



ACTIVE DORSET: SPORT & LEISURE FACILITIES NEEDS ASSESSMENT: WEST DORSET DISTRICT COUNCIL

REPORT: APRIL 2017

Quality, Integrity, Professionalism

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WEST DORSET DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

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WEST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

SECTION 1: INTRODUCTION

1.1: Introduction

Knight, Kavanagh & Page Ltd (KKP) was commissioned by Active Dorset to assess formal indoor sports facility needs across the six local authorities of Christchurch, East Dorset, West Dorset, Purbeck, Weymouth and Portland and North Dorset. The aim is to provide six separate needs assessments, one strategy and six action plans across the aforementioned authorities with the aim of assisting strategic planning for the future. This report, thus, provides a detailed assessment of current provision of indoor and built sports facilities for West Dorset District Council (WDDC), identifying needs and gaps in provision.

1.2: Background

The following is an overview of West Dorset. Data is taken from nationally recognised sources such as the Office for National Statistics, NOMIS, Sport England and Experian. It reflects the most up to date information presently available although it should be noted that new data is published regularly, often at different intervals.

Figure 1.1: West Dorset with main roads and main settlements/towns



WDDC is a District Council within the County of Dorset which consists of the market towns of Bridport, Dorchester, Lyme Regis and Sherborne. The three major roads are; the A35, the A37 and the A354. The A35 provides an east-west link connecting two of the three market towns (Dorchester and Bridport); the A354 is the main access route between Dorchester and the south (Weymouth and Portland) and A37 connects Dorchester to the north (Yeovil and beyond). Dorchester also has two railway stations serving the town.

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Dorchester South is located on the London Waterloo–Weymouth main line, whereas Dorchester West provides connections between Somerset and Weymouth.

Notable areas of interest within the District include the Jurassic Coast line (Figure 1.2), a UNESCO heritage site and Sherborne Castle, a 16th century Tudor castle.

Figure 1.2: The Jurassic Coast line



1.3: Scope of the project

The report provides detail as to what exists in the District, its condition, location, availability and overall quality. It considers demand for facilities based on population distribution, planned growth and taking into consideration health and economic deprivation. The facilities/sports covered include: sports halls, swimming pools, health and fitness, skate parks, indoor tennis and outdoor tennis (two courts or more), sailing facilities and other specialist sports. In delivering this report KKP has:

- ◀ Individually audited identified sports halls (conventional i.e. three plus court halls as per Sport England definitions) swimming pools (minimum length 20m), health and fitness facilities (including, within reason, dance studios) and squash courts (public, private and voluntary sector owned/managed).
- ◀ Analysed supply and demand to identify facility gaps 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.

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- ◀ Identified areas of good practice 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 is a robust, up-to-date assessment of need for sports halls, health and fitness and specialist facilities and examines opportunities for new, enhanced and rationalised provision. Specific deficiencies and surpluses are identified to inform the provision 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 within the study include:

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

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1.4 Report structure

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

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

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

- ◀ Section 2 - review of background policy documentation (national/regional/local) and a profile of the population and socio-demographic characteristics of the District.
- ◀ Section 3 - description of methodology employed to review indoor provision.
- ◀ Section 4 - review of sports hall provision.
- ◀ Section 5 - review of swimming pool provision.
- ◀ Section 6 - review of health and fitness provision.
- ◀ Section 7 - review of indoor bowls.
- ◀ Section 8 - review of sailing and watersports.
- ◀ Section 9 - review of tennis.
- ◀ Section 10 - review of urban sports.
- ◀ Section 11 - review of significant other sports.
- ◀ Section 12 - review of village halls/community centres.
- ◀ Section 13 - identification of strengths, weaknesses, opportunities and threats, followed by strategic recommendations.

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SECTION 2: BACKGROUND

2.1: National context

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

Figure 2.1: ANOG model



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

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

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

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

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

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

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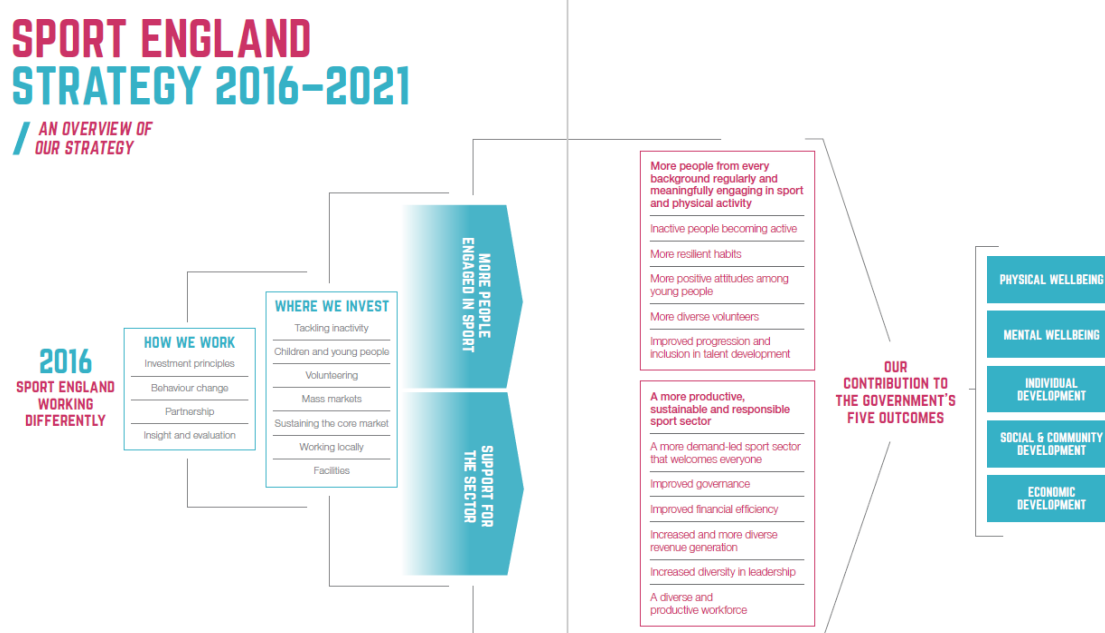
Sport England: Towards an Active Nation

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

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

These seven investment programmes will be underpinned by a new Workforce Strategy and a new Coaching Plan.

Figure 2.2: Sport England Strategy 2016-2021



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.

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

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

Economic value of sport to the nation

Sport, leisure, recreation and culture are 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, 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.

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

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

Public Health England: Everybody Active, Everyday

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

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

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Investment in school sport

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

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

In 2015-16 schools with 16 or fewer eligible pupils received £500 per pupil while those with 17 or more received £8,000 plus a payment of £5 per head. Evaluation of this investment has highlighted the need for clearer guidance to schools on how best to use this resource and the importance of good specialist PE knowledge for teachers of the subject. While this may cease in its present form Sport England is, in its Strategy, committed both to further investment in young people and to improving the skills of secondary school teachers, particularly in respect of physical literacy. It also appears likely that the allocation of funds generated via the proposed 'Sugar Tax' will continue to fund school sport at some level.

Summary of national context

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

2.2: Local context

West Dorset Corporate Strategy 2016-2019

The WDDC Corporate Strategy (Plan on a Page 2016-2019) sets out the Council's aims to shape and develop the District. Its purpose is to focus the Authority's full resources on improving and sustaining the economic, social and environmental fabric to ensure West Dorset is a place residents, businesses and visitors can be proud of.

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Table 2.1: West Dorset District Council Corporate Strategy key priorities

Priority	Description
Building a stronger local economy	<ul style="list-style-type: none"> ◀ Helping to stimulate economic growth so that the district offers better jobs and prospects for local people. ◀ Increasing the number of new homes built within the district.
Empowering thriving and inclusive communities	<ul style="list-style-type: none"> ◀ Building strong, inclusive and sustainable communities - empower local people to influence and provide services that matter to them. ◀ Supporting vulnerable people so that they can live healthy and independent lives.
Improving quality of life	<ul style="list-style-type: none"> ◀ Enhancing the quality of life of people living and working in the district. ◀ Safeguarding and providing opportunities to enjoy the natural and built environment now and in the future.
Developing successful partnership	<ul style="list-style-type: none"> ◀ Creating a leaner and more focused organisation to protect the delivery of local services. ◀ Services that are shaped and focused on the needs of our customers. ◀ Partnerships that give the county a stronger voice to influence and shape Dorset's prosperity.

West Dorset, Weymouth and Portland Local Plan 2011-2031

This document is a joint Local Plan between the two authorities of WPBC and WDDC. The joint Local Plan forms the main basis for making decisions on key items, such as planning applications. It has identified a vision and key objectives for the next 20 years for each authority. This vision, for West Dorset, will be realised through the following strategic objectives.

- ◀ Supporting the local economy to provide opportunities for high quality, better paid jobs.
- ◀ Meeting local housing needs for all as far as is possible.
- ◀ Regenerating key areas including Dorchester Town Centre, to improve the area's retail, arts, cultural and leisure offer; and increase employment opportunities.
- ◀ Supporting sustainable, safe and healthy communities with accessibility to a range of services and facilities.
- ◀ Protecting and enhancing the outstanding natural and built environment, including its landscape, biodiversity and geodiversity, and the local distinctiveness of places within the area – this will be the over-riding objective in those areas of the plan which are particularly sensitive to change.
- ◀ Reducing vulnerability to the impacts of climate change, both by minimising the potential impacts and by adapting to those that are inevitable.
- ◀ Providing greater opportunities to reduce car use; improve safety; ensure convenient and appropriate public transport services; and seeking greater network efficiency for pedestrians, cyclists and equestrians.
- ◀ Achieving high quality and sustainability in design, reflecting local character and distinctiveness of the area.

To ensure healthy, sustainable communities exists in West Dorset, the Local Plan highlights the importance of having good quality accessible indoor and built facilities. The criteria based policies which underpin this are listed below:

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- ◀ COM4: This highlights that any new or improved local recreational facilities would need to be accessible and protects both the countryside and the coastal environment.
- ◀ COM5: Lists the policies to ensure that local recreational facilities are retained and protected unless it will be enhancing or replacing existing provision.

Section six in the Local Plan states that residents who live within a main town should only have to drive a maximum of 15 minutes to a leisure facility, including both sport halls and swimming pools. In addition, sport and recreation facilities should be of a high standard which promotes healthier lifestyles, and creates better communities by providing opportunities for people to meet and interact.

It must be noted that West Dorset District Council and Weymouth & Portland Borough Council have embarked on a review of their adopted Joint Local Plan (October 2015) as recommended by the Local Plan Inspector. This review is currently out at consultation.

Dorset Joint Health and Wellbeing Strategy 2016 – 2019

The purpose of the Health and Wellbeing Board is to improve health and wellbeing and reduce health inequalities for residents in Dorset. This will be achieved by focussing on a number of priorities and ensuring that relevant plans of partners and delivery organisations are taking the right approach when it comes to ensuring the continued health and wellbeing of the local population. The main principles underpinning this strategy are:

- ◀ Recognising the enormous contribution that the local community makes to health and wellbeing in Dorset and building solutions that use and develop this asset.
- ◀ Developing a sustainable health and care system based on early intervention and prevention.
- ◀ Focusing on those actions where by working together can make the biggest difference to those in the greatest need.
- ◀ Ensuring services and activities are centred on the needs of people and what works best in order to deliver cost effective services that encourage people to take responsibility for their own health.
- ◀ Co-ordinating actions with those of neighbouring local authority areas, particularly Bournemouth and Poole, where appropriate, but remaining focused on delivering services in localities based on local needs.
- ◀ Being clear about who is responsible for delivering which programme and how progress is monitored, specifically looking for opportunities to improve the way we work together.
- ◀ Wherever possible, take a life course approach when considering how best to focus actions to improve health and wellbeing, recognising that many poor outcomes result from an accumulation of factors and poor life chances over time.

The priorities for closing the health and wellbeing gap are:

Reducing inequalities

The Health and Wellbeing Board will strive to ensure that partner organisations work to implement the evidence-based policy recommendations set out in *Fair Society, Healthy Lives 2*, where these can be locally determined:

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- ◀ Give every child the best start in life.
- ◀ Enable all children, young people and adults to maximise their capabilities and have control over their lives.
- ◀ Create fair employment and good work for all.
- ◀ Ensure healthy standard of living for all.
- ◀ Create and develop healthy and sustainable places and communities.
- ◀ Strengthen the role and impact of ill-health prevention.

Promoting healthy lifestyles and preventing ill health

This will be through an approach that supports:

- ◀ Individuals – by continuing to develop signposting and support to the Livewell Dorset Health Improvement Service, helping people to stop smoking, reduce alcohol, manage their weight or increase their daily exercise, focusing on communities with the highest needs.
- ◀ Organisations – to improve skills, capacity and capability of people working in statutory and voluntary sector organisations to offer support to people who may benefit from lifestyle change.
- ◀ Places – recognising the natural value that Dorset has and continuing the work to develop consistent place-based (community and neighbourhood) approaches that improve health and wellbeing, such as work on active travel, availability of nutritional, sustainable food, safer and warmer homes and access to high quality green space and green care – nature-based interventions.

Working better together to deliver prevention and early intervention at scale, high quality care and better value

There are many organisations with separate priorities, strategies and delivery plans that contribute to this effort – the Board's role in this priority is to ensure that plans are aligned with the Joint Health and Wellbeing Strategy priorities wherever possible. The Sustainability and Transformation Plan, in particular, will encompass three programmes of work:

- ◀ The Prevention at Scale programme will help people to stay healthy and avoid getting unwell.
- ◀ The Integrated Community Services programme will support individuals who are unwell, by providing high quality care at home and in community settings.
- ◀ The One Acute Network programme will help those who need the most specialist health and care support, through a single acute care system across the whole county.

Our Dorset: The Sustainability and Transformation Plan for local health and care

The vision for the Sustainability and Transformation Plan is to change the system to provide services to meet the needs of local people and deliver better outcomes. This means the plan has been built around the needs of the children and adults who live in Dorset- the current population of 750,000 as well as the additional 50,000 people that are expected to be served by 2023 and those people from outside Dorset that use the same services.

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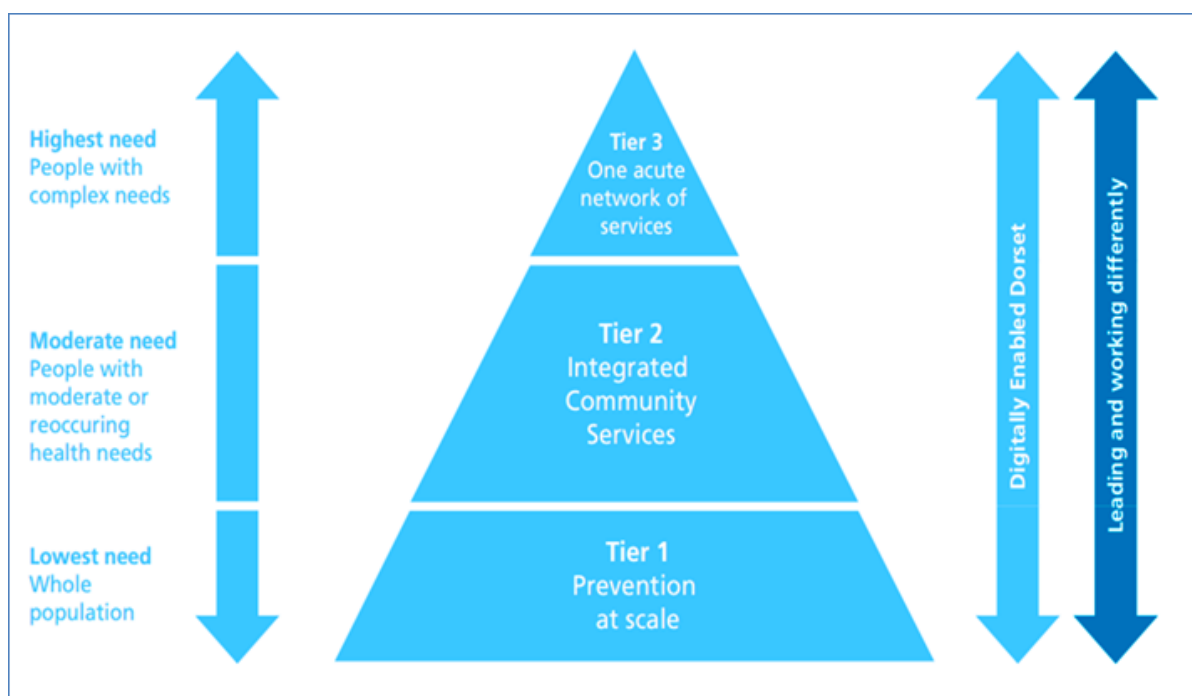
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The ambition is to see every person in Dorset stay healthy for longer and feel more confident and supported in managing their own health. The three significant challenges are:

- ◀ Health and wellbeing gap- variation in the health and wellbeing outcomes of different people across Dorset.
- ◀ Care and quality gap - difference in the quality of care received by people across the area and shortcoming in reaching national standards.
- ◀ Finance and efficiency gap – the increasing pressure on resources within the system, with shortages of some staff and the prospect of insufficient funds to maintain the health and care system in the way it currently operates.

The Prevention at Scale programme is the bottom of the tier plans, forming the foundation to underpin all of the work it does. Prevention work also runs through the upper tiers of the triangle; the Integrated Community Services and One Acute Network programmes.

Figure 2.3: Tiered approach to health and care in Dorset



What prevention at scale means for local people

Focussing on promoting health and wellbeing across the whole system will lead to a wide range of positive health outcomes for local people. In respect of this study this will include:

- ◀ A focus on walking and cycling in local transport planning will mean a small increase in physical activity for most people, that overall will add up to fewer deaths from heart disease.
- ◀ More children and young people growing, developing and achieving their potential. By becoming more physical active, eating healthily and moving towards more healthy weight, people will be less likely to develop diabetes, heart disease and mobility problems.

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Active Dorset

Active Dorset is one of 44 County sports partnerships (CSPs) across England, committed to working together to increase participation in sport and physical activity. CSPs work across the sporting landscape in their county, actively supporting partners to increase participation in sport and physical activity. Sport England invests core funding into CSPs to provide a set of core services to strengthen the local delivery of national governing bodies of sport (NGB) Whole Sport Plans and support the achievement of NGB and Sport England targets. This investment seeks to increase the number of people aged 14 plus playing sport each week across England.

Active Dorset's vision is *'To establish Dorset as a place where people choose to enjoy an active lifestyle through participation in sport and physical activity'*.

Its strategic objectives are:

- ◀ To increase participation in sport and physical activity.
- ◀ To improve health and wellbeing by reducing physical inactivity.
- ◀ To improve lives by establishing and increasing sport and physical activity's contribution in creating stronger, more sustainable and prosperous communities.

Active Dorset understands the importance of sport and physical activity as a vehicle to deliver health, educational, social, environmental and economic outcomes, working with key organisations from within and outside of the sport and physical activity sector. It aims to bring together partners from across sectors with a view of maximising resources to achieve shared goals through sport and physical activity.

It states that it will pay particular focus to key points in people's lives when behaviour change is most likely, initially focussing on:

- ◀ People diagnosed or living with a long term condition.
- ◀ Inactive parents of active children.

As a Community Interest Company, Active Dorset is committed to reinvesting any surpluses it generates back into local opportunities for sport and physical activity.

West Dorset District Council's Sports Strategy 2012-2017

The Sports Strategy provides a clear understanding of what the District's sporting priorities are and where resources should be focused. The Strategy also complements a wide range of public policy areas including regeneration, learning, community development and healthy lifestyles. The Strategy identifies three key themes:

- ◀ *Access and participation*; focusing on ensuring that all sections of the community have access to appropriate and affordable opportunities for sports and recreation in order to lead healthier lives.
- ◀ *Quality*; focusing on helping to sustain and improve the quality of sports and recreation provision available across the District in terms of both operation and governance.
- ◀ *Strengthening infrastructure*; helping clubs and sports organisations to improve their governance and become more sustainable.

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The Strategy also highlights planned capital infrastructure investments to be completed by 2017, which it hopes will make a significant contribution to meeting the sport and recreational needs of the community.

Table 2.2: West Dorset Sports Strategy's Planned Investment

Organisation	Planned Investment
St Osmund's Community Centre	◀ Refurbishment of tennis courts
The Thomas Hardy School	◀ Refurbishment of old sports hall and improved changing facilities.
Sherborne Skate Park	◀ Construction of new concrete skate park.
Bridport Skate Park	◀ Improvements to skate park and possible construction of concrete skate park
Budmouth Community Sports Centre	◀ Gymnastics hub - southern base for gymnastics and trampolining
Bridport Leisure Centre	◀ Installation of photo voltaic system (to generate electricity). ◀ Replacement of pool filters and pool circulatory systems. ◀ Separate pool circulation system. ◀ Indoor tennis courts.
Beaminster School	◀ Improvements to tennis courts. ◀ Swimming pool refurbishment.
Chickerell	◀ Construction of concrete skate park
Lyme Regis	◀ Construction of concrete skate park

Summary of local context

The core message running through local strategies is the importance active participation, in different sports and leisure activities, can make to improve the health, in particular, of residents and those using local services. There is an understanding that partnership working across voluntary, public and private organisations will be essential to driving increases in physical activity and that there will be ongoing financial constraints across all key delivery agents. Consideration needs to be given as to whether the current range of facilities meets the changing needs of the community and cater for newly emerging sporting trends or existing sports clubs looking for new opportunities. The key issues which are also highlighted in the West Dorset Sports Strategy are that:

- ◀ All residents who reside in a major town should have no more than a 15 minute drive to a leisure facility (either a sports hall or a swimming pool) and facilities are protected.
- ◀ Sports facilities meet the recreational needs of the community. To ensure this is achieved, a capital investment programme has been prioritised for key facilities across the District. This includes additional facilities and improvements to facilities.

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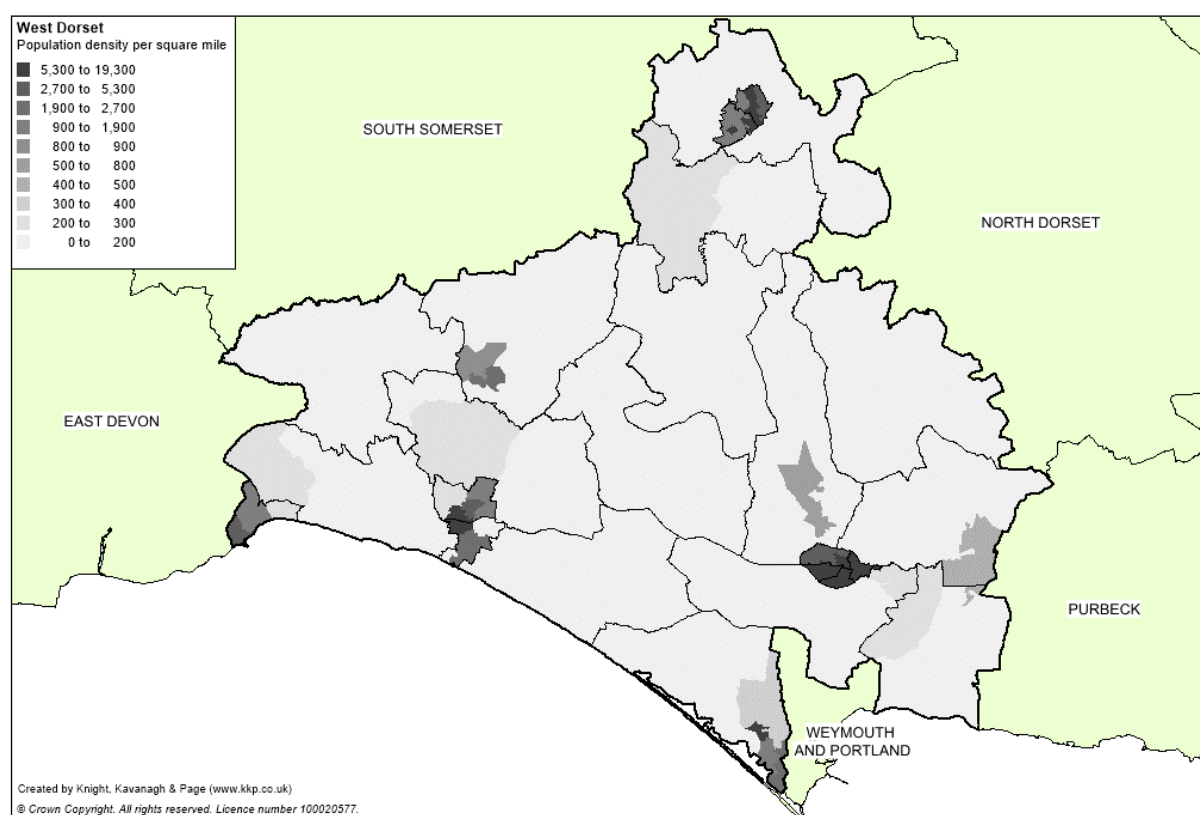
2.3 Demographic profile

The following is a brief summary of the demographic profile of West Dorset using data drawn from nationally recognised sources.

Population and distribution

The total population of the District (2015) is 100,747 with a slightly higher percentage of females to males (52%:48% respectively). As shown in Figure 2.4, it is at its most dense around the market towns of Dorchester, Bridport, Lyme Regis and Sherborne.

Figure 2.4: Population density 2015 MYE: West Dorset lower super output areas (lsoa)



The population density map is based on lower super output areas (LSOA) from ONS' most recent Census of population.

Age distribution (Data source: ONS 2015)

The age structure of the District is similar to the South West region, however, there is a slightly lower proportion of 20-34 year olds (11.9% compared with to the 13.2% in the South West region). There are, however, more in the age groups 65-74 year olds with nearly one quarter (23%) in West Dorset compared the South West (21.75%). As a combination of factors, it suggests careful consideration should be given to the pitching of sports and physical activity offer within the area.

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

West Dorset's ethnic composition is different from that of England as a whole. According to the 2011 Census of population, the largest proportion (98.0%) of the local population classified their ethnicity as White; this is significantly higher than the comparative England rate of 85.4%. The next largest population group (by self-classification) is Asian, at 0.9% which is markedly lower than the national equivalent (7.8%).

Crime (Data source: 2015 Recorded Crime, Home Office)

It is important to note that West Dorset crime data is now combined with the six Dorset Authorities (Christchurch, East Dorset, North Dorset, Purbeck, West Dorset and Weymouth and Portland). The data below relates to the whole of Dorset. During the 12 months to June 2016 the rate for recorded crimes per 1,000 persons in Dorset was 42.2; this is markedly lower than the equivalent rate for England and Wales as a whole which was 67.3. In both instances the crime rate has risen since 2014, by around 21.5% for Dorset and 12.6% for England & Wales.

Economic impact and value (Data source: Sport England 2015)

Sport England's economic impact model (which encompasses participation, purchasing of sportswear, gambling, volunteering, attending events, etc.) shows an overall local impact in West Dorset of £15.8m 8m (£11.4m participation, £4.5m non-participation related). This is below the national average of £20.3 million. A full breakdown (see Appendix 2 for further information).

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

The median figure for full-time earnings (2016) in West Dorset is £25,329; the comparative rate for the South West is £26,686 (+5.4%) and for Great Britain is £28,132 (+11.0%). In November 2016, there were 248 people in West Dorset claiming Job Seekers Allowance (JSA); this represents a decrease of 57.3% when compared to November 2008 (581).

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

West Dorset experiences low levels of deprivation. A small percentage of the District's population (3.1%) falls within the areas covered by the country's three most deprived cohorts compared to a national average of c.30%. Conversely, 24.1% live in the three least deprived groupings in the country.

A similar pattern, to that seen for multiple-deprivation, is seen in relation to health deprivation. A very small percentage of West Dorset's population (5.3%) falls within the areas covered by the three most deprived cohorts, which compares to a national average of c.30%. Conversely, 58.9% live in the three least deprived groupings compared to a 'norm' of c.30%. This is identified in figures 2.5-2.8 overleaf.

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Figure 2.5: Index of multiple deprivation

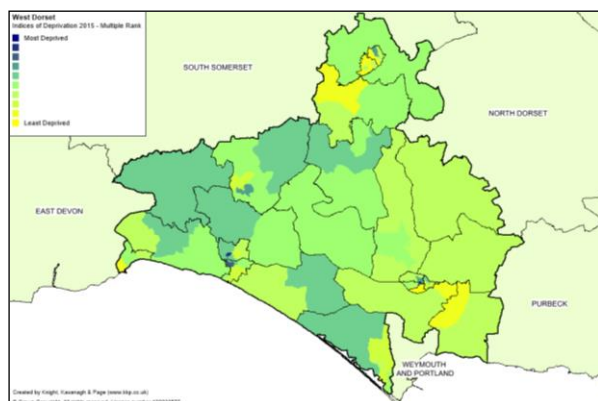


Figure 2.6: IMD Health domain

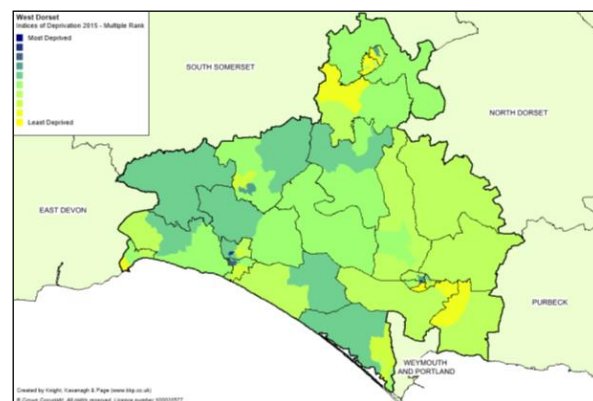


Figure 2.7: Graph to indicate IMD

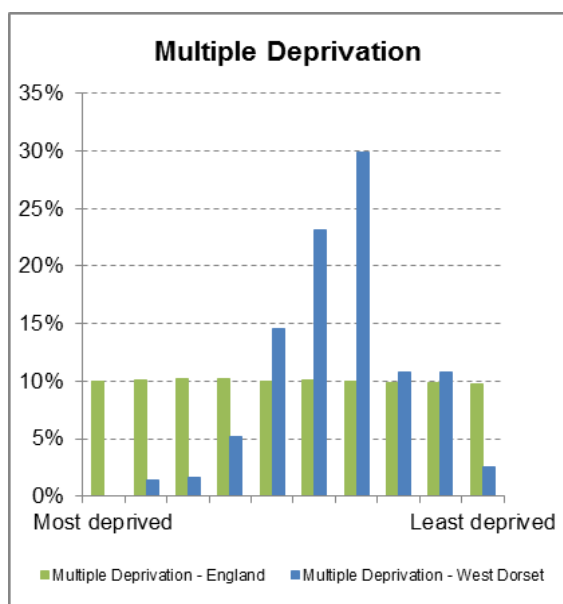
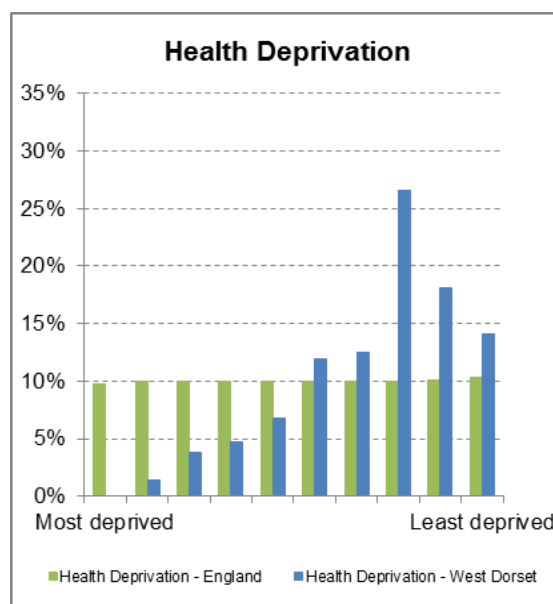


Figure 2.8: Graph to indicate health deprivation



Weight and obesity

Obesity is widely recognised to be associated with health problems such as type 2 diabetes, cardiovascular disease and cancer. At a national level, the resulting NHS costs attributable to overweight and obesity¹ 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. Due to suppressed data, no weight data is available for West Dorset.

Health costs of physical inactivity

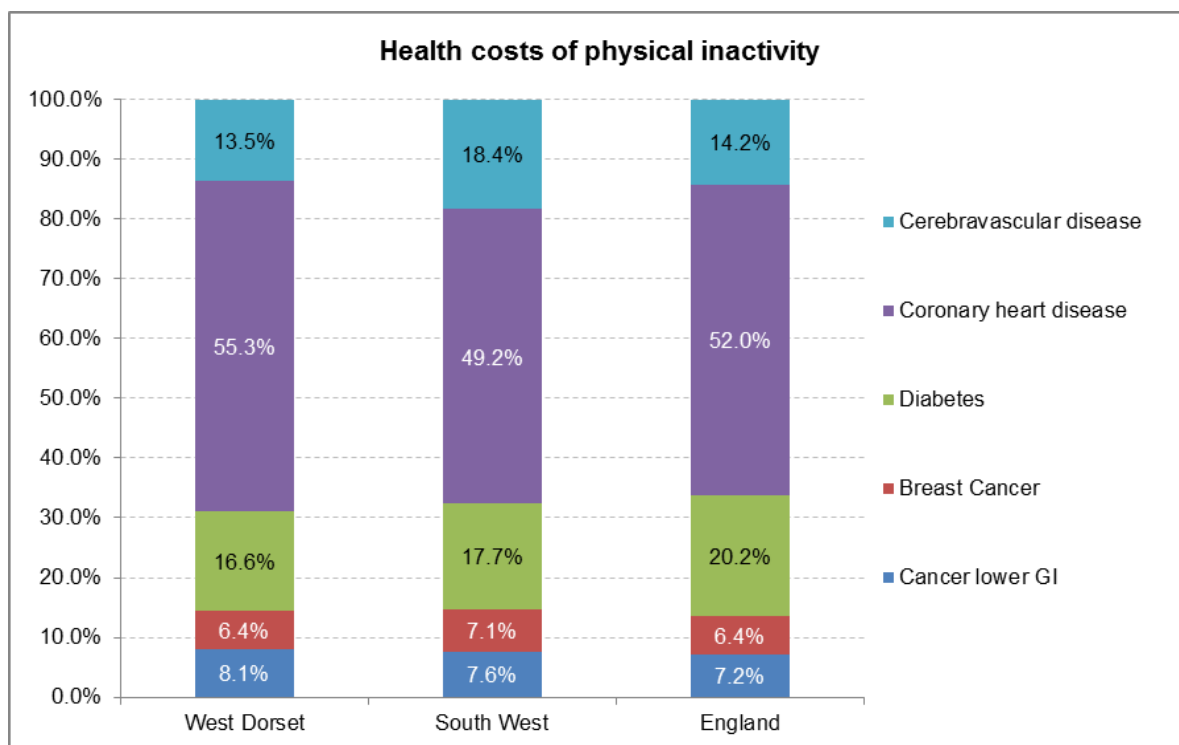
The British Heart Foundation (BHF) Promotion Research Group has reviewed the costs of avoidable ill health that it considers are attributable to physical inactivity. Initially produced

¹ 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.

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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 i.e. stroke. The data indicates a similar breakdown between these illnesses regionally and nationally.

Figure 2.9: Health costs of physical inactivity



The annual cost to the NHS of physical inactivity in West Dorset is estimated at £2,141,176. The figure per 100,000 based, on the total costs and population for all six authorities in Dorset primary care organisation (Christchurch, East Dorset, North Dorset, Purbeck, West Dorset & Weymouth and Portland). When compared to regional and national costs per 100,000, Dorset (£2,141,176) is 17.8% above the national average (£1,817,285) and 21.9% above the regional average (£1,756,799).

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

Active People Survey

Active People is the largest survey of sport and active recreation in Europe and is in its ninth year (APS9 October 2014 – 2015). It collects data on the type, duration, frequency and intensity of adult participation by type of sport, recreation and cultural activity. APS10 data is currently being released by Sport England but is not available in sufficient detail to consider in this report). The survey also covers volunteering, club membership, tuition as an instructor or coach, participation in competitive sport and overall satisfaction with local sports provision and also compared its figures with the nearest neighbours, which are: South Hams, Chichester, East Devon and Rother.

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Volunteering was only asked to around half of those questioned resulting in most of the data being suppressed i.e. not enough data for the purposes of statistical analysis.

Key findings include:

- ◀ *Participation* - just under a third (32.4%) of adults participated in at least 1 x 30 minutes moderate intensity sport per week. This was below the national average (35.8%) and the regional average (36.5%). It was below all of its 'nearest neighbours' which ranged from 33.9% to 43.6%.
- ◀ Sports club membership - around 1 in 5 (19.6%) are members of a sports club, based on the four weeks prior to the APS. This is below the national average (21.8%) and the regional rate (22.6%) and is below all of its 'nearest neighbours'.
- ◀ Sports tuition – 18.6% received sports tuition during the 12 months prior to the APS. This was above the regional (18.0%) and national (15.6%) averages. It is also below all but two of its 'nearest neighbours'.
- ◀ Competitive sport – just over one in eight adults (12.8%) had taken part in competitive sport in the previous 12 months, this was below all but two of West Dorset's 'nearest neighbours' and also lower than the national (13.3%) and regional (14.9%) averages.

The most popular sports

A further aspect of APS and SE segmentation is that it makes it possible to identify the top two sports within West Dorset. As with many other areas, cycling and swimming are among the most popular activities and are known to cut across age groups and gender; in West Dorset around 12% adults go cycling, on average, at least once a month. The next most popular activity is swimming which 8.5% of adults undertake on a relatively regular basis.

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Table 2.3: Most popular sports in West Dorset (Source: SE Area Profiles)

Sport	West Dorset		South West		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Cycling	10.4	12.2%	450.1	10.2%	3,771.8	8.7%
Swimming	7.2	8.5%	441.6	10.1%	4,132.7	9.5%

The percentage of the population cycling is above national and regional rates, whilst the percentage swimming is below national and regional rates

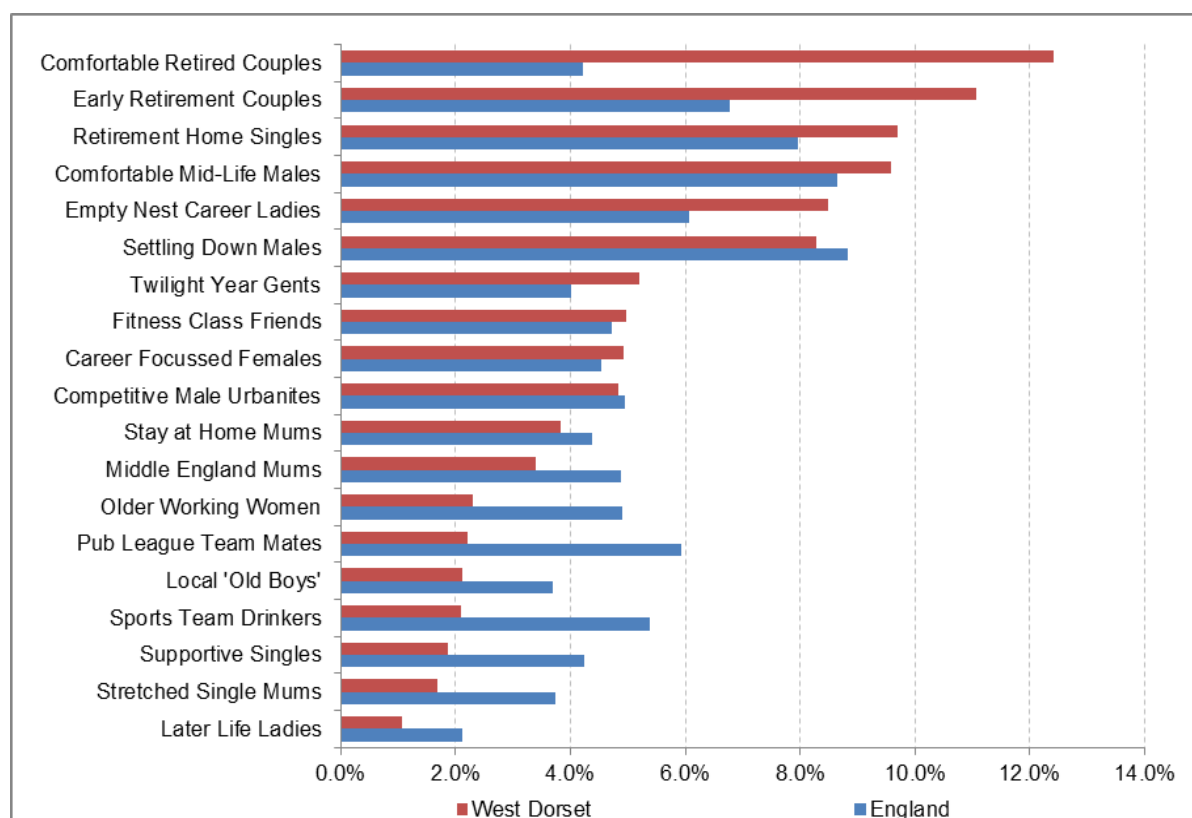
Sporting segmentation

(Data source: Market segmentation, Sport England)

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

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

Figure 2.10: SE segmentation of West Dorset compared to England



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The segmentation profile for West Dorset indicates Comfortable Retired Couples to be the largest segment of the adult population at 12.4% (9,769) compared to a national average of 4.22%. This is closely followed by Early Retirement Couples and Retirement Home Singles. At the other end of the spectrum, there are fewer Later Life Ladies with just over 1.0%, Stretched Single Mums (under 2%) and Supportive Singles.

Mosaic (Data source: 2016 Mosaic analysis, Experian)

Mosaic 2016 is a similar consumer segmentation product and classifies all 25.2 million households into 15 groups, 66 household types and 238 segments. This data can be used to paint a picture of UK consumers in terms of their social-demographics, lifestyles, culture and behaviour and tends to be used to draw out population characteristics for the backdrop to library usage and other non-sporting activities. Table 2.4 shows the top five mosaic classifications in West Dorset compared to the country as a whole. The dominance of these five segments can be seen inasmuch as they represent three quarters (73.7%) of the population compared to a national equivalent rate of just over a quarter (26.0%).




The largest segment profiled for West Dorset is the Country Living group, making up 31.9% of the adult population in the area, this is seven times the national rate (4.5%). This group is defined as well-off homeowners who live in the countryside often beyond easy commuting reach of major towns and cities. Some people are landowners or farmers, others run small businesses from home, some are retired and others commute distances to professional jobs

Table 2.4: Mosaic – main population segments in West Dorset

Mosaic group description	West Dorset		National %
	#	%	
1 - Country Living	31,727	31.9%	4.5%
2 - Rural Reality	18,448	18.5%	8.6%
3 - Senior Security	10,264	10.3%	3.4%
4 - Vintage Value	6,866	6.9%	3.4%
5 - Domestic Success	6,075	6.1%	6.1%

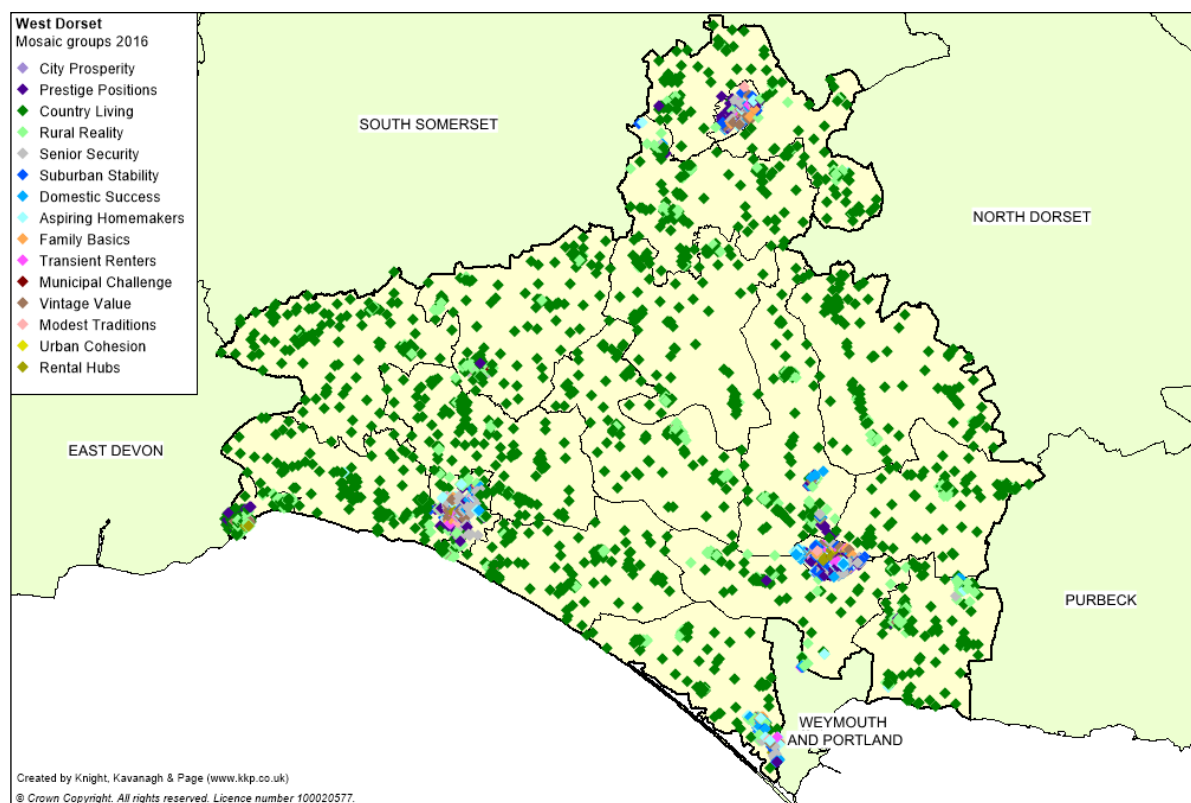
A full list of segments can be located in Appendix 1

Table 2.5: Dominant Mosaic profiles in West Dorset

Country Living		Well-off homeowners who live in the countryside often beyond easy commuting reach of major towns and cities. Some people are landowners or farmers, others run small businesses from home, some are retired and others commute distances to professional jobs.
Rural Reality		People who live in rural communities and generally own their relatively low cost homes. Their moderate incomes come mostly from employment with local firms or from running their own small business.
Senior Security		Elderly singles and couples who are still living independently in comfortable homes that they own. Property equity gives them a reassuring level of financial security. This group includes people who have remained in family homes after their children have left, and those who have chosen to downsize to live among others of similar ages and lifestyles.

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Figure 2.11: Distribution of Mosaic segments in West Dorset



House building and policy

With the population of West Dorset expected to increase by 10.4%, the Local Plan highlights that there is a need for more homes. The increase in homes will:

- ◆ Provide more affordable homes for those in the greatest need.
- ◆ Keep and attract people of working age to sustain economic growth.
- ◆ Cater for the demand created by the way in which lives are lived which has contributed towards a reduction in household size.
- ◆ Encourage people to move into the area to live and work.

SHMA Part 1 (2014) and Local Plan Review (2017) list the latest average annual increase for dwellings figures and the average annual household growth. This is reviewed regularly due to economic growth in the area. The Local Plan Review which was published in 2017 proposes no change to the 2007 figure of an additional 775 dwellings per annum.

Key development sites which incorporate some of this growth are listed below in the District.

- ◆ Bridport – Approximately 1,000 homes planned, largely from mixed use allocation at Vearse Farm.
- ◆ Beaminster – 120 homes planned on land north of Broadwindsor Road.
- ◆ Lyme Regis – 90 homes currently under construction at Woodberry Down.
- ◆ Dorchester – Poundbury has approximately 1,100 homes left to build and the Brewery Site has c.150 still to complete. The site at Dorchester Prison has permission for 190.

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- ◀ Sherborne – Barton Farm has planning permission for 279 homes of which 100 are complete.
- ◀ Crossways – there is capacity for up to 500 homes. Planning permission has been given to 150 units currently.
- ◀ Chickerell – 820 units are planned in the town.

To support this housing growth, a Strategic Housing Market Assessment (SHMA) was produced for West Dorset and Weymouth and Portland (2008) highlighting a number of key findings which should inform future housing policies and strategies in both authorities. Some of the key findings from the report included:

- ◀ The proportion of older person households is high and will continue to grow across the HMA, presenting their own special housing requirements.
- ◀ Continued job growth will have implications for provision of new housing. A shift in the types of housing may be needed to match requirements.
- ◀ Affordability is a problem throughout the area. House prices are above the national and regional average and have been increasing faster than the rest of Dorset and nationally over the last five years.

Population Projections

Changes to demographics (age, gender, ethnicity etc.), has the potential to impact upon sports and leisure facilities. Information taken from bespoke Dorset County Council (DCC) district level dwelling led projections between 2016 and 2031 calculate the population projections using the POPGROUP software. These calculations illustrate the following key points for West Dorset:

- ◀ The largest change in any cohort is the increase in persons aged 65+years. This represents an increase of 36.82% (11,111). While the age group represented the largest cohort (30.2% of West Dorset population in 2016) it is projected to be 37.2% of the total by 2036.
- ◀ The second largest cohort is the category, 0 - 15 year group. This group will see a smaller but significant increase in population of 6.9% (1,082).
- ◀ There is also predicted to be a decline of nearly one fifth (18%) in the number of 45 - 54 year olds. This will reduce the age groups representation from 14.47% to 10.75%.

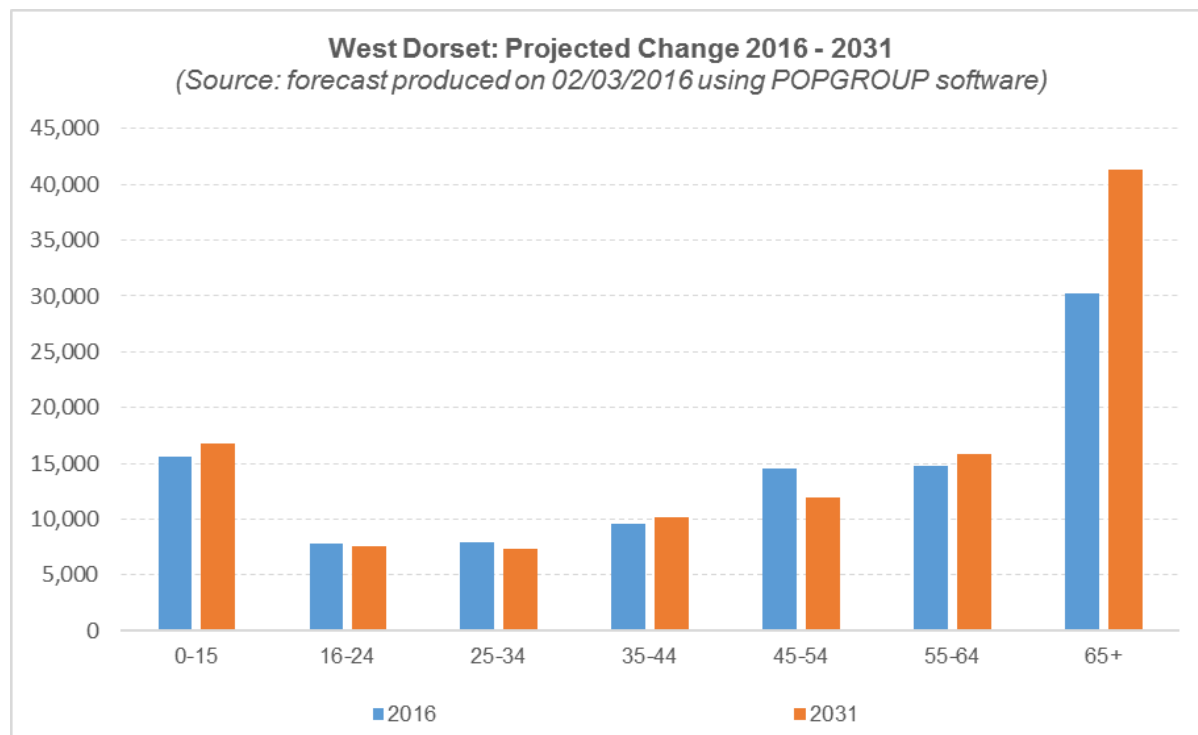
Table 2.7: Projected change 2016-2031

West Dorset Age (years)	Number		Age structure %		Change 2016 - 2031	
	2016	2031	2016	2031	2016	2031
0-15	15,659	16,741	15.58%	15.09%	100.00%	106.91%
16-24	7,861	7,588	7.82%	6.84%	100.00%	96.53%
25-34	7,988	7,338	7.95%	6.61%	100.00%	91.86%
35-44	9,543	10,219	9.49%	9.21%	100.00%	107.09%
45-54	14,543	11,934	14.47%	10.75%	100.00%	82.06%
55-64	14,764	15,869	14.69%	14.30%	100.00%	107.48%
65+	30,177	41,288	30.02%	37.20%	100.00%	136.82%
Total	100,535	110,977	100.00%	100.00%	100.00%	110.39%

There is, therefore, a need to consider varying sports offers for different age groups and the alterations therein.

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Figure 2.12: Projected change 2016-2031



Projection implications

The projected increase in the general age and the size of the population in the District is likely to lead to an increase in the numbers of people wishing to take part in sport and physical activity (potential customers of leisure facilities), thereby leading to increased demand for sport and physical activity related services. This is likely to be greater in areas where housebuilding is greater. The importance of ensuring that the population, which is currently active remains so and that the inactive become active (sustaining and improving the general health of the local population) will become increasingly relevant.

Indoor and built facilities, and programmes of activity therein, need to be adaptable to changing demands and needs associated with demographic changes, i.e., an ageing population. It will also be necessary to consider whether existing sporting infrastructure can support any increased demand in specific areas, particularly those in areas of larger housing developments.

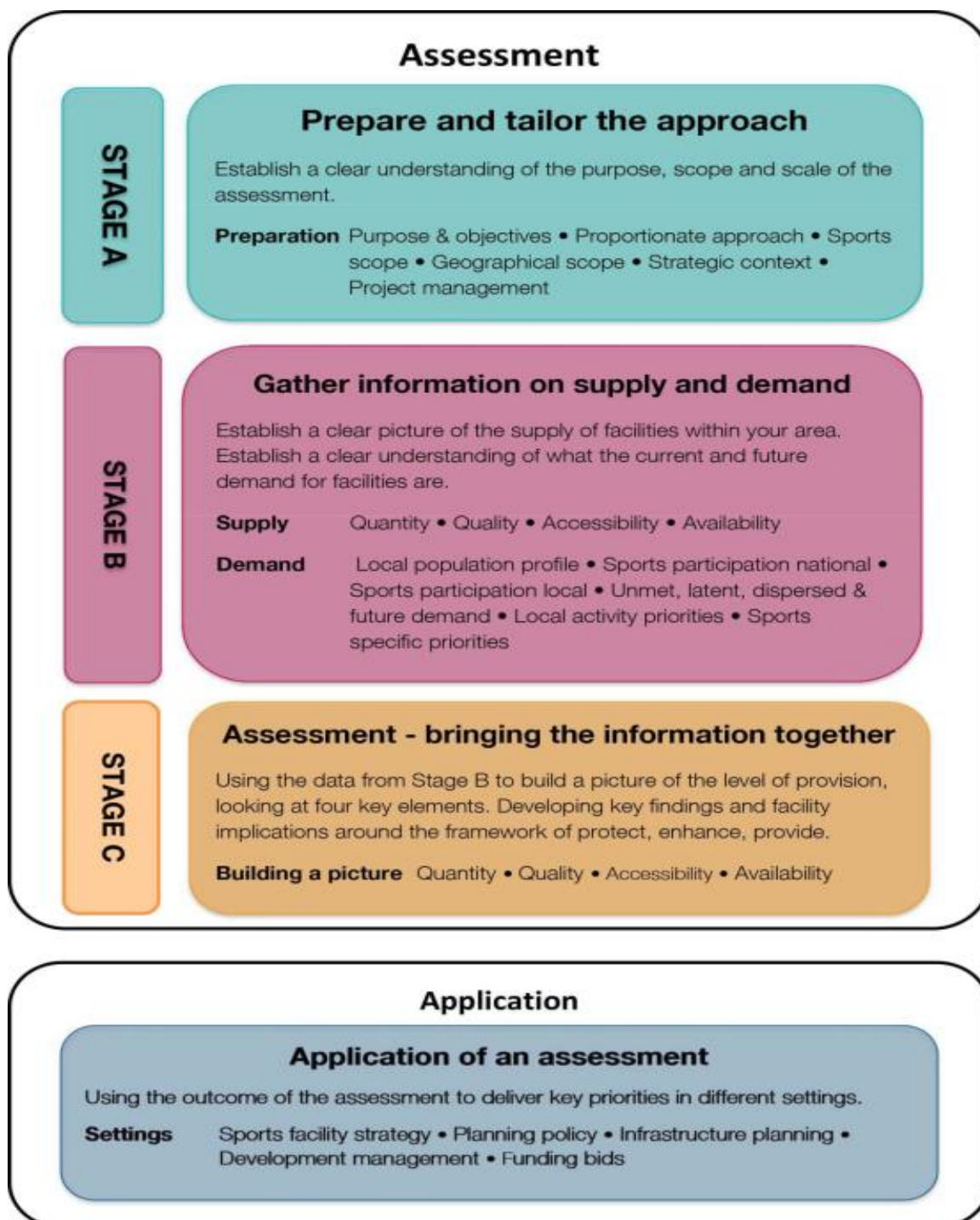
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SECTION 3: INDOOR SPORTS FACILITIES ASSESSMENT APPROACH

3.1: METHODOLOGY

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

Figure 3.1: Recommended approach



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

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

Demand background, data and consultation is variable, depending upon the level of consultation garnered. In some instances, national data is available whilst in others, it has been possible to drill down and get some very detailed local information. This is evident within the demand section.

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

3.2: Site visits

Active Places Power is used to provide baseline data to identify facilities in the study area. Where possible, assessments were undertaken in the presence of facility staff. This adds considerable value as it not only enables access to be gained to all areas of a venue, but also allows more detailed *in-situ* discussion of issues such as customer perspectives, quality, maintenance etc. This is essential to ensure that the audit (which is, in essence, a 'snapshot' visit) gathers accurate insight into the general user experience.

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

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

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

Table 3.1: Quality ratings of indoor sports facilities using ANOG

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

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

Catchment areas

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

This, coupled with KKP's experience of working with leisure facilities and having completed such assessments for similar local authorities, has enabled the identification of catchment areas for sports halls as follows:

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Table 3.2: Facility catchment areas

Facility type	Identified catchment area by urban/rural
Sport halls	20 minute walk/ 20 minute drive
Swimming pools	20 minute walk/ 20 minute drive
Indoor bowls centre	20 minute drive
Indoor tennis centres	20 minute drive

3.3: Facilities planning model overview

The Facilities Planning Model (FPM) is a computer model developed and used on license to Sport England from Edinburgh University, which helps to assess the strategic provision of community sports facilities. The FPM has been developed as a means of:

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

In its simplest form the model seeks to assess whether the capacity of existing facilities for a particular sport are capable of meeting local demand for that sport taking into account how far people are prepared to travel to a facility (using the integrated transport network). In order to estimate the level of sports facility provision in an area, the model compares the number of facilities (supply), by the demand for that facility (demand) that the local population will produce. The Model is prescriptive and not predictive in that it does not provide precise estimates of the use of proposed facilities. Rather, it prescribes an appropriate level of provision for any defined area in relation to demand and which reflects national expectations and policies.

The FPM can be used to test scenarios, by suggesting what impact a new facility would have, or the closure of a facility, to the overall level of facility provision. It can also take account and model the impact of changes in population, for example, from major housing development.

For this report the assessment uses the FPM data from the Strategic Assessment of provision for sports halls and swimming pools in North Dorset, Purbeck, West Dorset and Weymouth and Portland Report as of January 2017. It models the current position in 2016 (Run 1) and the future position in 2031 (Run 2) based on the projected changes in the population in each authority for both swimming pools and sports halls.

The findings are compared directly with the audit and assessment carried out by KKP.

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SECTION 4: SPORTS HALLS

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

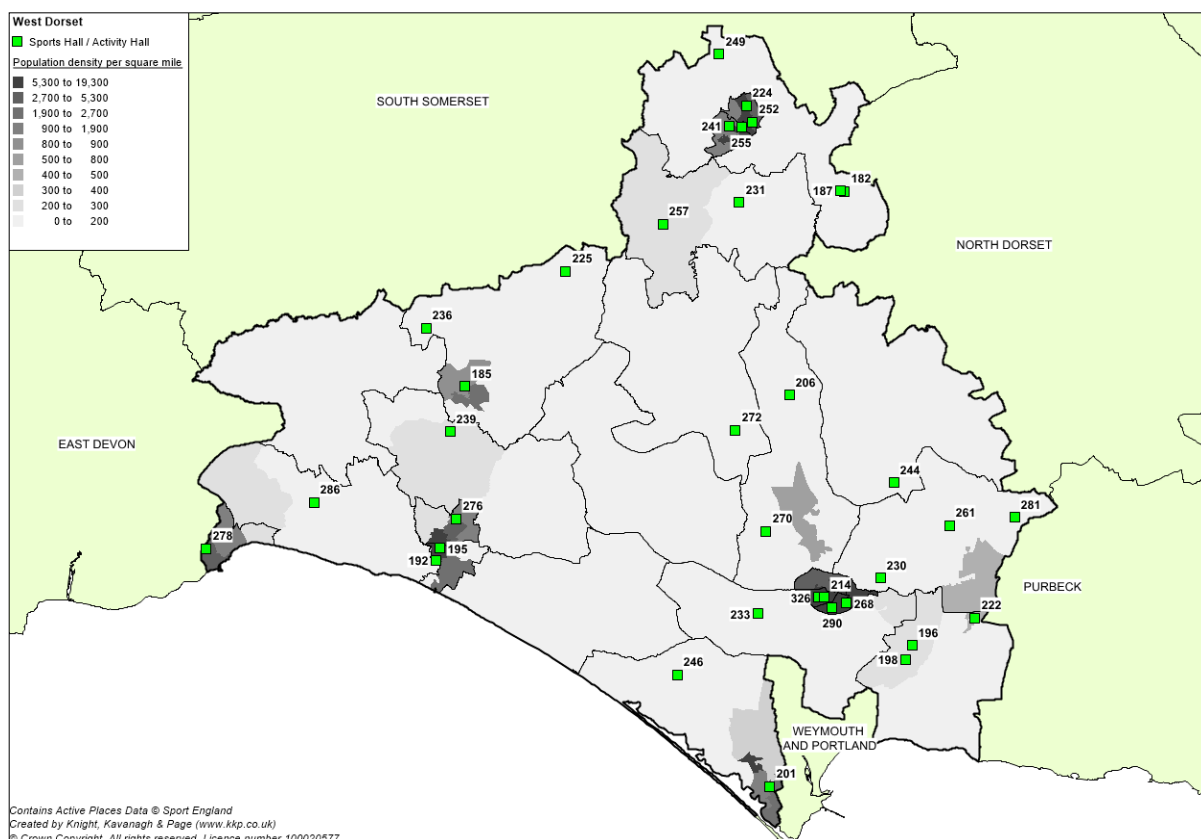
Sports halls are generally considered to be of greatest value if they are of at least 3+ badminton court size with sufficient height to allow games such as badminton to be played. It should be noted, however, that a 4-court sports hall provides greater flexibility as it can accommodate major indoor team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

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

4.1: Supply

Quantity

Figure 4.1: All Sports halls in West Dorset



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Table 4.1: All identified sports halls within West Dorset (Active Places data)

Map ID	Site Name	Courts	Community use
182	All Saints CE VA Primary School, Sherborne	0	No
185	Beaminster Community Sports Centre	1	Yes
185	Beaminster Community Sports Centre	3	Yes
187	Bishop's Caundle Village Hall	1	Yes
192	Bridport Leisure Centre	4	Yes
195	Bridport Youth & Community Centre	2	Yes
196	Broadmayne First School	1	Yes
198	Broadmayne Village Hall	1	Yes
201	Budmouth Community Sports Centre	4	Yes
206	Cerne Abbas Village Hall	1	Yes
214	Dorchester Middle School	1	Yes
222	Frome Valley C of E VA First School	2	No
224	Gryphon Leisure Centre	4	Yes
225	Halstock Village Hall	1	Yes
230	Kingston Maurward College	3	No
231	Leweston School, Sherborne	4	No
233	Martinstown Village Hall	1	Yes
236	Mosterton Village Hall	0	Yes
239	Netherbury Village Hall	0	Yes
241	Oxley Sports Centre	5	Yes
244	Piddlehinton Gym	2	Yes
246	Portesham Village Hall	1	Yes
249	Sandford Orcas Village Hall	0	Yes
252	Sherborne Area Youth And Community Centre	1	Yes
255	Sherborne School Sports Centre	3	Yes
257	St Andrews CE Primary School, Sherborne	1	Yes
261	St Marys C of E Middle School, Puddletown	4	No
261	St Marys C of E Middle School, Puddletown	1	No
268	St Osmunds Community Sports Centre, Dorchester	4	Yes
268	St Osmunds Community Sports Centre, Dorchester	1	Yes
270	Stratton Village Hall	1	Yes
272	Sydling St Nicholas Village Hall	1	Yes
276	The Sir John Colfox School, Bridport	1	No
276	The Sir John Colfox School, Bridport	4	Yes
278	The Woodroffe School, Lyme Regis	1	No
278	The Woodroffe School, Lyme Regis	4	Yes
281	Tolpuddle Village Hall	1	Yes
286	Whitchurch Canonicorum Village Hall	0	Yes
290	YMCA (Dorchester)	0	Yes
326	The Thomas Hardy School, Dorchester	4	Yes
326	The Thomas Hardy School, Dorchester	4	Yes
Total		77	

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Table 4.1 identifies that West Dorset has 41 sports halls located on 35 sites which offer a total of 77 badminton courts. Figure 4.1 illustrates that they are spread throughout the District with the areas of higher population density well serviced. Half of sports halls identified have two courts or less. While often appropriate for mat sports, exercise to music and similar provision, this is inevitably limited in terms of the range and scale of recreational and sporting activity halls with less than three courts can accommodate.

In line with ANOG methodology, there are 12 sports halls on 11 sites available for community use, of the requisite size. The FPM, however, identifies 24 halls on 18 sites. The anomalies between the audit and the FPM are identified in Table 4.2.

Table 4.2: Differences in sports halls between the audit and FPM

Map ID	Site Name	Less than 3 courts	No community use agreement	Other
185	Beaminster Community Sports Centre	Yes		
198	Broadmayne Village Hall	Yes		
206	Cerne Abbas Village Hall	Yes		
230	Kingston Maurward College		Yes	
246	Portesham Village Hall	Yes		
255	Sherborne School Sports Centre			Yes
261	St Marys C of E Middle School		Yes	
261	St Marys C of E Middle School	Yes		
268	St Osmunds Community Sports Centre	Yes		
270	Stratton Village Hall	Yes		
276	The Sir John Colfox School	Yes		
278	The Woodroffe School	Yes		
Total		9	2	1

- ◀ There are nine sites below the 3 court threshold. These are listed above.
- ◀ St Mary's Church of England School has a 3 court hall, the audit identified that there is no community use at this facility.
- ◀ Sherborne School is reported to be building a 10 court hall, so at the time of assessment it was not built, however, the FPM has accounted for this facility.
- ◀ Kingston Maurward College has a 3 court hall, the audit identified that there is no community use at this facility, so is excluded from the assessment.

Quality of facilities

All available sites were subjected to a non-technical assessment to ascertain quality of facilities. The results are as follows:

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Figure 4.2: 3 Court+ Sports halls offering Community Use in West Dorset by condition

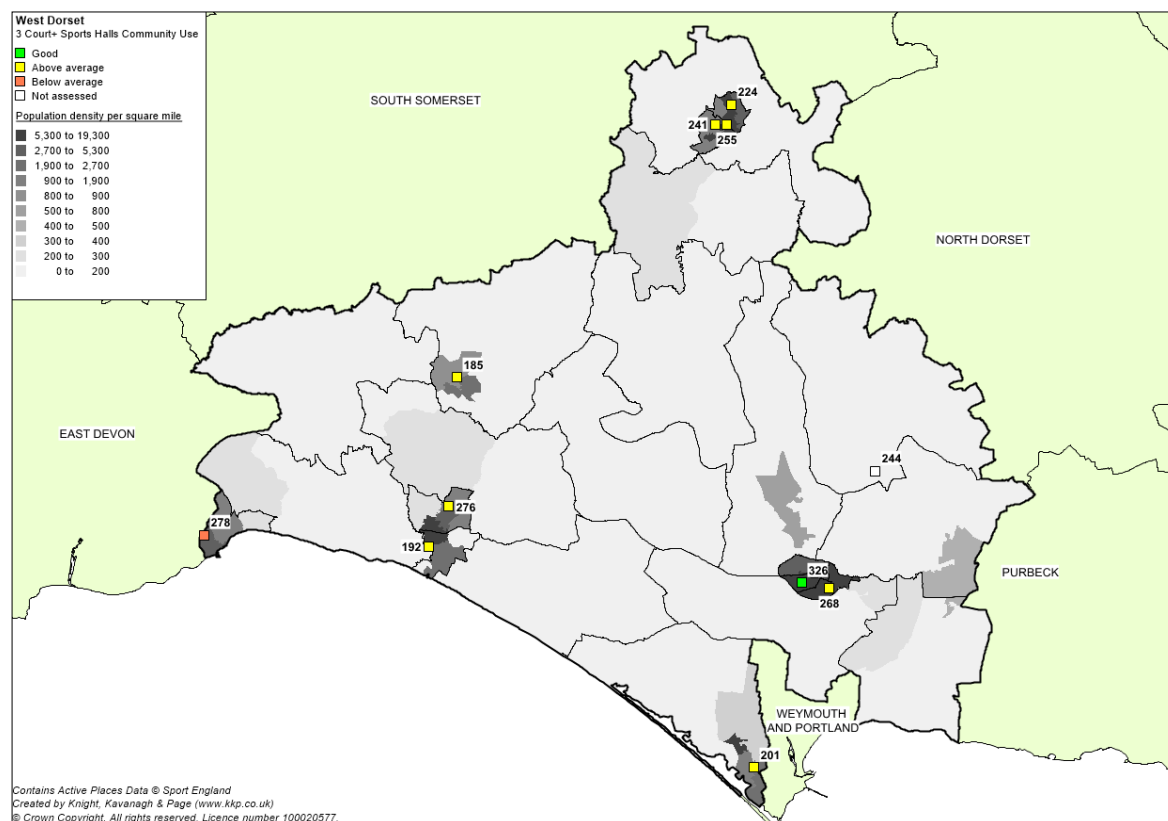


Table 4.3: Sports halls (3+ Courts) in West Dorset by condition

Map ID	Site Name	Cts	Assessment Condition	
			Court	Changing
185	Beaminster Community Sports Centre	3	Above average	Above average
192	Bridport Leisure Centre	4	Above average	Good
201	Budmouth Community Sports Centre	4	Above average	Above average
224	Gryphon Leisure Centre	4	Above average	Above average
241	Oxley Sports Centre	5	Above average	Above average
244	Piddlehinton Gym *	4	Not assessed	Not assessed
255	Sherborne School Sports Centre	3	Above average	Above average
268	St Osmunds Community Sports Centre	4	Above average	Above average
276	The Sir John Colfox School	4	Above average	Above average
278	The Woodroffe School	4	Below average	Below average
326	The Thomas Hardye School	4	Above average	Above average
326	The Thomas Hardye School	4	Good	Above average
Total		47		

* Piddlehinton Gym is 33m*18m so needs to be included in the assessment

The 12 community accessible halls offer a total of 47 badminton courts. Nine of the sports halls are identified as above average, one rated as good (The Thomas Hardye School), Woodroffe School is rated as below average. Piddlehinton Gym was not assessed due to Active Places data incorrectly indicating that this was of 2 badminton court size.

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Piddlehinton and Bridport sports halls are the only facilities not located on educational sites. The following is a brief overview of each facility:

- ◀ Beaminster Community Sports Centre; built in 2008 but has had no recent investment with none planned in the immediate future.
- ◀ Bridport Leisure Centre sports hall; built in 1986, and upgraded in 2009, which included a sprung wooden floor.
- ◀ Budmouth Community Sports Centre; built in 2008, but has had no recent investment with none planned in the immediate future.
- ◀ Gryphon Leisure Centre sports hall; built in 1994 and upgraded in 2015, which includes re-sanding, re-lining and re-sealing of the floor.
- ◀ Oxley Sports Centre: is part of Sherborne Girls School, built in 1980 and has received several maintenance upgrades (2012 being the most recent). It included the installation of a rubber floor and a climbing wall.
- ◀ Sherborne School Sports Centre; built in 1976 and has received a maintenance upgrade including a new floor and additional facilities (indoor cricket nets).
- ◀ St Osmunds Community Sports Centre; is located in the east of the Authority, opened in 2002 and has recently had a new floor and new lighting (2016).
- ◀ The Sir John Colfox School; constructed in 1999 and is regularly maintained as part of a PFI contract. The latest maintenance upgrade occurred in 2014 which included a re-polishing of the floor and new court lines.
- ◀ The Woodroffe School; the only sports hall assessed as below average. It was built in 1998 and there is no reported maintenance upgrade of the facility during consultation.
- ◀ Piddlehinton Gym, part of a former military site. The gym, a former drill hall was built in 1936. The site was upgraded to a leisure facility in 1999 by WDDC to serve as an activity venue for local residents.
- ◀ The Thomas Hardy School; two sports halls, which it recently (September 2016) took ownership of from 1610 (Company managing Dorchester Sports Centre). One was built in 1986 and underwent a major refurbishment in 2014 with a new floor and new equipment. The other is a new facility was built in 2009, and was one of the key priorities outlined in the West Dorset Sports Strategy 2012-2017.

Sherborne School (Boys School) has recently received planning permission for a 10 badminton court sports hall. This is in addition to its current three court halls. The aim is for the facility to be available from 2020. Following consultation with the Local Authority, it is unclear whether there will be community use apart from access from certain clubs. It must be noted there is not a requirement for community use listed in the planning consent due to the current level of good provision already in the town. The new sports centre has been driven by educational need.

The FPM highlights that the attractiveness of sports halls in West Dorset is 65% in 2016 and 42% in 2031 with a need to modernise sports halls in the District, especially those on the education sites.

Accessibility

Figure 4.3 and Table 4.4 indicate that half of the population (49.8%) lives within a 20 minute walk of a 3+ court sports hall. Residents who do not reside in the major towns in the District are, generally, outside the 20 minute walk time of an accessible 3+ court sports hall.

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Figure 4.3: Sports halls by condition with 1 mile radial catchment, set against IMD

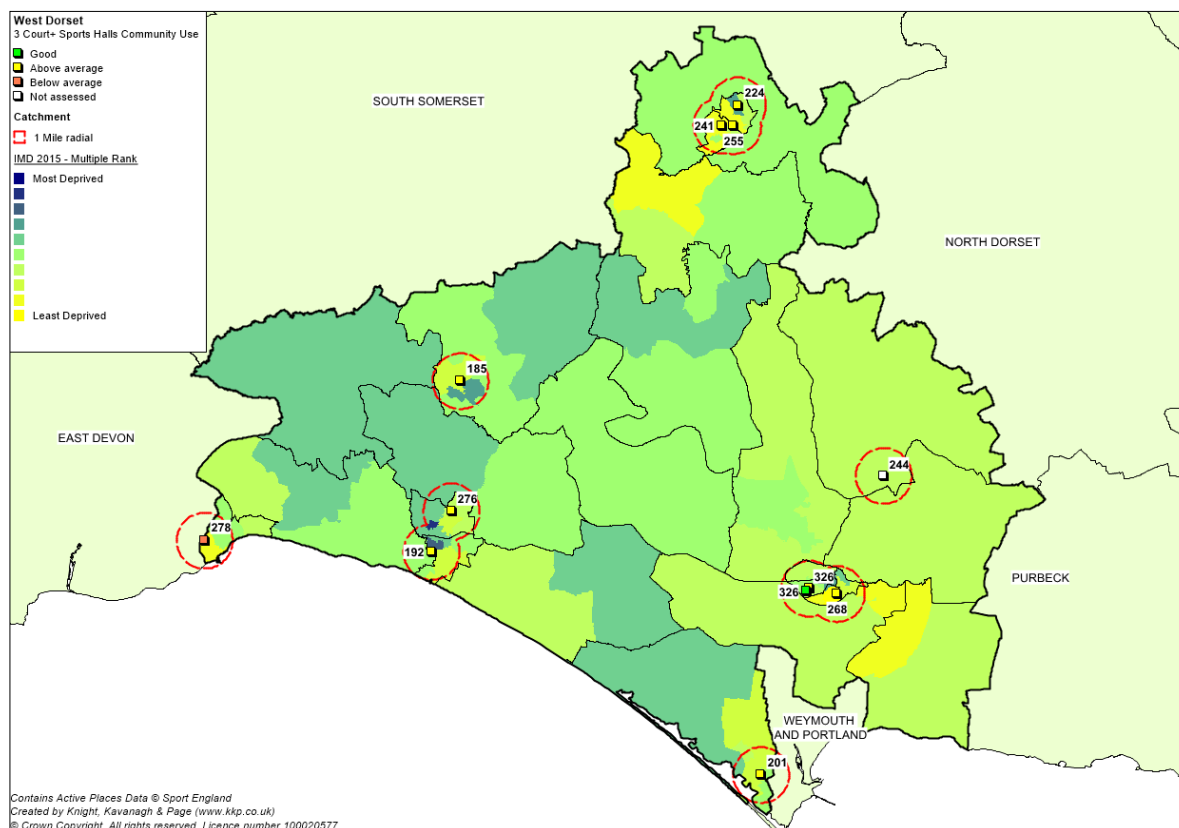


Table 4.4: Percentage of population within 20 mins walk time of sports halls

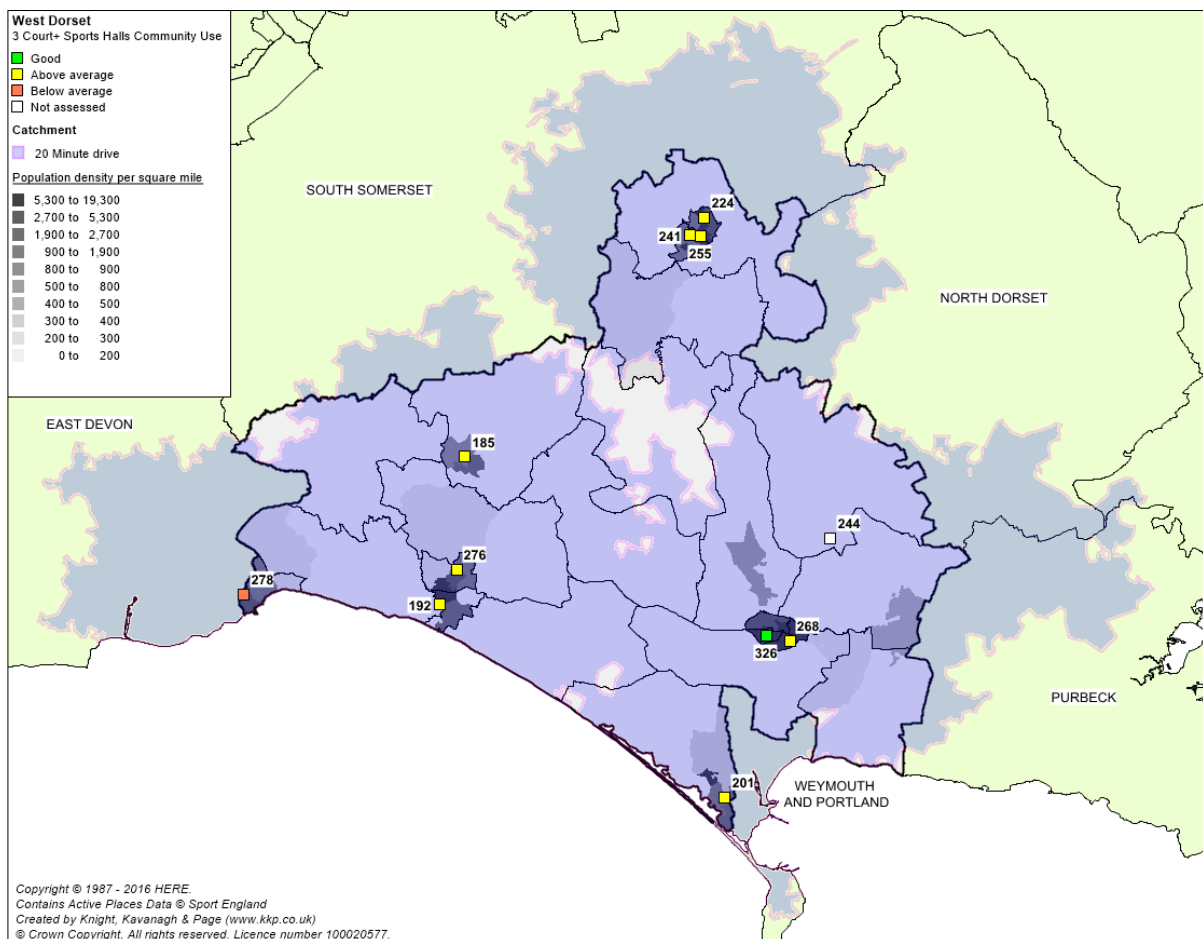
IMD 2015 10% bands	West Dorset		Sports Hall (3 Court+) with community use. Catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	0	0.0%	0	0.0%	0	0.0%
10.1 - 20	1,383	1.4%	1,383	1.4%	0	0.0%
20.1 - 30	1,680	1.7%	1,680	1.7%	0	0.0%
30.1 - 40	5,180	5.2%	5,162	5.2%	18	0.0%
40.1 - 50	14,508	14.6%	5,179	5.2%	9,329	9.4%
50.1 - 60	22,971	23.1%	7,285	7.3%	15,686	15.8%
60.1 - 70	29,752	29.9%	10,869	10.9%	18,883	19.0%
70.1 - 80	10,682	10.7%	8,684	8.7%	1,998	2.0%
80.1 - 90	10,720	10.8%	6,779	6.8%	3,941	4.0%
90.1 - 100	2,539	2.6%	2,539	2.6%	0	0.0%
Totals	99,415	100.0%	49,560	49.8%	49,855	50.2%

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Research also identifies that residents from deprived areas are less likely to participate in sport than more affluent areas. This can be due to a range of reasons including, for example, cost and access. Having facilities within a suitable distance (20 minute walk time) is important to ensure all residents have access to sports facilities. There are low levels of deprivation in West Dorset with 3.1% (3,360) living in the most deprived areas compared to c. 30% nationally. All of the 3.1% live within a mile of a community accessible sports hall.

Figure 4.4 shows that nearly all residents (98%) live within a 20 minute drive of a publicly accessible sports hall of 3 or more court size. There are small pockets of the District which are outwith this 20 minute drive time, they are, however, predominately rural areas located between Sherborne and Dorchester. Car ownership is currently 85% in the District, demonstrating that the majority of residents would be able to access these facilities.

Figure 4.4: Sports halls with 20 minute drive time catchment from all halls



4.2: Facilities planning model (FPM)

Sport England's FPM report provides an overview of the current and future level of provision of sports halls in West Dorset. The FPM uses data from the National Facilities Audit run as of January 2016. The FPM models the current position in 2016 (Run 1) and the future position in 2031 (Run 2).

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- ◀ In 2016 (Run 1) the FPM indicates that there are 23 sports halls across 18 sites in West Dorset. Four of these are activity halls and five are smaller than 3 courts. In addition, the FPM takes account of the new 10 court hall yet to be built at Sherborne School. This differed from the audit, which identified 12 sports halls across 11 sites, due to the FPM taking account of a new 10 court sports hall, which has yet to be built.
- ◀ The attractiveness of facilities is currently calculated at 65%. In 2031, the attractiveness of the facilities will decrease due to their age and there will be a requirement for modernisation. The audit concurs with this as, without investment it is likely that facilities which are above average will become below average or poor quality.
- ◀ Current utilisation is reported at 39.1%, which is estimated to reduce slightly to 38.2% due to the increase in supply at Sherborne (10-court hall).
- ◀ The FPM and audit reports there is a strong reliance on the education sector to provide access to sports halls.
- ◀ West Dorset has 7.3 badminton courts per 10,000 population in 2016 which increases to 7.5 courts in 2031, based on the population growth and changes in sports hall demand. This is above both the county and regional average in both runs, which again takes account of the 10 court hall yet to be built at Sherborne School.

Availability and facility management

Management and ownership across all sports halls varies. Table 4.5 illustrates site ownership and management of each site.

Table 4.5: Ownership and management of sports hall facilities

Site	Ownership	Management
Beaminster Community Sports Centre	Education Foundation	(1610) Private Company
Bridport Leisure Centre	Private Freehold	Trust
Budmouth Community Sports Centre	County Council	School
Gryphon Leisure Centre	School	District Council
Oxley Sports Centre	School	School
Piddlehinton Gym	District Council	Piddlehinton Gym Ltd
Sherborne School Sports Centre	School	School
St Osmunds Community Sports Centre	School	Trust
The Sir John Colfox School	PFI Company (Bellrock)	PFI Company (Bellrock)
The Woodroffe School	County Council	Fit School
The Thomas Hardy School	Academy	Academy
The Thomas Hardy School	Academy	Academy

There are a range of different management organisations responsible for facilities across West Dorset. The District Council only manages one site, which is the Gryphon Leisure Centre. A private company manages The Woodroffe School. All other sites are managed either by the school themselves, leisure trusts, a PFI company, or in the case of Piddlehinton Gym a private company which describes itself as a user's association. Management of the sports halls at Thomas Hardy School was transferred back to the School in September 2016, from 1610. The School now employs an evening caretaker to manage all bookings.

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Table 4.7 indicates that a variety of sports are played across the District with no particular sport dominating *per se*, however, the more popular sports in the area are indoor football, badminton and netball.

Table 4.7: Community use of sports halls in West Dorset

Availability	Site	Cts	Main sports played
Between 20 and 40 hours per week	The Woodroffe School (30.5hrs)	4	Indoor football, badminton, fitness, aerobics, Zumba, dance, netball. <i>Pay and play and block bookings available</i>
	The Sir John Colfox School (31hrs)	4	Indoor football, basketball, indoor hockey, indoor cricket, badminton, kick boxing, taekwondo. <i>Block bookings only</i>
	The Thomas Hardye School (39hrs)	4 and 4	Indoor athletics, indoor football, badminton, netball, indoor cricket, basketball, trampolining. <i>Pay and play and block bookings available</i>
	Beaminster Community Sports Centre (34.5)	3	Volleyball, badminton and netball. <i>Pay and play and block bookings available</i>
	Sherborne School Sports Centre (32hrs)	3	Basketball, indoor football, indoor cricket, fitness sessions. <i>Pay and play and block bookings available</i>
	Oxley Sports Centre (32hrs)	5	Badminton, netball, volleyball, climbing and bouldering, fitness, HIT. <i>Pay and play and block bookings available</i>
Over 40 hours per week	Budmouth Community Sports Centre (42hrs)	4	Indoor football, badminton, indoor athletics, trampolining, basketball, netball (clubs), netball regional league, dance. <i>Pay and play and Block bookings available</i>
	Bridport Leisure Centre (96.5hrs)	4	Aerobics, gymnastics, badminton, indoor rugby. <i>Pay and play and block bookings available</i>
	St Osmunds Community Sports Centre (43hrs)	4	Netball, volleyball, badminton, taekwondo, indoor cricket. <i>Pay and play and block bookings available</i>
	Gryphon Leisure Centre (48hrs)	4	Badminton. Indoor football, holiday clubs. <i>Pay and play and block bookings available</i>
	Piddlehinton Gym (96 hrs)	4	<i>Tennis, Zumba, archery, bowls, badminton. (Block bookings only)</i>

All sites offer block bookings with the majority of venues offering pay and play options also; the exceptions being Gryphon Leisure Centre and the Sir John Colfox School, which operate a key holder access system. All of the facilities which offer pay and play access employ evening staff. Community use at school sites varies from 30 - 48 hours. These times vary dependent upon whether facilities are available at weekends. Bridport Leisure Centre and Piddlehinton Gym offer the most amount of community access.

Sherborne has three sports halls, two of which are located at private schools. Both these facilities offer good levels of community access; however, it is understood that all private

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school sites do not have community use agreements in place. This means that access to these facilities can be susceptible to change, should the School so choose.

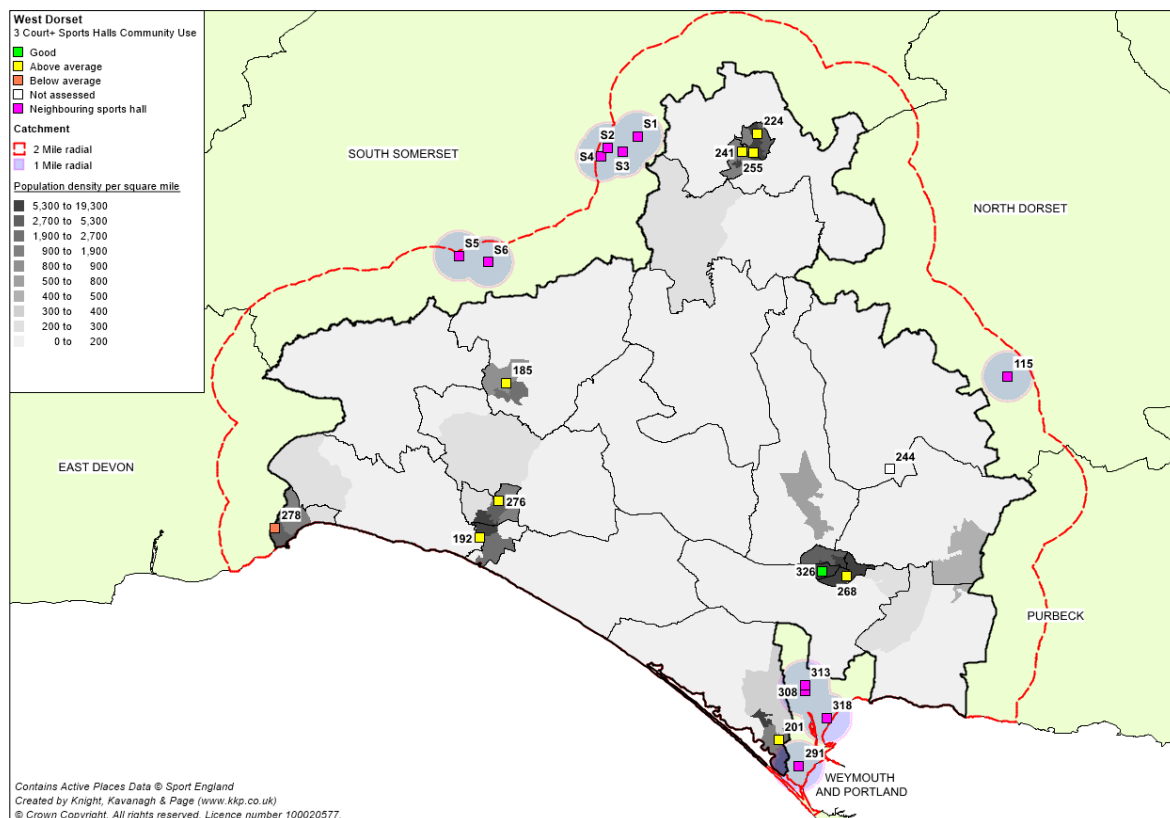
Consultation identified that all sites assessed had spare capacity which is in agreement with the finding of the FPM. Utilisation varies from site to site with Budmouth Sports Centre relatively busy at 68% utilisation according to the FPM, suggesting that it has the least number of hours available for additional use. It has a relatively full programme accommodating a range of sports, including the South and West Dorset Netball League. Bridport Leisure Centre, on the other hand, has the largest amount of spare capacity, as it offers community use during the day as well as weekends. The Sherborne sites also appear to have relatively high levels of spare capacity.

Consultation indicated that there is a paucity of local clubs within Sherborne itself, but facilities attract users from across Yeovil, in particular, including, for example, Yeovil Netball and Volleyball clubs which use Oxley Sports Centre.

Neighbouring facilities

Accessibility is influenced by facilities located outside the local authority boundary. Figure 4.5 and Table 4.8 indicates facilities within a two mile radial catchment from the West Dorset District Boundary. The two mile border is meant to be indicative of how far people might be likely to travel and serves as an example only.

Figure 4.5: Neighbouring local authority facilities, (2 mile boundaries)



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Table 4.8 Sports halls in neighbouring authorities within a 2- mile boundary

Map ID	Active Places Site Name	Courts	Access Type	Local Authority
115	Milton Abbey School	3	Pay and Play	North Dorset
291	All Saints C Of E School	4	Sports Club/CA	WPBC
308	Redlands Community Sports Hub	4	Pay and Play	WPBC
308	Redlands Community Sports Hub	6	Pay and Play	WPBC
313	The Wey Valley School & Sports College	4	Sports Club/CA	WPBC
318	Weymouth College Sports Centre	4	Pay and Play	WPBC
S1	Bucklers Mead Academy	4	Pay and Play	South Somerset
S2	Westfield Academy	4	Sports Club/CA	South Somerset
S3	Yeovil College Sports Centre	4	Pay and Play	South Somerset
S4	Preston Sports Centre	4	Sports Club/CA	South Somerset
S5	Crewkerne Sports Centre	4	Pay and Play	South Somerset
S6	Perrott Hill School	4	Sports Club/CA	South Somerset

There are 12 sports halls (on 11 sites) with three courts or more located within a two mile radius of the District's boundary. The largest concentrations are in Weymouth and Portland and also in South Somerset. There are five sports halls in Weymouth and Portland, with the biggest being Redlands Community Sports Hub; there are six sites in South Somerset, all offering four court provision. Residents who live in the south west and the north of the authority will have greater access to these sites.

Summary of supply

Within West Dorset, there are 12 facilities on 11 sites which offer a total of 47 courts which are accessible to the community. Planning permission has been granted for an additional 10 court hall as part of the Sherborne Boys school expansion, which will increase the provision to 56 courts on 11 sites by 2020. The majority of sites are either good or above average. The only site which was below average was the Woodroffe School in Lyme Regis.

All sites offer a range of sports, with no one sport dominating. Sites in Sherborne also attracted a number of sports clubs from Yeovil, which is due to the availability and accessibility of sports. All sites report that they have spare capacity, which concurs with the findings of the FPM. Utilisation varies across the District with Budmouth Community Sports Centre reporting limited spare capacity.

4.3: Demand

APS 9 suggests that 15.5 million people did some kind of sport once a week, every week. Although it indicated falls in levels of swimming participation it is still the most popular activity with 2.5 million participants per week. Athletics (although relatively broadly defined) attracts 3.3 million and cycling; 3.7 million. Football participants number 1.9 million and golf 0.73 million. Sports in which (according to APS) participation is currently on the rise include running, tennis and basketball. It consistently demonstrates that adults from higher socio economic groups are more likely to take part in sport than the converse.

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Future demand

As identified earlier, it is projected that the overall number of people in West Dorset will increase by 10,442 (10.39%) from 2016-2031, which includes a:

- ◀ Decrease of 2,609 (-3.72%) 45-54 year olds;
- ◀ Increase of 11,111 (36.82%) 65+ year olds.

The increase of 36.82% in the numbers aged 65+ will result in this cohort representing over a third of the population (37.2%) by 2031. This will result in increased demand for sports halls (most notably during the day time) when some facilities may not currently be available.

Facilities Planning Model

In the context of demand for sports halls, the FPM identifies the following:

Table 4.9: Demand findings from the FPM for Run 1 and Run 2 in West Dorset

	FPM 2016 (Run 1)	FPM 2031 (Run 2)
Satisfied demand	93.5 %	93.6%
Satisfied demand retained within West Dorset	88.9%	90.5%
Exported demand for West Dorset goes to Weymouth and Portland (5%), South Somerset (5%) and East Devon (1%)		
Levels of unmet demand	6.5%	6.4%
Unmet demand of residents living outside catchment of a hall	99.9%	99.7%
Used capacity	39.1%	38.2%
Imported use	28%	28.2%
Imported demand for West Dorset comes from South Somerset (11%), Weymouth and Portland (9%), North Dorset (3%) and Purbeck (3%) and East Dorset (2%).		

Table 4.9 indicates that majority of users of sports halls in West Dorset are satisfied with the facilities and 89% of this demand is retained within the Authority, with the remainder travelling to facilities in either Weymouth and Portland or South Somerset. Used capacity is significantly below the 80% threshold, which the FPM defines as being full, indicating that sports halls across the authority have the potential to increase the amount of activity undertaken during peak times.

NGB consultation

Badminton

The National Facilities Strategy (2012-2016) vision is 'that everyone in England should have access to a badminton court that enables them to play at the right level - for them'. APS data indicates that Badminton participation (once a week participation: 1x30 minutes for ages 16+) has fallen by c. 10% to 490,200 nationally in the last two years. Badminton England (BE) works within a framework to try and increase participation which includes the following:

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- ◀ **Play Badminton:** working with leisure operators to increase casual badminton participation, increase court usage and increase income. Supported by BE staff and national marketing and encompasses several ways to play using an audit process to identify appropriate sites and operators to work with across the regions.
- ◀ **No Strings Badminton:** social play and play weekly sessions - ideal for casual players of all abilities (ages 16+), led by a friendly, welcoming session co-ordinator.
- ◀ **Essentials:** beginners coaching courses. Learn all the badminton basics at a relaxed pace with beginners coaching sessions over 6-8 weeks, led by BE qualified coaches.
- ◀ **Battle Badminton:** casual competition leader boards; find new players (ages 18+) to play socially in matches where you pick the venue, set the rules and record your results online to earn points and rise the ranks in local and national leader-boards.
- ◀ **SmashUp!** badminton for young people. Court time for 12-16 year olds where they can get involved with fun, big hitting badminton challenges with music and mates.

To support these programmes, BE has developed Community Badminton Network areas (CBN). This is a network of clubs, education establishments, local authorities, leisure sites, CSPs and county badminton associations that are supported by Badminton England to drive up participation. West Dorset is currently classed as a CBN, with the nearest performance centres located in either Bournemouth or in Exeter. Activators are recruited within the County through local clubs to deliver the framework programmes to both generate interest in the sport and to direct participants to clubs.

Consultation indicates there are three BE affiliated Clubs in West Dorset. These are:

- ◀ Gryphon Badminton Club.
- ◀ Bridport Royals Badminton Club.
- ◀ Dorchester Badminton Club.

Gryphon Badminton Club is the largest club in the area; it trains at the Gryphon School for four nights each week and competes in both the Dorset and the South East Somerset leagues. It reports a positive relationship with WDDC, which manages the site, and can hire additional courts if it chooses too. The Club currently has 81 members with a mixture of juniors and seniors. It has worked with local schools and community organisations to generate this relatively high level of participation.

Bridport Royals Badminton Club plays and trains at Bridport Leisure Centre. It has 22 members and accommodates three mixed teams which compete in the West Dorset and the South East Somerset leagues. It would like to grow but indicates that it is inhibited by the lack of qualified coaches and junior members; it has recently approached Badminton Dorset for assistance.

Dorchester Badminton Club is also affiliated to BE and trains at St. Osmond's Community Sports Centre. The Club has 25 members and trains once a week. It plays in the South East Somerset, Top Bracket Bournemouth and West Dorset leagues. It has a good relationship with centre management and is satisfied with the facilities. It also works closely with BE to encourage talented players to attend the development centre in Bournemouth; this is hosted at LeAF Studio School, which is a nine court facility.

Clubs reported that there is limited consultation with BE and the County Association to support both club and player development. In particular, they report that they would like better support for coaches and club development, to justify the current affiliation fee.

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As well as the affiliated clubs, there are also a number of social groups playing badminton across the District. These are not affiliated with BE and offer social, informal badminton. Consultation indicates sessions occurring in Lyme Regis and Bridport.

Table 4.10: Market segmentation and likely target audiences in West Dorset for badminton

Badminton	
◀	2.1% (1,662) of people currently play badminton and a further 1.8% (1,385) indicate that they would like to, giving an overall total of 3.9% (3,048).
◀	4.5% of Ben's play badminton, which is the largest proportion of any group playing badminton, closely followed by the Tim segment at 4.0%.
◀	The groups with the largest of the local population playing badminton are the Tim's (15.8%) and Philip's (14.4%).
◀	The groups with the most people who would like to play are Philip (13.0%) and Tim (12.0%).
◀	The main group to target, for additional players due to size and interest is, therefore Philip.

Basketball

The main priorities for Basketball England (BE) are identified as to:

- ◀ Create and maintain a culture of frequent, consistent and continued participation.
- ◀ Provide a clearly defined talent development pathway from the grassroots through to world class performance.

It understands the sport's dependence upon the availability of affordable indoor facilities and equipment. For it to maintain and grow participation, formal and informal, it needs ongoing development of a comprehensive network of indoor venues. It is, therefore, working alongside partners to create affordable, accessible and suitable indoor facilities to meet the demand for court-time to play and to practice, thereby increasing participation and improving performance. Accessing indoor basketball courts remains one of the biggest challenges in BE's efforts to develop the sport at all levels.

Affiliated clubs are important in delivering regular participation opportunity and play a part in both participation and talent programmes. Accordingly, increased club access to indoor basketball facilities (with multiple courts) will be required to deliver its planned outcomes for participation via programmes including, satellite clubs, Premier league 4 Sport and Talent Development.

Access to secondary school indoor basketball facilities is of prime importance as England Basketball seeks to take advantage of Sport England's commitment to open up school facilities for local community use. The recent State of the Nation Report on sports halls from Sport England showed that 76% are located on educational sites. As well as improving access to existing indoor sports facilities England Basketball is continuing to develop capital projects, building facilities with multiple basketball courts for use by clubs to boost participation and drive talent outcomes.

Sherborne Boys School indicates that South Coast Tigers Basketball Club has a junior academy session which operates one night a week at the School. It is understood that it offers both male and female training sessions and recruits across the county for players.

Weymouth Basketball Club trains at Budmouth College and competes in the Solent Area Basketball League. Although the Club is not based in the District, it trains once a week at

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the facility resulting in residents, particularly in the West of the District having access to a basketball session. Membership is currently rising and stands at 80 members, with a combination of both juniors and seniors. It uses the facility due to price and appropriate training times and reports a good relationship with the venue.

Table 4.11: Market segmentation and likely target audiences in Wets Dorset for basketball

Basketball
<ul style="list-style-type: none">0.5% (386) of people currently play basketball and a further 0.3% (242) indicate that they would like to, giving an overall total of 0.8% (629).3.4% of Ben's play basketball, which is the largest proportion of any group playing basketball, closely followed by the Jamie segment at 2.7%.The groups with the largest of the local population playing basketball are the Ben's (33.4%) and Tim's (13.5%).The groups with the most people who would like to play are Ben (28.1%) and Tim (16.5%).The main group to target, for additional players due to size and interest is, therefore Ben.

Netball

England Netball is working to deliver a wide range of netball products to achieve its 10:1:1 vision and the netball county of Dorset is a priority area. The vision is broken down into the following segments:

- 10 – grow participation in the game by an average of 10,000 participants per annum.
- 1 – deliver a 1st class member and participant service.
- 1 – establish England Netball as the number one team in the world by Winning the World Netball Championships.

Each authority within England is ranked based on the opportunities available to play Netball. Dorset is listed as a priority area with a specific focus on developing youth participation. The NGB works with all schools in the County to ensure that the sport is delivered as a core sport in both Key Stage Two and Three and has also established a development pathway for junior players through regional satellite academies. There are four regional satellite academies which are listed below. These satellite academies target children in Key Stage Three which have been identified by PE staff.

- Weymouth Academy- Budmouth Sports Centre.
- Blanford Forum- Bryanston School.
- Poole- Canford Sports Centre.
- Bournemouth- Sir David English Leisure Centre.

Girls who excel in these satellite clubs are then progressed to the County Academy which is based at both Sir David English Sports Centre and Canford Sports Centre.

Dorchester Netball Club is the only affiliated netball club in West Dorset. It trains during the winter at The Thomas Hardy School, using one of its sports halls. During the summer months it trains at Dorchester Middle School on outdoor courts.

The Club has a very strong junior section, with 94 under 16 members and also supports an adult section with 30 members. The Club competes in the South and West Dorset Netball League, which is played at Budmouth sports Centre in Weymouth. It identifies excellent working relationships with both schools, suggesting that court hire is offered at a

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reasonable cost which the Club can accommodate. It understands that The Thomas Hardye School is currently looking at redeveloping its outdoor netball courts, and would like to see this development accommodate covered provision to allow netball to expand and grow in the District. It has suggested that it can also assist with funding for such a proposal.

Back to Netball sessions are held at Beaminster Sports Centre and Woodroffe School. Both sites report that the sessions are popular and the Beaminster project is on the verge of forming a team to compete in the local league.

All clubs report that participation numbers are strong, particularly at junior level. Attracting players, however, from the West of the District is difficult due to the strong presence of clubs in Axminster. It is reported that residents (particularly in Lyme Regis and Bridport) compete in the Devon leagues.

The District also hosts the regional netball league (South and West Dorset Netball League), which is played at Budmouth College each Thursday evening. The League comprises a summer and winter league, with a variety of different sub categories accommodating both junior and senior players. The majority of the senior teams which compete are social teams with limited England Netball affiliated teams attending. The League attracts players from Weymouth, Portland and Dorchester and is supported by England Netball.

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Table 4.12: Market segmentation/likely target audiences – netball in West Dorset

Netball
<ul style="list-style-type: none"> ◀ 0.4% (296) of people currently play netball and a further 0.3% (253) indicate that they would like to, giving an overall total of 0.7% (550). ◀ 2.2% of Leanne's play netball, which is the largest proportion of any group playing netball, closely followed by the Chloe segment at 1.9%. ◀ The groups with the largest of the local population playing netball are the Chloe's (25.3%) and Helena's (15.5%). ◀ The groups with the most people who would like to play are Chloe (28.1%) and Helena (13.4%). ◀ The main group to target, for additional players due to size and interest is, therefore Chloe.

Table tennis

Table Tennis is strong in the County with smaller venues (mainly village halls) playing host to local teams. Within West Dorset there are three affiliated teams which compete in the Weymouth Table Tennis League. These are:

- ◀ Dorchester Table Tennis Club.
- ◀ Colliton Table Tennis Club.
- ◀ Shipton Table Tennis Club.

All clubs play at least once a week, with a focus on social participation as well as encouraging participation. Table tennis is also available at all leisure centres on a pay and play basis.

Table 4.13: Market segmentation/likely target audiences – table tennis in West Dorset

Table Tennis
<ul style="list-style-type: none"> ◀ 0.5% (399) of people currently play table tennis and a further 0.2% (171) indicate that they would like to, giving an overall total of 0.7% (571). ◀ 0.7% of Ben's play table tennis, which is the largest proportion of any group playing table tennis, closely followed by the Philip segment at 0.7%. ◀ The groups with the largest of the local population playing table tennis are the Ralph & Phyllis's (16.0%) and Philip's (13.5%). ◀ The groups with the most people who would like to play are Roger & Joy (18.1%) and Tim (11.7%). ◀ The main group to target, for additional players due to size and interest is, therefore Roger & Joy.

Indoor Athletics

Dorchester Athletic Club uses the sports hall at Thomas Hardy School as part of its winter junior training programme. The Club uses the facility once a week from September to March.

Dorchester Athletics Club is the main athletics club in the District, and is based at the School for both junior and senior sections. During the summer months a grass track is cut into one of the outdoor football pitches and it also uses the synthetic track in Yeovil during the summer.

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Table 4.14: Market segmentation/likely target audiences – athletics in West Dorset

Athletics
<ul style="list-style-type: none"> ◀ 1.5% (1,186) of people currently take part in athletics and a further 0.9% (742) indicate that they would like to, giving an overall total of 2.4% (1,929). ◀ 5.1% of Ben's take part in athletics, which is the largest proportion of any group taking part, closely followed by the Tim segment at 5.0%. ◀ The groups with the largest of the local population taking part in athletics are the Tim's (27.7%) and Philip's (20.2%). ◀ The groups with the most people who would like to take part are Tim (22.9%) and Philip (20.5%). ◀ The main group to target, for additional participants due to size and interest is, therefore Tim.

Summary of Demand

Consultation indicates that there is a range of sports on offer, including competitive clubs in netball, athletics, table tennis and badminton. Sites are also attracting clubs from other local authorities due to choice, capacity and price. There are a lack of clubs, particularly netball in the west of the District, which is resulting in players travelling across the border to Devon to access the opportunity to compete and train with affiliated clubs.

4.4: Supply and demand analysis

Supply and demand is summarised in the following points:

- ◀ There are 12 3+ courts sports halls on 11 sites which have community use in the District which differs from the FPM. The FPM identifies there are 24 on 18 sites.
- ◀ The number of 3+ plus halls is expected to increase to 13 on 11 sites by 2020, with Sherborne Boys School expanding its provision with an additional 10 court hall.
- ◀ The audit and assessment concluded that the attractiveness of the majority of facilities is above average. The FPM and the audits suggests the attractiveness of these facilities will fall between 2016 and 2031 with investment in maintenance being required.
- ◀ The FPM highlights that imported demand is 28%, i.e. people travelling from outside the local authority boundary to use facilities within the District. Consultation identifies sites in Sherborne and Budmouth are used by clubs from neighbouring authorities, on a regular basis which concurs with the FPM. This is reportedly due to facilities being accommodating, having available capacity, and offering competitive prices.
- ◀ Satisfied demand, reported by the FPM is currently 93.5%. This indicates that the majority of residents can access a sports hall.
- ◀ All sites report that there is spare capacity for block booking and pay and play activities,

4.5: Sport England's Facilities Calculator (SFC)

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

- ◀ Facility location compared to demand.
- ◀ Capacity and availability of facilities – opening hours.

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- ◀ Cross boundary movement of demand.
- ◀ Travel networks and topography.
- ◀ Attractiveness of facilities.

Table 4.15: SFC applied to DCC data for sports halls in West Dorset

	Population 2016	Population estimate 2031
POPGROUP population projections	100,535	110,977
Population increase	-	10,442
Facilities to meet additional demand	-	2.64 courts
Cost		£1,448,866

Calculations assume that the current sports hall stock remains accessible for community use and the quality remains the same. It appears that the projected increase in population will lead to an increase in demand for sports hall space. The SFC indicates that there will be a requirement for an additional 2.64 (badminton) courts, up to 2031, which is estimated to cost £1.4m.

It should be noted that both the FPM and audit identify a current supply over demand balance even at peak times. The estimated increase in demand is, therefore, likely to be accommodated through the current stock of sports halls.

4.6: Summary of key facts and issues

<ul style="list-style-type: none"> ◀ There are 12 three court sports halls on 11 sites in WDDC available for community use. ◀ This totals 47 community accessible courts ◀ This will increase to 13 sports halls on 11 sites, as Sherborne Boys School has recently received planning permission agreed to add an addition 10 court hall to its site. ◀ Day time access to sports halls may be an issue in certain areas, as the majority of sports halls are on educational sites. This could impact on use, particularly for retired people wanting day time access to facilities. ◀ The quality of the majority of halls is either good or above average. ◀ Budmouth Sports Centre reports limited capacity (64%) to increase block bookings during peak periods. Bridport had the most available spare capacity. ◀ There is capacity for clubs to expand their sports offer if they wish to. ◀ This concurs with the FPM. Utilisation is currently at 39.1% and will reduce to 38.2% across all sites by 2031. ◀ The County of Devon attracts netball players from the west of the District ◀ There is cross border demand from Yeovil and Weymouth on sports halls in the District. ◀ There are a number of strong clubs using the facilities in the District, offering sports including badminton, netball, table tennis and athletics.
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SECTION 5: SWIMMING POOLS

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

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

The NGB responsible for administering diving, swimming, synchronised swimming and water polo in England is the Amateur Swimming Association (ASA).

5.1: Supply

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

5.2: Sport England Facilities Planning Model (FPM)

Both runs identify ten swimming pools on eight sites in West Dorset. These are:

- ◀ Main and learner pool at Dorchester Sports Centre.
- ◀ Main and learner pool at Bridport Leisure Centre.
- ◀ Main swimming pools at Sherborne and Leweston schools and Oxley Sports Centre.
- ◀ Single swimming pools at Beaminster Community Sports Centre, Highlands End Farm Leisure Club and Warmwell Holiday Park.

All pools supply a total of 2,458vpwpp (visits per week in the peak period). This will remain the same in 2031.

The average age of the pools in 2016 is 23 years. Three of the five pools were built before 1990 and have been modernised, therefore, it is assumed that their quality will remain constant. Three pools are on education sites (Sherborne, Leweston and Oxley Sports Centre) and as such have restricted access.

Quantity

This audit identifies 23 pools at 17 sites. The location of these facilities is illustrated in Figure 5.1 displayed overleaf.

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Figure 5.1: All identified swimming pools in West Dorset

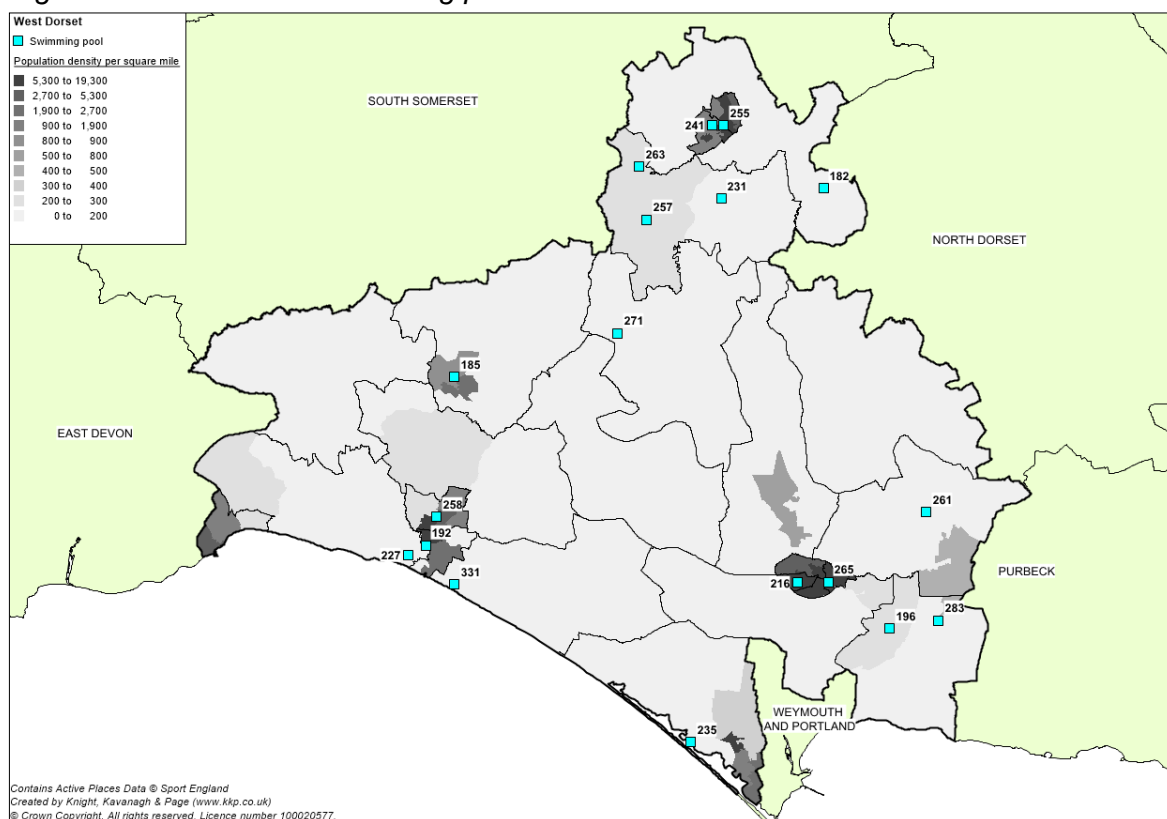


Table 5.1: All swimming pools and sites in West Dorset

Map ID	Site Name	Size	CU*	Facility Type
182	All Saints CE VC Primary School	0 x 5m	No	Learn/Teach/Train
185	Beaminster Community Sports Centre	4 x 25m	Yes	Main/General
192	Bridport Leisure Centre	6 x 25m	Yes	Main/General
192	Bridport Leisure Centre	0 x 12m	Yes	Learn/Teach/Train
196	Broadmayne First School	0 x 12.4m	Yes	Lido
216	Dorchester Sports Centre	6 x 25m	Yes	Main/General
216	Dorchester Sports Centre	0 x 15	Yes	Learn/Teach/Train
227	Highlands End Farm Leisure Club	0 x 20m	No	Main/General
231	Leweston School	4 x 25m	No	Main/General
235	Moonfleet Manor Swimming Pool	0 x 10m	Yes	Learn/Teach/Train
235	Moonfleet Manor Swimming Pool	0 x 7.2m	Yes	Learn/Teach/Train
241	Oxley Sports Centre	6 x 25m	Yes	Main/General
255	Sherborne School Sports Centre	4 x 25m	Yes	Main/General
257	St Andrews CE Primary School	0 x 15m	Yes	Lido
258	St Catherines RC Primary School	0 x 12m	No	Lido
261	St Marys C of E Middle School	0 x 16.5m	No	Lido
263	St Marys C of E Primary School	0 x 12m	No	Lido
265	St Mary's Catholic First School	0 x 11.5	No	Lido
271	Summer Lodge Country House Hotel	0 x 12m	Yes	Learn/Teach/Train
283	Warmwell Holiday Park	0 x 25m	Yes	Main/General
331	Jurassic Fun Centre (Freshwater)	N/a	Yes	Main/General
331	Jurassic Fun Centre (Freshwater)	N/a	Yes	Learner/TeachTrain
331	Jurassic Fun Centre (Freshwater)	N/a	Yes	Leisure Pool

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CU denotes community use hours*

Lidos serve specific market segments during the summer months and, in some instances, are heated. Despite offering community access (pay and play basis) and some club activity throughout summer months, they are excluded from the assessment because they are not available throughout the whole year. Thus, the following should be removed from the assessment:

- ◀ St Catherines RC Primary School.
- ◀ St Marys C of E Middle School.
- ◀ St Marys C of E Primary School.
- ◀ St Mary's Catholic First School.
- ◀ Broadmayne First School.

Further, the following pools are in the FPM but have been removed from the assessment due to the variety of reasons:

- ◀ Warmwell Holiday Park is a holiday fun pool which has restricted access and does not allow for community use.
- ◀ Highlands End Farm Leisure Club and Leweston School also have restricted access with no community pay and play opportunities.
- ◀ Beaminster Community Sports Centre is a seasonal pool and is only open for six months of the year.

The swimming pools at Bridport, Sherborne (Sherborne Boys School and Oxley) and Dorchester are all identified as accessible for community use due to their availability and size. Second pools (learner) at Dorchester and Bridport, whilst smaller than those normally assessed under ANOG, are also included as these pools are used, particularly for swimming lessons.

In conclusion, the audit identifies six pools on four sites and does not agree with the FPM findings (10 pools on eight sites) due to the explanations presented above.

Quality

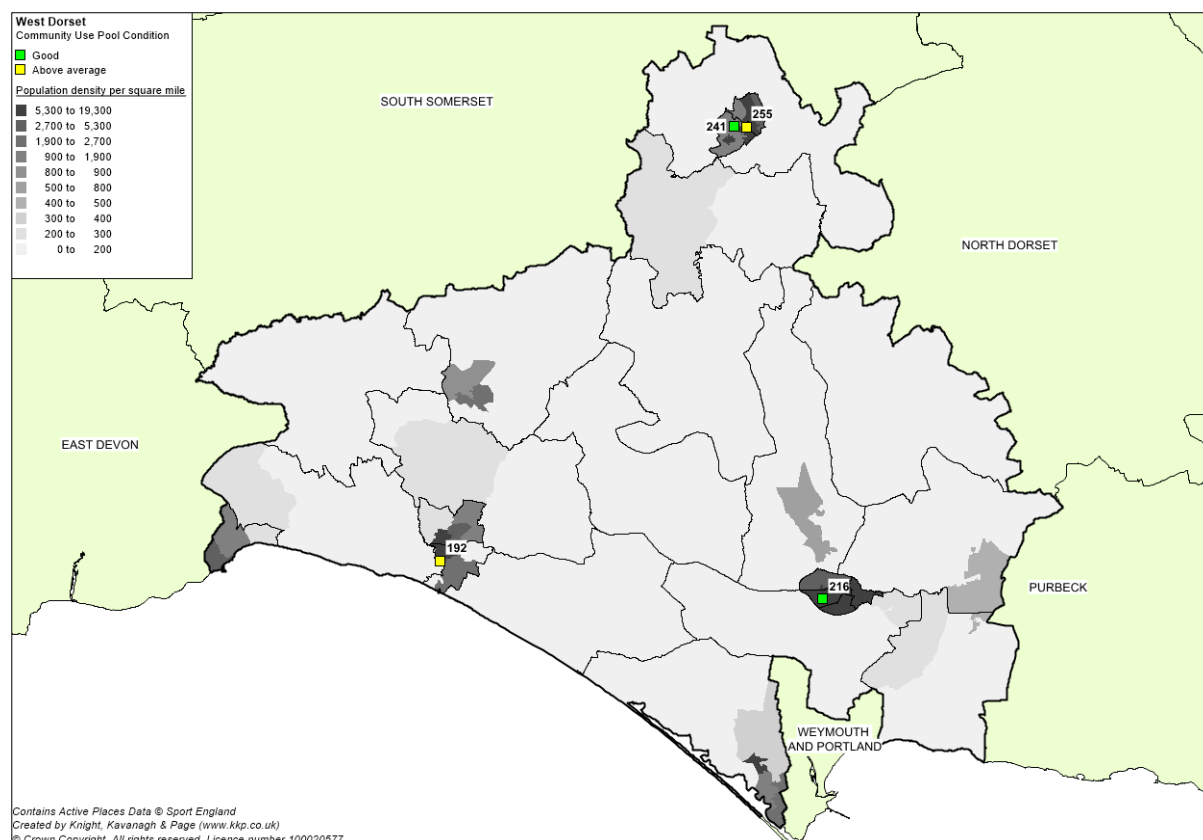
As part of the assessment, KKP visited the community accessible pools and completed non-technical visual assessments. It is necessary to include an assessment of changing provision as this can also play a significant role in influencing and attracting users. The quality ratings of the four sites which allow community use are shown in Table 5.2 and Figure 5.3.

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Table 5.2: West Dorset Swimming Pools with community use by condition

Map ID	Site Name	Lanes	Length	Condition	
				Pool	Changing
192	Bridport Leisure Centre	6	25	Above average	Below average
192	Bridport Leisure Centre	0	12	Above average	Below average
216	Dorchester Sports Centre	6	25	Good	Good
216	Dorchester Sports Centre	0	15	Good	Good
241	Oxley Sports Centre	6	25	Good	Above average
255	Sherborne School Sports Centre	4	25	Above average	Above average

Figure 5.3: West Dorset Swimming Pools with community use by condition



The assessment identifies that all pools are either good or above average. The good pools are Oxley and Dorchester. Sherborne, with a population of under 10,000 has two swimming pools which have community access. The levels of access vary but both offer swimming lessons and public swimming opportunities.

Accessibility

Swimming pool accessibility is influenced by physical (i.e. built environment) and human (i.e. management) elements. Appropriate walk and drive-time catchments are applied to swimming facilities to determine accessibility of facilities to communities. The normal acceptable standard is a 20 minute walk time (1 mile radial catchment) for an urban area

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and a 20 minute drive time for a rural area. This enables analysis of the adequacy of coverage and helps to identify areas currently not serviced by existing provision.

Figure 5.4: One mile radial catchments of swimming pools with quality

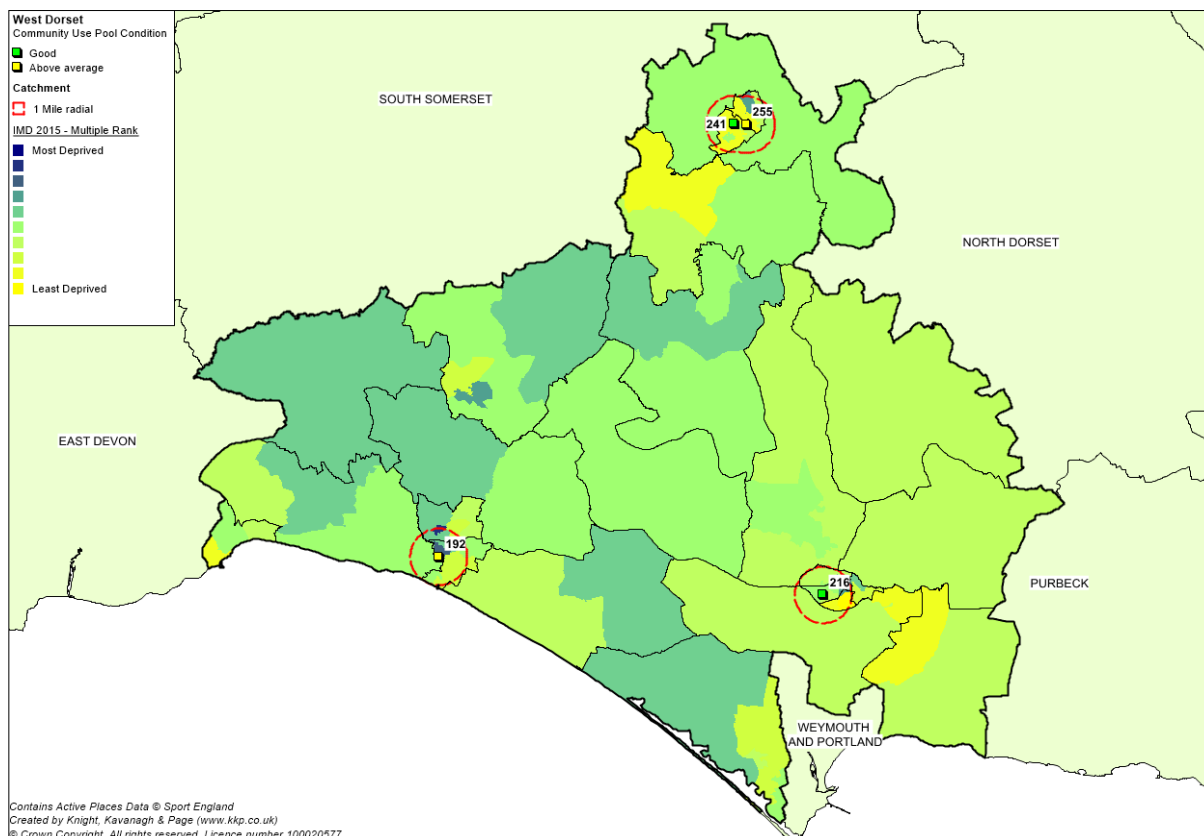


Table 5.3 Radial catchment of swimming pools using 20 minute walk on IMD

IMD 2015 10% bands	West Dorset			Swimming pools (20m+ length) with community use. Catchment populations by IMD		
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	0	0.0%	0	0.0%	0	0.0%
10.1 - 20	1,383	1.4%	812	0.8%	571	0.6%
20.1 - 30	1,680	1.7%	1,680	1.7%	0	0.0%
30.1 - 40	5,180	5.2%	3,142	3.2%	2,038	2.0%
40.1 - 50	14,508	14.6%	3,385	3.4%	11,123	11.2%
50.1 - 60	22,971	23.1%	4,982	5.0%	17,989	18.1%
60.1 - 70	29,752	29.9%	7,418	7.5%	22,334	22.5%
70.1 - 80	10,682	10.7%	1,876	1.9%	8,806	8.9%
80.1 - 90	10,720	10.8%	5,135	5.2%	5,585	5.6%
90.1 - 100	2,539	2.6%	2,164	2.2%	375	0.4%
Total	99,415	100.0%	30,594	30.8%	68,821	69.2%

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Figure 5.4 and Table 5.3 highlight that:

- ◀ Just over under a third (30.8%) of the population lives within a mile of a community accessible swimming pool.
- ◀ Just over 3% percent of the District's population live in the most deprived areas, compared with c.30% nationally, which equates to 3,063 people.
- ◀ Of the most deprived communities, four fifths of residents (81% - 2,492 people) live within a mile of a community accessible swimming pool.

The 20 minute drive time catchment is identified in Figure 5.4

Figure 5.4: 20 minute drive time catchment from community accessible swimming pools

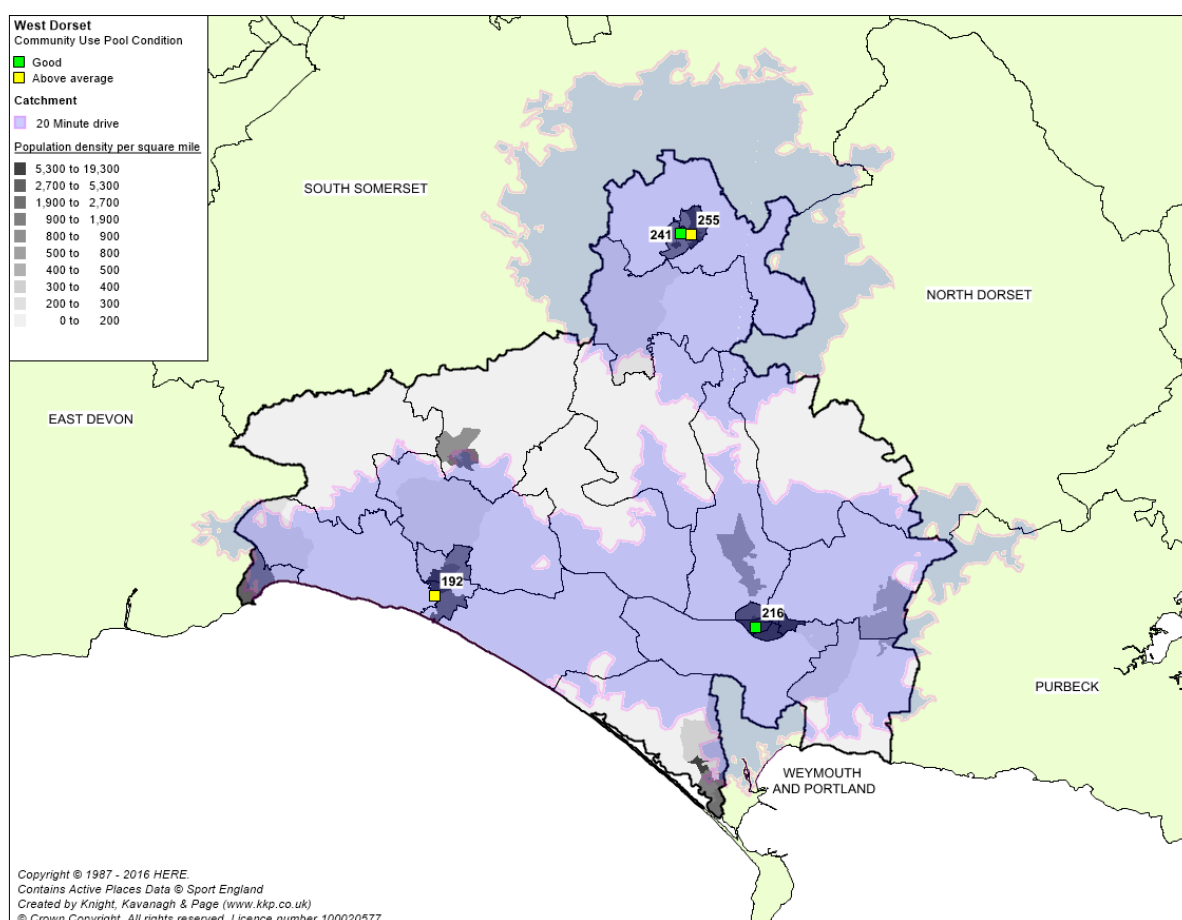


Figure 5.4 illustrates that most of the District can access a swimming pool within 20 minutes' drive time. This equates to 80.8% (81,404). Significant areas of the north, including the town of Beaminster do not have access to a community swimming pool although, as identified above, Beaminster pool opens for six months from April to September each year. In addition, car ownership in the District stands at 85% meaning that the majority of residents can travel 20 minutes or beyond to access a pool.

Figure 5.5 identifies pools within a two mile boundary of the District. Although Beaminster residents may be outside of a 20 minute drive from other West Dorset pools, they also have access to Crewkerne Aqua Centre which is within South Somerset.

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Management and maintenance history

Dorchester Swimming Pool is the most modern swimming pool in the District. Built in 2012, it is part of £8 million pound investment by Dorset County Council and WDDC. The facility has eight lanes and a learner pool and is currently operated by 1610 Leisure.

Sherborne has two community accessible pools, both of which are located on education sites. Both pools are managed and owned by the respective schools, have pay and play opportunities and offer a variety of programmed sessions. The swimming pool at Sherborne Boys School was built in 1978 and underwent a major refurbishment, including converting the pool to a deck level site in 2013. Oxley Pool (Sherborne Girls School) was built in 2007 and consultation indicates no recent upgrades.

Bridport Swimming Pool is the only accessible (all year round) swimming pool for residents living in the west of the authority, and is, therefore, strategically significant for many residents in the District. The site was built in 1991 and has a main and a learner pool. It is subsidised by WDDC up to £170,000 per annum. The Centre is the only trust run facility in the District, therefore making it susceptible to council subsidy cuts. This could put the long term sustainability of the Centre in jeopardy.

Table 5.4 identifies all facilities in the County which receive subsidy to support the maintenance and running costs of individual facilities. In West Dorset, Bridport Leisure Centre and, Dorchester Sports Centre receive subsidies.

Table 5.4: Level of subsidy per annum per facility in Dorset

Facility	Subsidy (2016)
Queen Elizabeth Leisure Centre (East Dorset)	£260,000 <i>p.a.</i> -in house management
Two Riversmeet, (Christchurch)	£130,000 <i>p.a.</i> –in house management
Verwood Hub (East Dorset) Potterne Park Emmanuel Sports Hall (dual facility)	£230,000 <i>p.a.</i> - in house management
Purbeck Leisure Centre (Purbeck District Council)	£300,000 <i>p.a.</i> - in house management
Dorchester Sports Centre (West Dorset)	£70,000 <i>p.a.</i> - 1610 Ltd (contract ends in 2022)
Blandford Leisure Centre (North Dorset)	£200,000 <i>p.a.</i> – Everyone Active
Bridport Leisure Centre	£170,000 per annum
Ferndown Leisure Centre	£490,000 <i>pa-</i> Places for People (Contract ends 2020)

Table 5.4 indicates the level of subsidy for facilities across Dorset. Sport and leisure services are discretionary and as such are susceptible to financial cuts, given ongoing austerity measures and the re-organisation which Dorset is currently in the process of undergoing.

Neighbouring Facilities

Accessibility is also influenced by facilities within easy reach of the District. Figure 5.5 and Table 5.5 indicate the swimming pools available for community use which are found within

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two miles of the local authority boundary. The two mile border is meant to be indicative of how far people might be likely to travel and serves as an example only.

Figure 5.5: Community accessible pools within a two mile boundary of West Dorset.

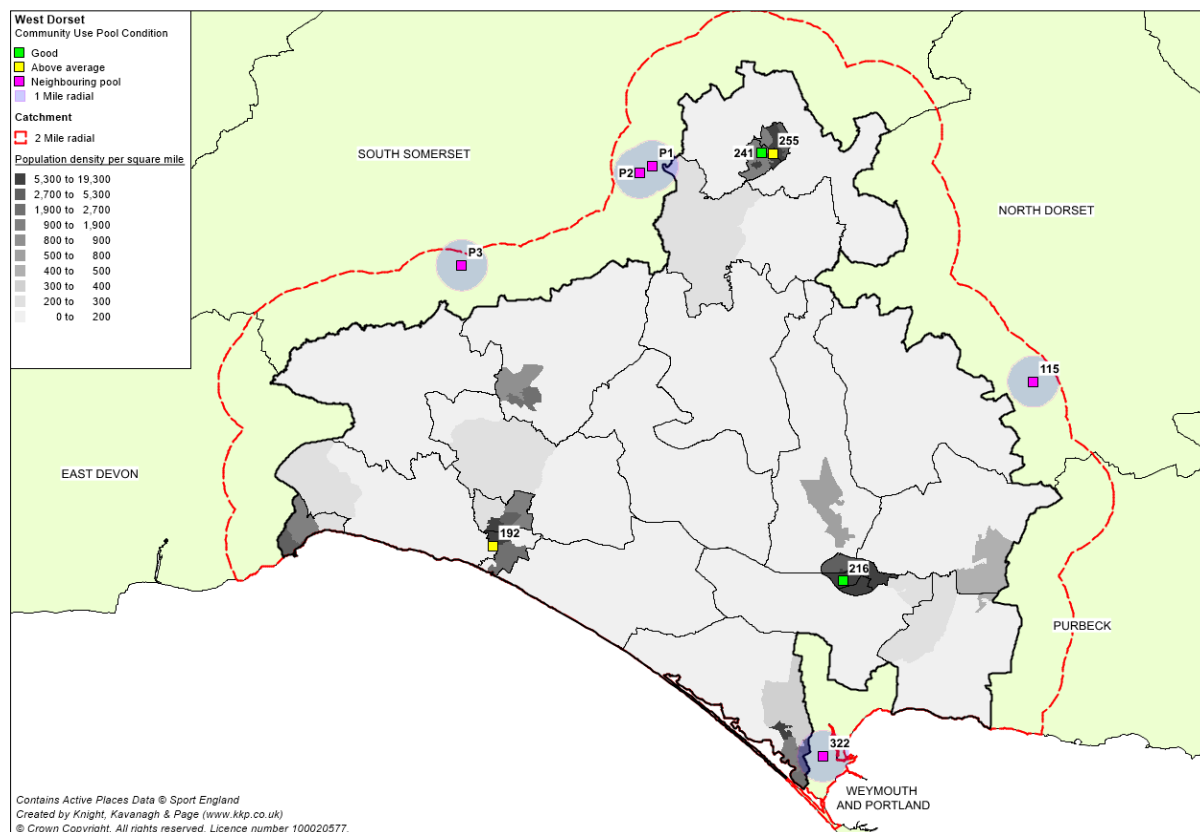


Table 5.5: Community accessible swimming pools within a 2 mile catchment West Dorset

Map ID	Active Places Site Name	Size	Access Type	Local Authority
115	Milton Abbey School	4 x 25m	Pay & Play	North Dorset
322	Weymouth Swimming & Fitness Centre	6 x 25m	Pay & Play	Weymouth & Portland
P1	Nuffield Health (Yeovil)	4 x 20m	Reg. mem	South Somerset
P2	Goldenstones Pools & Leisure	6 x 25m	Pay & Play	South Somerset
P3	Crewkerne Aqua Centre	4 x 25m	Pay & Play	South Somerset

There are five swimming pools which offer community access located within two miles of West Dorset. Three are located in South Somerset, to the North West of West Dorset; Weymouth Swimming and Fitness Centre is located to the south and Milton Abbey School is located to the East.

5.3: Demand

In the context of demand for swimming pools, the FPM identifies the following:

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Table 5.6: Demand findings from the FPM for Run 1 and Run 2 in West Dorset

	FPM 2016 (Run 1)	FPM 2031 (Run 2)
Total demand	3975 vppw	6,183 vppw
Satisfied demand	90.7%	89%
Satisfied demand retained within West Dorset	82%	82%
Exported demand goes South Somerset (6%) and Weymouth and Portland (18%).		
Levels of unmet demand	9.3%	9.3%
Unmet demand of residents living outside catchment of a swimming pool	99.6%	99.6%
Used capacity	39%	43%
Imported use	31%	31%
Imported demand for West Dorset comes from South Somerset (17%), Weymouth and Portland (8%), North Dorset (4%) and Purbeck (2%).		

Table 5.6 indicates that there is very little change in the demand for swimming pools in West Dorset between now and 2031, with satisfied demand remaining at about 90% and unmet demand at about 9%. Used capacity is around 40% indicating that pools have scope to accommodate more users. The FPM reports that Sherborne Boys School has the highest unused capacity (76%) followed by Bridport at 63%.

NGB and swimming club key issues

NGB Consultation

Consultation with the Amateur Swimming Association (ASA) confirms that the headline objectives of 'More people learning to swim, more people swimming regularly, more medals on the world stage,' contained within the ASA Strategic Plan – 2013-17 remain. The NGB is currently developing a national facilities strategy.

It considers all usable swimming pools in WDDC to be important for the sport and focuses on providing adequate water space for the relevant population. Local Authority pools are of particular importance to the ASA given their ability to support its key objectives to increase participation and support the talent base (club usage). It should be noted that there is no capital funding available from the ASA, however, by working closely with Sport England it aims to target funding at projects that will have the greatest impact on increasing participation and benefit the sport and its clubs.

The NGB states that county-wide there is a slight over supply of water space, therefore, it is important to grow the sport in this space must be utilised more or become more available to clubs. Participation as measured by the Active People Survey, swimming has been in sharp decline over the past 12 months. The ASA's research with pool operators show that swimming pool throughput is growing (e.g. children's swimming lessons) however, not all of this participation counts towards the APS measure of 1 x 30 participation.

The ASA also supports clubs with coaching and pool time. It identifies the key challenges are to enhance club workforce development, ensure that pool operators keep hire charges at a reasonable price and to offer clubs some peak time slots to allow them to develop.

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Club Consultation

The ASA identifies there are two Swim 21 affiliated clubs in West Dorset (West Dorset Swimming Club and Bridport Barracudas). In addition, Yeovil Swimming Club (Somerset), which is also affiliated to the ASA uses the swimming pools in Sherborne.

West Dorset Swimming Club is the largest club and uses 15 hours pool time at Dorchester Leisure Centre and one hour a week at Bridport Leisure Centre. Membership is currently c. 300 with a waiting list in some age groups. It not only offers competitive swimming, but also water polo and synchronised swimming. Consultation indicates that the Club is well run with a strong volunteer base and experienced coaches. It has a good relationship with 1,610 (the leisure operator), but requires more pool time in order to alleviate the waiting list. To address this, the Club has recently hired pool time at Bridport Leisure Centre; it does not, however, wish to conflict with Bridport Barracudas Swimming Clubs so will restrict its development at this site. The Club also has a successful waterpolo section with a number of players currently representing the County in national competitions.

Although not based in West Dorset, Yeovil Swimming Club utilises the swimming facilities in Sherborne (acknowledged in the FPM findings). It currently has 28 hours of pool time in the District, utilising all three pools (Sherborne Boys, Sherborne Girls and Leweston swimming pools). In particular, it has significant use at Oxley Leisure Centre, hiring 14 hours per week.

The Club indicates that it uses pools in Sherborne due to the quality, cost of hire, choice of facilities, and full pool access at suitable times. Oxley Swimming Pool has timing pads which allows the Club to develop its performance squad. It also utilises 17 hours in Yeovil's main pool (Goldenstones) but feels that it does not have the same flexibility and choice it receives in Sherborne. It also utilises Millfield School's 50m pool located in Street.

Bridport Barracudas currently accesses 12 hours of pool time and has 130 members. Membership has reduced in the last year, which is, reportedly, due to a lack of coaches and volunteers able to deliver the sessions. Swimmers have been attracted to other clubs with appropriately qualified and experienced coaches.

Bridport Leisure Centre also has a water polo club (Bridport Barracudas Waterpolo club) which trains for one hour per week. Similarly, membership has fallen and the Club currently has 10 active members. It competes in the Dorset Water Polo League but some matches have had to be cancelled due to a lack of players/swimmers. Again, a lack of volunteers is cited as a key reason the Club is failing.

Table 5.7: Market segmentation for swimming and likely target audiences in West Dorset

Swimming	
◀	13.6% (10,728) of people currently swim and a further 12.8% (10,084) indicate that they would like to, giving an overall total of 26.4% (20,813).
◀	25.3% of Alison's swim, which is the largest proportion of any group swimming, closely followed by the Chloe segment at 24.1%.
◀	The groups with the largest of the local population swimming are the Elaine's (11.4%) and Roger & Joy's (10.4%).
◀	The groups with the most people who would like swim are Elaine (12.3%) and Roger & Joy (10.8%).
◀	The main group to target, for additional swimmers due to size and interest is, therefore Elaine.

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5.4: Supply and demand analysis

Supply and demand analysis indicates the following:

- ✦ The FPM indicates a supply for swimming pools in West Dorset (2016 run) is 15,466 vpwpp and the demand is 3975 vpwpp. Supply will remain the same in 2031, however demand will increase to 6,183.
- ✦ To maintain the quality of pools, the FPM states that regular maintenance is required.
- ✦ Average facility utilisation in WDDC is 43% in 2016; increasing slightly to 57% in 2031.
- ✦ Used capacity varies in the District, with Sherborne Boys School having 24% and Bridport 37% in 2016, which indicates that they have a significant amount of spare capacity.

5.5: Sport England’s Facilities Calculator (SFC)

As is explained above this has no spatial dimension and should not be used for strategic gap analysis. Its calculations assume that the current swimming stock remains accessible for community use and the quality remains the same.

Table 5.8: SFC applied to DCC data using POPGROUP software in West Dorset up to 2031

	Population 2016	Population estimate 2031
DCC projections	100,535	110,977
Population increase	-	10,442
Facilities to meet additional demand		1.94 lanes 0.49 pools
Cost		£1,782,686

These calculations assume that the current swimming stock remains accessible for community use and the quality remains the same. It appears that the projected increase in population will create additional demand for facilities (1.94 lanes) in West Dorset.

Based on the FPM utilisation data and local consultation, this increase in demand can be accommodated within the current facilities.

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5.6: Summary of key facts and issues

In summary, the above consultation and analysis would indicate that WDDC is in the following position with regards to its swimming pool provision:

- ◀ There are six community accessible swimming pools based at four sites in the District.
- ◀ This does not concur with the FPM which identifies ten pools on eight sites.
- ◀ Three pools are rated as good and three are rated above average.
- ◀ Nearly one third (31%) of the population lives within a one mile radius of a swimming pool. With over 80% living within a 20 minute drive of a facility.
- ◀ There is demand for pools from clubs in other local authorities, particularly from South Somerset. This is confirmed by the FPM and demonstrated by Yeovil Swimming Club. The Club has 28 hours swim time in Sherborne.
- ◀ The long term sustainability of Bridport Leisure Centre is a concern as it is a trust run facility and could be susceptible to public sector cuts.
- ◀ There are two affiliated swimming clubs in the District, with West Dorset being the largest.
- ◀ West Dorset Swimming Club would like more pool time in Dorchester Sports Centre.
- ◀ Bridport Water Polo Club expresses that a lack of volunteers and qualified coaches is hindering development.

SECTION 6: HEALTH AND FITNESS SUITES

For the purposes of assessment health and fitness stations are normally defined as 20 stations or more, in accordance with Sport England methodology. A station is a piece of static fitness equipment; larger health and fitness centres with more stations are generally able to make a more attractive offer to both members and casual users. They can provide a valuable way to assist people of all ages, ethnicities and abilities to introduce physical exercise into their daily lives with the obvious concomitant benefits to health, fitness and wellbeing.

The current state of the UK fitness industry is complex with a variety of providers including the private sector (ranging from low cost operators to the high end market), trusts, schools and local authority operators. Within the UK private fitness market has continued to grow steadily over the last 12 months with an estimated increase of 6% in the number of members. Further, all parts of the country have seen an increase in the number of clubs, members and total market value but only four regions have seen an increase in average membership fees over the last 12 months.

According to the State of the UK Fitness Industry Report (2016) there are now 6,435 fitness facilities in the UK, up from 6,312 last year. The total industry membership is up 5.3% to 9.2 million which equates to one in seven people in the UK is a member of a gym. The influential low cost market with its large membership numbers, online joining, 24/7 opening hours and low price points has continued to expand rapidly and drive the growth in the industry

The total market value is estimated at £4.4 billion, up 3.2% on 2015. The UK penetration rate is also up at 14.3%, compared to 13.7% in the previous year.

A total of 224 new public and private fitness facilities opened in the last 12 months, up from 191 in 2015. The private low cost sector now accounts for 12% of the total number of private clubs, 13% of the private market value and a huge 32% of the private sector membership. For the first time ever, a low cost fitness operator is the UK's number one. Pure Gym has added 60 clubs in the last 12 months taking it past the 150 clubs total and into the top position.

6.1: Supply

Quantity

There are currently 19 health and fitness suites in WDDC with a total of 638 stations. Some sites may place restrictions with regard to membership/registration fees or are not available to the public on a pay and play basis.

Figure 6.1 illustrates that areas of higher population density, within West Dorset, are serviced by a number of health and fitness facilities. There are 693 stations across 21 different sites.

WEST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

Figure 6.1: All health and fitness facilities in West Dorset

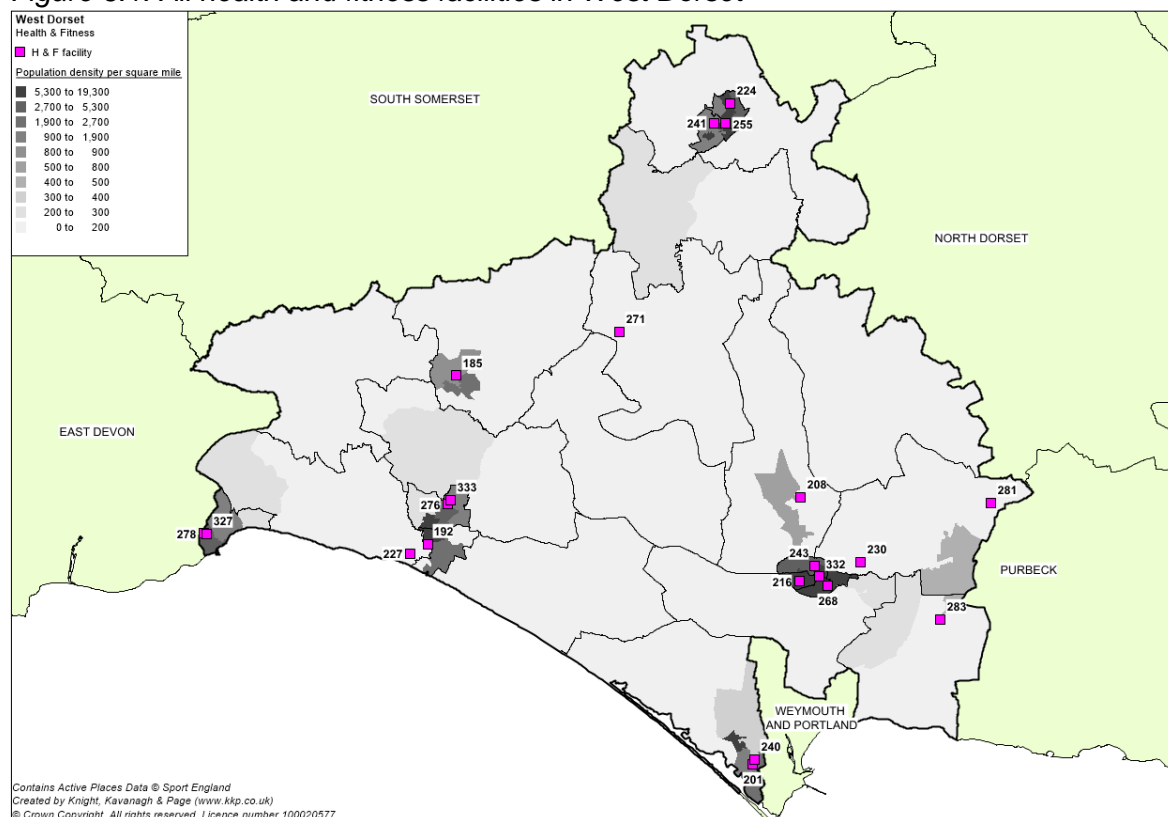


Table 6.1: A list of all health and fitness provision in West Dorset

Map ID	Site Name	Stations
185	Beaminster Community Sports Centre	14
192	Bridport Leisure Centre	80
201	Budmouth Community Sports Centre	35
208	Charlton Down Health & Fitness Centre	17
216	Dorchester Sports Centre	50
224	Gryphon Leisure Centre	25
227	Highlands End Farm Leisure Club	13
230	Kingston Maurward College	25
240	New Body	100
241	Oxley Sports Centre	25
243	Physiques & Shapes Health Club	100
255	Sherborne School Sports Centre	37
268	St Osmunds Community Sports Centre	23
271	Summer Lodge Country House Hotel & Spa	3
276	The Sir John Colfox School	12
278	The Woodroffe School	21
281	Tolpuddle Village Hall	13
283	Warmwell Holiday Park	10
327	B Health And Fitness	35
332	Anytime Fitness	25
333	New Body Fitness (Bridport)*	30
Total		693

*Opens May 2017. Consultation with owners understands there will be 30 stations.

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Quality

A non-technical assessment took place in December 2016 at all facilities which contained 20 stations or more. The assessment identifies 586 stations. Although Kingston Maurward College has over 20 stations, it has been removed from the audit as it is only accessible to staff and students and not to the wider community.

Table 6.2: Health and fitness facilities in West Dorset by condition (20+stations)

Map ID	Site Name	Stations	Condition
192	Bridport Leisure Centre	80	Above average
201	Budmouth Community Sports Centre	35	Above average
216	Dorchester Sports Centre	50	Good
224	Gryphon Leisure Centre	25	Above average
240	New Body Fitness (Weymouth)	100	Above average
241	Oxley Sports Centre	25	Good
243	Physiques & Shapes Health Club	100	Below average
255	Sherborne School Sports Centre	37	Above average
268	St Osmunds Community Sports Centre	23	Above average
278	The Woodroffe School	21	Above average
327	B Health And Fitness	35	Good
332	Anytime Fitness	25	Good
333	New Body Fitness (Bridport)*	30	Good
Total		586	

*Opens May 2017. Consultation with owners understands there will be 30 stations.

Table 6.3 Quality rating of health and fitness suites in WDDC

Quality rating of assessed health and fitness suites				
Good	Above average	Below average	Poor	Not assessed
5	7	1	0	0

Of all the health and fitness provision in West Dorset, four sites are rated as good and seven are rated as above average. Physiques & Shapes Health Club in Dorchester is the only facility rated as below average. Although not opened at the time of the report, it is assumed that New Body Fitness (Bridport) is classed as good, as it is a new facility.

Consultation indicates that St Osmunds Community Sports Centre is looking to expand its health and fitness offer as it feels it can provide healthy competition to the larger centres located in Dorchester. It is also understood that the Council is considering a range of options in partnership with Bridport & West Dorset Sports Trust Ltd to enable Bridport LC to operate at a significantly reduced subsidy. A key component of the options will be an improvement to the health and fitness offer.

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Accessibility

Like with swimming pools and sports halls, appropriate walk and drive-time accessibility standards are applied to health and fitness suites to determine provision deficiencies or surpluses. The normal acceptable standard is a 20 minute walk time (one mile radial catchment) for an urban area and a 20 minute drive time for a rural area. Due to the rural nature of the District, below illustrates both the 20 minute walk time and 20 minute drive time catchment from each health and fitness facilities in West Dorset and the breakdown of deprivation within that catchment.

Figure 6.2: Community accessible health and fitness suites with one mile radial catchment

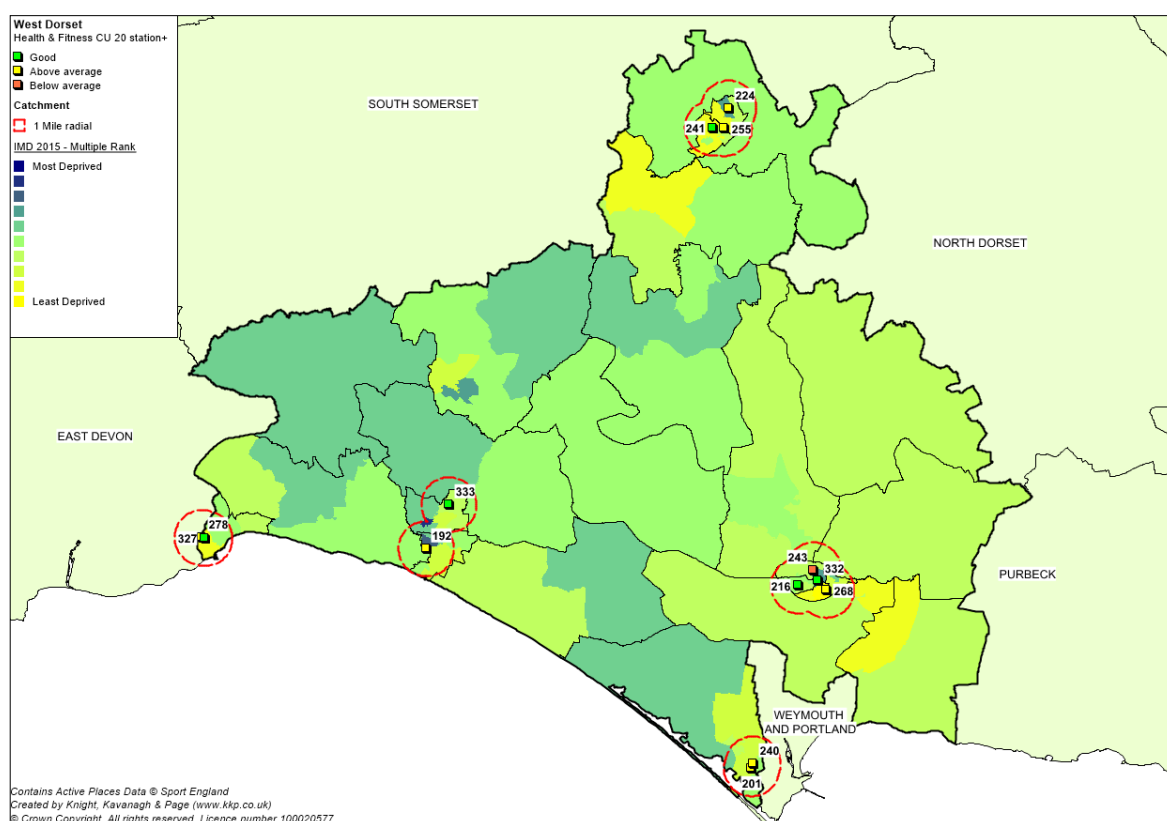


Figure 6.2 and Table 6.4 highlight that:

- ◀ Just under half (47.1%) of the population lives within a mile of a community accessible health and fitness facility.
- ◀ Of the District's population, 3% live in the most deprived areas, compared with c.30% nationally, which equates to 2,939 people.
- ◀ Of the more deprived, nearly everyone (96% - 2,939 people) live within a mile of a community accessible health and fitness facility.

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Table 6.4. Community accessible health and fitness suites set against IMD

IMD 2015 10% bands	West Dorset		Health & Fitness (20+ stations) with community use. Catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	0	0.0%	0	0.0%	0	0.0%
10.1 - 20	1,383	1.4%	1,259	1.3%	124	0.1%
20.1 - 30	1,680	1.7%	1,680	1.7%	0	0.0%
30.1 - 40	5,180	5.2%	3,599	3.6%	1,581	1.6%
40.1 - 50	14,508	14.6%	5,198	5.2%	9,310	9.4%
50.1 - 60	22,971	23.1%	7,321	7.4%	15,650	15.7%
60.1 - 70	29,752	29.9%	11,035	11.1%	18,717	18.8%
70.1 - 80	10,682	10.7%	7,445	7.5%	3,237	3.3%
80.1 - 90	10,720	10.8%	6,779	6.8%	3,941	4.0%
90.1 - 100	2,539	2.6%	2,539	2.6%	0	0.0%
Total	99,415	100.0%	46,855	47.1%	52,560	52.9%

The 20 minute drive time catchment is identified in Figure 6.3.

Figure 6.3: Community accessible fitness centres with 20 minute drive time catchment

WEST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

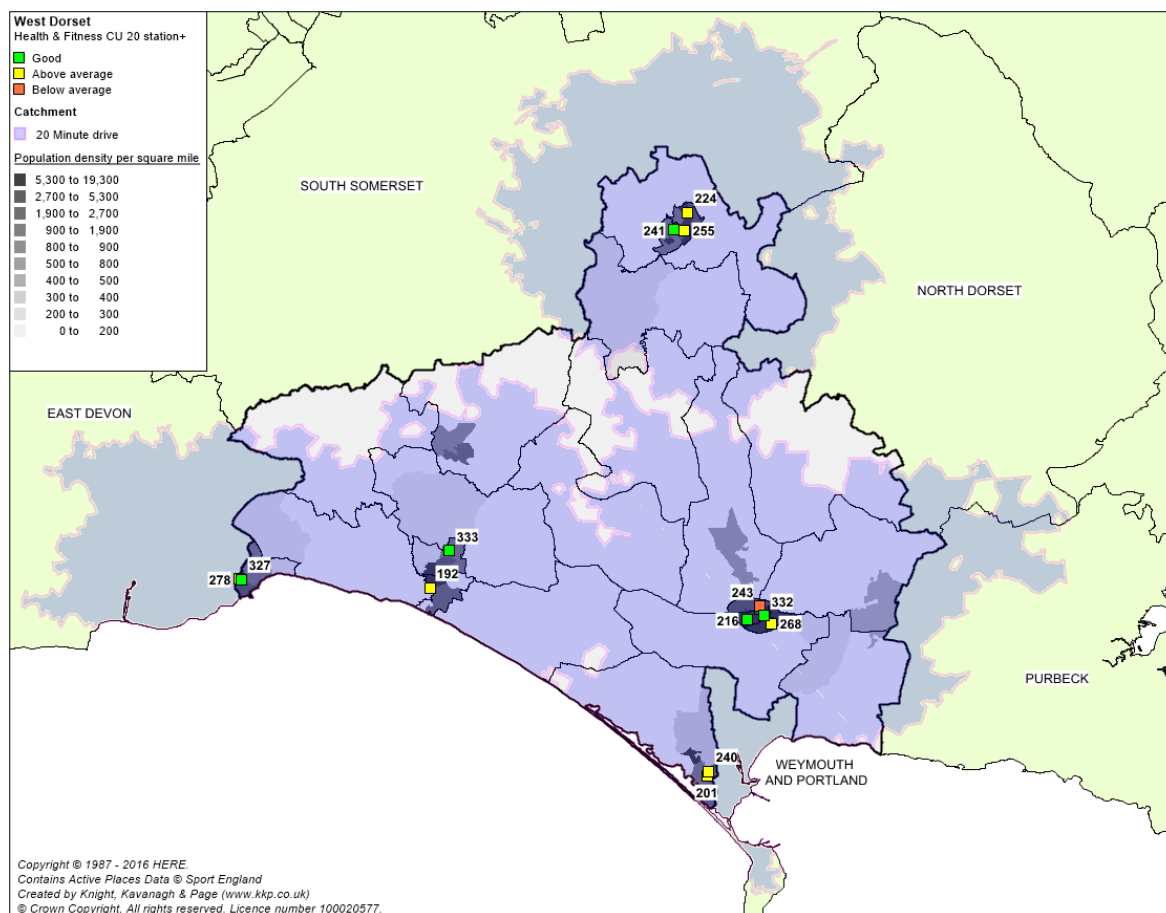


Figure 6.3 indicates that 94.54% (95,246) of West Dorset’s population (100,747) is within a 20 minute drive of a West Dorset publicly accessible health and fitness facility of 20 stations or more. The town of Beaminster does not fall within the drive time catchment of a health and fitness facility. There is, however, a 14 station facility located at Beaminster Community Sports Centre. This is not shown within Figure 6.3 (due to its size).

Availability

The Sport England classification of access type defines registered membership use facilities as being publicly accessible. For health and fitness suites, this generally means a monthly membership fee which can vary considerably in cost. It is acknowledged that even some of the memberships which might be considered expensive do offer access to different market segments, suggesting that they ease pressure on the more accessible facilities. A breakdown of membership choices is illustrated below.

Table 6.5: Payment types for health and fitness facilities in West Dorset

Site Name	Pay & Play	Monthly	12 months	GP Referrals
Bridport Leisure Centre	Yes	Yes	Yes	Yes
Budmouth Community Sports Centre	Yes	Yes	Yes	Yes
Dorchester Sports Centre	Yes	Yes	Yes	Yes
Gryphon Leisure Centre	Yes	Yes	Yes	Yes

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Site Name	Pay & Play	Monthly	12 months	GP Referrals
New Body	Yes	Yes	Yes	
Oxley Sports Centre	Yes	Yes	Yes	Yes
Physiques & Shapes Health Club	Yes	Yes	Yes	
Sherborne School Sports Centre	Yes	Yes	Yes	Yes
St Osmunds Community Sports Centre	Yes	Yes	Yes	
The Woodroffe School	Yes	Yes	Yes	
B Health and Fitness	Yes	Yes	Yes	
Anytime Fitness		Yes	Yes	
New Body Fitness (Bridport)	Yes	Yes	Yes	

Table 6.5 indicates that the majority of identified facilities in West Dorset, offer a pay and play option. In addition, over 40% offer GP referral opportunities, which are provided at reduced prices for those referred. Table 6.6 identifies the monthly fees sub divided into three price categories.

Table 6.6: Monthly Adult Gym Membership Prices in West Dorset

Monthly Price Band	Facility
< £20.00	Gryphon Leisure Centre
£21.00-£30.00	Budmouth Community Sports Centre New Body Physiques & Shapes Health Club The Woodroffe School New Body Fitness
>£30.00	Bridport Lesiure Centre* Dorchester Sports Centre* Oxley Sports Centre St Osmunds Community Sports Centre B Health And Fitness Anytime Fitness

**Both Bridport and Dorchester prices includes access to both fitness facilities and the swimming pool.*

Gryphon Leisure Centre offers the cheapest monthly membership at £17.50, however access at this facility is restricted to evenings as it is located on a school site. The most expensive is Dorchester Sports Centre at £42.00 per month. Although this is the most expensive, it does include both access to both the pool and to the fitness facilities.

In addition to the costs identified in Table 6.6, the majority of sites also offer junior and/or other concessionary membership packages. Only New Body (Weymouth), Anytime Fitness, New Body (Bridport) and Physiques & Shapes Health Club do not offer any membership packages for people under the age of 18. Bridport Leisure Centre, for example, offer members aged 10-15, monthly membership packages at £15.00 per month and for people aged 16-24, they are £29.00 which is significantly cheaper than the monthly adult membership (£40.00).

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Neighbouring authorities

Below illustrates the number of health and fitness facilities within two miles of the District's boundary. The two mile border is meant to be indicative of how far people might be likely to travel and serves as an example only.

Figure 6.4: Neighbouring health and fitness suites within 2 miles of West Dorset

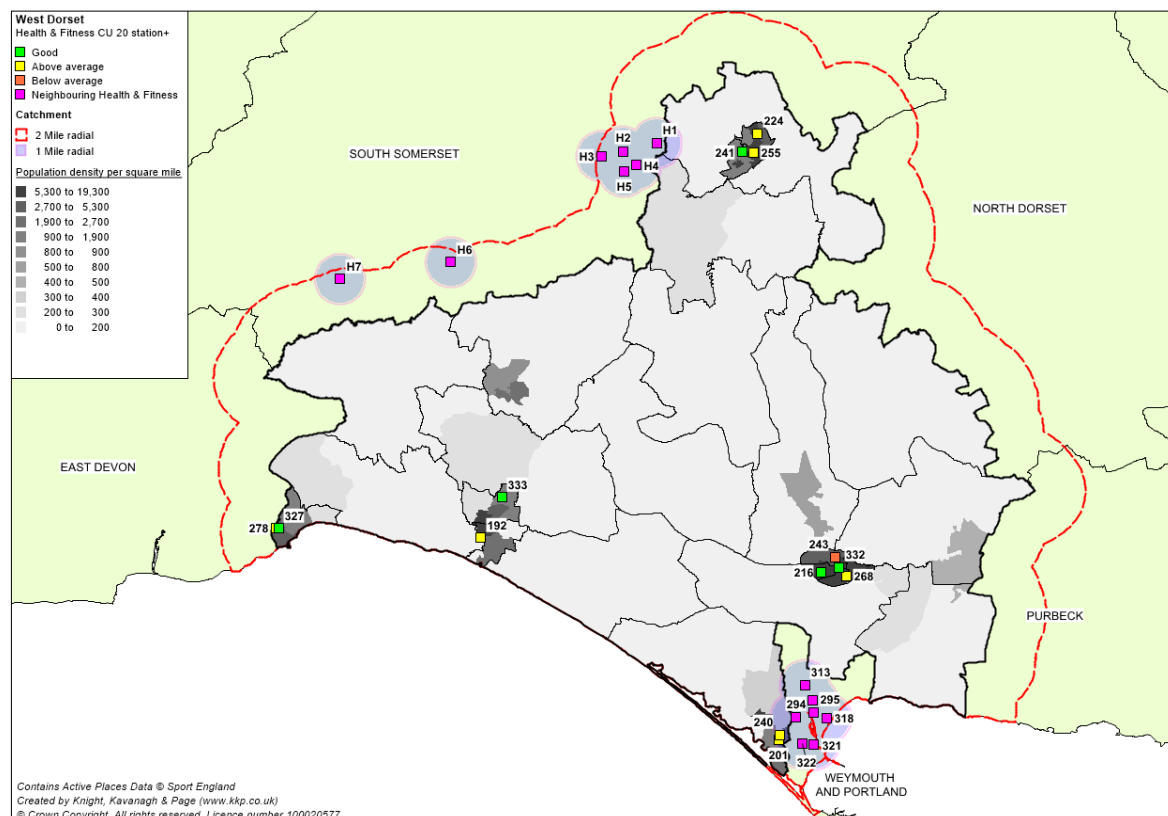


Table 6.7: Health and fitness suites within 2 miles of West Dorset local authority

Map ID	Active Places Site Name	Stations	Access Type	Local Authority
294	Fitness World Ltd	80	Pay & Play	Weymouth & Portland
295	Future Physiques	70	Pay & Play	Weymouth & Portland
303	Mission Fitness	45	Pay & Play	Weymouth & Portland
313	Wey Valley School & Sports College	38	Private Use	Weymouth & Portland
318	Weymouth College Sports Centre	24	Pay & Play	Weymouth & Portland
321	Weymouth Squash & Fitness Centre	23	Pay & Play	Weymouth & Portland
322	Weymouth Swimming & F Centre	50	Pay & Play	Weymouth & Portland
H1	Tone Zone Fitness Centre	81	Reg Mem*	South Somerset
H2	Yeovil College Sports Centre	22	Pay & Play	South Somerset
H3	Preston Sports Centre	25	Pay & Play	South Somerset
H4	Nuffield Health (Yeovil)	60	Reg Mem*.	South Somerset
H5	Goldenstones Pools & Leisure Centre	60	Pay & Play	South Somerset

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Map ID	Active Places Site Name	Stations	Access Type	Local Authority
H6	Crewkerne Aqua Centre	39	Pay & Play	South Somerset
H7	Cricket St Thomas Leisure Club	25	Pay & Play	South Somerset

**registered membership*

Figure 6.4 and table 6.7 indicate that there are 14 health and fitness sites within two miles of the West Dorset border. The analysis demonstrates that:

- ◀ There are seven facilities located in South Somerset within two miles of West Dorset. Of these Cricket St Thomas Leisure Club and Crewkerne Aqua Centre are located to the North West and are likely to service the residents of Beaminster.
- ◀ Sherborne residents have access to seven sites in Yeovil, with the largest facility being Tone Zone Fitness Centre with 81 stations.
- ◀ Weymouth and Portland also offers seven sites, which are within two miles of the West Dorset border in the south.

6.2: Demand

Health and fitness via exercising in a gym or class environment is a highly popular form of exercise, appealing to men and women across a range of age groups. To identify the adequacy of provision quantity a demand calculation based upon the 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 6.8: UK penetration rates; health/fitness in West Dorset (DCC data)

	Current (2016)	Future (2031)
Adult population	100,536	110,997
UK penetration rate	14%	15%
Number of potential members	14,075	16,649
Number of visits per week (1.75/member)	24,631	29,135
% of visits in peak time	65	65
No. of visits in peak time (equated to no. of stations required i.e. no. of visits/39 weeks*65%)	411	486
Number of stations with comfort factor	616	729

The model identifies 1.75 visits per week by members and 65% usage during 39 weeks of the year. (All figures rounded up/down)

According to UK penetration rates there is a current need for 616 stations across West Dorset. This is expected to grow to 729 by 2031, which takes account of a comfort factor (particularly at peak times).

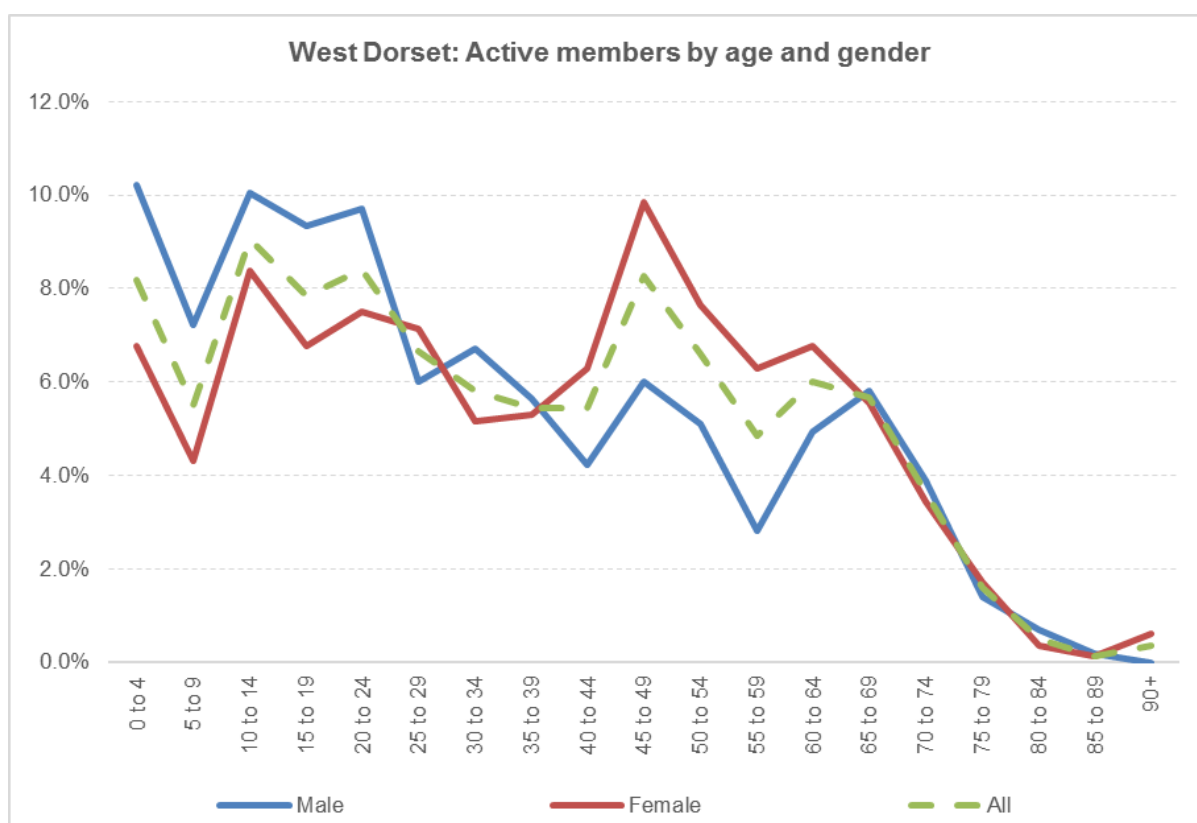
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Table 6.9: Fitness member's postcode breakdown

Catchment	Fitness members	
	Count	% of all mapped
Within West Dorset	1,321	94.5%
One mile of Bridport Leisure Centre	509	38.5%
Outside the District	77	5.5%
Total	1,907	

The analysis illustrates that 94.5% of the mapped members live within the District; of these 38.5% live within one mile of Bridport Leisure Centre.

Figure 6.6 highlights the fitness membership by age and gender at Bridport Leisure Centre.



Membership is particularly popular amongst males and females between the ages of 14-24 and also amongst females aged 45-49. The popularity for members aged 14-25 may reflect the attractiveness of the membership packages for this cohort, as mentioned earlier.

6.4: Dance studios

Dance studios are a very important element of the wider health, fitness and conditioning market. They vary in size, shape, quality of changing, access to sprung wooden floors etc. There appears to have been an increase in the numbers of people accessing fitness classes as identified in the fitness and conditioning element of Sport England's APS. The type of activity offered also varies massively between low impact classes such as Pilates and yoga to the more active dance, step, Boxfit and Zumba.

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Figure 6.7: All studios/dance facilities in West Dorset (with quality rating)

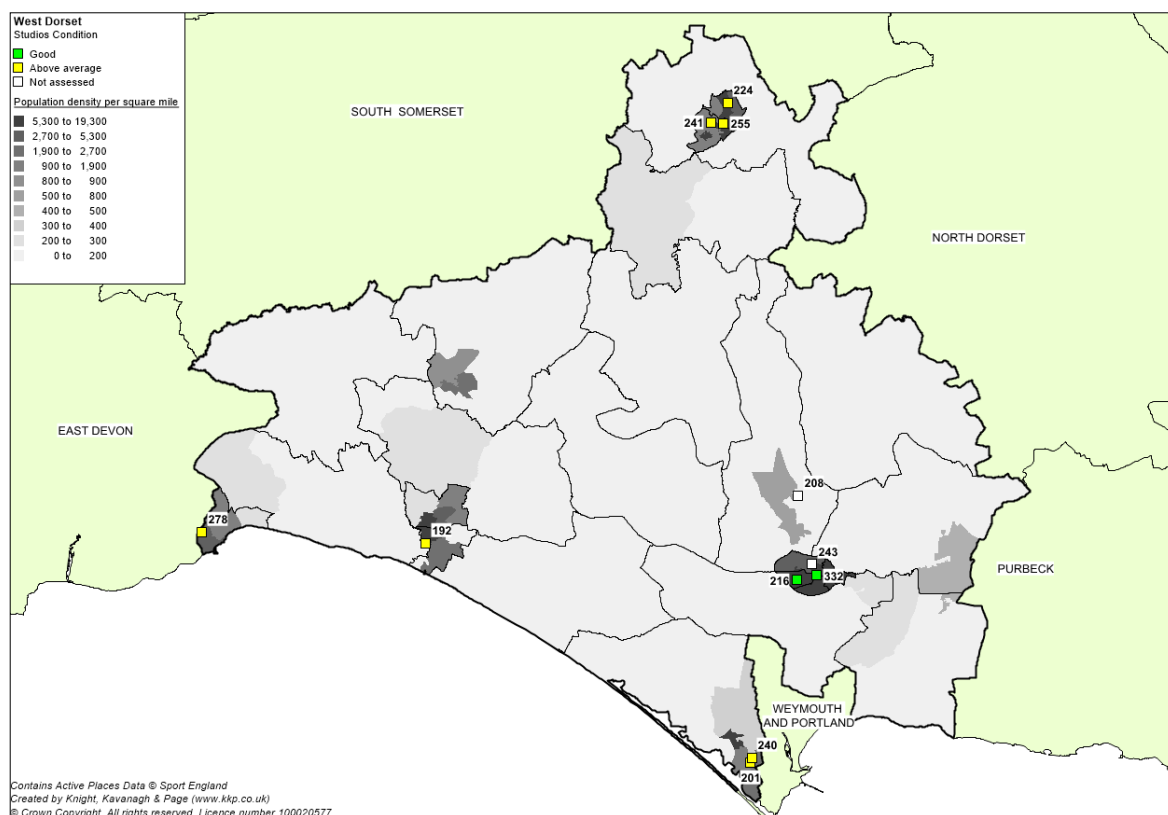


Table 6.10: All studios by condition in West Dorset

Map ID	Site Name	Condition
192	Bridport Leisure Centre	Above average
192	Bridport Leisure Centre	Above average
192	Bridport Leisure Centre	Above average
201	Budmouth Community Sports Centre	Above average
208	Charlton Down Health & Fitness Centre	Not assessed
216	Dorchester Sports Centre	Good
224	Gryphon Leisure Centre	Above average
240	New Body	Above average
241	Oxley Sports Centre	Above average
241	Oxley Sports Centre	Above average
243	Physiques & Shapes Health Club	Below average
243	Physiques & Shapes Health Club	Below average
255	Sherborne School Sports Centre	Above average
278	The Woodroffe School	Above average
332	Anytime Fitness	Good

West Dorset has 15 studios at 11 sites, with the majority rated above average. Dorchester Sports Centre and Anytime Fitness are the only dance studios assessed as good. Physiques & Shapes Health Club is below average. Consultation indicates that all studios are well used for fitness and exercise classes which is an important part of the wider membership offer for larger leisure centres, in particular.

6.5: Supply and demand analysis

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

West Dorset has a total of 586 community accessible fitness stations across 13 sites. There is a modelled undersupply of c. 30 stations which is projected to increase to c.140 stations by 2031. This, however, looks at the District in isolation and does not take account of the facilities located in South Somerset and Weymouth and Portland, in particular. A snap shot survey at one site indicates that membership is popular amongst people aged 14- 24 which may reflect the attractiveness of membership prices across the District for young people. In addition, just under half of the facilities worked with the local NHS trust as part of a GP referral scheme.

6.6: Summary of key facts and issues

- ◀ West Dorset has 586 community accessible health and fitness stations across 13 sites.
- ◀ Of the sites assessed, five are good, seven are above average and one is below average.
- ◀ Just under half (47%) of the population live within a mile of facility.
- ◀ Nearly all (96%) of the residents live within a 20 minute drive of a facility.
- ◀ All but one facility offers pay and play access
- ◀ Just under half of sites have a GP referral scheme in place.
- ◀ Based on the calculations from the UK Penetration rate, there is an undersupply of stations both currently and in 2031.
- ◀ The cheapest adult monthly gym membership is at the Gryphon Leisure Centre, with the most expensive being Dorchester Sports Centre.
- ◀ Fitness facilities also offer attractive membership for people under the age of 18. This is reflective of the Bridport gym membership analysis.

SECTION 7: INDOOR BOWLS

7.1: Introduction

The three forms of bowls that can be played indoors that require a different venue are 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.

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 those provided for 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 plus designated car parking. The size of ancillary accommodation varies according to the number of rinks available.

A successful indoor bowls centre requires a combination of the right location, design, and financial and general management. Sport England² guidelines on catchment for indoor bowls centres are set out to be interpreted in the light of local circumstances:

- ◀ Assume the majority of users live locally and not travel more than 20 minutes.
- ◀ Assume that 90% of users will travel by car, with the remainder by foot.
- ◀ As a guide, calculate demand on the basis of 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 depends 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.

The English Indoor Bowls Association (EIBA) is the NGB for bowls and its stated objectives are:

- ◀ A growth in participation across the adult population in local communities. Targeted work to increase female participation.
- ◀ A growth in participation in the 14-25 age range, plus working with primary schools (Year 3 & 4 – age 7 to 9).
- ◀ The provision of an excellent sporting experience for new and existing participants.
- ◀ A growth in indoor bowls participation by people who have disabilities.

² Sport England Design Guidance Note Indoor Bowls 2005

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7.2: Supply

There are two indoor bowls facilities in West Dorset which are at Bridport and West District Bowls club, located on St. Andrews Trading Estate in Bridport and Dorchester Bowls Club located to the east of Dorchester Town Centre as identified in Figure 7.1.

Figure 7.1: Indoor bowls facilities across Dorset and neighbouring authorities with 20 minute drive time

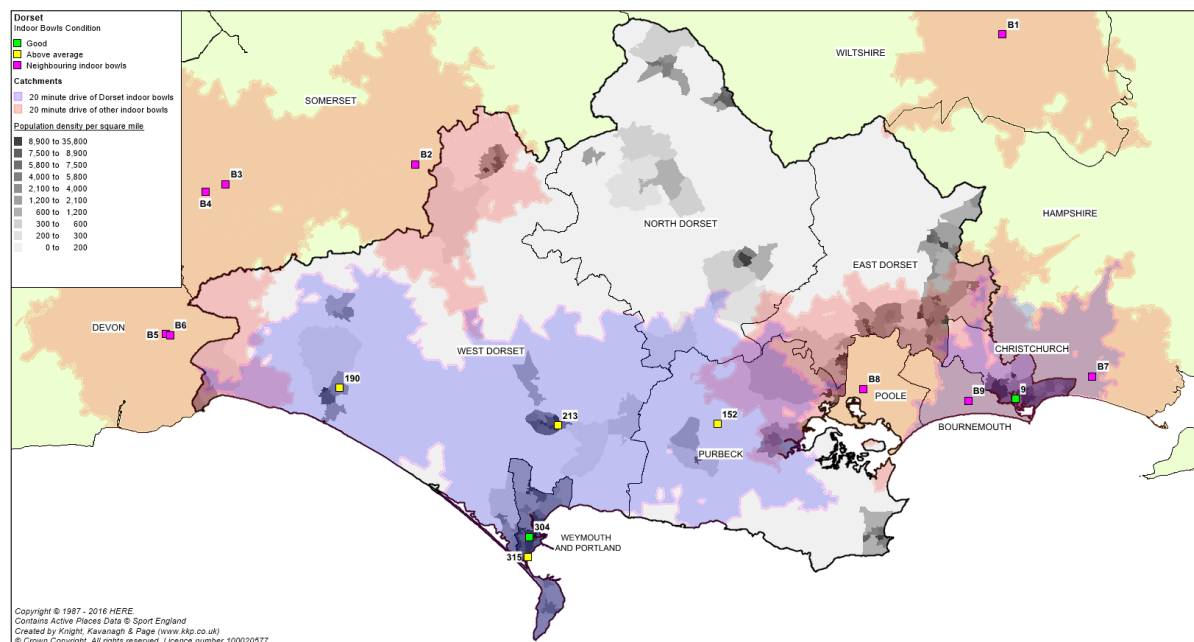


Table 7.1: 20 minute drive time of Indoor bowls facilities across neighbouring authorities

Map ID	Site name	Rinks	Local authority
9	East Dorset Indoor Bowls Club	6	Christchurch
152	Dorset Golf & Country Club	3	Purbeck
190	Bridport & West Dorset Indoor Bowls Club	4	West Dorset
213	Dorchester Bowls Club	6	West Dorset
304	Moonfleet 2000 Indoor Bowls Club	6	Weymouth & Portland
315	Wellworthy Indoor Bowls Club	2	Weymouth & Portland
B1	Five Rivers Indoor Bowls Club Ltd	4	Wiltshire
B2	Yeovil Bowls and Squash Club	3	South Somerset
B3	Ilminster Bowling and Tennis Centre	3	South Somerset
B4	Donyatt Indoor Bowls Club	6	South Somerset
B5	Cloakham Lawn Sports Centre	3	East Devon
B6	Cloakham Lawn Sports Centre	3	East Devon
B7	New Milton Indoor Bowls Club	2	New Forest
B8	Dolphin Indoor Bowls Club	11	Poole
B9	Bournemouth Indoor Bowls Centre	9	Bournemouth

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Figure 7.1 shows the location of all the indoor bowls facilities in the Dorset area and the neighbouring authorities of Devon, Somerset, Wiltshire and Hampshire. Each of the facilities has a 20 minute drive time catchment (shaded areas). Figure 7.1 shows that the South of West Dorset is within 20 minute drive time of an indoor bowls facility located within the District. The North of the District is, however, serviced by the facility located in Yeovil, South Somerset (which has a three rink facility). As car ownership is relatively high (85% according to the FPM) there should be good access to these sites, particularly for those living in the north of the District. All of West Dorset's main population centres are within 20 minutes drive of an indoor bowls facility.

Table 7.2: Indoor bowls facilities in WDDC

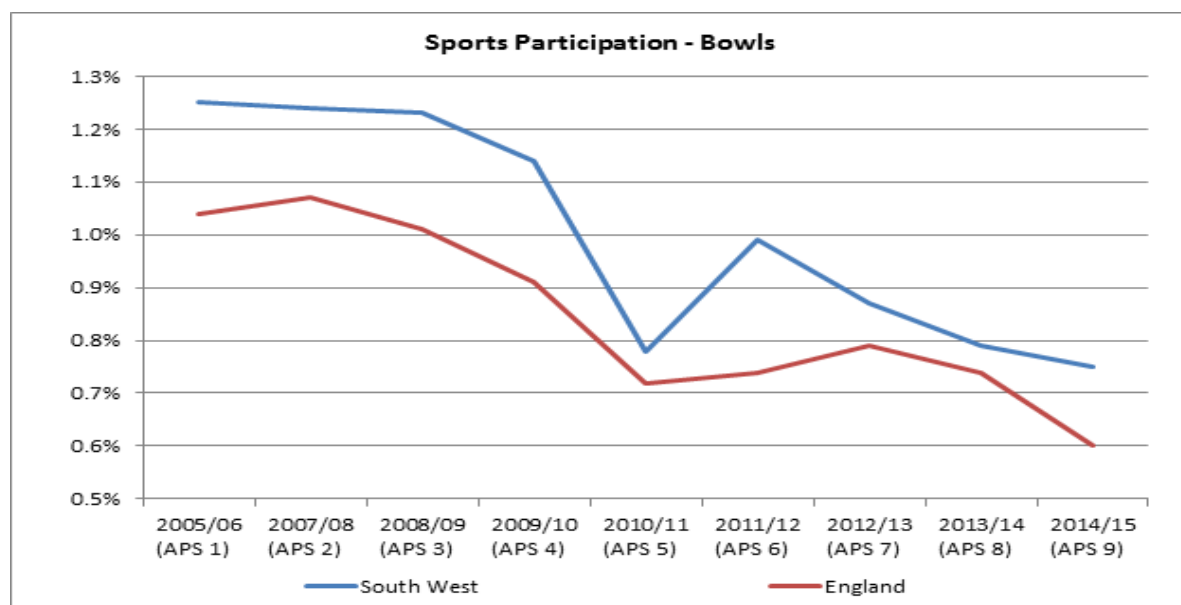
Map ID	Site Name	Rinks	Length	Condition	
				Rinks	Changing
190	Bridport and West Dorset Indoor Bowls Club	4	36	Above average	Below average
213	Dorchester Bowls Club	6	38	Above average	Above average

Dorchester Bowls Club is the largest facility with six rinks and is rated above average. Bridport and West Dorset rink is also rated as above average, however, the facility has below average changing facilities.

7.3: Demand

There is a national decline in demand for bowls nationally and in the South West (data for the county is unavailable due to the low numbers involved) as identified in Figure 7.2.

Figure 7.2: National participation trends in bowls



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NGB Consultation

Within the County of Dorset, the EIBA considers that indoor clubs can currently accommodate the needs of the older population (55+). To accommodate the increasing population in this demographic, EIBA is currently exploring the possibility of other indoor bowls facilities to be located in North and East Dorset.

Club consultation

There are two indoor bowls clubs in West Dorset, with the largest club located in Dorchester. Dorchester Bowls Club is a six lane indoor facility, located east of the Town Centre. The Club owns its own site, which also has changing rooms, catering options, a bar, outdoor bowling green and a function room which is available to hire for non-members. The Club has 330 members, which has been increasing slowly over the last five years. It would like to increase its membership size to compete with other larger clubs in Dorset and is currently considering increasing the number of outreach programmes it undertakes. This venue is also the headquarters for the County Association.

West Dorset Indoor Bowls Club has a four rink facility which includes a kitchen and changing rooms. The Club has 160 members which recruits from a large catchment area, including Lyme Regis and Beaminster. In 2005, the Club moved to its present location which increased the number of rinks from two to four, improving the playing options. It currently rents the facility off the landowner, which restricts certain elements of club development, however, it can't afford to purchase its own facility. It also acknowledges that the majority of members require a car to access the site, and manages an informal car share programme to support members who cannot access the site independently.

7.4: Summary of key facts and issues

- ◀ West Dorset has two indoor bowls facilities with sites in Dorchester and Bridport.
- ◀ Both facilities are rated as above average.
- ◀ Residents in the south of the District live within a 20 minute drive of a facility with the north serviced by the three rink facility at Yeovil, South Somerset.
- ◀ Bridport and West Dorset Indoor Bowls Club has developed an informal car sharing scheme to improve accessibility to the site.
- ◀ Dorchester Bowls Club would like to increase its membership which will allow the Club to compete with the larger clubs in the county.

SECTION 8: SAILING AND WATERSPORTS

Introduction

This section covers both sailing and gig rowing. Sailing and gig rowing are popular activities in the District, with a number of clubs participation in their respective sports.

The Royal Yachting Association (RYA) is the national body for all forms of boating, including dinghy and yacht racing, motor and sail cruising, RIBs and sports boats, powerboat racing, windsurfing, canal and river boat cruising, and personal watercraft. Within its Whole Sport Plan 2014-2017, it has identified that it will invest in the following activities with an aim of getting more people involved:

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

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

Cornish Pilot Gig Association (CPGA) is responsible for the management and development of gig rowing. All clubs in the region affiliate to CPGA which maintains the rules for the sport of gig racing and manages a competition calendar of over 25 regattas. The Association is currently in the process of develop a strategy to support the sport of gig rowing.

As the Association is not an affiliated NGB of sport, CPGA works in collaboration with British Rowing to support the development of the sport. This includes coaching, development and facility management. It is reported that there is a good strategic relationship between the two organisations. The key priorities of the CPGA is to grow the

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sport of gig rowing in the region, by supporting clubs to provide high quality facilities and working with British Rowing to grow the number of coaches in the region.

8.1: Supply

Within West Dorset, there is one sailing clubs, two gig rowing clubs and a canoe club. A location map and a list of clubs are in Figure 8.1 and Table 8.1.

Figure 8.1: A location map of all Water sport venues in West Dorset

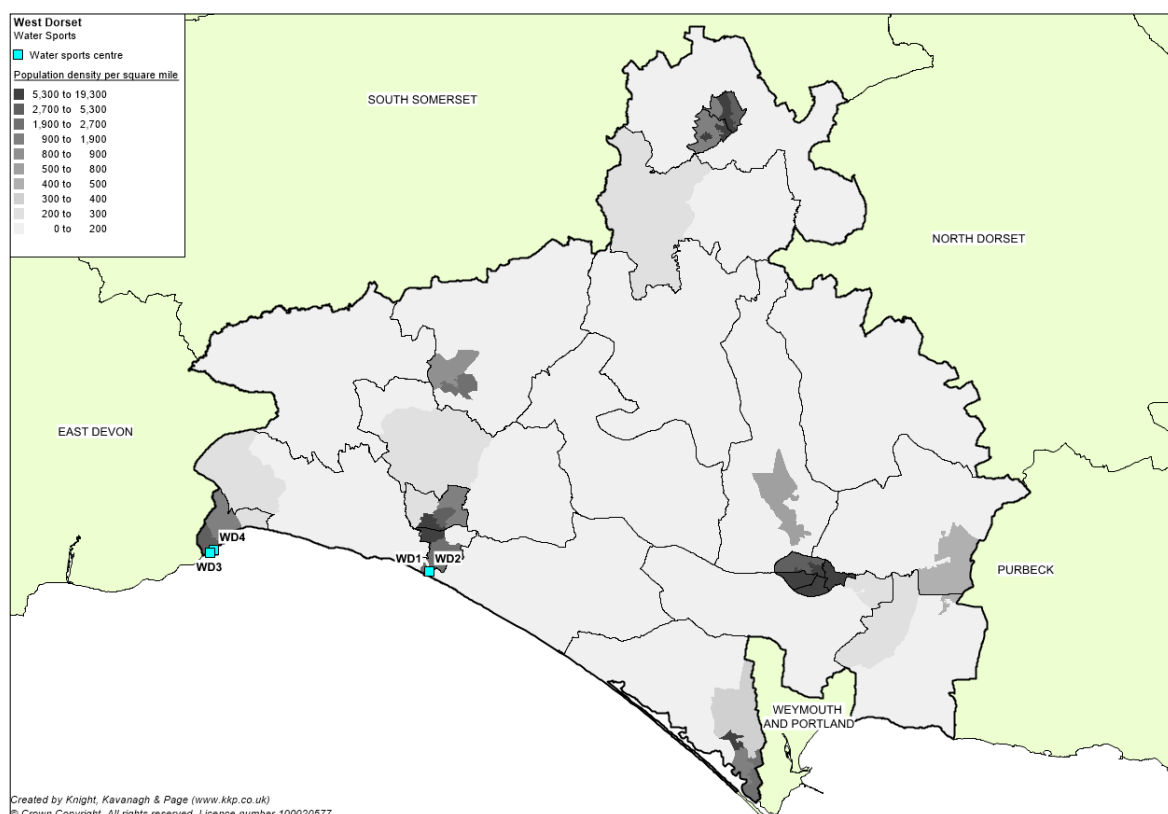


Table 8.1: A list of all water sports venues in West Dorset

Map ID	Club
WD1	Heritage Canoe Club (Bridport)
WD2	Bridport Gig Club
WD3	Lyme Regis Gig Club
WD4	Lyme Regis Sailing Club

8.2: Demand

NGB Consultation

Dorset is noted as a priority areas for the RYA. It reports good engagement with providers and sailors within the county in general. Latent demand research suggests good interest in the sport as does the Try Sailing events in Dorset. The RYA suggests, however, that

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access to regular sailing opportunities are limited in some areas within Dorset. This is especially true around Weymouth/Portland, Poole/Bournemouth and North Dorset.

Key facilities identified by the RYA are the Weymouth and Portland National Sailing Academy. This facility offers a venue for events and squad training, but also has a large members' community and successful on-site sailing and windsurfing schools catering for all abilities from complete beginners to Olympians. Its purpose is to effectively promote the sport of sailing to all levels of competence and ability, through courses, training and national as well as international events, whilst supporting and working closely with the local community. Facilities on-shore include a licensed function room, conference/meeting rooms, various slipways, a 16-tonne boat hoist, extensive dinghy parks, three permanent cranes and storage for all types of boats.

The RYA also supports club coach development and assists with funding opportunities for clubs. Lyme Regis Sailing Club gets support from the RYA in the following:

- ◀ OnBoard.
- ◀ Go Sailing (recreational sailing sessions).
- ◀ PTBO.
- ◀ Instructor Development.
- ◀ Funding support (SE Small Grant funding).

The RYA suggests that participation trends are broadly flat across UK but there is encouraging interest and growth within the South West region. RYA views a shift from growing supply to encouraging demand as being important going forward. In order to do this, it will be working with sailing organisations to stimulate and encourage demand.

CPGA identifies that Dorset is a priority area with a number of gig clubs in the county. The Association provides support to clubs, facilitates key competitions in the areas (including the Jurassic League, the Newquay County Cup Championship and the World Pilot Gigs Championships) and works in collaboration with British Rowing to support coach development in the county. The CPGA lists two gig rowing clubs in the District: Bridport Gig Rowing Club and Lyme Regis Gig Club.

Harbourmaster Consultation

Consultation was undertaken with both Lyme Regis and West Bay harbourmasters to understand if there are any long term facility requirements for both sites. In 2015, West Bay underwent a £20m redevelopment, which included a new breakwater and a remodelling of the whole harbour. In addition to this, the Town Council provided a club house for both the gig club and the canoe club. Due to the recent redevelopments, there are no plans to expand existing provision.

In Lyme Regis, the harbourmaster has a long term aspiration to install power towers on the quayside. This will allow access to clean water and electricity for visiting yachts. In addition, it would also like to upgrade the Cobb Buildings (which is owned by the District Council), for shower/changing facilities to enhance the experience for harbour users.

Both harbourmasters felt that there is a healthy level of recreational watersports in the respective areas, however, they acknowledge that equipment storage, particularly in Lyme Regis is a key challenge to developing watersports activity. Land on the sea front would be

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ideal for increasing boat storage which is currently the Town's main car park. The Town Council, however, is reluctant to release this land for storage as it generates significant revenue to support the town.

Local Club Consultation

Lyme Regis Sailing Club- is situated next to the harbour at the foot of Cobb Hill on the coastal front. The Club owns its clubhouse, which has changing facilities, a sun deck and a function room. It rents dry-dock boat storage space off the District Council, which is located to the west of the harbour. It currently has c.400 members, and competes in a range of competitions, ranging from national championships to local regattas. It also hosts a number of intra club competitions, maximising the sailing conditions in Lyme Bay.

The Club would like to expand the size of the dry dock storage capacity for boats, which will allow the Club to offer more dingy class sailing. It also struggles to generate volunteers to run the club on a regular basis as the majority of members are seasonal and cannot commit on a long term basis.

Bridport Gig Club/ Heritage Club Coast Canoe Club (Bridport)- these two clubs are located on the River Brit and share the same club house, which is rented from the Town Council. The club house has a good range of facilities including showers, changing facilities and a fixed pontoon. The Canoe Club has 25 members which is a combination of both male and female members. The Club is mainly a recreational club which enjoys access to the open water.

The Gig Club is slightly larger in terms of membership, having c. 50 members. It competes in the local Jurassic league and also enters teams into the World Championships in Scilly and the County Cup in Newquay.

Both clubs are satisfied with facilities and there is a good working relationship between the two to ensure equitable use of the facility. They both, however, require more volunteers to ensure the sustainability of the respective clubs.

Lyme Regis Gig Club- is located to the west of the harbour in the town centre. It was founded in 2007 and has c. 100 members. The Club owns a small boat house which also has training facilities. The membership is increasing and success in competitions is growing (it recently won a number of races in the Jurassic League).

The Club has three wooden boats, all built locally; it also has a plastic training boat. The key challenge for the Club is to develop its youth section with the introduction of smaller and lighter skiff rowing boats in the near future.

8.3: Summary of key issues and facts

- ◀ There is one sailing club, three gig rowing clubs and one canoe club in the District.
- ◀ Clubs in Lyme Regis own their own facilities, however clubs in Bridport rent facilities off the Town Council.
- ◀ The clubhouse for watersports in Bridport was built in 2015 and allows for a canoe and gig rowing club to promote watersports in the area.
- ◀ Boat storage is an issue in Lyme Regis which is restricting the Gig Club developing.
- ◀ A number of clubs would like to increase their volunteer work force to support the development of their clubs.

SECTION 9: 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. One of its key objectives is to get more people playing tennis more often. To achieve this, its latest Strategic Plan 2015 – 2018, highlights three key objectives:

- ◀ Deliver great service to clubs.
- ◀ Build partnerships in the community.
- ◀ Grow Participation among children and young people.

This section considers both indoor and outdoor tennis facilities (2 - courts or more). 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.

The LTA has a tiered approach to local authorities when prioritising its investment and loans for its park courts and the community hub programme.

9.1: Supply

Indoor tennis provision

There are three indoor tennis facilities in Dorset. The locations of these facilities are illustrated in Figure 9.1 and Table 9.1.

The nearest indoor facility for residents who live in West Dorset is located in Weymouth and Portland, at the Wey Valley School and Sports Centre. Figure 9.1 demonstrates that residents living in south east area of District reside within a 20 minute drive of this facility. The facility is rated as good quality and is managed and owned by the School. Two courts are available during the day, four courts are available in the evening between 16:00 - 22:00 and four courts are available on Saturdays (10:00-16:00). The facility is shut on a Sunday. Access is available on both a pay and play and block booking option.

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Figure 9.1: Indoor tennis provision with 20 minute drive time in Dorset.

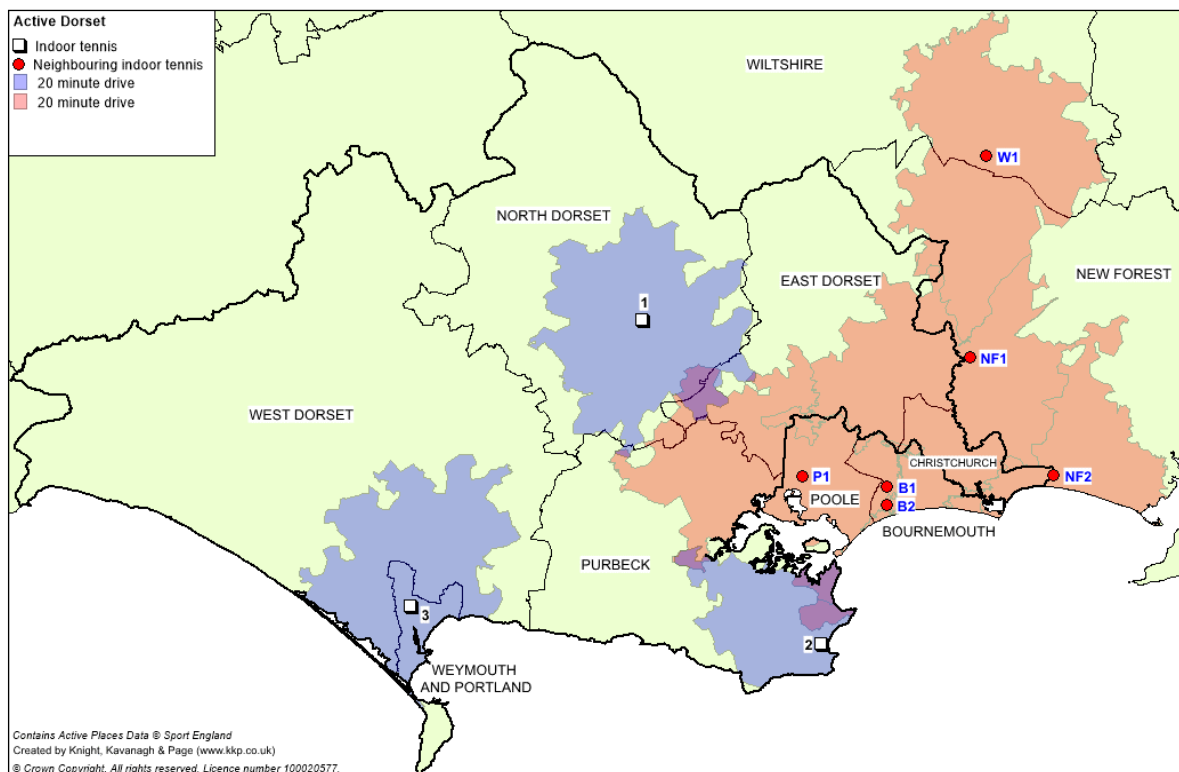


Table 9.1: Indoor tennis provision in Dorset

Map ID	Site	Courts by type		District
		Airhall	Traditional	
1	Bryanston School		1	North Dorset
2	Harrow House	2		Purbeck
3	The Wey Valley School and Sports College		4	Weymouth & Portland

Outdoor Provision

Figure 9.2 highlights the outdoor provision within the District, including the number of courts at each site. The information has been collated through a combination website research and site audits.

Areas of higher population in the District are all well served by outdoor tennis provision, however, certain sites may have members' only restrictions, or courts may be located on education sites, which may restrict access. The main settlements of Sherborne, Dorchester, Bridport and Beaminster all have pay and play options for tennis.

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Figure 9.2: Location of outdoor tennis provision in West Dorset

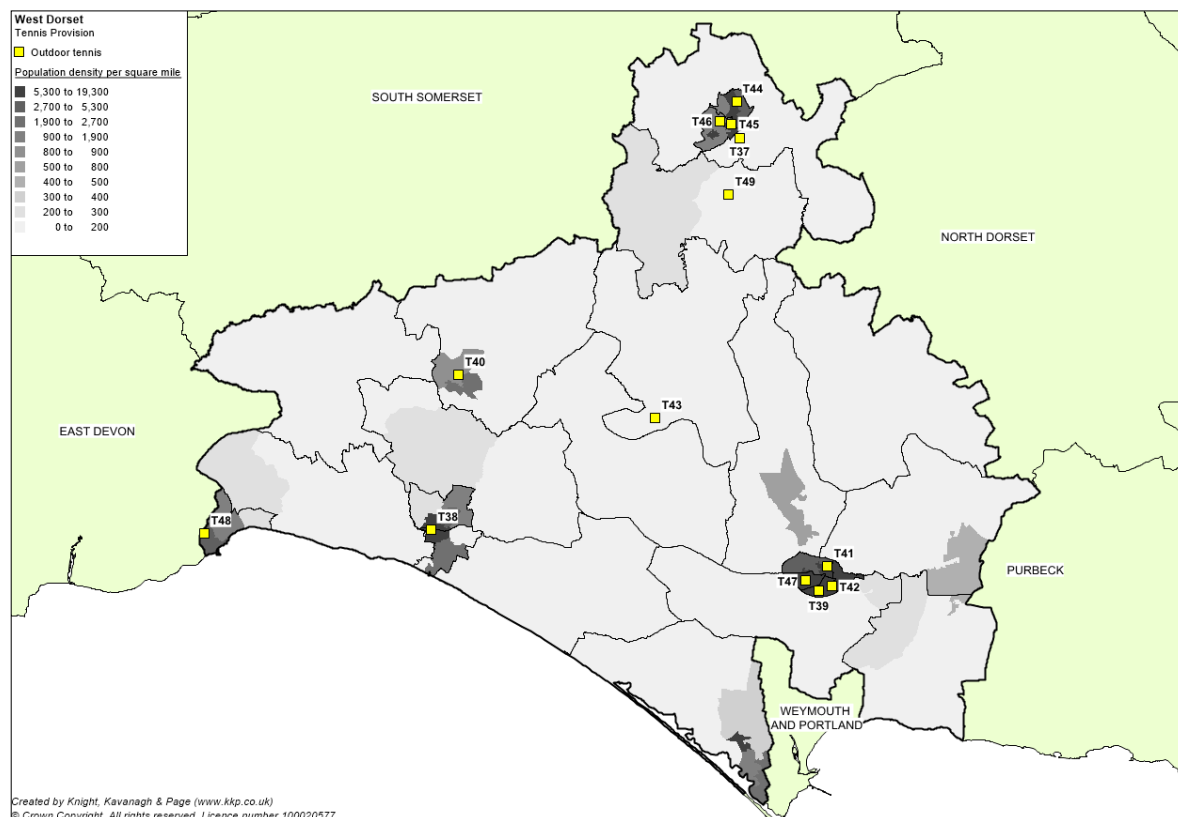


Table 9.2: List of Outdoor Tennis Provision in West Dorset

Map ID	Site Name	Pay & play	Courts	Floodlit
T37	Sherborne Tennis Club	Yes	8	4
T38	Bridport Tennis Club	Yes	4	2
T39	Dorchester Tennis Club	No	3	3
T40	Beaminster School	Yes	2	2
T41	Dorchester Borough Gardens	Yes	3	0
T42	St. Osmunds Community Sports Centre	Yes	3	3
T43	Cattistock Lawn Tennis Club	No	2	0
T44	The Gryphon School	No	6	0
T45	Sherborne School Sports Centre	Yes	3	0
T46	Oxley Sports Centre	Yes	6	0
T47	Thomas Hardye School	No	6	0
T48	Woodroofe School	Yes	6	0
T49	Leweston School	No	6	0
Total			58	14

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9.2: Demand

NGB Consultation

The LTA was consulted to understand the key strategic priorities for the County of Dorset. The overarching priority is to grow participation across the County by increasing the number of sites available for casual tennis. To achieve this, specific sites are being targeted which are:

- ◆ Upgrade of the public accessible provision in Weymouth (Greenhill Park and Radipole Gardens. This includes resurfacing and improving the fencing around the site.
- ◆ Increase provision in the number of courts at Blandford Forum and Bridport Tennis Club and to allow play and play options at both sites (currently members only).

In addition, the LTA will continue to work in partnership with schools to allow access to sites where there is tennis provision and it will also increase awareness and improve the marketing strategy of Wey Valley Tennis Centre, where participation levels are reported as being lower than that required to operate the facility as a financially viable concern.

The LTA highlights that ascertaining capital funding to upgrade listed courts will be a key challenge. In addition, due to the size of the county, any upgrades will focus on areas of high population as impact will be greater.

Figure 9.3 and Table 9.3 illustrates the county, regional and national participation trends in tennis.

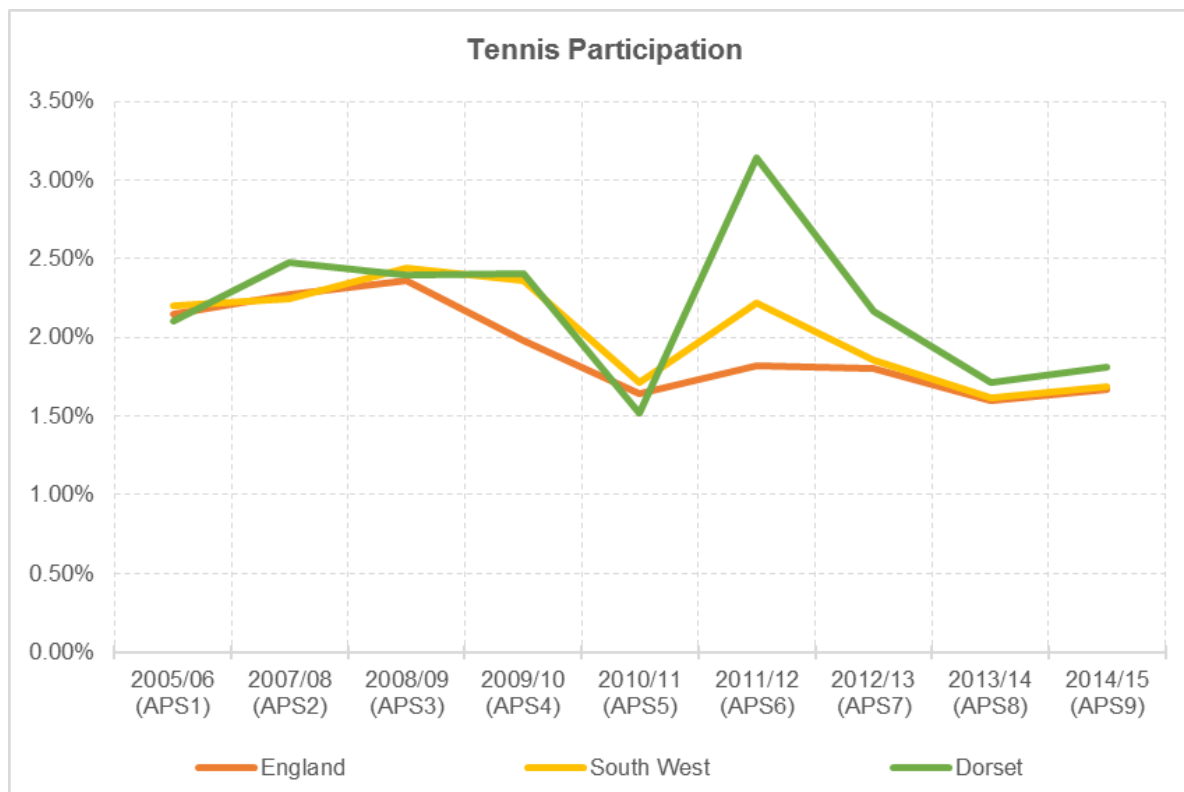
Table 9.3: Tennis participation trends for the County, Region and Country

Geography	APS1	APS2	APS3	APS4	APS5	APS6	APS7	APS8	APS9
England	2.15%	2.27%	2.36%	1.98%	1.64%	1.82%	1.80%	1.60%	1.67%
South West	2.20%	2.25%	2.44%	2.36%	1.71%	2.22%	1.86%	1.62%	1.69%
Dorset	2.10%	2.48%	2.40%	2.41%	1.52%	3.14%	2.17%	1.71%	1.81%

Since 2012, Dorset's tennis participation has been above both the regional and national rates. At the same time, there was a significant increase from 1.5% to 3% which saw participation rates double; this may be reflective of the opening of the Wey Valley Tennis Centre in 2011. The tennis participation trend is a downward one (excepting the data in 2011/12) with a general decreased from 2.10% in 2011/12 to 1.81% in 2014/15 (a reduction of nearly 14%).

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Figure 9.3: Tennis Participation trends between APS 1-APS 9



Club consultation

Consultation was undertaken with three of the key clubs in the District.

Sherborne Tennis Club - consultation indicates that the Club has recently undertaken a major redevelopment which has included the doubling of courts from four to eight. It has recently taken on a 40 year lease of four courts, which were previously owned by the Local Authority. As part of the agreement, the four redeveloped courts are available to both club members and to members from the community on a pay and play basis. The existing courts will remain for members only.

The Club itself has 320 members; however, it has plans to grow to c. 450 due to the expansion of facilities. It competes with 10 senior teams in the Yeovil and District League and five teams in the national AEGON junior league. It also employs a full-time tennis coach and has links with all four local secondary schools.

Dorchester Tennis and Squash Club - is located to the south of the town centre and has three floodlit courts. Membership numbers currently stand at c.150 members with six senior teams which compete in the Yeovil and District league and two junior teams which compete in the AEGON junior league. It is a members' only club with no options for the community to pay and play.

Bridport Tennis Club - is situated on the Plottingham Playing Fields in Bridport; it has four courts, two of which are floodlit. Courts are available for community use, which can be booked through the local sports shop in the town centre. Competitively, it has seven adult teams and three junior teams in the Yeovil and District Lawn Tennis League.

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One of the key themes following club consultation was that the clubs requires support from the LTA, particularly around developing more volunteers, and initiatives to increase participation.

Table 9.4: Market segmentation for tennis and likely target audiences in West Dorset

Tennis
<ul style="list-style-type: none">2.2% (1,746) of people currently play tennis and a further 2.3% (1,773) indicate that they would like to, giving an overall total of 4.5% (3,520).6.3% of Ben's play tennis, which is the largest proportion of any group taking part, closely followed by the Tim segment at 3.7%.The groups with the largest of the local population playing tennis are the Ben's (13.7%) and Tim's (13.7%).The groups with the most people who would like play tennis are Tim (11.9%) and Chloe (10.4%).The main group to target, for additional players due to size and interest is, therefore Tim.

There is latent demand for 3,520 people whom would like to play tennis.

9.3 Summary of Key facts and issues

<ul style="list-style-type: none">There is a total of 48 outdoor courts in the District, 14 of which are floodlit.Of these, 35 courts are available for community use.The towns of Sherborne, Dorchester, Bridport and Beaminster all have pay and play options for tennis.The nearest indoor provision is in Weymouth and Portland. This is a four court facility, which has two courts available during the day.Sherborne Tennis Club has just expanded to eight courts, four of which are available for community pay and play.Tennis clubs suggest that they need help from the LTA in developing volunteers in order to increase participation.

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SECTION 10: URBAN SPORTS

Introduction

This section analyses two key sports, Skateboarding and Parkour, which have a strong presence in the District. This type of activity predominately appeals to young males with general reports that c.95% of activity is undertaken by males aged 14-30 year old.

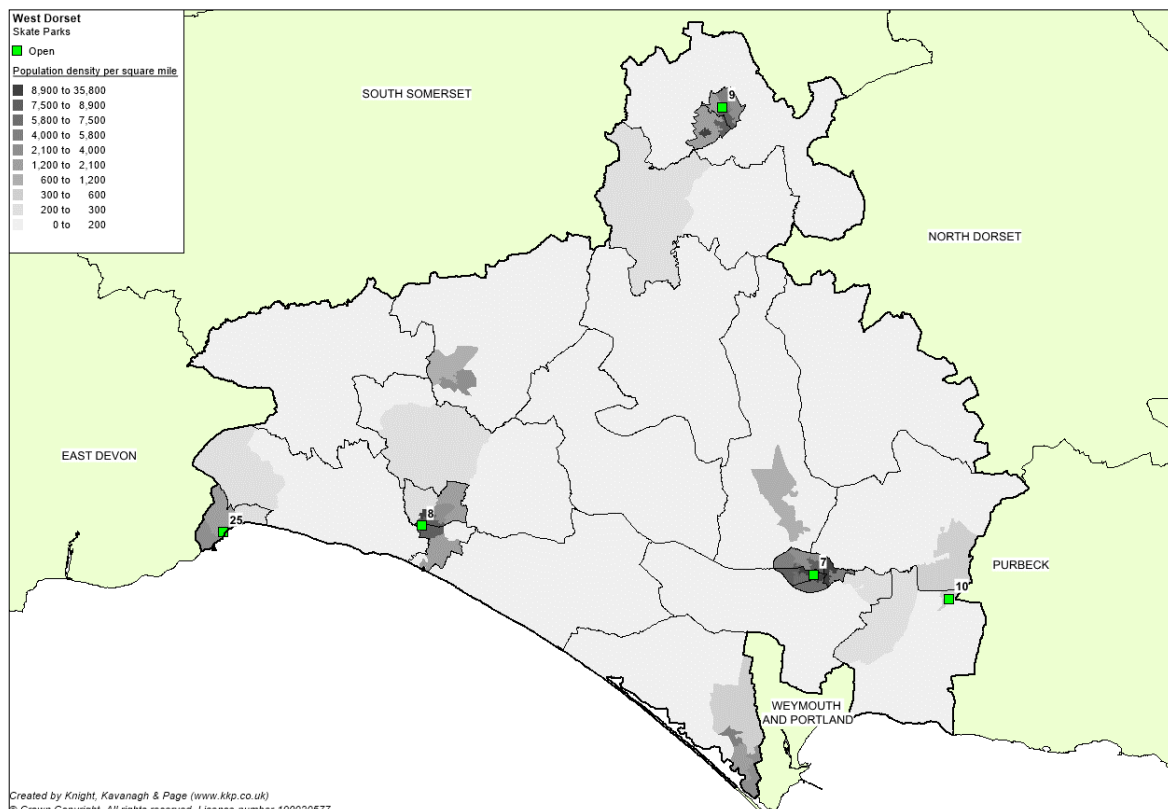
Skateboarding is an action sport which involves riding and performing tricks using a skateboard. It is also a recognised recreational activity but in 2016, it was announced that skateboarding will be represented at the 2020 Olympic Games in Tokyo, Japan. Since the 1970s, skateparks have been constructed specifically for use by skateboarders, freestyle BMXers, aggressive skaters, and very recently, scooters.

Within England, the sport is governed by Skateboard England. This is a democratic membership organisation working towards National Governing Body status, recognised by Sport England. The principle functions of Skateboard England are to provide support and membership to individual skaters, skateboarding clubs and skate schools and to provide a structure and guidelines to ensure that skating is being practiced in a safe and fun environment for everyone to enjoy.

Outdoor Provision

Figure 10.1 below and Table 10.1 identify five outdoor skateparks located across the County. The Table also lists the individual skatepark's key features.

Figure 10.1: Location of all Skate parks in West Dorset



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Table 10.1: A list of all outdoor skate parks in West Dorset and the key features of individual sites

Map ID	Facility	Key features and comment
7	Dorchester Skatepark	It has a concrete transitions bowl park with a plaza style street section at the bottom. It was built and opened in 2009 and is a free facility located in Dorchester Park.
8	Bridport Skatepark	This is made of satellite ramps on a tarmac base. It features two mini ramps, quarter pipes, flat banks, spines, volcanoes, a driveway, jump box and a pyramid. The facility is a free facility located to the east of the town centre. The Town Council has plans to upgrade this facility, possibly to a concrete bowl, which may be covered to compensate for the loss of the town's indoor provision (Trick Factory).
9	Sherborne Skatepark	The skate park was re-built in 2015 and now is presented as a moulded concrete bowl.
10	Crossways Skatepark	Concrete park with a mixture of both street and transition elements. Located on a playing field, it is free to use.
25	Lyme Regis	A concrete park which is a listed priority in the West Dorset Sports strategy.

The West Dorset Sports Strategy identifies there are plans to build a skatepark in Chickerall. This skatepark has yet to be developed, however, it remains a key priority for Chickerall Town Council. In addition, Beaminster Town Council is also planning on building a facility at the Memorial Playing fields in the town. This is planned to be built in 2018.

Indoor Provision

Bridport used to have an indoor skatepark, located on the St Michael's Trading Estate. The skate park, known locally as the Trick Factory, closed in May 2016 after 16 years.

Parkour

Parkour is a training discipline using movement that developed from military obstacle course training. Practitioners aim to get from one point to another in a complex environment, without assistive equipment and in the fastest and most efficient way possible. Parkour includes running, climbing, swinging, vaulting, jumping, rolling, *etc.* and other movements as deemed most suitable for the situation.

Parkour is an activity that can be practised alone or with others and is usually, but not exclusively, carried out in urban spaces. It involves seeing one's environment in a new way, and imagining the potential for navigating it by movement around, across, through, over and under its features.

Train Hard, a private company, delivers parkour training sessions once a week in the District using Dorchester YMCA. Train Hard currently offers indoor training sessions for juniors aged 14+ at the facility. The organisation also runs outdoor sessions during the summer months in areas where access is permitted. There is also a small facility in Sandringham Playing Fields in Dorchester Town Centre which is well regarded by users and is a free to use facility.

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BMX Provision

Consultation with British Cycling (BC) indicated that there is only one recreational BMX facility in the County, which is part of the Two Riversmeet Skatepark in Christchurch. BC indicated that it would only fund new facilities if a project is delivered in partnership with a club or a charity and is unwilling to fund open recreational facilities due to the maintenance and sustainability cost. Linking a facility with a club, not only ensures that a facility is sustainable, it also ensures there is a development pathway in the sport.

Summary of key issues and facts

- ◀ There are four outdoor skate parks located in major population areas in the District which are free to access.
- ◀ Bridport did have indoor provision but this closed down in 2016.
- ◀ Parkour has a presence in the District, with a weekly session delivered at Dorchester YMCA aimed at children aged 14 +. The session is run by a private company. There is also a free parkour facility in Sandringham Playing Field.
- ◀ There are plans to develop a concrete bowl skate park in Bridport, Chickerall and Beaminster.
- ◀ There is no BMX provision in the District.

SECTION 11: OTHER SPORTS

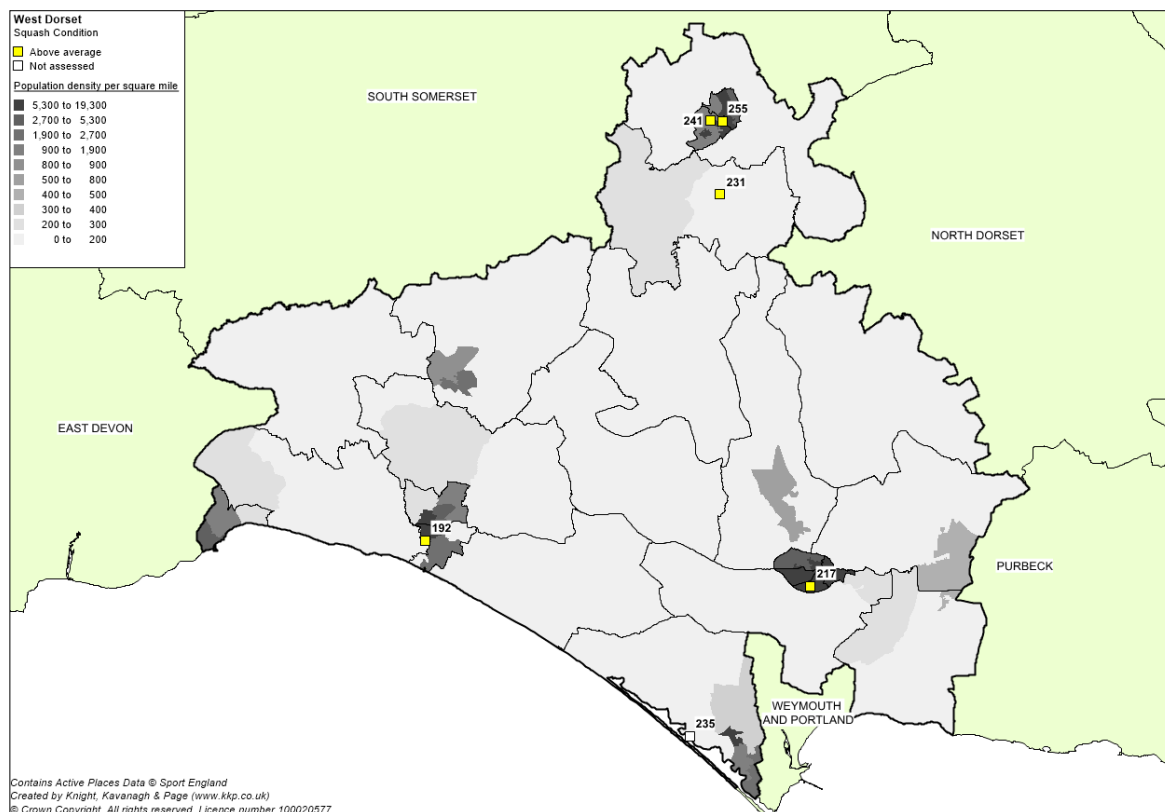
11.1: Squash

England Squash and Racketball's Game Changer Strategy states that participation of squash will be both increased and enhanced by 11,000 across three platforms, education, leisure providers (commercial & public) and clubs. This work will be done through four key principles – Prioritisation, Technology, Insight, and Business to business.

Recently APS9 showed a 15,200 increase on the previous period and are on track to continue to sustain participation throughout the remainder of the strategy.

Squash 57 is the new innovative name for Racketball, as it fits within the squash family. The name change in October 2016 is intended to change the perception of the game and bring it in line with squash, which will enable the sport to continue to grow. The 57 element is used as it is the diameter of ball which should be played with which has previously not been standardised.

Figure 11.1 Squash courts in West Dorset and surrounding local authorities



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Table 11.1: List of all squash courts in West Dorset

Map Ref	Site Name	Courts	Condition
192	Bridport Leisure Centre	3	Above average
217	Dorchester Tennis & Squash Club	3	Above average
231	Leweston School	2	Above average*
235	Moonfleet Manor Swimming Pool	1	Not assessed
241	Oxley Sports Centre	4	Above average
255	Sherborne School Sports Centre	4	Above average
Total		17	

*Site unavailable for assessment, however, consultation with site management indicated that facility was rated as above average.

There are 17 courts in the District; however, sites at Dorchester, Leweston and Moonfleet are have members' only restrictions, resulting in 11 courts available for community access. Consultation indicates that the courts at Leweston are available for students only. All courts in the District are rated as above average.

There are two affiliated squash clubs in the District. Bridport Squash Club is the larger Club in the District with c. 25 members and is based out of Bridport Leisure Centre. Dorchester Tennis and Racquet Ball Club has c. 20 members. Both clubs compete in the Dorset Squash and Racketball League and indicate that they need to introduce more young into the sport.

Table 11.2: Market segmentation: West Dorset target audiences for Squash and Racketball

Squash and racketball
<ul style="list-style-type: none"> ▶ 1.1% (849) of people currently play squash and racketball and a further 0.7% (528) indicate that they would like to, giving an overall total of 1.7% (1,378). ▶ 4.0% of Ben's play squash and racketball, which is the largest proportion of any group playing squash and racketball, closely followed by the Tim segment at 3.4%. ▶ The groups with the largest of the local population playing squash and racketball are the Tim's (26.0%) and Philip's (20.7%). ▶ The groups with the most people who would like to play are Tim (21.8%) and Philip (21.2%). ▶ The main group to target, for additional players due to size and interest is, therefore Tim.

The market segmentation shows latent demand for 1,378 people who would like to take part in tennis.

11.2: Gymnastics

British Gymnastics (BG) main priorities (for the period 2013-2017) are to:

- ▶ Increase the number of dedicated facilities and improve existing facilities.
- ▶ Increase access to spaces in non-dedicated venues.

There is, however, no geographic focus to the British Gymnastics Whole Sport Plan or Facility Strategy. It is based on need, suitability and partners' ability to support a project to successful completion. There is a large demand for more gymnastics opportunities and many clubs report large waiting lists. The Sports & Recreation Alliance 2013 Sports Club

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Survey showed most Gymnastics Clubs have a waiting list of up to 100, with many clubs anecdotally reporting waiting lists into several hundreds.

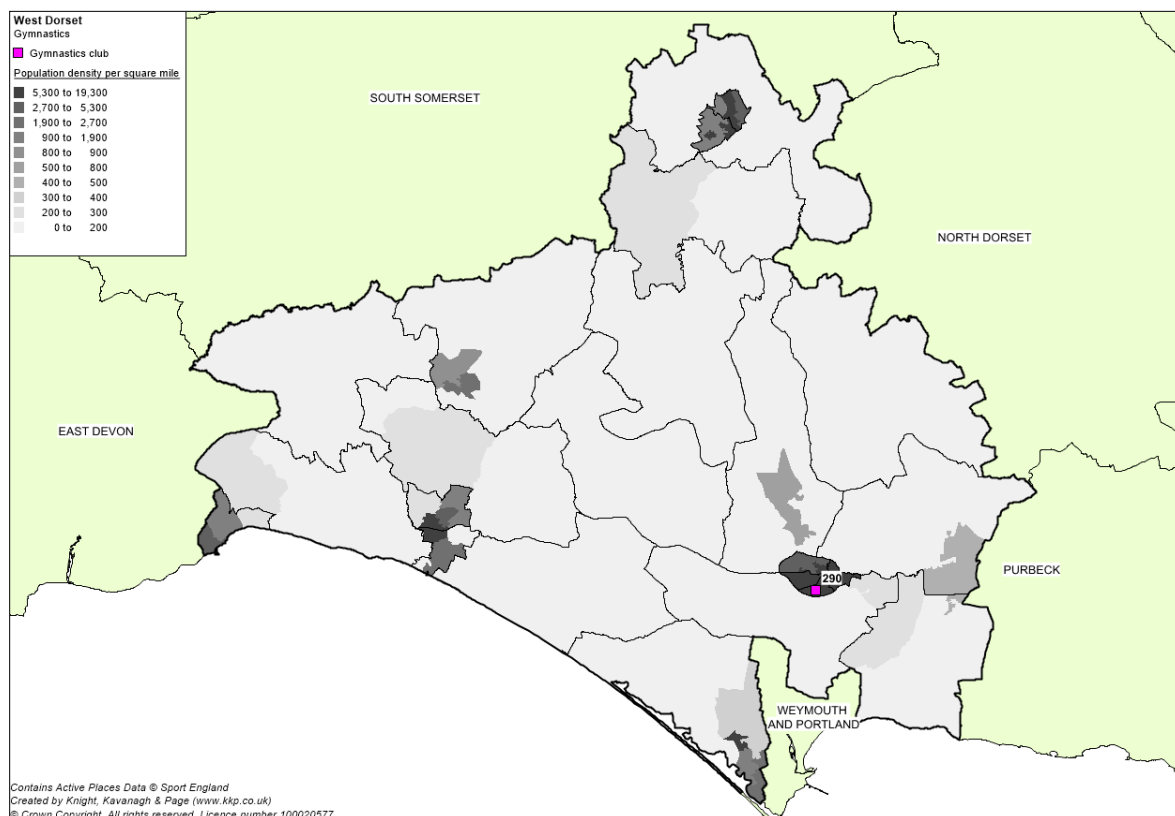
A key part of BG's strategy to increase participation is to support clubs moving into their own dedicated facility, offering more time and space for classes. There is a definite trend for gymnastics clubs to move into their own dedicated facilities with approximately 40 moving into their own spaces last year; BG expects this trend to continue and an increased proportion of clubs to move their activities to dedicated spaces/facilities.

BG has developed a new range of products and programmes and offers assistance to support local delivery. This is proving successful in the growth of membership and retention of members across the country.

Participation in gymnastics is, reportedly, increasing rapidly. British Gymnastics membership has risen each year since 2012. There has been a notable increase in the number of teenagers and adults (11 - 25 year olds) taking part in gymnastics regularly which, of course, places further strain on many of the gymnastics venues currently available.

BG indicates that there one affiliated club in West Dorset. The NGB acknowledges that Gymnastics is popular in the District and is currently working with the Club to support a potential expansion into new accommodation. The NGB is also developing satellite sessions at other facilities to accommodate demand. A location map of this facility is illustrated below.

Figure 11.2: Location map of gymnastics clubs in West Dorset



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Table 11.3: Gymnastics clubs in West Dorset

Map ID	Site Name
290	Dorchester YMCA Gymnastics Club

Dorchester YMCA Gymnastics Club, the only affiliated British Gymnastics club in West Dorset, is located in a dedicated facility south of the Town Centre. The Club, part of Dorchester YMCA, is one of the sports offered through the organisation, which also offers parkour, table tennis and disabled sports. Gymnastics has its own dedicated room and offers gymnastics from 18 months to 16 years to both male and female participants. The Club currently has 500 active members with an additional 200 on a waiting list.

The Club realises that it is the only dedicated facility which offers development and competition in the District and is investigating options of moving into larger premises whilst retaining the YMCA principles. The committee is currently exploring new facility options in partnership with British Gymnastics. To become a successful club, its aspirations for a new facility would compromise the following: 1500 square meters in size, spectator seating, cafe, a large mat area, a sunken pit, suitable storage for equipment and height clearance to support at least one trampoline. To achieve this, however, it would also need to increase its volunteer work force.

Whilst there is only one affiliated club in the District, leisure providers also offer programmes to support the community. Bridport Leisure Centre runs two weekly class for participants aged 4-15, one of which focuses on trampolining; and Budmouth Community Sports Centre delivers a trampolining session.

Table 11.4: Market segmentation: West Dorset audiences for gymnastics & trampolining

Gymnastics and trampolining
<ul style="list-style-type: none"> ◀ 0.2% (153) of people currently take part in gymnastics and trampolining and a further 0.1% (106) indicate that they would like to, giving an overall total of 0.3% (260). ◀ 0.6% of Chloe's take part in gymnastics and trampolining, which is the largest proportion of any group taking part, closely followed by the Leanne segment at 0.5%. ◀ The groups with the largest of the local population taking part in gymnastics and trampolining are the Chloe's (16.3%) and Helena's (10.5%). ◀ The groups with the most people who would like to take part are Chloe (22.6%) and Jackie (8.5%). ◀ The main group to target, for additional participants due to size and interest is, therefore Chloe.

Market segmentation shows that there is latent demand of 260 people whom would like to take part in gymnastics and trampolining.

11.3: Hyde Real Tennis Centre

Hyde Real Tennis Centre is one of only 77 real tennis facilities in the country. Located in the hamlet of Walditch, east of Bridport, the Centre is currently owned by Bridport Leisure Trust and leased to the Club. The Club, which has c.200 members, employs a fulltime coach who also manages the facility. The key challenge is attracting younger members to the sport, as the average age of members is 60. The general premise of the Club is social participation; however, it does play in a national league.

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11.4: Boxing

Dorchester Boxing Club is currently located at Physiques and Health Fitness Club in the Town Centre. The Club, has c.30 members, offers competitive and social boxing five days a week. In addition, it has a strong community presence working with agencies which focus on preventing youth disengagement, including Dorchester Pupil Referral Unit.

It would like to have its own facility, as it is currently renting the room from the fitness club. The rent, which is £500 per month, is not a long term sustainable option and the Club is seeking grants to purchase its own facility. It has identified that any new facility will need two rings, a gym and a classroom to continue to work with key agencies to offer qualifications as well as boxing. It has approached the Town Council for support with this ambition.

The other boxing club in the District is Bridport Amateur Boxing Club. It owns its facility, which is a former industrial unit and has c. 20 members. It is currently sustainable; however, generating interest in the sport, particularly with children is key a challenge. The Club is currently working with Beaminster School to establish a partnership to generate further interest.

11.5 Summary of key issues and facts

- ◀ There are a number of additional sports in the District, including squash, gymnastics and real tennis.
- ◀ The real tennis club struggles to attract new young members.
- ◀ The District has two affiliated squash club, which play league squash.
- ◀ Dorchester Boxing Club would like its own facility to allow it to develop the sport in the town and to continue the work it currently does preventing anti-social behaviour.
- ◀ The Gymnastics Club is very popular, with a reported waiting list. The Club would like to move into its own premises to allow it to expand.
- ◀ Most clubs report that a key challenge is to generate more interest from young people

SECTION 12: VILLAGE HALLS/COMMUNITY CENTRES

Introduction

Village halls and community centres are important recreational facilities, especially in rural areas and areas where day time access to sports centres is restricted. They are usually multi-functional, providing places for meetings, socialising and for sports and recreation clubs and activities. In some parishes, a church hall or a sports pavilion can also serve a range of functions depending on its size. Figure 12.1 indicates the spread of village halls/community centres in West Dorset.

12.1 Supply

Figure 12.1: Location of village halls/community centres with 800m catchment

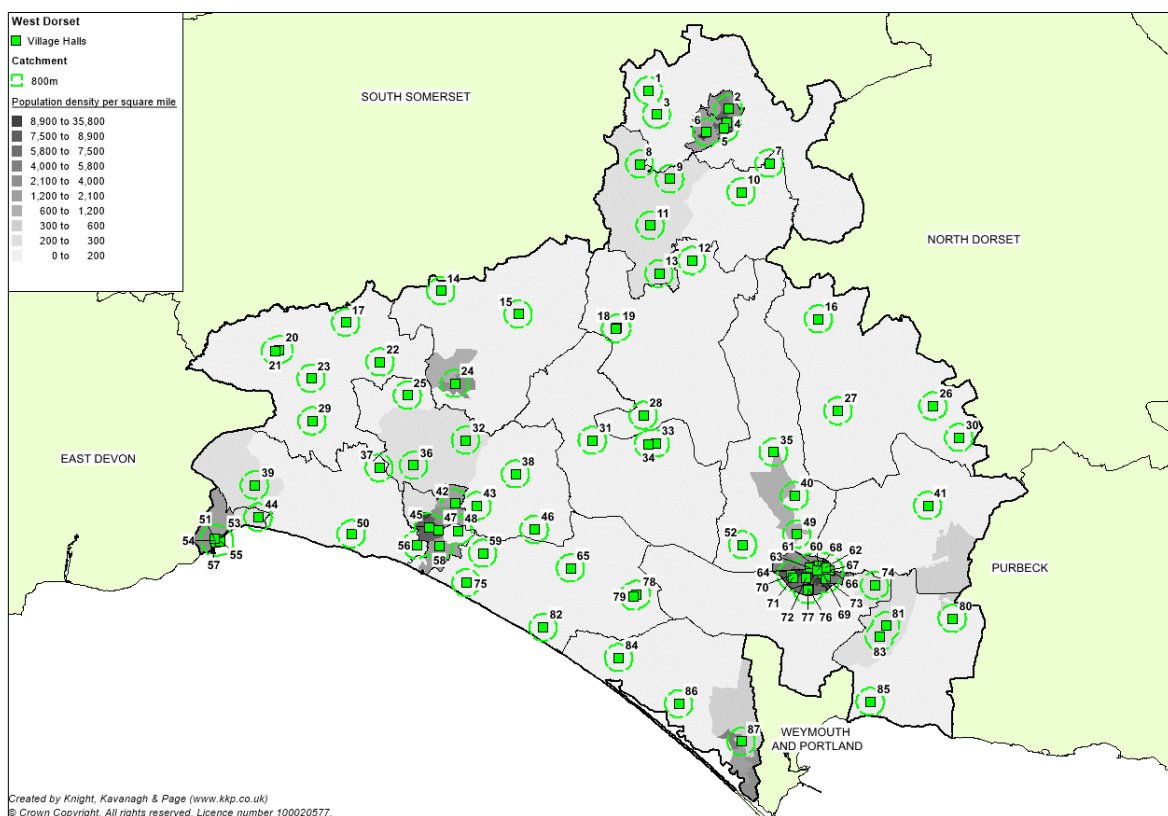


Figure 12.1 illustrates that 45.1% of the population live within 800m of a village hall/community centre with an even spread across the District. There is, however, a concentration of halls in areas of higher population.

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Table 12.1: Names of village halls and community centres and known sporting/physical activity

Map ID	Village Hall	Reported activity
1	Trent Village Memorial Hall	
2	St Paul's Church Hall - Sherborne	Table tennis, yoga.
3	Over with Nether Compton Memorial Hall	
4	Digby Hall - Sherborne	Keep fit, dances.
5	Digby Memorial Hall - Sherborne	
6	West End Community Hall - Sherborne	Ballet, yoga, Pilates.
7	Alweston Village Hall	Dance.
8	Bradford Abbas & Clifton Maybank Village Hall	
9	Thornford Village Hall	
10	Longburton Village Hall	
11	Yetminster Jubilee Hall/St Andrew's Hall	
12	Leigh Village Hall	
13	Chetnole Village Hall	
14	South Perrott Village Hall	Zumba, short mat bowls.
15	Corscombe Village Hall	Fitness / exercise classes, Zumba, line dancing, Pilates.
16	Buckland Newton Village Hall	Yoga.
17	Drimpton Village Hall	
18	Evershot Village Hall	Tai chi, ballroom dancing, yoga, Zumba, tap dancing classes and table tennis.
19	Melbury Osmond Village Hall	Table tennis
20	Holditch Village Hall	Charmouth badminton club.
21	Thorncombe Village Hall	
22	Broadwindsor Comrades Hall	Yoga
23	Blackdown Village Hall	Pilates
24	Public Hall - Beaminster	Pilates, taekwondo, LeRoc dance classes, Fizzy Boppers dance group, line dancing.
25	Stoke Abbott Village Hall	Short mat bowls, line dancing.
26	Cheselbourne Village Hall	Badminton, skittles, short mat bowls, Pilates, ballet.
27	Piddletrenthide Memorial Hall	
28	Savill Hall - Cattistock	
29	Bettiscombe Village Hall	
30	Dewlish Village Hall	
31	Toller Porcorum Village Hall	
32	Melplash Village Hall	
33	Maiden Newton Village Hall	
34	Maiden Newton Youth & Community Centre	Bowls, taekwondo.

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Map ID	Village Hall	Reported activity
35	Godmanstone Village Hall	
36	Salway Ash Village Hall	Pilates
37	Broadoak Village Hall	Yoga
38	Powerstock Hut	
39	Wootton Fitzpaine Village Hall	
40	Charlton Down Village Hall / Herrison Hall	
41	Puddletown Village Hall	
42	Bradpole Forster Memorial Hall	Short mat bowls
43	Loders Village Hall	
44	Charmouth, St Andrew's Community Hall	Short mat bowls, table tennis, Yoga.
45	Bridport WI Hall	Short mat bowls, taekwondo (Kids).
46	Askerswell Village Hall	Table tennis
47	Bridport Town Hall	Table tennis, Pilates.
48	Walditch Village Hall	Exercise to music, Table tennis.
49	Charminster Village Hall	Pilates, fitball exercise class
50	Chideock Village Hall	Football.
51	Woodmead Halls - Lyme Regis	Body Moves, Qi Gon/tai chi, yoga.
52	Bradford Peverell Village Hall	
53	St Michaels Church Hall - Lyme Regis	
54	Lyme Regis Baptist Church - small hall	Table tennis, Short mat bowls, archery.
55	The Hub - Lyme Regis	
56	Eype Schoolroom	Exercise to music, table tennis, short mat bowls.
57	Masonic Hall - Lyme Regis	
58	Bothenhampton Village Hall	Short mat bowls judo.
59	Shipton Gorge Village Hall	
60	Corn Exchange - Dorchester	
61	Boys Brigade Hall - Dorchester	
62	St George's Church Hall - Dorchester	
63	Dorford Centre - Dorchester	
64	Borough Gardens House - Dorchester	
65	Litton and Thorne's Community Hall (LATCH)	
66	Durnovaria Silver Band Hall	
67	Dorchester Youth and Community Centre	
68	United Church - Dorchester	Chi Gong.
69	Holy Trinity Parish Centre - Dorchester	
70	Brownsword Hall - Dorchester	
71	Dorchester Rugby Club	
72	St Mary's Church Community Hall - Dorchester	
73	St Mary's Catholic 1st School Hall - Dorchester	Kickboxing, indoor football.

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Map ID	Village Hall	Reported activity
74	West Stafford Village Hall	
75	Burton Bradstock Village Hall	Short mat bowls.
76	Dorchester Judo Club Hall	Badminton, table tennis, short tennis, short mat bowls yoga.
77	Weymouth Avenue Pavilion - Dorchester	
78	Littlebredy Village Hall	Badminton, country dancing.
79	Long Bredy Village Hall	
80	Crossways Village Hall	Line dancing, skittles.
81	Owermoigne Village Hall	
82	Puncknowle Village Hall	
83	St Martin's Community Hall - Broadmayne	
84	Abbotsbury Strangways Village Hall	Yoga, Pilates, sequence dancing, short mat bowls, Taekwondo.
85	Osmington Village Hall	
86	Langton Herring Village Hall	Short mat bowls, Irish dancing.
87	Willowbed Hall - Chickerell	

12.2 Demand

Research undertaken for the audit suggests that demand for village hall / community centre space is high, highlighting the importance of these sites in ensuring that there is a good range of local sport and physical activity provision available for residents in West Dorset. Of the reported activity, Evershot Village Hall and Beaminster Public Hall offers the highest level of provision which includes dance and fitness classes.

Although there is spare capacity in sports halls across the authority, there is limited capacity during the day as all but one of the sports halls are located on educational sites. Village and community halls, therefore, play a key role in providing provision for sport and physical activity. This is pertinent not only in areas where access to sports halls are restricted, but also in rural areas and areas which suffer from poor public transport links.

12.3 Summary of village halls and community centres key facts and issues

- ◀ The audit identified 87 village and community halls in West Dorset.
- ◀ Analysis indicates that 45.1% of the population lives within an 800-metre catchment of a site.
- ◀ Audit research indicates that demand for space is high, with a range of activities offered across sites.
- ◀ There is a variety of activities delivered across the authority in these venues, ranging from dancing to table tennis.

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SECTION 13: SWOT ANALYSIS

13.1 Strengths

- ◀ WDDC has 12 sports halls on 11 sites and six swimming pools on four sites across the District which are community accessible.
- ◀ The total number of sports halls will increase to 13 on 11 sites by 2020, as Sherborne Boys School has received planning permission to build a 10 court sports hall.
- ◀ Quality of all facilities are generally good or above average (swimming pools and sports halls).
- ◀ The District has a good range of skate facilities and there are plans to enhance this provision.
- ◀ The local community has access to a good range of sports at a range of levels. These include badminton, table tennis and swimming, which are well spread geographically across the District.
- ◀ In particular, Budmouth Community Sports Centre offers a comprehensive variety of sports, with thriving clubs.
- ◀ The District has a real tennis venue, only one of 77 sites in the country.
- ◀ Majority of towns have community accessible tennis courts, many of which have floodlights.
- ◀ All coastal towns have either a sailing or a gig rowing club.
- ◀ West Dorset has an affiliated gymnastics club, which is growing in popularity and has a waiting list for certain age groups. There is also gymnastics provision at other sites across the District.
- ◀ The District hosts the regional netball league (South and West Dorset Netball League).
- ◀ West Dorset Swimming Club is very successful club, with a thriving membership.
- ◀ A number of sites work in partnership with NHS providers offering access to health and fitness provision through GP referrals programmes.
- ◀ Gym memberships are popular with young adults also.

13.2: Weaknesses

- ◀ Participation in sport is below the regional and national average.
- ◀ Bridport Leisure Centre and Piddlehinton Gym are the only sports halls to offer access throughout weekdays and evenings, which can limit opportunities for older people.
- ◀ Although Sherborne has a number of sports facilities which offer community access, neither private school has a community use agreement *in situ*. This means weak security of tenure for clubs and individuals using the facilities.
- ◀ Due to the rural nature of the District, less than half the population live within a mile of a community accessible; hall, pool and fitness centre, and therefore must rely on public transport, cycle or car to access the facilities.
- ◀ A substantial number of sports clubs face problems with workforce recruitment, retention and development.
- ◀ Squash clubs also report a key challenge is the recruitment of juniors.
- ◀ Badminton clubs report that they do have limited consultation with BE and the County Association.
- ◀ Fragmented sports hall management means disjointed programmes and limited coordination.
- ◀ Tennis clubs in the District report that they have need additional support from the LTA in developing volunteers and recruiting young people in particular.

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13.3 Opportunities

- ◀ Individual Town Councils throughout the District have the opportunity to coordinate programming and the operation of facilities which could benefit individual towns and neighbouring areas.
- ◀ To encourage venues, particularly in educational sites in Sherborne, develop community use agreement to ensure greater security of tenure for sports clubs.
- ◀ A cross sport volunteer workforce development strategy is needed to drive up support for local clubs leading to increased sustainability.
- ◀ Upgrades to Lyme Regis harbour, including the upgrade of the Cobb Buildings, will improve user experience.
- ◀ Consultation and the FPM indicate that there is spare capacity across all sites, indicating that there is opportunities to expand the sports offer to the community.
- ◀ There is a cross border influence from clubs in Yeovil at sites in the District, which provides sporting opportunities for residents in the District.
- ◀ Support is needed for Dorchester YMCA Gymnastics Club with workforce development, in particular, which will enable it to increase participation. In addition, it requires additional space as it has high waiting lists.

13.4: Threats

- ◀ Due to a lack of netball clubs in the west of the District, players are travelling to Devon to participate in the sport.
- ◀ There is a reliance of state schools to provide community sports facilities across the District. This is relevant in all towns bar Bridport.
- ◀ The future ability of state schools to maintain their sports facilities to a good attractive standard due to current budget obligations.
- ◀ Investment in maintenance will be required to maintain the quality of facilities in the District.
- ◀ The increased financial pressures on local authorities in general will place increasing pressure on the level of subsidy it can provide to leisure provision across the District *per se*.
- ◀ The specific health challenges faced by an ageing population and ensuring that sports facilities remain accessible and relevant.
- ◀ The absence of joined up programming/sports development may cause duplication of activity and/or gaps in provision of a full sport and leisure offer.

13.5: Initial key strategic recommendations

Key strategic recommendations are:

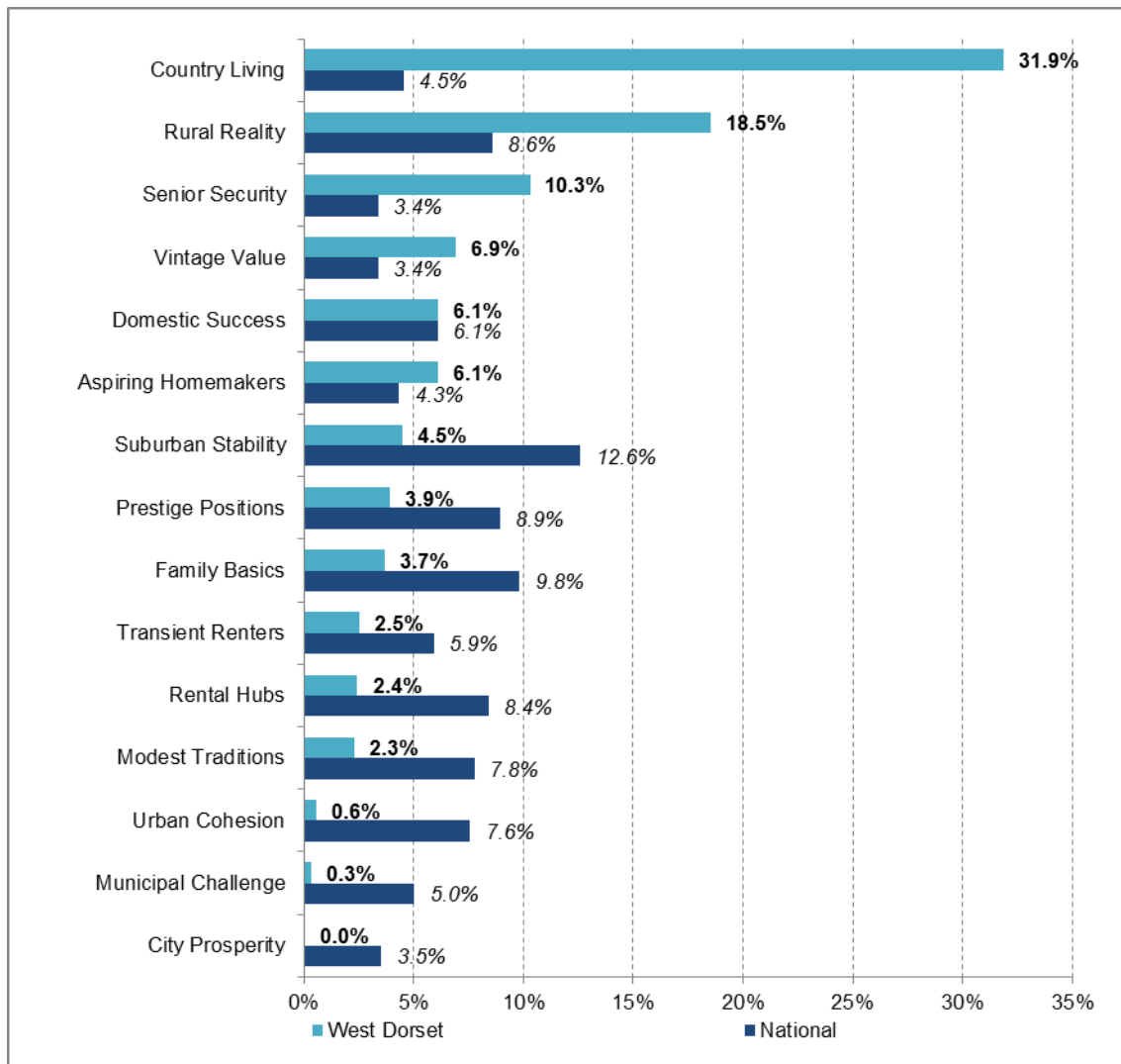
- ◀ For Town Councils to actively work with key partners, including leisure providers, to ensure the sports offer addresses the needs of the whole community, particularly around an aging population.
- ◀ To encourage all state schools in the District to develop a joint use agreement which will ensure additional funding to individual schools from the Department of Education. This funding will assist with the upgrade of sports facilities.
- ◀ To identify ongoing investment, maintenance and refurbishment requirements to protect and improve existing sports facilities.
- ◀ To maintain and develop harbourside facilities in the District to the benefit of all those who access facilities.
- ◀ Work with key partners to support workforce development and volunteer recruitment across the club network within the Borough.

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- ◀ Work with management on education sites and local Sports Trust to encourage more community use for local clubs, which could increase local participation rates across certain sports.
- ◀ Consider looking to support the Dorchester YMCA Gymnastics Club to increase and develop its workforce with a view to identifying new facilities, so that it can continue to grow.
- ◀ Bridport Leisure Centre is the only trust run facility and is vulnerable due to the decline in public centre subsidy. Developing a model of sustainability with the subsidy reduction to ensure its longevity, is key.

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APPENDIX 1: MOSAIC SEGMENTATION FOR WEST DORSET

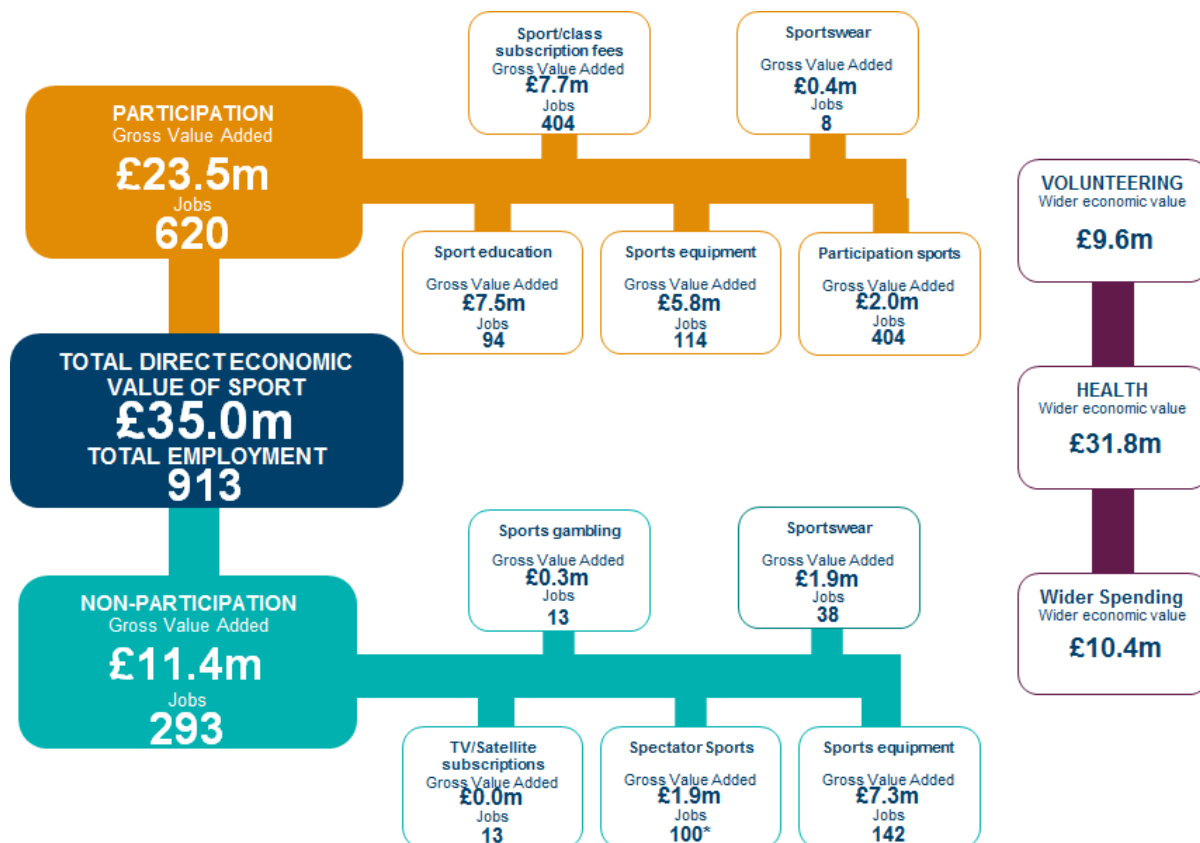


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APPENDIX 2: ECONOMIC IMPACT OF SPORT – WEST DORSET

Economic Value of Sport (Nov2015) - comparative overview

Economic impact of sport – West Dorset (Source: Sport England 2015)



Economic value of sport (Nov 2015) – Comparative overview

Measure	England		West Dorset	
	GVA (£m)	%	GVA (£m)	%
Participation impacts				
Sports & fitness memberships	£4,646.4m	22.8%	£7.7m	22.1%
Education and training	£4,630.3m	22.7%	£7.5m	21.6%
Sports equipment	£1,267.2m	6.2%	£5.8m	16.7%
Sports participation	£1,267.2m	6.2%	£2.0m	5.7%
Sportswear	£84.5m	0.4%	£0.4m	1.1%
Sub-total	£11,895.6m	58.3%	£23.5m	67.2%
Non participation impacts				
TV and satellite broadcasting*	£4,646.4m	22.8%	£0.0m	0.0%
Sports equipment	£1,584.0m	7.7%	£7.3m	21.0%
Spectator sports	£1,161.6m	5.7%	£1.9m	5.5%
Sportswear	£422.4m	2.1%	£1.9m	5.5%
Sports related gaming/betting	£690.0m	3.4%	£0.3m	0.9%
Sub-total	£8,504.4m	41.7%	£11.4m	32.8%

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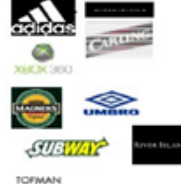






Overall total	£20,399.9m	100.0%	£35.0m	100.0%
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Note: Totals in local authority based figures may differ slightly due to rounding









** This relates GVA to employment connected to broadcasting as opposed to subscriptions by area.*

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APPENDIX 3: Sport England Market Segmentation Segments

Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
				3x30				
 <p>Ben Competitive Male Urbanites Also known as Josh, Luke, Adam, Matesuz, Kamil</p>	Male, recent graduates, with a 'work-hard, play-hard' attitude. <i>Graduate professional, single.</i>	18-24	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%				
 <p>Jamie Sports Team Lads Also known as Ryan, Nathan, Ashley, Adeel, Pawel</p>	Young blokes enjoying football, pints and pool. <i>Vocational student, single.</i>	18-24	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%				
 <p>Chloe Fitness Class Friends Also known as Nisha, Sophie, Lauren, Charlotte, Lucy</p>	Young image-conscious females keeping fit and trim. <i>Graduate professional, single.</i>	18-24	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%				
 <p>Leanne Supportive Singles Also known as Hayley, Kerry, Danielle, Nisha, Saima</p>	Young busy mums and their supportive college mates. <i>Student or PT vocational, Likely to have children.</i>	18-24	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%				
 <p>Helena Career Focused Female Also known as Claire, Tamsin, Fiona, Sara,</p>	Single professional women, enjoying life in the fast lane. <i>Full time professional, single.</i>	26-44	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%).

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	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	Joanne				19%				
	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>	26-44	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>	36-44	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>	36-44	C1C2D	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>	36-44	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%					

WEST DORSET DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	Paula Stretched Single Mum 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%					
	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%	Elaine is a light TV viewer, loyal to mainstream terrestrial channels. Elaine is a medium radio listener, likely to prefer BBC Radio 2 or 4 and Classic FM. A moderate internet user, she browses news and lifestyle sites. Elaine reads broadsheets, such as the Daily Telegraph, and women's lifestyle magazines. She would not respond to sms text alerts, nor to cold-calling.		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%					





WEST DORSET DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	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, Peggy, Marjorie	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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INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	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+	C1C2D	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%					