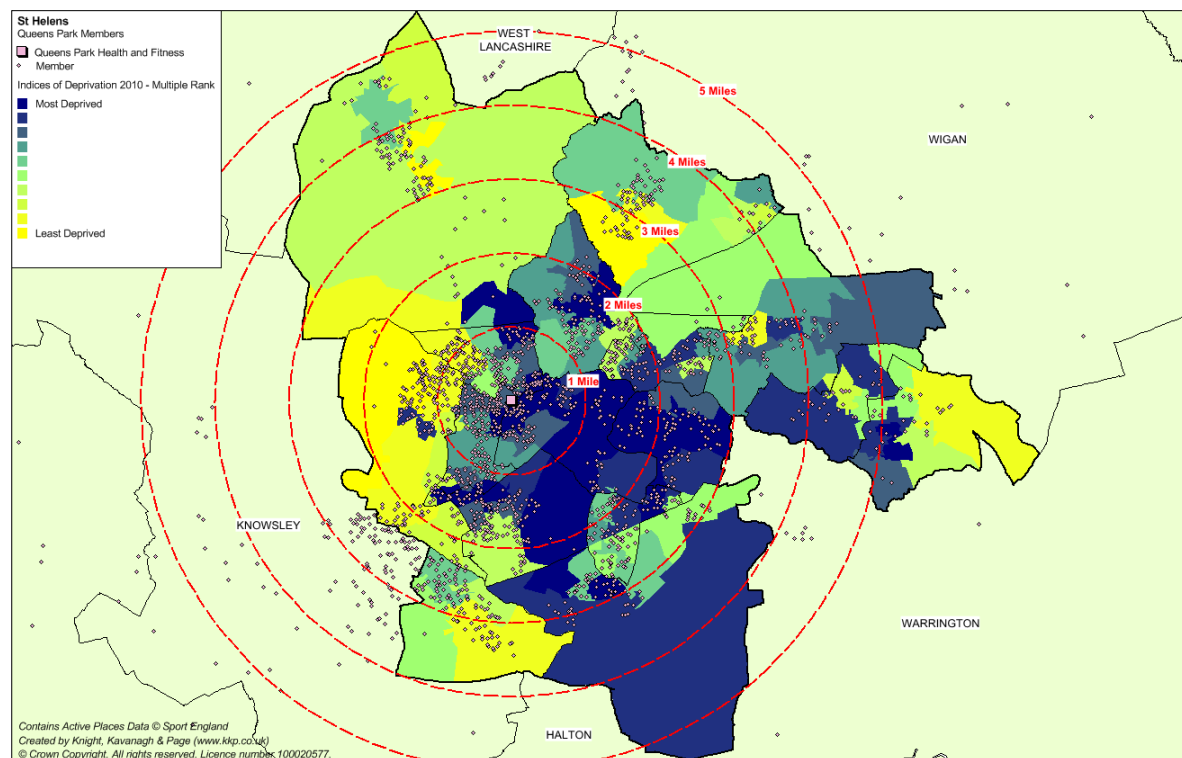
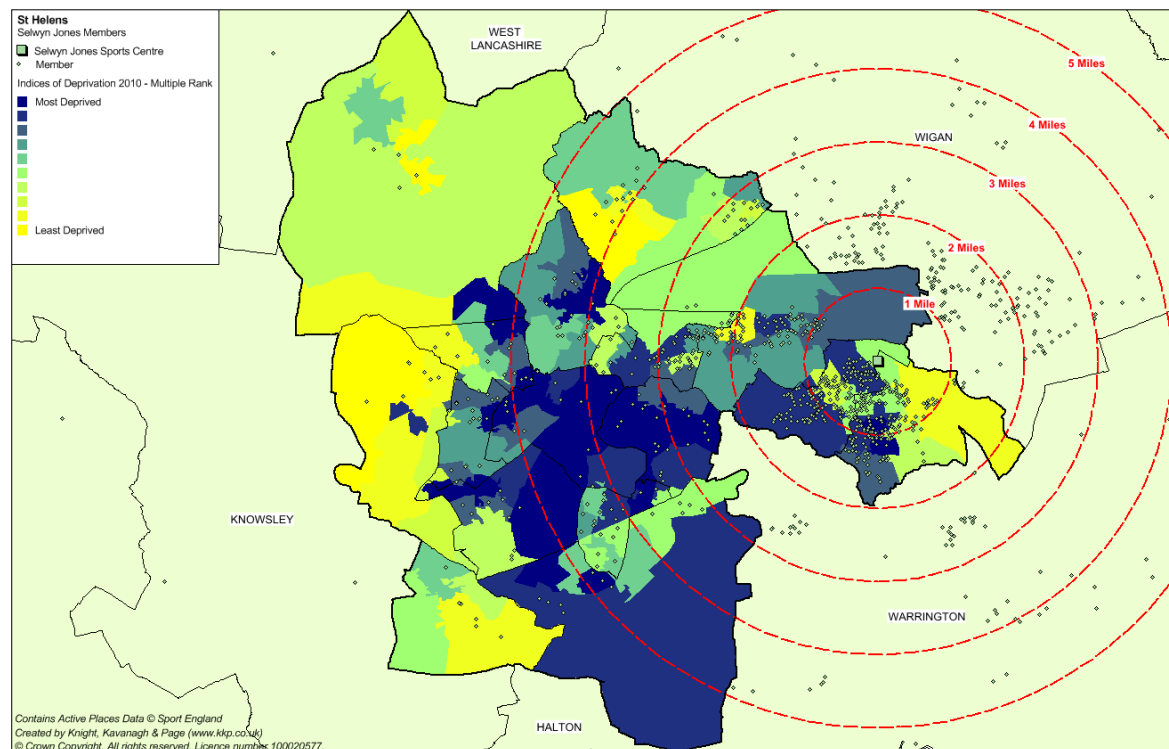


Figure 7.3 above indicates that members registered at Queens Park travel from all areas of the Borough, but are especially high in the central areas, to the South and East of the facility. Queens Park has a higher number of members than the other facilities having just

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over double those at Parr and significantly more than double those at Selwyn Jones. It also indicates that nearly 30% of members live within one mile of the Centre, of which 28.6% live within the most deprived areas (using 20% IMD banding). Only 8% of members are not resident in the Borough suggesting that Queens Park Leisure Centre is both accessible to the most deprived communities in St. Helens and is a very important facility for the residents of the Borough *per se*.

Figure 7.4: Distribution of Selwyn Jones members set against IMD



Selwyn Jones Leisure Centre is closer to the local authority border than Queens Park and Parr leisure centres. This explains the higher percentage of members who are resident outside the Borough (20%). Much of the membership is located to the South West of the Centre with pockets to the West. Figure 7.4 also indicates that nearly 39% of members live within one mile of the Centre, of which 38.7% live within the most deprived areas (using 20% IMD banding). This is a higher percentage than other sites but actually accounts for fewer members. It does suggest that Selwyn Jones is a significant local facility but that it attracts more non residents than other facilities in St. Helens.

Conclusion

The vast majority of members for the three main leisure centres reside within St. Helens. The centres also have a high level of membership resident within one mile of them, much of it from areas of high deprivation. This indicates that St. Helens is, at least on the basis of geographic assessment catering for more hard to reach groups and trying to increase the activity levels of people who reside in areas of high deprivation. The significant membership of those aged 60+ indicates the importance of the leisure centres to residents of the Borough. Selwyn Jones Leisure Centre draws in the highest percentage of users from outside of the Borough (c.20%) and Parr the fewest - over 96% of its members currently reside in the St. Helens area.

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PART 8: SQUASH COURTS

8.1 Introduction

England Squash & Racketball (ESR) is the NGB for squash and racketball and is charged with its governance and driving increases in participation in the sport. Its North West Regional team is responsible for the management and organisation of squash & racketball in Cheshire, Cumbria, Lancashire and Merseyside (including the Isle Of Man). The priorities are to ensure that participation in squash and racketball is increased and sustained.

8.2 Supply

Figure 8.1 and Table 8.1 indicate that there are four courts within the St. Helens Go Active managed leisure centres and three other courts, which are based at YMCA, St. Helens.

Figure 8.1: Squash facilities in St. Helens.

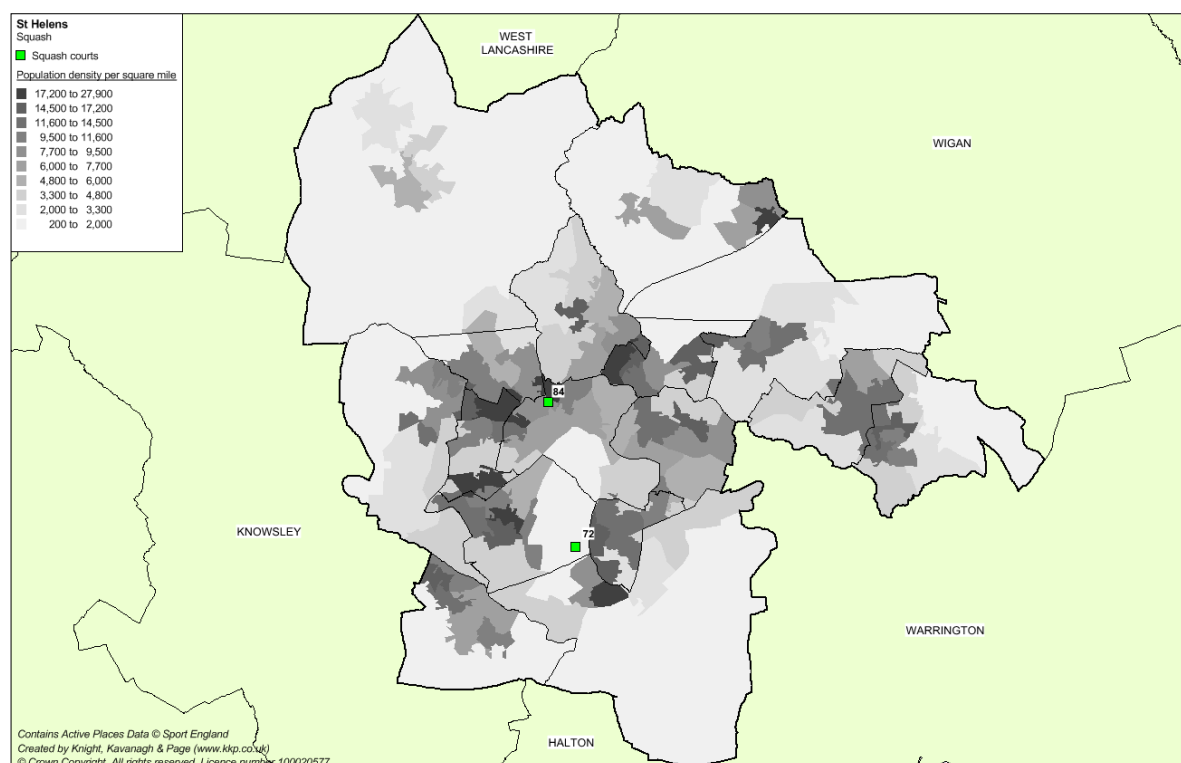


Table 8.1: Squash facilities in St. Helens.

ID	Site Name	Owner Type	Management	Courts	Assessed quality
72	Sutton Leisure Centre	Local Authority	Local Authority	2	Good
84	Capitol Squash Centre	Private (YMCA)	Community organisation	3	Above average
Total				5	

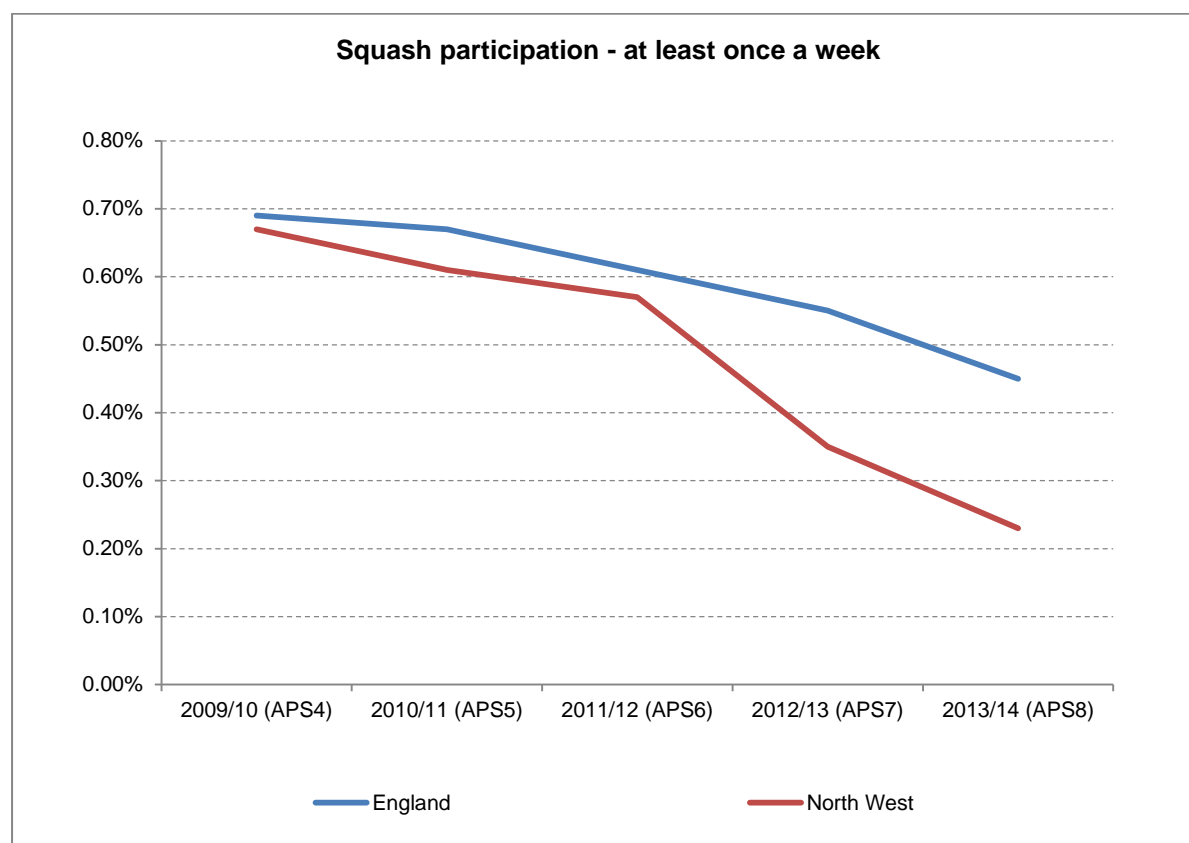
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8.3 Demand

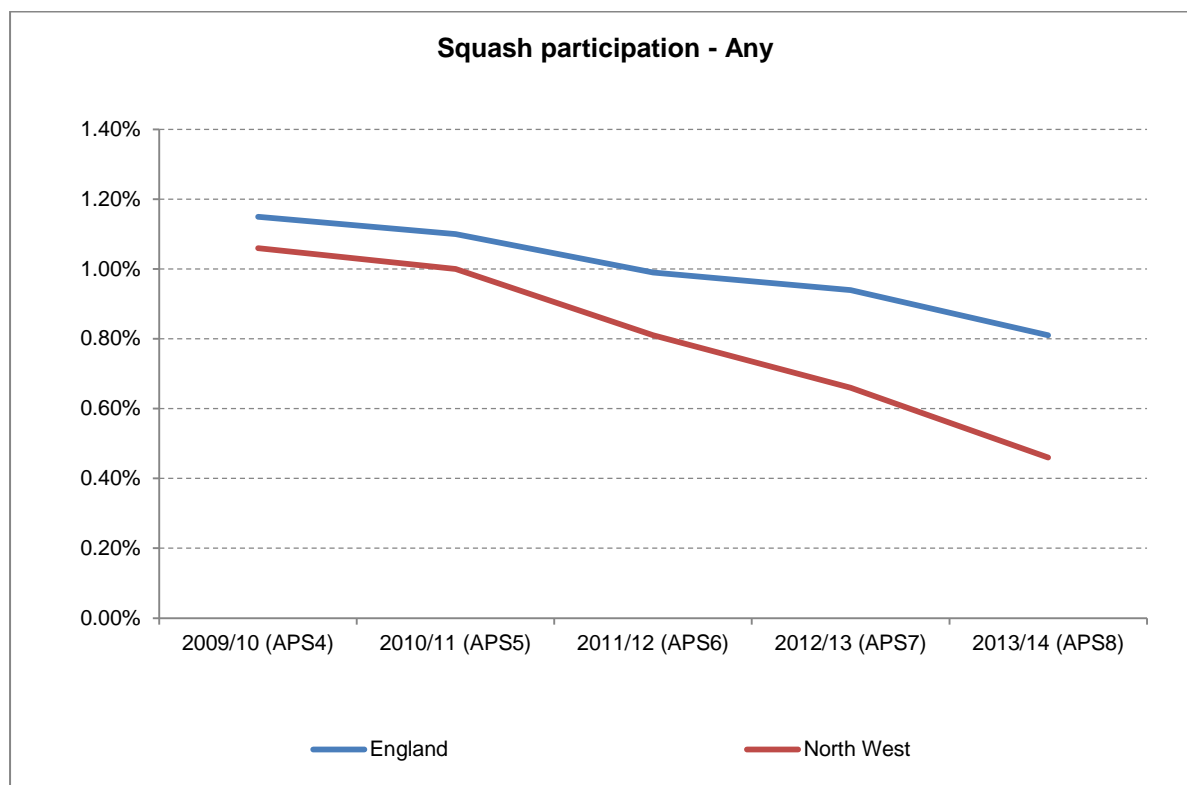
The following graphs show the demand for squash using Sport England Active People Survey data and compares Merseyside to national trends (data is not available for St. Helens due to the small number of returns for the local authority).

Figure 8.2: Squash participation trends for people playing once per week using APS4-APS8 data



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Figure 8.3: Squash participation trends for any play in the past year using APS4- APS8 data



8.4 Key issues and challenges

The NGB has identified a number of challenges for the Borough including, maintenance of the courts to retain good standards, promotion of squash throughout St. Helens and keeping the courts open for matches and casual use. England Squash Rackets Association (ESR) has a good relationship and works through the club at the Capitol Squash Centre to develop the sport. It identifies a limited relationship with the local authority leisure services team, but this is not surprising given that St. Helens manages only two squash courts as part of its wider leisure offer.

ESR identified St. Helens as a priority area for the development of squash and has indicated that funding may be available to improve courts at Sutton Leisure Centre.

A new three court facility at Ruskin Drive has been identified with capital investment available from the NGB. There is a development plan in place which identifies actions for the sport including workforce development, participation programmes and links to local schools.

The new courts would provide business leagues, college sessions, “Big Hit” programmes, squashercise, performance sessions and county leagues. ESR targets for St. Helens include:

- ◆ Increasing participation for people over 14 years of age (growing the grassroots game).
- ◆ Implementing the “Big Hit” programme and associated products into St. Helens.
- ◆ Implementing a further education programme within St. Helens via clubs.

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Table 8.2: Capitol Squash Club

Capitol Squash Club	
Facilities	<ul style="list-style-type: none"> ▶ The only facility in St. Helens which has use of three glass backed courts. ▶ The Centre also includes male and female changing and toilets.
Management	<ul style="list-style-type: none"> ▶ The Club leases and maintains the courts from the YMCA. ▶ The Club employs a centre manager.
Membership	<ul style="list-style-type: none"> ▶ There are just over 100 members made up of juniors and seniors. ▶ All members have key access to the facility. ▶ Senior membership has decreased from 80 members in the last year to 68. Recruitment is via a primary schools programme, junior coaching sessions, and school competitions.
Competition	<ul style="list-style-type: none"> ▶ Graded events take place regularly for juniors and seniors. ▶ Three adult teams play within the regional competitions.

8.3 Summary

- ▶ Squash and racketball have seen serious decline in participation over the past five years, nationally and in the North West (data is not available for more local analysis).
- ▶ ESR does not have a national standard that can be applied to the provision of squash courts but needs to base its estimate on current and projected future demand for the sport.
- ▶ Two sites provide five courts in St. Helens
- ▶ All courts were assessed as above average.
- ▶ All courts are accessible to the community.
- ▶ Capitol Squash courts are leased from the YMCA, but open to the public as pay and play.
- ▶ St. Helens is a priority area for the NGB, investment has been secured for new courts at Ruskin Drive and investment could potentially be secured for development and improvements at Sutton Leisure Centre.
- ▶ It is considered unlikely that projected increases in the population over the next few years will result in any increase in demand for squash courts *per se*.

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PART 9: ATHLETICS

9.1 Introduction

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, facilities and welfare, to training and education for coaches and officials and permitting and licensing. Locally the North West area 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.

9.2: Supply

There is one track in St. Helens, located at Sutton Leisure Centre. It has six lanes (with an eight lane straight) and has a synthetic surface. There are two long jump pits, a high jump area, javelin throws area and all other throwing disciplines are located in the centre of the track. The athletics track is owned by St. Helens Council. All bookings for the facilities are managed through the local authority. Sutton Athletic Club is the main hirer – it uses the track and other facilities twice per week (Tuesday and Thursday evenings).

Quality

Each track is subject to an annual UK Athletics Inspection. The certificate issued is valid for FIVE years from the date of the inspection unless restrictions are placed on the provision in which case a period of one year applies. Certificates are issued in one of the following categories:

- a. FULL Suitable for training and competitions under UKA Rules and record purposes, without restrictions.
- b. RESTRICTED Suitable for training and competitions under UKA Rules without restrictions but not for records.
- c. RESTRICTED Suitable for training and competitions under UKA Rules and record purposes but with restrictions shown on the certificate.
- d. RESTRICTED Suitable for training and competitions under UKA Rules but with restrictions shown on the certificate. Not suitable for records.
- e. TRAINING ONLY As indicated on the assessor's report

Sutton's results are summarized in Table 8.1:

Table 8.1 UK Athletics track inspection - Sutton Athletics Track 2014

Facility type	Action	Result
Track	Generally, in good condition. The area at the 75m start requires attention as the track has split.	Satisfactory
Hurdles	35 competition hurdles are suitable for training but not competition.	Unsatisfactory
Steeplechase	This has no plug or seal and therefore cannot be used. In addition it is only suitable for men.	Unsatisfactory
Pole Vault	Requires significant work, not been used for a number of years. Flagged area would not support a five metre bed.	Unsatisfactory
Jumps	Take off boards require replacement. Edging needs to be cut back.	Unsatisfactory
Shot circle	Wooden stop board is rotten and needs replacing. Holes made by the shot putt require attention.	Unsatisfactory

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In summary, UK Athletics has assessed the track as suitable for training but work is required to bring it up to competition standard. In addition to the required general maintenance of the track and the in-field grass, the outer edges of the track also require attention. UK Athletics assessed the track as class B.

9.3 Demand

Club consultation

Face to face consultation with St. Helens Sutton Athletics Club indicates that junior membership has fallen despite the overall increase in membership between 2012- 2013. The Club identifies that it has registered an additional 30 junior members for the 2014/15 season which is not reflected in Table 9.2. The majority of new members are in the U11 age group and due to this the Club has opened a waiting list. As of December 2014 it had eight young people registered. Table 9.2 shows the steady increase of adult members over the past three years. The waiting list is not about the lack or availability of facilities but is more about developing coaching and volunteer infrastructure to support this development.

Table 9.2: Membership of Sutton Athletics Club

Year / Age	2012	2013	2014
Juniors (u13 – u18)	74	91	69
Seniors (Over 18)	90	100	107

Displaced demand

Although there is no displaced demand, the Club has experienced loss of members due to the attraction of “bigger” more high profile clubs such as Wigan Harriers and Athletics Club and Liverpool Harriers.

Informal demand

England Athletics has expressed potential growth within St. Helens within its recreational programmes such as the Urban Green Line programme. These initiatives are managed by Run England which is the official England Athletics recreational running project. This aims to get the whole nation running. Its role includes:

- ▶ Enabling people to join registered groups.
- ▶ Enabling people to join Run England, a completely free membership, and gain the benefits of being part of the Run England community.
- ▶ Supporting affiliated running clubs and other partners in the provision of running groups for an increasing range of people.
- ▶ Training more and more people to qualify as running group leaders through the Leadership in Running Fitness qualification.
- ▶ Signposting people to their local Run England 3-2-1 routes that have been created by local providers.

The 3-2-1 routes are dedicated lamppost marked running/walking routes across an area from 1km through to 5km. There are three Run England clubs and also three satellite clubs within St. Helens. The Run England clubs are predominantly based in parks and the satellite clubs based from education sites that are then linked directly to the two clubs. There is also

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a St. Helens Park Run located at Victoria Park, Windle. This takes place on a weekly basis and is a 5km park run route. It is envisaged that there will be an increase in people using the Athletics track over a period of time due to the transfer from park runs to the athletics track. Given the national and regional trends of athletics it is considered unlikely that the demand for the track will outstrip the facility time available.

9.4 Summary

The above consultation and analysis indicate that St. Helens is in the following position

Athletics summary

- ◀ There is one athletics track in St. Helens. It has a synthetic surface and is assessed as average.
- ◀ St. Helens Council owns and manages the athletics track.
- ◀ The track was assessed by UK Athletics in August 2014, elements of the track were deemed unsatisfactory and require repair or maintenance.
- ◀ Senior membership at the Athletics Club has increased, and junior membership has steadied following a recent decrease, with the Club having to develop a waiting list.
- ◀ The facility will need a good level of maintenance to ensure that it remains fit for purpose and needs protecting.

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PART 10: CONCLUSION

This section employs a SWOT evaluation to analyse the findings of the assessment and to enable key conclusions to be drawn:

10.1 Strengths

- ▶ St. Helens has 16 sports halls of 3 courts and above. This equates to 67 badminton courts which is more than those identified in the FPM because it includes the 6 court Broadway Badminton Centre (which is not identified in the FPM).
- ▶ St. Helens Council recognises the importance of its leisure facility stock to health and well-being and future planning needs.
- ▶ St. Helens Council is only one of a range of leisure providers in St. Helens.
- ▶ St. Helens Council has four main facilities: Queens Park, Selwyn Jones, Parr Swimming Pool and Sutton Leisure Centre.
- ▶ Membership data suggests that the three main facilities of Queens Park, Selwyn Jones and Parr draw in membership from both the local community and further afield.
- ▶ All three centres also draw membership from the areas of higher deprivation (worst 20%) indicating their accessibility for hard to reach groups.
- ▶ Queens Park has a particularly high 60+ membership which indicates that the programming of the facility appears to be targeting a specific market segment.
- ▶ All facilities offer a wide range of sport and physical activity programmes. Consultation indicates that they are focused on increasing participation and providing the community with access to quality facilities and are not dominated by indoor football.
- ▶ The majority of accessible sports halls are spread across the Borough. Most of the sports halls identified allow for some level of community use.
- ▶ Badminton and squash are two sports in which the associated NGBs are dedicated to increasing participation in St. Helens.
- ▶ Broadway Badminton Centre is the leading centre for the badminton pathway from grassroots to elite badminton by working with the local clubs secured and invested.
- ▶ The CSAF funding for St. Helens Council has focussed on increasing participation of adults and opening access to club facilities within local communities.
- ▶ No sports hall was assessed as poor quality and 82.3% of residents live within a 20 minute walk time catchment of a sports hall.
- ▶ Investment in the changing facilities at Queens Park and Parr swimming pools has created a “village” changing design which was assessed as good.
- ▶ Swimming clubs indicate that they are currently satisfied with their amount of pool time and there are good links to other swimming clubs in order to help swimmers develop and the swimming pools run comprehensive learn to swim programmes.
- ▶ The quality of swimming pools is generally deemed to be good.
- ▶ Projected increases in population are not set to exceed demand for the number of fitness stations current and planned.

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10.2: Weaknesses

- ▶ St. Helens Council manages three of the sports halls sites in the Borough but its ability to influence community use and programming of others is minimal.
- ▶ The FPM for swimming pools identifies that there is a shortfall of waterspace of 786m² and levels of unmet demand which equates to a 4 lane 20 metre pool but need is spread across the Borough.
- ▶ The changing facilities at five facilities were assessed as below average. None of these were St. Helens St. Helens St. Helens Council facilities but this may still be impacting negatively on participation.
- ▶ The volume of community use varies markedly at education sites, depending on the approach of the individual schools to community access.
- ▶ The investment in Broadway Badminton Centre has not yet resulted in a major increase in badminton participation in the Borough.
- ▶ The Development group at the Broadway Badminton Centre is not yet confident to take on management of the site; further work is needed to move this process forward.
- ▶ The ASA has a perception that St. Helens Council is reluctant to work with them. England Squash and Racketball also express this view.
- ▶ The athletics track in Sutton recently assessed by UK Athletics requires a number of repairs to ensure that it maintains its grading.
- ▶ Further work on accessibility to sports halls needs to be undertaken in the wards of Parr, Bold, Moss Bank and Sutton with regard to term time and out of term time provision

10.3: Opportunity

- ▶ Links with health partners need to become more formalised. There appears to be a genuine opportunity to improve relationships and work more closely with Public Health which should result in more physical activity opportunity and lead to improved resident health and wellbeing. This is specifically relevant given the health challenges faced within the Borough.
- ▶ St. Helens Council has an opportunity to drive facility programming across the Borough but will need to engage with other providers across the Borough in order to be successful.
- ▶ St. Helens Council has an opportunity to define the role of all of its sports facilities by getting buy-in from all operators, especially the schools, academies and supporting developments at the Broadway Badminton centre.
- ▶ The proposed level of housbuilding in the St. Helens Core Strategy may lead to increased developer contributions for new or improved leisure facilities.
- ▶ St. Helens Council could become the advocate and co-ordinator of high quality community use across all school sites. This could extend to defining the role that key schools and community facilities play in meeting the needs of key sports. This may also enable some schools to offer more community use than they currently do.
- ▶ There is a desire from the ASA to work more closely with St. Helens Council which has the potential to join forces and help drive increased participation in the Borough.
- ▶ St. Helens Council needs to consider how it can work better with Broadway Badminton Centre to enable it to develop volunteers skills/confidence with a view to them taking over the management.

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10.4: Threats

- ▶ The continuing austerity measures indicate that investment in leisure facilities will be increasingly difficult to fund.
- ▶ As identified in the ONS, 9% of the total population of St. Helens potential workforce is unemployed, St. Helens Council needs to ensure sport and leisure remains accessible and affordable to all residents.
- ▶ There is the chance that current academies and schools will not engage with the Council causing further fragmentation in programming and community sport and physical activity.
- ▶ The age profile of some Borough indoor facilities stock is significant and is a need for a programme of investment which partners may not be able to justify in the context of the likely 'revenue return on investment'.
- ▶ The changing age profile of the Borough will put increased pressure on access to facilities.
- ▶ The levels of use of the athletics track can be considered to be low with the requirement for investment increasing as it ages.
- ▶ The level of detail in respect of usage at Sutton Leisure Centre is weak and consideration needs to be given to identifying where users are resident and travel from to ensure that programming continues to reflect current and future need.

10.5: Brief summary of key findings and priorities

There is currently a small level of unmet demand for sports halls across the Borough. The projected increase in population will exacerbate this. Management of sports halls is diverse with schools, academies, St. Helens and private operators all responsible for different facilities. Community use of schools and academies is variable with some organisations very amenable to community use, and others not so, while others only open during term time.

Residents will benefit from complementary programming and pricing at all facilities across the Borough; this does happen at St. Helens Council managed facilities. It is acknowledged that this form of coordination takes time and effort and will need to be undertaken by a lead organisation. In addition, sports that have purpose built facilities such as squash, badminton and athletics have NGB support and are growing but it is unlikely that they will require additional facilities to support this drive.

There is an under supply of water (for swimming) across St. Helens and a level of unmet demand which suggests that further investigation is required as to whether more community access can be gained from existing provision or can be garnered from other sources.

St. Helens Council managed facilities are all above average or good in quality and are strategically placed in the main population conurbations. Membership data from Council facilities indicates that they are used by a large proportion of females and different age ranges, suggesting a comprehensive approach to marketing and programming, in general. The table below identifies priorities for St. Helens to consider.

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Category	Priority
Protection of facilities	<p>The assessment identifies sufficient (just) sports halls but an undersupply of water space. It will be necessary to protect current facilities to maintain levels of access unless alternative provision can be found.</p> <p>Many school sports halls will require major investment or replacement if they are to continue to provide positive experiences to existing and new customers.</p>
Access/availability of facilities	<p>Develop access policies with a range of providers across the Borough to improve availability of current facilities for residents and local communities.</p> <p>Complementary programming and pricing at all Borough facilities could lead to increased participation via better coordination. It also has potential to draw in resources from different NGBs leading to a better offer across the Borough.</p> <p>Consideration needs to be given to encouraging community access at a number of schools especially those which offer term time access only.</p>
Enhancement	<p>Several sports halls are of below average condition and will require investment to ensure that they remain fit for purpose.</p>
Partnerships	<p>Due to the diverse management arrangements and demand for different facilities, Sports Development/Planning/Leisure Services need to continue to build relationships with, for example:</p> <ul style="list-style-type: none"> ◀ Health Partnerships such as St. Helens Clinical Commissioning Group ◀ Public Health team/Health and well being board ◀ Badminton England ◀ Academies and other education providers ◀ Private providers, particularly of water space ◀ Parish Councils/Neighbouring Authorities
Provision	<p>Consideration needs to be given to identifying developer contributions with a view to providing additional waterspace, however, it may also be necessary to work more closely with current providers of water space to identify if there can be an increase in community use.</p>

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APPENDIX A: NATIONAL, REGIONAL AND LOCAL POLICY REVIEW

Sport England Strategy (2011/2012–2014/2015)

The vision is for England to be a world leading sporting nation where many more people choose to play sport. There are five strategic themes including:

- ✦ Maximise value from current NGB investment.
- ✦ Places, People, Play.
- ✦ Strategic direction and market intelligence.
- ✦ Set criteria and support system for NGB 2013-17 investment.
- ✦ Market development.

Sport England: A Sporting Habit for Life (2012-2017)

In 2017, five years after the Olympic Games, Sport England aspires to transform sport in England so that it is a habit for life for more people and a regular choice for the majority. The strategy will:

- ✦ See more people starting and keeping a sporting habit for life.
- ✦ Create more opportunities for young people.
- ✦ Nurture and develop talent.
- ✦ Provide the right facilities in the right places.
- ✦ Support local authorities and unlock local funding.
- ✦ Ensure real opportunities for communities.

The vision is for England to be a world leading sporting nation where many more people choose to play sport. There are five strategic themes including:

- ✦ Maximise value from current NGB investment.
- ✦ Places, People, Play.
- ✦ Strategic direction and market intelligence.
- ✦ Set criteria and support system for NGB 2013-17 investment.
- ✦ Market development.

Launched in January 2012, it sets out how Sport England will invest over one billion pounds of National Lottery and Exchequer funding during the five year plan period. The investment is to be used to create a lasting community sport legacy by growing sports participation at the grassroots level following the 2012 London Olympics. Two key areas for this strategy are identified as:

- ✦ £292m is allocated for local investment. This will include investment in sport in further education colleges; a new community sport activation fund to promote sports participation in local communities; door step clubs and get on track programmes in disadvantaged communities and; pilot work on health related sports programmes and commercial market development to drive participation growth.
- ✦ Facilities still play a key role in the Strategy with £249m set aside to provide new or upgraded facilities in line with current Places People Play facility investment and a new mid-range (£50,000-£500,000) funding programme.

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National Planning Policy Framework

The National Planning Policy Framework (NPPF), the government's planning policy, recognises the clear link between sport and health. It is a key part of the government's reforms to make the planning system less complex and more accessible. The framework acts as guidance for local planning authorities, both in drawing up plans and making decisions about planning applications. Improving health, social and cultural wellbeing is one of its twelve core principles. Paragraph 171 places health considerations and by extension participation in sport, as a key consideration in the planning process, it states:

'Local planning authorities should work with public health leads and health organisations to understand and take account of the health status and needs of the local population (such as for sports, recreation and places of worship), including expected future changes, and any information about relevant barriers to improving health and well-being.'

Meeting the needs of local communities through the provision of accessible, high quality facilities which provide opportunities to participate in sport is therefore a critical part of good planning. The efficient and effective delivery of sports facilities depends on understanding the nature of current provision and assessing what will be required in the future by taking account of demographic and sports participation changes and trends. The NPPF makes this clear in paragraph 73, which states:

"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 are required."

It further emphasizes that: *"Existing open space, sports and recreational buildings and land, including playing fields, should not be built on unless:*

- ◀ *An assessment has been undertaken which has clearly shown the open space, buildings or land to be surplus to requirements; or*
- ◀ *the loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity and quality in a suitable location; or*
- ◀ *The development is for alternative sports and recreational provision, the needs for which clearly outweigh the loss.*

Sport England therefore aims to ensure *'positive planning for sport to increase participation and maximise the health benefits, enabling the right facilities to be provided in the right places, based on robust and up-to date assessments of need for all levels of sport and all sectors of the community.'*

The Local Authority however remains at the centre of the local facility network as the sport and planning authority. From a local authority perspective the need to work with partners across the public, private, education and voluntary sector to plan sports facility provision is central to the NPPF.

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Investment in school sport

In March 2013 the Government announced it's funding for school sport (Sport Premium) which sees £150 million per annum invested over the next two years. This will be made up of funding from various Government departments including Department for Education (£80m), the Department of Health (£60m) and the Department for Culture, Media and Sport (£10m). The Government's strategy will see funds go directly into the hands of primary school head teachers for them to spend on sport.

Schools will be measured by Ofsted on how well they use their Sport Premium to improve the quality and breadth of PE and sporting provision, including increasing participation in PE and sport so that all pupils develop healthy lifestyles and reach the performances levels they are capable of.

St. Helens Council Community Sustainable Plan 2008-2018

St. Helens Sustainable Community Plan combines local with national aims and objectives for the period 2008-2018, setting out the priorities agreed between national government, St. Helens Council and the wider Local Strategic Partnership and local people to improve the economic, social and environmental wellbeing of this area. The vision is to: "To make St. Helens a modern, distinctive, economically prosperous and vibrant Borough"

The Plan is based on the core principles of:

- ✦ Sustainable development-a better quality of life for everyone, now and for generations to come.
- ✦ Social inclusion - reducing inequalities to boost inclusion across all communities and neighbourhoods.
- ✦ Sustainable, cohesive communities - active, engaged and skilled citizens of a place where people want to live and work, that is sensitive to the environment, safe and inclusive, well planned, built and run, and offering equality of opportunity and good services accessible to all.

St. Helens Council Plan 2014-2017

The St. Helens Plan is the key business planning document for the Council and the Local Strategic Partnership (LSP), and covers a 3-year period. The aim of the plan is

"To make St. Helens a modern, distinctive, economically prosperous and vibrant Borough"

The Plan covers the three years from 2014-2017 with the themes of 'People' and 'Place', setting out main areas of focus and activity against priorities for the area that are realistic in the current era of austerity. The Plan aims to achieve:

- ✦ Improving People's Lives
- ✦ Creating a Better Place
- ✦ Delivering Effectively Together

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St. Helens Council Housing Strategy 2008-2011

The Housing Strategy sets out the Council's vision for housing in St. Helens. The main objective within the lifetime of the Strategy is to ensure that the residents of St. Helens have choices to live in a decent, affordable home within a sustainable neighbourhood and where the right support is available where necessary.

The aim of the strategy is to:

- ✦ Maximise opportunities for the sustainable growth of the housing offer in the Borough.
- ✦ Encourage the development of aspirational/high value housing in the Borough to retain and attract high earners in the Borough and support economic growth.
- ✦ Ensure that affordable housing is delivered in the areas where there is a shortage of accommodation and in the areas of greatest demand.
- ✦ Work with housing association partners to deliver the correct mix of affordable housing for families and single people across the Borough.
- ✦ Encourage the development of more shared ownership solutions and promote sustainable homeownership in the Borough.
- ✦ Invest commuted sums into the areas of high demand for affordable housing.
- ✦ Work with developers and housing associations to ensure that new apartments are well-managed.
- ✦ Ensure that any evidence of a 'buy to leave' phenomenon is acted upon and that the planning pipeline is sensitive to any market change.
- ✦ Ensure that housing partners are contributing to the wider 'worklessness' agenda and promote economic opportunities to tenants/residents.

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St. Helens Council Asset Management Plan 2012

The asset management plan is the corporate document that details how the Council manages its assets and sets out the Council's strategy to ensure they make the maximum possible contribution to achieving the aims and objectives of the organisation.

The Council's assets generally comprise the land, property, plant and equipment under the Council's ownership that are used to assist in delivering a range of services to the community. Owning and using these assets is a major expense - generally the second most costly resource after staffing. The corporate assets group in St. Helens is charged with determining key policy issues in relation to the Council's assets and recommending necessary improvements to Cabinet.

The role of this Group is to:

- ✦ Translate the strategic aims and objectives of the Council into a clear vision for the Council's land and property.
- ✦ Explore the possibilities of joint facilities with the private, public and voluntary sectors.
- ✦ Provide a clear framework for effective asset management across the Borough.
- ✦ Ensure all Government directives in relation to asset management are incorporated into the Council's asset management practices.

St. Helens Health and Wellbeing Strategy 2013-2016

This strategy has been developed by the Health and Wellbeing Board to set out the shared priorities for improving the health and wellbeing of all people living in the Borough.

The vision is to: "Invest in wellbeing, reducing ill health and create a healthy St. Helens."

The overarching goals of the strategy are to improve health and wellbeing across St. Helens as a whole and to reduce inequalities that exist within the Borough. The strategy aims to do this by:

- ✦ Giving every child the best start in life.
- ✦ Supporting young people.
- ✦ Tackling alcohol misuse.
- ✦ Obesity and excess weight.
- ✦ Promoting mental health and wellbeing.
- ✦ Early detection and effective management of long term conditions.
- ✦ Reduce unnecessary hospital admissions and readmissions.
- ✦ Support for people with dementia.

Healthy Balance, St. Helens Healthy Weight Strategy 2014-2017

The vision for St. Helens is that everyone in St. Helens has the opportunity to enjoy good health and wellbeing in their lives. This will result in a community where healthy weight is the norm and the health, social and economic consequences of unhealthy weight are less common. The approach of the Council is to:

- ✦ Pledge to take concrete action to tackle this agenda engaging local people, businesses and voluntary organisations to make healthy choices easier choices.
- ✦ Make St. Helens a healthier place to live and work, working with schools, workplaces and the built environment.

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- ◀ Work across organisations, portfolios, with communities and partners to ensure local policies promote health and advocate for change nationally and internationally on policies that impact on health.
- ◀ Ensure that services are targeted where they are needed and are effective in achieving outcomes for individuals and communities.

Active St. Helens Council 2010-2015

The Active St. Helens strategy, was first published in 2006, and has been revised to focus on healthy living and on ways in which it can support individuals to make positive health choices. The aim of the plan is to: “Get more people, more active, more often”.

The plan has the overarching themes of:

- ◀ Strengthening community cohesion, engagement and capacity building.
- ◀ Reducing youth crime and anti-social behaviour.
- ◀ Reducing accidents and fear of crime.
- ◀ Improving the quality of the built and natural environment and creating a sense of place.
- ◀ Encouraging sustainable active travel.
- ◀ Acting as a catalyst for investment and regeneration.
- ◀ Providing direct employment and contribute to economic output.
- ◀ Improving the skills and qualifications of the workforce.

Merseyside Sports Partnership Strategy for Sport and Physical Activity 2012-2017

Merseyside Strategy for Sport and Physical Activity takes into account the Sport England Strategy and the Government’s vision for sport and physical activity as a habit of a lifetime; it is anticipated that the strategy will contribute directly and indirectly to these outcomes.

The mission is ‘to improve the quality of life for the people of Merseyside through sport and physical activity.’

Merseyside Sports Partnership aims to:

- ◀ Sustain and grow participation in sport.
- ◀ Improve access to quality coaches, volunteers, officials, clubs and facilities.
- ◀ Improve health and wellbeing through physical activity.
- ◀ Increase success and celebrate and achievements.

Summary

The key strategic themes emanating from the main strategies are considered to be:

- ◀ More people active more often contributing to a healthier local population.
- ◀ Sustainable development and improved quality of life for everyone.
- ◀ Strengthening community cohesion.
- ◀ The need for high quality indoor sports facilities, which are placed in the right location, accessible providing key services to improve the lives of people living in the Borough.
- ◀ Facilities with programmes which will contribute to reducing health inequalities across the Borough for all age groups.

APPENDIX B: DEMOGRAPHIC AND ECONOMIC REVIEW OF ST. HELENS

St. Helens

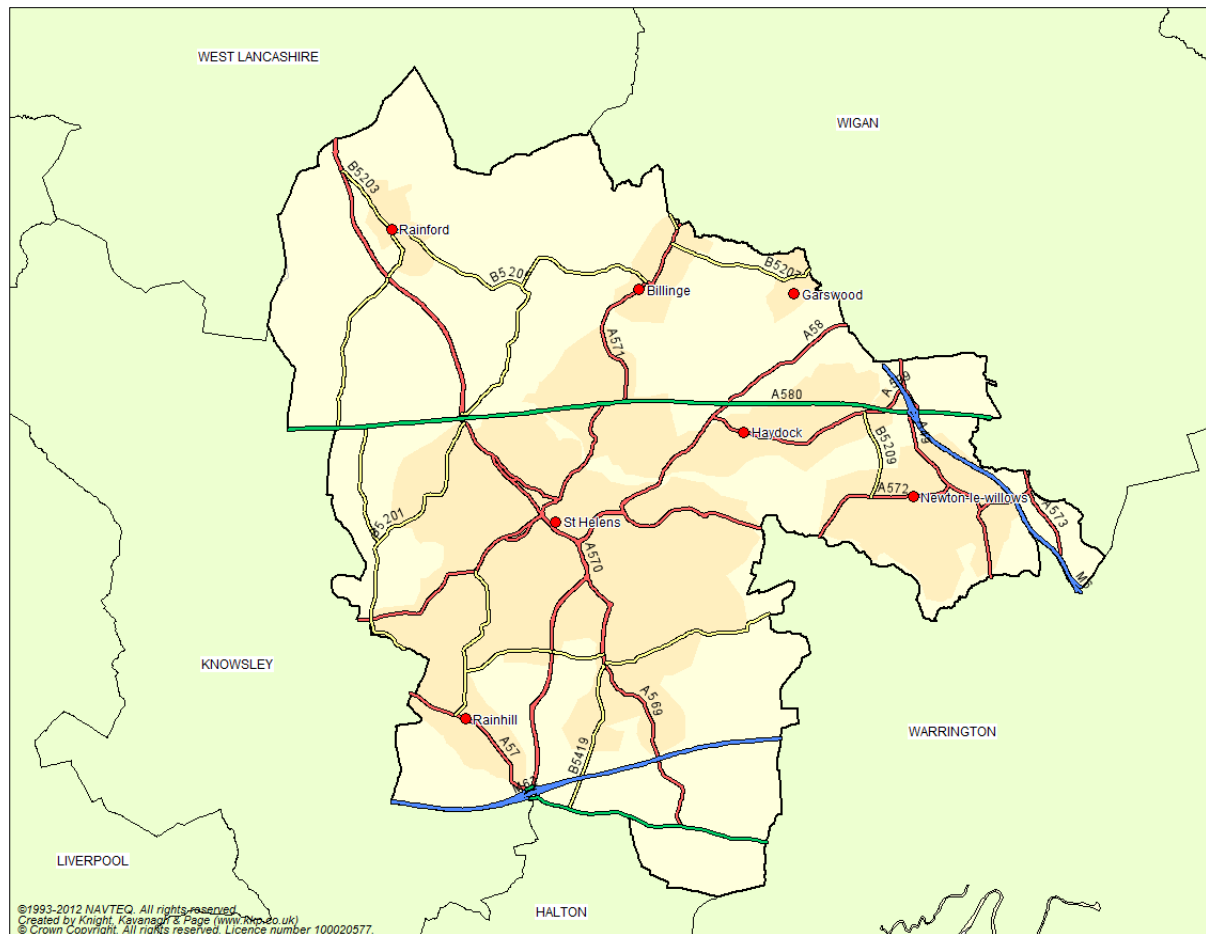
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St. Helens is a metropolitan borough located in Merseyside which covers approximately 136km², much of which is used for agricultural purposes.

The Borough has 48 councillors, with three representing each of the 16 wards. The Office for National Statistics (ONS) Mid Year Estimate 2013 shows a population figure of 176,221, an increase of 816 people from the 2011 Census.

Figure B.1: St. Helens with major road routes



St. Helens is home to St. Helens Rugby League Team and St. Helens College which has a large campus site in the centre of the town. The County Sports Partnership (CSP) that covers the area is Merseyside Sports Partnership which is based in Liverpool. Sports facilities are operated by in house by St. Helens Council "Go Active".

Data from the Office of National Statistics (ONS) indicates that:

- ✦ The unemployment rate in St. Helens is 9.0% which is higher than the national figure of 7.2%.³
- ✦ St. Helens has a higher rate of residents that are unemployed at 9.0% compared to a National average of 7.2%.
- ✦ Of the total population of St. Helens, 13,913 (23%) of houses have at least one 16 – 64 year old adult not in work this is 3% higher than the regional figure.

³ ONS Annual Population Survey 2012

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- ✦ In St. Helens between 2011 and 2013, life expectancy at birth was 78.1 years for men and 81.6 year for women, this has increased by 2.2 years for men and 1.3 years for women since 2007-2009. This is below the England values for males and females.
- ✦ Gross Disposable Household Income (GDHI) is the amount of money that individuals have left to save or invest after deductions such as taxation, property and social contributions. The figure for St. Helens is a combined figure for the East of Merseyside (St. Helens, Knowsley and Halton) at a figure between £12,000 to £14,000, which is 20% less than the national average

Age and gender profile

The total population, from the 2013 population census (mid year estimate), in St. Helens was 176,221 (males = 86,629 and females = 89,592). Figure B.2 compares the age and gender distributions of the population in St. Helens and in the North West region.

Figure B.2: St. Helens and in the North West population by age and gender

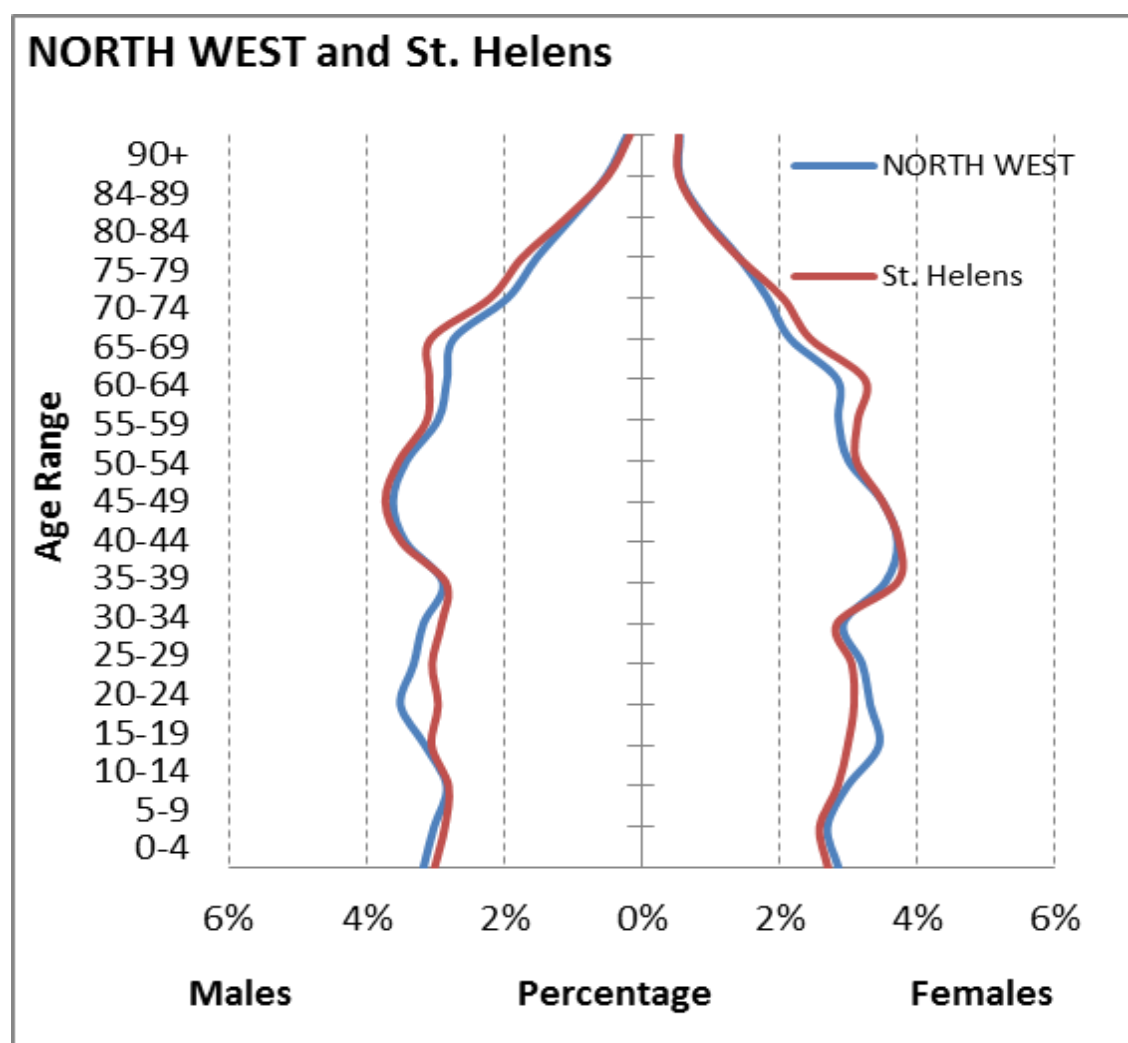


Figure B.2 shows that in St. Helens there is a lower proportion of 0-34 year olds (St. Helens = 40.7%, North West = 43.6%), this may suggest a lower level of demand from what are generally regarded as the main sports participation groups and also from young families. There are, however, more in the age groups from 35-84 (St. Helens = 55.1%, North West = 52.1%)

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Ethnicity

The breakdown of ethnicity in St. Helens is outlined in Table 2.1. It can be seen that St. Helens has the largest proportion (98.0%) of the local population that classified their ethnicity as White. This is higher than the comparative England rate of 85.4%. The next largest population group (by self-classification) is Asian, at 1.0% which is markedly lower than the national equivalent (7.8%).

Table B.1 : Breakdown by ethnicity of St. Helens and national population⁴

Ethnicity	St. Helens		England	
	Number	Percentage	Number	Percentage
White	171,877	98.0%	45,281,142	85.4%
Mixed	1,179	0.7%	1,192,879	2.3%
Asian	1,764	1.0%	4,143,403	7.8%
Black	248	0.1%	1,846,614	3.5%
Other	240	0.1%	548,418	1.0%
Total	175,308	100.0%	53,012,456	100.0%

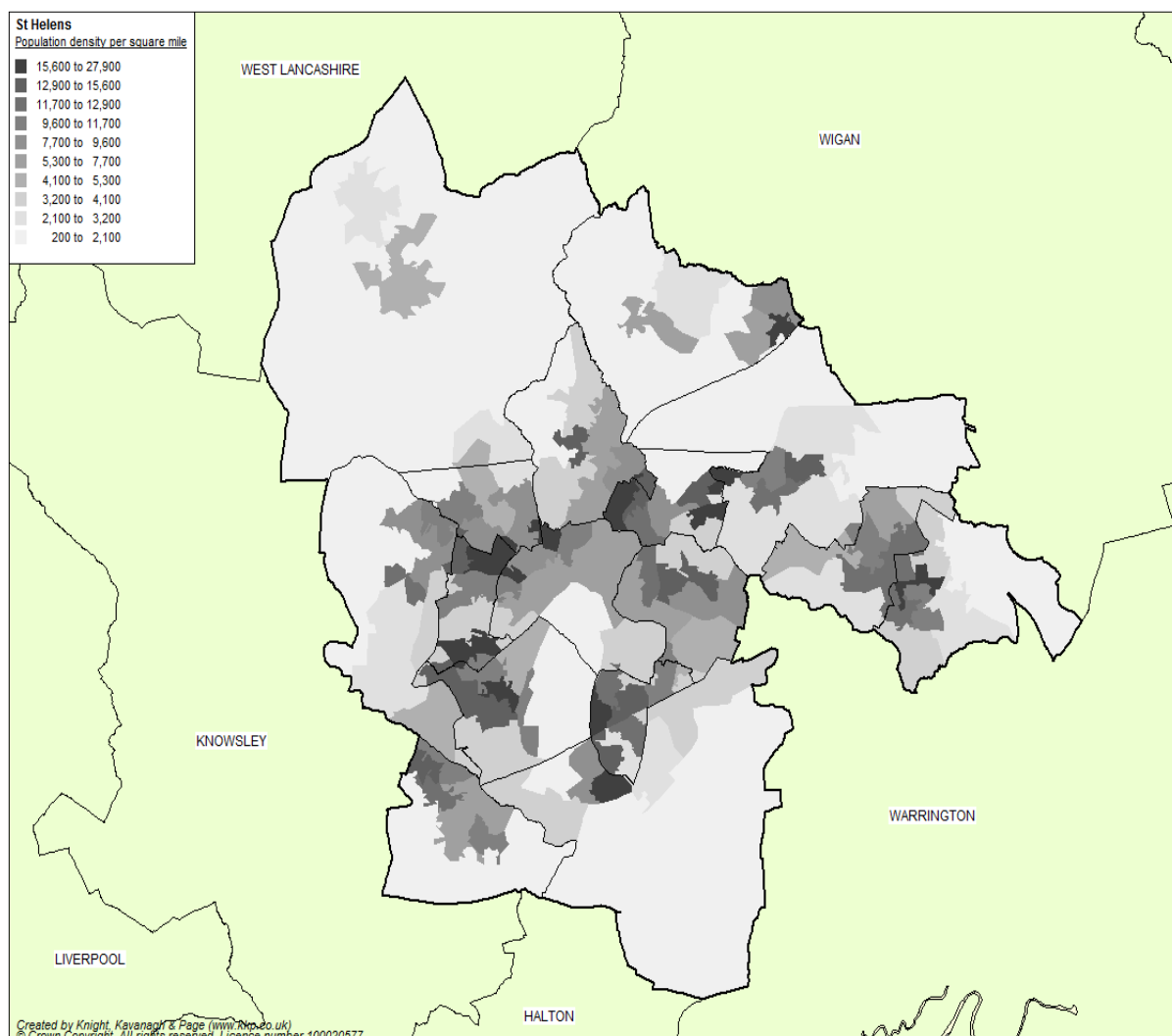
Population density

Figure B.3 shows the population density in St. Helens. There are pockets of higher density to be found mainly in the central part of the Borough, although other areas such as West Park, Sutton, Blackbrook and Billinge and Seneley Green also have areas which are more densely populated. The rural areas are to be found in the North of the Borough in Rainford and the South in Bold.

⁴ Data source: 2011 Census: Ethnic group, local authorities in England and Wales

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Figure B.3: Population density in St. Helens



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Figure B.4: North West Region – Population density mid-2012 estimates.

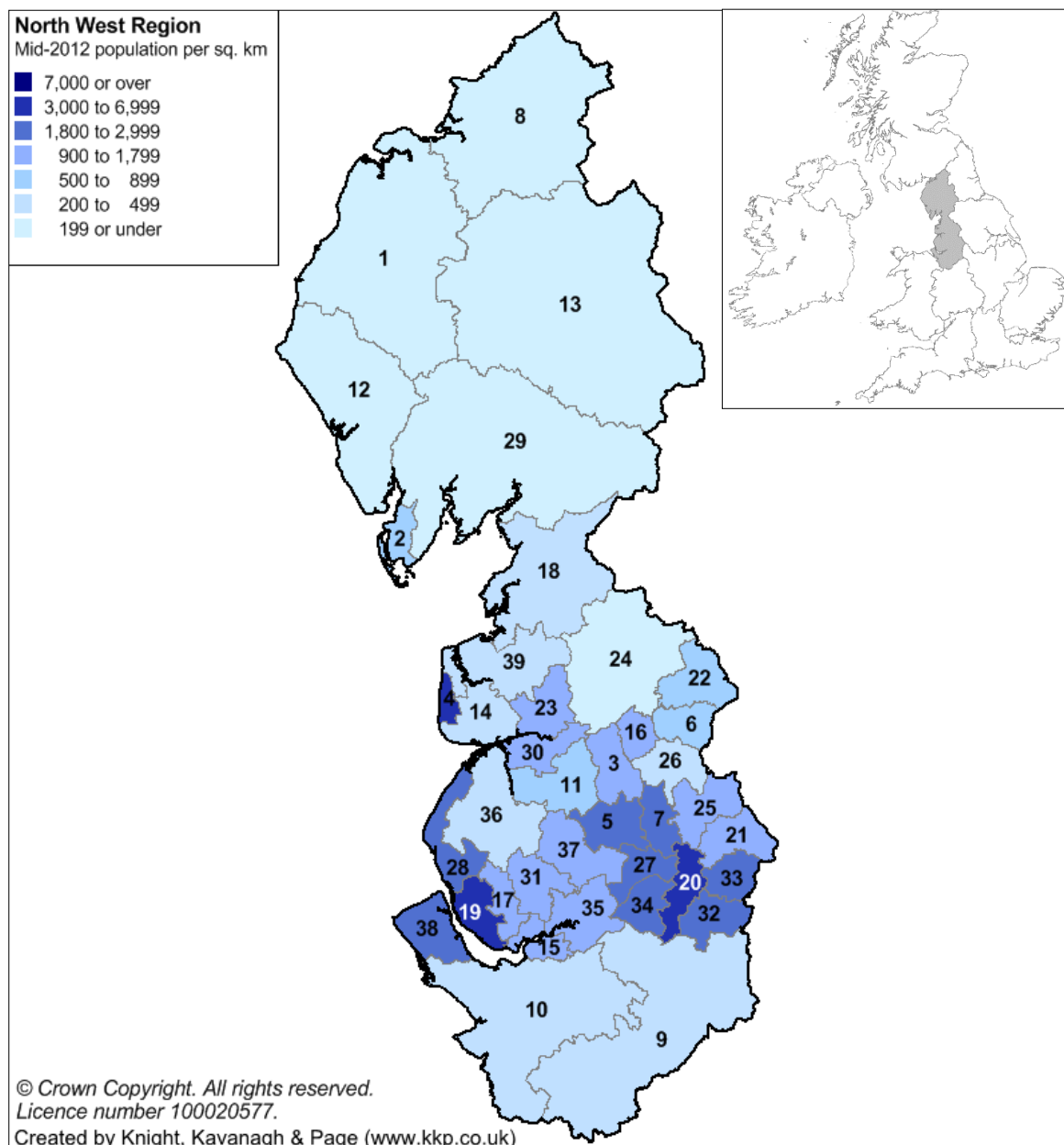


Figure B.4 indicates the estimated population density of the 39 Local Authorities in the North West. It shows that St. Helens is the 31st most densely populated borough within the North West and when compared to the other Local Authorities in Merseyside it is the fifth.

Potential impact on sports facilities

It is important to consider where facilities are in terms of population density and the location of the most densely populated areas. Centrally located facilities that are accessible by the public are critical. In St. Helens due to the location of the population the north and south of the Borough are more rural and thus less facilities would be required. Further in the report, facilities are mapped against population. This will show the percentage of population that live close by and have physical access to the facility type.

Deprivation

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The following deprivation maps illustrate the ranking of Super Output Areas (SOAs) in St. Helens based on the Department for Communities and Local Government's (DCLG) *'Indices of Multiple Deprivation 2010'* (IMD 2010). The IMD ranks 32,482 SOAs throughout England⁵, with a rank position of one indicating the most deprived SOA in the Country.

The IMD 2010 is a valuable source of information about spatial patterns of deprivation in England and can be used to help focus policy and interventions on deprived areas and particular types of deprivation. It comprises 37 different indicators which are grouped into seven separate 'domains' of deprivation, these cover income, employment, health deprivation and disability, education, skills and training, barriers to housing and services, living environment deprivation and crime. The seven main 'domains' may also be combined to make an overall 'multiple rank' of deprivation; this is the most frequently used measure.

Table 2.2 shows St Helen's population in relation to 10 bands of relative deprivation. It indicates that 19.1% of SHBC's population live in areas within the bottom 10% of SOA's nationally, i.e. in the most deprived parts of the country. Furthermore, a further 27.7% are in the next two cohorts; consequently, 46.8% of St. Helens population is in the 'lowest' three bands compared to a national average of 29.8%.

Table B.2: IMD cohorts – St. Helens

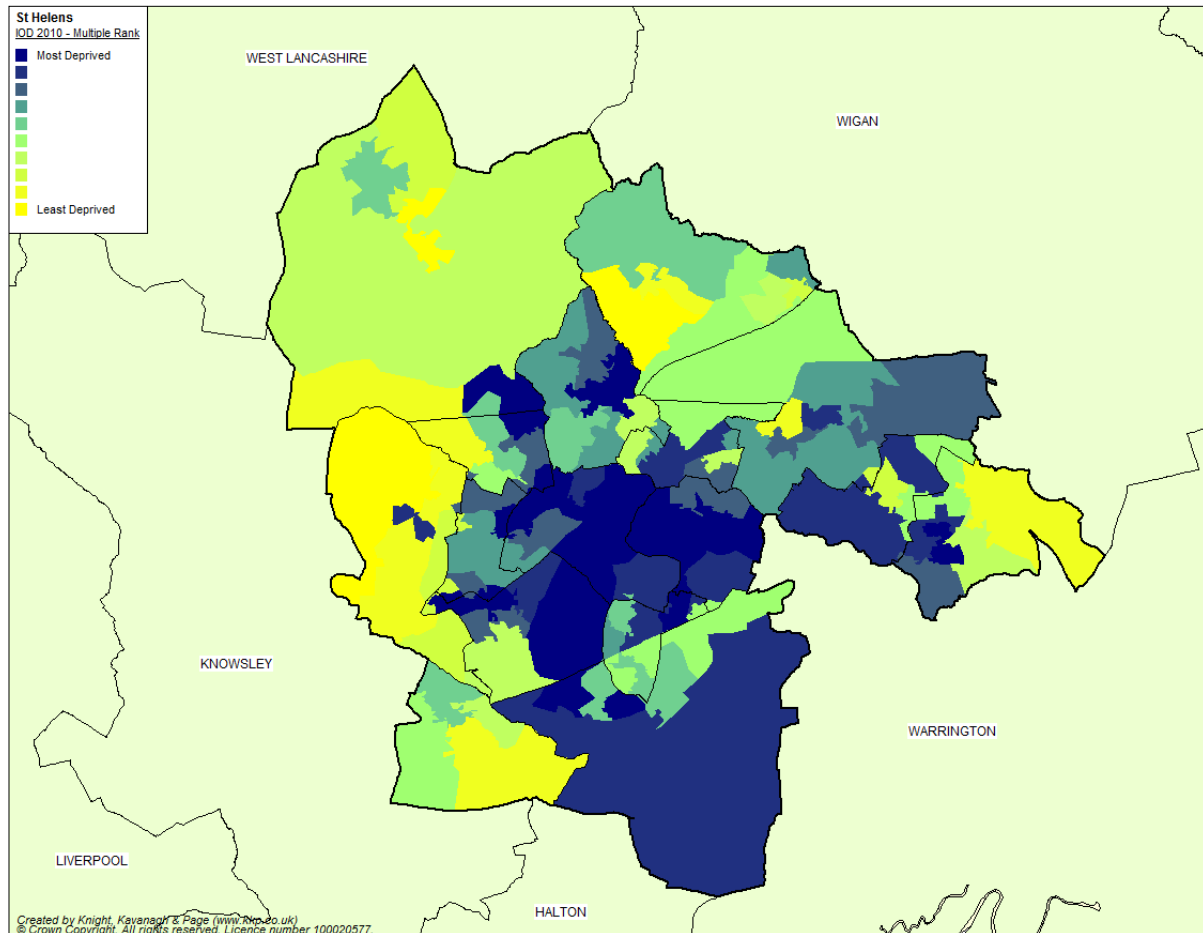
IMD cumulative norm		Multiple deprivation			Health deprivation		
		Population in band	Percent of population		Population in band	Percent of population	
Most deprived	10.0	33,851	19.1%	19.1%	46,457	26.2%	26.2%
	20.0	29,542	16.7%	35.8%	31,921	18.0%	44.2%
	30.0	19,524	11.0%	46.8%	27,649	15.6%	59.8%
	40.0	17,497	9.9%	56.7%	23,331	13.2%	73.0%
	50.0	16,226	9.1%	65.8%	14,581	8.2%	81.2%
	60.0	12,990	7.3%	73.1%	28,825	16.3%	97.5%
	70.0	17,658	10.0%	83.1%	4,599	2.6%	100%
	80.0	7,712	4.3%	87.4%	0	0.0%	100%
Least deprived	90.0	17,061	9.6%	97.0%	0	0.0%	100%
	100.0	5,302	3.0%	100%	0	0.0%	100%

⁵ SOAs relate to the geography used for the 2001 Census.

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Figure B.5: Index of multiple deprivation in St. Helens



Overall St. Helens is ranked the 51st most deprived local authority in England out of 326. The most deprived SOA in St. Helens is Parr Stocks Road which sits on the border of Town Centre and the Parr ward. This is the 44th most deprived SOA in England. The least deprived SOA in St. Helens is South Billinge.

The domains of greatest concern are the Employment domain, the Health and Disability Domain and the Income Domain:

- ◆ In terms of the Employment domain six SOAs (5%) are within the most deprived 1% of SOAs nationally and 65 SOAs are within the top 20%.
- ◆ In terms of Health and Disability 58 SOAs (49%) fall within the top 20% most deprived nationally.
- ◆ The number of SOAs falling within the most deprived 5% in terms of Income.

Potential impact on sports facilities

It is important to be aware of the areas with the highest and lowest levels of deprivation in St. Helens to ensure that the right facilities are in the right places and that are affordable to the community. This will be highlighted later in the report. For example, the location of facilities relative to the areas of deprivation is important in assessing the potential physical accessibility of facilities and the need of certain communities to have to travel greater distances.

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Health and well being

A wide range of challenges remain to improve the health of young children in St.Helens. Over a quarter of children (26.9%) within St.Helens live in poverty, and overall the health of children and young people is generally worse than the England average.

Areas where performance remains significantly below the England average include: the percentage of mothers that smoke during pregnancy (21.8% against an England average of 13.6% (2010/11)), the percentage of mothers initiating breastfeeding (48.7% compared to 74.5% average for England (2010/11)) and breastfeeding at 6-8 weeks (19.5% compared to 45.2% average for England (2010/11)), the rate of teenage conceptions (51.2 per 1,000 females aged 15-17 compared to 38.1 for England as a whole (2008/10)) and the number of infants admitted to hospital due to injuries (205.6 per 10,000 children aged 0-5 compared with 143.2 for England 2010/11)).

However, there have been improvements in infant and child mortality rates, which are now similar to the England averages. This is as a result of a range of programmes over the past few years such as: increasing uptake of childhood immunisations, smoke free homes, campaigns to reduce the risk of sudden infant death and work to help pregnant women to quit smoking.

Both alcohol and substance misuse are major sources of harm in St.Helens and have a considerable impact upon the family as well as the individual. Alcohol and substance misuse increases the risk of domestic violence, harm to unborn babies, child abuse including neglect and early mortality, and road traffic accidents.

There are high numbers of Looked After Children (LAC) in St.Helens (91.0 per 10,000 compared to an average rate in England of 59.0 per 10,000 (2011)). Nationally, it has been shown that Looked After Children have worse health outcomes than the general population, therefore

Obesity and weight management in St. Helens

- ◀ 84,000 adults in St. Helens are overweight⁶; 2 in 3 men and over half of women in St. Helens. Nationally the rate of people very overweight (obese) is expected to double in the next 40 years. The problem in St. Helens is growing with young adults significantly more overweight than older adults and twice as many children being obese in Year 6 as in reception year. These numbers indicate the scale of the issue but also the cultural challenge as being overweight has become the norm.
- ◀ Being very overweight dramatically increases the risk of diabetes, heart disease, mental health problems and joint problems. There are 10,000 people with diabetes in St. Helens and 33,000 with high blood pressure. This is likely to increase in the coming years.
- ◀ Unhealthy weight costs the NHS in St. Helens £14 million annually and the St. Helens economy an additional £45 million annually through lost productivity. Being overweight reduces life by an average of three years, being very overweight reduces life by an average of eight years.
- ◀ Coordinated action over the last 15 years has resulted in slowing the rise in excess weight but no significant reduction. Only one in three adults in St. Helens are eating enough fruit and veg a day and only one in ten are doing enough activity. Many people

⁶ Based on a population aged 18+ of 68,000 men and 71,900 women in St Helens

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know the healthy living messages but do not feel able to incorporate them into their daily lives.

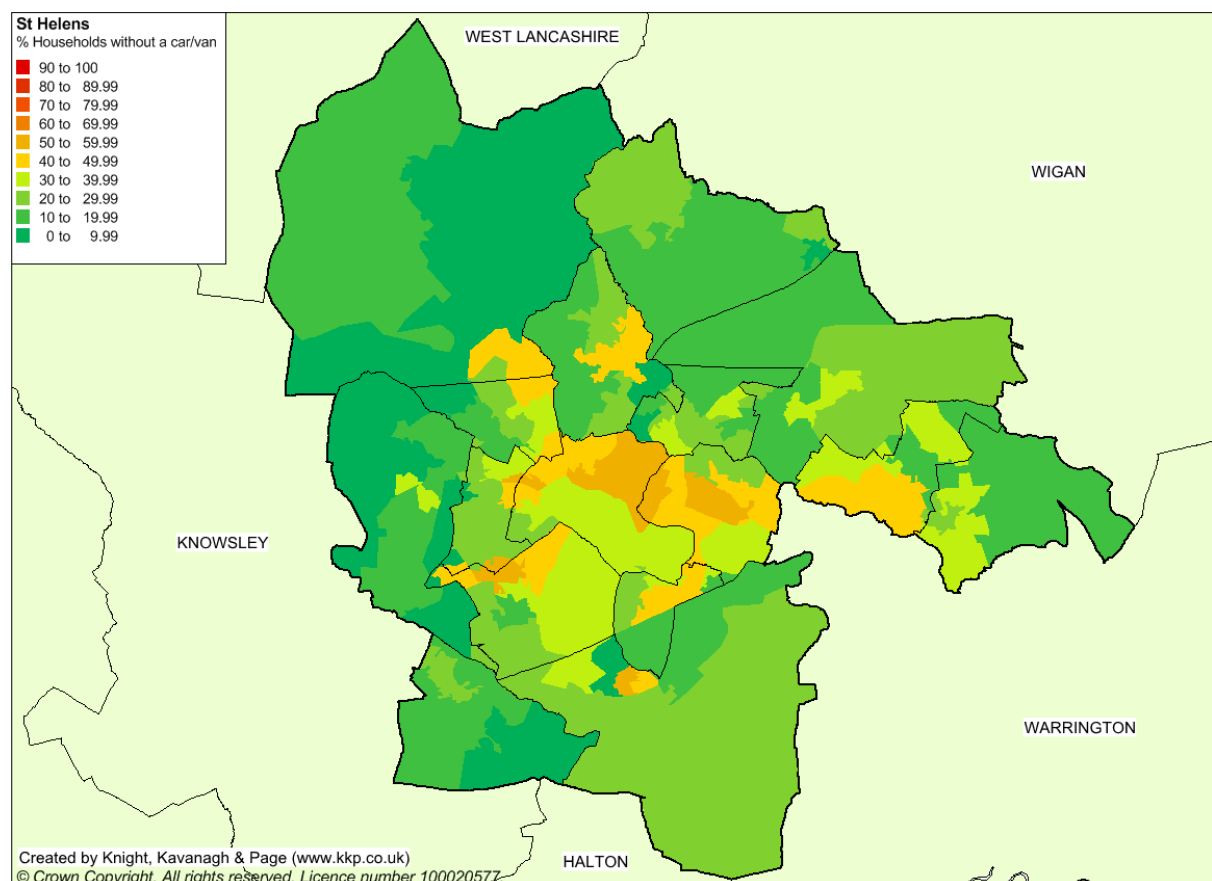
This is a complex issue that is linked with the economic, inequalities, environment and culture agendas

Car or van ownership

Car or van ownership is important to take into consideration when planning and programming facilities. Lack of car ownership severely limits the potential of the local population travelling to and from facilities. Although not absolute, the low levels of car or van ownership is linked closely to areas of deprivation, making it even more important for facilities to be local, affordable and accessible, if the harder to reach communities are to be catered for. Facilities located on bus routes may also need to consider the programming in relation to the communities that the bus routes serve.

Car or van ownership in St. Helens (73.3%) is just below that of the national average (75.6%) but significantly greater than that found in the rest of Merseyside (64.6%).

Figure B.6: St. Helens - % Households without access to a car or van (2011 Census)



The percentage of households without car access in St. Helens can be summarised as follows:

- ♦ The North of the Borough has the highest percentage of housing with cars, this area is predominantly rural and thus less households.

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- ◀ The wards of West Park, Parr and the Town centre households are more likely to have less access to a car.
- ◀ Other areas including Earlestown, areas of Thatto Heath and Moss Bank also have a higher percentage of not having access to a car.

Economy and Enterprise

St. Helens is one of five authorities in the Merseyside region. Its history is inextricably linked to the industrial revolution, having the world's first commercial canal and its first passenger railway. This enabled the town to exploit its natural resources notably through coal mining, which fuelled significant chemical manufacturing and a world famous glass industry.

Coal mining and glass manufacture once employed around 50,000 people, well over half the workforce. However, the industries that built the town have now declined in importance, with over 30,000 jobs lost in the late 1980s. This fundamental shift in the pattern of employment has been at the heart of the challenges faced ever since, and it continues to shape community priorities and ambition.

In recent years the focus has been on transformation in order to establish St. Helens as a modern economically diverse town with good business and employment opportunities.

The Merseyside Growth Strategy and Local Enterprise Growth Initiative have had a significant impact in creating new jobs and supporting businesses, as well as promoting the physical regeneration of the Borough. Given the current difficult economic environment, St. Helens Council and St. Helens Chamber are working closely with the private sector to maximise opportunities for business in the area, particularly given the prime location situated midway between Manchester and Liverpool and with the motorway network easily accessible. The challenge going forward will be to ensure that the Borough draws maximum benefit from the Merseyside Local Enterprise Partnership and opportunities presented through the Regional Growth Fund.

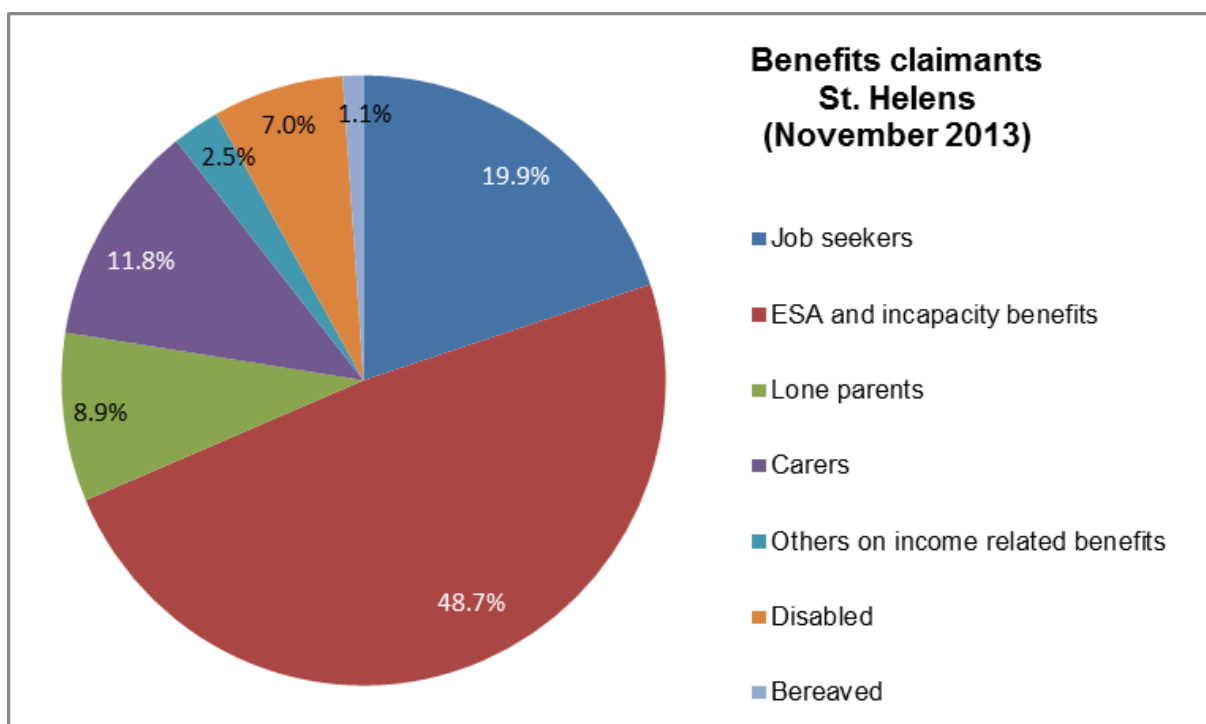
Information in Figure B.7 shows that the number of people still unemployed in St. Helens is above the national average.

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Economic indicators (Data source: NOMIS 2014)

Figure B.7: Benefits by type of claimant



- ✦ The economically active (16-64 year olds) in St. Helens is 76.3% which is very close to the national figure of 77.4%.
- ✦ The unemployment rate in St. Helens is 9.0% which is above the North West figure (7.9%) and the national rate (7.2%).
- ✦ Approximately 1 in 4 (23.7%) of St. Helens 16-64 year olds are economically inactive, of which 1 in 4 is students and approximately 3 in 10 are long term sick.

Mosaic (Data source: 2013 Mosaic analysis, Experian) Mosaic 2013 is a similar consumer segmentation product and classifies all 26 million households into 15 groups, 67 household types and 155 segments. This data can be used to paint a picture of UK consumers in terms of their social-demographics, lifestyles, culture and behaviour and tends to be used to draw out population characteristics for the backdrop to library usage and other non-sporting activities. Table 2.4 shows the top five mosaic classifications in St. Helens compared to the country as a whole. The dominance of these five segments can be seen inasmuch as they represent 71.4% of the adult population compared to a national equivalent rate of less than half (43.5%).

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Table 2.5 shows the top five mosaic classifications in St. Helens compared to the country as a whole. The dominance of these five segments can be seen inasmuch as they represent approximately 60% % of the adult population compared to a national equivalent rate of 35%.

Table B.3 Top five Mosaic groups in St. Helens (2014)

Mosaic group description	St Helens		National %	Difference
	#	%		
1 - Aspiring Homemakers	25,641	14.5%	4.3%	10.2%
2 - Suburban Stability	22,150	12.6%	12.6%	0.0%
3 - Family Basics	20,049	11.4%	9.8%	1.5%
4 - Senior Security	19,704	11.2%	3.4%	7.8%
5 - Municipal Challenge	19,632	11.1%	5.0%	6.1%

Aspiring Homemakers



Younger households who have, often, only recently set up home. They usually own their homes in private suburbs, which they have chosen to fit their budget.

Suburban Stability



Typically mature couples or families, some enjoying recent empty-nest status and others with older children still at home. They live in mid-range family homes in traditional suburbs where they have been settled for many years.

Family Basics



Families with children who have limited budgets and can struggle to make ends meet. Their homes are low cost and are often found in areas with fewer employment options.

Senior Security



Elderly singles and couples who are still living independently in comfortable homes that they own. Property equity gives them a reassuring level of financial security. This group includes people who have remained in family homes after their children have left, and those who have chosen to downsize to live among others of similar ages and lifestyles.

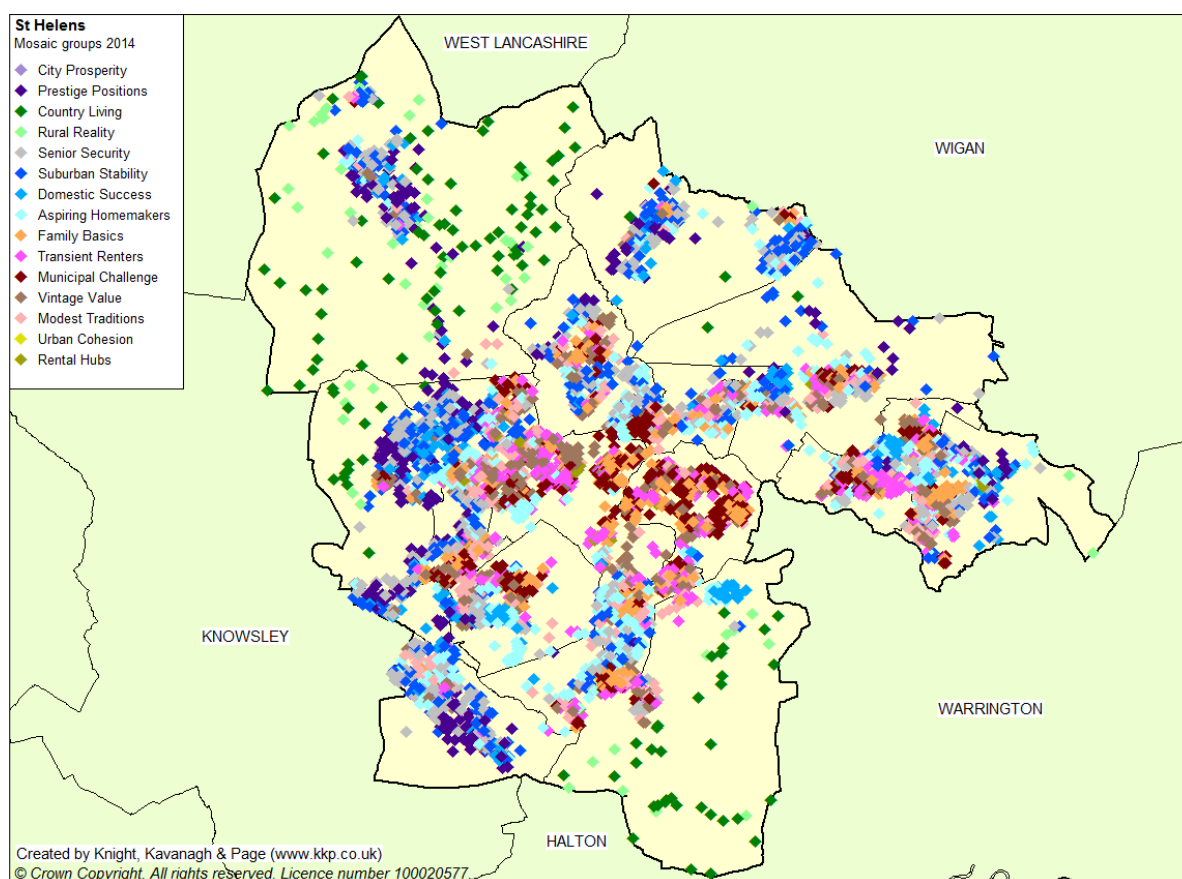
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Municipal Challenge



Long-term social renters living in low-value multi-storey flats in urban locations, or small terraces on outlying estates. These are challenged neighbourhoods with limited employment options and correspondingly low household incomes.

Figure B.8: Distribution of Mosaic segments in St. Helens



Potential impact on sports facilities

The top three profiles (Aspiring Home Makers, Suburban Stability and Family Basics represent nearly 40% of the local population in St. Helens. The Family Basic segment is generally identified as having limited budget and can struggle to make ends meet, so it will be necessary to consider how it will be possible to accommodate those residents on a lower income with less disposable budget for leisure activities, in particular.

Sport England data

Sport England's participation analysis tool (i.e., the Local Sport Profile tool) is used to provide an overview on how active the local population is, what sports are played and how likely residents are to participate in sports hall sports. It provides an overview of key participation trends between different groups in the Borough's population.

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Active People Survey

The Active People Survey (APS) is the largest ever survey of sport and active recreation to be undertaken in Europe. The first year of the survey, APS1 was conducted between October 2005 and October 2006. It has now become a continuous process, with APS7 in October 2013.

Active People are the largest survey of sport and active recreation in Europe and is in its seventh year (APS7 October 2012 – 2013). 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 B.5: Active People Survey for all adults – St. Helens and nearest neighbours

KPI	National %	North West %	St. Helens %	Nearest neighbours			
				Barnsley %	Doncaster %	Rotherham %	Stockton-On-Tees %
1x30 Indicator - Participation in 30 minutes moderate intensity sport per week.							
2012/13	35.7	35.8	31.4	29.9	38.4	36.3	36.2
KPI 2 - At least 1 hour per week volunteering to support sport.							
2012/13	6.0	6.5	3.3	7.8	9.8	7.0	6.4
KPI 3 - Club membership in the last 4 weeks							
2012/13	21.5	21.4	19.1	17.6	19.8	17.1	25.2
KPI 4 - Received tuition / coaching in last 12 months.							
2012/13	16.1	13.8	*	15.8	*	16.1	16.5
KPI 5 - Taken part in organised competitive sport in last 12 months.							
2012/13	12.6	11.6	12.7	9.1	10.3	7.5	12.4

Table 2.5 shows key indicators from APS 7 for St. Helens and compares these to the corresponding rates for the North West, England and statistical 'nearest neighbours' based on a CIPFA (the Chartered Institute of Public Finance and Accountancy) model.

- Participation - just under a third (31.4%) of adults participated in at least 1 x 30 minutes moderate intensity sport per week. This was below the national (35.7%) and regional averages (35.8%). It was below all but one of its 'nearest neighbours' which ranged from 29.9% to 38.4%.
- Volunteering – 1 in 30 (3.3%) provide at least 1 hour's volunteering to support sport in St. Helens each week. This is again lower than the corresponding national and regional equivalents and is below all of its 'nearest neighbours'.
- Sports club membership – just under 1 in 5 (19.1%) are members of a sports club, based on the four weeks prior to the AP survey. This is below the national average (21.5%) and the regional rate (21.4%) and is around the 'mid-point' of its nearest neighbours'.
- Sports tuition – This was below the regional and national averages. It is also below all of its 'nearest neighbours'.
- Competitive sport – just over 1 in 8 (12.7%) adults had taken part in competitive sport in the previous 12 months, above all of St. Helens 'nearest neighbours' and equivalent with the national (12.6%) average and above the regional average (11.6%).

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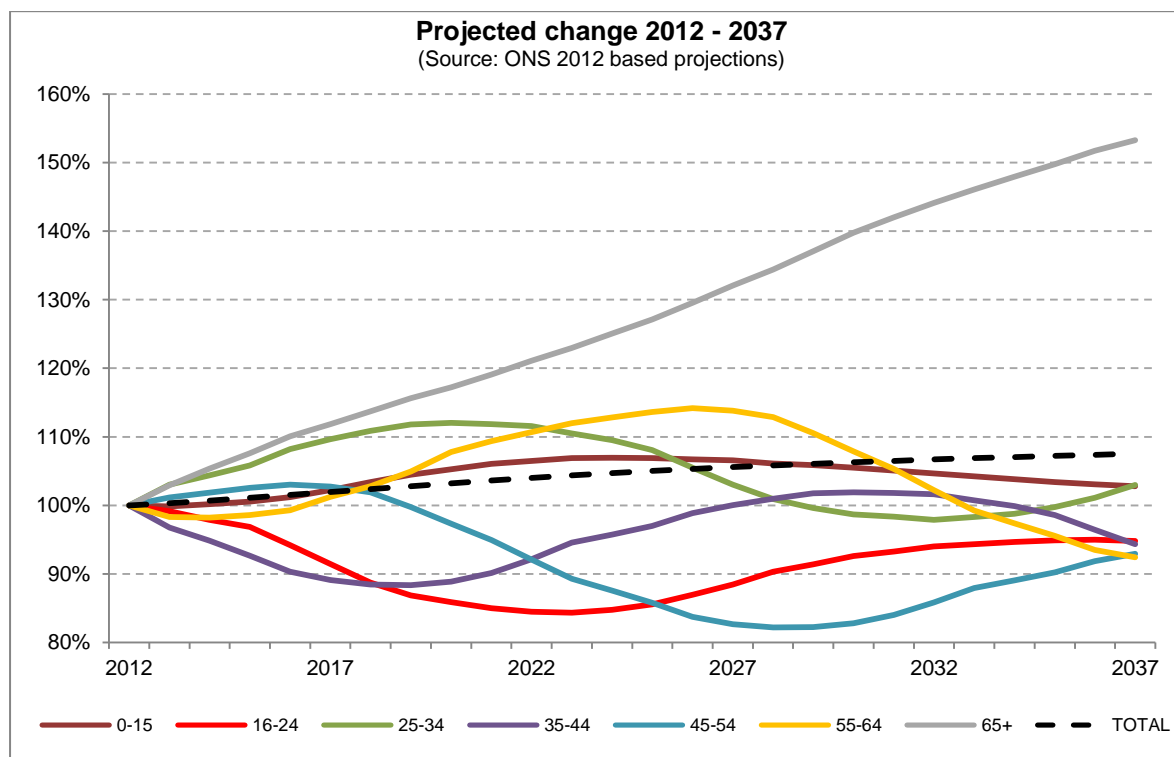
Population projections

Strategic planning: Change from 2012 to 2037⁷

At strategic and operational levels plans to increase levels of physical activity must not be set in stone, they should be flexible and respond to predictable changes in age structure, gender and ethnic composition. The most recent ONS projections indicate a rise of 7.5% in St. Helens population (+13,295) over the 25 years from 2012 to 2037.

Over this extended timeframe fluctuations are seen in rise and fall at different points across the majority of age groups with population change acting more like a wave than a straight line (see figure B.9). For example the number of 16-24 year olds falls by c.15.7% between 2012 and 2023 before rising again to 5.2% less than its 2012 baseline by 2037.

Figure B.9: Projected population change (2012 -2037)



⁷ Office for National Statistics 2012-based population projections (data released May 2014)

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Table B.6: St. Helens - ONS Projected population (2012 to 2037)

Age (years)	Number			Age structure %			Change 2012 - 2037		
	2012	2024	2037	2012 %	2024 %	2037 %	2012 %	2024 %	2037 %
0-15	32,056	34,276	32,945	18.2	18.6	17.4	100.	106.9	102.8
16-24	19,041	16,136	18,049	10.8	8.8	9.5	100.	84.7	94.8
25-34	20,781	22,754	21,397	11.8	12.3	11.3	100.	109.5	103.0
35-44	23,484	22,477	22,155	13.3	12.2	11.7	100.	95.7	94.3
45-54	25,288	22,146	23,496	14.4	12.0	12.4	100.	87.6	92.9
55-64	22,405	25,276	20,706	12.7	13.7	10.9	100.	112.8	92.4
65+	33,059	41,343	50,662	18.8	22.4	26.7	100.	125.1	153.2
Total	176,114	184,409	189,409	100	100	100	100	104.7	107.5

Population projections are based on straightforward process which models observed trends in fertility and mortality rates plus migration factors. Nevertheless, they can illustrate a relatively complex picture of change. Several key points are outlined below:

- One of the most notable points is the progressive rise in the number of 0-15 year olds, rising by 6.9% over the first half of the projection (to 2024). This will place pressure on differing types of sporting, educational and cultural provision (facility and services) by age, gender and sub-groups of the cohort.
- In contrast, there is predicted to be decline in the number of 16-24 year olds, -15.3% in the first period (-2,905) followed by growth back to -5.2% (-992) in the second period. Consequently, Sport England's target of 'increasing the number of 14-25 year olds playing sport once a week' may prove difficult during the first period in which numerical stasis would represent a marginal increase in participation rates.
- There is a continuous increase in the numbers of persons aged 65+ and a need to consider varying sports offers for this age group. This represents an increase of +25.1% (+8,284) in the first period continuing to rise to +53.2% (+17,603) between 2012 and 2037. While the age group represented 18.8% of St. Helens population in 2012 it is projected to be 26.7% of the total by 2037 - this is just over 1 in 4 of the population.

Service planning: Significant change over the coming decade

While strategic planning needs to consider change over 20 to 25 years, service planning is often more closely aligned to a much shorter time horizon, typically 5 to 10 years. Over the decade to 2024 it is projected that the overall number of people in St. Helens will rise by +7,106 (+4.0%). However, significant age specific variations will have implications for different markets, economic and health issues, for example, there will be:

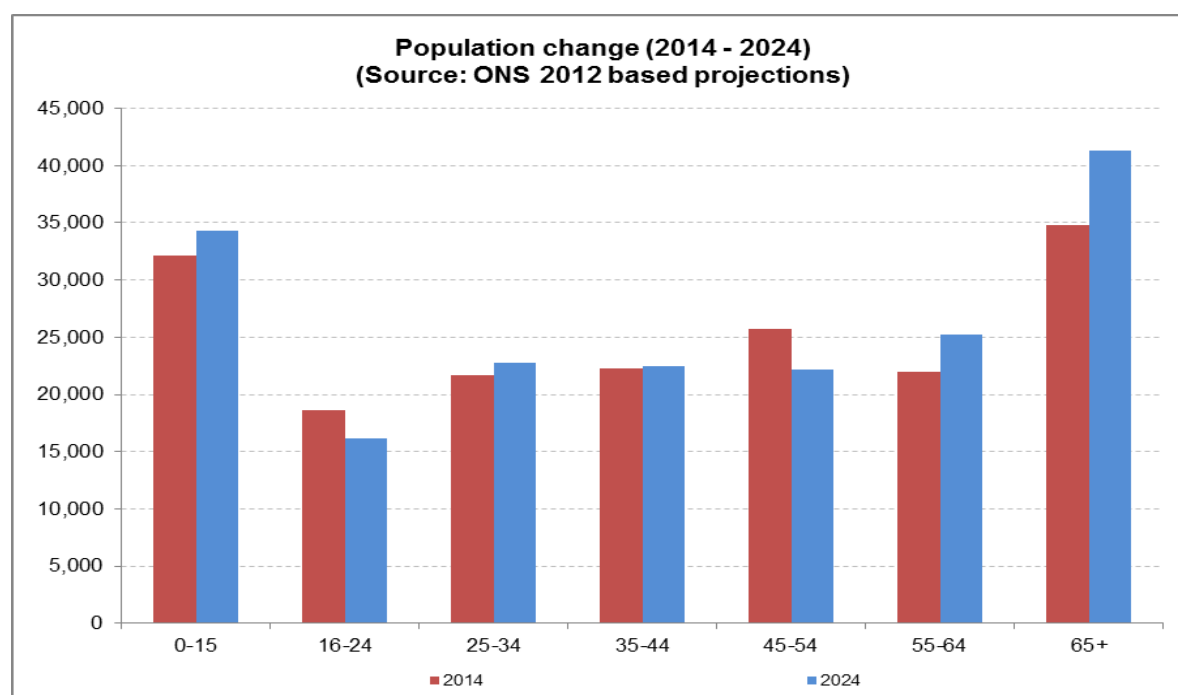
- +2,163 (+6.7%) more 0-15 year olds.
- 3,607 (-14.0%) fewer 45-54 year olds.
- +3,270 (+14.9%) more 55-64 year olds.
- +6,514 (+18.7%) more people aged 65+.

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Figure B.10: Projected population change (2014 -2024)

Figure B.10: Population projections ONS



Facilities planning for increases in the 65+ and 0-15 age groups may lead the Council to determine that these opposing age groups require very different provision at key times of the day and week from other users. However, just as the 65+ age group often requires activities during the day activities for 0-5 year olds often follow similar time patterns. Conversely, activities for 5-15 year olds are focused more closely on after school and weekend activities.

APPENDIX C: ACTIVE PEOPLE

Sports participation

Understanding an area's population characteristics, numbers, age and interests is essential if sports participation is to be maintained or increased and the demand for facilities understood and predicted. The characteristics of who takes part (in sport) can vary from one sport to the next and, as such, are among the more important variables to be considered.

The adult population (aged 16+ years) of St. Helens is currently 139,383 data from Sports England's (SE) Active People survey indicates that 31.4% of people take part in sport for 30 minutes at least once a week and 43.3% have done so at least once in the past four weeks.

The five most popular sports in St. Helens are gym, swimming, cycling, fitness & conditioning and football. However, even for the most popular sports it is important to recognise that only a relatively small proportion of the population are participants. For example, 9.12% of people swim at least once every four weeks, 12.6% attend the gym and 2.02% play badminton.

It is important to know who plays specific sports and how best to target them if initiatives are to be successful and cost effective. As a crude generalisation, the age profile of footballers is skewed to younger age groups, swimmers across all groups and bowlers to older groups.

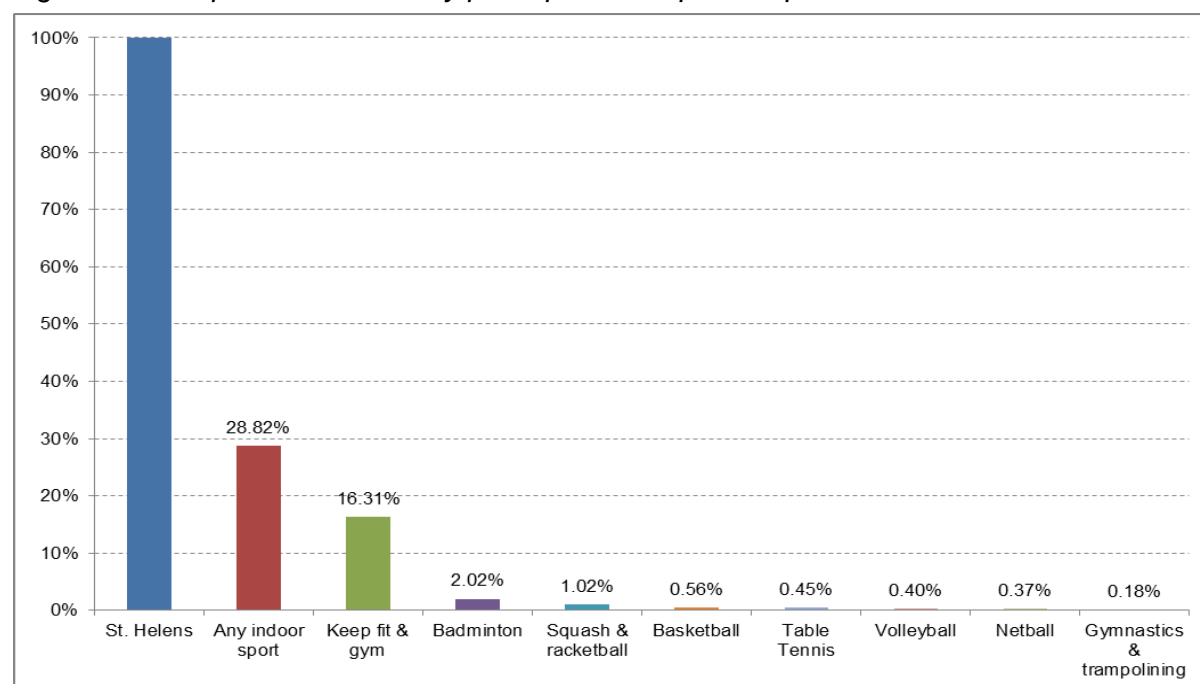
To help better understand this marketplace Sport England (SE) has produced segmentation data which divides the population into 19 different groups (Bens, Jamies, Brendas, Paulas etc.). Each group has its own main sporting interests, personal characteristics, lifestyle behaviour, communication preferences etc. SE has produced pen portraits for each group. The likelihood of who will participate varies sport by sport; for example, in St. Helens:

- ◆ 3.0% of the adult population are Bens;
- ◆ 4.5% of people who do any indoor sport are Bens;
- ◆ 6.6% of those who play badminton are Bens; and
- ◆ 17.9% of those who play basketball are Bens.

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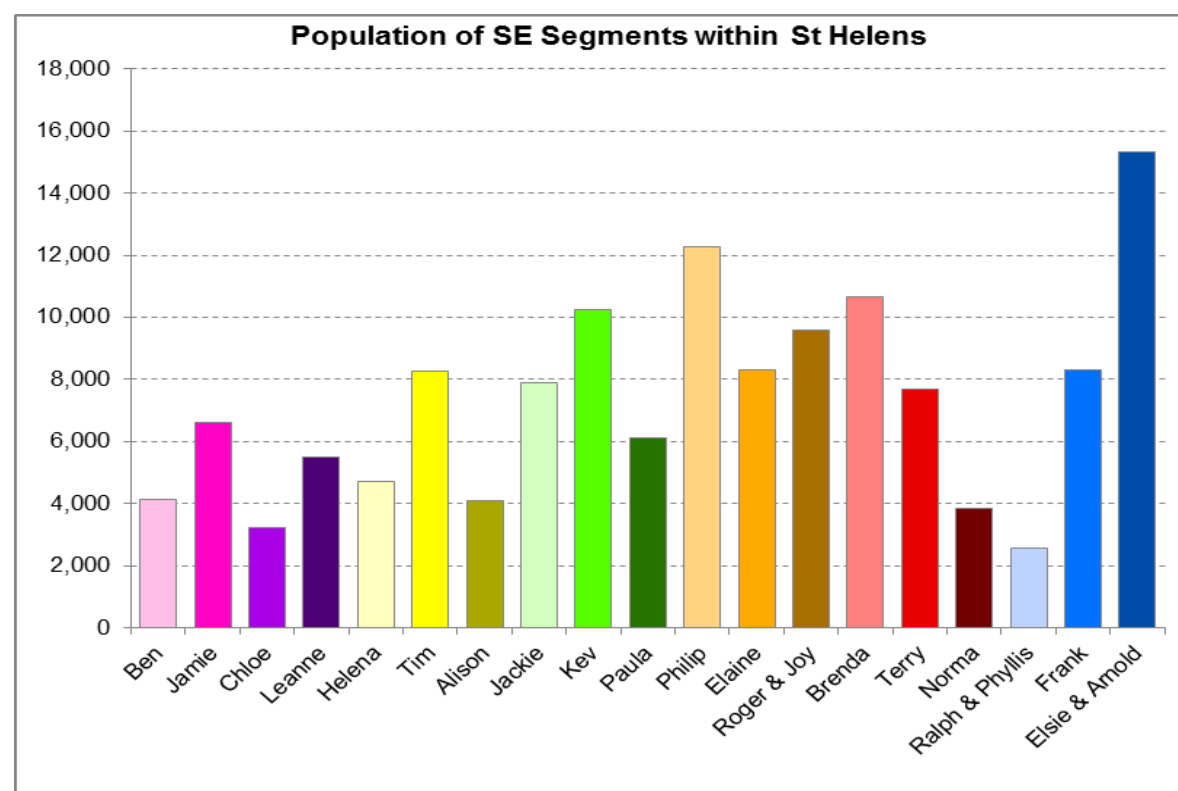
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Figure C.1: Proportion of adults by participation in specific sports



The data is summarised across a series of graphs, bar charts and associated tables: Figure C.1 shows the proportion of the adult population in St. Helens who do any indoor sport and those who take part in a selection of indoor fitness and hall sports.

Figure C.2: St Helens' population by SE segmentation

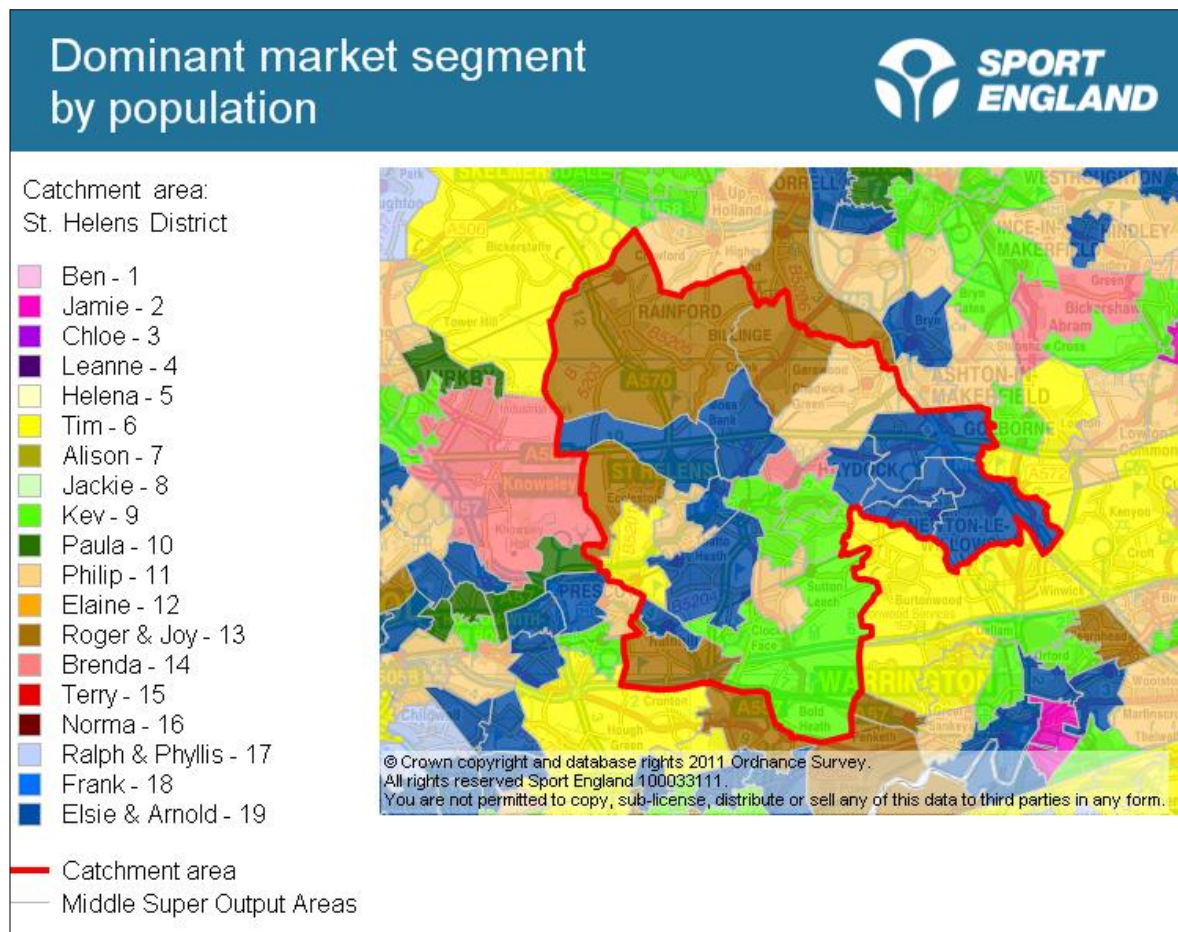


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Figure C.3 illustrates the distribution of the most dominant market segment by MSOA (a more detailed map can be seen in fig. 1.0)

Figure C.3: St. Helens dominant SE market segment by Middle Super Output Area (MSOA)



Market segmentation and sports participation

The adult population (aged 16+ years) of St. Helens is currently 139,383⁸; data APS 7 (as identified above) indicates that 31.4% of people take part in sport for 30 minutes at least once a week and 43.3% have done so at least once in the past four weeks.

To help better understand this marketplace Sport England (SE) has produced segmentation data which divides the population into 19 different groups (Bens, Jamie's, Brenda's, Paula's etc.). The likelihood of who will participate varies sport by sport; for example, in St. Helens:

- ♦ 3.0% of the adult population are Bens.
- ♦ 4.5% of people who do any indoor sport are Bens.

⁸ Source: Sport England segmentation data

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Figure C.4: Dominant segments in St. Helens

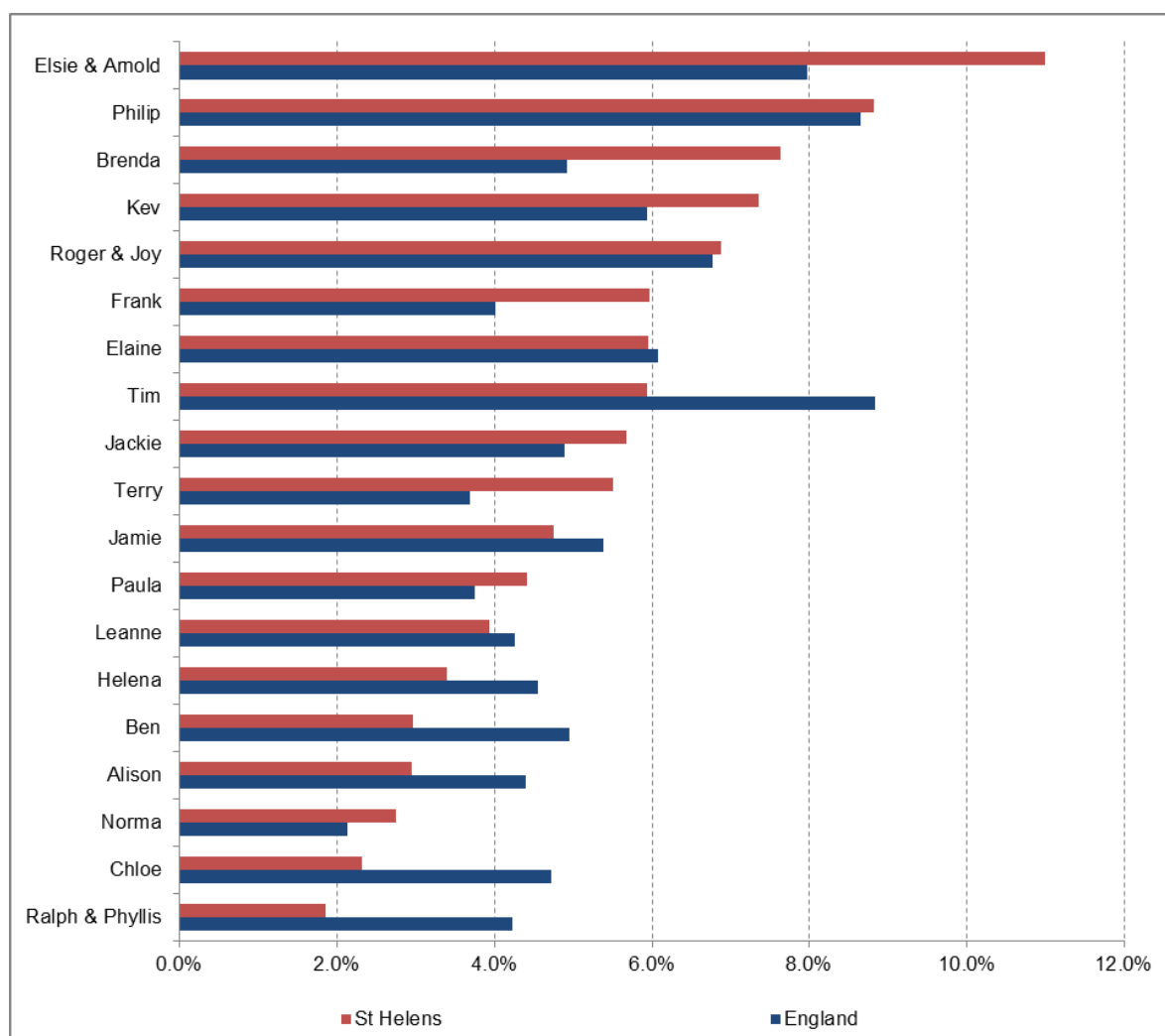


Table C.1: Market Segmentation in St. Helens compared to National figures

Segment	Name(s)	St. Helens population	St. Helens % population	England % population
Retirement Home Singles	Elsie & Arnold	15,319	11.0%	8.0%
Comfortable Mid-Life Males	Philip	12,283	8.8%	8.6%
Older Working Women	Brenda	10,641	7.6%	4.9%
Pub League Team Mates	Kev	10,259	7.4%	5.9%
Early Retirement Couples	Roger & Joy	9,582	6.9%	6.8%
Twilight Years Gent	Frank	8,325	6.0%	4.0%
Empty Nest Career Ladies	Elaine	8,288	5.9%	6.1%
Settling Down Males	Tim	8,282	5.9%	8.8%
Middle England Mums	Jackie	7,915	5.7%	4.9%
Local 'Old Boys'	Terry	7,669	5.5%	3.7%
Sports Team Lads	Jamie	6,608	4.7%	5.4%
Stretched Single Mums	Paula	6,140	4.4%	3.7%
Supportive Singles	Leanne	5,484	3.9%	4.3%
Career Focused Females	Helena	4,723	3.4%	4.5%

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Segment	Name(s)	St. Helens population	St. Helens % population	England % population
Competitive Male Urbanites	Ben	4,126	3.0%	4.9%
Stay at Home Mums	Alison	4,108	2.9%	4.4%
Late Life Ladies	Norma	3,835	2.8%	2.1%
Fitness Class Friends	Chloe	3,225	2.3%	4.7%
Comfortable Retired Couples	Ralph & Phyllis	2,571	1.8%	4.2%
Total		139,383	100.0%	100.0%

To better understand sports participation for indoor sports and where participation growth could be targeted Table 3.1 illustrates who plays and would want to play the following sports: Badminton, Basketball, Netball, Table Tennis and Volleyball.

Table C.2: Market segmentation and likely target audiences

Badminton;
<ul style="list-style-type: none"> ◆ In St. Helens, 2.02% (2,821) of people currently play badminton and a further 1.86% (2,599) indicate that they would like to, giving an overall total of 3.88% (5,420). ◆ 4.5% of Bens play badminton, which is the largest proportion of any group playing badminton which is closely followed by the Tim segment at 4.0%. ◆ Neither of these groups, however, are the largest of the local population group playing badminton as this is Phillip (13.8% 388) with the next next largest group being Tim (11.8% 334). ◆ 11.2% of those who would like to play badminton are in the Phillip category 11.2% would like to play badminton as would 9.0% of the Kev category. ◆ If all other things are equal it is, therefore considered to be most beneficial to target those in the Phillip segment.
Basketball;
<ul style="list-style-type: none"> ◆ The market segmentaion data indicates that 0.56% (775) of people currently play basketball and a further 0.38% (524) say they would like to. ◆ 3.37% of Bens play basketball, which is the largest proportion for any group with the next highest being Jamie (2.7%). ◆ The largest numbers and proportion of people who play basketball are Jamie's (23.1% 179), the next largest group is Ben (17.9% 139). ◆ 30.5% of those who would like to play basketball are Paula's; the next largest group of potential players are Bens (14.1%). ◆ Consequently, the main group to target, both for existing players and those who would like to play, is Jamie's.
Netball
<ul style="list-style-type: none"> ◆ 0.37% (513) of people currently play netball and a further 0.36% (495) say they would like to. ◆ 2.15% of Leannes play netball, this is the largest proportion for any group, the next highest is Chloe (1.92%), they are not, however, the largest group in the population. ◆ The largest numbers and proportion of people who play netball are Chloe's (23% 118), the next largest group is Jackie's (16% 82). ◆ 22.8% of those who would like to play netball are Leanne's; the next largest group of potential players are Jackie's (15.6%). ◆ Consequently, the main group to target, both for existing players and those who would like to play, is Leannes.
Table tennis
<ul style="list-style-type: none"> ◆ 1.45% (625) of people currently play table tennis and a further 0.25% (334) say they would like to.

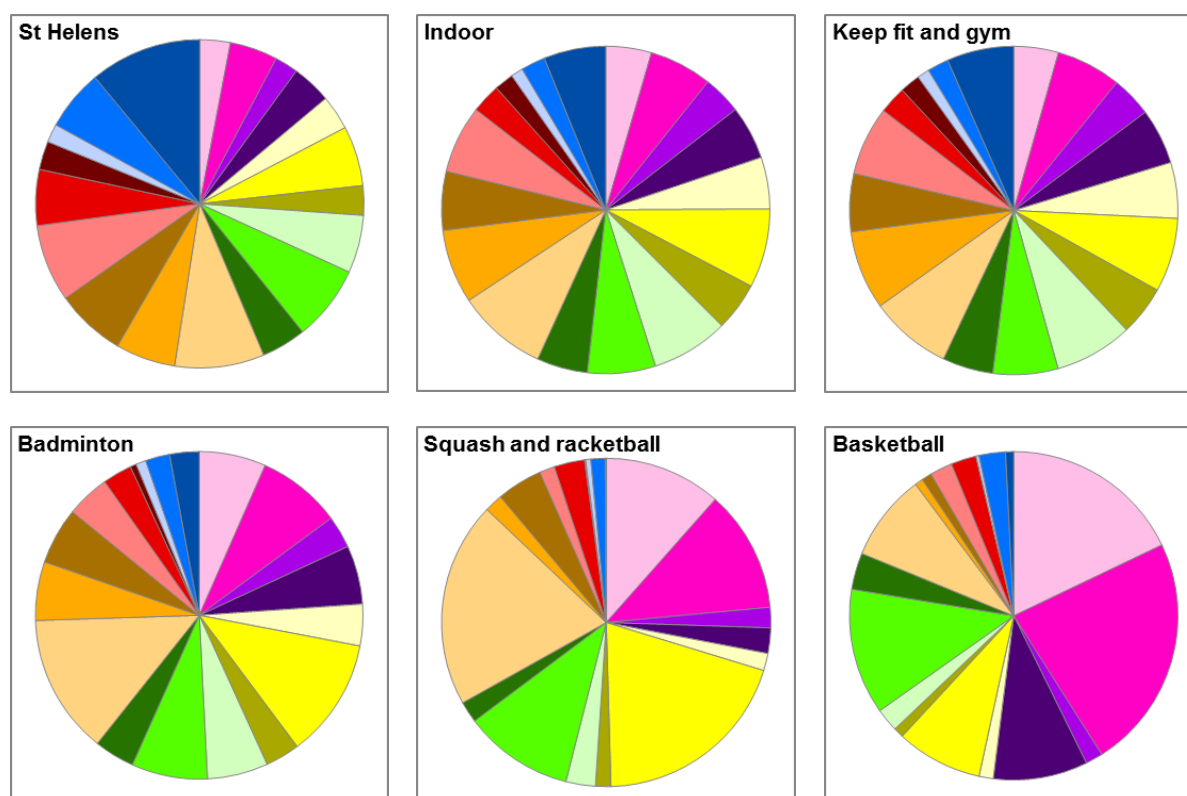
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- 0.73% of Bens play table tennis, this is the largest proportion for any group, the next highest is Philip (0.71%), they are not, however, the largest group in the population.
- The largest numbers and proportion of people who play table tennis are Philips (13.99%), the next largest group is Kev's (10.6%).
- 17.1% of those who would like to play table tennis are Kev's; the next largest group of potential players are Elsie and Arnold (11.7%).
- Consequently, the main group to target, both for existing players and those who would like to play, is Kev's.

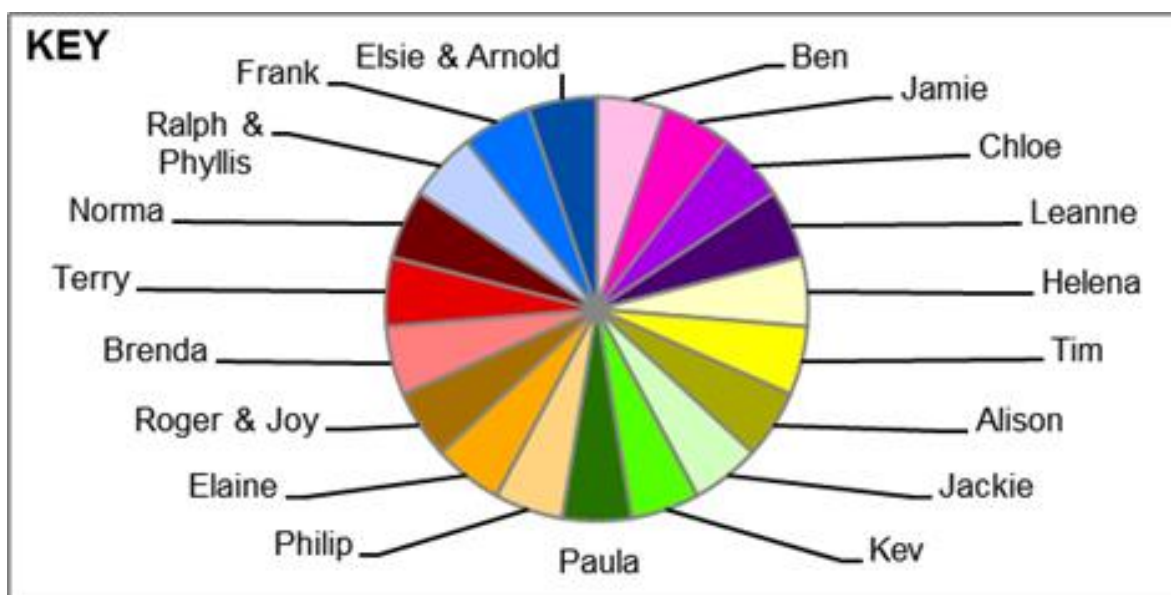
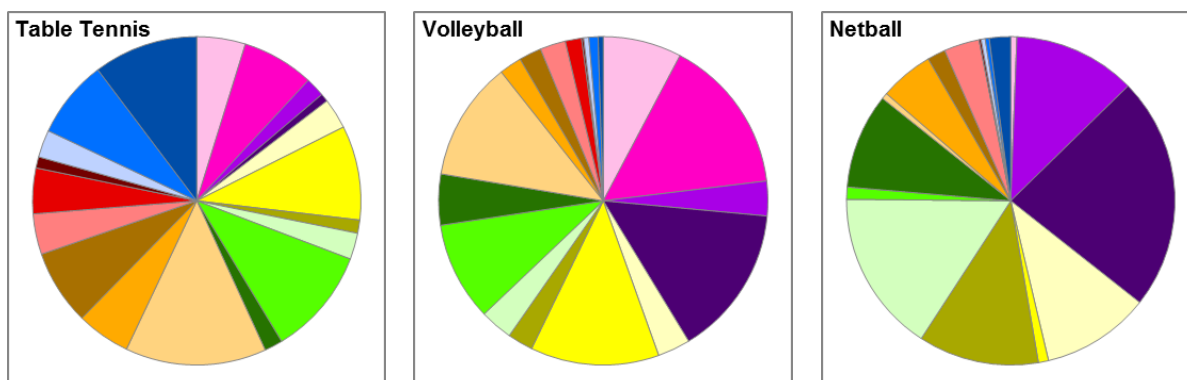
Squash

- 1.02 % (1,422) of people currently plays badminton and a further 0.70% (973) says they would like to.
- 3.95% of Bens play badminton, this is the largest proportion for any group, the next highest is Jamie (2.59%), they are not, however, the largest group in the population.
- The largest numbers and proportion of people who play badminton is Phillips (20.2% 287), the next largest group is Tim's (19.8% 281).
- 18.7% of those who would like to play badminton are Phillips; the next largest group of potential players are Tim's (15.0%).
- Consequently, the main group to target, both for existing players and those who would like to play, is Phillips.

Figure C.5: The proportion within each segment who takes part in specific sports



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Badminton

Segment	St. Helens adult population		(A) Currently take part in Badminton...			(B) Would like to take part in Badminton...			Total A + B	Neither A or B
	Nº	% by cohort	Nº	% of total	% of cohort	Nº	% of total	% of cohort		
Ben	4,126	3.0%	185	6.6%	4.48%	93	3.6%	2.25%	6.7%	93.3%
Jamie	6,608	4.7%	235	8.3%	3.56%	164	6.3%	2.48%	6.0%	94.0%
Chloe	3,225	2.3%	90	3.2%	2.79%	83	3.2%	2.57%	5.4%	94.6%
Leanne	5,484	3.9%	164	5.8%	2.99%	175	6.7%	3.19%	6.2%	93.8%
Helena	4,723	3.4%	116	4.1%	2.46%	121	4.7%	2.56%	5.0%	95.0%
Tim	8,282	5.9%	334	11.8%	4.03%	211	8.1%	2.55%	6.6%	93.4%
Alison	4,108	2.9%	96	3.4%	2.34%	112	4.3%	2.73%	5.1%	94.9%
Jackie	7,915	5.7%	168	6.0%	2.12%	216	8.3%	2.73%	4.9%	95.1%
Kev	10,259	7.4%	211	7.5%	2.06%	235	9.0%	2.29%	4.3%	95.7%
Paula	6,140	4.4%	113	4.0%	1.84%	160	6.2%	2.61%	4.4%	95.6%
Philip	12,283	8.8%	388	13.8%	3.16%	292	11.2%	2.38%	5.5%	94.5%
Elaine	8,288	5.9%	165	5.8%	1.99%	187	7.2%	2.26%	4.2%	95.8%
Roger & Joy	9,582	6.9%	159	5.6%	1.66%	112	4.3%	1.17%	2.8%	97.2%
Brenda	10,641	7.6%	122	4.3%	1.15%	198	7.6%	1.86%	3.0%	97.0%
Terry	7,669	5.5%	82	2.9%	1.07%	86	3.3%	1.12%	2.2%	97.8%
Norma	3,835	2.8%	18	0.6%	0.47%	37	1.4%	0.96%	1.4%	98.6%
Ralph & Phyllis	2,571	1.8%	27	1.0%	1.05%	19	0.7%	0.74%	1.8%	98.2%
Frank	8,325	6.0%	67	2.4%	0.80%	36	1.4%	0.43%	1.2%	98.8%
Elsie & Arnold	15,319	11.0%	81	2.9%	0.53%	62	2.4%	0.40%	0.9%	99.1%
Total	139,383	100.0%	2,821	100.0%	2.02%	2,599	100.0%	1.86%	3.9%	96.12

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Basketball

Segment	St. Helens adult population		(A) Currently take part in Basketball...			(B) Would like to take part in Basketball...			Total	Neither
	Nº	% by cohort	Nº	% of total	% of cohort	Nº	% of total	% of cohort	A + B	A or B
Ben	4,126	3.0%	139	17.9%	3.37%	74	14.1%	1.79%	5.2%	94.8%
Jamie	6,608	4.7%	179	23.1%	2.71%	160	30.5%	2.42%	5.1%	94.9%
Chloe	3,225	2.3%	13	1.7%	0.40%	16	3.1%	0.50%	0.9%	99.1%
Leanne	5,484	3.9%	72	9.3%	1.31%	67	12.8%	1.22%	2.5%	97.5%
Helena	4,723	3.4%	11	1.4%	0.23%	12	2.3%	0.25%	0.5%	99.5%
Tim	8,282	5.9%	66	8.5%	0.80%	27	5.2%	0.33%	1.1%	98.9%
Alison	4,108	2.9%	8	1.0%	0.19%	10	1.9%	0.24%	0.4%	99.6%
Jackie	7,915	5.7%	18	2.3%	0.23%	20	3.8%	0.25%	0.5%	99.5%
Kev	10,259	7.4%	96	12.4%	0.94%	44	8.4%	0.43%	1.4%	98.6%
Paula	6,140	4.4%	28	3.6%	0.46%	22	4.2%	0.36%	0.8%	99.2%
Philip	12,283	8.8%	67	8.6%	0.55%	33	6.3%	0.27%	0.8%	99.2%
Elaine	8,288	5.9%	6	0.8%	0.07%	7	1.3%	0.08%	0.2%	99.8%
Roger & Joy	9,582	6.9%	8	1.0%	0.08%	2	0.4%	0.02%	0.1%	99.9%
Brenda	10,641	7.6%	17	2.2%	0.16%	13	2.5%	0.12%	0.3%	99.7%
Terry	7,669	5.5%	19	2.5%	0.25%	9	1.7%	0.12%	0.4%	99.6%
Norma	3,835	2.8%	0	0.0%	0.00%	0	0.0%	0.00%	0.0%	100.0%
Ralph & Phyllis	2,571	1.8%	2	0.3%	0.08%	1	0.2%	0.04%	0.1%	99.9%
Frank	8,325	6.0%	20	2.6%	0.24%	7	1.3%	0.08%	0.3%	99.7%
Elsie & Arnold	15,319	11.0%	6	0.8%	0.04%	0	0.0%	0.00%	0.0%	100.0%
Total	139,383	100.0%	775	100.0%	0.56%	524	100.0%	0.38%	0.9%	99.1%

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Netball

Segment	St. Helens adult population		(A) Currently take part in Netball...			(B) Would like to take part in Netball...			Total A + B	Neither A or B
	Nº	% by cohort	Nº	% of total	% of cohort	Nº	% of total	% of cohort		
Ben	4,126	3.0%	3	0.6%	0.07%	0	0.0%	0.00%	0.1%	99.9%
Jamie	6,608	4.7%	0	0.0%	0.00%	0	0.0%	0.00%	0.0%	100.0%
Chloe	3,225	2.3%	62	12.1%	1.92%	58	11.7%	1.80%	3.7%	96.3%
Leanne	5,484	3.9%	118	23.0%	2.15%	113	22.8%	2.06%	4.2%	95.8%
Helena	4,723	3.4%	55	10.7%	1.16%	42	8.5%	0.89%	2.1%	97.9%
Tim	8,282	5.9%	5	1.0%	0.06%	2	0.4%	0.02%	0.1%	99.9%
Alison	4,108	2.9%	61	11.9%	1.48%	43	8.7%	1.05%	2.5%	97.5%
Jackie	7,915	5.7%	82	16.0%	1.04%	77	15.6%	0.97%	2.0%	98.0%
Kev	10,259	7.4%	6	1.2%	0.06%	0	0.0%	0.00%	0.1%	99.9%
Paula	6,140	4.4%	48	9.4%	0.78%	74	14.9%	1.21%	2.0%	98.0%
Philip	12,283	8.8%	3	0.6%	0.02%	0	0.0%	0.00%	0.0%	100.0%
Elaine	8,288	5.9%	27	5.3%	0.33%	24	4.8%	0.29%	0.6%	99.4%
Roger & Joy	9,582	6.9%	9	1.8%	0.09%	6	1.2%	0.06%	0.2%	99.8%
Brenda	10,641	7.6%	18	3.5%	0.17%	35	7.1%	0.33%	0.5%	99.5%
Terry	7,669	5.5%	0	0.0%	0.00%	0	0.0%	0.00%	0.0%	100.0%
Norma	3,835	2.8%	1	0.2%	0.03%	5	1.0%	0.13%	0.2%	99.8%
Ralph & Phyllis	2,571	1.8%	2	0.4%	0.08%	1	0.2%	0.04%	0.1%	99.9%
Frank	8,325	6.0%	2	0.4%	0.02%	0	0.0%	0.00%	0.0%	100.0%
Elsie & Arnold	15,319	11.0%	11	2.1%	0.07%	15	3.0%	0.10%	0.2%	99.8%
Total	139,383	100.0%	513	100.0%	0.37%	495	100.0%	0.36%	0.7%	99.3%

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Table Tennis

Segment	St. Helens adult population		(A) Currently take part in Table Tennis...			(B) Would like to take part in Table Tennis...			Total A + B	Neither A or B
	Nº	% by cohort	Nº	% of total	% of cohort	Nº	% of total	% of cohort		
Ben	4,126	3.0%	30	4.8%	0.73%	6	1.8%	0.15%	0.9%	99.1%
Jamie	6,608	4.7%	44	7.1%	0.67%	23	6.9%	0.35%	1.0%	99.0%
Chloe	3,225	2.3%	12	1.9%	0.37%	2	0.6%	0.06%	0.4%	99.6%
Leanne	5,484	3.9%	5	0.8%	0.09%	0	0.0%	0.00%	0.1%	99.9%
Helena	4,723	3.4%	19	3.0%	0.40%	7	2.1%	0.15%	0.6%	99.4%
Tim	8,282	5.9%	58	9.3%	0.70%	25	7.5%	0.30%	1.0%	99.0%
Alison	4,108	2.9%	8	1.3%	0.19%	3	0.9%	0.07%	0.3%	99.7%
Jackie	7,915	5.7%	16	2.6%	0.20%	4	1.2%	0.05%	0.3%	99.7%
Kev	10,259	7.4%	66	10.6%	0.64%	57	17.1%	0.56%	1.2%	98.8%
Paula	6,140	4.4%	11	1.8%	0.18%	5	1.5%	0.08%	0.3%	99.7%
Philip	12,283	8.8%	87	13.9%	0.71%	27	8.1%	0.22%	0.9%	99.1%
Elaine	8,288	5.9%	33	5.3%	0.40%	12	3.6%	0.14%	0.5%	99.5%
Roger & Joy	9,582	6.9%	46	7.4%	0.48%	35	10.5%	0.37%	0.8%	99.2%
Brenda	10,641	7.6%	25	4.0%	0.23%	25	7.5%	0.23%	0.5%	99.5%
Terry	7,669	5.5%	28	4.5%	0.37%	25	7.5%	0.33%	0.7%	99.3%
Norma	3,835	2.8%	7	1.1%	0.18%	13	3.9%	0.34%	0.5%	99.5%
Ralph & Phyllis	2,571	1.8%	17	2.7%	0.66%	4	1.2%	0.16%	0.8%	99.2%
Frank	8,325	6.0%	48	7.7%	0.58%	22	6.6%	0.26%	0.8%	99.2%
Elsie & Arnold	15,319	11.0%	64	10.3%	0.42%	39	11.7%	0.25%	0.7%	99.3%
Total	139,383	100.0%	624	100.0%	0.45%	334	100.0%	0.24%	0.7%	99.3%

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Volleyball

Segment	St. Helens adult population		(A) Currently take part in Volleyball...			(B) Would like to take part in Volleyball...			Total A + B	Neither A or B
	Nº	% by cohort	Nº	% of total	% of cohort	Nº	% of total	% of cohort		
Ben	4,126	3.0%	43	7.7%	1.04%	4	1.7%	0.10%	1.1%	98.9%
Jamie	6,608	4.7%	85	15.3%	1.29%	14	6.0%	0.21%	1.5%	98.5%
Chloe	3,225	2.3%	19	3.4%	0.59%	11	4.7%	0.34%	0.9%	99.1%
Leanne	5,484	3.9%	82	14.8%	1.50%	21	8.9%	0.38%	1.9%	98.1%
Helena	4,723	3.4%	18	3.2%	0.38%	6	2.6%	0.13%	0.5%	99.5%
Tim	8,282	5.9%	70	12.6%	0.85%	12	5.1%	0.14%	1.0%	99.0%
Alison	4,108	2.9%	14	2.5%	0.34%	4	1.7%	0.10%	0.4%	99.6%
Jackie	7,915	5.7%	18	3.2%	0.23%	14	6.0%	0.18%	0.4%	99.6%
Kev	10,259	7.4%	54	9.7%	0.53%	17	7.2%	0.17%	0.7%	99.3%
Paula	6,140	4.4%	28	5.0%	0.46%	18	7.7%	0.29%	0.7%	99.3%
Philip	12,283	8.8%	65	11.7%	0.53%	6	2.6%	0.05%	0.6%	99.4%
Elaine	8,288	5.9%	12	2.2%	0.14%	4	1.7%	0.05%	0.2%	99.8%
Roger & Joy	9,582	6.9%	12	2.2%	0.13%	3	1.3%	0.03%	0.2%	99.8%
Brenda	10,641	7.6%	14	2.5%	0.13%	7	3.0%	0.07%	0.2%	99.8%
Terry	7,669	5.5%	9	1.6%	0.12%	6	2.6%	0.08%	0.2%	99.8%
Norma	3,835	2.8%	1	0.2%	0.03%	3	1.3%	0.08%	0.1%	99.9%
Ralph & Phyllis	2,571	1.8%	3	0.5%	0.12%	0	0.0%	0.00%	0.1%	99.9%
Frank	8,325	6.0%	5	0.9%	0.06%	0	0.0%	0.00%	0.1%	99.9%
Elsie & Arnold	15,319	11.0%	3	0.5%	0.02%	0	0.0%	0.00%	0.0%	100.0%
Total	139,383	100.0%	555	100.0%	0.40%	150	63.8%	0.11%	0.5%	99.5%

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Squash & racketball

Segment	St. Helens adult population		(A) Currently take part in Squash and racketball...			(B) Would like to take part in Squash and racketball...			Total A + B	Neither A or B
	Nº	% by cohort	Nº	% of total	% of cohort	Nº	% of total	% of cohort		
Ben	4,126	3.0%	163	11.5%	3.95%	55	5.7%	1.33%	5.3%	94.7%
Jamie	6,608	4.7%	171	12.0%	2.59%	105	10.8%	1.59%	4.2%	95.8%
Chloe	3,225	2.3%	29	2.0%	0.90%	25	2.6%	0.78%	1.7%	98.3%
Leanne	5,484	3.9%	36	2.5%	0.66%	30	3.1%	0.55%	1.2%	98.8%
Helena	4,723	3.4%	24	1.7%	0.51%	29	3.0%	0.61%	1.1%	98.9%
Tim	8,282	5.9%	281	19.8%	3.39%	146	15.0%	1.76%	5.2%	94.8%
Alison	4,108	2.9%	22	1.5%	0.54%	25	2.6%	0.61%	1.1%	98.9%
Jackie	7,915	5.7%	41	2.9%	0.52%	45	4.6%	0.57%	1.1%	98.9%
Kev	10,259	7.4%	154	10.8%	1.50%	154	15.8%	1.50%	3.0%	97.0%
Paula	6,140	4.4%	30	2.1%	0.49%	22	2.3%	0.36%	0.8%	99.2%
Philip	12,283	8.8%	287	20.2%	2.34%	182	18.7%	1.48%	3.8%	96.2%
Elaine	8,288	5.9%	25	1.8%	0.30%	25	2.6%	0.30%	0.6%	99.4%
Roger & Joy	9,582	6.9%	64	4.5%	0.67%	38	3.9%	0.40%	1.1%	98.9%
Brenda	10,641	7.6%	22	1.5%	0.21%	23	2.4%	0.22%	0.4%	99.6%
Terry	7,669	5.5%	42	3.0%	0.55%	47	4.8%	0.61%	1.2%	98.8%
Norma	3,835	2.8%	2	0.1%	0.05%	3	0.3%	0.08%	0.1%	99.9%
Ralph & Phyllis	2,571	1.8%	7	0.5%	0.27%	5	0.5%	0.19%	0.5%	99.5%
Frank	8,325	6.0%	20	1.4%	0.24%	7	0.7%	0.08%	0.3%	99.7%
Elsie & Arnold	15,319	11.0%	2	0.1%	0.01%	7	0.7%	0.05%	0.1%	99.9%
Total	139,383	100.0%	1,422	100.0%	1.02%	973	100.0%	0.70%	1.7%	98.3%

ST. HELENS COUNCIL

INDOOR SPORT FACILITY NEEDS ASSESSMENT

Appendix D: Consultee list

Contact Name	Organisation	Designation	Type
Collette Urmston Steph Hughes	DW Sports fitness	General Manager Duty Manager	Commercial
Jane Ledsham	Gymbug	Manager	Commercial
Mrs Griffiths Karl Singleton	Haydock leisure centre	Head Teacher Leisure Centre	Community school
Matthew Dodds	Innaction St. Helens (now called Pyramid Leisure Club)	Owner	Commercial
Liam Cunavan	Otium leisure club (Haydock)	Manager	Commercial
Clive Appleton	Parr swimming pool and fitness centre	Centre Manager	Local Authority
Jim Flatley	Queens Park health and fitness	Manager	Local Authority
Diane Palfrey	Ruskin health and fitness club	Manager	Commercial
Jane Ascroft	Selwyn Jones sports centre	General Manager	Local Authority
Will McLarnon	Spirit Health Club (haydock)	Manager	Commercial
John Tatlock	St. Helens fitness 500	Manager	Commercial
Sean Ahern	Sutton leisure centre	Manager	Community school
Greg Murphy	The Beacon leisure and fitness	Sports Operations Manager	Further Education
Greg Murphy	The gym health and fitness	Sports Operations Manager	Further Education
Sarah Challands (née Parsons) Justin Hill	YMCA sports & fitness club (St. Helens)		Other
Gemma Webster	St. Helens Council	Sports Development	Local Authority
Dave Pugh	St. Helens Council	Leisure Investment Manager	Local Authority
Steve Littler	St. Helens Council	Estates	Local Authority
Helen Williams	St. Helens Council	Head of Public Health Programmes	Local Authority
Jean Stephens	Merseyside Sports Partnership	Director	CSP
Michelle Rogers	St. Helens Swimming Club	Club	Swimming
Carol Hazeldine	Newton le Willows Swimming Club	Club	Swimming
Sarah Green	Ashton Central	Club	Swimming
Linda Eccleston	Broadway Badminton centre	Club	Badminton
Helen Williams	Feathers	Club	Badminton
Mike Owen	Corpus Christi	Club	Badminton
Linda Eccleston	Sutton Badminton	Club	Badminton
Ian Eccleston	Grange Park	Club	Badminton
Jim Parish	Y Club	Club	Badminton

ST. HELENS COUNCIL

INDOOR SPORT FACILITY NEEDS ASSESSMENT

Contact Name	Organisation	Designation	Type
Jim Foggit	Capitol Squash Club	Club	Squash
	St. Helens centre for Gymnastics	Club	Gymnastics
	St. Helens Gymnastics Academy	Club	Gymnastics
	Sutton Stars	Club	Netball
Sue Pritchard	Capricorn	Club	Netball
	Haydock Netball club	Club	Netball
Lorna Posslethwaite	Regional Manager	National Governing Body	Amateur Swimming Association
Tom Smith	Regional Manager	National Governing Body	Badminton England
Angela	Regional Manager	National Governing Body	English Squash
Sarah Friday	Regional Manager	National Governing Body	England Athletics
Andrea Holt	Regional Manager	National Governing Body	Table Tennis England
Lorna Rooke	Regional Manager	National Governing Body	England Netball
Peter Griffiths		National Governing Body	England Basketball
		Development Group	St. Helens Badminton Group
			St. Helens Sports Council
Workshop 16.10.14	Over 100 representatives from a variety of sports clubs from across the Borough	Various	