

MIDDLESBROUGH COUNCIL INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

MARCH 2019

QUALITY, INTEGRITY, PROFESSIONALISM

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SECTION 1: INTRODUCTION

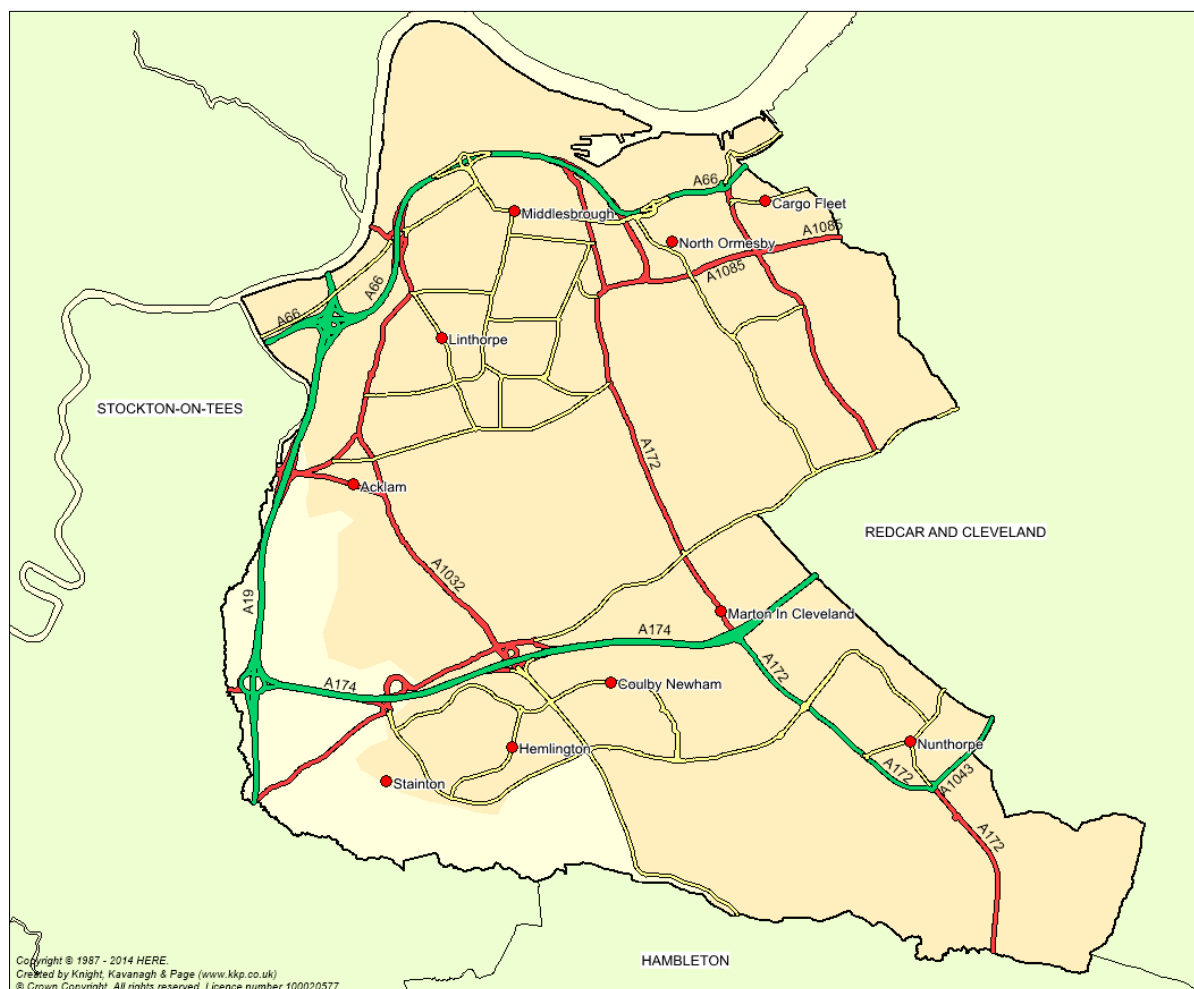
1.1 Introduction

Knight, Kavanagh & Page Ltd (KKP) was appointed by Middlesbrough Council (MC) to undertake an assessment of formal indoor sports facility needs across the authority to assist it to strategically plan for the future. This report is a detailed assessment of current provision of indoor and built sports facilities, identifying needs (demand) and gaps (deficiencies in provision).

1.2: Background

The following is an overview of Middlesbrough. Data is taken from nationally recognised sources. It reflects the most up to date information presently available although it should be noted that new data is published regularly, often at different intervals.

Figure 1.1: Middlesbrough with main roads and main settlements/ towns



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Middlesbrough is a large post-industrial town on the south bank of the River Tees. The key roads running north to south are the A19 on the western edge and the A172 which cuts through the centre of the authority. It is dissected from east to west by the A66 and A174 roads. The total population is 140,639 (2017 MYE) with slightly more females (71,168) than males (69,471). The adjacent local authorities are the Teesside authorities of Redcar and Cleveland, Stockton on Tees and Hartlepool (which is north of the Tees) and the North Yorkshire district of Hambleton.

1.3: Scope of the project

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

- ◀ Individually audited identified sports halls (conventional i.e. three plus court halls) swimming pools (minimum length 20m), health and fitness facilities (including, within reason, dance studios), indoor bowls centres, indoor tennis courts, squash courts, dedicated gymnastics and table tennis facilities and water sports centres/sailing clubs.
- ◀ Analysed supply and demand to identify facility gaps and opportunities for improved provision.
- ◀ Sought to ensure that delivery of leisure facilities is undertaken with full reference to the corporate strategies of the Council and other relevant strategic influences.
- ◀ Identified areas of good practice and opportunities for improved service in order to drive up participation levels.

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

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

The specific tasks addressed within the study include:

- ◀ A review of relevant Council strategies, plans, reports, corporate objectives.
- ◀ A review of the local, regional and national strategic context.
- ◀ Analysis of the demographics of the local population at present and in the future (2034).
- ◀ Audit of indoor facilities provided by public, private, voluntary and education sectors.
- ◀ Consideration of potential participation rates and modelling of likely demand.
- ◀ Supply and demand analysis.
- ◀ Analysis of the balance between supply of, and demand for, sports facilities plus identification of potential under and over-provision.
- ◀ Identification of key issues to address in the future provision of indoor sports facilities.

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1.4 Report structure

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

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

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

- ◀ Section 2 - review of background policy documentation (national/regional/local) and a profile of the population and socio-demographic characteristics of the Borough.
- ◀ Section 3 - description of methodology employed to assess indoor provision.
- ◀ Section 4 - assessment of sports hall provision.
- ◀ Section 5 – assessment of swimming pool provision.
- ◀ Section 6 - assessment of health and fitness provision.
- ◀ Section 7 - assessment of indoor tennis.
- ◀ Section 8 - assessment of squash.
- ◀ Section 9 - assessment of cycling.
- ◀ Section 10 – assessment of athletics
- ◀ Section 11 – assessment of gymnastics
- ◀ Section 12 – assessment of indoor bowls
- ◀ Section 13 – assessment of table tennis
- ◀ Section 14 – assessment of climbing walls
- ◀ Section 15 – ski and snow sports facility development
- ◀ Section 16 – other provision
- ◀ Section 17 - identification of strengths, weaknesses, opportunities and threats and a summary of key findings and strategic recommendations.

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SECTION 2: BACKGROUND

2.1: National context

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

Figure 2.1: ANOG model



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

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

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

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

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

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

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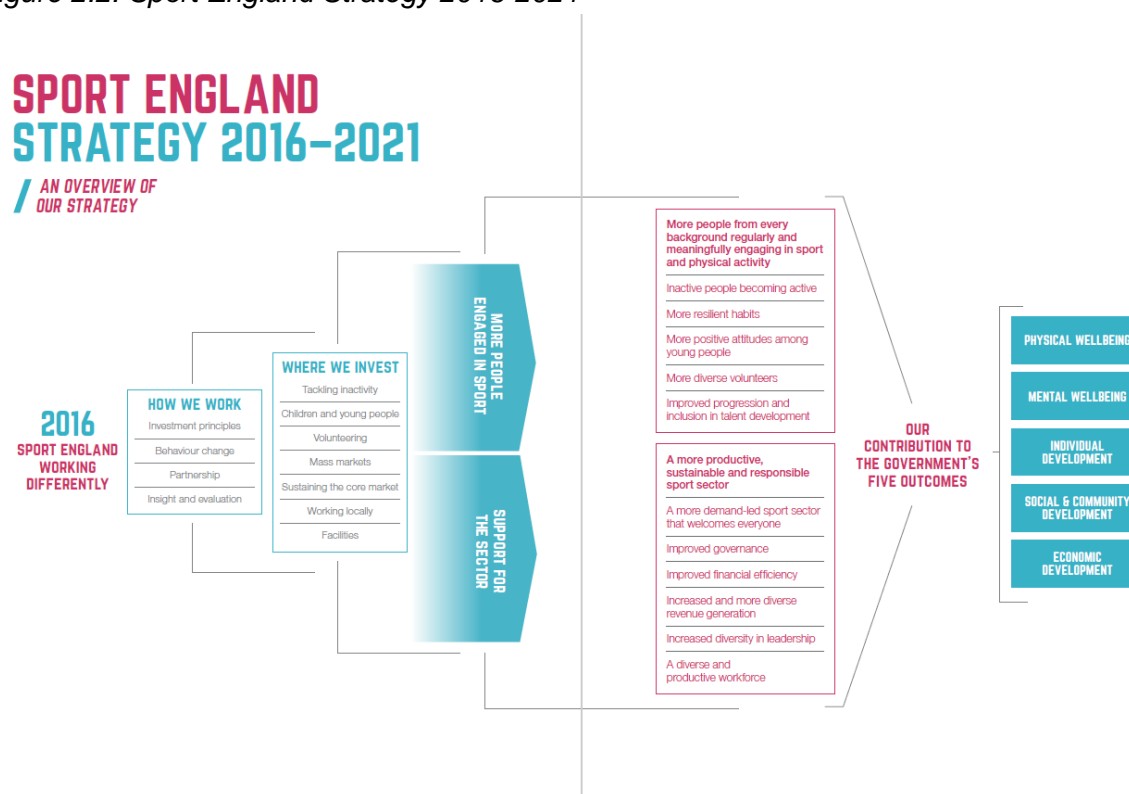
Sport England: Towards an Active Nation (2016-2021)

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

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

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

Figure 2.2: Sport England Strategy 2016-2021



Revised National Planning Policy Framework 2018

The National Planning Policy Framework (NPPF) sets out planning policies for England. It details how these changes are expected to be applied to the planning system. It also provides a framework for local people and their councils to produce distinct local and neighbourhood plans, reflecting the needs and priorities of local communities.

It states that the purpose of the planning system is to contribute to the achievement of sustainable development. It identifies the need to focus on three themes of economic, social, environmentally sustainable development:

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

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

Economic value of sport to the nation

Sport, leisure, recreation and culture are all important economic drivers. In November 2015, sport and sport-related activity contributed £20.3 billion to the English economy. The contribution to employment is even greater with sport and sport-related activity estimated to support over 450,000 full-time equivalent jobs. Volunteering in sport, and the health benefits derived, also have an impact on the economy. The estimated economic value of sport-related volunteering is £6.9 billion. The annual value of health benefits from people taking part in sport is estimated at £21 billion.

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

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

Public Health England: Everybody Active, Everyday

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

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

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Investment in school sport

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

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

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

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

Summary of national context

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

2.2: Local context

Middlesbrough is currently in the process of reviewing its Local Plan to comply with NPPF. It is scheduled for adoption in Autumn 2019.

This sets out a framework for development in the Borough for the next 15 years (until 2034). It addresses needs and opportunities across a number of themes, including housing, the economy, infrastructure, transport and sustainability.

Currently there are several preferred options in the Local Plan preparation process which is in the public domain and allow for consultation. This discussion document does not contain draft local plan policies. The preferred options consider national planning policy, strategic documents and evidence-based documents including the Mayor's *Vision for Middlesbrough*.

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Middlesbrough Council Strategic Plan (2018-2022)

The Strategic Plan is the Council's overarching business plan, outlining its contribution to the Mayor's Vision for Middlesbrough. It provides a broad overview of high-level improvement activity within the financial parameters outlined in its Medium-Term Financial Plan. It is central to the Council's corporate governance framework and is updated annually. It is also the basis of MC's performance management framework; progress against plan objectives is reviewed on a quarterly basis via the use of balanced scorecards. Progress is reported to MC's Executive and its Overview and Scrutiny Board.

The 2025 Elected Mayor's Vision for Middlesbrough is *Fairer, Safer, Stronger*. The objectives are set out in Table 2.1:

Table 2.1: Elected Mayors vision and objectives

Vision	Objectives
A Fairer Middlesbrough	<ul style="list-style-type: none"> ◀ Fairness and reduced inequalities in income and health. ◀ Fair access to secure, well-paid jobs and meaningful training. ◀ Fair access to high-quality homes.
A Safer Middlesbrough	<ul style="list-style-type: none"> ◀ Further reducing the impact of crime and anti-social behaviour. ◀ Ensuring children and vulnerable adults are protected. ◀ Ensuring our town is cleaner and more resilient to a changing climate.
A Stronger Middlesbrough	<ul style="list-style-type: none"> ◀ Strengthening and diversifying our local economy. ◀ Strengthening our city through bold and innovative regeneration. ◀ Strengthening our cultural sector. ◀ Strengthening our transport links.

The Vision will be delivered through three key strands of activity that encompass a range of targeted outcomes outlined in specific plans. These cover:

- ◀ Ensuring business efficiency and delivery
- ◀ Enabling physical regeneration
- ◀ Enabling social regeneration.

Several other associated strategies are being adopted in conjunction with the Local Plan. These include the Middlesbrough Investment Prospectus 2017, Housing Strategy 2017 (see house building policy section), Tees Valley Combined Authority Strategic Economic Plan (2016-2026) and the Middlesbrough Council Strategic Plan (2018-2022).

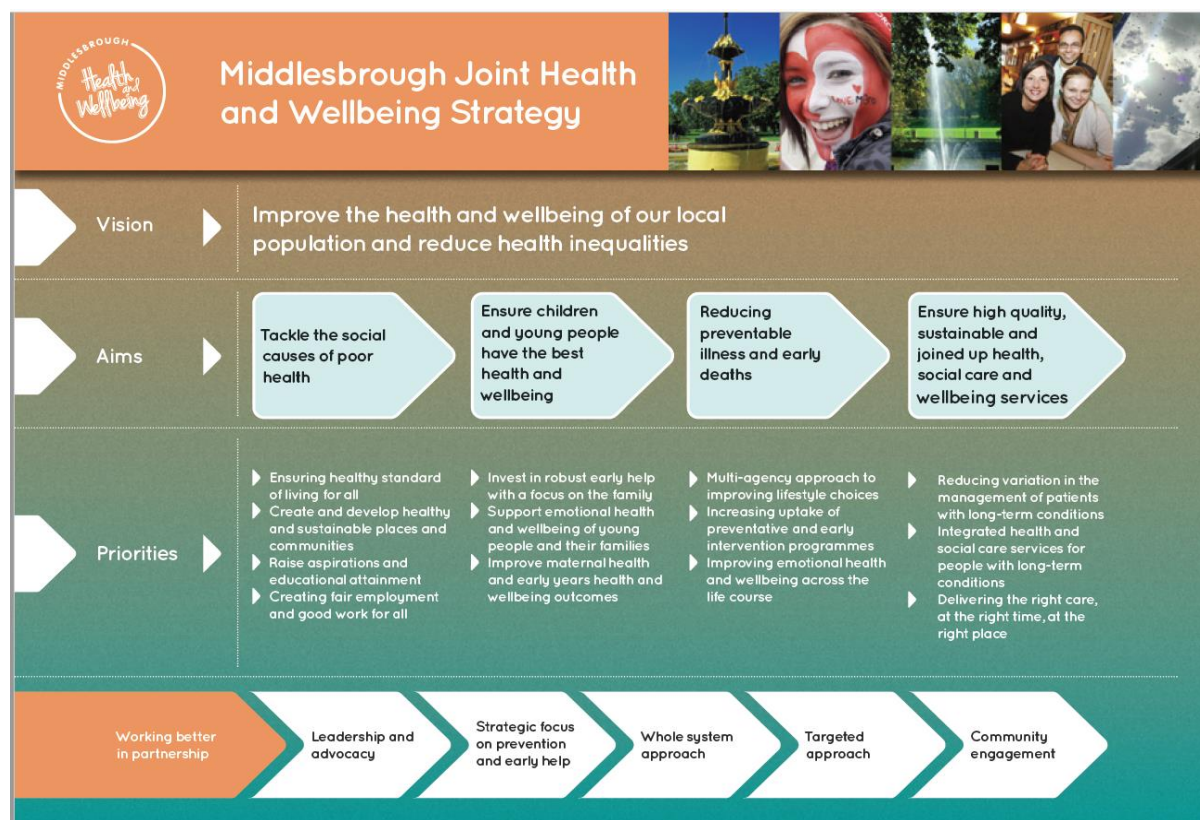
Middlesbrough Investment Prospectus 2017 – Middlesbrough, as part of Tees Valley, is well located between Leeds and Newcastle and has ambitions to develop as a major economic centre. £47m has been committed by the Council over four years to establish Middlesbrough as *the* city centre for the Tees Valley.

Tees Valley Combined Authority Strategic Economic Plan (2016-2026) -The TVCA was created in 2016 to take on new responsibilities, devolved from Government, for transport, infrastructure, skills, business investment, housing, culture and tourism. The strategy sets out the ambitions and priorities for the Tees Valley over the period to 2026 to create up to 25,000 jobs and £2.8bn of additional gross value added (GVA).

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Middlesbrough Joint Health and Wellbeing Strategy 2013 – 2023

This provides the overarching vision and strategic framework for improving health and wellbeing and tackling health inequalities in Middlesbrough.



It is underpinned by several national and local policies, strategies and action plans. The priorities highlighted require long-term action at a population level to have a sustainable impact on the health and wellbeing challenges faced in Middlesbrough. Other priorities need short term action, especially the need to integrate health and social care services.

A prevention strategy for adults and older people 2017-2020

This strategy is centred on ensuring that the people of Middlesbrough ‘live well’ through the prevention of avoidable illness and lead fulfilling lives. This is a town wide approach aimed at primary, secondary and tertiary prevention. The Case for change: Making the case for prevention in Middlesbrough make specific reference to:

- ◀ Preventable deaths, life expectancy and healthy life expectancy.
- ◀ Preventable illness and poor quality of life.
- ◀ Demographic changes – ageing population and the changing ethnic mix across the town. Patterns of service use and increased demand.
- ◀ Financial case.
- ◀ Asset based approaches
- ◀ Co-production -across agencies and with the local communities.

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Key principles:	Key areas for action
Addressing the social determinants of health	<ul style="list-style-type: none"> ◀ Addressing social determinants ◀ Increase the number of health promoting settings through the roll out of the settings based “Extra Life” programme.
Effective partnership working	<ul style="list-style-type: none"> ◀ Standardise a local approach to Making Every Contact Count. ◀ Co-ordinated information, advice and advocacy. ◀ Building resilient communities.
System, scale and consistency	<ul style="list-style-type: none"> ◀ Development of integrated approaches to addressing risk factors through the integrated well-being centre (Live Well Centre) and a local well-defined offer within each community.
Speed of impact	<ul style="list-style-type: none"> ◀ Target approaches to prevention and early intervention services ◀ Effective management of patients with existing long term conditions. ◀ Identifying vulnerable groups and developing targeted prevention approaches, strengthening and integrating pathways for carers; people affected by social isolation; people with mental health conditions; ex-offenders; people living with dementia; substance misuse clients and ex-offenders; people at risk of falls. ◀ Coordinated low level interventions.

The Live Well Centre is a case study for the area. Live Well Middlesbrough is a joint approach to improving the health and wellbeing of the local population via the prevention of avoidable illness, improving independence and quality of life and reducing premature deaths.

This strategy sets out a vision for Middlesbrough which puts prevention at the heart of its ambition for reduced health inequalities and people living longer healthier lives. It sets out several key recommendations and ways of working to make a sustainable improvement in health outcomes and reducing demand for health and social care services.

Sport and Physical Activity Strategy: Active Middlesbrough 2008-2020

The Sports and Physical Activity Strategy covers provision for active sport and physical activity in the public, private, education and voluntary sectors in Middlesbrough. It relates to provision for, and the development of, indoor sports and physical activity facilities and services.

The provision and development of outdoor sport and physical activity is dealt with by the Middlesbrough Playing Pitch Strategy (PPS) and the Green Space and Open Space strategies. The Sport and Physical Activity Strategy refers to the key priorities identified through the PPS, and mirrors the need for a hierarchy of provision, investment in good quality, fit for purpose facilities and the need to develop facilities on education sites for community access.

Middlesbrough Sustainable Community Strategy 2008 - 2023

The Sustainable Community Strategy for Middlesbrough has been developed to provide the framework for members of Middlesbrough Partnership, organisations, groups of people and individuals to work together to improve the quality of life in Middlesbrough by 2023. It sets out Middlesbrough Partnership’s shared vision for the town and its residents and how it will work together to achieve the vision.

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The Sustainable Community Strategy is the overarching strategy for improving Middlesbrough. It is the result of detailed analysis of the town's current position, and the challenges and opportunities that lie ahead over the next 15 years. It is simply a strategic overview, as there are a range of more specific and detailed plans and strategies that sit beneath it and identify what needs to be done (for example, with reference to health or community safety) to ensure that the overall vision for Middlesbrough can be realised. It has six themes:

- ◀ Theme 1: Community Strategy.
- ◀ Theme 2: creating stronger communities
- ◀ Theme 3: creating safer communities.
- ◀ Theme 4: Supporting children and young people;
- ◀ Theme 5: Promoting adult health and well-being, tackling exclusion and promoting equality; enhancing the local economy.
- ◀ Theme 6: Securing environmental sustainability.

Tees Valley Sport (TVS)

TVS is one of 43 county sports partnerships in England tasked with rolling out the local delivery of Sport England initiatives and, in some cases, the dissemination of Sport England funding. TVS local authority partners (and geographic areas covered by the TVS remit) include Redcar & Cleveland, Stockton on Tees, Middlesbrough, Darlington and Hartlepool.

Its stated mission is “to improve the quality of life of all residents in the Tees Valley by increasing participation in sport and physical activity.” It has identified the following key objectives and will work with partners to:

- ◀ Lead and develop a strategic approach to sport and physical activity in Tees Valley.
- ◀ Develop, improve and extend the sporting infrastructure in Tees Valley.
- ◀ Raise the profile of sport and physical activity in Tees Valley.
- ◀ Develop greater coordination and partnership working where appropriate and achievable in the Tees Valley and beyond.

Summary of local policy documentation

The local policies key messages are summarised below:

- ◀ There are is a strong commitment to enhancing the health and wellbeing of the residents of Middlesbrough both directly locally and through partnership work with neighbouring Tees Valley authorities.
- ◀ Increasing economic growth is very important.
- ◀ There is a commitment to ensuring leisure facilities are maintained and enhanced.
- ◀ There is a strategic priority to ensure the health and wellbeing of residents is supported through all stages of life.
- ◀ Targeting the inactive and increasing physical activity is a priority.

2.3 Demographic profile

Population and distribution

The total population of Middlesbrough is 140,639 (2017 MYE) with slightly more females (71,168) to males (69,471). There is a lower proportion of 65 - 74 year-olds in Middlesbrough (8.7%) compared with the North East (10.8%). There are, however, more in the age groups from 20-29; Middlesbrough 16.2% compared to 13.5% in the North East). The age and make-up of the population is a key factor to consider when developing and implementing the sports and physical activity offers within the area.

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

In broad terms, Middlesbrough's ethnic composition closely reflects that of England as a whole. According to the 2011 Census of population, the largest proportion (88.2%) of the local population classified their ethnicity as White; this is slightly higher than the comparative England rate of 85.4%. The next largest population group (by self-classification) is Asian, at 7.8%. This is identical to the national equivalent.

Crime (Data source: 2017 Recorded Crime, Home Office)

During the 12 months to March 2018 the rate for recorded crimes per 1,000 persons in Middlesbrough was 135.8; this is markedly higher than the equivalent rate for England and Wales as a whole – which is 82.0. In both instances the crime rate has risen since 2015, by around 33.7% for Middlesbrough and 36.5% for England & Wales.

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

The median figure for full-time earnings (2017) in Middlesbrough is £24,502; the comparative rate for the North East is £26,213 (+7.0%) and for Great Britain is £28,740 (+17.3%). In June 2018 there were 3,920 people in Middlesbrough claiming Job Seekers Allowance (JSA); this represents a decrease of 40.6% when compared to June 2010 (6,595).

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

Relative to other parts of the country Middlesbrough experiences high levels of deprivation; two thirds of the Borough's population (63.0%) falls within the areas covered by the country's three most deprived cohorts compared to a national average of c.30%. Conversely, 17.2% live in the three least deprived groupings in the country, this compares to a 'norm' of c.30%.

A similar pattern, to that seen for multiple-deprivation, is seen in relation to health, yet more so. Nearly three quarters of Middlesbrough's population (72.2%) falls within the areas covered by the three most deprived cohorts, this compares to a national average of c.30%. Conversely only, 1.0% live in the three least deprived groupings compared to a 'norm' of c.30%.

This is amplified in figures 2.3, 2.4, 2.5 and 2.6 overleaf.

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Figure 2.3: Index of multiple deprivation

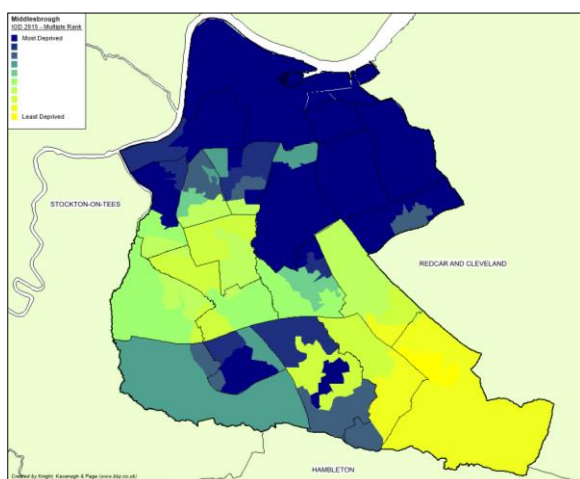


Figure 2.4 IMD Health domain

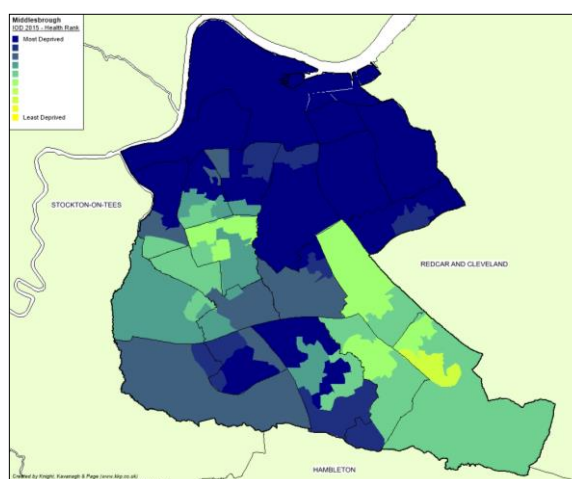


Figure 2.5: IMD comparison

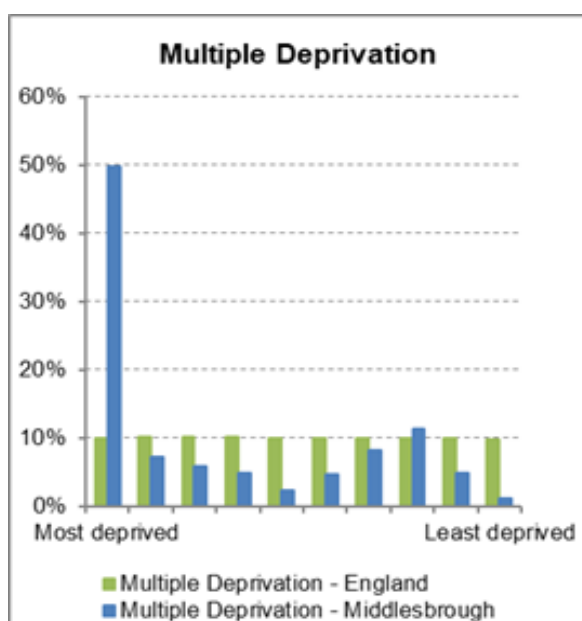
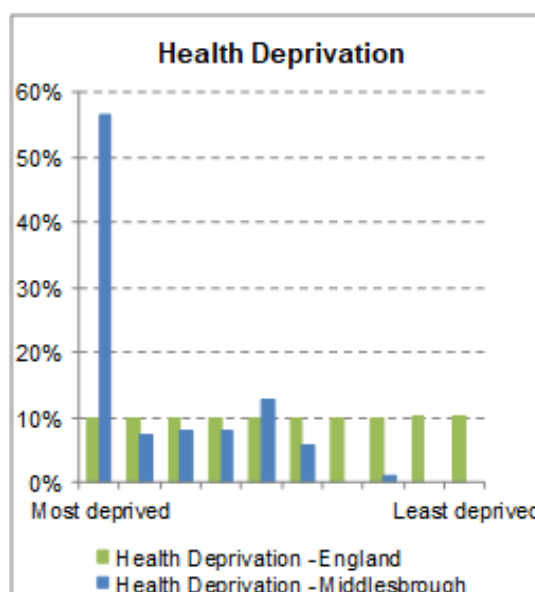


Figure 2.6 Health domain comparison



Further analysis undertaken by the Health and Wellbeing Board identifies that the gradient of inequalities in health demonstrate that life expectancy reduces by two years for every mile from suburb to centre. The Joint Health and Wellbeing Strategy identifies that the health and wellbeing of the local population could be improved by better coordination between organisations which aim to prevent illness and reduce premature death, as well as those whose services impact upon the social causes. Ward based life expectancy variations are illustrated below.

Ward	Life expectancy- Male	Life expectancy - Female
Pallister	74	75
Park End	72	77
Marton	79	86
Nunthorpe	82	84

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In general, in keeping with patterns seen alongside higher levels of health deprivation, life expectancy in Middlesbrough is lower than the national figure; the male rate is currently 76.2 compared to 79.2 for England, and the female equivalent is 79.8 compared to 83.2 nationally.¹

Weight and obesity

Obesity is widely recognised to be associated with health problems such as type 2 diabetes, cardiovascular disease and cancer. At a national level, the resulting NHS costs attributable to overweight and obesity² are projected to reach £9.7 billion by 2050, with wider costs to society estimated to reach £49.9 billion per year. These factors combine to make the prevention of obesity a major public health challenge.

Adult obesity rates in Middlesbrough are above national, and slightly below regional, averages. Rates of child obesity are higher than both national and regional averages.

Figure 2.7: Adult and child obesity rates

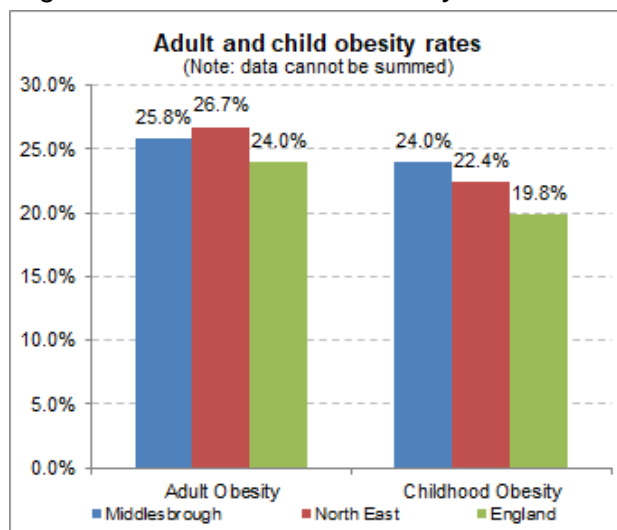
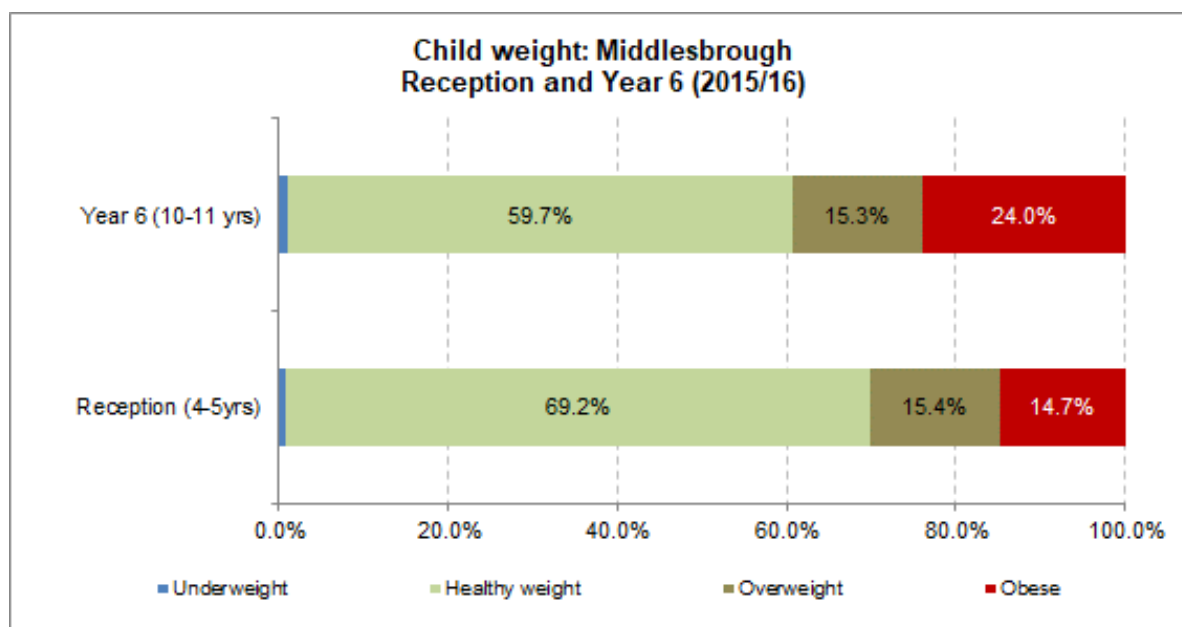


Figure 2.8: Child weight – reception and year 6



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

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

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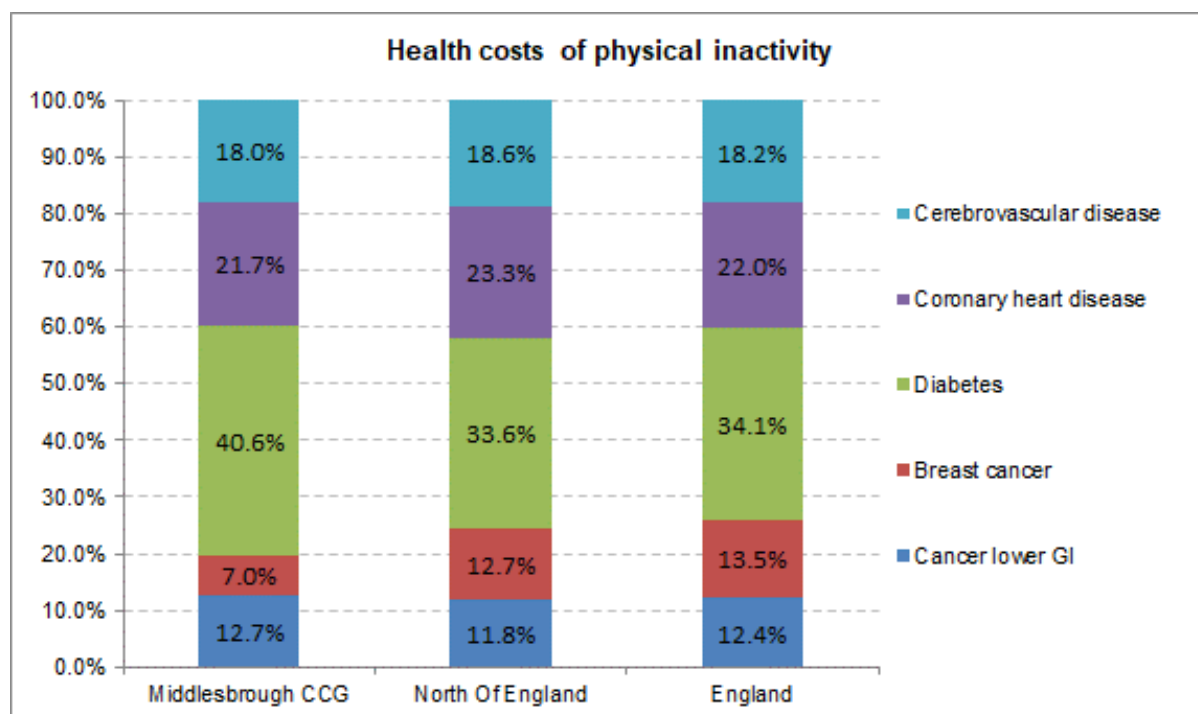
As with many other areas, obesity rates increase significantly between the ages of 4 and 11. In Middlesbrough 14.7% of children are considered to be obese in reception and a further 15.4% are overweight. By Year 6 these figures rise to just under one quarter (24.0%) being obese and 15.3% being overweight. Therefore, in total, by Year 6, four in 10 young people in the borough (39.3%) are either overweight or obese.

Health costs of physical inactivity

The British Heart Foundation (BHF) Promotion Research Group has reviewed the costs of avoidable ill health that it considers to be attributable to physical inactivity. Initially produced for the DoH report Be Active Be Healthy (2009) the data has subsequently been reworked for Sport England and updated in 2014/15 by Public Health England.

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

Figure 2.9: Health costs of physical inactivity



NHS South Tees Clinical Commissioning Group (CCG) includes Middlesbrough, Redcar and Cleveland. Middlesbrough's population covers 50.8% of NHS South Tees CCG. The annual cost to the NHS of physical inactivity for the CCG that Middlesbrough falls within is estimated at £2,003,101.80. When compared to regional and national costs per 100,000, the costs for the CCG (£686,930.06) are 15.9% below the national average (£817,273.95) and 22.3% below the regional average (£883,671.73).

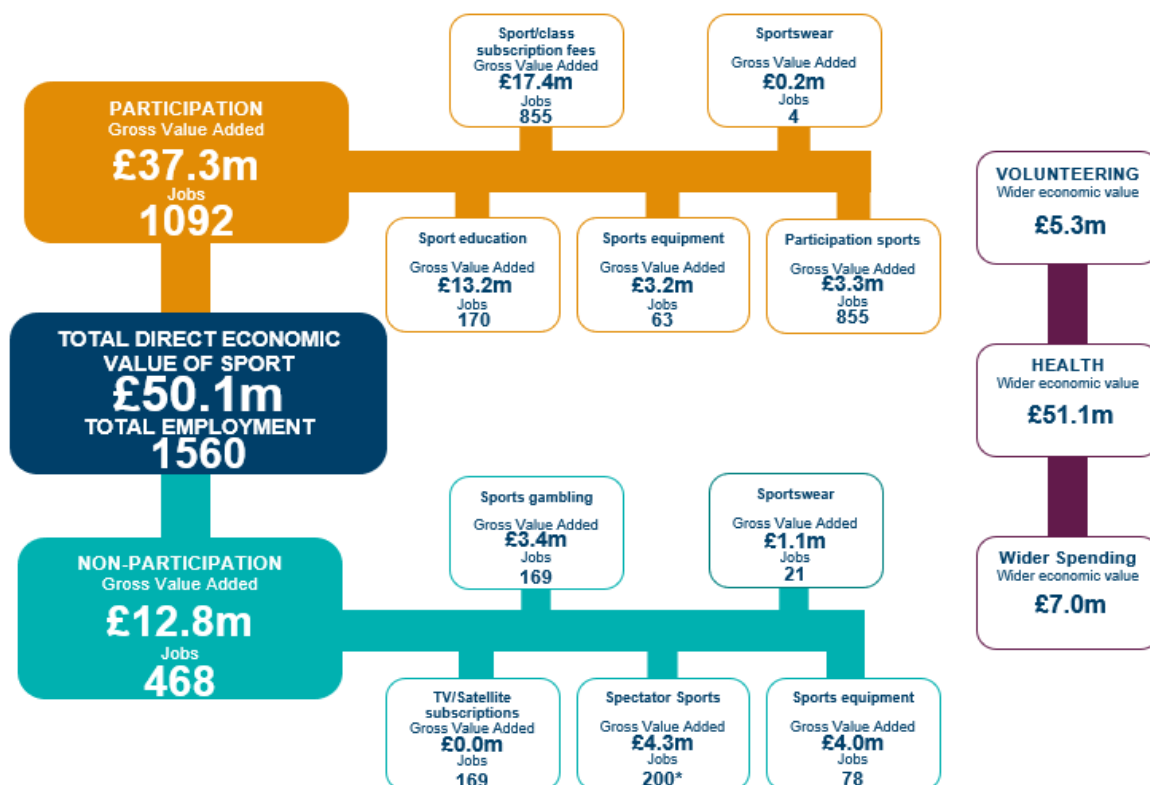
It should also be noted that in addition to the NHS costs there are also significant costs to industry in terms of days of productivity lost due to back pain etc. These have also been costed in CBI reports and are of similar magnitude to NHS costs.

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

Sport England's economic impact model (which encompasses participation, purchasing of sportswear, gambling, volunteering, attending events, etc.) shows an overall local impact in Middlesbrough of £50.1 (£37.3m participation, £12.8m non-participation related). This is well above the national average of £20.3 million. Further detail can be found in Appendix 1:

Table: 2.4: Sport England's Economic impact model



Active Lives

Sport England's Active Lives Survey November 2016/17 is, based on 16+ year olds taking part in walking, cycling, fitness, dance and other sporting activity. Compared to England and the North East region, more of Middlesbrough's population is inactive and fewer are active.

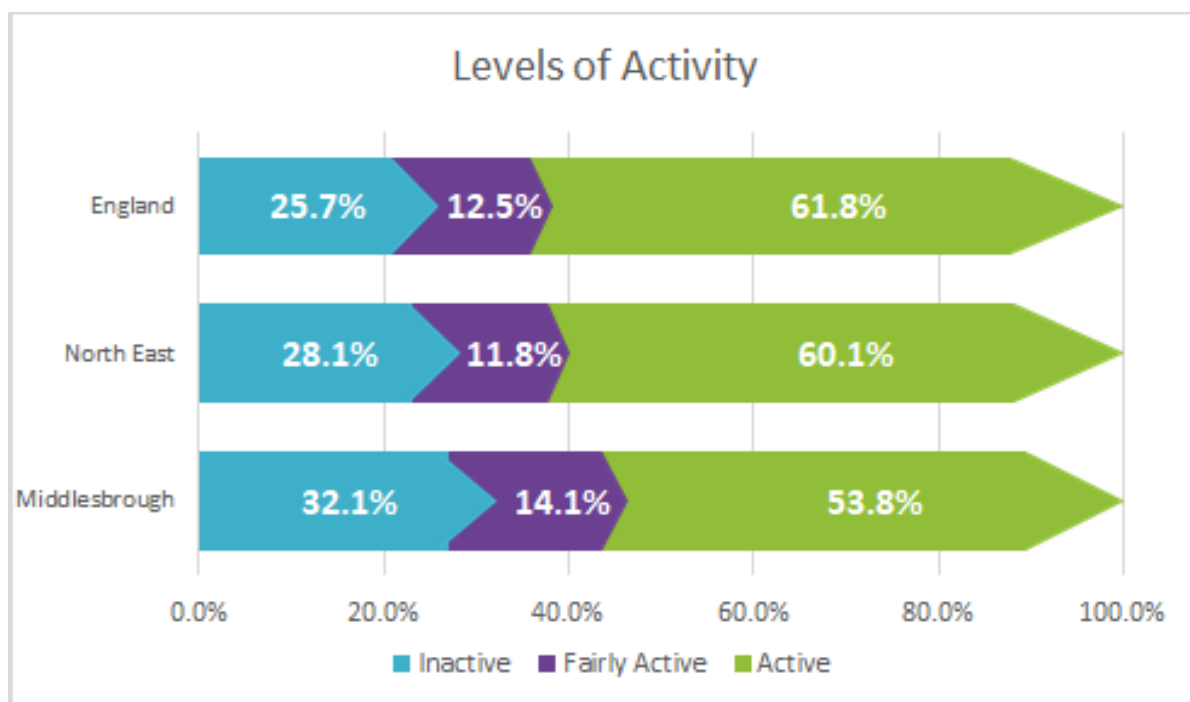
Table 2.4: Active Lives Survey results November 2016/17

	Inactive (<30 minutes per week)		Fairly Active (30-149 minutes per week)		Active (150+ minutes per week)	
	Rate	Population	Rate	Population	Rate	Population
England	25.7%	11,485,300	12.5%	5,595,000	61.8%	27,658,700
North East	28.1%	609,200	11.8%	255,500	60.1%	1,304,400
Middlesbrough	32.1%	35,800	14.1%	15,700	53.8%	60,000

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

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Figure 2.9: Sport England's Active Lives data



The most popular sports

Sport England's Active Lives Survey 2016/17 makes it possible to identify the top sport and physical activity within Middlesbrough. As with many other areas, walking (41.9%) and structured programme classes (16.9%) are among the most popular activities (both cut across age groups and gender). In Middlesbrough around 1 in seven adults (14.8%) have cycled, on average, at least once a month. 11.9% have been involved in athletics; 11.0% involved in fitness, whilst 9.5% have been swimming.

Table 2.5: Active Lives Survey results by sport and physical activity; November 2016/17

Sport	Middlesbrough		North East		England	
	Count	%	Count	%	Count	%
Walking (Leisure)	46,700	41.9%	928,100	42.8%	18,722,600	41.8%
Structured Programme Class	18,800	16.9%	369,200	17.0%	7,938,000	17.7%
Cycling	16,600	14.8%	305,100	14.1%	7,498,900	16.8%
Athletics	13,200	11.9%	327,900	15.1%	7,266,300	16.2%
Fitness	12,300	11.0%	283,500	13.1%	5,727,600	12.8%
Swimming	10,600	9.5%	174,100	8.0%	4,651,100	10.4%
Football	6,400	5.7%	105,600	4.9%	2,230,200	5.0%
Badminton	1,300	1.1%	29,000	1.3%	892,600	2.0%
Basketball	600	0.5%	10,000	0.5%	302,900	0.7%
Netball	300	0.3%	11,300	0.5%	282,800	0.6%

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Sport England Active Lives survey information (2015/16)

Sport England has undertaken additional work on Active Lives data, focusing on the gender gap, socio-economic groups, older age groups and the effect of age with disability and health conditions upon the propensity of people to take part in sport and physical activity. The aim of these separate documents is to scratch beneath the surface of Active Lives.

Activity and gender

- ◀ The relationship with sport and physical activity differs significantly depending on gender with still more men than women getting active, although the gap has been closing.
- ◀ Men are more likely to take part in higher intensity activities, while women tend to do lower intensity activities.
- ◀ The proportion of women who are active varies hugely between different ethnic backgrounds. The gender gap is widest between men and women who are black or South Asian, while women from these backgrounds also have the lowest activity levels overall.
- ◀ Changes in circumstances and life stages present opportunities and threats to activity habits.
- ◀ The gender gap is also wider than average amongst parents living with young children, with parenthood appearing to have a bigger impact on women than men when it comes to how active they are.
- ◀ Retirement is also a key point in someone's life where old habits can be broken, and new habits formed.

Lower socio-economic groups

The 12 million people who are in a lower socio-economic group cannot be thought of as one homogenous group. It is important to understand the diversity of lower socio-economic groups be it their age, gender, ethnicity or whether or not they have a limiting disability.

- ◀ Inactivity is higher in lower socioeconomic groups. There is no single contributing factor behind this trend.
- ◀ Sport England suggests that increasing activity levels is more likely to be successful when working with communities to change together as a group, rather than individually, and this should be considered when working with target communities.
- ◀ People in lower socio-economic groups are more likely to be inactive, regardless of whether they have a limiting disability or not. However, it would seem having a limiting disability also impacts upon inactivity levels.
- ◀ There is a higher proportion of South Asian and black people in lower socio-economic groups than any other ethnic group.
- ◀ Active travel, which encompasses walking for travel and cycling for travel, bucks the trend of greater inactivity in lower socio-economic groups. If people walk or cycle for travel, they may not choose to do other activities as part of their daily routine. The importance of active travel for lower socio-economic groups is key, as 46% who are active in walking for travel (doing at least 150 minutes of walking for travel a week) only do this activity and thus are entirely dependent on it to be classed as active.
- ◀ Similarly, 21% who are active in cycling for travel only do this activity.
- ◀ Active travel may also be the key to understanding some of the difficulties to being active through leisure activities, such as reliance on transport inhibiting access to other activities.
- ◀ Activities common among people in lower socio-economic groups include walking as the most popular activity, with 33% walking for leisure and 30% walking for travel.

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- ◀ Other activities which are popular amongst these groups are cycling for leisure and running. Taking part in a fitness class is a key activity for women from lower socio-economic groups.
- ◀ Swimming is an important activity in keeping older adults in lower socio-economic groups active. Football is a common activity amongst those aged 16-34 regardless of socio-economic groups.

To effectively tackle high levels of inactivity, it's important to understand the specific and different needs of people who are in a lower socio-economic group.

Older age groups

Inactive people over the age of 55 also represent a large and diverse group of roughly 6.4 million people in England. Any intervention designed to support older people should avoid using chronological age alone when targeting or segmenting and recognise the existing behaviours, capabilities, unique barriers and motivators of their target group.

A third of the UK workforce will be over 50 by 2020 Office of National Statistics Labour market projections, 2006 – 2020. The proportion of inactive people and patterns of inactivity include:

- ◀ Around half of those aged 55-64 and 65-74 who are inactive, do no physical activity; this rises even further for those aged 75-84 and 85+.
- ◀ Over half (55%) of people aged 55 and over who have done no physical activity in the last 28 days have done nothing throughout the year.
- ◀ Also, 49% of those aged 55 and over, have done something in the last 12 months, and therefore have an existing relationship with sport and physical activity.
- ◀ This again amplifies that whilst there are trends regarding age and activity, there is still a lot of variance between individuals.

Age with disability and health conditions

- ◀ Two in five of those aged 55 and older have a disability.
- ◀ Adults with a disability are more likely to be inactive than those without, across all ages.
- ◀ Over half of adults aged 55 and over with a disability are inactive (53%), compared to 30% of those aged 16-54 with a disability.
- ◀ Three-quarters (73%) of inactive people aged 55 and over with a disability, have done no activity in the last 28 days, compared to 62% of those aged 16- 54 (with a disability) and 45% of those aged 55 and over without a disability

Sport England goes on to say that while getting older will naturally create new challenges to being active, physical activity can play a fundamental role in ageing healthily. Even moving a little bit more offers a multitude of health and wellbeing benefits for those who are least active. Growing older also impacts people differently and at different ages. Moreover, many people do not think of themselves as 'old', nor identify with the extremes of active older people. It is, therefore, critical to talk to and understand the local audience in order to reach and engage them.

Mosaic (Data source: 2016 Mosaic analysis, Experian)

This is a similar consumer segmentation product. It classifies all 25.2 million households into 15 groups, 66 household types and 238 segments. The top five Mosaic classifications in

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Middlesbrough compared to the country as a whole are shown below. The dominance of these segments can be seen inasmuch as they represent nearly two thirds (64.0%) of the population compared to a national equivalent rate of 28.5%.

Table 2.6: Mosaic – main population segments in Middlesbrough

Mosaic group description	Middlesbrough		National %
	Number	%	
1 - Family Basics	25,741	18.4%	9.8%
2 - Transient Renters	19,597	14.0%	5.9%
3 - Municipal Challenge	16,288	11.6%	5.0%
4 - Aspiring Homemakers	14,992	10.7%	4.3%
5 - Senior Security	12,889	9.2%	3.4%

The largest segment profiled for Middlesbrough is the Family Basics group. It accounts for 18.4% of the adult population in the area; nearly twice the national rate (9.8%). This group is defined as families with children who have limited budgets and can struggle to make ends meet. Their homes are low cost and are often found in areas with fewer employment options.

Table 2.7: Dominant Mosaic profiles in Middlesbrough




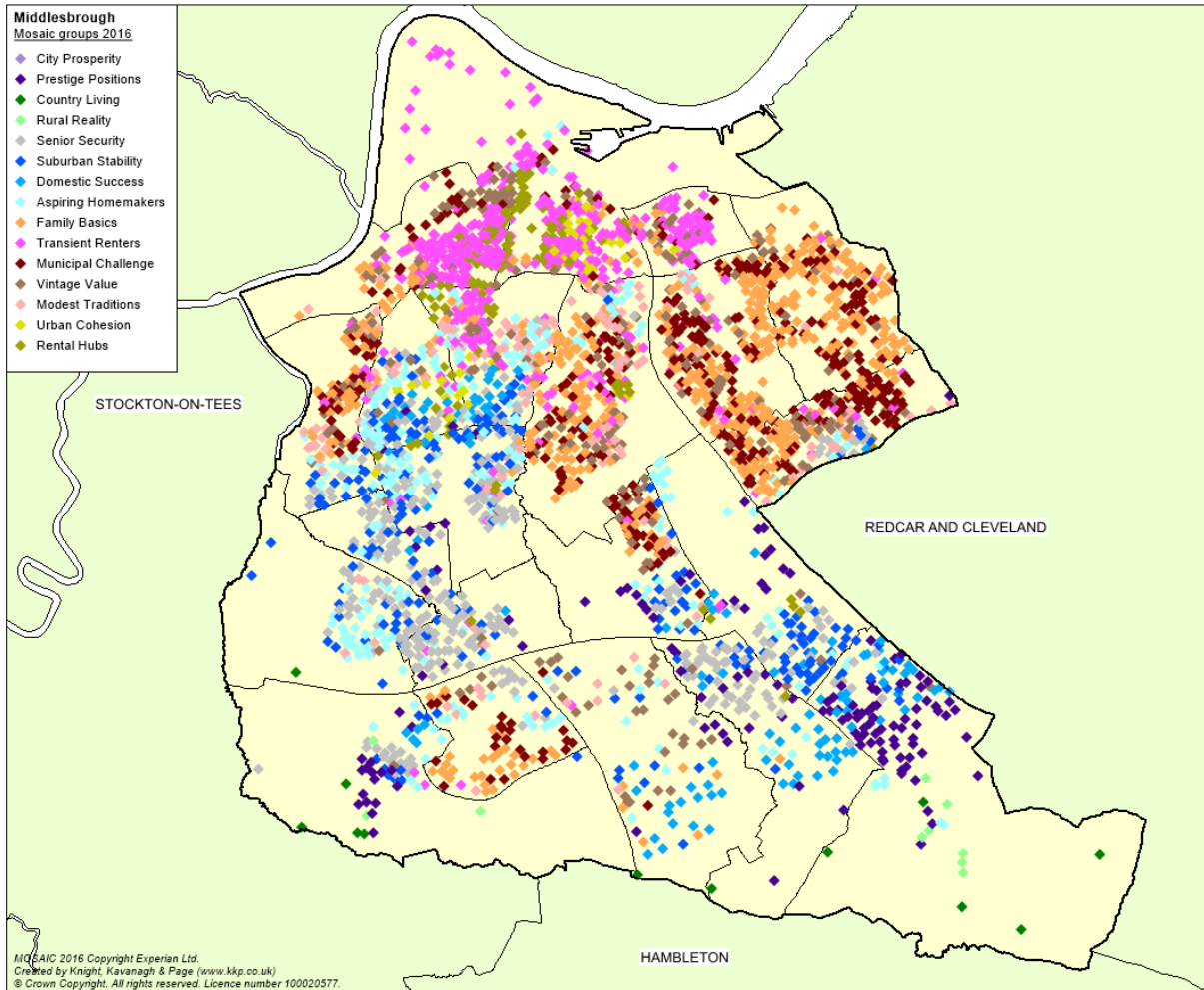
Family Basics		Families with children who have limited budgets and can struggle to make ends meet. Their homes are low cost and are often found in areas with fewer employment options.
Transient Renters		Single people who pay modest rents for low cost homes. Mainly younger people, they are highly transient, often living in a property for only a short length of time before moving on.
Municipal Challenge		Long-term social renters living in low-value multi-storey flats in urban locations, or small terraces on outlying estates. These are challenged neighbourhoods with limited employment options and correspondingly low household incomes.

Figure 2.11: Distribution of Mosaic segments in Middlesbrough

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Locally reported sports participation increases in Middlesbrough

Statistics for leisure centre usage 2017-18 show a 21.5% annual increase in people visiting the Borough's leisure centres, with a jump from 697,017 to 846,644 in the previous year. The largest overall increase was seen at the Golf Centre where visitor numbers went up from 25,413 to 38,270 (an increase of c. 50%). Swimming lessons also saw an increase with the Neptune Centre rising going from 453 to 549 (an increase of 21.19%) and the Rainbow increasing from 1,022 to 1,196 (17.02% increase). This is due in part to increased investment and more targeted marketing by the leisure operator as well as improved data collection. Further interrogation of data (on a more regular basis) will lead to greater understanding of participation trends.

Population projections

Strategic planning: Change over 25 years (2016 to 2041³)

The most recent ONS projections indicate a rise of 1.0% in Middlesbrough's population (+1,457) over the 25 years from 2016 to 2041. Over this extended timeframe fluctuations are evident, and the projections rise and fall at different points for the majority of age groups. Several key points for Middlesbrough are outlined below:

- ◀ One of the most notable points is the predicted decline in the number of 25-34 year olds; by 6.9% in the first period (-1,352). This will be followed by growth of 0.2% (+38) in the second period.
- ◀ There is a continuous increase in the number and proportion of persons aged 65+; an increase of +21.6% (+4,829) in the first period which continues to +34.5% (+7,686) between 2016 and 2041. This age group represented 15.9% of Middlesbrough's population in 2016. By 2041 it is projected that it will be 21.2% of the total.

³ Office for National Statistics 2016-based population projections (data released May 2018)

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Figure 2.12: Projected change 2016-2041

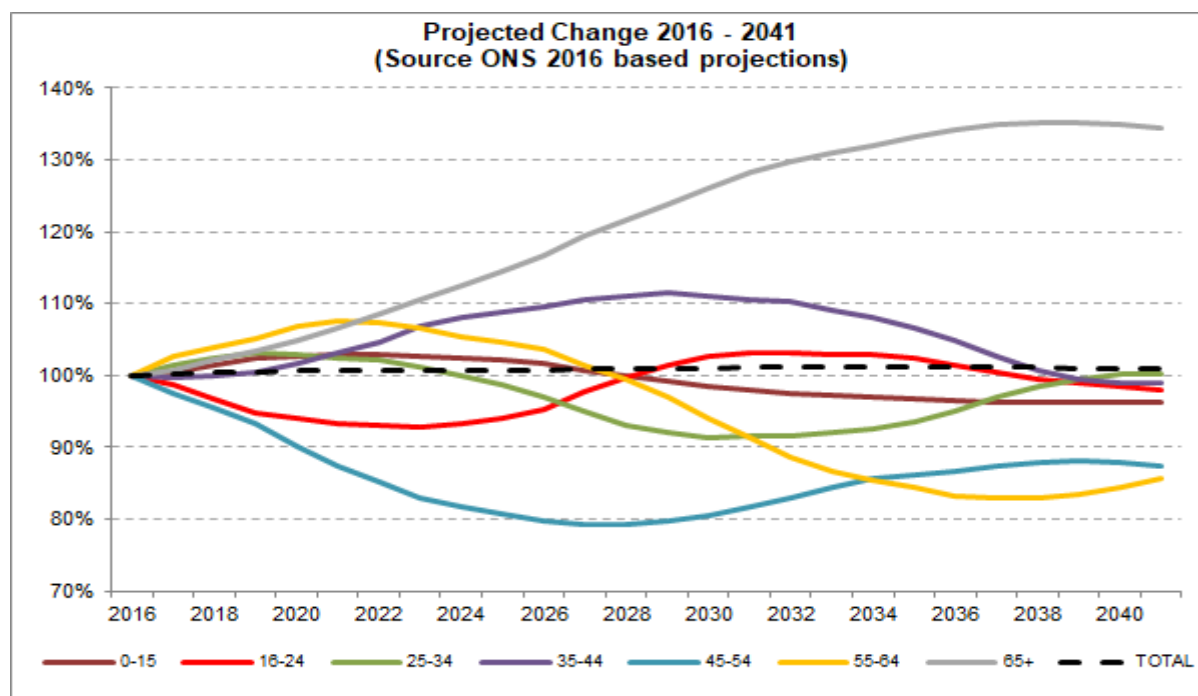


Table 2.8: Middlesbrough - ONS projected population (2016 to 2041)

Age (years)	Number			Age structure %			Change 2016 – 2041		
	2016	2028	2041	2016 %	2028 %	2041 %	2016 %	2028 %	2041 %
0-15	28,875	28,867	27,792	20.6	20.4	19.6%	100	100	96.2
16-24	19,533	19,473	19,129	13.9	13.8	13.5%	100	99.7	97.9
25-34	19,631	18,279	19,669	14.0	12.9	13.9%	100	93.1	100.2
35-44	15,510	17,227	15,340	11.1	12.2	10.8%	100	111.1	98.9
45-54	18,129	14,375	15,841	12.9	10.2	11.2%	100	79.3	87.4
55-64	16,343	16,253	14,020	11.6	11.5	9.9%	100	99.4	85.8
65+	22,305	27,134	29,991	15.9	19.2	21.2%	100	121.6	134.5
Total	140,326	141,608	141,783	100.0	100.0	100.0	100.0	100.9	101.0

House building and policy

Strategic Housing Market Assessment (SHMA) 2016

It is important to remember that “establishing future need for housing is not an exact science” (PPG ID 2a-014). Whilst the OAN must be underwritten by robust evidence that is based on detailed analysis and informed by reasonable assumptions, the final conclusions should reflect the overall scale of the housing needed in the housing market area without seeking to be spuriously precise.

The SHMA therefore identifies the Full Objective Assessed Need for Housing in Middlesbrough to be 7,600 dwellings over the 18-year period 2016-34, equivalent to an

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average of 422 dwellings per year. This includes the Objectively Assessed Need of Affordable Housing for 3,560 dwellings over the same period, equivalent to an average of 200 per year.

Middlesbrough Housing Strategy 2017

Housing Strategy aims to deliver investment in new and existing homes and neighbourhoods in order to meet the diverse needs and aspirations of its communities, help people live healthier and happier lives, drive and support economic growth, and mitigate public service challenges and costs.

It is intended that it will play a major part in helping to deliver the Mayor's 2025 Vision of a town where people want to live, with fair access to high quality homes for all. It is also central to the town's investment strategy and will support the ambition of the Tees Valley Strategic Economic Plan, to accelerate the supply of good quality homes across the whole housing market. The Housing Strategy has three key objectives:

- ◀ Meet the housing needs and aspirations of a growing population.
- ◀ Improve the life opportunities of residents in areas of poor-quality housing and deprivation
- ◀ Address the pressures of an ageing population and support vulnerable people to live independent lives for as long as possible.

The Housing Strategy provides more detail on each of the objectives along with associated priorities and actions.

Projection implications

The small projected increase in the size of the population in the Borough is likely to lead to a small increase in the numbers of people wishing to take part in sport and physical activity (potential customers of leisure facilities). The key issue is likely to be more to do with how the ageing population chooses to use its leisure time; this may well lead to changes in demand for different activities. It is fair to assume that there will be increased demand for sports facilities and physical activity opportunity in areas where housebuilding is planned.

The importance of ensuring that the proportion of the population which is currently active remains so and that more of the presently inactive become active (sustaining and improving the general health of the local population) will become increasingly relevant. Indoor and built facilities, and programmes of activity therein, need to be capable of adapting to any changing demands and needs associated with demographic change.

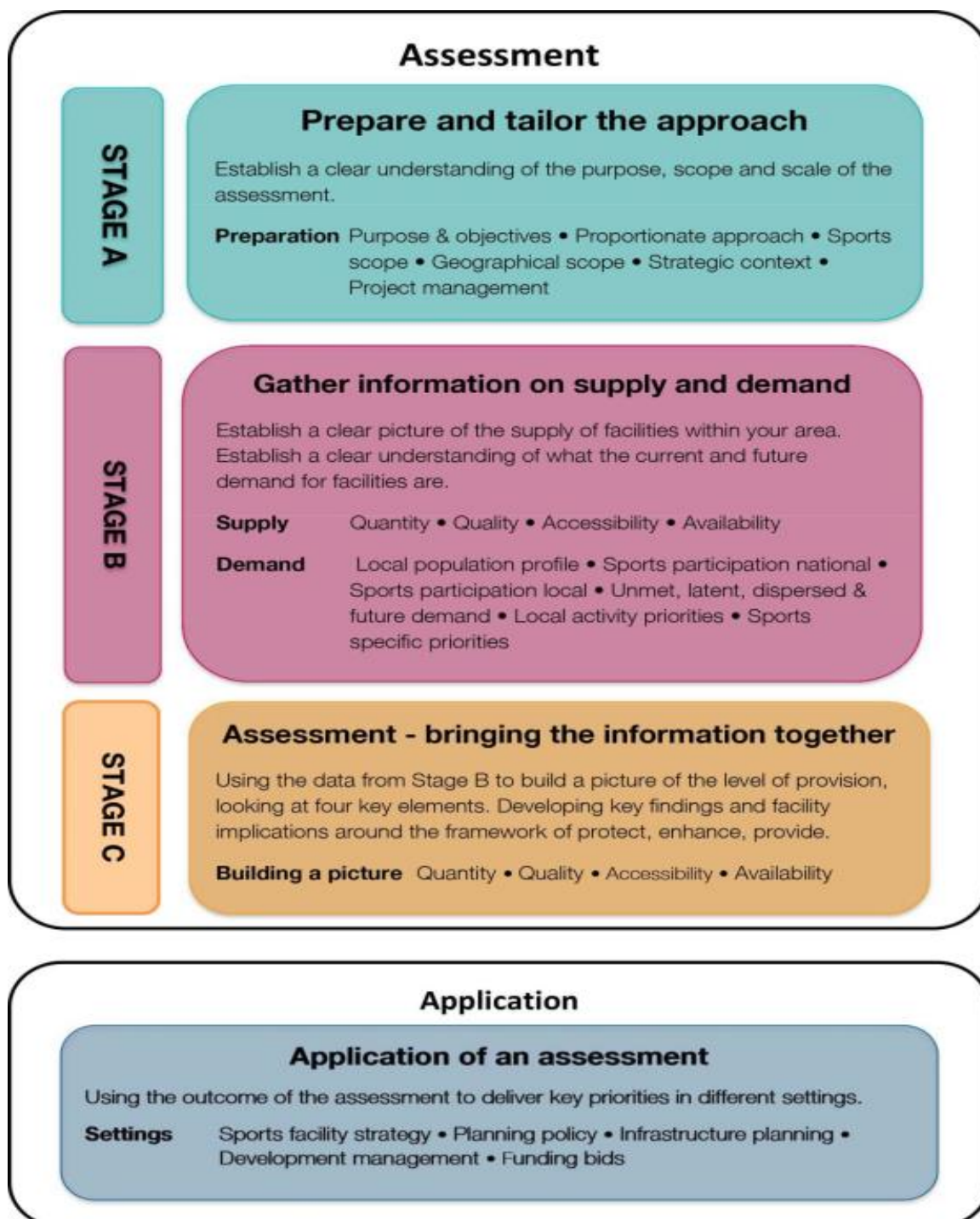
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SECTION 3: INDOOR SPORTS FACILITIES ASSESSMENT APPROACH

3.1: Methodology

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

Figure 3.1: Recommended approach



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

'Access to high quality open spaces and opportunities for sport and recreation can make an important contribution to the health and well-being of communities. Planning policies should be based on robust and up-to-date assessments of the needs for open space, sports and recreation facilities and opportunities for new provision. Information gained from the assessments should be used to determine what open space, sport and recreational provision is needed, which plans should then seek to accommodate.' (NPPF, Paragraph 96).

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

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

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

3.2: Site visits

Active Places Power is used to provide baseline data to identify facilities in the study area. Where possible, assessments were undertaken in the presence of facility staff. This added considerable value as it enabled access to be gained to all areas of venues and allowed more detailed *in-situ* discussion of issues such as customer perspectives, quality, maintenance etc. This is essential to ensure that the audit (which is a 'snapshot' visit) gathers accurate insight into the general user experience.

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

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

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

Table 3.1: Quality ratings of indoor sports facilities using ANOG

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

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

Catchment areas

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

This, coupled with KKP's experience of working with leisure facilities and use of local data and analysis where possible, enables identification of catchment areas for sports halls as follows:

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Table 3.2: Facility catchment areas

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

3.3: Facilities planning model overview

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

- ◀ Assessing requirements for different types of community sports facilities on a local, regional or national scale.
- ◀ Helping local authorities determine an adequate level of sports facility provision to meet their local needs.
- ◀ Testing 'what if' 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 would have on the needs of the sports facilities.

In its simplest form the model seeks to assess whether the capacity of existing facilities for a particular sport are capable of meeting local demand for that sport considering how far people are prepared to travel to a facility (using the integrated transport network).

To estimate the level of sports facility provision in an area, the model compares the number of facilities (supply) with the demand for that facility (demand) that the local population will generate. The Model is prescriptive and not predictive in that it does not provide precise estimates of the use of proposed facilities. Rather, it prescribes an appropriate level of provision for any defined area in relation to demand and which reflects national expectations and policies.

The FPM is used to test scenarios by predicting the impact of creating a new facility or closing an existing venue, to the overall level of facility provision. It can also take account and model the impact of changes in population, for example, from major housing development.

For this assessment, we have used FPM data from the National Run Report 2017 for Middlesbrough. It is based on 2017 ONS projected changes in the population of the authority for both swimming pools and sports halls.

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

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SECTION 4: SPORTS HALLS

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

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

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

4.1: Supply

Quantity

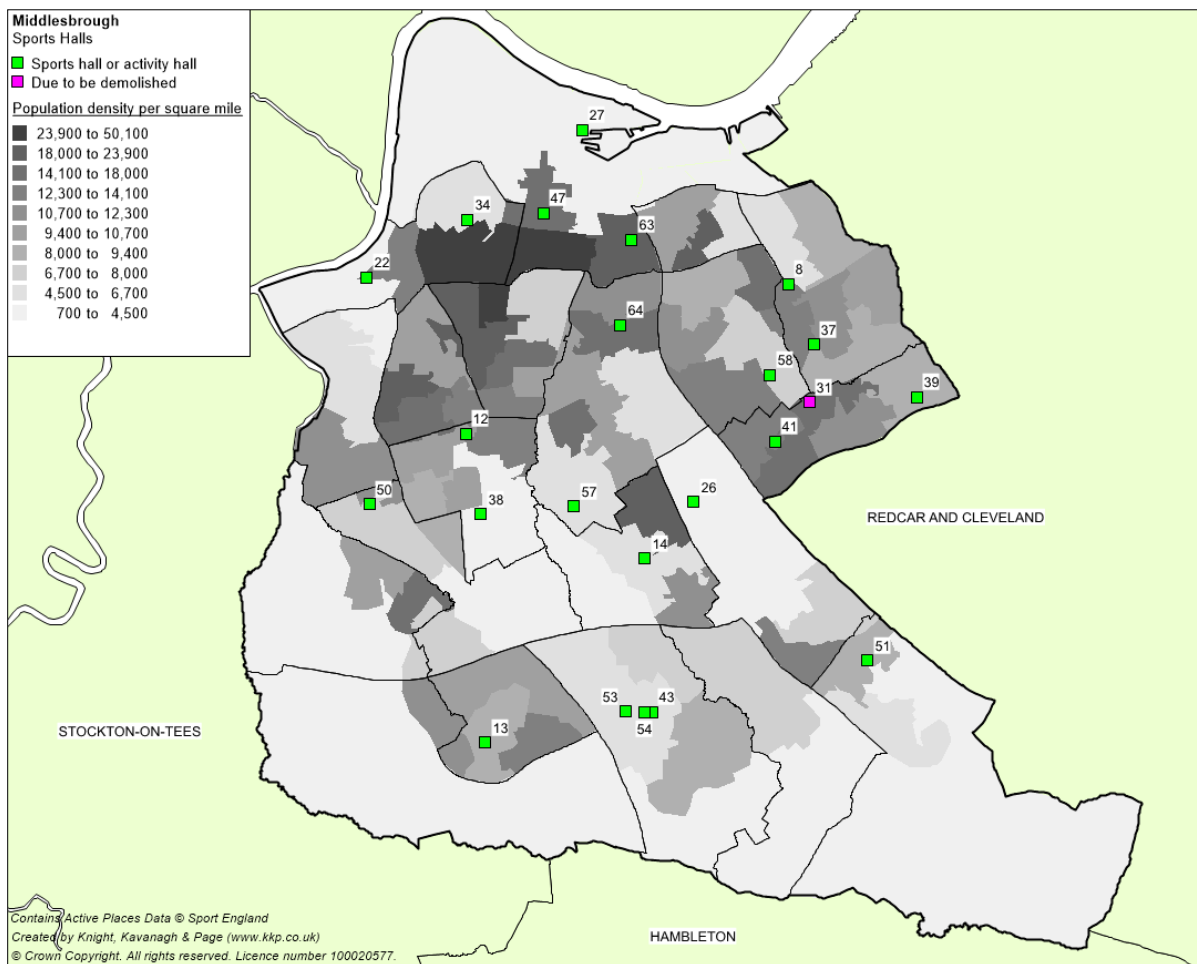
Table 4.1: All identified sports halls in Middlesbrough (Active Places data)

Map ID	Site name	Courts	Map ID	Site name	Courts
8	Corpus Christi School	2	39	Outwood Academy	4
12	Green Lane Primary Academy	2	41	Park End Primary	0
13	Hemlington Lake & Recreation	0	43	Rainbow Leisure Centre	6
14	Holmwood School	2	47	Teesside University	6
22	Macmillan Academy	4	50	The Acorn Centre	4
22	Macmillan Academy	1	50	The Acorn Centre	1
22	Macmillan Academy	3	50	The Acorn Centre	1
26	Middlesbrough Sports Village	3	51	The Avenue Primary	0
27	Middlesbrough College	6	53	The King's Academy	4
31	Southlands Centre	4	54	The Manor Youth Centre	1
34	Newport Settlement Youth & Community Centre	4	57	Trinity Catholic College	4
34	Newport Settlement Youth & Community Centre	0	57	Trinity Catholic College	1
37	Ormesby Table Tennis Club	3	58	Unity City Academy	4
38	Outwood Academy Acklam	1	58	Unity City Academy	1
38	Outwood Academy Acklam	4	63	Breckon Hill Primary School	2

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Map ID	Site name	Courts	Map ID	Site name	Courts
39	Outwood Academy Ormesby	1	64	Middlesbrough Badminton Club	3

Figure 4.1: All sports halls in Middlesbrough



The 31 sports halls in Middlesbrough offer a total of 81 badminton courts. Half of these (16) have two or fewer badminton courts. While often appropriate for mat sports, exercise to music and similar provision, they inevitably limit the range and scale of recreational and sporting activity that larger halls can enable. Tables 4.2, 4.3 and 4.4 identify and describe the activities catered for at the sports halls with fewer than three courts.

MIDDLESBROUGH COUNCIL INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

Table 4.2: Sports halls with no marked courts

Map ID	Site name	Reported sport/ physical activity
13	Hemlington Lake & Recreation Centre	Dance, karate, exercise classes, tots gymnastics, tea parties, birthday parties, soft play, baby activities, artists group
34	Newport Settlement Youth & Community Centre	Health clinic, carpet bowls, parent and toddler group, 60+ social group, Little kicks football,
41	Park End Primary School	School use
51	The Avenue Primary School	School use

Table 4.3: sports halls with one marked badminton court:

Map ID	Site name	Reported sport/ physical activity
22	Macmillan Academy	A permanent dining room for the school.
38	Outwood Academy Acklam	Private - school use only
39	Outwood Academy Ormesby	Private - school use only
50	The Acorn Centre	Martial arts, fitness classes, mini soccer training, badminton
50	The Acorn Centre	Performance hall accommodating performing arts, conferences, fitness classes, operatic and choir
54	The Manor Youth Centre	5 a side football, dance and dance shows
57	Trinity Catholic College	Primarily school use
58	Unity City Academy	Gymnastics, table tennis, Tai Chi

Table 4.4: sports halls with two badminton courts

Map ID	Site name	Reported sport/ physical activity
8	Corpus Christi School	Private -school use only
12	Green Lane Primary Academy	Private -school use only
14	Holmwood School	Dance Academy (5 nights)
63	Breckon Hill Primary School	Dance, health and fitness classes, taster sessions

The audit also identified that Southlands (Ref 31 which has a 4-court hall is scheduled for imminent closure and will not re-open. It has, thus, been removed from further analysis.

In the context of halls with 3+ courts, the audit, therefore, identifies 62 courts across 15 sports halls on 14 sites. These are listed in Figure 4.5 on page 31.

Quality of facilities

Of the remaining 15 sports halls with 3+ courts, 12 were subjected to a non-technical assessment to ascertain quality. Access was unable to be obtained at Middlesbrough Badminton Club and access was denied at both Outwood academies, (Acklam and Ormsby). Further, many of the education establishments were in the middle of the examination period.

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This made gaining access to changing facilities (which was being used to store pupils' personal belongings) problematic at some sites.

Non-technical assessments are undertaken and rated as set out in Table 3.1 above.

Figure 4.2: 3+ court sports halls in Middlesbrough by condition

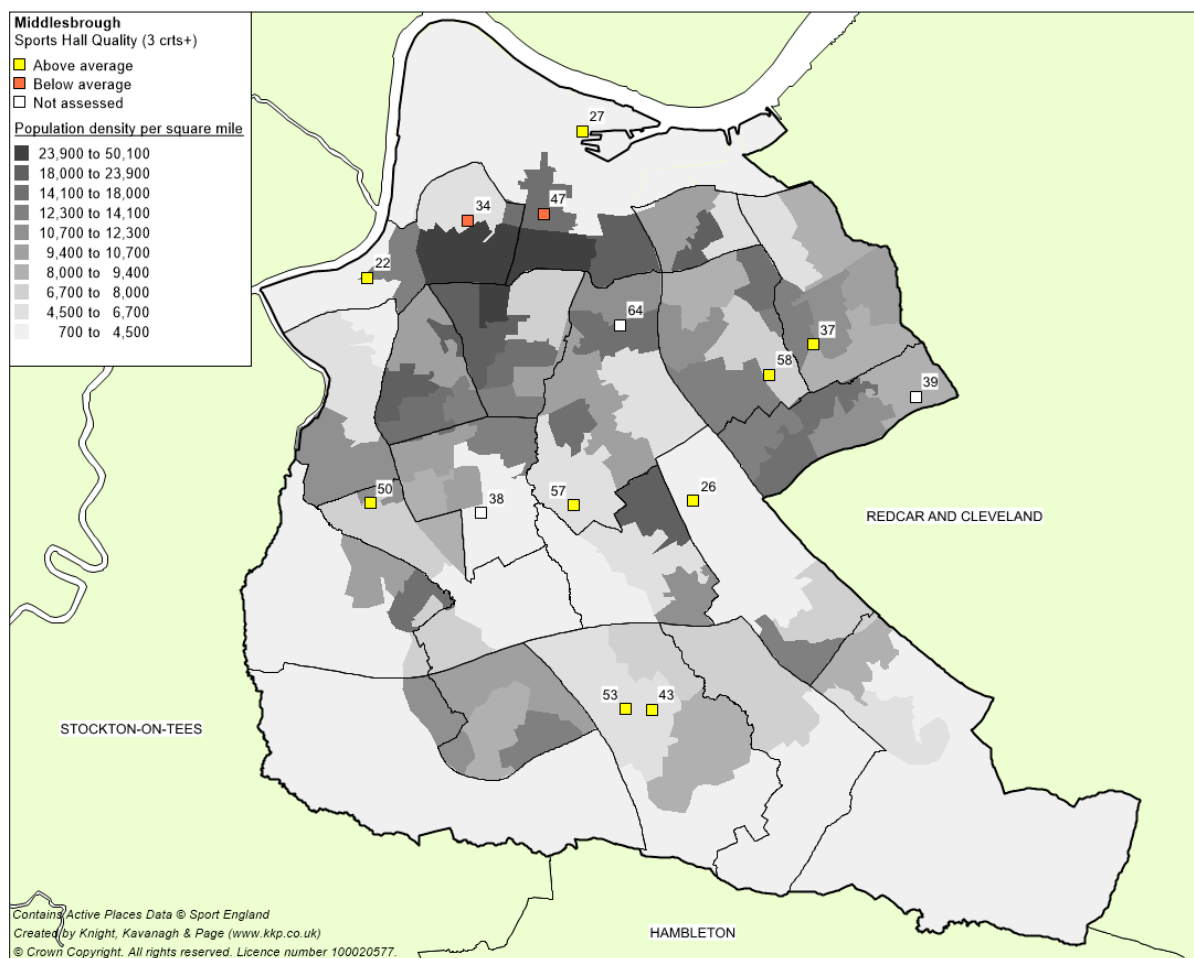


Table 4.5: Sports halls (3+ Courts) in Middlesbrough by condition

Map ID	Site name	Courts	Assessment condition	
			Court	Changing
22	Macmillan Academy	4	Above average	Not assessed
22	Macmillan Academy	3	Above average	Not assessed
26	Middlesbrough (Prissick) Sports	3	Above average	Above average
27	Middlesbrough College	6	Above average	Above average
34	Newport Settlement Youth & Comm.	4	Below average	Not assessed
37	Ormesby Table Tennis Club	3	Above average	Not assessed
38	Outwood Academy Acklam	4	Access denied	Access denied
39	Outwood Academy Ormesby	4	Access denied	Access denied
43	Rainbow Leisure Centre	6	Above average	Above average
47	Teesside University	6	Below average	Above average

MIDDLESBROUGH COUNCIL INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

Map ID	Site name	Courts	Assessment condition	
			Court	Changing
50	The Acorn Centre	4	Above average	Above average
53	The King's Academy	4	Above average	Above average
57	Trinity Catholic College	4	Above average	Not assessed
58	Unity City Academy	4	Above average	Not assessed
64	Middlesbrough Badminton Club	3	Not assessed	Not assessed

The audit identifies 10 sports halls of above average condition, two below and two unassessed. As noted above it was not possible to assess most changing rooms. The ones where access was gained (six) were found to be above average quality.

Table 4.6: Facility- year of construction and refurbishment details

Site name	Year built	Year refurbished	Age since opened / refurbishment
Macmillan Academy	2007	2018	0
Macmillan Academy	1992		25
Middlesbrough (Prissick) Sports Village	2015		3
Middlesbrough Badminton Club	Unknown	Unknown	Unknown
Middlesbrough College	2008		10
Newport Settlement Youth & Comm. Centre	1980	2000	18
Ormesby Table Tennis Club	1970	2006	12
Outwood Academy – Acklam*	2012		6
Outwood Academy - Ormesby	2001		17
Rainbow Leisure Centre	1986	2008	10
Teesside University	2003	2007	11
The Acorn Centre	2005		13
The King's Academy	2003		15
Trinity Catholic College	2011		7
Unity City Academy	2004		14

*previously received Sport England funding for community user prior to becoming an academy. Funded through Space for Sports and Arts.

As might be expected there is a clear correlation between the quality of a facility and its age from build or since the date of any major refurbishment.

Accessibility

Sports hall accessibility is influenced by how far people are willing and able to travel to and from them. Appropriate walk and drive-time catchments are applied to facilities to determine accessibility of facilities to different communities. The normal acceptable 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. This enables analysis of the adequacy of coverage and helps to identify areas currently not serviced by existing provision.

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All of Middlesbrough's population of 140,639 (MYE 2017) lives is within a 20-minute drive of a sports hall with 3+ courts equivalent hall space (further details can be found in Appendix 2). Table 4 and Figure 4.3 overleaf indicates that 89% of the population live within a 20-minute walk (one mile) of a 3+ court sports hall. Residents who do not, tend to reside in the more rural, less populated areas of the Borough.

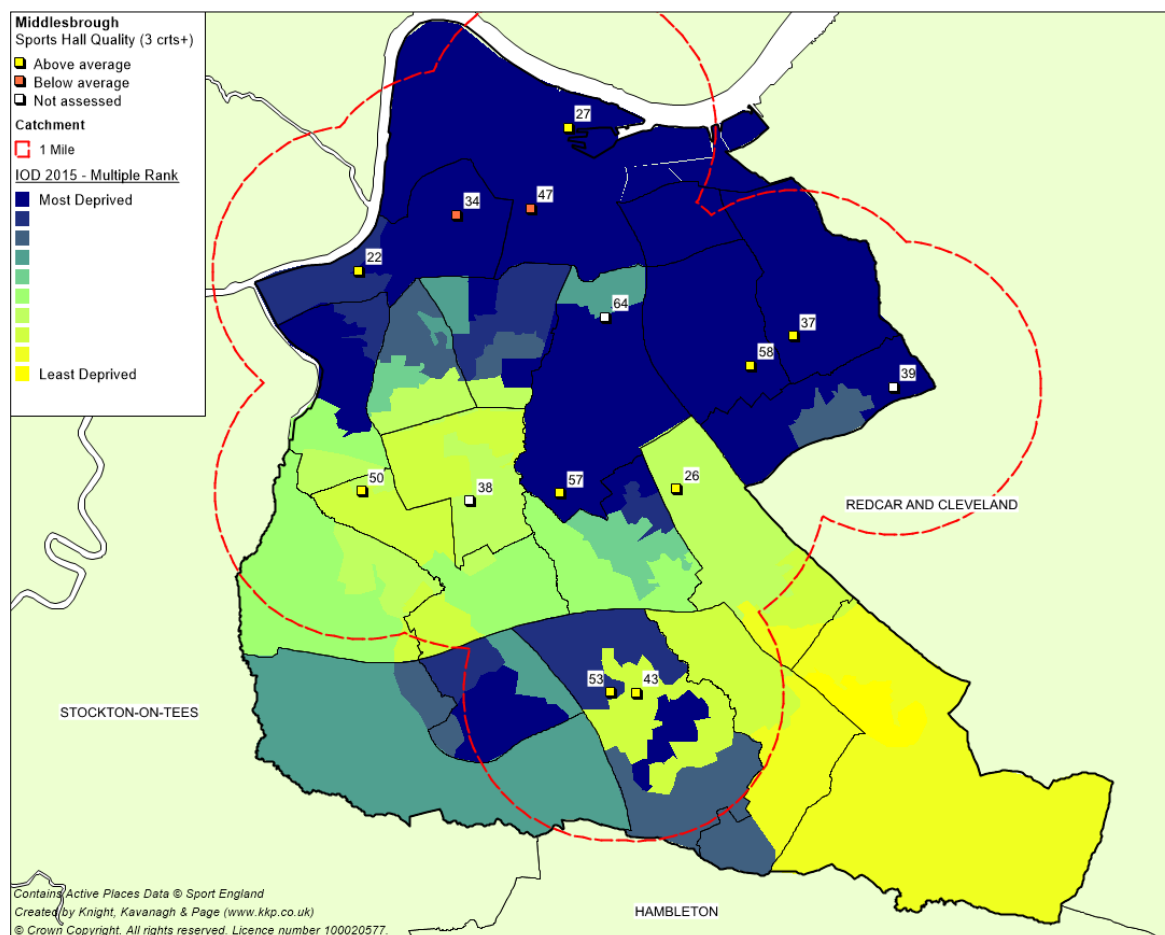
Research from Sport England's Active Lives' Survey as mentioned above, identifies that residents from more deprived areas are less likely to participate in sport than more affluent areas. This is due to a range of reasons including, for example, cost and access. Having facilities within a suitable distance (20-minute walk time) is important to ensure that all residents have access to sports facilities. 63.1% of Middlesbrough's population lives in the most deprived areas compared to c. 30% nationally. Nearly all (c. 98%) of these residents live within a one mile walking distance of a sports hall.

Table 4.7: Middlesbrough 3 court+ sports hall, 20-minute walk

IMD 2015 10% bands	Middlesbrough		All sports halls (3 court+). catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	69,129	49.9%	67,588	48.7%	1,541	1.1%
10.1 - 20	10,056	7.3%	9,257	6.7%	799	0.6%
20.1 - 30	8,167	5.9%	6,000	4.3%	2,167	1.6%
30.1 - 40	6,669	4.8%	5,751	4.1%	918	0.7%
40.1 - 50	3,071	2.2%	3,071	2.2%	0	0.0%
50.1 - 60	6,386	4.6%	5,962	4.3%	424	0.3%
60.1 - 70	11,431	8.2%	11,409	8.2%	22	0.0%
70.1 - 80	15,591	11.2%	13,832	10.0%	1,759	1.3%
80.1 - 90	6,798	4.9%	719	0.5%	6,079	4.4%
90.1 - 100	1,446	1.0%	0	0.0%	1,446	1.0%
Total	138,744	100.0%	123,589	89.1%	15,155	10.9%

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Figure 4.3: Three+ court sports halls by condition with 1-mile radial catchment IMD 2015



Venue ownership and management arrangements are described in Table 4.8 below.

Table 4.8: Ownership and management of sports hall facilities

Site	Ownership	Management
Macmillan Academy	Academy	Academy (in house)
Middlesbrough (Prissick) Sports Village	Local Authority	Everyone Active
Middlesbrough College	Further Education	College (in house)
Middlesbrough Badminton Club	Sports Club/Assoc.	Club in house
Newport Settlement Y & C Centre	Local Authority	Local Authority
Ormesby Table Tennis Club	Local Authority	Club (in house)
Outwood Academy Acklam	Academy	Academy (Private use)
Outwood Academy Ormesby	Academy	Academy (Private use)
Rainbow Leisure Centre	Local Authority	Everyone Active
Teesside University	Higher Education	University (in-house)
The Acorn Centre	Academy	School (in house)
The King's Academy	Academy	Academy (in house)

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Trinity Catholic College	Academy	School (in house)
Unity Academy	Academy	Academy (in-house)

The four local authority owned facilities are managed by Everyone Active. The remaining facilities are located on education sites and are all managed independently by schools in-house staff/teams.

Availability and facility management

Community availability is governed by a range of factors. Table 4.9 overleaf illustrates that the three Borough Council owned facilities (Middlesbrough Sports Village, Southlands Centre and Rainbow Leisure Centre) offer pay and play opportunity to the general public. As identified above, Southlands Centre is due to close very soon; this will reduce the breadth of pay and play opportunity to just two centres. Six venues allow sports clubs and associations to use their facilities. This is generally easier to administer especially for educational establishments. The sports halls located on educational sites are not available during the day in term time.

One site (Unity City Academy) has restricted access to its facilities. It has its own selection criteria for when community use is requested. Management at the School meets with potential hirers and decides on a case by case basis whether to allow clubs/groups to use the facilities. Further, as identified above, Outwood Academy does not allow community use at either of its sites (Acklam and Ormesby). A summary of community use is provided in Table 4.10.

Ormesby Table Tennis Club is a dedicated table tennis centre with tables and surrounds permanently erected. The sports hall is not available for any other sport/physical activity.

As Table 4.10 identifies, the majority of sports halls offer block booking access only. They do, however, across the board, accommodate a wide variety of activities and sports ranging from badminton and dodgeball to indoor cricket and roller skating.

Table 4.9: Assessment of community availability of sites

Pay & play	Sports club & association	Restricted access	Private use
Middlesbrough Sports Village Rainbow Leisure Centre	Macmillan Academy Middlesbrough College Middlesbrough Badminton Club Newport Settlement & Community Centre Ormesby TT Club Teesside University The Acorn Centre The Kings Academy Trinity Catholic College	Unity City Academy	Outwood Academy Ormesby Outwood Academy Acklam

Table 4.10: Community use of sports halls in Middlesbrough

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Community use hours	KKP ID	Site name	Total Courts	Main sports played
None	38	Outwood Academy - Acklam	4	<i>Private -School use only</i>
	39	Outwood Academy - Ormesby	4	<i>Private -School use only</i>
1-30	47	Teesside University	6	Netball, basketball, badminton, futsal <i>Block bookings only</i>
	58	Unity City Academy	4	Gymnastics, dance, basketball <i>Block bookings only</i>
30-40	57	Trinity Catholic College	4	Football, basketball, archery <i>Block bookings only</i>
40+	27	Middlesbrough College	6	Indoor cricket, gymnastics, 5 a side football, badminton, volleyball, basketball, tag rugby, tennis <i>Block bookings only</i>
	22	Macmillan Academy	4+3	Futsal, 5 a side, athletics, martial arts <i>Block bookings only</i>
	43	Rainbow Leisure Centre	6	<i>Pay & play and block bookings</i>
	50	The Acorn Centre	4	Performing arts, martial arts, badminton, volleyball, basketball, cricket, football <i>Pay & play and block bookings</i>
	26	Middlesbrough Sports Village	4	Badminton, volleyball, roller hockey, dodgeball, table tennis <i>Pay & play and block bookings</i>
	34	Newport Settlement & Community Centre	4	Roller skating, football, badminton <i>Block bookings only</i>
	53	The Kings Academy	4	Football, badminton, basketball <i>Block bookings only</i>
		Middlesbrough Badminton Club	3	Badminton <i>Block bookings</i>
	37	Ormesby TT Club	3	Table tennis only

Neighbouring facilities

Accessibility is influenced by facilities located outside Middlesbrough. Ten sports halls are located within two miles (indicative of how far people may travel) of MC's boundary. Three have eight courts (Eston Leisure Centre, Durham University and Thornaby Pavilion).

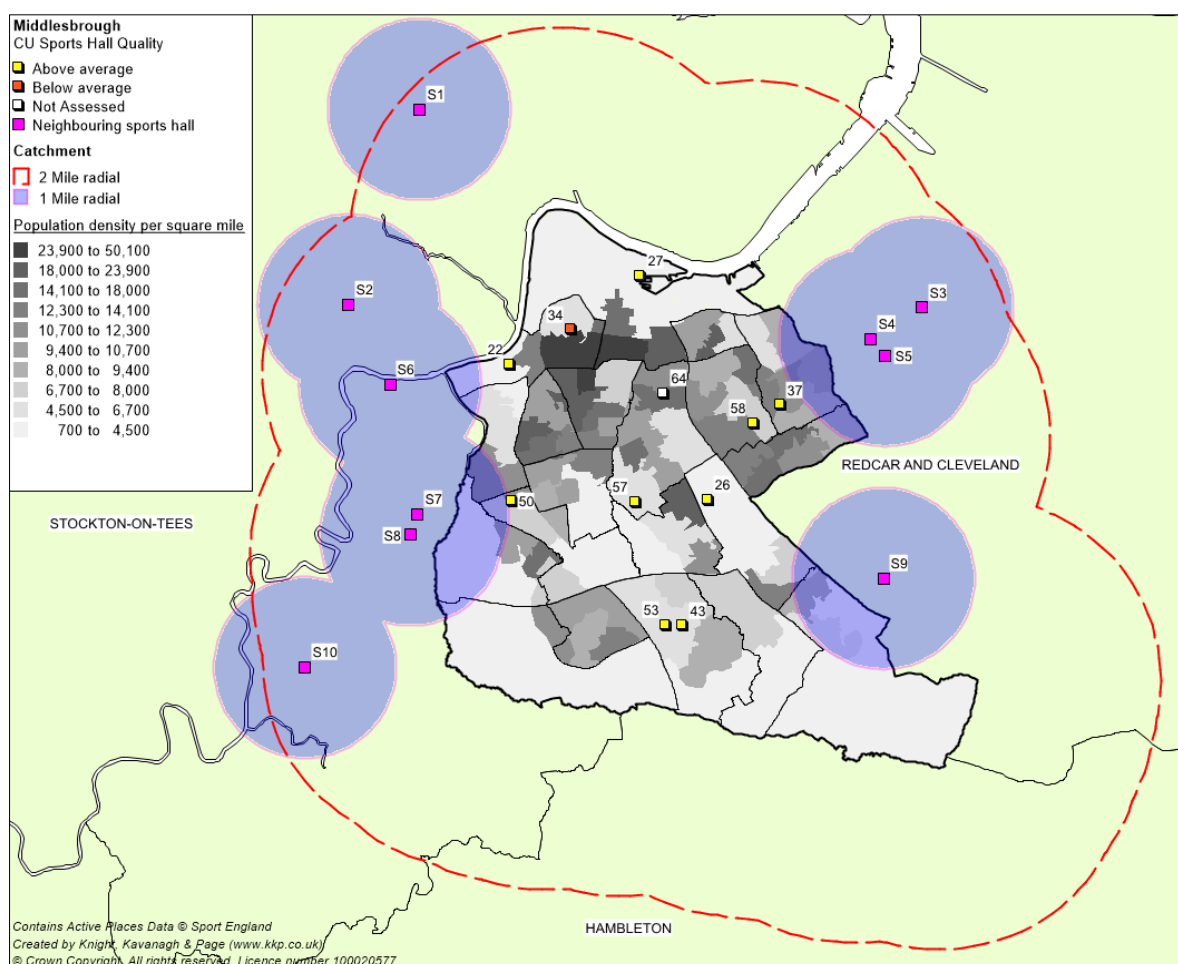
Table 4.11: Neighbouring publicly available sports halls – minimum 3 court

Map ID	Site name	Courts	Access type	Local authority
S1	Billingham Forum	3	Pay and Play	Stockton-on-Tees
S2	North Shore	4	Sports Club / Community	Stockton-on-Tees
S3	Grangetown YCC	3	Sports Club / Community	Redcar and Cleveland
S4	Eston Leisure	8	Pay and Play	Redcar and Cleveland

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Map ID	Site name	Courts	Access type	Local authority
S5	Hillsview	4	Sports Club / Community	Redcar and Cleveland
S6	Durham	8	Sports Club / Community	Stockton-on-Tees
S7	Thornaby	4	Sports Club / Community	Stockton-on-Tees
S8	Thornaby Pavilion	8	Pay and Play	Stockton-on-Tees
S9	Nunthorpe	4	Pay and Play	Redcar and Cleveland
S10	All Saints	4	Sports Club / Community	Stockton-on-Tees

Figure 4.4: Sports halls within 2 miles of local authority boundary (20-minute walk catchment)



4.2: Facilities planning model (FPM)

Sport England's FPM report provides an overview of the current and future level of provision of sports halls in Middlesbrough. It uses data from the National Facilities Audit run as of June 2017.

It reports that Middlesbrough has a supply of 6.1 courts per 10,000 population. In comparison with neighbouring authorities Middlesbrough has the second highest level of provision, the highest being Redcar and Cleveland at 7.9 badminton courts per 10,000. The lowest is

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Stockton on Tees at 4.8 badminton courts while Hambleton has 5.9 badminton courts per 10,000 population.

The North East Region average is 5.2 badminton courts per 10,000 and for England it is 4.3 courts per 10,000.

Provision of sports hall space for Middlesbrough is, thus, higher than for most of its neighbouring authorities, the North East region and England as a whole (in 2017).

Summary of sports hall supply

Quantity

There are:

- ◀ 32 sports halls offering a total of 82 badminton courts across Middlesbrough. Half of these (16) have two courts or fewer.
- ◀ There are 15 halls on 13 sites which have 3+ courts.
- ◀ There are three 6-court halls in the area.
- ◀ Closure is imminent for Southlands Centre; it is excluded from all supply calculations.

Quality

- ◀ 11 sports halls are rated above average, two below and two were unassessed (private use).

Accessibility

- ◀ 89.1% of Middlesbrough's population lives within 20 minutes' walk of a sports hall.
- ◀ 100% of Middlesbrough's population lives within 20 minutes' drive of a sports hall.
- ◀ There are ten sports halls within two miles of the Authority boundary, three of these have 8 courts.

Availability

- ◀ The majority of halls are located on education sites limiting daytime availability.
- ◀ Two (4-court) sports halls are not available for community use at all.
- ◀ Ormesby Table Tennis Club is a dedicated permanently set up table tennis club.
- ◀ Unity City Academy offers restricted community use and controls this via its own access policy.

Other

- ◀ According to the FPM, provision of sports halls per 10,000 population is higher than national and regional (north east) figures and most neighbouring authorities.

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4.3: Demand

In the context of demand for sports halls, Sport England's FPM report, based on comparing the number of badminton courts at sites available for community use with the demand for sports halls by Middlesbrough residents, suggests a positive balance of 17 badminton courts.

Table 4.12: Demand findings from the FPM

Element	FPM National Run 2017
Satisfied demand (%)	92.7%
Satisfied demand retained within Middlesbrough	76.4%
Levels of unmet demand	7.3%
% of unmet demand due to residents living outside catchment of a hall (as opposed to no capacity).	100%
Used capacity	55.6%
Imported use (% of used capacity)	27.9%

Satisfied demand represents the proportion of total demand which is met by the capacity at the sports halls from residents who live within the driving, walking, or public transport catchment areas. The model calculates that satisfied demand in Middlesbrough is high at 92.0%. Car travel is the dominant travel mode (20 minutes' drive time catchment area) with around 53% of all visits to sports halls via this mode of transport and 25% made on foot. The percentage of the population without access to a car is high in Middlesbrough, at 36.5%.

The FPM states that 76.4% of the identified satisfied demand in Middlesbrough, is met/satisfied, by Middlesbrough residents using a sports hall located in the Borough. The FPM does not identify where the 23.6% who travel outside the Authority go to use a sports hall. It is expected that a proportion of satisfied demand will be exported where facilities in other local authority areas are more accessible is known as demand exported.

The used capacity estimates a throughput at sports halls and gives an indication of how well used/how full the facilities are and where the users are likely to come from. The model includes a comfort factor of 80% capacity beyond which the hall is busy to an uncomfortable level and therefore deemed full. Average used capacity for Middlesbrough for sports halls is 55.6% of capacity in peak period, which is below the SE benchmark measure of capacity used in the weekly peak period (this allows for a comfort factor). This masks the highs and lows with certain sites reporting demand to be above the 80% comfort benchmark. These are Newport Settlement Youth and Community Centre (83%) and The Acorn Centre (88%) closely followed by Rainbow Leisure Centre – which is approaching the benchmark (at 74%). At the lower end of the scale, are the education sites, Middlesbrough College (24%) and the now private use only sites Outwood Academy Ormesby (32%) and Outwood Academy Acklam (24%).

NGB consultation

Badminton England

Badminton England (BE) is the national governing body (NGB) for badminton. Its latest strategy, Discover Badminton 2017-2025 presents a vision for the sport to become one of the

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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.

BE believes that there is potential to grow badminton in Middlesbrough as all eight badminton clubs based in and around the area are strong. All affiliate to BE and between them they have 253 registered club members.

BE offers club support grants to affiliated clubs to help them to develop and grow membership by attracting new members and providing new opportunities. BE suggests that local clubs could be supported to grow badminton in Middlesbrough by using these grants to upskill volunteers to become coaches (increasing workforce capacity), run open events to allow new players to experience badminton, run female only sessions to break down participation barriers or create links with local schools to promote the club and grow junior membership.

Club consultation

Middlesbrough Badminton Club (MBC) has its own badminton facility (3 courts) and is responsible for its maintenance. The courts were re-floored over 10 years ago and so are likely to need re-laying in the near future. There were no other issues regarding quality.

MBC hosts four out of the five Middlesbrough-based clubs (Harrowgate Hill Badminton Club, Richmond & Darlington Badminton Club, Middlesbrough Tennis & Badminton Club & Ormesby Badminton Club) base their club nights and league matches.

Westgate Badminton Club, the fifth club in that area is based at The Acorn Centre.

MBC has 30 members of which 60% of are male and 11 are over the age of 60. It reports having capacity to recruit additional members. Its membership numbers have been consistent over the last three years but there has been a small recent increase due to another local club losing its venue. It reports some members reside as far away as Darlington and the general travel time for members is between 20-30 minutes.

The Club is competitive and affiliated with England Badminton. It currently competes in the Tees Active Badminton League in which it has three teams. It has a mixed team in Division A, a mixed team in Division B and a women’s only team in the ladies Division A.

Ormesby Badminton Club hires courts on Mondays and Thursdays every week. Ormesby did not report any issues with the quality and access to the facility.

Table 4.13: Market Segmentation and likely target audiences in Middlesbrough for Badminton

Badminton
<ul style="list-style-type: none"> ◀ 2.0% (2,079) of people currently play badminton and a further 1.9% (1,993) indicate that they would like to, giving an overall total of 3.9% (4,073). ◀ 4.5% of Ben’s play badminton, which is the largest proportion of any group playing badminton, closely followed by the Tim segment at 4.0%.

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- ◀ The groups with the largest of the local population playing badminton are the Jamie's (12.9%) and Philip's (10.7%).
- ◀ The groups with the most people who would like to play are Kev (11.7%) and Paula (11.6%).
- ◀ The main group to target, for additional players due to size and interest is, therefore Kev.

**A full description of each Sport England Market Segmentation is located in Appendix 3*

Market segmentation suggests that there is a latent demand of 1,993 people (1.9%) that would like to participate in badminton in Middlesbrough.

Basketball

Basketball England (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 is in the process of producing 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, Women's British Basketball League and community clubs.

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

Club consultation

The Tees Valley Mohawks competes in the English Basketball League, Division 2. It plays its home games at the University of Teesside. It is widely viewed to be Teesside's premier basketball club, with teams in national U14's u16's and u18 leagues, plus men, women under 16s, under 14's, under 11's local teams.

Teesside Lions Basketball Club is based at Acklam Grange (Acorn Centre) and trains on a Sunday. It hosts a Central Venue League (Tribal League). Costs are kept to a minimum with training costing £3.00 and match fees £4.00. Teesside Lions provides coaching sessions for people of all ages across the Teesside area. Its sessions are structured around fun and learning from an early age. As players progress there are opportunities to play for its teams. The mini session includes children as young as five years of age and is reported to be very popular. The current programme of activities includes:

Juniors & open training

- ◀ Sunday 09.30 - 10.30 at Acorn Centre (Mini Session)
- ◀ Sunday 09.15 - 11.30 at Acorn Centre (Tribal League) U14 & U16 Team Training

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Session locations

- ◀ Trinity College, Saltersgill Avenue, Middlesbrough TS4 3JW
- ◀ Acorn Centre, Heythrop Drive, Acklam, Middlesbrough TS5 8QB

Table 4.14: Market Segmentation and likely target audiences in Middlesbrough for Basketball

Basketball
<ul style="list-style-type: none"> ◀ 0.6% (659) of people currently play basketball and a further 0.4% (464) indicate that they would like to, giving an overall total of 1.1% (1,124). ◀ 3.4% of Ben's play basketball, which is the largest proportion of any group playing basketball, closely followed by the Jamie segment at 2.7%. ◀ The groups with the largest of the local population playing basketball are the Jamie's (31.1%) and Kev's (14.6%). ◀ The groups with the most people who would like to play are Jamie (39.2%) and Leanne (13.1%). ◀ The main group to target, for additional players due to size and interest is, therefore Jamie.

*A full description of each Sport England Market Segmentation is located in Appendix 3

Sport England's market segmentation suggests that there is a latent demand of 464 people (0.4%) that would like to participate in basketball in Middlesbrough.

Netball

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

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

England Netball reports that netball is growing fast across the region. Locally, affiliated numbers are up by 330 in the last four years. Back to Netball alone has attracted 300 new members. Junior numbers and clubs are increasing year on year.

Local leagues:

- ◀ The Cleveland League has four divisions and over 40 teams; it operates from Eston Leisure Centre and three other venues across the region between September – June.
- ◀ Back to Netball league operates at from Thornaby Academy. It attracts 10 teams from October through to April.
- ◀ South Durham Junior League runs at Thornaby Pavilion January to April and caters for u11 to u16 year olds teams with approximately 30 teams

Key teams

- ◀ Grangetown – (Redcar & Cleveland)

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- ◀ Pursglove Ladies (Redcar & Cleveland)
- ◀ Harewood Ladies (Redcar & Cleveland)
- ◀ Stokesley Netball (Hambleton District)

Back to Netball is delivered across the region. Participants are signposted to clubs once complete. Sessions have taken place at Macmillan Academy, Rainbow Centre and Coulby Newham.

Netball now is running at Macmillan Academy. This is a pay and play activity and has attracted ladies from a play netball franchise that folded. A new team has been established from this session and is looking for a home venue.

County academies include the U16 and under 14 county and satellite academies; they operate at Thornaby Pavilion offering over 90 hours across the winter season.

Walking netball is run at Middlesbrough Sports Village by Extra Step Netball.

The clubs and England Netball report that there is a desperate need for more indoor space to support the growth of leagues and new teams which are emerging due to the high level of development work in the area. Schools offer some facilities but courts are lost during the examination periods. There is a general requirement for more affordable leisure facilities, with consultation (NGB) indicating that a minimum of a two-netball court (8 badminton court) venue is essential with a three court facility desirable.

Table 4.15: Market segmentation and likely target audiences in Middlesbrough for Netball

Netball
<ul style="list-style-type: none"> ◀ 0.4% (398) of people currently play netball and a further 0.4% (411) indicate that they would like to, giving an overall total of 0.8% (810). ◀ 2.1% of Leanne's play netball, which is the largest proportion of any group playing netball, closely followed by the Chloe segment at 1.9%. ◀ The groups with the largest of the local population playing netball are the Leanne's (26.9%) and Paula's (17.6%). ◀ The groups with the most people who would like to play are Paula (26.0%) and Leanne (25.1%). ◀ The main group to target, for additional players due to size and interest is, therefore Paula.

**A full description of each Sport England Market Segmentation is located in Appendix 3*

Sport England's market segmentation suggests that there is a latent demand of 411 people (0.4%) that would like to participate in netball in Middlesbrough. Although not appearing to be as popular as badminton and basketball (based upon numbers alone) netball in Middlesbrough is a strong and growing sport which requires access to both outdoor and, in particular indoor sports hall facilities. It is also the most popular sport for women.

Roller Hockey

Middlesbrough Roller Hockey Club was founded in 1947. It has teams at junior, senior and advanced levels. The Club trains at Rainbow Leisure Centre and regularly hosts matches at Middlesbrough Sports Village. The Club did not respond to consultation requests.

Dodgeball

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Established in August 2017, the Club has three teams and trains on a Friday evening at Middlesbrough Sports Village it includes under 11s under 13s under 16s and adults teams.

A number of taster engagement sessions have been delivered in schools and the community to increase the profile of dodgeball in the area and establish a club. It is reportedly growing in the North East with recently established teams in including Hartlepool Mavericks, and Billingham Bulls.

The popularity of clubs has resulted in British Dodgeball introducing a new North East Dodgeball League in September 2018 located at Middlesbrough Sports Village.

The British Dodgeball North East Dodgeball League is part of the wider British Dodgeball Nationwide County & City Leagues that has begun in 2018. The League consists of five rounds played over five months. (September – January) each team will play at least eight matches. Teams are made up of any number (minimum six – four on court at any given time) of male or female players and are encouraged to have at least two players of each gender. All players must be over the age of 16 and.

Middlesbrough Sports Village hosted the Northern European Dodgeball Championships in May 2018.

Volleyball

Middlesbrough & Acklam Volleyball Club is a well-established club in Teesside. It affiliates to Volleyball England and has four level one coaches and three teams competing in the local league; these are:

- ◀ Acklam Awesome (beginners and juniors).
- ◀ Acklam Athletic (intermediate players).
- ◀ Team Acklam (advanced players).

Team Acklam was undefeated in 2017/18 and won the Tees Valley Volleyball Association Division 1. Acklam Athletic finished also finished in first place with Acklam Awesome taking second place in Division 2. Team members are aged 14 years and over.

It also runs a satellite club at Acklam Volleyball Club for under 14 year olds on a Friday afternoon from 15.15 – 16.15 run by qualified coaches. This also, on occasions, uses Middlesbrough College for tournaments/events.

Table 4.12: Market segmentation and likely target audiences in Middlesbrough for volleyball

Volleyball
<ul style="list-style-type: none"> ◀ 0.4% (451) of people currently play volleyball and a further 0.1% (133) indicate that they would like to, giving an overall total of 0.6% (585). ◀ 1.5% of Leanne's play netball, which is the largest proportion of any group playing netball, closely followed by the Jamie segment at 1.3%. ◀ The groups with the largest of the local population playing netball are the Jamie's (21.3%) and Leanne's (16.6%). ◀ The groups with the most people who would like to play are Paula (18.8%) and Leanne (14.3%).

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◀ The main group to target, for additional players due to size and interest is, therefore Paula.

*A full description of each Sport England Market Segmentation is located in Appendix 3

Summary of demand

Consultation indicates considerable local demand for sports hall space from a wide range of sports and activities including traditional and non-traditional activities. Dodgeball is relatively new to the area and is experiencing and attracting high level competition. Most sports hall sports are offering participatory programmes through to competitive club sessions and team competition.

Netball clubs, which are strong and well spread across the authority, are travelling to neighbouring authorities for their competitive matches. Consultation indicates that the sport does have insufficient access to facilities to enable it to continue to cater for the growth in demand. It reports needing a two court (or larger) facility in the locality. All sports clubs report having good relationships with their respective facility operators.

4.4: Supply and demand analysis

Supply and demand are summarised as follows:

- ◀ There is a wider range of traditional and non-traditional sports on offer in the area.
- ◀ Based on the current Middlesbrough population, the FPM reports a significant oversupply of courts equating to 17 courts.
- ◀ Consultation across a range of sports indicates generally sufficient supply to meet the current needs of key sports. The exception is netball where a two court (minimum), ideally three courts (indoors or covered) is required to meet existing demand and enable clubs and programmes (such as Back to Netball) to further develop.

4.5: Sport England's Facilities Calculator (SFC)

This assists local planning authorities to quantify additional demand for community sports facilities generated by new growth populations, development and regeneration areas. It can be used to estimate facility needs for whole area (Borough) 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.

	Population 2016 MYE	Population estimate 2041
ONS population projections	140,326	141,783
Population increase	-	1,457
Facilities to meet additional demand	-	+0.43 court
Cost	-	£244,682

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Calculations assume that the current sports hall stock remains available for community use and the quality remains the same. It appears that the projected increase in population will lead to an increase in demand for sports hall space. The SFC indicates that there will be a recommendation for an additional 0.43 (badminton) courts, up to 2041, which is estimated to cost £244,682.

It should be noted that both the FPM and KKP's audit identify a current excess of supply over demand balance even at peak times. The estimated increase in demand is, therefore, likely to be accommodated by the current sports hall stock, although investment in maintenance will be required to ensure that quality is maintained.

4.6: Summary of key facts and issues

Quantity

- ◀ 30 sports halls offer a total of 77 badminton courts in Middlesbrough.
- ◀ Half of the available sports halls (15) have two badminton courts or fewer.
- ◀ There are 14 three plus sports halls on 12 sites in the Authority. This includes three six court halls.
- ◀ Southlands Centre is due to close and has been excluded from audit calculations.

Quality

- ◀ Ten 3+ court sports halls are rated above average, two below and two were unassessed.

Accessibility

- ◀ 89% of Middlesbrough's population live within 20 minutes' walk of a sports hall.
- ◀ 100% of Middlesbrough's population live within 20 minutes' drive of a sports hall.
- ◀ There are ten sports halls within two miles of the local authority boundary (three of these are eight courts in size).

Availability

- ◀ The majority of halls are located on education sites limiting daytime availability.
- ◀ Outwood Academy sports halls at Acklam and Ormesby are not available for community use.
- ◀ Ormesby Table Tennis Club is a permanently set up dedicated table tennis centre.
- ◀ Unity City Academy offers restricted community use dictated by its own access policy.

Other

- ◀ According to the FPM sports hall provision per 10,000 population is higher than national and regional figures and most neighbouring authorities.
- ◀ Netball reports demand for a minimum additional indoor/covered two netball court facility

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SECTION 5: SWIMMING POOLS

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

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

The NGB responsible for administering diving, swimming, synchronised swimming and water polo in England is Swim England.

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, pools less than 160m² (e.g. 20m x 4 lanes) water space and/or located at private member clubs offer limited value in relation to community use and delivery of outcomes related to health and deprivation.

Quantity

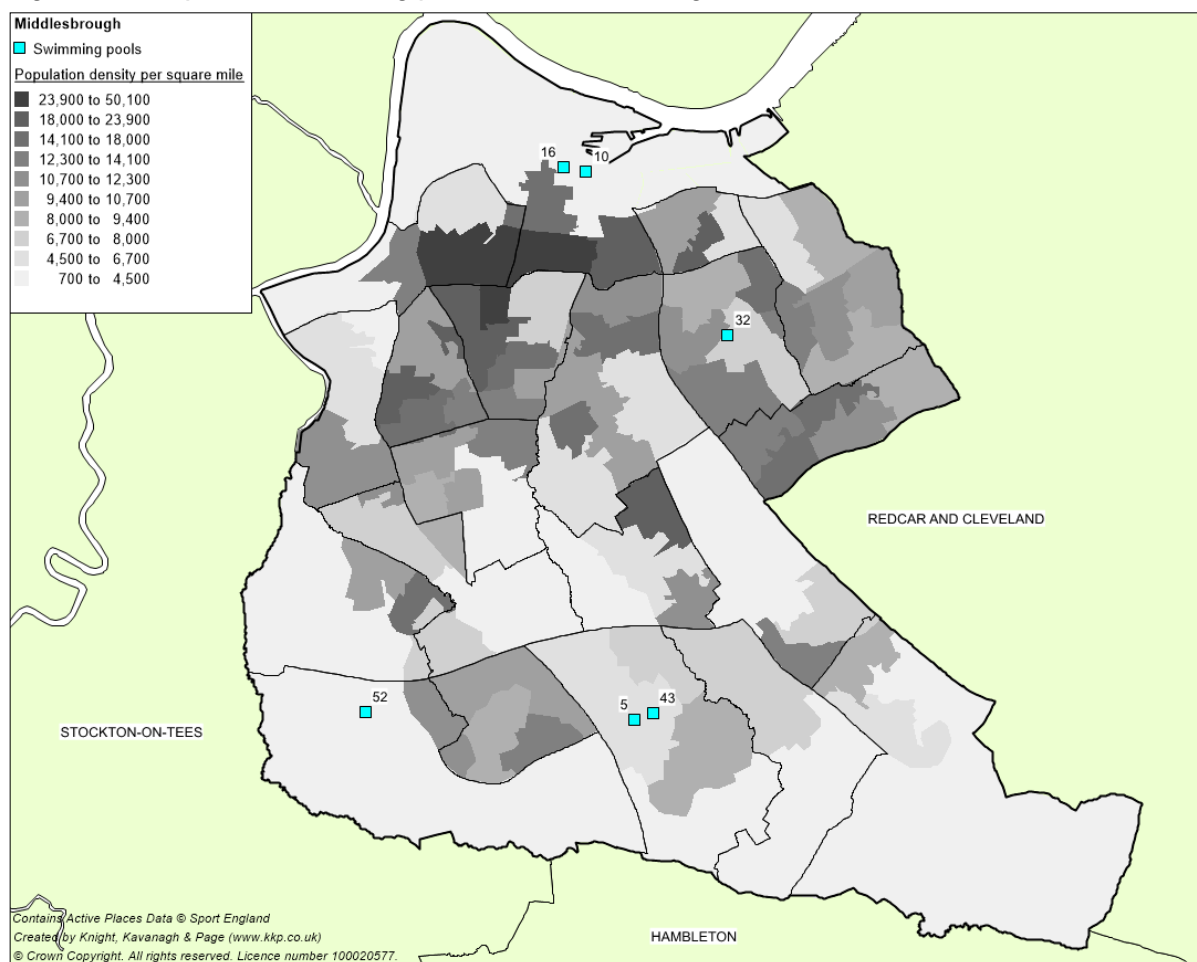
The audit identified eight pools at six sites. This includes all pools in the area irrespective of size and seasonal access.

Table 5.1: All swimming pools and sites in Middlesbrough

Map ID	Site Name	Facility Type	Lanes	Length (m)	Area (m ²)
5	Bannatynes Health Club	Main/General	2	17.5	175
10	DW Sports Fitness	Main/General	0	20	200
16	Juvenate Health Club	Learner/Teaching/Training	0	11	46.75
32	Neptune Centre	Main/General	8	25	450
32	Neptune Centre	Main/General	2	20	120
43	Rainbow Leisure Centre	Main/General	6	25	312.5
43	Rainbow Leisure Centre	Learner/Teaching/Training	0	7	49
52	The Escape Zone	Main/General	2	25	300

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Figure 5.1 Map of all swimming pools in Middlesbrough



Quality

As part of the assessment, KKP visits main swimming pools and completes non-technical visual assessments. This encompasses assessment of changing provision as this can also play a significant role in influencing and attracting users. Quality is assessed as previously described in section 3.2.

Table 5.2: Swimming pools in Middlesbrough

Map ID	Site name	Size of pool	Quality	
			Pool	Changing
5	Bannatynes Health Club	17.5m x 2 lanes	Above average	Above average
10	DW Sports Fitness	20m x 0 lanes	Above average	Above average
16	Juvenate Health Club	11m x 0 lanes	Above average	Above average
32	Neptune Leisure Centre	25m x 8 lanes	Above average	Below Average
		20m x 2 lanes	Above average	Below Average
43	Rainbow Leisure Centre	25m x 6 lanes	Above average	Above average
		0m x 0 lanes (7m)	Above average	Above average
52	The Escape Zone	25m x 2 lanes	Above average	Above average

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The audit indicates that all the swimming pools in the area are rated as above average quality. Neptune Leisure Centre is the only facility with changing rooms regarded as below average. All remaining facilities are deemed to be above average.

Figure 5.2: Map of Middlesbrough pools by condition

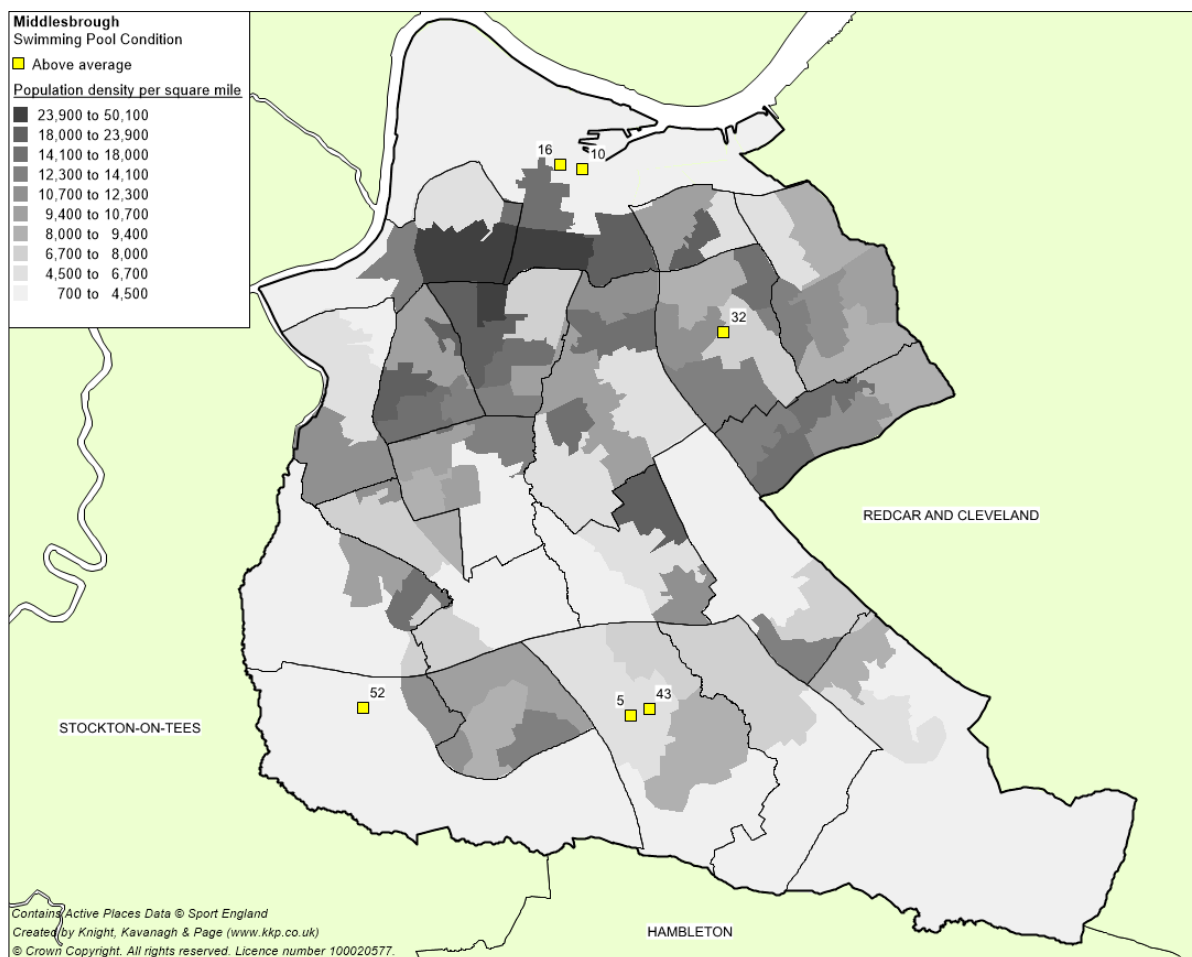


Figure 5.4 shows that the swimming pools are located in the North and South of the authority (with none in the centre). All are of above average quality. This may be linked to the fact that the facilities are relative to many other areas, fairly new. None is more than 20 years old and the Neptune and Rainbow centres were refurbished in 2014 and 2012 respectively (Table 5.3).

Table 5.3: Age of pools in Middlesbrough

Site name	Year built	Refurbishment	Age (Years)
Bannatynes Health Club	2005		13
DW Sports Fitness	2001		17
Juvenate Health Club	2001		17
Neptune Centre	1998	2014	20
Rainbow Leisure Centre	1998	2012	20
The Escape Zone	2006		12

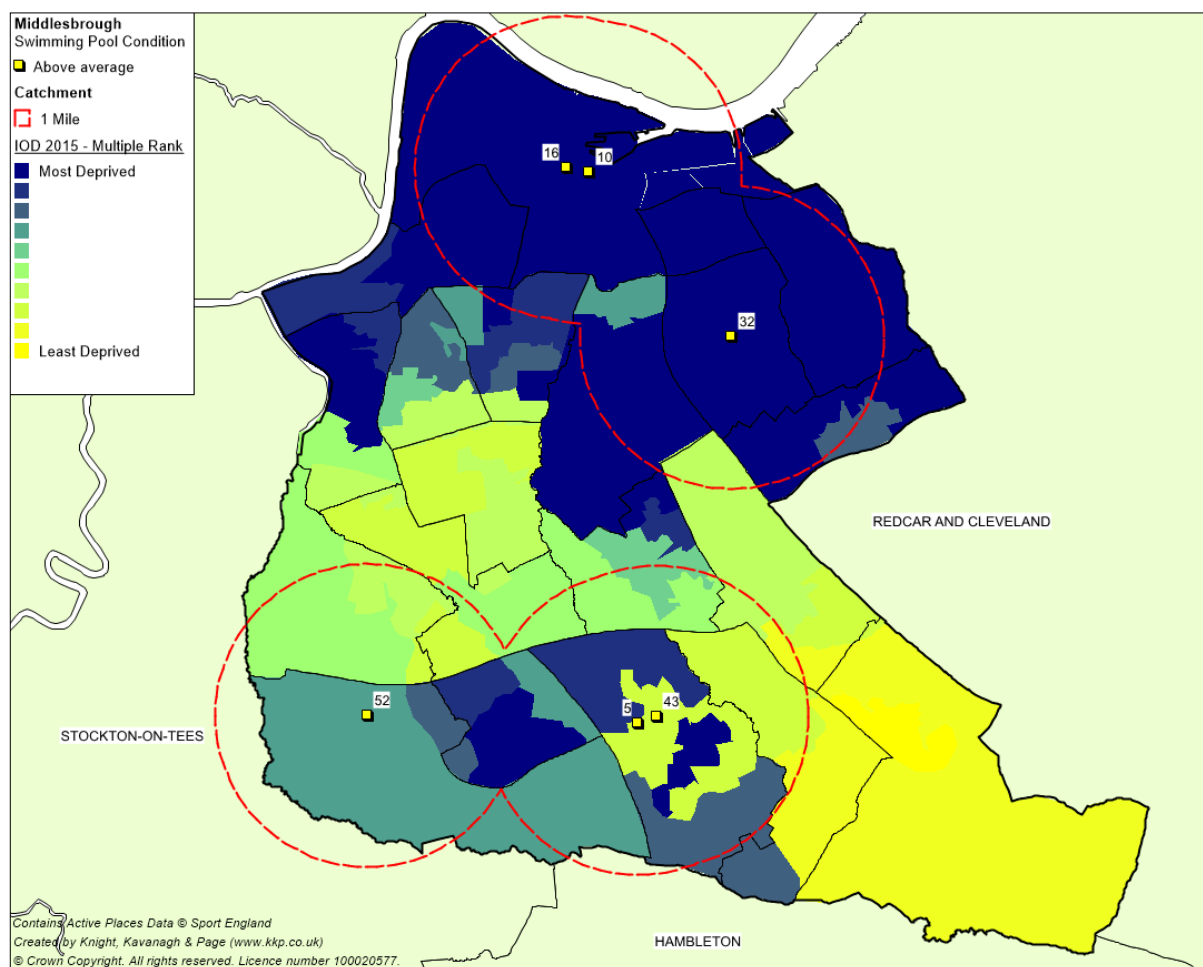
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Accessibility

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 a 20-minute walk time (1 mile radial catchment) for an urban area and a 20 minute drive time for a rural area. This enables analysis of the adequacy of coverage and helps to identify areas currently not serviced by existing provision. Figure 5.3 and Table 5.4 highlight that:

- ◆ Over half (57.1%) of the population lives within a mile of a swimming pool which is a minimum of 20m in length (160m²).
- ◆ Just under one third (63.1%) of the Borough's population live in the most deprived areas, compared with c.30% nationally; this equates to 87,352 people.
- ◆ Of those resident in the most deprived communities, 43% (59,687 people) live within a mile of an identified 'main' swimming pool.
- ◆ This means that nearly half of people who live in the Borough's more deprived areas are likely to need to use a car, public transport or to cycle to use a swimming pool.

Figure 5.3: swimming pools by condition with 1-mile radial catchment IMD 2015



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Table 5.5: IMD 2015 populations: Middlesbrough Swimming pools, 20-minute walk

IMD 2015 10% bands	Middlesbrough		All swimming pool catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	69,129	49.9%	51,358	37.0%	17,771	12.8%
10.1 - 20	10,056	7.3%	5,149	3.7%	4,907	3.5%
20.1 - 30	8,167	5.9%	3,180	2.3%	4,987	3.6%
30.1 - 40	6,669	4.8%	4,248	3.1%	2,421	1.7%
40.1 - 50	3,071	2.2%	513	0.4%	2,558	1.8%
50.1 - 60	6,386	4.6%	3,254	2.3%	3,132	2.3%
60.1 - 70	11,431	8.2%	3,006	2.2%	8,425	6.1%
70.1 - 80	15,591	11.2%	7,743	5.6%	7,848	5.7%
80.1 - 90	6,798	4.9%	719	0.5%	6,079	4.4%
90.1 - 100	1,446	1.0%	0	0.0%	1,446	1.0%
Total	138,744	100.0%	79,170	57.1%	59,574	42.9%

The whole borough population lives within a 20-minute drive of a swimming pool in Middlesbrough. (Further details - Appendix 1).

Availability of swimming pools

The availability of swimming pools differs across swimming pools depending on the ownership / management of the facility. All the facilities audited offer swimming lessons to the public.

Table 5.6: Availability of pools

Site Name	Education	Dual Use	Public	Commercial	Pay & Play Casual	Sports Club/ Association	Registered Membership	Private Use	Swimming Lessons	Availability Rating *
Bannatynes Health Club				√			√		√	
DW Sports Fitness				√			√		√	
Neptune Leisure Centre			√		√				√	
Rainbow Leisure Centre			√		√				√	
The Escape Zone				√			√		√	

* accessibility of general public to swim

There are no private use facilities in Middlesbrough. There are also no swimming pools located on educational sites.

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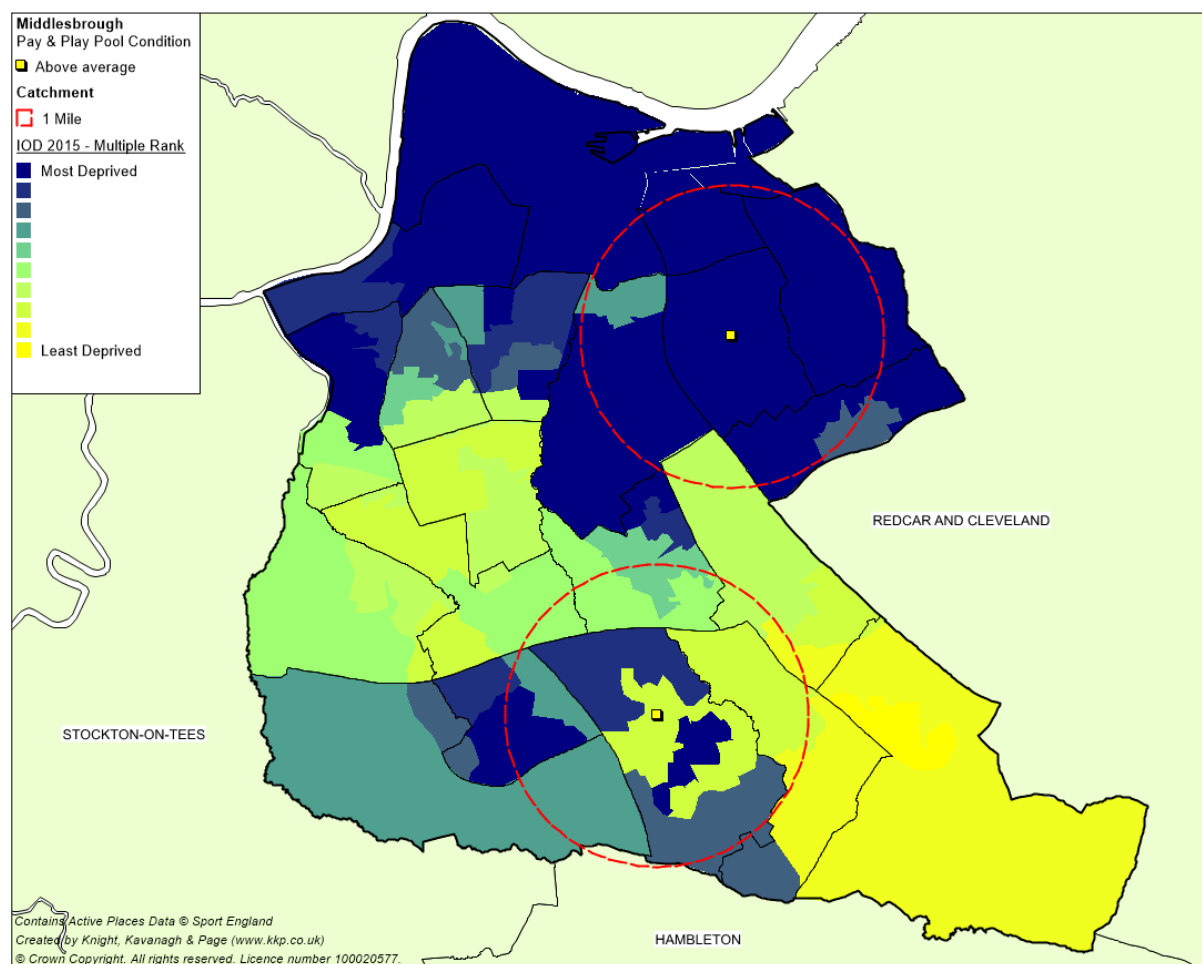
Bannatynes, DW Sports and The Escape Zone are commercially managed and require monthly or annual membership to access facilities. Whilst acknowledging that these provide availability to specific market segments, they are not available to all sections of the community due to membership restrictions.

Neptune Leisure Centre and Rainbow Leisure Centre offer pay and play swimming opportunity to the community and are, therefore, considered fully accessible.

If swimming pools which require membership are removed from the IMD analysis as per Figure 5.3, 37.1% (51,529) of the population lives within one mile of a swimming pool with pay and play access. This is a reduction of 20% (27,641 people). As noted above, they are however, within a 20-minute drive time and will normally need to use transport (bike, car, bus) to access facilities. This affects an additional 21,469 who live in the areas of higher deprivation (30%).

The commercially owned pools are, nonetheless, important to the area as they reduce demand on public leisure centres and are accessible to those that can and choose to pay the membership fees.

Figure 5.4: Middlesbrough availability of swimming pools to the community



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Table 5.7: pay and play accessible swimming pools on IMD with 1-mile radial MYE 2015

IMD 2015 10% bands	Middlesbrough		'Pay and play' swimming pool catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	69,129	49.9%	33,727	24.3%	35,402	25.5%
10.1 - 20	10,056	7.3%	2,971	2.1%	7,085	5.1%
20.1 - 30	8,167	5.9%	1,520	1.1%	6,647	4.8%
30.1 - 40	6,669	4.8%	3,168	2.3%	3,501	2.5%
40.1 - 50	3,071	2.2%	513	0.4%	2,558	1.8%
50.1 - 60	6,386	4.6%	1,984	1.4%	4,402	3.2%
60.1 - 70	11,431	8.2%	554	0.4%	10,877	7.8%
70.1 - 80	15,591	11.2%	6,373	4.6%	9,218	6.6%
80.1 - 90	6,798	4.9%	719	0.5%	6,079	4.4%
90.1 - 100	1,446	1.0%	0	0.0%	1,446	1.0%
Total	138,744	100.0%	51,529	37.1%	87,215	62.9%

Facilities in neighbouring authorities

Accessibility is also influenced by facilities within easy reach of the local authority. Table 5.8 and Figure 5.5 indicate community available swimming pools located within two miles of the Authority boundary. The two-mile border is indicative of how far people might be likely to travel and serves as an example only.

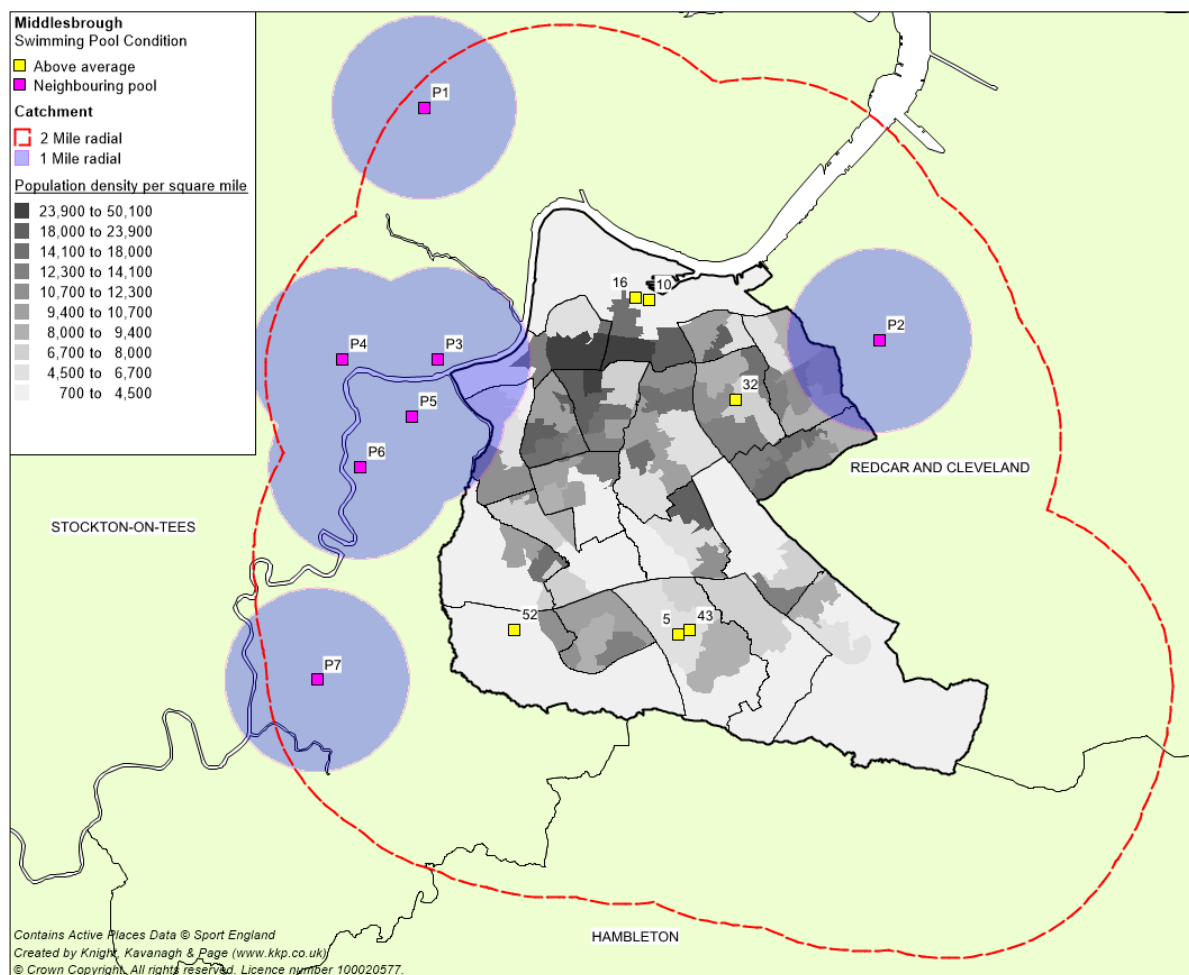
Table 5.8: Community available pools within 2-mile radial catchment of Middlesbrough

Map ID	Active Places site name	Lanes/ length (m)	Access type	Local authority
P1	Billingham Forum	6 x 25	Pay and Play	Stockton-on-Tees
P1	Billingham Forum	0 x 12.8	Pay and Play	Stockton-on-Tees
P1	Billingham Forum	0 x 12.8	Pay and Play	Stockton-on-Tees
P2	Eston Leisure Centre	6 x 25	Pay and Play	Redcar & Cleveland
P2	Eston Leisure Centre	0 x 12.5	Pay and Play	Redcar & Cleveland
P2	Eston Leisure Centre	0 x 13	Pay and Play	Redcar & Cleveland
P3	David Lloyd Club (Teesside)	6 x 25	Registered Memb.	Stockton-on-Tees
P4	Splash	6 x 25	Pay and Play	Stockton-on-Tees
P4	Splash	0 x 12.5	Pay and Play	Stockton-on-Tees
P5	Total Fitness (Teesside)	3 x 25	Registered Memb.	Stockton-on-Tees
P5	Total Fitness (Teesside)	0 x 12.5	Registered Memb.	Stockton-on-Tees
P6	Thornaby Pool	5 x 25	Pay and Play	Stockton-on-Tees
P7	Bannatynes Health Club	1 x 14	Registered Memb.	Stockton-on-Tees

Source: Active Places Power 23/11/2017 *Community Association

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Figure 5.5: Swimming pools within 2 miles of MC boundary with 1-mile radial catchment



There are seven sites with community accessible pools located within two miles of the Middlesbrough boundary. Six are located to the west of the borough; three necessitate Council residents crossing over the River Tees. One facility is based to the east of the Borough in Redcar and Cleveland. It is noted that for some residents the nearest pool may be located within a neighbouring authority and this would account for some of the demand 'exported' from Authority. A few residents who live in the north west and north east of the Borough are within a 20 minutes' walk of Total Fitness and Eston Leisure Centre respectively.

It should also be noted that although Billingham Forum technically is within two miles, it is unlikely for residents to travel to it due to the necessity to travel across the transporter bridge and pay a fee.

Future development

In addition to the above, the new (£10million) Ingleby Barwick Leisure Centre, in Stockton-on-Tees which is scheduled to open in Summer 2019 on the site of the All Saints Academy. It is seven miles from the centre of Middlesbrough. It will include (among other amenities):

- ◀ Main pool (5 lane x 25m)
- ◀ Large teaching pool
- ◀ Village change.
- ◀ Fitness suite/dance studios/spin studio

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◀ Health and fitness suite

◀ Café / viewing and pre sales zone.

Ingleby Barwick Leisure Centre



FPM

Sport England's FPM identifies that based on a measure of water space per 1,000 population, Middlesbrough has 11m² of water. The North East and England wide average is 12m² per 1,000 with the highest in neighbouring authority Redcar and Cleveland with 15m², Hambleton 14m² while Stockton-on-Tees stands at 10 m².

The new development at Ingleby Barwick will increase provision (and thus this ratio) in Stockton-on-Tees. It is, however important to note that provision at present includes Thornaby Pool (which was opened in 1938 and last refurbished in 2006). There is the possibility that, within the lifetime of this strategy, that the venue at Thornaby may be deemed to have reached the end of its economic life and close (there are no immediate plans to replace Thornaby Pool). This would bring the level of water-space provision available to residents in Stockton-on-Tees effectively back to current levels (assuming no significant change in the demographics of the area).

This simply a comparative measure of the supply and set out because some local authorities like to understand how provision compares with others. The level of provision required is set out based on the supply and demand analysis findings.

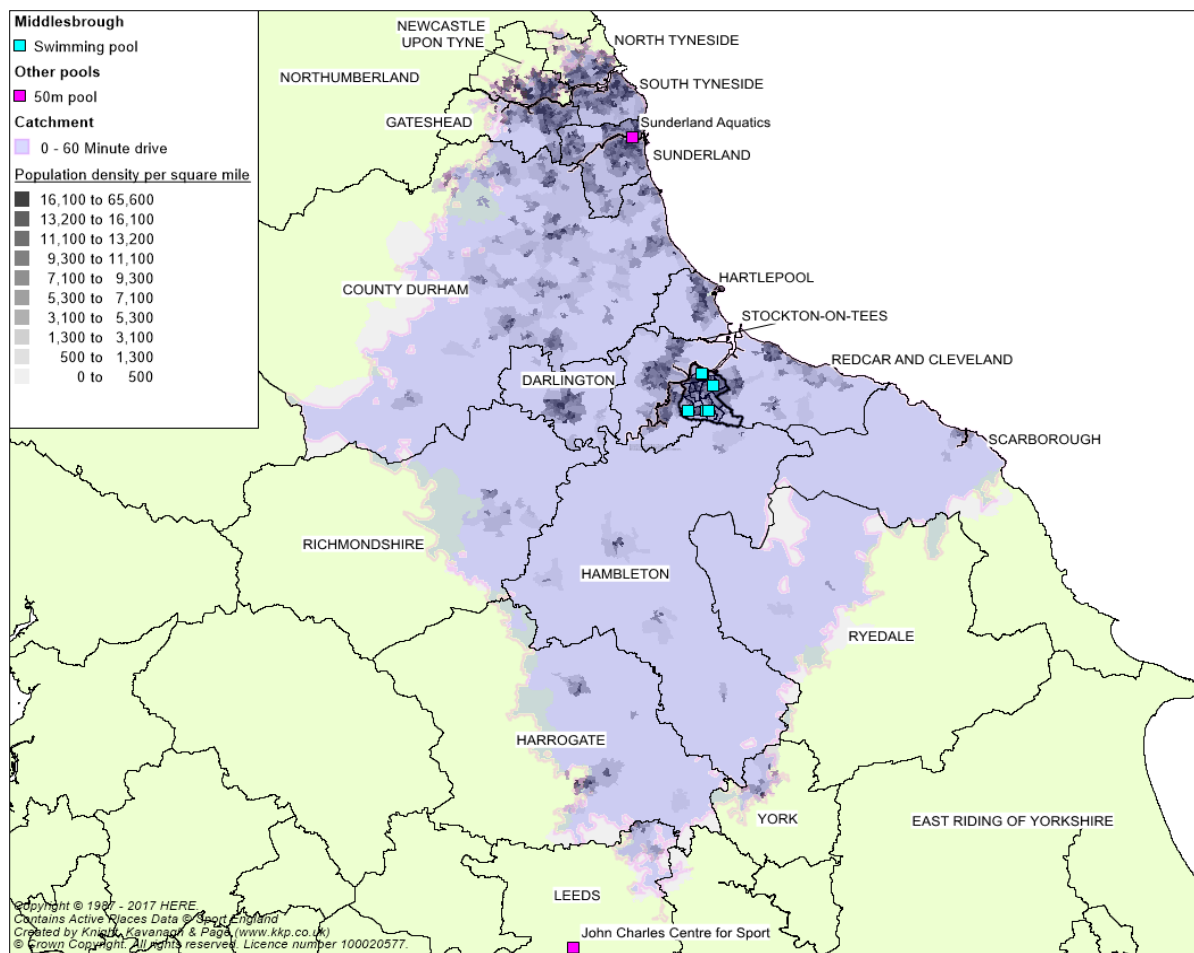
Long course provision (50m swimming pool)

Access to long course provision is considered important to many competitive swimmers and clubs. The Sunderland Aquatics Centre and the John Charles Centre for Sport, Leeds are the closest 50m pools to Middlesbrough. Sunderland Aquatic Centre is the only 50m pool venue within 60 minutes' drive-time. It has one Olympic sized (50m) pool (which can be divided into

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two 25m pools) plus a diving pool. It hosts a range of galas and events, however, when not required for this it is regularly used to accommodate the Region's biggest mega inflatable. This would suggest that the demand for competitive 50m water is limited.

Figure 5.5: 50m pools within 30 minutes' drive-time of Middlesbrough.



Sunderland Aquatics Centre – mega inflatable

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5.2: Sport England Facilities Planning Model (FPM)

Sport England's FPM report provides an overview of the current and future level of provision of swimming pools in Middlesbrough. The FPM uses data from the National Facilities Audit run as of June 2017.

The FPM reports that Middlesbrough has a supply of seven individual pools on five pool sites. The total supply of water space is 1,606m² of water. The supply of water space available to the community is 1,411m². Three pools are commercial (Bannatynes, DW Sports Fitness and The Escape Zone). These are mainly used for recreational swimming by the membership.

The two public swimming pools both have extensive main pools with a 25m x 8 lane main pool at Neptune Leisure Centre and a 25m x 6 lane pool at Rainbow Leisure Centre. In addition, there are separate teaching/learner pools at each of these two sites. In terms of scale, there is an extensive public swimming pool offer. Both venues provide learn to swim; public recreational swimming; lane and fitness swimming; and swimming development via clubs.

Table 5.6: Demand findings from the FPM in Middlesbrough

Element	FPM 2017
Satisfied demand	86.3%
Satisfied demand retained within Middlesbrough	79.10%
Levels of unmet demand	13.7%
% of unmet demand of residents living outside catchment of a swimming pool (as opposed to no capacity)	93.6%
Used capacity	69.6%
Imported use (%of used capacity)	35.3%

*visits per week in the peak period

Table 5.6 indicates that used capacity of pools in Middlesbrough is calculated at 69.6%, suggesting that they are operating close to the 70% benchmark where a pool is considered (by Sport England) to be full. This figure is lower than Stockton-on-Tees which is operating at 71.8% but higher than Hambleton (49.7%) and Redcar and Cleveland (56.1%).

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When comparing supply and demand the resident population generates demand for 1,529m² of water. This compares to the supply of 1,411m² of water creating a negative balance of 118m² of water. (For context, a 25m x 4 lane pool is between 212-250m² of water, depending on lane width). It should be noted that this calculation does not encompass facility catchments or extend across local authority boundaries.

Across other local authorities there is a positive balance of water of 129m² in Hambleton and 272m² in Redcar and Cleveland. Stockton-on-Tees has a negative balance of 382m² so, across Middlesbrough and the three neighbouring authorities there is a combined negative balance of just 99m² of water. This will change in the short term with the opening of Ingleby Barwick, however, as mentioned earlier it may reduce again should Thornaby Pool close.

Satisfied demand represents the proportion of total demand met by capacity at the swimming pools from residents who live within the walk/drive/public transport catchment area of a pool. 86% of the total demand for swimming of Middlesbrough residents is being met/satisfied.

A high level of the total demand for swimming is located inside the catchment area of a pool (inside and outside the authority) and pools have sufficient capacity to meet this level of demand. The reason for this is the near balance between supply and demand across the Teesside authorities and Hambleton.

The FPM also identified that one in three visits to pools (30%) involve people travelling on foot/via public transport as there is low level of local car ownership. It is, thus, important for pools to be located adjacent to residential areas and on public transport routes – to maintain accessibility.

In terms of unmet demand 93% of all unmet demand is based on people living outside the catchment area of a pool and only 6% is the result of a lack of capacity. Unmet demand is based upon people living outside the catchment area; this equates to 195m². It is not a large level but is significant. Unmet demand is highest in area of the borough north and west of the Neptune centre - and totals c. 64m². It would appear that the majority of the demand is beyond the one-mile walking catchment of the centre and, thus, may be because the area is of higher population density than in other localities thus creating more net demand.

If, in future, a change in public pool locations is considered, it will be important to assess the impact on accessibility and travel patterns, for residents who do not own cars.

5.3: Demand

Swim England's latest strategy, *Towards a Nation Swimming: a strategic plan for swimming in England 2017-21*, aims to creating a happier, healthier and more successful nation through swimming. To achieve this, several strategic objectives have been set:

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

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Consultation with Swim England reports that Middlesbrough is integral to the development of swimming on Teesside and the competition framework. A range of swimming facilities that can provide training for short course and long course competitive swimming supported by water provision required to teach swimming and combat the deterioration of health and wellbeing is important. A region should therefore have a range of 25m pools 4-lane, 6-lanes and 8-lane with a 50m regional pool option.

SE identifies Neptune Leisure Centre as a key facility as it is the one most suitable for competition swimming in addition to catering for a range of swimming activities for all ages. SE also reports that the swimming club in the area is short of water space and suggests that an additional 2 x 25m lanes would increase club usage and permit clubs to grow and accommodate future predicted population growth.

Club consultation

Middlesbrough Amateur Swimming Club (MASC)

MASC has approximately 230 members aged 4 to 72 years. It trains at The Neptune and Rainbow leisure centres and holds level two and three gala competitions approximately four times per year. It reports having a good relationship with Everyone Active. It has an agreement whereby it only pays for the lanes it uses. It would like more water space and time. MASC is allocated swimming club times in the Neptune LC from 16.30 on five nights per week and after 18.00 at Rainbow Leisure Centre.

MASC provides opportunities for fitness members through to elite swimmers. It recruits members from swimming lessons (although it suggests that more swimming lessons should be delivered in leisure centres and that they should be of a higher quality), schools, private swim schools, Stockton, Hartlepool, North Yorkshire and Redcar and Cleveland. The operator could review the programme to accommodate more swimming lessons however the Club recognises this would result in the club training times have got occur later in the evening and/or reducing its water access.

The Club has produced some national squad members some of whom have represented GB in the Olympics, Youth Olympics, Paralympics and subsequently moved away from the area to attend high performance (British Swimming) centres at 50m swimming pools such as London Aquatics Performance Centre.

MASC reports the water quality at Neptune LC to be high and it is considered to be a 'fast pool'. Changing provision is considered by the Club to be adequate but it considers the venue to be facing challenges with in respect of the following:

- ◀ The lane ropes need to be replaced.
- ◀ New timing equipment is required.
- ◀ Spectator seating for galas is insufficient and several seats require replacement.
- ◀ There is inadequate storage space.
- ◀ Land training takes place on the poolside.
- ◀ The floats used by the Academy (6-10years) are below standard (chewed).

Rainbow Leisure Centre is primarily used by the Club for younger swimmers as its pool is smaller than that at the Neptune Centre. It is considered too warm for competitive swimmers

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and does not have diving blocks. In addition, the lane ropes are reported to be in very poor condition.

The Club reports being in the process of raising funds to commission a feasibility study to assess the need for a 50m pool and community pool in the Middlehaven area. MASC's aspiration is for a full international Olympic standard 50m pool (10 lanes) with 3,000 spectator seating and a swim down pool with moveable floor to accommodate swimming lessons, and water sports activities such as triathlon, water polo, canoeing, scuba, synchronised swimming and diving.

The design of the swim down pool would enable it to be screened off so that ladies only swimming lessons can be provided targeting BME communities where there is reported to be a low swimming take up.

It is anticipated that the pool would host international meets and teams when competing in International meets in UK such as Commonwealth Games. Also included in the proposed facility mix is a health and fitness gym.

The Club reports that it has support from Teesside University, Middlesbrough College and other swimming clubs in the neighbouring authorities as well as other aquatic sports clubs in Middlesbrough (Triathlon, canoeing, scuba and synchro) and the surrounding area.

Consideration has been given to energy efficiency and environmental matters and has engaged with the energy provider Engie which has suggested some ideas around partnering with other buildings/physical features in the local vicinity to enable running costs to be kept to a minimum.

Consultation with Swim England indicates that whilst it would always support development of facilities, it would question the need for a 50m pool in this area at present. Swim England recognises that, in the future, the Tees Valley area would be an ideal location as Middlesbrough, Hartlepool and Darlington are all within the 70 minute Sport England drive time catchment for a 50m pool (see Appendix 3), Middlesbrough is on the outer edge of the catchment. However, current water space under-supply is only equivalent to a learner pool, and the neighbouring authorities are also well provided for. Need and demand for a 50m pool is, thus, questionable as is its likely sustainability.

The need for a 50m pool and ancillary facilities is, therefore, questionable. Whilst a 50m pool may potentially be an asset for the Tees Valley Area, a new swimming pool of this magnitude may have a substantial negative impact on existing provision. Existing pools in the area are 20 years old or fewer and not approaching the end of their useful lives. It would not, at this point, be rational to close a serviceable relatively modern pool that is in good condition to create or underpin the demand for new, enhanced and larger facilities.

As reported earlier, the 50m pool in Sunderland is divided into two 25m pools on a substantial number of weekends to accommodate an inflatable which is a commercial attraction aimed at families. This would suggest that demand for galas is either being suppressed or is not there.

Table 5.7: Market Segmentation and likely target audiences in Middlesbrough for swimming

Swimming
<ul style="list-style-type: none"> ◀ 12.8% (13,475) of people currently swim and a further 14.0% (14,767) indicate that they would like to, giving an overall total of 26.8% (28,243).

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- ◀ 25.3% of Alison's swim, which is the largest proportion of any group swimming, closely followed by the Chloe segment at 24.1%.
- ◀ The groups with the largest segment of the local population swimming are the Paula's (11.3%) and Jackie's (9.3%).
- ◀ The groups with the most people who would like to swim are Paula (14.3%) and Brenda (10.7%).
- ◀ The main group to target, for additional swimmers due to size and interest is, therefore Paula.

**A full description of each Sport England Market Segmentation is in Appendix 3*

Market segmentation suggests latent demand of 14,767 people (14%) that would like to participate in swimming in Middlesbrough. Swimming is clearly the most popular sport in the Borough and has the potential for the most growth.

5.4: Supply and demand analysis

Supply and demand analysis indicate the following:

- ◀ The audit identified eight pools at six sites.
- ◀ Used capacity of pools in Middlesbrough is currently calculated at 65%, suggesting that there is available capacity to be filled before pools can be considered to be full although this masks highs and lows in particular at the two public leisure centres which are close to being full.
- ◀ The population of Middlesbrough creates a demand for 1,606m² of water space, with a current supply available in the peak period of 1,411m². This would indicate a small undersupply of just 118m². This has to be seen in the context that a 25m x 4 lane pool is between 212-250m² of water, depending on lane width.
- ◀ All swimming pools in Middlesbrough are 20 years old or less.
- ◀ Swimming is the most popular sport in the borough and has the potential for most growth.
- ◀ MASC aspires to develop a 50m pool in the area.
- ◀ The demand and need for a 50m swimming facility is unproven given the current provision and demand analysis.

5.5: Sport England's facilities calculator (SFC)

This assists local planning authorities to quantify additional demand for community sports facilities generated by new growth populations, development and regeneration areas. It can be used to estimate facility needs for whole area (Borough) 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 5.8: Sports facilities calculator

	Population 2016	Population estimate 2041
ONS population projections	140,326	141,783

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Population increase	-	1,457
Facilities to meet additional demand	-	+0.3 lanes
Cost	-	£260,498

Calculations assume that the current pool stock remains available for community use and the quality remains the same. It appears that the projected increase in population will lead to an increase in demand for pools. The SFC indicates that there will be a recommendation for an additional 0.3 swimming lanes, up to 2041, which is estimated to cost £260,498.

Both the FPM and the KKP audit identify a current small undersupply balance at peak times. This equates to a learner/teaching pool. It is, therefore, estimated that the increase in demand from future population growth can be accommodated via the current supply of swimming pools through revised programming of the current facilities.

5.6: Summary of key facts and issues

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

Summary of swimming pools key facts and issues

Quantity

- ◀ There are eight pools at six sites in Middlesbrough.
- ◀ Two sites offer pay and play opportunity, the others are commercial sites and require a membership to access.

Quality

- ◀ All of the pools in the area are rated above average in quality.
- ◀ All of the pools are 20 years old or less.
- ◀ One site has below average quality changing provision (Neptune Leisure Centre).

Accessibility

- ◀ 57.1% of the population of Middlesbrough lives within one mile of a swimming pool.
- ◀ In the borough's most deprived communities, 43% of residents (59,687 people) live within a mile of a community available swimming pool.
- ◀ Nearly half of people who live in borough's more deprived areas will need to use public transport, a car or cycle to use a swimming pool.
- ◀ All of Middlesbrough's population lives within 20 minutes' drive-time of a swimming pool.

Availability

- ◀ All facilities are available during the daytime.
- ◀ Three swimming pools (Bannatynes, DW Sports and The Escape Zone) are commercially managed, private member-based venues.

Other

- ◀ There is a latent demand of 14,767 people (14%) that would like to participate in swimming.
- ◀ Both public leisure centre pools are very full and have little capacity to accommodate any increase in demand based upon population growth or a sustained increase in demand for swimming.

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- ◀ There is scope to accommodate more swimming lessons by reviewing programming across MC owned pools.

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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 can provide a valuable way to assist people of all ages, ethnicities and abilities to introduce physical exercise into their daily lives with the obvious concomitant benefits to health, fitness and wellbeing.

The current state of the UK fitness industry is complex with a variety of providers including the private sector (ranging from low cost operators to the high-end market), trusts, schools and local authority operators. Within the UK private fitness market has continued to grow steadily over the last 12 months with an estimated increase of 2% in the number of members, 4.6% in the number of facilities and 2.9% in market value. The growth however is lower than last year; which saw increases of over 5% in both members and market value.

According to the State of the UK Fitness Industry Report (2018) there are now 7,038 fitness facilities in the UK, up from 6,728 last year. Total industry membership is up 2% to £9.9 million which means that one in seven people in the UK is a member of a gym.

The total market value is estimated at £4.9 billion, up 2.9% on 2017. The UK penetration rate is at 14.9%, the same as the previous year.

A total of 275 new public and private fitness facilities opened in the last 12 months, up from 272 in 2017. Pure Gym and GLL have strengthened their positions as the UK's leading private and public operators (by number of gyms and members). Pure Gym have become the first operator to reach 200 clubs and impressively passed the one-million-member mark earlier this year. GLL, with 194 gyms, are also likely to break the 200 milestones within the next year. (There are no figures available to indicate the number of gyms which have closed).

6.1: Supply

Quantity

There are 23 health and fitness gyms in Middlesbrough with the majority located in the North of the borough, some around the central areas and some in the south.

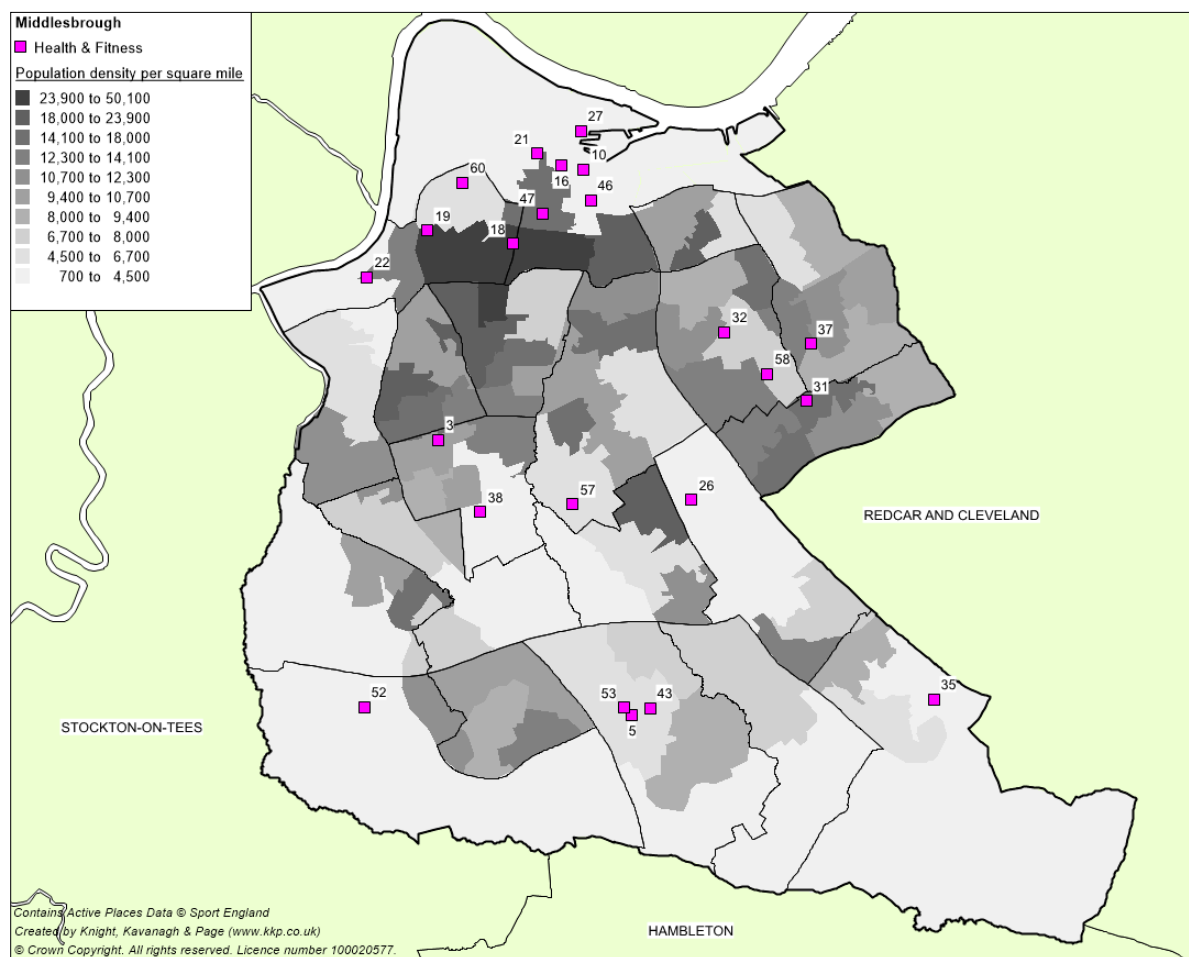
Table 6.1: All health and fitness facilities in Middlesbrough

Map ID	Site name	Stations
3	Acklam Park	6
5	Bannatynes Health Club	115
10	DW Sports Fitness	139
16	Juvenate Health Club	21
18	Ko Fit	300
19	Lifestyle Fitness	120
21	Live Well Centre	50
22	Macmillan Academy	7

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Map ID	Site name	Stations
26	Middlesbrough (Prissick) Sports Village	120
27	Middlesbrough College	40
31	Southlands Centre	24
32	Neptune Centre	120
35	Nunthorpe & Marton Playing Fields Association	8
37	Ormesby Table Tennis Club	5
38	Outwood Academy Acklam	49
43	Rainbow Leisure Centre	100
46	Steel City Gymnasium	75
47	Teesside University	35
52	The Escape Zone (Middlesbrough)	70
53	The King's Academy	27
57	Trinity Catholic College	26
58	Unity City Academy	28
60	Spartans Gym	40
Total		1,600

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



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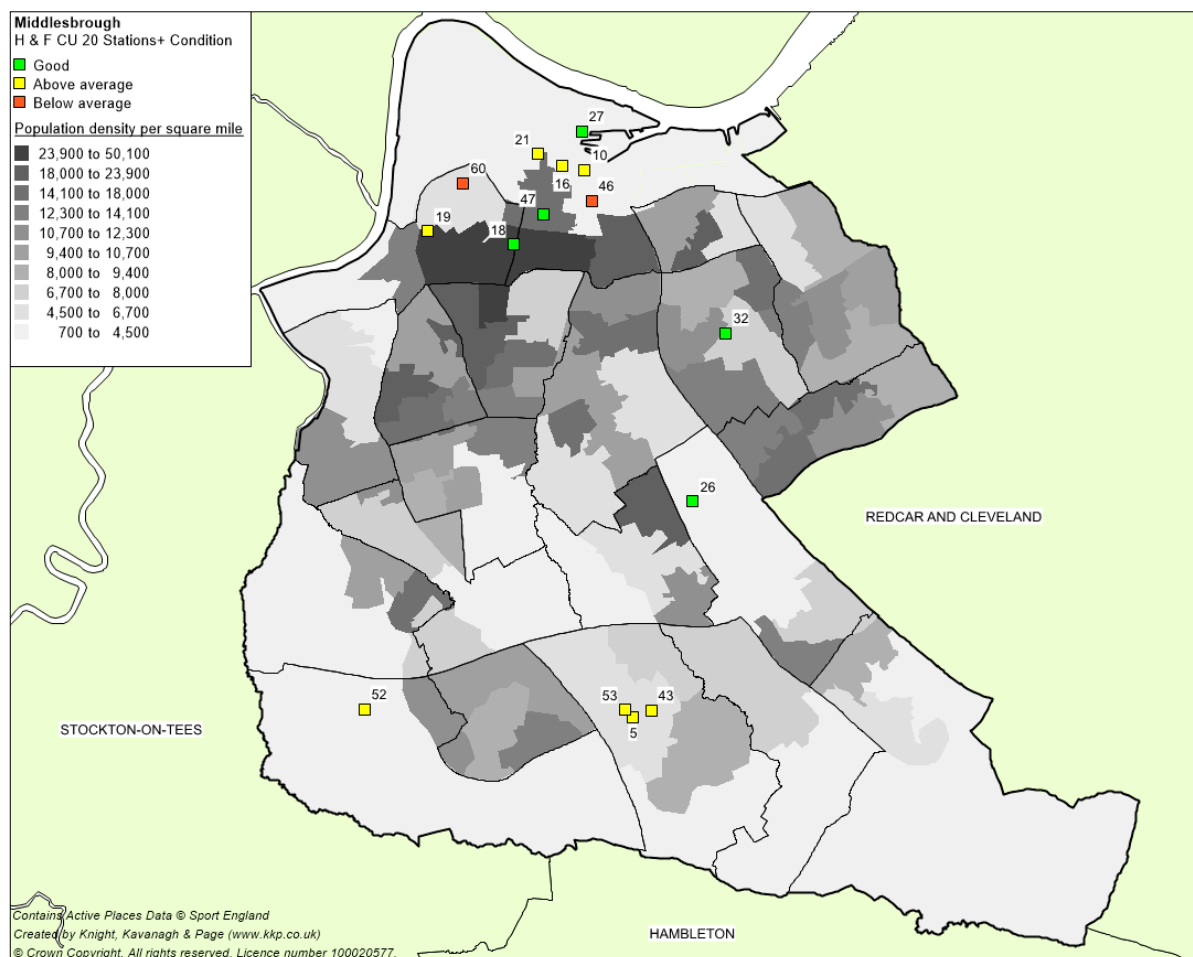
It should be noted that fitness facilities containing fewer than 20 stations are generally not considered within the assessment although they can be available and service small sections of the community; where this is considered to be the case they are included. For the purpose of this report, however, they are discounted because of their scale.

If those with fewer than 20 stations are excluded the number of available health and fitness suites available in Middlesbrough reduces to 19 – and the number of stations to 1,574. Further, Unity Academy, Trinity Catholic College, Teesside University, Ormesby Table Tennis Club, Outwood Academy (Acklam) all restrict access to either students or those who work on site, consequently Middlesbrough is, for the purpose of this analysis, deemed to have 15 health and fitness suites with a total of 1,447 stations - available to the community.

Quality

All community available sites received a non-technical quality assessment. Of the 15 health and fitness facilities assessed, five are rated as good, eight as above average, two as below average and none are rated poor.

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



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

Map ID	Site name	Stations	Condition
5	Bannatynes Health Club	115	Above average
10	DW Sports Fitness	139	Above average
16	Juvenate Health Club	21	Above average
18	Ko Fit	300	Good
19	Lifestyle Fitness	120	Above average
21	Live Well Centre	50	Above average
26	Middlesbrough (Prissick) Sports Village	75	Good
27	Middlesbrough College	40	Good
32	Neptune Centre	140	Good
43	Rainbow Leisure Centre	200	Above average
46	Steel City Gymnasium	75	Below average
47	Teesside University	35	Good
52	The Escape Zone (Middlesbrough)	70	Above average
53	The King's Academy	27	Above average
60	Spartans Gym	40	Below average
Total		1,447	

Accessibility

The Sport England classification of access type defines registered membership use facilities as being publicly available. For health and fitness suites, this generally means a monthly membership fee which can vary considerably.

Private operators do not have a contractual obligation to, for example, offer exercise referral nor do they necessarily actively target hard to reach groups. It is also acknowledged that some of the memberships available are considered expensive while others are cheaper than those made available by public sector managed venues. There is little doubt that the various market segments do take some of the pressure off the more available public facilities.

As with swimming pools and sports halls, appropriate walk and drive-time accessibility standards are applied to health and fitness suites to determine provision deficiencies or surpluses. The normal acceptable standard is a 20-minute walk time (one-mile radial catchment) for an urban area and a 20 minute drive time for a rural area.

87,352 people (63.1%) live in the areas of higher deprivation (compared to the national average of 30%) in Middlesbrough. Of these 79,245 reside within one mile of a health and fitness facility.

57.1% of the population lives within one mile of an available health and fitness facility indicating that approximately one third of the population must cycle, use a car or public transport to gain such access. As with other facilities (swimming pools and sports halls), all of Middlesbrough population resides within 20-minute drive of a health and fitness facility that has a minimum of 20 stations. A number of health and fitness facilities are also located within two miles of the MC boundary.

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Figure 6.3: Community available health & fitness suites with 1-mile radial catchment

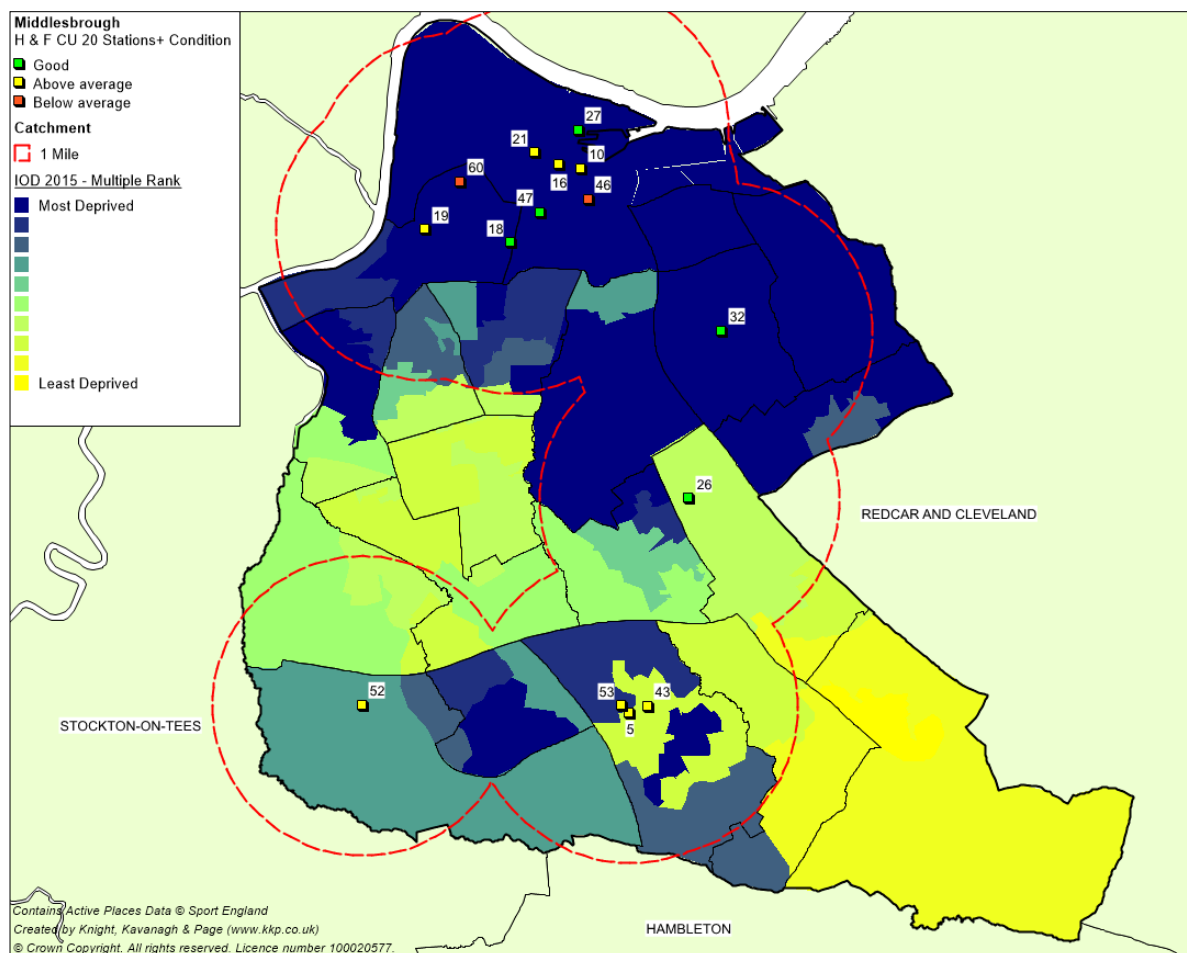


Table 6.3: IMD 2015 populations: Middlesbrough H&F min 20 stations, 20-minute walk

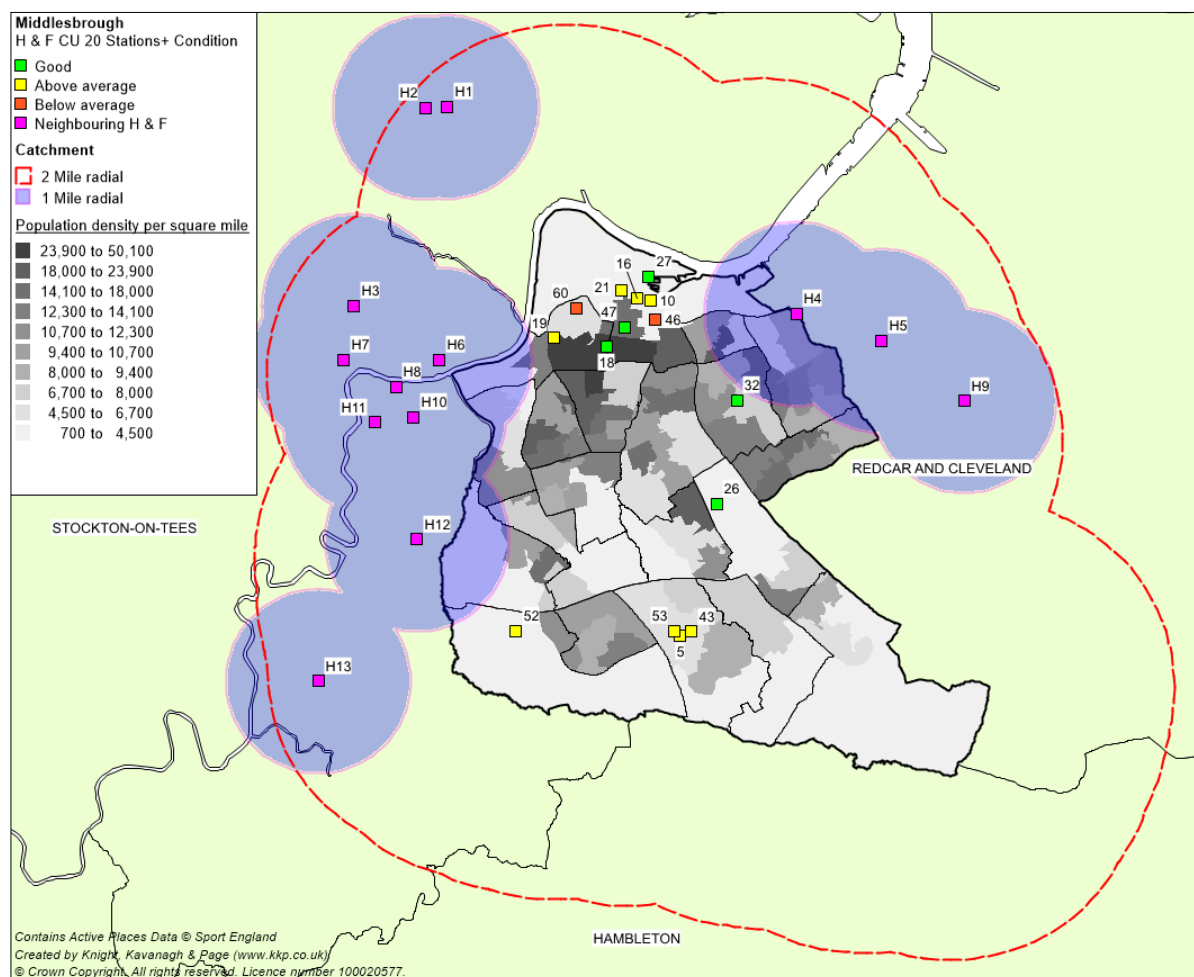
IMD 2015 10% bands	Middlesbrough		Health & Fitness with 20 stations or more catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	69,129	49.9%	62,740	45.2%	6,389	4.6%
10.1 - 20	10,056	7.3%	9,834	7.1%	222	0.2%
20.1 - 30	8,167	5.9%	6,671	4.8%	1,496	1.1%
30.1 - 40	6,669	4.8%	6,573	4.7%	96	0.1%
40.1 - 50	3,071	2.2%	1,708	1.2%	1,363	1.0%
50.1 - 60	6,386	4.6%	3,664	2.6%	2,722	2.0%
60.1 - 70	11,431	8.2%	4,511	3.3%	6,920	5.0%
70.1 - 80	15,591	11.2%	7,934	5.7%	7,657	5.5%
80.1 - 90	6,798	4.9%	719	0.5%	6,079	4.4%
90.1 - 100	1,446	1.0%	0	0.0%	1,446	1.0%
Total	138,744	100.0%	104354	75.2%	34,390	24.8%

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Table 6.4: health and fitness gyms within 2 miles of Middlesbrough boundary

Map ID	Active Places site name	Stations	Access type
H1	Evolution Health and Fitness Gym	50	Registered membership
H2	Billingham Forum	155	Registered membership
H3	North Shore Academy	34	Registered membership
H4	Mas Body Gym	45	Registered membership
H5	Eston Leisure Centre	100	Registered membership
H6	David Lloyd Club (Teesside)	145	Registered membership
H7	Splash	65	Registered membership
H8	Durham University (Queens Campus)	27	Registered membership
H9	Body Talk	50	Registered membership
H10	Total Fitness (Teesside)	200	Registered membership
H11	Xercise4less (Stockton South)	250	Registered membership
H12	Thornaby Pavilion	70	Pay and play
H13	Bannatynes Health Club	90	Registered membership

Figure 6.4: Fitness gyms in Middlesbrough and within 2 miles of Middlesbrough boundary



Source: Active Places Power 31/07/2018

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Xercise4less (Map ID H11) is of substantial size with 250 stations and being located so close to the authority border is almost certainly attracting Middlesbrough residents.

Availability and programming

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

Table 6.5: Pricing structure of facilities in Middlesbrough

Site Name	Education	Public	Commercial	Pay & Play Casual	Band 1 - Low Cost Membership	Band 2- Medium Cost Membership	Band 3- High Cost Membership	Private Use	Accessibility Rating
Bannatynes Health Club			√			√			
DW Sports Fitness			√				√		
Juvenate Health Club			√				√		
Ko Fit			√				√		
Lifestyle Fitness			√			√			
Live Well Centre		√		√	√				
Middlesbrough Sports Village		√		√		√			
Middlesbrough College	√					√			
Southlands Centre	Closure Imminent								
Neptune Leisure Centre		√		√		√			
Outwood Academy Acklam	√							√	
Outwood Academy Ormesby	√							√	
Rainbow Leisure Centre		√		√		√			
Steel City Gymnasium			√		√				
Teesside University	√					√			
The Escape Zone			√				√		
The King's Academy	√							√	
Trinity Catholic College	√							√	
Unity City Academy	√							√	

The Live Well Centre is a unique wellbeing hub offering a wide range of support for people in Middlesbrough who want to lead healthier and happier lives. Access to the gym is via a referral where members receive 1:1 training, access group fitness training and are mentored to improve fitness. Teesside University is open for students, staff and alumni both on a pay and play and subscription basis.

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Table 6.6: Payment types for health and fitness facilities in Middlesbrough

Site name	Pay & play	Monthly	12 months direct debit	Annual
Bannatynes Health Club	£15	£29.99		£359.88
DW Sports Fitness		£52	£32	
Juvenate Health Club**		£35		£350
Ko Fit		£45.99		
Lifestyle Fitness		£21.99	£17.99	£215.88
Live Well Centre				
Middlesbrough Sports Village		£29.00		£290
Middlesbrough College		£15 student £12.50 staff £20 public		
Neptune Leisure Centre		£29		£290
Rainbow Leisure Centre		£29		£290
Steel City Gymnasium	£3	£17.50		
Teesside University	£3.50 students £4.50 staff			£100 students £120 staff
The Escape Zone		£40	£25	£180

*Joining fee/ administration fee

**Juvenate Health Club also has a joining fee of £20 per person.

Table 6.6 shows that monthly costs vary from the cheapest at £17.50 per month at Steel City Gym to the most expensive at £52 at DW Sports Fitness. (There are no health and fitness gym developments of which we were made aware, planned in the area at the time of audit).

6.2: Demand

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

Table 6.7: UK penetration rates; health/fitness in Middlesbrough (ONS Data)

	Curent (2016)	Future (2041)
Adult population	111,451	111,993
UK penetration rate	15%	16%
Number of potential members	16,718	18,239
Number of visits per week (1.75/member)	29,256	31,918
% 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%)	488	532
Number of stations (with comfort factor applied)	731	798

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

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According to UK penetration rates there is a current need for 731 stations across Middlesbrough. This is expected to grow to 798 by 2041, which takes account of a comfort factor (particularly at peak times).

When comparing the number of community available stations currently available (1,447) and accounting for the comfort factor, the market appears to have a supply demand balance to service the adult population based on the calculations above. This balance will continue until 2041.

It is not uncommon for the private sector to identify niche markets and fill them with a range of health and fitness stations which can appear to look as though the market is congested. The key issue is that while some of these may be budget operators it 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. Consultation did not indicate demand for further stations.

Table 6.8: Market Segmentation/likely target audiences in Middlesbrough for keep fit and gym

Keep fit and gym
<ul style="list-style-type: none"> ◀ 16.1% (16,962) of people currently take part in keep fit and gym and a further 7.2% (7,591) indicate that they would like to, giving an overall total of 23.3% (24,554). ◀ 28.2% of Chloe's take part in keep fit and gym, which is the largest proportion of any group taking part, closely followed by the Alison segment at 27.3% ◀ The groups with the largest of the local population taking part in keep fit and gym are the Jamie's (9.8%) and Paula's (9.7%). ◀ The groups with the most people who would like to take part are Paula (14.6%) and Jackie (10.5%). ◀ The main group to target, for additional participants due to size and interest is, therefore Paula

**A full description of each Sport England Market Segmentation is located in Appendix 3*

Market segmentation suggests that there is a latent demand of 7,592 people (7.2%) that would like to participate in keep fit and gym activities in Middlesbrough.

Supply and demand analysis

As noted earlier, health and fitness facilities are an important facet of leisure provision and have been a very successful addition to sports centres over the past three decades. Income derived from them helps to offset the cost/underpin the viability of other aspects of leisure provision, especially swimming and targeted physical activity programmes such as Exercise on Referral. For Middlesbrough, the challenge is to provide opportunity for people from areas of higher deprivation who are less likely to be able to afford or choose to access health and fitness opportunity.

6.3: Dance studios

Dance studios are a very 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 appears to have been an increase in the numbers of people accessing fitness classes as identified in the increase in the UK penetration rates. The type of activity offered also varies massively between low impact classes such as Pilates and yoga to the more active dance, step, Boxercise and Zumba. It is also worth noting that dance classes and clubs are also a key user of studio spaces throughout the country.

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Figure 6.7: Dance studios in Middlesbrough

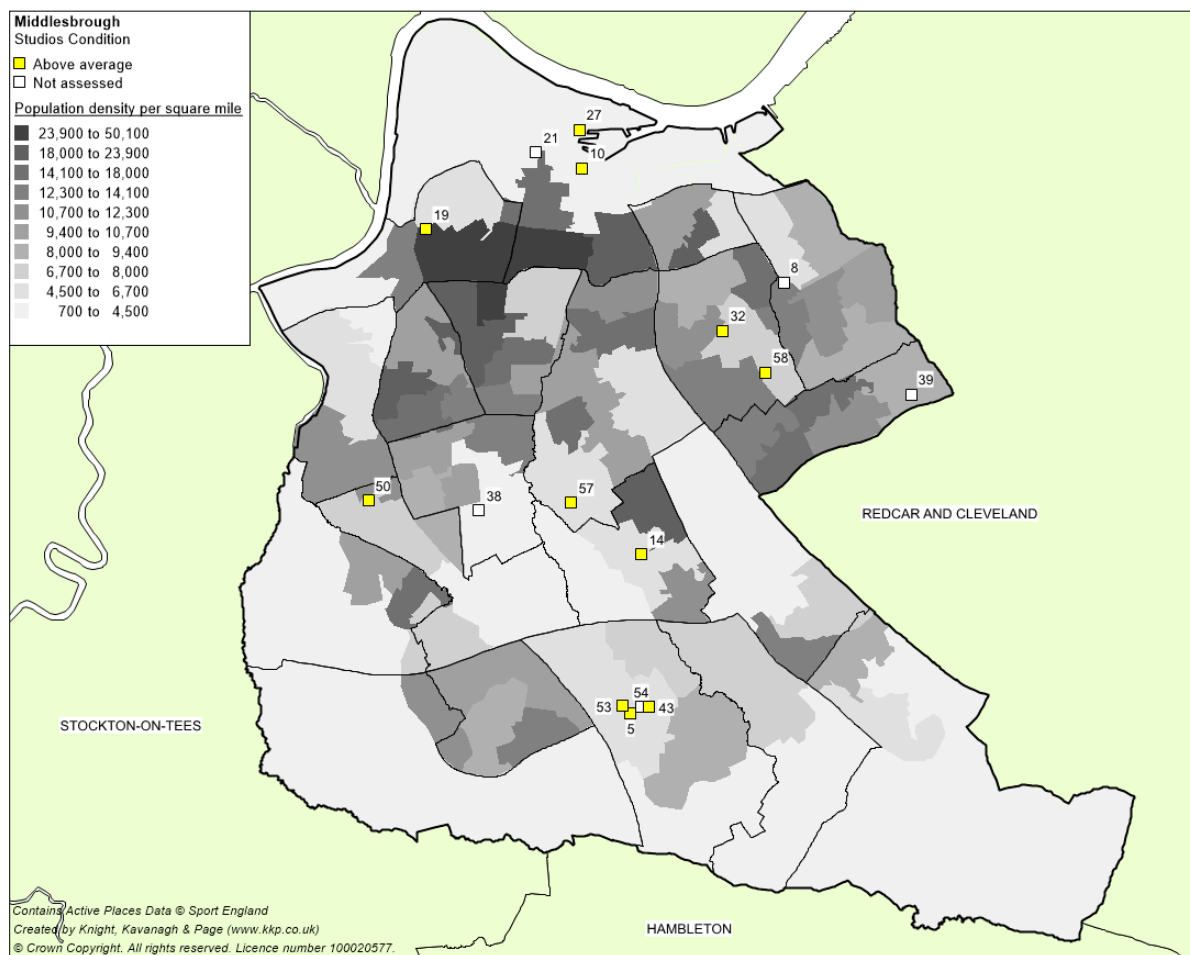


Table 6.9: List of Middlesbrough studios

Map ID	Site name	Condition
5	Bannatynes Health Club	Above average
5	Bannatynes Health Club	Above average
8	Corpus Christi School	Not assessed
10	DW Sports Fitness	Above average
14	Holmwood School	Above average
19	Lifestyle Fitness	Above average
19	Lifestyle Fitness	Above average
21	Live Well Centre	Not assessed
27	Middlesbrough College	Above average
27	Middlesbrough College	Above average
27	Middlesbrough College	Above average
38	Outwood Academy Acklam	Not assessed
39	Outwood Academy Ormesby	Not assessed
43	Rainbow Leisure Centre	Above average
50	The Acorn Centre	Above average

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Map ID	Site name	Condition
53	The King's Academy	Above average
54	The Manor Youth Centre	Not assessed
57	Trinity Catholic College	Above average
58	Unity City Academy	Above average
43	Rainbow Leisure Centre	Above average
43	Rainbow Leisure Centre	Above average
32	Neptune Centre	Above average
32	Neptune Centre	Above average

The audit found 23 studios, 18 of which were subject to a non-technical assessment. Restrictions to access varied due to being in use at the time of audit (Live Well Centre) private use by the school only (Outwood Academy Acklam and Outwood Academy Ormesby). All of the assessed dance studios were reported to be above average.

6.4: Summary of key facts and issues

Quantity

- ◀ There are 15 'main' health and fitness facilities with 1,447 stations in Middlesbrough.
- ◀ There is a supply demand balance currently which is likely to be very similar in 2041.

Quality

- ◀ Five sites are rated as good and eight are rated as above average, two below average and no facilities are rated as poor

Accessibility

- ◀ Approximately 57.1% of the population live within one mile of a health and fitness facility and the whole borough population lives within 20 minutes' drive of a facility.

Availability

- ◀ There are four publicly accessible pay and play health and fitness facilities in Middlesbrough.
- ◀ There are 13 health and fitness facilities within 2 miles of the Middlesbrough boundary.
- ◀ Most provision is commercially run and membership is required to access facilities.

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SECTION 7: INDOOR TENNIS

The Lawn Tennis Association (LTA) is the NGB for all tennis provision within the UK and administers the sport at national and regional level. One of its key objectives is to get more people playing tennis more often. Its most recent Strategic Plan 2015 – 2018, highlights three key objectives:

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

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

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

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

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

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

7.1 Supply

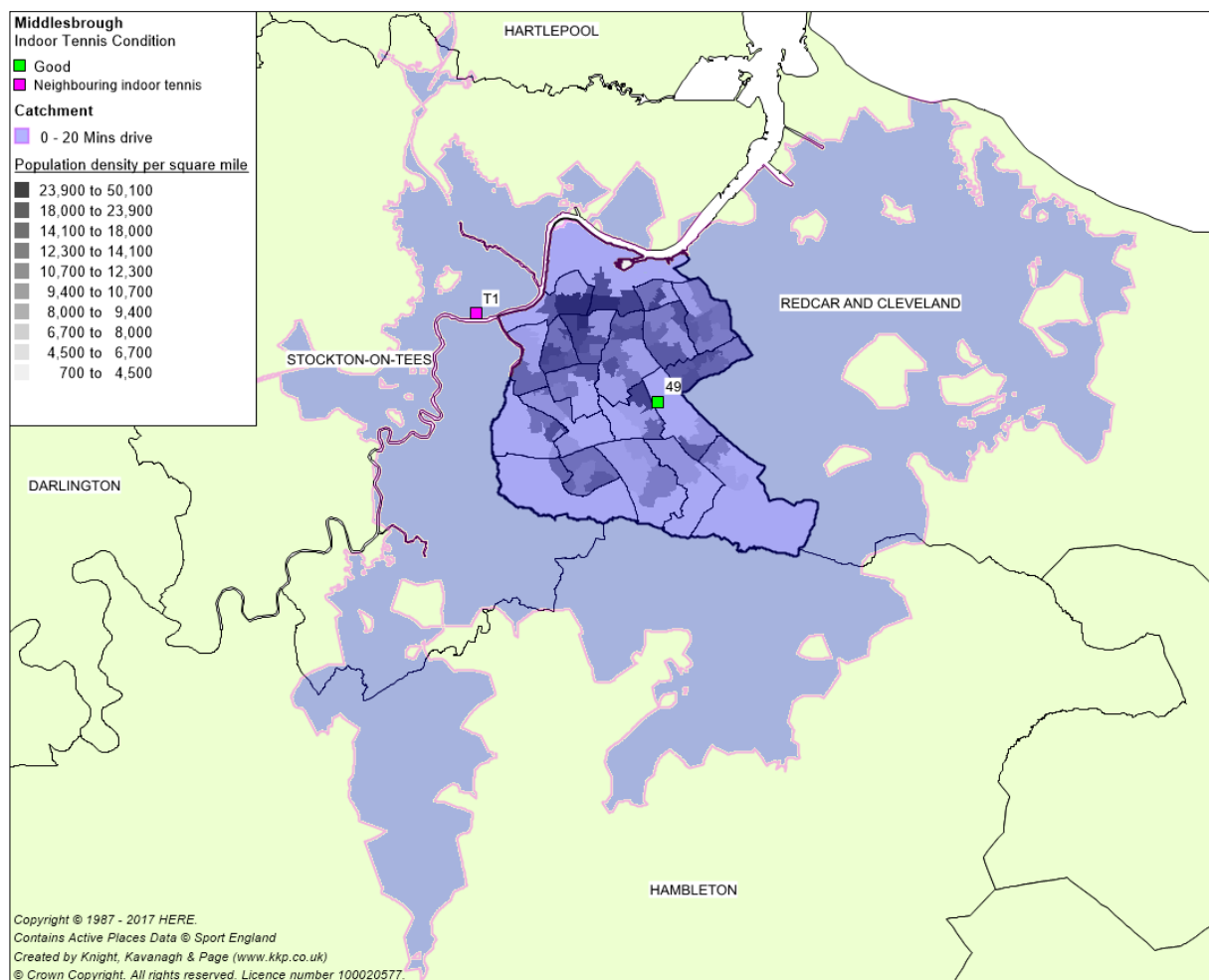
Indoor tennis provision is a specialist facility, which has an appeal beyond a local authority boundary. Consequently, this audit considers provision within Middlesbrough and neighbouring authorities, and has mapped these with a 20-minute drive time catchment to demonstrate accessibility. The location and catchments of these facilities are illustrated in Figure 7.1.

Table 7.1: Indoor tennis facilities in Middlesbrough

Map ID	Site name	Number of indoor courts	Condition
49	Tennis World	4	Good
T1	David Lloyd (Stockton-on-Tees)	7	Good

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Figure 7.1: Location of indoor tennis courts with 20-minute drive-time.



There is one facility (Tennis World) within Middlesbrough and one facility within the neighbouring authority of Stockton-on-Tees (David Lloyd) which is within the 20 minute drive time catchment of Middlesbrough.

7.2: Demand

Tennis World has four indoor and six outdoor courts which are available to book on a pay & play basis as well as for the use by members. It offers tennis activities for all ages and abilities. It has c. 230 members ranging in age from 3 to 93 years.

Junior tennis coaching programmes are available for aged 3-4 pre-school, mini tennis aged 4-10 years and a junior programme for 11-18 year olds. Adult coaching covers club sessions for all abilities, and sessions for visually impaired and wheelchair tennis sessions with events are regularly held throughout the year.

Tennis World is in the process of enhancing its facilities with a c.£400,000 investment which has been split into two phases.

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Phase 1 (which is completed) involved four new indoor carpet courts being laid and three new outdoor courts with the artificial grass in the Wimbledon colours of purple and green. Further improvements saw the installation of new LED lighting bringing it up to an international standard level; arguably the best in the North of England. In addition, access to the facility has been significantly upgraded with improvements made to pathways and doors to the indoor and outdoor facilities for wheelchair access users.

New indoor courts: Tennis World (Tennis World image)



Phase 2 of the development, which as of July 2018 received planning permission to proceed to construct two floodlit Padel courts, which will be the first in the North East. The addition of Padel tennis will further extent the venue's participation potential.

7.3: Summary

Quantity

- ◀ There are four indoor tennis courts in Middlesbrough plus seven just outside the Authority at the David Lloyd Centre in Stockton-on-Tees.
- ◀ The two new Padel tennis courts should broaden to the participation offer – at Tennis World.

Quality

- ◀ The indoor courts at tennis World have had major investment in new carpets, and lighting – in 2018.

Accessibility

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- ◀ The whole Middlesbrough population lives within 20 minutes' drive of an indoor tennis facility.
- ◀ The venue is accessible and caters for people with disabilities.

Availability

- ◀ Tennis World offers pay and play opportunity as well as club membership.

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SECTION 8: SQUASH

In recent years, squash has experienced challenging times. It is now following a new strategic path, implementing a company-wide rebrand and undergoing a major restructure and downsizing. Successes are that England Squash achieved the core strategic goals as agreed with Sport England including stopping the decline in participation. Looking ahead, there will be significant reductions in funding during the 2017-2021 cycle.

England Squash is committed to supporting the traditional infrastructure of county associations, clubs, coaches and officials to grow the game through key programmes (e.g. Squash101) and campaigns (e.g. Squash Girls Can) but will need to apportion resources in a significantly different manner.

The 2017-2021 strategy will:

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

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

Table 8.1: England Squash Strategic aims:

	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.

8.1 Supply

There are seven squash courts in Middlesbrough across three sites. There are three glass backed courts in Middlesbrough, one court at Nunthorpe & Marton Playing Fields, and two courts at Teesside University. They are located in the north and south of the authority; the one pay and play court is located at Rainbow Leisure Centre, the four courts at Nunthorpe & Marton Playing Fields require membership to access and the two courts at Teesside University can only be used by students, staff and alumni.

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Out of the academic term time, the University also offers international students, summer schools and Teesside University students' access to the sports facilities ensuring the facilities are well used at all times. The two courts at Teesside University have been fully refurbished as part of the general facility refurbishment in 2017.

Figure 8.1: Location of squash courts in Middlesbrough

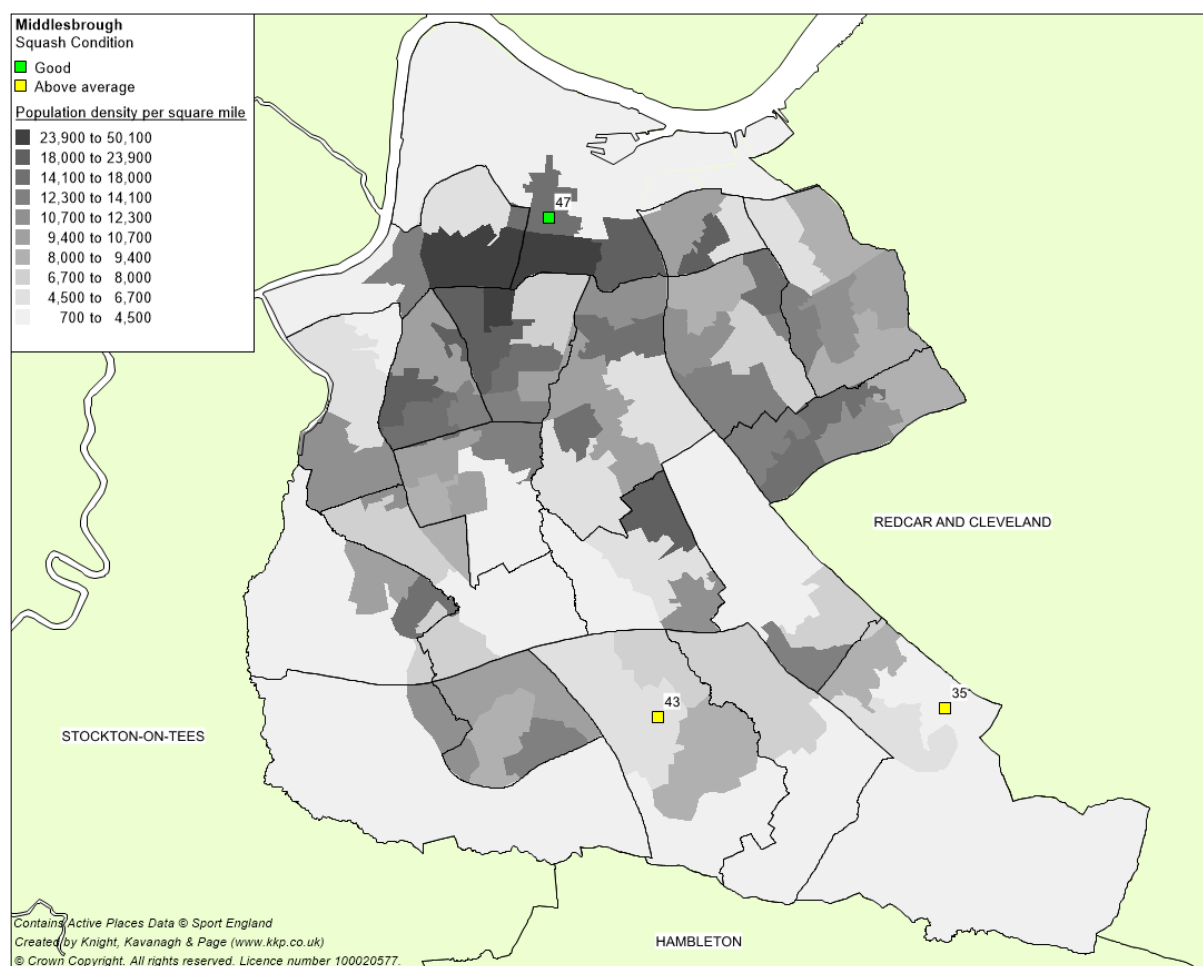


Table 8.1: Squash courts in Middlesbrough

Map ID	Site name	Courts	Community Use	Assessment condition
				Court
35	Nunthorpe & Marton Playing Fields	1 (glass)	Reg. Memb.	Above average
35	Nunthorpe & Marton Playing Fields	3	Reg. Memb.	Above average
43	Rainbow Leisure Centre	1	Pay & Play	Above average
47	Teesside University	2	Private Use	Good

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8.2: Demand

Nunthorpe Squash Club based at Nunthorpe & Marton Playing Fields is the only squash club in Middlesbrough. It offers both squash and racketball and regularly runs open days, and other initiatives designed to increase participation including, for example, Squash Girls, starter coaching for juniors and seniors and competitive play for all.

The audit found that there is capacity at all the sites to accommodate an increase in demand should there be an upsurge.

Market Segmentation

Market segmentation suggests that there is a latent demand of 736 people (0.7%) that would like to participate in squash in Middlesbrough.

Squash and racketball

- 1.0% (1,042) of people currently play squash and racketball and a further 0.7% (736) indicate that they would like to, giving an overall total of 1.7% (1,779).
- 4.0% of Ben's play squash and racketball, which is the largest proportion of any group playing squash and racketball, closely followed by the Tim segment at 3.4%.
- The groups with the largest of the local population playing squash and racketball are the Jamie's (18.7%) and Philip's (15.7%).
- The groups with the most people who would like to play are Kev (20.9%) and Jamie (16.3%).
- The main group to target, for additional players due to size and interest is, therefore Kev.

**A full description of each Sport England Market Segmentation is located in Appendix 3*

8.3: Summary

Quantity

- There are seven squash courts in Middlesbrough.

Quality

- All courts are reported to be of either good or above average quality.

Accessibility

- The whole Middlesbrough population lives within 20 minutes' drive of a squash court facility.
- Courts available to non-university associates are located in the South of Middlesbrough.

Availability

- Rainbow Leisure Centre is the only facility which offers a pay and play opportunity for squash. The other facilities either necessitate a membership or belong to the University.

SECTION 9: CYCLING

Introduction

British Cycling is the NGB body for all forms of cycling. It oversees six sporting disciplines, each with its own dedicated facility type:

- ◀ Track cycling – Velodrome
- ◀ Road cycling – Closed Road Circuits
- ◀ Mountain Bike – Trails
- ◀ BMX – Race/Pump tracks
- ◀ Cycle Speedway – Cycle speedway tracks
- ◀ Cyclocross – non-dedicated, non-permanent venues.

British Cycling aids in the development of all six formats, helping to safeguard those that wish to participate in a competitive and compelling environment. The stated vision of the Middlesbrough Cycling Strategy 2012 is: “More people cycling, more often, and more safely”. Strategy objectives are to:

- ◀ Develop a seamless hierarchy of cycle routes, allowing cyclists to access all parts of the Borough.
- ◀ Develop and implement a robust planning and design process to deliver cycle friendly infrastructure as an integral part of the Borough’s transport network.
- ◀ Further develop and implement a suite of ‘soft’ measures including travel awareness and training.
- ◀ Increase the number of cycling trips through a campaign of awareness and education.
- ◀ Provide a safe, efficient and well-maintained cycling network.
- ◀ Reduce both the actual, and perceived dangers to cyclists.
- ◀ Provide more, and better cycle facilities, to remove theft as a barrier to cycling as a transport mode choice.
- ◀ Provide for the needs of cyclists at all stages of the land use planning and development control processes.
- ◀ Ensure that we adopt hierarchies of users and infrastructure, prioritising the travel choices available to promote sustainable modes of travel within Middlesbrough.
- ◀ Promote and encourage cycling as a recreational tool, and a means to improving the health of the population of Middlesbrough via the work undertaken through the Healthy Towns initiative into the future.
- ◀ Continue the promotion of cycling and health benefits through partnership work with the local NHS Trust and community stakeholders.
- ◀ Promote cycling as a sport via sign posting to the work conducted by the sports development team within MC, Middlesbrough Cycle Circuit, and British Cycling.
- ◀ Work effectively with existing partner organisations and seek out positive working relationships with others to progress the cycling potential within Middlesbrough.

Middlesbrough has an expanding cycling network which currently comprises more than 89km of cycle friendly infrastructure. The town also boasts numerous facilities catering for the needs of cyclists. Middlesbrough Cycle Centre is one of two town centre cycle parking facilities in the Tees Valley. Located in the Bus Station in the centre of the town it is a prime location for commuters and shoppers. It provides free secure indoor cycle parking along with showers, changing facilities and an information centre. A Shopmobility Scooter and Wheelchair hire service is also available.

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Members, (over 2,500) can leave their cycles safe and secure while they go to work or shopping. The Cycle Centre delivers guided rides, learn to ride sessions and accredited road safety training (National Standards and Bikeability).

The information centre provides route and touring maps, cycle guides, and other information to enable riders to access routes to work and for leisure activities. The centre also offers guided ride instructors and is available to lead rides in and around Middlesbrough. These can be used for something as simple as planning a cycle route into work, to leading a group on a tour of the local area and routes.

Figure 9.1: Middlesbrough Cycle Centre



In addition to the cycle centre, Middlesbrough also has The Bike Academy which is the training hub of Middlesbrough Cycle Centre. It runs alongside the Cycle Centre, ensuring ease of access to the training and support services.

Several services are offered at the Bike Academy including:

Cycle maintenance: courses are delivered regularly at the Bike Academy. They cover the basic maintenance of a bike and are accredited by the Open College Network. They are run on request and delivery can be tailored to suit individual needs. The Academy also offers industry recognised Velotech training courses up to Gold standard. These cover the more technical side of cycle maintenance and are useful for those interested in a career in the cycle industry.

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Cycle Recycle: is also offered by the Bike Academy in the form of courses for local people. Participants restore a redundant bicycle to enable its re-use. Through the project, they learn how to fix common faults and ride safely. At the end of the programme, they are able to keep the bicycle they have worked on and receive an OCN Level 1 award in cycle maintenance.

Dr Bike: The Bike Academy delivers Dr Bike sessions in the community where small repairs and maintenance can be carried out. These sessions are useful for workplace enrichments and community events as they assist users in maintaining their bike to allow continued use. Cycle safety checks are also carried out along with maintenance demonstrations.

9.1: Supply

There are two dedicated cycling facilities within Middlesbrough; the velodrome and a closed road cycling circuit at Middlesbrough Sports Village.

Figure 9.2: Location of cycling facilities in Middlesbrough

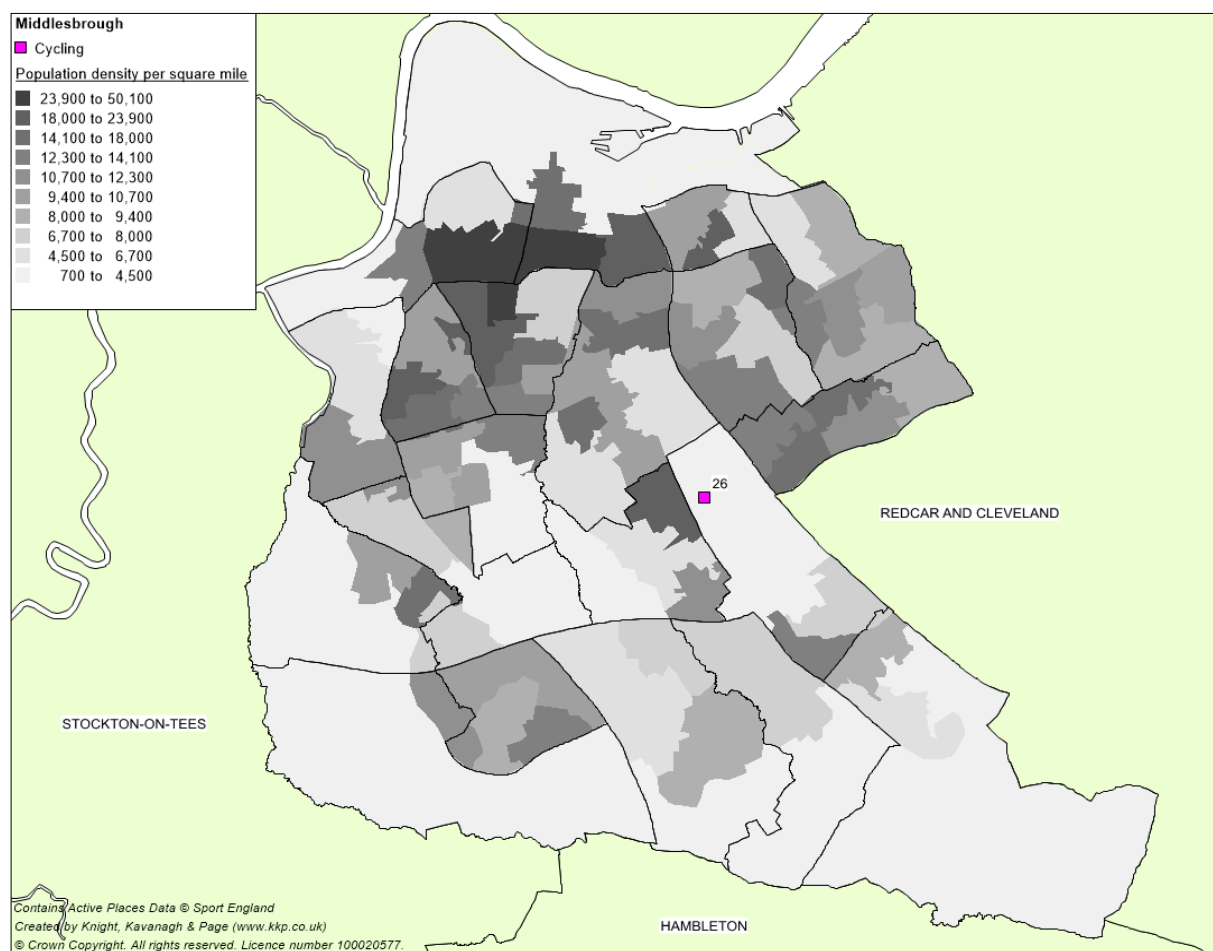


Table 9.1: Cycling facilities in Middlesbrough

Map ID	Site name	Type	Length (m)
26	Middlesbrough Sports Village	Closed road	1000
26	Middlesbrough Sports Village	Outdoor velodrome	250

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Closed road cycle circuit

Opened in early 2011, the circuit is approximately 1km in length and has options for two shorter circuits. It is floodlit and can be used for recreational and competitive cycling. The tarmac surface is 6m wide and increases to 8m on the home straight. The leisure operator Everyone Active manages the bookings, the programme and access to the facilities as part of the contract to run the Middlesbrough Sports Village. The venue hosts a number of British Cycling events for under 16's, juniors and senior riders. In addition, there are number of coaching sessions lead by qualified British Cycling coaches.

It can be accessed seven days a week from 09.30 - 21.30 Monday to Sunday throughout the year. It is open to all types of cyclists who can bring their own equipment or hire a bike onsite. Inclusive cycling is also offered at the site where users can hire an adapted cycle and use the track with a group, a friend or carer.

Figure 9.3: The cycle circuit Middlesbrough Sports Village



Figure 9.4: Cycle Circuit programme

	Road Circuit							KEY
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	
9:00								Club
9:30								Competition
10:00								
10:30								
11:00								
11:30								
12:00								
12:30								
13:00	Available for hire / Public admission							
13:30	Available for hire / Public admission	Available for hire / Public admission	Available for hire / Public admission	Available for hire / Public admission				
14:00								
14:30								
15:00					Available for hire / Public admission		Available for hire / Public admission	
15:30								
16:00								
16:30								
17:00						Available for hire / Public admission		
17:30								
18:00								
18:30								
19:00	Cleveland Wheelers Training or League 2000							
19:30		Stockton Wheelers	Manilla	British Cycling Circuit Race League				
20:00								
20:30								
21:00								

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Velodrome

Adjacent to the cycle circuit is a 250m Olympic sized outdoor velodrome track; this opened in September 2015. Up to 12 coached sessions are run each week providing regular, affordable opportunities for people to enjoy the sport. The current programme features the following:

- ◀ Starters / beginners sessions
- ◀ Improvers
- ◀ Advanced
- ◀ Track league
- ◀ Derny session (Motorised bicycle)
- ◀ Mixed open session
- ◀ Go Ride track cluster sessions (8 weeks)

Figure 9.5: The velodrome track Middlesbrough Sports Village



Figure 9.6: Velodrome programme

		Middlesbrough Sports Village						
		Velodrome						
		Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
09:00								
09:30								
10:00			Availability for hire (qualified coach needed)	Availability for hire (qualified coach needed)			All ages Skills Session	Availability for hire (qualified coach needed)
10:30								
11:00								
11:30								
12:00								
12:30								
13:00	Availability for hire (qualified coach needed)				Availability for hire (qualified coach needed)	Availability for hire (qualified coach needed)	Availability for hire (qualified coach needed)	
13:30								
14:00								
14:30								
15:00								
15:30								
16:00								
16:30								Private club booking
17:00								
17:30								
18:00	Give it a Try beginners					Accredited Rider Access		
18:30								
19:00	Improver session			Track League April-Sept	U16 skills session			Availability for hire (qualified coach needed)
19:30								
20:00								
20:30								
21:00								

KEY
Club
School
L1 Taster
L2 Improver
L3 Intermediate
L4 Get Accredited
Track League
Open

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9.2: Demand

The two clubs based in the area are Cleveland Wheelers and Stockton Wheelers.

Cleveland Wheelers

Founded in 1958, it attracts members from Cleveland & North Yorkshire. It currently has over 300 members and is active all year round. It organises regular training sessions competitive opportunities and social activities. A fully accredited Go-Ride club, it holds sessions at the cycle circuit run by qualified coaches for people aged 5 years+. In the summer (April – September) it runs a youth racing league ‘The League 2000’ for ages 17 years upwards.

This involves three stages per round, a skills test, time trial and handicapped race. Overall placings are based on the placings in each round. The series regularly attracts 80+ riders per round.

Stockton Wheelers

Established in 1916, it attracts members primarily from the Stockton-on-Tees area. It has over 300 members and offers members weekly time trials, club runs for all ages and abilities. It bases its youth section at the cycle circuit at Middlesbrough Sports Village at weekends and has qualified coaches delivering the sessions. The Club reports having a waiting list for the beginners learn to ride section.

Latent demand

Sport England’s Segmentation Tool enables analysis of ‘the percentage of adults that would like to participate in cycling but are not currently doing so’. The tool identifies latent demand of 5,337 people who would like to participate in the sport within Middlesbrough.

Table 9.2: Market segmentation for cycling

Cycling	
◀	8.0% (8,403) of people currently take part in cycling and a further 5.1% (5,337) indicate that they would like to, giving an overall total of 13.1% (13,741).
◀	21.2% of Tim’s take part in cycling, which is the largest proportion of any group taking part, closely followed by the Ben segment at 17.7%.
◀	The groups with the largest of the local population taking part in cycling are the Kev’s (13.5%) and Philip’s (13.5%).
◀	The groups with the most people who would like to take part are Kev (15.9%) and Philip (13.2%).
◀	The main group to target, for additional participants due to size and interest is, therefore Kev.

**A full description of each Sport England Market Segmentation is located in Appendix 3*

Latent demand does not account for societal factors or changes in the way people may wish to participate in sport and cannot account for specific targeted development work within certain areas or focused towards certain groups, such as NGB initiatives or coaching within schools. For example, British Cycling has a focus on the development of youth participation through the HSBC UK Go-Ride scheme.

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HSBC UK Go-Ride

HSBC UK Go-Ride is a British Cycling's development programme for young people. It offers a fun and safe way to introduce young people to the sport and provides a platform to improve cycling skills. People can get involved through holiday coaching programmes or through their local accredited club which allows them to sample the various disciplines of the sport.

Progression is obtainable with Go-Ride Racing, offering competition for riders to transition from school or club coaching to inter club and open regional competitions.

Reported challenges

Consultation identified that whilst the facilities are new and are good quality, several issues restrict facilities use relative to its maximum potential and could impact negatively on participation if not addressed as a matter of urgency. These include:

- ◀ The absence of ancillary provision for the velodrome users.
- ◀ Due to a number of challenges when developing the site, the location of the velodrome was changed from the original designs. The Velodrome is now located behind the cycle circuit as shown in Figure 9.7 below.

Figure 9.7: Google Earth Image of Middlesbrough Sports Village 15/6/2017



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The velodrome is, thus, located approximately 1 km away from the leisure centre. The only changing room/toilet option for regular cyclists and occasional visitors is the leisure centre. This is particularly difficult for cyclists because of the nature of the activity, the bikes themselves, their equipment and the footwear.

This has led to a number of cyclists opting not to utilise the leisure centre building and getting changed in the car park or going in the trees/bushes nearby. The absence of nearby toilets and the resulting issues are a concern from a number of viewpoints including safeguarding.

It is reported that some clubs are currently reviewing whether sessions can be run from the facility in lieu of their duty of care to members.

It is understood that the area has some services installed (water and electrics) however, there is no sewage and the cost of installing toilet facilities is reported to be significant.

The development of the cycle facility is the result of a successful partnership (and funding) arrangement between Sport England, British Cycling and Middlesbrough Council. All parties appear to be of the opinion that they do not have additional funds for toilet facilities on site. There appears to be deadlock with no party willing to take responsibility and fund the additional costs of this provision. The clubs cannot apply for grant funding without a lease on the facility. If the situation is not resolved existing concerns with regard to safeguarding may lead to a reduction in participation and usage of the velodrome.

Portable toilets have been hired for events but this incurs a cost. The possibility of event cancellation (on the basis, for example, of inclement weather) also makes the hire of such facilities a financial risk. The prevailing view is that installation of a toilet block would enhance usage of the facility during the day and extend capacity to accommodate disabled groups and schools. This is not currently an option without such provision.

It has also been suggested that the provision of a small kitchen from which refreshments can be sold would enhance venue operation and make a financial contribution to facility upkeep feasible.

A further challenge/issue is with regard the security and safety of volunteers who collect fees. At present all cash handling is in the open, highly visible and there is nowhere to securely store collected monies.

All parties have a genuine desire to increase the participation and use of the facilities on site but are currently hindered by the ongoing absence of toilets. A solution is needed as a matter of urgency.

9.3: Supply and demand analysis

High demand for cycling is identified within Middlesbrough, with good facilities to support recreational and competitive cycling. The Borough does not require any additional dedicated facilities as participants predominately utilise roads and cycle paths and the current facilities have capacity cope with any increase in use (should the issue of ancillary facilities be resolved).

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Although there is no requirement to create a new dedicated facility, there is a need for the Council's to continue to engage with key stakeholders and clubs to sustain/increase participation and to further develop cycling across the authority.

9.4: Summary

Quantity

- ◀ There is a dedicated cycle hub with changing provision in Middlesbrough centre.
- ◀ There is a closed cycle circuit and outdoor velodrome located at Middlesbrough Sports Village.

Quality

- ◀ The facilities are high quality and in good condition.

Accessibility

- ◀ All of Middlesbrough residents reside within 20 minutes of the closed circuit and the velodrome.
- ◀ Sport England's Segmentation tool identifies latent local cycling demand of 5,337 people.

Availability

- ◀ The cycle circuit is floodlit and available summer and winter (weather dependent) and there is capacity for increased use.
- ◀ The velodrome is not floodlit and is available (weather dependent) during daylight hours.

Other

- ◀ Lack of access to ancillary facilities for velodrome users is hindering use of the facility and may impact negatively on participation in the short term. The issue needs to be resolved as soon as possible.
- ◀ There is good cycling infrastructure in the area to enable more people to cycle.
- ◀ There is potential to increase participation through partnership work between the NGB, the leisure operator and local clubs.

MIDDLESBROUGH COUNCIL INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

SECTION 10: ATHLETICS

Athletics is administered in the UK by UK Athletics. It has responsibility for developing and implementing the rules and regulations of the sport, anti-doping protocol, health and safety, facilities and welfare, training and coach education and permitting and licensing. At England level, governance is the responsibility of England Athletics. It presently employs an area manager and coach/club support officers in the North East. However, an imminent re-structure makes it likely that future support will be provided in the form of an area club support manager.

Clubs compete in leagues and travel to various venues across the region and country to perform.

10.1 Supply

Figure 10.1: Location of athletics track in Middlesbrough

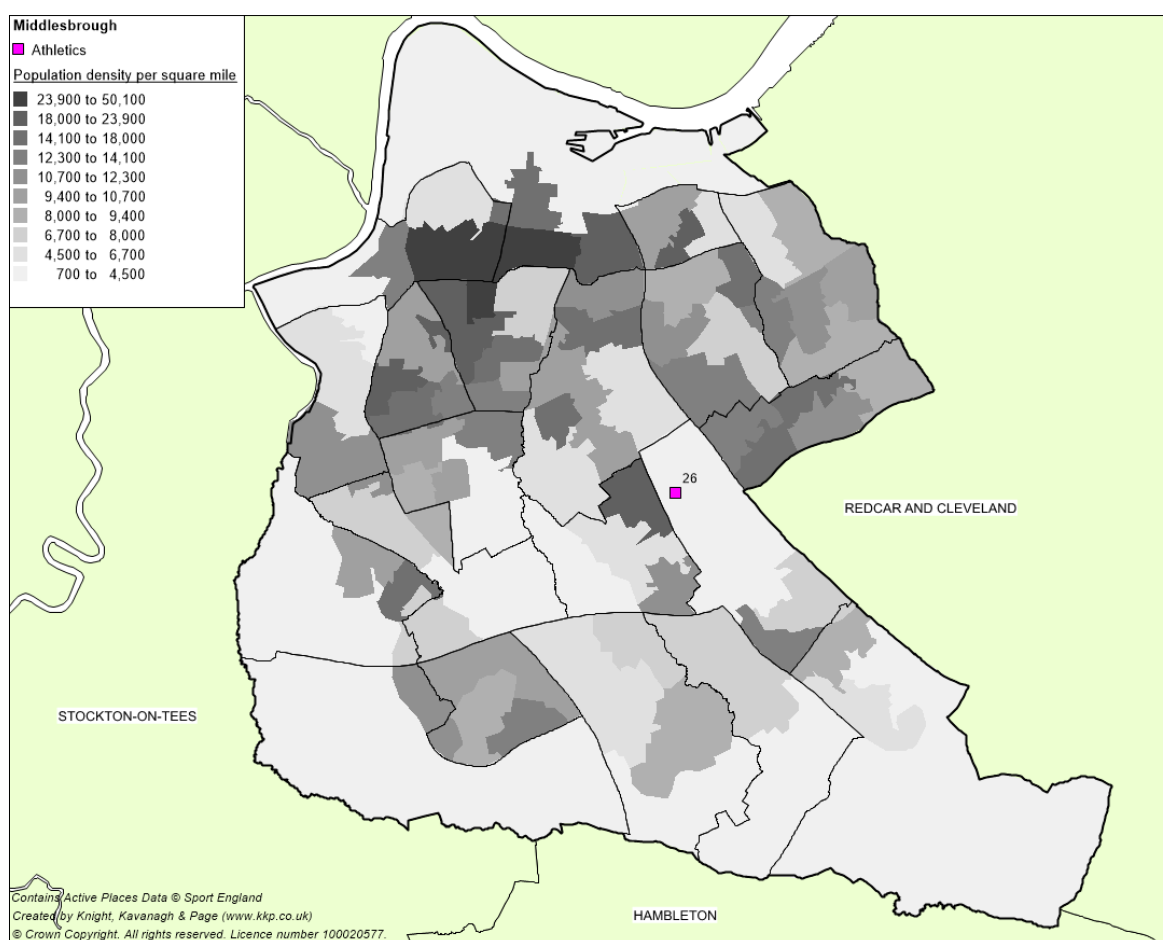


Table 10.1: Middlesbrough athletics track

Map ID	Site name	Lanes
26	Middlesbrough Sports Village	8

MIDDLESBROUGH COUNCIL INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

Built in 2015, this is an 8-lane synthetic track (10 lane 100m straight) with four long jump pits, high jump area, hammer throwing cage javelin and pole-vaulting facilities. There is also an indoor 40m straight with a strength and conditioning area located adjacent to the sport hall. The track is reported to be in good condition and is being well maintained.

10.2: Demand

Middlesbrough AC (Mandale) founded in 1975 is based at Middlesbrough Sports Village. Track sessions are held on Tuesdays and Thursdays plus weekends and field training sessions occur on Mondays and Wednesdays (during summer months only).

The Club uses the UK Athletics 365 Programme for its juniors to ensure that youngsters develop their skills in a way appropriate to their age. Beyond the age of 13 athletes work with specialist coaches giving them the opportunity to hone their skills in a particular discipline. The Club reports having a waiting list for under 11s and the 10-14 years age groups of approximately 6 months. It offers the following disciplines:

- ◀ Cross country
- ◀ Road running
- ◀ Track & field
- ◀ Indoor athletics.

It organises the Cyril Elliot meet which is an annual open meet attracting 25+ clubs per annum with 210 athletes ranging from under 13s to seniors.

The track and field section of the Club competes in in the following leagues:

- ◀ UK Youth Development League
- ◀ North Yorkshire South Durham Harrier League
- ◀ 2018 Northern Track & Field Championships
- ◀ Northern Athletics League.

10.3: Summary

Quantity

- ◀ There is an 8-lane synthetic track with 10-lane straight and 'in-track' field event provision at Middlesbrough Sports Village.
- ◀ There is a 40m indoor straight with strength and conditioning area linked to the sports hall of the Sports Village.

Quality

- ◀ The facilities are of high quality and in good condition.

Accessibility

- ◀ The whole Middlesbrough population reside within 20 minutes of the athletics track.

Availability

- ◀ The track is floodlit and available summer and winter (weather dependent).
- ◀ There is a waiting list of approx. 6 months for juniors to access the club.

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SECTION 11: GYMNASTICS

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

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

In addition, BG's 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 British Gymnastics, home country sports councils, local authorities and other potential funders.
- ◆ Maintain and 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 increasing rapidly. British Gymnastics membership reached 390,500 in 2017 has been increasing at about 12% per year over 2013-17. The emphasis for 2017 – 2021 will be using gymnastics as a foundation sport for 5 to 11-year olds. Across the country, BG reports extensive demand for more gymnastics opportunity and many clubs report large waiting lists.

One million people are estimated to be on waiting lists for gymnastics (Freshminds Latent Demand Research, 2017). This research also 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.

11.1 Supply

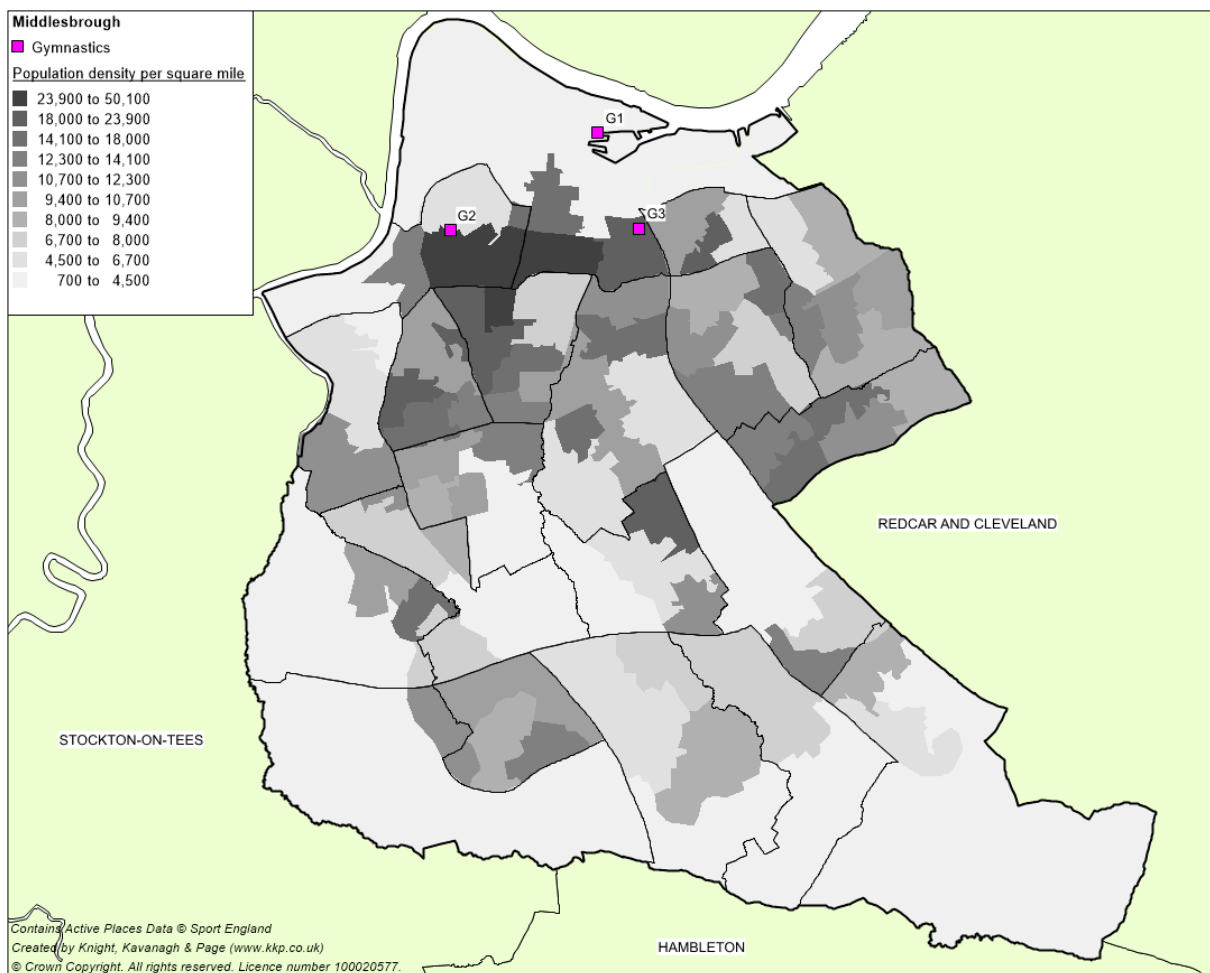
There are three dedicated gymnastics venues in Middlesbrough as shown in Figure 11.1. All of the facilities are located to the north of the Borough. None of the clubs in Middlesbrough are on the BG facility project list (development) nor is there any registered leisure centre delivery in the area.

Table Figure 11.1 Dedicated gymnastics venues in Middlesbrough

Map ID	Site name
G1	Gymworld
G2	Acklam Gymnastics Club
G3	Tees Valley Gymnastics Club

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Figure 11.1: Dedicated gymnastics venues in Middlesbrough



11.2: Demand

BG reports that access to facilities in Middlesbrough is limited. All clubs having waiting lists and access to the sport is thus restricted due to lack of time within both dedicated and non-specialist facilities.

Club name	Number of members	Type of facility
GymWorld Gymnastics Club	68	Dedicated – Middlesbrough College site
Tees Valley Gymnastics Club	189	Dedicated - industrial unit
Acklam Gym Club	158	Dedicated – industrial unit

Market segmentation

Sport England market segmentation indicates there is latent demand of 361 people wanting to participate in gymnastics and trampolining. It should be noted that this data only captures latent demand of those aged 16 years +.

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Gymnastics and trampolining

- 0.2% (193) of people currently take part in gymnastics and trampolining and a further 0.2% (167) indicate that they would like to, giving an overall total of 0.3% (361).
- 0.7% of Chloe's take part in gymnastics and trampolining, which is the largest proportion of any group taking part, closely followed by the Helena segment at 0.4%.
- The groups with the largest of the local population taking part in gymnastics and trampolining are the Paula's (16.1%) and Leanne's (10.9%).
- The groups with the most people who would like to take part are Paula (29.9%) and Leanne (16.2%).
- The main group to target, for additional players due to size and interest is, therefore Paula.

**A full description of each Sport England Market Segmentation is located in Appendix 3*

Future demand

Max Whitlock Gymnastics have partnered with the operator Everyone Active. Max's mission is to engage 1 million children in gymnastics activities by 2022. As part of this, Everyone Active are looking to have a Max Whitlock Academy located in Middlesbrough at The Manor (subsidiary of the Rainbow Leisure Centre).

The Max Whitlock academy is a recreational gymnastics programme for boys and girls aged 3-11 years.

11.3: Summary

Quantity

- There are three dedicated gymnastics venues in Middlesbrough.

Quality

- Facilities are of high quality and in good condition.

Accessibility

- Gymnastics is mostly accessible in north of area however there is no provision in the south.
- There is a case to be made for leisure centre provision in the South of the area. (Neptune Centre being most preferable.)

Availability

- All the dedicated centres are operational daytime and of an evening.
- Participation is reportedly being limited by the capacity of the existing clubs and facilities; each club in the Borough has a substantial waiting list.

Other

- New provision is planned for the future through the establishment of a Max Whitlock Gymnastics Academy at The Manor.

SECTION 12: INDOOR BOWLS

The five forms of bowls that can be played indoors that require a different venue are flat/level green, crown green, longmat, short mat and carpet mat. Each format of the game requires a different technical specification for their indoor facility.

Indoor flat / level green bowls are purpose built indoor greens which comply with the laws of the sport of Indoor Bowls. The NGB is EIBA (English Indoor Bowling Association). It requires a standard bowling green; a flat area 34-40 metres long divided into playing areas called rinks. The number of these varies, depending on the width of the green.

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

Carpet mat bowls is played on a rectangular carpet (45 x 6 feet) that is rolled out. It can be accommodated in any indoor space large enough to accommodate the mats which come in different lengths. 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, outdoor bowls club pavilions; on indoor flat green bowls club greens. The NGB is the English Short Mat Bowling Association. Longmat 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 England⁴ guidelines on catchment for indoor bowls centres are set out to be interpreted in the light of local circumstances:

- ◀ Assume the majority of users live locally and not travel more than 20 minutes.
- ◀ Assume that 90% of users will travel by car, with the remainder by foot.
- ◀ As a guide, calculate demand on the basis of one rink per 14,000-17,000 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.

⁴ Sport England Design Guidance Note Indoor Bowls 2005

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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.

Running alongside 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. Sport England has determined that “Bowls” nationally will receive just over £1.6million for the next four years to help to keep more people playing the sport well into later life. The BDA Vision is “Working with flat green clubs to help them and the bowlers within them to develop more resilient habits to ensure a stronger sport, the benefits of which can be enjoyed for a life time”. The next four years (2017- 2021) will see the following actions:

- ◀ Intensive support to 200 identified clubs to help strengthen resilience in the core market through its new Club Development Programme.
- ◀ Supporting clubs to encourage those who are presently inactive to engage with bowls through the Play Bowls Package.
- ◀ Upskilling volunteers so as to impact directly on sustaining membership and to continue to grow participation particularly providing more opportunities for those with a disability.
- ◀ Assisting bowls clubs to become an integral part of the local community.
- ◀ Ensuring clubs have the support and guidance they need to keep their facilities at a standard that will maintain the habit of physical activity of their members.

12.1: Supply

There are currently no indoor bowls facilities in Middlesbrough. There are six located in neighbouring authorities.

MIDDLESBROUGH COUNCIL INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

Figure 12.1: Indoor bowls facilities within 30 mins drive of Middlesbrough

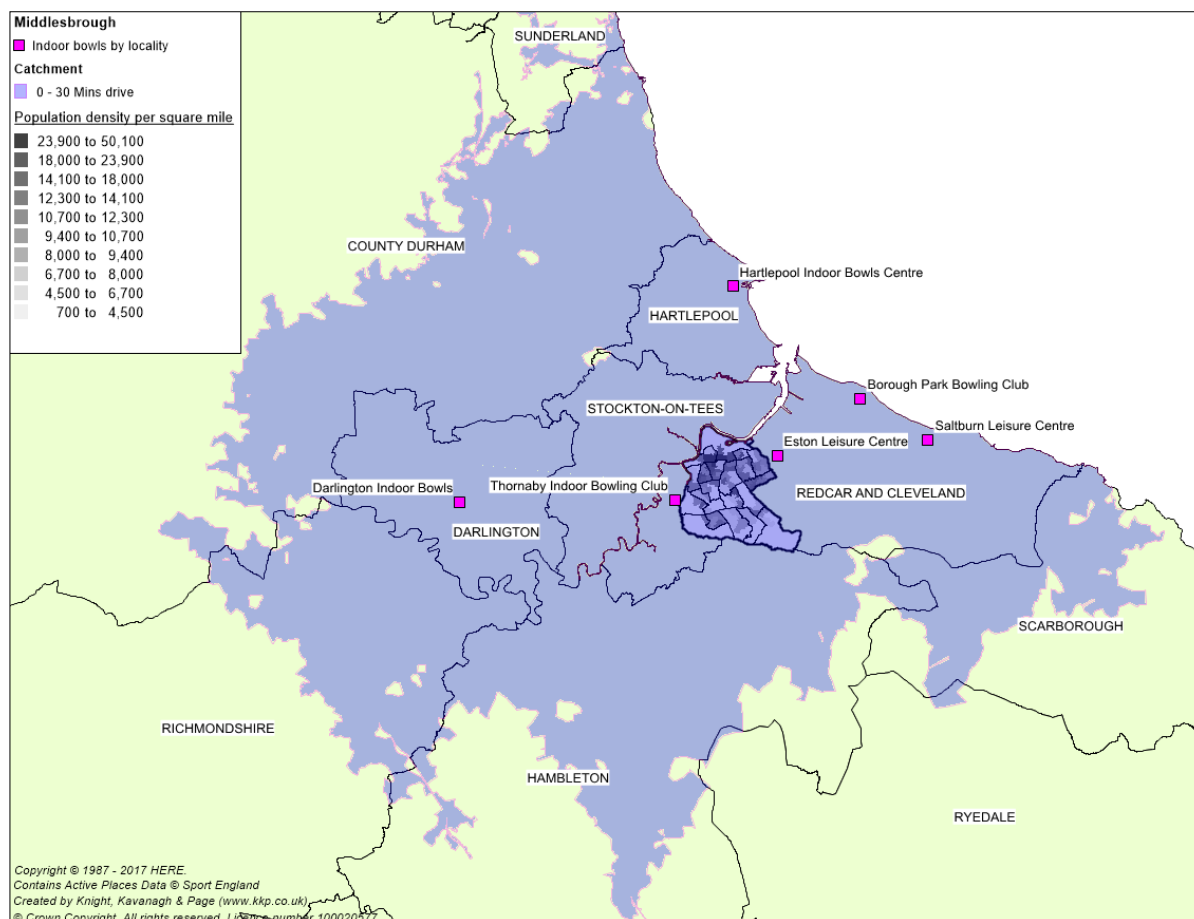


Table 12.1: Indoor bowls facilities within 30 mins drive of Middlesbrough

Site Name	Rinks	Travel time and Mileage
Hartlepool Indoor Bowls Centre	8	25 mins (14 miles)
Borough Park Bowling Club	4	22 mins (10 miles)
Eston Leisure Centre *	3	13 mins (4 miles)
Saltburn Leisure Centre**	4	24 mins (13 miles)
Thornaby Indoor Bowling Club	6	11 mins (4 miles)
Darlington Indoor Bowls	8	22 mins (14 miles)

*the green does not comply with the laws of the sport and is not affiliated

**Not affiliated to EIBA

12.2: Demand

Thornaby Indoor Bowls Club is the closest to the Middlesbrough border. Three other affiliated clubs are located within 30 minutes' drive time. The view of the EIBA is that there is no need for an additional indoor bowls facility in the Middlesbrough local authority area. Consultation did not highlight any additional demand for indoor bowls in Middlesbrough.

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Future demand

Based on current membership figures at the four nearest clubs, EIBA feels that with “natural wastage”, the clubs will be able to accommodate new participants.

13.3: Summary

- ◀ There are no indoor bowls facilities in the Middlesbrough area.
- ◀ There are six facilities within 30 minutes’ drive time of Middlesbrough.
- ◀ Thornaby Indoor Bowling Club and Eston Leisure Centre are the nearest facilities to Middlesbrough.

SECTION 13: TABLE TENNIS

Table Tennis England (TTE) has the Mission 2025 strategy to develop table tennis during the next 10 years. This will ensure that facility investment (£750k from Sport England) enables “A network of vibrant table tennis venues, meeting the needs of social and committed participants that cater for current participants and enable an increase to 200,000 regular participants”.

Our purpose

Table Tennis England exists to create an increasing number of outstanding and exciting opportunities for everyone to enjoy and achieve in table tennis.

Our vision	Our values	Our strategy
<p>Everybody is talking about table tennis.</p> <p>Table Tennis England aspires to be recognised as a world leading National Governing Body, delivering a diverse and dynamic sport that transforms lives, connects communities, achieves excellence and inspires medal-winning performances.</p>	<p>Respect</p> <p>.....</p> <p>Ambition</p> <p>.....</p> <p>Inclusion</p> <p>.....</p> <p>Teamwork</p> <p>.....</p> <p>Focus</p> <p>.....</p> <p>Excellence</p>	<p>Our strategy is based on four pillars that underpin the whole purpose of Table Tennis England.</p> <p>Our four P's are:</p> <ol style="list-style-type: none"> 1. Participation 2. People 3. Places 4. Performance <p>Each pillar supports the structure – if one is weak, the others will wobble.</p>

Key to delivering this are schools and young people. TTE recognises that getting schools and young people to embrace table tennis is paramount to its long-term growth. TTE aims to offer table tennis for young people in 500 additional community venues and get it played in 1,000 more schools than in 2015. It has a plan to re-launch a new school-club link programme to provide a vital and sustainable partnership. A key target is that by 2025 there should be a club and/or league within 30 minutes' drive of 80% of the population.

13.1: Supply

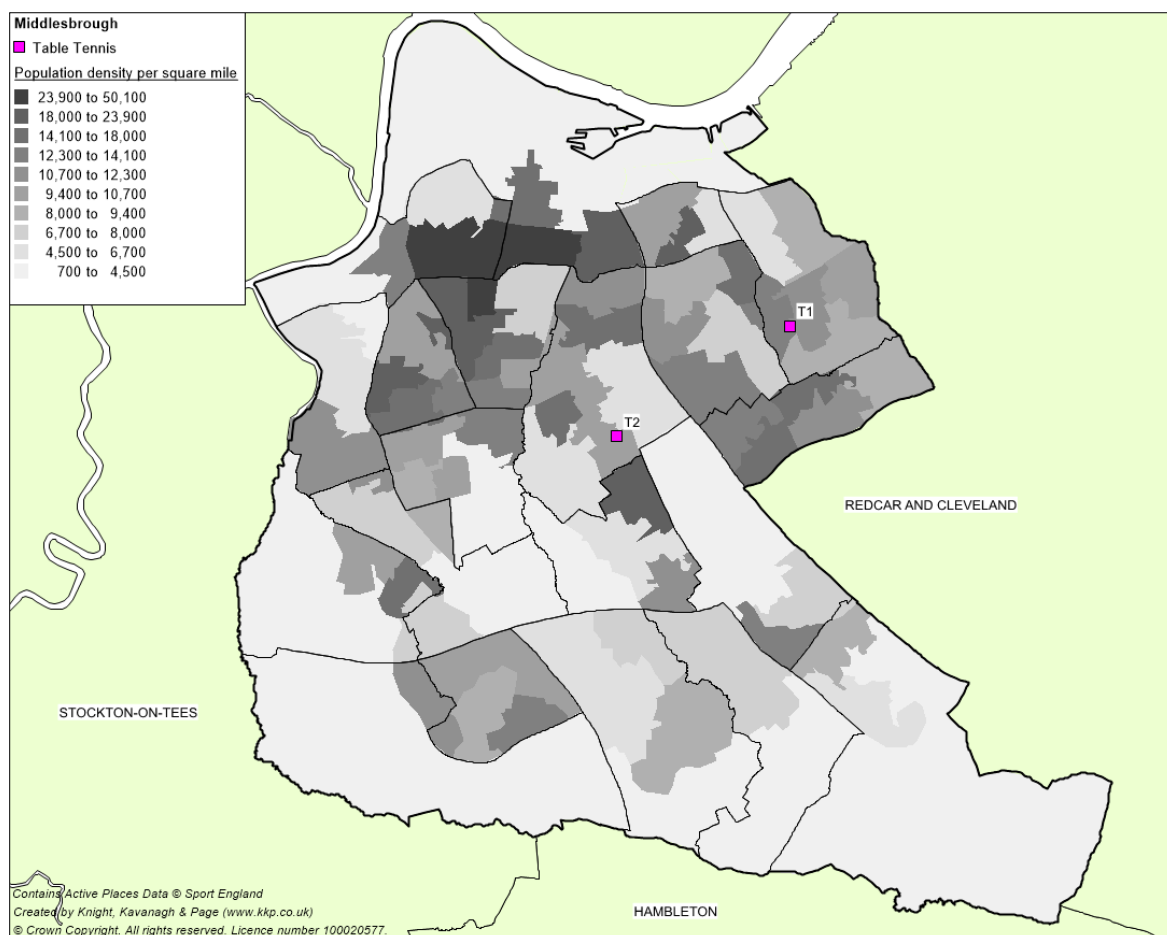
There are two dedicated table tennis centres in Middlesbrough, Ormesby Table Tennis Centre and Swerve Table Tennis Centre.

Table 13.1: Middlesbrough dedicated table tennis centres

Map ID	Site name
T1	Ormesby Table Tennis Centre
T2	Swerve Table Tennis Centre

MIDDLESBROUGH COUNCIL INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

Figure 13.1: Location of dedicated table tennis facilities in Middlesbrough



13.2: Demand

The two dedicated table tennis centres in Middlesbrough offer across the board opportunity for everyone ranging from recreational play to elite performance.

Ormesby Table Tennis Club has in excess of 100 members and in addition has a substantial footfall of people accessing the centre for a range of other sessions ranging from schools, to disability groups to Alzheimer's and dementia groups.

In 2004/5 it moved into the former St Anthony Primary School site and has successfully achieved all its business plan aims of developing the club and its performance.

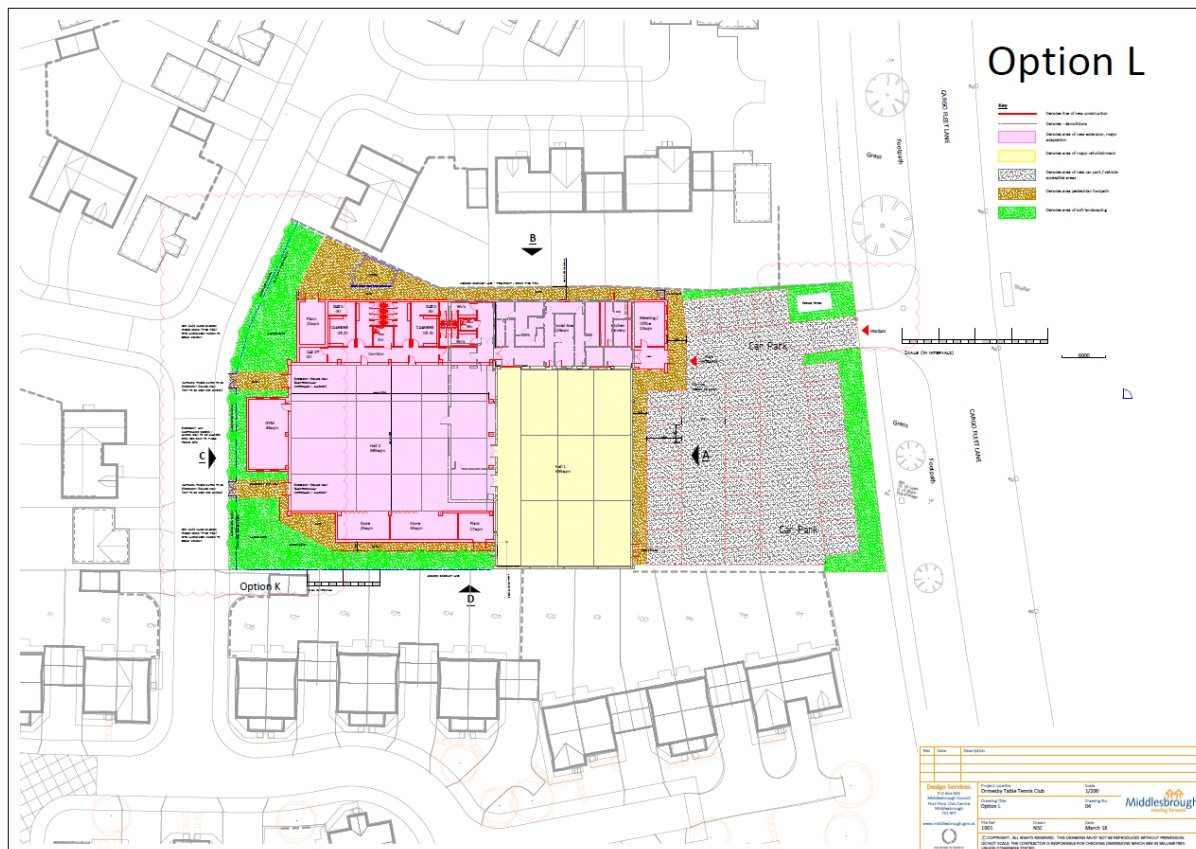
The Club runs four sessions per week for 50+ years, one session per week for dementia sufferers, three disability sessions per week for people with both physical and learning disabilities, and National team players in the Special Olympics and Paralympics. It also delivers table tennis sessions in 10 local schools running satellite clubs in some of them.

The centre regularly hosts major events for the performance programme in addition to the regular local and regional league matches.

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The Club has outgrown the centre, the building does not meet the needs of its users and has aspirations to develop a new purpose-built facility. In recent years it has been fundraising and has created plans and completed a feasibility study with business plan to realise the aspirations. The architect's plans are as per figure 13.2 and has only had essential maintenance for a number of years.

Figure 13.2: Plans for new dedicated table tennis centre (Ormesby Table Tennis Centre)



The new facility will enable it to amend its structure and pay a number of staff and coaches and drive up participation to ensure that it is sustainable for the future.

Unfortunately, since drawing up the plans there have been some issues with regard to the original planned location of the new facility and a new site is being sought. As a result additional costs are now being incurred resulting in the club requiring to fundraise a substantial increased amount in order to purchase land and build the new venue. It is working with the Council to seek a new site location and raise the required funds.

Swerve Table Tennis Club also has its own dedicated centre open 6 days per week offering daytime and evening sessions for all ages and abilities. In addition, it hosts training camps (including international) and athlete development sessions. Sessions are divided into the following categories:

- ▶ Training camps
- ▶ Adult coaching
- ▶ Youth coaching

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- ◀ Social open practice
- ◀ Swerve's rising stars

Swerve's current training programme is as follows:

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
10.00		Adult sessions			Adult sessions	Adult sessions
11.00		10.00 12.00			10.00 12.00	Coach : 10.00 13.00
12.00		Coach : Steve			Coach : Steve	
13.00		Open Practice			Open Practice	
14.00						
15.00		10.00 20.30			10.00 20.00	
16.00	Open Practice 16.00 20.30	Invitational Squad 18.30 21.00	Open Practice 16.00 20.30	Open Practice 16.00 20.30		
17.00	Beginners & Improvers 17.00 18.00		Adult sessions 17.00 18.00	Beginners & Improvers 17.00 18.00		
18.00			Coach : Jemal			
19.00	Invitational Squad 18.00 20.30		Beginners & Improvers 17.00 18.00	Invitational Squad 18.00 20.30		
20.00						

Whilst the building they are located within is aging, it appears that the facilities are being maintained and are meeting the needs of the users at present.

Market segmentation

Sport England's market segmentation tool shows there is latent demand of 260 (0.2%) people who would like to take part in table tennis activities in the Borough.

Table Tennis

- ◀ 0.4% (452) of people currently play table tennis and a further 0.2% (260) indicate that they would like to, giving an overall total of 0.7% (713).
- ◀ 0.7% of Ben's play table tennis, which is the largest proportion of any group playing table tennis, closely followed by the Philip segment at 0.7%.

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- ◀ The groups with the largest of the local population playing table tennis are the Kev's (14.6%) and Jamie's (11.1%).
- ◀ The groups with the most people who would like to play are Kev (21.9%) and Elsie & Arnold (11.2%).
- ◀ The main group to target, for additional players due to size and interest is, therefore Kev.

13.3: Summary

Quantity

- ◀ There are two dedicated table tennis centres in the Borough offering opportunities from recreational to international standard both in mainstream and disability competition.

Quality

- ◀ Ormesby Table Tennis Club is reported to be poor quality and not suitable for the needs of its users. In addition, only essential maintenance works have taken place due to the plans and aspirations to move to a new centre.
- ◀ Swerve Table Tennis Club facility whilst aging is being maintained and is meeting the needs of the users

Availability

- ◀ Both dedicated centres are operational daytime and during the evening.

Accessibility

- ◀ Ormesby Table Tennis Club is keen to develop a new purpose-built centre that will meet the future needs of club and its players.

Other

- ◀ There is a case for a 'super centre' with the two existing dedicated centres merging into one, however it is understood that neither clubs are willing to consider the possibility.

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SECTION 14: CLIMBING WALLS

The British Mountaineering Council (BMC) is the NGB for climbers, hill walkers, mountaineers and ski mountaineers in England and Wales. It is also the Government recognised NGB for competition climbing. Its vision is '*to be the organisation that every climber and hill walker wants to join*'. Its stated mission is '*to be the natural champion and community hub for all those who climb hills, mountains, rocks, ice and indoor walls; to promote the interests and protect the freedoms of climbers, hill walkers, mountaineers and ski mountaineers*'. Its strategic aims focus on hill walking, young people and membership development. Key climbing types are:

- ◀ *Mountaineering* - climbing/hiking up mountains.
- ◀ *Trad* - rock climbing in which a climber or group of climbers places all gear required to protect against falls (pitons, etc.), and removes it when a passage is complete.
- ◀ *Sport* - climbing that relies on permanent anchors/bolts fixed to the rock, for protection
- ◀ *Bouldering* - rock climbing undertaken without a rope and normally limited to very short climbs over a crash pad (called a bouldering mat). It is typically practiced on large natural boulders or artificial boulders in gyms and outdoor urban areas. However, it may also be practiced at the base of larger rock faces.
- ◀ *Top roping* - a style in which a rope, used for climber safety, runs from a belayer at the foot of a route through one or more carabiners connected to an anchor system at the top of the route and back down to the climber. This can occur indoors or outdoors.
- ◀ *Lead climbing* - unlike top-roping, the lead climber takes the rope up with them, clipping it through metal gates at intervals as they go ascend.
- ◀ *Free Solo* - where the climber forgoes ropes, harnesses and other protective gear while ascending and relies only on his or her physical strength, climbing ability, and psychological fortitude to avoid a fatal fall.

14.1 Supply

There are three climbing facilities in Middlesbrough plus one planned for development in 2019.

Rock Antics is primarily a dedicated bouldering centre with over 150 problems (updated weekly) plus an additional 13 top ropes. The wall caters for birthday parties, beginners and introductory courses, junior clubs and school groups. It is the only facility available to the public during the day and in the evening.

Teesside University Climbing Wall has an 8m high lead and top rope climbs and a 50m² bouldering wall. It is open evenings and weekends during term time - to students, staff and the public, operating on an induction basis only, due to the fact that it has no permanent staff supervising the wall. It requires a minimum of two people to be using the wall at any one time for health and safety reasons. The University also offers skills courses*

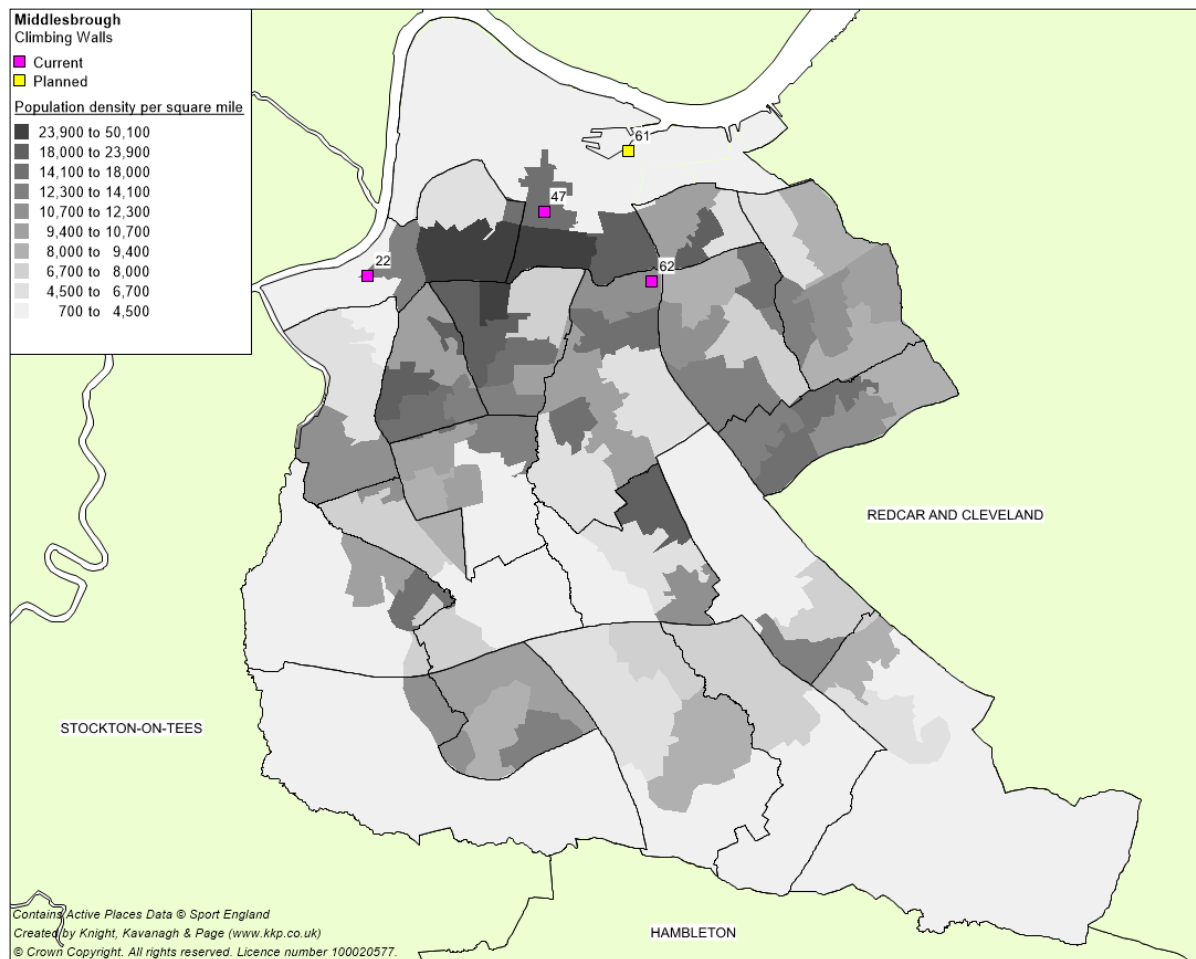
- | | |
|--|---------------------------------------|
| ◀ Inductions. | ◀ Learning to lead inside. |
| ◀ Induction refresher. | ◀ Leading from inside to outside. |
| ◀ BMC climbing movement fundamentals 1 | ◀ Simple problem solving & avoidance. |
| ◀ BMC climbing movement fundamentals 2 | ◀ Multi-pitch climbing. |

Macmillan Academy is a climbing wall in a sports hall; it has 23 route corridors and more than 100 graded climbing routes across a range of feature walls. Challenges include the slab, the chimney, the overhang and the competition wall. Technical equipment is provided and ropes are permanently *in-situ*. It is available for weekday evening/weekend group bookings only.

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Future development; there is limited detail available at this point but the planned development at the Snow Centre is likely to include an ice climbing wall and dry climbing walls.

Figure 14.1: Climbing Walls in Middlesbrough



Map ID	Site name
22	Macmillan Academy
47	Teesside University
61	Middlesbrough Snow Centre (pending construction)
62	Rock Antics

Summary

Quantity

- There are three climbing walls in Middlesbrough plus one in the planned new Snow Centre.

Quality

- All are reported to be good quality and offer climbing opportunity for people of all ability levels

Availability

- Opening times and access vary considerably.

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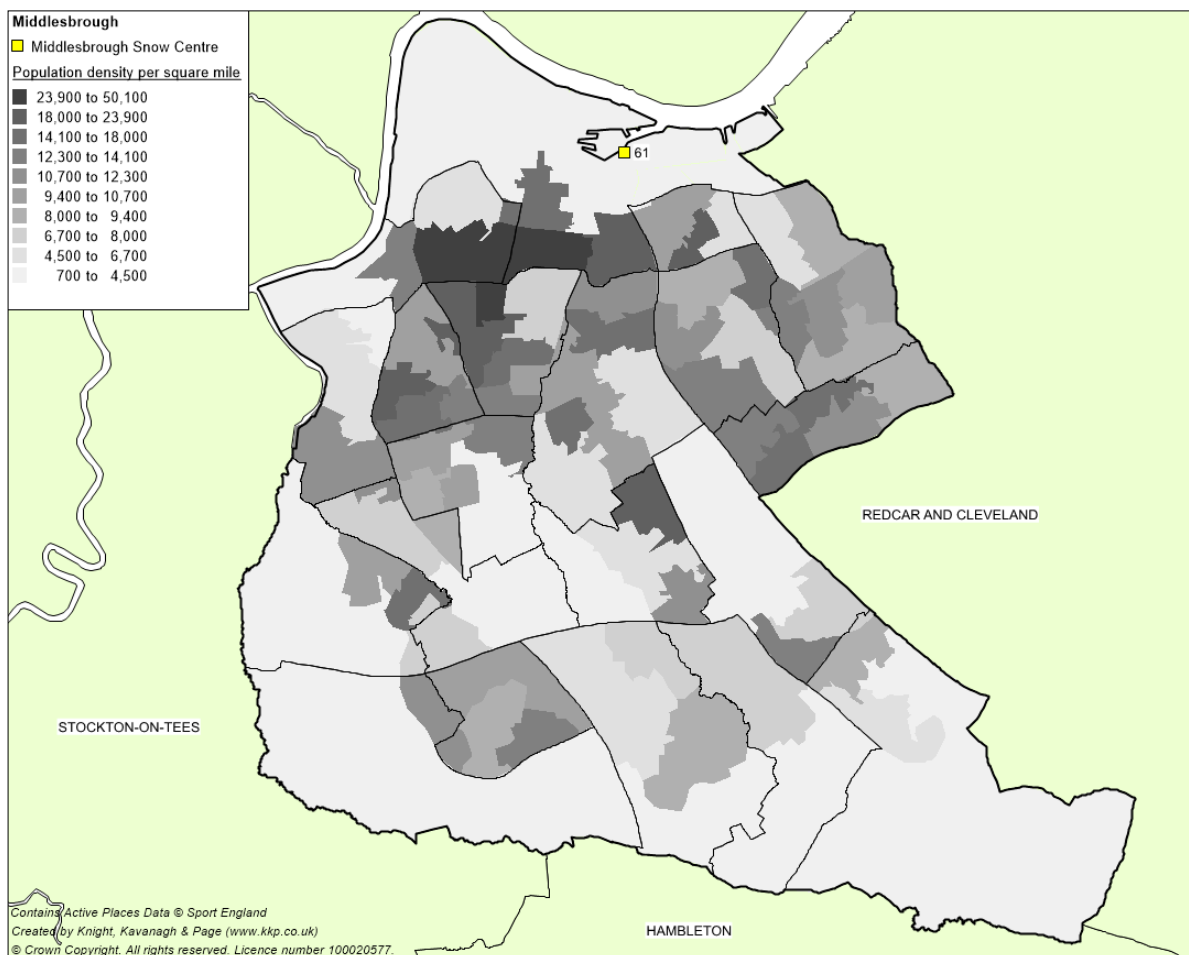
SECTION 15: SKI & SNOW

The £30m Middlehaven development will consist of two ski slopes with an ice wall, trampoline park, climbing walls, a play area for children, indoor skydiving centre and retail facilities. Located on a site between Temenos and Middlesbrough College, it is expected to attract 2.25 million visitors per year as a regional attraction. It is scheduled to open in late 2019.

Figure 15.1: Artists impression of proposed snow centre



Figure 15.1: Location of the proposed new ski and snow centre



SECTION 16: OTHER PROGRAMMES & INITIATIVES

16.1: Live Well Centre

This is a unique wellbeing hub offering a wide range of support for local people who wish to lead healthier and happier lives. It offers, via provision of multiple co-located services, a range of services aimed at holistically addressing three key areas of wellbeing across the life-course:

- ◀ Addictive behaviours (*Quit Well*): substance misuse and alcohol dependency, smoking cessation, risk taking behaviours).
- ◀ Mental health and emotional resilience (*Think Well*); counselling, group therapy, alternative therapies).
- ◀ Lifestyle (*Energise Well*): physical activity, weight management/nutrition programmes).

It has recently (2017) undergone an £800,000 refurbishment and remodelling which was jointly funded by MC, Public Health England and the Big Lottery Fund. Its facilities include:

- ◀ A large community gym with a wide choice of cardio, resistance and weights equipment; inbuilt sound system, access to a 1:1 induction/consultation room and refreshment area.
- ◀ Studio space with inbuilt sound system, floor-to-ceiling mirror and hireable equipment to support a range of physical activity sessions.
- ◀ A large state-of-the-art training kitchen for up to 14 people, complete with a wide range of equipment for all ages and abilities.
- ◀ Clinic rooms, designed to healthcare specification
- ◀ Consultation rooms for individual/family counselling, interviewing and 1:1 consultation.
- ◀ Group therapy rooms.
- ◀ Training and event rooms.
- ◀ A large baby clinic/large clinic located in an access controlled family/quiet space with independent waiting area and neighbouring group and consultation rooms.
- ◀ Arts and craft-friendly room located in an access-controlled family/quiet space area with neighbouring family consultation room and clinic.

It also has a fully serviced hot-desk facilities in an access-controlled, collaborative working environment. The newly refurbished office area includes height-adjustable desks, lockers, shared meeting room and a collaborative break-out area.

16.2: Sport England Local Delivery Pilot

In Spring of 2018 a partnership of the following organisations successfully applied for funding from Sport England's Local Delivery Pilot. To deliver a programme across the South Tees area, will concentrate on specific communities of interest and focus wards. This focus has been developed with partners based on local and national insight and the potential to elicit positive behaviour change at population level.

- ◀ Middlesbrough and Redcar & Cleveland Borough Councils (Public Health, Transport, Early Years, Adult Education, Natural Heritage);
- ◀ NHS South Tees CCG;
- ◀ South Tees Hospitals NHS Foundation Trust;
- ◀ Everyone Active; North York Moors National Park Authority;
- ◀ Teesside University; Coast & Country and Thirteen Housing Associations;
- ◀ Redcar and Eston School Sport Partnership;

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- ◀ Middlesbrough Environment City;
- ◀ Middlesbrough Football Club Foundation;
- ◀ Groundwork North East;
- ◀ Tees Valley Sport;
- ◀ Redcar and Cleveland Voluntary Development Agency;
- ◀ Middlesbrough and Redcar & Cleveland Colleges;
- ◀ The Princes Trust,

The first element of the local area pilot will target four specific communities of interest:

- ◀ Residents referred for surgery (prehabilitation).
- ◀ Individuals with or at risk of developing diabetes.
- ◀ Residents accessing commercial weight loss services.
- ◀ Healthcare professionals.

The following outlines each of these communities of interest.

Pre-habilitation

A recent publication by the Academy of Medical Royal Colleges referred to exercise as ‘the miracle cure’ - there is a growing body of evidence that reflects that undertaking regular exercise can reduce the risk of developing type 2 diabetes, some cancers, heart disease and all-cause mortality by at least 30%. Inactivity, smoking and excess alcohol all have an independent evidence base for adverse surgical outcome. Prevalence of these behaviours in patients presenting for major surgery locally is high - between 30%-50%.

Complications following surgery can lead to significant morbidity resulting in an adverse effect on quality of life and reduced independence. Improvement strategies focus on the intraoperative and postoperative phase of the treatment, however little attention has been paid to the pre-operative period. Although an emerging concept, pre-habilitation prescribes ‘early intervention’ physical activity measures to reduce subsequent injury prevention. It can also be used as a tool to support multiple behaviour change across inactivity, smoking, excessive alcohol intake and obesity to generate long term, sustainable, positive behaviours.

A recent audit by Professor Danjoux reflects that like many of the life changing events people experience (e.g. moving house, retirement), major surgery offers a “teachable” moment. Preoperative patients quoted lack of opportunity and concerns around health as reasons for not undertaking physical activity; however 90% are prepared to undertake physical activity with the right support. This is an opportunity for health care practitioners to support individuals to change their behaviour positively and permanently.

Individuals with, or at risk of developing, diabetes

Little local insight work has been conducted with this group other than with participants of the “New Life, New You” intervention in Middlesbrough. This found that patients liked the gradual introduction to physical activity sessions, whilst cost was highlighted as a barrier to continued participation. Walking was sometimes viewed as unsafe (on your own) in the immediate locality. Work with at risk members of the BME community, particularly South Asian women, found a significant uptake for exercise and nutrition support when delivered by voluntary organisations from their own community who had received support to improve their capacity to deliver. Good levels of uptake and retention were observed.

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Residents accessing commercial weight loss services

Commercial weight management sessions are well used locally. One provider has been engaged who alone runs 64 sessions across South Tees, delivering to over 6,500 members. Evidence shows that these are effective at reducing body mass and improving other health measures. This work has not always been linked to physical activity; an online survey locally demonstrated that 16% of participants were completely inactive, with 71% active less than five times a week. Lack of time (53%) and finance (47%) were the main barriers described. Preliminary work in Middlesbrough linking exercise sessions with weight loss groups has proved popular; this work will be expanded through the pilot programme across South Tees.

Health professionals

A significant component of the approach is to engage with GPs and other health professionals to increase use of physical activity to improve health. The Royal College of General Practice has identified physical activity as a clinical priority within its three-year plan with the overarching aim of reducing pressure on the health service. It will develop implementation systems by testing the approach initially with interested practices, to support long term behaviour change. This will provide GPs and health care practitioners across South Tees with the knowledge, ability and confidence to promote physical activity advice and referral.

Focus wards

The second element will focus on the whole population within the focus wards of Grangetown, South Bank, North Ormesby and Brambles and Thorntree. Work in 2013 for the development of the Big Local programme in North Ormesby has provided some specific insights to the attitudes of this community. Whilst this cannot be assumed to be represented across the piece, it provides useful insight and an approach that could be replicated in the first year to provide meaningful baseline data.

Whilst 54% of residents were satisfied with their quality of life, 43% were dissatisfied. Even within this small ward, levels of satisfaction varied between areas, from 73% to 43%, demonstrating the extreme localness in attitude, often in relation to living conditions. Feelings of safety varied from 60% during the day to 30% at night. Reasons given were related mainly to young people on the streets at night giving a sense of intimidation. Interestingly, 47% of residents would like to stay in North Ormesby, although again this was higher in some specific localities. Only one third of residents felt that they could influence decisions and only 7% of were involved in community groups. One quarter of residents said they would like to be more involved. Further insight came from priorities set through the Big Local consultation process that included: less ASB (63%); reduced crime levels (59%); activities for teenagers (44%); better neighbourhoods (41%); clean streets (39%); and affordable, decent housing (37%).

Specific insight work around physical activity within the focus wards is limited. The only insight work specific to any of these areas is the Schools Health Education Unit (SHEU) survey; this was completed in schools across Redcar & Cleveland plus sites in South Bank and Grangetown. The noticeable difference was that children in the two wards were more likely to report never taking part in physical activity as a family and less likely to walk or cycle to school.

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SECTION 17: SWOT ANALYSIS

17.1: Strengths

- ◀ There are many and varied and high-quality sporting opportunities in Middlesbrough.
- ◀ The borough has a good range of indoor facilities that cater for recreational through to regional level performance in sports including: cycling, table tennis, swimming, tennis, basketball, badminton, gymnastics and volleyball.
- ◀ The majority of indoor and built facilities are modern, have been in receipt of frequent or at least investment in maintenance and refurbishment to stay in good condition.
- ◀ Most indoor and built sports facilities in Middlesbrough are generally good condition.
- ◀ The majority of the population (89%) live within one mile of an indoor sports hall.
- ◀ Middlesbrough sports halls are programmed to cater for a wide range of indoor sports and activities and those that are made available to the community are very well utilised.
- ◀ There is a high demand for netball in the area.
- ◀ The health and fitness market is well provided for with low cost budget, local authority and high end gyms which are able to meet the demands of residents. Most of the health and fitness provision is good/above average in quality.
- ◀ The Borough's public swimming pools are popular and well-used but operate close to Sport England's comfort benchmark rating.
- ◀ Smaller pools offer good access to community clubs and for swimming lessons.
- ◀ The cycling facilities at Middlesbrough Sports Village are an asset both locally and regionally.
- ◀ There are two dedicated table tennis facilities which are very popular and have expansion plans.
- ◀ Indoor tennis is well provided for with significant investment in facilities and programmes.
- ◀ Clubs and NGBs report good relationships with the current leisure operator.
- ◀ Gymnastics and trampolining are in high demand and all clubs are operating a waiting list.
- ◀ Athletics is popular with waiting lists in the junior section of approximately 6 months.
- ◀ Pay and play squash opportunities available in the area in good facilities.
- ◀ Less traditional sports (dodgeball and roller hockey) are available and high profile. The staging of events has contributed to the growth of both sports.
- ◀ The Live Well Centre wellbeing hub is a good example of co-locating services.
- ◀ Sport England Local Delivery Pilot is a project consortium of partners working across the South Tees area to provoke a positive change in behaviour and improve the health and wellbeing of the Middlesbrough residents.
- ◀ Usage statistics 2017-18 show a 21.5% annual increase in people visiting the town's leisure centres.

17.2: Weaknesses

- ◀ MC has a limited direct influence over the programming of facilities particularly in schools.
- ◀ Two school-based 4-court sports halls offer no community use.
- ◀ There is a (FPM reported) under supply of water space equivalent to a learner pool.
- ◀ Demand is exceeding supply - there are substantial waiting lists for gymnastics, athletics and swimming lessons.
- ◀ There is an absence of provision for gymnastics in the south of the borough.
- ◀ Netball growth is being limited by the under-supply of (access to) indoor courts to run its existing and planned programmes.
- ◀ Ormesby Table Tennis Club require new facilities and have insufficient funds at present and need to identify a viable site for development.
- ◀ The absence of ancillary facilities at the outdoor velodrome is creating problems with the current customer base and could affect future levels of demand for the cycling facilities.
- ◀ The separate pursuit of facility objectives by the two independent table tennis clubs is diluting what could be a better applied collective effort and proposal.

17.3 Opportunities

- ◀ There is significant latent demand for more gymnastics provision in the area. A borough wide approach to the development of gymnastics (which involves BG) taking account of dedicated gymnastic centres and programming within publicly accessible leisure centres scheme could help to increase opportunity and address some of this demand.
- ◀ Support the development of the athletics club (particularly with regard to workforce development) should help to increase its capacity and reduce junior waiting lists.
- ◀ Indoor hall sports (and netball in particular) would benefit from support to access currently un/under-used facilities - notably those at Outwood Academy Ormesby and Outwood Academy Acklam.
- ◀ Increased facility provision for netball would lead to increased participation given the growth of the sport in recent years and the level of demand for facilities for training and match-play.
- ◀ A pool utilisation and programme review could lead to a situation where facilities could accommodate more Learn to Swim lessons.
- ◀ The MASC proposal for a 50m swimming pool development in the area, primarily to service the needs of competitive swimmers could alleviate upcoming pressure on the Authority's public pools.
- ◀ Working cooperatively across the borough and supporting the Sport England Local Delivery Pilot should help to drive increased participation in harder to reach groups in the Borough – there is a clear need to ensure that these are signposted to and encouraged to utilise MC leisure centres and those provided by other operators in the borough.
- ◀ The planned snow centre development has the potential to be of both local and regional significance, bringing physical activity opportunity and providing economic regeneration to the area.
- ◀ Dodgeball, roller hockey, netball and basketball all appear to present opportunity to both expand participation and raise profile; if consideration is given to a two netball (or larger) court hall in the Authority a multi-sport-based proposal might add strength and momentum to this.

17.4: Threats

- ◀ Not finding a solution to developing ancillary facilities at the velodrome could have serious repercussions on participation levels in both the short and long term.
- ◀ An influx of low-cost budget health and fitness operators could affect the financial viability of some current providers.
- ◀ The demand for more water space and the current lack of opportunity to further expand swimming programmes is, reportedly, limiting club development.
- ◀ Conversely, the development of a 50m pool complex of the type proposed by MASC may affect the viability of the existing public (and private) swimming facilities in the Authority.
- ◀ A continuation of the limited influence that MC has on educational sporting facilities will mean not achieving maximum benefit in terms of wider health and wellbeing.
- ◀ The unwillingness of, what are two very good, table tennis clubs to collaborate may limit the potential to develop what could be a high quality and very effective table tennis development and match-play centre in the borough.
- ◀ Better performance management information is needed to ensure that the substantial proportion of Middlesbrough's population defined as being in the 30% most deprived communities gain good levels of access to leisure centre and club development opportunity particularly given the high local levels of child overweight and obesity.
- ◀ There is a need to continue to achieve the good levels of maintenance and refurbishment that have led the Borough stock to be at its current level.

17.5: Summary and strategic recommendations

Key strategic recommendations therefore include to:

- ◀ Ensure that all school sports facilities are made fully available for community use (through binding and appropriate community use agreements) and that an agreed minimum level of availability is agreed.
- ◀ Given the success of the Live Well Hub, consider whether and how complementary services can be hosted within current sports and leisure facilities (e.g. library, health facility, etc).
- ◀ Support other developments (via planning and officer expertise) which may assist in increasing sport and physical activity within the wider community (e.g., table tennis, cycling, netball, gymnastics).
- ◀ Continue to work with local sports clubs to ensure facilities and workforce development programmes meet their needs and help them to increase capacity to meet community demand. With the Authority hosting a number of nationally recognised sports clubs, it important that they have good access to facilities supported by growing workforces.
- ◀ Ensure that MC owned facilities make a progressively greater (and measured) contribution to reducing health inequalities and are fully accessible from all the Borough's communities through targeted initiatives, facilities, programming and training. For example, report specific findings (improvements, retention rates or challenges) with regards to hard to reach and other council targeted groups.
- ◀ Improve the breadth, depth and quality of performance management data collected (and shared) and the associated analysis of facility usage to inform future marketing, promotion, programming and pricing etc.
- ◀ Identify ongoing investment, maintenance and refurbishment requirements to protect and improve existing sports facilities.
- ◀ Work with partners to develop a solution to the ancillary provision problems faced at the outdoor velodrome.

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Appendix 1: Local context

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

Figure A1: Comparative age/sex pyramid for Middlesbrough and the North East

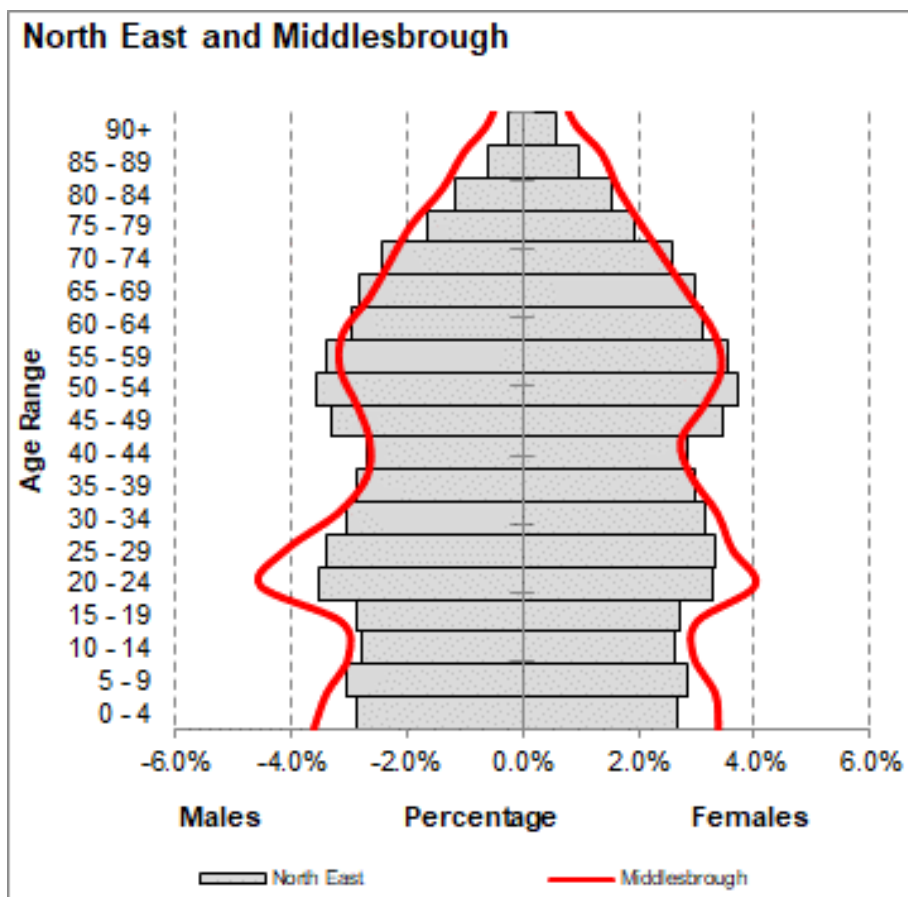


Table A1: Economic value of sport (Nov 2015) – Comparative overview

Measure	England		Middlesbrough	
Participation impacts				
Sports & fitness memberships	£4,646.4m	22.8%	£17.4m	34.7%
Education and training	£4,630.3m	22.7%	£13.2m	26.3%
Sports equipment	£1,267.2m	6.2%	£3.2m	6.5%
Sports participation	£1,267.2m	6.2%	£3.3m	6.6%
Sportswear	£84.5m	0.4%	£0.2m	0.4%
Sub-total	£11,895.6m	58.3%	£37.3m	74.5%
Non participation impacts				
TV and satellite broadcasting*	£4,646.4m	22.8%	£0.0m	0.0%
Sports equipment	£1,584.0m	7.7%	£4.0m	8.0%
Spectator sports	£1,161.6m	5.7%	£4.3m	8.6%

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Sportswear	£422.4m	2.1%	£1.1m	2.2%
Sports related gaming/betting	£690.0m	3.4%	£3.4m	6.8%
Sub-total	£8,504.4m	41.7%	£12.8m	25.5%
Overall total	£20,399.9m	100.0%	£50.1m	100.0%

Note: Totals in local authority based figures may differ slightly due to rounding

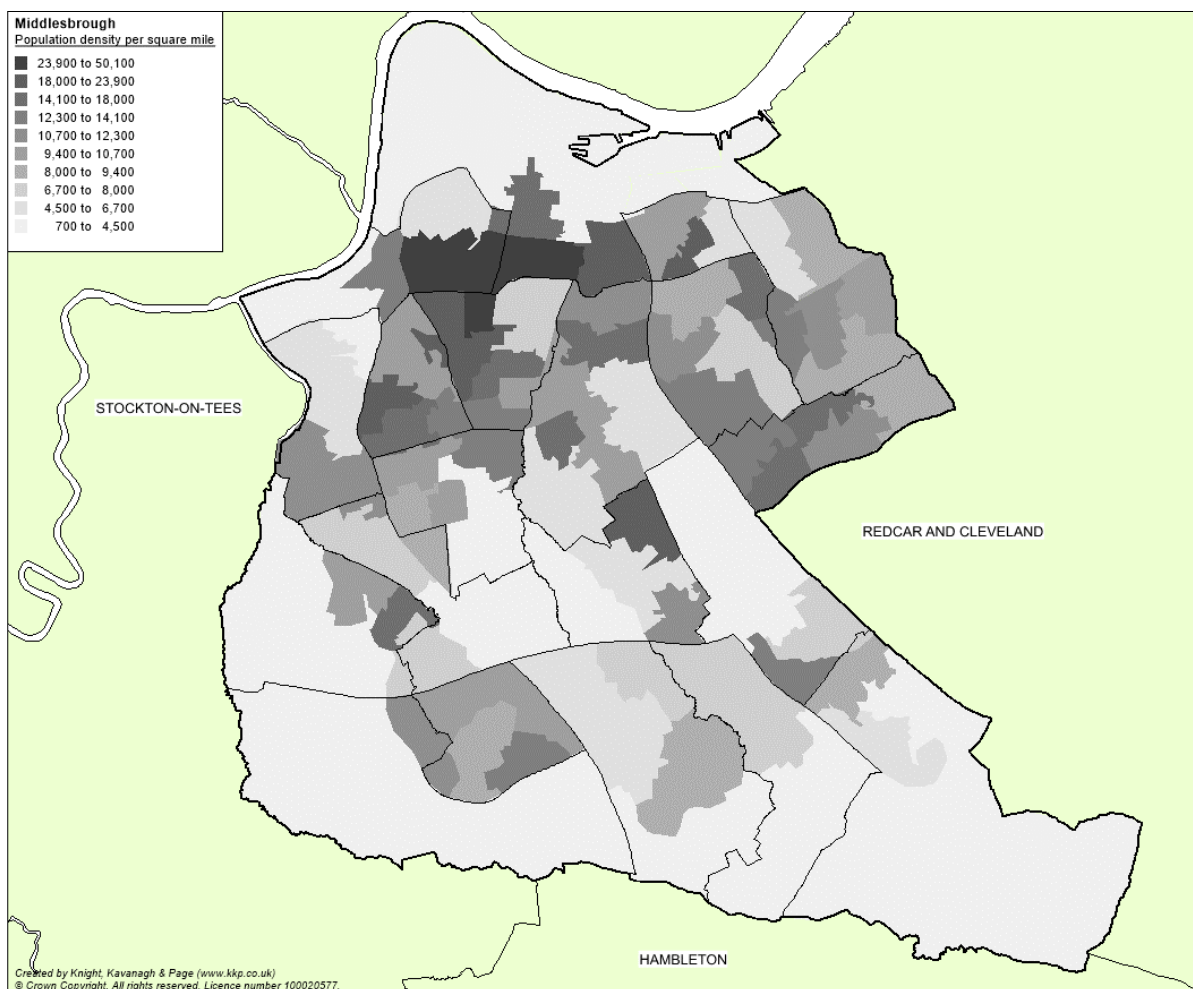
* This relates GVA to employment connected to broadcasting as opposed to subscriptions by area.

Table A2: Levels of deprivation (IMD and health) in Middlesbrough

IMD cumulative norm	Multiple deprivation			Health deprivation			
	Population in band	Percent of population		Population in band	Percent of population		
Most deprived	10.0	69,129	49.8%	49.8%	78,625	56.7%	56.7%
	20.0	10,056	7.2%	57.1%	10,339	7.5%	64.1%
	30.0	8,167	5.9%	63.0%	11,239	8.1%	72.2%
	40.0	6,669	4.8%	67.8%	11,081	8.0%	80.2%
	50.0	3,071	2.2%	70.0%	17,868	12.9%	93.1%
	60.0	6,386	4.6%	74.6%	8,146	5.9%	99.0%
Least deprived	70.0	11,431	8.2%	82.8%	0	0.0%	99.0%
	80.0	15,591	11.2%	94.1%	1,446	1.0%	100.0%
	90.0	6,798	4.9%	99.0%	0	0.0%	100.0%
	100.0	1,446	1.0%	100.0%	0	0.0%	100.0%

Figure A2: Population density 2016 MYE: Middlesbrough lower super output areas (Isa)

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

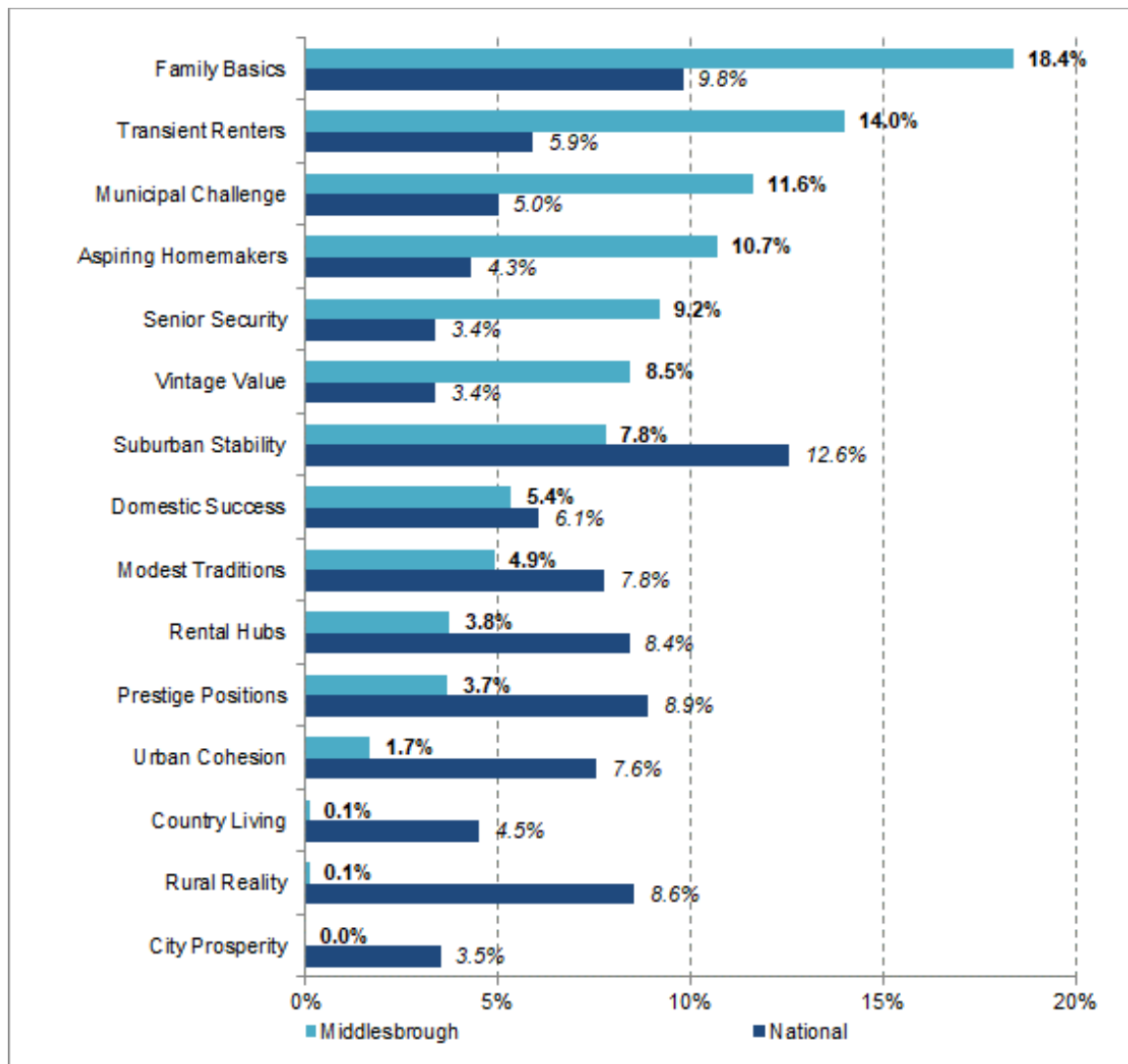
Table A3: Ethnic composition – Middlesbrough and England

Ethnicity	Middlesbrough		England	
	Number	Percentage	Number	Percentage
White	122,055	88.2%	45,281,142	85.4%
Mixed	2,362	1.7%	1,192,879	2.3%
Asian	10,768	7.8%	4,143,403	7.8%
Black	1,731	1.3%	1,846,614	3.5%
Other	1,496	1.1%	548,418	1.0%
Total	138,412	100.0%	53,012,456	100.0%

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Authority	Recorded crime (May '17 – Apr '18)	Population 2017 MYE	Recorded crime per 1,000 population
Middlesbrough	19,105	140,639	135.8
England & Wales	4,815,722	58,744,595	82.0

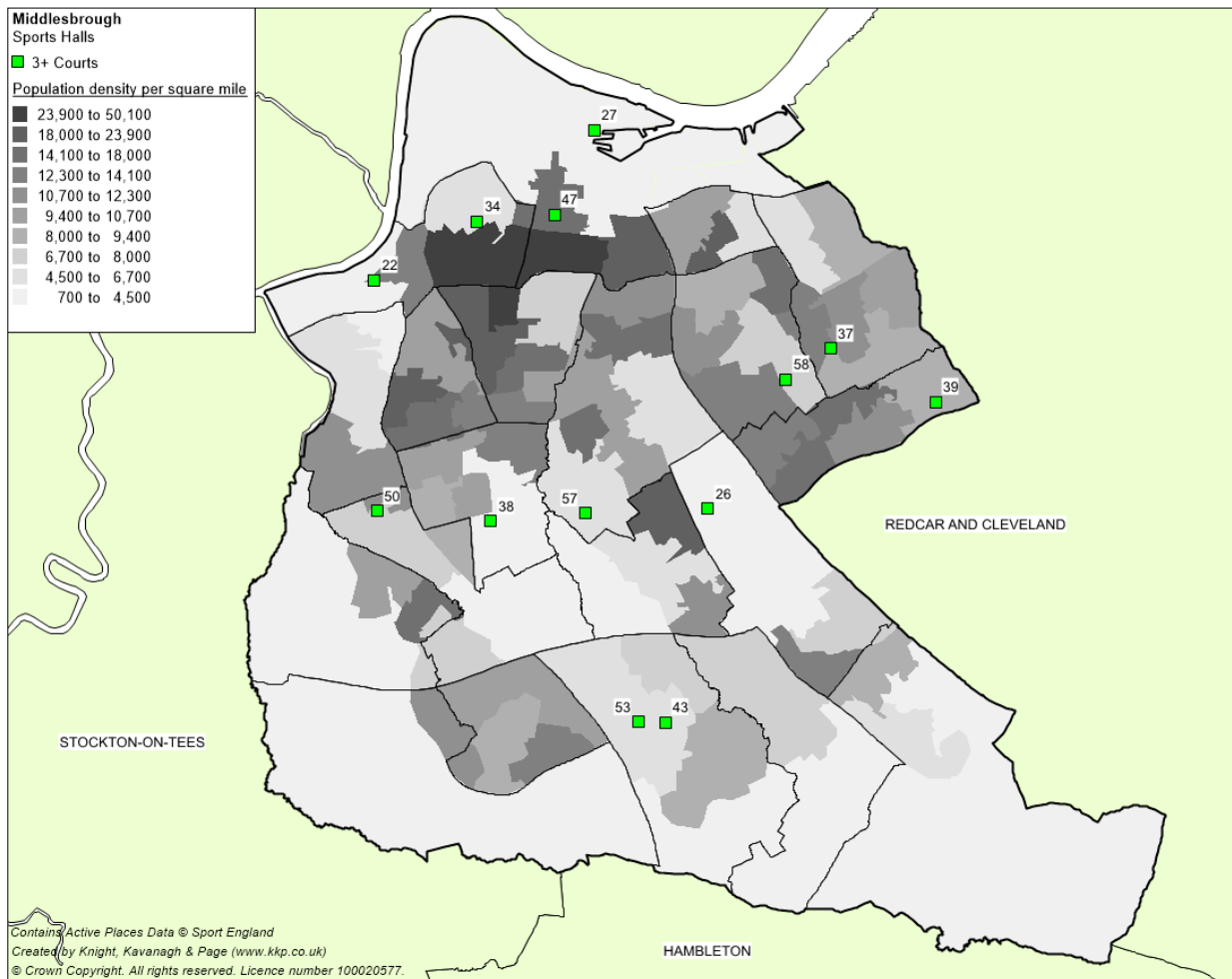
Figure A3: Distribution of Mosaic segments in Middlesbrough



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Appendix 2: Sports hall maps

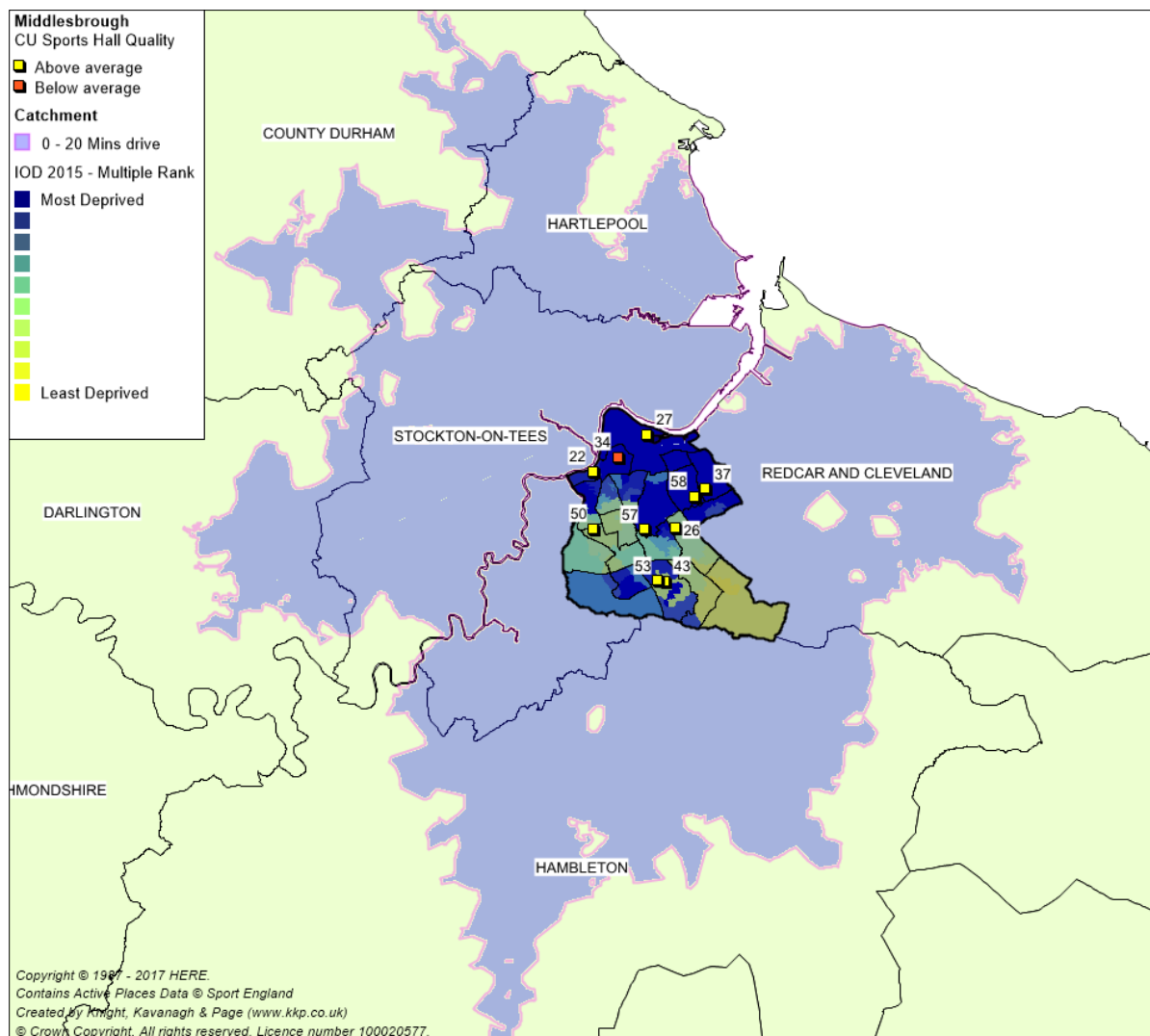
Figure A4: Sports halls with 3+ courts



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All of Middlesbrough's population of 140,639 (MYE 2017) is within a 20 minute drive of a community use sports hall with 3 courts or more equivalent hall space.

Figure A5:



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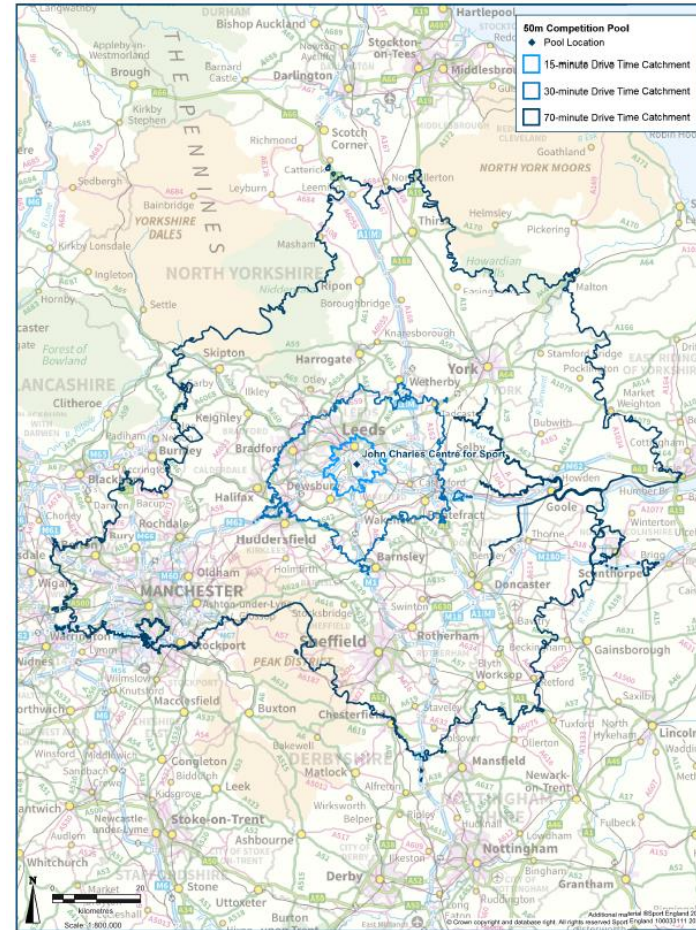
Appendix 3: Sport England 50m swimming pool catchments



Sunderland Aquatic Centre, Sunderland
Drive Time Catchments



John Charles Centre for Sport, Leeds
Drive Time Catchments



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Appendix 4: Leisure centre programmes – Swimming Pools Neptune Centre Swimming Pool Programme

Neptune Centre Main Pool Term-Time Programme								
TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	TIME
05:00								05:00
06:00								06:00
07:00	Swim 4 Everyone	Swim 4 Everyone (Finishes at 07:55)	Swim 4 Everyone	Swim 4 Everyone	Swim 4 Everyone			07:00
08:00		Swim 4 Everyone (Finishes at 08:55)				Swim 4 Everyone (Finishes at 08:55)	Swim 4 Everyone (Finishes at 08:55)	08:00
09:00		Colleague Training (Finishes at 10:55)						09:00
10:00	Aqua (Finishes at 10:55)				Aqua	Swim Lessons	Swim 4 Everyone (Finishes at 10:55)	10:00
11:00		Swim 4 Everyone (Finishes at 11:55)			Swim 4 Everyone (Finishes at 11:55)	Adult Gentle Swim	Swim Lessons	11:00
12:00	Adult Gentle Swim (Finishes at 12:55)	Adult Gentle Swim (Finishes at 12:55)	Aqua (Finishes at 12:55)	Adult Gentle Swim (Finishes at 12:55)	Adult Gentle Swim (Finishes at 12:55)	Family Fun Swim (Finishes at 14:55)	Family Fun Swim (Finishes at 14:55)	12:00
13:00	Schools	Schools	Schools	Schools	Schools (Finishes at 15:15)	Adult Gentle Swim (Finishes at 14:55)	Adult Gentle Swim (Finishes at 14:55)	13:00
14:00								14:00
15:00								15:00
16:00	Swim 4 Everyone	Swim 4 Everyone	Swim 4 Everyone	Swim 4 Everyone	Swim 4 Everyone			16:00
17:00		Swim Lessons (Finishes at 16:55)				Swim Lessons (Finishes at 16:55)		17:00
18:00	Clubs (Finishes at 20:25)	Clubs (Finishes at 18:55)	Clubs (Finishes at 19:55)	Swim 4 Everyone (Finishes at 19:55)	Swim 4 Everyone (Finishes at 18:55)	Clubs (Finishes at 18:55)		18:00
19:00		Swim 4 Everyone (Finishes at 19:55)	Swim 4 Everyone (Finishes at 19:55)	Clubs (Finishes at 20:55)				19:00
20:00			Women Only (Finishes at 20:55)					20:00
21:00	Adult Gentle Swim (Finishes at 21:55)	Adult Gentle Swim (Finishes at 21:55)	Adult Gentle Swim (Finishes at 21:55)	Adult Gentle Swim (Finishes at 21:55)				21:00
22:00								22:00

Under 8's must be accompanied by a parent, guardian or adult over 18 with a maximum of 2 children per adult.

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Rainbow Leisure Centre Swimming Pool Programme










Rainbow Leisure Centre Main Pool Term-Time Programme

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	TIME
05:00								05:00
06:00								06:00
07:00								07:00
08:00	Swim 4 Everyone	Swim 4 Everyone	Swim 4 Everyone	Swim 4 Everyone	Swim 4 Everyone			08:00
09:00						Swim 4 Everyone (Finishes at 08:55)		09:00
10:00	Schools (Finishes at 11:55)	Schools (Finishes at 11:55)	Schools (Finishes at 11:55)	Schools (Finishes at 11:55)	Schools (Finishes at 11:55)	Swim Lessons	Swim Lessons	10:00
11:00	Swim 4 Everyone* (Finishes at 10:55) Adult Gentle Swim*	Aqua Fit (Finishes at 11:55) Swim 4 Everyone* (Finishes at 11:55)	Swim 4 Everyone* (Finishes at 11:55)	Adult Swim Lessons	Swim 4 Everyone* (Finishes at 11:55)		Swim 4 Everyone (Finishes at 08:55)	11:00
12:00	Adult Gentle Swim (Finishes at 12:55)	Adult Gentle Swim (Finishes at 12:55)	Adult Gentle Swim (Finishes at 12:55)	Adult Gentle Swim (Finishes at 12:55)	Adult Gentle Swim (Finishes at 12:55)			12:00
13:00	Schools (Finishes at 15:15)	Schools (Finishes at 15:15)	Schools (Finishes at 15:15)	Schools (Finishes at 15:15)	Schools (Finishes at 15:15)	Family Fun Swim	Family Fun Swim	13:00
14:00	Women Only* (Finishes at 13:55) Swim 4 Everyone* (Finishes at 15:55)	Swim 4 Everyone* (Finishes at 15:55)	Adult Gentle Swim* (Finishes at 15:55)	Women Only* (Finishes at 13:55) Adult Gentle Swim* (Finishes at 14:55)	Adult Gentle Swim* (Finishes at 13:55) Colleague Training	Family Fun Swim (Finishes at 14:45)	Family Fun Swim (Finishes at 14:45)	14:00
15:00				Aqua Fit (Finishes at 15:55) Swim 4 Everyone* (Finishes at 15:55)		Family Fun Swim (Finishes at 15:55)	Swim Lessons Family Fun Swim* (Finishes at 15:55) Adult Gentle Swim* (Finishes at 16:55)	15:00
16:00	Swim Lessons	Swim Lessons	Swim Lessons	Swim Lessons		Adult Gentle Swim (Finishes at 16:55)		16:00
17:00					Swim 4 Everyone (Finishes at 18:55)		Triathlon Club (Starts 17:05 - Finishes at 18:05)	17:00
18:00	Swim 4 Everyone	Clubs (Finishes at 19:55)	Clubs (Finishes at 18:55)	Swim 4 Everyone (Finishes at 19:55)	Swim Lessons (Finishes at 19:55)			18:00
19:00	Women Only Aqua Fit* (Finishes at 20:55) Women Only (Finishes at 20:55)	Aqua Fit (Finishes at 20:55) Adult Gentle Swim*	Swim 4 Everyone (Finishes at 19:55)	Men Only Aqua Circuit (Finishes at 19:55) Swim 4 Everyone* (Finishes at 19:55)	Adult Gentle Swim (Finishes at 19:55)			19:00
20:00	Adult Gentle Swim (Finishes at 21:55)	Adult Gentle Swim (Finishes at 21:55)	Adult Gentle Swim (Finishes at 20:55)	Aqua Zumba (Finishes at 20:55) Women Only* (Finishes at 20:55)				20:00
21:00			Triathlon Club (Finishes at 21:55)	Adult Gentle Swim (Finishes at 21:55)				21:00
22:00								22:00








Under 8's must be accompanied by a parent, guardian or adult over 18 with a maximum of 2 children per adult.
Sessions marked with an * will take place in the 17.5m pool.
Family Swimming promotion. £5 for 2 adults and 2 children.

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Appendix 5: Market segmentation

	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	Ben Competitive Male Urbanites Also known as Josh, Luke, Adam, Matesuz, Kamil	Male, recent graduates, with a 'work-hard, play-hard' attitude. <i>Graduate professional, single.</i>	18-25	ABC1	69%	4.9%	Ben is a heavy internet user, using it for sports news, personal emails, social networking and buying films, games and tickets. He is highly responsive to internet advertising.		Ben is a very active type and takes part in sport on a regular basis. He is the sportiest of the 19 segments. Ben's top sports are football (33%), keep fit/ gym (24%), cycling (18%), athletics including running (15%) and swimming (13%).
				39%					
	Jamie Sports Team Lads Also known as Ryan, Nathan, Ashley, Adeel, Pawel	Young blokes enjoying football, pints and pool. <i>Vocational student, single.</i>	18-25	C2DE	59%	5.4%	Jamie is a prolific mobile phone user and as uses this as a primary source of information. He likes to text rather than talk, and uses 3G for sports results and SMS text information services.		Jamie is a very active type that takes part in sport on a regular basis. Jamie's top sports are football (28%), keep fit and gym (22%), athletics including running (12%), cycling (12%) and swimming (10%).
				31%					
	Chloe Fitness Class Friends Also known as Nisha, Sophie, Lauren, Charlotte, Lucy	Young image-conscious females keeping fit and trim. <i>Graduate professional, single.</i>	18-25	ABC1	56%	4.7%	Chloe is a heavy internet and mobile phone user. She uses her mobile to keep in contact with friends and family, preferring this to her landline. Chloe has a new 3G phone which provides internet access but is still likely to use text as her first source of information.		Chloe is an active type that takes part in sport on a regular basis. Chloe's top sports are keep fit/ gym (28%), swimming (24%), athletics including running (14%), cycling (11%) and equestrian (5%).
				23%					
	Leanne Supportive Singles Also known as Hayley, Kerry, Danielle, Nisha, Saima	Young busy mums and their supportive college mates. <i>Student or PT vocational, Likely to have children.</i>	18-25	C2DE	42%	4.3%	Leanne is a light internet user and a heavy mobile phone user, using this instead of a landline to contact friends. She uses SMS text services and also entertainment features on her mobile. Leanne's mobile is likely to be pay-as-you-go and she responds to text adverts.		Leanne is the least active segment of her age group. Leanne's top sports are keep fit/ gym (23%), swimming (18%), athletics including running (9%), cycling (6%) and football (4%).
				17%					
	Helena Career Focused Female	Single professional women, enjoying life in the fast lane. <i>Full time professional, single.</i>	26-45	ABC1	53%	4.6%	Helena always has her mobile and PDA on hand so that she is contactable for work and social calls. She is a heavy internet user, but mainly from home, and uses this as her primary source of information.		Helena is a fairly active type that takes part in sport on a regular basis. Helena's top sports are keep fit/ gym (26%), swimming (22%), cycling (11%), athletics including running (9%), and equestrian (3%).









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	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	Also known as Claire, Tamsin, Fiona, Sara, Joanne				19%				
	Tim Settling Down Males Also known as Simon, Jonathan, Jeremy, Adrian, Marcus	Sporty male professionals, buying a house and settling down with partner. <i>Professional, may have children, married or single.</i>	26-45	ABC1	62%	8.8%	Tim's main source of information is the internet -he uses this for information on property, sports and managing his finances. He is a heavy mobile phone user and likes to access information 24/7. Tim will often buy things online and is relatively likely to use SMS text alerts and 3G services.		Tim is an active type that takes part in sport on a regular basis. Tim's top sports are cycling (21%), keep fit/ gym (20%), swimming (15%), football (13%) and golf (7%).
				27%					
	Alison Stay at Home Mums Also known as Justine Karen, Suzanne, Tamsin, Siobhan	Mums with a comfortable, but busy, lifestyle. <i>Stay-at-home mum, children, married.</i>	36-45	ABC1	55%	4.4%	Alison is a medium TV viewer and may have a digital package, but is unlikely to respond to TV advertising. She is a medium internet user and is unlikely to respond to internet advertising, but will use it as a source of information to aid her decision-making. She has a pay-as-you-go mobile for emergencies, but prefers to use her landline.		Alison is a fairly active segment with above average levels of participation in sport. Alison's top sports are: keep fit/ gym (27%), swimming (25%), cycling (12%), athletics including running (11%), and equestrian (3%).
				20%					
	Jackie Middle England Mums Also known as Andrea, Cheryl, Deborah, Jane, Louise	Mums juggling work, family and finance. <i>Vocational job, may have children, married or single.</i>	36-45	C1C2D	47%	4.9%	Jackie is a medium TV viewer, enjoying soaps, chat shows and dramas, and has Freeview digital channels. She is a light and cautious internet user, but has been encouraged by her children's prolific usage and is becoming more confident herself.		Jackie has above average participation levels in sport, but is less active than other segments in her age group. Jackie's top sports are keep fit/ gym (22%), swimming (20%), cycling (9%), athletics including running (6%), and badminton (2%).
				16%					







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	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	Kev Pub League Team Mates Also known as Lee, Craig, Steven, Tariq, Dariusz.	Blokes who enjoy pub league games and watching live sport. <i>Vocational job, may have children, married or single.</i>	36-45	DE	43%	5.9%	Kev is a heavy TV viewer, likely to have a digital or cable package for extra sports coverage. He is a heavy radio listener and is likely to favour local commercial stations. Kev uses his mobile phone for social reasons but will not respond to text advert.		Kev has above average levels of participation in sport. Kev's top sports are keep fit/ gym (14%), football (12%), cycling (11%), swimming (10%) and athletics including running (6%).
				17%					
	Paula Stretched Single Mum Also known as Donna, Gemma, Shelley, Tina, Tammy	Single mums with financial pressures, childcare issues and little time for pleasure. <i>Job seeker or part time low skilled worker, children, single.</i>	26-45	DE	36%	3.7%	Paula is a heavy TV viewer, enjoying quiz and chat shows, reality TV and soaps. She is likely to have a digital or cable package. Paula does not have internet access at home, and is a heavy mobile phone user, although this is likely to be pay-as-you-go.		Paula is not a very active type and her participation is lower than that of the general adult population. Paula's top sports are keep fit/ gym (18%), swimming (17%), cycling (5%), athletics including running (4%) and football (3%).
				13%					
	Philip Comfortable Mid Life Male Also known as Graham, Colin, Keith, Stuart, Clive	Mid-life professional, sporty males with older children and more time for themselves. <i>Full time job and owner occupied, children, married.</i>	46-55	ABC1	51%	8.7%	Philip is a medium TV viewer, likely to have digital and use interactive services for sports and business news. He is a heavy radio listener. Philip is comfortable purchasing over the phone and internet, but is unlikely to respond to SMS text alerts.		Philip's sporting activity levels are above the national average. Philip's top sports are cycling (16%), keep fit/ gym (15%), swimming (12%), football (9%), and golf (8%).
				20%					
	Elaine Empty Nest Career Ladies Also known as Carole, Sandra, Penelope, Julie, Jacqueline	Mid-life professionals who have more time for themselves since their children left home. <i>Full time job and owner occupied, married.</i>	46-55	ABC1	43%	6.1%	Elaine is a light TV viewer, loyal to mainstream terrestrial channels. Elaine is a medium radio listener, likely to prefer BBC Radio 2 or 4 and Classic FM. A moderate internet user, she browses news and lifestyle sites. Elaine reads broadsheets, such as the Daily Telegraph, and women's lifestyle magazines. She would not respond to sms text alerts, nor to cold-calling.		Elaine's sporting activity levels are similar to the national average. Elaine's top sports are keep fit/ gym (21%), swimming (18%), cycling (7%), athletics including running (3%) and tennis (2%).
				12%					

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	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
 <p>Roger & Joy Early Retirement Couples</p> <p>Also known as Melvyn, Barry, Geoffrey, Linda, Susan, Patricia</p>	<p>Free-time couples nearing the end of their careers. <i>Full-time job or retired, married.</i></p>	56-65	ABC1	38%	6.8%	<p>Roger and Joy are medium TV viewers and heavy radio listeners. They regularly read the Times of Daily Telegraph, and a local paper. They have increased their use of the internet and may now have access to it at home.</p>		<p>Roger and Joy are slightly less active than the general population. Roger and Joy's top sports are keep fit/ gym (13%), swimming (13%), cycling (8%), golf (6%), and angling (2%).</p>	
				10%					
 <p>Brenda Older Working Women</p> <p>Also known as Shirley, June, Maureen, Janet, Diane</p>	<p>Middle aged ladies, working to make ends meet. <i>Part-time job, married.</i></p>	46-65	C2DE	29%	4.9%	<p>Brenda is a heavy TV viewer and is likely to respond to TV advertising. She is a medium radio listener, preferring local commercial stations. Brenda rarely has access to the internet, and is an infrequent mobile user. She enjoys reading the Mirror or the Sun.</p>		<p>Brenda is generally less active than the average adult. Brenda's top sports are keep fit/ gym (15%), swimming (13%), cycling (4%), athletics including running (2%) and badminton (1%).</p>	
				8%					
 <p>Terry Local 'Old Boys'</p> <p>Also known as Derek, Brian, Malcolm, Raymond, Michael</p>	<p>Generally inactive older men, low income, little provision for retirement. <i>Job Seeker, married or single.</i></p>	56-65	DE	26%	3.7%	<p>Terry is a high TV viewer, both at home and in the pub, particularly enjoying live sports coverage. He reads the tabloids on a daily basis. Terry does not use the internet, and does not feel he is missing out. He is unlikely to have a mobile phone.</p>		<p>Terry is generally less active than the average adult. Terry's top sports are keep fit/ gym (8%), swimming (6%), cycling (6%), angling (4%), and golf (4%).</p>	
				9%					
 <p>Norma Late Life Ladies</p> <p>Also known as Pauline, Angela, Irene, Denise, Jean</p>	<p>Older ladies, recently retired with a basic income to enjoy their lifestyles. <i>Job seeker or retired, single.</i></p>	56-65	DE	23%	2.1%	<p>Norma is a high TV viewer, enjoying quiz shows, chat shows, soaps and religious programmes. Most new technology has passed her by, having no internet access or mobile phone, but she uses her landline to call her family.</p>		<p>Norma is generally less active than the average adult. Norma's top sports are keep fit/ gym (12%), swimming (10%), cycling (2%), bowls (1%) and martial arts/ combat (1%).</p>	
				6%					

MIDDLESBROUGH COUNCIL INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	Ralph & Phyllis Comfortable Retired Couples Also known as Lionel, Arthur, Reginald, Beryl, Peggy, Marjorie	Retired couples, enjoying active and comfortable lifestyles. <i>Retired, married or single.</i>	66+	ABC1	28%	4.2%	Ralph and Phyllis are medium to light TV viewers, preferring to be out and about instead. They are unlikely to have access to the internet, although it is something they are considering. They read the newspaper daily: either the Daily Telegraph or Times.		Ralph and Phyllis are less active than the average adult, but sportier than other segments of the same age group. Ralph and Phyllis' top sports are keep fit/ gym (10%), swimming (9%), golf (7%), bowls (4%), and cycling (4%).
				9%					
	Frank Twilight Years Gent Also known as Roy, Harold, Stanley, Alfred, Percy	Retired men with some pension provision and limited exercise opportunities. <i>Retired, married or single</i>	66+	C1C2D	21%	4.0%	Frank is a heavy TV viewer and enjoys watching live sport and notices TV advertising, which he is influenced by. He does not use the internet and is nervous of computers. Frank reads a newspaper most days, either the Daily Mail or Express. He does not have a mobile phone.		Frank is generally much less active than the average adult. Frank's top sports are golf (7%), keep fit/ gym (6%), bowls (6%), swimming (6%) and cycling (4%).
				9%					
	Elsie & Arnold Retirement Home Singles Also known as Doris, Ethel, Gladys, Stanley Walter, Harold	Retired singles or widowers, predominantly female, living in sheltered accommodation. <i>Retired, widowed.</i>	66+	DE	17%	8.0%	Elsie and Arnold are heavy TV viewers, enjoying quiz shows, religious programmes and old films. They generally do not have access to the internet or use a mobile phone, and only use their landline to call family		Elsie and Arnold are much less active than the average adult. Their top sports are keep fit/ gym (10%), swimming (7%), bowls (3%), golf (1%) and cycling (1%).
				5%					

MIDDLESBROUGH COUNCIL INDOOR SPORTS FACILITIES NEEDS ASSESSMENT

Future demand

As noted earlier, the most recent ONS projections indicate a rise of 1% in Middlesbrough's population (1,457) over the 25 years from 2016 to 2041 which will include:

- ◀ A decline in the number of 25-34 year olds, -6.9% in the first period (-1,352) followed by growth back to 0.2% (+38) in the second period.
- ◀ A continuous increase in the numbers of persons aged 65+. This represents an increase of +21.6% (+4,829) in the first period continuing to rise to +34.5% (+7,686) between 2016 and 2041. While the age group represented 15.9% of Middlesbrough's population in 2016 it is projected to be 21.2% of the total by 2041 - this is 1 in 5 of the population.

This will result in different programming requirements in sports halls and increased demand for use at different times (most notably during the day) for the 65+ age group and a likely small decrease in demand from the 25-34 year olds.