



# **SPORT AND RECREATION STRATEGY (2015-2029)**

## **APPENDICES**

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# Appendix A

## Review of Strategic Documents

Please note – where possible we have provided weblinks to the documents. For ease we have put the weblinks at the end of the table.

Plan/Strategy	Prepared By	Key Themes/Outcomes	Relevance to Test Valley Sport and Recreation Provision
National Planning Policy Framework (NPPF)	DCLG	<p>Establishes the requirement that Local Plans must ensure the provision of proper and adequate facilities to meet local needs. In particular this states:</p> <p>‘Access to high quality open spaces and opportunities for sport and recreation can make an important contribution to the health and well-being of communities. Planning policies should be based on robust and up to date assessments of the needs for open space, sports and recreation facilities and opportunities for new provision. The assessments should identify specific needs and quantitative or qualitative deficits or surpluses of open space, sports and recreational facilities in the local area. Information gained from the assessments should be used to determine what open space, sports and recreational provision is required.’</p> <p>The NPPF also states that existing open space, sports and recreational buildings and land should not be built upon unless</p> <ul style="list-style-type: none"> <li>• An assessment has identified them as surplus</li> <li>• The resulting loss would be replaced by equivalent or better provision</li> <li>• The development is for alternative provision the needs which outweigh the loss</li> </ul>	<p>There is a need to take account of the NPPF in establishing planning policy and determining planning applications for Sport and Recreation provision</p>

Plan/Strategy	Prepared By	Key Themes/Outcomes	Relevance to Test Valley Sport and Recreation Provision
Sport England Youth and Community Strategy (2012 – 2017)	Sport England	<p>Sport England's Youth and Community Strategy, which seeks to deliver on the promises in the 2012 legacy plans. This includes the following</p> <ul style="list-style-type: none"> <li>• Every one of the 4,000 secondary schools in England, will be offered a community sport club on its site</li> <li>• County sports partnerships will be given new resources to create effective links locally between schools and sport in the community</li> <li>• All secondary schools who wish to do so will be supported to open up, or keep open, their sports facilities for local community use</li> <li>• 150 College Sports Makers working across most of the 347 general Further Education colleges</li> <li>• A thousand of our most disadvantaged local communities will get a Door Step Club</li> <li>• There will be a new £40 million local sport fund to help local authorities improve sport provision</li> <li>• Building on the early success of Places People Play, a further £100m will be invested in new</li> </ul>	The proposals outlined by Sport England would suggest that there is the potential to gain funding for schools in particular and other facilities and these should be considered in future opportunities and facility developments.
Changing Behaviours, Improving Outcomes	Department of Health (2013)	<p>Identified the development of social marketing such as programmes to include Smokefree, FAST and Change4 life</p> <p>Recommends fewer but more effective social marketing programmes and focuses on a local level</p>	Change4 Life can be utilised to develop local programmes and reinforce the message of healthy living.

Plan/Strategy	Prepared By	Key Themes/Outcomes	Relevance to Test Valley Sport and Recreation Provision
Start Active, Stay Active	Four Home Countries Chief Medical Officers (2012)	<p>Identifies four key age groups and the way in which physical activity should be promoted, including</p> <ul style="list-style-type: none"> <li>• Early years (under 5)</li> <li>• Children and Young People (5-18 years)</li> <li>• Adults (19 – 64 yrs)</li> <li>• Older adults (65+)</li> </ul> <p>Seeks to promote key messages including 5 times 30 minutes of activity a week.</p>	A key message and promotion of messages for the development and promotion of physical activity
Athletics Whole Sport Plan 2013 - 2017	UK Athletics	<p>UK Athletics have been tasked by Sport England to get more people involved in informal running and to work with a range of partners, building on the success of London 2012.</p> <p>UK Athletics are also seeking to invest in athletics clubs, such as specialist kit and equipment to help set up pop up clubs in parks and spaces.</p> <p>In addition UKA also is seeking to increase the number of talented athletes who go on to perform at world class level.</p>	Potential opportunities for funding towards equipment and kit for local clubs.

Plan/Strategy	Prepared By	Key Themes/Outcomes	Relevance to Test Valley Sport and Recreation Provision
Swimming Whole Sports Plan 2013 - 2017	Amateur Swimming Association	<p>The plan will see clubs across the country given more support and responsibility for identifying and nurturing young talent, with the very best athletes progressing to regional and national programmes.</p> <p>It will also seek to tackle the decline in the number of people swimming regularly seen since 2006, through the following actions</p> <ul style="list-style-type: none"> <li>• Increase and improve the opportunities for disabled people to go swimming</li> <li>• Develop more swimming clubs for young people, including better after-school provision through new satellite clubs</li> <li>• Create new local aquatic networks that bring together clubs and pools within a community to meet the needs of swimmers and maximise pool usage</li> <li>• Drive insight-led programmes to promote swimming to potential and existing customers</li> <li>• Influence key partners such as pool operators to help them to increase regular and sustained participation</li> </ul>	It provides a framework and approach to support increased participation in swimming, through links with schools building networks and maximise pool usage.

Plan/Strategy	Prepared By	Key Themes/Outcomes	Relevance to Test Valley Sport and Recreation Provision
Football Whole Sport Plan 2013 -17	Football Association (FA)	<p>The FA have identified a range of programmes to encourage 14-16 year olds and 16-19 year olds including small sided after school sessions, intra school leagues, social based competitions.</p> <p>Small sided football, recreational leagues will also be developed to offer more flexible opportunities for older players.</p> <p>Facility improvements seeking to upgrade sand based pitches to 3G pitches for training, small sided.</p>	The development of small sided games and flexible opportunities fits with potential development of 3G and artificial pitches.
Rugby Union Whole Sport Plan 2013 -17	Rugby Football Union (RFU)	<p>The plan seeks to</p> <ul style="list-style-type: none"> <li>• Holding on to more players within the game</li> <li>• Broaden the reach of rugby into more schools, colleges and universities</li> <li>• Improve the playing environments to become more attractive and accessible environments that retain more current and attract new participants</li> <li>• Enhance talent pathways within the women and girls game</li> </ul> <p>The RFU is also seeking to expand the Touch Rugby programme and provide more opportunities for people to play touch rugby</p>	The development of touch rugby could enable leagues and the sport to be developed on pitches and MUGA and artificial pitches

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Cycling Whole Sports Plan 2013 - 17	British Cycling	<p>British Cycling is seeking to invest and develop in two principle areas</p> <ul style="list-style-type: none"> <li>• £6.4 m to support talented young cyclists to become the best they can</li> <li>• £7 m to improve cycling facilities</li> </ul> <p>At the heart of the legacy strategy is to get more people involved in the sport, and this will be developed through investment in facilities but also through the expansion of formal led rides and informal rides as well as increased number of events.</p> <p>Go Ride is a programme which will continue to provide opportunities for young people to improve their skills and compete.</p>	<p>The links with cycling and BMX could add value to the overall provision in Test Valley.</p> <p>Possible funding from British Cycling.</p>

Plan/Strategy	Prepared By	Key Themes/Outcomes	Relevance to Test Valley Sport and Recreation Provision
Badminton Whole Sports Plan 2013 - 17	Badminton England	<p>Badminton England's plans to get more people playing the sport are centred around strong partnerships with councils, leisure operators, universities and colleges. They include:</p> <ul style="list-style-type: none"> <li>• The introduction of a new programme called Go Smash to encourage more young people to take up badminton</li> <li>• A review of club competition to increase and improve opportunities to play competitively</li> <li>• Expanding No Strings Badminton which already offers informal badminton at around 350 venues across England</li> <li>• Extending the Play badminton programme into targeted work with leisure operators to increase opportunities for casual participants to play more regularly.</li> </ul> <p>Increased opportunities for further education college students and university students to play badminton</p>	Can contribute to providing the framework for introducing people to badminton as well as providing competitive matches and competitions to enable people to reach their potential.



Plan/Strategy	Prepared By	Key Themes/Outcomes	Relevance to Test Valley Sport and Recreation Provision
Netball Whole Sport Plan	England Netball	<p>Will use funding to boost grassroots through</p> <ul style="list-style-type: none"> <li>• Persuading teenage girls to take up low cost/ low commitment netball offer through the I Love Netball campaign. The programme is primarily aimed at helping girls move from playing the game in school to playing in a community club. It includes setting up <u>satellite clubs</u>, working to increase the quality of existing clubs and providing competition. .</li> <li>• Helping women to return to the sport after a significant lifestyle change – having a baby for example – through the <u>Back to Netball</u> programme.</li> <li>• Persuading women who want to take up netball if offered at low cost, low commitment and at their convenience through flexible pay and play and informal opportunities based in the workplace or at universities</li> </ul> <p>Providing incentives for committed, regular adult netballers through network clubs and leagues providing training and competitive opportunities (increase quality and quantity), offers such as FitNet (a new fitness based product) and 20 commercial leagues.</p>	<p>Can provide opportunities for local provision at schools and encourage people to get back into netball.</p> <p>Build a network of clubs and leagues in the area.</p>

Plan/Strategy	Prepared By	Key Themes/Outcomes	Relevance to Test Valley Sport and Recreation Provision
Basketball Whole Sport Plan 2013 - 17	England Basketball	<p>Has developed a two pronged approach to increasing participation through</p> <ul style="list-style-type: none"> <li>• IM basketball – an informal flexible format of the sport aimed to keep 14-25 year olds playing the game</li> <li>• Ball Again – focuses on stopping players from leaving the sport as they get older. Providing coaching and teaching skills.</li> </ul> <p>They have also focused on developing satellite clubs.</p>	<p>Potential opportunities for additional coaching and other sessions to increase participation. In particular linked to informal sessions, within schools and other facilities.</p>
Cricket Whole Sport Plan 2013 - 17	England Cricket Board	<p>The key outcomes are</p> <ul style="list-style-type: none"> <li>• Support the network of 5,500 clubs</li> <li>• Establish more flexible formats of the game. Short formats of the game such as Last Man Stands will achieve national coverage and will encourage those with busy lifestyles and former cricketers unable to give up valuable leisure time to return to the wicket.</li> <li>• Develop networks and partnerships to take cricket to new audiences including the desire to harness the inherent appeal of the game within South Asian Communities</li> <li>• Encourage more disabled people to take up the game through a targeted programme called Hit the Top.</li> <li>• Continue talent development in disability cricket.</li> <li>• Focus the women's game on the supply of players with high potential into the elite academies and development programmes.</li> </ul>	<p>The establishment of flexible formats could lead to opportunities to play cricket and cricket sessions within schools and spaces where it has previously been difficult to play cricket</p>

Plan/Strategy	Prepared By	Key Themes/Outcomes	Relevance to Test Valley Sport and Recreation Provision
Squash Whole Sport Plan 2013 – 17	Squash Rackets Association	<p>Aims to</p> <ul style="list-style-type: none"> <li>• Get new players into sport and keep them playing</li> <li>• Use peak and off peak programmes to make better use of facility stock</li> <li>• Enthuse established players and provide competitive opportunities for them</li> <li>• Scale up the successful Higher Education programme</li> <li>• Disability initiatives</li> <li>• Mix of new build and refurbishment projects</li> <li>• Develop and enhance talent and coaching pathways</li> <li>• Enhanced support to elite players</li> </ul> <p>Deliver the projects through it's overarching participation brand "The Big Hit"</p>	A number of programmes and activities which can be targeted by providers to increase participation.

Plan/Strategy	Prepared By	Key Themes/Outcomes	Relevance to Test Valley Sport and Recreation Provision
Tennis Whole Sport Plan – 2013-17	Lawn Tennis Association (LTA)	<p>The LTA's plans for the sport's grassroots include:</p> <ul style="list-style-type: none"> <li>• Working in selected priority areas, with a wide range of local partners, to offer opportunities for people to play tennis particularly outside traditional clubs in local parks and community sites</li> <li>• Supporting the LTA's traditional clubs to keep more people playing tennis and working with commercial partners to bring products such as Cardio Tennis to new environments</li> <li>• A stronger infrastructure for disabled players and improvements to talent identification across the country, with a particular focus on Wheelchair Tennis as a Paralympic sport.</li> <li>• Young people aged between 14 and 25 will benefit from more after-school provision, including hundreds of new satellite clubs on school sites as well a big expansion of the varied tennis options for further education college students and university students</li> </ul>	The development of after school provision could be important for the network of facilities in Test Valley together with the focus on priority areas, which could see the development of the tennis programme.
Draft Joint Health and Wellbeing Strategy (2013)	West Hampshire NHS	The strategy highlights the variation in residents' health, an ageing population within the area, and rising birth rates. The strategy also identifies that people's lifestyle choices (e.g. lack of physical activity) are affecting health and wellbeing. The strategy aims to provide the necessary conditions to support improvements in health and wellbeing, specifically 'tackling physical inactivity and increasing opportunities to use Hampshire's natural environment, such as green spaces'.	Reflects the importance of health links with physical activity and ensuring effective links with choices people make

Plan/Strategy	Prepared By	Key Themes/Outcomes	Relevance to Test Valley Sport and Recreation Provision
ASA – Hampshire Swimming Strategy Research Project (2014)	ASA & Sport England	<p>A research paper on the current provision for swimming in Hampshire which identifies</p> <ul style="list-style-type: none"> <li>• A shortfall of water space in Hampshire</li> <li>• Potential new facility developments could go some way to address this</li> <li>• A significant stock of facilities owned by the military</li> </ul> <p>The data for Test Valley suggests that it has one of the highest areas of unmet demand in Hampshire, suggesting some provision required</p>	There is the potential for additional swimming needs, depending on the future of Stanbridge Earl School.
Test Valley Borough Local Plan (2006)	Test Valley	<ul style="list-style-type: none"> <li>• Provides the framework for considering planning applications.</li> <li>• The standard for public open space requirements for new development is 2.8 hectares (ha) per 1000 population, including 1 ha per 1000 population for sports grounds. These sites require a high standard of equipment with provisions for long term maintenance.</li> <li>• A shortfall in sports pitches is identified in Romsey, an allocation is proposed at Ganger Farm for approximately 9 hectares of sports pitches and associated facilities.</li> </ul>	Currently in the process of being updated but this plan sets the context and in particular the standards for provision of formal outdoor recreation in association with new residential development.

Plan/Strategy	Prepared By	Key Themes/Outcomes	Relevance to Test Valley Sport and Recreation Provision
Test Valley Revised Local Plan – Draft (2014)	Test Valley	<ul style="list-style-type: none"> <li>• This emerging document covers the period up to 2029. Objectives proposed include to ‘provide for leisure, recreation, culture and tourism’ and ‘creating opportunities for improving the health and wellbeing of communities’.</li> <li>• Plan proposes to deliver 10,584 new homes between 2011 and 2029 (including 6,444 in Andover and 3,492 in Southern Test Valley).</li> <li>• The proposed standard for public open space requirements for new development is 3 hectares (ha) per 1000 population, including 1 ha per 1000 population for outdoor sports facilities. These sites require a high standard of equipment with long-term maintenance provisions.</li> <li>• The document identifies a shortfall of outdoor sports facilities in Romsey, this need could be met at Ganger Farm where it is proposed to allocate land for sports pitches and associated facilities.</li> </ul>	Highlights the increase in population over the period to 2029 as well as overall standards for open space in conjunction with new residential developments.
Green Infrastructure Strategy for Test Valley (2014)	Test Valley	Outdoor sport provision plays a role in green infrastructure, particularly in the health and wellbeing of residents. Charlton Lakeside provides a key green corridor, as does the space around Romsey Sport Centre. These areas provide character to the local settlement and a network of links between settlements. The outdoor space can also enhance biodiversity, addressing climate change and the natural environment, as well as contributing toward economic prosperity.	Highlights the importance of outdoor sport and the key sites for sport

Plan/Strategy	Prepared By	Key Themes/Outcomes	Relevance to Test Valley Sport and Recreation Provision
Cycle Strategy and Network (2009)	Test Valley	Identifies the importance and also difficulties with cycling in a rural area. The network of proposed cycle routes is identified, although these may be difficult to achieve.	Highlights the importance of informal cycling and networks to deliver physical activity, not necessarily through formal sport and recreation.
Investing in Test Valley - Corporate Plan (2015-2019)	Test Valley	<p>The last corporate plan focused on meeting people's basic needs: a job; a decent environment; a roof over their head and a supportive community. This plan builds on these strong foundations. It is about investing in Test Valley to be a great place to:</p> <ul style="list-style-type: none"> <li>• <b>Work</b> and do business</li> <li>• <b>Live</b> where the supply of homes reflects local need</li> <li>• <b>Enjoy</b> the natural and built environment</li> <li>• <b>Contribute</b> and be part of a strong community</li> </ul>	<p>In particular the impact on Sport and Recreation is set out within the Enjoy aspect, including</p> <ul style="list-style-type: none"> <li>• Keeping parks and recreational spaces in good order</li> <li>• Delivering new outdoor spaces</li> <li>• Improving and delivering new leisure facilities</li> </ul>

### Web Links

NPPF - <https://www.gov.uk/government/publications/national-planning-policy-framework--2>

Sport England Youth and Community Strategy - [http://www.sportengland.org/about\\_us/what\\_we\\_do.aspx](http://www.sportengland.org/about_us/what_we_do.aspx)

Changing Behaviours, Improving Outcomes - <https://www.gov.uk/government/publications/changing-behaviour-improving-outcomes-a-new-social-marketing-strategy-for-public-health>

Start Active, Stay Active - <https://www.gov.uk/government/publications/start-active-stay-active-a-report-on-physical-activity-from-the-four-home-countries-chief-medical-officers>

Whole Sport Plans - <https://public.sportengland.org/b2bengage/Shared%20Documents/Forms/AllItems.aspx>

Test Valley Local Plan (2006) - <http://www.testvalley.gov.uk/resident/planningandbuildingcontrol/planningpolicy/development-plan/>

Test Valley Green Infrastructure Strategy - <http://www.testvalley.gov.uk/resident/planningandbuildingcontrol/planningpolicy/draft-green-infrastructure/>

Joint Health and Wellbeing Strategy - <http://www3.hants.gov.uk/healthandwellbeing/healthandwellbeing-board-info.htm>

ASA Hampshire Swimming Research - <http://www.southeastswimming.org/news/show.php?id=769>

Cycle Strategy & Network SPD - <http://www.testvalley.gov.uk/resident/planningandbuildingcontrol/planningpolicy/local-development-framework/supplementary-planning-documents/>

Test Valley Corporate Plan - <http://www.testvalley.gov.uk/aboutyourcouncil/corporatedirection/corporateplan/>

Test Valley Revised Local Plan - <http://www.testvalley.gov.uk/resident/planningandbuildingcontrol/planningpolicy/local-development-framework/dpd/>



# Appendix C

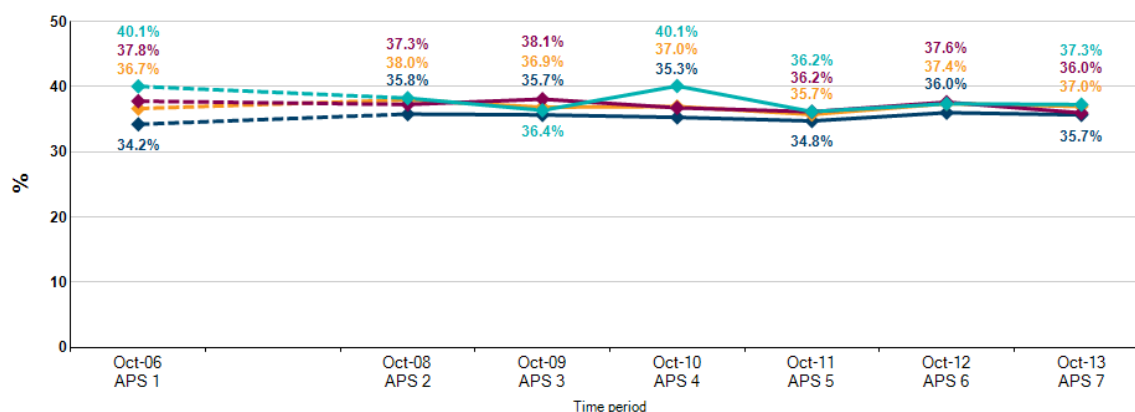
## Market Segmentation Analysis (Indoor Facilities)

We present in this Appendix an analysis of the current participation levels and an analysis of the market segmentation participation based on the Sport England Market Segments.

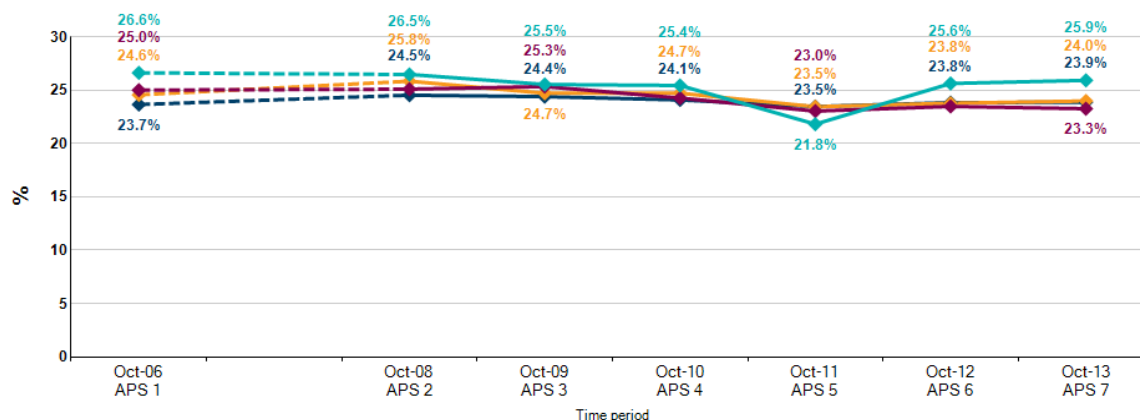
### Overall Sports Participation in Test Valley

The two figures below illustrate the trends in participation for Test Valley for all sports (Figure 1) and for indoor sports only (Figure 2). All sports includes all of the sports which Sport England recognise, and indoor sports includes all indoor sports that Sport England recognise (Further details are available at [www.sportengland.org.uk](http://www.sportengland.org.uk)).

**Figure 1: Sports participation percentages**



**Figure 2: Indoor sports participation percentages**



Key for both Graphs

- Blue = England
- Yellow = South East
- Red = Hampshire and Isle of Wight
- Turquoise = Test Valley

In general it can be seen from the graphs that sports participation (both all sport and indoor sport) is higher than the region and nationally. There is a dip in 2011 but otherwise the trend is that sports participation is higher.

The percentage of people in the Borough of Test Valley who want to participate in Indoor sport is also high, signifying some unmet demand in the region. Test valley is consistently significantly higher than the national average in demand for indoor sport. As a result of this there is likely to be a greater demand for facilities and sporting provision, which Test Valley will need to consider.

### Market Segmentation

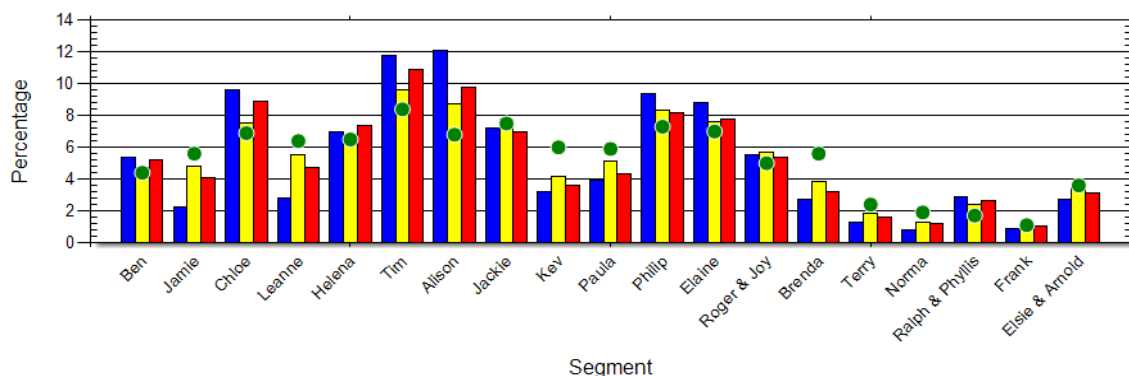
We summarise over the following paragraphs information about the market segmentation and the levels of participation. These are based on the Sport England market segments and a table is presented below with a description of the market segments. Further information can be found on the Sport England website through the following link <http://segments.sportengland.org/>.

Name	Description	Further Details
Ben	Competitive Male Urbanites	Aged 18-25, single graduate professional. Very active, including football
Jamie	Sports Team Drinkers	Aged 18-25, single, vocational student, young blokes enjoying football, pints and pool. Very active
Chloe	Fitness Class Friends	Aged 18-25, single graduate professional. Active particularly keep fit and gym
Leanne	Supportive Singles	Aged 18-25, likely to have children, student or vocational, least active of her age group. Main sports – keep fit and gym
Helena	Career Focused Females	Aged 26-45, single, full time professional. Fairly active including keep fit and swimming
Tim	Settling Down Males	Aged 26-45, married or single, active type in sport on regular basis, including cycling, swimming, keep fit and football
Alison	Stay at Home Mums	Aged 36-45, married with children. Fairly active particularly in keep fit and swimming
Jackie	Middle England Mums	Aged 36-45, married with children, part time skilled worker or stay at home mum. Above average participation but less active than age group. Main sports are keep fit, swimming.
Kev	Pub League Team Mates	Aged 36-45, married or single, may have children, vocational job. Average level of participation. Keep fit, athletics, golf and badminton
Paula	Stretched Single Mums	Aged 26-45 single mums, job seeker or low skilled. Financial pressures. Not very active. Keep fit and swimming main sports but also football
Philip	Comfortable Mid-Life Males	Aged 46-55, married with children. Active, particularly in cycling and golf
Elaine	Empty Nest Career Ladies	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
Roger & Joy	Early Retirement Couples	Aged 56-65, married, full time employment or retired, slightly less active than the average

Name	Description	Further Details
Brenda	Older Working Women	Aged 46-65, married part time employment. Generally less active. Keep fit, swimming and cycling most likely to participate in
Terry	Local 'Old Boys'	Aged 56-65 single/married and unemployed. Generally inactive older men with lower income. Swimming, cycling and keep fit the main sports with golf, angling also higher participation
Norma	Later Life Ladies	Aged 56-65 single and unemployed or retired. Less active with health main reason. Keep fit and swimming main sports
Ralph & Phyllis	Comfortable Retired Couples	Aged 66+, married or single, retired and enjoying active and comfortable lifestyles
Frank	Twilight Year Gents	Aged 66+ married or single and retired. Much less active than population likely to be doing less with health main issue. Bowls, swimming and keep fit are main sports
Elsie & Arnold	Retirement Home Singles	Aged 66+, widowed and retired. Much less active than population – likely to do less sport due to health or injury

It can be seen from the segments that there are many reasons why people don't participate, such as lack of income, pressure of families and children, health issues. These are all factors which need to be taken into account.

**Figure 3: Segments for Test Valley area**

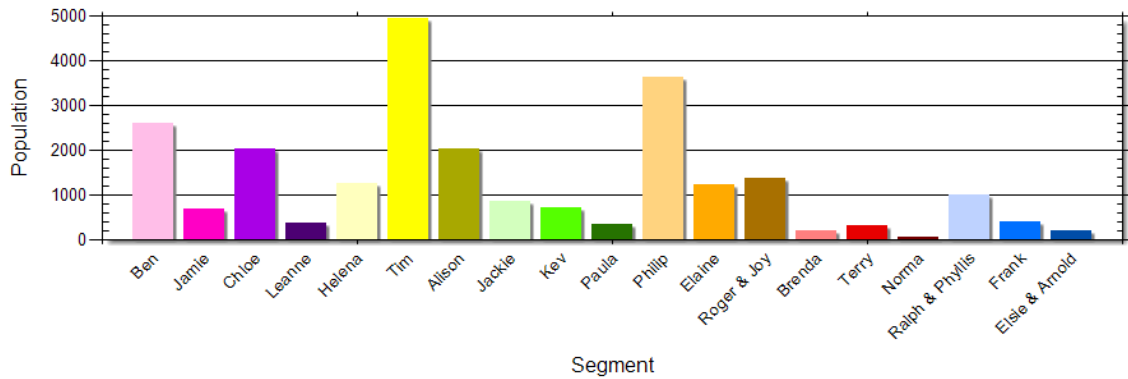


Key:  
 Blue = Test Valley  
 Yellow = Hampshire  
 Red = South East Region  
 Green = National Average

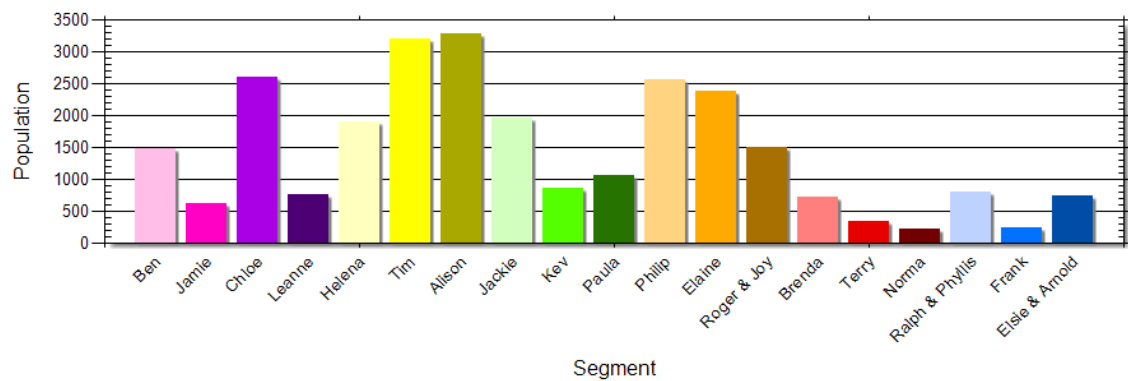
It can be seen in figure 3 that there are a number of segments, including Chloe, Tim, Alison, Phillip and Elaine, where the percentage of the population in Test Valley is significantly higher than the percentage of these nationally. All of these segments tend to be more active participants in sport, which reinforces the fact that Test Valley has a more active population than other parts of England.

We illustrate in figures 4 and 5 the numbers of people who participate in indoor sport in Test Valley by segment and also the numbers who would wish to participate in indoor sport.

**Figure 4: Numbers of segments who do participate in indoor sports in Test Valley**



**Figure 5: Numbers of segments who would like to participate in indoor sports in Test Valley**



The number of those who want to take part in physical activity is also very high in Test Valley Borough. Especially when compared to the number of people who actually do take part, thus signifying that current demand is higher than current supply. For instance there are 3250 in the Alison group who would like to take part in indoor sport and slightly less than this actually do. This is also true for both Tim, Chloe, Philip, Elaine, Roger & Joy, suggesting that there is an unmet demand for sport within Test Valley, however this may not simply be the lack of facilities as there are number of reasons why this may be the case. For example it may be a lack of time, cost of access or other reasons.

Swimming is the most popular indoor sport with numbers around 3 times higher than any other in Test Valley. It is a sport which is fairly popular across the ages, with Tim and Alison being the highest numbers of participants (see Figure 6 below).

**Figure 6: Number of people who participate in swimming by segment**

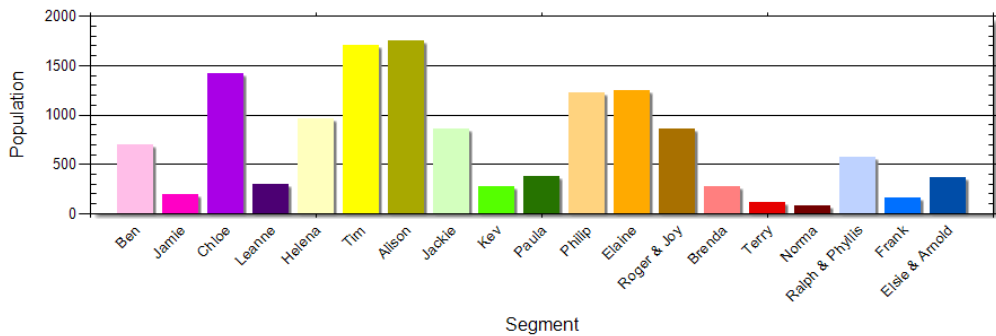


Figure 7 illustrates those segments who would like to participate in swimming and again it can be seen that there are fairly high levels of unmet demand, perhaps pointing at the need for another pool in Test Valley, although equally it could be due to other factors such as lack of time.

**Figure 7: Numbers of those who would like to participate in swimming.**

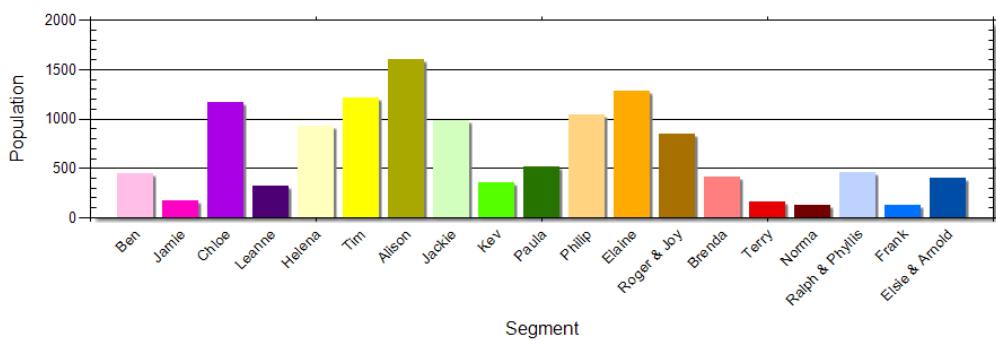
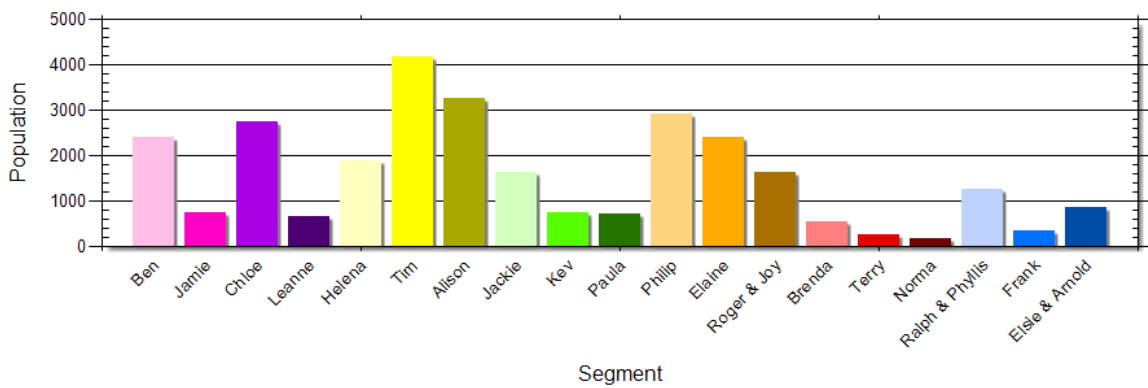
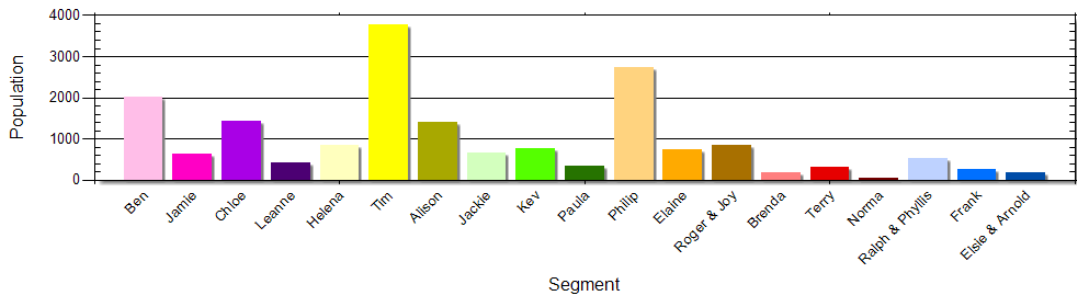


Figure 8 below illustrates the number of people by segment who participate in outdoor sport.

**Figure 8: Numbers of those who do participate in outdoor sports**



**Figure 9: Numbers of people who would like to participate in Outdoor Sport**



Tim and Allison are again the highest participant in outdoor sport in Test Valley. However the Ben category (Recently Graduated Males) plays much more outdoor sport comparatively than indoor. The Philip, Ben and Chloe groups would like to do outdoor sport more than the group who actually do outdoor sport, showing again there is an imbalance.

**Conclusion**

In general Test Valley has a more active population than the rest of England and in particular a higher percentage of the more active segments, including Tim, Alison, Chloe, Jamie and Ben. There appears to be a relatively large unmet demand for sport with high numbers of people wanting to play indoor and outdoor sport, however this is not necessarily due to lack of facilities but could be due to a number of reasons, including lack of time, price of activities, lack of transport or other reasons. The work on segmentation by Sport England has illustrated that the reasons people don't participate is varied and wide ranging, so it is not always due to lack of facilities.

Consideration of these issues as well as facilities have been taken into account within the strategy, in particular the fact that the population of Test Valley is in general more active and thus will have a higher need for provision and opportunities.

# Appendix D

## Facility Audit

### Indoor Facilities

These include Sports Halls, Swimming Pools and Health & Fitness only

Facility name	Type	Access	Ward
ROMSEY COMMUNITY SCHOOL	Sports Hall	Pay and Play	Abbey
FARLEIGH SCHOOL	Swimming Pool	Private Use	Anna
JOHN HANSON COMMUNITY SCHOOL	Sports Hall	Sports Club / Community Association	Anna
HAMPSHIRE COLLEGIATE SCHOOL	Health and Fitness Suite	Private Use	Blackwater
ST EDWARDS	Sports Hall	Private Use	Blackwater
WELLOW FITNESS CENTRE	Health and Fitness Suite	Pay and Play	Blackwater
TEST VALLEY SCHOOL	Sports Hall	Sports Club / Community Association	Broughton and Stockbridge
LIVINGWELL HEALTH CLUB (SOUTHAMPTON)	Health and Fitness Suite	Registered Membership use	Chilworth, Nursling and Rownhams
ST GEORGE CATHOLIC COLLEGE	Sports Hall	Sports Club / Community Association	Chilworth, Nursling and Rownhams
THECLUB@CHILWORTH-MANOR	Swimming Pool	Registered Membership use	Chilworth, Nursling and Rownhams
THERAPEUTICS	Health and Fitness Suite	Registered Membership use	Chilworth, Nursling and Rownhams
TROJANS SPORTS CLUB	Squash Courts	Sports Club / Community Association	Chilworth, Nursling and Rownhams
HARROW WAY COMMUNITY SCHOOL	Sports Hall	Sports Club / Community Association	Harroway
ROOKWOOD SCHOOL	Swimming Pool	Private Use	Millway
MIDDLE WALLOP STATION	Sports Hall	Private Use	Over Wallop

<b>Facility name</b>	<b>Type</b>	<b>Access</b>	<b>Ward</b>
<b>KIMPTON THRUXTON &amp; FYFIELD C OF E PRIMARY SCHOOL</b>	Swimming Pool	Private Use	Penton Bellinger
<b>ANDREW SANGER-DAVIES HALL</b>	Sports Hall	Sports Club / Community Association	Romsey Extra
<b>MOUNTBATTEN SCHOOL</b>	Sports Hall	Sports Club / Community Association	Romsey Extra
<b>STANBRIDGE EARLS SCHOOL</b>	Health and Fitness Suite	Private Use	Romsey Extra
<b>ROMSEY SPORTS CENTRE</b>	Squash Courts	Pay and Play	Romsey Extra
<b>THE RAPIDS</b>	Swimming Pool and Health & Fitness	Pay and Play	Romsey Extra
<b>ALTERNATIVE FITNESS</b>	Health and Fitness Suite	Pay and Play	St Mary's
<b>ANDOVER LEISURE CENTRE</b>	Sports Hall, Swimming Pool Squash Courts and Health & Fitness	Pay and Play	St Mary's
<b>CHARLTON PLACE FITNESS CENTRE (SALTO CENTRE)</b>	Health and Fitness Suite	Pay and Play	St Mary's
<b>ICKNIELD SCHOOL</b>	Sports Hall	Private Use	St Mary's
<b>PROGRESSION FITNESS</b>	Health and Fitness Suite	Pay and Play	St Mary's
<b>THE MARK WAY SCHOOL</b>	Sports Hall	Private Use	St Mary's
<b>WINTON COMMUNITY ACADEMY</b>	Sports Hall	Sports Club / Community Association	St Mary's
<b>KNIGHTWOOD LEISURE CENTRE</b>	Sports Hall	Pay and Play	Valley Park
<b>ENERGIE FITNESS CLUB (ANDOVER)</b>	Health and Fitness Suite	Pay and Play	Winton



## Outdoor Facilities

These only include outdoor facilities not included in the Playing Pitch Strategy.

Facility name	Type	Count	Ward
ROMSEY WAR MEMORIAL PARK	Tennis Courts	4	Abbey
ROMSEY WAR MEMORIAL PARK	Bowls Green	1	Abbey
ROMSEY COMMUNITY SCHOOL	Tennis Courts	4	Abbey
URBAN SPORTS PARK	Skate Parks	1	Alamein
AMPFIELD PAR THREE GOLF AND COUNTRY CLUB	Golf	18	Ampfield and Braishfield
MONXTON AND GRATELEY GOLF CENTRE	Golf	9	Amport
HAMPSHIRE GOLF CLUB	Golf	18	Anna
HATCHES FARM PLAYING FIELDS	Tennis Courts	4	Blackwater
WELLOW GOLF CLUB	Golf	9	Blackwater
SHERFIELD ENGLISH SPORTS FIELD	Tennis Courts	1	Blackwater
SHERFIELD ENGLISH SPORTS FIELD	Bowls Green & Croquet Lawn	1	Blackwater
HURSTBOURNE TARRANT KING GEORGE V PLAYING FIELD	Tennis Courts	1	Bourne Valley
VERNHAM DEAN PLAYING FIELD	Tennis Courts	1	Bourne Valley
WILDHERN PLAYING FIELDS	Tennis Courts	1	Bourne Valley
LECKFORD GOLF COURSE	Golf	9	Broughton and Stockbridge
THE PLAYING FIELD - NETHER WALLOP	Tennis Courts	1	Broughton and Stockbridge
TEST VALLEY SCHOOL	Tennis Courts	3	Broughton and Stockbridge Ward
CHARLTON SPORTS COMPLEX	Athletics Tracks	6 lane	Charlton
CHARLTON SPORTS COMPLEX	Golf	18	Charlton
BANISTER PARK BOWLING CLUB	Indoor Bowls	8	Chilworth, Nursling and Rownhams
CHILWORTH GOLF CENTRE	Golf	18	Chilworth, Nursling and Rownhams
ROMSEY GOLF CLUB	Golf	18	Chilworth, Nursling and Rownhams
STONEHAM GOLF CLUB	Golf	18	Chilworth, Nursling and Rownhams
THECLUB@CHILWORTH-MANOR	Tennis Courts	1	Chilworth, Nursling and Rownhams

Facility name	Type	Count	Ward
<b>FOWLERS WALK</b>	Tennis Courts	1	Chilworth, Nursling and Rownhams
<b>WHERWELL PLAYING PITCHES</b>	Tennis Courts	1	Harewood
<b>THE SPORTS ACADEMY</b>	Skate Parks	1	Harroway
<b>THE SPORTS ACADEMY</b>	Tennis Courts	1	Harroway
<b>HUNTS FARM SPORTS GROUND</b>	Skate Parks	1	Kings Somborne and Michelmersh
<b>HUNTS FARM SPORTS GROUND</b>	Bowls Green & Croquet Lawn	1	Kings Somborne and Michelmersh
<b>KINGS SOMBORNE RECREATION GROUND</b>	Skate Parks	1	Kings Somborne and Michelmersh
<b>BADDESLEY RECREATION GROUND</b>	Tennis Courts	2	North Baddesley
<b>MIDDLE WALLOP STATION</b>	Tennis Courts	1	Over Wallop
<b>PENTON RECREATION GROUND</b>	Tennis Courts	2	Penton Bellinger
<b>SHIPTON BELLINGER PLAYING FIELD</b>	Tennis Courts	1	Penton Bellinger
<b>ANDREW SANGER-DAVIES HALL</b>	Tennis Courts	4	Romsey Extra
<b>MOUNTBATTEN SCHOOL</b>	Tennis Courts	2	Romsey Extra
<b>ROMSEY SPORTS CENTRE</b>	Skate Parks	1	Romsey Extra
<b>ROMSEY SPORTS CENTRE</b>	Tennis Courts	4	Romsey Extra
<b>VIGO RECREATION GROUND</b>	Tennis Courts	2	St Mary's
<b>VIGO RECREATION GROUND</b>	Bowls Green	1	St Mary's
<b>KNIGHTWOOD LEISURE CENTRE</b>	Skate Parks	1	Valley Park
<b>KNIGHTWOOD LEISURE CENTRE</b>	Tennis Courts	1	Valley Park
<b>ANDOVER GOLF CLUB</b>	Golf	9	Winton

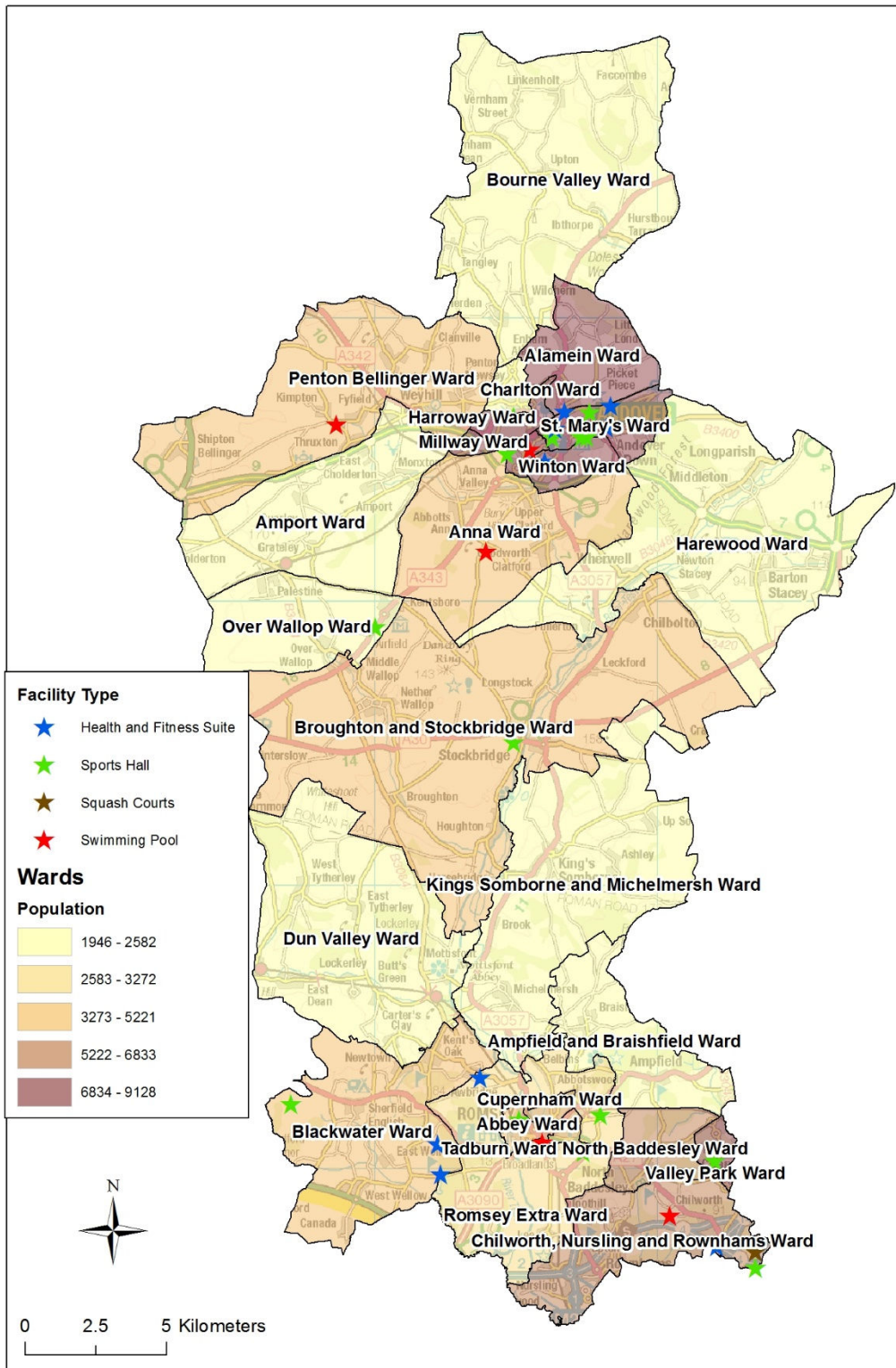
Notes

1. Netball courts are also available at a number of the tennis courts throughout the Borough, as well as through use of Sports Halls for indoor provision

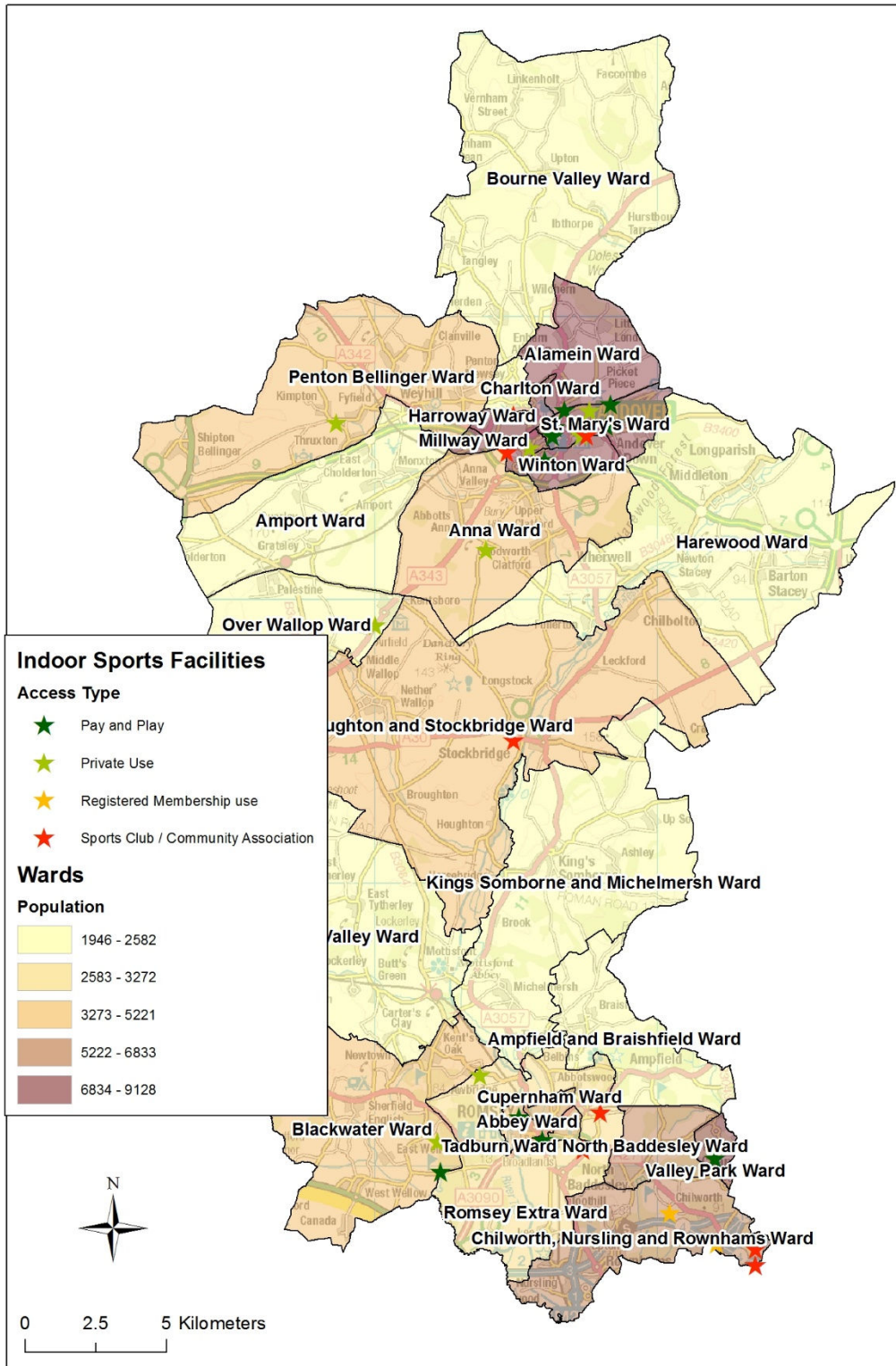
# Appendix E

## Indoor Facility Maps

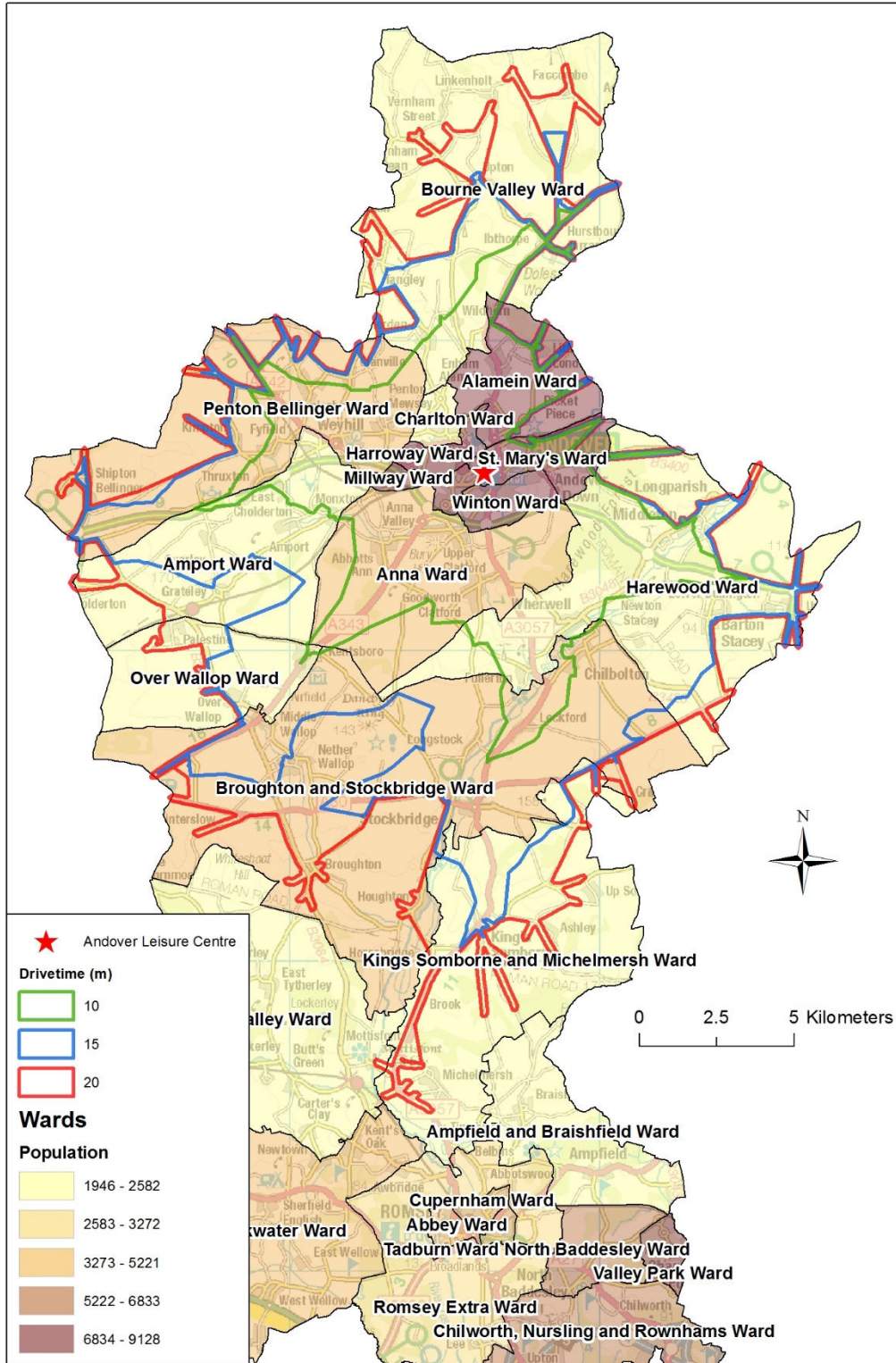
### Map 1 – Indoor Facilities (with Population)



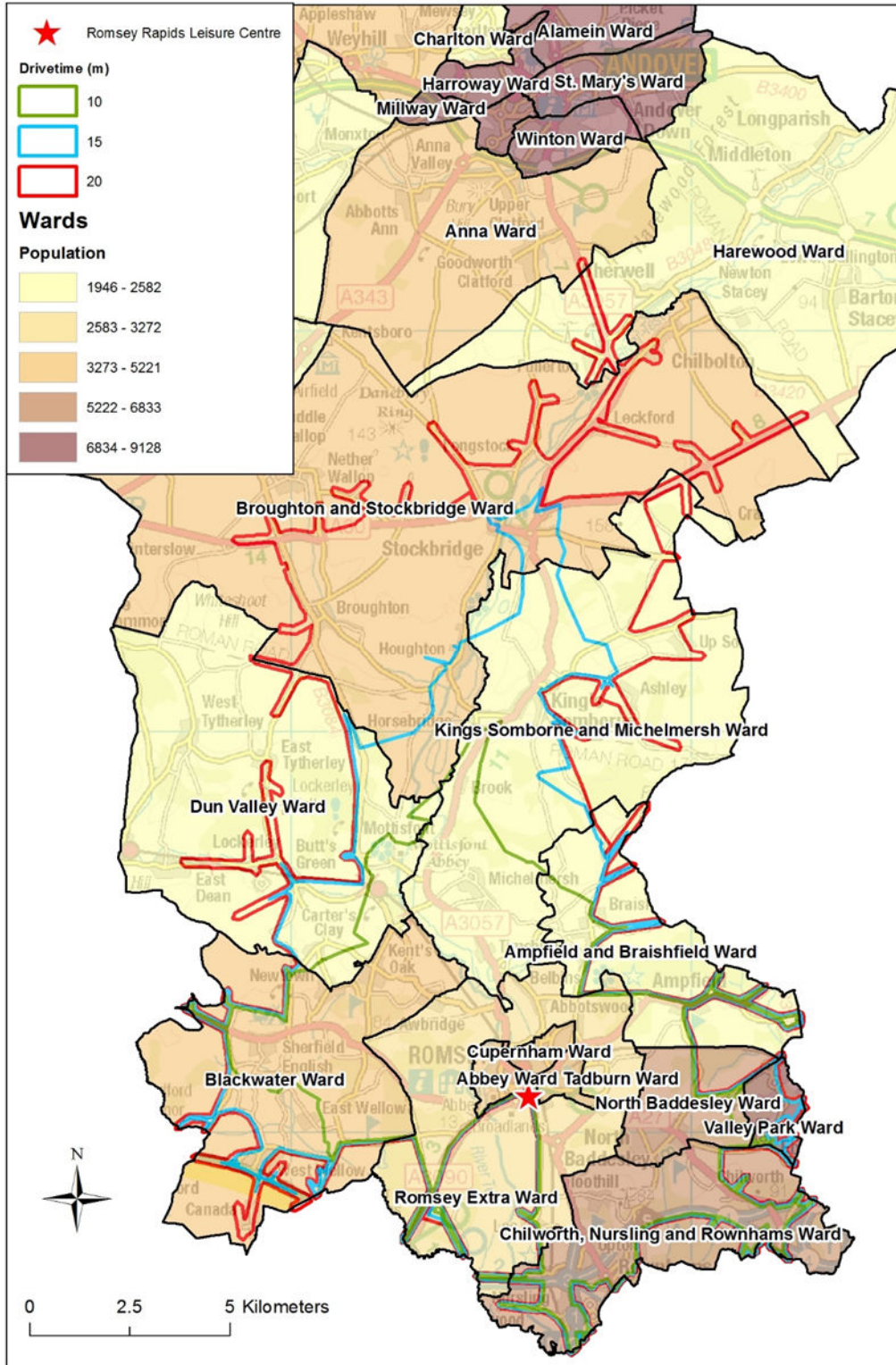
Map 2 – Indoor Facilities (Type of Access)



Map 3 – Andover Leisure Centre – 10, 15 and 20 minute catchment



Map 4 – Romsey Rapids – 10, 15 and 20 minute catchment



# Appendix F

## Other Recreation Sport Review

### Introduction

As part of this study a high level review of the following sports has been undertaken:

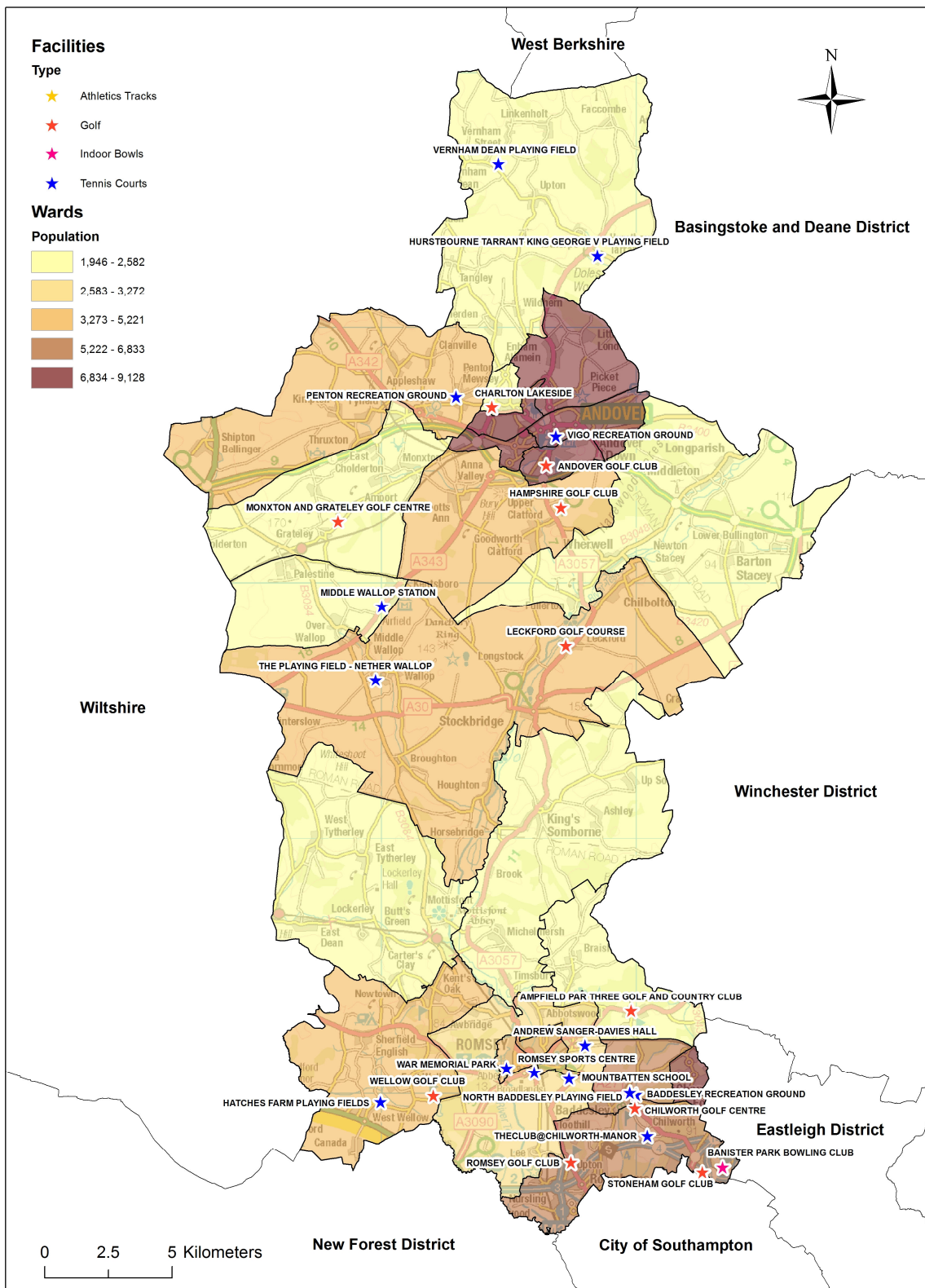
- Athletics (track and field)
- Bowls (indoor and outdoors)
- Golf
- Tennis
- Squash
- Cycling (all types, including track, road, BMX and mountain n=biking)
- Netball

To assess each sport, the following approach has been used:

- Audit (Sport England Active Places Power)
- Participation rate trends (Sport England Active People)
- Market segmentation analysis (Sport England)

Figure 1 overleaf illustrates the location of these other sports, with further detail on the facility audit in Appendix D.

**Figure 1: Location of other outdoor sport facilities**

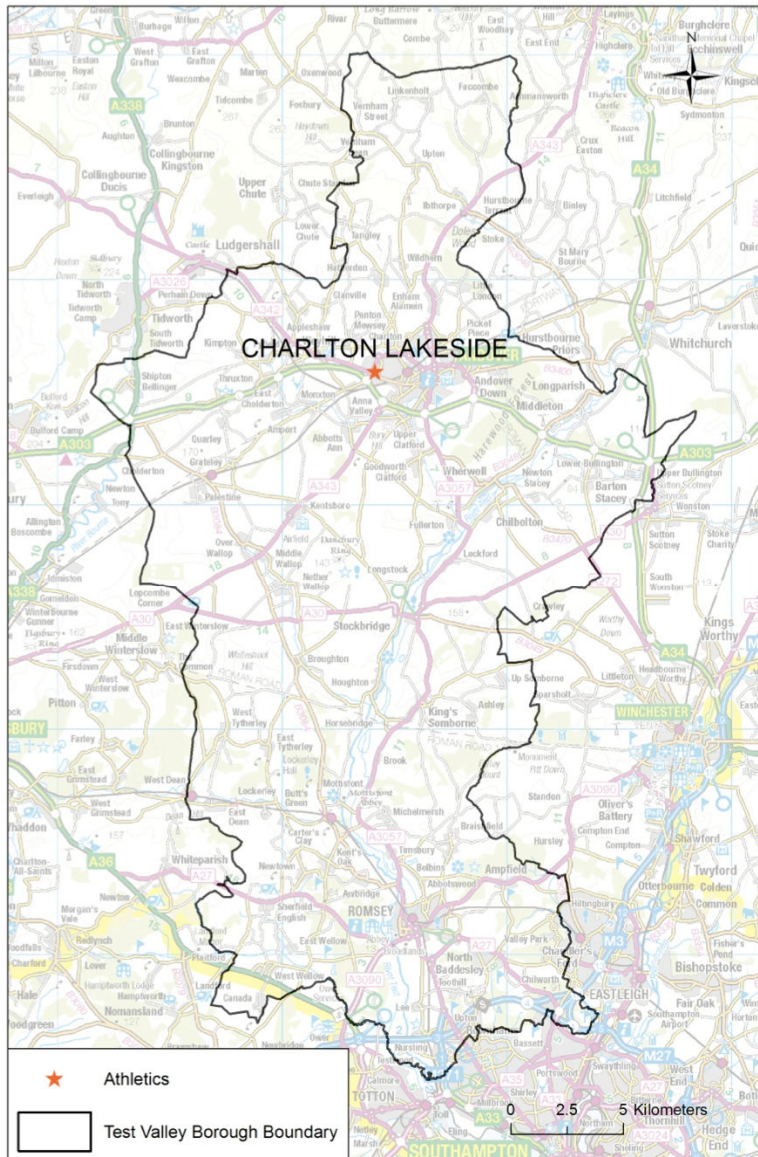




## Athletics

The following figure illustrates the location of the athletics facility in Test Valley. This is only formal track and field athletics facilities, but there are parks and open spaces where running and road running takes place.

**Figure 2: Location of athletic facilities in Test Valley**



## Participation rate trends

The following table illustrates the trends in participation rates. The table suggests a local decline in participation within the county sport partnership (CSP), which runs counter to wider growth.

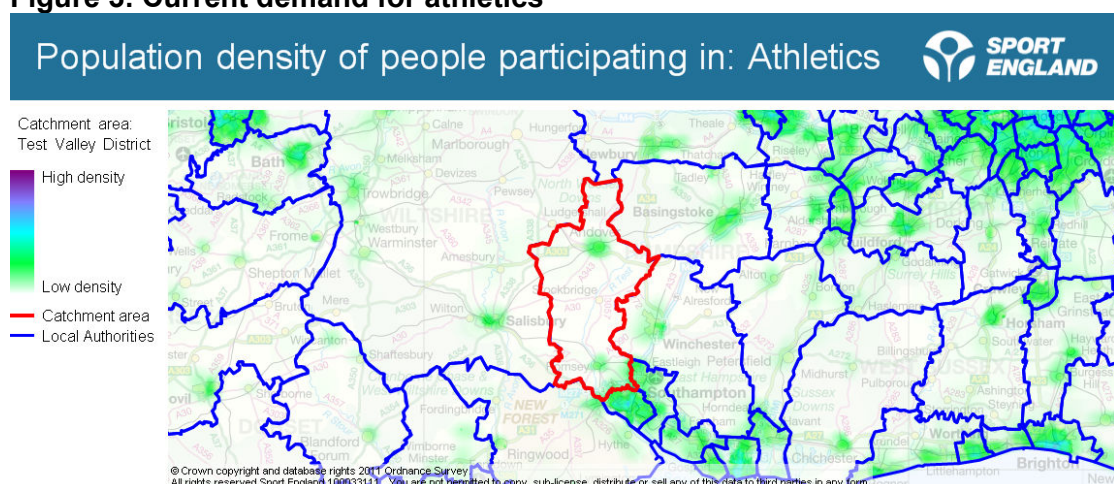
**Table 1: Participation rates trends (athletics)**

	2008/09 (APS3)	2009/10 (APS4)	2010/11 (APS5)	2011/12 (APS6)	2012/13 (APS7)	Net change
<b>Hampshire and IOW (CSP)</b>	5.09%	4.45%	4.78%	5.61%	4.86%	-0.23%
<b>South East</b>	4.34%	4.79%	4.90%	5.13%	4.86%	0.52%
<b>England</b>	4.16%	4.45%	4.47%	4.72%	4.65%	0.49%

**Market segmentation**

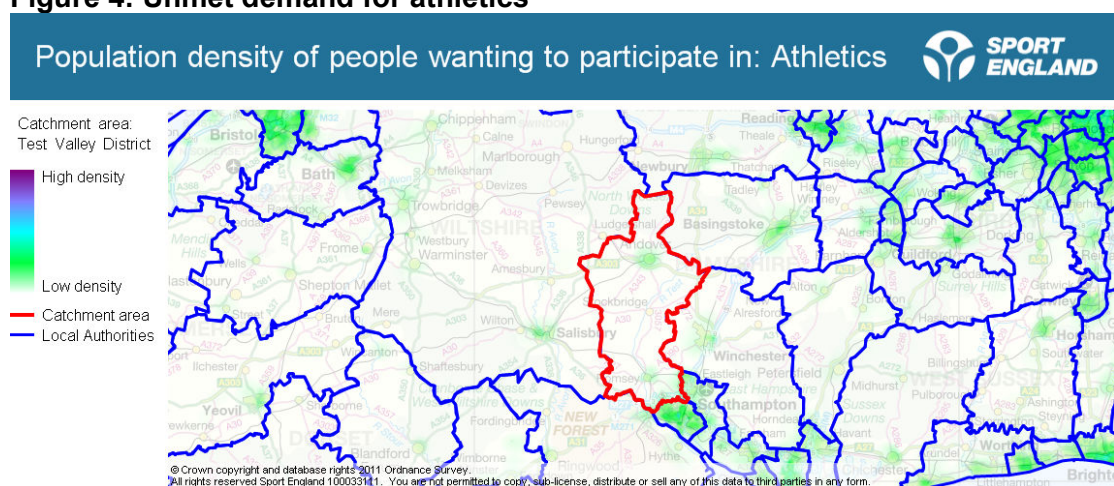
The following figures illustrates the levels of current demand and unmet demand for athletics. The figures suggest localised demand around Andover with limited unmet demand in the south of Test Valley.

**Figure 3: Current demand for athletics**



Currently participating in Test Valley: 6,445 people (5.5% of the population of Test Valley)

**Figure 4: Unmet demand for athletics**

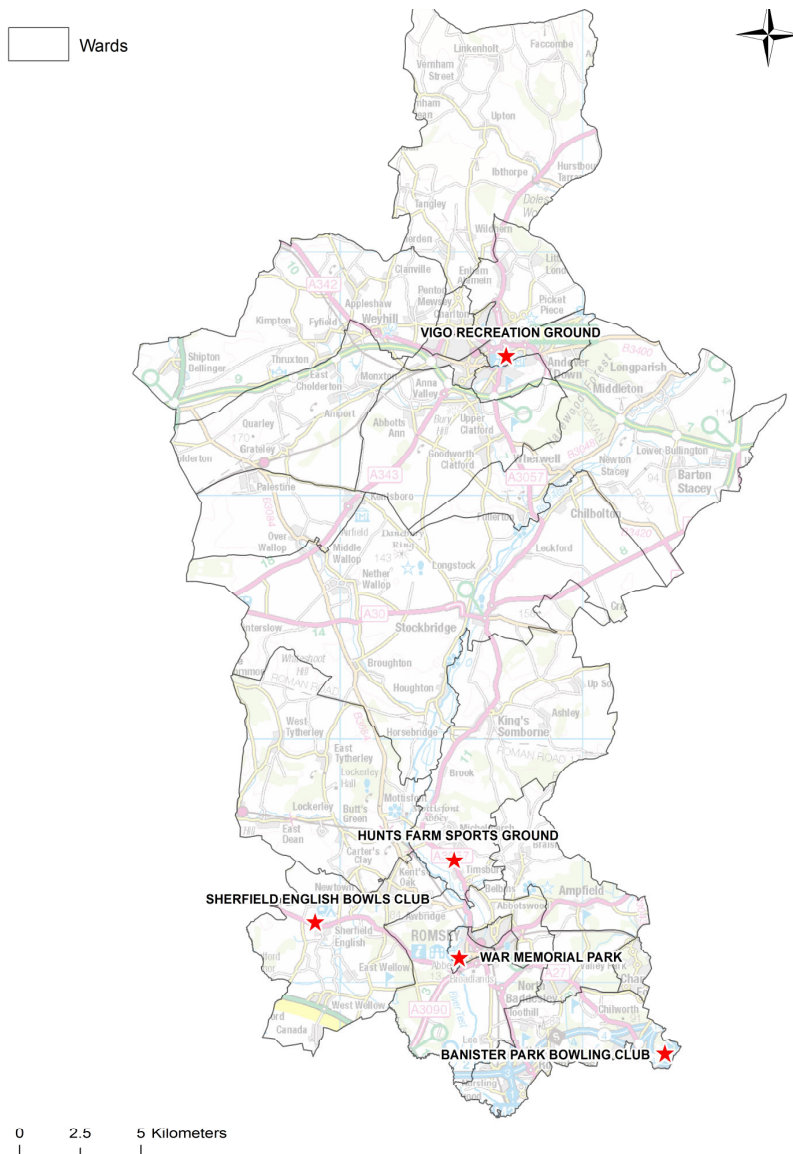


Would like to do more in Test Valley: 2,648 (2.3% of the population of Test Valley)

## Bowls

The following figure illustrates the location of the bowls facilities in Test Valley.

**Figure 5: Location of bowls facilities in Test Valley**



### ***Participation rate trends***

The following table illustrates the trends in participation rates within Test Valley. The table suggests an overall decline in the sport nationwide, which is also reflected locally in Hampshire.

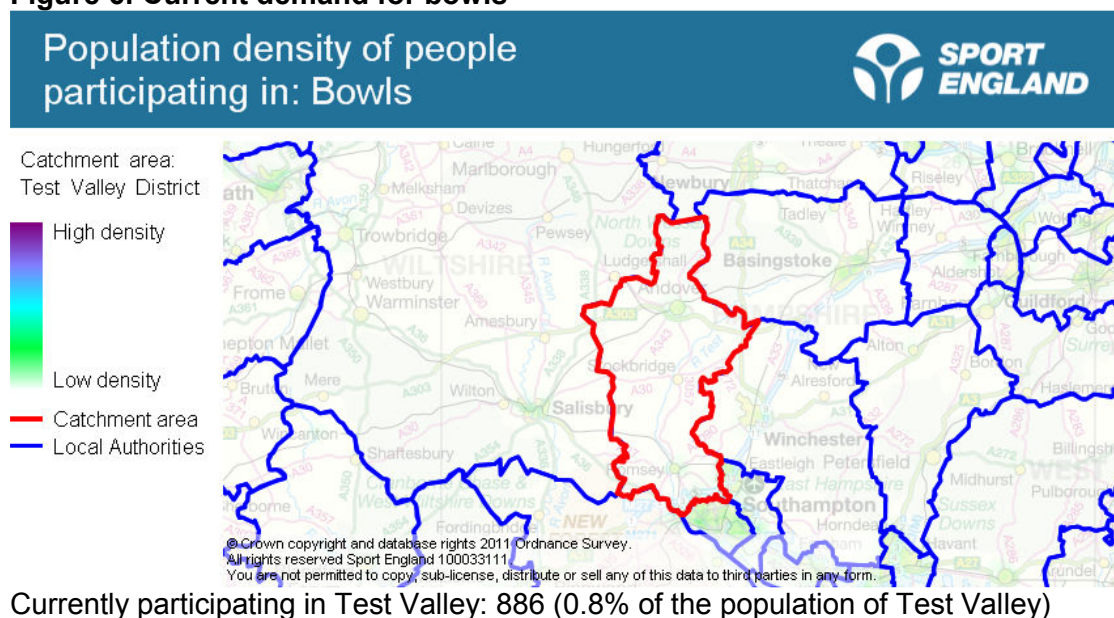
**Table 3: Participation rates trends (bowls)**

	2008/09 (APS3)	2009/10 (APS4)	2010/11 (APS5)	2011/12 (APS6)	2012/13 (APS7)	Net change
<b>Hampshire and IOW (CSP)</b>	0.97%	0.72%	0.53%	0.51%	0.70%	-0.27%
<b>South East</b>	0.94%	0.74%	0.68%	0.63%	0.76%	-0.18%
<b>England</b>	0.81%	0.74%	0.58%	0.61%	0.65%	-0.16%

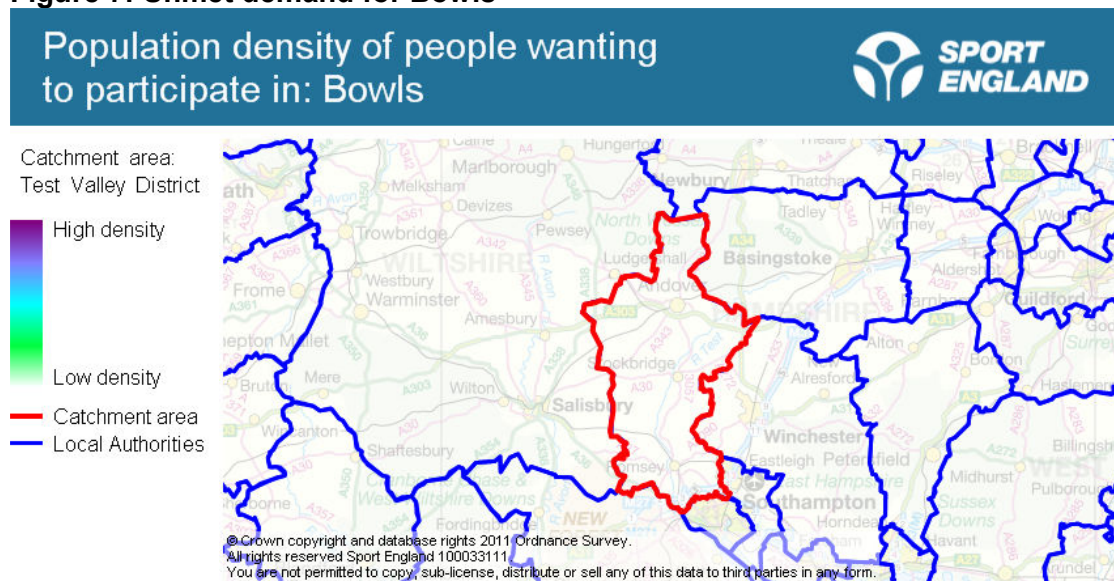
**Market segmentation**

The following figures illustrates the levels of current demand and unmet demand for bowls. The figures suggest limited demand across Test Valley.

**Figure 6: Current demand for bowls**



**Figure 7: Unmet demand for Bowls**

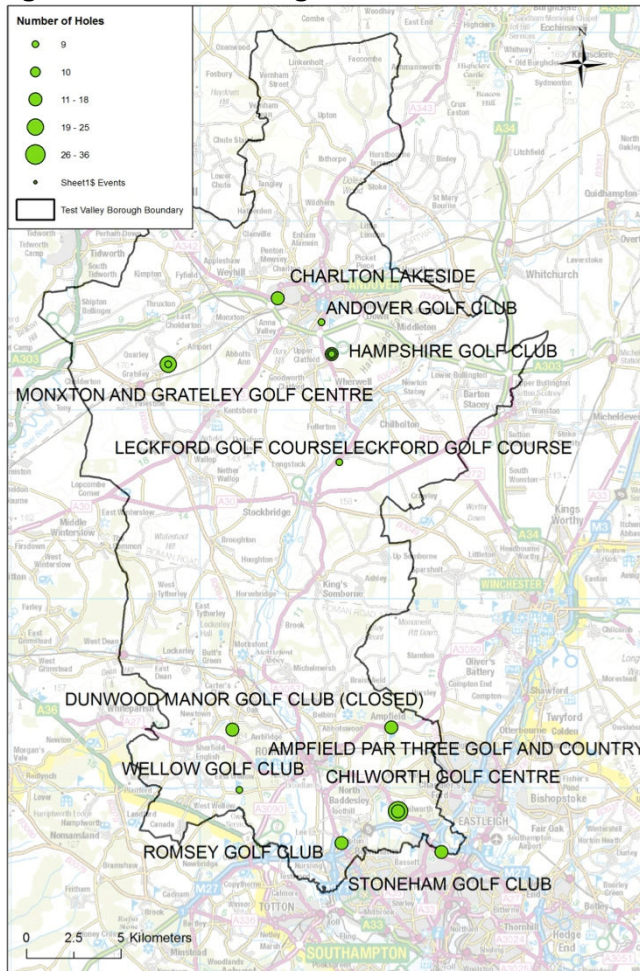


Would like to do more in Test Valley: 197 (0.2% of the population of Test Valley)

## Golf

The following figure illustrates the location of the golf facilities in Test Valley.

**Figure 8: Location of golf facilities in Test Valley**



## Participation rate trends

The following table illustrates the trends in participation rates within Test Valley. The table suggests an overall decline in demand for golf in Hampshire, reflecting the national picture.

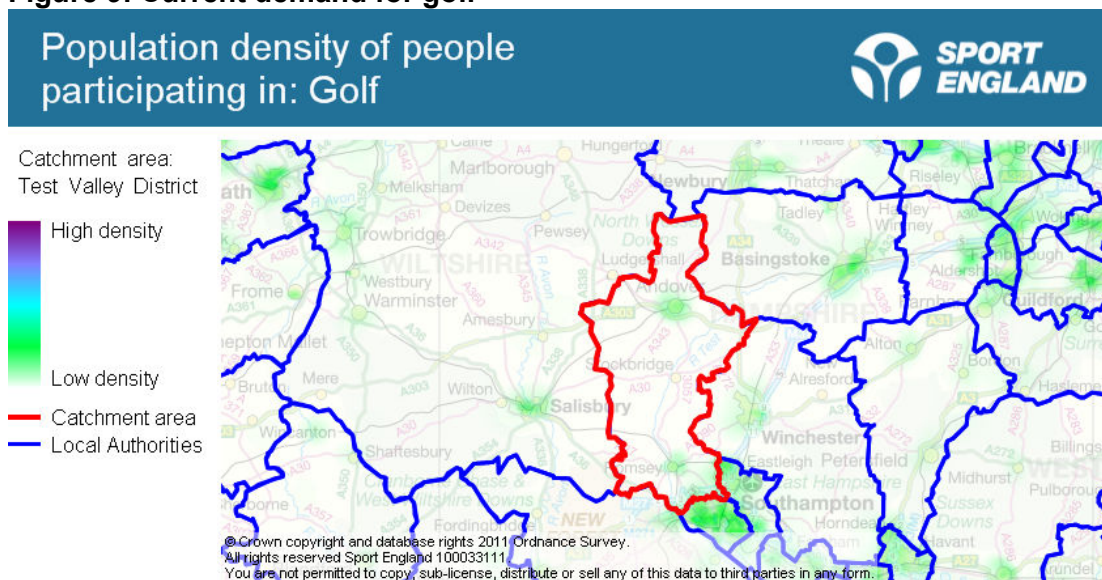
**Table 5: Participation rates trends (golf)**

	2008/09 (APS3)	2009/10 (APS4)	2010/11 (APS5)	2011/12 (APS6)	2012/13 (APS7)	Net change
Hampshire and IOW (CSP)	2.63%	2.31%	2.45%	2.42%	1.79%	-0.84%
South East	2.53%	2.38%	2.39%	2.54%	2.11%	-0.42%
England	2.15%	2.04%	1.96%	1.97%	1.73%	-0.42%

## Market segmentation

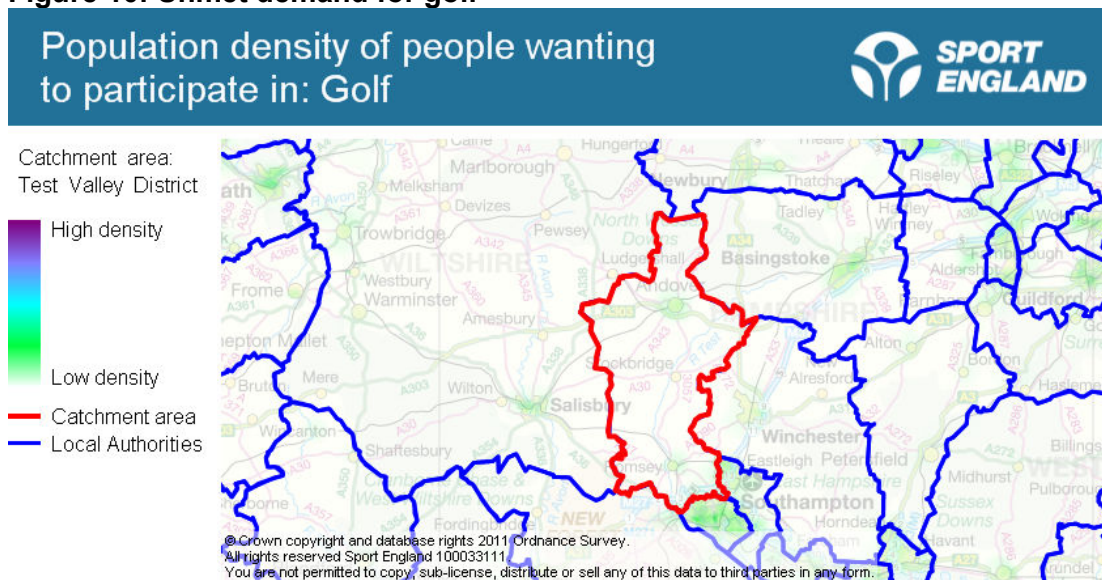
The following figures illustrates the levels of current demand and unmet demand for golf. The figures suggest that a small amount of demand exists around Andover. There is relatively less demand for golf around Romsey.

**Figure 9: Current demand for golf**



Currently participating in Test Valley: 3,516 (3.0% of the population of Test Valley)

**Figure 10: Unmet demand for golf**

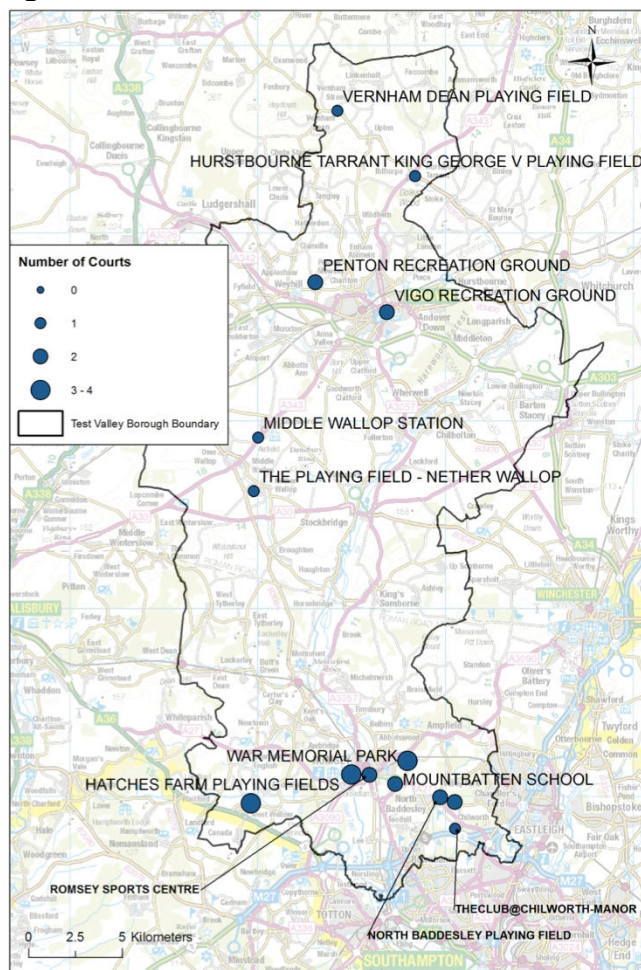


Would like to do more in Test Valley: 1,516 (1.3% of the population of Test Valley)

## Tennis

The following figure illustrates the location of the tennis facilities in Test Valley.

**Figure 11: Location of tennis facilities in Test Valley**



**Tennis Sites in Test Valley**



## Participation rate trends

The following table illustrates the trends in participation rates within Hampshire. The table suggests a decline in demand nationwide, reflected within the local CSP.

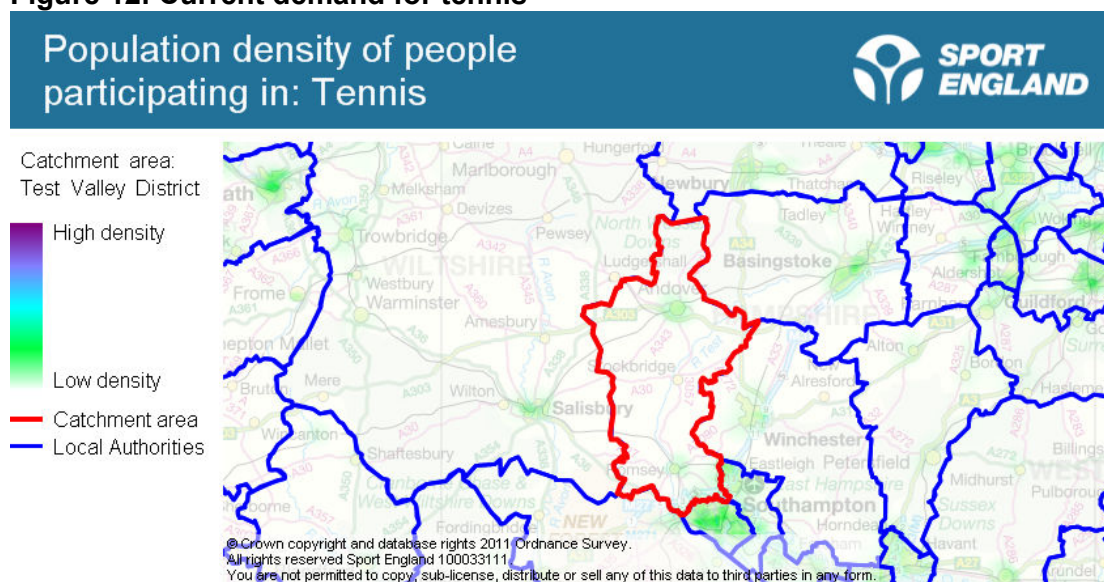
**Table 6: Participation rates trends (tennis – all types)**

	2008/09 (APS3)	2009/10 (APS4)	2010/11 (APS5)	2011/12 (APS6)	2012/13 (APS7)	Net change
<b>Hampshire and IOW (CSP)</b>	1.48%	0.99%	0.91%	1.09%	1.01%	-0.47%
<b>South East</b>	1.59%	1.34%	1.26%	1.35%	1.23%	-0.36%
<b>England</b>	1.27%	1.04%	0.88%	1.03%	0.94%	-0.33%

## Market segmentation

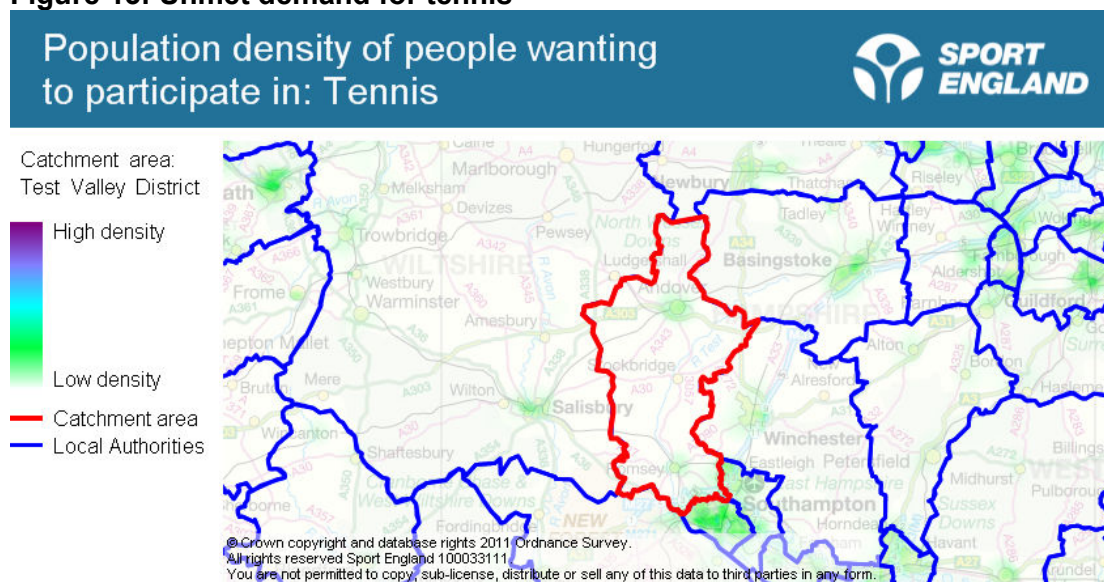
The following figures illustrate the levels of current demand and unmet demand for tennis. The figures suggest that the only significant demand exists around Andover in the north of Test Valley.

**Figure 12: Current demand for tennis**



Currently participating in Test Valley: 2,244 (1.9% of the population of Test Valley)

**Figure 13: Unmet demand for tennis**



Would like to do more in Test Valley: 2,331 (2.0% of the population of Test Valley)



## Squash & Racketball

### Participation rates trends

The following tables and chart illustrate the trends in participation rates (at least once a week). The tables suggest a decline in participation for squash and racketball within England, South East, Hampshire and Isle of Wight. There is no data available for Test Valley.

**Table 7: Squash Participation rates trends (at least once a week)**

	2009/10 (APS4)	2010/11 (APS5)	2011/12 (APS6)	2012/13 (APS7)	2013/14 (APS8 Q2)	Net Change
England	0.69%	0.67%	0.61%	0.55%	0.48%	-0.21%
South East	0.84%	0.76%	0.75%	0.63%	0.68%	-0.16%
Hampshire and Isle of Wight	1.03%	0.82%	0.85%	*	0.72%	-0.31%
Test Valley	*	*	*	*	*	-

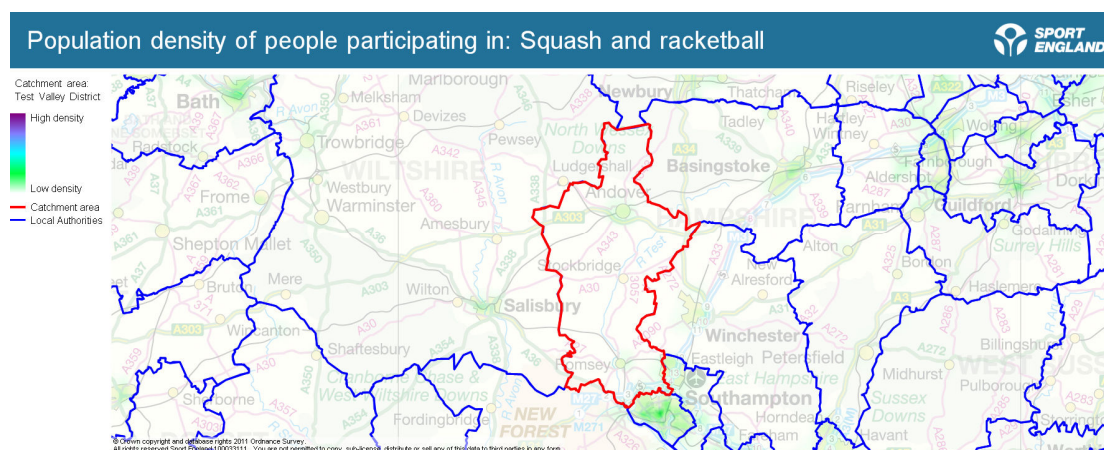
**Table 8: Racketball Participation rates trends (at least once a week)**

	2009/10 (APS4)	2010/11 (APS5)	2011/12 (APS6)	2012/13 (APS7)	2013/14 (APS8 Q2)	Net Change
England	0.04%	0.03%	0.04%	0.03%	0.02%	-0.02%
South East	*	*	*	*	*	-
Hampshire and Isle of Wight	*	*	*	*	*	-
Test Valley	*	*	*	*	*	-

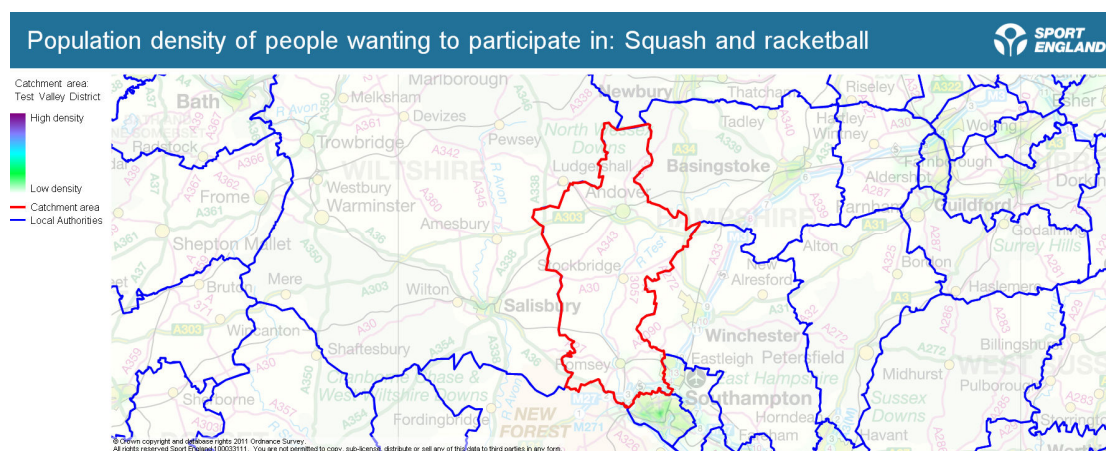
### Market segmentation

The following figures illustrates the levels of current demand and unmet demand for squash and racketball. The figures suggest very low demand and unmet demand within Test Valley. Across the Borough, 1,182 people (1.0% of the population of Test Valley) participate and 727 (0.6%) want to participate in squash and racketball.

**Figure 14: Currently participate**



**Figure 15: Would like to participate**



## Cycling

### Participation rates trends

The following table illustrates the trends in participation rates for at least once a week participation and at least one session on any duration and intensity the past 28 days. The once a week participation (no data for Test Valley) table suggests an increase in participation for cycling whereas the at least one session participation declines within England, South East, Hampshire and Isle of Wight and no change for Test Valley. This potentially suggests an uptake of people taking part in regular cycling activity.

**Table 9: Participation rates trends (at least once a week)**

	2009/10 (APS4)	2010/11 (APS5)	2011/12 (APS6)	2012/13 (APS7)	2013/14 (APS8 Q2)	Net Change
England	4.43%	4.15%	4.55%	4.62%	4.86%	0.43%
South East	5.02%	4.74%	5.26%	5.24%	5.14%	0.12%
Hampshire and Isle of Wight	5.49%	5.34%	5.38%	5.61%	6.12%	0.63%
Test Valley	*	*	*	*	*	-

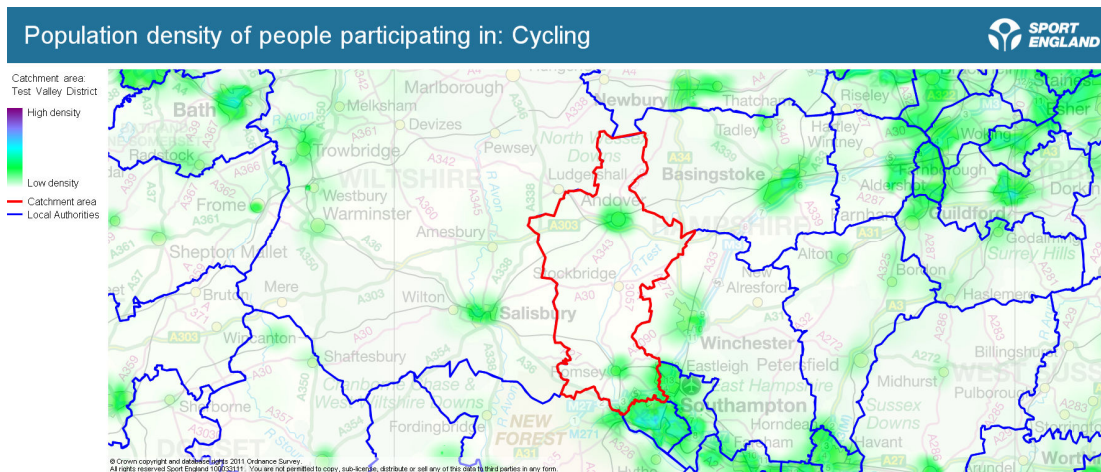
**Table 10: Participation rates trends (at least one session on any duration and intensity the past 28 days)**

	2009/10 (APS4)	2010/11 (APS5)	2011/12 (APS6)	2012/13 (APS7)	2013/14 (APS8 Q2)	Net Change
England	9.03%	8.61%	8.27%	8.13%	8.52%	-0.51%
South East	10.40%	10.00%	9.56%	9.49%	9.64%	-0.76%
Hampshire and Isle of Wright	10.80%	10.80%	9.84%	10.30%	10.60%	-0.20%
Test Valley	12.70%	15.70%	12.30%	12.60%	12.70%	0.00%

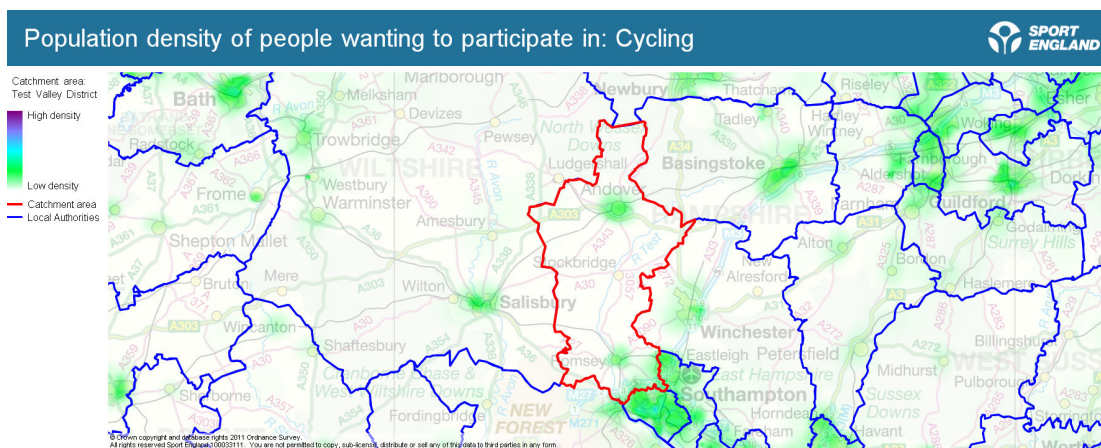
## Market segmentation

The following figures illustrates the levels of current demand and unmet demand for cycling. The figures suggest localised demand around Andover with limited unmet demand in the north of the Borough and south close to its boundaries. Across the Borough, 9,569 people (8.2% of Test Valley population) participate and 5,383 (4.6%) want to participate in cycling.

**Figure 16: Currently participate**



**Figure 17: Would like to participate**



## Netball

### Participation rates trends

The following table illustrates the trends in participation rates (at least once a week). The tables suggest a decline in participation for netball in South East and no change for England. There is no data available for Test Valley or Hampshire.

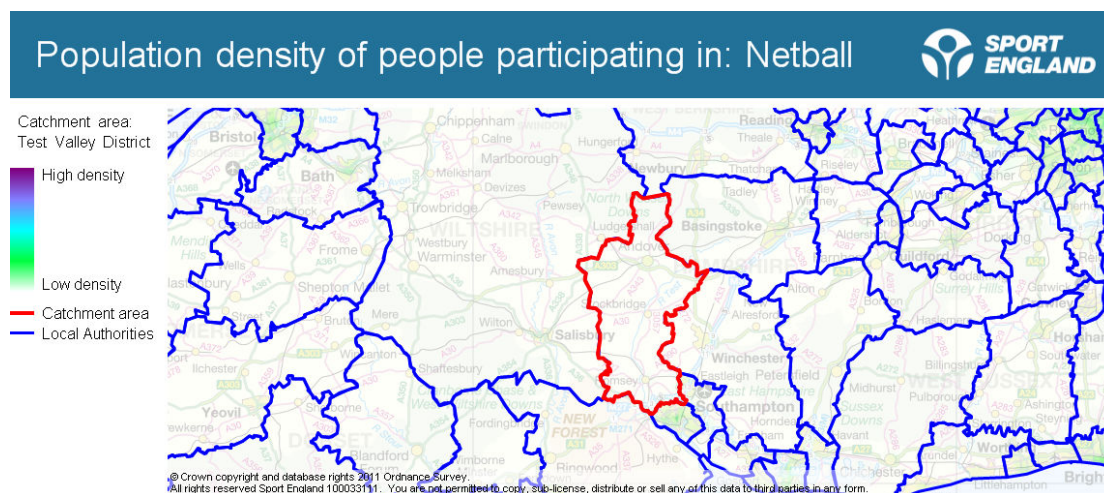
**Table 11: Participation rates trends (at least once a week)**

	2009/10 (APS4)	2010/11 (APS5)	2011/12 (APS6)	2012/13 (APS7)	2013/14 (APS8 Q2)	Net Change
England	0.34%	0.31%	0.37%	0.28%	0.34%	0.00%
South East	0.35%	0.38%	0.43%	0.23%	0.28%	-0.07%
Hampshire and Isle of Wight	*	*	*	*	*	-
Test Valley	*	*	*	*	*	-

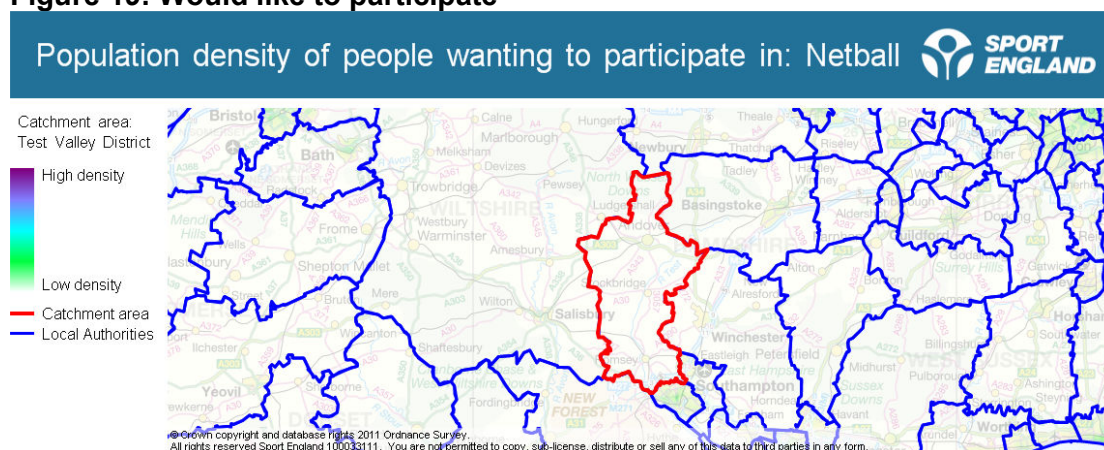
### Market segmentation

The following figures illustrate the levels of current demand and unmet demand for netball. The figures suggest very low demand and unmet demand within Test Valley. Across the Borough, 421 people (0.4%) participate and 361 (0.3%) want to participate in netball.

**Figure 18: Currently participate**



**Figure 19: Would like to participate**



### Overall Summary

The table below summarises the overall participation (% of population) by Sport, based on participation at least once a week.

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%

Note: \* means no data available

# Appendix H

## Draft Action Plan

This action plan is supported by the detailed action plan set out within the PPS. The Action Plan links back to the key outcomes set out within Section 4 of the Strategy.

Strategic Objective	Key Actions	Timescale	Resources	Responsibility/ Partners	Delivery Against Outcome
Enhancing existing assets such as Andover Leisure Centre	<ul style="list-style-type: none"> <li>Develop the strategy for investment and improvement of the leisure centre portfolio as part of the new contract post 2017.</li> </ul>	Short Term	Staff time & possible external support  Potential funding for the redevelopment	Test Valley	1, 4, 5 and 6
Long term focus on appointment of a key partner for leisure centre management	<ul style="list-style-type: none"> <li>Confirm the outcomes for the new contract and approach to procurement of long term leisure partner/provider</li> <li>Identify the procurement route</li> <li>Advertise and procure the new contract</li> </ul>	Short term  Short term Medium term	Additional Short Term Resource for Project Management	Test Valley  Test Valley Test Valley	1, 4, 5 and 6
Development of community focused facilities	<ul style="list-style-type: none"> <li>Work with key development partners to deliver improved and new facilities for the growing populations being developed in Test Valley</li> <li>Develop an effective consultation and development approach with local communities, to ensure they can develop, manage and operate facilities effectively</li> </ul>	Medium – Long term	Staff time	Test Valley/ local community groups & facilities	1, 2, 3, 5 and 6

Strategic Objective	Key Actions	Timescale	Resources	Responsibility/ Partners	Delivery Against Outcome
Address unmet demand for people to participate in sport	<ul style="list-style-type: none"> <li>• Work with key partners to ensure facilities are accessible and promote activities</li> <li>• Work with the sports community to address the significant unmet demand through programmes and promotional activities to access clubs and public facilities</li> <li>• Liaise with NGBs to support and develop strategies to deliver against the unmet demand, through promotion, new facilities or increased accessibility, considering more accessible forms of each sport.</li> <li>• Work with community facilities to maximise use outside of peak times</li> <li>• Liaise with privately owned facilities to secure community use agreements on sites</li> </ul>	Medium – Long Term	Staff Time and Grant Funding	<p>Test Valley/ NGB's / local community groups and facilities/ Sport Hampshire &amp; IOW</p> <p>Private Organisations</p>	1, 3 and 5
Identify more local needs and support Clubs	<ul style="list-style-type: none"> <li>• Work with Sports Clubs to provide support and access to funding streams (national and local) to increase participation</li> <li>• Work to promote local sports clubs within the community</li> <li>• Develop an approach for leasing arrangements which provides long term security for clubs</li> </ul>	Medium – Long Term	Staff Time	<p>Test Valley/ Sports Clubs/ Sport Andover/ Sport Romsey</p>	1 and 3

Strategic Objective	Key Actions	Timescale	Resources	Responsibility/ Partners	Delivery Against Outcome
Support and Develop volunteers and coaches	<ul style="list-style-type: none"> <li>• Consider an approach to identify and fund additional training and opportunities for community clubs</li> <li>• Encourage uptake to the Sport Hampshire and Isle of Wight database, working with the partnership to deliver coaching education and support for local clubs</li> </ul>	Medium – Long Term	Grant funding	Test Valley/ Sports Clubs/ Sport Hampshire & IOW	1 and 2
Increase participation amongst young people to create sporting habit for life	<ul style="list-style-type: none"> <li>• Support schools and the school sports partnership (Personal Best Education) to promote and encourage sports in schools and school/club links</li> <li>• Identify as a key target the promotion of sport to young people in any future management arrangements for facilities</li> <li>• Target support for clubs who promote sport to young people</li> <li>• Work with local schools and clubs to create satellite clubs in local schools</li> </ul>	Medium – Long Term	Staff time and grant funding	Test Valley/ School Sports Partnership & Sports Clubs	1, 3 and 6
Promote Access to natural resources	<ul style="list-style-type: none"> <li>• Develop publicity and promotional campaigns to promote the natural resources</li> <li>• Work with developers, countryside officers and other key stakeholders to promote the development of cycleways and foot paths to provide good links to local facilities, in line with planning policy</li> </ul>	Medium – Long Term	Staff time and budget	Test Valley & other stakeholders	5 and 6



Strategic Objective	Key Actions	Timescale	Resources	Responsibility/ Partners	Delivery Against Outcome
Inform and support future planning applications and developments	<ul style="list-style-type: none"> <li>The data within the strategy and PPS should be used to inform and guide decisions to be made on any future developments</li> </ul>	Ongoing	Staff Time	Test Valley (Community Infrastructure Levy Process)	1 and 4

# Appendix I

## Summary and Recommendations from PPS (including Action Plans) (Section 8 of PPS)

Note: Numbering of tables reflects the numbers within PPS for ease of reference

### 1.1 Site recommendations

This section brings together all the findings for Football, Cricket, Rugby and Hockey and makes recommendations for each sport, and specific sites. It is recommended that high priorities are addressed immediately and ahead of the upcoming respective seasons (2015/16), medium priorities are addressed over the next 1 to 3 years and low priorities are put in place before the end of this strategy's life. It is recommended that Test Valley review progress against these recommendations every 6 months.

Table 35: Site recommendations

Sport		Site / key stakeholders	Recommendation	Justification	Priority
Football	Site Improvements	Multiple Sites / Parish Councils, Test Valley Borough Council	Remarking of adult pitches to primarily mini but also youth pitches in line with FA pitch size guidance. See remarking football pitch table (Appendix G)	Spare capacity across adult pitches and drainage issues identified by the club (specific site remarkings are within Appendix G)	HIGH

Sport		Site / key stakeholders	Recommendation	Justification	Priority
		<p>North Baddesley Playing Field / Parish Council, Baddesley Youth F.C.</p>	<p>Teams need to be transferred to a neighbouring pitch and the pitch drainage to be improved in order to increase carrying capacity (installation of pipe drainage on key pitches).</p>	<p>Baddesley Park Youth FC commented that pitch is poorer than last year due to the fact that drainage is poor and pitch is more used for training. There is an undersupply of youth football as 13 youth teams share the same pitch.</p>	<p>LOW</p>
		<p>Michelmersh and Timsbury Recreation Ground / Parish Council, Test Valley Borough Council, Michelmersh and Timsbury Sports Club</p>	<p>Transfer teams to a neighbouring site to avoid mutual play times with cricket teams and increase carrying capacity.</p>	<p>Cricket outfield overlaps two football pitches disturbing the normal operation of the football pitches. The ground in football pitches is soft and can't be worked by machinery thus quality is degrading. Both youth and adult football have undersupply.</p>	<p>MEDIUM</p>

Sport		Site / key stakeholders	Recommendation	Justification	Priority
		Appleshaw Playing Field / Parish Council	Need for a pavilion and improved maintenance of the pitch.	Poor pitch quality probably due to inadequate maintenance and no clubhouse on site. There is a small oversupply in adult football.	HIGH
		West Tytherley PC / Parish Council	Need for better maintenance (grass cutting, seeded, fertilised) to avoid future degradation of the pitch quality.	Poor pitch quality with lots of problematic areas (due to poor drainage/overall maintenance) and litter throughout the pitch.	HIGH
	New provision (Investments)	Sherfield English Sports Field / Parish Council, Romsey Town Youth F.C., Sherfield English F.C.	Explore possible use (secured community use agreements) of a local school. Private schools are unlikely to be a realistic alternative.	High undersupply of youth football	HIGH
		North Baddesley Playing Field / Parish Council, Baddesley Youth F.C.		High undersupply of youth and mini football.	HIGH

Sport		Site / key stakeholders	Recommendation	Justification	Priority
		Shipton Bellinger Playing Field / Parish Council, Test Valley Borough Council, Shipton Bellinger Rams F.C.	Possible use of East Anton and Picket Twenty new developments, alternatively consider further investment into improved maintenance at Shipton Bellinger Playing Field to enhance pitch quality.	Pitch is much poorer from the last year and Shipton Bellinger Rams FC expanding.	MEDIUM
		Hunts Farm Sports Ground / Test Valley Borough Council, Hampshire Collegiate School, Mountbatten School, Romsey Town Youth F.C., AFC Hiltisbury, Athletico Romsey F.C., Michelmersh and Timsbury Sports Club	Possible transfer of teams to Hampshire Collegiate School and Mountbatten School.	Undersupply of youth football.	LOW
Cricket	Site Improvements	Amport Cricket Club / Amport CC	Renovation of the pavilion and a proper electricity supply.	Very good quality pitch as it is well maintained however electricity is via a generator and ancillary facilities needs improvement.	LOW
		The Wallop Sports Field / Parish Council, Over Wallop CC	The pitch needs spiking, scarifying and seeding.	The wickets are old and tired. The pitch has unofficial damages and poor drainage.	HIGH
		Bulberry Sports Field / Parish Council	Needs line markings and wicket improvement/replacement.	Wicket old and tired being, is muddy and with holes in certain areas between the stumps. Dog fouling and damage to the outfield.	HIGH

Sport		Site / key stakeholders	Recommendation	Justification	Priority
		Upper Clatford Sports Field / Parish Council, Upper Clatford & Anna Valley CC	Pitch surface needs levelling and increase of grass coverage.	Poor condition of the pitch (both wicket and outfield), uneven and not full grass coverage on outfield - unofficial use, dog fouling and litter also on site. There is undersupply.	MEDIUM
	New provision (Investments)	The Wallop Sports Field / Parish Council, Over Wallop CC	Possible use of Farleigh School (secured community use agreements).	Old and tired wickets with lots of unofficial damages and poor drainage	MEDIUM
Rugby Union	Site Improvements	The Goodship Ground / Test Valley Borough Council, Andover RFC	Mark over adult rugby pitches with junior rugby and rectify the drainage system on the junior pitch.	All areas are subject to damage by rabbits especially grass growth. Due to excessive wet weather the drainage system slit up and needs rectification. Both full size rugby pitches can be over marked to suit Andover RFC academy events every Sunday. There is an undersupply in junior rugby.	MEDIUM
		Romsey Sports Centre / Test Valley Borough Council, Romsey RFC	Consideration of removal of one sport from the site due to issues relating to overlapping of rugby pitches on the cricket pitch.	The overlapping of rugby and cricket pitches is not deemed ideal for either sport (consideration of removing rugby from the site).	LOW

Sport		Site / key stakeholders	Recommendation	Justification	Priority
	New provision (Investments)	The Goodship Ground / Test Valley Borough Council, Harrow Way Community School, Rookwood School, Winton Community, Academy Andover RFC	Continue with plans to expand capacity at the site (including the procurement of identified land). If this is not possible explore possible use of Harrow Way Community School, Rookwood School and Winton Community Academy (secured community use agreements) in addition to increasing capacity at their current site.	Andover RFC wants to increase the mini and junior teams if more pitches available. High undersupply.	HIGH
		Trojans Sports Club	Work to support the club to expand its pitch provision	Significant undersupply of both adult and junior rugby pitches	HIGH
		Romsey Sports Centre / Test Valley Borough Council, Romsey RFC	Possible future use of Ganger Farm (Romsey RFC)	Clashes of use between rugby and cricket pitches. Slight undersupply of rugby pitches.	MEDIUM
Hockey	Site Improvements	Romsey School / Romsey School, Romsey Hockey Club	Need to be replaced as pitch is old and preferably by a sand dressed pitch to match with the modern hockey pitch requirements. Seek to secure use of additional pitches through any new development (Ganger Farm).	Quality poorer than last year due to wear and tear to an already old pitch. Pitch worn out and is sand filled.	HIGH
		John Hanson Community School / John Hanson Community School, Andover Hockey Club	Surface and drainage improvement works and better fencing to avoid unofficial damage.	Pitch surface is poor with lots of unofficial damage as well as poor fencing. Drainage is adequate but it could be better.	HIGH
	New provision (Investments)	Romsey School / Romsey School, Romsey Hockey Club, Hampshire Collegiate	Possible use of Hampshire Collegiate School and new AGP provision planned for schools	Very old pitch that needs immediate replacement due to wear and tear.	HIGH

Sport		Site / key stakeholders	Recommendation	Justification	Priority
		School			
		John Hanson Community School / John Hanson Community School, Test Valley Borough Council, Andover Hockey Club	Improve pitch surface. Possible use of Winton Community Academy or Farleigh School (if agreed community access).	Poor overall pitch quality and poor fencing (to avoid extensive unofficial damage).	MEDIUM

## 1.2 External funding options

There are a number of funding options available to protect, improve and develop playing pitch provision. Appendix H (of the PPS) provides an outline of options.

## 1.3 Internal funding options

In addition to external funding Test Valley should look to use developer (S106) contributions, using this strategy as a basis, to generate funding for on-site provision or pooled funding (for use in the vicinity) to develop and support larger playing pitch and ancillary provision. Test Valley's Community Investment Levy (CIL) model should also consider playing pitch provision and improvements.

## 1.4 Proposed (strategic) action plan

This strategy has provided a comprehensive review of supply and demand for key sports across Test Valley. The report has also identified opportunities for specific development and where support is required to help the development and growth of these sports at a local grass root level. The following table details the strategic actions and level of priority for delivering significant improvement to playing pitch provision across the authority. Site by site and sport specific recommendations are all still valid, however the following actions should help facilitate the delivery of these improvements. It is recommended that high priorities are addressed immediately and



ahead of the upcoming respective seasons (2015/16), medium priorities are addressed over the next 1 to 3 years and low priorities are put in place before the end of this strategy's life.

**Table 36: Action plan**

Action	Key stakeholders	Priority
<p>The need to enhance the quality of local authority owned and managed pitches. These are often multi-use sites and the potentially of developing central sport club hubs should be considered. It may be necessary to designate certain pitches on these sites as specific outdoor sport facilities (as opposed to general recreation use), and limit casual use, which can often cause the site to deteriorate.</p> <p>See Table 35 (site recommendations) for further information.</p>	<p>Test Valley and local clubs</p> <p>Applicants for new development sites</p>	<p>Medium</p>
<p>There are a relatively low number of secured community use agreements with school sites. These sites are a potential source of provision and community use agreements should be sought between clubs and schools, particularly for rugby and AGPs.</p> <p>Clubs could also work with schools to mark pitches on any unused sports areas that may be suitable.</p> <p>The following schools do not have community use agreements for pitches:            St George's Boys School            The Stroud School            North Baddesley Junior School            Hampshire Collegiate School (with exception of AGP)            Romsey Abbey C of E Primary School            Romsey Primary School            Test Valley School            Stockbridge Primary School            Broughton Primary School            Farleigh School            Clatford C of E School            Barton Stacey Primary School            Rookwood School</p>	<p>Local clubs</p> <p>Test Valley and Hampshire County Council (education - including academies and private schools)</p>	<p>High</p>

Action	Key stakeholders	Priority
<p>Balksbury Junior School John Hanson Community School (with exception of AGP) Portway Junior School Harrow Way Community School Winton Community Academy Roman Way Primary School</p>		
<p>Support the growth of junior and mini teams (which has significant potential across Test Valley) through the delivery of suitable pitch sizes, particularly for football and rugby. Suitable ancillary provision should also be provided (e.g. parking and changing space). This should tie in with the development of high quality mini football central sites (ensuring that these sites are not overused).</p> <p>See remarking football pitches table (Appendix G) and also football pitch balance tables (Appendix E).</p>	<p>FA and affiliated clubs RFU and affiliated clubs Test Valley</p>	High
<p>Possible transfer of smaller football clubs to central sites should be explored, including possibly the new residential development sites. The Council can focus resources on larger multi-pitch sites to ensure high quality, affordable provision (as resources will be less spread). This could be achieved utilising the new development sites listed in Section 3.</p> <p>See Table 35 for further information on sites and teams that could be involved in transfer of demand.</p>	<p>Test Valley Local clubs</p>	Low
<p>Identify which existing 3G AGP school sites can be made available and secured for community use – particularly for youth football training. The schools with current secured AGP use are:</p> <p>John Hanson Community School – sand filled pitch Romsey School – sand filled pitch Hampshire Collegiate School – sand dressed pitch [These three sites are the only AGPs suitable for hockey, a balance would need to be struck between use by different sports. It would be recommended that the use of 3G pitches are explored in the first instance.]</p> <p>School sites without secured community use include:</p>	<p>FA Test Valley Hampshire County Council (education - including academies and private schools)</p>	Medium

Action	Key stakeholders	Priority
<ul style="list-style-type: none"> <li>The Mark Way School – currently not available for community use.</li> </ul>		
<p>The Council to support the expansion of key sports grounds based on full evidence based club development plans, such as The Goodship Ground. Also continue to seek to allocate land for additional sports pitches at Ganger Farm through the Revised Local Plan. A collaborative approach should be taken with Eastleigh Borough Council to explore options with regard Trojans Sport Club (particularly in terms of accommodating rugby demand).</p> <p>See Table 35 for recommendations.</p>	<p>Test Valley</p> <p>RFU</p> <p>Sport England</p>	High
<p>Support clubs to establish long-term community use agreements with the schools where they currently play. Long-term there may be the need to develop suitable new AGP provision as hockey clubs continue to grow. This should be with Hockey England guidance and support and development plans may also be able to accommodate unmet demand across other sports (particularly youth football).</p>	<p>Hampshire County Council (education - including academies and private schools)</p> <p>Test Valley and local clubs</p> <p>Hockey England</p> <p>FA</p>	Medium
<p>Address sites where there is significant undersupply of mini and youth football pitches through re-marking pitches (possible loss of adult pitches may be justified) or transferring teams to sites with existing capacity. .</p> <p>See Appendix E for full breakdown of sites.</p>	<p>Test Valley sport development team</p> <p>FA</p>	Medium
<p>Further consultation should be undertaken with league secretaries to identify further flexibility with kick off times particularly for football. This would allow for more efficient use of large multi-use hub sites.</p>	<p>FA</p>	Low
<p>This playing pitch strategy should guide future provisions and contributions from future residential developments. There are a number of shortfalls across Test Valley, as detailed in sections 4-7, and therefore all new developments should look at a way</p>	<p>Test Valley</p>	High

Action	Key stakeholders	Priority
of addressing current and projected unmet local demand. This could include through on site provisions or offsite contributions to be discussed through the consideration of applications.		
Support clubs to improve ancillary provision and quality of wicket at key cricket sites (as highlighted in site recommendations - Table 35)	ECB and Test Valley	Medium
<p>Address the general shortfall in AGP provision across Test Valley, specifically the current and anticipated growth in mini and youth football demand for training provision and the demand from hockey clubs expanding. This demand is likely to equate to at least two additional pitches, with Andover being the priority area in the short term. Any new provision should guarantee community access at the point of application. A joined up approach across different governing bodies, educational institutions clubs and the council should help facilitate external funding. It is likely that school located dual use sites are most feasible.</p> <p>Current sites with AGP provision include:</p> <p>Romsey School John Hanson Community School Farleigh School Charlton Sports Complex Trojans Sports Club Hampshire Collegiate School</p> <p>Hockey club expansion plans and recent team developments are detailed in Table 34.</p>	<p>Test Valley</p> <p>NGBs</p> <p>Local clubs</p> <p>Schools/academies</p>	High
Work in partnership with Eastleigh and Southampton Councils to identify how the possible expansion of Trojans Sport Centre (and partnership with Solent University) can benefit local clubs in Test Valley.	<p>Test Valley</p> <p>NGBs</p> <p>Trojans Sports Club</p>	Medium
The Council should look to work closely with parish councils (who are a key stakeholder in terms of pitch ownership and maintenance) to ensure CIL	Test Valley	Medium

Action	Key stakeholders	Priority
contributions are effectively used to protect and enhance playing pitch and ancillary provision. The Council will also work with Parish Council's to co-ordinate plans to remark pitches based on the recommendations contained within this report (See Appendix E of PPS).	Parish Councils	

# Appendix J

## Notes of Consultation Meetings with Sports Clubs

Two consultation meetings were held with Sports Clubs in Andover and Romsey on 20 and 22 January 2015 respectively to present the key findings from the Draft Strategy. The notes from these meetings and attendees are presented below and any key changes incorporated into the final Strategy.

### Test Valley Borough Council Sport and Recreation Strategy Sports Clubs Consultation on Draft Findings Tuesday 20 January 2015

#### Meeting Notes

#### Attendees

Name	Representing	Sport
Robin Thompson	RPT Consulting	N/A
Laura Jones	Test Valley Borough Council	N/A
Barbara Snow	Andover Arrows	Netball
Margaret Winnett	Andover Tennis Club	Tennis
Eric Esslement	Andover BMX	BMX
Dennis Fowler	Andover Bowls Club	Bowls
Mark Bradford	Andover Athletics Club	Athletics
Rupert Griffiths	Andover Triathlon Club	Triathlon
Steve Olding	Tenzone Bowman	Archery
Dilys Williams	Andover Cricket Club	Cricket
Martin Roberts	Andover Cricket Club	Cricket
Colin Malyon	Andover Golf Club	Golf
Leslie Channell	Andover Swimming and Water Polo Club	Swimming
Nicola Smith	Andover Swimming and Water Polo Club	Swimming
Jane Tunney	Andover Arrows	Netball
Dave Kane	Andover Rugby Club	Rugby
Brian Dyke	Andover Table Tennis Club	Table Tennis
Liz	Valley Leisure	N/A

#### Notes of Meeting

RPT Consulting gave a presentation on the draft findings from the Sport and Recreation Strategy following which a discussion and feedback from participants took place and the following points were raised which will be considered in the finalisation of the strategy.

- Swimming – there is a need for increase in swimming provision with clubs finding it difficult to get access to existing provision. Spectator provision around pools was also considered important in any future provision.
- Archery – need identified for an indoor range (existing provision burnt down). Consideration for space of circa 35 metres long by 20 metres wide needed as minimum. Could be use of other space (such as Sports Halls)

- Table Tennis – little provision within Borough. There is a need for space and indeed equipment at venues. Also a need for access to more coaches and providing coaching sessions for children. Potential for support in marketing and accessing information was seen as important.
- Some concern raised by table tennis, netball, cricket and other sports about the need to consult with clubs over the development of new facilities – in particular when detailed development takes place, for example only 1 cricket wicket at Pickets Twenty development, whilst there is a need for more and sighting of floodlights at depot mean impractical to play netball.
- Leases of sites from the Council – a number of sports (cricket, golf and bowls) raised concerns over the short term nature of leases (or leases with break clauses) which did not enable clubs to develop or apply for funding. Would like to see long term leases developed to enable future planning
- Netball – had seen a drop off in participation, but moved leagues and sessions indoors which increased participation. This may be a trend to consider where there is a need for indoor provision for traditionally outdoor sports, to promote and develop participation.
- Tennis – to check the indoor provision in Andover and where the location of this is.
- Some concern raised over the participation figures from Sport England – but provides a base for more local assessments to take place for funding support and applications
- Important for sports clubs to be consulted over any new developments, as a result of section 106 funding.
- Some concern raised over sports clubs having to pay section 106 funding where new facilities are being built (for example Tennis Club are developing new facilities and having to pay section 106 funding).
- Sports Clubs would like to see section 106 monies going to sustain and refresh existing facilities as well as investing in new facilities.

**Test Valley Borough Council  
Sport and Recreation Strategy  
Sports Clubs Consultation on Draft Findings  
Thursday 22 January 2015**

**Meeting Notes**

**Attendees**

<b>Name</b>	<b>Representing</b>	<b>Sport</b>
Robin Thompson	RPT Consulting	N/A
Laura Jones	Test Valley Borough Council	N/A
Tony King	Romsey Roadrunners	Running
Richard Libby	Romsey Tennis Club	Tennis
Debbie Rogers	Knightwood BMX	BMX
Francesca Whyte	Romsey Squash Club	Squash
Dave Kenyon	Halterworth Harriers	Running
Simone Arnott	Wellow Tennis Club	Tennis
Sarah Rule	Romsey & Totton Swimming Club	Swimming
Graham Rosatutoail	Romsey Archers	Archery

**Notes of Meeting**

RPT Consulting gave a presentation on the draft findings from the Sport and Recreation Strategy following which a discussion and feedback from participants took place and the following points were raised which will be considered in the finalisation of the strategy.

- Swimming – there is a need for increase in swimming provision with clubs finding it difficult to get access to existing provision. Access to facilities was often difficult with the increasing costs to hire facilities.
- Archery – need identified for new facilities as the sport grows – difficult to find appropriate facilities
- Some concern raised over the participation figures from Sport England – but provides a base for more local assessments to take place for funding support and applications. Also important to understand what is included in the figures – for example does athletics includes running in general and park running.
- It was recognised that although the overall participation may be increasing and the demand may be shown for sports, there may be differences in individual clubs and whether they are increasing or decreasing in terms of members, for a variety of reasons (eg facilities, costs, etc)
- This was true for tennis where it is seen as an increase in recreational tennis as opposed to club tennis and focus should be on improving access.
- There was a general consensus that it is important to focus on young people and children and in particular working with schools to increase participation, which is happening at some schools, for different reasons. But also important to ensure there are links to clubs with schools and after school clubs



- Costs are important for clubs and support in hire costs and other costs is a key factor for clubs.

## Appendix K Market Examples

### 1. Extreme Sports Facilities

#### **XC Centre, Hemel Hempstead ([www.thexc.co.uk](http://www.thexc.co.uk))**

The XC Centre was developed to incorporate a number of extreme sports including indoor skate park, climbing wall, caving, bouldering, high ropes, etc. At a cost of £5 million (funded through the new opportunities fund) it provides value for money and a much needed facility for the youth and other market groups in Hemel Hempstead and beyond. It attracts people from as far away as Cornwall.

Currently the facility operates at a revenue surplus.



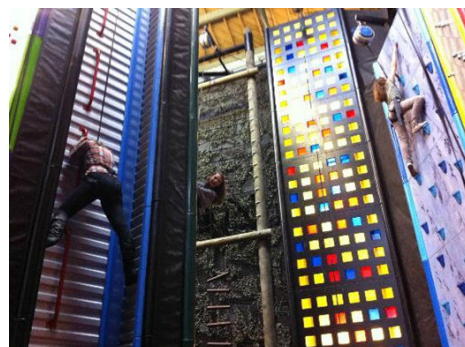
#### **Clip n Climb, Exeter**

Clip n Climb provides a climbing facility which creates a number of different challenges in a safe environment. The facilities can be developed in a number of different sizes and can form facilities to meet the needs of the space requirements.

Exeter is the first development in the UK with a number of other centres currently being planned.

They offer facilities which can be used by children and adults alike, with opportunities for training, parties, corporate and team building events, etc.

These facilities are operated commercially and thus deliver sustainable facilities.



### 2. Developing Leisure Centres (DBOM)

### Portsmouth City Council

Combining a DBOM (Design, Build, Operate and Maintain) and leisure management outsourcing contract the leisure provision delivered improved participation, revenue and sports development outcomes, whilst generating significant savings for the Council.

The redevelopment of the Mountbatten Sports Centre was undertaken to include a new 50m swimming pool and training facilities, replacing an old 33m pool and enhancing other regional dryside and outdoor sports at the Centre. The redevelopment together with the outsourcing of other leisure facilities in the City improved the **annual revenue position from a £300,000 deficit to a £500,000 surplus**.

The capital costs of the scheme were £20 million which was funded through capital receipts, Sport England funding and prudential borrowing (c.£10m), funded from the improved revenue position.

The scheme was delivered through a DBOM contract which included the transfer of risk to the private sector. Construction (cost and time) risk and operating performance risk were all transferred with the new facilities opening 8 weeks early and on budget.



#### Key Outcomes

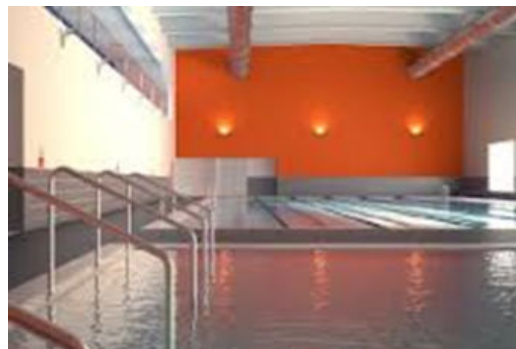
- £20m capital investment
- £0.8m savings per annum
- £10m prudential borrowing
- Increased participation

### Gosport Leisure Centre

Gosport Leisure Centre was built through a Design, Build, Operate and Maintain (DBOM) contract between Gosport Borough Council and an operator, to replace an existing outdated leisure facility.

Opened in 2012 the capital cost was **£7.3 million**, which included 25 metre 6 lane pool and learner pool, 4 court sports hall and fitness

Over the life of the contract (20 years) the Council anticipates significantly reduced operating costs in relation to the previous centre.



### 3. Increasing use of community spaces and redundant buildings

### **New Tredegar Indoor 3G Pitch**

Caerphilly Council have recently converted a sports hall to an indoor 3G pitch which is proving popular for both rugby and football.

Including touch rugby, full contact and football, the facility has significantly increased usage and revenue.

It offers a more flexible form of sport, allowing more people to access football and rugby in an area which otherwise would not have been suitable for these sports.



### **Covered Areas**

There is the opportunity to develop covered areas as opposed to fully enclosed sports halls.

This creates an extension of indoor space while not incurring the costs of an indoor sports hall. This model is used predominantly for sports such as tennis and netball and are usually floodlight to allow an increase in hours available.



#### **4. Mobile and Electronic Opportunities**

Examples of where this is starting to happen are through the various Leisure Management Contractors, who are developing databases of people and connecting to them through use of electronic and mobile forms. For example; SLM have developed a brand called EveryoneActive which enables people to establish their physical activity objectives and whilst currently is focused on encouraging people to become members there is an opportunity to broaden this to deliver outreach and informal recreation.