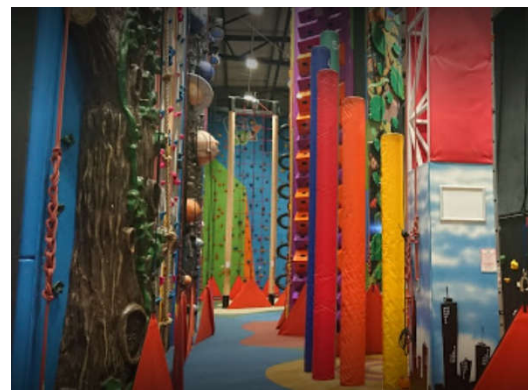


ROSSENDALE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES



NEEDS ASSESSMENT - FINAL REPORT

APRIL 2020

QUALITY, INTEGRITY, PROFESSIONALISM

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SECTION 1: INTRODUCTION

1.1 Introduction

Knight, Kavanagh & Page Ltd (KKP) was appointed by Rossendale Borough Council (RBC) to undertake an assessment of all formal sport and leisure facilities across the authority to assist it to strategically plan for the future. The importance of the assessment in providing the evidence base for the new RBC Local Plan is fully recognised. The quality and robustness of the evidence with regard to the quality and quantity of open space and sports facilities needed is fundamental to the new Plan over the 15-year period to 2034 and will be vital in informing the Authority's policies on open spaces, playing pitches and built facilities.

The assessment is part of a wider series of inter-related documents for sport and recreation that also includes a Playing Pitch Strategy (PPS) and Open Space Assessment Report (OS). The inter-relationship between the portfolio of documents must be noted as some sports covered by the PPS also use indoor facilities for matches/training or use open space areas for informal use. Similarly, there may be forms of open space which feature a playing pitch or sporting facility.

This report is a detailed assessment of current provision of indoor and built sports facilities, identifying needs (demand) and gaps (deficiencies) in provision.

1.2: Scope of the project

The report provides detail as to what exists in the Authority, its condition, location, availability and overall quality. It considers demand for facilities based on population distribution, planned growth and takes into consideration health and economic deprivation. The facilities/sports covered include village/community halls, sports halls (and associated indoor sports), swimming pools, health and fitness, ski, squash, gymnastics and indoor bowls. In delivering this report KKP has:

- ◀ Individually audited identified sports halls (conventional i.e. 3+ court halls) swimming pools (minimum size 160m²), health and fitness facilities (including, within reason, dance studios) and the wider range of facilities identified above.
- ◀ 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.
- ◀ Identified areas of good practice and opportunities for improved service in order to drive up participation levels.

This evidence-based report provides a quantitative and qualitative audit-based assessment of the facilities identified above. It is a robust, up-to-date assessment of need and identifies 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.

This process follows that set out in Sport England's Assessment Needs and Opportunities Guidance (ANOG), the methodology for assessing indoor sports need, developed by Sport

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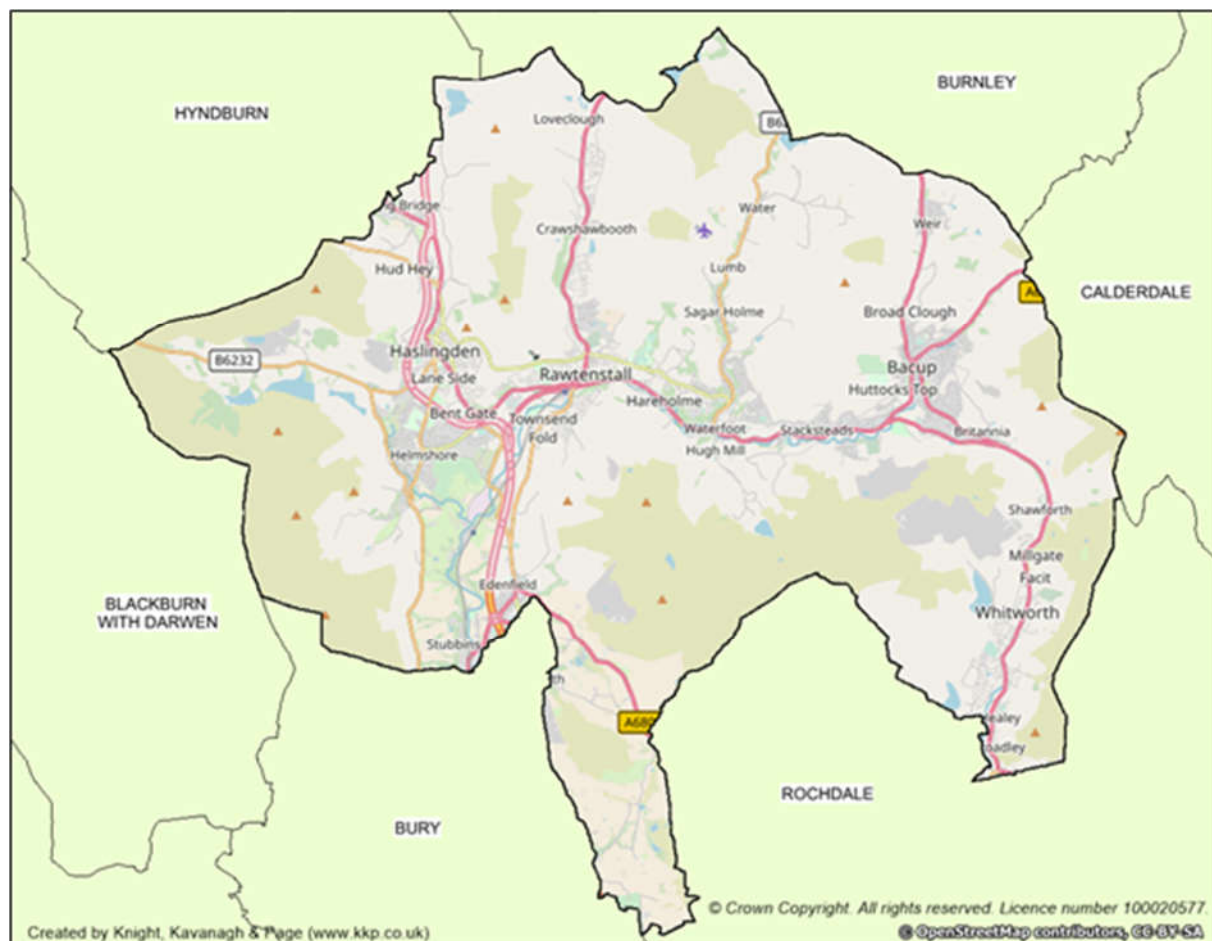
England. The Indoor Sport Facilities Needs Assessment Report will also accord with relevant paragraphs of the most up-to-date version of the National Planning Policy Framework (NPPF) and Planning Practice Guidance (PPG).

1.3: Background

Rossendale is a district with borough status in the county of Lancashire. It incorporates a number of smaller mill towns centred on the valley of the River Irwell combining modest size urban development with rural villages. It is located south of the districts of Burnley and Hyndburn, east of Blackburn with Darwen, west of Calderdale and to the north of Bury and Rochdale. Its population is distributed across the larger towns of Bacup, Haslingden, Rawtenstall and Whitworth and the smaller settlements of Crawshawbooth, Edenfield, Helmshore, Waterfoot and Whitworth amongst others.

The borough is linked by the motorway network to Manchester, Burnley and Blackburn via the A56/M65 and M66 motorways as identified below.

Figure 1.1 Map of Rossendale with main roads



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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 Borough.
- ◀ Section 3 - description of methodology employed to assess indoor provision.
- ◀ Section 4 - assessment of village hall provision.
- ◀ Section 5 - assessment of sports hall provision.
- ◀ Section 6 - assessment of swimming pool provision.
- ◀ Section 7 - assessment of health and fitness provision.
- ◀ Section 8 - assessment of ski facilities.
- ◀ Section 9 - assessment of gymnastics.
- ◀ Section 10 - assessment of indoor bowls.
- ◀ Section 11 – assessment of squash.
- ◀ Section 12 - membership analysis.
- ◀ Section 13 - 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 assessment report has been produced for RBC 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 Rossendale and provides a basis for future strategic planning.

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

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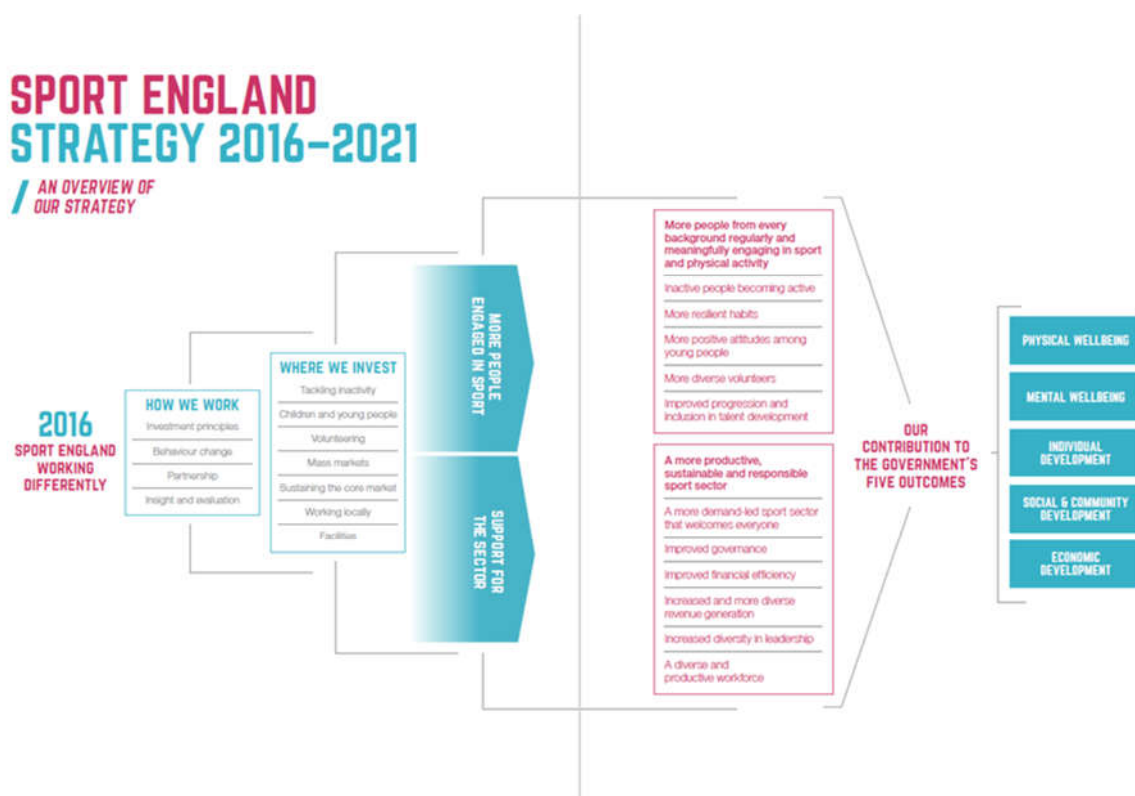
Sport England: Towards an Active Nation (2016-2021)

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

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

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

Figure 2.2: Sport England Strategy 2016-2021



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

- ✦ Ensuring a clear line of sight to the objectives in Sporting Future, thereby making a wider impact on people's lives in terms of physical wellbeing, mental wellbeing, individual development, social and community development and economic development, rather than simply driving numbers.
- ✦ Prioritising demographic groups which are currently under-represented; this includes women, older people, disabled people and people from lower socio-economic backgrounds.

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

Sport England's Strategic Facilities Fund is not a stand-alone funding stream, it is part of a portfolio of support and tools designed to strategically support the sector (local authority provision in particular). The Fund has been re-positioned within Sport England's new strategy in order to help the sector to be effective in their investment decision making. Creating a focus and vision on local outcomes, informed by customer insight and delivering interventions (capital and revenue) which effect behaviour change in the target audience and ultimately outcome delivery.

The 'Strategic Outcomes Model' (Figure 2.3) illustrates the process which Sport England would expect a local authority to follow as part of a local strategic planning process in partnership with key stakeholders and other sectors.

Figure 2.3 Sport England's Strategic Outcomes Model (vision)



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Revised National Planning Policy Framework 2019

The 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 economic, social, environmentally sustainable development:

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 and safe communities* chapter (in particular paragraphs 96-97) 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 November 2015, sport and sport-related activity contributed £20.3 billion to the English economy. The contribution to employment is even greater with sport and sport-related activity estimated to support over 450,000 full-time equivalent jobs. Volunteering in sport, and the health benefits derived, also have an impact on the economy. The estimated economic value of sport-related volunteering is £6.9 billion. The annual value of health benefits from people taking part in sport is estimated at £21 billion.

Benefits 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 Rossendale 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:

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

Investment in school sport

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.

Under this phase of the programme, schools with 16 or fewer eligible pupils received £1,000 per pupil while those with 17 or more received £16,000 plus a payment of £10 per head. In 2017, the amount allocated doubled and Government ministers have confirmed that funding from a tax on sugary soft drinks will continue to be ring-fenced for school sports until 2020.

Evaluation of this investment has highlighted the need for clearer guidance to schools on how best to use this resource and the importance of good specialist PE knowledge for teachers of the subject. While this may cease in its present form Sport England is, in its Strategy, committed both to further investment in young people and to improving the skills of secondary school teachers, particularly in respect of physical literacy.

Chief Medical Officer Physical Activity Guidelines 2019

This report presents an update to the 2011 physical activity guidelines issued by the four Chief Medical Officers (CMOs) of England, Scotland, Wales and Northern Ireland. The UK CMOs draw upon global evidence to present guidelines for different age groups, covering the volume, duration, frequency and type of physical activity required across the life course to achieve health benefits.

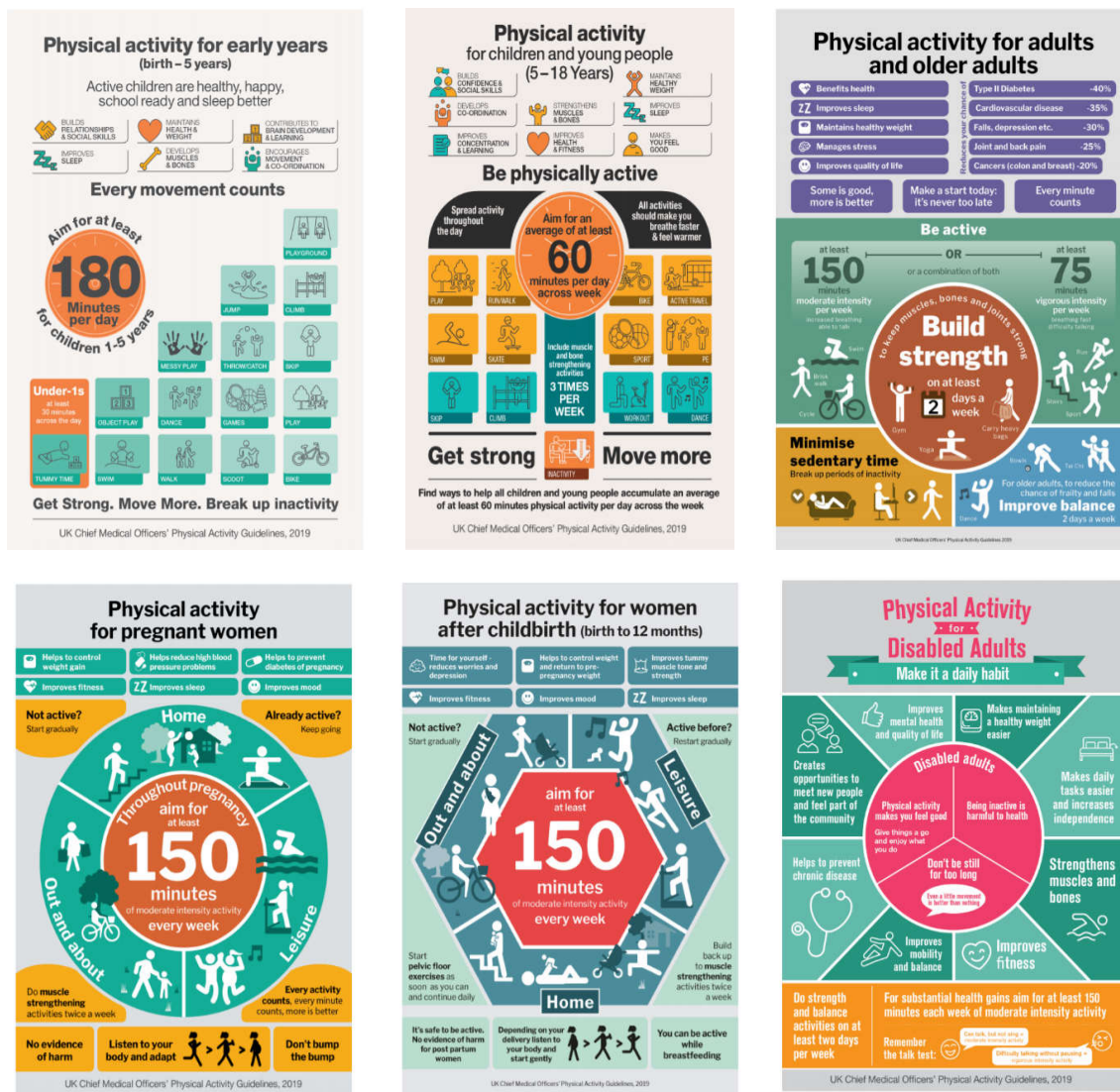
Since 2011, the evidence to support the health benefits of regular physical activity for all groups has become more compelling. In children and young people, regular physical activity is associated with improved learning and attainment, better mental health and cardiovascular fitness, also contributing to healthy weight status. In adults, there is strong evidence to demonstrate the protective effect on physical activity on a range of many chronic conditions including coronary heart disease, obesity and type 2 diabetes, mental health problems and

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social isolation. Regular physical activity can deliver cost savings for the health and care system and has wider social benefits for individuals and communities.

The report emphasises the importance of regular activity for people of all ages, and for the first time presents additional guidance on being active during pregnancy, after giving birth, and for disabled adults. The new guidelines are broadly consistent with previous ones, while also introducing some new elements and allowing for more flexibility in achieving the recommended levels of physical activity for each age group.

Figure 2.4: Physical activity guidelines



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. Sport and physical activity also contribute significantly to the national and local economy. Ensuring an adequate supply of suitable facilities to meet local need is a requirement of the planning system in line with national policy recommendations.

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2.2: Local context

Rossendale Borough Council Corporate Strategy (2017-2021)

This is a Council wide document which pulls together wider Council plans and strategies so that everyone is working to a vision and priorities that will benefit individuals and Rossendale as a whole. It underlines a commitment to gain investment and ensure sustainable growth in Rossendale, as well as maintaining high quality, value for money services. The vision is: 'Rossendale, a place where people want to live, visit, work and invest'. Its stated values include:

- ◀ Customers matter.
- ◀ Listening and communicating.
- ◀ Loyalty.
- ◀ Management of performance.
- ◀ Celebrating success.

Its three key priorities are:

- ◀ A clean and green Rossendale.
- ◀ A connected and successful Rossendale that welcomes sustainable growth.
- ◀ A proud, healthy and vibrant Rossendale.

The Rossendale Council Core Strategy Development Plan (2011-2026)

This document was adopted in November 2011 and sets out its policies on development and land use. This commits to ensuring that the Borough is a healthy, vibrant place to live and visit. It notes that to achieve this it will need to work with partners to improve the health and wellbeing of its residents, particularly through sport, leisure within its stock of parks and open spaces.

An emerging Local Plan for Rossendale (to 2034) will replace the Core Strategy once adopted.

Emerging Rossendale Local Plan 2019-2034

This is currently at Examination (as of April 2020); once adopted, it will replace the 2011 Core Strategy. It contains policies seeking to protect existing playing pitches, open space and sport and recreation facilities, as well as setting out requirements for new open space and sport provision.

The Rossendale 2019 Infrastructure Delivery Plan (IDP) update

This was produced in support of the emerging Local Plan and provides an update to the 2018 IDP. The purpose of the IDP is to provide an up-to-date evidence base document to demonstrate that the necessary infrastructure is either in place or is planned to support delivery of Local Plan growth proposals, including those relating to education and health.

Town Centre, Retail Leisure and Tourism Study 2017

A key purpose of this Study is to provide an assessment of retail, leisure and tourism needs and capacity in the period to 2034, and to review the current performance of Rawtenstall town centre, Bacup and Haslingden district centres as well as six further local and neighbourhood centres across the Borough.

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The key findings for indoor sports or health and fitness are that the Borough's sports offer is extensive and appropriately distributed in its key settlements (reflecting consumer demand). The report determines that from a quantitative and qualitative perspective it can be said that Rossendale is relatively well provided for in terms of indoor health and fitness facilities. Whilst there does not appear to be a pressing need to allocate additional land for such leisure uses, it is considered that proposals for new indoor sports, health and fitness provision should be considered positively, provided that they are in accordance with the provisions of the development plan and national planning policy.

Economic Development Strategy for Rossendale 2018-2033

This has been prepared to deliver the economic elements of the three corporate priorities and specifically the priority for 'A connected and successful Rossendale that welcomes sustainable growth.' The vision is that, by 2033, the Rossendale economy will show strong and sustainable growth, with improved connectivity as a 'bridge' into Lancashire from Greater Manchester and West Yorkshire. The *Invest in Rossendale* brand will be firmly established within the business community, attracting growth sector businesses to employment sites with access to a skilled labour supply, creating well paid jobs for local residents.

Rossendale will be known in the sub-region and beyond for its Adrenaline Valley offer and cultural experiences. Residents will have improved life chances and achieve greater economic success via provision of enhanced employment, skills and educational opportunities. Rawtenstall, Bacup and Haslingden will be renowned regionally for their unique offers and be strong destinations for shoppers and visitors. This strategy aims for Rossendale to:

- ◀ Generate private sector investment within town centres, from employment sites and residential development worth £550m.
- ◀ Attract over £200m public sector investment required in rail and road infrastructure.
- ◀ Create 1,600 new jobs, with more than 800 of these in growth sectors.
- ◀ Achieve greater prosperity for all by raising income levels.
- ◀ Increase the business rate base on undeveloped and under-utilised sites.

Other key strategy documents include:

- ◀ Lancashire Ecological Network Approach and Analysis (2015).
- ◀ Open Space Review for Rossendale: Revision B - June 2006 (currently being updated).
- ◀ Open Space Strategy for Rossendale: Revision C - July 2008 (currently being updated).
- ◀ Open Space and Play Equipment Contributions SPD (2008)
- ◀ Playing Pitch Strategy 2016 (currently being updated).
- ◀ Rossendale Borough Environmental Network Study (2017)
- ◀ Rossendale Local Football Facility Plan (2019)

Active Lancashire

Active partnerships are locally based strategic organisations which recognise that activity levels are affected by a complex system of influences and no single organisation or programme creates sustainable change at scale. Via adoption of a collaborative whole system approach, they seek to make active lifestyles the social norm for everyone and address levels of inactivity in society. Active Lancashire's three areas of focus are to:

- ◀ Engage in sport – facilitate projects which allow for all Lancashire residents from a variety of backgrounds to have access to sport and physical activities.

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- ◀ Improve health – create opportunities for people to take responsibility for their own health, achieve their full potential and via being physically active, enjoy economically active lives.
- ◀ Inspire Communities – encourage and support people to develop and sustain more cohesive and inclusive communities.

Active Lives and Healthy Weight Service for The Lancashire Pathway

The Active Lives and Healthy Weight Service was funded by Lancashire County Council until 31st March 2020 comprised of obesity prevention, opportunities for physical activity and weight management, focusing on dietary change and behavioural components. It will provide a coordinated information, assessment and support programme to the people of Lancashire who meet the eligibility criteria as outlined in the Active Lives and Healthy Weight Service for Lancashire Pathway Overview. This service is currently being redesigned with funding support from Sport England for a year (2020-2021) through the Local Delivery Pilot (Together an Active Future).

Provision of leisure facilities in Rossendale

Rossendale Leisure Trust (RLT), which is a non-profit social enterprise working on behalf of RBC, operates the main sports facilities in the Borough. It also collaborates with the Community Leisure Association Whitworth (CLAW) to deliver services in in Whitworth. Established in 2004, it aspires to promote an active and healthy community within Rossendale. As a charitable trust, it has no financial shareholders and re-invests profits back into the services and facilities it provides. The Trust vision is that everyone deserves *health, fun and happiness* and it is committed to offering this through its three main leisure facilities which are:

- ◀ Adrenaline Centre, which provides family activities including Grip & Go, Laser Tag, Roller Skating, Gym as well as health and wellbeing facilities such as a ladies' only work out area, indoor and outdoor sports facilities and group exercise studios.
- ◀ Marl Pits Leisure Centre, which includes a fitness gym, studios, swimming pool and learner/teaching pool as well as outdoor sports facilities.
- ◀ Pioneer Community Health Studio, which has a fitness gym with an indoor running track, group exercise studio and dedicated spin studio.

RLT also delivers a community programme which includes school-based sport and activity provision, as well as delivering 100+ primary school sports competitions and outreach sessions within the community. It reportedly attracts more than 500,000 customer visits a year to its facilities plus another 500,000 through its in-school, community outreach and coaching programmes. In addition, it supports CLAW to operate Whitworth Leisure Centre.

Community Leisure Association Whitworth (CLAW)

CLAW's principal objective is provision of sustainable leisure facilities for the community in and around Whitworth. It manages Whitworth Leisure Centre and Whitworth Riverside. In recent years financial pressure brought about by increasing costs and austerity have caused its trustees to reflect on the best way to ensure that these venues remain sustainably available to the public now and in the future. With this objective in mind, CLAW trustees approached RLT to set up a formal partnership, combining the skills and expertise of each organisation. This commenced in March 2019.

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Summary of local context

The key messages emerging from local policies are primarily focused on improving the quality lives of residents through healthy, vibrant, clean, green, sustainable places. Residents' health and wellbeing is influenced positively by increases in physical activity and sport. There is a strong emphasis on healthy active residents using both built facilities and the natural environment. There is a recognition that partnership work is key to delivering wellbeing outcomes and creating a well-connected vibrant place to live. This sits alongside the strong desire to achieve greater economic success via provision of enhanced employment, skills and educational opportunities across the Borough.

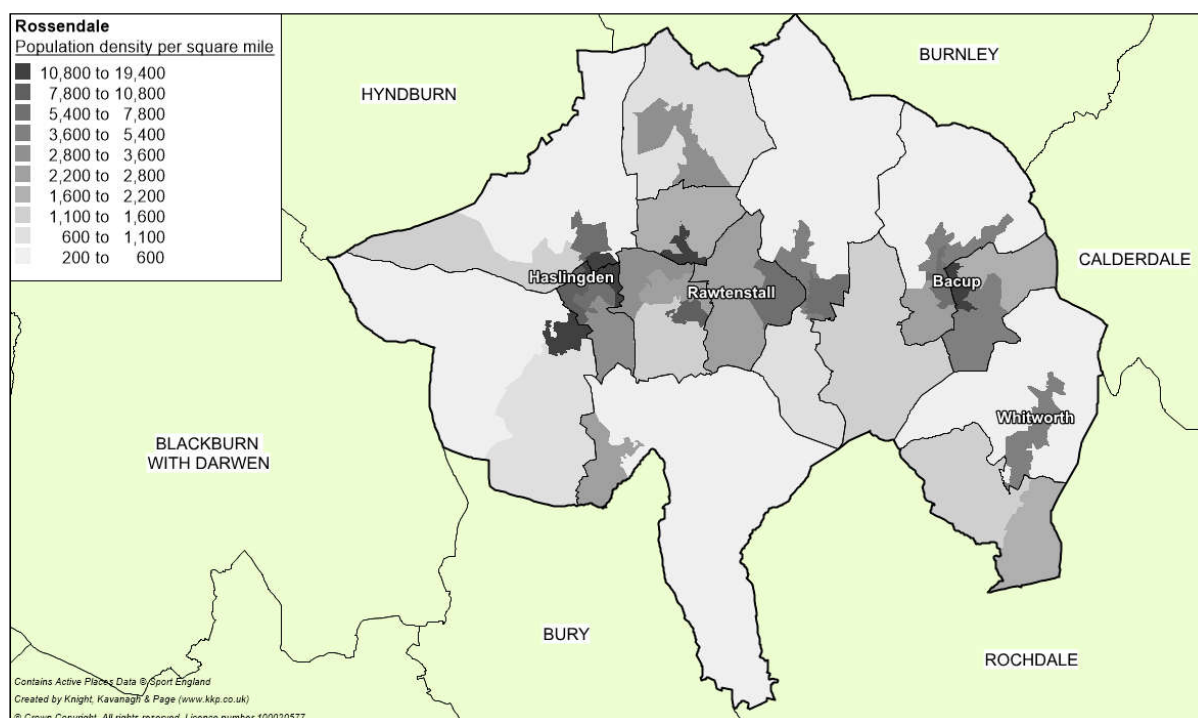
2.3: Demographic profile

The following is an overview of Rossendale based on data taken from nationally recognised sources. It reflects the most up to date information presently available although it should be noted that new data is published regularly, often at different intervals. The information is used to help determine how best sport and leisure facilities and opportunities and interventions can support the local population.

Population and distribution (Mid-Year Estimates – ONS 2018)

The total population of Rossendale Borough is 70,895 (34,934 males and 35,961 females). It has a lower proportion of 20-34-year olds (17.0%) than the North West (19.8%). There are, however, more people aged 40-74 (45.5% compared to 42.0% in the North West). The age and make-up of the population is a key factor to consider when developing and implementing the sports and physical activity offer.

Figure 2.5: Population density 2018 MYE: Rossendale lower super output areas (LSOA)

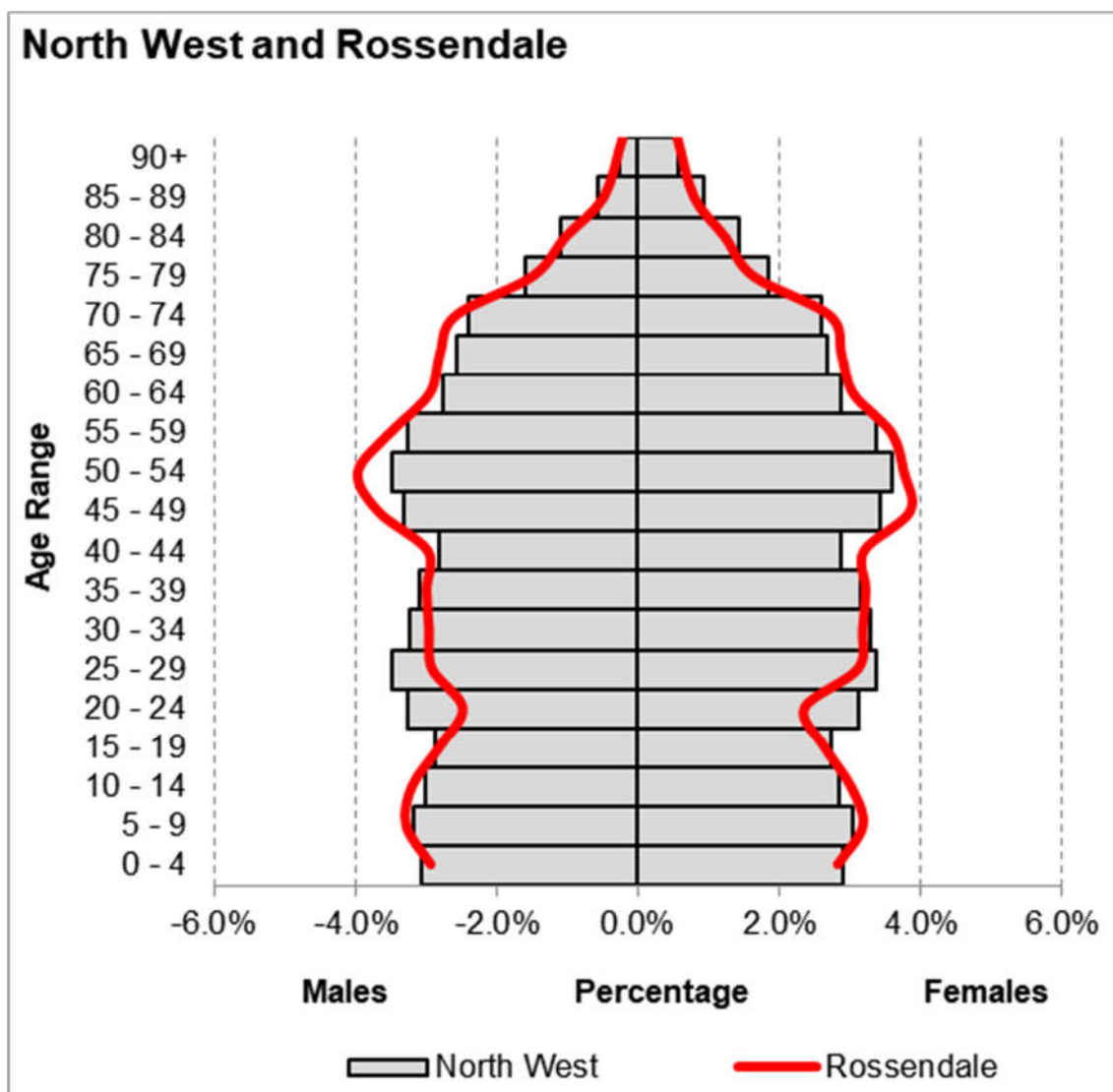


The majority of Rossendale's population is located along the central band of the Borough with the main settlements. This central band is surrounded by large swathes of rural areas.

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Ethnicity (Data source: 2011 census of population, ONS) - in broad terms, Rossendale's ethnic composition reflects that of England as a whole. According to the 2011 Census of population, the largest proportion (93.8%) 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 5.0% which is lower than the national equivalent (7.8%).

Figure 2.6: Comparative age/sex pyramid for Rossendale and the North West (2018 ONS)



Crime (Data source: 2019 Recorded Crime, Home Office) - during the 12 months to June 2019 the rate for recorded crimes per 1,000 persons in Rossendale was 109.5; this is markedly lower the equivalent rate for England and Wales as a whole which was 114.2. In both instances the number of recorded crimes has risen since June 2018, by around 7.1% for Rossendale and 0.7% for England and Wales.

Income and benefits dependency (Data source: NOMIS (2017)) - the median figure for full-time earnings (2019) in Rossendale is £26,666; the comparative rate for the North West is £28,902 (+8.4%) and for Great Britain is £30,524 (+14.5%). In December 2019 there were

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1,390 people in Rossendale claiming out of work benefits¹; this represents an increase of 70.5% when compared to December 2014 (815).

Deprivation (Data source: 2019 indices of deprivation, Ministry of Housing, Communities & Local Government) - relative to other parts of the country Rossendale experiences high levels of deprivation; 43.0% of the Borough's population lives within areas covered by the country's three most deprived cohorts compared to a national average of c.30.0%. Conversely, 17.3% live in the three least deprived groupings; compared to a 'norm' of c.30.0%. A similar pattern, to that seen for multiple-deprivation, is seen in relation to health – yet more so. Almost half of Rossendale's population (49.2%) falls within the areas covered by the three most deprived cohorts, this compares while just 11.3% live in the three least deprived groupings.

Figure 2.7: IMD and health domain comparisons – Rossendale and England.

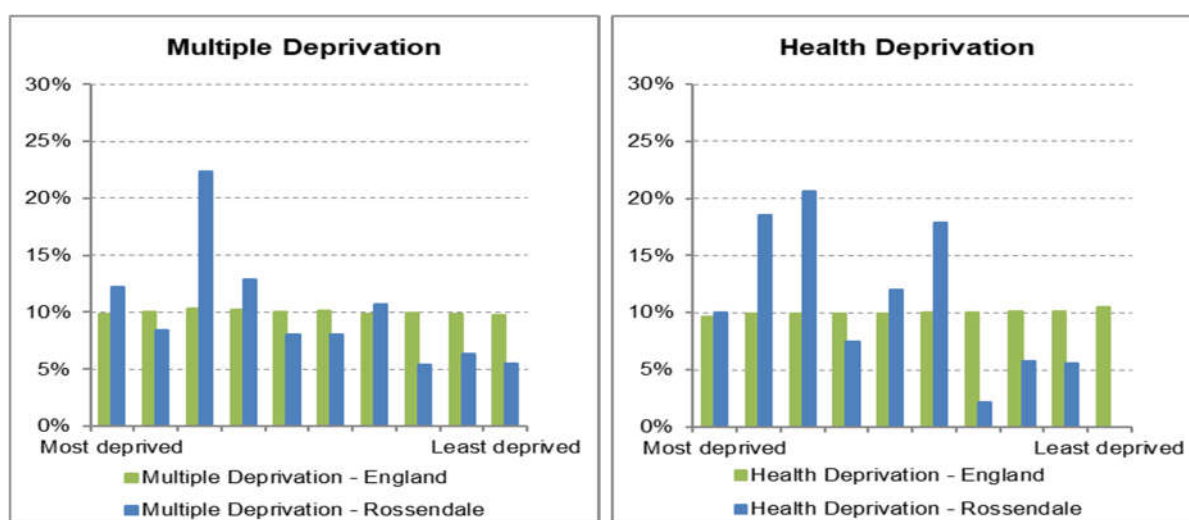


Table 2.1: Index of Multiple Deprivation (IMD) and health deprivation in Rossendale

IMD cumulative norm		Multiple deprivation			Health deprivation		
		Population in band	Percent of population		Population in band	Percent of population	
Most deprived	10.0	8,473	12.2%	12.2%	6,969	10.0%	10.0%
	20.0	5,830	8.4%	20.6%	12,893	18.6%	28.6%
	30.0	15,550	22.4%	43.0%	14,311	20.6%	49.2%
	40.0	8,923	12.9%	55.9%	5,165	7.4%	56.7%
	50.0	5,623	8.1%	64.0%	8,332	12.0%	68.7%
	60.0	5,590	8.1%	72.0%	12,425	17.9%	86.6%
	70.0	7,444	10.7%	82.7%	1,480	2.1%	88.7%
	80.0	3,751	5.4%	88.1%	3,992	5.8%	94.5%
Least deprived	90.0	4,383	6.3%	94.5%	3,851	5.5%	100.0%
	100.0	3,851	5.5%	100.0%	0	0.0%	100.0%

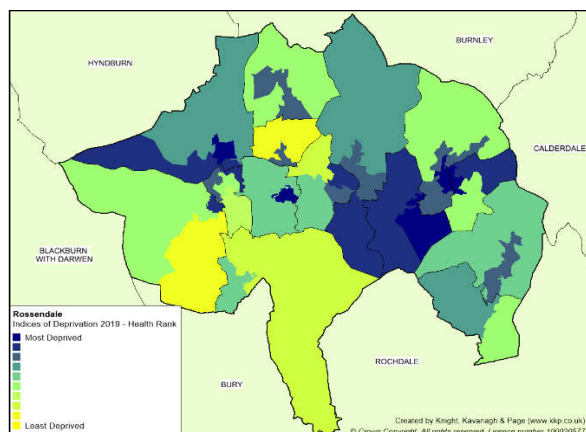
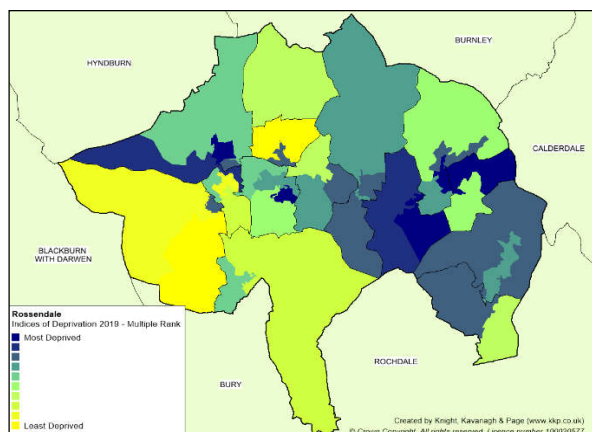
¹ This includes both Job Seekers Allowance (JSA) and Universal Credit. Universal credit also includes other benefits including employment and support allowance (ESA) and child tax credits.

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Health data (Data sources: ONS births and deaths, NCMP² and NOO³) - in keeping with patterns seen alongside higher levels of health deprivation, life expectancy in Rossendale is lower than the national figure; the male rate is currently 77.7 compared to 79.6 for England, and the female equivalent is 82.4 compared to 83.2 nationally.⁴

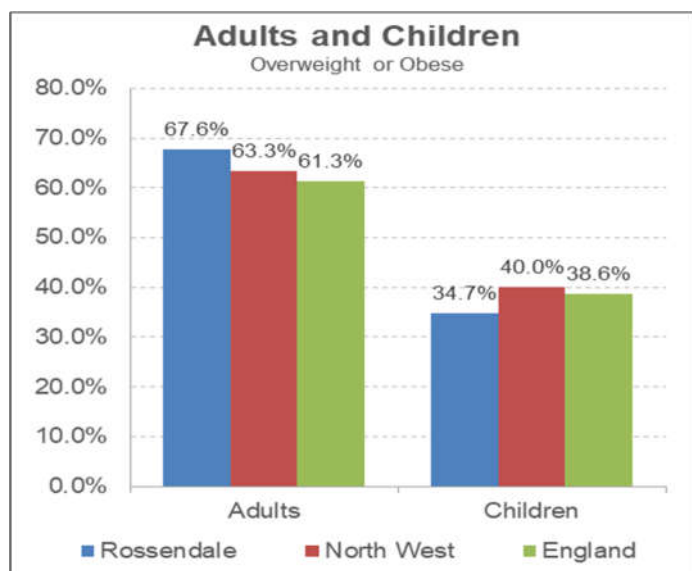
Figure 2.8: Index of multiple deprivation

Figure 2.9: IMD Health domain



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 obesity⁵ 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.

Figure 2.10: Adult and child obesity rates



Adult obesity rates in Rossendale are above the national and regional averages.

Conversely, child rates are lower as identified in Figure 2.10.

² National Child Measurement Program

³ National Obesity Observatory

⁴ Office of National Statistics: Life Expectancy at Birth by local areas in the United Kingdom, 2013.

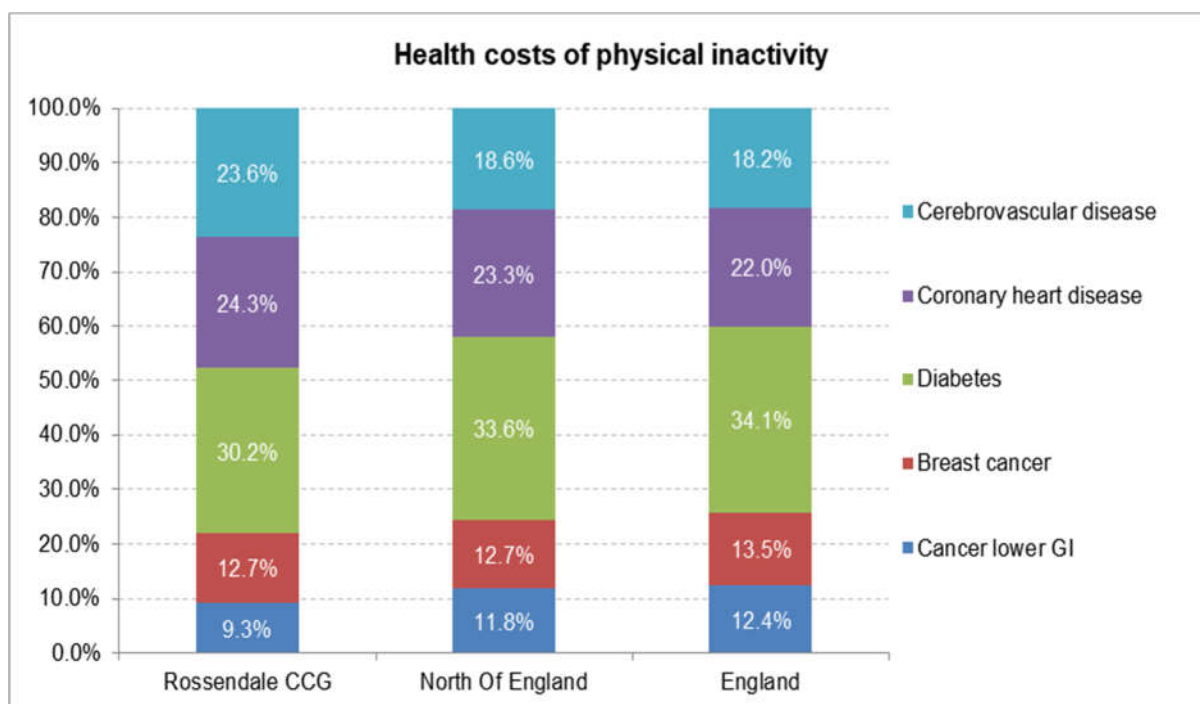
⁵ Adult Weight Data was released in June 2015 for 2012-2014. The child data is for the period 2015-2016

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Health costs of physical inactivity

The British Heart Foundation (BHF) Promotion Research Group has reviewed the costs of avoidable ill health that it considers to be attributable to physical inactivity. Initially produced for the DoH report Be Active Be Healthy (2009) the data has subsequently been reworked for Sport England and was updated in 2014/15 by Public Health England. Illnesses that the BHF research relates to include cancers such as bowel cancer, breast cancer, type 2 diabetes, coronary heart disease and cerebrovascular disease e.g., stroke. The data indicates a similar breakdown between these illnesses regionally and nationally.

Figure 2.11: Health costs of physical inactivity



Rossendale is in the NHS East Lancashire Clinical Commissioning Group (CCG) which also covers the Ribble Valley, Burnley, Hyndburn and Pendle). Rossendale's population accounts for 18.6% of NHS East Lancashire CCG. The annual cost to the NHS of physical inactivity for the CCG within which Rossendale falls is estimated at £3,441,429.

When compared to regional and national costs per 100,000, CCG costs (at £925,153) are 13.2% above the national average (£817,274) and 4.7% above the regional average (£883,672). 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 Lives Survey 2017/18

Sport England's Active Lives Survey (ALS) May 2018-19 is based on 16+ year olds taking part in walking, cycling, fitness, dance and other sporting activity. As identified in Table 2.2, a higher percentage of the Rossendale population is inactive compared to England and the North West and a similar percentage is considered to be active.

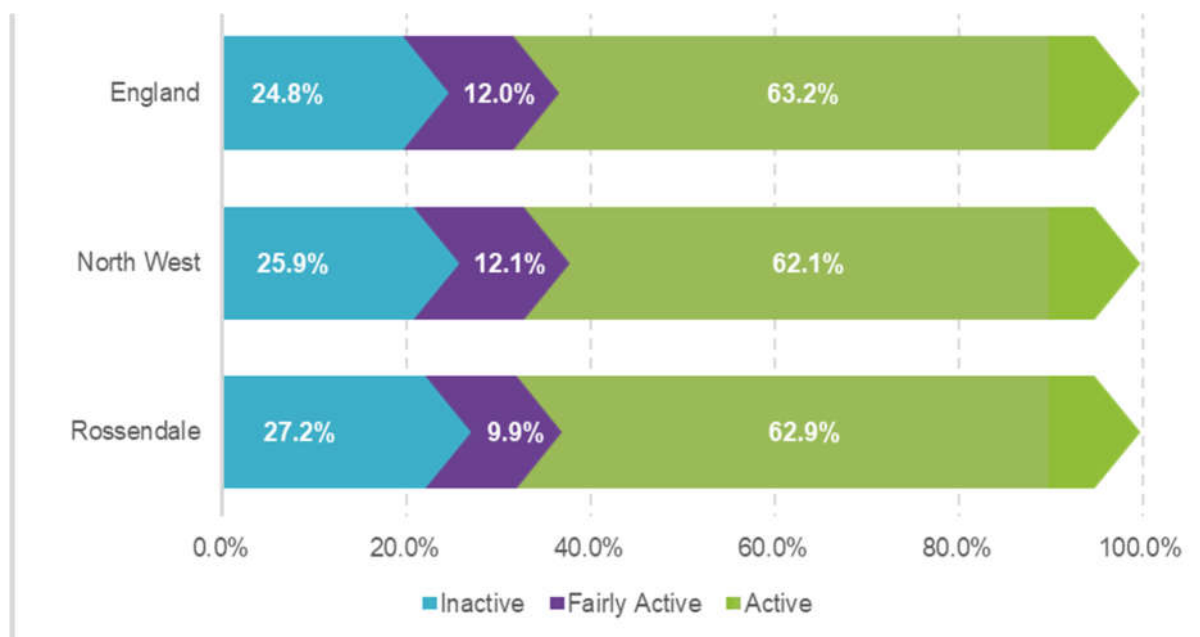
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Table 2.2: Active Lives Survey results May 2018/19

	Inactive (<30 minutes per week)		Fairly Active (30-149 minutes per week)		Active (150+ minutes per week)	
England	11,217,600	24.8%	5,446,000	12.0%	28,565,100	63.2%
North West	1,524,200	25.9%	713,700	12.1%	3,659,200	62.1%
Rossendale	15,500	27.2%	5,600	9.9%	35,800	62.9%

Rate/population totals for sport & physical activity levels (excluding gardening) of adults (16+) in English LAs.

Figure 2.12: Levels of activity



The most popular sports

A further aspect of the ALS is that it makes it possible to identify the top sports within Rossendale. As with many other areas (and excluding walking), structured programme classes and athletics are among the most popular activities and are known to cut across age groups and gender; in Rossendale 15% of adults take part in classes, on average, at least once a month. The next most popular activity is athletics which 14.6% of adults do on a relatively regular basis. Levels of activity in both of these are below national and regional averages for participation levels.

Table 2.3: Most popular sports in Rossendale (Source: SE Active Lives Survey Nov 16/17)

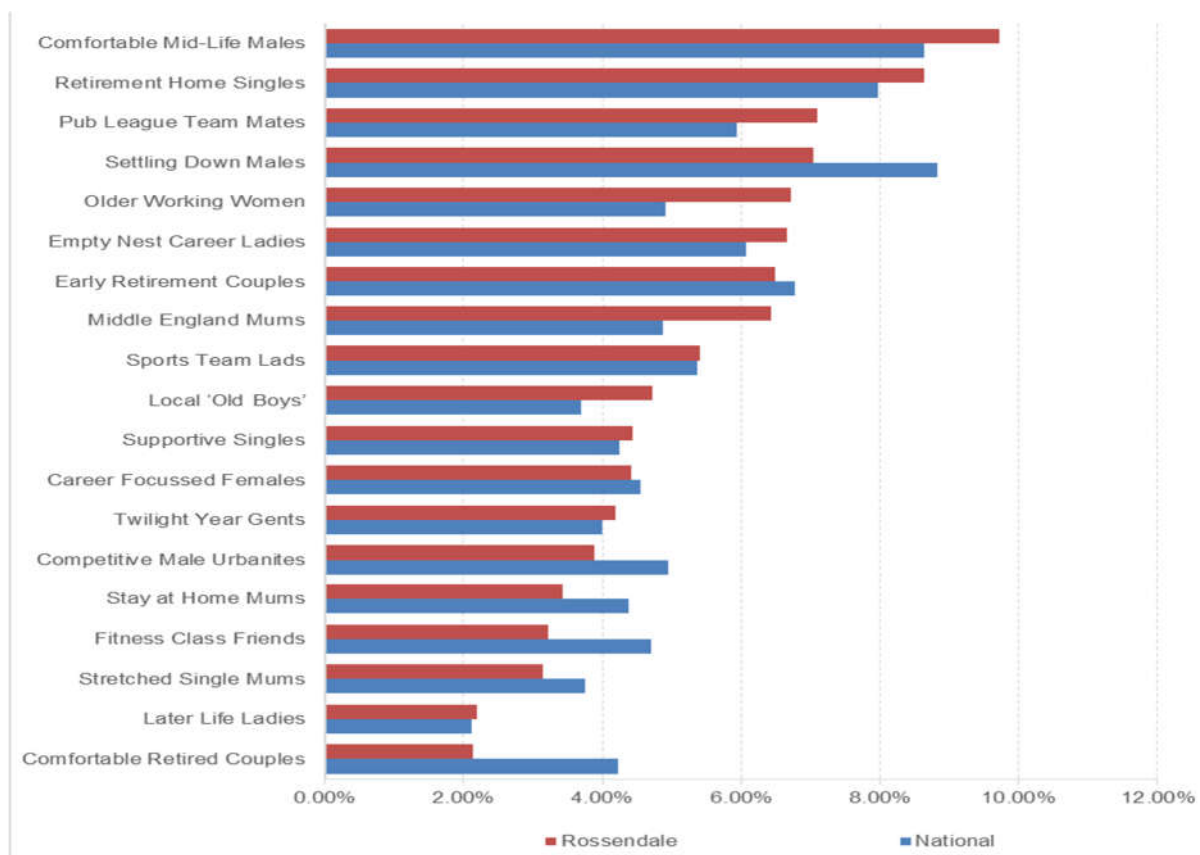
Sport	Rossendale		North West		England	
	No.	Rate	No.	Rate	No.	Rate
Structured Programme Class	8,500	15.0%	1,040,800	17.8%	7,938,000	17.7%
Athletics	8,200	14.6%	897,400	15.3%	7,266,300	16.2%
Cycling	5,800	10.3%	889,700	15.2%	7,498,900	16.8%
Fitness	4,900	8.7%	753,700	12.9%	5,727,600	12.8%
Swimming	4,500	8.0%	624,700	10.7%	4,651,100	10.4%

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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. Profiles cover a wide range of characteristics, from gender and age to the sports in which people take part, other interests, the newspapers that they read etc.

Figure 2.13: Sport England segmentation – Rossendale compared to England



The segment profile for Rossendale indicates that 'Comfortable Mid-Life Males' is the largest segment of the adult population at 9.7% (4,991) compared to a national average of 8.7%. This is closely followed by 'Retirement Home Singles' (8.6%) and 'Pub League Teammates' (7.1%). At the other end of the spectrum, there are fewest 'Comfortable Retired Couples' (2.1% - below the national average), 'Later Life Ladies' (2.2%) and 'Stretched Single Mums' (3.2%).

Mosaic (Data source: 2019 Mosaic analysis, Experian)

Mosaic 2019 is a similar consumer segmentation product. It classifies all 25.2 million households into 15 groups, 66 household types and 238 segments to paint a picture of UK consumers in terms of social-demographics, lifestyles, culture and behaviour. Table 2.4 shows the top five Mosaic classifications in Rossendale compared to the country as a whole. The dominance of these can be seen inasmuch as they represent 64.1% of the population compared to a national equivalent rate of 36.7%. The largest segment profiled for Rossendale at 20.1% of the population is Transient Renters at three times the national rate (5.9%).

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Figure 2.14: Mosaic segmentation in Rossendale

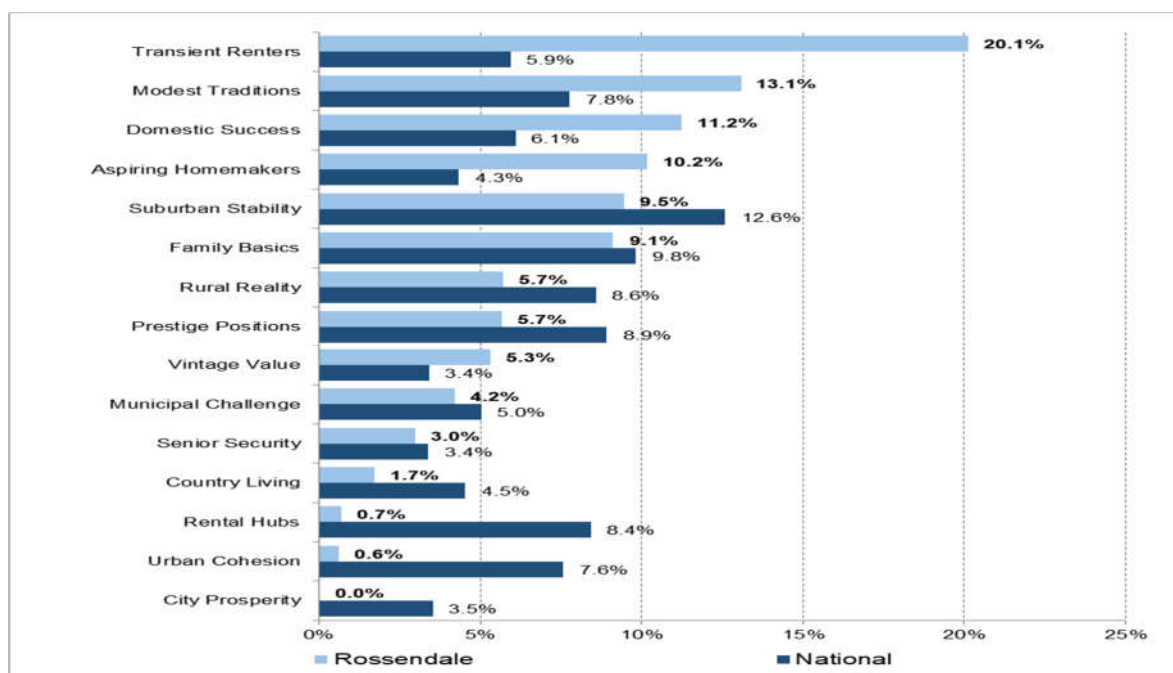



Table 2.4: Mosaic – main population segments in Rossendale

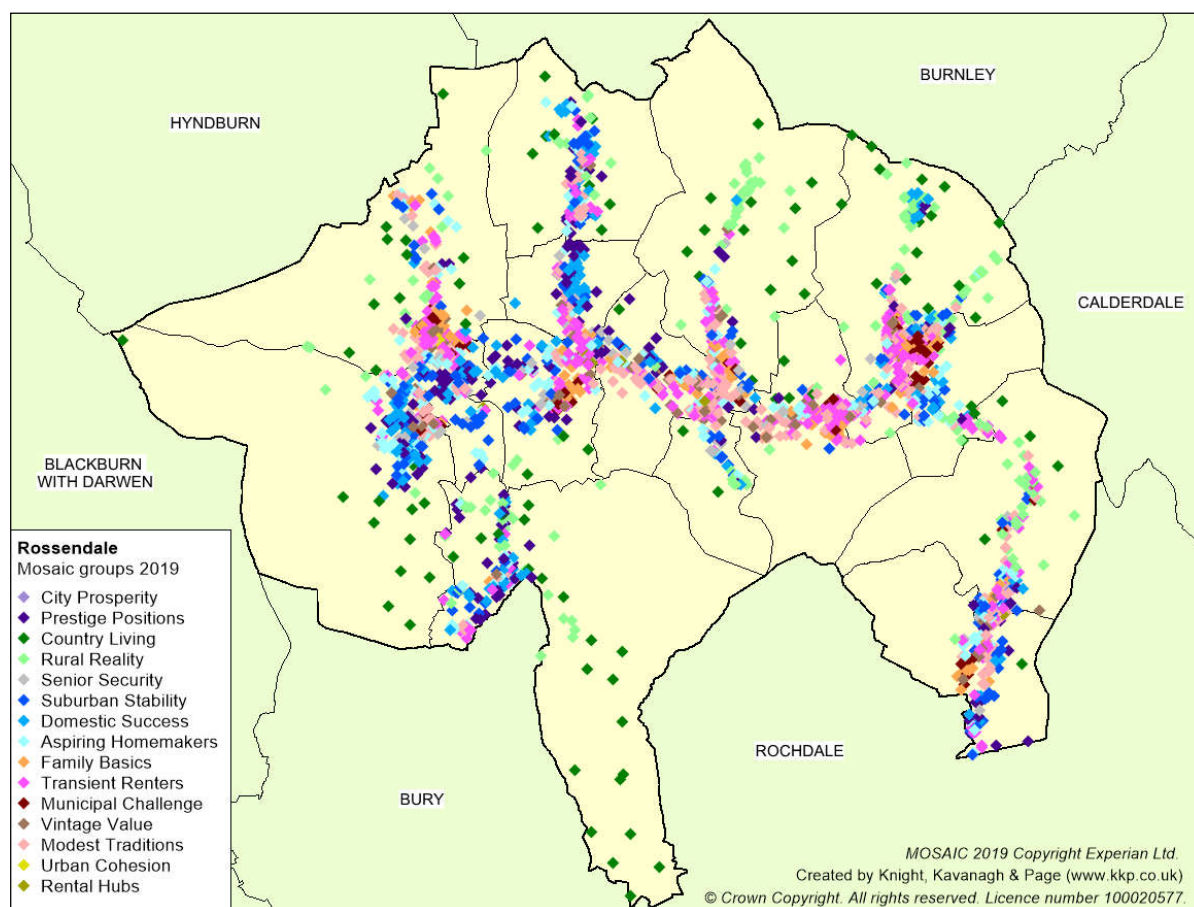
Mosaic group description	Rossendale		National %
	#	%	
1 - Transient Renters	14,362	20.1%	5.9%
2 - Modest Traditions	9,330	13.1%	7.8%
3 - Domestic Success	8,013	11.2%	6.1%
4 - Aspiring Homemakers	7,260	10.2%	4.3%
5- Suburban Stability	6,753	9.5%	12.6%

Table 2.5: Dominant Mosaic profiles in Rossendale

Transient Renters		Single people who pay modest rents for low cost homes. Mainly younger people, they are highly transient, often living in a property for only a short length of time before moving on.
Modest Traditions		Older people living in inexpensive homes that they own, often with the mortgage nearly paid off. Both incomes and qualifications are modest, but most enjoy a reasonable standard of living. They are long-settled residents having lived in their neighbourhoods for many years.
Domestic Success		High-earning families who live affluent lifestyles in upmarket homes situated in sought after residential neighbourhoods. Their busy lives revolve around their children and successful careers in higher managerial and professional roles.

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Figure 2.15: Distribution of Mosaic segments in Rossendale*



*See Appendix 1 for settlement view

Population projections

Strategic planning: Change over 16 years (2018 to 2034⁶)

The most recent ONS projections indicate a rise of 13.2% in Rossendale's population (+2,847) over the 16 years from 2018 to 2034. Over this extended timeframe there are fluctuations across the majority of age groups. Several key points for Rossendale are outlined below:

- ◀ There is a predicted decline in the number of 45-54-year olds; by 13.3% in the first period (-1,440) followed by growth back to 9.9% (-1,067) in the second period.
- ◀ There is a continuous increase in the numbers of persons aged 65+. This represents an increase of +17.6% (+2,206) in the first period continuing to rise to +39.4% (+4,948) between 2018 and 2034. While this age group represented 18.6% of Rossendale's population in 2018 it is projected to be 24.6% of the total by 2034.

⁶ Office for National Statistics 2016-based population projections (data released May 2018)

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Figure 2.16: Projected population change (2018 -2034)

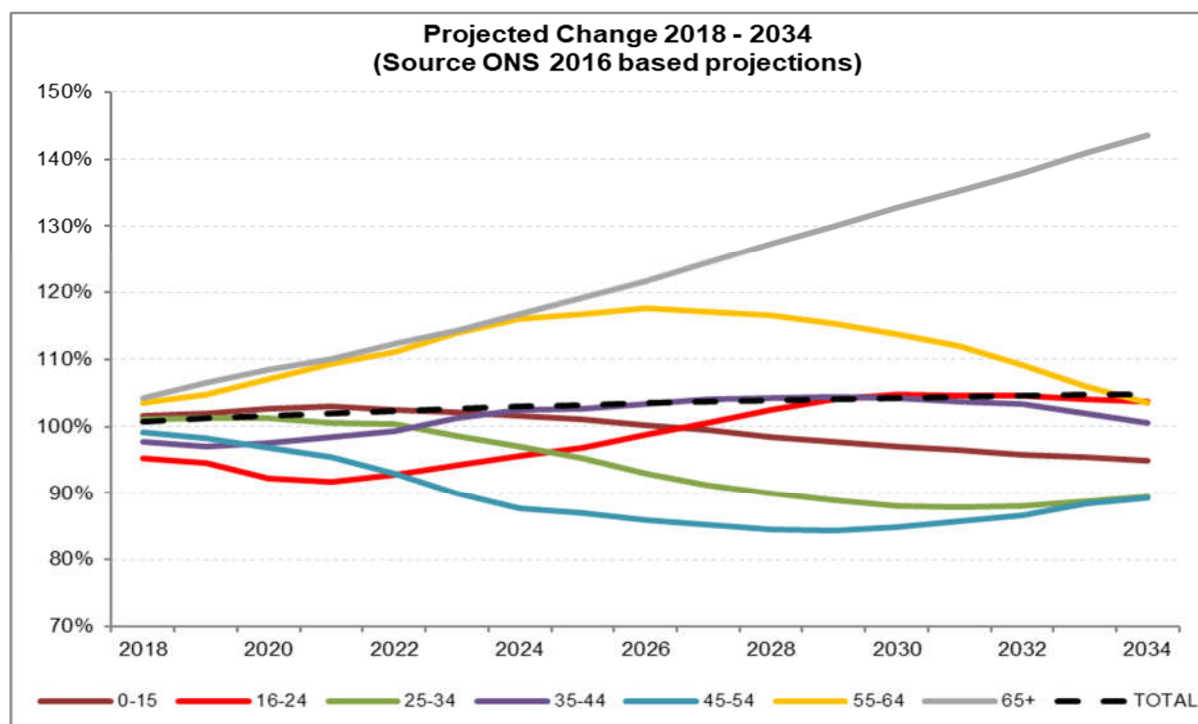


Table 2.6: Rossendale - ONS projected population (2018 to 2034)

Age (years)	Number			Age structure %			Change 2018 – 2034		
	2018	2026	2034	2018	2026	2034	2018	2026	2034
0-15	13,906	13,733	13,008	19.8%	19.0%	17.8%	101.5%	100.3%	95.0%
16-24	6,248	6,486	6,811	8.9%	9.0%	9.3%	95.2%	98.8%	103.8%
25-34	8,461	7,791	7,497	12.0%	10.8%	10.2%	101.0%	93.0%	89.5%
35-44	8,663	9,170	8,919	12.3%	12.7%	12.2%	97.7%	103.4%	100.5%
45-54	10,708	9,268	9,641	15.2%	12.8%	13.2%	99.2%	85.8%	89.3%
55-64	9,245	10,503	9,255	13.1%	14.5%	12.6%	103.5%	117.6%	103.6%
65+	13,083	15,289	18,031	18.6%	21.2%	24.6%	104.2%	121.8%	143.6%
Total	70,314	72,241	73,161	100.0%	100.0%	100.0%	100.8%	103.5%	104.8%

5 Year Housing Land Supply Report (2018/2019-2022/2023)

The Core Strategy is to be replaced by the Emerging Local Plan which sets out a housing requirement of 212 dwellings per annum (dpa) or 3,180 over the 15-year Plan period (2019-2034). This figure reflects the proposed standard methodology available at the time when the draft Plan was prepared. However, as it has not yet been through the Examination, it cannot be confirmed as the housing requirement to be used to assess the five-year supply.

Strategic Housing Market Assessment Update 2019 (SHMA)

This is an update to the 2016 report in light of new demographic evidence that has emerged in the intervening period, and in particular, publication of the revised NPPF and the updated Planning Practice Guidance (PPG), in 2018. It identifies need for the period 2020-2040.

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The Local Housing Need (LHN) as generated by the standard method in the Framework and PPG generates a figure of 204 dpa. This is slightly lower than the 212 dpa figure in the Council's emerging Local Plan as it relates to a different time frame in the 2014-based SNHP which generates a slightly lower level of household growth.

Affordable Housing Need is in the range between 102 and 170 affordable homes per annum between 2019 and 2014. This is a significant proportion of the locally assessed need (based on the standard methodology).

Summary of the demographic profile and population projections

The projected rise in the Rossendale population is, in itself, unlikely to lead to major increases in the number of people wishing to take part in sport and physical activity (potential customers of leisure facilities). Housing growth in Rossendale is predicted to be modest in scale and will not significantly increase current demand. The main issue is the ageing population and how it chooses to use its leisure time; this may lead to changes in the levels of demand for different activities, and the times of day at which they choose to access facilities. The availability of facilities will be explored in further detail within each facility type section.

The importance of ensuring that the proportion of the population which is currently active remains active and that those that are currently inactive becomes 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 change to be capable of adapting to any changing demands and needs associated with any demographic change.

2.4: Local health and wellbeing activities

Consultation with a range of agencies indicates that a number of local health and wellbeing programmes are in place in Rossendale. Improving health and wellbeing via partnership work is a key focus. As identified in the local context, the key local challenges are reaching residents in more rural areas, improving health and wellbeing and ensuring that facilities and programming meet the needs of communities.

As noted earlier, most leisure facilities in the Borough are operated by RLT. It also runs a range of outreach programmes, health and fitness in the community (which are easy to access with a view to helping people to get fitter and improve health). They include:

Up and Active is the East Lancashire Consortium led by a partnership of four trusts and one local authority, formed in 2015 to deliver the Lancashire County Council Public Health agenda-Active Lives and Healthy Weight (ALHW) across the five districts of Burnley, Pendle, Rossendale, Hyndburn, and Ribble Valley.

It includes a whole population approach and comprises obesity prevention, opportunities for physical activity and weight management, focusing on dietary change and behavioural components. It delivers coordinated information, assessment and support programmes to people in Lancashire who meet the eligibility criteria as outlined in the Active Lives and Healthy Weight Service for The Lancashire Pathway Overview, as well as early intervention and mass participation events and activities.

This service identifies, engages and supports people who are inactive and/or are overweight helping them to adopt a healthier lifestyle with a programme designed by the community on the basis of local need and sustainable behaviour change. There is a unique, web based,

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single point of access and monitoring system which also provides a comprehensive list of activities and services across East Lancashire for service users and partners.

The programme appears to have been successful with 2,986,958 recorded interventions which is significantly above the target of 599,024.

Total TARGETS	Target	Actual interventions			
		2016-17	2017-18	2018-19	2019-20
Early intervention Community Activities					
One off attendances and events	37,439	59,070	160,334	155,056	176,123
Targeted Community Weight Management 12 week Programme					
Started 12 week programme	37,439	5,340	27,996	13,272	9,420
Children and Young People or schools work				5,628	4,644
Digital Interventions and Hits					
Individual hits, likes, tweets, press releases and marketing	37,439	227,792	517,817	768,898	683,056
Targeted Physical Activity 12 week program					
Started 12 week programme	37,439	21,348	54,396	44,604	38,100
Cardiac Rehabilitation					
Started new starters referred from Cardiac team		3,360	4,092	3,312	3,300
Total Number of interventions	149,756	316,910	764,635	990,770	914,643
Total Number of interventions for all 4 years	599,024	2,986,958			

Sport England has committed to funding an adaptation of the scheme for 2020, for a further 12 months.

Together an Active Future (The Pennine Lancashire Sport England Local Delivery Pilot (LDP) Pennine Lancashire (Blackburn with Darwen, Burnley, Hyndburn, Ribble Valley, Pendle and Rossendale) is one of twelve areas selected by Sport England and is led by RLT. The project is exploring and better understanding the challenge of physical inactivity. Its target audience is the inactive population (c.106,000) particularly those with/at risk of mental wellbeing challenges, due to life events. Its three main themes are:

- ◀ Reaching people.
- ◀ Outdoor space.
- ◀ East Lancashire Active Lifestyle Service.

Sport England reports some of the outcomes for the pilot are to:

- ◀ Increase awareness and benefits of physical activity.
- ◀ Active lifestyles to be seen as normal.
- ◀ Understand and reflect how life events impact on mental wellbeing and physical activity.
- ◀ Change how partners work together in sharing ideas and resources.
- ◀ Ensure the public has a greater voice with regard to what is needed from the public sector (and wider partners).
- ◀ Ensure people are involved, engaged and are part of the co-production of future provision.
- ◀ Create a 'Pennine Movement' for more physical activity.
- ◀ Improve workforce wellbeing.
- ◀ Reduce the volume and costs of prescribed drugs.
- ◀ Reduce the volume/costs of Employment Support Allowance (re mental wellbeing).

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- ◀ Support educational attainment and employment opportunities.
- ◀ Embed a system that is willing to adapt working practices to ensure the removal of barriers.
- ◀ Learn from engagement and to create blueprints for future developments.
- ◀ Ensure innovation, developments and projects are sustainable.

This project is still in the planning phase. In partnership with Lancaster University an insight and engagement plan has been designed and is being implemented. 25 neighbourhood engagement sessions have been delivered, exploring the perceived barriers and facilitators to physical activity from a placed-based perspective. The anticipated completion date for the Delivery and Evaluation Phase is March 2021.

Summary of health and wellbeing projects

Several key projects are operating within Rossendale which are targeting people who are less active or inactive. In general, this takes significantly more resource than trying to get active people to be more active. It is essential that all indoor and built sports facilities are developed and programmed to encourage increases in participation from harder to reach groups.

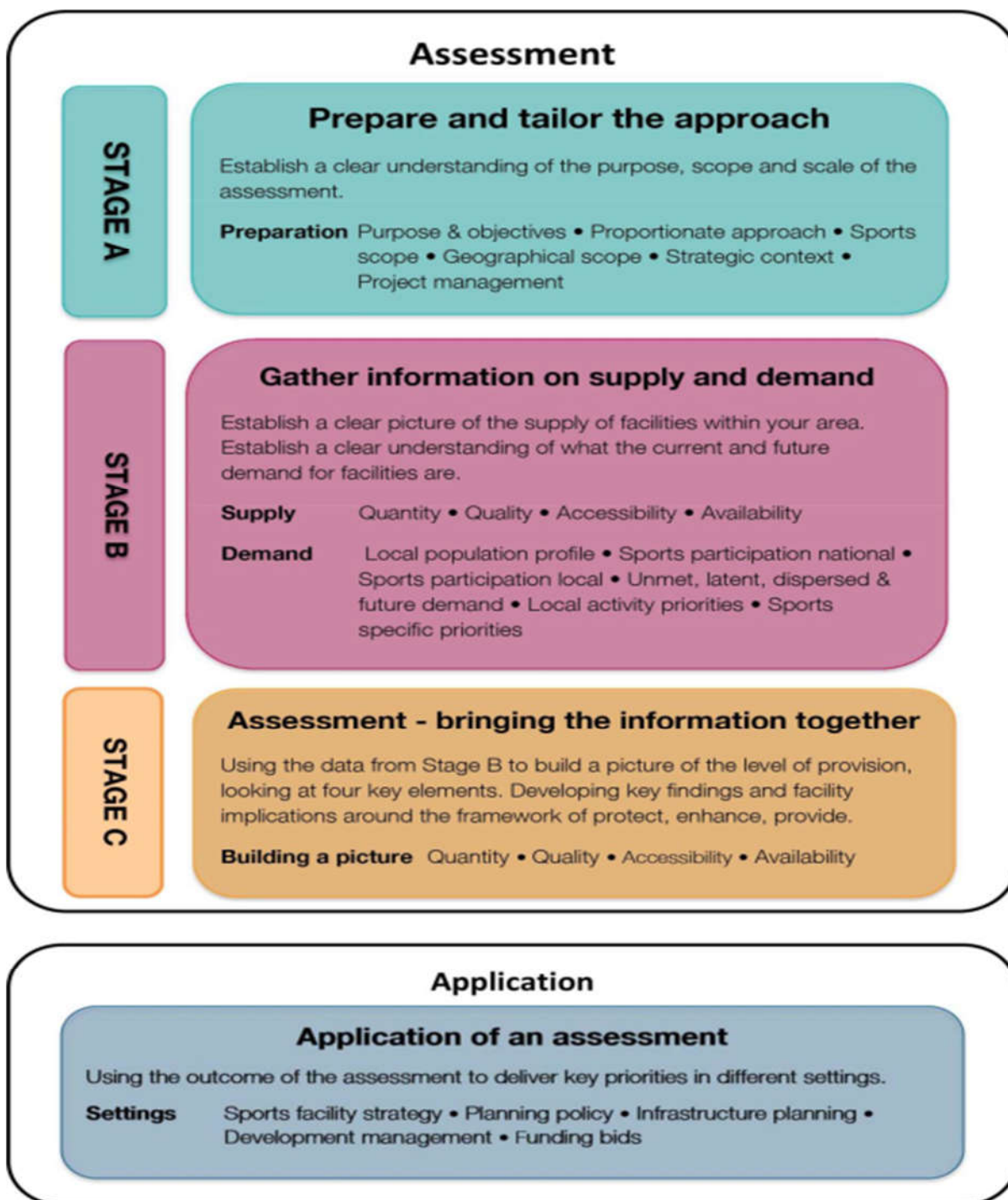
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SECTION 3: INDOOR SPORTS FACILITIES ASSESSMENT

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. Information gained from the assessments should be used to determine what open space, sport and recreational provision is needed, which plans should then seek to accommodate.' (NPPF, Paragraph 96).

Provision assessment involves analysis of quality, quantity, accessibility and availability for the identified facility types (e.g. sports halls and swimming pools). Each venue is considered on a 'like for like' basis within its own facility type, 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 Borough 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 tends to add value as it enables access to be gained to more areas within venues and more detailed *in-situ* discussion of issues such as customer perspectives, quality, maintenance etc. Where possible it adds value to the audit (which is a 'snapshot' visit) enhancing the accuracy of insight gathered about the general user experience.

Site visits to key indoor facilities, those operated by other partners and the voluntary sector have been undertaken. Via the audit and via informal interviews with facility managers this report identifies 'relevance' and 'condition' and 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.

The assessment form utilised 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.

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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 non-technical visual assessments. These consider facility age and condition. Surfaces, tiles and walls, line markings and safety equipment are considered and problem areas such as mould, damage, leaks etc. are noted. Condition of fixtures, fittings and equipment is recorded. Maintenance and facility 'wear and tear' is considered as is compliant with the Equality Act, although this is not studied in detail for the purposes of this report. When all data is collated, key facility elements receive an overall quality rating.

Catchment areas

Applying catchments areas for different provision types enables identification of areas currently not served by existing indoor sports facilities. It is recognised that these can vary from person to person, day to day, hour to hour. This problem is overcome by accepting the concept of 'effective catchment', defined as the distance travelled by around 75-80% of users (used in the Sport England Facilities Planning Model - FPM). Sport England data indicates that most people will travel up to 20 minutes to access sports facilities.

Table 3.2: Facility catchment areas

Facility type	Identified catchment area by urban/rural
Village halls/community centres	10-minute walk / 800m
Sport halls	20-minute walk/ 20 minutes' drive
Health and fitness	20-minute walk/ 20 minutes' drive
Swimming pools	20-minute walk/ 20 minutes' drive
Squash courts	20 minutes' drive
Indoor bowls centre	30-minute drive
Dedicated gymnastics centre	20 minutes' drive

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This, coupled with KKP's experience of working with leisure facilities and use of local data enables identification of catchment areas for sports facilities as above in table 3.2:

It is understood that village halls and community centres generally cater for a much more local population. With that in mind, catchment areas for village halls are identified as 800m which is considered to reflect a 10-minute walk time.

3.3: Facilities Planning Model overview

Sport England's Facilities Planning Model (FPM) helps to assess the strategic provision of community sports facilities. It 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 local need.
- ◀ Testing 'what if' scenarios with regard to provision and changes in demand, this includes testing the impact of opening, relocating and closing facilities and the impact population changes may have on need for sports facilities.

In its simplest form it seeks to assess whether the capacity of existing facilities for a particular sport are capable of meeting local demand considering how far people are prepared to travel to a facility (using the integrated transport network). To estimate the level of sports facility provision in an area, the model compares the number of facilities (supply) with the demand for that facility (demand) that the local population will generate.

The FPM 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.

It is used to test scenarios by predicting the impact of creating a new facility or closing an existing venue, 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 assessment, we have used FPM data from the Strategic Assessment of Provision for Sports Halls Provision in Rossendale Report National Run Report 2018. It is based on current provision of sports halls and swimming. Findings are compared directly with the audit and assessment carried out by KKP.

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SECTION 4: VILLAGE/COMMUNITY HALLS

4.1: Supply of village/community halls

Village halls and community centres are important recreational facilities, especially in rural areas that, in some instances, may lack access to purpose-built sport facilities. They are usually multi-functional, providing places for meetings, to socialise 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. Rossendale has 20 village halls, community centres and church halls distributed throughout the Borough which accommodate physical activity for the community. There may be other village/community halls which also offer physical activity opportunities but were not at the time of audit. They are mainly located in settlements of higher population density with a few in more rural areas. Large areas in the south and the west of the borough do not have access to a village/community hall facility.

Figure 4.1: Village/community halls in Rossendale with 800m radial catchment

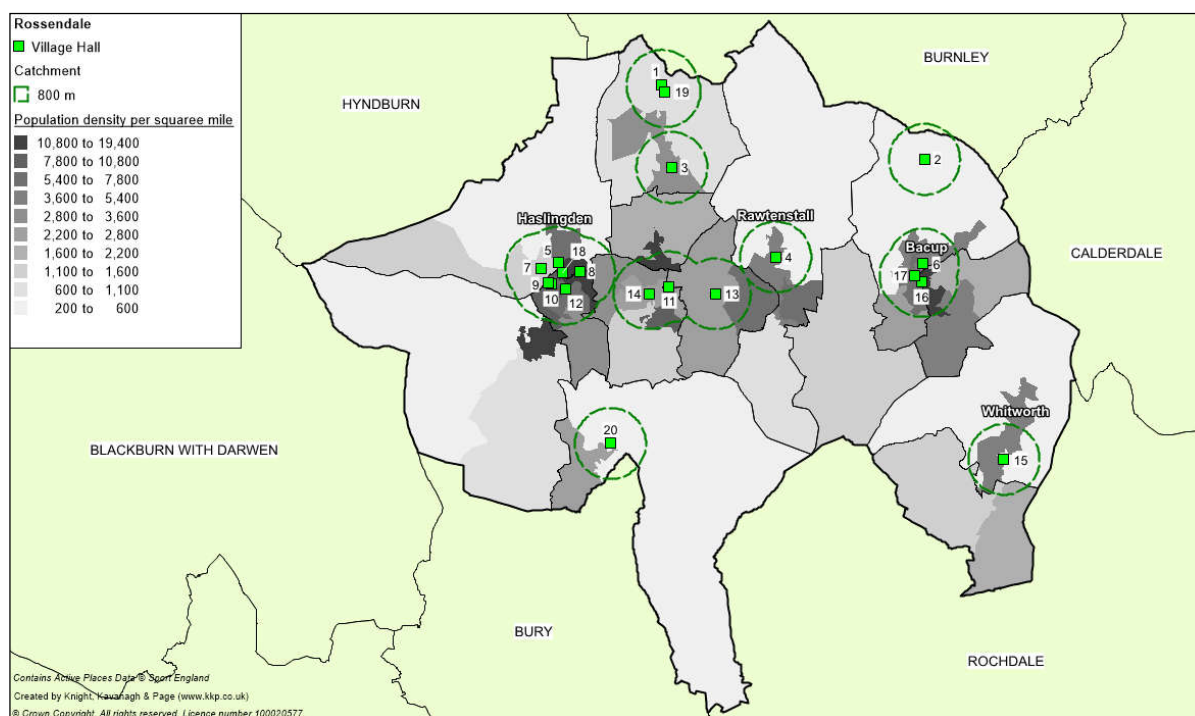


Table 4.1: Village/community halls in Rossendale

Map ID	Site	Map ID	Site
1	CPA Social Club	11	Longholme Methodist Church
2	Doals Gate Community Centre (Weir Baptist Church)	12	St. Peters Community Centre, Haslingden
3	Crawshawbooth Village Centre	13	The Warren Scout Hut
4	Whitewell Bottom Community Centre	14	Rossendale Masonic Hall
5	The Mary Hindle Resource Centre	15	The Riverside, Whitworth

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6	Bacup Cricket Club	16	Maden Centre
7	St Marys Community Sports Club	17	AB & D Centre
8	Haslingden Masonic Hall Co Ltd	18	Haslingden Community Link
9	Haslingden Bowling Club	19	The Top Club
10	St Thomas Church Hall, Haslingden	20	Edenfield Community Centre

Radial catchment modelling estimates that approximately 34% of Rossendale's population is within 800m of such facility. This equates to approximately 24,000 people out of a population of just over 70,895 (MYE 2018). It should be noted that the catchment is based on 800m (10-minute walk) many users travel by car to venues and parking is still an important requirement. Located throughout the borough and in areas of both higher population density and some of the more rural areas, these facilities have potential to offer different types of physical activity relevant to the local communities which they serve.

Figure 4.2: Village/community halls with 20 minutes drive time catchment

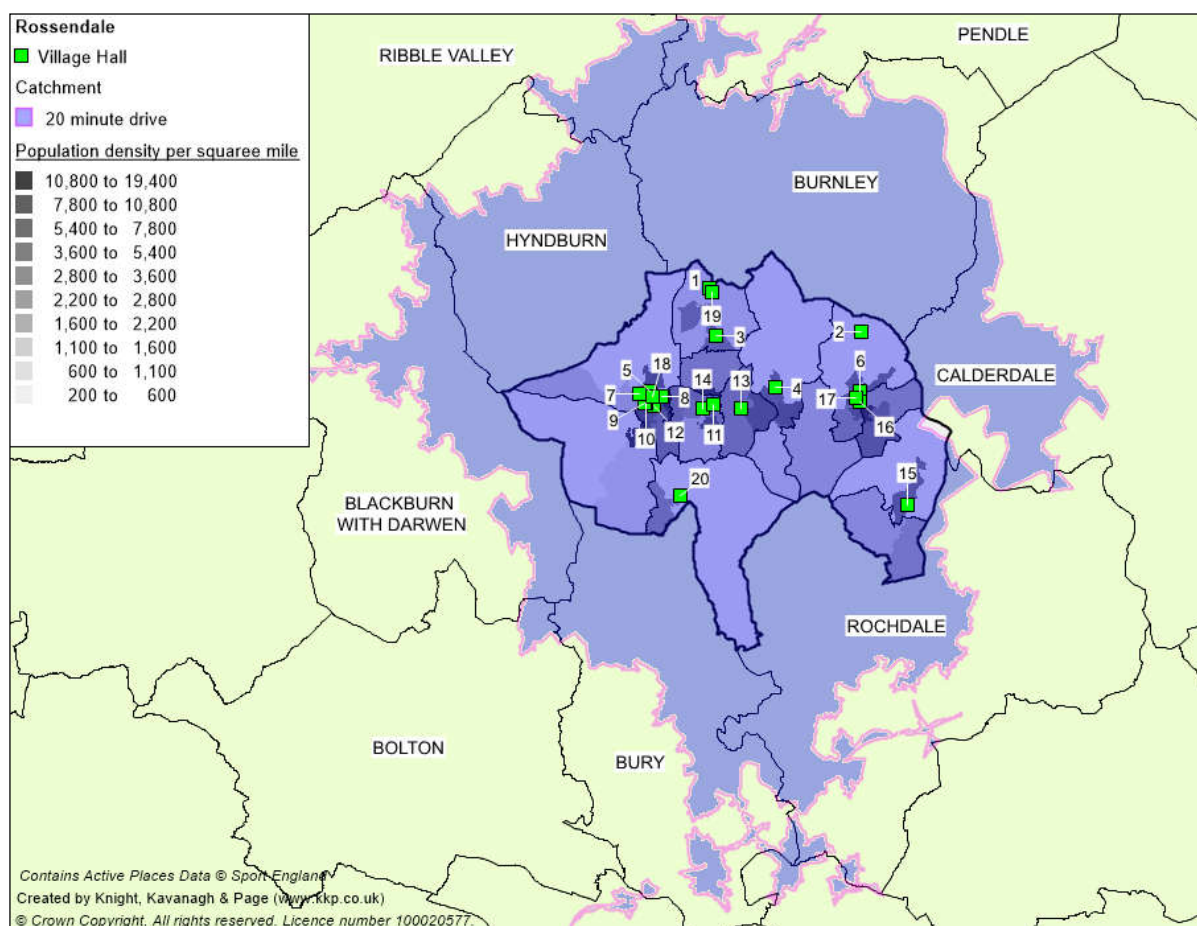


Figure 4.2, indicates almost all (over 99%) of Rossendale's population is located within 20-minutes' drive of village/community hall.

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Availability

Most village halls rely on volunteers to operate them and service the local community. Many offer facilities to the local community at the times needed i.e. daytime and evening. Activities tend to reflect the needs of the local community with the different types including:

Table 4.2: Sports and physical activities in community centres / village halls

Dance	Fitness	Physical activity	Sport
Ballroom Latin Modern tap Street dance Ballet (adult and children) Line dancing Dancercise Dance aerobics Salsa Sequence dancing Tea dance Dance and drama Nia dance class Fusion dance & fitness	Zumba Pilates Boot camp Yoga Mini Fit Mini massage Weight Watchers Chair-based exercise Chair-based yoga Functional fitness Keep Fit Dru yoga	Aerobics Keep fit Tai chi Over 60s classes Keep fit for Over 55's Fit 'n' 50+ Slimming World Up & Active Health Walks Mature moves Jo Jingles	Table tennis Badminton Martial Arts (karate, kick boxing, Black Star Aikido.) Short mat bowls Gymnastics (KOSSMIC) Basketball Cheerleading Indoor cricket Volleyball 5 a side football

4.2 Demand

Desktop research undertaken for the audit suggests that demand for village hall and community centre space is high. This highlights the importance of these sites in ensuring that a good range of local sport and physical activity is provided for Rossendale residents.

They also reportedly play an important role in ensuring that older people or people living in some of the Authority's more rural areas have access to facilities and can also contribute to getting the inactive active or retaining those already involved. Further analysis is required to understand how, and the extent to which, activities in these facilities can further meet the needs of what is an ageing local population.

4.3 Summary of key facts and issues

Facility type	Village halls	
Elements	Assessment findings	Specific facility needs
Quantity	There are 18 village and community halls distributed across the central band of Authority. More rural areas to the west and south have no local access to a village/community hall.	No specific facility needs identified
Quality	No site visits were undertaken, however, it is understood that facilities generally deteriorate with age, unless sufficient maintenance, resources and investment are forthcoming.	RBC and partners need to fully understand the age and quality of its village halls/ community centres with a view to establishing a register of quality and need.
Accessibility	Just over one third of the local population lives within 800m of a community	

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Facility type	Village halls	
Elements	Assessment findings	Specific facility needs
	<p>centre/village hall; two thirds of the resident population do not.</p> <p>More rural areas do not necessarily have access to village/community halls.</p>	
<p>Availability (Management and usage)</p>	<p>Management varies between village hall committees, and individuals. All management regimes in place rely to some degree on the goodwill of volunteers.</p> <p>The range of activities varies between each hall and is considered to broadly reflect interpreted local need.</p>	<p>Support the work of hall management to secure external funding, improve volunteer skills and enhance the quality and effectiveness of facility management, programming, and finance.</p>
<p>Summary</p>	<p>There is a need to support village hall and town council committees to offer, coordinate and publicise community spaces which contribute positively to the very local physical activity and health and wellbeing agenda. Village halls will be of increasing importance to the older (ageing) population in the context of enabling them to access facilities within close proximity to where they reside especially during the daytime.</p>	

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SECTION 5: 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 they tend to offer greater sports development flexibility than the 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 Rossendale. Halls that function as specialist venues, such as dance studios are excluded from this section but dealt with elsewhere.

5.1: Supply

Figure 5.1 and Table 5.1 identify all sports halls in Rossendale regardless of size. There are 20 sports halls providing 35 courts. These are generally located in areas of higher population density (mainly in the centre of the Borough). Of these, 13 have two or fewer badminton courts. While often appropriate for mat sports, exercise to music and similar provision, their scale inevitably limits the range and scale of recreational and sporting activity that larger halls can enable. Some venues have more than one activity/sports hall on site.

Quantity

Table 5.1: All Rossendale sports halls and activity halls

ID	Site	Cts	ID	Site	Cts
1	Adrenaline Centre	4	19	The Valley Leadership Academy	2
1	Adrenaline Centre	0	22	Haslingden High School	4
2	Alder Grange School	4	22	Haslingden High School	0
2	Alder Grange School	1	22	Haslingden High School	0
3	All Saints Catholic High School	4	26	Kay Street Baptist Church	0
3	All Saints Catholic High School	1	48	St Johns Stonefold C Of E	1
4	Bacup & Rawtenstall Grammar	4	52	St Philip's Church Hall	0
9	Balladen Community Primary School	0	64	Whitworth Community High	4
19	The Valley Leadership Academy	4	64	Whitworth Community High	1
19	The Valley Leadership Academy	0	64	Whitworth Community High	1
	Total	22		Total	13

(0 court halls identified in Sport England Active Places database but not considered large enough to accommodate 1 badminton court).

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Figure 5.1: All sports / activity halls in Rossendale by population density

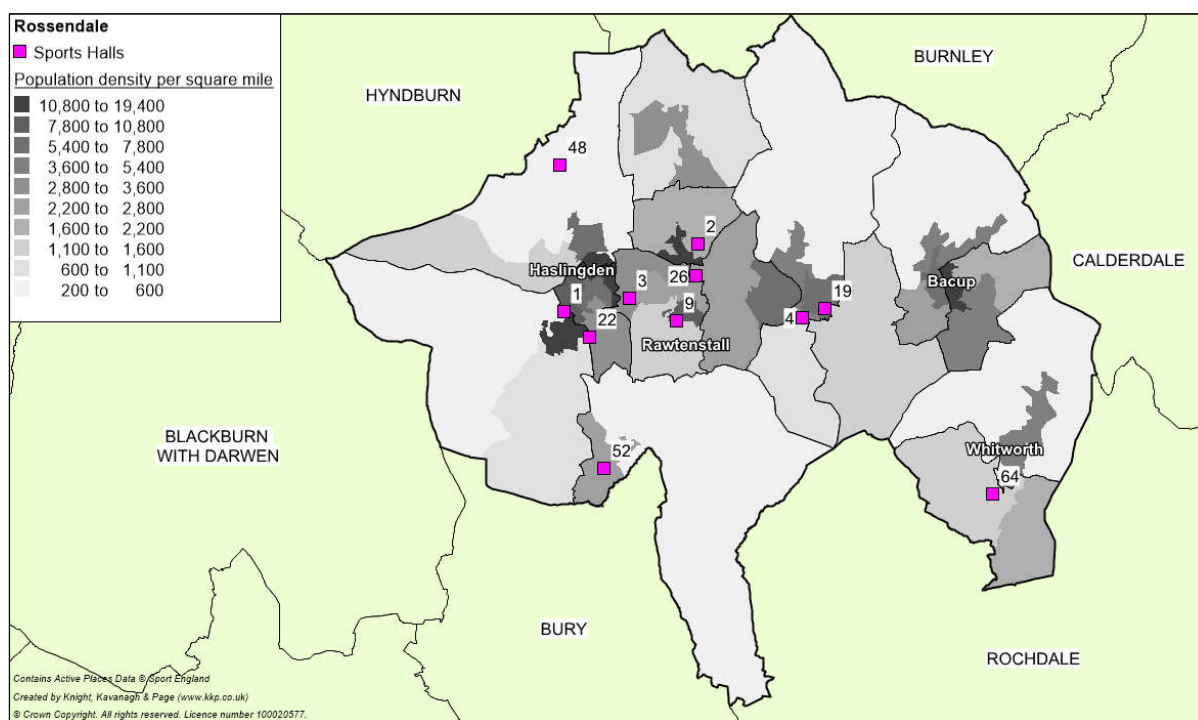


Figure 5.1 illustrates that the majority of sports halls are located in the centre and west of the authority with no provision in the large settlement area to the east of the borough (Bacup).

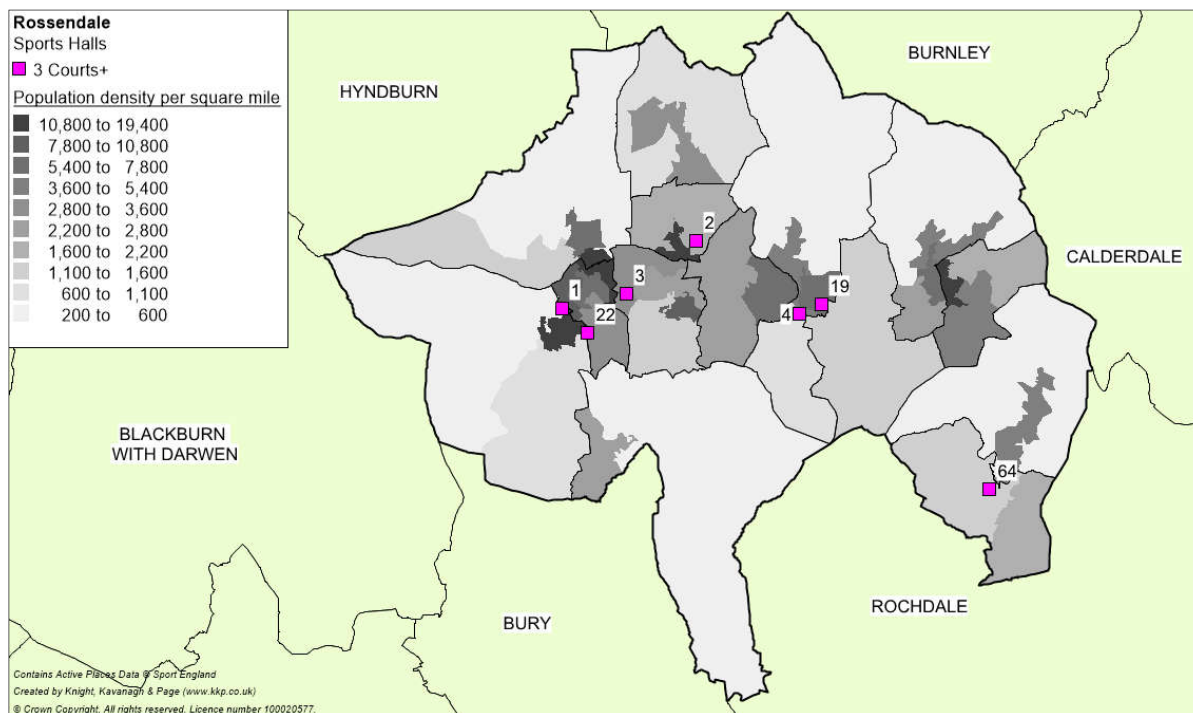
Table 5.2: Sports halls excluded from the assessed supply because of size

Map ID	Site	Courts
6	Adrenaline Centre	0
2	Alder Grange School	1
3	All Saints Catholic High School	1
9	Balladen Community Primary School	0
19	The Valley Leadership Academy	0
19	The Valley Leadership Academy	2
22	Haslingden High School	0
22	Haslingden High School	0
26	Kay Street Baptist Church	0
48	St Johns Stonefold C of E Primary School	1
52	St Philip's Church Hall	0
64	Whitworth Community High School	1
64	Whitworth Community High School	1
Total		7

The seven remaining sports hall sites; those with 3+ badminton courts (28 badminton courts of available space) are identified in Figure 5.3. All of these are 4-court sports halls.

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Figure 5.2: Distribution of sports halls with 3+ courts across Rossendale



The majority are located in the more densely populated north areas to the west of the borough. Spatially, it appears that the more rural east of the Borough is not as well served, Bacup is the only densely populated area without a sports hall with three or more courts.

Quality of facilities

All 3+ court sports halls were subjected to a non-technical assessment to ascertain quality, details of which are shown in Figure 5.3 and Table 5.3. The exception was the facility at Bacup & Rawtenstall Grammar School, where access was declined.

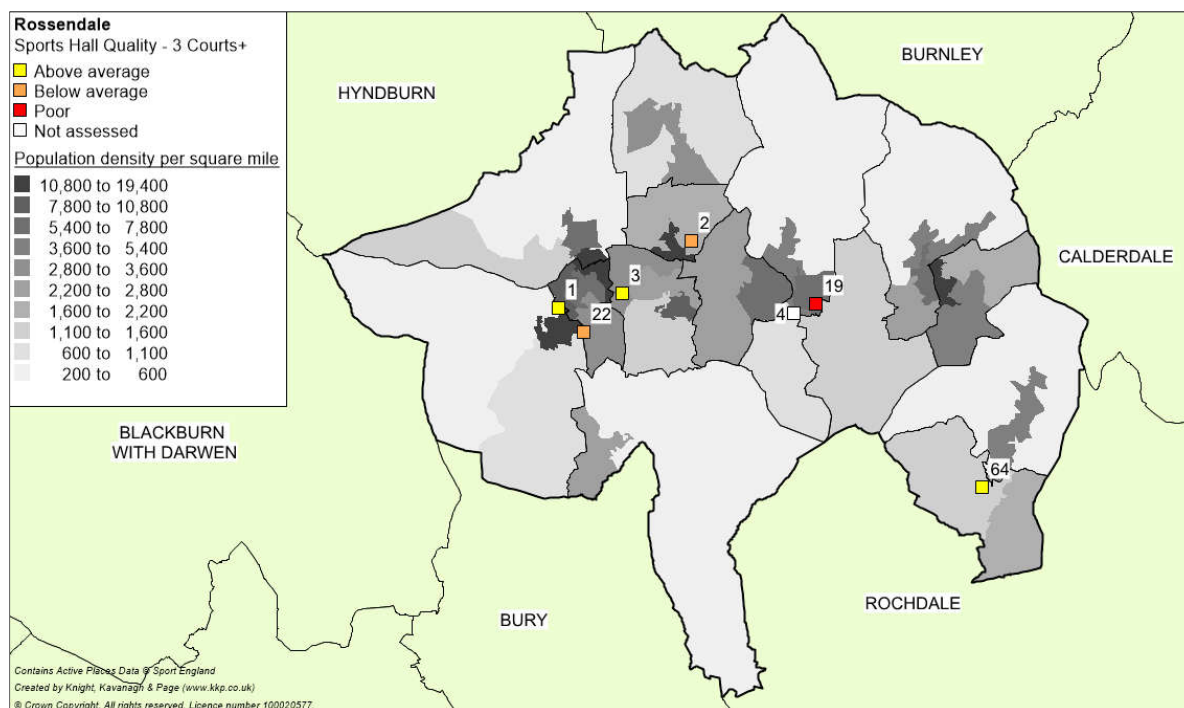
Table 5.3: Quality of sports halls in Rossendale

Map ID	Site	Courts	Assessment condition	
			Court	Changing
1	Adrenaline Centre	4	Above average	Good
2	Alder Grange School	4	Below average	Below average
3	All Saints Catholic High School	4	Above average	Below average
4	Bacup & Rawtenstall Grammar	4	Not assessed	Not assessed
19	The Valley Leadership Academy	4	Poor	Below average
22	Haslingden High School	4	Below average	Below average
64	Whitworth Community High School	4	Above average	Above average

The 'central belt' of the borough appears to be well serviced by 3+ court sports halls. The quality of the sports hall at the Valley Leadership Academy which looks to service the east of the authority is rated poor and Whitworth Community High School has an above average facility. This suggests that residents in the east and west of the borough are serviced by better quality facilities in the middle of the authority.

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Figure 5.3: Sports halls with 3+ courts in Rossendale by population density



The non-technical assessment identified:

- Three above average sports halls (Adrenaline Centre, All Saints Catholic High School and Whitworth Community High School).
- Two below average halls (Alder Grange School and Haslingden High School).
- One site was classed as poor quality (The Valley Leadership Academy).
- One site remains unassessed (Bacup & Rawtenstall Grammar School).

Table 5.4: Site specific findings

Site	Audit findings
Adrenaline Centre	Originally a 6-court hall, it was reduced to 4 courts to accommodate clip 'n' climb. It is extensively used and is at full capacity.
Alder Grange School	Line markings are wearing out. It requires re-lining.
All Saints Catholic HS	10-year old relatively modern facility.
The Valley Leadership Academy	Flooring requires replacement as it is very worn with holes. Sections of lighting are not working. Heating is not fully functional leaving the hall cold at all times The roof leaks in several places. Some of the inside walls have holes require fixing. Sports hall white walls are not conducive for sports such as badminton.
Haslingden High School	This sports hall has a key structural issue in that the block work is poor and lets rain into the activity hall. It has been checked and is considered safe for use. Sports hall and activity hall condition is deteriorating, and line markings are fading. The floor was last re-sealed and lined in 2000.
Whitworth Community High School	This is of a good size with appropriate court run-offs. It has good lighting, and the sports hall floor is in good condition.

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The oldest sports hall in the area is the Adrenaline Centre, which opened in 1974, with the newest being All Saints Catholic High School (opened 2010). As Table 5.5 shows, most facilities have either been built or refurbished during the last 20 years with the exception of The Valley Leadership Academy (29 years).

Table 5.5: Year of construction and refurbishment of sports halls

Site	Year built	Year refurbished	Age since opened / refurbishment
Adrenaline Centre	1974	2008	11
Alder Grange School	2006		14
All Saints Catholic High School	2010	-	10
Bacup and Rawtenstall Grammar	2005	-	15
The Valley Leadership Academy	1991	-	29
Haslingden High School	1960	2000	20
Whitworth Community High School	2006	-	14

Six of the seven sports halls are located at education sites, only one (Adrenaline Centre) is a public leisure centre and can be accessed at all times, others are restricted to time when not in use by the school / academy.

Accessibility

Sports hall accessibility is influenced by how far people are willing and able to travel to and from them. Appropriate walk and drive-time catchments are applied to facilities to determine accessibility of facilities to different communities. The normal acceptable (industry) 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. Bacup & Rawtenstall Grammar School has been removed from the analysis due to it being unavailable to the community.

Table 5.6 and Figure 5.4 identify the one-mile radial catchments of sports halls in Rossendale. Analysis confirms that 49.9% (34,618) of the population lives within a 20 minutes' walk (one mile) of a 3+ court sports hall. Residents who do not, tend to reside in the borough's more rural, less densely populated areas.

As identified above, Rossendale has a large number of residents living in areas of higher deprivation (29,853 residents: 43.0% of RBC's population). Of these, over half (55% or 16,618) live within 20 minutes' walk time of a sports hall. Research identifies that residents from more deprived areas are less likely to participate in sport than more affluent areas. The reasons for this include, for example, cost and access. Having facilities within a suitable distance (20-minutes' walk time) is important to ensure that all residents have access. In Rossendale, it is reported that 20.8% of the population do not have access to a car.

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Figure 5.4: Community available sports halls by condition on IMD with 1-mile walk time

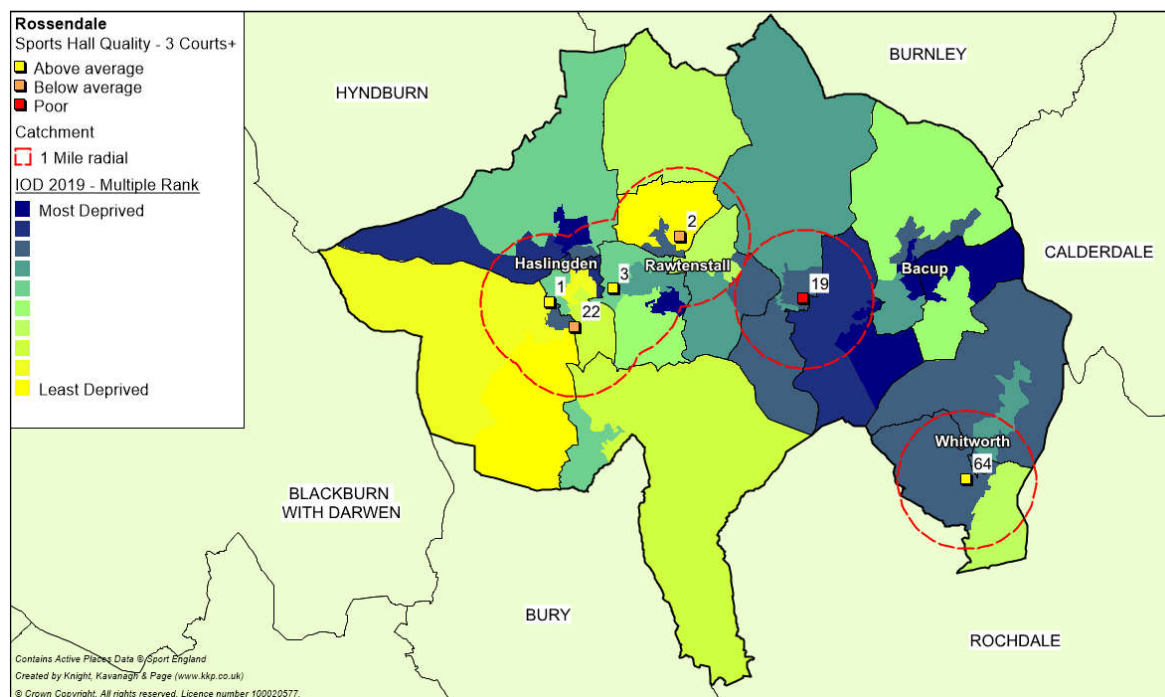


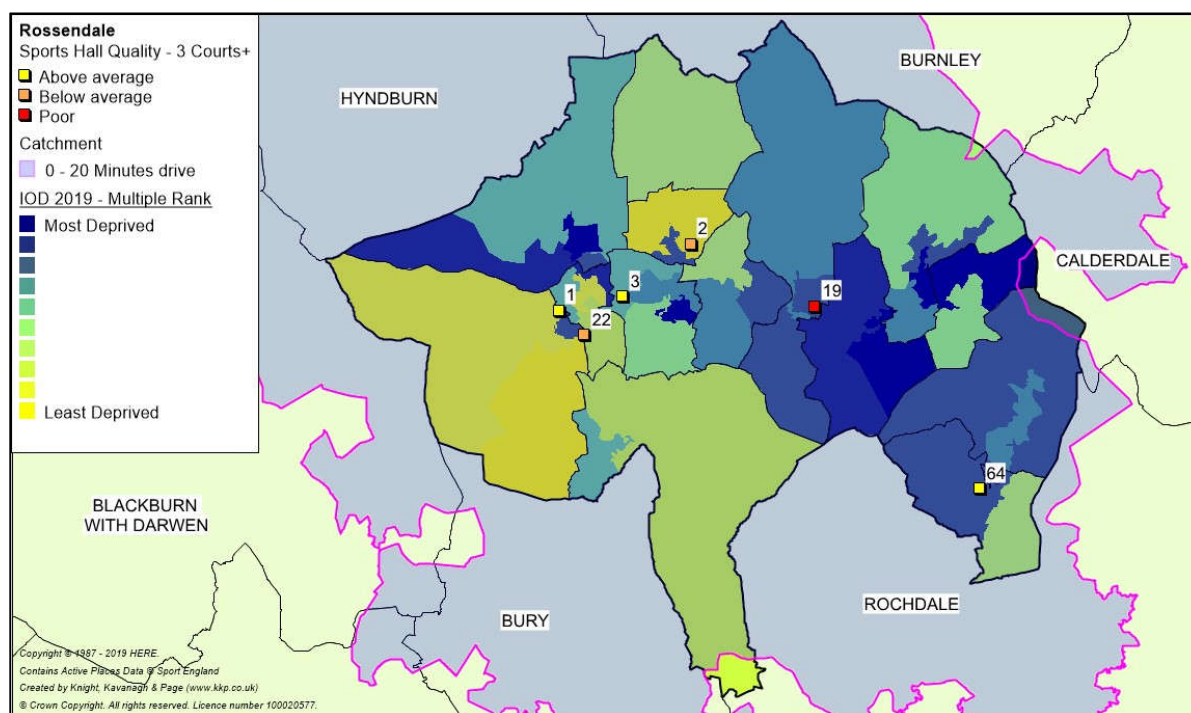
Table 5.6: Community available sports halls with 3+ courts, 1-mile radial

IMD 10% bands	Rossendale		Sports halls minimum 3 courts+ catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	8,473	12.2%	2,020	2.9%	6,453	9.3%
10.1 - 20	5,830	8.4%	3,526	5.1%	2,304	3.3%
20.1 - 30	15,550	22.4%	11,072	15.9%	4,478	6.5%
30.1 - 40	8,923	12.9%	3,755	5.4%	5,168	7.4%
40.1 - 50	5,623	8.1%	2,804	4.0%	2,819	4.1%
50.1 - 60	5,590	8.1%	856	1.2%	4,734	6.8%
60.1 - 70	7,444	10.7%	3,246	4.7%	4,198	6.0%
70.1 - 80	3,751	5.4%	1,577	2.3%	2,174	3.1%
80.1 - 90	4,383	6.3%	3,093	4.5%	1,290	1.9%
90.1 - 100	3,851	5.5%	2,669	3.8%	1,182	1.7%
Total	69,418	100.0%	34,618	49.9%	34,800	50.1%

Figure 5.5, overleaf, indicates almost all (over 99%) of Rossendale's population is located within 20-minutes' drive of a publicly available sports hall with 3+ badminton courts, or a hall of equivalent dimensions.

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Figure 5.5: All Sports halls 3+ courts on IMD with a 20-minute drive time



Availability and facility management

The majority of sports halls are managed by schools themselves, using in-house staff/teams.

Table 5.7: Ownership and management of sports hall facilities

Site	Ownership	Management
Adrenaline Centre	Local authority	Trust
Alder Grange School	Community School	School (in house)
All Saints Catholic High School	Voluntary Aided School	School (in house)
Bacup & Rawtenstall Grammar School	Academy	School (in house)
The Valley Leadership Academy	Community School	Third party operator (School Lettings Solutions)
Haslingden High School	Community School	Third party operator (School Lettings Solutions)
Whitworth Community High School	Community School	Third party operator (School Lettings Solutions)

The Adrenaline Centre is the only facility available to the wider community during the daytime. All six other facilities are based on education sites. Consequently, the majority of sports hall provision is not available during the daytime in term time. Table 5.8 indicates the level of community use available in sports halls across Rossendale. Quite clearly, there is limited scope to increase community use due to the constraints on education sites.

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The Adrenaline Centre is also the only sports hall available for pay and play access, education facilities are limited in the number of hours they are available due to school use and after school are only available via block bookings through sports clubs/community groups.

Of the sites offering community use, All Saints Catholic High School offers the fewest hours to the community (15.5). Increasing the number of hours available should be explored at this and other sites subject to demand.

Table 5.8: Opening hours and activities in sports halls with courts in Rossendale

Community use hours		KKP Ref	Site	Total courts	Main sports played
None		4	Bacup & Rawtenstall Grammar School	4	No community use
1 - 40	15.5	3	All Saints Catholic High School	4 + 1	Fitness classes, cricket, football, netball, tennis
	20.0	22	Haslingden High School	4	Cricket, football
	26.0	64	Whitworth Community High School	4 + 1+1	Badminton, football, cricket
	30	2	Alder Grange School	4 + 1	Basketball (every night)
40+	97.5	1	Adrenaline Centre	4 + 0	Mat bowls, football, badminton, netball, rollerskating, mini tennis
	41.0	19	The Valley Leadership Academy	4+2	Dance, trampolining, climbing

Used capacity

Non-technical site audits identified the used capacity of each sports hall. Used capacity is assessed as a percentage of available community use hours used. Table 5.9 summarises the used capacity identified via consultation. For example, of the 15.5 hours available at All Saints Catholic High School, it is used for more than 80% of the time; whereas The Valley Leadership Academy suggests that it is available for 41 hours per week but it is used for just 28% of this time. This is reportedly (by the Academy) due to lack of demand, due to its poor condition. Bacup & Rawtenstall Grammar School is not made available to the community.

Table 5.9: Used capacity of sports halls

Used capacity	%	Site
0-20%	0%	Bacup & Rawtenstall Grammar School
21-40%	28%	The Valley Leadership Academy
41-60%	43%	Haslingden High School
61-80%*	70%	Whitworth Community High School
81-100%	90%	All Saints Catholic High School
	98%	Adrenaline Centre
	100%	Alder Grange School

(*80% -Sport England's guidance threshold which is considered to be a "comfortably full" sports hall)

Consultation indicates that the Adrenaline Centre has the highest number of hours available for community use and is operating at almost 100% (only three hours available on a Saturday lunchtime). It is operating above the Sport England 80% comfortably full threshold. Its hall is

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also very busy during the day; short mat bowls training and matches are played on four days per week until 14.00/15.00. On the other weekday, other multisport activities take place. This occupancy level reduces in summer months when many bowlers typically play outdoors. Programmes at the Adrenaline Centre indicate that the facility is virtually booked fully with sport clubs and groups, consequently, although it is identified as a pay and play venue, casual use is very limited.

The possibility of extending the hours available for community use at sites that offer fewer community hours should be explored to increase availability and capacity should demand and need arise. These include Bacup & Rawtenstall Grammar School, All Saints Catholic High School and Haslingden High School.

Neighbouring facilities

Accessibility is influenced by facilities located outside Rossendale.

Eleven sports halls are located within two miles (indicative of how far people may travel) of RBC's boundary. They offer 52 courts and are primarily located to the south of the Borough (eight facilities) with three located to the north of the Borough. Three of these venues offer pay and play with the others available via a sports club/community association. Castle Leisure Centre, Bury has a 10-court sports hall, Falinge Park High School and Oulder Hill Leisure Complex have 5-court sports halls, the remainder are 4-court halls.

Figure 5.6: Sports halls with 3+ courts on population density within 2 miles of Rossendale

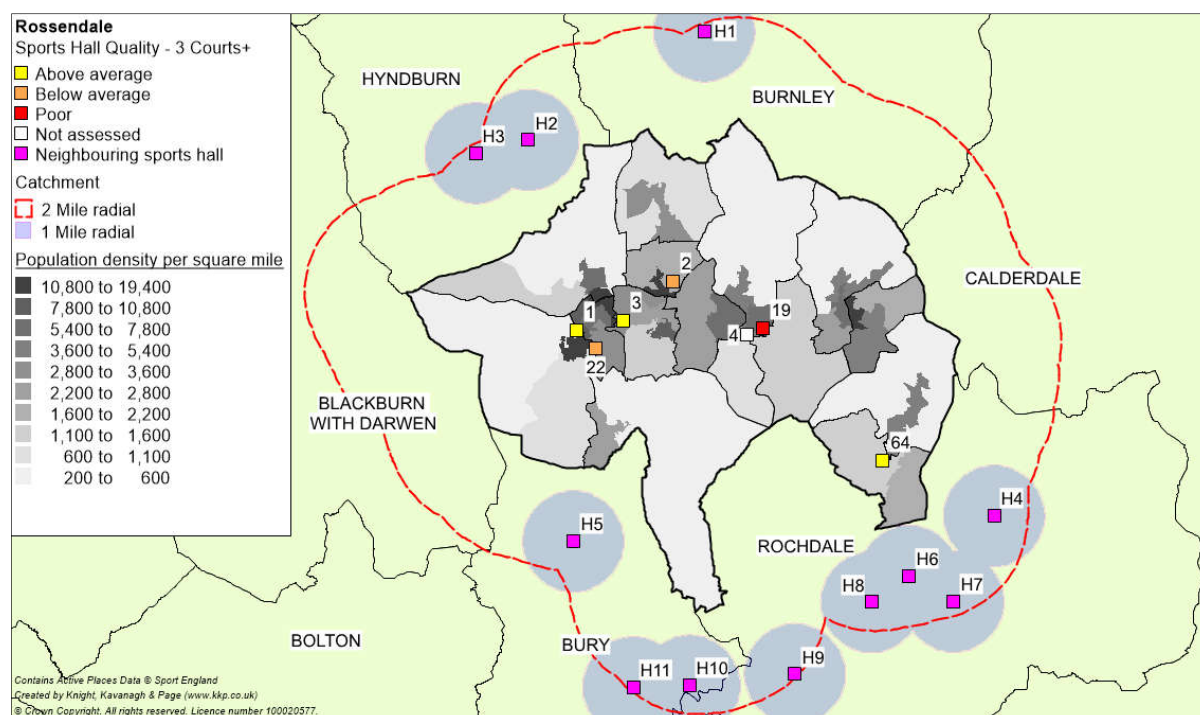


Table 5.10: Community available sports halls – minimum 3 court

Map ID	Site	Courts	Access type	Local authority
H1	Hameldon Community College	4	Sports Club/ CA	Burnley
H2	Accrington and Rossendale College	4	Sports Club/ CA	Hyndburn

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Map ID	Site	Courts	Access type	Local authority
H3	Mount Carmel RC School	4	Sports Club/ CA	Hyndburn
H4	Wardle Academy	4	Sports Club/ CA	Rochdale
H5	Woodhey High School	4	Sports Club/ CA	Bury
H6	Falinge Park High School	5	Sports Club/ CA	Rochdale
H7	Rochdale Leisure Centre	4	Pay & Play	Rochdale
H8	Oulder Hill Leisure Complex	5	Sports Club/ CA	Rochdale
H9	Heywood Sports Village	4	Pay & Play	Rochdale
H10	Hazelwood High School	4	Sports Club/ CA	Bury
H11	Castle Leisure Centre	10	Pay & Play	Bury

Source: Active Places Power 10/03/2020

NB: Sports Club / CA = Sports Club / Community Association use

Facilities planning model (FPM)

As noted earlier, the FPM report provides an overview of current levels of provision of sports halls in Rossendale; based on data from the National Run Report 2018, Strategic Assessment of Need for Sports Hall Facility Planning Model. Its findings with regard to supply are:

- ◀ There are nine sports halls across five sites and 30 badminton courts in total.
- ◀ There are 20 courts available for community hire at peak times.
- ◀ It identifies 4.3 courts per 10,000 people in Rossendale.

The KKP audit differs from the FPM in that Alder Grange High School was excluded from the FPM. Consultation indicated it is used extensively by Rossendale Raptors Basketball Club. The FPM also refers to Fearn's Sports & Leisure the name of which has now changed to The Valley Leadership Academy.

The audit found that, in theory, the Adrenaline Centre is the only facility available for pay and play availability at peak times. Due to the high use of block bookings by clubs and groups, there is very limited (if any) free time available for casual use at peak times.

Future developments

No known sports hall developments are planned in the area at the time of audit. RLT indicated an aspiration to provide more indoor space at the Adrenaline Centre, which could be in the form of an additional sports hall or frame and fabric build/air hall. At the time of this audit, there are no plans in place, nor is funding allocated for this.

5.2: Demand

In the context of current demand for sports halls, Sport England's FPM 2018 National Run report, comparing the number of badminton courts at sites available for community use with the demand for sports halls by Rossendale residents, suggests that there is a supply demand balance; in other words the current demand for sports halls is met by the current supply (equilibrium). Simplistic analysis of FPM assessment of overall supply and demand in Rossendale is that the resident population generated demand for a minimum of 19.8 courts compared with a current available supply of 20.2 courts, giving a slight positive supply/demand balance of 0.4 courts. The FPM considers hall space to include the equivalent of all the main and ancillary/secondary halls available.

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To provide realistic/comfortable provision, supply must be greater than demand. If supply only matches demand, all halls need to be full all of the time in order to meet all demand. It should also be noted that the supply demand measure only provides a 'global' view of provision and does not take account of the location, nature and quality of facilities in relation to demand; how accessible facilities are to a resident population (by car and foot); nor does it take account of facilities in adjoining local authorities.

Table 5.11: Demand findings from the FPM

Element	FPM 2018
Satisfied demand (%)	90.0%
Satisfied demand retained within Rossendale	76.1%
Satisfied demand exported	23.9%
Levels of unmet demand	10.0%
% of unmet demand due to residents living outside catchment of a hall (as opposed to no capacity).	94.7%
Used capacity	64.5%

Table 5.11 indicates that 90.0% of demand is satisfied. The level of satisfied demand is lower than the regional average of 93.4% and the national rate of 91.3%.

The used capacity according to the FPM is calculated globally across sites to be 64.5% used which is 15.5% below the threshold where a facility is deemed to be comfortably full. The notion of a 'comfort factor' is applied within the model. For Sports halls 80%, of its theoretical capacity is considered as being the limit where the facility starts to become uncomfortably busy. The audit found the three sites (All Saints Catholic High School, Adrenaline Centre and Alder Grange School) operating significantly above than this, one operating at the benchmark and two facilities below. The Valley Leadership Academy is at 28% and Haslingden High at 43%. The reason cited for the low used capacity at The Valley Leadership Academy is the poor quality.

The FPM identifies the following with regard to demand for sports halls:

- ◀ The level of satisfied demand retained is high at 76.1%, this indicates that site and catchment areas of the sports hall sites and the location of Rossendale demand for sports halls are very well correlated. However, this is the lowest level of retained demand across comparable authorities. (Blackburn with Darwen 89.1%, Burnley 77.9%, Hyndburn 76.5%, Pendle 84.3%)
- ◀ Rossendale is a net exporter (335 visits in the weekly peak period) to facilities outside of the Borough. The model estimates that approximately 23.0% of satisfied demand is met via demand exported to adjoining local authorities.
- ◀ The majority of unmet demand is due to residents living outside the catchment area of a sports hall and not having a car, not due to the lack of sports hall capacity.
- ◀ Overall, the sports halls are 64.5% utilised. (This is higher than the county rate of 62.0% but slightly below the national rate of 67.0%). It is below the Sport England benchmark measure of 80.0% of capacity used in the weekly peak period which indicates that there is scope to absorb additional demand to use sports hall provision within the Borough (subject to schools having the ability to achieve this).
- ◀ 83.4% of all visits are done by car, 9.3% on foot and 7.3% using public transport.
- ◀ Total unmet demand is equivalent to two badminton courts. There is potential to increase the opening hours of existing facilities as globally across the sites there is theoretically 16.0% spare capacity before the Sport England comfort capacity of 80.0% is reached.

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- ◀ Some facilities appear to be operating above the benchmark and others well below which could be due to limited availability at certain sites and also to the age and attractiveness of the older local authority owned facilities and the limited availability of education sites.
- ◀ Broadly speaking, facilities are located in appropriate locations. However, RBC's facilities are nearing the end of their lifespan. As they age, maintenance and running costs are likely to increase and the user experience will further deteriorate. RBC should consider refurbishing and renewing facilities while retaining the same locations and scale of venues.

NGB consultation

Badminton

Badminton England (BE) is the national governing body of sport (NGB) for badminton. Its strategy, Discover Badminton 2017-2025 presents a vision for the sport to become one of the nation's most popular and to consistently win medals at world, Olympic and Paralympic levels. To achieve this, it has identified three key objectives:

- ◀ Grow grassroots participation.
- ◀ Create a system that identifies and develops player potential to deliver consistent world class performers.
- ◀ Built financial resilience to become a well governed organisation and demonstrate compliance with the UK governance code.

Badminton Facilities Strategy Model 2020 – 2030 – Rossendale overview

Rossendale has significantly fewer active adult badminton players in general but a higher than average badminton participation rate. Only 40.0% of courts in the borough meet the BE quality threshold (which is one of the lowest ratios in the country). There are six clubs with 52 affiliated members suggesting a relatively strong infrastructure. There is insufficient capacity within existing facilities to accommodate current demand (one of the highest in the country). Consultation with BE indicates that badminton activity in the wider area is also relatively strong with four affiliated clubs within four miles and a further 13 clubs within 10 miles. Likewise, there are two affiliated adult badminton leagues.

- ◀ Rossendale Badminton League - with 11 clubs and two divisions.
- ◀ Blackburn and District Badminton League - with 10 clubs and two divisions.

A number of the clubs have junior sections and there are two junior leagues; Blackburn Junior League and M65 Junior League which has strong representation from East Lancashire.

The majority of clubs rely on leisure and school facilities. Three out of the four clubs in Rossendale play at the Adrenaline Centre. (Transport, Edenfield, and Goodshaw) and Alpha Badminton Club plays at Whitworth Community High School. Other clubs access facilities outside of the Borough, including Hyndburn Leisure Centre, Darwen Leisure Centre and Accrington Academy.

The four clubs listed above are all relatively small in terms of membership. Edenfield Badminton Club is the largest with 17 adults and five junior members. They are all mainly competitive clubs playing league badminton, rather than 'key clubs' that drive participation.

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BE indicates that there is potential for clubs to grow and diversify their membership offer by targeting a different audience e.g. junior sections, No Strings, social club nights, adult beginner / targeted women only sessions for example. BE has funding available to support such initiatives however, they need to be club led to ensure sustainability.

There is also potential to work with RLT to increase badminton provision and encourage more No Strings pay and play sessions and more Racket Pack junior sessions to increase the badminton profile at their sites. In the future, should new facilities be developed, or existing venues refurbished there would be a requirement for it/them to meet a higher badminton-related specification for league badminton.

Edenfield Badminton Club

Based at Haslingden Sports Centre, the Club has mixed gender teams competing in three local leagues in the East Lancashire area. It typically hosts two sessions per week, one for a club night (training) and one for matches.

It reports wishing to increase its junior offer however, it requires additional coaches (and does not have the funds to pay for this) plus support for the costs of courts until the session is sustainable.

The Club reports facing challenges with court availability (timings) as it can only hire them late in the evening and its players wish to train and play earlier. It also reports that on occasions, there is insufficient times for matches should play continue on until 22.00 when the centre closes. It also cannot expand sessions and increase capacity at the Sports Centre due to the lack of availability of courts.

It also reports that recently neighbouring facilities have raised prices; this has affected clubs in the area and at least one has folded since the increase. It is concerned that if other facilities increase their prices, other clubs could also become unviable and fold.

Netball

England Netball's latest strategy, Your Game, Your Way, aims to establish it as a top performing, financially sustainable NGB that promotes 'Netball for Life' and develops more world class athletes. The four key stated priorities are:

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

England Netball reports the sport to be growing fast nationally. A YouGov report it commissioned reported that the 2019 World Cup inspired 160,000 adult women to take up the sport and there was a 1000% increase in visits to its online netball session finder from the end of the World Cup, compared to the two weeks prior. In addition, 71% of clubs report that more people have shown an interest in playing netball than before the tournament started.

For outdoor provision please refer to the Playing Pitch Strategy 2016. Current indoor provision in the RBC area is as follows.

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Rossendale Ladies Netball League

Netball is popular in the borough with one indoor league operating in the area – it has 11 teams playing in two divisions. The League plays indoors at both the Adrenaline Centre and the Valley Leadership Academy. Teams for the winter league include:

Winter 2019/2020 teams:		
◀ Doctech	◀ Dabs	◀ Station Slammers
◀ St Andrews	◀ BRGS	◀ CJM
◀ RTC	◀ Railway Reds	◀ Kelda
◀ Alder Grange	◀ Vipers	

Consultation with Rossendale Ladies Netball League indicates it has two divisions in both the winter and summer. It typically has between four and 12 teams per division dependent upon team entrants. It reports it is hindered by the lack of availability of facilities and has already reduced match times to accommodate an increased number of games for the time allocated. It has aspirations to grow to 20 teams, however, this will not be achievable without available facilities.

Its players are aged 13 years + and has demand for juniors; this, however, is not currently accommodated due to facilities and workforce.

The League reports that there has been a reduction in the number of courts in the area and this has negatively impacted the sport. (There used to be three outdoor courts at the Adrenaline Centre, when it was re-laid the number of marked courts was reduced to two). It also used to be able to access outdoor courts at Haslingden High School and Marl Pits Car Park however these have also been lost. The Playing Pitch Strategy Report 2020 covers outdoor netball provision in more detail.

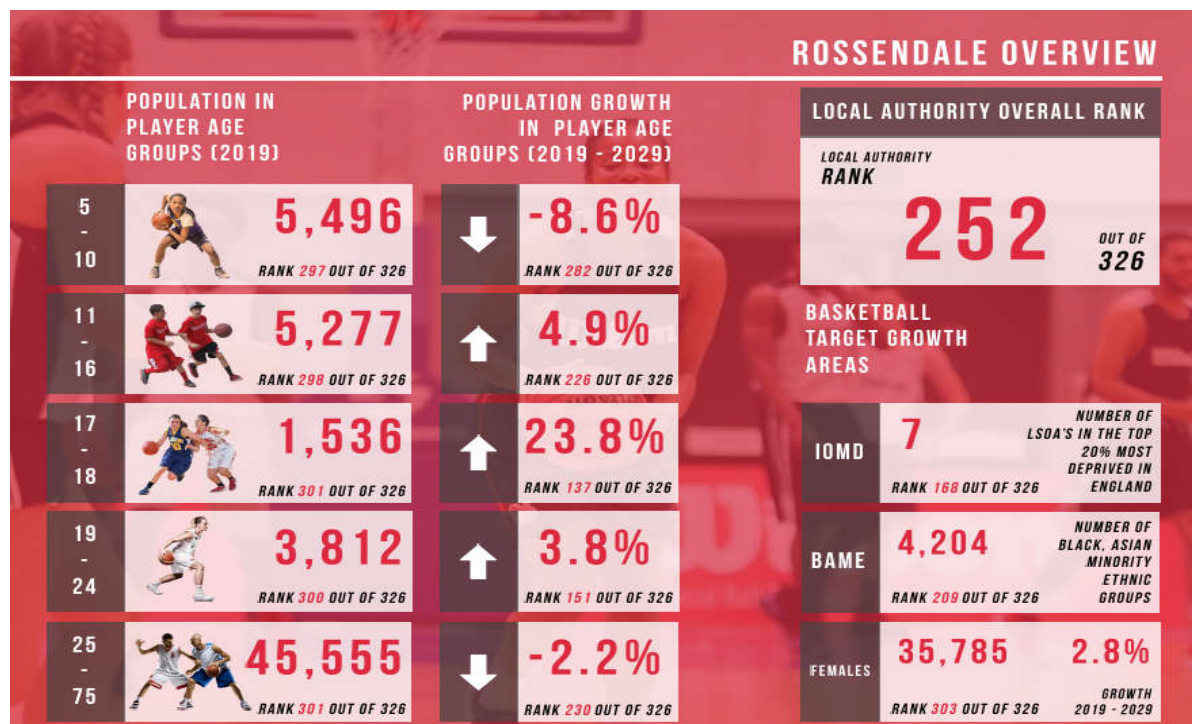
Basketball

Basketball England (BBE) is the national governing body (NGB) for the sport in England. Its latest strategy, Transforming Basketball in Britain Together (2016 - 2028) aims to improve basketball from grassroots to GB teams, by adopting a whole sport approach and working closely with the basketball community. Its related key objectives are to:

- ◀ Develop successful GB teams.
- ◀ Build high-quality men's and women's leagues and teams.
- ◀ Support talented players, officials and coaches and coach development pathways.
- ◀ Drive increased awareness and profile of the sport.
- ◀ Increase opportunities to play the game at every level.
- ◀ Transform the leadership and culture of the sport.

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Figure 5.7: Basketball England local authority overview



To increase the opportunities to play the game at every level, BBE’s facilities strategy aims to create community hubs including, where appropriate, arenas that sit at the heart of communities and are homes for the leading British Basketball League, Women’s British Basketball League and community clubs.

The stated intent is that as part of its facilities strategy implementation, BBE will regularly monitor provision in schools, colleges, universities, clubs and at local authority sites and identify any gaps, looking to improve connections between these organisations to increase the availability and affordability of facilities of the right quality.

BBE reports Rossendale Raptors to be the only club in the area. It has both male and female teams both based at Alder Grange High School. It has c. 30 affiliated club members living within the authority; approximately 15 of whom are female. The men play in the Hyndburn & District Basketball League and the women in the Women’s Premier Division of the Manchester Area Basketball League. BBE projected demand calculations estimate that demand will be generated for an additional team by 2029. BBE reports an undersupply of 1.8 sports halls (4 courts) both in 2019 and in 2029.

The audit found Lancashire Spinners Rossendale based at Alder Grange High School. It has three junior male teams (under 14s, under 16s and under 18s) and c.60 members.

Consultation with Rossendale Raptors indicates its members come from a wide catchment including Bury, Bolton, Accrington and as far as Stockport. It has capacity to accommodate increased demand. The Club has a long-standing arrangement with Alder Grange School and has key holder access with the School. It reports that the facilities meet the needs of the Club and this remains the case if team performance improves.

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Longer term, there may be a requirement for improved facilities if the current junior team retains National League status in the future as seniors as there is a requirement for improved competition standard facilities (spectator seating and a larger hall).

Roller skating

Weekly recreational roller-skating sessions take place at the Adrenaline Centre it also delivers roller skating parties.

Outdoor sports

A number of outdoor sports hire sports halls over the winter period, including athletics (juniors), indoor cricket and football teams.

Unmet and latent demand

Consultation indicates that there is unmet demand from the clubs and as identified by RLT there is unmet demand from the public for casual use. Current provision does not meet the current demands of users.

The FPM identifies unmet demand equivalent to two badminton courts, the model states theoretically increasing opening hours at sites would address this however, the audit found there is no appetite from the sites to increase provision.

Displaced demand

The FPM identified that 23% of satisfied demand is met by facilities in neighbouring authorities. The reason for this is unknown and requires further investigation. Potential reasons could be due to the quality of facilities (users choosing to travel to better quality facilities), or that users are choosing to use facilities closer to the workplace rather than at home.

Summary of current demand

While there is an FPM modelled supply demand balance of sports halls, the KKP audit indicates that key sports have scope to grow but are restricted by facility availability. Sports halls in the area are not as available to the community as data in the FPM modelling would suggest. Badminton, basketball and netball would all be able to grow were more sports hall time (at the right times) to be available – increasing levels of participation in those sports.

5.3: Future demand and Sports Facilities Calculator (SFC)

The SFC assists 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 and does not take account of:

- ◀ Facility location compared to demand.
- ◀ Capacity and availability of facilities – opening hours.
- ◀ Cross boundary movement of demand.
- ◀ Travel networks and topography.
- ◀ Attractiveness of facilities.

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Table 5.12: Sport England: Sports Facilities Calculator – sports halls

	Population 2018: ONS	Population estimate: 2034*ONS
ONS population projections	70,314	73,161
Population increase	-	2,847
Facilities to meet additional demand	-	+0.79 courts or 0.2 sports halls
Estimated cost	-	£476,498

Calculations assume that the current sports hall stock remains available for community use and the quality remains the same. It appears that the projected increase in population will lead to a small increase in demand for sports hall space.

Based on ONS population estimates, the SFC would suggest a need for an additional 0.79 (badminton) courts, up to 2034; the cost of this is estimated to be £476,498. The audit identifies that current use of sport hall stock is high but that there is capacity within sports halls to enable clubs to expand subject to schools' willingness and ability to increase the number of hours available to the community. Should ONS population estimates be realised there will be a need for 0.8 additional badminton courts. This requirement could be catered for via quality improvement to current facilities which could underpin increased local participation.

5.4: Supply and demand analysis

Based on the assessment of current, future demand and availability there is a need to increase the capacity of sports halls (or increase facility attractiveness). If this is not feasible additional sports hall space is needed to enable sport and physical activity to expand and accommodate demand. There is also the potential to significantly increase the number of hours available to the community at:

- ◀ Bacup & Rawtenstall Grammar School.
- ◀ All Saints Catholic High School.
- ◀ Haslingden High School.

Improving facility quality at the Valley Leadership Academy will improve its attractiveness.

5.5: Summary of key facts and issues

Facility type	Sports halls	
Elements	Assessment findings	Specific facility needs
Quantity	<p>There are:</p> <ul style="list-style-type: none"> ◀ 20 sports halls (35 badminton courts) ◀ Seven 4-court halls at seven sites totalling 38 badminton courts. 	<ul style="list-style-type: none"> ◀ The FPM identifies a supply and demand are balanced. Local Plan review population estimates may create some additional demand, however, this does not warrant new provision but improvements to existing may be required to accommodate additional demand. ◀ The audit identifies that current use of sport hall stock is high but that there is capacity to enable clubs to expand subject to schools' willingness and ability to

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Facility type	Sports halls	
Elements	Assessment findings	Specific facility needs
		increase community availability. This requirement could be catered for via quality improvement to current facilities which could underpin increased local participation.
Quality	<ul style="list-style-type: none"> ◀ Three are rated above average, two below average and one is poor quality. ◀ The sports hall at Bacup & Rawtenstall Grammar School is unassessed. ◀ The Adrenaline Centre Sports hall is the oldest in the area (46 years old). ◀ The majority of sports halls have received investment in the last 20 years. 	<ul style="list-style-type: none"> ◀ There is a requirement to improve the standard of the poor quality and below average sports halls, whilst maintaining the quality of those which are presently above average. This should lead to increased attractiveness and capacity of the sports halls.
Accessibility	<ul style="list-style-type: none"> ◀ 99% of RBC's population lives within 20 minutes' drive of a sports hall. Half live within 20 minutes' walk. ◀ 55% of residents living in areas of higher deprivation live more than 20 minutes' walk from a sports hall. ◀ 11 sports halls are located within two miles of the Authority - they appear to service exported demand of c.350 visits per week. 	<ul style="list-style-type: none"> ◀ Main population settlements are all serviced by sports hall facilities with the exception of Bacup. ◀ People living in areas of higher deprivation may find it more difficult to use facilities due to the limited public transport in the area.
Availability (management and usage)	<ul style="list-style-type: none"> ◀ All sports halls, apart from Bacup & Rawtenstall Grammar School offer some level of community availability. ◀ There is scope to increase the number of hours made available at some sports halls in the area - to increase capacity. ◀ Used capacity at some sites is significantly higher than others. (Valley Leadership Academy 28%, Alder Grange 100%). ◀ The Adrenaline Centre is the only sports hall available during the day - all others are located on education sites. ◀ Key sports indicate potential for their clubs to grow and diversify membership offers targeting different/extended audiences. BE actually has funding available to support this. 	<ul style="list-style-type: none"> ◀ Maintaining the good relationships between schools and clubs is necessary to ensure continued use by current clubs and underpin moves to encourage increased use of school sites. ◀ Explore which school facilities could extend community availability. ◀ Consider the fact that access to facilities/activities during the day will be of increasing importance as the numbers of older people rise. ◀ Support Badminton England and local clubs to extend club use to accommodate demand.
Strategic summary	<ul style="list-style-type: none"> ◀ Improve the condition of poor and below average quality sports halls. ◀ Continue to support and develop good relationships with schools to maintain high levels of community use. ◀ Where possible extend the community use availability of education sites. 	

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Facility type	Sports halls	
Elements	Assessment findings	Specific facility needs
	<ul style="list-style-type: none"> <li data-bbox="416 369 1362 427">✦ Keep a watching brief on provision in adjoining authorities to ensure that the needs of Rossendale residents continue to be met. <li data-bbox="416 432 1362 521">✦ If/when investing in facilities be cognisant of the high demand for badminton and basketball in the area and look to meet NGB sports hall specification for league badminton and basketball. 	

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SECTION 6: 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 do not necessarily need to strictly reflect NGB guidelines. 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 Swim England.

The 2019 State of the UK Swimming Industry Report reveals that the UK swimming industry has not changed significantly in the previous 12 months although. 26 swimming pool sites have opened and 27 have closed. Nuffield and GLL remain the UK’s leading private and public operators (by number of sites with a pool). GLL has 146 swimming centres, while Nuffield has 111 clubs with a swimming pool. The 2019 report shows that 84% of the UK population live within two miles of one of the 3,170 swimming pool sites.

6.1: Supply

This assessment is mostly concerned with larger pools available for community use (no restrictions to accessing the pool as a result of membership criteria). As such, those smaller than 160m² (e.g. 20m x 4 lanes) water space and/or located at private member clubs are deemed to offer limited value in relation to community use and delivery of outcomes related to health and deprivation. It is recognised that smaller pools do offer learning/teaching sessions, but they are, for modelling/needs assessment purposes, deemed unable to offer a full swim programme and, thus, eliminated from the supply evaluation, when considering accessibility and availability later in this section. As there are no smaller/private members clubs in Rossendale, all swimming pools are considered in this report.

Quantity

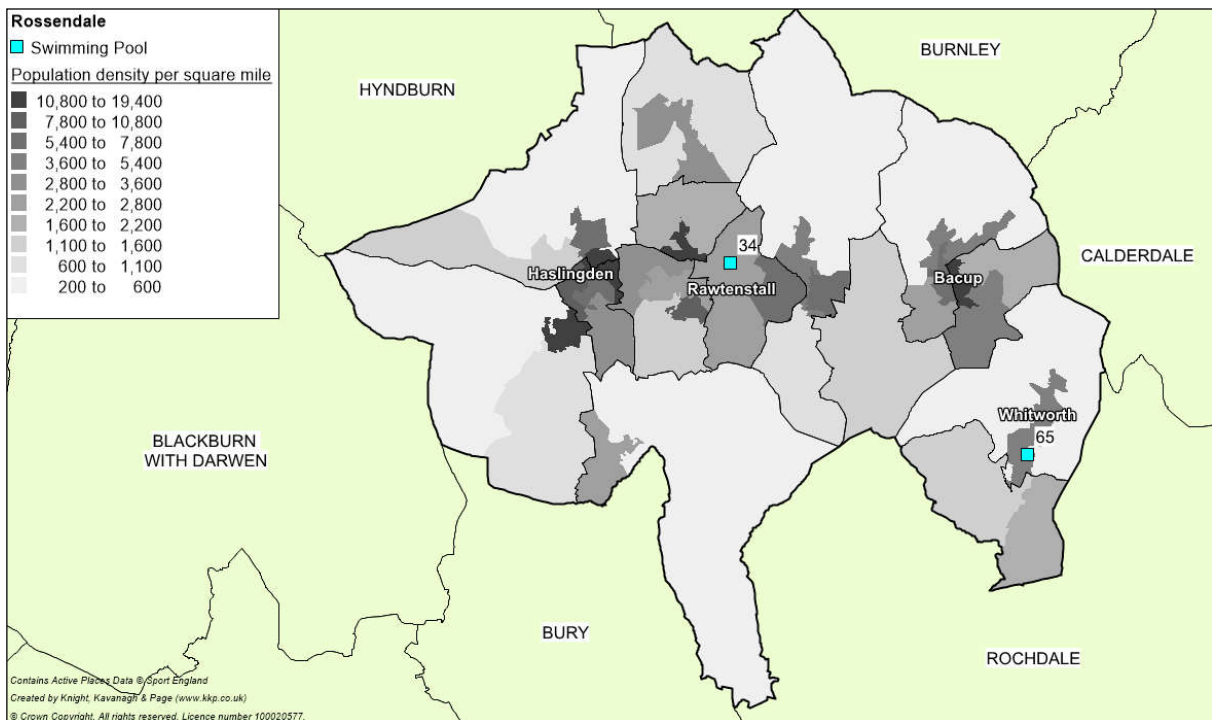
The audit identifies four swimming pools at two sites. There are two swimming facilities in the authority, one in the centre (Marl Pits and one to the East of the authority in Whitworth). There is no provision in Bacup, Helmshore or Haslingden.

Table 6.1: All swimming pools in Rossendale

Map ID	Site	Facility type	Lanes	Length (m)	Area m ²
34	Marls Pits Leisure Centre	Main/general	4	25	225
34	Marls Pits Leisure Centre	Learner/ Teaching	0	9	45
65	Whitworth Leisure Centre	Main/general	4	25	250
65	Whitworth Leisure Centre	Learner/ Teaching	0	8.2	37.72

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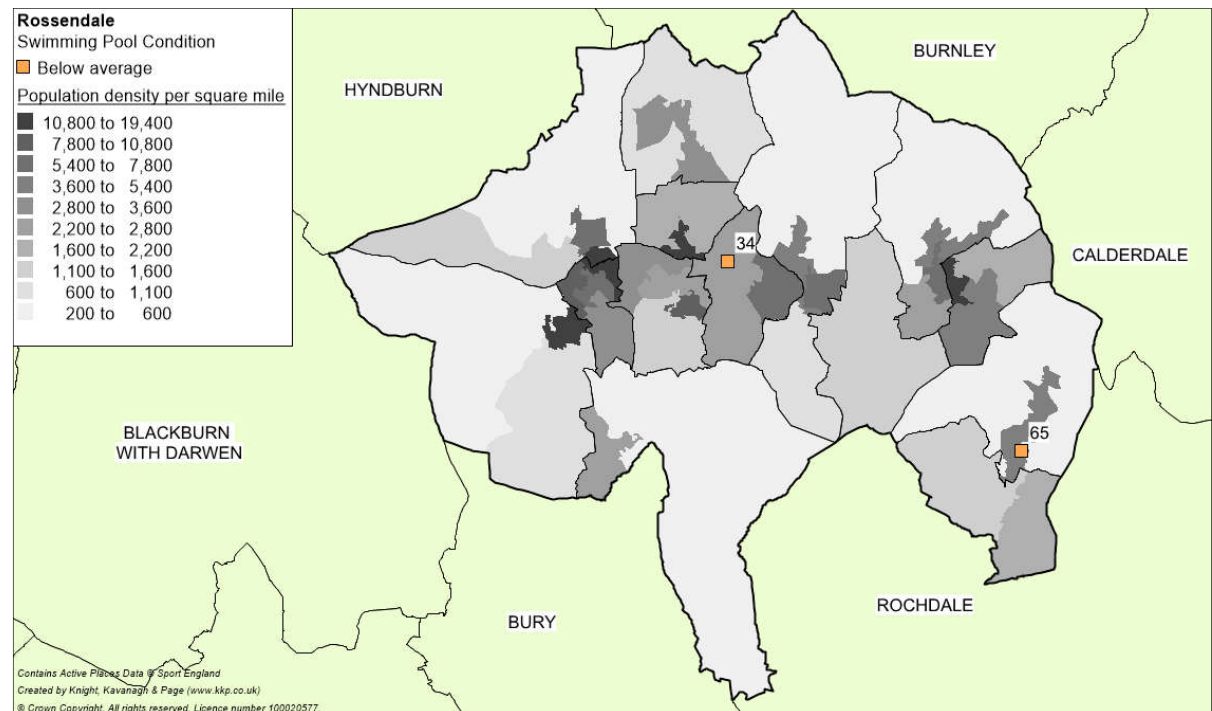
Figure 6.1: All swimming pools in Rossendale based on population density



Quality

KKP has visited the Borough’s swimming pools and completed non-technical visual assessments of pools and changing provision (as they also play a significant role in influencing and attracting users). Quality is assessed as previously described in Section 3.2.

Figure 6.2: Quality of 160m²+ swimming pools in Rossendale



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Table 6.2: Quality of swimming pools in Rossendale

Map ID	Site	Lanes x length (m)	Condition	
			Pool	Changing
34	Marls Pits Leisure Centre	4x25m	Below average	Above average
34	Marls Pits Leisure Centre	0x9m	Below average	Above average
65	Whitworth Leisure Centre	4x10m	Below average	Below average
65	Whitworth Leisure Centre	0x4.6m	Below average	Below average

The pools at both Marls Pits Leisure Centre and the two pools at Whitworth Leisure Centre are considered to be in below average condition. Changing provision at Whitworth Leisure Centre is commensurate with the pool condition while changing at Marl Pits is rated above average. The key finding is that borough residents only have access to below average facilities. The learner pool at Marl Pits Leisure Centre is a freeform and is, thus, not the most effective shape for teaching swimming lessons. Investment is reportedly required in the short term in the air handling units (AHU) at Marl Pits.

Figure 6.3: Photo of teaching/learner pool at Marl Pits (Source unknown)



Table 6.3: Age of swimming pools and refurbishment dates (where applicable)

Site name	Year built	Refurbishment	Age (years) since refurbishment
Marls Pits Leisure Centre	1974	1999	21
Whitworth Leisure Centre	1972	2002	18

Whitworth Leisure Centre is the oldest pool (opened in 1972). Both venues were built in the 1970's, with refurbishment taking place at Whitworth Leisure Centre 18 years ago and Marl Pits 21 years ago.

Planned investments

In March 2020 it was announced that £110,000 is to be allocated from capital resources for the replacement of the boilers and air handling unit at Whitworth Leisure Centre following

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recent failures in the equipment. This will enable the facility to remain operational however, it will not improve the general quality nor appearance of the facility.

Accessibility

Swimming pool accessibility is influenced by physical environment (i.e. built). Appropriate walk and drive-time catchments are applied to determine accessibility to communities. The normal acceptable standard is a 20-minute walk time (1-mile radial catchment) for an urban area 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 6.4 and Table 4.5 illustrate the walk-time based accessibility of all swimming pools in Rossendale.

Figure 6.4: All pools by quality on IMD with 1-mile catchment

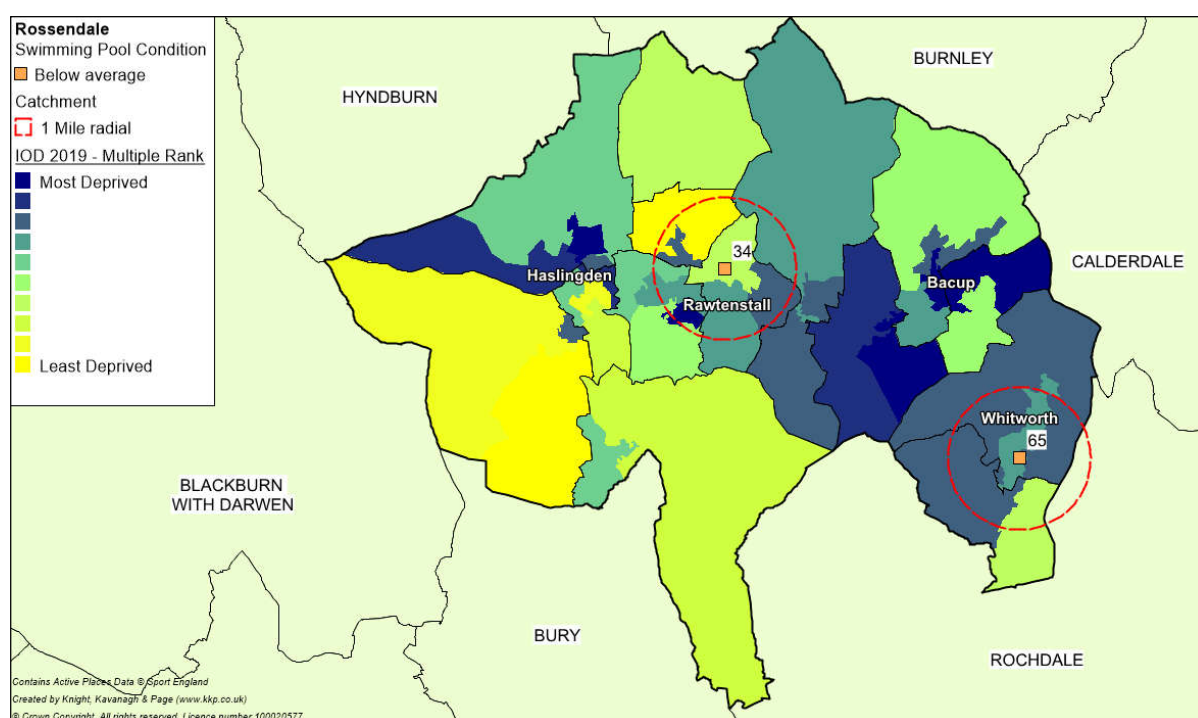


Table 6.5: Accessibility of swimming pools in Rossendale

IMD 10% bands	Rossendale		Swimming pools minimum 160 m ² catchment populations by IMD			
	Persons	Population	Persons inside catchment	Population inside	Persons outside catchment	Population outside
0 - 10	8,473	12.2%	1,031	1.5%	7,442	10.7%
10.1 - 20	5,830	8.4%	0	0.0%	5,830	8.4%
20.1 - 30	15,550	22.4%	5,464	7.9%	10,086	14.5%
30.1 - 40	8,923	12.9%	4,257	6.1%	4,666	6.7%
40.1 - 50	5,623	8.1%	294	0.4%	5,329	7.7%
50.1 - 60	5,590	8.1%	64	0.1%	5,526	8.0%
60.1 - 70	7,444	10.7%	2,295	3.3%	5,149	7.4%
70.1 - 80	3,751	5.4%	0	0.0%	3,751	5.4%
80.1 - 90	4,383	6.3%	0	0.0%	4,383	6.3%

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90.1 - 100	3,851	5.5%	1,172	1.7%	2,679	3.9%
Total	69,418	100.0%	14,577	21.0%	54,841	79.0%

One fifth (21%) of Rossendale's population resides within 20-minutes' walk of a swimming pool; 14,577 residents from a population of 69,418 (2018 MYE). Many residents live in areas of higher deprivation. Of these, 9.4% (6,495 people) live within 20 minutes' walk time of a swimming pool. Approximately 94% of the population lives within 20 minutes' drive of a swimming pool. In Rossendale, it is reported that 20.8% of the population do not have access to a car meaning that a fifth of Rossendale's population is reliant on limited public transport or walking to a swimming pool.

Facilities in neighbouring authorities

Accessibility is also influenced by facilities within easy reach of the local authority. Figure 6.5 and Table 6.7 detail swimming pools located within two miles of the RBC boundary. Five of these offer pay and play availability; the others require membership of a sports club/association. They are all located to the south of the Borough.

Figure 6.5: Swimming pools within two miles of the RBC's boundary

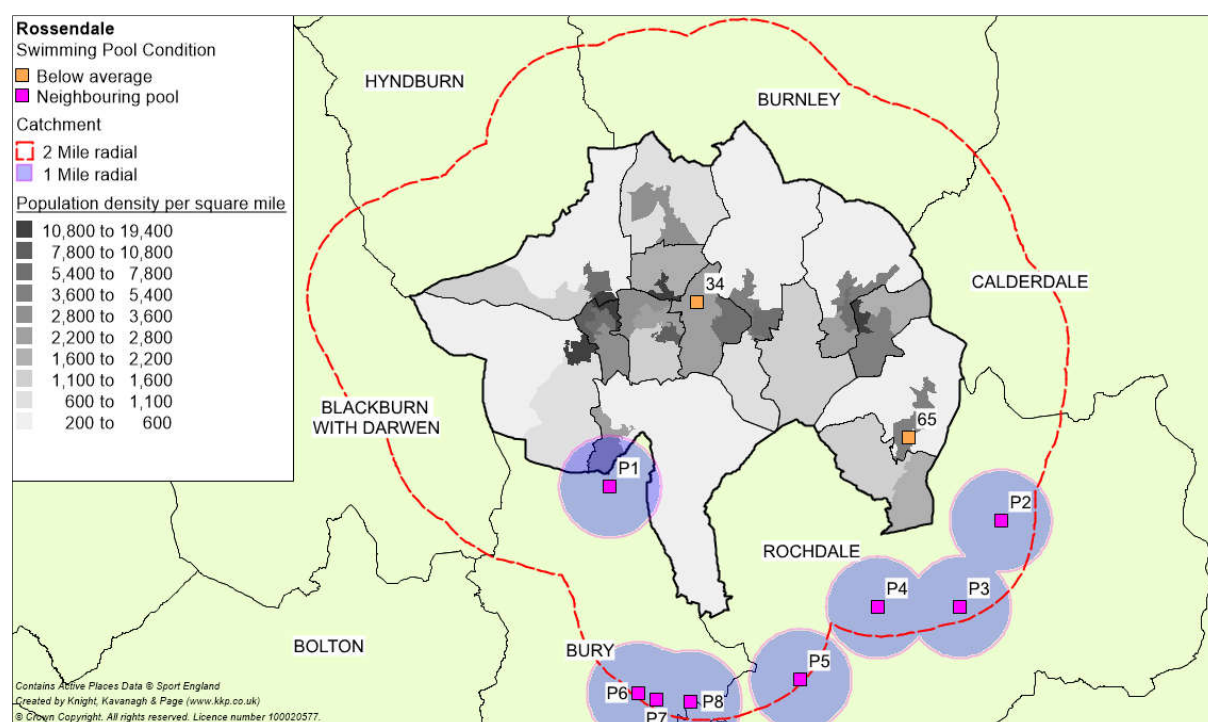


Table 6.7: Swimming pools within two miles of RBC's boundary

ID	Site	Lanes / length	Access type	Authority
P1	Ramsbottom Pool & Fitness Centre	4 x 25m	Pay & Play	Bury
P2	Wardle Academy	4 x 20m	Sports Club/CA	Rochdale
P3	Rochdale Leisure Centre	8 x 25m	Pay & Play	Rochdale
P4	Oulder Hill Leisure Complex	5 x 25m	Pay & Play	Rochdale
P5	Heywood Sports Village	6 x 25m	Pay & Play	Rochdale
P6	Castle Leisure Centre	6 x 25m	Pay & Play	Bury
P7	DW Sports Fitness (Bury)	1 x 20m	Reg.Membership	Bury

ROSSENDALE BOROUGH COUNCIL INDOOR SPORTS FACILITIES DRAFT NEEDS ASSESSMENT

ID	Site	Lanes / length	Access type	Authority
P8	Village Gym	3 x 25m	Reg.Membership	Rochdale

Source: Active Places Power 10/03/2020

NB: Sports Club / CA = Sports Club / Community Association use

Availability of swimming pools

Swimming pool availability differs dependent upon ownership and/or management. Facilities audited all offer swimming lessons to the public. There are no private use swimming pools in Rossendale. Both Marl Pits and Whitworth leisure centres are available to the community during the day. In addition, no membership is required as both offer pay and play access.

RL Trust consultation

The operator indicates that the swimming pools at Marl Pits are full to capacity. It has on average a six-month waiting list for swimming lessons and public swimming sessions are full. Lane swimming sessions attract an average of 30 swimmers per session. It would like to offer more public swimming sessions; however, it is unable to do so due to the demand for swimming lessons and the need to accommodate club swimming. A larger pool and a rectangular shaped learner pool would enable the programme to better accommodate the needs of a wider array of users.

The current timetable is as follows:



MAIN POOL		SMALL POOL																																																																																																																																																			
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- Public Swimming
- Laned Swimming
- Adults Only
- Clubs
- School Swimming
- Aquafit
- Fun Sessions
- Senior Swimming

Analysis of the programme indicates that a variety of sessions is offered to accommodate a range of users, however it is restricted by session capacity. Larger main pools and the

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installation of an appropriately configured teaching/learner pool would enable a more vibrant programme and increased participation.

With respect to Whitworth Pool no information was received from the operator about the capacity of the pool but the FPM Used Capacity analysis indicates the pool is operating at 36% which indicates it may be able to accommodate more usage.

6.2: Sport England Facilities Planning Model (FPM)

Sport England's FPM report provides an overview of current levels of provision of swimming pools in Rossendale; based on data from the Facility Planning National Run; October 2018. The FPM findings are:

Supply

- There are four swimming pools at two sites.
- The Marl Pits swimming pools opened in 1974 and were refurbished in 1999. It has an attractiveness rating of 38%.
- Whitworth Leisure Centre opened in 1972 and was refurbished in 2002. It has an attractiveness rating of 41%.
- Based on water space per 1,000 population, Rossendale supply is 8m² per 1,000 population. This is lower than neighbouring authorities and below the regional and national rate of 12m².
- 21% of residents in Rossendale do not have access to a car (based on the 2011 census). This figure is lower than the county average (21.9%) and the national average of 24.9%.

Demand

- The resident population of Rossendale in 2018 generates demand for 747m² of water. This is compared to the available supply of 442 m² of water. This suggests there is an undersupply of 305m² of water which equates to the equivalent of a 6 lane 25m pool.
- Rossendale has the highest shortfall of all its neighbouring comparator authorities – it should be noted that this does not take into account the location, the nature and quality of facilities in relation to demand.
- In terms of satisfied demand, 88.8% of the total demand for swimming is met.
- The majority of demand (83.0%) is met by people travelling by car to a swimming pool.
- In 2018, 46.0% of the total 88.0% demand is met/satisfied is retained demand within the authority. This means that, in effect, the majority of Rossendale residents are using pools in neighbouring authorities.
- The total unmet demand is 11.2% of total demand, almost all (99.1%) is located outside the catchment area of a pool.
- The total unmet demand in Rossendale is higher than neighbouring comparator authorities and above county (8.8%) and national (9%) levels.
- There are no demand hotspots which specifically justify new provision in one area.

Capacity

- Globally, the pools are operating at 53% used capacity. Therefore, there is 16.6% spare capacity before the Sport England threshold of 70.0%, where a pool is deemed comfortably full.
- Marl Pits is operating at full capacity. It has not been updated since 1999 and it is the only facility within the walking/drivetime catchment of the majority of the population.
- Whitworth Leisure Centre is operating at 36% capacity (primarily due to its location).

Other key FPM findings:

- Both swimming pool facilities are reaching the end of their effective lifespan and are likely to be less efficient than new facilities with higher maintenance costs generally.
- Rossendale is a net exporter of visits (1,953 visits per week).

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- ◀ As part of a renewal programme, it is advised that further modelling take place to assess the impact of smaller newer pools in the locations could be more effective, particularly in the case of Whitworth Leisure Centre.

It is important to note that the FPM is a quantitative, accessibility and spatial assessment of the supply, demand and access to swimming pools. There are wider considerations in the overall provision of swimming pools and the role they play in meeting RBC's objectives.

6.3: Demand

Swim England's latest strategy, *Towards a Nation Swimming: a Strategic Plan for Swimming in England 2017-21*, has the stated aims to create a happier, healthier and more successful nation through swimming. To achieve this, several strategic objectives are set to:

- ◀ Provide strong leadership and be the recognised authority for swimming.
- ◀ Substantially increase the number of people able to swim.
- ◀ Significantly grow the number and diversity of people enjoying and benefitting from regular swimming.
- ◀ Create a world leading talent system for all disciplines.
- ◀ Deliver a high quality, diverse and motivated workforce within swimming.
- ◀ Strengthening organisational sustainability for future generations.

Consultation with Swim England confirms that in relation to UK wide participation all local authorities are important but areas with swimming pool water deficits are the highest priority. It indicates that whilst there is a small deficit, there are limited options for facilities to offer a diverse range of activities, due the sites only having main pools (no additional learner pools). It recommends that future developments consider options for a learner pool to enhance the programme offer. It also highlights the need for pools refurbishment due to the age of the stock. In terms of participation nationally, participation levels are steadily increasing; a reversal of the position over the previous decade.

Club consultation: Rossendale Rays Special Needs Sports Club

Rossendale Rays is a cycling and swimming club for people with special needs and disabilities (families participate also). The swimming element operates all year round and the cycling in spring and summer only (on the track at Marl Pits). Consultation indicates that it has demand for additional waterspace but that there is no availability to accommodate this. This includes demand in after school periods and during school holidays. The Club provides for over 250 families (c.1,000 people) and confirmed how invaluable the sessions are to its members.

It reports that the swimming pool (at Marl Pits) often closes for maintenance reasons which results in last minute cancellations. This is particularly challenging for the Club and its members. It also reports inadequate hoist and changing provision. It does, however, report having a very positive relationship with RLT which is found to be accommodating and helpful.

Unmet and latent demand

Consultation indicates that there is unmet demand from the swim club and RLT identified unmet demand from the public for general swimming. Current provision does not meet the demands of users.

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INDOOR SPORTS FACILITIES DRAFT NEEDS ASSESSMENT

Displaced demand

The FPM identified that 88% of swimming demand is satisfied, 46% of this is met by facilities within Rossendale, 42% is met by facilities in neighbouring authorities. The reason for this is unknown and requires further investigation. Reasons could be due to the quality of facilities (users choosing to travel to better quality facilities) or that users are choosing to use facilities closer to the workplace rather than at home.

6.5: 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 and does not take account of:

- ✦ Facility location compared to demand.
- ✦ Capacity and availability of facilities – opening hours.
- ✦ Cross boundary movement of demand.
- ✦ Travel networks and topography.
- ✦ Attractiveness of facilities.

Table 6.11: Sport England Sports facilities calculator – swimming pools

Factor	Population 2016	Population estimate 2034
ONS population projections	70,314	73,161
Population increase	-	2,847
Facilities to meet additional demand	-	0.55 lanes or 0.14 swimming pools
Cost	-	£505,733

Calculations assume that the current pool stock remains available for community use and the quality remains the same. It appears that projected increase in population will lead to a small increase in demand for pools. The SFC indicates that there will be a need for an additional 0.55 swimming lanes, up to 2034: at an estimated cost of £505,733. This is, however, on top of the already high demand for pools and water space in the area.

Analysis of supply/demand balance

Based on the assessment of current, future demand and availability there is a need to increase the amount of waterspace in the Borough.

Further research is required to determine whether the additional demand can be met through improvement to existing pools (and increasing the size of Marl Pits swimming pool) or whether there is still a requirement for additional waterspace that can only be accommodated through the provision of an additional swimming pool.

Given the existing swimming pools are nearing the end of their effective lifespan a long-term plan should be devised.

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6.6: Summary of key facts and issues

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

Facility type	Swimming pools	
Elements	Assessment findings	Specific facility needs
Quantity	<ul style="list-style-type: none"> There are four pools (two main/two teaching) on two sites in Rossendale - in Rawtenstall in the centre of the Authority and Whitworth in the south east of the Borough. 	<ul style="list-style-type: none"> The FPM indicates an undersupply of water space equivalent to a 6 lane 25m pool.
Quality	<ul style="list-style-type: none"> Facilities are below average quality and need immediate and medium-term investment. Planned investment at Whitworth Pool will not improve its attractiveness but should improve reliability. Both pools venues are near the end of their effective lifespan, are less efficient than new facilities and incur high maintenance costs 	<ul style="list-style-type: none"> All swimming pools require investment in the short term. Planned investment at Whitworth is essential to ensure the pool remains operational. There is a need to improve the efficiency of all swimming pools.
Accessibility	<ul style="list-style-type: none"> Virtually the whole population (94%) lives within 20 minutes' drive of a swimming pool. One fifth of the population lives within 20-minutes' walk of a pay and play pool Rossendale is a net exporter of demand, some residents choose to use facilities in neighbouring authorities (c. 2,000 visits per week). 	<ul style="list-style-type: none"> There is a need to increase availability and accessibility, either by investment in current facilities or the development of a new pool(s) in the Borough.
Availability (Management and usage)	<ul style="list-style-type: none"> The FPM identifies significant export of swimming demand to facilities in neighbouring authorities. The learner pool at Marl Pits is freeform shaped and not conducive for effective swimming lessons. The current facility not large enough to accommodate demand from the public, clubs and lessons. Altering current programmes will still not accommodate current and projected increased demand for swimming. 	<ul style="list-style-type: none"> A larger swimming pool and learner teaching pool is required at Marl Pits to enable a full programme to be delivered to meet the demand.
Summary	<ul style="list-style-type: none"> There is an undersupply in Rossendale equivalent to a 6-lane 25m swimming pool. This situation is likely to worsen slightly based upon projected population increases. In the short term there is a need to invest in both pool venues to ensure that they remain fit for purpose – and reflect the quality expected in the 21st century. There is also a need for a fully costed repair and maintenance plan to enable them to survive as long as possible. The longer-term option to consider is to plan for an increase in the size of swimming pool at Marl Pits and for a replacement facility at Whitworth Leisure Centre. Alternatively, a new swimming facility could be considered elsewhere in the Borough in addition to significant investment and refurbishment at Marl Pits and Whitworth Leisure Centre. A more detailed analysis of the data and a Feasibility Study would need to be undertaken to establish what the viable options are. 	

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SECTION 7: HEALTH AND FITNESS SUITES

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

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 4.7% in the number of members, 2.9% in the number of facilities and 4.2% in market value. The growth is higher than last year across public and private sectors: which saw increases of over 4% in both members and market value.

According to the State of the UK Fitness Industry Report (2018) there are 7,200 fitness facilities in the UK, up from 7,038. Total industry membership is up 4.7% to 10.4 million (one in seven people in the UK is now a gym member). The total market value is estimated at £5.1 billion and the UK penetration rate has passed 15% for the first time. It reports that 215 new public and private fitness facilities opened in 2019, up from 275 in 2018. Pure Gym and GLL have strengthened their positions. Pure Gym became the first operator to reach 200 clubs and GLL now has 203. (No figures are available to indicate the number of gyms which have closed).

7.1: Supply

Quantity

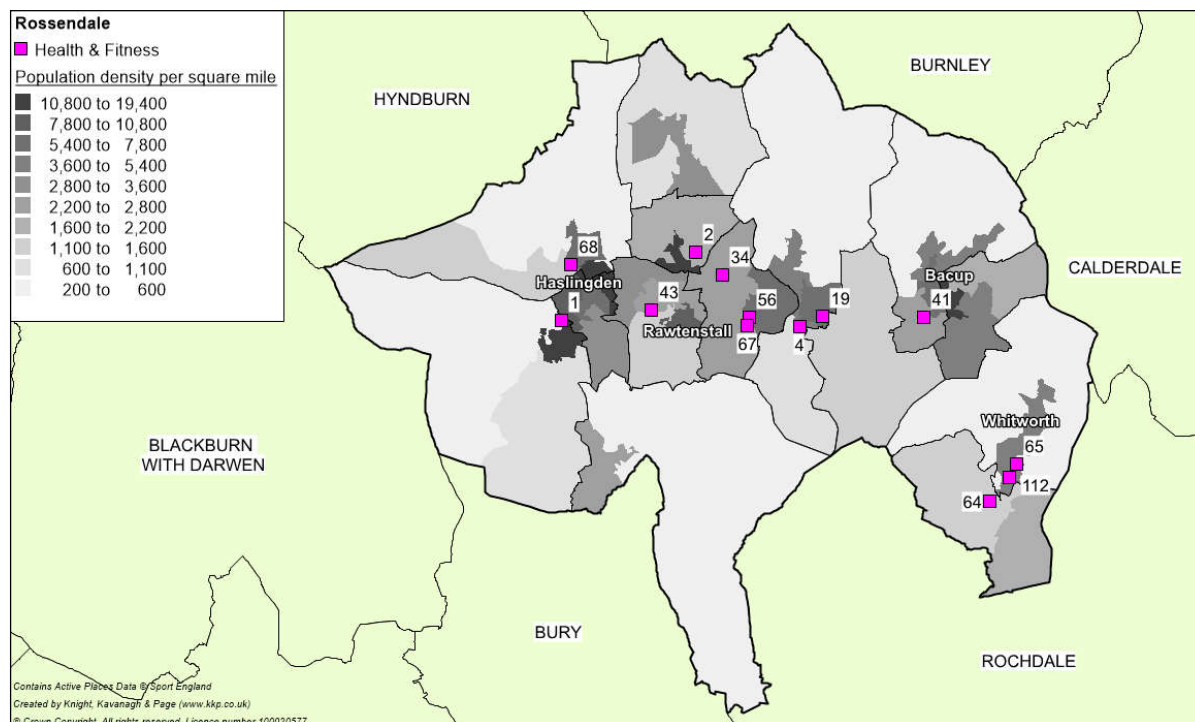
As is illustrated below, there are 13 health and fitness gyms in Rossendale with 486 stations. Generally, these are located in more densely populated areas. Fitness facilities containing fewer than 20 stations are typically not considered within the assessment although they can be available and service small sections of the community; where this is considered to be the case they are included. In general, however, they are discounted because of their scale.

Table 7.1: All health and fitness gyms

Map ID	Site	Stations
1	Adrenaline Centre	60
2	Alder Grange School	24
4	Bacup & Rawtenstall Grammar School	9
19	The Valley Leadership Academy	26
34	Marl Pits Leisure Centre	45
41	Pioneer Community Health Studio	70
43	Riverside Health Club	28
56	Station 22	38
64	Whitworth Community High School	25
65	Whitworth Leisure Centre	25
67	Fit4Life	80
68	Reps N Sets Gym	39
112	Metcon Fitness	26
Total		486

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Figure 7.1: All health and fitness facilities in Rossendale based on population density



The gym at Bacup and Rawtenstall Grammar School has only nine stations and is private use only. The number of community available health and fitness sites available in the Authority thus reduces to 11 with 460 stations.

Quality

All community available health and fitness sites received a non-technical quality assessment. Seven of the 11 fitness gyms are rated above average and four are below average in quality.

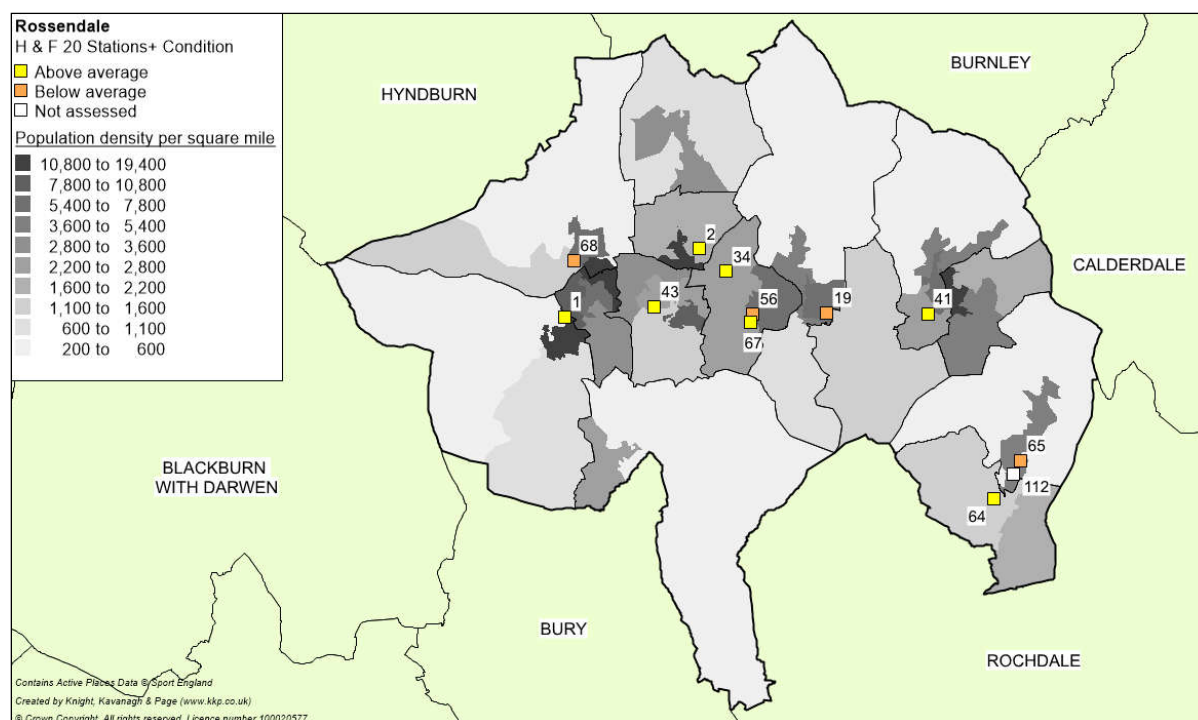
Table 7.2: Health & fitness suites with 20+ stations on population density by condition

Map ID	Site	Stations	Condition
1	Adrenaline Centre	60	Above average
2	Alder Grange School	24	Above average
19	The Valley Leadership Academy	26	Below average
34	Marl Pits Leisure Centre	45	Above average
41	Pioneer Community Health Studio	70	Above average
43	Riverside Health Club	28	Above average
56	Station 22	38	Below average
64	Whitworth Community High School	25	Above average
65	Whitworth Leisure Centre	25	Below average
67	Fit4Life	80	Above average
68	Reps N Sets Gym	39	Below average

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Map ID	Site	Stations	Condition
112	Metcon Gym	26	Unassessed
Total		486	

Figure 7.2: Health and fitness suites with 20+ stations on population density by condition



All health and fitness sites reported capacity to accommodate additional members. Consultation with RLT indicated that Marl Pits is very busy and whilst it will continue to accept members it is busy at peak times and the member experience is affected.

Accessibility

The Sport England classification of access type defines registered membership use facilities as being publicly available. For health and fitness suites, this generally means a monthly membership fee which can vary considerably. Private operators do not have a contractual obligation to, for example, offer exercise referral nor do they necessarily actively target hard to reach groups.

It is also acknowledged that some memberships available are considered expensive while others are cheaper than those offered by public sector managed venues. There is little doubt that the various private operators can take pressure off the more available public facilities.

As 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 drive time.

Table 7.3 indicates that just over two thirds (68.6%) of RBC's population lives within 20 minutes' walk of a health and fitness facility with 20+ stations. Consequently, one third of the

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population are likely to need to use a car or public transport to access health and fitness facilities. The whole population lives within 20 minutes' drive time. It also identifies that 23,236 (77.8%) of the population which lives in areas of higher deprivation (ie IMD bands 0%-30%) reside within one mile of a health and fitness facility 6,617 (22.2%) are not.

Figure 7.3: Health and fitness suites with 20 minutes' walk time catchment on IMD

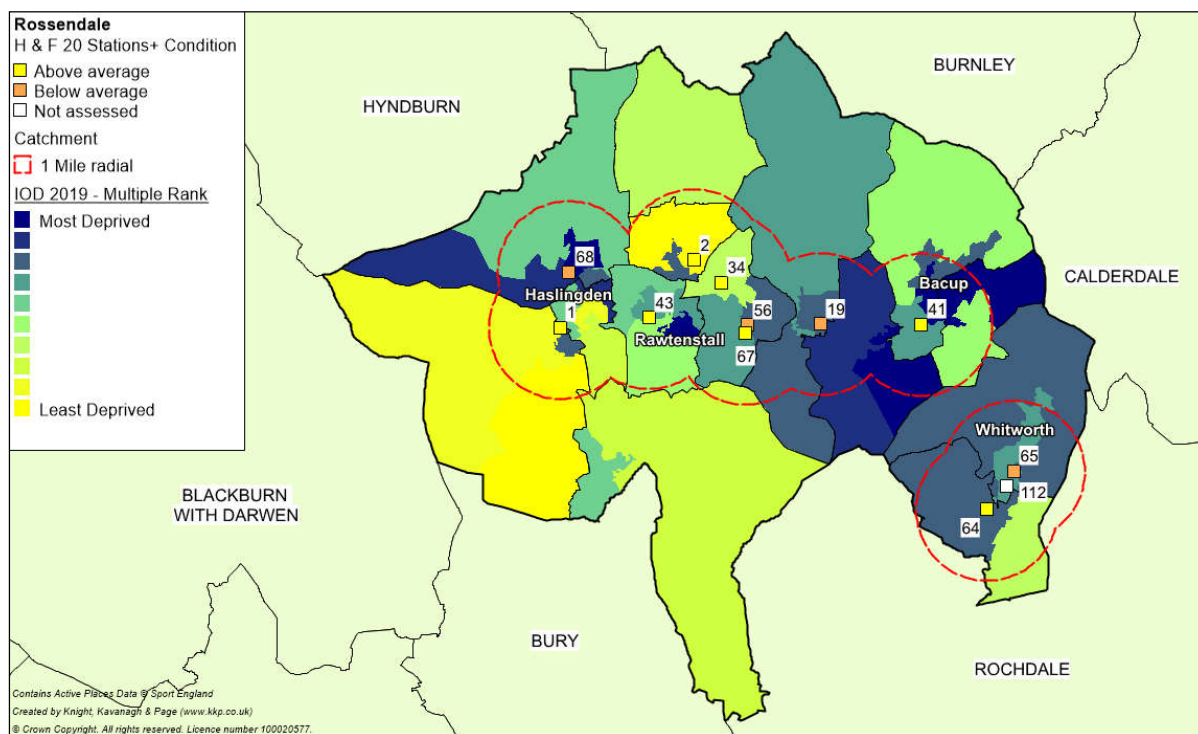


Table 7.3: IMD populations: health and fitness 20+ stations with 1 mile radial

IMD 10% bands	Rossendale		Health & Fitness minimum 20 stations catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	8,473	12.2%	6,846	9.9%	1,627	2.3%
10.1 - 20	5,830	8.4%	3,668	5.3%	2,162	3.1%
20.1 - 30	15,550	22.4%	12,722	18.3%	2,828	4.1%
30.1 - 40	8,923	12.9%	7,287	10.5%	1,636	2.4%
40.1 - 50	5,623	8.1%	3,221	4.6%	2,402	3.5%
50.1 - 60	5,590	8.1%	3,494	5.0%	2,096	3.0%
60.1 - 70	7,444	10.7%	3,251	4.7%	4,193	6.0%
70.1 - 80	3,751	5.4%	1,485	2.1%	2,266	3.3%
80.1 - 90	4,383	6.3%	3,093	4.5%	1,290	1.9%
90.1 - 100	3,851	5.5%	2,549	3.7%	1,302	1.9%
Total	69,418	100.0%	47,616	68.6%	21,802	31.4%

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Neighbouring facilities

Users of health and fitness facilities do not just use venues within their own local authority, consequently those with two miles of the border are considered – of which there are 16. Two in Hyndburn, one in Calderdale, five in Rochdale and the remainder in Bury. Seven of the larger facilities (100+ stations) are likely to attract use from further afield and penetrate further into the south of the borough.

Two of these offer pay and play availability while the others require some level of membership.

Figure 7.4: Community accessible health and fitness gyms within 2-mile boundary of RBC

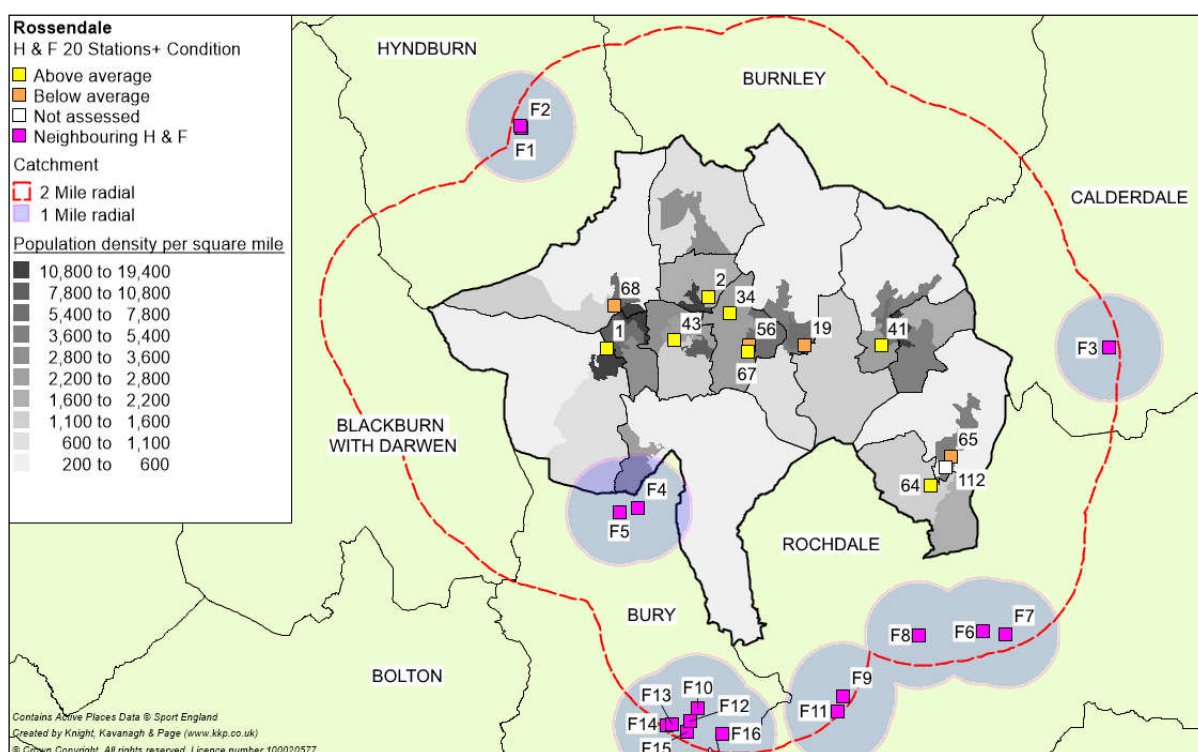


Table 7.4: Community available health and fitness (20+ stations) within 2 miles of boundary

ID	Site	Stations	Access type	Authority
F1	Jetts Accrington	20	Reg. membership	Hyndburn
F2	Central Fitness Centre	50	Reg. membership	Hyndburn
F3	Physique Gym	45	Reg. membership	Calderdale
F4	Ramsbottom Pool & Fitness Centre	41	Pay and play	Bury
F5	The Old Mill Hotel & Leisure Club	32	Reg. membership	Bury
F6	JD Gyms	220	Reg. membership	Rochdale
F7	Rochdale Leisure Centre	120	Pay and play	Rochdale
F8	Oulder Hill Leisure Complex	40	Reg. membership	Rochdale
F9	Body Matters Gym	100	Reg. membership	Rochdale
F10	Vibe Personal Training Studio	25	Reg. membership	Bury
F11	Heywood Sports Village	100	Pay and play	Rochdale
F12	Pure Gym	220	Reg. membership	Bury

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ID	Site	Stations	Access type	Authority
F13	Silver's Gym	54	Reg. membership	Bury
F14	Castle Leisure Centre	51	Reg. membership	Bury
F15	DW Sports Fitness	120	Reg. membership	Bury
F16	Village Gym (Bury)	100	Reg. membership	Bury
Total		1,338		

Source: Active Places Power 10/03/2020

Availability and programming

Sport England's classification of access type defines registered membership use facilities as publicly available. This generally means a monthly membership fee, the cost of which can vary considerably. It is acknowledged that memberships which might be considered expensive offer access to different market segments and can ease pressure on more available facilities (i.e. those with cheaper membership options).

Table 7.5: All health and fitness facilities in Rossendale

Map ID	Site name	Stations	Access type
1	Adrenaline Centre	60	Pay & play
2	Alder Grange School	24	Private use
19	The Valley Leadership Academy	26	Registered membership
34	Marls Pits Leisure Centre	45	Pay & play
41	Pioneer Community Health Studio	70	Pay & play
43	Riverside Health Club	28	Registered membership
56	Station 22	38	Registered membership
64	Whitworth Community High School	25	Registered membership
65	Whitworth Leisure Centre	25	Pay and Play
67	Fit4life	80	Registered membership
68	Reps N Sets Gym	39	Registered membership
112	Metcon Gym	26	Registered membership

The four pay and play available facilities in Rossendale are all operated by RLT although its pay and play option is not promoted or advertised, it must be accessed via an online provider only. Generally, a membership is required to access the facilities across the whole borough.

Table 7.6: Pricing structure of health and fitness facilities in Rossendale

Site name	Pay & play	Annual	12 months (DD)	Notes
Adrenaline Centre*	£5.50	£330.00	Adult DD – £33.00 p/m 12-month contract	Includes multi-site access, classes, swimming and squash
Valley Leadership Academy			£7.99 pcm with no joining fee/contracts	
Marl Pits Leisure Centre*	£5.50		Monthly fee £37.80 per month.	Membership includes multi-site access, classes and swimming
Pioneer Community Health Studio*	7 Day Pass – £12.00	£330	Adult – £33.00 + £15.00 joining fee Freedom – £36.00 Corporate – £28.00	Membership includes multi-site access and classes,

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Site name	Pay & play	Annual	12 months (DD)	Notes
Riverside Health Club	£7.00		Memberships start from £15.00	Weekly, monthly and annual options available.
Station 22			£25.00 pcm. Gym + classes is £35.00 pcm	Other options for sauna access are available.
Whitworth Leisure Centre	£5.50	£250.00	£25.00	Complementary swimming/aqua-fit classes with membership
Fit4life		£285.00	£28.50 pcm	£33.50 no contract membership, no upfront fees, no contract
Reps N Sets Gym	£5.00	£200.00	£20.00 pcm	No contract
Metcon Gym			£25 pcm	Fitness gym only

Table 7.6 shows that the costs of adult single usage vary from £5.00 for a day pass at the local gym; Reps N Sets to £37.80 per month at Marl Pits Leisure Centre for adult standard anytime use. This includes multi-site access across RLT sites. The cheapest monthly membership is £7.99 at The Valley Leadership Academy.

Membership at the public leisure centres offer multi activity options (e.g. swimming and fitness classes) and multiple site usage. It is recognised that well run health and fitness facilities with studios can offset the costs and enhance the financial viability of other venue elements such as swimming pools and in many instances are used to cross subsidise such facilities.

Future developments

No known new health and fitness gyms are planned for the area. There are, however, aspirations to extend the fitness room at Marl Pits. It presently has double the membership of Adrenaline Centre and half the number of stations. There are also plans to invest in the changing facilities and fitness gym at Whitworth Leisure Centre.

7.2: 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 the number of people with gym membership ('UK penetration rate'⁷) 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 7.8: UK penetration rates; health/fitness in Rossendale (ONS Data)

	Curent (2016)	Future (2034)
Adult population (16+ years)	56,408	60,153
UK penetration rate	16.0%	17.0%
Number of potential members	9,025	10,226
Number of visits per week (1.75/member)	15,794	17,896
% 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%)	263	298
Number of stations (with 50% comfort factor applied)	395	447

⁷ Based on UK Fitness Industry Report

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

Based upon UK penetration rates there is a current need for 395 stations across Rossendale. This is expected to grow to 447 by 2034 taking account of the 50% comfort factor (particularly at peak times).

When comparing the number of community available stations currently available (486) and accounting for the comfort factor, there is a near supply demand balance of facilities to service the adult population. This does not take into consideration facilities in adjoining authorities in which there a considerable number of health and fitness suites (many of which are national chains and of significant size) are available. It is legitimate to assume that some of these attract and cater for Rossendale residents. There is also a need to consider the rural nature and linear travel required by residents.

Consultation suggests that specific facilities, Marl Pits in particular, are very busy at specific peak times. So, whilst modelling suggests that sufficient facilities are currently available in Rossendale to meet overall demand, there is an identified need to expand this local offer.

Supply and demand analysis

Rossendale has a near supply demand balance of health and fitness facilities across the Borough. With c. 60 fitness stations at The Adrenaline Centre in Haslingden, 45 at Marl Pits, 70 at Bacup and 25 in Whitworth, provision is not equally distributed. Consultation suggests and membership analysis) suggests that there is a high demand at Marl Pits, this is not replicated at Bacup or Haslingden based on current demand. In order to satisfy current and future demand there is a need to expand the health and fitness offer at Marl Pits to meet the needs of the residents.

Travel between facilities (Bacup, Marl Pits and Adrenaline) is very limited due to the geography of the area and lack of public transport. Whilst Rossendale has a near supply demand balance across the borough, users of Marl Pits (extremely busy at peak times) are likely to either stop going or find another time to use the facilities rather than travel to another site. Consequently, there is a local need to increase capacity and / facilities at Marl Pits.

As noted earlier, health and fitness facilities are an important facet of leisure provision and have been a successful addition to sports centres over the past three decades. Income derived can help to offset the cost/underpin the viability of other aspects of leisure provision, especially swimming and targeted physical activity programmes such as Exercise on Referral.

For RBC, the challenge is to provide opportunity for people from areas of higher deprivation and rural areas who are less likely to be able to afford or choose to access health and fitness opportunity and do not have the transport to access the facilities. In the more rural areas, use of greenspace and flexible community spaces for fitness / physical activity is likely to be of key importance.

7.3: Dance studios

Dance studios are an important element of the wider health, fitness and conditioning market.

They vary in size, shape, quality of environment, access to sprung wooden floors and quality of ancillary facilities. There has been an increase in the number of people accessing fitness classes as identified in increased UK penetration rates. Activity types offered also vary from

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low impact classes such as Pilates and yoga to dance, step, boxercise and Zumba. It is worth noting that dance classes/clubs are key users of studio spaces throughout the country.

The audit found 13 studios, 11 of which were subject to a non-technical assessment. Dance studios, generally, are in above average condition. Approximately half of the studios are available via Pay and Play.

Figure 7.5: Dance studios in Rossendale

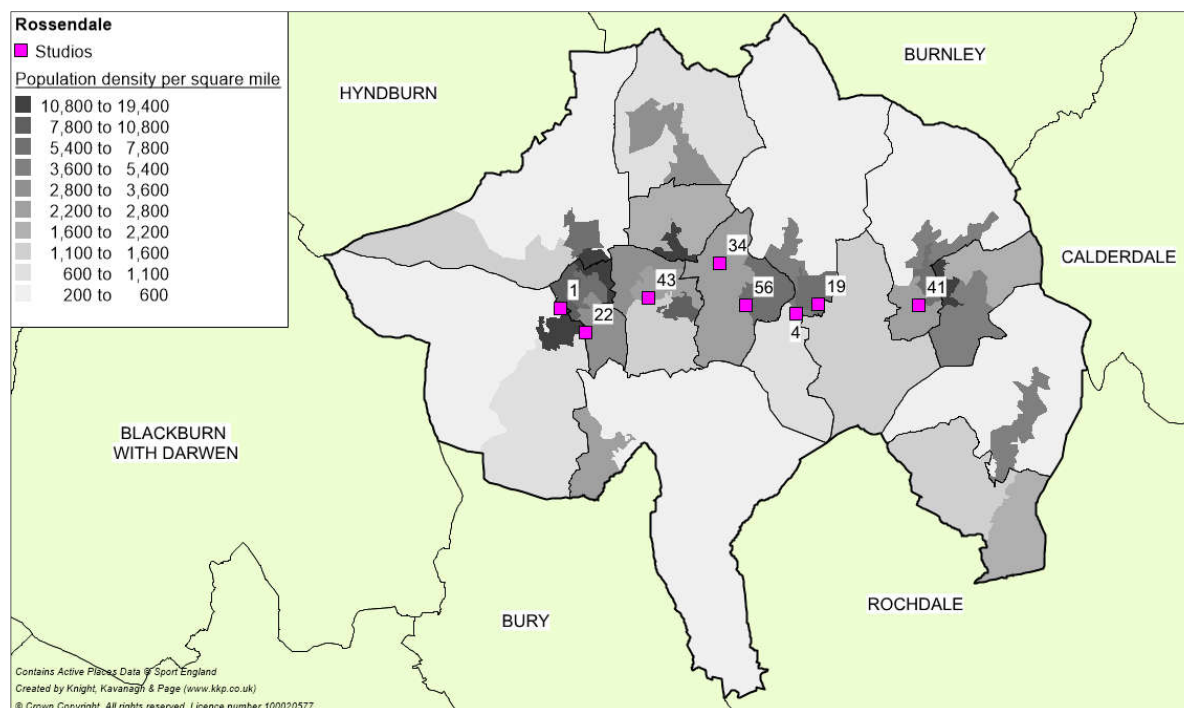


Table 7.9: List of Rossendale studios

ID	Site	Access	Condition
1	Adrenaline Centre	Pay and play	Above average
1	Adrenaline Centre	Pay and play	Below average
1	Adrenaline Centre	Pay and play	Above average
4	Bacup & Rawtenstall Grammar School	Private use	Not assessed
19	The Valley Leadership Academy	Sports club/CA	Not assessed
22	Haslingden High School	Private use	Below average
34	Marl Pits Leisure Centre	Pay and play	Above average
41	Pioneer Community Health Studio	Pay and play	Above average
41	Pioneer Community Health Studio	Pay and play	Above average
43	Riverside Health Club	Reg. membership	Above average
43	Riverside Health Club	Reg. membership	Above average
56	Station 22	Reg. membership	Below average
56	Station 22	Reg. membership	Below average

NB: Sports club / CA = Sports club / community association

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7.4: Summary of key facts and issues

Facility type	Health & fitness	
Elements	Assessment findings	Specific facility needs
Quantity	<p>There are 13 health and fitness facilities (12 with 20+ stations) providing a total of 486 stations in Rossendale.</p> <p>There are 16 health and fitness suites in neighbouring authorities, two available on a pay and play basis. Seven of these are 100+ stations and likely to attract people from a wider area.</p> <p>There are 13 studios in the Borough</p>	<p>There is, in pure modelling terms, not a need for additional health and fitness provision at present or to 2034. However, consultation indicated high demand and a need to expand provision at Marl Pits Leisure Centre to accommodate current demand.</p>
Quality	<p>Seven health and fitness facilities are above average and four are below average.</p> <p>There are plans to improve the health and fitness facilities and changing provision at Whitworth Leisure Centre.</p>	<p>There is a need to maintain quality and where possible improve the condition of the average/below average rated gyms and studios.</p>
Accessibility	<p>All main population areas have health and fitness facilities.</p> <p>68% of the population lives within one mile of a health and fitness facility and all RBC residents live within 20 minutes' drive of one</p> <p>78% of the population which lives in areas of higher deprivation are within one mile of a health and fitness facility</p>	<p>There is a need to ensure that residents living in the more rural areas and people with specific health needs and harder to reach groups can access facilities.</p>
Availability (Management and usage)	<p>There are four publicly available pay and play health and fitness facilities (with 20+ stations) in RBC.</p> <p>All other gyms require a membership.</p>	<p>The key need is to ensure that fitness facilities cater fully for the full range of market segments in the RBC community.</p> <p>There is a need to increase provision at Marl Pits to accommodate existing demand.</p>
Strategic Summary	<ul style="list-style-type: none"> ◀ Globally, there is a theoretical sufficient supply of health and fitness facilities in Rossendale now and projected forward to 2034. ◀ Locally, there is specific need for additional provision at Marl Pits. ◀ RLT has plans to invest in health and fitness facilities at both Marl Pits and Whitworth Leisure Centre. ◀ The importance of the financial contribution made by health and fitness provision needs to be taken into account. ◀ In addition, along with studio space they have the potential to contribute to driving increases in levels of physical activity in the wider population. ◀ The significant number of facilities in adjoining authorities of significant size is highly likely to be catering for some of the fitness demand in the area. 	

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SECTION 8: SKI FACILITIES

A dry ski slope or artificial ski slope is one that mimics the attributes of snow using materials that are stable at room temperature, to enable people to ski, snowboard or snow tube in places where natural, snow-covered slopes are inconvenient or unavailable. Although commonly known as "dry ski slopes", many are lubricated using a mist or jet system to increase speed and prevent damage to equipment from friction heat build-up. As a general rule, they are found predominantly in the United Kingdom and the Netherlands.

8.1: Supply

Figure 8.1: Location of Rossendale Ski Centre with 30 minutes' drive time

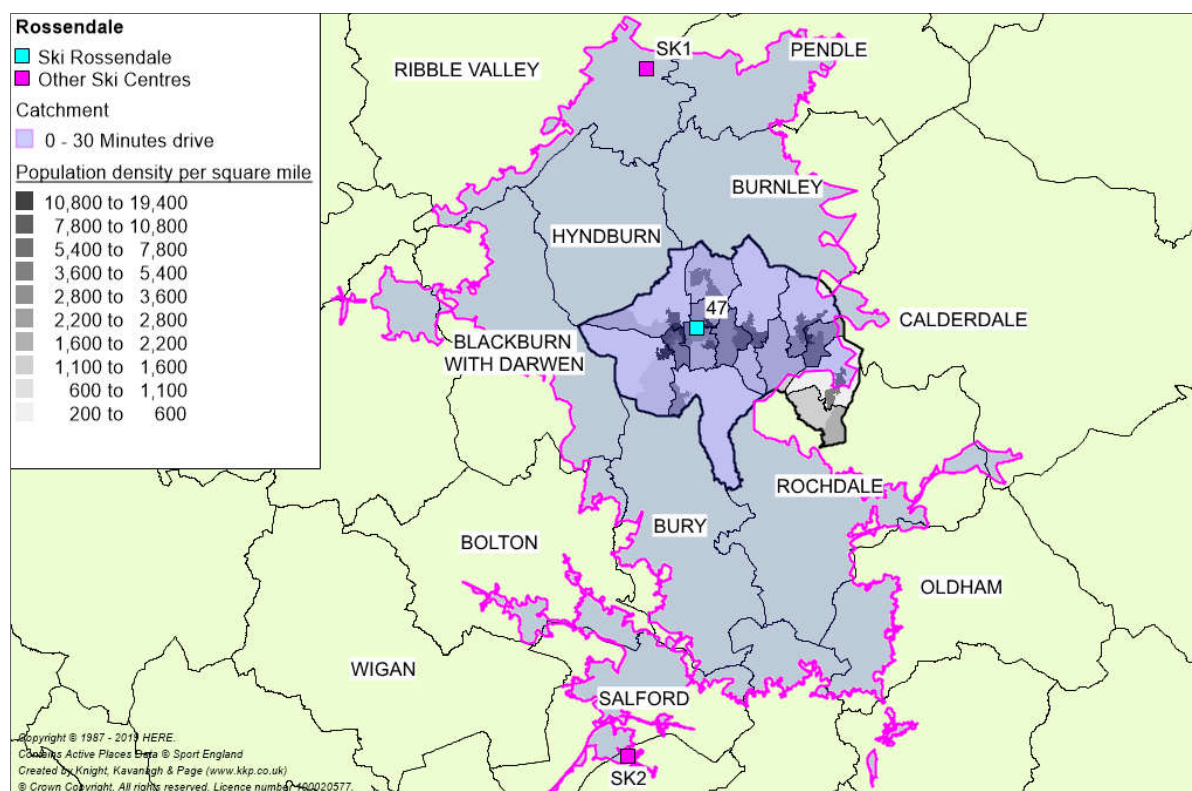


Table 10.1: Ski centres within 30 minutes' drive time of Rossendale

Map ID	Site	Slope	Opened (refurbished)	Notes
47	Ski Rossendale	Nursery 55m	1973 (2000)	Floodlit
		Intermediate 75m	1973 (2005)	
		Advanced 180m	1973 (2012)	
SK1	Pendle Ski Club	Nursery 40m	1965 (2004)	Floodlit
		Intermediate	No slope	
		Advanced 155m	1965 (2010)	
SK2	Chill Factore	Nursery	2007	Indoor facility
		Intermediate	2007	

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The Ski Rossendale Centre is local authority owned and operated commercially. It has three slopes, a 180m advanced dry slope, a 75m intermediate slope and a smaller nursery slope with freestyle jumps. It is the only facility within 30 minutes' catchment with three slopes. In addition to the freestyle slope there is a Snowflex (softer landing) fun park. This is currently not operational and requires replacement.

In 2016, significant investment (c. £640,000) was made in the facilities. The beginner and intermediate slopes were re-laid and improved. In 2018 phase two investment was made into the indoor facilities with a new lift, changing areas, café and function space and increasing accessibility to the facility generally.

The majority of the Rossendale population (90%) is within a 30 minutes' drive of the Rossendale Ski Centre. Pendle Ski Club is the only other facility within 30 minutes' drive of Ski Rossendale. Chill Factor in Trafford, is just outside this catchment and is included for illustrative purposes.

8.2: Demand

The Centre is open all year round and can be accessed on a pay and play basis or through club membership. It offers skill development courses for learning and improving skills. Other events and opportunities available at the Centre include:

- ◀ Ski races.
- ◀ Ski Camps in school holidays.
- ◀ Snowboarding.
- ◀ Birthday parties and snow tube opportunities.

A number of Ski clubs using the facilities including:

- ◀ Rossendale Race Club (50 members)
- ◀ Rossendale Special Ski Club (30 members)
- ◀ 2k Performance Club (45 members)
- ◀ Griffin Ski Club (25 members)

Consultation indicates clubs are satisfied with session times and all are reported to have capacity to expand should there be an increase in demand.

Ski Rossendale also runs its own ski club which attracts c.100 participants every week (c.175 members) alongside a linked ladies social club.

The Ski Centre is keen to develop the ski areas (non-teaching areas), make changes to the main hill with 0.5 Dendix (matting) and 0.5 Snowflex (matting) as well as installing additional travellators (100m) to enable a dedicated tubing track. This will enable it to offer skiing and snowboarding and to expand the number of lessons delivered.

There is also an aspiration to link the two slopes by creating a more adventurous terrain between the two. It will still feature Snowflex, rails and bumps. This would require the tow being relocated but would open up the whole slope. This has an estimated cost of approximately £1.3m.

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Ski Rossendale also reports being keen to develop its summer offer to ensure financial viability and has added a new attraction for Spring 2020 - an Airsoft shooting range which runs adjacent to the slope.

8.3: Summary

Facility type	Ski Centre	
Elements	Assessment findings	Specific facility needs
Quantity	The ski centre has three slopes.	
Quality	Facilities have been and continue to be being invested in and are of good quality.	Continued maintenance and investment are needed to maintain quality and attractiveness.
Accessibility	Pendle Ski Club is within 30 minutes' drive of Rossendale and the Chill Factor indoor facility sits just outside the 30 minutes' drive time.	
Availability (Management & usage)	The Centre can be accessed both on a pay and play and on a membership basis. This is an important facility for a number of ski clubs. There is capacity within existing clubs to meet current and future demand.	
Summary	Continued investment into the facility, marketing and promotion will ensure that the venue remains high quality, attractive and therefore financially viable. (We are unaware of any competing indoor facilities being developed in the wider region). It is unlikely that additional housing or the projected population growth in the area will lead to an increase in demand for additional ski facilities.	

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SECTION 9: GYMNASTICS

The British Gymnastics (BG) Strategic Framework 2017-2021 identifies three key priorities, to:

- ✦ Diversify sources of revenue to develop and grow the provision of gymnastics.
- ✦ Build the capacity and grow the demand in gymnastics.
- ✦ Raise the profile and increase the appeal of gymnastics.

Its facility development priorities (for the period 2017 - 2021) are to:

- ✦ Support increased capacity within gymnastics through clubs, leisure providers and other delivery providers.
- ✦ Guide funding investment through the United Kingdom from BG, home country sports councils, local authorities and other potential funders.
- ✦ Maintain/improve the quality of facilities and equipment within existing delivery partners.
- ✦ Develop insight, understanding and direction of how facility developments can contribute towards other BG strategic priorities.

Participation in gymnastics is reportedly increasing rapidly. BG membership increased by c. 12% per year between 2013-17 reaching 390,500 in 2017. The emphasis for this strategy period is on gymnastics as a foundation sport for 5 to 11-year olds. Across the country, BG reports extensive demand for opportunity and many clubs report having long waiting lists.

One million people are estimated to be on waiting lists for gymnastics (Freshminds Latent Demand Research, 2017). This also suggests that a further 1.9 million would like to participate but are not on a list. 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 do this. There are also gymnastics-based initiatives for older people funded by Sport England, such as, Love to Move focused on dementia patients.

9.1: Supply

There is no dedicated gymnastics venue in Rossendale. Fearn's Trampoline Club is located at The Valley Leadership Academy.

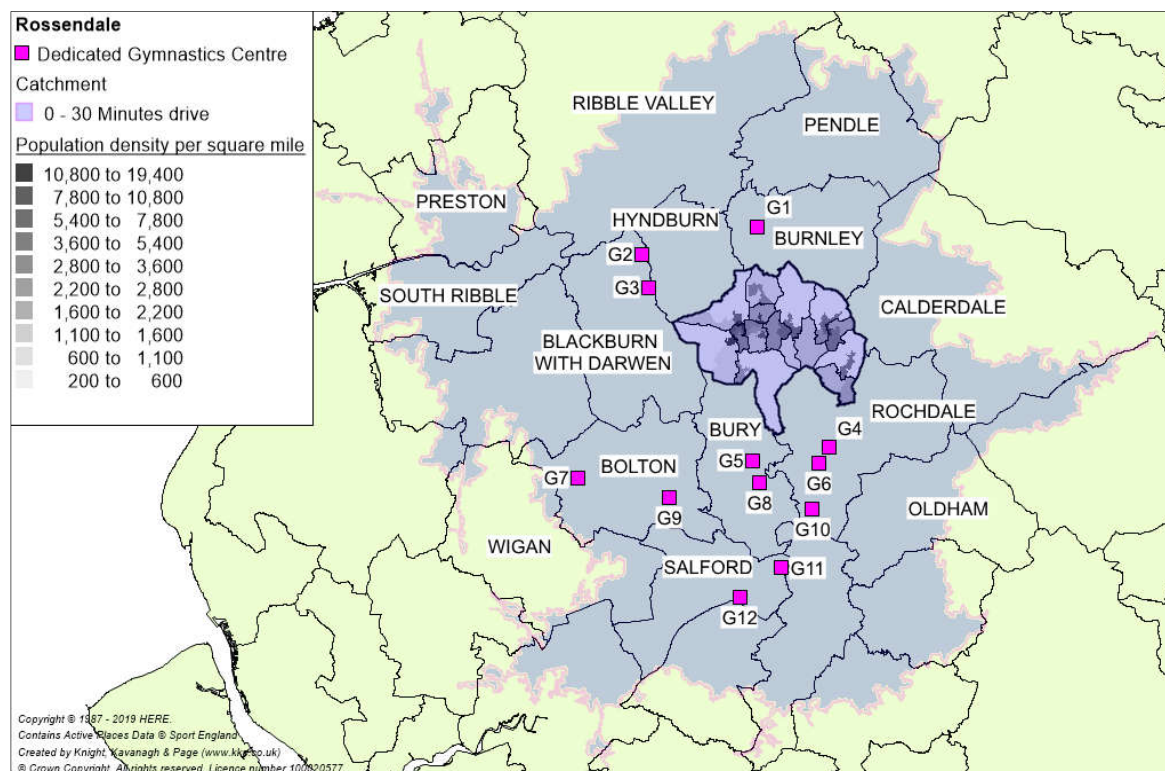
There are several dedicated centres in neighbouring authorities. Figure 9.1, overleaf, shows their location with a 20 minutes' drive time from each site. The whole of Rossendale is within 20 minutes' drive time of a dedicated gymnastics facility in a neighbouring authority. This is not to suggest that Rossendale could not have such a facility as there appears to be a 'gymnastics gap' in the centre of the authority which could present a potential opportunity.

Table 9.1: Gymnastics dedicated centres within 20 minutes' drive time of RBC

ID	Site	ID	Site
G1	Burnley Gymnastics Club	G7	Bolton Arena Gymnastics Club
G2	Ribble Valley Acrobatic Academy	G8	Bury Gymnastics Club
G3	Blackburn with Darwen Acro Gym Club	G9	Bolton Gymnastics Club
G4	Rochdale Olympic Gym Club	G10	Middleton Gymnastics Club
G5	Bury Trampoline Club	G11	City of Salford Trampoline Club
G6	Heywood Sparks Gymnastics Academy	G12	Manchester Academy of Gymnastics

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Figure 9.1: Dedicated gymnastics centres within 20 min drive time of RBC



9.2: Demand

BG reports that there is a demand for gymnastics provision in the area were confirmed via consultation with RLT. A key part of BG's strategy to increase participation is to support clubs, leisure providers and other partners moving into their own dedicated facilities, offering more time and space for classes. BG provides a range of products and programmes and expert assistance to support local delivery; gymnastic activities which are successfully driving membership growth and retention across the country.

A number of consultation requests were sent to Fearn's Trampoline Club however, no response has been received to date. RLT is reported to be exploring the opportunity of providing recreational gymnastics in the area.

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9.3: Summary

Facility type	Gymnastics	
Elements	Assessment findings	Specific facility needs
Quantity	One trampoline club operates in the authority at the Valley Leadership Academy. There is no dedicated gymnastics facility in Rossendale.	Explore options to provide recreational gymnastics in the authority.
Quality	The activity hall at The Valley Leadership Academy is rated as below average.	
Accessibility	Gymnastics is not accessible to Rossendale residents within the authority. They are required to travel to an adjoining authority to access provision.	
Availability (Management & usage)	There is opportunity to grow participation in gymnastics in Rossendale. There will be a need to develop the coaching and volunteer workforce in order to increase participation in gymnastics.	Facility management reports a need to increase the coaching and volunteer workforce to develop the sport in the area in order for it to offer recreational gymnastics.
Strategic summary	A full gymnastics development plan will be required to develop the sport in the area, including the need for coaches and volunteers. Following the development of recreational gymnastics partners should look to assess whether there is sufficient demand for a dedicated gymnastics facility in the longer term.	

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SECTION 10: INDOOR BOWLS

There is currently no indoor bowls centre located in Rossendale. Research suggests that a limited amount of short mat bowls and carpet bowls is played in village and community halls plus the Adrenaline Centre during winter months. This currently meets residents' needs. The English Indoor Bowls Association is keen to explore ways to enable a purpose-built indoor bowls facility to be built locally. The rationale relates to population analysis and the number of "older" people projected within the timescale of the Local Plan. The EIBA recognises that this is primarily an outdoor crown green area and that a robust business plan is needed to justify a 12 month a year purpose-built site. EIBA would like the following options to be considered:

- ◀ Compliant Indoor bowls green(s) in a leisure centre with at least four rinks.
- ◀ Indoor bowls added to an existing outdoor bowls club which has full ancillary services (catering, bar, toilets, changing provision) and has the land to build on.
- ◀ Indoor bowls added to an existing outdoor sports club which has full ancillary provision and the land to build on.
- ◀ Indoor bowls within a building that could accommodate it with an appropriate lease.

10.1: Supply

Figure 10.1: Dedicated indoor bowls centres within 30 minutes' drive time of RBC

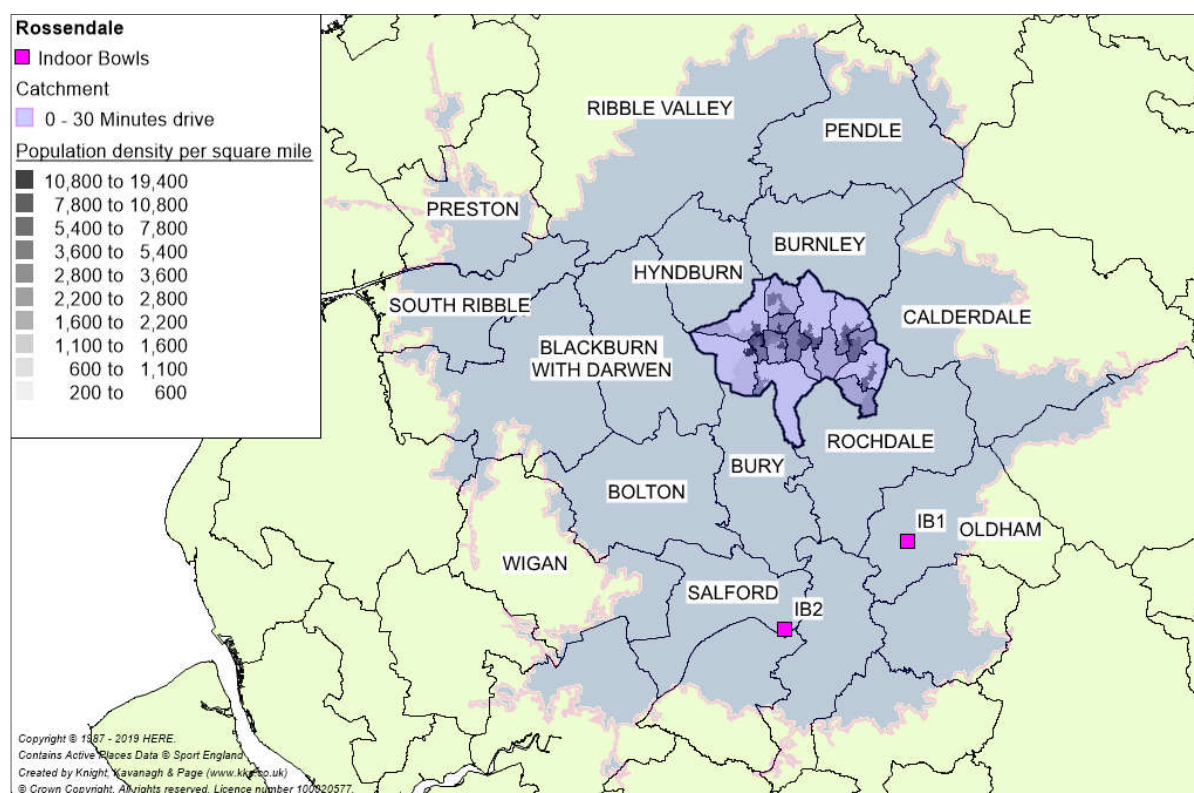


Table 10.1: Indoor bowls centres in neighbouring authorities

Map ID	Site	Rinks	Access type	Local authority
IB1	Oldham Leisure Centre	4	Pay and Play	Oldham
IB2	Ordsall Leisure Centre	2	Registered Membership	Salford

Source: Active Places Power 10/03/2020

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The two indoor bowls facilities within 30 minutes' drive time catchment of Rossendale's local authority boundary are located to the south of the borough and offer six indoor rinks. Oldham Leisure Centre offers pay and play access while Ordsall requires membership.

10.2: Demand

The audit did not identify any demand in the area for indoor bowls, further exploration and consultation with outdoor bowls is required. This is being covered in the Playing Pitch and Outdoor Sport Strategy needs assessment. Other formats of the game are being played in halls e.g. short mat bowls (see Section 4 and Section 5).

10.3: Summary

Facility type	Indoor Bowls	
Elements	Assessment findings	Specific facility needs
Quantity	There is no indoor bowls centre in Rossendale.	The EIBA is keen to see whether a purpose-built indoor bowls facility could be built locally given the rising number/proportion of older residents.
Quality		
Accessibility	There are two operational centres within 30 minutes' drive time of Rossendale.	
Availability (Management & usage)	The nearest pay and play venue is located in Oldham. Access to the other centre is via a sports club/community association membership.	
Strategic summary	The audit did not find sufficient latent demand for an indoor bowls facility. Other formats of the game are being played in halls e.g. short mat bowls (see Section 4 and 5). The projected increase in population and housebuilding is also unlikely to generate sufficient demand for a purpose-built facility.	

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SECTION 11: SQUASH

Squash is now on a new strategic path, implementing a rebrand and undergoing a major restructure. England Squash has achieved core strategic goals agreed with Sport England one of which was to arrest the decline in participation. It is committed to supporting the traditional infrastructure of county associations, clubs, coaches and officials to grow the game through key programmes (e.g., Squash101) and campaigns (e.g., Squash Girls Can) but will need to apportion resources in a significantly different manner.

Table 11.1: England Squash Strategic aims:

Element	Aim
Governance	Adhere to the highest standards of organisational governance.
Membership	Provide a membership model that caters to and provides benefits for anyone interested in playing and coaching squash irrespective of their ability.
Programmes	Enabling and supporting partners to be at the forefront of adult and player recruitment and retention.
Talent & high performance	Provide a support and development programme that identifies, develops and delivers world leading individuals and teams.
Commercial	Create a diversified and effective revenue model that minimises risk and reduces dependency on funding.

Enhancing Squash (2017-2021) outlines the vision, principles and strategic pillars for England Squash. Its vision is *to make squash the #1 racket sport in England*. Its Mission is to create a thriving squash community by redefining and enhancing the experience for players, coaches, officials and volunteers - enabling England Squash to sustain the sport, maximise revenue potential and develop world leading teams and individuals. The 2017-2021 strategy aims to:

- ◀ Continue to build a model sport NGB that enables participation and enjoyment of squash whilst delivering a robust talent pathway and successful performance programme.
- ◀ Deliver a membership scheme that caters to and encourages players/coaches at all levels.
- ◀ Form a progressive organisation with an enhanced international reputation.

11.1 Supply

There are two squash courts located at the Adrenaline Centre in the Borough. They are above average condition and are available on the basis of pay and play access.

Approximately 58% of Rossendale's population lives within a 20-minutes' drive of the squash courts at the Adrenaline Centre. The east of the authority is not serviced by a squash court.

There are 11 courts across four sites located within two miles of the local authority boundary. five of these courts (two sites) offer pay and play access, and two courts require a membership to access and four courts (one site) are accessible via a sports club/community association. All of these courts are located to the south of the Borough and residents in the north and east of the Authority do not have access to squash courts.

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Figure 11.1: Squash courts on population density with 20 minutes' drive-time showing courts in neighbouring areas that are within 2 miles of the Authority.

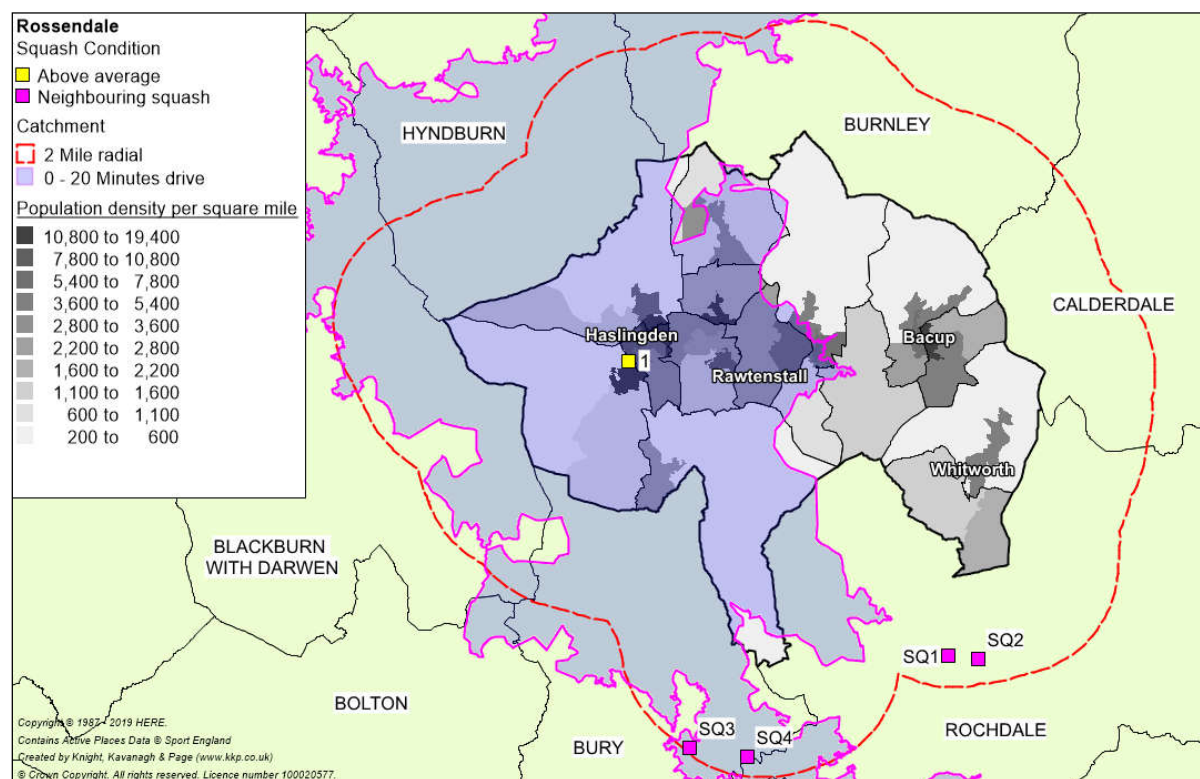


Table 11.1: Squash courts in Rossendale

Map ID	Site	Courts			Condition
		Normal	Glass backed	Total	
1	Adrenaline Centre	2	0	2	Above average

Table 11.2: Squash facilities in neighbouring authorities

Map ID	Site	Courts		Access type	Local authority
		Number	Facility		
SQ1	Oulder Hill Leisure Complex	2	Normal	Pay and Play	Rochdale
SQ2	Rochdale Cricket Lacrosse & Squash Club	3	Normal	Sports Club / CA	Rochdale
		1	Glass Backed		Rochdale
SQ3	Castle Leisure Centre	3	Normal	Pay and Play	Bury
SQ4	Village Gym (Bury)	2	Glass Backed	Registered Membership	Bury

Source: Active Places Power 10/03/2020

NB: Sports Club / CA = Sports Club / Community Association use

11.2: Demand

Consultation with Haslingden Squash Club, which is based at the Adrenaline Centre (two courts) indicates that it is a community-based squash club - the only one in Rossendale. Its

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members range in age from 5 to 75 years and it has c. 80 adult members, playing across four teams in the North West Counties League.

The Junior Squash Club section runs on Saturday morning. This has 45-50 members with an age range from 5-17 years. It also hosts ladies only sessions and is actively seeking to increase its number of female participants. In addition, the club is trying to increase the number of BAME members – a process that has been successful with the juniors. It reports attracting participants from outside the Authority and has a good size workforce with approximately seven active coaches.

The Club reports experiencing availability issues for courts at peak times and is currently full to capacity due to limited court numbers.

The courts were refurbished 10 years ago but the condition has deteriorated, and they require further maintenance. The Club aspires to be a centre of excellence for Squash. This will necessitate it hosting events. The current facility is not conducive for this as there is no spectator seating or any food service available, which is also a requirement.

It is keen to focus on junior development to provide a pathway for members as they get older so is currently working with 14-30-year olds. It is also keen to target people with health issues and engage them in participating in Target Ball (this is specifically for people with mental health, obesity or any other disabilities).

11.3: Summary of key facts and issues

Facility type	Squash	
Elements	Assessment findings	Specific facility needs
Quantity	There are two squash courts in Rossendale, neither of which is glass backed.	
Quality	They are above average in quality.	Continued maintenance/investment is needed to maintain court quality.
Accessibility	58% of RBC residents currently reside within 20 minutes' drive of a squash court. Based on 20 minutes' drive time, the east of the borough does not have access to a squash court.	
Availability	11 courts across 4 sites are located within two miles of the Authority boundary. Five of these (at two sites) offer pay and play access.	
Strategic summary	Squash is relatively well catered for in the west of the authority but not in the east. Haslingden Squash Club is increasing its membership, has a strong volunteer and coach workforce and indicates that the facilities are full to capacity at various times. Improved maintenance is required to ensure that the two courts at the Adrenaline Centre remain fit for purpose.	

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SECTION 12: OTHER SPORTS

12.1: Martial arts

A number of martial art disciplines are being delivered across the borough in a range of venues. Some clubs use dedicated sports facilities, others operate out of village, community and church halls plus some disused mills and primary schools. A number of martial arts clubs across Rossendale replied to consultation requests.

Valley Shorai Karate Club

It caters for people aged four years and above grouped according to skill level. It presently has more female members than males. It is located in a disused mill and leases the facility. The mill is in need of refurbishment and presents challenges for the club as it is not accessible for those with physical disabilities. In the past, it was based in the local sports centre however, it could not afford the facility hire costs hence to move to the mill. It currently operates four evenings a week running sessions for both children and adults.

It indicates having some capacity to accommodate an increase in demand it is at c.80% capacity, however it can only expand sessions later in the evening and not earlier due to there being an office located below the unit.

Enso Martial Arts Club

This UK wide club delivers sessions across the UK and has a number of classes taking place in Rossendale. Currently sessions are being delivered at:

- ◀ Whitewell Bottom Community Centre
- ◀ Waterfoot Primary School
- ◀ St. Johns School in Cliviger (Burnley)

Consultation indicates that the facilities meets the needs of the Club and that it has capacity to accommodate an increase in demand.

Rossendale Shotokan Karate Club

Established over 30 years ago, it operates four days per week, has c.40 members and is operating close to capacity at a number of its sessions. It hires a number of facilities in the area including:

- ◀ The Adrenaline Centre
- ◀ Haslingden Primary School
- ◀ Shawforth Methodist Hall
- ◀ Bacup AB&D

It delivers kindergarten classes (4-7 years), and main classes for seven year olds and older. It follows the KUGB grading syllabus.

Its main challenge is the cost of facility hire. It has aspirations to develop its own dojo but recognises the significant costs involved with this and the fact that it is not currently possible. It actively advertises its sessions and pays for promotion in the local newspaper to promote its activities.

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It reports its Bacup sessions being the biggest challenge to fill and has devised its own club payment system to make it affordable for as many people as possible.

Alf's Black Belt Academy

Established in 1991, this specialises in teaching freestyle karate, Jujitsu, and kickboxing at a refurbished facility in Tollbar Business Park (old mill). It operates five evenings a week and its members compete in competitions at weekends. It has 100+ members with ages ranging from 4 years to 60 years including inclusive sessions for those with disabilities. The facility has a lift and wheelchair access.

It reports having members who compete in the World Championships which adds significant costs. Its main ongoing challenge is the cost of rent, electricity and equipment to sustain the facility.

The Club delivers sessions to schools in the afternoons and also offers a school collection service (using its own minibus) to collect children from schools in Bacup and returns them to school after sessions have finished. Schools with which it works include:

- ◀ Northern Primary School
- ◀ St Saviours Community Primary
- ◀ Bacup Thorn Primary School

It has a second minibus available to enhance the offer however, it requires funding to recruit a second driver and at present this is not viable.

Facility type	Martial arts	
Elements	Assessment findings	Specific facility needs
Quantity	There is a wide range of martial arts clubs operating in the borough delivering a range of disciplines. The majority hire facilities.	
Quality	Facility quality varies. Clubs with dedicated facilities report investment being required to improve quality (e.g. converted mills).	Continued maintenance/ investment is needed to maintain quality.
Accessibility	All residents currently live within 20 minutes' drive of a martial arts club session.	
Availability	All clubs responding to consultation have the capacity to accommodate an increase in demand.	
Strategic summary	<p>Martial arts is relatively well catered for in Rossendale with sessions taking place throughout the borough (including the more rural areas) in a range of facilities settings.</p> <p>Improved maintenance is required to ensure that existing facilities utilised remain fit for purpose.</p> <p>Clubs are pro-active and keen to increase participation.</p> <p>The opportunity to support this type of physical activity directly and via the RLT should not be underestimated as it can contribute significantly to increasing physical activity across the borough.</p>	

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12.2: Sailing and watersports

Introduction

This section covers both sailing and waterskiing. 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 Strategic Plan 2017-2021, it has identified that it will invest in the following activities with an aim of getting more people involved:



The RYA strategies for increasing participation are as follows:

Strategy	Enablers	Measures
Broader Delivery Network Clubs, commercial providers and marinas Develop robust multi-sport offer “Pay and Play” ownership alternatives	Consumer insight data and market intelligence Collaboration with sports and charity partners	Diversity of participant profile Number of providers, sessions and regulars by programme
Regional Participation Plans Tailored, local plans supporting core activity Trial opportunities with local clubs Focus on conversion to regular participation Integrated RYA teams Local communications		
Promote and market boating to all Demolish perception of “elitism” Build awareness and connection via shows, digital, advertising, press Create, support or leverage mass participation events Ensure retention of existing core participants Encourage lapsed boaters to return to the sport		

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Strategy	Enablers	Measures
Strengthen routes into boating Direct work with schools and youth groups Holiday to club links Friends & Family core introduction programme Closer liaison with sailors leaving the squad pathway	Enhanced digital & physical communications	Club participation in core programmes and providing regular data
Targeted diversity More Black, Asian & Minority Ethnic role models Differentiated marketing <i>Sailability</i> tailored by impairment group Charity partners		Engagement with Start Boating site and digital campaigns

Current RYA programmes include:

- ✦ OnBoard programme - which introduces young people into the sport by teaching them new skills in a safe controlled environment.
- ✦ Push the Boat Out (PTBO) programme - PTBO is 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.
- ✦ Active Marina programme is 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.
- ✦ 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 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.

Marine Federation Code of Practice guidance is 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.

British Water Ski & Wakeboard

BWSW is the national governing body for water ski and wakeboarding. Its main role is acting on behalf of the interests of water skiers and wakeboarders to develop and serve the sport. It is a non-profit making organisation with all of our income invested in developing and protecting water skiing across the UK from the grassroots level through to top athletes. The organisation consists of a diverse network of circa 150 affiliated members clubs, cable sites, commercial

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pay and play ski centres and activity centres. The majority of our clubs are voluntary clubs (circa 85 clubs) and in a typical year the organisation has c.11,000 members.

Corporate strategy 2012 – 2020

BWSW's vision is to ensure that:

Water skiing and wakeboarding is a dynamic, exciting and successful sport for everyone.

Vision and aims to deliver this vision are to:

- ▶ Grow and retain participation.
- ▶ Achieve success and beat the world.
- ▶ Support a skilled and valued workforce.
- ▶ Raise awareness and profile of the sport in the UK.
- ▶ Run the sport effectively.

12.2.1: Supply

There is one sailing club, and one water ski centre within the borough of Rossendale. A location map of the centre is identified in figure 12.2.1

Figure 12.2.1: Location map of sailing and waterski centres in Rossendale

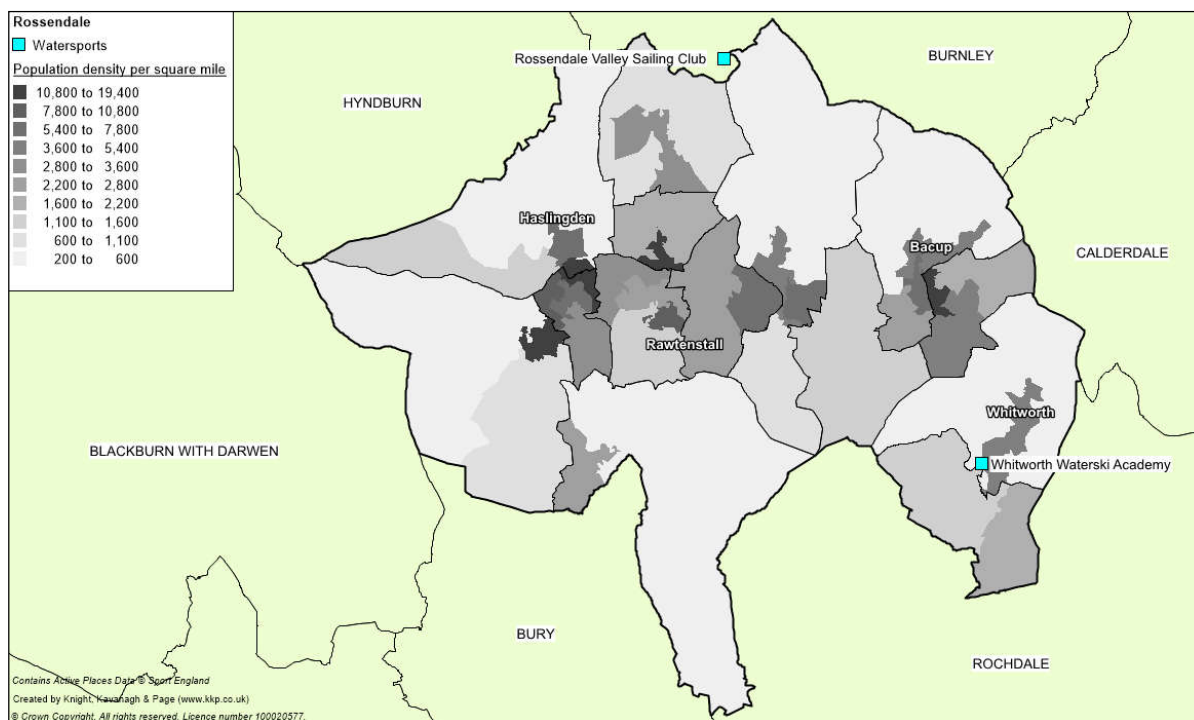


Table 12.2.1: Sailing and water ski centres in Rossendale

Centre name
Rossendale Valley Sailing Club
Whitworth Waterski Academy

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Accessibility- All of Rossendale's ONS MYE 2017 population of 100,252 is within a 20-minute drive of Cransley Sailing Centre or Waterski centre.

Quality -Rossendale Valley Sailing club is based at Clowbridge Reservoir, the 400m wide and 600m long reservoir. It is an emergency drinking reservoir which means the water is very safe, clean and rarely drained, so is considered good quality.

12.2.2: Demand

Rossendale Valley Sailing Club

Rossendale Valley Sailing Club was established in 1965 and its facilities were completely redeveloped in 2000 following Sport England funding being secured. The new clubhouse opened in 2002 with ample car parking grass rigging area and on-site boat park.

The Club is a recognised RYA training centre, providing a wide range of courses to its members. The Club has a selection of boats, kit and equipment for members and beginners to hire and use. Racing is a key part of the club and members are encouraged to get involved.

It has a junior section "Ops n Tops" which operates over the summer months to develop junior talent. It has a fleet of dinghies and facilities to learn the skills of the sport from a young age.

The Club also makes arrangements for course fishing to take place and issues day tickets and annual membership.

Activities on offer at the centre are:

- ◀ Sailing taster sessions
- ◀ Dinghy Sailing
- ◀ Windsurfing
- ◀ Racing
- ◀ Kid's Club
- ◀ Paddle Boarding

As a RYA training centre it offers the following courses:

- ◀ Dinghy Sailing
- ◀ RYA Levels 1, 2, 3 and Seamanship courses.
- ◀ Youth scheme stages 1-3
- ◀ Powerboat Levels 1 and 2
- ◀ Windsurfing courses
- ◀ RYA instructor courses
- ◀ Open days – Push the boat out
- ◀ Discover sailing

The club did not respond to consultation requests therefore demand information could not be ascertained.

Whitworth Waterski Academy (WWA)

WWA is a Voluntary, Social Enterprise with Community Interest Company status offering Waterski and boarding activities. The Centre is run by qualified instructors and drivers and is

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open 7 days a week from April to October (by appointment through the off season). Non-members are also welcome. It gives concessionary rates to Under 18's, Over 60's, full time students and registered disabled.

The Club has a selection of boats, kit and equipment for members and beginners to hire and use.

Courses on offer at the centre are:

- ◆ BWSW Ski Boat Driver (SBD 1,2 & 3).
- ◆ UKCC Level 2 & 3 Coaching Qualifications.
- ◆ Sport Specific First Aid Training
- ◆ Safeguarding courses.
- ◆ Training seminars for Judges and Officials in all divisions of the sport

The Club's facilities include a Victorian stone-built clubhouse with lounge/eating area. There are changing rooms with showers and toilets for the disabled. The kitchen facilities are able to provide for hot and cold snacks, barbecues and picnic areas.

Its equipment includes well maintained Malibu Tournament Boats from Hazelwoods Ski World and a full range of equipment including skis, boards, wetsuits, helmets, impact jackets, water toys etc.

The club did not respond to consultation requests therefore demand information could not be ascertained.

12.2.3: Summary of sailing and watersports

Facility type	Sailing and water sports	
Elements	Assessment findings	Specific facility needs
Quantity	There is one sailing centre and one waterski centre in Rossendale.	
Quality	Both facilities are well maintained and meet the needs of its users.	There is a need to maintain quality of both sites.
Accessibility	All of Rossendale's population lives within 20 minutes' drive of Rossendale Valley Sailing Club and Whitworth Waterski Academy.	No specific needs
Availability (Management and usage)	Rossendale Valley Sailing Club is a RYA training centre. Both the sailing and waterski centres offer development and learning programmes which are progressive.	Retain access to the sites for the Sailing Club and Waterski Academy, and other potential users (angling).
Strategic Summary	There is a need to maintain quality and access to the facilities.	

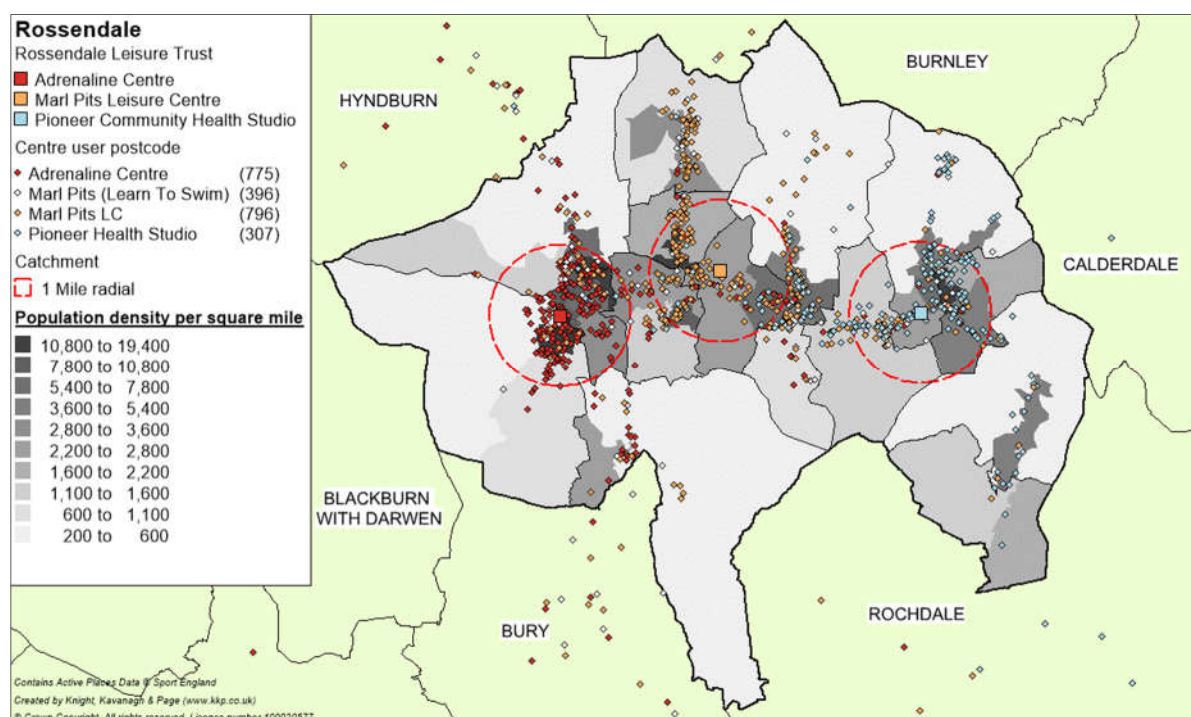
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SECTION 13: MEMBERSHIP ANALYSIS – RL Trust

KKP requested current membership data from RLT in order to analyse where current members reside in relation to the centre they attend. A total of 2,274 postcode records were provided on 18/2/2020. These identify members active over the last three months. The data provided the following:

- ◀ 2,218 (97.54%) had correct and valid postcodes for mapping
- ◀ 56 postcodes were incorrectly formatted, missing or invalid.
- ◀ 2,099 (92.30%) of the mapped postcodes are within the Rossendale local authority area.
- ◀ 175 (7.70%) of mapped postcodes are outwith the Rossendale local authority area or have location unknown.

Figure 13.1. Rossendale Leisure Trust membership by distribution by centre MYE 2017



The data is allocated to the following centres:

- ◀ Adrenaline Centre (775)
- ◀ Marl Pits (swim lessons) (396)
- ◀ Marl Pits Leisure Centre (796)
- ◀ Pioneer (307)

Figure 13.1 indicates where members live in relation to the leisure centre they subscribe to. It shows that a significant proportion of members of each of RLT's centres travel more than one mile to visit. Both the Adrenaline Centre and Marl Pits attract members from adjoining authorities. Marl Pits attracts members from a wider catchment area than the other centres.

Members rely heavily on transport to access the centre they attend. The data indicates that the majority (92.3%) reside within Rossendale, with a small number coming from Bury (1.45%) and Hyndburn (1.54%) mainly to use the Adrenaline Centre and Marl Pits.

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Figure 13.2. RL Trust – membership distribution by centre IMD 2019

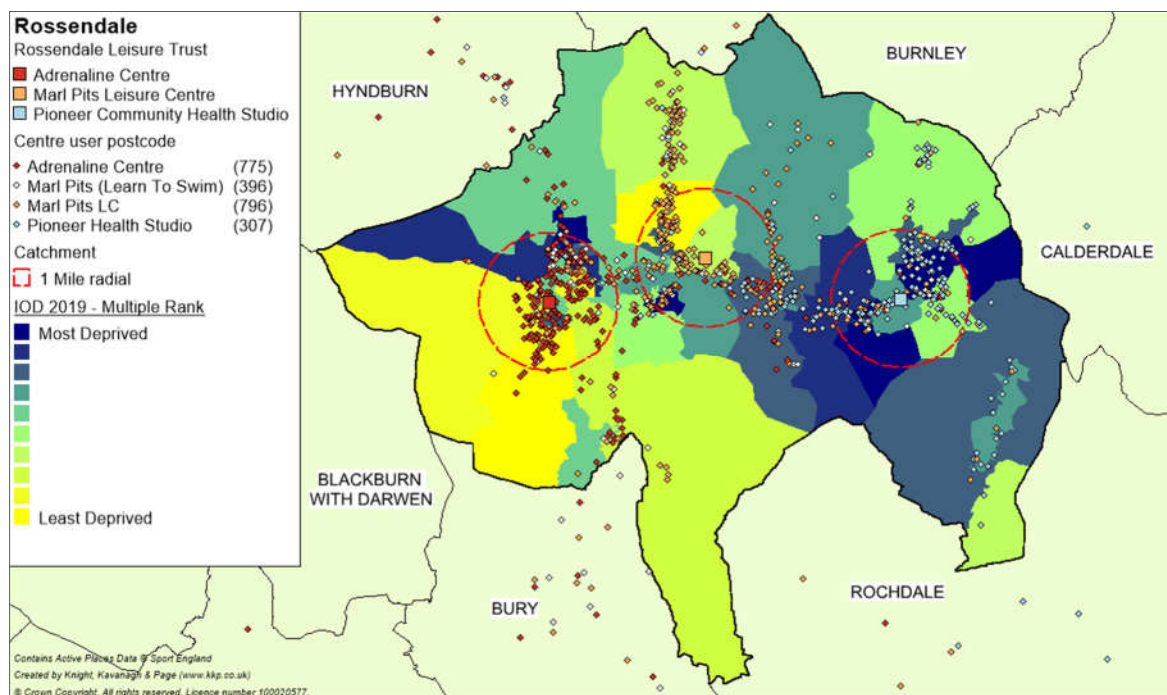


Table 13.1: All centre users – Rossendale postcodes IMD 2019

IMD 2019 10% bands	Rossendale		All centres	
	Persons	Population %	Persons #	Persons %
0 - 10	8,473	12.2%	172	8.2%
10.1 - 20	5,830	8.4%	151	7.2%
20.1 - 30	15,550	22.4%	397	18.9%
30.1 - 40	8,923	12.9%	224	10.7%
40.1 - 50	5,623	8.1%	195	9.3%
50.1 - 60	5,590	8.1%	156	7.4%
60.1 - 70	7,444	10.7%	250	11.9%
70.1 - 80	3,751	5.4%	86	4.1%
80.1 - 90	4,383	6.3%	259	12.3%
90.1 - 100	3,851	5.5%	209	10.0%
Total	69,418	100.0%	2,099	100.0%

Figure 13.2 and Table 13.1 indicate that across the centres, the number of people who are a member of RLT that live in the IMD most deprived bandings (1-30%) is low. On a centre by centre basis, Pioneer Health Studio (Table 13.2) is attracting more people from these bands than the other two centres.

43% of the Borough population reside in areas of higher deprivation, of which 2.41% have RLT membership (across all three sites).

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Table 13.2: RL Trust members distribution IMD 2019

IMD 2019 10% bands	Rossendale		Adrenaline Centre		Marl Pits Leisure Centre		Pioneer Health Studios	
	Persons	Pop %	Total #	Total %	Total #	Total %	Total #	Total %
0 - 10	8,473	12.2%	19	2.7%	57	7.6%	72	25.5%
10.1 - 20	5,830	8.4%	60	8.5%	39	5.2%	33	11.7%
20.1 - 30	15,550	22.4%	93	13.2%	170	22.6%	54	19.1%
30.1 - 40	8,923	12.9%	24	3.4%	114	15.2%	41	14.5%
40.1 - 50	5,623	8.1%	109	15.4%	49	6.5%	3	1.1%
50.1 - 60	5,590	8.1%	16	2.3%	52	6.9%	69	24.5%
60.1 - 70	7,444	10.7%	31	4.4%	159	21.1%	8	2.8%
70.1 - 80	3,751	5.4%	64	9.1%	17	2.3%	0	0.0%
80.1 - 90	4,383	6.3%	204	28.9%	22	2.9%	1	0.4%
90.1 - 100	3,851	5.5%	86	12.2%	73	9.7%	1	0.4%
Total	69,418	100.0%	706	100.0%	752	100.0%	282	100.0%

Of the current membership, Table 13.2 indicates that over half (56.3%) of Pioneer Health Studio members reside within areas of higher deprivation (as identified above), Marl Pits has over one third (35.4%) and the Adrenaline Centre (24.4%). Further information can be found in Appendix 3.

Age analysis

The majority (79%) of RL Trust members visiting sites within the last three months are aged 21-60 years with the most popular age band 31-40 years (28%). 89 members (4%) across all sites that are under the age of 20. There is also 44 (2%) of members who are over the age of 70 years.

Summary

RL Trust members are well distributed across the borough with a significant number travelling more than one mile to access facilities. Its site also attracts some members from neighbouring authorities. Marl Pits generally attracts members from a wider catchment area than other facilities. RLT attracts only 2.41% of the Rossendale population which lives in areas of higher deprivation. It may be that some residents access sites casually on a *pay as you go* basis, however, this service it is not promoted and only available via an online platform, which is likely to impact negatively on those on lower incomes. Over half (56.3%) of members at Pioneer Health Studios are from an area of higher deprivation. The majority (79%) of RLT members are 21-60 years old, fewer than 4% are under 20 and 2% are over 70 years in age.

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SECTION 14: DEVELOPING THE STRATEGY

The strategy which follows will need to take into account the findings of this Needs Assessment, the Borough's demographic make-up and the Council's vision. There is a clear requirement for investment in indoor and built sports facilities in Rossendale in order to ensure that they are fit for purpose for the 21st Century (e.g. welcoming, clean, attractive, flexible spaces, wide programme offer, ability to learn to swim cost-effective to manage and operate etc). This should lead to increased participation and a more active borough.

There is an overarching requirement for RBC to determine its long-term approach to the replacement of facilities. They are currently operating beyond their reasonable life expectancy, are inefficient (albeit well used and in high demand) and require investment to remain operational. Despite the best efforts of RLT (and CLAW) the Authority is faced with the operational challenges that appertain to the management and programming of older facilities.

A clear direction of travel for the future with careful planning could result in modern facilities that are designed to meet the expectations of 21st century users as well as being more efficient and environmentally friendly to operate. Given developments in modern leisure facilities it is highly likely that new facilities will be more viable and sustainable.

Strategy recommendations are likely to be predicated upon the following:

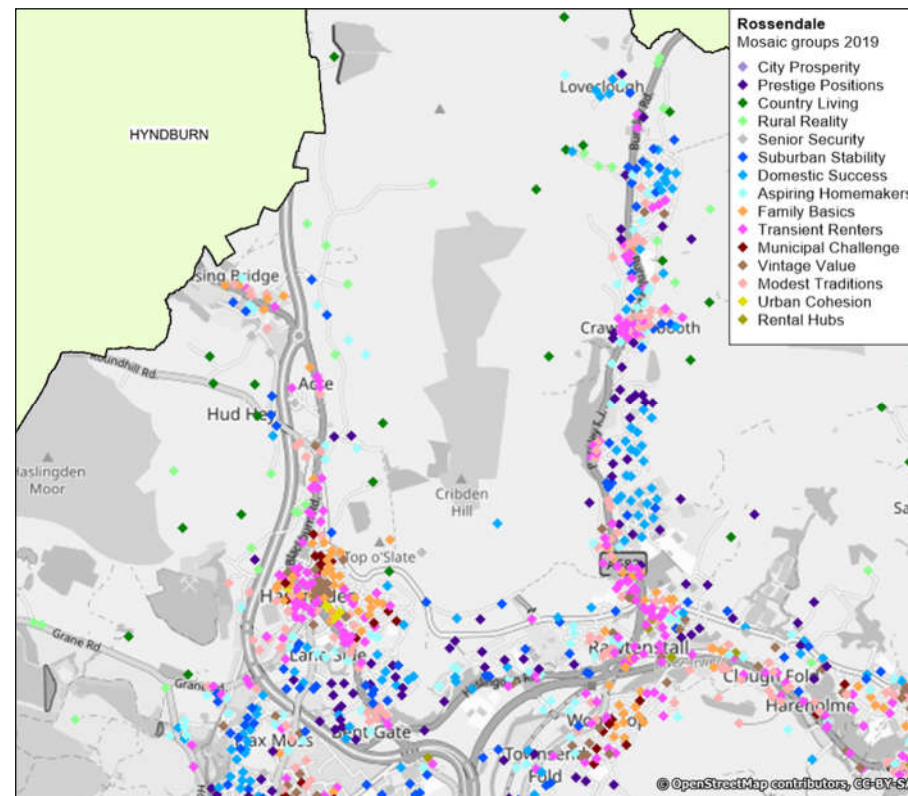
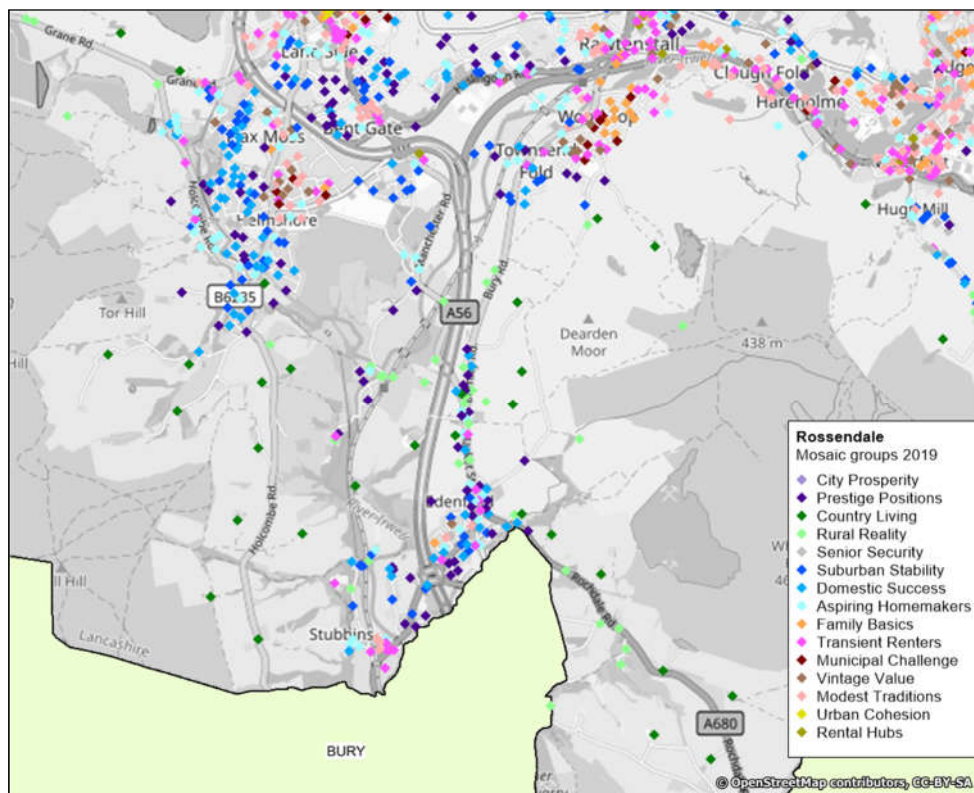
- ◀ The age of all RBC facilities and the extent to which they all, to a greater or lesser degree, require investment/ replacement.
- ◀ The undersupply of water space in the Borough and the swimming pools in the Authority that need either replacement or refurbishment.
- ◀ The need to increase capacity in existing school sports halls as well as improving quality – to enable key sports to thrive, grow and support/drive increased participation.
- ◀ The under-provision of introductory/recreational gymnastics opportunity.
- ◀ The need to ensure that settlement sports facilities/community and village halls are, and remain, accessible to those living in rural communities and older people.
- ◀ How greater impact can be made on the health and wellbeing of those living in areas of higher deprivation via better analyse and utilisation of user/membership to ascertain who is/is not currently using facilities. (The needs analysis would suggest that Rossendale's most deprived residents are both *per se* and proportionately making very limited use of Borough sport/leisure facilities).
- ◀ The need for access to sport and leisure facilities during the day to meet the needs of the growing older population – and the current/future importance of RLT run activity programmes to this segment of the population.
- ◀ Being ready to take the opportunity to support other developments (via planning, developer contributions and officer expertise) geared to improving sport and physical provision and activity in the wider community.
- ◀ How programming and pricing of facilities (in particular, the ability to access on a casual basis) can be made to be more relevant to those living in areas of higher deprivation and the Borough's more rural areas.
- ◀ How to drive increases in participation (challenging itself to innovate) by delivering high quality, varied programmes.

At this stage we would also envisage the strategy incorporating some form of specification related to how RBC should go about taking forward its overall stock. And provide an initial specification in respect of the more detailed feasibility work required to determine how best to cater for the finely balanced needs of residents across the borough going forward.

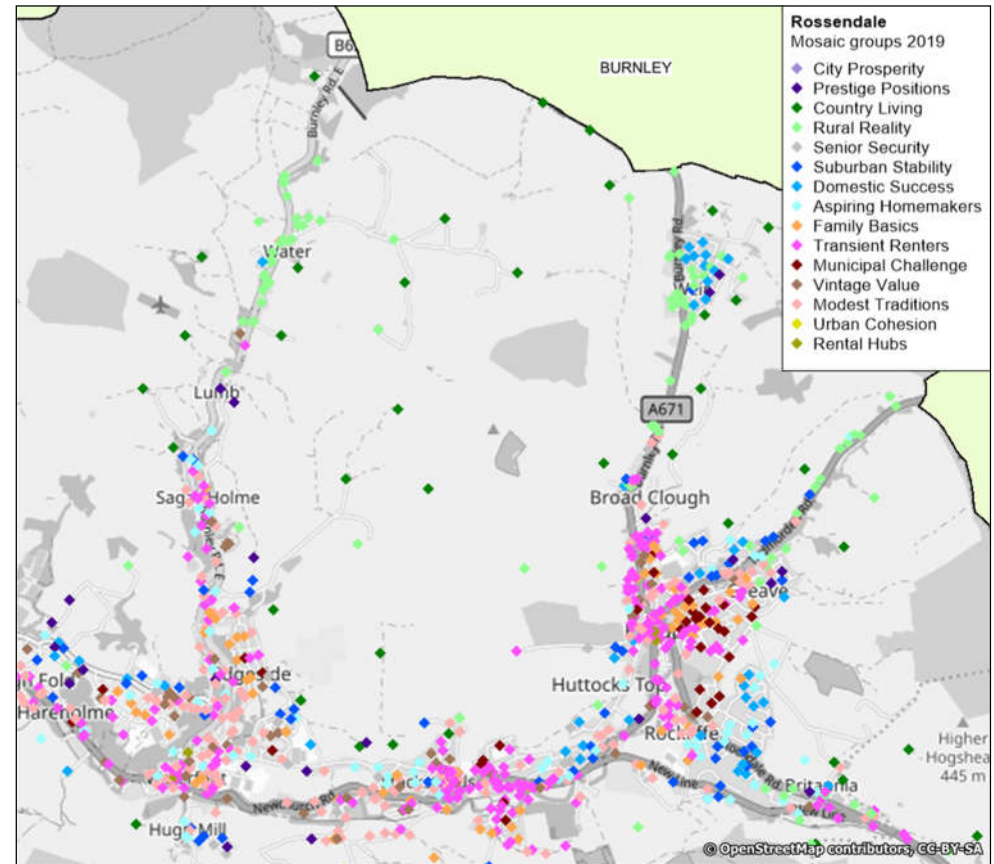
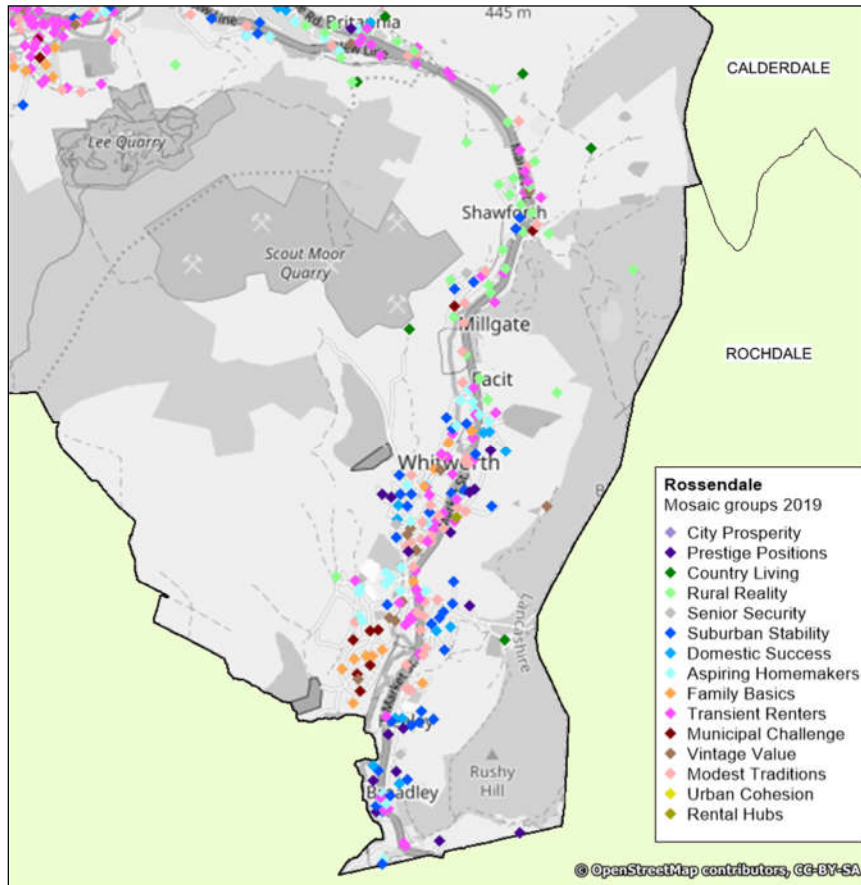
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APPENDIX 1: Figures and maps

Figure 2.15: Distribution of Mosaic segments in Rossendale

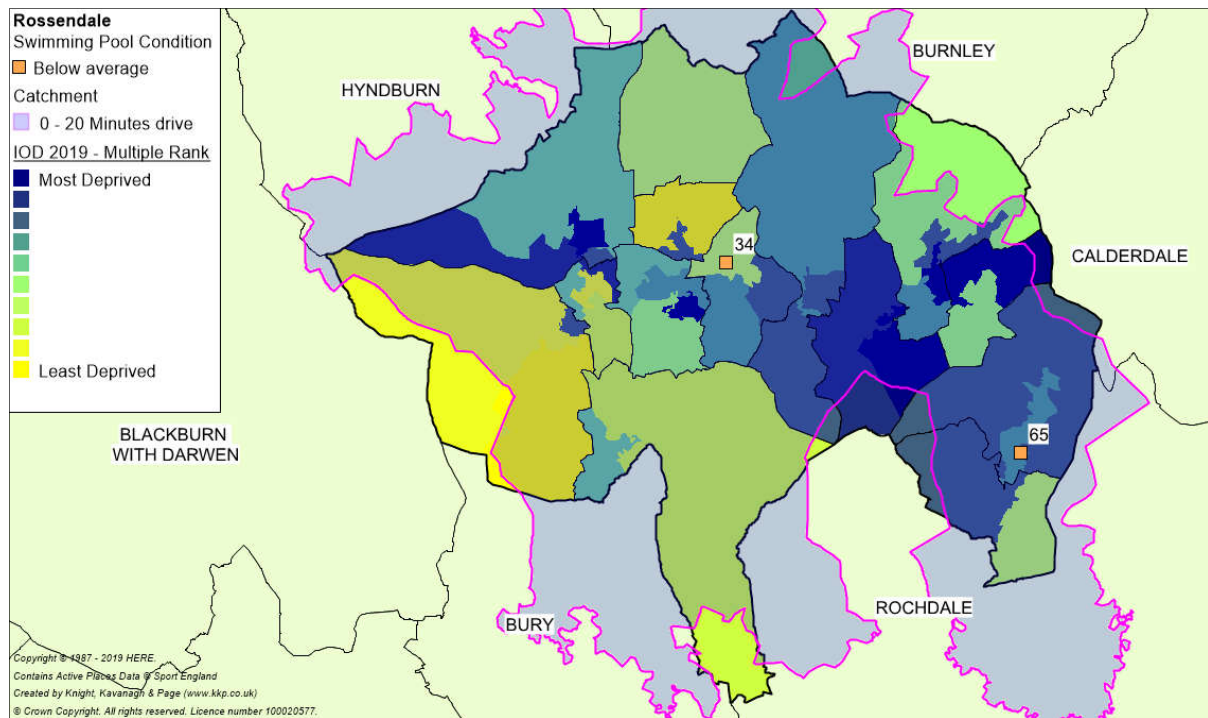


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Figure 6.4: All main pools with a 20 minutes' drive time



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APPENDIX 2: RL Trust membership distribution by local authority

Local Authority	Adrenaline Centre	Marl Pits (Learn to Swim)	Marl Pits LC	Pioneer Health Studio	Grand Total
Blackburn With Darwen	5	1	2		8
Bolton	2				2
Burnley	1	3	5	2	11
Bury	9	14	10		33
Calderdale				2	2
Chorley	1				1
Doncaster			1		1
Hyndburn	20	8	6	1	35
Manchester				1	1
Oldham		2			2
Pendle	1			1	2
Ribble Valley	2				2
Rochdale	1	2	3	7	13
Rossendale	706	359	752	282	2,099
Salford	2				2
South Lakeland			1		1
South Ribble			2		2
Wyre	1				1
Unknown	24	7	14	11	56
Grand Total	775	396	796	307	2,274

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APPENDIX 3: RL Trust membership analysis IMD 2019

Table 13.3: Adrenaline Centre Rossendale postcodes IMD 2019

IMD 2019 10% bands	Rossendale		Adrenaline Centre					
	Persons	Population %	Total #	Total %	Persons within 1 mile	Population within 1 mile (%)	Persons outside 1 mile	Population outside 1 mile (%)
0 - 10	8,473	12.2%	19	2.7%	6	1.2%	13	6.6%
10.1 - 20	5,830	8.4%	60	8.5%	56	11.0%	4	2.0%
20.1 - 30	15,550	22.4%	93	13.2%	59	11.6%	34	17.3%
30.1 - 40	8,923	12.9%	24	3.4%	0	0.0%	24	12.2%
40.1 - 50	5,623	8.1%	109	15.4%	75	14.7%	34	17.3%
50.1 - 60	5,590	8.1%	16	2.3%	0	0.0%	16	8.2%
60.1 - 70	7,444	10.7%	31	4.4%	0	0.0%	31	15.8%
70.1 - 80	3,751	5.4%	64	9.1%	47	9.2%	17	8.7%
80.1 - 90	4,383	6.3%	204	28.9%	204	40.0%	0	0.0%
90.1 - 100	3,851	5.5%	86	12.2%	63	12.4%	23	11.7%
Total	69,418	100.0%	706	100.0%	510	100.0%	196	100.0%

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Table 13.4: Marl Pits Leisure Centre Rossendale postcodes IMD 2019

IMD 2019 10% bands	Rossendale		Marl Pits Leisure Centre					
	Persons	Population %	Total #	Total %	Persons within 1 mile	Population within 1 mile (%)	Persons outside 1 mile	Population outside 1 mile (%)
0 - 10	8,473	12.2%	57	7.6%	14	5.1%	43	9.0%
10.1 - 20	5,830	8.4%	39	5.2%	0	0.0%	39	8.2%
20.1 - 30	15,550	22.4%	170	22.6%	71	25.8%	99	20.8%
30.1 - 40	8,923	12.9%	114	15.2%	47	17.1%	67	14.0%
40.1 - 50	5,623	8.1%	49	6.5%	21	7.6%	28	5.9%
50.1 - 60	5,590	8.1%	52	6.9%	1	0.4%	51	10.7%
60.1 - 70	7,444	10.7%	159	21.1%	78	28.4%	81	17.0%
70.1 - 80	3,751	5.4%	17	2.3%	0	0.0%	17	3.6%
80.1 - 90	4,383	6.3%	22	2.9%	0	0.0%	22	4.6%
90.1 - 100	3,851	5.5%	73	9.7%	43	15.6%	30	6.3%
Total	69,418	100.0%	752	100.0%	275	100.0%	477	100.0%

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Table 13.5: Pioneer Health Studios Rossendale postcodes IMD 2019

IMD 2019 10% bands	Rossendale		Pioneer Health Studios					
	Persons	Population %	Total #	Total %	Persons within 1 mile	Population within 1 mile (%)	Persons outside 1 mile	Population outside 1 mile (%)
0 - 10	8,473	12.2%	72	25.5%	61	38.1%	11	9.0%
10.1 - 20	5,830	8.4%	33	11.7%	18	11.3%	15	12.3%
20.1 - 30	15,550	22.4%	54	19.1%	23	14.4%	31	25.4%
30.1 - 40	8,923	12.9%	41	14.5%	17	10.6%	24	19.7%
40.1 - 50	5,623	8.1%	3	1.1%	0	0.0%	3	2.5%
50.1 - 60	5,590	8.1%	69	24.5%	41	25.6%	28	23.0%
60.1 - 70	7,444	10.7%	8	2.8%	0	0.0%	8	6.6%
70.1 - 80	3,751	5.4%	0	0.0%	0	0.0%	0	0.0%
80.1 - 90	4,383	6.3%	1	0.4%	0	0.0%	1	0.8%
90.1 - 100	3,851	5.5%	1	0.4%	0	0.0%	1	0.8%
Total	69,418	100.0%	282	100.0%	160	100.0%	122	100.0%

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APPENDIX 4: RL Trust age analysis

Table 13.6: All Rossendale users age group analysis by centre

Rossendale	0 - 10	11 - 20	21 - 30	31 - 40	41 - 50	51 - 60	61 - 70	71 - 80	81+	Unspecified	Total
Adrenaline Centre	0	44	140	137	132	98	31	17	0	176	775
Marl Pits (Learn to Swim)	0	0	57	210	98	20	10	1	0		396
Marl Pits LC	0	29	158	215	160	116	66	19	0	33	796
Pioneer Health centre	0	16	93	80	62	31	18	5	2		307
Total	0	89	448	642	452	265	125	42	2	209	2,274

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APPENDIX 5: ADDITIONAL MAPS

Rossendale swimming pools, a 20 minute drive time and swimming pools located within neighbouring authorities

