



KIRKLEES COUNCIL BUILT LEISURE AND SPORTS FACILITIES STRATEGIC FRAMEWORK

FINAL ASSESSMENT REPORT

AUGUST 2015

Integrity, Innovation, Inspiration

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EXECUTIVE SUMMARY

KKP was appointed by Kirklees Council (KC) to undertake an assessment of formal indoor leisure and sports facility needs in the Borough and based on the findings prepare a built leisure and indoor sports facility strategic framework. This document is based primarily upon research and fieldwork undertaken from September – December 2014. It does, however include updated information of a major new facility, the Huddersfield Leisure Centre, which opened in May 2015, prior to the publication of this report.

The assessment is required to provide the evidence to inform the creation of a new Built Leisure and Sports Facility Strategic framework. Increasing financial pressure on Kirklees Council requires clear priorities on which to focus future resources, both capital and revenue, and policies that can be supported through the new development plan. Funding resources will be scarce and projects will need to be clearly defined and prioritised to have any opportunity of receiving third party support.

The Assessment Report, therefore, provides a strategic overview of the sport and leisure facility offer in Kirklees, and potential pressures that may be faced in the coming years. This will need to be supported by more detailed option appraisals and feasibility studies where stakeholders seek to take action.

Policy objectives

A broad range of national, regional and local policy documentation was reviewed to provide a context for the study. In general terms, the policy objectives encompass a broad set of aims to encourage:

- ✦ Healthy lifestyles for individuals.
- ✦ Healthier communities.
- ✦ Residents to be physically active through any means, not solely by playing sport.
- ✦ Increased activity amongst all groups in society, including the very young and elderly.
- ✦ Residents to be aware and understand the threat that a poor diet and lack of exercise can pose to physical and mental health and the well-being of individuals.
- ✦ Exercise to become a habit that is maintained throughout life.

Sport England aspires to transform sport in England so that it is a habit for life for more people and a regular choice for the majority. The Sport England Strategy: A Sporting Habit for Life aspires to:

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

‘Everyone Active in Kirklees’ is the title of the recently published Kirklees Physical Activity and Sport Plan 2015 – 2020. Improving the places to be active and create active environments is a key strand of the delivery framework.

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Facility development may also be able to help deliver investment to contribute towards revitalising Huddersfield and Dewsbury.

These policy objectives have implications for facility providers and for the future planning of any new provision. Access to facilities and opportunities in which to participate in physical activity are essential if Kirklees residents are going to have an opportunity to meet the individual activity targets and goals being set nationally or to make sport or physical activity part of their everyday lives.

Playing a sport is just one of the ways in which people can be physically active. Many enjoy walking or cycling to work. Others work out in fitness gyms, at exercise classes and in swimming pools. 'Going to the gym' has over the past three decades become the most common form of 'sport'. Kirklees is no exception; an estimated 18% of the 428,279 resident population cite the gym and keep fit and fitness conditioning as a regular activity (Sport England APS 8).

Many people do still play sport and most national governing bodies of sport (NGBs) have developed schemes and initiatives to drive up participation in their given activity. Recent initiatives for many sports tend to focus less upon competition and more on participation and 'getting back' into a previous activity that can facilitate a 'portion' of the weekly physical activity target (thirty minutes exercise three times per week). Examples of this include Back to Netball and No Strings Badminton.

NGBs can help communities to learn new sports and develop opportunities to participate on a regular basis. However, the majority of NGBs are working with limited resources and focusing development in specific areas, not always in West Yorkshire. It requires a partnership, in the form of facility providers, sports development teams and well-resourced sports clubs, to work with NGB's to make a sustainable impact.

Kirklees Council – geography and demographics

Kirklees is the 11th most populated Borough in England with an estimated population of c.425,000. It is situated in the south west of West Yorkshire and is bordered by the authorities of Barnsley, Wakefield, Leeds, Calderdale, Bradford, Oldham and High Peak. It is made up of a network of settlements serving urban and rural areas, the West and South are mainly rural whilst the urban settlements of Dewsbury, Batley, Mirfield and the Spenn Valley lie to the North. The largest town Huddersfield, links the North and South and is a focal point for employment, services, retail, sport, leisure and culture.

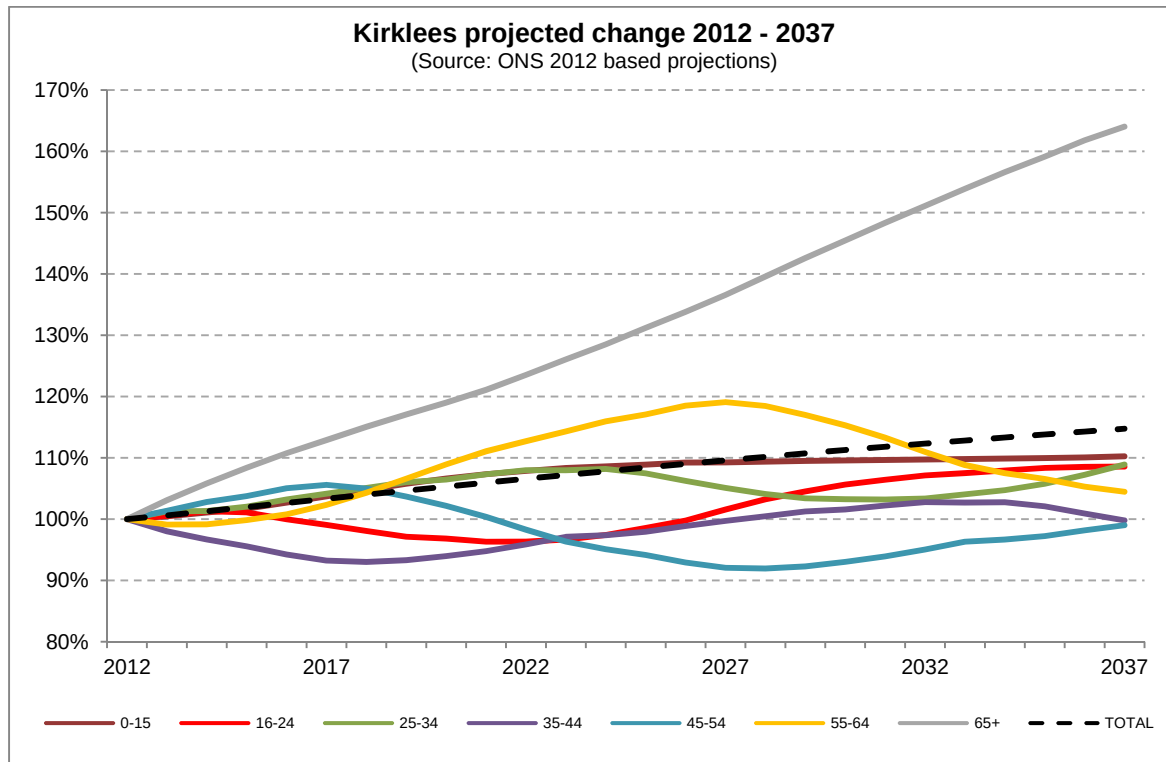
Facilities should meet the needs and expectations of an area's population; reflecting typical group interests, total numbers by age structure, projected change and local economic and health measures. A brief description of selected key characteristics is provided below:

- ◆ The total population of Kirklees (from the 2013 MYE), is 428,279 (211,575 males and 216,704 females).
- ◆ Over the next 25 years Kirklees population is expected to rise by 14.8% (62,804).
- ◆ The most significant change will be the rise in the number/proportion of residents aged 65+.
- ◆ In the course of the next decade Kirklees will 'gain' an additional 15,320 people aged over 65. By 2037 more than one fifth of the borough population will be 65 or older.

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- There will also be an increase of 6,505 in the numbers of young people (0 – 15) over the next decade.

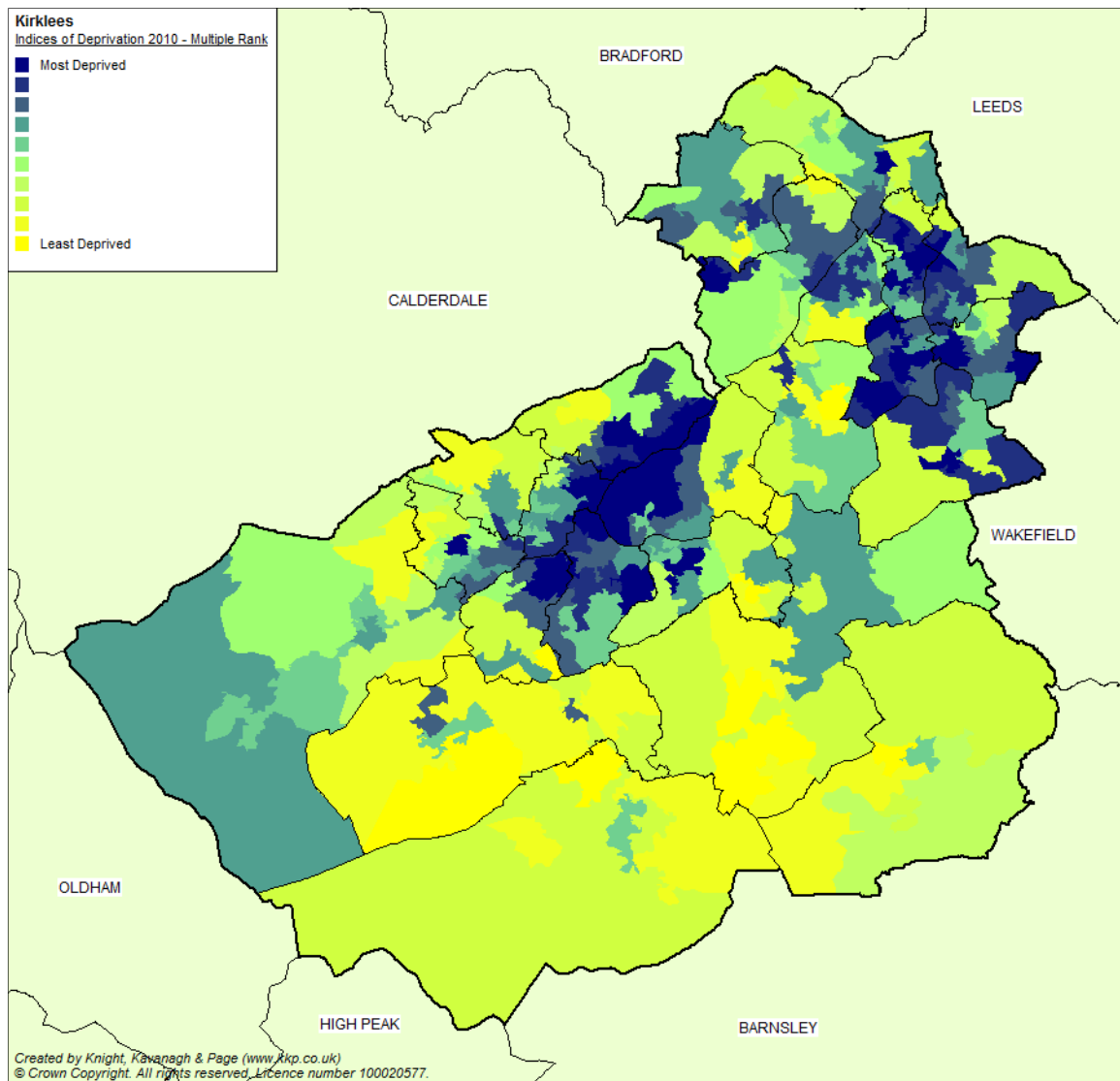
Figure A: Projected population change 2013 to 2037



- 79% of the population classify their ethnicity as white, which is markedly lower than the England rate (85.4%).
- 16% are Asian, compared to a national average of 7.8%.
- Relative to other parts of the country Kirklees experiences relative high levels of deprivation; four in 10 (39.6%) of the population resides within areas categorised as being among the country's three most deprived cohorts; this compares to a national average of c.30%. Conversely, 24.7% live in the three least deprived groupings in the country, compared to the national comparison figure of c.30%.

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Figure B: Kirklees index of multiple deprivation



Economic value of sport to the nation and Kirklees

Sport, leisure, recreation and culture are all important economic drivers. In 2010, sport and sport-related activity contributed £20.3 billion to the English economy (1.9% of the England total). The contribution to employment is even greater with sport and sport-related activity estimated to support over 400,000 full-time equivalent jobs (2.3% of all jobs in England).

Volunteering in sport, and the health benefits derived from sport, also have an impact on the economy. The estimated economic value of sport-related volunteering is £2.7 billion. The annual value of health benefits from people taking part in sport is estimated at £11.2 billion.

Sport England calculate that sport contributes an estimated £133.4m directly to the economy of Kirklees with a further £233.7m of value through the contribution that sport makes to volunteering, health service and visitors into the area.

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

Participation in sport can contribute to reductions in crime and anti-social behaviour, particularly amongst young people. It can also have a net impact on the environment; where, for example, more people are encouraged to walk and cycle, emissions and congestion can reduce although there is an argument to suggest that this would be counterbalanced by the impact of those attending sports events.

In summary, sport and wider physical activity provides a range of economic and health benefits to the West Yorkshire region, and Kirklees and its local resident population and helps to provide jobs and opportunities to spectate and participate in sport and physical activity, thereby making an important contribution to the Kirklees Economic Strategy.

Kirklees Council area – sporting characteristics

Sport England's Active People Survey 8 (APS – Year 8) produced the following key findings for Kirklees:

- ✦ Participation – 3 in 10 (30.3%) of adults participated in at least 1 x 30 minutes moderate intensity sport per week. This was below the national average (35.7%) and the regional average (34.9%). It was below all but one of its 'nearest neighbours' which ranged from 27.6% to 40.5%.
- ✦ Sports club membership - over 1 in 5 (21.7%) are members of a sports club, based on the four weeks prior to the AP survey. This is above the national average (21.5%) and the regional rate (20.6%) and higher than two of its 'nearest neighbours'.
- ✦ Sports tuition - just over 1 in 7 (14.4%) received sports tuition during the 12 months prior to the AP survey. This was below the regional and national averages. It is also lower than most of its 'nearest neighbours'.

The most popular sports in Kirklees are as follows:

Sport	Kirklees		Yorkshire & The Humber		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Gym	30.1	9.1%	450.4	10.4%	4,622.7	10.9%
Fitness & Conditioning	29.4	8.9%	280.6	6.5%	2,854.7	6.7%
Swimming	25.4	7.7%	482.6	11.1%	4,896.9	11.5%
Cycling	21.4	6.5%	337.9	7.8%	3,458.9	8.1%
Athletics	18.7	5.7%	271.0	6.2%	2,778.8	6.5%

Source: APS8

It should be noted that whilst the APS is an indicator of participation and physical activity the authority wide figures are based on a small sample size (500 residents outside of London and 1000 residents for London Boroughs). Whilst this is a national guide for

participation, authorities within Kirklees have reservations about the validity of the data based on the sample size.

Key findings

Sports halls

- ◀ There is a good supply of sports halls; they are well located across the Borough providing a reasonable degree of access to most residents.
- ◀ The total number of (3+ court) sports halls in Kirklees is 32.
- ◀ The quality is variable, reflecting the age of certain halls across the Borough. Stock is however, mostly fit for purpose.
- ◀ 73% of the population resides within a 20 minute walk-time of a sports hall.
- ◀ The three 8-court facilities (Dewsbury Sports Centre, Huddersfield Leisure Centre and Huddersfield University) in the borough are helping to meet regional competition needs for certain sports.
- ◀ Substantial investment in the existing sports hall stock will be required over the period of the strategic framework. For example, floor renewals.
- ◀ There is capacity within existing sports hall facilities to accommodate latent and unmet demand.
- ◀ There is little evidence to suggest that many existing voluntary clubs have the ability to raise participation rates in sports hall activities.
- ◀ The sports segmentation data identifies some latent demand amongst the local population for sports hall activities.
- ◀ No new sports hall provision is required to meet latent or future demand
- ◀ The resources for NGB development programmes to attract new users are limited, for example England Basketball has recently had to make budget cuts and reduce the number of development staff employed.
- ◀ The loss of 2 x 4 court sports hall facilities at Whitcliffe Mount Sports Centre in May 2016 will be partially replaced with a new build 4 court sport hall at the replacement school. Displaced users have been found new venues.

Based upon the variable approaches taken and differential levels of occupancy it is clear that community access to schools' sports facilities should be underpinned and protected via specific community use agreements (CUA's). New agreements should be issued for any new school sports provision and existing agreements should be enforced.

Swimming pools

- ◀ Swimming is the second most popular sport across the Borough.
- ◀ According to the limited findings of Sport England's Active People survey, swimming participation rates in Kirklees are lower than those for Yorkshire and England
- ◀ The Borough has a 23 swimming pools on 18 sites that cater for a wide range of the population's swimming and aquatic needs.
- ◀ The Sport England FPM calculates that existing pool provision in Kirklees and adjoining local authorities enables 91% of swimming demand to be satisfied, 15% of which is exported to other areas from Kirklees.
- ◀ The main operator, Kirklees Active Leisure (KAL), provides a mixed and balanced programme of swimming, learn to swim, water fitness and other water sport activity to help meet the needs of the local population.
- ◀ School pool sites make a significant contribution to meeting the needs of local clubs and swim schools.

- ◀ Several swimming clubs provide opportunities for residents to access a pathway to competitive swimming. There is no evident unmet demand for water space from swimming clubs in the Borough.
- ◀ 54% of the population of Kirklees is not within a 20 minute walking distance of a pool whilst all residents are within a 20 minute drive time.
- ◀ Spenborough Swimming Pool is reaching the end of its economic life. Population growth and an existing shortfall of water space across the Borough indicate that Spenborough should be replaced with a minimum 8 lane x 25m pool and a teaching pool.
- ◀ Dewsbury Sports Centre main pool tank is also nearing the end of its economic life and consideration needs to be given to the rectification of this, in order to avoid the potential closure of this key facility at some stage in the future.
- ◀ Further feasibility work should be undertaken to investigate providing an additional pool to meet the demands of the growing and ageing population.

Health and fitness

- ◀ There are 35 health and fitness suites of 20 or more stations within Kirklees, 33 of which are available to the community, providing a total of 1,909 stations.
- ◀ The more densely populated areas of Kirklees are seemingly well catered for in terms of the number of health and fitness suites available, whilst more sparsely populated areas also generally have access to nearby facilities.
- ◀ The majority of facilities assessed were rated as good (nine) or above average (five). Although there are many privately provided facilities, KAL manages 12 health and fitness suites at what are considered to be more affordable prices, indicating a relatively wide choice of facilities for potential users.
- ◀ Health and fitness through exercising in a gym is very popular across Kirklees, with the Sport England Active People Survey identifying 53,244 participating in 'keep fit and gym'.
- ◀ Using current 'UK penetration rates' the demand in the peak period is for 1,277 stations. This is predicted to grow to 1,709 stations by 2037. Using existing penetration rates current provision can in theory accommodate future demand. However, additional growth will make key fitness facilities even busier, particularly in the peak period. It is therefore anticipated that some key facilities will need to expand to meet growing demand. The difficulty of so doing is recognised as some of the KAL sites are constrained and already fully developed. An option may be to add additional stand-alone health and fitness sites, along the lines of the operation at Lockwood Park.

Gymnastic and dance

- ◀ There are seven gymnastics clubs in the area, five of which currently hire or rent facilities from local providers. Almost all clubs express a desire to expand the number of sessions but cannot secure additional time at suitable facilities.
- ◀ The demand for gymnastics in the area is high and there is substantial unmet demand, particularly in the junior clubs, which have long waiting lists.
- ◀ There appears to be considerable unmet demand for gymnastics across the study area, which is a trend echoed nationally. A dedicated gymnastics facility could provide an outlet for a large number of new participants to engage in either gymnastics or trampolining and help address the waiting lists found in many clubs.

- Three clubs in the area have aspirations to develop a dedicated gymnastics facility, however, none of the proposed projects has yet secured funding. Given the current austerity measures and pressure on public expenditure there is no prospect of Kirklees Council funding a facility and other traditional sources, for example Sport England are under financial pressure and facing unprecedented demand for capital funding throughout England.
- British Gymnastics does however identifies the potential for raising participation in gymnastics should the development of a specialist dedicated gym club with a sprung matted floor, landing pits and sufficient space to leave equipment in situ and facilitate full length competition run ups become available.
- There is a recognised shortfall in gymnastics coaches. A coach training programme would be required to help cater for the unmet demand for gymnastics,
- The North Huddersfield Trust School and Kirklees Rebound Trampolining Club has aspirations to develop a specialist trampolining facility. This would complement existing facilities in sports hall and should be supported.

Squash

- Squash is played at a mix of public and private venues throughout Kirklees.
- The distribution of courts is relatively even with 17 public sector courts and 23 in the private sector.
- The majority of the population of Kirklees can access a squash court within a 10 minute drive-time.
- In common with the rest of the UK it is probably safe to predict that squash will not return to the levels of popularity enjoyed during the 1970/80's and will continue to be a minority sport.
- Squash facilities in Kirklees are meeting demand and there is capacity for the game to grow within the existing infrastructure should participation trends in squash and racketball change.
- Talented players who require a higher standard of squash must travel outside the Borough and can play at Pontefract in Wakefield, Chapel Allerton in Leeds and the Queens Clubs in Halifax.
- Court space offers a level of flexibility; some of it is also set up to enable use for table tennis and a range of exercise and fitness classes

Indoor bowls

- Crown Green Bowls is the most popular bowls format in West Yorkshire.
- As in other areas of the country, all bowls formats (crown, flat and short mat) are experiencing a decline in popularity.
- Opportunities to participate in indoor crown green bowls are available at the specialist centre at the Leeds Road Sports Complex near Huddersfield Town Centre in Kirklees.
- Carpet bowls can be played at a wide number of multi-use venues across Kirklees.
- With the closure of Huddersfield Sports Centre and the imminent closure of Whitcliffe Mount Sports Centre residents of Kirklees who wish to participate in competitive indoor flat green bowls may have to travel to Leeds or Halifax to participate at a specialist indoor facility.
- At the moment bowls is a particularly popular sport amongst older age groups. However, as stated earlier the sport is in decline and although the older population

(65+years) is expected to increase substantially in Kirklees up until 2037, this does not suggest that the popularity of indoor bowls will increase.

- ✦ The projected increase in residents age 65+ provides an opportunity to review participation trends and demands amongst older people.
- ✦ It is recommended that the Council develops a strategy for increasing activity levels at indoor and outdoor bowls facilities across the Authority.

Indoor tennis

- ✦ Supply of indoor tennis provision in Kirklees offers sufficient capacity to accommodate additional members and users at all venues.
- ✦ The private facilities are well used and can accommodate additional members.
- ✦ KAL is continuing to work with LTA to improve the underutilisation of the indoor tennis facilities at Batley Sports and Tennis Centre.

Table tennis

- ✦ Table tennis tables are available at a number of sports hall venues, although it is not reported to be a particularly popular activity. Table tennis is, however, one of the more popular sports hall based sessions among disability groups with sessions at Deighton Sports Arena, Dewsbury Sports Centre and Huddersfield Leisure Centre and an inclusive session at Almondbury Sports Centre. The specialist facility in Mirfield belongs to the Heckmondwike Table Tennis Club, it has five tables and is available for members as a pay and play facility at set times. It is one of four specialist table tennis facilities in Yorkshire (the other three are in Halifax, Keighley and Hull). The Club participates in the Dewsbury Table Tennis League.

Athletics

- ✦ The athletics facilities in Kirklees are well used by local clubs and should be retained.
- ✦ The potential re-development of Spenborough Pool potentially has implications for the short and long term management of the athletics track, a Category 'A' competition facility. This needs to be factored into any redevelopment feasibility study.
- ✦ Throwing facilities at The Leeds Road Sports Complex are not conducive to the development of throwing events.

Cycling

- ✦ Cycling is popular in Kirklees. There are a number of cycling clubs in addition to the many participants who ride on a casual basis and do not belong to a club.
- ✦ Traffic volume, traffic speed, poor quality cycling infrastructure and perceived and actual road safety is considered to be a barrier to entry and a particular issue when clubs are seeking to cater for young people aged u.16.
- ✦ Specialist indoor velodrome facilities are available in Manchester.
- ✦ The Borough has a number of greenways and has plans to extend this popular traffic free network to increase connectivity
- ✦ Resources to develop the Greenways and off road network are limited
- ✦ A closed road cycle circuit (not British Cycling race standard) is available in neighbouring Elland.

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- ◀ The Leeds Road Sports Complex and the track at Spenborough Pool (Princess Mary) are used by people with a variety of disabilities to provide inclusive cycling opportunities. There is capacity at both sites to develop further use of these facilities.
- ◀ Strategically British Cycling would be supportive of development of a closed road cycling circuit in the south of the Borough. Further work is required to establish the viability of such a facility with a strategic location and suitable site.
- ◀ Through the framework of the 'Cycle West Yorkshire -Tour de France Legacy Group' Kirklees is developing a Walking and Cycling Delivery Plan. This will be developed to fit with the Metro Cycle Prospectus and the new Single Transport Plan.

Golf

- ◀ There are 12 golf clubs in the Kirklees Council area, of which 11 are traditional membership clubs and Bradley Park is a 'pay and play' facility.
- ◀ There are three golf driving range facilities, two located in Huddersfield and one in Mirfield. If the HD One proposals to expand the Stadium site in the town centre go ahead, the Huddersfield Stadium driving range facility would be lost.
- ◀ Demand for golf club membership has been in decline over the past decade although pay and play facilities remain popular.
- ◀ There is capacity across golf clubs in Kirklees to accommodate new members.
- ◀ England Golf has a number of initiatives to raise golf participation levels which may help to stimulate demand.
- ◀ Unless the current trends in golf participation are reversed it is possible that supply will substantively outweigh demand and one or more clubs may be forced to close.
- ◀ Bradley Park, operated by KAL, is the only traditional 'Pay and Play' golf provision in Kirklees, which serves as a key entry route into golf.

Combat sports

- ◀ There are two boxing clubs in Kirklees offering specialist training and sparring facilities.
- ◀ The new leisure centre in Huddersfield provides a permanent matted combat sports facility that is used by a range of different combat sports.
- ◀ There is a Fencing Club at Royds Hall High School.
- ◀ There is no evidence of a shortfall in facilities to accommodate combat sports although, linked to the collective policy of the five Olympic combat sports, there may be potential to support the development of a joint facility.

Snow and Ice

- ◀ New specialist facilities would create opportunities for residents to experience snow sports.
- ◀ Opportunities to participate in snow and ice sports are available at the specialist commercial facilities located in other local authority areas notably X-scape in Wakefield Chill Factor in Trafford, Greater Manchester and the ice rink in Bradford.
- ◀ The Borough population of 425,000 should be able to support the development of a new snow sports centre.

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SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> ◀ Kirklees Council/KAL commitment to sport and recreation ◀ New leisure centre provision in Huddersfield town centre ◀ Mix of providers that enables access to sport facilities throughout the day/evening ◀ Range of good quality swimming facilities ◀ KAL aquatic programme and 'swimmer journey' ◀ Range of facilities to accommodate the majority of indoor sports ◀ High quality health and fitness provision with enthusiastic, committed membership ◀ Community use at many school sites ◀ Range of specialist facilities e.g. indoor cricket, table tennis, cycle speedway, gymnastics, martial arts. ◀ The use of a third party agent in the operation of council stock 	<ul style="list-style-type: none"> ◀ Reduced Kirklees Council capacity and budgets ◀ The need to utilise facilities in terms of income generation as opposed to sports needs ◀ Participation rates in some sports ◀ Peak time capacity at some fitness centres and swimming pools ◀ Underutilisation of certain facilities ◀ Quality of some specialist facilities - often located in converted buildings/not new build ◀ Limited number of voluntary clubs aspiring to create /provide elite performer pathways ◀ Imminent closure of some facilities ◀ Ability, where demand exists, to consistently accommodate separate sessions for cultural reasons. ◀ Significantly reduced influence of the LEA with local schools, especially secondary schools
Opportunities	Threats
<ul style="list-style-type: none"> ◀ Capacity at many indoor sports halls to accommodate growth in key sports ◀ New facilities in Huddersfield town centre in 2015 ◀ Population growth/housing development provides potential to expand and/or enhance sport and leisure provision ◀ Potential opportunity for changes of use at Kirklees Council sports facilities ◀ Capacity to increase health and fitness to accommodate demand ◀ Snow sports development in the town centre ◀ Self-management (citizen services) and/or asset transfer ◀ Greater level of community use of school sites ◀ Tour de France legacy and popularity of cycling ◀ Potential capacity of other community facilities to accommodate activities ◀ Bloomberg Challenge (Kirklees award recipient 2014) 	<ul style="list-style-type: none"> ◀ Ongoing public sector funding and capacity reductions impacting on Kirklees Council and KAL ◀ Pressures facing external funding organisations ◀ Inactivity amongst the local population ◀ Population growth/housing development will put additional pressures on the existing sport and leisure provision ◀ Condition and potential cost of maintaining existing public leisure stock at present levels ◀ Potential closure of key local facilities and lack of replacement ◀ Sustainability of voluntary sports club infrastructure – coaches, volunteers, participants possible pressure for the removal of NNDR and increased market reflected rents ◀ Limited effectiveness of partner development programmes to sufficiently grow sports to sustainable levels ◀ The impact of commercial sector fitness operators on the viability of public sector sports provision

SECTION 1: INTRODUCTION

1.1 Background

KKP was appointed by Kirklees Council to undertake an assessment of the formal indoor sports facility needs in the Borough and based on the findings prepare a built leisure and indoor sports facility strategic framework.

The aim of the study is to provide a detailed assessment of current provision of indoor and built sports facilities, identifying the needs and gaps in provision.

Kirklees is the 11th most populated borough in England with an estimated population of circa 425,000. It is situated in the south west of West Yorkshire and bordered by the authorities of Barnsley, Wakefield, Leeds, Calderdale, Bradford, Oldham and High Peak. The area is made up of a network of settlements in both urban and rural areas. The west and south are mainly rural whilst the urban settlements of Dewsbury, Batley, Mirfield and the Spen Valley lie to the north. The largest town Huddersfield, links the north and south and is a focal point for employment, services, retail, sport and culture.

Figure 1.1: Kirklees Council main towns and villages



1.2 Scope of the project

The Assessment Report provides the detail as to what exists in the borough, its condition, location, availability and overall quality. It considers the demand for facilities based on population distribution, planned growth and also takes into consideration health and economic deprivation.

The facilities / sports included in this report are: sports halls, swimming pools, health and fitness, gymnastics, dance, squash, indoor bowls, indoor tennis, athletics, cycling, golf, combat sports and snow and ice.

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In delivering this report KKP has:

- ✦ Individually audited identified swimming pools, sports halls (conventional i.e. 3+ court halls as per Sport England definitions), health and fitness facilities (including, within reason, dance studios) and squash courts (public, private and voluntary sector owned/managed) in the Authority.
- ✦ Analysed the supply and demand of facilities (including specialist sports facilities) to identify gaps in provision and opportunities for improved provision.
- ✦ Sought to ensure that delivery of leisure facilities is undertaken with full reference to the corporate strategies of the Council and other relevant strategic influences.
- ✦ Identified areas of good practice, gaps in provision and opportunities for improved service in order to drive up participation levels.

This factual report provides a quantitative and qualitative audit based assessment of the facilities identified above. It provides a robust, up-to-date assessment of the needs for sports halls, swimming pools, health and fitness and specialist facilities and examines opportunities for new, enhanced and rationalised provision. Specific deficiencies and surpluses are identified to inform what provision is required. The specific objectives of this audit and assessment are to:

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

The specific tasks addressed as part of this strategies development include:

- ✦ Review of relevant Council strategies, plans, reports, corporate objectives.
- ✦ Review of the local, regional and national strategic context.
- ✦ Analysis of the demographics of the local population.
- ✦ Consideration of potential participation rates and modelling of likely demand for leisure facilities.
- ✦ Detailed audit of indoor facilities provided by public, private, voluntary and education sectors.
- ✦ Supply and demand analysis.
- ✦ Analysis of the balance between supply of and demand for sports facilities and identification of potential under and over provision.
- ✦ Identification of the key issues to be addressed in the future provision of indoor sports facilities across the Borough.

1.3 Report structure

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

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

In preparation of this report, KKP has had regard to these strategic principles.

The report is structured as follows:

- ◀ In Section 2 we review background policy documentation at national, regional and local levels and profile the population and socio-demographic characteristics of the Borough.
- ◀ In Section 3 we identify the methodology adopted to review indoor provision
- ◀ In Section 4 we review sports hall provision
- ◀ In Section 5 we review swimming pool provision
- ◀ In Section 6 we review health and fitness provision
- ◀ In Section 7 we review gymnastics and dance provision
- ◀ In Section 8 we review squash court provision
- ◀ In Section 9 we review indoor bowls provision
- ◀ In Section 10 we review indoor tennis provision
- ◀ In Section 11 we review athletics
- ◀ In Section 12 we review cycling
- ◀ In Section 13 we review golf provision
- ◀ In Section 14 we review combat sports
- ◀ In Section 15 we review snow and ice sport facility provision
- ◀ In Section 16 we identify strengths, weaknesses, opportunities and threats.

The Strategic framework and recommendations are contained in a separate document.

SECTION 2: BACKGROUND

2.1 National Context

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

Figure 2.1: ANOG model



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

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

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

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

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

- ◆ Maximise value from current national governing body of sport (NGB) investment.
- ◆ Places, People, Play.
- ◆ Strategic direction and market intelligence.
- ◆ Set criteria and support system for NGB 2013-17 investment.
- ◆ Market development.

National Planning Policy Framework 2012

The National Planning Policy Framework (NPPF) sets out planning policies for England. It details how these changes are expected to be applied to the planning system. It also provides a framework for local people and their councils to produce distinct local and neighbourhood plans, reflecting the needs and priorities of local communities. It states that the purpose of the planning system is to contribute to the achievement of sustainable development. It identifies the need to focus on three themes of sustainable development:

- ◀ Economic
- ◀ Social
- ◀ Environmental

A presumption in favour of sustainable development is a key aspect for any plan-making and decision-taking processes. In relation to plan-making the NPPF sets out that Local Plans should meet objectively assessed needs.

The National Planning Policy Framework (NPPF) is clear about the role that sport plays in delivering sustainable communities through promoting health and well-being. Sport England, working within the provisions of the NPPF, wishes to see local planning policy protect, enhance and provide for sports facilities based on robust and up-to-date assessments of need, as well as helping to realise the wider benefits that participation in sport can bring.

The 'promoting healthy communities' theme identifies that planning policies should be based on robust, up-to-date assessments of need for open space, sports and recreation facilities and opportunities for new provision. Specific needs and quantitative and qualitative deficiencies and surpluses in local areas should also be identified. This information should be used to inform what provision is required in an area.

Economic value of sport to the nation

Sport, leisure, recreation and culture are all important economic drivers. In 2010, sport and sport-related activity contributed £20.3 billion to the English economy – 1.9% of the England total. The contribution to employment is even greater – sport and sport-related activity is estimated to support over 400,000 full-time equivalent jobs, 2.3% of all jobs in England.

Volunteering in sport, and the health benefits derived from sport, also have an impact on the economy. The estimated economic value of sport-related volunteering is £2.7 billion. The annual value of health benefits from people taking part in sport is estimated at £11.2 billion.

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

Participation in sport can contribute to reductions in crime and anti-social behaviour, particularly amongst young people. It can also have a net impact on the environment;

where, for example, more people are encouraged to walk and cycle, emissions and congestion can reduce although there is an argument to suggest that this would be counterbalanced by the impact of those attending sports events.

In summary, sport and physical activity provides a range of economic and health benefits to the West Yorkshire region, and Kirklees and its local resident population and helps to provide jobs and opportunities to spectate and participate in sport and physical activity.

Public Health England: Everybody Active, Everyday

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

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

Investment in school sport

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

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

Priority School Building Programme (PSBP)

The PSBP is a centrally managed programme set up to address the needs of the schools most in need of urgent repair. Through the programme 261 schools will be re-built between 2014 and 2017.

Summary of national context

Engaging all residents in physically activity is a high priority for national and local government. For many residents sport and recreational activities have a key role to play in facilitating physical activity. Ensuring that there is an adequate supply of suitable facilities to meet local need is a requirement of the planning system. In line with national

policy recommendations this report makes an assessment of indoor facility provision and need across Kirklees.

2.2 Local context

Kirklees Economic Strategy 2014 – 2020

The purpose of the Economic Strategy is to create wealth and revenue streams that will enable quality service provision, enhance the borough and help to reduce inequalities into the future. Creating a borough with a strong and sustainable economy, with thriving communities, growing businesses, high prosperity and low inequality where people enjoy better health throughout their lives.

There are 5 priorities to deliver the vision:

- ◀ Precision engineering and innovative manufacturing
- ◀ Innovation and enterprising businesses
- ◀ Workforce, skill and employment
- ◀ Infrastructure
- ◀ Quality places

Six initiatives are intended to drive transformational change:

- ◀ Consolidate Kirklees as the heart of a growing innovative manufacturing and engineering cluster in LCR
- ◀ Maximise the impact of a suite of high quality innovation and enterprise assets
- ◀ Enhance enterprise, skills and opportunities for young people
- ◀ Strategic employment sites to stimulate jobs and growth, with focus on manufacturing and engineering
- ◀ Revitalise Huddersfield town centre
- ◀ Kick start the transformation of Dewsbury.

Kirklees Leisure Needs Assessment September 2014

This study into commercial leisure facilities identified a shortfall in ten-pin bowling provision across the borough. The supply of other commercial leisure provision (cinema, bingo, restaurants, pubs, nightclubs and health and fitness clubs) were aligned to demand.

Joint Health & Wellbeing Strategy (JHWS) for Kirklees 2013-2020

The JHWS sets out the vision for improving the health and wellbeing of local people while reducing inequalities at every stage of people's lives by 2020: "No matter where they live, people in Kirklees live their lives confidently, in better health, for longer and experience less inequality". The strategy is informed by the issues and inequalities that have been identified through the Kirklees JSNA. The desired outcomes for local people are that:

- ◀ People in Kirklees are as well as possible for as long as possible, both physically and psychologically, through:
 - ◀ Having the best possible start in life through every child and young person being safe, loved, healthy, happy, are supported to be free from harm; and have the

- chance to make the most of their talents, skills and qualities to fulfil their potential and become productive members of society.
- ◀ Encouraging the development of positive health and social behaviours.
- ◀ Identifying issues as soon as possible that affect health and wellbeing.
- ◀ Enhancing self-care: people being increasingly independent, self-sufficient and resourceful so able to confidently manage their needs.
- ◀ Local people can control and manage life challenges through:
 - ◀ Being resilient: having a sense of purpose, self-esteem, confidence, adaptability; be emotionally aware; taking responsibility for their own physical and emotional needs; being supportive and compassionate; and above all being connected to others.
 - ◀ So resilience is developed in individuals, families, communities and organisations.
- ◀ Feeling safe and positively included.
 - ◀ being able to navigate through life: being able to participate and contribute to society by being able to:
 - ◀ understand and communicate;
 - ◀ take advantage of opportunities and achieve goals;
 - ◀ increase their potential, including for work.
- ◀ Lifelong learning: enabling people to reach their full potential and build their confidence.
- ◀ People have a safe, warm, affordable home in a decent physical environment within a supportive community.
- ◀ People are enabled to take up opportunities that have a positive impact on their health and wellbeing through:
 - ◀ strong communities
 - ◀ healthy schools
 - ◀ active and safe travel
 - ◀ access to green and open spaces and leisure services
 - ◀ Improved regulation of factors that affect health and wellbeing e.g. takeaways, air pollution
 - ◀ Spatial planning as an enabler of better health

In addition for health and social care:

- ◀ People experience integrated health and social care appropriate to their needs
- ◀ The JHWS provides a strategic framework which can be used to assess the impact of the Sport and Physical Activity strategy on all JSNA issues.

Everyone Active: Kirklees Physical Activity and Sport Strategy 2015 – 2020

The vision for the strategy is that by 2020 everyone will be physically active through work, play, sport, travel or leisure. It adopts a life course approach based on the aims of - Starting to be Active, Staying Active and Achieving Ambitions at all life stages: Early Years, Children and Young People, Adults and Older Adults. The assets to be used to achieve this are people, places, organisations and communication. The plan sets out to:

- ◀ Increase the number, skills and confidence of those working to enable people to take part in physical activity and sport.
- ◀ Improve the places to be active and create active environments

- ◀ Improve community capacity to support and deliver a wider range of opportunities in physical activity and sport
- ◀ Increase awareness and understanding to enable people to take part in physical activity and sport

West Yorkshire County Sport Partnership Strategy

The purpose of the County Sport Partnership (CSP) is “supporting more people to take part and excel in sport and physical activity”. Its vision is “to be renowned for excellent service to sport and active recreation”. The organisational aims are to:

- ◀ Be an excellent, sustainable organisation that draws income from a variety of sources to improve sporting opportunities
- ◀ Lead and serve a well - connected, high performing network of sports organisations and providers
- ◀ Design and co-ordinate the delivery of a range of sports development programmes and events aimed at increasing and improving opportunities in sport.
- ◀ Make a significant contribution to raising the quality of the sports workforce
- ◀ Provide a high quality knowledge base that creates the platform for strategic planning for sport.

Summary of local policy context

The core message running through local strategic documentation is the requirement to ensure that opportunities are available to/for all Kirklees residents to take part in physical activity thus contributing to the health and wellbeing of all residents.

It is, therefore, important that the core indoor sports facilities of sports halls, swimming pools and health and fitness facilities are accessible and available to the community and that the 'offer' is developed based on the needs of local communities.

Financial context

The ambitions set out above must, however, be considered against a background of the impact of spending cuts in the public sector. Kirklees Council is facing significant financial pressures and the budgets for maintaining the public stock of facilities is expected to be reduced significantly over the period of this strategic framework. Many alternative funding providers are facing similar pressures, therefore limiting the availability of funding. Where capital resources exist or can be accessed, they will need to be prioritised and utilised carefully to meet key strategic outcomes.

Consideration must also be given to the pressures which will also increase on revenue budgets. It will be important to ensure that facilities are viable and able to meet their ongoing running and maintenance costs as public subsidies become a thing of the past.

The predicted increase in population will further place pressure on the existing facilities, but potential developments of new housing may also provide the opportunity to consider what, how and where future facility supply is needed so that demand can be met, and the ambitions for a physically active community achieved.

It is clear, therefore, that the lack of available funding will impact on the ability to deliver the recommendations of this strategic framework, and any opportunity to access funding should be considered in a wider strategic context of achieving the greatest impact for sustainable participation.

2.3 Demographic profile

The following information presents a brief summary, based on KKP's area profile for the borough (See Appendix 1 for detail) and is based on data taken from nationally recognised sources such as the Office for National Statistics, NOMIS, Sport England and Experian.

Population and distribution

- ✦ The total population of Kirklees (from the 2013 MYE), is 428,279 (males = 211,575 and females = 216,704).
- ✦ The majority of the population lives in the northern part of the Borough around the largest town of Huddersfield and to the north east around Dewsbury, Batley, Liversedge and Heckmondwike.
- ✦ Areas in the south of the Borough are more rural in character, less densely populated and characterised by small market towns, for example Denby Dale, Meltham, Holmfirth.
- ✦ The Borough age profile is very similar to that as for Yorkshire. Kirklees has slightly more 0 – 14 year olds (19% v 17.7%) and slightly fewer 20 – 24 year olds. (6% v 7%).

Ethnicity

- ✦ 79.1% of the population classify their ethnicity as white, this is markedly lower than the England rate (85.4%)
- ✦ 16% are Asian, compared to a national average of 7.8%
- ✦ In Huddersfield there is a concentration of residents with an Afro-Caribbean heritage

Economic activity and inactivity

- ✦ Just under three quarters (72.7%) of Kirklees 16-64 year olds are economically active (in or seeking employment – June 2014) compared to a national figure of 77.5%.
- ✦ The unemployment rate¹ in Kirklees is 7.8%, this is below the Yorkshire and the Humber figure (8.4%) but above the national rate (6.8%).
- ✦ Under three in 10 (27.3%) of Kirklees 16-64 year olds are economically inactive. A similar number are students and one in five of the population is long term sick.

Income and benefits dependency

- ✦ The median figure for full-time earnings (2013) in Kirklees is £25,407; the comparative rate for the Yorkshire and The Humber is £24,913 (-1.9%) and for Great Britain is £26,941 (+6.0%).
- ✦ In September 2014, 7,691 people in Kirklees were claiming Job Seekers Allowance (JSA); this represents an increase of 23.8% compared to September 2006 (6,213). However, people claiming JSA only represent 24.8% of benefits claimants in Kirklees, a further 43.3% are claiming ESA² and incapacity benefits while 10.6% are carers.

¹ Note the unemployment rate is modelled by the Office for National Statistics

² Employment and Support Allowance is directly targeted to support those who are ill or disabled.

Deprivation

Relative to other parts of the country Kirklees experiences relative high levels of deprivation; 4 in 10 of the area's population (39.6%) falls within the areas covered by country's the three most deprived cohorts compared to a national average of c.30%. Conversely, 24.7% live in the three least deprived groupings in the country, this compares to a 'norm' of c.30%.

Figure 2.2: Index of multiple deprivation

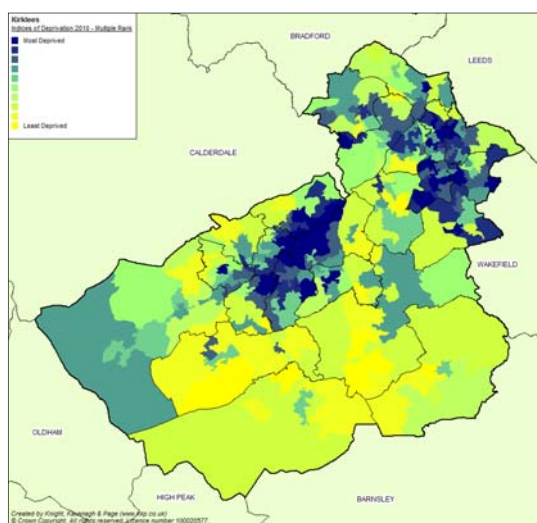
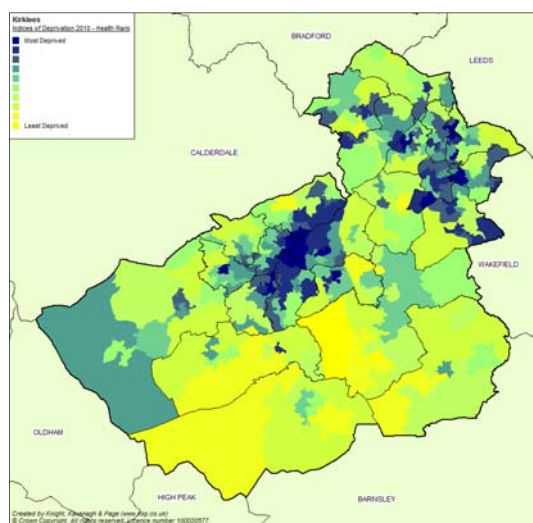


Figure 2.3: Index of health deprivation



Health

- ✦ Life expectancy in Kirklees is lower than the national figure; the male rate is currently 78.2 (79.2 for England) and the female equivalent is 82.0 (England 83.0)³
- ✦ Adult and child obesity rates in Kirklees are below national and regional averages. 21.8% v 23% for adults and 18.4% v 18.9% for children.
- ✦ Whilst below the national average these figures are concerning and the trend is upwards

Active People Survey (APS)

Sport England's Active People Survey is a national survey which is commonly used to identify sporting participation trends. APS is an indicator of participation and physical activity and is conducted annually. First published in 2006, the APS originally collected data for adults aged 16 and above, but more recently has started to include anyone aged over 14 in their findings. They have also, over time, adjusted the activities which are accepted for participation, in an attempt to more closely match people's activity habits.

The results give insight about participation in sport, and can be used to gain a snapshot of the participation profile for a particular time period and also to identify trends over time both in terms of what is happening in a particular Local Authority area, and also in comparison to other areas. While this measure is one that is widely used to determine

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

participation levels, it does have limitations and Kirklees Council have reservations about the survey, and in particular the individual year results which are based on a small sample size (500 residents for Local Authorities outside of London and 1000 residents for London Boroughs) but have unsuccessfully requested a larger sample size to give greater accuracy.

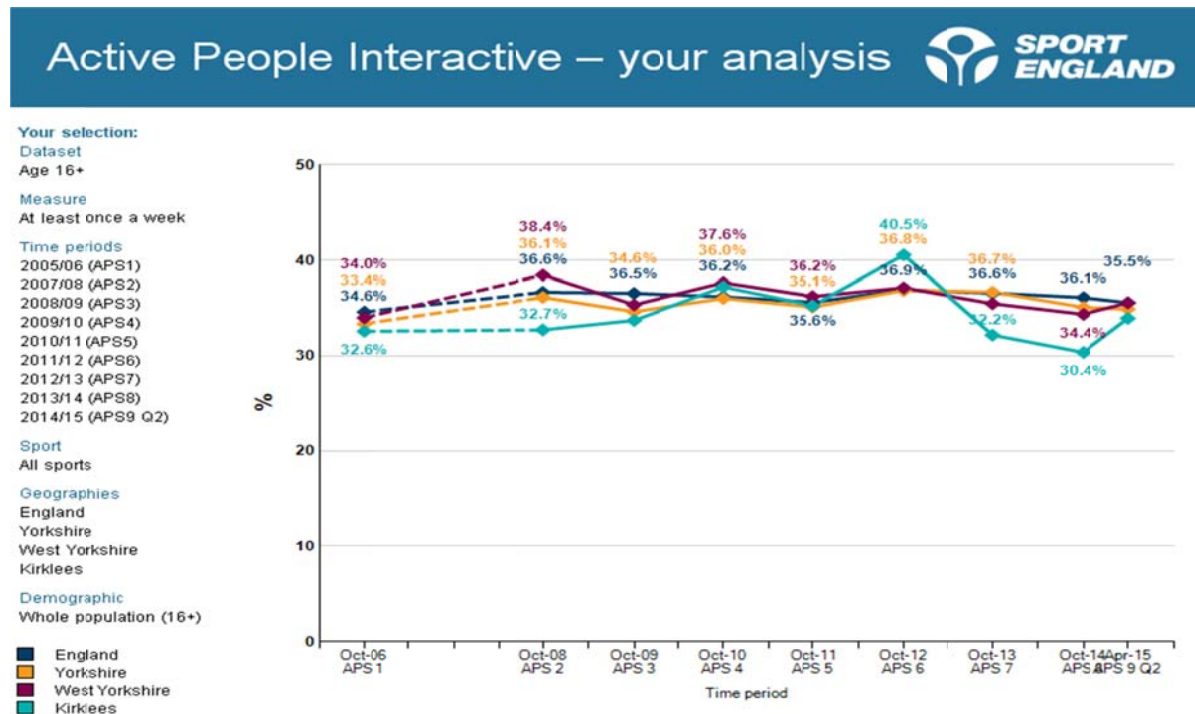
One concern is that the small sample size for each Local Authority area means that these localised results are more prone to disproportionate fluctuations based on a small number of responses than the amalgamated regional or national figures. There are also times where there are insufficient responses within a Local Authority area to give findings for particular groups of people, making it difficult to truly understand some of the more specific issues which are in play.

Active People Survey does provide an interesting picture of participation in Kirklees. When the Active People Survey (APS) was first published in 2006 it estimated that 32.6% of adults in Kirklees participated in at least 1 x 30 minutes moderate intensity sport per week. The last complete years data (APS 8 2013/14) shows that participation has dropped slightly from its 2006 levels to 30.4% (although interim data for the first half of the 2014/15 period has shown the figure to have recovered and suggest a slight increase at 33.9%). As mentioned previously, these kinds of fluctuation period on period are inevitable with the small sample size, and as a result they should be treated with a degree of caution.

Perhaps a more meaningful approach is to consider the long term trend analysis, which should level out the effect of the annual fluctuations. Working to the last full year of data (APS8 2013/14) it indicates that the overall picture has been relatively static, showing a slight decline in participation over time. It suggests that, at any given time, roughly one third of the adult population of Kirklees takes part in at least 1 x 30 minutes moderate intensity sport per week. Although the figures for Kirklees are slightly below regional and national levels, the long term trend for Kirklees is broadly in line with the regional and national experience.

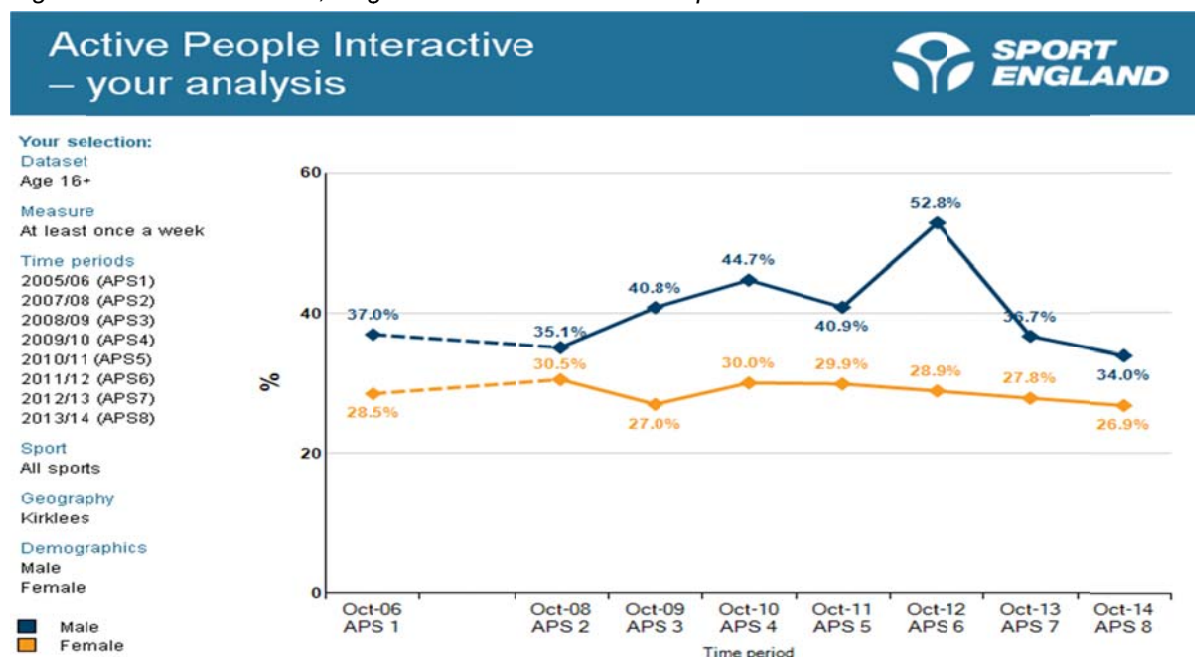
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Figure 2.4 APS – National, Regional and Local 16+ Participation 2005/06 – 2014/15



APS8 also showed that male participation in 1 x 30 minutes moderate intensity sport per week is consistently higher (34%) than female participation (26.9%). This gender gap has persisted throughout the period of analysis, with female participation remaining relatively static, and male participation showing more of a fluctuation.

Figure 2.4 APS – National, Regional and Local 16+ Participation 2005/06 – 2014/15



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ASSESSMENT REPORT

Another useful feature of the Active People Survey is to identify the main activities that people are choosing to participate in. The most recent data from APS8 shows the 5 most popular activities for Kirklees residents were:

Sport	Kirklees		Yorkshire & The Humber		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Gym	30.1	9.1%	450.4	10.4%	4,622.7	10.9%
Fitness & Conditioning	29.4	8.9%	280.6	6.5%	2,854.7	6.7%
Swimming	25.4	7.7%	482.6	11.1%	4,896.9	11.5%
Cycling	21.4	6.5%	337.9	7.8%	3,458.9	8.1%
Athletics	18.7	5.7%	271.0	6.2%	2778.8	6.5%

Source: APS8

SE Market Segmentation Model

Sport England's market segmentation provides an insight into individual sporting behaviours. Each of the 19 segments is given a pen name and a brief description (see Appendix B). Knowing the most dominant segments can help direct provision and programming. For example, whilst the needs of smaller segments should not be ignored, it is useful to know which sports are enjoyed by the largest group. Segmentation also enables tailored interventions, good communication with target markets and a better understanding of participation in the context of life stage and life cycles.

The most popular sports in Kirklees

Active People and SE segmentation make it possible to indicate the top five sports in any area; within Kirklees the five most popular activities are health and fitness / gym activities, swimming, cycling and athletics. Participation rates are slightly below the national average.

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Projected population: Long term change from 2012 to 2037

At strategic and operational levels plans to increase levels of physical activity must not be set in stone, they should be flexible and respond to predictable changes in age structure, gender and ethnic composition. The most recent ONS projections indicate a rise of 14.8% in Kirklees's population (+62,804) over the 25 years from 2012 to 2037. Changes vary by age group and rise and fall over this extended timeframe, for example, the number of:

- ✦ 0-15 year olds will rise by +7,434 (+8.6%) over the first half of the projection (to 2024).
- ✦ 16-24 year olds will decline by -2.6% in the first period (-1,316) followed by growth back to +8.6% (+4,381) in the second period.
- ✦ There is a continuous increase in the numbers of persons aged 65+ representing an increase of +28.5% (+19,241) in the first period continuing to rise to +64.0% (+43,190) between 2012 and 2037. While the age group represented 15.9% of Kirklees's population in 2012 it is projected to be nearly one quarter (22.7%) of the total by 2037.

Short term change - the next decade (2014 – 2024)

While strategic planning needs to consider change over 20 to 25 years, service planning is often more closely aligned to a much shorter time horizon, typically five to 10 years? Over the decade to 2024 it is projected that the overall number of people in Kirklees will rise by +27,760 (+6.4%). However, significant age specific variations will have implications for different markets, economic and health issues, for example, there will be:

- ✦ +6,505 (+7.4%) more 0-15 year olds; and
- ✦ -4,479(-7.5%) fewer 45-54 year olds; and
- ✦ +8,197 (+17.0%) more 55-64 year olds; and
- ✦ +15,320 (+21.5%) more people aged 65+.

The Kirklees Local Plan and anticipated areas of local housing growth

The Council is currently preparing a new Local Plan that will set out how much new development will be required to meet future housing and employment needs for the borough and will allocate sites to meet these needs. The Local Plan will also set out the areas of Kirklees that need protection, including valuable open space, areas with high environmental quality and historic value, and identify the infrastructure needed to make sure that any new developments are sustainable. Planning policies will also be set out in the Local Plan to make sure that development which comes forward will be sustainable. When the Local Plan is agreed and in place, it will be used to help determine planning applications.

The Built Leisure and Sports Facilities Strategic Framework will form part of the evidence base to support the preparation of the Local Plan and will help inform the provision of built leisure and sports development in the Local Plan, including the allocation of suitable sites, and the development of related planning policies.

Analysis of demographic information has shown that the potential number of new homes required in Kirklees over the Local Plan period (2013-31) is likely to range from 1,300 to 1,900 homes per year*. Work has started on a Strategic Housing Market Assessment

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(SHMA) which will set out the actual Kirklees housing requirement over this period. The results of this process are expected to be published in 2015.

**This is based on the sub-national population projections and economic inputs (The Regional Econometric Model). It does not take into account government household projections in the future or results of the Council's Strategic Housing Market Assessment (SHMA). Therefore this is not the Kirklees Local Plan housing requirement.*

Projection implications

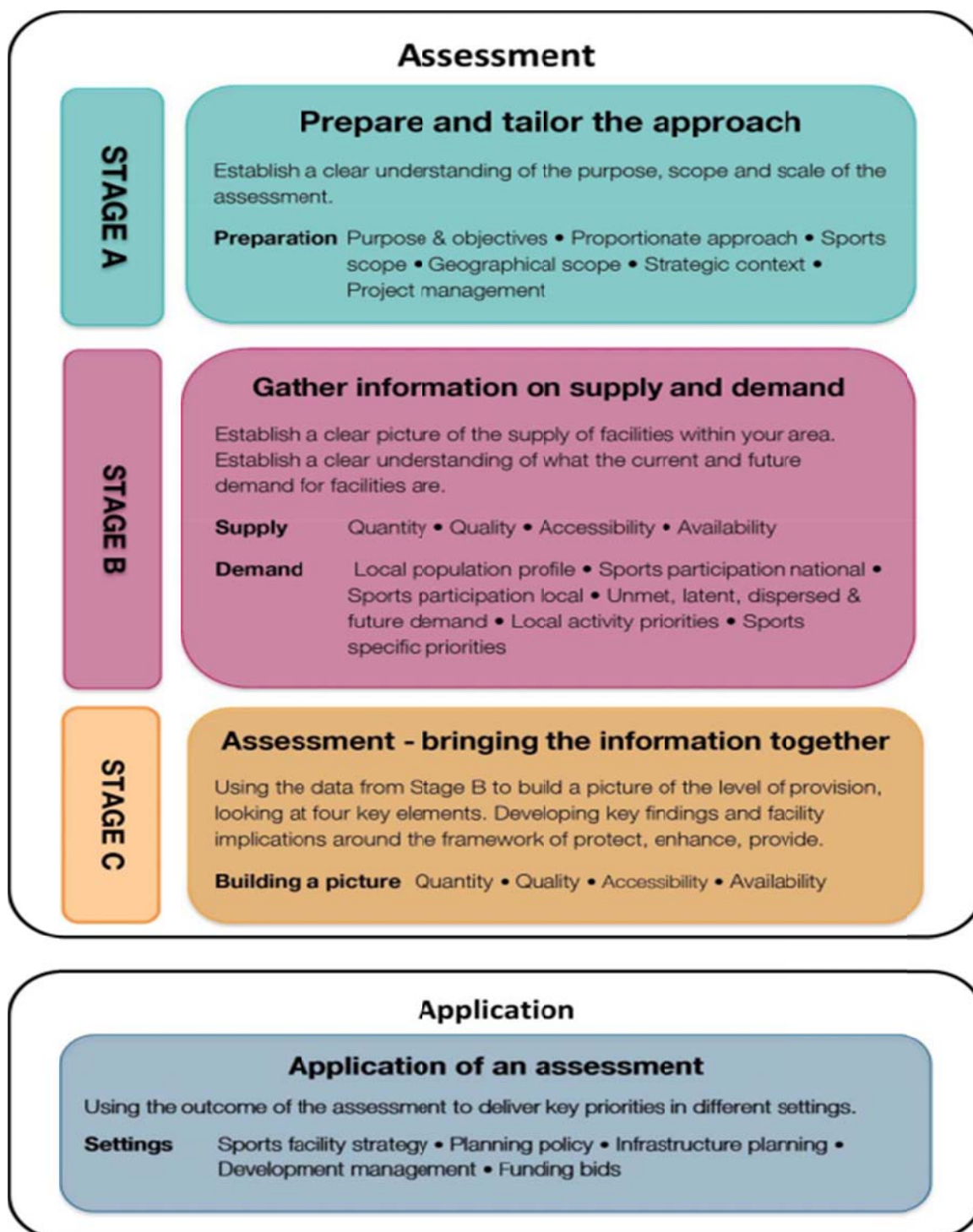
The projected population increases, together with aspirations to increase levels of physical activity amongst the population will continue to place pressure on the existing built sports and leisure infrastructure. Of particular significance is the very large increase in the number of residents who will be aged 65+. In the next decade there will be an additional 15,320 people over 65 (21.5%) and by 2037, as noted above, 22.7% will be over 65.

SECTION 3: INDOOR SPORTS FACILITIES ASSESSMENT APPROACH

3.1 Methodology

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

Figure 3.1: Recommended approach



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ASSESSMENT REPORT

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

'Access to high quality open spaces and opportunities for sport and recreation can make an important contribution to the health and well-being of communities. Planning policies should be based on robust and up-to-date assessments of the needs for open space, sports and recreation facilities and opportunities for new provision. The assessments should identify specific needs and quantitative or qualitative deficits or surpluses of open space, sports and recreational facilities in the local area. Information gained from the assessments should be used to determine what open space, sports and recreational provision is required.' (NPPF, Paragraph 73)

The assessment of provision is presented by analysis of the quality, quantity, accessibility and availability for the identified facility types (e.g. sports halls and swimming pools). Each facility is considered on a 'like for like' basis within its own facility type, in order that it can be assessed for adequacy.

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

Accessibility in this context refers to the availability of the facility for the community to use, not its accessibility for disabled users. However, when undertaking site assessments, where facilities demonstrate a clear lack of DDA compliance these elements are specifically highlighted. Generally speaking, facilities have been shown to be accessible to all and appear to accommodate a wide range of programmes for all sections of the community. An example of the commitment in Kirklees to providing inclusive facilities the design of the new Huddersfield Leisure Centre has specifically taken into account the needs of disabled users, with accessible changing facilities, an audible and visual fire alarm system, a purpose built accessible reception area, aids to support disabled access to the swimming pools, combat room and other areas, and is signed up to MENCAP's 'Safe Places' scheme. This has been enhanced by Kirklees Council, the Amateur Swimming Association (ASA) and Kirklees Active Leisure (KAL) working in partnership to fund an activator post specifically to support and promote increased take up of swimming and other sports and activities at this site and across KAL sites generally.

SECTION 4: SPORTS HALLS

Sports halls are key facilities for community sport because they are multi-purpose and provide for a range of different activities. The standard approach to measuring them is via the number of badminton courts accommodated within the floor area. Sports hall are, thus, made referenced to as three, four, five, six, eight, nine and twelve court halls.

The standard size of a 4 court sports hall was, until relatively recently, 18m x 33m x 7.5m. This has been extended in 2012 to 34.5m x 20m x 7.5m primarily to accommodate run off space for indoor netball. (*Source: Design Guidance Note – Sports Hall Design & Layouts, Sports England, 2012*).

Sports halls can be used for a wide range of sports: for example, archery, boxing, indoor athletics, badminton, basketball, bowls (short-mat), cricket (nets), dance/ exercise classes, dodgeball, fencing, fitness circuits, football, golf training, gymnastics, handball, hockey, martial arts, netball, roller hockey, table tennis, trampolining and volleyball.

In general, the larger the hall the greater the flexibility and the more sports that can be accommodated concurrently, and/or the level of use that can be made of the venue for local and regional training, competitions and events.

Sport England estimate the cost of a new four court hall (34.5m x 20m) at £3,590,000. (Facility Costs SE 2013).

4.1 Supply

Quantity

Operational facilities

There are 60 sports halls with at least one badminton court in Kirklees. Of these 32 have three courts or more. Three sports halls in Kirklees (at Dewsbury Sports Centre, Huddersfield Leisure Centre and the new University of Huddersfield Sports Centre) have eight courts. 62% of all sports hall accommodation in Kirklees is located on education (school, HE and FE) sites. A list of all the sports halls in Kirklees can be found in Table 4.1 below.

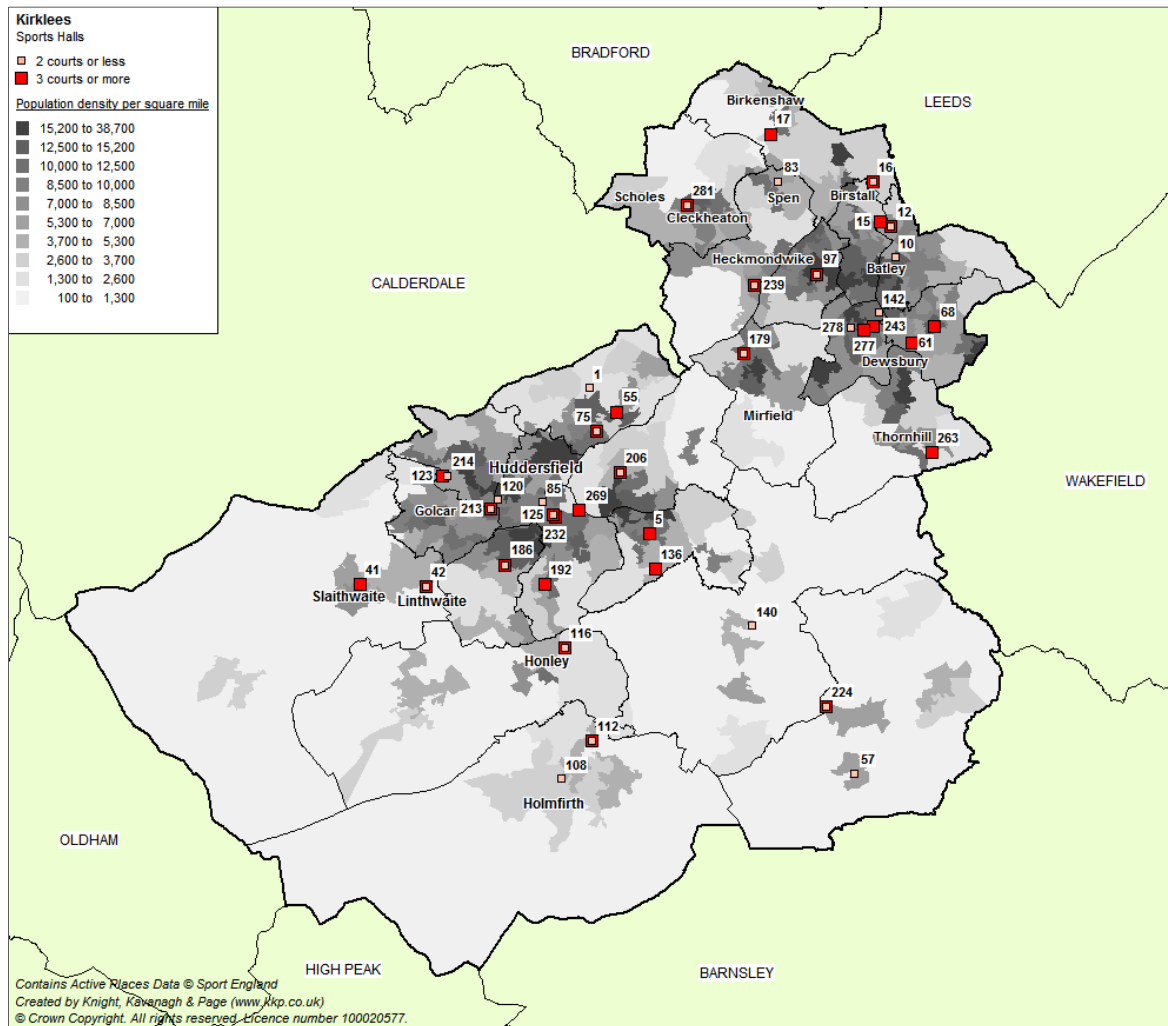
Planned future developments

The new Huddersfield Leisure Centre that opened in May 2015 has an eight court sports hall. In supply terms, this replaces the eight court hall lost following the closure of the former Huddersfield Sports Centre, also in 2015. The new Leisure Centre has a further separate two court hall adjoining the main hall.

Under the Priority School Building Programme, Whitcliffe Mount Business and Enterprise College and All Saints Catholic College are to be re-built. The subsequent demolition of the Whitcliffe Mount Sports Centre in May 2016 will result in the loss of two four court halls, a three lane indoor bowls rink, four squash courts, an activity hall, spin studio and a fitness room. It is recommended that the proposed four court hall at the new school has community access secured.

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Figure 4.1: Sports Halls in Kirklees - 3 courts or more and those with less than 3 courts



As Figure 4.1 above illustrates the majority of sports halls with three courts or more are located in the more densely populated areas. A number of smaller halls serve the more sparsely populated areas: Kirkburton Middle School (140), Denby Dale Pie Hall (57), Holmfirth Sports Centre 4 court hall (112) and Civic Hall (108) and Shelley College (224), a four court hall in the southern part of the Borough. The western side has neither a large population nor any sports halls of any size. The nearest is Colne Valley Leisure Centre (41), a three court sports hall of above average quality.

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Table 4.1: Sports halls with at least one marked badminton court in Kirklees

Map ref	Site Name	Sub Type	Access Policy	Year Built	Refurb date	No. of courts	Width	Length	Area m ²	Condition
1	All Saints Catholic College	Activity Hall	Sports Club/ Community Assoc. use	1960	-	2	12	20	180	Below average
1	All Saints Catholic College	Activity Hall	Sports Club/ Community Assoc. use	1960	-	1	10	15	150	Good
5	Almondbury Sports Centre	Main	Pay and Play	1998	2003	4			594	Good
10	Batley Baths & Recreation Centre	Activity Hall	Pay and Play	1987	-	1			180	Below average
12	Batley Business & Enterprise College	Main	Sports Club/ Community Assoc. use	1960	1980	4	17	33	561	Poor
12	Batley Business & Enterprise College	Activity Hall	Sports Club/ Community Assoc. use	1990	2000	1	10	18	180	Poor
15	Batley Grammar School	Main	Sports Club/ Community Assoc. use	1989	-	4	18	32	576	Above average
16	Batley Sports & Tennis Centre	Main	Pay and Play	1977	2010	6	21	36	756	Good
16	Batley Sports & Tennis Centre	Activity Hall	Pay and Play	1977	2010	1	14	20	280	Good
17	BBG Academy	Main	Sports Club/ Community Assoc. use			4	20	35	700	Good
41	Colne Valley Leisure Centre	Main	Pay and Play	1969	2008	3	18	30	540	Above average
42	Colne Valley Specialist Arts College	Main	Sports Club/ Community Assoc. use	2006	-	4			594	Good
42	Colne Valley Specialist Arts College	Activity Hall	Sports Club/ Community Assoc. use	1956	-	1	10	18	180	Below average
55	Deighton Sports Arena	Main	Pay and Play	2001	-	4			594	Good

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Map ref	Site Name	Sub Type	Access Policy	Year Built	Refurb date	No. of courts	Width	Length	Area m ²	Condition
57	Denby Dale Pie Hall	Activity Hall	Sports Club/ Community Assoc. use	1972	2000	1				
61	Dewsbury Sports Centre	Main	Pay and Play	1984	1996	8	36	36	1296	Good
68	Manor Croft Academy (Formerly Earlsheaton Technology College)	Main	Sports Club/ Community Assoc. use	1950	-	4	17	33	561	Above average
75	N. Huddersfield Trust Academy (Formerly Fartown High School)	Main	Sports Club/ Community Assoc. use	1968	2012	4			594	Above average
75	N. Huddersfield Trust Academy (Formerly Fartown High School)	Activity Hall	Sports Club/ Community Assoc. use	1968	2003	1			275	Below average
83	Gomersal Public Hall	Activity Hall	Pay and Play	1851	2005	1				
85	Greenhead College	Activity Hall	Sports Club/ Community Assoc. use	1995	-	2				
97	Heckmondwike Grammar School	Main	Sports Club/ Community Assoc. use	1999	-	4			594	Above average
97	Heckmondwike Grammar School	Activity Hall	Sports Club/ Community Assoc. use		-	1	12	18	216	Below average
108	Holmfirth Civic Hall	Activity Hall	Pay and Play	1860	2005	2				
112	Holmfirth Sports Centre	Main	Pay and Play	1986	2011	4			594	Good
112	Holmfirth Sports Centre	Activity Hall	Pay and Play	1975	-	1			180	Good
112	Holmfirth Sports Centre	Activity Hall	Pay and Play	1975	-	1			180	Good
116	Honley High School	Main	Pay and Play	1985	-	4	17	33	561	Below average
116	Honley High School	Activity	Pay and Play	1965	-	1	10	18	180	Below average

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Map ref	Site Name	Sub Type	Access Policy	Year Built	Refurb date	No. of courts	Width	Length	Area m ²	Condition
		Hall								
120	Huddersfield Grammar School	Activity Hall	Sports Club/ Community Assoc. use	1985	-	1				
123	Huddersfield New College	Main	Pay and Play	2001	-	4	16	37	592	Good
123	Huddersfield New College	Main	Private Use	2013	-	4	26	37	962	Good
125	Huddersfield Leisure Centre	Main	Pay and Play	2015		8			1221	Good
125	Huddersfield Leisure Centre	Activity Hall	Pay and Play	2015		2			324	Good
136	King James' School	Main	Sports Club/ Community Assoc. use	1985	-	4	17	33	561	Below average
140	Kirkburton Middle School	Activity Hall	Sports Club/ Community Assoc. use	1973	-	1	10	16	160	Poor
142	Kirklees College (Wheelwright Campus)	Activity Hall	Sports Club/ Community Assoc. use	1900	2003	1				
179	Mirfield Free Grammar School	Main	Sports Club/ Community Assoc. use	1985	-	4	19.8	30	594	Good
179	Mirfield Free Grammar School	Activity Hall	Sports Club/ Community Assoc. use	1985	2004	2			324	Good
186	Moorend Academy	Activity Hall	Sports Club/ Community Assoc. use	1973	2006	1	15	20	324	Above average
186	Moorend Academy	Main	Sports Club/ Community Assoc. use	1973	2006	4	20	35	594	Above average
192	Newsome High School And Sports College	Main	Sports Club/ Community Assoc. use	1976	2009	4	16	30	480	Below average
206	Netherhall Learning Campus High School	Activity Hall	Sports Club/ Community Assoc. use	1950	2009	2	20	25	500	Above average

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Map ref	Site Name	Sub Type	Access Policy	Year Built	Refurb date	No. of courts	Width	Length	Area m ²	Condition
	(Formerly Rawthorpe)									
206	Netherhall Learning Campus High School ((formerly Rawthorpe)	Main	Sports Club/ Community Assoc. use	1950	2009	4	17	33	561	Above average
213	Royds Hall Sports Centre	Main	Pay and Play	1983	1995	4	20	35		Good
213	Royds Hall Sports Centre	Activity Hall	Pay and Play	1983	2002	1	15	20		Good
214	Salendine Nook High School	Activity Hall	Pay and Play	1955	2002	2	17	18	306	Below average
214	Salendine Nook High School	Activity Hall	Pay and Play	1955	2002	2	17	18	306	Below average
224	Shelley College	Main	Sports Club/ Community Assoc. use	1950	2008	4	17	33	561	Below average
224	Shelley College	Activity Hall	Sports Club/ Community Assoc. use	1950	-	1	10	18	180	Below average
232	Sikh Leisure Centre	Main	Pay and Play	1991	2007	4				
239	Spenn Valley Sports College	Activity Hall	Sports Club/ Community Assoc. use	1950	-	2	17	18	306	Above average
239	Spenn Valley Sports College	Main	Sports Club/ Community Assoc. use	1980	-	4	17	27	459	Above average
243	St John Fisher Catholic High School	Main	Sports Club/ Community Assoc. use	1978	-	4	16	30	480	Below average
263	Thornhill Sports Centre	Main	Pay and Play	2007	-	4			594	Above average
277	Westdistrict High School	Main	Sports Club/ Community Assoc. use	1993	-	4	17	33	561	Above average
278	Westmoor Community Sports Hall	Activity Hall	Pay and Play	2006	-	2				
281	Whitcliffe Mount Sports Centre	Main	Pay and Play	1974	-	4	18.2	33	600.6	Below average

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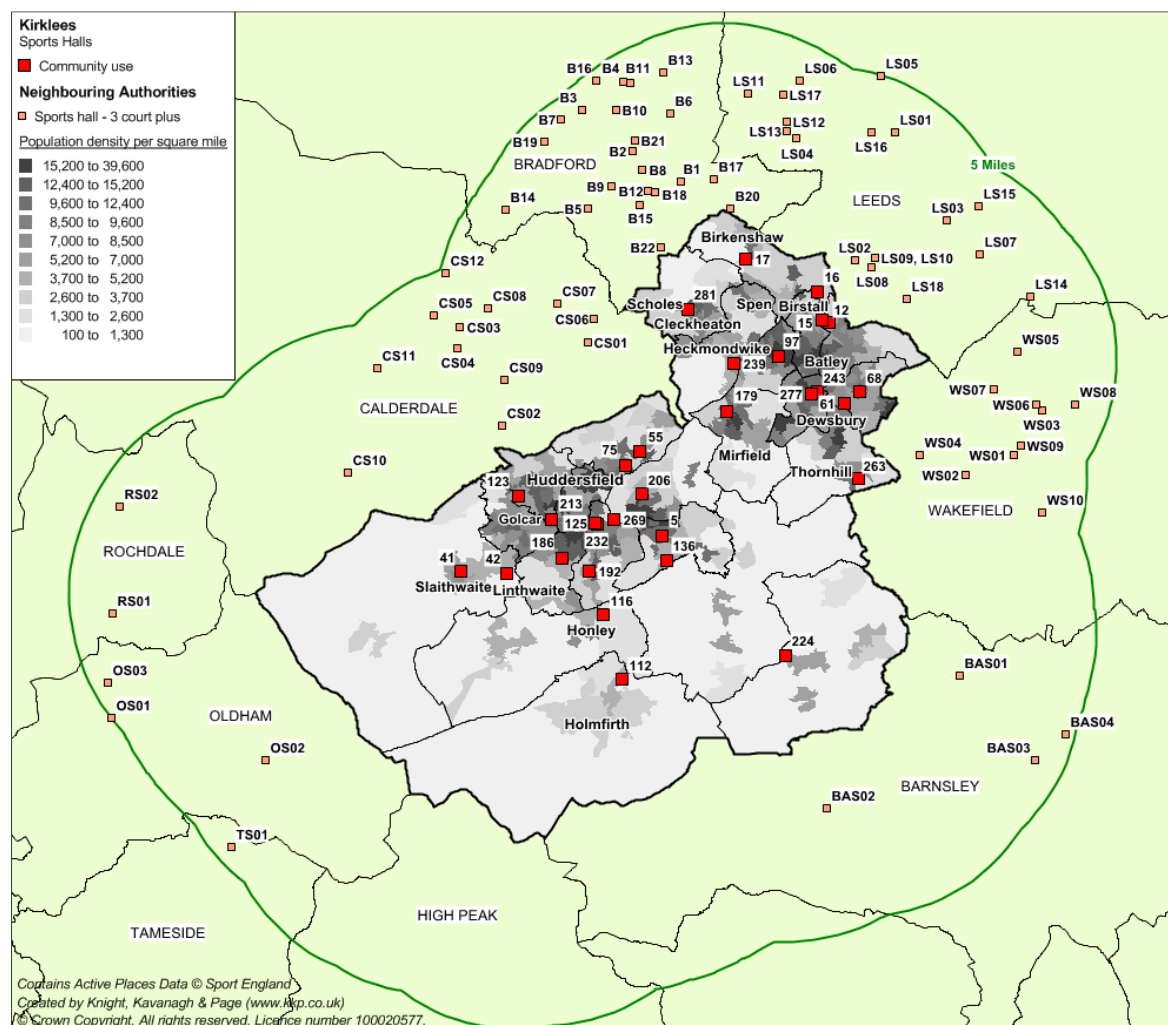
Map ref	Site Name	Sub Type	Access Policy	Year Built	Refurb date	No. of courts	Width	Length	Area m ²	Condition
281	Whitcliffe Mount Sports Centre	Main	Pay and Play	1974	-	4	18.2	33	600.6	Below average
281	Whitcliffe Mount Sports Centre	Activity Hall	Pay and Play	1974	-	1			180	Below average
282	University of Huddersfield Sports	Main	Sports Club/ Community Assoc. use	2014		8				Good

Source: Active Places / KKP Field Research

Neighbouring facilities

Sports hall facilities within 5 miles of the Kirklees borough boundary are illustrated on Figure 4.2 below. For residents living near to Borough boundaries, especially those with car access. Sports facilities in other authorities may influence the choice of destination. New sports hall provision at Odsal in neighbouring Bradford MBC is planned to replace the Richard Dunn Sports Centre.

Figure 4.2 Neighbouring authorities sports hall supply within 5 miles



Facility Planning Model

The Sport England Facility Planning Model (FPM) is a tool developed to assess the strategic provision of sports halls and swimming pools in England at both national and local level. It uses supply and demand information to assess provision. The following analysis is based on data contained in the Sport England Strategic Assessment of need for sports hall provision in Kirklees, FPM National Run 2014 Profile Report. The model takes account of factors such as opening hours, quality and management arrangements

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to provide a strategic overview of facility provision, supply and demand and usage in any given area.

Table 4.3: Facilities Planning Model - supply of sports halls in Kirklees

	Kirklees	Yorkshire	England
Number of halls	45	592	5584
Number of hall sites	29	396	3985
Supply of total hall space in courts	162.9	2178.3	21321.6
Supply of publicly available hall space in courts (scaled with hrs avail in pp)	131.01	1663.16	16317.16
Supply of total hall space in VPWPP	26530	336790	3304225
Courts per 10,000	3.78	4.03	3.91

Kirklees has a total supply of 45 sports halls on 29 sites across the local authority area. (This figure differs to the number considered in this report as it has included a number of activity halls. Please see Section 4.3 for further explanation of this).

This is just over one tenth of the supply of halls in the Yorkshire Region, approximately half the number in Leeds (92 halls on 54 sites), less than Bradford (53 halls on 33 sites) but more than Wakefield (41 halls on 25 sites).

Kirklees' supply of sports halls provides a total hall space of 163 courts (as measured in marked badminton courts), which equates to 3.8 courts per 10,000 population. This is similar to the national rate (3.91) but very slightly lower than the regional average (4.03).

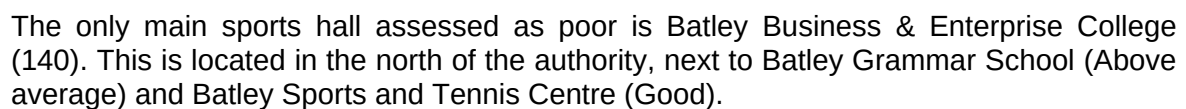
A large number of sports halls of three courts or more are located in areas of high deprivation (see Figure 4.2 below). These areas mirror the areas of high population density, so again there is a small number of sports halls in the south of the authority.

Sports halls all appear to offer some level of community use, apart from one of the main sports halls at Huddersfield New College (123) use of which is restricted through a planning condition. There is a second main hall on the same site which is available for community use.

Quality

The age of the sports hall stock in Kirklees varies widely (see Table 4.1 above). Three of the local authority owned facilities are relatively new, built or refurbished within the last 10 years [Batley Sports & Tennis Centre (2010), Colne Valley Leisure Centre (2008), and Dewsbury Sports Centre (2006)]; Huddersfield Leisure Centre was re-furbished in 2003 and re-built in May 2015 and Deighton Sports Arena in Huddersfield was built in 2001].

Conversely a large proportion of the school sports halls are older and have had no major refurbishment since being built- Manor Croft Academy (1950), St John Fisher Catholic High School (1978), Spen Valley Sports College (1980); Honely High School, King James' School and Mirfield Free Grammar School (all 1985); and Batley Grammar School (1989).



The limited level of investment at sites would, prior to inspection have led to an expectation that the quality of facilities would be low. However non-technical site assessments have shown that 10 of the 32 main sports halls evaluated were rated as poor or below average.

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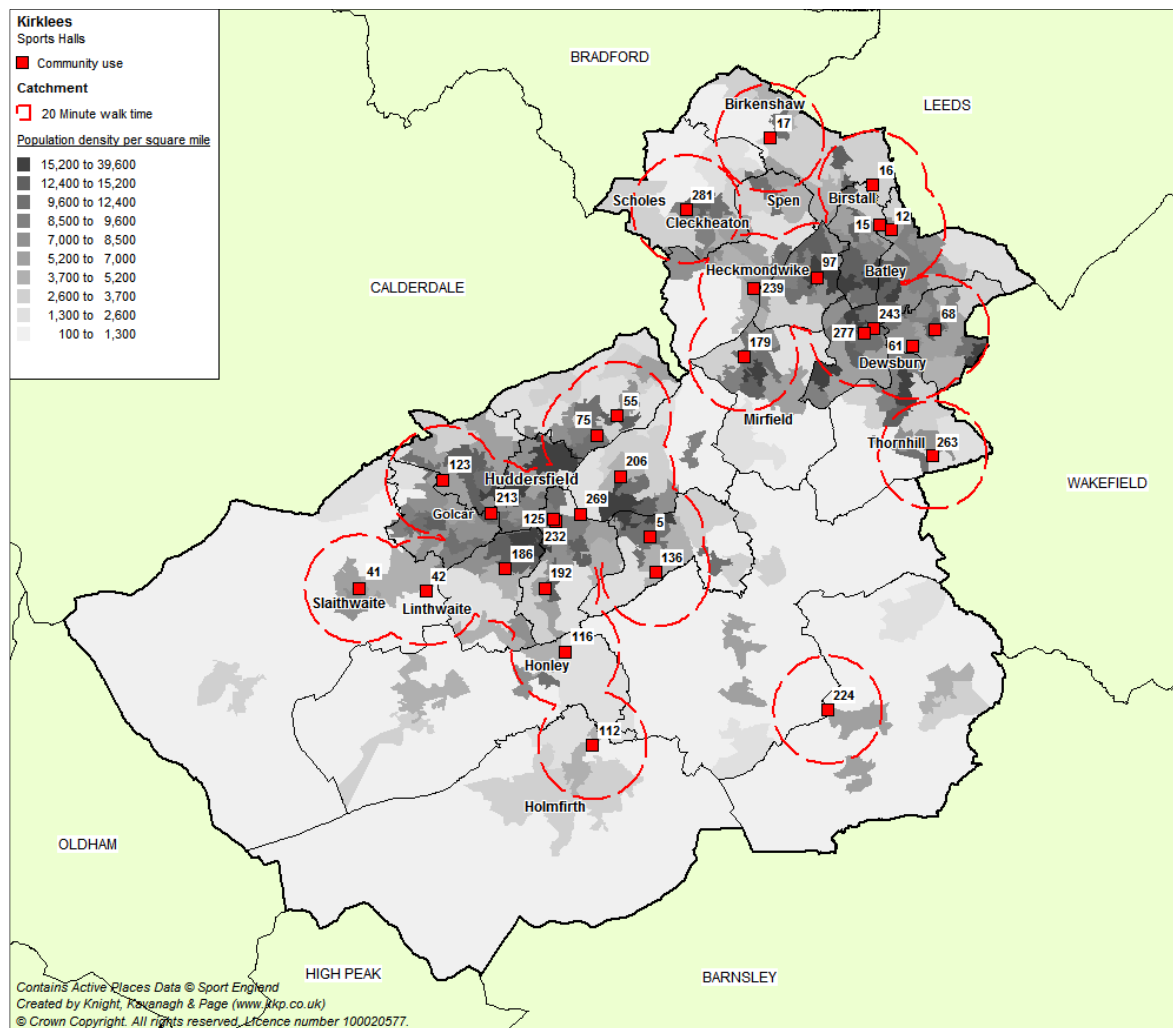
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The data shows that 73% of the population resides within a 20 minute walk of a sports hall and 27% are outside of this catchment. Figure 4.3 shows that the areas of high population are generally within a catchment of a main sports hall.

Table 4.3: Population within a 3 court+ sports hall catchment with community use

Kirklees: community use 3 court+ sports halls	Population	Percentage
Population within 20 minute walk - radial catchment	313,435	73.18%
Population out with 20 minute walk - radial catchment	114,844	26.82%
Total	428,279	100.0%

Figure 4.3: Catchment areas of main sports halls in Kirklees



Availability

Schools house 19 of the main sports halls. Of these, 10 are Academies, resulting in the schools and therefore facilities being independent from the Local Education Authority (LEA). At the three HE/FE facilities, one sports hall is not available for community use. The 8-court sports hall at the University of Huddersfield is technically available for community use but is primarily available for, and occupied by, student activity. Table 4.4 indicates sports hall management by type.

Table 4.4: Sports hall ownership type

Type	Total	Ownership type	No. 3+ court sports halls
Education	19	Community School	7
		Foundation School	1
		Voluntary Aided School	1
		Academy	10
Further and higher education	3	Further Education	2
		Higher Education Institutions	1
Local authority	9	Local Authority	9
Community organisation	1	Community Organisation	1
Total			32

Table 4.5 summarises the use of the education based sports hall provision by the community. It is evident from the research that many of the sports halls have capacity to accommodate additional users. Only five schools of the nineteen schools are reportedly operating at capacity Royds Hall, Mirfield Free Grammar School, Holmfirth School, Huddersfield New College and Spen Valley Sports College.

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Table 4.5: Club use at education facilities

Facility title	Community opening Hours	Club users	Spare capacity
Huddersfield New College	Mon-Fri 16:30-22:00 Sat-Sun 08:00-16:00	Huddersfield Giants Netball Club, Man United u9s.	Fully booked.
Almondbury High School	Mon-Thu 17:30-22:00 Sun 10:00-14:00	Kirklees Doorstep, FA football skills, Huddersfield Table Tennis League, Huddersfield Giants/ Yorkshire Wheel Chair Sport, Prestige Netball, Almondbury CC, Upper Hopton CC, Pulse Taekwondo, Sport 4 Life – Badminton, Shall We Dance, Augustinians CC, Action Sports Ltd, Linthwaite CC.	Monday 8.15-10.15 Tuesday 9.15 -10.15 Sunday 10.30 – 11.30 and 12.30 – 4.00pm
Batley Business & Enterprise College	Mon-Fri 18:00-21:00	Batley FC	Total of 16 hours spare capacity during the week. Closed at weekends due to no demand existing.
Batley Grammar School	Mon-Fri 17:00-19:00	Norwich Thorpe FC, Old Battalions FC	Spare capacity daily. Currently closed at weekends due to no demand.
Colne Valley Arts College	Mon-Fri 17:30-22:00 Sat-Sun 10:00-17:00	Linthwaite FC, Huddersfield Giants Netball Club	Spare capacity exists 7-8 Weds, 9-10 Tues, 7-10 Fri.
Heckmondwike Grammar	Mon-Fri 18:00-21:00 Sat-Sun 10:00-16:00	Hopton Mills CC, Mirfield CC, Dance Festivals, Norristhorpe FC	Spare capacity on all days.
Holmfirth High School	Mon-Thu 18:00-22:30 Fri 18:00-21:30 Sat-Sun 09:00-17:30	Hepworth United FC, Underbank RLFC, Netherton FC, Pennines Gymnastic Club, Various Cricket Club (7), Holmfirth Cycling Club	Fully booked.
Honley High School	Mon-Fri 18:00-22:00	<i>No information provided.</i>	Little community use exists.
King James High School	Mon-Fri 18:00-22:00 Sat 10:00-18:00 Sun 10:00-14:00	Almondbury CC, Kirkburton Badminton Club	Only two club users, who are both looking to move.
Manor Croft Academy (Earlsheaton Tech. College)	Mon-Fri 18:00-21:00 Sat-Sun 10:00-16:00	<i>No information provided.</i>	<i>No information provided.</i>
Moor End Academy	Mon-Fri 18:30-22:00 Sat-Sun 10:00-16:00	Portland Netball Club	Spare capacity on all days.
Nether Hall Learning Campus	Mon-Fri 18:00-22:00 Sat-Sun 10:00-16:00	Dolton Dynamos FC, 5-a-side league, music school	Spare capacity on all days.

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Facility title	Community opening Hours	Club users	Spare capacity
Newsome High School	Mon-Fri 18:00-21:00	Huddersfield Wheelers, Honley FC, Hepworth United FC, Armitage Bridge CC	Spare capacity on Mondays and Fridays.
North Huddersfield Trust	Mon-Fri 17:00-22:00 Sat-Sun 09:00-17:00	Fartown Badminton Club	Spare capacity on all days.
Royds Hall High School	Mon-Fri 17:30-22:30 Sat 09:00-13.00 Sun 09.00-16.00	Linthewaite JFC, Mary Hawdon Fencing Club, Royds Hall Badminton Club, Huddersfield Taekwondo, Shukokai Karate, Phoenix Karate, Valley Bowmen, Hi Tech Cougars Netball, Portland and Monumentals Netball clubs, J Chan Taekwondo	Fully booked.
Shelley College	Mon-Fri 17:30-22:00	Shepley Badminton Club, Shelley Ladies Netball Club, Skelthorpe CC, Derbydale Athletic Club.	Limited spare capacity exists. Would open on weekends if demand existed.
St John Fisher Catholic High School	Mon-Fri 09:00-18:00 Sat-Sun 09:00-18:00	<i>No information provided.</i>	<i>No information provided.</i>
Thornhill Academy	Mon-Fri 18:00-22:00 Sat-Sun 10:00-16:00	<i>No information provided.</i>	Limited spare capacity on Fridays and weekends.
The Mirfield Free Grammar	Mon-Fri 18:00-21:30 Sat 09:30-15:30	Mirfield Netball and Mirfield Karate clubs, No Strings Badminton, Tough Rugby League, Rollazone	Fully booked.
Westborough High School	-	<i>No community use allowed due to staffing.</i>	<i>No community use allowed.</i>

Summary of supply

There are 60 sports halls with at least one badminton court in Kirklees; of these 32 have three courts or more. Of these 32 'main sports halls', 31 are available for community use. Three (of the 32 main sports halls) are eight badminton courts in size. The FPM identifies 45 activity halls located on sites with main sports halls.

Sports halls are generally located in more densely populated and more deprived areas of the authority. Their age and the level of investment varies considerably; however, the non-technical site assessments conducted suggest that only one fifth of sports halls are rated poor or below average. A large proportion of main sports halls (19) are located in schools, of which the Local Authority owns nine.

When considering access, 73% of the population reside within a 20 minute walk of a sports hall.

Sport England's FPM confirms that there are 3.78 courts per 10,000 population in Kirklees. This is lower than the regional (4.03 per 10,000) and national (3.91 per 10,000) figures.

4.2 Demand

Statistics for APS 8, covering the period October 2014 – March 2015, show that 15.5 million people did some kind of sport once a week, every week. This figure is 222,000 less than the previous six months.

The largest falls are in swimming participation (despite this, swimming is still Britain's most popular activity with 2.5 million participants per week), followed by running (2.2 million) and cycling (2.1 million). Golf (0.73million) and football (1.9 million). Sports currently on the rise are running, tennis and basketball.

Since the survey began in October 2006, it has consistently demonstrated that adults from higher socio economic groups are more likely to take part in sport than the converse. Appendix B contains Sport England Active People Survey and Market Segmentation data for Kirklees. The data suggests some latent demand for sports hall sports.

Future demand

It is projected that the overall number of people in Kirklees will rise by +27,760 (+6.4%) by 2024, providing the following differences in age profile of the population:

- ◆ +6,505 (+7.4%) more 0-15 year olds; and
- ◆ -4,479(-7.5%) fewer 45-54 year olds; and
- ◆ +8,197 (+17.0%) more 55-64 year olds; and
- ◆ +15,320 (+21.5%) more people aged 65+.

The two age groups with the largest increase are 55-64 year olds and the 65+ age group. The Sport England segments that fit this age profile do not point to a major interest in sports hall sports. The age band predicted to decrease is 45-54 year olds. The Sport England segments that fit this age profile are listed in Table 4.6 below. The top sports

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are cycling, swimming and keep fit/gym, suggesting that the reduction in numbers on this age group will not have a significant impact on sports hall participation.

Table 4.6: Segments predicted to decrease in Kirklees by 2024.

Segment		Segment description	Segment sporting behaviours
	Philip Comfortable Mid Life Male	Mid-life professional, sporty males with older children and more time for themselves. <i>Full time job and owner occupied, children, married.</i>	Philip's sporting activity levels are above the national average. Philip's top sports are cycling (16%), keep fit/ gym (15%), swimming (12%), football (9%), and golf (8%)
	Elaine Empty Nest Career Ladies	Mid-life professionals who have more time for themselves since their children left home. <i>Full time job and owner occupied, married.</i>	Elaine's sporting activity levels are similar to the national average. Elaine's top sports are keep fit/ gym (21%), swimming (18%), cycling (7%), athletics including running (3%) and tennis (2%).
	Brenda Older Working Women	Middle aged ladies, working to make ends meet <i>Part-time job, married.</i>	Brenda is generally less active than the average adult. Brenda's top sports are keep fit/ gym (15%), swimming (13%), cycling (4%), athletics including running (2%) and badminton (1%)

Whilst the Sport England Segmentation model has a role to play in facility planning in Kirklees concern has been expressed that it does not fully reflect the local population and in particular Black and Ethnic Minority (BEM) Groups.

Facilities Planning Model

The FPM is based on the calculated demand as outlined below, data is once again taken from the September 2014 National Run of the Sport England FPM Kirklees Profile Report.

Table 4.7: Facilities Planning Model- demand for sports halls in Kirklees

	Kirklees	Yorkshire	England
Population	431,310	5,407,883	54,472,081
Visits demand – visits per week in the peak period	19759	245852	2483519
Equivalent in courts – with comfort factor included	121.96	1517.6	15330.36
% of population without access to a car	25.7	26.7	24.9

Kirklees has a total population of 431,310, which creates a demand in Visits per Week in the Peak Period (VPWPP) for sports hall visits that equates to 122 courts.

Access to a car is limited in Kirklees with 26% of people not having any. This is just above the national level and just under the regional level.

NGB consultation

Consultation was undertaken with a number of key NGBs plus other relevant partners across the Borough to inform this report. A summary of the main consultees relevant to sports halls is listed below.

Badminton England

The Badminton England National Strategy has a particular focus on Community Sport Networks, Smash Up sites and Play Badminton sites. Smash Up is Badminton England's youth participation initiative.

England Basketball

The NGB identifies four local basketball clubs in Kirklees, however, as of August 2014 Huddersfield Heat folded, leaving three clubs in the area. Kirklees Kestrels and Newsome Basketball Club both train at Newsome High School. Deighton Basketball Club is based at the Deighton Sports Arena. The Sports Arena is full at peak times and this is reportedly currently limiting the growth of Deighton Basketball Club as there is no available court time to expand club sessions.

West Yorkshire as a whole is a focus area for basketball but the NGB focus is on the larger cities, such as Bradford and Leeds for investment. Due to budget cuts at England Basketball there are no local staff for basketball in the area and local development posts no longer exist.

England Netball

Significant netball activity is currently based at Whitcliffe Mount Sports Centre in Cleckheaton. This includes junior and senior leagues, club training, West Yorkshire County Academy, summer league, performance centre and coach education. The centre is close to the M62/M606 interchange and has good access from much of West Yorkshire making it a well located competition venue.

The new sports centre at Huddersfield University is used for a range of netball activity, including local league and performance academy activity. Access is limited due to University activity during term time. The facility is more available out of term time for community use; however, this limits year round activity.

Huddersfield Netball League competition is played mainly on school sites at multiple venues. The costs of court hire is, however, increasing and the facilities are old with under sized run offs and sub-standard equipment.

Dewsbury Sports Centre is used for junior and senior leagues, however usage is reducing due to a number of issues surrounding the venue. Consultation suggested that double bookings in the hall has affected activity, consequently groups would rather use other facilities.

The closure of Whitcliffe Mount Sports Centre will have a significant impact on netball in the area. KAL have worked with the netball clubs based at Whitcliffe Mount Sports Centre, and all the teams have managed to secure alternative provision. If community use can be secured for the new sports hall at Whitcliffe Mount, it may be possible for some of these teams to return to the area in the future. New sports hall provision at Odsal in neighbouring Bradford MBC may accommodate future latent demand.

England Table Tennis

Table tennis tables are available at a number of sports hall venues although it is not reported to be a particularly popular activity. . Table tennis is, however, one of the more popular sports hall based sessions among disability groups, with sessions at Deighton Sports Arena, Dewsbury Sports Centre and Huddersfield Leisure Centre, and an inclusive session at Almondbury Sports Centre. The specialist facility in Mirfield belongs to the Heckmondwike Table Tennis Club, it has 5 tables and is available for members and as a pay and play facility at set times. It is one of four specialist table tennis facilities in Yorkshire (the other three are in Halifax, Keighley and Hull). The club participates in the Dewsbury Table Tennis League.

Summary of demand

Data suggests that participation rates in Kirklees are lower than regional and national averages, however, within the Sport England segmentation data there is an identified latent demand of people who would like to participate in sports hall sports. There is potential for local sports clubs to develop and expand sessions, if the facilities could accommodate this. Qualified coaches and volunteers will also be needed to support additional activity.

4.3 Supply and demand analysis

Table 4.8: Supply and demand balance in Kirklees

	Kirklees	Leeds	Bradford	Yorkshire	England
Supply: sports halls (courts) scaled to take account of hours available for community use	131.01	243.37	167.4	1663.16	16317.16
Demand- Sports hall provision (courts) taking into account a 'comfort' factor	121.96	230.11	155.53	1517.6	15330.36
Supply/Demand balance	9.05	13.26	11.87	145.56	986.8

The Kirklees population is estimated to generate a demand for 122 courts with a 'comfort factor' allowance. This compares to a current available supply of 131 courts, giving a supply/demand surplus of 9 courts. This suggests that across the borough, there is a good fit between supply and demand albeit with limited excess capacity to accommodate additional use should demand increase.

Table 4.9: Demand from Kirklees residents currently being met by supply

Satisfied demand	Kirklees	Yorkshire	England
Total number of visits which are met	18498	225608	2263744
% of total demand satisfied	93.6	91.8	91.2
% of demand satisfied who travelled by car	75.5	75.6	77
% of demand satisfied who travelled by foot	15.1	15.1	15.4
% of demand satisfied who travelled by public transport	9.3	9.3	7.6
Demand retained	16012	223100	2262834
Demand retained -as a % of satisfied demand	86.6	98.9	100
Demand exported	2486	2509	910
Demand exported -as a % of satisfied demand	13.4	1.1	0

94% of demand for sports hall visits from Kirklees residents is currently being met. This is a higher level than nationally and regionally (91% and 92% respectively), and higher than the neighbouring local authority areas of Leeds (91%) Bradford (93%) and Wakefield (92%). It indicates a good supply of sports halls and that they are well located across the Borough to provide access to most residents.

Of this satisfied demand, on average 75% of visits to sports halls were made by car, 15% used public transport and 9% of visits were made on foot. Visits by car are at a higher level than in the urban areas of Leeds and Bradford, where a higher percentage of visits used public transport in an area with reportedly better transport infrastructure.

87% of satisfied demand was retained within Kirklees facilities catchments and 13% was exported to halls in adjacent local authorities.

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Table 4.10: Unmet demand in Kirklees

	Kirklees	Yorkshire	England
Total number of visits in the peak, not currently being met	1261	20244	219775
Unmet demand as a % of total demand	6.4	8.2	8.8
Equivalent in courts - with comfort factor	7.79	124.96	1356.64
% of unmet demand due to ;			
- Lack of capacity -	0	6.9	27.5
- Outside catchment -	100	93.1	72.5
- Outside catchment;	100	93.1	72.5
% unmet demand who do not have access to a car	95.6	84.4	64.5
% of unmet demand who have access to a car	4.4	8.7	8
Lack of capacity;	0.0	6.9	27.5
% unmet demand who do not have access to a car	0	6.5	23.2
% of unmet demand who have access to a car	0	0.4	4.4

Only 6% of total demand for visits to sports halls in Kirklees was unmet, equating to 8 courts including comfort factor. This is much lower than national and regional figures, as well as the comparator neighbouring local authority areas.

All the unmet demand emanates from outside the catchment areas of existing sports halls and the majority (96%) is from those without any access to a car. It is therefore almost impossible to meet this demand as it would require the provision of a hall within easy walking distance of every resident and result in considerable over supply of facilities and substantial unused time.

4.4 Summary

Sports hall provision across Kirklees is of a reasonable quality and fit for purpose, although the stock is generally old and would benefit from investment. Sports halls are not all full to capacity and are able to accommodate additional activity; this statement applies particularly to sports halls located on school sites.

Whitcliffe Mount Sports Centre which is closing in May 2016 will be replaced with a new four court community facility in the school rebuild. Existing users have successfully been relocated, but every effort should be made to secure use for the community at the rebuilt facility.

Participation rates in Kirklees are lower than regional and national rates, however, there is an identified latent demand (based upon interrogation of Sport England Market Segmentation data) of more than 9,000 people who wish to participate in sports hall sports. There is potential for local sports clubs to develop and expand sessions to attract participants. The audit undertaken indicates that there is capacity within the existing built sports hall infrastructure to accommodate this. However qualified coaches and volunteers would also need to be available to support additional activity.

Given the capacity at existing provision no new sports hall provision beyond, the planned 4 court replacement for Whitcliffe Mount, is required.

4.5 Summary of key facts and issues

- ◀ There is a good supply of sports halls; they are well located across the borough providing a reasonable degree of access to most residents.
- ◀ The total number of (3+ court) sports halls in Kirklees is 32.
- ◀ The quality is variable, reflecting the age of certain halls across the Borough. Stock is however, mostly fit for purpose.
- ◀ A high proportion (73%) of the population resides within a 20 minute walk-time of a sports hall.
- ◀ The three 8-court facilities (Dewsbury Sports Centre, Huddersfield Leisure Centre and Huddersfield University) in the borough are helping to meet regional competition needs for certain sports.
- ◀ Substantial investment in the existing sports hall stock will be required over the period of the strategic framework. Given the lack of capital funding available this is a major risk.
- ◀ There is capacity within existing sports hall facilities to accommodate latent and unmet demand.
- ◀ There is little evidence to suggest that many existing voluntary clubs have the ability to raise participation rates in sports hall activities.
- ◀ The sports segmentation data identifies some latent demand amongst the local population for sports hall activities.
- ◀ No new sports hall provision is required to meet latent or future demand
- ◀ The resources for NGB development programmes to attract new users are limited, for example England Basketball has recently had to make budget cuts and reduce the number of development staff employed.
- ◀ The loss of facilities at Whitcliffe Mount Sports Centre in May 2016 will be partially replaced with a new build 4 court sport hall at the school. Displaced users have been found new venues.
- ◀ Based upon the variable approaches taken and differential levels of occupancy it is clear that community access to schools' sports facilities should be underpinned and protected via specific community use agreements (CUA's). New agreements should be issued for any new school sports provision and existing agreements should be enforced.

SECTION 5: SWIMMING POOLS

5.1 Introduction

A swimming pool is defined as an “enclosed area of water, specifically maintained for all forms of water based sport and recreation”. Potentially a valuable teaching resource, swimming pools accommodate a range of water sports; swimming, sub aqua, synchronised swimming, kayaking, octopush and water polo plus diving (increasingly only available in specialist venues). Pools are extensively used for fitness swimming and fitness classes, e.g. aqua aerobics. The main NGB for pool based activities is the Amateur Swimming Association (ASA). Pools come in many shapes and sizes, the main forms of pool are:

- ✦ Main / competition pools
- ✦ Community pools
- ✦ Learner / learner training pools
- ✦ Diving pools and
- ✦ Leisure pools

Table 5.1 Pools - key design characteristics

Type	Length	Width	Depth	Key features
50m ASA national competition pool	50m	Minimum 8 lane 19 or 21m	1.0m – 1.8 min 2.0m preference	White or pale blue finish Lane markings Timing system
25m county standard pool	25m	Minimum 6 lane 13m	1.0m – 1.8 min	White or pale blue finish Lane markings Timing System
25m community pool	25m	5 lanes 10.5m	1.0m – 2.0m preference	White or pale blue finish Lane markings
25m community pool	25m	4 lanes 8.5m	1.0m – 2.0m preference	White or pale blue finish Lane markings
20m community pool	20m	4 lanes	0.8m – 1.00/1.5m	
Learner pool	13m x 20m	7.0m	0.6m – 0.9m	White or pale blue
Leisure pools	Variable	N/a	Variable	Free form shape Shallow water Wave machine Beaches Water rides/ Lazy river Spa pools/ geysers Cannons Slides/other play equipment
Diving Pools				Separate and purpose built

Source: Design Guidance Note, Swimming Pools, Sport England, 2013

It is part of the National Curriculum that all children should be taught to swim. Swimming is taught in Kirklees schools and extra-curricular swimming lessons are available at KAL pools.

5.2 Swimming pools - supply

Quantity

Although the FPM suggests that there are 20 pools in Kirklees, there are in fact 21, located at 17 sites across the Borough as follows:

Table 5.1 Supply of swimming pools in Kirklees

Facility title	Provision	Operator	Access
Almondbury Sports Centre	4 lane 25m x 8m	KAL	Pay and play
Batley Baths & Recreation Centre	3 lane 23m x 10m	KAL	Pay and play
Batley Sports and Tennis Centre	6 lane 25m x 12.7m Learner pool	KAL	Pay and play
Club Titanic (Spa)		Commercial	Pay and Play
Colne Valley Leisure Centre	4 lane 25m x 8m	KAL	Pay and play
Dewsbury Sports Centre	6 lane 33m x 12m Learner pool	KAL	Pay and play
Huddersfield Leisure Centre (opened 2015)	8 lane 25m x 12.5m 20m Learner pool	KAL	Pay and play
Holmfirth Pool and Fitness Centre	4 lane 25m x 8m	KAL	Pay and play
Spensorborough Pool and Fitness Complex	6 lane 33.3m x 12.8m Learner pool	KAL	Pay and play
Scissett Baths and Fitness Centre	4 lane 23m x 11m	KAL	Pay and play
North Huddersfield Trust School	5 lane 25m x 12	KAL	Pay and play
Salendine Nook High School	4 lane 20m x 12m	KAL	Pay and play
DW Sports	4 lane 20m x 9m	Commercial	Members club
Momentum Leisure Club	3 lane 15m x 5.5m	Commercial	Members club
Stadium Health & Fitness Complex	6 lane 25m x 12.7m Learner pool	KAL	Pay and play
Swimnation	10m x 5m teaching pool	Commercial	Pay and play
Woodland Glade	3 lane 15m x 5.5m	Private*	Residents only

*Not mapped**

Investment proposals

Scissett Baths and Fitness Centre has recently been refurbished and re-opened in January 2015. Huddersfield Sports Centre now called Huddersfield Leisure Centre has been rebuilt on a new site. The 8 lane x 25m pool is suitable for hosting galas and competitions. The Leisure Centre has a separate 20m learner pool facility and further separate 'Splash Park' leisure pool, with numerous water features.

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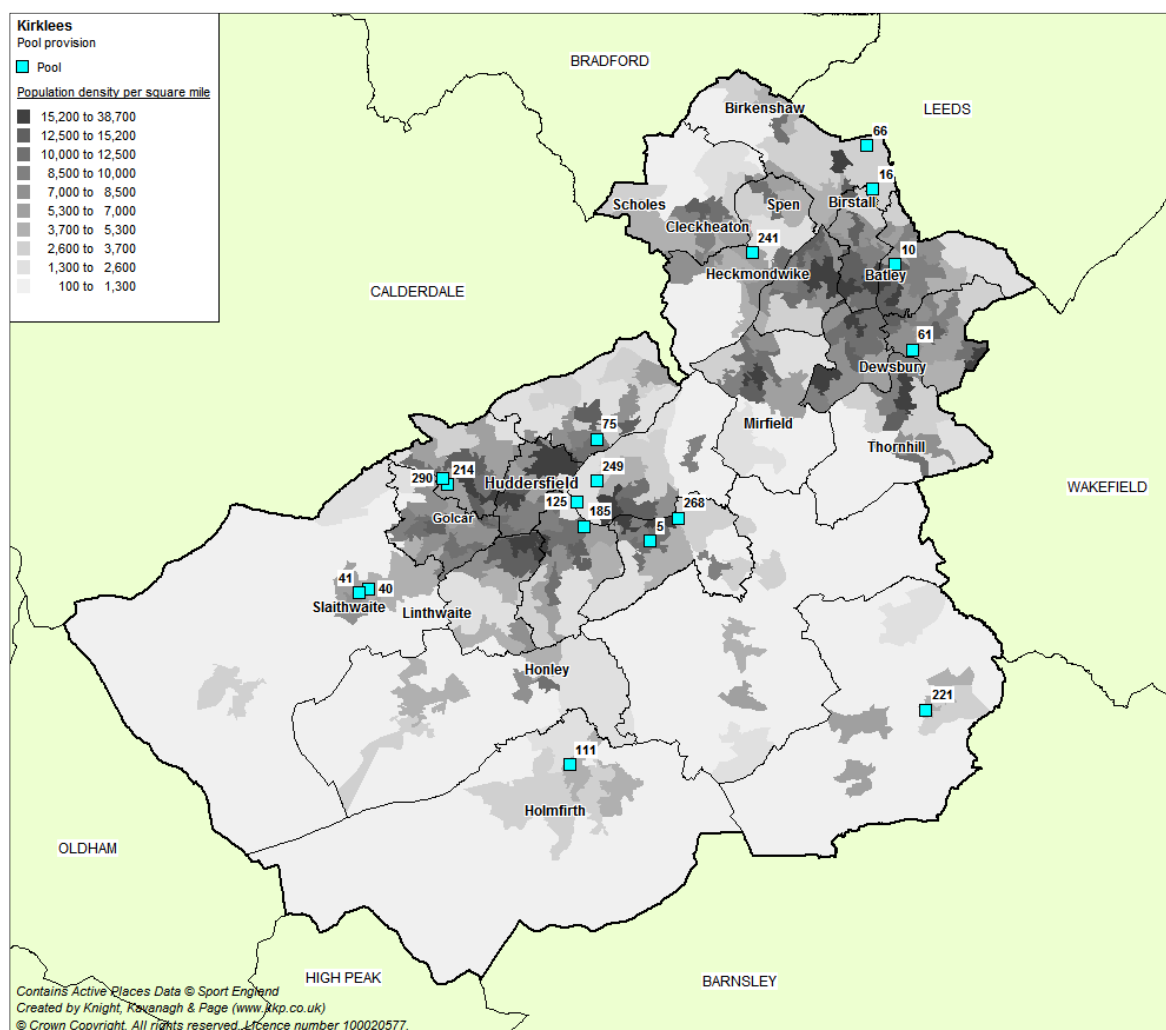
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Figure 5.1 overleaf illustrates the location of each pool. Geographically the pools are distributed between the Huddersfield urban area, the smaller towns in the north and the rural areas to the south. It is generally the more sparsely populated rural areas that do not have swimming pools. Table 5.2 identifies the pay and play opportunities for swimming in Kirklees.

The urban areas of Huddersfield and the smaller towns in the north of the Borough have the highest concentrations of multiple and health deprivation. The pools at Spenborough and Dewsbury play a major strategic role in ensuring access to water space for some of these densely populated areas, and both will be in need of significant investment in the years to come. Retaining these pools should be a priority for Kirklees Council.

Commercially provided pools in Kirklees exist in the Huddersfield urban area where they are provided as part of a health and fitness club offering. The exception is Swinington. This is a private teaching pool, offering swimming lessons to adults and children. The pool opened in 2014.

Figure 5.1 Swimming pool supply in Kirklees



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Table: 5.1Swimming pools in Kirklees

Ref	Site Name	Sub Type	Lanes	Condition
5	Almondbury Sports Centre	Main/general	4	Good
10	Batley Baths & Recreation Centre	Main/general	3	Above average
16	Batley Sports & Tennis Centre	Main/general	6	Good
16	Batley Sports & Tennis Centre	Learner/teaching/training	0	Good
40	Club Titanic	Main/General	0	Not assessed
41	Colne Valley Leisure Centre	Main/General	4	Above average
61	Dewsbury Sports Centre	Main/General	6	Above average
61	Dewsbury Sports Centre	Learner/teaching/training	0	Above average
66	DW Sports Fitness (Leeds)	Main/General	1	Not assessed
75	North Huddersfield Trust	Main/General	5	Good
111	Holmfirth Pool and Fitness Centre	Main/General	4	Good
125	Huddersfield Leisure Centre	Main/General	8	Good
125	Huddersfield Leisure Centre	Learner/teaching/training	0	Good
185	Momentum Leisure Club (Huddersfield)	Main/general	0	Not assessed
214	Salendine Nook High School	Main/general	4	Above average
221	Scissett Baths & Fitness Centre	Main/general	4	Good
241	Spenborough Pool/Fitness Complex	Main/General	6	Poor
241	Spenborough Pool/Fitness Complex	Learner/teaching/training	0	Below average
249	Stadium Health & Fitness Complex	Main/General	6	Good
268	Total Fitness (Huddersfield)	Main/General	3	Not assessed
290	SwimNation	Teaching	0	Not assessed

Table 5.2 Geographical locations (Pay and play facilities)

Huddersfield Urban Area	Smaller northern towns	Rural areas
Huddersfield Leisure Centre	Spenborough Pool and Fitness Complex	Scissett Baths and Fitness Centre
Stadium Health and Fitness Complex	Batley Baths & Recreation Centre	Holmfirth Pool and Fitness Centre
Almondbury Sports Centre	Batley Sports and Tennis Centre	Colne Valley Leisure Centre
North Huddersfield Trust School	Dewsbury Sports Centre	
Salendine Nook High School		

Neighbouring facilities

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Pool facilities within 5 miles of the Kirklees local authority boundary are illustrated in Figure 5.2. For residents living near to the Borough boundary, especially those with car access, pool availability in other authorities may influence the choice of destination.

As the drive time map illustrates, it is possible to travel quite significant distances within 20 minutes and access facilities in neighbouring authorities, particularly Calderdale, Bradford, Leeds and Wakefield. This is mainly due to the extensive and high level road network.

Bradford MBC has plans to replace the Richard Dunn Sports Centre and develop two new pools at Sedbergh Playing Fields near Odsal (6 lane x 25m pool) and in Bradford City Centre (8 lane x 25m). These swimming pools are expected to open in 2016/17.

Sport England's FPM analysis takes account of pools in adjacent areas and assigns visits from residents to them in calculating the supply/demand balance and accessibility.

Figure 5.2 Neighbouring authorities swimming pool supply within 5 miles

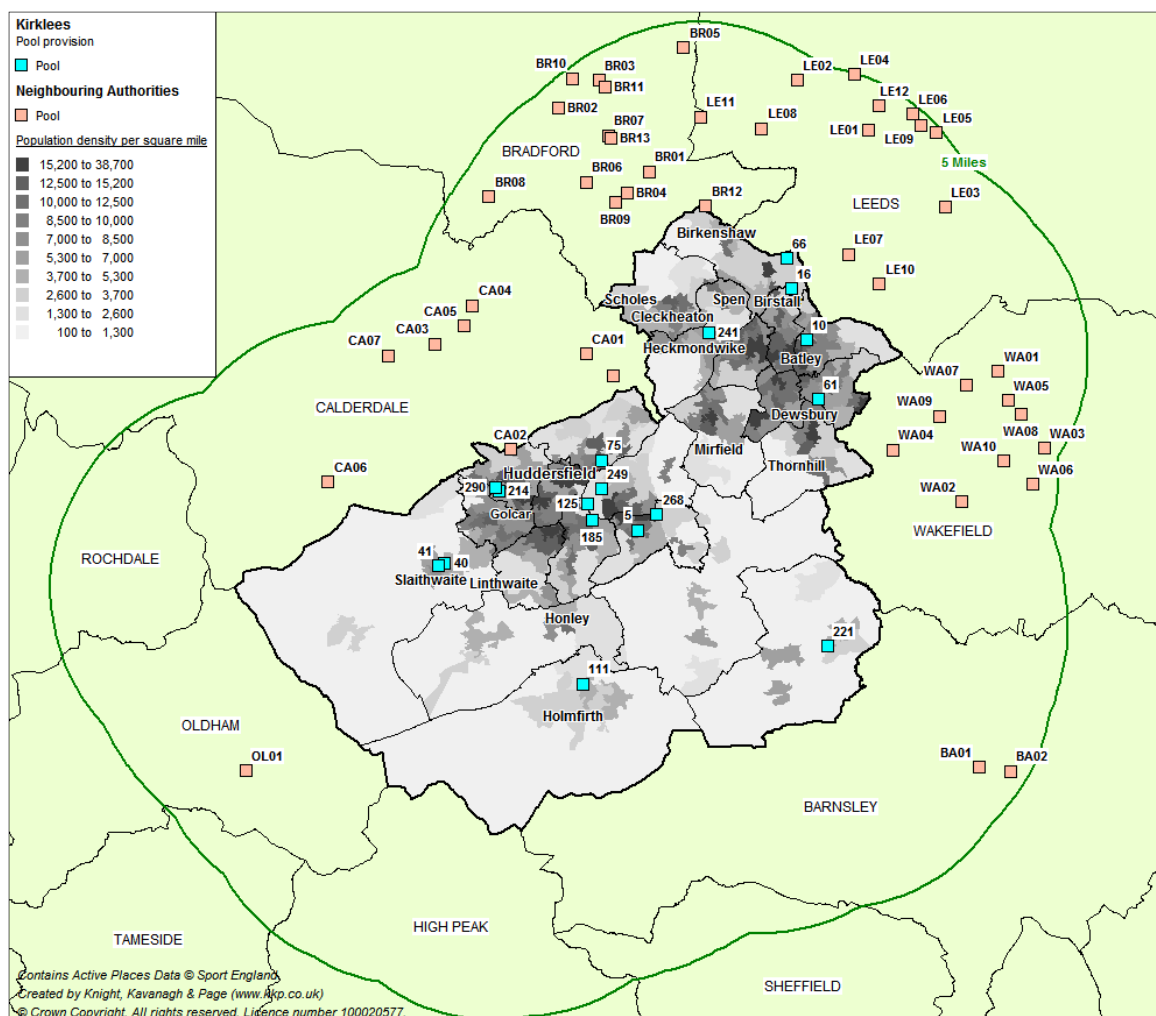


Table 5.3: Swimming pools within 5 miles of Kirklees

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Ref	Site Name	Lanes
BA01	Bannatynes Health Club (Barnsley)	0
BA02	Greenacre School	0
BR01	Bowling Swimming Pool	4
BR02	Bradford Girls Grammar School	4
BR03	Bradford Grammar School	6
BR04	Cedar Court Health Club (Leeds / Bradford)	0
BR05	Eccleshill Swimming Pool	6
BR05	Eccleshill Swimming Pool	0
BR06	Grange Technology College	0
BR07	Momentum Leisure Club (Bradford)	0
BR08	Queensbury Swimming Pool	5
BR09	Richard Dunn Sports Centre	4
BR10	St Bede's Catholic Grammar School	3
BR11	St Joseph's Catholic College	4
BR12	Tong Sports Centre And Pool	4
BR13	University Of Bradford Sports Centre	5
CA01	Brighouse Swimming Pool And Fitness Centre	5
CA01	Brighouse Swimming Pool And Fitness Centre	4
CA02	Cedar Court Health Club (Huddersfield / Halifax)	0
CA03	Crossley Heath School	0
CA04	DW Sports Fitness (Halifax)	1
CA05	Halifax Swimming Pool	6
CA05	Halifax Swimming Pool	0
CA06	Rishworth Sports Club	4
CA07	Sowerby Bridge Swimming Pool And Fitness Centre	5
CA07	Sowerby Bridge Swimming Pool And Fitness Centre	0
CA08	Spirit Health Club (Leeds Brighouse)	4
LE01	Armley Leisure Centre	5
LE01	Armley Leisure Centre	0
LE02	Bramley Baths	4
LE03	John Charles Centre For Sport	10
LE03	John Charles Centre For Sport	0
LE04	Kirkstall Leisure Centre	6
LE04	Kirkstall Leisure Centre	0
LE05	Livingwell Health Club (Leeds)	0
LE06	Momentum Leisure Club (Opal 1 Leeds)	0
LE07	Morley Leisure Centre	6
LE07	Morley Leisure Centre	0
LE08	Pudsey Leisure Centre	4
LE09	Spirit Health Club (Leeds)	1
LE10	Velocity Health & Fitness (Leeds South)	2
LE11	Virgin Active Club (Bradford)	4
LE12	Virgin Active Club (Leeds Kirkstall Road)	4
LE12	Virgin Active Club (Leeds Kirkstall Road)	0
OL01	Saddleworth Pool And Leisure Centre	4

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Ref	Site Name	Lanes
WA01	Bannatynes Health Club (Wakefield)	3
WA02	Cedar Court Health Club (Wakefield)	0
WA03	Oasis Health Club (Wakefield)	0
WA04	Ossett Academy And Sixth Form College	4
WA05	Queen Elizabeth Grammar School	0
WA06	Sandal Endowed Junior School	0
WA07	Silcoates School	4
WA08	Sun Lane Leisure	6
WA09	Total Fitness (Wakefield)	6
WA09	Total Fitness (Wakefield)	0
WA10	Wakefield Fitness & Wellbeing Centre	0

Quality

As the non-technical assessments illustrate, pool quality and that of associated changing accommodation is high variable reflecting the mixed nature of overall provision.

Table 5.3 Quality Rating of Assessed Pools

Quality rating of assessed swimming pools			
Good	Above average	Below average	Poor
9	5	1	1

Discussions with pool operator KAL and VC indicates that some facilities are reaching the end of their economic life. The Council needs to consider carefully the age and condition of its swimming pool provision, in particular at key sites like Dewsbury Sports Centre and Spenborough Pool, and ensure that there is continued investment in the sites if it wishes to retain provision across its pool stock.

Accessibility

As noted above, pools are located in three distinct geographical areas. Figure 5.3 below illustrates each of the pay and play pools with a 20 minute drive time catchment area. Whilst Figure 5.4 illustrates the supply of pools with a 20 minute walk time catchment area.

Figure 5.3 Swimming supply in Kirklees 20 minute drive time

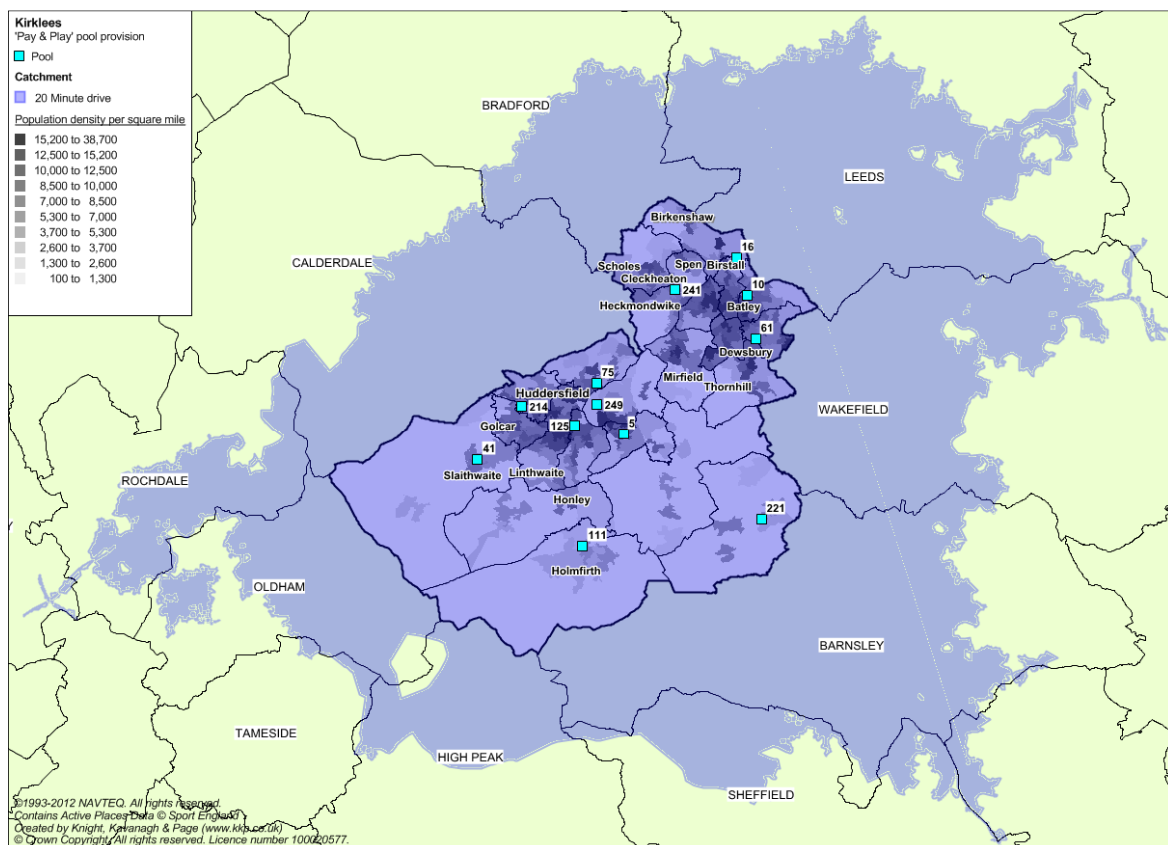


Figure 5.4 illustrates the availability of pools in the urban areas and gaps in provision. Significant areas of deprivation within Huddersfield are within a 20 minute walking distance of existing pool provision and the map clearly identifies the areas not covered. These include Mirfield, Birkenshaw, Scholes and Thornhill.

Numerically, however, 54.22% are not within the 20 minute walking distance, a reflection of the rural nature of the geography in the south of the Borough

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Figure 5.4 Kirklees Swimming Pool Supply – 20 minute walk time

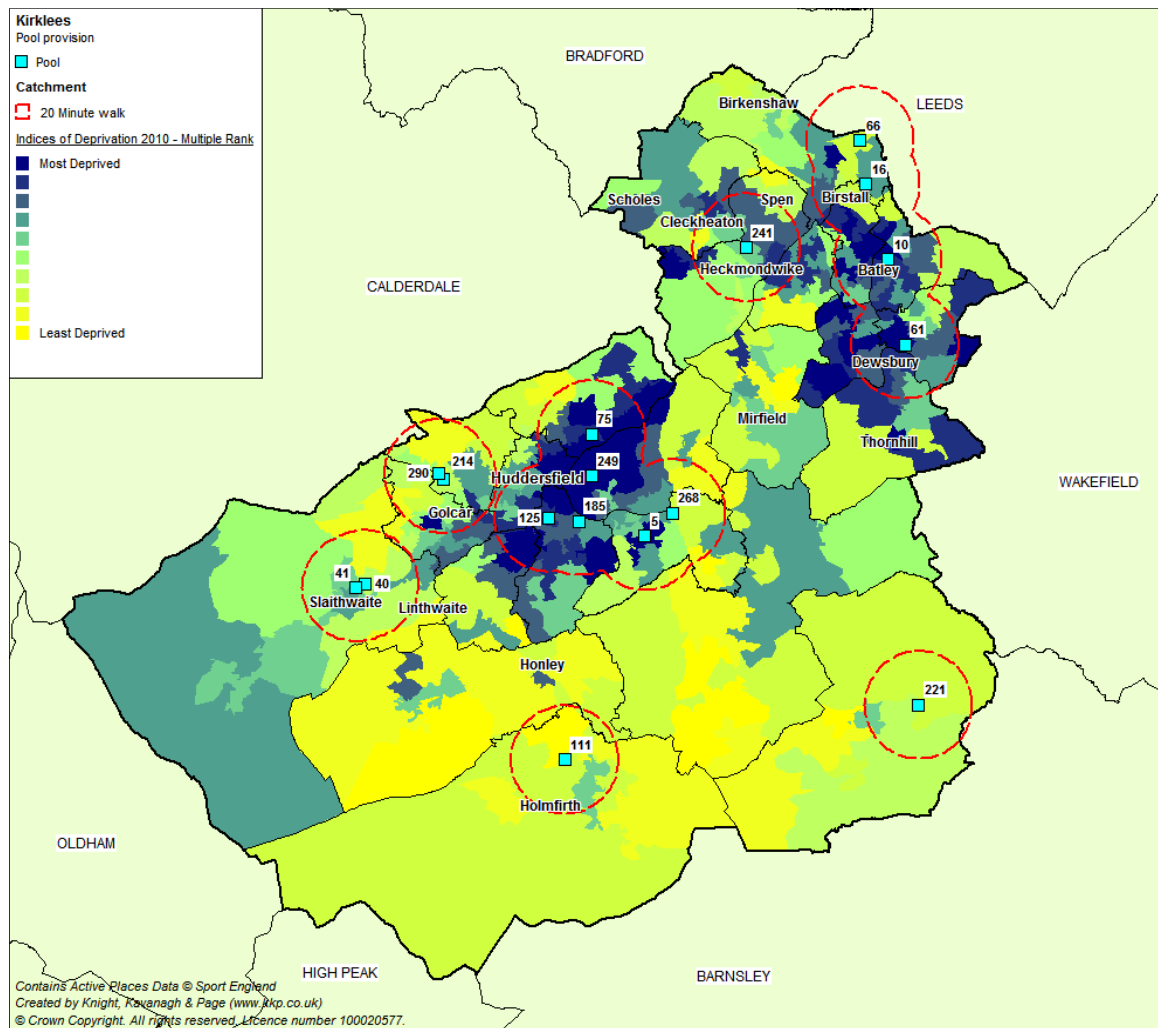


Table 5.4: IMD 2010 populations within Kirklees pools 20 minute walk time catchment

Indices of Multiple Deprivation 2010 10% bands	Kirklees		Kirklees pools catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside %	Persons outside catchment	Population outside %
00 - 10%	58,442	14.26%	40,109	9.79%	18,333	4.47%
10 - 20%	56,398	13.76%	33,715	8.23%	22,683	5.53%
20 - 30%	47,290	11.54%	27,028	6.59%	20,262	4.94%
30 - 40%	54,871	13.39%	31,980	7.80%	22,891	5.59%
40 - 50%	33,401	8.15%	16,432	4.01%	16,969	4.14%
50 - 60%	27,520	6.71%	10,953	2.67%	16,567	4.04%
60 - 70%	30,705	7.49%	10,562	2.58%	20,143	4.91%
70 - 80%	51,093	12.47%	16,195	3.95%	34,898	8.51%
80 - 90%	37,801	9.22%	8,274	2.02%	29,527	7.20%
90 - 100%	12,321	3.01%	1,936	0.47%	10,385	2.53%
Total	409,842	100.00%	197,184	48.11%	212,658	51.89%

Availability

The public swimming pool stock across Kirklees is predominately managed by KAL. Pools on multi-sport leisure centre sites are open from early morning 06.30/07.00 until 21.00/22.00 hours. Programming enables a wide range of users across the age and ability ranges. In addition to swimming, pools cater for water based sports such as water polo, kayaking/canoeing, octopush and synchronised swimming. The pools also accommodate a number of fitness and exercise classes however none can accommodate diving.

Within the pools stock several are based on school sites. In addition to helping to cater for school swimming requirements these make a significant contribution to meeting community swimming needs. The facilities managed by SPIE (Almondbury, Salendine Nook and North Huddersfield Trust) do not facilitate pay and play provision but do play a major role in meeting club and community needs after school hours and at the weekends.

For example, users at Almondbury School include BOK Swim Club, Holmfirth Harriers (Tri-athletes), Stroke Techniques, School of Aquatics, Get Wet Swim, Hobslet Swim, Amphibi Kids and M&M Swim. The pool is open from 18.00–21.00 Monday to Friday and from 09.00- 21.00 at weekends.

At the KAL operated Batley Baths and Recreation Centre, located in an area with a high percentage of Asian residents several women only sessions (Sitara) are scheduled. The Victorian design lends itself to single sex sessions where the privacy of the users can be maintained.

Strategic review of provision for swimming

With the exception of DW Sports, Momentum Leisure Centre and Swimnation this review is based on the supply of pools (20 not 22 pools) identified in the Facility Planning Model (FPM) see Table 5.1 above.

Table 5.4: Facilities Planning Model- supply of swimming pools in Kirklees and Yorkshire

	Kirklees	Yorkshire
Number of pools	20	291
Number of pool sites	15	204
Supply of total water space in m ²	4384	64177
Supply of water space (m ²) scaled by hours available in peak period	3,917.8	53,389.3
Supply of total water space in VPWPP	3395	46,2707
Water space per 1000 population in m ²	10.16	11.87

The 10 m² of water space per 1.000 head of population is lower than the national and regional average figure (13 m² and 12 m² respectively). Table 5.4 does not include the new Huddersfield Leisure Centre which is larger than the pool at the old Huddersfield Sports Centre (plus 50 m²).

Summary of supply

Existing provision across Kirklees, with the opening of the new pool in Huddersfield in 2015, ranges from an 8 lane competition standard pool to a Grade II Listed Victorian Baths in Batley, built in 1892.

The main facility operator KAL enables a wide ranging and balanced programme (the KAL Aquatic Journey) aimed at accommodating the population of Kirklees to participate in swimming, learning to swim and other water based sports and activities.

The age and condition of some of the pool stock, which are reaching the end of their natural life, at key sites such as Spenborough Pool and Dewsbury Sports Centre for example, needs addressing to mitigate against any future risk to the sites.

All residents can access a pool within a 20 minute drive time and a significant percentage of Huddersfield urban area residents are within a 20 minute walk of a swimming pool. The largest settlements without pools are Mirfield and Meltham.

There is no specialist diving provision at any pool in Kirklees. This is available in Leeds, Sheffield and Bradford.

5.2 Demand

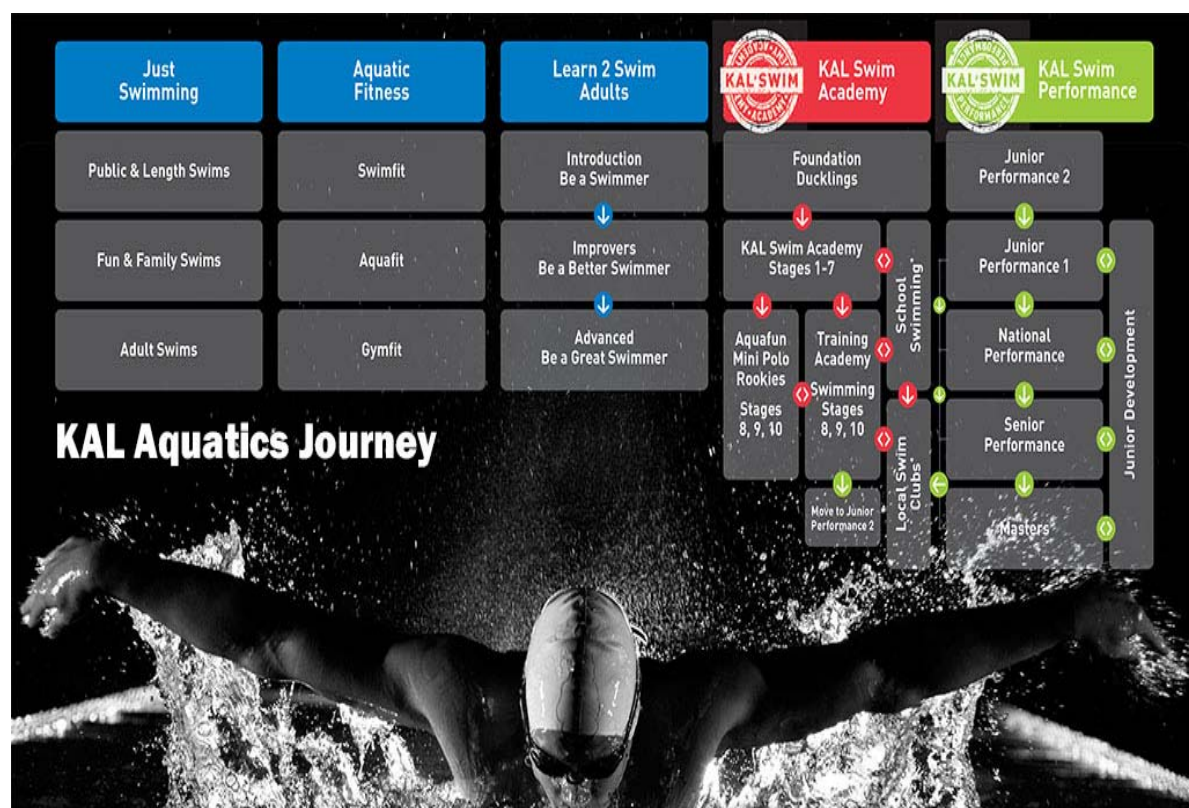
Swimming is the most popular sport in England with 2.5 million people swimming at least once per week. Despite its popularity swimming has seen 144,200 fewer people swimming in the last six months and 390,700 in the last year. The long term trend shows 729,000 people stopping swimming in the last decade.

In Kirklees, Sport England (APS 8) estimate that there are 25,400 regular swimmers; a participation rate of 7.7%. This is lower than the rate for Yorkshire (11.1%) and England (11.5%).

During 2014 Kirklees Active Leisure (KAL) reviewed swimming across Kirklees and introduced the KAL Aquatics Journey. As illustrated below, this incorporates all aspects of swimming for all ages and is available at all KAL managed pay and play facilities.

The KAL journey incorporates learning to swim for children and adults and provides a pathway for those who want to take swimming through to a competitive level. The re-organisation is in its infancy but numbers joining the Borough of Kirklees (BOK) Swim Club are increasing and individual and team performances at the National Swimming Championships are reported to have improved in just 12 months.

Figure 5.5: KAL Aquatic Journey



The FPM calculates the demand for swimming in Kirklees as outlined below.

Table 5.5: Facilities Planning Model - demand for swimming pools in Kirklees

	Kirklees	Yorkshire
	2014	2014
Population	431,310	540,7883
Swims demanded – visits per week in the peak period	28,056	348,277
Equivalent in water space in m ² – with comfort factor included	4624.6	57,408.3
% of population without access to a car	25.7	26.7

Summary of demand

Swimming is a popular sport/activity in Kirklees. The vast majority of swimming activity is delivered through pay and play facilities and for some, through commercial fitness clubs with swimming provision.

A number of swimming clubs are able to provide opportunities for residents to take part in competitive swimming. The KAL Aquatics Journey provides a comprehensive range of activities and opportunities for all residents to engage with swimming and aquatic activities recreationally and competitively. The new competition pool opened in Huddersfield town centre (2015) is a significant opportunity to host more local galas and increase the focus on competitive and recreational swimming.

5.3 Consultation

Consultation was undertaken with the Amateur Swimming Association (ASA) and other relevant partners across the Borough to inform this report. The ASA (which also governs Water polo, Synchronised Swimming and Diving) considers club swimming across Kirklees to be relatively healthy; the following swimming clubs operate in the Borough:

- ✦ Borough of Kirklees (BOK).
- ✦ Colne Valley Swimming Club.
- ✦ Dewsbury Swimming Club.
- ✦ Huddersfield Crusaders.
- ✦ Huddersfield Otters Water Polo.
- ✦ Spenborough Swimming Club.
- ✦ Scissett Swimming Club.

Following the introduction of the KAL Aquatics Journey, clubs are settling into new patterns of use and, for some, changes to roles and responsibilities.

KAL is now responsible for the delivery of all early stage learn to swim programmes. KAL has incentivised them by offering 25% discount on hire fees if they achieve the SWIM 21 accreditation mark. The ASA is focused on leadership training and helping clubs to become more commercially orientated.

5.4 Supply and demand analysis

Sport England's FPM calculates that swimming pools in Kirklees satisfy 91% of demand. 78% of all journeys to pools are made by car, 11% on foot and 11% using public transport. Facilities in Kirklees retained 85% of satisfied demand visits and exported 15% to other areas and 9% of demand remains unmet.

The FPM calculates that in Kirklees 700 m² of water space, roughly the equivalent of a 10 lane x 25 metre pool, would be needed to satisfy all the unmet demand. However, most of this emanates from potential users who do not have access to a car. If they did all have such access capacity in the existing /planned pools would be sufficient to meet all demand from Kirklees residents. It is unrealistic and unaffordable to offer everyone in Kirklees a pool within a 20 minute walking time of their home.

During consultation, KAL confirmed that pools in the Borough get busy, particularly at peak times.

Spenborough Pool plays a significant role in pool provision but is nearing the end of its natural life. To continue to meet demand it is recommended that it should be replaced and to meet the expanding population and anticipated rise in demand from higher levels of physical activity it is recommended that consideration be given to developing one further new pool at some point.

5.5 Summary of key facts and issues

In summary, the research has identified the following in respect of swimming pool provision in Kirklees borough:

Swimming pools

- ◀ Swimming is the second most popular sport in the Borough as identified by Sport England's APS8.
- ◀ According to the limited findings of Sport England's Active People survey, Swimming participation rates in Kirklees are lower than those for Yorkshire and England
- ◀ The Borough has a 23 swimming pools on 18 sites that cater for a wide range of the population's swimming and aquatic needs.
- ◀ The Sport England FPM calculates that existing pool provision in Kirklees and adjoining local authorities enables 91% of swimming demand to be satisfied. 15% of Kirklees demand is exported to other areas.
- ◀ The main operator, KAL, provides a mixed and balanced programme of swimming, learn to swim, water fitness and other water sport activity to meet the needs of the local population.
- ◀ School pool sites make a significant contribution to meeting the needs of local clubs and swim schools.
- ◀ Several swimming clubs provide opportunities for residents to access a pathway to competitive swimming. There is no evident unmet demand for water space from swimming clubs in the Borough.
- ◀ 54% of the population of Kirklees is not within a 20 minute walking distance of a pool whilst all residents are within a 20 minute drive time.
- ◀ Spenborough Swimming Pool is reaching the end of its economic life. Population growth and an existing shortfall of water space across the Borough indicate that Spenborough should be replaced with as a minimum with an 8 lane x 25m pool.
- ◀ Dewsbury Sports Centre main pool tank is also nearing the end of its economic life and consideration needs to be given to the rectification of this in order to avoid the potential closure of this site at some stage in the future.
- ◀ Further feasibility work should be undertaken to investigate providing an additional pool to meet the demands of the growing and ageing population.

SECTION 6: HEALTH AND FITNESS SUITES

Health and fitness facilities are normally defined by a minimum of 20 stations. A station is a piece of static fitness equipment and a larger health and fitness centre with more stations are generally able to make a more attractive offer to both members and casual users. They can provide a valuable way to assist people of all ages, ethnicities and abilities to introduce physical exercise into their daily lives with the obvious concomitant benefits to health, fitness and wellbeing.

6.1: Supply

Quantity

Research undertaken for the assessment report identifies 35 health and fitness suites offering 20 stations or more within Kirklees. 33 of these are accessible at some level to the community. Of the available facilities, 15 are defined as pay and play, whilst 18 are commercially operated where a membership is required. There is a total of 1,964 stations within the identified fitness suites, 1,909 of which are available, at some level, to the community.

The map below shows the more densely populated areas within Kirklees to be well catered for in terms of the fitness provision available. Areas with sparser populations also have facilities nearby that can accommodate demand.

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Figure 6.1: Health and fitness suites with 20+ stations in Kirklees over population density

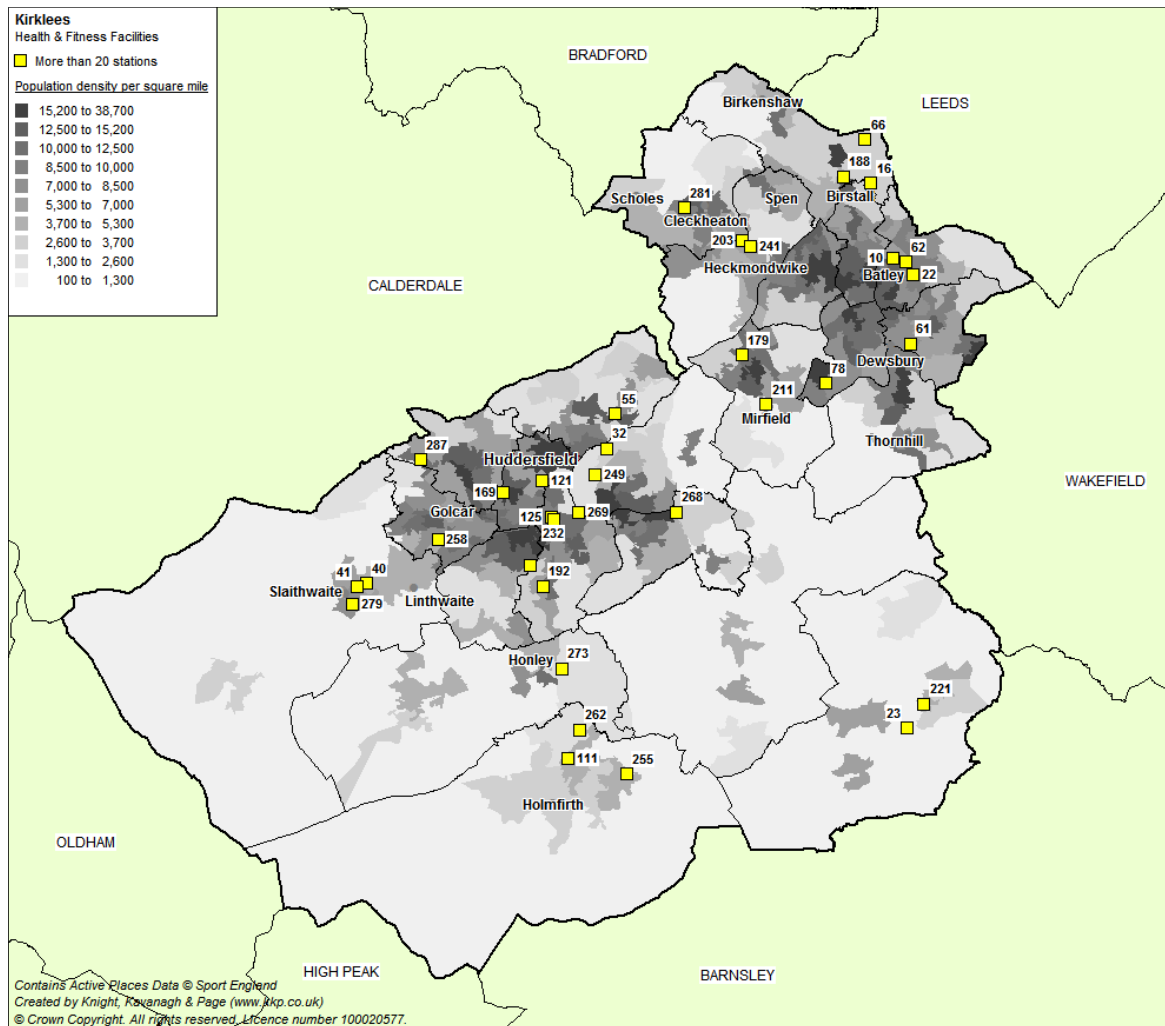


Table 6.1: Health and fitness suites in Kirklees (20 stations or more).

Ref	Site	Access	Stations
10	Batley Baths & Recreation Centre	Pay & Play	23
16	Batley Sports & Tennis Centre	Pay & Play	40
22	Body Positive Fitness Studio	Membership	42
23	Bodyzone Fitness Centre	Membership	30
32	Canal Side Sports Complex	Pay & Play	48
40	Club Titanic	Membership	21
41	Colne Valley Leisure Centre	Pay & Play	50
55	Deighton Sports Arena	Pay & Play	23
61	Dewsbury Sports Centre	Pay & Play	120
62	Dickys Gym	Membership	41
66	DW Sports Fitness	Membership	125
78	Fitness Connection	Membership	25

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Ref	Site	Access	Stations
111	Holmfirth Pool and Fitness Centre	Pay & Play	30
121	Huddersfield Lawn Tennis And Squash Club	Pay & Play	25
125	Huddersfield Leisure Centre	Pay & Play	100
161	Lockwood Park Health & Fitness Club	Pay & Play	150
169	Maloneys	Membership	35
179	Mirfield Free Grammar School	Membership	22
188	MP Fit	Membership	85
192	Newsome High School And Sports College	Private	25
203	PJs Health & Fitness Village	Membership	35
211	Roy Ellams Premier Health Club	Membership	40
221	Scissett Baths & Fitness Centre	Pay & Play	24
232	Sikh Leisure Centre	Membership	34
241	Spenborough Pool & Fitness Complex	Pay & Play	36
249	Stadium Health & Fitness Complex	Pay & Play	100
255	Target Health & Fitness	Membership	61
258	The Gym	Membership	43
262	Thongsbridge Tennis Club	Pay & Play	31
268	Total Fitness	Membership	300
269	University Of Huddersfield Sports Centre	Membership	80
273	Warehouse Health & Fitness	Membership	45
279	Wharfside Workout	Membership	60
281	Whitcliffe Mount Sports Centre	Pay & Play	20
287	Your Health Club (HD3fitness)	Membership	35

In addition, there are ten health and fitness facilities containing less than 20 stations within the area. Seven of these are available to the public and therefore may accommodate some demand. For the purpose of this report, however, these facilities are discounted as too small, although it should be noted that the current 15 station suite at Royds Hall Sports Centre may expand in the future. It has only recently been made available for community use and should this be successful, more stations will be added.

Quality

Site assessments

In total, 13 of the 35 health and fitness suites were visited and assessed. The majority of sites not assessed are commercially run where a registered membership is required. The health and fitness sector in Huddersfield is mature and highly segmented. The quality across the sector from budget to luxury is high. The 13 facilities assessed are as follows:

- ◀ Batley Baths & Recreation Centre
- ◀ Batley Sports & Tennis Centre
- ◀ Colne Valley Leisure Centre
- ◀ Deighton Sports Arena

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- ◀ Dewsbury Sports Centre
- ◀ Holmfirth Pool and Fitness Centre
- ◀ Huddersfield Sports Centre
- ◀ Lockwood Park Health & Fitness Club
- ◀ Mirfield Free Grammar School
- ◀ Scissett Baths & Fitness Centre
- ◀ Spenborough Pool & Fitness Complex
- ◀ Stadium Health & Fitness Complex
- ◀ Whitcliffe Mount Sports Centre.

Site visits were carried out by KKP and assessors were accompanied by staff including facility managers and teaching staff. These visits provide an overall quality scoring and look for investment which has been undertaken. The assessments highlighted that there are no facilities with a quality rating of poor within Kirklees. Facilities were assessed as either good (8) or above average (5). The table below provides a breakdown of the quality scoring:

Table 6.2 Quality rating of health and fitness suites in Kirklees

Quality rating of assessed health and fitness suites				
Good	Above average	Below average	Poor	Not assessed
9	4	0	0	22

The health and fitness suite at the Stadium Health & Fitness Complex has recently been redeveloped to upgrade and extend the facility. This has seen an increase in the number of stations as well as further improvement in the layout and quality at the site. As an initial part of this redevelopment a spin studio and an additional exercise studios were added to the facility mix at the Stadium in October 2014. These two new facilities are very high quality providing users with dedicated access to a spin studio and a wide range of other fitness classes.

Table 6.3: Health and fitness suites in Kirklees with a quality rating

Ref	Site	Stations	Quality
10	Batley Baths & Recreation Centre	23	Above average
16	Batley Sports & Tennis Centre	40	Good
41	Colne Valley Leisure Centre	50	Good
55	Deighton Sports Arena	23	Above average
61	Dewsbury Sports Centre	120	Good
111	Holmfirth Pool and Fitness Centre	30	Good
125	Huddersfield Leisure Centre	120	Good
161	Lockwood Park Health & Fitness Club	150	Good
179	Mirfield Free Grammar School	22	Good
221	Scissett Baths & Fitness Centre	24	Good
241	Spenborough Pool & Fitness Complex	36	Good
249	Stadium Health & Fitness Complex	100	Good
281	Whitcliffe Mount Sports Centre	20	Above average

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Refurbishments

According to Active Places Power information, the most recently (2012) updated health and fitness suites are at Huddersfield Sports Centre, Roy Ellams Premier Health Club (Mirfield) and Thongsbridge Tennis Club. The venue at Mirfield Grammar School was opened in 2013. Canalside Sports Complex and Deighton Sports Arena are the facilities that have gone the longest without refurbishment; neither has been upgraded since 2001.

Table 6.4: Health and fitness refurbishment in health and fitness suites

Ref	Site	Year built	Year refurbished
10	Batley Baths & Recreation Centre	2000	2004
16	Batley Sports & Tennis Centre	1999	2010
22	Body Positive Fitness Studio	2005	-
23	Bodyzone Fitness Centre	1993	2005
32	Canal Side Sports Complex	2001	-
40	Club Titanic	2006	-
41	Colne Valley Leisure Centre	2008	-
55	Deighton Sports Arena	2001	-
61	Dewsbury Sports Centre	1984	2006
62	Dickys Gym	1987	2007
66	DW Sports Fitness	2002	2011
78	Fitness Connection	1995	2004
111	Holmfirth Sports Centre	2012	-
121	Huddersfield Lawn Tennis And Squash Club	2008	-
125	Huddersfield Sports Centre (replaced in 2015 with Huddersfield Leisure Centre)	1973	2012/2015
161	Lockwood Park Health & Fitness Club	1997	2013
169	Maloneys	1987	2009
179	Mirfield Free Grammar School	2013	-
188	MP Fit	1994	2012
192	Newsome High School And Sports College	2005	-
203	PJs Health & Fitness Village	2007	-
211	Roy Ellams Premier Health Club	2001	2012
221	Scissett Baths & Fitness Centre	1995	2014
232	Sikh Leisure Centre	1991	2004
241	Spenborough Pool & Fitness Complex	1997	2004
249	Stadium Health & Fitness Complex	1998	2015
255	Target Health & Fitness	2004	-
258	The Gym	2005	-
262	Thongsbridge Tennis Club	2005	2012
268	Total Fitness	2000	2006

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Ref	Site	Year built	Year refurbished
269	University Of Huddersfield Sports Centre	1995	2014
273	Warehouse Health & Fitness	2001	2008
279	Wharfside Workout	2011	-
281	Whitcliffe Mount Sports Centre	2007	-
287	Your Health Club (HD3fitness)	2007	-

Accessibility and availability

The Sport England classification of access type defines registered membership use facilities as being publically accessible. For health and fitness suites, this generally means a monthly membership fee which can vary hugely. Whilst an expensive monthly fee does not generally enable public or community access in the truest sense, budget health and fitness providers offer membership from as little as £7.99 a month.

Kirklees residents have a relatively wide choice of facilities that allow both casual users and facilities that require a membership, with only two health and fitness suites allowing no community use on any level. Newsome High School & Sports College was previously available to the community but this has recently ceased due to a reported lack of demand, whilst the facility at the University of Huddersfield Learning and Leisure Centre is reserved for student and staff use only.

Although among private providers price may restrict some users, KAL has focused on providing good quality fitness provision at affordable prices. The following 12 health and fitness suites, containing 616 stations, are managed by KAL:

- ✦ Batley Baths & Recreation Centre
- ✦ Batley Sports & Tennis Centre
- ✦ Colne Valley Leisure Centre
- ✦ Deighton Sports Arena
- ✦ Dewsbury Sports Centre
- ✦ Holmfirth Pool and Fitness Centre
- ✦ Huddersfield Sports Centre
- ✦ Lockwood Park Health & Fitness Club
- ✦ Scissett Baths & Fitness Centre
- ✦ Spensborough Pool & Fitness Complex
- ✦ Stadium Health & Fitness Complex
- ✦ Whitcliffe Mount Sports Centre.

Most of the available health and fitness suites have extensive opening hours with daytime access to fitness suites on all school sites except Mirfield Free Grammar School.

6.2: Demand

Health and fitness via exercising in a gym or class environment is a highly popular form of exercise across Kirklees, appealing to men and women across a wide range of age groups.

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Sport England Active People Survey identifies 53,244 people currently participating in 'keep fit and gym', which at 12.5% of the Kirklees population is comparable to 'UK penetration rates' of 12% (% of the overall population that regularly access a gym facility). A further 22,354 state that they would like to begin participating in the future, indicating a potential future growth in demand.

There is further evidence of the popularity of health and fitness suites; KAL reports many of its facilities to be 'incredibly busy', despite (and in part because of) recent refurbishments and extensions. This is particularly the case at peak times as many health and fitness classes are regularly oversubscribed.

To identify the adequacy of the quantity of provision a demand calculation based on an assumption that 'UK penetration rates' will increase slightly in the future is applied. Population increases are also factored in to enable a calculation of whether current supply will meet future demand.

Table 6.5: UK penetration rates for health and fitness suites in Kirklees

	Current (2012)	Future (2024)	Future (2037)
Adult population	425,517	458,762	488,321
UK penetration rate	12%	13%	14%
Number of potential members	51,062	59,639	68,365
Number of visits per week (1.5/member)	76,593	89,459	102,548
% of visits in peak time	65	65	65
No. of visits in peak time (equivalent to no. of stations required i.e. no. of visits/39 weeks*65%)	1,277	1,491	1,709

According to UK penetration rates there is a current need for 1,277 stations across Kirklees. This is expected to grow to 1,491 stations by 2024 and to 1,709 stations by 2037. A small oversupply of stations will make use of the facilities more comfortable for users.

6.3: Supply and demand analysis

Health and fitness facilities have been a very successful addition to sports centres over the past three decades and the income derived from them helps to offset the cost/underpin the viability of other aspects of leisure provision, especially swimming.

Kirklees currently has a total of 1,909 fitness stations across 33 sites that are accessible at some level for community use. Based on 'UK penetration rates' there is a predicted need for 1,709 stations by 2037, suggesting that demand is being catered for both now and in the future. Much of this provision is in Huddersfield town centre facilities.

Whilst there is an overall surplus of stations some of the gym facilities are close to becoming oversubscribed, particularly at peak time and would benefit from expansion, although this is difficult as many of the sites are considered to be fully developed.

6.4 Summary of key facts and issues

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- ◀ There are 35 health and fitness suites of 20 or more stations within Kirklees, 33 of which are available to the community, providing a total of 1,909 stations.
- ◀ The more densely populated areas of Kirklees are seemingly well catered for in terms of the number of health and fitness suites available, whilst more sparsely populated areas also generally have access to nearby facilities.
- ◀ The majority of facilities assessed were rated as good (9) or above average (5). Although there are many privately provided facilities, KAL manages 11 health and fitness suites with a range of price offers, indicating that there is a relatively wide choice of facilities for potential users.
- ◀ Health and fitness through exercising in a gym is very popular across Kirklees, with the Sport England Active People Survey identifying 53,244 participating in 'keep fit and gym'.
- ◀ Using 'UK penetration rates' the demand in the peak period is for 1,277 stations. This is predicted to grow to 1,709 stations by 2037. Current provision will be able to accommodate both current and future demand.
- ◀ Whilst there is an overall surplus of stations some of the gym facilities are close to becoming oversubscribed, particularly at peak time and would benefit from expansion, although the difficulty of so doing is recognised as many of the sites are constrained and already fully developed.

SECTION 7: GYMNASTICS AND DANCE

Gymnastics

British Gymnastics (the NGB for gymnastics in the UK which administers the sport on both a national and regional level) has confirmed that there is a trend for larger clubs to move out of and away from sports halls/gym halls that presently have to accommodate gymnastics while also looking to cater other sports and activities, to facilities that act as dedicated gymnastics facilities (such as industrial units). It is recognised that clubs and other gymnastics operators can offer a range of programmes in a variety of facilities, not just dedicated venues. Types of non-permanent gymnastics facilities include:

- ◀ Leisure / sports centres.
- ◀ Community / village halls.
- ◀ Schools / nurseries.
- ◀ Private fitness venues / sports clubs.
- ◀ Health centres.

The sport of gymnastics includes the disciplines of Women's Artistic Gymnastics (WAG), Men's Artistic Gymnastics (MAG), Rhythmic Gymnastics (RG), Trampoline Gymnastics (TRA), Double Mini Tramp (DMT), Acrobatic Gymnastics (ACRO), Tumbling (TUM), Aerobic Gymnastics (AERO), General Gymnastics (GG), TeamGym (TG) and Gymnastics and Movement for People with Disabilities (GMPD). There are also activities such as Cheerleading and Freestyle Gymnastics that have been incorporated into the gymnastics family. Each gymnastics discipline has its own facility requirements.

Nationally the scope of current facility provision is substantial, ranging from foundation level activity occurring in nurseries and crèches; local development level facilities of 400-500m²; facilities of regional and national significance of 800-1000 m² and operations affording access to regional, national and international specification facilities of 1100-1800m².

7.1 Supply

There are seven identified gymnastics and trampolining clubs in Kirklees, two have dedicated facilities, owned by the clubs which are based there. The other five clubs make use of youth clubs, high schools and leisure centres. The dedicated facilities are at:

- ◀ Greenhead Gymnastics Club, St.Thomas' Church, Bradley, Huddersfield
- ◀ TSV Gymnastics Club, Heaton Street, Cleckheaton BD19 3TN

Both are located in converted buildings where gymnastics equipment is permanently set up. Greenhead has sprung floors and a landing pit. Other clubs hire the following facilities:

Table 7.1: Gymnastics clubs hiring facilities in Kirklees

Club	Venue
Kirklees Rebound Trampoline Club	Huddersfield Leisure Centre
Huddersfield Gymnastics Club	Paddock Youth Club
Pennine Gymnastics Club	Holmfirth High School
Special Olympics - North Kirklees	Batley Baths
All Starts Trampolining Club	Dewsbury Sports Centre

Potential facility developments

Huddersfield Sports Centre closed in 2015 and was replaced by a new leisure centre in Springwood. Kirklees Rebound Trampoline Club has a permanent home at the Sports Centre and moved to the new leisure centre, although the trampolines will no longer be permanently set up, and they will use the ancillary hall. The Club has aspirations to develop a facility at the North Huddersfield Trust School, to join other community sports facilities on this site. Funding to develop this facility has not yet been secured.

Greenhead Gymnastics Club is looking to expand to improve the facilities it has available for tumbling and vaulting. The potential extension would increase the run up to tumble and vault but would not increase overall club capacity.

Batley and Birstall Gymnastics Club is a newly registered club, currently based at Panache Studios in Bradford. It has long term aspirations to develop its own facility in Kirklees.

7.2 Demand

Junior demand

Most of the clubs in Kirklees are limited by the current stock of facilities available. The majority have expressed a desire and a need to expand, to satisfy existing waiting lists.

Table 7.2: Requirements of gymnastics clubs in Kirklees

Club	Demand
Kirklees Rebound and Trampoline Club	Moving to the activity hall at the new leisure centre. Not a permanent set up like the current arrangements at the Huddersfield Sports Centre. It currently has c.150 members and a long waiting list, there is also capacity to increase membership levels. The club has aspirations to develop a new purpose built facility.
Greenhead Gymnastics Club	Currently operating almost at capacity with 200-220 members and no room to expand. Has a long waiting list and potential to increase membership in bigger premises.
Huddersfield Gymnastics Club	It has approximately 180 members, operating out of a Youth Centre base. It has capacity to expand and improve in quality should a dedicated facility be available.
Pennine Gymnastics Club	Founded in June 2014 and already expanded sessions to 4 nights per week. Already c.150 members with the potential to double were facilities available to accommodate demand.
TSV Gymnastics Club	Has its own facility and accommodates 250-270 members. Manages the membership and facility currently, unsure with regard to desire/capacity to expand.
Special Olympics North Kirklees Gymnastics Club	It has 30-40 members and presently hire the hall at Batley Baths. No immediate desire to expand.
Batley and Birstall Gymnastics Club	Newly established club with ambitions to expand and develop facility in the Batley/Birstall area. Potential to grow rapidly if facilities to accommodate said growth can be found.
All Stars Trampoline Club	Based at Dewsbury Sports Centre and currently with a waiting list. Possible potential to expand.

KAL offers a range of gymnastic and trampolining activities for young people at its main sports centres in Huddersfield and Dewsbury.

NGB perspective

The British Gymnastics Facility Strategy 2013-2017 identifies that gymnastics clubs in the UK cannot currently cope with the demand to participate in the sport. According to recent survey (British Gymnastics, 2010) gymnastics clubs have an average waiting list of 35 people. 87% of the clubs which responded to the survey said they found it difficult to increase capacity highlighting lack of available space as the main reason for this. The majority of clubs seeking to increase participation levels wish to do so at the recreation level.

An audit of clubs and coaches revealed the variety of venues at which gymnastics coaching takes place. Respondents indicated that the most used venues for gymnastics coaching are leisure centres (32.9%), schools (21.4%) and dedicated gymnastics centres (26.2%).

Dedicated gym centres hosted considerably more activity in the following disciplines: preschool, team gym, women's and men's artistic, sports acrobatics, aerobic gymnastics and tumbling. Dedicated facilities allow clubs to grow the variety of disciplines they can offer. Having access to a facility throughout the day allows a club to diversify e.g. offering pre-school activity mornings and afternoons, and allows them to deliver 'less' well-resourced disciplines such as team gym, rhythmic and aerobics. In simple terms, having access to a facility throughout the day enables more activity to take place.

A facility such as this in the Kirklees area would significantly increase the capacity for gymnastics provision, potentially bringing a wider range of gymnastics activity to a larger potential audience. Clearly the long term financial viability of such a development would need to be robustly considered, as would the availability of capital funding, especially given that financial pressures facing the Council means that are unlikely to be able or willing to contribute financially.

Challenges

Unlike many other parts of the country Kirklees does not appear to have had the range of opportunities for gymnastics clubs to develop bespoke gymnastics centres in unused industrial units or warehouses. This has been the trend in other parts of the country where the local economy has seen such space become available (at affordable cost). It would, thus, appear that any solution for the Kirklees area will need to be considered outside of these parameters.

A potential challenge is the relatively large number of smaller clubs. Were dedicated provision to be developed in the future it may be appropriate and economic for some re-alignment of the club infrastructure in order to ensure that a co-ordinated and cohesive gymnastics offer is developed.

KAL commented specifically on the shortfall in suitably qualified coaches to run classes; a situation acknowledged by British Gymnastics. While not directly relevant to facilities this is a key factor in the generation and accommodation of demand.

7.3 Summary of key facts and issues

- ◀ There are seven gymnastics clubs in the area, five of which currently hire or rent facilities from local providers. Almost all clubs express a desire to expand the number of sessions but cannot secure additional time at suitable facilities.
- ◀ The demand for gymnastics in the area is high and there is substantial unmet demand, particularly in the junior clubs, which have long waiting lists.
- ◀ Three clubs in the area have aspirations to develop a dedicated gymnastics facility; however none of the proposed projects has yet secured funding. Given the current austerity measures and pressure on public expenditure there is no prospect of the council funding such a facility and that other traditional sources, for example Sport England, are under financial pressure and facing unprecedented demand for capital funding, this is a major obstacle.
- ◀ British Gymnastics identifies potential for additional activity given the availability of dedicated facilities, such as a sprung matted floor, landing pits and sufficient space to leave equipment *in situ* and facilitate full length competition run ups.
- ◀ There appears to be considerable unmet demand for gymnastics across the study area. (This is a trend echoed nationally). A dedicated gymnastics facility could provide an outlet for a large number of new participants to engage in either gymnastics or trampolining and help to address the waiting lists found in many clubs and further investigation is required to establish whether a dedicated facility would be a viable option.
- ◀ A coach training programme may also be required to help cater for the unmet demand for gymnastics.
- ◀ The North Huddersfield Trust School/Kirklees Rebound Trampolining Club has aspirations to develop a specialist trampolining facility. This would complement existing facilities in sports hall and should be supported.

Dance

The Exercise, Movement and Dance Partnership (EMDP) is the NGB for exercise, movement and dance activity (EMD) recognised by Sport England. EMD is defined as 'activity that contains elements of exercise, movement and dance collectively delivered in a sporting and/or physical activity context'.

As with much of the UK there are numerous different providers operating across a wide range of facilities. Aside from a small number of private dance studios, activity occurs primarily in community settings; community/village halls, health clubs, and leisure/sports centres.

More than 30 studios are listed in Active Places Power. Local consultation suggests a wide variety in their fitness for purpose. Those with purpose-built sprung floors are generally located in health clubs that require membership to allow access. However the studios at The Stadium, The Base Studio are an example of good quality facilities made available for community use. Studios located on school sites are generally of lower quality and do not always offer sprung floors.

KAL runs a full range of exercise and fitness classes in the facilities it manages. The EMDP reports a growing demand for exercise, movement and dance classes and activities across England. Local dance schools are reportedly operating waiting lists suggesting demand for additional dance activity across Kirklees.

In addition to the recommendation above for the development of investigating the need and viability of developing a specialist gymnastics facility, it would be advisable for any proposed development to consider the addition of purpose built dance studios to complement the offer, thereby increasing the versatility and long term viability of such venues.

SECTION 8: SQUASH COURTS

England Squash & Racketball (ESR) is the NGB for squash and racketball at national and regional level. Both games are played on squash courts.

8.1 Supply

Squash has over the past 30 years seen a considerable decline in participation, with the result that many courts have been either demolished, abandoned or converted into alternative facilities, such as spin studios, soft play centre or fitness suites. It is estimated that, in England, 4,500 courts remain.

Quantity

Across Kirklees assessment report research identifies 40 courts at 15 sites. Seven sites (17 courts) offer pay and play facilities whilst eight sites (23 courts) operate as private members clubs. The largest facility is at the Huddersfield Squash and Lawn Tennis Club which has five courts. Three or more courts together provide opportunities to host local competitive team events.

Table 8.1 Supply of squash court facilities in Kirklees

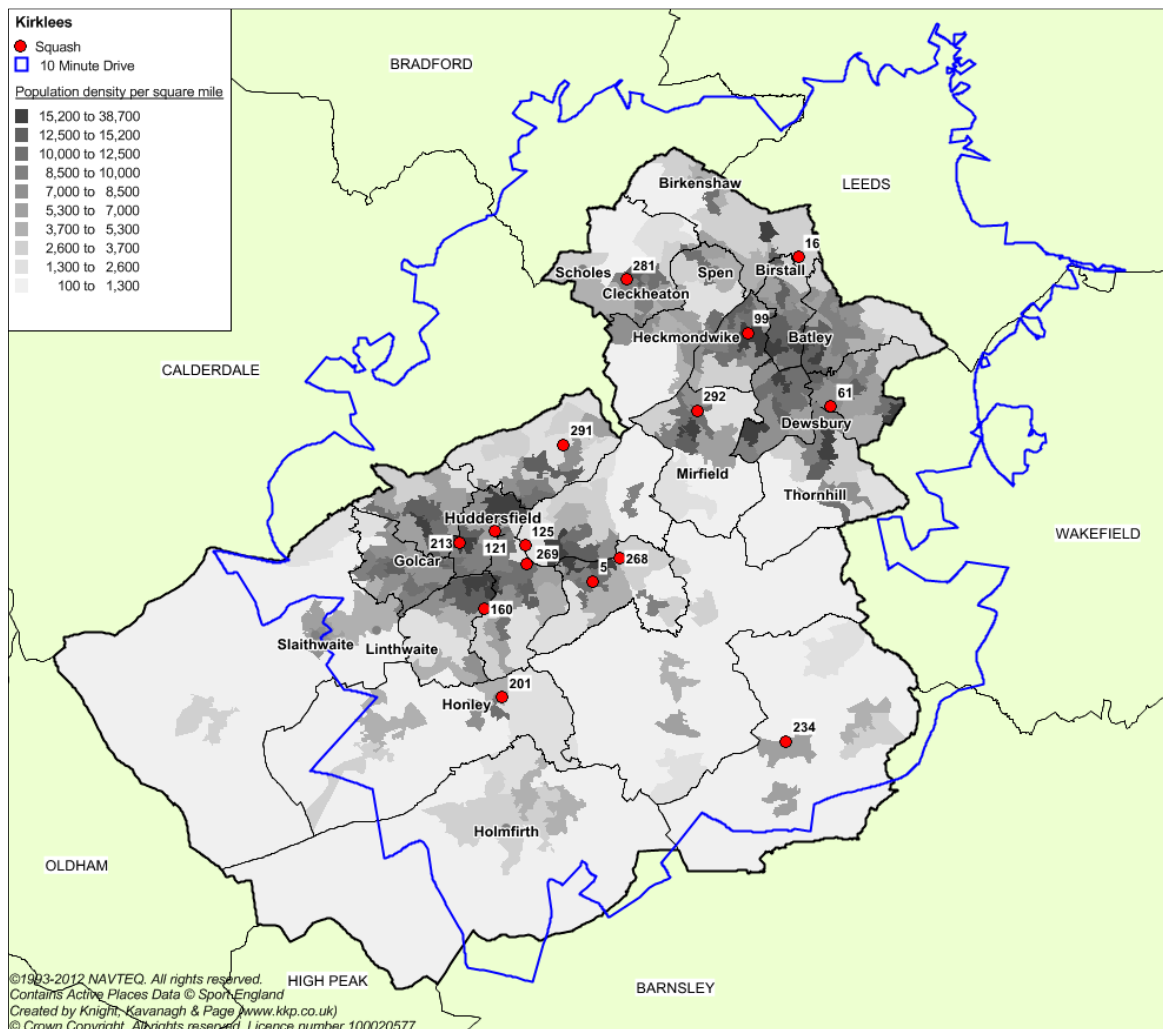
Ref	Facility/club	No. of courts	Membership type
5	Almondbury Sports Centre	2	Pay and play
16	Batley Sports and Tennis Centre	3	Pay and play
61	Dewsbury Sports Centre	2	Pay and play
99	Heckmondwike Sports Club	2	Members club
121	Huddersfield LT & SC	5	Members club
125	Huddersfield Leisure Centre	2	Members club
160	Malcolm Pickup Academy Squash @ Huddersfield RUFC	2	Student use/pay and play
000	Mirfield Squash Club	3	Members club
201	Phoenix Fitness	2	Pay and play
213	Royds Hall Sports Centre	1	Members Club
234	Skelmanthorpe Savoy Squash Club	4	Members club
268	Total Fitness	4	Pay and play
269	Student Central (University of Huddersfield)	2	Members club
281	Whitecliffe Mount Sports Centre (Closing 2015)	4	Members club
291	Woodland Glade	1	Pay and play
	TOTAL	40	

(* New centre opened in 2015; 3 courts at the previous facility are being replaced by 2 at the new one).

The distribution of courts across Kirklees is illustrated in Figure 8.1, overleaf. The 10-minute drive time analysis illustrates the availability of courts for all residents, which for them most part is good, apart from those living in the most rural parts of the authority area towards High Peak and Oldham.

8.2 Demand

Figure 8.1: Squash Facilities in Kirklees with 10 minute drive time



The supply of courts within Kirklees is currently able to meet demand and there are reportedly many un-booked time slots (peak and off-peak) within the public facilities visited during the course of the study. Within private clubs there is evidence of continuing demand for courts and clubs running squash ladders and teams playing in inter club leagues. KAL promotes squash ladders and social evenings at a number of its leisure centres and during peak time there is demand for squash although there is some capacity at all of the public facilities, particularly at off peak times. Some centres also use squash courts to cater for table tennis and fitness classes.

8.3 Consultation

England Squash and Racketball is focused on rebuilding the popularity of squash although resources from the NGB are limited. Kirklees is not a governing body priority area for development in West Yorkshire. Talented players who require a higher standard of squash play at Pontefract, Chapel Allerton in Leeds and the Queens Clubs in Halifax which offers Premier League standard play.

8.4 Summary of key facts and issues

- ◀ Squash is played at a mix of public and private venues throughout Kirklees.
- ◀ The distribution of courts is relatively even with 17 courts in the public and 23 courts in the private sectors.
- ◀ The majority of the population of Kirklees can access a squash court within a 10 minute drive time.
- ◀ It seems unlikely that squash will return to the levels of popularity enjoyed during the 1970/80s. It is, thus, predicted to continue to be a minority sport.
- ◀ Squash facilities in Kirklees are meeting demand and there is capacity for the game to grow within the existing infrastructure should participation trends in squash and racquetball change.
- ◀ More talented players who require a higher standard of squash play at Pontefract, Chapel Allerton and the Queens Clubs in Halifax.
- ◀ Court space offers a level of flexibility and the space can be used for table tennis and a range of exercise and fitness classes.

SECTION 9: INDOOR BOWLS

The three forms of bowls that can be played indoors each require a different venue:

- ✦ Flat green
- ✦ Crown green and
- ✦ Carpet mat (short and long mat)

Indoor flat green bowls requires a standard bowling green; a flat area 34-40 metres long divided into playing areas called rinks. The number of these varies, depending on the width of the green. The surface is artificial.

Crown green bowls requires a standard crown green, artificial grass (carpeted) area of approximately 38m square which is crowned i.e. higher in the centre than round the perimeter. Indoor crown greens are relatively rare – substantially less common than flat green bowls.

Carpet mat bowls is played on a rectangular carpet (45 x 6 feet) that is rolled out. It can be accommodated in any indoor space large enough to accommodate the mats which come in different lengths. Carpet mat bowls tends to be played at a recreational level whereas indoor flat and crown green bowls tend to be more competitive and organised around inter-club competitions and leagues.

An indoor bowling centre typically comprises a single flat green with a number of rinks and ancillary accommodation such as changing rooms, lounge/bar, viewing area, kitchen, office/meeting rooms and stores. In addition they usually have designated car parking. The size of the ancillary accommodation normally varies according to the number of rinks available.

Many indoor bowling centres were built or converted in the 1980s and 1990s, with comparatively few built before 1970. The majority are purpose-built, particularly the more modern ones, with the remainder usually found on industrial estates in converted units.

A successful indoor bowls centre requires a combination of the right location, design, and financial and general management. Sport England⁴ guidelines on catchment for indoor bowls centres are set out to be interpreted in the light of local circumstances:

- ✦ Assume the majority of users will live locally and not travel more than 20 minutes.
- ✦ Assume 90% of users will travel by car, with the remainder by foot.
- ✦ As a guide, demand is calculated as one rink per 14,000-17,000 of total population.
- ✦ A six-rink green, therefore, is required for a population of 85,000-100,000. This will be dependent upon the population profile of the area.
- ✦ The number of rinks required can be related to the estimated number of members, assume 80-100 members per rink.

⁴ Sport England Design Guidance Note Indoor Bowls 2005

9.1 Supply

Quantity

At the time of analysis there were two indoor flat green bowling facilities in Kirklees – at Huddersfield Sports Centre and at Whitcliffe Mount Sports Centre, as well as one indoor crown green facility and a wide range of sports halls and other multi use activity halls that can accommodate carpet bowls.

The Flat green bowling facilities at Huddersfield Sports Centre (4 rinks) and Whitcliffe Mount Sports Centre (3 rinks) were built in the 1970's and have reached the end of their economic life. Decisions, prior to the preparation of this assessment report, have been made to close these two sports centres which will result in the loss of these facilities.

Huddersfield Sports Centre has been replaced on an alternative site in Huddersfield town centre and Whitcliffe Mount Sports Centre will close when the school, at which the sports centre, is located is rebuilt in 2016. The new school will develop joint use sports facilities designed, first and foremost to meet the school's needs and will, on this basis, not include a flat green bowls facility.

Huddersfield Sports Centre has been replaced on an alternative site in Huddersfield Town Centre and Whitcliffe Mount open in 2015, will not accommodate indoor flat green bowls facilities. The seasonal nature of the sport, low levels of membership, falling levels of participation in indoor flat green bowls and the subsequent low revenue generated for this activity is not considered to justify the replacement of the bowling rinks. The new centre will be able to accommodate carpet mat bowls in the sports hall.

Ownership and management

The facilities at Leeds Road are run by KAL.

Quality

The crown green bowls facilities at Leeds Road are in good condition, although the site does lack catering and social provision.

Consultation

The decision to exclude indoor flat green bowls has been discussed with the remaining bowlers and the NGB for indoor bowls, the England Indoor Bowls Association (EIBA). Both parties are understandably disappointed by the decision to exclude specialist facilities in favour of space for the fitness zone.

EIBA did identify that the club based at Huddersfield Sports Centre has 52 affiliated members and its view is that many recreational users do not affiliate. To sustain an operation, the NGB recommends 100 members per rink. It would, thus, appear that the club membership at Huddersfield Sports Centre is 85% below capacity.

It is now an economic reality that Kirklees Council has decided that it can no longer, in the light of the need to maximise the use made of the available space and significant funding pressures, cost savings, afford to continue to subsidise indoor flat green bowls when two alternative activities (indoor crown and carpet bowls) are available locally and the space in the new leisure centre can be used by considerably more residents to participate in physical activity if the space is dedicated to health and fitness facilities.

Whilst the situation is disappointing to the local flat green bowling community who want to enjoy indoor bowling in the winter months as locally as possible, it is possible to visit and/or join facilities in neighbouring authorities. There are indoor rinks in neighbouring authority areas: Thrum Hall Lane Bowling Centre in Halifax has a two rink facility and at the John Charles Centre for Sport in Leeds there is an 8 rink centre. Both facilities are within a 30 minute drivetime of Huddersfield and both clubs can accommodate new members.

Kirklees Council has committed to providing officer support to the indoor bowlers in their search for alternative facilities in Kirklees, or as close to Kirklees as possible, and a couple of options are currently being investigated to assess viability.

The indoor crown green bowls facility is located at the Leeds Road Sports Complex. The crown green (37m x 37m) is located in an air dome next door to the sports barn and changing block accommodation that services the adjoining playing pitches, athletics track and 3G pitch on site.

9.2 Demand

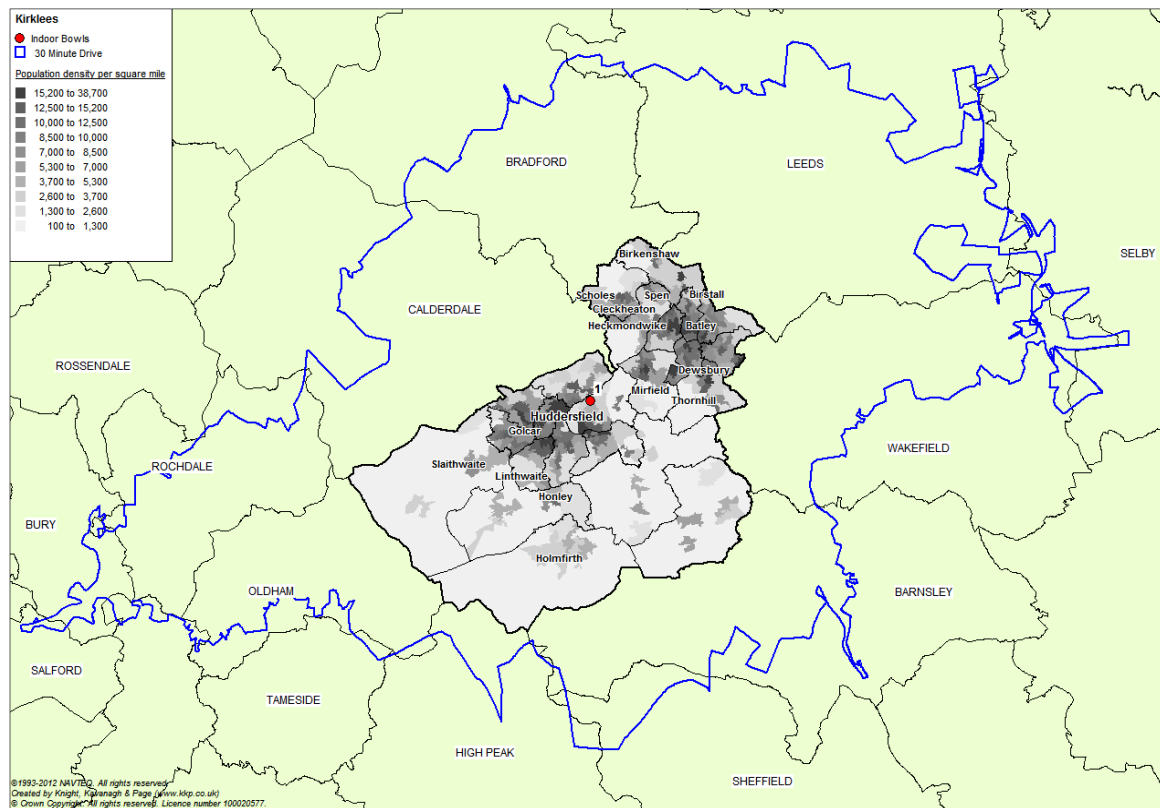
In West Yorkshire, crown green bowls is the preferred option. The majority of outdoor provision in Kirklees are crown green based, with few flat green based facilities.

KAL's experience of running the facilities at Huddersfield Sports Centre and Whitcliffe Mount Sports Centre suggests that interest in the indoor flat green form of the game is in decline. This finding is borne out in other authority areas where decline is noted in both the indoor and outdoor forms of the game.

The indoor crown green facility has some regular users and operates a competitive league. There is however capacity to accommodate additional demand. The Centre has dedicated parking and is on a main road with good public transport links. It is a relatively unusual facility that could accommodate (and drive) significant additional use.

It is considered that a facility of this nature could attract users from up to 30 minutes drive time as illustrated on Figure 9.1 below.

Figure 9.1 Indoor Bowls Centre at Leeds Road – 30 minute drive time



There is potentially an opportunity to further develop levels of participation in indoor crown green bowls at Leeds Road.

Quality

The facilities at the Leeds Road Complex are of a good quality.

Ownership and Management

Current provision is owned by Kirklees Council and operated by KAL.

9.3 Summary of key facts and issues

- ◀ Crown Green Bowls is the most popular bowls format in West Yorkshire.
- ◀ As in other areas of the country, all bowls formats (crown, flat and short mat) are experiencing a decline in popularity.
- ◀ Opportunities to participate in indoor crown green bowls are available at the specialist centre at the Leeds Road Sports Complex near Huddersfield Town Centre in Kirklees.
- ◀ Carpet bowls can be played at a wide number of multi-use venues across Kirklees.
- ◀ With the closure of Huddersfield Sports Centre and imminent closure of Whitcliffe Mount Sports Centre residents of Kirklees who wish to participate in competitive indoor flat green bowls may have to travel to Leeds or Halifax to participate at a specialist indoor facility.
- ◀ At the moment bowls is a particularly popular sport amongst older age groups. However, as stated earlier the sport is in decline and although the older population (65+years) is expected to increase substantially in Kirklees up until 2037, this does not suggest that the popularity of indoor bowls will increase.
- ◀ The projected increase in residents age 65+ provides an opportunity to review participation trends and demands amongst older people.
- ◀ It is recommended that the Council develop a strategy for increasing activity levels and long term viability at indoor and outdoor bowls facilities across the Authority.

SECTION 10 INDOOR TENNIS

The Lawn Tennis Association (LTA) is the NGB for all tennis provision within the UK and administers the sport at national and regional level. It uses two terms to describe indoor building types:

Traditional

A permanent structure made of traditional materials using traditional construction techniques. This commonly takes the form of steel or timber portal frame spanning the full length of the court (including run backs) clad in a material to suit local conditions e.g. metal cladding, brickwork or timber boarding.

Non traditional

A permanent or non-permanent structure made of non-traditional materials using non-traditional construction techniques. Three types of structure fall into this category:

- ✦ Air supported structures (air halls)
- ✦ Framed fabric structures
- ✦ Tensile structures

10.1 Supply

Quantity

There are four facilities in Kirklees with indoor tennis provision. These are outlined below. There are no commercial operators of indoor tennis facilities in the authority area.

Batley Sports and Tennis Centre was built as part of the Indoor Tennis Initiative (ITI) and is currently managed by KAL.

Huddersfield Lawn Tennis and Squash Club has 4 indoor and 6 outdoor tennis courts, as well as squash, racquetball and health and fitness facilities. The indoor courts were built in 2000 and have had no recorded refurbishment since.

Longley Tennis Club has a single indoor tennis court and six outdoor courts. The indoor court is in an air hall. It was built in 1996 and refurbished in 2012.

Thongsbridge Tennis Club is an LTA Performance Centre with four indoor courts and seven outdoor courts. In 2004 the Club undertook a major £1.4 million investment to develop and refurbish the facilities.

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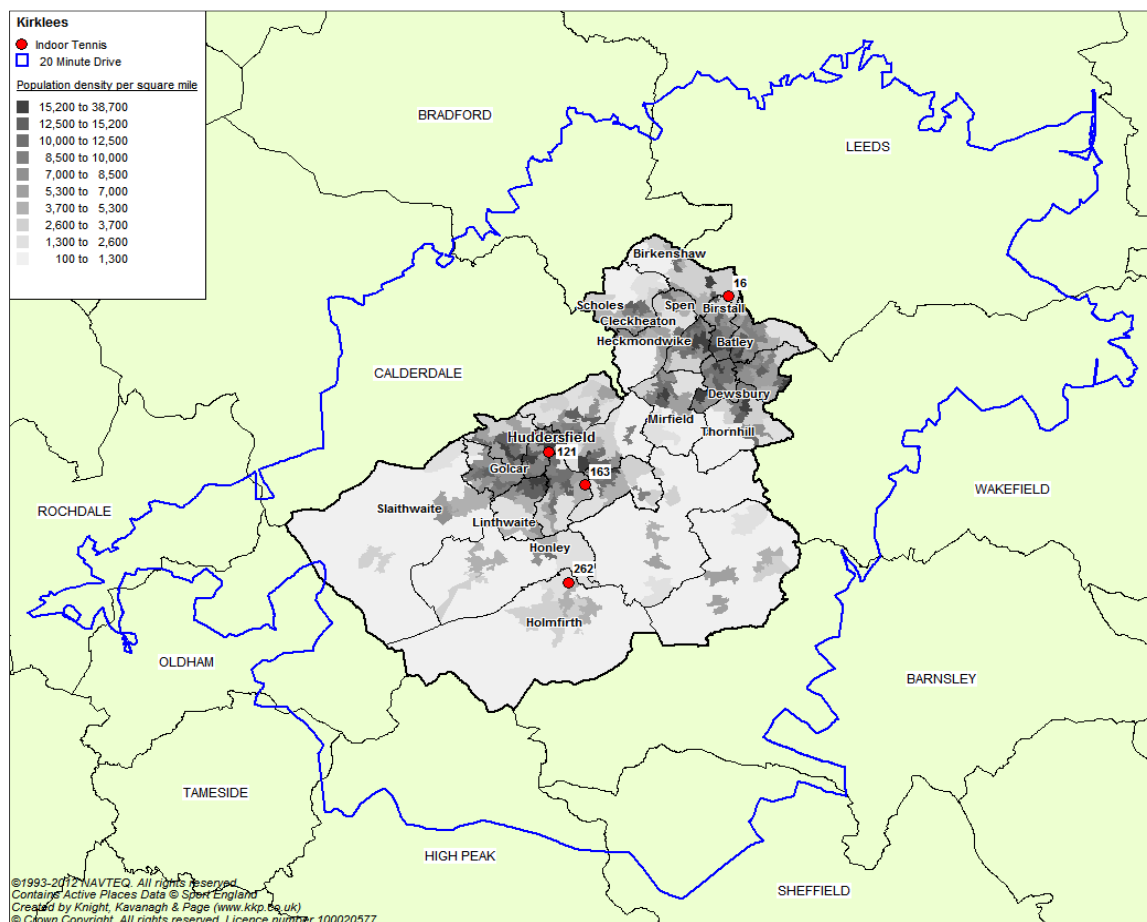
Table 10.1: Indoor tennis facilities in Kirklees

Ref	Site/club title	Type	Access	Year built	Year of refurb	No. of Courts
16	Batley Sports/Tennis Centre	Traditional	Pay & play	1977	1996	4
121	Huddersfield Lawn Tennis and Squash Club	Traditional	Pay & play	2000		4
163	Longley Community Sports Club	Air hall	Pay & play	1986	2012	1
262	Thongsbridge Tennis Club	Traditional	Pay & play	1990	2004	4

The location of the indoor tennis facilities are shown in Figure 10.1 below. It shows that Batley Sports and Tennis Centre is the only provision in the highly populated north of the authority. Thongsbridge Tennis Club is towards the south of Kirklees and the other two venues are more central, again in more densely populated areas of Huddersfield.

All residents in Kirklees can currently access an indoor tennis facility within a 20 minute drive. The local road network facilitates a catchment area wider than just Kirklees residents. A 20 minute drive-time also covers areas of Leeds, Calderdale, Wakefield and Barnsley.

Figure 10.1: Location of indoor tennis facilities in Kirklees



10.2 Demand

Huddersfield Lawn Tennis and Squash Club has over 650 members and runs a large outreach programme across the community, including at Greenhead Park, Huddersfield University and Huddersfield New College. It has capacity to accommodate new members and now makes courts available to non-members on a pay and play basis.

Thongsbridge Tennis Club has over 550 young people on its junior coaching programme. There is space for two additional courts at the venue, however the Club is focused on establishing the adult offer before expanding further.

Longley Tennis and Netball Club has capacity to accommodate additional participants and the potential to increase membership of the Club should it wish.

Batley Sports and Tennis Centre is a pay and play facility which is currently under-utilised. KAL has been working with the LTA to try and address the underutilisation of the courts. There is currently no club based at the centre and previous development programmes have failed to provide a sustainable number of casual users.

10.3 Consultation

The LTA is supportive of the work done in all indoor facilities in Kirklees. They have concerns regarding the long term future of the indoor courts at Batley Sports and Tennis Centre, which are not generating sustainable usage levels. Various discussions have been held between KAL and the LTA in an attempt to increase participation levels.

10.4 Summary of key facts and issues

Indoor tennis

- ◀ Supply of indoor tennis provision in Kirklees offers sufficient capacity to accommodate additional members and users at all venues.
- ◀ The private facilities are well used and can accommodate additional members.
- ◀ KAL is continuing to work with LTA to improve the underutilisation of the indoor tennis facilities at Batley Sports and Tennis Centre.

SECTION 11: CYCLING

This assessment report reviews built leisure and sport cycling facilities including competition facilities. Greenways and other traffic free routes, including the public rights of way network, are reviewed in the Open Spaces assessment report.

Cycling in all its different forms and disciplines is enjoying enormous popularity at the current time. Kirklees is no exception and it is, according to the Active People Survey, the fourth most popular activity in Kirklees, attracting some 6.5% of the population (21,400 participants).

11.1 Supply

Specialist cycling provision in Kirklees, in the form of formal facilities are identified in Table 11.1 below. None of these facilities are indoor. The cycle speedway track benefits from floodlighting.

Table 11.1 Specialist built cycling provision in Kirklees

Name / Location	Facility	Use/users
Coal Pit Mews off Cross Bank Road, Batley	Grass cycle track	
Hammond Street / Abbey Road, Fartown Green	Grass cycle track	
West End Park, Park View, Cleckheaton	Grass cycle track	
Knowl Park, Knowl Road, Mirfield	BMX dirt track	
Park Mill Way, Clayton West	BMX dirt track	
Cycle Speedway Club, Firth Park, Union Street	Cycle speedway track	Heckmondwike Cycle Speedway Club

The nearest indoor facility is the velodrome at the National Cycling Centre at Sports City in Manchester, approximately 30 miles away; there is also an indoor BMX facility. This is one of only two purpose built velodromes in England, the other being at the Olympic Park in East London. There is a large indoor BMX facility in Derby

At a more local level, Brooksbank School in Elland, (Calderdale Council area) has developed a road circuit <https://brooksbanktrack.wordpress.com/>. This facility does not meet the British Cycling technical specification. There is also a closed road cycle track facility at the Richard Dunn Sports Centre in Bradford. This venue is scheduled to close and be re-developed. It is understood that the specialist cycling provision will be replaced at an alternative site. These tracks provide a base for training and competition for some Kirklees clubs.

There are no specific built mountain bike facilities or centres in Kirklees, although there are areas of countryside suitable for mountain biking. In the development of the Pennine Bridleway (incomplete in Kirklees) some sections of bridleway have been improved to make them more accessible and consistent in their surfacing. Some mountain bikers consider that this has 'sanitised' the bridleways and made them less interesting and challenging to ride.

Clayton Vale mountain bike trail centre is at the National Cycling Centre in Manchester.

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A key gap in local cycle provision is a pump track. The ABLE 2 project at Heckmondwike <http://ablekirklees.blogspot.co.uk/> which is now stalled was to develop a pump track (a type of BMX facility) in a later phase of the project, once the horticultural/ aquaculture elements were established.

11.2 Demand

Demand for organised and competitive cycling is provided through a number of clubs as illustrated in Table 11.2. T

Table 11.2 Cycle Clubs in Kirklees

Club	Activity offered
Batley Cycling Club	Road, track cycling and mountain biking
CTC Huddersfield	Cycle touring; Audax; leisure rides; charity rides
Holme Valley Wheelers	Track, time trials, road racing, cyclo cross, hill climb, off road mountain biking, leisure cycling
Holmfirth Cycling Club	Extensive disciplines e.g. strengthening and conditioning classes; family cycling
Huddersfield & District U3A	Road
Huddersfield Road Club	Road and various disciplines
Huddersfield Star Wheelers	Cycle touring, time trials, cyclo-cross, track, road, mountain bikes, hill climbs; family cycling
Kirklees Riders	Informal cycling group. Ride Social group of Sky Ride local programme
There are many other Ride Social groups registered in Kirklees, see: http://www.goskyride.com/social	e.g. Huddersfield Chillax and Ride; Stadium Riders
Kirklees Cycling Academy	6 to 18 years see: http://k-ca.org/ competitive cycle sport Winter training Spen Valley High School (rollers).
Ravensthorpe Cycling Club	Club runs, touring, sportives, Audax, road racing and time trials
West Yorkshire Rough Riders	Mountain biking

*This list is not extensive with many other independent cycle groups and community clubs without formal structures.

As cycling has grown in popularity new groups have formed. Holmfirth Cycling Club is an example that has emerged to meet the demands of like-minded cyclists. The Kirklees Cycling Academy was founded in 2009.

Many cyclists are casual participants who do not belong to a club or cycling group and use cycling as a social or family activity and a form of keeping fit. The 2014 Tour de France massively raised the profile of cycling in Yorkshire and attracted visiting cyclists to the area to tackle the Tour 2014 routes and enjoy the excellent cycling offered by the South Pennines. The Tour de Yorkshire in May 2015 has re-energised the interest in cycling locally, for example, Holmfirth CC is holding the "Cote de Holme Moss" <http://www.holmemoss.com/> cycling festival on the 1st anniversary of the Tour de France Grand Depart 4-5 July 2015.

11.3 Supply and demand analysis

The popularity of cycling continues to grow and attracts people onto the road and trails network. Some cyclists are put off by heavy traffic and the increasing availability of traffic free routes, trails and closed road circuits are great opportunities to introduce young and new riders to the activity. Cycle clubs face difficulties in including young people in their activities where they are able to cycle on the road unaccompanied by a parent yet club cyclists do not want/are unable to take youngsters onto open roads without an accompanying parent, related to safety and insurance concerns.

A proliferation of events, e.g. mountain bike challenges; charity rides; Sky Ride; cyclo-cross; sportives provide a good range of organised cycling activity.

The winter months restrict many cyclists who may not want to ride after dark/ less favourable weather; this may contribute to the increasing popularity of spinning and spin studios in health and fitness facilities and lit, traffic free road circuits. Kirklees residents can access the closed road circuit across the border in Elland. The increasing popularity of the sport would suggest that additional closed road circuits would be popular with the local cycle club fraternity.

The Leeds Road athletic training track and the Princess Mary track at Spenborough Pool are used by visually impaired cycle groups and Streetbikes CiC for their mixed ability cycling sessions. There is capacity at both sites to develop further use of these facilities. The sites as a whole do offer good opportunities for the development of complementary cycling facilities, e.g. grass track, pump track.

11.4 Consultation

British Cycling (BC) supports development of closed road circuits through the Whole Sport Plan, subject to certain criteria/ match funding. New facilities should be no less than 1km in length and a minimum of 6m wide, lit and built on relatively flat sites. BC will only fund sites that offer full public access with a freehold or leasehold for a minimum 21 years. Infrastructure must be in place to manage and operate the facility. BC has limited capital funds available to support projects through to 2017.

Strategically BC would be supportive of a new closed road circuit to meet demand from Holmfirth and the surrounding rural areas of Kirklees and neighbouring South Yorkshire.

11.5 Summary of key facts and issues

- ◀ Cycling is popular in Kirklees. It has a number of cycling clubs although many participants ride on a casual basis and do not belong to a club and participate more informally.
- ◀ Traffic volume, traffic speed, poor quality cycling infrastructure and perceived and actual road safety is considered to be a barrier to entry and a particular issue when clubs are seeking to cater for young people aged u.16.
- ◀ Specialist indoor velodrome facilities are available in Manchester.
- ◀ The Borough has a number of greenways and has plans to extend this popular traffic free network to increase connectivity
- ◀ Resources to develop the Greenways and off road network are limited
- ◀ A closed road cycle circuit (not BC race standard) is available in neighbouring Elland.
- ◀ The Leeds Road Sports Complex and the track at Spenborough Pool (Princess Mary) are by people with a variety of disabilities to provide inclusive cycling opportunities. There is capacity at both sites to develop further use of these facilities.
- ◀ Strategically British Cycling would be supportive of development of a closed road cycling circuit in the south of the Borough. Further work is required to establish a strategic location and suitable site.
- ◀ Through the framework of the 'Cycle West Yorkshire -Tour de France Legacy Group', Kirklees is developing a Walking and Cycling Delivery Plan. This will be developed to fit with the Metro Cycle Prospectus and the new Single Transport Plan.

SECTION 12: ATHLETICS

Athletics is unique in that it encompasses many different disciplines, the most popular of which is running. This means that training provision for individual disciplines has often, by necessity, been developed in an innovative way, adapting whatever facilities exist to meet the needs of local athletes.

Similarly, the needs of a whole club and the disciplines within it can often be difficult to fulfil without considerable compromise. This need to compromise has proven that training areas for athletes do not necessarily require a full 200m (indoor) or 400m (outdoor) track. Many events can be simulated indoors or outdoors for training purposes. Since the specialist use of athletics facilities may change over time, local authorities need to be advised of the implications of multi-use.

It may not always be possible to provide the large spaces required for full throwing fans. Whether indoors or on a restricted outdoor site, throwing walls and cages can enable athletes to learn, practise and improve technique in a safe enclosure. The most important aspects of the design of such areas are their structural stability and their ability to safely stop projectiles.

The exact requirements for a specific site will relate to local needs and, as such, will be bespoke. All layouts must be designed to allow easy supervision with ample safety margins for each event. The training area will be used simultaneously by different groups for different activities, so it is essential that facilities are designed with supervision and control in mind.

12.1 Supply

Quantity

There are two athletics tracks in Kirklees, a competition track located on land to the rear of Spenborough Pool and Fitness Complex, also known as Princess Mary Athletics Stadium; and a training facility at Leeds Road Sports Complex.

The facilities at Spenborough Pool & Fitness Complex include an 8 lane all-weather 400m track, an Olympic hammer and discus cage, two twin long/triple jump pits, shot putt area, steeple chase facilities, high jump fan, javelin runway, two pole vault runways and stand with seating for 400 spectators. The facility is floodlit. Spenborough Pool and Fitness Complex is owned by Kirklees Council and managed on behalf of the Council by KAL.

2008 saw a new track laid at Leeds Road Sports Complex, along with a sports cage and long jump and triple jump facilities. These facilities are floodlit but do not, and cannot meet the standards required to be a competition track. The facility is owned by Kirklees Council and managed by KAL. There is a 3G AGP that was recently built in the middle of the track, which makes it difficult for the timer to see the start of a race.

Leeds Road Sports Complex is located close to Huddersfield town centre, while Princess Mary track at the rear of Spenborough Pool is in the north of Kirklees, serving the more populated areas of the authority; as illustrated in Figure 12.1 overleaf. This also demonstrates the accessibility of the tracks. The whole of Kirklees and wider is able to

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access one of the facilities within a thirty minute drive. This is demonstrated by the catchment area (drawn in blue) on the map.

During the summer months there is a grass track facilities at Holmfirth High School.

Investment

Dearne Valley Sports Village has plans to develop a UK Athletics compact athletics facility model on site.

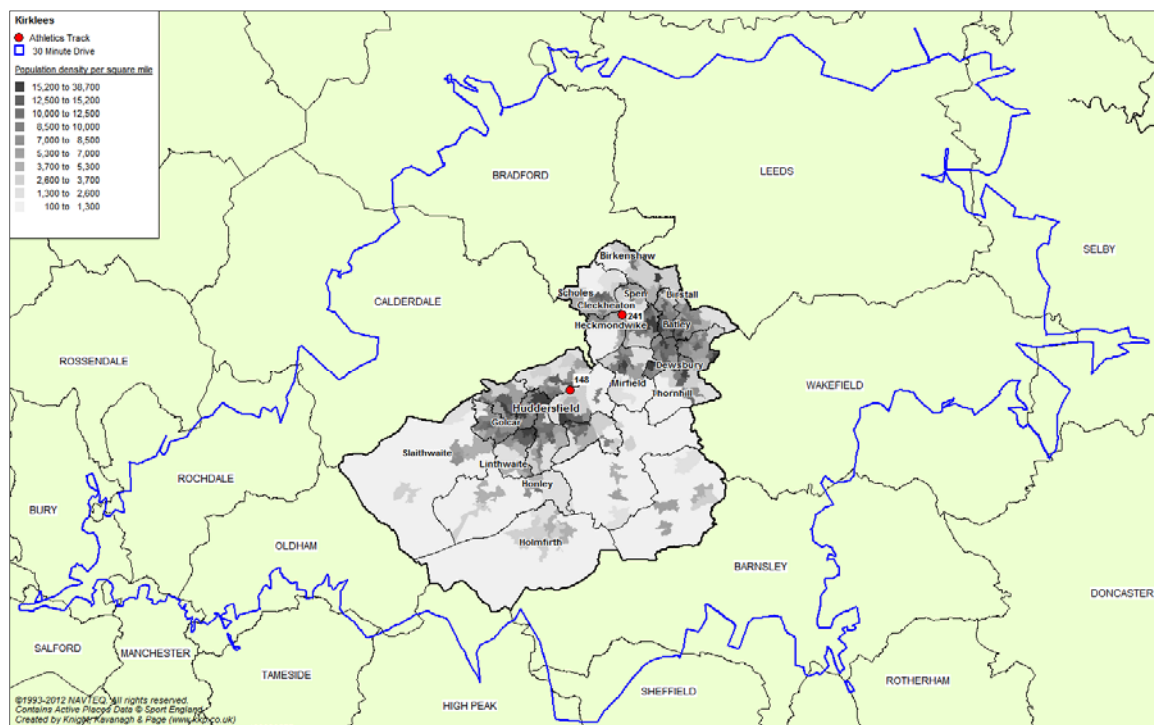
Indoor facilities

Although there is no dedicated indoor athletics facility in Kirklees, there are some close by including the Indoor Bowls and Athletics Centre at the John Charles Centre for Sport (formerly known as South Leeds Stadium), the Radclyffe Athletics Centre in Oldham and Thornes Park Stadium in Wakefield.

Table 12.1: Athletics facilities in Kirklees

Ref	Site/club title
148	Spenborough Pool & Fitness Complex
241	Leeds Road Sports Complex

Figure 12.1: Athletics facilities in Kirklees



Quality

Spennorth Pool and Fitness Complex (Princess Mary's Track) is home to Spennorth AC. The Club reports that although there can be delays in maintenance on the track, it is looked after. The track is certified by UK Athletics with a grade 'A' classification, valid until April 2019. The certification notes that there is no provision for seated throwing.

The Leeds Road Sports Complex is the training venue of Longwood Harriers. The Club reports that the track is in good condition. Throwing facilities did exist on the outfield, however, these are now in very poor condition, abandoned and unusable. Leeds Road Sports Complex is not certified by UK Athletics.

12.2 Demand

Spennorth AC has an annual contract with KAL to use the Clubhouse and track for training sessions on two evenings per week. The Club has an estimated 300 members to accommodate. In addition to this the Club accommodates circa 20-40 non-members at training sessions. According to estimates in the UK Athletics Facility Strategy, these membership numbers should provide a high degree of sustainability for a UK Athletics certified regional competition track. Numbers do, however vary dependant on the time of year, when athletics is delivered in local schools, national/international competitions, etc. The Club is not able to increase the number of sessions due principally to a shortage of coaches and volunteers.

Due to cumbersome storage arrangements Spennorth AC is currently unable to offer regular high jump and pole vault training. Athletes have to travel to facilities at Leeds Beckett University. The provision of covers for the high jump would resolve this issue and ensure that high jump and pole vault facilities were available at the Princess Mary Track, Spennorth.

Spennorth AC have concerns about newspaper reports of the Pool closure and the introduction of modular buildings to increase the health and fitness suite capacity. The Club already struggle with storage facilities and the Clubhouse, in which large equipment is stored, is used for fitness classes. There is a need for proper storage at the facility. The Club are concerned that any subsequent pool closure could exacerbate this issue.

Holmfirth Harriers join Longwood Harriers on occasion for training sessions at Leeds Road Sports Complex. Longwood Harriers have approx. 150 club members. Club membership has stabilised over the past 3-4 years. According to the UK Athletics Facility Strategy this level of membership should provide a high level sustainability for a club training facility, particularly where it is part of a multi- sport offer, which the Leeds Road Sports Complex provides.

Longwood Harriers have been promoted in both adult and junior track and field leagues. The provision of throwing facilities would support the Clubs development in throwing disciplines. Both track facilities are needed to meet local needs. Closure of any of the Borough track facilities would displace the home user clubs and be detrimental to the development of athletics and other users e.g. disability cycle groups.

12.3 Summary of key facts and issues

- ◀ The athletics facilities in Kirklees are well used by local clubs and should be retained.
- ◀ The potential re-development of Spenborough Pool has implications for the short and long term management of the athletics track, a Category 'A' competition facility. This needs to be factored into any redevelopment feasibility study.
- ◀ Leeds Road Sports Complex is not of a requisite standard to host competitive athletics events.
- ◀ Throwing facilities at The Leeds Road Sports Complex are not conducive to the development of throwing events.

SECTION 13: GOLF

Golf is one of few sports that is not played on a standardised playing surface, meaning that, providing you have a hole, a teeing ground, a club and a ball, it can, theoretically, be played anywhere. A golf course usually consists of nine or 18 holes. A flagstick displays the location of the hole.

A considerable number of new golf courses were built in the 1980s and early 1990s in response to a perceived demand for additional facilities. Although the rate of development has slowed down considerably in recent years, there remains a steady throughput of golf related proposals in the planning system.

13.1 Supply

There are 12 golf clubs are located within Kirklees borough - as identified in Table 13.1 below and two stand-alone golf driving ranges at the Stadium site in Huddersfield, and at the Hopton Horse Centre in Mirfield. If HD 1 is built (see Section 14) the Stadium Golf driving range will be lost to redevelopment.

Table 13.1 Golf facilities in Kirklees

Map Ref	Site Name	Facility	Tenure
1	Bradley Park Golf Club	Driving Range, 9 hole - Par 3/Footgolf course & 18 Hole	Pay and play
2	Cleckheaton & District Golf Club	18 Hole	Members club
3	Crosland Heath Golf Club	18 Hole	Members club
4	Dewsbury & District Golf Club	18 Hole	Members club
5	East Bierley Golf Club	9 Hole	Members club
6	Hanging Heaton Golf Club	9 Hole	Members club
7	Huddersfield Golf Club	18 Hole	Members club
8	Longley Park Golf Club	9 Hole	Members club
9	Marsden Golf Club	9 Hole	Members club
10	Meltham Golf Club	18 Hole	Members club
11	Outlane Golf Club	18 Hole	Members club
12	Stadium Golf	Driving Range	Pay and play
13	Woodsome Hall Golf Club	18 Hole	Members club
14	Hopton Horse Centre	Driving Range	Pay and play

In summary golf facilities in Kirklees comprise:

- ✦ Three golf driving ranges
- ✦ One par 3 course / Footgolf facility
- ✦ Four- 9 hole courses
- ✦ Eight 18 hole courses.

The golf course at Bradley Park is owned by Kirklees Council and managed on its behalf by KAL and whilst it does offer a club membership facility it is predominately a popular 'pay and play' course. Within its facility mix is a 9 hole par 3 facility, which together with

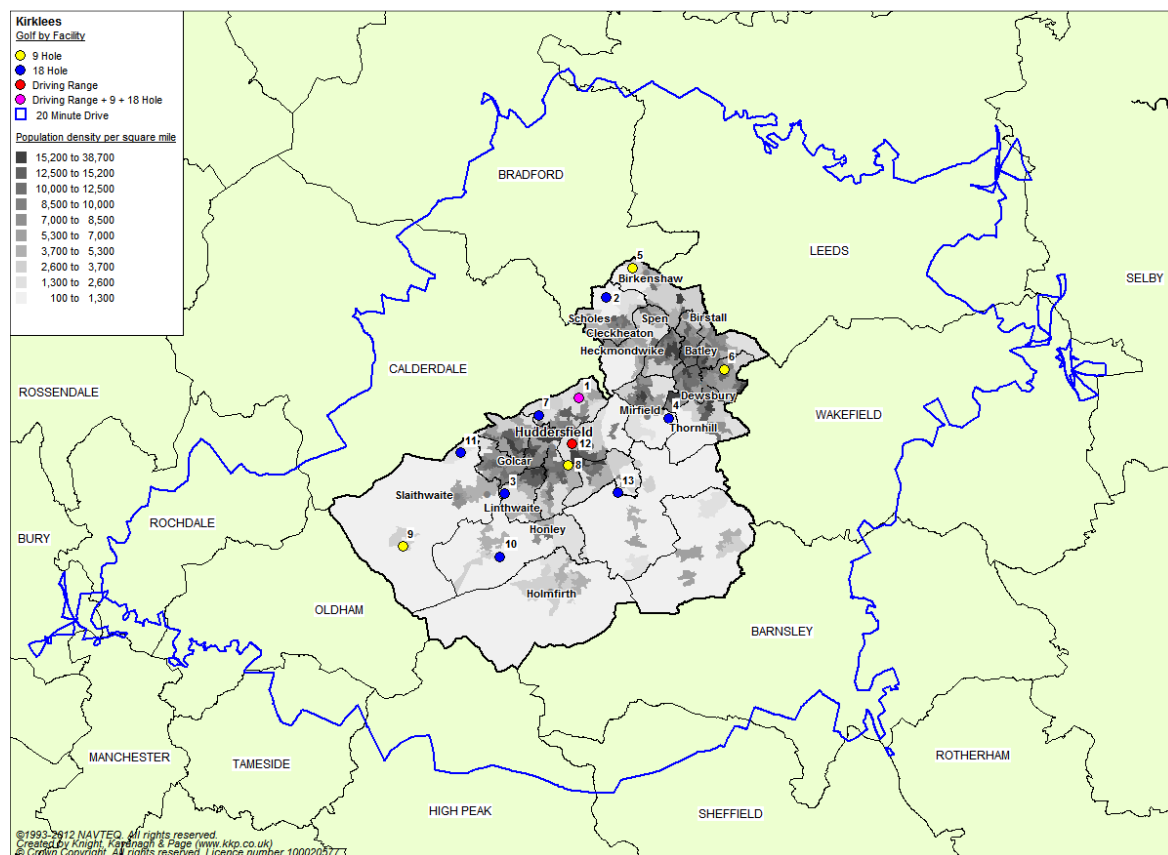
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the golf driving range means that it offers a good mixture of facilities at which the game can be taught and developed.

The remaining eleven courses are members' clubs, although in all cases visitors are reportedly welcome to pay a green fee to visit and play the course. The area supports two golf driving ranges, both in Huddersfield.

The golf course facilities are illustrated on Figure 13.1 below together with a 20 minute drive time catchment area around each facility.

Figure 13.1 Golf course provision in Kirklees with a 20 minute drive time catchment area



All resident can access golf provision within a 20 minute drive.

13.2 Demand

The past decade has seen a decline in regular participation in golf and a decline in the number of people who want to become members of golf clubs. Between 2004 and 2013 golf club membership in England dropped by 20%. As a result there is an increasing over supply of golf provision, with generally less people joining golf clubs year on year.

To date this has not manifested itself in the closure of any golf facilities in Kirklees but all of the clubs identified could accommodate new members and will encourage visitors to pay green fees to play the course. The decline in members makes clubs more dependent on generating third party income from green fees, visiting parties and social activities.

England Golf, the NGB, has a range of initiatives to rebuild participation levels and encourage club membership. The trends of the last decade suggest that a change in the direction for golf membership may be difficult to achieve, with many players choosing to remain 'nomadic', playing with friends at different venues rather than being tied into a club membership package.

13.3 Supply and demand analysis

The decline in the popularity of joining a golf club and becoming a regular (x1 per week) golfer is placing a financial burden on many golf clubs which are seeing revenues decline, whilst costs continue to rise. To date the number of golf clubs in Kirklees remains stable.

However, unless the decline in membership requirements is reversed over the next few years and the demand for club membership increases it is possible that demand may fall to the point where there is an unsustainable oversupply of golf course facilities and one or more clubs may be forced to close. The 'pay and play' offer at Bradley Park has remained popular and robust and continues to provide an entry route into golf.

A more detailed Golf Needs Analysis has been commissioned by Kirklees Council which investigates this in more detail. The Golf Needs Assessment is presented as Appendix C.

13.4 Summary of key facts and issues

- ◀ There are 12 golf clubs in the Kirklees Council area. Eleven are traditional members clubs and Bradley Park is predominately a 'pay and play' facility.
- ◀ There are three golf driving range facilities, two located in Huddersfield and one in Mirfield. If the HD One proposals for the stadium go ahead the driving range at the Huddersfield Stadium would be lost.
- ◀ Demand for golf club membership has been in decline over the past decade.
- ◀ All the golf clubs in Kirklees have capacity for new members.
- ◀ England Golf has a number of initiatives to raise golf participation levels which may help to stimulate demand
- ◀ Unless the current trends in golf memberships are reversed it is possible that supply will substantively outweigh demand and one or more clubs may be forced to close.
- ◀ Bradley Park, operated by KAL, is the only traditional 'Pay and Play' golf provision in Kirklees.

SECTION 14: COMBAT SPORTS

Fencing

Mary Hawdon Fencing Club is based at Royds Hall High School for one evening per week. It has been established for 20 years and has capacity to take on additional members. This is the only club in the area and demand for the sport is not high. The general opinion is that the sport does not struggle for facilities and this is not a limiting factor in terms of capacity.

Boxing

In general, boxing clubs tend to develop as small businesses, operated by the head coach at the club. They often operate out of small community centres or industrial sites (e.g. arches) which are run down and may be in need of investment but offer low rent. More established and forward thinking clubs accommodate older participants who want to use boxing training as a method of keeping fit while others have developed a wider female user base by incorporating sessions such as boxercise.

Kirklees has two boxing clubs, Cleckheaton Boxing Academy and Rawthorpe Amateur Boxing Club. Both have their own training and sparring facilities, Cleckheaton on an industrial estate in the town and Rawthorpe at the Gas Sports & Social Club in Huddersfield. Both clubs are coach-led and work with junior and senior age groups.

Boxing style fitness training is popular in many health and fitness facilities who offer a range of 'boxercise' classes.

Judo

There are two judo clubs in Kirklees, Huddersfield Judo Club and Dewsbury Judo Club, based at the respective KAL facilities

Other

White Rose Aikido Club and Dewsbury Karate Club are both based at Dewsbury Sports Centre.

There is a range of other martial arts organisations in the area based at smaller community facilities. As noted earlier, the nature of these disciplines is that they are often small businesses unaligned to any specific NGB; therefore, there is no lead organisation with which to discuss the local strategic need. However it is reportedly clear that there is a healthy mix of clubs in the area.

The opening of the new Huddersfield Leisure Centre has seen the combat sports club users* provided with a new permanent matted area. This development represents a significant improvement in quality of facility and may facilitate a welcome rise in profile for combat sports in Huddersfield.

◀ Tang Soo Do*	◀ Karate (Shukokai)
◀ Aikido	◀ Free style Karate and Wado Ryu
◀ Kickboxing	◀ Taekwondo.

It is clear from the above that many clubs are required to train at different venues across the area in order to achieve the number of training sessions they require. They often have to negotiate with different providers and often need to work flexibly around the needs of that organisation and alter their sessions to accommodate activities such as events, parent's evenings, seasonal bookings. etc.

One option could potentially be a number of combat sports pooling resources to determine the combined need for facilities. There could be an opportunity within Kirklees to consider the clustering of combat sports clubs to provide an opportunity for them (or a combination thereof) to have increased access to improved facilities. This is on the basis that no new development is likely to stimulate sufficient demand from an individual combat sport to justify facility development.

The above detail suggests that there is not sufficient sustainable demand for facilities by individual sports but the potential does exist to consider a combined facility within the area. This would not only accommodate mainstream combat sports but could also, in tandem with provision at the new venue in Huddersfield, provide a home for smaller martial arts organisations which presently use a mix of schools and community centres to meet their needs.

Summary of key facts and issues

- ◀ There are 2 boxing clubs in Kirklees offering specialist training and sparring facilities.
- ◀ The new leisure centre in Huddersfield provides a permanent matted combat sports facility that is used by a range of different combat sports.
- ◀ There is a Fencing Club at Royds Hall High School.
- ◀ There is no evidence of a shortfall in facilities to accommodate combat sports although, linked to the collective policy of the five Olympic combat sports there may be potential to support the development of a joint facility.

SECTION 15: SNOW AND ICE FACILITIES

Snow sport in England takes place within a variety of environments including centres with natural snow slopes (when snow conditions allow), synthetic matting centres (dry slopes) and artificial snow centres (mainly indoor slopes). Roller skiing (a form of cross-country skiing) also take place in England on closed circuit cycle tracks.

A network of established facilities exists across the Country; provided mainly by local authorities and commercial operators offering options to take part in snow sport. Existing facilities cater for all major snow sport disciplines such as Alpine, Nordic, Snowboarding and Freestyle.

Nationwide facility planning and development in snow sport is in its infancy compared to many sports where research-based facility standards and specifications have been developed over 40 years or more. The development of a National Facilities Strategy in 2011 by the NGB aimed to provide guidance on specifications relevant to the development of the sport in each of the major disciplines. There are several ways to classify ice sport venues which are identified as:

- ❖ Small ice rinks (with a capacity of up to 2000).
- ❖ Medium size ice arenas (2000 and 6000 seats) with some multi-purpose features.
- ❖ Modern multi-purpose ice arenas with over 6000 fixed seats with a wide scale catering offer and many possibilities for multi-purpose use.

Small ice rinks can be built without any fixed seating or any food service capability, although the modern small ice rinks are without exception also concentrating on getting additional revenues through special hospitality programs.

The NGBs responsible for sports requiring snow or ice facilities are Snow sport England, the National Ice Skating Association (NISA), the English Ice Hockey Association (EIHA), Ice Hockey UK, British Sledge Hockey and the English Curling Association.

Currently the Kirklees authority area is unable to offer residents access to any snow or ice sport facilities. People must travel to Bradford for access to an ice rink and to Castleford (M62 Junction 32) to access a snow dome. This said, HD One, has development plans to add a snow sports complex at the John Smith's Stadium site in Huddersfield; this would be a commercial facility supported by a range of restaurant and bar facilities.

Strategically, it is important for local authority with a population greater than 420,000 to consider supporting commercial provision of new leisure activities and experiences to residents.

Summary of key facts and issues

- ❖ New specialist facilities would create opportunities for residents to experience snow sports.
- ❖ Opportunities to participate in snow and ice sports are available at the specialist commercial facilities located in other local authority areas notably X-scape in Wakefield Chill Factore in Trafford, Greater Manchester and the ice rink in Bradford.
- ❖ The Borough population of 425,000 should be able to support the development of a new snow sports centre.

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SECTION 16 SWOT ANALYSIS

Based upon audit and consultation findings the following SWOT analysis identifies key issues for discussion;

SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> ✦ Kirklees Council/KAL commitment to sport and recreation ✦ New leisure centre provision in Huddersfield town centre ✦ Mix of providers that enables access to sport facilities throughout the day/evening ✦ Range of good quality swimming facilities ✦ KAL aquatic programme and 'swimmer journey' ✦ Range of facilities to accommodate the majority of indoor sports ✦ High quality health and fitness provision with enthusiastic, committed membership ✦ Community use at many school sites ✦ Range of specialist facilities e.g. indoor cricket, table tennis, cycle speedway, gymnastics, martial arts. ✦ The use of a third party agent in the operation of council stock 	<ul style="list-style-type: none"> ✦ Reduced Kirklees Council capacity and budgets ✦ The need to utilise facilities in terms of income generation as opposed to sports needs ✦ Participation rates in some sports ✦ Peak time capacity at some fitness centres and swimming pools ✦ Underutilisation of certain facilities ✦ Quality of some specialist facilities - often located in converted buildings/not new build ✦ Limited number of voluntary clubs aspiring to create /provide elite performer pathways ✦ Imminent closure of some facilities ✦ Ability, where demand exists, to consistently accommodate separate sessions for cultural reasons. ✦ Significantly reduced influence of the LEA with local schools, especially secondary schools
Opportunities	Threats
<ul style="list-style-type: none"> ✦ Capacity at many indoor sports halls to accommodate growth in key sports ✦ New facilities in Huddersfield town centre in 2015 ✦ Population growth/housing development provides potential to expand and/or enhance sport and leisure provision ✦ Potential opportunity for changes of use at Kirklees Council sports facilities ✦ Capacity to increase health and fitness to accommodate demand ✦ Snow sports development in the town centre ✦ Self-management (citizen services) and/or asset transfer ✦ Greater level of community use of school sites ✦ Tour de France legacy and popularity of cycling ✦ Potential capacity of other community facilities to accommodate activities ✦ Bloomberg Challenge (Kirklees award recipient 2014) 	<ul style="list-style-type: none"> ✦ Ongoing public sector funding and capacity reductions impacting on Kirklees Council and KAL ✦ Pressures facing external funding organisations ✦ Inactivity amongst the local population ✦ Population growth/housing development will put additional pressures on the existing sport and leisure provision ✦ Condition and potential cost of maintaining existing public leisure stock at present levels ✦ Potential closure of key local facilities and lack of replacement ✦ Sustainability of voluntary sports club infrastructure – coaches, volunteers, participants possible pressure for the removal of NNDR and increased market reflected rents ✦ Limited effectiveness of partner development programmes to sufficiently grow sports to sustainable levels ✦ The impact of commercial sector fitness operators on the viability of public sector sports provision

Appendix A: Demographic profile of Kirklees

Located in the Yorkshire and the Humber, the area is dissected by a series of A roads, the main north/south link being the A629 and the A6024, while in an west/east direction there are a few including the A643 and M62.

Figure A1: Kirklees with main roads



The data used to describe the area is taken from a range of nationally recognised sources such as the Office for National Statistics, NOMIS, Sport England and Experian. Wherever possible it represents the most up to date information available at the time of the report's preparation. New data is, however, published regularly and at different intervals.

Unemployment data is, for example, released every month while population projections and deprivation data tend to be produced every three to four years and the census of

population is conducted once every decade. Within this context, it is noteworthy that a new Index of deprivation is to be published in 2015.

Population

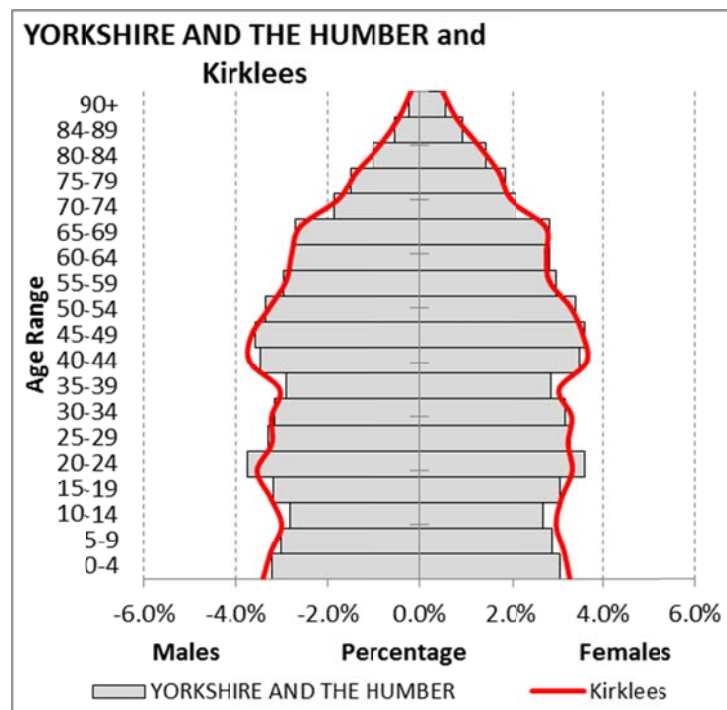
Age and gender profile

The total population, from the 2013 MYE, in Kirklees was 428,279 (males = 211,575 and females = 216,704).

Age and gender profile

The following chart illustrates the population's age and gender composition while, overlaying the red line for Kirklees on top of the grey bars for the region it is easy to see where one dataset is higher or lower than the other. This highlights, for example, that the age structure is relatively evenly distributed across most population cohorts, paying due regard to the natural effect of ageing.

Figure A2: Age and gender of residents in Kirklees



However, there is a lower proportion of 20-24 year olds (Kirklees = 6.9%, Yorkshire and The Humber = 7.3%), this may suggest a lower level of demand from what are generally regarded as the main sports participation groups and also from young families. There are, however, more in the age groups from 0-14 (Kirklees = 19.1%, Yorkshire and The Humber = 17.7%). As a combination of factors it suggests careful consideration should be given to the pitching of sports and physical activity offers within the area – Sport England's segmentation model may be interpreted in relation to this age structure (see later).

Ethnicity⁵

In broad terms, Kirklees's ethnic composition does not reflect that of England as a whole. According to the 2011 Census of population, the largest proportion (79.1%) of the local population classified their ethnicity as White, this is lower than the comparative England rate of 85.4%. The next largest population group (by self-classification) is Asian, at 16.0% this is over twice the national equivalent (7.8%).

⁵ Data source: 2011 census of population, ONS

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Table A1: Ethnic composition – Kirklees and England

Ethnicity	Kirklees		England	
	Number	Percentage	Number	Percentage
White	334,270	79.1%	45,281,142	85.4%
Mixed	9,790	2.3%	1,192,879	2.3%
Asian	67,782	16.0%	4,143,403	7.8%
Black	7,905	1.9%	1,846,614	3.5%
Other	2,711	0.6%	548,418	1.0%
Total	422,458	100.0%	53,012,456	100.0%

Economic indicators⁶

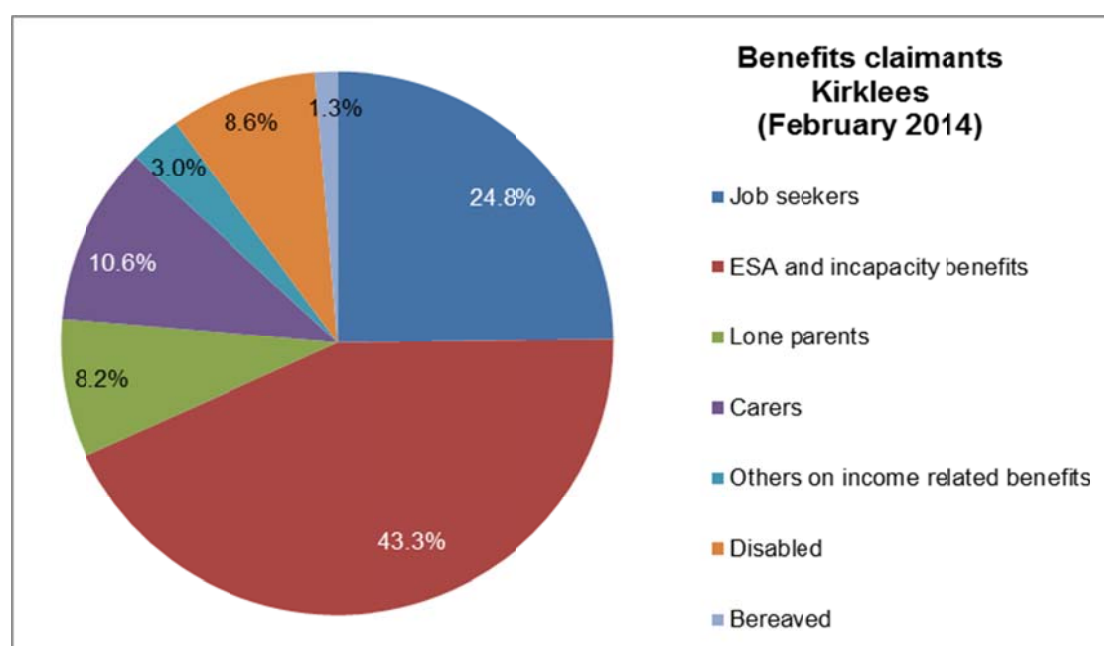
Economic activity and inactivity

Over 7 in 10 (72.7%) of Kirklees Council's 16-64 year olds are economically active (in or seeking employment – June 2014) compared to a national figure of 77.5%. The unemployment rate⁷ in Kirklees is 7.8%, this is below the Yorkshire and The Humber figure (8.4%) but above the national rate (6.8%). Around 3 in 10 (27.3%) of Kirklees Council's 16-64 year olds are economically inactive. Around 3 in 10 are students and around 1 in 5 are long term sick.

Income and benefits dependency

The median figure for full-time earnings (2013) in Kirklees is £25,407; the comparative rate for the Yorkshire and The Humber is £24,913 (-1.9%) and for Great Britain is £26,941 (+6.0%).

Figure A3: Benefits by type of claimant



⁶ Data source: NOMIS 2014

⁷ Note the unemployment rate is modelled by the Office for National Statistics

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In September 2014 there were 7,691 people in Kirklees claiming Job Seekers Allowance (JSA); this represents an increase of 23.8% compared to September 2006 (6,213). However, people claiming JSA only represent 24.8% of benefits claimants in Kirklees, a further 43.3% are claiming ESA⁸ and incapacity benefits while 10.6% are carers.

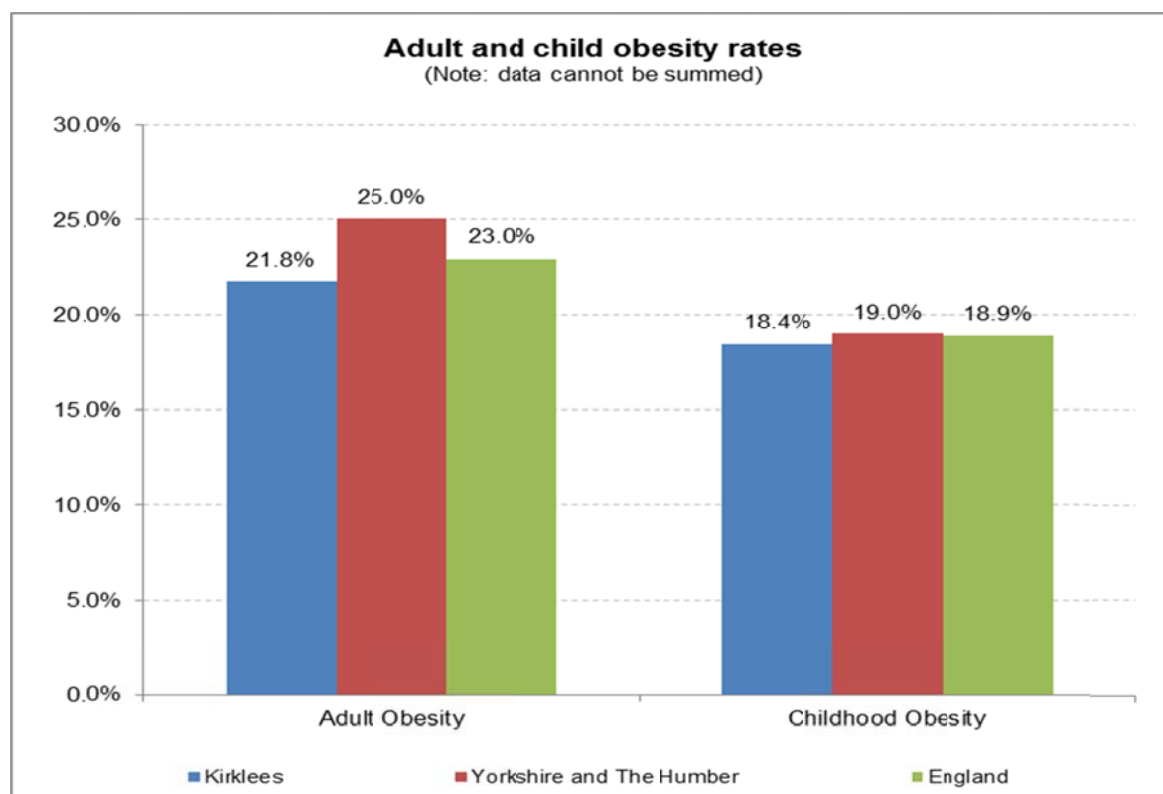
Health data⁹

In 2013 there were 5,658 live births in Kirklees; there were also 3,618 deaths; consequently there were 2,040 more births than deaths in 2013. Population change combines these factors alongside internal and international migration statistics.

In keeping with patterns seen alongside higher levels of health deprivation, life expectancy in Kirklees is lower than the national figure; the male rate is currently 78.2 compared to 79.2 for England, and the female equivalent is 82.0 compared to 83.0 nationally.¹⁰

Weight and obesity

Figure A4: Adult and child obesity rates in Kirklees



Obesity is widely recognised to be associated with health problems such as type 2 diabetes, cardiovascular disease and cancer. At a national level, the resulting NHS costs

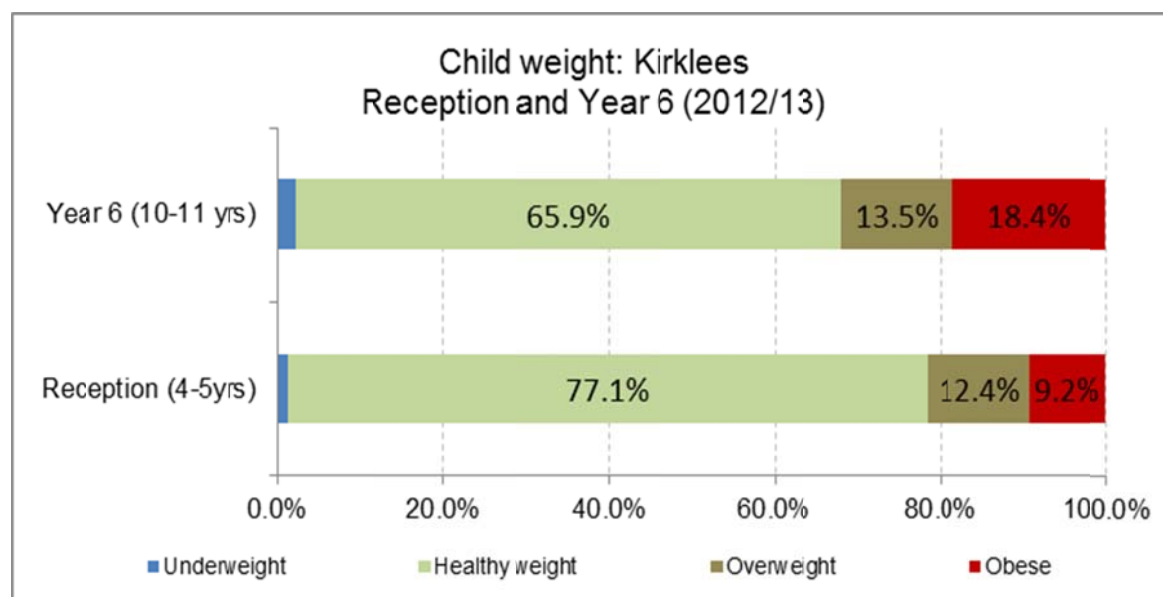
⁸ Employment and Support Allowance is directly targeted to support those who are ill or disabled.

⁹ ONS births and deaths, NCMP and NOO

¹⁰ Office of National Statistics: Life Expectancy at Birth by local areas in the United Kingdom, 2013.

attributable to overweight and obesity¹¹ are projected to reach £9.7 billion by 2050, with wider costs to society estimated to reach £49.9 billion per year. These factors combine to make the prevention of obesity a major public health challenge. Adult obesity rates in Kirklees are below the national and regional averages. Furthermore child rates for obesity are also lower.

Figure A5: Child weight in Kirklees – Reception and Year 6



As with many other areas, obesity rates increase significantly between the ages of 4 and 10. Just under 1 in 10 (9.2%) of children in Kirklees are obese in their Reception Year at school and 12.4% are overweight; by Year 6 these figures have risen to just under 1 in 5 (18.4%) being obese and 13.5% being overweight. In total, by Year 6, over 1 in 4 (21.6%) are either overweight or obese.

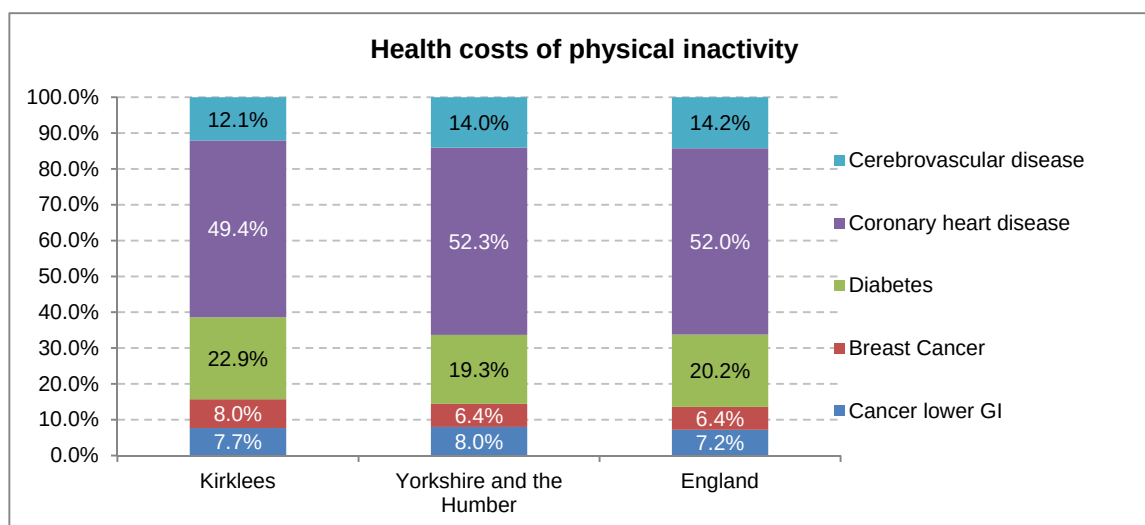
Health costs of physical inactivity

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

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

¹¹ In adults, obesity is commonly defined as a body mass index (BMI) of 30 or more. For children in the UK, the British 1990 growth reference charts are used to define weight status.

Figure A6: Health costs of physical inactivity



The annual cost to the NHS of physical inactivity in Kirklees is estimated at £6,973,493. When compared to regional and national costs per 100,000 Kirklees (£1,752,136) is 6.4% below the national average (£1,817,285) and 0.35% below the regional average (£1,758,334).

It should also be noted that in addition to the NHS costs there are also significant costs to industry in terms of days of productivity lost due to back pain etc. These have also been costed in CBI reports and are of similar magnitude to NHS costs.

Crime¹²

During the 12 months to March 2014 the rate for recorded crimes per 1,000 persons in Kirklees was 55.8; this is lower than the equivalent rate for England and Wales as a whole which was 60.7. In both instances the crime rate has fallen since 2011, by around 21.8% for Kirklees and 14.4% for England & Wales.

Table A2: Comparative crime rates - Kirklees and England & Wales

Authority	Recorded crime (May '13 – Jun '14)	Population 2013 MYE	Recorded crime per 1,000 population
Kirklees	23,907	428,279	55.8
England & Wales	3,454,527	56,948,229	60.7

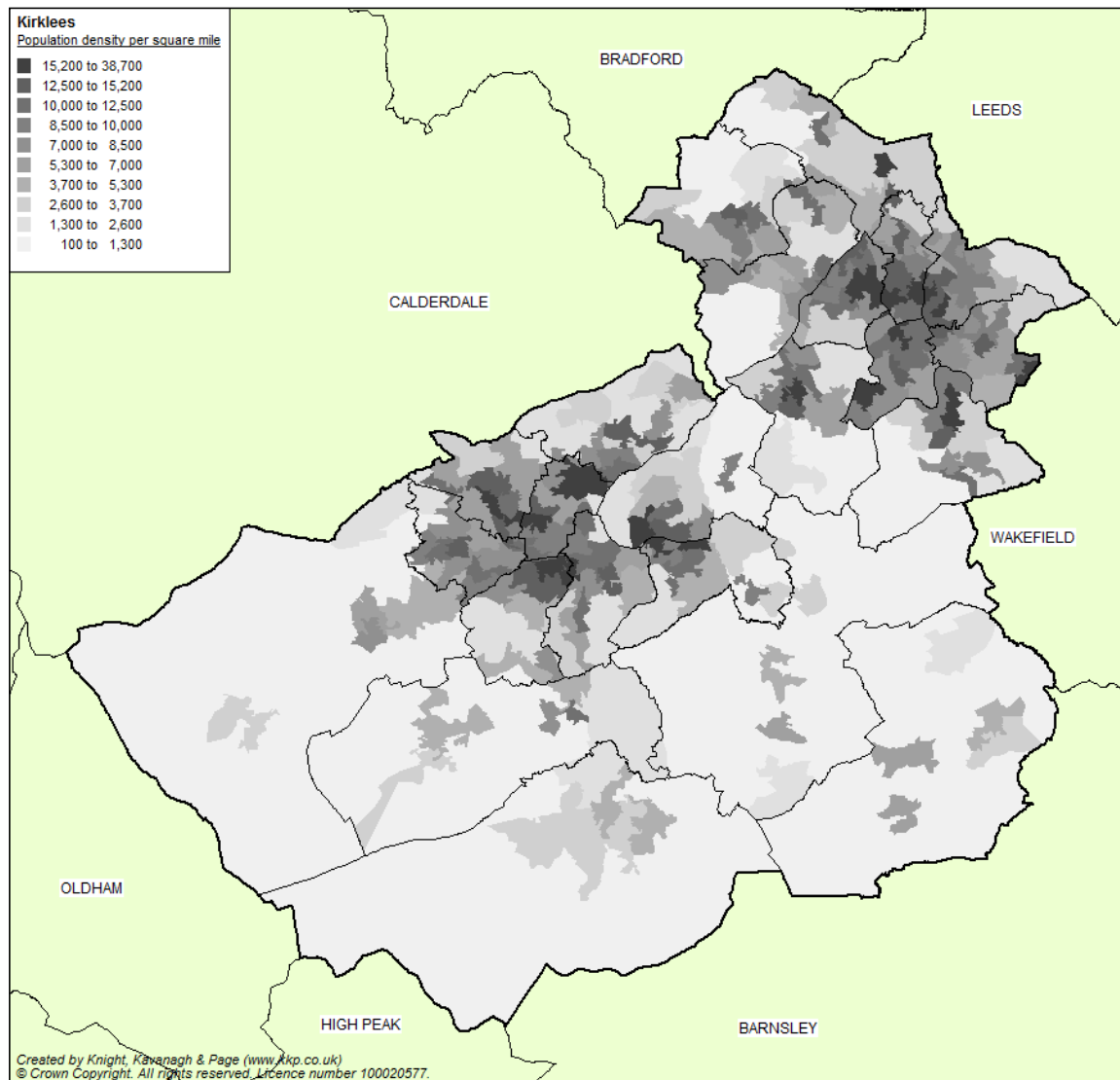
Population density

The population density map (Figure A7) allows residential and non-residential areas to be easily identified.

Figure A7: Population density 2013 MYE: Kirklees super output areas (SOAs)

¹² Data source: 2014 Recorded Crime, Home Office

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Population projections

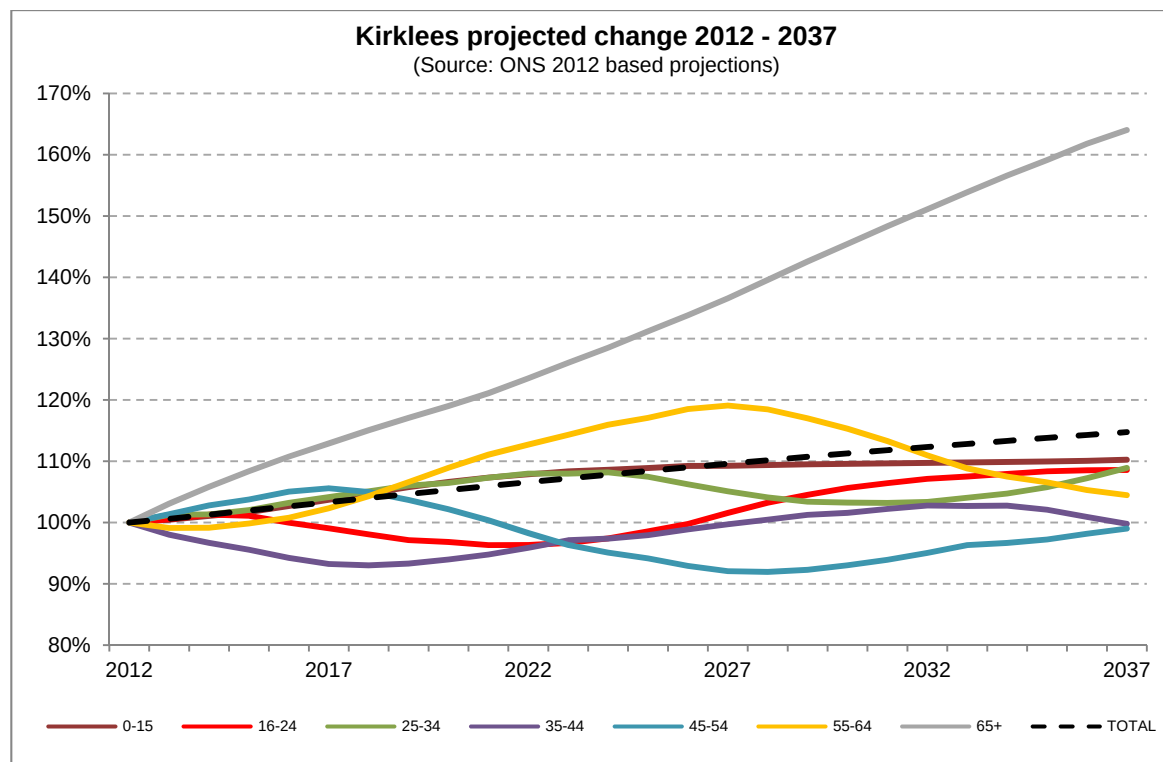
Strategic planning: Change over 25 years (2012 to 2037¹³)

At strategic and operational levels plans to increase levels of physical activity must not be set in stone, they should be flexible and respond to predictable changes in age structure, gender and ethnic composition. The most recent ONS projections indicate a rise of 14.8% in Kirklees's population (+62,804) over the 25 years from 2012 to 2037.

Over this extended timeframe fluctuations are seen in rise and fall at different points across the majority of age groups with population change acting more like a wave than a straight line (see figure 15). For example the number of 16-24 year olds falls by c.4.8% between 2015 and 2021 before rising again to 8.6% more than its 2012 baseline by 2037.

Figure A8: Projected population change (2012 -2037)

¹³ Office for National Statistics 2012-based population projections (data released May 2014)



Rural/urban areas

The Rural/Urban definition, an official National Statistic introduced in 2004, defines the rurality of very small census based geographies. Census Output Areas forming settlements with populations of over 10,000 are *urban*, while the remainder are defined as one of three *rural* types: *town and fringe*, *village or hamlet* and *dispersed*. This definition also applies to Wards and Super Output Areas.

Deprivation¹⁴

The following deprivation maps illustrate the ranking of super output areas (SOAs) in Kirklees- based on the Department for Communities and Local Government's (DCLG) '*Indices of Multiple Deprivation 2010*' (IMD 2010). The IMD ranks 32,482 SOAs throughout England¹⁵, with a rank position of one indicating the most deprived SOA in the Country.

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

¹⁴ Data source: 2010 indices of deprivation, DCLG)

¹⁵ SOAs relate to the geography used for the 2001 Census.

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Relative to other parts of the country Kirklees experiences high levels of deprivation; 4 in 10 of the area's population (39.6%) falls within the areas covered by the three most deprived cohorts in Kirklees in England compared to a national average of c.30%. Conversely, 24.7% live in the three least deprived groupings in the country, this compares to a 'norm' of c.30%.

Table A3: IMD cohorts - Kirklees

IMD cumulative norm		Multiple deprivation			Health deprivation		
		Population in band	Percent of population		Population in band	Percent of population	
Most deprived	10.0	58,442	14.3%	14.3%	21,836	5.3%	5.3%
	20.0	56,398	13.8%	28.1%	53,191	13.0%	18.3%
	30.0	47,290	11.5%	39.6%	53,426	13.0%	31.3%
	40.0	54,871	13.4%	53.0%	47,403	11.6%	42.9%
	50.0	33,401	8.1%	61.1%	54,242	13.2%	56.1%
	60.0	27,520	6.7%	67.8%	44,567	10.9%	67.0%
	70.0	30,705	7.5%	75.3%	63,415	15.5%	82.5%
	80.0	51,093	12.5%	87.8%	45,751	11.2%	93.7%
Least deprived	90.0	37,801	9.2%	97.0%	22,159	5.4%	99.1%
	100.0	12,321	3.0%	100%	3,852	0.9%	100%

A similar pattern, to that seen for multiple-deprivation, is seen in relation to health – yet less so. 3 in 10 of Kirklees's population (31.3%) falls within the areas covered by the three most deprived cohorts in Kirklees, this compares to a national average of c.30%. Conversely, 21.7% live in the three least deprived groupings compared to a 'norm' of c.30%.

Figure A9: Index of multiple deprivation

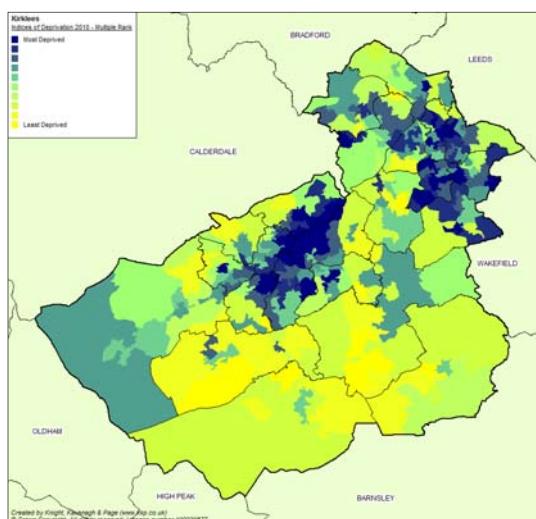


Figure A10: IMD Health domain

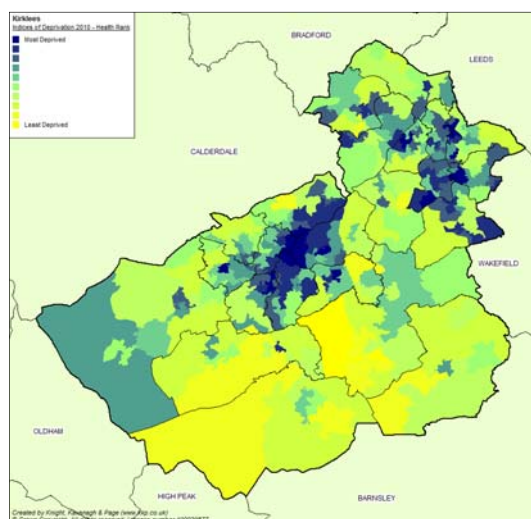
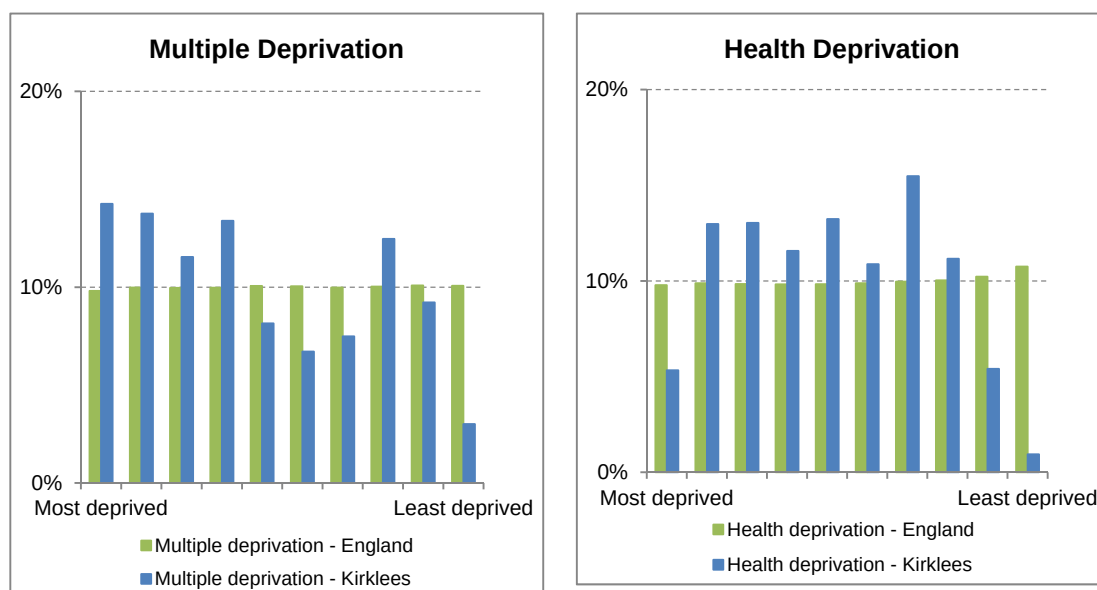


Figure A11: IMD and Health domain comparisons – Kirklees and England.



Mosaic¹⁶

Mosaic 2013 is a similar consumer segmentation product and classifies all 26 million households into 15 groups, 67 household types and 155 segments. This data can be used to paint a picture of UK consumers in terms of their social-demographics, lifestyles, culture and behaviour and tends to be used to draw out population characteristics for the backdrop to library usage and other non-sporting activities. The following table shows the top five mosaic classifications in Kirklees compared to the country as a whole. The dominance of these five segments can be seen inasmuch as they represent half (61.7%) of the adult population compared to a national equivalent rate of less than half (46.4%).

Table A4: Mosaic – main population segments in Kirklees

Mosaic group description	Kirklees		National %
	Number	%	
1 – Terraced Melting Pot	71,848	16.1%	7.2%
2 – Suburban Mind sets	58,591	13.2%	12.5%
3 – Industrial Heritage	58,250	13.1%	7.9%
4 – Professional Rewards	46,299	10.4%	8.9%
5 – Ex-Council Community	39,525	8.9%	9.9%

The largest segment profiled for Kirklees is the Terraced Melting Pot group, making up 16.1% of households in the area, this is over twice the national rate (7.2%). This group is defined as refers to people who work in relatively menial/routine occupations and are poorly educated. The majority are young and live close to the centres of small towns in densely packed and poorly maintained terraced housing. Residents often have to contend with a variety of environmental problems such as noise and pollution and focus

¹⁶ 2013 Mosaic analysis, Experian

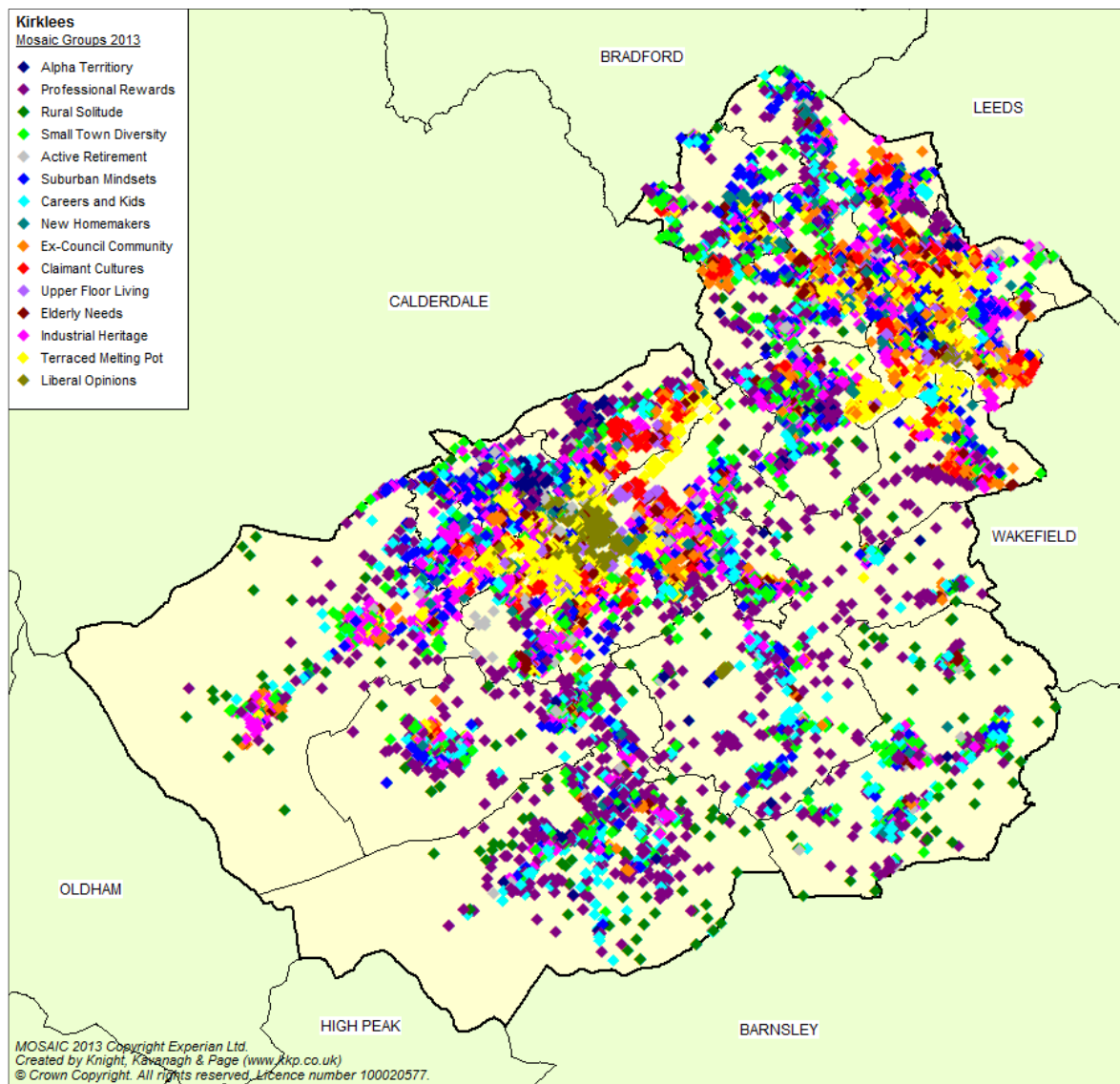
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Table A5: Most common Mosaic profiles in Kirklees

Terraced Melting Pot	This group is defined as refers to people who work in relatively menial/routine occupations and are poorly educated. The majority are young and live close to the centres of small towns in densely packed and poorly maintained terraced housing. Residents often have to contend with a variety of environmental problems such as noise and pollution and focus on spending their time and money outside of the home. Many residents in these neighbourhoods belong to groups that have recently arrived in the UK.
Key features	Young singles and couples, an ethnically diverse group. Poorly qualified with a below average income. Have an interest in participating in sport.
Suburban mind sets	This group is defined as refers to people who are predominantly middle class or skilled working class people who are married and living with their children in well maintained family houses. Some commute to City office jobs, whilst others earn good wages in manufacturing jobs. These people are industrious and value their independence, but do not necessarily get involved with their local community.
Key features	Generally middle aged. Manual or office workers. Industrious and favour main stream brands.
Industrial Heritage	This group is defined as refers to people who traditional and conservative, living in communities that have historically been dependent on mines, mills and assembly plants for their livelihood. Most of these people are married and are approaching retirement age and their children have left them in a family home larger than they really need. They are socially responsible people who are likely to live in the same community as the one in which they were born and have saved conscientiously to repay their mortgages and loans on time.
Key features	Common trends suggest below average incomes, traditional, approaching retirement and are careful with money.

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Figure A14: Distribution of Mosaic segments in Kirklees



Sport England Active People Survey

The Active People Survey (APS) is the largest ever survey of sport and active recreation to be undertaken in Europe and allows levels of detailed analysis previously unavailable. The first year of the survey, APS1 was conducted between October 2005 and October 2006. A total of 363,724 adults living in England took part. APS2, the second year of the survey, was conducted between October 2007 and October 2008 this time a total of 191,325 adults took part. It has now become a continuous process, with APS3 completed in Oct 2009, APS4 in October 2010, APS5 in October 2011, APS6 in October 2012 and APS7 in October 2013.

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Each survey gathers data on the type, duration and intensity of people's participation in different types of sport, active recreation and cultural participation, as well as information about volunteering, club membership, tuition as an instructor or coach, participation in competitive sport and overall satisfaction with local sports provision.

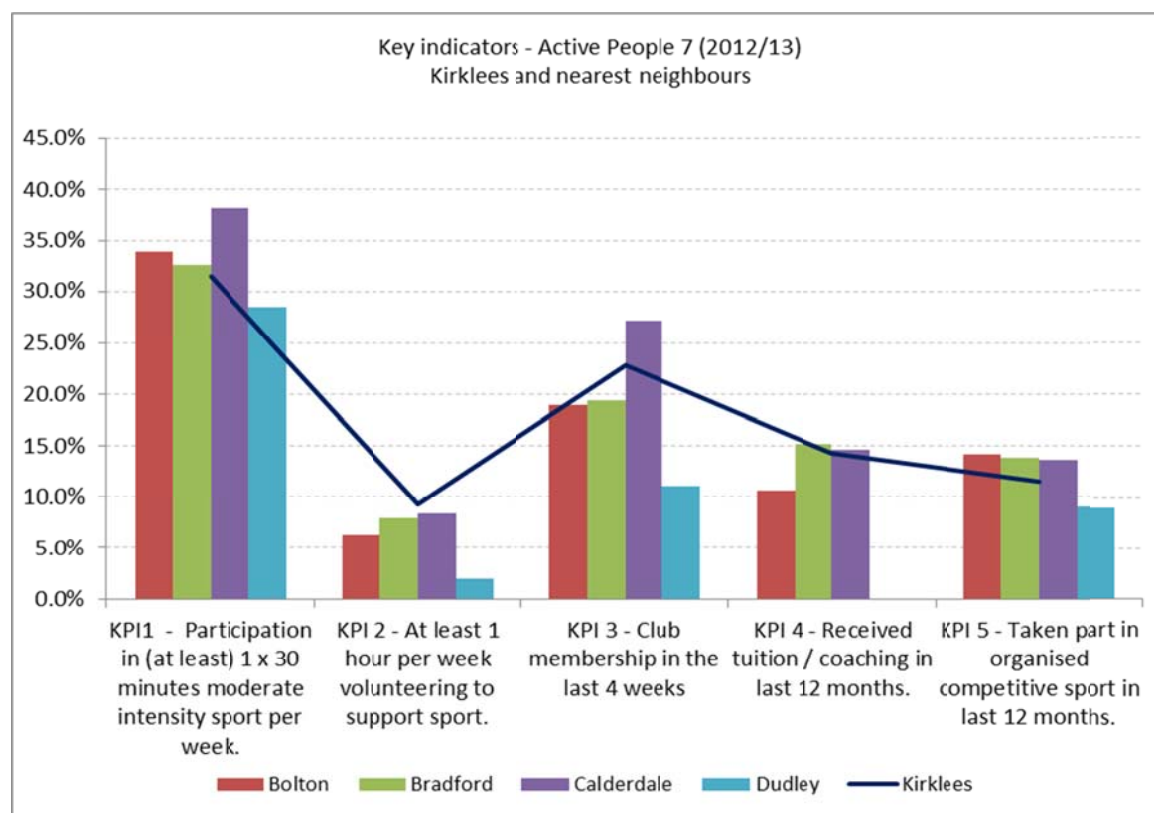
Table A6: Active People Survey for all adults – Kirklees and nearest neighbours

KPI	National %	Yorkshire and The Humber %	Kirklees %	Nearest neighbours			
				Bolton %	Bradford %	Calderdale %	Dudley %
1x30 Indicator - Participation in 30 minutes moderate intensity sport per week.							
2012/13	35.7	36.2	31.6	33.9	32.7	38.1	28.6
KPI 2 - At least 1 hour per week volunteering to support sport.							
2012/13	6.0	7.2	9.2	6.2	7.9	8.3	2.0
KPI 3 - Club membership in the last 4 weeks.							
2012/13	21.5	19.1	22.9	18.9	19.4	27.2	11.0
KPI 4 - Received tuition / coaching in last 12 months.							
2012/13	16.1	15.4	14.3	10.6	15.2	14.6	*
KPI 5 - Taken part in organised competitive sport in last 12 months.							
2012/13	12.6	11.6	11.5	14.1	13.8	13.6	9.1

Table 4 shows key indicators from APS 7 for Kirklees and compares these to the corresponding rates for Yorkshire and The Humber, England and statistical 'nearest neighbours' based on a CIPFA (the Chartered Institute of Public Finance and Accountancy) model. This type of comparison has been developed to aid local authorities to compare and benchmark. The model applies a range of socio-economic indicators, including population, unemployment rates, tax base per head of population, council tax bands and mortality ratios upon which the specific family group (nearest neighbours) is calculated. Key findings include:

- Participation - just under a third (31.6%) of adults participated in at least 1 x 30 minutes moderate intensity sport per week. This was below the national average (35.7%) and the regional average (36.2%). It was above the majority of its 'nearest neighbours' which ranged from 28.6% to 38.1%.
- Volunteering - around 1 in 10 (9.2%) provide at least 1 hour's volunteering to support sport in Kirklees each week. This is higher than the corresponding national and regional equivalents and all of its 'nearest neighbours'.
- Sports club membership - just under 1 in 5 (22.9%) are members of a sports club, based on the four weeks prior to the AP survey. This is above the national average (21.5%) and the regional rate (19.1%) and higher than all of its 'nearest neighbours'.
- Sports tuition - just under 1 in 7 (14.3%) received sports tuition during the 12 months prior to the AP survey. This was below the regional and national averages. It is also higher than the mid-point of its 'nearest neighbours'.
- Competitive sport – just over 1 in 10 (11.5%) adults had taken part in competitive sport in the previous 12 months, this was lower than the corresponding rates for all but one of Kirklees's 'nearest neighbours and also lower the national (12.6%) and regional (11.6%) averages.

Figure A15: Key Active People indicators, Kirklees and nearest neighbours (2012/13).



The most popular sports in Kirklees

A further aspect of the Active People survey and SE segmentation is that it makes it possible to identify the top five sports within Kirklees. As with many other areas, fitness and gym are among the most popular activities and are known to cut across age groups and gender; in Kirklees around 1 in 10 adults use the gym, on average, at least once a month. The next most popular activity is fitness & conditioning, 8.9% of adults do this on a relatively regular basis.

Table A7: Most popular sports in Kirklees¹⁷

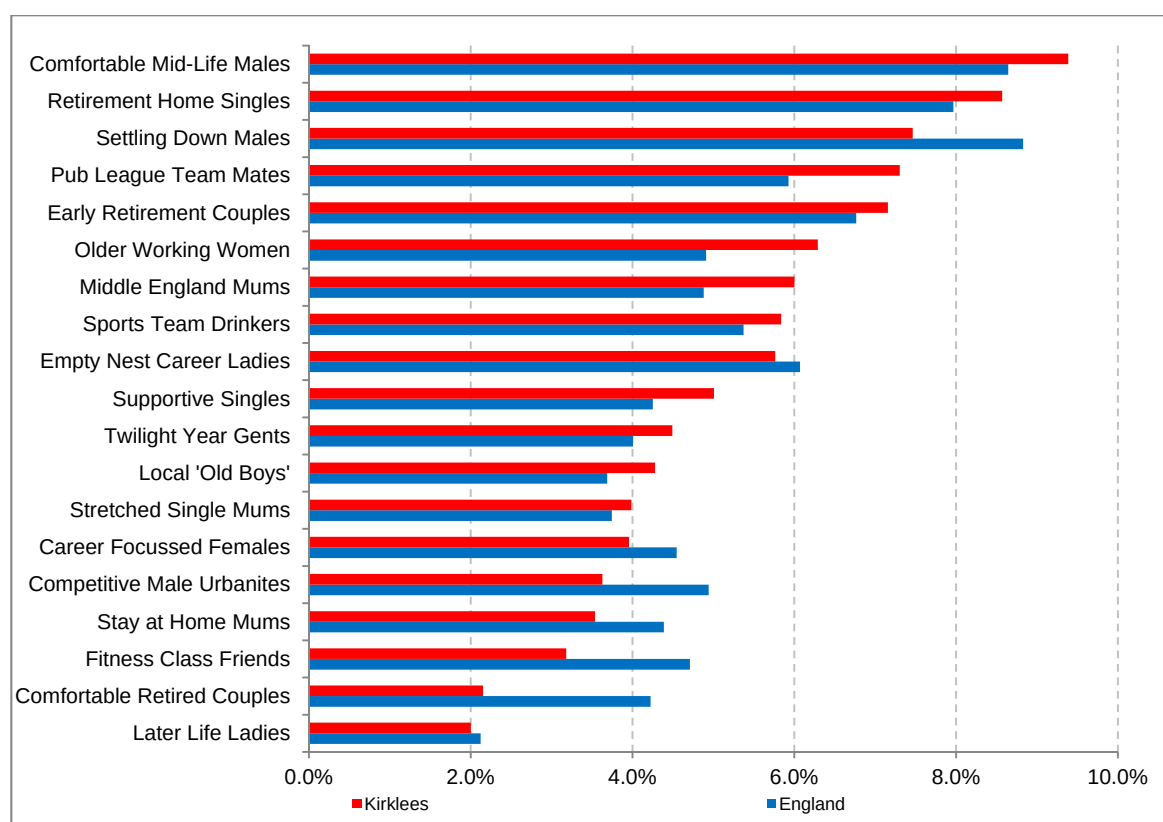
Sport	Kirklees		Yorkshire & The Humber		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Gym	30.1	9.1%	34.3	10.4%	4,622.7	10.9%
Fitness & Conditioning	29.4	8.9%	21.4	6.5%	2,854.7	6.7%
Swimming	25.4	7.7%	36.7	11.1%	4,896.9	11.5%
Cycling	21.4	6.5%	25.7	7.8%	3,458.9	8.1%
Athletics	18.7	5.7%	20.6	6.2%	2,778.8	6.5%

¹⁷ Source: Sport England Area Profiles

Sport England Market Segmentation¹⁸

Sport England has classified the adult population via a series of 19 market segments which provide an insight into the sporting behaviours of individuals throughout the country. The profiles cover a wide range of characteristics, from gender and age to the sports that people take part in, other interests, the newspapers that they read etc. The segmentation profile for Kirklees indicates 'Comfortable Mid-Life Males' to be the largest segment of the adult population at 9.4% (29,030) compared to a national average of 8.6%.

Figure A16: Sport England segmentation – Kirklees compared to England



Knowing which segments are most dominant in the local population is important as it can help direct provision and programming. Whilst the needs of smaller segments should not be ignored, it is important for Kirklees to understand which sports are enjoyed by the largest proportion(s) of the population. Segmentation also enables partners to make tailored interventions, communicate effectively with target market(s) and better understand participation in the context of life stage and lifecycles.

The following data indicates that Philip, Elsie & Arnold and Tim are the three dominant groups, representing 25.4% (78,615) of the adult population, compared to 25.4% nationally.

¹⁸ Data source: Market segmentation, Sport England, January 2014

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Table A8: Sport England Market Segmentation summaries

Segment, description and its top three sports nationally				
Comfortable Mid-Life Males	Philip	29,030		Kirklees
Mid-life professional (aged 46-55), sporty males with older children and more time for themselves.		9.39%		Yorkshire and The Humber
Cycling (16%)	Keep fit/gym (15%)	Swimming (12%)	8.65%	England
Retirement Home Singles	Elsie & Arnold	26,503		Kirklees
Retired singles or widowers (aged 66+), predominantly female, living in sheltered accommodation.		8.57%		Yorkshire and The Humber
Keep fit/gym (10%)	Swimming (7%)	Bowls (3%)	9.16%	England
Settling Down Males	Tim	23,082		Kirklees
Sporty male professionals (aged 26-45), buying a house and settling down with partner.		7.46%		Yorkshire and The Humber
Cycling (21%)	Keep fit/gym (20%)	Swimming (15%)	7.40%	England
Pub League Team Mates	Kev	22,591		Kirklees
Blokes (aged 36-45) who enjoy pub league games and watching live sport.		7.30%		Yorkshire and The Humber
Keep fit/gym (14%)	Football (12%)	Cycling (11%)	6.68%	England
Early Retirement Couples	Roger & Joy	22,136		Kirklees
Free-time couples nearing the end of their careers (aged 56-65).		7.16%		Yorkshire and The Humber
Keep fit/gym (13%)	Swimming (13%)	Cycling (8%)	6.89%	England
Older Working Women	Brenda	19,457		Kirklees
Middle aged ladies (aged 46-65), working to make ends meet.		6.29%		Yorkshire and The Humber
Keep fit/gym (15%)	Swimming (13%)	Cycling (4%)	5.82%	England
Middle England Mums	Jackie	18,564		Kirklees
Mums (aged 36-45) juggling work, family and finance.		6.00%		Yorkshire and The Humber
Keep fit/gym (27%)	Swimming (20%)	Cycling (9%)	5.67%	England
Sports Team Drinkers	Jamie	18,056		Kirklees
Young blokes (aged 18-25) enjoying football, pints and pool.		5.84%		Yorkshire and The Humber
Football (28%)	Keep fit/gym (22%)	Athletics (12%)	5.79%	England
Empty Nest Career Ladies	Elaine	17,828		Kirklees
Mid-life professionals who have more time for themselves since their children left home (aged 46-55).		5.76%		Yorkshire and The Humber
Keep fit/gym (21%)	Swimming (18%)	Cycling (7%)	5.71%	England
Supportive Singles	Leanne	15,484		Kirklees
Young (aged 18-25) busy mums and their supportive college mates. Least active segment of her age group.		5.01%		Yorkshire and The Humber
Keep fit/gym (23%)	Swimming (18%)	Athletics (9%)	4.73%	England

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Segment, description and its top three sports nationally				
Twilight Year Gents	Frank	13,893		Kirklees
Retired men (aged 66+) with some pension provision and limited sporting opportunities.		4.49%		Yorkshire and The Humber
Golf (7%)	Keep fit/gym (6%)	Bowls (6%)	4.01%	England
Local 'Old Boys'	Terry	13,235		Kirklees
Generally inactive older men (aged 56-65), low income and little provision for retirement.		4.28%		Yorkshire and The Humber
Keep fit/gym (8%)	Swimming (6%)	Cycling (5%)	3.69%	England
Stretched Single Mums	Paula	12,332		Kirklees
Single mum (aged 26-45) with financial pressures, childcare issues and little time for pleasure.		3.99%		Yorkshire and The Humber
Keep fit/gym (18%)	Swimming (17%)	Cycling (5%)	3.74%	England
Career Focussed Females	Helena	12,236		Kirklees
Single professional women, enjoying life in the fast lane (aged 26-45).		3.96%		Yorkshire and The Humber
Keep fit/gym (26%)	Swimming (23%)	Cycling (11%)	4.55%	England
Competitive Male Urbanites	Ben	11,223		Kirklees
Male (aged 18-25), recent graduates, with a 'work-hard, play-hard' attitude. Most sporty of 19 segments.		3.63%		Yorkshire and The Humber
Football (33%)	Keep fit/gym (24%)	Cycling (18%)	4.94%	England
Stay at Home Mums	Alison	10,942		Kirklees
Mums with a comfortable, but busy, lifestyle (aged 36-45).		3.54%		Yorkshire and The Humber
Keep fit/gym (27%)	Swimming (25%)	Cycling (12%)	4.39%	England
Fitness Class Friends	Chloe	9,838		Kirklees
Young (aged 18-25) image-conscious females keeping fit and trim.		3.18%		Yorkshire and The Humber
Keep fit/gym (28%)	Swimming (24%)	Athletics (14%)	4.71%	England
Comfortable Retired Couples	Ralph & Phyllis	6,661		Kirklees
Retired couples (aged 66+), enjoying active and comfortable lifestyles.		2.15%		Yorkshire and The Humber
Keep fit/gym (10%)	Swimming (9%)	Golf (7%)	4.22%	England
Later Life Ladies	Norma	6,195		Kirklees
Older ladies (aged 56-65), recently retired, with a basic income to enjoy their lifestyles.		2.00%		Yorkshire and The Humber
Keep fit/gym (12%)	Swimming (10%)	Cycling (2%)	2.12%	England

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APPENDIX B: SPORT ENGLAND MARKET SEGMENTATION SEGMENTS

	Segment name and description	Segment characteristics	Main age band	Socio eco group	1 x 30	% Eng-popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3 x 30				
	Ben Competitive Male Urbanites Also known as Josh, Luke, Adam, Matesuz, Kamil	Male, recent graduates, with a 'work-hard, play-hard' attitude. <i>Graduate professional, single.</i>	18-25	ABC1	69%	4.9%	Ben is a heavy internet user, using it for sports news, personal emails, social networking and buying films, games and tickets. He is highly responsive to internet advertising.		Ben is a very active type and takes part in sport on a regular basis. He is the sportiest of the 19 segments. Ben's top sports are football (33%), keep fit/ gym (24%), cycling (18%), athletics including running (15%) and swimming (13%).
					39%				
	Jamie Sports Team Lads Also known as Ryan, Nathan, Ashley, Adeel, Pawel	Young blokes enjoying football, pints and pool. <i>Vocational student, single.</i>	18-25	C2DE	59%	5.4%	Jamie is a prolific mobile phone user and as uses this as a primary source of information. He likes to text rather than talk, and uses 3G for sports results and sms text information services.		Jamie is a very active type that takes part in sport on a regular basis. Jamie's top sports are football (28%), keep fit and gym (22%), athletics including running (12%), cycling (12%) and swimming (10%).
					31%				
	Chloe Fitness Class Friends Also known as Nisha, Sophie, Lauren, Charlotte, Lucy	Young image-conscious females keeping fit and trim. <i>Graduate professional, single.</i>	18-25	ABC1	56%	4.7%	Chloe is a heavy internet and mobile phone user. She uses her mobile to keep in contact with friends and family, preferring this to her landline. Chloe has a new 3G phone which provides internet access but is still likely to use text as her first source of information.		Chloe is an active type that takes part in sport on a regular basis. Chloe's top sports are keep fit/ gym (28%), swimming (24%), athletics including running (14%), cycling (11%) and equestrian (5%)
					23%				
	Leanne Supportive Singles Also known as Hayley, Kerry, Danielle, Nisha, Saima	Young busy mums and their supportive college mates. <i>Student or PT vocational, Likely to have children.</i>	18-25	C2DE	42%	4.3%	Leanne is a light internet user and a heavy mobile phone user, using this instead of a landline to contact friends. She uses sms text services and also entertainment features on her mobile. Leanne's mobile is likely to be pay-as-you-go and she responds to text adverts.		Leanne is the least active segment of her age group. Leanne's top sports are keep fit/ gym (23%), swimming (18%), athletics including running (9%), cycling (6%) and football (4%)
					17%				
	Helena Career Focused Female Also known as Claire, Tamsin, Fiona, Sara, Joanne	Single professional women, enjoying life in the fast lane <i>Full time professional, single.</i>	26-45	ABC1	53%	4.6%	Helena always has her mobile and PDA on hand so that she is contactable for work and social calls. She is a heavy internet user, but mainly from home, and uses this as her primary source of information.		Helena is a fairly active type that takes part in sport on a regular basis. Helena's top sports are keep fit/ gym (26%), swimming (22%), cycling (11%), athletics including running (9%), and equestrian (3%).
					19%				

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	Segment name and description	Segment characteristics	Main age band	Socio econ	1 x 30	% Eng- popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
	Tim Settling Down Males Also known as Simon, Jonathan, Jeremy, Adrian, Marcus	Sporty male professionals, buying a house and settling down with partner. <i>Professional, may have children, married or single.</i>	26-45	ABC1	62%	8.8%	Tim's main source of information is the internet -he uses this for information on property, sports and managing his finances. He is a heavy mobile phone user and likes to access information 24/7. Tim will often buy things online and is relatively likely to use sms text alerts and 3G services.		Tim is an active type that takes part in sport on a regular basis. Tim's top sports are cycling (21%), keep fit/ gym (20%), swimming (15%), football (13%) and golf (7%)
					27%				
	Alison Stay at Home Mums Also known as Justine, Karen, Suzanne, Tamsin, Siobhan	Mums with a comfortable, but busy, lifestyle. <i>Stay-at-home mum, children, married.</i>	36-45	ABC1	55%	4.4%	Alison is a medium TV viewer and may have a digital package, but is unlikely to respond to TV advertising. She is a medium internet user and is unlikely to respond to internet advertising, but will use it as a source of information to aid her decision-making. She has a pay-as-you-go mobile for emergencies, but prefers to use her landline.		Alison is a fairly active segment with above average levels of participation in sport. Alison's top sports are: keep fit/ gym (27%), swimming (25%), cycling (12%), athletics including running (11%), and equestrian (3%)
					20%				
	Jackie Middle England Mums Also known as Andrea, Cheryl, Deborah, Jane, Louise	Mums juggling work, family and finance. <i>Vocational job, may have children, married or single.</i>	36-45	C1C2 D	47%	4.9%	Jackie is a medium TV viewer, enjoying soaps, chat shows and dramas, and has Freeview digital channels. She is a light and cautious internet user, but has been encouraged by her children's prolific usage and is becoming more confident herself		Jackie has above average participation levels in sport, but is less active than other segments in her age group. Jackie's top sports are keep fit/ gym (22%), swimming (20%), cycling (9%), athletics including running (6%), and badminton (2%).
					16%				
	Kev Pub League Team Mates Also known as Lee, Craig, Steven, Tariq, Dariusz.	Blokes who enjoy pub league games and watching live sport. <i>Vocational job, may have children, married or single.</i>	36-45	DE	43%	5.9%	Kev is a heavy TV viewer, likely to have a digital or cable package for extra sports coverage. He is a heavy radio listener and is likely to favour local commercial stations. Kev uses his mobile phone for social reasons but will not respond to text advert		Kev has above average levels of participation in sport. Kev's top sports are keep fit/ gym (14%), football (12%), cycling (11%), swimming (10%) and athletics including running (6%)
					17%				
	Paula Stretched Single Mums Also known as Donna, Gemma, Shelley, Tina, Tammy	Single mums with financial pressures, childcare issues and little time for pleasure. <i>Job seeker or part time low skilled worker, children, single.</i>	26-45	DE	36%	3.7%	Paula is a heavy TV viewer, enjoying quiz and chat shows, reality TV and soaps. She is likely to have a digital or cable package. Paula does not have internet access at home, and is a heavy mobile phone user, although this is likely to be pay-as-you-go		Paula is not a very active type and her participation is lower than that of the general adult population. Paula's top sports are keep fit/ gym (18%), swimming (17%), cycling (5%), athletics including running (4%) and football (3%)
					13%				
	Philip Comfortable Mid Life Male Also known as Graham, Colin, Keith, Stuart, Clive	Mid-life professional, sporty males with older children and more time for themselves. <i>Full time job and owner occupied, children, married.</i>	46-55	ABC1	51%	8.7%	Philip is a medium TV viewer, likely to have digital and use interactive services for sports and business news. He is a heavy radio listener. Philip is comfortable purchasing over the phone and internet, but is unlikely to respond to sms text alerts		Philip's sporting activity levels are above the national average. Philip's top sports are cycling (16%), keep fit/ gym (15%), swimming (12%), football (9%), and golf (8%)
					20%				

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	Segment name and description	Segment characteristics	Main age band	Socio econ	1 x 30	% Eng- popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
	Elaine Empty Nest Career Ladies Also known as Carole, Sandra, Penelope, Julie, Jacqueline	Mid-life professionals who have more time for themselves since their children left home. <i>Full time job and owner occupied, married.</i>	46-55	ABC1	43%	6.1%	Philip is a medium TV viewer, likely to have digital and use interactive services for sports and business news. He is a heavy radio listener. Philip is comfortable purchasing over the phone and internet, but is unlikely to respond to sms text alerts		Elaine's sporting activity levels are similar to the national average. Elaine's top sports are keep fit/ gym (21%), swimming (18%), cycling (7%), athletics including running (3%) and tennis (2%).
					12%				
	Roger & Joy Early Retirement Couples Also known as Melvyn, Barry, Geoffrey, Linda, Susan, Patricia	Free-time couples nearing the end of their careers <i>Full-time job or retired, married.</i>	56-65	ABC1	38%	6.8%	Roger and Joy are medium TV viewers and heavy radio listeners. They regularly read the Times of Daily Telegraph, and a local paper. They have increased their use of the internet and may now have access to it at home.		Roger and Joy are slightly less active than the general population. Roger and Joy's top sports are keep fit/ gym (13%), swimming (13%), cycling (8%), golf (6%), and angling (2%)
					10%				
	Brenda Older Working Women Also known as Shirley, June, Maureen, Janet, Diane	Middle aged ladies, working to make ends meet <i>Part-time job, married.</i>	46-65	C2DE	29%	4.9%	Brenda is a heavy TV viewer and is likely to respond to TV advertising. She is a medium radio listener, preferring local commercial stations. Brenda rarely has access to the internet, and is an infrequent mobile user. She enjoys reading the Mirror or the Sun.		Brenda is generally less active than the average adult. Brenda's top sports are keep fit/ gym (15%), swimming (13%), cycling (4%), athletics including running (2%) and badminton (1%)
					8%				
	Terry Local 'Old Boys' Also known as Derek, Brian, Malcolm, Raymond, Michael	Generally inactive older men, low income, little provision for retirement. <i>Job Seeker, married or single.</i>	56-65	DE	26%	3.7%	Terry is a high TV viewer, both at home and in the pub, particularly enjoying live sports coverage. He reads the tabloids on a daily basis. Terry does not use the internet, and does not feel he is missing out. He is unlikely to have a mobile phone.		Terry is generally less active than the average adult. Terry's top sports are keep fit/ gym (8%), swimming (6%), cycling (6%), angling (4%), and golf (4%).
					9%				
	Norma Late Life Ladies Also known as Pauline, Angela, Irene, Denise, Jean	Older ladies, recently retired with a basic income to enjoy their lifestyles. <i>Job seeker or retired, single.</i>	56-65	DE	23%	2.1%	Norma is a high TV viewer, enjoying quiz shows, chat shows, soaps and religious programmes. Most new technology has passed her by, having no internet access or mobile phone, but she uses her landline to call her family.		Norma is generally less active than the average adult. Norma's top sports are keep fit/ gym (12%), swimming (10%), cycling (2%), bowls (1%) and martial arts/ combat (1%).
					6%				
	Ralph & Phyllis Comfortable Retired Couples Also known as Lionel, Arthur, Reginald, Beryl,	Retired couples, enjoying active and comfortable lifestyles. <i>Retired, married or single.</i>	66+	ABC1	28%	4.2%	Ralph and Phyllis are medium to light TV viewers, preferring to be out and about instead. They are unlikely to have access to the internet, although it is something they are considering. They read the newspaper daily: either the Daily Telegraph or Times.		Ralph and Phyllis are less active than the average adult, but sportier than other segments of the same age group. Ralph and Phyllis' top sports are keep fit/ gym (10%), swimming (9%), golf (7%), bowls (4%), and cycling (4%).
					9%				

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	Peggy, Marjorie								
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	Segment name and description	Segment characteristics	Main age band	Socio econ	1 x 30	% Eng-popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
	Frank Twilight Years Gent Also known as Roy, Harold, Stanley, Alfred, Percy	Retired men with some pension provision and limited exercise opportunities. <i>Retired, married or single .</i>	66+	C1C2 D	21%	4.0%	Frank is a heavy TV viewer and enjoys watching live sport and notices TV advertising, which he is influenced by. He does not use the internet and is nervous of computers. Frank reads a newspaper most days, either the Daily Mail or Express. He does not have a mobile phone		Frank is generally much less active than the average adult. Frank's top sports are golf (7%), keep fit/ gym (6%), bowls (6%), swimming (6%) and cycling (4%).
					9%				
	Elsie & Arnold Retirement Home Singles Also known as Doris, Ethel, Gladys, Stanley, Walter, Harold	Retired singles or widowers, predominantly female, living in sheltered accommodation. <i>Retired, widowed.</i>	66+	DE	17%	8.0%	Elsie and Arnold are heavy TV viewers, enjoying quiz shows, religious programmes and old films. They generally do not have access to the internet or use a mobile phone, and only use their landline to call family		Elsie and Arnold are much less active than the average adult. Their top sports are keep fit/ gym (10%), swimming (7%), bowls (3%), golf (1%) and cycling (1%).
					5%				

A