

**Swale Borough Council
2015-2025
INDOOR AND BUILT FACILITY SPORTS
ASSESSMENT**

September 2015
Version 2.0



Prepared by



TABLE OF CONTENTS

1	<u>INTRODUCTION AND METHODOLOGY</u>	3
1.1	BACKGROUND	3
1.2	LOCAL RATIONALE FOR THE STUDY	3
1.3	METHODOLOGY AND SCOPE	3
1.4	INFORMATION SOURCES	4
1.5	REPORT STRUCTURE	4
2	<u>STRATEGIC CONTEXT</u>	5
2.1	INTRODUCTION	5
2.2	NATIONAL CONTEXT	5
2.3	LOCAL CONTEXT	7
2.4	LOCAL PLANS AND STRATEGIES	8
2.5	DEMOGRAPHIC AND HEALTH ANALYSIS OF THE SWALE POPULATION	10
2.6	SPORTS PROFILING	12
2.7	NEW DEVELOPMENTS	13
2.8	LINKING SWALE'S STRATEGIC CONTEXT TO THE FACILITY STRATEGY	14
3	<u>ANALYSIS AND FINDINGS – FACILITIES</u>	15
3.2	POOLS	15
3.3	HALLS	21
3.4	GYMS (HEALTH AND FITNESS)	26
3.5	ARTIFICIAL GRASS PITCHES (AGP's)	30
4	<u>FACILITY ANALYSIS - OTHER SPORTS</u>	33
5	<u>APPENDICES</u>	33
5.1	APPENDIX A –SPORT CLUB CONSULTATION SUMMARY	36
5.2	APPENDIX B – PARISH CONSULTATION SUMMARY	37
5.3	APPENDIX C - NGB CONSULTATION RECORD	39
5.4	APPENDIX D – POPULATION DATA	42
5.5	APPENDIX E – SCHOOL STAKEHOLDER CONSULTATION RECORDS	45
5.6	APPENDIX F –MAPS	49

1 INTRODUCTION AND METHODOLOGY

1.1 Background

- 1.1.1 Swale Borough Council (SBC) appointed 4 global and RPT Consulting in March 2015 to produce a Sports Facility Strategy (2015 – 2025) for the borough.
- 1.1.2 The report sets out the needs and evidence base for indoor sport and built facilities. At the time of issue, Swale's Playing Pitch Strategy is also being developed in collaboration by 4 global and the Council, with adoption planned for 2016. These pieces of work provide a co-ordinated and long-term approach to sports facility provision and planning across Swale for both indoor and outdoor sport. A strategy is required to guide SBC's future delivery and investment decisions up to 2025.
- 1.1.3 This report outlines the findings from desktop research, quantitative analysis and local consultations. It also considers a qualitative review of the three leisure facilities in Swale that receive funding from SBC (Swallows Leisure Centre, Sheppey Leisure Complex and Faversham Pools).

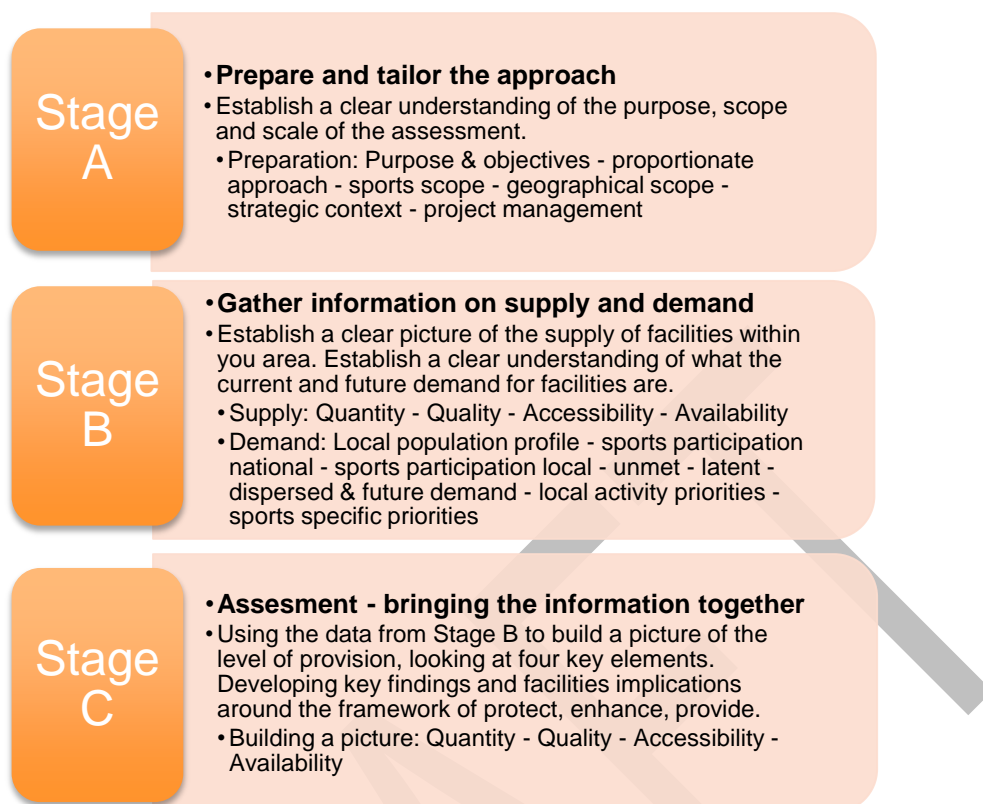
1.2 Local rationale for the study

- 1.2.1 The rationale for the study is based on the recognition that SBC's current Sport & Physical Activity Strategy (SPAFS) is coming to an end in 2017 and the contract with Swale Community Leisure Trust (SCLL), who manage Swallows Leisure Centre and Sheppey Leisure Complex, in 2019. SBC also provides an annual grant to Faversham Swimming Pools Management Committee. Having undertaken an Options Appraisal for the delivery of Sport and Leisure Services in 2011, SBC needs to review the sports and leisure provision in the borough and who is best placed to provide it. The strategy will reflect the specific needs of SBC, focusing on key contextual issues such as health standards and quality of life.
- 1.2.2 SBC wishes to ensure that its future corporate resources are coherently allocated in line with its agreed priorities, which take into account the changing nature of the borough's population profile and growth over the next 10 years and the consequential housing and infrastructure developments being considered as part of the emerging Local Plan.

1.3 Methodology and scope

- 1.3.1 The methodology employed for the study is taken from the Sport England guidance, Assessing Needs and Opportunities Guidance for Indoor and Outdoor Sports Facilities (2014). Figure 1 provides a summary of the key stages that comprise this approach.

Figure 1 – Assessment Structure of the Built Facility Strategy



1.4 Information Sources

- 1.4.1 The sources of information analysed when writing this report are as follows;
- ◀ Stakeholder consultations with local leisure providers and users
 - ◀ Survey feedback from parish council representatives across Swale
 - ◀ Survey feedback from sports club representatives across Swale
 - ◀ 4 global's DataHub – participation data for a wide range of sports gathered from over 100 leisure centres across the UK (and aggregated view from 100+ million visits).
 - ◀ Sport England tools and reports such as the Facilities Planning Model (FPM) and the Market Segmentation Tool

1.5 Report Structure

- 1.5.1 The report will follow the following structure;
- ◀ Section 1 – Introduction
 - ◀ Section 2 – Strategic Context
 - ◀ Section 3 – Facility Analysis: Pools, Halls, Gyms, Artificial Grass Pitches (AGP's)
 - ◀ Section 4 – Facility Analysis: Additional Sports

2 STRATEGIC CONTEXT

2.1 Introduction

- 2.1.1 This section summarises the key policies and context that impact upon the strategy and its interpretation. Firstly, relevant national strategies and objectives are analysed and secondly, the specific parts of recent Local Plans are summarised.

2.2 National context

- 2.2.1 The National Planning Policy Framework sets out the requirement of local authorities to establish and provide adequate and proper leisure facilities to meet local needs. Paragraph 73 outlines the planning policies for the provision and protection of sport and recreation facilities.

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

Sport England

- 2.2.2 Sport England identifies its main objectives as *protect, enhance and provide*. Under protect, Sport England seeks to protect playing fields, among other sport and leisure facilities. Sport England also looks to improve the quality, access and management of facilities, as well as being heavily invested in providing new facilities to meet demand in areas where it is not met.
- 2.2.3 Sport England has published a guidance document for assessment of needs and opportunities in relation to indoor and outdoor sports facilities. In this guidance document, NPPF paragraph 73 is indicated as a key driver of these pieces of work.
- 2.2.4 In line with the NPPF (paragraph 73), Sport England emphasises the importance of both identifying specific needs and quantitative or qualitative deficits or surpluses of facilities as well as an assessment of what provision is required to meet both current and future needs.
- 2.2.5 To ensure that this provision can be provided and maintained, in turn ensuring a good degree of certainty that the needs can and will be met, an assessment should lead onto the development of clear and effective strategy.
- 2.2.6 A strategy for sports facilities in an area, founded on a robust and up-to-date assessment of need, sets out clear and prioritised proposals and actions, which will deliver and maintain the required provision. A strategy therefore provides a prioritised infrastructure plan for sports facilities in an area which, supported by effective planning policies, will enable LAs to plan positively for sport in their area and help deliver the sporting provision the community needs.

A New Strategy for Sport: Consultation Paper (2015)

- 2.2.7 It has been 13 years since the previous strategy for sport (Game Plan, 2002) was written and published by the Department for Culture Media and Sport (DCMS). Since then the sporting world and the way the public engages with sport has fundamentally transformed and changed which in turn means that the government has identified a need to update the way it delivers sport.
- 2.2.8 The current government is therefore undertaking a consultation to help create a new strategy for sport (August 2015) which will build on the realities of how sport is consumed and delivered and help increase the number of people taking part in regular physically activity.
- 2.2.9 This consultation will lead to an updated sport strategy for the UK, released in late 2015. This will make a fundamental difference in how sport is delivered within Local Authorities, therefore a further analysis will be required to be undertaken when this is issued.

Public Health England

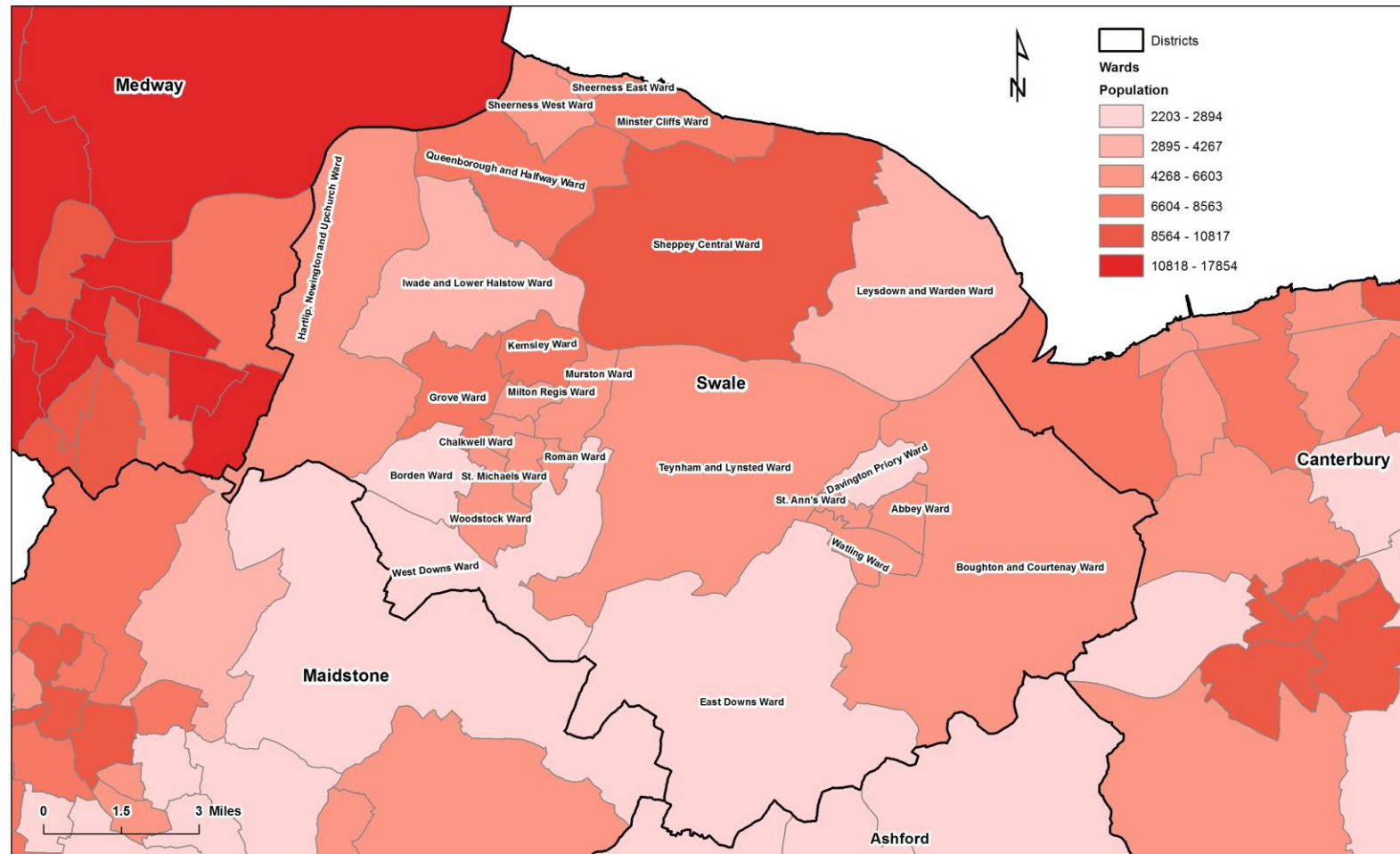
- 2.2.10 In collaboration with Sport England, Public Health England (PHE) produced and launched 'Everybody active, every day' (Oct 2014), a framework for national and local action to address the national physical inactivity epidemic, responsible for 1 in 6 deaths and costing the country and estimated £7.4 billion a year.
- 2.2.11 As part of the framework, the 4 areas for action are;
- ◀ Change the social 'norm' to make physical activity the expectation
 - ◀ Develop expertise and leadership within professionals and volunteers
 - ◀ Create environments to support active lives
 - ◀ Identify and up-scale successful programmes nationwide
- 2.2.12 Physical activity has been defined as a priority by the Government, with the Department of Health supporting local authorities by investing £8.2 billion over 3 years to target public health priorities in their areas.
- 2.2.13 As shown by a 2014 paper commissioned by the British Heart Foundation¹, Physical inactivity is proven to significantly increase the risk of health issues. In the UK, the incidence of non-communicable disease, which can be attributed to physical inactivity, includes;
- ◀ 10.5% of coronary heart disease cases
 - ◀ 18.7 % of colon cancer cases
 - ◀ 17.9% of breast cancer cases
 - ◀ 13.0% of type 2 diabetes cases
 - ◀ 16.9% of premature all-cause mortality
- 2.2.14 As explained in detail throughout Section 2 of this report, improvements in the provision of sports facilities is a key influencing factor in participation data, which in turn is heavily associated with the health and wellbeing of a local population.

¹ 'Making the case for physical activity, British Heart Foundation (2014)

2.3 Local context

2.3.1 Map 1 below shows the population of Swale, split by ward. This indicates that Sheppey Central is most populous, however this is influenced by the large surface area this ward covers.

Map 1 – Population by ward in Swale



Wards population in Swale and neighbouring authorities



- 2.3.2 Swale is a local government district with borough status in Kent, England. The Borough is located on the centre of the North Kent coastline and SBC is based in Sittingbourne. Apart from the northern coast of the isle of Sheppey and the town of Sittingbourne, it is mainly a rural borough. There are five major towns in the borough: Sittingbourne and Faversham on the mainland, and Sheerness, Minster and Queenborough in Sheppey Central. London is 40 miles away and Swale is connected to a good motorway network at the M2, with the M20, M25 and M26 a short distance away.
- 2.3.3 Swale has boundaries with four other local authorities; Medway Council, Canterbury City Council, Ashford Borough Council and Maidstone Borough Council. It is important that the context of this strategy considers the needs and ambitions of its direct neighbours. For all authorities in Kent, the cross-border issues with facility provision need to be considered. Major or specialist sporting facilities, such as synthetic running tracks or Olympic size swimming pools are fewer in quantity due to their high cost and capacity. This means that not every local authority is able to have their own supply of these facilities and the wider supply is included in the evaluation.

2.4 Local Plans and Strategies

Bearing Fruits 2013: The Swale Borough Local Plan Part 1 – Publication Version (December 2014)

- 2.4.1 The Swale Local Plan Part 1 Publication Plan (2014) has been submitted for independent examination before its anticipated adoption in late 2016 or early 2017. This has relevant policies, including CP5 Health and Wellbeing, CP6 Community facilities and services to meet local needs, DM17 Open space and sports and recreation provision.
- 2.4.2 In particular, the Local Plan identifies ‘Promoting health communities’ as a key challenge for the latest plan. The plan identifies “*significant social, economic and environmental disparities, notable concentrations of deprivations on Sheppey and in Sittingbourne, particularly in the areas of health, income, benefits, employment and skills*”.
- 2.4.3 As seen in Section 5.5.3 of the Local Plan, A Rapid Health Impact Assessment (HIA) has been undertaken to identify the potential health gains and consequences of various options and policies. The HIA for Swale identified that there were significant health and wellbeing issues in Swale and that the Local Plan should seek to improve the population’s health.
- 2.4.4 Participation in sporting or casual activity is a key influencing factor in the overall health of a population and it is therefore vital that this strategy addresses the requirement to increase basic participation and improve overall health and well-being.

Corporate Plan- Making Swale a better place (2015-2018)

- 2.4.5 This document references sport and leisure objectives relating to provision in Swale. Objectives that have been identified include;
- ◀ More leisure facilities being built
 - ◀ The transfer of responsibility for the management of sport and leisure facilities to groups of local volunteers with the passion and local knowledge to make the best use for them to benefit the community

- 2.4.6 These objectives emphasise the intention of the local authority to invest in sporting facilities where appropriate the needs of the community f, as well a clear strategy to devolve decision-making power to local volunteers. This will be reflected throughout the strategy and referenced in the action plan.

Sport & Physical Activity Framework for Swale 2012 - 2017

- 2.4.7 This document is designed to give partners involved in sport and physical activity in Swale a framework and lead from which to develop their own strategies for action to help create the step change needs to get more people more active.
- 2.4.8 The aim of this document is to address the low levels of activity and health inequalities in Swale by motivating people to live more active lives and encourage regular and sustained participation in sport. The overall objective is to improve factors such as obesity, general health, as well as providing a benefit to SBC by lowering the cost of physical inactivity.
- 2.4.9 The detailed framework highlights the following key priorities;
- ◀ Provision of subsidised sporting activities
 - ◀ Provision Informal and less structured sporting activities
 - ◀ Activities in less formal places such as community halls or outside in green spaces
 - ◀ Taster sessions and ‘come and try it’ activities at schools, clubs and leisure facilities
 - ◀ Programs that encourage all the family to take part
- 2.4.10 In relation to future sport facilities, priorities include;
- ◀ Offer concessions to those people where cost is a barrier
 - ◀ Vary opening times
 - ◀ Encourage the opening up of school facilities for wider community use
 - ◀ Work in partnership to widen access to facilities in the local community
 - ◀ Enable facility development through planning development agreement

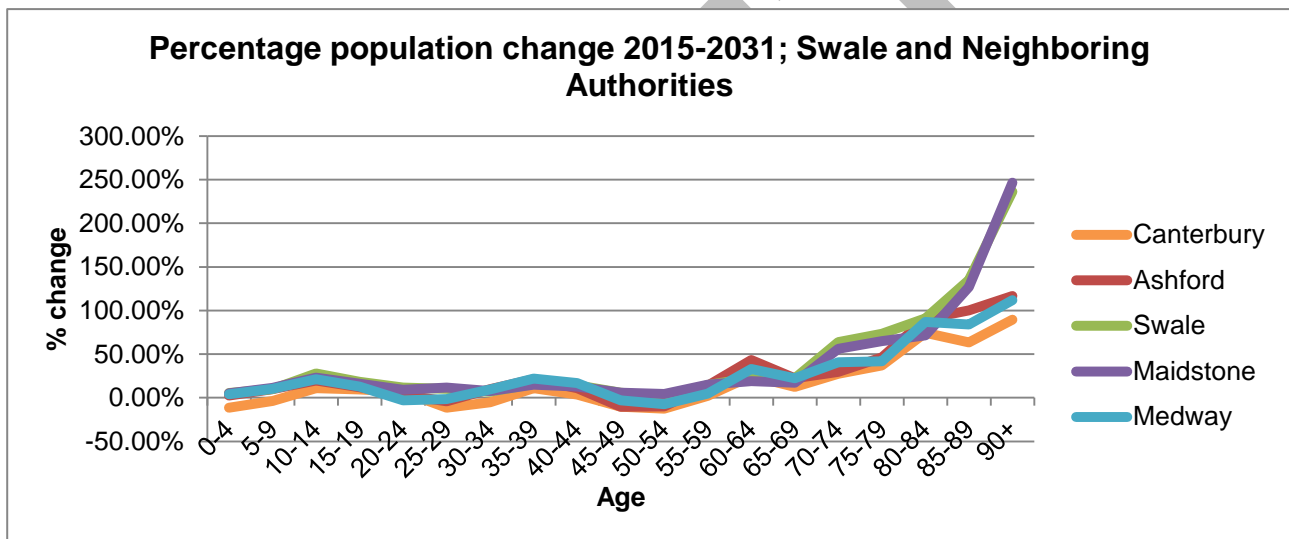
Kent County Council Joint Health and Wellbeing Strategy 2014 – 2017

- 2.4.11 To meet the challenge of falling budgets and increasing demands on the health service, the Health and Wellbeing Board for Kent County Council (KCC) has developed a strategy to lead the system as it changes over the next three years. Two of the strategic priorities are directly related to the improved provision of sports facilities in Swale; ‘*Tackle key health issues where Kent is performing worse than the England average*’ and ‘*Tackle health inequalities*’
- 2.4.12 The strategy highlights the prevalence of obesity in children in more deprived areas, stating that KCC will promote a healthy weight for all children, particularly in areas where the need is greater; working with families to promote healthy eating and increase physical activity.
- 2.4.13 The strategy also suggests that Kent, with its ‘miles of coastline, many country parks and green spaces’ provides opportunities for improving physical activity. Utilising the natural assets of the Local Authority will therefore be a key feature of the facility strategy.

2.5 Demographic and health analysis of the Swale population

- 2.5.1 Swale currently has an estimated population of 142,528. Projected population figures suggest that by 2025 this will have risen to 158,961 (2015 Sub National Population Predictions, ONS).
- 2.5.2 These 2015 predictions provide figures regarding the age split of residents of Swale. The area has a smaller proportion of working-age adults (60%) when compared to the National average (62%). Swale also has a large young population with 23% of the population aged 0-17 compared with a national average of 21%.
- 2.5.3 Figure 2 shows the consistent rise in the 65+ population, compared with a relatively consistent population for 0-64. This ageing population is likely to increase demand for more accessible sports such as Bowls or low impact gym classes.

Figure 2 – Population Change in Swale and neighbouring local authorities. Source: ONS Statistics (2014)



- 2.5.4 With an ageing population, a key objective for Swale is to service it’s inactive and ageing population. This outcome is particularly vital as older adults who are physically active have a 30-50% lower risk of developing functional limitations. There is also a significant correlation between increased activity and reduced hip fractures (usually caused by falls). Furthermore in older adults, positive social benefits have been reported from exercise interventions including increases in satisfaction with life and a reduction in loneliness
- 2.5.5 In addition to this, the 2010 – ’15 Swale Housing strategy identified that Swale is the second most deprived borough in Kent, the ninth in the South East and is ranked 116th nationally (out of 355). There are pockets of severe deprivation with 15 neighbourhoods in the 20% most deprived nationally. 11 of these are located on the Isle of Sheppey.
- 2.5.6 Taking into account the above statistics, the current picture of provision has been presented against a backdrop analysis of the indices of deprivation. This means that proposals of future provision will consider a population with low levels of disposable income and will focus on increasing access to sports with low barriers to entry.

- 2.5.7 Swale has a lower than average ethnic minority population at 9% (compared to 10% national average). As explained in SBC's Gypsy and Traveller Corporate Policy (2014), Swale also has one of the largest gypsy and traveller populations (approx. 700 residents representing 0.5% of total population) in Kent and the South East. This is likely to have an influence on the demand for sporting provision in Swale for a number of reasons as Gypsy's and Travellers are;
- ◀ Unlikely to travel long distances to participate in sporting activities
 - ◀ Unlikely to have high levels of disposable income and therefore unlikely to pay for classes or organised sport
 - ◀ Unlikely to integrate with the local community, therefore limiting demand for organised or team sports
- 2.5.8 The Gypsy and Traveller community will be considered as part of the action plan, especially when focussing on East Sheppey. Due to the relatively low population, however, they are unlikely to have a significant impact on supply and demand balances and will therefore not be treated exceptionally during calculations.
- 2.5.9 As reported in the 2014 Health Profile for Swale, the state of health in Swale varies significantly between the most and least deprived areas. There is a 6.3 year difference in average age between the two ends of the deprivation scale, with 23.3% of children currently living in poverty.
- 2.5.10 In 2012, 28% of adults were classified as obese, which is 5% worse than the average for England. Swale also has a lower percentage of physically active adults at 50.7% against a national average of 56.0. When compared to the best rating in England of 68.5% this relative inactivity is likely to lead to a lower than average demand for general recreational sporting facilities. Furthermore it will have an impact on the success of specific marketing and participation campaigns, with activities that appear simpler and with lower barriers to entry likely to be more successful.
- 2.5.11 Table 3 below shows that Swale has a higher percentage of overweight adults (68.8%) compared with South East (63.1%) and England (63.8%). Additionally the childhood obesity rate in Swale of (18.0%) is higher than the average in South-East (16.5%) but below the national average (19.2%).

Table 3 – Obesity Figures for Swale. Source: Public Health Report – Swale 2014

Geography	Overweight Adults	Childhood Obesity
Swale	68.8%	18%
South East	63.1%	16.5%
England	63.8%	19.2%

- 2.5.12 With high levels of deprivation in Swale, it is important that provision of community facilities is affordable and accessible to a significant percentage of the population. A high level of physical inactivity represents a challenge for sports and recreation providers. In order to re-balance these statistics, focussed marketing campaigns and activities with low barriers to entry are required.

2.6 Sports Profiling

- 2.6.1 In order to understand sports participation in Swale, a number of Sport England tools have been utilised to analyse participation rates and understand the key trends in activity across all demographics.
- 2.6.2 Table 4 shows an extract from Sport England's' local sport profile, showing the participation rate of Swale (1 x 30 min session per week) alongside four neighbouring local authorities.

Table 4 – Participation data for Swale and neighbouring Local Authorities. Source: Sport England Active People Survey

	Time period				General Trend
	2010/11 (APS5)	2011/12 (APS6)	2012/13 (APS7)	2013/14 (APS8 Q2)	
Swale	33.2%	29.5%	38.7%	26.1%	Decrease
Maidstone	35.9%	34.6%	35.9%	31.9%	Decrease
Canterbury	36.2%	40.1%	31.8%	42.7%	Increase
Ashford	25.3%	32.4%	33.8%	34.2%	Increase
Medway	24.3%	33.5%	33.5%	27.6%	Increase

Note: This data is for 16+ only

- 2.6.3 Table 4 illustrates that Swale has a lower participation rate than its neighbours, as well as the greatest reduction in participation between APS5 and APS8. These statistics further support the objectives highlighted earlier in the section and demonstrate the importance in this strategy focusing on participation and improving obesity and health standards.
- 2.6.4 In order to understand the nation's attitudes to sport, their motivation and barriers, Sport England have developed a market segmentation tool, the 19 sporting segments (as defined by SE) have been analysed to show the dominant groups of participants in the area, which will provide further context on the type of provision that should be supplied in Swale. Within the study area of Swale, the most common sport profiles are 'Phillip', 'Tim', 'Elsie and Arnold' and 'Roger & Joy'. The description of each profile is as follows:
- ▶ Elsie and Arnold – Retired singles or widowers, predominantly female, living in sheltered accommodation
 - ▶ Philip – Mid-life professional, sporty males with older children and more time for themselves
 - ▶ Tim – Sporty male professionals, buying a house and settling down with a partner.
 - ▶ Roger & Joy – Free-time couples nearing the end of their career
- 2.6.5 In line with the population trends of the borough, the dominant groups are middle aged or older, supplemented by a relatively significant proportion of active mid-life professional. The action plan will reflect this mix of users and provide appropriate programming and facility proposals.
- 2.6.6 Due to Swale's proximity to the coast and the possibility of utilising this natural resource to increase participation, Table 5 focusses on the trend in participation for watersports across the UK. Due to the sample size, it is not possible to provide this information for Swale as an individual Local Authority.

Table 5 – National watersports participation trends. Source: Sport England Active People Survey

Measure	Time period			
	2011/12 (APS6)	2012/13 (APS7)	2013/14 (APS8)	2014/15 (APS9 Q2)
Sports participation - At least once a week	0.44%	0.40%	0.42%	0.41%
Would like to do more sport - Currently active	0.54%	0.51%	0.55%	0.40%
Would like to do more sport - Currently inactive	0.19%	0.42%	0.21%	0.12%

2.6.7 These results indicate that across the UK, ‘on-water’ watersports participation has been relatively consistent in the past four years. When analysing the latent demand (demand of those who would like to participate), Table 5 shows that watersports are unlikely to be undertaken by people who are currently inactive. This is likely to be due to the perceived barriers to entry of watersports, driven by the initial cost and maintenance of equipment

2.6.8 The declining participation rates coupled with the ageing population, to be further discussed in the following section, is a key issue for SBC and will therefore be prioritised as part of the action plan. Future investment and management strategies in the area may choose to reflect the requirement to increase participation, citing the health benefits and cost of inactivity explained above.

2.7 New developments

2.7.1 The housing allocations made in the local plan, will ensure that the Kent and Medway structure plan target of 9,100 new houses in Swale between 2001 and 2016 is met.

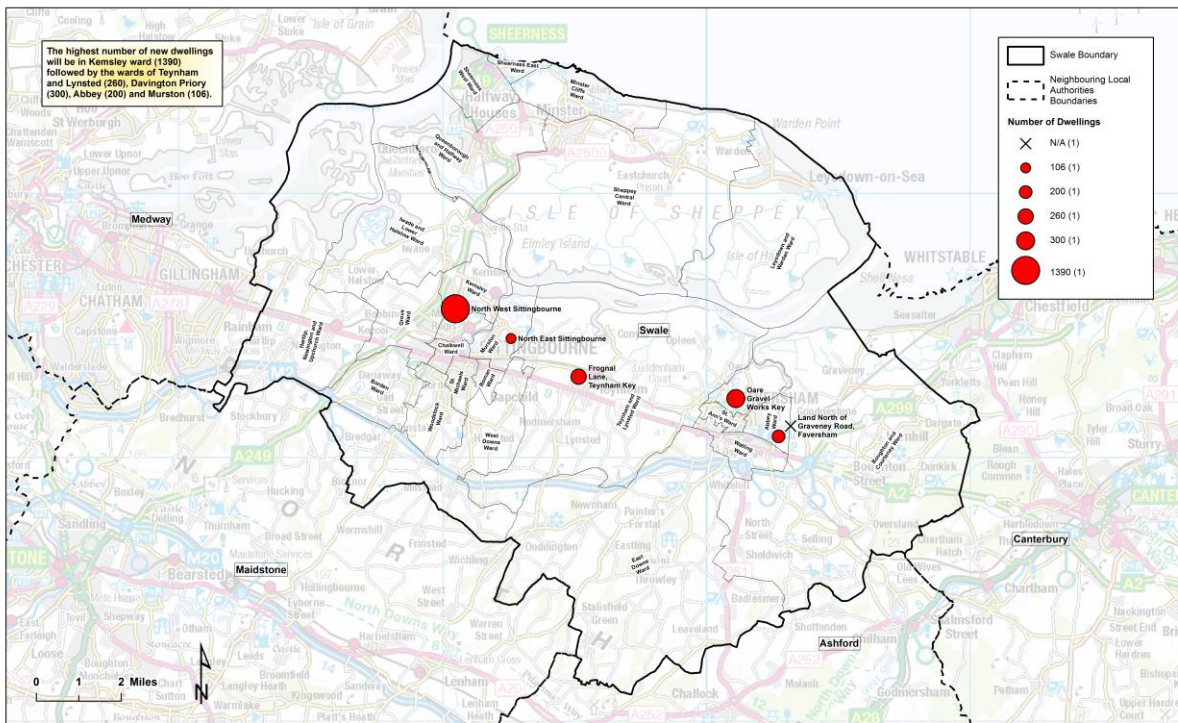
- ◀ This target has been split between the two planning areas as follows:
- ◀ Thames Gateway planning area-8,100 new houses
- ◀ Faversham and rest of Swale planning area-1,000 new houses

2.7.2 To understand how future demand may change due to growth in population, Map 2 also shows the proposed new housing developments, represented spatially across Swale.

2.7.3 SBC has sought to maximise the use of previously developed land within the existing urban areas and to ensure that the full potential is obtained from sites already permitted by increasing development densities.

2.7.4 Together with the existing planning permissions, the opportunities for new housing identified in the plan provide the capability to meet the full range of housing needs in the Borough on a diverse portfolio of sites and in a variety of locations. A mixture of small and large sites, meeting the requirements of local, regional and national house builders, will ensure that a wide choice of housing will be provided over the next ten years. These housing developments need to be considered in conjunction with current and future demands that an increased population would place on existing built sports facilities.

Map 2 – New housing developments in Swale



New Housing Developments



2.8 Linking Swale’s strategic context to the facility strategy

- 2.8.1 The plans, frameworks and strategies released by SBC focus on the need to improve health and well being throughout Swale. In particular, issues of obesity and deprivation have been highlighted in national, regional and local strategies, with the promotion of healthy eating and increased physical activity suggested as solutions.
- 2.8.2 Increasing sports participation and activity is a proven approach to address issues with obesity and health. There is also a clear correlation between participation statistics and the quantity, quality and accessibility of sports provision. This strategy will therefore analyse how the sports provision in Swale can be improved in terms of;
- ▶ Quantity: Are there enough sports facilities in Swale to meet the demand of the local residents?
 - ▶ Quality: Are the sports facilities in Swale of a high standard and do they encourage further participation through peer-to-peer recommendations?
 - ▶ Accessibility: Is it easy to undertake sport in Swale’s facilities? Does the programming attract new members and keep existing ones? Is it financially viable for all Swale residents to undertake sport?
- 2.8.3 After analysing each of the key types of sports facility in Swale and providing site-by-site proposals on how the facilities can be improved or maintained, borough wide proposals will also be suggested, incorporating programming suggestions and collaborative plans with specific National Governing Bodies.

3 ANALYSIS AND FINDINGS – FACILITIES

3.1.1 This section analyses the quantitative and qualitative need assessment undertaken for indoor and built facilities in the Swale borough. This has been broken down by facility type and focuses on Pools, Halls, Gyms/Health & Fitness and Artificial Grass Pitches (AGP).

3.2 Pools

Introduction

3.2.1 This section analyses the quantitative and qualitative need for swimming pools and wet leisure in the borough. The primary local authority owned centres considered are as follows;

- ◀ Faversham Pools (6 lane 25m indoor pool) There is also a 6 lane 33m outdoor pool on the same site, which is owned by Faversham Swimming Pool Trust (who also manage the indoor pool)
- ◀ Sheppey Leisure Complex (6 lane 25m indoor pool and teaching pool)
- ◀ Swallows Leisure Centre (6 lane 25m indoor pool and teaching pool with leisure water and features)

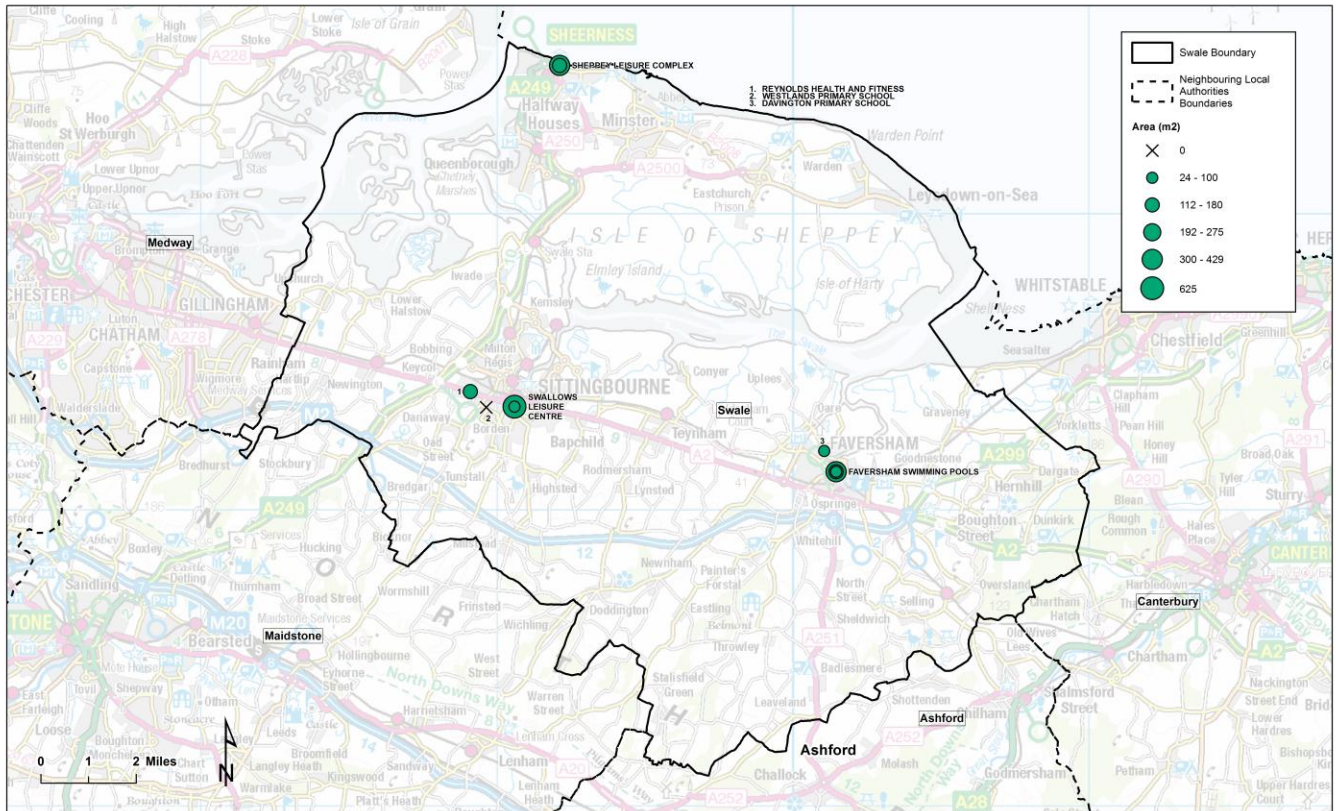
3.2.2 Faversham Pools has the highest throughput with over 100,000 more visits per annum than either Sheppey Leisure Complex or Swallows Leisure Centre. This mainly reflects that the centre is focussed only on swimming, has indoor and outdoor pools and accessibility to teaching and healthy exercise classes, and has extensive public availability throughout the day. Another key contributing factor is that Faversham has the largest service area (by distance) of any of the three main pools.

Supply

3.2.3 Map 3 shows the pools in Swale, mapped by size. This illustrates that the east of Sheppey does not have any council funded pool facilities but it is noted that there are a number of swimming pools provided by holiday camps, some of which are open to the general public.

3.2.4 As explained in more detail later in the report, an estimated population of 6,656 in Eastern Sheppey only creates enough demand for 0.3 pools (4 lane 25m) and this is unlikely to be enough demand to justify further pool provision.

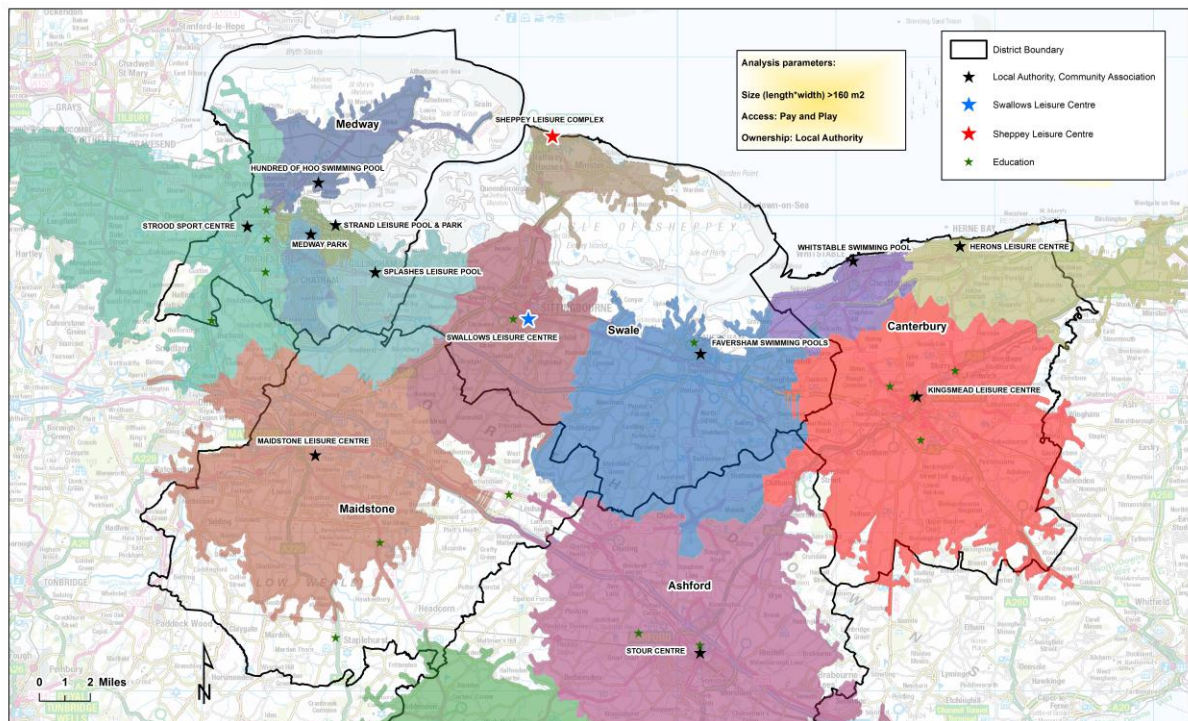
Map 3 – Supply Audit for Swimming Pools in Swale



Swimming Pool provision

Map 4 illustrates the supply of the area, with the service area (area residents would recognise as their closest facility based on drive time, up to a 15min drive time catchment) of the three leisure centres, together with service areas of core wet side facilities in neighbouring authorities.

Map 4 – Services Areas for Swimming Pools in Swale



Service Areas (Up to 15 Minute Drive Time) - Swimming Pools

- 3.2.5 Map 4 suggests that there are significant areas of Sheppey that have limited access (within a 15 minute drive time) of pool provision. When considering travel times it is likely that Swale pool provision will also be servicing the population outside of the borough boundary to the south and east. Similarly pools in Splashes Leisure Centre in Medway will be attracting demand from the west of the borough and migration of residents.

Demand projections for pools in Swale

- 3.2.6 The population breakdown from the service areas of each of the centres has been extrapolated and analysed, including factoring future projections as shown below in Table 6 The full table can be found in Appendix D

Table 6– Change in Population 2015 – 2025. Sources: ONS population Data (2012)

Summary Age Group	Service Area (Change between 2015 and 2025)		
	Sheppey LC	Swallows LC	Faversham Pools
0-19	334.92	183.49	494.92
20-64	458.39	540.73	1,380.59
65+	1,392.80	1,065.12	1,493.07
Total	2,186.11	1,789.34	3,368.58

- 3.2.7 The following conclusions can be drawn from Table 6;
- ▶ All three services areas are showing a growing population, with Faversham increasing at the fastest rate.
 - ▶ All three areas have a diminishing 0-19 population and a growing 65+ population, indicating an ageing population.
- 3.2.8 The Sport England Sports Facility Calculator was created in April 2014 to help local planning authorities quantify how much demand for the key community sports facilities is generated by a given amount of population. The tool has been used in conjunction with ONS population projections to predict how much pool space will be required at each of the three key facilities. The service area of each of the pools, as shown in Map 4 has been used to calculate the projected population
- 3.2.9 Sheppey Leisure Complex, Swallows Leisure Centre and Faversham Pools will need 1.9, 3.5 and 2.1 pools (25m four lane units) respectively in 2025. This calculation represents the following balance of demand in 2025 if the current facilities stay the same size.
- ▶ Sheppey: 21% under-demand
 - ▶ Swallows: 57% under-demand
 - ▶ Faversham: 43% over-demand

Note: This is based on the assumption that demand will stay consistent and includes private and net balance.

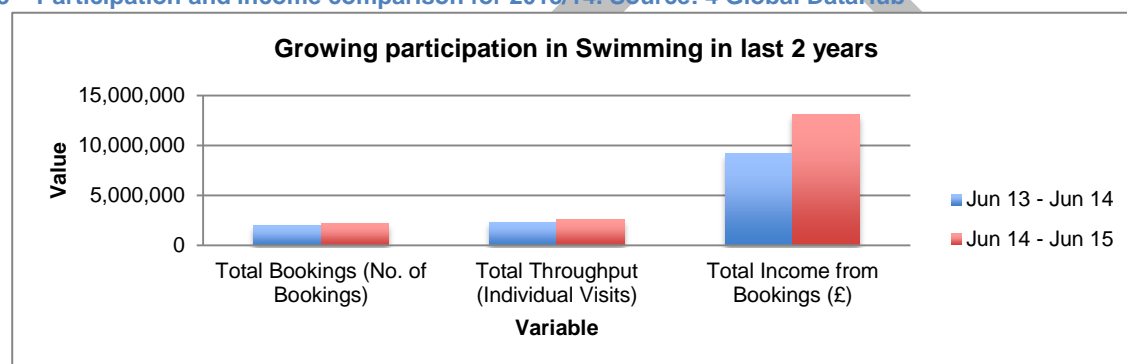
- 3.2.10 This balance is based on projected figures and therefore should be treated with caution, however indicates that the current pool provision is not suitable for the expected growth in population over the next 10 years. The Supply and Demand Balance calculation in this section will provide a more accurate view of under or over capacity as this utilises actual demand (visit per week) data.

3.2.11 Furthermore, the change in demographic profile (as shown in Table 6) in Swale over the next 10 years suggests greater demand for low impact activities, which can be undertaken by an ageing population. Sport England's Market Segmentation Tool suggests activities such as casual swimming and aerobics are the most popular for participants over 65. This projected increase in demand should be considered for future pool investment in light of Section 2 – Strategic Context, which highlighted the growing proportion of elderly residents and the risk of this demographic not remaining active into their old age.

Demand for swimming across the UK

3.2.12 To understand the trend of the wider sector, Figure 3 illustrates the national trend in swimming participation, by utilising data from 4 global's DataHub (sample of over 100 similar local authority owned pools). Total UK throughput, membership and income are compared for 01/06/13 – 01/06/14 with the same period in 2014/15. They show an increase in all three variables, indicating growing participation by both members and non-members.

Figure 3 – Participation and income comparison for 2013/14. Source: 4 Global DataHub



Supply and Demand Balance

3.2.13 Table 7 shows the utilisation data for Swallows Leisure Centre and Sheppey Leisure Complex and Faversham Pools, as well as the capacity calculation for each centre. The table also compares the actual demand (as provided by the leisure centres via utilisation figures) with the capacity projections from Sport England's Facilities Planning Model (FPM).

Table 7 – Supply and Demand Balance for Swale

Facility	Utilisation Data provided by Leisure Centres		Capacity (vpwpp) – as defined in FPM	% Of Capacity Used (Using LC Demand Data)
	Visits (Peak Month - Aug)	Average estimated visits per week (peak period)		
Swallows LC	11,623	2684	3,400	79%
Sheppey LC	12,905	2980	3,062	97%
Faversham Pools	18,116	4203	4,346*	97%
Total	42,644	9,867	10,808	91%

*Capacity of Faversham (Indoor and Outdoor) is an estimate as FPM does not account for lido's.. This is based on a 1.5 multiplication factor of stated Faversham capacity, to allow for outdoor pool being utilised for half of the year due to weather.

The following pools were not included in the FPM and therefore this analysis;

Table 8 – Pools not included in analysis

Facility Name	Main Reason for Exclusion
Reynolds Health and Fitness	Too small to be considered in FPM calculation
Upchurch River Valley Golf Course	Lido
Westlands Primary School	Missing information
Davington Primary School	Lido

3.2.14 Table 8 illustrates that for all three centres there is ‘oversupply’ when analysed against the FPM recommended supply figures. This is calculated by taking the theoretical capacity of the pools from the Facility Planning Model and comparing it with the amount of visits during peak time in 2014/15. For all three facilities, the capacity is greater (in visits per week) than the peak demand (number of actual visits per week), therefore each facility has an **oversupply** of pool facilities.

3.2.15 Using the population growth projections, Table 9 summarises the supply and demand balance for 2015 and 2025, calculated in ‘lanes’.

Table 9 – Supply and Demand balance for Swale pools. Note: Supply calculated in Lanes

	2015				2025			
	Supply	Capacity	Demand	Balance	Supply	Capacity	Demand	Balance
Faversham Pools	12	97%	11.64	0.36	12	108%	12.98	-0.98
Swallows Leisure Centre	6	79%	4.74	1.26	6	88%	5.29	0.71
Sheppey Leisure Complex	6	97%	5.82	0.18	6	108%	6.49	-0.49

3.2.16 Table 9 illustrates that with the existing supply of pools in Swale and the projected increase in demand driven by population growth, there will be an undersupply of pools by 2025. It is key to understand, however, that this is calculated using peak demand figures and therefore does not represent the picture for the whole year.

3.2.17 Although an oversupply has been calculated for 2015, it is key to understand that all three facilities are at greater than 75% capacity. This suggests that none of the facilities are significantly under utilised and, supported by suggestions about preparing for an ageing population and low impact sports, proposes that all facilities be retained for future use.

3.2.18 Regarding the projected under-supply in 2025, the negative balance represents less than 1 lane of unmet peak demand. This minor level of unmet demand does not warrant the building of new facilities, especially as the projected figures are currently estimates.

3.2.19 A review of the programming of these pools could provide a suitable wet side provision for Swale.

3.2.20 Further supply of wet-side facilities is also provided in the form of the nearby coastline, which is a significant natural resource that could be utilised to provide watersports and complement the current offering of the pools. Sheppey Leisure Complex in particular could benefit from programming that utilised the natural water space. Many activities, which train or meet outside in the summer, would require an indoor facility in the winter due to the weather and Sheppey Leisure Complex could provide this supply.

Stakeholder Consultation Responses

3.2.21 In order to understand the views of leisure owners and users, a consultation was undertaken with a number of key stakeholders. These are summarised in Table 10 below.

Table 10 – Stakeholder Consultation Responses for Swale Pools

Stakeholder	Feedback	Study relevance
Faversham Pool Trust	<p>Suggested the pool provides value for the Faversham area and brings in people from some distance.</p> <p>Trust has previously undertaken a feasibility study to identify options for extension of teaching pool and improved changing and outdoor space.</p> <p>The centre is currently funded through an £80k grant, which is believed to be good value for SBC.</p>	<p>Largely positive feedback with large catchment area.</p> <p>This reflects that the pools indoor & outdoor offer is relatively rare, is easily accessible within the historic town and is well presented and cared for by the Trust.</p> <p>The proposed development will enhance the potential to increase the teaching programme in particular (usage & income) and address a key customer requirement (fit for purpose changing facilities).</p>
Swale Community Leisure	<p>2 separate buildings are not ideal. Separation between other sporting provision and pool limits participation.</p>	<p>Same location/easy access to associated/other services ie. health & fitness, social etc. would enhance current swim only offer.</p>
NGBs	<p>ASA do not have a facility strategy/input but focus on programming balance between public swim, club use & teaching programmes. Currently work with Swale Community Leisure Limited (SCLL) but not Faversham Pools.</p>	<p>A lack of an ASA facility strategy for swimming leaves decisions to be made locally.</p>
Swimming Clubs	<p>Demand for more club time to meet competitive training requirements is a key factor for them.</p>	<p>Swale clubs level of performance reflects their access to leisure centres. See more detail in proposals section.</p>

3.3 Halls

Introduction

3.3.1 This section analyses the quantitative and qualitative need for halls and dry leisure in the borough. The primary local authority owned centres being considered are as follows;

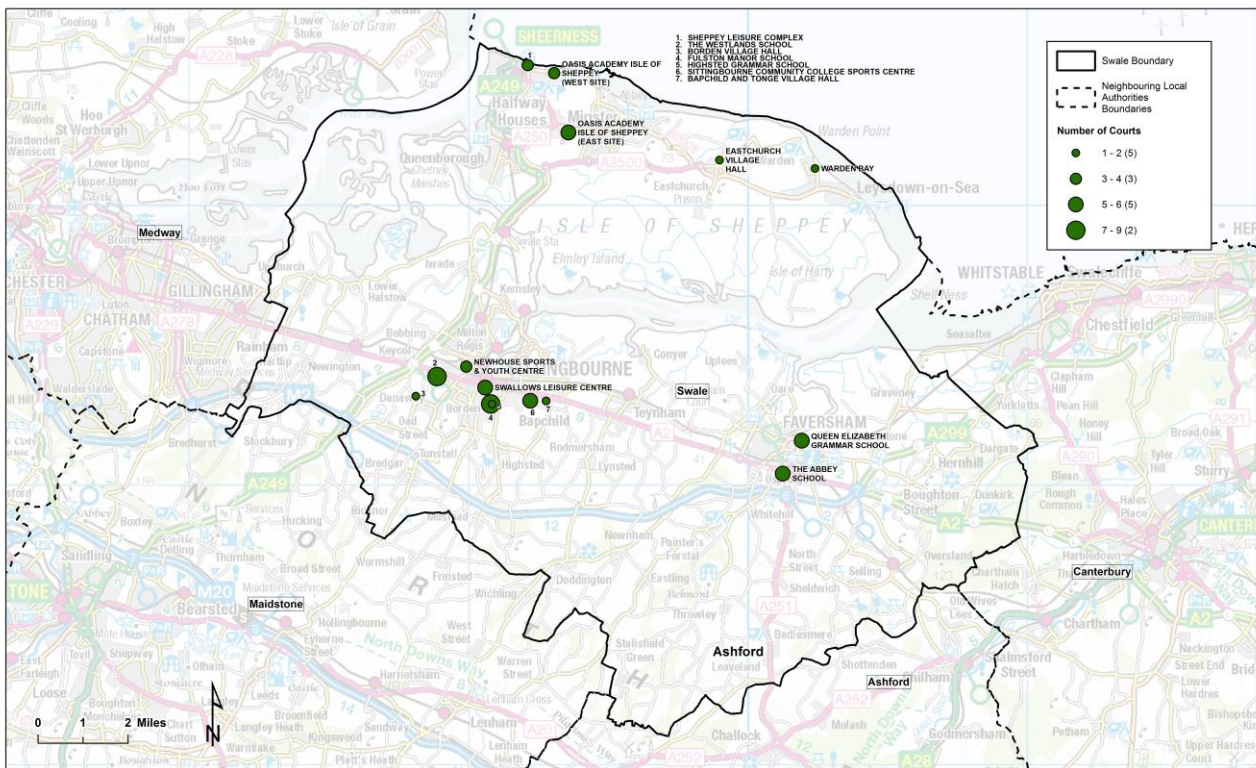
- Sheppey Leisure Complex (4 Badminton Court Hall)
- Swallows Leisure Centre (6 Badminton Court Hall)

3.3.2 This section utilises data from Sport England’s FPM and stakeholder consultations undertaken with the owners and managers of leisure, school and parish facilities. The requirements and commercial implications for councils in respect of hall provision in general is driven by the level of secured community use of facilities (court availability) outside of core leisure sites.

Supply

3.3.3 Map 5 shows the supply of the halls with at least three badminton courts in the borough, identifying the service area (maximum 15 min drive time) of the main indoor centres.

Map 5 – Sports Hall Supply Audit Map



Sports Hall provision



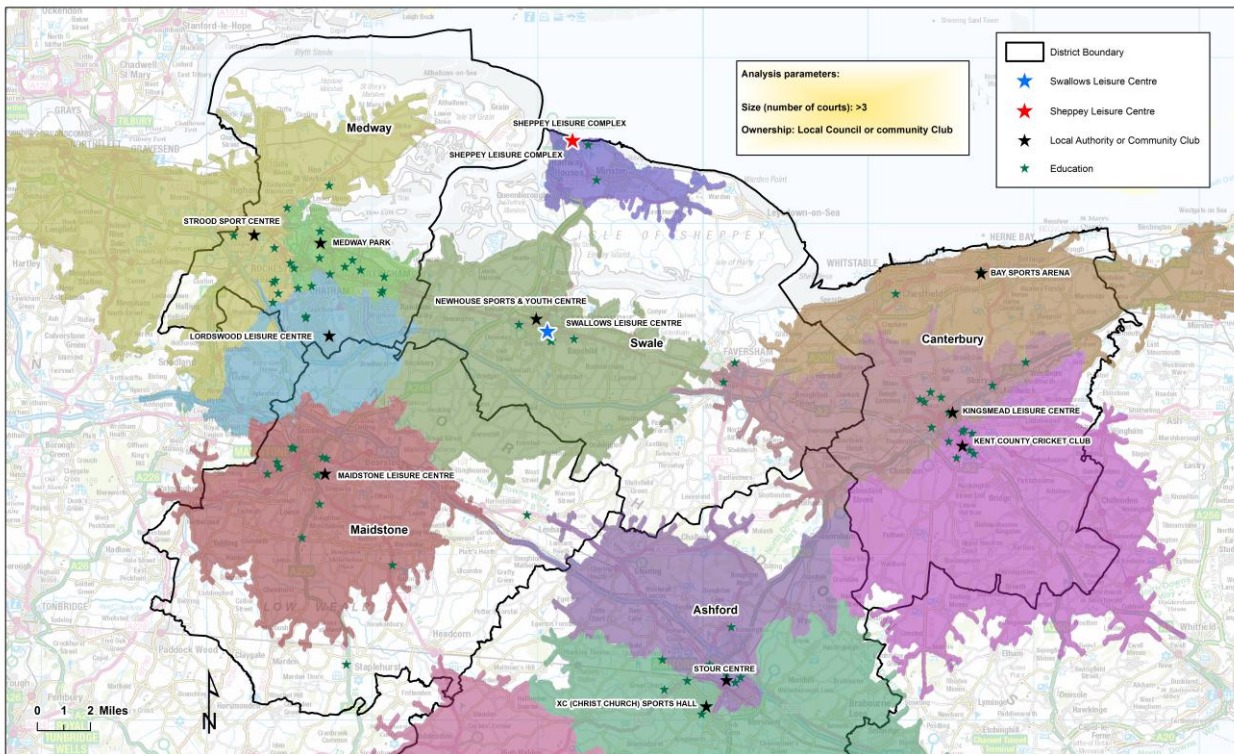
3.3.4 The following schools also provide halls, the majority of which can be utilised out of school time. The complete analysis of hall capacity in schools can be seen in the appendices.

- | | |
|-------------------------|---------------------------------|
| Fulston Manor | Sittingbourne Community College |
| Highstead Grammar | The Abbey School |
| Oasis Academy | The Westlands |
| Queen Elizabeth Grammar | |

Demand

3.3.1 The demand for sports hall is explained below using 4 global's data hub information. The service area (expected length of travel for each centre) is also represented spatially in Map 6 below.

Map 6: Service Area for Swale Halls



Service Areas (Up to 15 Minute Drive Time) - Sports Halls



3.3.2 The population break down from the service areas of each of the centres has been extrapolated and analysed, including factoring future projections. The following conclusions can be drawn:

3.3.1 Utilising 4 global's DataHub, Table 12 shows the participation rates for top 5 hall sports nationally.

Table 12 – Participation Trend for top 5 Hall Sports in UK.

Activity	Casual Participation	Member Participation	Total Participation
Badminton	170,811	197,302	368,113
Indoor Football	164,477	28,861	193,338
Dance	120,831	30,443	151,274
Body Combat	11,576	122,356	133,932
Pilates	9,809	119,972	129,781

- 3.3.2 This data illustrates the popularity among casual members of Indoor Football and Dance across the UK. These trends may be considered when deciding on the facility mix for Swale, as these activities could be used to attract prospective members. Targeted conversion campaigns can then be undertaken to retain these casual participants as full members.
- 3.3.3 Sport England's most recent Active People survey suggests demand for general hall space across the UK has reduced minimally (<0.5%) over the last 4 year. The South East has also remained consistent, with only a minimal increase (0.5%) over the same period. The main activities that are increasing in popularity area are badminton, exercise movement and dance and short-mat bowls.
- 3.3.4 The Sport England Sports Facility Calculator was created in April 2014 to help local planning authorities quantify how much demand for the key community sports facilities is generated by a given amount of population. The tool has been used in conjunction with ONS population projections to predict how much hall space would theoretically be required to satisfy the demand in East Sheppey.
- 3.3.5 Using an estimated population for East Sheppey of 6,656 (using population of 3 wards in Sheppey), there is a demand in the area for 1 small indoor hall (2 badminton courts). This is not currently provided by community facilities and therefore represents latent demand.
- 3.3.6 The change in demographic profile of the area over the next 10 years suggests greater demand for low impact activities such as Badminton, Pilates and Keep Fit Classes

Supply and Demand Balance for Leisure Centres

- 3.3.7 Table 13 shows the supply and demand data for Swallows Leisure Centre and Sheppey Leisure Complex, utilising Sport England's FPM (2014) The table also compares the actual demand (as provided by the leisure centres) with the projections from the FPM. Supply data from local educational sites can also be considered, as shown in Appendix E.

Table 13 – Supply and Demand Balance for Halls in Swale

Leisure Centre (LC)	Visits (Peak Month - Jan 13)	Average estimated visits per week (peak period)	Capacity (vpwpp)	% Of Capacity Used (Using LC Demand Data)
Swallows LC	2,860	661	1,140	58%
Sheppey LC	2,206	509	710	72%

- 3.3.8 Table 13 illustrates that for the two analysed Centres, there is over supply when analysed against the FPM recommended supply figures. These figures are for peak demand (January) and therefore the oversupply will be greater throughout the rest of the year.
- 3.3.9 A full consultation has also been undertaken by schools in the area, with the full record available in Appendix E. This consultation indicates that there is also community accessible supply available in many of the school facilities in Swale and this is summarised in Table 14.

3.3.10 In summary, the Oasis Academy was found to provide a high quality of facility however is near full capacity, especially October to March. Sittingbourne Community College was also favoured by clubs due to the standard and range of facility, however this is no longer available due to the decision to close the facility for community use. The reduced size AGP has high spare capacity, especially Oct – March, and could be used for alternative activities. The Abbey school functions as a leisure centre in the gym and therefore utilises all of the school facilities out of school hours.

Table 14 – Capacity of school halls in Swale. Source: Consultations with schools

School	Type of Hall	Current usage of facility during community hours (estimated %; 100% = At FULL capacity)	
		October - March	April - September
Fulston Manor	Sports Hall	60%	40%
Oasis Academy – East	All halls	100%	80%
Queen Elizabeth Grammar School	All halls	90%	85%
Sittingbourne Community College	Sports Hall	90%	60%
	Gymnasium Hall	30%	10%
	Gymnasium Hall	30%	10%
	Studio	30%	30%
	Fitness Gym	60%	70%
The Abbey School	All Halls	90%	90%

Note: Schools halls that are not available for community use, do not have any capacity or where data was not available, are not included in the above table. See Appendix E for this information.

3.3.11 Table 14 illustrates that there is further capacity in Swale’s school facilities, especially during the April – Sept period, when days are longer and activity can be undertaken outside.

3.3.12 It should be noted that following consultation with Sittingbourne Community College, the facility will no longer be available for community use. This will have a significant impact on availability of hall space in Swale, which is reflected in Table 15.

3.3.13 In addition to the school facilities Meads and Great Easthall community centres are also currently being built, with estimated completion date in 2015 and 2017 respectively. While it is predicted that these will provide space for informal activities such as Zumba or Pilates, they are unlikely to provide significant indoor sports provision and therefore will not influence the overall supply and demand balance.

3.3.14 In order to understand the overall balance for supply and demand of sports hall in Swale and how this will change over the next ten years, the Table 15 utilises figures from Sport England’s Facility Planning calculator to predict how much sport hall space is required for Swale. This uses the population figures from Section 2 – Strategic Context, to define how much theoretical demand there will be in 2015 and 2025 calculated in Badminton Courts and Halls (4 court halls).

3.3.15 This demand has been compared with the supply of all halls (main leisure facilities, school halls and village halls) in Swale to provide an overall balance.

Table 15 – Overall Sports Hall balance for Sheppey. Source: Sport England Facility Planning Calculator

Measure	2015			2025 (Projected)		
	Supply	Demand	Balance	Supply	Demand	Balance
Courts	54	39.4	14.6	50	44.8	6.2
Halls	14	9.8	4.2	13	11.2	1.6

3.3.16 Table 15 shows that there will be an over-supply in sports hall space for the next ten years. This calculation takes account of the closure of Sittingbourne Community College for community use.

3.3.17 It should be noted that with a 10% comfort factor, which would allow the centres to cope with periods of extreme demand, the projected supply would satisfy the demand without additional facility build.

3.3.18 Investment could be focussed on improving the quality of supply and ensuring programming is fit for purpose and meets the needs of local residents.

Stakeholder Consultation

3.3.19 Table 16 below summarises the consultations that have been undertaken with local leisure stakeholders in Swale, such as Parish councils who own facilities, leisure facility owners and users, sports clubs and community associations.

Table 16 – Stakeholder Consultation Results for Halls in Swale

Stakeholder	Feedback	Study relevance
Swale Leisure – (Management of Sheppey Leisure Complex)	<p>Two separate buildings are not ideal – Sports Hall use is low, with the new Academy now providing provision.</p> <p>The links with the Healthy Living Centre (Sheppey Matters) brings some challenges and also potential brand/identity issues.</p> <p>The dry-side facilities are in need of investment and it has been questioned whether there is a need for the site to continue to provide sport halls.</p> <p>Currently the Beachfields project, which seeks to invest in the site, could consider remodelling or developing the centre to lose the dry-side and relocate to the pool site. In order to satisfy the current demand for Swallows Pool users, a joint membership would be required with Swallows Leisure Centre, converting current members.</p> <p>Dry-side investment would also be required at Swallows, to satisfy programming demand and ensure overall demand is met.</p>	<p>Feedback indicates an aged centre in need of re-investment. Split building arrangement does not encourage casual or impromptu sports hall use.</p> <p>Clear suggestions from stakeholders to remove the dry-side and focus only on the pool facilities with complementary health and fitness (and studio provision). This fits better with a leisure tourism destination concept.</p>
Swale Leisure – (Management of Swallows Leisure Centre)	<p>Overall the centre has had investment in health and fitness and redevelopment of the old community hall.</p> <p>Consideration as to how the overall site should work going forward, in particular whether there is the opportunity to modernise the facility in light of the planned town centre regeneration.</p> <p>The sports hall is well utilised and provides some of the dedicated public accessible space in the borough as</p>	<p>Largely positive feedback from stakeholders, and seen as the premier facility for dry-side activities in Swale.</p>

	opposed to dual use – there is limited other competition/provision.	
Sports Clubs (Various)	Of the various clubs that responded to the club survey and selected halls as their primary facility, the Net Promoter Score (NPS - how likely they are to recommend the facility to another club) is 5.6.	This NPS score is relatively low and represents the poor experience of halls for local clubs. Specific issues highlighted included condensation following heavy rain (Swallows LC) difficulty with booking selected slot (QE Grammar School) and poorly marked halls (Newhouse Youth Centre).
National Governing Bodies (NGBs)	Squash and Basketball NGB's have been consulted as part of this hall analysis with neither identifying Swale borough as a strategic area or priority (within their forthcoming Whole Sport Plans 2017-2021). Further detail of this consultation can be seen in Appendix C.	This represents a potential risk for SBC. The facility proposals and actions from this Strategy will look at how targeted NGBs can be engaged, as per the ASA and RYA to date.
West Faversham Community Association	Currently have a hall, which delivers sports (1 badminton court size). Are seeking to develop a new sports hall (3 badminton courts) to support the communities to the west of Faversham as all the provision for sports halls is in the east of the town Believe there is a need to deliver to the communities, which have higher levels of deprivation (socio-economic disparity analysis and resident conversion rates (to leisure members) is contained in the main strategy.	It would appear from the supply and demand that there is a lack of provision for sports halls in the east of the borough.
Parish Councils	Over 60% of respondents suggested that their facilities did not meet the need of local residents, highlighting the poor quality of facilities as their main issue. Respondents suggested that investment should be prioritised around new flooring or court surfaces.	This survey response highlights the poor quality of village facilities in Swale, which is likely to be a contributing factor to the poor participation rates.

3.4 Gyms (Health and Fitness)

Introduction

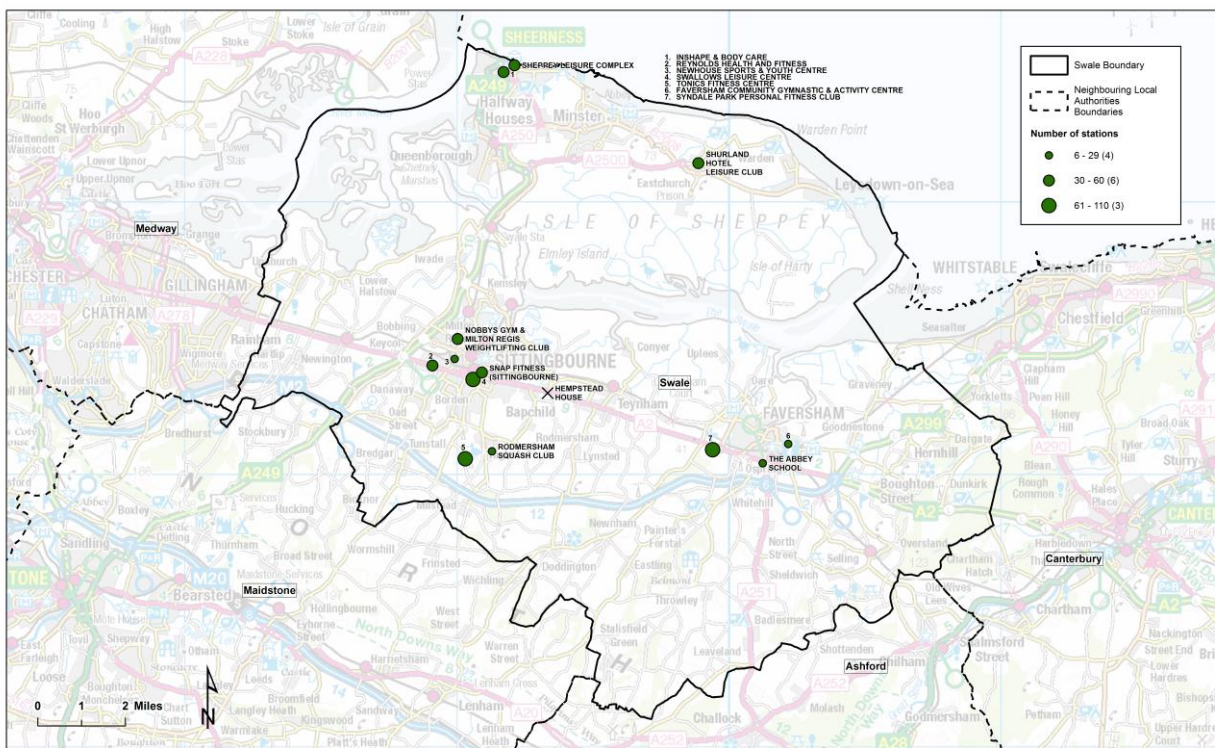
- 3.4.1 This section analyses the quantitative and qualitative need for gyms in the borough. The following gyms are located in Swale, owned by both commercial organisations and community funded facilities.

Table 18 – Gyms in Swale

Gyms owned by SBC	Commercially Owned Gyms
Swallows Leisure Centre (70 stations)	Inshape & Body Care (50 stations)
Sheppey Leisure Complex (30 stations)	Nobby's Gym and Milton Regis Weightlifting Club (53 stations)
	Reynolds Health and Fitness Club (35 stations)
	Rodmersham Squash Club (28 stations)
	Newhouse Sports & Youth Centre (10 stations) – <i>gym no longer in use</i>
	Shurland Hotel Leisure Complex (43 stations)
	Snap Fitness (45 stations)
	Syndale Park Personal Fitness Centre (80 stations)
	The Abbey School (22 stations)
	Faversham Gymnastics Club (10 stations)

3.4.2 The gym facilities identified above are also represented spatially by Map 7 below, with the larger dots representing the larger sites (based on number of stations/single pieces of equipment). Map 7 illustrates the low supply of gyms on the Isle of Sheppey, with only three small facilities. The rest of the gym facilities surround Faversham and Sittingbourne, servicing these relatively populous areas with a range of gym facilities, from local leisure centres to private, commercial gyms and fitness suites.

Map 7– Supply of Gyms in Swale



Health and Fitness provision



Demand

- 3.4.1 Due to the sample size required to make a robust analysis, Sport England’s Active People Survey does not provide participation figures for health and fitness for individual local authorities such as Swale.
- 3.4.2 To understand wider national trends however, The Active People Survey illustrates that health and fitness participation in England has grown 0.5% over the past four years, with almost a 1% increase and in the South East over the same period. There has been a significant shift in trends towards group class activities, both in terms of throughput (booking income) and increasing membership retention.
- 3.4.3 Furthermore, using 4 global’s DataHub, the most popular studio based activities can be identified as bodypump, dance and pilates . This compares with those from Sport England’s Active Places Power, which identifies Yoga, Zumba and Pilates as the three most popular. The growing popularity of these low impact, fitness based classes suggests two key points;
 - ◀ The change in demographic profile in Swale over the next 10 years suggests greater demand for low impact general gym/keep fit activities as the population ages
 - ◀ Adequate and flexible studio space is a key requirement in order for this sector to grow, and ideally would therefore be protected and/or invested in

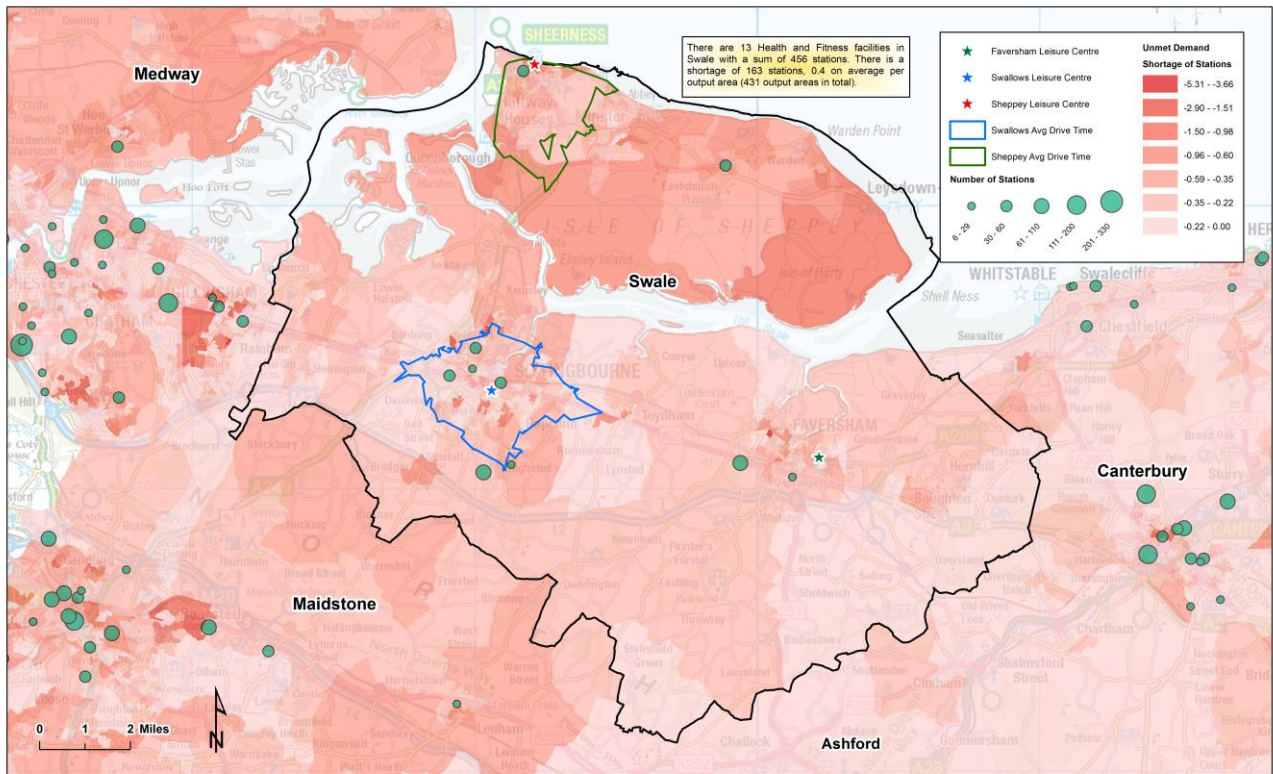
- ◀ Programming in leisure centres and village halls could be adapted to facilitate this growth, with suitable instructors trained or invested in by leisure providers

Supply and Demand Balance

- 3.4.4 To analyse the supply and demand of gyms in the borough, participation parameters have been utilised from the DataHub and compared with a detailed knowledge of supply in the area (capacity of sites based on station numbers). Map 8 illustrates the geospatial distribution of unmet demand.
- 3.4.5 The balance is calculated by understanding the total demand for this type of exercise by output area (max of 120 households – demand based on demographic profile and propensity to participate) and comparing to the supply of the catchment area around the output area (up to a 10 min drive time).

DRAFT

Map 8 – Supply and Demand Balance Map: Health and Fitness



Health and Fitness Demand by Output Area - Swale

3.4.6 Map 8 suggests an overall shortage of 163 stations across the borough. The area of highest unmet demand is East Sheppey, which could support an additional 1 station per output area.

Stakeholder Consultation

3.4.7 In order to gain a greater understanding of the supply and demand of gyms in the area and how this affects the wider leisure facility mix, consultation was undertaken with a number of gym operators, both council and commercially owned. The feedback of this consultation is shown in Table 19.

Table 19 - Stakeholder Consultation for Gyms in Swale

Health and Fitness Facility	Studios /Rooms	Monthly Adult Member Price*	Pay and Play/Casual Member - Price per visit	No. Of Members	Available Capacity	Comments from Consultation
Inshape & Body Care	2	£25.00	£4.00	No data available		
Newhouse Sports & Youth Centre	1		Rent out sports hall at £25 per hour	0	Extra hall booking capacity over current youth centre commitments	Youth centre no longer has specialist gym facility
Nobby's Gym	1	£29.00	£5.00	100	1000.00	Have lost majority of student memberships

Rodmersham Squash Club	1	£20.00	£5.00	No data available		Actively looking for members
Sheppey Leisure Complex	1	£24.95	£6.75	1250	1400.00	Almost at capacity. Membership is fairly consistent at current level
Swallows Leisure Centre	3	£34.95	£7.50	2000 - 3000	No data available	Able to hold more members but current membership level has stayed consistent in recent years.
The Abbey School	1	£32.00	£5.00	190	Limited	Due to small floor area, maximum gym capacity of 25 - 30 at any time.
Tonic	4	£25	£6.90	+500	150 per day, no precise data available	1 squash court used as a dance studio for classes. Working at almost full capacity in the evenings, but quiet in the day
Syndale	1	£30/£55	No	No data available	No data available	Members only club, no casual/daily memberships. Monthly membership prices vary and could be tailored to each individual
Shurland	5	£25,95 on contract £35,95 pay as you go	£5	+600	No data available	Almost at capacity in the evenings, but, able to hold more members for mornings and afternoon use
SNAP Fitness	2	£25 per month	Data not available			
Reynolds Fitness Spa	2	£49 per month				

*Where membership options are available, price for a full peak membership with no classes is used

3.5 Artificial Grass Pitches (AGP's)

Introduction

3.5.1 This section analyses quantitative and qualitative need for artificial grass pitches (AGP's) in the borough. The primary local authority owned centres being considered are as follows;

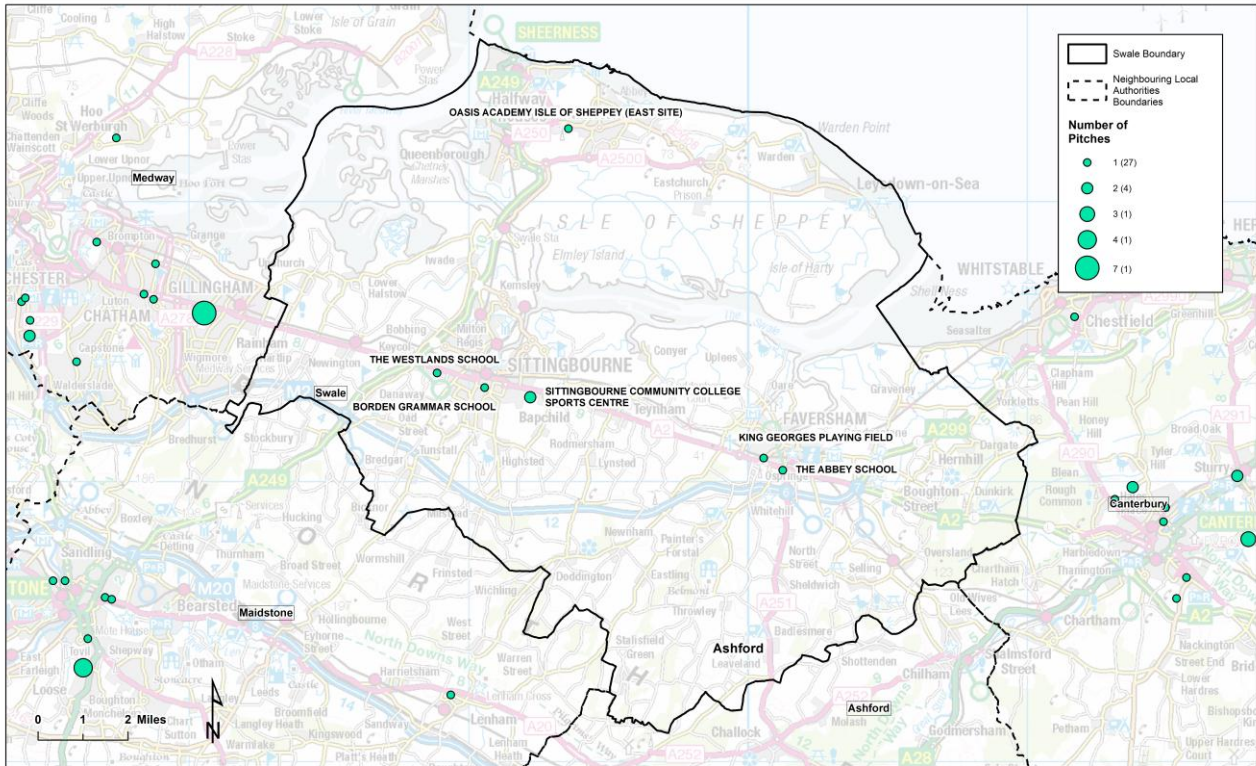
- Borden Grammar School – Sand Filled Floodlit (110 x 70m)
- Isle of Sheppey Academy (East Site – 3G Floodlit (100 x 60m)
- Sittingbourne Community College Sports Centre (SCC) – Sand Filled Floodlit and 3G Floodlit (both 100 x 60m)
- The Abbey School – 3G Floodlit (106 x 70m)
- The Westland's School – 3G Floodlit (100 x 60m)

- King Georges ‘The Mount’ – 3G Floodlit (100 x 60m)

Supply

3.5.2 An audit of the current supply of AGP’s has been undertaken and is illustrated by Map 9 below. This represents the clusters of AGP sites around Sittingbourne and Faversham, as well as the lack of supply on the Isle of Sheppey. There is one single AGP site, at the Oasis Academy, for all of Sheppey with no supply to the east of the island. This is a high quality facility with very little spare capacity.

Map 9 – Supply of AGP’s in Swale



AGP provision



Demand

- 3.5.3 Due to the sample size required to make a robust analysis, Sport England's Active People Survey does not provide participation figures for AGP's local authorities such as Swale.
- 3.5.4 To understand wider national trends however, The Active People Survey illustrates that participation in Hockey, Football and Rugby Union (main users of AGP's) has increased or stayed consistent over the past 4 years. In the south east, rugby union and hockey have increase minimally (0.5% participation).
- 3.5.5 The change in demographic profile of the area over the next 10 years suggests greater demand for low impact activities, most of which are not undertaken on an AGP.

Supply and Demand Balance

- 3.5.6 Table 21 shows the supply and demand data for AGPs (open for community use) in the borough's facilities, utilising Sport England's FPM. This illustrates that 5 of the 6 facilities are at 100% capacity, with the remaining site at 93%. This represents a high utilisation rate, which is validated by the provider consultation shown in the stakeholder consultation section.

Table 21 - AGP's in Swale

Name of facility	Surface Type	Year Built	Year Refurbished (if applicable)	Hours in normal peak period	Facility capacity (Vpwp)	% Of capacity used
Borden Grammar School	Sand Filled Floodlit	2003		34	740	100
Isle of Sheppey Academy (East Site)	3G Floodlit	2013		34	740	100
SCC	Sand Filled Floodlit	2007		34	1,480	93
SCC	3G Floodlit			34		
The Abbey School	3G Floodlit	2012		18	540	100
The Westland's School	Sand Filled Floodlit	1992	2006	34	740	100

Key Stakeholder Consultation

- 3.5.7 Stakeholder consultation has been undertaken with providers of AGP's in the area, with results summarised in Table 22.

Table 22 – Stakeholder Consultation for AGP's in Swale

Facility	Type of AGP	Current usage of facility during community hours (estimated %; 100% = At FULL capacity)		% Block booking of facility (estimated % of block bookings)		General comments/observations through consultation
		Oct - Mar	Apr - Sep	Oct - Mar	Apr - Sep	
Borden Grammar school	Sand filled	85%	10% (very low)	100%	100%	The AGP is heavily used by football clubs during the winter months and also used regularly by the on-site hockey team (Old Bordenians).
Oasis Academy - East	3G	100%	70%	70%	70%	The 3G is FA licensed to allow FA regulated football matches to be played on the pitch.
SCC	3G	100%	50%	80%	80%	The 3G pitch at the college is heavily used during the winter months for mainly football training. The astro turf pitch accompanies the 3G but is not full size and does not receive the same amount of usage.
SCC	Sand filled	40%	20%	50%	50%	
The Abbey School	3G	90%	20%	98%	98%	The 3G is heavily utilised until the height of summer where there is little football played between seasons and is not utilised for any other sports.

3.5.8 The consultations illustrate a trend to heavy winter use, with high usage between October and March. There is greater spare capacity in April – September, with Borden Grammar School, the Abbey School and SCC (sand-filled) particularly under utilised.

3.5.9 The 2013 PPS report made the following recommendations, which are considered. The report identified an undersupply of 0.2 pitches (Hockey) and an oversupply of 2 pitches (Football);

- “Ensuring demand for hockey is met on existing provision in Swale. This may require additional provision of 3G pitches to service football demand and thereby releasing capacity at key sand based AGPs”
- “Refurbishment or replacement of AGPs at Isle of Sheppey Academy and Borden Grammar School in the next couple of years”

4 Facility Analysis - Other Sports

4.1.1 To understand the complete leisure position in the borough, a number of other sporting organisations were consulted as part of the data gathering process. Table 24 shows the key results of these and associated emerging proposals, which account for quantitative analysis.

Table 24– Summary of findings for Other Sports

Sport	Supply	Demand	Comment	Options for Next Steps
Athletics	There is not currently a synthetic athletics track in the borough. Central Park Arena in Dartford	There are a number of athletics clubs in operation, all using grass tracks.	Swale Athletics club focus on endurance and cross-country due to lack of track. There is insufficient funding to renew facilities.	Significant funding required to build a synthetic running track. Create shared membership scheme with nearby synthetic

	is the nearest synthetic facility (30 miles from Sittingbourne)			facility. Note: Faversham members likely to use Julie Rose stadium in Ashford. Sittingbourne members likely to use alternatives, such as Deansgate ridge.
Netball	<p>Only 1 league (Sittingbourne & District Sunday League) as there is a lack of supply for suitable venues.</p> <p>Indoor facilities at Fulston manor (Seen as expensive)</p>	National Netball participation on an upward curve. Circa 200 involved in 'friendly' Sittingbourne. Further demand currently goes to strong nearby Medway league	Most competitive players go to Medway due to disintegration of Swale offer. Comets are a regional standard club and play at Abbey School. Would prefer to play at Sittingbourne Community Centre, as it is well located for players. This is now not an option with the recent decision to close Sittingbourne Community College for community use	Build Netball into adapted facilities mix for specific programming strategy at Swallows Leisure Centre.
Bowls	4 main clubs in area with more nearby in neighbouring Boroughs. Provides a range of indoor and outdoor options.	Ageing population drives a growing demand for bowls. Low barriers to entry are attractive in less affluent areas	Largely positive feedback, although provided by very little support from SBC.	<p>Continue to allow bowls organisations to work as private organisations.</p> <p>Utilised focussed conversion campaigns to take advantage of retired/elderly gym members ending their membership and convert to bowls. This is likely to increase according to projections.</p>
Wheeled Sports	One skate facility in each of Sittingbourne, Faversham and Sheppey. Further development is planned in Faversham.	Local facilities appear to be used well and low cost leisure is popular in the Borough.	<p>There is permission for a new skate park in Sittingbourne. This is being managed and fundraised by group of local young people.</p> <p>Current funding of £300k and agreement from SBC to support.</p>	Encourage young group to continue with their current plans. Will provide new, updated facility for younger demographic and will provide sporting opportunities with low barriers to entry.
Tennis	See Audit Map in Appendix F for details of all tennis courts in the borough. High concentration around Sittingbourne and little in rest of borough.	SE Market Segmentation identifies relatively high-unmet demand around centres of population.	There are high quality tennis clubs in neighbouring Canterbury and Maidstone, as well as Sittingbourne. High performance/serious players will travel for good quality facilities however lack of casual facilities is a limiting factor for basic participation data.	Work with LTA to create low cost, low impact casual tennis courts using 'key fob' technology to allow access without full time supervision. Focus on areas outside of Sittingbourne and co-ordinate with LTA to encourage taster sessions and short-tennis introductions.

<p>Watersports</p>	<p>Water is highly accessible due to nearby coast. No dedicated clubs or facilities currently installed</p>	<p>Nearby Dover watersports facility achieves high participation, suggesting high demand in the area.</p>	<p>Currently the Dover facility (see Case Study in Appendix G) claims to be the only dedicated watersports facility in the South East. A similar programme in Swale would make this more accessible to local residents and provide an alternative route to participation improvements</p>	<p>Work with RYA to become strategic priority for sailing in the UK. Utilise Dover as a case study and conduct a detailed business case on potential ROI and participation impacts associated with new Swale facility.</p>
--------------------	---	---	---	--

DRAFT

5 APPENDICES

5.1 APPENDIX A –SPORT CLUB CONSULTATION SUMMARY

5.1.1 A survey of sports clubs was undertaken, focussing on non-PPS clubs. The results are shown in the table below.

Question	Answer	Comments/Benchmark against similar local authorities
Responses Collected	25 (complete)	
Most popular (volume of responses)	Bowls (4), Cricket (3), Football (3)	
Affiliation	92% of clubs are affiliated to a national governing body	Comparable with similar sports club surveys in other local authorities
Usage of facility	47% of clubs use their primary facility for more than 12 hours a week	
Membership	68% of clubs have greater than 50 members	High proportion of large clubs. Greater encouragement for small, casual clubs could increase uptake from current non-participants, therefore increasing overall participation statistics.
Accessibility	84% of clubs believe the majority of their members travel to their main facility by car.	High proportion of car users is influenced by rural nature of the area. Greater accessibility to clubs around large centres of population (such as provision of taster sessions in town centres) would encourage non-participants.
Change of Membership	44% of clubs believe that their membership has increased over the last 3 years.	Does not correlate with general decline in participation. Identifies significant shortage in casual participation.
Rating of Facility	Ease of booking and Value for money were rated highest at 4.18 or higher (out of 5(very good)). Childcare facilities were rated the lowest at 2.85 (adequate).	High scoring for value for money indicates that this is unlikely to be the main barrier to entry for participation.
Suggested areas for investment	38% respondents stated that surfaces (floor or walls) should be prioritised for investment.	This prioritisation indicates lack of major investment in facilities, as flooring is the most expensive element of the centre to replace or repair.
Net Promoter Score (How likely are you to recommend your facility to other clubs?)	Avg 7.76.	Indicates a relatively strong recommendation rating, but lower than neighboring local authorities
Future Projections for membership	89% of clubs are projected to grow in membership over next 3 years.	
Impact of future growth	91% of clubs who project growth, stated that this would require an increase in provision of facilities	

	and/or equipment.	
How can aspirations be achieved over the next 3 years	31% of clubs stated that they required funding for additional facilities. 23% of clubs stated that they required more formal links with major/large clubs in the nearby area	

5.2 APPENDIX B – PARISH CONSULTATION SUMMARY

5.2.1 A survey of parishes was undertaken, with parish clerks filling out an online survey on behalf of their residents. The results are shown in the table below.

Question	Answer	Comments/Benchmark against similar local authorities
Parish Responses	9 (complete)	Stalisfield, Norton Buckland & Stone, Selling, Newington, Bredgar, Lower Halstow, Teynham, Oare Minster-on-Sea
Do the sports facilities meet the need of your local residents?	66% No 37% Yes	This highlights the strong belief within the parish's that an improvement of sport and physical activity facilities are required. These figures can be compared to the results of further parishes, which have completed the survey. The 65% of those who said 'no' is much higher than the average (58.5%) response of 'no' in the other parishes.
Specific Comments - Newington		In relation to specific facilities, the recreation ground in Newington is claimed to be too small and in need of major refurbishment, also there is no wheelchair access, no external lighting or parking facilities. At Newington a multi function venue is something the residents have suggested would be of use where they want to play a variety of sports like basketball, tennis, athletics etc. This however, would be very expensive option. A more appropriate alternative may be to improve transport links to Swallows leisure centre, which is only 3.3 miles away from Newington. This facility has a huge amount of equipment such as a swimming pool, a fitness suite, tennis and badminton courts, and can cater for a variety of sports such as 5 a side football, basketball, netball etc. Additionally Newington has a 5-acre field with an out-dated pavilion and a village hall. Neither of these are specific sports venues and could be areas for future facilities. This site could be used to further improve the sport facilities of Newington. This is an area where a further cricket field could be developed or football posts could be put into the area. The pavilion could have a slight refurbishment and act as changing rooms. The site also currently has a 6-item adult gym equipment. The amount of equipment for the gym could be increased to allow more residents to partake. The village hall could be better utilised within the community where some sporting activities could take place to improve the amount of sport available to the local residents.
Specific Comments - Oare		Suggested that adults would like outdoor gym equipment. Children would like more equipment for different age ranges. Within Oare an outdoor gym facility is preferred as it would improve fitness of local residents and allow them to spend more time outdoors. At Lower Halstow and Stalisfield it is suggested there are no sport facilities available which is something that needs to be addressed. However, an option for these areas would be to improve transport links to surrounding areas that have the

	<p>necessary sport facilities.</p>																				
<p>Specific Comments - Minster</p>	<p>Although, Minister-on-sea has excellent sports clubs in the area, more needs to be done to reach the young people congregating within the area. Previously Charlton athletic had a scheme, which was hugely successful. This suggests the area has number of keen participants and has the required area but it needs more schemes to get people involved. In areas such as Selling, other than the cricket pitch, which is run by a Canterbury club, there are no further indoor or outdoor sites, which is a problem for local residents. There are however, many modern facilities in Canterbury, which is only a short distance away. An example facility that could be used is the Kingsmead leisure centre, which if the transport links were improved could be a useful sporting facility for Selling residents.</p>																				
<p>Specific Comments - Stalisfield</p>	<p>New village hall could be used for more sporting activities. There is a demand for the ability to play table tennis, which should be made a priority, as there has already been interest by residents in starting up a table tennis club. A table tennis club could be run in this facility, which could create a positive environment for the residents who are interested in table tennis.</p>																				
<p>Main sports played in Village Halls</p>	<div style="text-align: center;"> <table border="1" style="margin-left: auto; margin-right: auto;"> <caption>Main sports played in Village Halls</caption> <thead> <tr> <th>Sport</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Cricket</td> <td>25%</td> </tr> <tr> <td>Bowls</td> <td>25%</td> </tr> <tr> <td>Badminton</td> <td>13%</td> </tr> <tr> <td>Yoga</td> <td>7%</td> </tr> <tr> <td>Football</td> <td>6%</td> </tr> <tr> <td>Dance</td> <td>6%</td> </tr> <tr> <td>Zumba</td> <td>6%</td> </tr> <tr> <td>Rugby</td> <td>6%</td> </tr> <tr> <td>Athletics</td> <td>6%</td> </tr> </tbody> </table> </div> <p>Of those who responded, it is clear the cricket and bowls is the most popular sport within the parish. The positive cricket/bowls culture within the parish should be maintained and the facilities i.e. the pitches should be protected after to allow this participation to continue.</p>	Sport	Percentage	Cricket	25%	Bowls	25%	Badminton	13%	Yoga	7%	Football	6%	Dance	6%	Zumba	6%	Rugby	6%	Athletics	6%
Sport	Percentage																				
Cricket	25%																				
Bowls	25%																				
Badminton	13%																				
Yoga	7%																				
Football	6%																				
Dance	6%																				
Zumba	6%																				
Rugby	6%																				
Athletics	6%																				

5.3 APPENDIX C - NGB CONSULTATION RECORD

Peter Griffiths – England Basketball Facility Lead

Questions	Comments
How do you view the profile of your sport in Swale? Is it high/ low profile?	Low priority – Urban conurbations have the greatest potential and therefore are the main focus for Basketball England.
What are the general participation trends now and in the future?	AP9 – shows that basketball participation has increased even though Sport England funding was cut from Basketball England in 2014 due to them not hitting their previous Active People targets. The AP9 increase could be legacy of Ball Again and IM basketball programmes that Basketball England used to promote. Mixed economy model now being used through alternative organisations to deliver basketball that are receiving Sport England funding e.g. British Basketball Foundation, Reach and Teach. Basketball England still received some funding from Sport England for Satellite clubs programme, which is one of the most successful Satellite programmes amongst NGBs, and are currently working on a higher education specific satellite clubs model.
What are the main facility issues with your sport in Swale? Quality, quantity and accessibility issues (location in the borough, design and disability access etc)?	Nothing that NGB has put in specifically at the moment. Also that unlikely that these areas will be beneficiaries for any capital funding. Investment predominately gone into large Urban locations. Would have to have a really good case to get capital funding as their pot is £1.8m in last 2009-13. Main issues from NGB that they receive from clubs are: the cost of a basketball court, size of the courts not being appropriate for national league competition (small halls). Competition with other sports e.g. Badminton.
Is there unmet demand for facilities?	There is unmet demand. There needs to be better access to school sites. Currently working with Sport England on this.
Are there any new facility developments planned for Swale?	None in these areas or the surrounding areas.
Do clubs travel into or out of the borough to access facilities?	Do not have the intelligence at a national level to know this. It would be a local call for the county/regional basketball association.
What development initiatives are on-going to help promote the sport?	Satellite clubs is the only one at the moment. Looking ahead to 2017 onwards Whole Sport Plan.
Are there any funding streams available for facility improvements in Swale?	£1.8m pot for the last 4 years (2009-13) is all Basketball England have.

Darren Clark – LTA

Question	Comments
How do you view the profile of your sport in Swale? Is it high/ low profile?	Low profile, in Swale
What are the general participation trends now and in the future?	Fairly low. Rob had no official participation figures for the area. Much of the focus has been high population density areas as previously they have tried to go everywhere but have spread themselves too thin.
Which are the key clubs participating in your sport in Swale?	Mostly leisure centres where they provide tennis courts on a casual basis. Often these courts are multi- purpose and are used for five a side and netball. Faversham tennis centre is small and therefore not a huge priority
What are the main facility issues with your sport in Swale? Quality, quantity and accessibility issues (location in the borough,	Lacking indoor tennis centres, leisure centres and availability. Many pitches are multi-use and therefore lack focus on tennis

design and disability access etc)	
Is there unmet demand for facilities?	Rob was not sure but thought not. Again indoor tennis courts on the supply side were mentioned
Are there any new facility developments planned for Swale?	No.
Do clubs travel into or out of the borough to access facilities?	No
Are there any specialist facilities required?	Indoor facilities
What development initiatives are ongoing to help promote the sport?	<ul style="list-style-type: none"> • High population centres, • 10 fast track centres. • Nearest Medway. • Great British tennis events. • Marketing materials are available • Touch tennis is being pushed in Surrey to get all people into tennis
Are there any funding streams available for facility improvements in Swale?	<p>Three funding streams Total 4.7 million four years</p> <ul style="list-style-type: none"> • Community tennis funds largely from Sport England for Parks and High priority therefore high population areas. Swale not high population • Easy access loan system. Any facility can apply for these for improvement. see MSB • Growing the game. Used to drive participation more. Onerous and competitive selection process. Clubs pitch how they will grow the game. Funding rounds in May and September
Anything else the NGB would like to add:	<ul style="list-style-type: none"> • Looking for local authorities that really want to work with LTA • Priority with high population areas

Lynn Barker – Canoeing Development Officer

Questions	Swale
How do you view the profile of your sport in Swale? Is it high/ low profile?	Trying to improve participation, can't identify paddlers as not organised
What are the general participation trends now and in the future?	<ul style="list-style-type: none"> • Uses Active People Survey data • Canoeing still growing. Increased year on year. • Increase in 14-25yrs. • Push with programs in Schools & universities.
Which are the key clubs participating in your sport in Swale?	She was not sure going to get back to Doug via email
What are the main facility issues with your sport in Swale? Quality, quantity and accessibility issues (location in the borough, design and disability access etc)	<p>Accessibility- paddle ability program that is inclusive. Access to water, growth of centre and clubs in the area. Groups organisation</p> <p>Guided tours</p>
Are there any new facility developments planned for Swale?	Weight board and canoeing park in Swale proposal. Sheerness canal
Do clubs travel into or out of the borough to access facilities?	<ul style="list-style-type: none"> • Large groups and clubs will come from a variety of places to use coast • National Parks in area also help attract people to area
What development initiatives are ongoing to help promote	<p>UCanoe</p> <ul style="list-style-type: none"> • Wired ergometer canoeing and

the sport?	<ul style="list-style-type: none"> Unleashed to do outside Go Canoeing <ul style="list-style-type: none"> go canoeing starter session, guided tours & events digital platform to provide information Paddlesport Challenge <ul style="list-style-type: none"> Events to improve participation Paddle- Ability <ul style="list-style-type: none"> Program to improve participation amongst the disabled
Are there any funding streams available for facility improvements in Swale?	Clubs and centres apply directly for funding to the capital grants funding system

GB Triathlon Development Officer

Questions	Comments
How do you view the profile of your sport in Swale? Is it high/ low profile?	Fastest growing Olympic Sports Very recent push with leisure trust GoTri participation small distances Sittingbourne Striders
What are the general participation trends now and in the future?	Four miniature events they have had two events and two more events Demand 50 people limited people, not to scare people. First event 30 people roughly which is good for the start Park run event Second
Which are the key clubs participating in your sport in Swale?	Sea based and pool Any space that is open to them Pool based is best beginners way various methods and get breaks Sea based needs some experience and wet suit
What are the main facility issues with your sport in Swale? Quality, quantity and accessibility issues (location in the borough, design and disability access etc)	Book whole pool for area Is the booking of the pool, GoTri events need whole pool space Transition area for changing for next phase. Where there are going onto their bike Sheppey Leisure centre perfect
Is there unmet demand for facilities?	Can't put on events herself Facility can put them on themselves Don't have time and necessary promotion Get clubs involved in order promote and provide volunteers Event organiser will hire
Are there any new facility developments planned for Swale?	Not sure
Do clubs travel into or out of the borough to access facilities?	In Wittstable people will travel for the sea based promotion
Are there any specialist facilities required?	Lane ropes necessary Disability access allows for all inclusive Fire door for transition Parking
What development initiatives are ongoing to help promote the sport?	Coaches education courses with councils
Are there any funding streams available for facility improvements in Swale?	Apply for Inspired facilities through Sport England. Kent sport and Triathlon help support

5.4 APPENDIX D – POPULATION DATA

2015 Swale Populations by age group. Note: Colours show significance of change.

Age Group	Difference (2025-2015)								
	Males			Females			Persons		
	Sheppey	Swallows	Faversham	Sheppey	Swallows	Faversham	Sheppey	Swallows	Faversham
0 – 4	46.39	79.98	112.86	43.08	-8.08	40.09	89.46	71.89	152.94
5 – 9	213.78	409.08	-69.35	176.89	31.34	173.65	390.67	440.42	104.30
10 – 14	-68.39	-139.63	323.79	-76.81	-189.19	-86.11	-145.21	-328.83	237.68
15 – 19	-8.78	-15.53	176.56	-7.99	-79.90	-9.40	-16.77	-95.44	167.16
20 – 24	-7.37	-10.45	302.32	-8.10	21.43	-2.22	-15.47	10.98	300.09
25 – 29	103.89	190.99	167.02	108.96	119.54	90.82	212.85	310.53	257.83
30 – 34	91.12	214.51	60.30	90.12	74.61	101.38	181.24	289.12	161.67
35 – 39	-46.53	-119.59	179.62	-57.69	-35.89	-75.84	-104.23	-155.48	103.78
40 – 44	-91.21	-180.35	170.26	-105.95	-15.92	-114.33	-197.16	-196.27	55.93
45 – 49	-15.61	-22.79	-34.64	-14.61	6.58	-9.93	-30.22	-16.21	-44.57
50 – 54	229.69	336.55	-114.28	198.71	39.35	182.23	428.41	375.91	67.94
55 – 59	137.98	257.16	78.31	137.22	-12.20	170.29	275.20	244.95	248.60
60 – 64	-125.77	-259.24	442.69	-166.46	-63.56	-213.38	-292.23	-322.80	229.31
65 – 69	282.98	426.41	-286.62	206.87	-51.35	203.58	489.85	375.06	-83.05
70 – 74	155.86	270.53	139.94	183.10	-56.37	214.59	338.97	214.15	354.53
75 – 79	122.17	294.97	106.54	138.65	-33.89	225.07	260.82	261.07	331.61
80 – 84	28.58	77.39	245.27	41.83	-118.01	75.91	70.42	-40.62	321.18
85 – 89	68.95	205.02	111.55	104.21	-12.61	199.38	173.16	192.41	310.93
90 and over	18.39	63.05	144.85	41.20	-	113.01	59.58	63.05	257.86
All ages	1,136.13	2,078.03	2,256.97	1,033.21	-384.13	1,278.77	2,169.34	1,693.91	3,535.74

2025 Swale Populations by age group

Age Group	2015								
	Males			Females			Persons		
	Sheppey	Swallows	Faversham	Sheppey	Swallows	Faversham	Sheppey	Swallows	Faversham
0 – 4	1,243.72	2,138.98	1,091.17	1154.886143	2,098.24	1,066.25	2,398.61	4,237.22	2,157.42
5 – 9	1,203.53	2,316.02	1,148.18	995.849147	2,064.78	1,000.85	2,199.38	4,380.80	2,149.03
10 – 14	1,087.01	2,232.79	1,216.80	1220.841887	2,639.28	1,418.98	2,307.86	4,872.07	2,635.78
15 – 19	1,206.15	2,134.46	1,042.36	1097.021872	1,796.72	1,004.54	2,303.18	3,931.18	2,046.90
20 – 24	1,023.58	1,526.34	710.35	1125.185563	1,484.71	705.43	2,148.76	3,011.05	1,415.78
25 – 29	1,019.28	1,873.45	877.66	1068.971012	1,902.83	869.46	2,088.25	3,776.29	1,747.12
30 – 34	915.88	2,172.56	978.06	905.803669	2,327.18	1,045.55	1,821.68	4,499.74	2,023.61
35 – 39	855.79	2,208.71	1,120.17	1061.047953	2,685.21	1,380.49	1,916.84	4,893.92	2,500.66
40 – 44	1,019.83	2,017.83	1,067.06	1184.665882	2,280.46	1,255.24	2,204.50	4,298.29	2,322.30
45 – 49	1,227.19	1,878.03	1,028.67	1148.654969	1,665.71	1,002.97	2,375.84	3,543.74	2,031.64
50 – 54	1,341.10	1,974.41	1,208.84	1160.229225	1,654.29	1,050.71	2,501.33	3,628.70	2,259.55
55 – 59	1,158.29	2,155.44	1,329.52	1151.863494	2,349.24	1,459.59	2,310.16	4,504.68	2,789.11
60 – 64	1,005.25	2,073.07	1,353.54	1330.542258	2,763.65	1,720.01	2,335.79	4,836.72	3,073.55
65 – 69	1,130.32	1,713.04	1,131.71	826.311266	1,232.83	817.56	1,956.63	2,945.87	1,949.28
70 – 74	810.73	1,406.29	991.06	952.417372	1,529.38	1,117.42	1,763.15	2,935.67	2,108.48
75 – 79	589.19	1,429.08	969.19	668.694727	1,757.32	1,101.31	1,257.88	3,186.40	2,070.50
80 – 84	345.40	918.41	585.23	505.523637	1,380.11	900.18	850.92	2,298.52	1,485.40
85 – 89	185.25	552.86	343.40	279.966871	832.56	552.86	465.22	1,385.42	896.26
90 and over	70.59	242.02	171.43	158.139531	566.41	411.63	228.73	808.43	583.06
All ages	17,438.09	32,963.79	18,364.39	17,996.62	35,010.91	19,881.01	35,434.71	67,974.70	38,245.41

2025/2015 Population Balance for Swale

Age Group	2025								
	Males			Females			Persons		
	Sheppey	Swallows	Faversham	Sheppey	Swallows	Faversham	Sheppey	Swallows	Faversham
0 – 4	1,290.11	2218.95769	1,204.03	1197.96179	2090.15495	1106.335472	2,488.07	4,309.11	2,310.37
5 – 9	1,417.31	2725.091663	1,078.84	1172.736974	2096.12648	1174.496155	2,590.05	4,821.22	2,253.33
10 – 14	1,018.62	2093.157803	1,540.59	1144.028542	2450.08468	1332.867879	2,162.65	4,543.24	2,873.45
15 – 19	1,197.37	2118.925852	1,218.91	1089.035611	1716.81773	995.1437391	2,286.41	3,835.74	2,214.06
20 – 24	1,016.21	1515.892595	1,012.67	1117.086685	1506.141552	703.2049046	2,133.30	3,022.03	1,715.87
25 – 29	1,123.18	2064.441879	1,044.68	1177.92949	2022.370407	960.2794612	2,301.11	4,086.81	2,004.96
30 – 34	1,007.00	2387.069851	1,038.36	995.9225108	2401.787355	1146.926338	2,002.92	4,788.86	2,185.29
35 – 39	809.26	2089.114523	1,299.78	1003.355038	2649.323361	1304.650065	1,812.61	4,738.44	2,604.43
40 – 44	928.62	1837.487478	1,237.32	1078.712357	2264.533342	1140.912496	2,007.33	4,102.02	2,378.23
45 – 49	1,211.58	1855.240325	994.03	1134.043258	1672.294161	993.0360825	2,345.62	3,527.53	1,987.06
50 – 54	1,570.80	2310.963582	1,094.56	1358.942518	1693.642802	1232.932852	2,929.74	4,004.61	2,327.49
55 – 59	1,296.28	2412.597741	1,407.83	1289.078767	2337.036137	1629.875664	2,585.35	4,749.63	3,037.71
60 – 64	879.48	1813.826624	1,796.23	1164.078966	2700.097444	1506.625883	2,043.56	4,513.92	3,302.86
65 – 69	1,413.30	2139.448972	845.09	1033.1826	1181.481866	1021.13926	2,446.49	3,320.93	1,866.23
70 – 74	966.59	1676.816418	1,131.00	1135.519967	1473.002132	1332.006773	2,102.11	3,149.82	2,463.00
75 – 79	711.35	1724.046945	1,075.73	807.3479644	1723.426249	1326.388147	1,518.70	3,447.47	2,402.11
80 – 84	373.98	995.7974137	830.50	547.3573796	1262.099379	976.0865017	921.34	2,257.90	1,806.59
85 – 89	254.20	757.8848059	454.95	384.174094	819.9512065	752.2439034	638.37	1,577.84	1,207.19
90 and over	88.98	305.0631782	316.28	199.3355433	566.408274	524.6353016	288.31	871.47	840.91
All ages	18,574.22	35,041.83	20,621.36	19,029.83	34,626.78	21,159.79	37,604.05	69,668.60	41,781.15

5.5 APPENDIX E – SCHOOL STAKEHOLDER CONSULTATION RECORDS

School	Indoor sports facility available at the site (e.g. Sports Hall, Squash Court)	Weekday hours available for community use	Weekend hours available for community use	Current usage of facility during community hours (estimated %; 100% = At FULL capacity)		% Block booking of facility (estimated % of block bookings against casual pay and play use)		General comments/observations through consultation
				October - March	April - September	October - March	April - September	
Fulston Manor	Sports Hall	25	0 (is available if requested)	60%	40%	80%	80%	The school caters for a variety of sports including indoor football, badminton, cricket nets. There is definitely scope for further use however the site is not available during the school holidays due to staffing issues.
	Gymnasium Hall	25	0 (is available if requested)	60%	40%	80%	80%	
Highstead Grammar School	Sports Hall							
Oasis Academy - East	Sports Hall	25	(Available all weekend when requested)	100%	80%	70%	70%	The Academy provides community use on weeknights and weekends and is used for a wide variety of sports and clubs. In the winter months, the site is at capacity and demand is there for further space.
Oasis Academy - East	Studio	25	(Available all weekend when requested)	100%	80%	70%	70%	
Oasis Academy – West Site	Sports Hall	25	(Available all weekend when requested)	100%	80%	70%	70%	

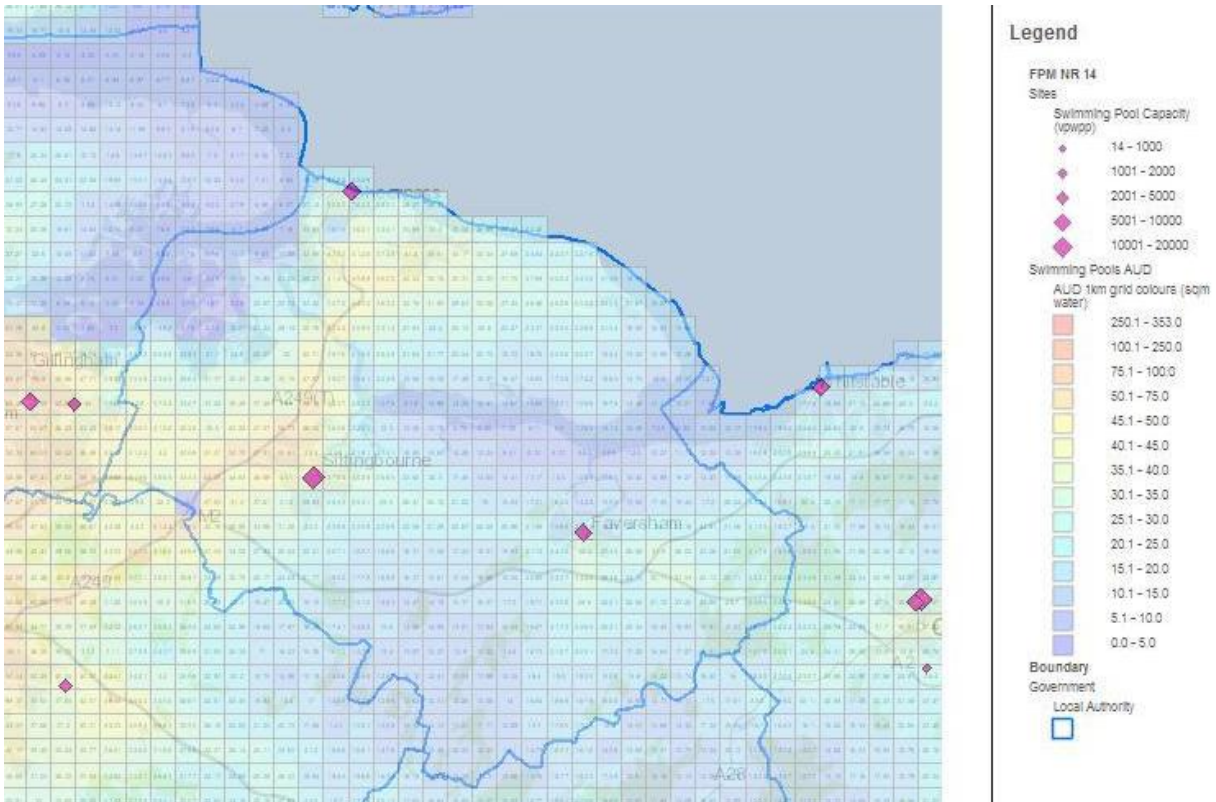
Oasis Academy – West Site	Studio	25	(Available all weekend when requested)	100%	80%	70%	70%	
Queen Elizabeth Grammar School	Sports Hall	20	0	90%	85%	100%	100%	The school lets out both sports halls as well as a variety of other areas/rooms for community use. Other than 2 weeks at Christmas, sports hall lettings are not affected by school holidays. The school relies on block bookings by a variety of sports clubs and doesn't receive any pay and play. The school is almost at capacity on weeknights and is certainly utilised well.
	Gymnasium Hall	20	0	90%	85%	100%	100%	
Sittingbourne Community College	Sports Hall	Not available for community use		N/A	N/A	N/A	N/A	The decision in July 2015 to close this site for community use will have a long term impact on the provision of indoor sports in Swale. This facility has previously been highly utilised and therefore this demand will need to be displaced to another facility.
	Gymnasium Hall			N/A	N/A	N/A	N/A	
	Gymnasium Hall			N/A	N/A	N/A	N/A	
	Studio			N/A	N/A	N/A	N/A	
	Fitness Gym			N/A	N/A	N/A	N/A	
The Abbey School	Sports Hall	22.5	16	90%	90%	98%	98%	Abbey Sports Centre takes over indoor facilities after school use. The gym and fitness suite

The Abbey School	Gymnasium Hall	22.5	16	90%	90%	98%	98%	at the site is open all day. The indoor halls at the site are heavily utilised by sports clubs while consultation has identified the site as at 90% capacity with incredibly insignificant pay and play usage.
The Abbey School	Fitness gym	22.5	16	N/A	N/A	N/A	N/A	
The Westlands School	Sports Hall	Not available for community use	Not available for community use	N/A	N/A	N/A	N/A	The school informed 4 global that the indoor sports facilities at the site are not available and hired out for community use.
The Westlands School	Gymnasium Hall	Not available for community use	Not available for community use	N/A	N/A	N/A	N/A	
The Westlands School	Gymnasium Hall	Not available for community use	Not available for community use	N/A	N/A	N/A	N/A	

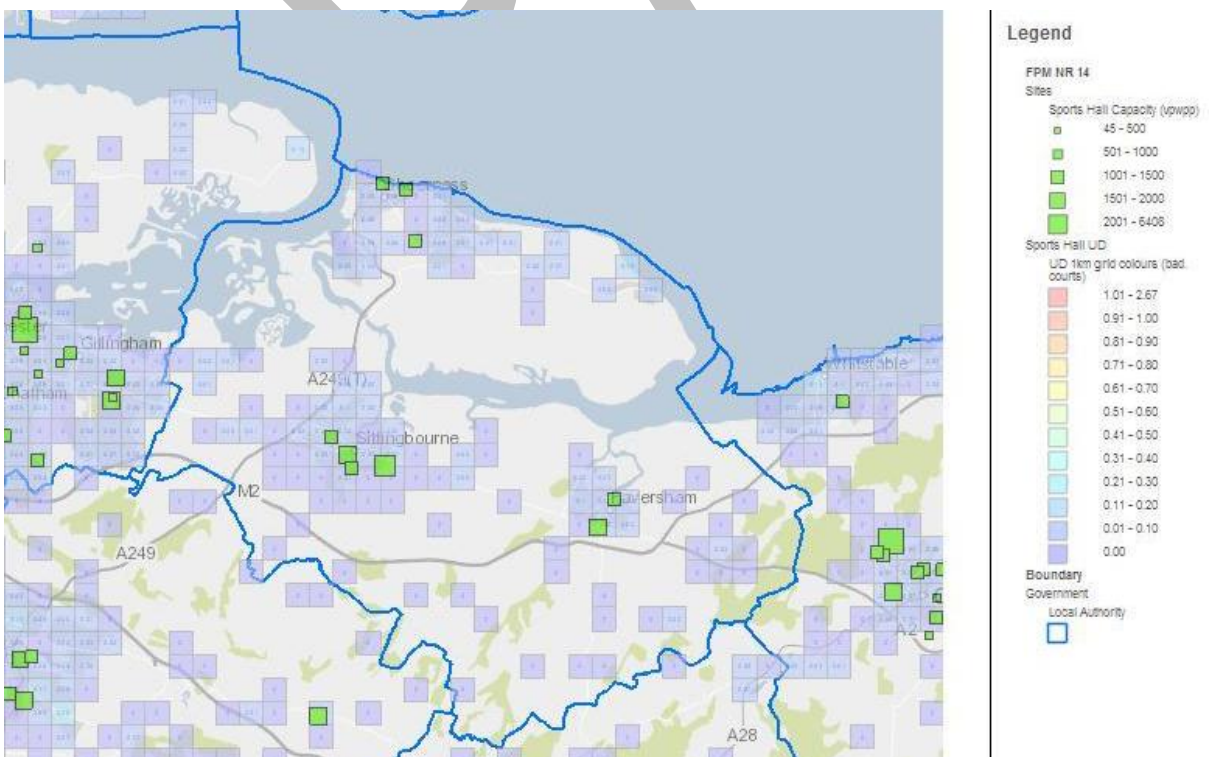
School	Type of AGP	Weekday hours available for community use	Weekend hours available for community use	Current usage of facility during community hours (estimated %; 100% = At FULL capacity)		% Block booking of facility (estimated % of block bookings against casual pay and play use)		General comments/observations through consultation
				October - March	April - September	October - March	April - September	
Borden Grammar school	Sand filled	20	18	85%	10% (very low)	100%	100%	The AGP is heavily used by football clubs during the winter months and also used regularly by the on-site hockey team (Old Bordenians).
Oasis Academy - East	3G	25	18	100%	70%	70%	70%	The 3G is FA licensed to allow FA regulated football matches to be played on the pitch.
Sittingbourne Community College	3G	27.5	20	100	50	80	80	The 3G pitch at the college is heavily used during the winter months for mainly football training. The AstroTurf pitch accompanies the 3G but is not full size and does not receive the same amount of usage.
Sittingbourne Community College	Sand filled	27.5	20	40	20	50	50	
The Abbey School	3G	22.5	16	90%	20%	98%	98%	The 3G is heavily utilised until the height of summer where there is little football played between seasons and is not utilised for any other sports.

5.6 APPENDIX F – MAPS

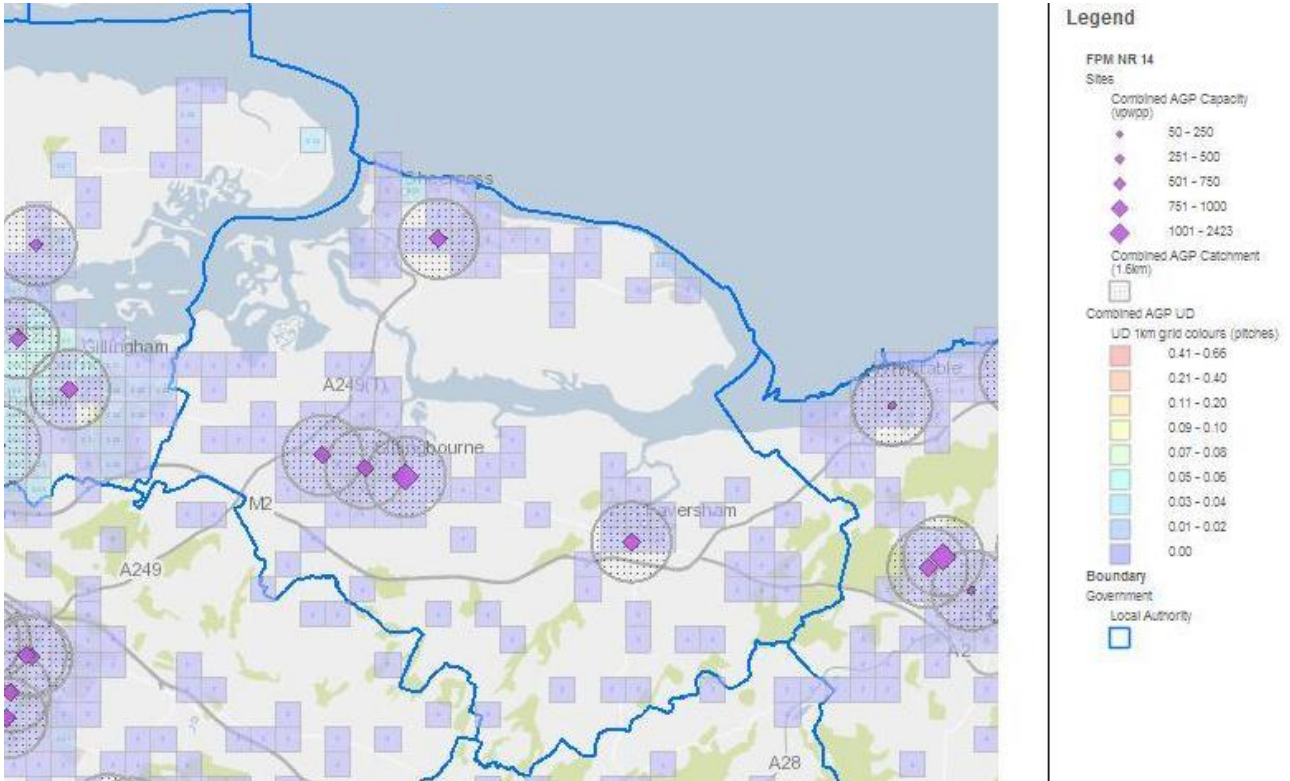
Unmet Demand: Pools



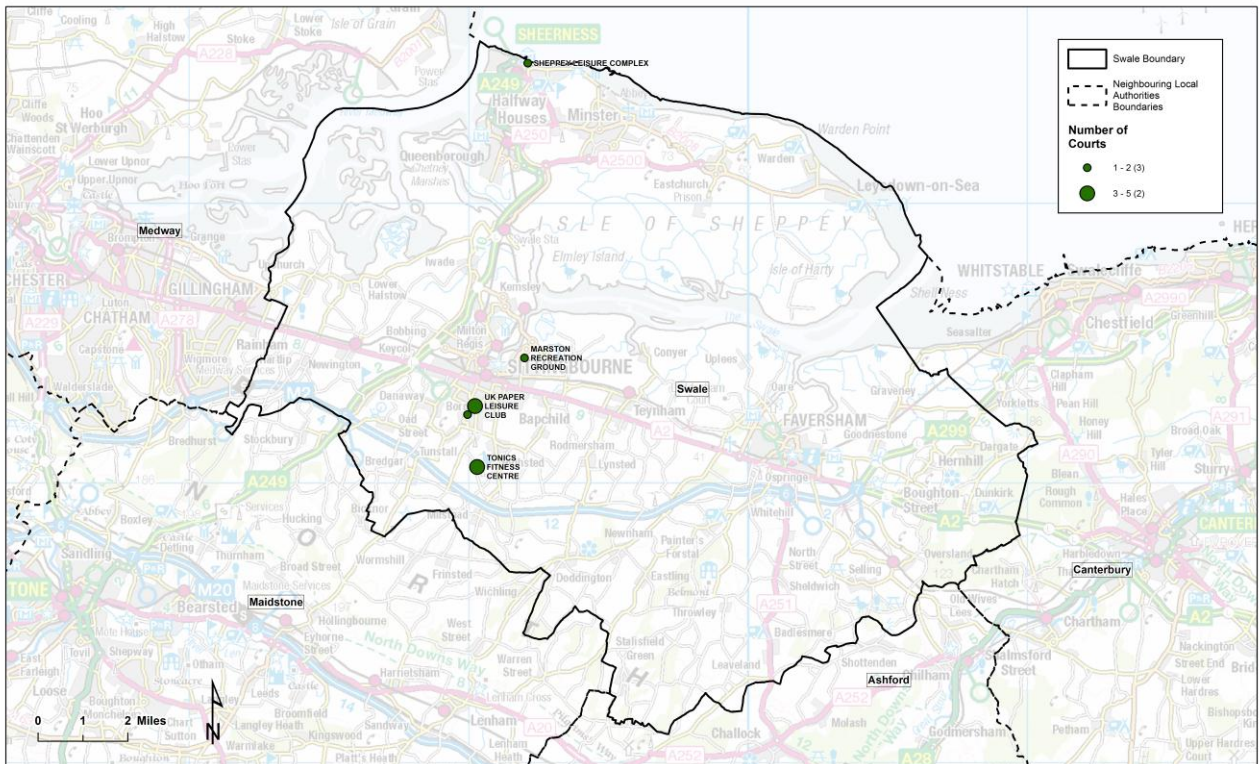
Unmet Demand: Halls



Unmet Demand: AGP's



Tennis Court Supply



Tennis Court provision