



# CHERWELL DISTRICT COUNCIL BUILT INDOOR SPORTS FACILITIES

## DRAFT NEEDS ASSESSMENT MAY 2023

QUALITY, INTEGRITY, PROFESSIONALISM

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## CONTENTS

<b>SECTION 1: INTRODUCTION</b>	5
1.1 Introduction	5
1.2: Scope of the project	6
1.3: Background	6
1.4: Report structure	8
<b>SECTION 2: BACKGROUND</b>	9
2.1: National context	9
2.2: Local context	18
2.3: Demographic profile	23
3.1: Methodology	34
3.2: Site visits	35
3.3: Facilities Planning Model overview	37
<b>SECTION 4: SPORTS HALLS</b>	38
4.1: Supply	38
4.2: Demand	50
4.3: Future demand and Sports Facilities Calculator (SFC)	55
4.4: Summary of key facts and issues	57
<b>SECTION 5: SWIMMING POOLS</b>	59
5.1: Supply	59
5.2: Demand	69
5.3: Sport England's Facilities Calculator (SFC)	71
5.4: Summary of key facts and issues	72
<b>SECTION 6: HEALTH AND FITNESS SUITES</b>	74
6.1: Supply	74
6.2: Demand	82
6.3: Dance studios	83
6.4: Summary of key facts and issues	84
<b>SECTION 7: SQUASH</b>	86
7.1 Supply	86
7.2: Demand	88
7.3: Summary of key facts and issues	89
<b>SECTION 8: GYMNASTICS</b>	90
8.1: Supply	90
8.2: Demand	91

8.3: Summary of key facts and issues .....	92
<b>SECTION 9: INDOOR BOWLS .....</b>	<b>93</b>
9.1: Supply .....	95
9.2: Demand .....	96
9.3: Summary of key facts and issues .....	96
<b>SECTION 10: INDOOR TENNIS .....</b>	<b>97</b>
10.1: Supply .....	97
11.2: Demand .....	99
11.3: Summary of key facts and issues .....	99
<b>SECTION 11: OTHER SPORTS.....</b>	<b>100</b>
<b>SECTION 14: STRATEGIC RECOMMENDATIONS .....</b>	<b>102</b>
<b>APPENDIX 1 .....</b>	<b>104</b>

# CHERWELL DISTRICT COUNCIL

## BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

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### SECTION 1: INTRODUCTION

#### 1.1 Introduction

Knight, Kavanagh & Page Ltd (KKP) was appointed by Cherwell District Council 'to produce a playing pitch & outdoor sport strategy (PPOSS) and a built indoor sports facilities strategy (BFS) 2021-2040'. This work will inform the Cherwell Local Plan Review 2040, which will replace the adopted Cherwell Local Plan 2011-2031 (2015) and the Cherwell Local Plan Partial Review – Oxford's Unmet Housing Needs (2020) when it is adopted.

The importance of the assessment in providing the evidence base for the Local Plan Review is fully recognised. The built and indoor facilities strategy (BFS) replaces a previous sports facilities strategy, which was produced in 2018. The objectives are to:

- ◀ Compile a robust, up to date audit of built facilities across the District of Cherwell and to assess the quantity, quality, accessibility, and availability of the provision.
- ◀ Complete an assessment of the required levels of built facilities both now and up to 2040. The assessment is based on the principles of 'Protect, Enhance and Provide'. The approach is also tailored to take account of the bespoke needs of Cherwell's communities and emerging Local Plan Review preferred growth sites, including cross-boundary implications with neighbouring local authorities.
- ◀ Provide the District Council with a comprehensive evidence base that will support the delivery of future development related to the Local Plan Review and the development of its related policies, including neighbourhood plans.
- ◀ Support the District Council to secure developer contributions and ensure that Sport England's Built Facility Calculator and bespoke calculator/standards where necessary are informed by the local evidence.
- ◀ Undertake geographic information systems (GIS) mapping of all assessed facilities/ sites and provide a GIS layer to use within the Local Plan update process in an updateable format.
- ◀ Provide a robust up to date needs assessment which supports the council and to meet the requirement of the amended National Planning Policy Framework (NPPF).
- ◀ Reflect and address the needs and demands of the local population that will grow in line with the changes defined by the emerging Local Plan.
- ◀ Act as a catalyst for action by the District Council and key stakeholders for potential joint investment in sport and physical activity facilities.
- ◀ Inform the requirements in the Infrastructure Delivery Plan.

This report is, therefore, a detailed assessment of current provision of indoor and built sports facilities located within and adjacent to the Cherwell area, identifying needs (demand) and gaps (deficiencies in provision). As the BFS is being undertaken in conjunction with the PPOSS, the inter-relationship between sports which also use outdoor facilities on an informal basis is recognised.

The audit was conducted in February and March 2022. The process presented some challenges due to the Covid-19 protocols which were still in place at some sites. Where access was not available KKP carried out non-technical quality assessments via desktop research, and where possible quality was assessed via utilising virtual 'walk arounds' of the health and fitness suites or videos and photos present on the operator's website or in discussion with the operator.

# CHERWELL DISTRICT COUNCIL

## BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

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### 1.2: Scope of the project

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

- ◀ Individually audited identified sports halls (conventional i.e., 3+ court halls) swimming pools (minimum size 160m<sup>2</sup>), health and fitness facilities (including, within reason, dance studios) and the wider range of facilities identified above.
- ◀ Analysed supply and demand to identify gaps and opportunities to improve provision.
- ◀ Sought to identify the extent to which delivery of leisure facilities is undertaken with full reference to the corporate strategies of the District Council and other relevant strategic influences.
- ◀ Identified areas of good practice and opportunities for improved service in order to drive up participation levels.

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

- ◀ Review relevant District Council strategies, plans, reports, corporate objectives.
- ◀ Review the local, regional, and national strategic context.
- ◀ Undertake a demographic analysis of the local population at present and in the future (up to 2040).
- ◀ Audit indoor facilities provided by public, private, voluntary and education sectors.
- ◀ Consider potential participation rates and model likely demand.
- ◀ Analyse the balance between supply of, and demand for, sports facilities plus identification of potential under and over-provision – now and in the future
- ◀ Identify key issues to address in the future provision of indoor sports facilities.

This process follows the Assessment Needs and Opportunities Guidance (ANOG) methodology for assessing indoor sports need, developed by Sport England. It also accords with relevant paragraphs of the most up-to-date version of the National Planning Policy Framework (NPPF 2021) and Planning Practice Guidance (PPG).

### 1.3: Background

Cherwell District covers an area of 227km<sup>2</sup> made up of countryside interspersed with the main settlements of Banbury, Bicester and Kidlington. Located in Oxfordshire, its name is taken from the River Cherwell, which flows south through the District before merging with the River Thames at Oxford. It is bordered by Stratford-on-Avon and West Northamptonshire to the north, West Oxfordshire to the west, Vale of White Horse to the southwest, Oxford and South Oxfordshire to the south, and Buckinghamshire to the east. Most of the Cherwell is within reach of the M40 motorway, with junctions nine, ten and eleven all located in the District.

Banbury is its largest town, with a population of 64,100<sup>1</sup>. This is followed by Bicester which has a population of 53,300 (JSNA). Both offer fast rail links to central London (under one hour journey time) and the wider south east region.

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<sup>1</sup> Sourced from Oxfordshire Joint Strategic Needs Assessment (JSNA) Bitesize February 2022 release. <https://insight.oxfordshire.gov.uk/cms/population>

# CHERWELL DISTRICT COUNCIL BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

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Figure 1.1: Cherwell with neighbouring authorities



# CHERWELL DISTRICT COUNCIL

## BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

---

### 1.4: Report structure

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

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

KKP has paid due regard to these strategic principles and this needs assessment report is, thus, structured as follows:

- ◀ Section 2 - review of background policy documentation (national/regional/local) and a profile of the population and socio-demographic characteristics of the district.
- ◀ Section 3 - description of methodology employed to assess indoor provision.
- ◀ Section 4 - assessment of sport halls provision.
- ◀ Section 5 - assessment of swimming pool provision.
- ◀ Section 6 - assessment of health and fitness provision.
- ◀ Section 7 - assessment of squash.
- ◀ Section 8 – assessment of gymnastics.
- ◀ Section 9 - assessment of indoor bowls.
- ◀ Section 10 - assessment of indoor tennis
- ◀ Section 11 – assessment of other sports/activities.
- ◀ Section 12 – strategic recommendations

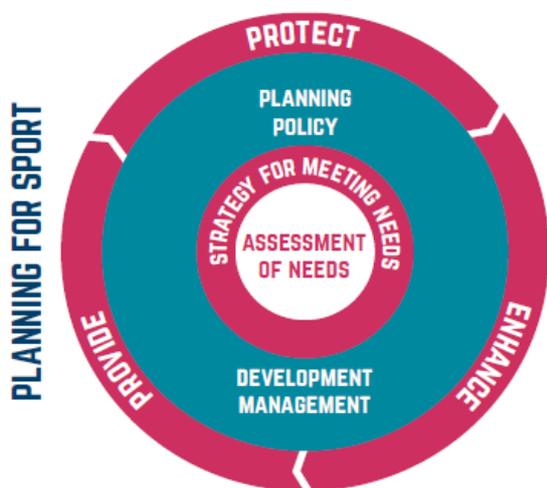
# CHERWELL DISTRICT COUNCIL BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

## 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 an up-to-date assessment of needs for all levels of sport and all sectors of the community. This assessment report has been produced for Cherwell District Council applying the principles and tools identified in the Sport England Guide Assessing Needs and Opportunities for Indoor and Outdoor Sports Facilities (ANOG).

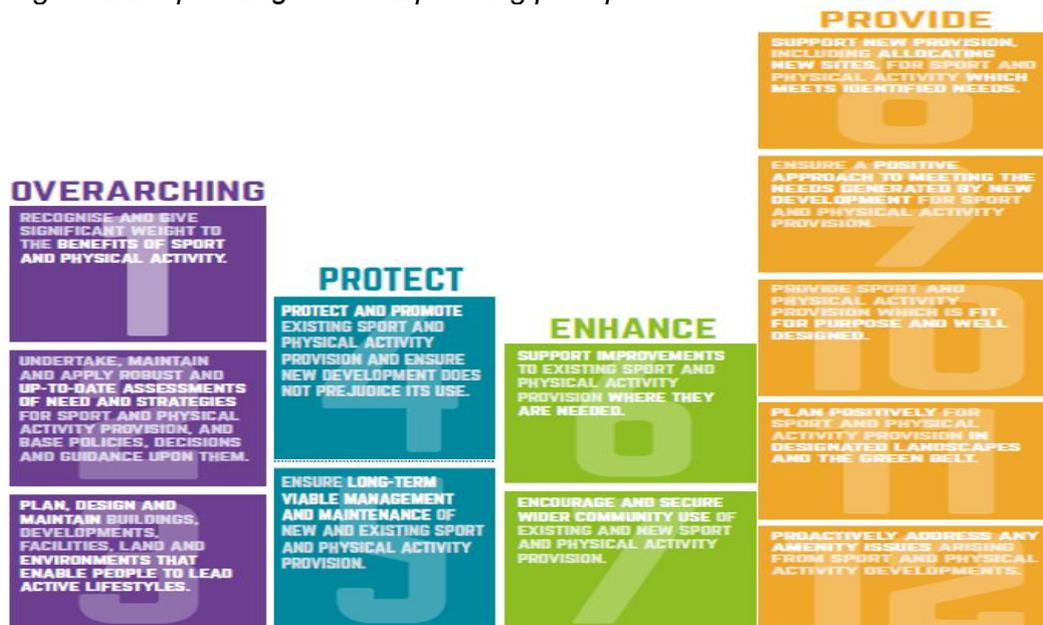
Figure 2.1: The Sport England Planning for Sport Model



Assessment of need is core to planning for sporting provision. It is underpinned by 12 planning-for-sport principles which help the planning system to contribute to sustainable development by fulfilling the key role of the NPPF in creating strong, vibrant and healthy communities. Applying them ensures that the planning system plans positively to enable and support healthy lifestyles, delivers community and cultural facilities and services to meet local needs, and provides opportunity for all to experience the benefits that taking part in sport and physical activity brings. They apply to all areas of the planning system and to planning at local

authority and neighbourhood levels. As such they are of relevance to all involved in, or looking to engage with, the planning system.

Figure 2.2: Sport England’s 12 planning principles



# CHERWELL DISTRICT COUNCIL

## BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

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### ***Sport England: Uniting the Movement 2021***

Sport and physical activity have a major role to play in improving the physical and mental health of the nation, supporting the economy, reconnecting communities, and rebuilding a stronger society for all following the global pandemic. Reflecting this, Sport England's latest strategy, Uniting the Movement, is its 10-year vision to transform lives and communities through sport and physical activity.

It seeks to tackle the inequalities that it states are long seen in sport and physical activity noting that 'providing opportunities to people and communities that have traditionally been left behind, and helping to remove the barriers to activity, has never been more important'. The three key Strategy objectives are:

<b>1</b>	<b>2</b>	<b>3</b>
Advocating for movement, sport and physical activity	Joining forces on five big issues	Creating the catalysts for change

As well as advocating for sport and physical activity, through the building of evidence and partnership development, the Strategy identifies five 'big issues' upon which people and communities need to address by working together. They are described as the major challenges to England being an active nation over the next decade as well as being the greatest opportunities to make a lasting difference. They are designated as building blocks that individually would make a difference but tackled collectively could change things profoundly. The issues are:

- ◀ *Recover and reinvent*: Recovering from the biggest crisis in a generation and reinventing as a vibrant, relevant, and sustainable network of organisations providing sport and physical activity opportunities that meet the needs of different people.
- ◀ *Connecting communities*: Focusing on sport and physical activity's ability to make better places to live and bring people together.
- ◀ *Positive experiences for children and young people*: Unrelenting focus on positive experiences for all children and young people as the foundations for a long and healthy life.
- ◀ *Connecting with health and wellbeing*: Strengthening the connections between sport, physical activity, health, and wellbeing, so more people can feel the benefits of, and advocate for, an active life.
- ◀ *Active environments*: Creating and protecting the places and spaces that make it easier for people to be active.

To address these issues, the right conditions for change need to be created: across people, organisations, and partnerships to help convert plans and ideas. This will include a range of actions, including development of effective investment models and applying innovation and digital technology to ensure sport and physical activity are more accessible.

The specific impact of the Strategy will be captured via funded programmes, interventions made, and partnerships forged. For each specific area of action, key performance indicators will be developed to help evidence the overall progress being made by all those involved in supporting sport and physical activity.

### **Social and economic value of community sport and physical activity in England 2020**

To produce this report, Sport England focused on bringing together evidence on the contribution of community sport and physical activity to the five outcomes identified in the Government's strategy Sporting Future. These are physical wellbeing, mental wellbeing, individual development, social and community development, and economic development.

Its aim was to assess the evidence base with a view to demonstrating the contribution of community sport and physical activity to the outcomes. Building on this foundation and other previous work, Sport England quantified the social and economic impact of community sport and physical activity. There are two complementary parts to the research. Part one measures the social impact (including physical and mental health) of sport and physical activity while part two measures the economic importance.

The findings reveal that community sport and physical activity brings an annual contribution of £85.5 billion to the country (in 2018 prices) through social and economic benefits.

Its social value – including physical and mental health, wellbeing, individual and community development – is more than £72 billion, provided via routes such as a healthier population, consumer expenditure, greater work productivity, improved education attainment, reduced crime, and stronger communities. It also generates more than £13bn in economic value. The economic value includes more than 285,000 jobs that employ people within the community sport and physical activity sector.

Together, both enable Sport England to demonstrate the contribution of sport and physical activity to the five government outcomes. The research revealed that the combined social and economic value of taking part (participating and volunteering) in community sport and physical activity in England in 2017/18 was £85.5bn. When measured against the £21.85 billion costs of engagement and providing sport and physical activity opportunities, for every £1 spent on community sport and physical activity, a return on investment (ROI) of £3.91 was created for individuals and society in 2017/18.

### ***Chief Medical Officer Physical Activity Guidelines 2019***

This report updated the 2011 physical activity guidelines issued by the four chief medical officers (CMOs) of England, Scotland, Wales and Northern Ireland. They drew upon global evidence to present guidelines for different age groups, covering the volume, duration, frequency and type of physical activity required across the life course to achieve health benefits.

# CHERWELL DISTRICT COUNCIL

## BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

---

### *Sport England: The Future of Public Sector Leisure 2022*

Engagement by Sport England with the public leisure sector has highlighted that the pandemic has accelerated the appetite for local authorities to look at leisure services and re-examine the purpose of their provision, delivery against local community outcomes and consider their alignment with broader strategic outcomes, particularly health.

Key insight from the report includes:

- ◀ 68% of sports halls and swimming pools were built more than 20 years ago. Although more than £150m was invested in the opening of new public leisure and swimming facilities in 2018/19<sup>2</sup>, with another £200m worth of assets in construction or planning there remains significant levels of ageing public leisure stock.
- ◀ 72% of all school swimming lessons took place in a public leisure facility, which included both the statutory learn to swim programme and the water safety curriculum across primary schools. Swimming club usage was also predominately based from public leisure facilities.

The leisure sector is emerging from the pandemic in a particularly fragile state. Emergency funding<sup>3</sup> helped to avert financial catastrophe and enabled the additional costs of maintaining public assets and reopening services to be met. These funding sources were however finite and have now been virtually exhausted. At best, financial pressures risk limiting the ability of stakeholders to deliver against their commitments; at worst they may result in the permanent closure of some services or facilities.

In respect of the recovery of the sector to pre-Pandemic participation levels, data generated via the [Moving Communities](#) platform suggests that in October 2021, throughput levels (13.2 million) were still lower than the monthly average in 2019 (17.8 million). Recovery of participation levels across different activities has been imbalanced and has leant towards those activities which deliver a faster return to pre-pandemic revenue levels.

Those sites refurbished in the last 10 years are seeing a throughput recovery of 68% compared with a recovery of 62% for those last refurbished 20 or more years ago, suggesting that investment in newer facilities creates spaces that have greater appeal, increase user confidence levels and provide a more relevant offer to meet current customer demands.

In order to address these significant challenges, a repositioning of the traditional offer of public leisure into one akin to an **active wellbeing service** is advocated (see Figure 2.3 overleaf), focussing on added value and supporting the delivery of key local priorities, alongside wider government policy around Levelling Up, net zero and health inequalities.

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<sup>2</sup> 2 Mintel Report on Leisure Centres and Swimming Pools (September 2019)

<sup>3</sup> Local authorities invested £160 million The National Leisure Recovery Fund £100m, Leisure operators drew on £171 million of reserves alongside further relief measures such as the Government's furlough scheme

# CHERWELL DISTRICT COUNCIL BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

Figure 2.3: Vision and commitments - Public Sector Leisure Report



✓ **High-quality data and insight**

A commitment to build the evidence base and intelligence around what works, why and the difference it makes to communities.

✓ **Coordination and partnerships**

A commitment to coordinate stakeholders and share information across organisations and geographical boundaries.

✓ **Leadership and workforce development**

A commitment to develop and deliver programmes to support the workforce at all levels both within local authorities and providers.

✓ **Champion equality, diversity and inclusion**

A commitment to training and change to embed diversity and inclusion across the full range of activities, services and communications – for both communities and the workforce.

✓ **Digital transformation**

A commitment to support the digital transformation of the sector through the development of a white paper, partnering options and maturity assessment.

✓ **Strengthen the connection to health**

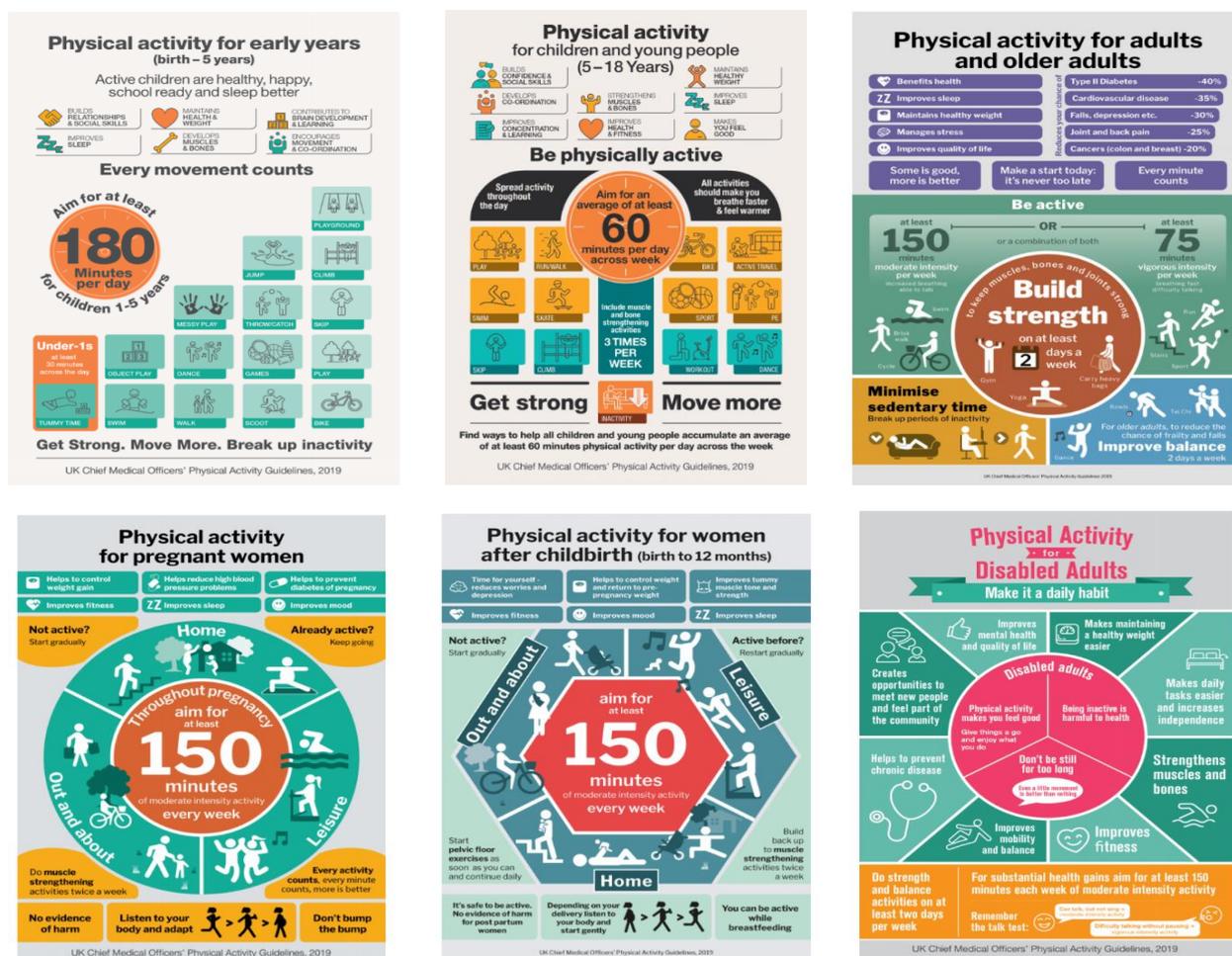
A commitment to building partnerships at all levels including ICS and providing materials to support engagement (e.g. social prescribing handbook).

✓ **Environmental sustainability**

A commitment to improving awareness, owning good practice and supporting the transition to zero carbon facilities.

# CHERWELL DISTRICT COUNCIL BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

Figure 2.4: Physical activity guidelines



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

Regular physical activity can deliver cost savings for the health and care system and has wider social benefits for individuals and communities. Key factors for each age group are as follows:

- ▶ **Under-5s:** This is broken down into infants, toddlers and pre-schoolers. They should spend at least 180 minutes (3 hours) per day in a variety of different exercises, whereas infants should be physically active several times every day in a variety of ways, including interactive floor-based activities.
- ▶ **Children and young people (5-18 years):** they should engage in moderate-to-vigorous intensity physical activity for an average of at least 60 minutes per day across the week.
- ▶ **Adults (19-64 years):** For good physical and mental health, adults should aim to be physically active every day. This could be 150 minutes of moderate exercise, 75

## CHERWELL DISTRICT COUNCIL

### BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

---

minutes of vigorous exercise or even shorter durations of very vigorous intensity activity, or a combination of moderate, vigorous and very vigorous intensity activity.

- ◀ *Older adults (65+)*: should participate in daily physical activity to gain health benefits, including maintenance of good physical and mental health, wellbeing, and social functioning. Each week older adults should aim to accumulate 150 minutes (two and a half hours) of moderate intensity aerobic activity.

The report also recognises an emerging evidence base for the health benefits of performing very vigorous intensity activity performed in short bouts interspersed with periods of rest or recovery (high intensity interval exercise, HIIT). Available evidence demonstrates that high intensity interval exercise has clinically meaningful effects on fitness, body weight and insulin resistance. This option has therefore been incorporated into the recommendation for adults.

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

#### ***Cost pressures affecting the leisure industry.***

Insight produced by the Local Government Association<sup>4</sup> suggests that Councils continue to face substantial inflationary, COVID-19 related, and demand led pressures which are affecting their ability to efficiently operate leisure provision. This comes alongside the steep increase of living costs to households.

Whilst the leisure sector recovery following Covid -19 restrictions has gained momentum, rising utility costs and the recent cost of living pressures on households are likely to adversely impact consumer confidence, throughput, and participation rates. Councils and leisure operators are therefore being required to address and review existing management arrangements and options to ensure the viability of the sector.

Leisure providers (both inhouse and externally commissioned) are being adversely and disproportionately affected because leisure centres have high energy demands, especially for those facilities with swimming pools. Energy costs are typically a leisure operator's second highest cost after staffing costs. This is further exacerbated because the leisure estate is ageing and energy inefficient, with research showing two-thirds of public swimming pools and sports halls are in need of replacing or refurbishment, and ageing assets are contributing up to 40 per cent of some councils' direct carbon emissions.

The LGA suggest that, in tackling the challenges presented by the current energy crisis, Councils should aim to pursue a partnership focused approach and consider solutions which may contribute to wider public health, decarbonisation, and levelling up and economic outcomes. This could include the following measures:

- ◀ Regular monthly meetings with leisure operator to review and monitor utility costs.
- ◀ Encourage leisure operators to be open and transparent about the true cost of utilities.
- ◀ Explore potential for flexibility in contractual arrangements and operating parameters: i.e. pool temperature / building temperature / reviewing pricing

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<sup>4</sup> <https://www.local.gov.uk/parliament/briefings-and-responses/briefing-note-councils-impact-rising-energy-costs-leisure-sector>

# CHERWELL DISTRICT COUNCIL

## BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

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- ◀ Review non-viable/low priority contractual requirements.
- ◀ Consider using any management fee to stabilise utilities and stabilise providers to ensure service continuity.
- ◀ Consider renegotiating the repayment terms of loans to enable providers to defer COVID repayments to later years when they are more stable.
- ◀ Work with the operator to include leisure projects as part of decarbonisation projects and/or council investment in energy saving projects.

### ***Environmental sustainability***

UK Government produced its net zero strategy 'Build Back Greener' in October 2021. This sets out how it intends the UK to meet its target for decarbonisation by 2050.

It focuses on interventions such as:

- ◀ A fully decarbonised power system by 2035 with all electricity coming from 'low carbon sources'.
- ◀ Improved efficiency of heating for homes and buildings, aiming for all new heating appliances to be based on low carbon technologies, such as electric heat pumps or hydrogen boilers.
- ◀ Low carbon fuel supply – by scaling up the production of low carbon alternatives including hydrogen and biofuels.

[Sport England](#) reports that <sup>5</sup>climate change and the increased occurrence of extreme weather that it brings are already affecting sports facilities, meaning that the sector needs to build greater resilience to this very real threat. It proposes that a wide range of issues should be considered when approaching project development and the resultant environmental impact of, say developing a new swimming pool i.e., determining whether to refurbish an existing building with its carbon already embodied or to build anew<sup>6</sup>. Establishing a sustainability strategy early on Sport England suggest some key principles as part of a 'pathway to sustainability' and net zero carbon in respect of building design and operation.

- ◀ **Reduce energy consumption** as the first measure to reduce carbon emissions and energy costs.
- ◀ **Change behaviour**, eliminate energy waste and operate energy control systems more effectively at no extra cost.
- ◀ **Passive design** - Building orientation and placement on site is critical to achieving net zero targets Harness a site's natural resources to benefit cross ventilation, natural lighting, solar gain, shelter or shading.
- ◀ **Fabric efficiency** Maximise the building fabric and glazing performance.
- ◀ **Minimise initial energy demand** to reduce demand on plant and technologies incorporated.
- ◀ **Efficient systems** Invest in appropriate energy-efficient products including heating, ventilation, fittings, controls, sensors, heat pumps and recovery systems
- ◀ **On-site renewables** Incorporate low and zero carbon (LZC) technologies to produce energy on site.
- ◀ **Off-site renewables** Only use energy providers who use renewable energy .

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<sup>5</sup> <https://sportengland-production-files.s3.eu-west-2.amazonaws.com/s3fs-public/2021-01/Environmental%20Sustainability%20check%20list.pdf?VersionId=7XfZPDhHKoKHpfKqk165MMWdxwCmYsPO>

# CHERWELL DISTRICT COUNCIL

## BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

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### ***Revised National Planning Policy Framework 2021***

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

A presumption in favour of sustainable development is a key aspect for any plan-making and decision-taking processes. In relation to plan-making, the NPPF states that local plans should meet objectively assessed needs. It is clear about sport's role delivering sustainable communities through promoting health and well-being.

The *promoting healthy communities* theme identifies that planning policies should be based on robust, up-to-date assessment of need for open space, sports and recreation facilities and opportunities for new provision. Paragraph 99 in the NPPF specifies that 'existing open space, sports and recreational buildings and land, including playing fields, should not be built on unless:

- ◀ an assessment has been undertaken which has clearly shown the open space, buildings or land to be surplus to requirements; or
- ◀ the loss resulting from the proposed development would be replaced by the equivalent or better provision in terms of quantity and quality in a suitable location; or
- ◀ the development is for alternative sports and recreational provision, the benefits of which clearly outweigh the loss of the current or former use.

Specific needs, quantitative/qualitative deficiencies and surpluses should be identified and used to inform provision requirements in an area.

### ***Summary of national context***

As the nation emerges from the global pandemic, there is a need to reconnect communities, reduce inequality and create stronger societies. The aim is to create a catalyst for change, with sport and physical activity a key driver and people in all age groups either getting or remaining active. 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. Ensuring an adequate supply of suitable facilities to support this aim is a key requirement of the planning system in line with national policy recommendations.

# CHERWELL DISTRICT COUNCIL

## BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

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### 2.2: Local context

#### ***Cherwell Local Plan 2011-2031***

The Cherwell Local Plan was adopted by the District Council in 2015 and was prepared to guide the development and change in the District up to 2031. In addition to dealing with the use of land, it considers how the area functions and how different parts of the District should develop or change over the next 20 years in response to key issues. In summary it:

- ◀ Sets out clear ambitions for the District and the two towns of Banbury and Bicester in particular.
- ◀ Provides certainty for communities and developers as to what will/can be developed and where.
- ◀ Focuses growth at Bicester and to a lesser extent Banbury.
- ◀ Seeks to strengthen Kidlington's economic role.
- ◀ Proposes sustainable levels of growth at the villages and has regard to the need to protect the character of the District's rural areas.
- ◀ Ensures that the main focus of the plan is strengthening the local economy, job creation, inward investment and company growth, as well as building cohesive communities.
- ◀ Strengthens the town centres at the heart of the District.
- ◀ Secures infrastructure such as new road and rail investment.
- ◀ Avoids the coalescence of towns and villages.
- ◀ Takes permissions and what has been constructed into account.
- ◀ Emphasise high environmental standards and design quality.
- ◀ Protects, enhances and realises the potential of the Oxford Canal.
- ◀ Promotes area renewal and regeneration in Banbury.
- ◀ Supports innovation such as Community Self Build.
- ◀ Addresses planning reforms.
- ◀ Creates places that actively promote and enable healthy lifestyles.

Within the Plan, strategic objective 10 is particularly relevant to this study and is as follows: 'To provide sufficient accessible, good quality services, facilities and infrastructure including green infrastructure, to meet health, education, transport, open space, sport, recreation, cultural, social and other community needs, reducing social exclusion and poverty, addressing inequalities in health, and maximising well-being.'

The Local Plan sets out its ambitions as follows: '*From helping local companies to expand, supporting new education and jobs investment, and pursuing high technology innovation and investment; to creating dynamic town centres, promoting tourism and seeking improved connections on rail and road. It is a plan born in recession, but which makes provision for a successful prosperous future*'.

#### ***Cherwell Local Plan 2011-2031 Partial Review: Oxford's Unmet Housing Need (2020)***

The Cherwell Local Plan 2011-2031 (Part 1) Partial Review – Oxford's Unmet Housing Need was formally adopted as part of the statutory development plan by the District Council in September 2020. It provides the strategic planning framework and sets out strategic site allocations to provide Cherwell District's share of the unmet housing needs for Oxford to 2031.

In the Cherwell Local Plan 2015 the District Council committed to working on an on-going basis under a legal Duty to Cooperate with all other Oxfordshire local authorities to address the need for housing across the Oxfordshire housing market area. This is due to it being

# CHERWELL DISTRICT COUNCIL

## BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

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recognised that Oxford may not be able to accommodate the whole of its new housing requirement for the 2011-2031 period within its administrative boundary<sup>7</sup>. The vision for meeting Oxford's unmet housing needs by 2031 seeks to be aspirational but realistic, and aims to:

- ◀ Support Oxford's world class economy, its universities and employment base.
- ◀ Ensure that people have convenient, affordable and sustainable travel opportunities to the city's places of work, study and recreation and to its services and facilities.
- ◀ Deliver development that is well connected to Oxford.
- ◀ Provide for a range of household types and incomes reflecting Oxford's diverse needs.

Further detail about housebuilding across Cherwell including accommodating Oxford's unmet housing need is included in Section 2.4.

### ***Cherwell Local Plan Review 2040***

Work has commenced on the emerging Cherwell Local Plan Review 2040. Once the plan is adopted, it will replace the adopted Local Plans. In autumn 2021 the Council published a Local Plan Review consultation paper, which proposed a place and people-based vision for the District with a focus on developing a sustainable local economy, meeting the climate change challenge and healthy place shaping<sup>8</sup>. This followed an earlier initial community involvement paper consultation which ran from July 2020 through to September 2020. This emerging Strategy will help to inform the preparation of a draft review Plan.

### **2020 Climate Action Framework: Transforming Cherwell<sup>9</sup>**

Cherwell District Council has committed to addressing the challenge created by climate change. This framework sets out the District Council's approach to tackling the Climate Emergency in the following priority areas for action: its own estate, working with suppliers, ensuring its policies enable others to make low-carbon choices, and working with partners and businesses. It is further expanded through the following principles which aim to help the District Council realise and maximise the multiple benefits from its action on climate change:

- ◀ Evidence based decisions.
- ◀ Healthy place shaping.
- ◀ Continuous improvement and living laboratory.
- ◀ Maximising Cherwell benefits.
- ◀ Inclusive transition.
- ◀ Recognising a role for everyone.

Included in the plan are proposals to improve the energy efficiency of existing local authority owned buildings, including the leisure stock across the District. Work has started on retrofitting lighting/heating systems at leisure centres, with more efficient systems being installed to help reduce the carbon footprint.

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<sup>7</sup> <https://www.cherwell.gov.uk/info/83/local-plans/215/partial-review-of-cherwell-local-plan-2011-2031-part-1-oxfords-unmet-housing-need>

<sup>8</sup> <https://www.cherwell.gov.uk/info/83/local-plans/729/planning-for-cherwell---local-plan-review/3>

<sup>9</sup> <https://modgov.cherwell.gov.uk/documents/s44857/Appendix%201%20Cherwell%20DC%20Climate%20Action%20Framework.pdf>

# CHERWELL DISTRICT COUNCIL

## BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

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### ***Cherwell District Council – Active Communities Strategy (2019-2023)<sup>10</sup>***

Sport, leisure and physical activity play an important role in helping deliver the Council's corporate vision for the District of making it a 'great place to live, work, visit and invest'. It also contributes to three of the District Councils corporate priorities:

- ◀ Thriving communities and wellbeing.
- ◀ Clean, green and safe.
- ◀ District of opportunity and growth.

Furthermore, it supports the provision of informal space, sports pitches and sports centres. The rationale for this is to:

- ◀ Encourage active lifestyles by reducing inactivity and increasing participation, thus reducing the cost of NHS spending in the District.
- ◀ Widen access to sport and physical activity participation opportunities for all, bringing social inclusion and engagement benefits.
- ◀ Improve wellbeing through more active lifestyles e.g. reductions in stress and low mood improving self-esteem.
- ◀ Promote the health benefits of exercise e.g. decreased risk of heart disease, stroke and diabetes.
- ◀ Reduce obesity levels, in turn reducing the risk of associated disease and lowering the burden on Public Health.
- ◀ Nurture success in sport by providing facilities, supporting sport development programmes, clubs and facilitating pathways for talent ID.
- ◀ Use physical activity to improve frailty levels in local residents.

The strategy has four priorities:

- ◀ Priority 1: To enable all residents to lead an active life, increase physical activity and improve inactivity levels.
- ◀ Priority 2: To increase accessibility to physical activity opportunities and services for all ages.
- ◀ Priority 3: To improve and develop the quality of local sport and leisure facilities.
- ◀ Priority 4: To support the improvement of health and mental and physical wellbeing for the Cherwell District through its delivered services and working with partners.

These are then expanded further within an action plan for delivery through the strategy.

### ***Active Oxfordshire (Active Partnership)***

In 2020, Active Oxfordshire launched its new Strategic Plan for 2020-2024: Fighting Inactivity, Tackling Inequality<sup>11</sup>. The plan sets out Active Oxfordshire's direction of travel over the four year time period taking into account the impact of Covid-19 and recognising that working with partners to challenge health inequalities is more vital than ever before. Its vision is that 'Oxfordshire will be the least inactive county in England by 2024'. Its blueprint for tackling inactivity is set out in its three strategic pillars, which are:

- ◀ *Healthy Active Children – encouraging an active start in life by:*

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<sup>10</sup><http://modgov.cherwell.gov.uk/documents/s41078/Appendix%201%20-%20Active%20Communities%20Strategy.pdf>

<sup>11</sup><https://www.activeoxfordshire.org/uploads/active-oxfordshires-strategic-plan-2020-24.pdf?v=1594629922>

# CHERWELL DISTRICT COUNCIL

## BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

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- Working with early years settings and practitioners to embed positive relationships with physical activity as early as possible in the life course.
- Focusing on extra support for the most vulnerable and disadvantaged young people and families.
- Supporting schools, local communities and the dynamic voluntary and third sector to help young people to be physically literate.
- ◀ *Healthy Place Shaping – helping people to live well by:*
  - Promoting active environments to support everyday activity.
  - Activating communities in the Lower Super Output Area (LSOA) ranked within the 20% most deprived nationally as identified in the JSNA as well as the key growth points across Oxfordshire.
  - Embedding the promotion of physical activity into new models of health care as part of systems change.
- ◀ *Healthy For Life – helping people to live longer better especially:*
  - Those with long term health conditions/chronic disease and at high multi-factorial risk of CVD.
  - Those people who have, or are at risk of, poor mental health and well-being.
  - The growing numbers of older people to be active, engaged and independent to maintain their quality of life.

### **Legacy Leisure**

Legacy Leisure is a charitable social enterprise that manages CDC's portfolio of four leisure facilities. It is a partner of Parkwood Leisure Ltd (PWL), which operates over 80 facilities on behalf of 31 local authorities throughout England Wales. Legacy Leisure is contracted to manage facilities through to 2034.

### **Cherwell District Council Sports Facilities Strategy (SFS) 2018**

This previous study, produced for the Council by Nortoft, focused on indoor facilities and covered the period to 2031. Its findings were part of the evidence base for the Cherwell Local Plan Partial Review and informed the Leisure Facilities Future Needs Review.

### **Leisure Facilities Future Needs Review (2020) (FMG Consulting Ltd)**

In 2020 the Council commissioned feasibility studies to explore potential future leisure provision to meet changing needs in the District and in the context of the Council's wider objectives. The brief was consideration of expansion and development opportunities at the Council's four main leisure facilities; Bicester Leisure Centre (BLC), Spiceball Leisure Centre (SLC), Woodgreen Leisure Centre (WLC), and Kidlington and Gosford Leisure Centre (KGLC).

The report details recommendations on the relevant facility types (for each site), focusing on sports halls, pools, health and fitness suites, and squash. It drew upon findings from the SFS, and with the exception of SLC there is a clear indication that the remaining leisure centre sites will require upgrades/reconfigurations in the medium to longer term. Key issues were identified for the main population centres of Banbury, Bicester and Kidlington, and those relevant to this report are as follows:

#### *Bicester*

- ◀ Additional housing means that Bicester's population could increase by over 20,000 by 2031.

## CHERWELL DISTRICT COUNCIL

### BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

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- ◀ There is need for additional pool water space in Bicester now and further pool water by 2031, and PWL has emphasised the need for additional learner water.
- ◀ Additional sports hall courts will be required by 2031, although there are mixed perceptions with regard to current pressures on sports hall space.
- ◀ Additional health and fitness space or studio provision will help to protect existing income levels and potentially future proof against anticipated population growth.
- ◀ Conversion of a squash courts at BLC<sup>12</sup> to provide additional health and fitness space could enable an improved commercial position without material impact on squash participation.
- ◀ The poor commercial performance of the tenpin bowling facility means that it should be considered for removal and re-purposing<sup>13</sup>.
- ◀ Bicester Boxing Club and Bicester & District Gymnastics Club need their own new premises.
- ◀ Any use of the County Council land adjacent to BLC is likely to involve reduction or removal of the County Council subsidy payments. In any case, the expectation is that the County Council will seek to reduce subsidy payments in due course and this reinforces the need for any facility development proposals to deliver material revenue improvement.
- ◀ Circa £4.6 million is potentially available from section 106 contributions for BLC.

#### *Banbury*

- ◀ Additional housing means that Banbury's population could increase by over 19,000 by 2031.
- ◀ There appears to be spare capacity in respect of existing pool water space in Banbury and there is no obvious requirement for additional pool water space.
- ◀ There is no identified requirement for additional sports hall space in Banbury.
- ◀ Additional health and fitness space or studio provision will help to protect existing income levels and potentially future proof the anticipated population growth.
- ◀ The existing squash court provision should be retained, at least in the medium term.
- ◀ Consideration should be given to reducing indoor bowls provision at WLC. It is, however, an important strategic local site and it is recognised that any loss of facility would be politically sensitive.
- ◀ There may be unmet demand for a large soft play and/or adventure climbing facility.
- ◀ Circa £2million is potentially available from section 106 contributions for investment at SLC.

#### *Kidlington & Gosford*

- ◀ Additional housing means that the population of Kidlington and Gosford could increase by at least 11,000 by 2031, with further additional population anticipated from the unmet demand for housing arising from the City of Oxford.
- ◀ There is need for additional pool water space in the village now and further pool water by 2031. PWL have emphasised the need for additional learner water.
- ◀ There is not clear need for additional sports hall provision in the town, although pressure on existing sports hall space will need to be carefully monitored in the context of changing access to school-based sports halls and potential additional AGP provision.
- ◀ Additional health and fitness space or studio provision will help to protect existing income levels and potentially future proof it against anticipated population growth.

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<sup>12</sup> One court has since been removed since the completion of the previous sports facilities study.

<sup>13</sup> Bicester Bowl permanently closed in early 2022

# CHERWELL DISTRICT COUNCIL

## BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

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- ◀ Relatively low use of the existing squash courts at KGLC mean that consideration should be given to conversion/replacement with facilities that are commercially more beneficial.
- ◀ Any use of County Council land adjacent to KGLC is likely to involve the reduction or removal of current subsidy payments<sup>14</sup>.
- ◀ There may be unmet demand for a large soft play facility in the village.
- ◀ Circa £3.7 million is potentially available from section 106 contributions for investment at KGLC and potentially for outdoor sports facilities in the area.

The report included medium/long term options for the sites with cost and scale implications. The recommendations are encompassed in this report and analysed further in the Strategy.

### **Summary of local policy**

Local policy demonstrates an outcome focused approach with co-commitment to increasing levels of physical activity (across all age groups), reducing health inequality and harnessing the potential for investment offered by residential development as identified in the Active Communities Strategy and Local Plan. The District Council faces the challenge of ensuring that all its facilities remain in suitable condition and are accessible for all, this is especially important for BLC and KGLC, where required facility improvements have been identified through prior strategy work.

### **2.3: Demographic profile**

**Population and distribution** (*Data source: 2021 Census, ONS*): The total population of Cherwell is 161,024 (males: 79,909, females: 81,115). Figure 2.4 illustrates that population density is greatest around the towns of Banbury and Bicester. There are also pockets of density in the Kidlington area close to the border with Oxford.

This section refers to ONS population data projections which is the standard dataset used nationally for demographic analysis. Oxfordshire County Council also provides population data for the District, with a range of demographics information available on the Oxfordshire Insight website<sup>15</sup>. Population forecasting data was used for analysis purposes in this study, as the Oxfordshire Insight data set includes housing projections forecasting.

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<sup>14</sup> The land on which KGLC is based is leased by the Council and is due to expire at the end of contract with Parkwood Leisure in 2034.

<sup>15</sup> <https://insight.oxfordshire.gov.uk/>

# CHERWELL DISTRICT COUNCIL BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

Figure 2.5: Population density 2020 MYE, ONS

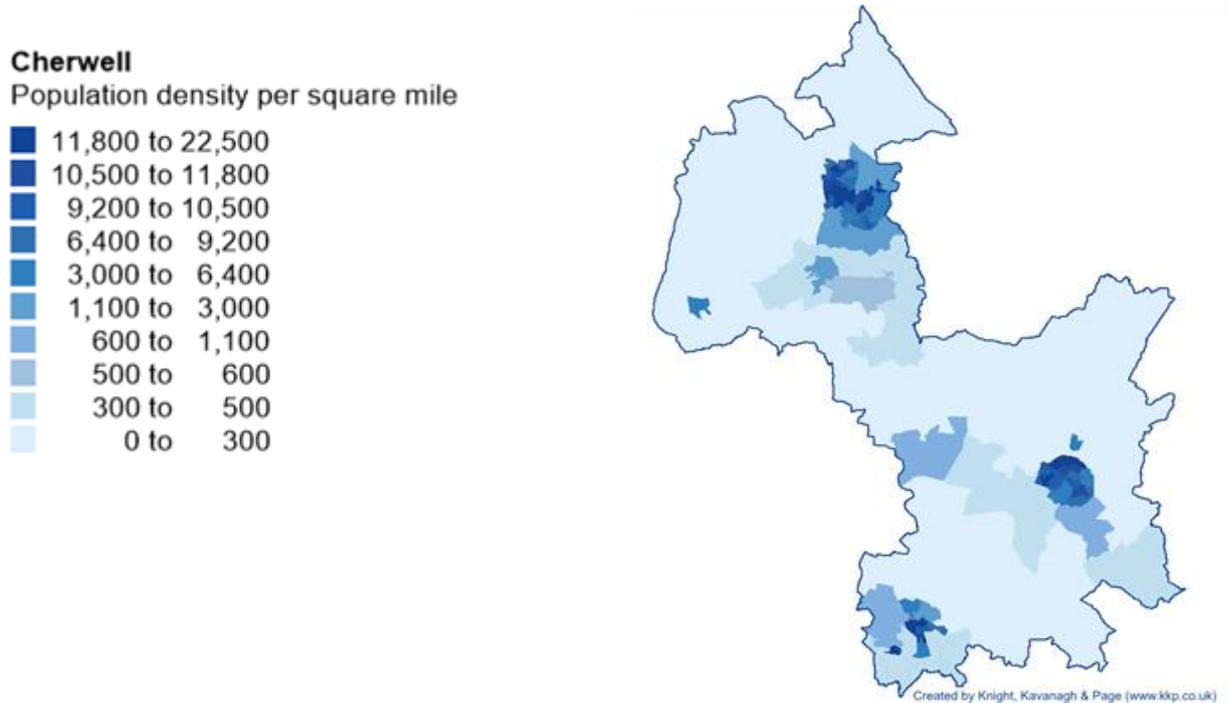
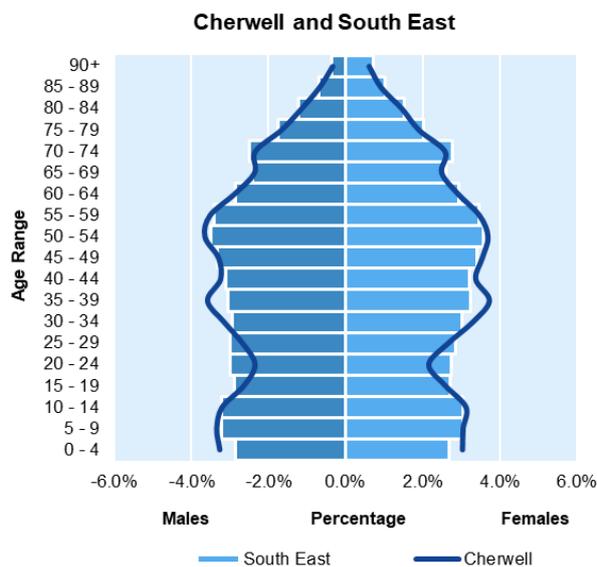


Figure 2.6: Comparative age/sex pyramid for Cherwell and South East



Set against that of the region Cherwell population age/gender composition data indicates a lower proportion of 15–24 year-olds (27.9% - compared to the South East; 29.4%). This may suggest a lower level of demand from what are regarded as the main sports participation groups and young families. There are, however, more people in the 25-39 age groups (21.6% - compared to the South East; 18.9%). These tend to have higher disposable income and may also still be physically active. The age and make-up of the population is a key factor to consider, when developing and implementing the sport and physical activity offer in the area.

# CHERWELL DISTRICT COUNCIL BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

## Ethnicity 2021

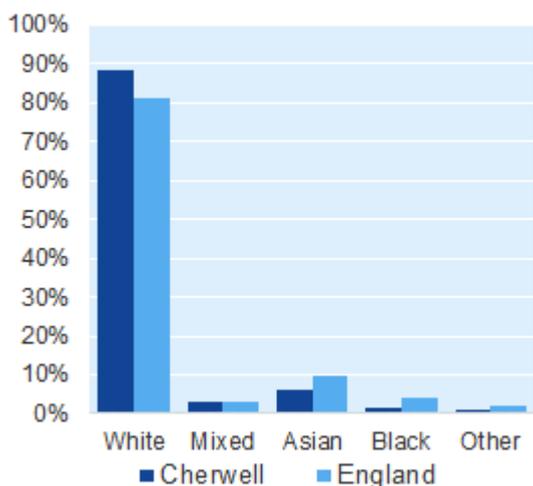


Figure 2.7: Cherwell ethnic composition

**Ethnicity** (Data source: 2021 census of population, ONS): Cherwell’s ethnic composition reflects that of England as a whole. The largest proportion (88.1%) of the local population classified their ethnicity as White; this is higher than the comparative England rate of 85.4%. The next largest population group is Asian, at 6.0% this is lower than the national equivalent (9.8%).

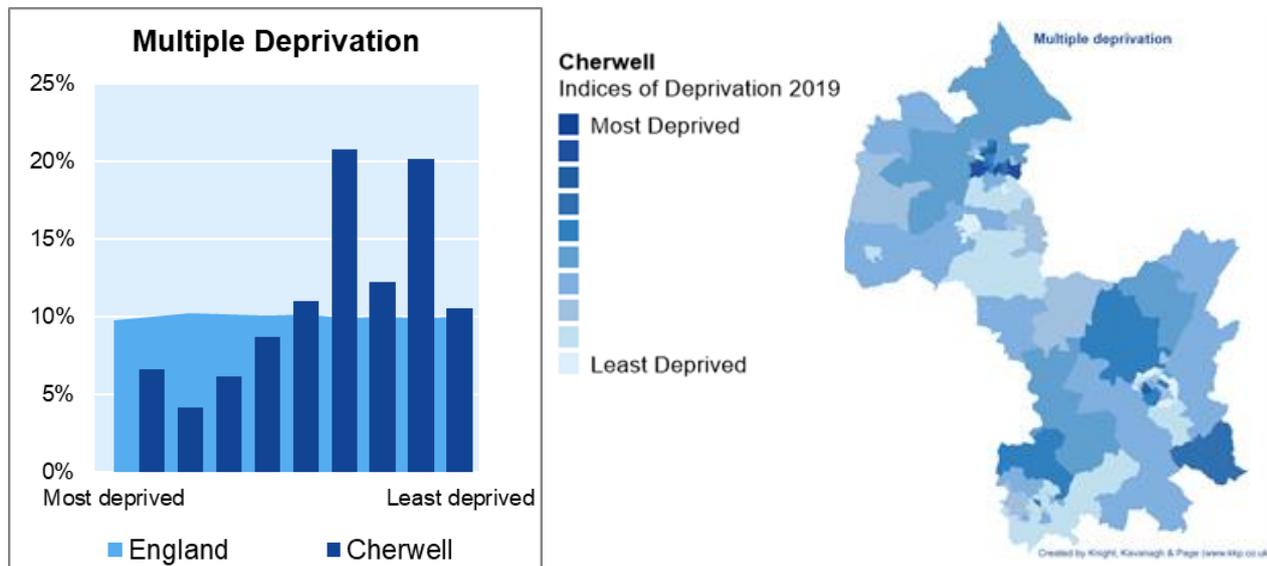
**Income and dependency** (Data source: NOMIS (2021): The median figure for full-time earnings (2021) in Cherwell is £33,732; the comparative rate for the South East is £34,325 (+1.7%) and for Great Britain is £31,881 (-5.5%). In November 2021 there were 2,740 people in Cherwell claiming out of work benefits; this represents an increase of 87.7% when compared to May 2020 (5,035).

**Deprivation** (Data source: 2019 indices of deprivation, MHCLG): Relative to other parts of the country Cherwell experiences low levels of deprivation; one in ten of the Districts population (10.7%) falls within the areas covered by the country’s three most deprived cohorts compared to a national average of c.30%. Conversely, 42.9% live in the three least deprived groupings (again, this compares to a ‘norm’ of c.30%). Banbury Ruscot ward and part of Banbury Cross and Neithrop ward are identified as the most deprived areas in the District<sup>16</sup>.

<sup>16</sup> <https://insight.oxfordshire.gov.uk/cms/system/files/documents/BanburyJSNAprofileNov19.pdf>

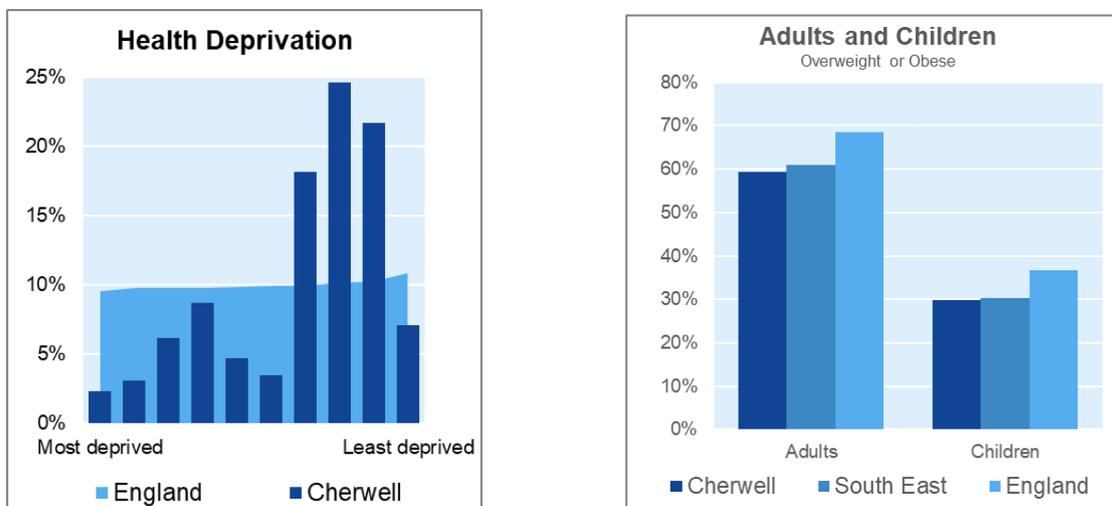
# CHERWELL DISTRICT COUNCIL BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

Figure 2.8: Index of multiple deprivation



A similar pattern, to that seen for multiple deprivation, is seen in relation to health; 11.6% of Cherwell’s population fall within areas covered by the three most deprived cohorts.

Figure 2.9: IMD and health domain comparisons – Cherwell and England.



(For a full listing of index of multiple deprivation (IMD) and health deprivation by age bands refer to Appendix 1).

**Health data** (Data sources: ONS births and deaths, NCMP<sup>17</sup> and NOO<sup>18</sup>): In keeping with patterns seen alongside lower levels of health deprivation, life expectancy in Cherwell is slightly higher than the national figure; the male rate is currently 81.0 compared to 79.6 for England, and the female equivalent is 83.5 compared to 83.2 nationally<sup>19</sup>.

<sup>17</sup> National Child Measurement Program

<sup>18</sup> National Obesity Observatory

<sup>19</sup> Office of National Statistics: Life Expectancy at Birth by local areas in the United Kingdom, 2013.

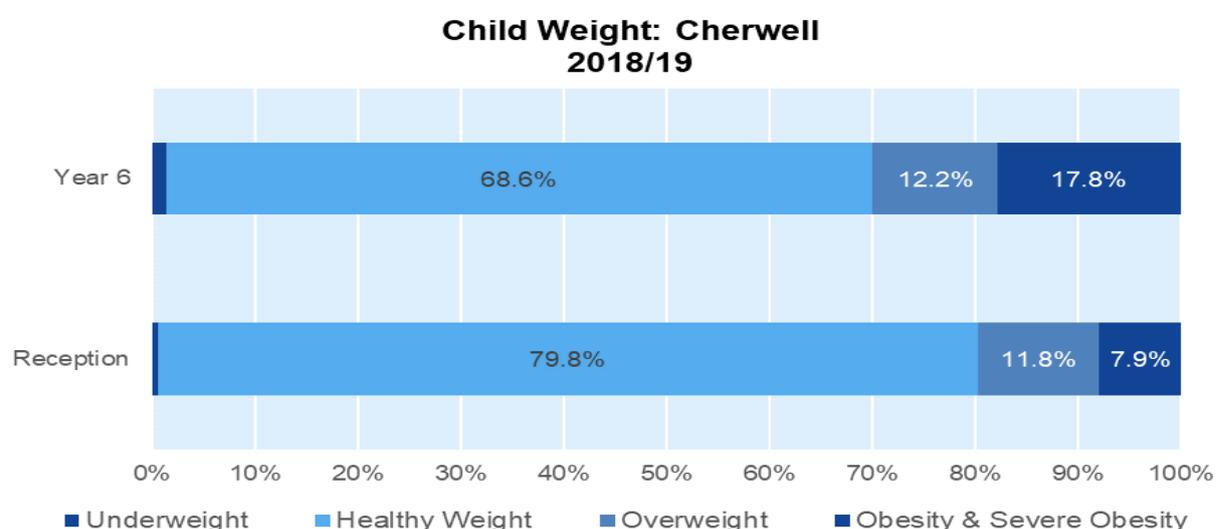
# CHERWELL DISTRICT COUNCIL

## BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

**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, NHS costs attributable to overweight and obesity<sup>20</sup> 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 Cherwell are below national and regional averages. However, in common with many other areas, obesity rates increase significantly between the ages of four and 11. In Reception Year at school, 7.9% of children in Cherwell are considered obese and 11.8% overweight. By Year 6 these figures rise to 17.8% obese and 12.2% overweight. In total by Year 6 a third of children (30%) are either overweight or obese.

Figure 2.10: Child weight – reception and year 6 (2018/19)



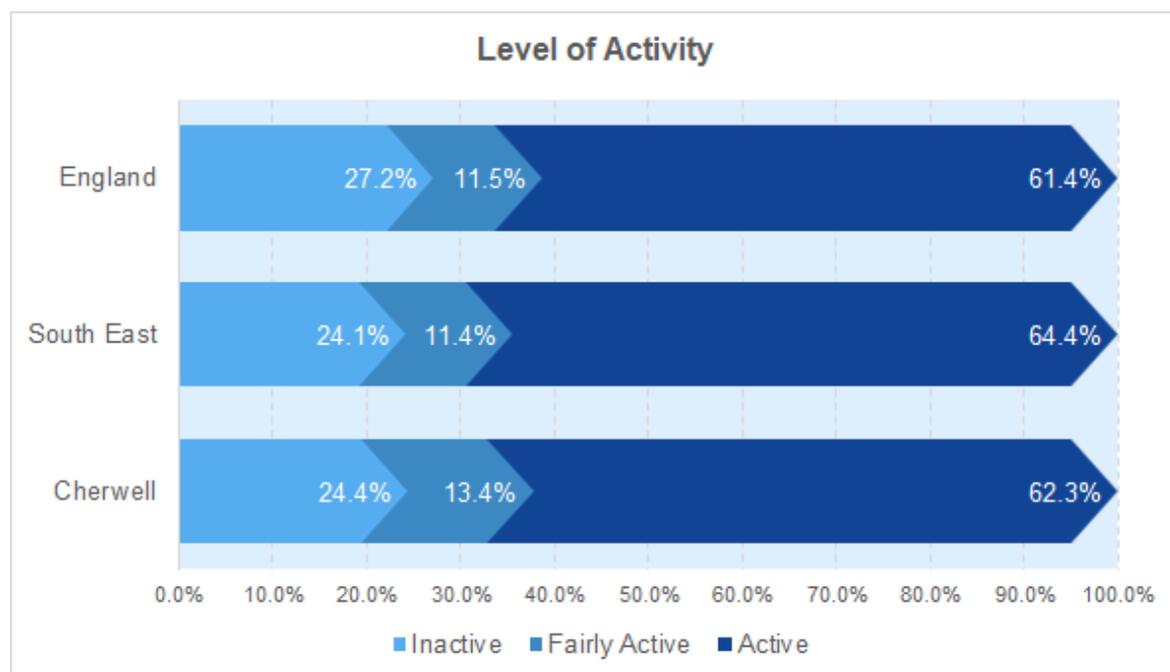
### Sport England: Active Lives Survey (ALS) 2020/21

This is based on 16+ year olds taking part in walking, cycling, fitness, dance and other sporting activity (excluding gardening). The analysis highlights that 24.4% of the District’s population is considered to be inactive. This is marginally higher than the regional (24.1%) and lower than the national (27.5%) averages. Cherwell has slightly more active people (62.3%) than the national average (61.4%) and less than the regional average (64.4%) as identified in Figure 2.10.

Figure 2.11: Levels of activity and most popular sports/physical activities (Active Lives 2020/21)

<sup>20</sup> Adult Weight Data is for the period 2016-2017. The child data is for the period 2017-2018

# CHERWELL DISTRICT COUNCIL BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT



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

**The most popular sports and physical activities:** ALS enables identification of high participation sports and physical activities within any given area. As with many other areas, fitness and cycling are among the most popular and they are known to cut across age groups and gender. In Cherwell just under one quarter of adults take part in fitness, on average, at least twice a month. The next most popular activity is cycling in which 22.2% of adults take part in on a relatively regular basis.

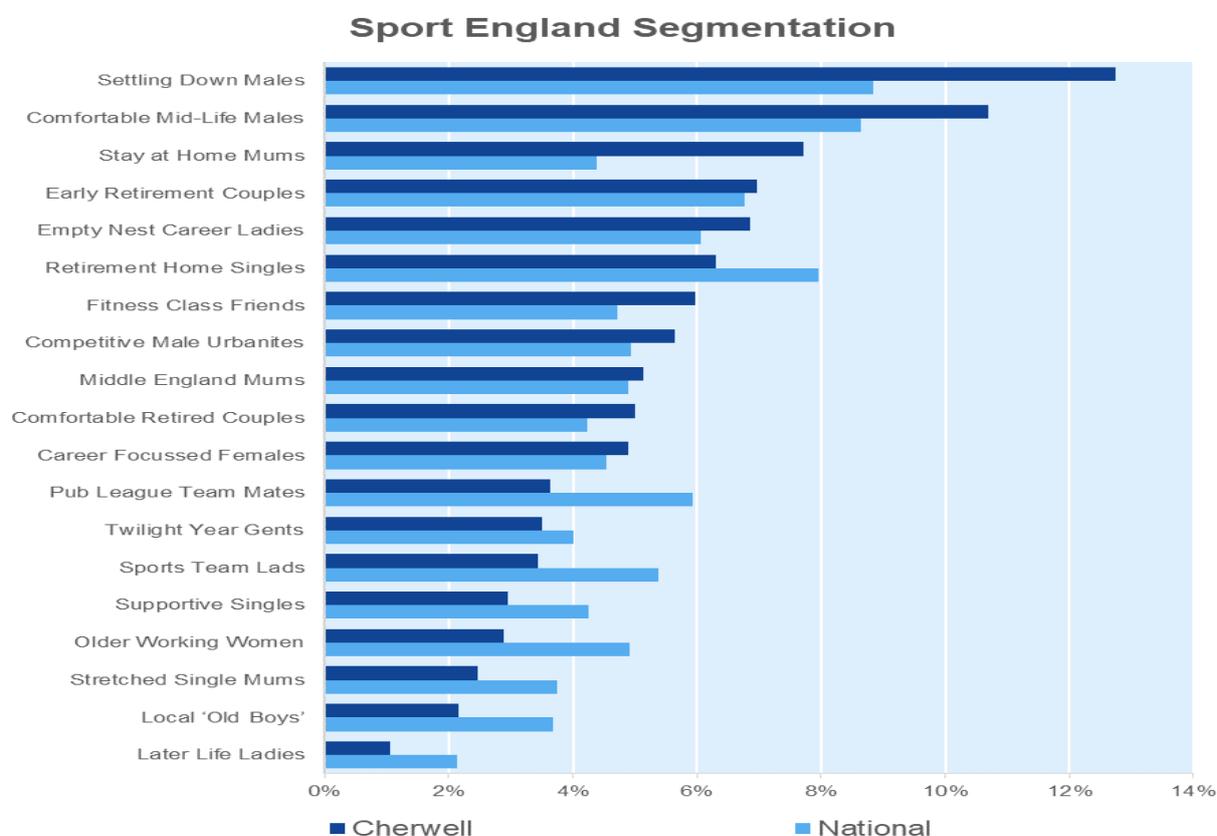
*(Refer to Appendix 1 for further ALS analysis on the most popular sports in Cherwell.)*

### **Sporting segmentation** *(Data source: Market segmentation, Sport England)*

Sport England classifies the adult population in 19 market segments to provide insight into the sporting behaviours. Cherwell's profile indicates 'Settling Down Males' to be the largest segment of the adult population at 12.8% (14,183) – national average 8.8%. This is closely followed by 'Comfortable Mid-Life Males' (10.7%) and 'Stay at Home Mums' (7.7%).

# CHERWELL DISTRICT COUNCIL BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

Figure 2.12: SE segmentation – Cherwell compared to England



## Mosaic (Data source: 2020 Mosaic analysis, Experian)

This is a similar consumer segmentation product. The prevalence of the top five classifications is evident in as much they represent 66.7% of the population (national equivalent rate; 32.1%).

Table 2.3: Mosaic – main population segments in Cherwell

Mosaic group description	Cherwell		National %
	#	%	
1 - Aspiring Homemakers	35,273	23.5%	10.5%
2 - Country Living	26,226	16.5%	7.1%
3 – Suburban Stability	15,798	10.0%	5.6%
4 – Family Basics	14,819	9.3%	8.8%
5 - Domestic Success	11,666	7.4%	8.8%

The largest segment profiled for Cherwell is the Aspiring Homemakers group, making up 23.5% of the adult population in the area, this is more than twice the national rate (10.5%). 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’.

# CHERWELL DISTRICT COUNCIL BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

Figure 2.13: Mosaic segments in Cherwell

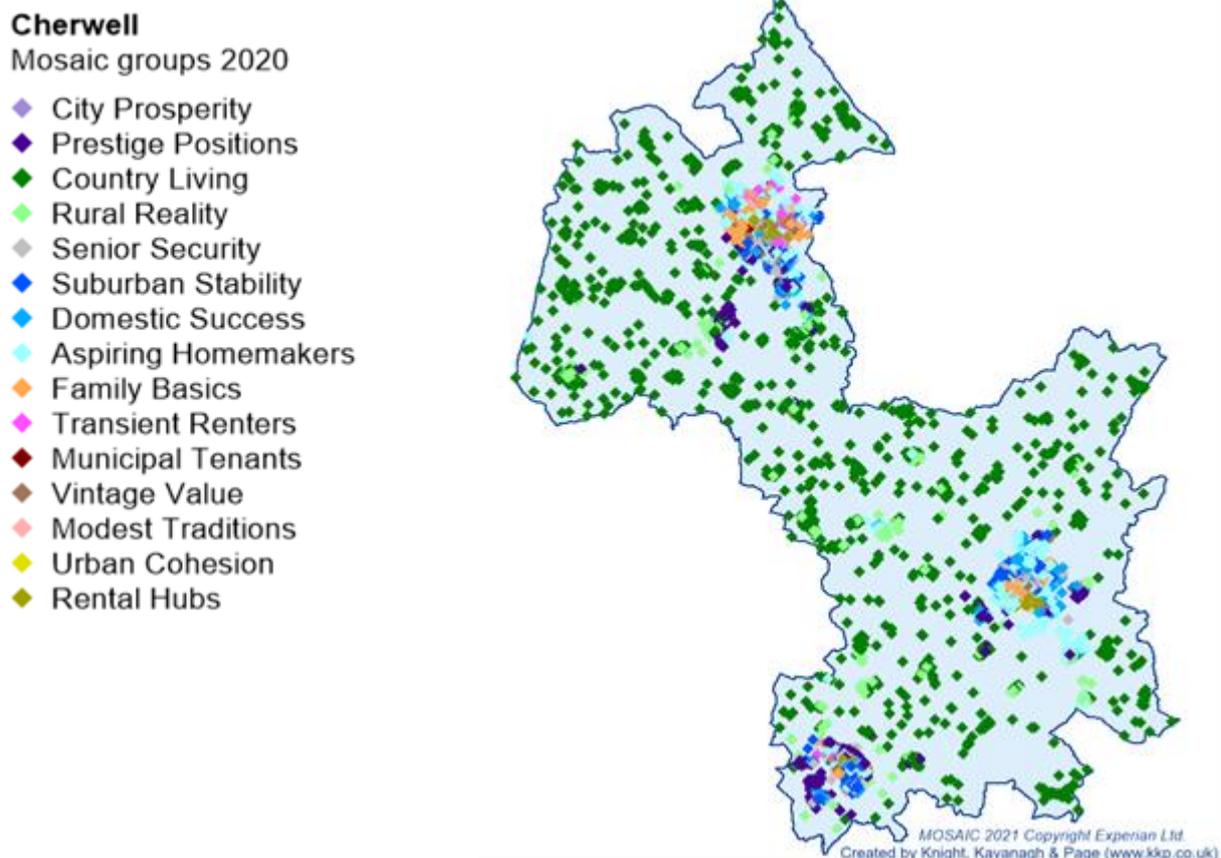


Table 2.4: Dominant Mosaic profiles in Cherwell

<b>Aspiring Homemakers</b>		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.
<b>Country Living</b>		Well-off homeowners who live in the countryside often beyond easy commuting reach of major towns and cities. Some people are landowners or farmers, others run small businesses from home, some are retired and others commute distances to professional jobs.
<b>Suburban Stability</b>		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.

## 2.4: Population growth

Population projections used in this report, (applied via Sport England Facilities Planning Model and Sports Facility Calculator analysis) align with Cherwell DCs local plan review period (2040). This uses current OCC housing growth allocations which forecast that

## CHERWELL DISTRICT COUNCIL BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

Cherwell's population will rise to 208,698 in 2040<sup>21</sup>. These projections are significantly in excess of the most recent ONS projection (based on 2018 projections) which forecasted growth of 12.6%, to a total population of 167,885 by 2040.

### *Housing growth in Cherwell*

The National Planning Policy Framework (NPPF) states that to significantly boost the supply of housing, local planning authorities should identify and update annually a supply of specific deliverable sites to provide five years' worth of housing against their housing requirements.

Through consultation with the District Council's planning team the indicative distribution of proposed housing allocations for Cherwell to 2040 has been provided as detailed below in Table 2.10. As the Cherwell Local Plan 2040 is currently in development, a working assumption housing requirement has been developed to enable plan making to progress while the evidence base is being finalised.

If the final identified housing requirement differs from the working assumption, appropriate amendments will be made to the emerging plan.

### *Core Policy 2: District Wide Housing Distribution*

The identified housing requirement for Cherwell for the 2020 to 2040 period is 26,267 homes. This includes 6,087 homes to contribute towards unmet housing need of Oxford City.

*Table 2.10: Cherwell Housing Requirement and Housing Supply 2020 to 2040*

Category	Number of Dwellings
<b>Housing Requirement</b>	
Cherwell's Requirement	20,180
Oxford's unmet need to be met within Cherwell	6,087
Total Housing Requirement*	26,267 (1,313 homes per annum)
<b>Housing Supply</b>	
Housing completions (Apr 2020 to Mar 2022)	2,367
Housing commitments (deliverable or developable supply)	18,287
New strategic site allocations (100 or more homes)	5,605
New provision for non-strategic sites (5-99 homes)	500
Total Windfalls	2,800
Total Housing Supply*	29,559

*Table 2:11: Strategic Allocations identified in the Local Plan 2040*

Settlement/Parish	Site name	Number of Dwellings	
Banbury & Drayton	West of Bretch Hill	220	1,320
Banbury	South of Saltway/Wykham Lane	600	
	Canalside Regeneration	500	
Bicester / Chesterton	Land South of Chesterton & North-West of A41	500	2,300
Bicester / Bucknall	North-West Bicester <sup>22</sup>	1,000	

## CHERWELL DISTRICT COUNCIL BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

Settlement/Parish	Site name	Number of Dwellings	
Bicester	Land South-East of Bicester	800	
Shipton on Cherwell	South-East of Woodstock Road / Upper Campfield Road	450	750
Kidlington	North of the Moors	300	
Upper Heyford	Land at Heyford Park	1,235	1,235
<b>Overall Total</b>			<b>5,605</b>

### *Non-Strategic Allocations*

Development will also be supported at non-strategic allocations at larger villages where, development meets requirements set out within the site development templates or within Neighbourhood Plans, and in accordance with the Development Plan taken as a whole. Non strategic allocations will either be identified in this plan, adopted Neighbourhood Plans, or future parts of the Local Plan, in accordance with the identified housing requirement figures for the larger villages as shown within the Rural Area Strategy. Refer to Appendix One for a listing of the Larger Villages allocations.

### *Unmet Housing for Oxford*

The quantum of housing for Oxford will be provided on sites identified that are either saved allocations from previous plans or new allocations made in the Cherwell Local Plan Review.

*Table 2:12: Cherwell sites contributing to Oxford Unmet Need*

Settlement / Parish	Site Name	Number of Dwellings
North Oxford	PR6a – Land East of Oxford Road – Saved allocation*	690
	PR6b – Land West of Oxford Road – saved allocation*	670
Kidlington	PR7a – Land South-East of Kidlington – saved allocation*	430
	PR7b – Land of Stratfield Farm	120
Begbroke	PR8 – Land East of the A44 – saved allocation*	1,950
Yarnton	PR9 – Land West of Yarnton – saved allocation	540
Bicester	Housing allocations at Bicester in the Local Plan Review and previous plans will make up the balance of Cherwell contributions to unmet housing need for Oxford.	1,687
<b>Total</b>		<b>6,087</b>

<sup>21</sup> Based on emerging evidence from the local plan review there is a requirement for an additional 7,405 homes (over and above commitments to 2030). Based on this evidence the 2040 forecasted population is calculated at 190,261 (2030 Oxfordshire insight figure) plus 7,405 (taking into consideration projected occupancy rates of 2.49 per dwelling), which equals 208,698. Age bracket splits are not available for the forecasted 2040 figure.

<sup>22</sup> North-West Bicester is an existing allocation in the 2015 Local Plan for 6,000 dwellings – the Local Plan Review increases the potential for this site to deliver an additional 1,000 homes (around 7,000 in total, although some of this falls outside of the plan period up to 2040).

# CHERWELL DISTRICT COUNCIL

## BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

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### ***Summary of the demographic profile and population projections***

Cherwell has a demographic profile which is relatively affluent, with the largest population cohorts , according to Mosiac segmentation being homeownership families.

With significant housing growth being forecasted around the main settlements of Bicester, Banbury and Kidlington, a key issue to consider is whether the current stock of facilities can accommodate this growth and / or whether there is sufficient demand in specific areas to justify the development of new leisure facilities.

If population growth mirrors national trends, there will also be a need to consider how the ageing population will choose to use its leisure time; this may well lead to changes in levels of demand for different activities.

Given that current levels of activity measured via Active Lives are slightly below regional and national levels, it will be important to consider how any changes in facility provision can a) be attractive to residents who are inactive and may have linked long term health conditions and b) can sustain current levels of activity amongst physically active residents.

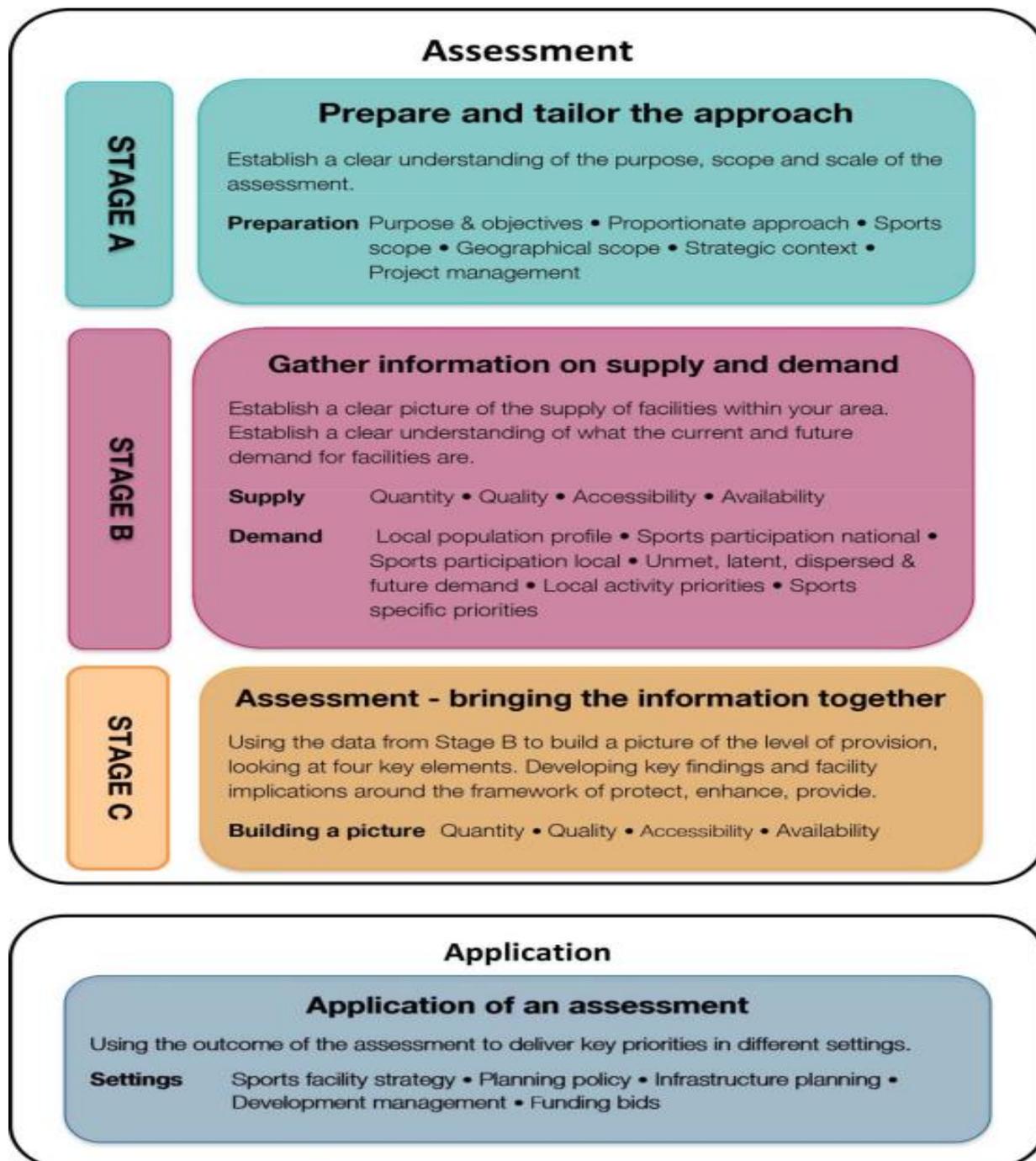
# CHERWELL DISTRICT COUNCIL BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

## SECTION 3: INDOOR SPORTS FACILITIES ASSESSMENT

### 3.1: Methodology

As noted above, the assessment of provision is based on the Sport England Sport England Assessing Needs and Opportunities Guide (ANOG) for Indoor and Outdoor Sports Facilities.

Figure 3.1: Recommended approach



This is the recommended approach to undertaking a robust assessment of need for indoor and outdoor sports facilities.

# CHERWELL DISTRICT COUNCIL

## BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

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The Guide has been produced to help (local authorities) meet the requirements of the Government's NPPF, which states that: *'Access to a network of high quality open spaces and opportunities for sport and physical activity is important for the health and well-being of communities, and can deliver wider benefits for nature and support efforts to address climate change. Planning policies should be based on robust and up-to-date assessments of the need for open space, sport and recreation facilities (including quantitative or qualitative deficits or surpluses) and opportunities for new provision. Information gained from the assessments should be used to determine what open space, sport and recreational provision is needed, which plans should then seek to accommodate.'* (NPPF, Paragraph 98).

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

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

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

### 3.2: Site visits

Active Places Power (APP) is used to provide baseline data to identify facilities in the study area. Where possible, assessments are undertaken in the presence of facility staff. This tends to add value as it enables access to be gained to more areas within venues and more detailed *in-situ* discussion of issues such as customer perspectives, quality, maintenance etc. Where possible it adds value to the audit (which is a 'snapshot' visit) enhancing the accuracy of insight gathered about the general user experience.

Site visits to key indoor facilities, those operated by other partners and the voluntary sector were undertaken. Where a physical visit was not possible a telephone consultation with the facility/site manager was undertaken. Via the audit and via informal interviews with facility managers this report identifies 'relevance' and 'condition' and describes (e.g.):

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

The assessment forms utilised capture quantity and quality data on a site-by-site basis and feeds directly into the main database allowing information to be stored and analysed.

# CHERWELL DISTRICT COUNCIL

## BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

Quality assessments undertaken are rated in the following categories. These ratings are applied throughout the report, regardless of facility type.

Table 3.1: Quality ratings of indoor sports facilities using ANOG

Quality rating	Description
<b>Good</b>	Facility is new (less than 10 years old) or recently invested in, up to date, clean, well maintained and presented. Fixtures, fittings, equipment and sports surfaces are new or relatively new with little if any wear and tear. They are well-lit with a modern feel. Ancillary facilities are new or well maintained, fit for purpose, modern and attractive.
<b>Above average</b>	Facility is in reasonable condition and is well maintained and presented. May be older but it is fit for purpose and safe. Fixtures, fittings, equipment and sports surfaces are in an acceptable condition but may show some signs of wear and tear. Ancillary facilities are good quality, but potentially showing signs of age and some wear and tear.
<b>Below average</b>	Facility is older and showing signs of age/poor quality. Fixtures, fittings, equipment and sports surfaces show signs of wear and tear. It is usable, but quality could be improved. The facility is not as attractive to customers and does not meet current expectations. Ancillary facilities are deteriorating, reasonable quality, but usable.
<b>Poor</b>	The facility is old and outdated. Fixtures, fittings, equipment and sports surfaces are aged, worn and/or damaged. The facility is barely usable and at times may have to be taken out of commission. The facility is unattractive to customers and does not meet basic expectations. Ancillary facilities are low quality and unattractive to use.

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

### Catchment areas

Applying catchments areas for different provision types enables identification of areas currently not served. These vary from person to person, day to day, hour to hour. This problem is overcome by accepting the concept of 'effective catchment'; the distance travelled by around 75-80% of users (used in the Sport England Facilities Planning Model - FPM). Sport England data indicates that most people will travel up to 20 minutes to access sports facilities. This, coupled with KKP's experience of working in/with leisure facilities and use of local data enables identification of catchment areas for sports facilities as follows in table 3.2:

It is understood that village halls and community centres generally cater for a more local population. With that in mind their catchment areas are set at 800m (10-minute walk time).

Table 3.2: Facility catchment areas

Facility type	Identified catchment area by urban/rural
Village halls/community centres	10-minute walk / 800m

# CHERWELL DISTRICT COUNCIL

## BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

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

### 3.3: Facilities Planning Model overview

Sport England's Facilities Planning Model (FPM) helps to assess the strategic provision of community sports facilities. It has been developed as a means of:

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

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

Within this report, FPM national run data (2022) has been sourced for both swimming pool and sports hall provision which will be used alongside KKP mapping and audit information to provide a balanced summary of supply and demand across these facility types.

Furthermore, it was deemed appropriate at the mid point of this study to commission FPM local run reports again for both swimming pools and sports hall provision. The analysis of these additional modelling runs analysed the supply and demand position against the needs of the projected 2040 forecasted population (208,698).

# CHERWELL DISTRICT COUNCIL

## BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

### SECTION 4: SPORTS HALLS

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

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

Larger halls, for example those with six or eight courts, can accommodate higher level training and/or competition plus meeting day to day need. They also provide an option for more than one pitch/court increasing flexibility for training and competition and hosting of indoor central venue leagues for sports such as netball. This assessment considers all 3+ court facilities in Cherwell. Halls that function as specialist venues (e.g., dance studios) are excluded.

#### 4.1: Supply

##### Quantity

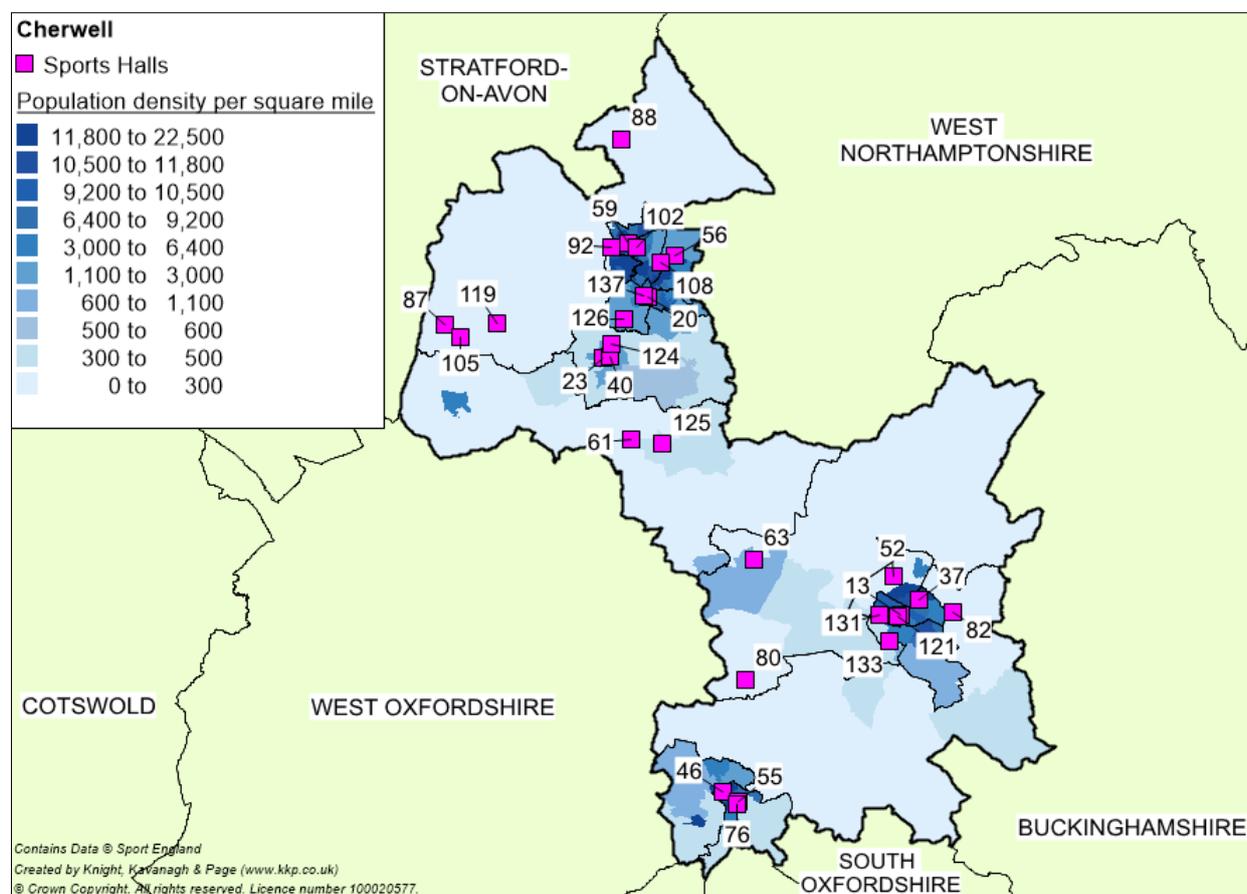
The 34 sports halls of all sizes accommodate 65 badminton courts. They are generally located in areas of higher population density. Some venues have more than one activity/sports hall on site.

Table 4.1: All sports / activity halls in Cherwell

ID	Site name	Cts	ID	Site name	Cts
13	BLC	4	88	Mollington Village Hall	0
20	Blessed George Napier School (Banbury)	4	92	North Oxfordshire Academy (Banbury)	4
23	Bloxham Ex Servicemans Hall	0	92	North Oxfordshire Academy (Banbury)	0
37	The Cooper School (Bicester)	4	102	Ruscote Community Hall (Banbury)	0
37	The Cooper School (Bicester)	0	105	Sibford School	4
40	Dewey Sports Centre (Bloxham)	4	108	SLC	8
46	Exeter Close (Kidlington)	0	119	Swalcliffe Park School Trust	1
52	Gagle Brook Primary School (Bicester)	1	121	The Bicester School (Bicester)	0
55	Gosford Hill School (Kidlington)	1	124	The Warriner School (Bloxham)	4
56	Grimsbury Community Centre (Banbury)	1	124	The Warriner School (Bloxham)	1
59	Hardwick Community Centre (Banbury)	0	125	The Windmill Centre	1
61	Hempton Church Hall	0	126	Tudor Hall School (Banbury)	4
63	Heyford Park Free School	4	131	West Bicester Community Centre	0
76	KGLC	4	133	Whitelands Academy (Bicester)	4
80	Kirtlington Sports Field	1	137	Wykham Park Academy (Banbury)	1
82	Launton Playing Field Association	0	137	Wykham Park Academy (Banbury)	1
87	Mission Room (Murcott)	0	137	Wykham Park Academy (Banbury)	4
<b>Total</b>					<b>65</b>

# CHERWELL DISTRICT COUNCIL BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

(0 court halls identified in Active Places but not considered large enough to accommodate 1 badminton court)  
Figure 4.1: All sports / activity halls in Cherwell – regardless of size



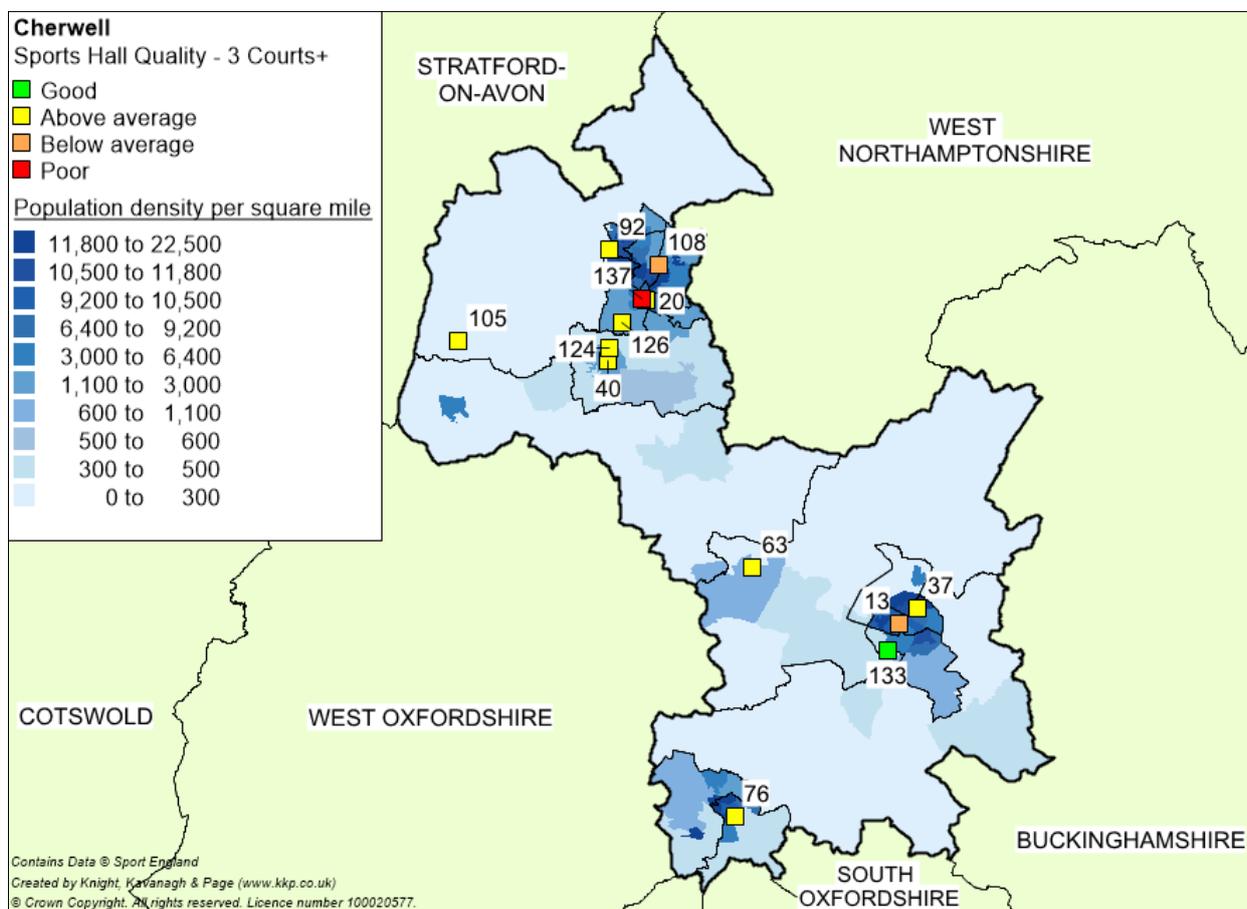
21 sites have one or fewer courts. There are no 2-court halls. While often appropriate for mat sports, exercise to music and similar provision, the size of smaller halls limits the range and scale of activity that can be accommodated. Some venues have more than one activity/sports hall on site. Table 1.3 in Appendix 1 identifies halls excluded from the assessment due to size. The remaining 13 sports halls have 3+ marked badminton courts.

Table 4.3: Sports halls with 3+ badminton courts

ID	Site name	Courts
13	BLC	4
20	Blessed George Napier School	4
37	The Cooper School	4
40	Dewey Sports Centre	4
63	Heyford Park Free School	4
76	KGLC	4
92	North Oxfordshire Academy	4
105	Sibford School	4
108	SLC	8
124	The Warriner School	4
126	Tudor Hall School	4
133	Whitelands Academy	4
137	Wykham Park Academy	4
<b>Total</b>		<b>56</b>

# CHERWELL DISTRICT COUNCIL BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

Figure 4.2: Sports halls with 3+ courts in Cherwell



## Facility quality

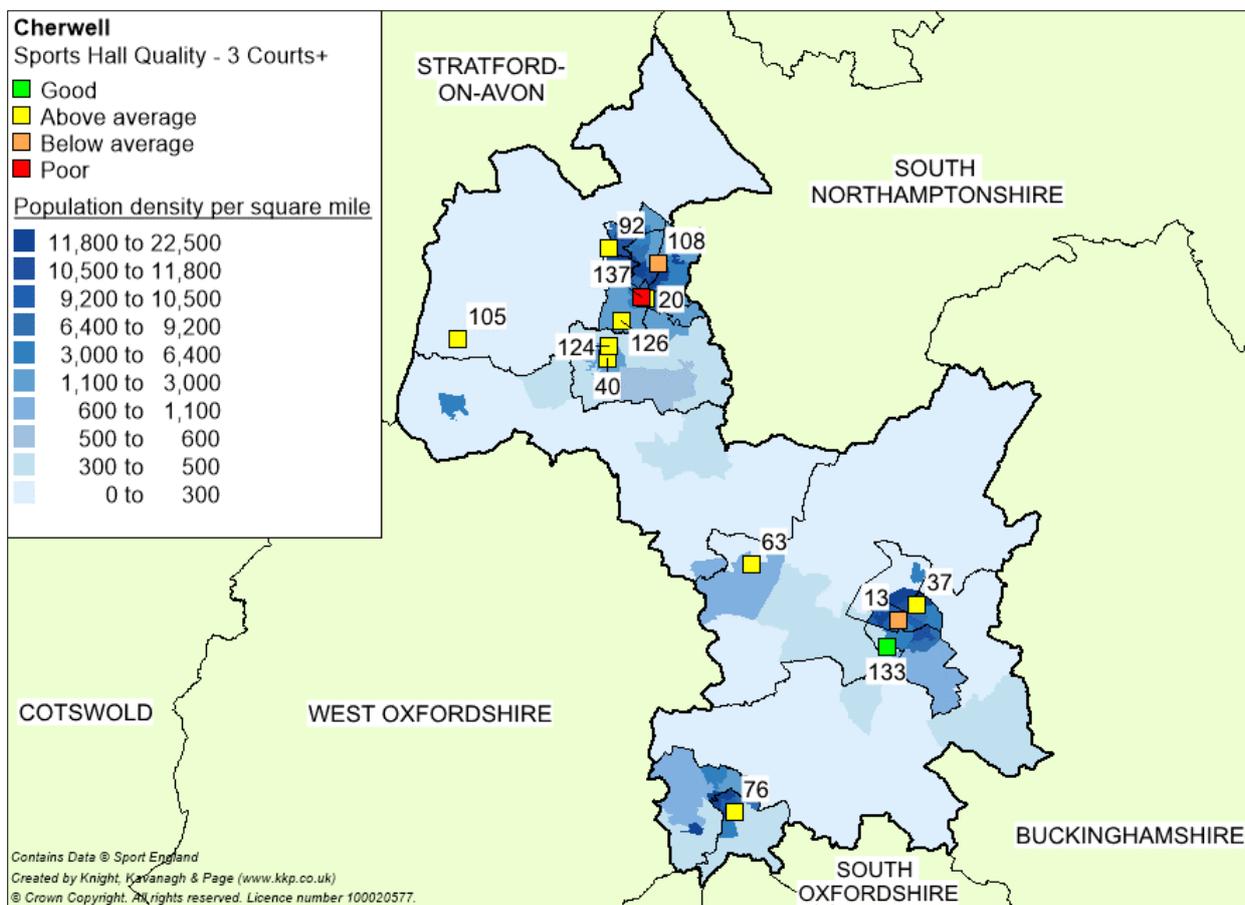
All 3+ court sports halls were subject to a non-technical assessment to ascertain quality.

Table 4.4: listing of 3+ court sports halls with quality assessment – Cherwell

ID	Site name	Cts	Assessment condition	
			Court	Changing
13	BLC	4	Below average	Above average
20	Blessed George Napier School	4	Above average	Above average
37	The Cooper School	4	Above average	Above average
40	Dewey Sports Centre	4	Above average	Above average
63	Heyford Park Free School	4	Above average	Below average
76	KGLC	4	Above average	Above average
92	North Oxfordshire Academy	4	Above average	Good
105	Sibford School	4	Above average	Above average
108	SLC	8	Below average	Above average
124	The Warriner School	4	Above average	Above average
126	Tudor Hall School	4	Above Average	Above average
133	Whitelands Academy	4	Good	Good
137	Wykham Park Academy	4	Poor	Below average

# CHERWELL DISTRICT COUNCIL BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

Figure 4.3: Sports halls with 3+ courts in Cherwell by condition



Main sports halls are located in Banbury, Bicester and population centres such as Heyford Park. Most are 4-courts in size the exception being the 8-court hall at SLC.

There is one good quality sports hall (containing four courts), nine are of above average quality (36 courts), two are below average (12 courts) and one (4-court) hall is rated as poor quality. Thus, of the assessed facilities 77% are in good or above average condition. The remaining 23% are being below average or poor.

The hall floor at SLC was installed in 2009, and although there is no major issue with its integrity the line markings are faint and in need of improvement. It was also highlighted during consultation that there is leak in its roof. The hall at BLC was last refurbished in 2013, the floor had some scuffs and line markings are also faint, hence the below average rating.

The floor at Heyford Park School was last refurbished in 2015. During consultation with the school it was indicated that it has plans to upgrade the lighting to LED. Whilst the hall at Tudor Hall School was rated above average the audit identified that the building exterior is in a tired condition. The site operator at Tudor Hall School indicated that the floor had received regular maintenance but it could not be determined when it was last fully refurbished. The floor at Sibford School is in an above average condition, although a small proportion of the line markings are faint, the School indicated during consultation that it plans to improve the lines over the next year. In addition, it was indicated that the floor has been upgraded at some point in the last 15 years, although exact information was not available during the audit.

## CHERWELL DISTRICT COUNCIL BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

The only poor quality hall in the District, at Wykham Park Academy has cracks in the floor surface. The School did not indicate having any immediate plans to refurbish it, although the condition is clearly affecting the user experience. A roof leak was also reported at this site. The floor at North Oxfordshire Academy was resurfaced in 2015 and has held its quality, although the audit also identified a leak in the hall roof.

Changing provision is generally commensurate with sports hall quality, with SLC and North Oxfordshire Academy the exception, where changing provision is considered to be above average and good quality respectively. The changing provision at SLC was refurbished in 2020 and the facilities at North Oxfordshire Academy were undergoing a full refit at the time of the audit, with an expected completion date of April 2022. Provision at The Warriner School has also been refurbished in recent years.

Just under one third (30%) of the sports halls in the area were built within the last 20 years, whilst 38% of the stock have had some form of refurbishment in the last ten years. Most halls opened prior to 2000 have been modernised, the exception being those at The Cooper School (built 1996) and at Tudor Hall School (built 1994). Neither of these has received significant refurbishment since.

*Table 4.5: Year of construction and refurbishment of sports halls*

Site	Year built	Year refurbished	Period since opened/ refurbished
BLC	1970	2013	9
Blessed George Napier School	2005	-	17
The Cooper School	1996	-	26
Dewey Sports Centre	1976	2014	8
Heyford Park Free School	1970	2013	9
KGLC	2009	2015	7
North Oxfordshire Academy	1973	2014	8
Sibford School	1990	N/A	32
SLC	2009	-	13
The Warriner School	1989	2007	15
Tudor Hall School	1994	-	28
Whitelands Academy	2020	-	2
Wykham Park Academy	1985	2007	15

### **Accessibility**

Sports hall accessibility is influenced by how far people are willing and able to travel to and from them. Walk and drive-time catchments are applied to determine facility accessibility to different communities. One site (Tudor Hall School – an independent boarding school) has been removed from the analysis due to it being unavailable to the community. During consultation it indicated aspirations to explore options to develop a new sports centre on site, which would include a health and fitness suite, new swimming provision, and full refurbishment of the sports hall. It was suggested that were this development to come to fruition, the intention would be to operate the sports centre as a dual use facility, with clear community use hours stipulated for the sports hall.

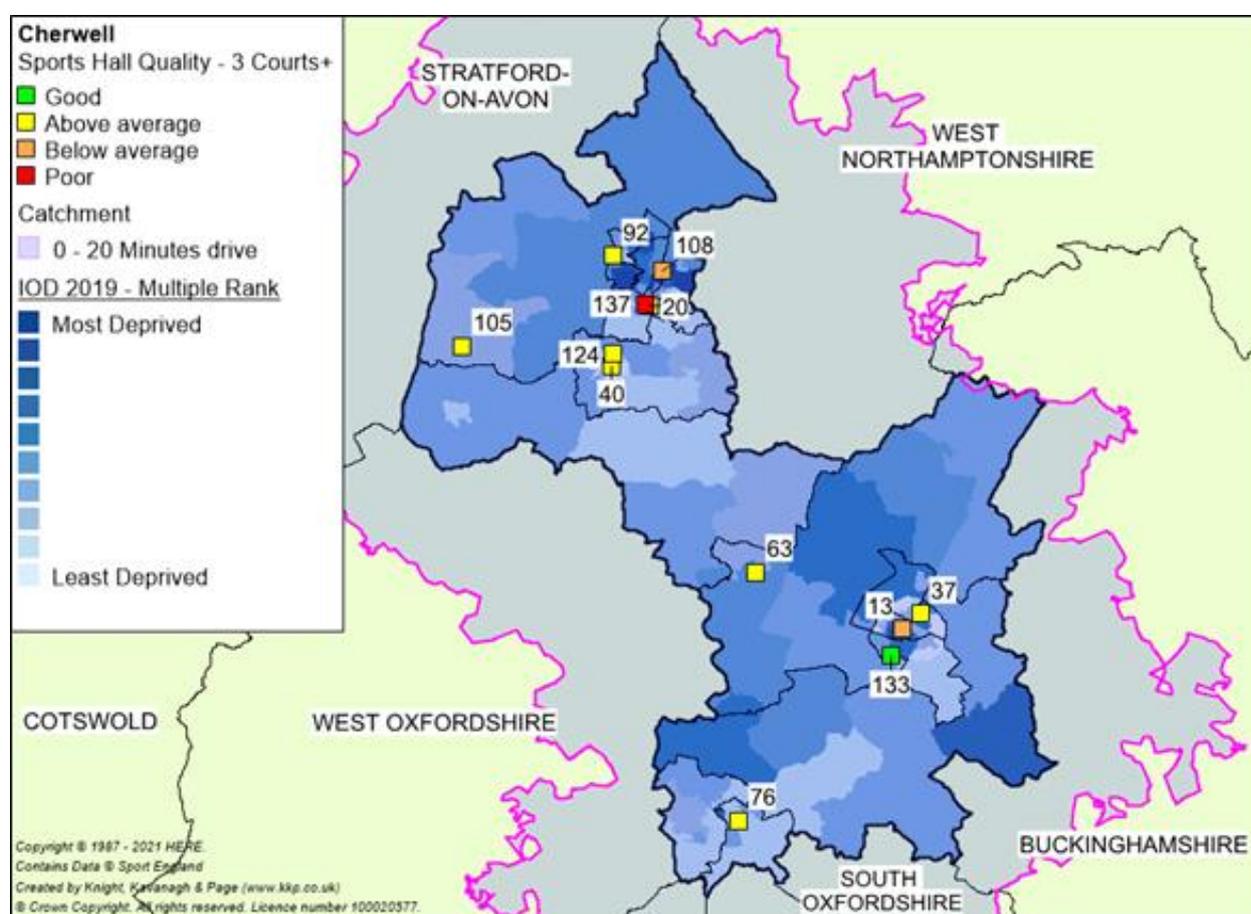
## CHERWELL DISTRICT COUNCIL BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

As noted above, the normal (industry) standard is a 20-minute walk time (one-mile radial catchment) for an urban area and a 20-minute drive time for a rural area:

- ◀ 91,380 residents live within one mile of a sports hall (63.1% of the total population).
- ◀ 15,513 people (10.8% of the population) live in areas of higher deprivation.
- ◀ Of these, the majority (14,850 / 95.7%) live within a one-mile radial catchment of a sports hall.
- ◀ The whole Cherwell's population of 151,846 lives within a 20-minutes' drive of a publicly available sports hall with 3+ badminton courts (ONS MYE 2020).

Figure 5.4 highlights how five of the halls (38.5%) are located in and around Banbury, there are also three halls located in Bicester, the Authority's second largest settlement.

Figure 4.4: All sports halls with 3+ courts on IMD



Whilst all of the population lives within a 20-minute drive of a sports hall, portions of the local population face difficulties in accessing sports hall facilities in these areas (for example older people and/or non-car owning residents).

Residents from more deprived localities are statistically less likely to participate in sport than those living in more affluent areas. The reasons for this include, for example, cost and access. The high accessibility to sports halls (95.7%) of people living in areas of deprivation within one-mile walking distance of a sports hall, suggests that the location of current sports halls is good.

## CHERWELL DISTRICT COUNCIL BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

Table 4.6: Accessibility to sports halls with 3+ courts

IMD 10% bands	Cherwell		Sports halls minimum 3 courts+ 1 mile radial catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	0	0.0%	0	0.0%	0	0.0%
10.1 - 20	9,496	6.6%	9,022	6.2%	474	0.3%
20.1 - 30	6,017	4.2%	5,828	4.0%	189	0.1%
30.1 - 40	8,888	6.1%	7,298	5.0%	1,590	1.1%
40.1 - 50	12,500	8.6%	7,963	5.5%	4,537	3.1%
50.1 - 60	15,843	10.9%	5,435	3.8%	10,408	7.2%
60.1 - 70	30,031	20.7%	14,615	10.1%	15,416	10.6%
70.1 - 80	17,706	12.2%	10,855	7.5%	6,851	4.7%
80.1 - 90	29,209	20.2%	16,999	11.7%	12,210	8.4%
90.1 - 100	15,220	10.5%	13,365	9.2%	1,855	1.3%
<b>Total</b>	<b>144,910</b>	<b>100.0%</b>	<b>91,380</b>	<b>63.1%</b>	<b>53,530</b>	<b>36.9%</b>

### **Availability and facility management**

Management and ownership vary across the District. The Council owns three facilities - managed by Legacy Leisure. School sports halls tend to be owned and managed by schools themselves. BLC and KGLC both operate as dual use sites and the community use arrangement (CUA) at The Cooper School is managed by the District Council meaning that access is formally secured.

The sports hall at Dewey Sports Centre, is part of the Bloxham School Estate (a private, independent school) and is available to the wider community. The School operates a traditional model whereby facilities are available for hire on midweek evenings and at weekends. Sibford School operates in the same way.

The hall at Heyford Park School operates under the 'Heyford Park Gym' brand, which acts as a community arm of the School, offering club block bookings, along with pay and play options for community users when facilities are not being used by the school.

As mentioned above, BLC and KGLC are dual use sites, the hall at BLC is utilised by The Bicester School and the hall at KGLC by Gosford Hill School during weekday daytime hours. The community use function at both sites is managed by Legacy Leisure. Community use at all sites is secured via CUAs.

SLC offers daytime availability to community users. Availability during the day can be important for residents who wish to use facilities at such times. Heyford Park School, BLC and KGLC also offer daytime availability outside of school term time. Evidence suggests that some older people tend to use facilities during daylight hours and as has already been highlighted the number and proportion of older people (aged 65+) is rising. (The proportion will rise 31% by 2030).

## CHERWELL DISTRICT COUNCIL BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

Table 4.7: Ownership and management of sports hall facilities

Site	Ownership	Management
BLC	Local authority	Trust (Legacy Leisure)
Blessed George Napier School	Academy	In house
Cooper School	Academy	Local Authority
Dewey Sports Centre	Independent School	In house
Heyford Park Free School	Academy	In house
KGLC	Local authority	Trust (Legacy Leisure)
North Oxfordshire Academy	Academy	In house
Sibford School	Independent School	In house
SLC	Local authority	Trust (Legacy Leisure)
The Warriner School	Foundation School	In house
Whitelands Academy	Academy	In house
Wykham Park Academy	Academy	In house

Table 4.8 details spare capacity in the peak period for each sports hall. This figure has been estimated using a combination of Sport England's FPM analysis alongside intelligence gathered from the audit and site visits undertaken for this study. It is not possible to gauge spare capacity exactly due to the changing nature of bookings on a week-by-week basis.

Table 4.8: Opening hours and activities in sports halls in Cherwell

Community use hours	Ref	Site	Total courts	Main sports/activities	Capacity where known
<b>None</b>	143	Tudor Hall School	4	No community users.	No community users
<b>22</b> <b>22.5</b> <b>27.5</b> <b>31</b> <b>34</b> <b>36</b>	133	Whitelands Academy	4	Badminton, basketball, exercise classes.	c.60% spare capacity
	64	Wykham Park Academy	4	Badminton, football (affiliated training), football (tots), netball, cricket.	c.40% spare capacity mainly at weekends. Hall well used during the week.
	105	Sibford School	4	Badminton, football, tennis <sup>23</sup> , dance club.	c.40% spare capacity, mainly on Fridays and at weekends.
	40	Dewey Sports Centre	4	Basketball, cricket, football, netball, rugby.	c.30% spare capacity.
	124	The Warriner School	4	Archery, football (p&p, and affiliated training), roller hockey.	c.30% spare capacity mainly on Fridays and at weekends.
	37	The Cooper School	4	Badminton, cricket, football, dance class	c.60% spare capacity. Availability in the week and at weekends.
<b>40+</b>	13	BLC	4	Badminton, gymnastics, netball, athletics (seasonal), kids exercise classes.	c.10% spare capacity.
	20	Blessed George Napier School	4	Badminton, football, judo, table tennis.	c.20% spare capacity.

<sup>23</sup> Delivered using pop up tennis nets.

## CHERWELL DISTRICT COUNCIL BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

Community use hours	Ref	Site	Total courts	Main sports/activities	Capacity where known
45	63	Heyford Park School	4	Badminton, Basketball, cricket, football, exercise classes, yoga.	c.20% spare capacity.
47.5	76	KGLC	4	Badminton, cricket, football, netball, trampolining, tennis (pickleball)	c.10% spare capacity.
50.5	92	North Oxfordshire Academy	4	Badminton, football (pay & play), football (little kickers), cricket).	c.15-20% spare capacity
101.75	108	SLC	8	Badminton, football, karate, taekwondo, various toddler classes, roller disco	c.10% spare capacity, mainly on Friday evenings.

Table 5.8 indicates that mainstream sports are catered for across most sites. Education site availability is limited to peak times (evenings/weekends), this is also the case at the dual use sites (BLC, and KGLC). Six venues; Blessed George Napier School, Heyford Park School, KGLC, BLC, North Oxfordshire Academy, and SLC are all operating with relatively little (c10-20%) spare capacity. They represent half the 3-court+ stock in the District, and consultation illustrates that, in general, the recovery post covid restrictions has been good. The three leisure centre sites are especially busy, and where the small levels of capacity is available this tends to be at less popular times (e.g., Friday evenings post 20.00).

Both The Warriner School and Dewey Sports Centre are operating with c.30% spare capacity; this is mainly on Friday evenings and weekends. Friday evenings especially tend to be quieter periods with lower levels of demand. Whitelands Academy and The Cooper School both display high levels of spare capacity (c.60%). Consultation with Whitelands Academy indicated that its lower levels of bookings were primarily due to staff resourcing issues. It expects this to be resolved later on in 2022. As abovementioned, the community use function at The Cooper School is managed by the District Council. Consultation with the Council suggests the fact that the hall is regularly closed to community users during exam periods is a contributory factor in limiting its appeal for regular consistent bookings.

Wykham Park Academy and Sibford School also report significant levels of spare capacity (40%), although this is primarily at weekends. The halls at both tend to be well used during the weekly peak time period.

Overall, half of the 3+ court sports halls in Cherwell are operating at least 80% capacity, this includes all three public leisure centre sites. It would suggest limited capacity across the stock, although some sites do have potential to increase usage, especially Whitelands Academy and The Cooper School.

Furthermore, capacity at busier sites could be freed up if and when, for example, outdoor sports such as football moves onto 3G pitches. Both pay and play football and affiliated football club training is a prominent user group, at for example KGLC and SLC.

# CHERWELL DISTRICT COUNCIL

## BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

### Used capacity

The non-technical site audits identify the used capacity of each sports hall. Used capacity in the peak period is the percentage of available community use hours used. For example, the 50 hours available at Bicester Leisure Centre are used for 90% of the time whereas Whitelands Academy is available for 22 hours per week and is operating at 40% of used capacity.

Table 4.9: Used capacity of sports halls

Used capacity	Site
0-20%	Tudor Hall School
20-40%	The Cooper School
	Whitelands Academy
40-60%	Wykham Park School
60-80%*	Blessed George Napier School
	Dewey Sports Centre
	Heyford Park Free School
	Sibford School
	The Warriner School
80-100%	North Oxfordshire Academy
	KGLC
	BLC
	SLC

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

### Neighbouring facilities

Accessibility is influenced by facilities located outside the District. There are eight sports halls within two miles (indicative of how far people may travel) of Cherwell's boundary. They offer 31 courts and are predominantly located to the south west, south and east of the District.

Of the neighbouring facilities, three are in are in Oxford, two in Buckinghamshire plus one each in West Northamptonshire and West Oxfordshire. Access types vary and are detailed in Table 4.10. Six sites require access via a sports club or community organisation, one is available on a pay and play basis, and one requires membership. All have a minimum of three badminton courts.

### Future developments

In line with the emerging Cherwell Local Plan Review and identification of strategic growth sites, the following sports hall developments at new secondary schools<sup>24</sup> are planned at:

- ◀ North West Bicester strategic allocation, this school is not expected before the late 2020s.
- ◀ Oxford Road, Banbury. Located on the same site that is reserved for the relocation detailed in the PPOSS, it is expected that the school will not be needed until 2030.
- ◀ Land at Begbroke, within the PR8 strategic allocation.

<sup>24</sup> Although not currently specified it is expected that each school development will include a 4-court sports hall. Furthermore, Oxfordshire County Council may advise that additional secondary school capacity is required, analysis is ongoing.

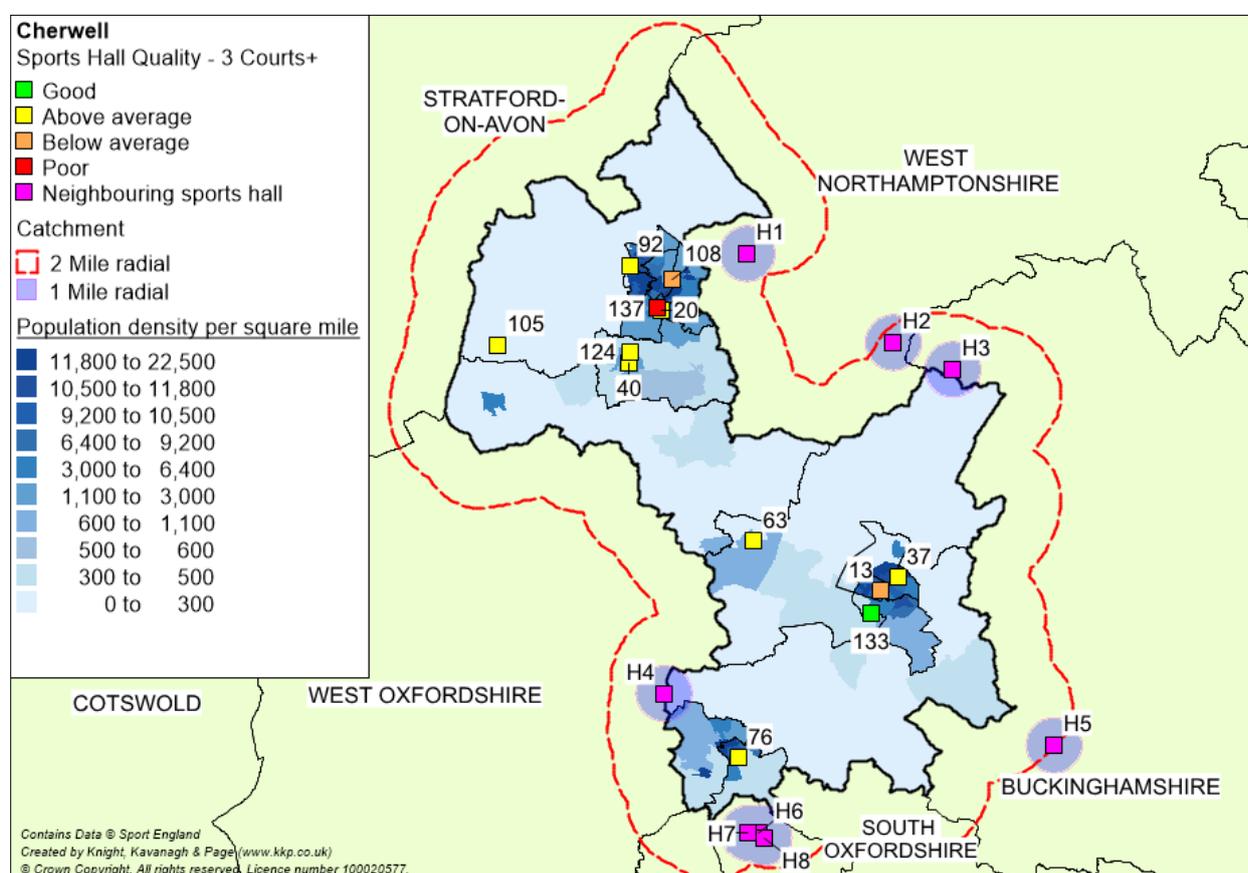
# CHERWELL DISTRICT COUNCIL BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

Table 4.10: Neighbouring 3+ court sports halls (excluding private use)

ID	Site name	Courts	Access type	Local authority
H1	Chenderit School	4	Sports Club / CA	West Northants.
H2	Winchester House School	4	Sports Club / CA	West Northants.
H3	Beachborough School	3	Sports Club / CA	Buckinghamshire
H4	The Marlborough C Of E School	4	Sports Club / CA	West Oxfordshire
H5	Ashfold School	4	Sports Club / CA	Buckinghamshire
H6	Ferry Leisure Centre	4	Pay & play	Oxford
H7	Nuffield Health	4	Reg. membership	Oxford
H8	Oxford High School	4	Sports Club / CA	Oxford

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

Figure 4.5 Sports halls with 3+ courts within 2 miles of Cherwell



# CHERWELL DISTRICT COUNCIL

## BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

### Facilities planning model (FPM)

FPM sports hall data provided by Sport England for Cherwell DC provides analysis of the supply / demand position in 2022 and projecting forward to 2040 using OCC forecasted housing growth figures. Headline findings are summarised below.

#### Supply

- ◀ In terms of the existing supply and demand balance in Cherwell in 2022, the resident population generated demand for a minimum of 44 badminton courts compared with a current available supply of 43 courts, giving a small negative supply/demand balance of one court. This negative balance is projected to grow to 13 courts by 2040, however this does not take into account potential new school-based sports hall provision in the district.
- ◀ Seven sports halls opened before 2000. Five of these have been modernised. Only The Cooper School (built 1996) and Sibford School (built 1990) have not been fully modernised.

Table 4.11: Demand findings from the FPM

Element	FPM 2022	FPM 2040
Total demand	44 courts	56 courts
Satisfied demand (%)	93%	91%
Satisfied demand retained within Cherwell	84%	81%
Satisfied demand exported	16%	19%
Levels of unmet demand	7%	9%
% of unmet demand due to residents outside hall catchment (as opposed to no capacity).	77%	69%
Used capacity	73%	82%

#### Demand

- ◀ Table 4.11 indicates that the impact of population growth will not have a significant impact on levels of satisfied demand for sports halls, which are projected to fall slightly from 93.0% to 91% in 2040 and will remain in line with national and regional averages.
- ◀ A high level of demand is currently retained within Cherwell, and this will continue to be the case which is indicative of sports hall facilities being well located in relation to main population centres.
- ◀ Levels of unmet demand are projected to rise slightly, but there are no locations currently, or in 2040 with levels high enough in their own right to justify building new sports hall provision.
- ◀ Sports halls are projected to become busier, with average used capacity across sites expected to rise from 73% in 2022 (in line with the findings of the KKP audit) to 82% by 2040 (the FPM considers an 80% used capacity figure for sports halls to be the limit where the facility starts to become uncomfortably busy)
- ◀ All public leisure centre halls are operating at 100% capacity, both in 2022 and 2040. Due to the projected housing/population growth the report indicates concern that leisure centres will be unable to cope with increased demand.

FPM (2040): Potential interventions for identified key sites<sup>25</sup>

- ◀ A key recommendation/intervention arising from FPM analysis is to increase the hours for community use at first at the public leisure centres<sup>26</sup> (especially BLC) and then at the

<sup>25</sup> Although listed within the FPM The Bicester school has been excluded from this report as there is no 4-court hall on site. This was verified by the Schools Head of PE.

# CHERWELL DISTRICT COUNCIL

## BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

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educational sites. In theory, this will achieve a better balance between supply and demand and reduce the used capacity at public leisure centres.

- ◀ Given the age of some school hall sites (seven opened before 2000) an intervention suggested by the FPM is to seek capital funded improvements in return for a community-use agreement that increases community access.
- ◀ The Bicester School (4-court hall)<sup>27</sup> and Wykham Park Academy (4-court hall) are identified as key locations where extended community use hours could help to meet sports hall demand.
- ◀ A longer-term intervention is to negotiate a community-use agreement for maximum community use at any new educational sports hall site.

*Site specific opportunities to increase capacity:*

- ◀ BLC:
  - In the area of highest unmet demand for sports halls in Bicester.
  - Current capacity of 1,248 visits in the weekly peak period based on availability of 39 hours<sup>28</sup>.
  - Extending the opening hours to 46 increases capacity to 1,472 visits in the weekly period.
- ◀ Wykham Park Academy:
  - Close to the area with the highest demand for sports halls in the District and unmet demand in Banbury.
  - Close to Spiceball Leisure Centre (that is available for the maximum hours in the peak period and, therefore, no scope to increase hours); therefore, possible opportunity for shared management operation for community use.
  - Current capacity of 1,564 visits in the weekly peak period based on availability of 22.5 hours.
  - Extending the hours to (for example) 35 increases the site capacity to 2,433 visits in the weekly peak period.

### 4.2: Demand

#### ***NGB consultation***

National governing bodies of sport (NGBs) and active clubs were consulted to ascertain current use, participation trends and the needs/challenges facing sports halls in the area.

#### ***Badminton***

##### *Badminton England (BE)*

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

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

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<sup>27</sup> KKP's audit identified that there is no operational 4-court sports hall at The Bicester School, with only a 1-court activity hall on site. All curriculum PE is delivered in the sports hall at the adjacent BLC.

<sup>28</sup> KKP audit identified that the hall is available for 40 hours during the weekly peak period.

# CHERWELL DISTRICT COUNCIL

## BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

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The Badminton Facilities Strategy Model 2020-2030 Cherwell overview is as follows:

### *Badminton participation statistics*

- ◀ 2.44% of adults (64.19%; male and 35.81%; female) have played badminton at least twice in the last 28 days<sup>29</sup>. This equates to **2,900 regular adult players**.
- ◀ 6.00%<sup>30</sup> of juniors<sup>29</sup> have played badminton at least twice in the last 28 days. This equates to **494 regular junior players**.
- ◀ It is estimated that 7.38% of adults have played badminton at least once in the last 12 months. This equates to **5,800 occasional adult players**<sup>31</sup> (4.94% latent demand).

### *Demand*

- ◀ The presumption is that **regular adult players** play once per week for one hour and that their average need is for 3 adults per court. This equates to a weekly requirement for **967 court hours** (current demand).
- ◀ The presumption is that **regular junior players** play once per week for 45 minutes and that their average need is for 4 players per court. This equates to a weekly requirement for **93 court hours** (current demand).
- ◀ The presumption is that **occasional adult players** play four times per annum for one hour and that their average need is for 3 adults per court. This requires **149 court hours** (latent demand).
- ◀ To service all badminton demand there is a need for **1,209 court hours** per week.
- ◀ Projected increase in regular demand in 2030 is **84 court hours**.

### *Supply*

- ◀ There are 12 (3+court) sports halls containing 82 courts in Cherwell.
- ◀ Two hall(s) are for private use only; thus 44 courts are available for badminton.
- ◀ The total number of court hours per week (3+ court sports halls) available in Cherwell during stated peak time is **1,630**<sup>32</sup>
- ◀ 81.82%<sup>33</sup> of badminton courts in Cherwell meet the Badminton England quality threshold (above average/good) which equates to **2,051 court hours**<sup>34</sup>.
- ◀ There is a need for **91.04%** of the **1,328** good quality peak time court hours, available each week, to service current and latent badminton demand.
- ◀ Additional court hours required per week in 2030 are **84**.

### *Strategic overview*

BE reports that over three quarters of facilities in Cherwell meet its quality threshold; this is above the national average. Club membership numbers for badminton have seen a reduction across the District due to the Pandemic, however, it is expected this will be reversed in 2022.

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<sup>29</sup> ALS states that people that have participated at least twice in the last 28 days. For modelling purposes, it is assumed that they participate every week

<sup>30</sup> ALS states that 6.0% of juniors nationally (14-15 year olds) have played at least twice in the last 28 days. For modelling purposes this has been extended to include 11-13 year olds.

<sup>31</sup> Occasional players equates to all players minus regular players

<sup>32</sup> Peak time hours are defined as; Monday – Friday 17:00-22:00, Saturday 09:30-17:00, Sunday 09:00-14:30 & 17:00-19:30

<sup>33</sup> National figure: 75.0%

<sup>34</sup> Assumes that all courts of all standards available during all peak hours.

## CHERWELL DISTRICT COUNCIL BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

There is a higher badminton participation rate than ALS would suggest. Nine affiliated clubs with c.250 registered members suggests a strong local badminton base. Over 80% of courts meet the BE quality threshold.

BE has ten affiliated clubs in Cherwell with a collective total of c.282 members:

- ◀ Banbury Marlborough BC
- ◀ Bicester BC
- ◀ Bloxham Junior BC
- ◀ Cramic BC
- ◀ Deddington BC
- ◀ Feathers BC
- ◀ Feathers Junior BC
- ◀ Middleton Cheney BC
- ◀ Tyrrell BC
- ◀ Walls BC

### *Club consultation*

All clubs were approached for consultation; responses were received from Bicester BC. No response was received from; Banbury Marlborough BC, Bloxham Junior BC, Cramic BC, Deddington BC, Feathers BC, Feather Junior BC, Middleton Cheney BC, Tyrrell BC, and Walls BC despite numerous requests. A summary of the club consultation and other badminton activity is as follows:

*Bicester BC* has c.30 members (split approximately 20/10, male/female), it also has up to five junior members. Its main training night is based at BLC on Fridays (19:30-22:30). Consultation indicates that the Club aspires to increase both its junior and female membership.

It enters four teams (one men's, one women's, and one mixed) in the Oxfordshire Badminton League and the Banbury Town Badminton League. Over the course of the Pandemic membership contracted however, it expects membership numbers to recover to pre Pandemic levels in 2022.

It is generally content with the sports hall at BLC, although it indicated that the floor could be cleaned on a more regular basis. It also reports having a positive relationship with the leisure centre staff and management. It notes that its membership of 30 adult players is probably its capacity, were another c.10 members were to join it would need to hire additional hall space on another evening. It indicated that it would explore this option if required. Finally, it was indicated that it has an ethnically diverse membership, with a third of players identifying as being from an ethnic minority.

*Bicester BC* also runs a satellite club know as *Bicester Tuesday BC*. It is more of a recreational operation and operates on a pay and play basis as opposed to structured membership, currently operating with c.20 members. It hires the hall at The Cooper School on Tuesday evenings (19:00-22:00). It reports that its use of the school is disrupted due to exams and events and that it often does not receive prior notification as to when the hall will be unavailable. Prior to the Pandemic the Club hosted a No Strings Badminton session at BLC on Monday afternoons, this was a socially focused session. It has been unable to restart the session as Bicester School use the hall during the daytime and is in negotiation with BLC to find a suitable time slot for the sessions to recommence.

*Oxfordshire Badminton League* is affiliated to BE and is the primary league provider in Oxfordshire. It operates a total of 13 leagues; nine men's divisions, two women's divisions and two mixed gender divisions. It accommodates a total of 22 clubs from across the County.

*Banbury Town Badminton League* is also accredited to BE and comprises three divisions (one men's, one women's, and one mixed). In addition, it runs an annual knock-out cup competition.

## CHERWELL DISTRICT COUNCIL

### BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

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It accommodates teams from five clubs; Cramic BC, Brackley Town BC, Marlborough BC, Bicester BC, and Feathers BC.

#### **Netball**

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

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

EN reports that the sport is growing fast nationally with a recent YouGov<sup>35</sup> report it commissioned reporting that the 2019 World Cup inspired 160,000 adult women to take up the sport. In addition, 71% of clubs reported more people had shown an interest in playing netball than before the tournament started.

Netball is played both indoors and outdoors. For outdoor provision refer to the 2022 Cherwell PPOSS. Consultation with EN highlighted that Wykham Park School is a key indoor venue for the sport in Cherwell. Current indoor provision in the Cherwell area is as follows:

- ◀ *Back 2 Netball*: sessions are designed to re-introduce players to the sport and are run by coaches. There is no current session held in the District.
- ◀ *Walking Netball* (netball played at a walking pace). This is designed so that anyone can play it regardless of age or fitness level. Consultation indicates that no current session is held in the District.
- ◀ *Cherwell Netball League* – is EN affiliated and runs summer (outdoor) and winter (indoor) leagues. For the 2021/2022 winter season it had a total of eight teams in one division. All winter fixtures take place on Wednesday evenings at Wykham Park Academy. It then runs a shorter summer season at Tudor Hall School (on the outdoor courts) from late April to mid-July. It highlighted the poor quality of the hall at Wykham Park School, and indicated that fixtures have at times been cancelled due to the leak in the roof. In addition, there is frustration that the hall is not accessible during exam periods. It was also indicated that the lack of available hall space is hindering the growth potential of the League.
- ◀ *Oxfordshire Netball League* – is EN affiliated and comprises 60 teams from 25 clubs competing in seven league divisions. It runs from September - March (Winter season) and May - July (Summer). All fixtures for the Premier League through to Division five are played centrally on the outdoor courts at Oxford FC Community Arena. Matches take place on Mondays (Premier & Division one), Wednesdays (Divisions two & three), and Thursdays (Divisions four and five). There is also a Premier Plus League orientated to teams aiming for a higher elite level of match play, fixtures for this league take place in the sports hall at Cheney School in Oxford. Cherwell clubs playing in the Oxfordshire Netball League are; Banbury Blues, Bicester NC, and Kidlington Kites NC.
- ◀ *Oxfordshire Junior Netball League* – is the junior arm of the above and comprises 70 teams from 16 clubs from across the County. Fixtures run from September through to April with all matches taking place on Sundays at Oxford FC Community Arena. It operates the following divisions; U11s, U13s, U15s, and U17s. Cherwell based clubs playing in the league are; Banbury Blues, Bicester Foxes NC, and Kidlington Kites NC.

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<sup>35</sup> <https://www.ukssport.gov.uk/news/2019/10/02/netball-world-cup>

## CHERWELL DISTRICT COUNCIL

### BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

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- ◀ *Banbury Blues NC* has c.153 members. It comprises six senior teams and eight junior teams. Its senior team play in the Cherwell and Oxfordshire Netball Leagues, whilst the junior teams play in the Oxfordshire Junior Netball League. It trains weekly in the sports halls at Dewey Sports Centre (Wednesday evenings) and The Warriner School (Thursday evenings). It reports a positive user experience at Dewey Sports Centre. It is less happy with the conditions at The Warriner School, where it reports that the floor can be dirty at times - which requires the Club to sweep it prior to playing.
- ◀ *Bicester Foxes NC* has c.50 members and is focused on developing junior netball players. Regular weekly training sessions are held on the outdoor courts at Bicester Hotel Golf & Spa. It has four teams (U13, two U15s, and one U17), all of which compete in the Oxfordshire Junior Netball League.
- ◀ *Bicester NC* has c.40 adult members. Its teams play in the Cherwell and Oxfordshire Netball Leagues. As per the above junior club it also trains at Bicester Hotel Golf & Spa.
- ◀ *Kidlington Kites NC* has c.130 members. It comprises of eight adult teams and five junior teams (U13, U15, and three U17 team). The Club trains in the sports hall at KGLC during the winter and on the outdoor courts at the adjacent Gosford Hill High School.

#### ***Basketball (BBE)***

BBE is the NGB for the sport in England. Its latest strategy, Transforming Basketball in Britain Together (2016 - 2028) aims to improve basketball from grassroots to GB teams, by adopting a whole sport approach and working closely with the basketball community. To achieve this, a series of key objectives have been identified:

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

To increase the opportunities to play the game at every level, BBE has produced a facilities strategy which aims to create community hubs including, where appropriate, arenas that sit at the heart of communities and are homes for the leading British Basketball League (BBL), Women's British Basketball League (WBBL) and community clubs.

The stated intent is that as part of its facilities strategy implementation, BBE will regularly monitor provision in schools, colleges, universities, clubs and at local authority sites and identify any gaps, looking to improve connections between these organisations to increase the availability and affordability of facilities of the right quality. It reports no affiliated clubs in Cherwell. The nearest affiliated clubs are located in neighbouring West Northamptonshire and Oxford.

The basketball bookings at Whiteland School, Dewey Sports Centre and Heyford Park School consist of recreational pay and play groups.

#### ***Indoor cricket***

Oxfordshire Cricket Board (OCB) is the main NGB for cricket across Cherwell. Working closely with the England and Wales Cricket Board (ECB), it is responsible for the management and development of every form of recreational cricket for men, women and children in the District. There are no affiliated indoor cricket leagues taking place in Cherwell, the closest indoor league

## CHERWELL DISTRICT COUNCIL BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

is based in neighbouring West Oxfordshire; this is the Oxford Indoor League which runs during winter months.

Through consultation with site operators, it was identified that cricket activity takes place at: Dewey Sports Centre, Cooper School, Heyford Park School, Kidlington & Gosford LC, Spiceball Leisure Centre, and North Oxfordshire Academy.

Furthermore, Table 4.12 below lists a summary of affiliated cricket club winter training venues. The information was provided by clubs via the PPOSS cricket club survey.

*Table 4.12: Affiliated cricket club training venues*

Club	Training venues
Deddington Cricket Club	Sibford School, Heyford Park School Sports Hall
Banbury Cricket Club	Dewey Sports Centre, Spiceball Leisure Centre, North Oxfordshire Academy
Fringford Cricket Club	The Cooper School
Broughton & North Newington Cricket Club	Dewey Sports Centre, The Warriner School, North Oxfordshire Academy.
Deddington Cricket Club	Sibford School
Hook Norton Cricket Club	Spiceball Leisure Centre
Cropley Cricket Club	Spiceball Leisure Centre, Sibford School

Clubs report no issues across the sports halls used for winter training.

### 4.3: Future demand and Sports Facilities Calculator (SFC)

Sport England's SFC helps quantify additional demand for community sports facilities generated by new growth populations, development and regeneration areas. It is used to estimate facility needs for whole area (district) populations but should not be applied for strategic gap analysis as it has no spatial dimension and does not take account of:

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

The Oxfordshire Insight/Local Plan Review housing led data has been utilised for the SFC, using the forecasted population figure of 208,698 (through to 2040) as detailed in Table 4.13 below.

Calculations assume that the current sports hall stock remains available for community use and the quality remains the same. The SFC indicates a current requirement of 45.59 courts (11.40 sports halls). This compares closely to the current position : there are 12 community accessible 3-court plus sports halls in Cherwell and the SFC indicates that an additional 13.5 courts / circa 3 sports halls are required to meet demand through to 2040.

# CHERWELL DISTRICT COUNCIL

## BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

Table 4.13: Sport England: Sports Facilities Calculator

	Population 2021: (2021 Census ONS)	Population estimate: 2040 (Oxfordshire Insight/Local Plan Review)
ONS population projections	161,024	208,698
Population increase	-	47,674
Facilities to meet additional demand	45.59 courts or 11.40 sports halls (current requirement)	+13.5 courts or 3.37 sports halls
Estimated cost	-	£9,947,127

(Build costs for Table 4.13 are correct as of Q3, 2022, BCIS July 2022).

### Summary - sports hall demand

KKPs audit findings suggest high levels of demand for sports hall space from a number of clubs operating in and across Cherwell. The audit indicates that badminton, netball, and indoor cricket are popular in the area. Cherwell Netball League also report having difficulty securing additional hall space for match play.

Six sports hall sites are found to have relatively little (c.10-20%) spare capacity. This is especially prevalent at the three leisure centre sites which have very limited scope to accommodate more demand. The one year-round daytime community use option is at SLC. BLC and KGLC offer daytime availability outside the school term.

FPM modelling is in broad agreement with KKP audit findings in estimating high levels of used capacity currently, which are projected to increase further in line with housing growth. In this regard, the proposed three new 4-court halls (one in Bicester, one in Banbury, and one in Kidlington) will go some way to catering for increased demand. With all three being at education sites it is essential that CUAs are agreed, especially when considering that the three public leisure centre sports halls are currently operating close to capacity with limited scope to accommodate more demand.

There is potential to explore increasing levels of used capacity at both The Cooper School and Whitelands Academy (both have a used capacity of c.40%) and to a lesser extent Wykham Park School and Sibford School. This could help cater for current demand and potentially spread/alleviate demand at sites presently operating close to capacity. In addition, there is potential to explore the number of community use hours available at some educational sites, for example Whitelands Academy (currently access limited to 18:00-21:00 weekdays and Saturdays 09:00-16:00).

There is a need to improve quality at the sites identified as being of poor and below average quality (Wykham Park School, BLC, and SLC). Options and scope for improvement are covered in more detail in the Strategy. There may also be a need for daytime use as the number/ proportion of older people in the local population increases.

# CHERWELL DISTRICT COUNCIL

## BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

### 4.4: Summary of key facts and issues

Facility type	Sports halls	
Elements	Assessment findings	Specific facility needs
<b>Quantity</b>	Cherwell has 34 sports halls (65 courts). There are thirteen 3+ court halls at 13 sites (56 courts).	Estimated used capacity across the supply is c.70%, The three public leisure centre sites are operating with little to no spare capacity. There is spare capacity at some educational sites. Three planned new 4-court halls should help to cater for future demand.
<b>Quality</b>	Cherwell has one good, nine above average, two below average, and one poor quality sports hall.	Maintain/improve quality of good/above average sites. Deal with floor quality, line marking and leaking roof issues at average/poor sites.
<b>Accessibility</b>	All Cherwell's residents live within 20 minutes' drive of a sports hall. 63% live within 20 minutes' walk of a sports hall. 95.7% of its residents in areas of higher deprivation live within one mile of a sports hall. Eight 3+ court halls are located within two miles of the Cherwell District border.	Main population settlements are all serviced by sports hall facilities. Planned facility development in Bicester, Banbury, and Kidlington has the potential to reflect demand created by projected population growth. Rural accessibility is limited for residents without access to a car.
<b>Availability</b> (Management and usage)	12 sports halls offer some form of community availability. Half operate at or above the Sport England comfortably full benchmark, public leisure centre halls are especially busy.  FPM lists average used capacity of halls as 73%; KKPs audit identified that halls were on average operating at c.70% used capacity, although there were significant differentials between the FPM and this audit at some education sites.	<ul style="list-style-type: none"> <li>◀ Continued good relationships between schools and clubs are required to ensure continued / increased use of sites. This is of high importance and there is a continued need to support the process of fully re-opening schools to the community following the Covid Pandemic.</li> <li>◀ Community use at new school facilities must be secured via binding CUAs</li> <li>◀ Improve school site availability for club activities and secure CUAs with educational sites, where not currently in place.</li> <li>◀ Investigate current programming practice at under-used education sites.</li> <li>◀ Where possible, explore options to export football (affiliated training and recreational) to outdoor 3G pitches to help free up capacity for traditional indoor based sport/activity.</li> </ul>
<b>Summary</b>	Each facility is important to the communities served. There are 13 (3+court plus) halls in the District. Most are of good or above average quality. Main population	

# CHERWELL DISTRICT COUNCIL

## BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

Facility type	Sports halls	
Elements	Assessment findings	Specific facility needs
	<p>centres are well served by facilities. Twelve of 13 halls offer some form of community accessibility. Recommendations based on these findings are to:</p> <ul style="list-style-type: none"> <li>▪ Improve the quality of the below average sport halls, this is explored further in the Strategy.</li> <li>▪ Maintain good relationships with schools, to retain levels of community use and support Covid-19 recovery.</li> <li>▪ Consider whether and how community use can be extended at school sites enabling existing sport and physical activity participation to grow. This will also, in turn, help spread demand more evenly across the District.</li> <li>▪ Levels of demand/used capacity are high across a number of sites (especially, public leisure centres). Projected population increases will put this supply under further pressure. New proposed facilities will help alleviate this, as long as community use is secured.</li> <li>▪ Explore options to increase levels of use at The Cooper School and Whitelands Academy.</li> </ul>	

### SECTION 5: SWIMMING POOLS

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

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

Swim England is the recognised NGB for swimming, platform and springboard diving, and water polo. Its most recent strategy, *Towards a Nation Swimming: a Strategic Plan for Swimming in England 2017-21*, has the stated aim to create a happier, healthier and more successful nation through swimming. Several strategic objectives are set - to:

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

The 2019 State of the UK Swimming Industry Report reveals that the UK swimming industry has not changed significantly in the previous 12 months although 26 swimming pool sites have opened and 27 have closed. Nuffield and GLL remain the UK’s leading private and public operators (by number of sites with a pool). GLL operates 146 swimming centres, while Nuffield has 111 clubs with a pool. The 2019 report shows that 84% of the UK population live within two miles of one of the 3,170 swimming pool sites. As mentioned previously the Covid-19 Pandemic has had a big nationwide impact on swimming pool provision, with many sites being closed due to social distancing restrictions for a significant portion of 2020.

#### 5.1: Supply

This assessment is mostly concerned with larger pools available for community use (no restrictions to accessing the pool as a result of membership criteria). As such, those less than 160m<sup>2</sup> (e.g., 20m x 4 lanes) of water space and/or located at private member clubs are deemed to offer limited value in relation to community use and delivery of outcomes related to health and deprivation. It is recognised that smaller pools can accommodate learning/teaching sessions but they are, for modelling/needs assessment purposes, deemed unable to offer a full swim programme and, thus, eliminated from the supply evaluation, when considering accessibility and availability later in this section.

# CHERWELL DISTRICT COUNCIL BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

## Quantity

The audit identified 12 swimming pools at 10 sites. This includes all pools irrespective of size and access. There is just one learner/teaching pool in the District. These assist with programming (and income generation) at the public leisure centre sites in particular. Swimming facilities are well distributed and service all main population centres; the towns of Banbury and Bicester and the village of Kidlington are all served by public leisure centre pools.

Facility provision is mainly focused on learn to swim/lane swimming, although there is significant club demand. Both BLC and SLC have two pools. BLC has a leisure pool with children's slide and other water-based play options. WLC features a 50m lido which is open to users from May through to September. The pool is well used during the summer months both as a community pay and play pool and also by clubs for training. However, as it is not open year-round and does not offer a full schedule of programming, it is excluded from the analysis.

Figure 5.1: All swimming pools in Cherwell

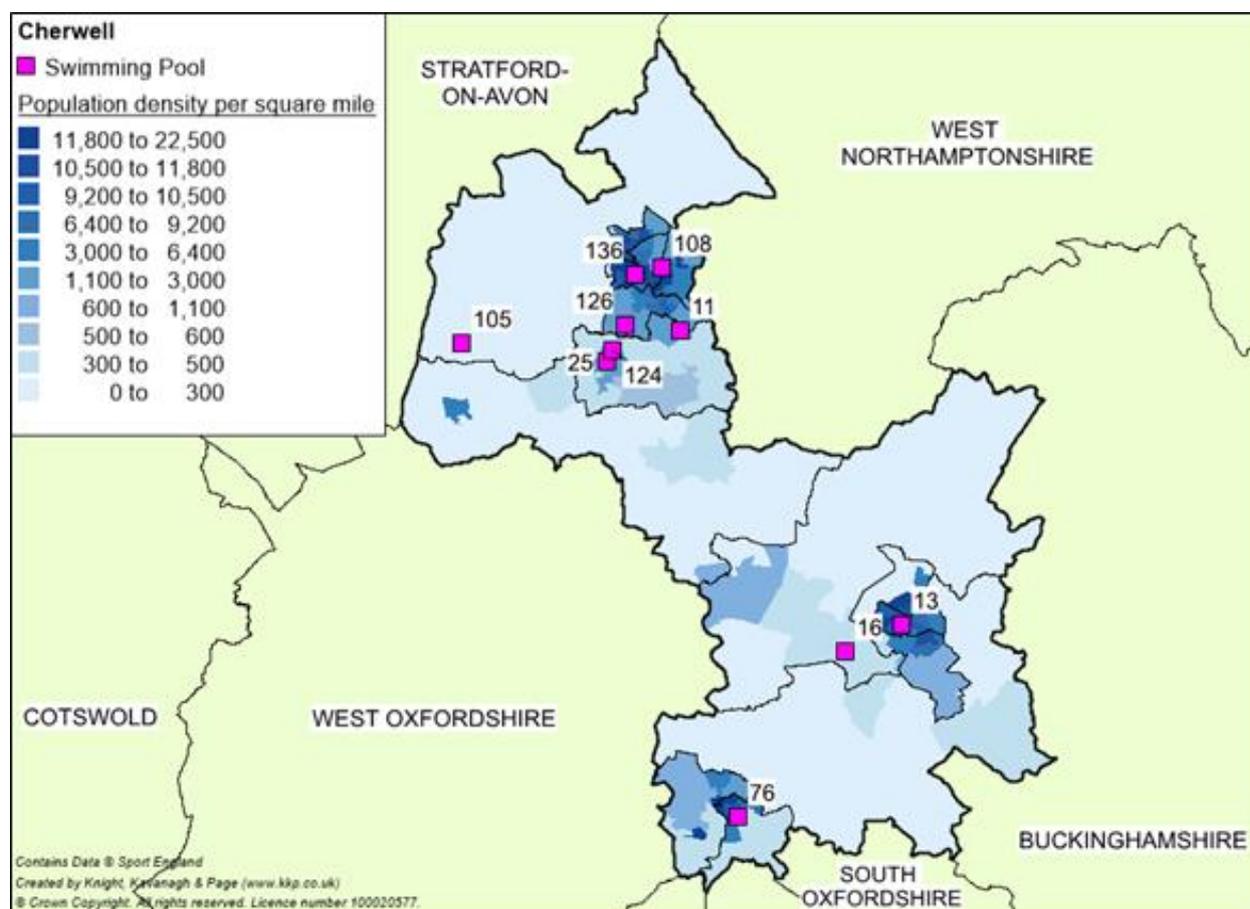


Table 5.1: All swimming pools in Cherwell

ID	Site	Facility type	Lanes	Length (m)	Area (m <sup>2</sup> )
11	Bannatyne Health Club, Banbury	Main/general	2	20	160
13	BLC	Main/general	6	25	300
13	BLC	Leisure Pool	0	12	96
16	Bicester Hotel Golf & Spa	Main/general	1	20	140

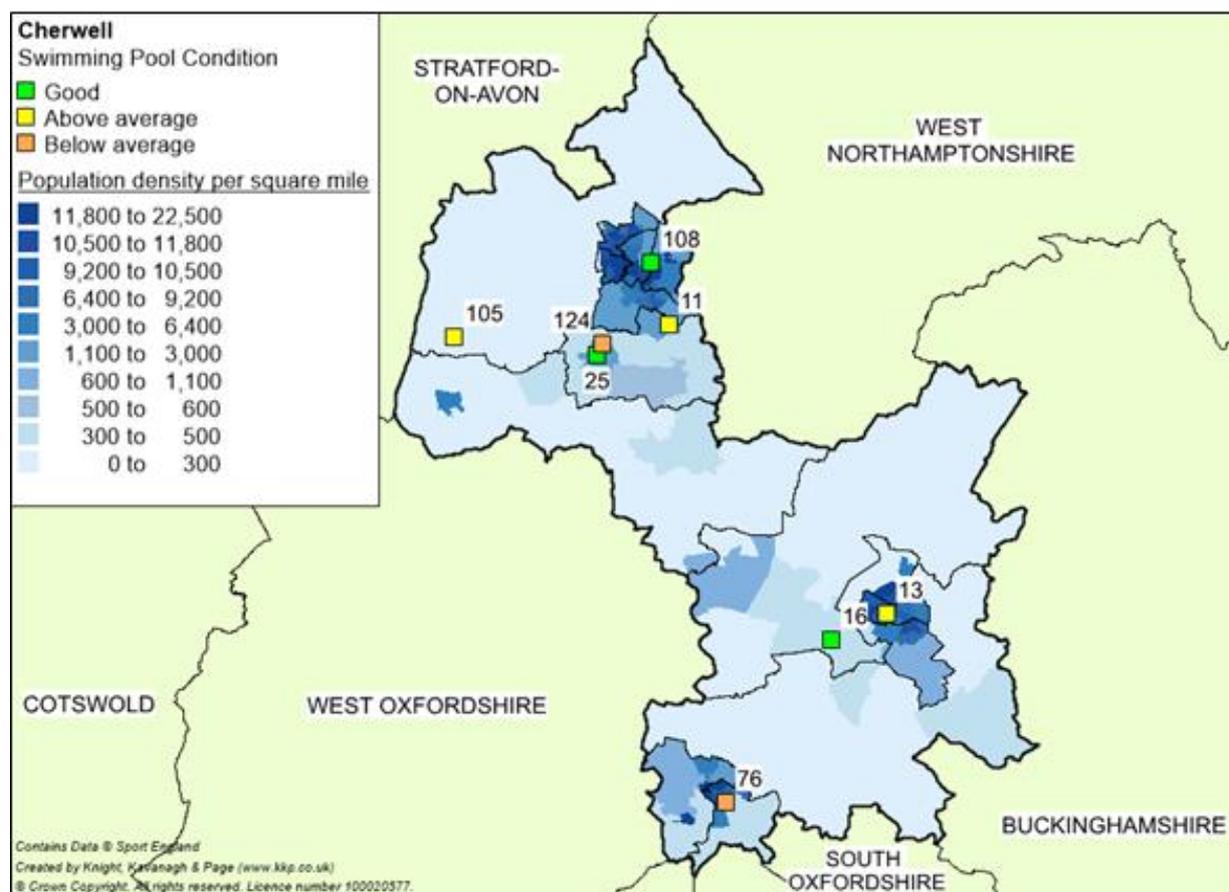
# CHERWELL DISTRICT COUNCIL BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

ID	Site	Facility type	Lanes	Length (m)	Area (m <sup>2</sup> )
25	Bloxham School	Main/general	4	23	209
76	KGLC	Main/general	4	25	250
105	Sibford School	Main/general	4	25	213
108	SLC	Main/general	4	25	325
108	SLC	Learner/training	0	20	200
124	The Warriner School, Bloxham	Main/general	0	20	160
126	Tudor Hall School , Banbury	Main/general	4	20	200
136	WLC	Lido	8	50	900

## Quality

Of the nine total pools (minimum 160m<sup>2</sup>, and excluding WLC's Lido) in Cherwell, three are rated good quality, two above average, and four below average quality. KKP visited all main pools and completed non-technical visual assessments. These encompass assessment of changing provision as this can play a significant role in influencing and attracting users. One of the below average quality 160m<sup>2</sup>+ pools (at Tudor Hall School) is excluded from the analysis due to it only being available for school use with no reported community access.

Figure 5.2: Quality of audited swimming pools in Cherwell (excluding private use & lidos)



## CHERWELL DISTRICT COUNCIL BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

Table 5.2: Quality of 160m<sup>2</sup>+ swimming pools in Cherwell

ID	Site	Lanes x length (m)	Condition	
			Pool	Changing
11	Bannatyne Health Club	2 x 20m	Above average	Good
13	Bicester Leisure Centre	6 x 25m	Below average	Above average
25	Bloxham School	4 x 23m	Good	Above average
76	Kidlington & Gosford LC	4 x 25m	Below average	Above average
105	Sibford School	4 x 25m	Above average	Above average
108	SLC	6 x 25m	Good	Above average
108	SLC	0 x 20m	Good	Above average
124	The Warriner School	0 x 20m	Below average	Below average

Bannatyne Health Club and The Warriner School are the smallest meeting the minimum size of 160m<sup>2</sup>. Both are 20m in length and 8m wide. The largest is the main pool at SLC which is 25m in length and 13 m in width. This is also the largest pay and play accessible pool in the District.

Pool(s) at SLC and Bloxham School are considered to be in good condition. Bannatyne Health Club, and Sibford School, are rated above average, whilst BLC, KGL and The Warriner School are below average quality. Changing provision generally matches pool condition, the exceptions being Bannatyne Health Club (good quality), BLC (above average), Bloxham School (above average), KGLC (above average), and SLC (above average).

Table 5.3: Age of swimming pools and refurbishment dates (where applicable)

Site	Year built	Refurbishment	Age (years) since refurbishment
Bannatyne Health Club	2004	-	18
BLC	1970	2009	13
Bloxham School	1994	2014	8
KGLC	1976	2008	14
Sibford School	2003	-	19
SLC	2009	-	13
The Warriner School	1971	TBC	6

BLC is the oldest pool in the District (opened 1970). The newest is located at SLC (opened in 2009), the moveable floor in the teaching pool at this site was refurbished in late 2021.

It was reported during consultation with CDC/Legacy Leisure that there were some significant issues with the pool plant at Spiceball Leisure Centre after the site opened in 2009. These issues were resolved, and the pool is fully functioning with no issues.

The wet changing facilities at KGLC are somewhat small for the size of the facility. New fittings installed in 2017. The pool at The Warriner School was previously a lido, the exterior roof/building was added in 2018. The pool is fully functioning however, poolside space and the changing rooms are limited. Sibford School reports an aspiration to upgrade its swimming pool, however, there are no current refurbishment plans and any refurbishment would be dependent on other financial priorities for the school.

# CHERWELL DISTRICT COUNCIL

## BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

### Availability of swimming pools

Swimming pool availability differs dependent upon ownership and/or management. Facilities audited all offer some form of public access. The access policy for each site is detailed below.

Table 5.4: Access policy of swimming pools

Site	Access policy
Bannatyne Health Club	Registered membership
BLC	Pay & play
Bloxham School	Sports Club / CA
KGLC	Pay & play
Sibford School	Pay & play
Spiceball Leisure Centre	Pay & play
The Warriner School	Third party management

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

BLC, KGLC, and SLC are owned by the Council and operated by Legacy Leisure. All three operate on the basis of a pay and play access. The pool at Bannatyne Health Club fits a traditional model of commercial management; users must purchase annual/monthly memberships to access facilities. The Warriner School pool is managed by Kick & Splash - a commercial company primarily delivering swimming lessons at the site. It was Kick & Splash that funded the installation of the exterior building in 2018. It has access to the pool during evenings and at weekends. The pool is retained for school use during the day.

Sibford School is independent and operates a pay and play access policy. Prior to the Pandemic it allowed pay and play access five days per week (split of weekday evenings and weekends). At the time of the audit it was only enabling access on a more limited basis, however, it was indicated by the School that it expected pay and play availability to return to pre-Pandemic levels in April 2022. It also allows access for various swim teaching operators and community groups. Bloxham School, also independent, offers a similar community use model (excluding pay & play access). Demand composition is detailed below.

### Accessibility

Swimming pool accessibility is influenced by physical (i.e., built environment). Appropriate walk and drive-time catchments are applied to determine accessibility to communities. The normal acceptable standard is 20-minutes' walk time (1-mile radial catchment) for an urban area and a 20-minutes' drive time for a rural area. This enables analysis of the adequacy of coverage and helps identify areas currently not serviced by existing provision. Figure 5.3 and Table 5.4 illustrate the walk-time based accessibility of all swimming pools in Cherwell.

Catchment analysis indicates that 47.2% of the population lives within one mile of a swimming pool. Of the 15,513 people living in areas of higher deprivation in Cherwell (i.e., those living in 30% most deprived areas nationally), 8,381 (54.0%) live within one mile of a swimming pool. This would suggest that swimming pools are partially well located to attract users from areas of higher deprivation, assuming that other barriers to access can be overcome.

The data shows that all of Cherwell's population lives within a 20-minute drive time of a swimming pool (2020 ONS MYE). Pools are, thus, well located when considering the semi-rural make-up of the District.

# CHERWELL DISTRICT COUNCIL BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

Figure 5.3: Accessibility of swimming pools in Cherwell

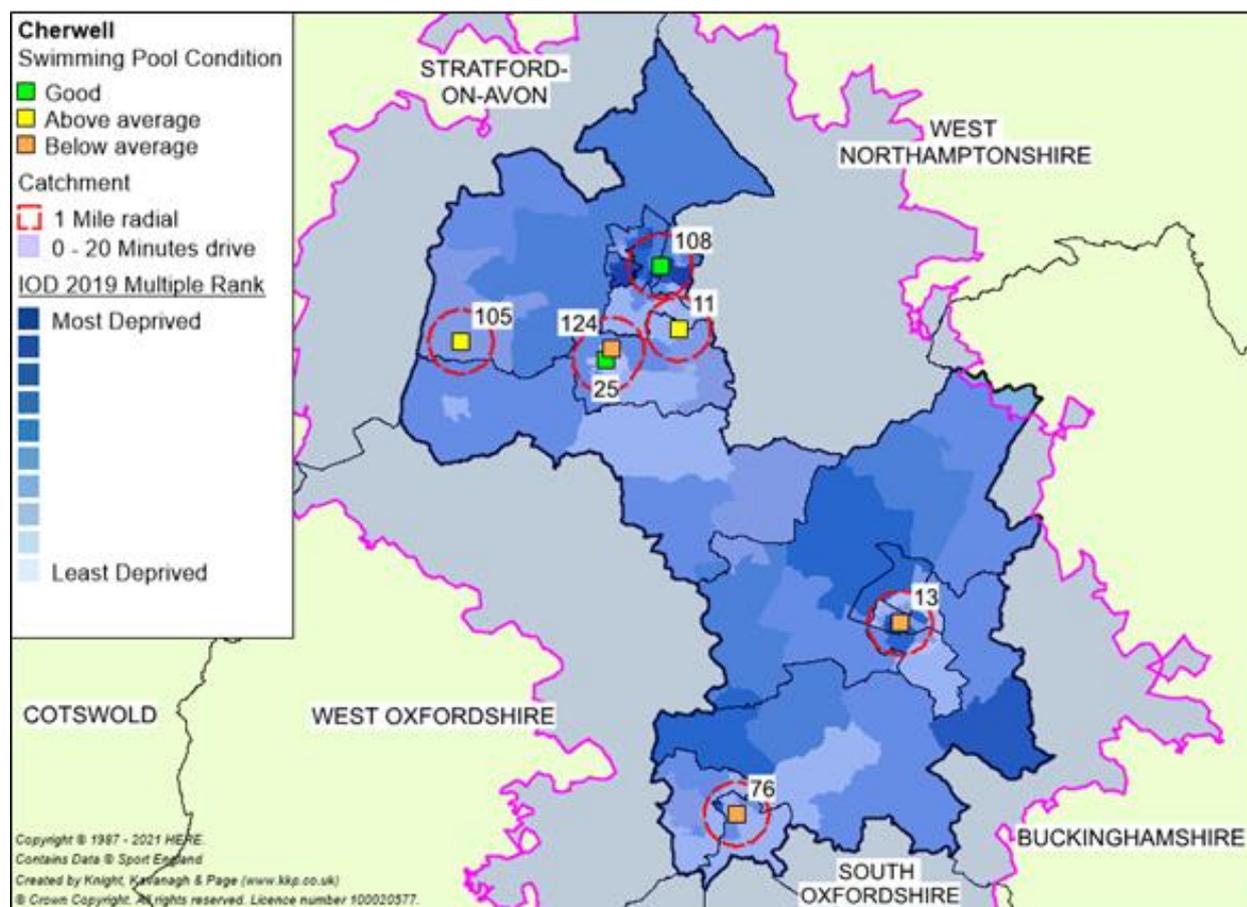


Table 5.5: Accessibility of swimming pools in Cherwell

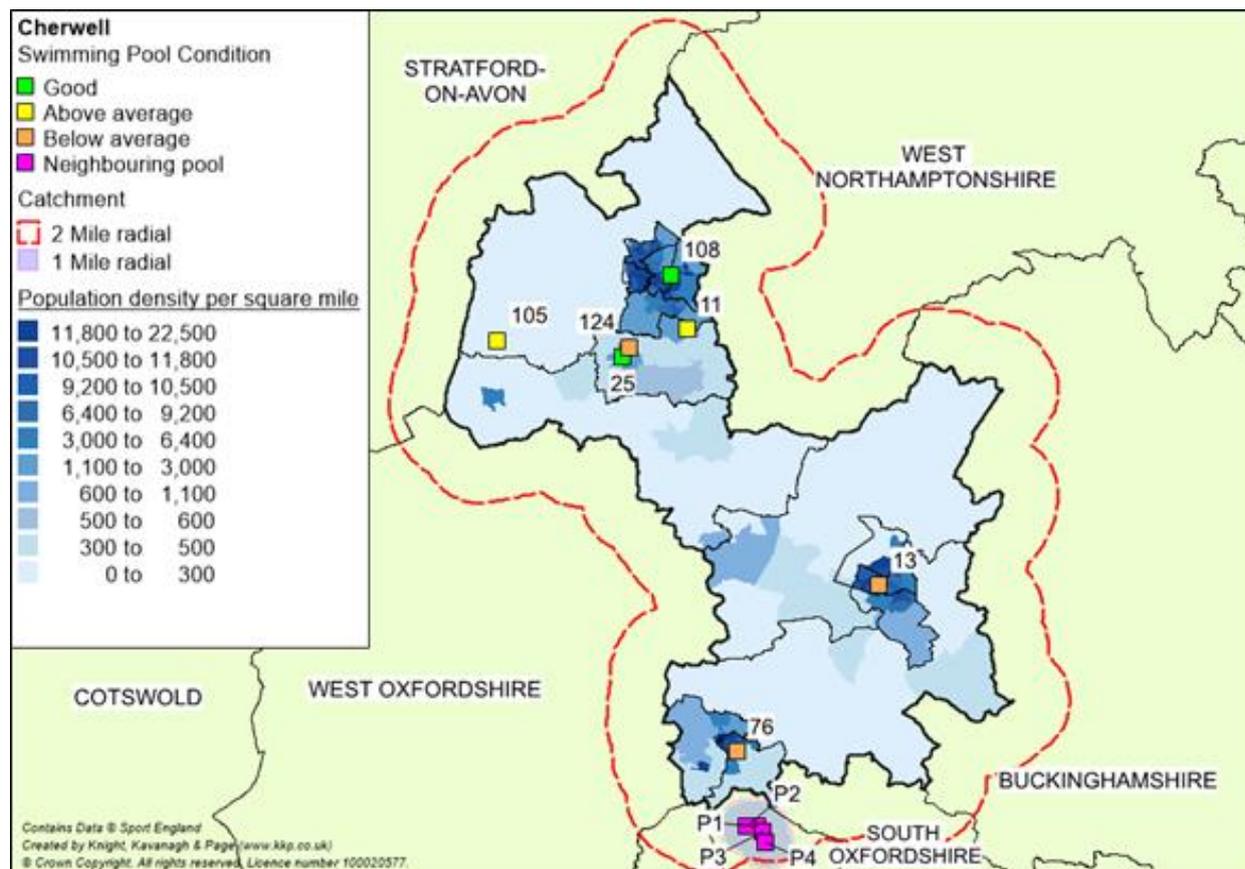
IMD 10% bands	Cherwell		Swimming pools, 160m <sup>2</sup> 1 mile radial catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	0	0.0%	0	0.0%	0	0.0%
10.1 - 20	9,496	6.6%	5,068	3.5%	4,428	3.1%
20.1 - 30	6,017	4.2%	3,313	2.3%	2,704	1.9%
30.1 - 40	8,888	6.1%	7,298	5.0%	1,590	1.1%
40.1 - 50	12,500	8.6%	6,660	4.6%	5,840	4.0%
50.1 - 60	15,843	10.9%	1,992	1.4%	13,851	9.6%
60.1 - 70	30,031	20.7%	9,370	6.5%	20,661	14.3%
70.1 - 80	17,706	12.2%	8,690	6.0%	9,016	6.2%
80.1 - 90	29,209	20.2%	14,439	10.0%	14,770	10.2%
90.1 - 100	15,220	10.5%	11,590	8.0%	3,630	2.5%
<b>Total</b>	<b>144,910</b>	<b>100.0%</b>	<b>68,420</b>	<b>47.2%</b>	<b>76,490</b>	<b>52.8%</b>

The Warriner School, Bloxham School and Bannatyne Health Club offer limited public access. BLC, SLC, KGLC offer 100% pay and play access. Sibford School does offer this but not at the same scale as the public access pools.



# CHERWELL DISTRICT COUNCIL BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

Figure 5.5: Swimming pools located within 2 miles of Cherwell boundary



Source: Active Places Power 15/05/2022

## Future enhancements/new developments

The following swimming pools are currently being developed/considered across the District:

### David Lloyd Bicester

This new site<sup>36</sup> is due to in Autumn 2022 and will feature indoor, outdoor and children’s swimming pools (sizes unknown). Access to the pools will be available via a membership.

**March 2023 update – the David Lloyd Bicester site is now open and fully operational.**

### Potential new pool or reconfiguration at BLC

In the 2018 SFS it was reported that there is insufficient pool water space in Bicester<sup>37</sup>. This will be further exacerbated by anticipated housing growth for Bicester through to 2040. As such the CDC Leisure Facilities Future Needs Review (2020) further analysed the options for reducing the deficit and outlined a range of options with short term and longer-term

<sup>36</sup> <https://www.davidlloyd.co.uk/clubs/bicester/facilities/>

<sup>37</sup> The findings of the SFS indicated that in 2018 there was a very slight deficit in swimming pool space in Bicester (c.43m<sup>2</sup>), this is too small to justify a new pool (at that point in 2018), however, the planned housing growth in the Bicester area will lead directly to demand for a new pool space of c.353m<sup>2</sup>.

## CHERWELL DISTRICT COUNCIL BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

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connotations. These include significant changes to the configuration of the existing building, the pool specific recommendations are as follows<sup>38</sup>:

### *Option One*

- ◀ Demolition of the ten-pin bowling hall and adjacent reception and construction of a new two-storey building, with new ground floor learner pool.
- ◀ Conversion of the existing shallow pool into a splash pad.
- ◀ Extension and refurbishment of the 'wet' changing rooms.

### *Option Two*

- ◀ Construction of a new ground floor learner pool on the site of the existing leisure pool area.
- ◀ Extension and refurbishment of the 'wet' changing rooms.

### *Potential new pool or reconfiguration at KGLC*

The 2018 SFS also identified a shortfall in water space in Kidlington to meet the needs of the local community, both currently and through to 2031<sup>39</sup>. The CDC Leisure Facilities Future Needs Review (2020) shortlisted a range of options and shortlisted the following for pool development/reconfiguration at the site:

- ◀ Demolition of the existing squash courts and construction of a new single-storey extension for a new learner pool, with adjacent plant and part family change, together with a new main entrance and lobby.
- ◀ Demolition of the existing entrance area and construction of extended wet change area creating link between existing main pool and new learner pool.
- ◀ Refurbishment of existing wet change areas.

### ***Sport England Facilities Planning Model (FPM)***

FPM swimming pool data provided by Sport England for Cherwell DC provides analysis of the supply / demand position in 2022 and projecting forward to 2040 using OCC forecasted housing growth figures. Headline findings are summarised below.

### *Supply*

- ◀ There is a total of 1,892m<sup>2</sup> water space in Cherwell. Water space available for community use amounts to 1,445m<sup>2</sup> in the weekly peak period.
- ◀ Two District Council owned pools were built in the 1970s but have been refurbished; BLC built 1970 and refurbished 2009, has two pools on site: the 6-lane pool operates at 45.8 hours a week in the peak period whereas the leisure water only operates at 36.9 hours. KGLC, built 1978 and refurbished 2008, operates 43.8 hours in the peak period.
- ◀ Spiceball Leisure Centre (opened in 2009) has one 6-lane pool and one 4-lane pool. The 6-lane pool only operates for 39.5 hours a week in the peak period whereas the 4-lane pool operates at the maximum 52.5 hours a week in the peak period.
- ◀ The two commercial pools, Bannatyne Health Club and Bicester Golf & Country Club were built in 2004 & 2005 respectively. Both open for 52.5 hours in the peak period, although they would not be accessible to those in high IMD areas.

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<sup>38</sup> Note- Options Two's options for pool provision are the same as option one.

<sup>39</sup> For Kidlington it was indicated that in 2018 there was a small shortfall of 23m<sup>2</sup>, however, the planned housing growth in the area will lead directly to demand for between 14-170m<sup>2</sup> of water space, the equivalent of an additional 20m x 4 lane pool.

## CHERWELL DISTRICT COUNCIL BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

- ◀ The two schools on education sites are Bloxham School - built in 1994 and refurbished in 2014, and Sibford School, built in 2003. Both are independent schools. Bloxham only operates for 5.5 hours in the peak period and Sibford School operates for 35.5 hours in the peak period.
- ◀ The overall stock of swimming pools is considered to be old.

### *Demand*

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

- ◀ The resident population of Cherwell in 2022 generates demand for 1,674m<sup>2</sup> of water, this increases to 2,169 m<sup>2</sup> in 2040. This is compared to the available supply of 1,445m<sup>2</sup> of water in the peak period and results in a negative supply demand balance of -229m<sup>2</sup> (2022) rising to 745m<sup>2</sup> in 2040.
- ◀ 2022 levels of satisfied demand (92.7%) are relatively high, and are projected to remain high in 2040 (90.7%). This is broadly in line with levels across Oxfordshire (92.9%) and higher than the England average (90.4%).
- ◀ Of the satisfied demand that is exported to neighbouring authorities (14.7 % in 2022 rising to (17.0% in 2040), the largest portion 65% in 2022 falling to (57% in 2040) goes to Oxford.
- ◀ Levels of unmet demand in 2040 (9.3%) are not predicted to rise significantly from those in 2022 (7.3%). In neither scenario do levels of unmet demand in their own right justify building new pool provision.
- ◀ Pools in Cherwell , which are modelled to be busy in 2022 (operating at an average of 75% capacity, are predicted to become even more so by 2040 (88.1% used capacity in the peak period).
- ◀ Used capacity is especially high at Bicester LC (77% used capacity in 2022, rising to 95% in 2040), Bloxham School (100% in both runs based on very limited community peak use hours (5.5 hours per week), and Spiceball LC (100% in both runs). NB the Sport England threshold, whereby a pool is deemed comfortably full is 70%).
- ◀ The FPM attributes the lower levels of used capacity at KGLC (53% in 2022 rising to 63% in 2040) to its relatively old age and resultant low attractiveness.
- ◀ There is scope to increase capacity at Spiceball LC where the main pool (6-lane) is available for community use for 39.5 hours<sup>40</sup> in the weekly peak period.
- ◀ It is recognised that current peak period hours are programmed for different activities and demand. A review of pool programmes can ensure that each pool is providing for the most popular activities at times residents want to swim. This may lead to a change of the balance in programming between, for example, learn to swim programmes and private use.

*Table 5.5: Demand findings from the FPM*

Element	FPM 2022	FPM 2040
Total demand	1,674 m <sup>2</sup>	2,169 m <sup>2</sup>
Satisfied demand	92.7 %	90.7%
Satisfied demand retained within Cherwell	85.3%	83.0%
Satisfied demand exported	14.7%	17.0%
Levels of unmet demand	7.3%	9.3%
% of unmet demand due to residents outside pool catchment (as opposed to no capacity)	94.0%	78.0%

<sup>40</sup> The FPM maximum peak period hours are 52.5 hours in the weekly peak period. Increasing the hours in the weekly peak period for some or all of the individual pools, will theoretically increase capacity and reduce the estimated used capacity to a more comfortable level.

# CHERWELL DISTRICT COUNCIL

## BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

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Used capacity	75.0%	88.1%
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### 2040 FPM Headline Strategic Overview

Headline findings from the 2040 FPM are as follows:

- ◀ The headline strategic overview is that a very high level of Cherwell's demand for swimming pools is met, with most retained within the District. The projected population growth to 2040 does not produce enough unmet demand in a single location to justify providing new swimming pool provision.
- ◀ Unmet demand is low and nearly all of it is located too far away from a facility. Unmet demand due to lack of swimming pool capacity is however higher in 2040, with most pool sites predicted to be very busy at peak times.
- ◀ There is some scope to increase the peak hours available at the public leisure centres, to create more capacity and accommodate more demand.
- ◀ The pool stock is old and while there is a good track record of modernisation, the most recent public leisure centre refurbishment was in 2009. Further modernisation or replacement of pools based on age and condition is of increasing importance.
- ◀ The assessment supports pool replacement at the locations of the current pool sites. Any replacement provision should consider a second learner pool to complement the provision at Bicester LC and possibly a larger main pool.

### 5.2: Demand

Consultation with Swim England confirms that in relation to UK wide participation local authorities with swimming pool water deficits are its highest priority. It notes that:

- ◀ There is a deficit of water provision (-109m<sup>241</sup>) in Cherwell.
- ◀ Community use swimming pools provide the accessible water space for a diverse range of water activities, which the general public and sports clubs are both able to use.
- ◀ Despite the water provision deficit, the area as a whole has a good amount of community available swimming facilities, able to cater for a diverse range of swimming activities.
- ◀ SLC is key, providing a versatile aquatic facility.
- ◀ Cherwell currently has facilities which Swim England would consider 'aged'. Meaning future replacement/redevelopment could be needed.
- ◀ A combination of the current small water deficit along with the high usage of aquatic facilities in the District, may suggest potential need for additional water provision in the future.

Swim England's view is that the current stock provides a good amount of community swimming, however a combination of the current small water deficit coupled with a high usage of the aquatic facilities in the District, may suggest potential for additional future provision. Due to the age of both BLC and KGLC, Swim England indicates that these sites should be considered for replacement/redevelopment.

#### Club consultation

Banbury SC, Bicester Blue Fins SC, Kidlington & Gosford SC, and Four Shires SC are the Swim England accredited clubs in the District. A precis of consultation with Banbury SC, Kidlington &

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<sup>41</sup> The figures provided by Swim England differ from the FPM. Swim England listed water space available during peak community hours as 1458m<sup>2</sup> (FPM – 1445m<sup>2</sup>), and demand was listed as 1,674 m<sup>2</sup> (FPM – 1674m<sup>2</sup>).

## CHERWELL DISTRICT COUNCIL

### BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

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Gosford SC, and Four Shires SC follows below along with summaries in respect to other activities which take places at pools in Cherwell.

*Banbury SC* has c.80 registered members. It caters for competitive swimmers from the age of eight upwards. It makes extensive use of SLC, with weekly sessions every Wednesdays (19:00-20:30), Thursday (18:30-21:00), Saturdays (08:00-09:00), Sundays (08:00-09:30). It also delivers Swim England's Learn to Swim programme for children aged from five, currently it has 45 children registered on the programme which operates at full capacity. Lessons take place in the pool at Bloxham School on Tuesday evenings. It also uses the lido at Woodgreen Leisure Centre during the summer (May-September), with regular bookings on Mondays (half pool 18:00-20:00), Tuesdays (half pool 18:00-20:00), Fridays (full pool 18:00-19:30), and Saturdays (half pool 07:30-9:00). It reports some capacity for growth and has resource in place to accommodate up to 100 members. It reports that overall, facilities work well for it although it was indicated during consultation that lane ropes at SLC are in need of replacement. Furthermore, it highlighted that the electronic timing board at the same site has not been maintained and is no longer functional, meaning the Club is required to use manual timing for swimming galas.

*Bicester Blue Fins SC* has c.135 registered members. It extensively utilises the main pool at BLC, with weekly sessions on Monday (05:45-06:55 & 18:05-19:55), Tuesdays (05:45-07:30), Thursdays (05:45-07:30), Fridays (05:45-06:55 & 17:00-20:00), Saturdays (06:30-08:30), and Sundays (17:30-20:00). It also accesses pools outside of Cherwell, with five weekly sessions taking place at Stowe School (Buckinghamshire), and three weekly sessions at Brackley Leisure Centre (West Northamptonshire). It reports that it previously ran a Learn to Swim programme at BLC, however, this ceased in 2019 due to a conflict of interest with lessons organised by Legacy Leisure. The Club indicates a desire to host swimming competitions, however, the pool at BLC is not of the correct size and set up to accommodate this.

*Kidlington & Gosford SC* has c.100 members. It reports that numbers have grown as Covid-19 restrictions have eased. It caters for competitive swimmers from the age of seven through to senior masters. Its senior members compete in the Oxfordshire & North Bucks structured swimming meets, along with county championships and regional and national events. Junior members take part in a range of age-appropriate licensed open meets and team galas throughout the local area. It considers itself to be a family orientated club, running recreational sessions alongside competitive squad-based sessions. It only uses the pool at KGLC, routinely booking it on Mondays (06:00-07:30 & 20:00-21:00), Wednesdays (06:00-07:30 & 20:00-21:00), Thursdays (06:00-07:55), Fridays (06:00-07:30), and Saturdays (10:15-12:15). It also uses the lido at WLC for two sessions per week through the summer. It reports that the 4-lane pool restricts its growth potential and that it is not in a position to host swimming competitions due to pool size and limited spectator facilities.

*Four Shires Swimming Club* has c.250 members. Its reach covers both Oxfordshire and Gloucestershire and caters for competitive swimmers and individuals aiming to develop their fitness through swimming. It primarily serves children aged 8-18, although does have some adult members. It is focused on the development of swimmers with a clear objective of reaching competitive standard of an open gala through county or regional finals. In Cherwell it utilises the pool at Sibford School for two, weekly, training sessions.

*Oxford Triathlon Club* is known to use the pool at KGLC (Fridays 19:00-20:00). This information was verified by site operator. It was also verified by Legacy Leisure that *Bicester Triathlon Club* uses the main pool at BLC (Saturday's 15:45-17:45).

*Cherwell Canoe Club* is known to use the pool at Bloxham School on Wednesday evenings through the winter (19:00-20:00), this was verified during consultation with the School. The Club

## CHERWELL DISTRICT COUNCIL BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

switches venues to the lido at WLC during the summer (Wednesdays 19:00-21:00 and Sundays 18:00-21:00). *Team Cherwell Triathlon* is also known to use the pool between September-April (19:00-20:00 on a Wednesday and 19:00-20:00 on a Friday), the Club then switches to the lido at WLC during the summer months (Tuesdays 18:00-19:00 & Fridays 19:00-20:00).

As abovementioned *Kick & Splash* manages the pool at The Warriner School. During consultation it indicated that it utilises the site seven days per week; Monday-Friday (15:30-20:00), Saturdays (08:30-17:30) and Sundays (09:00-11:00). The pool is mainly used for the delivery of swimming lessons, which are operating at c.90% capacity (700 – capacity 775). The Company indicates that it is currently operating with a waiting list of c.250. It was intending to expand its lessons up to full capacity from April 2022 onwards as it had not been able to do so prior to this due to teaching/coaching capacity. It would like to expand into other sites across the District, however, it struggles to access other pools.

Water Babies is a commercial company operating across the UK. It partners with Swim England and delivers swimming lessons to babies through to children aged five. It runs sessions at Sibford School on Wednesdays (09:30-12:00) and Fridays (09:30-11:30).

### Swimming lessons

Children’s swimming lessons are delivered at all four publicly accessible pools in Cherwell (all data is from February 2022). Current lesson volumes are as follows:

- ✦ BLC – operating at 92% of capacity (1,316 – capacity 1,463).
- ✦ KGLC– lessons operating at 72% of capacity (718 - capacity 985).
- ✦ SLC – lessons operating at 83.1% of capacity (1,662 - capacity 1,980).

### 5.3: Sport England’s Facilities Calculator (SFC)

As noted earlier, this assists local planning authorities to quantify additional demand for community sports facilities generated by new growth populations, development and regeneration areas.

It can be used to estimate facility needs for whole area (district) populations but should not be applied for strategic gap analysis as it has no spatial dimension as it does not take account of:

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

Table 5.9: Sports facilities calculator

Factor	Population 2021 (2021 Census ONS)	Population estimate 2040 (Oxfordshire Insight/Local Plan Review)
ONS population projections	161,024	208,698
Population increase	-	47,674
Facilities to meet change in demand	-	+9.78 lanes or 2.44 swimming pools
Estimated Cost		£10,998,242.

(Build costs for Table 6.9 are correct as of Q3, 2022, BCIS July 2022).

# CHERWELL DISTRICT COUNCIL

## BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

Calculations assume that the current swimming pool stock remains available for community use and the quality remains the same. The projected increase in population will lead to an increase in demand for swimming space. The SFC indicates a requirement for an additional 9.78 lanes (equivalent to 2.44 swimming pools, up to 2040 (estimated cost: £10,998,242).

### Summary

Findings from the Sports Facility Calculator and the Facilities Planning Model indicate that the expected increase in population in Cherwell due to housing growth will have the effect that swimming pools will become busier, to the extent that current public pool provision will struggle to cope with demand by 2040. Whilst potential new provision at David Lloyd Bicester will ease some pressure on public facilities, this site will not be accessible to all residents due to it having a primarily commercial focus.

The current location of swimming pools in Cherwell meets a very high proportion of demand from residents, so focus should be placed on a) increasing programmed peak time availability and b) considering the expansion of existing facilities (in particular Bicester) as part of a medium / long term capital investment strategy

In the shorter term, programming at Spiceball LC and the other key public leisure sites should be investigated to ensure that the most popular activities are available at peak times.

### 5.4: Summary of key facts and issues

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

Facility type	Swimming pools	
Elements	Assessment findings	Specific facility needs
<b>Quantity</b>	There are nine pools (160m <sup>2</sup> ) on eight sites; seven main pools, and one teaching pool.	The FPM shows a water provision deficit. The Leisure Facilities Needs Review (2020) presented options to enhance/ expand provision at BLC and KGLC.
<b>Quality</b>	SLC and Bloxham School pools are good quality. Bannatyne and Sibford School are above average. Pools at BLC and KGLC are below average quality. All pools were opened within or have been refurbished in the last 20 years.	There is a need to maintain the current stock of swimming pools with ongoing investment. A medium to long-term plan to replace / refurbish/expand BLC and KGLC is required.
<b>Accessibility</b>	The whole Cherwell population lives within 20 minutes' drive of a swimming pool. Just under half (47.2%) reside within 20-minutes' walk (including 54% of those living in areas of higher deprivation). Pay and play access is available within a 20-minute walk time for 41% of residents; 5.8% live in areas of high deprivation).	The FPM and KKP audit identify that overall average used capacity for Cherwell pools is 75% (increasing to 88.1% in 2040). Three sites are currently operating above the Sport England 70% comfort threshold. Used capacity at public leisure sites (especially SLC and BLC) should be monitored closely.

## CHERWELL DISTRICT COUNCIL BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

Facility type	Swimming pools	
Elements	Assessment findings	Specific facility needs
<b>Availability</b> (Management and usage)	BLC, KGLC & SLC pools are available on a pay and play basis. Bloxham and Sibford Schools are available on a block-booked basis. Bannatyne is membership based Warriner School is run by a 3rd party BLC, KGL, SLC, The Warriner School and Bloxham School accommodate lessons	Maintain good relationship with education sites. Programming at SLC needs to be reviewed to ensure that the most popular activities are available at peak times.
<b>Summary</b>	<p>Each facility is important to the community served – they should be protected in accordance with Paragraph 99 of the NPPF.</p> <p>There is a need to maintain and improve pool quality in the area via good maintenance programmes.</p> <p>There is a need for new provision in Bicester to support expected population growth. This could take the form of expansion of the existing leisure centre<sup>42</sup> which is in need of replacement due to its age.</p> <p>There is also a requirement for a long-term plan to replace/refurbish/possibly extend the pool at KGLC.</p> <p>In the short term, programming at key sites should be investigated to ensure the most popular activities are available at peak times.</p>	

<sup>42</sup> As of March 2023 plans for a new learner pool at BLC are now at design stage:  
<https://www.cherwell.gov.uk/LeisureInvestments?fbclid=IwAR1aulnM96uTzQiD4yi50biYigZTFKTIY9HNbrJMwOLbe0dE-39QR2rlmc>

### SECTION 6: HEALTH AND FITNESS SUITES

For the purposes of assessment, health and fitness suites are normally defined as venues with 20 stations or more. A station is a piece of static fitness equipment; larger health and fitness centres with more stations are generally able to make a more attractive offer to both members and casual users. They 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. Key providers are private sector operators (ranging from low-cost operators to the high-end market) and the operators of public sector facilities. The publicly owned facilities can be managed by companies and/or Trusts (such as GLL and Everyone Active, for example) on behalf of the local authority or are managed inhouse, by the local authority itself. Other providers include schools, trusts and/or charities.

Prior to the Coronavirus pandemic, the UK health and fitness industry was enjoying a strong period of growth. It had more gyms, more members and a greater market value than ever before. Data up to the 12-month period ending March 2019, demonstrated an estimated increase of 4.7% in the number of members, 2.9% in the number of facilities and 4.2% in market value. Pure Gym and GLL remained the UK's leading operators (by number of gyms and members).

According to the State of the UK Fitness Industry Report (2019) there were 7,239 fitness facilities in the UK, up from 7,038 in 2018. Total industry membership was up 5.0% to 10.4 million which means that one in seven people in the UK is a member of a gym. The total market value is estimated at £5.1 billion, up 4.1% on 2018. The UK penetration rate is at 15.6%, which is an increase of 0.7% from the previous year. The 2019 report is the latest report available.

During 2020, and in the midst of social distancing restrictions (following an average 4-5 month period of enforced closure), many health and fitness providers were achieving a maximum figure of 40-50% of normal attendance. In the case of local authority contracted facilities, remobilisation following the relaxation of restrictions is likely to require a negotiated package of financial support from the Local Authority.

The impact of the Coronavirus pandemic on the sector is likely to continue well into 2021 (and beyond) in terms of enforced facility closure and residual social distancing restrictions. Many providers have responded by designing a variety of on-line classes as a means of retaining member loyalty and engagement. Nevertheless, estimating when a likely return to pre-pandemic membership levels will be achieved is problematic, and it is likely that a level of uncertainty will remain for the foreseeable future in terms of business sustainability.

#### 6.1: Supply

##### *Quantity*

As is illustrated overleaf there are 21 health and fitness gyms in Cherwell with 1,344 stations. Generally, they are located in more densely populated areas, especially in and around Banbury and Bicester. Spatially there is a good even spread of facilities across the District with all main population centres being served.

# CHERWELL DISTRICT COUNCIL BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

Figure 6.1: All health and fitness facilities in Cherwell on population density

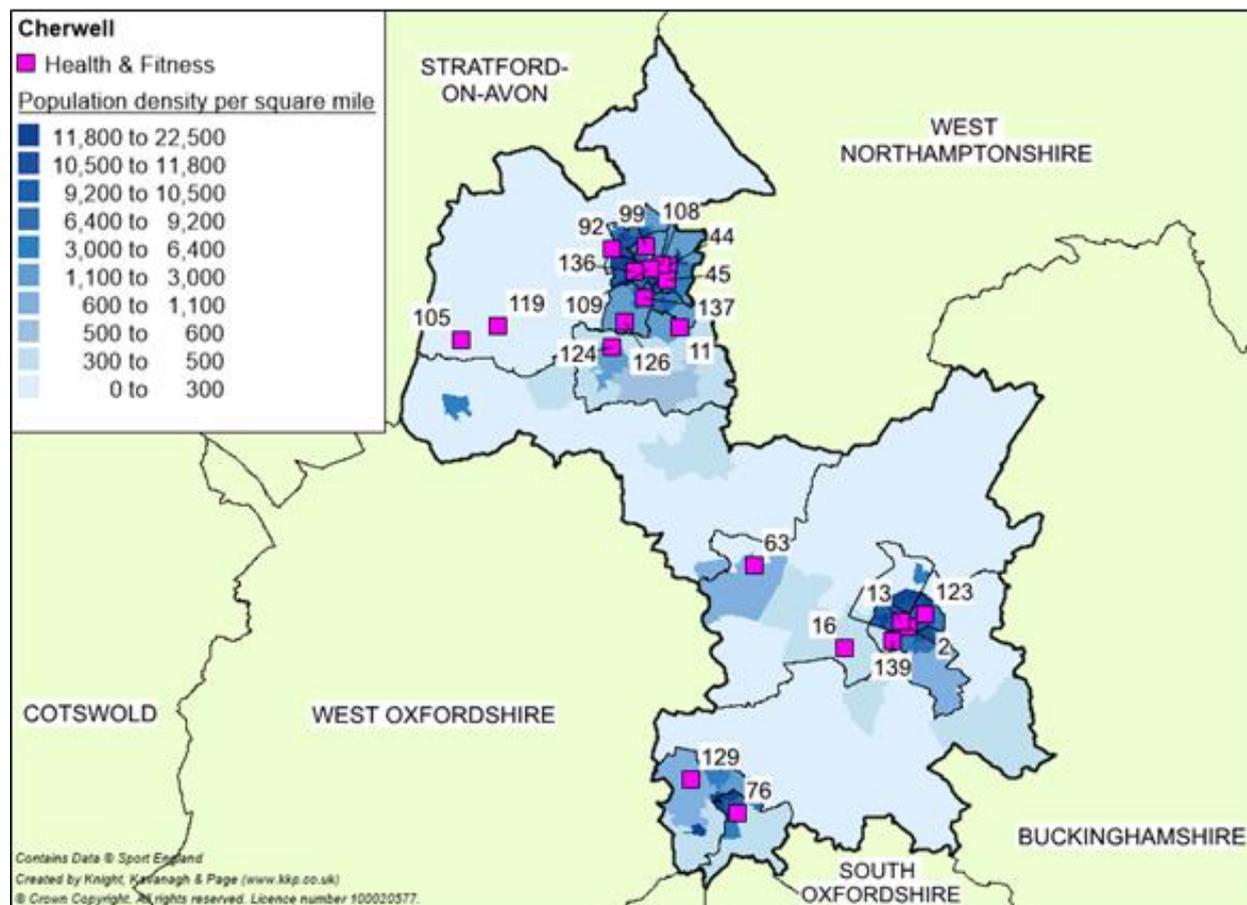


Table 6.1: All health and fitness gyms in Cherwell

ID	Site	Stations	ID	Site	Stations
2	Anytime Fitness (Bicester)	60	108	SLC	150
11	Bannatyne Health Club (Banbury)	84	109	Spit 'N' Sawdust	10
13	BLC	91	119	Swalcliffe Park School Trust	10
16	Bicester Hotel Golf & Spa	80	123	The Gym Bicester	63
44	Kayi Fitness Club	50	124	The Warriner School	10
45	EP Gym	6	126	Tudor Hall School	6
63	Heyford Park Free School	40	129	Vida Health And Fitness	100
76	KGLC	80	136	Woodgreen Leisure Centre	60
92	North Oxfordshire Academy	8	137	Wykham Park Academy	6
99	Pure Gym (Banbury Cross)	220	139	Pure Gym (Bicester)	200
105	Sibford School	10			
<b>Total</b>					<b>1,344</b>

Fitness facilities containing fewer than 20 stations are typically not assessed/considered although they can service small sections of the community. Where this is the case they are included. On this basis, the number of community available sites reduces to 13 with 1,278 stations. In addition to the 80 stations situated in the main gym at KGLC, there is also a dedicated free weights room which is used exclusively by Kidlington Weightlifting Club.

# CHERWELL DISTRICT COUNCIL BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

## Quality

All community available sites had a non-technical quality assessment, the exception being The Gym Bicester where access was, despite numerous requests, not possible.

Figure 6.2: Health and fitness suites with 20+ stations on population density by condition

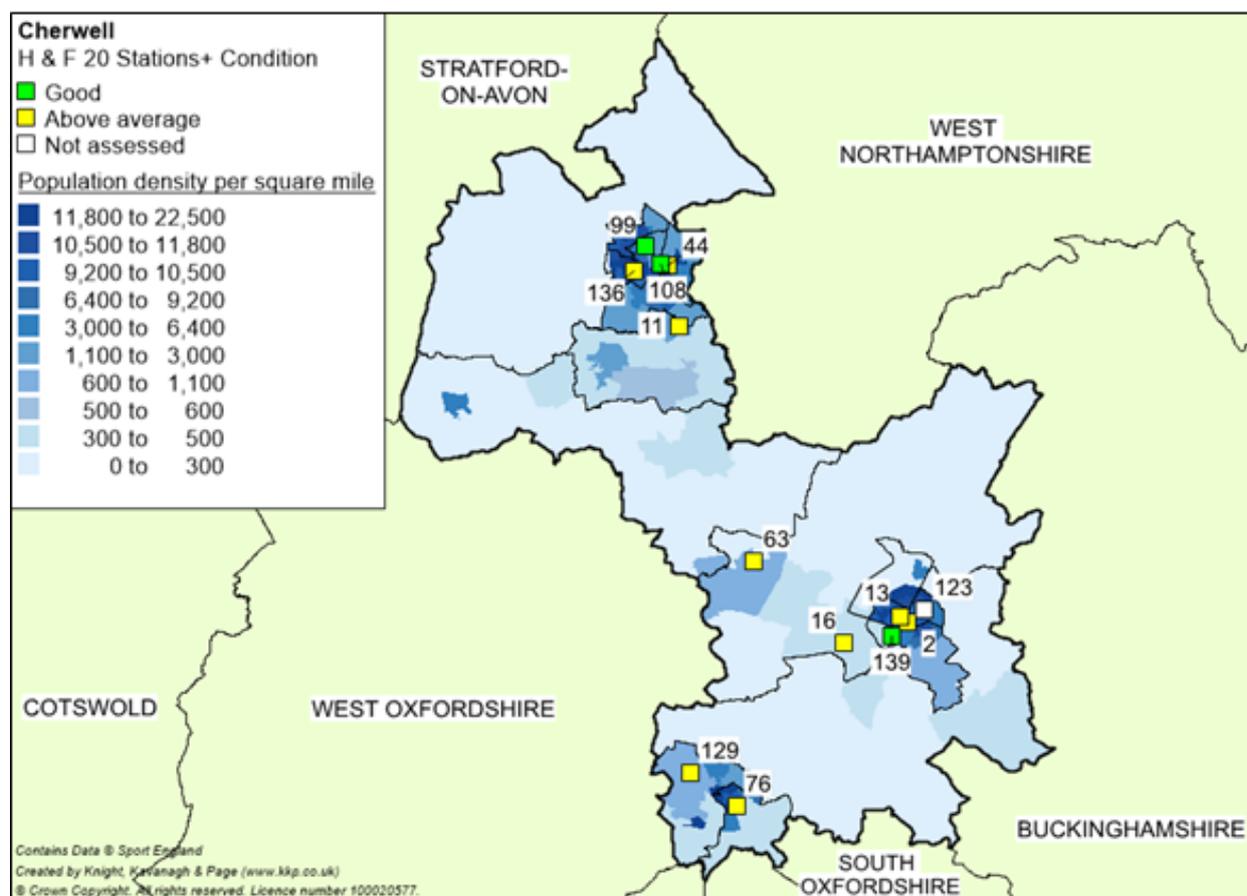


Table 6.2: Health & fitness suites with 20+ stations by condition

ID	Site	Stations	Condition
1	Anytime Fitness (Bicester)	60	Above average
11	Bannatyne Health Club (Banbury)	84	Above average
13	BLC	91	Above average
16	Bicester Hotel Golf & Spa	80	Above average
44	Kayi Fitness Club	50	Above average
63	Heyford Park Free School	40	Above average
76	KGLC	80	Above average
99	Pure Gym (Banbury Cross Retail Park)	220	Good
108	SLC	150	Good
123	The Gym Bicester	63	Not assessed
129	Vida Health And Fitness	100	Above average
136	WLC	60	Above average
139	Pure Gym (Bicester)	200	Good
<b>Total</b>		<b>1,278</b>	

## CHERWELL DISTRICT COUNCIL BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

The health and fitness suite at SLC received some minor refurbishments in 2021. Similarly, the gym at KGLC has been improved in recent years. Some of the stations at this site have been repurposed into an area adjacent to the pool as a flexible area for additional health and fitness provision (outside the main gym area). The gym area and reception at WLC was fully refurbished in 2017.

In summer 2022 an existing squash court at BLC has been converted into a multi-functional gym space.

### Accessibility

The Sport England classification of access type defines registered membership use facilities as being publicly available. For health and fitness suites, this generally means payment of a monthly membership fee which can vary considerably. Private operators do not have a contractual obligation to, for example, offer exercise referral nor do they necessarily actively target hard to reach groups. It is also acknowledged that some memberships are expensive while others are cheaper than those offered by public sector venues. There is little doubt that the various private operators can take pressure off the more available public facilities.

As with pools and sports halls, appropriate walk and drive-time accessibility standards are applied to health and fitness suites to determine provision deficiencies or surpluses. The normal acceptable standard is a 20-minutes' drive time. Just under two thirds (64.7%) of the Cherwell population lives within 20 minutes' walk of a health and fitness facility with 20+ stations. Consequently, 35.3% of the population is likely to need to use a car or public transport to access facilities. Essentially the whole (99%) population lives within 20 minutes' drive of a health and fitness facility.

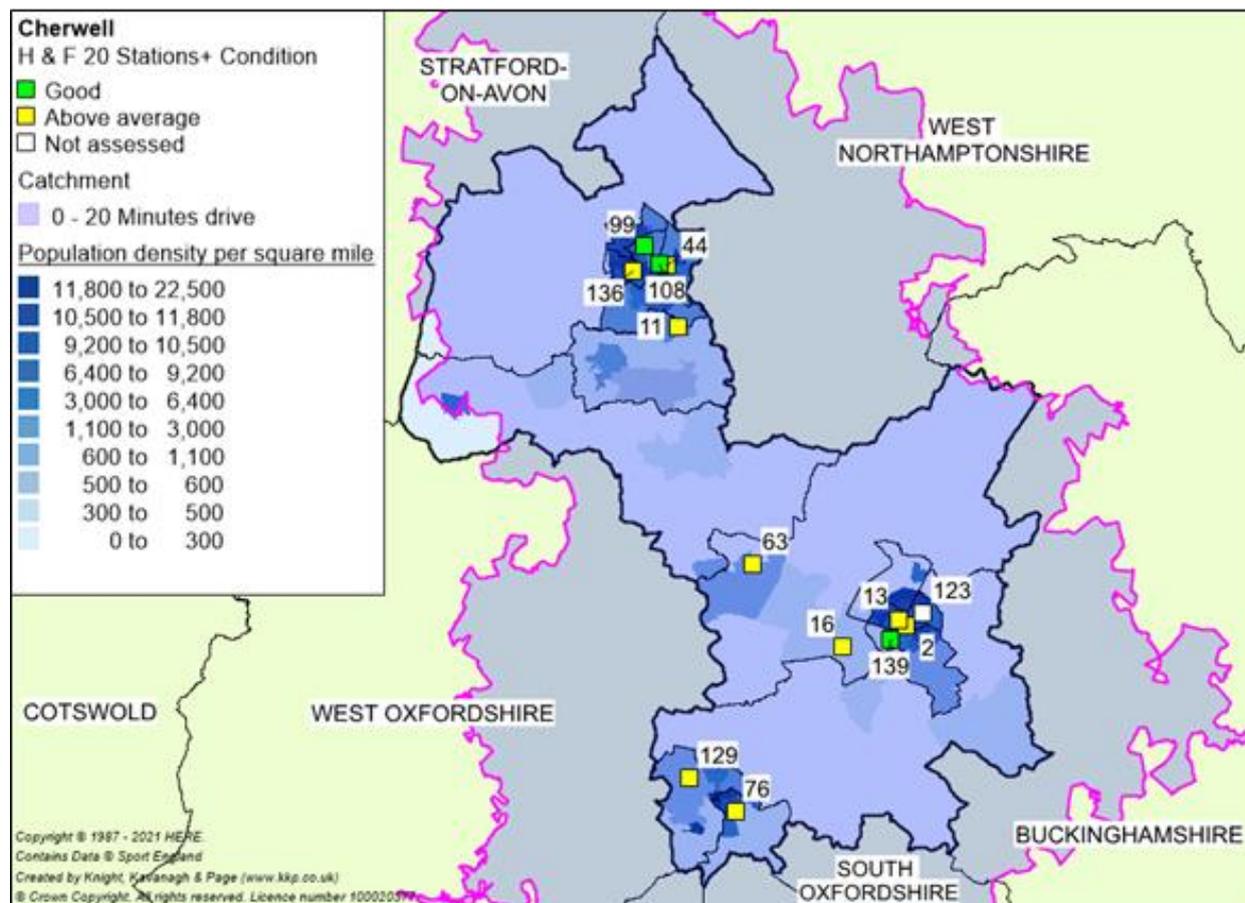
Table 6.3 identifies that 15,513 (10.8%) of the Cherwell population live in the top 30% most deprived IMD bandings. Of these, all residents live within one mile of a health and fitness facility. (This equates to 100% of people who live in areas of higher deprivation), suggesting that the health and fitness facilities are well placed on this measure.

Table 6.3: IMD (2019 populations): health and fitness 20+ stations with 1 mile radial

IMD 10% bands	Cherwell		Health & Fitness (minimum 20 stations) 1 mile radial catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	0	0.0%	0	0.0%	0	0.0%
10.1 - 20	9,496	6.6%	9,496	6.6%	0	0.0%
20.1 - 30	6,017	4.2%	6,017	4.2%	0	0.0%
30.1 - 40	8,888	6.1%	7,298	5.0%	1,590	1.1%
40.1 - 50	12,500	8.6%	9,325	6.4%	3,175	2.2%
50.1 - 60	15,843	10.9%	6,163	4.3%	9,680	6.7%
60.1 - 70	30,031	20.7%	15,764	10.9%	14,267	9.8%
70.1 - 80	17,706	12.2%	11,203	7.7%	6,503	4.5%
80.1 - 90	29,209	20.2%	16,331	11.3%	12,878	8.9%
90.1 - 100	15,220	10.5%	12,226	8.4%	2,994	2.1%
<b>Total</b>	<b>144,910</b>	<b>100.0%</b>	<b>93,823</b>	<b>64.7%</b>	<b>51,087</b>	<b>35.3%</b>

# CHERWELL DISTRICT COUNCIL BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

Figure 7.3: Health and fitness suites with walk/drive time catchment on IMD



## Neighbouring facilities

Health and fitness facility users do not just use venues in their own authority, consequently those within two miles of the border are considered. As identified in Figure 6.4 there are five such facilities offering a total of 301 stations.

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

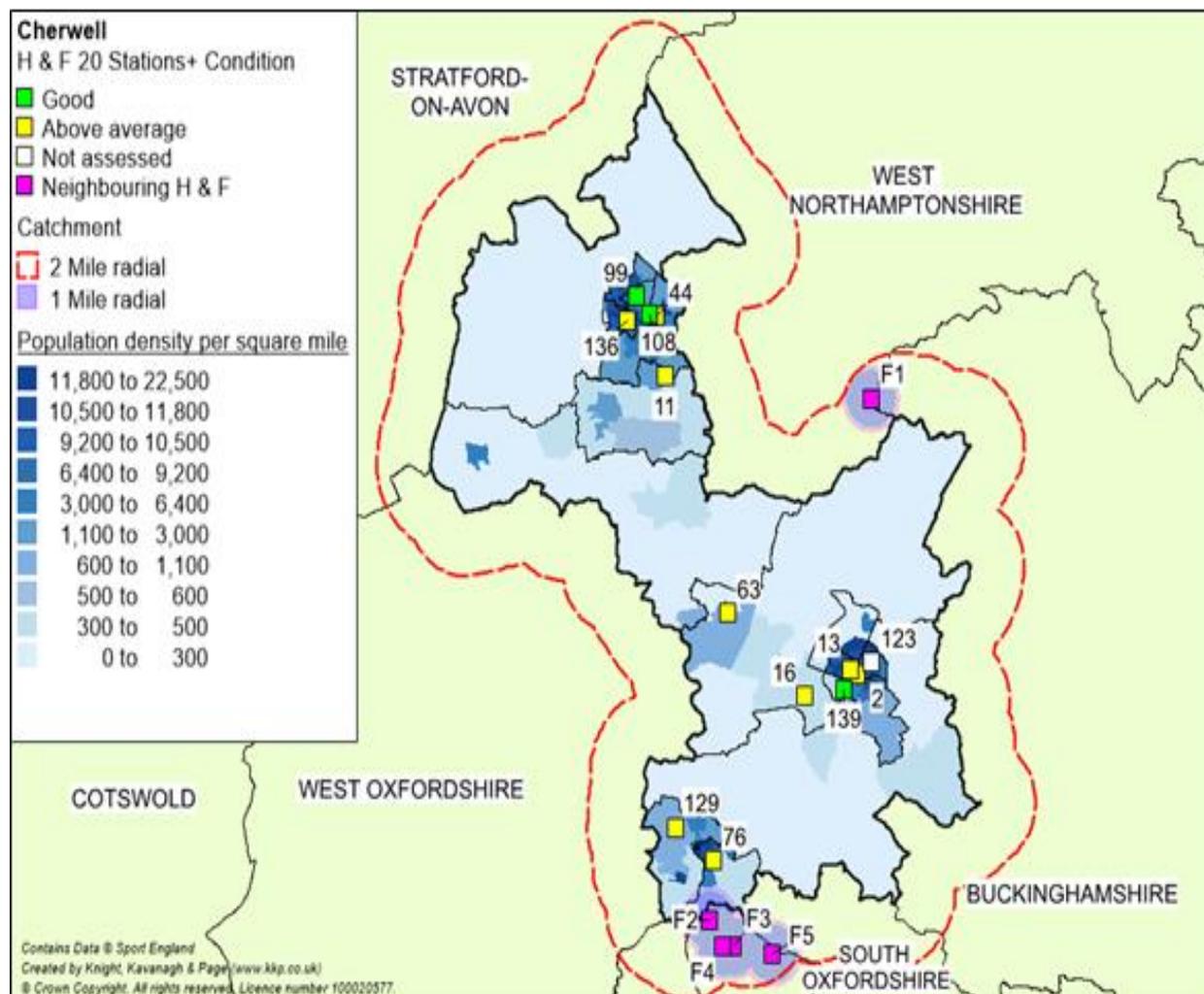
ID	Active Places site name	Stations	Access type	Authority
F1	B3 Fitness	40	Reg. membership	West Northants.
F2	Jurys Inn Oxford	21	Reg. membership	Oxford
F3	Ferry Leisure Centre	100	Pay & play	Oxford
F4	Nuffield Health (Oxfordshire Health & Racquets Club)	120	Reg. membership	Oxford
F5	Oxsrad Integrated Sport & Leisure Centre	20	Reg. membership	Oxford

(Source: APP 03/05/2022)

One offers pay and play availability while the others require some form of membership. The sites are primarily clustered to the south in Oxford, and one site is located to the east in Buckinghamshire.

# CHERWELL DISTRICT COUNCIL BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

Figure 7.4: Fitness gyms with 20+ stations within 2 miles of Cherwell boundary



## Availability and programming

Sport England’s classification of access type defines registered membership use facilities as publicly available. However, the cost of monthly membership fees can vary considerably. It is acknowledged that those which may be considered expensive offer access to different market segments and can ease pressure on facilities which offer cheaper membership options. In total, seven gyms require a membership to access their facilities (as shown below), the remaining six offer pay and play availability.

Table 6.5: Health and fitness gyms access policy (20+ stations)

Map ID	Site	Stations	Access type
2	Anytime Fitness (Bicester)	60	Reg. membership
11	Bannatyne Health Club (Banbury)	84	Reg. membership
13	BLC	91	Pay & play
16	Bicester Hotel Golf & Spa	80	Reg. membership
44	Kayi Fitness Club	50	Reg. membership
63	Heyford Park Free School	40	Reg. membership
76	KGLC	80	Pay & play

## CHERWELL DISTRICT COUNCIL BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

Map ID	Site	Stations	Access type
99	Pure Gym (Banbury Cross Retail Park)	220	Reg. membership
108	SLC	150	Pay & play
123	The Gym Bicester	63	Pay & play
129	Vida Health And Fitness	100	Reg. membership
136	WLC	60	Pay & play
139	Pure Gym (Bicester)	200	Pay & play

Table 6.6: Pricing structure of health and fitness facilities in Cherwell (as of June 2022)

Venue	Pay & play	Annual	12-month DD	Notes
Anytime Fitness (Bicester)		£395.00	£39.95	Six month up front and DD packages also available. Involves an additional £35 joining fee.
Bannatyne (Banbury)			£64.99	Includes access to pool. Cheaper off-peak packages also available.
Bicester Leisure Centre	£9.85 (peak)	£421.20	£39.00	Monthly fee (no contract or joining fee), flexible membership with a one month cancellation policy is £44.00. Includes access to exercise classes and use of Pool, and off-peak racquet sports. Cheaper offers for students/ concessions.
Bicester Hotel Golf & Spa			£89.50	Includes access to pool and outdoor open water facilities. Cheaper option of £79.50 for gym only membership.
Kayi Fitness Club		£280.00	£24.99	12-month DD no contract deal - cancel at any point. Premium membership also available which includes access sauna facilities etc...
Heyford Park Free School		£200.00	£20.00	12-month DD is a no contract deal and can be cancelled at any point.
Kidlington & Gosford Leisure Centre	£10.30 peak £8.55 off peak	£421.20	£39.00	Monthly fee (no contract or joining fee), flexible membership with a one month cancellation policy is £44.00. Includes access to exercise classes and use of Pool, and off-peak racquet sports. Cheaper offers for students/ concessions.
Pure Gym (Banbury Cross)	£6.99 (day)		£20.99	Monthly fee includes no contract and no joining fee.
Spiceball Leisure Centre	£10.30 peak £8.55 off peak	£421.20	£39.00	Monthly fee (no contract/joining fee) flexible membership with one-month cancellation policy is £44.00. Includes access to classes, pool, an off-peak racquet sports. Cheaper for concession and students. Flexible monthly contracts available.
The Gym Bicester			unknown	
Vida Health And Fitness		£450.00	£35.00	Student offers also available.
Woodgreen Leisure Centre	£6.80 (peak)	£270.00	£26.00	Monthly fee with no contract/joining fee. Flexible membership with one-month cancellation policy is £31.00. Includes access to pool and classes. Cheaper offers for students/concessions.
Pure Gym (Bicester)	£8.99 (day pass)		£26.99	Monthly fee includes no contract and no joining fee.

## CHERWELL DISTRICT COUNCIL

### BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

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The cost of accessing health and fitness facilities varies across the Authority. As shown in Table 6.6 the four Legacy Leisure sites offer pay and play access ranging from £6.80-£10.30 per session, furthermore, both Pure Gym sites also offer pay and play access for £6.99-£8.99. Monthly membership costs vary significantly, the most expensive being Bicester Hotel Golf & Spa (£89.50 pcm). The least expensive is Heyford Park Free School (£20.00 pcm). It must be noted that certain membership packages automatically include pool access to which makes comparison difficult.

The Legacy Leisure facilities face competition for membership signups from commercial operators across the District, especially when considering the fact that some gyms such as Pure Gym present significantly cheaper membership fees, although membership at the public leisure centres offer multi activity options (e.g., swimming and fitness classes), whereas this is not always matched by commercial operators. It is recognised that well run health and fitness facilities with studios can offset the costs and enhance the financial viability of other venue elements such as swimming pools and in many instances are used to cross subsidise such facilities.

Legacy Leisure also delivers a GP referral scheme at all its sites in partnership with the local CCG. The is available to people over the age of 16 referred by a health professional. The programme offers supported gym-based activity with a specialist trainer.

#### *Future developments*

The following health and fitness gyms are currently being developed/considered across the District:

#### *David Lloyd Bicester*

As abovementioned in section 5.1, This new site is due to open in Autumn 2022 and will feature an extensive gym (exact number of stations unknown), along with an outdoor fitness space. Access to the health and fitness facilities will be available via a membership.

***March 2023 update – the David Lloyd Bicester site is now open and fully operational.***

#### *Potential extension of health and fitness provision Bicester Leisure Centre*

As identified in section five the Leisure Facilities Needs Review (2020) shortlisted options for building replacement/refurbishment, which primarily focuses on replacing existing and extending swimming provision. Due to the overall condition of the building and to drive efficiencies of potential capital spend overall recommendations include replacement/upgrade of the full building. Those relevant to health and fitness provision include:

- ◀ Removal of the ground floor health suite and adjacent 'dry' changing rooms and creation of a dual aspect viewing area with vending and social space between the main pool and the sports hall.
- ◀ Conversion of the existing first floor café/viewing area into an extended fitness space, comprising additional gym and/or group exercise space.
- ◀ Refurbishment of the existing gym and group exercise studios.

#### *Kidlington & Gosford Leisure Centre*

# CHERWELL DISTRICT COUNCIL

## BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

In the short-listed options for the potential swimming pool expansion at Kidlington & Gosford Leisure Centre it also includes options for creation of a new dedicated spin studio adjacent to the existing main studios.

### 6.2: Demand

Health and fitness via exercising in a gym or class environment is a highly popular form of exercise, appealing to men and women across a range of age groups. To identify the adequacy of provision a demand calculation based upon the assumption that 'UK penetration rates' will increase slightly in the future is applied. Population increases are also factored in to enable a calculation of whether current supply will meet future demand.

*Table 6.8: UK penetration rates; health/fitness in Cherwell (Oxfordshire Insight data)*

	<b>Curent (2021)</b>	<b>Future (2030)<sup>43</sup></b>
Adult population (16+ years)	121,147	153,121
UK penetration rate	16.0%	17.0%
Number of potential members	19,384	26,031
Number of visits per week (1.75/member)	33,291	45,553
% of visits in peak time	65	65
No. of visits in peak time (equated to no. of stations required i.e., no. of visits/39 weeks*65%)	565	759
<b>Number of stations (with comfort factor applied)</b>	<b>848</b>	<b>1139</b>

*Model applies 1.75 visits/week by members and 65% usage for 39 weeks of the year. (Figures rounded up/down)*

Based upon UK penetration rates there is current need for 848 stations in Cherwell. This will grow to 1139 by 2030; taking into account of a comfort factor (particularly at peak times). When comparing the current number of community available stations (1,278) and accounting for the comfort factor, there is a current surplus of c.430 stations. This would indicate that there is significant capacity across the health and fitness stock with capacity to accommodate future demand created through projected population growth. Furthermore, it is expected that residents in the south of the district are likely to access facilities within Oxford, especially the two larger sites.

It is not uncommon for the private sector to identify niche markets and fill them with stations which make the market appear congested. The key issue is that while some of these may be budget operators this does not necessarily make them available to harder to reach groups and people from areas of (relative) disadvantage (as cost is only one factor which may hinder usage). Especially those that require transport to access such facilities.

### ***Demand at Legacy Leisure managed sites***

The industry benchmark on station utilisation is based on c.30 members per station (total health & fitness members). Legacy Leisure provided membership<sup>44</sup> data for all four public leisure sites. This along with a member/station ratio has been applied in Table 6.10 below:

*Table 6.10: Total fitness membership and station ratio for Legacy Leisure managed sites*

<sup>43</sup> Population projections provided to 2030 due to the absence of an age banding breakdown for 2040 at the time of writing.

<sup>44</sup> Data provided on 20.05.2022, includes pre-paid memberships. 'Gym and Swim' members pay and play entries not included.

# CHERWELL DISTRICT COUNCIL BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

Site	Stations	# H&F members	# Members per station
BLC	91	1813	19.9
KGLC	80	988	12.35
SLC	150	1616	10.7
WLC	60	552	9.2

All four sites are operating well below the industry benchmark, however, it is likely that the data is skewed as it does not include 'gym and swim' members.

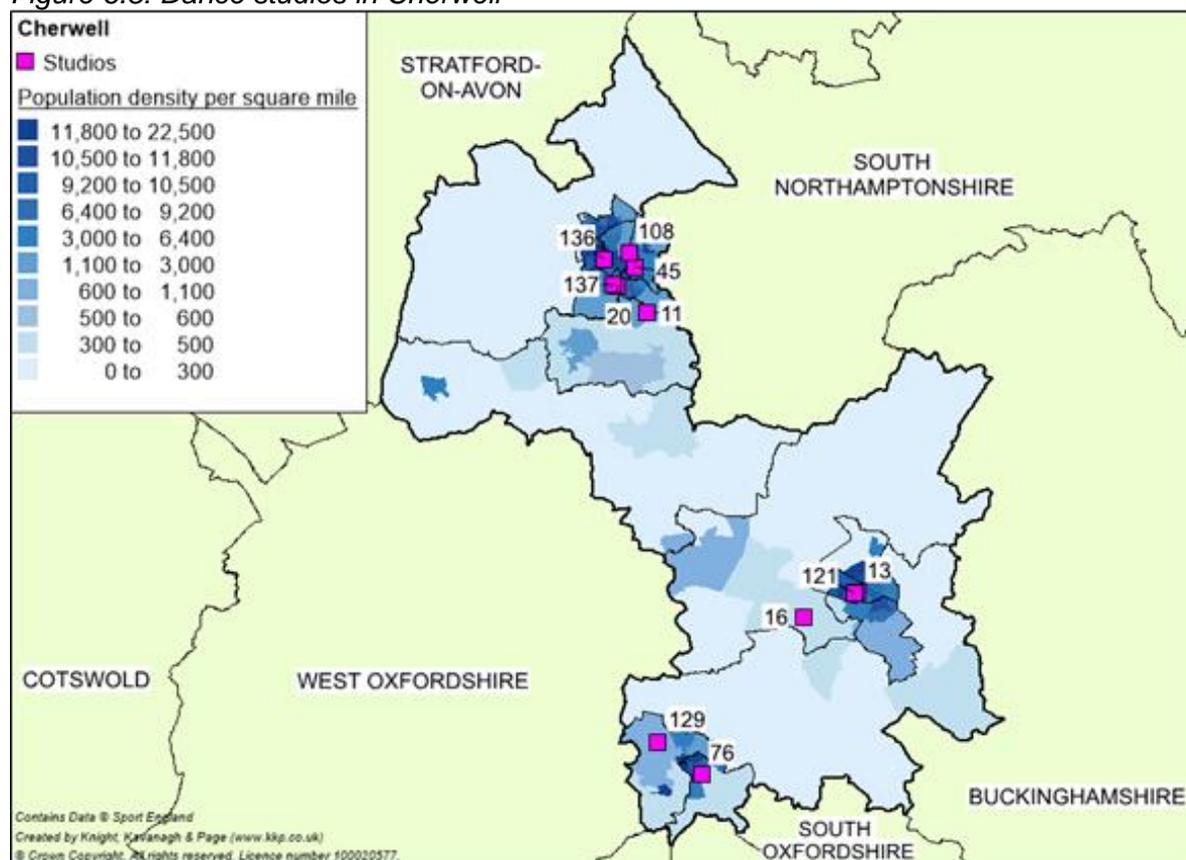
## Supply and demand analysis

As noted earlier, fitness facilities are an important facet of leisure provision and have been a successful addition to sports centres over the past three decades. Income derived can help to offset the cost/underpin the viability of other aspects of leisure provision, especially swimming and targeted physical activity programmes such as GP referral. In Cherwell, the challenge is to provide opportunities for people from areas of higher deprivation who are less likely to be able to afford or choose to access provision and do not have the transport to access them.

### 6.3: Dance studios

Dance studios are an important element of the wider health, fitness and conditioning market. They vary in size, shape, quality of environment, access to sprung wooden floors and quality of ancillary facilities. There has been an increase in the number of people accessing fitness classes as identified in increased UK penetration rates. Activity types offered also vary from low impact classes such as Pilates and yoga to dance, step, boxercise and Zumba. It is worth noting that dance classes/clubs are key users of studio spaces throughout the country.

Figure 6.5: Dance studios in Cherwell



## CHERWELL DISTRICT COUNCIL BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

Of the 18 studios assessed, four are considered to be in good condition, 12 above average, and one below average. Five are available for pay and play based use, four are available via sports club/association and the remaining eight require a membership to access.

Table 6.9: Table of studios in Cherwell

ID	Site name	Access	Condition
11	Bannatyne Health Club Banbury (two studios)	Reg. membership	Good
13	BLC (three studios)	Pay & play	Good
16	Bicester Hotel Golf & Spa (two studios)	Reg. membership	Above average
20	Blessed George Napier School	Sports Club / CA	Above average
45	EP Gym	Reg. membership	Above average
76	KGLC (x2 studios)	Pay & play	Above average
108	SLC (x2 studios)	Pay & play	Above average
121	The Bicester School	Sports Club / CA	Below average
129	Vida Health & Fitness	Reg. membership	Above average
136	WLC (x2 studios)	Pay & play	Above average
137	Wykham Park Academy	Sports Club / CA	Above average

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

It was indicated during the site visit at SLC that its studios had received minor refurbishment in recent years. Studios at WLC were upgraded as part of the main building refurbishment in 2017. At BLC a new spin studio was added in January 2022, and the other studio spaces were refurbished in 2021.

Consultation with Legacy Leisure indicated that studios across all sites are very popular with a variety of different classes available ranging from Pilates to Yoga.

### 6.4: Summary of key facts and issues

Facility type	Health & fitness	
Elements	Assessment findings	Specific facility needs
<b>Quantity</b>	13 community available gyms have 20+ stations. They provide 1,273 stations. There are 18 studios. Of the five gyms in neighbouring authorities, two have 100+ stations.	There is sufficient supply to meet current and future demand. New provision is planned in the Bicester area.
<b>Quality</b>	Three gyms are of good quality and nine are above average. One gym was unassessed.	There is a need to maintain quality across the stock.
<b>Accessibility</b>	Main population areas all have health/fitness facilities and the whole population lives within a 20-minute drive of a health and fitness gym. 64.7% live within one mile of a gym. All residents in areas of higher deprivation live within one mile of a health and fitness gym.	There is a need to ensure that harder to reach groups and people with specific health needs can access facilities. This includes those in more rurally isolated communities without car access.
<b>Availability</b> (Management and usage)	There are six publicly accessible pay and play health/fitness facilities with 20+ stations in Cherwell. Seven require a membership to access. Legacy Leisure provide an exercise referral programme at all its sites.	The key need is to ensure that gyms cater fully for the full range of market segments in the District and that residents from targeted groups can afford them.

## CHERWELL DISTRICT COUNCIL BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

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Facility type	Health & fitness	
Elements	Assessment findings	Specific facility needs
<b>Strategic summary</b>	<p>Health and fitness facilities plus studio space offers potential to increase physical activity in the wider population. Cherwell's supply is sufficient now and up to 2040. Monitoring is needed as the market is still growing, this is explored in the Strategy.</p> <p>The importance of the financial contribution that health and fitness makes to the viability of other facilities such as swimming pools is an important facet.</p>	

# CHERWELL DISTRICT COUNCIL

## BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

### SECTION 7: SQUASH

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

Table 8.1: England Squash Strategic aims:

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

Squash In a Changing World (2021-2025) outlines the vision, principles and strategic pillars for England Squash. Its vision for the *future of squash in England is a thriving, diverse and growing community*. Its Purpose is to serve as custodians of the game's past, its present and its future. It is to serve as a catalyst for positive change across the sporting community at home and abroad. The 2021-2025 strategy sets six key objectives:

- ◀ **Objective one:** Drive increased participation in the game, with a radical advance in equality, diversity and inclusion.
- ◀ **Objective two:** Inspire and train a community of world class coaches, referees and volunteers at every level, who drive participation and increase engagement in the game.
- ◀ **Objective three:** Sustain world-leading talent pathways and programmes for high performing players who achieve success on the global stage and inspire others to realise their potential.
- ◀ **Objective four:** Empower creativity and innovation in the game and in our organisation's culture, using ideas and technology to support the squash community and to engage with new audiences.
- ◀ **Objective five:** Spearhead new and creative ways to enhance the visibility and appeal of squash at local, national and international levels, including the pursuit of Olympic inclusion.
- ◀ **Objective six:** Provide leadership for the game nationally and internationally, including addressing the Climate and Ecological Crisis.

#### 7.1 Supply

There are 11 squash courts in Cherwell at six sites: Banbury Westend Lawn Tennis & Squash Club; BLC; Dewey Sports Centre, Heyford Park Free School, KGLC, and SLC. Four are rated good quality and the remaining six are above average. All sites are accessible on a pay & play basis, the exception is Banbury Westend Lawn Tennis & Squash Club which requires a membership to access.

All of Cherwell's population live within a 20-minute drive time of a squash facility. In addition, four facilities in neighbouring authorities are within the 20-minute drive time catchment; the three closest located in Oxford.

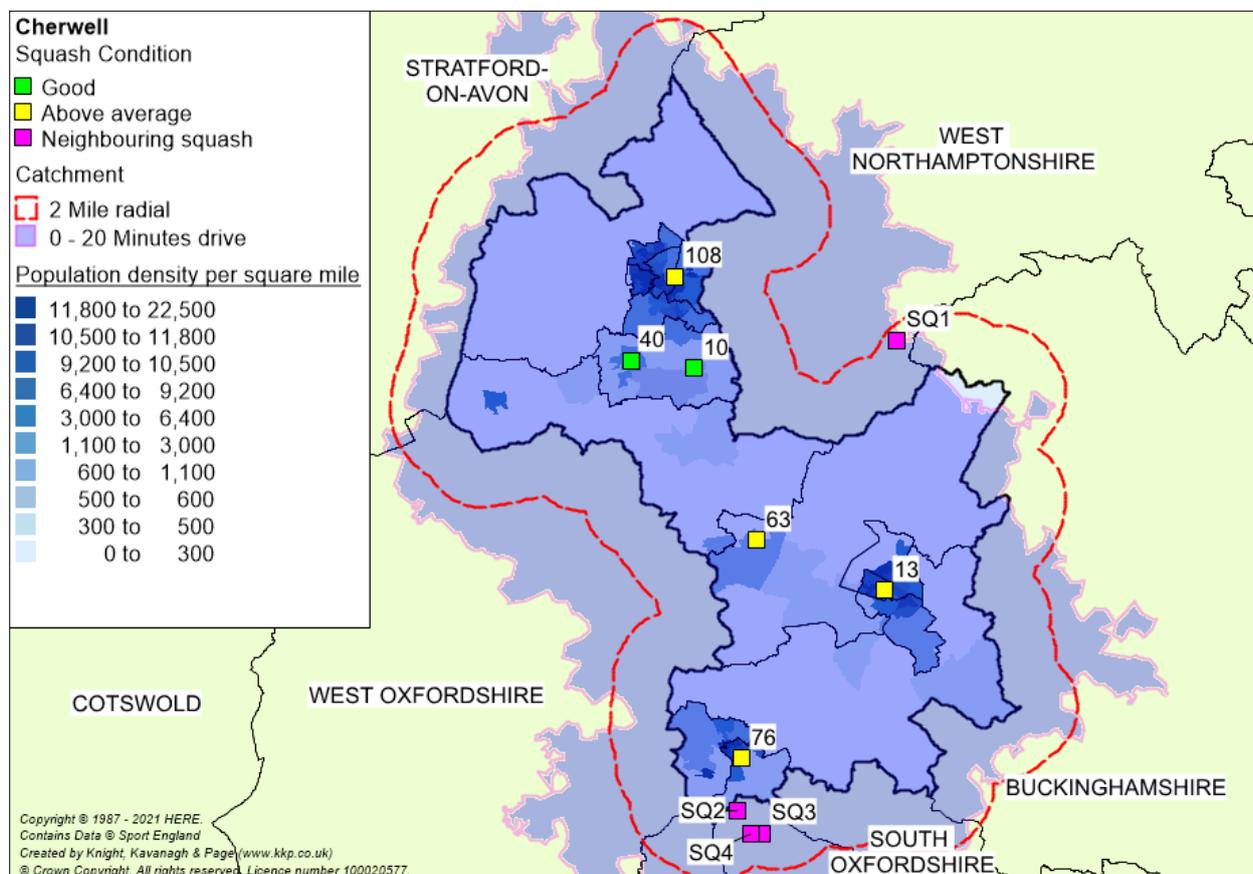
# CHERWELL DISTRICT COUNCIL BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

Table 8.2: Squash courts in Cherwell

Map ID	Site name	Courts			Condition
		Normal	Glass backed	Total	
10	Banbury Westend Lawn Tennis & Squash Club	2	0	2	Good
13	BLC	2	0	2	Above
40	Dewey Sports Centre	0	2	2	Good
63	Heyford Park Free School	1	0	1	Above
76	KGLC	2	0	2	Above
108	SLC	2	0	2	Above

Banbury Westend Lawn Tennis & Squash Club reports that its courts floors were replaced in summer 2021. Dewey Sports Centre is part of the Bloxham School estate, it was indicated during consultation that the floors of the two glass backed courts on site receive annual sanding and polishing. Similarly, the courts at SLC are cleaned and repainted annually. The floors of both courts at KGLC were refurbished in 2018. BLC did previously have three courts, however, in April 2022 one was converted into a flexible health and fitness space.

Figure 8.1: Location of squash courts in Cherwell and within a 20-minute drive time



# CHERWELL DISTRICT COUNCIL

## BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

Table 8.3: Squash in neighbouring authorities within 20 minutes' drive time of Cherwell

ID	Site name	Cts	Access type	Local authority
SQ1	Winchester House School	2	Private use	West Northamptonshire
SQ2	Jurys Inn Oxford	1	Reg. membership	Oxford
SQ3	Ferry Leisure Centre	3	Pay & play	Oxford
SQ4	Nuffield Health	3	Reg. membership	Oxford

Source: Active Places Power 04/05/2022

The courts at Jurys Inn Oxford and Nuffield Health are accessible via a membership, whereas Ferry Leisure Centre is open on a pay and play basis. Courts at Winchester House School are retained for school use only and not accessible to community users.

### 7.2: Demand

England Squash reports that it has invested in the local County Association which works with Banbury Westend Lawn Tennis & Squash Club to deliver bespoke activity based on national participation programmes and campaigns. Relative to other counties the small and local scale impact that the County Association can have, makes Cherwell a key area for future delivery and squash participation. The population demographic also lends itself to squash participation.

England Squash indicated that the number of courts in Cherwell does meet the national 'blanket' requirement of one court per 10,000 people<sup>45</sup>; currently there is one court per approx. 5,853 people. Protection of current facilities is required to sustain the current position. The NGB also implies that more investment should be put into new fully accessible facilities to maintain and improve current figures and ensure that population can access squash provision.

Legacy Leisure indicated that the courts at its three leisure centre sites attract moderate use, mainly in the form of pay and play bookings. Demand at Heyford Park Free School and Dewey Sports Centre is also reported to be moderate with spare capacity available.

#### Club consultation

*Banbury Westend Lawn Tennis & Squash Club* is the only affiliated club in the District. It also offers tennis provision and has four outdoor courts. Its facilities include two squash courts (non glass-backed). It reports having c.210 members (some of which some are juniors), c.40 members identify as squash being their primary sport. Membership allows players to access both the squash and tennis courts.

It indicates a significant level of cross over, with members using both facilities and it has ample capacity to take on new members. Facility access is operated using the LTA's Clubspark online booking system. It runs an internal squash ladder, where members have structured matches against other members. Furthermore, it enters a team into Oxfordshire Squash and Racketball Associations affiliated league (currently in Division three).

<sup>45</sup> England Squash currently estimates that there is one court per 12,617 people in England. In order for Squash to thrive its strategic aim is to bring the ratio down to one court per 10,000 people.

# CHERWELL DISTRICT COUNCIL

## BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

### 7.3: Summary of key facts and issues

Facility type	Squash	
Elements	Assessment findings	Specific facility needs
<b>Quantity</b>	There are 11 squash courts at six sites. Two are glass backed.	England Squash report that provision in Cherwell meets demand.
<b>Quality</b>	Four courts are good quality, and six are above average.	Continued investment is needed to maintain court quality chiefly at all sites.
<b>Accessibility</b>	The whole Cherwell population lives within a 20 minute drive time of a squash court. Three courts in neighbouring authorities are accessible to Cherwell residents.	
<b>Availability</b> (Management and usage)	Nine courts are available for community use on a pay and play basis. Two courts are accessible via membership options.	
<b>Summary</b>	Squash court provision is similar to that in neighbouring authorities. There is a need to protect existing facilities and invest in maintaining court quality. Population increases are unlikely to lead to demand for more courts as there is spare capacity now and to cope with growth up to 2040, especially considering the moderate use reported at leisure centre sites.	

# CHERWELL DISTRICT COUNCIL

## BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

### SECTION 8: GYMNASTICS

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

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

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

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

Participation in gymnastics is reportedly increasing rapidly. British Gymnastics membership reached 390,500 in 2017 having increased at about 12% per year between 2013-17. The emphasis for this strategy period is on using gymnastics as a foundation sport for 5-11 year olds. BG reports extensive demand for more gymnastics opportunity across the country and clubs with long waiting lists.

Research undertaken (Freshminds Latent Demand Research, 2017) suggests that a further 1.9 million would like to participate but are not currently on a waiting list. A key part of BG's strategy to increase participation is to support clubs moving into their own dedicated facility, offering more time and space for classes. There is a definite trend for gymnastics clubs to do this.

There are also initiatives for older people funded by Sport England, such as, Love to Move focused on dementia patients.

British Gymnastics is in the process of developing a new overall strategy and a facility strategy. It is expected that both pieces of work will be finalised in summer 2022.

#### 8.1: Supply

There is one dedicated gymnastics venue; Ricochet Trampolining Club located in Banbury. In addition, BLC accommodates gymnastics activity, with Bicester and District Gymnastic Club being the sole user. Consultation requests were sent to both clubs to which both responded.

Drive time catchment modelling estimates that approx. 86% of Cherwell's population lives within 30 minutes' drive of a dedicated gymnastics facility. Furthermore, 11 gymnastics clubs/facilities are located in neighbouring authorities and are accessible to a proportion of the Cherwell population, especially clubs such as Oxford Rhythmic Gymnastics Club (located in Oxford to the South of Kidlington), and Wade Gymnastics Club (located to the east in West Northamptonshire in close proximity of Banbury).

*Table 8.1: All facilities which offer gymnastics in Cherwell*

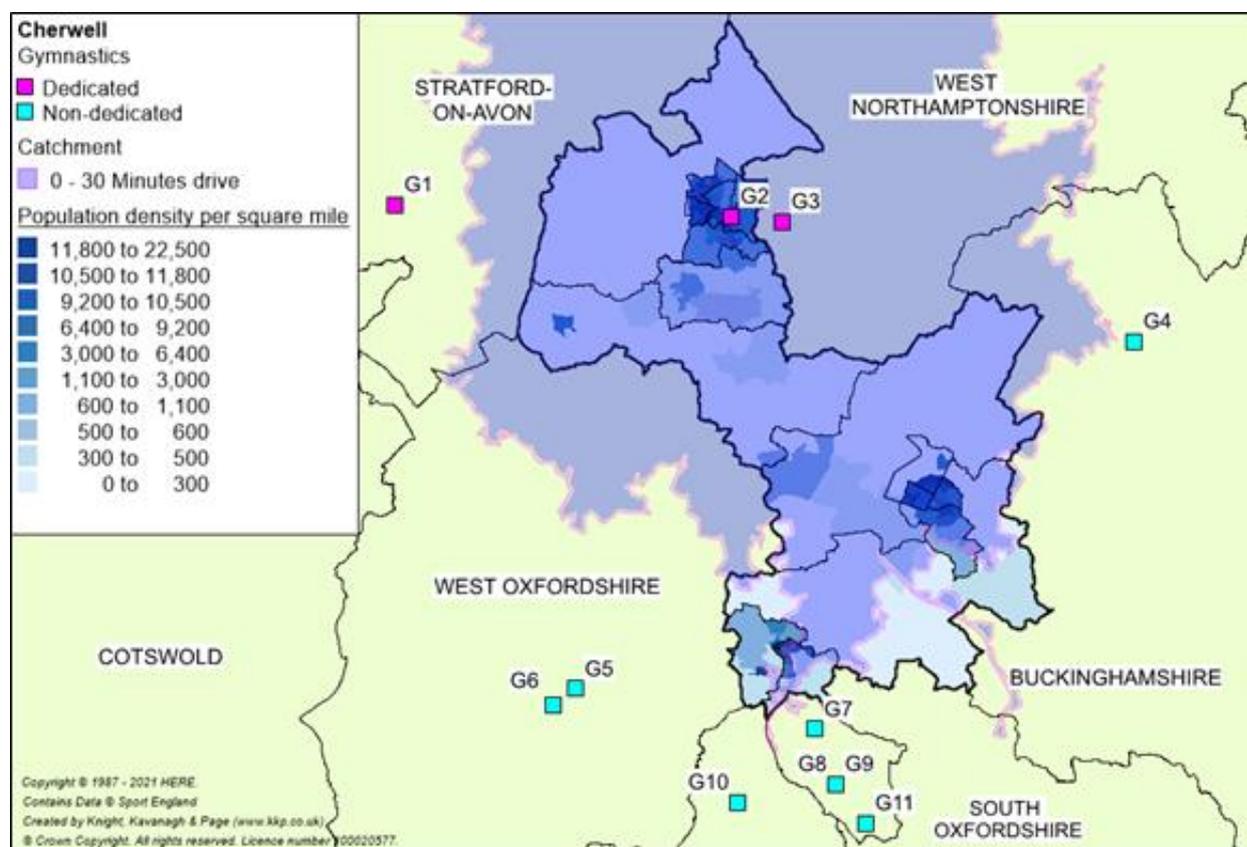
ID	Site name	Dedicated gymnastics site
G2	Ricochet Trampolining Club	Yes
14	BLC	No

# CHERWELL DISTRICT COUNCIL BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

Table 8.2: Gymnastics facilities in neighbouring authorities

ID	Site name	Dedicated gymnastics site	Local authority
G1	Peacock Gymnastics Academy	Yes	Stratford-on-Avon
G3	Wade Gymnastics Club	Yes	West Northamptonshire
G4	Lace Hill Gymnastics Club	No	Buckinghamshire
G5	Nemo's Gymnastics	No	West Oxfordshire
G6	North Oxfordshire Gymnastics Ltd	No	West Oxfordshire
G7	Cherwell Gymnastics Club	No	Oxford
G8	Oxford University Gym Club	No	Oxford
G9	Oxford University Trampoline Club	No	Oxford
G10	k-Squared Gymnastics	No	Vale of White Horse
G11	Oxford Rythmic Gymnastics Club	No	Oxford

Figure 8.1: Gymnastics provision in Cherwell and sites in neighbouring authorities



## 8.2: Demand

BG reports substantial demand and that many clubs have waiting lists - restricting access to gymnastic activity due to lack of time within dedicated and generic facilities. A key part of its strategy to increase participation is to support clubs, leisure providers and other partners to move to their own dedicated facilities, offering more time and space for classes. BG provides a range of products and programmes and expert assistance to support local delivery; gymnastic activities which are successfully driving membership growth and retention across the country.

# CHERWELL DISTRICT COUNCIL

## BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

### Club consultation

*Ricochet Trampolining Club* is based in a commercial unit in Banbury. It has c.35 competitive members and over 100 members registered for weekly recreational sessions. Members are aged from five through to 18, and the gender split is c.10% female and c.90% male. It previously utilised the activity hall at North Oxfordshire Academy but moved to its current venue as the ceiling clearance is more adequate for trampolining activity. It primarily delivers coaching sessions for children, including those with disabilities. Consultation indicates that it leases its venue from a private landlord. It is due to renew this lease in 2022. It was indicated that current energy costs will present a challenge through the winter of 2022. In terms of quality, the building is well maintained with no significant reported issues. It indicates a desire to grow, however, further coach recruitment is required for this - which has been challenging in recent years.

*Bicester and District Gymnastics Club* is based at BLC. It has historically used the sports hall at the site and been in place since 1976. It reports a membership of c.100 recreational and competitive gymnasts catering primarily for girls, although it indicated receiving more interest from males. The Club reports using the hall on a weekly basis; Monday (17:00-20:00), Thursday (17:00-20:00), and Saturday's (09:00-13:30). It reports storage on site not to be fully adequate for its needs, although the space in the hall works for its sessions. It has the aspiration to move into a dedicated venue, however, the potential of this is limited due to funding barriers. It reports having a waiting list of c.300 children.

### 8.3: Summary of key facts and issues

Facility type	Gymnastics	
Elements	Assessment findings	Specific needs
<b>Quantity</b>	There is one dedicated gymnastics venue in Cherwell- accommodating one club. In addition, one club is located at BLC in the south west of the District.	Ricochet Trampolining Club aspires to grow further but faces coach recruitment challenges. Bicester & District Gymnastics Club would like to move to a dedicated venue but faces cost and resource barriers. It has a waiting list of more c.300 children.
<b>Quality</b>	Facilities at BLC are rated as below average. No site assessment was undertaken at Rochet Trampolining Club.	
<b>Accessibility</b>	86% of Cherwell residents reside within a 30-minute drive time of a club within the District. There are 11 gymnastics sites in neighbouring authorities within a 30-minute drive.	Wade Gymnastics Club (West Northamptonshire) and Cherwell Gymnastics Club are both located in close proximity to the border. It is likely that both pick up exported demand from Cherwell residents.
<b>Availability</b> (Management & usage)	There is an opportunity to grow gymnastics participation in Cherwell. There is a need to develop the coaching and volunteer workforce in order to enable this increase.	Expand the coaching and volunteer workforce to develop the sport locally to enable it to offer further gymnastics opportunities. Maintain good relationships with community gymnastic providers.
<b>Strategic summary</b>	A full gymnastics development plan will be required to develop the sport in the area, including the need to recruit and develop coaches and volunteers. Current supply in the District is adequate and meets current demand.	

# CHERWELL DISTRICT COUNCIL

## BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

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### SECTION 9: INDOOR BOWLS

Five forms of bowls are played indoors (flat/level green, crown green, long mat, short mat and carpet mat). Each require a different venue and each format of the game has a different technical specification for their indoor facility.

Indoor flat / level green bowls is played on a purpose-built indoor green which complies with the Laws of the sport of Bowls. The NGB is EIBA (English Indoor Bowling Association). It requires a standard bowling green; a flat area 31-40 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. The NGB is the British Crown Green Bowling Association.

Carpet 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. It tends to be played at a recreational level. The NGB is the English Carpet Bowls Association.

Short mat bowls is typically played in sports halls, parish council rooms, and outdoor bowls club pavilions on indoor flat green bowls club greens. The NGB is the English Short Mat Bowling Association. Long mat bowls is played on a rolled carpet typically laid on a sports hall floor. There are no ditches in this game. It is typically found in areas of low flat-green supply and/or where Crown Green bowls is played outdoors. There is no NGB for this version of the game.

An indoor bowling centre typically comprises a single flat green with a number of rinks and ancillary accommodation such as changing rooms, lounge/bar, viewing area, kitchen, office/meeting rooms and stores plus designated car parking. The size of ancillary accommodation varies according to the number of rinks available. A successful indoor bowls centre requires a combination of the right location, design, and financial and general management. Sport England<sup>46</sup> guidelines on catchment for indoor bowls centres are set out to be interpreted in the light of local circumstances:

- ◀ Assume the majority of users live locally and will not travel more than 30 minutes.
- ◀ Assume that 90% of users will travel by car, with the remainder by foot.
- ◀ As a guide, calculate demand on the basis of one rink per 14,000-17,000 total population.
- ◀ The number of rinks required can be related to the estimated number of members, assume 80-100 members per rink.

The stated priorities of EIBA are:

- ◀ Recruitment of participants.
- ◀ Retention of participants.
- ◀ Clubs obtaining “Clubmark Accreditation”.
- ◀ Retention and improvement of facilities.
- ◀ New indoor facilities in areas of low-supply and high-demand.

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<sup>46</sup> Sport England Design Guidance Note Indoor Bowls 2005

# CHERWELL DISTRICT COUNCIL

## BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

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### *EIBA Outline Plan 2017 - 2021*

The EIBA plan is focused on: *recruit and retain 45+* and *recruit and retain 70+*. Both markets require growth. The idea is that people aged 45+ need new versions/formats of the game to play and the 70+ will wish to continue with current formats. Its focus areas are:

- ◀ Facilities: build, improve, retain.
- ◀ Youth and the family.
- ◀ Women – increase participation and retention.
- ◀ Disability.
- ◀ Competitions.
- ◀ Internationals.
- ◀ Promotion.
- ◀ Commercial partnerships.

The “Recruit and Retain Strategy” is to concentrate on encouraging and supporting clubs to increase participation and improve the experience of all participants. Its objectives include:

- ◀ Growing participation across the adult population in local communities. Targeted work to increase female participation.
- ◀ Growing participation in the 12-18 age range as part of the EIBA Development Pathway.
- ◀ The provision of an excellent sporting experience for new and existing participants.
- ◀ A growth in Indoor Bowls participation by people who have disabilities.

It was reported during consultation with EIBA that an updated development strategy is in development and is due to be released in the latter half of 2022.

Running alongside this is the Sport England funded development work provided jointly by the Indoor NGB (EIBA); Outdoor NGB (Bowls England) and the “Bowls Development Alliance” (BDA). Each NGB has two directors on the Board of BDA.

The Sport England funding for the 2017-2021 period, focuses on the delivery of:

- ◀ **Club Development Programme:** supports clubs across the country where they have identified greatest need.
- ◀ **Play Bowls Package Scheme:** supports clubs with their recruitment.
- ◀ **Coach Bowls:** providing qualifications for coaches and developing the best tutor workforce to deliver these qualifications across the whole sport including BE, EIBA, British Crown Green BA and English Short Mat BA
- ◀ **Facilities:** providing funding support for BE and EIBA to research the facility requirements of their clubs.

Alongside these core objectives the BDA works with key partners on:

- ◀ **Safeguarding:** ensuring the sport is safe for everyone to play by working across all five National Governing Bodies (NGBs) [BE, EIBA, British Crown Green BA, English Short Mat BA and English Bowling Federation] to have policies and processes in place. Training is also available to support the network of Club Safeguarding Officers.
- ◀ **Disability:** the BDA works with Disability Bowls England, Activity Alliance, BE and the EIBA to ensure everyone regardless of disability can access the sport of bowls.
- ◀ **Women Can:** the BDA are driving a campaign alongside BE and the EIBA to encourage more women to play bowls, coach bowls and volunteer in bowls.
- ◀ **Equality & Diversity:** the BDA, BE and the EIBA are all striving to ensure the sport of bowls is as diverse as it can be.

# CHERWELL DISTRICT COUNCIL

## BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

### 9.1: Supply

There is one indoor bowls facility in Cherwell - at WLC in Banbury. It has six rinks - all flat greens. The non-technical assessment found it to be in good condition. There are five indoor bowls facilities within a 30 minutes' drive of Cherwell; Avon Valley Indoor Bowls Club (Stratford-on-Avon); Brackley & District Bowling Club (West Northants); Slade Recreation Club (Buckinghamshire); Chipping Norton Bowls Club (West Oxfordshire); and Finstock Village Hall (West Oxfordshire).

Figure 10.1: Indoor bowls facilities in Cherwell & within 30 minutes' drive time

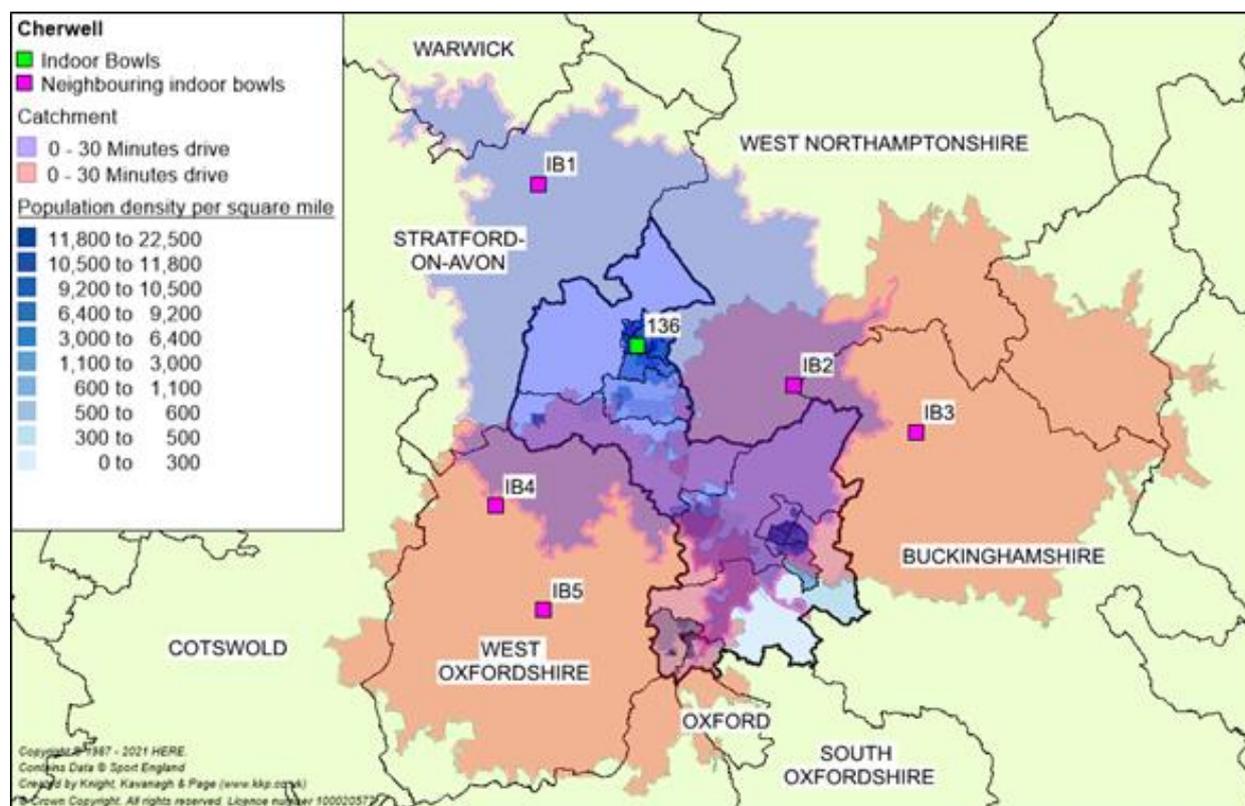


Table 10.2: Indoor bowls facilities in Cherwell and neighbouring authorities

ID	Site	Rinks	Access type	Authority
136	WLC	6	Pay & play	Cherwell
IB1	Avon Valley Indoor Bowls Club	6	Sports Club / CA	Stratford-on-Avon.
IB2	Brackley & District Bowling Club	5	Sports Club / CA	West Northants.
IB3	Slade Recreation Club	4	Sports Club / CA	Buckinghamshire
IB4	Chipping Norton Bowls Club	4	Sports Club / CA	West Oxfordshire
IB5	Finstock Village Hall	2	Sports Club / CA	West Oxfordshire

Source: Active Places Power 04/05/2022

### Accessibility

Drive time catchment modelling suggests that approximately 81% of Cherwell's population lives within a 30-minutes' drive of WLC. Indoor bowls facilities in neighbouring Stratford-on-Avon, West Northants, Buckinghamshire and West Oxfordshire can be accessed within a 30-minute drive by approximately 96% of Cherwell's residents.

# CHERWELL DISTRICT COUNCIL

## BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

### Availability

WLC is accessible via sports club/community association. It is available during the day and in the evening.

### 9.2: Demand

Consultation with EIBA indicates that as WLC is the only indoor bowls provision in the District and that it is important that the Council/Legacy Leisure and the resident bowling club work together to ensure that it continues to not just operate, but thrive post Pandemic. The NGB highlighted rising population projections for the 60+ age group and that it considers the retention of WLC for indoor bowls as essential.

It is indicated by Legacy Leisure and reported in the Leisure Facilities Future Needs Review (2020) that the facility at Woodgreen Leisure Centre is underused, however, has an important strategic role across Cherwell and the wider region. The facility is important for the 65+ population and offers an outlet for attainable physical activity.

*Banbury Cross Indoor Bowls Club* has c.165 playing members. This is a c.30-person reduction from pre-Pandemic levels, however, it reports that membership trends are starting to increase as the country continues to recover from the impact of the Pandemic. It indicates that the facilities are of a good standard and suit its needs, although it would like to see a more substantial café offer to support its social activities. Along with club membership it offers pay as you go options for individuals attending on a session-by-session basis. It is based exclusively at WLC and hires the hall throughout the winter months for four sessions per week (two hours on Mondays, one hour on Tuesdays, two hours on Thursdays, and two hours on Saturdays). During winter 2021/2022 it operated internal leagues. It reports aspirations to work with Legacy Leisure to help advertise the bowls offer on site and increase club membership.

### 9.3: Summary of key facts and issues

Facility type	Indoor bowls	
Elements	Assessment findings	Specific facility needs
<b>Quantity</b>	There is one 6-rink indoor bowls facility in Cherwell at Woodgreen Leisure Centre.	Retain existing facility. Review ancillary facilities at WLC and how best to support social elements of centre use and for the Club.
<b>Quality</b>	The facility is in good condition.	Maintain quality. Monitor carpet condition.
<b>Accessibility</b>	81% of Cherwell's population lives within 30 minutes' drive of an indoor bowls facility. The five facilities in neighbouring authorities are accessible to 96% of Cherwell residents.	No access needs.
<b>Availability</b> (Management and usage)	WLC is available during the day and in the evening. It is necessary to be a club member to access indoor bowls on a regular basis.	No programming and pricing needs
<b>Strategic Summary</b>	EIBA report the importance of retaining WLC. Options should be explored to help further market WLC and its attached club.	

### SECTION 10: INDOOR TENNIS

The Lawn Tennis Association (LTA) is the NGB for all tennis provision within the UK. It administers the sport at national and regional level. One of its key objectives is to get more people playing tennis more often. To achieve this, through its most recent Investment Framework (Vision 2019 – 2023), priorities will be given to the following sites:

- ◀ New and existing indoor tennis centres
- ◀ Park tennis
- ◀ Tennis clubs
- ◀ Schools and other educational establishments

This will be supported through the following key funding objectives:

- ◀ Funding through interest free loans.
- ◀ Investing in venues that have a proven record of increasing participation.
- ◀ Investing where there is thorough community engagement.
- ◀ Support venues that encourage participation growth.
- ◀ Target investment that is demand led.
- ◀ Invest in venues that are financially sustainable.
- ◀ Support venues that have successfully sourced partnership funding.

Central to any investment will be the provision of a sustainable business case.

This section considers indoor tennis facilities provision in Cherwell. It uses two terms to describe indoor building types:

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

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

- ◀ Air supported structures (air halls).
- ◀ Framed fabric structures.
- ◀ Tensile structures.

#### 10.1: Supply

Indoor tennis provision is based on specialist facilities which appeal beyond a local authority boundary. Consequently, this report considers provision within with a 30-minutes' drive time catchment to demonstrate accessibility.

There is no indoor tennis facility in Cherwell. There are seven indoor tennis facilities within a 30 minutes' drive of Cherwell: Stratford Sports Club (Stratford-on-Avon); Ancell Trust Sports Ground (Milton Keynes); David Lloyd Club (Milton Keynes); Nuffield Health (Oxford); David Lloyd Club (Oxford); and White Horse Leisure & Tennis Centre (Vale of Whitehorse).

# CHERWELL DISTRICT COUNCIL BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

Figure 11.1 Indoor tennis facilities within 30 minutes' drive time of Cherwell

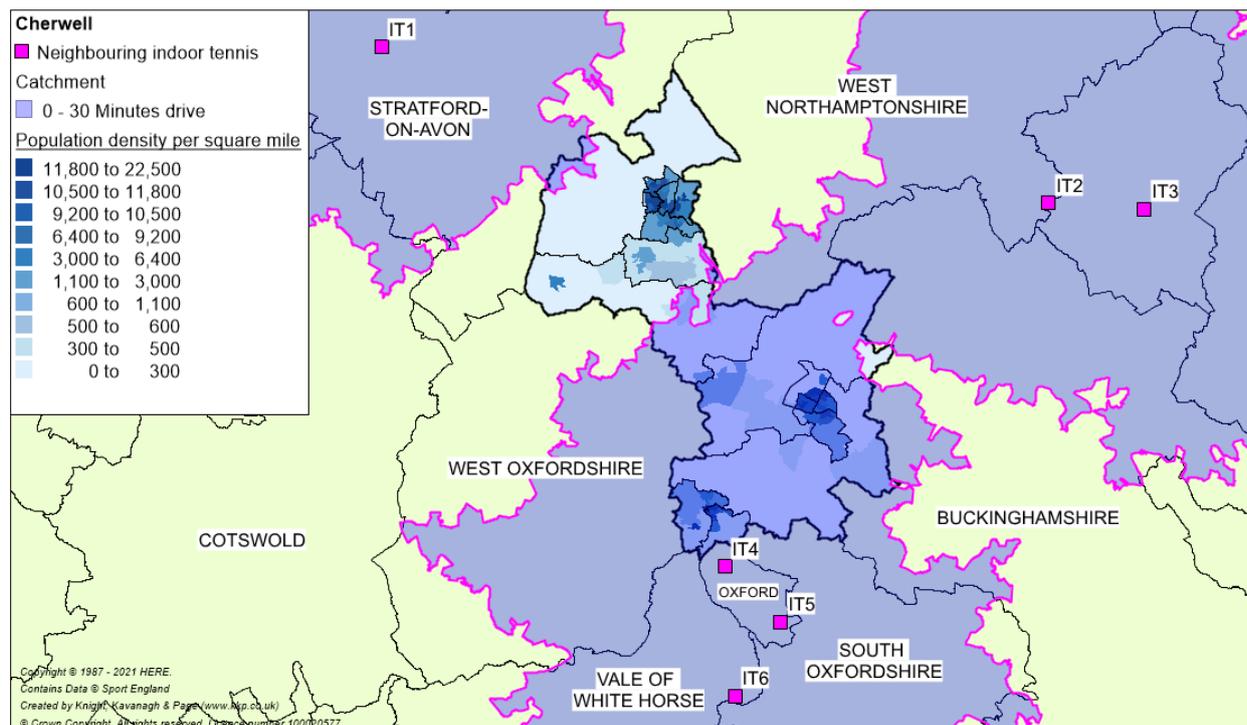


Table 11.1: Indoor tennis facilities in Cherwell and neighbouring authorities

ID	Site	Courts	Access type	Authority
IT1	Stratford-on-Avon Sports Club	2	Reg. membership	Stratford-on-Avon
IT2	Ancell Trust Sports Ground	2	Sports Club / CA	Milton Keynes
IT3	David Lloyd Club (Milton Keynes)	2	Reg. membership	Milton Keynes
IT4	Nuffield Health	4	Reg. membership	Oxford
IT5	David Lloyd Club (Oxford)	3	Reg. membership	Oxford
IT4	White Horse Leisure & Tennis Centre	6	Pay & play	Vale of White Horse

Source: Active Places Power 25/05/2022. NB: Sports Club / CA

## Future enhancements/new developments

### Banbury Indoor Tennis Centre Project

A need to explore the opportunity to develop an indoor community tennis centre was identified in the 2018 Sports Facilities Strategy. CDC then produced a Banbury Indoor Tennis Centre Feasibility Study which was finalised in 2020. This includes consultation with key local tennis partners, a review of market demand for an indoor tennis centre, an outline of potential facility mix, and identification of potential sites for development.

The preferred site identified is Hanwell Field - an existing playing field site. Banbury Town Council owns the site and presented it as an option in the feasibility process. It is reported to support a proposed tennis centre development on the site. The LTA is a main stakeholder for the project and consultation indicates that it will contribute c.£1.5m funding to the project. The remainder of the funding is expected to be provided via S106.

# CHERWELL DISTRICT COUNCIL

## BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

As of June 2022 investigations are being conducted by the LTA into the sites technical suitability for the proposed development. There are some reported challenges mainly related to the potential loss of playing fields, the PPOSS reports that creation of a full size 3G pitch as potential mitigation for the loss of playing fields. Current proposed facilities mix for the tennis centre is three indoor courts, four outdoor courts and three Padel tennis courts. Management options for the proposed centre are currently being considered. Subject to the outcome of these investigations the proposals will need to be pursued through the planning process.

*David Lloyd Bicester*

It is expected that indoor tennis provision will be included within the facility mix at the new centre which is due open in autumn 2022. The quantity of courts is unknown.

**March 2023 update – the David Lloyd Bicester site is now open and fully operational.**

### **Accessibility and availability**

Drive time catchment modelling confirms that c. 52% of Cherwell’s population lives within a 30-minutes’ drive of an indoor tennis facility located in neighbouring authorities, although only a small percentage of residents in the north of the District would be able to reach the facility at Stratford Sports Club.

### **10.2: Demand**

The LTA recently redesigned its strategic approach to target key national focus areas, ultimately to grow participation. Future investment in facilities is based on detailed analysis of potential demand throughout the UK. It has identified 96 priority target areas for development of new indoor courts in the UK of which Cherwell is one. As abovementioned the LTA are supporting the proposed development at Hanwell Field.

### **10.3: Summary of key facts and issues**

Facility type	Indoor tennis	
Elements	Assessment findings	Specific facility needs
<b>Quantity</b>	There are no current indoor facilities in Cherwell. Six facilities in neighbouring authorities are accessible for a proportion of Cherwell residents.	Cherwell is identified as a priority target area for development by the LTA. Hanwell Fields has been identified as a potential site for a proposed indoor tennis centre. It is reported that the new David Lloyd Club Bicester is likely to feature indoor tennis courts, the site is reported to open in autumn 2022.
<b>Quality</b>		
<b>Accessibility</b>	Approx. 52% of Cherwell’s residents live within a 30-minute drive of a tennis facility in a neighbouring authority.	
<b>Availability</b> (Management & usage)		
<b>Summary</b>	Continue to work with the LTA and partners on the proposed development of an indoor tennis centre at Hanwell Fields. As reported, a key element of the planning will be the management model for the site and analysis of future sustainability.	

### SECTION 11: OTHER SPORTS

#### *Gliding*

The British Gliding Association (BGA) is the NGB for the sport of gliding within the UK. It administers the sport at national level and its membership consists of 80 clubs. Through these clubs it represents and provides services to c.7,000 UK glider pilots. Through this network the NGB provides advice and assistance to clubs on a range of topics, including finance, regulation, operations and marketing.

BGA's vision for gliding is 'an exciting, rewarding and sustainable air sport for all and associated recreational activity facilitated nationwide to a high standard by gliding clubs on airfields whose future is secured, and in partnership with others including non-gliding activity'. To achieve this vision, the BGA aims to provide its membership with support to achieve:

- ◀ A gliding operation within one hour drive of 95% of the UK population.
- ◀ Gliding club membership above 7,000 and increasing.
- ◀ A demographic profile of membership that converges closely with that of the UK population.
- ◀ Training and coaching for development seen as a continuum across the full spectrum of gliding activities and experience levels.
- ◀ Competition and award processes which reflect evolving glider and pilot performance, as well as changing perceptions and measures of achievement.
- ◀ Healthy and stable supply of instructors, with appropriate qualifications and a balanced age distribution.
- ◀ An ethos of, and appetite for, volunteering amongst club members.
- ◀ Awareness that gliding is an equal and responsible aviation and airspace stakeholder.
- ◀ Maximum autonomy and minimum external regulatory involvement.
- ◀ Wide public perception of the appeal, the value, and the success of British Gliding.

#### *Significant Areas for Sport (SASPs)<sup>47</sup>*

The aim of significant areas for sport (SASPs) is to help ensure that England's most important sporting sites are fully recognised for the part they play in the delivery of individual sports. These sites have been identified by individual NGBs of sport in partnership with Sport England. The SASP register is intended as recognition of the most important sporting sites in England, rather than being an at-risk record. There are two levels of SASP:

- ◀ National SASP – sites which are of national importance to the sport.
- ◀ Regional SASP – sites which are of regional importance to the sport.

Sport England intends the list of SASPs to be a living list, which is reviewed periodically to ensure the most important sporting sites are included, and those that decline in importance are taken off. The designation of SASPs can be applied to all sports. However, it's recognised as being more appropriate for sports that rely on natural environment locations due to their uniqueness and scarcity. Currently, SASPs have been identified for canoeing, gliding, water-skiing and parachuting. In total 23 (14 national and nine regional) gliding sites are SASP recognised, of which one is located in Cherwell at Bicester Motion.

#### *Supply*

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<sup>47</sup> <https://www.sportengland.org/how-we-can-help/facilities-and-planning/planning-for-sport/significant-areas-for-sport#:~:text=What%20criteria%20are%20used%20for,participation%20or%20non%2Dcompetitive%20use.>

# CHERWELL DISTRICT COUNCIL

## BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

There are three recognised gliding sites in Cherwell; Bicester Motion, Weston on the Green Airfield (Oxford Gliding Club), and Edgehill Gliding Centre. Drive time catchment modelling suggests that all of Cherwell’s population of 151,846 (ONS MYE 2020) is within a 30-minute drive of at least one of the three sites. Furthermore, Cherwell residents in the west and north west of the District can access additional facilities within 30-minutes at Stratford-on-Avon Gliding Club, Bidford Gliding & Flying Club (Wychavon), and Oxfordshire Sport Flying Gliding Club (West Oxfordshire). In addition, residents in the south west are within 30-minutes of Vale of White Horse Gliding Centre (Vale of White Horse), and residents in the south east are within a 30 minute drive of London Gliding Club (Central Bedfordshire), and Chilterns Gliding Club (Buckinghamshire).

Figure 11.1: Gliding provision in Cherwell and sites in neighbouring authorities

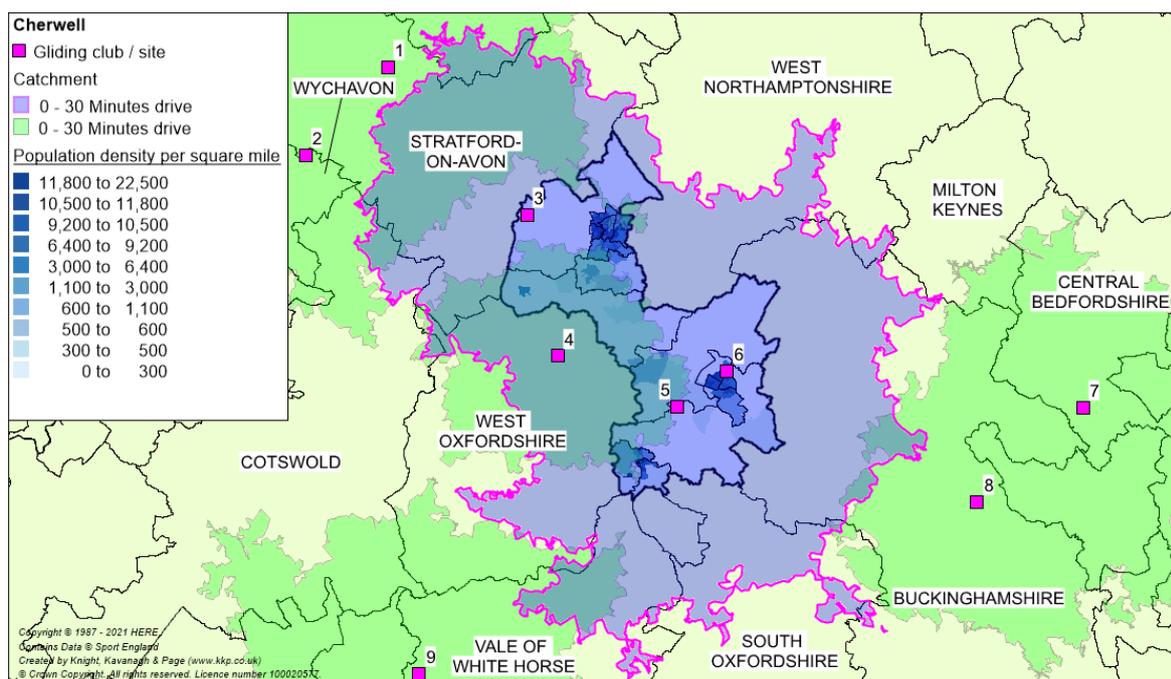


Table 11.2: Gliding facilities in Cherwell and neighbouring authorities

ID	Site	Access type	Authority
1	Stratford-on-Avon Gliding Club	Sports Club / CA	Stratford-on-Avon
2	Bidford Gliding & Flying Club	Sports Club / CA	Wychavon
3	Edgehill Gliding Centre	Sports Club / CA	Cherwell
4	Oxfordshire Sport Flying G.C	Sports Club / CA	West Oxfordshire
5	Weston on the Green Airfield (Oxford Gliding Club)	Sports Club / CA	Cherwell
6	Bicester Aerodrome (Bicester Motion)	Commercial	Cherwell
7	London Gliding Club	Sports Club / CA	Central Bedfordshire
8	Chilterns Gliding Club	Sports Club / CA	Buckinghamshire
9	Vale of White Horse Gliding Centre	Sports Club / CA	Vale of White Horse

### Accessibility & Availability

All gliding sites in Cherwell and neighbouring areas are operated as sports clubs/community associations, the exception being Bicester Motion which is a commercial operation. Membership at Chilterns Gliding Club is primarily reserved for current members or veterans of the armed

## CHERWELL DISTRICT COUNCIL

# BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

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forces, however, it does also accommodate members of the wider community. The majority of gliding clubs also offer taster sessions in the form of vouchers, allowing the general public to try gliding under the supervision of trained pilots. The Bicester Motion site consists of four 'quarters' spread over 400 acres; one of which is the airfield which is operated by The Bicester Aerodrome Company. This houses a range of private heritage and light aircraft and significant ancillary facilities including accommodation. Its gliding operation consists of a private 'soaring group', which c.10 individuals are part of.

### *Consultation*

Through consultation with Cherwell DC officers it was highlighted that Bicester Motion became owners of the former RAF Bicester site in 2020. Prior to this, the site had been home to Bicester Gliding Club. Upon purchasing the site Bicester Motion created The Bicester Aerodrome Company to operate the airfield function from July 2020 onwards. It was reported that the Club and Bicester Motion were unable to come to an agreement over its continued use of the site. Furthermore, it was indicated that a lease option was offered by the site owners, however, the club declined as it did not consider its gliding operations would fit with Bicester's Motion's vision for the site<sup>48</sup>. Bicester Gliding Club ceased operations and no longer exist as an operational entity.

In consultation with the BGA the above was verified, furthermore, it was suggested that the Club had the opportunity to stay at the site, however, an agreement could not be reached. In addition, BGA advised that the vista has been retained for gliding operations at the site and from its perspective there are no issues with gliding operations moving forward at the site. It was indicated that Cherwell and surrounds has good levels of gliding provision.

## **SECTION 12: STRATEGIC RECOMMENDATIONS**

The strategy which follows will take account of the findings of this needs assessment, the Authority's demographic make-up and the District Council's vision. There is a requirement to continue to invest in indoor and built facilities in Cherwell to ensure that they are fit for purpose for the 21<sup>st</sup> Century (e.g., welcoming, clean, attractive, flexible spaces, wide programme offer, ability to learn to swim cost-effective to manage and operate etc). This should lead to increased participation and a more active Cherwell. Strategy recommendations are likely to be predicated upon the following:

- ◀ Work with site operators to improve the standard of the two below average and one poor quality community available sports hall and maintain the quality of those which are currently in good/above average condition.
- ◀ Consider whether and how community use hours can be extended at school sites enabling existing sport and physical activity participation to grow. This will also in turn help spread demand more evenly across the District.
- ◀ Engage with Whitelands Academy and The Cooper School to increase levels of community use.
- ◀ Where no formal agreements are in place work with educational sites to secure and strengthen community use agreements (CUAs).
- ◀ Work with education providers to develop secure CUAs for the three new sports halls which are due to be built.
- ◀ Projected increases in population can be accommodated during peak hours available in existing/planned sports halls in Cherwell. Developer contributions could thus, be directed at

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<sup>48</sup><https://www.oxfordmail.co.uk/news/18451548.bicester-gliding-club-lease-terminated-bicester-motion/?ref=fbshr>

## CHERWELL DISTRICT COUNCIL

### BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

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improving sports hall quality – possibly as part of a trade-off which enables more (and affordable) community hours.

- ◀ Maintain and improve the quality of swimming pools in the area via good maintenance programmes.
- ◀ Building on previous studies there is a need for new pool provision in the Bicester area in order to support expected population growth. This could take the form of an expansion of the existing leisure centre provision which needs to be replaced due to its age.
- ◀ There is also a requirement to replace/refurbish/possibly extend the pool at Kidlington and Gosford leisure centre.
- ◀ Monitor used capacity at key swimming sites (especially SLC and BLC). Where required, assess whether programming should be reviewed to ensure that the most popular activities are assigned to peak times.
- ◀ Look to balance the programming of swimming pools to ensure fair access to water space for casual and lane swimming, swimming lessons and club swimming. The importance of the revenue generated by swimming lessons to enable pools to remain viable should not be underestimated.
- ◀ Maintain a watching brief in respect of the scale of health and fitness provision within Cherwell.
- ◀ Protect existing squash facilities and continue to invest and maintain court quality in order to ensure the sport retains its current high participation levels.
- ◀ Protect the indoor bowling green at WLC. Explore options to further increase usage.
- ◀ Continue to work with the LTA and partners on development of the proposed indoor tennis centre at Hanwell Field pending update on current LTA investigations.
- ◀ Ensure that harder to reach groups and people with specific health needs can access health and fitness facilities.
- ◀ Work with, and via, the leisure operator to ensure that the health and wellbeing offer meets the needs of all residents.
- ◀ Support other developments (via planning, developer contributions and officer expertise) which may assist in increasing sport and physical activity within the wider community.

# CHERWELL DISTRICT COUNCIL

## BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

### APPENDIX 1

Table 1.1: Index of multiple deprivation (IMD) and health deprivation in Cherwell

IMD cumulative Norm		Multiple deprivation			Health deprivation		
		Population in band	Percent of population		Population in band	Percent of population	
Most deprived	10.0	0	0.0%	0.0%	3,355	2.3%	2.3%
	20.0	9,496	6.6%	6.6%	4,521	3.1%	5.4%
	30.0	6,017	4.2%	10.7%	8,950	6.2%	11.6%
	40.0	8,888	6.1%	16.8%	12,567	8.7%	20.3%
	50.0	12,500	8.6%	25.5%	6,778	4.7%	25.0%
	60.0	15,843	10.9%	36.4%	5,030	3.5%	28.4%
Least deprived	70.0	30,031	20.7%	57.1%	26,289	18.1%	46.6%
	80.0	17,706	12.2%	69.3%	35,711	24.6%	71.2%
	90.0	29,209	20.2%	89.5%	31,442	21.7%	92.9%
	100.0	15,220	10.5%	100.0%	10,267	7.1%	100.0%

Table 1.2: Most popular sports in Cherwell (Active Lives Survey Nov 19/20)

Sport	Cherwell		South East		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Fitness	29,600	24.4%	2,034,600	27.3%	11,374,600	24.9%
Cycling	26,900	22.2%	1,338,000	18.0%	7,472,900	16.4%
Athletics	20,300	16.7%	1,101,400	14.8%	6,252,000	13.7%
Swimming	5,900	4.9%	369,600	5.0%	2,001,600	4.4%
Football	3,800	3.1%	226,800	3.0%	1,451,700	3.2%

Table 1.3: Housing Requirement Figures for Larger Villages and Other Villages preparing a Neighbourhood Plan

Settlement Hierarchy Tier	Parish	2020-40 Housing Requirement Figure	Residual requirement to be allocated through non-strategic allocations (at 1 <sup>st</sup> April 2022)
Larger Villages	Addebury	110	63
Larger Villages	Ambrosden	204	87
Larger Villages	Bletchington	50	23
Larger Villages	Bloxham	129	106
Larger Villages	Bodicote	0	0
Larger Villages	Deddington	96	43
Larger Villages	Hook Norton	122	42
Larger Villages	Islip	0	0
Larger Villages	Kirtlington	46	46

## CHERWELL DISTRICT COUNCIL BUILT & INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

Settlement Hierarchy Tier	Parish	2020-40 Housing Requirement Figure	Residual requirement to be allocated through non-strategic allocations (at 1 <sup>st</sup> April 2022)
Larger Villages	Launton	112	42
Larger Villages	Steeple Aston	59	47
Larger Villages	Yarnton	0	0
Smaller Villages	Fritwell	0	0
Smaller Villages	Lower Heyford	0	0
Smaller Villages	Middle Aston	0	0
Smaller Villages	Upper Heyford	0	0
Smaller Villages	Weston the Green	0	0
Open Countryside	Hampton Gay & Poyle	0	0

Table 1.3: Halls excluded from assessment/audit due to size

ID	Site name	Cts	ID	Site name	Cts
23	Bloxham Ex Servicemans Hall	0	88	Mollington Village Hall	0
37	Cooper School	0	92	North Oxfordshire Academy	0
46	Exeter Close	0	102	Ruscote Community Hall	0
52	Gagle Brook Primary School	1	119	Swalcliffe Park School Trust	1
55	Gosford Hill School	1	121	The Bicester School	0
56	Grimsbury Community Centre	1	124	The Warriner School	1
59	Hardwick Community Centre	0	125	The Windmill Centre	1
61	Hempton Church Hall	0	131	West Bicester Community	0
80	Kirtlington Sports Field	1	137	Wykham Park Academy	1
82	Launton Playing Field Association	0	137	Wykham Park Academy	1
87	Mission Room	0			
				<b>Total</b>	<b>9</b>