

## APPENDIX B – KKP FULL REPORT

# THREE RIVERS DISTRICT COUNCIL LEISURE CENTRE PROGRAMME ASSESSMENT

**OCTOBER 2018**

QUALITY, INTEGRITY, PROFESSIONALISM

**Knight, Kavanagh & Page Ltd**  
Company No: 9145032 (England)

MANAGEMENT CONSULTANTS

Registered Office: 1 -2 Frecheville Court, off Knowsley Street, Bury BL9 0UF  
T: 0161 764 7040 E: [mail@kkp.co.uk](mailto:mail@kkp.co.uk) [www.kkp.co.uk](http://www.kkp.co.uk)





**THREE RIVERS DISTRICT COUNCIL  
LEISURE CENTRE PROGRAMME ASSESSMENT**

---

**CONTENTS**

PART 1: INTRODUCTION..... 1

PART 2: BACKGROUND AND CONTEXT .....3

PART 3: NETBALL NEEDS ASSESSMENT .....20

PART 4: SOFT PLAY AND CLIMBING CENTRES .....32

PART 5: CONCLUSION .....42

# THREE RIVERS DISTRICT COUNCIL

## INDOOR SPORTS FACILITIES DRAFT NEEDS ASSESSMENT

---

### PART 1: INTRODUCTION

#### 1.1 Introduction

Knight, Kavanagh & Page Ltd (KKP) was appointed by Three Rivers District Council (TRDC) to undertake an assessment of the current and future user profile of sports and leisure venues within the catchment of William Penn Leisure Centre. This takes account of use, the ways in which people travel to the sites and their catchment areas, with a view to informing the requirement to maintain or mitigate the potential loss of two of the four indoor courts at William Penn Leisure Centre. The key deliverables, therefore, include:

- ✦ Assessment of the current and potential future demand of indoor sports hall, MUGAs and outdoor tennis courts, with particular regard to netball based on evidence of existing facilities, usage and membership.
- ✦ Assessment of the current and potential future demand on indoor play (including soft play and climbing facilities).
- ✦ Stakeholder consultation where appropriate.

#### 1.2: Scope of the project

This report takes a particularly robust approach to assessing the need for netball in sports halls. Specific deficiencies and surpluses are identified to inform the provision required. The specific tasks addressed within the study include:

- ✦ A review of relevant Council strategies, plans, reports, corporate objectives.
- ✦ A review of the local, regional and national strategic context.
- ✦ Analysis of the demographics of the local population at present and in the future (2041).
- ✦ Analysis of 'netball available' facilities provided by public, private, voluntary and education sectors.
- ✦ Consideration of potential participation rates and modelling of likely demand.
- ✦ Supply and demand analysis.
- ✦ Analysis of the balance between supply of, and demand for, netball facilities plus identification of potential under and over-provision.

This report addresses needs assessment elements via an audit of existing community netball facilities, consideration of levels of demand (using a range of tools), and analysis of supply and demand taking account of stakeholder aspirations via consultation. We have also taken account of the views of, and have liaised with, colleagues at Sport England, England Netball (the national governing body of the sport – NGB), Herts Sports Partnership, Everyone Active plus local authority leisure services staff, local schools and key local clubs.

#### *Study area*

In assessing supply and demand it is necessary to apply catchment areas for different provision types; this enables identification of areas currently not served by existing indoor sports facilities. It is recognised that these can vary from person to person, day to day, hour to hour. This problem is overcome by accepting the concept of 'effective catchment', defined as the distance travelled by around 75-80% of users (used in the Sport England Facilities Planning Mode - FPM). This, coupled with KKP's experience of working with leisure facilities and use of local data and analysis where possible, enables identification of catchment areas for sports halls as follows:

## THREE RIVERS DISTRICT COUNCIL INDOOR SPORTS FACILITIES DRAFT NEEDS ASSESSMENT

---

*Table 2.3: Facility catchment areas*

Facility type	Identified catchment area by urban/rural
Sport halls	20-minute walk/ 20 minutes' drive
Swimming pools	20-minute walk/ 20 minutes' drive
Soft play and climbing centres	30-minutes' drive

Therefore, the catchment area (drive time) covers a 20 minutes' drive time from William Penn Leisure Centre for netball facilities. For indoor play (including soft play and climbing facilities), the catchment area covers a 30 minutes' drive time from the Centre.

# THREE RIVERS DISTRICT COUNCIL

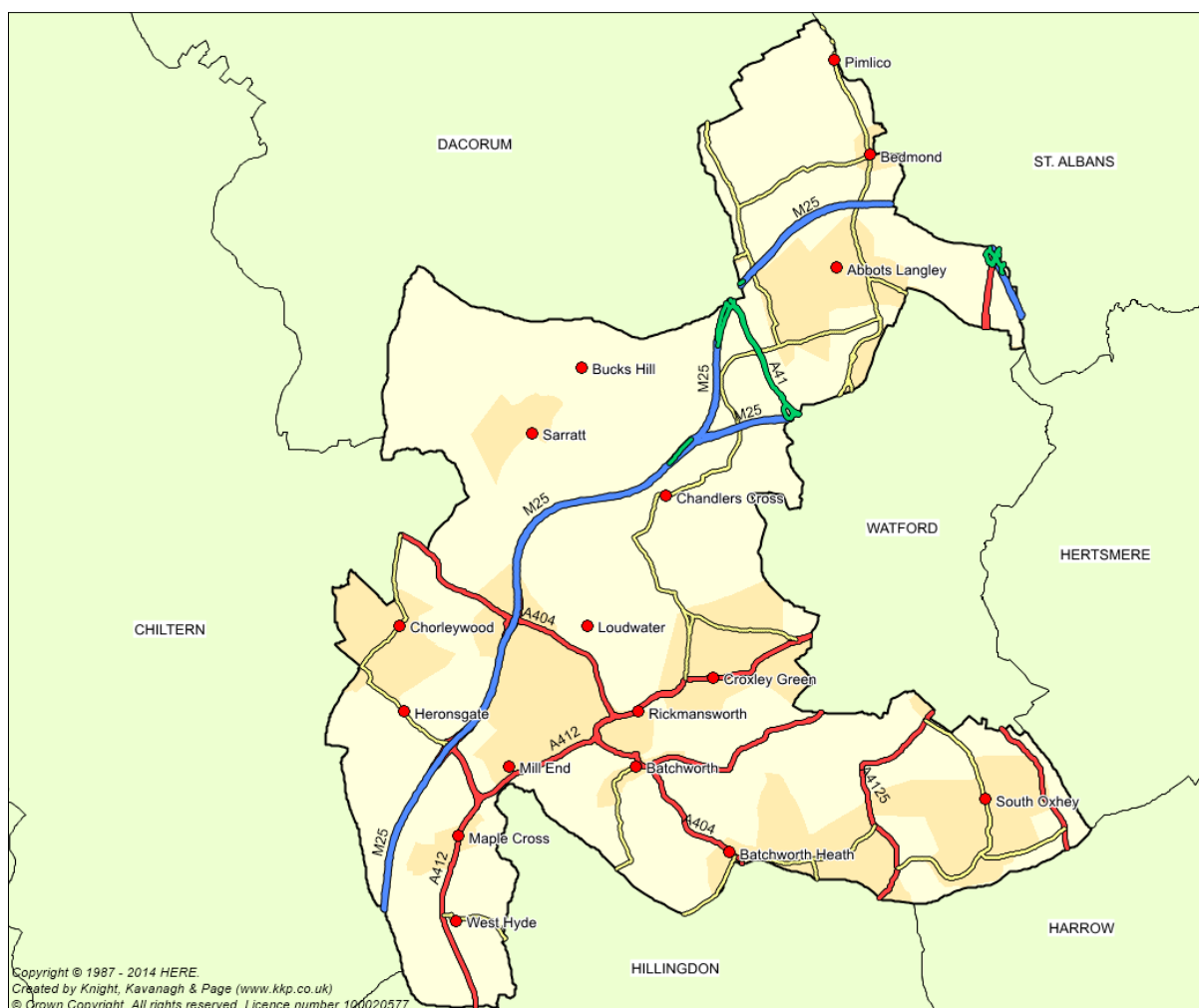
## INDOOR SPORTS FACILITIES DRAFT NEEDS ASSESSMENT

### PART 2: BACKGROUND AND CONTEXT

The following is an overview of the Three Rivers District. Data is taken from nationally recognised sources. It reflects the most up to date information presently available although it should be noted that new data is published regularly, often at different intervals.

It is important to understand national, regional and local context as this helps to identify national trends and consider how these might be interpreted locally with regard to physical activity and sport.

*Figure 2.1: Three Rivers District with main roads and settlements*



Three Rivers is located in South West Hertfordshire to the North West of Greater London, straddling the M25 motorway. The M1 runs from North to South through it, as does the West Coast Main Line and the London Underground (Metropolitan Line). The total population is 92,641 (2017 MYE) with slightly more females (47,501) than males (45,140). Adjacent local authorities include Dacorum, Watford, St Albans, Hertsmere, Harrow, Chiltern and Hillingdon.

# THREE RIVERS DISTRICT COUNCIL

## INDOOR SPORTS FACILITIES DRAFT NEEDS ASSESSMENT

---

### 2.1: National context

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

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

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

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

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

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

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

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

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

These seven investment programmes are underpinned by a Workforce Strategy and Coaching Plan as identified in Figure 2.1 overleaf.

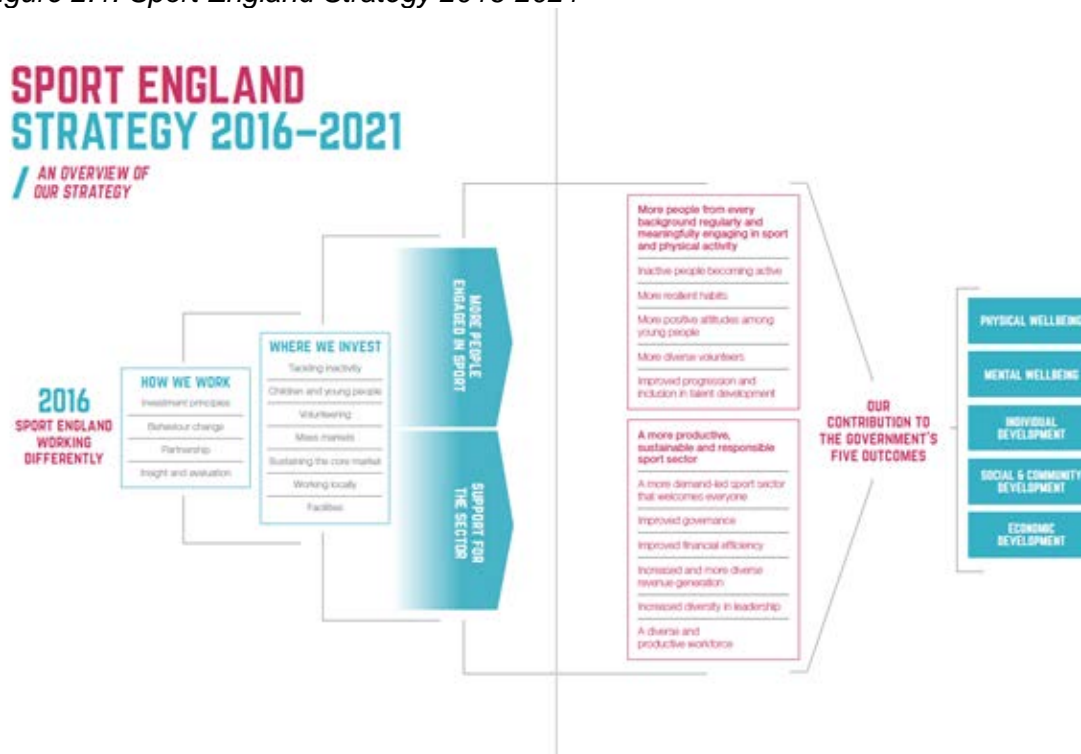
Sport England is looking to invest in projects, programmes and individuals that make sure everybody can experience the many benefits of sport and activity. It has developed seven investment principles which include:

- ✦ Ensuring a clear line of sight to the objectives in Sporting Future, thereby making a wider impact on people's lives in terms of physical wellbeing, mental wellbeing, individual development, social and community development and economic development, rather than simply driving numbers.

## THREE RIVERS DISTRICT COUNCIL INDOOR SPORTS FACILITIES DRAFT NEEDS ASSESSMENT

- ✦ Prioritising demographic groups who are currently under-represented which includes women, older people, disabled people and people from lower socio-economic backgrounds.
- ✦ Using the behaviour change model to guide its decisions focusing on three main challenges: tackling inactivity, creating regular activity habits and helping those with a habit to stay that way.
- ✦ Getting maximum value from all its resources which may mean contributing advice and insight or broker a collaboration rather than a cash injection.
- ✦ Encourage increased efficiency by encouraging the sport and activity sector to diversify its funding from both private and other public sector sources.
- ✦ Expanding the supply chain, wanting to strike a balance between 'bankers' and 'innovators' to make sure it is investing in projects that deliver the outcomes while still investing in other areas that test new approaches.
- ✦ Reviewing its investment portfolio regularly, it could invest more in anything going particularly well and stop investment if a project is failing and cannot be rescue.

Figure 2.1: Sport England Strategy 2016-2021



Sport England's Strategic Facilities Fund is part of a portfolio of support and tools designed to strategically support the sector (local authorities in particular). It has been re-positioned within the new strategy in order to drive effective sector investment decision making. Creating a focus on local priorities, informed by customer insight and delivering interventions (capital and revenue) which drive behaviour change in target audiences and ultimately outcome delivery.

### **Revised National Planning Policy Framework 2018**

This sets out planning policies for England detailing how they apply to the planning system and providing a framework for distinct local and neighbourhood plans, reflecting community needs. It states that the purpose of the planning system is to contribute to achieving the three themes of economic, social and environmentally sustainable development:



## THREE RIVERS DISTRICT COUNCIL

### INDOOR SPORTS FACILITIES DRAFT NEEDS ASSESSMENT

---

A presumption in favour of sustainable development is key to plan-making. The NPPF states that local plans should meet objectively assessed need. It is clear about sport's role delivering sustainable communities via health and well-being. Sport England is keen to see local planning policy protect, enhance and provide for sports facilities based on robust assessment of need, as well the wider health and wellbeing benefits. The *promoting healthy communities* theme identifies that planning policy should be based on robust, up-to-date assessment of need for open space, sports and recreation facilities and opportunities for new provision. Specific needs, quantitative/qualitative deficiencies and surpluses should be identified and used to inform provision requirements in an area.

#### ***Economic value of sport to the nation***

Sport, leisure, recreation and culture are all important economic drivers. In November 2015, sport and sport-related activity contributed £20.3 billion to the English economy. The contribution to employment is even greater with sport and sport-related activity estimated to support over 450,000 full-time equivalent jobs. Volunteering in sport, and the health benefits derived, also have an impact on the economy. The estimated economic value of sport-related volunteering is £6.9 billion. The annual value of health benefits from people taking part in sport is estimated at £21 billion.

Benefits include the well-being/happiness of individuals taking part, improved health and education, reduced youth crime, environmental, regeneration and community development. Consumption of sport benefits includes the well-being/happiness of spectators and the national pride/feel good factor derived from sporting success/achievement. Participation in sport provides a range of economic and health benefits as well as helping to provide jobs and opportunities to spectate and participate in physical activity.

#### ***Public Health England: Everybody Active, Everyday***

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

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

# THREE RIVERS DISTRICT COUNCIL

## INDOOR SPORTS FACILITIES DRAFT NEEDS ASSESSMENT

### *Investment in school sport*

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

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

Under the current phase of the programme, funding has doubled and Government ministers have confirmed that funding will continue to be ring-fenced for school sports until 2020. Evaluation of this investment has highlighted the need for clearer guidance to schools on how best to use this resource and the importance of good specialist PE knowledge for teachers of the subject. While this may cease in its present form, Sport England is, in its Strategy, committed both to further investment in young people and to improving the skills of secondary school teachers, particularly in respect of physical literacy.

### **2.2: Local context**

#### ***Three Rivers District Council Strategic Plan (2018-2021)***

The Council's overarching business plan takes account of the plans of Government, TRDC and many of its partners. It sets out what TRDC is looking to deliver over the coming years and deals with the services where it has a lead role or can play a key part in delivering or influencing the outcomes.

TRDC's vision is that *"the district should be a better place for everyone, their neighbourhoods, health, employment and access to services"*. In order to achieve this vision, it has two strategic aims, 'Better Neighbourhoods' and 'Healthier Communities'. Table 2.1 details the strategies priorities associated with the two aims.

*Table 2.1: Three Rivers Strategic Plan: Aims and priorities*

Strategic aim	Strategic priorities
Better Neighbourhoods	<ul style="list-style-type: none"><li>◀ Maintain high quality neighbourhoods</li><li>◀ Reduce the eco-footprint of the district</li><li>◀ Create access to good quality jobs and employment</li><li>◀ Support business and the local economy.</li></ul>
Healthier Communities	<ul style="list-style-type: none"><li>◀ Develop and improve access to good quality housing</li><li>◀ Create prosperity for all and access to opportunities</li><li>◀ To support the most vulnerable people in the District</li><li>◀ Provide a healthy and safe environment</li><li>◀ Reduce health inequalities, promote healthy lifestyles, support learning and community organisation.</li></ul>

# THREE RIVERS DISTRICT COUNCIL

## INDOOR SPORTS FACILITIES DRAFT NEEDS ASSESSMENT

---

### ***Three Rivers Local Plan***

The new Local Plan will guide and manage future development in the District up to 2032. It addresses needs and opportunities across a number of themes, including housing, the economy, infrastructure, transport and sustainability. Currently, preferred options feature in the Local Plan preparation process and the discussion document which is in the public domain does not contain draft local plan policies. The preferred options consider national planning policy, strategic and evidence-based documents plus sustainability appraisal.

### ***Three Rivers Local Strategic Partnership Community Strategy 2018 – 2023***

The Local Strategic Partnership Community Strategy 2018-2023 has been developed to provide the framework for organisations that form the Local Strategic Partnership, local groups and individuals to work together to improve local quality of life. It comprises five themes:

- ◀ Housing
- ◀ Ambition
- ◀ Safety
- ◀ Independence and Resilience
- ◀ Health and Wellbeing

For each theme, key priorities have been developed, along with the actions required to enable delivery. Those for the Health and Wellbeing theme are:

- ◀ Residents have opportunities to be physically and mentally healthy.
- ◀ Residents, especially the vulnerable, have access to health and social care.

### ***Hertfordshire Health and Wellbeing Strategy 2016-2020***

Watford and Three Rivers Health and Wellbeing Partnership was formed in 2008. It brings together partners from the public, voluntary and community sector to identify and respond to health and wellbeing priorities in both areas. The Partnership operates under the strategic umbrella of the Hertfordshire Health and Wellbeing Board which developed the Hertfordshire Health and Wellbeing Strategy 2016-2020. Its vision is that *'with all partners working together we aim to reduce health inequalities and improve the health and wellbeing of people in Hertfordshire.'*

The strategy will underpin the local contribution to tackling health inequalities and underlying causes and is, thus, built around the four significant stages of the life course. These are:

- ◀ Starting well.
- ◀ Developing well.
- ◀ Living and working well.
- ◀ Ageing well.

### ***GET ACTIVE: Three Rivers District Council Physical Activity Strategy 2018-2021***

Increasing the physical activity levels of district residents is a Council strategic priority. The strategy gives priority to increasing levels of physical activity and improving of the lives of local people. Reducing health inequalities will result from targeting work in parts of the community that are more inactive than others. The strategy aims to enhance the lives, individuals, families and communities through their success and achievement in sport and physical activity. Its stated vision is *'to reduce the levels of inactivity, increase regular participation and contribute to a healthier, more active Three Rivers.'* To achieve this, three strategic priorities are set.

# THREE RIVERS DISTRICT COUNCIL

## INDOOR SPORTS FACILITIES DRAFT NEEDS ASSESSMENT

Table 2.2: Three Rivers District Council Physical Activity Strategy key priorities

Strategic priority	Vision
Active People	Encouraging residents in Three Rivers to be active and healthy by enabling sport and physical activities to become a habit of life.
Active Place	Promoting the design, development and use of environments that make it easier for people to participate in physical activity and encouraging residents to be more active in every aspect of their day to day lives.
Active Together	Working in partnership across all sectors to consolidate and expand Three Rivers' sport and physical activity opportunities, enabling sport and physical activity to become a habit of daily lives.

Each strategic priority has its own action plan. Any future plans and strategies that impact on physical activity should align with the priority areas identified within Physical Activity Strategy.

### ***Herts Sports & Physical Activity Partnership Strategic Plan 2017 – 2021***

Herts Sports Partnership (HSP) is one of 44 county sports partnerships in England tasked with rolling out the local delivery of Sport England initiatives and, in some cases, the dissemination of Sport England funding. It work alongside numerous partners from the public, private and voluntary sectors and its stated mission is to '*work strategically to deliver an inclusive, insight led and sustainable sport and physical activity sector in Hertfordshire.*' It has identified the following strategic objectives and will work with partners to:

- ▶ Increase participation in sport and physical activity.
- ▶ Improve health and wellbeing by reducing inactivity
- ▶ Demonstrate the economic and social value of sport and physical activity
- ▶ Strengthen the local delivery infrastructure
- ▶ Make the Partnership fit for the future

### **2.3 Local demographic context**

This section gives an overview of current district demographics and considers how population projections for the future will affect this. Again, this allows us to consider how local demographics affect the potential impact on sport and physical activity participation. Figure 2.2 is based on lower super output areas (LSOA) from the most recent ONS Census of Population. It shows the pockets of higher population density to the north (Abbots Langley), east (Croxley Green) south (South Oxley) and centre (Rickmansworth) of the District.

# THREE RIVERS DISTRICT COUNCIL

## INDOOR SPORTS FACILITIES DRAFT NEEDS ASSESSMENT

Figure 2.2: Population density 2016 MYE: Three Rivers lower super output areas (LSOA)

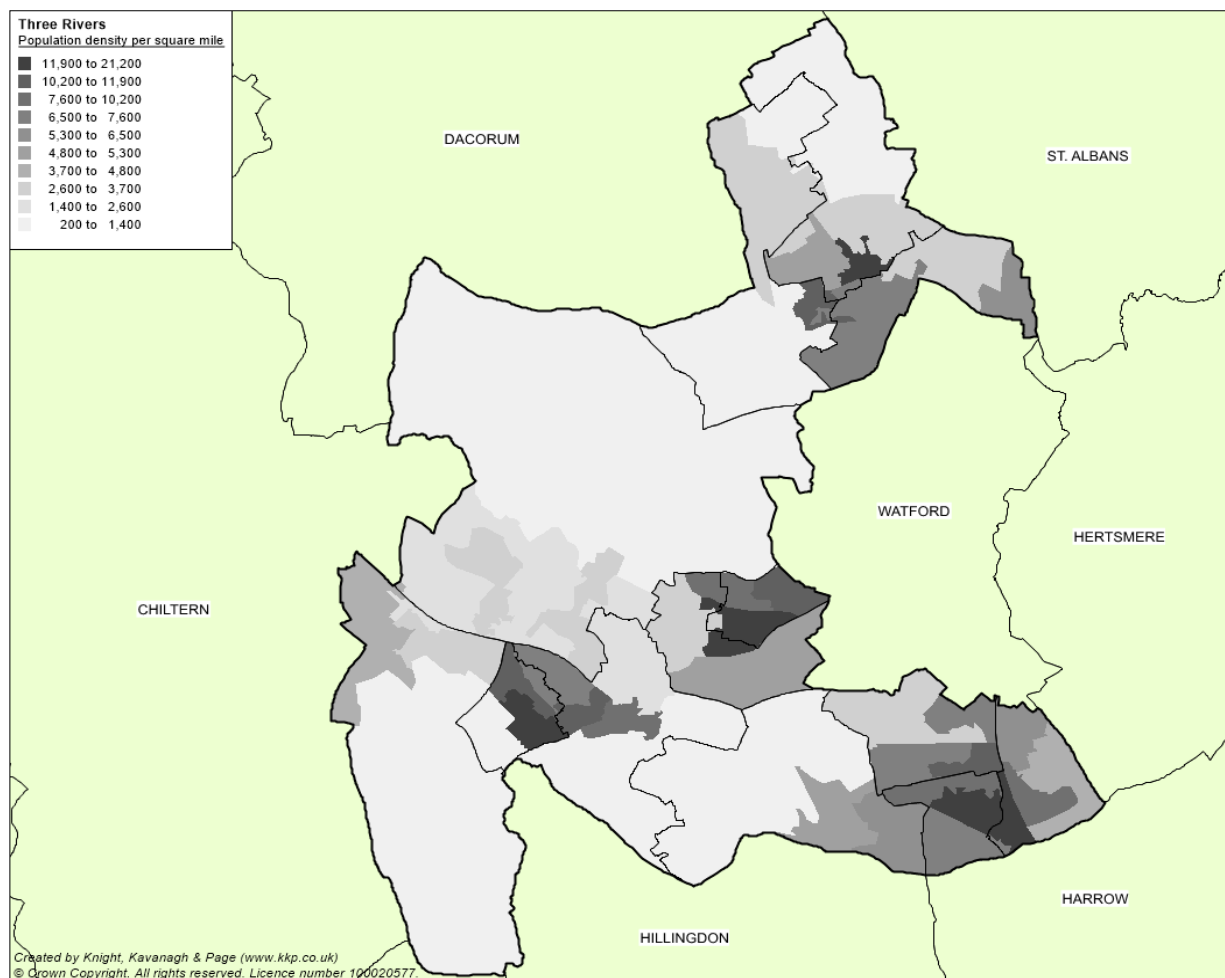
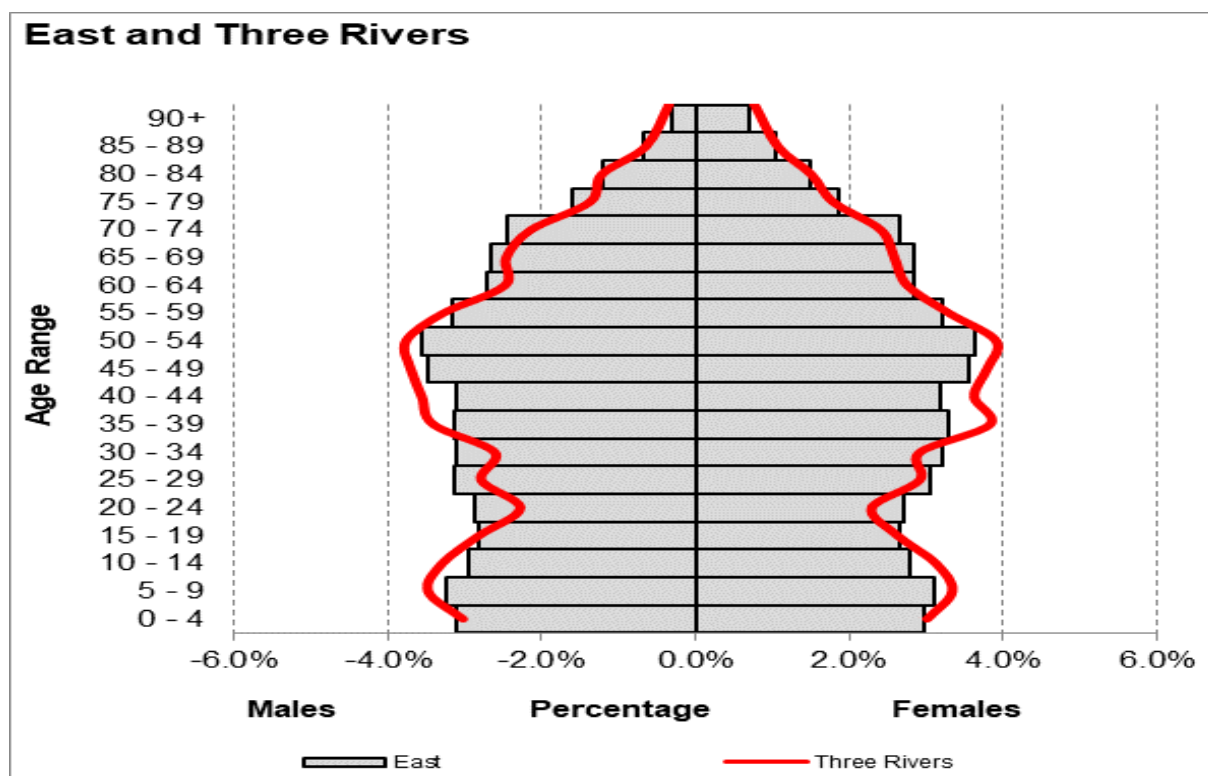


Figure 2.3, overleaf, illustrates the population's age and gender composition while, overlaying the red line for Three Rivers on top of the grey bars for the region. It identifies the lower proportion of 20-34 year olds in Three Rivers (15.8% compared with 18.0% in the Eastern region). It does, however, have slightly more in the age groups from 35-54 (29.6% compared with 26.9%). There are currently approximately 12,000 children aged under 10 in Three Rivers.

# THREE RIVERS DISTRICT COUNCIL

## INDOOR SPORTS FACILITIES DRAFT NEEDS ASSESSMENT

Figure 2.3: Comparative age/sex pyramid for Three Rivers and the East



**Deprivation** (Data source: 2015 indices of deprivation, DCLG) Relative to other parts of the country only a small proportion of the population (3.7%) falls within the areas covered by the country's three most deprived cohorts (national average; c.30%). Conversely, 64.4% live in the three least deprived groupings in the country, again compared to a 'norm' of c.30%.

A similar pattern, to that seen for multiple-deprivation, is seen for health. The same proportion of the district's population (3.7%) falls within the areas covered by the three most deprived cohorts while 63.9% live in the three least deprived groupings.

Figure 2.4: Index of multiple deprivation

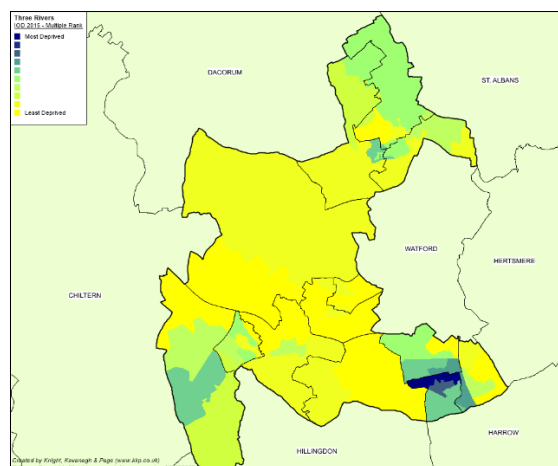
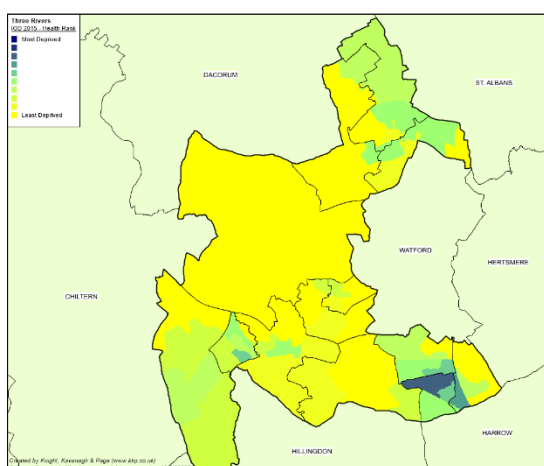


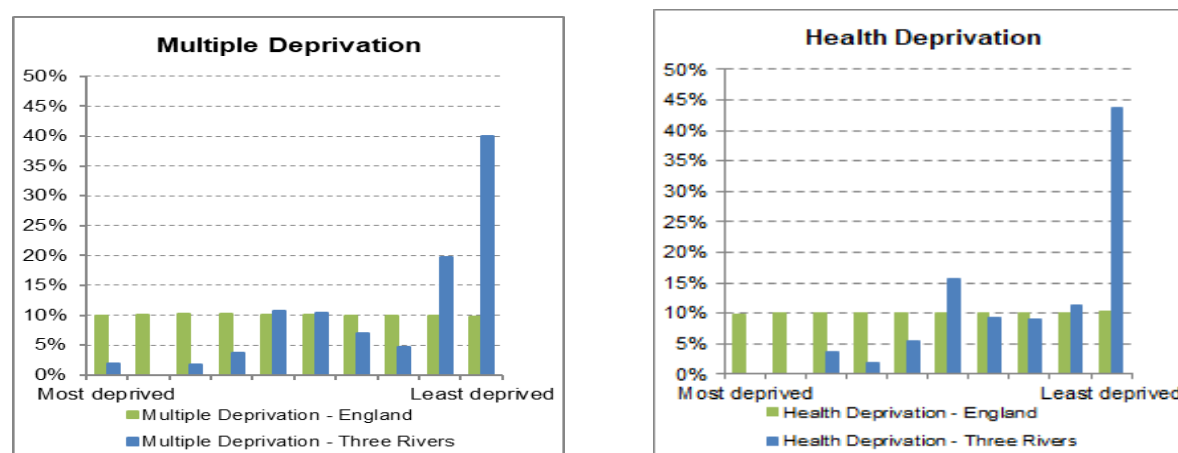
Figure 2.5: IMD Health domain



# THREE RIVERS DISTRICT COUNCIL

## INDOOR SPORTS FACILITIES DRAFT NEEDS ASSESSMENT

Figure 2.6: IMD and health domain comparisons – Three Rivers and England.



### Health data (Data sources: ONS births and deaths, NCMP<sup>1</sup> and NOO<sup>2</sup>)

In keeping with patterns seen alongside lower levels of health deprivation, life expectancy in Three Rivers is higher than the national figure; the male rate is currently 81.2 compared to 79.6 for England, and the female equivalent is 84.7 compared to 83.2 nationally.<sup>3</sup>

### Weight and obesity

Obesity is widely recognised to be associated with health problems such as type 2 diabetes, cardiovascular disease and cancer. At a national level, the resulting NHS costs attributable to overweight and obesity<sup>4</sup> are projected to reach £9.7 billion by 2050, with wider costs to society estimated to reach £49.9 billion per year. These factors combine to make the prevention of obesity a major public health challenge. Adult and child obesity rates in Three Rivers are below national and regional averages.

In common with many other areas, obesity rates increase significantly between the ages of 4 and 11. One in 15 (6.5%) of children in Three Rivers are obese in their reception year at school and 11.7% are overweight. By Year 6 these figures rise to 1 in 7 (14.7%) obese and 14.0% overweight. In total, by Year 6, well over one quarter (28.7%) are overweight or obese.

<sup>1</sup> National Child Measurement Program

<sup>2</sup> National Obesity Observatory

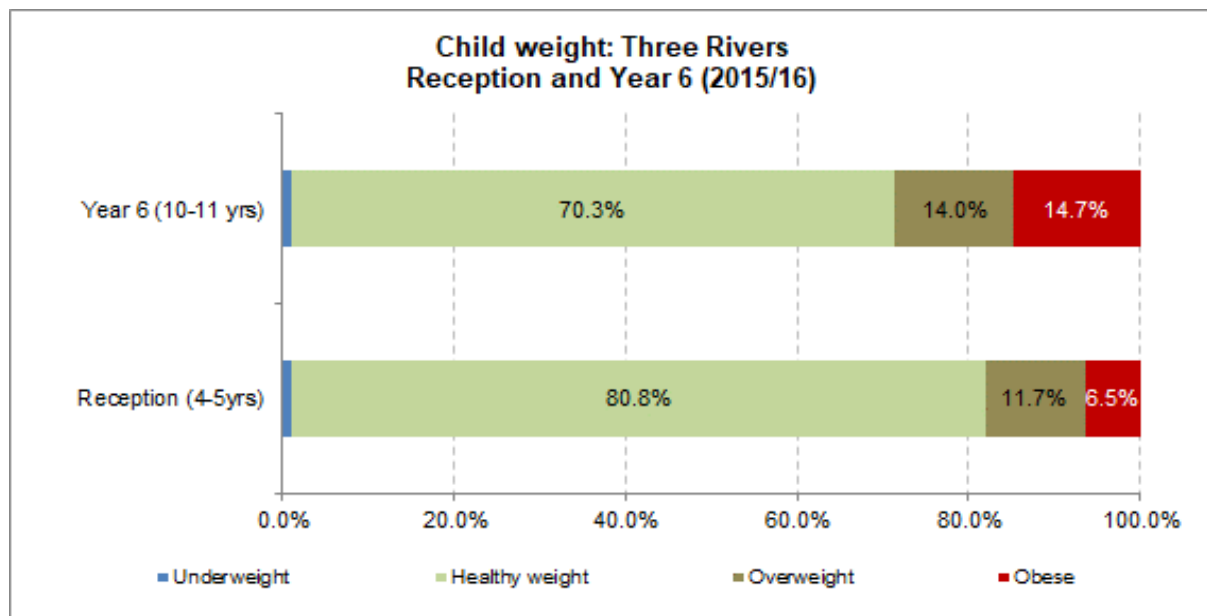
<sup>3</sup> Office of National Statistics: Life Expectancy at Birth by local areas in the United Kingdom, 2013.

<sup>4</sup> Adult Weight Data was released in June 2015 for 2012-2014. The child data is for the period 2015-2016



## THREE RIVERS DISTRICT COUNCIL INDOOR SPORTS FACILITIES DRAFT NEEDS ASSESSMENT

Figure 2.8: Child weight – reception and year 6



### Health costs of physical inactivity

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

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

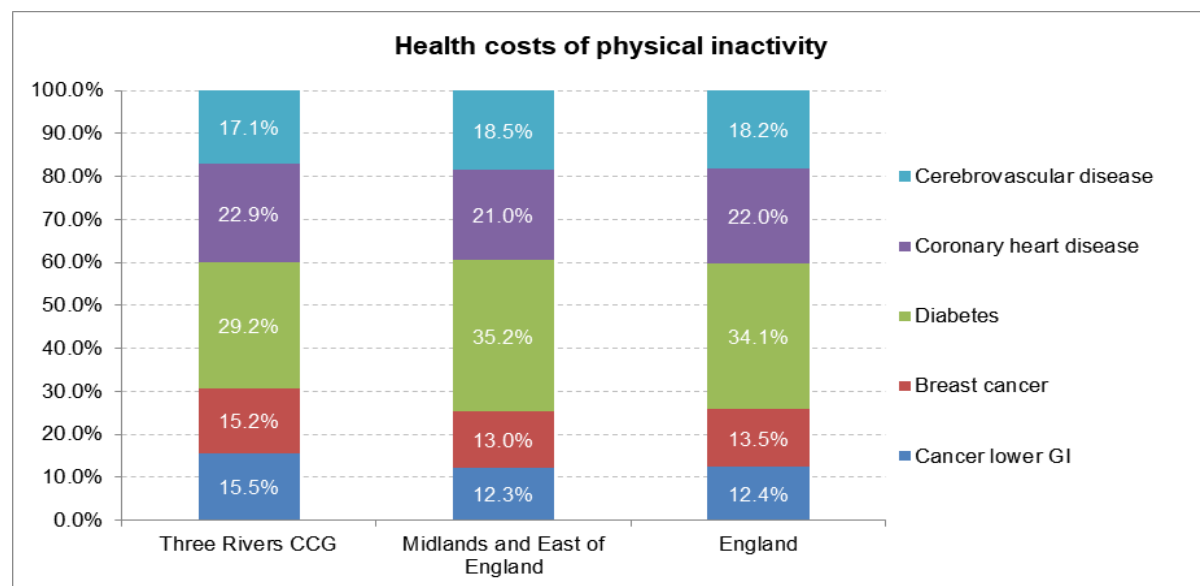
Three Rivers is in the NHS Herts Valleys CCG (Dacorum, Hertsmere, St. Albans, Three Rivers and Watford). Its population accounts for 15.6% of the overall CCG area.

The annual cost to the NHS of physical inactivity for the CCG that Three Rivers falls within is estimated at £4,094,575.80. When compared to regional and national costs per 100,000, the costs for the CCG (£664,713.58) are 18.7% below the national average (£817,273.95) and 18.8% below the regional average (£818,184.98).



## THREE RIVERS DISTRICT COUNCIL INDOOR SPORTS FACILITIES DRAFT NEEDS ASSESSMENT

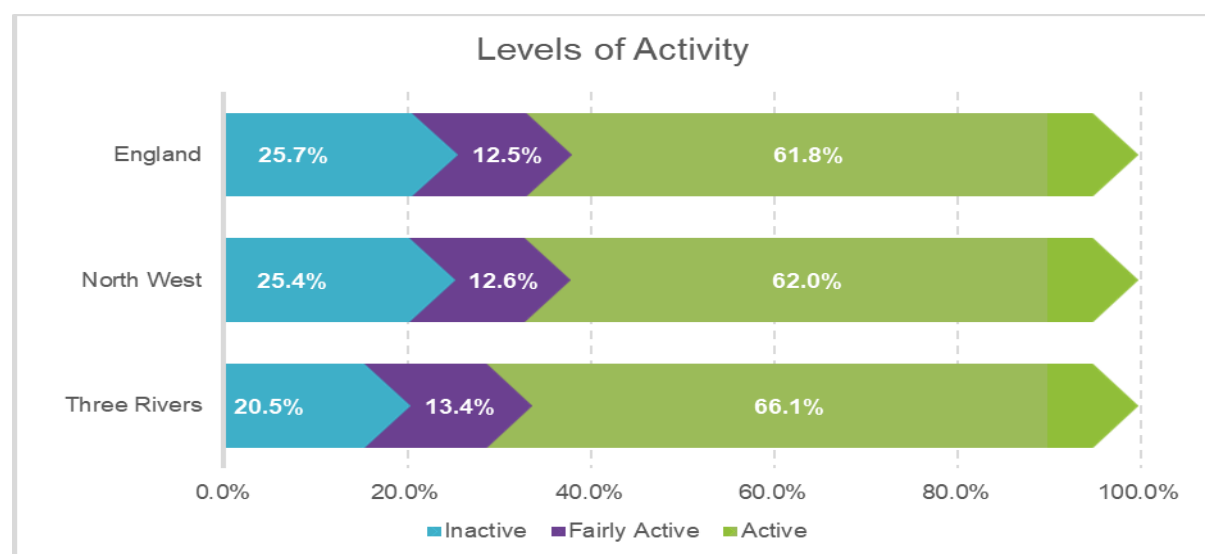
Figure 2.9: Health costs of physical inactivity



### Sport England Active Lives Survey (ALS) 2015/16

The Active Lives Survey is a new way of measuring sport and activity across England in people aged 16+. According to the ALS in this year, fewer people in Three Rivers are inactive relative to England and the East. A higher percentage is considered to be active.

Figure 2.10: Sport England's Active Lives data



## THREE RIVERS DISTRICT COUNCIL INDOOR SPORTS FACILITIES DRAFT NEEDS ASSESSMENT

Table 2.3: Active Lives Survey results November 2015/16

	Inactive (<30 minutes per week)		Fairly active (30-149 minutes per week)		Active (150+ minutes per week)	
England	11,485,300	25.7%	5,595,000	12.5%	27,658,700	61.8%
East	1,258,100	25.4%	624,000	12.6%	3,074,400	62.0%
<b>Three Rivers</b>	<b>15,100</b>	<b>20.5%</b>	<b>9,800</b>	<b>13.4%</b>	<b>48,800</b>	<b>66.1%</b>

Rate/population totals for sport & physical activity levels of adults (16+) in England.

### The most popular sports (Active People Survey 2015/16)

Sport England's APS 2015/16 is the latest data which identifies sport and physical activity trends. It makes it possible to identify the top four sports within Three Rivers. As with many other areas, swimming and athletics are among the most popular activities and are known to cut across age groups and gender; in Three Rivers around 1 in 11 adults go swimming, on average, at least once a month. The next most popular activity is athletics which 8.4% of adults do on a relatively regular basis.

Table 5: Most popular sports in Three Rivers (Source: APS 10)

Sport	Three Rivers		East		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Swimming	6.5	8.9%	458.6	9.3%	4,228.3	9.5%
Athletics	6.1	8.4%	338.9	6.9%	3,125.7	7.1%
Cycling	4.7	6.4%	441.7	9.0%	3,675.3	8.3%
Keepfit Classes	4.5	6.2%	202.0	4.1%	1,805.5	4.1%

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




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

Knowing which segments are most dominant in the local population can help direct provision and programming. It also enables partners to make tailored interventions, communicate effectively with target market(s) and better understand participation in the context of life stage and lifecycles. Details of market segmentation can be found in Appendix1.

The profile for Three Rivers shows 'Settling Down Males' to be the largest segment of the adult population at 13.85% (9,305) compared to a national average 8.83%. At the other end of the spectrum, there are fewest 'Later Life Ladies with only 1.25% (similar in percentage to the national average), 'Older Working Women' (1.85%) and 'Local 'Old Boys' (1.85%). Data indicates that Tim, Philip and Chloe are the three dominant groups, representing 31.79% of the adult population.

## THREE RIVERS DISTRICT COUNCIL INDOOR SPORTS FACILITIES DRAFT NEEDS ASSESSMENT

Table 2.6: Key characteristics of dominant groups within Three Rivers District

Segment	Summary of key characteristics
<b>Tim</b> 	<b>Settling Down Males:</b> Sporty male professionals, buying a house and settling down with partner. Mainly aged 26-45, professional, may have children, married or single <b>Top sports:</b> cycling, keep fit/gym, swimming, football, golf <b>Like to do more:</b> swimming, cycling, football, keep fit/gym, athletics <b>Most satisfied with:</b> release and diversion, social aspects, exertion and fitness <b>Least satisfied with:</b> coaching, facilities
<b>Philip</b> 	<b>Comfortable Mid-Life Males:</b> Mid-life professional, sporty males with older children and more time for themselves. Mainly aged 46-55, full-time job and owner-occupier, children, married <b>Top sports:</b> cycling, keep fit/gym, swimming, football, golf <b>Like to do more:</b> swimming, cycling, keep fit/gym, golf, athletics <b>Most satisfied with:</b> release and diversion, social aspects, exertion and fitness, and people and staff within the sporting experience <b>Least satisfied with:</b> facilities and coaching
<b>Chloe</b> 	<b>Fitness Class Friends:</b> Young image-conscious females keeping fit and trim. Mainly aged 18-25, graduate professional, single. <b>Top sports:</b> keep fit/gym, swimming, athletics <b>Like to do more:</b> swimming, keep fit/gym, cycling, golf, athletics <b>Most satisfied with:</b> release and diversion, social aspects, <b>Least satisfied with:</b> performance, facilities, officials and value for money

### Sport England Market Segmentation for Netball

With regard to netball, Sport England segmentation indicates that in the Three Rivers District:

- 0.5% (341) of people currently play netball and a further 0.4% (292) would like to, giving an overall total of 0.9% (634).
- 2.1% of Leanne's play netball; the largest proportion of any group playing the sport. They are closely followed by the Chloe segment at 1.9%.
- Groups with the largest segment of the local population currently playing netball are the Chloe (32.6%) and Alison (20.5%).
- Groups with the most people who would like to play are Chloe (36.0%) and Alison (17.1%).

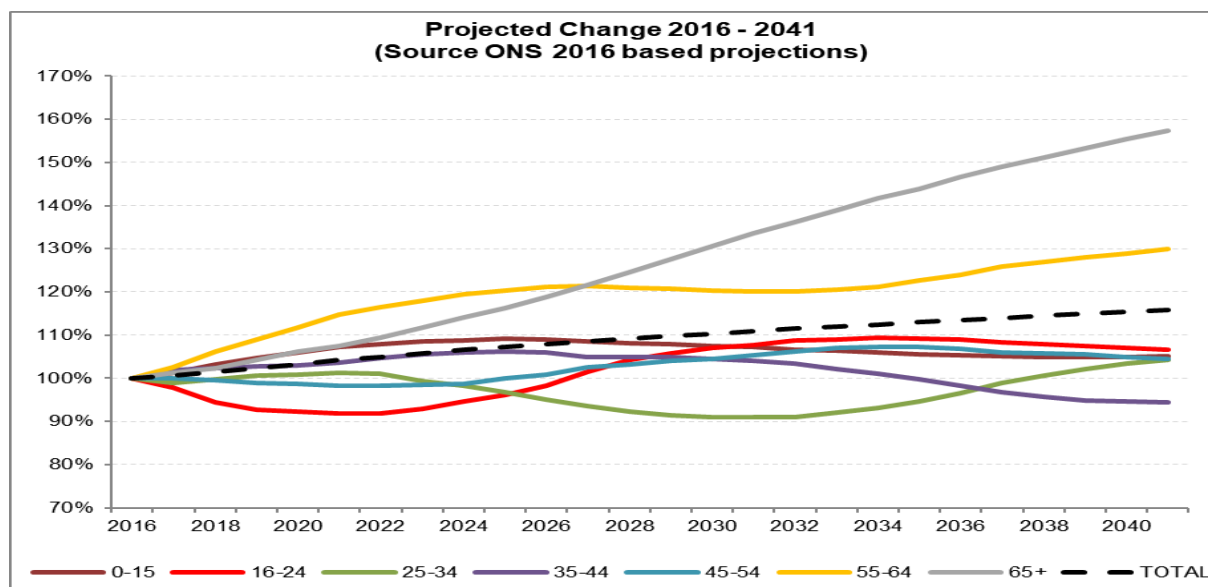
The main group to target, for additional players due to size and interest is, therefore, Chloe. This means that the people most likely to want to play netball (and who are likely to) are young image-conscious females keeping fit and trim. Mainly aged 18-25, graduate professional, single. It is likely that these females will be working during the day so are most likely to want to play in the evening or at weekends.

## THREE RIVERS DISTRICT COUNCIL INDOOR SPORTS FACILITIES DRAFT NEEDS ASSESSMENT

### Population projections; change over 25 years (2016 to 2041)<sup>5</sup>

The most recent ONS projections indicate a rise of 15.9% in the district population (+14,720) over the 25 years from 2016 to 2041. Over this extended timeframe the rate of increase (or not) fluctuates across the majority of age groups

Figure 2.14: Projected population change (2016 -2041)



<sup>5</sup> Office for National Statistics 2016-based population projections (data released May 2018)

## THREE RIVERS DISTRICT COUNCIL INDOOR SPORTS FACILITIES DRAFT NEEDS ASSESSMENT

Table 2.9: Three Rivers - ONS projected population (2016 to 2041)

Age (years)	Number			Age structure %			Change 2014 – 2041		
	2016	2028	2041	2016	2028	2041	2016	2028	2041
0-4	5,680	5,611	5,652	30.2%	27.6%	28.6%	100.0%	98.8%	99.5%
5-9	6,256	6,397	6,133	33.3%	31.5%	31.0%	100.0%	102.3%	98.0%
10-15	6,864	8,318	7,976	36.5%	40.9%	40.4%	100.0%	121.2%	116.2%
16-24	8,453	8,805	9,018	9.1%	8.7%	8.4%	100.0%	104.2%	106.7%
25-34	10,712	9,894	11,171	11.6%	9.8%	10.4%	100.0%	92.4%	104.3%
35-44	13,129	13,768	12,411	14.2%	13.6%	11.6%	100.0%	104.9%	94.5%
45-54	14,101	14,565	14,728	15.2%	14.4%	13.7%	100.0%	103.3%	104.4%
55-64	10,716	12,971	13,918	11.6%	12.8%	13.0%	100.0%	121.0%	129.9%
65+	16,765	20,876	26,387	18.1%	20.6%	24.6%	100.0%	124.5%	157.4%
<b>Total</b>	<b>92,676</b>	<b>101,208</b>	<b>107,396</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>107.3%</b>	<b>113.2%</b>

## THREE RIVERS DISTRICT COUNCIL

### INDOOR SPORTS FACILITIES DRAFT NEEDS ASSESSMENT

---

Key points for Three Rivers are:

- ◆ The rising number of 0-15 year olds (by +1,528 (+8.1%) over the first half of the projection - to 2028). This will place pressure on sporting, educational and cultural provision.
- ◆ The number of 0-4 and 5-9 year olds remains steady up to 2028 (c.12,000) and 2041 respectively. In 2016, 0-9 year olds accounted for 12.87% of the population and will be 10.9% of the total by 2041.
- ◆ The number of 16-44 year old women in remains steady up to 2028 and 2041 respectively. In 2016 the number of 16-44 year old women accounted for 17.74% of the population. It reduces from 16,440 in 2016 to 16,287 in 2028 and then again to 16,214 in 2041.
- ◆ There is a predicted decline in the number of 25-34 year olds, -7.6% in the first period (-818) followed by growth back to +4.3% (+459) in the second period.
- ◆ The continuous increase in the number of persons aged 65+; of +24.5% (+4,111) in the first period continuing to rise to +57.4% (+9,622) between 2016 and 2041. This age group represented 18.1% of the district population in 2016 and will be 24.6% of the total by 2041.

# THREE RIVERS DISTRICT COUNCIL

## INDOOR SPORTS FACILITIES DRAFT NEEDS ASSESSMENT

---

### PART 3: NETBALL NEEDS ASSESSMENT

#### 3.1: Introduction

As identified above, there is a proposal to convert the 4 badminton-court sports hall at William Penn Leisure Centre into a space with two badminton courts plus a soft play/climb 'n' climb centre. This will, thus, entail the loss of two badminton courts but also, in effect, make the hall unusable for match netball.

Netball is a sport which can be played both indoors and outdoors. It is generally played during the winter months, although summer leagues and programmes of activity do run throughout the year.

A review of the sports hall activity programme (during winter months 2018, when it is at its busiest) indicates that the whole hall activities accommodated in the sports hall include netball, 'Active Life' recreation and Taekwondo. It is reported that all the bookings related to these activities occur at designated off-peak times.

Peak time (classified as 17.00- 21.00 from Monday-Friday) use includes a mixture of block bookings and pay and play opportunity. The current peak time usage levels is 73% booked and 27 % unused. Usage between 21.00 and 22.30 stands at 48% with 52% free. The main activity (in respect of both block-booked and pay and play activity, is reported to be badminton). There is just one hour of netball at peak times (Wednesday evenings between 17.00-18.00). There are no industry averages or national standards with regard to the amount of time given over to pay and play or block bookings for sports halls. Sport England identifies that 80% full at peak times is considered to be uncomfortably busy. It is not uncommon to find many sports hall facilities operating above this level. Quite clearly the current operation is operating below this threshold so access is considered to be within comfortable limits.

Consultation with Sport England indicates that as an organisation it cannot object to a proposed reduction in sports hall space, as its consent is not required where a sports hall is to be converted/reduced from 4-courts to 2-court where the venue will continue to be used for recreational purposes. Sport England does, however, have concerns in respect of the potential loss of formal sporting space. With regard to netball, it points out that this is the only indoor 4-court sports hall facility available to local groups during the day and it would prefer TRDC to pursue a solution involving another venue to provide the desired soft play/climbing facility.

This section assesses and describes the supply of, and demand for, netball courts in the local area. It takes account of a 20 minutes' drive time (from the William Penn Centre (as described on Page 5). The reason that this catchment is utilised is because it is the (Sport England/leisure industry) recognised and applied standard distance that it can be assumed that people will travel by car to take part in sport and physical activity.

#### 3.2 Supply

The size of a netball court is 30.5m x 15.25m. This said, netball is a game that is played (and officiated) both on and off the court. England Netball guidance indicates that when there is insufficient space for a full-size court (as per the dimensions above) plus full-size run offs,

## THREE RIVERS DISTRICT COUNCIL INDOOR SPORTS FACILITIES DRAFT NEEDS ASSESSMENT

then there should be a risk assessment to allow reduced run offs with the full-sized court retained.

A standard 4-court sport hall (i.e. the one most commonly found in sports venues and the dimensions, for example specified in Building Bulletin 98 - the standard size of all school sports halls constructed as part of the Government's Building Schools for the Future initiative) is 33m x 18m (594 m<sup>2</sup>). Based upon this metric, and taking sports hall and multi-use spaces into consideration, there are nine indoor netball courts in Three Rivers at eight venues (counting two courts at Nuffield Health RMS) which can host matches and training.

It is also noted that tennis and netball courts can, in some instances, utilise the same (normally outdoor) space. One netball court will normally need to be over-marked across two tennis courts, although two netball courts can fit onto the space occupied by three tennis courts.

Figure 3.1: Indoor and outdoor netball courts in Three Rivers district

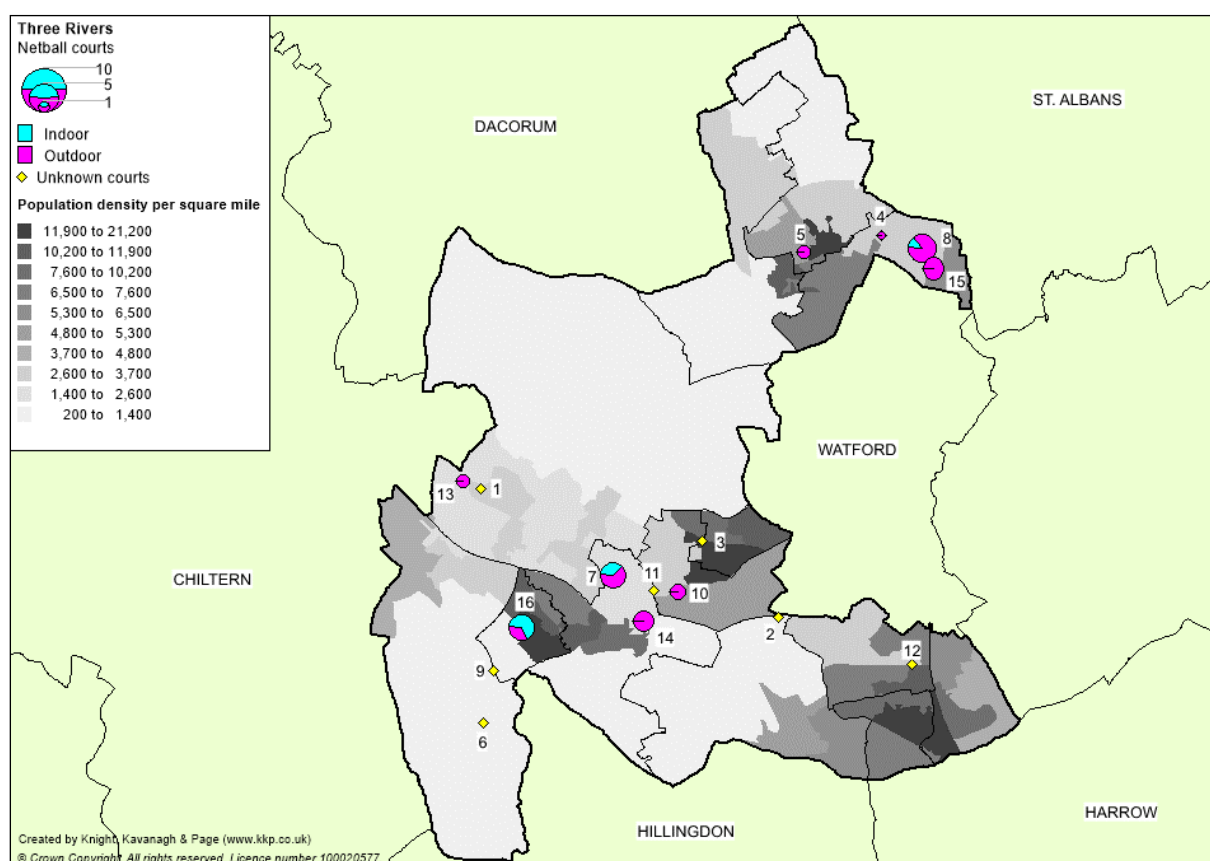


Table 3.1: All netball courts (indoor and outdoor) in Three Rivers

Map ID	Site	Indoor courts	Outdoor courts
1	Chorleywood House Grounds		3 tennis/2 netball
2	Croxley Danes School	4 court sports hall	3 netball/4 tennis
3	Croxley Green Baldwins Lane		2 tennis/1 netball
4	Leavesden Playing Fields (YMCA)		1 netball



## THREE RIVERS DISTRICT COUNCIL

### INDOOR SPORTS FACILITIES DRAFT NEEDS ASSESSMENT

Map ID	Site	Indoor courts	Outdoor courts
6	Maple Cross		2 tennis/1 netball
7	Nuffield Health RMS	2 x 4 court sports halls	3 netball
8	Parmiter's School	4 court sports hall	6 netball
9	Reach Free School	4 court sports hall	4 tennis/3 netball
10	Rickmansworth School	4 court sports hall	3 netball
11	Scotsbridge Rickmansworth		4 tennis /3 netball
12	South Oxhey Playing Fields		1 netball
13	St Clement Danes School	4 court sports hall	2 netball
14	St Joan of Arc School		5 tennis/4 netball
15	St Michael's Catholic High School	6 court sports hall	5 netball
16	William Penn Leisure Centre	4 court sports hall	
<b>Total</b>		<b>8</b>	<b>38</b>

#### **Availability and accessibility**

As identified above it is assumed that netball can be played in a 4-court sports hall or on multi-use tennis/netball courts. The audit identifies eight venues which either presently offer, or have the potential to accommodate, indoor netball plus 12 facilities with the potential to cater for outdoor netball.

Of the indoor courts identified above, only William Penn Leisure Centre is available to the community during the day within Three Rivers District. All the other indoor courts are located on school/educational sites, which do not allow day time access to the community. With regard to outdoor courts, Leavesden Playing Fields (which was assessed as being in standard condition) has the only outdoor netball courts currently being used by the community during the day. The majority of restrictions are due to facilities being located on school sites. However, the potential to play outdoor netball at Scotsbridge, Baldwins Lane, Chorleywood House and Maple cross remains. Current netball activity has been identified at the following facilities

*Table 3.2: Venues which accommodate netball activity in TRDC*

Site name	Netball activity	Courts used
Leavesden Playing Fields (YMCA)	Back to Netball Walking Netball	1 outdoor
Nuffield Health at RMS	Netball Now Uplay Netball (Indoors / outdoors)	2 indoor 3 outdoor
William Penn Leisure Centre	Walking Netball Junior Netball Back to Netball	4 indoor
Parmiter's School	Watford Premier Club (Indoors/outdoors) Watford Netball League	1 indoor 6 outdoor
Rickmansworth School	No community netball provision at present	1 Indoor 3 outdoor
St Clement Danes School	Back to Netball (Indoors) Ley Netball Club (Indoors)	1 indoor 2 outdoor

## THREE RIVERS DISTRICT COUNCIL

### INDOOR SPORTS FACILITIES DRAFT NEEDS ASSESSMENT

William Penn Leisure Centre currently hosts Back to Netball, Walking Netball and Junior Netball (which was been initiated by TRDC in 2016); using public health funding, it operates the following:

- ◀ Walking Netball- Tuesdays 12.30 – 13.45
- ◀ Back to Netball - Mondays 13.15 - 14.45 (operates throughout the winter season only).
- ◀ Junior Netball - Wednesdays 16.00 - 18.00.

Total netball participation in July 2018 was 135. Walking Netball and a Mums and Daughter session equated to 96 participants in August (information supplied by Everyone Active).

It is reported that Back to Netball and Walking Netball sessions attract c. 16 participants per session. Back to Netball sessions are also held indoors at St Clement Danes (indoors) and YMCA Abbots Langley (outdoors). William Penn Leisure Centre hosts the only indoor walking netball session in the District.

Netball activity data i.e. unique users who have taken part in the three netball programmes at William Penn Leisure Centre was supplied by TRDC and relates to activity undertaken throughout Winter 2017/18. This is illustrated in Table 3.3 and Figure 3.2 overleaf. 99 records were provided, two of which have invalid postcodes. This data covers all participants who have taken part in the programmes since its inception.

*Figure 3.3: Netball activity data in relation to William Penn Leisure Centre*

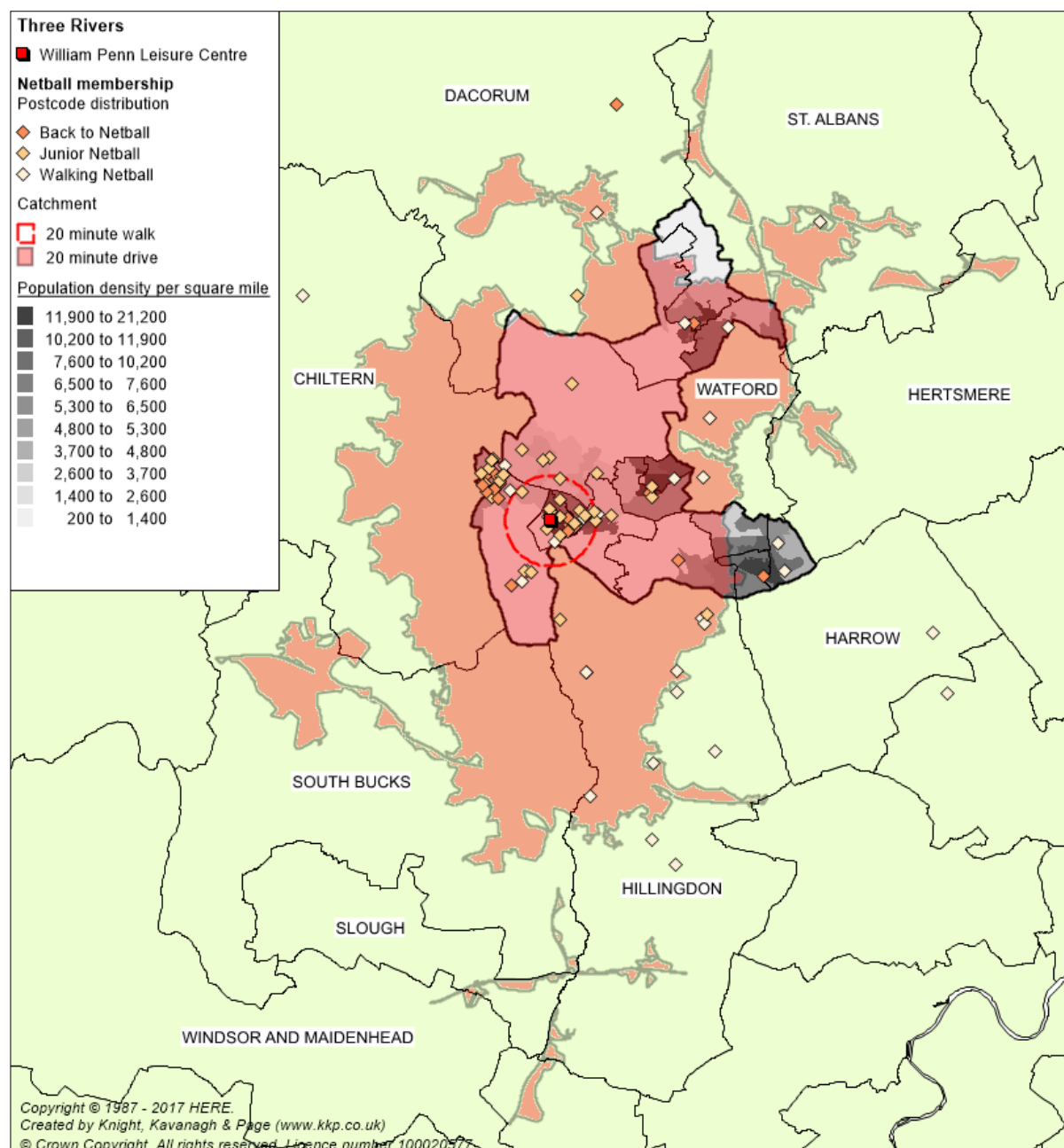
Centre	20 minutes' walk				20 minutes' drive				Total
	Within		Outwith		Within		Outwith		
	#	%	#	%					
William Penn	26	26.3	71	71.7	83	83.8	14	14.2	97

Of 99 unique users, 75 reside in Three Rivers. A significant number travel from Chorleywood (in the west of the District) and there is another 'cluster' of users from Rickmansworth. Consequently, approximately one quarter of participants reside outside the District, the majority of whom live in the London Borough of Hillingdon. In addition

- ◀ 26 women attending netball at William Penn (26%) live within 20-minutes' walk of the Centre; leaving 71 netballers (72%) travelling over one mile.
- ◀ 83 netballers (84%) live within 20-minutes' drive of the Centre and 14 netballers (14%) reside outside this catchment.
- ◀ This statistic would suggest that the majority of those who attend the netball programmes at William Penn travel by a car or (possibly public transport) to access the facility.

# THREE RIVERS DISTRICT COUNCIL INDOOR SPORTS FACILITIES DRAFT NEEDS ASSESSMENT

Figure 3.2: Netball activity data in relation to William Penn Leisure Centre



## Indoor facilities in neighbouring authorities (20 minutes' drive time)

Local authority boundaries are not a key factor when accessing people's propensity to use sports and leisure facilities. Sport England models are based upon the researched assumption that 20 minutes' drive time will generally account for between 75-80% of use. This modelling is consistent with the netball participant data above. Table 3.2 identifies sports halls and known outdoor courts within 20 minutes' drive time of William Penn Leisure Centre.

## THREE RIVERS DISTRICT COUNCIL

### INDOOR SPORTS FACILITIES DRAFT NEEDS ASSESSMENT

Table 3.4: Neighbouring local authority (minimum 4-court) sports halls within 20 minutes' drive

Map ID	Site	Courts	Access type
C1	Dr Challoners High School	4	Sports Club / CA
C2	Chalfont Leisure Centre	4	Sports Club / CA
D1	Sportspace Hemel Hempstead	9	Pay and Play
D3	Rudolf Steiner School Kings Langley	4	Sports Club / CA
HI1	St Helens School Sports Centre	4	Sports Club / CA
HI2	Northwood College	4	Sports Club / CA
HI3	Harefield Academy	4	Sports Club / CA
W1	Francis Combe Academy	4	Sports Club / CA
W2	Watford Leisure Centre - Woodside	8	Pay and Play
W3	Stanborough Secondary School	4	Sports Club / CA
W5	Watford Grammar School for Boys	4	Sports Club / CA
W7	Westfield Community Sports Centre	4	Pay and Play

Source: Active Places Power 09/10/2018

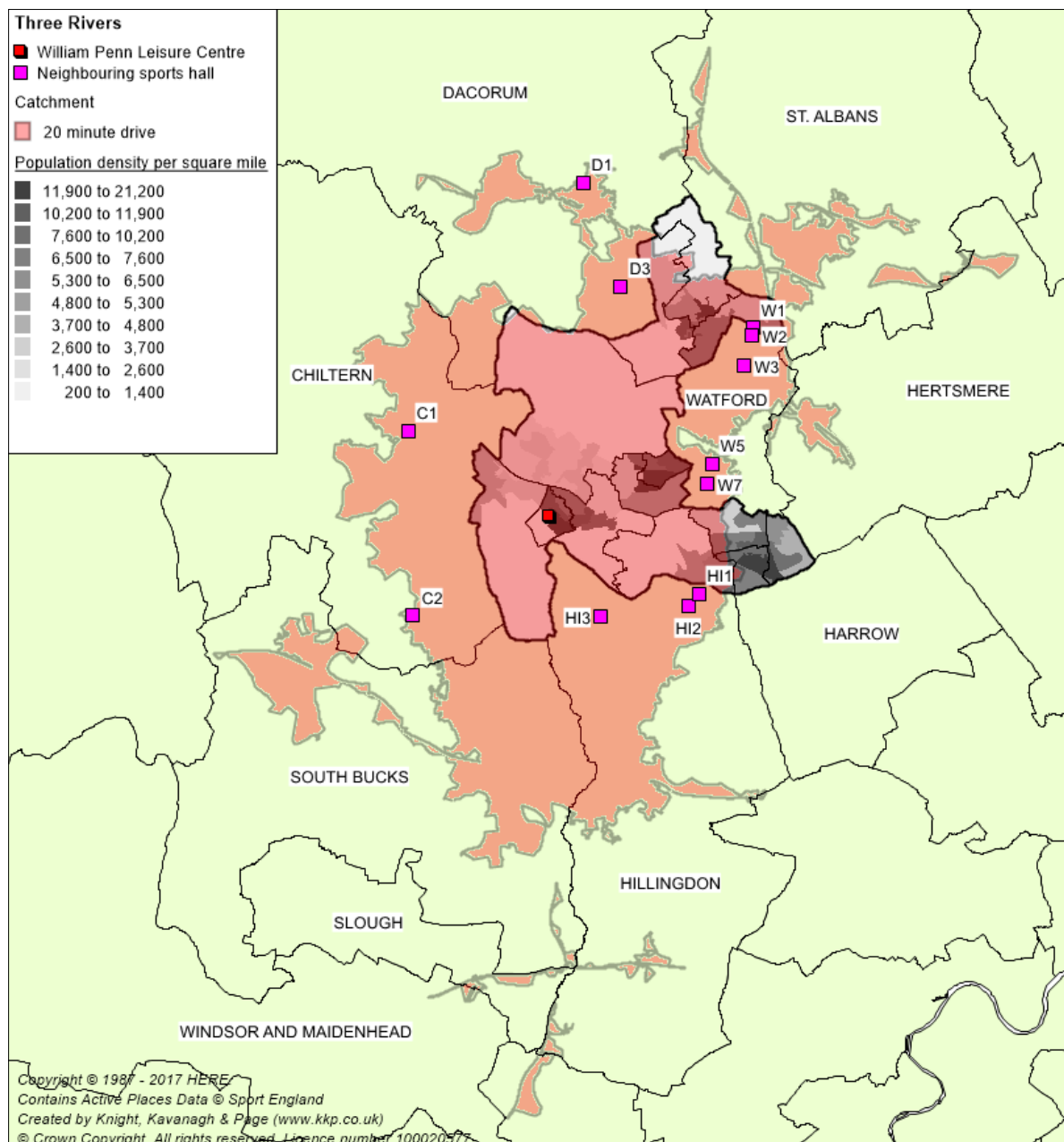
Many of the identified sports halls in neighbouring authorities located within 20 minutes' drive time of William Penn are on educational sites, which means that they too are not available during the day. Watford Leisure Centre and Chalfont Leisure Centre are, however, available:

- Chalfont Leisure Centre is located 5.6 miles (17 minutes' drive time) from William Penn Leisure Centre. It has a 4-court sports hall which is available to hire during the day. It is 5.9 miles (15 minutes' drive time) for the netballers who presently travel to William Penn from Chorleywood.
- Watford Leisure Centre is located 10.8 miles away (an estimated 22 minutes' drive from William Penn. Its location is such that current netball participants at William Penn who live to the north and east of the Centre will not (in the context of time taken to travel to the venue at least) be significantly affected. It is estimated that those playing who live in Chorleywood would, on average, take 14 minutes to drive the eight miles from there to Watford leisure Centre, if appropriate activity was available at comparable times.

# THREE RIVERS DISTRICT COUNCIL

## INDOOR SPORTS FACILITIES DRAFT NEEDS ASSESSMENT

Figure 3.3: Netball facilities within 20 minutes' drive time of William Penn Leisure Centre



### Summary of supply of sports hall space

There are eight venues with indoor sports halls which could accommodate nine netball courts in Three Rivers District plus an additional 12 outdoor facilities. Only one indoor and one outdoor facility are available for use during the day, as all others are located on educational sites.

There are 12 indoor venues which could accommodate netball within 20 minutes' drive time of William Penn Leisure Centre. Two of these, Watford and Chalfont leisure centres are available during the day. Chalfont, in particular, is c.15 minutes' drive from William Penn

## THREE RIVERS DISTRICT COUNCIL

### INDOOR SPORTS FACILITIES DRAFT NEEDS ASSESSMENT

Leisure Centre and would, technically, be available and accessible to accommodate much of the current identified netball participation.

#### 3.3: Demand

England Netball is the national governing body of sport (NGB) for netball. Its vision and mission is 'Your Game, Your Way'; this sets four strategic goals which are to:

- ✦ Grow participation in the game by an average of 10,000 participants per annum
- ✦ Deliver a 1<sup>st</sup> class member and participant experience
- ✦ Establish England as the number 1 team in the World by winning the World Netball Championships
- ✦ Lead on effective and progressive infrastructure enabling all involved in the netball experience to collaborate as one team aligned behind one dream.

Hertfordshire Netball Association is committed to delivering a programme of development activities that promote, grow and sustain netball in the county in all age groups and genders.

Both EN and the County Netball Association identify a clear need to protect and improve accessible provision for the sport in Three Rivers. Consultation with England Netball confirms the range of campaigns and products that are underpinning the drive to increase netball participation. These include:

*Table 3.5: Netball programmes and activity in Three Rivers District*

Campaign	Rationale
<i>This Girl Can campaign</i>	As part of the This Girl Can campaign, England Netball has teamed up with Sport England and a number of leisure centres and clubs to provide women and girls beginner sessions.
<i>Back to Netball (B2N)</i>	<p>The aim of this programme is to provide a gentle re-introduction to netball for people who have played in the past and wish to re-engage with the sport. It meets three key government objectives of physical wellbeing, mental wellbeing and social and community development. One of the natural progression options from Back to Netball is Walking Netball.</p> <p>Three Back to Netball sessions are currently held in Three Rivers, these take place at William Penn Leisure Centre (indoors) on Monday afternoons, 13.15 – 14.45, St Clement Danes School (indoors), Wednesday evenings 20.00 – 21.00 and at the YMCA Abbots Langley (outdoors), Tuesdays 18.30 – 19.30.</p>
<i>Walking Netball</i>	<p>This is a slower version of the game; it is netball but at a walking pace. it aims to be inclusive regardless of age or fitness level. The natural progression from Walking Netball is to <i>Netball Now</i>, or a local club.</p> <p>Two Walking Netball sessions are currently held in Three Rivers. One is at the William Penn Leisure Centre (indoors) on Tuesday afternoons, 12.30 – 13.45 and at the YMCA Abbots Langley Thursdays (outdoors) 12.30 – 13.30.</p>
<i>Netball Now</i>	<p>Netball Now is a simple, straightforward way to play. It operates as a 'turn up and play' (uncoached) session. Progression from Netball Now would normally expect to be onto a local club.</p> <p>One Netball Now session is currently held in Three Rivers. This takes place at Nuffield Health at RMS (indoors) on Tuesday evenings, 20.30 – 21.30.</p>



## THREE RIVERS DISTRICT COUNCIL

### INDOOR SPORTS FACILITIES DRAFT NEEDS ASSESSMENT

---

#### *Feedback from England Netball suggests that*

Typically, people attend B2N as the starting point, if they get injured or if it is too fast etc., they are pointed at walking netball. Alternatively, if they are deemed ready to progress to a 'higher' level they are signposted to Netball Now or to a club. It is noted that there are no (multi-team) clubs in Three Rivers although Watford Premier Club uses facilities in the District.

EN suggests that it is unlikely that a local club will form in the near future due to the high satisfaction levels of attendees with present provision. EN confirmed that the number of attendees at local sessions is increasing.

TRDC pays for the coach and subsidises sports hall hire for the Back to Netball and Walking Netball activity at William Penn Leisure Centre. EN is of the belief that cost is not a key issue to levels of participation and that the current participants would be able to afford to meet the cost of running the sessions if TRDC was to pull out. At a recently (May half-term 2018) tournament attended by five teams, netballers raised c £200.00

Additionally, occasional holiday netball sessions are held at William Penn. These are also, reportedly successful - attracting parent, grandparents and children). Up to 28 attendees took part and the group would like to run this again in the future. It is worth noting that while access to a 4-court hall is necessary to run these sessions, the fact that it took place in the school holidays might mean that other facilities could be available to accommodate it.

EN identifies that the Back to Netball and Walking Netball sessions held at William Penn are the best attended in the county and require a full sports hall to accommodate the current level of netball activity. This is out of 19 Back to Netball sessions and 8 Walking Netball sessions. England Netball attendance figures show that attendances at Walking Netball across the County, range from 9 (Furzefield) – 16 participants (Wodson Park) and between 7 (Bushey) and 17 (Ridgeway Academy) for Back to Netball.

#### **Club consultation**

Consultation indicates that, at present, two netball teams/clubs have a presence within Three Rivers.

*Ley Netball Club* is a social netball team which does not play in local leagues. It has approximately 12 junior female participants (although this number varies from session to session). It has one coach who is Level 1 qualified. Training sessions are held in the sports hall at St Clement Danes School. Whilst the school has outdoor netball courts, the team prefers to play indoors. Sessions are held on Monday and Tuesday evenings for one hour. It reports the facilities at the School to be of a good standard.

Ley Netball Club faces sustainability issues. With such low numbers playing on a regular basis it reports that the hire costs of St Clement Danes School is high (relative to the numbers turning up and playing) and whilst this is currently subsidised by Three Rivers District Council, there is some doubt in respect of the long term viability of the team playing at this venue.

## THREE RIVERS DISTRICT COUNCIL

### INDOOR SPORTS FACILITIES DRAFT NEEDS ASSESSMENT

---

*Watford Premier Club* is a bronze CAPS accredited Club. It has six established senior teams and four junior teams with four coaches. The Senior 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> teams train on Tuesday nights between 19.30 – 21.30 at Parmiter's School (indoor).

- ◀ The first team competes in Division 1 Herts Netball League; matches are held on Saturdays at Ridgeway Academy.
- ◀ The 2nd team competes in the Division 3 Herts Netball League; its matches are held on Sundays at Stanborough School.
- ◀ The 3rd team competes in the Division 1 St Albans Netball League; matches are held on Saturday afternoons at St Albans Girls School.

The senior 4<sup>th</sup> and 5<sup>th</sup> teams train on Thursday evenings between 19.30 – 21.30 at Parmiter's School on the outdoor (floodlit) courts. The 4<sup>th</sup> and 5<sup>th</sup> teams compete in Division 1 of the St Albans League. All matches are played on Saturday afternoons at St Albans Girls School.

The senior 6<sup>th</sup> team competes in the Division 1 Watford Netball League; its matches are played at Parmiter's School on Sundays.

All Club junior teams (years 6, 7, 8 and 9a, 9b) train on Monday nights 19.00 – 20.00 at Parmiter's School. they compete in the Garden City Junior Netball League and matches are held on Sundays at Stanborough School.

#### ***School consultation***

*Merchant Taylors' School* is an all-boys school with no provision for Netball.

*Rickmansworth School* has extensive playing fields, along with a state-of-the-art sports centre and an all-weather multi-use games area (MUGA). As part of the development of the four-court hall in 2014, the School entered into a 10-year agreement with Hertfordshire County Cricket for use of the sports hall as its winter training base. Training takes place on Monday, Tuesday and Wednesday evenings from September through to April. The sports hall is also used by Harefield Gymnastics Academy on Fridays between 17.00 – 19.00 and Saturdays 09.30 – 13.30. The sports hall currently has spare capacity on Monday, Tuesday and Wednesday evenings between March and August and Sunday mornings (all months) between 08.00 – 11.00.

With regard to outdoor provision, there is an all-weather MUGA. The school has a five-year agreement with Croxley Green FC who uses the MUGA on weekday evenings from September through to April. The MUGA has three floodlit netball courts which currently do not have any community use. The MUGA currently has spare capacity on weekday evenings between May through to August, Saturday afternoons from 12pm and all-day Sunday.

Rickmansworth School is keen to increase its community sport offer and already has long term agreements with Hertfordshire County Cricket and Croxley Green FC. Both these clubs use the facility at key peak times. The School would be keen to develop netball but believes that demand is being met at St Clement Danes School (approximately three miles away) and William Penn Leisure Centre (approximately 2 miles away).

*Royal Masonic School for Girls* is served by two large sports halls. The Nuffield Health and Sports Centre is open to members from 17.00 – 22.00 Monday to Thursday, from 17.00 –



## THREE RIVERS DISTRICT COUNCIL INDOOR SPORTS FACILITIES DRAFT NEEDS ASSESSMENT

---

21.00 on Fridays, and from 09.00 -17.00 at weekends. At all other hours the facilities are used by the School.

Sports hall facilities are popular with and have little or no spare capacity (reportedly just one hour on Thursday evening and two hours on Saturdays). Sunday is also technically available although Nuffield Health tends to hold large events on Sundays.

The sports hall is fully booked for school and community use including small sided football, futsal, fencing, soft ball and kickboxing. In terms of netball, the sports hall is used for Netball Now on Tuesday evenings and Uplay netball (junior netball) on Saturday mornings.

In respect of outdoor provision Nuffield Health RMS has eight tennis courts, of which an area covered by three is used for netball. Uplay Netball uses the School's outdoor and indoor netball facilities on a Saturday morning.

Whilst the School has good access to sport facilities, only a very small percentage of the girls play in a netball club outside of school. The area is only really served by Watford Premier Netball Club. RMS has been trying to persuade Falcons Netball Club in Middlesex to train at the site so as to enable its girls to find a 'pathway' into this team, but to date has not been able to develop this ambition as the facilities at the School are not available on the desired days.

*Parmiter's School* has a large sports hall. It is currently used for badminton, small-sided football, futsal, volleyball, cricket, basketball and netball. The indoor gym is used for badminton, martial arts and fitness classes. The School works closely with and 'feeds' young players into Watford Premier Netball Club. The Club uses the School's facilities on a regular basis (see Club consultation section above).

The School's six outdoor netball courts are also used by Watford Premier Netball Club for training and by Watford Netball League on a bi-weekly basis. At present, only two to three outdoor netball courts are used at any one time indicating that there is some spare capacity at the site.

*St Clement Danes School* has a large sports hall and a gym. Current community use accommodated includes netball (Back to Netball), football, futsal, cricket. It has two outdoor netball courts which are currently used for school netball activity only.

### ***Estimated participation and income from netball programmes at William Penn***

As identified above, an estimated 16 people attend each of the Back to Netball and Walking Netball sessions. They run during school term time and attract participation at an estimated level of 16 members x 2 sessions x 40 weeks = 1,280 'participations'.

Based upon a charge of £3.00 per user this equates to an income of £3,840 (this does not take account of the cost of the coach, which as identified above is subsidised by TRDC). Over the lifetime of the current contract with the leisure operator this is likely to generate approximately £76,800. If participation grew to 20 per session, all other things being equal this could generate up to £96,000 over the lifetime of the Contract.

Estimated annual participation for Active Life Recreation (based on data supplied by Everyone Active) is an estimated 18 people attending each of the sessions - at this level of 18 members x 2 sessions x 52 weeks = 1,872 'participations'.

## THREE RIVERS DISTRICT COUNCIL

### INDOOR SPORTS FACILITIES DRAFT NEEDS ASSESSMENT

---

Based upon a current charge of £4.00 per person, this will equate to an income of £7,488 per annum. This equates to £149,760 (assuming that each person pays per session and is not part of a wider membership scheme). over the lifetime of the contract.

Across both schemes, this equates to an income of approximately £245,000 over the 20 years for the current contract.

#### ***Summary of demand***

EN is aware of its responsibilities to drive increases in participation and has developed a number of programmes to support this. Back to Netball, Walking Netball and Netball Now are all designed to attract women (in particular) back into the sport and, eventually, lead to increases in membership of local clubs.

The two clubs located in the area offer a very different netball experience. Watford Premier League Netball Club is substantial, its teams train and play at a variety of indoor and outdoor venues and its growth is not constrained by lack of facilities. Ley Netball Club, on the other hand is very small and its long-term viability is less secure.

Whilst England Netball programmes are increasing netball participation, according to EN representatives the programmes are not currently leading to increased club membership.

#### **3.4: Summary and key issues**

In summary, the above consultation and analysis indicates that Three Rivers are in the following position with regards to its netball provision:

- ◆ For the women who play, netball is popular in Three Rivers District and takes place both on indoor and outdoor courts.
- ◆ Sport England's market segmentation suggests that 0.9% of adults either play or are interested in playing netball. This compares with swimming (8.9%), athletics (8.4%) and cycling (6.4%), who already take part on a regular basis i.e. at least once per month.
- ◆ Within Three Rivers, there are nine sports halls on eight sites which could offer indoor netball. All but one of these are located on educational sites which leaves William Penn Leisure Centre as the only venue offering indoor netball options during the day.
- ◆ A further 12 facilities offer outdoor netball courts; only one of these is currently being used for netball activity during the day; there is potential for up to five sites to accommodate netball during the daytime (dependent upon tennis use).
- ◆ Should the William Penn facility be revised as proposed, no other indoor netball court is available in the District to accommodate current daytime activity. In addition, the current format of the Active Life Recreation group could not be accommodated. It is noted that management identifies that Active Life will continue in a different format.
- ◆ Outside the district, Chalfont Leisure Centre has availability in its sports hall at the times at which the current netball programmes of activity take place.
- ◆ England Netball runs a number of programmes aimed at attracting people into the sport. Back to Netball and Walking Netball, in particular, are promoted as programmes which will ensure progression and increase participation in local clubs as participants become more confident and fitter over time.
- ◆ The two clubs located in the District offer a very different netball experience; Watford Premier Netball Club offering competitive netball for c. 10 teams and Ley Netball Club is a more socially based entity
- ◆ On average c.16 people attend each of the Walking and Back to Netball sessions held at William Penn Leisure Centre during the day. These take place over the winter months (for

## THREE RIVERS DISTRICT COUNCIL INDOOR SPORTS FACILITIES DRAFT NEEDS ASSESSMENT

approximately 30 weeks per annum) and are subsidised by TRDC.

- ✦ The income generated by netball activity is not particularly significant in the context of the overall trading activity at the Centre - although the aim of getting more women active (in netball) is being achieved.
- ✦ Sport England has indicated having a preference to keep the current sports hall provision as it is and for TRDC to find an alternative venue for its proposed soft play facility. It will not (cannot), however, lodge a formal objection as the venue will continue to be primarily used to cater for sport and leisure activities.

### PART 4: SOFT PLAY AND CLIMBING CENTRES

Play England describes play is an essential part of every child's life. It is vital for the enjoyment of childhood as well as for social, emotional, intellectual and physical development. When children are asked about what they think is important in their lives, playing and friends are usually at the top of the list

#### 4.1: Soft play centres

Nationally, there has been a considerable increase in the number and complexity (structure, design and size) of indoor play areas in recent years. Soft play has developed with the three main objectives to:

- ✦ Satisfy the demand for family orientated leisure facilities.
- ✦ Provide safe and imaginative play areas within a controlled environment.
- ✦ Generate a good level of financial return.

Soft play centres can attract different age groups depending on their size and complexity. For the purposes of this report it is envisaged that soft play centres will attract children under 10 years of age. There are no national statistics via which to specifically track the growth of this market over the past five years (although anecdotally, many more leisure centres are converting facilities to cater for it). Examples of facilities which have invested in soft play facilities recently or are due to open soon include the following:

Facility	General facility mix	Comment
<b>YMCA Kingston upon Thames</b>	The Pod at YMCA Hawker is suitable for babies and children aged up to 11 years old and Pod 2 at YMCA Wimbledon is suitable for little ones aged up to 8 years old	Established soft play facility which contributes to the throughput and financial viability of the centre
<b>Tolworth Recreation Centre</b>	Gym, studio, sports hall, squash courts, soft play. Conversion of entrance and bar area.	Operator: Places for People Opening late -2018
<b>Cotlandswick Leisure Centre</b>	Gym, studio, artificial turf pitch, sports hall and soft play	Operator 1 Life: Opened October 2018
<b>Parklands Leisure Centre, Oadby and Wigton</b>	The 115-station gym has all the latest cardio and resistance equipment, as well as free weights, while there's also a 25m swimming pool that hosts all our award-winning swimming lessons, alongside other aquatic activities. Alongside these, there's also a multi-use sports hall, as well as a function suite	Brand new Soft Play and Fun Climbing Centre.
<b>New Leisure Centre</b>	Full range of indoor and outdoor sports	Work starting 2017 -opening

## THREE RIVERS DISTRICT COUNCIL INDOOR SPORTS FACILITIES DRAFT NEEDS ASSESSMENT

---

<b>Facility</b> <b>Newtownards</b>	facilities with additional indoor soft play, party rooms etc	in 2018
---------------------------------------	--	---------

## THREE RIVERS DISTRICT COUNCIL

### INDOOR SPORTS FACILITIES DRAFT NEEDS ASSESSMENT

This list is not intended to be definitive but services to illustrate the range of facilities in which soft play and/or climbing can support wider programme development.

#### Case Study: conversion of sports hall space to soft play and climb facility

Parklands Leisure Centre in Oadby and Wigston contract was converted into a soft play and clip and climb facility and four court hall from an eight court hall.

Data is limited as the conversion was completed in February 2018 (8 months data available).

- ◆ In terms of sports hall data for the contract, the Council requested for it to be measured in sports hall courts booked not attendances, so sports hall attendance information is not available.
- ◆ The data that Everyone Active has is that on average 54% of the eight sports hall courts were booked per week before the development and now they have an average of 88% of the courts booked in the four-court sports hall.
- ◆ This means that pre-development there were 18,455 sports hall court bookings per annum and post development the site is on track to have 15,417 sports hall court bookings per annum.
- ◆ Using the company standard of 3 persons per court this equates to an annual sports hall usage of 55,365 pre-development and forecasted annual sports hall usage of 46,252 post development.
- ◆ This creates a forecasted reduction in annual attendance numbers in traditional sports hall attendances of 9112.
- ◆ In 8 months to date there has been 8,866 climbing attendances and 17,325 soft play attendances.
- ◆ When scaled up to one year, there is a projected annual attendance of 13,299 climbing attendances and 25,988 soft play attendances which equates to a throughput of 39,287 per annum, suggesting an increase of 30,175 participants per annum.
- ◆ Total throughput at the facility will equate to 76,427 (from the original throughput of 55,365) which indicates an increased throughput of c.38%

It must be noted that the development at Parklands is double the size of the proposed one at William Penn.

In common with other relatively high income yield aspects of leisure provision such as health and fitness there is a propensity for gaps in provision to be filled by private operators, although there is a strong and decisive move by leisure operators, working on behalf of councils, to invest in them. They are considered to be an effective way to increase footfall, cross-sell activities and drive primary and secondary spend.

There are no preferred travel times for soft play centres in England. Sport England suggests that modelling demand for facilities which are classed more as 'destination venues' such as indoor tennis and indoor bowls can be based upon up to a 30-minutes' drive time catchment. Indoor soft play centres can share some 'destination facility characteristics and so for this reason a 30 minutes' travel time is used to assess supply and demand.

The analysis confirms that there is currently no soft play facility available in Three Rivers District. There are, however, 12 within 30 minutes' drive time of William Penn Leisure Centre. These (identified in Figure 4.1 and Table 4.1 below) are located within purpose built soft play centres, shopping centres, leisure centres, entertainment complexes, education facilities and/or garden centres.

## THREE RIVERS DISTRICT COUNCIL INDOOR SPORTS FACILITIES DRAFT NEEDS ASSESSMENT

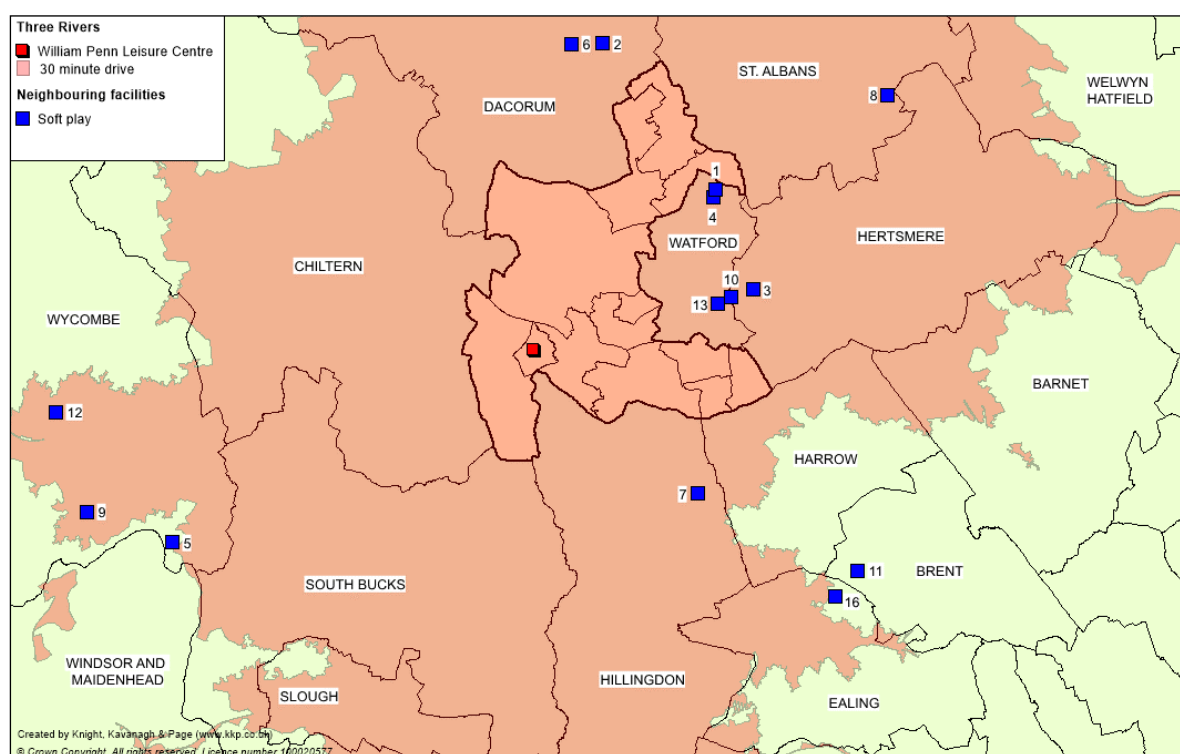
The Borough of Watford has four soft play centres Cloud 9 Leisure, Gambado Watford, Parents Paradise and Rock up Watford. They cater for young people of a range of ages up to 11 years old with a wide variety of soft play, baby play and adventure type activities designed to attract children in this age range.

The different features and activities for all 12 sites are identified in Table 4.1. It is, however, clear that different venues target and cater for different age groups.

### *Estimated levels of participation for soft play*

As identified earlier in this report, ONS population projections indicate that approximately 12,000 children under the age of 10 years reside in Three Rivers District. This number is expected to be maintained over the projected life of the Local Plan.

*Figure 4.1: Soft play facilities within 30 minutes' drive time of William Penn Leisure Centre*



*Table 4.1: Soft play facilities within 30 minutes' drive time of William Penn Leisure Centre*

Map ID	Name	Distance / travel time	Features
4	Gambado Watford	7.8 miles (17 minutes)	Three levels of slides, swings, cargo nets, and giant rollers. Climbing wall and dodgems. Monday to Friday 9.30- 18.30 hours
1	Cloud 9 Leisure (Francis Combe)	8.7 miles (18 minutes)	Giant inflatable obstacle course, dodgeball arena, human table football, interactive bungee-jump, slides and bouncy castle. Open to all ages but minimum height of 1m. Open weekends (10.00- 1600 hours) and school holidays

## THREE RIVERS DISTRICT COUNCIL

### INDOOR SPORTS FACILITIES DRAFT NEEDS ASSESSMENT

Map ID	Name	Distance / travel time	Features
	Academy)		weekdays (10.00 -1700 hours)
7	Jungle Monkeyz	6.7 miles (21 minutes)	Three tier play structure and adventure zone (2-9yrs) Monday to Friday -9.00 to 1700 hours. Weekends 11.00 to 1800 hours.
10	Parents Paradise	6.4 miles (22 minutes)	Play frame, for ages 5-11, with slides, a bounce pad, curly-wurly slide, go karting and a shooting gallery, also baby play. Tuesday – Sunday 9.30 – 18.30hours
13	Rock Up Watford	6 miles (20 minutes)	Multi-level play frame, slides, swings, ball pool. Open Monday- Wednesday 9.00-2000 hours, Thursday-Saturday 9.00 to 21 00 hours, Sunday 9.00 to 19.00 hours.
2	DJ's Play Park Hemel Hempstead	11 miles (28 minutes)	Multi-level play frames, tube slides, ball ponds, bridges. Play House, slides, rollers are available to the under 5's. Under 2's area has a soft slide and ball pit. Open 7 days, 10.00 to 18.00 hours.
12	Playtrain	20 miles (26 minutes)	Activity centre 8yrs and under. Activities include: Soft Play Frame, U3's area, Dress Up Village, Cafe, Shop and Professional Hair Salon. Open Monday to Sunday, 9.30 to 18.00 hours.
5	Jungle Mania Bourne End	20 miles (30 minutes)	Multi-level climbing frame, slides and Indoor football and basketball pitches. Open Monday to Sunday 9.30 to 18.00 hours.
6	Jungle Mania (Hemel Hempstead)	12 miles (24 minutes)	Multi-level play frame, 4m spider web, spiral slides and a dedicated baby and toddler area with educational sensory puzzles. Open Monday to Sunday 9.30 to 18.00 hours.
3	Farmyard Funworld	7 miles (24 minutes)	Over 5s – 3 floors of ball cannons, climbing net, ball pool, slides, discs, dizzy doughnut, tangle tower, roller racers. Under 5s two floors – ball pool, slides, rocking horse, building blocks, toys ball pool. Under 3s dedicated section. Open 9.15 to 17.30 hours every day except Tuesday.
8	London Colney Recreation Centre	15.4 miles (24 minutes)	Three play areas, Multi-level climbing frame. Monday to Thursday 10.00 to 17.00 hours, Friday 10.00 to 18.00 hours and Weekends 9.00 to 18.00 hours.
9	Marlow Garden Centre and Soft Play	21.2 miles (28 minutes)	Small multi-level frame with balls, tunnels and brides. Suitable for under 5's. Monday to Saturday 9am to 6pm and Sunday 10.30 to 16.30 hours.

Partyman World (Map ID 11) and Wacky Warehouse Ballot Box (Map ID 16) are just outside the 30 minutes' travel time, hence their inclusion in Figure 4.1.

#### Availability and cost of entry

Table 4.2: Soft play facilities within 30 minutes' drive time of William Penn Leisure Centre

Map ID	Name	Costs off peak	Costs peak
4	Gambado Watford	Under 1yr-free 1-3yrs: £6.50 4-12yrs: £8.50	Under 1yr-free 1-3yrs: £7.95 4-12 yrs: £10.25



## THREE RIVERS DISTRICT COUNCIL

### INDOOR SPORTS FACILITIES DRAFT NEEDS ASSESSMENT

Map ID	Name	Costs off peak	Costs peak
		Adults: £2.95	Adults: £4.50
1	Cloud 9 Leisure (Francis Combe Academy)	£10 per hour.	
7	Jungle Monkeyz	Under 6mths: Free 6mths: 1yr: £2.50 1-3yrs: £5.00 3yrs: £6.00 One adult per one child free, additional adults £1 each	
10	Parents Paradise	Adults and under 1yrs – Free 1 yrs: £3.00 2-4yrs: £6.00 5–11yrs: £9.00	
13	Rock Up Watford	Soft Play £5.00	
2	DJ's Play Park (Hemel Hempstead)	Under 1's: £3.00 (Or free with a paying sibling) 1yr: £5.00 2yrs: £6.00 3yrs: £7.00 4yrs: £8.00 5yrs: £8.50 6yrs+: £9.50 Adults Free	
12	Playtrain	Under 1's: £1.50 1yrs to under 3yrs: £4.25 3yrs to under 5's: £6.10 5yrs to 8's: £6.50 One free adult for every paying child. Additional adult – 50p.	
5	Jungle Mania (Bourne End)	Under 1 yrs: £1.50 Under 2 yrs: £3.99 Under 4 yrs: £5.99 4 yrs and over: £6.95	
6	Jungle Mania (Hemel Hempstead)	Under 1yrs: £1.50 Under 2yrs: £4.50 Under 4yrs: £5.95 4 yrs and over: £7.50	
3	Farmyard Funworld	Under 2:£2 2-4yrs: £5 5-14 yrs: £8.50 Adults free	Under 2:£2 2 – 4yrs - £5 5-14 yrs - £7 Adults free
8	London Colney Recreation Centre	6 months to 2 years: £3.70 Under 5's: £4.70 5 to 11 year olds: £5.70  Membership required.	
9	Marlow Garden Centre and Soft Play	Free admissions for garden centre customers.	



# THREE RIVERS DISTRICT COUNCIL

## INDOOR SPORTS FACILITIES DRAFT NEEDS ASSESSMENT

---

### Summary

As noted earlier, there are approximately 12,000 children under the age of 10 living in Three Rivers District and this figure will be maintained over the projected life of the Local Plan. Over one quarter of local children (29%) are either overweight or obese by Year 6. A soft play facility will be a venue at which physical activity among younger children in particular will be encouraged. (There is no evidence to suggest that young children who use soft play centres are any more or less overweight or obese than children who do not). It is also likely to generate additional use of (and income for) William Penn, based upon the additional footfall plus primary and secondary spend. Using information from a similar (if somewhat larger facility conversion) Everyone Active has noted that throughput has increased by 38%. (It is not within the scope of this report to comment upon the financial viability of the proposed facilities).

### 4.2: Climbing facilities

The British Mountaineering Council (BMC) is the NGB for climbers, hill walkers, mountaineers and ski mountaineers in England and Wales. It is also the Government recognised NGB for competition climbing. The key strategic aims for 2015-19 focus on hill walking, young people and membership development. Its vision is *'to be the organisation that every climber and hill walker wants to join'*.

Key climbing types are:

- ◀ *Mountaineering* - climbing/hiking up mountains.
- ◀ *Trad* - rock climbing in which a climber or group of climbers places all gear required to protect against falls (pitons, etc.), and removes it when a passage is complete.
- ◀ *Sport* - climbing that relies on permanent anchors/bolts fixed to the rock, for protection
- ◀ *Bouldering* - rock climbing undertaken without a rope and normally limited to very short climbs over a crash pad (called a bouldering mat). It is typically practiced on large natural boulders or artificial boulders in gyms and outdoor urban areas. However, it may also be practiced at the base of larger rock faces.
- ◀ *Top roping (clip 'n' climb)* - a style in which a rope, used for climber safety, runs from a belayer at the foot of a route through one or more carabiners connected to an anchor system at the top of the route and back down to the climber. This can occur indoors or outdoors.
- ◀ *Lead climbing* - unlike top-roping, the lead climber takes the rope up with them, clipping it through metal gates at intervals as they go ascend.
- ◀ *Free Solo* - where the climber forgoes ropes, harnesses and other protective gear while ascending and relies only on his or her physical strength, climbing ability, and psychological fortitude to avoid a fatal fall.

Indoor climbing is an increasingly popular form of rock climbing performed on artificial structures that attempt to mimic the experience of outdoor rock. The proliferation of indoor climbing gyms has increased the accessibility, and thus the popularity, of the sport of climbing. Since environmental conditions (ranging from the structural integrity of the climbing surfaces, equipment wear, to proper use of equipment) can be more controlled in such a setting, indoor climbing is considered a safer and friendlier introduction to the sport.

The BMC Membership Survey gives an indication of the split of members in terms of the activities they participate in; headline figures indicate that 72.3% of members use indoor climbing facilities.

## THREE RIVERS DISTRICT COUNCIL

### INDOOR SPORTS FACILITIES DRAFT NEEDS ASSESSMENT

There is no indoor climbing facility in Three Rivers at present. The nearest is Rock UP in Watford; located six miles from William Penn Leisure Centre. A further three climbing facilities are located within 30 minutes' drive of William Penn.

#### Supply

There are five climbing facilities within a 30 minutes' drive time of William Penn Leisure Centre which are located within a shopping centre and multi-purpose activity centres. They are identified in Figure 4.3 with specific features identified in Table 4.3

*Table 4.3: Climbing facilities within 30 minute drive time of William Penn Leisure Centre*

ID	Name	Travel time	Features	Off-peak costs	Peak costs
13	Rock Up Watford	6 miles (21 minutes)	26 climbing walls. One hour sessions. No U4s Monday to Wednesday 9.00 to 21.00 hours, Thursday to Saturday 9.00 to 19.00 hours and Sunday and Bank Holidays 9.00 to 19.00 hours.	Adults: £10.95 Youth: £8.50 Students: £8.50 Family of four: £34.00 Family of three: £38.25	Adults: £15.95 Youths £12.95 Students: £12.95 Family of four: £51.00 Family of three: £38.25
15	The XC Hemel Hempstead	12.9 miles (22 minutes)	High Ropes (8 years plus) and Climbing Wall.  Open Monday to Friday and Sundays 9.00 to 22.00 hours. Saturdays 9.00 to 19.00 hours	Climbing - 3-4 year olds 1 hour session. £5.40 member, £7.40 non-member. 5-6 year olds. 1 hour session. £10.50 member, £12.50 non-member. Adult member £13.50, non-member £16.00. High Ropes – adult member £10.00, non-member £12.50. Junior member £9.00, non-member £11.00.	
14	Salt Hill Activity Centre	19.6 miles (26 minutes)	High ropes/indoor caving. Open Monday-Thursday: 17.30 to 19.30 hours. Friday: 15.30 to 18.30 hours. Saturday/Sunday: 10.30 to 19.30 hours.	Senior £7.00 Adult £7.00 Junior £5.00	
17	Wycombe Leisure Centre	18.9 miles (25 minutes)	Climbing wall with a wide range of climbing grades (4+ to 7c). From age 4 upwards. Monday to Thursday: 15.00 to 22.00 hours, Friday 15.00 to 20.00 hours, weekends 9.00 to 18.00 hours	Costs Unknown	
18	Watford Leisure Centre	5.3 miles (16 minutes)	Climbing wall: Open from 07.00- 22.00 hours	Juniors: £8.00 Adults: £5.40 Seniors: £5.40	Juniors: £8.00 Adults: £5.40 Seniors: £5.40

*Rock Up Watford* is an indoor climbing centre located within Watford Shopping Centre. It has 26 climbing walls, a large soft play area and a café. It caters for birthday parties, beginners and groups, including junior clubs and school groups.

## THREE RIVERS DISTRICT COUNCIL

### INDOOR SPORTS FACILITIES DRAFT NEEDS ASSESSMENT

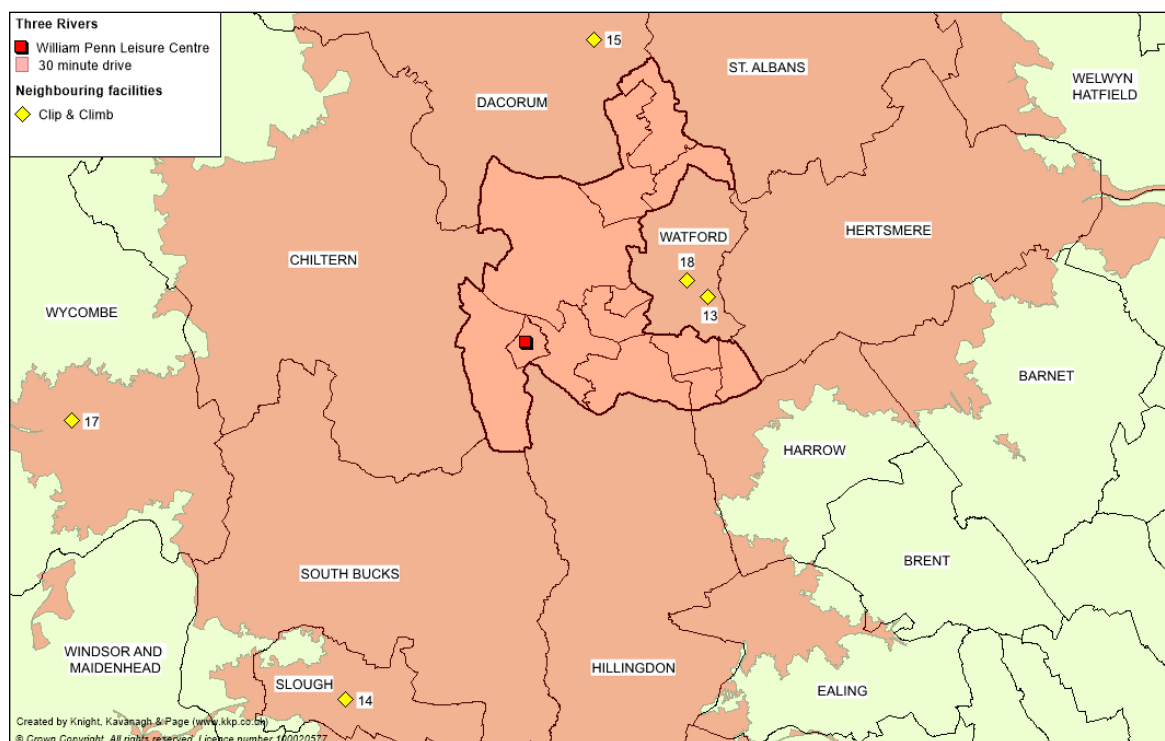
The XC includes a modern skate park, a 60m x 14m indoor climbing wall, a multi-routed bouldering wall, a 12m high ropes course and an indoor caving system measuring 160m. The XC caters for birthday parties, beginners and groups and private instruction classes.

Salt Hill Activity Centre is an all-weather indoor centre. It offers a range of activities including ten pin bowling, games area, soft play, a 4.5m high ropes course, indoor caving centre and trampoline park. Salt Hill Activity Centre caters for birthday parties, beginners and groups.

Wycombe Leisure Centre offers 17 climbing lines with 50 routes up to 10m in height across a wide range of climbing grades (4+ to 7c). It caters for birthday parties, beginners and groups, including junior and adult clubs and private instruction classes.

Watford Leisure Centre Central- 7-8 climbing lines with various routes. Reportedly 20m high. It caters for birthday parties, junior and senior classes as well as offering private instruction classes.

Figure 4.3: Climbing facilities within 30 minutes' drive time radius of William Penn



#### Climbing participation

The inclusion of a climbing facility especially a recreational wall has several considerations in terms of maximising the revenue opportunities which may expand the facility mix considerably.

As an example, it can drive income from birthday parties as well as regular climbing activity. This will require specialist staffing and training in health and safety operations.

## THREE RIVERS DISTRICT COUNCIL

### INDOOR SPORTS FACILITIES DRAFT NEEDS ASSESSMENT

---

BMC membership has risen from 67,741 in 2008 to 84,741 in 2017. As identified above, nearly three quarters of these will use an indoor facility if one is available. There is also an opportunity to increase participation among the wider population as, for example, youth groups, uniformed groups and schools etc., look to take part in a wider range of activities more locally.

#### *Estimated participation and financial return on investment*

Everyone Active has produced a business plan to support its intended investment in soft play and clip 'n' climb facilities. This is based on local demographics and its experience developing a similar facility at Parklands Leisure Centre, Oadby and Wigton. It suggests that the throughput (total participation) in year one for both soft play and clip 'n' climb will be c. 50,000 (with a potential reduction of c.10,000 which includes Active Recreation and netball programmes). It further identifies that income will increase by c. £200,000 per annum. This equates as an additional management fee, that will be received by Three Rivers District Council, of c. £70,000 per annum and £1.4 million over the 20 year life of the contract.

#### **4.3: Summary**

The above analysis indicates the following with regards to soft play and climbing provision:

- ◆ There are currently no soft play or climbing facilities located in Three Rivers District
- ◆ There are 12 soft play facilities within 30 minutes' drive time radius of William Penn Leisure Centre of varying sizes and levels of availability.
- ◆ There are five climbing facilities within a 30 minutes' drive time of William Penn Leisure Centre
- ◆ Opening times and costs vary considerably across the sites for both soft play and climbing facilities.
- ◆ The business plan, prepared by Everyone Active, indicates that participation at the soft play and clip 'n' climb facility will be in the region of 40,000 in year one. This is likely to be largely under 9's for soft play but a wider range of age groups (15-35 year olds in particular) for climbing.
- ◆ Given the projected throughput of children in the soft play facility, it is estimated that this will lead to higher levels of physical activity in the targeted age range. This has the potential to impact positively on the number of obese and overweight children in this age group (although there are no national statistics to corroborate this).

# THREE RIVERS DISTRICT COUNCIL

## INDOOR SPORTS FACILITIES DRAFT NEEDS ASSESSMENT

### PART 5: CONCLUSION

There is a clear commitment nationally and locally to improving levels of physical activity among, and providing opportunities for, the population. Enabling and encouraging this to be a habit for life is a key strategic theme as is targeting the inactive.

The Healthier Communities Policy in the Three Rivers Strategic Plan (2018-2021) states the priority to reduce health inequalities, promote healthy lifestyles, support learning and community organisation. TRDC has to decide which facility option will provide the best opportunity to support this.

Three Rivers has relatively low levels of deprivation (both IMD and Health) in comparison with national figures and there is a higher than average propensity to take part in sport and physical activity, according to the Sport England' Active Lives Survey 2016/17.

The population of women aged 16 to 44 years (i.e. the most likely age range to be interested in netball participation) is c. 16,500 (2016 MYE) which is projected to reduce slightly (but remains over 16,000 up to 2041).

The number of 0- 9 year olds will remain steady at c. 12,000 throughout the same period. In Reception Year in TRDC, 18% of children are obese or overweight. This rises to 29% by Year 6.

The following is a summary of the advantages and disadvantages of the options.

#### *The status quo*

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>▶ The 4-court sports hall will be able to accommodate a wider range of sports (now and in the future) than a 2-court hall.</li> <li>▶ Daytime 4-court sports hall availability in the district is retained.</li> <li>▶ The long-term investment in netball as one of the key areas of promotion of women's sport and getting the inactive active can be built on.</li> <li>▶ Evening 4-court sports hall availability can continue to accommodate peak-time demand.</li> <li>▶ TRDC residents are not entirely reliant upon access to school 4-court sports halls (where community access policy can change) for sports that require this space.</li> <li>▶ Sport England would prefer to retain the sports hall in its present 4-court format</li> <li>▶ The venue can continue to accommodate Active Life sessions on 4 courts (except during school holidays) during off peak (day) times.</li> <li>▶ There is an opportunity to refresh full sports hall-based activity programmes within the current facility; Sport England and England Netball support this action.</li> </ul>	<ul style="list-style-type: none"> <li>▶ Halts investment (in this form) in the facility (as proposed by Everyone Active).</li> <li>▶ Leisure Centre income gained from activities such as netball and Active Life is projected to be substantially lower than that derived from the proposed soft play and climbing centre option.</li> <li>▶ No soft-play is provided in the District</li> <li>▶ Lack of opportunity to engage more children in physical activity at the venue.</li> <li>▶ Potential risk of operator pulling out of the contract as financial projections were based on the proposed alteration.</li> </ul>

## THREE RIVERS DISTRICT COUNCIL

### INDOOR SPORTS FACILITIES DRAFT NEEDS ASSESSMENT

*Converting the 4-court sports hall into a 2-court hall with soft play and clip 'n' climb destination*

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>▶ The level of investment in the facility will improve the quality of the infrastructure.</li> <li>▶ The profile of the facility and programmes, therein, will be raised.</li> <li>▶ The financial viability of the facility will be enhanced via both primary and secondary spend.</li> <li>▶ The throughput/footfall, especially of children and younger people, is expected to increase significantly – a net increase of 40,000 people per annum.</li> <li>▶ The facility in its revised layout will be able to host Active Life sessions on 2 courts opposed to 4 courts that they utilise outside of school holidays</li> <li>▶ There is the potential to cross sell other activities to children and parents/guardians who accompany them.</li> <li>▶ The new venue will contribute to TRDC ambitions to get children active thus helping to tackle levels of obese and overweight children in the District</li> <li>▶ Development of these facilities is likely to create additional jobs.</li> <li>▶ Whilst not ideal for some netballers and a factor that limits the appeal of the sport to new and returning players, there are outdoor facilities available to continue to play netball in the District, during the day, in the evenings and week-ends. In addition to this, there are indoor facilities outside of the District where netball can be played during the day.</li> </ul>	<ul style="list-style-type: none"> <li>▶ Reduced sports hall scale will delimit the range of formal/informal sporting opportunity available to residents.</li> <li>▶ In particular Active Life sessions, which take place at off peak times, will have their sessions changed from 4 to 2 courts. (there is the opportunity to extend the times available to run this, as well as additional activities being offered, which could cater for a wider range of over 50's who want to be active).</li> <li>▶ The developing daytime Back to Netball and Walking Netball (which both take place at off-peak times) will be displaced. England Netball indicates that a 4-court hall is required to support these activities, although it does acknowledge that training and drills can take place utilising smaller areas.</li> <li>▶ There is nowhere else in the District where netball can be offered indoors during the day - at the same time as current programmes.</li> <li>▶ Neither of the proposed amenities necessarily attract and cater for regular participation.</li> </ul>



# THREE RIVERS DISTRICT COUNCIL INDOOR SPORTS FACILITIES DRAFT NEEDS ASSESSMENT

## Appendix 1: Market segmentation

Figure 2:12: SE segmentation of Three Rivers compared to England

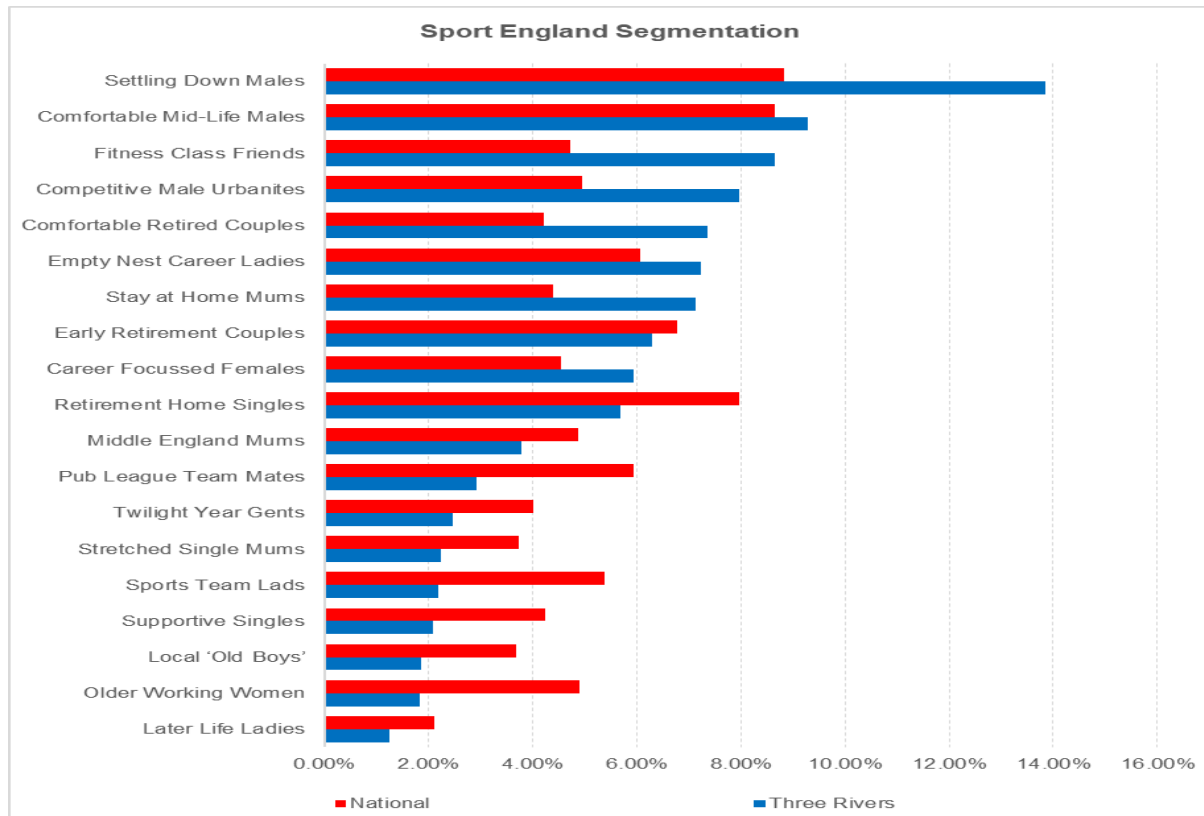


Figure 2.13: Distribution of Mosaic segments in Three River

