



GRAVESHAM BOROUGH COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

REPORT: MARCH 2016

Integrity, Innovation, Inspiration

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Client comments	AW/AH	December 2015
Final approval		

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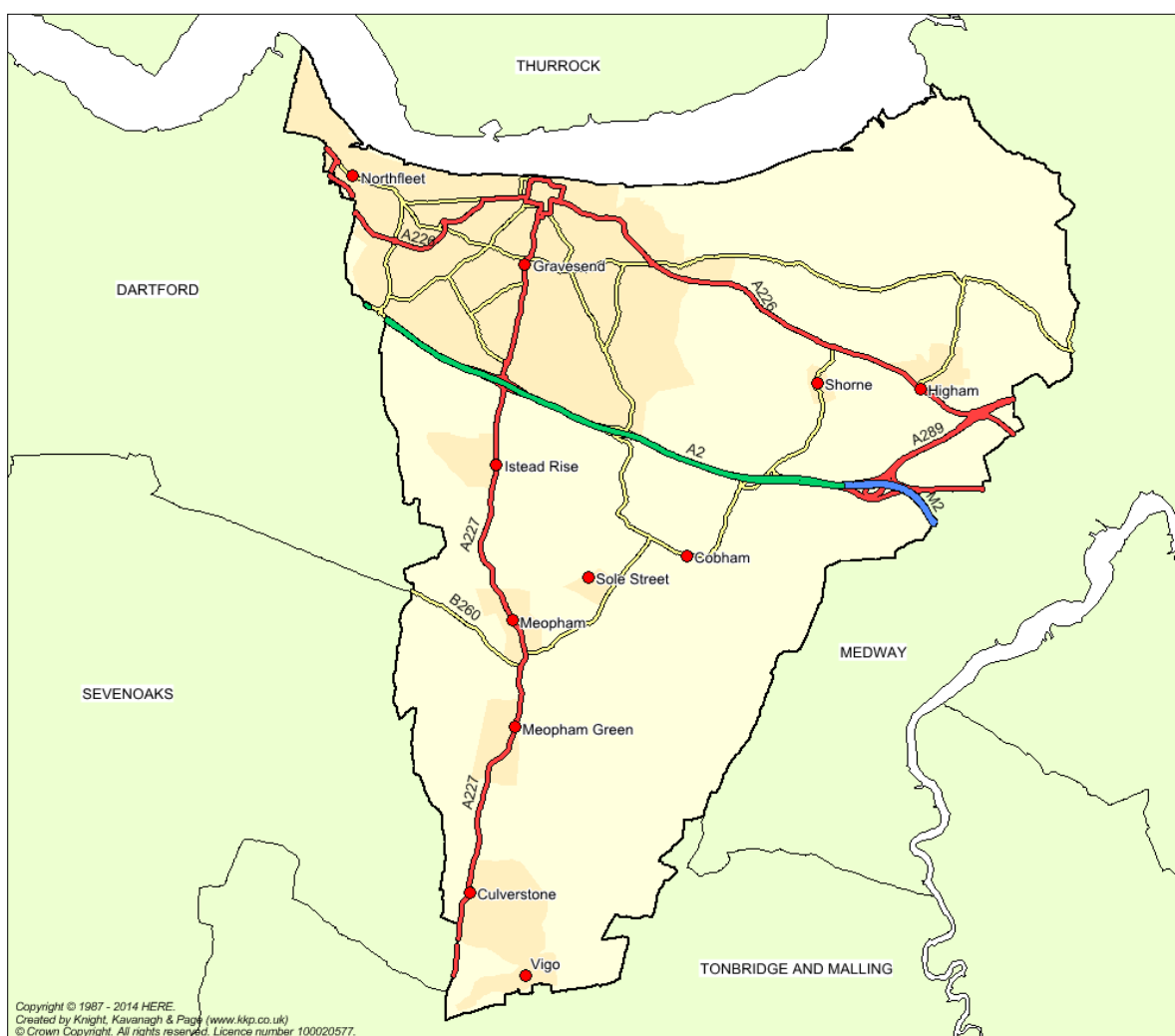
SECTION 1: INTRODUCTION

1.1 Background

KKP was appointed by Gravesham Borough Council (GBC) to undertake an assessment of open spaces, playing pitches and the formal indoor sports facility needs in the Borough to assist it to strategically plan for the future. This report provides a detailed assessment of current provision of indoor and built sports facilities, identifying needs and gaps in provision (open space and playing pitch reports will follow separately).

Gravesham is a local government district with borough status in northwest Kent. It is located on the south bank of the River Thames approximately 32km (20 miles) east of London. Covering an area of 105 km² (40 square miles) it stretches from the River Thames in the north to the crest of the North Downs in the south. The Borough has an urban rural split; the rural area to the south and east of Gravesend, makes up 78% of the whole authority area and is virtually all Green Belt land.

Figure 1.1: Gravesham Borough Council main towns and villages



Settlements in Gravesham include Gravesend (including Chalk) and Northfleet, the towns at the heart of the Borough, and the rural and semi-rural villages of Cobham, Culverstone, Harvel, Higham, Istead Rise, Luddesdown, Meopham, Shorne, Sole Street and Vigo.

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The Authority borders the Borough of Dartford and Sevenoaks District to the west, the Borough of Tonbridge and Malling to the south and the Medway Unitary authority to the east; Thurrock Unitary authority in Essex is due north on the opposite bank of the River Thames. Gravesham Borough has a population of 105,261 of which 51,954 are males and 53,307 are females (according to mid-year estimate 2014).

The Borough has a rich historic built environment, much of which derives from its extensive maritime, military, industrial and transport history. This includes conservation areas in both the older parts of Gravesend and Northfleet and in a number of the rural settlements. Gravesham also has significant natural resources.

These include sites of international and national significance for wildlife such as the Thames Estuary and Marshes as well as local wildlife sites. It also includes the Kent Downs Area of Outstanding Natural Beauty; a nationally important landscape as well as large areas of accessible countryside.

1.2 Scope of the project

This Assessment Report provides detail as to what indoor and built sports facilities exist in the Borough, their condition, location, availability and overall quality. It considers the demand for facilities based on population distribution, planned growth and also takes into consideration health and economic deprivation. The facilities / sports included are: sports halls, swimming pools, health and fitness, studios, squash and cycling; it also covers indoor bowls despite there being no specialist indoor facility for the sport in the locality. In delivering this report KKP has:

- ◀ Individually audited identified sports halls (conventional i.e. 3+ court halls as per Sport England definitions), swimming pools (minimum length 20m), health and fitness facilities (including, within reason, dance studios) and squash courts (public, private and voluntary sector owned/managed).
- ◀ Analysed the supply and demand of facilities to identify gaps in provision and opportunities for improved provision.
- ◀ Sought to ensure that delivery of leisure facilities is undertaken with full reference to the corporate strategies of the Council and other relevant strategic influences.
- ◀ Identified areas of good practice, gaps in provision and opportunities for improved service in order to drive up participation levels.

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

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

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The specific tasks addressed within the study include:

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

1.3 Report structure

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

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

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

- ◀ Section 2 - a review of background policy documentation at national, regional and local levels and a profile of the population and socio-demographic characteristics of the borough.
- ◀ Section 3 - description of methodology employed to review indoor provision.
- ◀ Section 4 - review of sports hall provision.
- ◀ Section 5 - review of swimming pool provision.
- ◀ Section 6 - review of health and fitness provision and analysis of membership data.
- ◀ Section 7 - review of cycling provision.
- ◀ Section 8 - review of indoor bowling.
- ◀ Section 9 – review of squash
- ◀ Section 10 – review of village and community halls
- ◀ Section 11 - identification of strengths, weaknesses, opportunities and threats, followed by strategic recommendations.

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SECTION 2: BACKGROUND

2.1 National context

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

Figure 2.1: ANOG model



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

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

By 2017, Sport England aspires to have transformed sport in England so that it is a habit for life for more people and a regular choice for the majority. The strategy will:

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

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

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

Sporting Future: A new strategy for an active nation (DCMS)

The Government has, (December 2015), published its strategy for sport. This extends beyond measures of participation and related activities. It confirms the recognition and understanding that sport makes a positive difference through broader means and that it will help the sector to deliver five simple but fundamental outcomes: physical health, mental health, individual development, social and community development and economic development.

In order to measure its success in producing outputs which accord with these aims it has also adopted a series of 23 performance indicators under nine key headings, as follows:

- ◀ More people taking part in sport and physical activity.
 - ◀ More people volunteering in sport.
 - ◀ More people experiencing live sport.
 - ◀ Maximising international sporting success.
 - ◀ Maximising domestic sporting success.
 - ◀ Maximising domestic sporting success.
 - ◀ A more productive sport sector.
 - ◀ A more financially and organisationally sustainable sport sector.
 - ◀ A more responsible sport sector.
- (see appendices for summary outputs and key indicators paper).

It should also be noted that Sport England is also in the process of developing a new strategy in response to the DCMS strategy and this is likely to be available for public consultation early in 2016.

National Planning Policy Framework 2012

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

- ◀ Economic
- ◀ Social
- ◀ Environmental

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

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

Economic value of sport to the nation

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

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

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

Participation in sport can contribute to reductions in crime and anti-social behaviour, particularly among young people. It can also have a net impact on the environment; where, for example, more people are encouraged to walk and cycle, emissions and congestion can reduce. In summary, sport provides a range of economic and health benefits to the South East region, Gravesham and its local resident population and helps to provide jobs and opportunities to spectate and participate in physical activity.

Public Health England: Everybody Active, Everyday

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

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

Investment in school sport

Government funding (of £150million) for school sport (Sport Premium) ran for two years from March 2013. It comprises funding from various Government departments including Department for Education, the Department of Health and the Department for Culture, Media and Sport. The strategy was to put funds directly into the hands of primary school head teachers for them to spend on sport. Schools were measured by Ofsted on how well they use it to improve the quality and breadth of PE and sporting provision, including increasing participation in PE and sport so that all pupils develop healthy lifestyles and reach the performances levels of which they are capable.

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Priority School Building Programme (PSBP)

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

Summary of national context

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

2.2 Local context

Gravesham's Corporate Plan 2015-19

The Borough's Corporate Plan 2015-19 sets out GBC's vision for the next four years and the framework and principles within which all council activity will be based. Its vision is for a safer, stronger, sustainable Gravesham. It encompasses three primary community focused objectives each with their own portfolio of activities and initiatives; together these objectives work with each other to the benefit of the local community

Figure 2.2: Overview of GBC Corporate Plan



Within the Stronger Gravesham section there are a number of key themes and commitments. The key theme of community wellbeing is important as it identifies delivering an improved leisure offer; activities and facilities that increase sporting participation rates and address local health inequalities. It also suggests the establishment of a programme of targeted community events and engagement opportunities to develop a more cohesive community.

Given the challenge of reduced government funding, to be successful in realising its vision, each core community objective will be underpinned and delivered by an ambitious final objective; the creation of a sound and self-sufficient council (identified in Figure 2.2).

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Gravesham's Local Plan Core Strategy 2011-2028

The Local Plan is a key part of the Government's planning system. It consists of a collection of local development documents including Development Plan Documents (DPDs) and Supplementary Planning Documents (SPDs). In Gravesham Borough, the Local Plan will consist of the Core Strategy and a Site Allocations and Development Management Policies document. In addition, the Council is considering a number of supplementary planning documents.

The Core Strategy is supported by a comprehensive evidence base collated throughout the development of the document. This will be subject to ongoing review and updates during the life of the Strategy in line with national policy, particularly to take account of demographic information. It provides a robust technical understanding of how the Council's policies, and external circumstances, are shaping and influencing the Borough and inform the need for future policy review. The Council has assessed the facilities and services available in the Borough's settlements to identify which are more sustainable. The results are reflected in the settlement hierarchy below:

Table 2.1: Tiered settlements with definitions for Gravesham

Tier	Settlements
First tier settlements	Gravesend/Northfleet/Ebbsfleet, i.e. the urban area
Second tier settlements	Istead Rise, Hook Green Meopham, Higham
Third tier settlements:	Culverstone Green, Meopham Green, Vigo
Fourth tier settlements:	Cobham, Shorne, Sole Street
Other settlements	Harvel, Lower Higham, Luddesdown, Lower Shorne, Shorne Ridgeway, Three Crutches

Source: Gravesham Local Plan Core Strategy 2014

The Local Plan Core Strategy also identifies that opportunities to improve health and accessibility will have been seized by the provision of better facilities for recreation, sport, walking and cycling. A Green Infrastructure network will have been created to improve the quality of life, provide benefits to wildlife, protect the landscape and improve access for leisure and sustainable travel purposes particularly within the Gravesend/Northfleet urban area, between the urban area and the rural area and along the River Thames. This is translated into strategic policies and objectives. The primary one in relation to this report is:

Strategic Objective 15: Improve opportunities for recreation, sport, walking and cycling which relates to policies CS01 - Sustainable Development, CS11 – Transport, CS12 - Green Infrastructure and CS13 - Green Space Sport and Recreation

Joint Health & Wellbeing Strategy (JHWS) for Kent

The JHWS sets out the vision for improving the health and wellbeing of local people with a view to having the best possible health and well-being for Kent residents. The vision is: *To improve health and wellbeing outcomes, deliver better coordinated quality care, improve the public's experience of integrated health and social care services, and ensure that the individual is involved and at the heart of everything it does.* The required outcomes, as informed by the Joint Strategic Needs Assessment (JSNA), are:

- ✦ Every child has the best start in life.
- ✦ Effective prevention of ill health by people taking greater responsibility for their health and wellbeing.
- ✦ The quality of life for people with long term conditions is enhanced and they have access to good quality care and support.
- ✦ People with mental health issues are supported to 'live well'.
- ✦ People with dementia are assessed and treated earlier, and are supported to live well.

Each of these is examined through the prism of the four identified priorities which are to:

- ✦ Tackle key health issues where Kent is performing worse than the England average.
- ✦ Tackle health inequalities.
- ✦ Tackle the gaps in provision.
- ✦ Transform services to improve outcomes, patient experience and value for money.

In the work that takes place over the coming years, all developments should test themselves against the three approaches identified in 2014, namely that Kent County Council (KCC) should ensure that services are person centred, part of integrated provision and procured via integrated commissioning.

Kent Sport and Physical Activity Service

The Kent Sport and Physical Activity Service (Kent Sport) aims to boost participation in sport and physical activity, in order to improve the health and wellbeing of Kent residents. Kent Sport is one of the 45 county sports partnerships in England. Together they form the County Sports Partnership Network (CSPN) that is committed to working together to increase the number of people taking part in sport and physical activity by coordinating the delivery of a variety of nationally funded programmes in each respective geographical area.

Kent Sport reports its successes as including:

- ✦ 13,167 11-25 year olds involved in Sportivate to date.
- ✦ 850 coaches registered on the Kent Coaches Register.
- ✦ 1,600 talented performers in Kent supported in the last five years.
- ✦ 451 clubs accredited through the Clubmark scheme.
- ✦ 10,500 children and young people involved in Kent and Sainsbury's School Games.
- ✦ £2.8m of external funding levered into sport in Kent in 2013/14.

It does this in partnership funded via various sources including KCC and Sport England and coordinates its work through the Kent and Medway Sports Board. It aims to:

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- ◀ Help Kent residents to be active.
- ◀ Secure funding for sport and physical activity.
- ◀ Support the voluntary and community sector.
- ◀ Coordinate, network and communicate.
- ◀ Ensure quality within its work.

Programmes include Sportivate, satellite clubs, School Games and Active Workplaces.

Development

The Gravesend and Northfleet urban area is the main location for housing and employment in the borough; where most future growth is focused. This includes part of the area for the proposed Ebbsfleet Garden City and London Paramount entertainment resort. These major developments, along with others such as the Heritage Quarter and the land north of Coldharbour Road are likely to increase the quantity and quality of sports and recreation facilities in the Borough. In addition to attracting more residents, London Paramount and Ebbsfleet Garden City are likely to lead to a significant increase in the working population.

London Paramount entertainment resort

The site (including the access corridor to the A2) totals approximately 545 hectares. It is principally based on the Swanscombe Peninsula on land to the east of Ingress Park, between the A226 and the River Thames. The proposed site offers direct access to London and transport hubs link Swanscombe to the rest of the UK and Europe. Ebbsfleet Development Corporation is working with Dartford and Gravesham councils to create a comprehensive masterplan for the site. The Entertainment Resort has been accepted by the UK Government as the first 'business or commercial project' to be considered a Nationally Significant Infrastructure Project (NSIP). It is likely to contain some or all of the following:

- | | | |
|---|--|-----------------------------------|
| ◀ Theme park | ◀ 1,500 seat theatre | ◀ Range of hotels |
| ◀ Entertainment resort | ◀ Art-house style cinema | ◀ Food & beverage outlets |
| ◀ Large indoor water park | ◀ Creative business space | ◀ Transport improvements |
| ◀ Landscaping such as ponds and canals | ◀ 14,000 parking spaces | ◀ Enhanced flood defences |
| ◀ Waste management and power generation | ◀ Improvements to public footpaths, cycle routes | ◀ Emergency and security features |
| ◀ Green network of environmental and wildlife habitat creation | | |
| ◀ Indoor event space for conferences, exhibitions, sporting events etc. | | |

Ebbsfleet Garden City

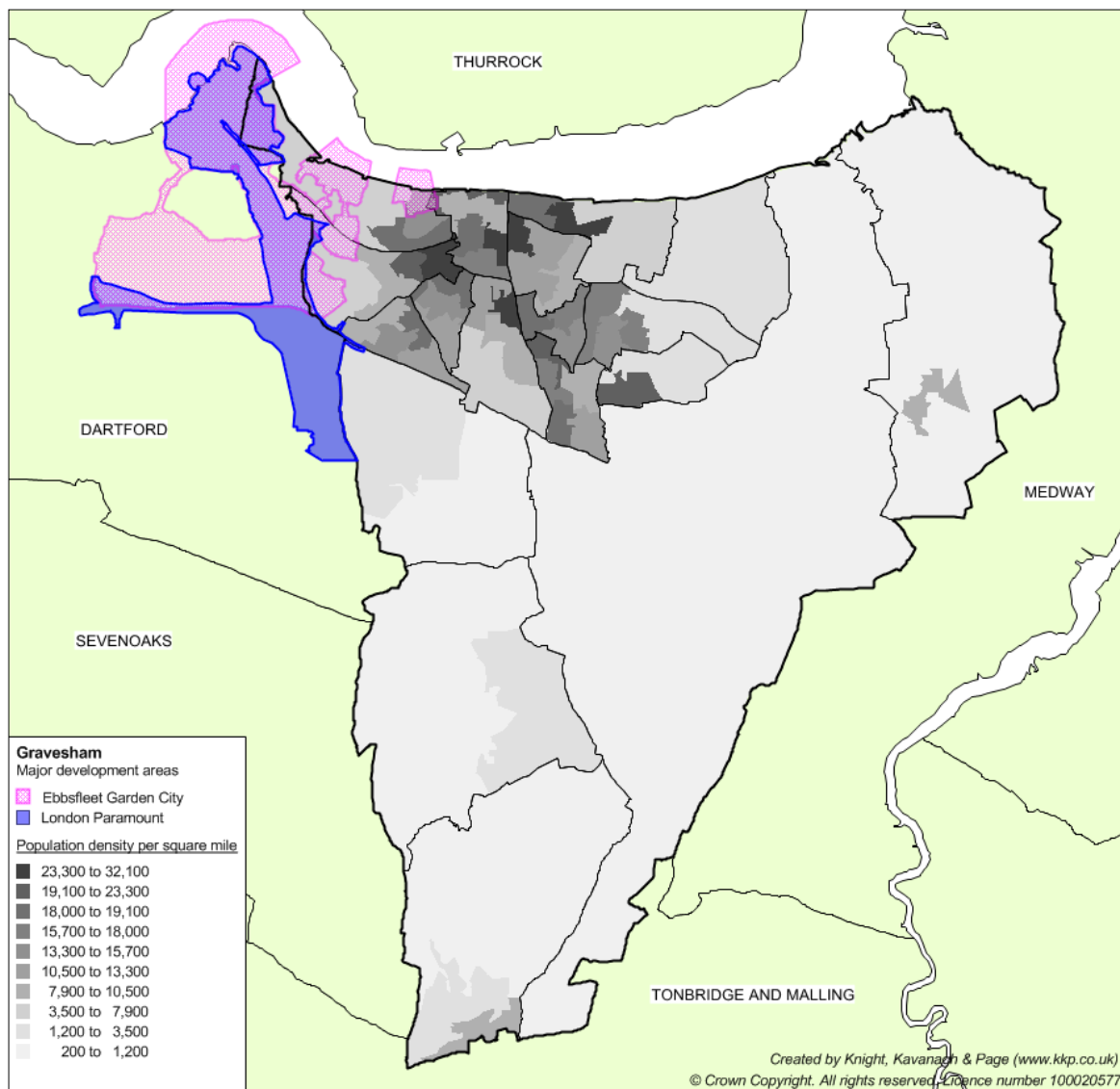
In the 2014 Budget, the government announced plans to create a new locally-led garden city at Ebbsfleet, Kent, capable of providing up to 15,000 new homes based predominantly on brownfield land, or former quarries.

The government is seeking not only to increase the pace of development, but also to create high quality development. To build homes that are supported by local employment opportunities, green space and the necessary infrastructure, so that Ebbsfleet becomes a place where people want to live, work and raise families.

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Following a Government consultation on the creation of the urban development corporation, the area in which it will operate, the planning powers it will have, and the composition of the board, the Government established a development corporation at Ebbsfleet in April 2015 which received planning powers on 1 July 2015.

Figure 2.3: Ebbsfleet Garden City and London Paramount development areas.



Ebbsfleet Garden City has also been designated (1st March 2016) as one of the ten NHS-supported 'healthy new towns' across the country, covering more than 76,000 new homes with potential capacity for approximately 170,000 residents.

The NHS will help shape the way these new sites develop, so as to test creative solutions for the health and care challenges of the 21st century, including obesity, dementia and community cohesion. NHS England is bringing together clinicians, designers and technology experts to reimagine how healthcare can be delivered in these places, to showcase what's possible by joining up design of the built environment with modern health and care services, and to deploy new models of technology-enabled primary care

Summary of local context

The core message running through local strategies is the requirement to ensure that:

- ◀ Opportunities are made available to/for all Kent residents to take part in physical activity to contribute positively to the health and wellbeing of all residents.
- ◀ There is an appropriate response to increasing pressure on finances and resources within GBC and KCC as local government finance is put under further pressure.
- ◀ GBC works with partners to ensure that facilities and infrastructure are provided to support sustainable communities in the Borough.
- ◀ Facilities and programmes of activity will continue to contribute to reducing health inequalities across the Borough for all age groups.
- ◀ Informed planning ensures that increases in population (particularly at the Ebbsfleet and London Paramount developments) are planned for as they are likely to put major pressure on local sports and leisure facilities.

This will only be achieved via targeting increasingly scarce resources. It is, thus, essential that indoor sports halls, swimming pools and health and fitness venues are accessible and available to the community and that the 'offer' is developed based on the needs of local communities.

2.3 Demographic profile

The following is a brief summary, based on KKP's area profile for the Borough (see Appendix 1 for full detail). It is drawn from data taken from nationally recognised sources such as the Office for National Statistics (ONS), NOMIS, Sport England and Experian.

As noted above, the total population of the borough is 105,261, of which 51,954 are male and 53,307 are female (Midyear estimate 2014). There is a lower proportion of 55-74 year olds. There are, however, more in the age groups from 0-19. As a combination of factors it suggests careful consideration should be given to the pitching of sports and physical activity offers within the area. As such, Sport England's segmentation model may be interpreted in relation to this age structure (see later).

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

In broad terms, Gravesham's ethnic composition closely reflects that of England as a whole. According to the 2011 Census, the largest proportion (82.8%) of the local population classified their ethnicity as White; this is slightly lower than the comparative England rate of 85.4%. The next largest population group (by self-classification) is Asian, at 10.4% this is higher than the national equivalent (7.8%).

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

Crime data is unavailable for Gravesham alone as it is included in the Dartford and Gravesham police force area. During the 12 months to June 2015 the rate for recorded crimes per 1,000 persons in Dartford and Gravesham was 74.5; this is higher than the equivalent rate for England and Wales as a whole which was 62.9. The local crime rate has increased since 2012, by around 13.5% whereas it has decreased over the same period by around 5.0% across England & Wales.

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Income and benefits dependency

The median figure for full-time earnings (2014) in Gravesham is £27,903; the comparative rate for the South East is £29,484 (+5.7%) and for Great Britain is £27,082 (-2.9%).

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

Relative to other parts of the country Gravesham experiences similar levels of deprivation; with 30.5% of the Borough's population falling within the areas covered by the country's three most deprived cohorts compared to a national average of c.30%. Conversely, 22.7% live in the three least deprived groupings compared to a 'norm' of c.30%.

The position for health is better with just over one in seven of Gravesham's population (14.5%) falling within the areas covered by the three most deprived cohorts, this compares to a national average of c.30%. Conversely, 46.4% live in the three least deprived groupings compared to a 'norm' of c.30%.

Figure 2.4: Index of multiple deprivation

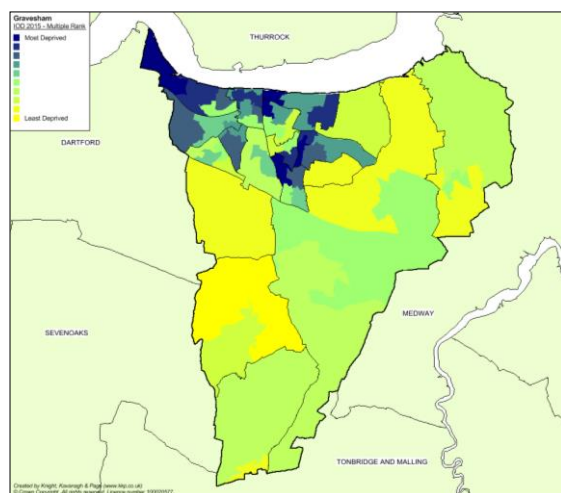
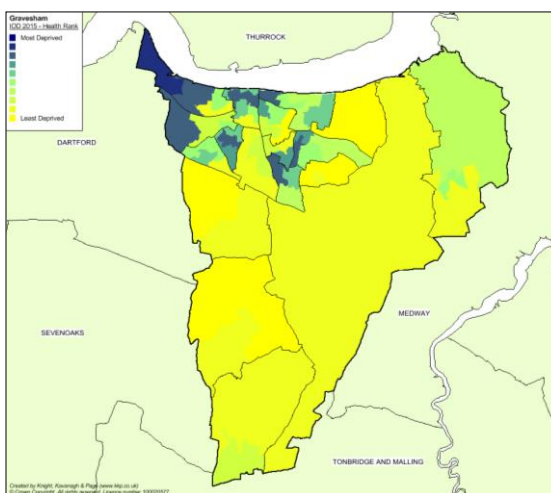
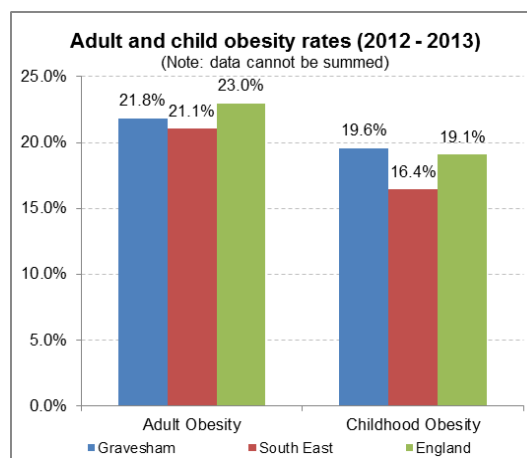


Figure 2.5: IMD Health domain



Health data

In keeping with patterns seen alongside lower levels of health deprivation, life expectancy in Gravesham is higher than the national figure; the male rate is currently 79.7 compared to 79.4 for England, and the female equivalent is 83.3 compared to 83.1 nationally.¹



¹ Office of National Statistics: Life Expectancy at Birth by local areas in the United Kingdom, 2013.

Weight and obesity

Obesity is widely recognised to be associated with health problems such as type 2 diabetes, cardiovascular disease and cancer.

Nationally, NHS costs attributable to those who are overweight and obese² are projected to reach £9.7 billion by 2050, with wider costs to society estimated to reach £49.9 billion per year. These factors combine to make the prevention of obesity a major public health challenge. Adult and child obesity rates in Gravesham are, however, below the national averages.

As with many other areas, obesity rates increase significantly between the ages of 4 and 11. Fewer than one in 10 (9.7%) children in Gravesham are obese in their Reception Year at school and 14.9% are overweight; by Year 6; these figures have risen to just under one in five (19.6%) being obese and 16.2% being overweight. In total, by Year 6, over a third (35.8%) are either overweight or obese.

Health costs of physical inactivity

The British Heart Foundation (BHF) Promotion Research Group has reviewed the costs of avoidable ill health 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.

When compared to regional and national costs per 100,000, Gravesham (£1,602,766) is 11.8% below the national average (£1,817,285) and 1.4% above the regional average (£1,580,313).

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

Active People Survey

Sport England's Active People Survey 8 (APS 8) (Oct 2013 – Sept 2014) produced the following key findings for Gravesham:

- ▶ Participation - just fewer than four in 10 (39.0%) of adults participated in at least 1 x 30 minutes moderate intensity sport per week. This was above national (36.1%) and regional (37.6%) averages. It was also above all of its 'nearest neighbours' which ranged from 29.5% to 36.9%.
- ▶ Sports club membership - just over one quarter (25.3%) are members of a sports club, based on the four weeks prior to the APS. This is above the national (21.5%) and regional (24.2%) rate and is above all but one of its 'nearest neighbours'.
- ▶ Sports tuition – fewer than one in seven (13.8%) received sports tuition during the 12 months prior to the AP survey. This was below regional and national averages. It is also below two of its 'nearest neighbours'.

² In adults, obesity is commonly defined as a body mass index (BMI) of 30 or more. For children in the UK, the British 1990 growth reference charts are used to define weight status.

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(Statistical 'nearest neighbours' are based on a CIPFA (the Chartered Institute of Public Finance and Accountancy) model. The model applies a range of socio-economic indicators, including population, unemployment rates, tax base per head of population, council tax bands and mortality ratios upon which the specific family group (nearest neighbours) is calculated. This allows benchmark comparisons to be made).

Active People and Sport England (SE) segmentation make it possible to identify the top five sports in any area; within Gravesham the five most popular activities are gym, swimming, cycling, fitness and conditioning and football. As with many other areas, gym and swimming are popular and known to cut across age groups and gender. Table 2.2 indicates that, in Gravesham, just over one in 10 adults go to the gym, on average, at least once a month. The next most popular activity is swimming in which 9.4% of adults take part on a relatively regular basis.

Table 2.2: Most popular sports comparing Gravesham, South East and England

Sport	Gravesham		South East		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Gym	8.5	10.7%	752.6	10.9%	4,622.7	10.9%
Swimming	7.5	9.4%	843.8	12.2%	4,896.9	11.5%
Cycling	7.5	9.4%	657.6	9.5%	3,458.9	8.1%
Fitness & Conditioning	7.0	8.8%	458.0	6.6%	2,854.7	6.7%
Football	6.9	8.6%	399.5	5.8%	2,689.7	6.3%

Source: APS8

Table 2.2 indicates further that whilst going to the gym and swimming are below regional and national averages, cycling is comparable with the south east but better than national rates. Both football and fitness and conditioning also appear to be more popular than the equivalent regional and national averages.

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

Market Segmentation Model

Sport England's market segmentation provides an insight into individual sporting behaviours. Nineteen different segments have been identified and each is given a pen name and a brief description (see Appendix 1). Profiles cover a wide range of characteristics, from gender and age to the sports that people take part in, other interests, the newspapers that they read etc.

Knowing the most dominant segments can help direct provision and programming. Segmentation also enables tailored interventions, good communication with target markets and a better understanding of participation in the context of life stage and life cycles.

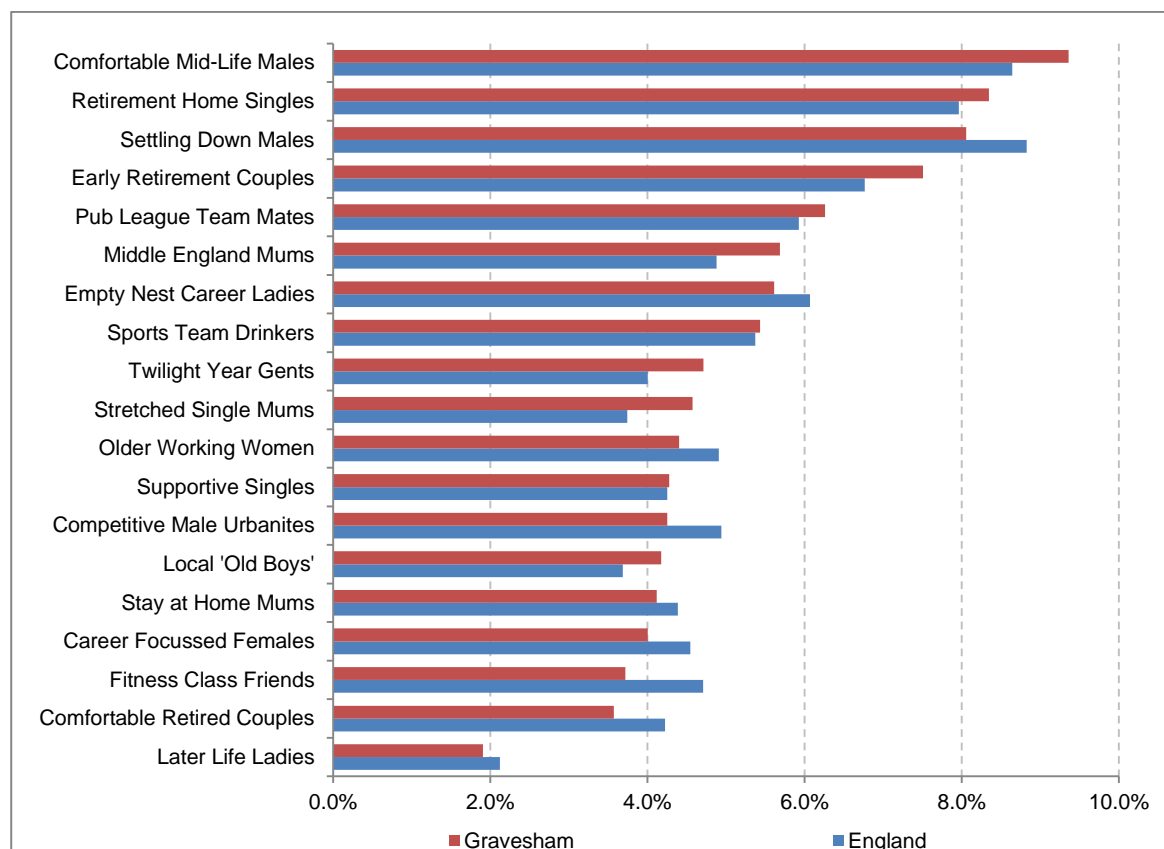
The segmentation profile for Gravesham indicates 'Comfortable Mid-Life Males' to be the largest segment of the adult population at 9.36% (7,089) compared to a national average

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of 8.65%. This is closely followed by 'Retirement Home Singles' and 'Settling Down Males'.

At the other end of the spectrum, there are fewest 'Later Life Ladies' with just under 2% (similar in percentage to the national average), Comfortable Couples (under 4%) and 'Fitness Class Friends'.

Figure 2.7: SE segmentation – Gravesham compared to England



Mosaic

(Data source: 2014 Mosaic analysis, Experian)

Mosaic 2014 (please see Appendix 1: District Profile for further information) is a similar consumer segmentation product and classifies all 25.2 million households into 15 groups, 66 household types and 238 segments. This data can be used to paint a picture of UK consumers in terms of their social-demographics, lifestyles, culture and behaviour and tends to be used to draw out population characteristics for the backdrop to library usage and other non-sporting activities. Table 2.3 shows the top five mosaic classifications in Gravesham compared to the country as a whole. The dominance of these five segments can be seen inasmuch as they represent over half (54.6%) of the population compared to a national equivalent rate of 37.7%.

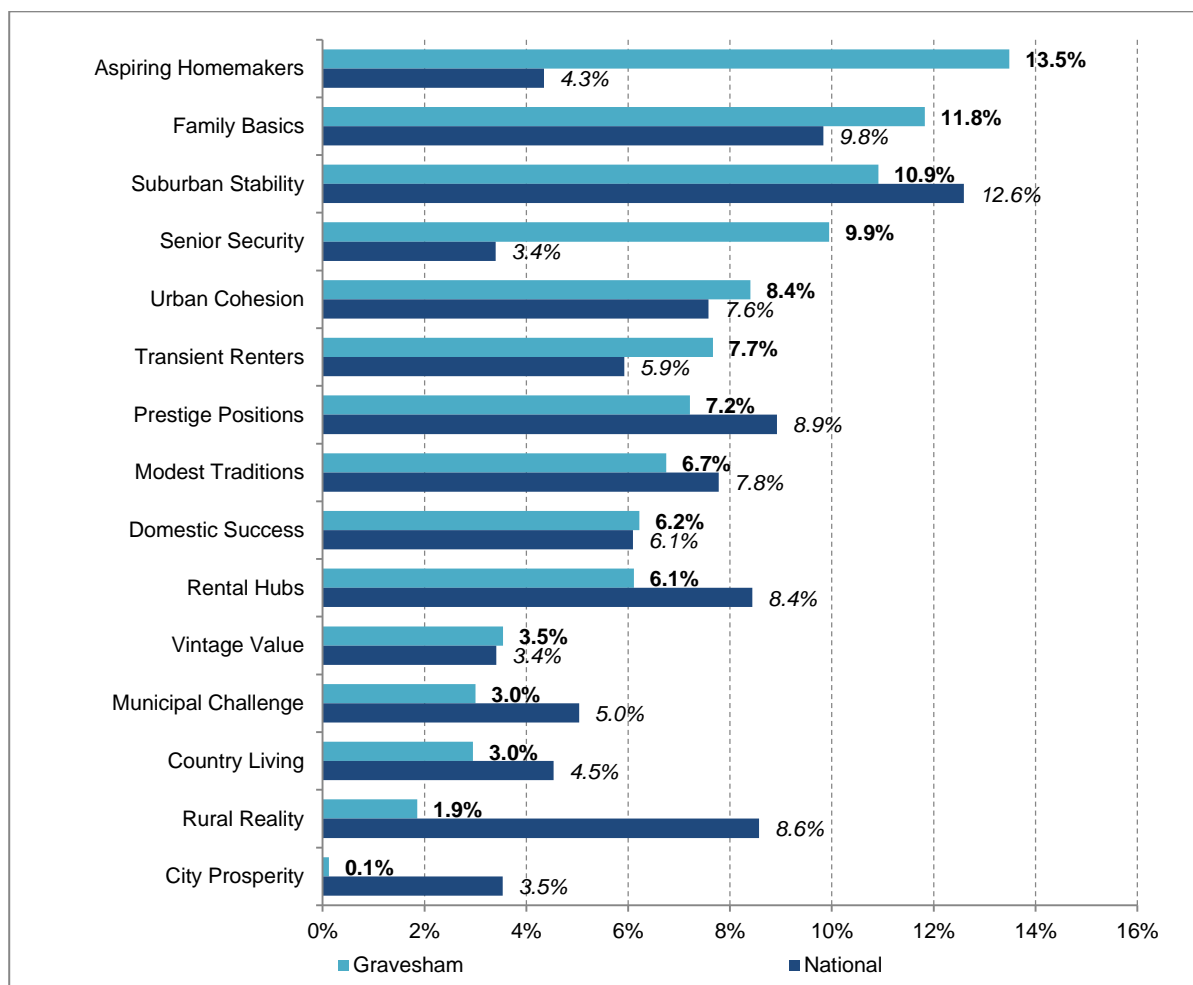
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Table 2.3: Mosaic – main population segments in Gravesham

Mosaic group description	Gravesham		National %
	No.	%	
1 - Aspiring Homemakers	13,966	13.5%	4.3%
2 - Family Basics	12,249	11.8%	9.8%
3 - Suburban Stability	11,300	10.9%	12.6%
4 - Senior Security	10,304	9.9%	3.4%
5 - Urban Cohesion	8,697	8.4%	7.6%




The largest segment profiled for Gravesham is Aspiring Homemakers; at 13.5% of the adult population in the area, over three times the national rate (4.3%). This group is defined as younger households who have, often, only recently set up home. They usually own their homes in private suburbs, which they have chosen to fit their budget.

Figure 2.8: Mosaic segmentation – Gravesham compared to England



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Table 2.4: Dominant Mosaic profiles in Gravesham

Aspiring Homemakers		Younger households who have, often, only recently set up home. They usually own their homes in private suburbs, which they have chosen to fit their budget.
Family Basics		Families with children who have limited budgets and can struggle to make ends meet. Their homes are low cost and are often found in areas with fewer employment options.
Suburban Stability		Typically mature couples or families, some enjoying recent empty-nest status and others with older children still at home. They live in mid-range family homes in traditional suburbs where they have been settled for many years.

Population projections

A range of tools can help to identify and assess future populations. The main two considered in this report are ONS and KCC's housing-led population forecast.

ONS: Strategic planning (2012 to 2037³)

The most recent ONS projections indicate a rise of 19.6% in Gravesham's population (20,150) during the 25 years from 2012 to 2037. Over this extended timeframe fluctuations rise and fall at different points across most age groups. Several key points for Gravesham are outlined below:

- There is a progressive rise in the number of 0-15 year olds, rising by 2,391 (11.4%) over the first half of the projection (to 2028). This will place pressure on differing types of sporting, educational and cultural provision (facility and services) by age, gender and sub-groups of the cohort.
- In contrast, there is a predicted decline of 0.2% in the number of 16-24 year olds, in the first period followed by growth back in the second. Consequently, Sport England's target to 'increase the number of 14-25 year olds playing sport once a week' may prove difficult during the first period as numerical stasis would represent a marginal increase.
- There is a continuous increase in the numbers of persons aged 65+. This takes the form of an increase of 34.6% (5,931) in the first period with a continued rise to 60.4% (10,366) between 2012 and 2037. While the age group represented 16.7% of Gravesham's population in 2012 it is projected to be 22.4% of the total by 2037; approaching one quarter of the population.

KCC's housing-led population forecast

These are simply representations of what might happen in the future if trends observed at that point in time continue to play out as assumed. As a result, these projections cannot be relied upon as fact, and actual results may end up being significantly different to what the scenarios suggest will happen.

³ Office for National Statistics 2012-based population projections (data released May 2014)

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Lead scenario	Explanation
Population Led Scenarios	With population as a driving factor, these scenarios assess past levels of fertility, mortality and migration, and project what might happen to the population in the future should these continue. Age and gender specific projections are produced alongside projections for associated numbers of dwellings and households needed to support the projected population.
Dwelling Led Scenarios	With dwellings as a driving factor, these scenarios make assumptions about what is expected to happen to numbers of dwellings in the future (i.e. what the level of future dwelling completions might be in an area). The population projections produced by the software then reflect the associated population that would be required to live in the dwellings projected.
Labour Force Led Scenarios	With the labour force as a driving factor, these scenarios look at what is expected to happen in the future in terms of numbers of jobs in an area. The population, household and dwelling projections produced by the model reflect the associated number of people and houses that would be needed to support these changes in the number of jobs.

Housing numbers are based on Gravesham's adopted Local Plan Core Strategy. As this Strategy forecast extends to 2033 there has been a need to extend all of the Kent districts' housing provision to 2033. This has been done assuming an annual housing provision based on a 10-year average of past completions.

Table 2.5: KCC's housing led population forecast for Gravesham

Population forecast	2013	2028	2033	Increase 2013-2028	Increase 2013-2033
0-14 years	19,800	21,200	20,900	7.1%	5.6%
15-24 years	13,100	13,000	13,300	-0.8%	1.5%
25-54 years	42,300	42,000	42,700	-0.7%	0.9%
55-64 years	11,000	14,000	13,000	27.3%	18.2%
65+	17,500	23,000	25,300	31.4%	44.6%
Total*	103,800	113,000	115,200	8.9%	11%

* Rounding of the figures means that they do not add up.

Understanding the distribution of development across Ebbsfleet Garden City beyond the 11,000 units currently permitted is difficult in advance of further master-planning work.

Gravesham anticipated areas of local housing growth

Further development is needed to meet the changing housing needs of the population, support and improve the local economy and develop services and facilities needed to support and benefit existing local communities. The distribution of development set out in this Core Strategy is consistent with the NPPF and current/previous regional and sub-regional policy approaches to the wider Thames Gateway.

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Table 2.6: Distribution of residential development (as per Local Plan Core Strategy 2014)

	2011-13	2013-18	2018-2023	2023-2028	Total 2011-2028
Northfleet Embankment and Swanscombe Peninsula East	-2	81	382	567	1,028
Gravesend Riverside East and North East Gravesend	0	205	375	200	780
Gravesend Town Centre	66	456	322	29	873
Ebbsfleet	105	250	250	67	672
Rest of Borough	207	502	88	53	850
Borough wide projected completions of currently permitted schemes of 4 or less dwellings	33	99	0	0	132
Borough wide small site windfalls (assumption)	0	0	165	165	330
Total	409	1,593	1,582	1,081	4,665

Projection implications

The projected increase in the general age of the population in Gravesham will place increasing pressure on a range of services. The importance of ensuring that this cohort gets more active (with a view to sustaining and improving the general health of the local population) will become increasingly relevant. It will, therefore, be incumbent on operational staff at local sports facilities ensure that facility programming and access to facilities at the right times is considered as part of the Borough's sport and physical activity offer.

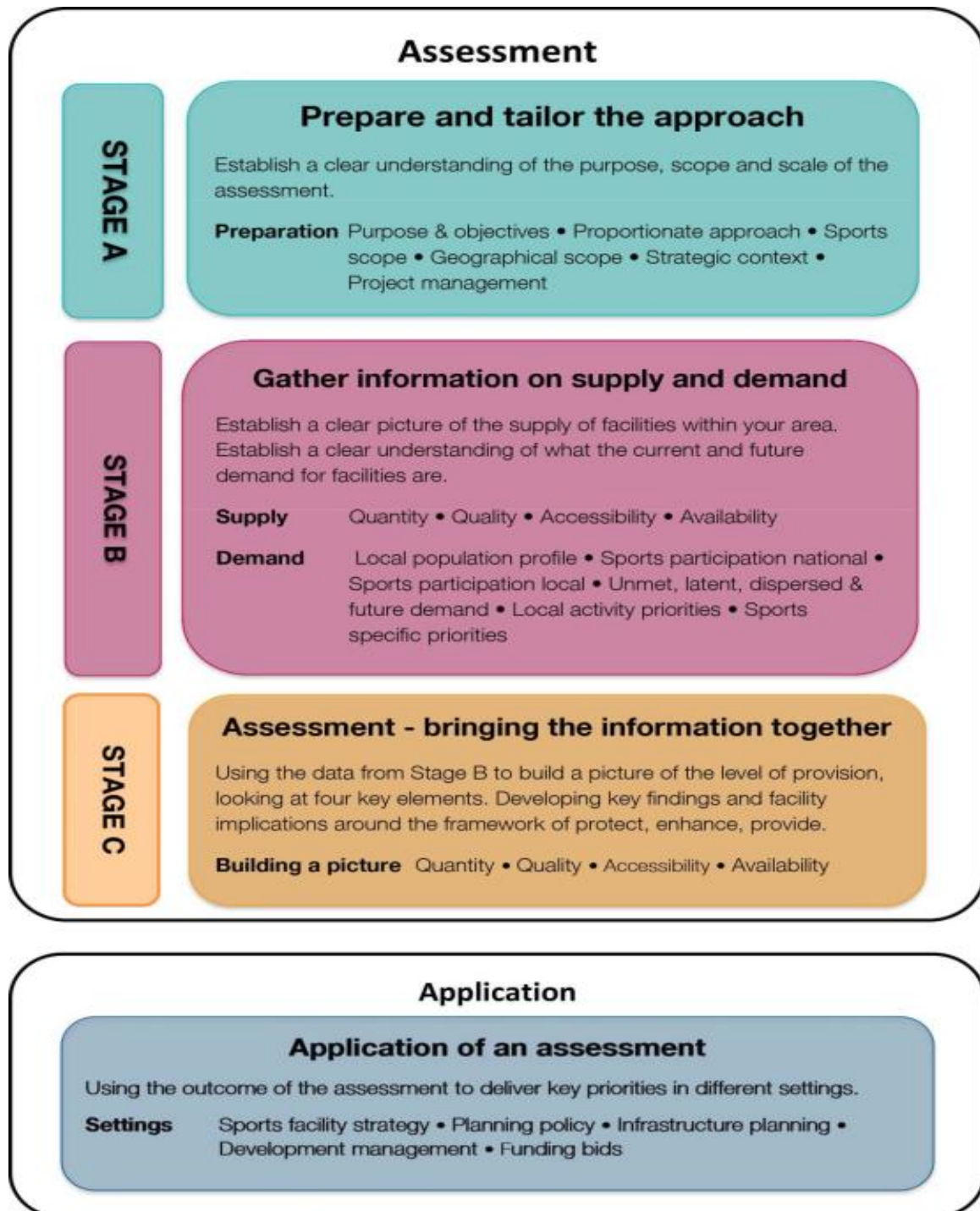
The areas that will accommodate the largest areas (and numbers) of proposed new housing are Northfleet Embankment and Swanscombe Peninsula East (in the longer term) followed by Gravesend Town Centre (although this is higher in the shorter term). Consideration will need to be given, via programming and management arrangements, to ensure that any local increase in population is catered for within the current level of sporting infrastructure available and whether there will be a local requirement for more or improved quality.

SECTION 3: INDOOR SPORTS FACILITIES ASSESSMENT APPROACH

3.1 Methodology

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

Figure 3.1: Recommended approach



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

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

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

Demand background, data and consultation is variable, depending upon the level of consultation gathered. 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 all facility types in study area and evaluates demand. It gives 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.

SECTION 4: SPORTS HALLS

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

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

Larger halls, for example those with six or eight courts, can accommodate higher level training and/or competition as well as meeting day to day needs. They may also provide the option for more than one pitch/court which increases flexibility for both training and competition and, for example, enable the hosting of indoor central venue leagues for sports such as netball. This assessment considers all facilities in Gravesham that comprise 3+ badminton courts in line with Sport England's ANOG. Specialist venues, such as dance are excluded.

4.1 Supply

Quantity

The audit and quality assessments identify that there are 21 sports halls with the equivalent of 66 badminton courts⁴ (when considering **all** sports halls in Gravesham i.e. they have at least one badminton court). Of these, 13 have three courts or more (this considers Cobham Hall School as one 8-court hall rather than the two 4-court halls). A list of all the sports halls (and the number of courts) in Gravesham can be found in Table 4.1 below (which differs from that found in the FPM).

*Table 4.1: All sports halls and activity halls in Gravesham (excluding dance and studios)**

Map Ref	Site Name	Courts
1	North Kent College (Body Matters)	4
2	Cascades Leisure Centre	3
3	Cobham Hall School	8
7	Culverstone Community Centre	1
9	Cygnets Leisure Centre	4
14	Gads Hill School	4
17	Gravesend Grammar School	4
20	Guru Nanak Football Club	2
26	Istead Rise Community Centre	2
32	Mayfield Grammar School - Gravesend	1

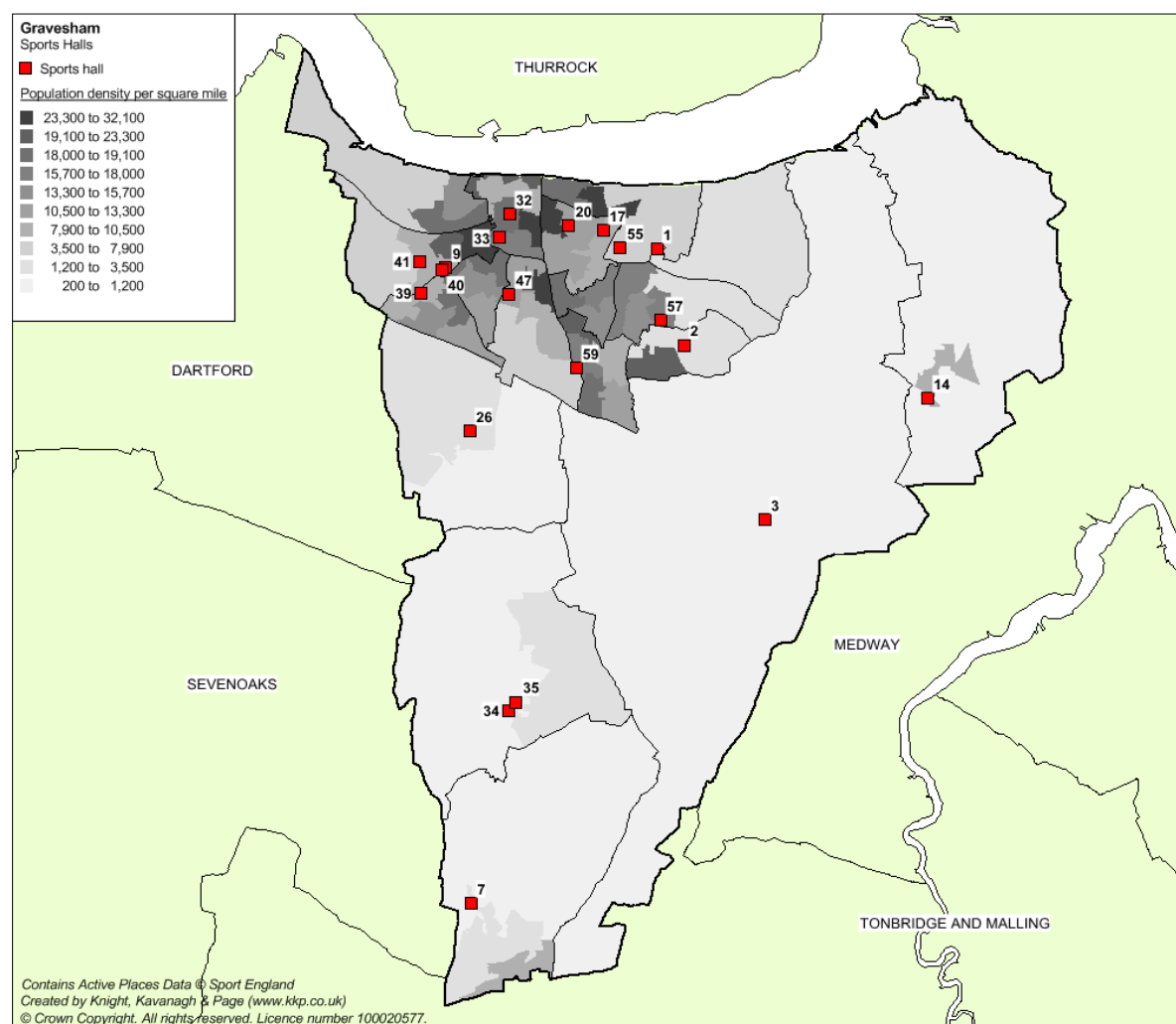
⁴ The FPM does not include 1 and 2 court halls

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33	Mayfield Grammar School - Gravesend	1
34	Meopham Fitness And Tennis Centre	4
35	Meopham School	1
39	Northfleet School For Girls	4
40	Northfleet Youth Centre	4
41	Northfleet Technology College	4
47	Saint Georges Church of England School	4
47	Saint Georges Church of England School	1
55	St John's Catholic Comprehensive School	4
57	Thamesview School	4
59	The Ifield School	1
Total		66

**this table identifies all known spaces prior to their exclusion once the ANOG methodology is applied where only 3 court spaces and above are considered.*

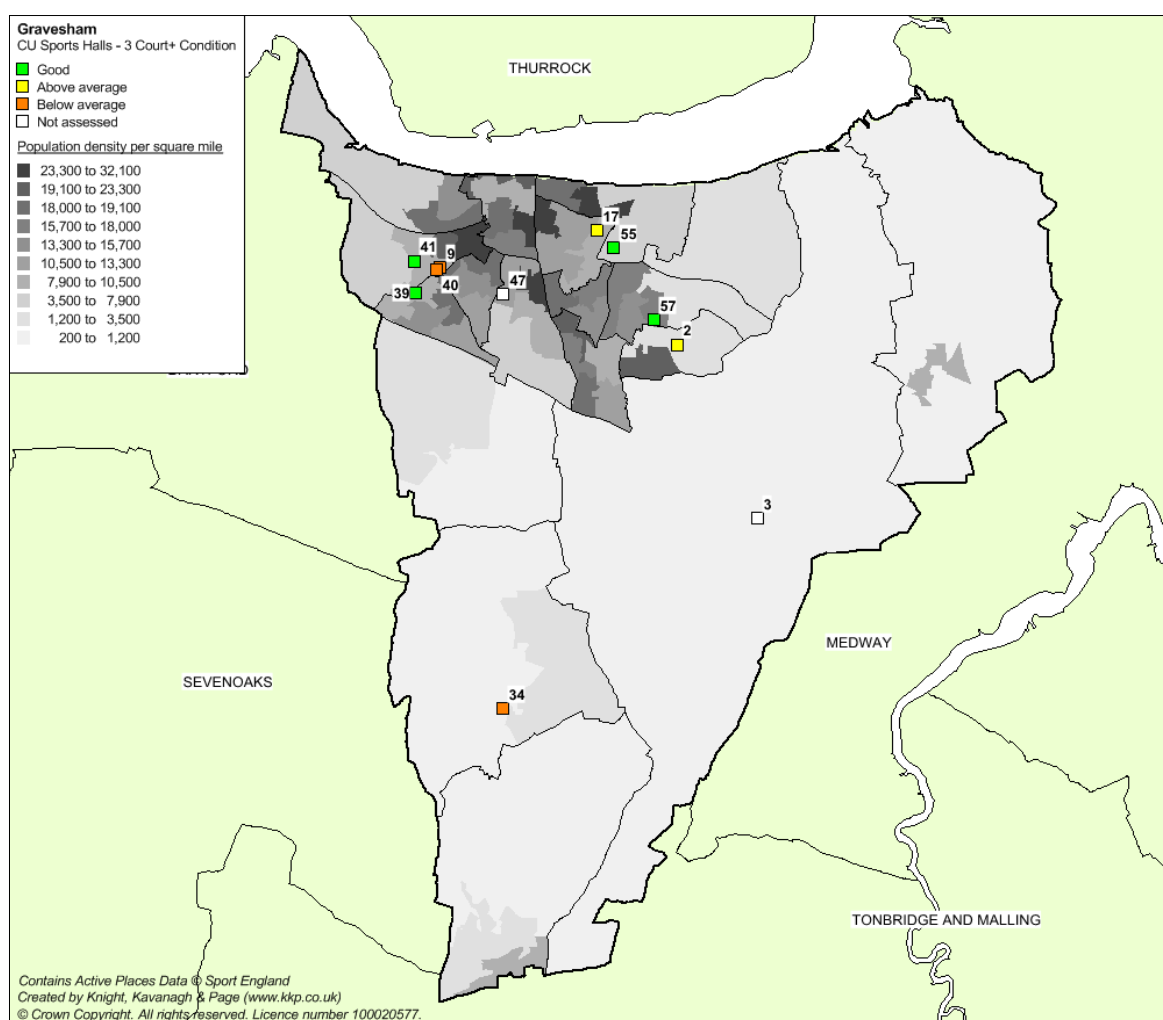
Figure 4.1: All sports halls in Gravesham



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As Figure 4.1 illustrates most of the 13 3+ court sports halls are located in the more densely populated areas with three serving the more rural villages. Just over one quarter c. 29% of sports hall sites in the Borough comprise one court halls. While often appropriate for mat sports or exercise to music and similar provision, this is inevitably limited in terms of the range and scale of recreational and sporting activities it can accommodate.

Figure 4.2: Sports halls – 3 court plus, community use only, by condition (13 in total)
(The quality assessment carried out in August/September 2015)



Excludes Gads Hill and North Kent College due to lack of community use

In complying with Sport England's ANOG methodology, a quality and community use assessment was carried out at all (available sites) which are of 3+ courts (as they are far more flexible in accommodating a variety of sports). The centres to which the assessment applies are mapped in Figure 4.2 above and the results set out in Table 4.2.

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Table 4.2: 3+ courts hall with condition and levels of community use (13 sites in total)

Map Ref	Site Name	Courts	Community use	Condition	Changing Condition
1	North Kent College (Body Matters)*	4	None	Not assessed	Not assessed
2	Cascades Leisure Centre	3	Yes	Above average	Below average
3	Cobham Hall School*	8	Sports club/ comm. assoc	Not assessed	Not Assessed
9	Cygnets Leisure Centre	4	Yes	Below average	Below average
14	Gads Hill School	4	No	Good	Below average
17	Gravesend Grammar School	4	Yes	Above average	Above average
34	Meopham Fitness & Tennis Centre	4	Yes	Below average	Below average
39	Northfleet School for Girls	4	Yes	Good	Good
40	Northfleet Youth Centre*	4	Registered Membership	Below average	Below average
41	Northfleet Technology College	4	Yes	Good	Good
47	St Georges C of E School*	4	Sports club/ comm. assoc	Not assessed	Not Assessed
55	St Johns Catholic Comprehensive School	4	Yes	Good	Good
57	Thamesview School	4	Yes	Good	Good
Total 13		55			

*unable to gain access but consultation with operator indicated quality

4.2 Facilities Planning Model

The Sport England Facilities Planning Model (FPM) for Gravesham was undertaken using the 2015 National Facilities Audit Data. The key summary of the FPM analysis of sports hall supply (which takes account of three badminton courts and above) identifies that:

- ◀ The analysis, using the Active Places database, identifies a supply of 11 sports hall spaces at 11 different sites within Gravesham. (This differs from the 13 identified as part of the KKP audit).
- ◀ Cobham Hall School provides the largest sports hall space (8 courts). All remaining sports halls are 4-courts in size except for Cascades Leisure Centre which has a 3-court hall.
- ◀ All of the sites are classified as being public facilities with nine halls on educational sites. This clearly has an impact on the levels of community access at certain times of the day during the week and term-times. The remaining two halls are local authority facilities (Cascades and Cygnets leisure centres).
- ◀ The different sites offer varying hours of community access. The number of hours available per week for the community does vary from 104 hours at Cygnets Leisure Centre to 10 hours at St Georges Church of England School and from 91 hours at Cascades Leisure Centre to 33 hours at Cobham Hall School.

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- ◀ Gravesham has 4.57 courts per 10,000 of population. This is higher than the figures for England, the South East Region and one of the neighbouring authority areas included within this analysis. It is similar to the level of provision within Dartford and Tonbridge & Malling.

One key aspect of this study is, thus, to set into context the actual position in Gravesham, with regard to the supply and demand of sports halls set against that of the FPM study.

Quality

Of the 13 sites with 3+ court sports halls, North Kent College (Body Matters) and Northfleet Youth Centre are unavailable for community use (telephone consultation confirmed this information); this corresponds to the findings of the FPM 2015. Other facilities which were unavailable to be assessed were Cobham Hall School and St. George's C of E School (schools denied access).

Table 4.2 indicates that the quality of the sports hall stock in Gravesham varies widely. The four schools rebuilt since 2009 are all considered to be in good condition (Northfleet School for Girls, Northfleet Technology College, St John's Catholic Comprehensive and Thamesview schools). The two main community facilities (Cygnet and Cascades) are considered to be of below average quality, mainly due to their age. Other sites considered to be of below average quality include Northfleet Youth Centre and Meopham Fitness and Tennis Centre. (Meopham is identified within the audit but not recorded within the FPM).

Availability

The management of the facilities is diverse with Gravesham Community Leisure Limited (GCLL), the Kier Group, Serco and independent schools all having a part to play. GCLL sites are fully open to the public with consultation indicating that programming is made up of approximately 50% block bookings and 50% pay and play. Table 4.3 indicates community use in facilities and the main sports played within the different venues.

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Table 4.3: Community use of sports halls in Gravesham

Availability	Site	Courts	Main sports played
No community use	Gads Hill School	4	Not available for community use
	North Kent College	4	Not available for community use
	Northfleet Youth Centre*	4	Not available for community use
	St Georges C of E School	4	Not available for community use
10-20 hours	Cobham Hall School	8	Netball, tennis and hockey
20 hours	Cascades Leisure Centre	3	Badminton, squash, table tennis, aerobic and other classes
	Cygnets Leisure Centre	4	Cycle studio, boxing, basketball, football
	Meopham Fitness & Tennis Centre	4	Badminton, roller skating, children's activity classes
	Gravesend Grammar School	4	Cricket and badminton – touch rugby and football
	Thamesview School	4	Football and Badminton
	St Johns Catholic Comprehensive School	4	Football plus others
	Northfleet Technology College	4	Various including badminton and basketball etc.
	Northfleet School for Girls	4	Netball plus others

*not recognised as community accessible as it requires membership for access

Table 4.3 indicates that the sports played in all facilities are relatively mainstream. None appear to have programmes dominated by indoor football, although some of the facilities do allow it within the programme offer. It is also worth noting that Legend Sports, situated adjacent to Cascades Leisure Centre, has two indoor bubbles, one of which caters specifically for 2 x 5-a-side football pitches; the other pitch offers both short tennis and football opportunities. The facility is over 10 years old but access for qualitative purposes was denied. Four facilities do not offer any community use and one offers between 10 and 20 hours per week. The remaining eight facilities offer a significant amount of community use which extends to most evenings and weekends. Gads Hill School indicated that it would be willing to extend its community offer in the future but the volume of this is not expected to be significant.

Management of facilities varies with Gravesham Community Leisure Ltd (GCLL) operating the two main facilities; Cascades and Cygnets leisure centres. Gads Hill School is independent, whilst the Kier Group operates Thamesview School, Northfleet Technology College and St John's Catholic Comprehensive School. Northfleet School for Girls manages its own bookings.

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It is reported that there is a proposal to redevelop Meopham School (knocked down and rebuilt), but this will not affect Meopham Tennis and Fitness Centre (which sits adjacent to, and independent of, the School) as it is operated by Serco on behalf of Meopham Sports and Leisure Association.

Table 4.4: Management of facilities by size of sports hall

Venue	Sites	3 Court	4 Court	8 court
GCLL	2	1	1	
Kier Group	3		3	
Serco	1		1	
Schools/Colleges	6		5	1
KCC	1		1	
Total sports halls	13	1	11	1
Total courts	55	3	44	8

The facilities below are identified as those which offer community use regularly within Gravesham. KKP audit findings are at variance with those of the FPM (for a variety of reasons). Consultation suggests that significant increases in community use of those omitted is very unlikely.

Management

GBC papers (March 2015) indicate that GBC, subject to due diligence, legal, financial, procurement and contractual issues will take all necessary actions in relation to:

- ✦ Extending the leisure centre contract with GCLL to 2025 and include Fleet Leisure.
- ✦ Agreeing final amendments to the proposals outlined in the report (namely the development of football facilities, health and fitness equipment, changing facilities and appropriate social and catering facilities).
- ✦ A loan of approximately £2.6 million being made to GCLL by the Council, making use of Prudential Borrowing powers as necessary.
- ✦ The submission of any necessary planning application.
- ✦ Letting of the contracts for the development of the site

Accessibility

Table 4.5 indicates that 79.7% of the population resides within a 20 minute walk (taken to be the equivalent of 1 mile radius) of a sports hall with 20.3% living outside of this catchment. Figure 4.3 shows that the areas of high population are generally within a catchment of a main sports hall. The full break down can be found in Appendix 2.

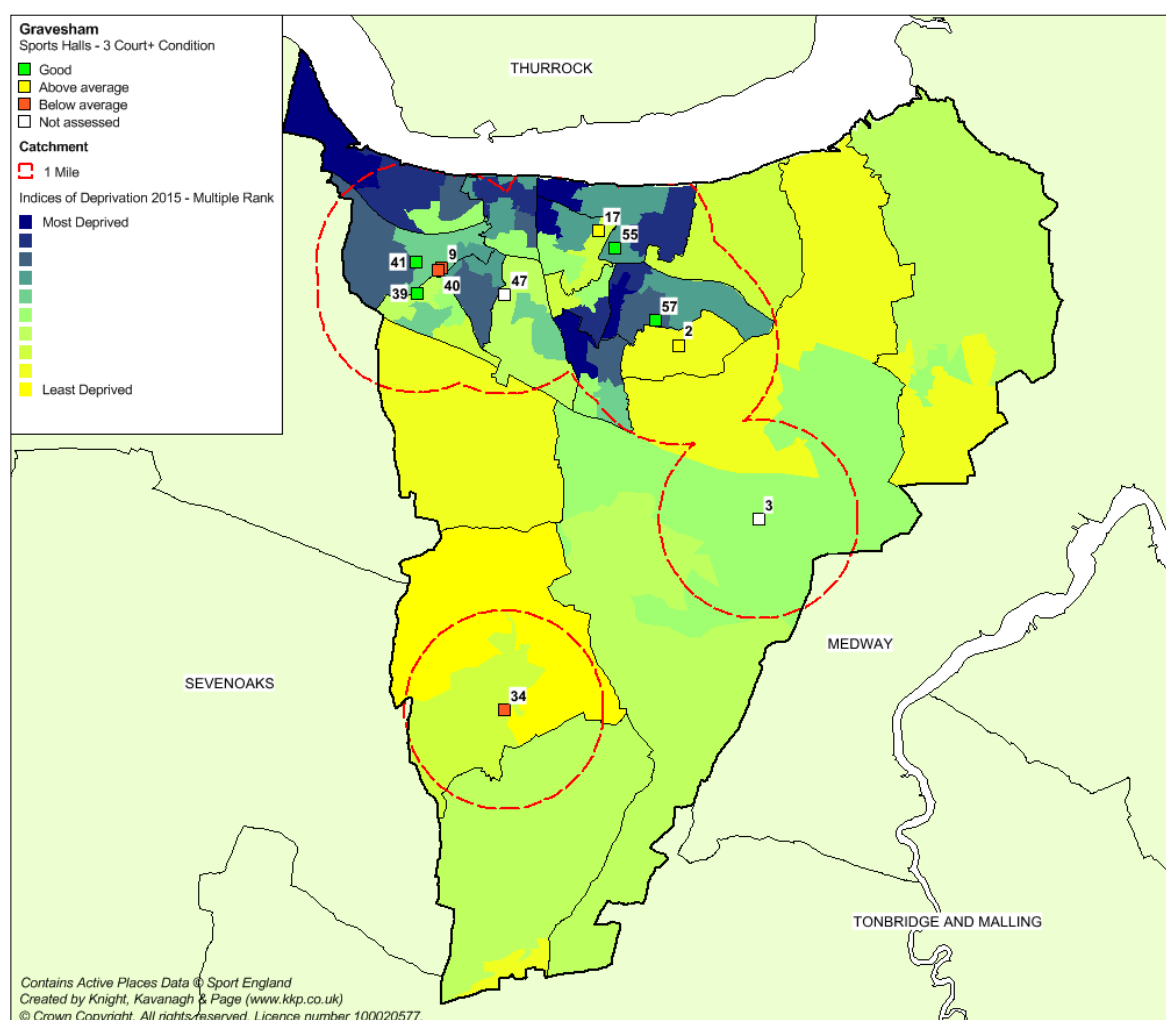
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Table 4.5: Population within a 3 court+ sports hall catchment with community use

Gravesham : community use 3 court+ sports halls	Population*	Percentage
Population within 20 minute walk - radial catchment	80,134	78.0%
Population out with 20 minute walk - radial catchment	22,630	22.0%
Total	102,764	100.0%

*The Index of Deprivation 2015 from the Office of National Statistics used population figures from the 2012 MYE (as opposed to 2014 ONS data)

Figure 4.3: 3+ court halls - community use only, by condition of facility and index of deprivation + 1 Mile buffer



The data also indicates that only 16.2% of the population which resides in the most deprived wards (using bottom 20% IMD data) are within 20 minute walk time (1 mile) catchment of indoor sports halls. This rises to 28.4% when taking into consideration those living in the 30% most deprived wards as can be seen in the north west of the Borough.

Accessibility is also influenced by facilities possibly located outside of the local authority boundary. Figure 4.4 and Table 4.6 identify those facilities which are located within two miles of the border for analysis purposes

Figure 4.4: 3 Court+ sports halls within Gravesham and 4 court+ within 2 miles of GBC

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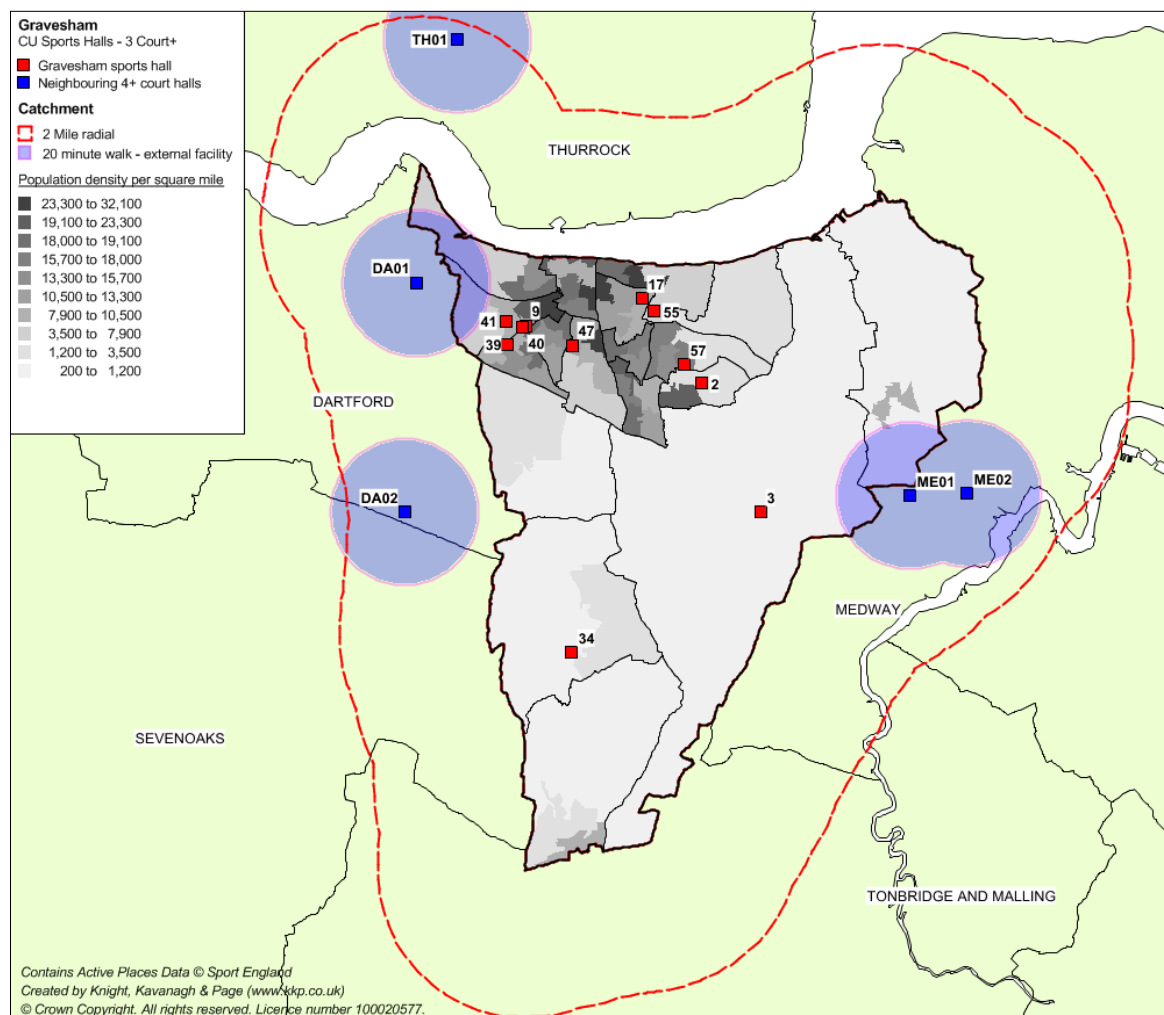


Table 4.6: Indoor sports halls (3+ courts) within 2 mile boundary of GBC

Map ID	Active Places Site Name	Courts	Local authority
DA01	The Ebbsfleet Academy	4	Dartford
DA02	Longfield Academy	4	Dartford
ME01	Strood Academy - Carnation Road Campus	4	Medway
ME02	Strood Sports Centre	6	Medway
TH01	The Grays School Media Arts College	4	Thurrock

Source: Sport England's Active Places

Figure 4.4 indicates that the facilities located on the outskirts of GBC are accessible to very few Gravesham residents using the 20 minute walk time radial catchment model; they are, however, available using the 20 minute drive time model. It is also highly unlikely that many residents will avail of them of facilities in Thurrock on a regular basis due to it being based on the North side of the River Thames.

Future supply and potential developments

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It is worth noting that the supply of sport hall availability may change within the next few years. There is a current planning application which seeks the redevelopment of Meopham School which would involve it being knocked down and rebuilt. It is understood that the school would still require access during school hours to the adjacent Meopham Tennis and Fitness Centre for some activity. However, the school would build a replacement small sports hall and activity studio within the new school building. Plans indicate a similar size of facility as before, however details on what will be included within the design are not known at this stage, e.g. replacement of existing health and fitness suites.

Ifield Foundation Special School provides specialist education for pupils with profound, severe and complex disabilities including ASD, communication and interaction difficulties for pupils aged 4-19 in the Gravesham area. It has recently federated with Kings Farm Primary School (c. 400 children). Both schools lack any specialist indoor sports facilities.

The Governors of Ifield School wish to design and construct a new specialist 'Sports, Art and Culture Centre' with a focus on disability sports and 'inclusive' facilities. They envisage this bespoke and specialist facility being made available to other schools, disability groups, clubs, members of the community locally, throughout Kent, nationally and internationally. The concept has gained outline planning consent but does not presently have sufficient funding to move forward.

In addition to the above, there are also plans to develop a new indoor facility at Guru Nanak. The current facility is a one court sports hall, which is old and in poor condition. Despite being well used by a variety of community sports groups, it is not currently fit for purpose in meeting modern standards required for its current level of activities. A planning application has been submitted which looks to build on current levels of activity. The proposed new sports centre will have the following:

- ◆ Main hall-(27m x 34m with a 7.5m clear height.) including a basketball centre
- ◆ Dance Studio-(12x16m and 4.5m high.) with a sprung floor and mirrors to the side walls.
- ◆ Boxing room-(12mx12m) – this will be fully equipped for boxing including a roped off boxing ring.
- ◆ Seating for up to 120
- ◆ A fully equipped gym (no detail of this is available)
- ◆ Appropriate changing and toilet facilities
- ◆ Appropriate parking

This facility will be managed by the Gurdwara as a members club. Membership will be open to the local community and used for a wide range of local activity groups.

It is interesting to note that the proposed length of the facility (34m) is 0.5m short of the Sport England recommendation for a 6-court facility (as per Sports Halls, design and Layouts 2012 : version 005)

Summary of supply

Sports halls are situated throughout the Borough. KKP's audit identifies a total of 21 with at least one badminton court; of these 13 have three courts or more. Of the 13 identified with 3+ courts, nine are considered to be community accessible sports halls, of which six are situated on school sites.

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The FPM identifies 11 sports halls but does not include Meopham Fitness and Tennis Centre (too small) and Gads Hill School (private use and closed).

The audit identified that Meopham Fitness and Tennis Centre does offer full community use but agrees with the FPM with regard to Gads Hill (in that it is not available for community use). Other sites which have no community use are North Kent College (Body Matters), Northfleet Youth Centre and St George's C of E School.

Cascades, Cygnet and Meopham leisure centres have extensive opening hours, whilst Cobham Hall School offers between 10 and 20 hours per week (for private and block bookings - suggesting that they do not open at weekends). Only one eight court hall is identified (Cobham Hall School) in the Borough.

Sports halls are generally located in more densely populated areas and are accessible to the more deprived areas (using 20 minute radial walk time) of the Borough, the exception being the very north west of the Borough. It is noted that 78% of the population of Gravesham reside within a 20 minute walk of a sports hall. Most stock is considered to be either good (new build education sites) or below average (GCLL and Serco operated facilities). This is considered to be due to the age of the facilities, as they are described as 'tired'.

No particular sport appears to dominate the programming in the different facilities, although the sporting offer appears mainstream. GCLL Trust offers c.50% block bookings and c.50% pay and play time in both Cascades and Cygnet leisure centres.

Sports hall space was reduced in 2010 with the extension of the health and fitness offer at Cascades Leisure Centre. There may be the potential to increase the supply of sports hall facilities in the future, if for example, the new build at Meopham School includes a sports hall, the proposed sports hall at Ifield Special School becomes a reality and if Guru Nanak is successful in delivering its proposals.

4.3 Demand

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

Although there were falls in swimming participation, it is still Britain's most popular activity with 2.5 million participants per week, athletics (although the definition is relatively broad) attracts 2.2 million and cycling 2.1 million. Football participants number 1.9 million and golf 0.73million. Sports in which participation is currently on the rise include running, tennis and basketball.

Since the survey began in October 2006, APS has consistently demonstrated that adults from higher socio economic groups are more likely to take part in sport than the converse. Appendix 1 contains Sport England Active People Survey and Market Segmentation data for Gravesham. The data suggests some latent demand for sports hall sports.

Future demand

As touched upon earlier, using the KCC housing-led population forecasts, it is projected that the overall number of people in Gravesham will rise by 9,200 (+8.9%) by 2028 with the following differences in age profile:


- ◆ 1,400 (+7.1%) more 0-14 year olds.
- ◆ 100 (-0.8%) fewer 15-24 year olds.
- ◆ 300 (-0.7%) fewer 25-54 year olds
- ◆ 3,000 (27.3%) more 55-64 year olds.
- ◆ 5,500 (31.4%) more people aged 65.

As identified earlier (page 19) the most significant change is the increase in the number of people aged 65+. This will result in different programming requirements in sports halls and increased demand for use at different times (most notably during the day time).



The Sport England segments that fit the current age profile are listed in Table 4.6. The top sports are swimming and keep fit/gym and football, suggesting that the small reduction in numbers in the 15-24 age group will not have a significant impact on sports hall participation.

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Table 4.6: Most dominant segments currently in Gravesham

Segment		Segment description	Segment sporting behaviours
	Philip Comfortable Mid Life Male	Mid-life professional, sporty males with older children and more time for themselves. <i>Full time job and owner occupied, children, married.</i>	Philip's sporting activity levels are above the national average. Philip's top sports are cycling (16%), keep fit/ gym (15%), swimming (12%), football (9%), and golf (8%)

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	Elsie & Arnold Retirement Home Single	Retired singles or widowers, predominantly female, living in sheltered accommodation <i>Widowed 66+.</i>	Elsie and Arnold are much less active than the average adult. Their top sports are keep fit/ gym (10%), swimming (7%), bowls (3%), golf (1%) and cycling (1%).
	Tim Sporty male professionals, buying a house and settling down with partner	Professional, may have children, married or single	Tim is an active type that takes part in sport on a regular basis. Tim's top sports are cycling (21%), keep fit/ gym (20%), swimming (15%), football (13%) and golf (7%)

Facilities Planning Model

Sport England's FPM is based on the calculated demand as outlined below; data is once again taken from the May 2015 National Run of the Sport England FPM Gravesham Profile Report. In the content of demand:

- ✦ The model highlights that 94.9% of the demand generated by the residents of Gravesham in the peak period each week is currently being met. This is higher than the national figure (89.7%) and also above the figure for the south east region (93.6%). It is also higher than the figures in two of the neighbouring authority areas included within this analysis.
- ✦ Of this, 82.5% of the demand generated within Gravesham is forecast as being retained within the Borough and met by facilities in the authority area. This means that 17.5% of the demand is exported to facilities in neighbouring authority areas.
- ✦ The percentage of Gravesham's population without access to a car is 21.9% which is slightly lower than the national average but above the regional figure. This suggests that facility location and accessibility are key considerations for people within the Borough and for any strategic facility plans.
- ✦ The model forecasts that sports halls in Gravesham are being used at 83.1% capacity during the peak periods each week. This is significantly higher than both the national (72.3%) and regional figures (71%). It is also significantly higher than the figures for two of the neighbouring authorities included within this analysis. It is slightly lower than the level in Dartford.
- ✦ As a guide, the FPM describes sports halls with a used capacity of 80% and above as uncomfortably busy. Those that have a used capacity of 100% are considered to be theoretically totally full all the time in the peak periods
- ✦ The model has identified the following used capacity figures for the respective sites within Gravesham:

✦ North Kent College (Body Matters)- 68%	✦ St Johns Catholic Comprehensive School – 100%
✦ Cascades Leisure Centre – 100%	✦ Cobham Hall School – 47%
✦ Cygnet Leisure Centre – 100%	✦ Gravesend Grammar School – 63%
✦ Northfleet School for Girls – 95%	✦ Northfleet Youth Centre – 100%
✦ Northfleet Technology College – 90%	✦ Thamesview School – 100%
✦ Saint Georges Church of England School–72%	

The model highlights the importance of the halls at the two local authority sites as they are both estimated to have a used capacity of 100% in the weekly peak periods. It must

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be noted that five of the educational sites are also forecast to have a used capacity in excess of 90% with three at 100%. The educational sites, in general, are forecast to be extremely busy with potentially limited opportunities for increased levels of community use at most.

This data suggests that consideration could be given to increasing the provision of publicly accessible sports hall space within the Borough as the current facilities are extremely well used, offering little scope for increased levels of usage from a growing resident population.

National Governing Body (NGB) consultation

Badminton

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

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

Consultation with Badminton England suggests that there is substantial badminton activity in Kent but mainly in the Medway and Gillingham areas (neither of which cover Gravesham). Within Gravesham, some badminton is played with seven SmashUp groups (four based at Schools and three community groups). Meopham Tennis and Fitness Centre has signed up to deliver Play Badminton and BE cites a good relationship with management at this particular facility. There are only three badminton clubs (affiliated to Badminton England) in Gravesham, namely, Longford, Thamesview and Condor (none of which are Premier Clubs), all of which are based in Gravesend.

Basketball

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

- ◀ Create and maintain a culture of frequent, consistent and continued participation.

- ◀ Provide a clearly defined talent development pathway from the grassroots through to world class performance.

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

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

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

The two main clubs in Gravesham are identified as Guru Nanak and Iroquois Basketball neither of which identified a need for more court time - although Guru Nanak has submitted plans to build a basketball court.

Indoor cricket

There is national recognition that cricket is currently experiencing a reduction in participation numbers. The 2014 National Cricket Playing Survey indicates a seven per cent decrease in the number of people participating in cricket teams; down from 908,000 in 2013 to 844,000 in 2014. Nevertheless, the survey also revealed that poor weather contributed to the decline in participation. With an estimated 70% of amateur cricket played on a Saturday, only 15 Saturdays were rated 'dry' in 2014 compared to 20 Saturdays in 2013. The context of club consultation has been in respect of the demand for indoor provision.

Club consultation

At least two facilities are used by the Gravesham Indoor Cricket Academy; Gravesend Grammar School for boys and St George's Church of England School. The Academy uses the facilities extensively but this has reduced slightly in the past year, despite current demand to extend.

The Academy focusses on age groups U10s, U12s and U14s. Consultation indicates that additional age groups could be accommodated if more access was available. Sessions are open to both boys and girls, although the majority of participants are male. It is suggested that more girls would like to get involved but are put off by the domination of boys.

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Participation is reflective of the ethnic make-up of the local population, with many Asian participants in particular. The Academy comprises players from a number of different clubs within Gravesham and the coaches utilised work on both indoor and outdoor cricket.

Gravesend Grammar School sports hall and nets are described as being of good quality (the nets have just been replaced) and the Academy has access to the changing rooms. The Academy gets priority booking based on loyalty. After Christmas a number of clubs organise their own indoor sessions, including Meopham, Gravesend and Cobham. The pricing at the Grammar School is considered affordable as opposed to facilities in Dartford.

The key issues expressed during consultation are that:

- ◀ Demand exceeds available supply for both adult and junior cricket.
- ◀ Access to indoor facilities is vital as it allows for the development of cricketers all year round and prevents loss of interest. It also limits the extent to which children and young people have to re learn game skills from one year to the next.
- ◀ Neither Gravesham nor Dartford can host the Kent indoor cricket competition due to the lack of suitable facilities, in the form of a viewing area in a sports hall, which is especially important to both scorers and spectators.

Gymnastics

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

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

There is, however, no geographic focus to the British Gymnastics Whole Sport Plan or Facility Strategy. Focus is based on need, suitability and partners' ability to support a project to successful completion.

There is a large demand for more gymnastics opportunities and clubs generally with waiting lists a norm (the average BG club reported a waiting list of 35 or more potential participants). A key part of BG's strategy to increase participation is to support clubs to operate out of their own dedicated facility, offering more time and space for classes. There is a definite trend for gymnastics clubs to move into dedicated owned/managed premises (more than 30 clubs did this across the country in 2014). BG expects this trend to continue.

The two key gymnastics clubs in Gravesham are MEAPA Gymnastics Club (permanent dedicated gymnastics facility) and Istead Rise Gym Club (non-dedicated facility).

The MEAPA currently has over 800 members taking part each week and a footfall (including non-members) of over 1,500 people weekly. It runs activities for a substantive cross section of the local community including children and adults with disabilities, specific adult gymnastics and fitness classes, FreeG (Freestyle gymnastics) specifically aimed at teenagers as well as running development and competitive sessions for men's and women's gymnastics.

The Club acts as a hub of the local community supporting young families with parent and toddler and preschool sessions. MEAPA currently has a waiting list of over 300 and aims

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to extend its current facility (planning permission granted) to increase capacity and further develop opportunities for the community it serves, thereby helping more people become regularly active in the sport.

MEAPA is currently at capacity. It has a range of paid and volunteer coaches and would be able to extend its community and performance offer if it had the facilities to do so. It has planning permission to extend its current facilities by 50% but does not have the finances in place to complete it. (Consultation indicates that the Club does make a profit but this is not sufficient to invest in the new facilities).

Istead Rise Gym Club currently has over 80 members taking part on a weekly basis. It is based in a community centre in Istead Rise and is limited in its ability to expand its current level of programmes.

Participation in gymnastics is increasing rapidly in the country. Growth of BG membership has been higher than 7% each year since 2011 and saw a rise of 9% in participation in 2013-2014. It predicts total growth in 2014-15 of over 14%. This is in part due to a notable increase in the number of teenagers and adults (11-25 year olds) taking part in gymnastics, which BG attributes to increased opportunities and suitable activities available within its clubs.

The MEAPA is a strong club with aspirations to expand. It has achieved planning permission to extend its current facility to allow growth and is currently looking at fundraising options to finance its plans.

Sport England market segmentation

Table 4.7 identifies potential demand for different sports based on Sport England's market segmentation model 2014.

*Table 4.7: Market segmentation and likely target audiences in Gravesham**

Badminton;
<ul style="list-style-type: none"> 2.2% (1,690) of people currently play badminton and a further 2.0% (1,942) indicate that they would like to, giving an overall total of 4.2% (3,182). 4.5% of Bens play badminton, which is the largest proportion of any group playing badminton which is closely followed by the Tim segment at 4.0%. The groups with the largest of the local population group playing badminton are Tims (14.7%) and Philip (13.3%). The groups with the most people who would like to play are Philip (11.3%) and Tim (10.5%). The best group to target for additional players due to size and interest is, therefore, Philip.
Basketball;
<ul style="list-style-type: none"> Market segmentation data indicates that 0.6% (448) of people currently play basketball and a further 0.4% (329) say they would like to. 3.4% of Bens play basketball, which is the largest proportion for any group with the next highest being Jamie (2.7%). The largest numbers and proportion of people who play basketball are Jamies (23.1% 112), the next largest group is Ben (22.5% 58). 30.4% of those who would like to play basketball are Jamies; the next largest group of potential players are Bens (17.6%). The main group to target, both for existing players and those who would like to play, is Jamie.

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Netball
<ul style="list-style-type: none"> 0.4% (326) of people currently play netball and a further 0.4% (299) of those identified as not playing currently say they would like to. 2.2% of Leannes play netball (70), this is the largest proportion for any group, the next highest is Chloe (54 – 1.9%), they are not, however, the largest group in the population. The largest numbers and proportion of people who play netball are Leannes (16.6% 67), the next largest group is Jackies (16% 82). 22.4% of those who would like to play netball are Leannes; the next largest group of potential players are Chloes (17.1%). The main group to target, both for existing players and those who would like to play, is Chloe.
Table tennis
<ul style="list-style-type: none"> 0.5% (354) of people currently play table tennis and a further 0.2% (177) say they would like to indicating that 0.7% (531) are either playing or want to play table tennis). 0.7% of Bens play table tennis, this is the largest proportion for any group, the next highest is Philip (0.7%), they are not, however, the largest group in the population. The largest numbers and proportion of people who play table tennis are Philips (14.1%), the next largest group is Tim's (12.1%). 15.3% of those who would like to play table tennis are Kevs; the next largest group of potential players are Roger and Joy (11.9%). The main group to target, both for existing players and those who would like to play, is Kev.
Squash and racketball
<ul style="list-style-type: none"> 1.02 % (892) of people currently plays squash and racketball and a further 0.80% (586) says they would like to, identifying a potential of 4% of the local population. 3.9% of Bens play squash and racketball which is the largest proportion for any group along with Tim (3.4%). The largest numbers and proportion of people who play squash is Tim (23.2% 207), the next largest group is Philip (18.6% 166) 18.4% of those who would like to play badminton are Tims; the next largest group of potential players are Philip's (17.9%). The main group to target, both for existing players and those who would like to play, is Tim.

** All the data is downloaded from the Sport England Segmentation website. The data indicates how many adults (numbers and percentages) within Gravesham currently take part or would like to take part in specific sports based on their segment (e.g. Ben etc.) KKP compares this to the segmentation breakdown for the population of Gravesham as a whole and works out which group is most likely to be interested in each sport and which has the largest proportion within the Borough*

Summary of demand

Data, for Gravesham, is mixed with APS 8 indicating that participation rates are above regional and national averages. In addition, within the Sport England segmentation data there is an identified latent demand of people who would like to participate in a range of sports hall sports. The comparative figures for going to the gym (health and fitness suites) are, however, below regional and national averages. Consultation suggests demand for more time for indoor cricket and that gymnastics has a waiting list, particularly for the stand alone MEAPA gym.

4.4 Supply and demand analysis

Sport England's FPM indicates (utilising data from 3+ sports halls) that:

- The simplistic analysis of 'supply vs demand' in relation to sports halls identifies a small 'surplus' of sports hall space in the area –equivalent to c.1 badminton court.

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- ◀ Current sports hall supply equates to 4.57 courts per 10,000 of the population; this is above both national and regional levels.
- ◀ Levels of satisfied demand are higher than national and regional levels. The model suggests that 17.5% of the demand satisfied is being met by sports hall provision outside Gravesham (in other neighbouring local authority areas). This represents 1,180 visits per week in the peak period.
- ◀ Levels of unmet demand are at 5.1% and equate to 361 visits per week during the peak period. Approximately 90% of this unmet demand is attributed to people living outside the catchment of an existing sports hall facility whilst the other 10% is attributed to lack of capacity at current facilities.
- ◀ Used capacity figures for Gravesham are significantly higher than national and regional levels at 83.1%. Five of the 11 sports hall sites are forecast to have 100% used capacity in the weekly peak periods whilst two other facilities have used capacity figures of 90%+ indicating that they are also well used. Both local authority facilities are forecast to have a used capacity of 100% underlining their importance providing opportunity for the community.
- ◀ The number of hours available at some school sites are relatively low and there is potential to increase the levels of community access at these.
- ◀ Analysis in this report suggests that consideration could be given to increasing the provision of publicly available sports hall space in Gravesham – most existing facilities are forecasted to be extremely well used during the weekly peak periods meaning that there is limited opportunity (if any) to increase usage of these sites to meet the demands of a growing population.
- ◀ It is understood that Gravesham has allocated land in Ebbsfleet for a major housing development. The model has identified small areas of unmet demand in the north west of the Borough. The FPM advises that sports halls in this location are operating either at or close to maximum capacity. Based upon these findings, it is considered unlikely that the sports halls in the north west of Gravesham could accommodate the additional demand derived from any significant housing development

Conclusion

Sports hall provision in Gravesham is of a reasonable quality and generally fit for purpose. Its leisure centres are full to capacity at peak periods and are of below average quality (mainly due to their age). Schools, on the other hand, are not full, some do not open to the community at all, while others open for limited hours or during term time only.

Combined usage at Cascades and Cygnet leisure centres equates to c. 850,000 visits per annum (this includes health and fitness and swimming). The age and recent maintenance history of these facilities suggests that there will be need for increased investment at both over the coming years to ensure that they remain fit for purpose and continue to attract current volumes.

Participation rates in Gravesham are above regional and national levels, with an identified latent demand in a range of sports hall sports (based upon interrogation of Sport England Market Segmentation data). Consultation with a range of NGBs indicates a level of satisfaction with the level of supply of sports hall space although all of them would also like to increase participation further in their sports by expanding the number of sessions to attract participants. It may be that the level of demand, locally, is limited as the general public may believe that facilities are not available and have, therefore, stopped asking. It is considered unlikely that increases in facility time within schools will improve again limiting opportunity for participation and performance across a range of sports.

GBC may wish to consider the viability of the projected increases in investment in the two leisure centres and compare it with investing in a newer, more environmentally friendly, larger and better laid out facility (or two facilities which provide different opportunities). Given the proposed increases in population, particularly in the north west of the Borough, GBC needs to consider whether it can utilise any developer contributions gained from Ebbsfleet Garden City, London Paramount and other strategic housing sites in the Borough to support developments of this type. It will, of course, be necessary to ensure that access to sports hall activity is at least maintained and preferably increased alongside the improved quality.

4.5 Summary of key facts and issues

- ▶ The FPM indicates that there are 11 halls available for community use on 11 sites (3 badminton courts or more in size, and ancillary halls on the same site).
- ▶ The KKP audit identified 13 3+ court sports halls (of varying size, quality and accessibility). Of these eight were assessed. Four do not offer any level of community use.
- ▶ Sports hall quality is variable, reflecting the age of many Borough venues. Stock is however, mostly fit for purpose. The quality of GCLL operated facilities (Cygnet below and Cascades above average) is considered to be 'tired'.
- ▶ 78% of the population resides within a 20 minute walk-time of a sports hall.
- ▶ Gravesham has one 8-court hall (Cobham Hall School) offering limited community access.
- ▶ There has been investment in sports hall stock at schools since 2010. Investment has also occurred at Cascades Leisure Centre (2010) although this was mainly to improve the fitness offer; it reduced the sports hall space from six to three courts.
- ▶ Much community use of schools is only available in term time (and not during exams). Some capacity is identified at existing sports halls to accommodate latent and unmet demand but there is limited desire among schools to extend this from current levels.
- ▶ Market segmentation data identifies some latent demand amongst the local population for sports hall based activities.
- ▶ FPM indicates that increasing provision of publicly available sports hall space could be considered within Gravesham – most current facilities are forecasted to be extremely well used during the weekly peak periods meaning that there will be limited opportunity (if any) to increase usage at these sites to meet the demands of a growing population.
- ▶ Consultation with a range of national sports governing bodies indicates that Gravesham is not on the radar for investing in and driving increases in participation. This may well alter when the proposed housing and population growth occurs as a result of developments at Ebbsfleet Garden City, London Paramount and other areas within Gravesham.
- ▶ The possible development of the Ifield Sports, Cultural and Arts Centre could be of greater value to the community if some community use is secured. The organising committee is committed to opening outside of normal school hours but the raison d'être of the facility is for pupils at Ifield Special and Kings Farm Primary schools.
- ▶ Due to education sector fragmentation a substantial increase in the level of coordination of community use made available at school sites is unlikely without specific investment.

PART 5: SWIMMING POOLS

A swimming pool can be defined as an “enclosed area of water, specifically maintained for all forms of water based sport and recreation”. It includes indoor and outdoor pools, freeform leisure pools and specific diving tanks used for general swimming, teaching, training and diving.

Many small pools are used solely for recreational swimming and will not necessarily need to strictly follow the NGB recommendations. It is generally recommended that standard dimensions should be used to allow appropriate levels of competition and training and to help meet safety standards. However, 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 25 m pool, and with modest spectator seating, the pool will also be able to 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 swimming pool. A dedicated tank for deep-water use may be an essential requirement for some activities at certain levels of competition.

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

5.1 Supply

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

Quantity

As identified in Table 5.1 and Figure 5.1, KKP’s audit and assessment identifies six pools located across five sites in Gravesham.

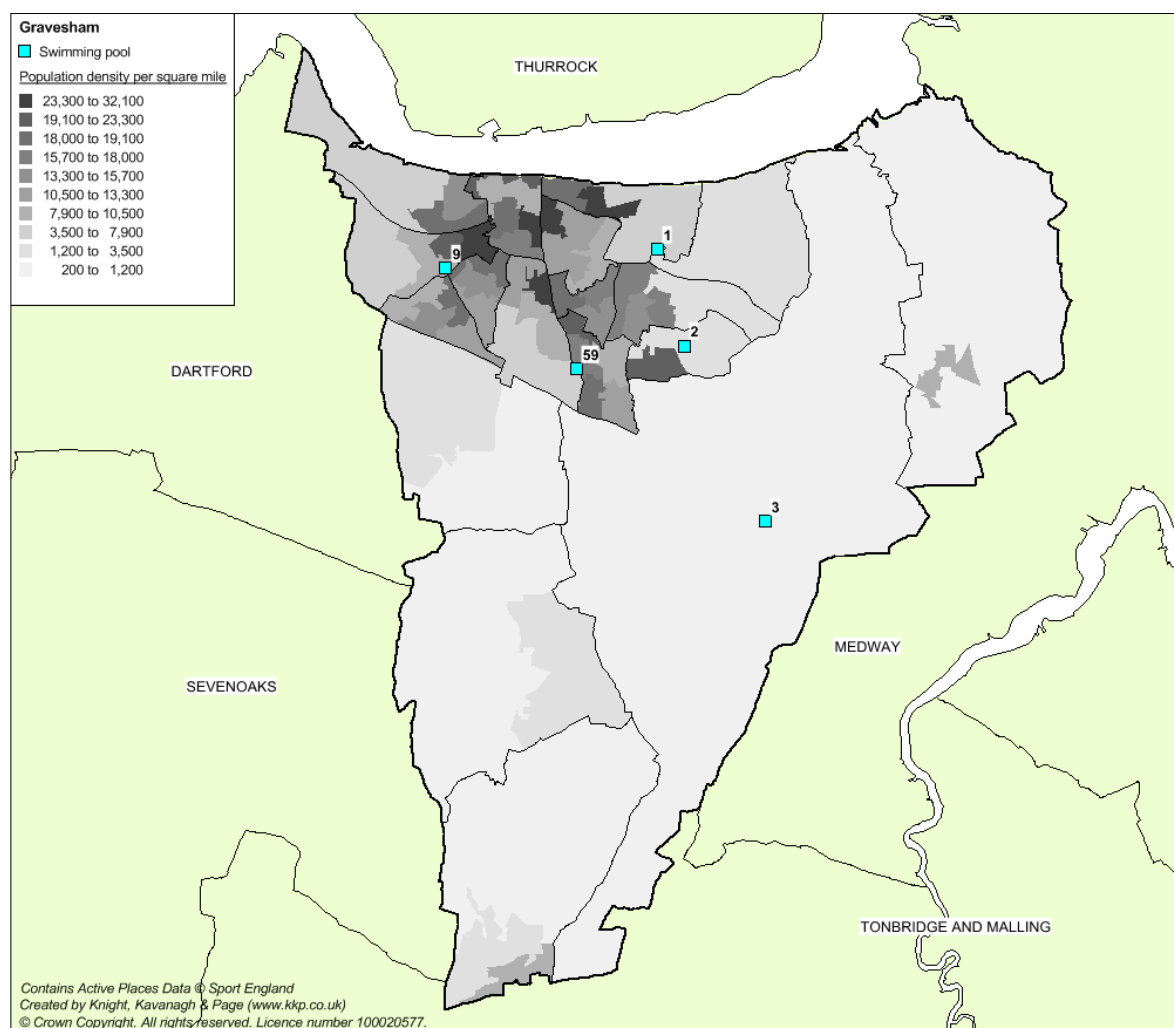
Table 5.1: All identified swimming pools in Gravesham

Map ID	Site	Type	Length (m)
1	North Kent College (Body Matters)	Main/General	25
2	Cascades Leisure Centre	Leisure Pool	30
3	Cobham Hall School	Main/General	25
9	Cygnets Leisure Centre	Main/General	25
9	Cygnets Leisure Centre	Diving	12
59	The Ifield School	Main/General	20

Cascades and Cygnets leisure centres are the only pools considered to be accessible for community use due to the education demands and limited availability to the public of the other facilities. It may be that these do serve the needs of some sections of the community but consultation indicates that there is very limited (if any) community use availability.

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Figure 5.1: All identified swimming pools in Gravesham



5.2 Sport England Facilities Planning Model (FPM)

The Sport England Facilities Planning Model for Gravesham was undertaken using the 2015 National Facilities Audit Data. The analysis provides a useful starting point in identifying the issues and challenges for Gravesham's swimming provision. The analysis, using the Active Places database, identifies a supply of five swimming pools at four different sites within Gravesham. They are:

Facility name	Pool size	Lanes	Built	Refurbished
North Kent College (Body Matters)	25 x 8m – 200m ²	4	1996	2009
Cascades LC - leisure pool	30 x 12.5m - 375m ²	0	1988	2003
Cobham Hall School	25 x 10m – 250m ²	4	1960	2003
Cygnat LC - main pool	25 x 12.5m – 312.5m ²	6	1972	2013
Cygnat LC – diving pool	12m x 12m-144m ²	N/A	1972	2013

Key findings are:

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- Gravesham has a supply of 12.20m² of water space per 1,000 of population. This figure is below that for England and the South East Region. It is also lower than all of the neighbouring authority areas included in this analysis.
- All sites are classified as public, two are local authority owned/managed and two are school/college sites. One of the two GBC facilities (Cascades) offers a freeform leisure pool.
- The number of community hours available per week varies; from 86 hours in the pool at Cascades and 68 hours in the main pool at Cygnet Leisure Centre to 33 hours at Cobham Hall School and 27 hours at North Kent College (Body Matters).

Quality

As part of the assessment, KKP visited main swimming pools and completed non-technical visual assessments. It is necessary to include an assessment of changing provision as this can also play a significant role in influencing and attracting users (especially the elderly, women and some BME communities). The quality ratings of the two venues which allow for community use are shown in Table 5.2 overleaf.

Figure 5.2: Community accessible swimming pools by condition

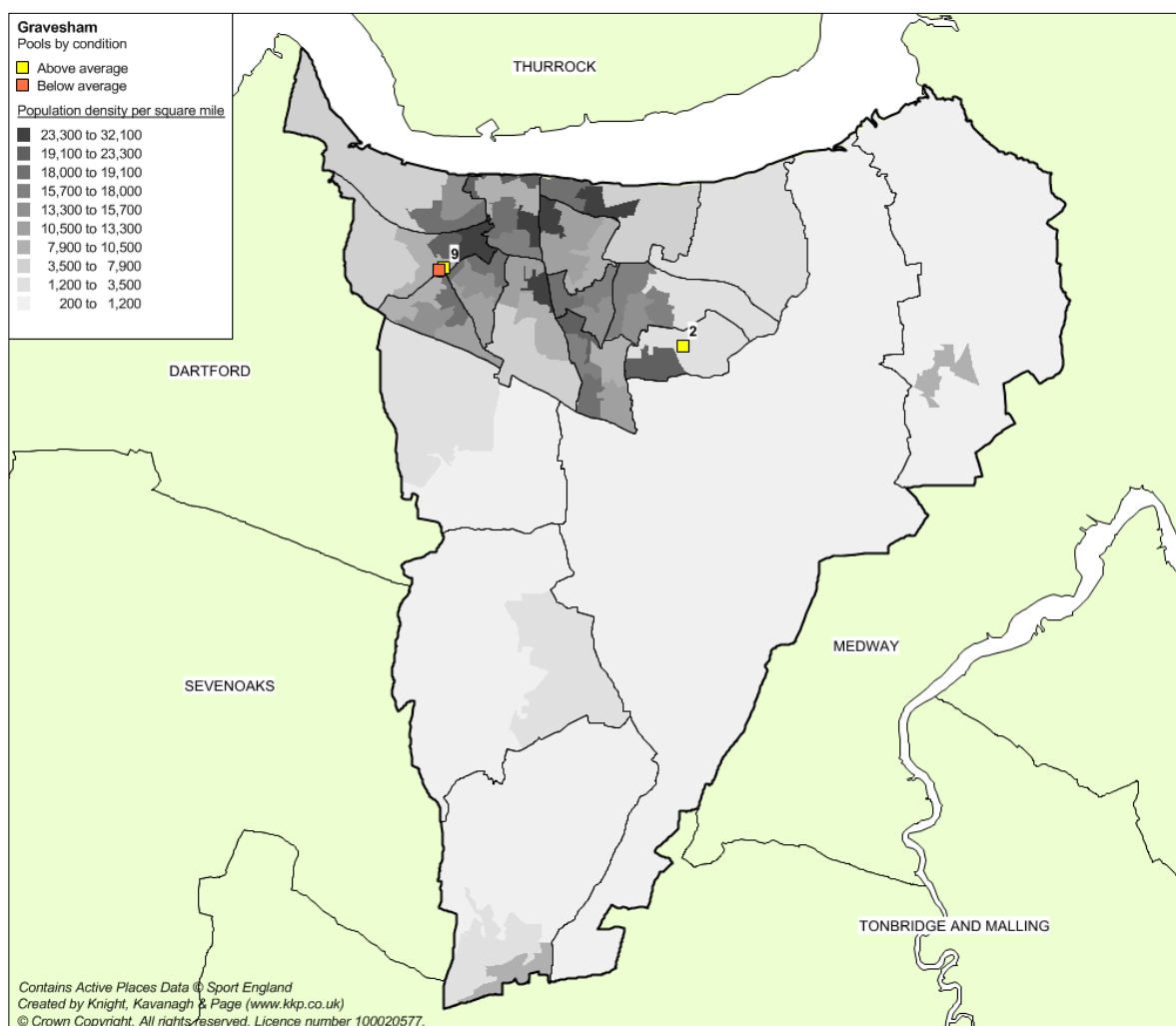


Table 5.2: Community accessible swimming pools by condition

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Map ID	Site	Type	Condition	Changing
2	Cascades Leisure Centre	Leisure Pool	Above average	Below average
9	Cygnets Leisure Centre	Main/General	Above average	Below average
9	Cygnets Leisure Centre	Diving	Below average	Below average

Changing provision is generally below average, some due to the age of the facilities while the condition of two out of three pools is above average. Consultation with staff at the respective facilities confirmed that they believe them to be 'tired'.

Accessibility

Swimming pool accessibility can be influenced by both the physical (i.e. built environment) and human (i.e. management of entry to facilities) elements.

Management accessibility

Cygnets Leisure Centre offers over 95 hours of programming to offer the widest possible access and balance the needs of swimmers and those wishing to learn to swim. Cascades is a leisure pool and whilst its offer does include swimming lessons and public swim times, it is more limited for those who want to do fitness swimming or belong to one of the swimming clubs in the Borough.

Cobham Hall Pool offers a very limited amount of water time to specific groups which hire the facility; whilst North Kent College (Body Matters) also currently allows limited group only usage and no general public access. Gravesend and Northfleet Swimming Club indicates that the relationship with management at North Kent College (Body Matters) is becoming increasingly strained as more sessions are cancelled at late notice; a situation which is self-evidently not conducive to offering quality training sessions.

Operational accessibility

As with indoor facilities appropriate walk and drive-time accessibility standards can be applied to swimming facilities to determine deficiencies in provision. The normal acceptable standard is to apply 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. These less accessible areas invariably have the lowest levels of population and can experience deprivation in the form of poor access to services due to their remoteness.

Figure 5.3, overleaf, shows the location of Cascades and Cygnets leisure centres with a 1 mile radial (20 minute walk time) catchment. It is also useful to assess the coverage of community accessible pools in the context of the Indices of Multiple Deprivation (IMD) to contextualise the nature of communities within the catchment (and outside) of a community accessible swimming pool.

Figure 5.3 indicates that 50.5% of the population of Gravesham resides within a one mile radial catchment of a community accessible swimming pool, suggesting that 49.5% of the population needs to travel further than one mile (further detail can be found in Appendix 2).

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All residents live within a 20 minute drive of a community accessible pool (as detailed in Figure 5.4). However, of the people living within the one mile radial catchment (equivalent to a 20 minute walk), only 6.6% reside in the Borough's most deprived communities (based on the bottom 20% percentile). Thus 14 out of 15 people in the most deprived wards do not have access to a pool within one mile of where they live.

Figure 5.3: Community accessible swimming pools with a 1 mile radial catchment

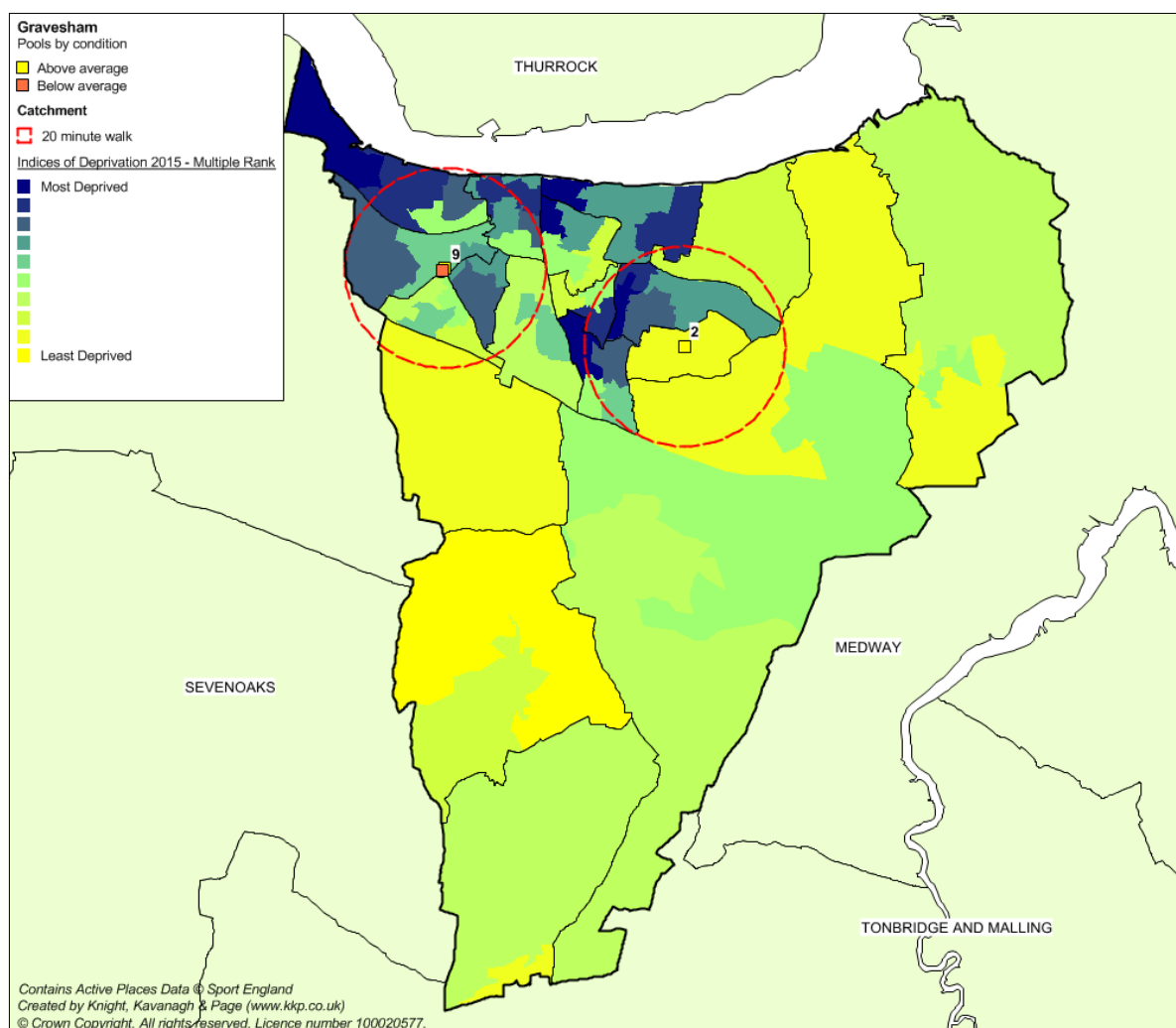
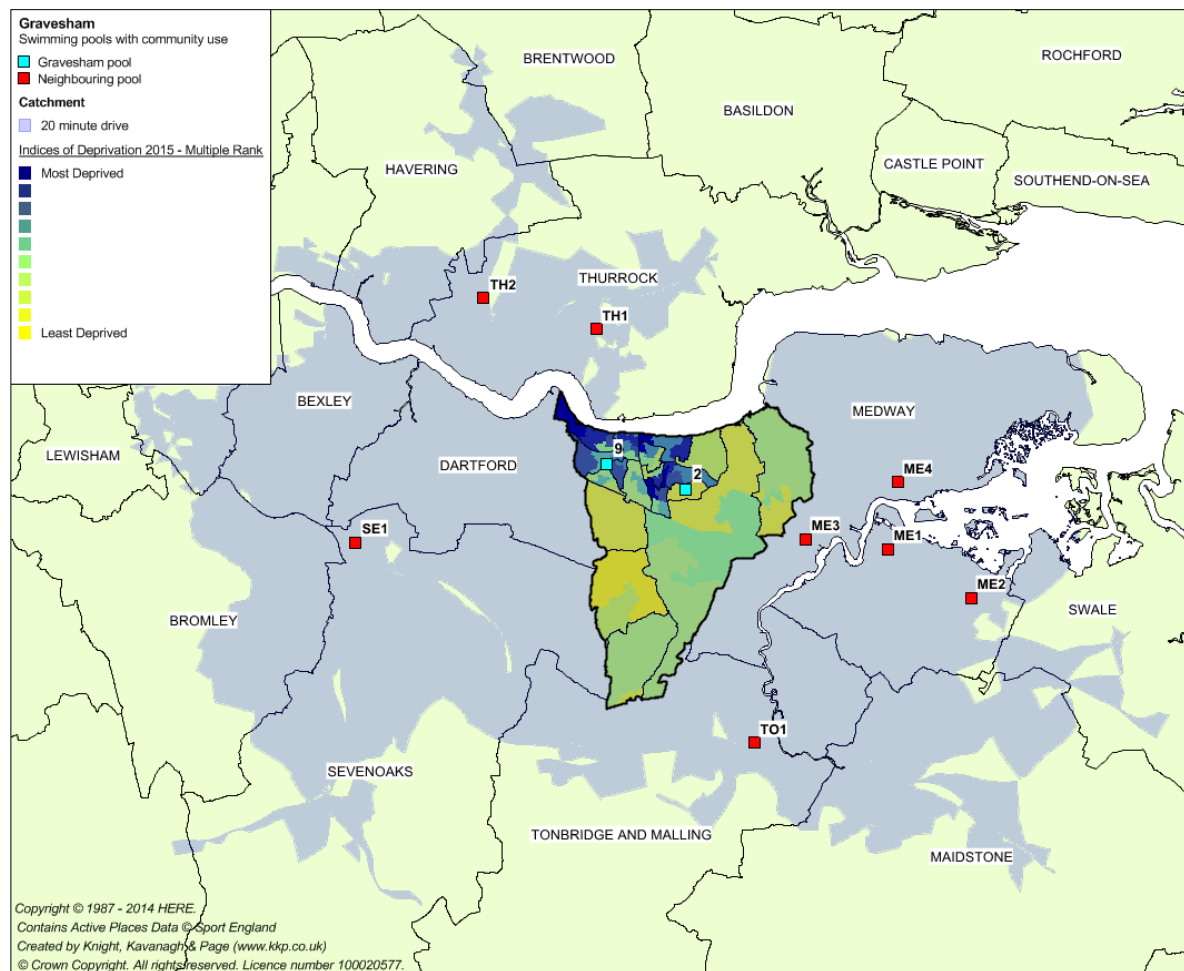


Table 5.3: Neighbouring LA pay and play pools within 20 minute drive

Ref	Site Name	Lanes	Local authority
ME1	Medway Park	6	Medway
ME2	Splashes Leisure Pool	4	Medway
ME3	Strood Sport Centre	8	Medway
ME4	Hundred of Hoo Swimming Pool	4	Medway
SE1	White Oak Leisure Centre	6	Sevenoaks
TH1	Impulse Leisure (Blackshots)	6	Thurrock
TH2	Impulse Leisure (Belhus Park Golf & Country Club)	5	Thurrock
TO1	Larkfield Leisure Centre	6	Tonbridge & Malling

Figure 5.4: Community accessible pools by condition with neighbouring facilities

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5.3 Demand

Analysis of demand for swimming pools

The Sport England Facilities Planning Model (2015) identifies the following:

- ✦ Gravesham's population generates a volume of swimming pool demand that equates to 6,730 visits per week in the peak period.
- ✦ This converts to a facility equivalent of 1,116.82m² of water space (including a built-in comfort factor to ensure that any "target" includes additional space so as to make sure that facilities are not going to be at 100% of their theoretical capacity)..
- ✦ The resident population (c,105,000) is estimated to generate a demand for 1,116.82m² worth of water space. This compares to a current available supply of 949m² of water space giving a negative supply/demand balance of 167.82m² of water space.
- ✦ This analysis does suggest a need for more community accessible water space in Gravesham as the borough population increases to meet increased demand.
- ✦ This information 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 the resident population (by car/on foot); or facilities in adjoining boroughs.

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National Governing Body key issues

Consultation with the Amateur Swimming Association (ASA) confirms that:

- ◆ As with most NGBs the key driver for the ASA is to increase participation, but it understands that it is dependent to a large extent on local providers.
- ◆ Its policy of developing Pool Partnership Programmes which includes a specific aquatic improvement plan.

Club Key issues: Gravesend and Northfleet Swimming Club

The Club has approximately 325 members and uses both Cygnet Leisure Centre and North Kent College (Body Matters) pools for training and lessons. It operates for 15 hours per week with most use (nine hours) at Cygnet. It caters mainly for competitive swimming, stroke development and masters. The Learn to Swim programme has a waiting list but the squads do not. It also hires facilities at Northfleet Technology College for land training for all its swimmers who require it. The relationship with the North Kent College (Body Matters) facility is reportedly becoming increasingly strained due mainly to late cancellations of training times. In addition, this facility is starting to look tired and the administration is becoming more difficult. The Club is, therefore, presently trying to negotiate more time at Cygnet Leisure Centre.

Costs at Cygnet have reportedly risen by 3% per year for the past few years. It is, however, understood that GCLL wishes to raise prices for 2016 by 5-10%. As a predominantly voluntary organisation (apart from its head coach and head of learn to swim programme) it considers this likely to cause problems. It is well serviced by volunteers and supports them financially to take advantage of Level 1 courses run by the ASA. As a Swim 21 club, it has targets of increasing participation with a five year plan and a shorter one-year action plan. It has been successful in achieving increases in participation and reports itself to be continually looking at innovative ways of achieving this; it has been especially successful in catering for some older swimmers.

Gravesend and Northfleet Swimming Club reports having a good relationship with GCLL and other clubs using Cygnet Leisure Centre including those delivering life-saving, synchronised swimming and diving. It reports being inhibited in its use by GCLL's programming of lessons which leads to some of the Club's younger swimmers only getting into the water at 19.00; a time the Club considers too late for four and five year olds. It describes the facilities as satisfactory for training purposes but limited in respect of hosting open galas as it has no electronic timing.

Table 5.4: Market segmentation for swimming and likely target audiences in Gravesham

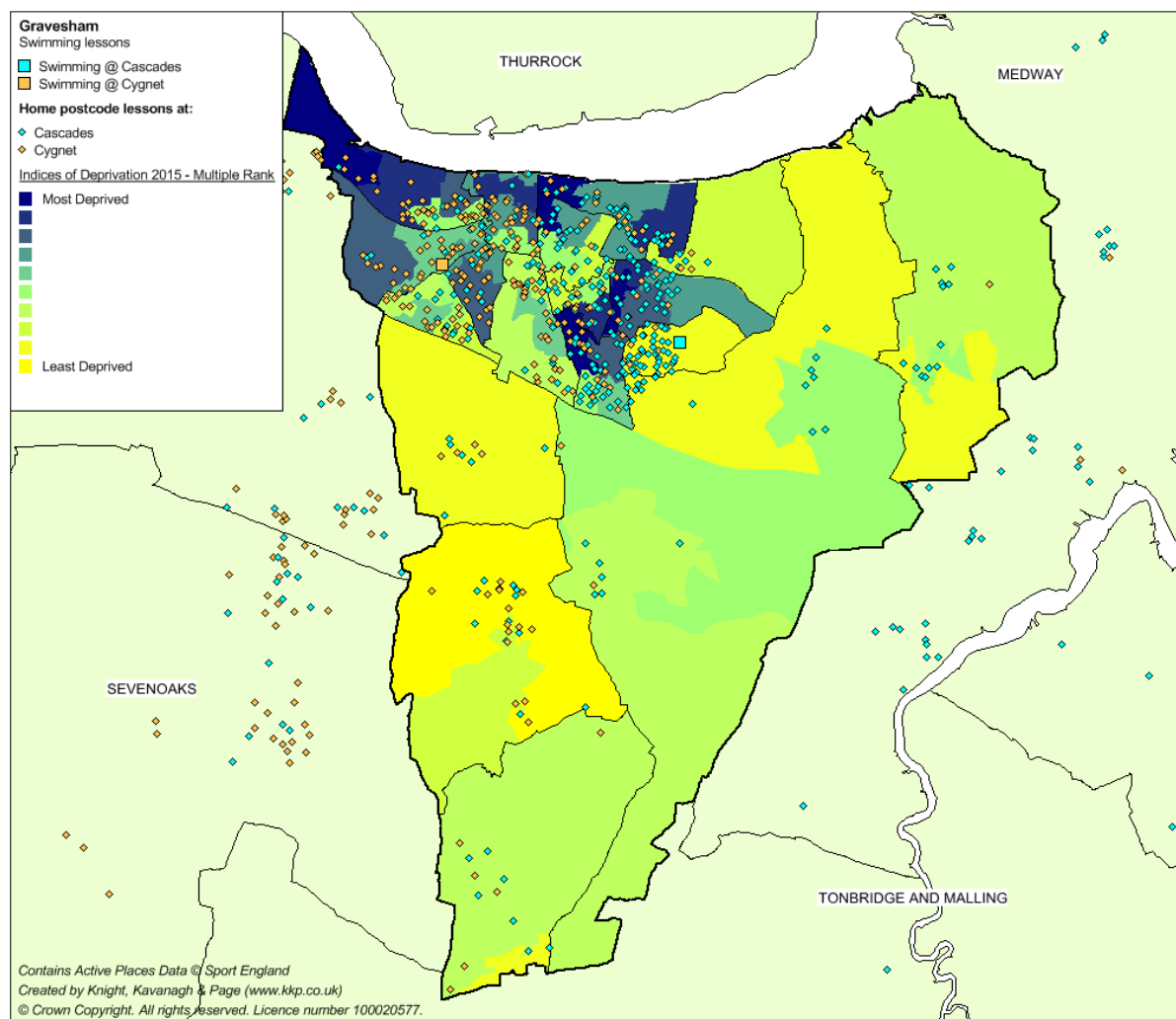
Swimming
<ul style="list-style-type: none">◆ 13.8 % (10,470) of people currently swim regularly and a further 13.9% (10,491) would like to, indicating a potential market of 27.7% of the adult population (20,961) interested in swimming.◆ 25.3% of Alison's swim; the largest proportion for any group along with Chloes (24.1%).◆ The largest numbers and proportion of people who play swim are Tim (9% 943), the next largest group is Jackie (8.4% 883)◆ 9.6% of those who would like to swim are Jackies; the next largest group is Paulas (7.8%).◆ The segment considered best to target for additional swimmers is, thus, Jackies.

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Swimming lessons

The information within this section has been supplied by GCLL and is based on active membership within the past three months. Swimming lessons are reportedly popular within Gravesham with over 1,400 (mainly) children enrolled. They are distributed fairly evenly between the two leisure centres with Cascades having slightly more attendees. Cygnet draws 18% of attendees from outside the borough, a figure higher than the number living within one mile of the facility (16%). Figures tend to show that people are prepared to travel to ensure that young people, in particular, have the opportunity to learn to swim.

Figure 5.5: Cygnet and Cascades swimming lessons over the last 3 months



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Table 5.4: Swimming Lesson attendee postcodes by percentage

Lessons	Within 1 mile of pool	Within Gravesham > 1 mile from pool	Outwith Gravesham	Unknown	Total
Cascades LC	18.93%	21.15%	11.44%	0.83%	52.36%
Cygnnet LC	16.02%	11.86%	17.75%	2.01%	47.64%
Total	34.95%	33.01%	29.20%	2.84%	100.00%

Table 5.6: Attendance at swimming lessons by IMD

Indices of Multiple Deprivation 2015	Gravesham		Cascades LC		Cygnnet LC	
10% bands	#	%	#	%	#	%
00 - 10%	10,056	9.8%	46	8.0%	31	7.7%
10 - 20%	8,645	8.4%	52	9.0%	41	10.2%
20 - 30%	12,634	12.3%	53	9.2%	63	15.7%
30 - 40%	13,652	13.3%	72	12.5%	52	12.9%
40 - 50%	9,178	8.9%	34	5.9%	56	13.9%
50 - 60%	12,692	12.4%	62	10.7%	55	13.7%
60 - 70%	12,569	12.2%	60	10.4%	52	12.9%
70 - 80%	8,313	8.1%	51	8.8%	25	6.2%
80 - 90%	12,024	11.7%	134	23.2%	9	2.2%
90 - 100%	3,001	2.9%	14	2.4%	18	4.5%
Total	102,764	100%	578	100%	402	100%

The figures also indicate that 18.2% of those attending junior swimming lessons are from the top 20% most deprived areas, whereas 14.6% are from the least 20% deprived areas.

5.4 Supply and demand analysis

Sport England's FPM indicates that:

- ◆ Simplistic analysis of 'supply vs demand' for swimming pools in Gravesham suggests that current supply is insufficient to meet current levels of demand from the population.
- ◆ Swimming pool supply equates to 12.20m² of water space per 1,000 of population. This is below the comparable figures for England and the South East Region. The current supply of pools is predominantly found in northern parts of Gravesham.
- ◆ Levels of satisfied demand are relatively high at 93.70%. This is slightly higher than national and regional figures. Data suggests that c.81% of this met demand is retained within Gravesham with c.19% being exported into neighbouring authority areas.
- ◆ Unmet demand is low at 6.3%. The model forecasts that 425 visits per week in the peak period are not being met by the current supply of water space. The main reason identified for this is people living outside the catchment of a pool with c. 17% caused by lack of capacity at current facilities.
- ◆ Gravesham's swimming pools are forecast to be operating at 87.6% used capacity during the weekly peak period. This is significantly higher than national and regional levels and levels in its neighbouring authorities included within this analysis.

- Three swimming pool sites are forecast to be extremely busy during the weekly peak periods - this is likely to limit opportunity to increase usage, which could be an issue for in respect of meeting the needs and demand of a growing population in the future.

Both the FPM and consultation with local groups and management indicate that Gravesham has an under provision of water space for its current population. More strain is likely to be placed on current facilities as the levels of projected population increase. There is a mixed economy of opportunity, with GBC offering a leisure pool, diving pool and six lane main pool. The local swimming club, however, reports trying to increase its training time at Cygnet Leisure Centre and concerns in respect of the increasing costs of hiring the facilities. It is also unable to host open galas due to lack of appropriate facilities.

5.5 Sport England's Facilities Calculator

The Sports Facilities Calculator (SFC) was created by Sport England to help local planning authorities quantify how much additional demand for the key community sports facilities is generated by populations of new growth, development and regeneration areas.

Whilst SFC can be used to estimate the facility needs for whole area populations, i.e. the whole borough, there are dangers in how these figures are subsequently used. The SFC should not be used for strategic gap analysis as it has no spatial dimension. It is important to note that the SFC does not take account of:

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

The following table indicates the results from the projected KKC housing-led population forecast data for the Borough (up to 2033).

Table 5.10: Sports Facilities Calculator applied to population increase in Gravesham

Date	2013	2028	2033
Population projection	103,800	113,000	115,200
Swimming requirement	20.79 lanes	22.64 lanes	23.08 lanes
Difference		1.85 lanes	2.29 lanes

These calculations assume that the current swimming stock remains accessible for community use and the quality remains the same. It appears that the projected increase population will not significantly add to the demand for pool space in Gravesham. If, however, the majority of the population increase occurs in the North and West of the Borough, this may have a localised impact on demand.

5.6 Summary of key facts

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

- ◀ This assessment identifies two community accessible swimming pools, which is in accordance with Sport England's FPM.
- ◀ There are, however, a couple of privately managed swimming facilities including Cobham Hall School and North Kent College (Body Matters) which provide some level of swimming to cater for certain sections of the swimming community (albeit limited).
- ◀ The FPM identifies an under supply of water equating to approximately 167 m² which is the equivalent of 6 lane 25m swimming pool. This is founded on a desk based analysis not the assessment and consultation undertaken.
- ◀ The assessment and consultation based analysis does suggest that there may be a need for more community accessible water space within Gravesham as the population of the borough increases in order to meet increased levels of demand. It does not, however, take account of the quality, access or location of facilities.
- ◀ The main swimming facility is located at Cygnet Leisure Centre; it has main and diving pools. There are capacity issues when all sectors of the community competing for water space at peak demand times.
- ◀ As a leisure pool, Cascades offers some swimming lessons and some water classes, but is limited in the context of fitness swimming and/or club use.
- ◀ All residents of the Borough reside within 20 minutes' drive-time of the swimming pools although only 50.5% are located within a 20 minute walk time.
- ◀ Of the people within one mile radial catchment (20 minute walk) of a facility, only 6.6% live in the Borough's most deprived communities (using the bottom 20% percentile). This means that 14 out of 15 people living in the most deprived wards (using the 20% ratio) do not have access to a swimming pool within one mile of where they reside.
- ◀ Strood Sports Centre, Hundred Of Hoo Swimming Pool and Larkfield Leisure Centre are the three swimming pools closest to the local authority boundary and appear to, at least in part, serve the more rural resident population within Gravesham.
- ◀ Gravesend and Northfleet Swimming Club is keen to have more training time at Cygnet Leisure Centre as its current usage time at North Kent College (Body Matters) is in the process of being reduced. Cost is a key challenge for the Club (and it is also keen to gain access at times it considers to be more appropriate to the age groups with which it wishes to work).
- ◀ The expected growth in the local population will increase the pressure on current levels of swimming.
- ◀ The lack of pool space is particularly noticeable in the north of Gravesend, mainly due to the population density in that area.
- ◀ Should the population increase in line with KCC housing led population forecast projections the level of under-provision will rise by approximately 2 lanes by 2028 in addition to other demand as stated.

SECTION 6: HEALTH AND FITNESS SUITES

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

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

In England there are 319 low cost clubs within the private sector. This represents a 24% (62 clubs) increase over the last 12 months. Their membership has passed the one million mark for the first time (41% increase) and the total market value has increased by 43% to under just £300million. The low cost sector continues to be the fastest growing segment of the private health and fitness market.

There are now 25 private low cost chains across the UK with Pure Gym the market leaders for the third year in a row with 92 clubs, having opened 27 in the last 12 months.

6.1: Supply

Quantity

Research undertaken for the assessment report identifies 14 health and fitness suites in Gravesham, of which only five are at 20 stations or more. The number of stations within the identified fitness suites is 494 of which 378 are located in the 20+ sized facilities. Of these, only 259 stations are considered to be available to the community.

Figure 6.1 overleaf illustrates that health and fitness facilities are to be found mainly in the North of the Borough (servicing Gravesend and Northfleet). Some are situated in the areas of higher deprivation whilst the more rural parts of the Borough have few or no venues.

It should be noted that fitness facilities containing fewer than 20 stations can be available to the public and may accommodate some localised demand. For the purpose of this report, however, they are discounted because of their scale.

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Figure 6.1: All Health & Fitness suites in Gravesham over indices of deprivation

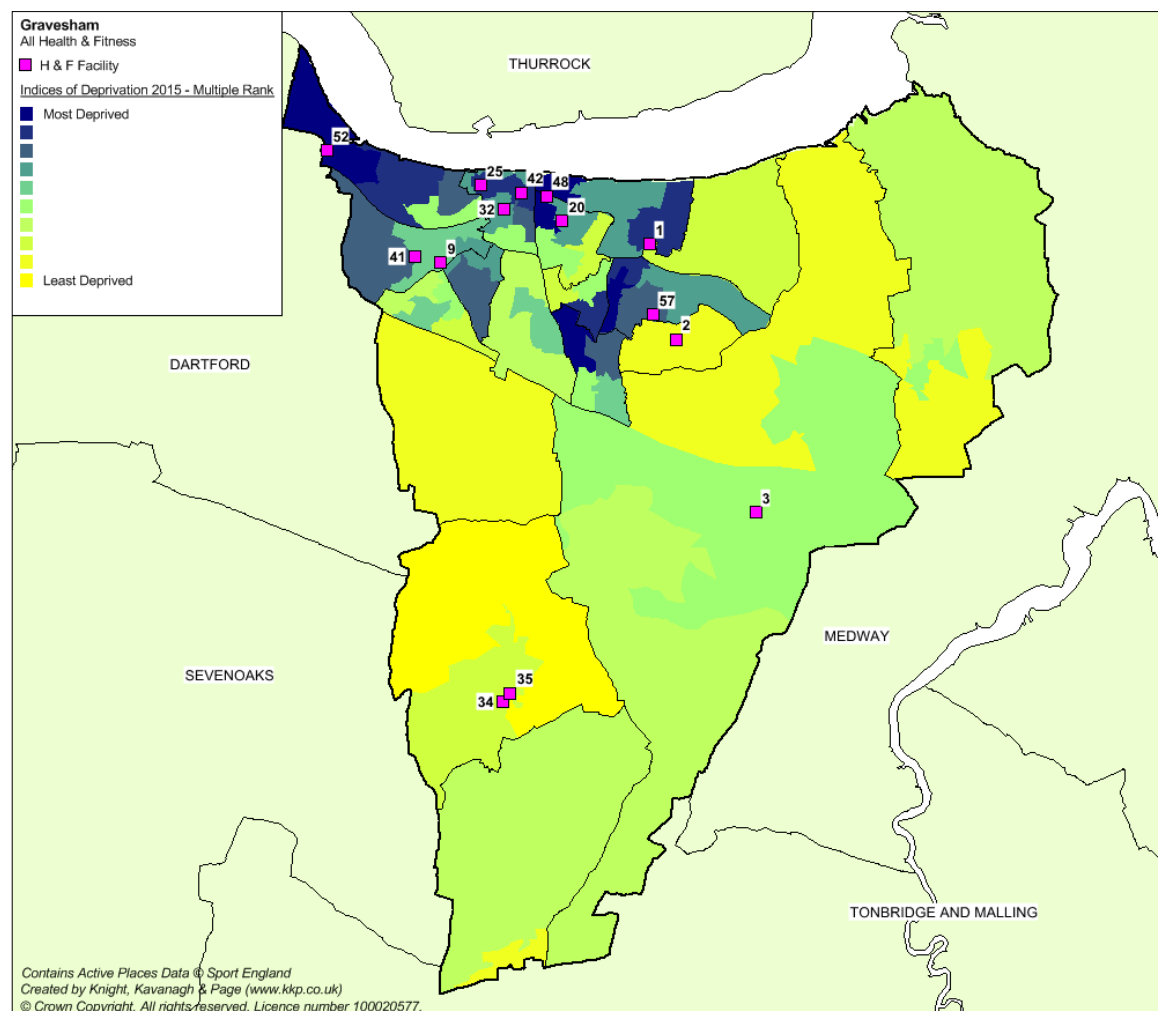


Table 6.1: All health and fitness suites in Gravesham IMD 2015

Map Ref	Site Name	Stations
1	North Kent College (Body Matters)	18
2	Cascades Leisure Centre	142
3	Cobham Hall School	12
9	Cygnets Leisure Centre	75
20	Guru Nanak Football Club*	12
25	Iron House Gym	12
32	Mayfield Grammar School - Gravesend	19
34	Meopham Fitness And Tennis Centre	42
35	Meopham School	9
41	Northfleet Technology College	10
42	NRG (Gravesend)	70
48	Shapers	14
52	Snap Fitness (Ebbsfleet)	49
57	Thamesview School	10
Total	Not including those less than 20 stations	378

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**it should be noted that there is a current planning application for a new sports hall and improved fitness provision at Guru Nanak. The application is pending consideration and will not be considered in this study until it is a facility open to the public.*

In addition, there is also a proposal for Fleet Leisure to include approximately 50 fitness stations, although this proposal is not guaranteed.

Quality

Site assessments

As noted, Gravesham has 14 health and fitness suites; five considered within the scope of this study with nine below the 20 station threshold. The largest and most significant health and fitness suite is to be found at Cascades Leisure Centre, which hosts over 140 fitness stations, operates over two floors and has been subject to significant investment over the past few years. (Part of this involved the reduction in the scale of the main sports hall from six to three courts to accommodate the extension of the health and fitness offer in 2010).

Site visits were carried out at a range of facilities (access was not available at the commercial venues). Assessors were accompanied by staff including facility managers and teaching staff. These visits provide an overall quality scoring and look out for investment undertaken. Assessments highlighted that there are no facilities with a quality rating of poor within Gravesham and they were assessed as follows:

Table 6.2 Quality rating of health and fitness suites in Gravesham

Quality rating of assessed health and fitness suites				
Good	Above average	Below average	Poor	Not assessed
3	3	1	0	7

Table 6.3: Health and fitness suites (c.20+ stations) in Gravesham with a quality rating

Ref	Site Name	Stations	Community Use	Condition
2	Cascades Leisure Centre	142	Yes	Good
9	Cygnat Leisure Centre	75	Yes	Above average
34	Meopham Fitness & Tennis Centre	42	Yes	Below average
42	NRG(Gravesend)	70	Registered Membership	Not assessed
52	Snap Fitness (Ebbsfleet)	49	Registered Membership	Not assessed

Meopham Tennis and Fitness Centre is recorded as below average mainly due to the limited space within which it is situated. The operators are currently looking to invest in it and extend the health and fitness offer. The investment in Cascades in 2010 has put this facility at the forefront of the health and fitness offer in Gravesham. Consultation with management indicates that this investment and the resultant increase in participation has led to a substantial improvement in the financial viability of the facility overall.

Accessibility and availability

The Sport England classification of access type defines registered membership use facilities as being publicly accessible. For health and fitness suites, this generally means a monthly membership fee which can vary hugely. There are two commercial operators in Gravesham – Snap Fitness and NRG; they do add to the wider health and fitness offer although there does not appear to be a particularly wide choice of opportunity in Gravesham (neither the high end leisure club opportunity nor a significant budget offer).

Using Sport England's definition, there are five accessible sites offering 378 fitness stations. If, however, Snap Fitness and NRG were considered not to be available due to the cost of access, then this brings the number of accessible fitness stations down to 259 (a significant reduction for the size of the Borough). The three main sites (Cygnet, Cascades and Meopham) have extensive opening hours with daytime access to fitness suites.

6.2: Demand

Health and fitness via exercising in a gym or class environment is a highly popular form of exercise in Gravesham, appealing to men and women across a range of age groups. Sport England APS 8 identifies 13,112 people currently participating in 'keep fit and gym', which at 17.3% of the adult Gravesham population is above the 'UK penetration rate' of 12% (% of the overall population that regularly access a gym facility). It also indicates that a further 5,416 (7.2%) state that they would like to participate in the future, indicating potential future growth in demand

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

Table 6.4: UK penetration rates for health and fitness suites in Gravesham (KCC population data)

	Current (2013)	Future (2028)	Future (2033)
Adult population	82,600	92,500	92,800
UK penetration rate	12%	13%	14%
Number of potential members	9,910	12,025	12,992
Number of visits per week (1.75/member)	17,345	21,050	22,735
% of visits in peak time	65	65	65
No. of visits in peak time (equated to no. of stations required i.e. no. of visits/39 weeks*65%)	290	350	380

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

According to UK penetration rates there is a current need for 290 stations across Gravesham. This is expected to grow to 350 stations by 2028 and to 380 stations by 2033. It is also necessary to factor in comfort and accessibility at peak periods, in particular. The requirement, therefore could be up to double the numbers found in the model. When comparing the number of community accessible stations currently available (259) the market appears to have just under the amount required to service the adult

population, this rises to an undersupply of c.120 when taking account of peak period and accessibility issues. Using this model, the Borough is likely to see an increase in the undersupply of community accessible health and fitness stations of up to 470 stations by 2028

It is not uncommon for the private sector to fill such gaps with a range of health and fitness stations. The key issue is that, although some of these may be budget operators, this does not necessarily make them accessible to the harder to reach groups and people from areas of high disadvantage (as cost is only one element which may hinder usage).

6.3: Supply and demand analysis

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

Gravesham has a total of 494 fitness stations across 14 sites, of which 259 are considered to be housed at facilities accessible to the whole community. The challenge remains as to whether these facilities will continue to provide opportunity for those in the most disadvantaged areas

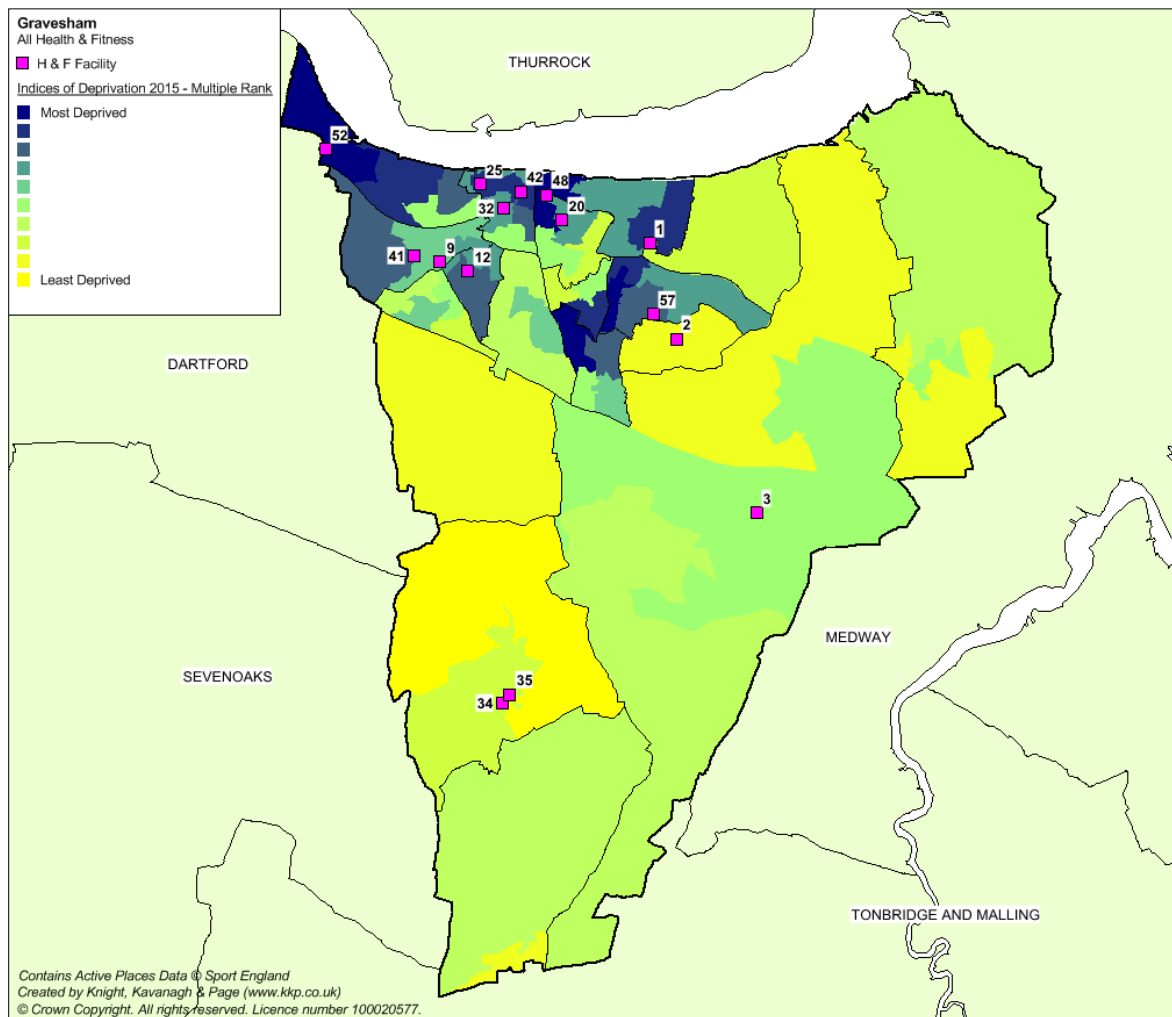
6.4 Proposed future developments

Fleet Leisure has been an important strategic site, for many years, within Gravesham with particular regard to green open space and formal pitch provision. The existing facilities are in very poor condition which has been exacerbated by them being closed for approximately 18 months. The site includes the main sports complex building which contains a bar and social area, a main hall with changing facilities, kitchen and a number of small offices.

Moving forward the Council wishes to secure the long term future of the site by providing a much improved sporting venue that ensures the financial viability of the site, alongside facilities that provides a community hub for social and recreational need (Report to Council March 2015) . Various options have been put forward for its development and all of them include a 49 station fitness suite, with appropriate changing facilities. None of the options have yet received planning permission.

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Figure 6.2 All accessible health and fitness suites (including the proposed suite at Fleet – site 12)



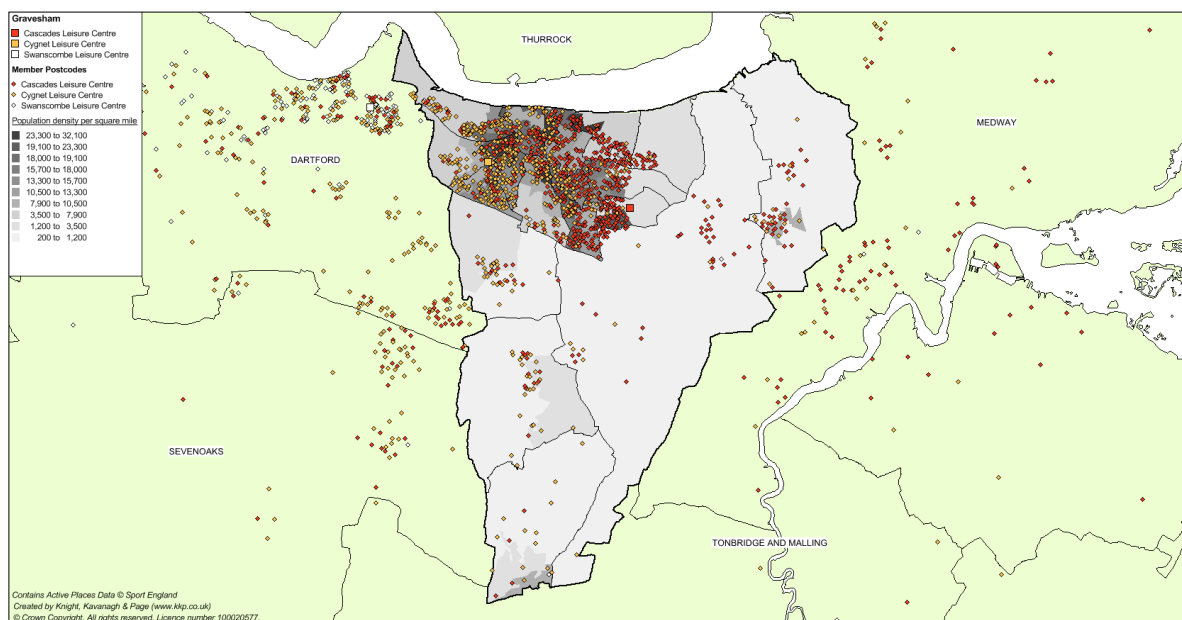
6.5 Health and fitness membership and Gravity mapping

To determine the reach and significance of specific facilities raw data provided by GCLL on users of health and fitness facilities across Gravesham was analysed. This allowed identification of the home location of all registered users over a three month period (it is based on c.5000 units of data supplied by GCLL). The usage relates to health and fitness members who actually used facilities (i.e. were active) over the analysis period.

Health and fitness members register at one of three sites; Cascades, Cygnet or Swanscombe leisure centres. GCLL manage Swanscombe Leisure Centre in addition to the two in Gravesham and for the purposes of analysis no comment is made on the Swanscombe usage. Member data is broken down into site only detail by evaluating where the membership was taken out rather via tracking of the venue that members are actually using (memberships are valid across all three sites) as this cannot be retrieved. It is, therefore, for the purposes of this analysis, assumed that users are more likely to use the facilities at which they joined.

Figure 6.2 indicates the wide area from which members travel to use all the facilities (from both outside and inside the local authority). Patterns of travel cannot be extrapolated from the map because of the format of the data supplied.

Figure 6.2 Cascades, Cygnet and Swanscombe Leisure Centres



Based on a total of 5,125 data entries, Figure 6.3 overleaf identifies the percentage of people who reside within and outwith Gravesham who took out memberships at specific leisure centres.

Three quarters of members are based within Gravesham itself (see Appendix 2 for further details), with people from Dartford, Sevenoaks and Medway making up just over one fifth (22%). Cascades has the highest percentage of users who reside in Gravesham (86%) in comparison with Cygnet (79%). This may well reflect the fact that Cygnet, in Northfleet, is closer to the local authority boundary than Cascades.

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Figure 6.3: Percentage of membership mapped within and outwith Gravesham

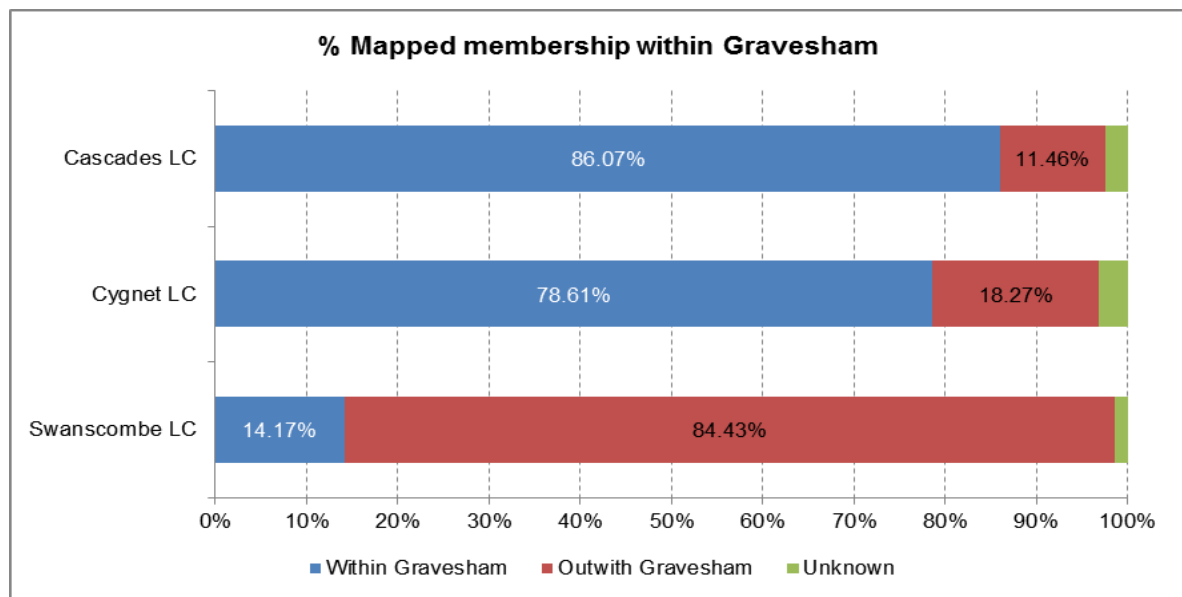
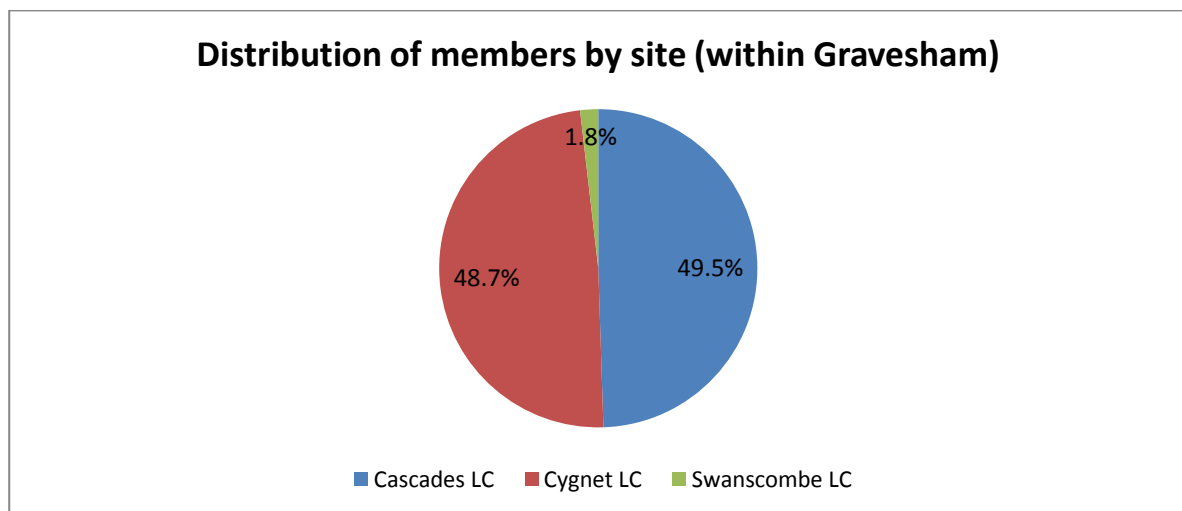


Figure 6.4 indicates that membership at the Cygnet and Cascades leisure centres is equally distributed even though Cygnet has the greater number of stations.

Figure 6.4: Distribution of members by site



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Cascades Leisure Centre

Figure 6.5: Members who took out membership at Cascades Leisure Centre member map with 1 mile radial catchment

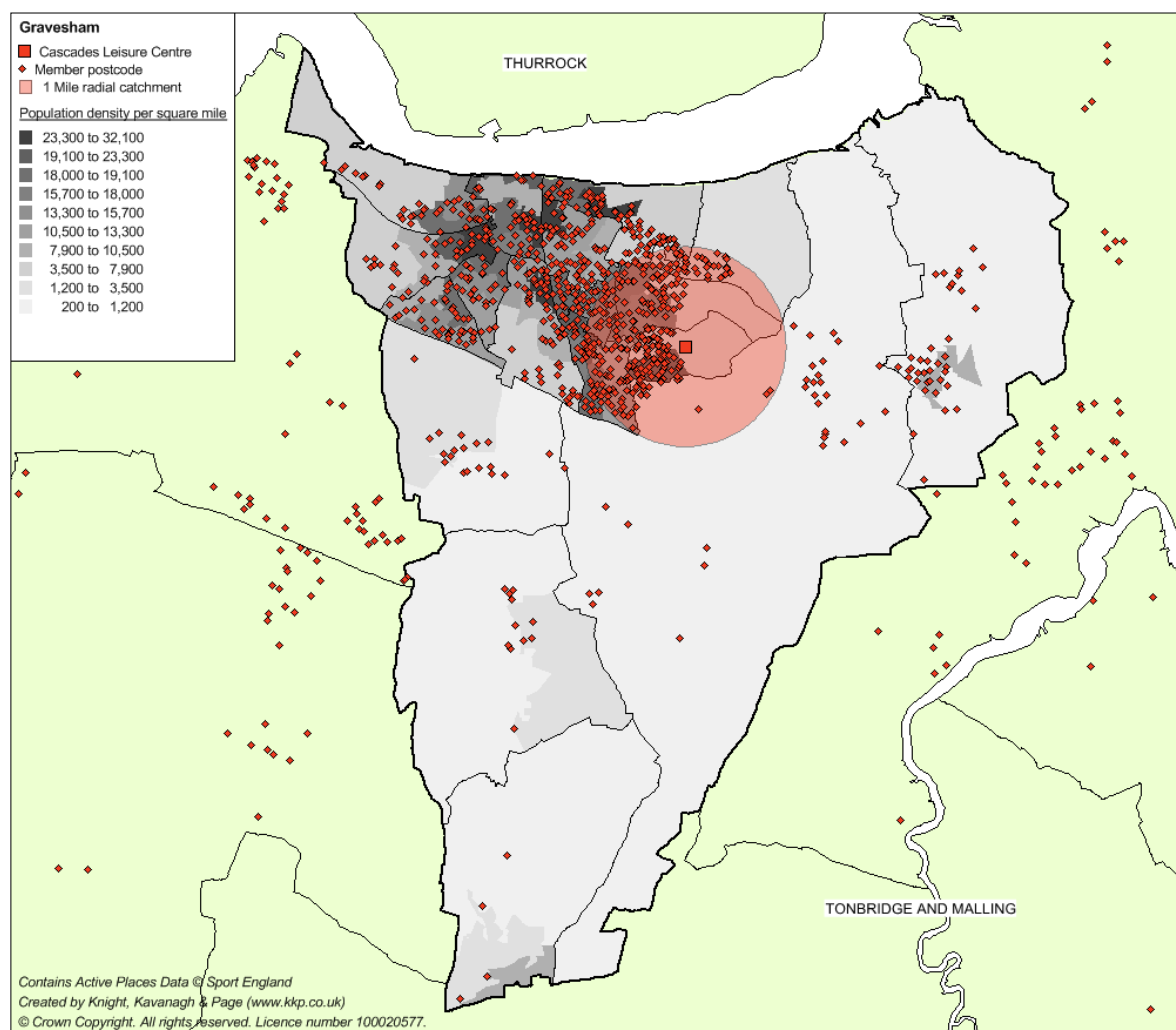


Figure 6.5 and Table 6.5 indicate that over half of the memberships taken out at Cascades are from people resident within one mile of the facility, indicating its local importance. Just over one third of members are resident in Gravesham but travel further than one mile.

Figure 6.5: Percentage of mapped members within/outwith 1 mile radial, and within/outwith Gravesham

Site	Within 1 Mile	> 1 Mile & Within Gravesham	Outwith Gravesham	Unknown	Total
Cascades LC	51.9%	34.2%	11.5%	2.5%	100%

Figure 6.6 and Table 6.6 indicate that nearly six out of ten memberships taken out at Cygnet Leisure Centre are resident within one mile of the facility, indicating that it is also important to local residents. Just over one fifth live in Gravesham and travel further than one mile; and just under one fifth of its membership travel from outside the Borough to use the facilities.

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Figure 6.6: Cygnet Leisure Centre member map, including 1 mile radial catchment

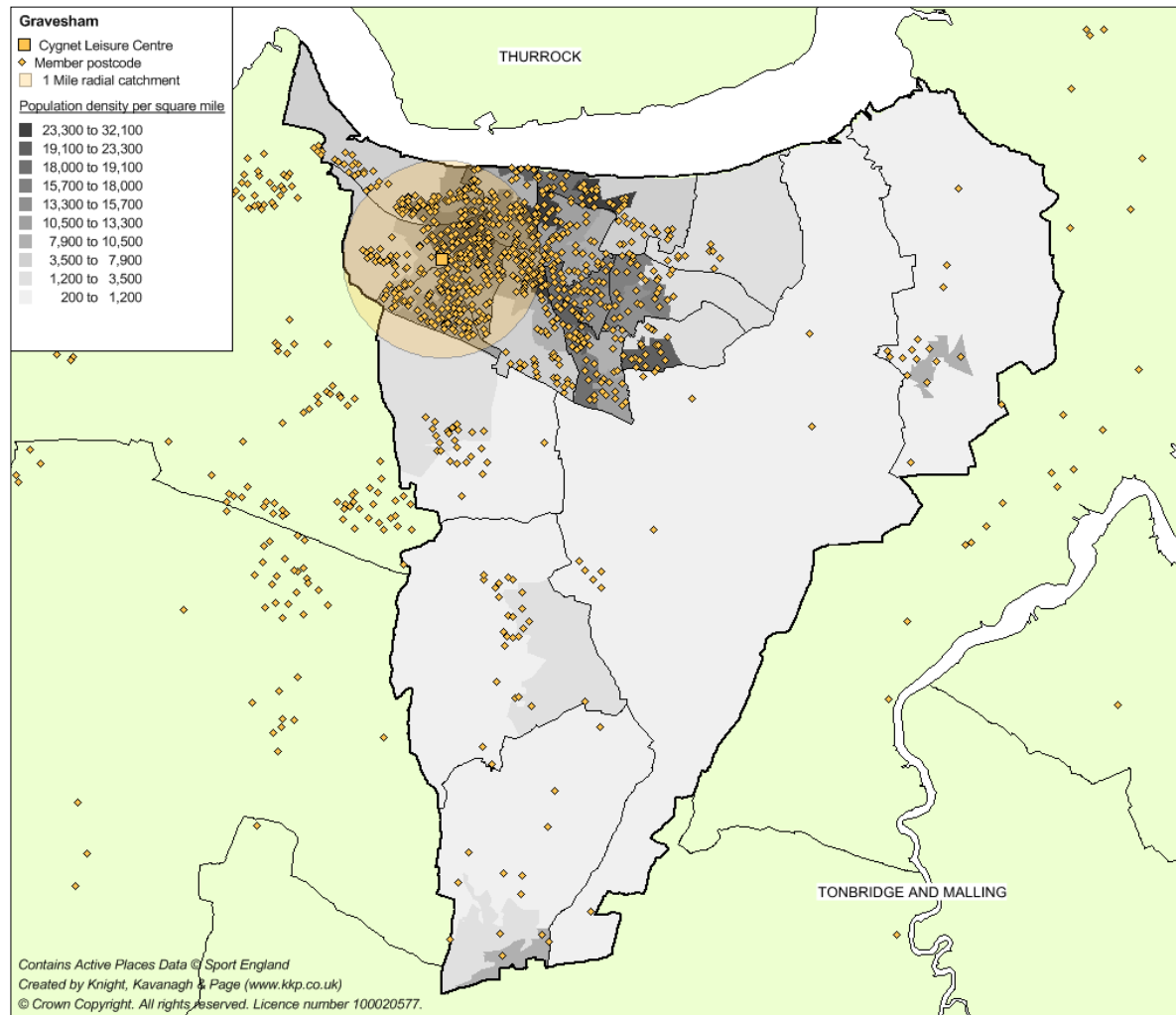


Table 6.6: Mapped members within/outwith 1 mile radial, and within/outwith Gravesham

Site	Within 1 Mile	> 1 Mile & Within Gravesham	Outwith Gravesham	Unknown	Total
Cygnet LC	58.3%	20.3%	18.3%	3.1%	100%

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Memberships set against IMD

Maps indicating radial catchment can be found in Appendix 2, however, Table 6.7 identifies the numbers and percentages of people who have taken out memberships from different bands of deprivation.

Table 6.7 Cascades, Cygnet members in Gravesham postcodes against IMD 2015

Indices of Multiple Deprivation 2015	Gravesham		Cascades LC		Cygnet LC	
10% bands	#	%	#	%	#	%
00 - 10%	10,056	9.8%	161	8.4%	102	5.4%
10 - 20%	8,645	8.4%	161	8.4%	115	6.1%
20 - 30%	12,634	12.3%	209	10.9%	271	14.4%
30 - 40%	13,652	13.3%	224	11.7%	277	14.7%
40 - 50%	9,178	8.9%	144	7.5%	280	14.9%
50 - 60%	12,692	12.4%	230	12.0%	297	15.8%
60 - 70%	12,569	12.2%	146	7.6%	247	13.1%
70 - 80%	8,313	8.1%	193	10.1%	174	9.2%
80 - 90%	12,024	11.7%	437	22.8%	100	5.3%
90 - 100%	3,001	2.9%	11	0.6%	22	1.2%
Total	102,764	100%	1,916	100%	1,885	100%

A total of 539 residents out of a total of 18,701 classified as living in areas of high deprivation (using the 20% percentile) have taken out membership at Cygnet and Cascades leisure centres.

This would suggest that more than 18,000 people resident in these areas are not members. It is noted that the more affluent within society tend to do more exercise which is certainly borne out by the figures above. It is likely that GBC and partners will have to offer incentives to attract and retain more members from these areas.

Membership set against health data

Table 6.8 and Figure 6.7 overleaf indicate that approximately 20% of the population lives in the areas of high health deprivation (using 30% banding). The raw data clearly indicates that neither Cascades nor Cygnet leisure centres are good at attracting people who live in these areas as only 32 (out of over 2,000 available) live in areas where health is noted to be in the 10-20 percentile and 443 members are in the 20-30 percentile out of a total of over 12,000 people.

Given the relationship between inactivity and ill health, GBC and partners may wish to consider how it can encourage people from these areas to be more active – at least in the context of fitness room membership and use.

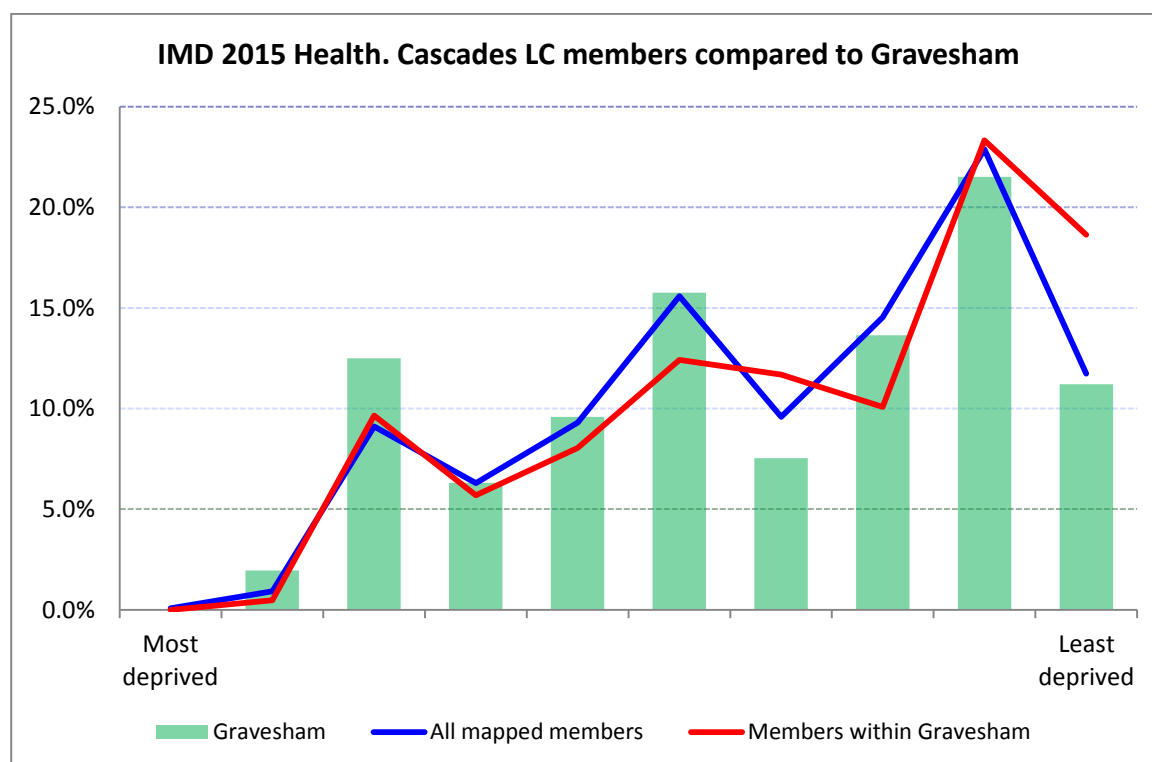
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Membership set against health data

Table 6.8: Membership data by Health deprivation in Gravesham

Health Deprivation 2015	Gravesham		Cascades LC		Cygnet LC	
10% bands	#	%	#	%	#	%
00 - 10%	0	0.0%	0	0.0%	0	0.0%
10 - 20%	2,013	2.0%	9	0.5%	23	1.2%
20 - 30%	12,843	12.5%	185	9.7%	258	13.7%
30 - 40%	6,491	6.3%	109	5.7%	93	4.9%
40 - 50%	9,847	9.6%	154	8.0%	211	11.2%
50 - 60%	16,198	15.8%	238	12.4%	329	17.5%
60 - 70%	7,736	7.5%	224	11.7%	67	3.6%
70 - 80%	14,010	13.6%	193	10.1%	353	18.7%
80 - 90%	22,103	21.5%	447	23.3%	445	23.6%
90 - 100%	11,523	11.2%	357	18.6%	106	5.6%
Total	102,764	100%	1,916	100%	1,885	100%

Figure 6.7: Bar chart to compare memberships to health data in the Borough



Age groups and gender

Cascades and Cygnet show similar traits in regard to age and gender in that in every age group, apart from the 0-15 year group, there are consistently more female than male members. The largest group is both male/female members aged 30-44 years. (Further detail can be found in Appendix 2).

6.6 Gravity Mapping

Gravity mapping provides a pictorial representation of facilities; it uses the road network and travel times to determine which facilities people might be expected to use if based solely on ease of travel (all other things being equal).

Data on membership and use patterns is then analysed to see what happens in reality and the two can be compared. Further detail can be in Appendix 3 with the maps clearly indicating those residents living in the blue shaded area are nearest to Cascades Leisure Centre; conversely those in the light orange area live nearer to Cygnet Leisure Centre.

In summary, one in three swimming lessons are taken by people travelling in to Gravesham from surrounding authorities, Cygnet Pool is a more self-contained market (than Cascades) as 87.2% of lessons are by people for whom this is also the nearest pool. Almost nine in ten (88%) of those who have swimming lessons and are also Gravesham residents live within two miles of a mid-point between Cygnet and Cascades

For health and fitness the data indicates that just under one in five people using health and fitness facilities (at Cygnet and Cascades) travel in to Gravesham from surrounding authorities, Cygnet Leisure Centre is a more self-contained market (than Cascades) as 86.3% of health and fitness users are people for whom this is also the nearer of the two facilities. More than nine in ten (93%) of those who use either of the centre's health and fitness facilities and are also Gravesham residents live within two miles of a mid-point between Cygnet and Cascades

6.7 Summary of key facts and issues

- ◀ There are 14 health and fitness suites identified in Gravesham, of which only five have 20 or more stations.
- ◀ There are more than 494 stations available throughout the Borough.
- ◀ Only three venues offer pay and play community use, providing a total of 259 stations.
- ◀ The more densely populated areas of Gravesham appear to be well catered for in terms of the number of health and fitness suites available, whilst people who live in the more sparsely populated areas must travel to use facilities.
- ◀ The only community accessible facility not rated as above average or better is Meopham Tennis and Fitness Centre. This is primarily due to the lack of available space. Management at the facility (Serco) has indicated its desire to extend the current area and therefore increase the number of stations and space available for health and fitness activity.
- ◀ There are several privately provided facilities including NRG and Snap Fitness. These are thought to service certain sections of the community but cannot be considered to be fully accessible due to cost and membership restrictions.
- ◀ The choice for health and fitness is considered to be relatively limited for users in Gravesham.
- ◀ The important element within the health and fitness market is that it will be necessary to ensure that those who could benefit most from facilities gain access to them (i.e. it is important to get the sedentary more active and the least active more active).

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- ◀ Membership data at both Cascades and Cygnet suggests that people from all over the Borough and outside of the local authority use the facilities. It is interesting to note that membership taken out at the respective sites is fairly even, despite Cascades having approximately 60 more fitness stations than Cygnet.
- ◀ A higher proportion of Gravesham residents use Cascades, but this is thought likely to be the result of Cygnet Leisure Centre being located closer to the local authority border.
- ◀ Due to the disparate nature of the management of health and fitness suites, it is difficult to co-ordinate the sport and physical activity offer within them. It is nonetheless important that the local authority continues to ensure that they are accessible to disadvantaged and hard to reach groups within the Borough.

SECTION 7: CYCLING

British Cycling (BC) is the NGB for all forms of cycling at national and regional level. It oversees all the main six sporting disciplines, (BMX, mountain bike, cyclo-cross, road, track and cycle speedway) and represents personal challenge riders, commuters and leisure cyclists. It is committed to helping everyone enjoy cycling.

In recent years, cycling has had unparalleled Olympic, Paralympic and major championships success cementing its status as one of the strongest nations in competitive cycling. It administers the sporting calendars in all domestic cycle sport and oversees cycling's development across all disciplines, helping to ensure those who want to race can do so in a competitive environment.

Away from competition, it encourages people to ride bikes via its recreational programmes, all suited to meet an individual's preferred form of cycling. It also works with schools and community clubs to ensure that more young people are taking up the sport than ever before.

In addition to the above, British Cycling is looking to increase its political influence as it represents its 100,000-strong membership. It, therefore, lobbies local and national government to make a sustained commitment to improving conditions for cyclists in order to ensure that Britain becomes a true cycling nation.

7.1 Supply

Gravesham has a particular facility (Cyclopark) designed to increase participation and improve performance of cycling (within a range of different disciplines). It is built on a 40 hectare site and hosts facilities for a range of cycling disciplines. Opened in March 2012, it has had over 300,000 visitors since its opening. Its mission is *'to provide an outstanding venue with the widest opportunities for all abilities'*. The site is supported by British Cycling, British Triathlon, Kent County Council and volunteers. There are 13 staff (FTE).

Each cycling discipline requires different types of cycling facilities but it should be noted that most cycling takes place using the road and cycle track networks across the county. Its facilities include:

- ◀ Cyclocircuit which is a road cycling circuit with a race smooth tarmac, 2.9km in length and floodlit; it has been designed and built specifically for bike training and casual use away from the problems of the road. It is ideal for families with young riders and for professional riders improving their sprint finish.
- ◀ Cycloterrains consists of 6km of mountain bike trails running throughout the park designed to offer graded runs similar to those available in ski resorts under blue, red and black classifications. These aim to build off-road riding skills gradually until they challenge even the most advanced riders.
- ◀ CycloBMX is a 330 metres floodlit track designed for BMX beginners to professional riders featuring obstacles.
- ◀ Cycloskate is a large skate park for skateboards, BMX, rollerblades and scooters, located in the centre of the park, which offers ramps and concrete ground features.
- ◀ The U8s skate park is an additional facility which appeals to children, total beginners or those who already know some basic moves.
- ◀ Cyclokids is playpark hosting a 3,000sqm cycle-based playground, with water, sand, climbing frames, percussion music and a sensory garden.

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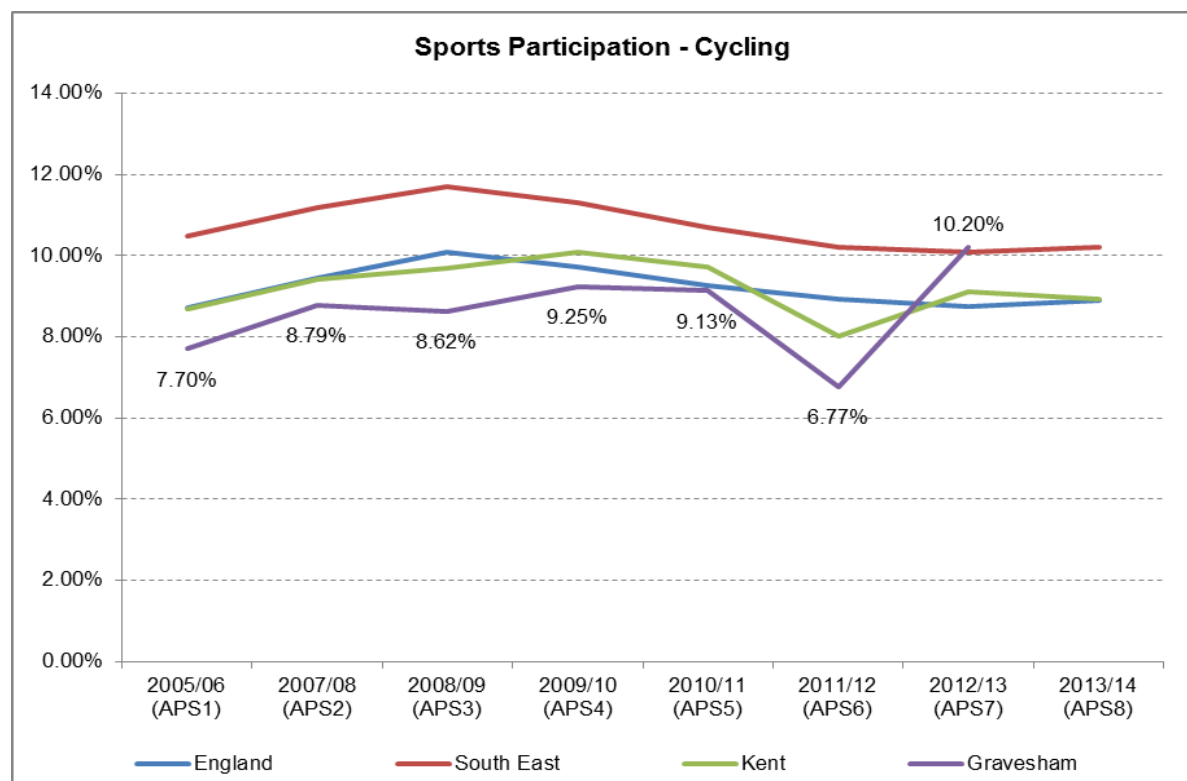
- ◀ Cycloplay: is the sports zone which consists of a 600 metre squared multi-use games area, allowing for a variety of sports; from recreational basketball to competitive 5-a-side football or other small court sports.
- ◀ Cyclocountry is the two trails (with bike hire options available) which consists of off road bike trails and cycle hire. The trails are designed for all ages and abilities. Route 1 is 5.2miles (7.3km), Route 2 is 5.8miles (9.4km), with slightly more challenging terrain.

In addition to the above, the site also hosts an onsite café, health treatment facilities, retail sales and maintenance as well as bike hire and a fleet of specially adapted bikes for people with disabilities.

7.2 Demand

Figure 7.1 and Table 7.1 indicate that cycling participation remains relatively stable across the country with approximately 9% of the adult population (aged 16+) participating in at least one session of cycling in the last 28 days. The South East average is above this with c.10% of the population regularly participating. Gravesham had been consistently lower than both regional and national averages but this has changed over the last couple of years with a major increase in participation identified in APS7*data (this increase would coincide with the full opening of Cyclopark).

Figure 7.1: Comparison of county, regional and national cycling participation



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Table 7.1: APS data for cycling comparing national, regional and local trends

Area	APS1	APS2	APS3	APS4	APS5	APS6	APS7	APS8
England	8.73%	9.45%	10.10%	9.71%	9.26%	8.93%	8.76%	8.91%
South East	10.50%	11.20%	11.70%	11.30%	10.70%	10.20%	10.10%	10.20%
Kent	8.69%	9.42%	9.69%	10.10%	9.72%	8.03%	9.12%	8.92%
Gravesham	7.70%	8.79%	8.62%	9.25%	9.13%	6.77%	10.20%	*

*Data unavailable for APS 8 due to question not asked or insufficient sample size

Membership

Cyclopark has had more than 300,000 visitors since its opening in 2012. Year one saw figures of c115,000 with the subsequent two years levelling out at c.100,000 visits per annum. Consultation indicates that the main challenge (as with many sporting facilities) is generating sufficient revenue to re-invest. The site is reported to have low entry costs and there are limitations on what can realistically be organised, especially when major events are being hosted. (There are reports of some spectating issues and a number of bottle necks on site). It has hosted events with over 3,000 people in attendance.

The Trust which operates the site has a funding agreement with KCC for the next 21 years. There is a suggestion that KCC is considering an asset transfer but consultation has proved to be inconclusive on this issue.

Consultation

The Cyclopark impact report 2012-14 indicates that it has:

- ◆ Had more than 260,000 visitors since opening
- ◆ 52,000 cyclists train and compete on the 3km road circuit.
- ◆ 45,000 BMX riders practise and participate in national and regional competitions.
- ◆ 40,000 local youngsters develop their skills at Cycloskate Park.
- ◆ 180 school groups develop cycling skills, take part in interschool competitions and work towards GCSE sports qualifications.

Consultation with management indicates that there has now been over 300,000 visitors indicating that demand for the facilities remains steady.

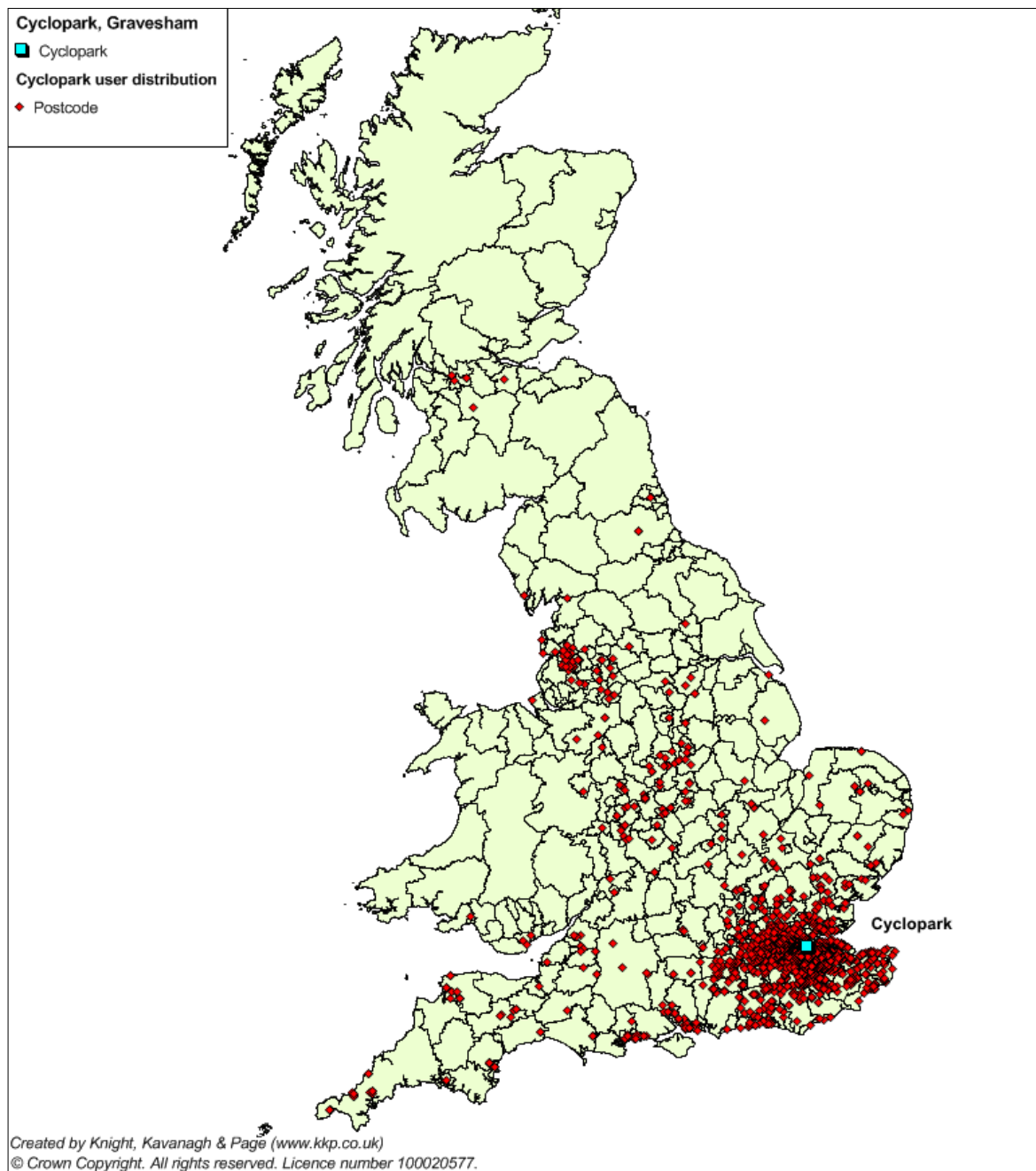
Membership data

Membership data provided by Cyclopark relates to all people who have registered as members since its opening in 2012. It does not allow for interrogation of current members and frequency of use; it does, however, allow for analysis based on age, gender and distance travelled to the site. Cyclopark states that it has over 8,360 members (of which 2,143 did not provide a valid postcode); there are 314 unrecognised postcodes; which leaves the following data based on 5,903 valid entries.

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Figure 7.1 below indicates that members travel from all over England (with some use from Scotland) to use the site. It is believed that cyclists take out membership when they attend events, hence the reason for hot spots of membership around the country e.g. there is a higher incidence of membership in the North West than in other areas, which may indicate stronger cycling areas of a particular type e.g., they may have travelled to enter specific BMX competitions rather than using the site for recreational purposes.

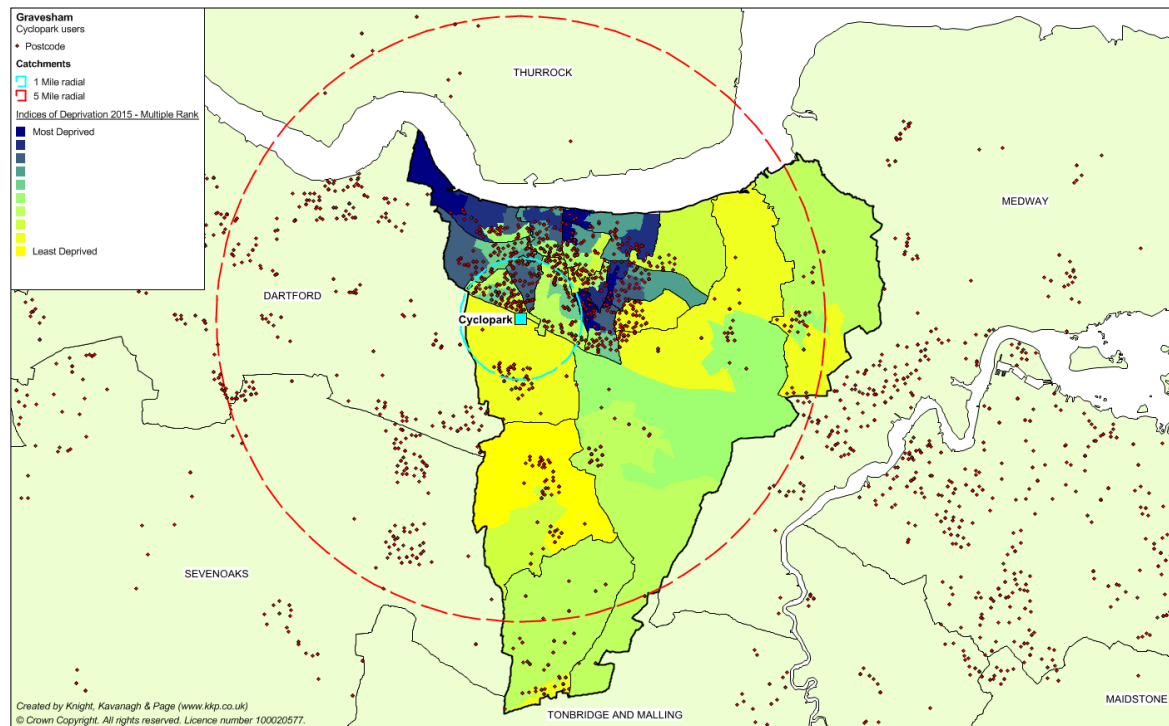
Figure 7.1: Cyclopark membership



Data: Cyclopark membership data from 2012-2015

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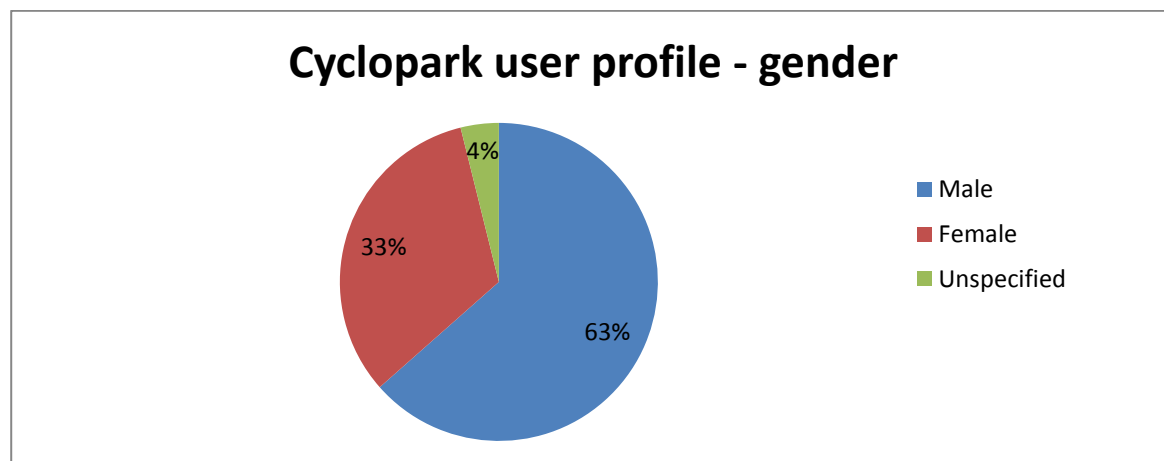
Figure 7.2: Cyclopark postcode distribution and 1 mile, 5 mile radial catchments



Catchment	Users	Percentage
Within 1 mile radial	560	9.5%
Between 1 and 5 miles	1,606	27.2%
Further than 5 miles	3,737	63.3%
Total valid entries	5,903	100.0%

Local membership is remarkably similar to figures identified within Sport England's APS data with c.10% of the population taking part. The data does, however, also indicate the importance of the facility beyond the borders of Gravesham as nearly two thirds of membership is made up of people who live over 5 miles away from the facility

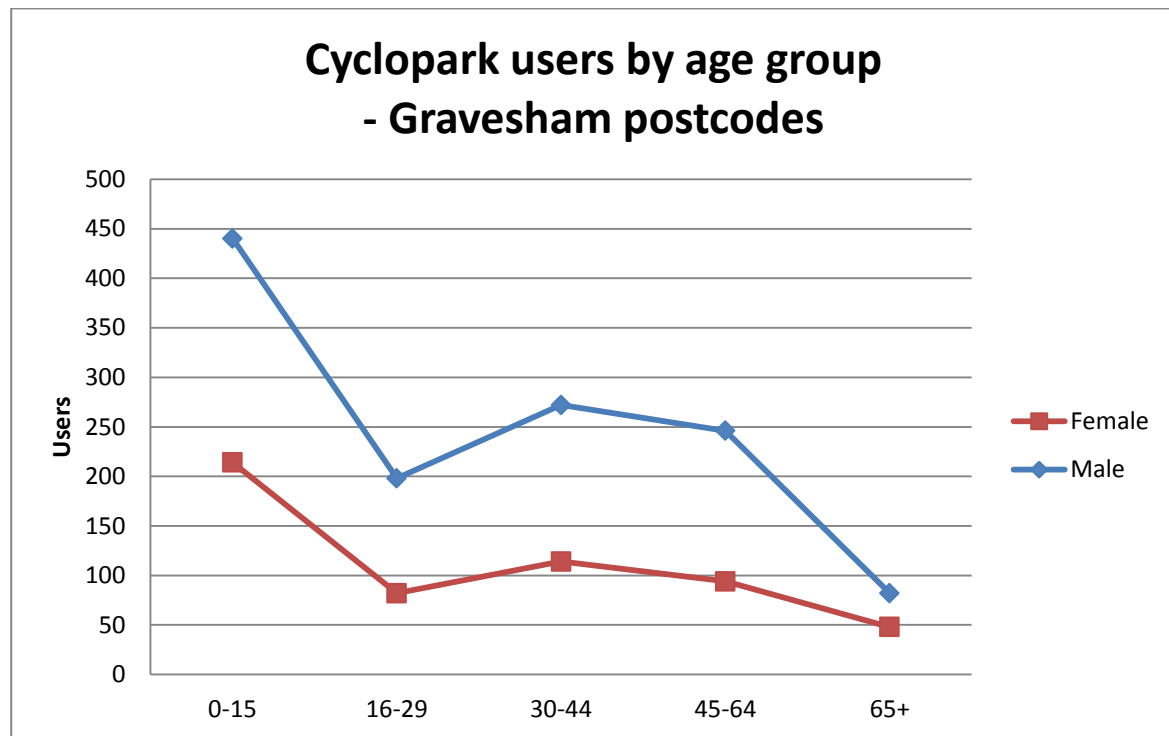
Figure 7.3: Membership data by gender



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Data indicates that membership is two thirds men to one third women. This is very similar to the local usage as identified in Figure 7.4.

Figure 7.4: Membership data by age group- Gravesham specific



7.3 Summary of key facts and issues

- ◀ Cycling is a popular sport across the country and local data indicates that it is the second most popular sport in Gravesham (along with swimming).
- ◀ The impact of the development of Cyclopark (2012) has coincided with an increase in participation in the sport (using APS 7 data).
- ◀ Cyclopark is looking to develop its facilities to include an open water facility which will lend itself to the development of triathlons, biathlons and open water swimming participation, events and competitions.
- ◀ Cyclopark is managed and operated by an independent trust and is likely to find grants and external funding opportunities increasingly difficult to obtain as more government cuts take hold.

SECTION 8: INDOOR BOWLS

The three forms of bowls that can be played indoors that require a different venue are flat green, crown green and carpet mat (short and long mat)

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

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

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

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

A successful indoor bowls centre requires a combination of the right location, design, and financial and general management. Sport England⁵ guidelines on catchment for indoor bowls centres are set out to be interpreted in the light of local circumstances:

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

The English Bowls Association (EIBA) is the NGB for bowls. Its stated objectives are:

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

⁵ Sport England Design Guidance Note Indoor Bowls 2005

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8.1 Supply

Quantity

At the time of analysis there is no indoor flat green bowling facility in Gravesham. There are, however, 10 indoor bowls facilities within 20 minute drive time of the local authority boundary. These are identified in Figure.1 below.

Figure 8.1: Indoor bowling facilities within 20 minute drive time of Gravesham

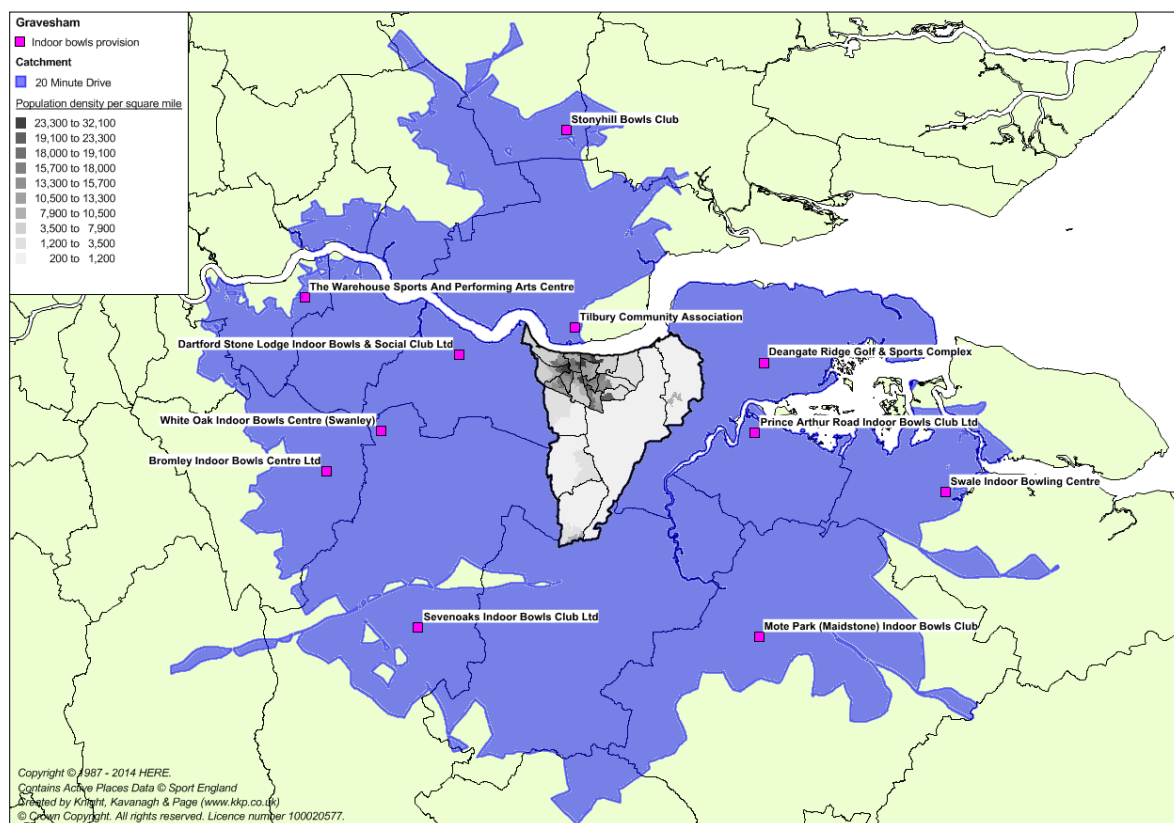


Table 8.1: Indoor bowls facilities within 20 mins drive of Gravesham

Site Name	Rinks	Local Authority
Stonyhill Bowls Club	7	Brentwood
Bromley Indoor Bowls Centre Ltd	8	Bromley
Dartford Stone Lodge Indoor Bowls & Social Club Ltd	6	Dartford
The Warehouse Sports And Performing Arts Centre	4	Greenwich
Mote Park (Maidstone) Indoor Bowls Club	8	Maidstone
Deangate Ridge Golf & Sports Complex	6	Medway
Prince Arthur Road Indoor Bowls Club Ltd	8	Medway
Sevenoaks Indoor Bowls Club Ltd	8	Sevenoaks
White Oak Indoor Bowls Centre (Sevenoaks)	8	Sevenoaks
Swale Indoor Bowling Centre	6	Swale
Tilbury Community Association	6	Thurrock

Accessibility

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All Gravesham residents reside within 20 minute drive time of an indoor bowls facility. Figure 8.1 indicates 10 indoor bowls facilities (75 rinks) within that 20 minute drive time.

8.2 Demand

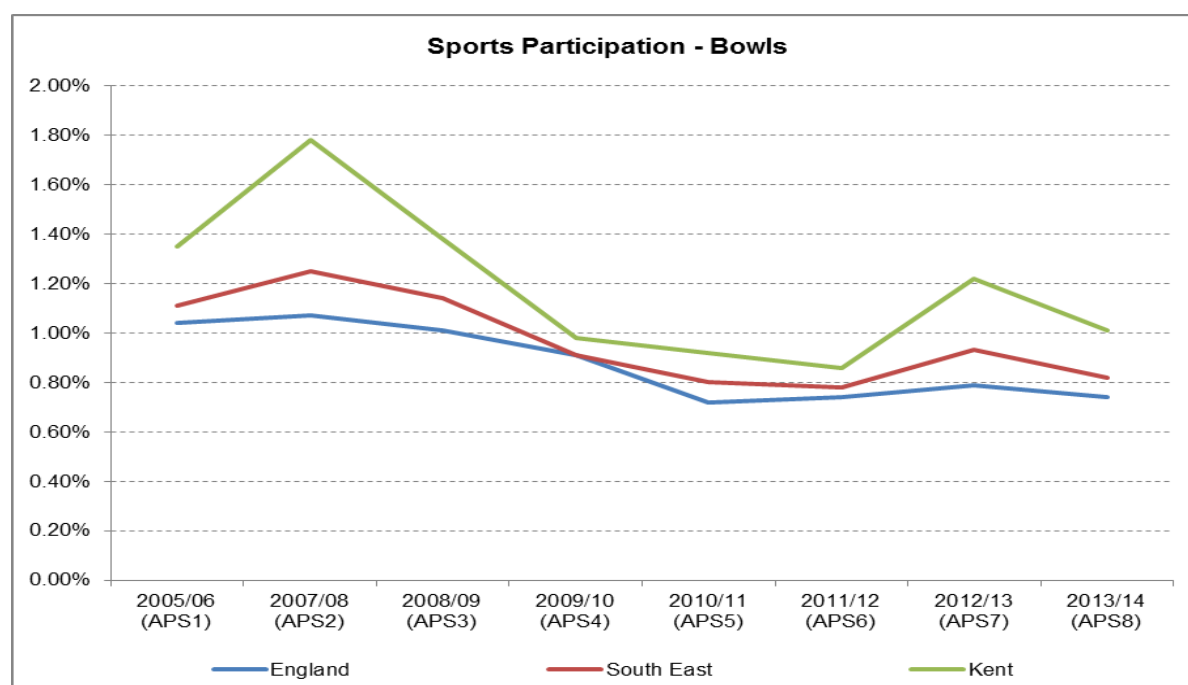
There is a national decline in demand for bowls (reflected in Figure 8.1 below). APS data is only available on a regional and county basis due to the low numbers involved.

Table 8.2: APS data regarding bowls participation

Area	APS1	APS2	APS3	APS4	APS5	APS6	APS7	APS8
England	1.04%	1.07%	1.01%	0.91%	0.72%	0.74%	0.79%	0.74%
South East	1.11%	1.25%	1.14%	0.91%	0.80%	0.78%	0.93%	0.82%
Kent	1.35%	1.78%	1.38%	0.98%	0.92%	0.86%	1.22%	1.01%
Gravesham	*	*	*	*	*	*	*	*

* Data unavailable, question not asked or insufficient sample size.

Figure 8.2: Map to show national, regional and county demand

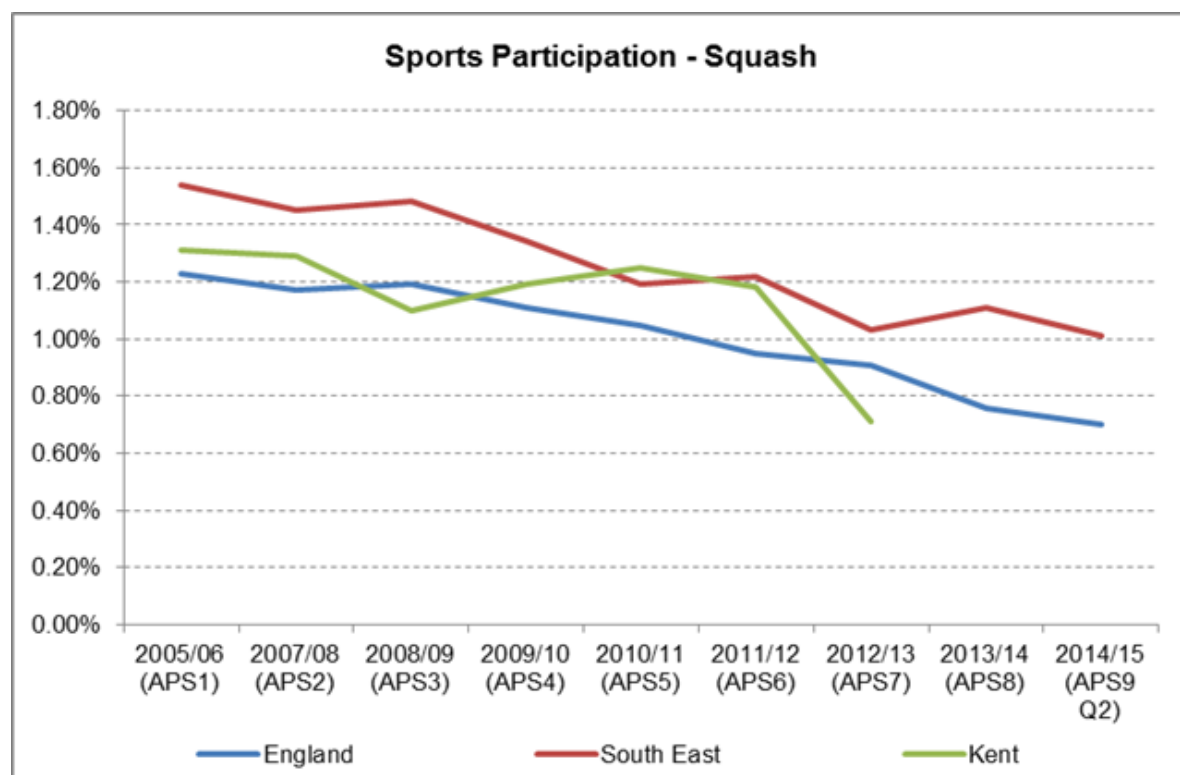


8.3 Summary of key facts and issues

- ◆ Despite an aging population, bowls is experiencing a decline in popularity.
- ◆ Bowls is a particularly popular sport amongst older people. The older population (65+years) is expected to increase substantially in Gravesham up until 2033.
- ◆ Indoor bowls is available at Deangate Ridge Golf & Sports Complex and Prince Arthur Road Indoor Bowls Club Ltd - both in in Medway.
- ◆ No consultees indicated unmet demand for carpet or short mat bowls.
- ◆ Increased numbers of 65+ year olds may create greater demand in future

SECTION 9: SQUASH COURTS

England Squash & Racketball (ESR) is the NGB for squash and racquetball at national and regional level. Both games are played on squash courts. Figure 9.1 indicates that squash participation across the country, regionally and more locally (in Kent) has followed a similar path and has declined steadily according to Sport England Active People Survey information.



9.1 Supply

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

Quantity

Across Gravesham, the assessment report research identifies six courts at two sites. All of these courts offer pay and play facilities. . The distribution of courts across Gravesham is illustrated in Figure 9.2 overleaf.

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Table 9.1 Key: Gravesham squash

Map ID	Site	Courts	Condition	Changing Provision
2	Cascades Leisure Centre	3	Below average	Below average
9	Cygnet Leisure Centre	2	Above average	Below average
9	Cygnet Leisure Centre	1	Above average	Below average

9.2: Supply

The supply of courts within Gravesham is currently able to meet demand and there are reportedly some un-booked time slots (peak and off-peak) within both centres. There is no evidence of any courts within private clubs in the local authority.

9.3 Consultation

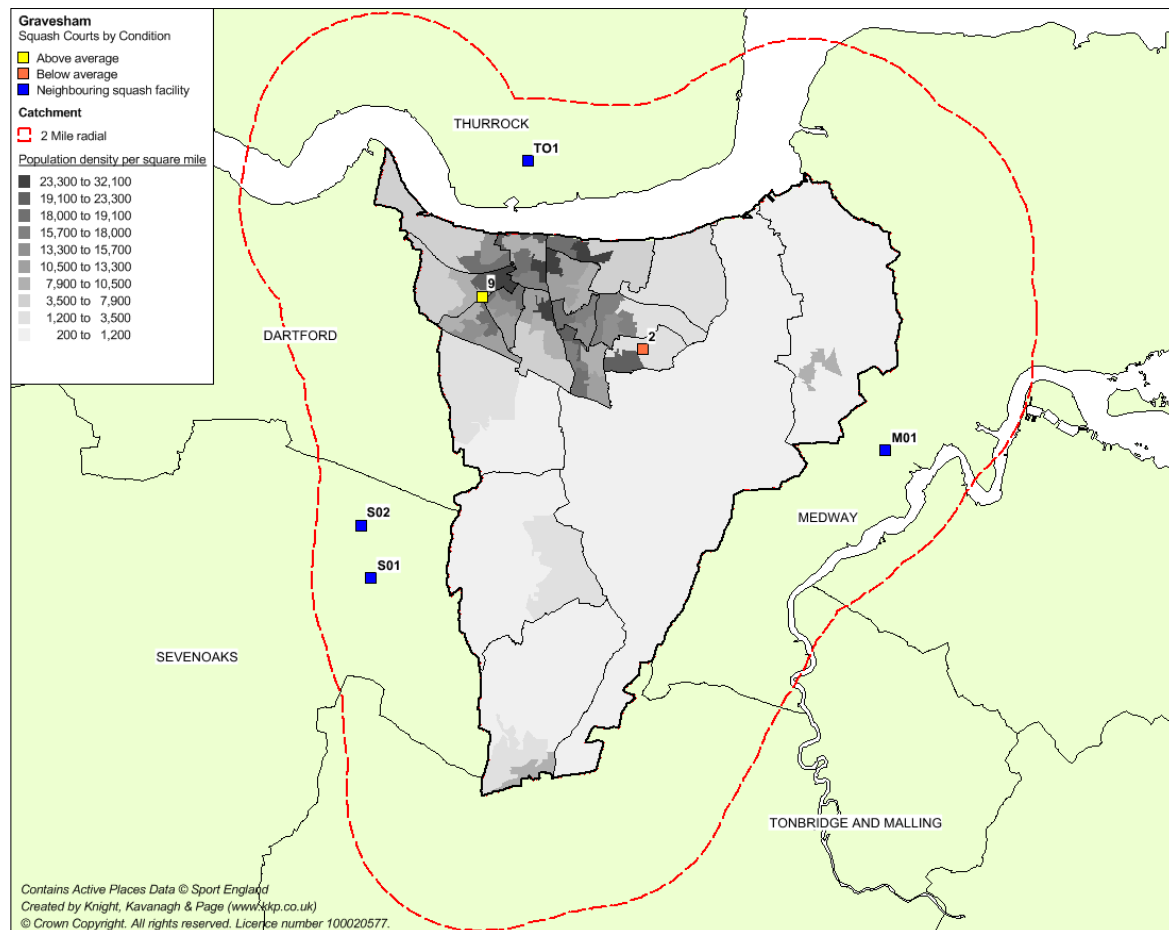
England Squash and Racquetball is focused on rebuilding the popularity of squash although NGB resources are limited. Gravesham is not a governing body priority area for development in the South East.

Key: Squash within 2 miles of Gravesham boundary

Map Ref	Site Name	Courts	Local Authority
M01	Strood Sport Centre	1	Medway
S01	Ash Green Sports Centre	1	Sevenoaks
S02	Hartley Country Club	3	Sevenoaks
T01	Tilbury Community Association	2	Thurrock

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Figure 9.2: Squash Facilities in Gravesham



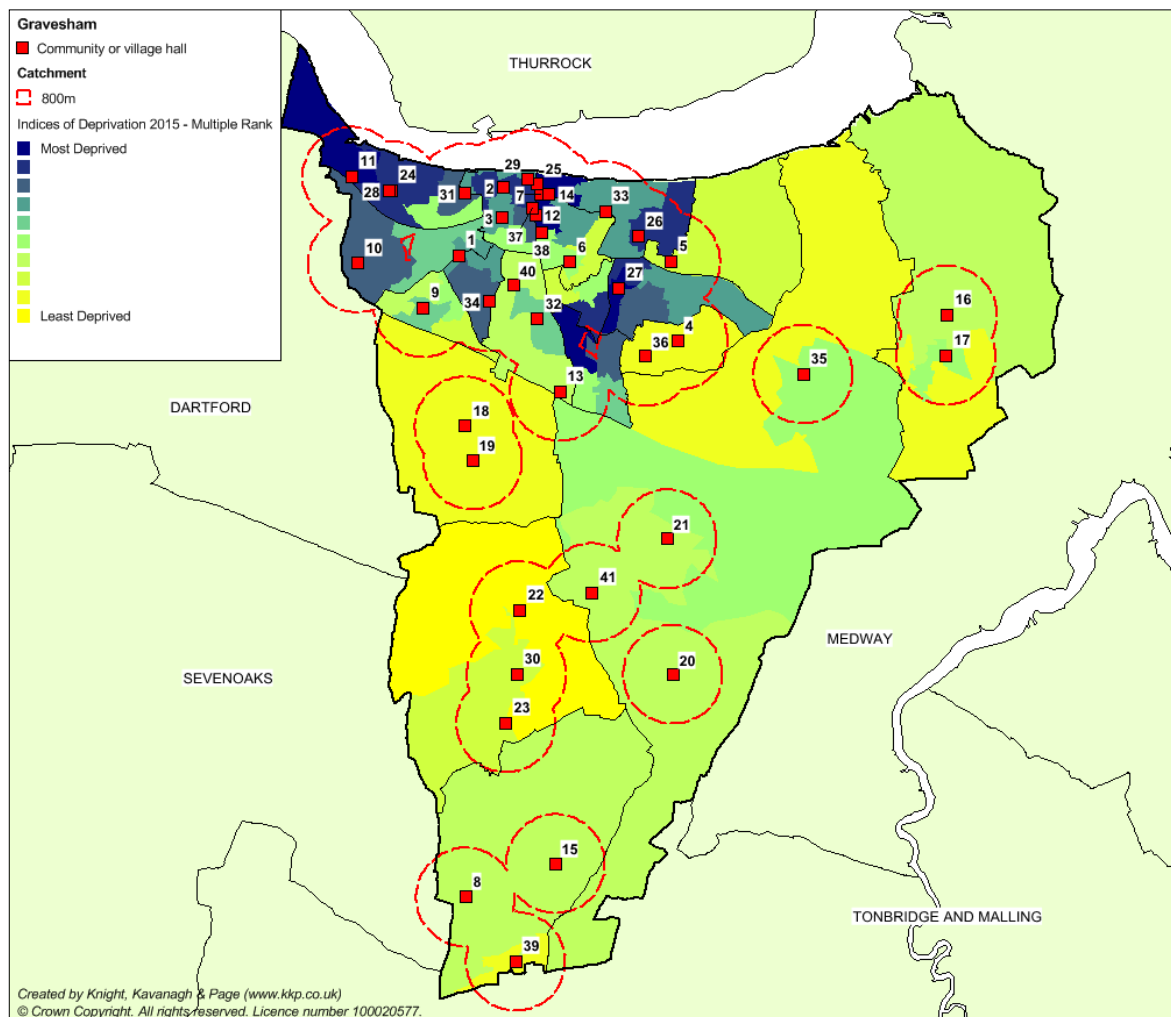
9.4 Summary of key facts and issues

- ◀ Squash is played at public venues in Gravesham.
- ◀ The distribution of courts is relatively small with only six courts in the Borough, although there are further courts within the adjoining local authorities of Sevenoaks and Medway.
- ◀ The squash courts in Gravesham are located in the areas of higher population density, allowing access to more of the population.
- ◀ It seems unlikely that squash will return to the levels of popularity enjoyed during the 1970/80s. It is, thus, predicted to continue to be a minority sport.
- ◀ Squash facilities in Gravesham appear to be meeting demand and there is capacity for the game to grow within the existing infrastructure should participation trends in squash and racketball change.
- ◀ Court space offers a level of flexibility and the space can be used for table tennis and a range of exercise and fitness classes.

SECTION 10: VILLAGE HALLS AND COMMUNITY CENTRES

Village halls and community centres can be important recreational facilities, especially in rural areas that may lack access to purpose built sport facilities. They are usually multi-functional, providing places for meetings, socialising and for sports and recreation clubs and activities. In some parishes a church hall or a sports pavilion can also serve a range of functions depending on size. Figure 10.1 indicates the spread of village halls/community centres in Gravesham.

Figure 10.1: Gravesham village and community halls on IMD 2015. 800m catchment



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Table 10.1: Village and community halls

Map Ref	Site Name	Town
1	All Saints Parish Centre	Northfleet
2	Asda Community Room	Gravesend
3	British Red Cross Hall	Gravesend
4	Cascades	Gravesend
5	Chalk Parish Hall	Gravesend
6	Christ Church Hall	Gravesend
7	Conservative Club	Gravesend
8	Culverstone Community Centre	Culverstone Green
9	Dene Holm Church Hall	Northfleet
10	Eastgate Centre	Northfleet
11	Ebbfleet Rainbow Centre	Northfleet
12	Emmanuel Baptist Church	Gravesend
13	Gerald Miskin Memorial Hall	Gravesend
14	Gravesend Methodist Church Hall	Gravesend
15	Harvel Village Hall	Harvel
16	Higham Memorial Hall	Higham
17	Higham Village Club	Higham
18	Istead Rise Community Centre	Istead Rise
19	Istead Rise Memorial Hall	Istead Rise
20	Luddesdown Village Hall	Luddesdown
21	The Meadow Room	Cobham
22	Meopham Scout Hall	Meopham
23	Meopham Village Hall	Meopham
24	Northfleet Veterans Club	Northfleet
25	Old Town Hall	Gravesend
26	Riverside Community Centre	Gravesend
27	St Aidan's Church Hall	Gravesend
28	St Botolph's Church Hall	Northfleet
29	St George's Church Hall	Gravesend
30	St John's Church Hall	Meopham
31	St Mark's Church Hall	Northfleet
32	St Paul's United Reform Church Hall	Gravesend
33	St Peter and St Pauls Church Hall	Gravesend
34	Shears Green Community Centre	Northfleet
35	Shorne Village Hall	Shorne
36	The Christopher Centre	Gravesend
37	Woodville Halls Kent Room	Gravesend
38	Veterans Club	Gravesend
39	Vigo Village Hall	Vigo
40	St Mary's Church Hall	Gravesend
41	St Mary's Church Room	Cobham

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As local facilities, which are generally built to service the needs of the immediate population, accessibility is considered to be a radial catchment of 800m (half a mile) as this is considered to be a walk to facility (this is for modelling purposes only as it is recognised that many people use cars even for short distances). The data indicates that 83.8% of Gravesham residents live within 800m of a community centre or village hall, 16.2% of whom live within the highest areas of deprivation (using the 20% indicator). This information suggests that if the Council and stakeholders wish to increase physical activity in harder to reach and rural communities, there may well be opportunity to do so, if these facilities were utilised in a coordinated manner.

SECTION 11 SWOT ANALYSIS

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

11.1 Strengths

- ◆ GBC recognises the importance of its leisure facility stock to health and well-being and future planning needs.
- ◆ There are 13 sports halls and six swimming pools in the Borough. This is supplemented by the Cyclopark and a specialist gymnastics venue.
- ◆ Swimming pools offer a good mix with a leisure pool, 6 lane main pool and diving pool. Swimming lessons are popular but do not dominate pool time.
- ◆ The sports hall facilities include one 8-court hall, one 3-court with the remainder being 4-court halls.
- ◆ GBC has a good relationship with GCLL, its facility operators.
- ◆ Cascades Leisure Centre had £1million investment in 2010 and there is an ongoing commitment to maintaining the facilities which results in an average investment of £150,000 per annum on maintenance.
- ◆ Four schools have had new sports halls built since 2010 and they are considered to be in a good state of repair.
- ◆ The majority of accessible sports halls are located in areas of higher population density within the Borough.
- ◆ Membership data for health and fitness facilities confirms the importance of both Cascades and Cygnet leisure centres to the local population in this regard.
- ◆ Programming across the sports halls appears to offer a good breadth of sports/activities.
- ◆ Cyclopark is located in the Borough and draws people from across the country; it appears to have contributed to a recent increase in the number of people cycling
- ◆ There are 10 indoor bowls facilities within a 20 minute drive time of the Borough boundary.
- ◆ There is a thriving gymnastics club which currently has over 800 members and a further waiting list of up to 300.

11.2: Weaknesses

- ◆ GCLL only manages two sports halls sites - its influence over the other halls as minimal.
- ◆ Despite investment in Cascades (in 2010) both it and Cygnet Leisure Centre are showing signs of their age. It could be argued that both the GBC owned facilities are coming to the end of their lifespan (this affects both sports hall and swimming provision). Both will require significant and increasing investment over the coming years to maintain current levels of quality and accessibility.
- ◆ Although usage at Cascades has increased since the capital investment, the layout of both sites does not tend to support ease of use nor economies of scale.
- ◆ A further complication is that Cygnet Leisure Centre's plant equipment is joined with that of Northfleet Youth and Community Centre.
- ◆ There is no joined up programming between Cygnet and Northfleet Youth Centre.
- ◆ The volume of community use reportedly varies at all education sites, depending on the approach taken by individual schools to this (in some cases it is non-existent with some others only offering facilities to the community during term time and not during exams).
- ◆ Sport England's FPM indicates an undersupply (albeit small) of sports halls. This is likely to be exacerbated as housing and population increases. Analysis confirms that this under supply is mainly due to the limited accessibility of schools based facilities.
- ◆ Given the fragmented nature of the management arrangements at sports halls, no one organisation has taken, or appears likely to take, a lead on the programming of activity or

access (and securing community use to schools) in the Borough. Even if this did occur, it is not certain that schools will extend the use of facilities.

- ◆ Facilities in neighbouring local authorities are not, in general, able to ease the demand for sports halls.
- ◆ There does not appear to be a cohesive sports development link between school sport, club development and community use of schools, for example.
- ◆ There does not appear to be any key co-ordination of community use of sports facilities across the Borough and in many cases operators work within their own 'silo' without overall leadership and direction.

11.3 Opportunities

- ◆ GBC in partnership with GCLL has an opportunity to take a strategic lead and ensure that key decision makers are brought into the strategic process moving forward.
- ◆ There is the potential to secure developer contributions secured through the Community Infrastructure Levy and planning obligations to support new/enhanced facilities, based upon the proposed growth in the Borough, including Ebbsfleet Garden City.
- ◆ GBC is at an opportune time to review how it intends to offer facilities in the future, the communities it wishes to serve and its links with the wider health and wellbeing, obesity and social care agendas. This, of course, needs to take account of the increasing financial pressures within which it has to work.
- ◆ The current contract with operators, for Cascades and Cygnet leisure centres, ends in 2020. GBC is, however, in final negotiations to extend the Fleet Leisure site with a contract extension up to 2025. This complicates the situation slightly but the 2020 date gives GBC time to fundamentally review how it operates, what it requires from the contract and how it might build on its current strengths and improve its operation in the future.
- ◆ GCLL should continue to bring its expertise to the sector to help increase participation in a range of sports and advocate and co-ordinate activity across the Borough on behalf of GBC.
- ◆ GCLL, on behalf of GBC, needs to work more closely with the health sector and formalise relationships which will lead to increases in participation from all sectors of the community. This is specifically relevant given the health challenges faced in the light of the current level of health deprivation in the Borough and the projected ageing population.
- ◆ The population is likely to increase in the next 20 years, significantly among those aged over 65. This will lead to increased demand for facilities during the daytime (when much of the education stock is out of action for the public).

11.4: Threats

- ◆ The growth of population within the next 20 years is likely to put increased strain on the current facility stock
- ◆ Projected increase in number of older people will place increasing strain on the current stock at specific times - at a time when there is a need for increasing Council efficiencies and cuts.
- ◆ The community sport and physical activity offer across the Borough could fragment further due to the increasing independence of schools (via academies and free schools) and further private investment in profit making activities (e.g. gyms).
- ◆ GCLL may struggle to commit to providing for hard to reach groups and focus resource primarily on those activities (and people) which provide a better financial return.
- ◆ Both GBC leisure centres may require untenable levels of capital investment.
- ◆ The lack of joined up programming and sports development service, across the Borough, may lead to duplication of activity and/or gaps in provision of a full sport and leisure offer.

11.5: Summary and strategic recommendations

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The information below is a very brief summary of the key findings, which is followed by a number of initial strategic recommendations.

Management of sports halls is diverse with schools, Serco and GCLL responsible for different facilities. Community use is variable with a tendency towards limited access in most. There is currently unmet demand for gymnastics and indoor cricket in sports halls across the Borough and whilst activity in a range of sports is identified, none indicate the need for much more time. The projected increase in the age of the population suggests that programmes and opening times of facilities will need to ensure that the older population is included. This is difficult given the reliance on schools for indoor sports hall provision in the Authority.

GBC's relationship with GCLL appears to be mature and there is a confidence that both will undertake their functions appropriately. Investment at Cascades Leisure Centre, 2010, has led to improved financial viability of the facility, but it did reduce the sports hall space by three courts. The remainder of the facility does not match this. From a swimming perspective, it is a good time for GBC to review how, what and for whom it provides in the future, taking account of the increased pressures on local government finance.

GCLL and GBC's decision to invest in Cascades has reaped financial benefit and has ensured that this is a key facility in the Borough. The question, as to whether Cascades and Cygnet cater for the harder to reach groups and people living in higher areas of deprivation, still remains. The audit does not identify complementary programming and pricing at all facilities across the Borough. It is acknowledged that coordination takes time and effort and will need to be undertaken by a lead organisation (potentially GCLL).

The data provided by GCLL on health and fitness does not give a full picture as it identifies the facility where the membership was taken out (not necessarily where they are used). Membership data does, however, identify that only 32 members (out of over 2,000 available) live in areas where health is noted to be in the lower 10-20 percentile; and 443 members are in the 20-30 percentile out of a total of over 12,000 residents. Given the relationship between inactivity and ill health, GBC and partners may wish to consider how it can attract people from these areas to be more active.

The opening of the Cyclopark facility in 2012 has coincided with a recorded increase in cycling (using APS8 data) in Kent. It is currently looking to undertake a study to assess the feasibility of developing open water swimming on site, with a view to becoming a centre of excellence for triathlon and associated activities e.g. biathlon, open water swimming etc.

Gravesham does not currently have an indoor bowls facility but there are 10 available within 20 minutes' drive of the local authority boundary. There is a downwards trend of bowling participation nationally so it is unlikely that investment in such a facility is likely to occur, even with the projected increase in an older population.

There are over 40 village halls/community centres across the Borough; they vary in size, shape, the community that they appeal to and programming. It may be that some of these centres can be used to engage harder to reach groups as a first step in getting the inactive, active. Any increase in participation is only likely to occur via partnership work with a range of agencies across the Borough and a lead organisation to drive that change.

Key strategic recommendations therefore include:

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- ◀ To set in place a process to coordinate the programming and pricing of facilities (including schools) across the Borough to ensure that they become more accessible to the whole community.
- ◀ To consider the financial viability of Cascades and Cygnet leisure centres given the likely increases in maintenance costs over the coming years and the potential for replacing with cost efficient, fit for purpose facilities which will reflect the changing demands of an ageing population.
- ◀ To, again, in the context of the uncertain longevity of Cygnet, in particular, and Cascades in general, consider the value of developing one larger sports facility or two smaller but different types of facilities which will accommodate indoor sports in Gravesham.
- ◀ To support other developments (via planning and officer expertise) which may be beneficial to increasing sport and physical activity within the wider community within the Borough e.g. 4-court sports hall at Ifield School and the proposed open water facility at Cyclopark.
- ◀ To ensure that GBC managed facilities contribute to reducing health inequalities in ensuring that they are accessible for the harder to reach communities.
- ◀ Consider helping schools understand the benefits of working with 'key-holder groups' as part of a process of minimising staffing costs associated with the operation of the school facilities.
- ◀ To improve the breadth, depth and quality of data collected (and shared) and the associated monitoring and analysis of facility usage to inform future marketing, promotion, programming and pricing etc.

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APPENDIX 1: GRAVESHAM BOROUGH COUNCIL - DISTRICT PROFILE

Demographics

Located in the South East, the area is dissected by a series of A roads, the main north/south link being the A227, while in an west/east direction there are a few including the A2/M2 and A226.

Figure 1: Gravesham with main roads



The data used to describe the area is taken from a range of nationally recognised sources such as the Office for National Statistics, NOMIS, Sport England and Experian.

Wherever possible it represents the most up to date information available at the time of the report's preparation. New data is, however, published regularly and at different intervals.

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

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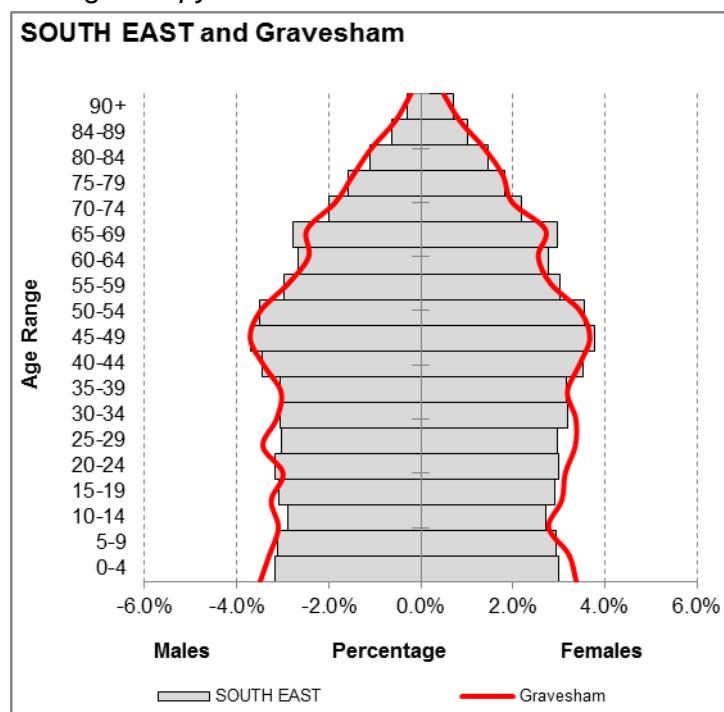
Population (Data source: 2014 Mid-year Estimate, ONS)

The total population, from the 2014 MYE, in Gravesham was 105,261 (males = 51,954 and females = 53,307).

Figure 2: Comparative age/sex pyramid for Gravesham and the South East

The following chart illustrates the population's age and gender composition while, overlaying the red line for Gravesham on top of the grey bars for the region it is easy to see where one dataset is higher or lower than the other.

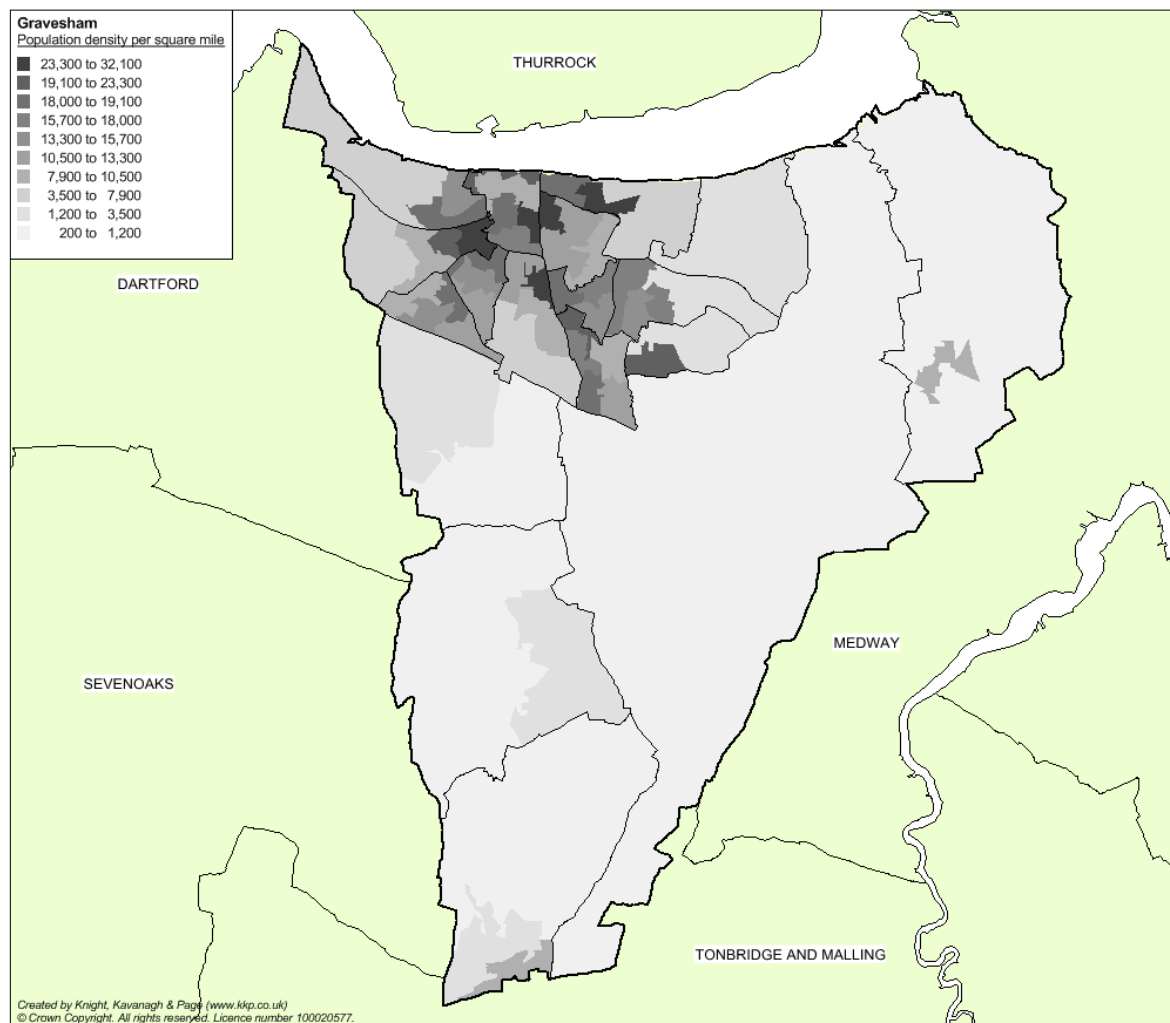
There is a higher proportion of 10-34 year olds (Gravesham = 31.6%, South East = 30.0%), this may suggest a higher level of demand from what are generally regarded as the main sports participation groups and also from young families. There are, however, fewer in the age groups from 35-64 (Gravesham = 38.1%, South East = 39.2%); these groups are likely to have higher disposable income and may also still be physically active. As a combination of factors it suggests careful consideration should be given to the pitching of sports and physical activity offers within the area – Sport England's segmentation model may be interpreted in relation to this age structure (see later).



The population density map is based on lower super output areas (LSOA) from ONS's most recent Census of population (2011). It covers all parts of the country irrespective of whether the SOA is in an area of high density housing and flats or it covers farms and rural villages. The map's shading, however, allows concentrations of population to be easily identified, for example, major urban areas such as flats, terraced houses and estates tend to show up as the darkest shading while rural areas, housing adjoining parks and other non-residential land uses tend to be the lightest shades.

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Figure 3: Population density 2013 Mid Year Estimate: Gravesham lower super output



areas (LSOAs)

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

In broad terms, Gravesham's ethnic composition closely reflects that of England as a whole. According to the 2011 Census of population, the largest proportion (82.8%) of the local population classified their ethnicity as White; this is slightly lower than the comparative England rate of 85.4%. The next largest population group (by self classification) is Asian, at 10.4% this is higher than the national equivalent (7.8%).

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Table 1: Ethnic composition – Gravesham and England

Ethnicity	Gravesham		England	
	Number	Percentage	Number	Percentage
White	84,226	82.8%	45,281,142	85.4%
Mixed	2,066	2.0%	1,192,879	2.3%
Asian	10,604	10.4%	4,143,403	7.8%
Black	2,885	2.8%	1,846,614	3.5%
Other	1,939	1.9%	548,418	1.0%
Total	101,720	100.0%	53,012,456	100.0%

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

Crime data is unavailable for Gravesham alone as it is included in the Dartford and Gravesham police force area. During the 12 months to June 2015 the rate for recorded crimes per 1,000 persons in Dartford and Gravesham was 74.5; this is higher than the equivalent rate for England and Wales as a whole which was 62.9. The crime rate in Dartford and Gravesham has increased since 2012, by around 13.5% whereas it has decreased over the same period by around 5.0% for England & Wales.

Table 2: Comparative crime rates – Dartford & Gravesham and England & Wales

Authority	Recorded crime (Jul '14 – Jun '15)	Population 2014 MYE	Recorded crime per 1,000 population
Dartford and Gravesham	15,433	207,495	74.5
England & Wales	3,611,647	57,408,654	62.9

Economic indicators (Data source: NOMIS 2015)

Economic activity and inactivity

Around seven in 10 (70.5%) of Gravesham Borough Council (GBC)'s 16-64 year olds are economically active (in or seeking employment – June 2015) compared to a national figure of 77.5%. The unemployment rate⁶ in Gravesham is 7.1%, this is above both the South East figure (4.4%) and the national rate (5.7%).

Approximately 3 in 10 (29.5%) of GBC's 16-64 year olds are economically inactive, of these around 1 in 5 are students and a similar number are long term sick.

⁶ Note the unemployment rate is modelled by the Office for National Statistics

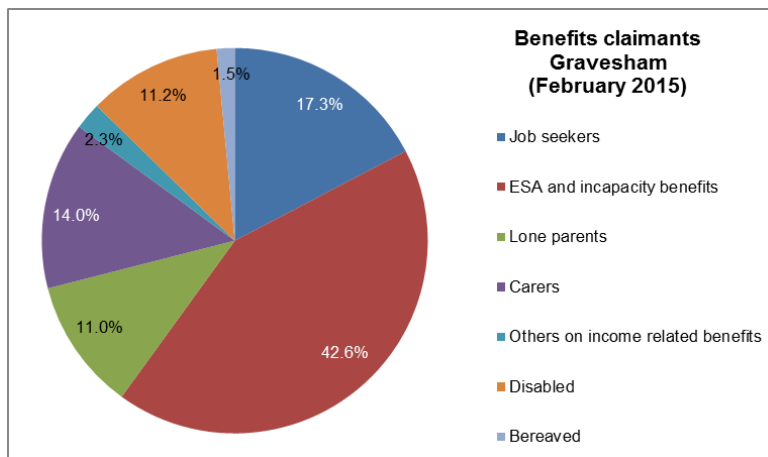
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Income and benefits dependency

The median figure for full-time earnings (2014) in Gravesham is £27,903; the comparative rate for the South East is £29,484 (+5.7%) and for Great Britain is £27,082 (-2.9%).

Figure 4: Benefits by type of claimant

In September 2015 there were 1,128 people in Gravesham claiming Job Seekers Allowance (JSA); this represents a decrease of 23.3% when compared to September 2007 (1,470). However in February 2014, people claiming JSA only represent 17.3% of benefits claimants in Gravesham, a further 42.6% are claiming ESA⁷ and incapacity benefits while 14.0% are carers.



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

The following deprivation maps illustrate the ranking of lower super output areas (LSOAs) in Gravesham based on the Department for Communities and Local Government's (DCLG) 'Indices of Multiple Deprivation 2015' (IMD 2015).

The IMD ranks 32,844 LSOAs throughout England⁸, with a rank position of one indicating the most deprived LSOA in the Country. The IMD 2015 is a valuable source of information about spatial patterns of deprivation in England and can be used to help focus policy and interventions on deprived areas and particular types of deprivation. It comprises 37 different indicators which are grouped into seven separate 'domains' of deprivation, these cover income, employment, health deprivation and disability, education, skills and training, barriers to housing and services, living environment deprivation and crime. The seven main 'domains' are combined to make an overall 'multiple rank' of deprivation; this is the most frequently used measure.

Relative to other parts of the country Gravesham experiences similar levels of deprivation; around 3 in 10 of the Borough's population (30.5%) falls within the areas covered by the country's three most deprived cohorts compared to a national average of c.30%. Conversely, 22.7% live in the three least deprived groupings in the country, this compares to a 'norm' of c.30%.

⁷ Employment and Support Allowance is directly targeted to support those who are ill or disabled.

⁸ LSOAs relate to the geography used for the 2011 Census.

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Table 3: IMD cohorts – Gravesham

IMD cumulative norm		Multiple deprivation			Health deprivation		
		Population in band	Percent of population		Population in band	Percent of population	
Most deprived	10.0	10,056	9.8%	9.8%	0	0.0%	0.0%
	20.0	8,645	8.4%	18.2%	2,013	2.0%	2.0%
	30.0	12,634	12.3%	30.5%	12,843	12.5%	14.5%
	40.0	13,652	13.3%	43.8%	6,491	6.3%	20.8%
	50.0	9,178	8.9%	52.7%	9,847	9.6%	30.4%
Least deprived	60.0	12,692	12.4%	65.1%	16,198	15.8%	46.1%
	70.0	12,569	12.2%	77.3%	7,736	7.5%	53.6%
	80.0	8,313	8.1%	85.4%	14,010	13.6%	67.3%
	90.0	12,024	11.7%	97.1%	22,103	21.5%	88.8%
	100.0	3,001	2.9%	100.0%	11,523	11.2%	100.0%

A similar pattern, to that seen for multiple-deprivation, is seen in relation to health – yet less so. Over 1 in 7 of Gravesham's population (14.5%) falls within the areas covered by the three most deprived cohorts, this compares to a national average of c.30%. Conversely, 46.4% live in the three least deprived groupings compared to a 'norm' of c.30%.

Figure 5: Index of multiple deprivation

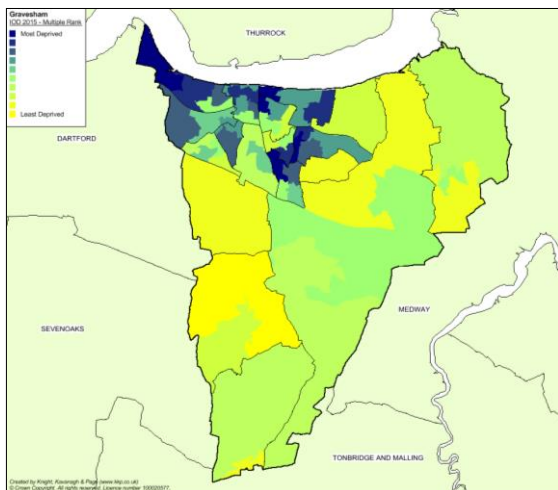
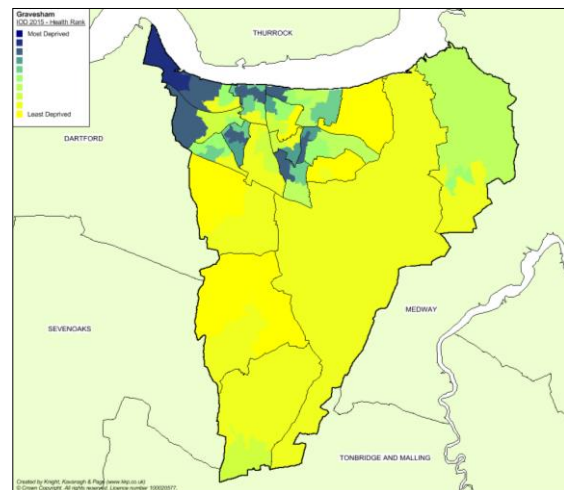
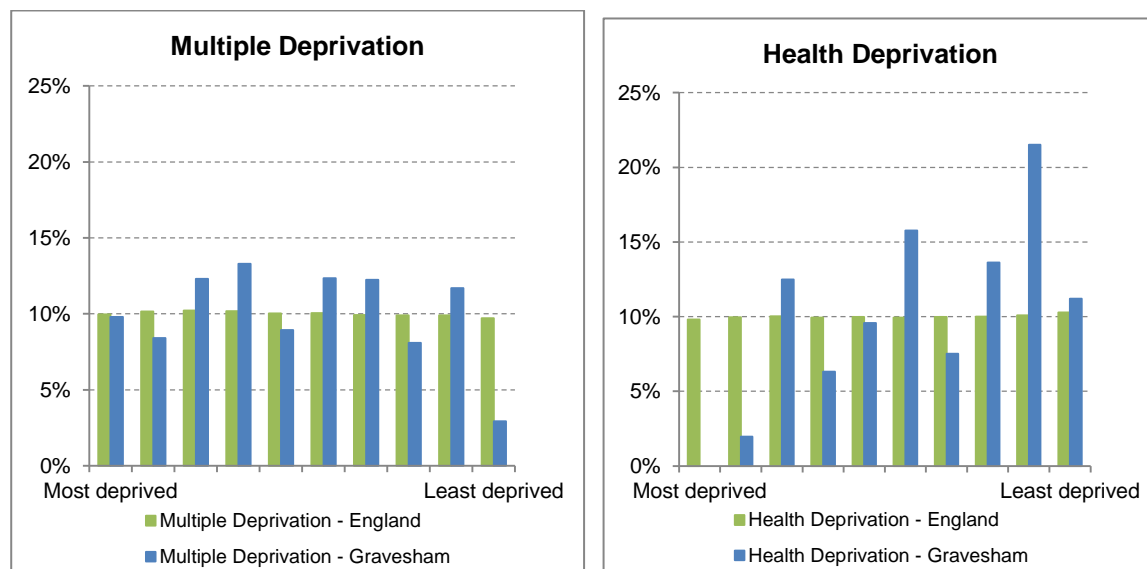


Figure 6: IMD Health domain



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Figure 7: IMD and Health domain comparisons – Gravesham and England



Health data

(Data sources: ONS births and deaths, NCMP⁹ and NOO¹⁰)

In 2014 there were 1,454 live births in Gravesham; there were also 894 deaths; consequently there were 560 more births than deaths in 2014. Population change combines these factors alongside internal and international migration statistics.

In keeping with patterns seen alongside lower levels of health deprivation, life expectancy in Gravesham is higher than the national figure; the male rate is currently 79.7 compared to 79.4 for England, and the female equivalent is 83.3 compared to 83.1 nationally.¹¹

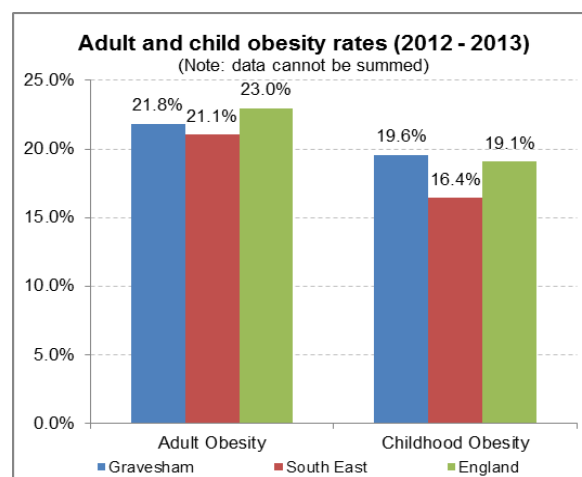
Weight and obesity

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 obesity¹² are projected to reach £9.7 billion by 2050, with wider costs to society estimated to reach £49.9 billion per year.

These factors combine to make the prevention of obesity a major public health challenge.

Adult obesity rates in Gravesham are below the national and above the regional averages. However child rates for obesity are lower than both the national and regional averages.

Figure8: Adult and child obesity rates



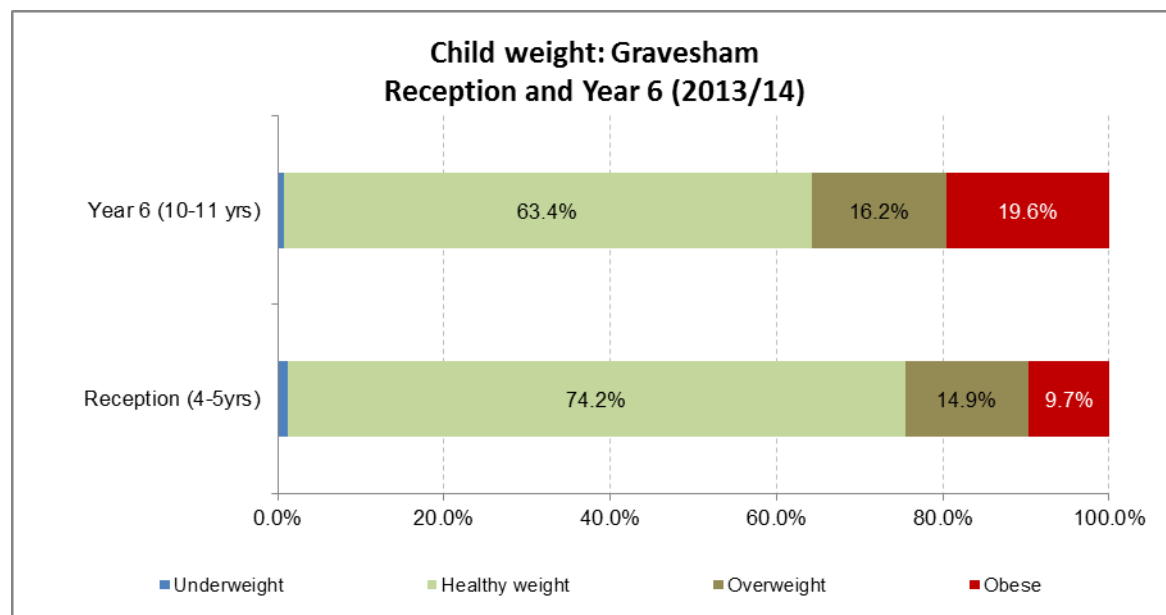
⁹ National Child Measurement Program

¹⁰ National Obesity Observatory

¹¹ Office of National Statistics: Life Expectancy at Birth by local areas in the United Kingdom, 2013.

¹² In adults, obesity is commonly defined as a body mass index (BMI) of 30 or more. For children in the UK, the British 1990 growth reference charts are used to define weight status.

Figure 9: Child weight – reception and year 6



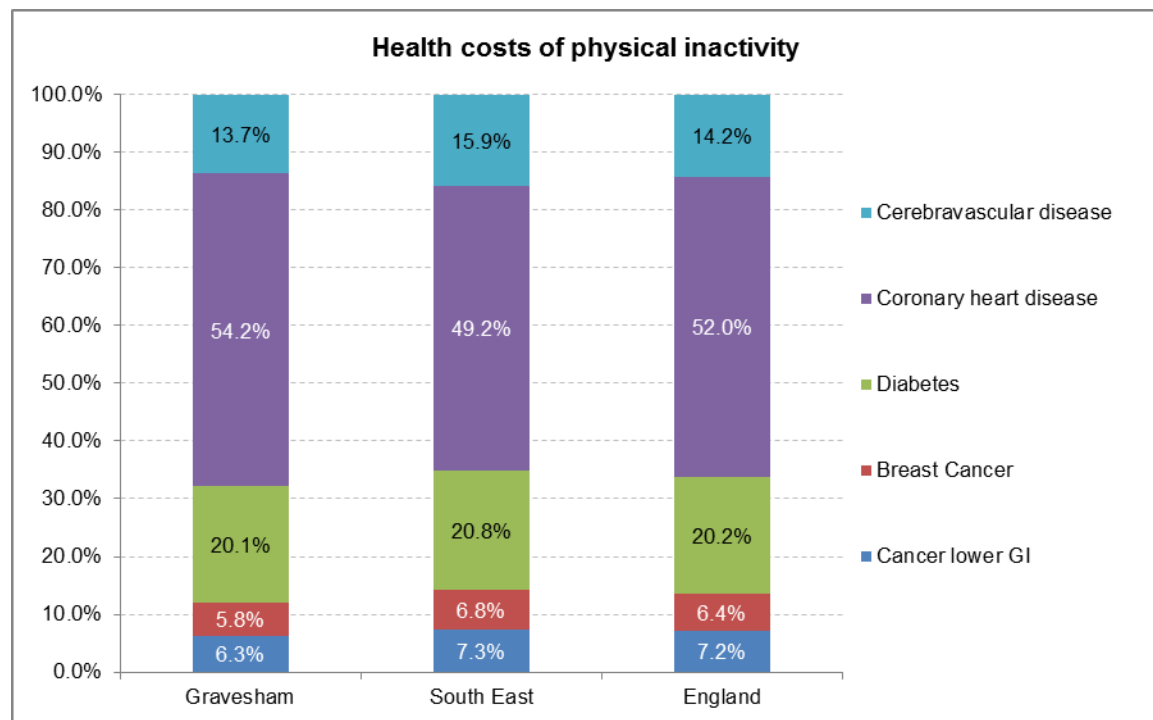
As with many other areas, obesity rates increase significantly between the ages of 4 and 11. Under 1 in 10 (9.7%) of children in Gravesham are obese in their Reception Year at school and 14.9% are overweight; by Year 6 these figures have risen to just under 1 in 5 (19.6%) being obese and 16.2% being overweight. In total, by Year 6, over a third (35.8%) are either overweight or obese.

Health costs of physical inactivity

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

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

Figure 10: Health costs of physical inactivity



The annual cost to the NHS of physical inactivity in Gravesham is estimated at £1,566,408.

When compared to regional and national costs per 100,000, Gravesham (£1,602,766) is 11.8% below the national average (£1,817,285) and 1.4% above the regional average (£1,580,313).

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.

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Active People Survey

Active People is the largest survey of sport and active recreation in Europe and is in its eighth year (APS8 October 2013 – 2014). It collects data on the type, duration, frequency and intensity of adult participation by type of sport, recreation and cultural activity. The survey also covers volunteering, club membership, tuition as an instructor or coach, participation in competitive sport and overall satisfaction with local sports provision.

Volunteering was only asked to around half of those questioned resulting in most of the data being suppressed. The nearest neighbours are from CIPFA Nearest Neighbours 2014.

Table 4: Active People Survey for all adults – Gravesham and nearest neighbours

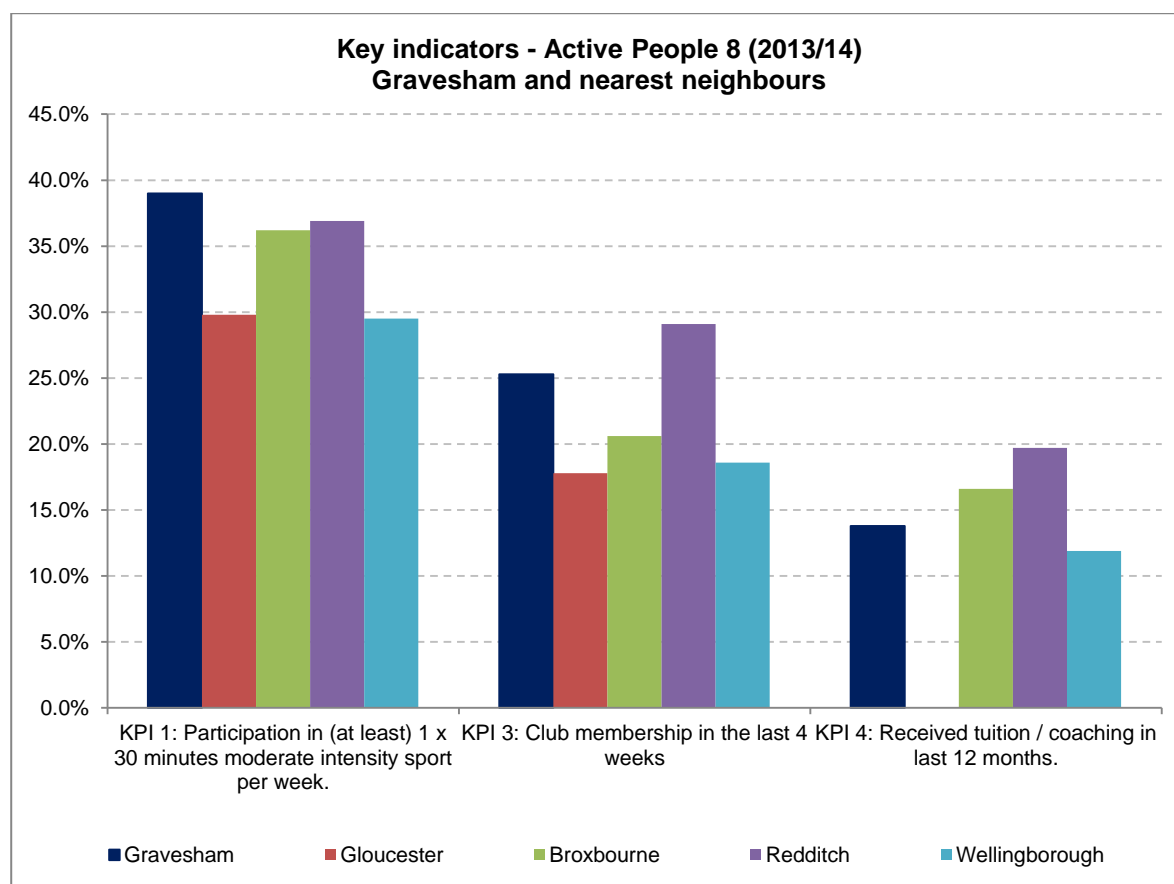
KPI	National %	South East %	Gravesham %	Nearest neighbours			
				Gloucester %	Broxbourne %	Redditch %	Wellingborough %
1x30 Indicator - Participation in 30 minutes moderate intensity sport per week							
2013/14	36.1	37.6	39.0	29.8	36.2	36.9	29.5
KPI 2 - At least 1 hour per week volunteering to support sport							
2013/14	12.5	14.2	*	*	*	*	*
KPI 3 - Club membership in the last 4 weeks							
2013/14	21.6	24.2	25.3	17.8	20.6	29.1	18.6
KPI 4 - Received tuition / coaching in last 12 months							
2013/14	16.4	19.0	13.8	*	16.6	19.7	11.9
KPI 5 - Taken part in organised competitive sport in last 12 months							
2013/14	13.3	15.0	*	*	*	11.0	11.4

* Data unavailable, the question was not asked, or because of insufficient sample size

Table 4 shows key indicators from APS 8 for Gravesham and compares these to the corresponding rates for the South East, England and statistical 'nearest neighbours' based on a CIPFA (the Chartered Institute of Public Finance and Accountancy) model. This type of comparison has been developed to aid local authorities to compare and benchmark. The model applies a range of socio-economic indicators, including population, unemployment rates, tax base per head of population, council tax bands and mortality ratios upon which the specific family group (nearest neighbours) is calculated. Key findings include:

- Participation - just under 4 in 10 (39.0%) of adults participated in at least 1 x 30 minutes moderate intensity sport per week. This was above the national average (36.1%) and the regional average (37.6%). It was above all of its 'nearest neighbours' which ranged from 29.5% to 36.9%.
- Sports club membership - just over a quarter (25.3%) are members of a sports club, based on the four weeks prior to the AP survey. This is above the national average (21.5%) and the regional rate (24.2%) and is above all but one of its 'nearest neighbours'.
- Sports tuition - under 1 in 7 (13.8%) received sports tuition during the 12 months prior to the AP survey. This was below the regional and national averages. It is also below two of its 'nearest neighbours'.

Figure 11: Key AP indicators, Gravesham and nearest neighbours (2013/14)



KPI 2 (Volunteering) and KPI 5 (Competitive Sport) is not shown on this chart due to suppressed data.

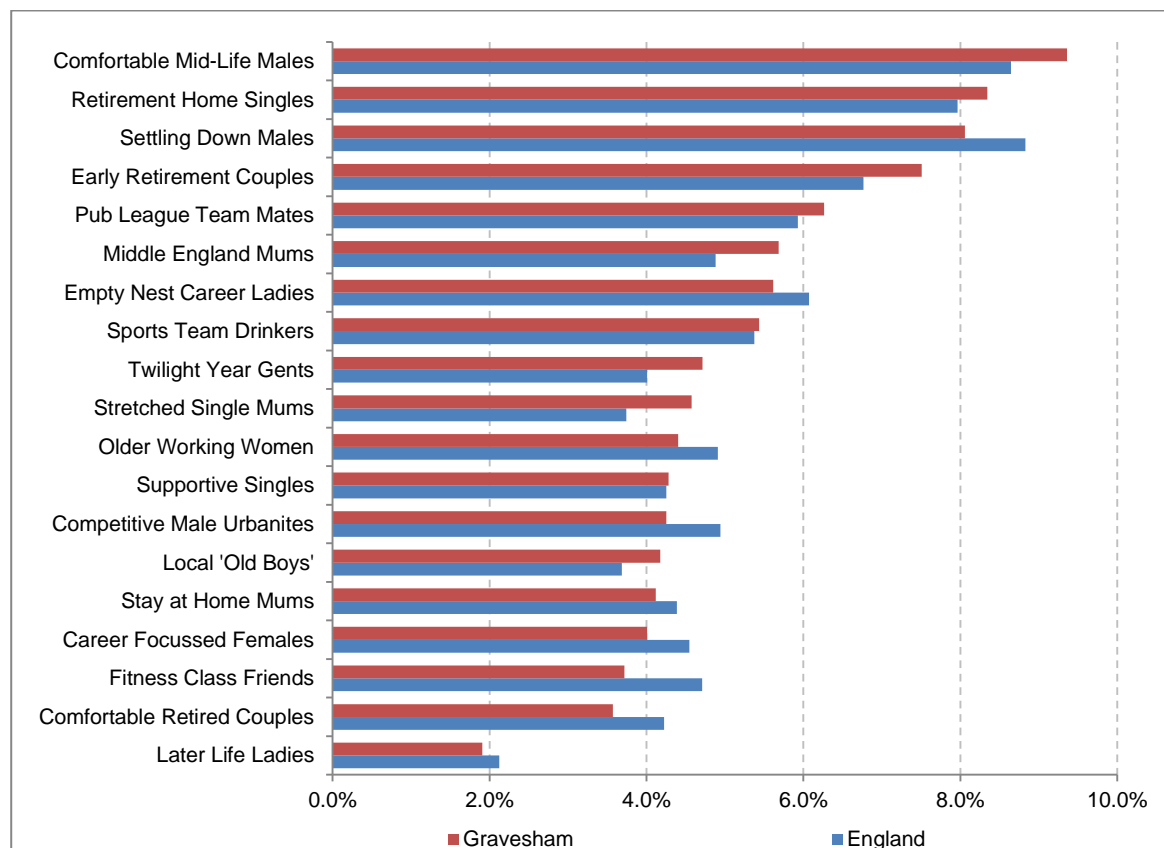
Sporting segmentation

(Data source: Market segmentation, Sport England)

Sport England has classified the adult population via a series of 19 market segments which provide an insight into the sporting behaviours of individuals throughout the country. The profiles cover a wide range of characteristics, from gender and age to the sports that people take part in, other interests, the newspapers that they read etc. The segmentation profile for Gravesham indicates 'Comfortable Mid-Life Males' to be the largest segment of the adult population at 9.36% (7,089) compared to a national average of 8.65%.

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Figure 12: SE segmentation – Gravesham compared to England



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

The following data indicates that Philip, Elsie & Arnold and Tim are the three dominant groups, representing 25.8% (19,512) of the adult population, compared to 25.4% nationally.

Table 5: Sport England market segmentation summaries

Segment, description and its top three sports nationally				
Comfortable Mid-Life Males	Philip	7,089	Gravesham	
Mid-life professional (aged 46-55), sporty males with older children and more time for themselves.		9.36%		
		9.69%	South East	
Cycling (16%)	Keep fit/gym (15%)	Swimming (12%)	8.65%	England
Retirement Home Singles	Elsie & Arnold	6,320	Gravesham	
		8.35%		
Retired singles or widowers (aged 66+), predominantly female, living in sheltered accommodation.		6.80%	South East	

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Segment, description and its top three sports nationally				
Keep fit/gym (10%)	Swimming (7%)	Bowls (3%)	7.97%	England
Settling Down Males	Tim		6,103	Gravesham
Sporty male professionals (aged 26-45), buying a house and settling down with partner.			8.06%	
			11.43%	South East
Cycling (21%)	Keep fit/gym (20%)	Swimming (15%)	8.83%	England
Early Retirement Couples	Roger & Joy		5,687	Gravesham
Free-time couples nearing the end of their careers (aged 56-65).			7.51%	
			7.34%	South East
Keep fit/gym (13%)	Swimming (13%)	Cycling (8%)	6.77%	England
Pub League Team Mates	Kev		4,743	Gravesham
Blokes (aged 36-45) who enjoy pub league games and watching live sport.			6.26%	
			3.55%	South East
Keep fit/gym (14%)	Football (12%)	Cycling (11%)	5.93%	England
Middle England Mums	Jackie		4,306	Gravesham
Mums (aged 36-45) juggling work, family and finance.			5.69%	
			4.57%	South East
Keep fit/gym (27%)	Swimming (20%)	Cycling (9%)	4.88%	England
Empty Nest Career Ladies	Elaine		4,252	Gravesham
Mid-life professionals who have more time for themselves since their children left home (aged 46-55).			5.61%	
			6.83%	South East
Keep fit/gym (21%)	Swimming (18%)	Cycling (7%)	6.07%	England
Sports Team Drinkers	Jamie		4,117	Gravesham
Young blokes (aged 18-25) enjoying football, pints and pool.			5.44%	
			3.95%	South East
Football (28%)	Keep fit/gym (22%)	Athletics (12%)	5.37%	England
Twilight Year Gents	Frank		3,571	Gravesham
Retired men (aged 66+) with some pension provision and limited sporting opportunities.			4.72%	
			3.49%	South East
Golf (7%)	Keep fit/gym (6%)	Bowls (6%)	4.01%	England
Stretched Single Mums	Paula		3,466	Gravesham
Single mum (aged 26-45) with financial pressures, childcare issues and little time for pleasure.			4.58%	
			2.73%	South East
Keep fit/gym (18%)	Swimming (17%)	Cycling (5%)	3.74%	England
Older Working Women	Brenda		3,334	Gravesham
Middle aged ladies (aged 46-65), working to make ends meet.			4.40%	
			2.79%	South East
Keep fit/gym (15%)	Swimming (13%)	Cycling (4%)	4.91%	England
Supportive Singles	Leanne		3,241	Gravesham
Young (aged 18-25) busy mums and their supportive college mates. Least active segment of her age group.			4.28%	
			3.14%	South East
Keep fit/gym (23%)	Swimming (18%)	Athletics (9%)	4.25%	England
Competitive Male Urbanites	Ben		3,220	Gravesham
Male (aged 18-25), recent graduates, with a 'work-hard, play-hard' attitude. Most sporty of 19 segments.			4.25%	
			5.96%	South East
Football (33%)	Keep fit/gym (24%)	Cycling (18%)	4.94%	England
Local 'Old Boys'	Terry		3,162	Gravesham
Generally inactive older men (aged 56-65), low income and little provision for retirement.			4.18%	
			2.42%	South East
Keep fit/gym (8%)	Swimming (6%)	Cycling (5%)	3.69%	England
Stay at Home Mums	Alison		3,118	Gravesham
Mums with a comfortable, but busy, lifestyle (aged 36-45).			4.12%	

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Segment, description and its top three sports nationally				
			6.29%	South East
Keep fit/gym (27%)	Swimming (25%)	Cycling (12%)	4.39%	England
Career Focussed Females	Helena		3,034	Gravesham
Single professional women, enjoying life in the fast lane (aged 26-45).			4.01%	
			5.18%	South East
Keep fit/gym (26%)	Swimming (23%)	Cycling (11%)	4.55%	England
Fitness Class Friends	Chloe		2,817	Gravesham
Young (aged 18-25) image-conscious females keeping fit and trim.			3.72%	
			6.09%	South East
Keep fit/gym (28%)	Swimming (24%)	Athletics (14%)	4.71%	England
Comfortable Retired Couples	Ralph & Phyllis		2,705	Gravesham
Retired couples (aged 66+), enjoying active and comfortable lifestyles.			3.57%	
			6.45%	South East
Keep fit/gym (10%)	Swimming (9%)	Golf (7%)	4.22%	England
Later Life Ladies	Norma		1,444	Gravesham
Older ladies (aged 56-65), recently retired, with a basic income to enjoy their lifestyles.			1.91%	
			1.31%	South East
Keep fit/gym (12%)	Swimming (10%)	Cycling (2%)	2.12%	England

The most popular sports

A further aspect of the Active People survey and SE segmentation is that it makes it possible to identify the top five sports within Gravesham. As with many other areas, gym and swimming are among the most popular activities and are known to cut across age groups and gender; in Gravesham just over 1 in 10 adults go to the gym, on average, at least once a month. The next most popular activities are swimming and cycling of which 9.4% of adults do on a relatively regular basis.

Table 6: Most popular sports in Gravesham (Source: SE Area Profiles)

Sport	Gravesham		South East		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Gym	8.5	10.7%	752.6	10.9%	4,622.7	10.9%
Swimming	7.5	9.4%	843.8	12.2%	4,896.9	11.5%
Cycling	7.5	9.4%	657.6	9.5%	3,458.9	8.1%
Fitness & Conditioning	7.0	8.8%	458.0	6.6%	2,854.7	6.7%
Football	6.9	8.6%	399.5	5.8%	2,689.7	6.3%

Mosaic

(Data source: 2014 Mosaic analysis, Experian)

Mosaic 2014 is a similar consumer segmentation product and classifies all 25.2 million households into 15 groups, 66 household types and 238 segments. This data can be used to paint a picture of UK consumers in terms of their social-demographics, lifestyles, culture and behaviour and tends to be used to draw out population characteristics for the backdrop to library usage and other non-sporting activities. The following table shows the top five mosaic classifications in Gravesham compared to the country as a whole. The dominance of these five segments can be seen inasmuch as they represent over half (54.6%) of the population compared to a national equivalent rate of over 1 in 3 (37.7%).

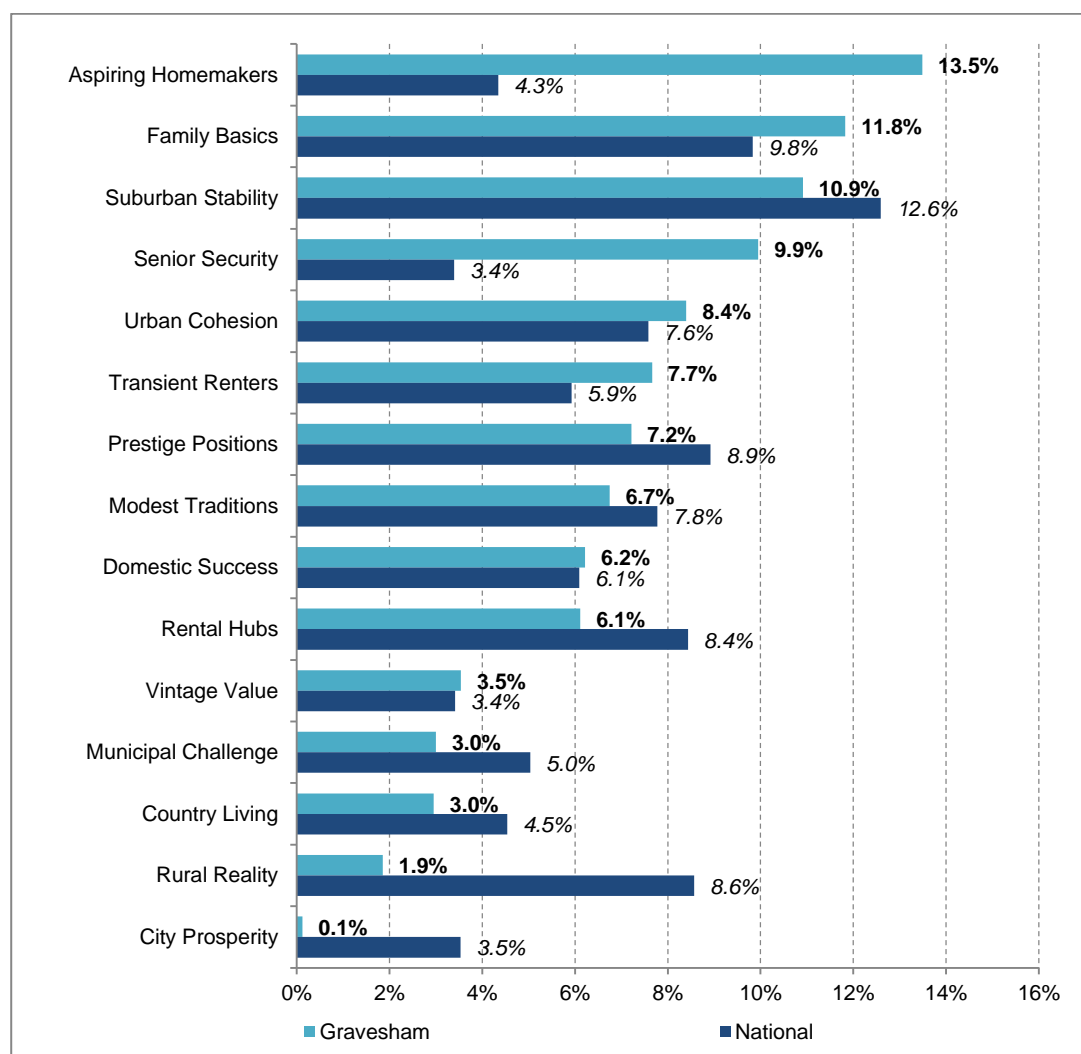
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Table 7: Mosaic – main population segments in Gravesham

Mosaic group description	Gravesham		National %
	#	%	
1 - Aspiring Homemakers	13,966	13.5%	4.3%
2 - Family Basics	12,249	11.8%	9.8%
3 - Suburban Stability	11,300	10.9%	12.6%
4 - Senior Security	10,304	9.9%	3.4%
5 - Urban Cohesion	8,697	8.4%	7.6%

The largest segment profiled for Gravesham is the Aspiring Homemakers group, making up 13.5% of the adult population in the area, this over three times the national rate (4.3%). This group is defined as younger households who have, often, only recently set up home. They usually own their homes in private suburbs, which they have chosen to fit their budget.

Figure 13: Mosaic segmentation – Gravesham compared to England



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Table 8: Dominant Mosaic profiles in Gravesham




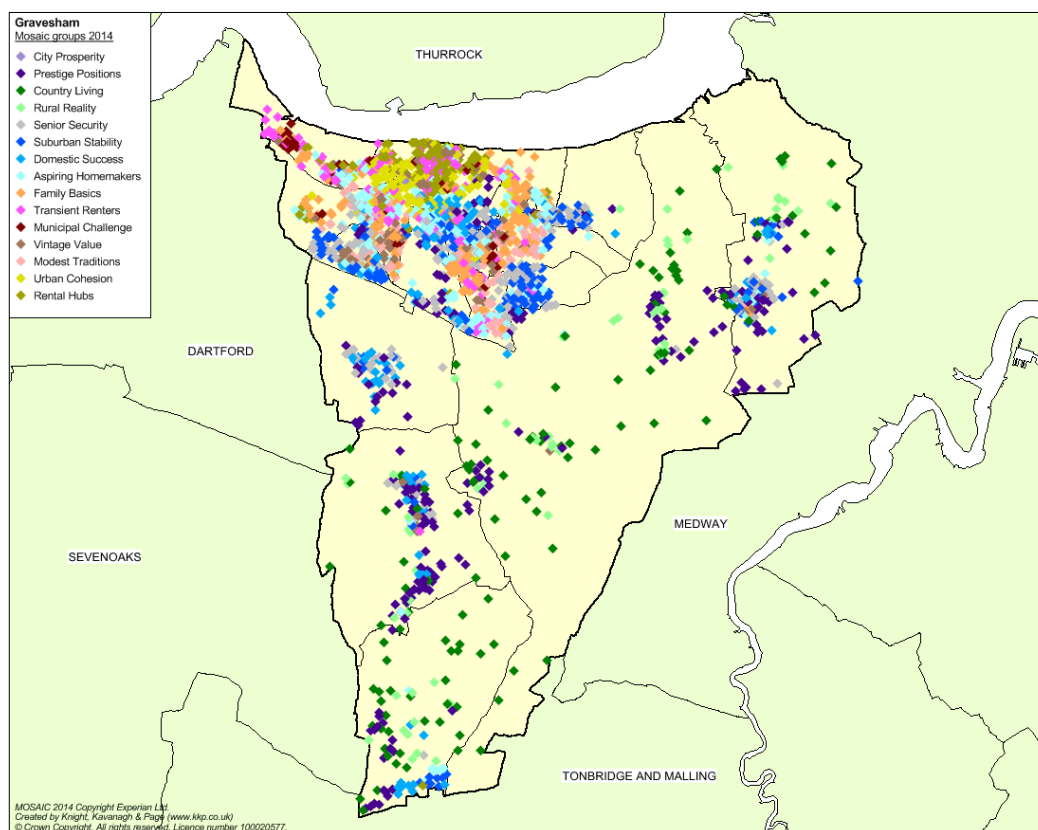
Aspiring Homemakers 	<p>Younger households who have, often, only recently set up home. They usually own their homes in private suburbs, which they have chosen to fit their budget.</p>
Family Basics 	<p>Families with children who have limited budgets and can struggle to make ends meet. Their homes are low cost and are often found in areas with fewer employment options.</p>
Suburban Stability 	<p>Typically mature couples or families, some enjoying recent empty-nest status and others with older children still at home. They live in mid-range family homes in traditional suburbs where they have been settled for many years.</p>

Figure 14: Distribution of Mosaic segments in Gravesham



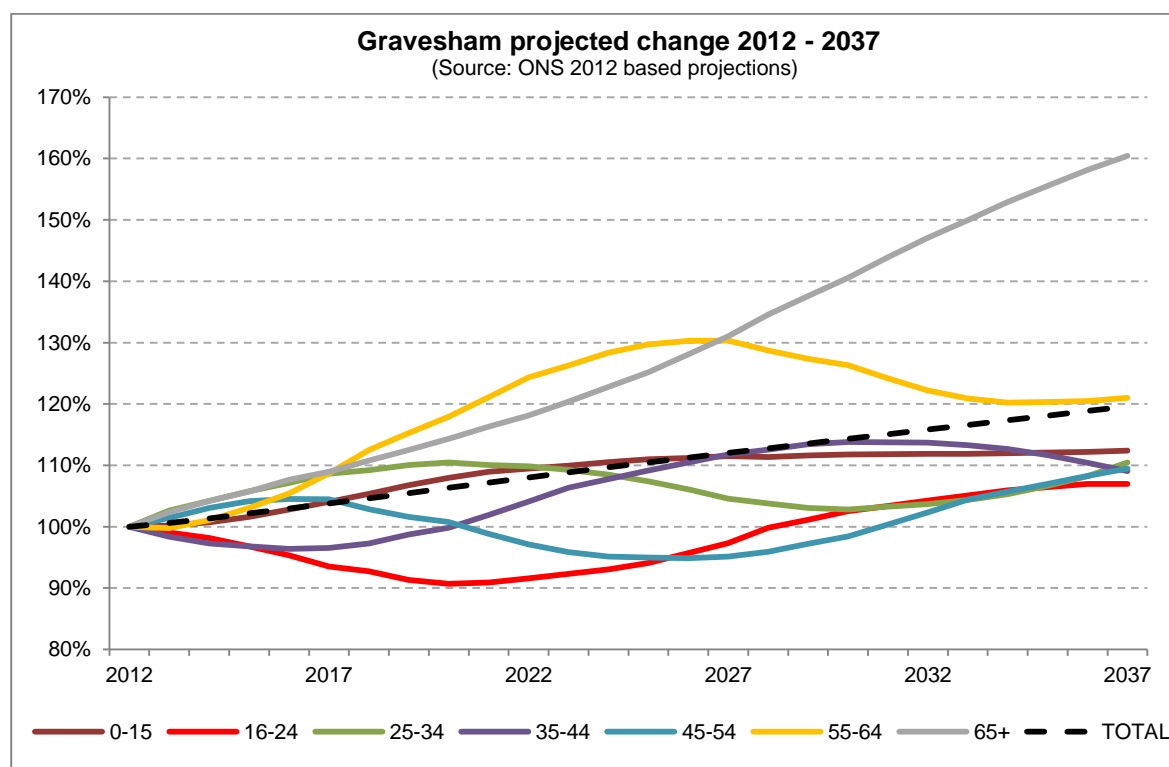
Population Projections

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

At strategic and operational levels plans to increase levels of physical activity must not be set in stone, they should be flexible and respond to predictable changes in age structure, gender and ethnic composition. The most recent ONS projections indicate a rise of 19.6% in Gravesham's population (+20,150) over the 25 years from 2012 to 2037.

Over this extended timeframe fluctuations are seen in rise and fall at different points across the majority of age groups with population change acting more like a wave than a straight line (see figure 15). For example the number of 16-24 year olds falls by c.9.3% between 2012 and 2020 before rising again to 7.0% more than its 2012 baseline by 2037.

Figure 15: Projected population change (2012 -2037)



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

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Table 9: Gravesham - ONS projected population (2012 to 2037)

Age (years)	Number			Age structure %			Change 2012 - 2037		
	2012	2028	2037	2012	2028	2037	2012	2028	2037
0-15	21,044	23,435	23,657	20.5%	20.2%	19.2%	100.0%	111.4%	112.4%
16-24	11,748	11,727	12,566	11.4%	10.1%	10.2%	100.0%	99.8%	107.0%
25-34	13,317	13,821	14,708	13.0%	11.9%	12.0%	100.0%	103.8%	110.4%
35-44	13,941	15,693	15,202	13.6%	13.5%	12.4%	100.0%	112.6%	109.0%
45-54	14,504	13,912	15,881	14.1%	12.0%	12.9%	100.0%	95.9%	109.5%
55-64	11,056	14,230	13,380	10.8%	12.3%	10.9%	100.0%	128.7%	121.0%
65+	17,154	23,085	27,520	16.7%	19.3%	22.4%	100.0%	134.6%	160.4%
Total	102,764	115,902	122,914	100.0%	100.0%	100.0%	100.0%	112.8%	119.6%

Population projections are based on straightforward process which models observed trends in fertility and mortality rates plus migration factors. Nevertheless they can illustrate a relatively complex picture of change. Several key points are outlined below:

- One of the most notable points is the progressive rise in the number of 0-15 year olds, rising by +2,391 (+11.4%) over the first half of the projection (to 2028). This will place pressure on differing types of sporting, educational and cultural provision (facility and services) by age, gender and sub-groups of the cohort.
- In contrast, there is predicted to be decline in the number of 16-24 year olds, -0.2% in the first period (-21) followed by growth back to +7.0% (+818) in the second period. Consequently Sport England's target of '*increasing the number of 14-25 year olds playing sport once a week*' may prove difficult during the first period in which numerical stasis would represent a marginal increase in participation rates.
- There is a continuous increase in the numbers of persons aged 65+ and a need to consider varying sports offers for this age group. This represents an increase of +34.6% (+5,931) in the first period continuing to rise to +60.4% (+10,366) between 2012 and 2037. While the age group represented 16.7% of Gravesham's population in 2012 it is projected to be 22.4% of the total by 2037 - this is approaching 1 in 4 of the population.

Service planning: Change over the coming thirteen years (2015 – 2028)

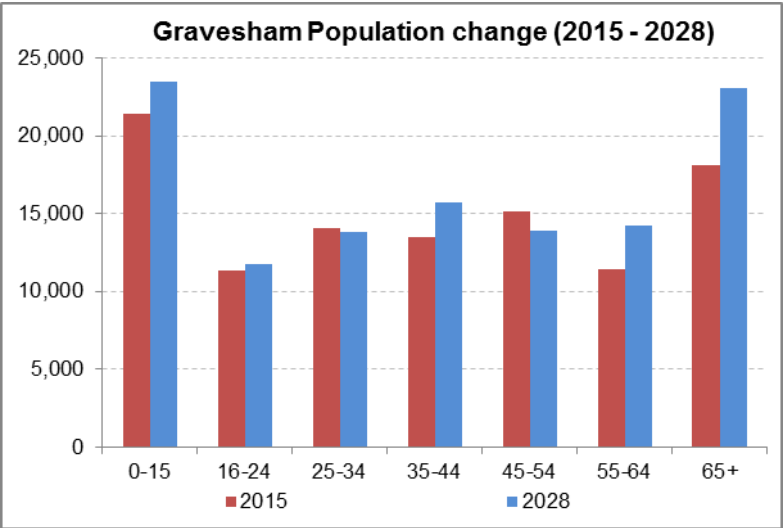
While strategic planning needs to consider change over 20 to 25 years, service planning is often more closely aligned to a much shorter time horizon, typically 5 to 10 years. Over thirteen years to 2028 it is projected that the overall number of people in Gravesham will rise by +10,926 (+10.4%). However, significant age specific variations will have implications for different markets, economic and health issues, for example, there will be:

- +2,048 (+9.6%) more 0-15 year olds; and
- 1,194 (-7.9%) fewer 45-54 year olds; and
- +2,836 (+24.9%) more 55-64 year olds; and
- +4,952 (+27.3%) more people aged 65+.

Figure 16: Projected population change (2015 -2028)

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Facilities planning for increases in the 65+ and 0-15 age groups may lead the Council to determine that these opposing age groups require very different provision at key times of the day and week from other users. However, just as the 65+ age group often requires activities during the day activities for 0-5 year olds often follow similar time patterns. Conversely, activities for 5-15 year olds are focused more closely on after school and weekend activities.



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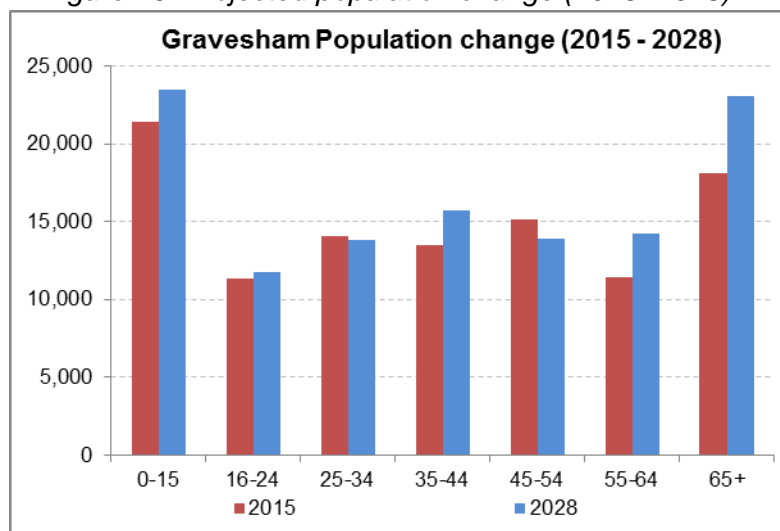
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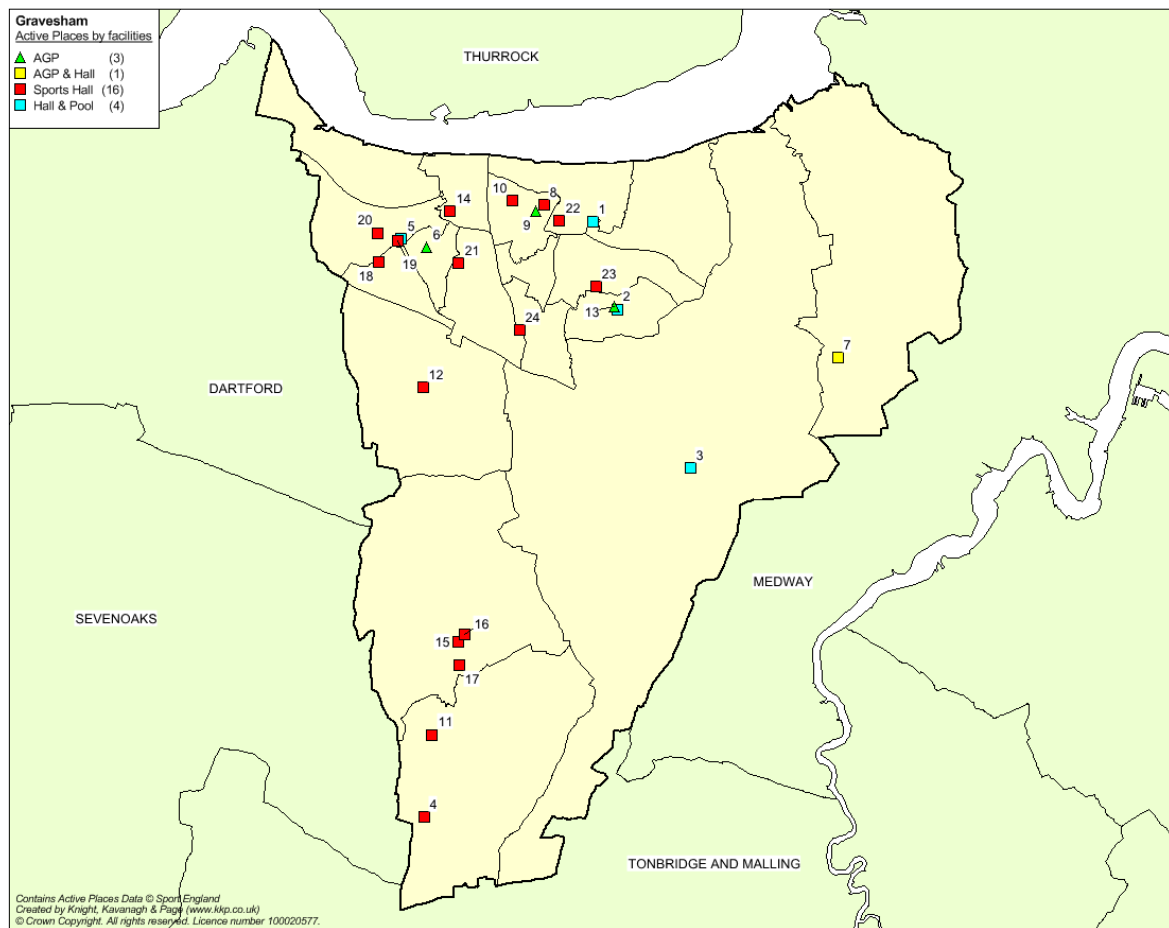
Active Places *(Data source: Active Places Power, Sport England)*

The Active Places database contains information on c.60,000 facilities; sports halls and swimming pools in Gravesham are listed below and shown on the map that follows.

Site Ref	Site name	Facilities	
1	North Kent College (Body Matters)	Hall	Pool
2	Cascades Leisure Centre	Hall	Pool
3	Cobham Hall School	Hall	Pool
4	Culverstone Community Centre	Hall	
5	Cygnet Leisure Centre	Hall	Pool
7	Gads Hill School	Hall	
8	Gravesend Grammar School	Hall	
10	Guru Nanak Football Club	Hall	
11	Hopehill Scout Hall	Hall	
12	Istead Rise Community Centre	Hall	
14	Mayfield Grammar School - Gravesend	Hall	
15	Meopham Fitness And Tennis Centre	Hall	
16	Meopham School	Hall	
17	Meopham Table Tennis Club	Hall	
18	Northfleet School For Girls	Hall	
19	Northfleet Youth Centre	Hall	
20	Northfleet Technology College	Hall	
21	Saint Georges Church Of England School	Hall	
22	St Johns Catholic Comprehensive School	Hall	
23	Thamesview School	Hall	
24	The Ifield School	Hall	

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Figure 17: Active Places in Gravesham



Many of the artificial grass pitches (AGP), sports halls and swimming pools shown are either small and/or not available for community access.

APPENDIX 2: Graphs, tables and documents supporting data

SPORTING FUTURE: A NEW STRATEGY FOR AN ACTIVE NATION MEASURING THE OUTPUTS

The Government has stated that the strategy seeks to move beyond participation in sport and winning medals as the only outputs it wants to encourage. Both are clearly very important and are retained in its new strategy, but sport has other ways of delivering the overall outcomes. Recognising and understanding how sport makes a positive difference through broader means will help the sector to deliver the five outcomes more effectively. Consequently it has adopted a set of indicators for each output to support this new way of thinking.

The data that underpin these KPIs will be drawn from a variety of sources including the new Active Lives survey, the Taking Part survey, the Monitor of Engagement with the Natural Environment survey¹⁴ and the Sport Satellite Account as well as being gathered by UK Sport and Sport England through the course of their work.

More People Taking Part in Sport and Physical Activity

Taking part in sport and physical activity contributes to all of the outcomes of this strategy. To make the link to physical wellbeing in particular as strong as possible, we will measure both taking part in sport and levels of physical inactivity. This will also help ensure an adequate focus on under-represented groups in the population whose sporting behaviour we will monitor as part of the population-level KPI on taking part. The barriers to taking part for these groups are likely to be greater and so changes in behaviour may initially be slower. However, the government has stated a desire to see a faster rate of change among under-represented groups than the population as a whole. Sport England is expected to provide the right incentives to tackling under-representation through its performance management approach.

Given the evidence of the enhanced impact on mental wellbeing of exercising outdoors, it is intended to monitor taking part in this way. To get more people to enjoy an active lifestyle, there is a need to support children and young people to develop the confidence and skills to take part and to be positive about sport and activity. Specific KPIs for 5-18 year olds to track this alongside their behaviour have also been included.

Key Performance Indicators

KPI 1 – Increase in percentage of the population taking part in sport and physical activity at least twice in the last month

KPI 2 – Decrease in percentage of people physically inactive (KPI 1 and 2 from *Active Lives* survey)

KPI 3 – Increase in the percentage of adults utilising outdoor space for exercise/health reasons (MENE survey)

¹⁴

<https://www.gov.uk/government/collections/monitor-of-engagement-with-the-natural-environment-surveypurpose-and-results>

KPI 4 – Increase in the percentage of children achieving physical literacy standards

KPI 5 – Increase in the percentage of children achieving swimming proficiency and Bikeability Levels 1-3

KPI 6 – Increase in the percentage of young people (11-18) with a positive attitude towards sport and being active (KPI 4, 5 and 6 from *Taking Part*)

More People Volunteering in Sport

Volunteering has previously been treated like any factor that supports participation. But volunteering is different as it allows the volunteer themselves to benefit from the outcomes we are seeking. We will therefore measure how many people are volunteering in sport. As this is a complex area to measure accurately Sport England will take time to design and test the right questions and introduce them to *Active Lives* in 2016.

Key Performance Indicators

KPI 7 – Increase in the number of people volunteering in sport at least twice in the last year (from *Active Lives* survey)

KPI 8 – The demographics of volunteers in sport to become more representative of society as a whole (from *Active Lives* survey and ONS population data)

More People Experiencing Live Sport

People who regularly turn up and experience live sport, particularly when they support a specific team or athlete, can experience improved wellbeing or greater community engagement.

This strategy is not about getting people to watch sport on television instead of taking part in sport. Activity under this heading must clearly and demonstrably contribute to the overall outcomes to the same extent as participating or volunteering in sport.

Key Performance Indicators

KPI 9 – Number of people who have attended a live sporting event more than once in the past year (from *Active Lives* survey)

Maximising International Sporting Success

The public's support for the UK's Olympic and Paralympic athletes is incredibly high and the results of UK Sport's recent strategy review showed continued support for the 'no compromise' principle that has underpinned Olympic and Paralympic investment since 1996. We do not need to change the overall output being sought here. We will, however, ensure that the link between Olympic and Paralympic success and the overall outcomes for the public is clear and incentivised through our continued support for elite sport.

There are some sports that either do not feature in the Olympic or Paralympic Games or whose highest international achievement is not at the Olympic or Paralympic Games. Despite this, there is still significant value to be gained and a significant contribution to be made to delivering the outcomes from success at the highest level in these sports and we will measure our overall performance.

Key Performance Indicators

KPI 10 – Number of Olympic and Paralympic medals won at Summer and Winter Games

KPI 11 – Position in Olympic and Paralympic Summer and Winter medal tables

KPI 12 – UK/Home Nation performance in pinnacle World, European or

Commonwealth competitions (provided by UK Sport)

Maximising Domestic Sporting Success

Domestic success can also inspire and therefore can be part of getting more people involved in sport. It can also provide the positive wellbeing and social benefits that international sporting success brings along with the economic benefits from ticket sales, merchandising and attracting tourists.

Key Performance Indicators

KPI 13 – Average attendance levels at national-level domestic sport

Maximising the Impact of Major Events

The UK has a strong track record of delivering world class major sporting events and this is something we want to continue, for the vital role many events play in preparing our athletes for the Olympic and Paralympic Games, for the economic impact they can bring and the potential to inspire those that experience the events themselves. In ensuring these benefits are maximised, we can ensure that major events continue to play an important role in the overall success of sport in this country.

Key Performance Indicators

KPI 14 – Attendance at events supported through government and UK Sport major events programmes

KPI 15 – Economic impact of events supported through government and UK Sport major events programmes (both from UK Sport figures)

A More Productive Sport Sector

A more productive sport sector will be one that maximises its available resources and assets (including facilities, skills and workforce) and contributes directly to economic development. By ensuring it can be more productive, the sector can better deliver everything else in this strategy.

Key Performance Indicators

KPI 16 – Employment in the sport sector (from Sport Satellite Account)

KPI 17 – Position of the UK in the *Nation Brands Index*, both a) overall and b) in answer to the specific question about the UK excelling at sport (from *the Anholt-GfK Roper Nation Brands Index*)

KPI 18 – Percentage of publicly owned facilities with under-utilised capacity (through revised National Benchmarking Service)

A More Financially and Organisationally Sustainable Sport Sector

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Financial and organisational sustainability are vital to build the strong foundation needed for successful delivery. This means that individual organisations and the sector as a whole must become more sustainable, including through robust governance and a capable workforce with a good pipeline of the right skills for the future.

Key Performance Indicators

KPI 19 – Increase in the amount of non-public investment into sport bodies which are in receipt of public investment

KPI 20 – Increase in the number of publicly funded bodies that meet the new UK Sports Governance Code (collated annually by UK Sport and the Home Nations Sports Councils)

A More Responsible Sport Sector

A more responsible sport sector is one that makes sure that the people within it, whether playing, working, volunteering or watching, feel welcome and can do so safely. Sport should be inclusive and open to everyone that wants to take part, and also meet its responsibilities towards the rest of the sector, ensuring that organisations work in partnership and those areas that enjoy commercial success are able to support those for whom a commercial business model may not be feasible.

Key Performance Indicators

KPI 21 – Number of sports that meet the Sport and Recreation Alliance's Voluntary Code to reinvest 30% of their net UK television broadcasting revenues in grassroots sport (collated by the SRA)

KPI 22 – Headline results of the new Sport Workforce People Survey (Sport England benchmarking)

KPI 23 – Relevant indicator to be developed as part of Duty of Care review

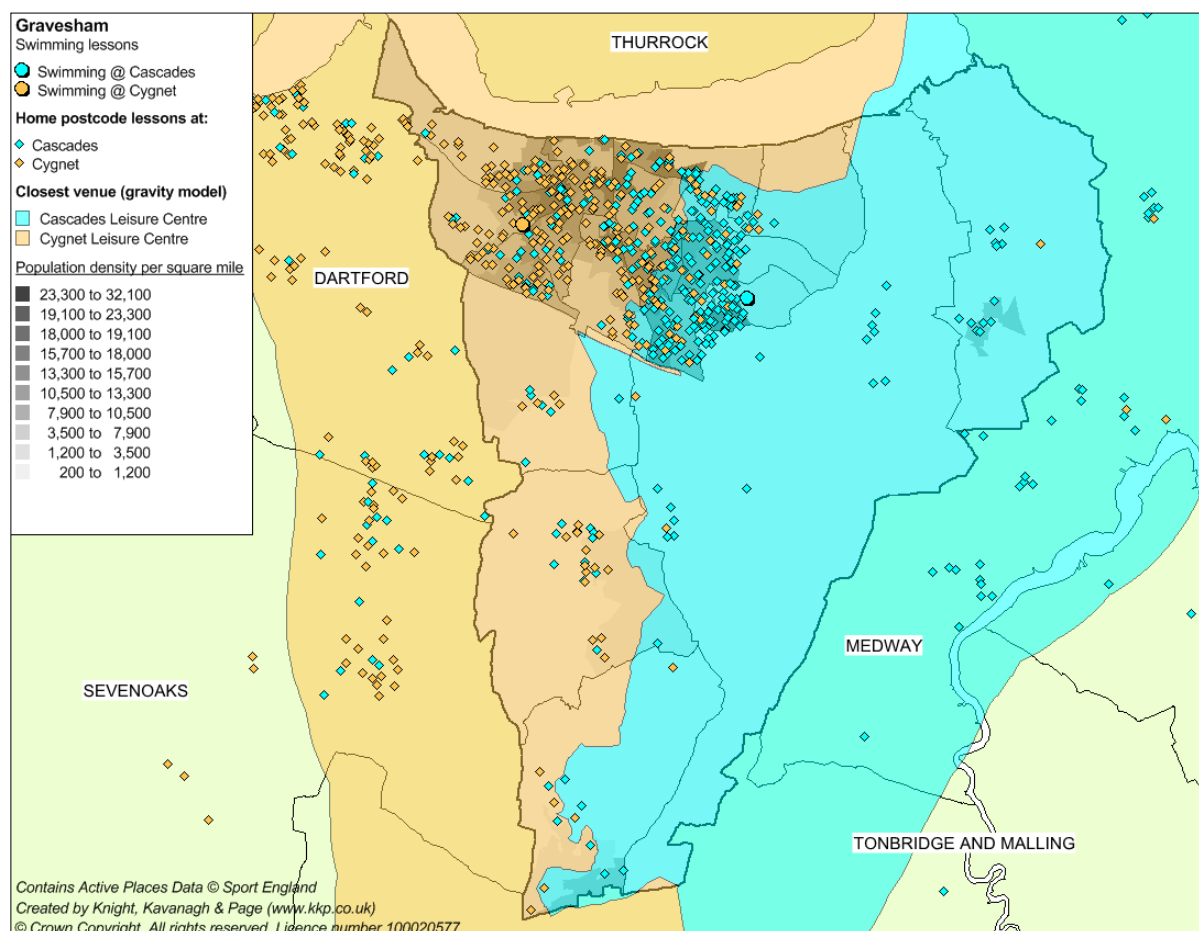
Appendix 3: Gravity mapping

Gravity mapping provides a pictorial representation of facilities; it uses the road network and travel times to determine which facilities people might be expected to use if based solely on ease of travel (all other things being equal).

Data on membership and use patterns is then analysed to see what happens in reality and the two can be compared. For example, in figure 3 those residents living in the blue shaded area are nearest to Cascades Leisure Centre; conversely those in the light orange area live nearer to Cygnet Leisure Centre.

The analysis which follows compares each of the maps with patterns of use and the home address of people who currently have swimming lessons and/or use health and fitness facilities. Probably the most obvious among a large range of influencing factors is the population density around each of the leisure centres. Others such as the age and condition of facilities, car parking, public transport, complementary attractions etc. inevitably influence- a backdrop to the patterns observed. While the data contained in the tables accompanying figures 3 and 4, can appear relatively complex the text which follows highlights the key points.

Gravesham: swimming lessons by closest facility (gravity model - 2 miles around borough)



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Swimming	Closest venue		Inside catchments	Outside catchments	Total
Home Centre (where they go for lessons)	Cascades Leisure Centre	Cygnat Leisure Centre			
Cascades Pool	441	259	700	55	755
Cygnat Pool	76	520	596	91	687
Total	517	779	1,296	146	1,442
	35.9%	54.0%	89.9%	10.1%	100.0%

% Breakdown by where people have their lessons (persons within two miles)

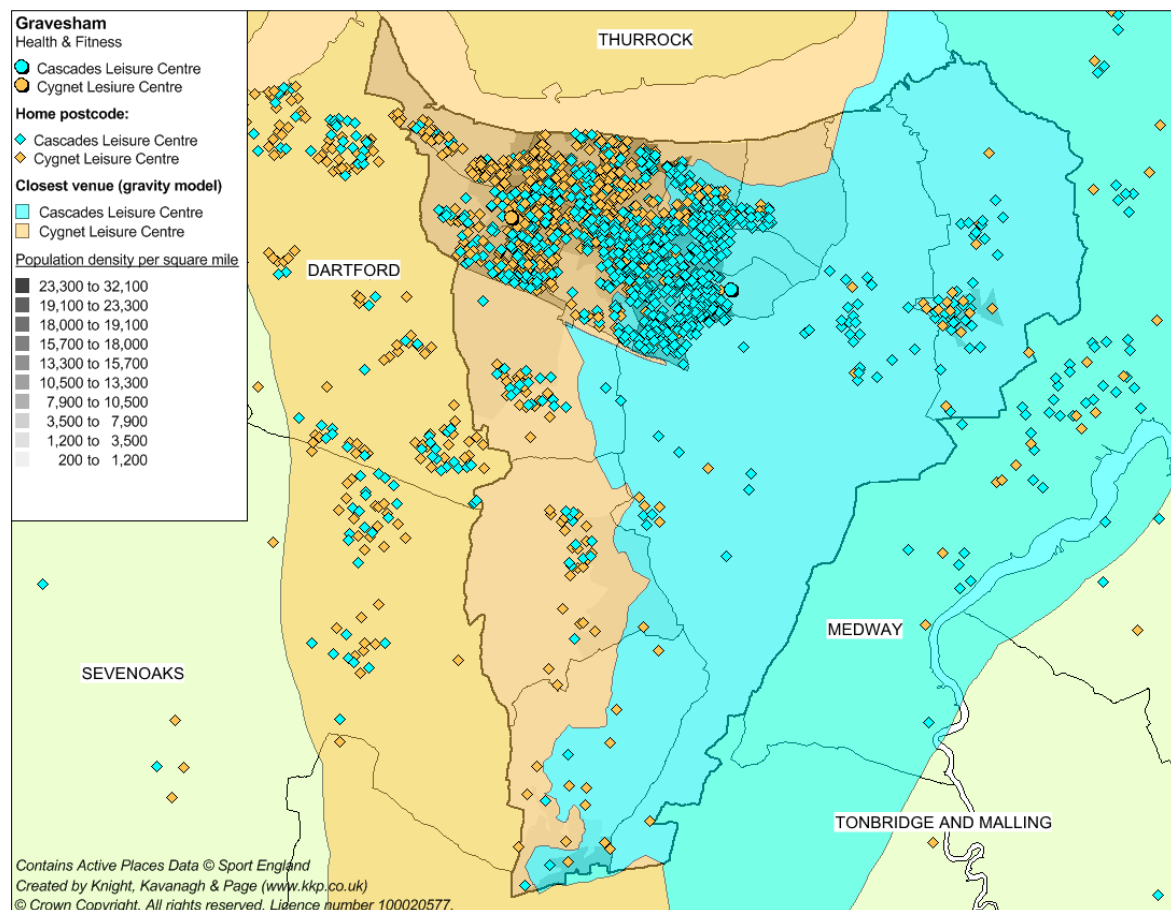
Cascades Pool	63.0%	37.0%	100.0%
Cygnat Pool	12.8%	87.2%	100.0%
Total →	39.9%	60.1%	100.0%

% Breakdown by nearest facility

Cascades Pool	85.3%	33.2%
Cygnat Pool	14.7%	66.8%
Total	100.0%	100.0%



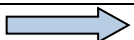
Figure 4: Gravesham – Health and fitness by closest facility (gravity model) using 2 mile border



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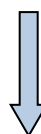
H&F	Closest venue		Inside catchments	Outside catchments	Total
Home Centre (where they go for lessons)	Cascades Leisure Centre	Cygnnet Leisure Centre			
Cascades Leisure Centre	1,263	841	2,104	122	2,226
Cygnnet Leisure Centre	301	1,901	2,202	196	2,398
Total	1,564	2,742	4,306	318	4,624
	33.8%	59.3%	93.1%	6.9%	100.0%

% Breakdown by home centre of member (persons within two miles)

Cascades Leisure Centre	60.0%	40.0%	100.0%
Cygnnet Leisure Centre	13.7%	86.3%	100.0%
Total 	36.3%	63.7%	100.0%

% Breakdown by nearest facility

Cascades Leisure Centre	80.8%	30.7%
Cygnnet Leisure Centre	19.2%	69.3%
Total	100.0%	100.0%



Swimming

- Membership data supplied by GCLL indicates that 1,442 people had swimming lessons, at Cascades and Cygnnet leisure centres, over the three months from August to October (2015)¹⁵.
- Of these, 68.0% are resident in Gravesham, consequently 32% of lessons are by people who live in adjoining authorities.
- Nine in ten live either in Gravesham or within two miles of its boundary.
- Cygnnet has the highest proportion with 60.1%, whilst Cascades has 39.9% registering for swimming lessons.
- 85.3% of those who live nearest to Cascades also have their lessons at the pool.
- However, only 66.8% of those living nearest to Cygnnet have their lessons at that pool. Consequently, 33.2% of those living nearer to Cygnnet actually travel to Cascades.
- 88% of Gravesham residents who have swimming lessons live within two miles of the mid-point between Cygnnet and Cascades.

In summary, one in three lessons are taken by people travelling in to Gravesham from surrounding authorities, Cygnnet Pool is a more self-contained market (than Cascades) as 87.2% of lessons are by people for whom this is also the nearest pool and almost nine in ten (88%) of those who have swimming lessons and are also Gravesham residents live within two miles of a mid-point between Cygnnet and Cascades

Health and fitness

- Membership data supplied by GCLL indicates 4,624 members used the health and fitness facilities, at Cascades and Cygnnet leisure centres, over the three months from August to October (2015).
- Of these, 82.2% are residents of Gravesham, consequently 17.8% of use is by people who live in adjoining authorities.

¹⁵ Based on e-mail, received in early November, stating that data was based on the previous three months.

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- ▶ More than nine in ten (93.1%) live either in Gravesham or within two miles of the local authority boundary.
- ▶ The ratio of usage is 63.7% of these visit Cygnet while 36.3% utilise Cascades.
- ▶ Four fifths (80.8%) of those who live nearest to Cascades also use its facilities.
- ▶ However, only 69.3% of those living nearest to Cygnet use its health and fitness facilities. Consequently, 30.7% of those living nearer to Cygnet actually travel to Cascades.
- ▶ Over nine in ten (93%) of Gravesham residents who use health and fitness facilities live within two miles of the mid-point between Cygnet and Cascades.

In summary, just under one in five people using health and fitness facilities (at Cygnet and Cascades) travel in to Gravesham from surrounding authorities, Cygnet Leisure Centre is a more self-contained market (than Cascades) as 86.3% of health and fitness users are people for whom this is also the nearer of the two facilities and more than nine in ten (93%) of those who have use either of the centre's health and fitness facilities and are also Gravesham residents live within two miles of a mid-point between Cygnet and Cascades

Summary conclusion

Cygnet is the larger/busier of the two facilities and attracts 54% of all swimming lessons and 59% of health and fitness activity; the comparative figures for cascades are 36% and 34%.

If GBC is considering building new facilities it might consider building one facility midway between Cascades and Cygnet leisure centres. Using current data this new facility will be within two miles of 88% of Gravesham residents who have swimming lessons and 93% of those using health and fitness facilities. Clearly further investigation is required.

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Appendix 4: Additional IMD charts and graphs

Sports halls: IMD 2015 populations: Gravesham 3+ court community use sports halls, 20 minute walk

Map 3 table: IMD 2015 populations: Gravesham 3+ court CU sports halls, 20 minute walk

IMD 2015 10% bands	Gravesham		Sports Hall (3 Court+) with community use catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside %	Persons outside catchment	Population outside (%)
0 - 10	10,056	9.8%	8155	7.9%	1901	1.8%
10.1 - 20	8,645	8.4%	8343	8.1%	302	0.3%
20.1 - 30	12,634	12.3%	12558	12.2%	76	0.1%
30.1 - 40	13,652	13.3%	13369	13.0%	283	0.3%
40.1 - 50	9,178	8.9%	8930	8.7%	248	0.2%
50.1 - 60	12,692	12.4%	9866	9.6%	2826	2.7%
60.1 - 70	12,569	12.2%	6642	6.5%	5927	5.8%
70.1 - 80	8,313	8.1%	6780	6.6%	1533	1.5%
80.1 - 90	12,024	11.7%	5829	5.7%	6195	6.0%
90.1 - 100	3,001	2.9%	1440	1.4%	1561	1.5%
Total	102,764	100.0%	81912	79.7%	20852	20.3%

Swimming

Population IMD catchment of community accessible swimming pools in Gravesham

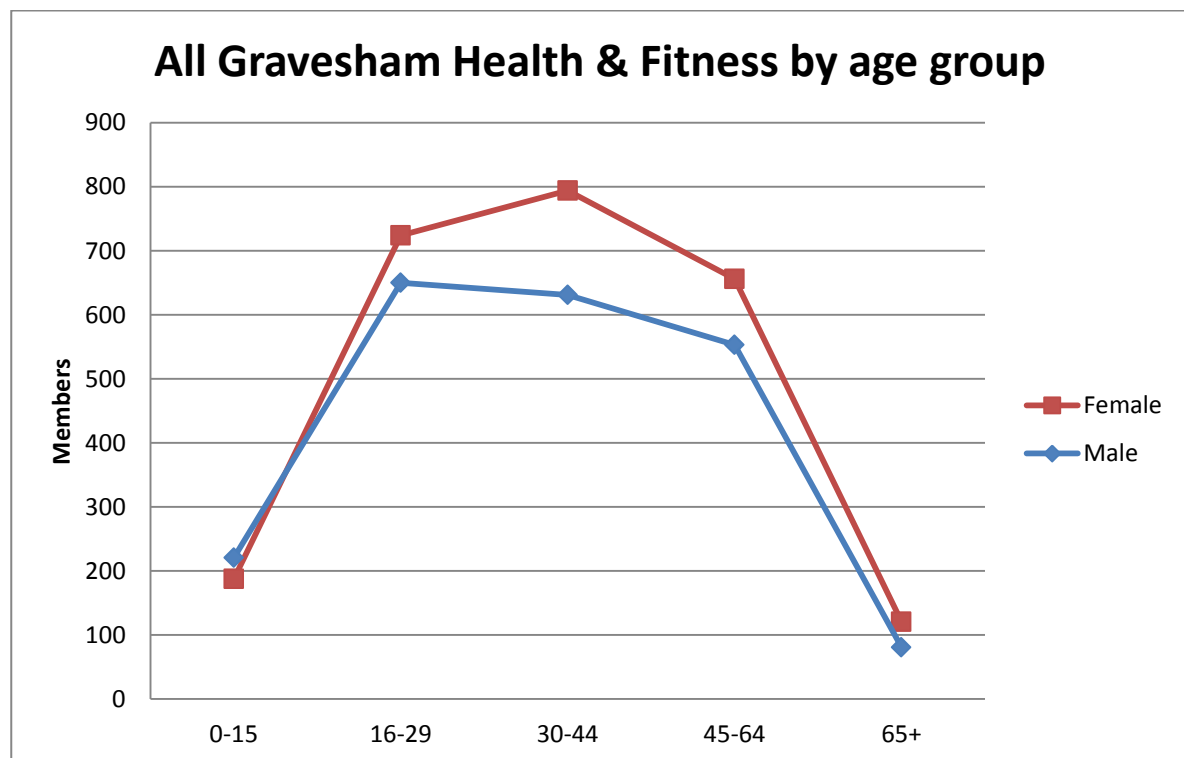
IMD 2015 10% bands	Gravesham		Swimming pool with community use catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside %	Persons outside catchment	Population outside (%)
0 - 10	10,056	9.8%	2,263	2.2%	7,793	7.6%
10.1 - 20	8,645	8.4%	4,952	4.8%	3,693	3.6%
20.1 - 30	12,634	12.3%	12,132	11.8%	502	0.5%
30.1 - 40	13,652	13.3%	6,806	6.6%	6,846	6.7%
40.1 - 50	9,178	8.9%	7,702	7.5%	1,476	1.4%
50.1 - 60	12,692	12.4%	6,482	6.3%	6,210	6.0%
60.1 - 70	12,569	12.2%	4,453	4.3%	8,116	7.9%
70.1 - 80	8,313	8.1%	1,933	1.9%	6,380	6.2%
80.1 - 90	12,024	11.7%	5,153	5.0%	6,871	6.7%
90.1 - 100	3,001	2.9%	0	0.0%	3,001	2.9%
Total	102,764	100.0%	51,876	50.5%	50,888	49.5%

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Age Groupings

Membership: Age group profiling - Cascades, Cygnet Health & Fitness users

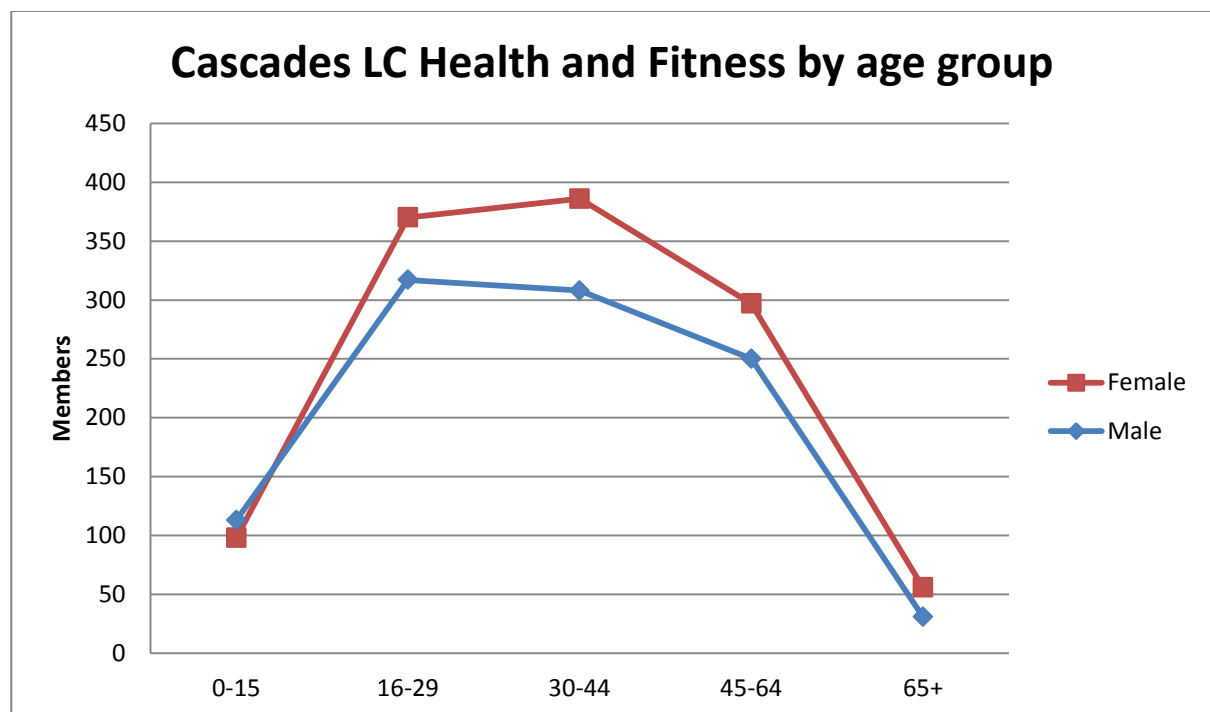
Age Group	Gender			
	Male	Female	Unspecified	Total
0-15	221	188	0	409
16-29	650	724	0	1374
30-44	631	794	4	1429
45-64	553	656	1	1210
65+	81	121	0	202
Total	2136	2483	5	4624



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Membership: Age group profiling - Cascades LC

Age Group	Gender			
	Male	Female	Unspecified	Total
0-15	113	98	0	211
16-29	317	370	0	687
30-44	308	386	0	694
45-64	250	297	0	547
65+	31	56	0	87
Total	1,019	1,207	0	2,226



Membership: Age group profiling - Cygnet LC

Age Group	Gender			
	Male	Female	Unspecified	Total
0-15	108	90	0	198
16-29	333	354	0	687
30-44	323	408	4	735
45-64	303	359	1	663
65+	50	65	0	115
Total	1117	1276	5	2398

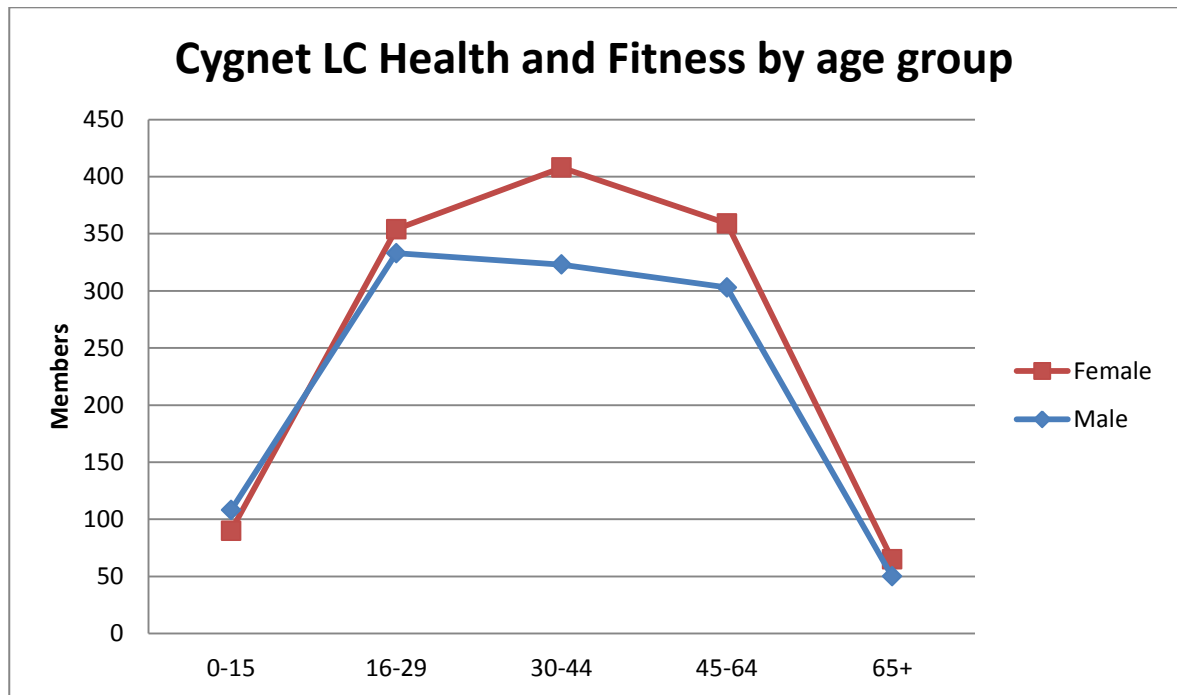
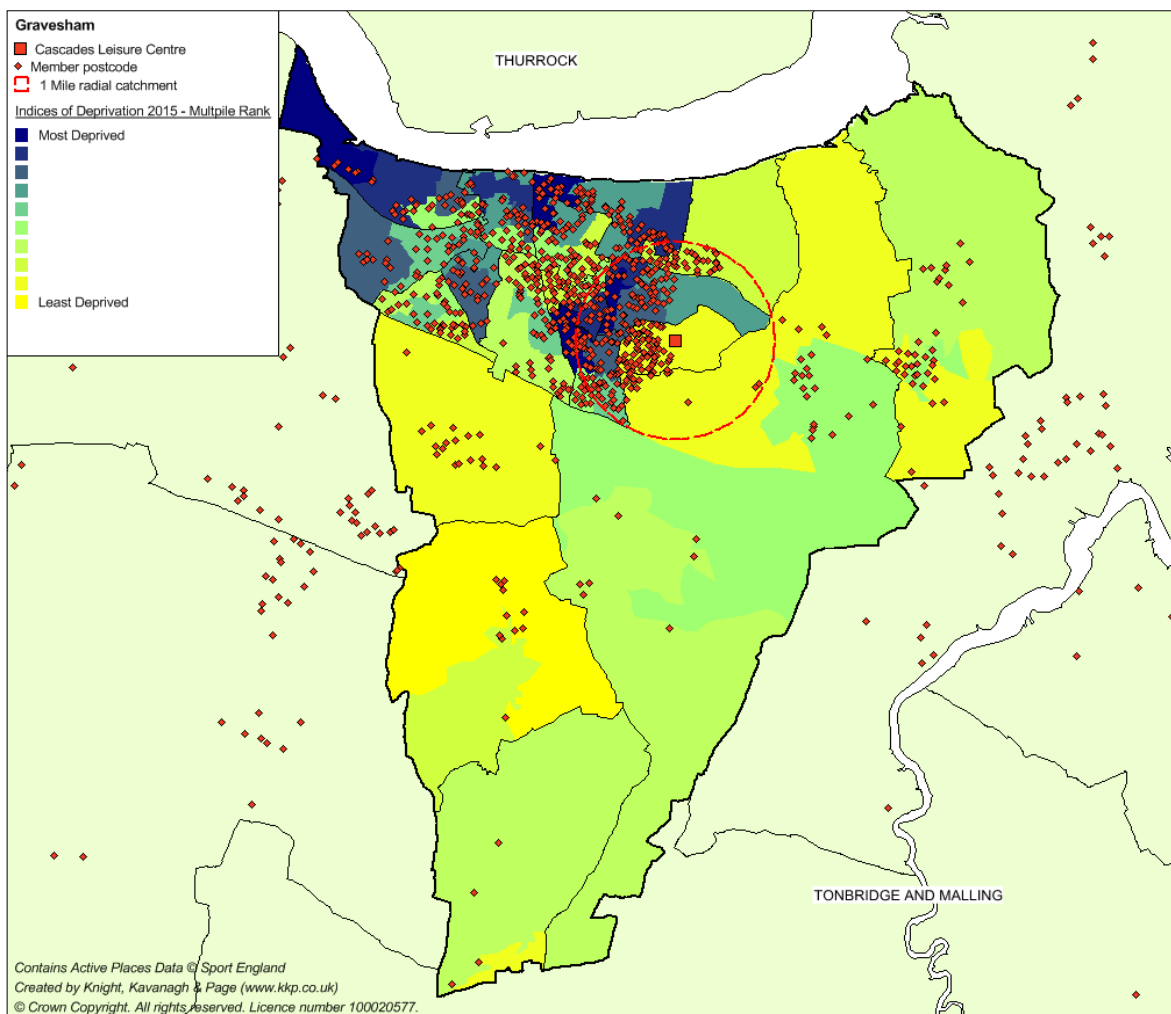


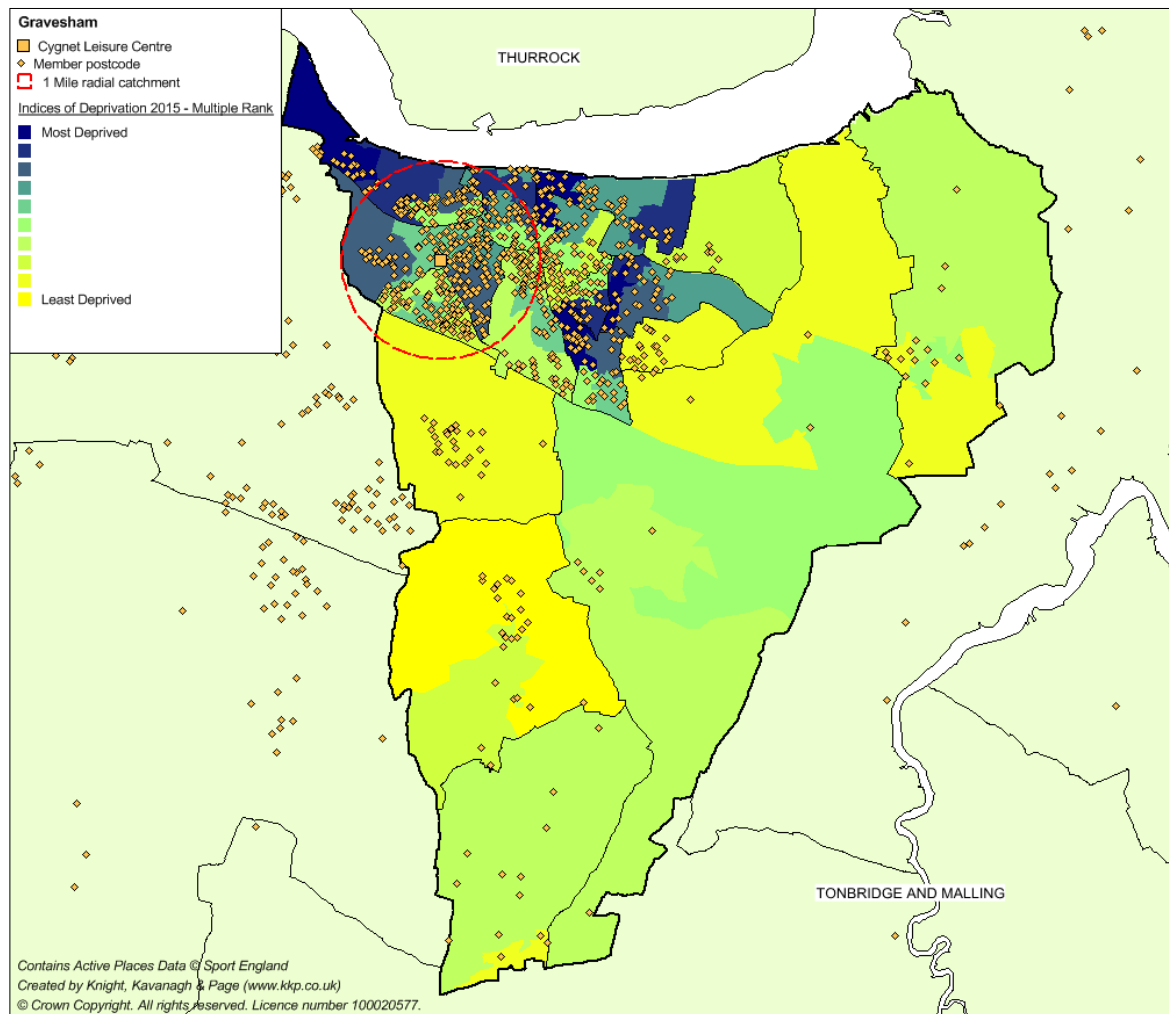
Figure 6.7: Leisure Centre member map – IMD, 1 mile radial catchment



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INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

Map 5 Cygnet Leisure Centre



Map 13 table: IMD 2015 populations: Gravesham village and community halls, 800m walk

IMD 2015 10% bands	Gravesham		Village and community halls catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside %	Persons outside catchment	Population outside (%)
0 - 10	10,056	9.8%	8622	8.4%	1434	1.4%
10.1 - 20	8,645	8.4%	7979	7.8%	666	0.6%
20.1 - 30	12,634	12.3%	12453	12.1%	181	0.2%
30.1 - 40	13,652	13.3%	12967	12.6%	685	0.7%
40.1 - 50	9,178	8.9%	8390	8.2%	788	0.7%
50.1 - 60	12,692	12.4%	11619	11.3%	1073	1.0%
60.1 - 70	12,569	12.2%	8901	8.7%	3668	3.6%

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70.1 - 80	8,313	8.1%	5660	5.5%	2653	2.6%
80.1 - 90	12,024	11.7%	8062	7.8%	3962	3.9%
90.1 - 100	3,001	2.9%	1169	1.1%	1832	1.8%
Total	102,764	100.0%	85822	83.5%	16942	16.5%