

## Sandwell Metropolitan Borough Council

6 March 2018

The following summary reports relate to those minutes of the Cabinet which contain a recommendation to the Council.

Meeting Date	Subject
31 January 2018	<b>Commonwealth Games Aquatic Centre (Key Decision Ref. No. SMBC13/10/2017)</b>
31 January 2018	<b>Sandwell Sport and Leisure Built Facilities Strategy (Key Decision Ref. No. SMBC16173)</b>

## REPORT TO CABINET

31 January 2018

<b>Subject:</b>	Commonwealth Games Aquatic Centre
<b>Presenting Cabinet Member:</b>	Councillor Paul Moore – Cabinet Member for Regeneration and Economic Investment
<b>Director:</b>	Executive Director - Neighbourhoods – Dr Alison Knight
<b>Contribution towards Vision 2030:</b>	
<b>Key Decision:</b>	Yes
<b>Forward Plan (28-day notice) Reference:</b>	SMBC13/10/2017
<b>Cabinet Member Approval and Date:</b>	Councillor Moore – 16 January 2018
<b>Director Approval:</b>	Dr Alison Knight – 10 January 2018
<b>Reason for Urgency:</b>	Urgency provisions do not apply
<b>Exempt Information Ref:</b>	Exemption provisions do not apply
<b>Ward Councillor (s) Consulted (if applicable):</b>	Ward coluncillors have not been consulted
<b>Scrutiny Consultation Considered?</b>	Scrutiny have not been consulted
<b>Contact Officer(s):</b>	Chris Jones <a href="mailto:chris2_jones@sandwell.gov.uk">chris2_jones@sandwell.gov.uk</a>

### DECISION RECOMMENDATIONS

## **That Cabinet:**

1. Authorise the Executive Director - Neighbourhoods to construct a new aquatics centre in Sandwell with the following minimum facility mix:
  - Olympic sized competition swimming pool with moveable floor / booms;
  - 25m x 10m diving pool with moveable floor;
  - 500 spectator seats;
  - 2 x 150 sqm activity studios;
  - Required change village space with 4 scholars' rooms;
  - 12 court sport hall;
  - 125 station gym;
  - 25 station ladies only gym;
  - Indoor cycling studio;
  - Sauna / steam room;
  - Café;
  - 50m warm up pool (for Commonwealth Games – long-term options to be reviewed); and
  - 5000 spectator seats (for Commonwealth Games – long-term options to be reviewed).
2. Authorise the Executive Director - Resources to agree an in principle capital budget of £27.6m to contribute towards the development of a new aquatics centre in Sandwell to meet local sport and leisure needs and host the aquatics events at the Commonwealth Games 2022;
3. In connection with recommendation 1, authorise the Executive Director - Resources to allocate £4m of the in principle budget to facilitate project start-up costs and initial works required to deliver the new aquatics centre;
4. Authorise the Executive Director - Resources to allocate a £1.5m budget to fund the Project Team and external advisors to manage the delivery of the aquatics centre;
5. Authorise the Executive Director - Resources to submit funding bids to Sport England, Black Country LEP, and other relevant funding bodies to support the delivery of the aquatics centre;
6. Authorise the Executive Director - Neighbourhoods to construct the new aquatics centre on Londonderry Playing Fields (Smethwick);
7. Authorise the Executive Director - Neighbourhoods to look at the adequate re-provision of any potential lost football pitches on Londonderry Playing Fields;

8. Authorise the Executive Director - Neighbourhoods in consultation with the Executive Director - Resources and funding partners to utilise the SCAPE Framework for the design and build of the new aquatics centre;
9. Authorise the Executive Director - Neighbourhoods to commission the design and delivery of highways infrastructure improvements, including improvements to facilitate public transport links;
10. Authorise the Executive Director - Neighbourhoods to create an internal Commonwealth Games Project Team consisting of 1 x FTE Commonwealth Games Project Director (Service Manager Level 2), 1 x FTE Commonwealth Games Project Manager (Grade J), and 1 x FTE Commonwealth Games Project Officer (Grade G);
11. Authorise the Executive Director - Neighbourhoods to commence the procurement of specialist contractors and advisors to support the internal Project Team to deliver the aquatics centre;
12. Authorise the Executive Director - Neighbourhoods in consultation with the Director - Monitoring Officer and the Executive Director - Resources to agree a Business Plan with Sandwell Leisure Trust for the operational management of the aquatics centre and enter into a lease in line with the Sandwell Leisure Trust Management and Funding Agreement;
13. The Council be recommended to appoint Members to the Commonwealth Games 2022 Working Group to support the delivery of the aquatics centre, the legacy of the Commonwealth Games, and community involvement in the delivery;
14. Authorise the Executive Director - Neighbourhoods in consultation with the Director - Monitoring Officer to sign legal agreements and contracts associated with the delivery of the Commonwealth Games 2022 and the aquatics centre;
15. The Executive Director - Neighbourhoods provide a further report to Cabinet for approval of final project costs, facility details, and procurement contract award;
16. The Executive Director - Neighbourhoods provide a further report to Cabinet on the future use of Langley Swimming Centre, Smethwick Swimming Centre and Harry Mitchell Leisure Centre, Smethwick.

## **1 PURPOSE OF THE REPORT**

1.1 The purpose of the report is to seek approval to build a new aquatics centre in Sandwell to meet the needs of local residents, to provide a regionally significant facility to support the development of aquatic sport in the West Midlands area, and to act as the aquatics venue for the Commonwealth Games 2022.

## **2 IMPLICATION FOR THE COUNCIL'S AMBITION**

2.1 The provision of a new aquatics facility in Sandwell will enhance the opportunity for people to participate in leisure activities and improve their health and wellbeing. It will help contribute to the reduction of heart disease, diabetes and other medical conditions. It will help create jobs in construction and the associated supply chain as well as in the hospitality industry during the period when the Commonwealth Games are held. There will also be a legacy of improved sustainable transport links that provide health benefits associated with more active travel options.

## **3 BACKGROUND AND MAIN CONSIDERATIONS**

3.1 The Council has a good range of both formal and informal leisure provision throughout the borough and this report focuses on formal provision through the councils built facilities. To maintain the quality of the facilities and ensure both current and future demand can be met the Council formed the Select Committee for Leisure Provision to develop a Sport & Leisure Built Facilities Strategy. To support this, Sport England were commissioned to conduct an appraisal of existing provision with a specific focus on swimming pools and capacity. The review was carried out using the facilities planning model used by Sport England to make own investment decisions.

3.2 To complement this work, the Council commissioned external consultants; Knight, Kavanagh and Page (KKP) to carry out a consultation exercise on both existing and new sport and leisure facilities in Sandwell.

3.3 The KKP consultation report highlighted the high levels of physical inactivity in Sandwell with swimming and gyms being some of the more popular activities. There was also a view from respondents that a good range of mixed facilities that were clean with adequate privacy for users and managed by well trained staff was more desirable than those that didn't have these attributes.

3.4 The report also identified a number of barriers to using the facilities, such as:

- Accessibility (distance of facility from users homes);
- Quality and cost of the facility; and

- Usage of other facilities.

3.5 There were a number of facilities which respondents felt were not in good condition. These included Smethwick Swimming Centre, Langley Swimming Centre, and Harry Mitchell Leisure Centre. As part of any new development, respondents wished to see the following types of provision:

- Swimming pool for teaching and learning to swim;
- Fitness gym;
- Studio's for fitness classes; and
- Swimming pool for competitions and events.

3.6 The outcome of the review, contributed to the work of the Select Committee for Leisure Provision and the formulation of Sandwell Sport & Leisure Built Facilities Strategy which sets out the long-term plan for the Council's leisure facilities stock. A report recommending the adoption of the strategy will be presented to Cabinet on 31 January 2018 before being presented at full Council in March 2018.

3.7 The conclusion of the review supports the Council's ambition to build a new facility with a 50m pool in the south of the borough where the demand is greatest. The development of a new wet and dry multi use leisure facility would also address the quality issue of some of the aging facilities referred to above and provide significant financial savings for the Council.

3.8 Whilst the Council has been developing the Sandwell Sport & Leisure Built Facilities Strategy, the opportunity arose to be involved in Birmingham's submission for the Commonwealth Games 2022 and utilise any new 50m pool in Sandwell to host the aquatics events.

## **4 THE CURRENT POSITION**

4.1 Birmingham was selected as the Candidate City to host the Commonwealth Games 2022 by the UK Government and was awarded the Games by the Commonwealth Games Federation Executive on 21 December 2017.

4.2 In view of the above, the development of a new facility in Sandwell has a heightened level of urgency as this will need to be delivered well in advance of the games and no later than the summer of 2021 to allow sufficient time for testing and preparation for the games.

4.3 All existing facilities that may be affected by the provision of the new aquatics centre will remain open to the public until suitable re-provision is delivered.

### **Facility specification**

- 4.4 To achieve the Council's objectives, the new facility would need to have the following baseline facility mix as a minimum:
- Olympic sized competition swimming pool with moveable floor / booms;
  - 25m x 10m diving pool with moveable floor;
  - 500 spectator seats;
  - 2 x 150 sqm activity studios;
  - Required change village with 4 scholars' rooms;
  - 12 court sport hall;
  - 125 station gym;
  - 25 station ladies only gym;
  - Indoor cycling studio;
  - Sauna / steam room; and
  - Café.
- 4.5 In order to meet the requirements of the games, the specification would need to be enhanced as follows and all the pools would need be built to the standard to meet the Federation Internationale De Natation (Fina) facilities rules:
- 50m warm up pool; and
  - 5000 spectator seats.
- 4.6 Modelling will be undertaken on the long-term options for both Commonwealth Game specific elements of the facility mix. The 50m warm up pool may provide support beyond the Games for further community swimming and enable swimming continuity for local residents if there is a competition / swimming gala being held in the main pool hall.
- 4.7 Discussions will be held with the relevant partners on the spectator seating number requirement for the legacy use of the facility.
- 4.8 A final specification for the building will be reported to Cabinet at a later date for approval prior to procurement financial close and contract award.

#### **Land availability for the new facility**

- 4.9 The total land required to accommodate a facility of this size would be around 10 acres. Having undertaken a review of all suitable sites, officers have identified Londonderry Playing Fields in Smethwick (appendix 1) as the most suitable site for the aquatics centre. Although, there is another site that would have been suitable for the development, this is not in the Council's ownership and negotiations with the owners have not led to a satisfactory conclusion.

- 4.10 Londonderry Playing Fields is in a geographical location to meet the access needs of local residents. This area was also highlighted as having a high demand for a swimming facility by the facility planning model undertaken by Sport England to support the work of the Select Committee for Leisure Provision.
- 4.11 In view of the Commonwealth Games 2022 timetable, it is critical for the Council to have a site that is available for the development as soon as possible. The Londonderry Playing Fields site is able to fulfil the requirements for the games and provides a viable solution for the council to move forward on.
- 4.12 There are playing pitches on the site. Positive discussions are underway with the relevant authorities to mitigate the construction of a facility on this site. The Council will seek to ensure the re-provision of suitable playing pitches is made to mitigate the loss of any football pitches that may occur due to the construction of the new aquatics centre.
- 4.13 The site remains subject to formal ratification by the Commonwealth Games Federation. However, given the evidence found in the site appraisal on the suitability of Londonderry Playing Fields the Council has a strong business case for its proposal.

### **Benefits of a new built facility**

- 4.14 The consultation work, Sport England facilities modelling and the recommendations of the Select Committee for Leisure Provision with respect to the Sandwell Sport & Leisure Built Facilities Strategy demonstrate the need for a new facility in the south of the borough. The location would meet demand and accessibility by car and public transport can be enhanced so that the site would be well served in this area, to cater for the needs of a diverse range of customers. The facility:
- Would be a high-quality standard and modern to meet customer expectations;
  - Provide commercial benefits through staging of national and local events and galas;
  - Enable local clubs to flourish and excel in swimming without having to travel to other 50m venues such as in Manchester, Coventry or Corby;
  - Could cater for the needs of dry sports such as badminton, basketball and netball, indoor tennis, gymnastics and trampolining;
  - Could provide more school swimming lessons;
  - Could provide a dedicated community use programme;
  - Help increase participation and the overall swimming offer;
  - Reduce costs for the council;



- Provide the opportunity to develop alternative uses for existing facilities that would no longer be required; and
- Future proof provision by being able to meet needs from population growth.

- 4.15 The development of new facilities would also help to get people more active and provide other benefits such as improving health and wellbeing (diabetes, cancer, heart disease, dementia etc), improve employee productivity, help tackle social isolation by encouraging people to participate in sport events, improve educational attainment and childhood obesity.
- 4.16 The delivery of this project will lead to highways infrastructure improvements for the surrounding area. This will look at both improvements to the highways to improve traffic flow. This route is already served by public transport routes but these will be further reviewed to seek enhancement through discussions with Transport for West Midlands.
- 4.17 The commonwealth games would provide a lasting legacy for Sandwell and the wider region. Evidence suggests that sporting events can create employment and wider economic benefits as well as inspire people to get involved. The post Glasgow Games study illustrated that jobs were created and contributions over £740m were made to the local economy. It would provide global exposure to Sandwell and the opportunity to harness this for ongoing and sustained improvement of the borough and achievement of the council's new 2030 vision.

## **5 COMMONWEALTH GAMES IMPLICATIONS**

- 5.1 One of the key elements of hosting a global event such as this, is the expectation to ensure they leave behind a legacy that provides real and enduring benefits for the local community. In the case of Sandwell, the Council's proposals for a new facility in the borough which is sustainable and meets the needs of the community has strengthened the submission.
- 5.2 The Commonwealth Games 2022 will also enable the engagement of the local community to be involved in the development of the Games and volunteering to support their delivery. There is a real opportunity to work to build a real long-term sporting legacy with Sandwell residents and this will be progressed in the build-up to the launch of the Commonwealth Games 2022.
- 5.3 There is always a real opportunity to engage with schools in the borough, both primary and secondary, to build enthusiasm for sport in Sandwell, increase long-term levels of physical activity and help young Sandwell residents achieve their aspirations and be successful.

5.4 In addition to the time pressure of developing the new facility there will be a number of other factors that will need to be taken account of, some of which may be opportunities for the borough, whilst others will need to be carefully managed working closely with the Birmingham Bid Company and the structures that will be established to manage the overall programme.

5.5 Some of these factors (not exhaustive list) may include:

- Additional levels of monitoring progress and input from the games organisers into specifications and construction of the facility and venue overlay designs;
- Ensuring the facility is built to the exacting quality standards required by the CGF;
- The need to comply with the host city contract, CGF games manual, sponsors and funders contracts;
- Ensuring Sandwell benefits from visitors, sponsorship, broadcasting rights, marketing, merchandise sales licenses, securing a route through Sandwell for the Queen's baton relay etc;
- Participating in opening and closing ceremonies;
- Securing a swimming team to use Sandwell as their training venue and the associated revenue arising from this;
- Assisting with transport planning for visitors and competitors to the venue;
- Working to support model venue exercises;
- Ensuring timing, scoring, results and games management systems are in place at the facility (and maximising any opportunities that may arise from sponsorship deals with providers); and
- Preventing ambush marketing.

## **6 PROJECT MANAGEMENT**

### **Project Team**

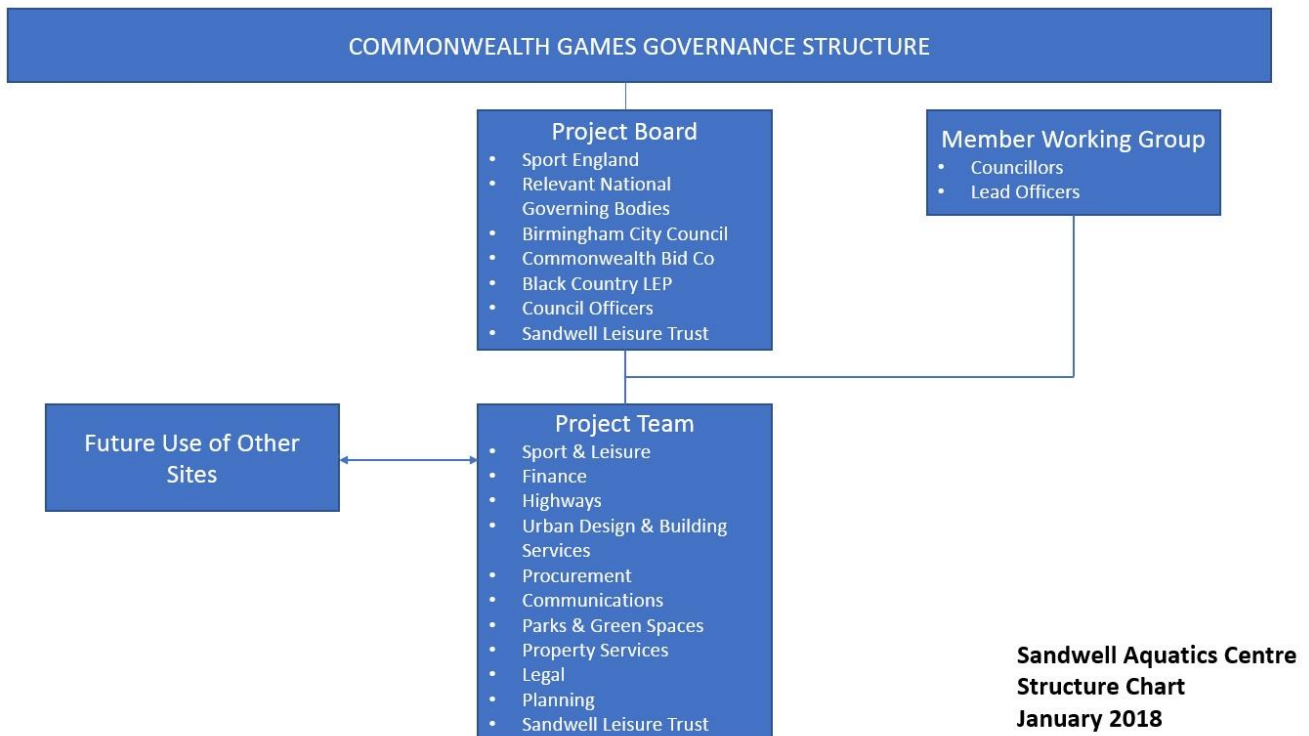
6.1 The successful delivery of this project will require dedicated project management resources supported by a multi-disciplinary team of officers and external specialist. It is recommended that the following posts are created to form this team:

- 1 x FTE Commonwealth Games Project Director (Service Manager Level 2)
- 1 x FTE Commonwealth Games Project Manager (Grade J)
- 1 x FTE Commonwealth Games Project Officer (Grade G)

- 6.2 It is also recommended that external specialisms in legal, swimming pool filtration & design, and mechanical and electrical design are also procured to support the project.
- 6.3 The total budget required for the Project Team is £1.5m for the period from January 2018 to March 2023.

**Project Governance**

- 6.4 The recommended governance structure is as per the structure chart below:



- 6.5 The project will be managed by a Project Board which will be chaired by the Executive Director of Neighbourhoods and will include strategic project partners, including Birmingham City Council, Sport England, relevant National Governing Bodies for Sport, and Sandwell Leisure Trust. The Project Board will be supported by a Member Working Group which will also include lead officers. The project will be delivered by the Project Team which will have a number of workstreams operating underneath it.
- 6.6 The Project Board will report in to the Commonwealth Games Governance Structure to the appropriate group.

**Outline Programme**

- 6.7 The outline programme for the delivery of the project is as follows:

<b>Timescale</b>	<b>Activity</b>
Jan-Dec 2018 (phase 1)	Site preparation, highways works, planning permission, design and procure specialist advisors and contractor to build aquatics centre and prepare site.
Jan 2019 – December 2020 (phase 2)	Construction of aquatics centre.
Jan 2021 – March 2021 (phase 3)	Handover to Sandwell Leisure Trust for operational use and open to public.
July 2021 (phase 4)	Nonexclusive access for Organising Committee of the Commonwealth Games to conduct tests.
June 2022 – August 2022 (phase 5)	Handover to Commonwealth Games for exclusive use of venue.
August 2022 – March 2023	Legacy construction works.

- 6.8 As can be seen from the indicative timescale, the delivery timeframe provides very little scope for slippages.
- 6.9 Throughout the project a work stream will be in place to engage with local residents and concentrate on the legacy of the Commonwealth Games 2022 and to maximise residents' involvement in the Games.

## **7 CONSULTATION (CUSTOMERS AND OTHER STAKEHOLDERS)**

- 7.1 To enable the Select Committee for Leisure Provision to understand the views of Sandwell residents, a comprehensive community consultation exercise was undertaken over a period of 12 weeks. This consultation took the form of an online survey for residents to complete, which attracted 793 responses, and face to face / telephone consultation with local community groups, schools, and sports clubs.
- 7.2 The community consultation focused on residents' views on whether the existing older leisure facilities are in a good condition, meet their needs, and what further activities they would wish to participate in should facilities be remodelled or replaced with new provision.
- 7.3 The Select Committee for Leisure Provision also consulted with National Governing Bodies for Sport to understand what their priorities are for Sandwell and the facilities that they would require to meet their needs.

- 7.4 The information from this consultation exercise has been used to develop the minimum facility mix for the new aquatics centre and also support the choice of location, being central to the residents it will serve allowing for easy access.
- 7.5 A full Consultation Plan will be developed to support the delivery of this project. This will include the detailed consultation with local residents on the delivery of this scheme.
- 7.6 An enhanced consultation exercise on the site will be undertaken through the planning process to understand residents' views.

## **8 ALTERNATIVE OPTIONS**

### **8.1 Option one – Build 50m pool and multi – use leisure facility (not recommended)**

This option would create jobs in construction, leisure and hospitality and meet the needs of the borough and enable the council to achieve financial savings to help contribute to the General Fund deficit. It would also enable the council to look at alternative use for some existing leisure facilities that would no longer be needed. However, it would not meet the needs of the Commonwealth Games.

### **8.2 Option two – Build the aquatics centre for the Commonwealth Games (recommended)**

This option would deliver all the benefits of option one as well as an international standard facility suitable for hosting the Commonwealth Games. It would provide additional capacity for community use and a lasting legacy of the Games and future proof leisure provision to meet the needs of a rising population. It would attract sponsorships, promote Sandwell nationally and globally and enhance the prospects of long term sustainability of the venue.

### **8.3 Do nothing and remain (not recommended)**

The pursuit of this option would result in none of the benefits of either option above being achieved as well as cause significant reputational damage for the Council as the aquatics centre is a key venue for the Commonwealth Games. It would not meet the needs of the community, and result in the council having to retain 2 very old leisure facilities buildings. It would not generate the financial savings from reduced operating costs, and may well increase costs for the council in the future.

## **9 STRATEGIC RESOURCE IMPLICATIONS**

- 9.1 The total cost of the recommended option is estimated to be in the region of £60m. However, 75% of the cost of the enhanced facility to meet the Commonwealth Games requirements would be met by the Organising Committee.
- 9.2 To deliver this project the Council will have to commit to an in-principle amount of £27.6m. The remainder of the funding will be met by the Commonwealth Games Organising Committee.
- 9.3 Officers will move to secure funding from other sources to reduce the £27.6m committed to by the Council. This will include, but not limited to, bid submissions to the Black Country Local Enterprise Partnership and Sport England.
- 9.4 To deliver the project, the development of a Project Team will be required. The total budget required for the Project Team is £1.5m for the period from January 2018 to March 2023. This budget will fund the posts detailed in clause 6.1 of this report and the procurement of external expertise to support the delivery of the project.
- 9.5 A further report will be provided to Cabinet with full financial details following the full design and costing of the new facility. A full financial appraisal will be undertaken prior to this report being presented to Cabinet.
- 9.6 To enable the Council to deliver the facility in the required timescales, it will be necessary to deliver the project through a OJEU Compliant Procurement Framework. Following an evaluation by officers of the Frameworks to which the Council has access to, it is recommended that the SCAPE Framework is used. This recommendation is made following the comparison of Overhead and Profit fees along with the relevant experience of the building contractor(s) available through the SCAPE Framework. This appointment will be made in consultation with major funding partners.
- 9.7 Sandwell Leisure Trust will operate the facility on behalf of the Council. A full revenue business case for the operation of the facility will be reported to Cabinet in a further report following Business Plan negotiations with Sandwell Leisure Trust.

## **10 LEGAL AND GOVERNANCE CONSIDERATIONS**

- 10.1 The Local Government Act 1972 s120 provides the council with the power to acquire land for any purpose and The Local Government (Miscellaneous

Provisions) Act 1976 s19 (1)(a) provides the council with the power to provide indoor recreational facilities which includes sports centres and swimming pools.

- 10.2 The Council will need to comply with the Public Procurement Regulations 2015 when procuring contractors to develop the new facility.
- 10.3 There will be other contracts the council will have to sign with funding bodies and the Commonwealth Games organisers and appropriate legal advice will need to be sought prior to doing so.
- 10.4 There will need to be agreements in place for the operator of the new leisure facility as well as compliance with the host city contract.
- 10.5 The Council will also need to consult with Fields in Trust to seek their consent before building anything on the site as it is a protected site.

## **11 EQUALITY IMPACT ASSESSMENT**

- 11.1 The facility will be accessible to all but a full equality impact assessment will be undertaken for the development of the new facility to ensure it complies with both the Equalities Act 2010 and the relevant Building Regulations.

## **12 DATA PROTECTION IMPACT ASSESSMENT**

- 12.1 There are no data protection implications arising from the recommendations in this report.

## **13 CRIME AND DISORDER AND RISK ASSESSMENT**

- 13.1 There are no crime and disorder implications.

## **14 SUSTAINABILITY OF PROPOSALS**

- 14.1 There will be further detailed business planning and financial modelling that will take place as part of the development of the project. However, based on the facilities planning model used by Sport England and other Sport England data and the known need in the borough it is likely that the facility will be financially sustainable.
- 14.2 The use of sustainable modes of transport to ensure the greatest possible access.

14.3 Meeting the Councils obligations as Lead Local Flood Authority includes the promoting exemplary sustainable drainage options through flood risk assessment.

## **15 HEALTH AND WELLBEING IMPLICATIONS (INCLUDING SOCIAL VALUE)**

15.1 These are set out in the body of the report. The facility is likely to provide significant health and wellbeing benefits. The procurement of the construction contracts will ensure local employment and training opportunities are provided for including providing apprenticeships and ensuring wherever possible, materials are sourced locally and from sustainable sources. The facility itself will also be engineered to minimise energy use.

## **16 IMPACT ON ANY COUNCIL MANAGED PROPERTY OR LAND**

16.1 The implementation of the recommendations in this report will have an impact on other existing older leisure facilities in the borough, Langley Swimming Centre, Smethwick Swimming Centre, and Harry Mitchell Leisure Centre, which will need to be reviewed as part of a longer term built facilities management strategy. The Council are committed to keeping these facilities open unless suitable re-provision is delivered. Further Cabinet reports will be provided on the future use of these facilities.

16.2 The site has a primary allocation in the Site Allocations and Delivery Document (Development Plan) as Community Open Space. There is a general presumption against the development of land allocated as Community Open Space. The site was however rated as Low Value Low Quality in the Green Space audit (2013) and this rating suggests that the site should be assessed for its alternative development potential.

16.3 Paragraph 74 of the National Planning Policy Framework (NPPF) states that;

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

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



- 16.4 In relation to point 3 it is clear that it is proposed that the open space site is to be developed to provide alternative sports and recreational provision. Any planning application will therefore have to demonstrate that the need for the alternative sports and recreational provision outweighs the loss of the open space to justify the development. In addition, a sequential test may be required to confirm that there are no other suitable alternative sites that are in or near Town Centres.
- 16.5 As the development is a departure from the allocation as Community Open Space in the Development Plan, any application approved by the Planning Committee will need to be referred to full Council for determination.
- 16.6 There are playing pitches on the site. The Council will seek to ensure the re-provision of suitable playing pitches is made to mitigate the loss of any football pitches that may occur due to the construction of the new aquatics centre.
- 16.7 Highway and transportation impacts will be determined as part of Traffic Impact Assessment work at the earliest opportunity through pre-application processes leading the Planning Approval.

## **17 CONCLUSIONS AND SUMMARY OF REASONS FOR THE RECOMMENDATIONS**

- 17.1 The Commonwealth Games provides a significant opportunity to deliver a new aquatics facility which will not only meet the requirements of the games, but leave a lasting legacy for Sandwell for the benefit of the borough's residents. It will also provide huge media exposure for the borough both nationally and internationally which the Council can capitalise on to help attract visitors and investors and deliver its 2030 vision.
- 17.2 There are financial and delivery risks associated with the project which will need to be robustly managed and the council will need to give this capital project priority to ensure it is delivered on time and budget and to the prescribed specifications.
- 17.3 The proposed recommendations will give officers the authority to be able to act quickly as and when decisions need to be made in consultation with the Cabinet Member for Leisure. The project governance arrangements will ensure members and other stakeholders are kept informed and are fully involved in the delivery of the project.

## **18 BACKGROUND PAPERS**

Sandwell Council sport and leisure facilities consultation draft report:  
Knight, Kavanagh and Page (May 2017);  
Sandwell FPM report: Sport England (May 2017);  
West Midlands on the move strategic framework 2017-30: West Midlands  
Combined Authority (May 2017);  
Sandwell Sport and Leisure Built Facilities (December 2017).

## 19 APPENDICES:

Appendix 1 site plan



## REPORT TO CABINET

31 January 2018

<b>Subject:</b>	<b>Sandwell Sport and Leisure Facilities Strategy</b>
<b>Presenting Cabinet Member:</b>	<b>Councillor Paul Sandars – Chair of Select Committee for Leisure Provision Councillor Paul Moore - Cabinet Member for Regeneration and Economic Investment</b>
<b>Director:</b>	<b>Director - Housing and Communities - Alan Caddick</b>
<b>Contribution towards Vision 2030:</b>	
<b>Key Decision:</b>	Yes
<b>Forward Plan (28-day notice) Reference:</b>	SMBC16173
<b>Member Approval and Date:</b>	Councillor Sandars – 16 December 2017 Councillor Moore – 13 December 2017
<b>Director Approval:</b>	Alan Caddick – 11 December 2017
<b>Reason for Urgency:</b>	Urgency provisions do not apply
<b>Exempt Information Ref:</b>	Exemption provisions do not apply
<b>Ward Councillor (s) Consulted (if applicable):</b>	This is a boroughwide initiative
<b>Scrutiny Consultation Considered?</b>	Scrutiny have not been consulted
<b>Contact Officer(s):</b>	Chris Jones Business Manager – Sport & Leisure <a href="mailto:chris2_jones@sandwell.gov.uk">chris2_jones@sandwell.gov.uk</a>

## DECISION RECOMMENDATIONS

### That Cabinet:

1. Approve the adoption of the Sandwell Sport & Leisure Built Facilities Strategy;
2. Authorise the Executive Director - Neighbourhoods to develop further reports to Cabinet for the following priority opportunities:
  - O1 – Develop an aquatics centre providing competitive and community swimming and diving facilities in Smethwick;
  - O8 – Secure the long-term sustainability of golf in Sandwell by supporting independent clubs, creating a golf development pathway, and identifying potential alternative uses for Brandhall Golf Course.
3. The Council be recommended to appoint Members to the Sandwell Sport & Leisure Built Facilities Strategy Members Working Group.

## 1 PURPOSE OF THE REPORT

- 1.1 The Cabinet is invited to consider the findings of the Select Committee for Leisure Provision and the approval of the Sandwell Sport & Leisure Built Facilities Strategy, prior to a report to full Council.

## 2 IMPLICATIONS FOR THE COUNCIL'S VISION

- 2.1 The Sandwell Sport & Leisure Built Facilities Strategy, with input from the Select Committee, will help improve our sport and active leisure offer in the borough, which will directly support the Vision 2030 ambition for Sandwell's communities to live healthy lives.
- 2.2 Improved leisure facilities will also help the ambition to strengthen Sandwell's towns as successful centres of community life. The partnership approach which is utilised in Sandwell will also contribute towards the ambition to have a reputation for getting things done.

## 3 BACKGROUND AND MAIN CONSIDERATIONS

- 3.1 Beginning in 2009, Sandwell Council has delivered a capital programme for the replacement of aged leisure facilities in Tipton, Oldbury, and Wednesbury along with a new facility in West Bromwich.

- 3.2 To assess the need to continue this programme at the meeting of Council on 19 July 2016, the Select Committee for Leisure Provision was established to review leisure provision, with a primary focus on the older facilities in Sandwell.
- 3.3 Throughout the last 12 months, the Select Committee has considered a wide-ranging evidence base which has included: -
- Baseline information on Sandwell's population, participation in sport and current facilities;
  - A wide-ranging consultation with the public, local organisations and clubs;
  - Engagement with strategic partners including regional and national governing bodies for various sports;
  - An assessment of leisure facilities across the Black Country and the impact on Sandwell; and
  - Strategic assessments and planning models carried out by Sport England of sports halls and swimming facilities in Sandwell.
- 3.4 At the meeting of Cabinet on 28 June 2017, the Select Committee updated on progress and it was agreed that a further report would be presented to Cabinet for consideration recommending the approval of the Sandwell Sport & Leisure Built Facility Strategy (126/17).

## 4 THE CURRENT POSITION

- 4.1 All the information that has been considered by the Select Committee has been amalgamated into the Sandwell Sport & Leisure Built Facilities Strategy.
- 4.2 This strategy details the current position of sport and leisure facilities in Sandwell and its ability to deal with residents demands / needs now and forecast in the future.
- 4.3 It highlights that there is shortfall in the supply of swimming facilities and sports halls in Sandwell and that this shortfall will only increase as the demand for such facilities grows in the future due to the increase in the population of Sandwell, an increase that is projected to be above the national average.
- 4.4 The strategy also highlights that the oldest facilities in Sandwell - Langley Swimming Centre, Smethwick Swimming Centre, Harry Mitchell Leisure Centre, and Brandhall Golf Course are in a poor condition and do not meet the needs of residents. It suggests that these facilities are identified for remodelling or redevelopment with new and modern facilities in the short-term to ensure that demand is met in Sandwell.

- 4.5 The strategy recommends that Hadley Stadium, Haden Hill Leisure Centre, Tipton Sports Academy, and facilities at Swan Pool are identified for investment in the medium to long term.
- 4.6 The strategy, having been developed in conjunction with Sport England and Swim England, highlights the demand for a competitive swimming facility in Sandwell as one does not currently exist. The provision of such a facility would allow the growth of swimming, the second most demanded activity by residents, in Sandwell.
- 4.7 The strategy, building on the work completed in Sandwell's Revised Playing Pitch Strategy which was approved at the meeting of Cabinet on 16 September 2015 (156/15), highlights that there is spare capacity at all golf courses in Sandwell to accommodate current and future demand. In the Black Country only 1.94% of residents play golf, this is lower than the national average which is 2.54%. Membership and usage numbers at Brandhall Golf Course have dropped significantly over the past 3 years and the facility requires a substantial subsidy for it to remain open. With demand being catered for by other golf courses in Sandwell and the declining membership numbers at Brandhall Golf Course, the strategy recommends that the future use of the facility is reviewed and potential alternative uses are identified.

## **5 CONSULTATION (CUSTOMERS AND OTHER STAKEHOLDERS)**

- 5.1 To enable the Select Committee to understand the views of Sandwell residents, a comprehensive community consultation was undertaken over a period of 12 weeks. This consultation took the form of an online survey for residents to complete, which attracted 793 responses, and face to face / telephone consultation with local community groups, schools, and sports clubs.
- 5.2 The community consultation focused on residents' views on whether the existing older leisure facilities are in a good condition, meet their needs, and what further activities they would wish to participate in should facilities be remodelled or replaced with new provision.
- 5.3 The Select Committee also consulted with National Governing Bodies for Sport to understand what their priorities are for Sandwell and the facilities that would be required to meet their needs.
- 5.4 This consultation was conducted between January and May 2017.

## **6 ALTERNATIVE OPTIONS**

- 6.1 If the Council does not have an updated Built Leisure Facilities Strategy, it will miss out on opportunities to drive improvements to our sport and active leisure offer within the borough. This would also mean that potential health benefits for our residents would not be realised.
- 6.2 Without a Sport & Leisure Built Facilities Strategy the Council are limited on the grant funding opportunities to support any capital works in the future.

## **7 STRATEGIC RESOURCE IMPLICATIONS**

- 7.1 As this report is seeking the approval of a strategic document, there are no strategic resource implications. Any actions or projects that arise out of the approval of this strategy will seek further approval at Cabinet at which time the strategic resource implications of each project will be laid out.

## **8 LEGAL AND GOVERNANCE CONSIDERATIONS**

- 8.1 As this report is seeking the approval of a strategic document, there are no legal and governance considerations. Any actions or projects that arise out of the approval of this strategy will seek further approval at Cabinet at which time the legal and governance considerations for each project will be laid out.

## **9 EQUALITY IMPACT ASSESSMENT**

- 9.1 An Equality Impact Assessment Screening has been completed and a full Equality Impact Assessment is not required. Any actions or projects that arise out of the approval of this strategy will seek further approval at Cabinet at which time Equality Impact Assessments will be completed accordingly.

## **10 DATA PROTECTION IMPACT ASSESSMENT**

- 10.1 All information held for this work has been subject to the Council's Data Protection policy.

## **11 CRIME AND DISORDER AND RISK ASSESSMENT.**

- 11.1 As this report is seeking the approval of a strategic document, there is no impact on crime and disorder in Sandwell. Any actions or projects that arise out of the approval of this strategy will seek further approval at Cabinet at which time details concerning the impact on crime and disorder and full risk assessments will be laid out.

## **12 SUSTAINABILITY OF PROPOSALS**

- 12.1 Any actions or projects that arise out of the approval of this strategy will seek further approval at Cabinet at which time any impact on Council managed property or land will be laid out.

## **13 HEALTH AND WELLBEING IMPLICATIONS (INCLUDING SOCIAL VALUE)**

- 13.1 The adoption of this strategy will enable the Council to make improvements to sport & leisure built facilities. This improvement will have a long-term positive impact on the health and wellbeing of Sandwell residents. The full implications of this positive impact on health and wellbeing will be detailed in future reports to Cabinet that consider the individual actions and projects arising from the delivery of the strategy.

## **14 IMPACT ON ANY COUNCIL MANAGED PROPERTY OR LAND**

- 14.1 As this report is seeking the approval of a strategic document, there is no impact on any Council managed property or land. Any actions or projects that arise out of the approval of this strategy will seek further approval at Cabinet at which time any impact on Council managed property or land will be laid out.

## **15 CONCLUSIONS AND SUMMARY OF REASONS FOR THE RECOMMENDATIONS**

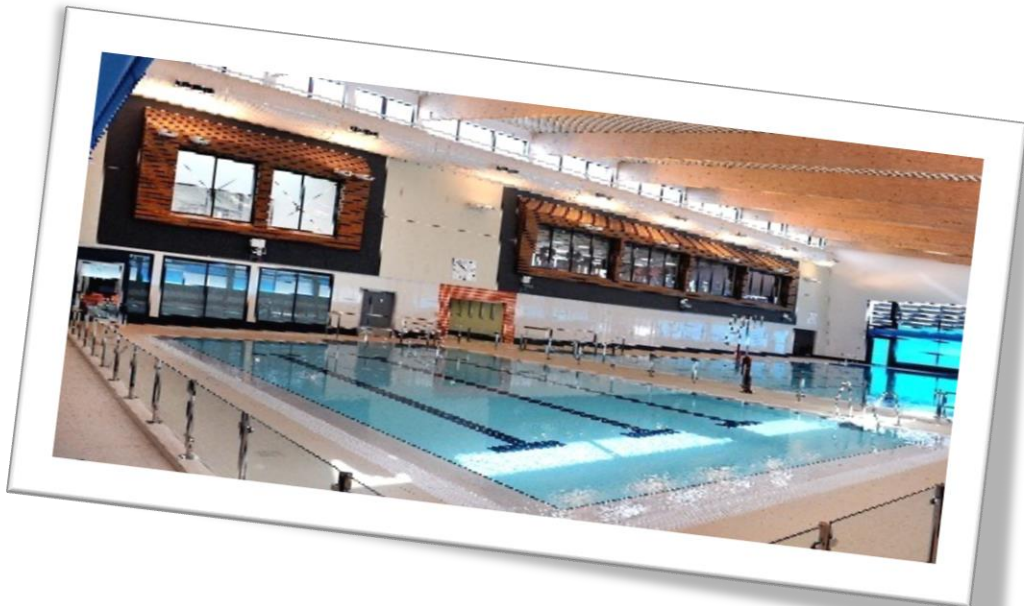
- 15.1 In conclusion, it is recommended that the Sandwell Sport & Leisure Built Facility Strategy is approved by Cabinet.
- 15.2 The approval of this strategy will enable Sandwell Council to continue the provision of state of the art leisure facilities for Sandwell residents, making Sandwell a place where all people can engage in an active lifestyle through sport and leisure.

## **16 BACKGROUND PAPERS**

- 16.1 Sandwell Sport & Leisure Built Facilities Strategy

**Alan Caddick**  
**Director – Housing and Communities**





# BUILT FACILITIES STRATEGY

SPORT & LEISURE

## CONTENTS

Section One: Introduction and Scope.....	3
➤ Introduction.....	3
➤ Rationale for Developing the Strategy.....	3
➤ Background Context.....	4
➤ Strategy Scope.....	4
➤ Terms of Reference.....	5
➤ Strategy Structure.....	5
Section Two: Strategic Vision and Sandwell as a Place.....	7
➤ Sandwell Vision 2030.....	7
➤ Sandwell as a Place: The Sandwell Area.....	8
➤ Sandwell as a Place: The Population.....	8
➤ Sandwell as a Place: Weight and Obesity, and Levels of Participation in Sport and Physical Activity.....	12
➤ Sandwell as a Place: Active Sandwell.....	15
➤ Sandwell as a Place: Population of the Future.....	19
➤ Sandwell as a Place: Summary.....	20
Section Three: Existing Facility Provision in Sandwell.....	21
➤ Supply of Sport and Recreational Facilities in Sandwell.....	22
➤ Assessment of Existing Sport and Leisure Facility Provision in Sandwell.....	22
➤ Swimming Pools.....	27
• Swimming Pools - Existing Supply – Overview.....	27
• Swimming Pools - Existing Supply - Geographical Distribution, Quality, and Accessibility.....	28
• Swimming Pools - Supply and Demand Analysis.....	30
• Swimming Pools - Current Position.....	30
• Swimming Pools - Position as at 2031.....	32
• Swimming Pools - Supply and Demand Summary.....	33
• Swimming Pools - Consultation.....	34
• Swimming Pools - Summary Conclusions.....	36
➤ Sports Halls.....	37
• Sports Halls - Existing Provision - Overview.....	37
• Sports Halls - Existing Provision - Supply.....	37
• Sports Halls - Existing Supply - Geographical Distribution, Quality, and Accessibility.....	38

• Sports Halls - Supply and Demand Analysis.....	40
• Sports Halls - Current Position.....	40
• Sports Halls - Position as at 2024.....	41
• Sports Halls - Supply and Demand Summary.....	42
• Sports Halls – Consultation.....	42
• Sports Halls - Summary Conclusions.....	46
➤ Health and Fitness Facilities.....	48
• Health and Fitness Facilities in Sandwell - Existing Supply .....	48
• Health and Fitness Suites - Existing Supply - Geographical Distribution, Quality, and Accessibility.....	48
• Health and Fitness Suites - Supply and Demand Analysis.....	49
• Health and Fitness Suites - Summary Conclusions.....	49
➤ Indoor Sports Specialist Facilities.....	50
• Indoor Sports Specialist Facilities - Squash.....	50
• Indoor Sports Specialist Facilities - Indoor Bowls.....	51
• Indoor Sports Specialist Facilities - Indoor Netball.....	51
➤ Athletics - Supply of Athletics Tracks in Sandwell.....	52
➤ Indoor Tennis - Supply of Indoor Tennis Facilities in Sandwell.....	53
➤ Outdoor Sports Specialist Facilities.....	54
• Outdoor Sports Specialist Facilities - Supply of Water Sports Facilities in Sandwell.....	54
• Outdoor Sports Specialist Facilities - Golf.....	54
Section Four: Applying the Analysis and Moving Towards an Active Sandwell.....	57
➤ Applying the Analysis.....	57
➤ 'Towards an Active Sandwell'.....	62

## **SECTION ONE: Introduction and Scope**

### **Introduction**

Beginning in 2009, Sandwell Council has delivered a capital programme for the replacement of aged facilities in Tipton, Oldbury, and Wednesbury along with a new facility in West Bromwich. To assess the need to continue this programme at the meeting of Council on 19 July 2016, a Select Committee for Leisure Provision was established to review leisure provision, with a primary focus on the older facilities in Sandwell.

The Select Committee for Leisure Provision identified that the output from their work would be a new Sport & Leisure Built Facilities Strategy ('the Strategy') for Sandwell.

The aim of the Strategy is to:

- Support the establishment of a clear pathway for the future development of existing and new sport and leisure facilities;
- Provide greater opportunities for residents to participate in sport and physical activity;
- To ensure that a sustainable sport and leisure offer is provided for residents; and
- To support the delivery of Sandwell's Vision 2030.

To achieve these aims, the Strategy will challenge the levels and quality of existing sport and leisure facility provision to understand how this meets the current and future needs of residents. Gaining this understanding will enable the Council to provide residents with facilities that they want and need in a way that will be sustainable in the long-term.

### **Rationale for Developing the Strategy**

Sandwell Council wishes to identify the core improvements required in the provision of sport and leisure facilities in Sandwell to make a step change in their nature, level, and location in the borough into the future.

The development of the Strategy will enable the Council to shape its core sport and leisure offer within its direct provision and that undertaken with partners in the education, voluntary, community, and private sectors.

At a strategic level, the Strategy will underpin the contribution that sport and leisure makes to achieving Sandwell's Vision 2030. It will also help provide the rationale to enable Sport England and National Governing Bodies for Sport to further invest and deliver their working outcomes as outlined in their Whole Sport Plans.

Sandwell Council views the development of the Strategy as an opportunity to secure the long-term future of sport and leisure provision in Sandwell. This long-term sustainability will ensure that Sandwell is a place where all people can engage in an active lifestyle through sport and leisure. To provide these opportunities changes may be required to existing sport and leisure facilities.

## **Background Context**

Relative to other parts of the country, Sandwell experiences high levels of deprivation and, as a result, its communities experience health, social, and economic inequalities. There are high levels of physical inactivity in Sandwell with only 3 out of 10 residents over 14 participating in 1 x 30 minutes or more of sport or physical activity per week. More than a quarter of adults are obese along with children aged 10 to 11. These levels of physical inactivity and obesity are worse than the national average.

The provision of the new facilities in Tipton, Oldbury, Wednesbury, and West Bromwich correlated with the number of residents in Sandwell increasing from 2 out of 10 people to 3 out of 10 residents over 14 being classed as physically active. This correlation, along with the marked increase in active visits being made to the borough's sport and leisure facilities, provides evidence that the provision of quality sport and leisure facilities increases the activity rates of residents and thereby having a positive impact of levels of obesity.

Aside from the new facilities that have been provided in the borough since 2009, the other existing facilities:

- Are not in a good condition;
- Are not always well-located for the communities they serve;
- Are not necessarily operationally effective;
- Are not financially sustainable;
- Are not necessarily purpose-built sport and leisure facilities;
- Are not accessible to all residents especially those with special cultural or disability requirements; and
- Do not offer the facility mix required and wanted by residents.

These further factors inform the need for the development of the Strategy.

## **Strategy Scope**

The scope of the facilities that are included in the Strategy are:

- Swimming pools;
- Sports halls;
- Health and fitness facilities;
- Indoor specialist sports facilities;
- Athletics;
- Indoor tennis facilities; and
- Outdoor sport specialist facilities.

The Strategy will have a key focus on those facilities provided by Sandwell Council but will also consider facilities provided by:

- Education (school, further, and higher education based facilities);
- Voluntary / community providers; and
- Private sector.

Outdoor playing pitches and artificial grass pitch provision will be considered in the Sandwell Playing Pitch Strategy.

## Terms of Reference

The terms of reference for the Select Committee for Leisure Provision was as follows:

- To explore the sport and leisure offer currently available to be accessed by residents of the borough and visitors to the area;
- To develop an understanding of the extent of the current sport and leisure offer in terms of public and private sport and leisure facilities;
- To explore the perceptions and expectations of all groups within the community in relation to how they would wish to access the sport and leisure offer in Sandwell from the public, private, and voluntary sectors;
- To consider leisure services currently provided and not provided by neighbouring authorities, and the impact of this on the use of Sandwell and non-Sandwell facilities;
- To consider feedback from public consultation with key stakeholders to ascertain their view on future leisure provision to meet the needs of Sandwell residents;
- To explore how the Council may use its strategic role to identify opportunities for investment and enhance the overall leisure offer for the benefit of residents;
- To identify future sport and leisure service requirements in Sandwell; and
- To submit its findings and recommendations to the Cabinet and Council as necessary.

These terms of reference have been used to form and deliver the Strategy.

## Strategy Structure

Like Sport England, Sandwell Council is focused on helping people and communities to create a sporting habit for life. Central to this focus is working to enable the right facilities to be provided in the right places. The planning system plays a key role in achieving this and as such Sandwell Council supports Sport England's aim to ensure positive planning for sport based on robust and up-to-date assessments of need for all levels of sport and all sectors of the community.

To help achieve this aim Sport England's planning objectives are to seek to protect sports facilities from loss as a result of redevelopment; to enhance existing facilities through improving their quality, accessibility and management; and to provide new facilities that are fit for purpose to meet demands for participation now and in the future. This model is demonstrated in Figure 1.

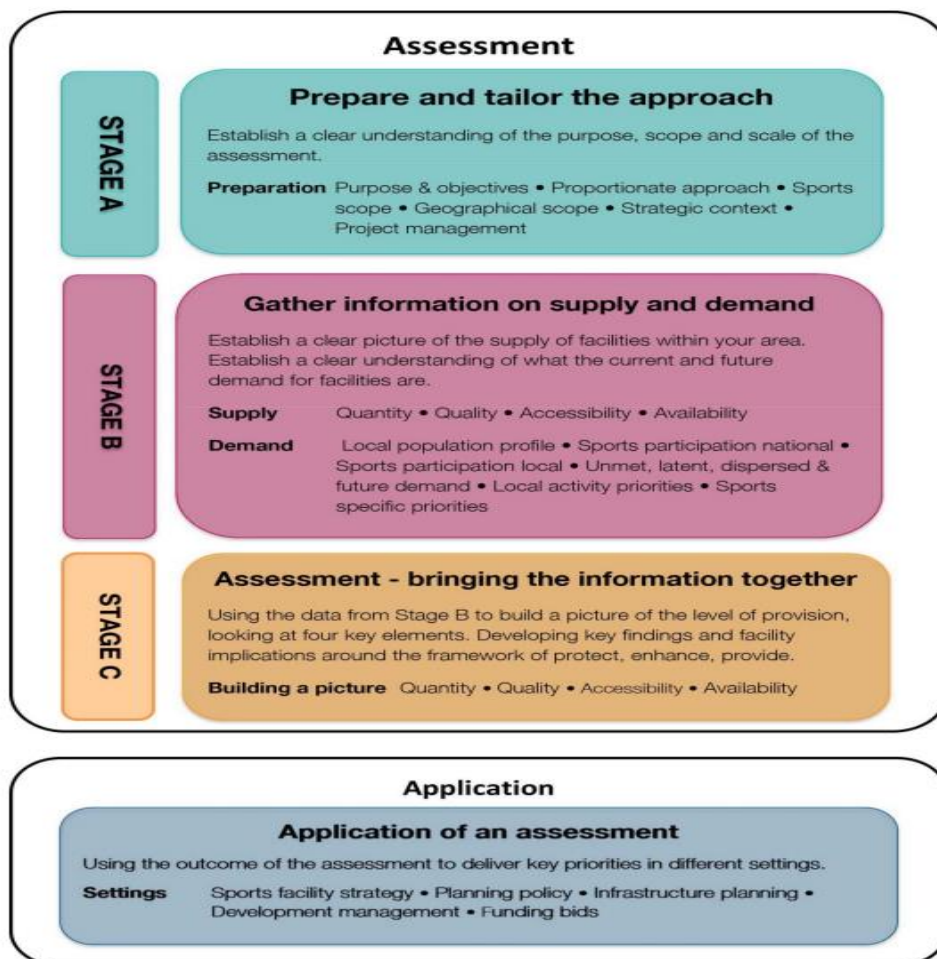
Figure 1: Planning for Sport



As Sandwell Council support this planning for sport structure, the Strategy has been developed using the Sport England, 'Assessing Needs and Opportunities Guidance' (ANOG) which was published in 2014.

The Strategy structure has been developed to reflect the ANOG and reflects the ANOG stages as set out in Figure 2.

Figure 2: Summary of ANOG



## **SECTION TWO: Strategic Vision and Sandwell as a Place**

### **Sandwell Vision 2030**

In 2017, Sandwell Council consulted with residents to understand what they saw as priorities for the borough. The results of this consultation formed Sandwell's Vision 2030.

In 2030, Sandwell is a thriving optimistic and resilient community.

It's a place where people call home and state that they're proud to belong to – a place where people choose to bring up their families, where they feel safe and cared for, where they enjoy good health, rewarding work, and they feel connected and valued in their neighbourhoods and communities, confident in their future, and benefiting fully from a revitalised West Midlands.

As part of the Vision 2030, the following ambitions have been agreed:

- Ambition 1: Sandwell is a community where our families have high aspirations and where we pride ourselves on equality of opportunity and on our adaptability and resilience;
- Ambition 2: Sandwell is a place where we live healthy lives and live them for longer, and where those of us who are vulnerable feel respected and cared for;
- Ambition 3: Our workforce and young people are skilled and talented, geared up to respond to changing business needs and to win rewarding jobs in a growing economy;
- Ambition 4: Our children benefit from the best start in life and a high-quality education throughout their school careers with outstanding support from their teachers and families;
- Ambition 5: Our communities are built on mutual respect and taking care of each other, supported by all agencies that ensure we feel safe and protected in our homes and local neighbourhoods;
- Ambition 6: We have excellent and affordable public transport that connects us to all local centres and to jobs in Birmingham, Wolverhampton, the airport and the wider West Midlands;
- Ambition 7: We now have many new homes to meet a full range of housing needs in attractive neighbourhoods and close to key transport routes;
- Ambition 8: Our distinctive towns and neighbourhoods are successful centres of community life, leisure and entertainment where people increasingly choose to bring up their families;
- Ambition 9: Sandwell has become a location of choice for industries of the future where the local economy and high performing companies continue to grow; and
- Ambition 10: Sandwell now has a national reputation for getting things done, where all local partners are focused on what really matters in people's lives and communities.

These ambitions provide the local priorities and guiding principles for the future development of Sandwell, including the provision of sport and leisure facilities.

The future provision of high-quality, accessible, affordable, and sustainable sport and leisure facilities contributes to all the realisation of these ambitions. Sandwell Council recognise the importance of the provision of sport and leisure facilities for residents and the impact it has on their aspirations, their health, and their well-being through the opportunity they provide to participate in sport and leisure activities. The priority that the Council place on this is

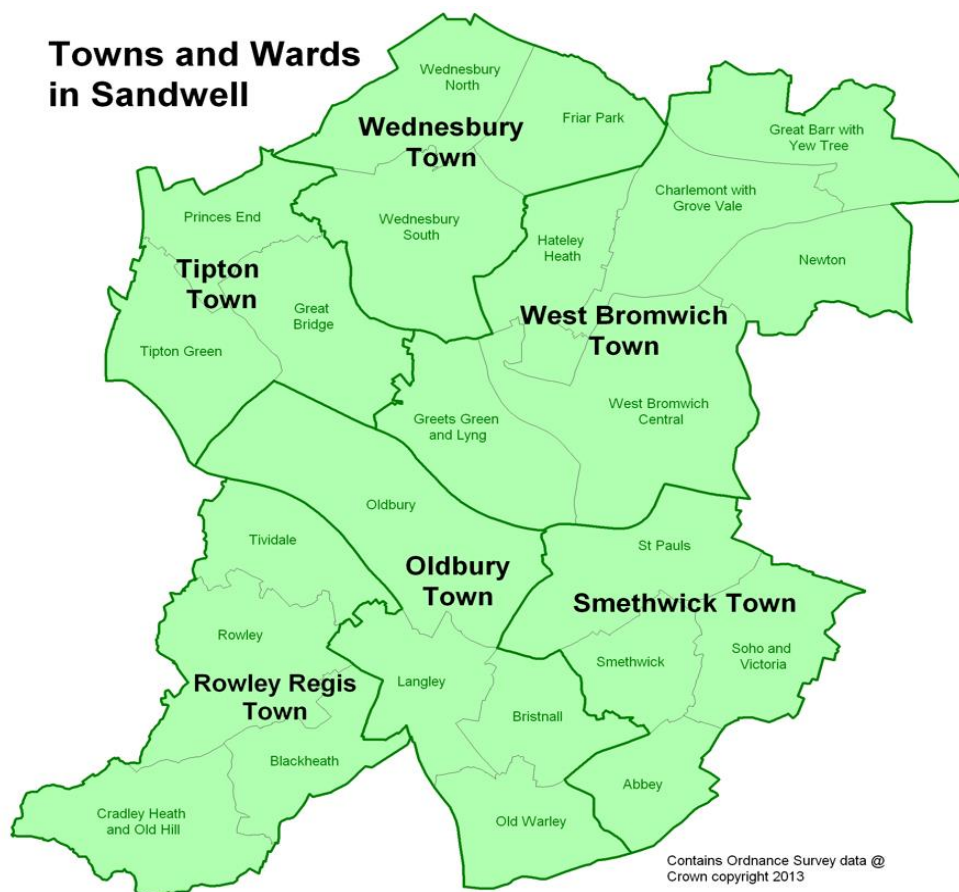


evidenced by the recent multi-million-pound investment in new facilities at Tipton, Oldbury, Wednesbury, and West Bromwich.

## Sandwell as a Place: The Sandwell Area

The metropolitan borough of Sandwell spans a densely-populated part of the West Midlands conurbation. The borough comprises of the six towns of Oldbury, Rowley Regis, Smethwick, Tipton, Wednesbury, and West Bromwich which themselves break down into 24 wards as per Figure 3.

Figure 3: Towns and wards in Sandwell



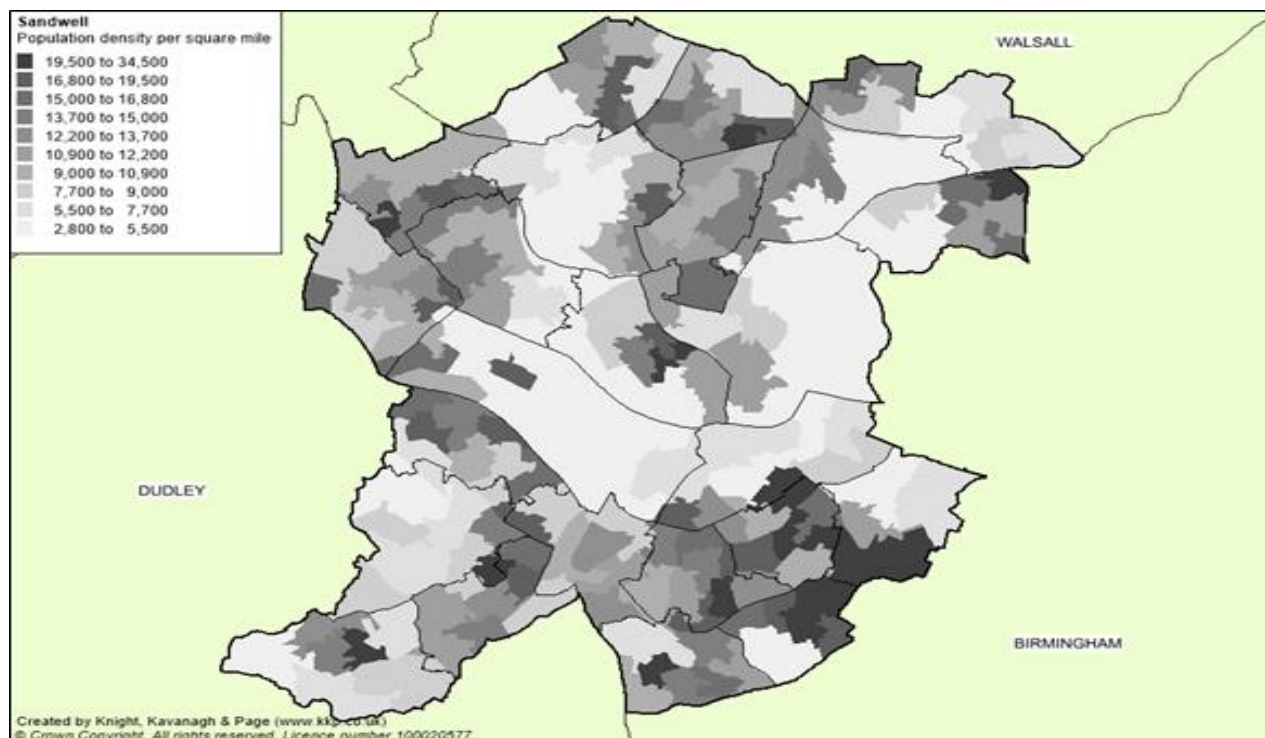
Bordering Sandwell is Birmingham City to the east and south, Dudley Metropolitan Borough to the south and west, Walsall Metropolitan Borough to the north, and Wolverhampton City to the north-west. Sandwell has an area of 86 square kilometres (33 square miles).

## Sandwell as a Place: The Population

As of the 2011 Census, Sandwell had a population of 309,000. However, based upon the *Office of National Statistics (ONS) 2015 Mid-Year Estimate* the total population of Sandwell had (as of 2015) risen to 319,455 (males: 157,799 – females: 162,656).

As shown in Figure 4, which is based on Lower Super Output Areas from most recent ONS Census of Population, Sandwell is generally densely populated. Smethwick and Oldbury have a high concentration of residents with the former having the most two most populated Wards in the borough (the darker the area the more populated it is).

**Figure 4: Population Density 2015**



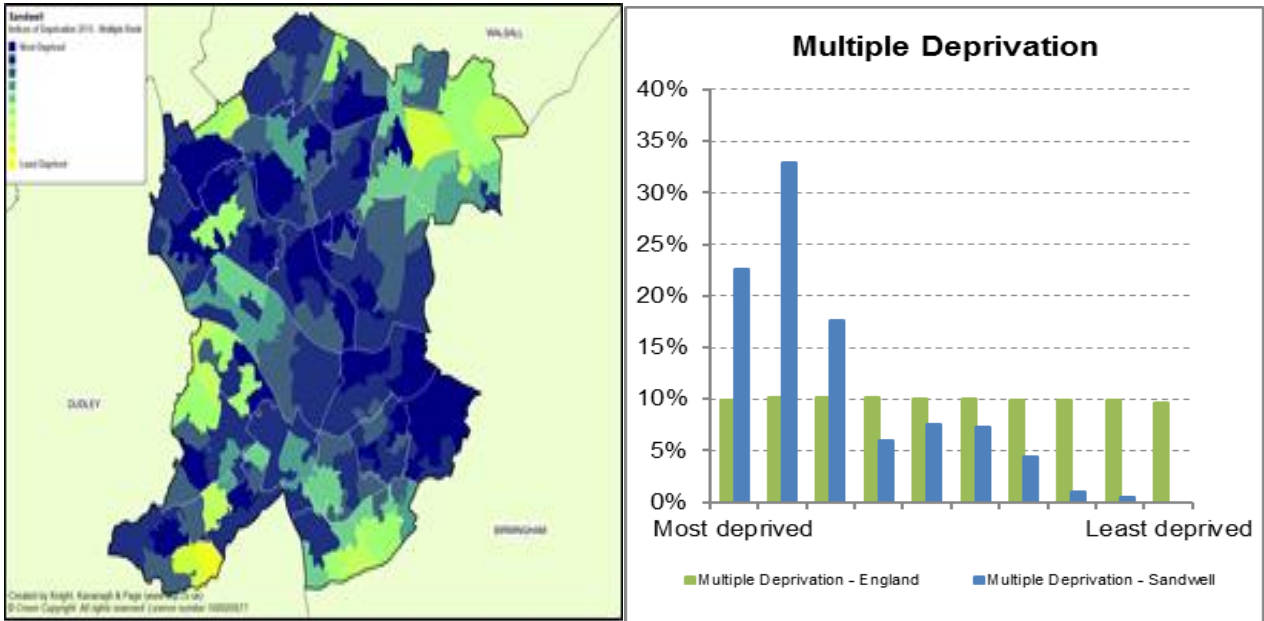
Sandwell’s ethnicity composition varies considerably from that of England. As of 2011, 70% of the local population was White, markedly lower than the comparative England rate of just over 85%. The next largest population group (by self-classification) was Asian, at 19%; a much higher level than the national equivalent of 7.8%. The ethnic composition of Sandwell can be seen in Table 1.

**Table 1: Ethnic Comparison – Sandwell and England (Data source: ONS 2011 Census of Pop.)**

Ethnicity	Sandwell		England	
	Number	%	Number	%
White	215,471	69.9%	45,281,142	85.4%
Mixed	10,199	3.3%	1,192,879	2.3%
Asian	59,258	19.2%	4,143,403	7.8%
Black	18,357	6.0%	1,846,614	3.5%
Other	4,778	1.6%	548,418	1.0%
<b>Total</b>	<b>308,063</b>	<b>100.0%</b>	<b>53,012,456</b>	<b>100.0%</b>

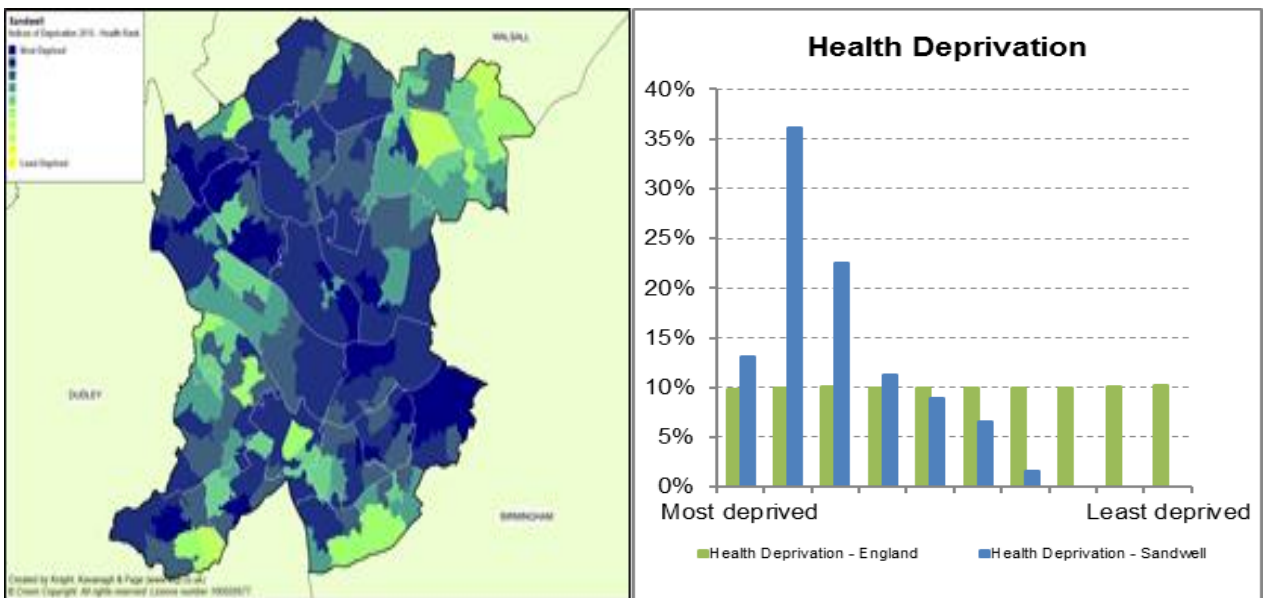
Relative to other parts of England, Sandwell experiences high levels of deprivation. Nearly three quarters of Sandwell’s population (73.2%) falls within the areas covered by the country’s three most deprived cohorts compared to a national average of c.30%. Conversely, only 1.5% live in the three least deprived grouping in the country; this again compares to a ‘norm’ of circa 30%. Full details can be seen in Figure 5 and Table 2.

**Figure 5: Map of Index of Multiple-Deprivation**



A similar pattern to that seen for multiple-deprivation is seen in relation to health. Just over 7 in 10 of Sandwell’s population (71.8%) falls within the areas covered by the three most deprived cohorts. This compares to a nation average of c.30%. Conversely, none live in the three least deprived groupings compared again to a ‘norm’ of circa 30%. Full details can be seen in Figure 6 and Table 2.

**Figure 6: Index of Multiple-Deprivation Health Domain**



**Table 2: Index of Multiple-Deprivation Cohorts – Sandwell**

IMD cumulative norm		Multiple deprivation			Health deprivation		
		Population in band	Percent of population		Population in band	Percent of population	
Most deprived	10.0	70,265	22.6%	22.6%	40,982	13.2%	13.2%
	20.0	102,575	33.0%	55.5%	112,418	36.1%	49.3%
	30.0	54,974	17.7%	73.2%	69,982	22.5%	71.8%

Least deprived	40.0	18,507	5.9%	79.1%	35,043	11.3%	83.0%
	50.0	23,562	7.6%	86.7%	27,603	8.9%	91.9%
	60.0	22,840	7.3%	94.0%	20,394	6.6%	98.4%
	70.0	13,911	4.5%	98.5%	4,882	1.6%	100.0%
	80.0	3,198	1.0%	99.5%	0	0.0%	100.0%
	90.0	1,472	0.5%	100.0%	0	0.0%	100.0%
	100.0	0	0.0%	100.0%	0	0.0%	100.0%

In keeping with patterns seen alongside higher levels of health deprivation, life expectancy in Sandwell is lower than the national figure; the male rate is currently 77.0 compared to 79.6 for England, and the female equivalent is 81.3% compared to 83.2% nationally (Data sources: ONS Life Expectancy at Birth by Local Areas, National Child Measurement Program, and National Obesity Observatory).

Sandwell's Local Economic Assessment (LEA) 2014 Refresh reports the following facts and issues in respect of the borough:

- Its fast-growing population among black and minority ethnic (BME) European Union accession communities;
- The low rates of adult male earning;
- The low proportion of 'high level' employment;
- A high level of benefit dependency;
- High levels of people with no qualifications (and low levels with NVQ level 3 or above);
- High rates of child poverty; and
- High rates of persistent deprivation with high levels of deprivation in specific wards.

The median figure for full-time earnings (2016) in Sandwell is £23,728. The comparative rate for the West Midlands is £26,406 (+2.8%) and for Great Britain is £28,132 (+18.6%). As of March 2017, there were 5,265 people in Sandwell claiming Job Seekers Allowance. This represents a decrease of 57.2% when compared to March 2009 (12,304).

The 2011 Census identified that almost a third of Sandwell's population does not have access to private transport. It is not always easy to use public transport to get to and from some sport and leisure facilities.

During the 12 months to September 2016, the rate for recorded crimes per 1,000 persons in Sandwell was 67.2. This is lower than the equivalent rate for England and Wales (69.2). In both instances, the crime rate has risen since 2014 by 13.8% for Sandwell and 15.7% for England and Wales. See Table 3 for full details.

**Table 3: Comparative Crime Rates – Sandwell and England and Wales**

Authority	Recorded crime (Oct '15 – Mar '16)	Population 2015 MYE	Recorded crime per 1,000 population
Sandwell	21,442	319,455	67.2
England & Wales	4,002,817	57,885,413	69.2

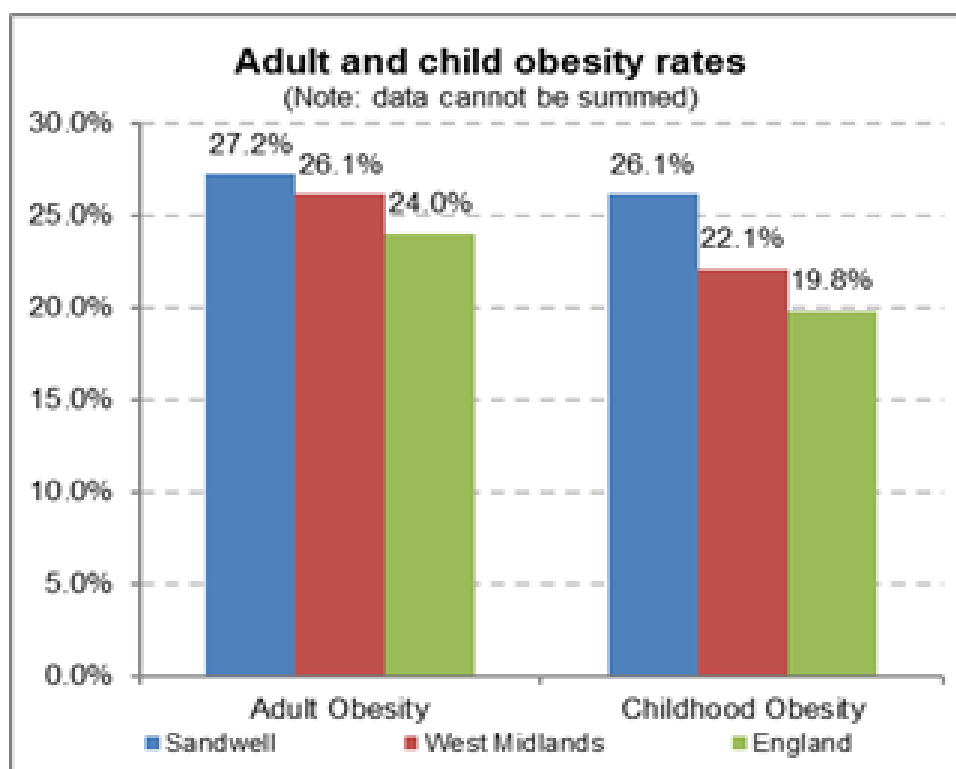
All the issues that have been raised in this section of the Strategy have been shown to be linked with high levels of inactivity in a population. The provision of high-quality sport and leisure facilities is one way to attract Sandwell residents to counter this trend and make the most of the opportunities available to them to participate in sport and physical activity.

## Sandwell as a Place: Weight and Obesity, and Levels of Participation in Sport and Physical Activity

Obesity is recognised to be associated with health problems such as type 2 diabetes, cardiovascular disease, and cancer. At a national level NHS costs, attributable to a person being overweight or obese<sup>1</sup> are projected to reach £9.7 billion by 2050. It is estimated that the wider costs to society will reach £49.9 billion per year.

Adult obesity rates in Sandwell are above the national and regional averages. Child rates for obesity are also higher. See Figure 7 for further information.

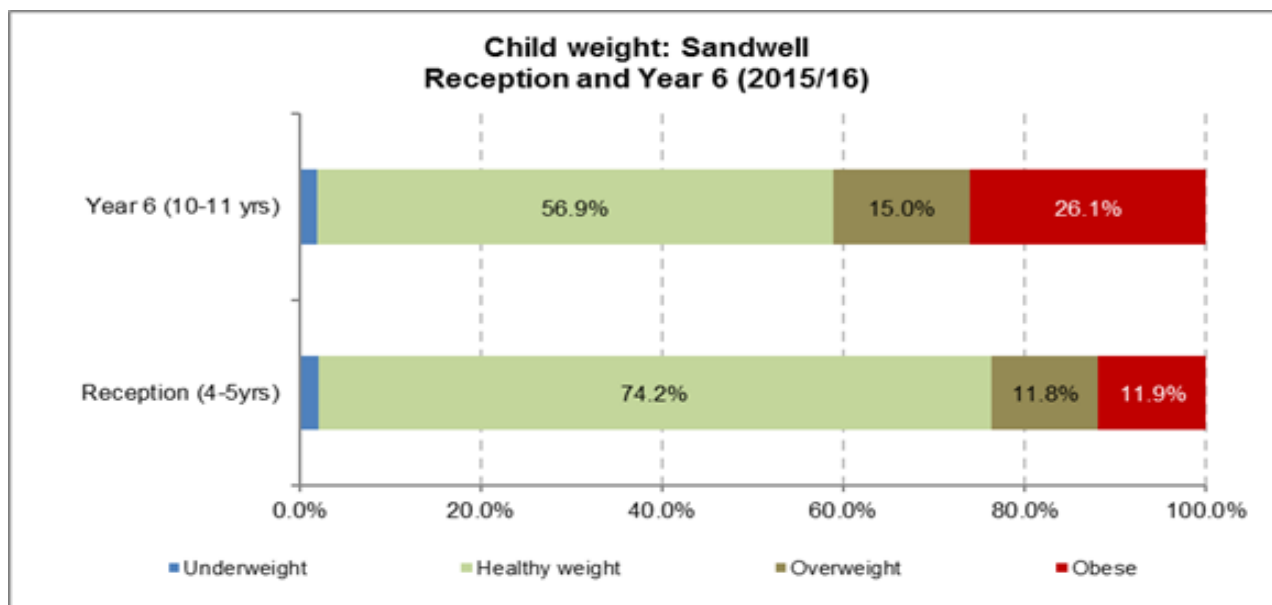
**Figure 7: Adult and Child Obesity Rates Comparison**



In common with many other areas, obesity rates among children increase significantly between the ages of 4 and 11. Fewer than 1 in 8 (12%) of children in Sandwell are obese in their Reception Year at school and 12% are overweight. By Year 6, these figures have risen to the point where just over one quarter (26%) are obese and a further 15% overweight. In total, therefore, by Year 6 more than 4 in 10 (41%) of young people in Sandwell are either overweight or obese. See Figure 8 for more details.

<sup>1</sup> In adults, obesity is commonly defined as a body mass index (BMI) of 30 or more. For children in the UK, the British 1990 growth reference charts are used to define weight status.

**Figure 8: Child Weight in Sandwell – Reception and Year 6**



The value of participation in sport and physical activity is significant and its contribution to individual and community quality of life should not be under-estimated. This is true for both younger and older people. Participation in sport and physical activity delivers (this list is not exhaustive):

- Opportunities to be more physically active and therefore allowing a person to have a more active lifestyle for longer;
- Health improvement – cardiovascular, stronger bones, better mobility;
- General health improvement – reduction in weight;
- Mental health benefits; and
- Social benefits – less social isolation, communication, improved community cohesion.

In addition, participation in sport and physical activity can facilitate the learning of new skills, development of individual and team ability / performance, and provide a disciplined environment in which participants can grow and develop.

The Sport England Active People Survey is the largest such evaluation of adult involvement in sport and active recreation in Europe. Now in its tenth year (APS10 October 2015 to 2016) it collects data on the type, duration, frequency, and intensity of adult participation by type of sport, recreation, and cultural activity.

It also covers volunteering, club membership, tuition as an instructor or coach, participation in competitive sport and overall satisfaction with local sports provision. In the survey, results for Sandwell are compared with those of what CIPFA (the Chartered Institute of Public Finance and Accountancy) in 2014 classed as its nearest neighbours. These are Wolverhampton, Walsall, Rochdale, and Kingston-Upon-Hull.

According to APS10:

- 3 in 10 (31%) people in Sandwell participated in at least 1 x 30 minutes of moderate intensity sport or active recreation per week;
- This is below the national (36%) and regional (34%) average but above all but one of Sandwell’s nearest neighbours;

- Sports club membership – just over 1 person in 8 (13%) is a member of a sports club (based on the four weeks prior to the conduct of APS10); and
- This is below the national (22%) and regional (21%) rate and below all its nearest neighbours. See Table 4 for more details.

**Table 4: Active People Survey 10**

KPI	National %	West Midlands %	Sandwell %	Nearest neighbours			
				Wolverhampton %	Walsall %	Rochdale %	Kingston-Upon-Hull %
<i>1x30 Indicator - Participation in 30 minutes' moderate intensity sport per week.</i>							
2015/16	36.1	33.8	<b>30.8</b>	31.8	28.2	29.1	29.0
<i>KPI 2 - At least 1 hour per week volunteering to support sport.</i>							
2015/16	12.8	12.3	*	*	*	*	*
<i>KPI 3 - Club membership in the last 4 weeks.</i>							
2015/16	22.2	21.4	<b>13.2</b>	19.6	16.5	17.6	17.4
<i>KPI 4 - Received tuition / coaching in last 12 months.</i>							
2015/16	15.6	15.3	*	18.0	13.5	*	*
<i>KPI 5 - Taken part in organised competitive sport in last 12 months.</i>							
2015/16	13.3	13.3	*	*	*	11.6	*

This participation rate, however, represents a 5.6% increase since October 2012, making Sandwell one of only 16 boroughs in England achieve a statistically significant increase in participation rates according to Sport England. This increase in participation rates directly correlates with the opening of new sport and leisure facilities providing new opportunities to Sandwell residents. These new sport and leisure facilities are as follows:

- Tipton Leisure Centre – opened March 2013;
- Portway Lifestyle Centre – opened October 2013;
- West Bromwich Leisure Centre – opened June 2014; and
- Wednesbury Leisure Centre – opened November 2015.

While improvements have been made in Sandwell's participation rates, in January 2016 Sport England released the Active Lives Survey (ALS 1) which has replaced the APS. Unlike the APS which only measured 1 x 30 minutes of sport or physical activity per week, the ALS indicates the percentage of residents in an area that participate as follows:

- Inactive – participate in sport or physical activity for less than 30 mins per week;
- Fairly Active – participate in sport or physical activity between 30 – 149 minutes per week; and
- Active – participate in sport or physical activity for over 150 minutes per week.

As at ALS 1 (October 2015 to 2016), it was reported that 28.7% of Sandwell residents over the age of 14 are Inactive, 15.5% of residents are Fairly Active, and 55.8% of residents are Active. Table 5 below details how Sandwell compares to its geographic neighbours.

**Table 5: Active Lives Survey 1 Results**

Area	No. of Responses	Inactive		Fairly Active (30 – 149 mins per week)		Active (150 mins + per week)	
		People	%	People	%	People	%
Sandwell	965	71,500	28.7	38,500	15.5	138,800	55.8
Birmingham	1,978	222,100	25.9	110,000	12.8	525,000	61.3
Coventry	963	70,000	25.2	40,200	14.5	167,400	60.3
Dudley	986	67,500	26.4	31,500	12.3	157,000	61.3
Solihull	488	36,100	21.2	25,500	15.0	108,700	63.8
Walsall	1,012	61,200	28.1	28,200	13.0	128,600	59.0
Wolverhampton	975	55,100	27.2	33,300	16.5	114,000	56.3

The headlines from ALS 1 are as follows:

- Sandwell has the highest percentage of Inactive people and the lowest percentage of Active people in the Black Country / West Midlands area;
- Sandwell do not have the highest percentage of Inactive people in England with there being 10 other boroughs having a higher percentage;
- Sandwell have the third lowest percentage of Active people in England with only the boroughs of South Tyneside and Thurrock achieving a lower percentage; and
- Sandwell has one of the highest percentages of Fairly Active people in England.

The narrative that can be taken from these results is that, whilst Sandwell made gains, as demonstrated by the improvements to the percentage of active people in the APS, in moving a good percentage of residents from being Inactive to Fairly Active, further work is required to move these residents on to being Active. Likewise, work is still required to decrease the number of Sandwell residents who are Inactive to being Fairly Active.

The annual cost to the NHS of physical inactivity in Sandwell is estimated at £6,510,405. When compared to regional and national costs per 100,000 people, Sandwell, at £2,132,477, is 17.3% above the national average, at £1,817,285, and 10.9% above the regional average, at £1,922,771.

## **Sandwell as a Place: Active Sandwell**

Sport England’s market segmentation model comprises 19 ‘sporting’ segments. It is designed to assist understanding the of attitudes, motivations, and perceived barriers to sports participation and to assist agencies involved in delivery of sport and active recreation to develop tailored interventions, communicate more effectively with the target market, and to better understand participation in the context of the life stage and lifecycles. Table 6 details the market segmentations that are prevalent in Sandwell.



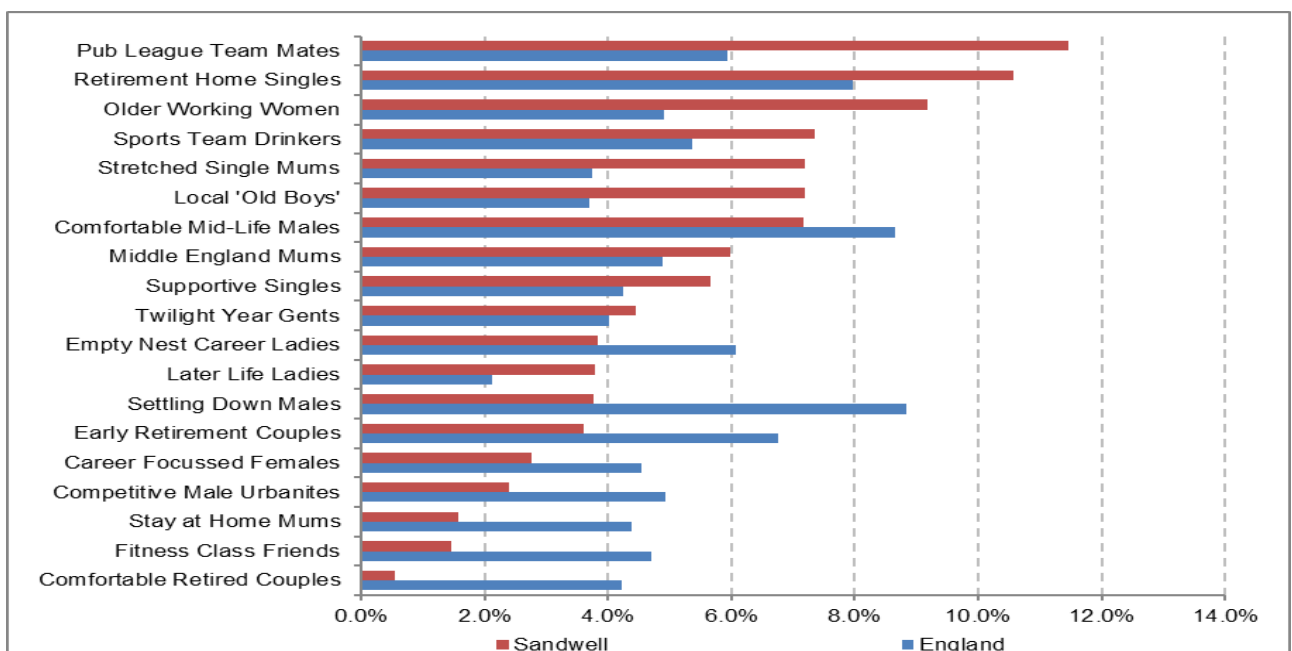
**Table 6: Sandwell Sport England Market Segmentation**

<b>Ref.</b>	<b>Market Segment</b>	<b>Key Characteristics</b>	<b>% of Sandwell Pop.</b>	<b>Sports / Activities that Appeal to Segment</b>
B09	Kev Pub league team mates	Kev is likely to be part of a social club, which has some form of physical recreation. As with Jamie, he is motivated to train and to meet friends. Better facilities and cheaper admission may encourage more participation.	11.5	Football, karate, weight training, boxing, rugby, fishing, and cricket.
D19	Elsie and Arnold Retirement home singles	Lowest participation rates of the 29 segments. Poor health and disability are major inhibitors. Participation mainly in low intensity activity. Safer neighbourhoods or people to go with would encourage participation. Organised, low-impact, low intensity events would be welcomed.	10.6	Walking, bowls, and dancing.
C14	Brenda Older working woman	Middle-aged lady working to make ends meet. Mainly aged 46-65. Married. Part-time employee. Brenda is generally less active than the average adult population.	9.2	Keep fit / gym, swimming, cycling, athletics (including running), badminton, tennis, martial arts, football and golf.
A02	Jamie Sport team drinkers	Jamie participates in club and organised sport. His motivations are to train / compete, to meet friends, to improve performance, and to enjoy it. Better playing facilities would encourage him to participate.	7.3	Football, martial arts, boxing, basketball, weight training, and badminton.
C15	Terry Local 'Old Boys'	Generally inactive older men, low income and little provision for retirement. Terry is generally less active than the general adult population.	7.2	Keep fit / gym, swimming, cycling, fishing, golf, and archery.
C11	Philip Comfortable mid-life males	Philip also enjoys keep fit / gym, swimming, football, golf, and athletics (running). His participation in most of his top sports is above the national average, which is indicative of the priority he places on sport.	7.2	Cycling, keep fit / gym, swimming, and football.
B11	Paula Stretched single mum	Single mums with financial pressures, childcare issues, and little time for pleasure. Paula is not a very active type and her participation levels are slightly below those of the general adult population.	7.2	Keep fit / gym, swimming, cycling, athletics or running, football, badminton,

Ref.	Market Segment	Key Characteristics	% of Sandwell Pop.	Sports / Activities that Appeal to Segment
				tennis, rounders, and netball.

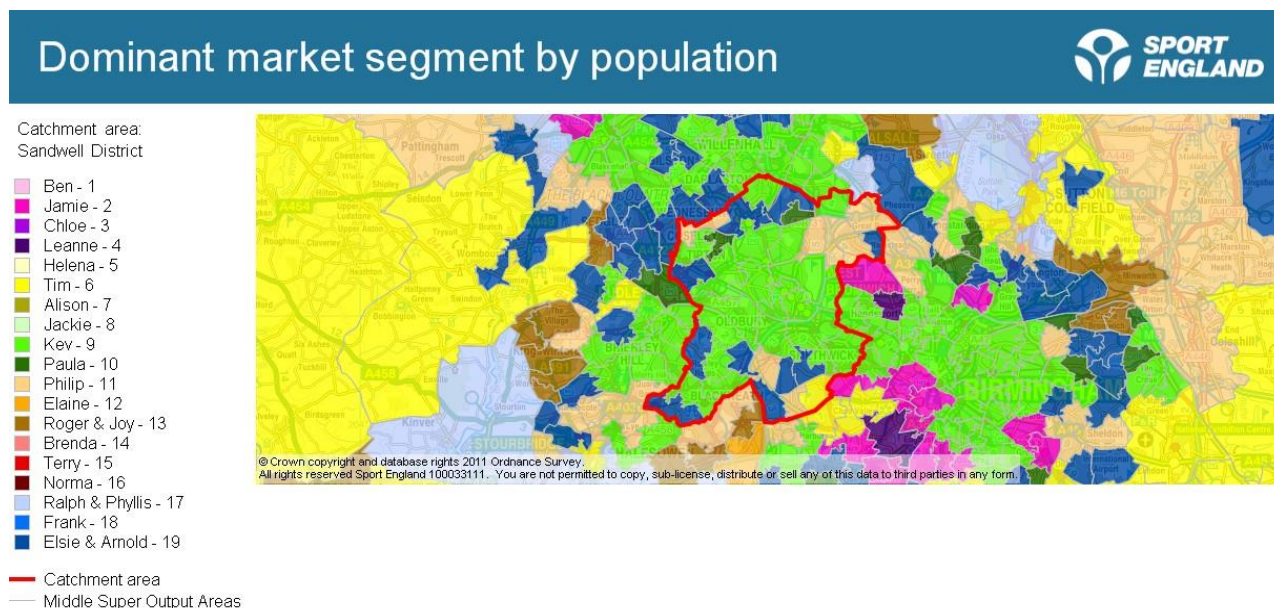
As can be seen in Figure 9, the profile for Sandwell indicates that ‘Kevs’ or ‘Pub League Team Mates’ is the largest segment of the adult population at 11.5% (25,396 people) compared to the national average of 5.9%. This is closely followed by ‘Retirement Home Singles’ and ‘Older Working Women’ which are also above the national average. At the other end of the spectrum, there are very few ‘Comfortable Retired Couples’ (0.6%), ‘Fitness Class Friends’ (1.4%), and ‘Stay at Home Mums’.

**Figure 9: Sport England Market Segmentation – Sandwell Compared to England**



The distribution of the most dominant market segments in Sandwell is shown in Figure 10. This figure shows that the majority of ‘Kev’ are resident across the borough. There are less significant numbers of ‘Brenda’ in the east of Sandwell, with high numbers of ‘Philip’ in the northeast. This type of local intelligence should be used to develop and drive programmes to maximise participation opportunities at a local level, by providing activities which residents want to take part.

**Figure 10: Sport England Market Segmentation – Map of Sandwell**



Using the APS data and Sport England market segmentation model, it is possible to identify the top two sports within Sandwell. These are gym sessions and swimming. These activities are known to cut across age groups and gender. In Sandwell, around 1 in 8 adults attends a gym session, on average, at least once a month. The next most popular activity is swimming which 8.5% of adults do on a relatively regular basis. This is detailed in Table 7.

**Table 7: Most Popular Sports in Sandwell**

Sport	Sandwell		West Midlands		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Gym session	30.4	12.2%	498.2	10.9%	4,900.1	11.2%
Swimming	21.2	8.5%	372.0	8.1%	4,167.9	9.5%

The implication of the above analysis is that there is a need to ensure provision of quality facilities for the following sports:

- Swimming;
- Fitness / keep fit / gym;
- Badminton;
- Athletics;
- Football;
- Martial arts;
- Boxing;
- Cricket; and
- Bowls.

There is also a need to ensure that opportunities exist for walking, dancing, cycling, and fishing.

## Sandwell as a Place: Population of the Future

The most recent predictions (ONS 2014 based population projects (data released May 2016)) predict a rise of 19.4% in Sandwell's population (+61,320 people) over the 25 years from 2014 to 2039. This increase is detailed in Table 8.

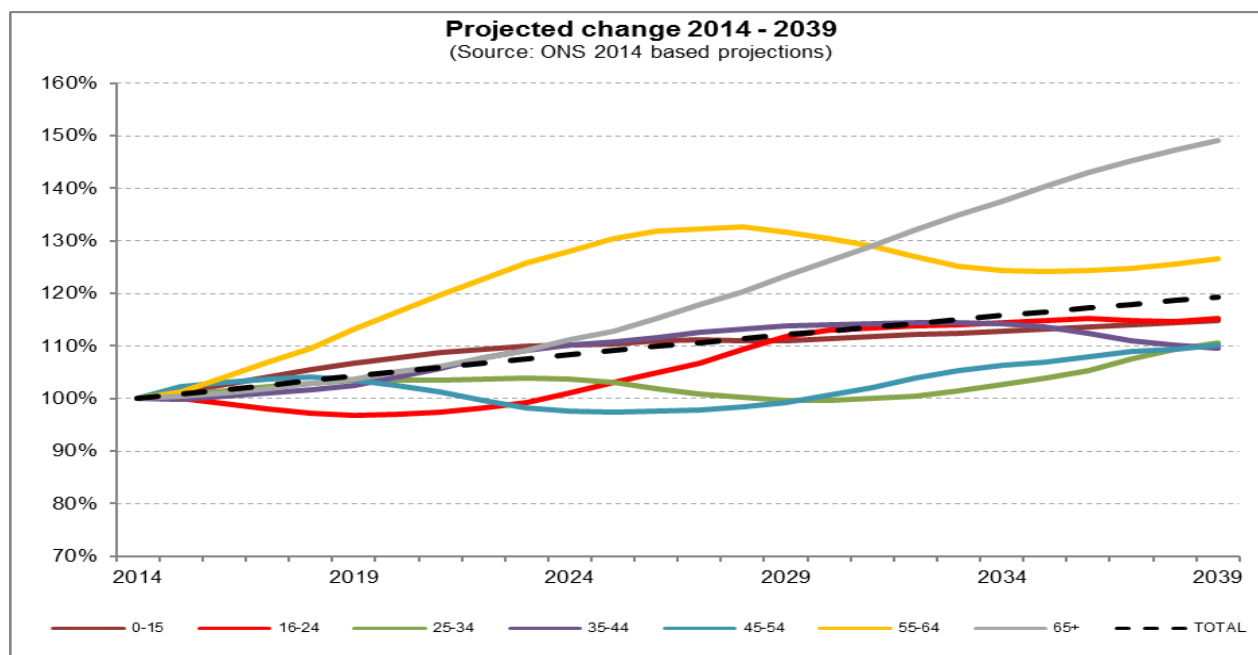
**Table 8: ONS Projected Population (2014 to 2039)**

Age (years)	Number			Age structure %			Change 2014 – 2039		
	2014	2026	2039	2014	2026	2039	2014	2026	2039
0-15	69,562	77,161	79,852	22.0%	22.2%	21.1%	100.0%	110.9%	114.8%
16-24	36,430	38,206	41,967	11.5%	11.0%	11.1%	100.0%	104.9%	115.2%
25-34	46,602	47,514	51,553	14.7%	13.6%	13.6%	100.0%	102.0%	110.6%
35-44	42,055	46,963	46,107	13.3%	13.5%	12.2%	100.0%	111.7%	109.6%
45-54	42,349	41,309	46,691	13.4%	11.9%	12.4%	100.0%	97.5%	110.3%
55-64	31,198	41,122	39,513	9.9%	11.8%	10.5%	100.0%	131.8%	126.7%
65+	48,523	55,907	72,357	15.3%	16.1%	19.1%	100.0%	115.2%	149.1%
<b>Total</b>	<b>316,719</b>	<b>348,183</b>	<b>378,039</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>109.9%</b>	<b>119.4%</b>

The key points that rise from this data are:

- The progressive rise in the number of 0 – 15 year olds – the number will rise by 11% over the first half of the period (to 2026). This will place pressure on education, sport, leisure, and cultural facilities;
- The predicted initial decline in the number of 45 – 54 year olds, -2.5% in the first period followed by growth back to +10% in the second period; and
- The continuous increase in the number of people aged 65+ and a need to consider the sport and leisure offer for this age group. It will increase by +15% in the first period continuing to rise to +49% by 2039. This age group represented 15.3% of Sandwell's population in 2014 and will be 19.1% of the total by 2039 (see Figure 11 for a representation of these changes).

**Figure 11: Sandwell Projected Population Change by Age Group**



Consequently, consideration should be given to how sport and leisure services might be orientated to cater for the short and medium-term needs and demands of younger adults. Equally, the needs of adults aged 50 – 65 needs to be considered, as do those aged 65+, the numbers of whom are growing significantly.

### **Sandwell as a Place: Summary**

In summary, Sandwell faces several challenges. It has a large population that is predicted to grow at a rate above the national average. It has large area of multiple deprivation and health deprivation. It has issues with obesity and there is a high-level of inactive residents in the borough. However, through its Vision 2030, Sandwell Council has set out its ambition to address these issues and the provision of a high-quality sport and leisure built facility stock will support this agenda by giving residents the opportunity to become more physically active, achieve their aspirations, and live healthier lives.

### SECTION 3: Existing Facility Provision in Sandwell

The current level and nature of facility provision in Sandwell has been assessed overall, and on the basis of the 6 towns. As illustrated in Figure 12, the analysis areas comprise the following six areas:

- Oldbury;
- Rowley Regis;
- Smethwick;
- Tipton;
- Wednesbury; and
- West Bromwich.

Figure 12: Sandwell – the 6 Towns



The existing supply of sport and leisure facilities is identified and discussed in this section, to present an overview of the extent, nature, and geographical distribution of provision across Sandwell.

Sandwell Leisure Trust, established in 2004, has been responsible for the operation and management of the following sport and leisure facilities in Sandwell:

- Haden Hill Leisure Centre – Rowley Regis;
- Hadley Stadium – Smethwick;
- Harry Mitchell Leisure Centre – Smethwick;
- Langley Swimming Centre – Oldbury;
- Portway Lifestyle Centre – Oldbury;
- Smethwick Swimming Centre – Smethwick;
- Tipton Leisure Centre – Tipton;
- Tipton Sports Academy – Tipton;
- Wednesbury Leisure Centre – Wednesbury; and
- Brandhall Golf Course – Oldbury.

SLT has a long-term (30 years) contract with Sandwell Council for the management of these facilities.

Places for People Leisure operate West Bromwich Leisure Centre on behalf of the Council on a long-term contract basis (25 years).

## Supply of Sport and Recreational Facilities in Sandwell

Based on the Active Places database, and the local sports profile data (Sport England March 2014), the maps used in the following facility assessments show the extent of existing sport and leisure built facility provision in Sandwell Borough. The assessment does not include artificial grass pitches, grass pitches, outdoor courts, or greens as these are covered in the Playing Pitch Strategy (PPS).

Active Places allows sports facilities in an area to be identified. Nationally, it contains information about over 50,000 facilities, across eleven facility types.

Users of sports and leisure facilities do not recognise administrative boundaries and will use facilities that are convenient and / or provide a quality / value for money experience. Ownership and management are, in this context, a minor consideration for most users. The availability of facilities in neighbouring areas can and does influence usage patterns within Sandwell given its geographical location as illustrated in Figure 13.

Figure 13: Sandwell and its Neighbours



As an example, facility provision in west Birmingham impacts, depending on its proximity to the boundary, on facilities in Smethwick. Planned and proposed facility developments in neighbouring authorities are reflected in the analysis of the priority needs for future facility provision in Sandwell.

## Assessment of Existing Sport and Leisure Facility Provision in Sandwell

Given the wide range of facilities in the Borough, each type is summarised below and assessed separately, to provide a more detailed picture of the current supply and demand, and critically, future need.

The facility types assessed are:

- Swimming pools;
- Sports halls;
- Health and fitness facilities;
- Indoor specialist sports facilities;
- Athletics;
- Indoor tennis facilities; and
- Outdoor sport specialist facilities.

Quality assessments of the sport and leisure facilities identified above were undertaken in 2015 by a specialist sport and leisure consultant and architect. These quality assessments are summarised in Table 9.

**Table 9: Summary of Sandwell Council Sport and Leisure Facilities Quality Audits**

Facility	Quality Audit Score	Need for Investment	Comments
Haden Hill Leisure Centre	Average	Moderate	<p>Deficiencies' include lack of dedicated dry change for health and fitness. Dry changing is on the second floor, so pool changing is used for the health and fitness facilities.</p> <p>Plant seems generally to be performing satisfactorily; however, the CHP unit is now not used and pool filters and boilers are old and will soon need replacing.</p> <p>Areas that could receive attention include a general visual update, cleaning of pool surround tiles (they are clean, but look dirty), external appearance (over-cladding), foyer refurbishment and inclusion of café style offer, refreshing of sport hall changing rooms and replacement of sports hall floor.</p>
Hadley Stadium	Average	Moderate	<p>The complex has no refreshment facilities.</p> <p>The artificial pitch is sand based (re-laid 10 years ago), but would benefit from conversion to a 3G pitch. The substructure for the existing pitch is believed to be sound. (now replaced with a 3G AGP). Other development suggested includes conversion of 3 no. existing classrooms as coaching facilities.</p> <p>Sports hall - the roof fixings are failing, resulting in leaks during heavy rainfall and the hall would also benefit from the floor being sanded and re-sealed, together with new artificial lights. The roof to the foyer area also suffers from leaks.</p>



Facility	Quality Audit Score	Need for Investment	Comments
			<p>The changing facilities in the pavilion for the athletics track are basic, but serviceable, with a concrete floor and exposed wood-wool slab to the roof. The stand-alone, 1-court sports hall at track level is not in good condition.</p>
Harry Mitchell Leisure Centre	Poor	Significant	<p>The centre is a collection of unconnected, stand-alone buildings, developed over time for sports use.</p> <p>Changing rooms were upgraded approx. 4 years ago; these also serve as changing rooms for the squash courts and ladies only fitness gym (converted from 2 no. squash courts), which are not physically linked to the main building and need to be accessed via a secure external area to the rear of the main building.</p> <p>The main fitness suite is accessed off the main hall to the side, converted from a previous rifle range.</p> <p>The main hall suffers from a leaking roof during periods of heavy rain and is in general need of attention.</p>
Langley Swimming Centre	Poor	Significant	<p>The centre has many shortcomings in terms of compliance with current good practice design, operation and condition of the building fabric, e.g.:</p> <p>Pool spectator area accessed off poolside;</p> <ul style="list-style-type: none"> <li>• 1 no. disabled changing room provided, accessible only from poolside;</li> <li>• A small poolside community / multi-purpose room is only accessible from the deep end of the main pool at the rear of the building from the car park; and</li> <li>• Changing rooms for small / learner pool only accessible from poolside.</li> </ul> <p>Pool tank finished in glazed bricks, making any repairs necessary difficult. The main plant needs replacement (current plant installed in 1970), although new filters for the small pool were installed in c2012 and boilers replaced in approx. 2010. There is evidence of past structural issues with the building with respect to subsidence.</p>

Facility	Quality Audit Score	Need for Investment	Comments
			<p>The amount of changing provision is generally adequate, but very problematic capacity-wise at lesson changeover times.</p> <p>Originally, the learner pool started life as an outdoor pool. Its ceiling is cracking and netting has been installed to catch any falling debris from the roof / ceiling.</p> <p>Polycarbonate roof lights to the pool hall are failing. Vinyl murals have been installed to pool hall walls to mask the condition of the pool hall tiling.</p> <p>Parking is not ideally located at the rear of the building and can be problematic in terms of capacity at peak times.</p>
Portway Lifestyle Centre	Excellent	Minimum	No major issues with design or condition of the building.
Smethwick Swimming Centre	Poor	Significant	<p>Car parking provision is totally inadequate. The facilities provided at Smethwick do not meet current best practice in terms of equivalent modern facilities and ease of operation. The front 'entrance' building element is grade II listed. The layout, volume and location of facilities are inefficient. The majority of facilities are at ground floor level. However, one of the fitness gyms is located at first floor and has no lift access.</p> <p>Extensive spectator viewing is also provided at first floor, but sight lines along the length of the pool are restricted by the deep, feature, structural, concrete arches spanning across the pool.</p> <p>1970's plant and boilers are still running; pool filters were replaced c10 years ago for the main pool. GRP filters to the learner pool were re-lined last year. The CHP units have not operated for 2 years and are now unusable.</p> <p>There are 2 sets each of male and female pool changing, which were refurbished approx. 15 years ago. Access to the studio is far from ideal, being either from a separate external access to the rear of the building from the car park or through the pool changing rooms.</p>

Facility	Quality Audit Score	Need for Investment	Comments
			<p>The small pool extension built in 1974 is the subject of subsidence, 'pulling away' from the original building. The last significant refurbishment in the main pool hall was carried out approx. 7 years ago, including replacement AHUs and installation of heat recovery. However, failures are now evident in terms of rusted pool duct fixings, peeling paintwork, structural cracks in the roof structure, evidenced by netting installed across the pool hall at high level to catch any falling debris.</p> <p>The pool tank is finished in glazed bricks (rather than ceramic tiles), making any replacement finish required impossible to match to the existing.</p> <p>Thermal performance of the building is poor, with excessively large volumes to heat, single glazing and original steam boilers still being used.</p>
Tipton Leisure Centre	Excellent	Minimal	No major issues with design or condition of the building.
Tipton Sports Academy	Average	Moderate	<p>Adequate parking is provided, with overflow parking available on the adjacent field at peak times.</p> <p>The tennis hall suffers from occasional roof leaks over the spectator balcony and the lighting in the hall is outdated.</p> <p>Alongside the track, adjacent to the changing pavilion, are 3 no. temporary buildings used for timekeeping, WCs and by Tipton FC.</p> <p>The sports hall is water tight, but the floor is solid (not sprung), ageing and has been patched over the years. Quality of artificial lighting is an issue.</p>
Wednesbury Leisure Centre	Excellent	Minimal	No major issues with design or condition of the building.
West Bromwich Leisure Centre	Excellent	Minimal	No major issues with design or condition of the building.

## Swimming Pools

### Swimming Pools – Existing Supply - Overview

The supply analysis identifies that Sandwell has a total of 12 swimming pools across 6 sites (detailed in Table 11). Of these 12 pools, 6 are main pools and 6 are learner / teaching / training / hydration pools. All pools are community accessible.

The analysis of the overall swimming pool supply in Sandwell is as follows:

**Table 10: Sandwell Swimming Pool Analysis**

<b>Total Swimming Pools</b>	12
<b>Total Community Accessible Pools</b>	12
<b>Total Main Pools</b>	6
<b>Total Learner Pools</b>	6

All Sandwell Council facilities are available for 100% community use. This includes provision for schools and clubs.

**Table 11: Sandwell Swimming Pool Details**

Facility	Pool Type	Operation	Ownership	Pool Size	Access	Year Built	Year Refurb
Haden Hill Leisure Centre	Main	Trust	LA	25m x 10m	Pay & play	1976	NA
	Learner	Trust	LA	20m x 7.5m	Pay & play	1976	NA
Langley Swimming Centre	Main	Trust	LA	30m x 10m	Pay & play	1937	2004
	Learner	Trust	LA	17m x 7.5m	Pay & play	1937	2004
Smethwick Swimming Centre	Main	Trust	LA	30m x 10m	Pay & play	1933	2007
	Learner	Trust	LA	20m x 9.5m	Pay & play	1978	NA
Tipton Leisure Centre	Main	Trust	LA	25m x 13m	Pay & play	2013	NA
	Learner	Trust	LA	12.5m x 6m	Pay & play	2013	NA
Wednesbury Leisure Centre	Main	Trust	LA	25m x 13m	Pay & play	2015	NA
	Learner	Trust	LA	12.5m x 6m	Pay & play	2015	NA
West Bromwich Leisure Centre	Main	Trust	LA	25m x 13m	Pay & play	2014	NA
	Learner	Trust	LA	20m x 10m	Pay & play	2014	NA

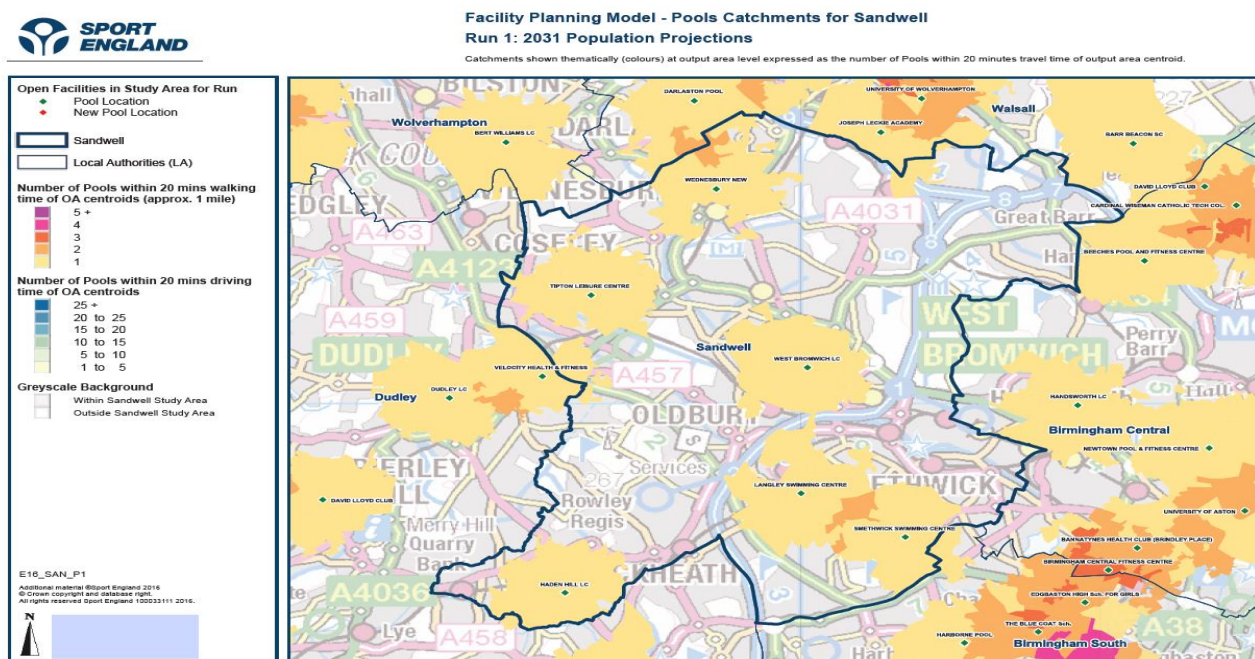
Swimming pools are provided by Sandwell Council. Only existing facilities at Langley Swimming Centre and Smethwick Swimming Centre are stand-alone facilities (mainly wet

sites with limited dry facilities); all other pools are on sites where there is a range of wet and dry facility provision.

## Swimming Pools – Existing Supply - Geographical Distribution, Quality and, Accessibility

Figure 14 below details the geographical location of all existing swimming pools in Sandwell and in the surrounding areas.

Figure 14: Geographical Location of Sandwell Swimming Pools



Geographical distribution of swimming pool facilities is generally good across Sandwell with a swimming pool being available in each of the borough's 6 towns.

The orange catchment areas show the areas that are within a 20-minute walk time of each swimming facility.

Given the proximity of several swimming pools outside Sandwell boundaries, some communities may find it easier to access these facilities e.g. west Sandwell close to boundary with Dudley, east, and north-east Sandwell, close to boundary with west Birmingham, south Sandwell close to boundary with south Birmingham.

The challenge in Sandwell is that some communities tend not to travel, even within their own local area. This combined with the high percentage of residents without access to a car makes the location of a facility extremely important.

Detailed quality assessments have been undertaken on all Sandwell Council facilities as detailed in Table 9. Table 12 provides a summary of these quality assessments.

**Table 12: Sandwell Swimming Pool Quality Assessments**

<b>Facility</b>	<b>Quality Audit Score</b>	<b>Need for Investment</b>
Haden Hill Leisure Centre	Average	Moderate
Langley Swimming Centre	Poor	Significant
Smethwick Swimming Centre	Poor	Significant
Tipton Leisure Centre	Excellent	Minimum
Wednesbury Leisure Centre	Excellent	Minimum
West Bromwich Leisure Centre	Excellent	Minimum

Of the Sandwell facilities, 3, Tipton Leisure Centre, Wednesbury Leisure Centre, and West Bromwich Leisure Centre, have been provided within the last 4 years as at 2017.

Swimming pool facilities at Haden Hill were built in 1976, those at Langley in 1937, and those at Smethwick in 1933. This means that the average age of these facilities is 68 years as at 2017. All these facilities are showing signs of wear and tear, particularly Langley Swimming Centre and Smethwick Swimming Centre which were ranked as poor in the facility Quality Audit. These facilities account for 50% of the existing swimming building stock.

The results of the Quality Audit are supported by public consultation that was undertaken in the Spring of 2017. 38.9% of respondents stated that Langley Swimming Centre was in a poor condition as opposed to 16.5% who believe that it is in a good condition. Similarly, 39.1% of respondents stated that Smethwick Swimming Centre was in a poor condition as opposed to 24.5% who believe that it is in a good condition.

Existing swimming pool provision in the older facilities compare unfavourably with the new facilities in Tipton, Wednesbury and West Bromwich. This was again apparent in the results of the public consultation with responses being made such as ‘the new Centres are great and just as good as non-Council ones; the older ones are tired and have been left behind’, and ‘the new [...] Centres are superb the older Centres need to be of the same standard’.

The impact of the limited dry offer of both Swimming Centres was apparent in the public consultation. Both Langley Swimming Centre (30.4%) and Smethwick Swimming Centre (22.9%) received the highest number of responses stating that users did not believe they had the right mix of facilities to meet their sport and leisure needs.

Due to the age, condition and facility mix of the Swimming Centres, the associated running costs are very high and not sustainable in the long-term with both swimming facilities requiring an operational subsidy of circa £0.5m per annum (this does not include maintenance or statutory checks which equates to a further £0.5m per annum).

Haden Hill Leisure Centre was found to be in a moderate condition in the Quality Audit even though it is 41 years old as at 2017. This is due to the money that has been invested in the improvement and redevelopment of the facility, including a £0.5m Sport England grant to improve changing facilities. This was supported by the public consultation with 36.1% of respondents believing that the facility is in a good condition as opposed to 16.1% who believe that it is not.

While Haden Hill Leisure Centre is a popular and profitable facility, the design of the building is not efficient, numerous floors and corridors, with accessibility to the upper floors being awkward for disabled users. Due to the age of the building there is also a significant

maintenance cost to enable the facility to remain open with the facility requiring circa £1.4m of planned maintenance works over a 10-year period starting from 2017.

The quality of the existing swimming pool facilities in Sandwell is therefore variable. Whilst 50% of facilities are new and designed to modern standards, three of the facilities are significantly older. Although these have been refurbished and have received significant investment, further investment or re-provision of these facilities is now required given their age, current condition, inflated running costs, and facility mix offer.

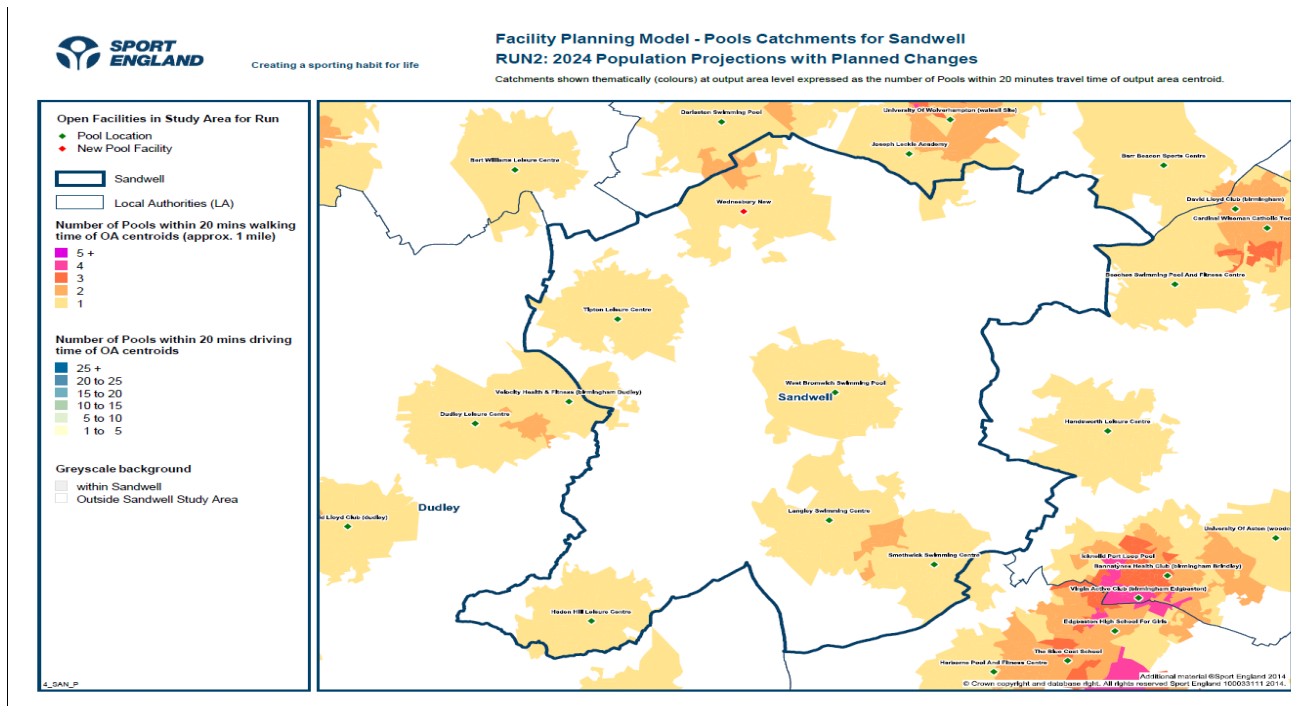
## Swimming Pools – Supply and Demand Analysis

Sandwell Council have been working with Sport England over a long-period to understand the supply and demand for swimming pools in Sandwell. This has included Sport England providing the Council with a Facilities Planning Model (FPM) in December 2016 for swimming pool provision in Sandwell. The report sets out an assessment of the current situation regarding swimming pool supply, based on 2014 population (317,022), and then looks forward to 2031 to test the impact of population growth in Sandwell and the surrounding area and any key facility changes being implemented between 2014 and 2031. The key findings are summarized below.

## Swimming Pools – Current Position

The FPM identifies that there are currently 12 pools spread across 6 pools sites as identified in Figure 15.

Figure 15: Location of Swimming Pools



These facilities have 2,684.5 sqm of water space. Therefore, the model is estimating that there is 515sqm of water space not available to the public in the peak period and this is the equivalent of just under two 25m 5 lane community pools. This is as result of the differences in the opening hours in the peak period across the overall pool sites. The total supply of water space provides for a total of 15,146 visits per week peak period (vpwpp).

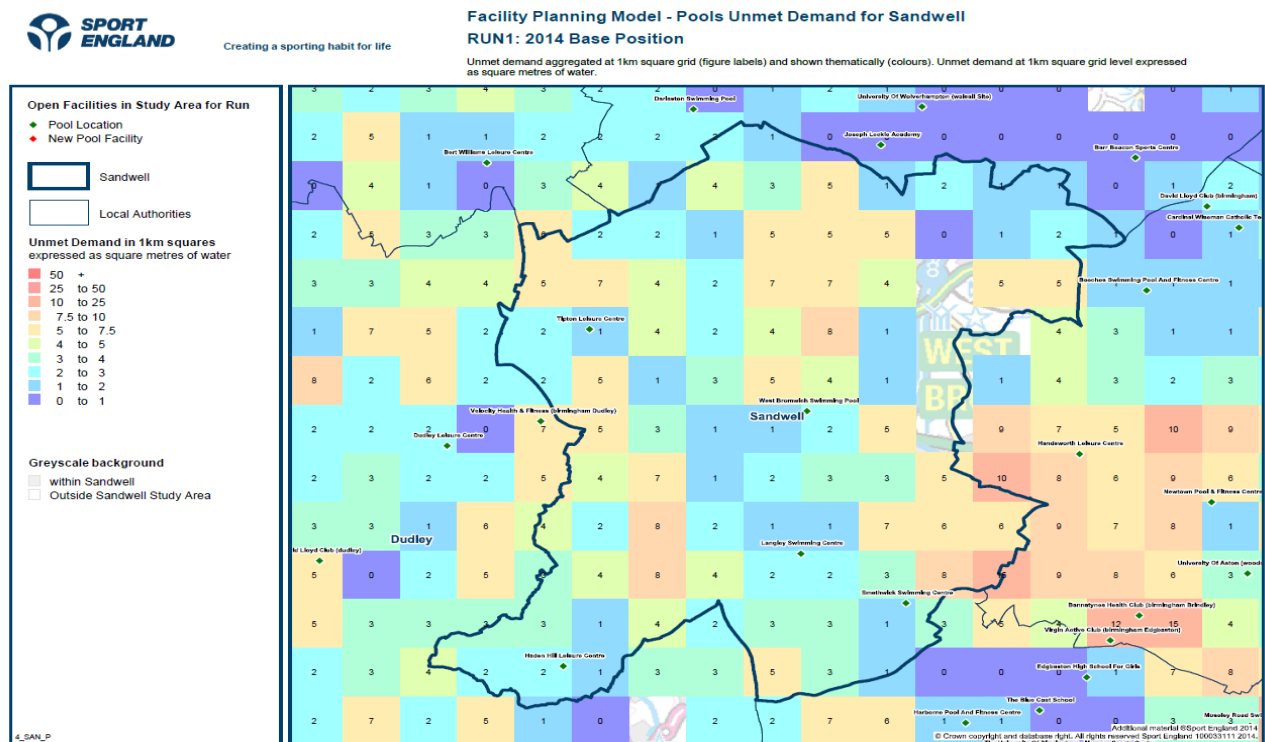
The FPM identifies that the 2014 population of 317,022 generates a demand for 20,860 vpwpp, in simplistic terms this demand is the equivalent of 3,438sqm of water space.

In 2014 89% or 18,480 vpwpp of all demand for pools is being satisfied, 72% of this by car, 15% by public transport and 13% via walking. Whilst the overall satisfied demand is relatively high at 91%, the model estimates that 50% of this satisfied demand is retained in Sandwell (Sandwell residents using Sandwell pools) and 50% is exported to pools outside the Sandwell boundary.

11% or 2,380 of demand is unmet within the current provision of community accessible swimming pools. Unmet demand in Sandwell is equivalent to 392 sqm of water space, the equivalent of just over a 25m 6 lane pool. The majority of this unmet demand (70%) is estimated to be due to residents being outside of the catchment for a swimming pool, predominantly from those who do not have access to a car. The remainder of the unmet demand (30%) is due to a lack of capacity at swimming pools predominantly from walkers who cannot access a swimming pool because it is too full.

The figure below illustrates where the concentrations of unmet demand are greatest within Sandwell and the surrounding areas. As can be seen there are higher concentrations of unmet demand between the Oldbury and Rowley Regis town boundaries, to the north of West Bromwich, and to the west in Smethwick bordering on the Birmingham boundary.

**Figure 16: Sandwell Swimming Pool Unmet Demand in 2014**



In the peak period, the FPM is estimating that globally across Sandwell all the pools are full, and 100% of the water space is utilised, this is 30% above the Sport England recommended comfort level of 70%. Of more interest to this study, 40% of the capacity used in swimming across Sandwell is imported and comes mainly from Birmingham.

Access via walking to Sandwell pools is important and accounts for the majority of the unmet demand in Sandwell, so the location of pools within a walking catchment for residents is a key finding given 33% of the resident population do not have access to a car.



The high levels of used capacity at Sandwell pools is the biggest issue, given that 40% of this used capacity comes from outside of Sandwell. However, on balance 50% of the total satisfied demand in Sandwell is being satisfied at pools outside of the borough. A significant proportion of the imported visits come from Dudley and Central and Southern Birmingham. This is particularly evident from the high usage of the pools in Tipton and Haden Hill which lie close to Dudley, and the pools in Smethwick which lie close to Birmingham.

The only options to consider addressing this prior to any consideration of new facility provision in Sandwell is to look at the potential of programming usage at pools to free up more time in the peak period for the most popular usage. The question is whether the high levels of capacity used from residents from neighbouring authorities is desirable and/or sustainable in terms of policy, or are there opportunities to work in partnership with neighbouring authorities to address this.

## Swimming Pools – Position as at 2031

The FPM for 2031 includes changes to the supply of swimming pools in Birmingham and Walsall.

In 2031 in Sandwell there are 12 pools located on 6 sites supplying a total of 18,807 vpwpp. There remains 515sqm of water space which is not available to the public in the peak period.

The population has now increased by 11% to 361,489 which demands 23,540 vpwpp, the result of this increase is an additional 4,733 vpwpp being demanded, which is the equivalent to an increase of an additional 831 sqm of water space when comparing 2014 with 2031. The total demand in 2031 is 3,908sqm.

Satisfied demand reduces to 89.8% from 91% due to the population increase. The demand satisfied by car, walking and public transport remains broadly the same. Other satisfied demand figures are detailed in Table 13.

**Table 13: Levels of Satisfied Demand at 2031**

<b>Satisfied Demand</b>	<b>2031</b>
Total number of visits which are met per week	21,139
% total of demand satisfied	89.8
Total Annual Throughput (visits per year)	1,355,982.4
% of demand satisfied who travelled by car	69.7
% of demand satisfied who travelled by foot	15.9
% of demand satisfied who travelled by public transport	14.5
Demand retained (visits per week)	11,567
Demand retained as a % of satisfied demand	54.7
Demand exported (visits)	9,573
Demand exported – as a % of satisfied demand	45.3

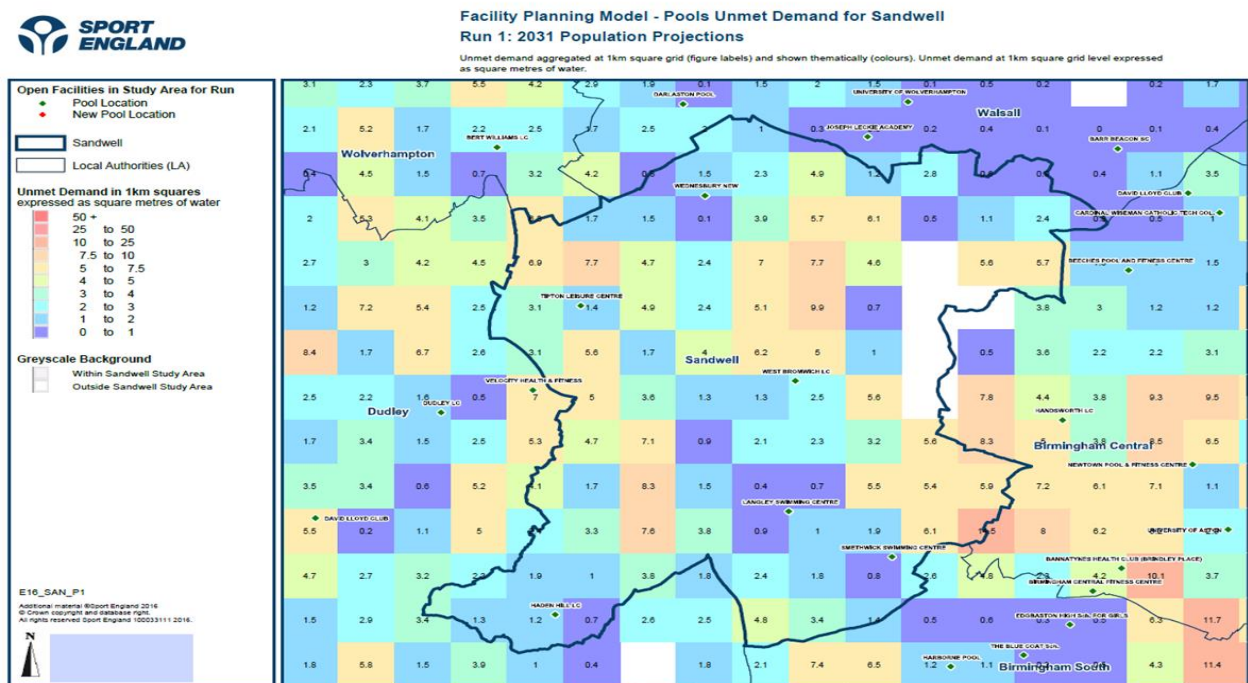
Unmet demand is at 10.2% or 2,406 vpwpp. This equates to 399sqm of swimming pool space or a 25m, 6 lane swimming pool. Other satisfied demand figures are detailed in Table 14.

**Table 14: Levels of Unmet Demand at 2031**

Unmet Demand	2031
Total number of visits in the peak per week not currently being met	2,406
Unmet demand as a % of total demand	10.2
Equivalent in water space m2 – with comfort factor	399
% of unmet demand due to:	
• Lack of capacity	39.1
• Outside catchment	60.9

The location and concentration of unmet demand across Sandwell does not change significantly between 2014 and 2024. Although the areas with the largest demand for swimming are to be facilitated by the two oldest swimming facilities in Sandwell. This is detailed in Figure 17.

**Figure 17: Sandwell Swimming Pool Unmet Demand in 2014**



Despite the changes in supply in Birmingham and Walsall, used capacity across all swimming pools in Sandwell remains at 100%.

## Swimming Pools – Supply and Demand Summary

The issues identified in 2014 remain the same in 2031, pools in Sandwell are still very full, and the main reason for unmet demand is because those without a car cannot access their nearest facility, and the concentrations of unmet demand remain unchanged.

The central issue is addressing the high levels of pool usage in the borough, and the recommendations for addressing this remain the same as in 2014. In addition, there is now an urgent need to consider the age, condition and quality of three of the existing pool stock: Langley Swimming Centre, Smethwick Swimming Centres, and Haden Hill Leisure Centre. Combined, these facilities are now on average over 68 years old.

Based on both the current and future demand there is insufficient pool provision in the

borough, but no one area, which would justify new provision, as the main cause of unmet demand for both capacity and catchment is access to pools by walkers. However, the area of Sandwell where there is the highest demand for swimming, the south east around Smethwick, is provided for by two of the oldest and most unsustainable facilities in the borough. The wider Sandwell strategy work may also need to consider options for bringing down the global used capacity at swimming pools more in line with Sport England's comfort level of 70%.

## Swimming Pools – Consultation

Consultation with relevant National Governing Bodies, the local community and local clubs, highlights factors in relation to the supply and demand for swimming pools in the future. Table 15 details the information that has been gathered from this consultation.

**Table 15: Details of Consultation on Swimming**

<b>Consultee</b>	<b>NGB Focus and Priorities</b>	<b>Further Comments</b>
Swim England	<p>Swim England have identified the following as their priorities in the 'Towards a Nation Swimming: A Strategic Plan for Swimming in England 2017-21':</p> <ul style="list-style-type: none"> <li>• Provide strong leadership and be the recognised authority for swimming;</li> <li>• Substantially increase the number of people able to swim;</li> <li>• Significantly grow the number and diversity of people enjoying and benefitting from regular swimming;</li> <li>• Create a world leading talent system for all our aquatic disciplines;</li> <li>• Deliver a high quality, diverse and motivated workforce within swimming; and</li> <li>• Strengthen our organisational sustainability for future generations.</li> </ul>	<p>In the Swim England 'West Midlands Region Competition Facilities Framework', it is identified that there is a need for a competitive long-course (50m) swimming facility in the region.</p> <p>There is currently an average of 96 licensed meets in the West Midlands region. This is the lowest of any region in England and reflects the regions lack of competition facilities.</p> <p>Such a facility at the very least would need to be a 50m by 8 lane competition pool with a swim down pool.</p> <p>The West Midlands framework also identifies that there is a demand for a regional diving and synchronised swimming facility as there is not one currently in the West Midlands.</p> <p>The existing competition facilities in the West Midlands are identified as follows:</p> <p>Coventry (although there is potential for this facility to close and not be replaced);  Wolverhampton – only a competitive short-course pool;  Royal Wolverhampton School – training pool only; and  Birmingham University – 50m pool but only has limited community access and cannot cater for competitions.</p> <p>Having done an analysis of all West Midland boroughs, due to the catchment area and the</p>

Consultee	NGB Focus and Priorities	Further Comments
		<p>geographical location, Swim England conclude in their framework that Sandwell is their preference for the development of the regions competition facility.</p> <p>There are 5 aquatics clubs in Sandwell: Haden Hill Swimming Club; Oldbury Swimming and Triathlon Club; Warley Wasps Swimming, Triathlon Club, and Water Polo Club; Wednesbury Swimming Club; and Wednesbury Water Polo Club.</p> <p>There is no performance squad in the Black Country although there is one in Birmingham. Due to the lack of water space and competitive facilities clubs in the region cannot grow and reach their full potential. This means that Sandwell residents are denied the opportunity to excel in swimming and limits local aspirations.</p>
Swimming Clubs and Local Residents	<p>Results of local consultation showed the following:</p> <ul style="list-style-type: none"> <li>• 62% wanted ‘A (new) swimming pool for teaching / learning to swim’; and</li> <li>• 51% wanted ‘A swimming pool for competitive swimming / events’.</li> </ul> <p>A swimming/teaching pool facility is a high priority for all and particularly for women. Observations were made both in the survey and during consultation. These include:</p> <ul style="list-style-type: none"> <li>• The interest in seeing a design which allows some level of privacy for older people and women from the Borough’s BME community. This applies to both swimming and changing room facilities where there is clearly a desire for better segregated provision. Further consultation also suggested that design beyond unisex ‘village change’ should be considered;</li> <li>• A strong interest in ensuring that an amenity caters fully and in a modern contemporary manner for all forms of disability access;</li> <li>• A desire to see ‘warm water’ provision (particularly in the west of the authority) to enable a new venue to cater for, for example, disabled people and those with ASD; and</li> <li>• To ensure the school swimming lesson provision remains consistent, particularly if any facility is to be remodelled or changed.</li> </ul> <p>There is a substantive groundswell of opinion in respect of the benefits of a 50m (a minimum of 8 – or possibly even a 10-lane) pool. A summary of survey and consultation generated comments include the views that developing a 50m pool as part of a new sport/leisure facility would:</p> <ul style="list-style-type: none"> <li>• Mean replacing Smethwick and Langley swimming centres with a modern up to date facility;</li> </ul>	

Consultee	NGB Focus and Priorities	Further Comments
	<ul style="list-style-type: none"> <li>• Benefit the area commercially; 'putting Sandwell on the map' as a leading Council investing in sporting facilities;</li> <li>• Offer the Council and/or clubs the option to run major national and regional events plus local galas which would raise local profile and attract revenue while catering for the full range of community use on weekdays;</li> <li>• Provide a 'proper competition pool' catering for swimming, water polo and diving. (This accompanied by commentary noting that if it is to be able to accommodate major competitive galas and competitions it will need an appropriate number of seats);</li> <li>• Enable Haden Hill and Warley Wasps swimming clubs to excel at national level. They currently regularly travel to Coventry, Manchester and Corby to train and compete;</li> <li>• Cater for the needs of all the local swimming clubs and attract use from other clubs from outside the area;</li> <li>• Provide a deep-water provision to support other sports/clubs - these include Warley Wasps Water Polo Club and Alpha Divers Diving Club;</li> <li>• Give local young people the best chance of development and success; and</li> <li>• Provide an inspirational facility to develop school based swimming.</li> </ul>	

## Swimming Pools – Summary Conclusions

There is a current deficit in the supply of swimming pool provision to meet demand. This means that significant demand for swimming (50%) is exported from the borough. The unmet demand in 2014 was equivalent to 392sqm of water space which increases to 399sqm of water space in 2031. This is due to projected population growth. This water space is equivalent to a standard sized community swimming pool (25m x 6 lanes).

The FPM makes it clear that in 2031 that 40% of the unmet demand is due to there being no available capacity at swimming facilities in Sandwell. The other 60% of unmet demand is due to residents being outside the catchment area of the existing facilities. As 33% of residents do not have access to a private vehicle in Sandwell, the location of facilities is of paramount importance.

Used capacity figures for swimming pools in Sandwell are significantly higher than national and regional levels at 100%.

There is high unmet demand in the south and south-east of the borough and high unmet demand in the area around Portway Lifestyle Centre in Oldbury.

Currently there is 2,684.5 sqm of water space available in Sandwell. This is provided at the following facilities:

- Haden Hill Leisure Centre – Rowley Regis (south Sandwell)
- Langlely Swimming Centre – Oldbury (south Sandwell)
- Smethwick Swimming Centre – Smethwick (south Sandwell)
- Tipton Leisure Centre – Tipton (north Sandwell)
- Wednesbury Leisure Centre – Wednesbury (north Sandwell)
- West Bromwich Leisure Centre – West Bromwich (north Sandwell)

From the quality audits that were completed and the community consultation that was undertaken, it is clear that the facilities in the south of Sandwell, Langley Swimming Centre (427.50sqm of water space), Smethwick Swimming Centre (490sqm of water space), and Haden Hill Leisure Centre (400sqm of water space) are in a poor condition and do not meet the needs of residents. The average age of these facilities is 68 years and they account for 49% (1317.5sqm) of the available water space in Sandwell. Therefore, the dependence on these old facilities that are in a poor condition poses a risk to the long-term sustainability and offer of swimming pools in Sandwell. Due to this there will be a need to address the provision in the south of Sandwell in Oldbury, Rowley Regis, and Smethwick.

There is shortage of competition facilities in Sandwell and the surrounding West Midlands area, as identified in the Swim England ‘West Midlands Region Competition Facilities Framework’. Swim England has identified Sandwell as an ideal location for a regional competition facility due to its geographical nature and its location in the West Midlands. Consideration should be given to the provision of such a facility in Sandwell. This would help meet the existing demand for swimming provision whilst also opening the opportunity for residents to meet aspirations with regards to competitive swimming.

## Sports Halls

### Sports Halls – Existing Provision – Overview

Indoor multi-sports halls are defined as areas where a range of sport and recreational activities are carried out. They are at least 10m x 18m (e.g. the size of one badminton court including surrounding safety area) and include specifically designed venues such as leisure centres and school sports halls. The definition also applies to halls where activities can take place, such as school assembly halls, community buildings and community centres (the main ones are included in the table below). Specialist centres, e.g. dance centres, are not included.

### Sports Halls – Existing Provision – Supply

The supply analysis identifies that the Borough has a total of 52 halls, across 34 sites. Of these 44 are community accessible halls (sports halls/activity halls) across 23 sites. (Active Places April/May 2015).

The analysis of the overall hall supply in Sandwell is detailed in Table 16.

**Table 16: Summary of Sports Hall Provision in Sandwell**

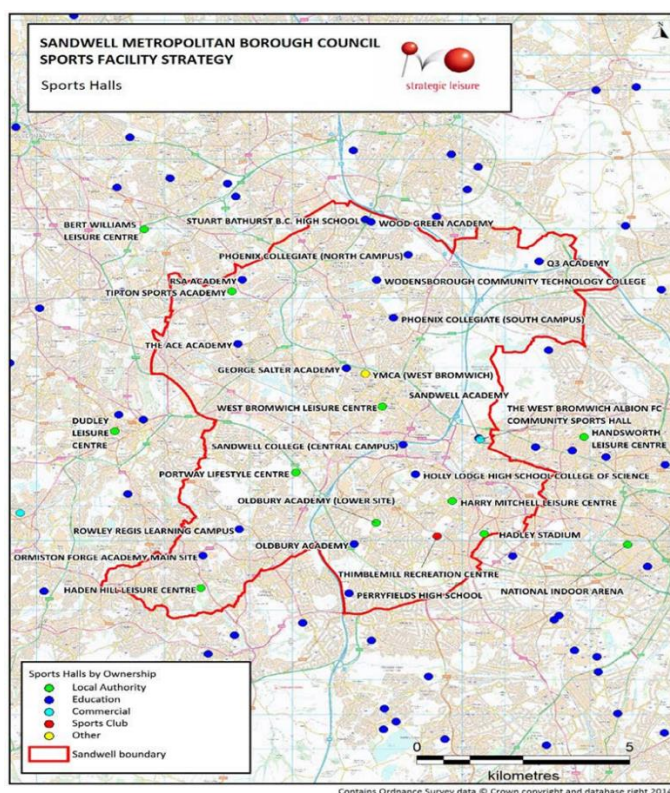
Total Badminton Courts	135
Total Sports Halls	31
Total Community Accessible Sports Halls 3+ Courts	28
Total Community Accessible Badminton Courts	114
Community Accessible 3 Court Halls	3
Community Accessible 4+ Court Halls	21
Community Accessible 5+ Court Halls	3
Community Accessible 6 Court Halls	1
Activity Halls Minimum 1 or 2 Courts	16 Halls
<b>Total Activity Halls</b>	<b>24</b> <b>(Includes those which are smaller than 1 court size)</b>

There is currently only 1 six badminton court in the Borough; this is at Haden Hill Leisure Centre. Of the overall 28 sports halls, 3 are only available for private use; these are located on education sites. 18 of the 28 community accessible sports halls are on education sites; these provide access for community associations/sports club use. Only 10 sites provide for pay and play access; these are the facilities operated by PFP, SLT, a sports club and a commercial organisation. The majority of the existing sports halls are a minimum 4 badminton court size; only three of the community accessible sports halls have 3 courts; these are at Holly Lodge High School College of Science (older sports hall), the Oldbury Academy Lower site and the ACE Academy.

## Sports Halls – Existing Supply – Geographical Distribution, Quality, and Accessibility

Sports halls are primarily located on education sites and in some of the Borough’s leisure centres e.g. Harry Mitchell Sports Centre, Portway Lifestyle Centre, West Bromwich Leisure Centre, Tipton Sports Academy. Figure 18 details the geographical location of all sports halls.

Figure 18: Location of Sports Halls in Sandwell



Of the Sandwell MBC facilities, 3 have been provided within the last 4 years: Tipton Leisure Centre and the Portway Lifestyle Centre (includes specific provision for those with a disability) were built and opened in 2013.

Sports hall facilities at Haden Hill were built in 1976, and those at Harry Mitchell Sports Centre in 1975. Hadley Stadium was built in 1984. All these facilities are showing signs of wear and tear, particularly the two facilities in Smethwick: Hadley Stadium and Harry Mitchell Leisure Centre.

Of the 25 community-accessible sports halls (3 courts+), 15 i.e. two thirds, were built well over 10 years ago, i.e. pre-2005. While most sports halls were built in the 1970s or mid-

1980s, this still makes them 30-40 years old. i.e. a third of existing community accessible sports halls sports halls have been built since 2005, and the majority of these (education-based and those funded by Sandwell MBC), were built in the last 5 years.

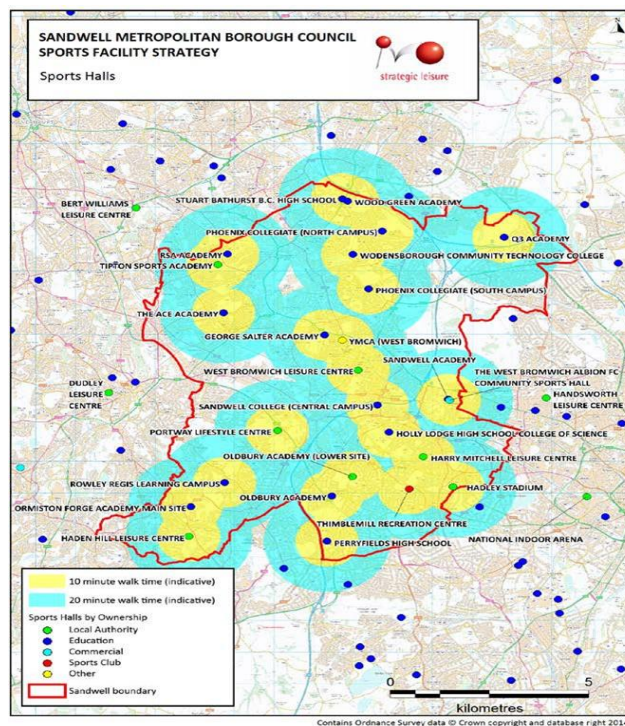
The quality of the existing facilities is therefore extremely variable. Whilst the majority of pay and play facilities are new facilities, designed to modern day standards, most of the facilities on education sites are older. Although some have been refurbished significant investment will be required to upgrade/refurbish many of the existing sports halls in the next few years, given their age, current condition and quality.

Geographical distribution of sports hall provision is generally good, across the Borough. The vision is to provide good quality provision in each of the 6 towns.

There is however a current lack of local authority sports hall provision in the north of the area. This is mitigated to a large extent by the existing sports halls on education sites which are community accessible e.g. Phoenix Collegiate North and South campuses, Wodensborough Community Technology College, Wood Green Academy, RSA Academy etc. The opening of a 3-badminton court sports hall at the new Wednesbury Leisure Centre has increased both the supply of community accessible facilities in the north, and improved accessibility within the catchment area.

As illustrated in Figure 19, virtually the whole Borough is within a 20-minute walk time of a community accessible sports hall (as shown by the blue catchment area circles). This equates to over 94% of all residents being within 20-minute walk time of a community accessible sports hall facility. The yellow catchment area circles illustrate that a smaller, but still high (approx. 50%), percentage of the Borough’s residents are within a 10-minute walk time of a community accessible sports hall.

**Figure 19: Sandwell Sports Hall Provision 20-minute Walk Catchment**



Given that the majority of existing community accessible sports halls are 4 badminton court size, communities in Sandwell have reasonable access to a sports hall within their local area. Given the proximity of a wide range of sports halls outside Sandwell boundaries, some



communities may find it easier to access these facilities e.g. west Sandwell close to boundary with Dudley, east, and north-east Sandwell, close to boundary with west Birmingham.

The challenge in Sandwell is that some communities tend not travel, even within their own local area. This is where the provision of informal activity halls, or sports halls on education sites becomes even more important, as this type of facility increases the level of local provision available for local people.

A significant proportion of schools and colleges offer their sports hall facilities for community use although the nature, extent, practical arrangements surrounding this and 'usefulness' of said use varies considerably. This is critical in terms of both future accessibility and participation. Those education facilities with a formal community use arrangement provide community access and use based on this formal agreement e.g. times and types of use; education facilities which are not subject to a formal community use arrangement may withdraw community access at any time.

Some of the newest sports halls have been developed on education sites as a result of investment in education provision; these sites tend to have at least a form of formal community usage agreed, even if it is community sports clubs and association.

Maintaining and indeed developing increased community access to education-based sports facilities is critical in ensuring locally available access, and facilitating increased participation in sport and physical activity for health benefits.

## **Sports Halls – Supply and Demand Analysis**

Sandwell Council commissioned Sport England to provide a Facilities Planning Model (FPM) Local Run (June 2014; data from April 2014 report) for sports hall provision in Sandwell. The report sets out an assessment of the current situation regarding sports hall supply, based on 2014 population (317,022), and then looks forward to 2024, to test the impact of population growth in Sandwell and the surrounding area and any key facility changes being implanted between 2014 and 2024. The key findings are summarised below.

### **Sports Halls – Current Position**

The FPM analysis identifies 34 halls across 23 sites in the Borough (sports halls and activity halls) with a total supply of 109 marked out courts, but considering the wider sports halls spaces, the total sports halls space measured in court equivalents is just under 125 courts. However, when considering the amount of hall space which is available to the public in the peak period, this reduces to just over 90 courts, therefore there are 35 courts not available to the public in the peak period. The hall space provides a capacity for approximately 18,300 visits per week during the peak period (vpwpp).

The provision at the Harry Mitchell Centre provides 1710 vpwpp, the largest supply at one single site. Other notable sites offering larger capacity include Wood Green Academy (1250 vpwpp), Q3 Academy (1260 vpwpp) and Haden Hill Leisure Centre (1140 vpwpp).

The FPM analysis identifies that the 2014 population of 317,022 generated a demand for 14,780 vpwpp, or the equivalent of just over 91 courts. In addition, about 33% of the population do not have access to a car, so the location of sports halls is very important for walkers and users of public transport.

In 2014 92.6% of all demand for sports hall in Sandwell is satisfied, 68% by car, 21% by walking and the remainder via public transport. However, the model estimates that 57% of the satisfied demand in Sandwell is retained within the administrative boundary and met by sports hall provision in the Borough, and 43% of the Sandwell satisfied demand is therefore thought to be 'exported' to other hall provision in adjoining local authorities.

Only 7.5% of demand is unmet with current provision of community accessible sports halls. Unmet demand in Sandwell is the equivalent of just under 7 courts and the majority of this unmet demand (77%) is due to residents being outside the catchment for a sports hall, mainly from residents who do not have access to a car, the remainder of the unmet demand is due to lack of capacity at sports halls. There is no one hot spot of unmet demand across Sandwell to justify a location for new facility provision; unmet demand is spread evenly across the Borough.

In the peak period, the model is estimating that globally across Sandwell 93% of hall capacity is being used, which is 13% above the Sport England 'comfort level of 80%' used capacity, with 13 of the 23 sports halls operating at 100% used capacity. There are a number of school sites, which only operate for 15 hrs for community use; Perryfields, Phoenix, Ormiston Forge Academy for example, and this limits the capacity at these sites. Of more interest to this study, 43% of the halls capacity used in Sandwell is imported and comes mainly from Birmingham.

There are 35 courts not available to the public in the peak period. Unmet demand at 7.5% is not perceived to be high, and the majority of this unmet demand is caused by those without a car not being able to access a sports hall. Unmet demand is spread across the whole of the Borough with no one hot spot of unmet demand. The main issue in 2014 is one of sports hall capacity in that 93% of sports halls capacity in Sandwell is used, which is 13% above the Sport England comfort level. In addition, 43% of all usage in Sandwell sports halls is estimated to come from neighbouring authorities mainly Birmingham.

## **Sports Halls – Position as at 2024**

The FPM modelling for 2024 includes a 3-court hall at Wednesbury Leisure Centre, adding to the supply in the north of Sandwell. This increases capacity across the whole Sandwell stock by 600vpwpp. The modelling also includes change to the supply of sport halls in Birmingham and Walsall notably: In Birmingham, the closure of existing hall space at the University of Birmingham and Colmers Farm and the opening of new provision at the University, Shard End and Longbridge. In capacity terms, this increases overall capacity in Birmingham by about 1000 vpwpp. In Walsall, the replacement of hall space at Oak Park and Bloxwich Leisure Centres with new builds on the same sites reduces overall capacity in Walsall by about 100 vpwpp.

In 2024 in Sandwell there are now 35 halls located on 24 sites supplying a total of nearly 28 courts, an increase in the total hall space in vpwpp of 600 vpwpp. There still remains 35 courts not available to the public in the peak period.

The population has now increased by 8% to 343,166, the result of this increase is an additional 1,025 vpwpp being demanded, which is the equivalent to an increase of 7 badminton courts when comparing 2014 with 2024.

Even though the number of visits being met increases by 899 vpwpp, satisfied demand remains broadly unchanged, as do the percentages for demand satisfied by car, walking

and public transport. In addition, although the numbers increase slightly, the demand retained and exported percentages remain the same as in 2014.

Unmet demand remains broadly the same as in 2014, as do the reasons why this demand is not being met, and unmet demand is spread across the whole of Sandwell.

Perhaps the biggest impact of the 8% population growth and changes in supply at sports halls in Birmingham, is sports halls are now estimated to be operating at 96%, now 16% over the Sport England recommended comfort level. In 2024, 20 out of the 24 hall sites are operating above 100% used capacity, which is putting additional pressure on facilities, which are now 10 years older.

## Sports Halls – Supply and Demand Summary

The issues identified in 2014 remain the same as in 2024, even with the addition of a new Leisure Centre at Wednesbury. Sports halls in Sandwell are still very full, and the main reason for unmet demand is because those without a car cannot access their nearest facility.

Based on both the current and future demand, there is sufficient sports hall provision in the borough, to meet identified participation needs. The challenge will be retaining the level of provision, given the age and condition of some sports halls combined with their high used capacity levels, which only increase over time. Increasing available capacity would increase the number of visits that could be accommodated in the peak period, and reduce the pressure on some halls.

There may be potential to achieve this through programming usage at sports halls to free up more time in the peak period for the most popular usages.

43% of the capacity used at Sandwell facilities is from neighbouring authorities; it needs to be considered whether is this sustainable and/or desirable in terms of policy.

To alleviate some of the high used capacities are there opportunities to increase opening hours in the peak period at school sites in Sandwell for example: Perryfields, Phoenix, and Ormiston Forge Academy.

To alleviate some of the high used capacities there are opportunities to increase opening hours in the peak period at sports halls not included in the FPM modelling and at community venues to alleviate the pressure on some of the main sports halls.

## Sports Halls – Consultation

Consultation with relevant National Governing Bodies, the local community, and local clubs, highlights factors in relation to the supply and demand for sports halls in the future. Table 17 details the information that has been gathered from this consultation.

**Table 17: Sports Halls Consultation**

Consultee	NGB Focus and Priorities	Future Focus and Priorities	Further Comments
Badminton England	<ul style="list-style-type: none"> <li>Young people aged 13-26 years;</li> <li>Casual</li> </ul>		Facility development or change needs to recognise the impact of participation increase and the

Consultee	NGB Focus and Priorities	Future Focus and Priorities	Further Comments
	<p>market; and</p> <ul style="list-style-type: none"> <li>• Club engagement.</li> </ul>		<p>effect of competition on facility access.</p> <p>There is only 1 x 6-court sports hall in Sandwell which limits competition opportunities.</p>
England Basketball	<ul style="list-style-type: none"> <li>• Satellite clubs, school, and club competitions; and</li> <li>• There are 29 clubs in the West Midlands and only one plays in Sandwell.</li> </ul>	<ul style="list-style-type: none"> <li>• Increase availability for recreational basketball; and</li> <li>• Improve access to meet demands.</li> </ul>	There are no competition basketball facilities in Sandwell.
Boccia England	<ul style="list-style-type: none"> <li>• Portway Lifestyle Centre</li> </ul>	<ul style="list-style-type: none"> <li>• Permanent Boccia court markings in other sports halls</li> </ul>	
Volleyball England	<p>Facilities used:</p> <ul style="list-style-type: none"> <li>• George Salter Academy</li> <li>• Sandwell College;</li> <li>• Portway Lifestyle Centre; and</li> <li>• West Bromwich Albion Sports Hall.</li> </ul> <p>Given the landscape of Sandwell the focus will be to develop:</p> <ul style="list-style-type: none"> <li>• Adult participation;</li> <li>• Satellite clubs;</li> <li>• Further Education;</li> <li>• Club Development;</li> </ul>	<p>There is a distinct lack of beach volleyball provision in the West Midlands. With the high levels of club, school, college and university activity occurring, inland courts would be a great addition and bring this significant demand to the borough</p> <p>A 2 x volleyball court sports hall would also be very well utilised in the borough. Dudley College and Walsall Campus currently take the largest share of coach education courses and large events; however, Sandwell lacks in</p>	<p>The Black Country and Staffordshire is one of five areas of the country, which has been targeted as an investment zone in which a relationship manager and yearly funding is aligned.</p> <p>With regards to volleyball, 5 x badminton court sports halls are preferable to allow space for full sized courts and adequate run off area.</p> <p>Also, to support delivery of junior programmes breeze block walls would be preferable to support installations of Wall Net Sliders.</p>

Consultee	NGB Focus and Priorities	Future Focus and Priorities	Further Comments
	<ul style="list-style-type: none"> <li>and</li> <li>Sitting Volleyball – disability offer.</li> </ul>	<p>this provision to develop higher level performance.</p>	
<p>England Judo</p>	<ul style="list-style-type: none"> <li>Increase in participation;</li> <li>and</li> <li>Increased facility provision.</li> </ul>		<p>There are limited specialist facilities in Sandwell to meet demand. Increased facility provision required.</p>
<p>England and Wales Cricket Board</p>	<ul style="list-style-type: none"> <li>Club development;</li> <li>Increased participation;</li> <li>Sandwell Park League;</li> <li>To further engage with the South Asian Community with the Launch of LMS as a midweek league but we need additional facilities to play on at reasonable costs.</li> <li>To deliver our 'Chance to Shine' programme in to more schools to enable more people to play more often and then migrate to clubs and teams.</li> </ul>	<p>Additional and affordable indoor and outdoor facilities to enable more people to be involved in cricket at all levels and across all communities.</p>	
<p>British Gymnastics</p>	<ul style="list-style-type: none"> <li>Support clubs to expand and establish new sessions;</li> </ul>		<p>Gymnastics are seeing continued increase in popularity with clubs reporting waiting lists.</p>

Consultee	NGB Focus and Priorities	Future Focus and Priorities	Further Comments
	<ul style="list-style-type: none"> <li>• Support clubs to develop new dedicated facilities;</li> <li>• Support clubs to improve existing facilities; and</li> <li>• Satellite clubs.</li> </ul>		Need to increase capacity within the area for the sport.
Clubs and Local Residents	<p>The most mentioned sport for which residents are keen to see opportunity made available is badminton; cited in the survey and at a range of consultation meetings. A number of commentators made the point that the programming of a new venue should, in addition to catering for club play, be about looking to extend opportunity for casual access and tackle the issues created by the well-organised casual user booking out key times and then, in effect, ‘court blocking’ in the context of those less used to ‘playing the system’. Badminton is particularly popular amongst the south Asian community and having access to pay and play courts is important. Consultation highlighted that having access to a venue throughout the night would be good to allow residents who work in the restaurant trade to have access after work.</p> <p>The other sports of which specific mention was made included volleyball and cricket; both of which are reportedly popular in the community. While survey based comments were not specific, consultation responses related to cricket referred primarily to cricket nets rather than indoor cricket. Five-a-side football was also noted by a number of survey respondents and during consultation; comments made about this referred to both indoor and outdoor court access.</p> <p>The other main (sports hall) sports of which mention was made during consultation included basketball and netball. Particularly during consultation, the desire to see a full range of sports provided was aligned to the widely-held view that activity for young people should be the highest priority. As one person succinctly noted ‘kids in Sandwell are inactive and need all the opportunity we can get’.</p> <p>Consultation with the Albion Foundation, schools and a basketball club did indicate that the sport (basketball) is very popular, particularly at school level. Clubs currently use school facilities; however, there is a general feeling that if a facility was built with seating, the Borough could develop and host a national league team.</p> <p>There is a substantial level of support for gymnastics and trampolining. A dedicated facility would not only cater for stated demand, it would also make a positive contribution to the trading position and revenue sustainability of a facility. Earls Gymnastics Centre was consulted as part of the project. It currently has a site at Oldbury, with its base in Dudley. It has an ambition to create a brand in Sandwell with a spoke and hub delivery. The Club would</p>		

Consultee	NGB Focus and Priorities	Future Focus and Priorities	Further Comments
			<p>benefit from a dedicated provision, which would have the following key features and would be located with good access from all key towns in the Borough.</p> <ul style="list-style-type: none"> <li>• Minimum size of 1500 sqm;</li> <li>• Clearance height for trampolining;</li> <li>• Include storage for equipment;</li> <li>• Sunken pits;</li> <li>• Spectator area - 3-400 seating capacity;</li> <li>• Car parking - 50-100 spaces; and</li> <li>• Catering facilities.</li> </ul> <p>Although this is one club's ambitions, should Sandwell Council create such a facility, a tendering process may need to be instituted to determine the right club/agency partner.</p> <p>In tandem with the notes in respect of facilities, there is a desire to see mat sports catered for in a new venue. This was reinforced by consultation and encompasses judo, martial arts and boxing.</p> <p>The club survey highlighted that there was limited provision for the sports of boxing, taekwondo and judo, particularly in the south of the authority. Due to the high proportion of young people in the south, clubs indicated that there is demand for a dedicated provision which not only focuses on developing the sport, it would also provide opportunities to engage with the youth population by supporting training and educational needs and reduce anti-social behaviour issues.</p> <p>One example was Windmill Boxing Club, which is keen to deliver (affordable) opportunity in the Smethwick area. Tipton Taekwondo Club is also keen to gain access to a dedicated facility.</p> <p>There may, in this context, be an opportunity to review the basis of use and operation at Harry Mitchell Leisure Centre, considering it as a mat/combat sports venue, in tandem with the development of a large new wet and dry facility for the Authority.</p>

## Sports Halls – Summary Conclusions

From the FPM, which is only one element of the needs assessment, the simplistic analysis of “supply versus demand” in relation to sports halls within Sandwell has identified a sufficiency of sports hall space within the local authority area, based on both current and future demand. This assumes retention of all existing community accessible facilities, because sports halls in Sandwell are full in peak periods.

Current levels of satisfied demand are higher than national and regional levels at 92.6%. However, the FPM suggests that circa 43% of the demand that is being satisfied is being met by sports hall provision outside of Sandwell within other neighbouring local authority areas. Similarly, Sandwell imports around 43% of demand from neighbouring local

authorities; if there were no net import/export, then there would still be sufficient sports hall provision in the Borough to meet current and future demand.

Levels of unmet demand are at 7.5% and equate to 1,096 visits per week during the peak period. Circa 77% of this unmet demand is attributed to people living outside the catchment of an existing sports hall facility whilst the other 23% is attributed to there being a lack of capacity at current facilities.

Used capacity figures for Sandwell are significantly higher than national and regional levels at 93%.

Cricket and volleyball NGBs highlight the need, and demand, for additional indoor sports hall space in the Borough. Badminton identifies the need for any new sports halls to be capable of hosting competitions, but also highlight the impact of this on pay and play access.

There is a large demand for mat sports and gymnastics facilities in Sandwell. This would also support the numerous clubs of in the borough.

The Lawn Tennis Association (LTA) has highlighted the importance of Tipton Sports Academy for participation in tennis in the Borough, and the need to provide additional indoor courts, particularly if provision at Tipton were to reduce.

Given there are a significant number of sports halls on education sites, it may be possible to achieve some increased capacity within the existing sports hall stock, by negotiating improved and extended access to existing facilities on educational sites through formal community use agreements, and opening existing community facilities for longer. Schools play a critical role in providing facilities; in Sandwell four schools are not available for use outside of school hours, and some are only accessible to the community for 15 hours a week. There is potential to increase sports hall capacity by extending operating hours at Perryfields Academy, Phoenix Collegiate (both campuses) and Ormiston Forge Academy (main site).

Although there have been 9 new sports halls built in the last ten years, the remainder of the existing sports hall facilities were predominantly built in the 1970s to mid-1980s. The condition and quality of these facilities, despite various refurbishments, will need to be carefully monitored, to ensure that facility quality does not deteriorate, and planning should be undertaken for replacement facilities in the medium term.

Sandwell Council offers a number of sports halls through its sport and leisure facilities; whilst there has been significant investment and redevelopment of sports hall facilities in, Wednesbury, West Bromwich, and Oldbury, the sports halls in Tipton, Smethwick (Hadley Stadium and Harry Mitchell Leisure Centre), and Rowley Regis (Haden Hill Leisure Centre) need investment and improvement. In Smethwick, there is potential to improve the local sporting offer to the community. In Rowley Regis, there has been investment in new education-based sports halls, but there is also a need to further improve the Council's sport and leisure offer. Similarly, there is significant potential to improve the sports hall at Tipton Sports Academy.

There is currently no 8-badminton court sports hall in Sandwell, which means that the capability to host county/regional indoor sports events is limited. Sports hall provision for e.g. indoor netball, basketball, and volleyball is limited. The lack of halls this size also limits the ability to develop basketball in the borough.



## Health and Fitness Facilities

### Health and Fitness Facilities in Sandwell - Existing Supply

The supply analysis identifies that the Borough has a total of 35 fitness suites across 35 sites (Active Places April/May 2015).

The analysis of the overall supply is detailed in Table 18.

**Table 18: Sandwell Health and Fitness Suite Summary**

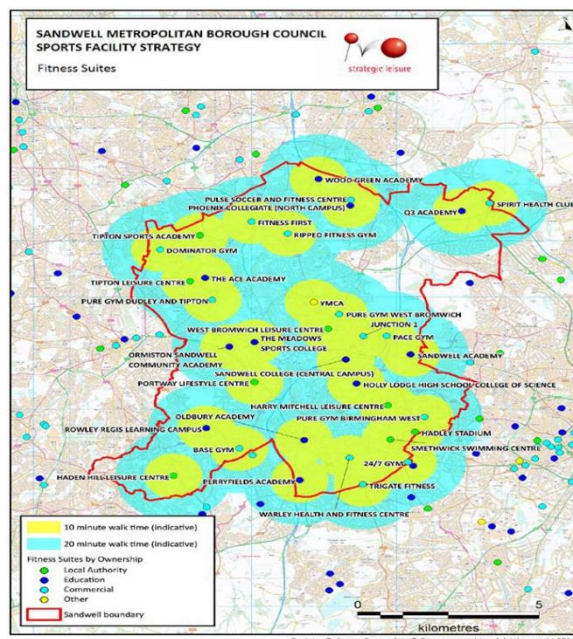
Total Fitness Suites	35
Total Fitness Stations	1,782
Total Community Accessible Fitness Suites	27
Total Community Accessible Fitness Stations	1,624

There is a significant supply of fitness stations in Sandwell. The majority of these operate as pay and play facilities (27 fitness suites, with a total of 1,624 stations), even though some facilities are operated through the commercial sector. All fitness facilities will require some form of payment/membership before use so in this sense the Sandwell Council facilities are no different to those in the commercial sector. The commercial fitness facilities in Sandwell are not 'top end' provision, but in the bottom to middle of the commercial market; therefore, the membership/monthly fees may not be as much of a barrier as if the commercial facilities were top end provision.

### Health and Fitness Suites – Existing Supply – Geographical Distribution, Quality, and Accessibility

Figure 20 details all the fitness suites in Sandwell and their location. Fitness suites are located on education sites, in commercial fitness facilities, in community venues, and in a number of the Council sport and leisure facilities.

**Figure 20: Sandwell Health and Fitness Facilities**



Of the Sandwell Council facilities, 4 have been provided within the last 4 years: Tipton Leisure Centre, Portway Lifestyle Centre, West Bromwich Leisure Centre, and Wednesbury Leisure Centre.

Fitness facilities at Haden Hill were built in 1976, and those at Harry Mitchell Leisure Centre in 1975. Hadley Stadium was built in 1984 and Smethwick Leisure Centre in 1933. These facilities have all been refurbished within the last 10 years but none of them are purpose built gyms and have been created in unused dry space. This means that the quality, layout, and accessibility of these facilities is not efficient and does not always meet the needs of residents.

The majority of the existing fitness facilities in the Borough were built from the mid-1990s onwards, and many have been refurbished in the last 5-10 years.

The quality of the existing facilities is therefore generally better than that of swimming pools and sports halls.

Geographical distribution of fitness facilities provision is generally good, across Sandwell.

As illustrated in Figure 20, virtually the whole Borough is within a 20-minute walk time of a community accessible fitness suite (as shown by the blue catchment area circles). This equates to over 94% of all residents being within 20-minute walk time of a community accessible fitness facility. The yellow catchment area circles illustrate that a smaller, but still high (approx. 50%), percentage of Sandwell's residents are within a 10-minute walk time of a community accessible fitness suite.

## **Health and Fitness Suites – Supply and Demand Analysis**

Based on the 2014 population used for the Facility Planning Model (FMP) assessments, there is a current demand for fitness facilities of 1,145 fitness stations. There is a current supply of community accessible fitness stations of 1624, so there is a surplus of provision of +479 fitness stations.

Based on a population of 350,000 by 2026, the demand for fitness stations increases to 1,265 fitness stations. However, even with the increased demand, if the current supply of provision is maintained, there would still be a surplus of +359 community accessible fitness stations.

## **Health and Fitness Suites – Summary Conclusions**

There is currently a good supply of fitness facilities across Sandwell.

Current supply of fitness facilities is made predominantly through the public and commercial sectors (low to middle end of the market); very few facilities are located on education sites.

There is a current and future surplus in provision of fitness stations against demand, based on 2014 and 2026 population estimates.

Generally, the quality of fitness provision is better than that of pools and sports halls, because the facilities are newer; this is particularly so in the case of the brand-new Sandwell Council facilities developed in 2013, 2014 and 2015. Even the older facilities at Harry Mitchell and Haden Hill Leisure Centres, Hadley Stadium, and Smethwick Swimming Centre have refurbished fitness facilities. However, these are purpose built gyms and have been

created in unused dry space. This means that the quality, layout, and accessibility of these facilities is not efficient and does not always meet the needs of residents.

The provision of opportunities to participate in fitness activities should include facilities such as dance studios, alongside fitness suites, as these can offer a wide range of classes and activities. Multi-purpose studios can also accommodate activities such as martial arts.

## Indoor Sports Specialist Facilities

### Indoor Sports Specialist Facilities – Squash

There are 4 squash courts in Sandwell. These are detailed in Table 19.

**Table 19: Sandwell Squash Courts**

Facility	Ownership	No. of Courts	Access	Year Built	Year Refurb.
Haden Hill Leisure Centre	LA	1	Pay & play	1976	-
Harry Mitchell Leisure Centre	LA	2	Pay & play	1975	-
Tipton Sports Academy	LA	1	Pay & play	1992	2007

None of the four existing squash courts have glass backs.

Figure 21 shows the location of the Squash courts in Sandwell.

**Figure 21: Sandwell Squash Courts**

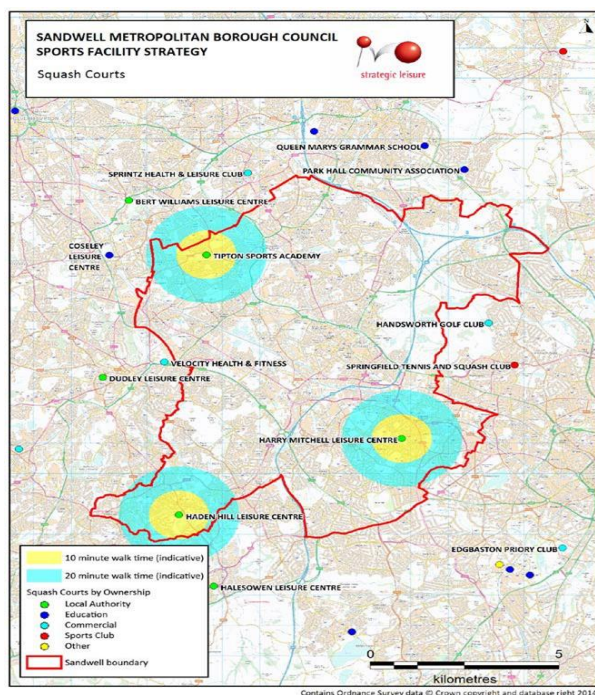


Figure 21 illustrates that the existing squash courts are provided in the north, southeast, and south of the Borough. There is no provision for squash in the west, or central areas of Sandwell. It also clearly shows that the majority of residents in Sandwell do not have access to a squash court within a 20-minute walking time; even fewer have access within a 10-minute walk time. The lack of courts is likely to be the reason for a lack of squash clubs in the borough, coupled with the fact that squash is a high participant sport, with a performance hub, and several clubs in Birmingham. There are additional squash courts accessible to

Sandwell residents but these are in neighbouring boroughs; these courts provide opportunities for participation, but they are unlikely to attract beginner or new participants to the game.

Consultation with England Squash and Racketball and local residents is identified in Table 20.

**Table 20: Consultation on Squash**

<b>Consultee</b>	<b>NGB Focus and Priorities</b>	<b>Future Focus and Priorities</b>	<b>Further Comments</b>
England Squash and Racketball	<ul style="list-style-type: none"> <li>Facilities in Sandwell;</li> <li>and</li> <li>There are no clubs in Sandwell.</li> </ul>	The focus should be on sustaining and improving the existing provision unless there are any opportunities for new courts.	From a strategic perspective two court plus facilities are more suitable to sustaining a range of activity programmes, single courts are ok for recreational usage but initiatives will probably struggle to take grip.
Local Residents	<p>18.2% of respondents to community consultation wanted to see squash facilities in any new sport and leisure facility in Sandwell.</p> <p>15.8% of respondents to community consultation stated that they would participate in Squash if facilities were provided.</p> <p>It was noted in the consultation that the Squash facilities in Sandwell are in a poor condition.</p>		

In summary, existing squash provision should be improved if retained or where possible replaced with new facilities to meet the needs of residents.

### **Indoor Sports Specialist Facilities – Indoor Bowls**

There are currently no purpose-built indoor bowls facilities in Sandwell. Whilst some sports and activity halls are used for short mat bowls, there are no dedicated facilities in Sandwell. Given that the population is ageing generally, and that in Sandwell there will be a significant increase in the numbers of older people resident in the Borough, provision of indoor bowls facilities may be something to consider, to encourage participation – physical and social – in physical activity. Any such development should be club-led. The development of such a facility is also supported by the Sport England market segment profile of Sandwell and the high number of Elsie and Arnolds.

### **Indoor Sports Specialist Facilities – Indoor Netball**

Given there is currently only one 6 court badminton hall in the Borough, and two sports halls with 5 courts, provision for indoor netball is extremely limited. Indoor netball requires a minimum of 6 badminton courts for training, and 8 badminton courts for competitive games, together with appropriate run offs, given the dimensions of a netball court.

If a new sports hall facility were to be developed in the Borough in the future, the potential for provision of indoor netball within the facility should be considered, to increase access for the local community to this participation opportunity. The development of such a facility is also supported by the Sport England market segment profile of Sandwell and the high number of Paulas.

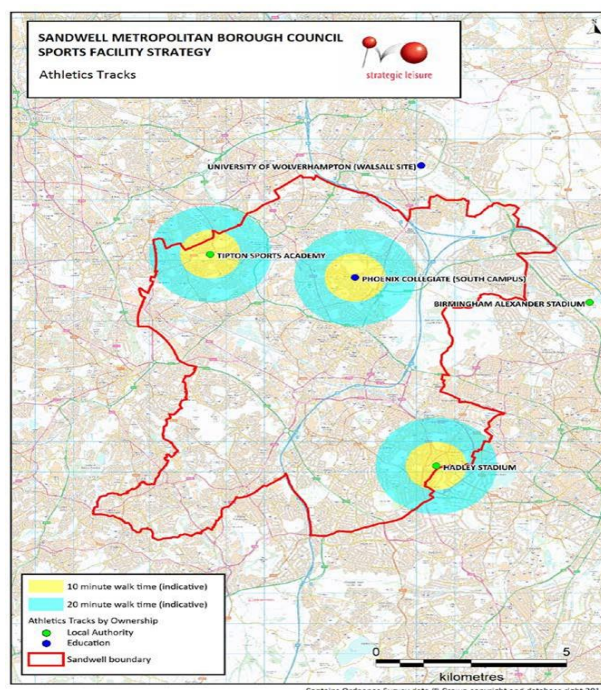
## Athletics – Supply of Athletics Tracks in Sandwell

There are 3 existing athletics tracks in Sandwell. These are:

- Hadley Stadium – built in 1984, this is an 8 lane, floodlit synthetic track – the track has never been refurbished;
- Phoenix Collegiate (South Campus) – built in 1960, this is a cinder track, without floodlights – the track has not been refurbished; and
- Tipton Sports Academy – built in 1998, and refurbished in 2014, this is an 8 lane, floodlit, synthetic track.

Figure 22 details the location of athletics tracks in Sandwell.

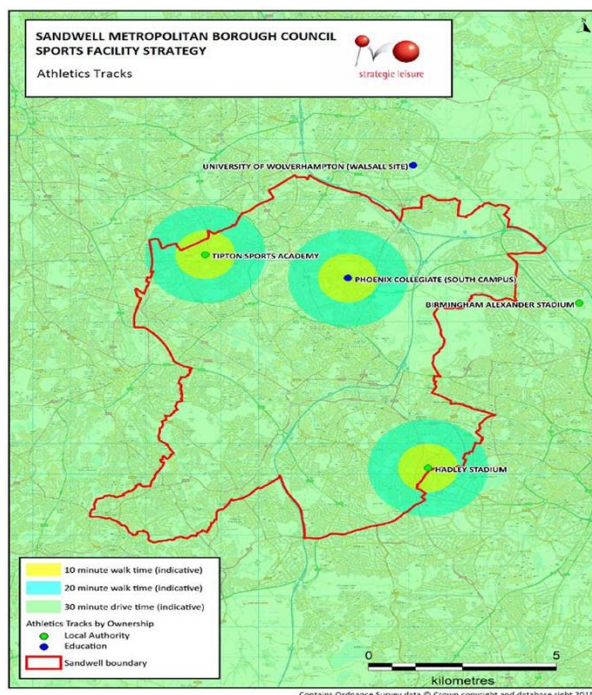
**Figure 22: Sandwell Athletics Tracks**



The geographical distribution of the existing tracks may impact on accessibility, as shown in Figure 22. Existing tracks in the Borough are predominantly in the north of Sandwell; therefore, the nearest track for residents in the south, and southwest may be in a neighbouring borough.

Clearly the majority of residents in Sandwell do not have 20 or 10 minutes' walk time access to an athletics track (Figure 22). However, the specialist nature of this facility type means that generally, catchment areas are wider, and travel time tends to be longer. A 30-minute drive time catchment area is illustrated in Figure 23; this shows that this catchment area effectively includes the whole Borough.

**Figure 22: Sandwell Athletics Tracks – 30 min. Drive Time Catchment**



Currently, there are two tracks in the north of the Borough, although effectively there is one, as cinder tracks can only be used for training, and this facility is on an education site, so community access is limited. The third track is in the south east of the Borough.

The track at Hadley Stadium is in poor condition. The facilities supporting use of the track are also in extremely poor condition.

There are other high-quality athletics facilities close to Sandwell both at the University of Wolverhampton in the north and at Birmingham Alexander Stadium to the northeast.

There is one athletics club in Sandwell, Tipton Harriers. This club trains and competes at Tipton Sports Academy. It is unlikely that another athletics club will form in the area to create further demand.

There is a need to retain athletics provision in the Borough. However, in the long-term it might be better to focus resources into one site, Tipton Sports Academy, to ensure this is of very high quality, and can meet all health and safety regulations. Currently, there are safety issues with the facility at Hadley Stadium.

## **Indoor Tennis – Supply of Indoor Tennis Facilities in Sandwell**

There is one indoor tennis facility in Sandwell. This is a 6 court (acrylic surface) facility, at Tipton Sports Academy; there are also 4 outdoor courts, although these need resurfacing. The facility was built in 1998, and refurbished in 2002. The facility offers opportunities for lessons, coaching, and pay and play access. Sandwell's largest tennis club is based at the facility.

The indoor tennis facility is in the north of the Borough; whilst the catchment area for this type of specialist facility is greater than for e.g. sports halls, the low car ownership in Sandwell is likely to impact significantly on the ability of individuals to travel to this facility.

The Lawn Tennis Association (LTA) has highlighted the importance of Tipton Sports Academy in terms of participation opportunities in tennis, and the need for additional indoor provision elsewhere in the Borough. The facility is in an average condition and requires investment to bring it back to being a high-quality facility. It is recommended that work is undertaken with the LTA to identify a sustainable business model for the facility and increase the number of residents participating in tennis. There are two tennis clubs in Sandwell and a number of courts in the Borough's parks. A hub and spoke model for tennis development could be developed and this should be done in partnership with Tipton Sports Academy, the relevant clubs, and the LTA.

## **Outdoor Sports Specialist Facilities**

### **Outdoor Sports Specialist Facilities – Supply of Water Sports Facilities in Sandwell**

There is currently no dedicated water sports facility in Sandwell. However, there is significant potential to develop provision for such a facility at Swan Pool in Sandwell Valley Country Park.

Sandwell Valley Country Park is an award winning Green Flag Park. It comprises of 660 acres of open countryside and is located 10 minutes from the centre of West Bromwich, also having good links to the motorway network. The park already provides informal opportunities for walking, running, and cycling.

Swan Pool is an open stretch of water and offers significant potential for development as a water sports centre. Such a centre would provide additional participation opportunities for Sandwell residents. Swan Pool is currently home to Sandwell Valley Sailing Club but the facilities at the site are in a very poor condition. The pool is also used for open water swimming and offers significant opportunities for the development of Triathlon. British Triathlon have stated the following in support of the development of the Swan Pool site:

- For Triathlon to grow in Sandwell a new outdoor facility would be required. We would like to think that Sandwell Valley / Swan Pool could be improved with new changing facilities, toilets to access, and classroom space. Triathlon event as well as course facility space, training space. Not a lot of clubs, NGB's use Swan Pool due to the lack of facilities. If toilets, classrooms were available etc. British Triathlon would be able to host open water courses. Clubs would feel more comfortable in using the facility for novices to train at.

Any development of the site should be done in conjunction with the relevant NGBs and the sports clubs that currently use the facility.

### **Outdoor Sports Specialist Facilities – Golf**

There are 7 golf courses located in Sandwell. These are detailed in Table 21.

**Table 21: Sandwell Golf Courses**

<b>Course</b>	<b>Ownership</b>	<b>Holes</b>	<b>Driving Range</b>	<b>Access</b>	<b>Affiliated to England Golf</b>
Brandhall Golf Course	LA	18	No	Pay & play Membership	Yes
Dartmouth Golf Course	Club	9	No	Pay & play Membership	Yes
Dudley Golf Club	Club	18	No	Pay & play Membership	Yes
Rowley Golf Centre	Club	18	Yes	Pay & play Membership	No
Sandwell Valley Pitch & Putt	LA	18 Plus 18 Footgolf	No	Pay & play	No
Sandwell Park Golf Club	Club	18	No	Pay & play Membership	Yes
Warley Woods Golf Course	Trust	9	No	Pay & play Membership	Yes

Nationally, 2.54% of people participate in golf. This figure is lower in the Black Country at 1.94%. The national latent demand for golf is 1.34% (PS9, 2015). Although no equivalent data exists at a Sandwell or a Black Country level, if this figure is assumed to be the same in Sandwell, this would mean 2,966 people (16+) would like to participate in golf who do not already.

From Sport England market segmentation data, 'Philip' has the highest participation and latent demand for golf, with 'Tim' being the second highest. 'Leanne' and 'Paula' have the lowest latent demand for golf within the market segments (Sport England, 2015). Sandwell has a lower proportion of 'Philip' and 'Tim' than the national average (11.4% against 17.4%), and a higher proportion of 'Leanne' and 'Paula' (12.9% vs 8.0%). Therefore, Sandwell likely has a lower latent demand for golf than the national average, and it is likely that less than 2,966 people in Sandwell would like to participate in golf. Only 6.8% of respondents to public consultation conducted by Sandwell Council in 2017 stated that they wished to play in golf; this was the lowest response of all other sports in Sandwell.

The Sandwell Playing Pitch Strategy, adopted by Sandwell Council in September 2015, highlights that there is spare capacity at all golf courses in Sandwell to cope with current and future demand. However, this statement must be viewed in the context that several clubs in Sandwell are struggling to attract members and several courses are struggling to remain open. Total membership numbers at England Golf affiliated golf clubs in Sandwell have reduced by 16.27% from 2014 to 2016. In October 2016, four golf courses in Essex, Leicestershire, Devon, and Scotland, announced their closure within a few weeks of each other, with a further estimated 26 facilities having closed since 2011 demonstrating the difficulties being faced by golf course operators.

The golf market has changed over recent years. Whereas municipal golf courses were once required to allow all to participate in golf due to private courses requiring a person to become a member, this is no longer the case as many of these courses now need to attract casual users to remain open. All golf courses in Sandwell, as shown in Table 21, offer pay & play visitor access.



The main local authority municipal golf course is Brandhall Golf Course. This is operated on behalf of the Council by Sandwell Leisure Trust. Brandhall Golf Course, located in Oldbury, is a par 71 woodland golf course. The club-house facility has a pro shop, putting green, and café, although facilities are in a very poor condition. Access to the site is poor and through a residential estate. Membership numbers at Brandhall Golf Club decreased by 53.2% from 2014 to 2016 and the facility requires a large subsidy from the Council to remain open.

Multi-million-pound investment would be required to allow the course to become sustainable and maintained to a required standard. This would include the relocation of the club house facilities to be directly off the Wolverhampton Road, a major upgrade to the irrigation / drainage of the course as during wet months the course becomes unplayable due to it being water logged, and the overall quality of the greens and fairways. However, this would still not ensure the sustainable future of the site or an overall increase in the number of residents participating in golf. With the declining numbers of golf club members in Sandwell, and with the low latent demand for residents who wish to play golf, it is likely that any upgrade to Brandhall Golf Course would further dilute the market and dislocate participants from other golf clubs / courses in the area.

Therefore, due to the small latent demand to participate in golf, the fact that other Sandwell golf courses are struggling to remain open, the decline in golf club membership numbers, and the condition and cost of making the required improvements to Brandhall Golf Course, it is recommended that an alternative future use is determined for the Brandhall site and that the Council support the sustainability of golf in Sandwell by supporting the independent golf clubs and courses in the borough through the creation of a development pathway for golf. England Golf have identified that there is a gap in the market for a facility that offers an 18 hole, par 3 course with associated driving range which could be utilised as the first stage in any such pathway. The Council could look to support the development of such a facility in the Borough to facilitate the closure of Brandhall Golf Course.

## SECTION FOUR: Applying the Analysis and Moving Towards an Active Sandwell

### Applying the Analysis

Sections Two and Three of the Strategy show that there is a need and opportunity to improve sport and leisure provision in the borough. There are several reasons for this:

- The need to support the delivery of the Sandwell Vision 2030;
- The poor condition of the older existing facilities in Sandwell that do not and will not meet the needs of a diverse and growing population;
- The lack of opportunities to participate in sport and physical activity due to the nature and condition of some sport and leisure facilities in Sandwell and the impact this has on levels of physical inactivity and obesity;
- The lack of suitable sport and leisure facility provision to support the needs of Sandwell Sports Clubs and residents in achieving their sporting potential and aspirations; and
- The unsustainable economic nature of the existing sport and leisure facilities in Sandwell.

To support the resolution of these needs, the analysis of existing facility provision in Sandwell has raised the needs and priorities detailed in Table 22.

**Table 22: Existing Facility Needs and Priorities**

<b>N&amp;P Ref.</b>	<b>Needs and Priorities Description</b>
G1	Support the delivery of Sandwell Vision 2030
G2	Improve levels of participation in and physical activity
G3	Reduce levels of obesity
G4	Meet the demands of a diverse and growing population
G5	Provide accessible sport and leisure facilities due to low levels of car ownership
G6	Provide sport and leisure facilities that are economically sustainable in the long-term
F1	The age, condition, and long-term sustainability of Langley Swimming Centre
F2	The age, condition, and long-term sustainability of Smethwick Swimming Centre
F3	The age, condition, and long-term sustainability of Harry Mitchell Leisure Centre
F4	The age, condition, and long-term sustainability of Hadley Stadium
F5	The age, condition, and long-term sustainability of Haden Hill Leisure Centre
F6	The condition and long-term sustainability of Tipton Sports Academy
S1	The poor quality of swimming provision in Oldbury, Rowley Regis, and Smethwick
S2	The high-level of current and future unmet demand for swimming
S3	The lack of competitive swimming facilities in Sandwell and the West Midlands area
S4	The lack of a diving facility in Sandwell and the West Midlands area
S5	The gap in swimming provision in the north Rowley Regis and Oldbury area.
SH1	Maintain the existing supply level of sports halls in Sandwell
SH2	The limited availability of sports halls on some education sites
SH3	The lack of an 8 x badminton court sports hall in Sandwell
SH4	The lack of suitable basketball facilities in Sandwell
SH5	The lack of volleyball / beach volleyball facilities in Sandwell

N&P Ref.	Needs and Priorities Description
SH6	The lack of suitable facilities for the development of mat sports (marital arts, boxing etc.) in Sandwell
SH7	The lack of indoor cricket facilities in Sandwell
SH8	The lack of suitable gymnastics facilities in Sandwell
HF1	Maintain the supply of health and fitness provision in Sandwell
HF2	The quality of health and fitness provision at Council sites in the south of Sandwell
IS1	Maintain the supply of squash court provision in Sandwell
IS2	The quality of squash court provision in Sandwell
IS3	The lack of indoor bowls facilities in Sandwell
IS4	The lack of indoor netball facilities in Sandwell
A1	The quality of athletics track provision in Sandwell
IT1	The quality and sustainability of indoor tennis provision at Tipton Sports Academy
OS1	The lack and quality of outdoor water sport facilities in Sandwell
OS2	The quality and sustainability of golf provision in Sandwell

Based upon the context of Sandwell as a place, the condition of existing facilities, the supply and demand analysis, and resultant needs and priorities for built sport and leisure facilities (as identified in Table 22) in Sandwell, through the realisation of the opportunities detailed in Table 23.

**Table 23: Opportunities for Sandwell Sport and Leisure Built Facilities**

Opp. Ref.	Opportunity Description	N&P Supported
O1	<p><b>Develop an aquatics centre providing regionally competitive swimming and diving facilities and community facilities that support Smethwick and east Oldbury.</b></p> <p>This opportunity would see the development of an aquatics centre that would, as a minimum, provide Sandwell with a 50m x 8 lane competitive swimming pool with an associated warm up tank (20m x 10m). The swimming pools would have the appropriate number of booms and would be equipped with moveable floors to ensure that their capacity is maximised. It would also be possible for a diving facility to be developed as part of the centre. The facility would also contain 500 spectator seats as a minimum and associated changing facilities.</p> <p>The demand for such a facility has been identified through public consultation and the work completed by Swim England in their West Midlands Competitive Facility Framework.</p> <p>If this opportunity was to be realised, Sport England FPM evidences that, although the number of pools in Sandwell will have reduced by 2 and the number of pool sites by 1, the total supply of water space will have increased by 275sqm which equates to increasing swimming capacity by 6,445 visits per week. It would also increase the water space per 1000 population by 1sqm.</p>	<ul style="list-style-type: none"> <li>• G1;</li> <li>• G2;</li> <li>• G3;</li> <li>• G4;</li> <li>• G5;</li> <li>• G6;</li> <li>• F1;</li> <li>• F2;</li> <li>• S2;</li> <li>• S3;</li> <li>• S4;</li> <li>• SH8;</li> <li>• HF1;</li> <li>• HF2.</li> </ul>

Opp. Ref.	Opportunity Description	N&P Supported
	<p>To support and complement the development of diving in Sandwell, it would be prudent to include a gymnasium and dry diving facility within the centre. This would meet the demand for gymnastic facilities in Sandwell.</p> <p>It is recommended that this facility includes a 150-station gym (including ladies only), two activity studios, and a group cycling studio as a minimum.</p> <p>The provision of such a facility would enable the rationalisation of Langley Swimming Centre and Smethwick Swimming Centre into one. These facilities are in a poor condition, as detailed in the public consultation completed in Spring 2017, and no longer meet the needs of residents. These facilities are also not economically sustainable.</p> <p>The location of the facility is key to the success of the project as it will need to serve the catchment areas covered by Langley Swimming Centre and Smethwick Swimming Centre.</p>	
O2	<p><b>Develop an improvement plan and sustainable business plan for Harry Mitchell Leisure Centre.</b></p> <p>Harry Mitchell Leisure Centre is an old facility, in a poor condition, and no longer meets the needs of residents. This is supported by public consultation.</p> <p>An improvement / business plan for this facility could include the potential to remodel Harry Mitchell Leisure Centre to be the development centre for Mat Sports in Sandwell. This would meet the identified need for such a facility. It would also support the long-term sustainability of the facility.</p> <p>The improvement of the squash facilities at the Centre would also be a priority along with the retention of the Hammer Gym.</p> <p>The ladies only gym would be relocated to a new aquatics centre as this would be a more suitable location.</p>	<ul style="list-style-type: none"> <li>• G1;</li> <li>• G2;</li> <li>• G3;</li> <li>• G4;</li> <li>• G5;</li> <li>• G6;</li> <li>• F3;</li> <li>• SH1;</li> <li>• HF1;</li> <li>• IS1.</li> </ul>
O3	<p><b>Develop an improvement plan and sustainable business plan for Hadley Stadium.</b></p> <p>There is an opportunity to improve facilities available at Hadley Stadium which is in a poor condition and underutilised as a facility.</p> <p>This could include the provision of indoor cricket facilities, indoor bowls facilities, indoor netball facilities, and a review of athletics provision.</p>	<ul style="list-style-type: none"> <li>• G1;</li> <li>• G2;</li> <li>• G3;</li> <li>• G4;</li> <li>• G5;</li> <li>• F4;</li> <li>• SH1;</li> <li>• SH7;</li> <li>• IS3;</li> <li>• IS4.</li> </ul>
O4	<p><b>Develop an options appraisal and sustainable business plan for sport and leisure provision in Rowley Regis.</b></p>	<ul style="list-style-type: none"> <li>• G1;</li> <li>• G2;</li> <li>• G3;</li> </ul>

Opp. Ref.	Opportunity Description	N&P Supported
	<p>As Haden Hill Leisure Centre is now 41 years old, there will be a requirement to replace the facility in the medium-term to ensure the long-term sustainability of sport and leisure provision in Rowley Regis. Failure to replace this facility would place the Council's ability to meet the demand for sport and leisure facilities in the Rowley Regis area, especially in terms of swimming pool and sports hall provision.</p> <p>To meet need, it is recommended that this facility would have the following facility mix as a minimum:</p> <ul style="list-style-type: none"> <li>• 25m x 17m (8 lane) swimming pool with moveable floor</li> <li>• 20m x 10m swimming pool with moveable floor</li> <li>• 100 swimming pool spectator seats</li> <li>• Sauna and steam room</li> <li>• 100 station gym</li> <li>• 1 x 450sqm dance studio</li> <li>• 1 x 150sqm dance studio</li> <li>• 40 station group cycling studio</li> <li>• 2 x squash court</li> <li>• 8 court sports hall</li> </ul> <p>With the provision of an 8-court sports hall, demand could be met for competitive badminton, basketball, and volleyball facilities.</p> <p>The provision of such a facility would support the long-term economic sustainability of sport and leisure facilities in Sandwell.</p>	<ul style="list-style-type: none"> <li>• G4;</li> <li>• G5;</li> <li>• G6;</li> <li>• F5;</li> <li>• S1;</li> <li>• S2;</li> <li>• SH1;</li> <li>• SH3;</li> <li>• SH4;</li> <li>• SH5;</li> <li>• HF1;</li> <li>• HF2;</li> <li>• IS1;</li> <li>• IS2.</li> </ul>
O5	<p><b>Develop an improvement plan and sustainable business plan for Tipton Sports Academy and Tennis Provision in Sandwell.</b></p> <p>There is an opportunity to undertake a review with the LTA to identify a sustainable business model for the facility and increase the number of residents participating in tennis. There are two tennis clubs in Sandwell and a number of courts in the Borough's parks. A hub and spoke model for tennis development could be developed and this should be done in partnership with Tipton Sports Academy, the relevant clubs, and the LTA.</p> <p>There is also an opportunity to improve athletics, squash, and the sports hall at the facility to support demand.</p>	<ul style="list-style-type: none"> <li>• G1;</li> <li>• G2;</li> <li>• G3;</li> <li>• G4;</li> <li>• G5;</li> <li>• SH1;</li> <li>• HF1;</li> <li>• IS1;</li> <li>• IS2;</li> <li>• IT1.</li> </ul>
O6	<p><b>Develop a sustainable business plan for a swimming pool to be located at Portway Lifestyle Centre.</b></p> <p>The FPM data shows that there is a high unmet demand for swimming facilities in the area around Portway Lifestyle Centre. Provision of such a facility in this area would support the reduction of unmet swimming demand in Sandwell, specifically demand which is unmet due to accessibility as there has not been a swimming facility in this area.</p>	<ul style="list-style-type: none"> <li>• G1;</li> <li>• G2;</li> <li>• G3;</li> <li>• G4;</li> <li>• G5;</li> <li>• G6;</li> <li>• F1;</li> <li>• S1;</li> <li>• S2;</li> <li>• S5.</li> </ul>

Opp. Ref.	Opportunity Description	N&P Supported
	<p>The provision of a swimming facility in this area of Oldbury would support the rationalisation of Langley Swimming Centre.</p> <p>As Portway Lifestyle Centre is an excellent condition, having opened to the public in 2013, the provision of a swimming facility here would offer a best value solution to meeting this need.</p>	
O7	<p><b>Develop a sustainable business plan for an outdoor water sports centre at Swan Pool.</b></p> <p>The facilities at Swan Pool are old and in a poor condition, and are underutilised. Therefore, the development of this facility would provide additional participation opportunities for Sandwell residents and would support the regeneration of a neglected area of Sandwell Valley.</p>	<ul style="list-style-type: none"> <li>• G1;</li> <li>• G2;</li> <li>• G3;</li> <li>• G4;</li> <li>• G5;</li> <li>• G6;</li> <li>• OS1</li> </ul>
O8	<p><b>Secure the long-term sustainability of golf in Sandwell through supporting independent clubs, creating a development pathway, and identifying an alternative use for Brandhall Golf Course.</b></p> <p>Due to the small latent demand to participate in golf, the fact that other Sandwell golf courses are struggling to remain open due to declining membership numbers, and the condition and cost of making the required improvements to Brandhall Golf Course, it is recommended that an alternative future use is determined for the Brandhall site, and that the Council support the sustainability of golf in Sandwell by supporting the independent golf clubs and courses in the borough through the creation of a development pathway for golf. England Golf have identified that there is a gap in the market for a facility that offers an 18 hole, par 3 course with associated driving range which could be utilised as the first stage in any such pathway. The Council could look to support the development of such a facility in the Borough to facilitate the closure of Brandhall Golf Course.</p>	<ul style="list-style-type: none"> <li>• G1;</li> <li>• G2;</li> <li>• G3;</li> <li>• G4;</li> <li>• G5;</li> <li>• G6;</li> <li>• OS2.</li> </ul>
O9	<p><b>Maintain the quality and facilities on offer at Tipton Leisure Centre, Portway Lifestyle Centre, Wednesbury Leisure Centre, and West Bromwich Leisure Centre.</b></p> <p>Maintaining these new facilities to a high standard will support the long-term sustainability of sport and leisure in Sandwell.</p>	<ul style="list-style-type: none"> <li>• G1;</li> <li>• G2;</li> <li>• G3;</li> <li>• G4;</li> <li>• G5;</li> <li>• S2;</li> <li>• SH1;</li> <li>• HF1;</li> <li>• IS3.</li> </ul>
O10	<p><b>Work with the Education sector to ensure that community use of their sport and leisure facilities is maximised.</b></p> <p>This opportunity would mean that more demand is met in Sandwell without the need for any capital outlay by maximising the use of existing facilities.</p>	<ul style="list-style-type: none"> <li>• SH1;</li> <li>• SH2;</li> <li>• HF1;</li> <li>• A1.</li> </ul>

## **‘Towards an Active Sandwell’**

Sandwell Council has a vision that, by 2030, Sandwell will be a thriving, optimistic, and resilient community. It will be a place where its residents are proud to belong – where they choose to live with their families, where they feel safe and cared for, enjoying good health, rewarding work, where they feel connected and valued in our neighbourhoods and communities, confident in the future, and benefitting fully from a revitalised West Midlands.

Sandwell Council recognise that the provision of high-quality sport and leisure facilities is integral to the delivery of this vision. The priority Sandwell places on sport and leisure facilities is proven by the multi-million-pound investment since 2009 in new facilities in Tipton, Oldbury, West Bromwich, and Wednesbury. This investment is matched by Sandwell Council’s aspiration to ensure that all residents have access to high-quality sport and leisure facilities.

The Strategy will achieve, through the investigation and delivery of the opportunities identified in Table 23, the following aims:

- Aim One: To support the delivery of the Sandwell Vision 2030;
- Aim Two: To provide opportunities for all residents to participate in sport and physical activity, helping reduce levels of physical inactivity and obesity, and supporting the ‘Towards an Active Sandwell’ strategy;
- Aim Three: To meet the sport and leisure needs of a diverse and growing population by providing residents with high-quality, accessible facilities that they want and are proud of;
- Aim Four: To provide facilities that support the needs of Sandwell Sports Clubs and residents to enable them to achieve their sporting potential and aspirations; and
- Aim Five: To ensure the sustainability of sport and leisure facilities in Sandwell.

Through the achievement of these aims, the Strategy will fulfil the Sandwell’s Physical Activity and Sport Strategy:

*‘Towards an Active Sandwell: Making Sandwell a place where all people are healthy, feel positive, and achieve their aspirations by engaging in an active lifestyle.’*