



TEST VALLEY – SPORT AND RECREATION STRATEGY (2015 – 2029)

**A
REPORT
BY**



MARCH 2015

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EXECUTIVE SUMMARY

Introduction

- I. Test Valley Borough Council (TVBC) commissioned RPT Consulting and 4Global (independent market specialists) to prepare a Sport and Recreation Strategy for the Borough. As part of the strategy work an updated Playing Pitch Strategy (PPS) has also been prepared and provides background evidence and input into this document.
- II. It is based on a robust evidence base of data using national supply and demand models, supplemented by local consultation and analysis for Test Valley. It provides a baseline for current and future supply and demand assessments, and also sets out a vision with a strategic approach to Sport and Recreation provision in the Borough.
- III. The evidence base suggests that Test Valley has a higher percentage of the population which takes part in Sport and Recreation, compared to other parts of England and the South East region, therefore a higher than average requirement for Sport and Recreation opportunities exists. Fortunately, there is also a good provision of sports facilities across the Borough of Test Valley.
- IV. There is however still a proportion of the population who would like to take part in more sport. The strategy sets out a vision and objectives to address these issues.

Strategic Vision and Objectives

- V. The provision of Sport and Recreation in Test Valley is not simply about the built environment but should embrace the following two aspects
 - Assets – this would include the facilities, the natural resources (such as countryside, cycle routes) and people (coaches and volunteers)
 - Content – such as the programmes of activities, the events and the sports development and outreach programmes
- VI. The focus for the strategy is not just about developing major new facilities but maintaining and improving existing provision, delivering on a number of key themes
 - Improving the health and well being of the population
 - Increasing participation in active sport
 - Delivering long term sustainable facilities
 - Providing easy access to facilities and activities for residents
 - Providing facilities that are affordable to both residents and the Council
- VII. These themes reflect the key priorities and outcomes identified through “Investing in Test Valley” (TVBC’s Corporate Plan, 2015-2019), in particular making Test Valley a great place to **enjoy** the natural and built environment.
- VIII. Objectives have been developed which TVBC will seek to deliver with its partners over the coming years, which include

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- **Enhancing existing assets** – in particular TVBC can achieve this through the enhancement or redevelopment of aging facilities such as Andover Leisure Centre as the population grows.
 - **Appointment of a Key Partner post 2017** – Test Valley Borough Council's operating contract with Valley Leisure Limited runs to 2017. Test Valley Borough Council will use the opportunity to improve the current contractual position, either with Valley Leisure Limited or an alternative operator.
 - **Support the development of community focused facilities** (including sports pitches and ancillary indoor facilities) for the new populations which are being developed.
 - **Deliver the action plan within the Playing Pitch Strategy (PPS)** which sets out some overarching actions for each individual sport and a site by site action plan and recommendations.
 - **Support and develop volunteers and coaches** through supporting community clubs.
 - **Increase participation amongst all ages and particularly using opportunities in Sport and Recreation for young people** to create a sporting habit for life.
 - **Enhance and promote the access to the natural environment**, such as cycling routes and networks which encourage physical activity and use of the natural resources.
 - **Support and encourage the growth of new activities** (such as extreme sports) which can deliver physical activity to groups who wouldn't normally participate in sport.
- IX. These objectives will be better delivered through working together with key partners in Health & Education Sectors, Parish Councils, Sports Clubs, Leisure Providers, Schools and National Governing Bodies for Sport, to achieve the outcomes.
- X. The strategy is expected to deliver a number of outcomes for the future population of Test Valley, including more people participating in sport, reducing obesity rates and improving the health of the population, reducing the inactivity of the population and increasing satisfaction in the facilities.
- XI. These outcomes will be measured on an annual basis by TVBC (using Active People survey data and other sources) and the strategy will be formally reviewed in 2021, in line with the review of the PPS.

SECTION 1 – INTRODUCTION AND BACKGROUND

Background

- 1.1 Test Valley Borough Council (TVBC) has commissioned RPT Consulting and 4Global (independent market specialists) to prepare a Sport and Recreation Strategy for the Borough.
- 1.2 As part of the strategy work an updated Playing Pitch Strategy (PPS)¹ has also been prepared and provides background evidence and input into this overarching strategy. Both the PPS and Sport and Recreation Strategy have been prepared by RPT Consulting (with 4 Global) based on an independent objective assessment of the future needs for the Borough, drawing upon consultations and demand modelling assessments.

Purpose

- 1.3 This strategy provides a baseline for current and future supply and demand assessments, and also sets out a vision with a strategic approach to Sport and Recreation provision in the Borough.
- 1.4 More specifically, this strategy
 - Refers to, and is in general accordance with, relevant national, regional, sub-regional and local policies and priorities, including TVBC's Corporate Plan.
 - Provides a clear picture of existing supply, surpluses, deficit and anticipated future demand for Sport and Recreation facilities and services.
 - Assesses current supply of publicly accessible facilities, with insight into the quality of these facilities and services, identifying possible future improvements and enhancements.
 - Makes reference to provision of facilities immediately adjacent to the Borough to ensure a full picture of local provision is available.
 - Identifies ways to increase opportunities for participation in sport and physical activity.
 - Provides an evidence base for use in planning, investment and sports development decisions drawing upon participation across the Borough.
 - Consults with key stakeholders such as Sport England, National Governing Bodies, Leisure Providers, Schools and Local clubs to overlay local knowledge with research statistics.
 - Has been developed to be clear, considered and uses SMART principles, in developing key outcomes.

¹ The PPS covers an assessment of outdoor sports provision to assess the supply and demand for the Borough, in particular for key sports such as Football, Rugby, Hockey and Cricket and covers the period to 2021.

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The Importance of Sport and Recreation

1.5 In this strategy we define Sport and Recreation as,

“All forms of physical activity which, through casual or organised participation, aimed at expressing or improving physical fitness and mental well-being, forming social relationships, or obtaining results in competition at all levels.”

Council of Europe, European Sports Charter 1993

1.6 Sport and Recreation contributes to the health and well being of the population and this has been recognised by successive governments and national agencies. Research has shown that Sport and Recreation delivers a range of benefits, including,

- **Economic impact**

- In 2010, sport and sport-related activity contributed £20.3 billion to the English economy – 1.9% of the England total.
- The contribution to employment is even greater – sport and sport-related activity is estimated to support over 400,000 full-time equivalent jobs, 2.3% of all jobs in England (in 2010).

- **Health impact**

- Physical activity, including sport, is linked to reduced risk of over 20 illnesses, including cardiovascular disease and some cancers.
- Taking part in regular sport can save between £1,750 and £6,900 in healthcare costs per person (as a result of less people using hospitals and having surgery).
- 17% of deaths are caused by inactivity. International comparison shows physical inactivity is a greater cause of death than almost every other economically comparable country

- **Social and cultural impact²**

- 29% increase in numeracy levels can be achieved by young people who take part in sport.
- £7.35 is the estimated return on investment for every £1 spent on sports for at risk youth through, for example reducing crime and anti-social behaviour.

(Source: Sport England 2014)

² Social and cultural impact refers to the impact sport plays in key areas of social and cultural life, such as education and crime.

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- 1.7 These benefits outlined above reinforces the importance of Sport and Recreation which is recognised by the current government, for example;

“Minister for Sport, Helen Grant MP, speaking in a debate yesterday about the value of outdoor recreation, committed her department to considering a strategy to support outdoor recreation.

The debate was sparked by Reconomics, a report by the Sport and Recreation Alliance and Liverpool John Moores University on the economic impact of outdoor recreation. It found that outdoor recreation – including activities such as walking, cycling, sailing and fishing – is the nation’s favourite pastime, generating £21bn for the economy.

Emma Boggis, Chief Executive of the Sport and Recreation Alliance, said the debate could mark a turning point for the way that outdoor recreation is viewed by policy-makers, “It’s very encouraging that the Government recognises the importance of outdoor recreation, not just for our health and wellbeing, but also for our economy”.

Reconomics Conference 10 September 2014

- 1.8 This Sport and Recreation Strategy thus seeks to illustrate how TVBC and other partners can work together to ensure these benefits can be realised for Test Valley.
- 1.9 TVBC’s Corporate Plan is also key background for the development of Sport and Recreation in Test Valley. We set out in section 2 how the Corporate Plan impacts on Sport and Recreation and vice versa.

The Need to Develop this Strategy

- 1.10 There are a number of factors which are summarised over the following paragraphs and set the context for the study.
- 1.11 This strategy includes the following indoor and outdoor sports within its remit,
- Football (PPS)
 - Hockey (PPS)
 - Rugby Union (PPS)
 - Cricket (PPS)
 - Swimming
 - Cycling and BMX
 - Tennis
 - Athletics
 - Netball
 - Extreme sports
 - Squash
 - Bowls
 - Golf

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- Other indoor sports (such as Badminton, Volleyball, Basketball, Handball, etc) which are played in sports halls.

1.12 It considers the following types of facilities within Test Valley,

- Leisure Centres
- Grass Sports Pitches
- Artificial Sports Surfaces
- Indoor Sports Halls
- BMX Tracks
- Skate Parks
- Tennis Courts
- Athletics Tracks
- Bowls and Croquet Lawns
- Golf Courses

1.13 The overall purpose of this strategy is to set out a vision, strategic framework and set the scene for developing an action plan for which TVBC and other partners can ensure the benefits of Sport and Recreation are realised, protected or enhanced.

A Summary of Sports Provision in Test Valley

1.14 Sports provision in Test Valley is fairly well distributed across the Borough. Sports facilities are provided through a mix of Local Authority owned, School owned with community use, parish owned and club owned facilities. This strategy covers all provision with community use, and a summary of the larger contributors of the facilities are given below.

1.15 Valley Leisure Limited currently run Test Valley Borough Council's flagship Sport and Recreation Facilities as part of a long term partnership (2002-2017). These sites are Romsey Rapids, Romsey Sports Centre, Knightwood Leisure Centre, Charlton Lakeside and Andover Leisure Centre. The council is currently in the early stages of considering its approach to this contract beyond 2017.

1.16 The Council's other manned Leisure Centre "The Sports Academy" is run by Andover Community Services (under contract until 2025).

1.17 Test Valley Borough Council manages the sports pitches and changing facilities at their remaining sites which are Hunts Farm, Walworth Sports Ground, London Road, Charlton Sports Ground and Saxon Fields.

1.18 Other key sport sites in the Borough include three local secondary schools (John Hanson School, Mountbatten School and Romsey School), which are hub school sites offering a range of Sport and Recreational facilities available for the Borough populations. Harrow Way and Winton are also state schools in the Borough that offer community use.

1.19 There are New Neighbourhoods already underway in Test Valley, namely Picket Twenty (Andover), East Anton (Andover) and Abbotswood (Romsey), which will provide a selection of sports pitches that will be available to use. In addition to this

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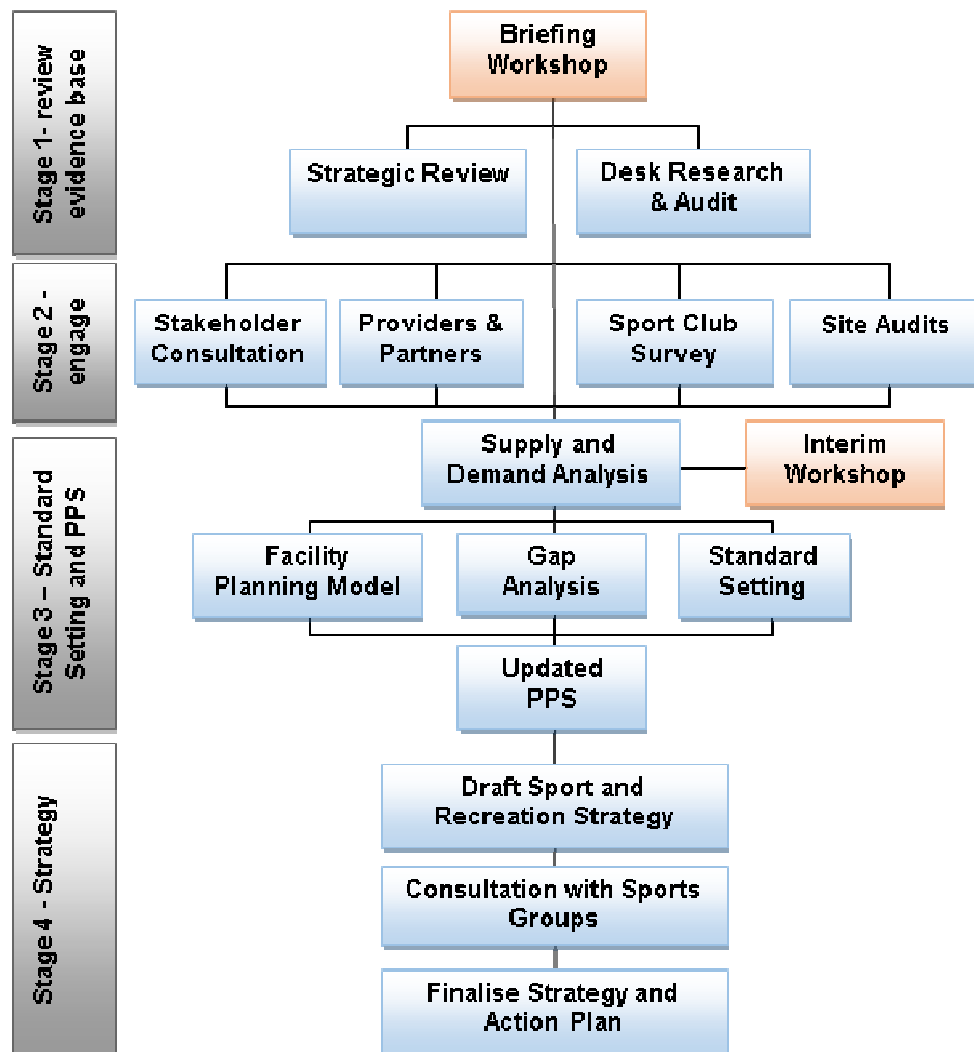
the current local plan, and the emerging local plan propose a purpose built sports hub at Ganger Farm (Romsey) that seeks to address the existing deficit in pitches in the south of Borough.

- 1.20 The Council's Local Plan (adopted in 2006), drew on the previous PPS (2004 – 2014) and established a standard of 1ha of formal sport requirement per 1000 population for all new residential developments in the Borough (policy ESN22).
- 1.21 Recent results from the Sport England Active People survey reveals that Test Valley has a participation rate that is higher than the national average, with no indication that this trend is falling. With higher than average participation rates, Test Valley requires a higher than average number of suitable facilities and opportunities to meet this demand.

Presenting this Strategy

- 1.22 The methodology for the production of this strategy (and PPS) is set out overleaf.

Figure 1.1 – Methodology



1.23 The findings of the draft strategy have been discussed with the sporting community through a number of consultation sessions and their input has helped shape the final strategy. The notes of the consultations are included in Appendix J.

1.24 The strategy and PPS have been developed in accordance with Sport England guidance. The results of the work are set out in this document based on the following sections:

- Section 2 – Market Analysis, setting out the analysis of the present and future demographics of Test Valley, including trends in participation and the strategic context
- Section 3 – Supply and Demand, setting out a review of existing provision and the gap analysis of any provision, through supply and demand

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- Section 4 – Conclusions and Strategic Action Plan, establishing the development of a vision and key objectives for Sport and Recreation to set a framework for Sport and Recreation for the next 15 years.
- 1.25 This work is supported with a number of key appendices, which illustrate the evidence base. The full Playing Pitch Strategy is an evidence base that complements this strategy and the key conclusions of the PPS are included as Appendix I.
- 1.26 An implementation plan will be developed to set out how the priority actions can be achieved.

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Introduction

2.1 Within this section we seek to identify the context and market for Sport and Recreation in Test Valley. This includes the following key areas, which have been reviewed,

- Strategic Context – an overview of the strategic framework for sport
- Local Context and Catchment Analysis
- National Market Trends.

2.2 We summarise the key findings from each of these areas over the following paragraphs with further detail in Appendices A - C.

Strategic Context

2.3 Sport and Recreation provision in Test Valley is influenced by the following documents,

- Sport England Youth and Community Strategy 2012 – 2017
- Start Active – Stay Active 2011
- Changing Behaviours, Changing Outcomes (Dept of Health)
- National Planning Policy Framework (NPPF) - 2012
- Whole Sport Plans of Sport National Governing Bodies (NGB) – for example Swimming, Cycling, Football, Athletics, Badminton, Tennis, Cricket, Rugby Union as some of the most popular sports and others including Squash, Netball, Hockey, Basketball
- TVBC Corporate Plan (2015-19)
- TVBC Cycle Strategy and Network - Supplementary Planning Document (2009)
- ASA Hampshire Swimming Strategy Research Project (2014)
- Joint Health and Well Being Strategy (2013) – West Hampshire NHS
- Green Infrastructure Strategy for Test Valley (2014)
- Test Valley Public Open Space Audit (2012)
- Test Valley Borough Local Plan (2006) and emerging Revised Local Plan (2014).

2.4 We present an overview of the various strategies and plans which impact on future provision in Appendix A and summarise over subsequent paragraphs the key themes.

2.5 Underlying themes and outcomes from these partners and documents include,

- Improving health and well being outcomes – through physical activity and sport
- Increased participation in sport and physical activity, particularly building on the legacy of 2012 Olympic and Paralympic Games
- Safe communities – through promoting and developing environments where people feel safe and secure

SECTION 2 – NATIONAL AND LOCAL ANALYSIS

- Learning and development – through providing opportunities for people to acquire new skills and develop themselves through differing environments
- 2.6 There are a number of key themes within the NGB's Whole Sport Plans (WSP) which are common to a number of sports, these key themes help set the context for Sport and Recreation provision nationally and show how NGBs link in with Test Valley, such as,
- A number of 'back to sport' programmes, which NGBs have developed to encourage people back into participating, such as Back to Netball – encouraging women to return to sport or the "this Girl can" campaign run by Sport England.
 - The development of flexible, small sided games such as Touch Rugby, last Man Stands (cricket) and 5 a side leagues for football, giving opportunities for sports to be played in spaces which wouldn't have otherwise been suitable.
 - Opportunities to develop schools, college and university links to promote and develop the partnerships between schools and clubs, for example, satellite clubs.
 - Facility improvements are also a feature of some of the WSPs such as for cycling and football, which may offer access for funding for some facilities.
 - Investment through clubs (such as Athletics and other sports) in specialist equipment is also a key feature of a number of WSPs.
 - A focus on target groups, such as women and people with disabilities is a key feature of many WSPs, for example swimming has identified the need for improved opportunities for disabled swimmers, through better access to facilities and targeted sessions.
- 2.7 The development of the WSPs does provide a number of initiatives which the Council and its partners can take forward to encourage participation, but also may offer opportunities to bring in external funding or resources to help deliver a sustainable future for Sport and Recreation locally.
- 2.8 The other key aspect of the strategic context is the National Planning Policy Framework (NPPF), which includes guidance on sport, leisure and open space.
- 2.9 The NPPF sets out the Government's economic, environmental and social planning policies for England and is based on the principle of sustainable development. One of the key strands of the policy is to promote healthy communities and to facilitate social interaction, creating healthy, inclusive communities. We summarise in the box below the key features of the NPPF and the relevance to Sport and Recreation provision.

NPPF Summary of Paragraphs 70-74

In relation to social, recreational and cultural facilities and services which the community needs, planning policies and decisions should,

- Plan positively for the provision of community facilities (including sports venues) to enhance the sustainability of communities and residential environments
- Guard against unnecessary loss of valued facilities and services
- Ensure that established shops, facilities and services are able to develop and modernise in a way that is sustainable and retained for the benefit of the community
- Ensure an integrated approach to the location of housing and community facilities and services.

The Government also wants planning decisions to be based on up to date local plans, put together with communities and based on adequate evidence. Thus the availability of a locally based assessment of need should be recognised in any future development needs.

Existing open space, sports and recreational buildings and land including playing fields should not be built upon unless,

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

2.10 Test Valley Borough Council's Corporate Plan for 2015 – 2019 (Investing in Test Valley), has identified an overarching aim which is about investing in Test Valley to be a great place to:

- **Work** and do business
- **Live** where the supply of homes reflects local need
- **Enjoy** the natural and built environment
- **Contribute** and be part of a strong community.

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2.11 Sport and Recreation is predominantly focused on the key actions coming from the priority to make Test Valley a great place to enjoy, in particular focusing on improving and delivering enhanced leisure facilities, protecting and improving access to countryside, delivering enhanced outdoor spaces and keeping parks and recreational spaces in good order.

Key Themes

2.12A number of common themes resonate through these various documents. These themes are,

- Inspire and sustain greater participation in Sport and Physical Activity (both formal and informal Sport and Recreation)
- A focus on Children and Young People – through creating a habit for life
- Increase the numbers and quality of coaches, volunteers, officials and spectating opportunities to inspire people
- Improve and develop facilities and places for people to play sport and participate in sport (whether informal or formal)
- Deliver sustainable programmes and facilities which can continue to be delivered within challenging economic climates and also deliver environmentally sustainable facilities.

Local Context and Catchment for Test Valley

2.13 Test Valley is located in South East England in the county of Hampshire. Test Valley has a population of 116,392 (ONS, 2011) and covers an area of 242.3 sq. miles.

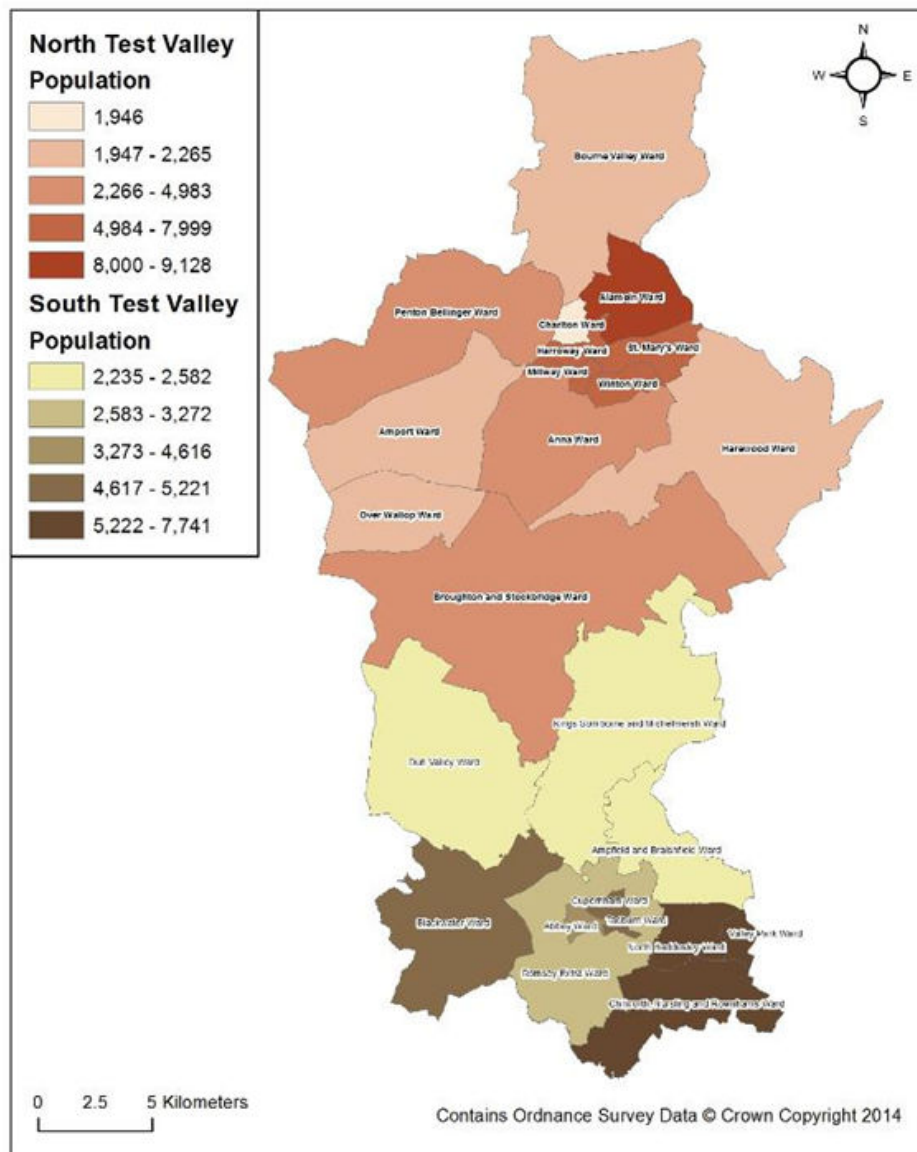
2.14 The current local plan (2006) adopts an ESN22 formal sport standard of 1ha per 1,000 population. The draft Revised Local Plan (2014) sets out the same standard.

2.15 Test Valley has two main towns, Andover in the north and Romsey in the south. The remaining town, Stockbridge, is located relatively centrally within Test Valley. There are also a number of villages and hamlets spread across Test Valley. Significant settlements near Test Valley include Winchester, Basingstoke, Salisbury and Southampton.

2.16 Figure 2.1 overleaf shows a breakdown of the Borough into north and south areas for the purpose of Sport and Recreation provision. The north and south split has been identified to reflect the different populations. In addition it should also be recognised that the north population are most likely to use Andover Leisure Centre as their most local main Leisure Centre and the south population is more likely to be served by Romsey Rapids, if they use facilities in the Borough.

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Figure 2.1 – Test Valley – Ward Population Breakdown



2.17 In 2013, Sport England's Active People Survey identified that residents of Test Valley were the 18th most active in England in sports and other fitness activities. 44.6% of the population participates at least once a week for 30 minutes.

2.18 In March 2012 the Halifax ranked Test Valley 14th best rural area to live out of 119 local authority areas in Great Britain. This was based on factors including employment and income levels, weather, health and life expectancy, education, crime and broadband access.

2.19 There is expected to be a significant growth in population, with the Revised Local Plan proposing to deliver 10,584 homes between 2011 and 2029 (including 6,444 in Andover and 3,492 in Southern Test Valley). This could deliver an additional

SECTION 2 – NATIONAL AND LOCAL ANALYSIS

population of circa 25,000 (an increase of circa 21%), based on the figures identified in the revised Local Plan.

2.20 It will be important that any future Sport and Recreation provision accounts for the increasing population, as well as the changing profile of the population and addressing any existing shortfalls.

Table 2.1 – Population Age Profile

Key Indicator	Test Valley	South East	England
Total Population	116,392	8,634,800	53,012,500
Ages			
0-14	17.5%	17.8%	17.7%
15-19	6.1%	6.3%	6.3%
20-34	14.7%	18.5%	20.3%
35-44	14.3%	14.2%	14.0%
45-54	15.5%	14.1%	13.7%
55-64	13.4%	11.9%	11.6%
65-74	10.0%	8.8%	8.6%
75 and over	8.3%	8.3%	7.7%

(Source: 2011 Census)

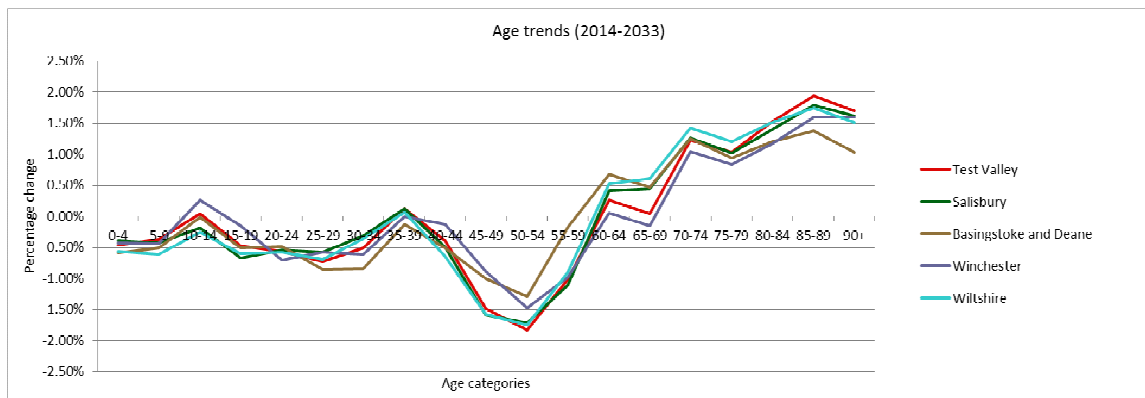
2.21 The age profile suggests that,

- A higher percentage of the population are 45 – 74 year olds when compared with the South East and England, suggesting an older population.
- A lower percentage of the population are in the 20-34 year old age group (compared to the South East and England) but the percentage of under 19 year olds is similar, suggesting that young people (under 19) is a significant proportion of the population.

2.22 It is therefore important for Sport and Recreation provision to consider older members of the population, however this should not be totally to the detriment of younger age groups. If future trends are also analysed it can be seen from the graph overleaf that Test Valley's age profile is likely to rise significantly in comparison to neighbouring Authorities.

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Figure 2.2 – Age Trends



Health Profile

2.23 The health profile of the Borough indicates there are some key areas to be considered, as indicated below,

- The percentage of overweight adults (66.6%) is higher than the region (63.1%) and national (63.8%) figures, however childhood obesity (13.2%) is lower than the region (16.5%) and national (19.2%) figures.
- Life expectancy for men (80.8) and women (84.6) is slightly higher than the national average (79.2 / 83), indicating a generally healthy population.
- 15.2% of the population have a long term health problem or disability
- 45 deaths are estimated to be prevented per year if 75% of the population aged 40-79 were engaged in the recommended levels of physical activity
- £1.6 million is the health cost of inactivity in Test Valley

(Sport England Health Profile 2014 – Appendix B)

2.24 Thus, whilst in general the population of Test Valley is more active and healthy, there are still areas which can be improved upon through the promotion of sport and physical activity, which would contribute to reducing the levels of obesity and also preventing deaths, as highlighted above.

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Sports Participation

2.25 Current levels of participation in sport within Test Valley have been assessed through the local sport profile³ prepared by Sport England (Appendix B) and market segmentation data (Appendix C). Key Indicators include

- 59.8% of adults (16+) report undertaking 150 minutes of moderate intensity physical activity compared to the national average of 55.6%.
- 44.6 % of adults (14+) take part in sport at least once a week, compared to the national average of 36.7%. This is 48.6% of men and 40.9% of women in Test Valley.
- 28.9% of adults (16+) take part in sport at least three times a week compared to the national average of 26%. This is 32.6% of men and 26.5% of women in Test Valley.
- 40% of adults who are inactive want to take part in sport, demonstrating there is an opportunity to increase participation through unmet demand.
- 4.4% of the population regularly volunteer in sport, compared to the national average of 6%.
- 39% take part in organised sports through clubs compared to 33.6% nationally.
- 65.4% are happy with sporting provision in the area compared to 60.3% nationally.
- The percentage of people who want to participate in indoor sport is high indicating some unmet demand, as illustrated in Appendix C (Active People Survey).

2.26 According to Sport England statistics Cycling, Gym, Swimming, Athletics and Fitness are the most popular sports for adults in Test Valley. Participation figures for these sports locally, regionally and nationally can be seen in the table overleaf.

³ The local sport profile is prepared using a number of different sources of data, including Active People Survey, Census, Health Data to provide a robust analysis of the profile of Test Valley compared to the region and national figures.

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Table 2.2 – Top 5 Sports Participation Rates

Sport	Test Valley	South East	England
Cycling	12.6%	9.5%	8.1%
Gym	10.6%	10.9%	10.9%
Swimming	10.0%	12.2%	11.5%
Athletics	7.6%	6.7%	6.5%
Fitness & Conditioning	5.6%	6.6%	6.7%

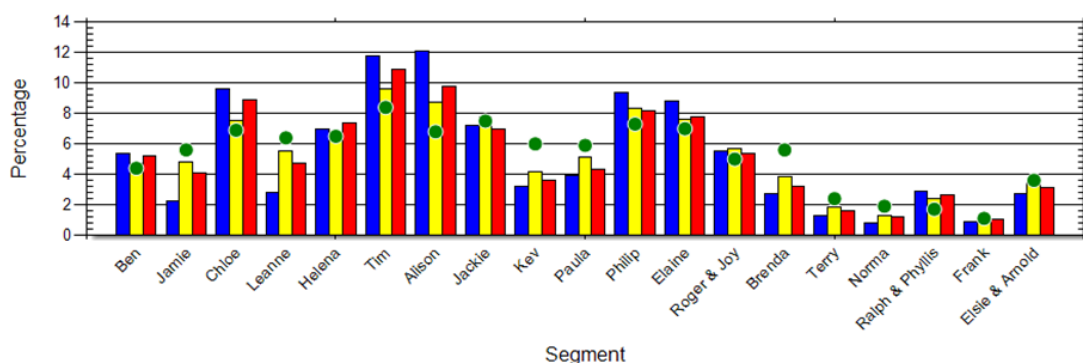
(Source: Sport England Local Sport Profile)

Notes

1. Cycling includes all type of cycling (including recreational, BMX, competitive)
2. Fitness and conditioning refers to general fitness (such as fitness classes), as opposed to gym which is going to a fitness facility gym

2.27 As part of the market analysis, Sport England has also developed a market segmentation profile which identifies types of people and their typical characteristics. Further detail on the market segmentation is presented in Appendix C.

Figure 2.3 – Market Segmentation (Percentage of Population)



Key

Blue = Test Valley, Green = national average. Red = South East. Yellow = Hampshire

2.28 Segment types which are higher than the national average are shown in the following table, and in general are the more active segments.

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Segment	Description	% in Test Valley
Ben	Competitive Male Urbanites – aged 18-25, single graduate professional. Very active, including football	6.2%
Chloe	Fitness Class Friends – aged 18-25, single graduate professional. Active particularly keep fit and gym	6.6%
Helena	Career Focussed Females – aged 26-45, single, full time professional. Fairly active including keep fit and swimming	4.9%
Tim	Settling Down Males – aged 26-45, married or single, active type in sport on regular basis, including cycling, swimming, keep fit and football	12.4%
Alison	Stay at Home Mums – aged 36-45, married with children. Fairly active particularly in keep fit and swimming	7.7%
Philip	Comfortable Mid-Life Males – aged 46-55, married with children. Active, particularly in cycling and golf	11.2%
Elaine	Empty Nest Career Ladies – mainly aged 46-55, married in full time occupation and owner occupier. Have more time and fairly active with keep fit/gym and swimming as top participation sports	7.7%
Ralph & Phyllis	Comfortable Retired Couples – mainly aged 66+, married or single, retired and enjoying active and comfortable lifestyles	7.3%
Roger & Joy	Early Retirement Couples – mainly aged 56-65, married, full time employment or retired, slightly less active than the average	7.5%

2.29 In general those segment types listed above for Test Valley, which are higher than the national average are the more active types of groups. This means we have a more active population and the demand for Sport and Recreation from our residents should be taken into account in the future provision.

2.30 Whilst overall sports participation is higher in Test Valley, there are still some areas of unmet demand from people who want to participate but don't currently. Research undertaken by Sport England tells us that reasons for non participation could be lack of facilities for their desired activity, lack of time, too expensive or lack of motivation or people to play sport with. Thus there is still a need to engage with the less active residents to gain an understanding of how we can support this group to be more active.

National Market Trends for Sport and Recreation

2.31 The future of Sport and Recreation in Test Valley will to a large extent be impacted upon by national market trends as summarised below.

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2.32 Mintel (an independent market analysis company) undertook a review of the market for leisure centres and swimming pools in 2013 and identified a number of key trends and future opportunities, including,

- Despite the difficult economic conditions, consumer spending in leisure centres has continued to grow, building on the Olympic Legacy and other factors
- The number of Leisure Centres has also continued to rise, despite the financial pressures for Local Authorities
- The transfer of responsibility for Public Health to upper tier and unitary Local Authorities, which includes physical activity interventions.
- Sports which are popular require little investment in equipment or membership fees, such as jogging/running and cycling
- Growing mobile device ownership offers the opportunity for the development of smartphone and tablet apps to promote and develop Sport and Recreation outside of the confines of facilities
- Around 2 out of 5 people use leisure centres, although there is significant opportunity to increase the frequency of use.

2.33 The Mintel review of the market indicates there is still a strong latent demand for facilities and services offered by Leisure Centres and there is great potential for engaging with communities outside of leisure centres through smartphone apps giving diet and exercise advice, organising guided walks, workouts, runs and cycles. This would help to stimulate participation and increase physical activity.

2.34 In terms of facilities there is starting to be a development of new activities and facilities other than traditional sports facilities which include extreme sports, trampoline rooms, amongst others. We illustrate some examples, such as Clip n Climb (Exeter) and XC Centre (Milton Keynes) in Appendix K.

2.35 These types of developments can be stand alone or as part of a broader facility mix (for example the use of redundant industrial space) and they target groups of people who may not participate in traditional sports.

2.36 In addition to these developments and market trends in leisure centre provision, the latest Active People survey also indicates national trends for sports participation. The top 5 sports nationally for participation are swimming, football, cycling, athletics and golf, as illustrated overleaf.

SECTION 2 – NATIONAL AND LOCAL ANALYSIS

Figure 2.4 – Top 5 Sports by participation (Nationally)

Top five sports

Number of adults taking part at least once a week by sport



Source: Active People Survey 7 Q3 to 8 Q2 (Sport England 2013-14)

2.37 In general these 5 sports have tended to be the top 5 sports throughout the last few years, since the Active People survey has commenced. We also summarise in the table below the participation rates for sports in Test Valley compared with the region and nationally

Table 2.3 – % of Population participating in sports (2013)

Sport	% of population participating			
	Test Valley	Hampshire & IOW	South East	England
Athletics	5.5%	4.86%	4.86%	4.65%
Bowls	0.8%	0.7%	0.76%	0.65%
Golf	3.0%	1.79%	2.11%	1.73%
Tennis	1.9%	1.01%	1.23%	0.94%
Squash & Racketball	1.0%	0.72%	0.68%	0.5%
Cycling	8.2%	6.12%	5.14%	4.86%
Netball	0.4%	*	0.28%	0.34%
Swimming	6.67%	6.07%	6.27%	6.16%

Notes

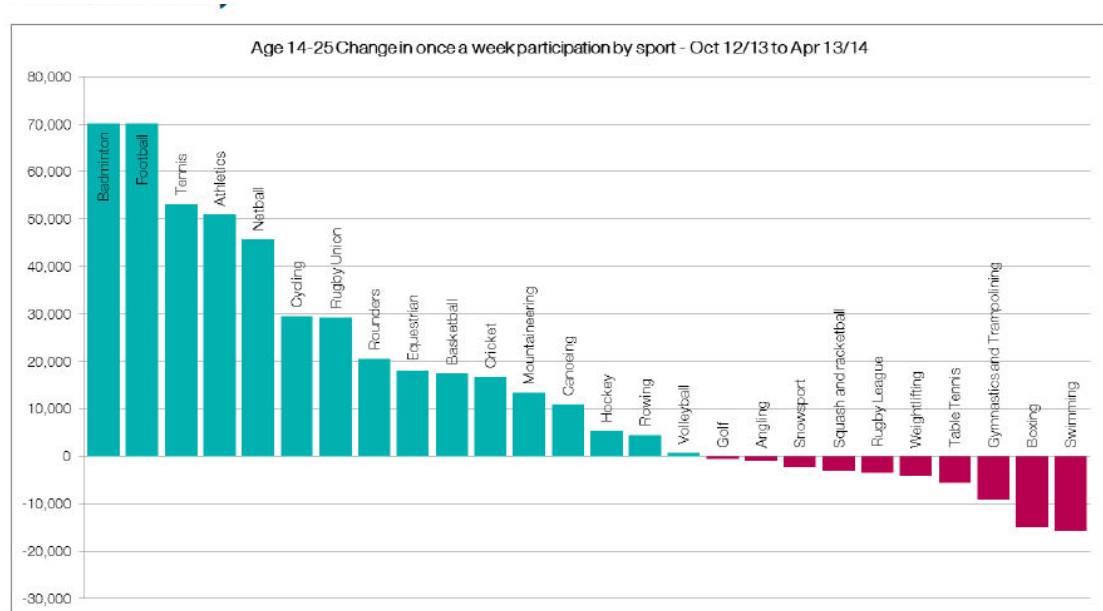
1. * means no data available

2. This is based on participating at least once per week

2.38 Sport England also consider the 14-25 year age group an important age group. The change in participation since the last Active People survey is shown overleaf.

SECTION 2 – NATIONAL AND LOCAL ANALYSIS

Figure 2.5 – Change in Sports Participation (14-25 year olds)



Source: Sport England's Active People Survey

2.39 The sports with the biggest increase in participation for this age range are badminton, football, tennis, athletics and netball. Boxing and swimming show the biggest reduction in participation.

2.40 This Sport and Recreation Strategy takes into account these national market trends as well as the local catchment area. In particular it is important to focus on increasing participation in the 14-25 year age groups, to create participation in sport which will continue throughout their life.

Summary

2.41 In considering this strategy for Sport and Recreation within Test Valley there are a number of market factors which impact on the future including,

- The population for Test Valley is forecast to grow significantly over the coming years.
- The population is in general more active than other local authorities and England as a whole, which is illustrated by the market segmentation analysis. For example, there are a number of key market segments, all of whom have a profile of higher than average activity and this should be built upon.
- Population profiles and projections for under 19s and the mid-life to older age groups are both higher than the national averages in Test Valley currently, with future trends indicating an ageing population

SECTION 2 – NATIONAL AND LOCAL ANALYSIS

- There are a number of initiatives being implemented through NGBs and other strategic bodies encouraging people back into sport. These should be supported and built upon
- The most popular participation sport in Test Valley is cycling. In addition swimming and keep fit are also high participation sports
- Market trends show an increase in participation for extreme sports.

2.42 It will be important that current facility and service provision is retained to cater for the active segments of the population, while considering strategies to engage with the less active population.

SECTION 3 – SUPPLY AND DEMAND ANALYSIS

Introduction

- 3.1 Building on the market analysis we assess the current supply and demand for future provision, through the following areas,
- Analysis of existing formal sports provision, including indoor and outdoor facilities
 - Assessment of the current and future demand for participation in sport
 - Review of the gaps and potential opportunities for the future development of facilities.

Existing Provision (Supply)

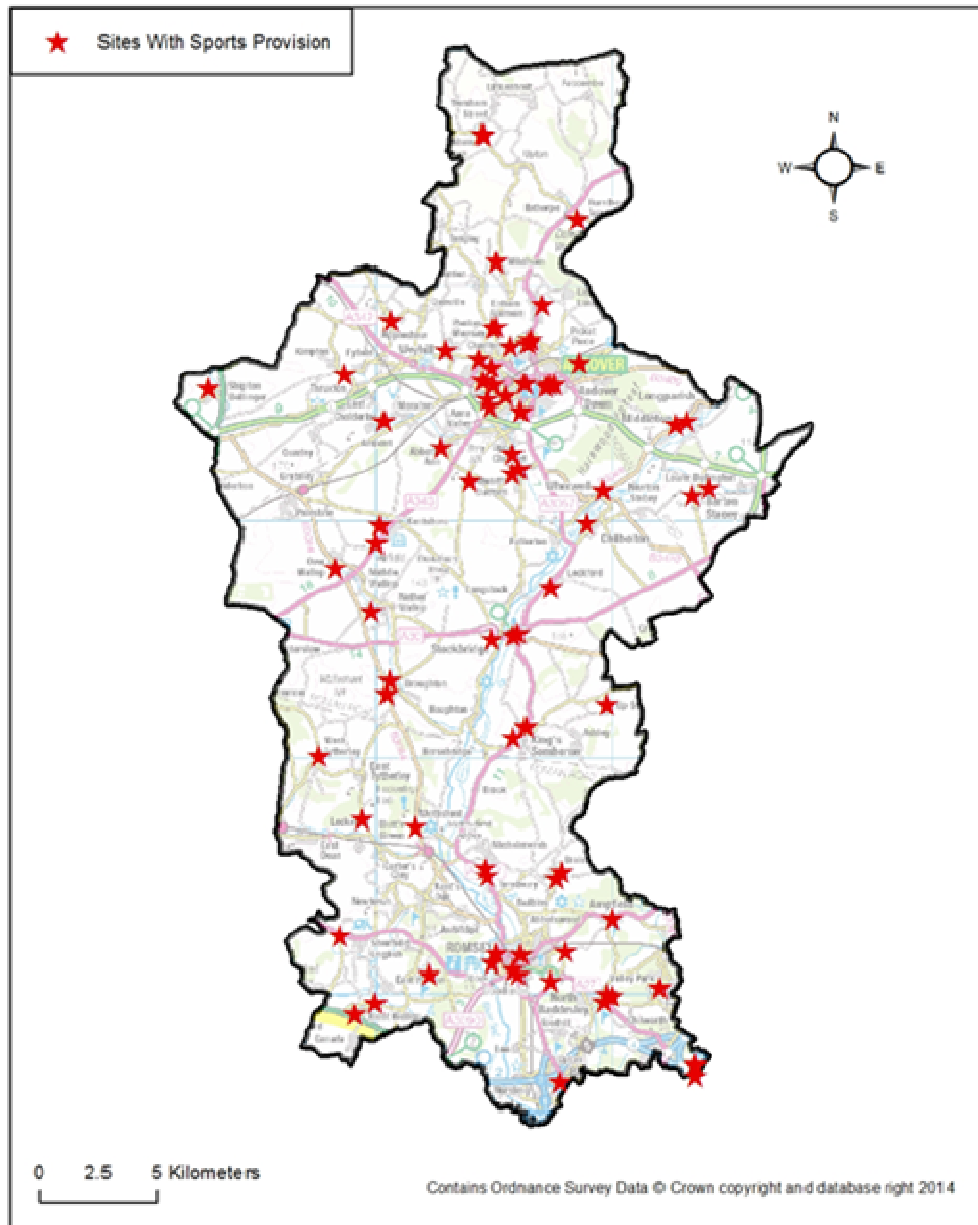
- 3.2 In order to understand the existing provision an audit has been undertaken for both indoor and outdoor formal sport facilities. The playing pitch provision has been reviewed as part of the PPS with indoor sports and other outdoor sports being audited in Appendices D, E and F.

Playing Pitch Supply

- 3.3 There are circa 128 community accessible sports pitches in the Borough (91 football, 28 cricket and 9 rugby) with 4 Artificial Grass Pitches (AGP) suitable for Hockey within the Borough, with further detailed analysis in the PPS.
- 3.4 Figure 3.1 identifies the location of these sports pitches,

SECTION 3 – SUPPLY AND DEMAND ANALYSIS

Figure 3.1 – Outdoor Sports Pitches Provision (from PPS)



Indoor Sports Facilities

- 3.5 There is an existing network of indoor facilities and outdoor sports provision across the Borough which is focused around the main towns of Andover and Romsey, with local facilities for the rural areas (further details of these sites are provided in the PPS). Key features of the existing provision include,

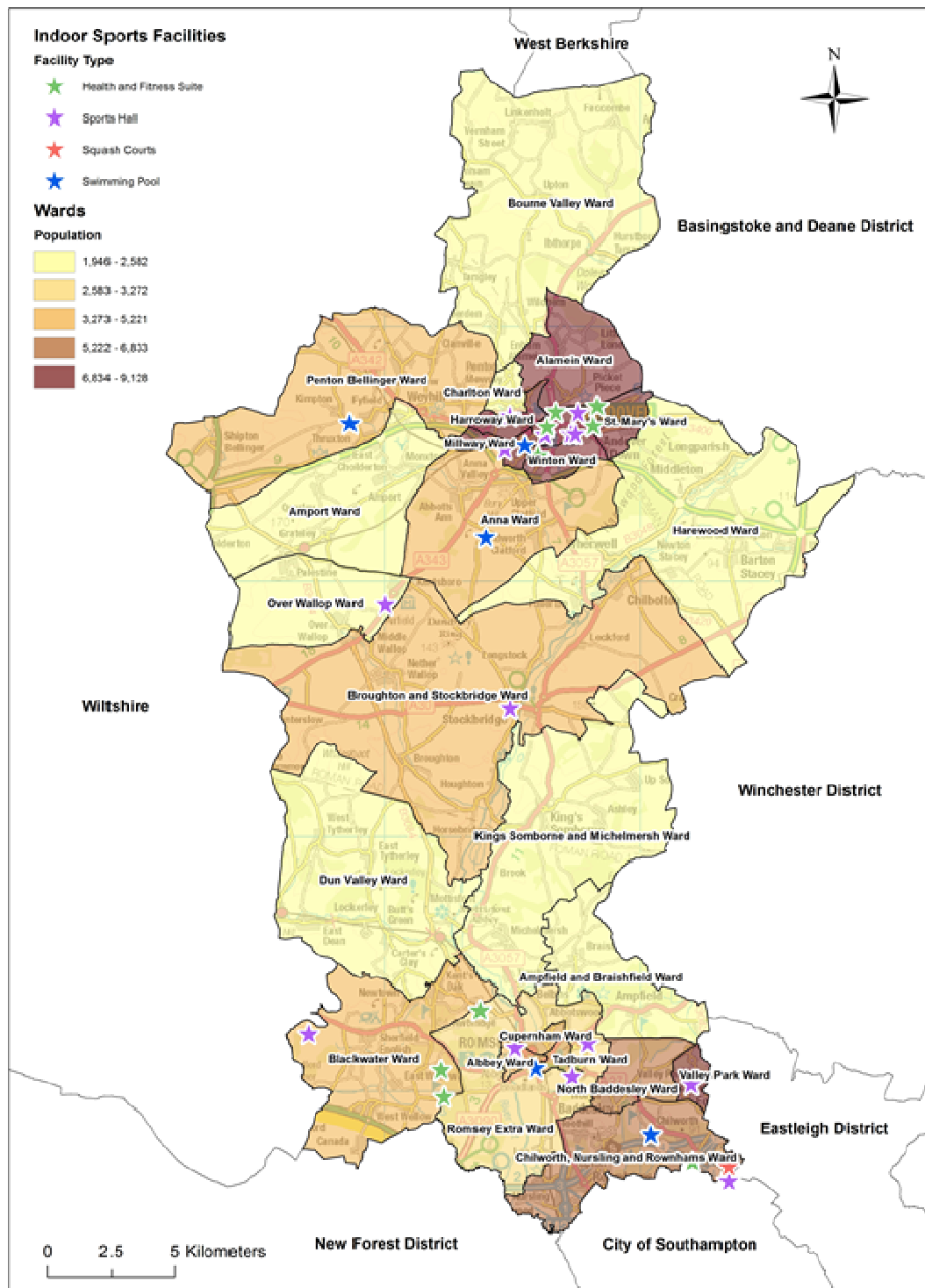
SECTION 3 – SUPPLY AND DEMAND ANALYSIS

- The two main Leisure Centres, which include swimming pools (Andover Leisure Centre and Romsey Rapids) are accessible to most of the Borough within a 15-20 minute drive.
- The two key sites in the Borough, Andover Leisure Centre (ALC) and Romsey Rapids (RR) are currently operated by Valley Leisure Limited Limited (A charitable trust) and have over the years had some significant investment and refurbishment, however ALC in particular is over 40 years old and is likely to require significant investment to keep the facilities fit for a growing population.
- In addition there are a further 3 sites which are considered Sporting Hubs and provide for a range of sports facilities. These are,
 - Knightwood Leisure Centre (KLC)
 - Charlton Sports Complex
 - Romsey Sports Centre (RSC) (predominantly outdoor sport).
- There is a network of indoor dryside (Sports Hall and fitness) provision across the Borough provided by schools, private sector and sports clubs, in addition to TVBC facilities.

3.6 Figure 3.2 identifies the location of the indoor facilities.

SECTION 3 – SUPPLY AND DEMAND ANALYSIS

Figure 3.2 – Indoor Facility Provision



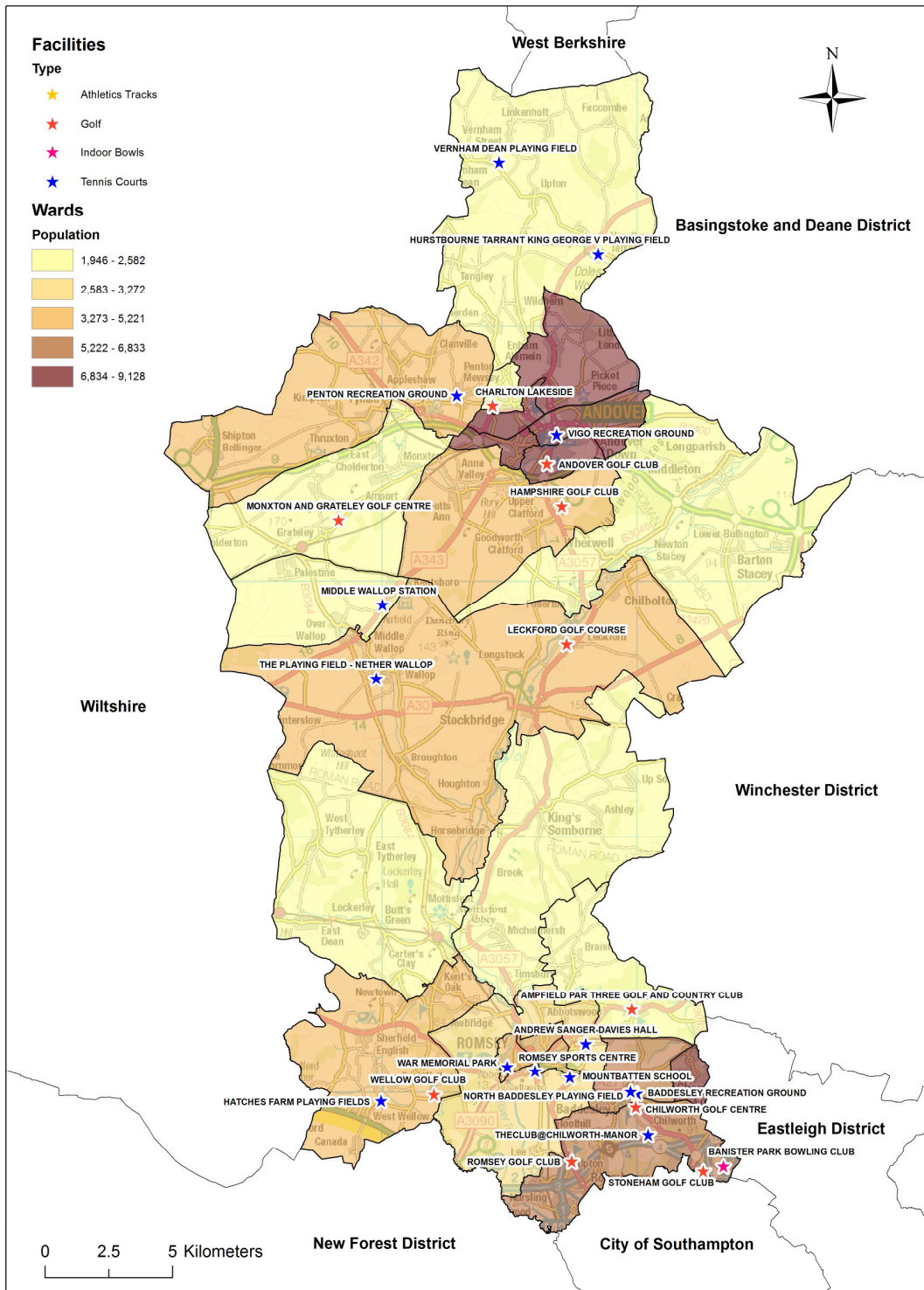
SECTION 3 – SUPPLY AND DEMAND ANALYSIS

Outdoor Formal Sport Provision

- 3.7 There is a network of other outdoor sports provision within Test Valley, which include 33 community tennis courts, 6 skate parks (including the new Urban Sports Facility in Andover), 2 regional standard BMX tracks, 1 Athletics track, 4 bowls greens, 2 croquet lawns, 10 golf courses (community use, but with membership), 6 formal netball courts (with additional courts on tennis courts).
- 3.8 Figures 3.3, 3.4 and 3.5 show the location of outdoor formal sports provision, tennis courts and skate parks respectively.

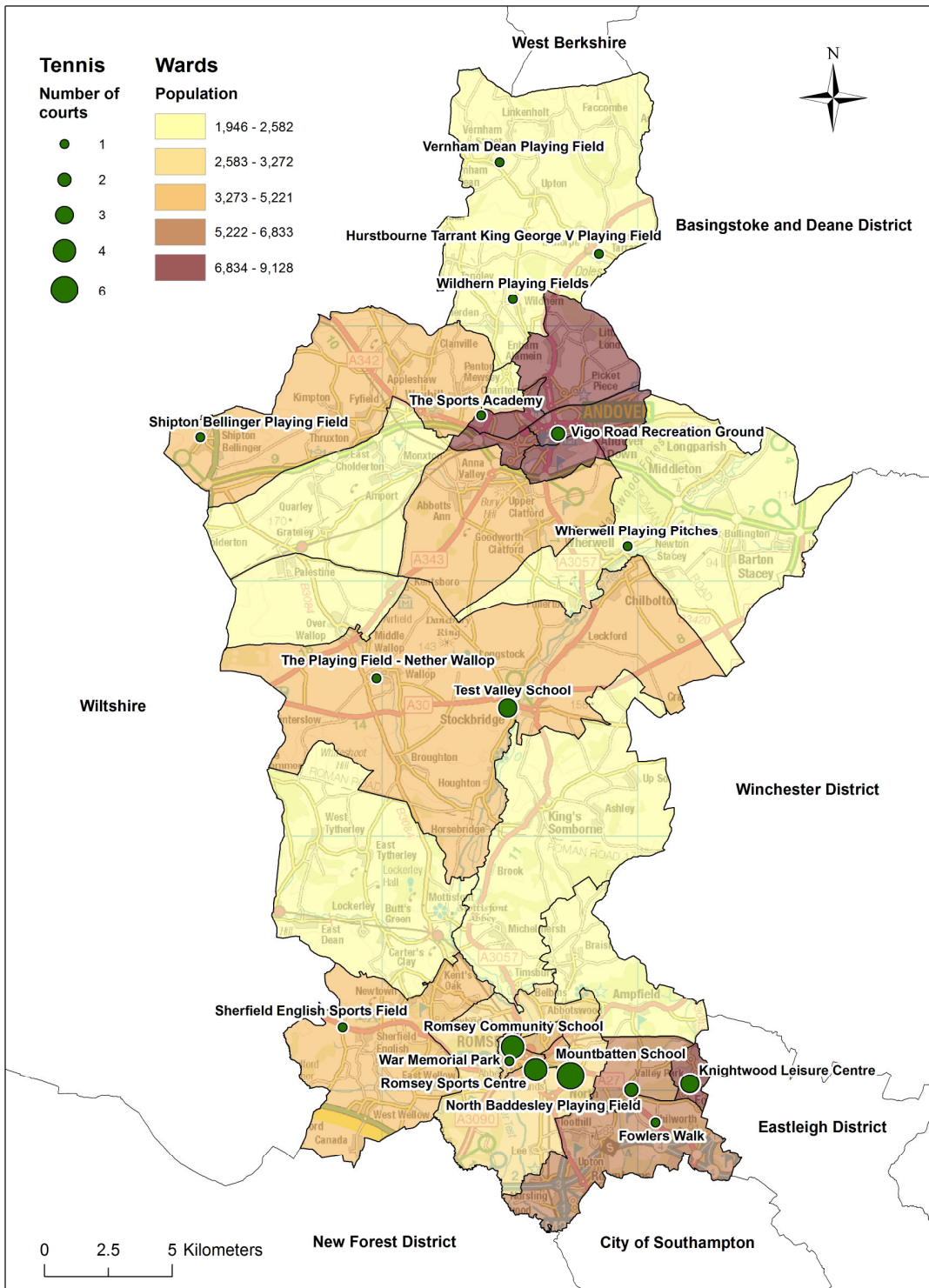
SECTION 3 – SUPPLY AND DEMAND ANALYSIS

Figure 3.3 – Outdoor Formal Sport Provision



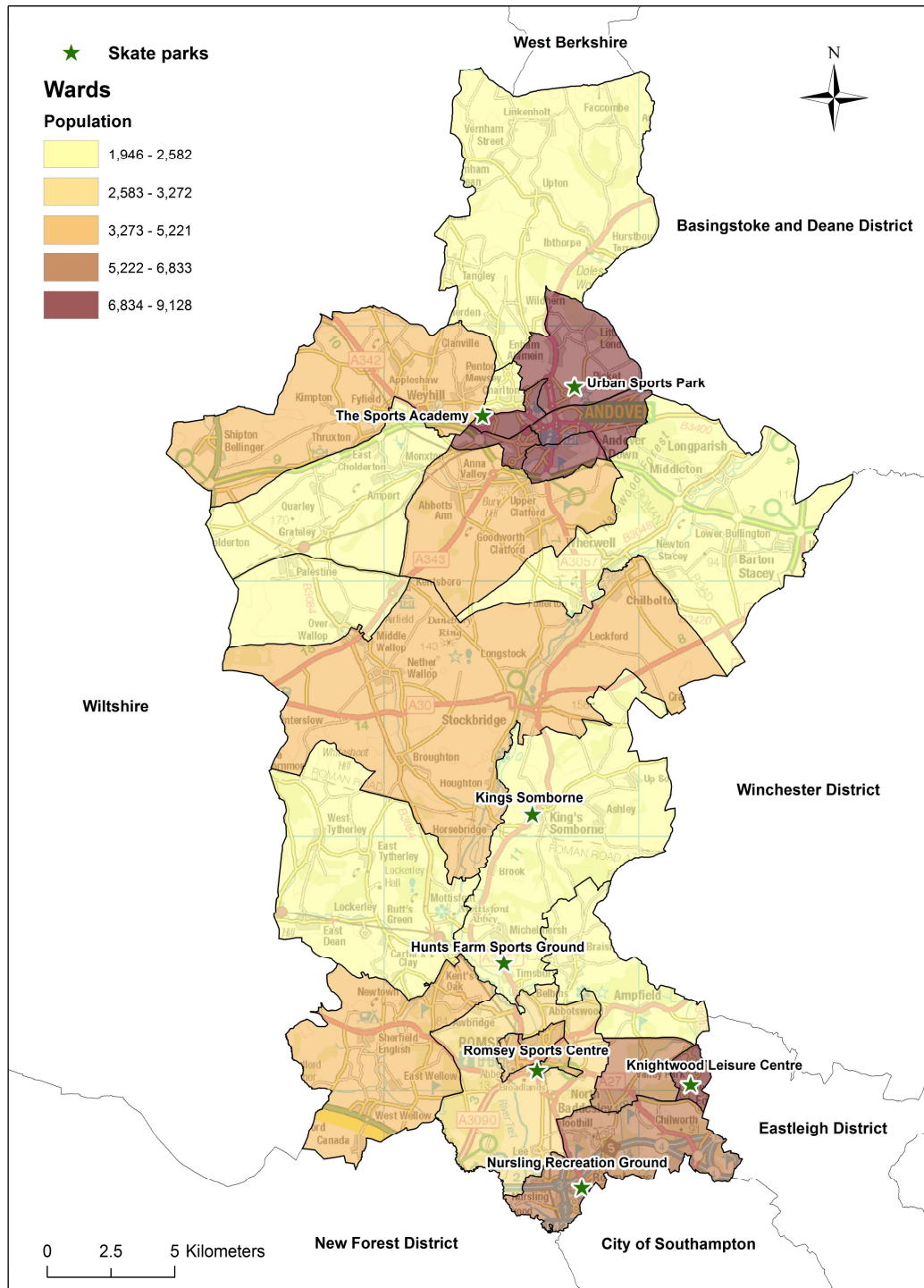
SECTION 3 – SUPPLY AND DEMAND ANALYSIS

Figure 3.4 – Tennis Courts



SECTION 3 – SUPPLY AND DEMAND ANALYSIS

Figure 3.5 – Skate Parks



3.9 Overall the existing facilities within Test Valley provide good coverage of both indoor and outdoor provision throughout the Borough, with different providers

SECTION 3 – SUPPLY AND DEMAND ANALYSIS

(including local authority direct provision, schools, clubs, leased facilities and private sector).

Other Provision

- 3.10 With the growth of informal sport and in particular the growth of cycling, providing support for use of the natural environment with a good network of cycle paths and footpaths to link together natural and built facilities is important in the provision of Sport and Recreation in Test Valley.
- 3.11 In addition to the network of facilities identified above there are a number of planned outdoor facilities across major upcoming residential developments in Test Valley, including,
- Picket Twenty, Andover: tennis court, 7 football pitches and 1 cricket pitch (includes replacement pitches for Walworth Sports Ground).
 - East Anton, Andover: 5 football pitches and 1 cricket pitch.
 - Picket Piece, Andover: 1 senior and 1 junior grass pitch and tennis courts.
 - Abbotswood, Romsey: 2 sports pitches.
- 3.12 There is also a proposed development at Ganger Farm in Romsey, which potentially includes 3 junior football pitches, 2 adult rugby pitches, 1 adult rugby/football pitch, 2 artificial grass pitches (AGPs) and a pavilion with changing facilities and a social space.
- 3.13 It is also important to consider that there are facilities within neighbouring authorities which may be used by residents, such as,
- River Park Leisure Centre (Winchester) – swimming pools and dry sports (sports hall) together with health and fitness
 - Fleming Park Leisure Centre (Eastleigh) – large leisure centre incorporating swimming, sports halls, outdoor facilities and indoor tennis plus health and fitness
 - Basingstoke Facilities – which incorporate pools, sports halls, health and fitness and ice rinks
 - The Quays (Southampton) – leisure pool and swimming complex
 - Southampton Sports Centre (Southampton) – outdoor sports including athletic track
 - Tidworth Leisure Centre – swimming pool and fitness
 - Five Rivers Leisure Centre – leisure pool and swimming, squash courts, indoor hall space, gymnasium.

Supply and Demand Analysis

- 3.14 In considering the demand for facilities there are a number of demand models which exist for traditional sport facilities (including Sports Halls, Swimming Pools and AGPs) as well as the modelling for playing pitch provision (set out within the PPS), which have been used to identify the supply and demand for facilities.

SECTION 3 – SUPPLY AND DEMAND ANALYSIS

3.15 In addition other outdoor sport provision has been reviewed and the potential demand for the sports of athletics, bowls, golf, netball, tennis, cycling and BMX has been reviewed. Appendix F provides further details on the review of these facilities.

3.16 The PPS has undertaken a full review and detailed assessment of the demand for playing pitch provision and the key findings from this work for each of the four grass sports are summarised in the table below.

Table 3.1 – Supply/Demand from PPS

Sport	Supply/Demand Balance
Football - Adult	Over supply of 29 good quality pitches
Football - Junior	Under supply of 7 good quality pitches
Football - Mini	Under supply of 2 good quality pitches
Cricket	Over supply of 197 grass wickets
Rugby – Senior	Under supply of 4 good quality pitches
Rugby – Junior	Under supply of 15 good quality pitches
Hockey ¹	+ 32.5hours ¹

Note1 – As other sports can be played on the artificial surfaces suitable for hockey, this oversupply relates to the artificial surfaces rather than specifically hockey pitches, this is for community use only.

3.17 The PPS has as part of its analysis identified a site action plan, which sets out the approach to individual sites and how they could be improved or enhanced to address the supply and demand issues identified above. It is anticipated that the action plan will seek to (over time) address the undersupply of pitches above and create new facilities to reduce or eliminate the under supply identified.

3.18 As part of the analysis for indoor sports provision, Sport England have provided Facility Planning Model (FPM) reports for Sports Halls, Swimming Pools and AGPs. These reports are provided in Appendix G. We summarise the key findings from the FPM below

- Sports Hall Provision (27 x 18 metres in size)
 - There are 17 sports halls across the Borough with circa 65 courts, only one of these halls are not on a school site (ALC). There is another hall at Knightwood Leisure Centre but this is a smaller hall and therefore not included in the calculations.
 - Test Valley has a supply of circa 6 courts per 10,000 people, which is better than the national position of 4 courts per 10,000 people
 - On paper there appears to be a surplus of sports hall provision of circa 17 courts, with no area having a poor relative share. However when considering the locations of these sports halls and the constraints for usage time, there are pinch points for access during peak community times (5 and 9pm). At peak times for programming there may be a deficit. The action plan should focus on working with schools to increase access times and investigate the use of community halls for indoor sports space especially at peak times.

SECTION 3 – SUPPLY AND DEMAND ANALYSIS

- The other main indoor sport not picked up through the FPMs indoor sports hall provision is squash. Squash is predominantly provided through private clubs within Test Valley and neighbouring facilities, although there are facilities at Andover Leisure Centre and Romsey Sports Centre. There are 1,182 people that play squash with an unmet demand of 727 people who want to play. At peak times community squash courts in the borough are close to capacity, so work should focus on promoting the use of these facilities outside of peak times or exploring more adaptable versions of the game to allow more people to access the sport before additional facilities are considered.
- Swimming Pools
 - There are six pools (on 3 sites) across the Borough supplying 1,110 sqm of water (which equates to 772 sqm taking into account opening hours). The main sites are ALC and RR.
 - There is demand for circa 1,231 sqm of water suggesting a shortfall of water space of 459 sqm (equivalent to at least 2 four lane 25 metre swimming pools).
 - The third site is located at a school site which is currently closed.
 - It has been indicated that this swimming pool will not be open again to the public in the near future. Therefore the deficit in pool space is increased to 700sqm (the equivalent of 3 four lane 25metre swimming pools).
 - Work should focus on improving water space as a priority for any new facility as there is a significant shortfall of water space, with the current leisure centres being at capacity, particularly at Andover.
 - Consultation with local sports clubs have shown that clubs are being forced to go outside of the borough to access pool space, and waiting lists for swimming lessons are long.
- Artificial Grass Pitches (AGPs)
 - There are 5 full sized AGPs across Test Valley, 3 of which are sand based and 2 are 3G, only two of which are not on school sites.
 - Test Valley has 0.42 AGPs per 10,000 people, which is similar to the local area and nationally.
 - When taking into account the time AGPs are available this equates to 3.93 AGPs whereas there is demand for 3.24 AGPs suggesting an oversupply of 0.69 AGPs, although as with Sports Halls, there may be pinch points at peak hours for programming.
 - There are other smaller AGPs within the Borough but these are excluded from the FPM as they are not full size.
 - A limitation with this FPM is that all AGP's are considered suitable for all sports. However England Hockey have confirmed that a 3G surface is not suitable for Hockey,
 - Work should focus on ensuring an even spread of artificial surfaces that support the growth and development of both Football, and Hockey.

SECTION 3 – SUPPLY AND DEMAND ANALYSIS

3.19 An analysis has also been undertaken of other outdoor sports (Appendix F), although recognising that there is not a formal demand model available for these sports. However we have undertaken a review of the current levels of participation in sports compared to national averages and looked at the supply of facilities to undertake an assessment of the likely demand both now and in the future.

- Athletics
 - There is one key site for athletics in Andover, located at Charlton Sports Complex
 - Participation rates have fallen in recent years with 6,445 people currently participating in Athletics in the Borough.
 - There is an unmet demand for 2,648 people who would like to participate.
 - As there is an athletics track located at Southampton Sports Centre, it is unlikely that additional facilities will be required in Test Valley, due to the proximity to Romsey.
 - In addition there are tracks located at Winchester and Salisbury.
 - In general Athletics focuses on track and field, however there is demand (based on our consultation) for more running groups and use of informal spaces such as parks as opposed to demand for athletics tracks, as the athletics clubs are not at capacity (based on consultation).
- Bowls
 - With four sites throughout the Borough, this report considers provision to be good for this sport
 - Bowls is currently played by 886 residents and there are 197 people who would like to play.
 - Due to the placement of bowls facilities across the Borough, it is unlikely that additional facilities are required and work should focus on signposting potential participants into these facilities and clubs.
- Golf
 - There is a network of golf facilities throughout the Borough and the majority of these are provided privately through memberships
 - 3,516 people play golf in Test Valley and 1,516 people would like to.
 - Research has shown that this unmet demand is likely to be through a lack of knowledge about accessing golf clubs, or indeed cost of membership, as opposed to a deficit in facility supply.
 - Therefore work should focus on increasing awareness of existing facilities and clubs as opposed to increasing facilities.
- Tennis
 - This audit showed 33 community accessible tennis courts located across the Borough.
 - Tennis is currently played by 2244 people in Test Valley
 - There is likely to be significant demand for more facilities, as 2331 people would like to play more tennis.
 - Consultations with local tennis clubs has shown a reduction in memberships in recent years as residents are turning more to

SECTION 3 – SUPPLY AND DEMAND ANALYSIS

informal access and recreational tennis as opposed to competitive tennis.

- Therefore work should focus on supporting a pathway into competitive tennis by ensuring a range of tennis facilities are available, and current facilities are advertised.

- Netball

- There is a relatively low number of people playing netball in Test Valley with only 421 people participating (although this is in line with national levels of participation), however local consultation suggests that this is increasing and more people play
- A further 361 people want to participate in netball, which is a relatively low level of unmet demand, and is likely to be satisfied by existing provision.

3.20 We summarise in the table below the number of people participating in sport in comparison with those who would like to participate in sport for both Test Valley and England.

Table 3.2 – Participation and Unmet Demand

Sport	% of population participating		% of population who would like to participate	
	Test Valley	England	Test Valley	England
Athletics	5.5%	4.65%	2.3%	4.54%
Bowls	0.8%	0.65%	0.2%	0.2%
Golf	3.0%	1.73%	1.3%	1.61%
Tennis	1.9%	0.94%	2.0%	1.61%
Squash & Racketball	1.0%	0.5%	0.6%	0.56
Cycling	8.2%	4.86%	4.6%	7.03
Netball	0.4%	0.34%	0.3%	0.37
Swimming	6.67%	6.16%	*	9.76%

Notes

1. * means no data available
2. This is based on participating at least once per week

3.21 It can be seen from the table that with the exception of tennis all of the sports are showing that the unmet demand (% of people who would like to participate) is either lower or in line with England figures.

3.22 Informal Recreation (walking and cycling) plus non traditional sports (such as extreme sports, BMX, etc) have also been considered. There are no formal demand studies for these however we summarise the issues in respect of these below,

- Cycling and Walking

- The rural nature of Test Valley is such that the natural environment will in general meet the needs of people and hence this is likely to be the reason why cycling is so popular in Test Valley.

SECTION 3 – SUPPLY AND DEMAND ANALYSIS

- The Green Infrastructure Strategy and the Cycling Strategy and Network Supplementary Planning Document prepared by TVBC set out the approach to improving the network of cycle paths and links for walking. These should be encouraged and used to promote and enhance the overall provision of Sport and Recreation in Test Valley.
- Extreme Sports
 - Sports such as climbing, skateboarding, BMX, etc are continuing to rise in participation and also appeal to a proportion of the population who may not be interested in traditional sports.
 - Our audit has shows there are 6 unmanned outdoor skate parks and two regional BMX tracks in Test Valley.
 - One of these regional BMX tracks was installed in 2013 (Knightwood Leisure Centre) and an urban sports park was opened in Andover in October 2014 to offer additional extreme sports opportunities for residents.

There is no indoor provision for these extreme sports in TVBC and there may be opportunities to promote and develop facilities such as these, in particular for the south of the Borough, where there is the potential to attract people from outside of the Borough (such as from Southampton), where there is a greater population which may aid in supporting the commercial viability of such provision.

Supply/Demand Summary

3.23 Overall the provision for Sport and Recreation is strong and fairly evenly distributed across Test Valley with the main sporting facilities being supported by a network of local provision and natural resources.

3.24 The potential issues arising from the supply and demand analysis include,

- There is a need for additional swimming provision
- Provision of AGPs for Hockey is potentially an issue with the growth of 3G AGPs
- For a number of sports, such as tennis, squash, bowls, netball, and golf, there is a need to promote existing facilities and explore variations of the game to meet unmet demand, making the sport more accessible for people
- There is a need to explore maximising use outside of peak hours for indoor sports
- The growth of extreme sports should be supported.

3.25 These issues are summarised in the next section, identifying the key sites and sports where there is a need to do more.

SECTION 4 – STRATEGIC ACTION PLAN

Introduction

4.1 This section draws together the evidence base to present priority action areas for Sport and Recreation in Test Valley covering,

- The emerging issues
- Examples of future opportunities and best practice which Test Valley can draw upon in delivering the strategy
- The overall Strategic Vision for Sport and Recreation in Test Valley
- The outcomes which the strategy is seeking to deliver
- An action plan on the delivery of the outcomes and objectives, which is based on the short, medium and long term.

4.2 We finish this section by illustrating what the outcomes of the strategy are expected to be.

Emerging Issues

4.3 The emerging issues arising from the study are,

- Test Valley has a growing population which is forecast to grow by circa 25,000 residents (21.5%) by 2029.
- The population is ageing but is more active than the national average and there is high car ownership.
- The rural nature of the Borough illustrates the availability of the natural environment to supplement built and formal facilities, in particular there is the opportunity to connect facilities to the environment.
- Informal Sport and Recreation is an important part of people's lives and this is illustrated through the popularity of cycling within Test Valley (Cycling is the most popular sport for participation).

SECTION 4 – STRATEGIC ACTION PLAN

- In general there is a good supply of facilities and sports provision across the Borough, although there are a number of specific issues arising from the PPS and the supply and demand for specific sports and facilities, including,

Sport	Issue
Football	<ul style="list-style-type: none"> • there is a need to review the mix of pitches within Test Valley (for example the number of adult, mini and youth pitches)
Cricket	<ul style="list-style-type: none"> • there is sufficient provision to meet demand, however the focus should be on supporting clubs, improving the quality of wickets and ancillary provision
Rugby	<ul style="list-style-type: none"> • there is an undersupply of pitches (in particular youth pitches) and there is a need to deliver additional provision, through supporting clubs
Hockey	<ul style="list-style-type: none"> • there is a need to retain existing Hockey provision in the Borough, there is an upward trend in participation and the issue is ageing facilities
Sports Halls	<ul style="list-style-type: none"> • there is a surplus of sports halls (circa 17 courts) particularly in the south of the Borough (where there is also access to neighbouring facilities), although there are potential shortfalls at peak times. Work should focus on increasing use outside of peak times
Swimming Pools	<ul style="list-style-type: none"> • there appears to be a significant shortfall for water space in Test Valley, this in addition to a large unmet demand, means the provision of extra water space should be a high priority.
Tennis, squash, athletics, and golf	<ul style="list-style-type: none"> • there is a potentially high unmet demand for these sports, coupled with good access to facilities. Therefore work should focus on increasing awareness of existing facilities and the development of more flexible models for these sports to allow them to be accessible to more people
Netball and Bowls	<ul style="list-style-type: none"> • there is relatively low unmet demand which can be met through improved use of existing facilities, by supporting clubs to deliver on programmes and activities
Non traditional sports (such as extreme sports)	<ul style="list-style-type: none"> • these are growing in participation and popularity and present an opportunity to increase physical activity levels for those people who traditionally did not play sport.

- Many of the iconic sports facilities in Test Valley are ageing, and whilst there is not an immediate issue there will be a need for some reinvestment in facilities (particularly for Andover Leisure Centre) to meet the current demands of the population. Additional facilities maybe required to meet future demand and this strategy's findings should be considered when planning new facilities.
- There are a number of new housing developments in Test Valley which will provide additional formal and informal sports space. The majority of the already planned provision will focus on outdoor grass sports, therefore there

SECTION 4 – STRATEGIC ACTION PLAN

is the need to use this document and PPS as planning tools to enhance any future development to meet the needs of Test Valley.

- In general access to facilities is good with a network of community use at schools throughout the Borough and a high percentage of clubs lease land to provide their own facilities.
- There is a need to work with other providers (such as education, health groups and voluntary organisations) to support activities in rural communities, linking in with community engagement work undertaken by TVBC.
- The growing demand for mobile and smartphone apps presents an opportunity for Sport and Recreation to reach out from facilities based approach to develop links to encourage informal and outreach work.

4.4 The PPS acts as a stand alone document with its own action plan specifically for Football, Hockey, Cricket and Rugby Union. The key recommendations and action plan have been included in Appendix I for completeness.

4.5 The action plan for this strategy should take into account these sports, but focus on developing a sustainable future for the other sports that are important to Test Valley.

Formal Outdoor Sport Space Standard

4.6 Work has also been undertaken to review the current standards within the local plan for the provision of formal sport.

4.7 The Council adopted a standard of 1 hectare of formal sports provision per 1,000 population to calculate the formal outdoor sport requirement for Test Valley. This has been put forward in the Revised Local Plan and we believe this is still the most appropriate measure to meet the needs of Test Valley, based on its use previously.

4.8 We summarise our approach to considering the justification for future standards through assessing the current net demand for pitches and sports as set out below.

4.9 The table overleaf shows the outdoor sports provision available to the community (as identified in the PPS) and then considers the current demand, which has been converted to an area of demand.

SECTION 4 – STRATEGIC ACTION PLAN

Table 4.1 – Proposed Outdoor Sports Space Standard

Sports Area	Current net area demand (Ha)
Playing Pitches	116.27
Bowls/Croquet Lawns	0.7
BMX Tracks	0.6
Tennis Courts/Netball	1.85
Total Outdoor Sports Area	119.41

4.10 We then summarise the recommended standard based on current and future populations as set out below

- 2014 Population (116,392) - recommended standard based on current population is 1.0 ha per 1,000 population
- 2029 Population (125,001) - recommended standard based on future population and future demand is 0.96 ha per 1,000 population

Future Opportunities (Examples and Case Studies)

4.11 There are a range of examples in the market of how new trends and approaches to the provision of leisure have been delivered elsewhere in the market. We summarise examples of these in Appendix K.

4.12 The examples presented in the Appendix provide potential forward thinking approaches to situations identified as emerging issues as a result of this strategy, across a range of scenarios. These examples are presented to give an indication of successful models in the leisure industry.

Scenario 1 – Developing Leisure Centre Facilities

4.13 One of the emerging issues is the need to consider future investment in existing leisure facilities and the need to maintain the current provision. There are opportunities to develop new purpose built facilities which deliver increased participation and a return on investment.

4.14 In particular the use of a Design, Build, Operate and Maintain (DBOM) approach enables the benefits (such as improved facilities and lower running costs) to be delivered with little risk to the Local Authority. We illustrate two examples of this in the Appendix K, namely the Mountbatten Centre (Portsmouth) and Gosport Leisure Centre. Both of these opportunities identify the potential to deliver new and improved leisure provision within the same or better financial costs.

4.15 Consideration of future provision particularly for Andover Leisure Centre, including additional swimming provision to meet shortfalls in provision as evidenced by the demand analysis, will be important for the future provision of facilities. These examples illustrate one potential way of delivering these shortfall in facilities.

SECTION 4 – STRATEGIC ACTION PLAN

Scenario 2 – Increasing Community Use of Outdoor Sports Sites and Redundant Facilities

4.16 As illustrated earlier there is increasing demand within the market for the development of extreme sports facilities and indoor opportunities. Other examples of different and new facilities which are being developed include opportunities such as covered areas and indoor 3G pitches as illustrated in Appendix K, which includes Tredegar Indoor 3G pitch and Plender Street covered court (Camden)

Scenario 3 – Utilising the Mobile & Electronic Generation

4.17 In addition to facility opportunities there is also a move in the market to the delivery of Sport and Recreation opportunities through the use of mobile devices and through connection with individuals to promote their Sport and Recreation (not necessarily within formal leisure facilities).

4.18 The marketing and communication opportunities can be used to full effect to promote Sport and Recreation and the benefits. Thus it is not just about facilities but also the content, such as with Leisure Management Contractors (such as SLM), as illustrated in Appendix K.

Strategic Vision

4.19 This strategy recognises that sustainable Sport and Recreation is not just about the built environment but should embrace the following two aspects

- Assets – this includes the facilities, the natural resources (such as countryside, cycle routes) and people (coaches and volunteers)
- Content – such as the programmes of activities, the events and the sports development and outreach programmes

4.20 Meeting the needs of local residents cannot be achieved through facilities alone. Any enhancement in participation can only be delivered through focusing on both of these aspects. These needs cannot be met by Test Valley Borough Council alone, a partnership approach to collaborative planning and delivery is required.

4.21 The vision for this strategy is set around five key outcomes, in the points below.

- Improving the health and well being of the population
- Increasing participation in active sport
- Delivering long term sustainable facilities
- Providing easy access to facilities and activities for residents
- Providing facilities that are desirable and affordable to both residents and the Council

4.22 The delivery of this vision is unlikely to be achieved through the building of major new facilities alone, but through investment in existing facilities and developing community use and access to facilities (particularly on education sites).

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- 4.23 Existing major facilities (such as Andover Leisure Centre and Romsey Rapids) are key sports locations in the Borough, and whilst we recognise their current role and future potential. Our vision cannot be built on the assumption that all our residents wish to attend a leisure centre.
- 4.24 As a result, the focus should not solely be about developing leisure centres but also to build a network of facilities which are easily accessible to the local community, through collaborative partnerships with other providers.
- 4.25 This can be achieved through an overarching approach to programmes and activities which encourage and support provision in local facilities, working in partnership with local groups, such as the Sport and Physical Activity Alliance and leisure providers to adopt a collaborative approach to “content”.
- 4.26 The current hub leisure facilities in Test Valley, such as Andover Leisure Centre and Romsey Rapids should be further strengthened to become a focal point for Sport and Recreation within Test Valley as local data shows these centres are well used, and can be accessed within a 20 minute travel time from most locations in Test Valley (Appendix E).
- 4.27 These centres should be, supported by the network of assets and content. This includes reviewing their current provision and considering the future provision to at least maintain existing facilities but also consider other commercial provision to promote sustainability.

Objectives

- 4.28 To make this vision a reality, TVBC will seek to deliver the following objectives with local partners over the life of the strategy,
- **Enhancing existing assets** – in particular TVBC can achieve this through the enhancement or redevelopment of its ageing facilities, such as Andover Leisure Centre. Redevelopment of the site should seek to deliver some of the shortfalls identified in swimming, together with extreme sports.
 - **Appointment of a Key Partner post 2017** – Test Valley Borough Council’s operating contract with Valley Leisure Limited runs to 2017. Test Valley Borough Council should use the opportunity to develop a long term focus on not only facility provision but the need for a partner to develop and work closely with the Council in supporting the development of Sport and Recreation across the Borough, in particular the development of event programmes and activities which enhance the content, not just the assets. This could either be with Valley Leisure Limited or an alternative operator.
 - **Support the development of community focused facilities** (including sports pitches and ancillary indoor facilities) for the growing population, ensuring they link to the overall network within Test Valley. Test Valley Borough Council’s Community Asset Fund has been identified as a mechanism to help support facilities to become more community focused.

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- **Deliver the action plan within the PPS** which sets out some overarching actions for each individual sport and a site by site action plan and recommendations. In particular this focuses on a number of key areas, such as,
 - Enhancing the quality of TVBC owned and managed pitches and ancillary facilities
 - Improve the number of secured community use agreements with school sites
 - Support the growth of junior and mini teams
 - Focus resources on larger multi pitch sites
 - Support the expansion of key sports grounds, with the clubs
 - Seek the remarking of adult football pitches into mini and youth pitches
 - Support the local community to keep Hockey suitable surfaces available.
 - Increase rugby provision in the Borough.
- **Support and develop volunteers and coaches** to increase the numbers of people able to participate in supporting structures, through supporting community clubs. This will focus on not just traditional forms of sport but also more user accessible NGB programmes such as Walking Football, Rush Hockey and informal running groups.
- **Increase participation amongst all ages and particularly using opportunities in Sport and Recreation for young people (14-25 year olds)** to create a sporting habit for life.
- **Enhance and promote the access to the natural environment**, such as running groups, cycling routes and networks which encourage physical activity and use of natural resources.
- **Support and encourage the growth of new activities** (such as extreme sports) which can deliver physical activity to groups who wouldn't normally participate in sport. These could be developed commercially, particularly in the south of the Borough.

4.29 It is important to recognise that the Council will only be able to deliver on its strategic aspirations through working with key partners such as Health, Parish Councils, Education, Sports Clubs and other national bodies and should promote working in partnership.

4.30 These objectives have been developed into an outline action plan which can be used to deliver the overarching strategic vision and outcomes (Appendix H presents the action plan). The action plan focuses on the short (1-2 years), medium (3-5 years) and long term (5 years plus) approach.

Strategic Outcomes – Measuring Success

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4.31 The vision and objectives are expected to deliver a series of outcomes which have been established to enable TVBC (and its partners) to assess how successful the strategy has been over the life of the Strategy, recognising that even though all the actions may be delivered the outcomes may still not be achieved, due to external factors.

Table 4.2 – Key Outcomes

Key Outcome		Baseline (Existing Levels in Test Valley)	Target	How Measured
1	More People are Participating in Sport	• 44.6% of adults play sport at least once a week	Increase	Active People Survey
		• 44% of adults are inactive	Decrease	
2	More People are volunteering and coaching	• 4.3% of adults volunteering at least one hour per week	Increase	Active People Survey
		• 25.9% of people received coaching in last 12 months	Increase	
3	Sports Club Membership increasing	• 26.6% of people were members of sports clubs in last 4 weeks	Increase	Active People Survey
4	Increased satisfaction of Leisure Centres	• 65.4% of people were satisfied with local provision	Increase	Active People Survey
5	More People achieving 150 minutes of physical activity per week	• 59.8% of adults undertaking 150 minutes of moderate intensity physical activity per week	Increase	Active People Survey
6	Less people are overweight or obese	• 66.6% of adults are overweight	Decrease	Local Sport Profile (Sport England)
		• 13.2% of children are obese	Decrease	

4.32 The outcomes identified above will be used throughout the strategy's life to identify the trends in the performance against these outcomes and measures. It is recognised that in any one year there may be a reduction in the performance but the success of the strategy will mean that an improving trend will be seen.

4.33 In addition to the outcomes set out above TVBC will measure the success of the action plan, including the percentage of actions achieved, which will enable the review of the strategy to be considered against the action plan as well as the outcomes.

4.34 It should also be recognised that whilst the strategy is presented up until 2029, there is a need to review the strategy during this period. It is recommended that the strategy is reviewed in 2021, alongside the PPS.

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