

Strategic Assessment of Need for Pools Provision in Cotswold District

Facility Planning Model Local Runs

Report

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Draft Report

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1 INTRODUCTION

- 1.1 This report provides an overview of the current and future level of provision of Swimming Pools in Cotswold District. The assessment uses Sport England's Facilities Planning Model (FPM) and data from the National Facilities Audit run as of August 2016.
- 1.2 This report, and the data presented in the main outputs and maps, should not be considered in isolation and it is recommended that this analysis should form part of the wider assessment of provision at the local level, using other available information and knowledge. Guidance on the methodology to undertaking robust facilities needs and demand assessments can be found at <http://www.sportengland.org/facilities-planning/planning-for-sport/planning-tools-and-guidance/assessing-needs-and-opportunities-guidance/>
- 1.3 The FPM runs described here model the status quo in 2016 (Run 1) and the position in 2031 with changes in demand but no changes to supply (Run 2). It should be noted that Run 2 does not take into account any Local Plan housing requirements or any specific planned new developments. It is intended that appropriate contributions should be sought from new housing developments as and when any new developments come forward.

The Study Area

1. Describing the study area provides some points of explanation and a context for the report's findings. Customers/users of swimming pools do not respect local authority boundaries and whilst there are management and pricing incentives (and possibly disincentives) for customers to use sports facilities located in the area in which they live, there are some big determinants as to which swimming pool people will choose to use.
2. These are based on: how close the swimming pool is to where people live; the ease at which people can travel to the swimming pool; the age and condition of the facility; how full a facility is; its attractiveness; other facilities within/on the site such as a fitness suite; personal and family choice; and reasons for using a particular facility, such as a particular activity going on.
3. Consequently, in determining the position for Cotswold District, it is very important to take full account of the swimming pools in the neighbouring local authorities to the District. In particular, to assess the impact of overlapping catchment areas of facilities located in Cotswold District and those located outside the authority. For example, the nearest facility for some Cotswold District residents may be located outside the District boundary (known as exported demand) and for some residents of neighbouring authorities their nearest swimming pool is located within the District boundary inside (known as imported demand).

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4. Taking account of all these factors is achieved by establishing a study area which places Cotswold District at the centre of the study area and assesses the import and export of demand into and out of Cotswold District and reflects the location, age, condition and content of all the swimming pools.
5. In addition, this method embraces the National Planning Policy Framework approach of taking account of neighbouring authorities when assessing locally derived needs and development of a local evidence base for provision of services and facilities.
6. The study area for this assessment is the Cotswold District area and the authorities which surround it. A map of the study area is set out below as Figure 1.1. The report will concentrate on those authorities which have the most relevance for Cotswold District.

Figure 1.1: Map of the Study Area



2 SUPPLY OF POOLS

- 2.1 Table 2.1 demonstrates the existing supply in Cotswold District. In both Run 1 and 2 there are seven swimming pools spread across six sites which supply a total of 8,741 vpwpp (visits per week in the peak period). These are located in Westonbirt (Tetbury), Cirencester, Ullenwood (Cheltenham), Bourton-on-the-water (Gloucestershire), Moreton-in-Marsh (Gloucestershire) and Chipping Campden (Gloucestershire).
- 2.2 The supply of waterspace is 1,426sq.m but when scaled with hours available in the peak period this reduces to 977sq.m.

Table 2.1: Supply

Cotswold District Council	RUN 1 (2016)	RUN 2 (2031)
Number of pools	7	7
Number of pool sites	6	6
Supply of total water space in sq m	1,426	1,426
Supply of water space in sq m, scaled by hours available in the pp	977	977
Supply of total water space in vpwpp	8,471	8,471
Water space per 1000	17	16

- 2.3 Table 2.2 summarises the key facility characteristics within Cotswold District. Most of the pools are relatively new, the oldest facility, in terms of initial construction, being a commercial facility (the Fire Service College Leisure Club in Moreton-in-Marsh which was constructed in 1977 and refurbished in 2004); the other pools are public facilities. None of the other pools were built earlier than 1996, with the Leisure Centre in Cirencester only being built in 2006.

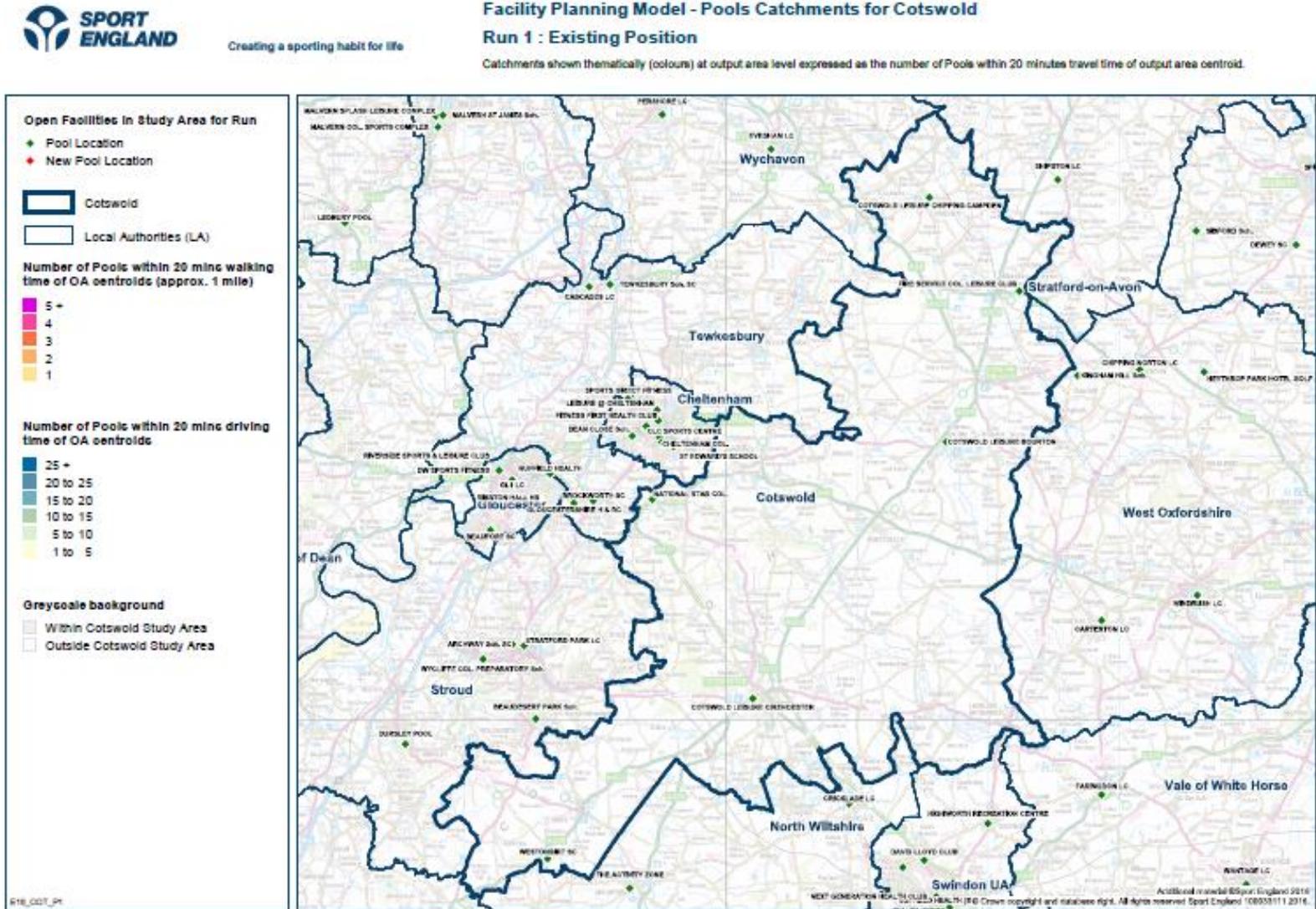
Table 2.2: Swimming Pool Facility Characteristics

Cotswold Facilities	Type	Yr Build	Yr Refurb	Weight Factor		P / C	Hrs in PP	Total Hrs	Capacity (vpwpp)
				2015	2031				
Cotswold Leisure, Bourton-on-the-Water	Main	2003		94%	67%	P	39.5	70	1481
Cotswold Leisure, Chipping Campden	Main	1996	2003	89%	51%	P	41.5	45.5	1121
Cotswold Leisure, Cirencester	Main	2006		97%	74%	P	51.5	80.5	3428
Cotswold Leisure, Cirencester	Learner	2006		97%		P	36	46.5	
Fire Service College Leisure Club, Moreton-in-Marsh	Main	1977	2004	64%	26%	C	27.5	31.5	1031
National Star College, Ullenwood	Main	2000	2008	96%	61%	P	14.5	28	404
Westonbirt Sports Centre, Westonbirt	Main	2005		96%	72%	P	28.75	45.25	1006

- 2.4 Figure 2.1 shows the geographical distribution of the pool sites. The majority of public facilities are located in the main population centres of Cirencester, Bourton-on-the-Water, Chipping Campden and Moreton-in-Marsh, although the District also has facilities in the rural locations of Ullenwood and Westonbirt.
- 2.5 By 2031 the attractiveness weights of all the facilities have declined significantly.
- 2.6 Note; Attractiveness weighting. Not all facilities are the same and users will find certain facilities more attractive to use than others. The model attempts to reflect this by introducing an attractiveness weighting factor, which affects the way visits are distributed between facilities. More information is provided in Appendix 1 to this report. It is noted that the attractiveness weighting for most of these pools is relatively high in Run 1, at over 90%; this decreases in Run 2, assuming no refurbishment of the facilities will have taken place.
- 2.7 This report does not include pools that are either closed (permanently or temporarily) or do not meet the FPM modelling parameters (in some cases both). That is, outdoor pools (lidos), pools solely for private use, or pools that are considered too small. However, the district does contain a number of smaller or outdoor pools. Due to the rural nature of the district, it could be considered that these smaller and outdoor pools do fulfil a need. For example, there is a recently refurbished lido in Cirencester, which sees a lot of use, plus a smaller small swimming pool at Northleach has recently received £7,000 from Gloucestershire County Council Active Together Grants. While the report does not include these facilities, it is acknowledged that, to an extent, they do fulfil a need.

2.8 The second run also includes a pool that is planned to be built in 2018, in Tewkesbury Leisure Centre.

Figure 2.1: Swimming Pool Facilities in Cotswold District in 2016 (Run 1)



3 DEMAND FOR POOLS

Table 3.1: Demand for Swimming Pool Facilities in Cotswold District

Cotswold District	Run 1 (2016)	Run 2 (2031)
Population	84,639	90,325
Swims demanded – vpwpp	5,175	5,213
Equivalent in water space – with comfort factor included	859	865
% of population without access to a car	11.9	11.9

- 3.1 For Cotswold District, the demand for swimming pool facilities from its population in Run 1 is for 5,175 vpwpp (visits per week in the peak period) or an equivalent of 859sq.m using standard model parameters. This increases only slightly to 5,218 vpwpp in 2031 or an additional 6sq.m of waterspace.
- 3.2 By 2031 the population of Cotswold District increases by approximately 7%. The population forecast is based on ONS sub-national population projections.
- 3.3 Table 3.2 shows demand as vpwpp per 1,000 persons for Cotswold District and the surrounding local authorities in the study area, the South West and England as a whole. In 2015 and 2031 Cotswold District has a demand per head less than the national average than the majority of other local authorities in the study area.
- 3.4 Whilst there is a growth in population, the population does not grow sufficiently to counter the general decline of demand between 2015 and 2031 due to an ageing population.

Table 3.2: Visits per week in the Peak Period Per 1,000 Persons

	2016	2031
ENGLAND TOTAL	64.7	62.4
SOUTH WEST TOTAL	63.0	59.9
Cotswold	61.1	57.7
Vale of White Horse	63.6	60.9
West Oxfordshire	63.5	60.4
Swindon UA	65.7	63.3
North Wiltshire	64.0	61.0
West Wiltshire	63.3	59.9
Cheltenham	64.4	62.2
Stroud	62.6	59.6
Tewkesbury	62.8	60.2
Stratford-on-Avon	61.2	57.4
Wychavon	61.4	58.0

- 3.5 In Cotswold District about 12% of the population has no access to a car, compared with about 25% nationally. About 82% of the District's population is more than a 20-minute walk from a pool in Run 1; this decreases very little in Run 2. There are also several areas with journeys above 20 minutes in a car; to the south east of Cotswold these include Aldsworth, Coln St Aldwyns and Quenington, to the west this includes areas such as Edgeworth.
- 3.6 The location of the demand for swimming facilities is shown in Figures 3.1 and 3.2. While demand is fairly evenly spread around Cotswold District, the greatest demand is concentrated around Cirencester.

Figure 3.1: Demand for Swimming Pool Facilities in Cotswold District in 2016 (Run 1)

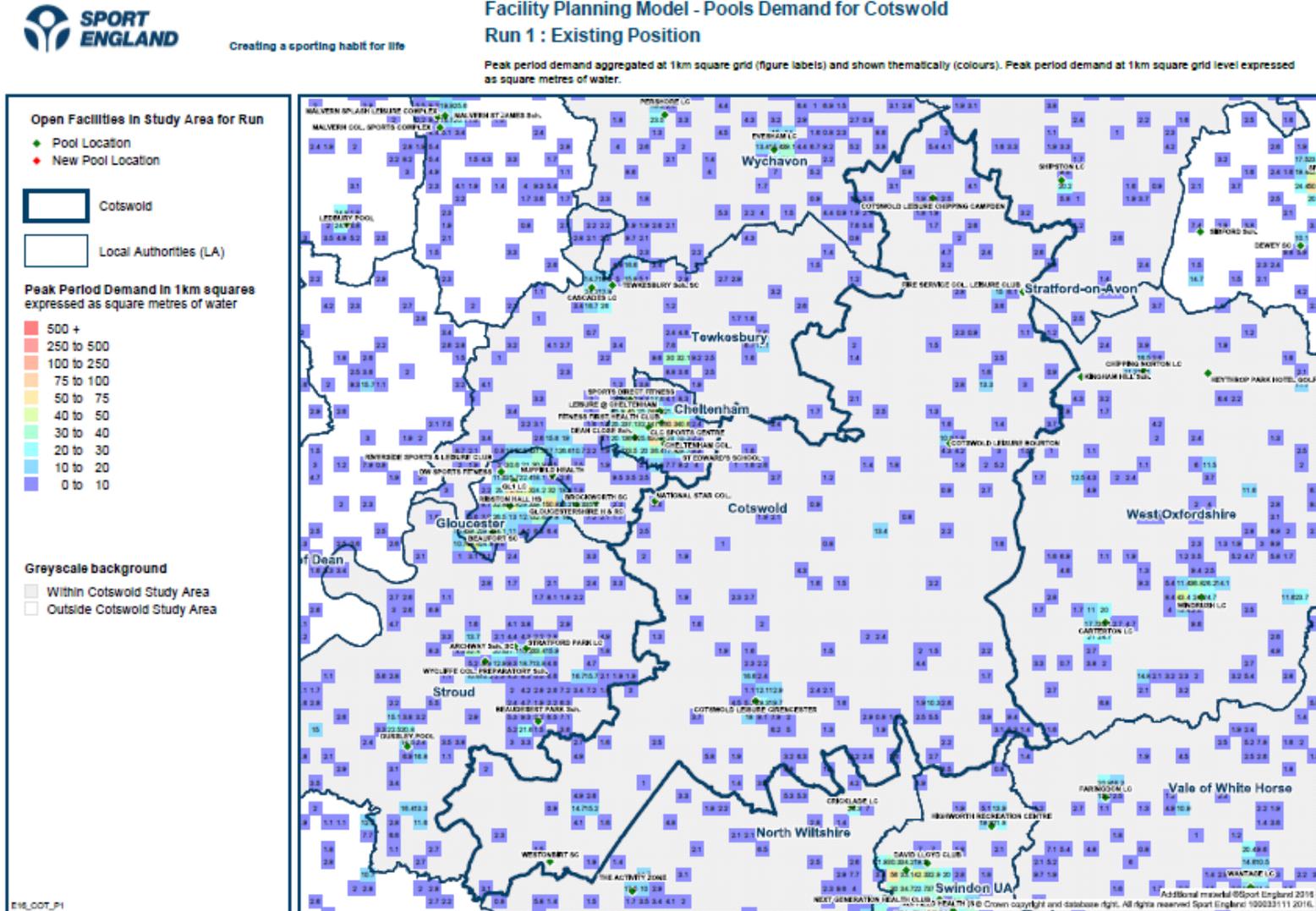
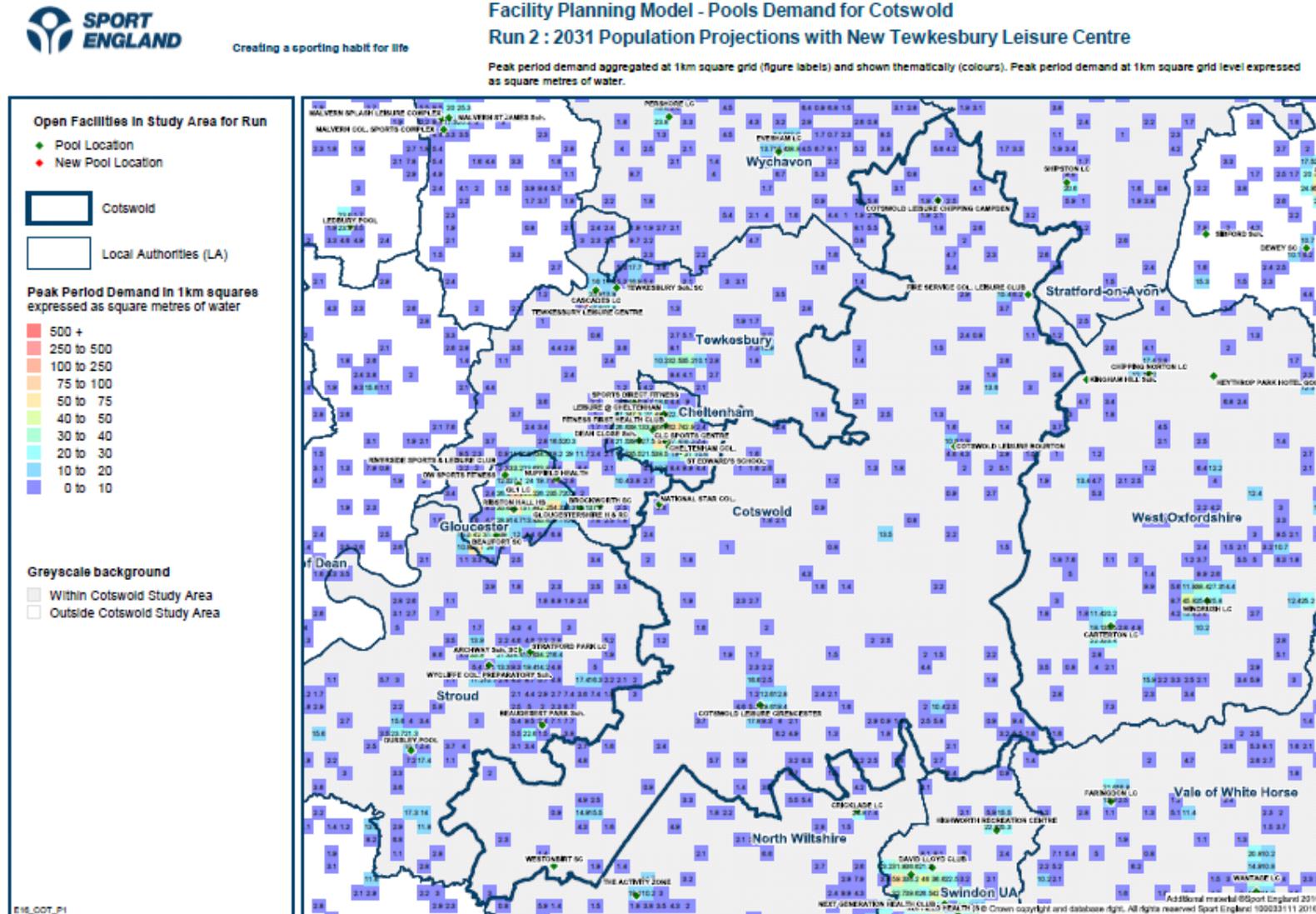


Figure 3.2: Demand for Swimming Pool Facilities in Cotswold District in 2031 (Run 2)



3.7 The following maps and graphs show the relevant walk time and drive time catchments for facilities in Cotswold District and the surrounding areas. The maps show that residents in Bourton-on-the-Water, Chipping Campden, Cirencester, Moreton-in-Marsh and Westonbert can walk to a facility. However, the graph shows that over 80% of residents of the District cannot walk to a pool.

Figure 3.5: Percentage population within drive catchment of available pool sites

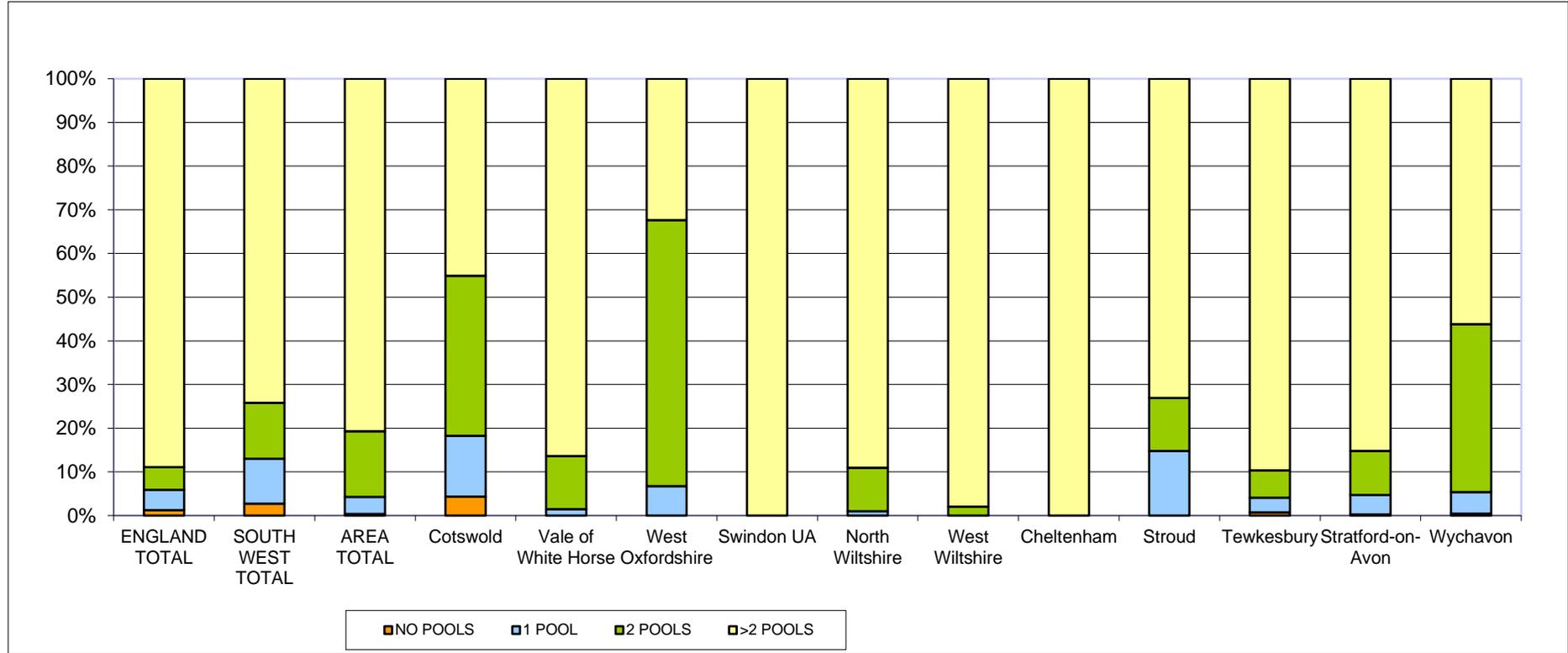


Figure 3.6: Percentage population within 20mins walking time of pool sites

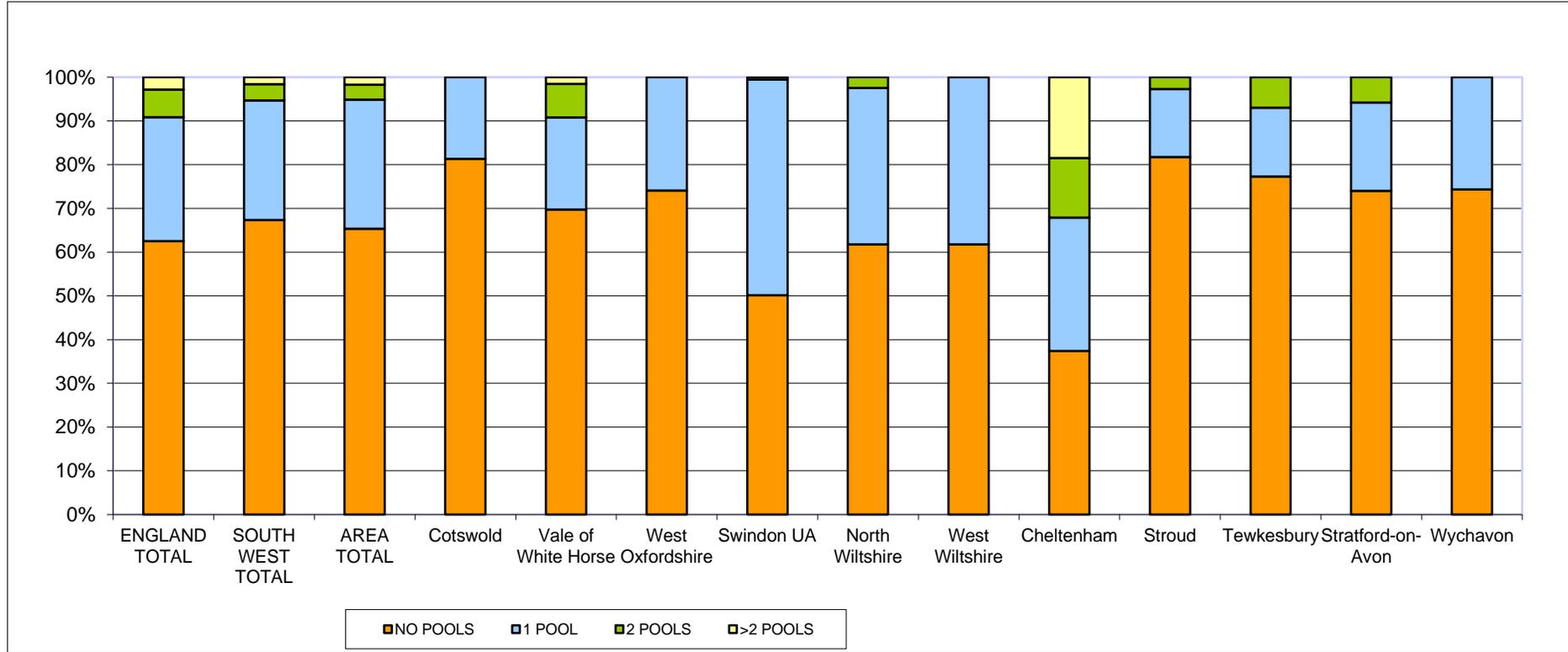


Figure 3.7: Percentage population within drive catchment of available pool sites

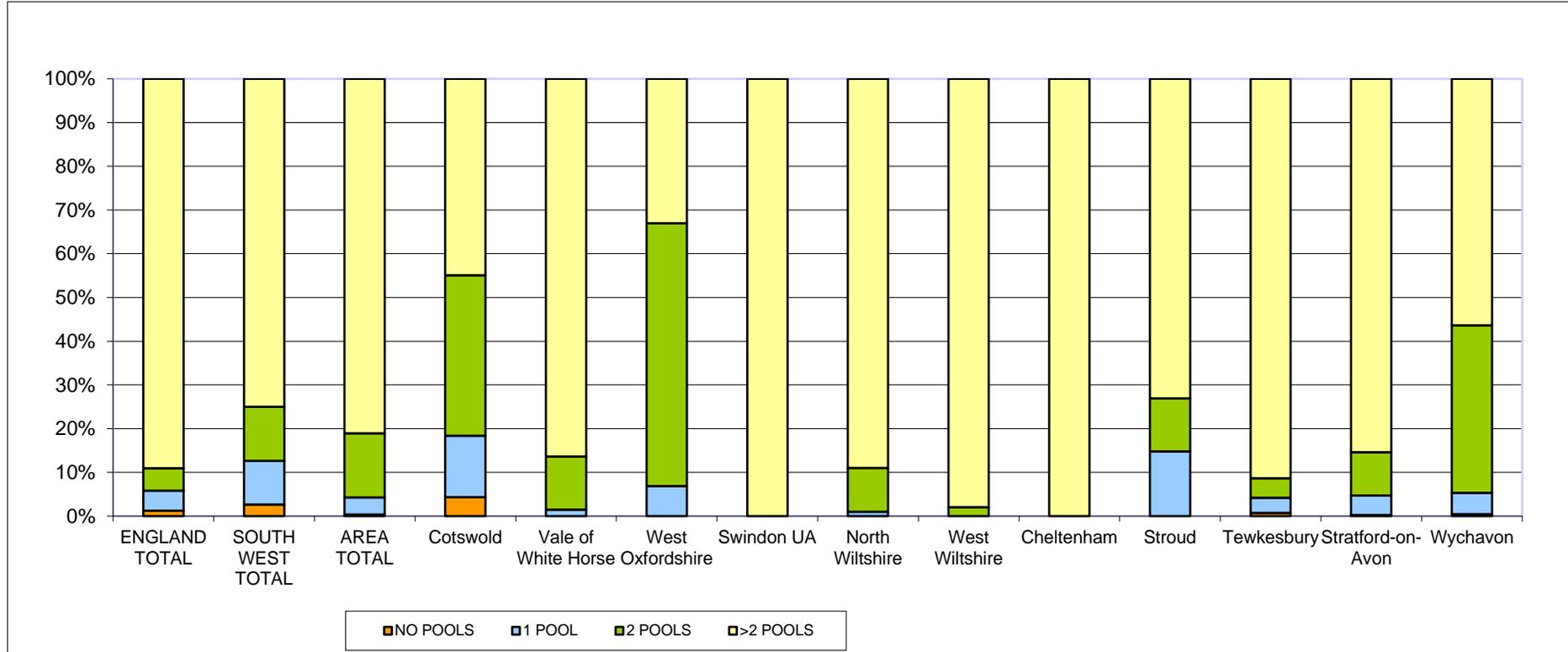
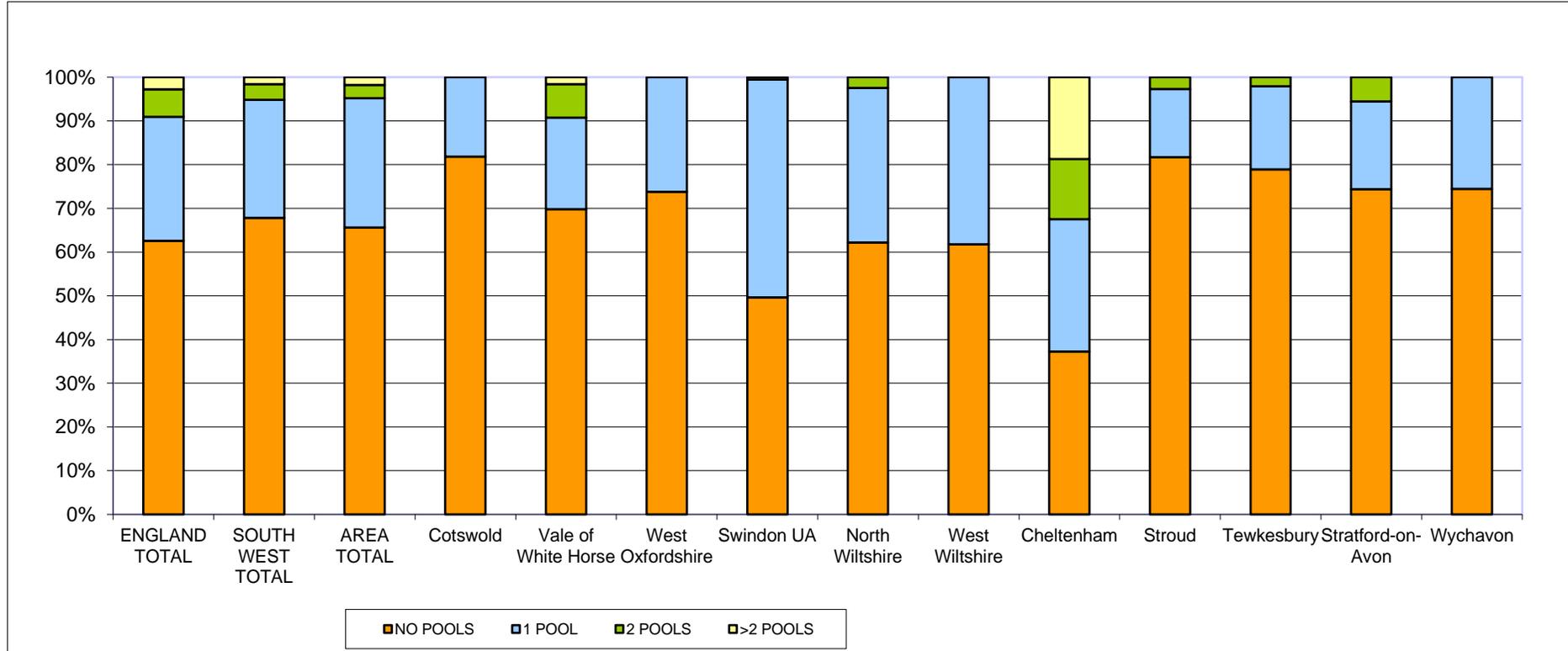


Figure 3.8: Percentage population within 20mins walking time of pool sites



4 SUPPLY & DEMAND BALANCE

- 4.1 Supply and demand balance only provides a 'global' view of provision – it compares total demand generated for swimming pools within Cotswold District with the total supply of swimming pools within the authority area. This therefore represents an assumption that ALL the demand for swimming pools in Cotswold District is met by ALL the supply of swimming pools within the District (Note: it does exactly the same for the other local authorities in the study area).
- 4.2 This measure takes no account of the geographical distribution of supply and demand. It also takes no account of the ability of users to access pools outside Cotswold District, or of users from outside District to access pools within the authority area.
- 4.3 Table 4.1 shows that resident population of Cotswold District is estimated to generate a demand for a minimum of 859sq.m of waterspace (taking into account the comfort factor). This compares with a current available supply of 977sq.m of water space (taking account of the hours available for community use) and results in a supply/demand balance of 118sq.m in 2015 and around 112sq.m in 2031. Therefore supply is marginally greater than demand in 2015. Supply is greater than demand in both runs by less than one 'standard' pool.

Table 4.1: Supply/Demand Balance

Cotswold District	Run 1 (2016)	Run 2 (2031)	Difference
Supply - Swimming pool provision (sq.m) scaled to take account of hours available for community use	977	977	0
Demand - Swimming pool provision (sq.m) taking into account a 'comfort' factor	859	865	6
Supply / Demand balance - Variation (sq.m) of provision available compared to the minimum required to meet demand.	118	112	6

- 4.4 For more comfortable provision, supply should be greater than demand. If supply only matches demand then all pools would need to be full all of the time in order to meet all demand. Where demand exceeds supply, this gives the first indication that the pool will be full to capacity and that demand for swimming might go unmet.

- 4.5 It is important to reiterate that this section only provides a global view of provision and does not take account of a number of important factors including the location of facilities in relation to demand, how accessible facilities are to the resident population (by car and on foot) and cross boundary flows. Cotswold District residents will use pools in adjacent areas which may be closer to where they live or less busy than the pool in the South West. These factors are covered in the more detailed modelling outputs in the following sections.

5 SATISFIED DEMAND

- 5.1 Table 5.1 shows that nearly 90% of demand is satisfied in Run 1; this remains the same in Run 2. This is comparable to the demand satisfied across England (around 92%) and the South West (about 91%). The demand satisfied by public transport (around 3%) is relatively low; this is likely to be due to the rural nature of the District.
- 5.2 74% of Cotswold District demand is retained within the District in Run 1; this remains almost the same in Run 2, so around a quarter of demand which is satisfied is met outside of Cotswold District. Exported demand goes mainly to Swindon, West Oxfordshire, North Wiltshire and Stroud, (with these districts combined responsible for 31% or 1,074 vpwpp of Cotswold District's satisfied demand in Run 1 and 34% or 1,189 vpwpp in Run 2).

Table 5.1: Satisfied Demand

Cotswold District	Run 1 (2016)	Run 2 (2031)
Total number of visits which are met (vpwpp)	4,633	4,666
% of total demand satisfied	89.5	89.5
Total Annual Throughput (visits per year)	288,241	305,294
% of demand satisfied who travelled by car	91.2	91.1
% of demand satisfied who travelled by foot	5.6	5.7
% of demand satisfied who travelled by public transport	3.3	3.3
Demand Retained (vpwpp)	3,429	3,490
Demand Retained - as a % of Satisfied Demand	74.0	74.8
Demand Exported (vpwpp)	1204	1176
Demand Exported - as a % of Satisfied Demand	26.0	25.2

- 5.3 The import/export maps, provided below, show the numbers of visits exported to and imported from each of the surrounding local authorities.

Figure 5.1: Pools Import/Export for Cotswold District in 2016 (Run 1)



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Facility Planning Model - Pools Import/Export for Cotswold
RUN1: Existing Position

Imported and exported demand between study area and surrounding local authorities shown thematically (size of lines) as visits per week in the peak period.

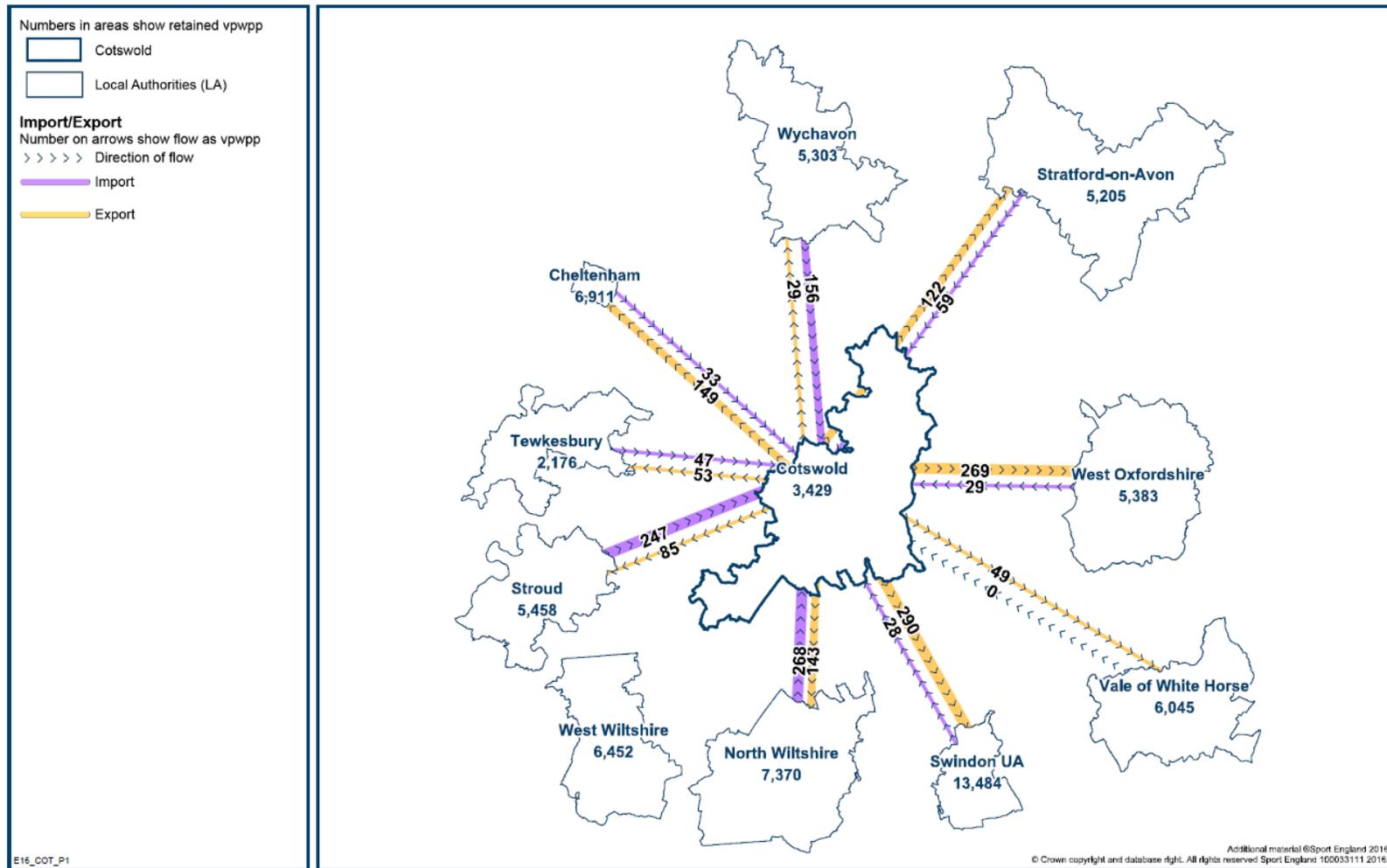
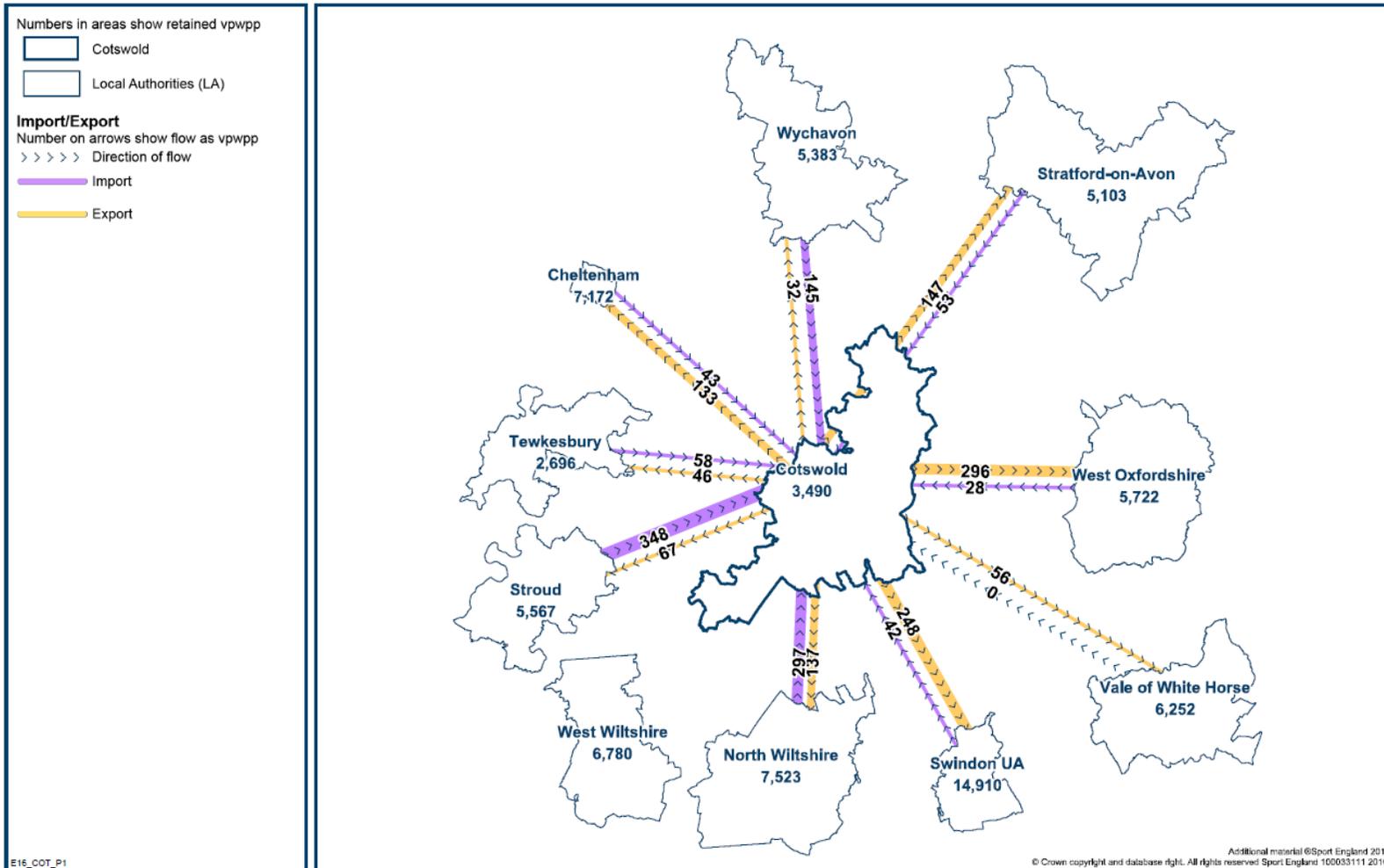


Figure 5.2: Pools Import/Export for Cotswold District in 2031 (Run 2)

**Facility Planning Model - Pools Import/Export for Cotswold
Run 2 : 2031 Population Projections with New Tewkesbury Leisure Centre**

Imported and exported demand between study area and surrounding local authorities shown thematically (size of lines) as visits per week in the peak period.



6 UNMET DEMAND

- 6.1 Table 6.1 shows that the level of unmet demand in Cotswold District increases very slightly between runs from around 90-91sq.m or less than half of a 25m pool.
- 6.2 The unmet demand is almost entirely due to residents being outside of the catchment at 99.1%. Of that 99.1% around 43% is due to those residents who do not have access to a car.

Table 6.1: Unmet Demand

Cotswold District	RUN 1 (2016)	RUN 2 (2031)
Total number of visits in the peak, not currently being met (vpwpp)	542	547
Unmet demand as a % of total demand	10.5	10.5
Equivalent in Water space m ² - with comfort factor	90	91
% of Unmet Demand due to:		
Lack of Capacity -	0.9	1.0
Outside Catchment -	99.1	99.0
Outside Catchment:	99.1	99.0
% Unmet demand who do not have access to a car	55.3	55.5
% of Unmet demand who have access to a car	43.8	43.6
Lack of Capacity:	0.9	1.0
% Unmet demand who do not have access to a car	0.2	0.2
% of Unmet demand who have access to a car	0.7	0.7

- 6.3 Table 6.2 converts the percentage of unmet demand to vpwpp rounded to the nearest person. It can be seen that the bulk of unmet demand is due to walkers and drivers being outside a pool catchment. There is very little unmet demand due to a lack of capacity.

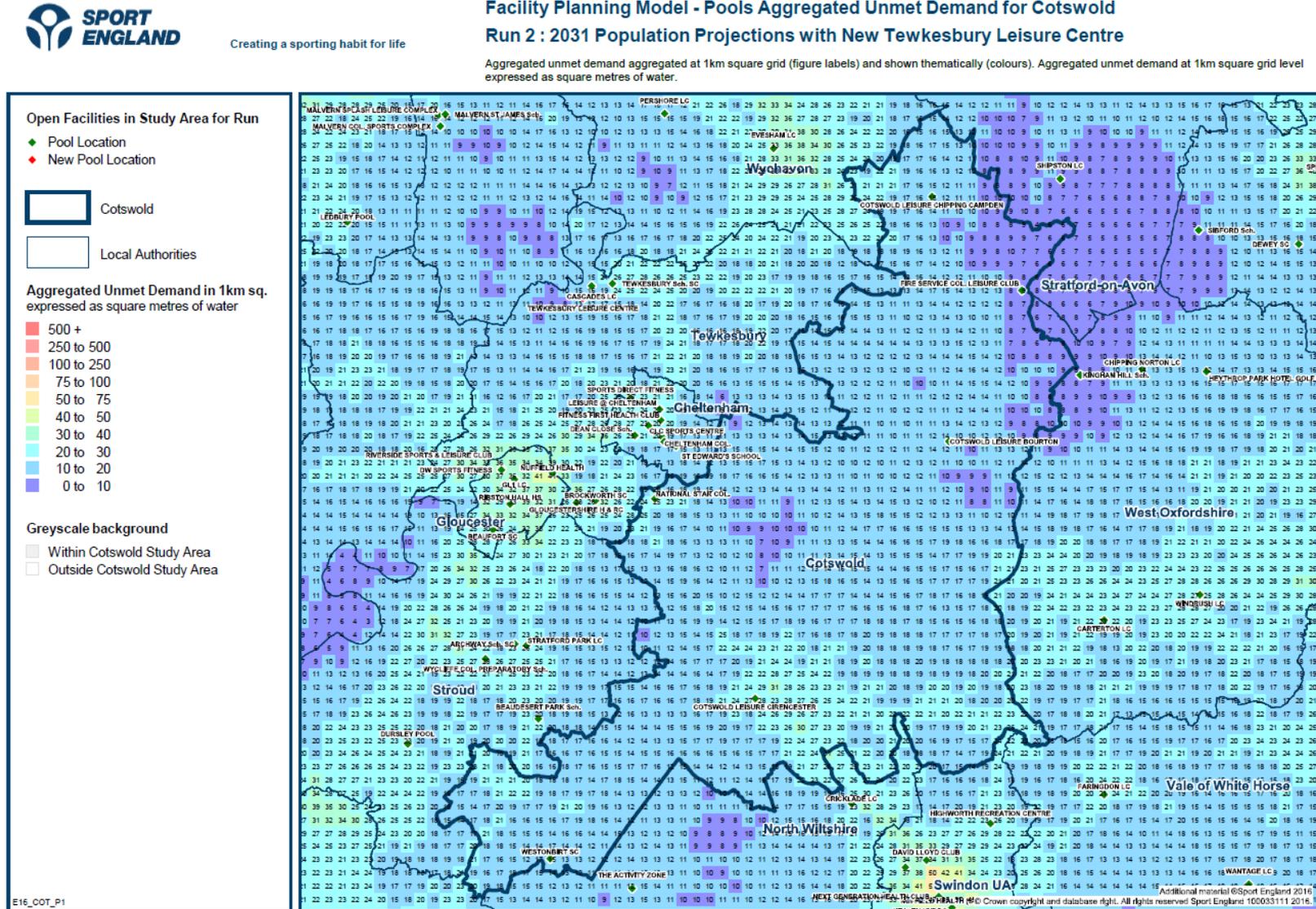
Table 6.2: vpwpp not met

	Run 1 (2016)	Run 2 (2031)
Outside Catchment	537	541
No Car	300	303
Car	238	238
Lack of Capacity	5	5
No Car	1	1
Car	4	4

6.4 Figures 6.1 and 6.2 show that there is very little change in unmet demand between each Run, which is generally low around the District, but mainly concentrated around Cirencester.

- 6.5 The aggregated unmet demand maps shows how much unmet demand could be met by locating a pool in a particular square kilometer.
- 6.6 Most unmet demand would be met by a facility to the south of the Cirencester area. However in any one location only around 25sq.m to a maximum of 28sq.m would be met, this is less than 1 lane of a 25m pool. Figure 6.1: Unmet Demand for Swimming Pool Facilities in Cotswold District in 2031 (Run 2)

Figure 6.4: Agregated unmet demand for pools in Cotswold District in 2031 (Run 2)



7 USED CAPACITY

7.1 Table 7.1 shows that overall, swimming pools in Cotswold District are about 51% utilised in Run 1 and nearly 54% utilised in Run 2. This is well below the nominal recommended comfort level of 70%.

Table 7.1: Used Capacity

Cotswold District	Run 1 (2016)	Run 2 (2031)
Total number of visits used of current capacity (vpwpp)	4,366	4,602
% of overall capacity of pools used	51.5	54.3
% of visits made to pools by walkers	5.9	5.7
% of visits made to pools by road	94.1	94.3
Visits Imported; Number of visits imported (vpwpp)	937	1,113
As a % of used capacity	21.5	24.2
Visits Retained: Number of Visits retained (vpwpp)	3,429	3,490
As a % of used capacity	78.5	75.8

7.2 Figures 7.1 and 7.2 show utilisation for each site in Cotswold District and the overall averages for the surrounding local authorities.

7.3 There is a range in the utilisation at individual sites in Cotswold District from the highest being Cotswold Leisure in Cirencester and the lowest being the Fire Service College Leisure Club (a 'commercial' facility) in Moreton-in-Marsh. There may be an opportunity to investigate additional use of this facility. Only the highest individual utilisation (Cirencester in Run 2) touches the 70% comfort level.

7.4 Utilisation in the surrounding local authorities varies. Swindon, West Wiltshire and Stroud all have utilisation levels above the recommended comfort levels, while other authorities such as Vale of White Horse and North Wiltshire have even lower utilisation levels that of Cotswold District.

Figure 7.1: Utilised Capacity in Cotswold District's Pools (%)

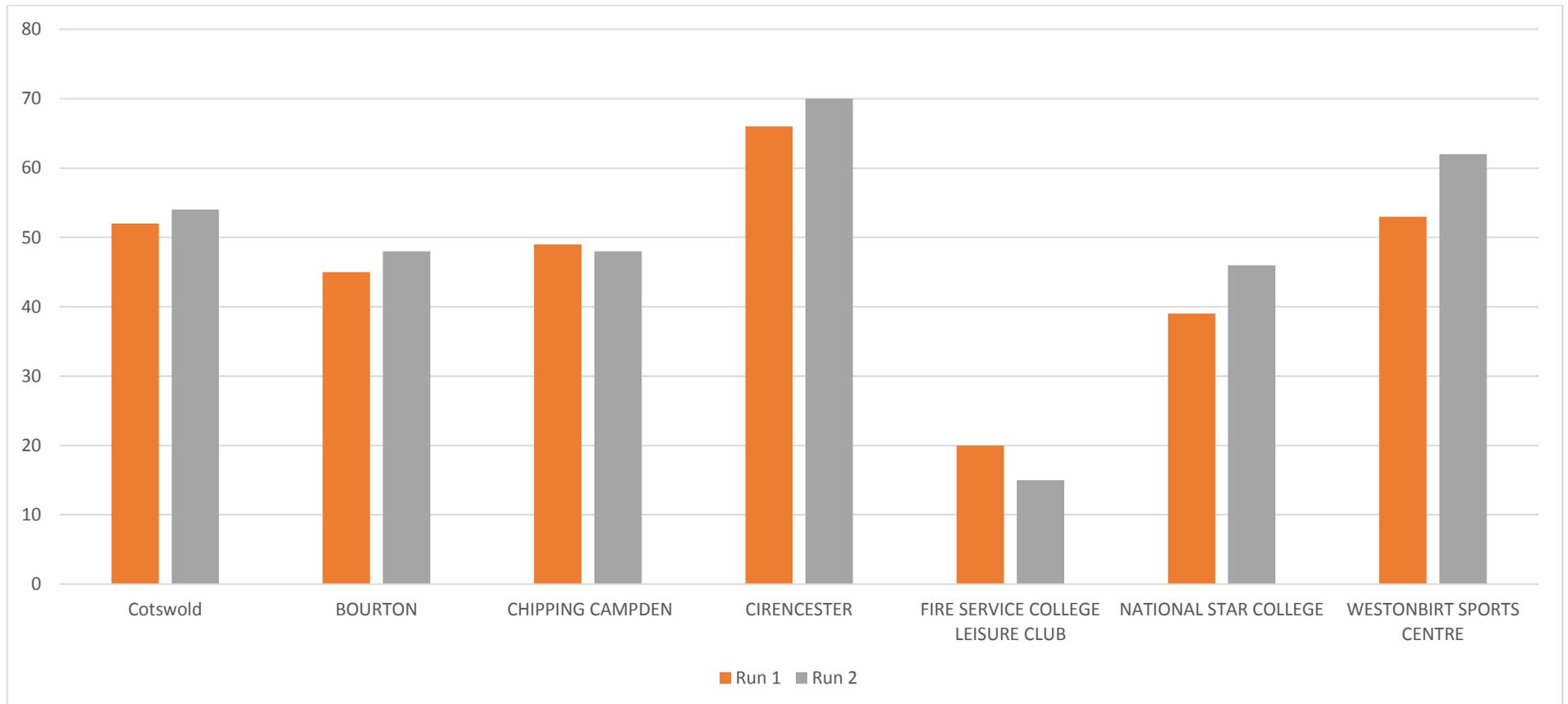


Figure 7.2: Utilised Capacity in Surrounding Districts' Pools (%)

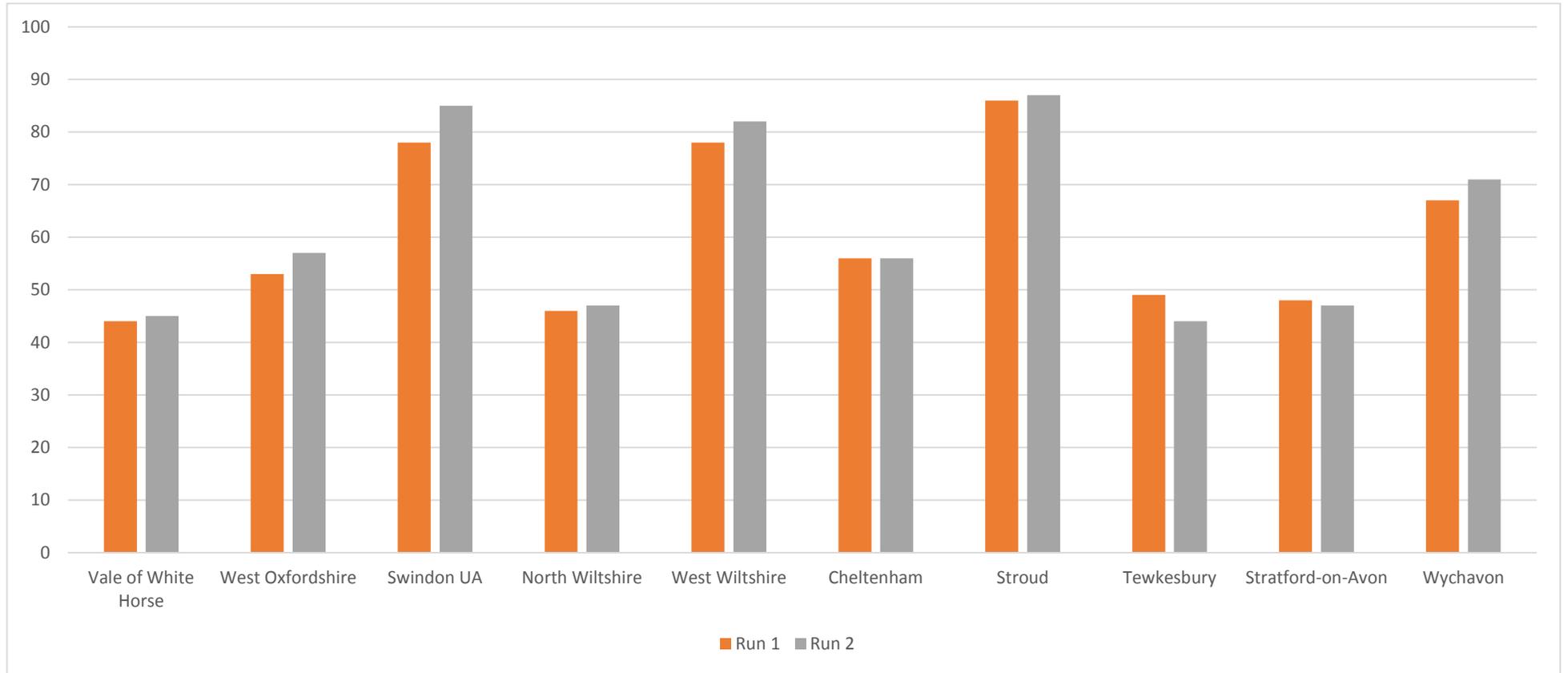


Table 7.2: Individual Sites Utilised Capacity

STUDY AREA	RUN 1 (2016)	RUN 2 (2031)
FPM Total	65	69
England Total	66	69
South West Total	60	64
Area Total	58	60
Cotswold	52	54
Cotswold Leisure, Bourton-on-the-Water	45	48
Cotswold Leisure, Chipping Campden	49	48
Cotswold Leisure, Cirencester	66	70
Fire Service College Leisure Club, Moreton-in-Marsh	20	15
National Star College, Ullenwood	39	46
Westonbirt Sports Centre, Westonbirt	53	62
Vale of White Horse	44	45
Abingdon School	72	86
Brookes Sport Botley	27	28
De Vere Venues (Milton Hill House)	41	47
Faringdon Leisure Centre	53	59
Our Ladys Abingdon	58	32
Park Club Milton	52	53
Radley College Sports Centre	18	15
Wantage Leisure Centre	62	60
White Horse Leisure & Tennis Centre	37	40
West Oxfordshire	53	57
Carterton Leisure Centre	74	80
Chipping Norton Leisure Centre	44	48
Heythrop Park Hotel Golf And Country Club	19	21
Kingham Hill School	21	22
Windrush Leisure Centre	73	76
Swindon UA	78	85
David Lloyd Club (Swindon)	67	87
Dorcan Recreation Complex	100	88
DW Sports Fitness (Swindon)	83	92
Health Hydro	79	96
Highworth Recreation Centre (The Rec)	73	53
Link Centre	100	97
Next Generation Health Club (Swindon - Kembrey Park)	50	68
Nuffield Health (Swindon)	100	100
Ridgeway Leisure Centre	51	57

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North Wiltshire	46	47
Blackland Leisure Health & Fitness Club	15	17
Calne Leisure Centre	26	16
Cricklade Leisure Centre	39	38
Lime Kiln Leisure Centre	38	41
Lucknam Park Leisure Spa	31	27
Olympiad Leisure Centre	72	73
Springfield Community Campus	70	76
St Mary's Sports Centre	50	59
The Activity Zone	71	75
Wiltshire Golf and Country Club	36	40
West Wiltshire	78	82
Bradford on Avon Swimming Pool	65	79
Melksham Blue Pool	100	100
The Halcyon Spa	39	39
Trowbridge Sports Centre	100	100
Warminster Sports Centre	65	76
Westbury Swimming Pool	100	100
Cheltenham	56	56
Cheltenham College	73	87
Cheltenham College	73	87
Clc sports Centre	69	80
Dean Close School	53	44
Fitness First Health Club (Cheltenham)	48	70
Leisure @ Cheltenham	53	35
St Edward's School	35	27
Stroud	86	87
Archway School Sports Centre	44	73
Beaudesert Park School	100	100
Dursley Pool	93	97
Stratford Park Leisure Centre (Site 1)	100	80
Wycliffe College Preparatory School	96	100
Tewkesbury	49	44
Brockworth Sports Centre	61	39
Cascades Leisure Centre	34	20
Gloucestershire Health & Racquets Club	53	70
Sports Direct Fitness (Cheltenham)	33	36
Tewkesbury Leisure Centre	0	51
Tewkesbury School Sports Centre	85	36
Stratford-on-Avon	48	47
Shipston Leisure Centre	35	39
Southam Leisure Centre	47	43
Stratford Leisure Centre	49	39
Studley Leisure Centre	100	100
The Club and Spa at the Walton Hall Hotel	22	17

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Vital Health & Wellbeing (Alveston Manor)	39	52
Wildmoor Spa & Health Club	46	58
Wychavon	67	71
David Lloyd Club (Worcester)	55	72
Droitwich Spa Leisure Centre	59	59
Evesham Leisure Centre	100	100
Pershore Leisure Centre	48	49

- 7.1 Total imported demand tends to increase between Runs. Imported demand comes mainly from Stroud (about 7% or 247 vpwpp of demand satisfied in Cotswold District in Run 1 increasing to 10% or 348 vpwpp in Run 2) and North Wiltshire (about 7.5% or 268 vpwpp of demand satisfied in Cotswold District in Run 1 increasing to about 8.5% or 297 vpwpp). Smaller amounts (under 4% of demand satisfied in Cotswold District) are also imported from areas such as Swindon, West Oxfordshire, Stratford-on-Avon and Tewkesbury, with no demand at all satisfied from the Vale of White Horse.
- 7.2 The import/export maps, provided above, show the numbers of visits exported to and imported from each of the surrounding local authorities.

8 LOCAL/RELATIVE SHARE

- 8.1 Table 8.1 helps to show which areas have a better or worse share of facility provision. It takes into account the size and availability of facilities as well as travel modes. It helps to establish whether residents within a particular area have less or more share of provision than other areas when compared against a national average figure which is set at 100.
- 8.2 Compared with the FPM average, Cotswold District is well supplied with pools.
- 8.3 The Local Share maps below illustrate the geographical pattern of the supply/demand ratio. Each square on the map shows the share of water for that square, divided by the demand for that square. A value greater than one shows a local excess of supply; a value less than one shows a deficit. These values can be directly compared for all both runs since they are independent of national changes.

Table 8.1: Share

Cotswold District	RUN 1 (2016)	RUN 2 (2031)
Local Share: where values <1 indicates deficit; values >1 indicate surplus	1.6	1.1
Score - with 100 = FPM Total (England and also including adjoining LAs in Scotland and Wales)	145.5	165.6
+/- from FPM Total (England and also including adjoining LAs in Scotland and Wales)	45.5	65.6

- 8.4 Figures 8.1 and 8.2 illustrate the geographical pattern of the share. Share is poorest in the south-east of Cotswold District and highest in the north in both runs.

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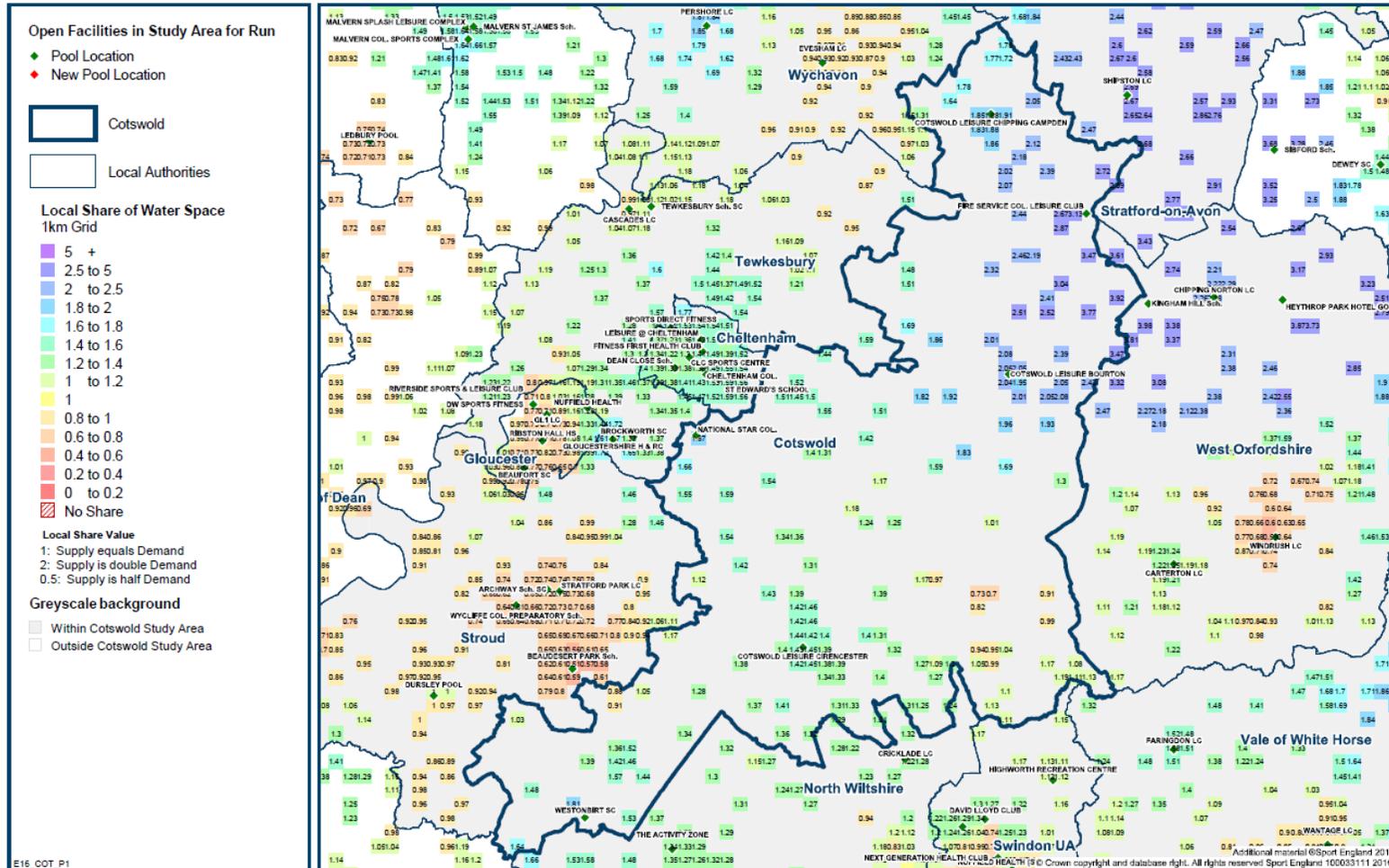
Figure 8.1: Pools Local Share for Cotswold District in 2016 (Run 1)



Creating a sporting habit for life

Facility Planning Model - Pools Local Share for Cotswold
Run 1 : Existing Position

Share of water divided by demand. Data outputs shown thematically (colours) and aggregated at 1km square (figure labels).



Creating a lifelong sporting habit

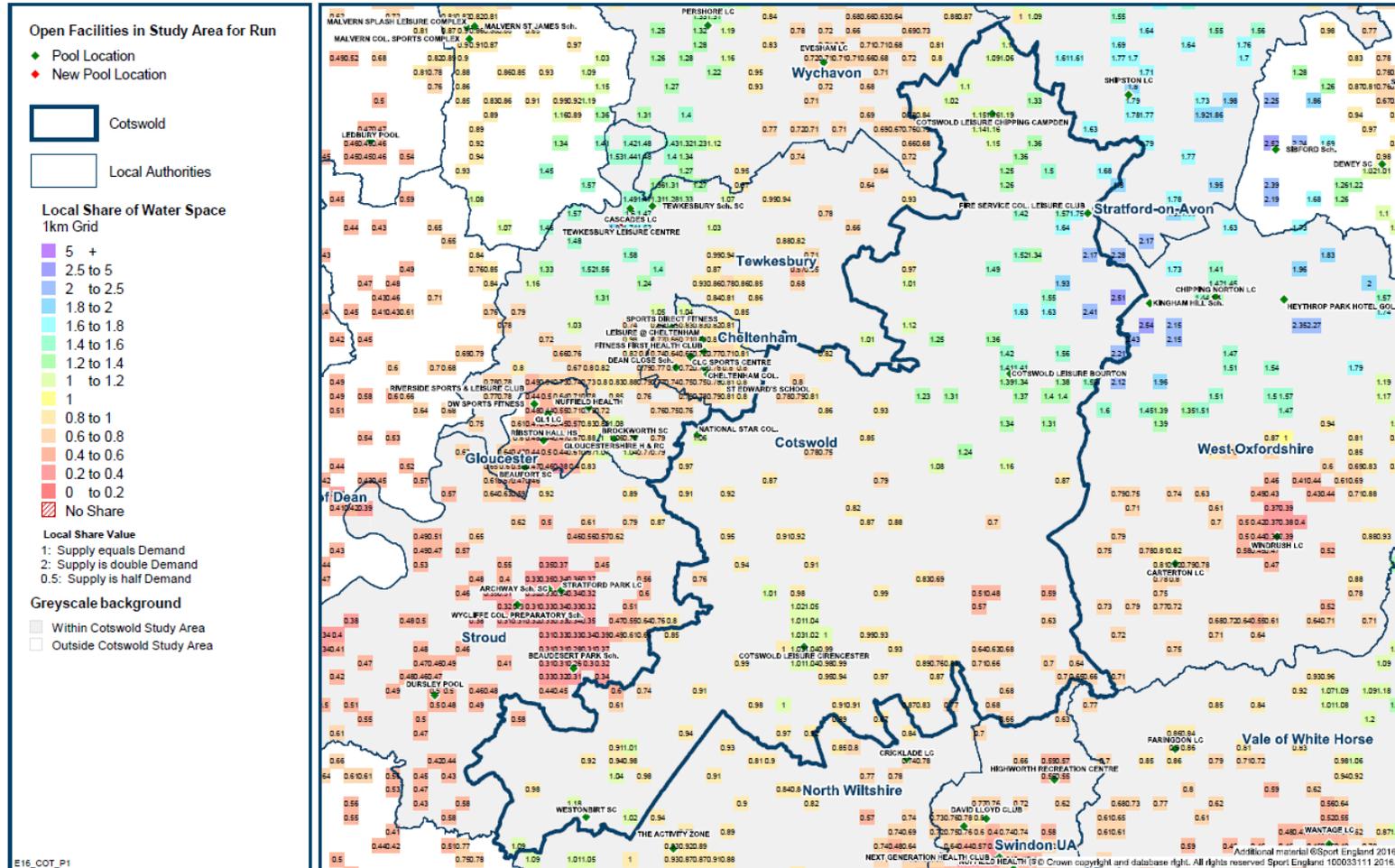
Figure 8.1: Pools Local Share for Cotswold District in 2016 (Run 1)



Creating a sporting habit for life

Facility Planning Model - Pools Local Share for Cotswold
Run 2 : 2031 Population Projections with New Tewkesbury Leisure Centre

Share of water divided by demand. Data outputs shown thematically (colours) and aggregated at 1km square (figure labels).



9 ANNUAL THROUGHPUT

- 9.1 Table 9.1 shows annual throughput for facilities in Cotswold District and the totals for the surrounding areas. These are in line with the findings in the preceding sections. Note that the opening of Tewkesbury Leisure Centre increases the throughput in Tewkesbury considerably, while in Run 2 the throughput of the Fire Service College Leisure Centre has dropped. The throughput of the Leisure Centre at Cirencester also increases by almost 10,000 in Run 2.
- 9.2 Note that the calculation of annual throughput makes a number of simplifying assumptions and so should only be taken as a guide.

Table 9.1: Individual Sites (Projected Annual Throughput)

STUDY AREA	RUN 1 (2016)	RUN 2 (2031)
FPM Total	242,466,249	255,731,083
England Total	238,588,268	251,868,207
South West Total	22,932,517	24,718,843
Area Total	5,761,866	6,110,927
Cotswold District	288,241	305,294
Cotswold Leisure, Bourton-on-the-Water	49,849	52,197
Cotswold Leisure, Chipping Campden	29,697	29,127
Cotswold Leisure, Cirencester	148,457	158,376
Fire Service College Leisure Club, Moreton-in-Marsh	11,194	8,597
National Star College, Ullenwood	12,355	14,602
Westonbirt Sports Centre, Westonbirt	36,690	42,395
Vale of White Horse	576,502	602,341
West Oxfordshire	411,757	438,776
Swindon UA	1,057,914	1,158,994
North Wiltshire	610,893	630,957
West Wiltshire	477,017	502,356
Cheltenham	637,949	637,326
Stroud	409,041	407,772
Tewkesbury	318,576	420,154
Stratford-on-Avon	476,633	470,556
Wychavon	497,343	536,403

10 SUMMARY

- 10.1 The Facilities Planning Model (FPM) runs described here model the status quo in 2016 (Run 1) and the position in 2031 with changes in demand but no changes to supply (Run 2).
- 10.2 The supply of pools in Cotswold District was modelled as providing 8,471 vpwpp (visits per week in the peak period) in both model runs (see Section 2).
- 10.3 The population forecast is based on ONS sub-national population projections. For other local authorities the standard ONS projections were used. In Cotswold District, the demand from this population, derived using standard model parameters, is for 5,175vpwpp in 2016 (Run 1) and 5,213 vpwpp in 2031 (Run 2) (see Section 3).
- 10.4 Converting demand as vpwpp to square metres of water and comparing this with supply, also scaled to square metres of water, shows that there is a small excess of supply in 2016 and that supply almost exactly matches demand in 2031. However, this measure takes no account of the relative locations of supply and demand and does not allow for flow of demand between local authorities (see Section 4).
- 10.5 In both Runs 89.5% of demand is satisfied in Cotswold District (see Section 5).
- 10.6 The bulk of unmet demand can be attributed to walkers and drivers outside the catchment area of a swimming pool (see Section 6).
- 10.7 The model shows that 74% of satisfied demand is retained in Cotswold District in Run 1 and about 75% in Run 2. Exported demand goes mainly to Swindon, West Oxfordshire, North Wiltshire and Stroud (see Section 5).
- 10.8 Imported demand makes up about 21.5% of the used capacity within Cotswold District in Run 1, and about 24% in Run 2. Imported demand comes mainly from Stroud and North Wiltshire (see Section 7).
- 10.9 Total average utilisation in Cotswold District is about 51% in Run 1, increasing to nearly 54% in Run 2. The surrounding local authorities utilisation levels vary around this (see Section 7).

- 10.10 Compared with the FPM average, Cotswold District is well supplied with pools (see Section 8), but those pools are underutilised.
- 10.11 In conclusion, there appears to be no need for further pool space in Cotswold District, as most of the existing swimming pools are underutilised, despite the fact that the majority of the pools have a good attractiveness rating and are accessible within a 20 minute drive. Therefore there is no case for allocating land or funding for new pools.
- 10.12 The main issue would be around the pool within the Cirencester Leisure Centre, which is approaching its comfortable capacity. However, even by 2031 it is not considered that it will be over its comfortable capacity. Should large new housing growth be planned close to the Cirencester area, however, the issue of investment into this pool should be investigated further, as this is likely to place this facility under further pressure.
- 10.13 As the pools continue to age and their attractiveness rating decreases, consideration should be given to seeking contributions from future housing developments in order that the current good attractiveness ratings can be maintained in the future (i.e., that the quality of the pools can be maintained).