

RUGBY BOROUGH COUNCIL

Open Space, Playing Pitch and Sports Facilities Study

Final report

PART 2: BUILT FACILITIES

July 2016



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SECTION 1: INTRODUCTION

- 1.1 This Part 2 of the Open Space Audit, Playing Pitch and Sports Facilities Study addresses built facilities, with the exception of artificial grass pitches, which are included in Part 3 of the Study, the Playing Pitch Strategy.
- 1.2 The assessment considers the implications of the potential facility needs of the community in the period up to 2031, under two housing scenarios; a 540 dwellings per year average, and a 660 dwellings per year average. Details about the location of this growth and the wider policy context, including the demographic modelling, are provided in Part 1 of the Study.
- 1.3 This Part 2 covers the following facility types:

Larger facilities

- Sports halls 3+ badminton court size
- Swimming pools
- Fitness facilities including fitness stations and studio spaces
- Athletics tracks
- Indoor bowls
- Indoor tennis
- Squash
- Specialist facilities; gymnastics centre

Local facilities

- Outdoor bowls
- Outdoor tennis

Other sports

Network - an overview of the larger sites

- 1.4 This overview provides a short portrait of the most important multi-use facilities in Rugby Borough.
- 1.5 There is one main leisure centre in Rugby Borough, the Queen's Diamond Jubilee Centre (QDJC) which opened in August 2013. The site is close to the town centre and the car parking is shared with the athletics track, indoor bowls centre, outdoor bowls green and Whitehall Recreation Ground. The well used QDJC has a 25m x 8 lane competition pool, a learner pool, 6 court sports hall, 100 station fitness suite plus studio space. The main issue for the QDJC is a lack of car park space at peak

time, particularly if the site is holding a swimming gala and/or the athletics club is holding an event.

- 1.6 The other main community facility is the Wolston Community Leisure Centre which is a small facility in Wolston to the west of the borough. It is managed by a charitable trust and has a 3G pitch (training size), grass pitches, small health and fitness suite plus meeting room / multi-function space. The site is adjacent to but separate from a skate park. The facility was built in 2011 and is good quality, other than for the car park which is poor. The main needs for this centre are to improve the car park and to expand the fitness gym as this is insufficient to cater for the demand.
- 1.7 The other built sports facilities in Rugby are mostly at independent schools or education sites, or are commercially provided. The most important of these is Rugby School Sports Centre which is made available to the community most evenings and part of the weekend. This site is adjacent to the QDJC, although not accessible from it, and it comprises: 25m x 5 lane pool, 6 court sports hall, sand dressed artificial grass pitches (AGPs), a fitness suite, 3 squash courts, 3 dedicated tennis courts, and 2 x Fives courts. The site is well used by the community, including by the swimming clubs and the Rugby and East Warwickshire Hockey Club, the latter using it as their home site. There is no formal community use agreement for this site, but the well established pattern of use is expected to continue into the long term. The main issue is a severe lack of car parking which has serious implications for all of the surrounding streets at peak time. However there are no obvious solutions to the lack of parking. The site has some restricted opening hours, for example is not available most Saturday afternoons and closes at 9pm on weekday evenings.
- 1.8 Bilton Grange School has well established club and swimming lesson use of its swimming pool and some, more limited use of its sports hall and occasional use of the hard courts. It also has a golf course, the use of which is on a controlled membership basis. The school has a new hockey specification full size AGP, but this is not available for community use. The main issues facing the school are the aging of the pool building and plant, and increasing concerns about the openness of the school site and child protection issues. The school is unlikely to consider extending the community use of the pool or hall, but in the longer term would like to enable community use of the AGP.
- 1.9 Harris School Sports Centre at Harris Church of England Academy is used by a number of clubs as well as being a pay and play facility. It is the home of the school sports partnership for Rugby. The site is open to the community every evening and at weekends and has a 4 court hall, fitness suite, school gym, studio space and hard courts plus grass pitches. The facility is in reasonable condition and is considered by the clubs using it as being “well maintained”.
- 1.10 Bilton School Maths and Computing College is a secondary academy school. It has a sand filled large size AGP, 4 court sports hall, ancillary rooms, fitness suite and grass

playing fields. The AGP was built in 2008 with Lottery funds and the fitness suite and studio was opened in 2015. The facilities are used by the community but not as intensively as the Harris School, in part due to the hire charges.

- 1.11 Warwickshire College is a new education site with a large size sand filled AGP built in 2010, 4 court sports hall, fitness suite and studio space. The facility is in good condition but does not appear to be used as intensively as some other facilities.
- 1.12 Lawrence Sheriff School close to the town centre, has a 4 court sports hall opened in 1996 as a specialist table tennis facility, but now programmed as a standard sports hall. The school also has a small size sand filled AGP at the Hartfield Sports Ground, which is used by the Rugby and East Warwickshire Hockey Club as one of their training venues.
- 1.13 Princethorpe College in the rural south of the authority has a good range of sports facilities which it makes available to the community including a full size sand filled AGP and 4 court sports hall. These facilities are not however intensively used by the community and the opening hours are restricted, particularly at weekends.
- 1.14 The other main multi-sports site in the borough is the Sports Connexion Leisure Club on Leamington Road, Ryton-upon-Dunsmore. This is a commercial facility with a 9 court sports hall, large secondary hall used for netball and football, 2 squash courts, studio space and a 60 station fitness suite. The main hall on the site is used extensively for events which are supported by large meeting rooms/catering suites. The secondary hall is more sport focussed. The car parking and ancillary facilities need refurbishment. The gym facilities and squash courts are less attractive than at other sites in the borough.
- 1.15 In relation to other commercial sites offering a range of opportunities, the Virgin Active site at Junction 1 Retail Park in Rugby has a 25m pool, plus learner pool, and health and fitness provision. The Sports Direct site at Webb Ellis Road has a 20m pool plus health and fitness facilities.
- 1.16 There are also a number of other smaller, or primarily single sport sites around Rugby, and these are addressed in the specific sections of this report.

SECTION 2: ASSESSMENT PROCESS/METHODOLOGY

- 2.1 This section of the sports facility assessment considers the built facilities used by the community for sport and physical activity. The approach to this assessment and the development of the recommendations reflects the guidance in the Sport England Assessing Needs and Opportunities Guidance of July 2014, adapted as necessary to the needs of Rugby Borough.

Rugby Borough within the sub-region

- 2.2 A key theme throughout this assessment is the cross-border movement of people to take part in sport. Rugby Borough is a fairly compact authority with one main large settlement, the town of Rugby. This is the primary focus of both current and future planned growth. The other areas of the borough are predominantly rural.
- 2.3 There will be some cross-boundary movement in the authority, both into and out. For example, the swimming pool, athletics track and hockey activity at Rugby School will attract regular users from outside of the borough, as will the playing fields close to the Coventry boundary. Conversely, Rugby residents are likely to travel outside of the authority for indoor tennis and some other specialist sports. However, on balance the authority contains a good range of sports opportunities of generally good quality, so the overall balance in the flow of users is more likely to be into the borough than outwards.
- 2.4 The fast road network around and through the authority will mean that the drive time catchments for many of the facilities in the borough is larger than might normally be expected.
- 2.5 Other than Coventry, a review of the strategies of the adjoining authorities suggests that there are no specific proposals for facility changes, so the current cross-border flows of people playing sport should continue into the foreseeable future. Coventry is planning major changes to the network of pools, including the closure of the Coventry Sports Centre and replacement pools in both the city centre and elsewhere. A summary of the current sports strategies of the adjacent authorities is given in Appendix 1, and the implications are reviewed for each sports facility type within this report.

Methodology

- 2.6 The assessment of each facility type draws on a number of different elements:
- The findings from the site audits, including an assessment of the used capacity of the facilities and management considerations;
 - The theoretical demand for facilities based on various modelling tools;
 - The results of consultation;
 - Issues associated with facility quality, accessibility for the community etc;
 - The future population characteristics;
 - The Council's policies on participation, and sports development objectives;
 - The resources which may be available to meet the future requirements;
 - National governing body strategic requirements;
 - The network of facilities and housing growth within the wider regional sub area.
- 2.7 As each assessment is based on a number of factors which can change over time, the recommendations will need to be kept under review. Of particular importance will be any significant housing growth proposals within Rugby Borough or its adjacent authorities, particularly Coventry.

Modelling tools

- 2.8 There is no one theoretical modelling tool which provides the answer to facility planning. A number of different tools need to be employed and the results of each synthesised together with the findings from consultation to provide a recommendation for the borough.
- 2.9 The following paragraphs provide a detailed explanation of each methodology.

Facilities Planning Model

- 2.10 The Facilities Planning Model (FPM) has been developed as a planning tool by Sport England for the strategic assessment of the community needs for swimming pools, sports halls and large size artificial grass pitches (AGPs). The modelling provides an objective assessment of the balance between the supply of the sports facilities and the demand for them at "peak time", which is in the evenings Monday-Friday, and during the daytime at weekends.
- 2.11 The FPM assessments take into account key factors influencing participation at the local level, including; the age profile of residents, levels of deprivation, and car ownership. In relation to the individual facilities, it can take into account the hours actually available to the community and weight the facilities for their attractiveness (usually associated with the age of the facility).

- 2.12 The FPM tool is much more sophisticated than the Active Places Power tools available on the Sport England interactive web-site, although it is only available for halls, pools, and large size AGPs. For halls and pools in Rugby no additional analysis of the *current* balance in supply and demand has therefore been undertaken.
- 2.13 Sport England undertakes a “national run” of each facility type early in the calendar year, based on the facility information known to them and standardised parameters. This gives a good current picture of provision, but does not forecast future demand. The key findings from the national assessments for 2014 are included in the sports halls and swimming pool sections.
- 2.14 The FPM is not easily able to provide an authority-wide forecast of demand-supply and therefore alternative methodology and modelling is required. The FPM however can be useful for testing local facility proposals to take account of population changes in specific areas including the impact of an aging population, and also specific facility proposals, such as closures or the opening of new facilities. This scenario testing is available through Sport England, and may be a useful follow-up to this work.

Extrapolating current demand and current provision

- 2.15 One way of assessing the likely future sporting requirements of the community is to consider the current demand for each sports facility type and to extrapolate this demand to take account of the forecast growth in the population and the anticipated growth in participation. This extrapolated figure can then be compared to the known supply of facilities, to assess the likely future balance in supply and demand.
- 2.16 This approach is a useful guide to the scale of the future provision which may be needed, but does not take into account the quality of the facilities, their opening hours, the location of facilities, or the impact of an aging population. The findings therefore need to be reviewed within the context of the results from the other modelling, and also the feedback from consultation.

Active Places Power

- 2.17 Active Places Power (APP) is a website developed by Sport England to help those involved in providing sport provision with a series of tools to guide investment decisions and develop sport provision strategies.
- 2.18 The website is underpinned by a single database that holds information on sports facilities and clubs (pilot data) throughout England. The data held on APP for each facility includes the type of facility, location, size, ownership and management, opening times, age, refurbishment date and access type. The tools within the website have a range of capabilities from quick searches and simple reports to a series of analytical tools.

- 2.19 In this assessment, APP has been used for facilities other than sports halls and pools, because these facilities are covered by the Sport England FPM reports, which are more comprehensive.

Sports Facilities Calculator

- 2.20 The Sports Facility Calculator (SFC) has been developed by Sport England to help local planning authorities quantify how much additional demand for the key community sports facilities (swimming pools, sports halls, indoor bowls and artificial grass pitches) is generated as a result of new growth linked to specific development locations. It is one of the Sport England Active Places Power web tools.
- 2.21 The SFC has been used to help local authorities in infrastructure planning, devising supplementary planning documents, negotiating Section 106 agreements, and in preparing for the Community Infrastructure Levy (CIL). It helps with quantifying the demand side of the facility provision equation, for example it can answer questions such as, “How much additional demand for swimming will the population of a new development area generate?”, and “What would the cost be to meet this new demand at today’s values?”. The figures it produces represent total demand for the chosen population.
- 2.22 The SFC is designed to estimate the needs of discrete populations for sports facilities created by a new community of a residential development. It is important to note however that the SFC looks only at demand for facilities and does not take into account any existing supply of facilities.
- 2.23 Sport England states that the SFC should not therefore be used for strategic gap analysis; this approach is fundamentally flawed as the SFC has no spatial dimension. It is also important to note that the SFC does not take account of:
- Facility location compared to demand
 - Capacity and availability of facilities - opening hours
 - Cross boundary movement of demand
 - Travel networks and topography
 - Attractiveness of facilities
- 2.24 At the present time the final location of the future housing in Rugby Borough is still to be confirmed, but the locations for the potential housing options are illustrated in Part 1 of the Study. Most of the growth is expected to be in and around the urban area, but this could change in the longer term. The estimated populations in each housing area have been used in the SFC for halls, pools and indoor bowls.
- 2.25 As the housing proposals are progressed, then the Sport England Sports Facility Calculator will be a valuable tool to identify the amount of demand which may arise from new housing developments, particularly as yet undefined new housing in the

borough. It will also help to identify the approximate cost of meeting this demand, should new facilities be required.

Comparator authorities

- 2.26 Comparing Rugby with its CIPFA benchmark authorities in terms of the scale of provision of a facility can be a helpful broad guide towards the scale of provision which might be expected. Due to the differing size of authorities, this comparison needs to be on a provision per 1000 basis.
- 2.27 The ‘Nearest Neighbour’ model was developed by CIPFA (the Chartered Institute of Public Finance and Accountancy) to aid local authorities in comparative and benchmarking exercises. It is widely used across both central and local government. The model uses a number of variables to calculate similarity between local authorities. Examples of these variables include population, unemployment rates, tax base per head of population, council tax bands and mortality ratios.
- 2.28 The local authorities that are considered to be ‘similar’ to Rugby Borough by CIPFA are:
- East Northamptonshire
 - East Staffordshire
 - High Peak
 - Kettering

Growth in participation per annum

- 2.29 An important consideration in the modelling to assess future facility needs is to determine what the likely growth in participation each year will be. This will impact upon the overall level of demand for each facility type. Participation rates in adult sport (16 years and over but now moving towards a 14 years and over baseline) are monitored nationally by Sport England through their Active People Survey. This is the mechanism which Rugby Borough also uses to assess the success of its policy objectives of getting more people active.
- 2.30 The Active People Survey has effectively shown limited change in the rates of overall participation in sport and active recreation over the last few years in Rugby, and this is mirrored by the fact that very few national governing bodies have seen an increase in their sport’s rate of participation. However there has at the same time been a significant year on year increase in the usage of the leisure centre, particularly since the opening of the Queen’s Diamond Jubilee Centre. It is likely that the increased use of the leisure centre is a combination of factors for example: the attractiveness of a new centre, a decrease in the use of other facilities (commercial, independent schools etc), use of facilities closer to home, better programming and better “offer” from the new centre, fewer people being “exported” to facilities over the border, and some people using the facilities more often e.g. from once to twice a week.

- 2.31 The rates of participation in “fashionable” activities will fluctuate from year to year as the activities gain popularity then reduce again. However most of these use activity room or studio type spaces, or programmed time in the pools, rather than taking up significantly more pool or hall time, so the overall strategic planning for facilities tends to be largely unaffected.
- 2.32 A participation rate increase for the purposes of modelling future demand has been agreed with the steering group for each facility type. For most facilities covered in this report, the rate agreed with the steering group for the modelling is 0.5% pa.
- 2.33 The reasoning behind this approach is that a 0% growth rate in participation would mean that Rugby Borough Council’s objective of getting everyone more active may be difficult to achieve if the facilities available only provided for the current rate of participation.
- 2.34 However a 1% per annum increase in demand for facilities is probably too high, given that there has been no overall increase in rates of participation across the borough in the last few years.
- 2.35 The rates of participation across all sports and consequently the demand for facility space will be kept under review, and will be a key consideration when this strategy is fully reviewed in approximately 5 years. If the participation has not grown as anticipated, then there may be less need for the facilities identified in this report.

Assessing the capacity of facilities

- 2.36 The assessment of the capacity of the existing facility network needs to draw on a range of sources and there is always a need to make some assumptions. The approach towards the assessment of capacity for different facility types has been agreed with officers on the Steering Group, discussed with key national and county governing bodies such as the Lawn Tennis Association and county bowls associations. It is set out in Appendix 2.

Community priorities for participation

- 2.37 This study for Rugby draws on the extensive consultation with the community, stakeholders and partners undertaken as part of the strategy development process. The findings from this consultation which relate to specific facilities are included within the relevant facility sections.

National Governing Body Strategies

- 2.38 Sport England and UK Sport have a formal recognition process for both activities and for National Governing Bodies (NGBs). The latest list of both sports and NGBs for England can be found on Sport England’s web site at:

<https://www.sportengland.org/our-work/national-work/national-governing-bodies/sports-that-we-recognise/>.

- 2.39 The NGB picture is complex as some sports will have different NGBs for England from Britain or the UK (for example athletics), some have different NGBs for different disciplines (for example shooting), some have specialist interests (for example disability specific sport organisations), and some sports will be “recognised” but have no officially “recognised” NGB in England (for example Gaelic Football). There are also other activities which are not officially recognised as sports by Sport England, examples being general fitness and gym activities, and parkour.
- 2.40 The assessment for each facility type includes relevant NGB strategy reviews and priorities where these are appropriate. Where a facility such as a sports hall is used by a number of different sports, there will be more than one NGB strategy reviewed. Similarly, where a sport has more than one relevant NGB, more than one NGB may be referred to in the assessment.
- 2.41 It should be noted that many of the small-medium NGBs do not have specific facility strategies, and even the larger ones such as the Amateur Swimming Association rarely make specific reference to Rugby Borough.
- 2.42 A further general issue is that where facilities strategies have been produced previously, several are close to or beyond their end date, and in many cases new priorities have yet to be set. Where a previous strategy is still relevant, the key points are identified.

Costs of facility development

- 2.43 The costs of the proposals are primarily addressed in the Implementation section of this Strategy. The costs are based on Sport England’s regularly updated list of facilities and their development costs, which are largely based on typical schemes funded through the Lottery, with layouts developed in accordance with Sport England Design Guidance Notes.
- 2.44 As and when new facilities are proposed in Rugby, Rugby Borough Council will refer to the current Sport England guidance on the expected costs: (<https://www.sportengland.org/facilities-planning/tools-guidance/design-and-cost-guidance/cost-guidance/>).
- 2.45 Where the facility issues are ones of improvement rather than new provision, the costs of the works required will need to be based on a conditions survey of each individual facility.

Applying CIL and S106

- 2.46 In local planning authorities, such as Rugby Borough, where CIL is not yet implemented, S106 will remain the method used to secure planning obligations/contributions. Once CIL is implemented, there will be a Reg 123 infrastructure list which is likely to cover the major sports infrastructure items, but there will still be a need for S106 developers' contributions (and Conditions) towards local identified facility needs not on that list, as well as for on-site facilities.
- 2.47 In relation to the justification of developers contributions either via CIL or S106, the NPPF states that "assessments should identify specific needs and quantitative or qualitative deficits or surpluses of open space, sports and recreational facilities in the local area and information gained from the assessments should be used to determine what open space, sports and recreational provision is required". This strategy fulfils this function, and identifies both the specific needs, and the costs of projects where known.
- 2.48 The request for developer contributions for either CIL items or S106 items must meet the three CIL tests; fairly and reasonably related in scale and kind to the development.
- 2.49 Once/if CIL is implemented, the contributions of developers towards the sports infrastructure on the Reg 123 list is effectively automatic. However there is a need to assess the scale of the contributions from a specific housing development under the S106 mechanism, which in turn must be based on the amount of anticipated demand for specific sports facilities which is expected to be generated by the housing scheme. The standards of provision for each facility type given in this report provide this tool.
- 2.50 In some instances, usually in the largest housing schemes, this assessment will lead to a requirement for new provision on site (with suitable land at no cost), for example for new football pitches with their ancillary facilities.
- 2.51 On some sites where there is sufficient capacity already in the locality to absorb the new demand but there is a need for investment to improve the quality of existing facilities e.g. improvements to a changing pavilion, pitch quality, or the resurfacing of tennis courts, then the developers contributions will be expected to be allocated towards these improvements. Where this is the case, then a proportional approach is appropriate, calculated on a pro rata basis; the proportion of the population in the new development compared to the population of the village/town.

Future proofing the strategy

- 2.52 This strategy has only been able to take account of the anticipated housing to date in the authority, particularly those housing schemes within the housing trajectory. It is however expected that further major housing developments will be located

within the borough, and that these may start being identified and options taken out on the land prior to the full revision of this strategy.

- 2.53 It is therefore essential to future-proof the strategy to enable these longer term housing developments to be assessed and appropriate provision made, either on or off site as required. This is critical for both assessment of the viability of a site and for the provision to be included within the master planning of a site at the earliest stages. Where provision is expected to be made on-site, then the land should be made available at no cost for the development of the required community sports facilities. The standards of provision for each facility type again provide the tool to help determine the amount of demand that will arise from the development.

Summary

- 2.54 The findings and recommendations in the sports facility assessment are derived from: the site audits; the results of theoretical modelling; anticipated changes in the population; trends in participation in sport and recreation; priorities and issues in relation to increasing participation; feedback from consultation; an assessment of what monies may be realisable from any housing growth; and both the implications of the new National Planning Policy Framework in relation to cross-boundary working and its practicalities.

SECTION 3: SPORTS HALLS

- 3.1 Sports halls are one of the prime sports facilities for community sport because they are able to provide a venue for many different activities, (see Figure 1), some of which are common and others which are less so.

Figure 1: Most popular sports hall activities

Activity	Sport hall visits (%)
Badminton	24.4
Keep fit/aerobics/step/yoga	23.6
Indoor 5-a-side football/futsal	18.3
Martial arts	6.3
Carpet/mat/short bowls	6.1
Gymnastics	3.6
Basketball	2.3
Netball	2.1
Table tennis	1.9
Dance	1.8
Trampolining	1.8
Indoor hockey	1.6
Tennis/short tennis	1.5
Roller skating/roller blading	1.2
Indoor cricket	1.0
Multi-sport session	0.7
Racquetball	0.6
Volleyball	0.6
Others	0.6

Source: Sports Hall Design and Layout Sport England (2012) based on Survey of Sports Halls and Swimming Pools in England (1999)

- 3.2 The main tool for assessing the trends in activity is the Active People Survey of Sport England. The national trends in the main hall sports over the period 2005/06 – 2014/15, have been a fall in participation in badminton and football, and a steady situation for basketball, netball and volleyball. The information about the trends in hall sports below this national level is not available or is too statistically unreliable for it to be of value in this strategy. The national trends are therefore assumed to be reflected by the local situation in Rugby Borough.
- 3.3 The standard methodology for measuring sports halls is by the number of badminton courts contained within the floor area. However it is recognised that there is extensive use of these types of facility by a wide range of other sports including basketball, volleyball, handball etc. Sports halls are generally considered to be of greatest value if they are of at least 3+ badminton court size, and with

sufficient height to allow games such as badminton to be played. This is therefore the minimum size of hall considered in this section of the report.

- 3.4 A spread of 4 court halls is often the most effective way of achieving the greatest accessibility for general community use. However, the space required for many indoor team games exceeds the space provided by a standard 4 court hall and in general terms the higher the standard of play the larger the space required. At higher levels of performance the playing area is usually the same size but increased safety margins and clear height may be required, as well as additional space requirements for spectators, teams and officials during competitions. Larger halls i.e. 6 plus courts are therefore able to accommodate higher level training and/or competition as well as meeting day to day needs.
- 3.5 Larger halls (6 plus badminton courts) may also provide the opportunity for more than one pitch/court which increases flexibility for both training and competition. The table in Appendix 3 is from the Sport England Design Guidance Note on Sports Hall Design and Layouts (2012) and identifies the hall size required to accommodate a range of sports at different levels of play. This updates previous guidance. There is also now a strong recommendation for a slightly larger size 4-court hall for schools, to enable more community use as well as more flexibility for education. The new minimum size proposed for 4-court halls by Sport England is 34.5m x 20.0m x 7.5m, rather than the previous standard of 33m x 18m x 7.5m.

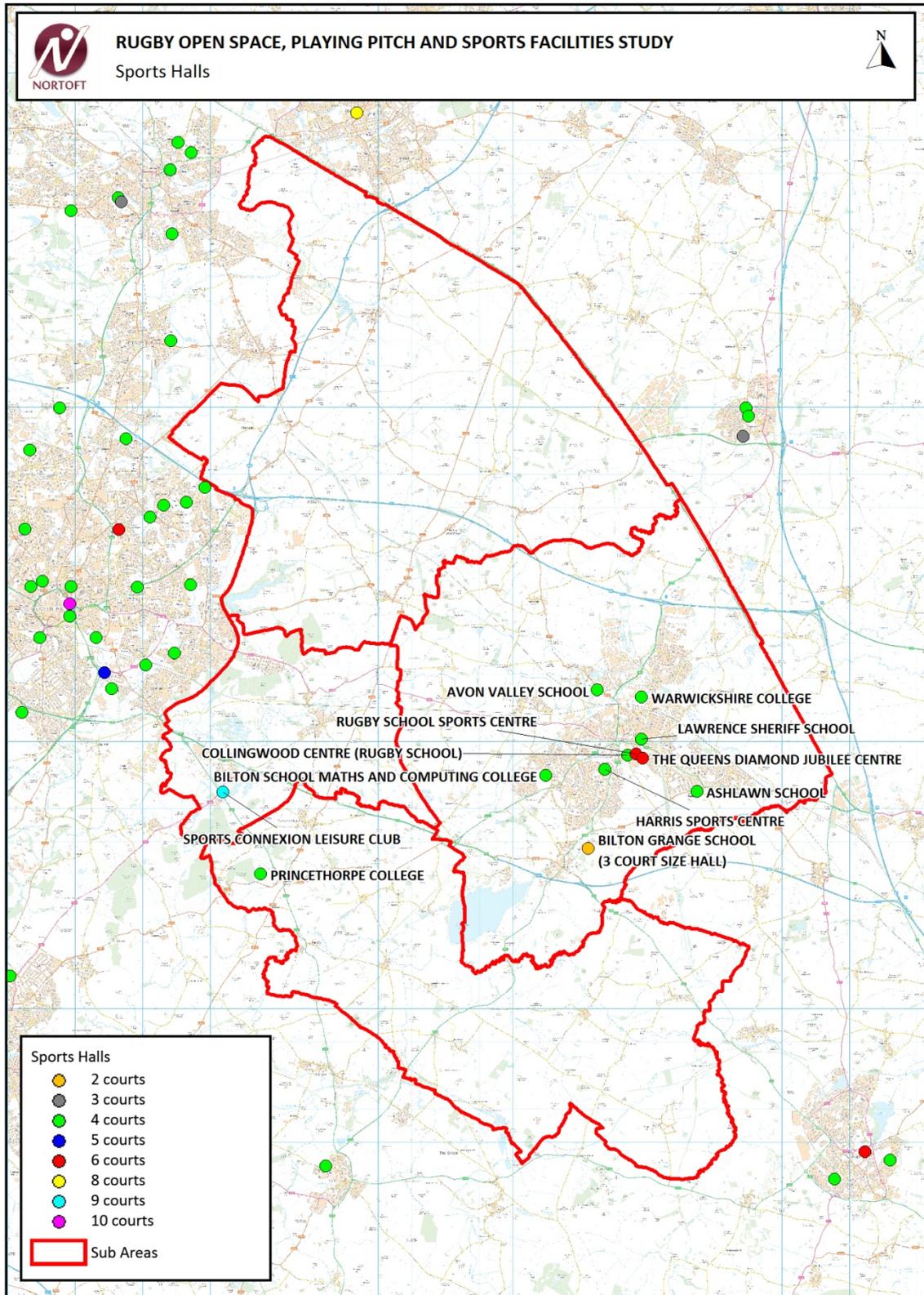
Current provision

- 3.6 There are a number of sports halls across Rugby that are available for community use and they are reasonably well distributed geographically. The list of current sports halls available for community use is given in the table in Figure 2, and mapped in Figure 3. The quality and real levels of accessibility of the sports facilities also need to be taken into account, for example the quality of the Sports Connexion second hall is poor, and the main hall is often hired out for non-sports use. The sports hall at Bilton Grange is a large 2 badminton court hall, but has been included in the list because of its overall size.

Figure 2: Sports halls 3+ badminton courts - current provision

Site Name	Number of Badminton Courts	Ownership Type	Access Type	Community use secure (has formal agreement or similar)	Included in FPM modelling of 2014	Number of hours available per week in the peak period
ASHLAWN SCHOOL	4	Academies	Private use only			0
AVON VALLEY SCHOOL	4	Foundation School	Private use only		✓	20
BILTON GRANGE SCHOOL	2	Other Independent School	Sports Club / Community Association		✓	11.5
BILTON SCHOOL MATHS AND COMPUTING COLLEGE	4	Community school	Sports Club / Community Association		✓	28
COLLINGWOOD CENTRE, RUGBY SCHOOL	4	Other Independent School	Sports Club / Community Association		New facility not included	27.5
HARRIS SPORTS CENTRE	4	Academies	Pay and Play	✓	✓	39
LAWRENCE SHERIFF SCHOOL	4	Voluntary Aided School	Sports Club / Community Association	✓	✓	35.5
PRINCETHORPE COLLEGE	4	Other Independent School	Sports Club / Community Association		✓	12.5
RUGBY SCHOOL SPORTS CENTRE	6	Other Independent School	Registered membership		✓	26.5
SPORTS CONNEXION LEISURE CLUB	9	Commercial	Pay and Play		✓	19
SPORTS CONNEXION LEISURE CLUB (Activity Hall)	11 Equivalent	Commercial	Pay and Play		✓	38
THE QUEEN'S DIAMOND JUBILEE CENTRE	6	Local Authority	Pay and Play	✓	✓	38
WARWICKSHIRE COLLEGE (RUGBY CENTRE)	4	Further Education	Pay and Play	✓	✓	34

Figure 3: Sports Halls map (3+ courts)



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3.7 The used capacity as assessed by the Facilities Planning Model (FPM) for each of the sports halls is given in Figure 4, together with an estimate generated from the site audits, discussions with the managers, and other research about the facilities. There are no formal sources of information about the facilities, and no throughput information is available, other than for some in relation to the QDJC. On those sites which only offer club based bookings, the used capacity is based on the amount of booked time rather than the number of people using the hall at any one time. This is therefore a different approach from the FPM assessment, but an 80% level of bookings at peak time still seems to be a reasonable approach to determining whether a facility is “busy”.

Figure 4: Assessment used capacity of halls at peak time

Name of facility	FPM estimated % of capacity used at peak time	Estimate of bookings based on facility audit
Sports Connexion Leisure Club	28%	30% 9 court “standard” sports hall regularly used for non-sport bookings 11 court is non-standard in design and not useable or attractive for some sports hall activities.
Avon Valley School	55%	0% (closed)
Bilton Grange School	66%	25% 2 court hall not 4 court, and available only 11.5 hours per week.
Bilton School Maths and Computing College	29%	30%
Griffin Centre (Lawrence Sheriff School)	62%	50%
Rugby School Sports Centre	50%	65%
Collingwood Centre, Rugby School	0%	30% Opened 2015
Harris Sports Centre	48%	65%
Warwickshire College (Rugby Centre)	56%	50%
Queen’s Diamond Jubilee Centre	100%	70%
Princethorpe College	13%	80% Only available Mon-Fri 18.30-21.00

3.8 The site audit suggests that some of the sports hall facilities located within the town centre area are fairly well used, with the QDJC, Harris School and Rugby

School Sports Centre running reasonably full at peak time. However other facilities within the urban area have significant amounts of spare capacity.

- 3.9 The fact that the Bilton Grange sports hall is actually a large 2 court hall rather than 3 court means that its use is much more restricted than a 3+ badminton court hall, and it is only available for a limited number of hours per week, for club bookings.
- 3.10 Princethorpe School has more limited opening hours than the FPM model suggests, and is now only regularly open for club community use for 12.5 hours per week, weekday evenings. However the bookings take up approximately 80% of the time available.
- 3.11 The discussions with the facility managers at the school sites at Rugby School, Bilton Grange, Avon Valley, the Griffin Centre (Lawrence Sheriff School) and Princethorpe College suggest that they would not be seeking to increase the use of their sports hall facilities, or to increase the hours of opening to facilitate more community use.

Consultation findings

Club comments

- 3.12 Two clubs which use sports halls in Rugby responded to the club web based survey, a volleyball club and a fencing club. Other sports hall users were consulted at a meeting of the Queens Diamond Jubilee Centre Leisure Centre's user group. The following summarises the comments received.

Rugby Phoenix Volleyball Club

- 3.13 This club uses the sports hall at Harris School, for matches and training, 3-6 times a week. It has about 37 members, of which around 25 are adults and the others of secondary school age, and the number of members has stayed about the same over the last 5 years. About 90% of the members live in the borough. There is no waiting list for the club but the club does have a development plan and anticipates growing in the next few years. The club likes its current venue and considers it to be of good quality, although there can be car parking problems at peak time.

Rugby Sword Club

- 3.14 This fencing club uses the sports hall at QDJC as their home venue for training on a Wednesday evening. This small club has seen a declining membership over the last few years, but has not provided any indication of their current membership levels. The QDJC is considered well kept but the main issue facing the club is the hire cost.

Rugby over 50s badminton, QDJC

- 3.15 Over 50s badminton runs for three morning sessions a week at the QDJC. The users feel that the centre is good value for money and would ideally like to increase the number of sessions to 5. The major issue is a lack of coaches. The lack of car parking on site was reported to be a significant issue.

Users with a disability, QDJC

- 3.16 The feedback on the design of the hall and centre was that it was very good, but that the sports hall needed more storage. The hire charges were at a reasonable level. Car parking at the leisure centre was again flagged as being a significant issue.

National Governing Body comments and strategies

- 3.17 The NGBs involved with hall sports were given the opportunity to comment on the issues and priorities. No specific comments have been received.
- 3.18 Although there are a number of other sports and activities which use sports halls, and some of these have design requirements, none have facilities strategies with investment priorities of specific relevance to Rugby.

Adjacent authority strategy findings

- 3.19 As sports halls have a catchment area of around 20 minutes travel time, either on foot or by car, there is a significant amount of cross local authority border travel by participants. It is therefore appropriate to summarise the sports facility strategies from the adjacent authorities to help identify the significance and capacity of the facilities in the adjacent authority areas, and any known import/export of participants across the boundaries. In addition to the authorities below, Blaby District has a short boundary of less than one mile with Rugby Borough. This part of Blaby is rural and the main facilities in the district are sited towards Leicester, and are not really accessible from Rugby, so its strategies have not been reviewed.
- 3.20 The full summary of the adjacent authority strategies is provided in Appendix 1, and the key points are summarised below.

Coventry

- 3.21 There is currently good access to sports hall space across a range of providers in the peak period, and even taking into account the proposed growth of the city, there will still be sufficient capacity. However there are only 5 sports hall facilities which are open throughout the day i.e. are not on education sites.

Daventry

- 3.22 The FPM suggests that currently there is insufficient supply of sports hall facilities to meet demand and that Daventry is a net exporter of users to Rugby of 379 visits per week in the peak period. However the emerging strategy for Daventry has identified that the sports hall space in Daventry town is not as well used as the FPM suggests, and that there is some spare capacity. However community access at Guilsborough is much lower than the FPM suggests, with the availability around 4-6 hours per week, and it is clear that some of the demand from this part of Daventry district goes into Rugby.
- 3.23 Most of the housing growth in Daventry District is proposed to be located around the fringes of Northampton and to the east of Daventry. This will bring additional pressures on the facilities in those areas of the district.
- 3.24 The FPM suggests that by 2029 the sports hall facilities in Daventry will be running at 100% full with the other facilities across the district running at between 1/3rd and half full. Given this, the export to Rugby Borough and the other surrounding districts will remain approximately as at present, and there would be no spare capacity at Daventry to meet the needs of Rugby residents.

Harborough

- 3.25 There are no current built facility or playing pitch strategies for this authority. It is anticipated that a playing pitch strategy will be undertaken during 2016. The facilities in Lutterworth are within the drive time catchment of the northern parts of Rugby town and are likely to attract some users. However the scale of this is likely to be small.

Hinckley and Bosworth

- 3.26 The FPM data for the authority indicates that the sports halls are operating near to their capacity, and by 2019, 20-20% of demand is likely to be unmet due to a lack of capacity at existing facilities. Recommendations include:
- Refurbishment of Hinckley Leisure Centre
 - Investment in schools facilities available to the community
 - Consideration of a new leisure centre close to Earl Shilton and Barwell (close to SUEs)
 - Development of martial arts venue
- 3.27 The sports hall facilities in this authority probably attract some users from Rugby. There is no assessment of the amount of import/export of participants across the boundaries, but it is clear that with the planned growth in Hinckley and Bosworth that there is no spare capacity for additional Rugby residents to use in the future.

Nuneaton and Bedworth

- 3.28 Rugby Borough wraps around the east side of Nuneaton and Bedworth Borough, so several of this authority's facilities are within a 20 minute catchment time of Rugby residents, particularly in the rural west side of the authority.
- 3.29 The 2015 FPM report identifies a net undersupply of facilities of around 5 courts, and suggests that on average the halls are operating at just below 80% full. The governing body for netball has identified a lack of available sports hall space.
- 3.30 It is estimated that the planned housing growth will require around 11 additional badminton courts in the period up to 2031. The recommendations are, in the first instance to seek increased community use to school facilities, to refurbish/replace the oldest stock, and to potentially consider the development of a large sports hall (6 courts plus) somewhere in the borough.
- 3.31 There is no assessment of the amount of import/export of participants across the authority boundaries, but it is clear that with the planned growth in Nuneaton and Bedworth Borough, that there is no spare capacity for additional Rugby residents to use in the future.

Stratford-on-Avon

- 3.32 The Open Space, Sport and Recreation Assessment was published in 2011 and updated in 2014. This report concludes that there is generally good provision of sports hall space. However additional sports hall provision is recommended for Shipston on Stour and Wellesbourne. These sites are 30+ minutes from the western side of Rugby Borough, so would therefore be unlikely to have any significant impact on Rugby itself.

Warwick

- 3.33 The current strategy is the Indoor Sports Facilities Audit and Strategy of 2014. The strategy does not use any other assessment of capacity other than that of the FPM and concludes that new provision will be required and / or refurbishment of the existing sports hall stock. The cross-border movement of participants with Rugby is minimal, and the FPM scenario test suggests that by 2022 about 3% of sports hall demand from Warwick will be met in Rugby Borough, but that none of the Rugby demand will be imported into Warwick District.

Summary of adjacent authorities

- 3.34 It is clear that although there is some cross-boundary movement of users of sports halls, the planned housing growth within the adjacent authorities means that, although the current level of export of Rugby participants to adjacent authorities may continue, there is very limited spare capacity to cater for any significant new

demand arising from Rugby itself. Rugby therefore needs to plan to provide for the sports facilities requirements arising from the new housing within the borough.

Modelling

3.35 A number of different modelling tools are used to assess future needs, and the results are set out below.

Market Segmentation and sport development

3.36 The Market Segmentation findings suggest that sports halls will only attract limited use from the largest market segment groups for adults in Rugby. This suggests that the level of demand for this type of facility will not increase beyond a 0.5% per annum rate of participation over the period up to 2031.

3.37 Sports halls remain however one of the primary sports facilities for community activity because they can provide a venue for many different activities. This facility type therefore is, and will remain, one of the most important for Rugby up to 2031.

Facilities Planning Model (FPM)

3.38 Sport England undertakes a “national run” of each facility type early in the calendar year and makes the results available to inform local authority strategy work. The findings can be considered a useful starting point to the supply and demand for sports halls in Rugby.

3.39 The table in Figure 2 above includes the actual number of hours that each facility is available in the peak period (weekday evenings and weekends). The hours available as recorded in January 2014 were used in the FPM model to help determine the balance between the demand for sports hall space and its supply. The FPM also considers the extent of cross-border movement, which is important for the borough.

3.40 There are some significant issues about the data included/excluded from the FPM sports hall modelling, which need to be taken into consideration when looking at the findings:

- Avon Valley School sports hall is now closed to community use.
- Princethorpe School has reduced its regular community hours to 12.5, weekday evenings only.
- Inclusion in the FPM modelling of the large activity hall at Sports Connexion, which is primarily used for football and netball. This space is a non-standard sports hall due to its design, flooring and netting, and is of poor quality. The space within the hall is equivalent to 11 badminton courts in size.
- The inclusion of the 9 court hall at Sports Connexion as being fully available at peak time. This hall is now frequently used for non-sport events, and is only used fully for sport on an infrequent basis.

- The inclusion of Bilton Grange School as a 4 court hall. It is actually a large size 2 badminton court facility, and is now only available for 11.5 hours per week. In this report it is assumed to have a size of 3 courts.

3.41 The table in Figure 5 highlights some of the most important sports hall parameters used in the model. This identifies the number of hours that facilities are expected to be open to cover the peak period, what the peak period is, and how long people are usually willing to travel to a sports hall i.e. the catchment.

Figure 5: Facilities Planning Model key parameters halls

At One Time Capacity	20 users per 4-court hall, 8 per 144 sq m of ancillary hall.
Catchments	<p>Car: 20 minutes</p> <p>Walking: 1.6 km</p> <p>Public transport: 20 minutes at about half the speed of a car</p> <p>NOTE: Catchment times are indicative, within the context of a distance decay function of the model.</p>
Peak Period	<p>Weekday: 17:00 to 22:00</p> <p>Saturday: 09:30 to 17:30</p> <p>Sunday: 09:00 to 14:30, 17:00 to 19:30</p> <p>Total: 40.5 hours</p>
Percentage of use taking place within the Peak Period	60%
Utilised capacity considered "busy"	80% = "comfort factor"

3.42 The main findings from the Sport England FPM report for sports halls, can be summarised as follows:

- The FPM estimates that there are about 52 badminton courts equivalent available at peak time for community use, based on the FPM facility information [but note the changes to facility network].
- There is total demand for around 29 courts at peak time, so there is overall a significant surplus of provision when considered across the borough as a whole.
- About 96% of the potential demand for sports hall space is currently met, either by facilities within the borough or by facilities in the neighbouring authorities. The 4% unmet demand is from the rural area and is because it is not possible to drive to a pool.

- About 88% of this demand is met by sites within the borough.
- Rugby Borough is a net importer of sports hall users of around 389 visits per week.
- Almost all of the unsatisfied demand arises where people do not have access to a car and live too far away from a facility to walk there.
- The model estimates that the total average sports hall usage across the borough is 46%, which is well within what Sport England considers busy (80%). However the Queen’s Diamond Jubilee Centre (QDJC) is estimated by the model as running at 100% full, with Griffin Centre running at 62%, and Bilton Grange School at 66%.
- The relative share of sports hall space is well above the national average.
- The FPM model suggest that there is no justification in terms of demand as at 2015 for any additional community sports halls.

3.43 With the changes to the facility network including the exclusion of Bilton Grange School and inclusion of the Collingwood Centre at Rugby School, a more accurate picture of the available supply of facilities is given below. The second hall at Sports Connexion is assumed by the FPM to have 11 courts equivalent size but it is not of standard sports hall design. With its inclusion, the current supply of sports hall space is around 42.5 courts, see Figure 6.

3.44 Assuming that the 42.5 courts is the most accurate figure for the available supply of facilities, then this gives a current provision per 1000 of 0.41 courts per 1000. This is higher than the national and regional averages of provision, and is still more than the current population requires.

Figure 6: Sports hall revised supply

Site Name	Number of Badminton Courts	Number of hours avail per week in peak period as at January 2015	Effective number of courts available at peak time
BILTON SCHOOL MATHS AND COMPUTING COLLEGE	4	28	2.8
COLLINGWOOD CENTRE, RUGBY SCHOOL	4	27.5	2.8
HARRIS SPORTS CENTRE	4	39	3.9
LAWRENCE SHERIFF SCHOOL	4	35.5	3.5
PRINCETHORPE COLLEGE	4	12.5	1.2
RUGBY SCHOOL SPORTS CENTRE	6	27.5	4.1
SPORTS CONNEXION LEISURE CLUB	9	19	4.2
THE QUEEN'S DIAMOND JUBILEE CENTRE	6	38	5.6
WARWICKSHIRE COLLEGE (RUGBY CENTRE)	4	34	3.4
Total excluding Sports Connexion second hall (rounded)			31.5
SPORTS CONNEXION LEISURE CLUB	11	40.5	11.0
Total including Sports Connexion second hall (rounded)			42.5

Summary of current situation

- 3.45 The current network of sport halls in Rugby gives a good level of provision, much higher than the current national or regional average. However much of the provision is on an unsecured basis, either because it is on a school site with no current formal community use agreement, or because it is commercially provided.
- 3.46 All of the current provision other than Sports Connexion and Princethorpe College is within the urban area. Overall the large size and location of Sports Connexion skews the authority-wide modelling, and it is therefore essential to look at the facilities at the more local level.
- 3.47 The total amount of sports hall space available at peak time within the urban area is 26 badminton courts, and the current demand arising from the urban area is for 26 courts. The amount of demand therefore *theoretically* matches the supply of facilities, but it is clear that there is some spare capacity within the sports hall network.
- 3.48 As most of the provision is on education sites, the level of community access to sports hall space is limited during the school day, to only the Queen's Diamond Jubilee Centre and Sports Connexion. The Sports Connexion site significant spare

capacity during most weekday daytimes, but is too far away from much of Rugby town and the quality is relatively poor, which makes it relatively unattractive to use. It also does not run any daytime sports development programmes targeted at those not working. However all residents with access to a car can reach one of these sites within 20 minutes' drive time.

- 3.49 The quality of the sports halls is generally at least satisfactory, but the Sports Connexion facility is less attractive and the second hall which is primarily used for football and netball requires significant refurbishment.

Assessment of Future Needs

- 3.50 At present there are no anticipated changes to the facility network within Rugby or its adjacent authorities, and the community use of the schools is expected to continue largely as it does at present.
- 3.51 The unit of measurement for assessing sports hall size and capacity is by the number of badminton courts. This is therefore the "courts" referred to in the modelling below.

Extrapolating current demand and current supply

- 3.52 The current estimated total demand for sports hall space for the whole authority at peak time, as calculated by the Facilities Planning Model is approximately 29 courts. This is a minimum requirement as this does not take into account the nature of "supply" of each of the facilities, and simplistically suggests that the requirement is 0.28 courts per 1000 at the peak times of weekday evenings and weekends.
- 3.53 The agreed modelling approach towards participation, increasing the demand by 0.5% pa gives a rate of demand per 1000 of 0.30 [rounded] for both 2026 and 2031.
- 3.54 If this rate is then applied to the anticipated new populations with the two different housing scenarios, the minimum sports hall demand would be:
- For 540 dwellings
 - 2026 population of 121,461: 36 courts
 - 2031 population of 129,229: 39 courts
 - For 660 dwellings
 - 2026 population of 124,475: 37 courts
 - 2031 population of 132,435: 40 courts
- 3.55 The review of the adjacent authorities' strategies suggests that there is no significant net inflow of users from the adjacent areas. At the same time there is likely to be some, relatively limited, export of users from the rural areas of the borough into the adjacent authorities.

- 3.56 The current rate of supply of sports hall space as assessed by the Facilities Planning Model, gives a very high rate of provision per 1000 for the population of Rugby Borough, largely due to the inclusion of Sports Connexion on the edge of the authority, with its two large halls. If the current provision of 42.5 courts (which includes both halls at Sports Connexion) is simply projected forwards and compared to the future estimated demand, the supply of sport hall space would appear to meet the needs of the community up to 2031.
- 3.57 This simplistic approach however takes no account of the location, accessibility, opening hours or quality of sports halls, and neither does it take into account the potential impact of the ages of residents in the urban area compared to the more rural parts of the borough. It is expected that the demand for sports hall space will continue to grow most significantly in the urban area where there are more people in every age group, whilst the more rural parts of the borough will have an aging population and slightly falling demand for hall sports.
- 3.58 There is some spare capacity in the sports hall network within the urban area at the present time, but all of these facilities are likely to experience increased use as the population in the urban area grows in the longer term.

Sports Facilities Calculator

- 3.59 To assess the demand for sports halls from new housing sites, Sport England's Sports Facilities Calculator (SFC) is the most appropriate and accurate tool. The following tables in Figure 7 uses the SFC for the housing sites identified in the September 2014 housing trajectory. As with the above assessment, in order to take into account the authority's objective of increasing participation across all sports, a modelling rate of approximately 0.5% per annum has been applied to this model to help assess what the demand would be generated by the planned new housing. However the SFC model only offers an increase rate of participation at 5% intervals, so the 2026 demand has been increased by 5%, and 2031 by 10%.
- 3.60 The population profiles used in the model is that agreed with Rugby Borough Council.
- 3.61 The SFC suggests that, if the participation increases were achieved, the new housing growth up to 2026 will generate approximately the equivalent of 5 badminton courts, and that this will rise to around 7 courts by 2031.

Figure 7: Sports Facility Calculator for Sports Halls

	Cumulative totals to plan date dwellings						Cumulative totals to plan date population @ 2.34 housing multiplier			Sports Halls (badminton courts)	
	Cumulative totals to plan date dwellings			Cumulative totals to plan date population @ 2.34 housing multiplier			2026 @ 5%	2031 @10%			
	2021	2026	2031	2021	2026	2031					
Coton Park East, Rugby	90	90	90	211	211	211	0.06	0.06			
Coton Park East Phase B1 & B2*	150	150	150	351	351	351	0.1	0.1			
Calvestone Road, Cawston Grange	27	27	27	63	63	63	0.02	0.02			
Cawston Grange, Rugby	96	96	96	225	225	225	0.06	0.06			
Leicester Road, Rugby	467	504	504	1093	1179	1179	0.34	0.34			
Priory Road, Wolston	80	80	80	187	187	187	0.05	0.05			
Cawston Extension	420	600	600	983	1404	1404	0.4	0.4			
Former Ballast Pits	76	76	76	178	178	178	0.05	0.05			
Bilton Grange	50	50	50	117	117	117	0.03	0.03			
Cawston Lane	220	250	250	515	585	585	0.17	0.17			
Coton House	76	76	76	178	178	178	0.05	0.05			
Part of former Bilton Bypass land rear of 314-322 Bilton Road	11	11	11	26	26	26	0.01	0.01			
Gateway SUE	510	860	1129	1193	2012	2642	0.57	0.78			
Rugby Radio Station	1300	3050	4750	3042	7137	11115	2.03	3.26			
Former Warwickshire College	131	131	131	307	307	307	0.09	0.09			
Ambulance Station, Brownsover Lane	29	29	29	68	68	68	0.02	0.02			
Tebbs	14	14	14	33	33	33	0.01	0.01			
Back Lane South, Long Lawford.	112	112	112	262	262	262	0.07	0.07			
Unallocated housing (sites to be confirmed)	1015	1368	2049	2375	3201	4795	0.91	1.41			
							5.04	6.98			

3.62 Looking at the changing demand within the urban area (which will account for 85% of the total population of the Borough by 2031), again using the Sport Facilities Calculator with the agreed population structure and changes in participation, it is clear that the demand for sports hall space under the 540 dwellings per year housing scenario rises to 37 courts by 2031 if the participation increases are achieved, but to 33 courts even if the rate of participation stays the same, see Figure 8.

Figure 8: Demand from housing in the urban area to 2031

	Unit of measurement for facility	2015	2021		2026		2031	
Population in urban area at 540 dwellings scenario		84439	94202		102381		110243	
% increase in participation applied		0%	0%	5%	0%	5%	0%	10%
Sport Halls	Badminton courts	26	29	31	31	32	33	37

3.63 The amount of sports hall space within the urban area, currently at 26 courts provision, is therefore likely to need to be increased. There is some spare capacity at this time, but this is unlikely to be sufficient to meet the needs of the expanding population up to 2031, particularly if the 10% participation increase is achieved.

Summary of modelling findings

3.64 The current high level of sport hall provision, largely because of the hall capacity at Sports Connexion, means that there is theoretically, sufficient capacity to meet all of the demand at peak time up to 2031. This large facility skews the whole authority modelling picture because it is located on the western edge of the authority and is not within a 20 minute drive time of all of Rugby town. The consequences are that this hides potential long term increasing pressure on the facilities within the urban area.

3.65 It should also be noted that there are only two facilities available for community use during the school day which limits the activities which can be undertaken by those not in work during the day, including older people, people with disabilities and young families.

3.66 There is no justification at this time for any additional sports hall space on purely quantitative grounds, and should the existing network remain available to the community and of reasonable quality into the long term, then limited additional provision will be needed to meet the future growth requirements of Rugby Borough. However the fact that Sports Connexion is not easily accessible to all of the urban area suggests that opportunities should be explored to improve the network within the town and within the new SUEs, particularly to the east side of Rugby town, the area least able to access Sports Connexion.

3.67 Should the network change or additional housing growth come forwards then this assessment will need to be revisited.

Meeting the needs of the future

- 3.68 The Rugby Radio Station site will have a new secondary school. This will need to be provided with a minimum of a 4 court sports hall, although there is no guarantee of community use. As however any additional provision of sports hall space around Rugby town, particularly on the Rugby Radio Station site, will be of benefit to the community living in the SUE and the eastern side of the town, the design of the school and of its sports hall should facilitate community use.
- 3.69 In the longer term, the network of facilities will need to be reviewed if further new housing proposals come forwards, particularly on the west side of the authority.

Future proofing the strategy – planning standards

- 3.70 Although the assessment above suggests that there is sufficient capacity in the existing network of sport hall provision to meet the needs of the currently anticipated future population, it is important to have “standards” which can future proof the strategy, enabling new, unanticipated housing sites to be assessed. These “standards” will help to determine the additional demand which will be generated from a specific housing development, and then whether the existing network may be able to cater for that demand.

Standard for quantity

- 3.71 The modelling findings of the Sports Facility Calculator suggests that a rate of provision per 1000 for individual housing developments should be 0.29 badminton courts per 1000 in 2031, based on the population profile for 2031 and a participation rate of growth 10% over the period.

Standard for accessibility

- 3.72 The majority of sports hall users in Rugby will travel by car, and national research shows that sports halls have an approximate drive time catchment of up to about 20 minutes. Everyone in Rugby lives within 20 minutes’ drive of a sports hall available for community use, but there are only a small number of sites with secure community use. A formal planning standard of 20 minutes’ drive time is therefore proposed.

Standard for design and quality

- 3.73 The quality and design of facilities should reflect current best practice, including design guidance from Sport England and the national governing bodies. This should apply to refurbishment proposals as well as new build.

Conclusions and Recommendations

Current supply and demand

- 3.74 Sports halls are one of the primary sports facilities for communities because they can provide a venue for many different activities. There are currently a number of sports halls in Rugby which are available to the community, with the largest standard sports hall being the 9 court hall at Sports Connexion. The Sports Connexion facility skews the assessment for Rugby as this site is very large with its 2 halls, the 9 court “standard” sports hall plus the 11 court equivalent ancillary hall, but it is not accessible to all of the Rugby residents, as it is on the far west boundary of the authority.
- 3.75 The only facilities in secure community use are the Queen’s Diamond Jubilee Centre, Lawrence Sheriff School, Harris School and Warwickshire College, which together provide 18 badminton courts, and the estimated demand is for 29 courts at peak time across the authority as a whole.
- 3.76 The total amount of sports hall space currently available for community use is 42.5 courts, so this is well above what is actually needed at this time by the community. However there is very limited sports hall space open during the school day, just the QDJC and Sports Connexion. This has an impact on the scope of opportunities available to those not at work.
- 3.77 There is some cross-boundary movement of participants across the authority boundaries, but the assessments and strategies of the adjacent authorities suggest that there is little or no spare facility capacity to cater for any additional demand arising from future Rugby housing.

Future requirements

- 3.78 The assessment of the future requirements for sports hall space in Rugby indicates that, on a purely quantitative basis, that if the entire existing network was to be retained and maintained at a reasonable quality, then no additional sports hall space would be required to meet the currently planned housing growth up to 2031.
- 3.79 However the access by residents of the urban area to sports hall space will become increasingly difficult due to the number of people living in the urban area. All of the spare capacity at the existing sites within the urban area is likely to be absorbed by 2031, by which stage the demand will potentially exceeded the supply of facilities. The opportunity should therefore be taken to design the proposed new secondary school and its sports hall on the Rugby Radio Station site for community use.
- 3.80 In the longer term, should additional housing sites come forwards for development, then there is a need to reconsider the facility network in Rugby.

Recommendations

- 3.81 It is proposed to protect and maintain the existing network of sports hall space in Rugby town, with the priorities being the QDJC and the schools with secure community use.
- 3.82 If opportunities arise to formalise community use elsewhere this should be welcomed, with the priorities being Ashlawn and Avon Valley Schools.
- 3.83 In relation to new housing developments which have not been included within this assessment, the standards to assess the amount of demand which will arise from the development, the accessibility to sports hall space, and the expected quality of the facility are:
- 0.29 badminton courts per 1000 (fully available to the community at peak time i.e. weekday evenings and weekends)
 - 20 minute drive time catchment
 - Design and quality standard to meet Sport England and the relevant national governing body standards.
- 3.84 The highest delivery priority is ensuring that the new Rugby Radio Station secondary school is designed to enable community use out of school hours, and when the school is opened, securing this use.
- 3.85 In the longer term, if new housing is proposed then this assessment should be reviewed, with a particular focus on the cross-boundary implications of housing growth and changes to the facility network. Of particular importance will be the western border of the authority, but also the Hinckley and Lutterworth areas. This review may include the need for FPM scenario testing.

SECTION 4: SWIMMING POOLS

- 4.1 Swimming pools might be considered the most important sports facility type in Rugby as they are used by a large section of the community, from the very youngest through to people in old age. This assessment considers only indoor pools which are open year round and have public access, and excludes lidos and other outdoor pools which are only open during the summer months. This follows the best practice guidance provided by Sport England.
- 4.2 There is a mix of water space within Rugby, with one local authority pool site, two pools at independent schools, and three commercial sites. In the wider area around Rugby, there are a number of pools with catchments that cross the authority boundary, including the pools at Bedworth, Lutterworth, Coventry and Daventry. They have therefore been taken into account in the modelling and recommendations of this section.

Pool design and activities

- 4.3 As with sports halls, the aspiration to make swimming as accessible as possible to the largest number of people possible would suggest that a network of small pools would be best. However, small pools limit flexibility in terms of the range of activities that can be undertaken, the ability to operate more than one activity at a time and the level of performance that can be accommodated. They can also be more expensive to operate relative to large pools. General community needs should also be balanced with the wider sports development requirements, including support to clubs to offer opportunities in a wide range of pool-based activities such as:
- Swimming
 - Water Polo
 - Synchronised Swimming
 - Canoeing
 - Lifesaving
 - Diving
 - Sub Aqua
- 4.4 In general terms, the higher the level of performance, the greater the demands on pool size, depth and specific competition requirements (spectator capacity and specialist equipment). For example, a 25m x 6 lane pool can accommodate local/club level swimming galas but a 25m x 8 lane pool with electronic timing is required for county galas and league events.
- 4.5 Moveable bulkheads that can sub-divide pools and moveable floors that can vary water depth can significantly increase a pool's flexibility, but the design of any new pool will determine what activities can be accommodated.

- 4.6 The national governing body responsible for high performance swimming is British Swimming, and its guidance note, *Reasons for Pool Water Depths and Traditional Profiles*, provides a useful summary of the minimum depths of water for different activities (Figure 9).

Figure 9: Pool depths for range of activities
(based on British Swimming, *Reasons for Pool Water Depths and Traditional Profiles*)

Activity	Minimum water depth				
	1.2m	1.5m	1.8m	2.0m	2.4m
Competition swimming (starting blocks)	x				
Teaching shallow dives and racing starts			x		
Synchronised swimming, low level training			x		
Synchronised swimming, advanced training			x		10x12m area
Water polo (for some or all of pool)			x		
Sub-aqua training		x			
Canoe practice		x			
Lifesaving and practice			x		
Octopush	x	x	x	x	

- 4.7 Teaching or learner pools provide the opportunity to offer a wide range of activities catering for the maximum number of users possible. Teaching pools can be maintained at a slightly higher temperature than main pools making them suitable for use by young children, non swimmers and those with a disability. They offer income generating potential not only through pool parties and other hirings, but also by reducing the impact on programming in the main pool. A teaching pool significantly enhances the local authority's ability to deliver its Learn to Swim programme and therefore it is seen as desirable that there should be at least one in each major centre of population.
- 4.8 A typical 25m x 6 lane pool is approximately 325m². With the addition of a learner pool this would typically increase by 160m² giving a total water space area of 485m².
- 4.9 In determining the best locations for new swimming pool provision a number of factors need to be considered. Ideally they should be accompanied by other facilities such as a fitness suite to help ensure financial viability, or adjacent to school sites where both school and community use can easily be facilitated.

Participation in swimming

- 4.10 Nationally around 2.6 million people aged 14 and over are swimming at least once a week, but the number of people swimming has fallen between 2012/13 and 2014/15, particularly amongst those from the lower socio-economic backgrounds. The age of swimmers is reasonably evenly split across adults, but more women swim (approx 2/3^{rds}) than men (1/3rd), and more of those in the higher socio-economic groups.
- 4.11 This slight downward trend in national participation has been mirrored by the experience of Warwickshire as a county, and also the County Sports Partnership area of Coventry, Solihull and Warwickshire. Although swimming is the third most popular activity in the borough, behind gym and cycling, it is not possible to track the swimming participation trends at the Rugby Borough level sufficiently accurately to inform this strategy.

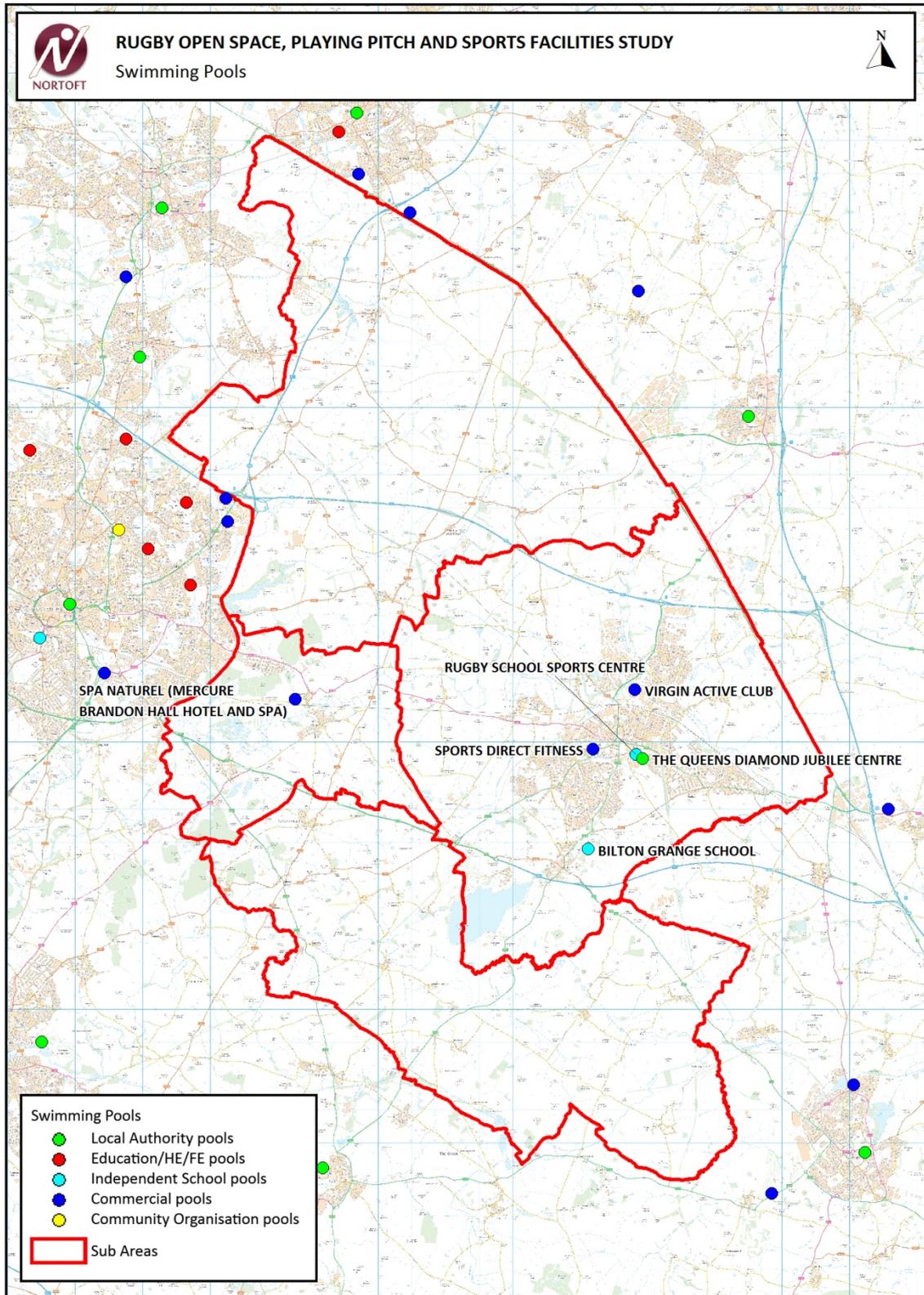
Current provision

- 4.12 There are six swimming pools sites within Rugby which are greater than 160 sq m in size and meet the Sport England swimming pool criteria for inclusion in the modelling. These are listed in Figure 10 and mapped in Figure 11. The total amount of water space of 1749 sq metres.
- 4.13 The only public pool is the new Queen's Diamond Jubilee Centre (QDJC) with its 25m x 8 lane pool plus teaching pool. This is available at all times for community use, with lane swimming available both during times when there are primary school curriculum swimming lessons, and during the learn to swim programme.
- 4.14 The Rugby School Sports Centre and the Bilton Grange School pools are both available for some community use, but have restricted access policies and opening hours. The other pool sites are commercial and available to registered members; the Virgin Active Club and Sports Direct Fitness.

Figure 10: Swimming pools in Rugby

Site Name	Length m	Width m	Area Sq m	Lanes	Ownership Type	Access Type	Year Built	Number of hours avail per week in peak period as at December 2014	Comment
BILTON GRANGE SCHOOL	25	10	250	5	Other Independent School	Sports Club / Community Association	1983	11.5	No security of use by community.
RUGBY SCHOOL SPORTS CENTRE	25	10	250	5	Other Independent School	Pay and Play	1991	24	No security of use by community.
SPA NATUREL (MERCURE BRANDON HALL HOTEL AND SPA WARWICKSHIRE)	18	8	144	1	Commercial	Registered Membership	2004	52	No security of use by community. Excluded from modelling as too small.
SPORTS DIRECT FITNESS (RUGBY)	20	7.2	144	3	Commercial	Registered Membership	1994	52	No security of use by community. Excluded from modelling as too small.
THE QUEEN'S DIAMOND JUBILEE CENTRE	25	20	500	8	Local Authority	Pay and Play	2013	52	Secure community use. Both pools included in modelling as on same site.
	17	8	136	0	Local Authority	Pay and Play	2013	52	
VIRGIN ACTIVE CLUB (RUGBY)	25	12	300	3	Commercial	Registered Membership use	2001	52	No security of use by community.
	5	5	25	0	Commercial	Registered Membership use	2001	52	Both pools included in modelling as on same site.

Figure 11: Swimming pool locations



- 4.15 The used capacity as assessed by the Facilities Planning Model (FPM) for each of the swimming pools included within the FPM is given in Figure 12, together with an estimate based on the site audit and other research about the facilities. There are no formal sources of information about the facilities, and no throughput information is available, other than for some in relation to the QDJC. This facility is estimated to be running at 70%, which is considered busy by Sport England.
- 4.16 The Bilton Grange School facility is available for club swimming and lessons only, and the only pay and play facility is the QDJC. Rugby School has a membership scheme and is also used by the swimming clubs for training. The other facilities are commercial, with individual memberships. As there are no used capacity estimates for the commercial pools, it is assumed that the FPM estimate is accurate.

Figure 12: Assessment used capacity of pools at peak time

Name of facility	FPM estimated % of capacity used at peak time	Estimate of booked time based on facility audit
LA Fitness	44%	44%
Virgin Active Club	30%	30%
Bilton Grange School	46%	65%
Rugby School Sports Centre	64%	65%
Queen's Diamond Jubilee Centre	65%	70%

- 4.17 This capacity assessment suggests that the pools large enough to be included within the FPM, are all located within the urban area of Rugby. Furthermore those which are not commercial are running close to what is effectively “full” i.e. they are being used at about 65%-70% of their capacity during their opening hours. This is confirmed by feedback from the synchro club and the ASA who identify as a key issue the lack of time for club use.
- 4.18 The two pools at the school sites, Bilton Grange and Rugby School are not likely to have increased opening hours in the future as they are used by their own boarding students, and at Bilton Grange there are also issues associated with the location of the pool in relation to the main school building, which makes the management of access to the pool difficult to control.

Consultation findings

Club comments

- 4.19 Rugby Swimming Club did not respond to the club survey, but a response was received from the Synchro Club. This has 65 members, with over half at primary school age, and most of the remainder of secondary school age. About 75% of the members come from within Rugby Borough. The club has a small waiting list of

around 5-10 members, and the club expects to increase in size in the next few years. The club's home site is the QDJC but they also use Bilton Grange School and Rugby School.

National Governing Body comments and strategies

4.20 The Amateur Swimming Association (ASA) is the England national governing body for swimming. Its Strategic Plan 2013-17 has six strategic objectives including: increasing the number of schools providing quality swimming; maximising the water space available in order to attract, retain and grow the number of people taking part regularly in aquatics activities; building a sustainable club structure and network; and, increasing the size of the talent pool.

4.21 The ASA does not have a current national facilities strategy, but is in the process of developing one, with a vision for facilities being:

.....a strategic network of accessible, cost efficient, well designed and managed pools to cater for demand across swimming's various disciplines. This provision of pools needs to be:

- *Widely available to the community throughout the year and not restrictive through exclusive membership or pricing policies.*
- *Sited in locations convenient for users and easily accessible to the whole community.*
- *Well designed and constructed to a high standard of materials, plant and equipment, which meet appropriate manufacturing and operating standards.*
- *Designed to allow for effective programming that caters for a wide range of user groups, and wherever possible, across all swimming disciplines.*
- *Sustainable; being responsive to environmental issues in terms of their use of energy and non-sustainable resources, the control of pollution and physical location.*
- *Cost efficient in design to allow the facilities to be managed efficiently with sustainable operating costs.*
- *Thoughtful in design and, with pro-active management, able to meet the requirements of people with a disability and those whose culture has special requirements.*

The pool requirements of the disciplines which make up swimming vary considerably from the shallow water required for teaching, to the 5m depth which is the requirement for a 10m diving platform. The ASA would like to see a network of pools which will allow for the teaching and development of skills through to performance in each discipline.

4.22 The ASA responded to the request for comments, which can be summarised as:

- The swimming club could always use more time (this is based on the demand the club experiences).

- With more time at QDJC there would be potential for limited growth in competitive swimming.
- The Bilton Grange School pool is aged stock (32 years old) and must have a finite life.
- The QDJC is a well used facility but has spare capacity.
- Other districts in Warwickshire have more pool time for competition.
- A Sport England FPM run would probably show the need for more community water space but geographically and demographically this would be hard to place.

Adjacent authority strategy findings

4.23 As with sports halls, swimming pools have a catchment area of around 20 minutes travel time, either on foot or by car. There is therefore a significant amount of cross local authority border travel by participants. As such it is appropriate to summarise the sports facility strategies from the adjacent authorities to help identify the significance of the facilities in the adjacent authority areas, and any known import/export of participants into Rugby Borough. In addition to the authorities below, Blaby District shares a short boundary of less than one mile with Rugby Borough. This part of Blaby is rural and the main facilities in the district are sited towards Leicester, and are not really accessible from Rugby. The strategies for Blaby have not therefore been reviewed.

Coventry

4.24 The current relevant strategy for Coventry is the Indoor Sports Facilities Strategy 2014-2024. The strategy identified that there are some gaps in current swimming pool provision in the north west, south west and north east. It is noted there are some overlaps with provision into neighbouring authorities, including Rugby, but this is not quantified.

4.25 Since the strategy was published, the decision has been taken to close the Coventry Sports Centre pool and replace it with a new leisure pool centre in central Coventry. This is due to be opened by 2019. This pool would be about 30 minutes' drive time from Rugby town centre, so may attract some swimmers from Rugby.

4.26 There are also proposals to develop a 50m x 8 lane competition pool at the Alan Higgs Centre at Allard Way, potentially opening in 2019. However this is still to be confirmed. If confirmed, this pool will be about 25 minutes' drive time to Rugby town centre, so may well attract swimmers from the west side of Rugby Borough, and will be of particular importance to competitive club swimmers.

4.27 Although these two pools are within the theoretical drive time of much of Rugby Borough, their attractiveness will in part depend on the overall amount of swimming pool provision in the expanding city, once all of the potential housing growth in and around the city has been taken into account. If the pools are

effectively “full” from the amount of demand being generated by Coventry itself, they will be less attractive to swimmers from further away.

Daventry

- 4.28 The district council is currently refreshing its sports facilities strategy and playing pitch strategy. There are two swimming pool sites in Daventry District, Daventry Leisure Centre and Moulton College. The Moulton College facility is only available for club use. Overall there is a slight shortfall in pool space. The FPM suggests that there is a net export of swimmers to Rugby of 320 visits per week in the peak period.
- 4.29 In terms of used capacity, the FPM suggests that Daventry pool is already full, at over 70% used capacity, and that this will remain the case up to 2029. Moulton College will also see a significant increase, to over 80% full. Given this, the export of swimmers to the adjacent authorities is expected to continue up to 2029.

Harborough

- 4.30 There are no current built facility or playing pitch strategies for this authority. It is anticipated that a playing pitch strategy will be undertaken during 2016. The facilities in Lutterworth are within the drive time catchment of the northern parts of Rugby town and are likely to attract some users. However this is not possible to quantify the amount of exported swims at this time.

Hinckley and Bosworth

- 4.31 The relevant strategy report is the Open Space, Sport and Recreation Facilities Study of 2013. There are relatively low levels of swimming pool space compared to the national average but there are high levels of satisfied demand. FPM suggests that the pools are running at low utilised capacity levels and that there is significant cross-border movement, particularly the export of residents to adjacent authorities. There will be some unmet demand by 2019.

Nuneaton and Bedworth

- 4.32 The built facility and playing pitch strategies are currently being updated, and the following information is drawn from the draft findings and recommendations.
- 4.33 The FPM report of 2015 suggests that there is a net undersupply of swimming pool space compared to the total current demand, but that 92% of all swimming demand is met. All of the existing pools are estimated by the FPM to be operating above the 70% used capacity figure which is considered by Sport England to be “busy”. The authority is a net importer of swimmers.

- 4.34 The forecast growth in population will exacerbate the lack of swimming pool capacity, and it is proposed that the authority should develop additionally to the current stock, either 1 x 8 lane 25m pool, or 2 x 4 lane pools.

Stratford-on-Avon

- 4.35 The current strategy report concluded that there is good provision of swimming pools, with a net surplus of supply. Although most areas of the district have access to a pool within 20 minutes drive time, the central-eastern area around Kineton does not.
- 4.36 A new community pool is therefore proposed for the Kineton/Gaydon/Lighthorne area. This is more than 30 minutes travel time from Rugby, so although the catchments may overlap, any new provision would not have a very significant effect on the pool usage or the import/export of swimmers with Rugby.

Warwick

- 4.37 The 2014 strategy only uses Sport England's FPM model. The findings are that the pools have an average used capacity of 62%, and the district is a net importer of swimming visits.
- 4.38 The FPM scenario test suggests that currently less than 0.5% of swimming demand from Warwick is met in Rugby Borough and even less of the Rugby demand is imported into Warwick district. By 2022 even with the change in population, there would be no additional demand imported into Rugby from Warwick district and neither would there be any export to Warwick.
- 4.39 The swimming pool situation in Warwick is therefore of limited relevance to the swimming pool demand / supply situation in Rugby Borough.

Summary of adjacent authorities

- 4.40 This review of the strategies of the adjacent authorities suggests that there is some, but probably limited cross-border movement of swimmers from the rural areas of Rugby Borough to Coventry, Nuneaton and Bedworth, and Hinckley and Lutterworth, and some importation of swimmers from Daventry district.
- 4.41 The largest future uncertainty is in relation to the Coventry pools, where a number of proposals for the east /central side of the city could potentially provide for more users from Rugby Borough, depending up both the final facility network in the city and the amount of additional housing which is currently being planned. These users are likely to come primarily from the west side of the borough, but may include a small number of competitive swimmers should a 50m pool be developed in Coventry.

- 4.42 Of the other authorities, only Hinckley appears to currently have some spare capacity in its pools. However the Hinckley Leisure Centre will only attract users from the northern rural parts of Rugby Borough because it is more than 20 minutes drive time from the Rugby urban area.
- 4.43 In summary, Rugby needs to meet its own facility needs for swimming for the urban area, which is the bulk of the population of the borough.

Modelling

Market Segmentation and sports development

- 4.44 The Sport England Market Segmentation analysis suggests that several of the largest market segments in Rugby enjoy swimming and find swimming appealing, particularly amongst women. This helps to confirm the importance of providing accessible swimming opportunities across the borough.
- 4.45 Swimming is an important and attractive activity for everyone in the community and is seen as an important life skill.
- 4.46 Reasonable access to a pool for everyone is also an important issue in terms of the equality objectives of Rugby Borough and its partners, and means that the swimming provision should be primarily led by the public sector, although Rugby School, Bilton Grange School and the commercial providers will continue to have a role to play.

Facilities Planning Model

- 4.47 The FPM is a national model developed by Sport England which has standardised parameters and format. The information on swimming pool capacity and demand are calculated on an authority wide basis, however the balance in supply and demand includes consideration of facilities over the authority's borders which are potentially available to the authority's residents, up to about 20 minutes drive time. Also built into the model are other considerations, for example the demographic profile of the authority and factors such as levels of car ownership.
- 4.48 The table below (Figure 13) highlights some of the most important parameters used in the model in relation to pools. It should be noted that the accessibility criteria of 20 minutes travel time is not a fixed boundary, as the formula behind the FPM uses a distance decay function. However a 20 minute drive time catchment area for pools is generally considered a good rule of thumb.

Figure 13: Facilities Planning Model key parameters pools

At One Time Capacity	0.16667 per square metre = 1 person per 6 square meters
Catchments	Car: 20 minutes Walking: 1.6 km Public transport: 20 minutes at about half the speed of a car NOTE: Catchment times are indicative, within the context of a distance decay function of the model.
Duration	60 minutes for tanks and leisure pools
Peak Period	Weekday: 12:00 to 13:30, 16:00 to 22.00 Saturday: 09:00 to 16:00 Sunday: 09:00 to 16:30 Total: 52 Hours
Percentage of community use taking place within the Peak Period (excluding school swimming)	63%
Utilised capacity considered "busy"	70% = "comfort factor"

4.49 The FPM national assessment for 2014 gives a useful indication of the current supply and demand for swimming in Rugby, and the following are the key points from the Sport England report.

- The estimated demand for swimming pool water space at peak time is approximately 1,095 sq m of water space
- The total amount of publicly available water space scaled by hours available in the peak period for Rugby is 1,317 sq m. This provides a current rate of provision of 13.07 sq m.
- The total amount of accessible water space in Rugby is more than is required to meet the community need, and the current "surplus" of provision is almost the equivalent of a 25m x 4 lane pool.
- Around 95% of the demand is met, which is better than the national, West Midlands and Warwickshire averages.
- Around 15% of the satisfied demand is exported, which is slightly higher than the Warwickshire average, and there is a net export of swimming visits of around 330 per week.
- Around 5% of the potential demand is unmet, mainly due to being outside of a catchment area of a pool. Most of this unmet demand is from people without

access to a car who live more than 20 minutes walk from a pool, and most is in Rugby town.

- The “relative share” of swimming provision in Rugby is much higher than the national average.
- The FPM suggests that the average percentage of the used capacity of the pools at peak time is around 52%, and that this is lower than the national, regional or Warwickshire averages.
- There is no justification in terms of the amount of unmet demand in 2015 for any additional community swimming pool space.

Summary of current situation

- 4.50 There are currently six pool sites in the borough which have a water area of over 160 sq m, and the only public pool offering pay and play swimming is the Queen’s Diamond Jubilee Centre (QDJC). The Rugby School pool is available during limited hours for club training and registered members, whilst the Bilton Grange School pool is only available for club swimming and lessons and has restricted opening hours. The other pools are commercial and only available to registered members.
- 4.51 It is estimated that the QDJC pool is running close to 70% utilised capacity, which Sport England considers to be “busy”, and that the pools at Rugby School and Bilton Grange are also close to being fully utilised during their opening hours, though this is often with club and swimming lesson use. The commercial pools appear have lower levels of utilised capacity.
- 4.52 There is some import/export of swimmers across the authority boundaries, into Rugby by Daventry district, and outwards to Coventry, Nuneaton and Bedworth, Hinckley and Bosworth, and Harborough districts. However the total number of exported swimmers is relatively low because the adjacent districts draw mainly from the rural areas of the borough. There is very limited capacity in the adjacent authority areas to cater for any future additional demand arising from Rugby Borough.

Assessment of Future Needs

- 4.53 At present there are no known likely changes to the swimming pool network within Rugby Borough, and outside of the authority only Coventry has firm plans to change its network of pools.

Extrapolating current demand and current supply

- 4.54 The current estimated demand for swimming pool water space at peak time, as calculated by the Facilities Planning Model is approximately 1,094.89 sq m of water space, including space for the FPM’s “comfort factor”. This calculates to demand of 10.55 sq m water space per 1000 at peak time.

- 4.55 The agreed modelling approach towards participation, increasing the demand by 0.5% pa gives a rate of provision per 1000 of 11.13 sq m water space for 2026, rising to 11.39 sq m water space by 2031. If these rates are then applied to the anticipated new populations with the two different housing scenarios, the minimum water space demand would be:
- For 540 dwellings
 - 2026 population of 121,461: 1,352 sq m
 - 2031 population of 129,229: 1,472 sq m
 - For 660 dwellings
 - 2026 population of 124,475: 1,385 sq m
 - 2031 population of 132,435: 1,508 sq m
- 4.56 The review of the adjacent authorities' strategies suggest that Rugby Borough needs to meet its own swimming requirements, as only a small proportion of rural residents can access pools in the adjacent authorities. Furthermore, new housing proposed for these adjacent authorities will mean that there is additional pressures on the pool stock.
- 4.57 The current provision as assessed by the Facilities Planning Model is 1,317 sq m of water space at peak time. This amount of water space is therefore less than will be required by the expanding Rugby Borough community by 2031, by 35–191 sq m.
- 4.58 This simplistic approach however takes no account of the location or accessibility of the pools, and neither does it take into account the potential impact of the ages of residents in the urban area compared to the more rural parts of the borough. It is expected that the demand for swimming pool space will continue to grow most significantly in the urban area where there are more people in every age group, whilst the more rural parts of the borough will have an aging population and slightly falling demand. The more rural parts of the borough will also have continuing access to pools in the adjacent authorities, although the amount of exported swims is low and is expected will continue to be so.

Sports Facilities Calculator

- 4.59 To assess the demand for swimming pool space from new housing sites, Sport England's Sports Facilities Calculator (SFC) is the most appropriate and accurate tool. The following table in Figure 14 uses the SFC to estimate the amount of swimming pool space which would be justified in relation to the anticipated new housing up to 2031. A participation rate of growth of 10% has been applied for the period up to 2031, and 5% for the period up to 2026 because the SFC works on 5% intervals.
- 4.60 The population profile used in the model is that agreed with Rugby Borough Council.

Figure 14: Sports Facility Calculator for Swimming Pools

	Cumulative totals to plan date dwellings						Cumulative totals to plan date population @ 2.34 housing multiplier			Swimming pools (sq m water space)	
	Cumulative totals to plan date dwellings			Cumulative totals to plan date population @ 2.34 housing multiplier			2026 @ 5%	2031 @10%			
	2021	2026	2031	2021	2026	2031					
Coton Park East, Rugby	90	90	90	211	211	211	2.33	2.33			
Coton Park East Phase B1 & B2*	150	150	150	351	351	351	3.87	3.87			
Calvestone Road, Cawston Grange	27	27	27	63	63	63	0.69	0.69			
Cawston Grange, Rugby	96	96	96	225	225	225	2.48	2.48			
Leicester Road, Rugby	467	504	504	1093	1179	1179	13.00	13.00			
Priory Road, Wolston	80	80	80	187	187	187	2.06	2.06			
Cawston Extension	420	600	600	983	1404	1404	15.48	15.48			
Former Ballast Pits	76	76	76	178	178	178	1.96	1.96			
Bilton Grange	50	50	50	117	117	117	1.29	1.29			
Cawston Lane	220	250	250	515	585	585	6.45	6.45			
Coton House	76	76	76	178	178	178	1.96	1.96			
Part of former Bilton Bypass land rear of 314-322 Bilton Road	11	11	11	26	26	26	0.29	0.29			
Gateway SUE	510	860	1129	1193	2012	2642	22.19	30.08			
Rugby Radio Station	1300	3050	4750	3042	7137	11115	78.7	126.57			
Former Warwickshire College	131	131	131	307	307	307	3.39	3.39			
Ambulance Station, Brownsover Lane	29	29	29	68	68	68	0.75	0.75			
Tebbs	14	14	14	33	33	33	0.36	0.36			
Back Lane South, Long Lawford.	112	112	112	262	262	262	2.89	2.89			
Unallocated housing (sites to be confirmed)	1015	1368	2049	2375	3201	4795	35.3	54.6			
							195.44	270.5			

- 4.61 The SFC therefore suggests that the new housing growth up to 2026 will alone generate demand for approximately 195 sq m of water space, and that this will rise to around 270 sq m by 2031.
- 4.62 Looking at the changing demand within the urban area, again using the Sport Facilities Calculator with the agreed population structure and changes in participation, it is clear that the demand for water space in swimming pools under the 540 dwellings per year housing scenario rises to 1,260 sq m by 2031 if the participation increases are achieved, but to 1,145 sq m even if the rate of participation stays the same, see Figure 15.
- 4.63 The total amount of water space in Rugby, all of which is in the urban area, is 1,749 sq m, so this suggests that the amount of water space within the urban area potentially meets the needs of the urban area up to 2031. The scenario test has not been run at 660 dwellings because of the high capacity.

Figure 15: Demand from housing in the urban area to 2031

	Unit of measurement for facility	2015	2021		2026		2031	
Population in urban area at 540 dwellings scenario		84439	94202		102381		110243	
% increase in participation applied		0%	0%	5%	0%	5%	0%	10%
Swimming pools	Sq m water space	883	1002	1052	1053	1106	1145	1260

4.64 This assessment (an increase in demand of between 262 sq m and 377 sq m) can be compared with the simplistic extrapolation above in para 4.55, which suggested that the total extra demand for swimming pool space across the authority could be between 377 sq m and 413 sq m by 2031. The higher figure produced by the extrapolation is because it includes all of the population of the borough and also assumes that there is a general increase in participation. The higher figure also takes into account the higher housing growth scenario of 660 dwellings per year.

Summary of modelling findings

4.65 The current high level of swimming pool provision in Rugby Borough means that there is currently sufficient capacity to meet all of the demand at peak time. There is therefore no justification at this time for any additional swimming pool space.

4.66 However there is significant reliance on school facilities, particularly for club swimming. Only the QDJC is fully secure for community use and also available during the school day.

4.67 In the longer term there will be an increase in demand for pool space, particularly if the higher participation rates are achieved. Most of this demand will arise in the urban area, within which all of the pools are located. Although there is sufficient capacity to meet the needs of the urban area population by 2031 in the existing pool network, there may not be sufficient to meet the needs of the authority as a whole, particularly if the increase in participation is achieved.

4.68 The existing total amount of water space available at peak time is 1,317 sq m (from the FPM model report). The new demand may be between 1,472 and 1,508 sq m, depending on the housing scenarios, if the increase participation rates are achieved, and assuming the balance between the import and export of swimmers across the authority borders is small. The potential shortfall of swimming pool space is therefore between 155 and 190 sq m by 2031, depending upon the amount of housing growth.

- 4.69 This simplistic assessment does not take into account the distribution of the pools nor their management, and effectively assumes that all pools are equally accessible. Although theoretically some of the extra demand might be met through extending the community use hours of Bilton Grange and Rugby School pools, there seems little realistic opportunity to do so. There is spare capacity in the commercial pools, but these are not suitable or available for all types of community use.
- 4.70 This modelling also does not take into account the impact of the aging population of the existing areas of the borough, particularly in the rural areas. In other places, for example around Daventry town, the planned housing growth is expected to be balanced out by this aging, and no new swimming pool facilities are required in the period up to 2029.
- 4.71 This modelling does not take into account the identified cross-boundary movement of swimmers, into Rugby from its surrounds such as Daventry district, and out of the authority from the rural areas of the borough. In future the pools in the urban area of Rugby Borough may see some additional demand from the adjacent authorities, but this is not likely to be significant, as for example, Daventry District's recent FPM scenario test suggests that there may be a slight fall in the export of swimmers to Rugby by 2029, in part due to their aging population in their rural areas. The current export of swimmers from the borough is mainly from the rural areas, and the future swimming demand is likely to be fairly stable here.

Meeting the needs of the future

- 4.72 No new pools are proposed to be developed in Rugby or in the adjacent authorities with the exception of Coventry. The pool network with the existing opening hours and use policies are expected to stay approximately the same into the longer term. It is however noted that the pool at Bilton Grange School is an aging facility and its long term future has yet to be considered by the school should it face major capital requirements.
- 4.73 The impact of the proposals in Coventry will need to be more fully assessed once the housing both in Rugby and Coventry, and the pool proposals, are more fully confirmed. Once these are known, it will be possible to better determine if the shortfall by 2031 of pool space can in fact be met by greater export of swimmers to the proposed Coventry pools.

Future proofing the strategy – planning standards

- 4.74 Although the assessment above suggests that there is sufficient capacity in the existing pools network, it is important to have “standards” against which new, unanticipated housing sites can be assessed to determine the additional demand which will be generated. The amount of demand expected to arise can then be considered in relation to the accessibility of suitable facilities, and the capacity of

the existing network. Taking this approach “future proofs” the strategy, until a full formal review of the strategy can be undertaken.

Standard for quantity

- 4.75 The modelling findings of the SFC suggest that a rate of provision per 1000 for individual housing developments should be 11.39 sq m water space per 1000, based on the population profile for 2031 and a participation rate of growth 10% over the period.

Standard for accessibility

- 4.76 The majority of swimming pool users in Rugby will travel by car, and Sport England research shows that people will travel for up to 20 minutes by car to reach a pool. A formal planning standard of 20 minutes drive time is therefore proposed.

Standard for design and quality

- 4.77 The quality and design of facilities should reflect current best practice, including design guidance from Sport England, the ASA and other relevant national governing bodies.

Conclusions and Recommendations

Current supply and demand

- 4.78 The amount of water space in Rugby is slightly higher than that required by the community for swimming, and everyone should have good access to a pool. However there is limited pay and play access and both clubs and commercial swimming lesson providers are rely on school pools. The clubs are successful and have some swimmers participating up to national level.

Future requirements

- 4.79 There is sufficient capacity at the present time to meet the current demand for swimming. By 2031 the balance between supply and demand for swimming is much closer, and some additional water space may be justified. However the amount of unmet demand based on the current housing proposals may be insufficient to justify a new community facility.
- 4.80 However if additional housing is identified in the borough which has not been included to date within this strategy, and once the Coventry pool proposals are clarified, then a Sport England scenario test using the Facilities Planning Model should be used to confirm the best fit future facility network.

Recommendations

4.81 The need for additional swimming pool space should be kept under active review to take account of:

- Additional housing, not included within this report
- Changes in the existing pool network within the Borough
- Changes in the pool network in Coventry
- The demand for swimming, and particularly if the 0.5% pa increase in participation is achieved.

4.82 In relation to new housing developments which have not been included within this assessment, the standards to assess the amount of demand which will arise from the development, the accessibility to swimming pool space, and the expected quality of the facility are:

- 11.39 sq m water space per 1000 (fully available to the community at peak time i.e. weekday evenings and weekends) for new housing developments
- 20 minutes drive time catchment
- Design and quality standard to meet Sport England and the relevant national governing body standards.

SECTION 5: FITNESS FACILITIES

- 5.1 This section considers indoor fitness facilities, both fitness gyms and studio spaces. The latter being multi-purpose rooms used for a range of fitness activities and dance, and which are usually an integral part of any leisure centre or commercial fitness site.
- 5.2 The provision of health and fitness facilities (typically including fitness stations) is potentially a key element in achieving increased participation in physical activity. However there is no simple way of assessing participation in individual gym and fitness activities, nor the spaces they need. One method in relation to indoor facilities is to analyse the provision per 1000 people of the fitness facilities which have a number of 'stations'. A station might be for example a single treadmill. In relation to outdoor fitness/green gym facilities, there are no formalised or standardised methodologies which enable modelling on their expected use.
- 5.3 The Inclusive Fitness Initiative (IFI) encourages equipment and facilities to be fully accessible to people with a range of disabilities.
- 5.4 There are no National Governing Bodies for fitness and gym activities.

Participation in fitness activities

- 5.5 Indoor gyms and studios attract all socio-economic groups and a wide spread of ages. Overall more women take part, including in fitness classes, than men, and most people are aged under 45 years. The more expensive private sector clubs usually provide for the more affluent, whilst local authority facilities and commercial pay-and-play facilities provide for a wider social range, albeit with potentially less facility investment or lower intensity staffing.
- 5.6 The Sport England Active People Survey concludes that the top activity in Rugby is gym (including activities such as fitness classes), with fitness/conditioning as the fifth most undertaken activity (this includes weight training, running machines, cross training and circuit training). The rates of participation in gym activities in Rugby are above both the regional and national average rates, and appear to be increasing.

Current provision

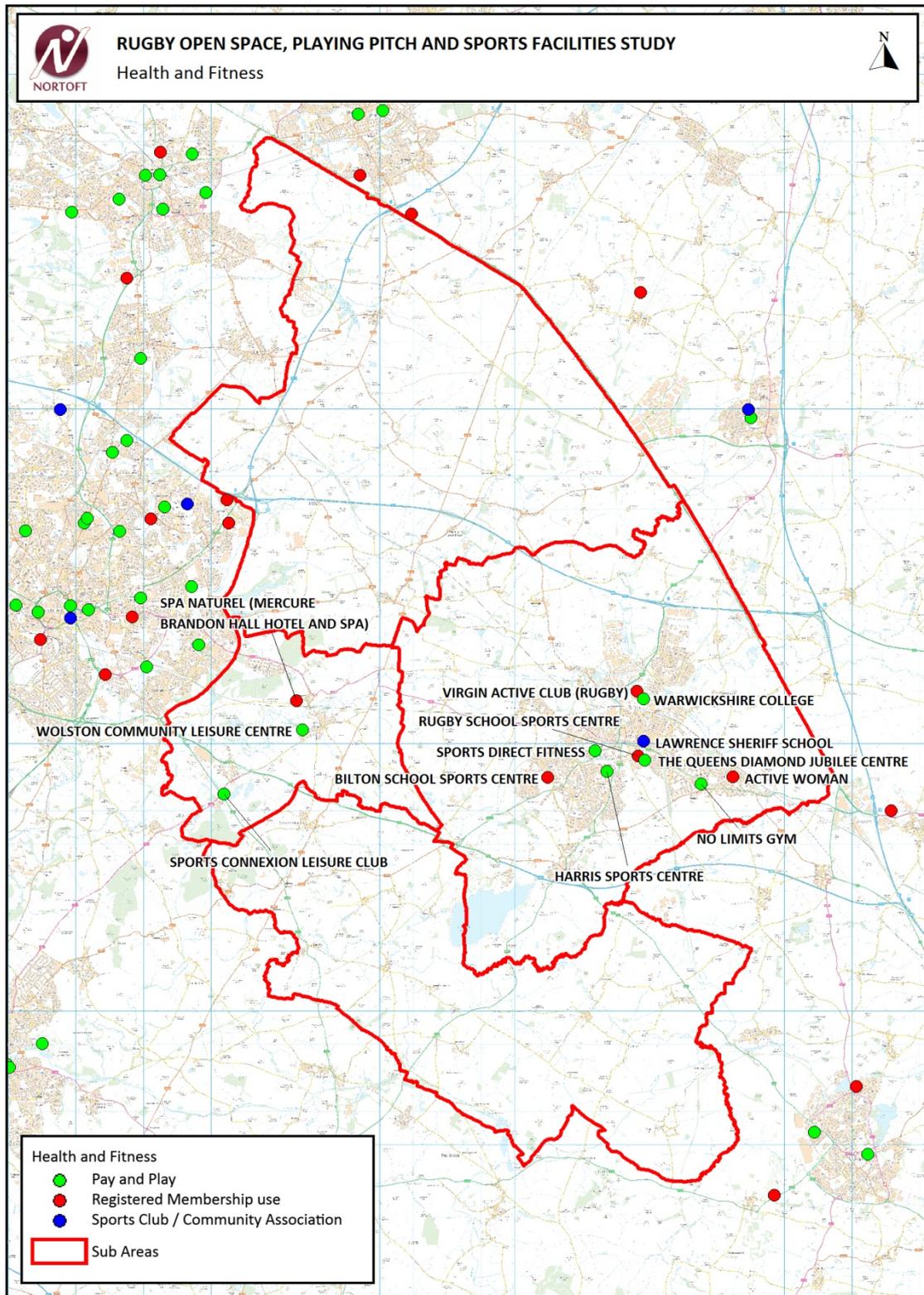
- 5.7 In 2015 there were 13 health and fitness sites with public access in Rugby with a total of 617 fitness stations and 10 studios (see Figure 16). Since the audit there have been two additional fitness centres developed; Anytime Fitness and Exercise4Less. The distribution of the sites, even without these 2 additional venues, means that everyone with access to a car can reach a fitness gym within about 15

minutes drive time (see Figure 17). The QDJC gym is an accredited Inclusive Fitness gym.

Figure 16: Health and fitness - provision in 2015

Site Name	Stations	Studios	Access Type	Ownership Type	Management Type
ACTIVE WOMAN	30		Registered Membership use	Commercial	Commercial Management
BILTON SCHOOL MATHS AND COMPUTING COLLEGE	30	1	Registered Membership Use	Academies	School/College /University (in house)
LAWRENCE SHERIFF SCHOOL	18	1	Sports Club / Community Association	Voluntary Aided School	School/College /University (in house)
HARRIS SPORTS CENTRE	36	1	Pay and Play	Academies	School/College /University (in house)
NO LIMITS GYM	35		Pay and Play	Commercial	Commercial Management
RUGBY SCHOOL SPORTS CENTRE	35		Registered Membership use	Other Independent School	School/College /University (in house)
SPA NATUREL (MERCURE BRANDON HALL HOTEL AND SPA WARWICKSHIRE)	34		Registered Membership use	Commercial	Commercial Management
SPORTS CONNEXION LEISURE CLUB	60	2	Pay and Play	Commercial	Commercial Management
SPORTS DIRECT FITNESS (RUGBY)	90	2	Registered Membership Use	Commercial	Commercial Management
THE QUEEN'S DIAMOND JUBILEE CENTRE	100	1	Pay and Play & Registered Membership	Local Authority	Trust
VIRGIN ACTIVE CLUB (RUGBY)	100	2	Registered Membership Use	Commercial	Commercial Management
WARWICKSHIRE COLLEGE (RUGBY CENTRE)	19		Pay and Play & Registered Membership		
WOLSTON COMMUNITY LEISURE CENTRE	30		Pay and Play		

Figure 17: Indoor fitness station facilities in Rugby 2015



- 5.8 There is no easy way of assessing the balance in supply and demand, however as over 60% of the fitness gyms with fitness stations are based at commercial sites, it can be assumed that the demand for facilities balances the supply.
- 5.9 The approach towards the capacity assessment for fitness facilities is set out in Appendix 2.

Consultation findings

- 5.10 The only throughput information which is available is from the QDJC, which reached over 4000 members in 2015, equating to more than 40 members per station. This was considered by the operator and by Rugby Borough Council to be running at more than a comfortable maximum capacity, and it now appears that the membership has fallen slightly for 2016. The throughput at the gym facilities at QDJC is more than double that of the previous Ken Marriott Leisure Centre, which the QDJC replaced.
- 5.11 The Wolston Community Leisure Centre is also actively considering the expansion of the current fitness gym area in order to increase the number of stations available. This is because they are running at full capacity during both the peak times, and on occasion, through the weekday day times.

Modelling

Market Segmentation and sports development

- 5.12 Fitness gym and related activities appeal to a number of the largest Market Segment groups in Rugby, and will include activities such as: gym, step machine, yoga, pilates, body combat, gym running, aerobics, and exercise bike. This level of interest will help to retain the relative high levels of health and fitness provision within the borough.

Comparator authorities' provision

- 5.13 Using the data available on Active Places it is possible to compare the general levels of facility provision for Rugby with its CIPFA benchmark authorities and its geographical neighbours. This broad comparison provides a useful general feel for the amount of provision in the authority in 2015, see Figure 18.

Figure 18: Comparator authorities' health and fitness provision at 2015

Nearest Neighbour	Population at 2015 (ONS figure, at 2012)	Health and Fitness (number of stations)		Studios (number of)	
		Total	Per 1000 people	Total	Per 1000 people
Rugby Borough	100,751	587	5.83	9	0.09
CIFA benchmark authorities					
East Northamptonshire	88,500	192	2.17	7	0.08
East Staffordshire	116,600	581	4.98	13	0.11
High Peak	92,100	516	5.60	9	0.10
Kettering	97,500	584	5.99	13	0.13
Geographical neighbours					
Hinckley and Bosworth	107,900	464	4.30	7	0.06
Harborough	88,200	335	3.80	8	0.09
Blaby	95,900	408	4.25	9	0.09
Daventry	79,400	374	4.71	5	0.06
Warwick	140,200	598	4.27	11	0.08
Stratford on Avon	122,100	623	5.10	16	0.13
Nuneaton and Bedworth	127,700	611	4.78	9	0.07
Coventry	336,900	2140	6.35	25	0.07
West Midlands	5,731,200	30937	5.40	486	0.08
England	54,613,000	328801	6.02	5305	0.10

5.14 This table suggests that the amount of fitness station provision is of a similar order per 1000 population to that in Kettering and High Peak, but is higher than the West Midlands average, and lower than the national average. The number of studios per 1000 is slightly below the average for the CIPFA benchmark authorities, but falls between the regional and national averages of provision.

Summary of current situation

5.15 The fitness and gym provision in Rugby is at around similar levels to those of the national and regional average provision, and to similar authorities.

5.16 The fitness gym market reacts quickly to changes in demand within any locality, with sites changing their offer, opening or closing as the market fluctuates. In Rugby Borough, with over 60% of the provision being made by commercial operators, it is likely that the demand for this type of sports facility is being matched with the supply.

Assessment of Future Needs

5.17 At present there are no major anticipated changes to the facility network within or on the boundaries of the authority, and the use of schools by the community is expected to continue largely as it does at present.

Extrapolating current demand and current supply

5.18 The 2015 rates of provision in Rugby were 6.12 fitness stations and 0.10 studios per 1000. With the agreed modelling rate of 0.5% per annum growth in participation, this gives expected rates of demand for fitness provision in 2031 of 6.61 stations per 1000, and 0.11 studios.

5.19 If these rates are applied to the anticipated new populations with the two different housing scenarios, the demand is expected to be:

- For 540 dwellings
 - 2026 population of 121,461: 803 stations, 13 studios
 - 2031 population of 129,229: 854 stations, 14 studios
- For 660 dwellings
 - 2026 population of 124,475: 823 stations, 14 studios
 - 2031 population of 132,435: 875 stations, 15 studios

5.20 Given the capacity assumption that the supply of these facilities almost directly matches the demand as it changes, this would mean the need for an additional 186–258 stations, and 3-5 studios by 2031. As the larger commercial fitness gym facilities often have over 100 fitness stations plus studio spaces, this may simply mean the development of two further facilities in the period up to 2031.

5.21 With the growth in housing being largely focussed in the urban area of Rugby, it is expected that these new facilities will therefore be located within the town.

Meeting the needs of the future

5.22 The facility network in Rugby is expected to alter over time as the commercial facilities open and close according to the market. However the overall level of provision is expected to grow as the population increases and there is new demand.

5.23 Wolston Community Leisure Centre is exploring the opportunity to increase the fitness gym space to enable more fitness stations to be provided. The size of this is uncertain, but the number of additional stations is likely to be fairly limited because of the area available. Changes here will not therefore have a significant impact on the overall picture of fitness provision.

Future proofing the strategy – planning standards

- 5.24 The majority of fitness provision will be provided by the commercial sector, responding to the demand as it grows. However it is still useful to have planning standards which can help assess the likely future demand arising from a new housing development.

Standard for quantity

- 5.25 The proposed rate of provision for indoor fitness stations is 6.61 stations per 1000 for the period up to 2031, based on the current rate of provision of 6.12 stations per 1000 and allowing for an 0.5% per annum increase in participation.
- 5.26 The proposed rate of provision for studio space is 0.11 studios per 1000 for the period up to 2031. This is a small increase on the current 0.10 studios per 1000, again to allow for an increase in participation at 0.5% per annum.

Standard for accessibility

- 5.27 A 15 minute drive time catchment is appropriate for indoor fitness facilities in Rugby, and reflects the maximum travel time of most of the residents in the borough, either to a facility within the authority, or over the border.

Standard for design and quality

- 5.28 The quality and design of facilities should reflect current best practice, including design guidance from Sport England. This should apply to refurbishment proposals as well as new build.
- 5.29 The area for each indoor fitness station is taken to be an average of 5 sq m. It is appropriate that developers should be asked for a contribution towards the building cost for the health and fitness space, but not the equipment which is often supplied on a contract basis.

Conclusions and Recommendations

Current supply and demand

- 5.30 Rugby has about a similar level of fitness station and studio provision compared to its comparator authorities and the regional and national averages. With over 60% of the supply being provided by the commercial sector, it is assumed that the demand is being met by the supply.
- 5.31 Everyone with access to a car can reach a fitness facility with fitness stations within 15 minutes' drive time.

5.32 The commercial sector reacts quickly to fitness market, changing the offer and opening/closing as the market fluctuates. The facilities recorded in this report can only therefore be a snapshot in time.

Future requirements

5.33 In relation to fitness facilities there will be a need for both additional fitness stations and studio space to cater for the demand up to 2031. This is likely to be in the order of 185-260 stations and 3-5 studios. The majority of this demand is expected to be met by the commercial sector, with new facilities and changes to the existing provision being made as the market dictates.

5.34 On a small scale and for the immediate future, there is justification to expand the fitness provision at the Wolston Community Leisure Centre.

5.35 There is already, and may be further potential, to use green gyms and outdoor fitness trails to improve the fitness facility opportunities as several sites in Rugby, but these would require a more detailed assessment of their costs and benefits.

Recommendations

5.36 The delivery priorities are:

- Expand the fitness facilities at Wolston Community Leisure Centre
- Enable further commercial sector provision of health and fitness facilities.

5.37 In relation to new housing developments not included within this strategy, the scale of the new demand and the capacity of the network to accommodate it, should be assessed using the following planning standards:

- 6.61 indoor fitness stations per 1000
- 0.11 studio per 1000
- 15 minute drive time catchment
- The quality and design of facilities should reflect current best practice, including design guidance from Sport England. This should apply to both new facilities and refurbishment.

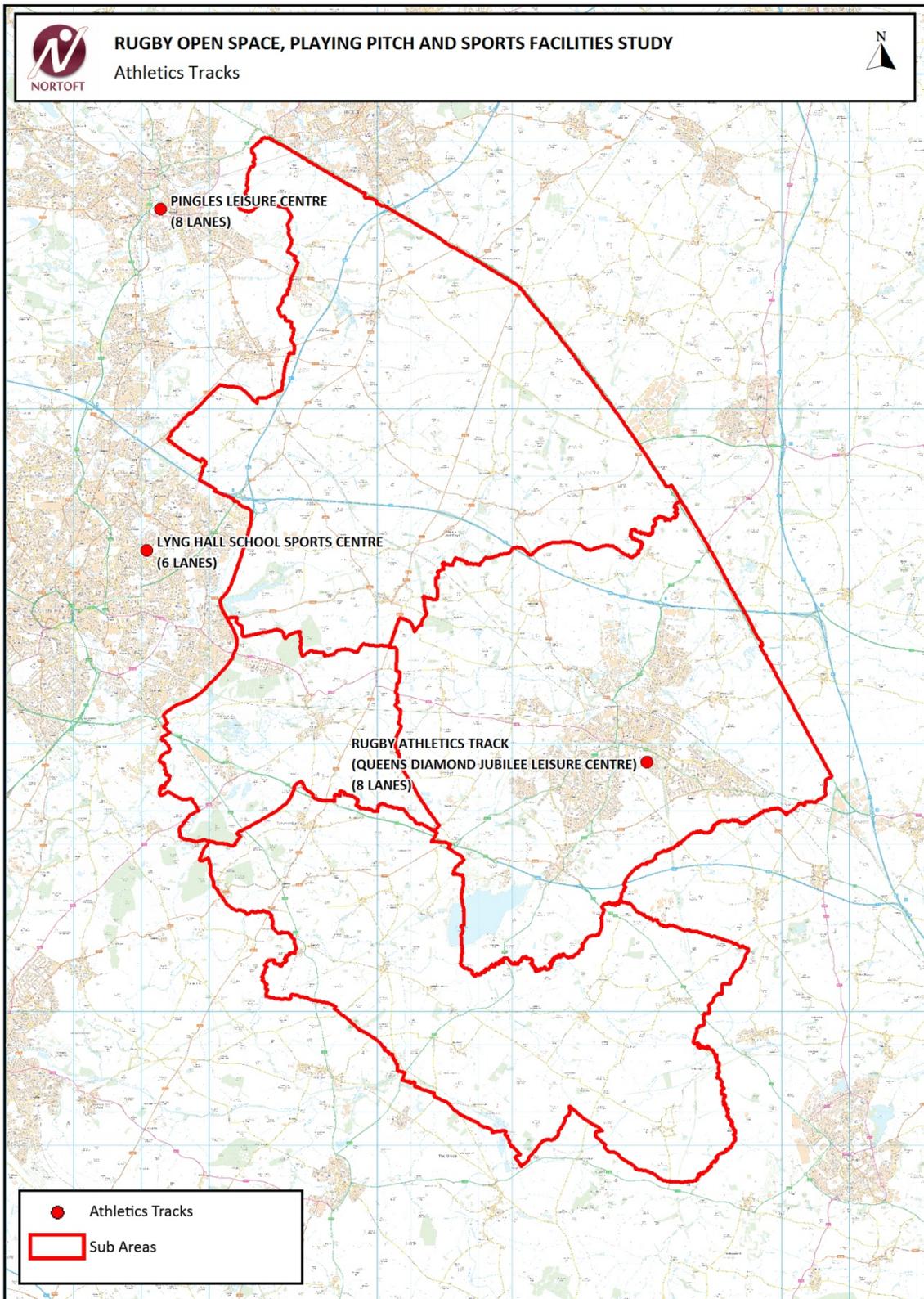
SECTION 6: ATHLETICS

- 6.1 Participation in athletics which includes athletics field, athletics track, running track, running cross-country/road, running road, running ultra-marathon, and jogging has increased nationally during the period 2007/08 to 2014/15 from 1.6 million adults taking part at least once a week to 2.3 million. Athletics generally attracts more men (60%) than women (40%).
- 6.2 The size of the survey undertaken by Sport England means that the smallest area for which there are reasonably good statistics is the Coventry, Solihull and Warwickshire combined area. Here the trends towards more athletics activity seem to be following the national trend, with a gradual increase in the number of people taking part.
- 6.3 Other research by Sport England has shown that about 10% of athletics activity takes place at a track, with 90% elsewhere. There is therefore a need to consider both synthetic athletics track provision and other athletics needs across the borough.

Current provision

- 6.4 There is one athletics track in the borough, still known as the Ken Marriott Centre in the UK Athletics track certification listing. This is adjacent to the QDJC and has “Full UKA Certification for Competition – Able to host events at all permit levels in all events”, as at April 2016. The Rugby and Northampton Athletic Club have a 20 year lease for the track.
- 6.5 The track is mapped in Figure 19, which also shows the location of the nearest tracks in Coventry and Nuneaton. A new (replacement) Northampton track is currently under construction at Moulton College and is due to open in summer 2016. This is about 21 miles from the track at Rugby, and about 40 minutes drive.

Figure 19: Athletics tracks map



Consultation findings

Club comments

- 6.6 The Rugby and Northampton Athletics Club responded to the club survey. The club currently has around 990 members, of which about 45% live in the borough, i.e. around 450 members. The club does not have a waiting list but the club has grown in the last 5 years, and expects to grow further in the forthcoming years.
- 6.7 However, when the Moulton College track is opened in 2016, around 300 of the club members are expected to relocate to this new track, mostly those living in or close to Northampton.
- 6.8 The club has definite plans to expand the clubhouse in Rugby to meet the needs of its membership, including a first floor and remodelling, and extension of the ground floor. The track and clubhouse storage is also too limited, and there is no loading bay from which to move kit.
- 6.9 Another issue for the club is the lack of specialist indoor training, as young talented athletes transfer to clubs such as Birchfield Harriers in Birmingham in order to access such facilities.

National Governing Body comments and strategies

- 6.10 There are two governing bodies overseeing athletics in England, England Athletics and UK Athletics. The latter has recently produced its new facilities strategy, which sets a new set of principles for the delivery of athletics in the home nations.

UK Athletics Facilities Strategy 2014-2019

- 6.11 This has two main sections; Track and Field, and Running Facilities. In relation to Track and Field, UK Athletics have recognised a need to make the current network of outdoor tracks more sustainable, and also a need for the development of "Compact Athletics Facilities" which are designed to encourage and support entry level track and field athletics. These simple facilities are expected to be flexible in design and provide basic run/jump/throw opportunities. There are no set layouts or requirements, so there are no set costs. However co-location with other facilities or sports is encouraged.
- 6.12 UK Athletics are seeking access to appropriate indoor training opportunities year round, ideally within a 20 minute drive time. These facilities would be expected to be multi-purpose in areas such as Rugby.

- 6.13 In relation to other running facilities, the UK Athletics strategy focuses on supporting new running facility solutions in areas where the removal of physical barriers will help unlock latent demand. UK Athletics are proposing three levels of routes; beginner fitness routes (Greenline) primarily in city areas which are designed to be safe and well-marked for absolute beginners; marked national running routes that provide easy access to local running/jogging opportunities; and closed circuit training and competition routes which are traffic free. The Greenline and marked routes approach are already being promoted and implemented by Run England, part of England Athletics.

England Athletics' Strategic Facilities Plan 2012-2017

- 6.14 This strategy identifies priority locations for England Athletics investment which are mainly large cities, and therefore does not include Rugby. The key points from the England Athletics strategy are drawn out below.

Road and Off-Road Running

- 6.15 The development and promotion of at least one measured running route in every town or city with a population of over 100,000 by 2017.
- 6.16 Rugby town's population was just over this figure in 2011, and the opportunities presented by the borough are significant, and including Draycote Water and some of the green corridor routes. The current national focus on this type of running could offer Rugby significant potential by supporting local routes in and around the town, and out to the rural areas. The borough may also wish to actively explore the option of developing longer marked running routes and/or closed circuit routes in appropriate locations, the latter in conjunction with Run England.

Track and Field

- 6.17 The England Athletics' facility priorities for 2012-2017 include the upgrading of field event facilities and equipment, clubhouse modernisation projects, access improvements for disabled athletes, and track floodlighting.

Indoor Facilities

- 6.18 Sports halls are a key component of club athletics activity and are a vital resource, particularly during the winter months for circuit training and other forms of fitness training. Although multi-purpose, they provide indoor space for sports hall athletics, entry level activities for young people, and a range of other athletics training and learning programmes. The hall at QDJC can provide for this need as it is adjacent to the track.

Modelling

Market Segmentation and sports development

- 6.19 The Market Segmentation information from Sport England suggests that athletics (including jogging etc.) is a sport undertaken by several of the largest Market Segments in Rugby, although this is often considered the 4th or 5th most appealing sport.
- 6.20 In relation to wider sports development, athletics are offered via schools, both outdoor and indoor in the form of sports halls athletics.

Comparator authorities' provision

- 6.21 Using the data available on Active Places it is possible to compare the general levels of facility provision for Rugby with its CIPFA benchmark authorities and its geographical neighbours. This comparison suggests that about half of the authorities currently have a track, and the rate of provision is about in line with the comparators, as well as with the regional average. The current rate of provision is higher than the national average.

Assessment of Future Needs

- 6.22 No changes are expected to the athletics track facilities in the adjacent authorities, but the development of the track at Moulton College will see a significant proportion of the athletics club membership relocating to Northampton.
- 6.23 The current rate of provision per 1000 of athletics track facilities in Rugby is 0.01 tracks per 1000 population, so the planned increase in population in the borough is well below a level where a new facility would be justified, even with a 0.5% increase in participation.
- 6.24 The club's desire for an indoor training facility is not specifically supported by the strategy approach of the national governing bodies, who instead are placing emphasis on multi-purpose facilities. However should an opportunity arise, then this would no doubt enhance the club's activities.
- 6.25 The development of marked running routes in Rugby may offer a real opportunity for the borough. There are a number of traffic free routes already in existence, and there may be opportunities to develop these further, possibly including the track around Draycote Water.

Future proofing the strategy – planning standards

6.26 A formal planning standard is not appropriate for athletics facilities in Rugby.

Conclusions and Recommendations

Current supply and demand

- 6.27 Rugby hosts an active athletics club with around 990 members, of which around 45% come from the borough. As the club draws members from both Northampton and Rugby, it is expected that around 300 members may relocate to the new track at Moulton College when that opens later in 2016.
- 6.28 The 8 lane track is good quality and has “Full UKA Certification for Competition – Able to host events at all permit levels in all events”.
- 6.29 In terms of the attractiveness of athletics to the residents of Rugby Borough, this type of activity is appealing to several of the largest market segment groups, though only about 10% of all athletics activity (which includes jogging/running) probably takes place at the track itself. The existence of traffic free pedestrian routes and the opportunities for running in parks and open spaces, is therefore also at least or more important in Rugby than the formal track facilities.

Future requirements

- 6.30 The demand for athletics will increase up to 2031 with more housing in Rugby and a growing interest in the activities. However as the club “splits” later in 2016, there will be sufficient spare capacity at the Rugby track to cater for all new demand up to 2031.
- 6.31 There is also a clear need to support the non-track based athletics activity in the authority, and England Athletics is supporting a measured route approach. Although Rugby is not a priority authority for these for NGB funding, the opportunities presented by the borough’s open spaces and the traffic free pedestrian and cycle routes could be significant, and could be a good way of encouraging more active use of these outdoor spaces.

Recommendations

- 6.32 The delivery priorities are:
- The existing 8 lane track should be retained and kept at the current certification status.
 - If justified by the club, the clubhouse and ancillary facilities on the site should be improved.

- Improvements to the car parking arrangements at the QDJC site should be explored.
- The development of measured walking and running routes in association with England Athletics and other partners, utilising open spaces, parks and traffic free routes.

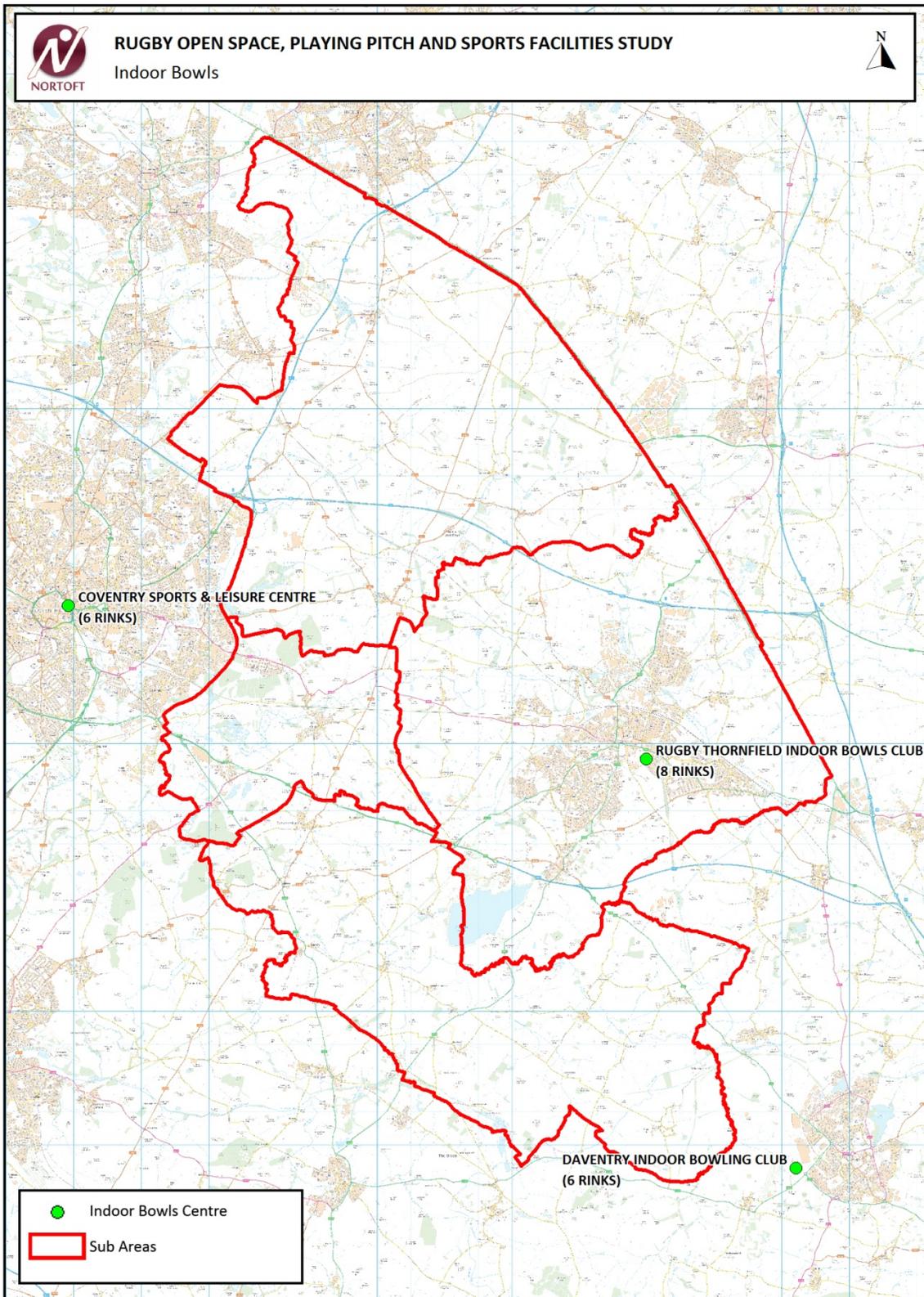
SECTION 7: INDOOR BOWLS

- 7.1 National level research demonstrates that bowls is one of the very few sports which primarily attracts older people (55 years plus), and that it draws the largest proportion of its players from the higher socio-economic groups. Sport England estimates that nationally about 264,000 adults take part in bowls at least once a week, but there is no specific split between indoor bowls and outdoor.
- 7.2 Indoor bowls is not universally popular throughout England and there are significant regional variations in the provision of indoor bowls centres across the country. Historically, indoor bowls in specialist centres has proved more popular in areas of England where the outdoor game is 'flat green' rather than 'crown green', and the bowling in Rugby is flat green.
- 7.3 In terms of the trends in indoor bowls and bowls generally at the more local level, the Active People Survey sample size is too small even at the County Sports Partnership level to provide any real guidance. However it is known that the number of members in the outdoor clubs across Rugby has slowly declined in recent years.
- 7.4 Indoor bowls greens at specialist centres normally have multiple rinks, but these can vary in number. Two is probably the smallest usable size, but the larger sites often have 8 rinks or more. An average indoor bowling facility of 8 rinks in size can probably cater for up to a 1000 members.

Current provision

- 7.5 There is one specialist indoor bowls centre in Rugby, the Thornfield Indoor Bowls Club, which has 8 rinks. The location of this site and the indoor bowls centres in Daventry and Coventry, mapped in Figure 20, means that everyone with access to a car can reach a site with a 20 minute drive time.
- 7.6 The village and community hall network is also providing a significant level of opportunity for many people in terms of short mat bowls, particularly in the more rural areas of the borough.

Figure 20: Indoor bowls map



Contains Ordnance Survey data © Crown copyright and database right. 2015.

Consultation findings

Club comments

- 7.7 The Thornfield Indoor Bowls Club responded to the survey. The club currently has around 440 members, of which 380 are aged 45+ years. Around 80% of the club membership is drawn from the borough. The club does not have a waiting list and the club membership has stayed about the same over the last 5 years. The club has a sports development plan in place and expects to grow in the next 5 years.
- 7.8 The club has a secure lease on their site and own their building, which is in use daily. The facility is generally good but with average quality changing and ancillary facilities. The main issue of concern is a lack of car parking and the threat of the introduction of car park charges as the site is shared with both the QDJC and the athletics track.

National Governing Body comments and strategies

- 7.9 The national governing body for indoor bowls is the English Indoor Bowling Association (EIBA) which forms part of the Bowls Development Alliance (BDA). For the period 2013-2017 the BDA has secured funding from Sport England to: grow participation across the adult population aged 55+ years; to provide excellent sporting experiences for existing participants in order to retain membership levels, and; to grow participation of those who have disabilities. The funding is targeted each year at a specific area and for the period 2013-2015 these included Rugby, coordinated by Coventry Solihull and Warwickshire Sport.

Adjacent authority strategy findings

- 7.10 The future of indoor bowls in Coventry is uncertain as the facility is part of the Coventry Arts and Leisure Centre, which is now due to close. No alternative provision has yet been determined.
- 7.11 The indoor bowls centre in Daventry is reasonably accessible from the south side of Rugby town including the Dunchurch and Hillmorton areas, and the rural area to the south. It has significant spare capacity, and may attract some players from Rugby.
- 7.12 The other adjacent authority strategies do not assess indoor bowls provision but the facilities in these authorities are too far away from most of Rugby Borough to offer a significant opportunity to Rugby residents.

Modelling

Market Segmentation and sports development

7.13 The Market Segmentation information from Sport England suggests that bowls is played by three of the larger Market Segments in Rugby, but that there would be limited take up by the other groups, even if given the opportunity.

Comparator authorities' provision

7.14 Using the data available on Active Places it is possible to compare the levels of indoor bowls centre facility provision for Rugby with its CIPFA benchmark authorities and its geographical neighbours. This broad comparison is useful way of providing a general feel for the amount of provision.

7.15 The findings show (Figure 21) that about half of the authorities have an indoor bowls centre, with Kettering, Daventry, and Stratford on Avon districts having two. The rate of provision is about in line with most of the CIPFA comparators and the national average.

Figure 21: Comparator authorities and indoor bowls

Nearest Neighbour	Indoor bowls centres	
	Total	Per 1000 people
Rugby Borough	1	0.01
<i>CIFA benchmark authorities</i>		
East Northamptonshire	1	0.01
East Staffordshire	0	0.00
High Peak	0	0.00
Kettering	2	0.02
<i>Geographical neighbours</i>		
Hinckley and Bosworth	1	0.01
Harborough	1	0.01
Blaby	1	0.01
Daventry	2	0.03
Warwick	0	0.00
Stratford on Avon	2	0.02
Nuneaton and Bedworth	0	0.00
Coventry	1	0.00
West Midlands	14	0.00
England	334	0.01

- 7.16 There is no information about the location or provision of short mat bowls in village or community centres.

Summary of current situation

- 7.17 The 8 rink indoor facility has capacity for about 1000 members but the club currently only has around 440 members. There is therefore a significant amount of spare capacity. The facility itself is generally in good condition but would benefit from improvements to the changing and ancillary facilities. The main issue of concern is a lack of car parking and the threat of the introduction of car park charges as the site is shared with both the QDJC and the athletics track.

Assessment of Future Needs

Sports Facilities Calculator

- 7.18 To assess the demand for indoor bowling in specialist centres from new housing sites, Sport England's Sports Facilities Calculator (SFC) is a useful tool. The following table in Figure 23 uses the SFC for the housing sites identified in the September 2014 housing trajectory. As Rugby Borough Council is seeking to increase participation across all sports by 0.5% per annum, a participation rate of growth of 10% has been applied for the period up to 2031, and 5% for the period up to 2026, as the SFC works on 5% intervals.
- 7.19 The population profile used in the model is that agreed with Rugby Borough Council.
- 7.20 The SFC suggests that the new housing growth up to 2026 will generate demand for just over 1 rink, and by 2031 this will have risen to almost 2 rinks. This level of demand can be met in the existing facility.
- 7.21 If the urban sub area is considered on its own, the SFC suggests that the demand will rise from 6 rinks to 8 rinks, whether or not the participation increase of 10% is achieved in the period up to 2031, see Figure 22. This is the theoretical capacity of the existing facility.
- 7.22 However as the facility is actually only operating at about 40% used capacity, only 3.2 rinks are "full". The SFC theoretical figure for 2015 therefore appears to be too high.
- 7.23 Therefore if the extra demand from the urban area is up to 2 rinks by 2031, then this can be easily accommodated in the existing facility, and still leave spare capacity for players from the rest of the borough.

Figure 22: Indoor bowls demand urban area

	Unit of measurement for facility	2015	2021			2026		2031	
Population in urban area at 540 dwellings scenario		84439	94202			102381		110243	
% increase in participation applied		0%	0%	5%	0%	5%	0%	10%	
Indoor bowls	Rinks	6	7	7	7	7	8	8	

Figure 23: SFC and new housing, indoor bowls demand

	Cumulative totals to plan date dwellings						Cumulative totals to plan date population @ 2.34 housing multiplier			Indoor bowls (rinks)	
	Cumulative totals to plan date dwellings			Cumulative totals to plan date population @ 2.34 housing multiplier			2026 @ 5%	2031 @10%			
	2021	2026	2031	2021	2026	2031					
Coton Park East, Rugby	90	90	90	211	211	211	0.02	0.02			
Coton Park East Phase B1 & B2*	150	150	150	351	351	351	0.03	0.03			
Calvestone Road, Cawston Grange	27	27	27	63	63	63	0.005	0.005			
Cawston Grange, Rugby	96	96	96	225	225	225	0.02	0.02			
Leicester Road, Rugby	467	504	504	1093	1179	1179	0.09	0.09			
Priory Road, Wolston	80	80	80	187	187	187	0.01	0.01			
Cawston Extension	420	600	600	983	1404	1404	0.11	0.11			
Former Ballast Pits	76	76	76	178	178	178	0.01	0.01			
Bilton Grange	50	50	50	117	117	117	0.01	0.01			
Cawston Lane	220	250	250	515	585	585	0.04	0.04			
Coton House	76	76	76	178	178	178	0.01	0.01			
Part of former Bilton Bypass land rear of 314-322 Bilton Road	11	11	11	26	26	26	0.002	0.002			
Gateway SUE	510	860	1129	1193	2012	2642	0.15	0.21			
Rugby Radio Station	1300	3050	4750	3042	7137	11115	0.53	0.87			
Former Warwickshire College	131	131	131	307	307	307	0.02	0.02			
Ambulance Station, Brownsover Lane	29	29	29	68	68	68	0.01	0.01			
Tebbs	14	14	14	33	33	33	0.002	0.002			
Back Lane South, Long Lawford.	112	112	112	262	262	262	0.02	0.02			
Unallocated housing (sites to be confirmed)	1015	1368	2049	2375	3201	4795	0.24	0.38			
							1.3	1.9			

Future proofing the strategy – planning standards

7.24 A formal planning standard is not appropriate for indoor bowls facilities in Rugby.

Conclusions and Recommendations

Current supply and demand

- 7.25 There is one specialist indoor bowls centre, Thornfield, which is adjacent to the Queen's Diamond Jubilee Centre. This is managed by the club on a long lease from the Borough Council. The facility has 8 rinks and is reasonable quality, although the changing and ancillary facilities are moderate and will require refurbishment and improvement. The main concern of the club is a lack of car parking and potentially, any proposal to introduce car park charges. The club currently has around 440 members but the facility could meet the needs of up to 1000 members, so there is significant spare capacity.
- 7.26 The location of the specialist indoor bowls centres in Rugby, Daventry and Coventry mean that everyone with access to a car can reach a facility within a 20 minute drive time.
- 7.27 There are also a number of village and community halls across Rugby which provide for short mat bowls but the quality is variable and some improvements are required.

Future requirements

- 7.28 The assessment suggests that there is a need to retain the existing indoor bowls centre, but that there is no requirement for additional specialist indoor bowls provision. The priorities in relation to the existing site in the medium term is refurbishment and improvement of the changing and ancillary facilities which would enable the club to cater for more demand, particularly that arising from the new housing.
- 7.29 There is also a high priority to improve the village and community centres across Rugby Borough, and particularly in the rural areas, which can/could host short mat bowls, to enable more play at these sites.

Recommendations

- 7.30 The Thornfield Indoor Bowls centre should be protected and improved, with the priority being the better changing and ancillary facilities. Improved car parking arrangements also need to be devised and car park charges should be avoided. At the present time there are no specific costed projects for the indoor bowls centre.
- 7.31 Future housing developments should contribute towards justified improvements at community or village halls, for example for increased storage to enable short mat bowls equipment to be stored. In these cases the proportion of developers contributions sought will be the ratio of the population which will be resident in the new housing compared to that of the settlement / parish in which the development is located, or else to the nearest site providing for the sport.

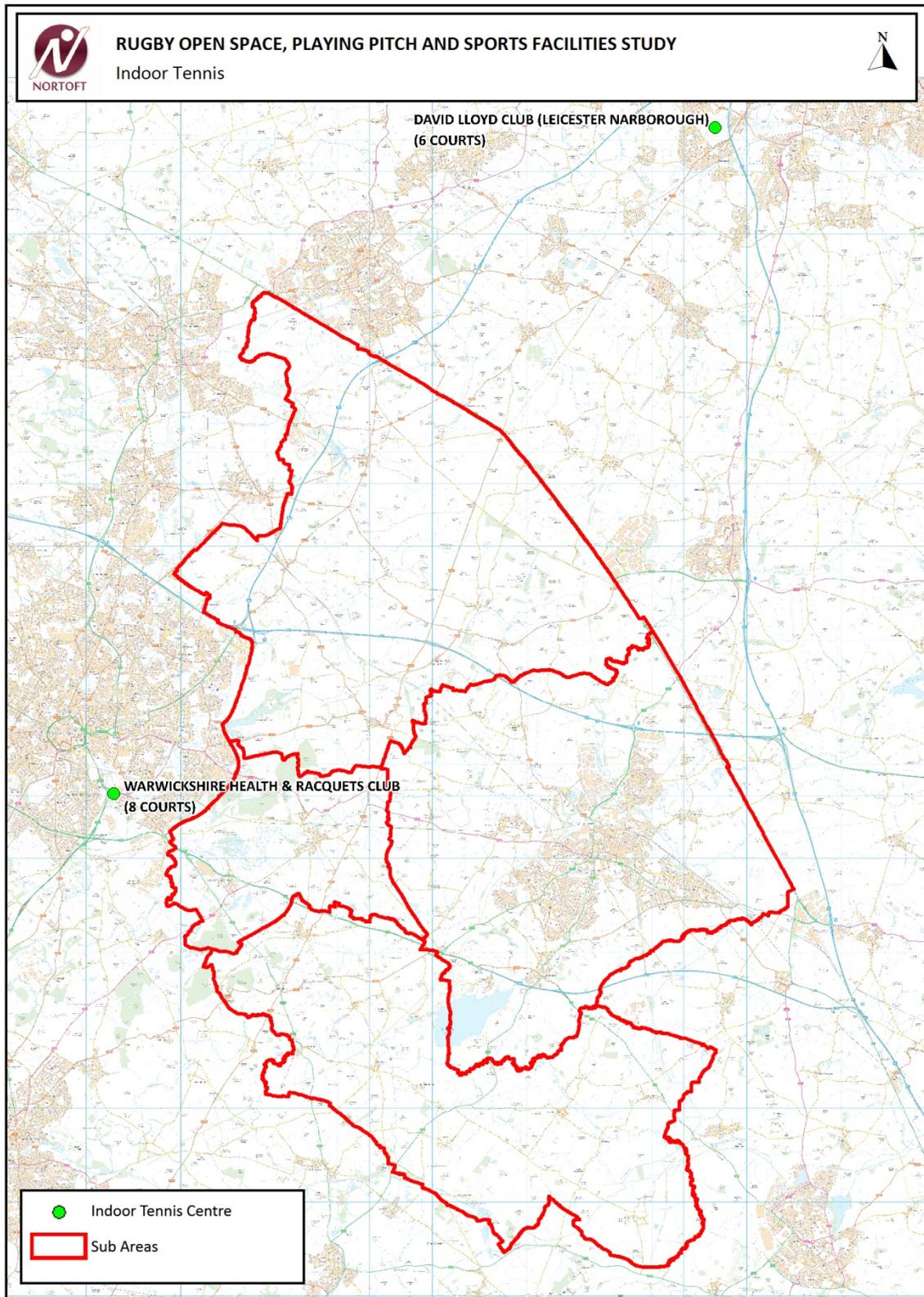
SECTION 8: INDOOR TENNIS

- 8.1 Indoor tennis facilities tend to be strategically located and often serve a wider than local catchment. They are important recreational facilities for casual play but are often equally important for training and the development of elite tennis players, and for higher level competitions. Specialist indoor tennis centres usually have a number of courts indoors (4, 6 or 8) and often associated outdoor courts.
- 8.2 Sport England's Active People Survey suggests that nationally around 840,600 adults over 16 years play tennis at least once a month, but tennis participation has decreased slightly during the period 2007/08 to 2014/15. The sport attracts more men (60%) than women (40%), and the higher socio-economic groups.
- 8.3 The trends in tennis participation at the more local level are difficult to track, and even at the regional level the trends in tennis participation are unclear. It is therefore assumed that the slight decline experienced by the sport nationally applies equally to Rugby Borough.

Current provision

- 8.4 There are no indoor tennis sites within Rugby and the closest sites within the nearby authorities are:
- Coventry at the University of Warwick and the Warwickshire Health and Racquets Club;
 - Leicestershire at the David Lloyd Centre at Narborough and the Leicester Forest East Tennis Club
 - Market Harborough at the Harborough Leisure Centre
 - Northampton at the Benham Sports Arena
- 8.5 Some of Rugby Borough is within a 20 minute travel time of the Warwickshire Health and Racquets Club which is part of the Virgin Active group. This is a membership only site.
- 8.6 The other indoor tennis centres are too far away for most people to reach within 30 minutes. The location of the Warwickshire Health and Fitness club and the site at Narborough are mapped in Figure 24.
- 8.7 There is no assessment of used capacity of the indoor facilities in Coventry in the recent strategy but the LTA do not consider that the commercial facility at the Warwickshire Health and Racquets Club offers the same opportunities for sports development as a club site.

Figure 24: Indoor tennis locations



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Consultation findings

Club comments

- 8.8 Rugby Lawn Tennis Club responded to the club survey. The club currently has around 300 members, of which about 15% are of primary school age, 33% of secondary school age, and just over half are adults. Almost all of the members live in the borough. The club has stayed the same size over the last 5 years but expects to grow in the future, and currently has a short waiting list for the primary school age group.
- 8.9 The main issue facing the club is a lack of facilities or access to facilities. The club is based on Webb Ellis Road and currently has 2 macadam courts, 4 artificial grass and one red mini court.
- 8.10 The club currently uses the sports halls at Rugby School and Harris School for training and matches, particularly during the autumn, winter and spring periods.

National Governing Body comments and strategies

- 8.11 The Lawn Tennis Association (LTA) is the national governing body for tennis.
- 8.12 The LTA is committed to growing the sport to ensure that more people are playing tennis more often at first class tennis facilities, with high quality coaching programmes and well organised competition. The LTA's overall aim for the period 2011-2016 is to ensure that, as far as practicably possible, the British population has access to and are aware of the places and high quality tennis opportunities in their local area. In relation to indoor tennis, the NGB's aspiration is that everyone should have access to indoor courts within a 20 minutes drive time. Only some parts of Rugby Borough meet this criterion.
- 8.13 The LTA's general guide for club membership numbers and facility requirements are: 60 members for a floodlit court, and 200 members for an indoor court. Community tennis venues can accommodate significantly higher numbers.
- 8.14 The LTA estimates that the capital cost of an airhall is around £100,000 per court but the costs of maintaining an air hall is around £20,000 per annum for a 3 court hall. A frame construction is around £200,000 per court, i.e. double the cost of an air hall, but the running costs are significantly less. The Sport England estimated costs at quarter 4 of 2013 for a traditional building was around £1.98m for a 3 court facility.

Adjacent authority strategy findings

- 8.15 Coventry has two indoor tennis facilities, one at the University of Warwick and the other at the Warwickshire Health and Racquets Club. No specific assessment is made of these facilities and there are no recommendations as to future provision within the latest strategies.
- 8.16 Nuneaton and Bedworth Borough has no indoor court provision and the draft strategy recommendations are that consideration should be given to covering 2-3 courts at the Nuneaton Tennis Club.
- 8.17 Hinckley and Bosworth also has no indoor courts. The district's strategy notes that the Leicestershire and Rutland CSP framework identifies the need for 2 courts, potentially on a school site. However the strategy does not confirm this finding.

Modelling

Market Segmentation and sports development

- 8.18 The Market Segmentation analysis suggests that tennis in Rugby is currently played by one of the larger market segment groups, women aged around 46-55 years. However given the opportunity, tennis would be played by a high proportion of Rugby's adult residents, generally as a 4th or 5th level activity.
- 8.19 The hire cost of indoor tennis courts is usually high, so are often not easily accessible to people with limited disposable incomes. The relative importance of indoor tennis provision in Rugby as a public investment priority therefore needs to balance the potential uptake by some of the larger market segment groups in the borough with the need to target resources towards achieving higher rates of participation amongst those who are generally less active.

Comparator authorities' provision

- 8.20 Using the data available on Active Places it is possible to compare the general levels of facility provision for Rugby with its CIPFA benchmark authorities and its geographical neighbours. This comparison is a useful way of reviewing the amount of provision in the authority compared to elsewhere, though it does not take account of the distribution, quality of the facilities, or accessibility of facilities over either the borough's borders, or those of its comparators. However the broad comparison provides a general feel for the amount of provision in relation to similar authorities elsewhere.
- 8.21 None of the CIPFA benchmark authorities have any indoor tennis provision and of the geographical neighbours, Harborough has one site, Blaby two, and Coventry has two.

Assessment of Future Needs

Extrapolating current demand and current supply

- 8.22 It is not possible to extrapolate the current rate of provision for Rugby for indoor tennis provision as there is none. As a substitute, the average rate of provision per 1000 for the West Midlands region is a reasonable approach as this is a large enough geographical area to take account of both those authorities with provision and those without.
- 8.23 The current rate of provision per 1000 average across the West Midlands is 0.02 courts per 1000. If this was applied to the current population of Rugby, this gives justification for 2 indoor courts.
- 8.24 The agreed modelling approach towards participation, increasing the demand by 0.5% pa still gives a rate of provision per 1000 of 0.02 courts per 1000 for both 2026 and 2031.
- 8.25 If this 0.02 courts per 1000 rates is then applied to the anticipated new populations with the two different housing scenarios, the following requirements for indoor tennis are:
- For 540 dwellings
 - 2026 population of 121,461: 2 courts
 - 2031 population of 129,229: 3 courts
 - For 660 dwellings
 - 2026 population of 124,475: 2 courts
 - 2031 population of 132,435: 3 courts
- 8.26 This suggests that two indoor courts of provision may be sufficient up to 2026, but a further court may be required up to 2031.

Meeting the needs of the future

- 8.27 The size of the Rugby Lawn Tennis Club meets the LTA criteria for one indoor court, and may well be able to justify a second indoor court in the longer term. It is likely however that the most cost effective and useful sports development option would be to cover two existing outdoor courts now.
- 8.28 Rugby School has previously explored partnering with the LTA for their development of an indoor tennis centre, but this did not move forwards primarily because of the expectation and hours required by the LTA for access to the facility. Rugby School recently considered but decided against developing its own indoor tennis centre provision.

Future proofing the strategy – planning standards

- 8.29 A standard of provision is required in order to assess the potential demand arising from new housing developments which have not been specifically included within this strategy. The standards proposed are given below.

Standard for quantity

- 8.30 This should be 0.02 courts per 1000 up to 2031. This is based on the above assessment.

Standard for accessibility

- 8.31 The drive time catchment is 20 minutes, reflecting the national governing body's recommendations.

Standard for design and quality

- 8.32 The quality and design of facilities should reflect current best practice, including design guidance from Sport England and the national governing body.

Conclusions and Recommendations

Current supply and demand

- 8.33 There are currently no indoor tennis courts in Rugby, and it has been a long term aspiration of the Rugby Lawn Tennis Club to cover some of their courts. The Warwickshire Health and Racquets Club in Coventry is the nearest provision, but this is more than 20 minutes drive for many residents, falling outside of the LTA's strategy aspirations for this type of facility. Furthermore, this Coventry facility is commercial and does not offer the extent of sports development opportunities that a club site can offer.
- 8.34 The Rugby Lawn Tennis Club's membership meets the LTA's criteria for the provision of an indoor court, but falls below the number justified for a second court. However there are significant sports development benefits of having two covered courts, and also capital cost savings in their development.
- 8.35 The LTA is therefore supportive of the proposals at Rugby Lawn Tennis Club to cover two of their courts.
- 8.36 Rugby School has previously explored the option of developing indoor courts which would be made available to the community on their site, but the school has decided not to go ahead. There are no other alternative potential sites for an

indoor tennis centre in Rugby, as any indoor site should also be linked to outdoor courts.

Future requirements

- 8.37 Two of the indoor courts at Rugby Lawn Tennis Club should be covered, subject to a full feasibility study including specification of design and a sustainable business plan.

Recommendations

- 8.38 A full feasibility study should be undertaken to determine the cost and viability of covering two tennis courts at the Rugby Lawn Tennis Club. If the feasibility study shows that it is viable, then two of the courts should be covered. A decision about which type of indoor court facility should be developed has yet to be made, but should take account of both the capital and revenue costs of the facility.
- 8.39 In relation to new housing developments which have not been included within this assessment, the standards to assess the amount of demand which will arise from the development, the accessibility to indoor tennis court space, and the expected quality of the facility are:
- 0.02 indoor tennis courts per 1000 (fully available to the community at peak time i.e. weekday evenings and weekends)
 - 20 minute drive time catchment
 - Design and quality standard to meet Sport England and the relevant national governing body standards.

SECTION 9: OUTDOOR TENNIS

- 9.1 Outdoor tennis courts in Rugby are a relatively important facility type as the sport is popular. There are currently a number of dedicated tennis courts plus a large number of multi-sport / multi use games areas courts on education sites, for example Rugby School has 8 outdoor courts, some of which are available for community use.
- 9.2 This section of the strategy primarily looks at dedicated tennis courts, following the approach taken by Sport England. This is because multi-use courts on school sites and elsewhere tend only to be available for community use during the summer months, with the courts being converted to netball and other sports for much of the rest of the year.
- 9.3 The national statistics from Sport England do not differentiate between tennis played indoors and outdoors. Information about national tennis participation is provided within the Indoor Tennis section earlier in this report, but in summary the sport is experiencing a slight fall in participation nationally, but this is difficult to confirm at the Rugby level due to the sample size of the Sport England survey.

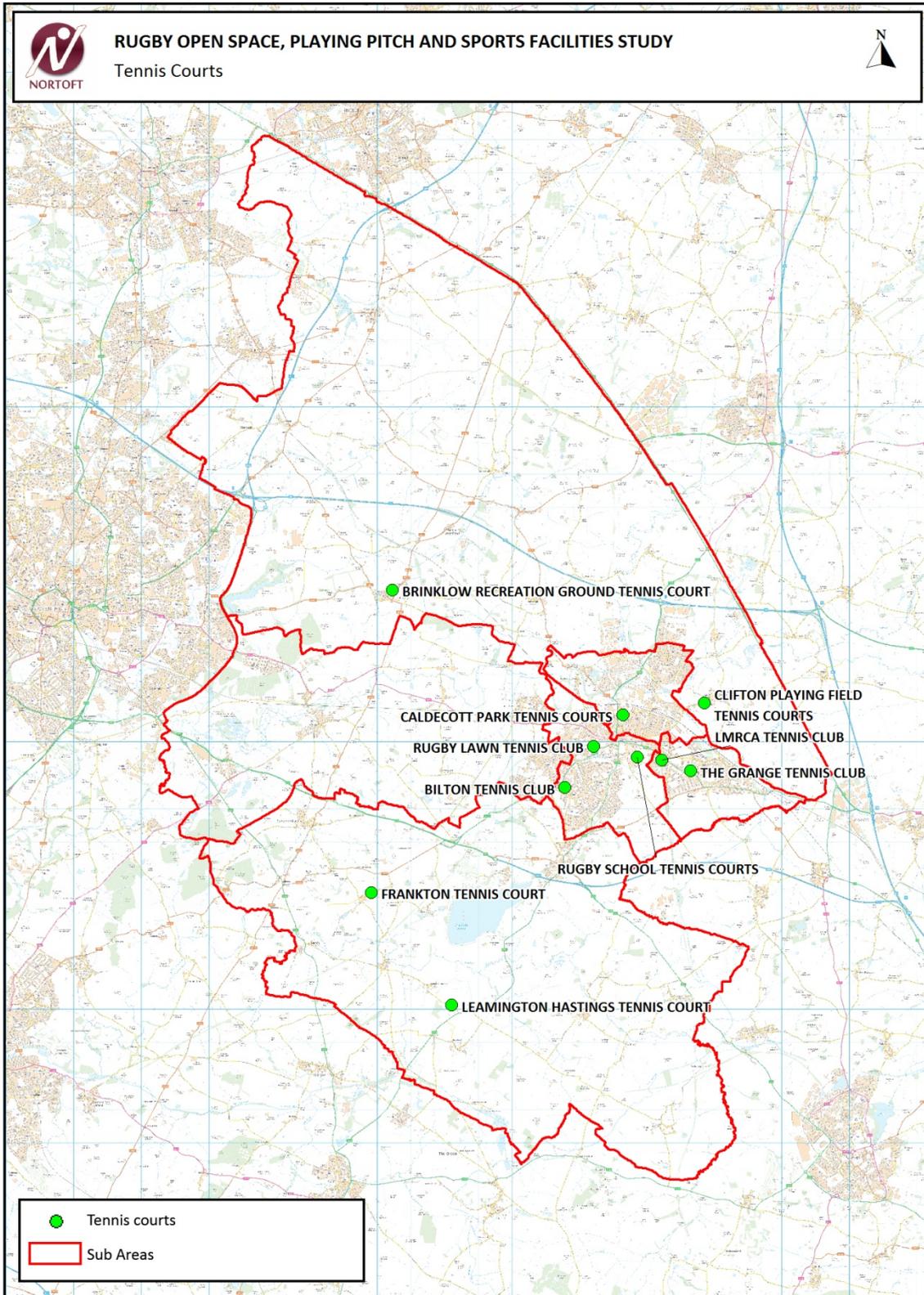
Current provision

- 9.4 There are currently 15 dedicated tennis courts with regular community use in Rugby Borough, of which 11 are within the town. There are also two courts also marked out and also used for netball at the LMRCA site in Rugby, and one derelict court at Frankton. These sites are listed below together with a summary of their quality, (Figure 25) and mapped in Figure 26. There is one accredited tennis club, the Rugby Lawn Tennis Club, which has achieved LTA Clubmark status.
- 9.5 The quality of the courts is mostly good and some have good ancillary facilities. However only Bilton, Rugby Lawn Tennis and Rugby School courts are floodlit. All of the sites are available without any time restriction other than the courts at Rugby School which are joint use. Of the courts at Rugby School, only 3 courts are dedicated tennis courts, although other hard court areas are used, particularly in the summer, which enables a large number of tennis courts to be marked out.
- 9.6 The distribution of the tennis courts means that everyone with access to a car can reach a site within about 15 minutes drive, and many people in Rugby town can reach a site within 20 minutes walk.

Figure 25: Outdoor tennis sites and their quality

Settlement	Site name	Porous macadam (tarmac) often painted Number of courts	Other courts	Number of floodlit courts	Quality score	Signage summary score	Changing provision quality score	Comments
Brinklow	Brinklow Recreation Ground	1		0	67%	50%	0%	
Clifton upon Dunsmore	Clifton upon Dunsmore Playing Field	2		0	75%	100%	0%	
Frankton	Tennis Court	1		0	40%	0%	0%	Derelict tennis court
Leamington Hastings	Leamington Hastings	1		0	83%	0%	88%	No dedicated changing, village hall adjacent
Rugby	Caldecott Park	2		0	95%	100%	0%	No changing provision
Rugby	Grange Tennis Club	2		0	75%	0%	100%	No clear signage
Rugby	Bilton Tennis Club	1		1	92%	100%	100%	
Rugby	Rugby Lawn Tennis Club	6		6	100%	100%	100%	
Rugby	Rugby School Sports Centre	0	3 x AGP	3	100%	100%	100%	Permanent courts. Large number of additional courts marked out in summer
Rugby	LMRCA Rugby Tennis Club	2		0	71%	50%	81%	Courts also marked out for netball and used by netball club.

Figure 26: Locations of outdoor tennis courts



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Consultation findings

Club comments

- 9.7 Rugby Lawn Tennis Club responded to the club survey. The club currently has around 300 members, of which around 35% are minis or juniors up to 16 years. The majority of the players from every age group travel no more than 10 minutes to play, and about 85% of the members come from Rugby town.
- 9.8 The club has an active sports development plan and links with schools, particularly Harris School.
- 9.9 The club has a short waiting list for juniors. The club has not grown in the past 5 years, primarily because of a lack of facilities, and without improved facilities, cannot grow further.
- 9.10 The club leases its home site, with the lease end date being around 2033. Most of the courts are good, although there are continuing problems with two courts as they are lower lying. The changing is good and the club hopes to improve its clubhouse.
- 9.11 The club also uses the sports hall at Rugby School for matches and training at weekends from autumn through to spring. This facility is reported as well maintained, but a lack of car parking is an issue.
- 9.12 The third site used by the club is Harris School's sports hall. This is used 1-2 times a week at weekends for training from the autumn through to spring. This facility is also reported as being well maintained.
- 9.13 The club met with Rugby Borough Council officers in April 2015 to begin to explore the option of an air hall over two courts. This proposal is still at an early stage.

National Governing Body comments and strategies

- 9.14 The LTA is committed to growing their sport to ensure that more people are playing tennis more often at first class tennis facilities, with high quality coaching programmes and well organised competition. Their overall aim for the current 5-year plan (2011-2016) is to ensure that, as far as practicably possible, the British population has access to and are aware of the places and high quality tennis opportunities in their local area.
- 9.15 In summary the LTA objectives are:
- Access for everyone to well maintained, high quality tennis facilities which are either free or pay as you play.
 - A Clubmark accredited place to play within a 10 minute drive of their home.

- 9.16 The LTA strategy confirms that only projects that will increase the number of adults and juniors participating and competing on a regular basis will be supported in terms of LTA funding.
- 9.17 Since the publication of the LTA strategy the national governing body has changed the system for club accreditation (Clubmark), and only a small number of clubs have yet achieved reaccreditation. It has therefore been agreed with the LTA that the 10 minute catchment should apply to all affiliated club sites for the purposes of modelling.
- 9.18 The emphasis on the availability of sites being free or pay as you play has led to some projects by the LTA in relation to supporting parks tennis, but there are no current projects in Rugby.
- 9.19 The LTA assesses the capacity of affiliated club sites using the following formula:
- Maximum capacity of a non-floodlit court: 40 members
 - Maximum capacity of a floodlit court: 60 members
 - Minimum size of club to justify indoor court: 200 members
- 9.20 The LTA does not assess the open access / community hire courts in terms of capacity, but has agreed that:
- The peak period is May-August
 - Weekdays 16.00-21.00
 - Saturdays 10.00-17.00
 - Sundays 10.00-14.00
- 9.21 It is estimated from the usage information for Caldecott Park courts, and consultation with site managers of tennis courts outside of Rugby Borough, that open access courts/courts available for hire are used at an average of around 20% of the time in the peak period where there is no club on site, and for around 10% of the time at the peak period where there is a club on site. These estimates have been confirmed with the LTA.
- 9.22 The LTA modelling for the club sites and the agreed approach for the open access / for hire sites, has been used in the assessment of capacity modelling in this study.
- 9.23 There are three affiliated clubs in the borough; Rugby Lawn Tennis Club, LMRCA and Clifton upon Dunsmore. These are all within the town, so residents of the town will be able access to a club within 10 minutes drive time. However those living outside of the town in the rural areas do not, with the exception of those living close enough to a club site within one of the adjacent authorities, for example to the West Haddon and Crick Tennis Club.

Adjacent authority strategy findings

- 9.24 Only some of the authorities' strategies address outdoor tennis. Hinckley and Bosworth strategy concluded that there was a lack of tennis courts in the rural areas and a number of poor quality sites. All residents have access to courts within 14 minutes drive time but there is a perceived lack of courts, primarily due to a lack of pay and play facilities. There was no assessment of used capacity.
- 9.25 In Daventry district the LTA capacity assessment shows that there is spare capacity at the courts within Daventry town, but that the courts at Crick and West Haddon are at capacity.

Modelling

Market Segmentation and sports development

- 9.26 The Market Segmentation analysis suggests that tennis in Rugby is currently played by one of the larger market segment groups, women aged around 46-55 years. However given the opportunity, tennis would be played by a high proportion of Rugby's adult residents, generally as a 4th or 5th level activity.

Assessment of capacity

- 9.27 The assessment of the used capacity of the existing tennis court sites is a key factor in determining the future investment requirements for the sport. The modelling in Figure 27 is based on the LTA's advice and agreed approach towards the assessment of both the club sites and the open access sites/those available for hire. The columns shaded green, pink and orange show the current level of used capacity of each site based on the LTA criteria in 2015, and the anticipated used capacity by 2031.

Assessment of Future Needs

- 9.28 Figure 27 also shows what is expected to happen to the tennis sites as the population grows in the borough up to 2031, but this modelling does not differentiate between the urban and rural areas, so is likely to under estimate the future usage of the urban area courts. It uses the forecast future population for the borough plus the modelling increase in participation of 0.5% per annum to determine the extra demand.
- 9.29 It is expected that the very successful and largest tennis club, the Rugby Lawn Tennis Club, will continue to attract the largest proportion of more members. The assessment shows that without the development of more capacity at the club, the club will not be able to meet the additional demand, even if they only attract new members at the same rate as other sites. This finding helps to justify the development of the proposed indoor courts on this site.

Figure 27: Outdoor tennis assessment of capacity

Settlement	Site name	Access				Clubs - number of members 2015	LTA estimate of potential membership capacity of courts @ 40 members / non floodlit; @ 60 members floodlit			Used capacity based on provision of floodlit/not floodlit courts			Revised estimated used capacity at 2031 based on 125% population increase plus 0.5% pa participation increase
		Open access, informal use	Publicly accessible, available for hire	Affiliated club site	Dual use school site		Not floodlit	Floodlit	Total	LTA estimate of used capacity by club %	Non-club use	Total estimated used capacity	
Brinklow	Brinklow Recreation Ground	Y				0	40	0	40	0%	20%	20%	27%
Clifton upon Dunsmore	Clifton upon Dunsmore Playing Field			Y		29	80	0	80	36%	0%	36%	48%
Leamington Hastings	Leamington Hastings		Y			0	40	0	40	0%	20%	20%	27%
Rugby	Caldecott Park		Y			0	80	0	80	0%	20%	20%	27%
Rugby	Grange Tennis Club			unaffiliated		20	80	0	80	25%	0%	25%	33%
Rugby	Bilton Tennis Club			unaffiliated		20		60	60	33%	0%	33%	44%
Rugby	Rugby Lawn Tennis Club			Y		296		360	360	82%	0%	82%	109%
Rugby	Rugby School Sports Centre				Y	0		180	180	0%	20%	20%	27%
Rugby	LMRCA Rugby Tennis Club			Y		39	80	0	80	49%	0%	49%	65%

unaffiliated clubs assumed to have 20 members each

Meeting the needs of the future

- 9.30 The Rugby Lawn Tennis Club states that it is currently unable to expand further because of a lack of facilities and this view is supported by the LTA because of the nature of the club and its programmes. The LTA is also supportive of covering courts at this site, which will help to address some of the capacity issues, but importantly will make the site more all weather.
- 9.31 If the remainder of the network stays the same, there is no justification for developing further tennis courts sites at this time based on the housing numbers up to 2031, but there is justification for improving the ancillary facilities, and seeking to make some sites more accessible to the community.
- 9.32 In the longer term and if there is additional housing in the borough, then the provision of outdoor tennis courts should be reviewed.

Future proofing the strategy – planning standards

- 9.33 Although the assessment above suggests that there is sufficient capacity across the existing outdoor tennis sites in the borough to absorb the demand potentially arising from the housing sites considered in this report, it is still important to have “standards” against which new, unanticipated housing sites can be assessed. These will be used to determine what additional demand which will be generated from a specific housing development and whether the existing network of facilities is sufficiently accessible and good enough quality.

Standard for quantity

- 9.34 The number of courts currently available for year round community use across the borough is 17 including the courts at LMRCA which are also marked for netball. The average used capacity of the courts is 34%. Assuming that a court is “busy” at peak time with 80% used capacity, using a similar approach as to sports halls and pools, the minimum number of courts which are needed to meet the current demand is 7.2 courts. However account needs to be taken of accessibility, so a more realistic figure for the number of courts required is probably 12.
- 9.35 If 12 courts are required to meet the needs of the current population of 103,203, this gives a provision rate of 0.12 courts per 1000. Extrapolating the demand by 0.5% per annum for increased participation, this gives a rate of provision up to 2031 of 0.13 courts per 1000.
- 9.36 The proposed standard of provision is therefore 0.13 outdoor tennis courts per 1000.

Standard for accessibility

- 9.37 A 10 minute drive time catchment is appropriate for outdoor tennis.

Standard for design and quality

- 9.38 The quality and design of facilities should reflect current best practice, including design guidance from Sport England and the National Governing Body. This should apply to refurbishment proposals as well as new build.

Conclusions and Recommendations

Current supply and demand

- 9.39 There are currently 17 outdoor tennis courts in the borough which are available for community use, and most are reasonably good quality but some have no or poor ancillary facilities. All of the sites other than Rugby School, are available during the day time as well as evenings.
- 9.40 There is no spare capacity at the Rugby Lawn Tennis Club site and the lack of facilities there is restricting their growth. They are currently considering covering two courts to ease the winter demands.
- 9.41 There is spare capacity at other courts across the borough.

Future requirements

- 9.42 Assuming that the current network of provision remains, the modelling suggests that no new outdoor tennis courts are generally required to meet the needs of the currently anticipated population up to 2031. The focus should therefore be on retaining and improving the existing stock of facilities, including the provision of floodlighting where appropriate.
- 9.43 The proposed covering of the courts at Rugby Lawn Tennis Club should be supported to enable this club to expand its membership, but in the long term additional court space may be required for the club.

Recommendations

- 9.44 The delivery priorities up to 2031 for outdoor tennis are to retain and improve the existing community sites.
- 9.45 In relation to new housing developments which have not been included within this assessment, the standards to assess the amount of demand which will arise from the development, the accessibility to outdoor tennis courts, and the expected quality of the facilities are:
- 0.13 courts per 1000
 - A 10 minute drive time catchment

- The quality and design of facilities should reflect current best practice, including design guidance from Sport England and the National Governing Body. This should apply to refurbishment proposals as well as new build.

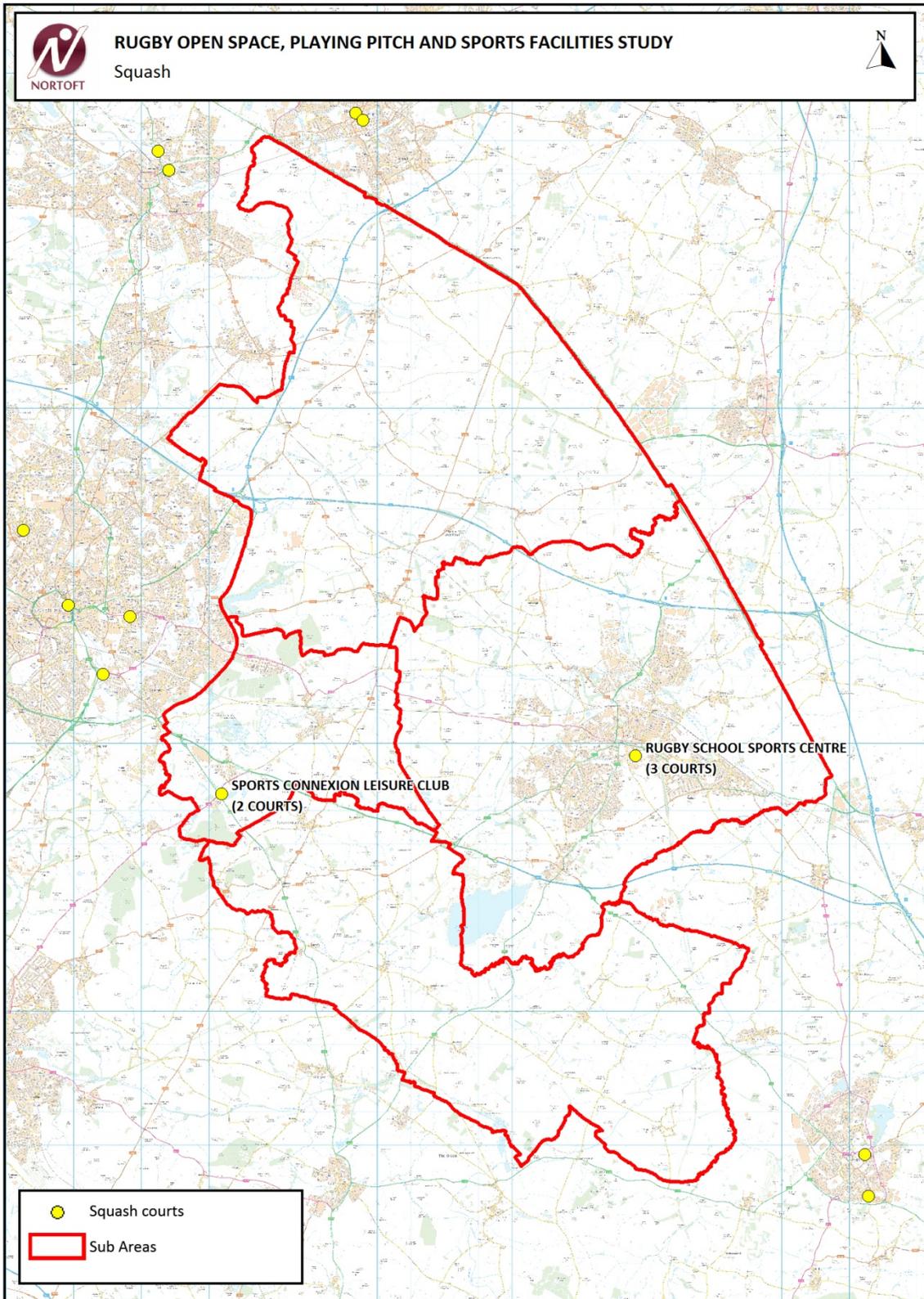
SECTION 10: SQUASH

- 10.1 Nationally, Sport England estimates that around 354,100 people play squash or racketball at least once a month, but there has been a gradual decline since 2007. Sport England research in 2009 gave an overview of the participants playing at least once a week, and this showed that about 87% of the players are male, with the peak numbers being amongst those aged between 35 and 64 years. A high proportion of players are from the most affluent socio-economic groups.
- 10.2 The size of the sport and the sample size of Sport England's Active People Survey mean that more local, and even regional level statistics for this sport, are unreliable. It is therefore assumed that the trends occurring nationally are being reflected in Rugby.

Current provision

- 10.3 There are currently 5 squash courts in Rugby which are accessible to the community; they are all standard courts. There are 3 courts at Rugby School Sports Centre and 2 courts at Sports Connexion. Bilton Grange School also has squash courts, but these are not available for general community use. Figure 28 maps this provision.
- 10.4 Rugby School Sports Centre also has two fives courts, but as these are slightly different from standard squash courts; they have not been included in this assessment.
- 10.5 The location of the courts means that everyone living in Rugby can access a squash court within a 20 minute drive time.
- 10.6 The quality of the courts at Rugby School Sports Centre is good but the opening hours at peak time are restricted to up to 21.00 hours Monday-Friday and limited opening hours on Saturdays and Sundays.
- 10.7 The courts at Sports Connexion site are of average quality but the opening hours are not restricted.
- 10.8 There is some spare capacity at the Sports Connexion site at peak time, but limited spare capacity at the Rugby School Sports Centre.

Figure 28: Squash court locations



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Consultation findings

10.9 No comments were received from squash clubs to the clubs survey.

National Governing Body comments and strategies

10.10 The national governing body is England Squash and Racketball, and its Strategy 2008-13 was broad brush. The strategy has yet to be updated but it made no relevant specific facility comments. It does state that the NGB would oppose the closure of squash courts.

10.11 No specific comments have been received from the NGB in relation to the Rugby strategy.

Adjacent authority strategy findings

10.12 Nuneaton and Bedworth draft strategy concludes that there is sufficient capacity for squash into the long term, and that some players will be exported into the authority from Rugby.

10.13 None of the other completed strategies from the adjacent authorities address squash provision. However for Daventry district, is it likely that the squash courts close to Daventry town are being well used at peak time, and have little spare capacity.

Modelling

Market Segmentation and sports development

10.14 The Sport England Market Segmentation tool does not include squash because it is a relatively small sport. Some of the larger market segments are however likely to be attracted to squash.

Comparator authorities' provision

10.15 Using the data available on Active Places it is possible to compare the general levels of facility provision for Rugby with its CIPFA benchmark authorities and its geographical neighbours. This comparison is a useful way of reviewing the amount of provision in Rugby, though it does not take account of the distribution, quality of the facilities, or accessibility of facilities over the authority's borders, nor these aspects of the comparators' provision. The broad comparison however provides a general feel for the amount of provision in the borough.

10.16 Figure 29 shows that the rate of provision for squash is lower in Rugby than three out of four of the CIPFA comparators. Of the geographical neighbours, only

Harborough is lower than Rugby, and most of the others have nearly twice the level of provision per 1000.

Figure 29: Comparator authorities and squash provision

Nearest Neighbour	Population at 2015 (ONS figure, at 2012)	Squash courts	
		Number of courts	Per 1000 people
Rugby Borough	100,751	5	0.05
<i>CIFA benchmark authorities</i>			
East Northamptonshire	88,500	6	0.07
East Staffordshire	116,600	10	0.09
High Peak	92,100	5	0.05
Kettering	97,500	10	0.10
<i>Geographical neighbours</i>			
Hinckley and Bosworth	107,900	10	0.09
Harborough	88,200	3	0.03
Blaby	95,900	12	0.13
Daventry	79,400	8	0.10
Warwick	140,200	24	0.17
Stratford on Avon	122,100	8	0.07
Nuneaton and Bedworth	127,700	8	0.06
Coventry	336,900	25	0.07
West Midlands	5,731,200	380	0.07
England	54,613,000	4015	0.07

Summary of current situation

10.17 The two sites offering squash in Rugby are geographically apart, and only Rugby School Sports Centre is within the urban area. The courts at Rugby School are fairly well used and have limited spare capacity at peak time and their opening hours during peak time are restricted in line with the Sport Centre's opening hours. The courts at Sports Connexion have some greater spare capacity and are not restricted in their opening hours.

Assessment of Future Needs

10.18 At present there are no anticipated changes to the two squash facilities in the borough or to those in the surrounding authorities.

Extrapolating current demand and current supply

- 10.19 The current rate of provision in Rugby for squash courts is 0.05 courts per 1000. With this relatively low level of current provision, even with the agreed modelling rate of 0.5% per annum growth in participation, there is no change in the extrapolated rate up to 2031, i.e. it remains at 0.05 courts per 1000.
- 10.20 If this rate is applied to the anticipated new populations with the two different housing scenarios, the demand based on this extrapolation would be expected to be:
- For 540 dwellings
 - 2026 population of 121,461: 6 courts
 - 2031 population of 129,229: 6 courts
 - For 660 dwellings
 - 2026 population of 124,475: 6 courts
 - 2031 population of 132,435: 7 courts
- 10.21 Therefore, even if the relatively low rate of provision was retained for the authority, 2 additional squash courts will be required to meet the needs of the community in the period up to 2031. This provision will need to be within the urban area as not all of the urban area can reach the Sports Connexion site within 20 minutes drive time.

Meeting the needs of the future

- 10.22 No sites are currently identified for new squash court provision. If there is sufficient demand for new squash provision, then this is most likely to be met through provision at a commercial venue.
- 10.23 However if there is additional housing potentially impacting on Rugby Borough and new community sports facilities are being planned, then the feasibility of including squash court provision should be considered. In which case a modular system may be useful to consider, which can allow much greater flexibility of use of the space than traditional courts.

Future proofing the strategy – planning standards

- 10.24 It is appropriate to have planning standards which can help assess the likely future demand arising from a new housing development which has not been assessed as part of this strategy.

Standard for quantity

- 10.25 The proposed standard for squash courts is 0.05 courts per 1000.

Standard for accessibility

10.26 A 20 minute drive time catchment is appropriate for squash.

Standard for design and quality

10.27 The quality and design of facilities should reflect current best practice, including design guidance from Sport England and the National Governing Body. This should apply to refurbishment proposals as well as new build.

Conclusions and Recommendations

Current supply and demand

10.28 There are currently 5 squash courts available to the community in Rugby, 3 courts at Rugby School Sports Centre, and 2 courts at Sports Connexion. The independent school site courts are good quality but have somewhat restricted opening hours, whilst the Sports Connexion site is of average quality and not easily accessible from all of the urban area in Rugby.

10.29 There are also two courts at Bilton Grange School, but these are not open for community use and are unlikely to be so in the future.

10.30 The current level of provision for squash in Rugby is lower than most of its comparators, and below that of the national and regional averages. There appears to be some spare capacity at Sports Connexion but only limited spare capacity at Rugby School Sports Centre.

Future requirements

10.31 The gradual decline in the participation in squash suggests that the rate of provision should remain the same as at present. However, even on this basis the modelling suggests that 2 new courts may be needed in the period up to 2031, assuming no changes to the existing network. These are expected to be provided by the commercial sector.

10.32 The overall provision for squash should however be kept under review if further housing is planned in the borough as there may be a case for further new provision as part of a community sports facility(ies), should this be planned.

Recommendations

10.33 The delivery priority is for appropriate planning policies to support the provision of new squash courts by the commercial sector, at a site to be confirmed.

10.34 In relation to new housing developments not included within this strategy, the scale of the new demand and capacity of the network to cater for it, should be assessed using the following planning standards:

- 0.05 squash courts per 1000
- 20 minute drive time catchment
- The quality and design of facilities should reflect current best practice, including design guidance from Sport England. This should apply to both new facilities and refurbishment.

10.35 The needs of squash should be kept under review, both in terms of its participation trends and if new housing schemes come forward which have not been included within this strategy. The option of further public courts may be appropriate to consider should a new public leisure centre be developed in the longer term.

SECTION 11: DEDICATED GYMNASTICS CENTRE AND LOCAL PROVISION

- 11.1 This section of the assessment considers dedicated gymnastics provision.
- 11.2 The Sport England Active People Survey estimates that around 72,700 adults over the age of 16 take part in gymnastics and trampolining. However a high proportion of gymnastics participation is by young people under the age of 16, which is not captured by these statistics. British Gymnastics, the national governing body, states that the peak participation rate is at 9 years old.

Current provision

- 11.3 There is one specialist gymnastics centre in Rugby which is aging and in very poor condition. The club is thriving with over 1100 members and has an annual turnover of £300,000. It is already over capacity and has waiting lists in all age groups. It does not have sufficient facilities to provide for elite training, as pits are required for this. The club has been based at its current site for 40 years and the Victorian former factory buildings are not fit for purpose.

Consultation findings

- 11.4 Rugby Gymnastics Club has been looking to relocate for some years now and has recently secured funding from Sport England for a new build dedicated gymnastics centre. A new centre is estimated to cost around £1.4m and the funding from Sport England is for £500,000. The sale of the existing site will provide some capital, but there is still a significant shortfall in the project finance.
- 11.5 A new site for the proposed facility is still to be confirmed.

National Governing Body comments and strategies

- 11.6 British Gymnastics is the national governing body for gymnastics and trampolining. Their Facility Strategy 2013-17 identifies dedicated gymnastics centres as crucial for the sport. Although no comment was made by British Gymnastics regarding Rugby the national governing body supported the Rugby Gymnastics Club in their recent successful bid for funding.
- 11.7 British Gymnastics' Facilities Strategy identifies that the main barrier to increasing membership at clubs is simply an inability to provide for more sessions at an available venue. The response of the national governing body is both to develop new dedicated gymnastics venues, and also to support the setting up of satellite venues in non-dedicated facilities, such as schools and community centres. This is because many of the activities developed by British Gymnastics do not require specialist facilities.

11.8 The Facilities Strategy provides an overview of the role of dedicated and non-dedicated gymnastics facilities, see Figure 30. The new facility will be a dedicated gymnastics centre, but there is still likely to be a need for non-dedicated facilities across Rugby.

Figure 30: Role of Dedicated and non-dedicated gym facilities

Dedicated gymnastics centres	Non-dedicated gymnastics facilities
Purpose built or converted buildings which are dedicated for gymnastics use. They have equipment permanently laid out (i.e. doesn't have to be stored away at the end of each session) and a proportion of it will be permanently fixed in place.	Typically sports halls, school gymnasiums or community centres etc.
A dedicated gymnastics facility will probably have pitted areas for landing under/around equipment.	Equipment has to be put out and stored away for each session
Dedicated facilities are generally run by clubs as a business.	Non-dedicated facilities generally cater for introductory and recreational level gymnastics
They may be able to accommodate every level of the gymnast pathway depending on equipment and coaches but will probably focus on one or two disciplines.	Non-dedicated facilities may be able to cater for multiple activities/disciplines where storage and/or equipment allow
Dedicated facilities can usually accommodate more than one discipline (e.g. women's artistic and rhythmic).	Generally non-dedicated facilities cater for introductory and recreation level participation. Non-dedicated facilities are able to cater for some of the activities (rather than disciplines) to a high standard of participation. The standard of the gymnastic activity taking place is of a low level.
The level of gymnastics taking place in a dedicated gymnastics centre tends to be of a higher standard as the gymnast will have access to international standard equipment.	

Assessment of Future Needs

11.9 As Rugby grows there will be a gradual increasing need for gymnastics, some of which will be met in the proposed new specialist centre, but other activity could be provided for at non-specialist centres.

11.10 Although the primary requirement is to achieve the opening of a new dedicated gymnastics centre and the relocation of the Rugby Gymnastics Club, there is also a need to extend access to non-specialist facilities in Rugby, including during the school day.

11.11 This may in part be provided for at the QDJC, but other community hall sites or possibly converted business premises or warehouses around Rugby could also meet this need, particularly if secure storage was made available. No specific proposals are currently known.

Future proofing the strategy – planning standards

11.12 One dedicated gymnastics centre is required for the borough, but no planning standards are appropriate for this facility. Similarly, in relation to improvements at village, community halls and elsewhere to enable more or new gymnastic activities to take place, no formal planning standards are appropriate.

Conclusions and Recommendations

Current supply and demand

11.13 There is one dedicated gymnastics centre at Lower Hillmorton Road in Rugby which is hoped by the club to be replaced by a new, larger centre, at a site to be confirmed. Non-specialist sites are also used for gymnastics across the borough.

Future requirements

11.14 In the short term the priority is the construction and opening of a new dedicated gymnastics centre, but the site has yet to be confirmed.

11.15 There may also be a need for more access to multi-functional hall and studio space, particularly during the school day, where equipment can be set out for use by pre-school and primary school children, as well as being used after school time. As the pre-school access needs to be during the school day, it is unlikely to be provided for on a dual use site. Additional storage space at community centre type venues may help support the introduction of gymnastics, or alternatively gymnastics can sometimes use converted business premises or warehouses.

Recommendations

11.16 The delivery priorities for gymnastics are:

- Support the proposed development of a new dedicated gymnastics centre.
- Support community centres or village halls where a justified case is made, to have additional storage to enable the provision of gymnastics both during the school day and for after school sessions.

11.17 No formal planning standards are proposed for gymnastics.

SECTION 12: OUTDOOR BOWLS

- 12.1 Bowls primarily attracts the older age groups and those from the higher socio-economic groups. The number of people aged 60, who are most attracted to bowls, is currently around 25,125 across the borough. By 2031 the number of older people is expected to rise to around 28,520 with the 540 dwellings per year housing for the authority, and to 29,220 with the 640 dwellings per year scenario.
- 12.2 Sport England estimates that around 312,000 people take part in some form of bowling at least once a month. Of the approximately 400 registered members of the 9 affiliated clubs in the district (2015 membership for men, 2016 membership for women) around 72% are men and 28% are women. Membership across the affiliated individual clubs in the borough over the past 3 years has either been stable, or slightly decreasing, and overall there was a fall of 23 players in the men's game between 2014 and 2015.
- 12.3 There is in addition, one unaffiliated club with a 4 rink green at Leamington Hastings.
- 12.4 The viability of individual clubs largely depends upon their ability to manage their own sites through volunteers. There are some relatively small clubs which are very active and stable, but elsewhere in the country some larger clubs have failed because they cannot retain the volunteer workforce necessary to maintain the site and green quality.
- 12.5 All of the outdoor bowls sites in Rugby are maintained by the clubs, including the Caldecott Park green.

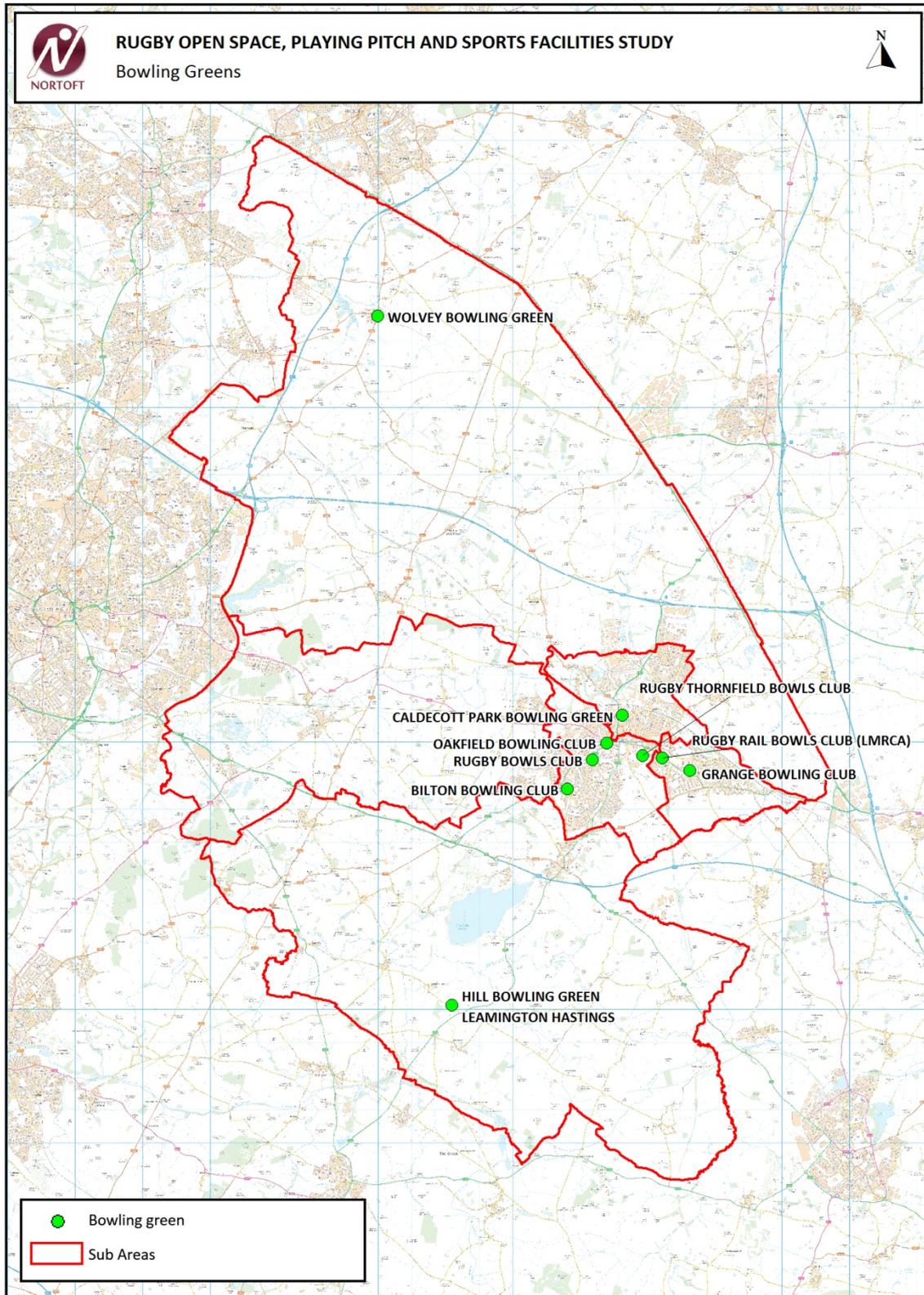
Current provision

- 12.6 There are currently 9 bowling green sites in Rugby Borough, of which 7 are within the town, and 8 sites are used by affiliated clubs, each with 6 rink greens. These are listed below in Figure 31 and mapped in Figure 32.

Figure 31: Outdoor bowling greens

Settlement	Site/club name
Leamington Hastings	Leamington Hastings Bowls Club
Rugby	Bilton Bowling Club
Rugby	Caldecott Park Bowling Club
Rugby	Grange Bowling Club
Rugby	Oakfield Bowling Club + Rugby Police
Rugby	Rugby Bowling Club
Rugby	Rugby Rail (LMRC)
Rugby	Thornfield Outdoor Bowls Club
Wolvey	Wolvey Bowling Club

Figure 32: Outdoor bowling greens



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- 12.7 The greens are generally good quality, but the green at Rugby Rail Club is undergoing some refurbishment. Some of the pavilions are limited, though in reasonable condition. The Leamington Hastings site is the least good quality and is used by a small, unaffiliated club. All of the affiliated club sites have 6 rinks, but the Leamington Hastings one has 4 rinks.
- 12.8 The distribution of the bowling greens means that everyone with access to a car can reach a site within about 15 minutes drive, and many people in Rugby town can reach a site within 20 minutes walk.

Consultation findings

- 12.9 Two outdoor bowling clubs replied to the clubs survey, Oakfield Bowling Club and Bilton Bowling Club.
- 12.10 Oakfield Bowling Club has around 40 members but the membership is slowly declining. Their site is leased to Rugby Borough Council from the Co-op, who sub-leases it to the club. The green is of good quality but the ancillary facilities are below average and the car parking is poor.
- 12.11 Bilton Bowling Club owns their site and it is of excellent quality with ancillary facilities being average. The club is struggling to recruit new members and the membership is therefore declining.

National Governing Body comments and strategies

- 12.12 The main national governing body for flat green bowls is Bowls England, which was formed by the unification of the English Bowling Association and the English Women's Bowling Association.
- 12.13 The Bowls England Strategic Plan 2014-17 sets out its structure and the organisational links with the Bowls Development Alliance, which is the body recognised by Sport England for the development of the sport, particularly at the grass roots level. The objectives of the strategic plan are the promotion of the sport, the recruitment of members, and their retention.
- 12.14 The Bowls Development Alliance identifies hot spot areas for focussing their sports development work. For the period 2013-2017 the BDA has secured funding from Sport England to: grow participation across the adult population aged 55+ years; to provide excellent sporting experiences for existing participants in order to retain membership levels, and; to grow participation of those who have disabilities. The funding is targeted each year at a specific area and for the period 2013-2015 these included Rugby, coordinated by Coventry Solihull and Warwickshire Sport.

- 12.15 Warwickshire County Bowls Association advises that there appears to be a slow decline in the number of participants in outdoor bowling. The maximum reasonable capacity of a 6 rink green for most clubs is around 100 members, but for the most competitive of clubs, this may be lower, whilst the more “social” clubs could potentially accommodate more members.
- 12.16 The viability of clubs appears to primarily depend on their ability to recruit and retain volunteers for the green and site management. There is therefore no minimum size of club. A 15 minute drive time is realistic for this sport.

Adjacent authority strategy findings

- 12.17 Only some of the adjacent local authorities have reviewed outdoor bowls provision. Hinckley and Bosworth concluded that all residents had access to a green within 13 minutes drive time and no new facilities were proposed. Daventry has some spare capacity at all of the clubs in the district and the draft strategy findings suggest that no new facilities will be required.

Modelling

Market Segmentation and sports development

- 12.18 The Market Segmentation analysis from Sport England suggests that bowls is participated in by three of the larger market segments in Rugby, and they are of retirement age. This reflects the characteristics of the sport, which primarily attracts older people. In relation to the wider sports development initiatives, although bowls as a sport continually attempts to attract younger players, the majority are still retired.

Assessment of capacity

- 12.19 The extent to which the existing bowls sites are used is a key factor when determining the need for future provision. Based on the Warwickshire County Bowls Association advice about the realistic capacity of the bowls sites in Rugby, the assessment of the used capacity of each site based on the 2015 membership numbers for men and 2016 membership number for women is given in Figure 33.

Figure 33: Capacity of the existing bowls provision

Club	Number of greens	Number of rinks	Number of members (men in 2015, women 2016)	Number of members per rink	Max capacity @ 17 members per rink	Spare capacity (number of members)	Used capacity %	Comments
Bilton	1	6	50	8	102	52	49%	
Caldecott Park	1	6	20	3	102	82	20%	Park site
Grange	1	6	63	11	102	39	62%	
Leamington Hastings	1	4	15	4	68	53	22%	Unaffiliated club
Oakfield	1	6	40	10	102	62	39%	includes Rugby Police usage
Rugby	1	6	57	10	102	45	56%	
Rugby Police	1	play at Oakfield	19	play at Oakfield	n/a	n/a	n/a	
Rugby Railway (LMRC)	1	6	59	10	102	43	58%	
Wolvey	1	6	108	18	102	-6	106%	
Capacity in Rugby town area						323	47%	

12.20 This capacity information shows that, on average, the bowls clubs in the Rugby town area are being used at just under half what they could realistically cater for in terms of the number of members. Wolvey however is very well used, and effectively has no spare capacity. The Caldecott Park site is the least well used of the town sites.

Assessment of Future Needs

12.21 The current provision of 6-rink outdoor bowling greens is 7 greens across the authority for a population of 103,200, giving a rate of provision per 1000 of 0.07 greens. If this rate of provision was simply extrapolated up to 2031 for either housing scenario, this would give a requirement of 8 greens by 2031.

12.22 However it is important to consider the capacity of the existing network of sites and the current demand for the sport. The 2015/16 membership of the affiliated outdoor bowls clubs is around 400, i.e. a participation rate of 0.016 amongst the 60+ age group. If the participation rate stayed the same rather than increasing in line with the Rugby Borough Council's participation objectives, then the number of people playing bowls by 2031 might be between 454 and 465 players.

12.23 Given that there is theoretical spare capacity across the existing 6-rink sites across the borough (for a further 323 members), this new demand should be easily catered for across the existing network of provision and no new sites are required based on the quantity of provision alone. Should the policy objective increase in the rate of participation of 0.5% pa be achieved, then there could be up to around 500 players under the larger housing scenario. Again this level of demand can be absorbed by the existing spare capacity in the sites across Rugby town.

- 12.24 This suggests that no new outdoor bowls sites should be develop in Rugby Borough, and that the long term standard rate of provision should be 0.07 greens per 1000.
- 12.25 As there are no clear indicators for a minimum size of viable club and the sport depends on having a number of active clubs, the overall objective should be to retain the existing network of sites. However the minimum number of bowls sites required for the longer term for the Rugby town area, at a maximum capacity of 100 members per club, is 4 sites, and there are currently 6 sites.
- 12.26 The Warwickshire County Bowls Association suggests a 15 minute drive time catchment for outdoor bowls clubs is appropriate. This reflects the feedback from the bowls clubs who responded to the survey and also research from elsewhere.
- 12.27 Everyone with access to a car in the borough can reach a 6-rink bowls site within 15 minutes drive, either to a site within the borough or over the borders, for example to Daventry, Southam, Leamington and Coventry.
- 12.28 No additional sites are therefore required to meet the needs of Rugby Borough residents based on accessibility.

Future proofing the strategy – planning standards

- 12.29 Although the assessment above suggests that there is sufficient capacity across the existing bowls greens in Rugby to absorb the demand potentially arising from the housing sites considered in this report, it is still important to have “standards” against which new, unanticipated housing sites can be assessed. These will be used to determine what additional demand will be generated from a specific housing development.
- 12.30 The amount of demand expected to arise can then be considered in relation to the accessibility of suitable facilities, and the capacity of the existing network. Taking this approach “future proofs” the strategy, until a full formal review of the strategy can be undertaken.

Standard for quantity

- 12.31 The proposed standard for bowling greens is 0.07 greens per 1000 [six rink greens].

Standard for accessibility

- 12.32 A 15 minute drive time catchment.

Standard for design and quality

- 12.33 The quality and design of facilities should reflect current best practice, including design guidance from Sport England and the National Governing Body. This should apply to refurbishment proposals as well as new build.

Conclusions and Recommendations

Current supply and demand

- 12.34 There are currently 9 outdoor bowling greens in Rugby Borough, of which 8 are good or reasonable quality sites of 6-rinks, and which host active affiliated clubs. Of these, 7 are located in the town. There is one smaller site at Leamington Hastings which is of poorer quality and hosts unaffiliated bowls.
- 12.35 The greens are all club managed. The ancillary facilities including club house and changing at most sites need some improvement.
- 12.36 On average across the town the sites are used at just under 50% of their potential capacity, but the affiliated club at Wolvey is effectively full, based on a maximum capacity of 100 members per club.
- 12.37 Everyone with access to a car can reach a bowls site within 15 minutes drive time, either within the borough or across the borders of the authority.

Future requirements

- 12.38 Due to the spare capacity at the existing sites in Rugby town, there is no need for additional outdoor bowls provision in the period up to 2031 based on the currently anticipated population. In the longer term and should new housing be proposed on the west side of the authority, then some additional provision may be required.
- 12.39 Improvement of the existing sites will enable them to cater for more use. Such improvements, both to the 6-rink greens and to their ancillary facilities are therefore the priority.

Recommendations

- 12.40 The delivery priorities up to 2031 are the improvement of the existing 6-rink greens and ancillary facilities at the existing sites. Investment requirements need to be confirmed on an individual site basis.
- 12.41 In relation to new housing developments which have not been included within this assessment, the standards to assess the amount of demand which will arise from the development, the accessibility to outdoor greens, and the expected quality of the facilities are:

- 0.07 greens per 1000 [six rink greens]
- A 15 minute drive time catchment
- The quality and design of facilities should reflect current best practice, including design guidance from Sport England and the National Governing Body. This should apply to refurbishment proposals as well as new build.

SECTION 13: OTHER SPORT AND RECREATION ACTIVITIES

- 13.1 There are a number of sport and recreation activities which are not specifically addressed by this Study as they tend to be based in the countryside using natural resources. These sports and activities include, amongst others; walking, cycling, horse riding, climbing, sailing, canoeing, windsurfing, rowing, motorcycle trials, and air sports. The vast majority of these activities will take place at sites which are outside of the control of Rugby Borough Council, so the council's role in relation to these activities is necessarily different compared to the built facilities.
- 13.2 It is neither possible, nor appropriate to attempt to devise formal planning standards for these activities, as more important is appropriate and sufficient access to the resources. The appeal of these types of sport in Rugby is wide, with every one of the larger Market Segments using the countryside for at least one activity, particularly cycling.
- 13.3 The roles of the Borough Council in relation to these sports and activities are and will continue to be:
- As an advocate working with partners to gain and retain access to a wide range of "natural resources".
 - Providing positive planning policy guidance to encourage provision for and access by a range of sport and recreation activities.
 - Encouraging the development of safe cycling routes, both as part of sustainable transport and a part of GI provision.
 - By providing grant aid, where appropriate, to clubs to gain, maintain and improve their facilities, particularly where this encourages or enables new participation.

SECTION 14: DELIVERING THE STRATEGY

Planning standards

- 14.1 A key output from the study is the development of proposed standards for future new housing developments which have not been specifically included within this strategy. These are required in order to give a scale to the amount of developers' contributions which may be sought in relation to new developments for each facility type, linked to the CIL tests. Once the quantum of demand is known, the other standards will help to determine if the existing network of sports facilities is both sufficiently accessible and of sufficient quality to cater for the new demand.
- 14.2 The justification and details behind each of these standards are contained within the relevant assessment sections of the report. There are some facilities where a formal standard of provision is not required, so these do not appear in the table in Figure 34.

Figure 34: Proposed planning standards for new housing developments

Facility type	Proposed planning standards for new developments		
	Quantity per 1000 population	Accessibility	Quality
Sports Halls	0.29 badminton courts fully available at peak time	20 minutes by car	Design and quality standard to meet Sport England or the relevant national governing body standards
Swimming pools	11.39 sq m water space fully available at peak time	20 minutes by car	Design and quality standard to meet Sport England or the relevant national governing body standards
Fitness facilities (stations)	6.61 stations fully available at peak time	15 minutes by car	Design and quality standard to meet Sport England standards
Fitness facilities (studios)	0.10 studios fully available at peak time	15 minutes by car	Design and quality standard to meet Sport England standards
Indoor tennis	0.02 courts per 1000 fully available at peak time	20 minutes by car	Design and quality standard to meet Sport England or the relevant national governing body standards
Squash courts	0.05 courts per 1000 fully available at peak time	20 minutes by car	Design and quality standard to meet Sport England or the relevant national governing body standards
Outdoor bowls	0.07 greens (6 rink) per 1000	15 minutes by car	Design and quality standard to meet Sport England or the relevant national governing body standards
Outdoor tennis courts	0.13 dedicated community outdoor courts	10 minutes by car	Design and quality standard to meet Sport England and the relevant national governing body standards

*Note: * fully available at peak time means open to community use in the evenings and weekends.*

Priorities for Action

14.3 Rugby Borough Council and its partners will treat this assessment and recommendations as a rolling document and will aim to undertake a number of action points arising from it. The first priority for implementation will therefore be an action plan which is led and coordinated by Rugby Borough Council on an interdepartmental basis, and will involve the key stakeholders. This will be based around the project specific proposals set out in Figures 35 and 36 which provide the project specific priorities for built facilities. These have been widely consulted upon with appropriate parties e.g. sports representatives, users, and providers. These proposals:

- Set out sport and site specific actions, with clear priorities;
- Indicate who is responsible for the delivery of each action and facility priority, how it can be delivered, and who else can help with its implementation;
- Provide challenging but realistic and deliverable actions;
- Provide an indication of the resource implications of each action, including where possible any associated financial costs, and how these resources could be secured;
- Set a timescales for the delivery of each action.

14.4 Figure 36 identifies those projects where the primary need is for the improvement of sites or facilities. These have all yet to be costed, and will depend upon the specific factors at each site.

Phasing

14.5 The large housing site proposals for Rugby will generate major new demand for local facilities. Specific phasing of facility provision is therefore required for some facility types.

Funding

14.6 It is important to ensure that all of the available resources are carefully targeted and tailored to meet the needs of the whole community so any initial capital investment and long term revenue commitments can be fully justified.

14.7 The proposals arising from the strategy are likely to be funded and supported by a range of partners and new facility provision might be via a mix of public and private sources. There are likely to be an increasing number of innovative partnership arrangements over the next few years both in relation to capital and revenue projects, and consideration should be given by the council to exploring all of the available options to enable the delivery of the strategy's proposals.

14.8 There are some major projects planned in this strategy which will require significant capital funding. Funding sources and programmes vary significantly over time, and there is limited benefit in exploring in detail all of the funds available at this point. As each facility is considered, a variety of options for funding will need to be explored by the council, the stakeholders and potential developers of each project. These might include, in no particular order:

- Mixed development – perhaps delivering community sports facilities as part of a wider regeneration scheme;
- Developers’ Contributions – by locking the strategy into planning policy;
- Land disposals and partial land development – where agreed as surplus to need;
- Partnership delivery and joint funding - by working with key partners such as schools;
- Partnership funding - with major sports clubs and their National Governing Bodies of Sport (NGBs), Football Foundation and others;
- Sport England/UK Sport funds;
- Lottery Funds;
- Government funding.

Procurement and management

14.9 The nature and process of the procurement of the facilities covered by this strategy and their long term management will fundamentally depend upon the type and scale of facility. It is likely that many sports and recreation facilities will increasingly become the responsibility of a sports club(s), but the leisure centres are likely to remain the Council’s responsibility, either directly or indirectly.

Review and Monitoring

14.10 There should be an annual review of the Study which will help to maintain the momentum and commitment to its implementation. This will also help to ensure that the original supply and demand information is no more than two years old without being reviewed. If significant changes emerge, then an interim update of should be undertaken.

14.11 There should be full review of the Study if there are very significant changes in the supply and demand for the facilities in Rugby, for example the development of the any major new housing areas close to Coventry.

14.12 There should in any case, be a full review of the study within 5 years to take account of:

- Anticipated housing growth within Rugby and on its boundaries;
- General changes in participation and attractiveness of individual sports;

- Technical changes to sport facility requirements;
- The development of new or loss of existing facilities since the strategy was completed;
- Facilities developed or lost to community use within the adjacent authorities;
- Cross-boundary co-ordination between local authorities;
- Facility investment decisions by the Council and its partners.

Figure 35: Site specific proposals – new build facilities

Facility / Site	Project elements	Partners and potential funding sources. [Rugby Borough Council includes developers' contributions]	Date	Estimated cost	Priority H = High M = Medium L = Low
Rugby Radio Station site new secondary school	4 court hall (designed for community use)	Warwickshire County Council, Rugby Borough Council	2021/26	£2,620,000	H
Dedicated Gymnastics Centre	Development of a new dedicated gymnastics centre at a site TBC.	Rugby Borough Council, Rugby Gymnastics Club, Sport England/Lottery.	2016	£300,000	H
Rugby Lawn Tennis Club	Cover 2 courts. Viability, design and cost to be confirmed through feasibility study.	Rugby Borough Council, Rugby Lawn Tennis Club, LTA	2016/21	£200,000 - 400,000	M
Measured running routes	Development of 1-2 measured running routes in parks/traffic free routes	Rugby Borough Council	2021	£5,000	L
Commercial fitness facilities	Fitness facilities including gym and studios 2 squash courts	Commercial provider	2026	No public funding needed	M

Figure 36: Site specific proposals – extension of or other works at built facilities

Facility / Site	Project elements	Partners and potential funding sources. [Rugby Borough Council includes developers' contributions]	Date	Priority H = High M = Medium L = Low
Queen's Diamond Jubilee Centre Athletics track Indoor bowls	Expand car park	Rugby Borough Council, GLL (QDLC operator), Rugby and Northampton Athletics Club, Rugby Thornfield Indoor Bowls Club	2015/17	H
Wolston Community Leisure Centre	Expanded fitness facilities Improve car park	Rugby Borough Council, Wolston Community Leisure Centre	2015/17	H
Rugby Athletics track	Improve clubhouse and ancillary facilities	Rugby Borough Council, Rugby and Northampton Athletics Club	2015/17	H
Rugby Thornfield Indoor Bowls Centre	Improve changing and ancillary facilities	Rugby Borough Council, Rugby Thornfield Indoor Bowls Club	2017/21	M
Outdoor bowling greens	Retain, secure and improve existing greens and ancillary facilities	Bowls clubs, Rugby Borough Council	2015-31	M
Outdoor tennis courts	Retain and improve existing courts and ancillary facilities, including installation of floodlighting where justified	Tennis clubs, Parish Councils, Rugby Borough Council	2015-31	M
Village halls/community centres	Improve ancillary facilities, storage and kitchen to enable greater use for a range of sport and active recreation. Sites to be confirmed.	Parish Councils, Rugby Borough Council	2015-2031	M