

Facilities Planning Model Assessment of  
Swimming Pool Provision for  
Telford and Wrekin Council

Bespoke Report

30 July 2024

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## EXECUTIVE SUMMARY

### Introduction

- 0.1 Telford and Wrekin Council (also referred to as Telford and Wrekin, or the Borough) is reviewing the current provision of swimming pools and assessing future demand and level of provision required to 2040.
- 0.2 This report has been prepared based on an assessment using the Sport England Facilities Planning Model (FPM) spatial modelling tool. The FPM study is a quantitative, accessibility and spatial assessment of the supply, demand and access to swimming pools.
- 0.3 In 2022, Telford and Wrekin Council undertook a bespoke FPM assessment, based on two runs for 2022 and 2031. Following a review of the report, Telford and Wrekin decided to undertake a longer-term projection, including residential sites and population projections up to 2040 – in particular, to assess options to address issues highlighted in the key findings in the 2022 report. These options are to:
- Provide a further public leisure centre to improve the swimming offer (in the 2022 FPM assessment, the consideration was for a main pool and learner pool)
  - Increase the amount of water space available for community use, thereby providing more capacity and enabling the used capacity of pool sites to be closer to a comfortable level at peak times (the Sport England measure for a swimming pool to be comfortably full is 70% of capacity used at peak times)
  - Meet the projected demand for swimming pools in the Telford area, where demand is highest in 2031
  - Replace Oakengates Leisure Centre (after the 2022 study, the Council modernised Oakengates Leisure Centre in 2024 and modernised Newport Swimming and Fitness Centre in 2023, thereby improving the quality of the swimming offer and increasing the attractiveness of the pools)
- 0.4 This further FPM study and modelling runs are to provide a:
- Run 1 – baseline assessment of provision in 2024
  - Run 2 – forward assessment of demand for swimming pools and its distribution, based on the projected changes in population between 2024 and 2040 and with the addition of Dawley Swimming Pool, which includes a movable floor
- 0.5 The main report sets out the full set of findings under each of the seven assessment headings.
- 0.6 The next section of the report provides the headline strategic overview, and the key findings and interventions arising from the FPM study on supply, demand and accessibility.

## Headline Strategic Overview

- 0.7 The headline strategic finding is that a very high level of the Borough's demand for swimming pools can be met by the accessible supply in both years. Demand for swimming pools increases between 2024 and 2040.
- 0.8 Provision of Dawley Swimming Pool at the scale and location modelled is supported by the FPM findings. It is located in an area of high demand and deprivation, and is estimated to be 100% utilised at peak times in 2040.
- 0.9 The public leisure centres are single-pool sites at a scale to support the level of demand in each of the main towns. The balance between supply, demand and accessibility is good. The provision reflects the needs of a Borough with a small land area but with many small settlements in addition to the main towns.
- 0.10 The swimming pools are ageing but there is a good track record of modernisation, especially of the public leisure centres. Recently, the public leisure centre offer has been enhanced significantly with modernisation of two sites. Inclusion of a movable floor at Dawley Swimming Pool will further enhance the offer and provide greater flexibility in the programme of use.
- 0.11 Satisfied demand is very high and most is met within the Borough. Unmet demand is low and mainly due to demand too far from a facility.
- 0.12 Most swimming pools are estimated to be operating at an uncomfortably high level at peak times in both years. There is no scope to increase availability and capacity at the public leisure centres. There is limited scope to increase the hours for community use at two educational sites.

## Key Findings

- 0.13 The key findings that underpin the headline strategic overview are as follows:
  - 1. In 2024, 91% of the total water space is available for community use in the weekly peak period; in 2040, this increases to 92%. There is scope to increase capacity by extending the opening hours at two of the educational sites: Hadley Learning Community and Wrekin College Sports Centre.
  - 2. The average age of all the swimming pools in 2024 is 33 years, and 41 years for the public leisure centres. In 2040, it is 45 years and 48 years, respectively. However, all the public leisure centres included in 2024 have been modernised. The two pools most recently refurbished are Newport Swimming and Fitness Centre in 2023 and Oakengates Leisure Centre in 2024.
  - 3. There is a projected 12% increase in the Borough's population and a 9% increase in demand for swimming pools between 2024 and 2040.
  - 4. In 2024, 95% of Telford and Wrekin's demand for swimming pools is met; this increases to 96% in 2040. Therefore, the residents can access a very high level of suitable supply.



5. Of the satisfied demand, 92% is met within the Borough in 2024; this increases to 94% in 2040. Therefore, the pools are in the right places and are attractive to residents.
6. Unmet demand in the Borough is as follows:
  - 2024: equivalent of 100 sqm of water, comprising:
    - Demand too far from a facility – 72 sqm
    - Lack of swimming pool capacity – 28 sqm
  - 2040: equivalent of 84 sqm of water, comprising:
    - Demand too far from a facility – 63 sqm
    - Lack of swimming pool capacity – 21 sqm
7. In 2040, the two locations where the most unmet demand can be met are: between Stirchley and Abraham Darby Sports and Leisure Centre; and at Nuffield Health (if it were affordable for all residents). At 20 sqm of water, this is insufficient to consider providing a new swimming pool but this is where capacity needs to be increased.
8. The overall estimated used capacity of swimming pools in the weekly peak period is 84% in 2024 and 2040. Six swimming are estimated to be uncomfortably full in 2024 and seven sites in 2040.

## Interventions and Next Steps

- 0.14 The quantitative and spatial findings indicate that:
- Nearly all the demand for swimming can be met, but most swimming pools are uncomfortably full.
  - There is insufficient unmet demand to justify further provision beyond that modelled. However, there is very limited scope to increase availability and capacity at the sites to reduce the proportion of utilisation. The scope and interventions are at the educational sites but this will not reduce utilisation to a comfortable level at peak times.
- 0.15 Provision of Dawley Swimming Pool is supported. While it is estimated to be full at peak times in 2040, the FPM findings do not support increasing the scale of the pool modelled for three reasons:
- It is modelled to be the most attractive pool in 2040, which will draw demand to it; however, this is based on there being no other modernisations of pools in the Borough before then.
  - Unmet demand that could be met at the pool is 16 sqm of water, which is insufficient to consider increasing the scale of the pool.
  - The pool already has the maximum width (10m) for a 25m community pool, and will have a movable floor that will allow a more flexible and intensive programme of use.

0.16 In terms of interventions at the educational sites, the focus is to achieve a better balance between the distribution of supply and demand by increasing availability and capacity. Based on the FPM findings, the sites in order of priority are:

- Hadley Learning Community:
  - Estimated to be 100% utilised in the weekly peak period in 2024 and 2040 (based on availability of 28 hours in the weekly peak period)
  - 25m x 10m pool opened in 2007; unmodernised but still attractive
  - Currently available for 49.5 hours in the weekly peak period during term time, therefore, scope to increase the availability by three hours and accommodate a further 71 visits in the weekly peak period – a very limited increase but important to achieve because of its location and existing commitment to community use
  - Located in an area of quite high demand in both years and close to large housing growth areas in 2040
  - Most important intervention strategically as increases availability in Telford
- Wrekin College and Sports Centre:
  - Estimated to be 100% utilised in the weekly peak period in 2024 and 2040
  - 25m x 12.5m pool opened in 2004; unmodernised but still attractive
  - Available for 43.5 hours in the weekly peak period, therefore, scope to increase availability by nine hours and accommodate a further 468 visits
  - Located in an area of high demand in both years and close to large housing growth areas in 2040
  - Six-lane pool – can accommodate more than one activity at a time and attractive to clubs for swimming development

0.17 It is recognised that increasing the hours at the educational sites involves costs and negotiations with each educational owner. However, it is a first option to consider because it would increase capacity at existing swimming pools.

0.18 A programme review at all sites, but especially the educational sites, could ensure the peak-period hours are utilised for maximum use. Changing the programme to provide more hours for activities that have higher usage is a way of maximising the pool capacity.

0.19 If there is no Community Use Agreement (CUA) at these sites, one should be put in place to protect the time for community use. Any reduction in availability at these sites for community use will:

- affect the findings in this study
- lead to an increase in unmet demand that cannot be met at the public leisure centres because they already have maximum availability at peak times

0.20 Sport England can advise on the content of a CUA. The Council may wish to consider a partnership with either or both of these schools, with investment to assist with modernisation of the pools in return for protected and expanded community use.

- 0.21 It will be important to review this report within the Borough and consider how the findings relate to all the Council's key drivers and options for change. Combining the FPM assessment with the wider review of provision will lead to well-considered options on the best ways to meet the projected demand for swimming pools up to 2040 and beyond.

## Contents

1.	Introduction .....	1
2.	Swimming Pool Supply .....	4
3.	Demand for Swimming Pools .....	10
4.	Accessibility .....	17
5.	Satisfied Demand for Swimming Pools .....	24
6.	Unmet Demand for Swimming Pools .....	29
7.	Used Capacity of Facilities.....	35
8.	Local Share of Facilities .....	44
	Appendix 1: Facilities Excluded .....	48
	Appendix 2: Facilities in Neighbouring Local Authority Areas Included in the Assessment .....	49
	Appendix 3: Model Description, Inclusion Criteria and Model Parameters.....	50

## 1. INTRODUCTION

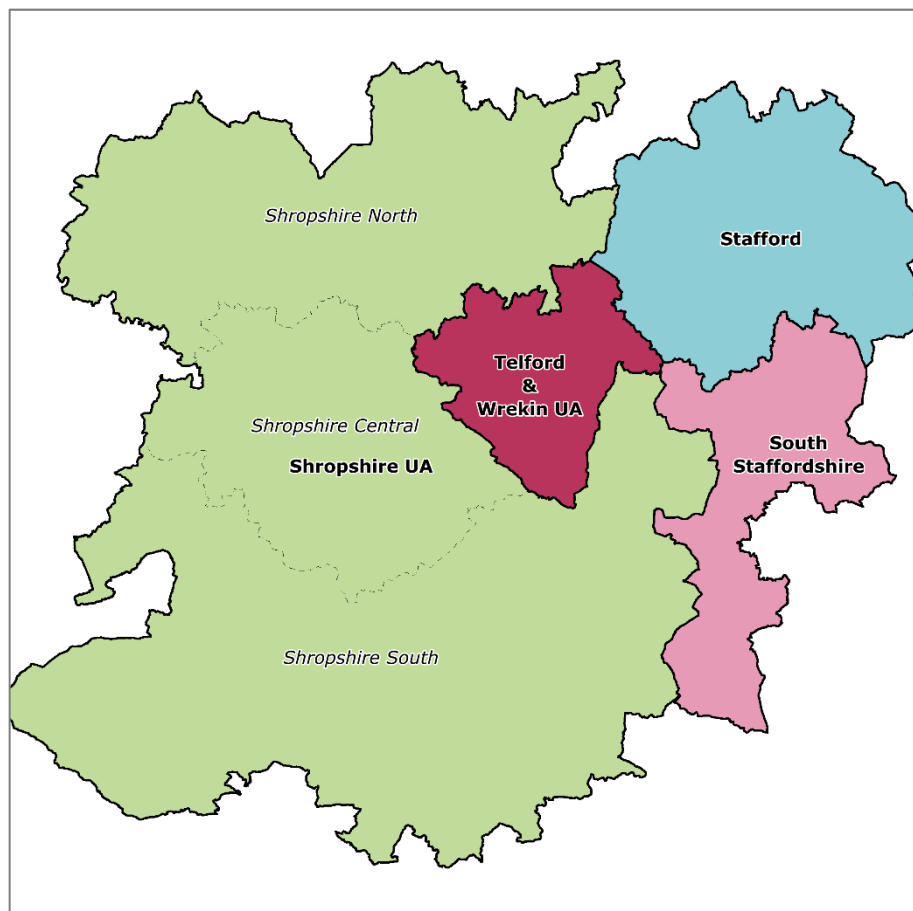
- 1.1 Telford and Wrekin Council (also referred to as Telford and Wrekin or the Borough) is reviewing the current provision of swimming pools and assessing the future provision required to 2040.
- 1.2 The key drivers for the work are to:
- Understand how well the supply of swimming pools is meeting demand in 2024 and 2040
  - Understand the impacts of population change and residential development on meeting the demand for swimming pools and its distribution up to 2040
  - Understand the impact of a modelled change in the supply of swimming pools on meeting the demand for swimming pools and its distribution up to 2040
  - Consider the findings on the scale and location of unmet demand resulting from the assessment
- 1.3 The outputs from the FPM assessment will:
- Inform Telford and Wrekin Council's strategic planning review of swimming pools provision and update of the Council's Built Facilities Strategy
  - Provide an assessment of need that contributes to the evidence base for the development of planning policy on provision of indoor sports facilities
- 1.4 The sequence of work is based on assessments known as runs, and these are set out in the Executive Summary.

### *The Study Area*

- 1.5 The assessments include the swimming pools and population in Telford and Wrekin and the neighbouring local authority areas, which comprise the study area (see Map 1.1).
- 1.6 A customer's choice of swimming pool does not respect local authority boundaries. There may be management and possibly pricing incentives for customers to use sports facilities in their local authority area. Other factors that influence choice of swimming pool include:
- How close the venue is to where residents live or work
  - Other facilities at the same site, such as a gym or studio
  - The programming of the pool with swimming activities that appeal to residents and are available at times that fit with the lifestyle of residents
  - Age and condition of the facility and inherently its attractiveness
- 1.7 Increasingly, the quality of swimming pools and their offer are of more importance to residents in their choice of venues. New facilities will have a significant draw because of the quality of the venues.

- 1.8 In determining the position across Telford and Wrekin, it is important to take full account of the swimming pools and population in neighbouring local authority areas. The most attractive facility for some Telford and Wrekin residents may be outside the Borough (known as exported demand). For residents of neighbouring local authorities, their most attractive swimming pool may be inside Telford and Wrekin (known as imported demand).
- 1.9 To take account of these factors, a study area is established that places Telford and Wrekin at its centre and includes the neighbouring local authority areas.

**Map 1.1: Study Area for Telford and Wrekin Swimming Pools Assessment**



### *Report Structure, Content and Sequence*

- 1.10 The findings for the Telford and Wrekin assessment are set out in a series of tables for both runs. This allows a 'read across' to see the specific impact of changes between Runs 1 and 2 and builds up the picture of change.
- 1.11 The headings for each table are:
- Supply
  - Demand
  - Accessibility
  - Satisfied Demand
  - Unmet Demand
  - Used Capacity
  - Local Share

- 1.12 The terms listed above are defined beneath the tables.
- 1.13 To support the findings, this report also includes maps that show swimming pool locations, demand, deprivation, driving and walking coverage, public transport access, exported satisfied demand, unmet demand, imported used capacity and local share.
- 1.14 Where valid, the findings for neighbouring local authorities are set out. A commentary is provided on these comparable findings. For example, some local authorities like to know how their findings on proportion of met demand compare with those of neighbouring local authorities.
- 1.15 The key findings in each of the sections are numbered and highlighted in bold typeface.
- 1.16 The facilities excluded from the study, with explanations, are listed in Appendix **1**. Details of the swimming pools in the neighbouring local authority areas for the assessment are set out in Appendix **2**. The FPM and its parameters are described in Appendix **3**.
- 1.17 All maps for the study are provided in a separate document as layered PDFs.

## 2. SWIMMING POOL SUPPLY

There is a range of providers in Telford and Wrekin, with four public leisure centres, three educational sites and two commercial sites.

With the exception of the two educational sites, all the other sites are available for the maximum 52.5 hours in the weekly peak period.

All the public leisure centres have been modernised.

**Table 2.1: Supply of Swimming Pools in Telford and Wrekin by Run**

Supply	Run 1	Run 2
Telford and Wrekin	2024	2040
Number of pools	8	9
Number of pool sites	8	9
Supply in sqm of water	1,903	2,153
Supply in sqm of water scaled with hours available in peak period	1,733	1,983
Unavailable supply in the weekly peak period	9%	8%
Supply in visits per week in peak period	15,162	17,350
Average age of all of sites	33	45
Average age of public sites	41	48

**Definition of supply** – This is the supply or capacity of the swimming pools available for community and swimming club use in the weekly peak period. Supply is expressed in the number of visits that a pool can accommodate in the weekly peak period and in square metres of water.

**Weekly peak period** – This is when most visits take place and when users have most flexibility to visit. The peak period for swimming pools is one hour on weekday mornings, one hour on weekday lunchtimes, five and a half hours on weekday evenings, and seven and a half hours on weekend days. This gives a total of 52.5 hours per week. The modelling and recommendations are based on the ability of the public to access facilities during this weekly peak period.

- 2.1 Run 1 models eight swimming pools across eight sites in Telford and Wrekin in 2024.
- 2.2 Run 2 models nine swimming pools across nine sites in 2040. Run 2 includes Dawley Swimming Pool, a Council commitment, modelled to open in 2026.
- 2.3 The facilities excluded from the study, with explanations, are listed in Appendix 1.



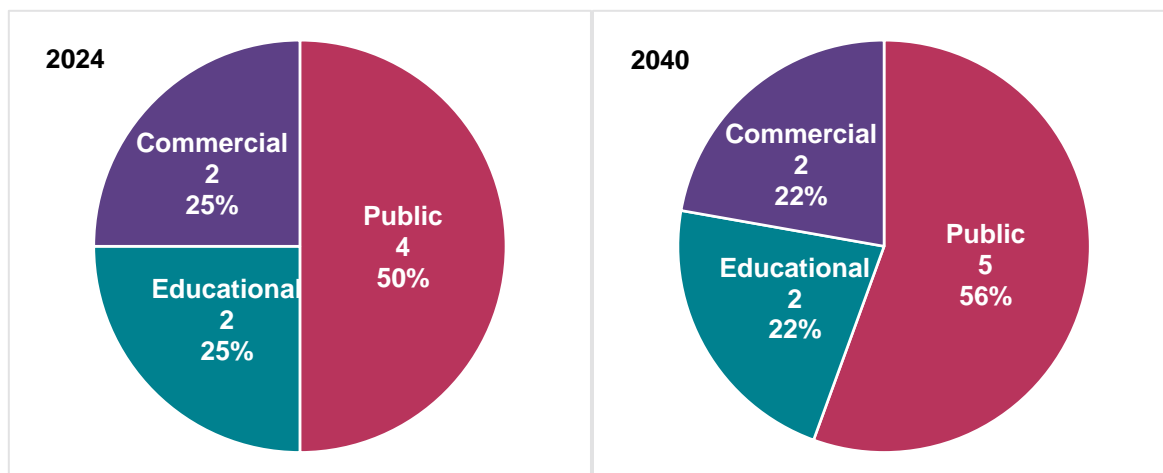
Table 2.2: Details of Swimming Pools in Telford and Wrekin Included in the Runs

Site	Operation	Dimensions (m)	Area (sqm)	Year Built	Year Refurb	Peak Hours	Total Hours	Capacity (visits in weekly peak period)
Abraham Darby Sports and Leisure Centre	Public	25 x 10	250	2012	2016	52.5	84.5	2,188
Dawley Swimming Pool (Run 2 only)	Public	25 x 10	250	2026		52.5	101	2,188
Hadley Learning Community*	Educational	25 x 10	250	2007		28	39	1,167
Newport Swimming and Fitness Centre	Public	25 x 8	200	1968	2023	52.5	100.5	1,750
Nuffield Health	Commercial	20 x 8	160	2001		52.5	101.5	1,400
Oakengates Leisure Centre	Public	25 x 8.5	213	1972	2024	52.5	73.5	1,864
Telford Hotel and Golf Resort	Commercial	15 x 12	180	1981	2007	52.5	103.5	1,575
Wellington Civic and Leisure Centre	Public	25 x 13.5	338	1981	2007	52.5	103.5	2,958
Wrekin College Sports Centre	Educational	25 x 12.5	312.5	2004		43.5	73.5	2,262

\* Hadley Learning Community pool is available for 49.5 hours of community use in the weekly peak period during term time, not 28 hours as provided in the data from Telford and Wrekin and modelled

## Providers

Chart 2.1: Telford and Wrekin Swimming Pool Sites by Operation Type



2.4 In Telford and Wrekin there are four public leisure centres with swimming pools included in Run 1 and five sites in Run 2. They account for 50% of the total sites in 2024 and 56% in 2040. Public leisure centres are available to all residents and provide all swimming activities:

- Learn to swim
- Casual recreational swimming
- Lane and fitness swimming activities
- Swimming development through clubs

2.5 There are two educational sites in both runs, accounting for 25% of the sites in Run 1 and 22% in Run 2. Access to educational swimming pools depends on the policy of each individual school/college towards community use:

- Some educational owners will proactively encourage community use and allow regular hire by swimming clubs and may also operate a learn-to-swim school.
- Other schools/colleges will have a responsive, more limited, approach to community use, and only hire out the pool on an irregular basis.

2.6 There are two commercial sites, which are membership based and provide recreational swimming. Nuffield Health also operates a learn-to-swim school.

## Scale

2.7 All the swimming pool sites in both runs are single-pool sites. Abraham Darby Sports and Leisure Centre has a movable floor and the Council is installing a movable floor in Dawley Swimming Pool. This provides more flexibility in the programme of use and is more suitable for learn to swim.

2.8 With the exception of the commercial sites, all the pools are 25m in length.

2.9 The largest swimming pools can accommodate all swimming activities and more than one activity at the same time.

- Wellington Civic and Leisure Centre (public):
  - 25m x 13.5m pool, providing a total of 338 sqm of water
  - Available for 52.5 hours in the weekly peak period
  - Can accommodate 2,958 visits in the weekly peak period
- Wrekin College Sports Centre (educational):
  - 25m x 12.5m pool, providing a total of 313 sqm of water
  - Available for 43.5 hours in the weekly peak period
  - Can accommodate 2,262 visits in the weekly peak period
  - Is one metre shorter in width than Wellington Civic and Leisure Centre and available for nine fewer hours in the weekly peak period; therefore, its capacity is for fewer visits

2.10 The other public leisure centres are available for 52.5 hours in the weekly peak period and can accommodate all activities. However, the smaller scale of Oakengates Leisure Centre and Newport Swimming and Fitness Centre may mean that they are only able to accommodate one activity at any given time.

- Abraham Darby Sports and Leisure Centre and Dawley Swimming Pool are both 10m wide and can accommodate 2,188 visits in the weekly peak period.
- Oakengates Leisure Centre is 8.5m wide and can accommodate 1,864 visits in the weekly peak period.
- Newport Swimming and Fitness Centre is 8m wide and can accommodate 1,750 visits in the weekly peak period.

2.11 The other educational pool is 10m wide. Hadley Learning Community has been modelled with availability of 28 hours in the weekly peak period and a capacity of 1,167 visits.

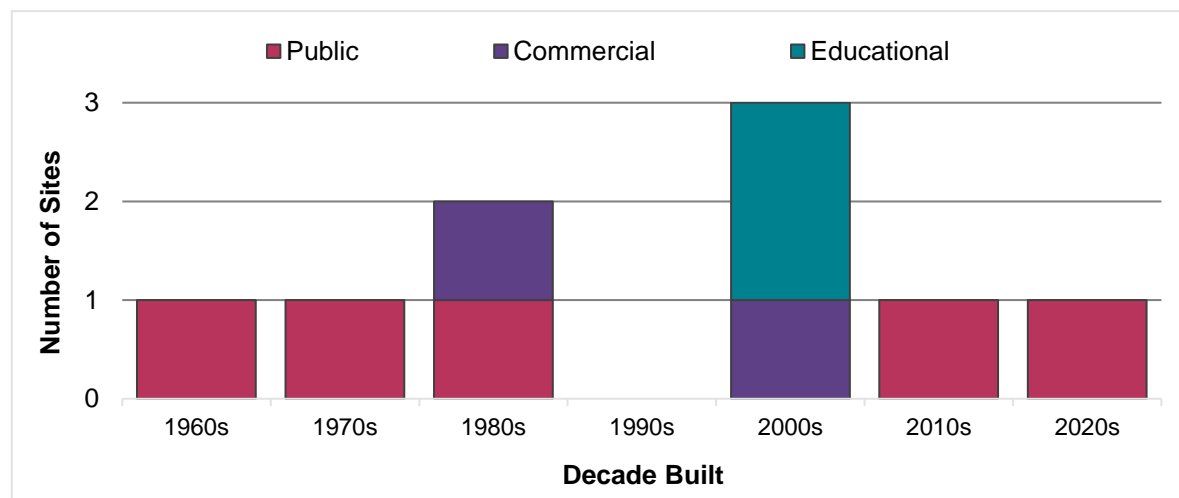
2.12 The commercial swimming pools are available to their membership for 52.5 hours in the weekly peak period but are the smallest pools in the Borough.

- Telford Hotel and Golf Resort has a 15m x 12m pool that can accommodate 1,575 visits in the weekly peak period.
- Nuffield Health has a 20m x 8m pool that can accommodate 1,400 visits in the weekly peak period.

2.13 **Key finding 1** is that, in 2024, 91% of the total water space is available for community use in the weekly peak period; in 2040, this increases to 92%. There is scope to increase capacity by extending the opening hours at two of the educational sites: Hadley Learning Community and Wrekin College Sports Centre.

## Age

Chart 2.1: Decade Built of Swimming Pools in Telford and Wrekin by Site Type

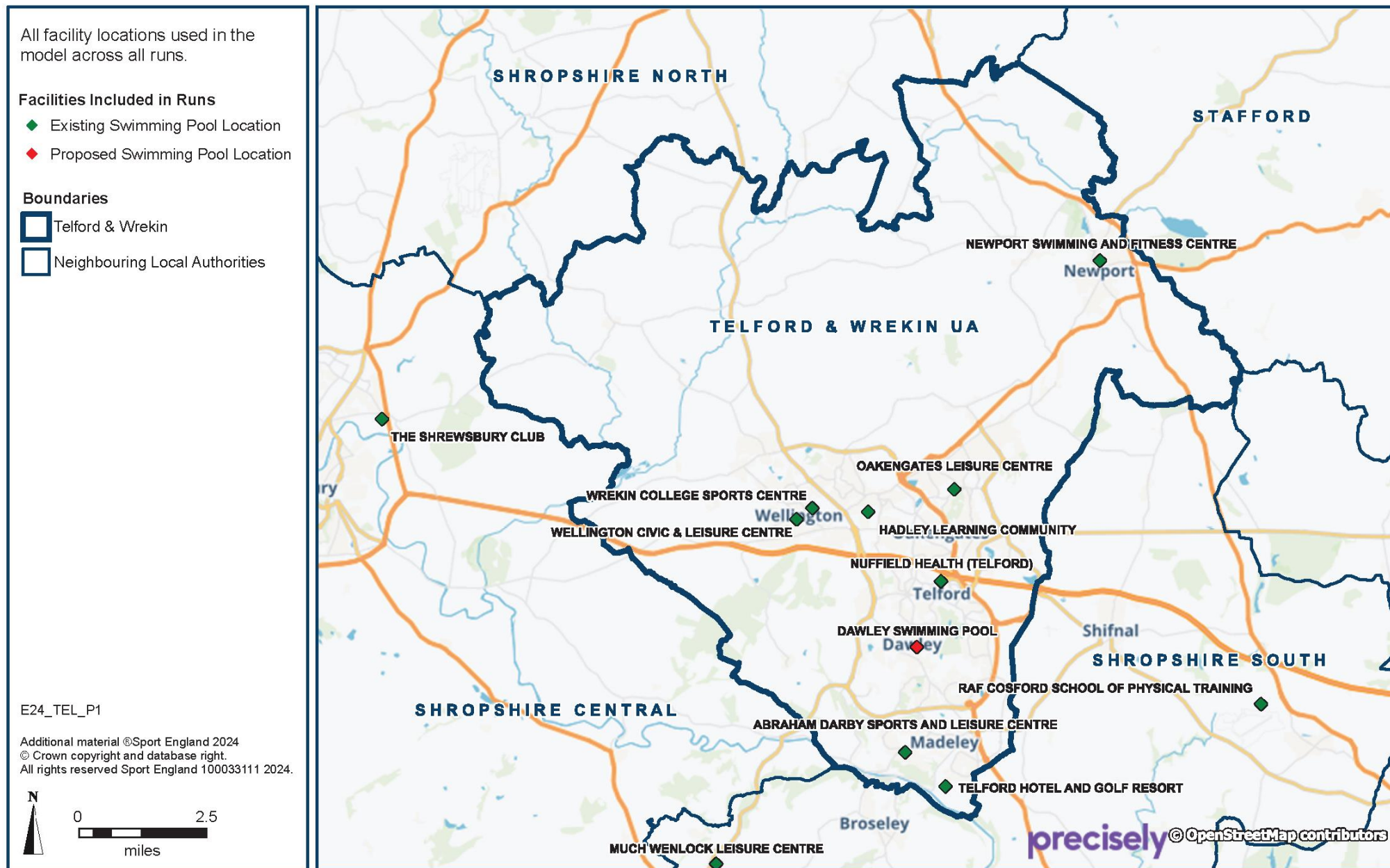


- 2.14 **Key finding 2** is that the average age of all the swimming pools in 2024 is 33 years, and 41 years for the public leisure centres. In 2040 it is 45 years and 48 years, respectively. However, all the public leisure centres included in 2024 have been modernised. The two pools most recently refurbished are Newport Swimming and Fitness Centre in 2023 and Oakengates Leisure Centre in 2024.
- 2.15 The two educational sites are unmodernised. The oldest unmodernised swimming pool is Nuffield Health, which opened in 2001.

## Swimming Pool Locations

- 2.16 Newport Swimming and Fitness Centre is in the northeast of Telford and Wrekin, close to the Stafford border. All the other swimming pool sites are in the southern half of the Borough. Therefore, there is a large area in the north of the Borough where there are no swimming pools (see Map 2.1).
- 2.17 The two largest swimming pools (Wellington Civic and Leisure Centre and Wrekin College Sports Centre) are close to one another.
- 2.18 In the neighbouring local authority areas, there are no swimming pool sites close to the Telford and Wrekin border.

Map 2.1: Location of Swimming Pools in 2024 and 2040 (Runs 1 and 2)



### 3. DEMAND FOR SWIMMING POOLS

The proportional increase in demand for swimming pools between 2024 and 2040 is greater in Telford and Wrekin than in the neighbouring local authority areas.

Demand is highest in Telford and then Wellington. Demand at the location of Dawley Swimming Pool is high.

There are large areas in the north of the Borough where there is no demand.

**Table 3.1: Demand for Swimming Pools in Telford and Wrekin by Run**

Demand	Run 1	Run 2
Telford and Wrekin	2024	2040
Population	188,826	212,027
Visits demanded in weekly peak period	12,447	13,559
% of available supply	82%	78%
Demand in sqm of water with comfort factor (70%) included	2,047	2,230
% of demand in the 10% most deprived LSOAs nationally	15%	13%

**Definition of total demand** – This represents the total demand for swimming by gender and for six age bands from 0 to 80+ and is calculated as the percentage of each age band/gender that participates. This is added to the frequency of participation in each age band/gender to arrive at a total demand figure, which is expressed in visits in the weekly peak period and square metres of water. The FPM parameters for the percentage of participation and frequency of participation, for gender and for different age bands, are calculated from Sport England's Active Lives survey up to November 2022 and are set out in Appendix 3.

- 3.1 Demand is calculated from the resident population. Telford and Wrekin Council provided the Borough's population forecast for 2040.
- 3.2 The geographical distribution of the population in the FPM for 2040 includes housing growth sites provided by the Council, which are shown on Map 3.1.
- 3.3 **Key finding 3** is that there is a projected 12% increase in the Borough's population and a 9% increase in demand for swimming pools between 2024 and 2040.
- 3.4 The slightly smaller increase in demand compared with the population growth is because of the ageing of the population in Telford and Wrekin between 2024 and 2040. There will be fewer residents in the age bands with the highest swimming participation (0–15-year-olds and 25–39-year-olds) in 2040 than in 2024. The rate and frequency of swimming participation is assumed to be unchanged between the two years (for participation rates and frequency, see Appendix 3: Swimming Pools Parameters).



### *Demand in the Study Area*

Table 3.2: Demand for Swimming Pools by Area and Run

Demand in sqm of Water Considering a 'Comfort' Factor	Run 1	Run 2	% Change
Area	2024	2040	2024–2040
<b>Telford and Wrekin</b>	<b>2,047</b>	<b>2,230</b>	<b>9%</b>
Shropshire	3,442	3,678	7%
South Staffordshire	1,136	1,166	3%
Stafford	1,474	1,571	7%

- 3.5 Telford and Wrekin has the largest percentage increase in demand for swimming pools across the study area. The next highest increase is in Shropshire and Stafford, both at 7%. South Staffordshire has the smallest increase, at 3%.

### *Geographical Distribution of Demand*

- 3.6 In both years, the cluster of highest demand is in the south of the Borough between Dawley and Madeley. Demand is also high around Wellington and Oakengates in Telford.
- 3.7 There is a very close correlation between the areas of highest demand and the locations of the swimming pool sites. Newport Swimming Pool is the only site not located in an area of highest demand.

#### **2024**

- 3.8 In 2024, the highest density of demand is at Abraham Darby Sports and Leisure Centre, Woodside, at 42 sqm of water per square kilometre (dark-green square in Map 3.2).
- 3.9 The areas with the highest demand across nine square kilometres are:
- Madeley and Stirchley – 209 sqm of water
  - Wellington – 204 sqm of water
  - Oakengates – 193 sqm of water
  - Dawley Bank – 181 sqm of water
- 3.10 Demand is lowest in the north and northwest of the Borough, at between 1 sqm and 6 sqm of water per square kilometre (purple squares). Within this area there are large areas where there is no demand.

#### **2040**

- 3.11 In 2040, the areas with the highest density of demand per square kilometre are in the same places as 2024 but demand is lower by between 2 sqm and 3 sqm of water (light-blue squares in Map 3.3). This change is due to the redistribution of demand across Telford and Wrekin because of housing growth areas.

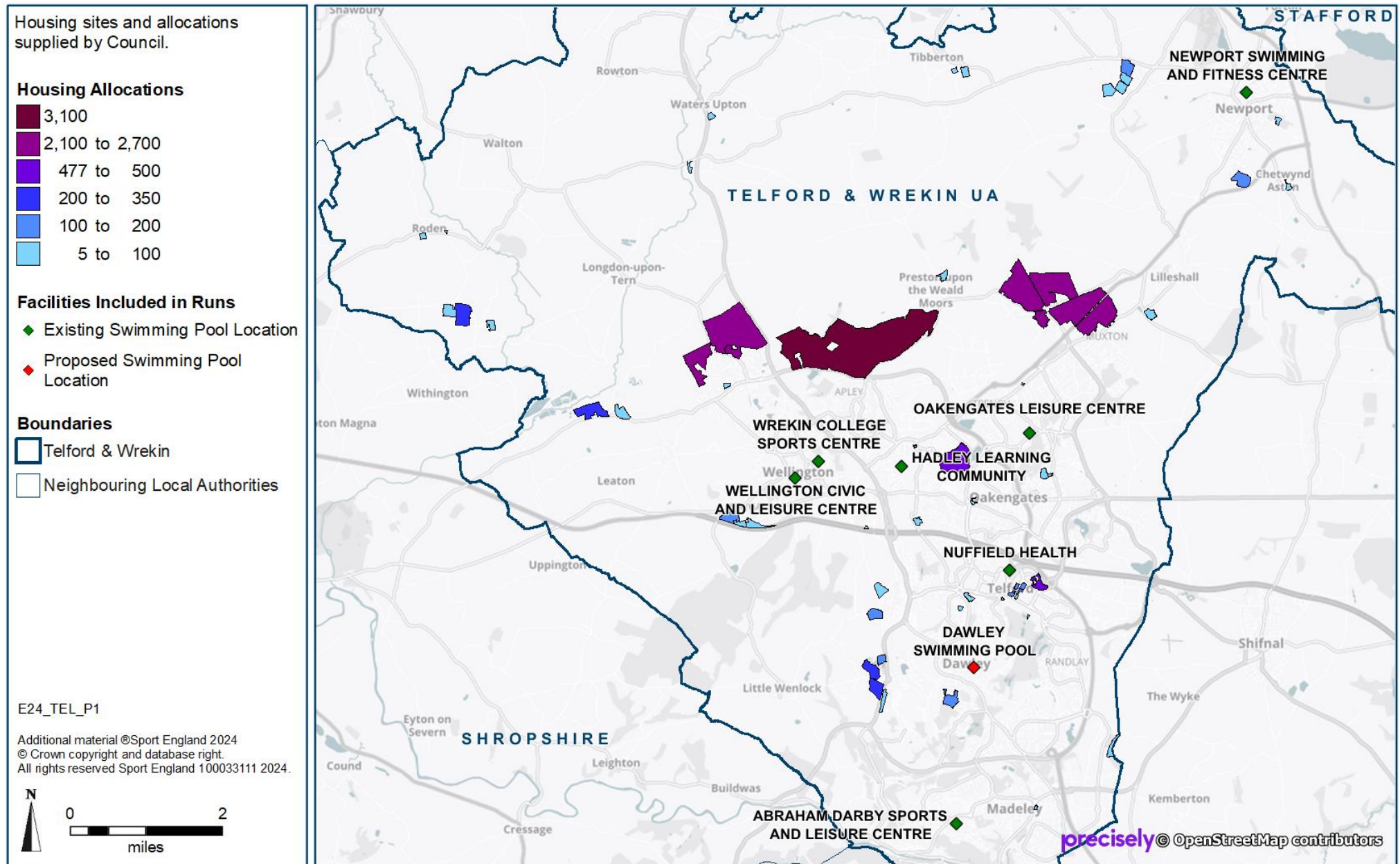
- 3.12 The areas with the largest increase in demand are in the housing growth areas:
- Bratton: demand increases by 18 sqm of water to 20 sqm of water per square kilometre (medium-blue square)
  - Wappenshall: demand increases by between 10 sqm and 11 sqm of water per square kilometre across five square kilometres to between 11 sqm and 21 sqm of water (medium-blue and dark-blue squares)
  - Northeast of Muxton: demand increases by between 9 sqm and 11 sqm of water per square kilometre across four square kilometres to between 11 sqm and 21 sqm of water (medium-blue and dark-blue squares)
- 3.13 Demand around Dawley Bank increases by 1 sqm of water to 182 sqm of water across nine square kilometres.
- 3.14 Demand remains lowest in the north and northwest of the Borough, at between 1 sqm and 6 sqm of water per square kilometre (purple squares). There remain large areas where there is no demand.

### *Deprivation*

- 3.15 Of the Telford and Wrekin's demand, 15% is in the 10% most-deprived lower super output areas (LSOAs) nationally in 2024, decreasing to 13% in 2040.
- 3.16 The most deprived areas are (see Map 3.4):
- From Woodside to Cuckoo Oak – Abraham Darby Sports and Leisure Centre is on the western edge of this area
  - Dawley – the location of the new swimming pool
  - Between Wellington and Hadley – three swimming pools are in this area
  - Donnington – northeast of Oakengates Leisure Centre
- 3.17 The Index of Multiple Deprivation (IMD) score is used in the FPM to limit whether people will use commercial facilities such as Nuffield Health and Telford Hotel and Golf Resort (see Appendix 3 for definition of IMD). A weighting factor is incorporated to reflect the cost element often associated with commercial facilities. The assumption is that the higher the IMD score (less affluence), the less likely the population of the LSOA would choose to go to a commercial facility.

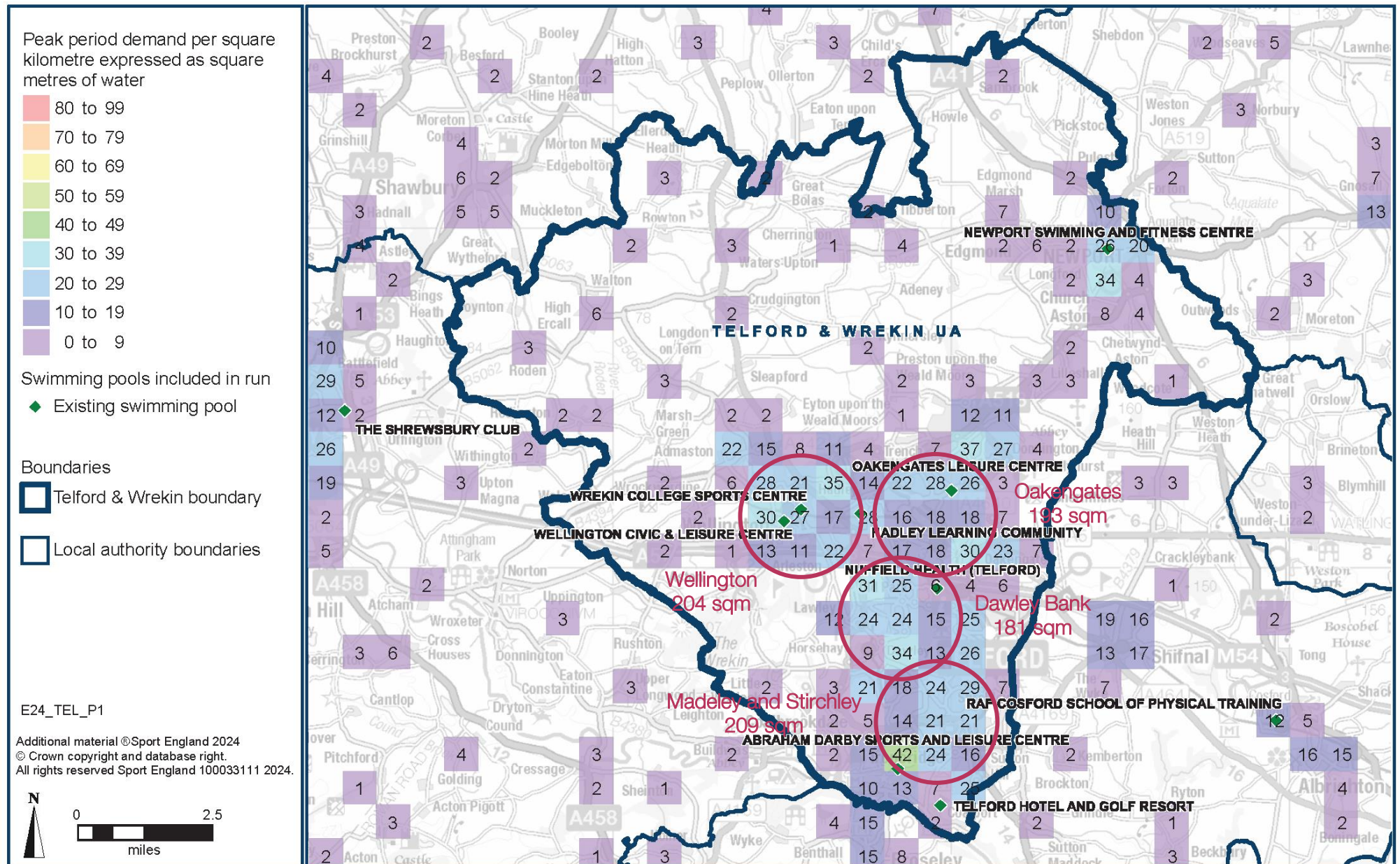


Map 3.1: Housing Growth Areas in Telford and Wrekin to 2040 (Run 2)



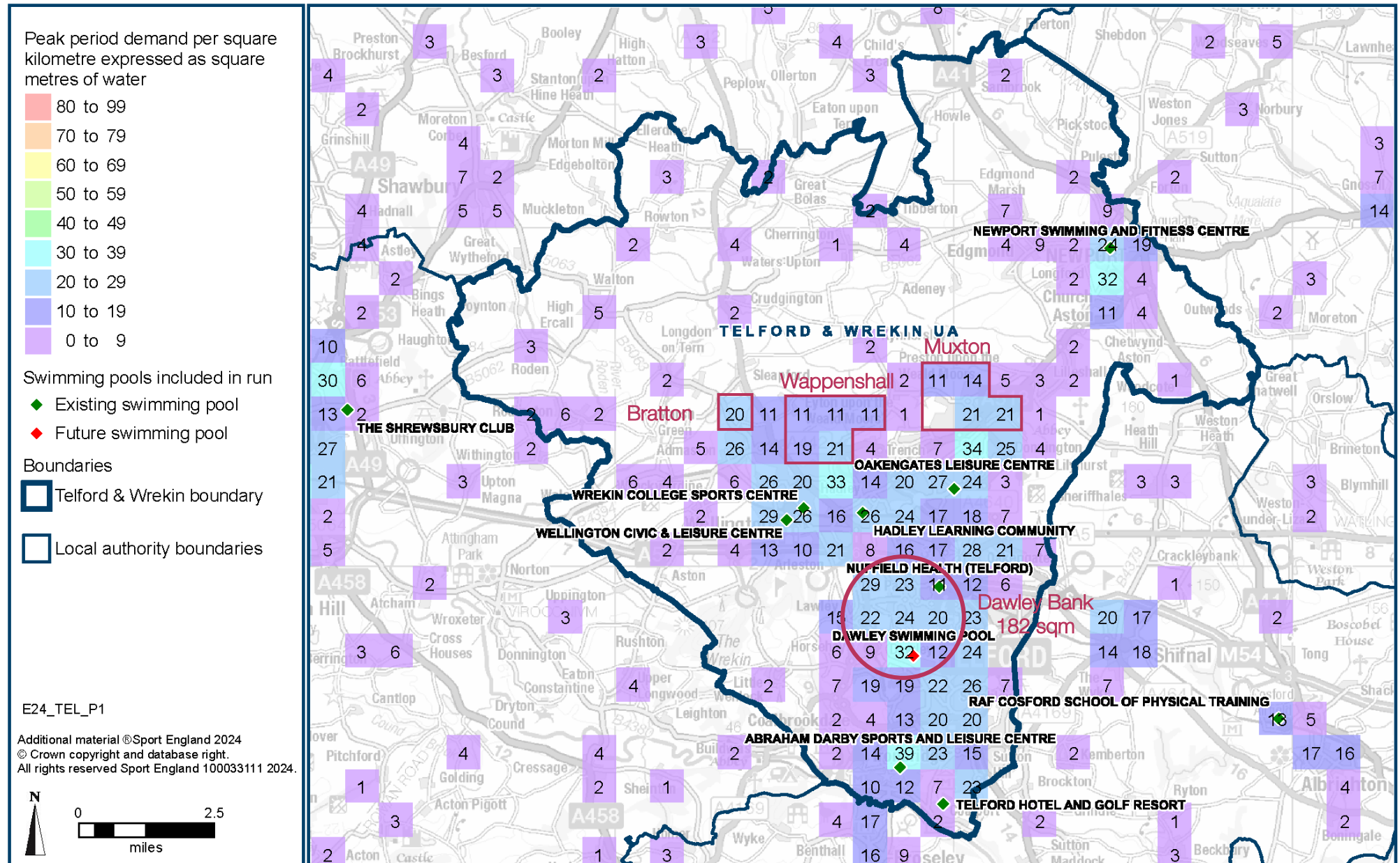


Map 3.2: Demand for Swimming Pools in 2024 (Run 1)

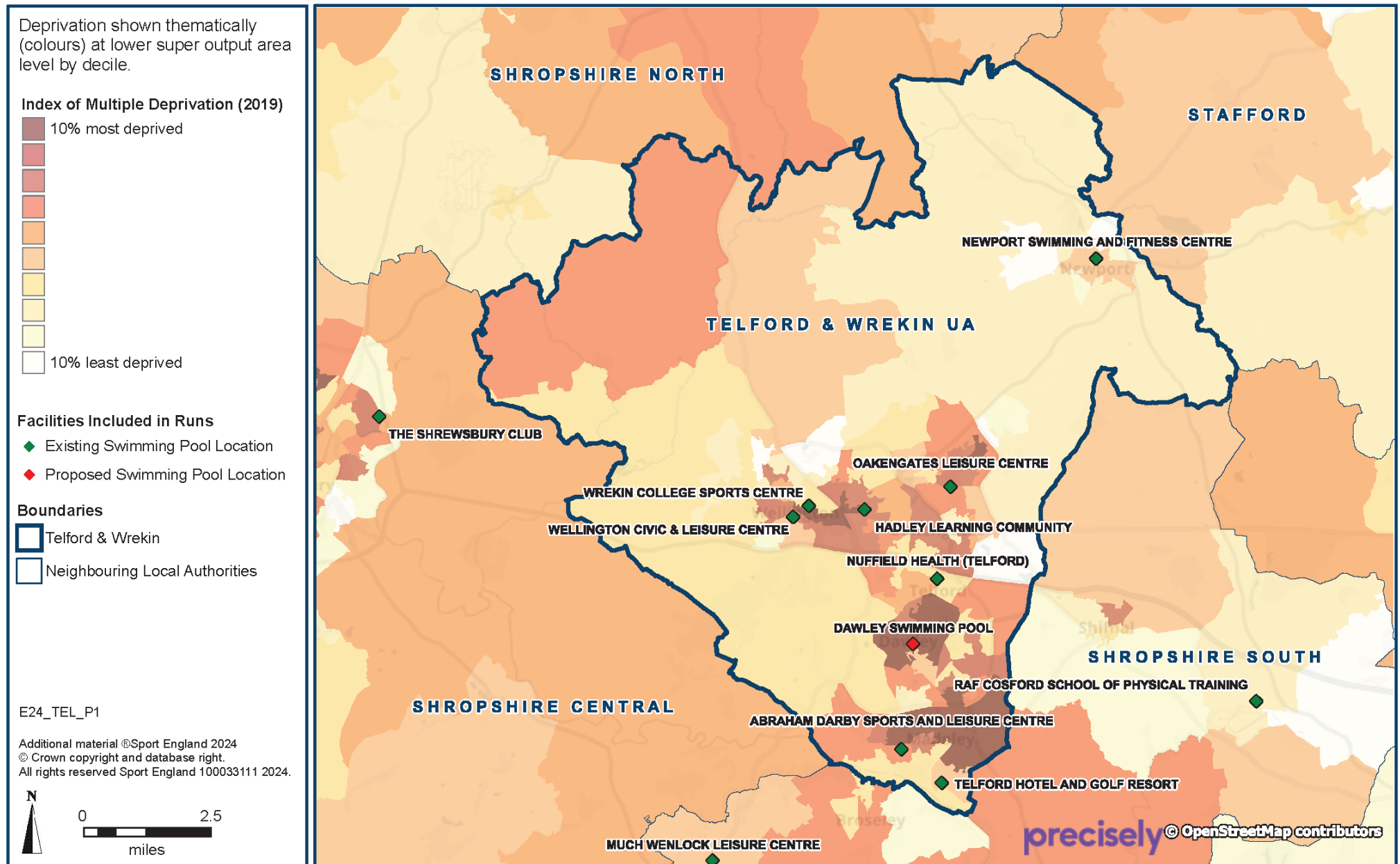




Map 3.3: Demand for Swimming Pools in 2040 (Run 2)



Map 3.4: Deprivation in 2019 (Runs 1 and 2)



## 4. ACCESSIBILITY

With the exception of Telford Hotel and Golf Resort, all the swimming pools are within a five-minute walk of an existing bus stop. It is estimated that 9% of all journeys to swimming pools are by public transport or bicycle in 2024; this decreases to 8% in 2040.

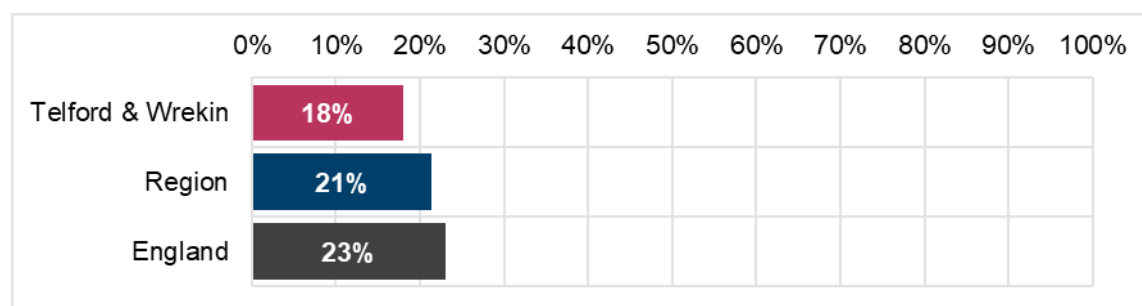
The largest new housing sites are more than a 20-minute walk from a swimming pool.

**Table 4.1: Travel Mode of Telford and Wrekin Demand to Swimming Pools by Run**

Accessibility	Run 1	Run 2
Telford and Wrekin	2024	2040
% of population within a 20-minute walk of a swimming pool	39%	38%
% of 10% most deprived population within a 20-minute walk of a swimming pool	54%	74%
% of demand satisfied when travelled:		
on foot	12%	13%
by public transport or bicycle	9%	8%
by car	79%	79%

**Definition of accessibility** – The FPM uses a distance decay function where the further a user is from a facility, the less likely they will travel. A description of the distance decay function is set out in Appendix 3. On average, a 20-minute travel time accounts for approximately 90% of visits to a swimming pool.

**Chart 4.1: Proportion of Residents Without Access to a Car**



- 4.1 In Telford and Wrekin, 18% of residents do not have access to a car. This is lower than the national average of 23% and the regional average of 21%. For these residents, a network of accessible swimming pools is important in order to encourage swimming participation.

### *Walking Access*

- 4.2 In 2024, 54% of the Borough's residents are within a 20-minute walk of a swimming pool. Residents in Wellington are within walking distance of two sites (orange area in Map 4.1).

- 4.3 In 2040, the proportion of residents within a 20-minute walk of a swimming pool increases to 74% because Dawley Swimming Pool is included (see Map 4.2). There is a small area between Dawley Swimming Pool and Nuffield Health where residents can walk to both swimming pools (orange area). The large new housing sites are more than a 20-minute walk from a swimming pool.
- 4.4 Not all residents in these areas will walk to a swimming pool and some will travel further. Walking is estimated to account for 12% of all journeys to swimming pools by Telford and Wrekin residents in 2024, and 13% in 2040.

### *Public Transport Access*

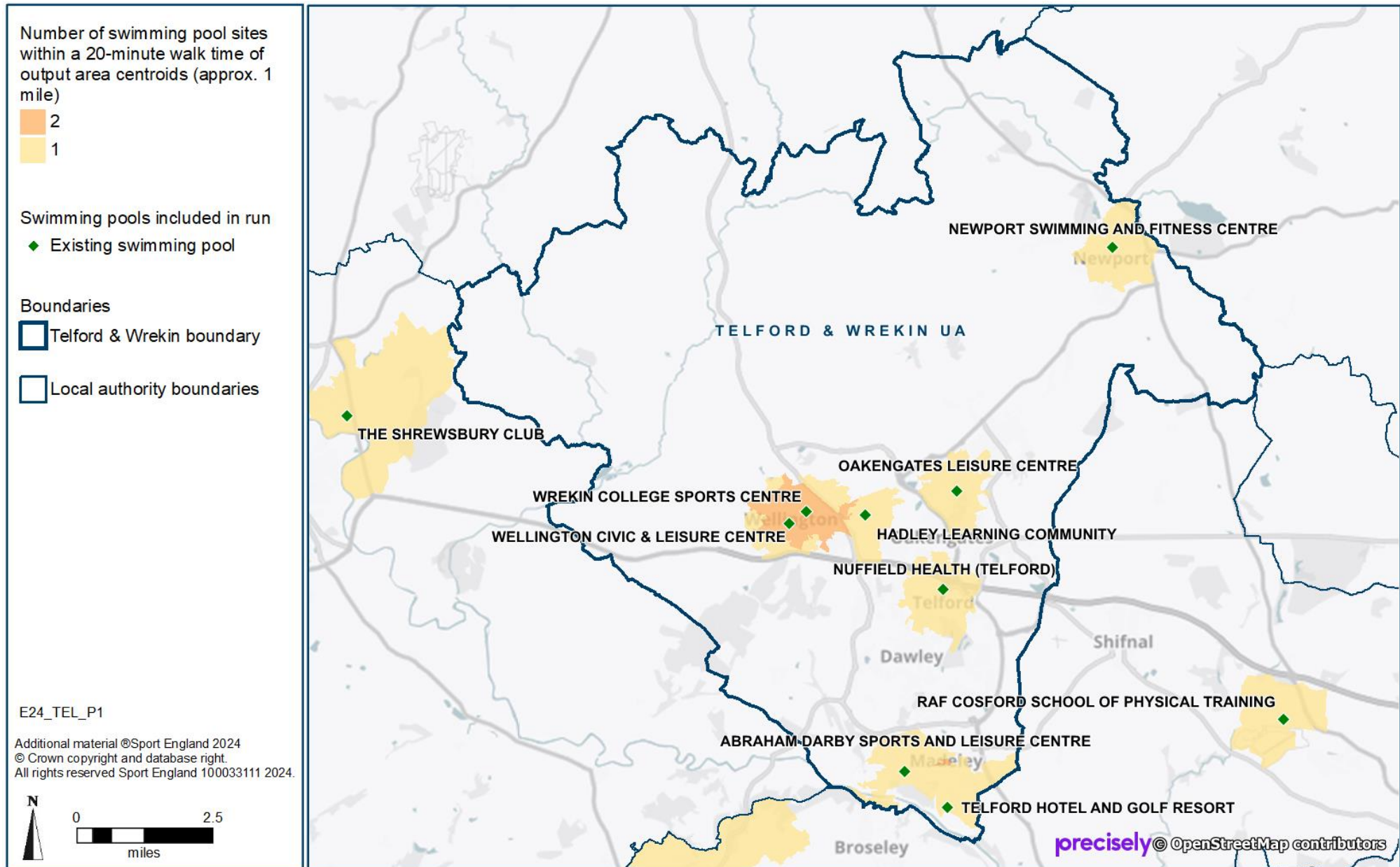
- 4.5 With the exception of Telford Hotel and Golf Resort, all the swimming pools are within a five-minute walk of a bus stop (pink areas in Map 4.3).
- 4.6 Wellington Civic and Leisure Centre and Wrekin College Sports Centre are within a five-minute walk of Wellington railway station, and Nuffield Health is on the edge of a 15-minute walk from Telford Central Station (purple areas in Map 4.3).
- 4.7 It should be noted that, while most Telford and Wrekin residents can access a public transport stop, it may not mean they can get to a swimming pool within 20 minutes from home via a combination of walking and public transport. Also, in rural areas the service may not be regular.
- 4.8 Travel to swimming pools by public transport or bicycle is estimated to account for 9% of all journeys in 2024 and 8% in 2040.

### *Driving Access*

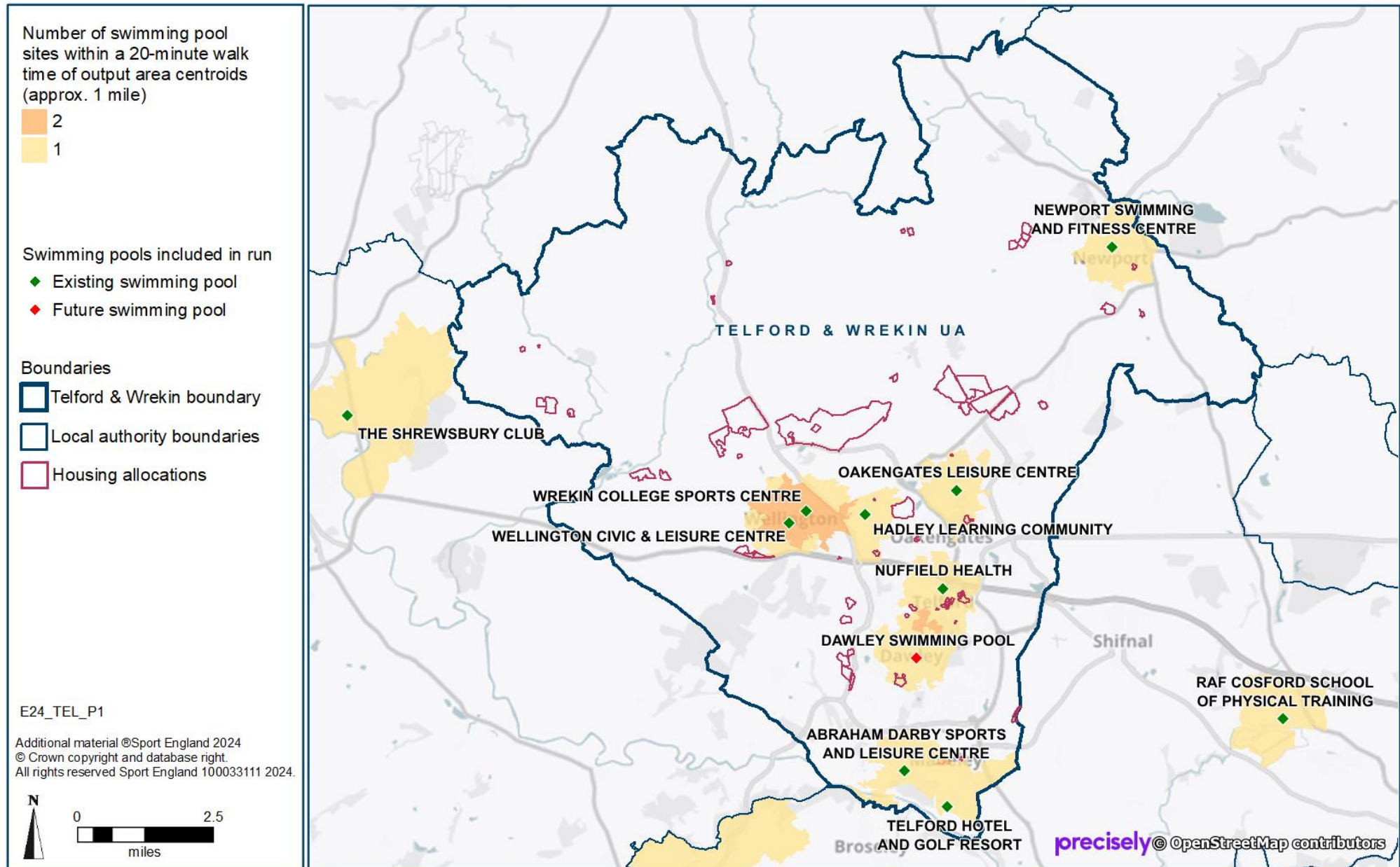
- 4.9 In 2024, residents in the very north of the Borough on the border with Shropshire have access to the fewest swimming pools, at between one and four sites within a 20-minute drive (light-green area in Map 4.4). Residents living along the northern border of the Borough and in the rural area north of Telford have access to between five and nine sites (dark-green areas). Residents in the rest of the Borough can drive to between ten and 14 swimming pool sites within 20 minutes of where they live (light-blue areas).
- 4.10 In 2040, access to swimming pools within a 20-minute drive increases for residents in the rural area north of Telford, where most of the housing growth is, to between ten and 14 sites (light-blue area in Map 4.5). In a few small areas close to the motorway, access increases to between 15 and 19 sites within a 20-minute drive (dark-blue areas).
- 4.11 Travel to swimming pools by car is estimated to account for 79% of all journeys in 2024 and 2040.



Map 4.1: Walking Access to Swimming Pools in 2024 (Run 1)

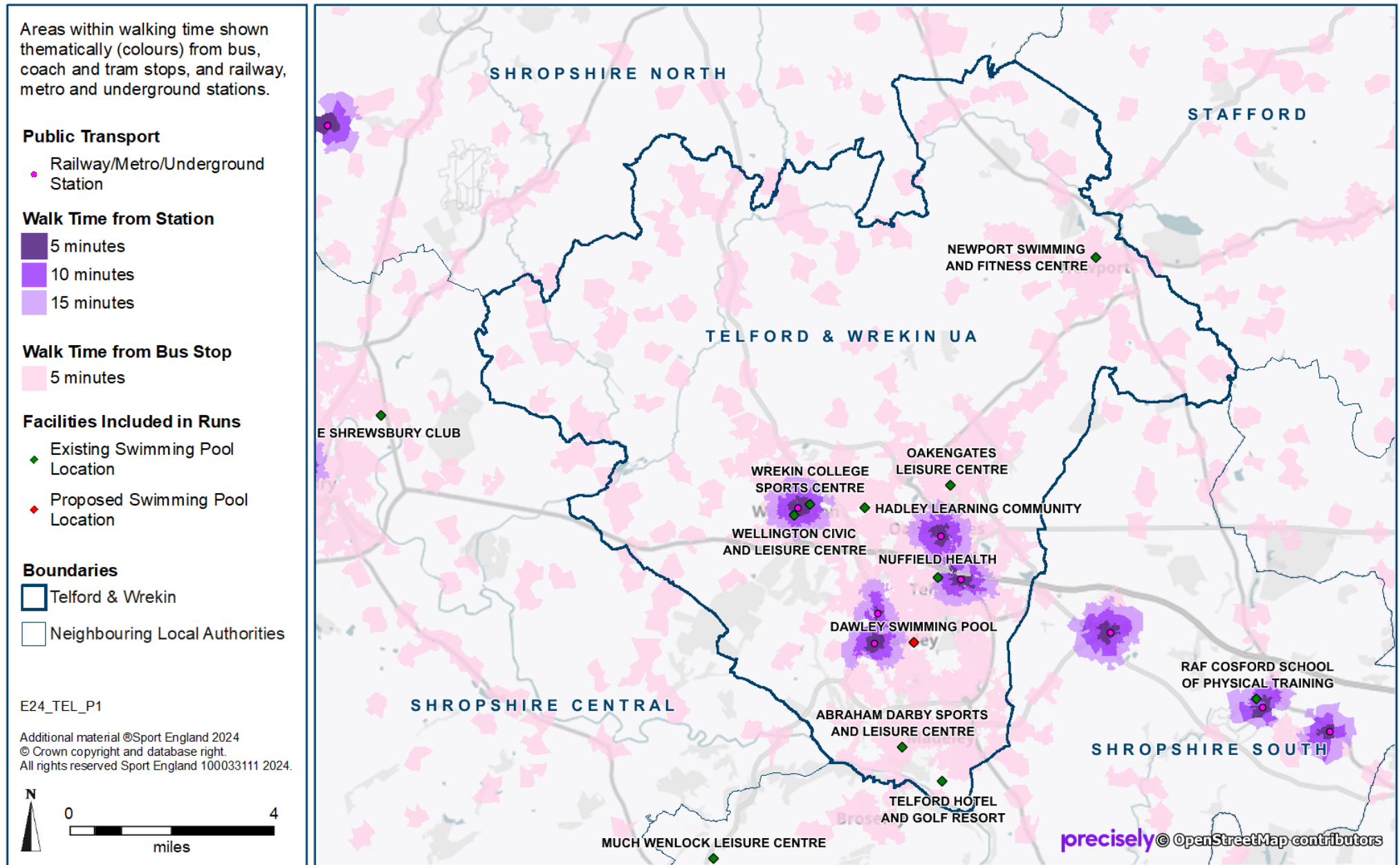


Map 4.2: Walking Access to Swimming Pools in 2040 (Run 2)

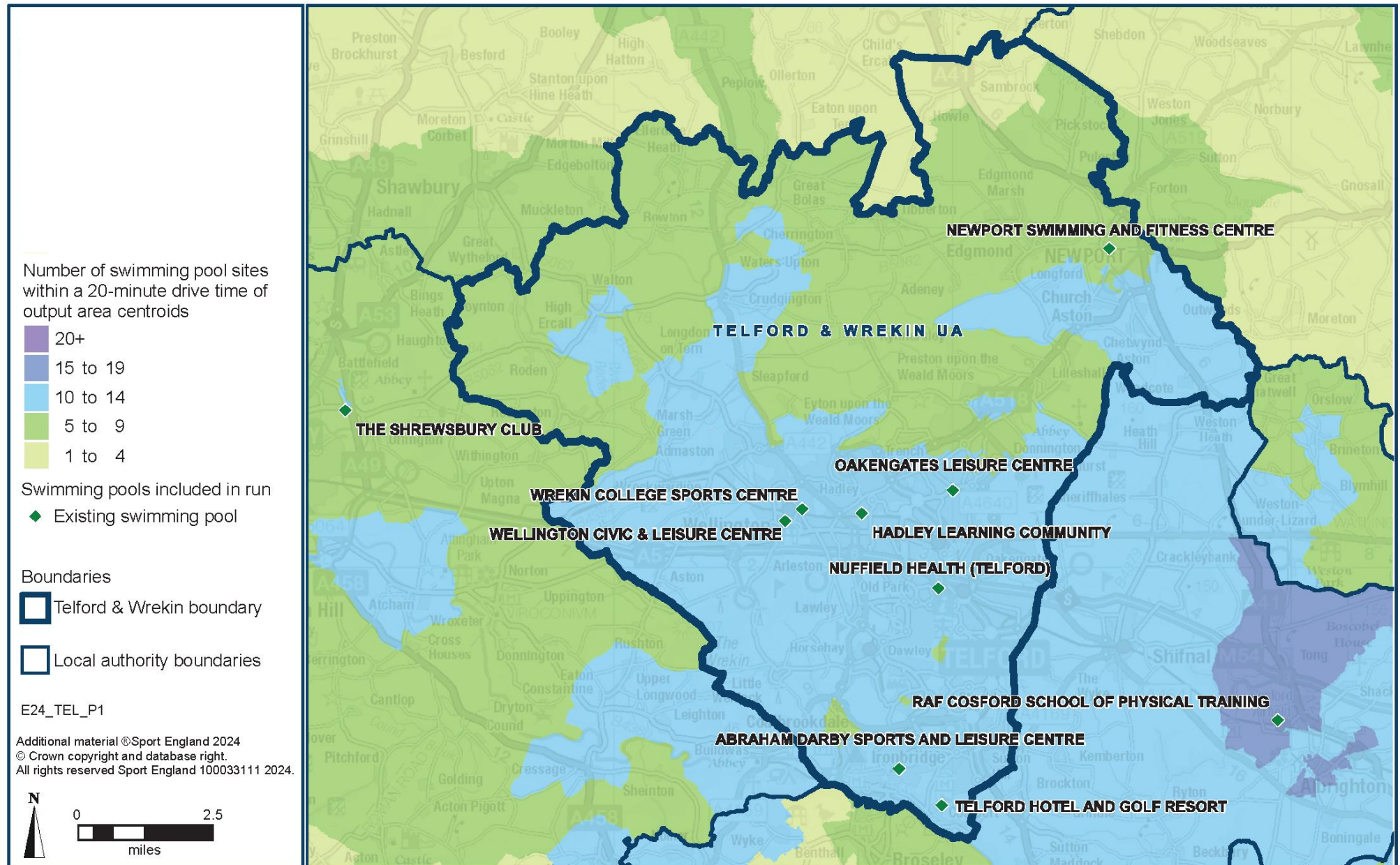




Map 4.3: Walking Access to Public Transport in 2024 and 2040 (Runs 1 and 2)

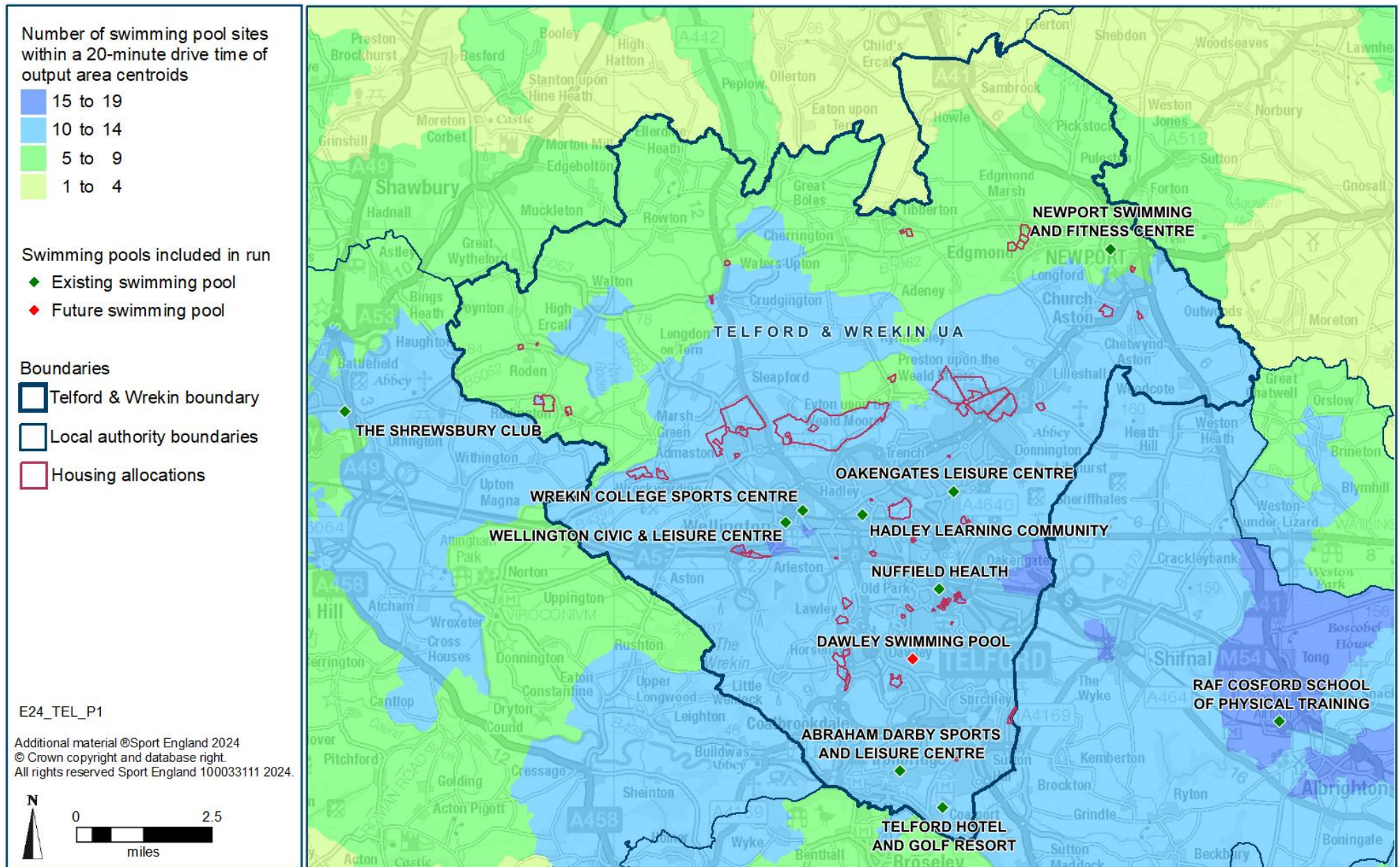


Map 4.4: Driving Access to Swimming Pools in 2024 (Run 1)





Map 4.5: Driving Access to Swimming Pools in 2040 (Run 2)



## 5. SATISFIED DEMAND FOR SWIMMING POOLS

A very high level of demand in Telford and Wrekin is satisfied in both 2024 and 2040, most of which is met within the Borough.

Nearly all the export of satisfied demand is to Shropshire in both years, with most visits going to the southern part of Shropshire.

**Table 5.1: Satisfied Demand for Swimming Pools in Telford and Wrekin by Run**

Satisfied Demand	Run 1	Run 2
Telford and Wrekin	2024	2040
Number of visits met per week in peak period	11,842	13,049
% of total demand satisfied	95%	96%
Number of visits retained per week in peak period	10,856	12,309
Demand retained as a % of satisfied demand	92%	94%
Number of visits exported per week in peak period	986	740
Demand exported as a % of satisfied demand	8%	6%

**Definition of satisfied demand** – This represents the proportion of total demand that is met by the capacity at the swimming pools from Telford and Wrekin residents who live within the travel time of a pool. This includes pools located both within and outside Telford and Wrekin.

- 5.1 **Key finding 4** is that, in 2024, 95% of Telford and Wrekin's demand for swimming pools is met; this increases to 96% in 2040. Therefore, the residents can access a very high level of suitable supply.
- 5.2 The number of visits met in the weekly peak period increases from 11,842 in 2024 to 13,049 in 2040.

**Table 5.2: Proportion of Demand Met by Area and Run**

Proportion of Demand Met	Run 1	Run 2
Area	2024	2040
Telford and Wrekin	95%	96%
Shropshire	93%	94%
South Staffordshire	96%	95%
Stafford	93%	92%
West Midlands Region	95%	94%
England	94%	94%

- 5.3 Telford and Wrekin's proportion of met demand is higher than the regional and national averages in 2024 and 2040. In 2024, at 95%, met demand in the Borough is the second highest in the study area after South Staffordshire (at 96%); in 2040, at 96%, met demand in the Borough is the highest in the study area.
- 5.4 Met demand exceeds 90% in all the neighbouring local authorities in both years.
- 5.5 Details of the swimming pools in the neighbouring local authority areas are listed in Appendix 2.

### *Retained Demand*

**Definition of retained demand** – A subset of the satisfied demand findings shows how much of Telford and Wrekin residents' demand for swimming pools is met at pools located within the Borough. This assessment is based on the travel time from Telford and Wrekin's swimming pools and residents in the Borough participating at these pools.

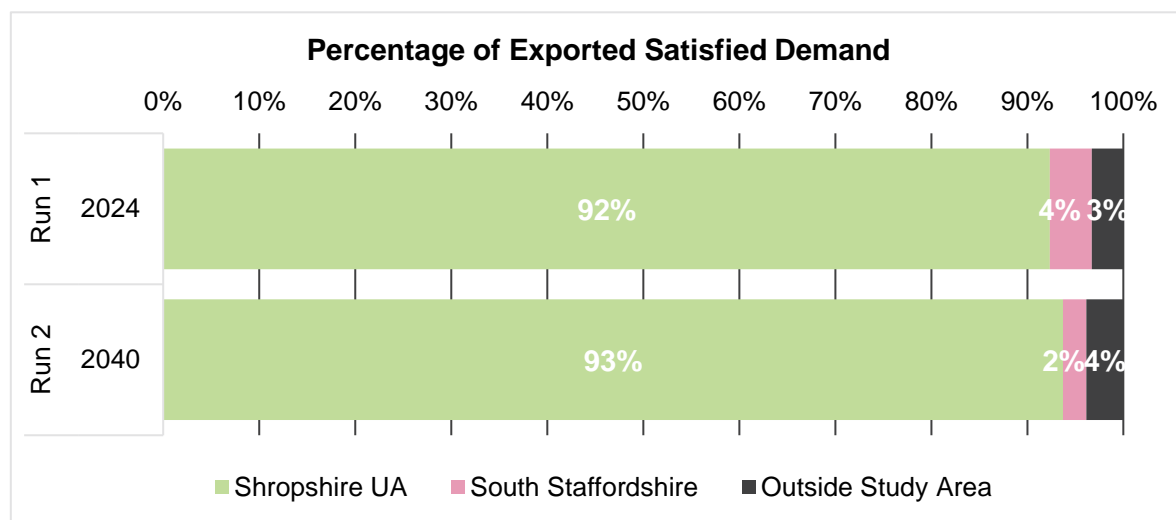
- 5.6 **Key finding 5** is that, of the satisfied demand, 92% is met within the Borough in 2024; this increases to 94% in 2040. Therefore, the pools are in the right places and are attractive to residents.
- 5.7 The number of visits met within Telford and Wrekin increases from 10,856 visits in 2024 to 12,309 in 2040 because of the increase in demand and capacity.

### *Exported Demand*

**Definition of exported demand** – The residue of satisfied demand, after retained demand, is exported demand. This is based on Telford and Wrekin residents who live within the travel time of a swimming pool located outside Telford and Wrekin and use that pool.

- 5.8 The Borough exports 8% of its satisfied demand in 2024 and 6% in 2040. This represents 986 visits per week in the peak period in 2024, compared to 10,856 visits retained within the Borough.
- 5.9 In 2040, 740 visits are met outside the Borough, compared to 12,309 visits retained.

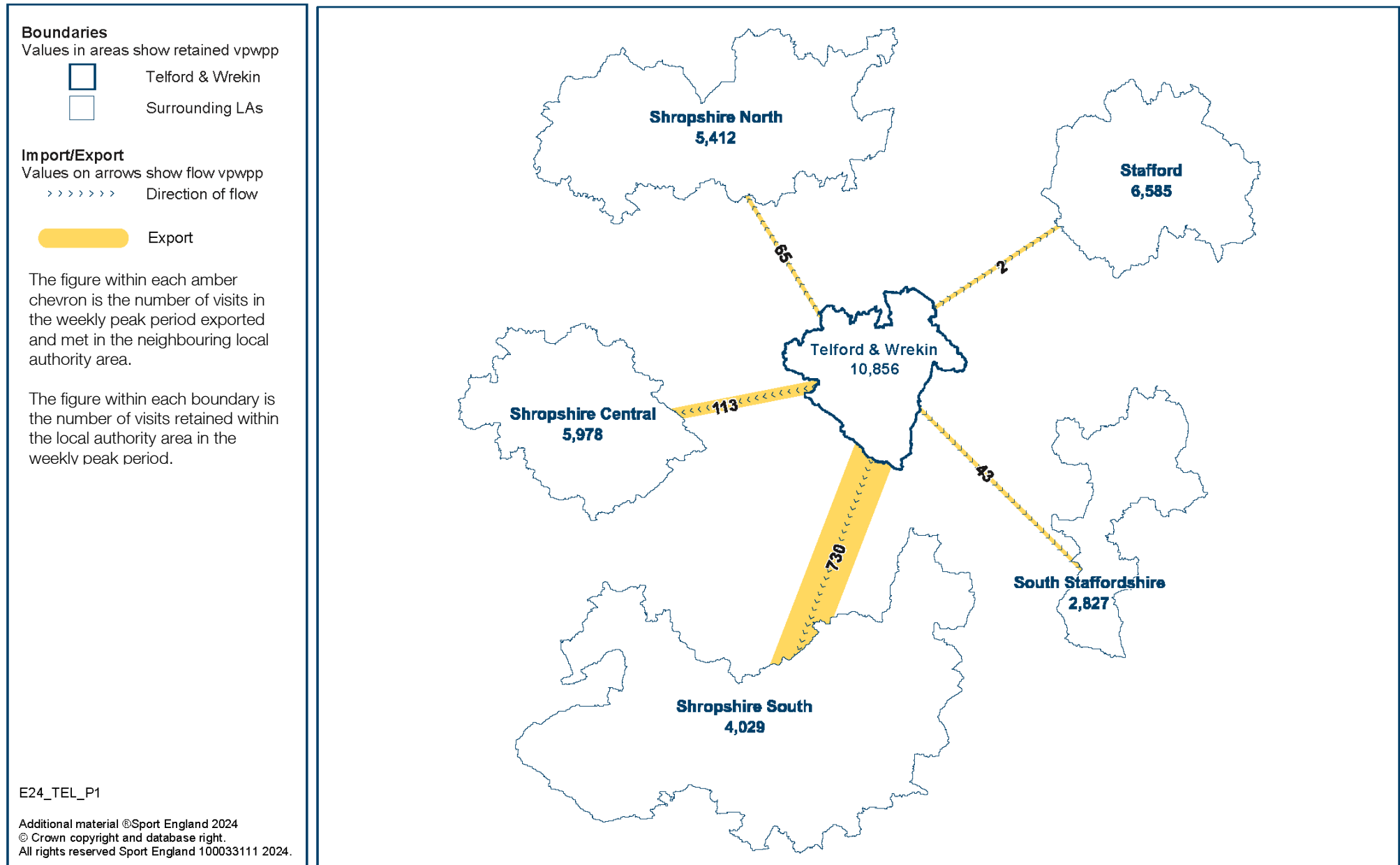
Chart 5.1: Percentage of Exported Satisfied Demand by Destination and Run



- 5.10 The largest amount of exported demand is to Shropshire in both years: it increases from 92% of all exported demand in 2024 to 93% 2040.
- 5.11 Most of the exported demand goes to the southern part of Shropshire, with 730 visits exported in the weekly peak period in 2024 (see Map 5.1) and 489 visits exported in 2040 (see Map 5.2).



Map 5.1: Export of Telford and Wrekin Satisfied Demand for Swimming Pools in 2024 (Run 1)



Map 5.2: Export of Telford and Wrekin Satisfied Demand for Swimming Pools in 2040 (Run 2)

#### Boundaries

Values in areas show retained vpwpp



Telford & Wrekin

Surrounding LAs

#### Import/Export

Values on arrows show flow vpwpp

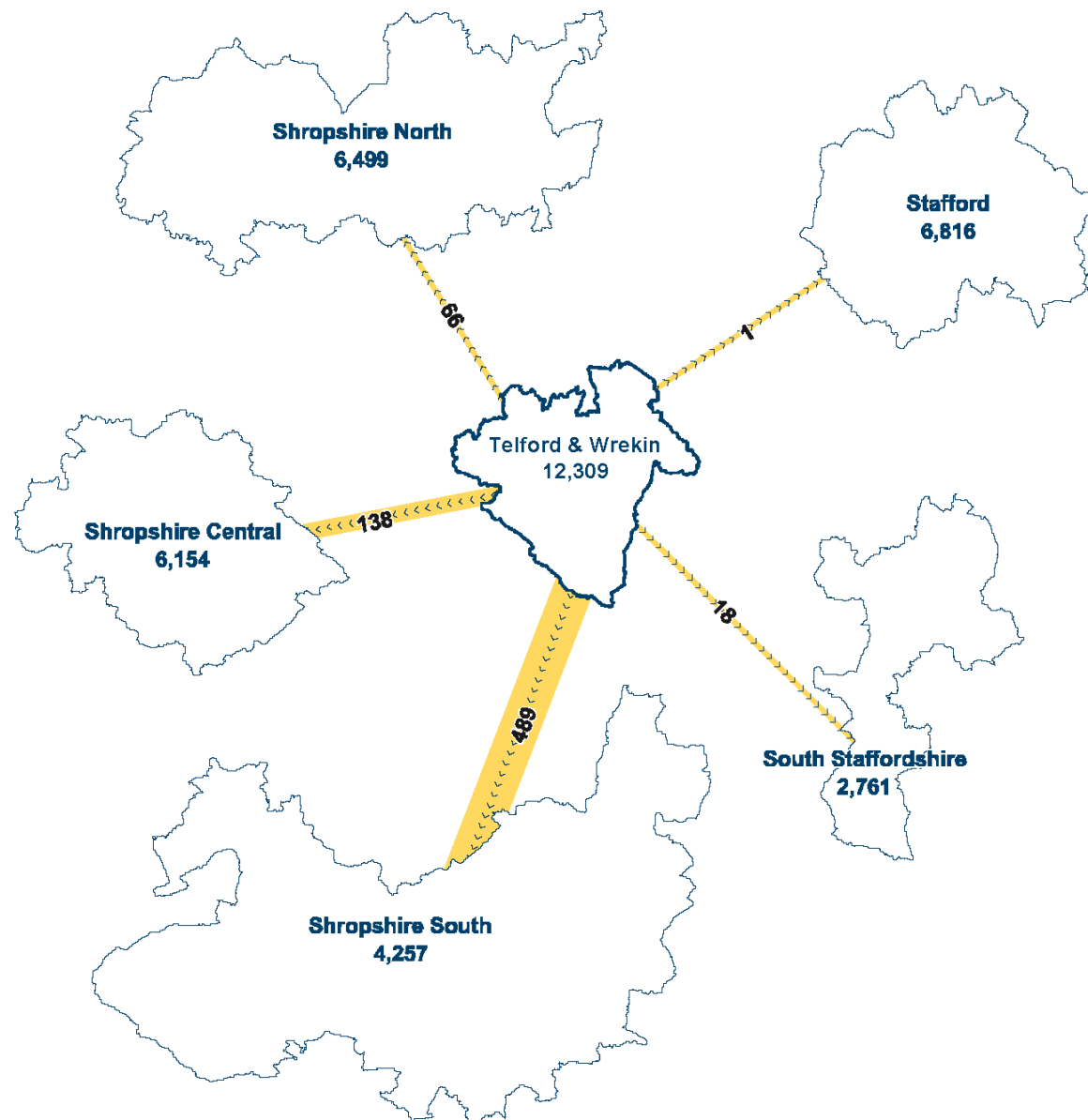
>>>>>> Direction of flow



Export

The figure within each amber chevron is the number of visits in the weekly peak period exported and met in the neighbouring local authority area.

The figure within each boundary is the number of visits retained within the local authority area in the weekly peak period.



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## 6. UNMET DEMAND FOR SWIMMING POOLS

Unmet demand in Telford and Wrekin is low in both 2024 and 2040.

Most unmet demand is too far from a facility in both years.

There is insufficient unmet demand in any one place to justify further swimming pool provision to improve accessibility for residents.

**Table 6.1: Unmet Demand for Swimming Pools in Telford and Wrekin by Run**

Unmet Demand	Run 1	Run 2
Telford and Wrekin	2024	2040
Number of visits unmet per week in peak period	606	510
Unmet demand as a % of total demand	5%	4%
Equivalent in sqm of water with comfort factor	100	84
% of 10% most deprived demand unmet	11%	7%
Sqm of water of unmet demand due to:		
Facility too far away, of which:	72	63
% without access to a car	91%	90%
% with access to a car	9%	10%
Lack of facility capacity, of which:	28	21
% without access to a car	84%	85%
% with access to a car	16%	15%

**Definition of unmet demand** – This has two parts: demand for swimming pools that cannot be met because:

1. There is too much demand for any particular swimming pool within its travel time area and there is a lack of capacity; or
2. The demand is located too far from any swimming pool that it can use (taking into account deprivation) or reach (taking into account car access) and is then classified as unmet demand.

6.1 Unmet demand is 5% of demand in 2024 and 4% in 2040.

6.2 **Key finding 6** is that unmet demand is as follows:

- 2024 – equivalent of 100 sqm of water, comprising:
  - Demand too far from a facility – 72 sqm
  - Lack of swimming pool capacity – 28 sqm
- 2040 – equivalent of 84 sqm of water, comprising:
  - Demand too far from a facility – 63 sqm
  - Lack of swimming pool capacity – 21 sqm

*For context, a 25m four-lane pool is 213 sqm*

- 6.3 In 2040, the addition of Dawley Swimming Pool adds a further 250 sqm of water to the available supply, allowing more demand to be met and leading to the slight decrease in unmet demand.
- 6.4 Unmet demand too far from a swimming pool will always exist because it is not possible to achieve complete spatial coverage whereby all areas of a local authority are within walking distance of a swimming pool that is not commercial and not everyone will want, or is able, to drive the full distance.

### *Location of Unmet Demand*

#### **2024**

- 6.5 In 2024, unmet demand is distributed in very low values across Telford and Wrekin (see Map 6.1).
- 6.6 Unmet demand is highest in the south of the Borough. The area with the highest unmet demand across nine square kilometres is in Dawley, at 24 sqm of water.
- 6.7 The highest density of unmet demand is 4 sqm of water per square kilometre in (green squares):
- Dawley
  - Stirchley
  - Sutton Hill
- 6.8 There is unmet demand of 3 sqm of water per square kilometre in Hollinshead and Brookside (light-blue squares).
- 6.9 Unmet demand in the north of the Borough is less than 2 sqm of water per square kilometre.

#### **2040**

- 6.10 In 2040, unmet demand remains distributed across the Borough in very low amounts (see Map 6.2).
- 6.11 The highest density of unmet demand decreases to 3 sqm of water per square kilometre in (light-blue squares):
- Stirchley
  - Sutton Hill
  - Hollinshead
- 6.12 Unmet demand decreases in the south of the Borough around the new Dawley Swimming Pool and to the south in Madeley. However, Dawley is still the area of highest unmet demand, at 12 sqm of water across nine square kilometres.

- 6.13 Unmet demand increases by 1 sqm of water per square kilometre at the locations of the large housing growth sites (dark-blue squares). The total unmet demand in these areas is:
- Bratton – 2 sqm of water
  - Wappenshall – 5 sqm of water
  - Northeast of Muxton – 3 sqm of water
- 6.14 Unmet demand in the remainder of the Borough is unchanged.

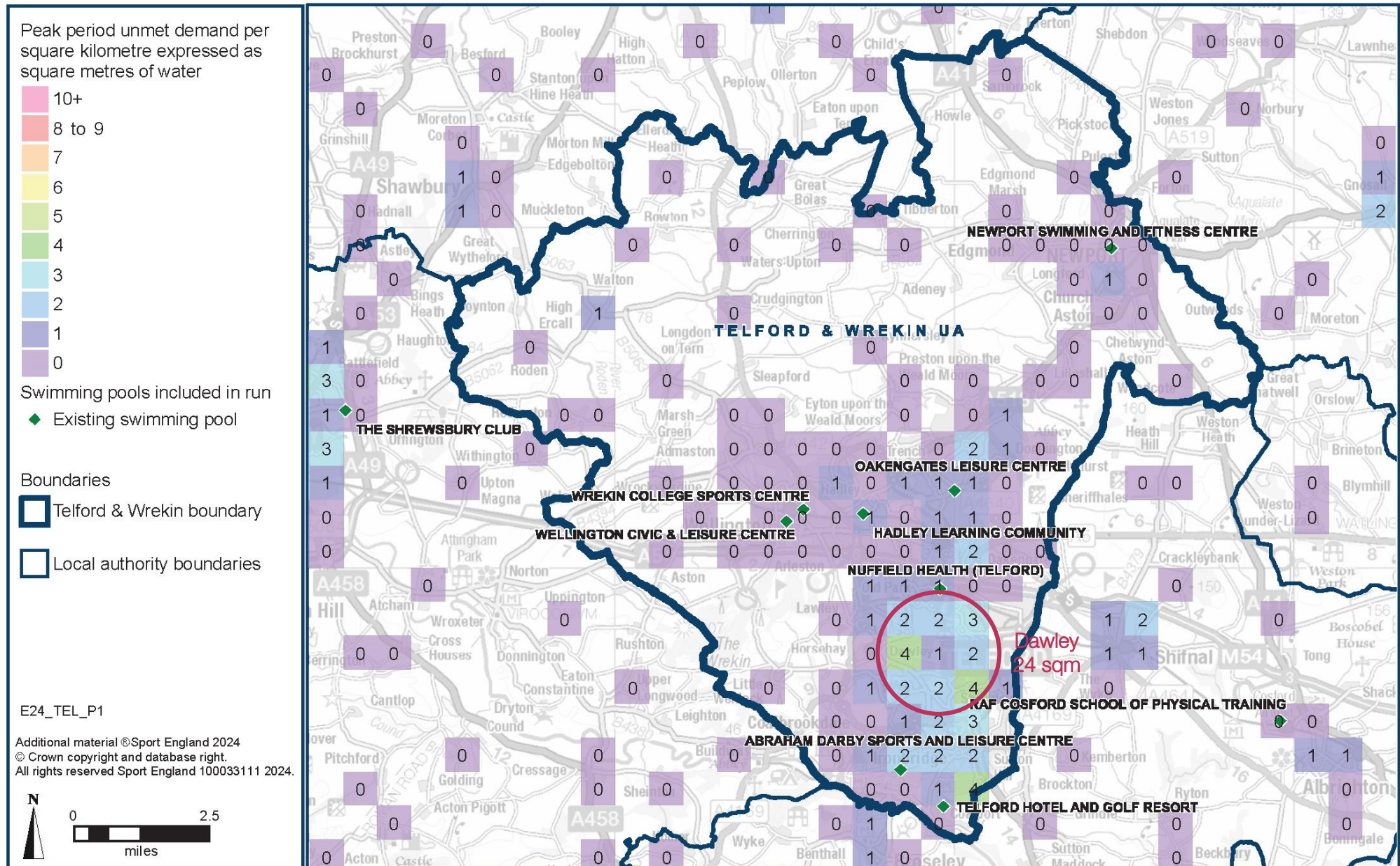
### *Meeting Unmet Demand*

**Definition of reachable unmet demand** – Analysis of the spread of unmet demand shows the level of unmet demand that would be met by a potential new facility in any given location. This ‘reachable unmet demand’ is calculated for each one-kilometre grid square and figures are shown in the map.

- 6.15 **Key finding 7** is that, in 2040, the two locations where the most unmet demand can be met are: between Stirchley and Abraham Darby Sports and Leisure Centre; and at Nuffield Health (if it were affordable to all residents). At 20 sqm of water (blue squares in Map **6.3**), this is insufficient to consider providing a new swimming pool but this is where capacity needs to be increased.

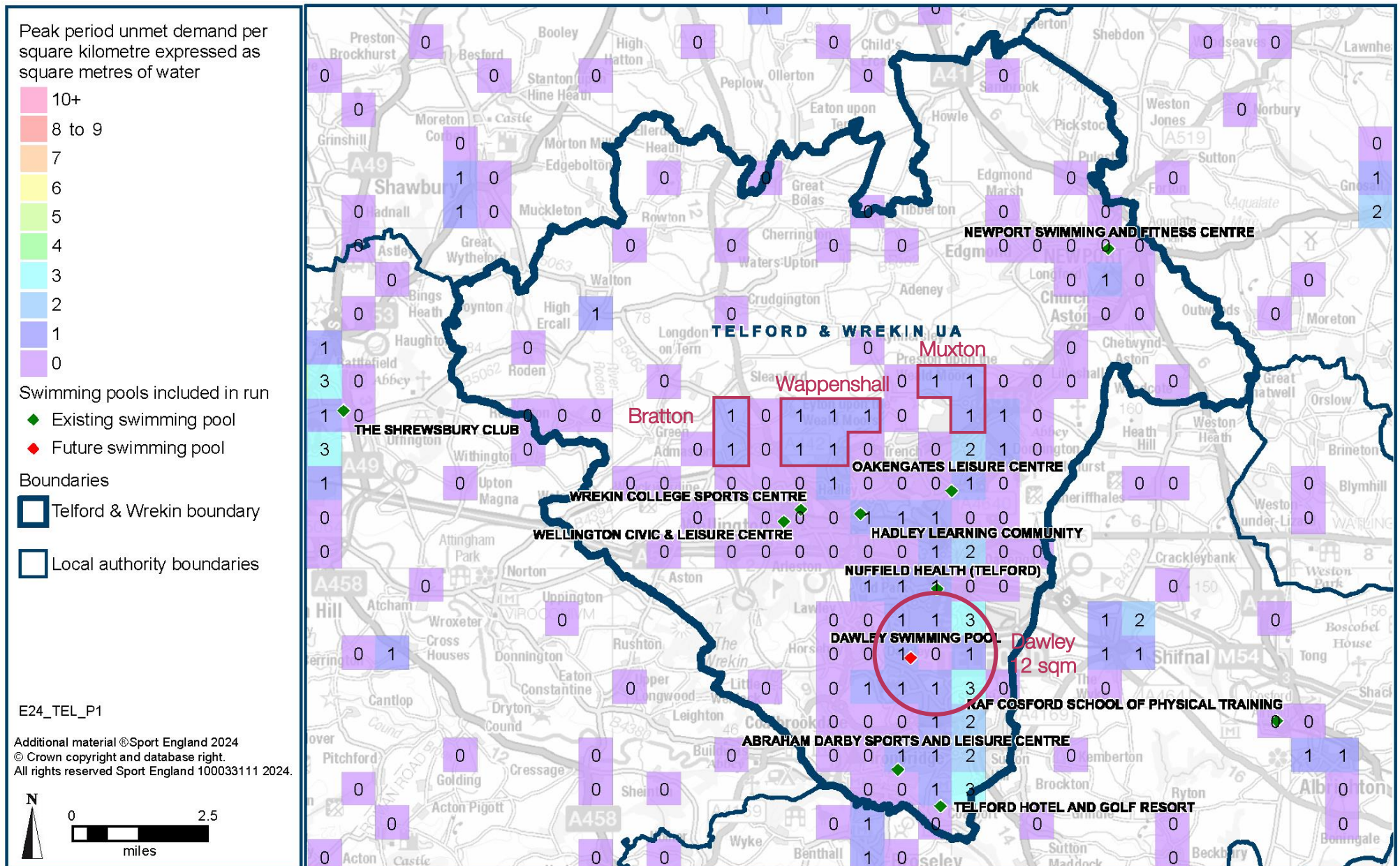
*For context, the minimum amount of reachable water space required to justify a new pool would be 120 sqm, which is a 15m x 8m Sport England Leisure Local facility.*

Map 6.1: Unmet Demand for Swimming Pools in 2024 (Run 1)



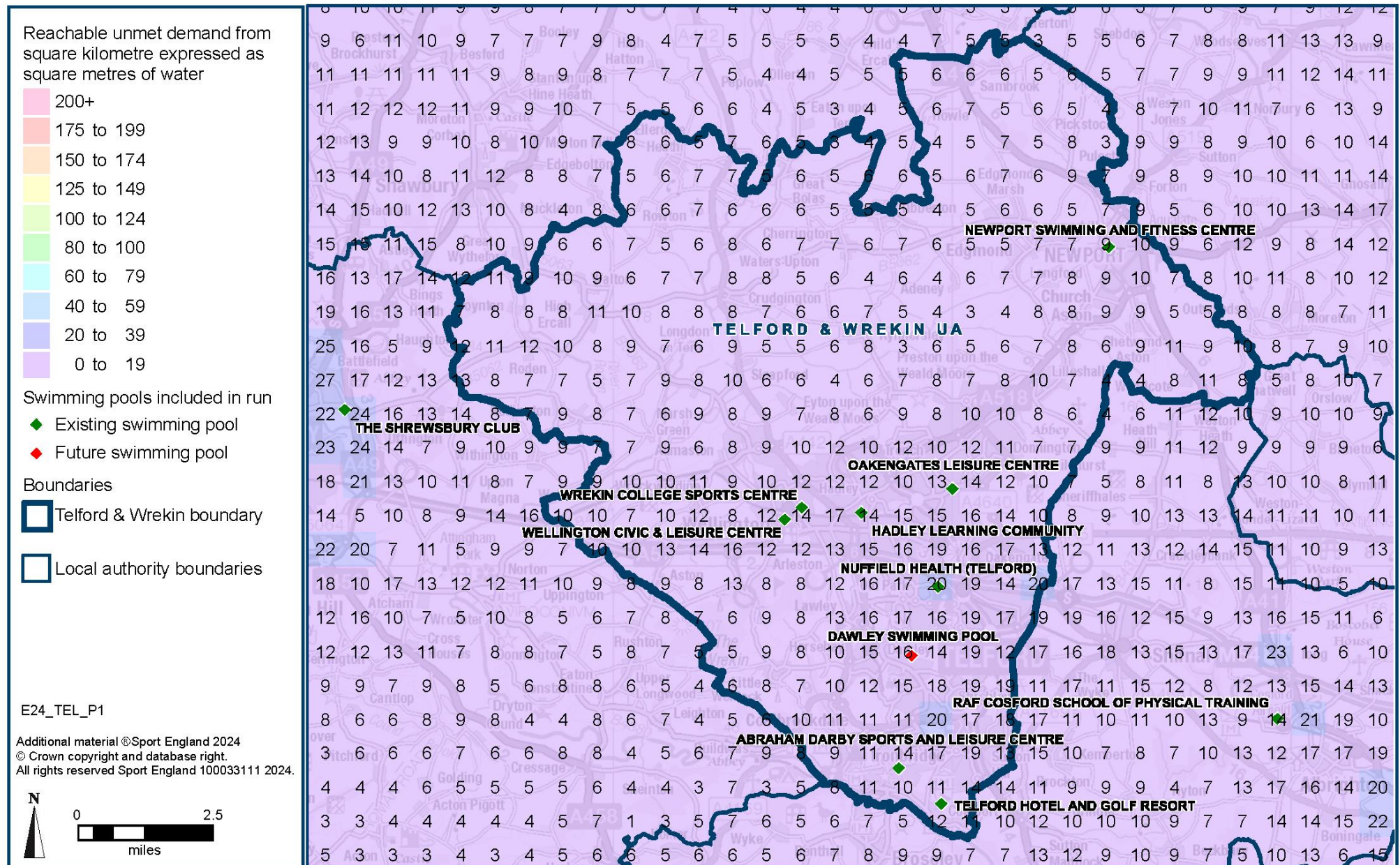


Map 6.2: Unmet Demand for Swimming Pools in 2040 (Run 2)





Map 6.3: Reachable Unmet Demand for Swimming Pools in 2040 (Run 2)



## 7. USED CAPACITY OF FACILITIES

In 2024, six swimming pools are estimated to be uncomfortably full at peak times and seven sites in 2040. There is limited scope to increase availability and reduce utilisation at peak times.

Telford and Wrekin is a net importer of demand in both 2024 and in 2040. The largest amount of imported demand is from Shropshire, with most coming from the southern part in both years.

**Table 7.1: Used Capacity of Swimming Pools in Telford and Wrekin by Run**

Used Capacity	Run 1	Run 2
Telford and Wrekin	2024	2040
Number of visits used of capacity in weekly peak period	12,661	14,602
% of overall capacity of pools used	84%	84%

**Definition of used capacity** – This is a measure of usage at swimming pools and estimates how well used or how full facilities are. The FPM is designed to include a ‘comfort factor’, beyond which the venues are too full. The pool itself becomes too crowded to swim comfortably, and the changing and circulation areas also become too congested. In the model, Sport England assumes that usage above 70% of capacity is busy and that the swimming pool is operating at an uncomfortable level.

- 7.1 **Key finding 8** is that the overall estimated used capacity of swimming pools in Telford and Wrekin in the weekly peak period is 84% in 2024 and 2040. Six swimming pools are estimated to be uncomfortably full in 2024 and seven sites in 2040.
- 7.2 The used capacity in terms of visits increases from 12,661 in 2024 to 14,602 in 2040.

Table 7.2: Weekly Peak Period Used Capacity of Telford and Wrekin Swimming Pools by Run

Used Capacity	Run 1		Run 2		Operation	Peak Hours	Year Built	Year Refurb
Individual Sites	Proportion	Visits	Proportion	Visits				
Abraham Darby Sports and Leisure Centre	100%	2,188	100%	2,188	Public	52.5	2012	2016
Dawley Swimming Pool	-	-	100%	2,188	Public	52.5	2026	
Hadley Learning Community*	100%	1,167	100%	1,167	Educational	28	2007	
Newport Swimming and Fitness Centre	100%	1,750	95%	1,663	Public	52.5	1968	2023
Nuffield Health	69%	966	71%	994	Commercial	52.5	2001	
Oakengates Leisure Centre	100%	1,864	100%	1,864	Public	52.5	1972	2024
Telford Hotel and Golf Resort	17%	268	15%	236	Commercial	52.5	1981	2007
Wellington Civic and Leisure Centre	74%	2,189	69%	2,041	Public	52.5	1981	2007
Wrekin College Sports Centre	100%	2,262	100%	2,262	Educational	43.5	2004	

\* Hadley Learning Community pool is available for 49.5 hours of community use in the weekly peak period during term time, not 28 hours as provided in the data from Telford and Wrekin and modelled



### *Site Utilisation Factors*

- 7.3 The estimated used capacity should be reviewed with the facility operator. There are several reasons for the variation in estimated used capacity by site. Often it is difficult to identify which of these reasons apply because several could be interacting simultaneously, but variation is generally caused by any of the following factors.

#### **Type of site operator (public/educational/commercial)**

- Public leisure centres have a 'draw effect' because they:
  - Are accessible for public and swimming club use
  - Have extensive opening hours and are proactively managed to encourage and support swimming participation and physical activity
  - Unlike commercial swimming pools, do not require payment of a monthly membership fee
  - Provide all activities
- Access to swimming pools for community use at educational sites will be determined by the policy of each educational provider and affects the hours available for community use.
- Commercial swimming pools provide recreational swimming through membership and may also operate a learn-to-swim school. The pools are not available for public pay and swim or for club development. Therefore, they offer a more limited programme of use than public leisure centres and are less utilised.

#### **Age of the pool and its 'attractiveness'**

- To assess their comparative attractiveness to customers, all swimming pools in the model are weighted to reflect their age and whether they have been modernised.
- The effect of refurbishment at a site decreases as the site gets older, and the site becomes less attractive than a site built in the same year as the refurbishment.

#### **Location of demand and competition from other sites**

- Where swimming pools are located close together, demand for these sites is shared between the venues, and this contributes to the level of used capacity at each.
- Conversely, where a swimming pool is remotely located, it benefits from having no competition for the local demand.

#### **Capacity**

- When reviewing the estimated used capacity, it is important to consider the capacity of the site and not just the proportion in isolation. Centres with the same or similar proportions of used capacity can accommodate very different levels of demand.
- The hours when a site is available for community use affects its capacity at peak times.

### Imported demand

- If residents in neighbouring local authority areas participate at a site in Telford and Wrekin, their usage becomes part of the used capacity of the Borough's swimming pools.

### *Public Leisure Centres*

- 7.4 The public leisure centres have a high proportion of used capacity and meet the most visits due to their 'draw effect' and attractiveness. All the public leisure centres are available for the maximum 52.5 hours in the weekly peak period; therefore, there is no scope to increase availability and capacity.
- 7.5 The estimated utilisation in the weekly peak period at each of the public leisure centres, with other contributing factors, are as follows:
- Abraham Darby Sports and Leisure Centre:
    - 100% utilised in 2024 and 2040
    - Located in the area of highest demand in both years
    - Modern pool opened in 2012 and refurbished in 2016; therefore, has high attractiveness
  - Dawley Swimming Pool:
    - 100% utilised in 2040
    - Located in an area of high demand
    - Most recent pool to open (in 2026) and therefore has the highest attraction
    - No scope to increase availability and capacity at peak times
    - Reachable unmet demand at its location is 16 sqm of water, which is insufficient to consider increasing the scale of the pool that already has the maximum width (10m) for a 25m community pool
  - Newport Swimming and Fitness Centre:
    - 100% utilised in 2024 and 95% in 2040
    - Only swimming pool in the area and therefore has no competition from other sites for demand
    - Refurbished in 2023, therefore has high attractiveness in 2024 but the effect of the modernisation is less in 2040
  - Oakengates Leisure Centre:
    - 100% utilised in 2024 and 2040
    - Located in an area of high demand in both years
    - Close to large housing growth areas in 2040

- Refurbished in 2024, therefore has high attractiveness in 2024 but the effect of the modernisation is less in 2040
- Wellington Civic and Leisure Centre:
  - 74% utilised in 2024 and 69% in 2040 (just above comfortably full in 2024 and just below in 2040)
  - Has the largest capacity in the Borough and meets the second-largest number of visits in 2024 and fourth-largest number in 2040
  - Located in an area of high demand but with a small reduction in 2040
  - Close to Wrekin College Sports Centre, which is more attractive, and, therefore, has competition for the demand nearby

### *Educational Sites*

7.6 In terms of the educational sites, the findings are:

- Hadley Learning Community:
  - 100% utilised in 2024 and 2040 (based on availability of 28 hours)
  - Has the smallest capacity in the Borough and meets the third-fewest visits in both years
  - Currently available for 49.5 hours in the weekly peak period during term time; therefore, scope to increase availability by three hours and accommodate a further 71 visits in the weekly peak period – a very limited increase but important to achieve because of its location and existing commitment to community use
  - Located in an area of quite high demand in both years
  - Close to large housing growth areas in 2040
  - Opened in 2007 and unmodernised, but still attractive
  - In strategic terms, increasing availability in Telford is the most beneficial
- Wrekin College and Sports Centre:
  - 100% utilised in 2024 and 2040
  - Available for 43.5 hours in the weekly peak period; therefore, scope to increase availability by nine hours and accommodate a further 468 visits
  - Located in an area of high demand in both years
  - Close to large housing growth areas in 2040
  - Opened in 2004 and unmodernised, but still attractive
  - Six-lane pool, so can accommodate more than one activity at a time and scale is attractive to clubs for swimming development

### Commercial Pools

7.7 The commercial swimming pools meet the fewest visits because they are limited to those residents who can afford membership:

- Nuffield Health – 69% utilised in 2024 and 71% in 2040
- Telford Hotel and Golf Resort – 17% utilised in 2024 and 15% in 2040

7.8 Demand is very low south of Telford Hotel and Golf Resort.

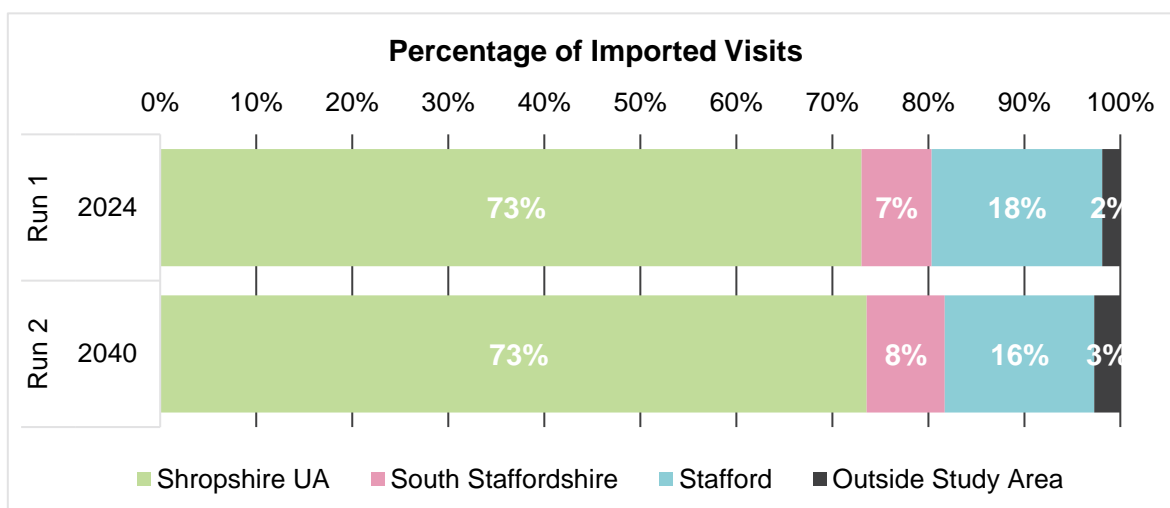
### Imported Demand

Table 7.3: Imported Demand for Swimming Pools in Telford and Wrekin by Run

Imported Demand	Run 1	Run 2
Telford and Wrekin	2024	2040
Number of visits imported per week in peak period	1,805	2,293
As a % of used capacity	14%	16%
Difference between visits imported and exported	820	1,552

7.9 Imported demand comprises 14% of the used capacity of Telford and Wrekin's swimming pools in 2024, increasing to 16% in 2040.

Chart 7.1: Percentage of Imported Visits by Origin and Run



7.10 The largest amount of imported demand is from Shropshire in both 2024 and 2040, at 73% of all imported demand in both years. Imported demand is highest from the southern part of Shropshire, which increases from 938 visits in the weekly peak period in 2024 (see Map 7.1) to 1,179 visits in 2040 (see Map 7.2). Demand in Shifnal and Broseley is close to the Telford and Wrekin border and can access Dawley Swimming Pool in 2040.

*Import/Export Balance*

7.11 In both runs Telford and Wrekin imports more visits in the weekly peak period than it exports, which contributes to the used capacity of its swimming pools:

- 2024 – 820 more visits
- 2040 – 1,552 more visits



Map 7.1: Imported Demand for Swimming Pools in Telford and Wrekin in 2024 (Run 1)

#### Boundaries

Values in areas show retained vpwpp



Telford & Wrekin

Surrounding LAs

#### Import/Export

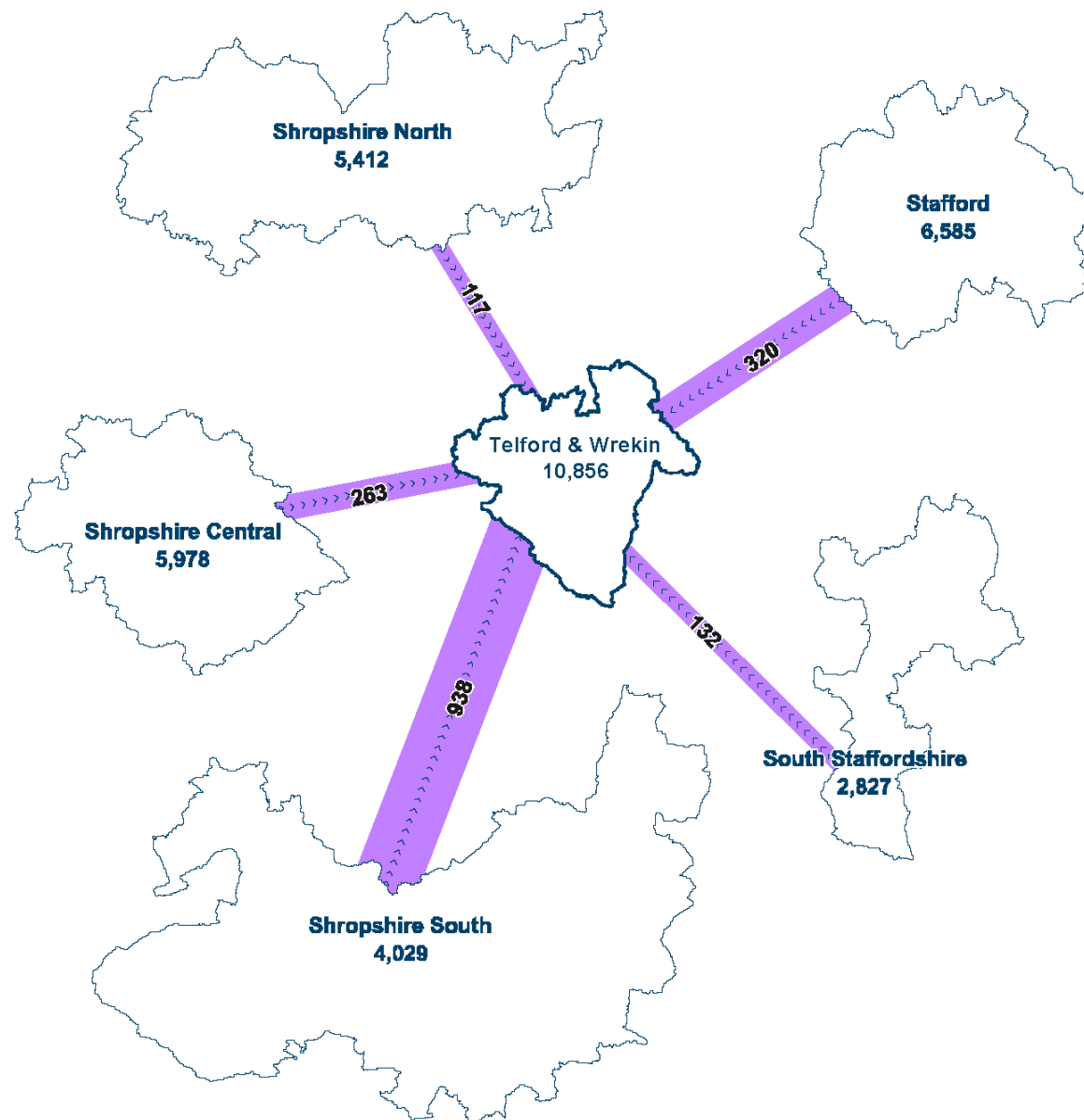
Values on arrows show flow vpwpp

> > > > > Direction of flow

Import

The figure within each purple chevron is the number of visits in the weekly peak period imported from the neighbouring local authority area.

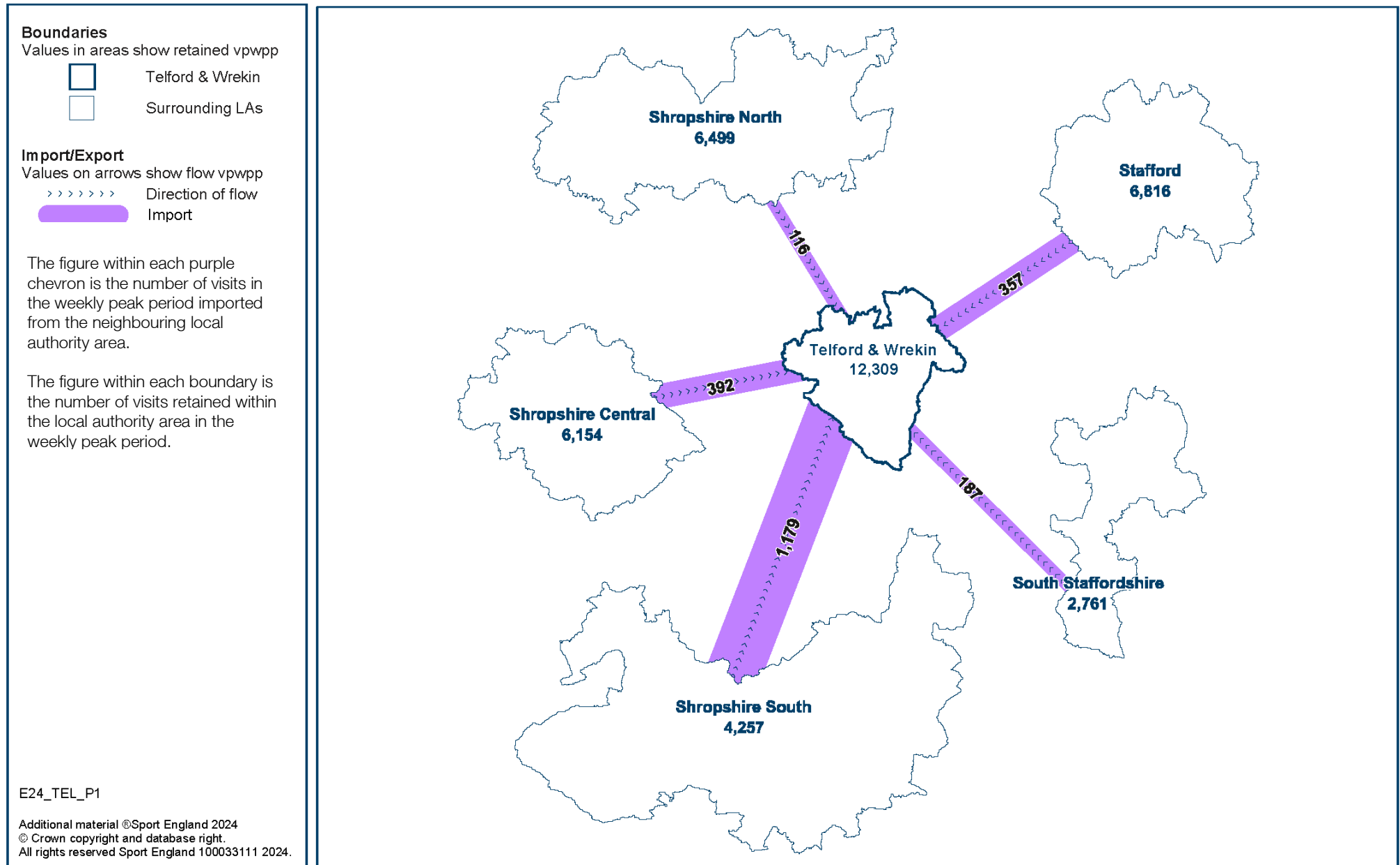
The figure within each boundary is the number of visits retained within the local authority area in the weekly peak period.



E24\_TEL\_P1

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Map 7.2: Imported Demand for Swimming Pools in Telford and Wrekin in 2040 (Run 2)



## 8. LOCAL SHARE OF FACILITIES

In 2024 and 2040, Telford and Wrekin's water space per 1,000 population is poorer than the regional and national averages. In the study area, Shropshire has the best provision per capita and South Staffordshire and Stafford have the poorest.

**Table 8.1: Local Share of Swimming Pools in Telford and Wrekin by Run**

Local Share	Run 1	Run 2
Telford and Wrekin	2024	2040
Local share of swimming pools relative to demand in local area: <1 = poorer, >1 = better	0.81	0.52

**Definition of local share** – This helps show which areas have a better or worse share of facility provision. It considers the size, availability and quality of facilities, and travel modes. Local share is useful for looking at 'equity' of provision. Local share is the available capacity that people want to visit in an area (considering deprivation), divided by the demand for that capacity in the area. Local share decreases as facilities age.

- 8.1 Local share shows how access and share of swimming pools differs across the local authority area, as follows:
- A value of 1 means that there is enough suitable supply reachable by the demand.
  - A value of less than 1 indicates a shortage of suitable supply that can be reached by the demand.
  - A value greater than 1 indicates a surplus of suitable supply that can be reached by the demand.
- 8.2 Overall, local share identifies the areas of the local authority where the share of swimming pools is better and worse. The intervention is to try and increase access for residents in the areas with the poorest access to swimming pools.
- 8.3 In 2024, local share is 0.81, meaning Telford and Wrekin residents cannot access sufficient suitable supply.
- 8.4 In 2040, local share decreases to 0.52. Demand and capacity increase between 2024 to 2040; however, the facilities have aged, making them less attractive to residents.

### *Geographical Distribution of Local Share*

#### **2024**

- 8.5 In 2024, local share is best around Telford Hotel and Golf Resort at 1.3 (light-blue square in Map 8.1). Used capacity at the site is low and demand in the immediate area of the site is low.

- 8.6 Local share is also very good in Lightmoor, at 1.2 (light-blue square), where demand is low and can access Abraham Darby Sports and Leisure Centre, which is the most attractive pool in 2024 and has the third-largest capacity in the Borough.
- 8.7 Local share is poorest around Oakengates Leisure Centre at 0.6 (yellow squares). Demand is high in this area and Oakengates Leisure Centre is the only public leisure centre in the area.

## 2040

- 8.8 In 2040, local share remains best around Telford Hotel and Golf Resort but has decreased to 0.9 (light-green square in Map 8.2). Demand in the area is similar but the pool has aged and is less attractive.
- 8.9 Local share is poorest around Oakengates Leisure Centre and Newport, at 0.4 (orange squares). Demand has increased north of Oakengates Leisure Centre and the facilities have aged, decreasing their attractiveness.

### *Comparative Measure of Provision*

- 8.10 A comparative measure of swimming pool provision is water space per 1,000 population.

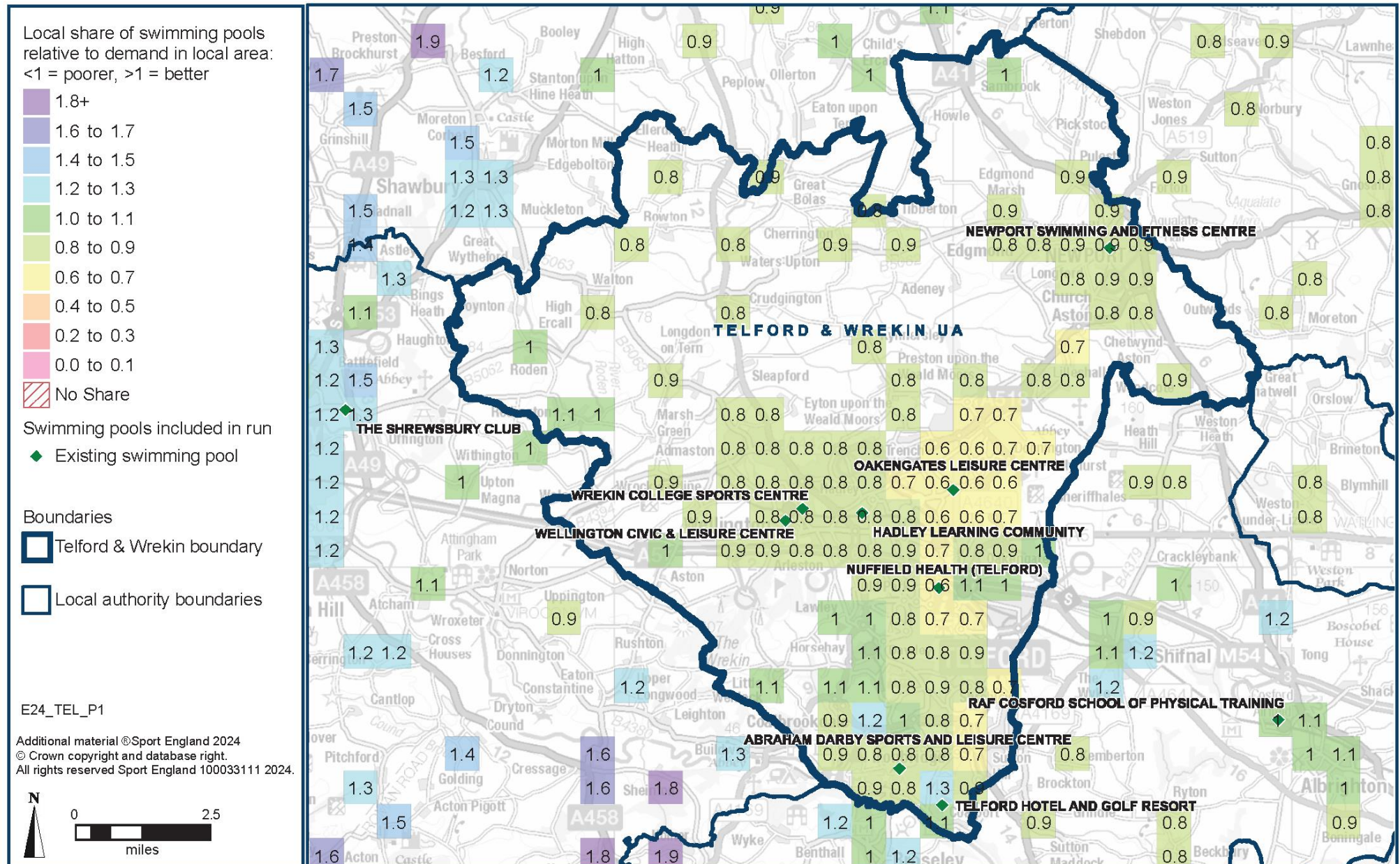
**Table 8.2: Water Space in sqm per 1,000 Population by Area and Run**

Water Space in sqm per 1,000 Population	Run 1	Run 2
Local Authority	2024	2040
Telford and Wrekin	10	10
Shropshire	17	16
South Staffordshire	8	7
Stafford	8	7
West Midlands Region	11	10
England	12	11

- 8.11 Telford and Wrekin has 10 sqm of water per 1,000 population in 2024 and 2040. This is less than the national average in both years.
- 8.12 In the study area, the poorest provision is in South Staffordshire and Stafford, at 8 sqm of water per 1,000 population in 2024 and 7 sqm of water in 2040. Shropshire has the best provision, at 17 sqm of water per 1,000 population in 2024 and 16 sqm in 2040.
- 8.13 The findings on water space per 1,000 population are reported because some local authorities like to compare their quantitative provision with others; however, it does not set a standard of provision, and should not be used as such.
- 8.14 The supply and demand assessment for swimming pools in Telford and Wrekin is based on the findings from the previous six headings analysed in this report.

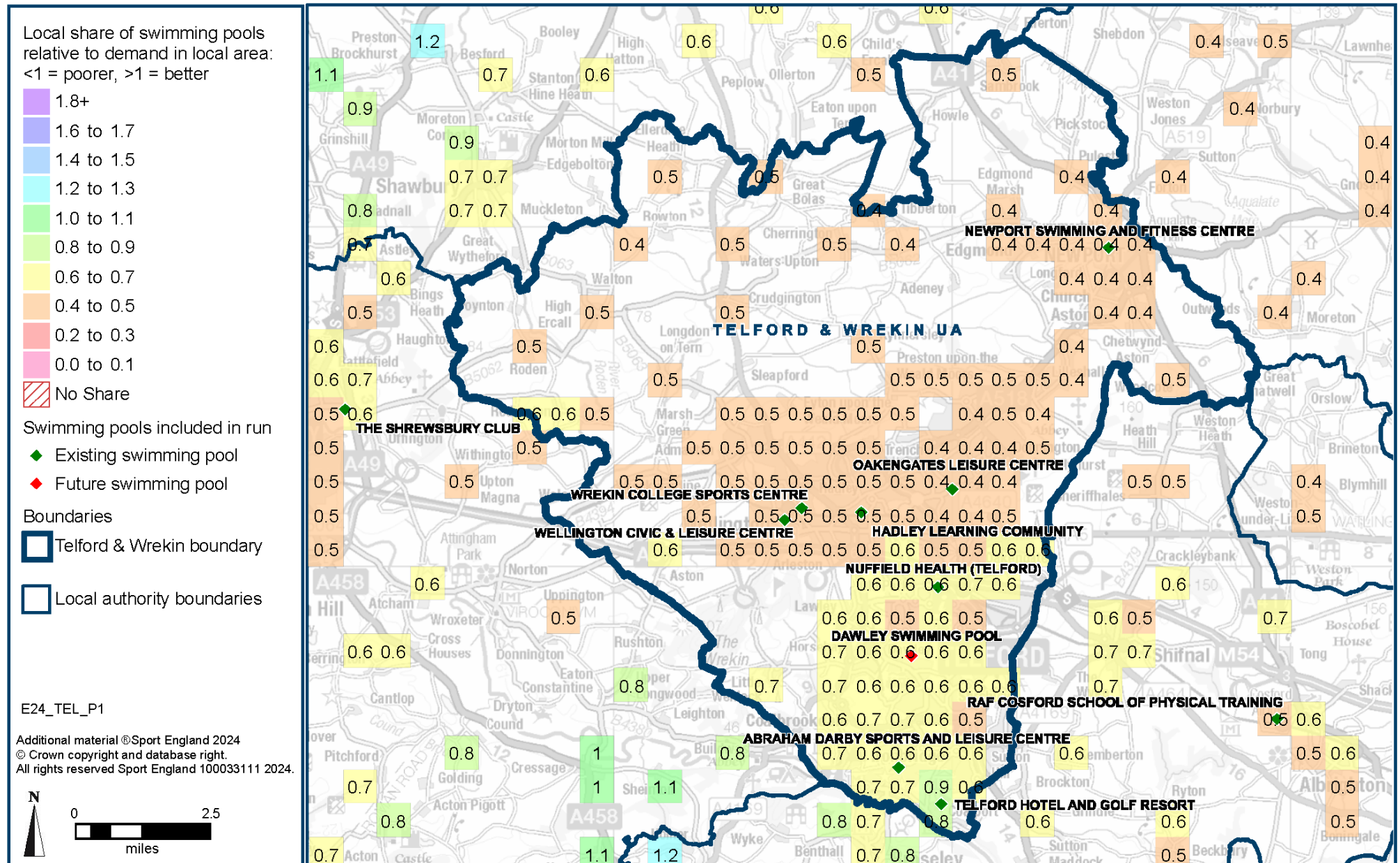


Map 8.1: Local Share of Swimming Pools in 2024 (Run 1)





Map 8.2: Local Share of Swimming Pools in 2040 (Run 2)



## APPENDIX 1: FACILITIES EXCLUDED

The audit excludes facilities that are deemed to be either for private use, too small, closed or there is a lack of information, particularly relating to hours of use. The following facilities were deemed to fall under one or more of these categories and therefore excluded from the modelling:

Site	Facility Type	Reason for Exclusion
DW Fitness First (Closed)	Main	Closed
Haberdashers Adams Grammar School	Main	Private Use
Harper Adams University College	Lido	Lido
Holiday Inn Health Club	Main	Principal pool too small
Life@Whitehouse (Closed)	Main	Closed
Madeley Court Sports Centre (Closed)	Main	Closed
Rise Fitness	Main	Principal pool too small
Shortwood Pool	Main	Principal pool too small
The Telford Centre Hotel Health Club	Learner	Principal pool too small
Thomas Telford School	Main	Private Use

## APPENDIX 2: FACILITIES IN NEIGHBOURING LOCAL AUTHORITY AREAS INCLUDED IN THE ASSESSMENT

Site	Operation	Facility Type	Dimensions (m)	Area (sqm)	Year Built	Year Refurb
Shropshire: North						
Ellesmere College	Educational	4-lane	25 x 10	250	1950	2007
Ellesmere Primary School	Educational	4-lane	20 x 8	160	1972	2003
Lion Quays Leisure Club	Commercial	4-lane	25 x 8	200	2008	2013
Market Drayton Swimming & Fitness Centre	Public	6-lane	25 x 13	325	1995	2012
		Learner	12 x 5	60		
Moreton Hall School	Educational	4-lane	25 x 10	250	1975	2008
Oswestry Leisure Centre	Public	6-lane	25 x 13	313	2011	
		Learner	13 x 8	94		
Oswestry School	Educational	4-lane	20 x 9	180	1975	
St Martins Sports Centre	Educational	4-lane	25 x 10	250	1981	2004
Vital Health & Wellbeing	Commercial	4-lane	20 x 8	160	2007	
Wem Swimming and Lifestyle Centre	Commercial	4-lane	20 x 8	160	2005	
Whitchurch Swimming & Fitness Centre	Public	6-lane	25 x 13	313	2025	
Shropshire: Central						
Bannatyne Health Club	Commercial	4-lane	20 x 8	160	2005	
Quarry Swimming & Fitness Centre	Public	6-lane	33 x 13	413	1969	2023
		4-lane	25 x 10	250		
		4-lane	18 x 9	162		
		Learner	11 x 7	68		
Shrewsbury School	Educational	6-lane	25 x 13	313	2007	
The Shrewsbury Club	Commercial	3-lane	20 x 6	120	2005	
Shropshire: South						
Bridgnorth Endowed Leisure Centre	Other	4-lane	25 x 10	250	1976	2017
Church Stretton Leisure Centre	Public	4-lane	20 x 8	160	1980	2019
Moor Park School	Educational	4-lane	18 x 9	166	1978	2015
Much Wenlock Leisure Centre	Public	6-lane	25 x 13	313	2010	
RAF Cosford School of Physical Training	Other	7-lane	25 x 15	375	1948	
Sparc Bishops Castle	Educational	4-lane	20 x 9	180	1972	
Teme Ludlow	Public	6-lane	25 x 13	325	1997	
		Diving	10 x 9	85		
		Leisure	12 x 6	72		
South Staffordshire						
Cheslyn Hay Leisure Centre	Public	6-lane	25 x 13	313	1980	2022
Codsall Leisure Centre	Public	4-lane	25 x 9	225	1975	2009
Wombourne Leisure Centre	Educational	6-lane	25 x 13	325	1984	2022
Stafford						
Alleynes Sports Centre	Educational	6-lane	25 x 13	313	1970	2009
Stafford Leisure Centre	Public	7-lane	25 x 17	420	2008	
		Learner	13 x 8	100		
Stone Leisure Centre	Public	6-lane	25 x 13	325	2019	

## APPENDIX 3: MODEL DESCRIPTION, INCLUSION CRITERIA AND MODEL PARAMETERS

Included within this Appendix are the following:

- Model Description
- Facility Inclusion Criteria
- Model Parameters

### *Model Description*

#### 1. Background

- 1.1. The Facilities Planning Model (FPM) is a computer-based supply/demand model, which has been developed by Edinburgh University in conjunction with **sportscotland** and Sport England since the 1980s.
- 1.2. The model is a tool for helping to assess the strategic provision of community sports facilities in an area. It is currently applicable for use in assessing the provision of swimming pools, sports halls, indoor bowls centres and artificial grass pitches.

#### 2. Use of FPM

- 2.1. Sport England uses the FPM as one of its principal tools in helping to assess the strategic need for certain community sports facilities. The FPM has been developed as a means of:
  - Assessing requirements for different types of community sports facilities on a local, regional, or national scale.
  - Helping local authorities to determine an adequate level of sports facility provision to meet their local needs.
  - Helping to identify strategic gaps in the provision of sports facilities.
  - Comparing alternative options for planned provision, taking account of changes in demand and supply. This includes testing the impact of opening, relocating, and closing facilities, and the impact of population changes on the needs for sports facilities.
- 2.2. Its current use is limited to those sports facility types for which Sport England holds substantial demand data, i.e., swimming pools, sports halls, indoor bowls, and artificial grass pitches (AGPs).
- 2.3. The FPM has been used in the assessment of Lottery funding bids for community facilities, and as a principal planning tool to assist local authorities in planning for the provision of community sports facilities.

### 3. How the Model Works

- 3.1. In its simplest form, the model seeks to assess whether the capacity of existing facilities for a particular sport is capable of meeting local demand for that sport, considering how far people are prepared to travel to such a facility.
- 3.2. In order to do this, the model compares the number of facilities (supply) within an area against the demand for that facility (demand) that the local population will produce, similar to other social gravity models.
- 3.3. To do this, the FPM works by converting both demand (in terms of people) and supply (facilities) into a single comparable unit. This unit is 'visits per week in the peak period' (VPWPP). Once converted, demand and supply can be compared.
- 3.4. The FPM uses a set of parameters to define how facilities are used and by whom. These parameters are primarily derived from a combination of data including actual user surveys from a range of sites across the country in areas of good supply, together with participation survey data. These surveys provide core information on the profile of users, such as, the age and gender of users, how often they visit, the distance travelled, duration of stay, and on the facilities themselves, such as, programming, peak times of use, and capacity of facilities.
- 3.5. This survey information is combined with other sources of data to provide a set of model parameters for each facility type. The original core user data for halls and pools comes from the National Halls and Pools survey undertaken in 1996. This data formed the basis for the National Benchmarking Service (NBS). For AGPs, the core data used comes from the user survey of AGPs conducted in 2005/06 jointly with **sportscotland**.
- 3.6. User survey data from the NBS and other appropriate sources are used to update the model's parameters on a regular basis. The parameters are set out at the end of the document, and the main data sources analysed are:
  - Active Lives
    - For the adult survey, this data is collected by an online survey or paper questionnaire on behalf of Sport England. Each annual sample includes about 175,000 people and covers the full age/gender range. Detailed questions are asked about over 200 separate sports categories in terms of participation and frequency.
    - For the children and young people survey, this data is collected through schools with up to three mixed ability classes in up to three randomly chosen year groups completing an online survey.
  - National Benchmarking Service
    - This is a centre-based survey whose primary purpose is to enable centres to benchmark themselves against other centres. Sample interviews are conducted on site. The number of people surveyed varies by year depending on how many centres take part. Approximately 10,000 swimmers and 3,500 sports hall users are surveyed per year. This data is used for journey



times, establishing proportions of particular activities in different hall types, the duration of activities and the time of activity (peak period).

- Moving Communities Customer Experience Survey
  - Annual online survey distributed by participating local authorities and operators via email. Email invites are sent to any member or customer on their database who has attended their leisure centre in the last 3 months. The results inform the travel mode that residents use to access facilities.
- Scottish Health
  - The annual survey is of about 6,600 people (just under 5,000 adults). This data is primarily used to assess participation, frequency, and activity duration.

3.7. Other data is used where available. For example, the following data sources are among those which have been used to cross-check results:

- Children's Participation in Culture and Sport, Scottish Government, 2008
- Young People's Participation in Sport, Sports Council for Wales, 2009
- Health & Social Care Information Centre, Lifestyle Statistics, 2012
- Young People and Sport, Sport England, 2002
- Data from Angus Council, 2013/14
- National Pools & Halls Survey, 1996
  - This survey has been used to obtain capacities per sports hall for differing sport types for programming data.

## 4. Calculating Demand

- 4.1. Demand is calculated by applying the user information from the parameters, as referred to above, to the population<sup>1</sup>. This produces the number of visits for that facility that will be demanded by the population.
- 4.2. Depending on the age and gender make-up of the population, this will affect the number of visits an area will generate. In order to reflect the different population make-up of the country, the FPM calculates demand based on the smallest census groupings. These are Output Areas (OAs)<sup>2</sup>.
- 4.3. The use of OAs in the calculation of demand ensures that the FPM is able to reflect and portray differences in demand in areas at the most sensitive level based on available census information. Each OA used is given a demand value in VPWPP by the FPM.

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<sup>1</sup> For example, it is estimated that 7.72% of 16–24-year-old males will demand to use an AGP 1.67 times a week. This calculation is done separately for the 12 age/gender groupings.

<sup>2</sup> Census Output Areas (OAs) are the smallest grouping of census population data and provide the population information on which the FPM's demand parameters are applied. A demand figure can then be calculated for each OA based on the population profile. There are over 171,300 OAs in England. An OA has a target value of 125 households per OA.

## 5. Calculating Supply Capacity

- 5.1. A facility's capacity varies depending on its size (i.e., size of pool, hall, pitch number), and how many hours the facility is available for use by the community.
- 5.2. The FPM calculates a facility's capacity by applying each of the capacity factors taken from the model parameters, such as the assumptions made as to how many 'visits' can be accommodated by the particular facility at any one time. Each facility is then given a capacity figure in VPWPP.
- 5.3. Based on travel time information<sup>3</sup> taken from the user survey, the FPM then calculates how much demand would be met by the particular facility, having regard to its capacity and how much demand is within the facility's catchment. The FPM includes an important feature of spatial interaction. This feature takes account of the location and capacity of all the facilities, having regard to their location and the size of demand, and assesses whether the facilities are in the right place to meet the demand.
- 5.4. It is important to note that the FPM does not simply add up the total demand within an area and compare that to the total supply within the same area. This approach would not take account of the spatial aspect of supply against demand in a particular area. For example, if an area had a total demand for 5 facilities, and there were currently 6 facilities within the area, it would be too simplistic to conclude that there was an oversupply of 1 facility as this approach would not take account of whether the 5 facilities are in the correct location for local people to use them within that area. It might be that all the facilities were in one part of the authority, leaving other areas under-provided. An assessment of this kind would not reflect the true picture of provision. The FPM is able to assess supply and demand within an area based on the needs of the population within that area.
- 5.5. In making calculations as to supply and demand, visits made to sports facilities are not artificially restricted or calculated by reference to administrative boundaries, such as local authority areas. Users are expected to use their closest facility. The FPM reflects this through analysing the location of demand against the location of facilities, allowing for cross-boundary movement of visits. For example, if a facility is on the boundary of a local authority, users will be expected to come from the population living close to the facility, but who may be in an adjoining authority.

## 6. Calculating the Capacity of Sports Halls – Hall Space in Courts (HSC)

- 6.1. The capacity of sports halls is calculated in the same way as described above, with each sports hall site having a capacity in VPWPP. In order for this capacity to be meaningful, these visits are converted into the equivalent of main hall courts and referred to as 'Hall Space in Courts' (HSC). This 'court' figure is often mistakenly read as being the same as the number of 'marked courts' at the sports halls that are in the Active Places data, but it is not

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<sup>3</sup> To reflect the fact that as distance to a facility increases, fewer visits are made, the FPM uses a travel time distance decay curve, where most users travel up to 20 minutes. The FPM also takes account of the road network when calculating travel times. Car ownership levels, taken from census data, are also considered when calculating how people will travel to facilities.

the same. There will usually be a difference between this figure and the number of 'marked courts' in Active Places.

- 6.2. The reason for this is that the HSC is the 'court' equivalent of all the main and activity halls capacities; this is calculated based on hall size (area) and whether it is the main hall or a secondary (activity) hall. This gives a more accurate reflection of the overall capacity of the halls than simply using the 'marked courts' figure. This is due to two reasons:
- In calculating the capacity of halls, the model uses a different 'At-One-Time' (AOT) parameter for main halls and for activity halls. Activity halls have a greater AOT capacity than main halls – see below. Marked courts can sometimes not properly reflect the size of the actual main hall. For example, a hall may be marked out with 4 courts, when it has space for 3 courts. As the model uses the 'courts' as a unit of size, it is important that the hall's capacity is included as a 3 'court unit' rather than a 4 'court unit'.
  - The model calculates the capacity of the sports hall as 'visits per week in the peak period' (VPWPP), and then uses this unit of capacity to compare with demand, which is also calculated as VPWPP. It is often difficult to visualise how much hall space there is when expressed as VPWPP. To make things more meaningful, this capacity in VPWPP is converted back into 'main hall court equivalents' and is noted in the output table as 'Hall Space in Courts'.

## 7. Facility Attractiveness – for Halls and Pools Only

- 7.1. 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. Attractiveness, however, is very subjective. Currently weightings are only used for sports hall and swimming pool modelling.
- 7.2. Attractiveness weightings are based on the following:
- Age/refurbishment weighting – pools and halls: The older a facility is, the less attractive it will be to users. It is recognised that this is a general assumption and that there may be examples where older facilities are more attractive than newly built ones due to excellent local management, programming, and sports development. Additionally, the date of any significant refurbishment is also included within the weighting factor; however, the attractiveness is set lower than a new build of the same year. It is assumed that a refurbishment that is older than 20 years will have a minimal impact on the facility's attractiveness. The information on year built/refurbished is taken from Active Places. A graduated curve is used to allocate the attractiveness weighting by year. This curve levels off at around 1920 with a 20% weighting. The refurbishment weighting is slightly lower than the new built year equivalent.
  - Management and ownership weighting – halls only: Due to the large number of halls being provided by the education sector, an assumption is made that, in general, these halls will not provide as balanced a programme than halls run by local authorities, trusts, etc, with school halls more likely to be used by teams and groups through block booking. A less balanced programme is assumed to be less attractive to a general

pay & play user than a standard local authority leisure centre sports hall with a wider range of activities on offer.

- 7.3. To reflect this, two weightings curves are used for education and non-education halls, a high weighted curve, and a lower weighted curve.
  - High weighted curve – includes non-education management and a better balanced programme, more attractive.
  - Lower weighted curve – includes educational owned and managed halls, less attractive.
- 7.4. Commercial facilities – halls and pools: While there are relatively few sports halls provided by the commercial sector, an additional weighting factor is incorporated within the model to reflect the cost element often associated with commercial facilities. For each population output area the Indices of Multiple Deprivation (IMD) score is used to limit whether people will use commercial facilities. The assumption is that the higher the IMD score (less affluence), the less likely the population of the OA would choose to go to a commercial facility.
- 7.5. The English Indices of Deprivation 2019, produced by the Ministry of Housing, Communities and Local Government, measure relative levels of deprivation in 32,844 lower super output areas (LSOAs) in England. Deciles are calculated by ranking the LSOAs from most deprived to least deprived and dividing them into ten groups. IMD is an overall relative measure of deprivation constructed by combining seven domains of deprivation according to their relative weights.

## 8. Comfort Factor – Halls and Pools

- 8.1. As part of the modelling process, each facility is given a maximum number of visits it can accommodate based on its size, the number of hours it is available for community use, and the 'at one time capacity' figure (pools = 1 user/6sqm, halls = 6 users/court). This gives each facility a 'theoretical capacity.'
- 8.2. If the facilities were full to their theoretical capacity, then there would simply not be the space to undertake the activity comfortably. In addition, there is a need to take account of a range of activities taking place which have different numbers of users; for example, aqua aerobics will have significantly more participants than lane swimming sessions. Additionally, there may be times and sessions that, while being within the peak period, are less busy and so will have fewer users.
- 8.3. To account for these factors the notion of a 'comfort factor' is applied within the model. For swimming pools, 70%, and for sports halls, 80%, of their theoretical capacity is considered as being the limit where a facility starts to become uncomfortably busy. (Currently, the comfort factor is not applied to AGPs due to the fact they are used by teams which have a set number of players, therefore, the notion of having a 'less busy' pitch is not applicable.)
- 8.4. The comfort factor is used in two ways:
  - Utilised capacity – How well used is a facility? 'Utilised capacity' figures for facilities are often seen as being very low at 50-60%; however, this needs to be put into

context with 70-80% comfort factor levels for pools and halls. The closer utilised capacity gets to the comfort factor level, the busier the facilities are becoming. You should not aim to have facilities operating at 100% of their theoretical capacity, as this would mean that every session throughout the peak period would be being used to its maximum capacity. This would be both unrealistic in operational terms and unattractive to users.

- Adequately meeting unmet demand – the comfort factor is also used to increase the number of facilities needed to comfortably meet unmet demand. If this comfort factor is not applied, then any facilities provided will be operating at their maximum theoretical capacity, which is not desirable as noted previously.

## 9. Utilised Capacity (Used Capacity)

9.1. Following on from the comfort factor section, here is more guidance on utilised capacity.

9.2. Utilised capacity refers to how much of a facility's theoretical capacity is being used. This can, at first, appear to be unrealistically low, with area figures being in the 50-60% region. Without any further explanation, it would appear that facilities are half empty. The key point is not to see a facility's theoretical maximum capacity (100%) as being an optimum position. This, in practice, would mean that a facility would need to be completely full every hour it was open during the peak period. This would be both unrealistic from an operational perspective and undesirable from a user's perspective, as the facility would be completely full.

9.3. For example, a 25m, four-lane pool has a theoretical capacity of 2,260 per week, during a 52.5-hour peak period.

9.4. As set out in the table below, usage of a pool will vary throughout the evening, with some sessions being busier than others through programming, such as an aqua-aerobics session between 7pm and 8pm and lane swimming between 8 and 9pm. Other sessions will be quieter, such as between 9 and 10pm. This pattern of use would mean a total of 143 swims taking place. However, the pool's maximum theoretical capacity is 264 visits throughout the evening. In this instance the pool's utilised capacity for the evening would be 54%.

Visits per hour	4-5pm	5-6pm	6-7pm	7-8pm	8-9pm	9-10pm	Total visits for the evening
Theoretical maximum capacity	44	44	44	44	44	44	264
Actual usage	8	30	35	50	15	5	143

9.5. As a guide, 70% utilised capacity is used to indicate that swimming pools are becoming busy, and this is 80% for sports halls. This should be seen only as a guide to help flag when facilities are becoming busier, rather than as a 'hard threshold'.



## 10. Travel Times

10.1. The model uses travel times to define facility coverage in terms of driving and walking.

10.2. Ordnance Survey's (OS) MasterMap Highways Network Roads with average speed data is used to calculate the off-peak drive times between facilities and the population, observing any one-way and turn restrictions which apply. These travel times have been validated against national survey work, and so are based on actual travel patterns of users.

10.3. OS MasterMap Highways Network Paths is used to calculate walking times along paths and roads, excluding motorways and trunk roads. A standard walking speed of 3 mph is used for all journeys.

10.4. The model includes three different modes of travel – car, public transport, and walking. Car access is also considered in areas of lower access to a car, where the model reduces the number of visits made by car and increases those made on foot.

10.5. Overall, surveys have shown that the majority of visits made to swimming pools, sports halls and AGPs are made by car, with a significant minority of visits to pools and halls being made on foot.

Facility	Car	Walking	Public Transport
Swimming Pool	72%	18%	10%
Sports Hall	74%	17%	9%
AGP Combined	79%	18%	3%
AGP Football	74%	22%	4%
AGP Hockey	97%	2%	1%

10.6. The model includes a distance decay function, where the further a user is from a facility, the less likely they will travel. Set out below is the survey data with the percentage of visits made within each of the travel times. This shows that 90% of all visits, both by car and on foot, are made within 20 minutes. Hence, 20 minutes is often used as a rule of thumb for the coverage for swimming pools and sports halls.

Minutes	Swimming Pools		Sport Halls	
	Car	Walk	Car	Walk
0-10	56%	53%	54%	55%
11-20	35%	34%	36%	32%
21-30	7%	10%	7%	10%
31-45	2%	2%	2%	3%

10.7. For AGPs, there is a similar pattern to halls and pools, with hockey users observed as travelling slightly further (89% travel up to 30 minutes). Therefore, a 20-minute travel time can also be used for combined use and football, and 30 minutes for hockey.

Minutes	AGPs Combined		AGPs Football		AGPs Hockey	
	Car	Walk	Car	Walk	Car	Walk
0-10	28%	38%	30%	32%	21%	60%
10-20	57%	48%	61%	50%	42%	40%
20-40	14%	12%	9%	15%	31%	0%

NOTE: These are approximate figures and should only be used as a guide.

### *Facility Inclusion Criteria*

#### **Swimming Pools**

The following inclusion criteria were used for this analysis:

- Include all operational indoor swimming pools available for community use, i.e., pay and play, membership, sports club/community association
- Exclude all pools not available for community use, i.e., private use
- Exclude all outdoor pools, i.e., lidos
- Exclude all pools where the main pool is less than 20 metres in length, or the area is less than 160 square metres. If the principal pool is a leisure pool with an area less than 200 square metres, then all pools on the site should be excluded.
- For leisure pools, only the area of the water that is swimmable should be included. Water play or splash areas should be excluded from the useable space.
- Include all 'planned', 'under construction' and 'temporarily closed' facilities only where all data is available for inclusion
- Where opening times are missing, availability has been included based on similar facility types
- Where the year built is missing assume date 1975<sup>4</sup>

Facilities over the border in Wales and Scotland are included, as supplied by **sport**scotland and Sport Wales.

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<sup>4</sup> Choosing a date in the mid 1970s ensures that the facility is included, while not overestimating its impact within the run.

### Model Parameters

#### Swimming Pools Parameters

At One Time Capacity	0.16667 per square metre = 1 person per 6 square meters																											
Coverage Maps	Car: 20 minutes Walking: 1.6 km Public transport: 20 minutes at about half the speed of a car  NOTE: Travel times are indicative, within the context of a distance decay function of the model.																											
Duration	60 minutes																											
Percentage Participation	<table><tr><td>Age</td><td>0-15</td><td>16-24</td><td>25-39</td><td>40-59</td><td>60-79</td><td>80+</td></tr><tr><td>Male</td><td>14.9%</td><td>7.2%</td><td>10.6%</td><td>8.9%</td><td>5.8%</td><td>1.7%</td></tr><tr><td>Female</td><td>16.8%</td><td>9.3%</td><td>12.9%</td><td>11.5%</td><td>8.0%</td><td>1.7%</td></tr></table>							Age	0-15	16-24	25-39	40-59	60-79	80+	Male	14.9%	7.2%	10.6%	8.9%	5.8%	1.7%	Female	16.8%	9.3%	12.9%	11.5%	8.0%	1.7%
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Frequency per Week	<table><tr><td>Age</td><td>0-15</td><td>16-24</td><td>25-39</td><td>40-59</td><td>60-79</td><td>80+</td></tr><tr><td>Male</td><td>1.08</td><td>0.96</td><td>0.81</td><td>0.98</td><td>1.28</td><td>1.73</td></tr><tr><td>Female</td><td>1.10</td><td>0.95</td><td>0.79</td><td>0.98</td><td>1.17</td><td>1.32</td></tr></table>							Age	0-15	16-24	25-39	40-59	60-79	80+	Male	1.08	0.96	0.81	0.98	1.28	1.73	Female	1.10	0.95	0.79	0.98	1.17	1.32
Age	0-15	16-24	25-39	40-59	60-79	80+																						
Male	1.08	0.96	0.81	0.98	1.28	1.73																						
Female	1.10	0.95	0.79	0.98	1.17	1.32																						
Peak Period	Weekday: 9:00 to 10:00, 12:00 to 13:00, 15:30 to 21:00 Weekend: 08:00 to 15:30 Total: 52.5 hours																											
Proportion in Peak Period	63%																											