

WIRRAL BOROUGH COUNCIL INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

DRAFT REPORT: DECEMBER 2019

QUALITY, INTEGRITY, PROFESSIONALISM

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SECTION 1: INTRODUCTION

1.1 Introduction

Knight, Kavanagh & Page Ltd (KKP) was appointed by Wirral Borough Council (WBC) to undertake an assessment of formal indoor sports facility needs across the Authority to assist it to strategically plan for the future via a built facilities strategy (BFS). The overall aim of the BFS is to locate the right sport and physical activity facilities in the right places to ensure that the maximum number of local people take part in regular, meaningful physical activity whilst achieving short, medium and longer-term financial goals. The objectives of the BFS are to:

- ◀ Provide a robust up to date needs assessment which support the Council and to meet the requirement of the amended National Planning Policy Framework (NPPF).
- ◀ Build upon the needs and demands of the local population that will grow in line with the changes defined by the Local Plan from 2019-2036.
- ◀ Act as a catalyst for action by the Council and key stakeholders for potential joint investment in sport and physical activity facilities.

This report is, thus, a detailed assessment of current provision of indoor and built sports facilities, identifying needs (demand) and gaps (deficiencies in provision).

1.2: Background

The following is an overview of Wirral Borough. Data is taken from nationally recognised sources. It reflects the most up to date information presently available although it should be noted that new data is published regularly, often at different intervals. Figure 1.1 below depicts how several key transport routes including the M53, A41 and A540 run predominantly north to south with the Mersey tunnel connecting the Borough to Liverpool.

Figure 1.1: Wirral with main roads and main settlements/ towns



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Wirral, is a peninsula in North West England. The Metropolitan Borough of Wirral is part of the Liverpool City Region. It is bounded to the west by the River Dee forming a boundary with Wales, to the east by the River Mersey, and to the north by the Irish Sea. The roughly rectangular peninsula is about 15 miles (24 km) long and 7 miles (11 km) wide. Since the passing of the Local Government Act 1972 only the southern third of the Wirral peninsula is in Cheshire, with the rest in the Metropolitan Borough of Wirral in the county of Merseyside. Wirral contains both affluent and deprived areas; the affluent areas located largely in the west, south and north coast of the peninsula, and deprived areas concentrated in the east, around the built-up district of Birkenhead.

1.3: Scope of the project

The report provides detail as to what exists in the Authority, its condition, location, availability and overall quality. It considers demand for facilities based on population distribution, planned growth and taking into consideration health and economic deprivation. In delivering this report KKP has:

- ◀ Individually audited identified sports halls (conventional i.e. three plus court halls) swimming pools (minimum 160m²), health and fitness facilities (including, within reason, dance studios), indoor bowls centres, squash courts, dedicated gymnastics centres, ski, cycling and athletics facilities.
- ◀ Analysed supply and demand to identify facility gaps and opportunities for improved provision.
- ◀ Referenced the corporate strategies of the Council and other relevant strategic influences.
- ◀ Identified areas of good practice and opportunities for improved service in order to drive up participation levels.

This evidence-based report is a robust, up-to-date assessment of need for sports halls, health and fitness and specialist facilities and identifies opportunities for new, enhanced and rationalised provision. Specific deficiencies and surpluses are identified to inform the provision required. As noted briefly above, the specific objectives of this audit and assessment are to:

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

The specific tasks addressed within the study include:

- ◀ A review of relevant Council strategies, plans, reports, corporate objectives.
- ◀ A review of the local, regional and national strategic context.
- ◀ Analysis of the demographics of the local population at present and in the future (2036).
- ◀ Audit of indoor facilities provided by public, private, voluntary and education sectors.
- ◀ Consideration of potential participation rates and modelling of likely demand.
- ◀ Supply and demand analysis.
- ◀ Analysis of the balance between supply of, and demand for, sports facilities plus identification of potential under and over-provision.
- ◀ Identification of key issues to address in the future provision of indoor sports facilities.

1.4 Report structure

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

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

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

- ◀ Section 2 - review of background policy documentation (national/regional/local) and a profile of the population and socio-demographic characteristics of the City.
- ◀ Section 3 - description of methodology employed to assess indoor provision.
- ◀ Section 4 - assessment of sports hall provision.
- ◀ Section 5 - assessment of swimming pool provision.
- ◀ Section 6 - assessment of health and fitness provision.
- ◀ Section 7 - assessment of squash.
- ◀ Section 8 - assessment of athletics.
- ◀ Section 9 - assessment of gymnastics.
- ◀ Section 10 - assessment of ski centre.
- ◀ Section 11 – assessment of indoor tennis.
- ◀ Section 12- assessment of skiing.
- ◀ Section 13 - assessment of golf.
- ◀ Section 14 - key strategic recommendations.

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SECTION 2: BACKGROUND

2.1: National context

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

Figure 2.1: ANOG model



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

‘Sporting Future: A New Strategy for an Active Nation’

This Government strategy for sport was released in December 2015. It confirms the recognition and understanding that sport makes a positive difference through broader means and it will help the sector to deliver fundamental outcomes: physical wellbeing, mental wellbeing, individual development, social and community development and economic development. It has identified the following outputs.

- ◀ Maximising international and domestic sporting success and the impact of major events.
- ◀ More people from every background regularly and meaningfully taking part in sport and physical activity, volunteering and experiencing live sport.
- ◀ A more productive, sustainable and responsible sport sector.

It further identifies the following actions will need to occur that:

- ◀ Meet the needs of the elite and professional system and deliver successful major sporting events.
- ◀ Meet the needs of the customer and enable them to engage in sport and physical activity.
- ◀ Strengthen the sport sector and make it more effective and resilient.

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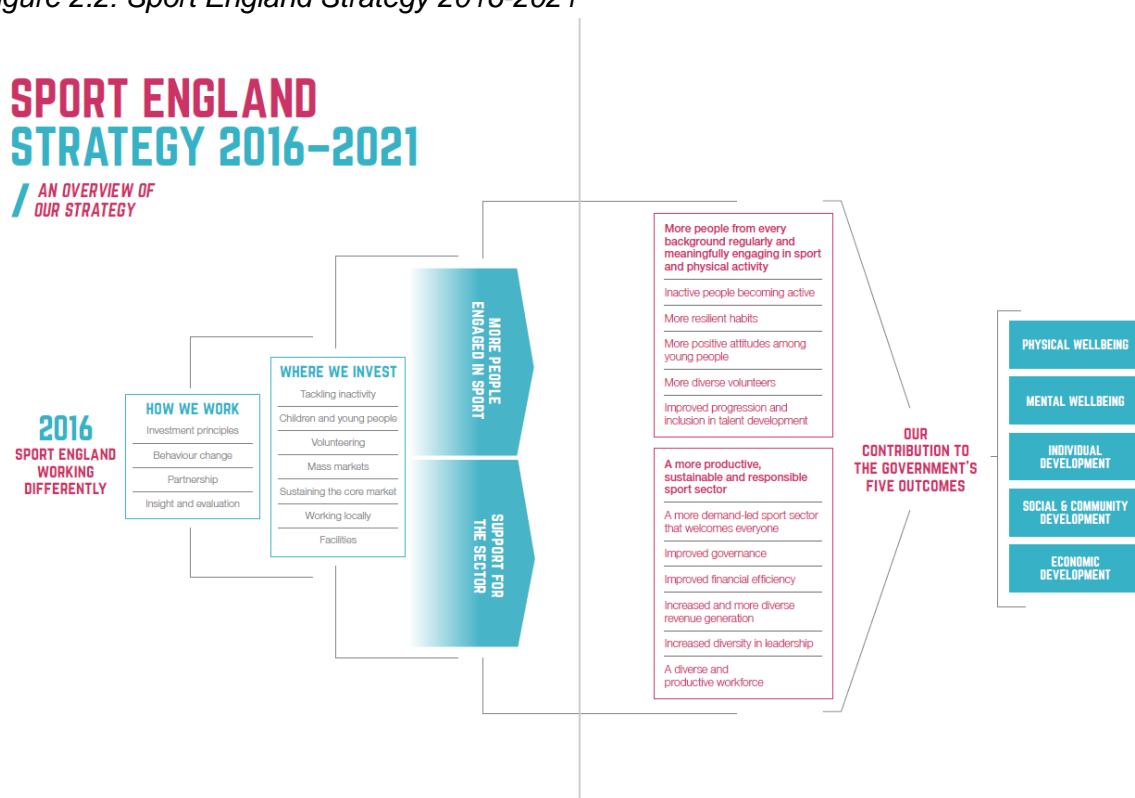
Sport England: Towards an Active Nation (2016-2021)

In its strategy, Sport England has identified that it will invest in:

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

These seven investment programmes are underpinned by a Workforce Strategy and Coaching Plan.

Figure 2.2: Sport England Strategy 2016-2021



Sport England is looking to invest in projects, programmes and individuals that make sure everybody can experience the many benefits of sport and activity. It has developed seven investment principles which include:

- ◀ Ensuring a clear line of sight to the objectives in Sporting Future, thereby making a wider impact on people's lives in terms of physical wellbeing, mental wellbeing, individual development, social and community development and economic development, rather than simply driving numbers.
- ◀ Prioritising currently under-represented demographic groups; this includes women, older people, disabled people and people from lower socio-economic backgrounds.
- ◀ Using the behaviour change model to guide its decisions focusing on three main challenges: tackling inactivity, creating regular activity habits and helping those with a habit to stay that way

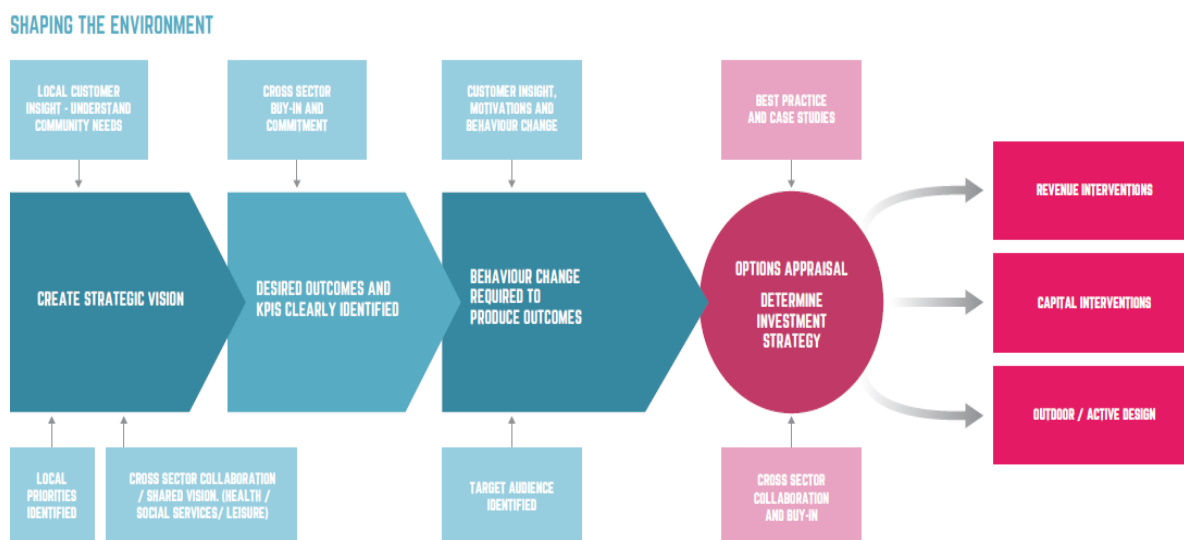
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- ◀ Getting maximum value from all its resources which may mean contributing advice and insight or broker a collaboration rather than a cash injection.
- ◀ Expanding the supply chain, wanting to strike a balance between 'bankers' and 'innovators' to make sure it is investing in projects that deliver the outcomes while still investing in other areas that test new approaches.
- ◀ Reviewing its investment portfolio regularly, it could invest more in anything going particularly well and stop investment if a project is failing and cannot be rescue.
- ◀ Encourage increased efficiency by encouraging the sport and activity sector to diversify its funding from both private and other public sector sources.

Sport England's Strategic Facilities Fund is part of a portfolio of support and tools designed to strategically support the sector (local authority provision in particular). The Fund has been re-positioned within its new strategy in order to help the sector make effective investment decisions. Creating a focus and vision on local outcomes, informed by customer insight and delivering interventions (capital and revenue) which deliver behaviour change in the target audience is Sport England's ultimate outcome delivery requirement.

The 'Strategic Delivery Model' (Figure 2.3) illustrates the process which Sport England would expect a local authority to follow as part of a local strategic planning process in partnership with key stakeholders and other sectors.

Figure 2.3 Sport England's Strategic Delivery Model (vision)



Revised National Planning Policy Framework 2018

The National Planning Policy Framework (NPPF) sets out planning policies for England. It details how these changes are expected to be applied to the planning system. It also provides a framework for local people and their councils to produce distinct local and neighbourhood plans, reflecting the needs and priorities of local communities.

It states that the purpose of the planning system is to contribute to the achievement of sustainable development. It identifies the need to focus on three themes of economic, social, environmentally sustainable development:

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

The *promoting healthy communities* theme identifies that planning policies should be based on robust, up-to-date assessment of need for open space, sports and recreation facilities and opportunities for new provision. Specific needs, quantitative/qualitative deficiencies and surpluses should be identified and used to inform provision requirements in an area.

Economic value of sport to the nation

Sport, leisure, recreation and culture are important economic drivers. In November 2015, sport and sport-related activity contributed £20.3 billion to the English economy. In addition, sport and sport-related activity is estimated to support over 450,000 full-time equivalent jobs. The estimated economic value of sport-related volunteering is £6.9 billion. The annual value of health benefits from people taking part in sport is estimated at £21 billion.

Benefits of sport include the well-being/happiness of individuals taking part, improved health and education, reduced youth crime, environmental benefits, regeneration and community development, and to the individual and wider society through volunteering. Consumption of sport benefits includes the well-being/happiness of spectators and the national pride/feel good factor derived from sporting success/achievement.

Participation in sport and physical activity contributes to reducing crime and anti-social behaviour, particularly among young people. It also has a net impact on the environment; where, for example, more people walk, and cycle, emissions and congestion can reduce. In summary, it can provide a range of economic and health benefits to Wirral and its population as well as helping to provide jobs and opportunities to spectate and participate in physical activity.

Public Health England: Everybody Active, Everyday

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

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

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Investment in school sport

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

- ◀ Improve the quality of existing PE teaching through continuing professional learning in PE for generalists, so that all primary pupils improve their health, skills and physical literacy and have a broader exposure to a range of sports.
- ◀ Increase participation levels in competitive sports and healthy activity of pupils and maintain these into adolescence.
- ◀ Increase the quality of initial teacher training in PE and sport, and to promote PE specialisation in primary level workforce.
- ◀ Ensure that schools understand and value the benefits of high-quality PE and sport, including its use as a tool for whole school improvement.

Under this phase of the programme, schools with 16 or fewer eligible pupils received £1,000 per pupil while those with 17 or more received £16,000 plus a payment of £10 per head. In 2017, the amount allocated doubled and Government ministers have confirmed that funding from a tax on sugary soft drinks will continue to be ring-fenced for school sports until 2020.

Evaluation of this investment has highlighted the need for clearer guidance to schools on how best to use this resource and the importance of good specialist PE knowledge for teachers of the subject. While this may cease in its present form Sport England is, in its Strategy, committed both to further investment in young people and to improving the skills of secondary school teachers, particularly in respect of physical literacy.

Summary of national context

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

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2.2: Local context

This section identifies the key local documentation for Wirral.

Wirral Council Plan – a 2020 Vision

This sets out the Authority’s strategic priorities for 2015-20 and the objectives it intends to achieve during that time. The Wirral Plan, published in June 2015, sets out a series of 20 pledges which the Council and its partners will work to achieve by 2020, focusing on three key themes:

- ◀ Protecting the most vulnerable
- ◀ Driving economic growth
- ◀ Improving the local environment

The following statements reflect the Council’s ‘contract’ with the people of Wirral – to:

- ◀ Ensure that every child has the best possible start in life.
- ◀ Equip all residents with the skills to enable them to secure quality jobs.
- ◀ Create economic opportunities by attracting enterprise and investment.
- ◀ Treat everybody with respect and dignity in older age.
- ◀ Strive to close the gap in health inequalities.
- ◀ Look after our environment for future generations to enjoy.

2.1 Wirral’s priorities and strategic objectives

Priorities	Strategic objectives
People	Wirral is a place where the vulnerable are safe and protected, every child gets a good start in life and older residents are respected and valued. <ul style="list-style-type: none"> ◀ Older people live well ◀ Children ready for school ◀ Younger people are ready for work and adulthood ◀ Vulnerable children reach their full potential ◀ Reduce child and family poverty ◀ People with disabilities live independently ◀ Zero tolerance to domestic violence
Business	Wirral is a place where employers want to invest and businesses thrive <ul style="list-style-type: none"> ◀ Greater job opportunities in Wirral ◀ Increase inward investment ◀ Thriving small businesses ◀ Workforce skills match business needs ◀ Vibrant tourism economy ◀ Technology and infrastructure ◀ Assets and buildings are fit for purpose
Environment	Wirral has an attractive and sustainable environment, where good health and an excellent quality of life is enjoyed by everyone who lives here. <ul style="list-style-type: none"> ◀ Leisure and cultural opportunities ◀ Wirral residents live healthier lifestyles ◀ Community services are joined up and accessible ◀ Good quality housing with 7,000 new and improved homes ◀ Attractive local environment ◀ Wirral’ neighbourhoods are safe

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Priorities	Strategic objectives
The financial picture	<p>Over the lifetime of this plan the Council will be required to cut spending by £120 million. This reduction is in addition to the £151 million cuts it has had to make since 2010. It will:</p> <ul style="list-style-type: none"> ◀ Deliver optimal efficiency in all our services adopting new delivery models that deliver maximum value for residents ◀ Optimise value from local public spending and increase the proportion of spending with local businesses ◀ Deliver a customer focussed approach to service delivery and transform accessibility of services ◀ Embed a culture of continuous improvement, invest in Council teams and adopt the 'Stronger Together: One Council, One Vision, One Team' approach in everything. ◀ Invest in projects to generate a return to protect services.
Delivering the plan	<ul style="list-style-type: none"> ◀ A modern public service ◀ Organised council ready to deliver the aims ◀ Accountability and transparency

Wirral's 2018/19 Action plan

Wirral's Action plan 2019 to encourage people to take part in sports, leisure, social and physical activities. The following actions are all time limited with a lead agency identified to take them forward:

- ◀ Co-design a physical activity pilot with primary care and other partners that will increase participation in physical activity (structured and unstructured)
- ◀ Maximise opportunities to attract funding to encourage participation
- ◀ Complete a review of Wirral's Leisure Services
- ◀ Increase the number of young people taking part in activities leading to improvements in poor mental health
- ◀ Work with the FA to develop a local football facility plan (LFFP) to target new development opportunities for artificial grass and grass pitches in Wirral.
- ◀ Modernise Wirral's Leisure offer to improve accessibility and increase participation.
- ◀ Deliver a marketing/communication plan to promote Wirral's Leisure offer and encourage participation.

Wirral health and wellbeing

This year's Public Health Annual Report 'Expect Better', focuses on the inequalities in life expectancy across Wirral. It recommends that Wirral partners, health and social care organisations and residents put prevention first by supporting each other to live healthier lives.

The Wirral Plan 2020 pledges to:

- ◀ Reduce the number of people who smoke in Wirral.
- ◀ Reduce the impact of alcohol misuse on individuals and communities.
- ◀ Increase the number of people with a healthy weight in the borough.
- ◀ Support people to take more control of their health and wellbeing.

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The Plan asks that Wirral residents take control of their own health and wellbeing by:

- ◀ Following health advice.
- ◀ Making use of the many opportunities to improve their wellbeing that Wirral offers.
- ◀ Seeking appropriate treatment for their symptoms.
- ◀ Attending offers for vaccinations and screening tests.
- ◀ Most of all, expecting better for their own health and that of their families.

The recommendations highlight potential measures to reduce avoidable deaths across Wirral. It is, however, in no way exhaustive. It is recognised that, in reality, there will always be some deaths from avoidable causes simply due to the range of factors that impact on people's lives, including lifestyle, health beliefs, availability and access to healthcare, accidents, etc.

However, reducing avoidable deaths by improving the health of the population and reducing or delaying the onset of long-term conditions, such as heart disease, chronic obstructive pulmonary disease, etc., is an essential part of increasing the quality of life for local people, whilst helping to reduce the impact of an ageing population on health and social care services

Wirral sports development

The Sports Development Unit (SDU) in Wirral has the vision of *'Improving the lives of Wirral residents and their communities through sport and physical activity'*. The annual action plan has the key themes of:

- ◀ Community safety
- ◀ Health improvements
- ◀ Training & educational opportunities
- ◀ Community cohesion

Key strategic drivers:

- ◀ Sporting Future: - A New Strategy for an Active Nation (Dec 2015)
- ◀ Sport England – Towards an Active Nation (May 2016)
- ◀ Wirral Council Plan: A 2020 Vision
- ◀ Wirral's Leisure Strategy (April 2016)
- ◀ Wirral 20: 20 Pledges (Pledge - Wirral residents leading healthier lives)

The SDU has created key strategic partnerships with many groups and organisations across Wirral, in order to help drive change and facilitate improvements to the health and wellbeing of the local population, in particular with the Merseyside Sports Partnership (MSP).

MSP's strategic vision up to 2022 is to inspire all people to be active everyday. Its mission is *'working together to improve the quality of life for all people through sport and physical activity'*. MSP is committed to

Table 2.2: Identified success factors for MSP

MSP will:	Success by 2022
Contribute to increasing sport and physical activity to change behaviour linked to CMO guidelines	<ul style="list-style-type: none"> ◀ 19,000 children and young people inspired to participate in community-based sport and physical activity. ◀ 15,220 adults participating in sport and physical activity sport for a minimum of 6 weeks in the community.

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MSP will:	Success by 2022
Create opportunities to mobilise the workforce and access to the right place	<ul style="list-style-type: none"> ◀ 9,442 coaches, leaders, activators, volunteers and sector champions who are aged 18+ enabled to directly or indirectly support the delivery of sport and physical activity. ◀ 1,753 volunteers recruited and deployed via MSP website to access opportunities which support the delivery of sport and physical activity. ◀ 3,000 coaches, volunteers and sector champions receiving CPD opportunities.
Improve the sphere of influence for sport and physical activity	<p>System leaders and providers influenced to adopt CMO guidelines for:</p> <ul style="list-style-type: none"> ◀ 5 year olds provision (3 hours of active play, physical literacy/activity per day). ◀ 5-18 year olds provision (60 minutes of moderate -vigorous activity per day). ◀ 19-64 year old provision (30 minutes of moderate activity per day). ◀ 65+ 30 minutes of moderate activity per day). ◀ Providers influenced to adopt positive action in the recruitment development and deployment of a workforce that is focused on the principles of improving the experience of the participant. ◀ 10 national campaigns implemented locally. ◀ 2 social movement campaigns to inspire activity levels of a specific target audience within LCR e.g. moving more.
Raise the value placed on sport and physical activity	<ul style="list-style-type: none"> ◀ £400,000 diversified unrestricted income achieved. ◀ £2 million more indirect investment into the wider partnership. ◀ Social and economic value demonstrated and attributed to MSPs strategic objectives.
Remain a high performing and efficient organisations	<ul style="list-style-type: none"> ◀ Financial, customers, staff, quality and impact measures achieved. ◀ Industry standards obtained and promoted.

Summary of local policy documentation

The local policies key messages are summarised below:

- ◀ Wirral is committed to protecting the most vulnerable in society, driving economic growth and improving the local environment.
- ◀ Public Health is focusing on the inequalities experienced by residents of Wirral in that the Wirral Plan 2020 pledges are to:
 - Reduce the number of people who smoke in Wirral.
 - Reduce the impact of alcohol misuse on individuals and communities.
 - Increase the number of people with a healthy weight in the borough
 - Support people to take more control of their health and wellbeing
- ◀ The Public Health Plan also identifies that Wirral residents take control of their own health and wellbeing
- ◀ Making use of the key strategic partnerships with many groups and organisations across Wirral, the Wirral SDU is helping to drive change and increase levels of participation reflecting its overarching strategic themes.

2.3 Demographic profile

Population and distribution

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The total population of Wirral is 322,796 (2017 MYE) with slightly more females (166,461) than males (156,335). The age distribution is similar to that of the North West overall although it has a slightly lower proportion of 20-39 year olds (Wirral 22.2% compared to 26.0% in the Region). There are also more people in the 50+ age groups (Wirral 42.1% compared to 37.6% in the North West).

The age and make-up of the population is a key factor to consider when developing and implementing the sports and physical activity offers in the area.

Ethnicity (Data source: 2011 census of population, ONS)

In broad terms, Wirral's ethnic composition does not reflect that of England as a whole. According to the 2011 Census, the largest proportion (97.0%) of the local population classified its ethnicity as white; this is significantly higher than the comparative England rate of 85.4%. The next largest population group (by self-classification) is Asian, at 1.6%; this is significantly less than the national equivalent (7.8%).

Crime (Data source: 2017 Recorded Crime, Home Office)

During the last 12 months to March 2018 the rate for recorded crimes per 1,000 persons in Wirral was 78.0; this is markedly lower than the equivalent rate for England and Wales (83.0). In both instances the crime rate has risen since December 2017, by around 14.7% for the Wirral and 2.5% for England and Wales.

Income and benefits dependency (Data source: NOMIS (2017))

The median figure for full-time earnings (2017) in Wirral is £27,669; the comparative rate for the North West is £27,539 (-0.5%) while for Great Britain it is £29,697 (+7.2). In March 2019 there were 6,930 people in Wirral claiming out of work benefits¹; this represents an increase of 8.4% when compared to March 2014 (6,350).

Deprivation (Data source: 2015 indices of deprivation, DCLG)

Relative to other parts of the country Wirral experiences high levels of deprivation; 4 in 10 of the Borough's population (40.4%) falls within the areas covered by the country's three most deprived cohorts compared to a national average of c.30%. Conversely, 26.3% live in the three least deprived groupings in the country, this compares to a 'norm' of c.30%.

A similar pattern, to that seen for multiple-deprivation, is seen in relation to health – yet more so. Over half of Wirral's population (56.6%) falls within the areas covered by the three most deprived cohorts, this compares to a national average of c.30%. Conversely, only 2.3% live in the three least deprived groupings compared to a 'norm' of c.30%.

¹ This includes both Job Seekers Allowance (JSA) and Universal Credit. Universal credit also includes other benefits including employment and support allowance (ESA) and child tax credits.

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Figure 2.4: Index of multiple deprivation

Figure 2.5: IMD Health domain

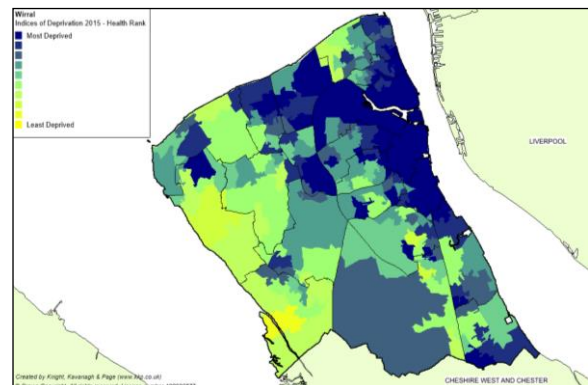
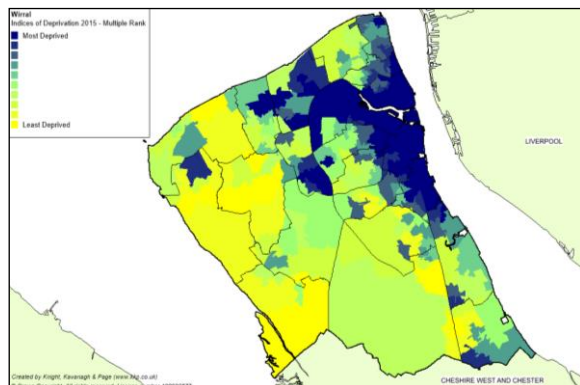
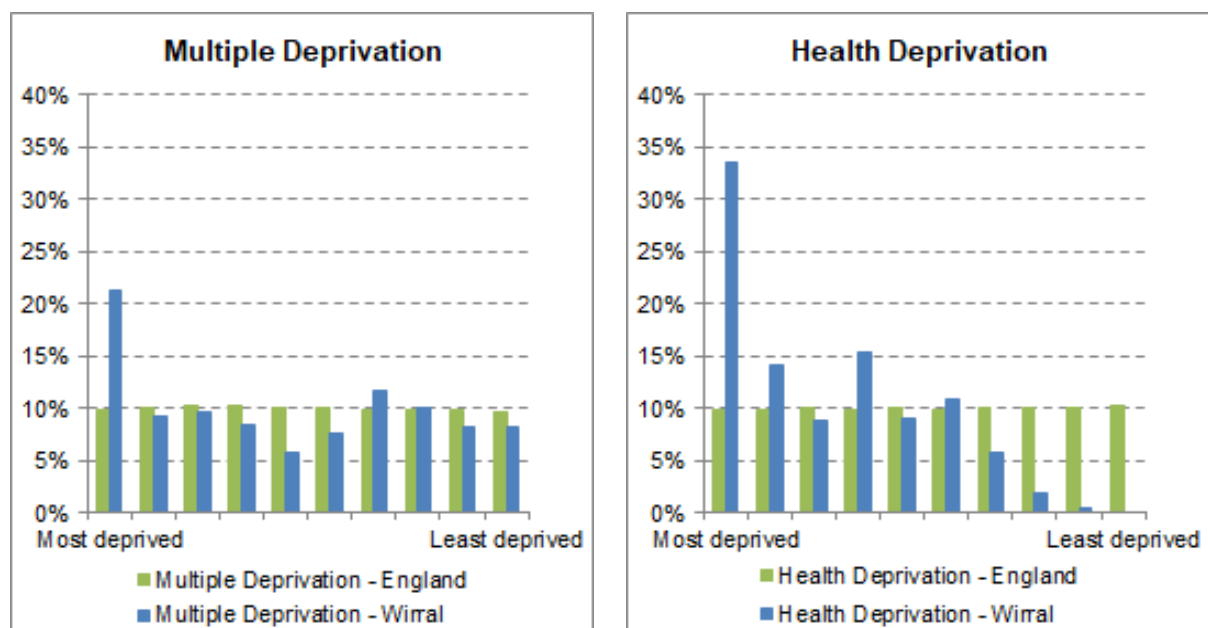


Figure 2.6: IMD and health domain comparisons – Wirral and England.



Health data (Data sources: ONS births and deaths, NCMP² and NOO³)

In keeping with patterns seen alongside higher levels of health deprivation, life expectancy in Wirral is lower than the national figure; the male rate is currently 78.0 compared to 79.6 for England, and the female equivalent is 82.2 compared to 83.2 nationally.⁴

² National Child Measurement Program

³ National Obesity Observatory

⁴ Office of National Statistics: Life Expectancy at Birth by local areas in the United Kingdom, 2013.

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Weight and obesity

Obesity is widely recognised to be associated with health problems such as type 2 diabetes, cardiovascular disease and cancer. At a national level, NHS costs attributable to overweight and obesity⁵ are projected to reach £9.7 billion by 2050, with wider costs to society estimated to reach £49.9 billion per year. These factors combine to make obesity prevention a major public health challenge.

Adult rates of being either overweight or obese in Wirral are similar to those in the region but below national rates. Child rates, however, are below both regional and national rates.

Figure 2.7: Adult and child obesity rates

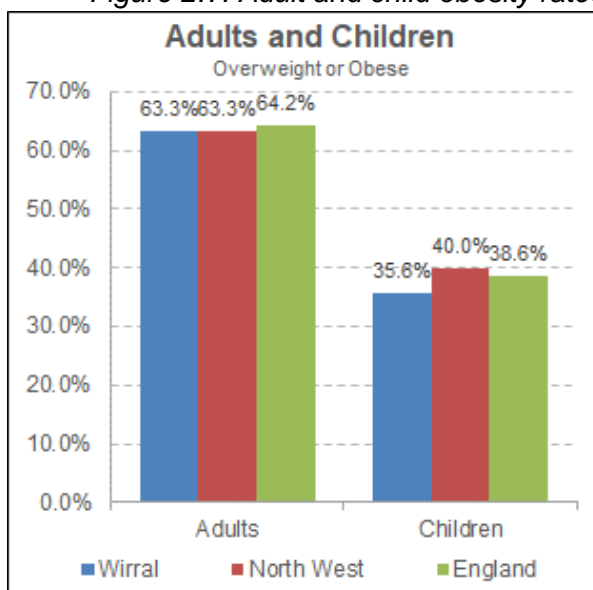
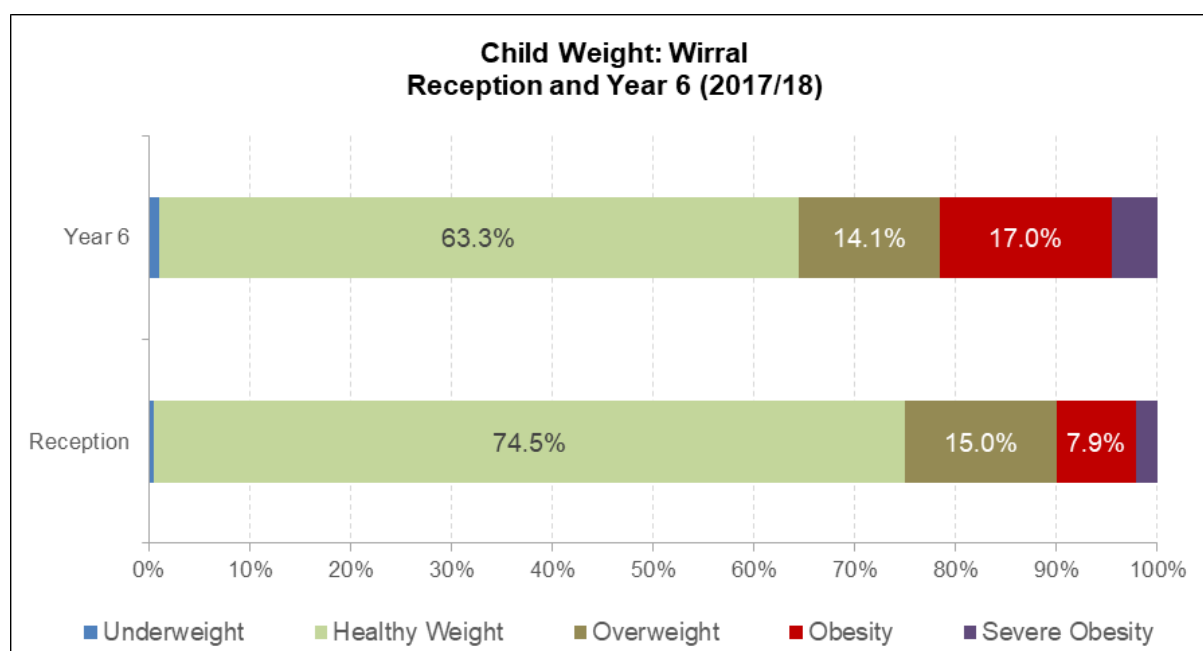


Figure 2. 8: Child weight – reception and year 6



As with many other areas, obesity rates increase significantly between the ages of 4 and 11. One in 10 (10.0%) of children in Wirral are obese or severely obese in their reception year at school and 15.0% are overweight; by Year 6 these figures rise to just over one fifth (21.6%) obese or severely obese and 14.1% overweight. In total, by Year 6, over one third (35.7%) are either overweight or obese.

Health costs of physical inactivity

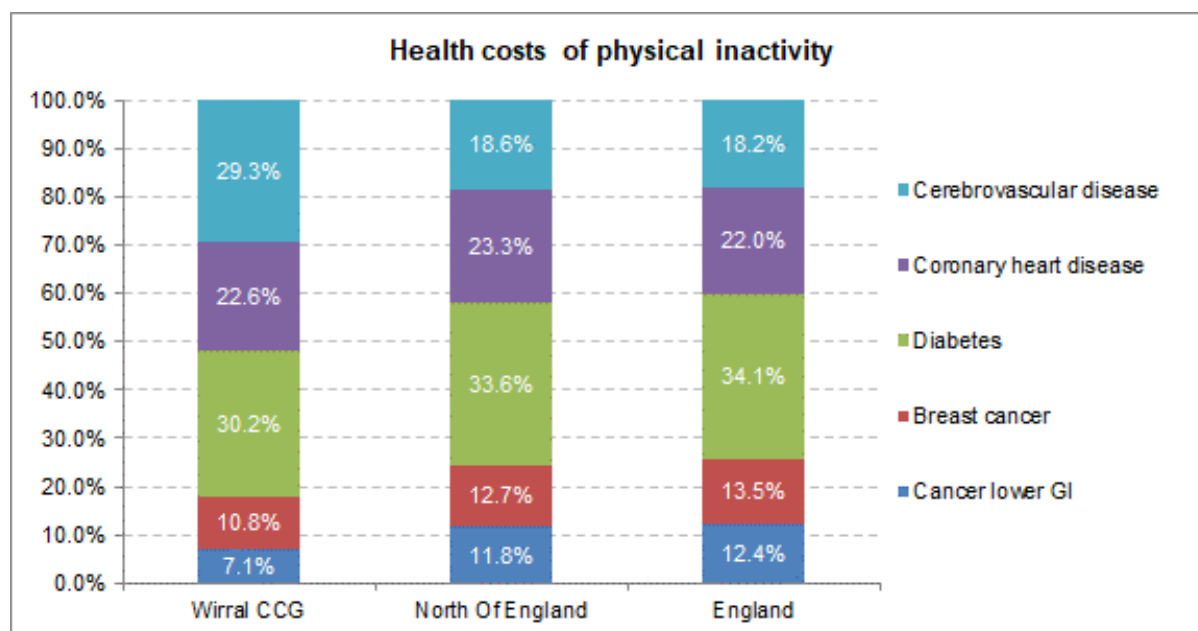
⁵ Adult Weight Data was released in June 2015 for 2012-2014. The child data is for the period 2015-2016

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The British Heart Foundation (BHF) Promotion Research Group has reviewed the costs of avoidable ill health that it considers are attributable to physical inactivity. Initially produced for the DoH report Be Active Be Healthy (2009) the data has subsequently been reworked for Sport England and updated in 2014/15 by Public Health England.

Illnesses that the BHF research relates to include cancers such as bowel cancer, breast cancer, type 2 diabetes, coronary heart disease and cerebrovascular disease e.g., stroke. The data indicates a similar breakdown between these illnesses regionally and nationally.

Figure 2.9: Health costs of physical inactivity



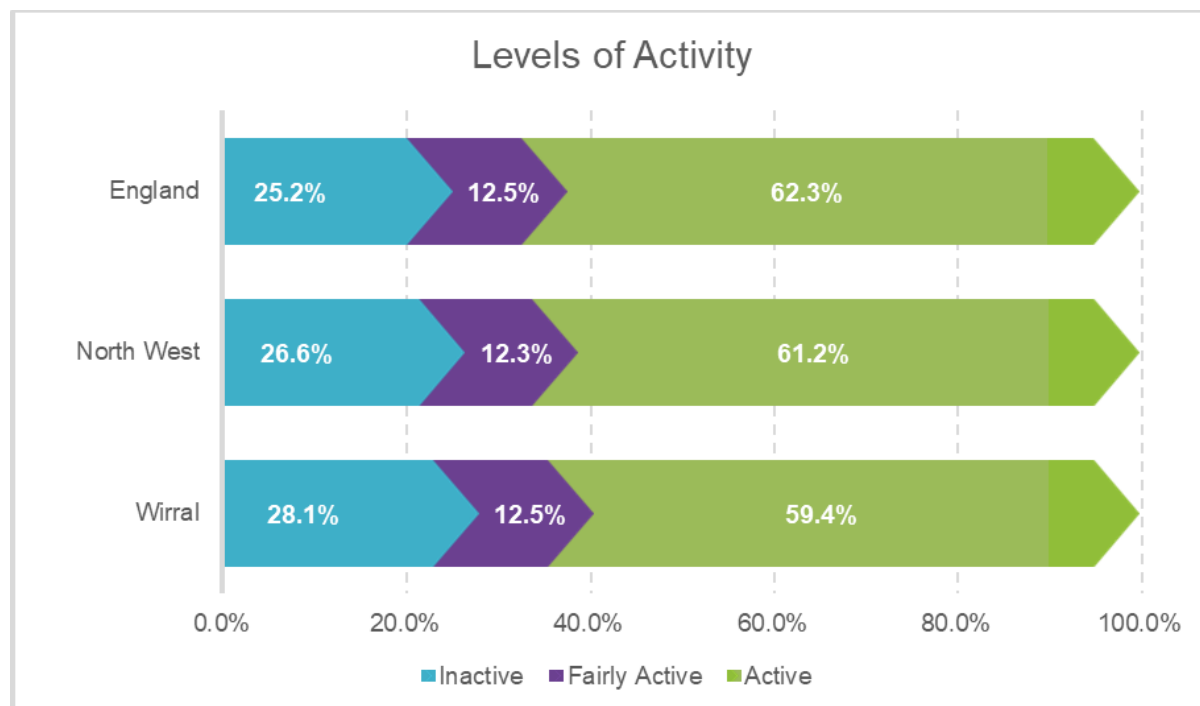
The annual cost to the NHS of physical inactivity for the CCGs that the Wirral falls within is estimated at £3,993,000. When compared to regional and national costs per 100,000, the costs for the CCG (£1,201,000) are 47% above the national average (£817,000) and 36.0% above the regional rate (£884,000). It should also be noted that in addition to the NHS costs there are also significant costs to industry in terms of days of productivity lost due to back pain etc. These have also been costed in CBI reports and are of similar magnitude to NHS costs.

Active Lives

Sport England recently produced its Active Lives Survey May 2017/18, based on 16+ year olds taking part in walking, cycling, fitness, dance and other sporting activity. As identified in Table 2.5 overleaf, a higher percentage of the Wirral population is inactive compared to England and the North West and a lower percentage is considered to be active.

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Figure 2.10: Levels of Activity



The most popular sports

A further aspect of the Active Lives Survey is that it makes it possible to identify the top five sports/physical activities in Wirral. As with many other areas, structured programme classes and cycling are among the most popular activities; these are known to cut across age groups and gender; in Wirral almost one in 5 adults goes to a structured programme class, on average, at least once a month. The next most popular activity is cycling which 16.1% of adults take part in on a relatively regular basis.

Table 2.5: Most popular sports in Wirral (Source: SE Active Lives Survey Nov 16/17)

Sport	Wirral		North West		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Structured Programme Class	45,200	17.3%	1,040,800	17.8%	7,938,000	17.7%
Cycling	42,000	16.1%	889,700	15.2%	7,498,900	16.8%
Athletics	33,800	12.9%	897,400	15.3%	7,266,300	16.2%
Swimming	29,700	11.4%	624,700	10.7%	4,651,100	10.4%
Fitness	27,600	10.6%	753,700	12.9%	5,727,600	12.8%

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

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

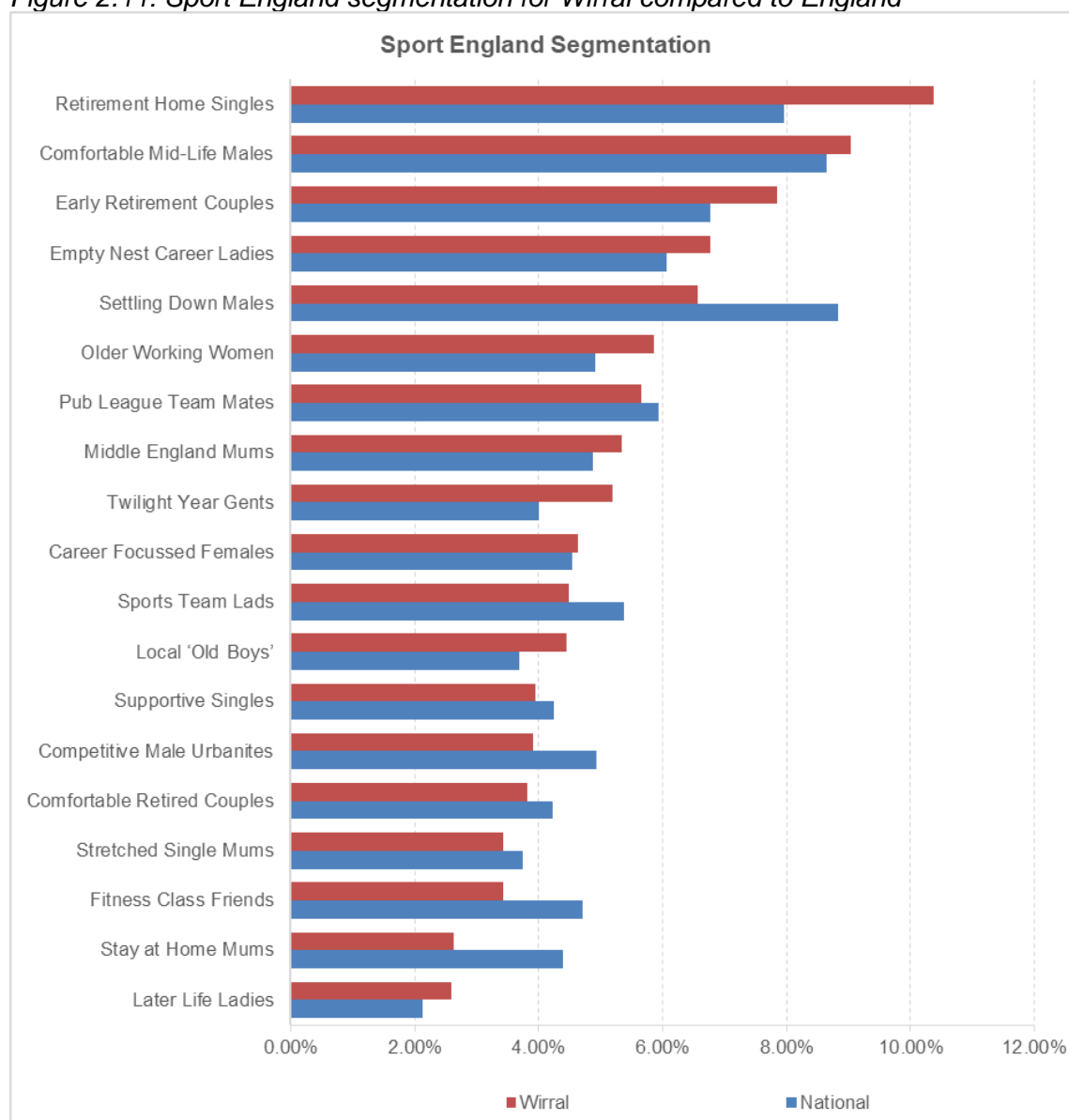
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Knowing which segments are most dominant in the local population is important as it can help direct provision and programming. Segmentation also enables partners to make tailored interventions, communicate effectively with target market(s) and better understand participation in the context of life stage and lifecycles.

The segmentation profile for Wirral indicates 'Retirement Home Singles' to be the largest segment of the adult population at 10.4% (25,268) compared to a national average of 8.0%. This is closely followed by 'Comfortable Mid-Life Males' (9.0%) and 'Early Retirement Couples' (7.9%).

At the other end of the spectrum, there are fewest 'Later Life Ladies' with only 2.6% (similar in percentage to the national average), 'Stay at Home Mums' (2.6%) and 'Fitness Class Friends' (3.4%).

Figure 2.11: Sport England segmentation for Wirral compared to England



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Mosaic (Data source: 2018 Mosaic analysis, Experian)




Mosaic 2018 is a similar consumer segmentation product and classifies all 25.2 million households into 15 groups, 66 household types and 238 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. The following table shows the top five Mosaic classifications in Wirral compared to the country as a whole. The dominance of these five segments can be seen inasmuch as they represent well over half (57.6%) of the adult population compared to a national equivalent rate of just over a third (36.0%).

Table 2.6: Mosaic – main population segments in Wirral

Mosaic group description	Wirral		National %
	#	%	
1 - Suburban Stability	42,875	13.2%	12.6%
2 - Senior Security	39,824	12.3%	3.4%
3 - Transient Renters	36,414	11.2%	5.9%
4 - Family Basics	35,595	11.0%	9.8%
5- Aspiring Homemakers	32,295	9.9%	4.3%

The largest segment profiled for Wirral is the Suburban Stability group; at 13.2% of the adult population in the area, this is comparable to the national rate (12.6%). It is defined as typically mature couples or families, some enjoying recent empty-nest status and others with older children still at home. They live in mid-range homes in traditional suburbs where they have been settled for many years.

Table 2.7: Dominant Mosaic profiles in Wirral

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.
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.
Transient Renters		Single people who pay modest rents for low cost homes. Mainly younger people, they are highly transient, often living in a property for only a short length of time before moving on.

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Figure 2.12: Mosaic segmentation – Wirral compared to England

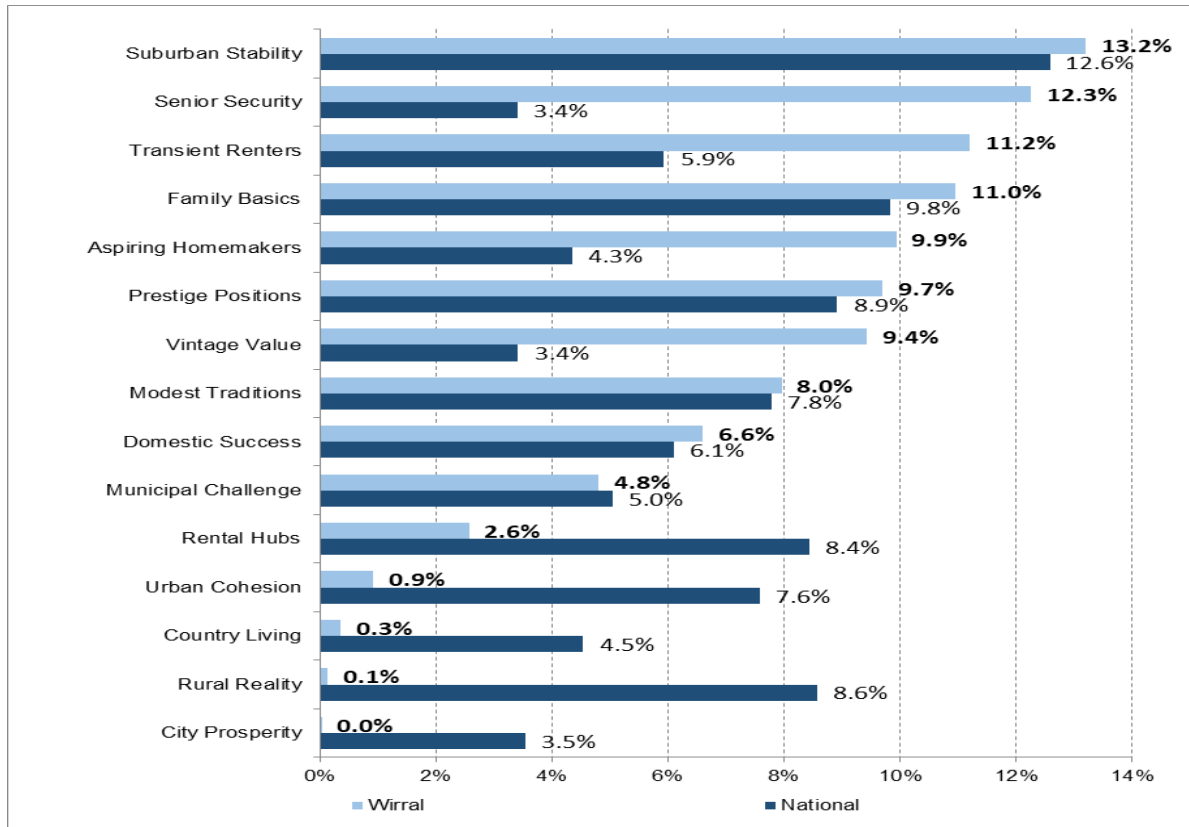
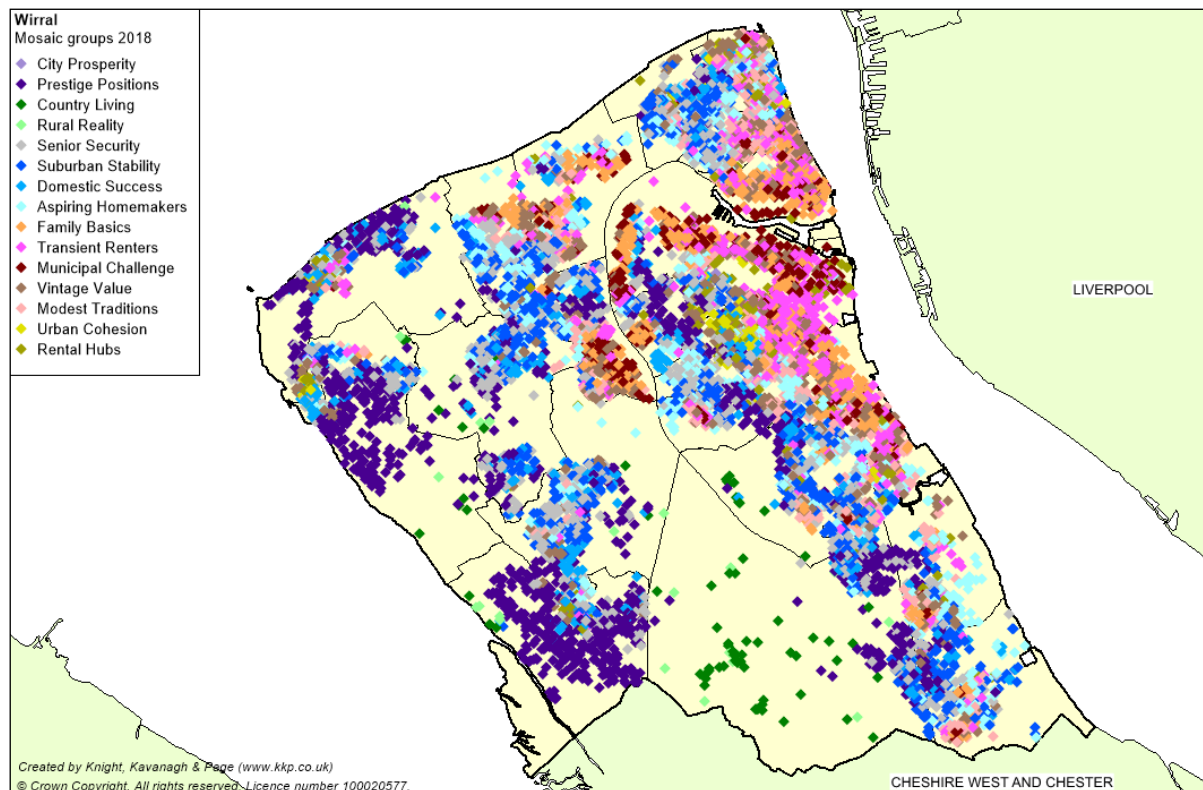


Figure 2.14: Distribution of Mosaic segments in the Wirral



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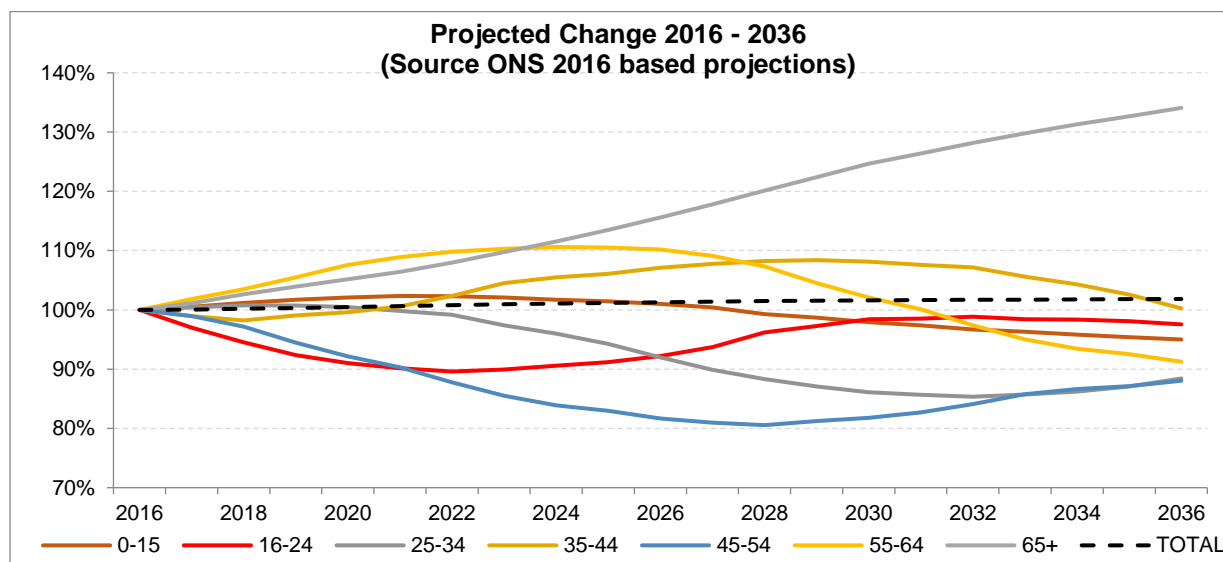
Strategic planning: Change over 20 years (2016 to 2036⁶)

The most recent ONS projections indicate a rise of 1.8% in the Wirral population (+5,919) over the 20 years from 2016 to 2036. Over this extended timeframe fluctuations are seen in rise and fall at different points across the majority of age groups.

Table 2.8: Wirral - ONS projected population (2016 to 2036)

Age (years)	Number			Age structure %			Change 2016 – 2036		
	2016	2028	2036	2016	2028	2036	2016	2028	2036
0-15	60,099	59,675	57,096	18.7%	18.3%	17.4%	100.0%	99.3%	95.0%
16-24	30,721	29,548	29,973	9.5%	9.0%	9.1%	100.0%	96.2%	97.6%
25-34	37,202	32,853	32,904	11.5%	10.0%	10.0%	100.0%	88.3%	88.4%
35-44	37,235	40,312	37,331	11.6%	12.3%	11.4%	100.0%	108.3%	100.3%
45-54	47,019	37,876	41,400	14.6%	11.6%	12.6%	100.0%	80.6%	88.1%
55-64	41,978	45,052	38,305	13.0%	13.8%	11.7%	100.0%	107.3%	91.3%
65+	67,962	81,633	91,126	21.1%	25.0%	27.8%	100.0%	120.1%	134.1%
Total	322,216	326,949	328,135	100.0%	100.0%	100.0%	100.0%	101.5%	101.8%

Figure 2.14: Projected population change (2016 -2036)



Several key points for Wirral are outlined below:

- One is the progressive fall in the number of 0 -15 year olds, by -424 (-0.7%) over the first half of the projection (to 2028).
- There is a predicted decline in the number of 16-24 year olds, -3.8% in the first period (-1,173) declining to -2.4% (-748) in the second period.
- There is a continuous increase in the numbers of persons aged 65+ years; a rise of +20.1% (+13,671) in the first period and increasing to +34.1% (+23,164) over the whole 2016 and 2036 period. This age group represented 21.1% of Wirral's population in 2016 and it is projected that it will be 27.8% of the total by 2036.

⁶ Office for National Statistics 2016-based population projections (data released May 2018)

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House building policy

Wirral's Issues and Options Paper January 2020

The Local Plan is required to allocate sufficient land to meet the housing and employment requirements outlined in Wirral. The Issues and Options Paper January 2020 identifies the most recent strategic options that the Council considers to be appropriate to meet these requirements. It acknowledges that they must:

- ◀ Be realistic, which means they must all deliver the quantity of homes and land for employment that has been identified as required for Wirral; and
- ◀ Consider all reasonable alternatives to ensure this Local Plan can be considered 'sound'.

Wirral Council has identified that it needs to deliver:

- ◀ 4,800 homes during the first five years of the Local Plan period plus replace any future losses from demolitions estimated at 50 dwellings each year, which equates to 5,050 new dwellings⁷; and
- ◀ 7,200 homes for the subsequent six to 15 year period plus replace any future losses from demolitions, which equates to 7,700 new dwellings⁸.
- ◀ The total Plan requirement is therefore currently to provide for a minimum of 12,750 new dwellings.

The Council has identified that it has a potential shortage of urban land for housing which it hopes to be able to get over by the time it submits a draft Plan to the Secretary of State. Green Belt release will be a last resort and only if it cannot meet its needs within the urban area, so the Green Belt options need to be considered as a contingency. The options are therefore:

- ◀ Option 1A everything in the urban area.
- ◀ Option 2A mostly urban plus dispersed green belt release (Figure 4.6, page 101 and Table 4.5 page 99 refers).
- ◀ Option 2B mostly urban plus single urban extension (Figure 4.7, page 107 and Table 4.7, page 106 refers).
- ◀ Option 1A, Option 2A and Option 2B are, therefore, mutually exclusive alternatives.

The likely distribution of housing within the urban can be calculated from the sites lists in Appendix 4.1, 4.2 and 4.3 (in the attached pdf) – which taken together are equivalent to the Option 1A urban only option.

The housing sites in Appendix 4.1 alone is equivalent to the 'mostly urban' element of each of the two green belt options

Projection implications

The small projected increase in the size of the population in Wirral is unlikely to lead to major increases in the number of people wishing to take part in sport and physical activity (potential customers of leisure facilities). The key issue is likely to be more to do with how the ageing population chooses to use its leisure time; this may well lead to changes in demand for different

⁷ Allowance also needs to be made for the 20% buffer, brought forward from later in the Plan period, required under the Government's Housing Delivery Test in line with National Planning Policy Framework paragraph 73.

⁸ Broad locations for growth may also be identified for later years, if specific sites cannot be identified at this stage, in line with National Planning Policy Framework, paragraph 67.

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activities. It is fair to assume that there will be increased demand for sports facilities and physical activity opportunity in areas where housebuilding is planned. The Needs Assessment Report will be followed by Strategy which will take account of population projections and alterations to the demographics within the Borough.

The importance of ensuring that the proportion of the population which is currently active remains so and that more of the presently inactive become active (sustaining and improving the general health of the local population) will become increasingly relevant. Indoor and built facilities, and programmes of activity therein, need to be capable of adapting to any changing demands and needs associated with demographic change.

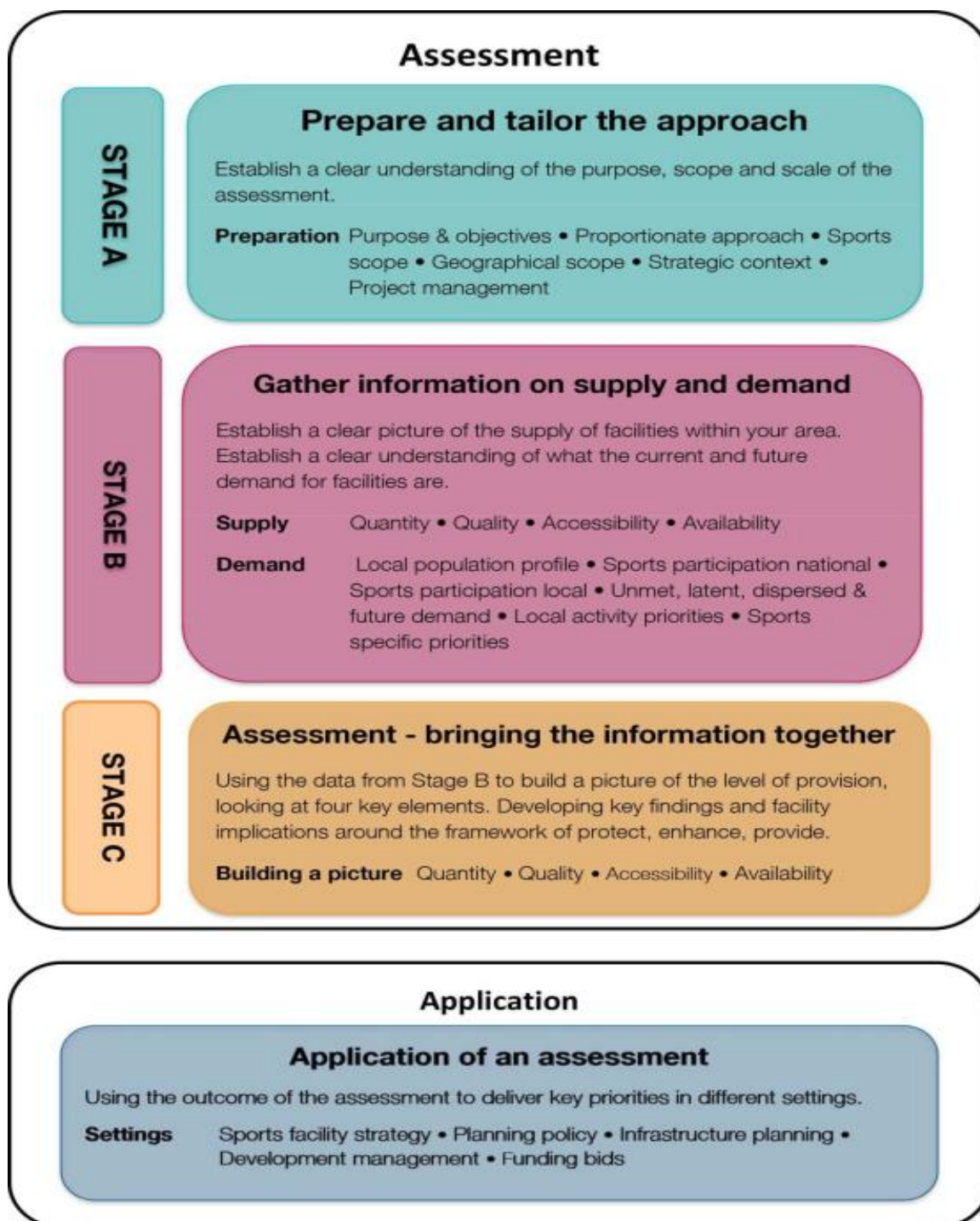
WIRRAL BOROUGH COUNCIL INDOOR SPORTS FACILITIES DRAFT NEEDS ASSESSMENT

SECTION 3: INDOOR SPORTS FACILITIES ASSESSMENT APPROACH

3.1: Methodology

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

Figure 3.1: Recommended approach



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

'Access to high quality open spaces and opportunities for sport and recreation can make an important contribution to the health and well-being of communities. Planning policies should be based on robust and up-to-date assessments of the needs for open space, sports and recreation facilities and opportunities for new provision.'

Information gained from the assessments should be used to determine what open space, sport and recreational provision is needed, which plans should then seek to accommodate.' (NPPF, Paragraph 96).

Assessment of provision encompasses analysis of the quality, quantity, accessibility and availability of identified facility types (e.g. sports halls and swimming pools). Each is considered on a 'like for like' basis with others in its facility type, to enable assessment of adequacy. Demand background, data and consultation varies dependent upon the level of consultation garnered. In some instances, national data is available whilst in others, it has been possible to drill down and secure detailed local information.

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

3.2: Site visits

Active Places Power is used to provide baseline data to identify facilities in the study area. Where possible, assessments were undertaken in the presence of facility staff. This added considerable value as it enabled access to be gained to all areas of venues and allowed more detailed *in-situ* discussion of issues such as customer perspectives, quality, maintenance etc. This is essential to ensure that the audit (which is a 'snapshot' visit) gathers accurate insight into the general user experience.

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

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

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

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Table 3.1: Quality ratings of indoor sports facilities using ANOG

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

Ratings are based on non-technical visual assessments. These consider facility age and condition. Line markings and safety equipment are rated, problem areas such as mould, damage, leaks etc. are also noted. Condition of fixtures, fittings and equipment are recorded. Adequate safety margins are important. Changing rooms are assessed. Maintenance and wear of the facility is considered. Disability Discrimination Act compliance is also noted, although not studied in detail for the purposes of this report. When all this data has been collated, an overall quality rating is awarded to each facility at a site. Site visits are conducted at all sites with main sports facilities, such as a three court or larger sports hall.

Catchment areas

Catchment areas for different types of provision provide a tool for identifying areas currently not served by existing indoor sports facilities. It is recognised that they can vary from person to person, day to day, hour to hour. This problem is overcome by accepting the concept of 'effective catchment', defined as the distance travelled by around 75-80% of users (used in the Sport England Facilities Planning Model).

This, coupled with KKP's experience of working with leisure facilities and use of local data and analysis where possible, enables identification of catchment areas for sports halls as follows:

Table 3.2: Facility catchment areas

Facility type	Identified catchment area by urban/rural
Sport halls	20 minutes' walk/ 20 minutes' drive
Swimming pools	20 minutes' walk/ 20 minutes' drive
Indoor tennis centre	30 minutes' drive
Athletics track	30 minutes' drive

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3.3: Facilities planning model overview

The Facilities Planning Model (FPM) is a computerised model which helps assess the strategic provision of community sports facilities. It has been developed as a means of:

- ◀ Assessing requirements for different types of community sports facilities on a local, regional or national scale.
- ◀ Helping local authorities determine an adequate level of sports facility provision to meet their local needs.
- ◀ Testing 'what if' scenarios with regard to provision and changes in demand, this includes testing the impact of opening, relocating and closing facilities and the impact population changes would have on the needs of the sports facilities.

In its simplest form FPM seeks to assess whether the capacity of existing facilities for a particular sport are capable of meeting local demand for that sport considering how far people are prepared to travel to a facility (using the integrated transport network).

To estimate the level of sports facility provision in an area, it compares the number of facilities (supply) with the demand for that facility (demand) that the local population will generate. The model is prescriptive and not predictive in that it does not provide precise estimates of the use of proposed facilities. It prescribes an appropriate level of provision for any defined area in relation to demand and which reflects national expectations and policies.

The FPM is used to test scenarios by predicting the impact of creating a new facility or closing an existing venue, to the overall level of facility provision. It can also take account and model the impact of changes in population, for example, from major housing development.

For this assessment, we have used FPM data from the National Run Report 2018 for Wirral. It is based on 2017 ONS projected changes in the population of the authority for both swimming pools and sports halls. Findings are compared directly with the audit and assessment carried out by KKP.

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SECTION 4: SPORTS HALLS

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

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

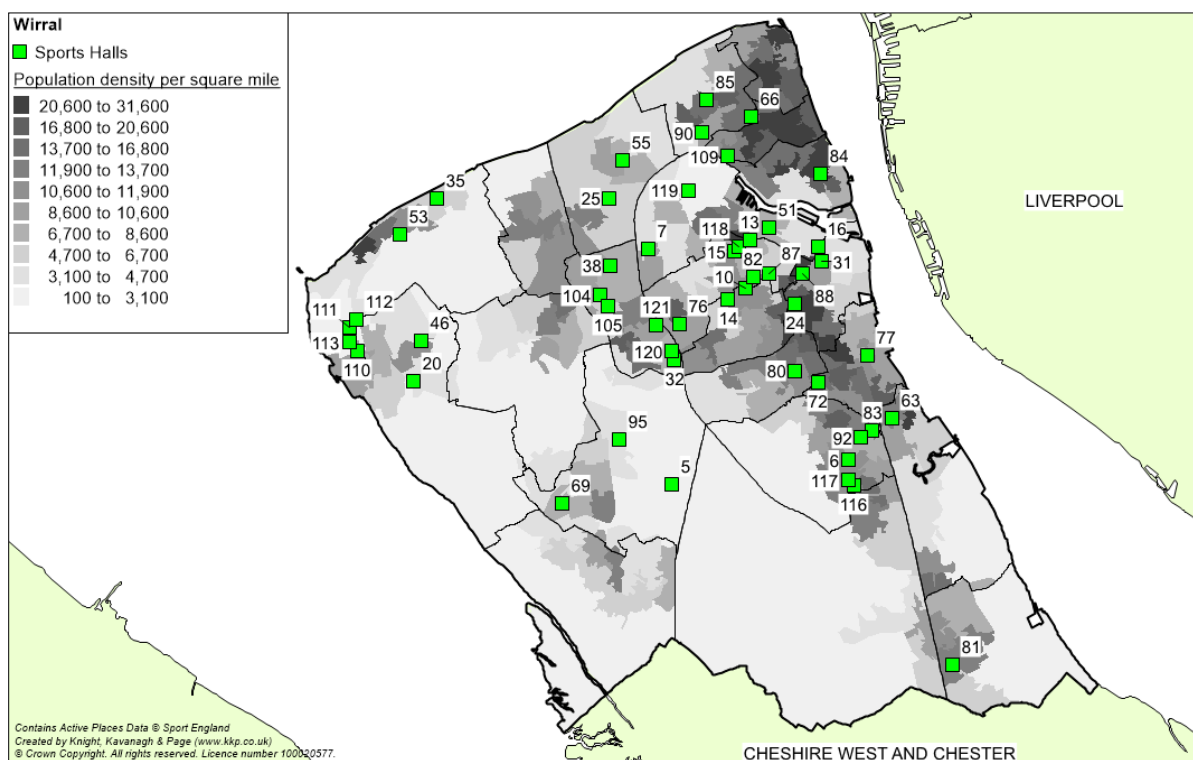
Larger halls, for example those with six or eight courts, can accommodate higher level training and/or competition as well as meeting day to day need. They also provide an option for more than one pitch/court increasing flexibility for both training and competition and hosting of indoor central venue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

4.1: Supply

Quantity

Sport England's Active Places identifies 71 different sports halls on 51 different sites.

Figure 4.1: All sports halls in Wirral



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Table 4.1 All sports halls in Wirral (including halls which are not marked out)

Map ID	Site	Cts	Map ID	Site	Cts
5	Barnstondale Centre	4	80	Shaftesbury Youth Club	2
6	Bebington High Sports College	4	81	South Wirral High School	1
6	Bebington High Sports College	1	81	South Wirral High School	1
7	Beechwood Recreation Centre	3	82	St Anselms College	4
10	Birkenhead High School Academy	4	82	St Anselms College	4
13	Birkenhead Park Rugby Club	0	83	St John Plessington Catholic College	1
14	Birkenhead School	1	84	St Joseph's Primary School	2
14	Birkenhead School	4	85	St Mary's Catholic College	4
15	Birkenhead Sixth Form College	1	85	St Mary's Catholic College	3
16	Birkenhead Youth Club	3	87	The Birkenhead Park School	4
20	Calday Grange Grammar School	1	87	The Birkenhead Park School	0
24	Christ Church CE Primary School	1	88	The Hive Youth Zone	3
25	Clare Mount Specialist Sports College	1	89	The Kingsway Academy	1
27	Drill at Grange Road West	0	89	The Kingsway Academy	4
27	Drill at Grange Road West	3	90	The Mosslands School	0
31	Europa Pools Leisure Centre	0	90	The Mosslands School	4
32	Foxfield School	1	92	The Oval Leisure Centre	1
35	Great Meols Primary School	1	95	Thingwall Primary School	4
38	Hayfield School	0	104	Upton Hall School FCJ	4
46	Hilbre High School Sports Centre	4	105	Upton Victory Hall Lawn Tennis Club	1
46	Hilbre High School Sports Centre	1	109	Weatherhead High School	4
51	Kilgarth School	1	109	Weatherhead High School	1
53	Kingsmead School	1	110	West Kirby Concourse LC	6
55	Leasowe Leisure Centre (Wallasey)	6	111	West Kirby Grammar School	1
55	Leasowe Leisure Centre (Wallasey)	0	111	West Kirby Grammar School	1
55	Leasowe Leisure Centre	0	112	West Kirby Grammar School STP	1
63	New Ferry Village Hall	3	113	West Kirby Res. School	4
66	Oldershaw Academy	2	116	Wirral Grammar School for Boys	1
66	Oldershaw Academy	5	116	Wirral Grammar School for Boys	4
69	Pensby Sports Complex	4	117	Wirral Grammar School for Girls	1
69	Pensby Sports Complex	2	117	Wirral Grammar School for Girls	4
69	Pensby Sports Complex	1	118	Wirral Hospitals School	0
72	Prenton High School for Girls	1	119	Wirral Tennis & Leisure Centre	4
72	Prenton High School for Girls	4	120	Woodchurch High School Sports Complex	6
76	Ridgeway High School	4	121	Woodchurch Leisure Centre	0
77	Rock Ferry Primary School	4			

As illustrated in Figure 4.1 and noted in Table 4.1, some sites have more than one sports hall and they vary in size from halls which cannot accommodate one badminton court (of which there are eight) to those which accommodate up to six courts. The sports halls are distributed throughout the local authority, with the majority to be found into the north and east in the more densely populated areas. The more rural areas in the south and west have fewer sports halls.

In line with Sport England's methodology, this audit considers sports halls with 3+ badminton courts. The following tables list the halls which are not included within the scope of this study.

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Table 4.2: Sports halls with no marked courts

Map ID	Site	Map ID	Site
13	Birkenhead Park Rugby Club	55	Leasowe Leisure Centre
27	Drill at Grange Road West	87	The Birkenhead Park School
31	Europa Pools Leisure Centre	90	The Mosslands School
38	Hayfield School	118	Wirral Hospitals School
55	Leasowe Leisure Centre	121	Woodchurch Leisure Centre

Table 4.3: sports halls with one marked badminton court

Map ID	Site name	Map ID	Site name
6	Bebington High Sports College	81	South Wirral High School
14	Birkenhead School	83	St John Plessington Catholic
15	Birkenhead Sixth Form College	89	The Kingsway Academy
20	Calday Grange Grammar School	92	The Oval Leisure Centre
24	Christ Church CE Primary School	105	Upton Victory Hall Lawn Tennis Club
25	Clare Mount Specialist Sports College	109	Weatherhead High School
32	Foxfield School	111	West Kirby Grammar School
35	Great Meols Primary School	111	West Kirby Grammar School
69	Pensby Sports Complex	112	West Kirby Grammar School STP
72	Prenton High School for Girls	116	Wirral Grammar School for Boys
81	South Wirral High School		

Table 4.4: sports halls with two badminton courts

Map ID	Site name
66	Oldershaw Academy
69	Pensby Sports Complex
80	Shaftesbury Youth Club

The former Drill Hall at Grange Road West Recreation Centre is identified as a 3-court sports hall (Map ID:27) but is in fact a dedicated gymnastics and trampoline centre (see Section 9). There are, thus, 31 sports halls in Wirral with 3 or more badminton courts spread across 29 sites. Three (Leasowe Leisure Centre, West Kirkby Concourse and Woodchurch) have 6 badminton courts, Oldershaw Academy has a 5-court hall, there are 22 4-court halls with the remaining six facilities having a 3-court sports hall.

Figure 4.2, overleaf, shows the distribution of 3+ courts sports halls throughout the Borough set against population density. It reflects the situation for all halls in that there are more facilities in the north and east of the Authority and fewer in the west and south.

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Figure 4.2: All 3+ badminton court sports halls in Wirral

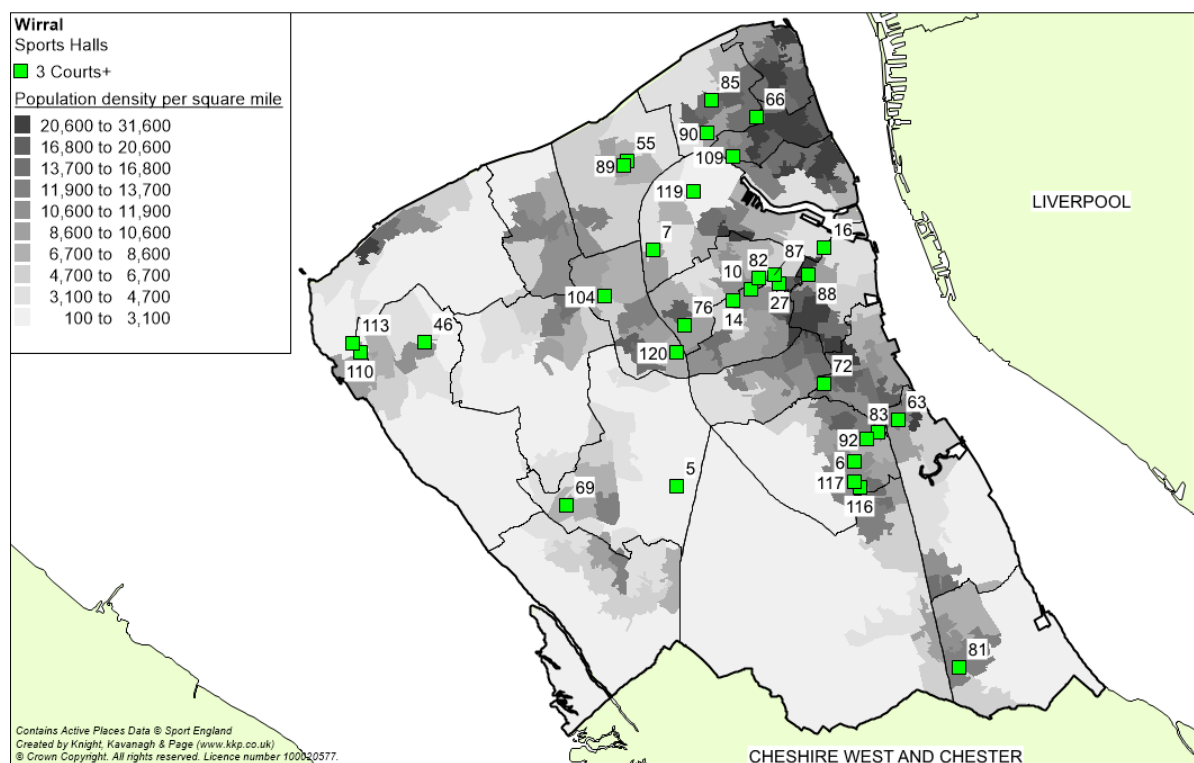


Figure 4.2: All 3+ badminton courts sports halls in Wirral on IMD background

Map ID	Site	Cts	Map ID	Site	Cts
5	Barnstondale Centre	4	82	St Anselms College	4
6	Bebington High Sports College	4	85	St Mary's Catholic College	4
7	Beechwood Recreation Centre	3	85	St Mary's Catholic College	3
10	Birkenhead High School Academy	4	87	The Birkenhead Park School	4
14	Birkenhead School	4	88	The Hive Youth Zone	3
16	Birkenhead Youth Club	3	89	The Kingsway Academy	4
27	Drill at Grange Road West	3	90	The Mosslands School	4
46	Hilbre High School Sports Centre	4	95	Thingwall Primary School	4
55	Leasowe Leisure Centre (Wallasey)	6	104	Upton Hall School FCJ	4
63	New Ferry Village Hall	3	109	Weatherhead High School	4
66	Oldershaw Academy	5	110	West Kirby Concourse LC	6
69	Pensby Sports Complex	4	113	West Kirby Res. School	4
72	Prenton High School for Girls	4	116	Wirral Grammar School for Boys	4
76	Ridgeway High School	4	117	Wirral Grammar School for Girls	4
77	Rock Ferry Primary School	4	119	Wirral Tennis & Leisure Centre	4
82	St Anselms College	4	120	Woodchurch High School Sports Complex	6
Total		60			66

There are 31 sports halls on 29 sites containing a total of 126 badminton courts.

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Quality of facilities

Five school sites were not available for a non-technical assessment. The findings below indicate that the Hive Youth Zone (opened in 2016) is the only facility to be considered to be in good condition; 11 sites were considered to be above average, 11 sites below average with three rated poor (St John Plessington School, St Mary's Catholic College and The Mossland School).

Figure 4.3: 3+ court sports halls in Wirral by condition

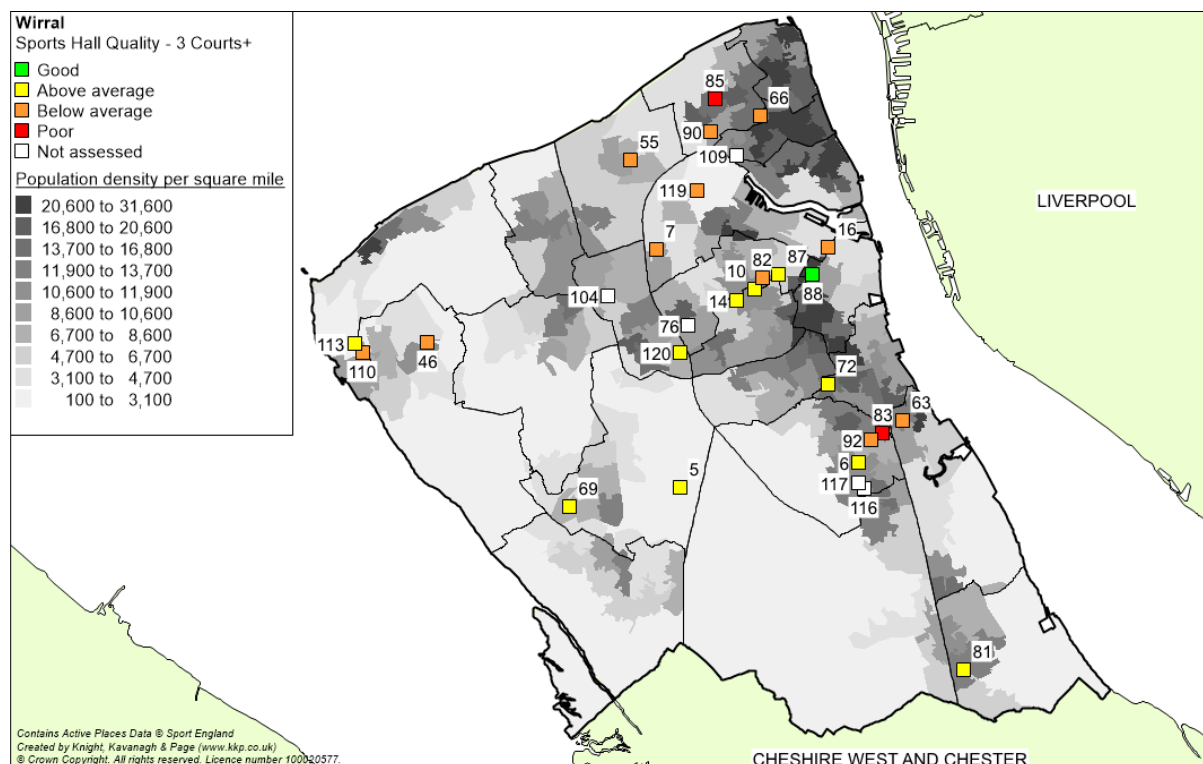


Table 4.5: Sports halls (3+ Courts) in Wirral by condition

Map ID	Site name	Courts	Assessment condition	
			Court	Changing
5	Barnstondale Centre	4	Above average	Not assessed
6	Bebington High Sports College	4	Above average	Not assessed
7	Beechwood Recreation Centre	3	Below average	Not assessed
10	Birkenhead High School Academy	4	Above average	Not assessed
14	Birkenhead School	4	Above average	Not assessed
16	Birkenhead Youth Club	3	Below average	Poor
46	Hilbre High School Sports Centre	4	Below average	Below average
55	Leasowe Leisure Centre (Wallasey)	6	Below average	Below average
63	New Ferry Village Hall	3	Below average	Below average
66	Oldershaw Academy	5	Below average	Not assessed
69	Pensby Sports Complex	4	Above average	Above average
72	Prenton High School for Girls	4	Above average	Not assessed
76	Ridgeway High School	4	Not assessed	Not assessed

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Map ID	Site name	Courts	Assessment condition	
			Court	Changing
81	South Wirral High School	4	Above average	Below average
81	South Wirral High School	3	Above average	Below average
82	St Anselms College	4	Below average	Below average
83	St John Plessington Catholic College	3	Poor	Poor
85	St Mary's Catholic College	4	Poor	Poor
87	The Birkenhead Park School	4	Above average	Not assessed
88	The Hive Youth Zone	4	Good	Not assessed
90	The Mosslands School	4	Below average	Not assessed
90	The Mosslands School	4	Poor	Not assessed
92	The Oval Leisure Centre	6	Below average	Below average
104	Upton Hall School FCJ	4	Not assessed	Not assessed
109	Weatherhead High School	4	Not assessed	Not assessed
110	West Kirby Concourse Leisure	6	Below average	Not assessed
113	West Kirby Residential School	4	Above average	Below average
116	Wirral Grammar School for Boys	4	Not assessed	Not assessed
117	Wirral Grammar School for Girls	4	Not assessed	Not assessed
119	Wirral Tennis & Leisure Centre	4	Below average	Below average
120	Woodchurch High School Sports	6	Above average	Above average
Total		128		

*Activity halls are also available at these sites as identified in Table 4.1

It was not possible to assess some changing rooms due to them being in use at the time of audit. School changing rooms, in particular, are difficult to gain access to. Those where access was gained (14) were generally found to be of comparable quality as the sports halls. None were found to be in good condition and only two were considered to be above average. The remainder were either below average (nine) or poor (three).

Table 4.6: Summary of sports hall condition

Good	Above average	Below average	Poor
1	11	10	3

Age of facilities

Table 4.7 identifies the year each facility was built and known major refurbishments. The correlation between the age of facility and its quality is not well established in Wirral. All the facilities which have been refurbished within the last five years are still only considered to be above average. Most of the local authority owned sites, regardless of whether refurbishment has been undertaken are considered to be below average. Many of the schools have facilities which are above average regardless of when they were built.

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Table 4.7: Facility: year of construction and refurbishment details

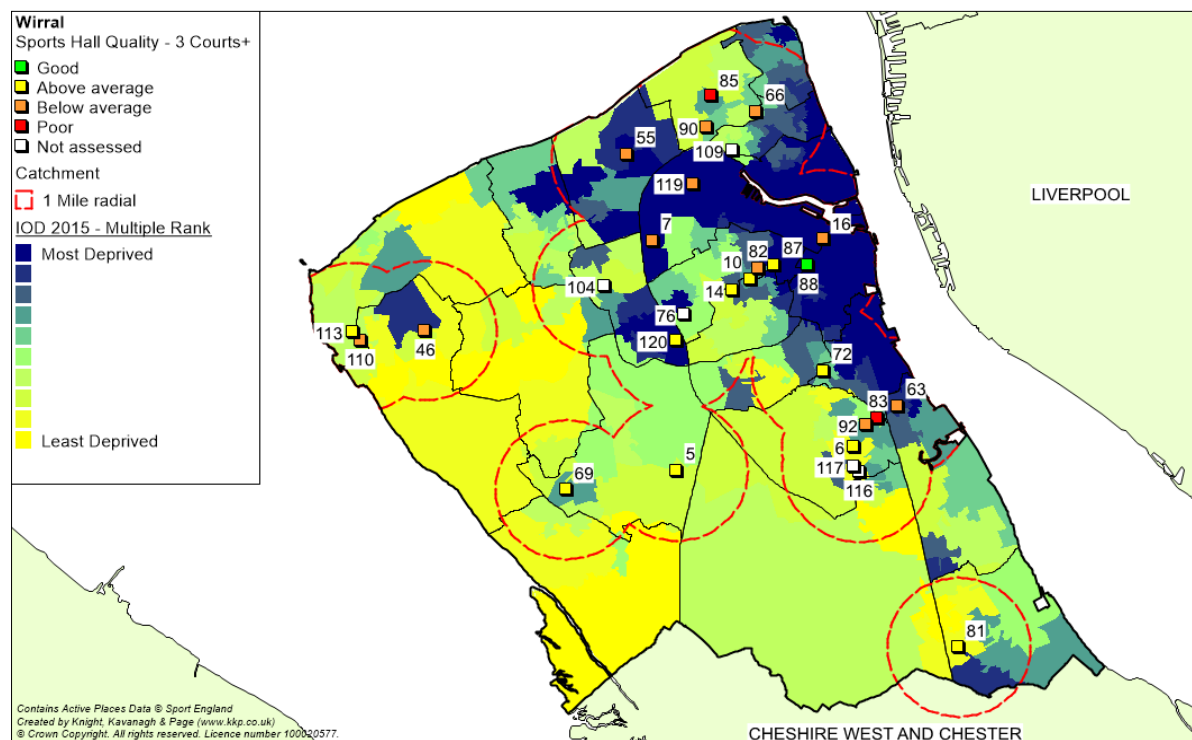
Map ID	Site name	Year built	Year refurbished	Age since opened / refurbishment
5	Barnstondale Centre	1980	2007	12
6	Bebington High Sports College	2003		16
7	Beechwood Recreation Centre	1979	1999	20
10	Birkenhead High School Academy	1990		29
14	Birkenhead School	1991		28
16	Birkenhead Youth Club	1956	2015	4
46	Hilbre High School Sports Centre	1972	2004	15
55	Leasowe Leisure Centre (Wallasey)	1976		44
63	New Ferry Village Hall	1990	2009	10
66	Oldershaw Academy	1960	2014	5
69	Pensby Sports Complex	2006		13
72	Prenton High School for Girls	2004		15
76	Ridgeway High School	1974		45
81	South Wirral High School	2004		15
81	South Wirral High School	2004		15
82	St Anselms College	2001		18
83	St John Plessington Catholic College	1992	2006	13
85	St Mary's Catholic College	1971	2008	11
87	The Birkenhead Park School	2001		18
88	The Hive Youth Zone	2016		3
90	The Mosslands School	2000		19
90	The Mosslands School	1960		59
92	The Oval Leisure Centre	1973	2008	11
104	Upton Hall School FCJ	1991		28
109	Weatherhead High School	2003		16
110	West Kirby Concourse Leisure Centre	1977	2010	9
113	West Kirby Residential School	1995		24
116	Wirral Grammar School for Boys	1997		22
117	Wirral Grammar School for Girls	2004		15
119	Wirral Tennis & Leisure Centre	1994	2007	12
120	Woodchurch High School Sports Complex (Sport for The Community)	2005		14

Accessibility

Sports hall accessibility is influenced by how far people are willing and able to travel. Appropriate walk and drive-time catchments are applied to facilities to determine facilities' accessibility to different communities. The normal acceptable standard is a 20-minute walk time (one-mile radial catchment) for an urban area. This enables analysis of the adequacy of coverage and helps to identify areas currently not serviced by existing provision.

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Figure 4.4: Three+ court sports halls by condition with 1-mile radial catchment IMD 2015



The whole Wirral population lives within 20 minutes' drive of a sports hall with 3+ courts while 80.3% lives within a 20-minute walk (one mile) of a 3+ court sports hall.

Table 4.8: Wirral 3 court+ sports hall with a 20-minute walk

IMD 2015 10% bands	Wirral		All sports halls (3 court+). catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	68,279	21.3%	58,488	18.3%	9,791	3.1%
10.1 - 20	29,816	9.3%	28,108	8.8%	1,708	0.5%
20.1 - 30	31,230	9.8%	27,587	8.6%	3,643	1.1%
30.1 - 40	26,768	8.4%	23,768	7.4%	3,000	0.9%
40.1 - 50	18,231	5.7%	13,645	4.3%	4,586	1.4%
50.1 - 60	24,272	7.6%	18,732	5.8%	5,540	1.7%
60.1 - 70	37,327	11.7%	28,959	9.0%	8,368	2.6%
70.1 - 80	31,990	10.0%	26,618	8.3%	5,372	1.7%
80.1 - 90	26,034	8.1%	19,289	6.0%	6,745	2.1%
90.1 - 100	26,282	8.2%	11,929	3.7%	14,353	4.5%
Total	320,229	100.0%	257,123	80.3%	63,106	19.7%

Residents of more deprived areas are statistically less likely to participate in sport than those from more affluent areas. Of the 40.6 % of residents (129,325) who live in the 30% most deprived areas, 114,183 live within one mile of a sports hall (which equates to nearly 90%).

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Overall 19.7% (63,106) of borough residents reside one mile plus from a sports hall, of which 15,142 live in areas of higher deprivation (and are more likely to rely on public transport, a car or bicycle to access facilities).

Ownership and management

Venue ownership and management arrangements are described in Table 4.9

Table 4.9: Ownership and management of sports hall facilities

ID	Site name	Ownership	Management
5	Barnstondale Centre	Community organisation	Community organisation
6	Bebington High Sports College	School	School (in house)
7	Beechwood Recreation Centre	Local authority	Local authority (in house)
10	Birkenhead High School Academy	School	School (in house)
14	Birkenhead School	School	School (in house)
16	Birkenhead Youth Club	Community organisation	Community organisation
46	Hilbre High School Sports Centre	School	PFI private contractor
55	Leasowe Leisure Centre	Local authority	Local authority (in house)
63	New Ferry Village Hall	Local authority	Local authority (in house)
66	Oldershaw Academy	School	School (in house)
69	Pensby Sports Complex	Community school	School (in house)
72	Prenton High School for Girls	Community School	PFI private contractor
76	Ridgeway High School	Community school	School (in house)
81	South Wirral High School	Community School	PFI private contractor
82	St Anselms College	Academy Convertors	School (in house)
83	St John Plessington Catholic College	Academies	School (in house)
85	St Mary's Catholic College	Voluntary aided school	School (in house)
87	The Birkenhead Park School	Academies	Commercial management
88	The Hive Youth Zone	Local authority	Local authority (in house)
90	The Mosslands School	Community school	School (in house)
92	The Oval Leisure Centre	Local authority	Local authority (in house)
104	Upton Hall School FCJ	Voluntary aided school	School (in house)
109	Weatherhead High School	Academies	PFI private contractor
110	West Kirby Concourse LC	Local authority	Local authority (in house)
113	West Kirby Residential School	Non maintained special school	School (in house)
116	Wirral Grammar School for Boys	Academies	School (in house)
117	Wirral Grammar School for Girls	Academies	School (in house)
119	Wirral Tennis & Leisure Centre	Local authority	Local authority (in house)
120	Woodchurch High School Sports Complex	Academies	School (in house)

The majority of sports halls (22) are located on education sites, seven are located on local authority owned land and two are owned by community organisations. All local authority sites are managed in house by Wirral Council. The Barstondale Centre and Birkenhead Youth

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Centres are managed by community organisations whilst education owned facilities are either managed in house, via PFI arrangements or commercial management. The overall basis for management of facilities is, thus, complex.

Availability and facility management

Table 4.10: Assessment of community availability of sites

Community use hours available		Site	Total courts	Main sports played	Capacity where known
None		Prenton High School for Girls	5	No community use- private basketball coaching	No demand but available
		St. John Plessington Cath. College	3	No community use	Unlikely to occur due to quality
		Upton Hall School FCJ	4	No community use currently.	Looking to let facilities.
Below 20	18.0	St Anselms College	4	Badminton, rugby union, climbing wall & cricket nets.	10% spare capacity
	3.0	Wirral Grammar School for Boys	5	Basketball training	Unknown
20 - 40	34.0	Bebington High Sports College	4	Basketball, netball, football, cricket, yoga, karate, Stage Coach.	Limited capacity due to high usage
	20.0	Hilbre High School Sports Centre	4	Football.	Spare capacity but restricted by quality
	30.0	Pensby Sports Complex	3+4	Martial arts, football, netball, badminton	Near to capacity
	38.0	Ridgeway High School	4	Information N/A; recently opened	Unknown
	33.5	St Mary's Catholic College	4	Not currently used	Available for community use.
	38.0	The Birkenhead Park School	5	Football, climbing	Spare capacity for community
	20.0	The Mosslands School	4 +4	Volleyball, archery, football	90% capacity in winter – 60% in summer
	40.0	Weatherhead High School	5	Information not available	Unknown
	20.0	West Kirby Residential School	4	Badminton, football, volleyball	No community use at weekends. Limited spare capacity
	36.0	Wirral Grammar School for Girls	5	Basketball	Unknown
	39.5	Woodchurch HS Sports Complex	6	Disability club, basketball, karate,	c. 50.0% spare capacity
40+	91.0	Barstondale Centre	4	Climbing, youth/senior football	50% spare capacity
	85.0	Beechwood Recreation Centre	3	Badminton, over 55 activities	Spare capacity- level unknown

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Community use hours available	Site	Total courts	Main sports played	Capacity where known
44.0	Birkenhead High School Academy	4	Badminton, football	c.10% spare capacity
46.0	Birkenhead School	5	Cricket, football, judo, badminton, climbing, netball	No capacity
77.0	Birkenhead Youth Club	3	Trampolining	Limited spare capacity c.20.0%
96.75	Leasowe Leisure Centre	6	Roller derby, badminton	Capacity for increased pay and play use
98.0	New Ferry Village Hall	3	Roller derby, walking netball, karate, majorettes, table tennis, badminton, yoga	Limited capacity available (just under 20.0%)
41.0	Oldershaw Academy	7	Netball, gymnastics, taekwondo, Cheerleading, basketball, dance	Nearing capacity so very little available
43.0	South Wirral High School	4 +3	Football, cheerleading, cricket, speedball, netball, Pilates	50.0% capacity
90.75	The Oval Leisure Centre	6	Gymnastics, badminton, basketball, netball league	Capacity for increased pay and play use
97.0	West Kirby Concourse LC	6	Badminton, football, exercise class	Capacity for increased pay and play use
83.0	Wirral Tennis & Leisure Centre	4	Badminton, tennis, roller derby	Capacity for increased pay and play use
	The Hive Youth Zone	4	Young people <18 and people with disabilities <25. Recreational activities, fitness music and media.	Capacity for specific age groups

There is an extensive array of sporting and physical activity offered in Wirral sports halls - catering for a wide range of customers. Education site availability is limited to peak times (evenings/ weekends). Facilities at the two community organisations provide peak and off-peak availability which is comparable to that of local authority managed venues.

Table 4.10 identifies that Prenton, Upton Hall and St Mary's Catholic high schools all report that they are available for community use but none is currently taking place. Further, Woodchurch and South Wirral high schools report that they have c.50.0% spare capacity. When added to the capacity within local authority operated facilities, it can be seen that there is significant capacity across the Borough to accommodate increases in demand for indoor sports, should it be required. This could be increased if, for example, outdoor sports such as football were moved outside on to 3G pitches. This suggests that a minimum of 16 badminton courts are available for community use in peak time, notwithstanding that offered by local authority operated facilities.

Neighbouring facilities

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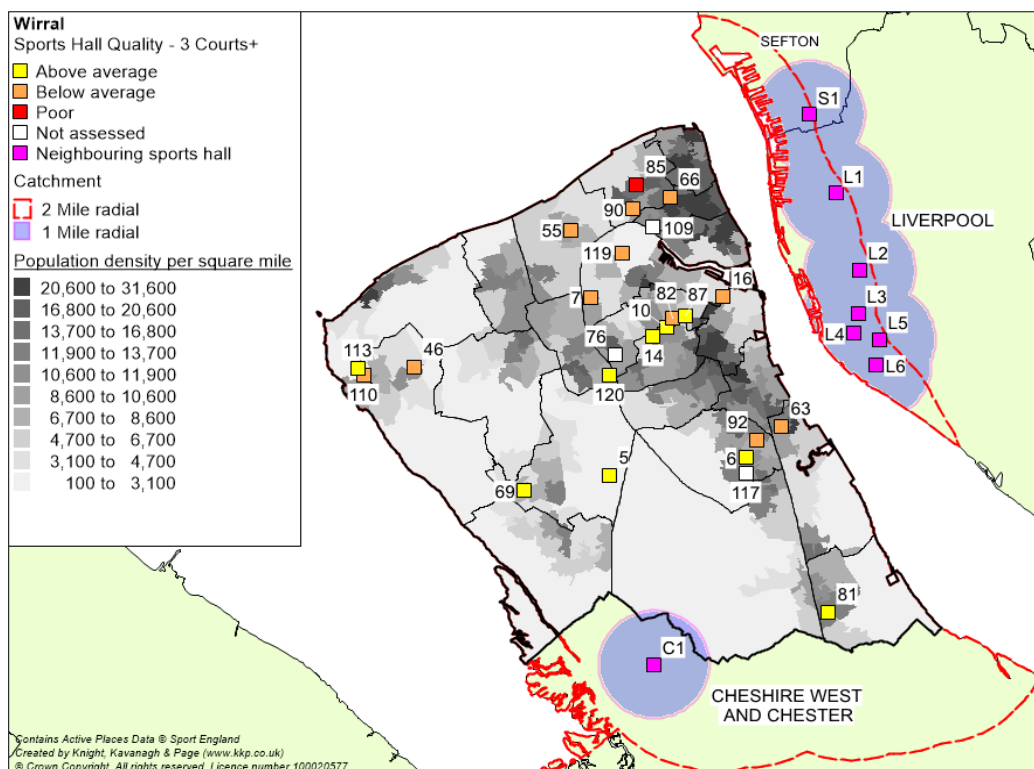
Accessibility is influenced by facilities located outside Wirral. Figure 4.5 and Table 4.11 identify sports halls within 2 miles of Wirral's local authority boundary.

Table 4.11: Neighbouring publicly available sports halls – minimum 3 court sports hall

Map ID	Site name	Courts	Access type	Local authority
C1	Neston Recreation Centre	6	Pay and play	Cheshire West & Chester
L1	Lifestyles Everton Park	4	Pay and play	Liverpool
L2	University of Liverpool Sports	4	Sports Club/CA	Liverpool
L2	University of Liverpool Sports	4	Sports Club/CA	Liverpool
L3	Toxteth Fire Fit Hub	6	Registered	Liverpool
L4	Lifestyles Park Road	3	Pay and play	Liverpool
L5	The Belvedere Academy	4	Sports Club/CA	Liverpool
L6	Kings' Leadership Academy	4	Sports Club/CA	Liverpool
S1	Hugh Baird College	4	Registered	Sefton

Nine sports halls are located within two miles (indicative of how far people may travel) of the Borough boundary. Neston Recreation Centre is south of Wirral Borough and is likely to service some of the rural population in the south and west of the Borough. Six of the sports halls are located in Liverpool and one in Sefton, requiring use of the Mersey tunnel to access facilities. This adds time and cost to the use of these sports halls by residents of Wirral, so it is unclear how important they are to Wirral residents. Neston Recreation Centre offers pay and play availability as does Lifestyles Everton Park and Lifestyles Park Road. The remaining facilities are recorded as being registered membership or sports club/community association, which can limit usage by the general public.

Figure 4.5: Sports halls within 2 miles of local authority boundary



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4.2: Facilities planning model (FPM)

Sport England's FPM report provides an overview of the current and future level of provision of sports halls in Wirral. It uses data from National Run Report December 2017. FPM supply findings that:

- ◀ There are 40 individual sports halls of at least three badminton courts located on 25 sites within the Borough Council area. The total supply of sports halls in badminton courts, is 151 courts, of which 112 are available in the weekly peak period for community use (known as the effective supply). The reason for the difference between the total supply of badminton courts and the effective supply, is because of the variable hours of access for community use at school/college sports hall sites.
- ◀ The average age for the 22 of the 25 sports hall sites for which there is an opening date, is 24 years. The oldest sports hall is Oldershaw Academy, opened in 1960 and modernised in 2014. The most recent sports hall to open was Pensby Sports Complex in 2006. (KKP's audit identified that the Hive opened, in 2016).
- ◀ Of the 13 sports hall sites which are known to have opened before 2000, nine sites have been modernised. Modernisation is defined as one or more of, the sports hall floor upgraded to a sprung timber floor, the lighting system upgraded or the changing accommodation modernised.
- ◀ Of the total 25 sports hall sites, 15 are owned by schools or colleges. The high number of school/college sports hall sites and their variable hours of access for community use, explains the reason for the difference between the total and effective supply of sports halls for community use.
- ◀ These quantitative findings illustrate the impact any changes in the policy of education providers towards community use and access will have on the overall supply of sports halls across the Borough.
- ◀ The scale of the sports hall provision across the Borough is very good, with 15 of the total 40 individual sports halls having a 4-badminton court size main hall.
- ◀ Furthermore, there are larger sports halls, with a 5-badminton court size sports hall at Oldershaw Academy and Leasowe Leisure Centre, plus 6-court size sports halls located at the Oval Sports Centre, and West Kirby Concourse Leisure Centre. These centres can provide for multi sports use at the same time.
- ◀ The finding for 2017 is that Wirral is exporting just 6.8 % of its demand for sports halls and which is met almost certainly in total in Cheshire West and Chester.

There are several discrepancies between the KKP audit and Sport England's 2017 FPM. Several facilities are now closed or only allow private or no use. Further differences are noted as to whether ancillary halls are included. The FPM includes them in its finding, however, the KKP audit, whilst acknowledging the importance of ancillary halls within leisure centres and schools (especially for recreation and physical activities which do not require a full sports hall) does not include them numerically.

Summary of sports hall supply

Quantity

- ◀ 71 sports halls in Wirral on 51 sites.
- ◀ Of these, ten have no marked courts, 21 have one court, three have two courts and one of the 3-court halls (Drill at Grange Road West) exclusively hosts gymnastics and trampoline.
- ◀ 31 sports halls (located on 29 sites) have three or more courts; a total of 126 badminton courts.
- ◀ Stock (excluding Drill) is three 6-court, one 5-court, 22 4-court and five 3-court halls.

Quality

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- ◀ One sports hall is rated good, 11 above average, 10 below average and three - poor; five were unassessed.
- ◀ Local authority facilities were generally assessed as below average.
- ◀ Schools varied with half being above and half being below average.
- ◀ Changing room condition general reflects that of the sports hall stock.
- ◀ The newest venue is the 3-court sports hall at The Hive Youth Zone in Birkenhead. Built in 2016, it is the only facility in good condition.

Accessibility

- ◀ The whole population of Wirral resides within 20 minutes' drive time of a sports hall.
- ◀ 80.3% of the population lives within one mile of a sports hall.
- ◀ 88.3% of people living in areas of higher deprivation live within one mile of a sports hall.
- ◀ Nearly 27% of Wirral's population does not have access to a car.
- ◀ There are nine sports halls within two miles of Wirral, seven in Liverpool, one in Sefton and one in Cheshire East. (Regular use of facilities in Liverpool and Sefton is deemed to be unlikely for the majority of Wirral residents due to the fact that they are on the other side of the Mersey).

Availability

- ◀ Four schools do not offer any community use of sports halls.
- ◀ Availability is restricted during the daytime on education sites, therefore, 83 courts are not available during the daytime.
- ◀ Local authority sports halls offer 32 courts which are available during both daytime and evenings.

4.3: Demand

Sport England's Facilities Planning Model 2017

In the context of demand for sports halls, Sport England's FPM report, based on comparing the number of badminton courts at sites available for community use with the demand for sports halls by Wirral residents, suggests a positive balance of 18 badminton courts.

Satisfied or met demand represents the proportion of total demand met by the capacity at the sports halls from residents who live within the driving, walking or public transport catchment area of a sports hall and across local authority boundaries. In 2017, some 92.1% of the total demand for sports halls from Wirral residents is being satisfied/met. This means that this level of total demand for sports halls is located within the catchment area of a sports hall within the borough and those outside the Authority.

Perhaps not surprisingly given the geography of Wirral, the finding is that a very high 93.2% of the total 92.1% of the Wirral demand for sports which is met/satisfied, is by Wirral residents using a sports hall located in the Borough. In short, the location and catchment areas of sports hall sites in Wirral are well located, in relation to the location of the Wirral demand for sports halls.

For sports halls Sport England sets the comfort level at 80% of capacity used at peak times (weekday evenings and weekend days). Above this level the time taken to change the sports hall for different activities starts to impinge on the activity time itself. Also the changing and circulation areas become overcrowded. The FPM finding is that Wirral sports halls are estimated to be operating at 57% of used capacity in the peak period, as a Borough wide average although the figure for public leisure centres is higher.

FPM summary

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INDOOR SPORTS FACILITIES DRAFT NEEDS ASSESSMENT

Wirral Borough has a very extensive supply of sports halls in terms of number of sites, and the scale. Overall, based on the FPM assessment, the demand for sports halls by Wirral Borough residents can be met by the existing supply, based on the 2017 assessment.

It is important to be mindful of potential changes and the impact of these changes in the overall supply and demand balance. All the key findings relate to the findings from the quantitative and access assessment.

The public leisure centres are providing for community recreation both public recreational use and club use, whilst promoting sports participation and increased physical activity. They are accessible for all types of use and have the longest opening hours and are not restricted to education use during the term time day. In short, they provide the widest accessibility and the FPM findings are that they have the highest level of usage.

There is an extensive supply of sports halls on school and college sites. Policy with regard to access for community use, as well as the type of use and hours of use, is determined by individual educational institutions. Education is the major owner of sports halls across the Borough. Any change in this could lead to a reduction in the supply and access for club and community group use. This could result in increased demand at the public sports centre sports halls. It would therefore seem important to ensure there is continued community use at the education venues the Council considers best fulfil this function.

NGB consultation

Badminton England

Badminton England (BE) is the national governing body of the sport (NGB) for badminton. Its latest strategy, Discover Badminton 2017-2025 presents a vision for the sport to become one of the nation's most popular and to consistently win medals at world, Olympic and Paralympic levels. To achieve this, it has identified three key objectives:

- ◀ Grow grassroots participation.
- ◀ Create a system that identifies and develops player potential to deliver consistent world class performers.
- ◀ Built financial resilience to become a well governed organisation and demonstrate compliance with the UK governance code.

As most clubs do not own their own facilities and equipment, BE understands the importance of developing and maintaining partnerships with local leisure centres and schools as they are vital for the continued growth of the sport. Further, without these partnerships it is clear that BE does not have the resources to grow badminton unilaterally.

Wirral is not identified as a priority area, however, badminton activity is strong in the area with 12 affiliated clubs; one junior and 11 senior clubs. In addition, there is an affiliated senior league (Wirral Badminton League) consisting of five divisions with 17 clubs participating.

The nearest recently funded facility is Broadway Badminton Centre (St Helens) which saw £250,000 investment in 2012. BE suggests that 10 leisure centres and nine dual-use community sites (village halls and schools) are accessed by local badminton clubs, although there are no purpose-built facilities.

BE suggests that there is the potential for growth of badminton in the area, building on the strong adult badminton landscape of the 11 senior clubs and League in Wirral. The Wirral area

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is, however, lacking in transition from junior to senior members so BE is looking to increase junior provision. The BE Local Relationship Manager is working with a key coach, Wirral League and the Wirral Badminton Development Group to help develop the transition from school to club badminton and increase the junior offer within the area.

This would be in line with national trends in badminton which is showing considerable growth at junior level (particularly primary aged children) and the provision and opportunities available for these groups. At adult level the core market is linked to clubs, groups and organised activity, with over one million people currently playing badminton at least once a month.

Local consultation – Badminton is represented on the Wirral Sports Forum. Consultation suggests that badminton is not as strong as it used to be with participation declining slowly over time. Reasons cited for this include the lack of junior development in the area (reportedly due to a lack of qualified coaches and the volume of volunteer administration and organisation time required to develop juniors). Although individual clubs report intermittent problems/issues with facilities hirers, there does appear to be capacity to accommodate badminton currently and if participation were to increase in the short term.

Rock Ferry Club is the largest badminton club in Wirral with 35-40 members. Most clubs have players playing at more than one club and in more than one league. Some of the play in which they are involved takes place outside of the Borough, as the league is affiliated to the Cheshire League. Ellesmere Port Leisure Centre is host to the badminton development centre for the area. This is designed to identify potential performance badminton players and develop their talent. This system, however, does not necessarily help to develop and sustain the leagues themselves as many younger players cannot afford the time to play in leagues as well as attend the performance centre.

Basketball

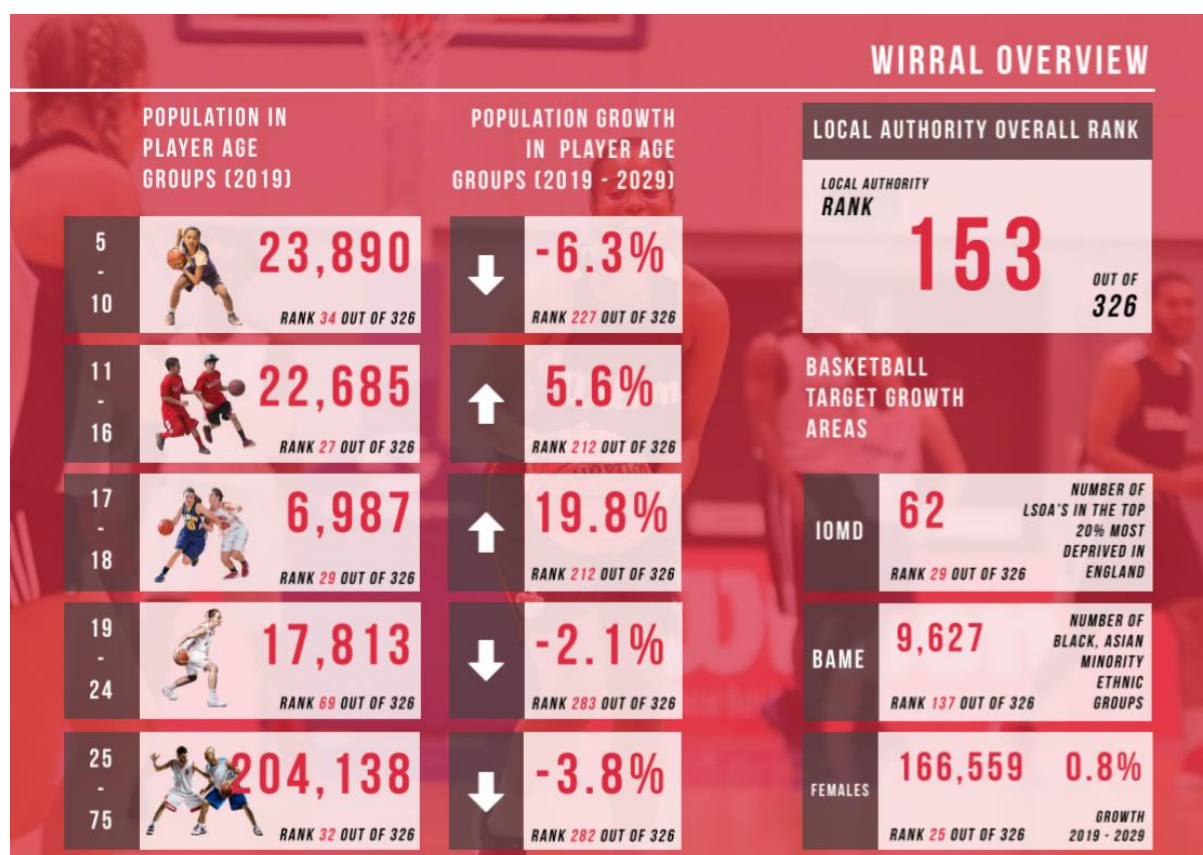
Basketball England (BBE) is the NGB for the sport. Its latest strategy, Transforming Basketball in Britain Together (2016 - 2028) aims to improve basketball from grassroots to GB teams, by adopting a whole sport approach and working closely with the basketball community. To achieve this, a series of key objectives has been identified:

- ◀ Develop successful GB teams.
- ◀ Build high-quality men's and women's leagues and teams.
- ◀ Support talented players, officials and coaches and coach development pathways.
- ◀ Drive increased awareness and profile of the sport.
- ◀ Increase opportunities to play the game at every level.
- ◀ Transform the leadership and culture of the sport.

To increase opportunities to play the game at every level, BBE is in the process of producing a facilities strategy which aims to create community hubs including, where appropriate, arenas that sit at the heart of communities and are homes for the leading British Basketball League, Women's British Basketball League and community clubs.

The stated intent is that as part of its facilities strategy implementation, BBE will regularly monitor provision in schools, colleges, universities, clubs and at local authority sites and identify any gaps, looking to improve connections between these organisations to increase the availability and affordability of facilities of the right quality.

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Club consultation

No basketball clubs in the area responded to consultation requests. Basketball England identifies two basketball clubs located in Wirral, Bromborough Bulldogs with 33 members and Wirral Hornets with 13 members.

Bromborough Bulldogs: open skills sessions take place at Wirral Grammar School for Girls. It also operates from Bebington Sports College and Wirral Grammar School for Boys. A Clubmark accredited club since 2004, it has a track record of junior basketball development. Teams (u16 and u18) are affiliated to the North Wales Basketball Association.

Wirral Hornets Basketball Club - is based at Prenton High School for Girls and runs junior development on Saturday mornings.

Wirral Rockets Mens Basketball Club is currently running two teams in the Wirral Basketball League (Wirral Rockets A and Wirral Rockets B) and one team in the National Founders Cup (Wirral Rockets). It plays home games at Oldershaw High School in Wallasey on Sunday's from 18.00- 20.00 hours. Wirral Rockets A has finished as runners up in the League the past two seasons in last season's Founders Cup team made it through to the last 16.

Indoor Cricket

Indoor cricket is most often played between two teams each consisting of six or eight players. It can be played in any suitably sized multi-purpose sports hall as a means of giving amateur and professional cricketers an option to play their sport during winter months. Many clubs also use indoor cricket nets (within sports halls) for winter batting and bowling training from

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January until mid-April. The audit identified limited indoor cricket provision within the current sports hall stock. There is a purpose-built facility indoor cricket facility (built in 1996) located at Birkenhead Park Cricket Club.

This is, reportedly, well used especially from January to April each year with all weekday evenings regularly from 18.00 to 21.00 hours. Costs to maintain and repair the building are increasing (it has a tented textile membrane roof).

With up to 10 different user groups, participation has increased over the past three years, mainly due to improved maintenance in 2016. Consultation with the Club identified that Birkenhead Park Cricket Club's primary source of income is bar sales and the lounge is hired out to private functions, staffed by volunteers. The Club is currently looking at means to expand usage from the currently busy weekends into a weekday offer.

The indoor hall is in particular need of new flooring and roofing, both having reached the end of their intended lifespans. Current planning is based around securing significant partnership funding to redevelop the indoor hall and changing facilities, possibly in conjunction with a multi-sport approach.

Roller derby

Roller derby is a contact sport played by two teams of five members roller skating counter-clockwise around a track. Roller derby is played by approximately 1,250 amateur leagues worldwide, mostly inside the United States.

Game play consists of a series of short match-ups (jams) in which both teams designate a jammer (who wears a star on the helmet). The jammer scores points by lapping members of the opposing team. The teams attempt to hinder the opposing jammer while assisting their own jammer—in effect, playing both offence and defence simultaneously. It is played in a number of sports halls across Wirral which adds to the diversity of the sporting and physical activity offer in the Borough.

Local health and wellbeing activities

The Wirral SDU organises, facilitates and supports a wide range of sport and physical activities, many of which have desired social outcomes. Table 4.14 provides an overview of a range of activities currently being delivered in Wirral, much undertaken in partnership with a range of community and other public organisations and designed to target 'hard to reach' groups and increase physical activity and sporting activity at all levels and age groups, as well as dealing with social issues such as anti-social behaviour.

Table 4.14: wider programmes and activities in Wirral

Activity	Overview
Youth sports nights Combined funding from Mid Wirral Crime Prevention Panel, High Sheriff Fund and Police Property Act Fund)	<ul style="list-style-type: none"> ◀ Sports activities for young people 13+ (first supported by Public Health) ◀ Operating at Bebington High School and Birkenhead Youth Club with locally sourced funding to aid duration and sustainability. ◀ Work in these communities to enhance capacity and community cohesion. ◀ Cross-cutting outcomes via increased participation in sport - reducing anti-social behaviour (ASB), improvements to safer communities, improved health, training & education
Satellite Clubs: Programme funded by Sport England	<ul style="list-style-type: none"> ◀ Provision of new sporting opportunities to people aged 14-19 years (with possible inclusion of 11-13 years) ◀ Time limited funding (2019 – 2021)

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Activity	Overview
Limited to £1500 - £3000	<ul style="list-style-type: none"> ◀ Combination of opening access to education site facilities and utilising skills and experience within sports clubs ◀ Funding directed regionally through Merseyside Sports Partnership ◀ Aim to balance equalities – increase inclusion: women & girls / disability / 14 – 25yrs ◀ 12 weeks of delivery; currently in year 4
Disabilities	<ul style="list-style-type: none"> ◀ Holiday activity programmes – 5yrs upwards ◀ No funding available – joint bid and programme for summer 2019 with Claremont Sports College.
Positive Futures: (Enhanced outreach) Police Crime Commissioner funding.	<ul style="list-style-type: none"> ◀ Wirral wide programme but tends to be focused on 'police crime hotspot locations' – Tranmere & Victoria Parks, Ilchester Square Birkenhead. Close partnership working with Youth Service and Police ◀ Sports activities primarily in multi use games area. (MUGAs). ◀ Direction from local police & Crime Plan ◀ Outputs of reducing ASB/drug & alcohol / increase positive social impact. ◀ Mentoring 80 X 1 - one and group activities for a targeted group of vulnerable young people aged 14 – 19 years. ◀ Sportsmobile takes activities into unlit areas. ◀ PCC funding opportunities for community groups and those with charitable status to help reduce ASB in their areas.
National Citizens Service: Funding from Central Government directed through 6 regional managing bodies	<ul style="list-style-type: none"> ◀ Personal development programme for 16/17 years olds ◀ Social mix of young people from across Wirral. ◀ Young people to take up active roles within their communities. ◀ Summer and autumn residential with 252 Young people in Summer 2019 and a possible further 105 young people in Autumn 2019. ◀ High profile quality programme ◀ Outcomes leading to positive life changing experiences, making new friends all with enhanced future employment opportunities ◀ Opportunities in mentoring & volunteering
Public Health (Drugs & Alcohol): Public Health Funded to March 2020	<ul style="list-style-type: none"> ◀ Targeted 1:1 referrals from Response / CAMHS & YOT to Positive Futures ◀ Ages 13 – 19 years aiming to reduce drug & alcohol misuse. ◀ Individual and group activities ◀ Outputs; increased participation in sport, reduction in reported use of substances, reduction in ASB ◀ Funded to March 2020
Run in Wirral:	<ul style="list-style-type: none"> ◀ Outputs; increased people enjoying the benefits of running/making running a sport for life/meet new people with similar interests/improved social life. ◀ Run leaders lead sessions ◀ Social groups – all abilities welcome and catered for ◀ Streetgames funding received for a junior running programme
Tennis Development with LTA	<ul style="list-style-type: none"> ◀ Oval court refurbishment and two new courts ◀ Wirral – LTA Priority Area ◀ Community tennis coach funded for two years to develop the sport in parks ◀ Programmes set up in seven parks + the Oval with the emphasis on an extended summer season, people playing April-September ◀ Continuation to Late 2019
Open Court Programme LTA	<ul style="list-style-type: none"> ◀ Disability and health inclusive tennis programme year 5 : Jan – Dec 2019 ◀ Targeted provision, community tennis delivered in identified key locations ◀ Contract renewal January 2020.
Wirral Sports Forum;	<ul style="list-style-type: none"> ◀ NGBs clubs and Wirral Council group to promote sports and share ideas ◀ Wirral Sports Awards: Wirral's Premier Sports Awards Ceremony on 10th October 2019 ◀ Discretionary Sports bursaries

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Activity	Overview
	<ul style="list-style-type: none"> ◀ Talk Series: helping local sports clubs in various aspects of organisation, management, media etc.
West Kirby Sailing School redevelopment:	<ul style="list-style-type: none"> ◀ Redevelopment will complete late 2019 ◀ Two new DDA compliant changing rooms opened September 2017 ◀ Phase two; glass outrigger, new reception and catering areas ◀ Sailability achieved. (Disability)
Operation Banger: Seasonal – late Autumn	<ul style="list-style-type: none"> ◀ Joint operation with many partners to reduce ASB and fire starting for the period including Mischief Night, Halloween & Bonfire Night. ◀ Sports development is providing targeted sports activities. Additional funding provided by the Merseyside Fire Service ◀ Quality feedback from all service. Likely to be funded each year ◀ Recommences September 2019
Food for Sport: (Fit 'n Fed)	<ul style="list-style-type: none"> ◀ Residual programme to run with remainder funding following failed Wirral wide bid in Spring 2019 ◀ Summer programme 2019 funded by Tesco Bags Bid 2019
Pathfinder Project	<ul style="list-style-type: none"> ◀ Partnerships with Police, Safer Hub, Prison Services, Army, Fire Service and targeted schools (primary – mini Pathfinders & secondary) ◀ Funded work
NHS Fit-club	<ul style="list-style-type: none"> ◀ Working in conjunction with the NHS to provide Fit-clubs for overweight children identified via National Child Weighing and Measuring Programme ◀ 4 sessions a week at The Oval and Guinea Gap Leisure Centres ◀ Funded by NHS and League of Friends to sustain Guinea Gap session ◀ Next leisure centre to be targeted Leasowe Leisure Centre
Cardio-fit Programme	<ul style="list-style-type: none"> ◀ Working in partnership with the NHS Cardiac team at St Cath's Hospital ◀ Daily sessions in the Invigor8 Gyms to progress their clients from the hospital setting to a community setting ◀ Looking to develop a similar pathway for diabetic patient
Fall Prevention Service	<ul style="list-style-type: none"> ◀ Chair based exercise classes; West Kirby Concourse and Guinea Gap LCs ◀ Work with Falls Prevention Service to roll this out across more LCs

4.4: Supply and demand analysis

The FPM identifies that Wirral has a substantial number of reasonably well-distributed sport halls, it is not possible, however, to get complete geographic coverage. There is unmet demand outside sports hall catchments, but the scale (at seven badminton courts) is not large. It is largely accounted for by residents who do not have access to a car (26.7% of the Wirral population based on the 2011 Census) and who live outside the walk-time based catchment of a sports hall. There is no one hot spot or cluster of high unmet demand; it is distributed in very low values across the Borough.

The audit found that there is capacity in a number of sports halls e.g., three schools suggest that they have 100.0% capacity and two other facilities have c.50.0% capacity. Consultation also indicates that that sports clubs can generally find time in sports halls to expand if they really need it. The key issue for many clubs such as badminton and basketball is reportedly the limited coaching infrastructure in the area, which is inhibiting junior development, in particular. It may also be the case that quality of some facilities is also inhibiting demand.

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4.5: Sport England’s Facilities Calculator (SFC)

This assists local planning authorities to quantify additional demand for community sports facilities generated by new growth populations, development and regeneration areas. It can be used to estimate facility needs for whole area (Borough) populations but should not be applied for strategic gap analysis as it has no spatial dimension. It does not take account of:

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

	Population 2016	Population estimate 2028	Population estimate 2036
ONS population projections	322,216	326,949	328,135
Population increase	-	4,733	1,186
Facilities to meet additional demand	-	+1.31 courts	+0.33 courts
Cost	-	£804.23	£201.52

Calculations assume that the current sports hall stock remains available for community use and the quality remains the same. It appears that the projected increase in population will lead to an increase in demand for sports hall space. The SFC indicates that there will be a recommendation for an additional 1.31 (badminton) courts, up to 2028, and an additional 0.33 courts up to 2036 (at an estimated capital cost of just over £1 million).

Both the FPM and the KKP audit identify a current excess of supply over demand even at peak times. The estimated increase in demand should, thus, be accommodated by the current sports hall stock. There is, however, a need to invest in maintenance and improvements to those sports halls which are in below average or poor condition.

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4.6: Summary of key facts and issues

Facility type	Sports halls	
Elements	Assessment findings	Specific facility needs
Quantity	There are 31 sports halls with 3+ courts across 29 sites with a total of 126 badminton courts. They range from 3-6 courts and can therefore accommodate a wide range of sports.	There appear to be sufficient sports halls located in areas of higher population density across the Borough.
Quality	The general stock is either below average or above average with only one hall identified as good and three as poor.	There is a need to improve the standard of below average and poor sports halls (and changing facilities) and maintain those which are above average (see Table 4.5) Many facilities need renovation/ refurbishment (even those which have been improved in the past). The continued ageing of facilities is likely to adversely affect quality; this can lead to a reduction in participation across a range of sports.
Accessibility	All WBC residents live within a 20 minutes' drive of a sports hall. There are nine additional sports halls within 2 miles of the Authority border; two offer pay and play opportunity. Four fifths (80.3%) of the population resides within walking distance of a sports hall. 88% of people living in areas of higher deprivation live within one mile of a sports hall	With over one quarter of the population not owning a car the importance of walk to facilities cannot be underestimated. The level of coverage, of especially hard to reach groups, would suggest that sports halls are generally located in the right areas.
Availability (Management and usage)	Education and public leisure centres are very important. The six leisure centres owned and managed by WBC have extensive daytime opening hours, which is when older residents and those less able may prefer to use them. Many schools offer a wide range of sport and physical activity - which contributes to the wider offer. A wide range of activity takes place, with an emphasis on badminton, roller hockey, recreational and competitive badminton and some minority sports and physical activity.	Maintenance of the good relationships between schools and clubs is required to ensure continued usage and room for increased use of sites. There is capacity at many of the sports halls to accommodate increased usage (see Table 4.10). Clubs report lack of coaches and volunteers rather than lack of space. Some schools report no community use. It is preferable to try to open these up before committing to any new build
Strategic summary	Improve the quality of poor and below average sports halls Retain daytime access to sports halls at the public facilities. Work with schools which do not currently provide community use to assess whether and how this could be developed.	

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SECTION 5: SWIMMING POOLS

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

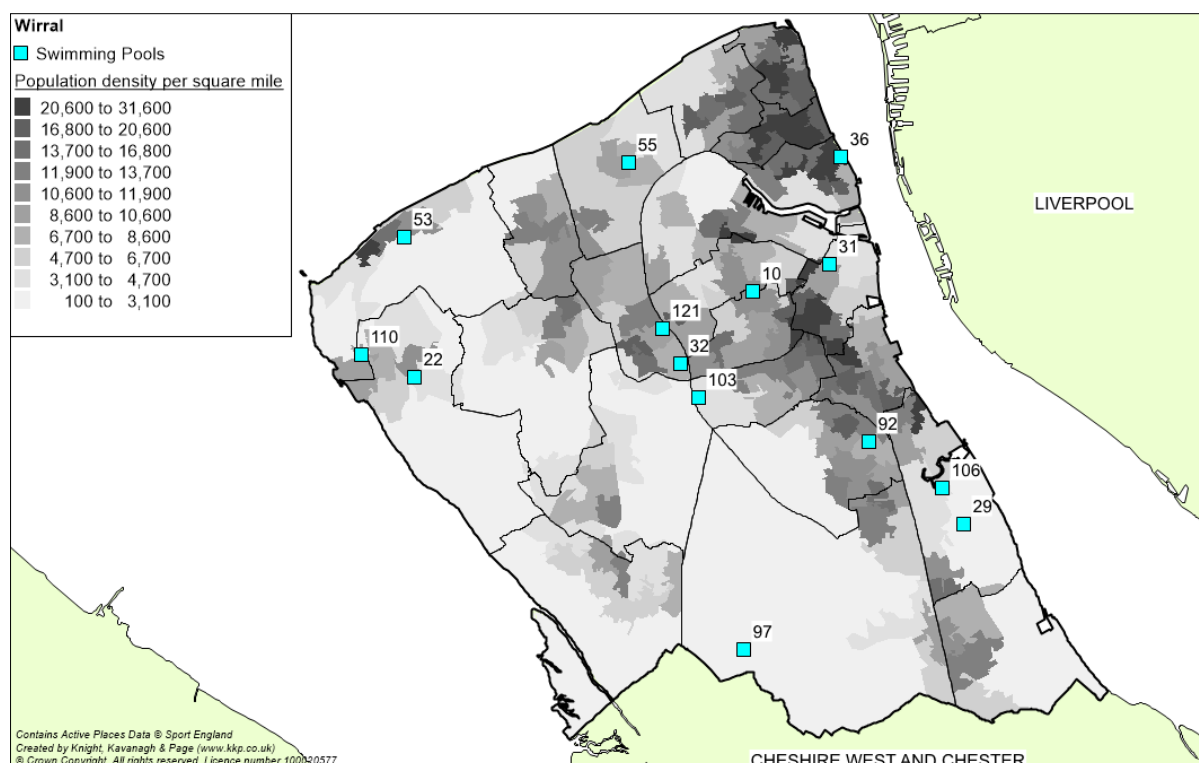
Training for competition, low-level synchronised swimming, and water polo can all take place in a 25m pool. With modest spectator seating, pools can also accommodate competitive events in these activities. Diving from boards, advanced synchronised swimming and more advanced sub-aqua training require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

5.1: Supply

This assessment is mostly concerned with larger pools available for community use (no restrictions to accessing the pool as a result of membership criteria). As such, pools less than 160m² (e.g. 20m x 4 lanes) water space and/or located at private member clubs offer limited value in relation to community use and delivery of outcomes related to health and deprivation.

Quantity

Figure 5.1 Map of all swimming pools in Wirral



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Table 5.1: All swimming pools and sites in Wirral

Map ID	Site name	Facility type	Lanes	Length (m)
10	Birkenhead High School Academy	Main/General	4	25
22	Calday Grange Swimming Pool	Main/General	5	25
29	DW Sports Fitness (Bromborough)	Main/General	0	20
31	Europa Pools LC	Main/General	6	25
31	Europa Pools LC	Leisure Pool	0	12
32	Foxfield School	Learner/Teaching/Training	0	7
36	Guinea Gap LC	Leisure Pool	0	25
36	Guinea Gap LC	Main/General	4	25
53	Kingsmead School	Learner/Teaching/Training	0	12.1
55	Leasowe LC	Main/General	6	25
55	Leasowe LC	Learner/Teaching/Training	0	12.5
92	The Oval LC	Main/General	6	25
92	The Oval LC	Learner/Teaching/Training	0	12.5
97	Thornton Hall Country Health Club	Main/General	0	20
103	Total Fitness (Prenton)	Main/General	6	25
103	Total Fitness (Prenton)	Learner/Teaching/Training	0	12.5
103	Total Fitness (Prenton)	Learner/Teaching/Training	0	10
106	Village Gym	Main/General	5	23
110	West Kirby Concourse LC	Main/General	5	25
121	Woodchurch LC	Main/General	4	25
121	Woodchurch LC	Learner/Teaching/Training	0	12.5

Wirral has 21 swimming pools located on 14 sites. Figure 5.1 identifies that the majority are located to the east and are generally found in areas of higher population density, notwithstanding Thornton Hall Country Club (Map ref: 97) in the south of the Borough.

Quality

As part of the assessment, KKP visits main swimming pools and completes non-technical visual assessments. This encompasses assessment of changing provision as this can also play a significant role in influencing and attracting users. Quality is assessed as previously described in section 3.2.

Two swimming pools are identified as in good condition (DW Sports Fitness - Bromborough and Thornton Hall Country Club), two are above average (Birkenhead High School Academy and Guinea Gap Leisure Pool) with the remaining 15 assessed, considered to be below average. Access to Foxfield and Kingsmead schools was not gained and access to some changing facilities was also limited.

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Figure 5.2: Quality of all pools on population density

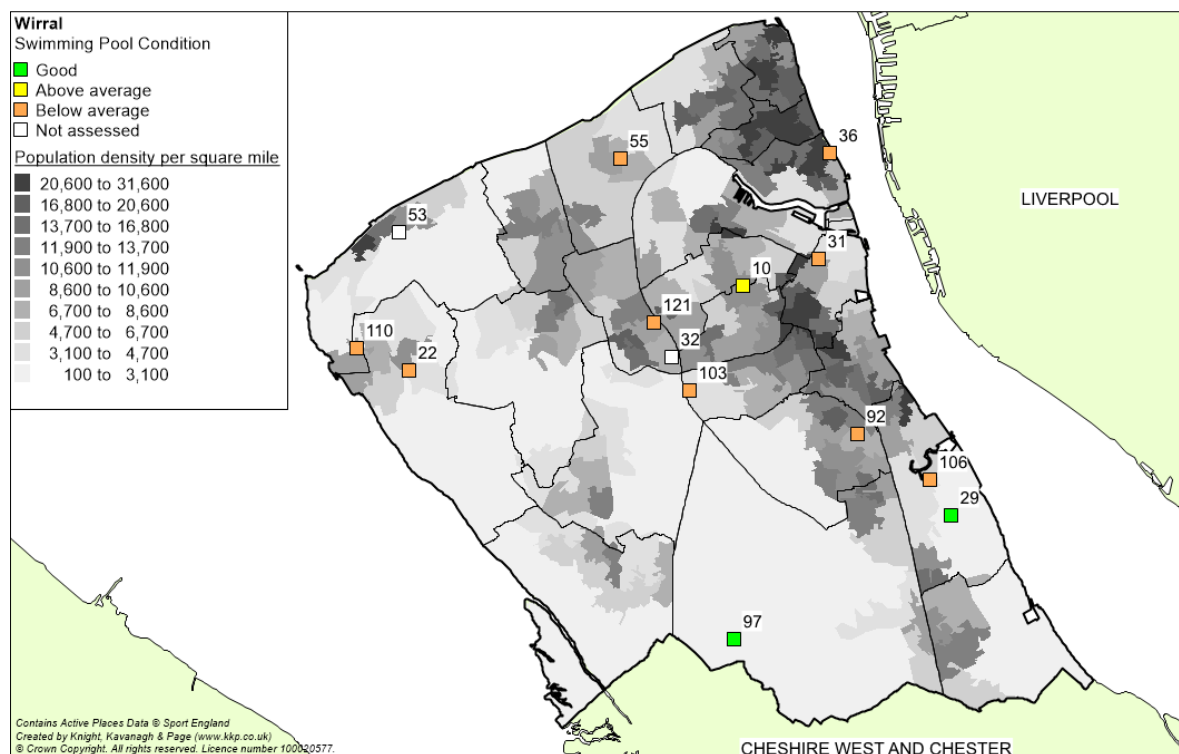


Table 5.2: All swimming pools in Wirral

ID	Site name	Facility type	Condition	
			Pool	Changing
10	Birkenhead High School	Main/General	Above average	Below average
22	Calday Grange Swimming Pool	Main/General	Below average	Poor
29	DW Sports Fitness	Main/General	Good	Not assessed
31	Europa Pools LC	Main/General	Below average	Below average
31	Europa Pools LC	Leisure Pool	Below average	Below average
32	Foxfield School	Learner/Teach/ Train	Not assessed	Not assessed
36	Guinea Gap LC	Leisure Pool	Above average	Below average
36	Guinea Gap LC	Main/General	Below average	Below average
53	Kingsmead School	Learner/Teach/ Train	Not assessed	Not assessed
55	Leasowe LC	Main/General	Below average	Below average
55	Leasowe LC	Learner/Teach/ Train	Below average	Below average
92	The Oval LC	Main/General	Below average	Poor
92	The Oval LC	Learner/Teach/ Train	Below average	Poor
97	Thornton Hall Country Health b	Main/General	Good	Not assessed
103	Total Fitness (Prenton)	Main/General	Below average	Good
103	Total Fitness (Prenton)	Learner/Teach/ Train	Below average	Good
103	Total Fitness (Prenton)	Learner/Teach/ Train	Below average	Good
106	Village Gym	Main/General	Below average	Not assessed
110	West Kirby Concourse LC	Main/General	Below average	Not assessed
121	Woodchurch LC	Main/General	Below average	Not assessed
121	Woodchurch LC	Learner/Teach/ Train	Below average	Not assessed

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There is a limited correlation between facility age and assessed quality. The oldest swimming pool (Leasowe Leisure Centre main pool) was built 43 years ago and there is no recorded refurbishment or significant investment. It is considered to be below average quality as are swimming pools at Europa Pools (built in 1995 and refurbished in variously in 2004 and 2013); the Oval Leisure Centre (built in 1973 and refurbished in 2008). Likewise, The Village Gym was built in 1991 and refurbished in 2005 is also in below average condition. Birkenhead Academy Pool is an anomaly in that it was built in 1990, appears to have had no major investment and is considered to be in above average condition.

Table 5.3: Age of pools in Wirral

Site name	Year built	Refurbishment	Age since opened / refurbishment
Birkenhead High School Academy	1990		29
Calday Grange Swimming Pool	2000		19
DW Sports Fitness (Bromborough)	2007		12
Europa Pools LC (Main/General)	1995	2004	15
Europa Pools LC (Leisure Pool)	1995	2013	6
Foxfield School	1983	2009	10
Guinea Gap LC	1908	1991	28
Kingsmead School	1965	2004	15
Leasowe LC (Main/General)	1976		43
The Oval LC (Main/General)	1973	2008	11
The Oval LC (Learner Pool)	1973	2008	11
Thornton Hall Country Health Club	1998		21
Total Fitness (Prenton)	2002	2015	4
Village Gym	1991	2005	14
West Kirby Concourse LC	1977	2002	17
Woodchurch LC	1968	1996	23

Based upon asset condition surveys commissioned by WBC, Table 5.4 indicates the level of investment needed to ensure facilities remain fit for purpose over the short, medium and long term.

Table 5.4 Asset condition survey totals

Facility	Year 1 2018/19	Years 1-3 2019/22	Years 3-5 2022/2024	Years 5-10 2024/2029	Total by facility
West Kirby Concourse	£237,800	£630,300	£635,500	110,500	£1,664,100
Europa Pools	£324,300	£1,646,200	£284,000	£294,000	£2,517,500
Leasowe Leisure Centre	£165,720	£393,000	£540,000	£889,000	£1,987,720
Woodchurch LC	£844,600	£983,000	£564,500	£61,000	£2,453,100
Beechwood	£411,300	£242,700	£144,500	£81,500	£880,000
Guinea Gap	£294,550	£409,100	£138,000	£114,100	£1,010,900
The Oval Main Building	£303,600	£341,500	£452,200	£468,500	£1,565,800
The Oval (outside buildings)	£482,500	£276,000	£183,000	£70,500	£1,012,000
Total by timescale	£3,141,070	£5,482,600	£3,111.00	£2,089,100	£13,932,770

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The information contained in Table 5.4 indicates that all facilities will require significant investment simply to maintain the stock over the next few years. It is clearly noted that Europa Pools and Woodchurch Leisure Centre will require the most work. It is also understood that Leisure Services at Wirral Council will be required to move to zero subsidy by 2020. Having reduced it from £5.5m to £1.5m in the previous four years there is ongoing (and increasing) financial pressure to increase income whilst reducing expenditure.

Accessibility

Swimming pool walk and drive-time catchments are applied to determine accessibility to communities. The normal acceptable standard is a 20-minute walk time (1-mile radial catchment) for an urban area. This enables analysis of coverage adequacy and helps to identify areas currently not serviced by existing provision.

Table 5.5: All pools in Wirral with 1-mile radial catchment

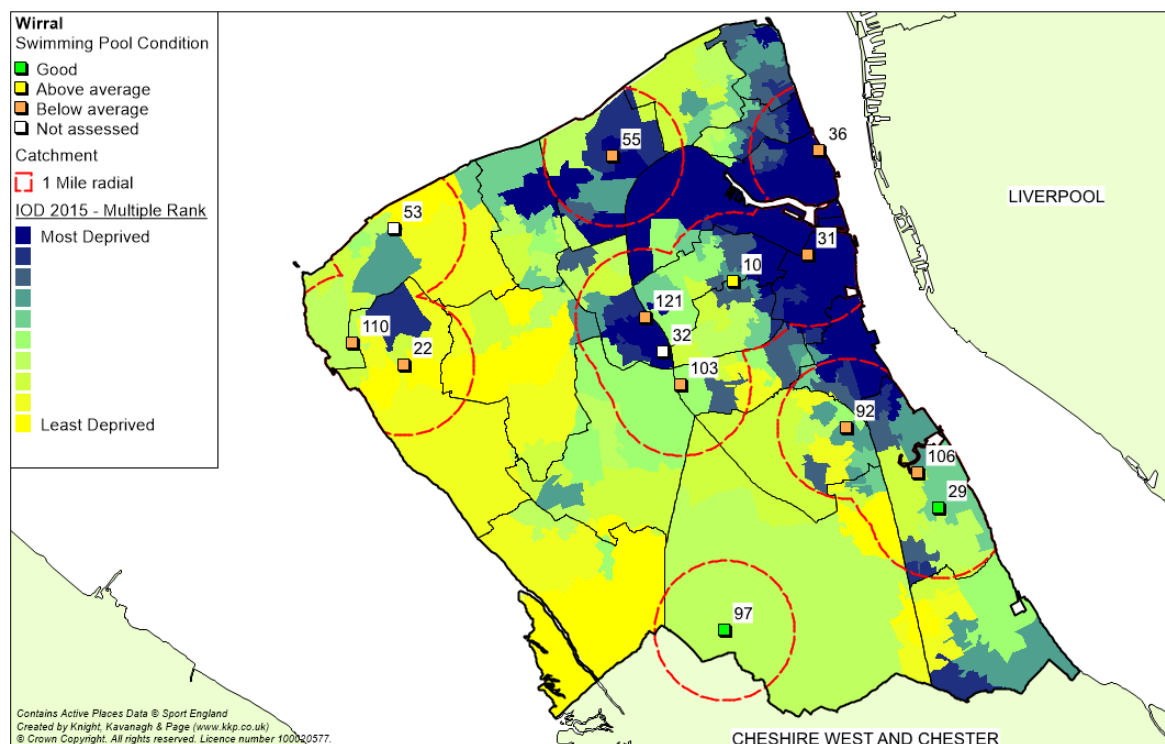
IMD 2015 10% bands	Wirral		All pools catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	68,279	21.3%	49,776	15.5%	18,503	5.8%
10.1 - 20	29,816	9.3%	24,502	7.7%	5,314	1.7%
20.1 - 30	31,230	9.8%	17,642	5.5%	13,588	4.2%
30.1 - 40	26,768	8.4%	12,577	3.9%	14,191	4.4%
40.1 - 50	18,231	5.7%	8,692	2.7%	9,539	3.0%
50.1 - 60	24,272	7.6%	12,011	3.8%	12,261	3.8%
60.1 - 70	37,327	11.7%	15,892	5.0%	21,435	6.7%
70.1 - 80	31,990	10.0%	15,748	4.9%	16,242	5.1%
80.1 - 90	26,034	8.1%	9,917	3.1%	16,117	5.0%
90.1 - 100	26,282	8.2%	8,407	2.6%	17,875	5.6%
Total	320,229	100.0%	175,164	54.7%	145,065	45.3%

Figure 5.3 and Table 5.5 show that:

- ◆ 54.7% (175,164) of the population reside within 20 minutes' walk of a swimming pool.
- ◆ 145,065 (45.3%) people live more than 20 minutes' walk away from a swimming pool. They are, on this basis, deemed more likely to require transport to access a facility.
- ◆ Approximately 27% of people in Wirral do not have access to a car according to Sport England's FPM.
- ◆ Just over four in ten (40.3%) of Wirral's population (129,325) lives in areas of high deprivation when compared to a national average of c.30%. Of these, 28.7% (91,920) live within a one-mile of a pool. Thus, approximately, 37,400 living in areas of higher deprivation live more than one mile away from a swimming pool and are, therefore, more likely to be reliant on transport to access swimming pools.

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Figure 5.3: All pools in Wirral set on IMD with 1-mile radial catchment



Availability of swimming pools

Table 5.6: Availability of pools

Site name	Education	Public	Commercial	Pay/play & casual	Sports Club/ Association	Reg Membership	Private Use	Swim lessons
Birkenhead High School Academy								
Calday Grange Swimming Pool								
DW Sports Fitness (Bromborough)								
Europa Pools LC (Main/General)								
Europa Pools LC (Leisure Pool)								
Foxfield School								
Guinea Gap LC								
Kingsmead School								
Leasowe LC (Main/General)								
The Oval LC (Main/General)								
The Oval LC (Learner Pool)								
Thornton Hall Country Health Club								
Total Fitness (Prenton)								
Village Gym								
West Kirby Concourse LC								
Woodchurch LC								

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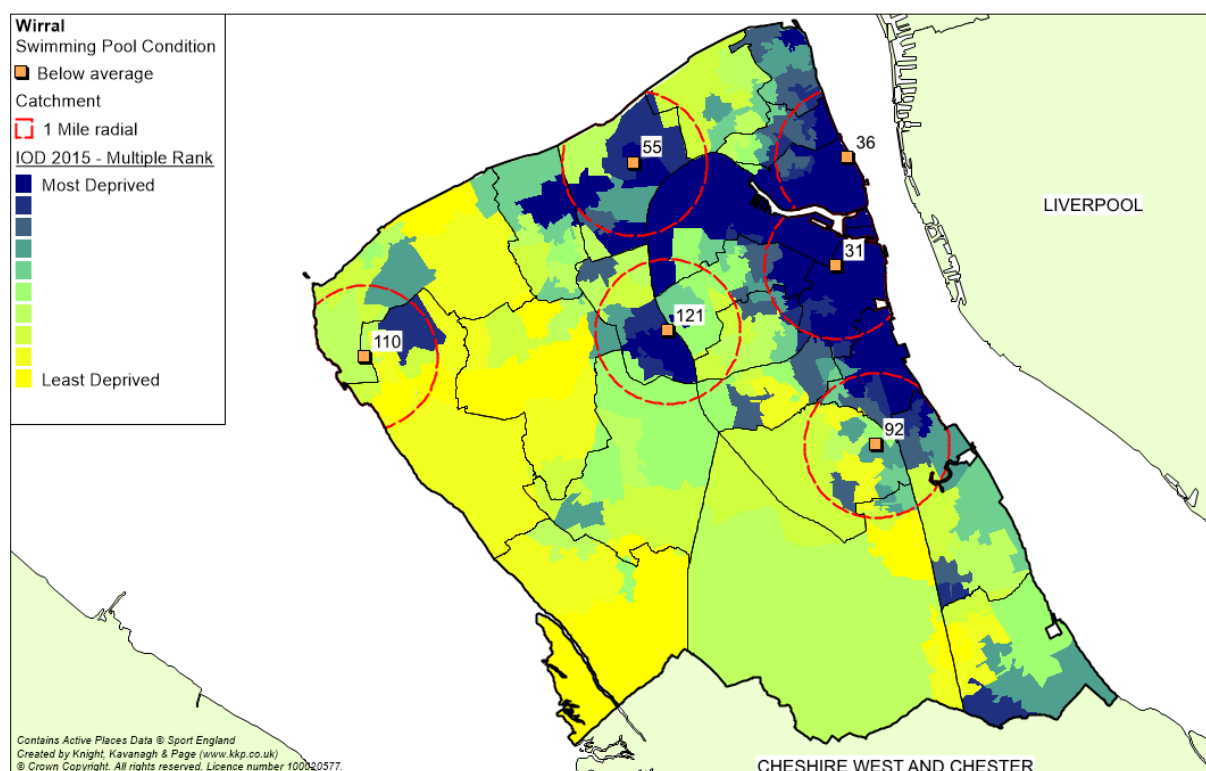
The availability of swimming pools differs dependent upon facility ownership/management. All offer a mixture of swim lessons, publicly accessible lane swimming and club usage.

It is recognised that all the swimming pools identified contribute in some way to the swimming pool offer across Wirral. However, in line with Sport England methodology, those of a particular size (160m² or above) and facilities which do not place membership restrictions on use are of key importance. There are six of these:

- ◀ Europa Pools
- ◀ Guinea Gap Leisure Centre
- ◀ The Oval Leisure Centre
- ◀ West Kirkby Concourse Leisure Centre
- ◀ Woodchurch Leisure Centre
- ◀ Leasowe Leisure Centre

Figure 5.4 and Table 5.7 identify the availability of swimming pools with main pools (over 160m²) which accommodate a full year swimming programme with pay and play access.

Figure 5.4: Pay and play (minimum 20m) pools - on IMD 1 mile catchment



When considering community available pools (i.e. the six local authority sites), findings indicate that 40.2% (128,834) of residents live within one mile. When considering those that live in the most deprived areas, 80,243 (which equates to 60.3%) live within one mile of a community available pool. This indicates that just under 40% of residents living in areas of higher deprivation will require some form of transport to access publicly available swimming pools.

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Table 5.7: Accessibility of swimming pools on community available pools on IMD

IMD 2015 10% bands	Wirral		Pay & Play pools catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	68,279	21.3%	48,437	15.1%	19,842	6.2%
10.1 - 20	29,816	9.3%	20,105	6.3%	9,711	3.0%
20.1 - 30	31,230	9.8%	11,701	3.7%	19,529	6.1%
30.1 - 40	26,768	8.4%	9,595	3.0%	17,173	5.4%
40.1 - 50	18,231	5.7%	4,102	1.3%	14,129	4.4%
50.1 - 60	24,272	7.6%	6,436	2.0%	17,836	5.6%
60.1 - 70	37,327	11.7%	9,496	3.0%	27,831	8.7%
70.1 - 80	31,990	10.0%	10,538	3.3%	21,452	6.7%
80.1 - 90	26,034	8.1%	6,638	2.1%	19,396	6.1%
90.1 - 100	26,282	8.2%	1,786	0.6%	24,496	7.6%
Total	320,229	100.0%	128,834	40.2%	191,395	59.8%

Programming

As identified above most pools offer a range of lessons, classes and public swimming opportunities with swimming clubs also using facilities. Club use is explored further in the demand section below. WBC operates a swim school which attracts 2,200 attendees per week. It operates at 82% occupancy which allows for movement between classes as children improve their stroke technique.

There are approximately 150 youngsters on the waiting list. The main reason for the waiting list is reportedly due to the limited number of swimming teachers in the area, despite a concerted effort to train more. WBC has agreed to transfer children who are working towards level 6,7 and 8 of the national swimming teaching plan to Metro Swimming Club from September. This should free up enough sufficient space to significantly reduce and/or eliminate the waiting list.

Capacity

Woodchurch Leisure centre is a key aquatic centre. It recently had investment to repair the boiler but heating costs are high. It has school use in term time from 1.00-3.00pm most days and two swimming clubs use the facility. Its public swimming times do not operate at capacity. Leasowe Leisure Centre does not have a swimming club use the facility and all public times have capacity.

The Oval Leisure Centre suggests that it has a shortage of swimming instructors. The wet change is poor but it does attract/host tri club, Bebbington swim club and water polo club. Management suggests that it does not have capacity issues.

Europa pool – This is a leisure pool with two flumes and a wave pool. It can get very busy in holiday periods, particularly the summer holiday but at other times of year has a lot of spare capacity.

Guinea Gap Leisure centre- has two pools located in separate halls (12.5m x 25m and 10.0m x 25m). Management reports a good relationship with the incumbent swimming club (Wallasey Swimming Club) . A dry side is located over the street so it is not an efficient way of operating facilities. It host range of aquatic activities but he majority have capacity. .

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Facilities in neighbouring authorities

Accessibility is also influenced by facilities within easy reach of the Authority. Table 5.8 and Figure 5.5 indicate community available swimming pools located within two miles of the Wirral boundary. The two-mile border is indicative of how far people might be likely to travel and serves as an example only.

Of those illustrated, Neston Recreation Centre is located on the Wirral peninsula, just south of the local authority border (C1). It is a joint-use venue with Neston High School, with both wet and dry facilities including sports hall, swimming pool, fitness studio and gym, as well as outdoor provision. Memberships are available but it is primarily a pay and play facility. The remaining facilities located within two miles of the Wirral border are all to be found in Liverpool which necessitates travel (and additional expense) through one of the Mersey tunnels. As such, it is deemed that Wirral needs to be self-sufficient with regard to swimming pool water.

Figure 5.5: Swimming pools within 2 miles of Wirral with 1-mile radial catchment

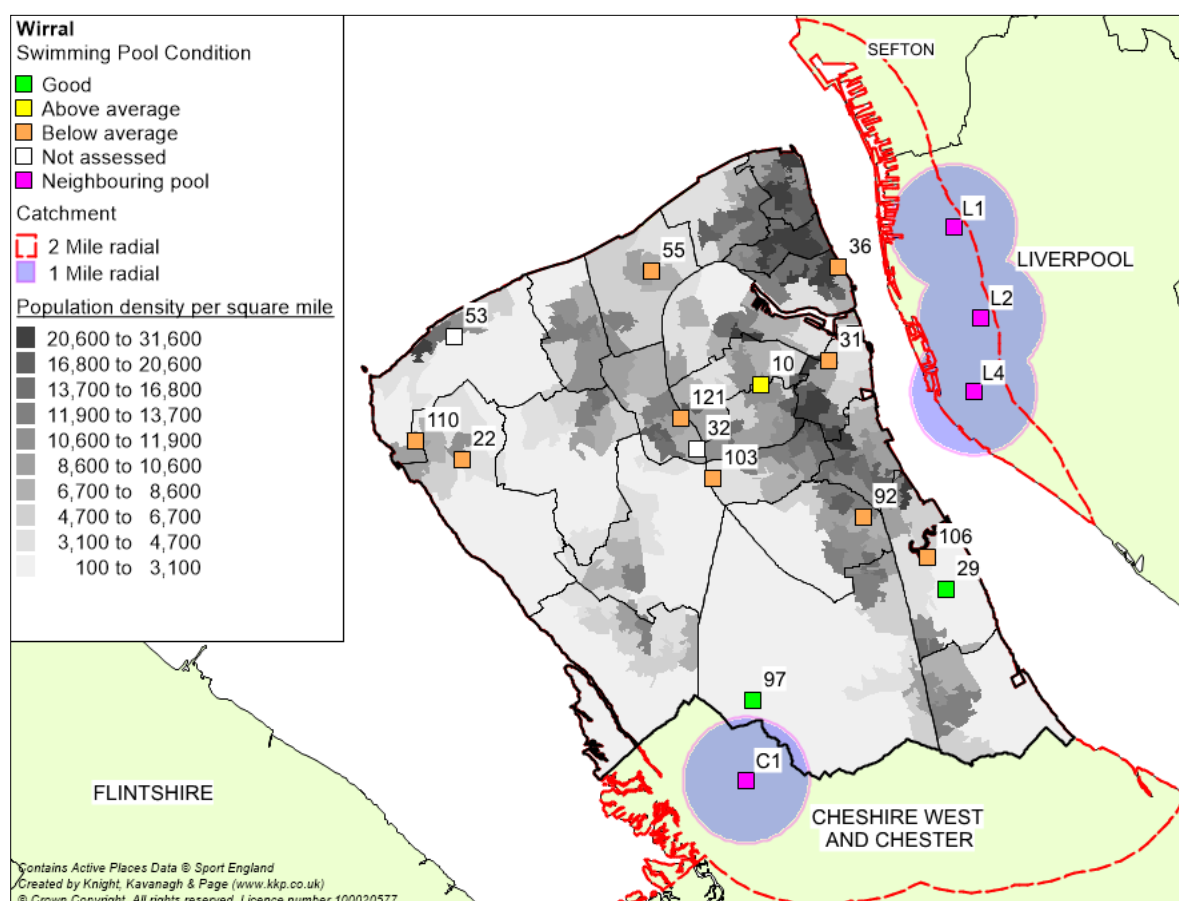


Table 5.8: Community available pools within 2-mile radial catchment of Wirral

Map ID	Active Places site name	Pool type	Access type	Local authority
C1	Neston Recreation Centre	Main/General	Pay & Play	Cheshire West & Chester
L1	Lifestyles Everton Park	Main/General	Pay & Play	Liverpool
L2	University of Liverpool SC	Main/General	Pay & Play	Liverpool

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Map ID	Active Places site name	Pool type	Access type	Local authority
L2	University of Liverpool SC	Learner	Pay & Play	Liverpool
L4	Lifestyles Park Road	Main/General	Pay & Play	Liverpool
L4	Lifestyles Park Road	Learner	Pay & Play	Liverpool

Source: Active Places Power 05/10/2018

Future development

Consultation with WBC suggests that there are plans to re-develop Europa Pools. The Authority is committed to replacing the facility. It remains to be seen whether this will be with a similar type of leisure water facility or a more traditional swimming pool which can accommodate a greater number of swimming lessons and provide more opportunities for water activity.

5.2: Sport England Facilities Planning Model (FPM)

Sport England's FPM report provides an overview of the current and future level of provision of swimming pools in Wirral. It uses data from the National Run Report December 2017.

Supply

The FPM identifies 19 individual pools on twelve swimming pool sites in Wirral Borough in 2017. It also states that the public swimming pool offer is very extensive, with all pool sites being able to accommodate the full range of swimming activities of: learn to swim; recreational public pay and swim; lane and fitness swimming and swimming development through clubs. In addition, there are two public swimming pool sites which provide fun/leisure activities.

The four commercial swimming pool sites are accessible to residents who are willing and able to pay a monthly membership fee. The type of use is mainly for recreational swimming by the centre membership. Some commercial sites may operate swim schools for learn to swim programmes

Demand

When looking at this closed assessment, the resident population of Wirral Borough in 2017 generates a demand for 3,381 m² of water. This compares to the total supply of 3,171 m² of water which is available for community use in the weekly peak period. So, on this basis, there is a negative balance of demand exceeding supply by 210 m² of water.

It should be noted that this calculation provides a 'global' view of provision and does not take account of the location, nature and quality of facilities in relation to demand; how accessible facilities are to the resident population (by car and on foot); nor does it take account of facilities in adjoining local authorities.

The finding is that, as of 2017, some 92% of the total demand for swimming from Wirral residents is satisfied/met. A high level of the total demand for swimming is located inside the catchment area of a pool (pools located both inside and outside the authority) and the pools have sufficient capacity to accommodate this level of demand. There is a subset of findings for satisfied demand which relates to the extent to which Wirral demand for swimming is retained at the swimming pools located in the borough. This is based on the catchment area of the Wirral pool locations and on Wirral residents using the pool nearest to where they live.

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In 2017, 85% of the total 92% of the Wirral demand which is met/satisfied is retained demand within the Borough. This is a high level and demonstrates that, for the majority of the borough population, the nearest pool to service Wirral-based demand for swimming is one located within the Council area. This is not surprising, given the geography of the Wirral.

The residual of satisfied demand, after retained demand, is exported demand. For 2017, the estimate is that 15% of the Wirral satisfied demand for swimming is met

Key findings from the FPM National Run2017 report

- ◀ The average of the public swimming pool sites is 42 years with the Guinea Gap pool site included and 28 years with it excluded. It is ageing stock of public swimming pool sites and the most recent pool site to be modernised, according to the data, is the Oval Leisure Centre in 2008.
- ◀ The location and catchment area of the Wirral swimming pool sites is very good, the nearest pool for more than eight out of ten visits to a swimming pool by a Wirral resident, is one located in the Borough. There is a very close correlation between the pool locations, their catchment area and the location of the Wirral demand.
- ◀ When supply and demand is assessed based on the catchment area of swimming pools and across local authority boundaries, the Wirral unmet demand for swimming equates to 223 m² of water. This is from residents who live outside the walking catchment area of a pool who do not have access to a car. As noted earlier, according to the 2011 Census, 26.8% of Wirral residents do not have access to a car.
- ◀ Unmet demand from residents who do not have access to a car and have to walk to pools, or, use public transport will always exist.
- ◀ There are insufficient levels of unmet demand to consider further swimming pool provision on the grounds of lack of access to a pool alone although there may well be a case for modernising or replacing pools based on age and condition.

The FPM is designed to include a 'comfort factor', beyond which the venues are too full. The model assumes that swimming pool usage over 70% of capacity is busy and the swimming pool is operating at an uncomfortable level above that percentage. The pool itself becomes too full to swim and the changing and circulation areas become crowded.

- ◀ In 2017, the pools in Wirral are estimated to be operating at 61.3% of pool capacity used in the weekly peak period, as a Borough wide average for all the pool sites.
- ◀ Two of the public leisure centre pool sites have substantially higher used capacity percentages; Europa Pools Leisure Centre (100%), the Oval Leisure Centre (86%). Two others; Woodchurch Leisure Centre (64%) and Leasowe Leisure Centre (61%) are close to the Borough wide average for used capacity.
- ◀ Public leisure centre pool sites provide for the full range of swimming activities of learn to swim, public recreational swimming, lane and fitness swimming, fun and family-based activity and swimming development through clubs. Public swimming pools have the fullest accessibility, in terms of programming and hours for club and public use.
- ◀ Public swimming pools are also proactively managed to encourage and support swimming participation. For all these reasons, there is a draw effect to the public pool sites and most often they have a higher estimated used capacity than the borough wide average.
- ◀ The Guinea Gap Leisure Centre (55%) and West Kirby Concourse Leisure Centre (48%) have an estimated lower percentage than the Borough average for pool capacity used in the weekly peak period. Guinea Gap is the oldest pool site in the Borough, having opened in 1908 and according to the data, the last extensive modernisation was in 1991.

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- ◀ It is located in the same area as the Europa Pools Leisure Centre site and the Leasowe Leisure Centre site, so demand is shared between the three. The latter two pool sites are more modern and so there may well be a draw and attraction to these sites which exceeds that of Guinea Gap. Sport England research does demonstrate that age and condition of a pool is important to customers and more modern pools do tend to have a draw effect and attraction over older pools.
- ◀ West Kirby Leisure Centre (48% of pool capacity used in the weekly peak period) is located in the area of the Borough with the lowest level of demand for swimming, plus the lowest level of unmet demand which is located outside the catchment area of a pool. It is most likely that the estimated lower level of pool capacity used, reflects the demand for swimming in that part of the Borough

5.3: Demand

Swim England's latest strategy, *Towards a Nation Swimming: a Strategic Plan for Swimming in England 2017-21*, aims to creating a happier, healthier and more successful nation through swimming. To achieve this, several strategic objectives have been set:

- ◀ Provide strong leadership and be the recognised authority for swimming.
- ◀ Substantially increase the number of people able to swim.
- ◀ Significantly grow the number/diversity of people enjoying/benefitting from regular swimming.
- ◀ Create a world leading talent system for all disciplines.
- ◀ Deliver a high quality, diverse and motivated workforce within swimming.
- ◀ Strengthening organisational sustainability for future generations.

Consultation with Swim England indicated a contrast with the FPM findings of 2017. All the leisure facilities are standard community swimming pools with no additional support facilities such as diving boards, additional lanes to complement a more competitive pool environment. According to the Sport England Active Power FPM 2018 run there is a swimming pool water deficit of -419m²; and even though the authority provides six community swimming pool centres this is primarily because of the high population for the area.

It suggests that another swimming pool facility with either a main pool with 6 or 8-lanes would redress this imbalance. The confirmed view that there is a deficit of water space in the area and an ageing stock. Its perspective is that any facility closures must be matched by equal replacement. Future provision must also consider expanding populations., but this is considered to be relatively small within the life span of the new Local Plan up to 2036.

The FPM report also notes that there is a number of swimming clubs in the Wirral operating out of all the local authority swimming pools and hiring some of the educational facilities. The FPM report has been re-run in 2018 with the two learner pools at Foxfield and Kingsmead schools excluded. In addition, the facilities have aged.

Club consultation:

Consultation with a range of swimming clubs has been undertaken.

Hoylake Amateur Swimming Club (HASC) - has approximately 220 members of which 160 are junior, 120 are female and 100 are male. Membership numbers have remained fairly constant over the past three years. It hosts trials approximately four times per year and accepts new swimmers who have two strong strokes and can manage 25m. The majority of members live between two and five miles away from the Concourse, from where HASC operates.

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It has Swim 21 (Swim England) accreditation. This recognises clubs which provide safe, effective and quality services for the benefit of members, based on the principles of long-term athlete development). It works to a swimming development plan and has, previously, successfully applied for funding to purchase general equipment, starting blocks, lane ropes and timing clocks.

HASC operates from the Concourse and Calday Swimming Pool. It presently pays c. £36,000 (12 hours a week for 50 weeks per annum) for the Concourse and c. £27,500 for Calday (13 hours per week for 50 weeks per annum). It understands that the Concourse is an old facility (48 years old) and confirms that the quality is reducing year on year referencing a recent example problem with a supply pipe which led to a two-week closure.

HASC is competitive by nature and competes in the National 'Arena' League Division 1. It also organises local school competitions. It is run by a committee and uses volunteer coaches. Like many other clubs, it suggests that it is getting harder to get people to volunteer and give of their time freely.

Bebington Swimming Club (BSC) - has 45 open age members (over 18 years old) and more than 140 junior members. Its members swim in the national league, development league, British and Welsh championships and north west regional leagues. It has seen an increase in membership in the last three years and has plans to keep on increasing (suggesting that it has capacity and the workforce to cater for this development). It operates from:

- ◀ The Oval Leisure Centre- 4 sessions per week (6 lanes).
- ◀ Woodchurch Leisure Centre – 1 session per week (4 lanes).
- ◀ Swimming pools in Liverpool and Knowsley.

Consultation with BSC suggests that the Oval is too warm for competitive swimming and that staffing issues have led to the cancellation of some sessions. It also cites problems with drainage and flooring and suggested that when equipment fails it can take a long time to fix. In addition, BSC suggests that the spectator facilities are also below standard. Events are expensive to run. Even with the issues cited above, BSC suggests that it would like more pool time as it has to use venues outside the authority to ensure that its swimmers have sufficient pool time.

Wirral Metro Swimming Club (MSC) - with 87 registered members, MSC is a competitive performance swimming club based at Europa Pools in Birkenhead. It is Wirral's only performance club. The performance swim programme guides young swimmers through a long term athlete development plan with a vision to competing at county, regional, national and international levels. Along with the other clubs in Wirral, MSC is SwimMark accredited.

Wallasey Swimming Club (WSC) - is based at Guinea Gap Leisure Centre, has 99 registered members and offers competitive swimming for juniors and masters and water-polo.

Leasowe Leisure Centre hosts both *Birkenhead Swimming Club* and *Woodchurch Swimming Club*. Birkenhead has 99 registered members and offers swimming, water polo, open water swimming and masters.

Woodchurch Swimming Club is also based at Woodchurch Leisure Centre. With 149 registered members it offers swimming to juniors only.

Additional housing and population growth are likely to place increasing pressure on water space over the period of the Local Plan. As mentioned above, learn to swim activities are

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hindered by a lack of trained staff. It is not clear as yet where demand will increase specifically across the Borough until housing developments are confirmed. It will also be necessary to consider that the majority of users of swimming pools use cars and that the majority of users are willing to travel up to 20 minutes to access facilities (all other things being equal).

5.4: Supply and demand analysis

The FPM identifies that supply and demand analysis indicates the following:

- ◀ There is an undersupply of water space in Wirral. This amount has increased from 219 m² in 2017 to 419 m² in 2018 according to Swim England. This may be due to two learner pools not being considered and the increasing age of swimming stock in the Borough.
- ◀ A number of pools in the area are of significant age and will, in the near future, need to be replaced.
- ◀ Additional water space will allow different aquatic sports to grow as additional programmes can be developed.

5.5: Sport England's facilities calculator (SFC)

This assists local planning authorities to quantify additional demand for community sports facilities generated by new growth populations, development and regeneration areas. It can be used to estimate facility needs for whole area (borough) populations but should not be applied for strategic gap analysis as it has no spatial dimension as it does not take account of:

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

Table 5.16: Sports facilities calculator

	Population 2015	Population estimate 2025	Population estimate 2033
ONS population projections	322,216	326,949	328,135
Population increase	-	4,733	1,186
Facilities to meet additional demand	-	+0.93 lanes	+0.23 lanes
Cost	-	£869,000	£218,000

Calculations assume that the current pool stock remains available for community use and the quality remains the same, the projected increase in population will lead to an increase in demand for pools. The SFC indicates that there will be a recommendation for an additional 0.93 swimming lanes, up to 2025 (estimated cost £869,000) and a further 0.23 swimming lanes up to 2033 (estimated cost - a further £218,000).

Current undersupply of water space is equivalent to 2 lanes of a pool and future demand projections to 2033 show increased demand for an additional 1.8 lanes. On this basis, by 2033, there will be a need for an additional swimming pool of 20m x 4 lanes in size. As identified above, it is not yet possible to determine where this facility may be located. Additional

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work regarding emerging demand will need to be undertaken to understand changing local circumstances.

5.6: Summary of key facts and issues

Facility type	Swimming pools	
Elements	Assessment findings	Specific facility needs
Quantity	There are 21 swimming pools on 14 sites across Wirral of which 12 are of the requisite size or offer a sufficiently varied programme to be considered as part of this study.	
Quality	<p>The swimming pool stock is relatively old. Two pools are in good condition (commercially operated), two are above average, 15 are below average and two remain unassessed.</p> <p>The estimated costs for upkeep and maintenance of the six local authority sites is significant with Europa Pools and Woodside Leisure Centre both requiring over £2 million investment to maintain them in appropriate.</p>	Given the public's demand/desire for quality facilities there is a requirement to ensure that facilities are improved and upgraded with a view to improving quality.
Accessibility	<p>The whole Wirral population lives within 20 minutes' drive time of a swimming pool.</p> <p>Just over two fifths of the population lives within one mile of a local authority owned/managed pool. Approximately 40.4% (129,325) live in areas of higher deprivation of which 40.2% live more than a mile away from a community available pool.</p> <p>The FPM suggests that current swimming facilities are located in the correct place to address demand.</p> <p>Neston Recreation Centre in Cheshire West & Chester is likely to attract residents from the more rural south of the Borough. Swimming pool facilities in Liverpool are used by a swimming club which cites quality as an important factor in its decision.</p>	There are no particular access issues across the Borough although a significant proportion of residents who live in areas of higher deprivation live more than one mile away from a community available pool.
Availability (Management and usage)	<p>There is a range of swimming opportunity including membership only deals at commercial facilities, essentially block bookings for specific clubs at educational venues and a full range of swimming activities at WBC pools.</p> <p>A number of swimming clubs just use one facility i.e. MSC (at Europa Pools) and Woodchurch Swimming Club. Others operate from more than one site.</p> <p>Some clubs also use facilities in Liverpool for training purposes.</p> <p>There is a waiting list for swimming lessons with the local authority citing problems with workforce development as the key issue. A partnership arrangement is being entered into with MSC to try and overcome the problem and reduce the deficit.</p>	<p>Wirral is well serviced by a range of water spaces across the Borough. Different market segments are catered for currently.</p> <p>There is a need to ensure that ageing stock is renewed or replaced throughout the life span of the new Local Plan to ensure that the present water space is, at the very least is retained.</p> <p>Development of partnership agreements or streamlining of club use (i.e. amalgamation of clubs)</p>

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	The amount of water space and different management arrangements cater for a full range of swimming options across the Borough	could lead to more water space becoming available for classes and other aquatic sports, should demand dictate.
Summary	<p>There is a small undersupply of water space identified by the FPM. Efficient use of facilities by swimming clubs could lead to more water time being either given over to wider public use or to drive up numbers catered for by the clubs themselves.</p> <p>There is a need to increase the number of swimming teachers in the area to reduce waiting lists.</p> <p>All the WBC swimming facilities will need significant investment over the lifespan of the Local Plan and it may be time to conceive a long term master plan for water for Wirral, that will ensure that improved quality opportunity is continuously available to residents in the future.</p>	

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SECTION 6: HEALTH AND FITNESS SUITES

For the purposes of assessment health and fitness suites are normally defined as venues with 20 stations or more. A station is a piece of static fitness equipment; larger health and fitness centres with more stations are generally able to make a more attractive offer to both members and casual users.

They can provide a valuable way to assist people of all ages, ethnicities and abilities to introduce physical exercise into their daily lives with the obvious concomitant benefits to health, fitness and wellbeing.

The current state of the UK fitness industry is complex with a variety of providers including the private sector (ranging from low cost operators to the high-end market), trusts, schools and local authority operators. Within the UK private fitness market has continued to grow steadily over the last 12 months with an estimated increase of 2% in the number of members, 4.6% in the number of facilities and 2.9% in market value. The growth, however, is lower than last year; which saw increases of over 5% in both members and market value.

According to the State of the UK Fitness Industry Report (2018) there are now 7,038 fitness facilities in the UK, up from 6,728 last year. Total industry membership is up 2% to £9.9 million which means that one in seven people in the UK is a member of a gym.

The total market value is estimated at £4.9 billion, up 2.9% on 2017. The UK penetration rate is at 14.9%, the same as the previous year.

A total of 275 new public and private fitness facilities opened in the last 12 months, up from 272 in 2017. Pure Gym and GLL have strengthened their positions as the UK's leading private and public operators (by number of gyms and members). Pure Gym has become the first operator to reach 200 clubs and impressively passed the one-million-member mark earlier this year. GLL, with 194 gyms, is also likely to break the 200 milestone within the next year. (There are no figures available to indicate the number of gyms which have closed).

6.1: Supply

Quantity

There are 46 health and fitness gyms in Wirral with a total of 1,833 stations as identified in Figure 6.1 and Table 6.1. They are well-distributed across the more densely populated areas of the Authority. They do not include facilities that are privately owned or located in residential or employment facilities, for example, care homes, student accommodation and workplaces.

It should be noted that fitness facilities containing fewer than 20 stations are generally not considered within the assessment although they can be available and service small sections of the community; where this is considered to be the case they are included. For the purpose of this report, however, they are discounted because of their scale.

Consequently, when those with fewer than 20 stations (many of which are based on school sites) are excluded the number of available health and fitness suites available in Wirral reduces to 25 sites with 1,575 stations available to the community.

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Figure 6.1: All health and fitness facilities in Wirral on population density

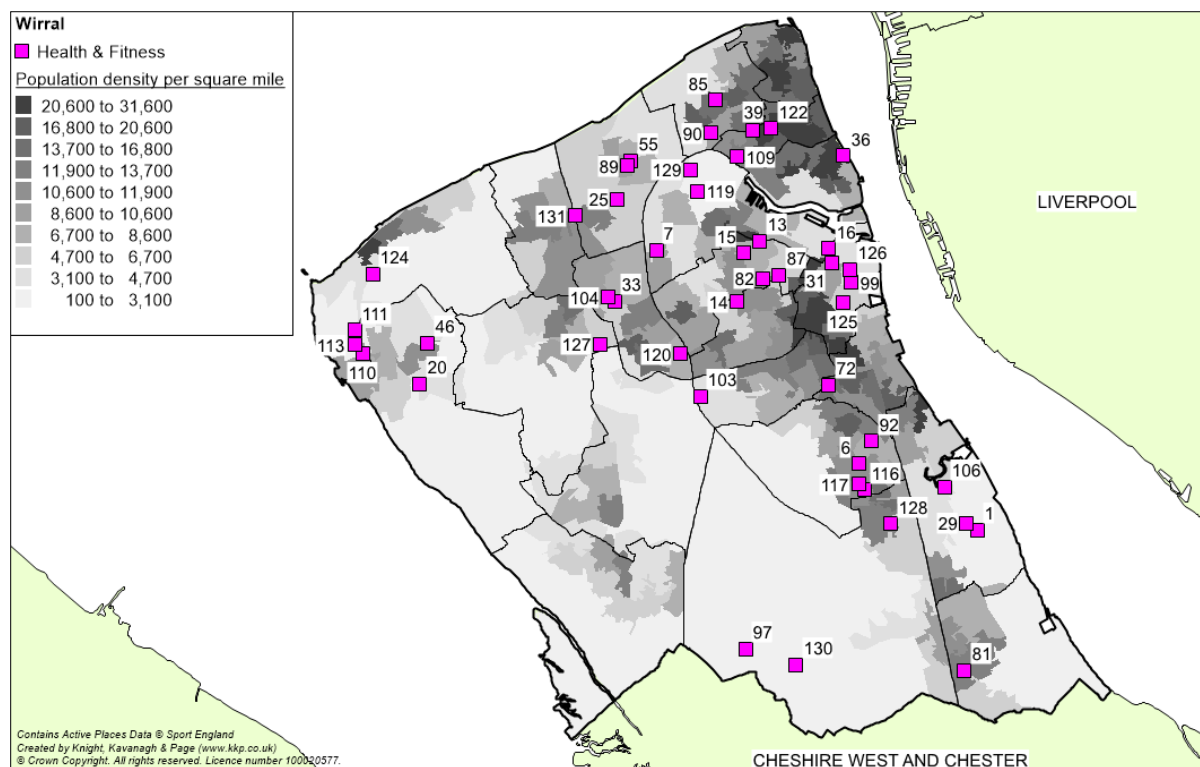


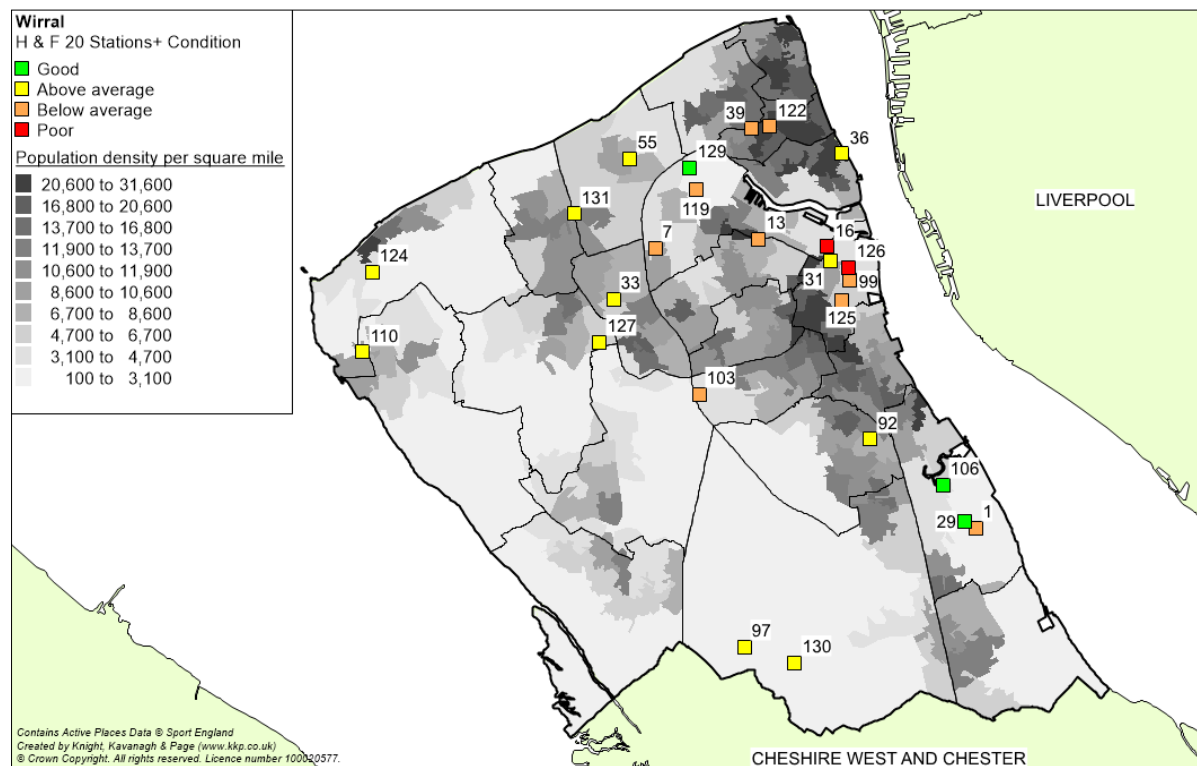
Table 6.1: All health and fitness facilities in Wirral

ID	Site name	Stns	ID	Site name	Stns
1	24/7 Fitness (Bromborough)	115	92	The Oval Leisure Centre	96
6	Bebington High Sports College	10	97	Thornton Hall Country Club	50
7	Beechwood Recreation Centre	40	99	Titans Gym	35
13	Birkenhead Park Rugby Club	28	103	Total Fitness (Prenton)	200
14	Birkenhead School	8	104	Upton Hall School FCI	10
15	Birkenhead Sixth Form College	15	106	Village Gym (Wirral)	100
16	Birkenhead Youth Club	40	109	Weatherhead High School	15
20	Calday Grange Grammar School	15	110	West Kirby Concourse LC	85
25	Clare Mount Sports College	12	111	West Kirby Grammar School	7
29	DW Sports Fitness Bromborough	100	113	West Kirby Residential School	10
31	Europa Pools Leisure Centre	35	116	Wirral Grammar School Boys	11
33	Gravity Health Club	80	117	Wirral Grammar School Girls	10
36	Guinea Gap Leisure Centre	40	119	Wirral Tennis & LC Centre	26
39	Hearts Ladies Health Club (Wallasey)	35	120	Woodchurch High School Sports Complex	12
46	Hilbre High School Sports Centre	14	122	World Class Gym	100
55	Leasowe Leisure Centre	85	124	Zone Fitness	37
72	Prenton High School for Girls	10	126	Rocky's Gym	28
81	South Wirral High School	11	127	Empowered Fit Gym	30
82	St Anselms College	12	128	GI Fitness	18
85	St Mary's Catholic College	15	129	Pure Gym	80
87	The Birkenhead Park School	16	125	Crossfit Wirral	20

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ID	Site name	Stns	ID	Site name	Stns
89	The Kingsway Academy	12	130	Underground Training Station	30
90	The Mosslands School	15	131	Body Tech Fitness	60

Figure 6.2: Health & fitness suites with 20+ stations on population density by condition



Quality

All sites were subjected to a non-technical quality assessment. Three are considered to be good quality, 11 are above average and nine were below average with Birkenhead Youth Club and Rocky's Gym considered poor.

Table 6.2: Health & fitness suites with 20+ stations on population density by condition

ID	Site name	Stations	Condition
1	24/7 Fitness (Bromborough)	115	Below average
7	Beechwood Recreation Centre	40	Below average
13	Birkenhead Park Rugby Club	28	Below average
16	Birkenhead Youth Club	40	Poor
29	DW Sports Fitness (Bromborough)	100	Good
31	Europa Pools Leisure Centre	35	Above average
33	Gravity Health Club	80	Above average
36	Guinea Gap Leisure Centre	40	Above average
39	Hearts Ladies Health Club (Wallasey)	35	Below average
55	Leasowe Leisure Centre (Wallasey)	85	Above average
92	The Oval Leisure Centre	96	Above average
97	Thornton Hall Country Health Club	50	Above average

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ID	Site name	Stations	Condition
99	Titans Gym	35	Below average
103	Total Fitness (Prenton)	200	Below average
106	Village Gym (Wirral)	100	Good
110	West Kirby Concourse Leisure Centre	85	Above average
119	Wirral Tennis & Leisure Centre	26	Below average
122	World Class Gym	100	Below average
124	Zone Fitness	37	Above average
126	Rocky's Gym	28	Poor
127	Empowered Fit Gym	30	Above average
129	Pure Gym	80	Good
125	Crossfit Wirral	20	Below average
130	Underground Training Station	30	Above average
131	Body Tech Fitness	60	Above average
Total		1,575	

Accessibility

The Sport England classification of access type defines registered membership use facilities as being publicly available. For health and fitness suites, this generally means a monthly membership fee which can vary considerably. Private operators do not have a contractual obligation to, for example, offer exercise referral nor do they necessarily actively target hard to reach groups. It is also acknowledged that some memberships are considered expensive while others are cheaper than those offered by public sector managed venues. There is little doubt that the various market segments do take pressure off the more available public facilities.

Table 6.3: IMD 2015 populations: Wirral H&F min 20 stations, 20-minute walk

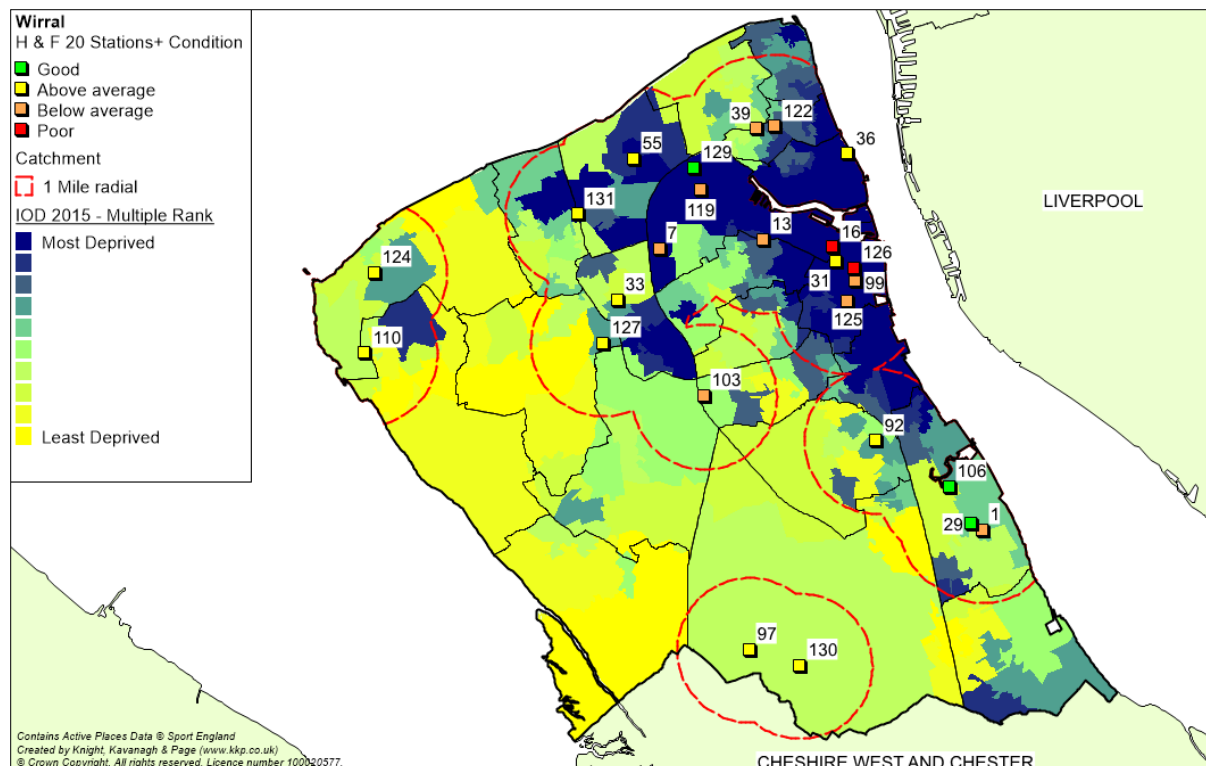
IMD 2015 10% bands	Wirral		Health & Fitness (20 stations+) catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	68,279	21.3%	65,664	20.5%	2,615	0.8%
10.1 - 20	29,816	9.3%	27,673	8.6%	2,143	0.7%
20.1 - 30	31,230	9.8%	27,390	8.6%	3,840	1.2%
30.1 - 40	26,768	8.4%	19,484	6.1%	7,284	2.3%
40.1 - 50	18,231	5.7%	16,019	5.0%	2,212	0.7%
50.1 - 60	24,272	7.6%	15,384	4.8%	8,888	2.8%
60.1 - 70	37,327	11.7%	30,035	9.4%	7,292	2.3%
70.1 - 80	31,990	10.0%	20,001	6.2%	11,989	3.7%
80.1 - 90	26,034	8.1%	8,408	2.6%	17,626	5.5%
90.1 - 100	26,282	8.2%	8,668	2.7%	17,614	5.5%
Total	320,229	100.0%	238,726	74.5%	81,503	25.5%

Appropriate walk and drive-time accessibility standards are applied to health and fitness suites to determine provision deficiencies or surpluses. The normal acceptable standard is a 20-minute walk time (one-mile radial catchment) for an urban area.

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The majority of the population (74.5%) thus resides within one mile of a health and fitness facility. In general, it is assumed that those who do not must cycle, use a car or public transport to access one. Just under one third 30.6% (98,095 people) in Wirral live in areas of higher deprivation. Of these 93,337 (95%) reside within one mile of a health and fitness facility. The whole Wirral population resides within 20 minutes' drive of a 20+ station gym.

Figure 6.3: Community available health & fitness suites with 1-mile radial catchment



Neighbouring facilities

There are 20 health and fitness gyms located within two miles of the Wirral Authority boundary. Two (C1 and C2) are located in Cheshire West and Chester, three are in Sefton (S1, S2 and S3) with the remaining 14 located in Liverpool. Eight are of significant size with 100+ stations and are deemed likely to attract clients from further afield than smaller venues. Management and ownership varies; some belong to national chains, others by different local authorities and some are private or are provided by education institutions e.g., Liverpool University.

Table 6.4: Health and fitness gyms within 2 miles of Wirral boundary

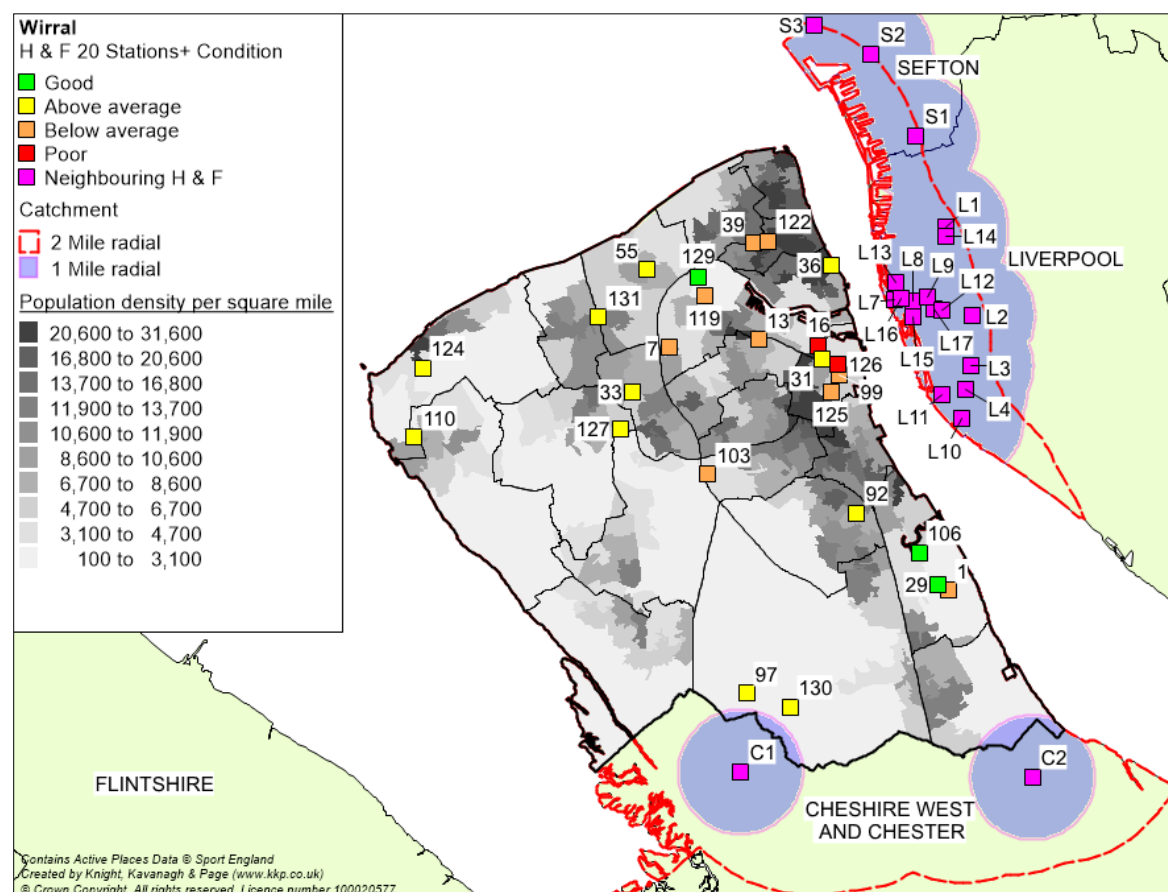
ID	Active Places site name	Stations	Access type	Local authority
C1	Neston Recreation Centre	27	Pay & Play	Cheshire West/Chester
C2	Core Fitness Centre	35	Reg Mem	Cheshire West/Chester
L1	Lifestyles Everton Park	71	Pay & Play	Liverpool
L2	University of Liverpool SC	125	Reg Mem	Liverpool
L3	Toxteth Fire Fit Hub	24	Reg Mem	Liverpool
L4	Lifestyles Park Road	21	Reg Mem	Liverpool
L7	Harbour Club	72	Reg Mem	Liverpool

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ID	Active Places site name	Stations	Access type	Local authority
L8	JD Gyms	110	Reg Mem	Liverpool
L9	Lifestyles Millennium	77	Reg Mem	Liverpool
L10	Nuffield Health	120	Reg Mem	Liverpool
L11	Pure Gym (Brunswick)	220	Reg Mem	Liverpool
L12	Pure Gym (Central)	220	Reg Mem	Liverpool
L13	The Ark Health & Fitness	38	Reg Mem	Liverpool
L14	The Gym (Great Homer St)	170	Reg Mem	Liverpool
L15	The Gym (Liverpool One)	142	Reg Mem	Liverpool
L16	The Racquet Club	28	Reg Mem	Liverpool
L17	Easygym	150	Reg Mem	Liverpool
S1	Hugh Baird College	60	Reg Mem	Sefton
S2	The Fitness Connection	56	Pay & Play	Sefton
S3	Crosby Lakeside Adventure Centre	38	Reg Mem	Sefton

Source: Active Places Power 05/10/2018

Figure 6.4: Fitness gyms in Wirral and within 2 miles of Wirral boundary



Source: Active Places Power 31/07/2018

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Availability and programming

The Sport England classification of access type defines registered membership use facilities as being publicly available. This generally means a monthly membership fee, the cost of which can vary considerably. It is acknowledged that some memberships which might be considered expensive offer access to different market segments, suggesting that they ease pressure on the more available facilities (i.e. those with cheaper membership options).

Table 6.5: Pricing structure of facilities in Wirral

Site name	P&P	Monthly	12-month DD	Notes
24/7 Fitness (Bromborough)	£5.95	£21.95 / £24.95	£199/£249	
Beechwood Recreation Centre	-	£29.00	£290.00	Membership through Invigor8, various options available.
Birkenhead Park Rugby Club	-	-	-	Not available to community.
Birkenhead Youth Club				
DW Sports Fitness (Brom)	-	£58.00	£456.00	Concessionary rate also available.
Europa Pools Leisure Centre	-	£29.00	£290.00	Membership through Invigor8, various options available.
Gravity Health Club	-	£19.95	£199.00	Current promotion price, prices may vary.
Guinea Gap Leisure Centre	-	£29.00	£290.00	Membership through Invigor8, various options available.
Hearts Ladies Health Club (Wallasey)	-	£38.95 (12 month contract)	£389.50 (lump sum)	Various other membership options available, including concessionary prices.
Leasowe Leisure Centre (Wallasey)	-	£29.00	£290.00	Membership through Invigor8, various options available.
The Oval Leisure Centre	-	£29.00	£290.00	Membership through Invigor8, various options available.
Thornton Hall Country Health Club	-	£60.00	-	Only members and hotel guests can access the gym.
Titans Gym	£5 .00	£35.00	£31.50 / month	Concessionary rates are also available.
Total Fitness (Prenton)	-	£38.00 / £45.00	£418.00 / £495.00	£15 joining fee applies to all memberships.
Village Gym (Wirral)	£15.00	£75.00	£48.00	Various other membership options available.
West Kirby Concourse Leisure Centre	-	£29.00	£290.00	Membership through Invigor8, various options available.
Wirral Tennis & Leisure Centre	-	£29.00	£290.00	Membership through Invigor8, various options available.
World Class Gym	-	£30.00	£25.00 / month	
Zone Fitness	-	£45.00	£29.99 / month	
Rocky's Gym	£4	£30.00	£23.99 / month	
Empowered Fit Gym	-	£35.00	-	

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Site name	P&P	Monthly	12-month DD	Notes
Pure Gym	£6.99	£19.99*	£215.88 (lump sum)	Various other membership options available. *joining fee applies to monthly memberships.
Crossfit Wirral	-	£40.00 / £50.00 / £60.00	-	Price depends on desired number of classes per week.
Underground Training Station	£6.00	£29.99	-	Minimum membership is for 3 months.
Body Tech Fitness	£5.00	£29.99	£24.99 / month	Various other membership options available.

*Joining fee/ administration fee

6.2: Demand

Health and fitness is a highly popular, appealing to men and women across a range of age groups. To identify provision adequacy a demand calculation based upon the assumption that average usage rates will increase slightly in the future is applied. Population increases are factored in to enable calculation of whether current supply will meet future demand.

Table 6.6: UK penetration rates; health/fitness in Wirral (ONS Data)

	2016	2028	2036
Adult population	262,117	267,274	271,039
UK penetration rate	15%	15%	16%
Number of potential members	39,318	40,091	43,366
Number of visits per week (1.75/member)	68,806	70,159	75,891
% of visits in peak time	65	65	65
No. of visits in peak time (equated to no. of stations required i.e. no. of visits/39 weeks*65%)	1147	1169	1265
Number of stations (with comfort factor applied)	1,720	1,754	1,897

(Model identifies 1.75 visits p/week by members and 65% usage during 39 weeks of the year.)

*it is understood within the health and fitness industry that facilities which are deemed too full will result in a decline in membership. The comfort factor takes this into account when estimating supply and demand.

According to average user rates there is a current need for 1,720 stations across Wirral. This is expected to grow by 177 to 1,897 by 2036. (This takes account of a comfort factor - particularly at peak times).

When comparing this to the number of community available stations currently available (1,694) and accounting for the comfort factor, the market appears to have a supply demand balance to service the adult population based on the calculations above. This balance will continue until post 2033.

It is not uncommon for the private sector to identify niche markets and fill them with a range of health and fitness stations which can appear to look as though the market is congested. While some of these may be 'budget operators' it does not necessarily make them available to harder to reach groups and people from areas of (relative) disadvantage as cost is only one factor which hinders usage. Nonetheless, consultation did not indicate demand for further stations.

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Supply and demand analysis

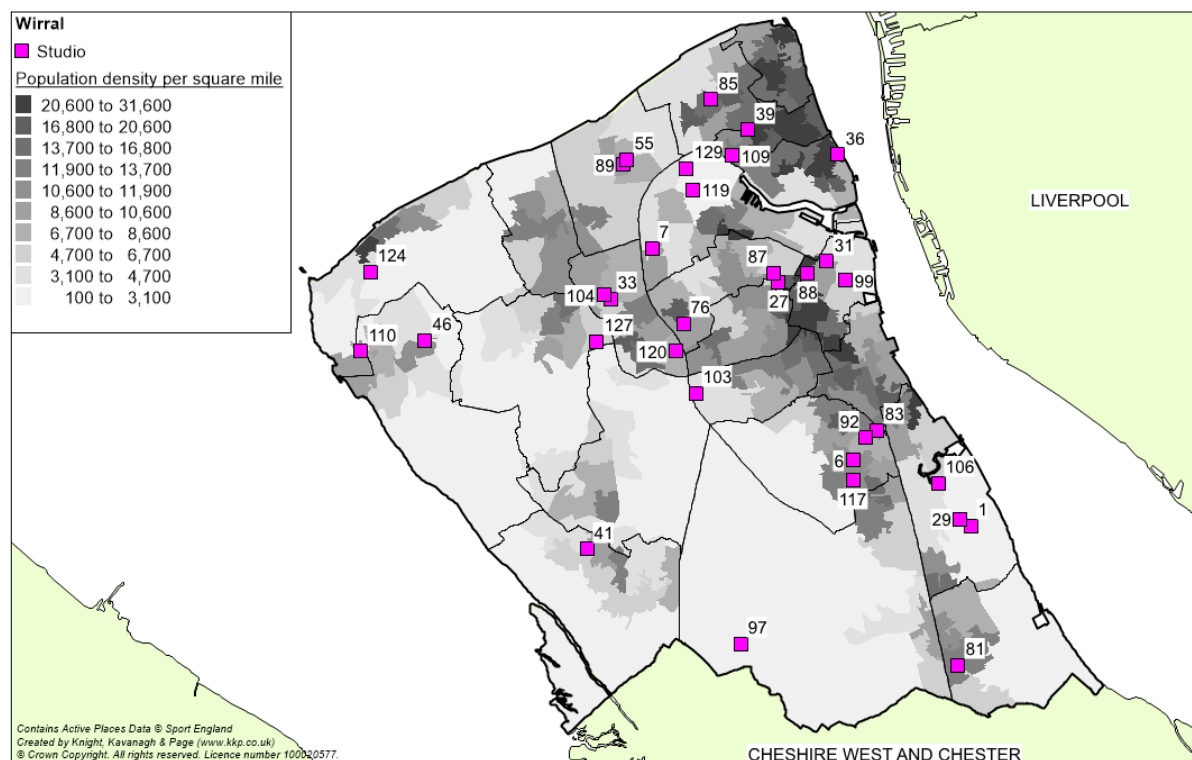
There are 1,575 health and fitness stations (20 stations or more) across 25 facilities in Wirral with a further 20 health and fitness stations within 2 miles of the Authority. The estimated demand for such facilities is 1,720 stations across Wirral. This is expected to grow by 177 to 1,897 by 2036 as identified above. The offer is varied with different quality and, price points suggesting that they attract (or intend to attract) different market segments.

Health and fitness facilities are an important facet of leisure provision and have been a very successful addition to sports centres over the past three decades. Income derived from them helps to offset the cost/underpin the viability of other aspects of leisure provision, especially swimming and targeted physical activity programmes such as Exercise on Referral. The challenge for Wirral is to provide opportunity for people from areas of higher deprivation who are less likely to be able to afford or choose to access health and fitness opportunity.

6.3: Dance studios

Dance studios are an important element of the wider health, fitness and conditioning market. They vary in size, shape, quality of environment, access to sprung wooden floors and quality of ancillary facilities. There has been an increase in the numbers of people accessing fitness classes as identified in the UK penetration rates. Activity type also varies from low impact classes such as Pilates and yoga to the more active dance, step, Boxercise and Zumba. It is also worth noting that dance classes and clubs are also a key user of studio spaces throughout the country. The KKP audit found 44 dance studios on 33 different sites, the majority of which were subject to a non-technical assessment as identified in Table 6.8.

Figure 6.5: Dance studios in Wirral



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Table 6.8: Wirral studios

Map ID	Site name	Access	Condition
1	24/7 Fitness (Bromborough)	Registered Membership	Below average
6	Bebington High Sports College	Sports Club / CA	Above average
7	Beechwood Recreation Centre	Pay and Play	Below average
27	Drill At Grange Road West	Pay and Play	Not assessed
29	DW Sports Fitness	Registered Membership	Good
29	DW Sports Fitness	Registered Membership	Good
31	Europa Pools Leisure Centre	Pay and Play	Below average
33	Gravity Health Club	Registered Membership	Above average
36	Guinea Gap Leisure Centre	Pay and Play	Not assessed
36	Guinea Gap Leisure Centre	Sports Club / CA	Not assessed
39	Hearts Ladies Health Club	Registered Membership	Above average
39	Hearts Ladies Health Club	Registered Membership	Below average
41	Heswall Lawn Tennis Club	Sports Club / CA	Not assessed
46	Hilbre High School Sports Centre	Sports Club / CA	Below average
55	Leasowe Leisure Centre	Pay and Play	Above average
76	Ridgeway High School	Sports Club / CA	Not assessed
81	South Wirral High School	Private Use	Above average
83	St John Plessington Catholic Coll.	Private Use	Poor
85	St Mary's Catholic College	Sports Club / CA	Below average
85	St Mary's Catholic College	Sports Club / CA	Not assessed
87	The Birkenhead Park School	Sports Club / CA	Above average
88	The Hive Youth Zone	Private Use	Good
89	The Kingsway Academy	Sports Club / CA	Not assessed
92	The Oval Leisure Centre	Registered Membership	Above average
92	The Oval Leisure Centre	Registered Membership	Above average
97	Thornton Hall Country Health Club	Registered Membership	Good
99	Titans Gym	Registered Membership	Below average
103	Total Fitness	Registered Membership	Above average
103	Total Fitness	Registered Membership	Above average
103	Total Fitness	Registered Membership	Above average
103	Total Fitness	Registered Membership	Not assessed
104	Upton Hall School FCJ	Private Use	Not assessed
106	Village Gym	Registered Membership	Good
106	Village Gym	Registered Membership	Good
109	Weatherhead High School	Sports Club / CA	Not assessed
110	West Kirby Concourse LC	Pay and Play	Above average
110	West Kirby Concourse LC	Sports Club / CA	Above average
117	Wirral Grammar School for Girls	Sports Club / CA	Not assessed
119	Wirral Tennis & Leisure Centre	Registered Membership	Below average
120	Woodchurch High School SC	Sports Club / CA	Good
124	Zone Fitness	Registered Membership	Above average
127	Empowered Fit Gym	Registered Membership	Above average
129	Pure Gym	Registered Membership	Not assessed
129	Pure Gym	Registered Membership	Not assessed

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6.4: Summary of key facts and issues

Facility type	Health & fitness	
Elements	Assessment findings	Specific facility needs
Quantity	There are 46 health and fitness facilities of which 25 have 20+ stations. The 25 facilities offer 1,575 stations in Wirral with a further 20 health and fitness stations within 2 miles of the Authority. In addition, there are 44 dance studios.	There is a current modelled under supply of fitness facilities of approximately 145 which is projected to grow to 350 by 2036.
Quality	The quality of the gyms and dance studios generally mirror one another. Three health and fitness facilities are good, 11 are above average, nine are below average and two are poor.	There is a need to maintain quality and where possible improve the condition of the average/below average rated gyms and dance studios. In the case of local authority facilities, the improvement will be linked to the wider requirements of all the ageing facilities.
Accessibility	All the main population areas have health and fitness facilities. The whole Wirral population is within 20 minutes' drive time of a health and fitness facility. 95% of people living in areas of higher deprivation are within 20 minutes' walk of health and fitness facility.	Maintain the current good level of access.
Availability (Management and usage)	A full range of facility types exist with membership and pay and play opportunities available across the Borough.	The key need is to ensure that health and fitness facilities cater fully for the full range of different market segments within the Wirral community.
Strategic Summary	The market for health and fitness is still growing with different market segments utilising different types of facility. The importance of the financial contribution that health and fitness provision can make to the viability of (and to enable) other publicly accessible facilities as swimming pools needs to be taken into account. Health and fitness facilities along with dance studio space have the potential to drive and cater for increased physical activity in the wider population.	

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SECTION 7: SQUASH

In recent years, squash has experienced challenging times. It is now following a new strategic path, implementing a company-wide rebrand and undergoing a major restructure and downsizing. England Squash (the NGB for the sport) has achieved Sport England's recently set core strategic goals including arresting the decline in participation. England Squash is committed to supporting the traditional infrastructure of county associations, clubs, coaches and officials to grow the game through key programmes (e.g. Squash101) and campaigns (e.g. Squash Girls Can) but will need to apportion resources in a significantly different manner. Its 2017-2021 strategy will:

- ◀ Continue to build a model sport's governing body that enables participation and enjoyment of squash whilst delivering a robust talent pathway and successful performance programme.
- ◀ Deliver a membership scheme that caters to and encourages players and coaches of all levels.
- ◀ Form a progressive organisation with an enhanced international reputation.

Enhancing Squash (2017-2021) outlines the proposed vision, principles and strategic pillars for England Squash. Its vision is *to make squash the #1 racket sport in England*. Its mission is to create a thriving squash community by redefining and enhancing the squash experience for players, coaches, officials and volunteers, that enables us to sustain the sport, maximise revenue potential and develop world leading teams and individuals.

Table 7.1: England Squash Strategic aims:

Element	Aim
Governance	Adhere to the highest standards of organisational governance.
Membership	Provide a membership model that caters to and provides benefits for anyone interested in playing and coaching squash irrespective of their ability.
Programmes	Enabling and supporting partners to be at the forefront of adult and player recruitment and retention.
Talent & high performance	Provide a support and development programme that identifies, develops and delivers world leading individuals and teams.
Commercial	Create a diversified and effective revenue model that minimises risk and reduces dependency on funding.

7.1 Supply

The 10 sites with squash courts in Wirral provide a total of 27 squash courts, of which five are glass backed and 22 are normal. Table 7.2 and Figure 7.1 identify that most of the squash courts are above average quality. They are located throughout the Wirral Borough with all areas of higher population density able to access squash courts.

Three of the facilities are available on a pay and play basis, but membership is required at Village Gym and Heswall Squash Racquets Club with restricted use at Birkenhead School and Youth Club, the OC at Knockalae Hall and New Brighton Football Club.

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Figure 7.1: Location and quality of squash courts in Wirral

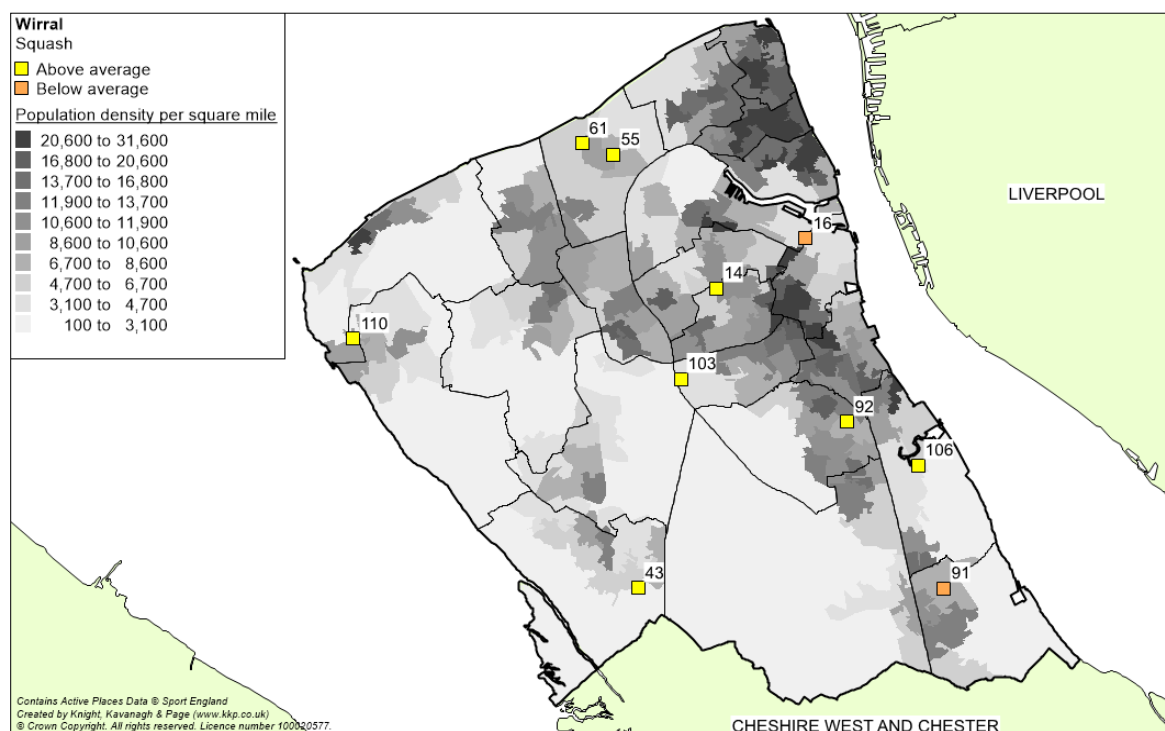


Table 7.1: Squash courts in Wirral

ID	Site name	Courts			Condition
		Normal	Glass backed	Total	
14	Birkenhead School	1	0	1	Above average
16	Birkenhead Youth Club	1	1	2	Below average
43	Heswall Squash Racquets Club	4	1	5	Above average
55	Leasowe Leisure Centre	2	0	2	Above average
61	New Brighton Football Club	6	1	7	Above average
91	The OC at Knockaloe Hall	2	0	2	Below average
92	The Oval Leisure Centre	1	0	1	Above average
103	Total Fitness	0	2	2	Above average
106	Village Gym	4	0	4	Above average
110	West Kirby Concourse Leisure Centre	1	0	1	Above average
Total		22	5	27	

7.2: Demand

A key club in Wirral is Heswall Squash club. It offers six mens' and two ladies' teams which compete in the North West Counties Squash League. It also offers:

- ✦ Box leagues for squash and racketball.
- ✦ Squash and racketball 'mix-in' for less competitive play.
- ✦ Tournaments for all levels.
- ✦ Qualified coaching.
- ✦ Squash mentoring on an informal basis.

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The Club is also a host site for other sports including Pensby Runners, the Heswall Model Aircraft and Heswall Anglers. Membership costs are as follows:

- ◀ Full membership - £204
- ◀ Joint membership - £288
- ◀ Various day, youth, junior, country, social, senior and associate memberships, mixins.

It is reported that one court at each of Leasowe Leisure Centre, Bebington Oval and West Kirkby Concourse are given over to other uses such as table tennis or class based exercise.

7.3: Summary

Facility type	Squash courts	
Elements	Assessment findings	Specific facility needs
Quantity	There are 27 squash courts in Wirral (5 glass backed).	.
Quality	All but two facilities (which are both rated below average) are considered to be above average.	There is a need to maintain quality and where possible improve the condition of the current stock.
Accessibility	The main population centres appear to have access to squash courts with the north east of the Borough the exception.	
Availability (Management and usage)	Access to squash courts on a pay and play basis is available at local authority sites. Heswall Squash Club offers membership arrangements but is also keen to engage new players (both male and female)	
Strategic Summary	The market for squash has stagnated over the past 10 years or so. There is still a healthy supply of squash courts in Wirral, although they are under pressure as multi use areas. The key is to maintain the quality of all current facilities.	

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SECTION 8: ATHLETICS

Athletics is administered in the UK by UK Athletics. It has responsibility for developing and implementing the rules and regulations of the sport, anti-doping protocol, health and safety, facilities and welfare, training and coach education and permitting and licensing. At England level, governance is the responsibility of England Athletics. Clubs compete in leagues and travel to various venues across the region and country to perform. The ambition is to create an innovative and inspiring network of sustainable athletics facilities, with the capacity to meet both current and future demand across England. England Athletics has published a national facilities strategy to explain how it will work towards achieving this ambition.

8.1 Supply

The Oval is the only full sized athletics track in the authority. Total Fitness at Prenton has a 200m indoor track which is available to registered members, so is not available to the wider community. The Oval is located to the east of the borough in areas of higher population density, it was built in 1973 and resurfaced in 2005. It is home to a number of athletics clubs including Birkenhead Athletics Club, Wallasey Athletics Club and Wirral Athletics Club. In addition, the peninsula is serviced by a number of road running clubs including Village Road Runners, Ellesmere Port Road Runners, Pensby Road Runners and UTS Road Running Club.

Figure 8.1: Athletics on population density with 30 minutes' drive time

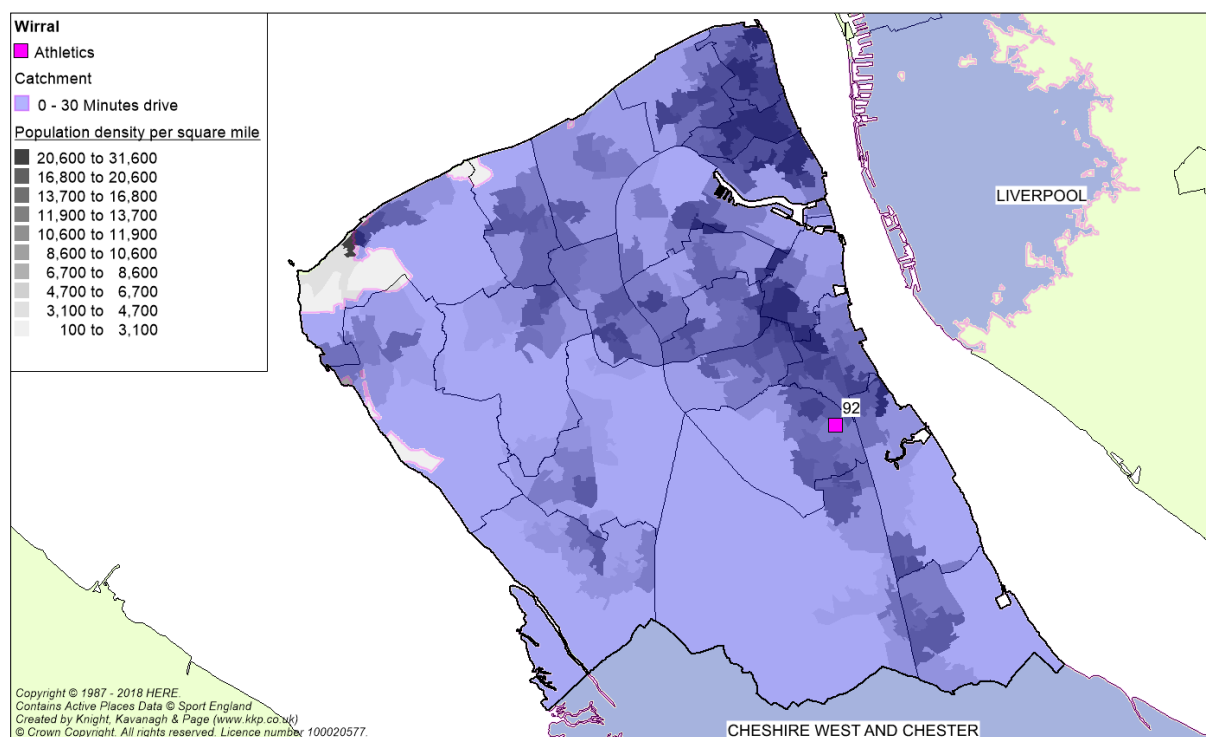


Table 8.1: Wirral athletics

Map ID	Site name	Lanes	Surface
92	The Oval Leisure Centre	6	Synthetic

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Facilities include a 6-lane synthetic track, with field events (throwing areas) inset, jumping pits, a small spectator grandstand with changing rooms built in, floodlights and car parking for 200 cars.

Quality

England Athletics identifies that the Oval is a level 2 standard competition facility. Built in 1973 it was refurbished in 2005. Changing rooms were refurbished in 2008 and some repairs were carried out on the stand in 2018. The changing rooms are, however, poor quality. The facilities at the Oval, including the track, are owned and maintained by Wirral Council.

Accessibility

Almost 99% of Wirral's population (318,172 of the ONS MYE 2017 population of 322,796) is estimated to be within a 30 minutes' drive of the athletics track at The Oval Leisure Centre. Consultation with Wirral Athletics Club suggests that young people who live in Wallasey and the west of the Borough, in particular, cannot access the facility on a regular basis and suggests the need for an indoor facility of some sort, which can service more residents.

Deeside Athletics Stadium in Cheshire West and Chester and Wavertree Athletics Stadium in Liverpool are both just over 30 minutes' drive time from the Oval. Both have 8 lane tracks. Wavertree has benefitted from significant recent investment. It also has an indoor athletics facility.

Availability

The track is owned and managed by WBC. Wirral Athletics Club (WAC) has an ongoing hire arrangement with the Council so does not have full security of tenure, however WBC is responsible for full repair and maintenance of the site.

8.2: Demand

Consultation with England Athletics suggests that the Wirral is a strong area for road running, in particular. It is estimated that 70% of athletics activity is undertaken by road running clubs rather than track and field activity. Road running continues to go from strength to strength with participation growing year on year, track and field on the other hand appears to be at a plateau in its development. Membership is very evenly represented with 51% male and 49% female. England Athletics recently published its updated Facilities Strategy, whereby it identifies the importance of maintaining its current stock of facilities across the Country.

Based at the Oval, Wirral Athletics Club is a key anchor tenant. WAC uses the facility three nights per week from 17.30 - 20.30 hours and Saturday mornings 09.30-11.30 hours. It is a large club with c.310 members, 250 which are competitive. It has gone through a period of change with membership now growing. It has c.30 qualified coaches and is particularly strong in endurance and spring disciplines. Field sports such as pole vault and high jump are not as strong. It competes in the full range of disciplines and events, including race walking and triathlon training. The Club is financially secure and would be keen to invest in a new facility in the west of the Borough, such as an indoor venue so that training can continue in the winter months, in an area where it is hoped to attract new participants to the sport.

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Table 8.2: Athletics and running clubs in Wirral

Club Name	Comments
Birkenhead Athletic Club	<p>This is mainly a road running club, with summer runs of 5-7 miles taking place along country roads in the area. However, it also hosts its own annual 5k run at The Oval and competes in the Borders League, multi-terrain series and cross country events.</p> <p>Two membership types are available, Tier One membership provides access to all events and competitions and includes an individual UKA affiliation for £26.00 for the year. Tier Two membership excludes competitive races and there is no individual affiliation to UKA.</p> <p>Members: 23</p> <p>Key activities: Cross country and road running</p>
Village Road Runners	<p>This is a free to join road running club based at the Village Hotel in Bromborough. Meetings usually take place at 6:35pm at the Village Hotel for a three-mile jog suited for beginners. Thursday runs are longer sessions and during the Summer these take place along scenic Wirral routes around Hoylake, West Kirby, Arrowe Park and the Wirral Way. It regularly holds tours and has entered races in more than 20 countries.</p> <p>Locally, it competes in 5k and 10k races across the North West.</p> <p>Members: 90</p> <p>Key activities: Road running</p>
Wallasey Athletics Club	<p>WAC currently has c. 80 members and participates in the Borders League, Liverpool and District Cross Country Union and the Wirral Multi Terrain League. However, it is always looking for more members and caters for everyone from elite athletes to people who have never previously run. It meets twice a week on Tuesdays & Thursdays. Tuesday night sessions are dedicated to Fartlek, interval, hill and multi-terrain training. Thursday night sessions are more social with general conditioning, circuit training or a steady tempo road run. All events begin at St Nicholas Hall around 6:30pm.</p> <p>Membership fees are currently £29.00 for seniors per year, with discounts available for u17s or those in full time education. Training fees are £1.00.</p> <p>Members: 82</p> <p>Key activities: Cross country and road running</p>
BTR Road Runners	<p>The BTR Road Runners (formally The Ship Inn Striders) is a running group for people of all abilities, based in Hoylake, Merseyside. It meets twice a week, on Tuesdays and Thursdays at 6:30 pm at the Whitts End Bar in Hoylake. It is affiliated to UKA and membership is charged at £20.00 per year. As well as Club nights, it competes in various local races and takes road trips throughout the year, most recently taking part in the Loch Ness Marathon.</p> <p>Members: 72</p> <p>Key activities: Road running</p>
Ellesmere Port Running Club	<p>Previously known as Rivacre Runners & Joggers, it offers a range of running disciplines including road, cross-country and multi-terrain. Club nights are Tuesdays and Thursdays at 6:45pm with runs starting from 19.00 at the Whitby Sport and Social Club. Tuesday sessions entail a run between 5 and 8 miles. On Thursdays they run interval sessions followed by a 5 mile run option - with a back marker so no one gets left behind. It is also hosting its own 5k Road Race on 21st August 2019.</p> <p>Members: 206</p> <p>Key activities: Road running</p>
Pensby Running Club	<p>A Club suited to novice runners but also catering for a range of running types and training sessions to accommodate advanced runners. Members participate in fell, road, cross-country, trail and multi-terrain running.</p>

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	<p>Club nights are every Tuesday and Friday at 19.00 at Heswall Squash Racquets Club. There two membership options available; Standard and Full. Standard membership includes full affiliation with England Athletics, all club fees and use of the Squash Club's parking, shelter, toilets and bar. This is charged at £40.00. A full membership also grants access to the Squash Club's showers and changing rooms and is charged at £113.00. Discounted rates are available for certain criteria. There is also a training fee of £2.00 which enables anyone who is not a club member to attend training sessions.</p> <p>Members: 132</p> <p>Key activities: Cross country, road running and health and fitness</p>
UTS Run Club	<p>Underground Training Station has established its own running club which meets every Monday, Wednesday and Thursday evenings. It offers members a structured and progressive training environment to enable them to reach their potential as runners. Training is devised by a GB international athlete although the Club prides itself on making sessions enjoyable and rewarding for people of all fitness levels. Wednesday evening sessions are reserved for beginners taking up running for the first time or returning to running.</p> <p>Members: 67</p> <p>Key activities: Track and field, cross country, road running, health and fitness and triathlon</p>

8.3: Summary

Facility type	Athletics tracks	
Elements	Assessment findings	Specific facility needs
Quantity	There is one 6-lane floodlit athletics track	
Quality	The facility is in need of investment, although it is identified as a level 2 competition standard	There is a need to improve the quality of the track and changing facilities. There is a need to retain the current track's status and level of competition.
Accessibility	The facility is accessible to nearly all of the Wirral population using a 30 minutes' drive time. WAC suggests that due to its location and that 27% of the population does not have access to a car, residents in the east of the Borough do not have equality of access.	The Club would like to explore the possibility of developing an indoor training venue in the west of the Borough. This would necessitate working with partner organisations.
Availability (Management and usage)	The track is floodlit and is available during both summer and winter (weather dependent). Running clubs in the Borough are increasingly available both at the times they meet and the cost of joining to ensure that all sections of the community can take part.	
Strategic Summary	England Athletics suggests that it would rather maintain current facilities than, necessarily invest in new ones. There is, however, the opportunity to work with schools to develop indoor athletics training at different venues across the Borough. It is highly likely that demand for running will continue to be met by road running clubs as well as the athletics track.	

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SECTION 9: GYMNASTICS

The British Gymnastics (BG) Strategic Framework 2017-2021 identifies three priorities - to:

- ◀ Diversify sources of revenue to develop and grow the provision of gymnastics.
- ◀ Build the capacity and grow the demand in gymnastics.
- ◀ Raise the profile and increase the appeal of gymnastics.

In addition, BG's facility development priorities (for the period 2017 - 2021) are to:

- ◀ Support increased capacity within gymnastics through clubs, leisure providers and other delivery providers.
- ◀ Guide funding investment through the United Kingdom from British Gymnastics, home country sports councils, local authorities and other potential funders.
- ◀ Maintain and improve the quality of facilities and equipment within existing delivery partners.
- ◀ Develop insight, understanding and direction of how facility developments can contribute towards other BG strategic priorities.

Participation in gymnastics is increasing rapidly. BG membership reached 390,500 in 2017 and it increased at about 12% per year from 2013 to 2017. The emphasis for 2017 – 2021 is using gymnastics as a foundation sport for 5 to 11-year olds. Across the country, BG reports extensive demand for more gymnastics opportunity and many clubs report large waiting lists.

One million people are estimated to be on waiting lists for gymnastics (Freshminds Latent Demand Research, 2017). This research also suggests that a further 1.9 million would like to participate but are not currently on a waiting list. A key part of BG's strategy to increase participation is to support clubs moving into their own dedicated facility, offering more time and space for classes. There is a definite trend for gymnastics clubs to do this.

9.1 Supply

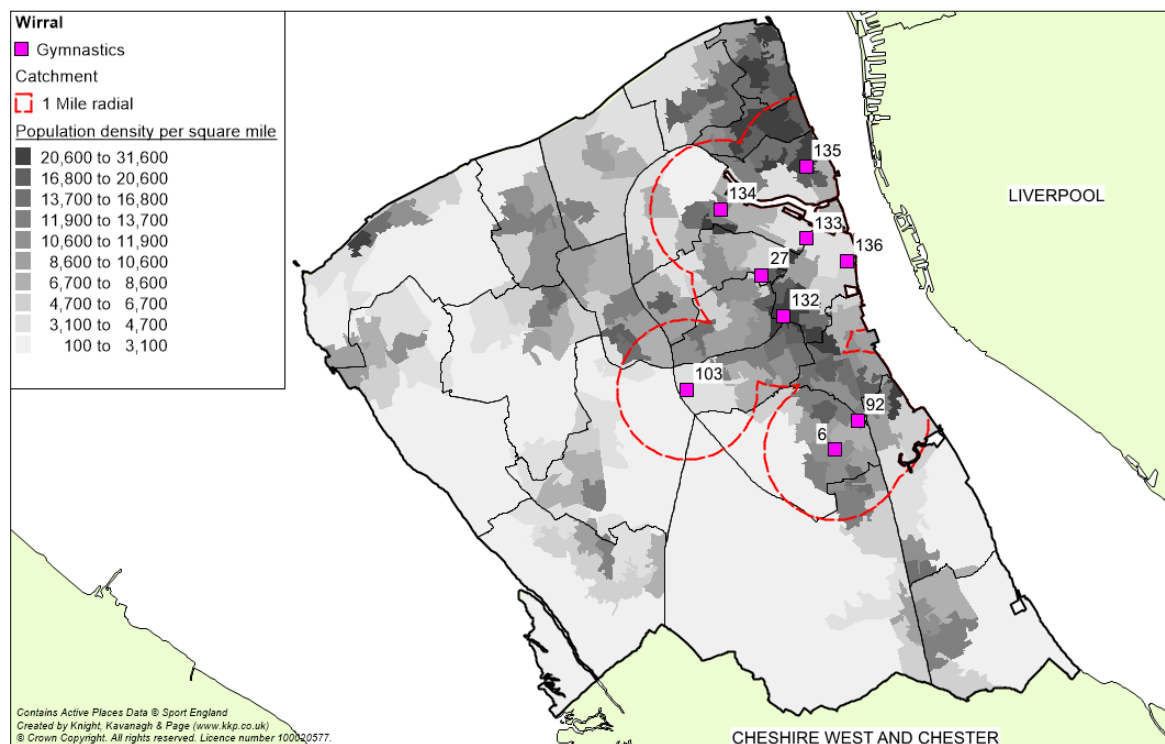
There are 10 gymnastics clubs using nine different sites identified within Wirral. Figure 9.1 identifies where these are located. They utilise a mixture of dedicated facilities, leisure and education facilities as well as a youth centre. It is estimated that the whole Wirral's population is within a 20 minutes' drive-time catchment of a dedicated gymnastics site. Almost 43% of Wirral's population (137,441 of the ONS MYE 2017 population of 322,796) is estimated to live within a 1 mile radial of a gymnastics facility.

Table 9.1: Gymnastics clubs in Wirral on population

Map ID	Club name	Map ID	Club name
6	Bebington Gymnastics Club	132	Birkenhead Gymnastics Academy
27	Birkenhead Gymnastics Club	133	Propulsion Trampoline Club
92	Aerodynamic Trampoline Club	134	AcroNova Gymnastics
92	Oval Gymnastics Club	135	Flickers and Flyers GTC
103	Beth Tweddle Gymnastics	136	Wirral Gymnastics Club

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Figure 9.1: Gymnastics clubs in Wirral on population density background



9.2: Demand

NGB Consultation

British Gymnastics (BG) reports that access to facilities for the sport in Wirral is generally satisfactory. Some clubs report having waiting lists and access can be restricted due to lack of time within both dedicated and non-specialist facilities.

Table 9.2: BG affiliated clubs in Wirral

Club name	Number of participants	Facility Type
Bebington Gymnastics Club	125	Sports College
Aerodynamic Trampoline Club	34	Recreation Centre
Oval Gymnastics Club	16	Recreation Centre
Beth Tweddle Gymnastics	(649 across Merseyside)	Total Fitness Prenton
Birkenhead Club	389	Dedicated Facility
Birkenhead Gymnastics Academy	311	Dedicated Facility
Wirral Gymnastics Club	397	Dedicated Facility
Propulsion Trampoline Club	62	Youth Club
AcroNova Gymnastics	146	Dedicated Facility
Flickers and Flyers GTC	161	Primary School
Wirral Leisure Centre	250	Dedicated Facility
Leisure Centre Scheme and schools	9 primary schools through Premier Sport	

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Club consultation

Club name	Comments
Bebington Gymnastics Club	Based at Bebington High Sports College. Membership - 125
Aerodynamic Trampoline Club	Based at The Oval Leisure Centre Membership - 34
Oval Gymnastics Club	Based at The Oval Leisure Centre Membership - 16
Beth Tweddle Gymnastics	Based at Total Fitness Prenton, the Club is one of Beth Tweddle Gym Stars Academies and cater for children aged 4-7 years old. Sessions run on Tuesdays between 16:30-19:30. The venue is equipped with a number of benches, floor mats, springboards, vault and various handheld gymnastics equipment. Courses currently cost: £30.25 per month. Membership – 649 (across Merseyside)
Birkenhead Gymnastics Club	It is based at Drill on Grange Road West, which also accommodates trampolining and cheerleading. The Club specialises in artistic gymnastics and includes floor, vault, beam, uneven bars, pommel, rings and high bar. The facility is reportedly the only one in Wirral with a full-size, permanent sprung floor. Recreational classes currently take place on Mondays between 9.00-12.00, on Tuesdays and Thursdays from 16:30-17:30 and on Saturdays from 9.00-12.00. Each class is now full but block bookings for 8 weeks are still available at a cost of £36.00. It has capability to accommodate all level of gymnastics, with elite level gymnasts training five times per week. Membership - 389
Birkenhead Gymnastics Academy	It provides recreational and elite gymnastics training to children aged 4-18. It was previously based at St Joseph's Primary School in Prenton which was not deemed to be fit for purpose and was only available for use on evenings and weekends. First Ark Social Investment provided the Club with £50,000 of funding to assist the move into its own dedicated facility in the Kingsland Building. It specialises in acrobatic gymnastics. Recreational classes are taking place throughout the summer on Tuesday and Thursday mornings from 9.00-11:30 at a price of £10.00 per session. Squad classes run on Wednesdays from 9.00-15:30 for £25.00 per day. Membership – 311
Propulsion Trampoline Club	Propulsion Trampoline Club, located in Birkenhead, caters for children and young people from 5 to 25 years old with any level of experience, including beginners. Sessions are also suitable for most disabled children. Recreational sessions currently run on Mondays and Tuesdays from 16.00-17.00 at a cost of £4.00 per session. During school holidays and half terms, full days are available to spend at the Club from 9.00-18.00 Monday-Friday. This is charged at £16.00 per day. The facility has a total of seven trampolines as well as a small free-run area to the side. The free-run area has been used for Parkour classes. It is reportedly one of three clubs in the Country that train in both trampolining and free-running. Membership- 62

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Club name	Comments
AcroNova Gymnastics	<p>AcroNova Gymnastics Club, located in Birkenhead, specialises in acrobatic gymnastics. It moved into its own state-of-the-art premises in September 2016 with the help of Sport England funding. The facility currently attracts 600 people per week with a target of eventually attracting 1,000 people per week. There are currently around 500 unique users of the facility between the ages of 5-18 years old. 75 of the members form the Club disability section. The facility is entirely DDA compliant and the disability section is affiliated with Special Olympics. Since moving into the new facility, membership figures have nearly doubled and the disability group has increased three-fold.</p> <p>It aims to be as inclusive as possible and operate a discreet policy of never turning away children who cannot afford to pay. Despite the move to a dedicated facility, prices have remained consistent at £4.00 for a 1.5 hour session at the weekend or £3.00 for a disability session. The Club also operates a free breakfast club on the morning of daytime sessions to ensure all children have something to eat, regardless of their social background.</p> <p>Membership -162</p>
Flickers and Flyers GTC	<p>Based @ St Joseph Primary School</p> <p>Membership - 161</p>
Wirral Gymnastics Club (WGC)	<p>WGC, located in Birkenhead, has c.250 members ranging from toddlers to over 18s with a waiting list of 300 and it takes approximately two years to be able to attend.</p> <p>Facilities are considered to be below average/poor due to the track being too short, the ceiling is too low, the facility is too small, there is no social area, limited car parking.</p> <p>The lease is coming to an end as of September 2019 and the Club reports that the landlord has emailed it to indicate that lease costs will rise.</p> <p>The facilities are used every day except Sunday. Each weekday evening the facility is used from 16.00 - 21.00. It is open in the daytime on Tuesdays and Fridays with demand for additional daytime use on Wednesdays. It is open from 9.00-17.00 hours on Saturdays.</p> <p>The facility is too small to host competitions so uses The Oval at Bebington. This obviously increases costs and as a local authority owned facility it does not allow the Club to sell its own refreshments (in order to recoup some of the cost of facility hire).</p> <p>Consultation with WGC has identified that it is actively looking for new facilities. It has two people willing to contribute financially to the development of a new site. Ideally the relocation will be within Wirral but will also need to be near good transport links (including bus and train).</p> <p>WGC is currently inhibited in its development and would like to be able to reduce the current waiting list as well as opening up to teenagers (with a more diverse programme of activities) and offer more opportunities for people with disabilities. The current site does not meet BG specifications and this affects teaching ability.</p>

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9.3: Summary

Facility type	Gymnastics	
Elements	Assessment findings	Specific facility needs
Quantity	There are 10 gymnastics and/or trampoline clubs in Wirral, five of which are located in dedicated facilities and five in non-dedicated venues. The clubs are located mainly in the east of the Borough	There is a good array of gymnastics facilities across Wirral.
Quality	Facility quality varies with Wirral Gymnastics Club in a poor venue and unable to accommodate demand. The non-facility owning clubs are dependent on WBC and schools for the quality of facilities and equipment	Continued maintenance and investment is required to maintain quality.
Accessibility	Under half of the population (43%) live within one mile of a gymnastics club, although the whole population lives within 20 minutes' drive time. People in the west of the authority, in particular have to use a car or public transport to access gymnastics.	A popular sport which is still growing. Expansion of the opportunity to take part needs to be considered in the west of the Borough.
Availability (Management & usage)	The dedicated centres tend to be available during the day as well as in the evenings and at weekends. Wirral GC suggests that it operates long waiting lists as it does not have the facilities to cater for more gymnasts currently. AcronNova Gymnastics Club moved (Rhythmic Gymnastics) moved into its new facilities in 2016. It is successfully recruiting new gymnasts, growing year on year but still has capacity.	A wide range of gymnastics opportunity is available in both dedicated and non-dedicated facilities, especially in the east of the Borough. Most clubs have settled arrangements. Wirral Gymnastics Club is the exception and is in urgent need of new facilities to accommodate both a waiting list and to ensure financial stability due to potential increased costs of its current lease arrangement.
Strategic Summary	Gymnastics is a very popular sport in Wirral. There are a range of different gymnastic opportunities ranging from sports acro, trampolining, rhythmic gymnastics, free running and Olympic Wirral Gymnastics Club is in need of support in looking to move to new premises in order to accommodate demand (long waiting list) and establish greater security of tenure.	

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SECTION 10: SKI

A dry ski slope or artificial ski slope is one that mimics the attributes of snow using materials that are stable at room temperature, to enable people to ski, snowboard or snow tube in places where natural, snow-covered slopes are inconvenient or unavailable. Although commonly known as "dry ski slopes", many slopes are lubricated using a mist or jet system to increase speed and prevent damage to equipment from friction heat build-up. As a general rule, they are found predominantly in the United Kingdom and the Netherlands.

10.1: Supply

Figure 10.1: Outdoor artificial ski slope on population density

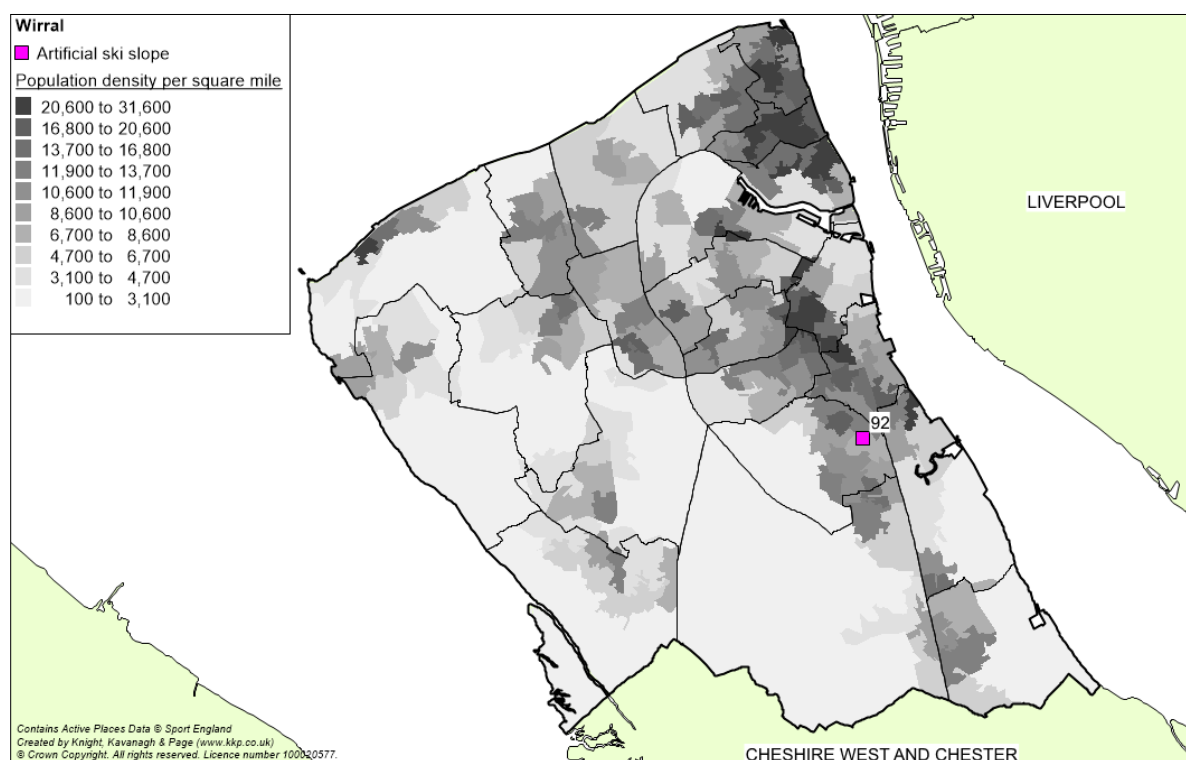


Table 10.1: Wirral Ski Centre

Map ID	Site name	Type	Access
92	The Oval Leisure Centre	Nursery slope	Sports Club / CA

The one facility in Wirral has one nursery slope. It is owned by WBC and offers introductory opportunities to skiers. All residents live within 30 minutes' drive time of the ski slope.

10.2: Demand

The Oval Ski Club which is affiliated to Snowsport England, is offers skiing tuition to all ages and abilities from beginners to coaching for advanced and experienced skiers and those wishing to race.

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As well as lessons it organises a variety of social events throughout the year for skiers and non-skiers, an annual club skiing holiday to one of the popular resorts in Europe, and it has a race team that takes part in regional and national races at different ski slopes.

Founded in 1981 it is a members' club operating on a not-for-profit basis, which means all funds are reinvested into the maintenance and upkeep of the club and equipment.

10.3 Summary

Facility type	Ski slope	
Elements	Assessment findings	Specific facility needs
Quantity	There is one dry ski slope in Wirral, located in Bebington	None
Quality	The facility is in average condition. It is relatively short but is identified as a nursery slope and is ideal for beginners.	Maintain the quality of the carpet
Accessibility	All residents live within 30 minutes' drive time of the skis slope	None
Availability (management & usage)	The Oval Ski Club is located at the site. It offers a range of instructional courses and offers a comprehensive beginner's package.	None
Strategic summary	It is unusual for a local authority to manage and own a ski slope. There appears to be a vibrant club which provides tuition and ensures that the facility is well used.	

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SECTION 11: INDOOR TENNIS

11.1: Supply

The purpose-built indoor tennis centre is part of a wider sport facility at Bidston. It hosts six indoor tennis courts, a 4-court sports hall and a relatively small health and fitness offer (25 stations), small studio and spin studio. It was built in partnership with the Lawn Tennis Association (LTA) and opened in 1993 with an initial agreement to continue to offer indoor tennis at the site for 21 years (part of the Indoor Tennis Initiative -ITI, developed by the LTA in the 1980s).

Of the 54 facilities/centres built under the ITI programme only six remain under local authority management (of which Wirral is one).

Quality and accessibility

Figure 11.1: Location of indoor tennis centre

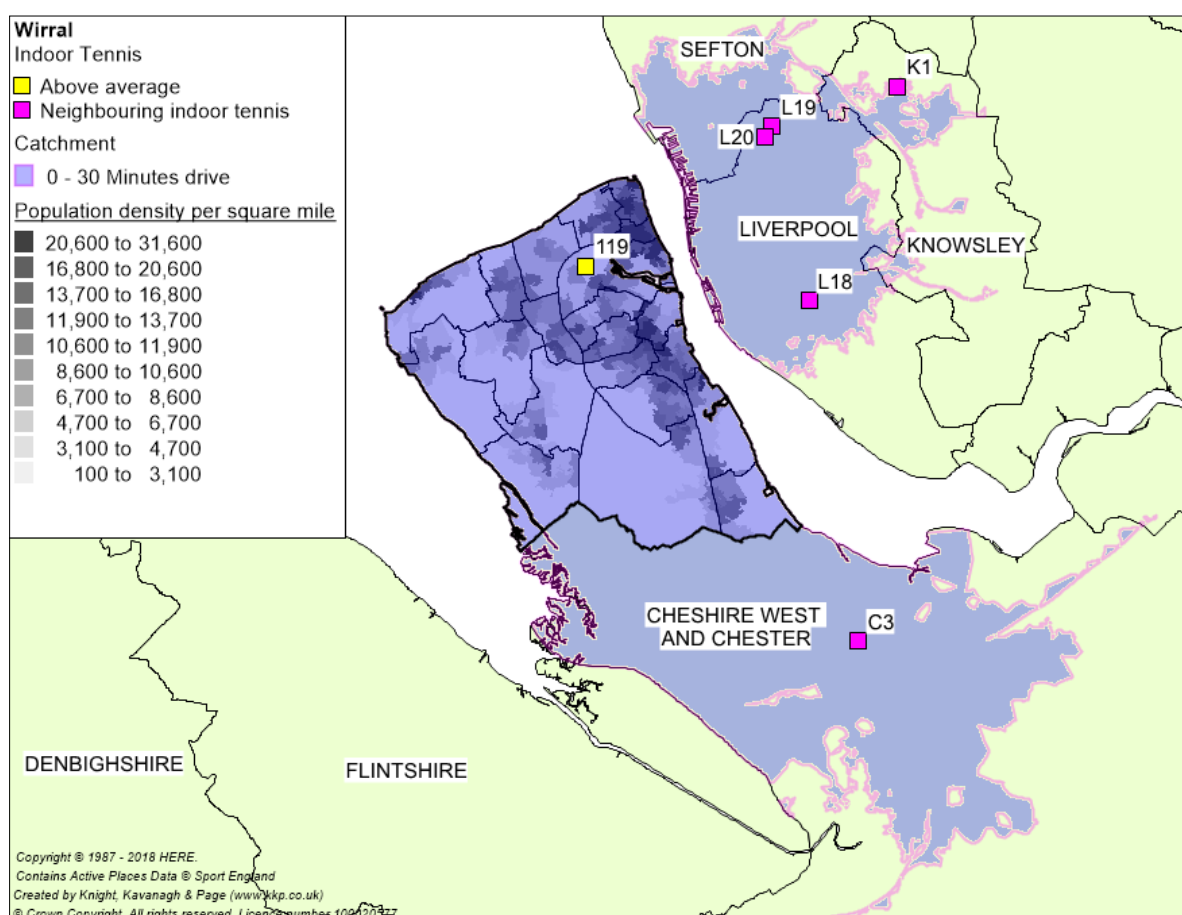


Table 11.1 Wirral indoor tennis and those within 30 min's drive time

Map ID	Site name	Courts	Condition
119	Wirral Tennis & Leisure Centre	6	Above average

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The whole Wirral population lives within a 30-minutes' drive of the indoor tennis facility at the Wirral Tennis & Leisure Centre. There are a further seven indoor facilities within the 30 minutes' drive of the Centre.

Table 11.2 Wirral indoor tennis and those within 30 min's drive time

Map ID	Site name	Cts	Surface type	Access type	Local authority
C3	David Lloyd Club	6	Textile	Reg. Mem.	Cheshire West & Chester
C3	David Lloyd Club	2	Acrylic	Reg. Mem.	Cheshire West & Chester
K1	David Lloyd Club	5	Textile	Reg. Mem.	Knowsley
K1	David Lloyd Club	3	Artificial grass	Reg. Mem.	Knowsley
L18	Liverpool Tennis Centre	6	Acrylic	Pay & Play	Liverpool
L19	Archbishop Beck Catholic Sports College	3	Textile	Sports club/CA	Liverpool
L20	Archbishop Beck Community Tennis Centre	3	Acrylic	Sports club/CA	Liverpool

Quality

WBC'S Asset Management Review suggests that Wirral Tennis Centre is in need of investment as identified in Table 11.3, in order to maintain its current quality.

Table 11.3: Asset management estimate of required investment of Wirral Tennis Centre

Facility	Year 1 2018/19	Years 1-3 2019/22	Years 3-5 2022/2024	Years 5-10 2024/2029	Total
Tennis Centre	£76,700	£560,800	£259,300	£114,100	£1,010,900

Accessibility

Wirral Council supplied membership data of the Tennis Centre. It is not possible to identify which specific facilities members use, but given that the facility is dominated by the six indoor tennis courts, the fitness facility is relatively small and the sports hall is below average quality, it is likely that a significant proportion of the membership use the indoor tennis facilities. Using postcode data, it is possible to identify the catchment areas members using facilities. identified in Figure 11.3 and Table 11.4. (not sure I agree with you on this!)

The vast majority of members (81.8%) live further than one mile away from the facility. This is not necessarily surprising given its excellent links to the road network being located close to the A654 and M53 as well as having good parking arrangements.

In general, membership reflects the overall demographic of the Borough with regard to deprivation. Approximately two fifths of people in Wirral (40.4%) live in areas of higher deprivation compared to the national average is c.30.0%. The actual membership from areas of higher deprivation for the Tennis Centre is 39.3%. Approximately 30% of this cohort live within one mile of the Tennis Centre. Just over a quarter of the population of Wirral live in areas of least deprivation (when the national average is 30%). Membership of the tennis centre

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from this cohort is just over one fifth (20.6%) of the membership. The majority of these members live more than one mile away from the Tennis Centre.

Consultation with centre management indicated that it not specifically used by a club.

Figure 11.3: Wirral tennis and sports centre members set against IMD

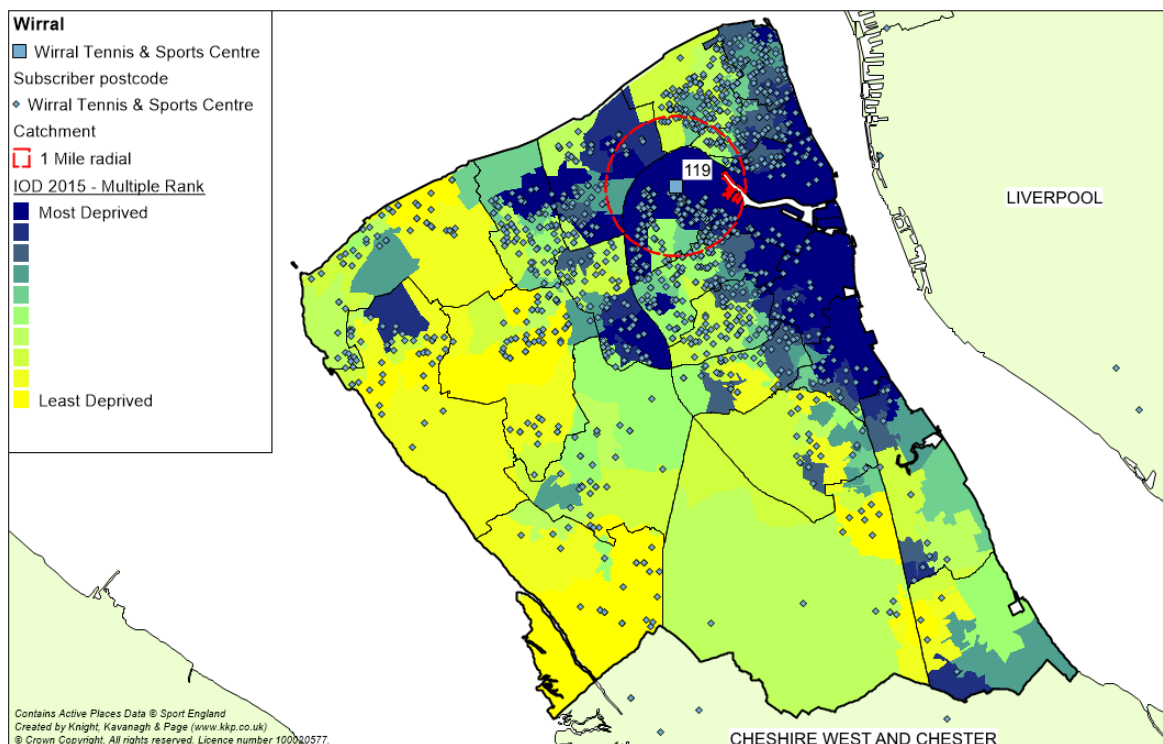


Table 11.4: Wirral tennis and sports centre members set against IMD

Indices of Multiple Deprivation 2015 10% bands	Wirral		Wirral Tennis & Sports Centre subscribers					
	Population (mid-2012)	%	Total		Within 1 mile		Outwith 1 mile	
			#	%	#	%	#	%
00 - 10%	68,279	21.3%	304	22.3%	139	56.0%	165	14.8%
10 - 20%	29,816	9.3%	102	7.5%	15	6.0%	87	7.8%
20 - 30%	31,230	9.8%	129	9.5%	2	0.8%	127	11.4%
30 - 40%	26,768	8.4%	93	6.8%	0	0.0%	93	8.3%
40 - 50%	18,231	5.7%	112	8.2%	38	15.3%	74	6.6%
50 - 60%	24,272	7.6%	138	10.1%	33	13.3%	105	9.4%
60 - 70%	37,327	11.7%	204	15.0%	11	4.4%	193	17.3%
70 - 80%	31,990	10.0%	145	10.6%	10	4.0%	135	12.1%
80 - 90%	26,034	8.1%	53	3.9%	0	0.0%	53	4.8%
90 - 100%	26,282	8.2%	83	6.1%	0	0.0%	83	7.4%
Total	320,229	100.0%	1,363	100.0%	248	100.0%	1,115	100.0%

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Availability

The LTA considers the Wirral Indoor Tennis Centre to be a key site. It received further investment approximately six years ago (from the LTA) which resulted in the lease arrangement (i.e. commitment to indoor tennis remaining on the site) being extended by a further 15- 20 years.

11.2: Demand

The LTA considers that the site is underperforming compared to national averages. Although it has invested in six courts, it is aware of the financial challenges faced by WBC operating a facility which needs to, at the very least, break even. To the extent, that it is prepared to consider alternative activity (e.g. using roll out badminton courts on a temporary basis) given the severity of the financial position. The LTA and WBC are working together to implement a plan to increase participation. Both have committed time and resource, within the past 12 months, to develop a plan which will lead to a better performing facility.

11.3: Summary

Facility type	Indoor tennis	
Elements	Assessment findings	Specific facility needs
Quantity	There is one indoor tennis facility in Wirral with six indoor courts. It is part of a wider offer which includes a 4-court sports hall, small health and fitness facility.	None
Quality	Built in 1998 it has been well maintained. The internal asset management estimate is for c. £1million will be required over the next 10 years to maintain its standard.	The site will need significant investment over the period of the Local Plan in order to maintain its quality.
Accessibility	The Wirral Indoor Tennis Centre is one of seven sites within the wider Merseyside area and is one of two which offer pay and play availability. Only 20% of users live within one mile of the Tennis Centre	Maintain the opportunity for pay and play access to the courts.
Availability (Management and usage)	WBC and the LTA are working together to produce a plan which will lead to increased participation and financial viability. It is based on the assumption that mass participation of younger age groups will lead to financial stability. This needs to be supported by aggressive marketing. There is a strong tennis club structure in Wirral but no club based at the Tennis Centre.	Implementation of a new plan to help drive increases in participation. Consideration of how best to increase revenues from daytime users who can afford to pay more, in order to supplement those who cannot.
Strategic Summary	The LTA is aware of the financial pressure faced by WBC and wishes to work in partnership to help achieve sustainability of the Tennis Centre. It suggests that it understands if alternative use is made of the courts in order to support this with a combination of driving more junior coaching programmes which are commercially sound.	

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SECTION 12: SAILING AND WATERSPORTS

Introduction

This section covers both sailing and water sports. The Royal Yachting Association (RYA) is the national body for all forms of boating, including dinghy and yacht racing, motor and sail cruising, RIBs and sports boats, powerboat racing, windsurfing, canal and river boat cruising, and personal watercraft. Within its Strategic Plan 2017-2021, it has identified that it will invest in the following activities with an aim of getting more people involved:

The RYA strategies for increasing participation are as follows:

Strategy	Enablers	Measures
Broader delivery network Clubs, commercial providers and marinas Develop robust multi-sport offer “Pay and Play” ownership alternatives	Consumer insight data and market intelligence	Diversity of participant profile
Regional participation plans Tailored, local plans supporting core activity Trial opportunities with local clubs Focus on conversion to regular participation Integrated RYA teams Local communications		Number of providers, sessions and regulars by programme
Promote and market boating to all Demolish perception of “elitism” Build awareness and connection via shows, digital, advertising, press Create, support or leverage mass participation events Ensure retention of existing core participants Encourage lapsed boaters to return to the sport	Collaboration with sports and charity partners	
Strengthen routes into boating Direct work with schools and youth groups Holiday to club links Friends & Family core introduction programme Closer liaison with sailors leaving the squad pathway	Enhanced digital & physical communications	
Targeted diversity More Black, Asian & Minority Ethnic role models Differentiated marketing <i>Sailability</i> tailored by impairment group Charity partners		Engagement with Start Boating site and digital campaigns

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Current RYA programmes include:

- ◀ *OnBoard* - which introduces new young people into the sport by teaching them new skills in a safe controlled environment.
- ◀ *Push the Boat Out (PTBO)* - which is about getting out on the water and discovering sailing and windsurfing. Clubs are encouraged to open their doors, during a specific week of the year, to the public to allow people to try either sailing or windsurfing.
- ◀ *Active Marina* - designed to build competence and confidence in marina berth holders. The programme engages with a large number of people who sail recreationally to develop their skills and confidence and give them opportunities to sail more frequently.
- ◀ *Sailability* - which supports disabled people to sail through specialist provision at Sailability Foundation sites.
- ◀ *Provide Try Sailing* - opportunities for new or returning sailors
- ◀ Promoting adult sailing opportunities via RYA affiliated clubs and RYA recognised training centres through participation pathway activities.
- ◀ Encouraging more female participation through the promotion This Girl Can. Sailing clubs are actively encouraged to promote women only sailing programme. Certain clubs have adopted the Women on Water (WOW) programme to encourage more female participation.

The Marine Federation Code of Practice guidance is prepared by the British Marine Federation (BMF) and RYA provides planning authorities with supporting information and sample policies to safeguard and enable marine businesses and voluntarily run clubs to be developed. The aim is for such organisations and individuals to adapt and increase recreational boating facilities across the UK's inland and coastal waters on a planned and sustainable basis. It is acknowledged throughout that although the primary audience is policy makers within planning authorities and regional assemblies, the advice is also relevant to a wide range of policy and decision makers that develop management plans, including Sport England.

12.1: Supply

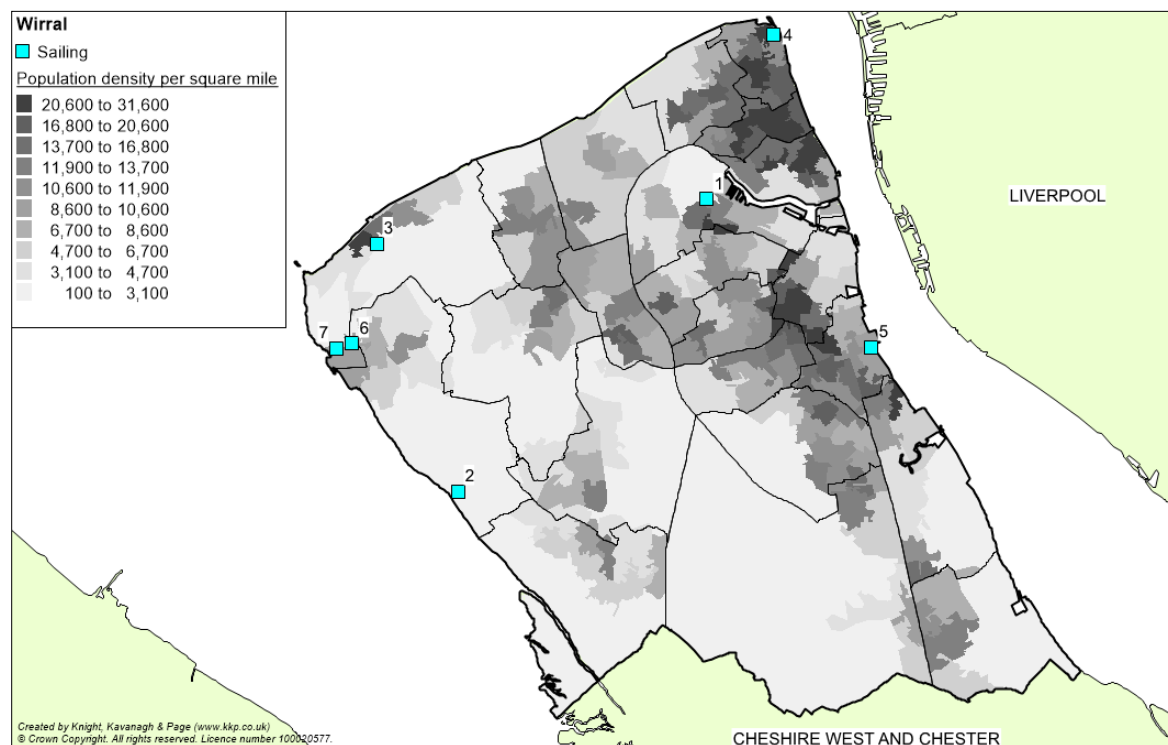
There are seven sailing clubs, within Wirral. A location map of the centre is identified in figure 12.1. They are located on the Mersey and Dee rivers with Hoylake Sailing Club overlooking Liverpool Bay.

Table 12.1: Sailing clubs in Wirral

Map ID	Club name	Map ID	Club name
1	Birkenhead Radio Sailing & Power Club	5	Tranmere Sailing Club
2	Dee Sailing Club	6	West Kirby Sailing Club
3	Hoylake Sailing Club	7	Wirral Sailing Club
4	Safe Water Training Sea School		

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Figure 12.1: Sailing clubs in Wirral



The whole Wirral's population lives within a 20-minute drive time of a Sailing Centre.

11.2: Demand

Wirral Sailing Centre (WSC)- based at West Kirby Marine Lake. It is local authority owned and managed and is undergoing extensive refurbishment but in general offers a full range of sport activities with courses available for all ages and levels of experience. It is a RYA training centre, AALA (Adventure Activities Licencing Authority) and RYA Sailability accredited. Activities on offer at the centre include:

- ◆ Certificated courses for adults & juniors: RYA windsurfing, dinghy sailing & power boating and British Canoeing kayaking and SUPs (Stand Up Paddle Boards).
- ◆ Children's holiday courses.
- ◆ Taster sessions; sailing, windsurfing, kayaking, stand up paddleboards, power boating.
- ◆ Group bookings for schools and youth groups.
- ◆ Private tuition.
- ◆ Children's parties.
- ◆ Splash fun (6-8years) and mini splash (4-6years).
- ◆ Ladies who do launch-sociable sailing and windsurfing for ladies.

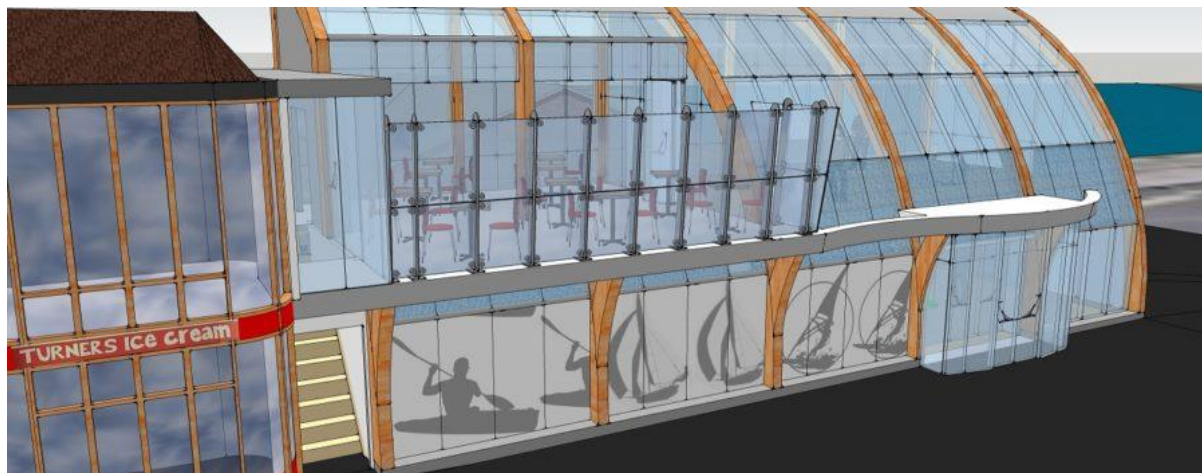
Club nights cater for:

- ◆ Windsurfing & sailing (adults and teens).
- ◆ Kayaking (juniors).
- ◆ Windsurfing (juniors).
- ◆ Sailing (juniors).
- ◆ T15 (youth windsurf coaching & racing).

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In addition, stand up paddling is also available on a pay and play basis.

The extension and refurbishment of the site includes catering facilities, new reception area, two additional changing rooms, accessible changing, training room and office accommodation. The new fully wheelchair accessible first floor will extend towards the lake and replace the existing outdoor balcony and include a café. The work is due for completion in Autumn 2019.



Dee Sailing Centre - The Dee Sailing Club was formed in 1909. It is well known for catamaran racing with members holding national and world titles. It has a fleet of boats ranging from 36ft large yachts to 7ft dinghies. Members are all ages and range from competitive racers to leisurely sailors. The Club also uses West Kirby Marine Lake locally and tours the UK.

Tranmere Sailing Club (Liverpool Yacht Club) - The Club reports having a clubhouse with ancillary provision, bar and meeting rooms. There is a slipway, boat storage (two yards) and a workshop which can be booked by members for short periods. It is also able to accommodate storage of members boats. The following courses are delivered at the Club:

- ◀ Race Officer training
- ◀ RYA First Aid
- ◀ RYA Sea Survival
- ◀ ISAF Offshore race crew
- ◀ VHF Radio

West Kirby Sailing Club (WKSC) - WKSC is open to people of all abilities with members ranging from leisure sailing to those who compete in national and international competition. No previous sailing experience or kit and equipment is required to sail, the Club has buddy systems and offers multiple opportunities to get involved including support to assist with selecting and purchasing boats.

Sailing takes place almost every day during the summer months on the Dee Estuary, and weekend sailing on the Marine Lake during the winter. There are opportunities to sail in a competitive fleet, on the tide, the lake, or even a more leisurely pace. Members sail a range of dinghies and tidal classes that cover the whole spectrum from state of the art to traditional. In addition to racing for individual classes there is also handicap racing where different classes can sail with and against each other. Boat ownership is not essential as there are plenty of crewing opportunities to sail with other members.

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The Club has three long established tidal classes which range from the Star Class dating from the early 20th Century to the Falcon and Hilbre Classes which were designed in the 1950's specially to sail on the Dee Estuary. The tidal classes are usually sailed by crews of 3 or 4 people, which offer crewing opportunities for people of all ages and abilities.

Team Racing involves teams of two or three boats racing against each other and combining their scores. Boats are provided for team racers to ensure they are equally matched. West Kirby attracts sailors from local universities to race against members WKSC team racing squad.

Although Team Racing has been a discipline of sailing for a long time the basis of its current format was created by sailors from the Royal St George YC and West Kirby Sailing Club over 60 years ago. Adopted by the BUSA (British University Sailing Association) as one of its sailing points sports, West Kirby has welcomed many universities to train and compete. Currently Liverpool and Manchester University sailing clubs base themselves at WKSC. The Wilson Trophy is the biggest team racing event in the UK - it is hosted at West Kirby Sailing Club on an annual basis.

The Club has a thriving junior section with parents encouraged to be involved in their children's sailing activities. Friday night is junior night from April to September. From the age of 5 upwards, junior members can develop their sailing skills in a safe environment in the Club's fleets of boats.

As an RYA Onboard hub the Club promotes sailing junior sail programmes whether they wish to progress in competitive racing or would prefer to gain an RYA qualification and develop seamanship skills. All sessions are weather dependent; but if lake sailing is not possible, dry land training, sailing theory, rope-work etc will take place instead.

Dinghy courses	Shortboard courses	Powerboat courses
Dinghy Sailing Level 1,2,3 Dinghy Sailing with spinnakers Dinghy Sailing with seamanship skills Dinghy Start Racing Youth Sailing scheme stages 1-4	Diesel engine course First aid course Marine Radio Short Range Certificate Course	Level 1 Start powerboating Level 2 Powerboat handling Safety boat course

Hoylake Sailing Club - Founded in 1887, it has a clubhouse and a fleet of opera class boats. 'Opera' class racing commenced at Hoylake in June 1902. The fleet grew quickly to 17 and has raced regularly since then. 14 boats of the 'Opera' class remain today in Hoylake with another 'La Poupee' on display in the Merseyside Maritime Museum.

Cadet Sailing for Hoylake Sailing Club members currently takes place on the Marine Lake, once per week. The Club sail Toppers, Optimists and also use canoes and kayaks.

West Cheshire Sailing Club- Founded in 1892 it is one of the oldest on the peninsula. Club members sail dinghies on the River Mersey and the Marine Lake. It also has a number of larger yachts that are sailed around the North West and Welsh coastlines. It hosts an annual regatta as part of the Wirral Regatta Series. Boat storage is also available at the Club.

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Safe Water Training Sea School- Safe Water Training Sea School offers a complete range of RYA Theory & Practical Powerboat courses including:

- ◀ RYA Powerboat Level 1
- ◀ RYA Powerboat Level 2
- ◀ RYA Intermediate Powerboat
- ◀ RYA Advanced Powerboat
- ◀ RYA Personal Watercraft Proficiency Course
- ◀ RYA PWC Instructor Course
- ◀ PWC Instructor Conversion from PBI
- ◀ RYA Powerboat Instructor
- ◀ RYA Advanced Powerboat Instructor
- ◀ RYA VHF Radio Course
- ◀ RYA Professional Practices & Responsibilities
- ◀ RYA Essential Navigation and Seamanship
- ◀ RYA Day Skipper Theory
- ◀ RYA Coastal Skipper Yachtmaster Theory
- ◀ RYA Sea Survival
- ◀ RYA First Aid
- ◀ International Certificate of Competence (ICC)

Birkenhead Radio Sailing & Power Club - the clubhouse and lake are located at Gautby Road. It caters for people of all levels of ability from novice and club sailor to World champions. It regularly turns out 15 to 20 IOM boats for a club race, where all abilities are on the water racing together. *It sails* three of the four International Classes, International One Metres, Marbleheads and RG65s, and also Dragonforce. The Club's Power section meets regularly.

12.3: Summary of sailing

Facility type	Sailing and water sports	
Elements	Assessment findings	Specific facility needs
Quantity	There are seven sailing clubs in Wirral which are located on all three sides of the peninsula	None
Quality	In general, the quality of the offer is good with a range of boats, clubhouses and ancillary facilities all in above average condition. Wirral Sailing Club which is managed by the local authority is undergoing extensive refurbishment in 2019	None
Accessibility	The resident population of Wirral is within 20 minutes' drive time of a sailing club	None
Availability (Management and usage)	All clubs suggest that they are available to accept new members, with come and try sessions being either free or very low cost in the first instance. There is a wide range of different sailing and water sports activities available in Wirral. Wirral Sailing Centre offers pay and play opportunities across a range of water-based activities, which allows families and young people the chance to experience them, without having the expense of buying necessary equipment.	None
Strategic Summary	The investment in Wirral Sailing Club will drive up quality of the sailing offer to Wirral residents. WBC needs to continue to monitor use at its own sailing centre to ensure that hard to reach groups can take advantage of the sailing offer. In addition, given the natural resource and diverse opportunities at the different clubs across Wirral, WBC should work with clubs and the RYA to develop a plan to increase participation across the peninsula.	

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SECTION 13: GOLF

Golf is the fifth largest participation sport in England, with around 650,000 members belonging to one of 1900 affiliated clubs and a further two million people playing independently outside of club membership. Nationally, it is governed by England Golf. The role of the NGB includes providing competitions for all ages and abilities, identifying and developing the most talented golfers, maintaining a uniform system of handicapping, administering and applying the rules and introducing new golfers via its initiative 'get into golf'.

As of March 2017, England Golf solely oversees the Whole Sport Plan and receive golf's National Lottery grant under Sport England's strategy. England Golf's Whole Sport Plan identifies how England will achieve its vision of becoming 'the leading golf nation in the world by 2020' from grass roots through to elite level.

Since 2004, participation in golf and club membership has been in decline, with only recent signs showing that the reduction may be levelling off.

13.1: Supply

There are 14 golf courses which are played on by 23 separate clubs in Wirral. These are identified in Table 13.1 and Figure 13.1 below. Four courses (Arrowe Park, Brackenwood Hoylake and Warren) are municipal courses. Table 13.1 identifies which clubs play at the various courses.

Table 13.1: Summary of Golf courses and clubs in Wirral

Map ref	Course	Club
3	Arrowe Park Municipal Golf Course	Arrow Park Golf Club
		Wellington Golf Club
9	Bidston Golf Course	Bidston Golf Club
17	Brackenwood Municipal Golf Club	Brackenwood Golf Club
18	Bromborough Golf Course	Bromborough Golf Club
23	Caldy Golf Course	Caldy Golf Club
30	Eastham Lodge Golf Course	Eastham Lodge Golf Club
40	Heswall Golf Course	Heswall Golf Club
48	Hoylake Municipal Golf Course	Hoylake Golf Club
		Hoylake Ladies Golf Club
		Irby Golf Club
		Grosvenor Grange Ladies Golf Club
		The Grange Golf Club
		West Hoyle Lake Golf Club
West Hoyle Lake Ladies Golf Club		
54	Leasowe Golf Course	Leasowe Golf Club
71	Prenton Golf Course	Prenton Golf Club
78	Royal Liverpool Golf Course	Royal Liverpool Golf Club
		Royal Liverpool Village Play Artisan Golf Club
107	Wallasey Golf Course	Wallasey Golf Club
108	Warren Municipal Golf Course	Warren Golf Club
		Warren Ladies Golf Club
115	Wirral Golf Course	Wirral Golf Club

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Figure 13.1: Golf courses in Wirral

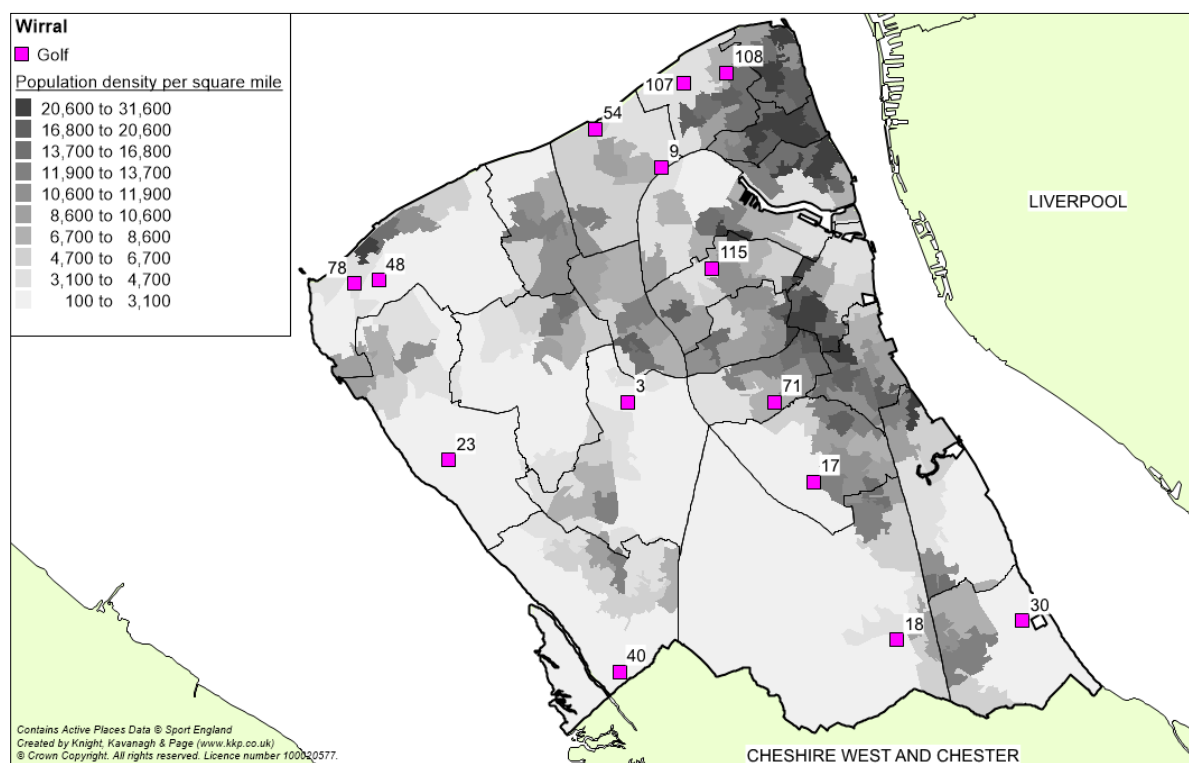


Table 13.2: Summary of availability

Map ID	Club name	Availability policy
3	Arrowe Park Golf Club	Pay and Play
9	Bidston Golf Club	Pay and Play
17	Brackenwood Golf Course	Pay and Play
18	Bromborough Golf Club	Pay and Play
23	Caldy Golf Club	Registered Membership
30	Eastham Lodge Golf Club	Pay and Play
40	Heswall Golf Club	Pay and Play
48	Hoylake Municipal Golf Club	Pay and Play
54	Leasowe Golf Club	Pay and Play
71	Prenton Golf Club	Pay and Play
78	Royal Liverpool Golf Club	Pay and Play
107	Wallasey Golf Club	Pay and Play
108	Warren Golf Club	Pay and Play
115	Wirral Golf Club	Pay and Play

In addition to the above, Moreton Hills Golf Centre is non-affiliated to England Golf but has a 6-hole course, 50 bay driving range, chipping/pitching green, bunker practice and adventure golf section. It has an academy onsite with golf lessons available from professionals and a bistro to order food and drink. There is also a driving range at Prenton Rugby Club. The facility has nine bays and has PGA professionals available to assist new and current customers.

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Management

Of the 14 golf courses in Wirral, four are municipal (Arrowe Park, Brackenwood, Hoylake and Warren) i.e. owned and operated by the Local Authority; all remaining courses are private.

Courses and ancillary facilities

- ◀ *Arrowe Park Golf Club* is an 18-hole municipal golf course with two affiliated clubs (Arrowe Park Golf Club and Wellington Golf Club). It also has a 9-hole pitch and putt and a footgolf course.
- ◀ *Bidston Golf Club* is an 18-hole private members club, conversely,
- ◀ *Brackenwood Golf Club* is an 18-hole municipal golf course with an affiliated club. It also has a clubhouse and pro-shop.
- ◀ *Bromborough Golf Club* is an 18-hole private members golf club with a practice area, putting green, clubhouse and shop with parking also available. The Club offers coaching, as well as trolley and buggy hire.
- ◀ *Caldy Golf Club* is an 18-hole private members club, with practice facilities available. There is also a clubhouse, catering, and pro shop on site.
- ◀ *Eastham Lodge Golf Club* is an 18-hole private members golf club, with a clubhouse and catering on site.
- ◀ *Heswall Golf Club* is an 18-hole private members golf club and is registered as a Get into Golf club. It has been part of the GGR (Girls Golf Rocks) programme in 2019. It also has a pro shop and coaching available on site.
- ◀ *Hoylake Golf Club* is an 18-hole municipal golf course, offering golf lessons, with a clubhouse, café and bar. The course has several affiliated clubs playing on it including; Hoylake Golf Club, Hoylake Ladies Golf Club, Grosvenor Grange Ladies Golf Club, Irby Golf Club, The Grange Golf Club, The Wirral Golf Academy, West Hoyle Golf Club and West Hoyle Ladies Golf Club.
- ◀ *Leasowe Golf Club* is an 18-hole private members golf club, with a pro shop on site where the professional also offers golf lessons.
- ◀ *Prenton Golf Club* is an 18-hole private members golf club with a group of professionals' onsite offering golf lessons.
- ◀ *Royal Liverpool Golf Club* is an 18-hole private members golf club, with Royal and Open status. It also has an artisans club operating on it- Royal Liverpool Village Play Artisans Golf Club.
- ◀ *Wallasey Golf Club* is an 18-hole private members golf club with professionals' onsite offering golf lessons.
- ◀ *Warren Golf Club* is a 9-hole, municipal golf course, with a shop, clubhouse and parking onsite, with buggies and trollies available to hire. The course itself, also has Warren Ladies Golf Club playing over it.
- ◀ The Wirral Golf Club is an 18-hole private members club with a pro shop on site. The professional offers golf coaching, and this includes an indoor coaching facility.

Table 13.3, overleaf, summarises the detail of each course.

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Table 13.3: Summary of Golf courses in Wirral

Course name	Holes	Par	Yardage ⁹		
Arrowe Park Municipal Golf Course	18	72	6,403	5,989	5,312
Bidston Golf Course	18	70	6,153	5,856	5,268
Brackenwood Municipal Golf Club	18	71	6,285	6,135	5,214
Bromborough Golf Course	18	72	6,548	6,308	5,591
Caldy Golf Course	18	72	6,714	6,387	5,771
Eastham Lodge Golf Course	18	68	5,706	5,436	5,211
Heswall Golf Course	18	72	6,625	6,272	5,773
Hoylake Municipal Golf Course	18	70	6,313	5,965	-
Leasowe Golf Course	18	71	6,248	6,036	5,485
Prenton Golf Course	18	71	6,457	6,210	5,618
Royal Liverpool Golf Course	18	72	7,312	6,481	5,878
Wallasey Golf Course	18	72	6,684	6,319	5,825
Warren Municipal Golf Course	9	36	-	2,949	-
Wirral Golf Course	18	68	5,180	4,739	4,529

Quality

All of the courses are considered to be good quality, with a dedicated maintenance regime carried out at each facility.

Membership and costs

Nationally, many clubs have altered pricing structures to allow for discounted rates following a decline in golf participation, with England Golf determining that clubs are more likely to experience growth with flexible membership packages. For instance, some now offer a five-day membership (whereby members can access the course on specific days but not during a weekend), whilst others provide discounts that are no longer limited to junior players (e.g. discounts for those aged 18-21). Previously, many clubs throughout the country had a waiting list for membership but that is increasingly rare apart from courses which are considered to be prestigious or where supply is limited. In Wirral all courses, apart from Caldy Golf Course, offer memberships and pay and play green fees. That being said, most clubs in the area are primarily membership clubs.

Table 13.4: Summary of costs in Wirral

Club name	Cost summary
Arrowe Park Golf Club	<p>All four municipal courses in Wirral offer pay & play and membership options. Pay & Play differs between Summer and Winter and Weekday to Weekend.</p> <p>There are three annual membership types which are available via WBC's concession scheme which include: Invigor8 Inclusive (Seven day annual golf at all Wirral municipal golf courses) - £340, Invigor8 Plus (Weekday annual golf at all Wirral Municipal Golf Courses) - £290; and Invigor8 Junior and Teen (seven day annual junior golf at all Wirral municipal golf courses) for £150.</p>

⁹ White denotes Championship tees, yellow denotes men's tees and red denotes ladies' tees.

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Club name	Cost summary
Bidston Golf Club	Membership fees are unavailable due to application process.
Brackenwood Golf Club	See Arrowe Park cost summary
Bromborough Golf Club	Bromborough Golf Club offers the following memberships; Full seven day for £1,256, Six day (Excluding Saturdays) for £1,091, Weekday Only for £924, Age 35 seven day for £1,120, Ages 30-34 seven day for £920, Ages 25-29 seven day for £720, Ages 22-14 seven day for £455, Ages 19-21 seven day for £370, Junior 13-18 for £99, Country £313 and Social for £63. Juniors between 8-12 play for free with an independent Women's membership available.
Caldy Golf Club	Membership fees are unavailable due to application process.
Eastham Lodge Golf Club	Eastham Lodge Golf Club offers the following memberships; Full male seven day for £975, full male weekday for £890, full seven day ladies (36 years and above) £950, male & female country member £440, male & female limited £600, male & female social £40 and male & female associate £25. There are also variety of membership options for male and females ranging from 10 years to 35 years depending on a persons age. Juniors U10s play for free with an independent Women's membership available. The Club also offers a PlayMoreGolf membership option for £325 that offers up to 50 rounds of 18-hole golf a year.
Heswall Golf Club	Membership fees are unavailable due to application process.
Hoylake Municipal Golf Course	See Arrowe Park cost summary
Leasowe Golf Club	Leasowe Golf Club annual memberships consist of; Full (36 years and over) for £975, six day (excluding Saturday) for £833, midweek for £772, Intermediates 18-21 (Uni/College) for £200, intermediate 22-26 for £450, intermediate 27-35 for £700, associate for £422, overseas & country for £340 and house/social members for £90. Juniors membership is free for the first year only with second year (14 years and under) £20 and 15-18 years £113.
Prenton Golf Club	Prenton Golf Club annual memberships consist of; seven day for £1,150, six day (Excluding Saturday) for £1,034, midweek for £1,019, country for £375, junior member (12-18) for £100 and non playing member for £135. Juniors membership is free for under 12 years. In addition, there are special rates available for under 40s and it offers a lifestyle membership designed for the modern life.
Royal Liverpool Golf Club	Membership fees are unavailable due to application process however a weekend green fee is £250.00 whereas a Weekday: green fee is £200.00.
Wallasey Golf Club	Full membership is £1,325 per annum with an additional joining fee of £2,524.
Warren Golf Club	See Arrowe Park cost summary
Wirral Golf Club	Full playing memberships (Male & Female) - £1,025, Colt (aged between 19 and 30) - £550; Student (aged 19 to 25) - £350; Country -£300, Junior 12-17 - £60; Junior 4-11 years £30; House (play the course 10 times plus full clubhouse access) for £120 and a social membership for £50.

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13.2: Demand

England Golf's Club Membership Questionnaire (2018) highlights that the average number of members per golf course nationally is 484. As a breakdown, this consists of 381 adult males, 70 adult females, 27 junior boys and six junior girls.

In Wirral, Bromborough, Caldy, Heswall, Prenton, Royal Liverpool and Wallasey golf clubs have a larger than average membership base. All of the other golf clubs in the area are significantly below the national average. This, however, does not take account of the pay and play opportunities, which municipal courses, in particular, market and promote.

Table 13.5: Summary of demand

Club	England Golf 2018 affiliation numbers	Club	England Golf 2018 affiliation numbers
Arrowe Park	156	Prenton	510
Bidston	296	Prenton Driving Range	<i>Not affiliated</i>
Brackenwood	100	Royal Liverpool	638
Bromborough	574	Royal Liverpool Village Play Artisan	-
Caldy	702	The Grange	25
Eastham Lodge	282	Wallasey	565
Grosvenor Grange Ladies	12	Warren	23
Heswall	758	Warren Ladies	-
Hoylelake	121	Wellington	38
Hoylelake Ladies	17	West Hoyle Lake	-
Irby	56	West Hoyle Lake Ladies	27
Leasowe	317	Wirral	281
Moreton Hills Golf Centre	<i>Not affiliated</i>		

Despite the varying levels of membership, it must be noted that each club will have a different financial model in terms of income generation from membership versus green fees. This means that further exploration is required before determining that clubs with a low membership base are unsustainable.

Participation trends

Nationally, the average number of members per golf club has increased slightly from 460 in 2016 compared to 484 in 2018. A total of 38% of clubs saw an increase in membership over this time-period. Clubs showing growth are increasingly offering more tailored packages, which provide flexibility and cater for less traditional golfers. These include flexible, points-based memberships for those who are time poor, corporate packages which provide opportunities to network, academy/trial memberships for those getting into the game and student/intermediate offers to enable younger people to manage the cost of a significant outlay.

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Table 13.6 identifies club membership in Wirral using England Golf affiliation from 2015-2018. Using these figures only, Arrowe Park, Heswall, The Grange and Wallasey golf clubs have seen increases in participation. It should be noted however that The Grange Golf Club only has participation figures for 2018 and is a relatively new club.

Participation for all remaining clubs and across Wirral a whole has seen a decrease. Support should be offered to ensure the downward trend does not continue especially at those with minimal participation such as Grosvenor Grange Ladies Golf Club, Hoylake Ladies Golf Club, Irby Golf Club, Warren Golf Club, Wellington Golf Club and West Hoyle Lake Ladies Golf Club.

Table 13.6: Summary of participation trends

Club name	2015 membership	2016 membership	2017 membership	2018 membership ¹⁰
Arrowe Park Golf Club	141	140	162	156
Bidston Golf Club	349	313	297	296
Brackenwood Golf Club	139	158	126	100
Bromborough Golf Club	596	601	640	574
Caldy Golf Club	764	751	716	702
Eastham Lodge Golf Club	357	370	336	282
Grosvenor Grange Ladies GC	14	18	12	12
Heswall Golf Club	736	732	737	758
Hoylake Golf Club	123	123	127	121
Hoylake Ladies Golf Club	23	21	23	17
Irby Golf Club	129	55	57	56
Leasowe Golf Club	356	324	372	317
Moreton Hills Golf Centre	Not affiliated			
Prenton Golf Club	551	532	548	510
Prenton Driving Range	Not affiliated			
Royal Liverpool Golf Club	691	705	635	638
Royal Liverpool Village Play Artisan Golf Club	-	-	53	-
The Grange Golf Club	-	-	-	25
Wallasey Golf Club	540	549	572	565
Warren Golf Club	100	95	86	23
Warren Ladies Golf Club	-	-	-	-
Wellington Golf Club	51	51	50	38
West Hoyle Lake Golf Club	56	48	38	-
West Hoyle Lake Ladies GC	32	32	31	27
Wirral Golf Club	410	414	325	281
Total	6,158	6,032	5,943	5,498

It can be seen that overall affiliated club membership with England Golf has declined by 10.7% from 2015-2018. Data is not available for levels of pay and play so it is not known whether participation has increased or decreased within this time.

¹⁰ Green font represents an increase in membership from 2015 to 2018, whereas, red font represents a decrease in membership within the same time period.

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Future demand

England Golf published the 'Raising Our Game' strategy in 2014, which defines its strategic direction up to 2017. The document highlights the need for a strategy to enhance market understanding of current golf facilities, which is identified as one of the key considerations to increasing participation. To enable this, market segmentation has been created that is specific to golf, identifying that 24% of adults in England are potential players. This is made up of 9% current players, 8% lapsed players and 7% latent players and amounts to around 9.6 million people in total.

The research also provides nine defined profiles and clearly identified behaviours, motivations and barriers within each one. The nine segments are:

- ◀ Relaxed members
- ◀ Older traditionalists
- ◀ Younger traditionalists
- ◀ Late enthusiasts
- ◀ Younger fanatics
- ◀ Younger actives
- ◀ Occasional/time-pressed
- ◀ Social couples
- ◀ Casual fun

To align with this, a facility mapping tool has been created to provide a statistical data engine that identifies golfing demand within a 20-minute drive time of each facility within England using the segments above. The tool highlights the dominant profiles within each catchment area and also within access to each course. This can then be used to predict likely demand for each type of facility and can support informed marketing, development and investment decisions whilst allowing providers to adapt their offer to cater for a range of different needs.

The demand for golf within Wirral, compared against the North West of England, by segment type is seen in Table 13.7. The figures represent the number of people within each profile that are within a 20-minute drive time of each course. It is then averaged across the available courses to ensure no double counting.

Table 13.7: Summary of demand in Wirral by segment

Segment no.	Segment name	Average number of people per affiliated facility (20-minute drive time)	
		Wirral	North West
1	Relaxed members	8,404	10,794
2	Older traditionalists	7,321	9,133
3	Younger Traditionalists	8,344	10,990
4	Younger fanatics	7,971	9,816
5	Younger actives	8,075	10,330
6	Late enthusiasts	7,653	9,484
7	Occasional time pressed	8,232	10,652
8	Social couples	7,608	9,617
9	Casual fun	8,011	9,557

In total, an average of 71,691 people are identified as current or potential users of golf courses in Wirral this is compared to 90,373 people per course across the North West. This would suggest that the area is well served by the current supply of courses and that participation rates for golf will need to remain high in order for all clubs/courses to be financially viable. This demand in Wirral is relatively evenly spread across the profiles, with "relaxed members" generating the most demand and "older traditionalists" generating the least. Each profile is applied on a facility by facility basis in Table 13.8.

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Table 13.8: Summary of demand per course by profile type

Course name	Segment number								
	1	2	3	4	5	6	7	8	9
Arrowe Park	12,158	10,543	12,148	11,450	11,678	11,002	11,937	10,971	11,433
Bidston	14,540	12,120	14,979	13,176	13,888	12,622	14,425	12,739	12,736
Brackenwood	12,819	11,316	12,568	12,335	12,338	11,847	12,500	11,720	12,546
Bromborough	10,461	9,046	10,374	9,793	10,029	9,449	10,219	9,474	9,802
Caldy	5,076	4,720	4,811	5,231	4,933	4,967	4,916	4,769	5,505
Eastham Lodge	13,134	11,457	12,984	12,433	12,615	11,972	12,832	11,937	12,514
Heswall	10,186	8,948	10,013	9,718	9,794	9,356	9,934	9,301	9,839
Hoylake	4,265	3,863	4,084	4,227	4,120	4,056	4,127	3,969	4,394
Leasowe	11,794	10,014	11,998	10,998	11,297	10,433	11,653	10,472	10,633
Moreton Hills Golf Centre	<i>Not affiliated</i>								
Prenton	10,470	8,997	10,538	9,741	10,044	9,374	10,302	9,400	9,460
Prenton Driving Range	<i>Not affiliated</i>								
Royal Liverpool	3,921	3,615	3,705	3,976	3,799	3,804	3,783	3,684	4,190
Wallasey	13,476	11,233	13,883	12,219	12,871	11,700	13,370	11,803	11,815
Warren	10,629	9,056	10,746	9,842	10,180	9,447	10,473	9,472	9,703
Wirral	9,470	8,107	9,537	8,801	9,076	8,457	9,317	8,475	8,707

Table 13.8 summarises that demand is likely to be highest for Bidston Golf Club, with 121,225 potential users within its immediate catchment area, followed by Wallasey Golf Club, which has 112,370 potential users.

Given that it is difficult for one facility to cater for the needs of all potential members, there is clear scope for some clubs to work more collaboratively in terms of creating pathways where appropriate. This way, all golfing profiles can be collectively catered for. In order to increase membership and to target the golfing profiles detailed above, England Golf sets out the following key themes:

- ✦ Creating a welcoming environment
- ✦ Catering for a range of different needs
- ✦ Communicating regularly with members and visitors
- ✦ Developing facilities to broaden income streams
- ✦ Becoming part of the local community

FootGolf

FootGolf is a relatively new activity that is played on a golf course using a football. The object of the game is to get the ball into the hole using only your feet in the fewest number of shots possible. It is governed by the UK FootGolf Association.

Nationally, there are currently 160 recognised Golf courses that incorporate FootGolf, with many clubs recognising it as a chance to provide an income stream which helps with financial sustainability at a time when participation in the traditional game has decreased. The sport is generally played on a smaller than average courses, with Par 3 courses being ideal.

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There are two FootGolf course in Wirral which are found at Arrowe Park Municipal Golf Course and King's Parade in New Brighton. Both sites are operated via WBC and offer both nine-hole and 18-hole options. The nine-hole is priced at £5.50 for adults, £3.30 for ages 11-18 and family passes (Four players with a maximum of two adults) £14.35. In comparison the 18-hole is priced at £8.80 for adults, £5.30 for ages 11-18 and family passes for £22.95. Rental of footballs is charged for both options at £1 each with a refundable deposit of £10 required.

Online research found a third Footgolf course, which was located at Warren Municipal Golf Course, is reportedly no longer available¹¹.

13.3: Summary

Facility type	Golf clubs and facilities	
Elements	Assessment findings	Specific facility needs
Quantity	There are 14 golf courses with 23 different clubs across Wirral. Four of the courses are municipal with remainder being private members clubs. There are two driving ranges and footgolf is available at two courses. This suggests that the golf market is crowded.	None
Quality	In general, the quality of the offer is very good. The area has an excellent reputation for good golf with a range of parkland and links courses available. There are also 9 and 18 hole options. All of the clubs have a clubhouse and offer coaching and tuition.	Maintain the level of quality of the municipal courses, in particular.
Accessibility	The resident population of Wirral is within 20 minutes' drive time of a golf club.	None
Availability (Management and usage)	The cost of annual membership varies massively across the courses. Several clubs do not actually advertise the cost and it is believed that they have particularly high membership costs. Wallasey Golf Club has a waiting list for 7-day men members and operates a joining fee. At the other end of the scale the four municipal courses offer are much cheaper (but also offer a year round experience). England Golf's demand profile suggests that Bidston and Wallasey golf clubs will have the highest demand for golf of all the courses. Also, that "relaxed members" generate the most demand and "older traditionalists" generate the least.	None
Strategic Summary	The golf market in Wirral is very well catered for with 14 courses and 23 clubs. The most prestigious courses such as Royal Liverpool, Caldy and Wallasey, for example, have waiting lists and charge premium rates for annual membership (and in some cases a joining fee). At the other end of the spectrum, the four municipal courses allow different market segments to try the sport, without substantial financial outlay WBC needs to continue to monitor use at its municipal sites with a view to ensuring that hard to reach groups can take advantage of the golf offer. It will be important to work with England Golf and tap into their initiatives to help drive increases in participation.	

¹¹ <https://wirralleisure.co.uk/golf-courses/footgolf/>

SECTION 14: INDOOR BOWLS

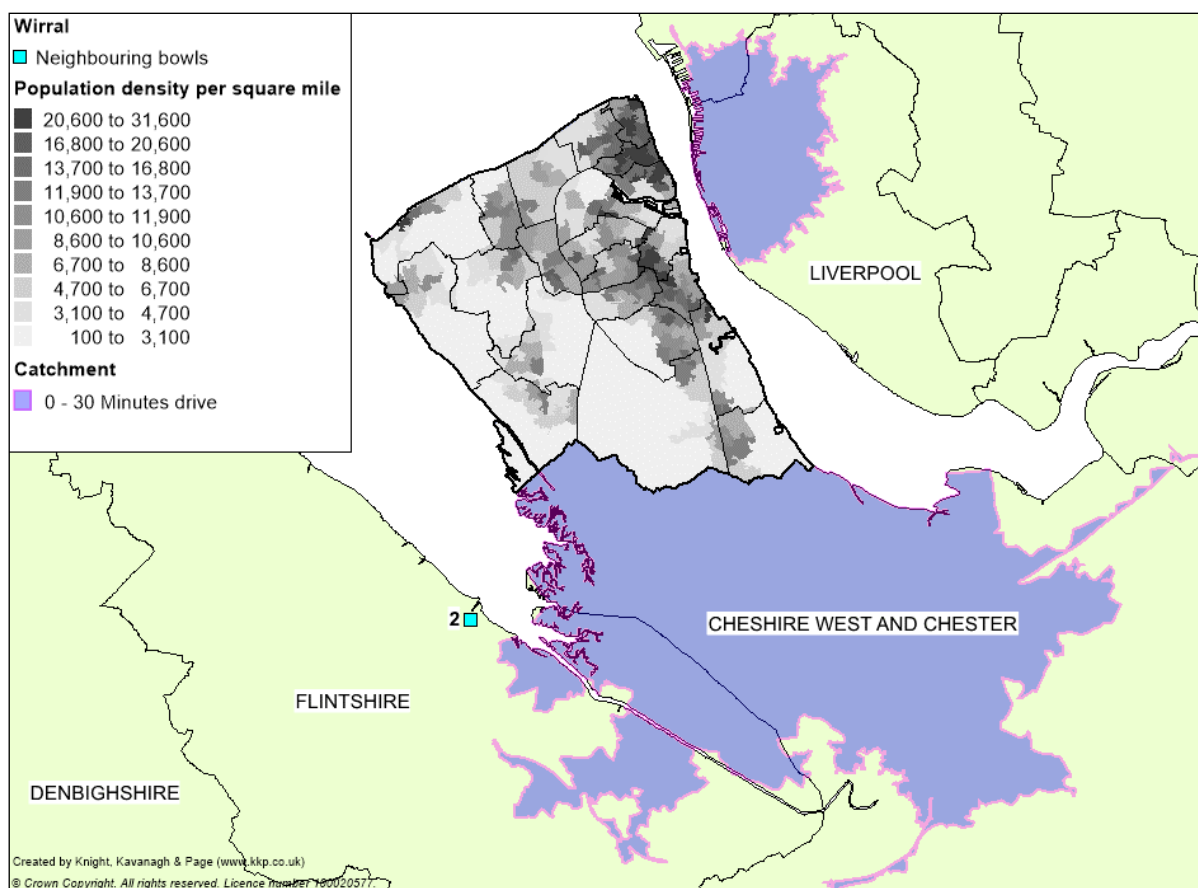
There is currently no indoor bowls centre located within the Authority.

Consultation with the English Indoor Bowls Association indicates that it is keen to explore ways to enable a purpose-built indoor bowls facility to be built locally. The rationale for this is based on population analysis and the number of “older” people projected within the timescale of the Local Plan. The NGB recognises that depending upon where the local population live, they may find the indoor bowls site in Denbighshire can meet their needs. The area is primarily an outdoor crown green area and that there will need to be a robust sports development and business plan in place to justify a 12 month a year purpose-built site. Whilst funding would be an issue, EIBA would be interested in meeting with potential partners based on the following scenarios:

- ◀ Compliant Indoor bowls green(s) in a leisure centre with at least 4 rinks.
- ◀ Indoor bowls added to an existing outdoor bowls club which has full ancillary services (catering, bar, toilets, changing provision and has the land to build on.
- ◀ Indoor bowls added to an existing outdoor sports club which has full ancillary provision and the land to build on.
- ◀ Indoor bowls within a building that could accommodate it with an appropriate lease.

14.1: Supply

Figure 10.1: Dedicated indoor bowls centres within 30 minutes' drive time of Wirral



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Table 14.1 above and Figure 14.1 show the nearest indoor bowls facility in neighbouring authorities and a 30 minutes' drive time from the Authority. There are a further four indoor bowls facilities within one hours drive time.

Table 14.1: Neighbouring indoor bowls

Map ID	Location	
1	Blackpool Newton Hall	Not shown on map
2	Flintshire	
3	Oldham	Not shown on map
4	Ordsall	Not shown on map
5	Prestatyn	Not shown on map

Source: Active Places Power 28/10/2019

14.2: Demand

The audit did not identify any demand in the area for indoor bowls, further exploration and consultation with outdoor bowls is required. This is being covered in the Playing Pitch Strategy needs assessment.

Sport England's Sports Facilities Calculator

This assists local planning authorities to quantify additional demand for community sports facilities generated by new growth populations, development and regeneration areas. It is used to estimate facility needs for whole area (district) populations but should not be applied for strategic gap analysis as it has no spatial dimension as it does not take account of:

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

Table 14.2: Sport England Sports Facilities Calculator

	Population 2017	Population estimate 2036
ONS population projections	322,796	328,135
Population increase	-	5,339
Facilities to meet additional demand	-	0.42 rinks 0.07 centres
Cost	-	£151,029

The SFC calculates that for a population of 322,796 there is a demand for 25.1 rinks (4.18 centres). The cost of building this/these is estimated at £9,131,182. The projected increase in population to 2036 will raise the level of demand for indoor bowls. By that time the SFC indicates a need for an additional 0.42 rinks.

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10.3: Summary

Facility type	Indoor Bowls	
Elements	Assessment findings	Specific facility needs
Quantity	There is no indoor bowls centre in Wirral.	The EIBA is keen to explore ways in which a purpose-built indoor bowls facility could be built locally given the increasing number and proportion of older residents.
Quality		
Accessibility	There are no operational centres within 30 minutes' drive time of Wirral although one is located just outside this distance in Denbighshire	
Availability (Management & usage)	The nearest dedicated pay and play indoor facility is located in Shropshire (Shrewsbury Sports Village).	
Strategic summary	The audit did not find any latent demand for an indoor bowls facility.	

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SECTION 15: INITIAL STRATEGIC RECOMMENDATIONS

Taking into account the needs assessments related to specific facilities and sports, the demographic make-up of the Borough, the current vision of the Council and the financial constraints it faces, consider the following strategic recommendations:

- ◀ Ensure that all school sports facilities are made fully available for community use (through binding, appropriate and detailed community use agreements) and that an agreed minimum level of availability is agreed.
- ◀ Link this directly to, wherever feasible, judicious investment in improving the quality of sports halls (and associated changing provision) particular if/where other facility plans are like to lead to increased reliance on the school stock both overall and in specific localities.
- ◀ Commit to the identified short and medium term investment, maintenance and refurbishment requirements to protect and improve existing Wirral Council public sports facilities.
- ◀ Given that Wirral Council owned swimming facilities are collectively ageing and in some cases reaching the end of their useful life and in need of significant investment over the lifespan of the Local Plan, commission a long-term Borough master plan for swimming facilities in the Authority. This should be done with a view to the creation of an appropriately located and specified stock which will accommodate a high volume of swimming lessons, club activity and the full range of public swimming opportunity.
- ◀ Link this (in terms of physically co-terminus provision) to a review and the subsequent improvement of health and fitness provision (fitness rooms and studios) both in the context of servicing existing demand with high quality provision and with a view to addressing the next phase of fiscal improvement and efficiencies in respect of the net cost of Council leisure centre provision.
- ◀ Support other developments (via planning and officer expertise) which will assist in increasing the level and quality of provision catering for sport and physical activity in the wider community (specifically in sports including gymnastics, sailing and athletics).
- ◀ Ensure that WBC owned facilities make a progressively greater (and measured) contribution to reducing health inequalities and are fully accessible from all the Borough's communities through targeted initiatives, appropriately targeted concessionary pricing, programming and staff training.
- ◀ Improve the breadth, depth and quality of performance management data collected (and shared) and the associated analysis of facility usage to inform future marketing, promotion, programming and pricing etc.
- ◀ Continue to work with the LTA to create flexible solutions to enhance the viability, financial sustainability and contribution to increasing participation in tennis, key derivatives and others sports of the indoor tennis centre.
- ◀ Working with the Wirral Sports Forum and NGBs in key sports, create a workforce development plan to counter shortfalls in volunteers, officials and coaches across a range of sport.