



**NORTHAMPTON BOROUGH COUNCIL AND  
NORTHAMPTONSHIRE COUNTY COUNCIL**

**SPORT AND LEISURE FACILITIES STRATEGY**

**STAGE 1: STRATEGY REPORT**

**26 JANUARY 2010**

**Integrity, Innovation, Inspiration**

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Final approval	TBC	28 January 2010

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## **PART 1: INTRODUCTION**

This is the stage one strategy evaluation report by Knight Kavanagh & Page (KKP) to identify and quantify the strategic need to develop sport and leisure facilities in the Northampton Borough Council (NBC) area. As such it:

- ✦ Considers previous work undertaken related to facilities planning.
- ✦ Provides an understanding of supply of, and demand for, sport and leisure facilities in respect of population projections and to determine additional infrastructure required.
- ✦ Provides an assessment of school pools owned by Northamptonshire County Council.
- ✦ Examines the emerging sports facilities for all ages across Northampton.

It follows, and is based upon, a facility audit, a series of face-to-face consultation meetings, desktop research and analysis to determine the likely future need for facilities.

The emerging strategy will consider sports including youth adrenaline sports and sport for people at retirement age to reflect the current and future potential of Northampton Borough Council owned leisure centres and Northamptonshire County Councils' school swimming pools. The Strategy has been developed within the context of national, regional and local policies to allow planners and policy makers to take an informed decision on enhancing local provision. It thus considers:

- ✦ The role of each sports leisure facility (in particular the three NBC owned leisure centres) and how they do/could meet current and future demands. Capacity as well as the fabric of each leisure centre is considered. The projected population growth, its impact on the existing sports and leisure infrastructure and future needs.
- ✦ Lings Forum and the need to evaluate future options for the centre and a strategy to implement future action.
- ✦ How Northamptonshire County Council school sports/swimming facilities can be best utilised to add to the general public facility stock in Northampton in a practical way.
- ✦ An extensive consultation exercise to capture and identify future need.
- ✦ An implementation strategy which identifies the opportunity for public sector intervention and potential funding sources will also need to be identified.

The Strategy is presented as incremental steps up to 2026.

### **Report structure**

This study has been delivered as two stages which incorporate an evaluation and management options appraisal. The two stages are distilled into, and presented as, two individual reports which contain as follows:

- ✦ Report One: Evaluation Report: This highlights the key considerations for facility provision across the Borough. It incorporates its own clear conclusions and recommendations on the most appropriate way forward for NBC.
- ✦ Report Two: Management Options Appraisal: This follows Report One and indicates the most appropriate management model for the wider sport and leisure portfolio based upon the recommendations contained within Report One.

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## 1.1: The context

The Sport and Leisure Strategy is designed to serve as a tool to guide NBC, the West Northamptonshire Joint Planning Unit (WNJPU) and Northamptonshire County Council (NCC) to plan to meet new demands arising from the Government's Growth Agenda.

This evaluation recognises and reflects NBC and NCC aims and aspirations. It acknowledges key 'cross-cutting' issues such as lifelong learning, health and social inclusion and encourages the pursuit of local priorities within a regional and national context. It addresses provision that serves local catchments, local communities, communities of sporting interest, and reflects all partners' aspirations for the area.

The need for a 'joined up', strategic approach to development of sport and leisure across the Borough is recognised. The evaluation incorporates detailed analysis of current supply, existing and future demand to prioritise and encourage further development. The need for an organised, coordinated programme of facility development and operation is further reinforced by the following issues:

- ◀ Northampton is the largest town in England. Its population is approximately 200,100.
- ◀ A further 29,500 dwellings are to be built in the Borough from 2009 to 2026 and the population is projected to expand up to 261,300 (Ref: NCC population projections).
- ◀ Sport and leisure has an important role to play in enabling the Council and its partners to achieve their respective objectives; making Northampton an attractive and desirable place to live, work, play and invest in.

Empirical evidence and previous studies (e.g. PPG17, West Northamptonshire Sports Facilities Strategy) suggest that there is currently under-capacity in swimming pools, and sports halls. This, combined with an expanding population, would suggest a need to develop more sporting facilities in Northampton, and to consider the potential to develop a flagship facility for the Borough, and/or a sport and leisure feature facility which attracts people into the area.

As stated above, Northampton's population is expected to increase to 261,300 by 2026. All of the supply and demand analysis undertaken within this study uses this projection as its basis.

### ***National and regional context***

A range of national and regional strategies have to be contextualised when developing the vision for the future facility infrastructure for Northampton. These include:

- ◀ Rural White Paper 2000 (reviewed 2004).
- ◀ The Department for Communities and Local Government report on the effectiveness of planning policy on sport and recreation.
- ◀ The Carter Report on Sport (2005).
- ◀ Every Child Matters.
- ◀ Physical Education (PE) and Sport Strategy for Young People - PESSYP (2008).
- ◀ Game Plan (2002).
- ◀ The Chief Medical Officer's Report: At least five a week (2004).
- ◀ Be Active, Be Healthy (Feb 2009).
- ◀ The East Midlands Regional Plan (2009).

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The local strategies taken into account within the study include:

- ◀ Northampton Sustainable Community Strategy
- ◀ West Northamptonshire Joint Core Strategy - Issues and Options
- ◀ West Northamptonshire Sports Facilities Strategy
- ◀ Northampton Open Space, Sport and recreation Strategy
- ◀ Northampton Playing Pitch Strategy
- ◀ West Northamptonshire Retail and Leisure Study
- ◀ Northampton Economic Development Strategy
- ◀ The West Northamptonshire Emerging Joint Core Strategy



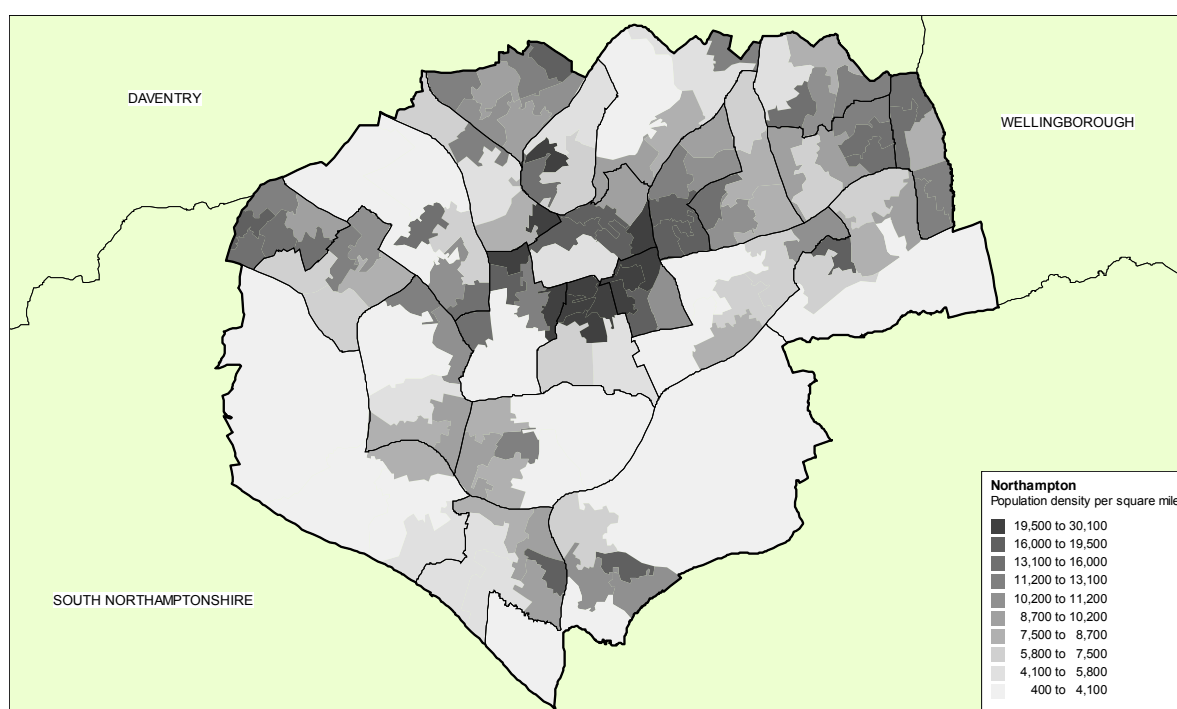
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## PART 2: NORTHAMPTON'S DEMOGRAPHIC PROFILE

### 2.1: Population density

The population density map below is based on super output areas (SOA's) and uses data from the mid-2006 population estimate; it allows residential and non-residential areas to be easily identified. It highlights the densely populated areas in and around the conurbation of Northampton whilst also clearly illustrating the more sparsely populated areas which surround the urban core. It reveals that population density is highest in the north of the Borough and lowest in its rural southern hinterland.

*Figure 2.1: Northampton population density map*



### 2.2: Population growth

Northampton is cited as a key growth area in the East Midlands Regional Plan. The West Northamptonshire Emergent Joint Core Strategy (2009) outlines the pattern of growth for the Area. In order to deliver the requirements of the East Midlands Regional Plan the following growth options are preferred:

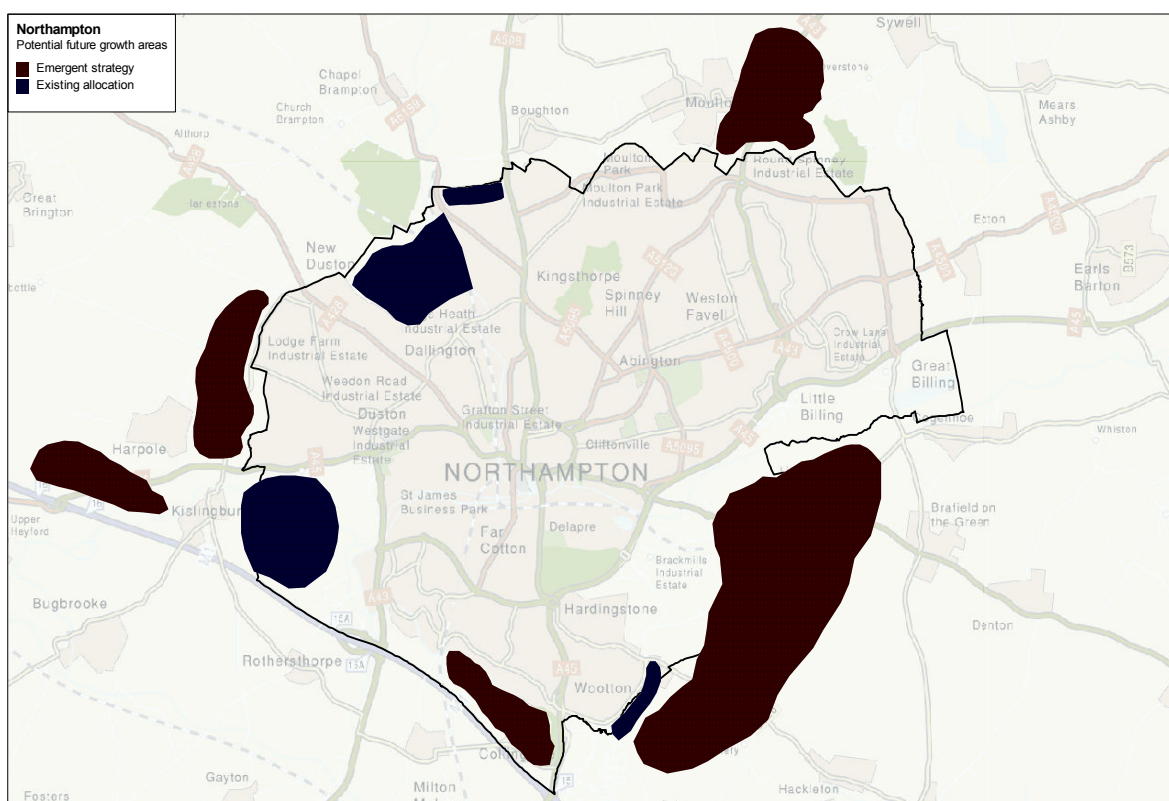
- Northampton North (5,400 dwellings to 2026).
- Northampton South East (6,350 dwellings to 2026; with a target of 18,000 beyond this date).
- Northampton South (2,200 dwellings to 2026).
- Northampton West (5,400 dwellings to 2016).
- Northampton junction 16 (180 ha of employment land only).

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Details about the key proposals for each area and the infrastructure required which may have a direct or indirect influence on the requirement for sports leisure facilities can be accessed at:

[http://consult.westnorthamptonshirejpu.org/portal/jpu/westnorthants\\_ejcs/wnejcs?pointId=811901](http://consult.westnorthamptonshirejpu.org/portal/jpu/westnorthants_ejcs/wnejcs?pointId=811901)

*Figure 2.2: Northampton's potential future growth areas (as cited in the West Northamptonshire Emerging Joint Core Strategy) and existing Local Plan Allocations*



## 2.3: Deprivation

4.9% of Northampton's population resides in areas deemed to be in the bottom 10% of super output areas (SOAs) nationally in 2007 (i.e. in the most deprived areas of the country).

The deprivation map below illustrates the spread of SOAs in Northampton based on the 'Indices of Multiple Deprivation 2007' (IMD 2007). The ranking comprises 37 different indicators, grouped into seven separate 'domains' of deprivation; income, employment, health deprivation and disability, education, skills and training, barriers to housing and services, living environment deprivation and crime. These combine to produce an overall measure. A ranking of 'one' indicates the most deprived SOA in the country.

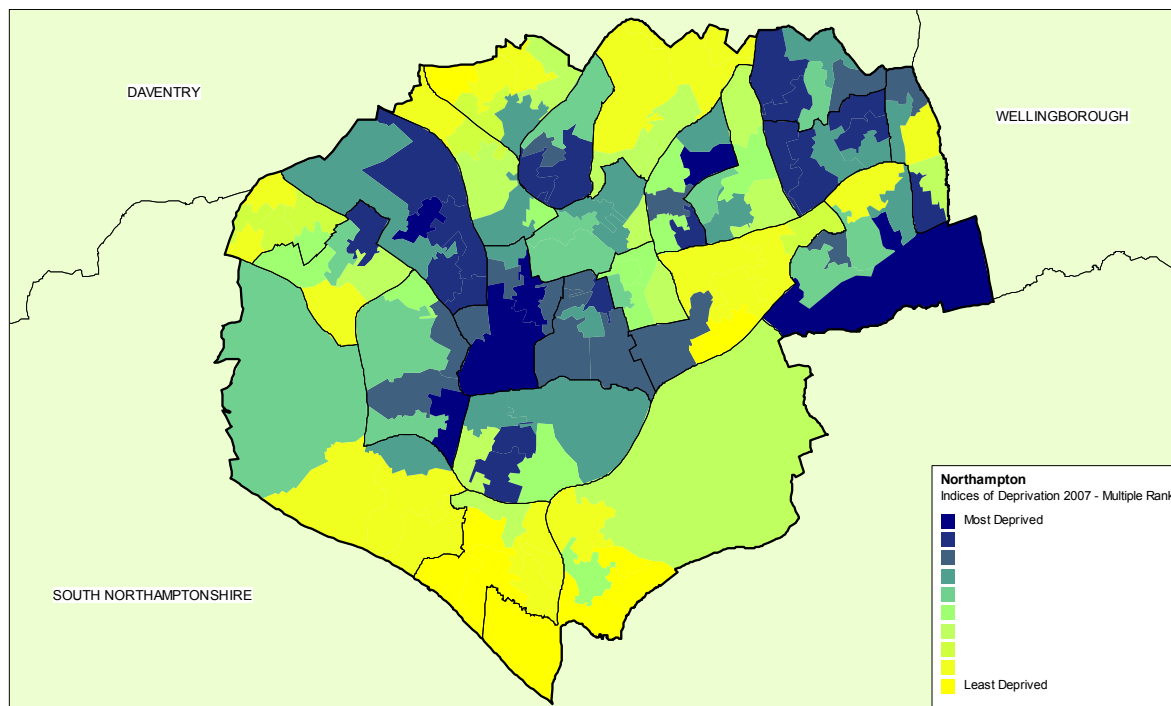
The map overleaf reveals that the most significant areas of deprivation in the Borough are to be found within the following areas (Communities and Local Government Website 2007):

- ◀ Castle and Spencer Wards – bottom 10% most deprived wards

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- ◀ Lumbertubs, St David's, Thorplands, St Crispin and Eastfields Wards - bottom 20% most deprived wards
- ◀ Billing Ward - bottom 30% most deprived wards.

*Figure 2.3: Northampton indices of multiple deprivation*



In 2007, in Northampton, 30.3% of the population lived in areas deemed as being in the bottom 30% of SOAs nationally (i.e. in the most deprived areas of the country). A key feature for any Sport and Leisure Strategy is to ensure the facility infrastructure and its usage reflects the profile of the local communities served.

The table overleaf shows the proportion of Northampton's population who live in deprived areas:

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*Table 2.2: Northampton indices of multiple deprivation*

Deprivation	IMD Rank Percent	Population in Band	% of Area Population
Most deprived	0.0 – 10.0	9,573	4.9%
	10.1 – 20.0	26,979	13.7%
	20.1 – 30.0	23,055	11.7%
	30.1 – 40.0	27,393	13.9%
	40.1 – 50.0	19,197	9.7%
	50.1 – 60.0	17,667	9.0%
	60.1 – 70.0	21,462	10.9%
	70.1 – 80.0	8,289	4.2%
	80.1 – 90.0	31,833	16.1%
Least deprived	90.1 – 100.0	11,853	6.0%

(KKP IMD profiling)

## 2.4: Active People

The first Active People survey was carried out on behalf of Sport England between October 2005 and October 2006 and was the largest sport and active recreation survey undertaken in Europe. It provides reliable statistics on participation for all 354 local authorities in England. A total of 363,724 adults were interviewed (a minimum of 1,000 in each local authority area). Data produced can be used to identify how participation varies from place to place and between different population groups. From the data collected, six key performance indicators (KPI's) were identified: Northampton's performance, compared to that of the East Midlands, is shown below:

*Table 2.3: Active People comparison table*

Key performance indicator	Northampton AP1	Northampton AP2	East Midlands AP1	East Midlands AP2	Higher/lower than East Midlands (AP2)
1 - Participation	20.4%	23.9%	20.8%	21.6%	Similar
2 - Volunteering	5.4%	4.8%	5.1%	5.3%	Similar
3 - Club membership	27.3%	27.2%	24.1%	24.1%	Higher
4 - Tuition	17.1%	20.7%	16.9%	17.6%	Similar
5 - Competition	13.9%	13.8%	15.3%	15.1%	Lower
6 - Satisfaction	66.3%	61.0%	67.7%	66.2%	Lower

\*Red indicates a lower figure than AP1

Green indicates a higher figure than AP2

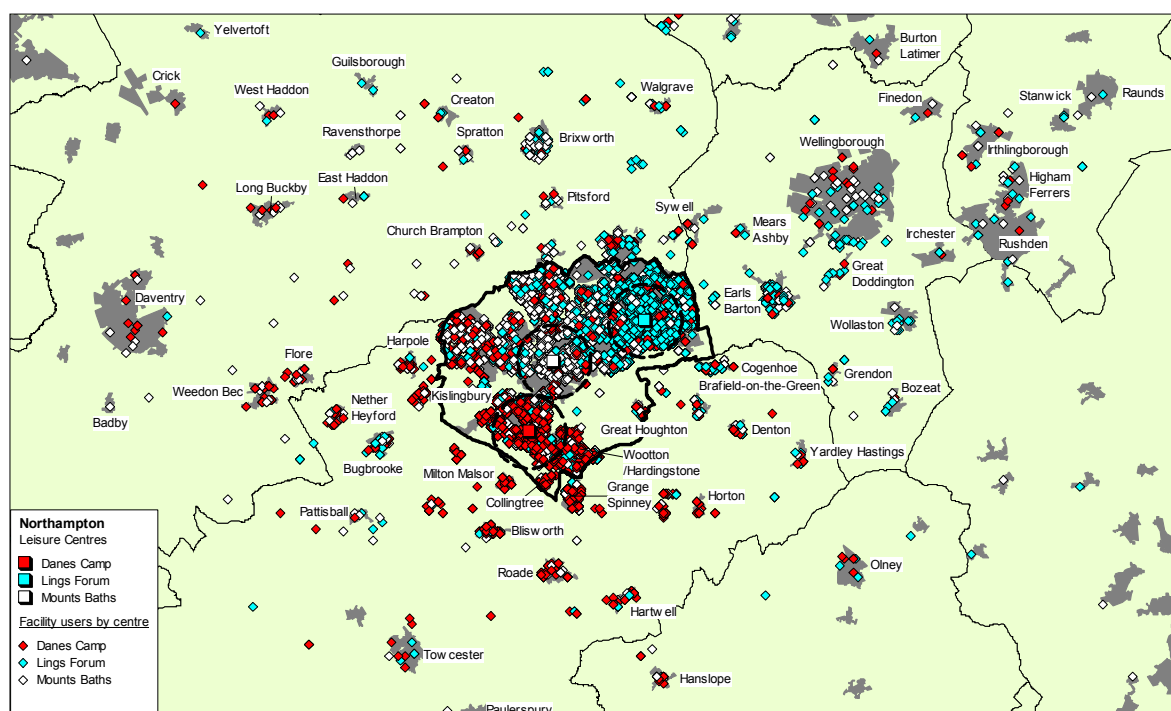
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Active People survey analysis reveals that generally activity levels in the Authority are comparable to East Midlands averages. It also indicates that competitive structures and greater levels of satisfaction are required to help increase levels of participation. Northampton performs higher than the East Midlands within the domain of club membership; this may point to a challenge in accommodating these clubs.

## 2.5: Review of current user profile

Northampton Borough Council operates a membership scheme for its users as a way of identifying who makes use of its facilities. The following section uses this data to identify and profile users and, by default, non-users. The information is based on those who have replaced their leisure card within the last 12 months (i.e. are active users); and assumes that they purchased their card at the facility that they use most regularly. The map that follows is based on the current details of approximately 14,000 members; a small proportion (5%) of whom could not be mapped due to incompletely recorded postcodes.

*Figure 2.4: Northampton leisure centre users by centre*



Some of the key results of the mapping exercise can be summarised as follows:

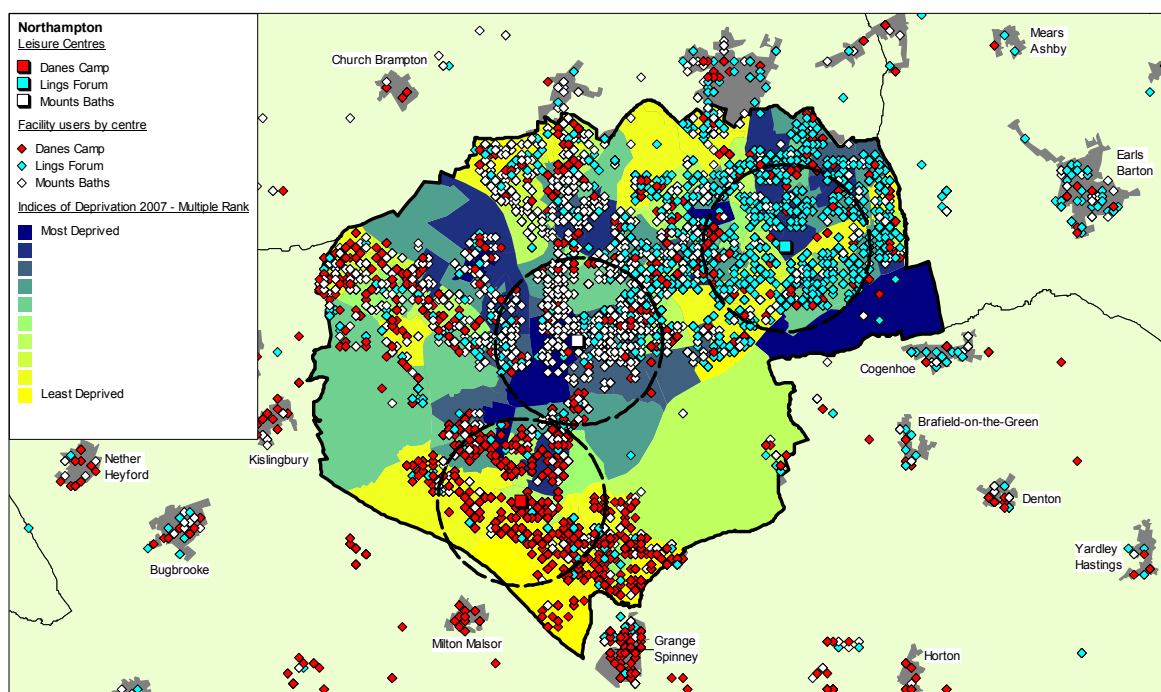
- ✦ The service has approximately 2,000 members (14%) that reside outside the Borough boundary.
- ✦ Given the above, the service regularly reaches 12,000 residents of Northampton (6% of the resident population). There are additional users who are not members, but this demonstrates the potential reach of the service.
- ✦ Mounts Baths is substantially less attractive to female users; as the profile of female members at each site indicates. This in part may be due to its age and facility mix.
  - ✦ Danes Camp – 55.5%

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- ◀ Lings Forum – 51.4%
- ◀ Mounts Baths – 44.2%
- ▶ Lings Forum attracts a greater proportion of members from Asian, Black, Chinese and mixed race communities.
- ▶ Danes Camp has by far the highest proportion of members aged under 16 years, but this almost halves in the 16 to 25 age group. This demonstrates, unsurprisingly, that the leisure pool facility is substantially less relevant to people over the age of 16.

Given that Sport England identifies that communities within urban areas should be (live) within 20 minutes walk of a quality sports facility we have applied a one mile radial catchment around each facility.

Figure 2.5: Northampton facility users by IMD multiple rank



Using the data it is possible to profile the members at each facility against the IMD multiple rank profile of Northampton. The above map illustrates where users come from and the nature of deprivation within their locality. In summary the following table indicates that the profile of NBC's facility membership broadly reflects the profile of the Borough, whereas the profile of members from outside of the Borough would indicate that they, in relative terms, more affluent:



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Table 2.4: Northampton facility users by IMD multiple rank

IMD 2007 10% bands	Northampton Borough profile	Northampton members profile	Non-residents profile
00 - 10%	4.9%	4.1%	0.3%
10 - 20%	13.7%	12.3%	0.9%
20 - 30%	11.7%	11.0%	0.9%
30 - 40%	13.9%	13.6%	2.5%
40 - 50%	9.7%	11.0%	1.8%
50 - 60%	9.0%	8.9%	1.8%
60 - 70%	10.9%	10.9%	4.3%
70 - 80%	4.2%	3.6%	15.9%
80 - 90%	<b>16.1%</b>	<b>16.8%</b>	26.4%
90 - 100%	6.0%	7.8%	<b>45.2%</b>

The following table analysis the data further and identifies the profile of the one mile catchment around each facility and compares it to the profile of its users within that same catchment.

Table 2.5: Northampton facility users by IMD multiple rank

IMD 2007 10% bands	Danes Camp		Lings Forum		Mounts Baths	
	Member profile	1 mile catchment profile	Member profile	1 mile catchment profile	Member profile	1 mile catchment profile
00 - 10%	4.5%	7.1%	3.9%	5.5%	10.9%	10.4%
10 - 20%	9.5%	12.2%	20.1%	<b>22.5%</b>	8.3%	8.8%
20 - 30%	0.0%	0.0%	6.4%	5.4%	<b>35.5%</b>	<b>37.3%</b>
30 - 40%	8.3%	13.3%	<b>20.4%</b>	21.3%	19.0%	9.0%
40 - 50%	1.6%	0.0%	18.2%	17.6%	13.4%	15.6%
50 - 60%	4.7%	5.4%	5.3%	5.3%	12.1%	18.9%
60 - 70%	17.0%	14.0%	7.6%	5.9%	0.7%	0.0%
70 - 80%	0.0%	0.0%	7.4%	5.7%	0.0%	0.0%
80 - 90%	<b>36.9%</b>	<b>35.1%</b>	10.7%	10.7%	0.0%	0.0%
90 - 100%	17.6%	13.0%	0.0%	0.0%	0.0%	0.0%

The key results from this analysis indicates that:

- ❖ Danes Camp and Lings Forum are not achieving sufficient levels of memberships from the more deprived communities on their doorstep.
- ❖ Danes Camp is securing a significant proportion of its membership from more affluent communities.
- ❖ Mounts Baths' membership reflects better the immediate community it serves, although it is possibly not as relevant as it should be to less disadvantaged communities within its catchment.

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## *Mosaic profile*

A similar analysis of memberships was also undertaken using Mosaic profiling. Mosaic is a consumer segmentation product which classifies all 24 million UK households into 11 groups, 61 types and 243 segments. The data is then used to paint a picture of Northampton's consumers in terms of their socio-demographics, lifestyles, culture and behaviour. In summary the following table indicates that the profile of NBC's facility membership broadly reflects the profile of the Borough, whereas the profile of members from outside of the Borough would indicate that they are more affluent. (Further details of Mosaic descriptions are provided in the appendix to this report).

*Table 2.6: Northampton Mosaic profiles*

Mosaic group description	Northampton Borough profile	Northampton members profile	Non-residents profile
Symbols of Success	7.8%	8.7%	25.2%
Happy Families	<b>22.1%</b>	<b>27.2%</b>	<b>27.7%</b>
Suburban Comfort	14.8%	13.8%	23.2%
Ties of Community	13.6%	13.2%	7.6%
Urban Intelligence	10.3%	12.0%	0.7%
Welfare Borderline	5.7%	4.9%	0.2%
Municipal Dependency	6.3%	4.4%	0.2%
Blue Collar Enterprise	12.6%	11.0%	5.5%
Twilight Subsistence	2.0%	1.2%	0.7%
Grey Perspectives	4.9%	3.7%	2.9%
Rural Isolation	0.0%	0.0%	6.2%

Like the IMD profile, the following table identifies the profile of a one mile radial catchment and compares the profile of the members of each facility within that same catchment.



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*Table 2.7: Northampton Mosaic profiles for the leisure facilities*

Mosaic description	Danes Camp		Lings Forum		Mounts Baths	
	Member profile	1 mile catchment profile	Member profile	1 mile catchment profile	Member profile	1 mile catchment profile
Symbols of Success	17.9%	16.3%	13.5%	14.4%	0.7%	0.7%
Happy Families	47.8%	44.8%	24.1%	20.4%	2.6%	3.9%
Suburban Comfort	8.0%	7.5%	15.8%	13.6%	0.4%	0.3%
Ties of Community	9.5%	10.2%	7.6%	7.0%	24.8%	24.4%
Urban Intelligence	3.2%	2.7%	1.2%	1.1%	50.0%	44.0%
Welfare Borderline	0.3%	0.8%	4.6%	4.4%	16.1%	18.5%
Municipal Dependency	2.6%	3.9%	6.4%	9.6%	1.6%	3.3%
Blue Collar Enterprise	8.8%	11.6%	21.4%	21.8%	1.0%	1.5%
Twilight Subsistence	0.6%	1.0%	2.7%	3.4%	0.7%	1.3%
Grey Perspectives	1.2%	1.3%	2.7%	4.3%	2.1%	2.1%
Rural Isolation	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

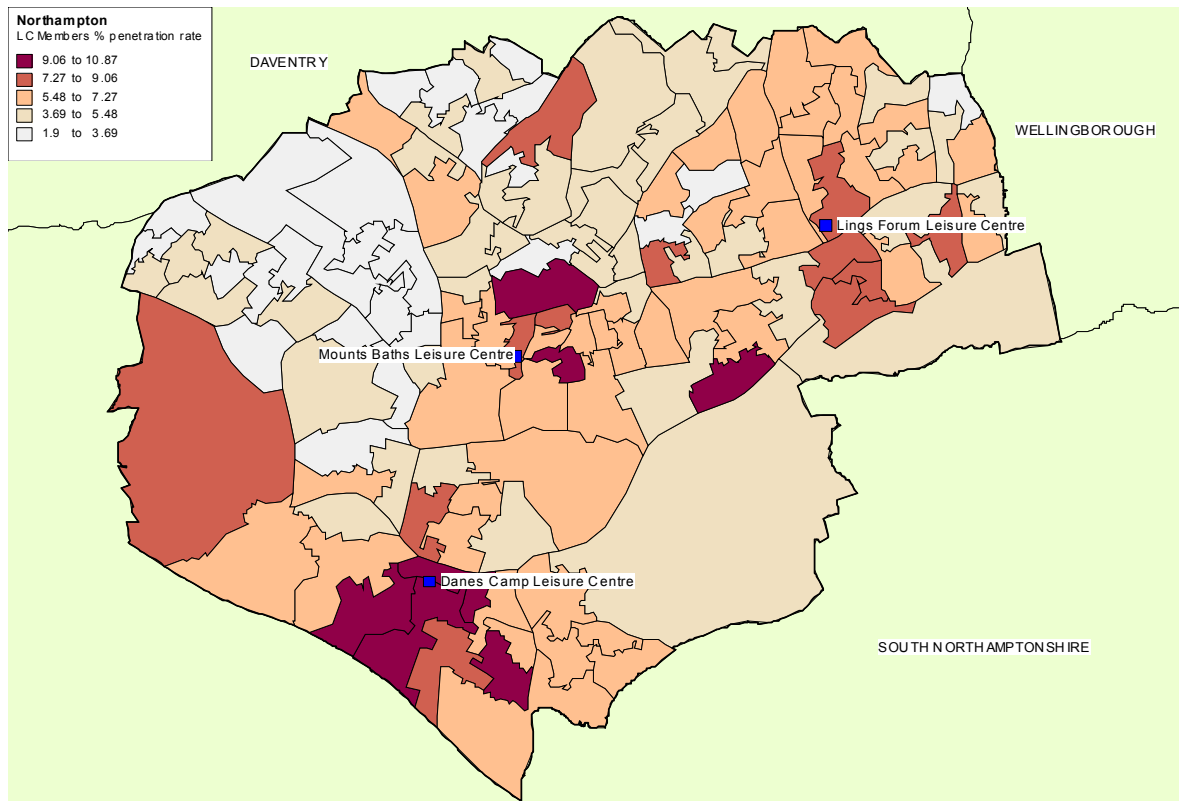
The key results from this analysis indicate that:

- ◀ The profile of each of the facility catchments varies significantly; Danes Camp serves a much more affluent catchment than Lings Forum, while Mounts Baths has a catchment of extremes considering the high percentages of “Urban Intelligence” and “Welfare Borderline” groupings.
- ◀ A key point for consideration is the limited way in which each facility’s membership reflects its catchment of people in the “Welfare Borderline” and “Municipal Dependency” groupings. The service needs to work on this area if it is to make itself more relevant to these communities.

The following map reinforces the need to ensure facilities and services are relevant to local communities they serve. The map identifies that solely having a facility located within a particular community does not mean it is relevant to it. Both Lings Forum and Mounts Baths have fewer members within the super output areas they are located in and achieve a higher penetration of members slightly further away from the facility.

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Figure 2.6: Membership penetration rates



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## PART 3: SUPPLY AND DEMAND ASSESSMENT

This section considers supply and demand issues for sports facilities in Northampton<sup>1</sup>. It focuses on provision of 'sports facilities' the Northampton community and the demand created for them by sports clubs. In summary it evaluates this for the following types of facilities:

- ◀ Sports halls.
- ◀ Swimming pools.
- ◀ Health and fitness facilities.

In order to consider potential transport issues, as previously mentioned, the maps below have been produced using a one mile/20 minute walk time catchment for each sports facility in Northampton.

Leisure facilities are primarily located in the northern and southern areas of the Borough. There are few facilities within the central belt. Maps show that significant proportions of residents of the most deprived areas includes parts of Billing, Castle and Kingswood do not reside within a 20 minute walk of sports facilities. Catchment gaps are further exacerbated when housing growth is factored into the mapping.

Per head of population Northampton has a greater proportion of commercial health and fitness clubs compared to similar areas of the country. Within the health & fitness market, Northampton has seven national private operators, between ten and twenty independent gym and health clubs, and four health & fitness clubs within hotels.

### *National Health & Fitness Clubs:*

- ◀ Virgin Active (Riverside Retail Park), Top Notch (Sol Central), Esporta (Hunsbury), Fitness First (Dallington), Fitness First for Women (Town Centre), Nuffield Health Fitness & Wellbeing [ex Cannons] (Sixfields) and D W Sports [ex JJB Health & Fitness] (St James Retail Park).

### *Independent Health & Fitness Clubs:*

- ◀ Derngate Gym, Overstone Park, Image & Unique, Curves, Better Bodies etc

### *Hotel Health & Fitness Clubs:*

- ◀ Moat House, Marriot Hotel, Spirit Health Club and Hilton

The obvious fact that private member facilities are exclusive needs to be taken into account when undertaking mapping in relation to accessibility.

## 3.1: Methodology

Sport England's Active Places Power Plus capacity (or supply and demand) analysis has been used as a planning tool to identify shortfalls in the quantity of principal sport and recreation facilities. This measures the capacity of current provision across Northampton against potential demand (based on population and participation trends), to analyse whether demand is being met and to provide an indication of any surplus or deficiency.

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<sup>1</sup> All analysis and audits undertaken in August 2009

## NORTHAMPTON BC AND NORTHAMPTONSHIRE CC SPORT AND LEISURE FACILITIES STRATEGY

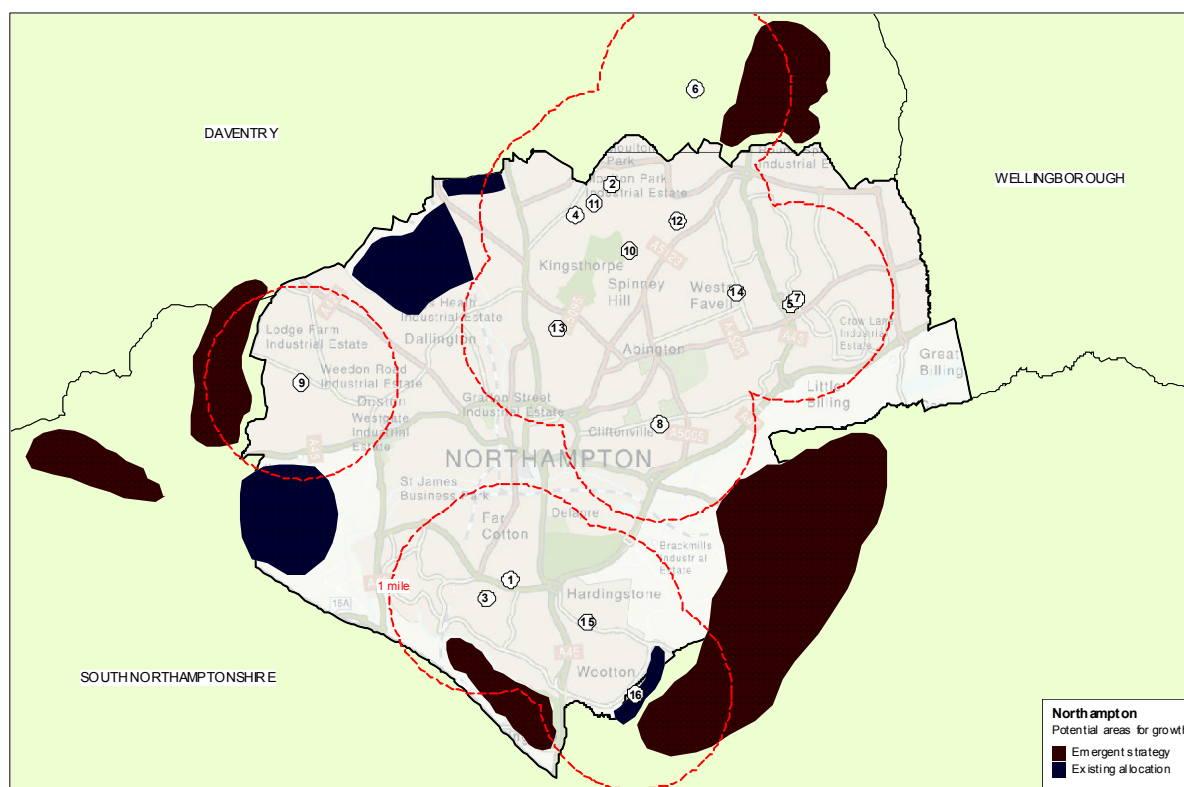
It has been designed to assist investment decisions and to help local authorities conduct audits of sports provision and develop local strategies. In order to project forward, we apply anticipated population and participation increases to calculate whether the current supply will satisfy future demands. In addition, for swimming pools, the Amateur Swimming Association (ASA) analysis of supply and demand is also applied in order to interpret, finesse and verify the Active Places Power analysis.

The distribution of, and interrelationship between, all indoor sports facilities in Northampton and evaluation of demand has been considered. It gives an indication of areas of demand.

### 3.2: Sports halls: local supply and demand balance

The map overleaf illustrates the spread of sports halls (4+ badminton court size) across Northampton. These were identified via a combination of Active Places data and KKP's review of schools in the Borough. One mile (equivalent to a 20 minute walk time) radial catchments are applied to the facilities in order to demonstrate where gaps may exist.

*Figure 3.1: Northampton - sports halls with one mile catchment*



# NORTHAMPTON BC AND NORTHAMPTONSHIRE CC SPORT AND LEISURE FACILITIES STRATEGY

*Table 3.1: Key to map of sports halls*

MapID	Site
1	Abbeyfields School
2	Benham Sports Arena
3	Danes Camp Leisure Centre
4	Kingsthorpe College
5	Lings Forum Leisure Centre
6	Moulton College
7	Northampton Academy
8	Northampton School for Boys
9	The Duston School
10	The Northampton School for Girls (West Site)
11	The University of Northampton
12	Thomas Beckett School
13	Unity College
14	Weston Favell Upper School Sports Plus Centre
15	Northampton High School
16	Caroline Chisholm School

The key features of provision in the Borough highlighted by the above mapping are as follows:

- ✦ The main concentration of sports halls is in the north of the Borough.
- ✦ The areas to the west, north west and south west of the town centre are not served by a sports hall (within one mile or 20 minute walk time). In some instances these areas are (IMD) identified as deprived (for example, Castle ward).
- ✦ The current spread of facilities does not cover localities at the eastern boundary of the Borough, which again include some of the more deprived communities, for example in the Thorplands, Lumbertubs and southern areas of Billing.
- ✦ The major housing growth planned for the south east will need to consider provision throughout its master planning stage.

An important consideration in examining sports hall provision in Northampton is access. This is particularly significant because the majority are located on education sites.

A range of management arrangements for school sports facilities across Northampton are in place. For the five PFI schools (Abbeyfields School, Duston School, Northampton School for Girls, Kingsthorpe College and Weston Favell Upper School) management and organisation of community use of sports halls is undertaken by Amey, while at other schools, individual arrangements are in place.

Consultation suggests that Amey has, to date, not been proactive in marketing school based sports facilities to the local community; this is an operational area which needs to be improved. The PFI contract allows for schools to identify up to 1,500 hours per year of additional school use (e.g. administration time during school holidays, parents evenings

## NORTHAMPTON BC AND NORTHAMPTONSHIRE CC SPORT AND LEISURE FACILITIES STRATEGY

etc.). To date it would appear that only Northampton School for Girls makes effective use of this time; to accommodate the basketball club linked to the school (although this club use is allowed within the PFI contract as a result of Sport England Lottery funding). None of the other PFI schools have, reportedly, utilised these hours, and in some instances do not see the need for them to consider who makes use of facilities beyond 18.00 in the evening.

### **Audit**

14 individual facilities in Northampton offer sports halls of 4 badminton courts or more. These are owned and managed by a range of providers including; independent and state schools, trusts, health authorities and local authorities. Pay and play access is available at two sites (Danes Camp and Lings Forum leisure centres), while others deliver a combination of block bookings and facility specific membership arrangements (e.g., at Benham Sports Arena). In addition to the main sports halls, activity halls are located across the Borough; these are included in the Active Places supply and demand analysis.

It is worth noting that information available on the Active Places website about Northampton appears not to have been kept up to date. It has, following KKP's audit of all school sports facilities, now been updated. It is these, updated figures that have been used to inform the demand analysis below.

### **Analysis of demand for sports halls**

In order to identify any shortfalls in the quantity of indoor sports facilities within Northampton, we have utilised Sport England's Active Places Power Plus capacity (or supply and demand) analysis. This uses the current capacity of provision across the Borough and potential demand (based on population and participation trends), to analyse whether the current capacity of facilities is being met by current demand. This then gives a clear indication of surplus or shortfall. In addition, we have applied population (25.9%) and participation (17%) increases to the demand to calculate whether current supply will also meet future demand.

*Table 3.2: Active Places Power analysis of demand for sports halls*

	<b>Current</b>	<b>Future (2026)<sup>2</sup></b>
Capacity	8,698	8,698
Demand	9,256	13,226
Balance	-558	-4,528
<b>% Northampton demand met</b>	<b>94%</b>	<b>65.8%</b>
<b>% England demand met</b>	<b>131.97%</b>	-
<b>% East Midlands Region demand met</b>	<b>137.49%</b>	-
<b>% Bury demand met</b>	<b>123.49%</b>	-

Identification (via Active Places Power analysis) that **140%** of demand for a particular type of facility is satisfied indicates that all needs in an area are met (this takes quality of

<sup>2</sup> Assumes 25.9% population growth between 2009 and 2026 and 17% participation increase across Northampton up to 2026.

# NORTHAMPTON BC AND NORTHAMPTONSHIRE CC SPORT AND LEISURE FACILITIES STRATEGY

provision and the extent to which school facilities may be available into account)<sup>3</sup>. On this basis, Northampton currently has insufficient provision to meet demand (by a factor of 46%).

As shown, when predicted population growth (25.9%) and participation projections (17%) are taken into consideration this situation is considerably exacerbated. Based on the population growth to 261,300 by 2026 it is clear that Northampton will have a deficiency in provision of sports halls (of 74.2%) based on its current facilities stock. (The extent to which this can be translated into an exact figure for the number of sports halls/courts would need to be the subject of a more detailed calculation and further consultation with NBC).

## *Facilities Planning Model (FPM) analysis*

The FPM analysis for Northampton identifies that although there is unmet demand across much of Northampton, there is no particular single justified location for a new sports hall at the current time. However, used generically the FPM suggest that additional facilities, across the Borough, will be required by 2019.

The results can only be used generally as:

- ✦ The model spreads the proposed growth across the whole of the borough, rather than applying it to specific locations.
- ✦ The model 'ages' existing facilities, rather than making assumptions about levels of refurbishment/replacement.
- ✦ The FPM uses ONS forecasts rather than NCC population projections which are 7,100 persons higher (the equivalent of a 3 court hall).

*Table 3.3: FPM analysis – sports halls*

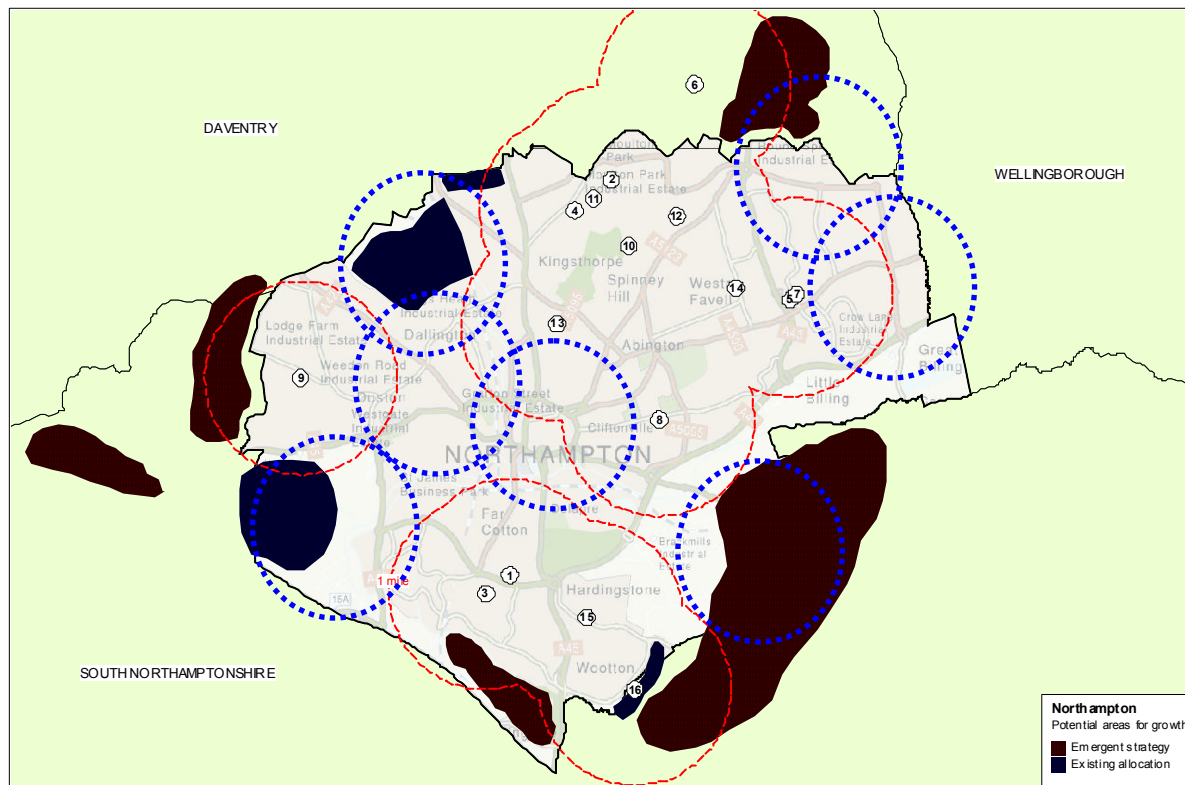
Year	FPM map	Analysis
2009	Unmet demand	The maximum unmet demand in any one 1km square is 0.3 badminton courts.
	Aggregated demand	The maximum aggregated unmet demand is 1.2 badminton courts, around the central area of Northampton.
	Relative share	Much of Northampton is slightly below national averages for 'relative share', areas with a higher relative share are towards Moulton, the south towards Danes Camp and Northampton High School for Girls. The central area has the poorest provision.
2019	Unmet demand	Unmet demand rises within a single 1km square across much of the town, but only to a maximum of 0.5 badminton courts which
	Aggregated demand	This map suggests that there will be a significant lack of provision across the whole of the Borough, with values between 3.9 and 7 badminton courts in almost all 1 km squares.
	Relative share	This suggests that people with limited access to sports halls are those that reside in the central area of the town.

<sup>3</sup> Where supply equals demand the percentage figure will equal 100%. However, Sport England suggests building in a comfort factor of approximately 40% because at 100% space will be at a premium. Therefore, when analysing the figures it is useful to assume that 140% represents a figure where demand is comfortably met by supply. Any figure below 140% implies that supply does not meet identified demand.



## NORTHAMPTON BC AND NORTHAMPTONSHIRE CC SPORT AND LEISURE FACILITIES STRATEGY

Figure 3.2: Potential location of new sports halls



The map above identifies the key areas where consideration should be given to locating facilities to serve existing settlement areas (red circles indicate the catchment of existing facilities and blue circles show gaps in provision). This will need to be re-evaluated once housing allocations and specific population growth areas have been confirmed. It is intended that any new provision should seek to address the existing catchment gaps to the west of the town centre and also to the east of the Borough, as well as the existing and emerging housing growth areas.



# NORTHAMPTON BC AND NORTHAMPTONSHIRE CC SPORT AND LEISURE FACILITIES STRATEGY

## 3.3: Swimming pools: local supply and demand balance

The map below illustrates the spread of community and school swimming pools. One mile (20 minute walk time) radial catchments are applied to demonstrate where gaps exist.

Figure 3.3: Northampton - pools with one mile catchment

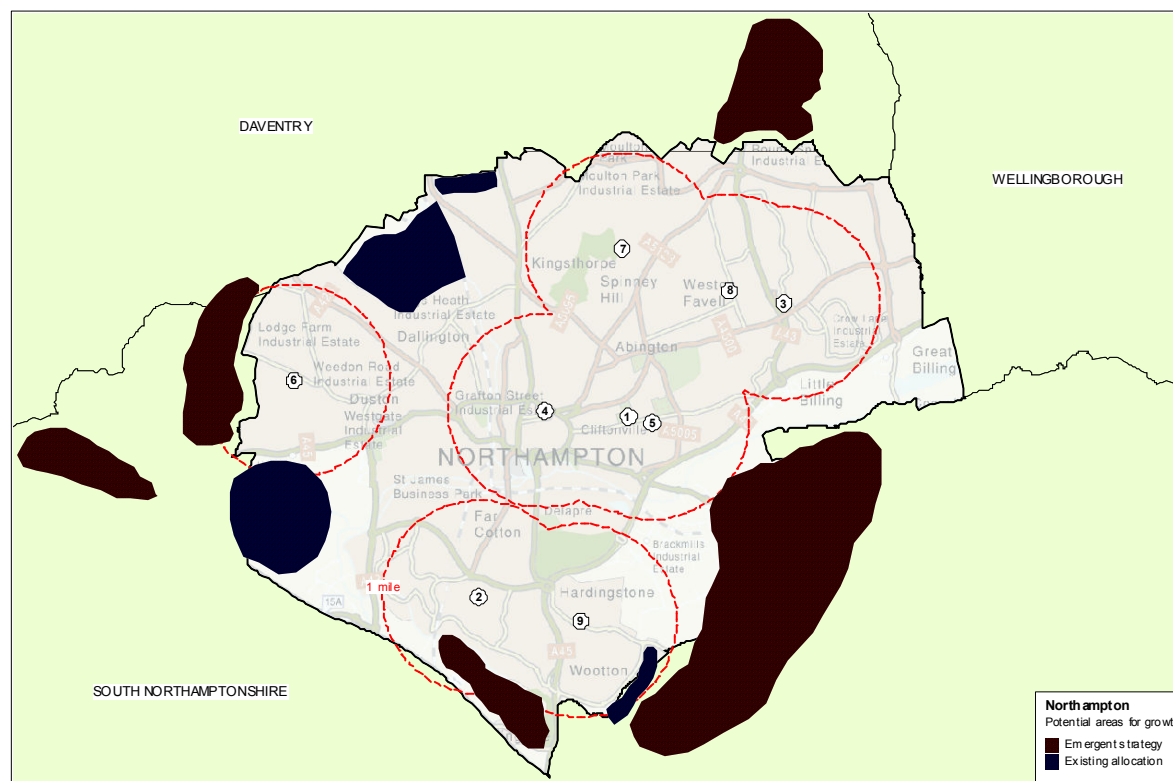


Table 3.4: Key to map of swimming pools

Map ID	Site
1	Barry Road Lower School
2	Danes Camp Leisure Centre
3	Lings Forum Leisure Centre
4	Mounts Baths Leisure Centre
5	Northampton School for Boys
6	The Duston School
7	The Northampton School for Girls (West Site)
8	Weston Favell Upper School Sports Plus Centre
9	Northampton High School

## NORTHAMPTON BC AND NORTHAMPTONSHIRE CC SPORT AND LEISURE FACILITIES STRATEGY

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It should be noted that Northampton also has an extensive private sector health and fitness market and that many of these venues offer swimming pools. However, for the purpose of the accessibility mapping these are excluded; on the basis that they are private member facilities. Another significant factor in assessing swimming pool accessibility is the nature of the water space available. Danes Camp Leisure Centre is a leisure pool which was not designed to accommodate swimming (i.e. swimming for fitness, club swimming, etc.); although it does accommodate swimming lessons. There is, thus, a question over the role it does (and could in the future) play in the provision of accessible swimming facilities.

The school PFI development across the Borough has resulted in the loss of the pool at Kingsthorpe which has been demolished; in addition to this the pool at Unity College has been closed because of health and safety concerns. However plans for the new Kingsthorpe School site include a site which is identified as reserved for a possible future swimming pool.

The key features of the above mapping are as follows:

- ✦ The main concentration of swimming pools is in the central belt and to the north of the Borough.
- ✦ Areas to the west and northwest of the town centre are not served by a swimming pool (within one mile or 20 minute walk time). Some of these areas are classified as very deprived.
- ✦ The current spread of facilities does not cover people resident at the eastern and northern boundary of the Borough. Again, these incorporate some of the Borough's most deprived communities.
- ✦ Danes Camp serves the south of the Borough but it could be argued that this is not a 'swimming' facility and that, as a consequence, this part of the authority is not served by a swimming pool *per se*.
- ✦ The facilities at Barry Road and Northampton School for Boys are in close proximity to one another and are the key facilities most in need of refurbishment/replacement.

Syzygy report: The Syzygy report concludes that there is sufficient water overall, but current demand can only be met if all school pools are made available for use by the public and access to commercial pools is negotiated. An additional 6.5 four lane pools along with enhanced access to existing pools are required by 2026 to ensure that 16.5 pools are available for community use.

### **Audit**

17 separate venues currently offer swimming pool provision. Main/general pools are provided at 15, of which three are owned by NBC. The remaining sites are a combination of commercial (health and fitness) and school pools. One of the three local authority pools (Danes Camp) is a leisure pool and is, thus, deemed not to be suitable for "swimming".

# NORTHAMPTON BC AND NORTHAMPTONSHIRE CC SPORT AND LEISURE FACILITIES STRATEGY

## Analysis of demand for swimming pools

Table 3.5: Active Places Power analysis of demand for swimming pools

	Current	Future (2026) <sup>4</sup>
Capacity	21,516	21,516
Demand	11,532	16,479
Balance	9,985	5,037
<b>% Northampton demand met</b>	<b>186.58%</b>	<b>130.57%</b>
<b>% England demand met</b>	<b>173.56%</b>	-
<b>% East Midlands Region demand met</b>	<b>179.45%</b>	-
<b>% Bury demand met</b>	<b>193.28%</b>	-

Identification (via Active Places Power analysis) that 140% of demand for a particular type of facility is satisfied indicates that all needs in an area are met (this takes account of the quality of provision and the extent to which school facilities may be available). On this basis, Northampton is currently over-provided in terms of swimming pools; although, many of these are private members facilities. To counter this, the ASA analysis provides detail pertaining to the requirement of pool space to serve swimming clubs, schools, the general public and especially people on low incomes.

When predicted population growth and participation projections are taken into account, future demand will not be satisfied by the current supply.

### FPM analysis

The FPM analysis for Northampton identifies that there is some unmet demand across much of Northampton. However, used generically the FPM suggest that additional facilities will be required by 2019. The results can only be used generally as:

- ✦ The model spreads the proposed growth across the whole borough, rather than in specific locations.
- ✦ The model 'ages' the existing facilities, rather than assuming refurbishment/replacement.
- ✦ The FPM uses ONS forecasts rather than the NCC population projections which are 7,100 persons higher (the equivalent of half a pool).

<sup>4</sup> Assumes 25.9% population growth and 17% participation increase across Northampton up to 2026.

# NORTHAMPTON BC AND NORTHAMPTONSHIRE CC SPORT AND LEISURE FACILITIES STRATEGY

Table 3.6: FPM analysis – sports halls

Year	FPM map	Analysis
2009	Unmet demand	There is some unmet demand across the whole of the authority, particularly in the north east, north and Kings Heath areas. The maximum unmet demand in any one 1km square is 6.2 m <sup>2</sup> of water space.
	Aggregated demand	There is no one place where a new pool is justified at this time. The areas with the greatest aggregated demand are the north east corner, across to the Lings area. Here there are several squares with values between 20 and 30 m <sup>2</sup> of water space (at least 212 m <sup>2</sup> are required to justify a new pool in any one location).
	Relative share	Much of the town has 'relative share' below that of the national average. Parts of the central area through to Kings Heath are particularly poor. There is also a lack of provision in the north east of the town.
2019	Unmet demand	Levels of unmet demand within individual 1 km squares rise compared to 2009.
	Aggregated demand	There is no one place where a new pool can be justified. However, the area with the lowest share is the north east of the town.
	Relative share	This situation will worsen significantly, again the areas with the lowest personal share are Kings Heath and the north east side of the town.

## ASA local authority swimming pool review

The ASA's review of pool provision does not take account of commercial leisure provision due to the fact that a private membership fee is required. (In this context it differs markedly from the above Active Places Power analysis). The ASA analysis acknowledges Active Places, but contends that it overestimates accessible provision because it includes pools that cannot always be easily accessed by certain significant pool user groups. As a result, ASA analysis focuses specifically on facilities deemed to be accessible to *schools, swimming clubs and people who are economically disadvantaged*. The rationale for this focus is as follows:

- ✦ Commercial health club swimming pools provide swimming for members but schools and swimming clubs can rarely gain access to this type of facility because of their membership ethos. Additionally some commercial health clubs are deemed to be relatively exclusive in that they tend to exclude people from lower socio-economic groups by price.
- ✦ Some pools are so small that the ability to learn to swim a significant distance is negated rendering them (for most meaningful swimming activity) not 'fit for purpose'
- ✦ Some swimming pools are so designed that large areas of the water are cosmetic and again 'unfit for purpose' (e.g. shallow beach areas of leisure pools).
- ✦ Some swimming pools are open-air (e.g. lidos) and normally only open for a short period of time during the year (usually the summer months).

However, it is clear that the ASA does not exclude those proportions of the population that public swimming facilities are not relevant to.

## NORTHAMPTON BC AND NORTHAMPTONSHIRE CC SPORT AND LEISURE FACILITIES STRATEGY

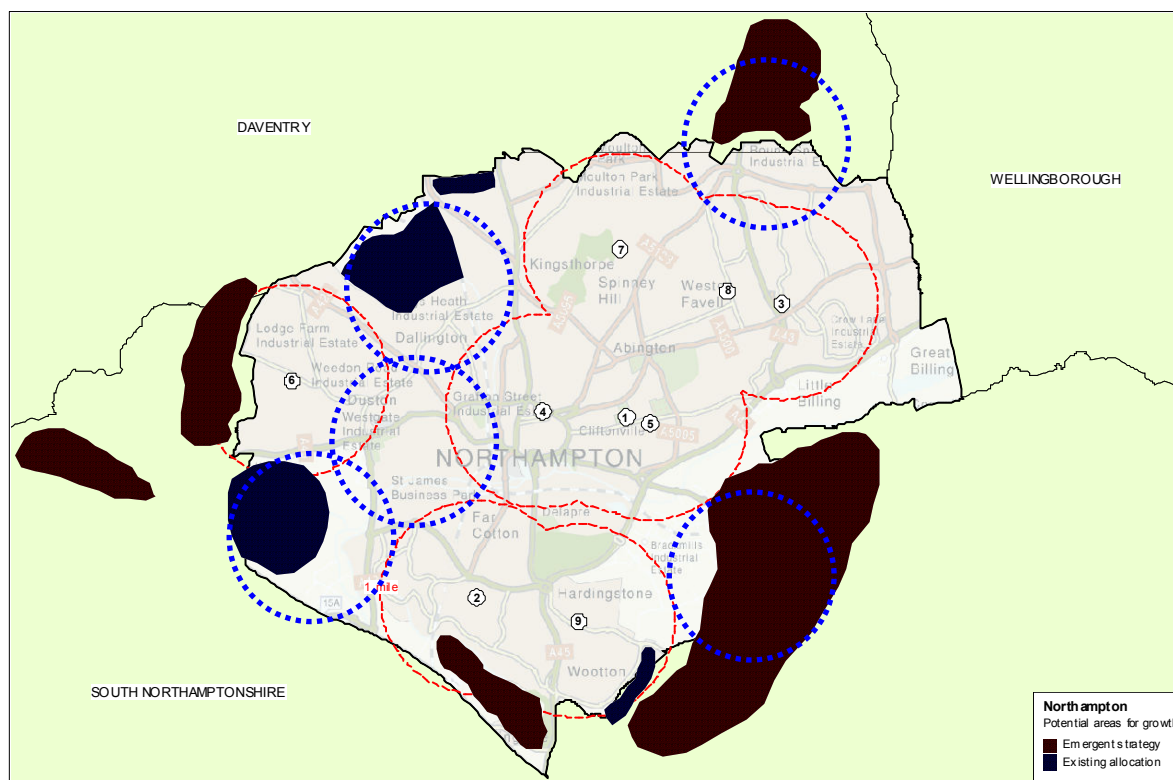
Based on ASA analysis only 2,125m<sup>2</sup> (i.e. almost half of the total swimming area) is available to swimming clubs, schools, the general public and especially people on low incomes. Applying ASA guidelines to Northampton (using its guidance provision level of 13m<sup>2</sup> per 1000 population) based on a population of 200,100, there is a requirement for a total of 2,601m<sup>2</sup> of water space. According to the ASA, therefore, Northampton has an estimated 476m<sup>2</sup> (12.5%) deficit of water space to which swimming clubs, schools and low-income users have access. This equates to the provision of an 8 lane 25m pool and teaching pool.

Assuming that the population increases to the projected 261,300 by 2026, the anticipated community accessible water space required to satisfy this will be 3,397m<sup>2</sup>. Based on the current provision, this equates to an increase of 1,272m<sup>2</sup>; an additional four 6 lane 25m pools. Given Northampton's successful swimming club and desire for a recognised competition pool in the Borough, the potential profile of pools to be developed should be:

- ❖ 8 lane 25m pool and teaching pool.
- ❖ 6 lane 25m pool.
- ❖ 2 x 5 lane 25m pools.

Alternatively, NBC may wish to consider a streamlined approach and develop three key facilities, all of which have 25m pools and larger teaching pools which can accommodate a wider range of activities. This would, in turn, minimise the capital investment requirement, asset management and operational staffing costs for the facilities.

*Figure 3.4: Potential location of new swimming pools*



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The map above identifies the key areas where potential facilities should be located to serve gaps within the existing settlements and planned housing growth (i.e. the red circles indicate the catchment of existing facilities and the blue circles indicate the gaps in provision). This will have to be re-evaluated once the housing allocations and specific population growth areas are confirmed. It will also need to be placed in the context of Council plans to develop a new flagship facility for the Borough.

It is intended that the new provision should seek to address gaps in the current supply which are identified along the northern boundary and in the north west. New provision is also identified as required to serve the surrounding central wards including Spencer, Castle and St James along with the new housing growth areas.

## ***Swimming summary***

Given that there is a significant difference between what Active Places and the ASA indicate as the need for swimming pools moving forward there is a need to develop a rationale for future provision. It is clear that NBC and its partners cannot afford to provide the full range of public swimming facilities as identified above (i.e. an additional 4 pools). Therefore, given the high prevalence of swimming pools within commercial health and fitness clubs (i.e. 8 within the borough boundary) these must be taken into account when considering the need to develop new facilities.

Using the ASA's calculation of 13m<sup>2</sup> per 1,000 population of fully accessible swimming pools; if NBC and its partners provide the two key swimming pools (i.e. the 8 lane 25 m pool with teaching pool and 6 lane 25m pool) this leaves circa 39,000 residents not accommodated within the public sector provision. Given the number of pools within commercial health and fitness facilities there is deemed to be sufficient capacity to accommodate these residents. However, it should be noted that the provision of commercial health and fitness pools does not negate the need to provide public sector swimming pools as the limited membership of these facilities means that access to them is restricted. Therefore, where opportunities and the open market identifies the need for commercial fitness facilities with pools these should not impact on the need to provide public sector facilities.

## **3.4: Indoor bowls: local supply and demand balance**

Syzygy report: The Syzygy report concludes that there is a current shortfall of about 23 rinks. In 2026 with an increased population and higher participation levels, there is a requirement for an additional 16 rinks (2.65 centres), which is the equivalent of one 6 rink centre per 99,000 people.

## ***Audit***

There is one indoor bowling facility in Northampton; the Northampton and District Indoor Bowling Association. This, eight rink, club facility operates on a private membership basis. It was refurbished in 2004 following installation of a new suspended ceiling, enhanced green lighting and a controlled heating and ventilating system.



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## Analysis of demand for indoor bowls

Table 3.7: Active Places Power analysis of demand for indoor bowls

	Current	Future (2026) <sup>5</sup>
Capacity	1,248	1,248
Demand	1,604	2,292
Balance	-356	-1,044
<b>% Northampton demand met</b>	<b>77.81%</b>	<b>54.45%</b>
<b>% England demand met</b>	<b>59.08%</b>	-
<b>% East Midlands Region demand met</b>	<b>90.81%</b>	-
<b>% Bury demand met</b>	<b>0.0%</b>	

Demand for indoor bowling facilities is currently not being met. As highlighted by the low percentage demand met for England, this is not uncommon and, at one facility for the whole borough, Northampton is comparable with the national average. Increases in population and participation, coupled with the increasing popularity of indoor short mat bowling in other areas, suggests increased demand for a new indoor bowling facility in the Borough in the future. However, this analysis does not take account of facilities accessible to borough residents. In particular the Kingsthorpe Indoor Bowls Centre which is a 6-rink indoor centre located immediately adjacent to the northern border of Northampton.

It should also be noted that indoor bowls facilities are in greatest demand for circa. six months of the year and it can be difficult to identify alternative uses for such facilities throughout the summer months when demand reduces as bowlers 'move outdoors'. This is a consideration when considering priorities for investment in additional facilities.

### 3.5: Additional community sports facilities

Housing development is one of the principal justifications for additional community sports facilities (i.e. new/additional residents increase demand for sports facilities). Currently an average of 1968 new dwellings each year is planned in Northampton (Source: West Northamptonshire Joint Planning Unit 2006 based Population and Household Forecasts).

Demand for sport and leisure facilities will increase most significantly in areas of greatest housing development (these have not currently been confirmed), particularly when population growth resulting from housing development is combined with potential increases in levels of participation.

Acknowledged priority sport and recreation facility development needs in Northampton are (in no particular order) to:

- Develop additional swimming pool provision to accommodate current demand and future demand through population and participation increases.

<sup>5</sup> <sup>5</sup> Assumes 25.9% population growth and 17% participation increase across Northampton up to 2026.

## NORTHAMPTON BC AND NORTHAMPTONSHIRE CC SPORT AND LEISURE FACILITIES STRATEGY

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- ◀ Develop additional sports hall provision to accommodate current demand and future demand through population and participation increases.
- ◀ Assess the potential of developing additional indoor bowls facilities to accommodate the needs of an increasing older population.
- ◀ Improve access to existing sports facilities based on school sites.

### **3.6: Supply and demand comparison with a comparator local authority: Bury**

In general terms Northampton and Bury compare closely in terms of the provision of sport and leisure facilities. Bury is considered to have a high level of satisfied demand in terms of both sports hall and swimming pool provision although the number of facilities is actually comparable. Bury has 18 sports hall (4-courts or more) of which three are under private ownership and therefore do not offer community use. Hence Bury's supply correlates with that of Northampton.

In terms of swimming pool provision Bury has three local authority pools. All of which are at least 4 lane 25 metres pools which offer a range of other sports facilities including health and fitness and sports hall provision. The core provision is hence comparable. Bury's provision of local authority facilities is supplemented by a core of commercial facilities which also offer 25 metre swimming pool venues at two locations within the Borough.



## **PART 4: REVIEW OF SCHOOL SWIMMING FACILITIES**

Part of this study includes a review and analysis of school swimming facilities across the Borough. The key features of the qualitative assessment are as follows:

- ◀ The swimming pool at Weston Favell Upper School has been refurbished as part of the School's PFI contract.
- ◀ Access to the pool at Weston Favell Upper School is available via the main school building (i.e. there is no clear 'access separation'). This may, as a result, make it challenging to make this facility available for the community, especially at weekends.
- ◀ The pool at Kingsthorpe College has been lost as a result of the PFI development.
- ◀ The swimming pool at Northampton School for Girls is in need of refurbishment, especially the pool tank. The facility is separate from the rest of the school, with good access arrangements for the community.
- ◀ The swimming pool at Unity College has been closed for several months due to backlog maintenance and health and safety issues. It is currently empty and it is likely to be costly to re-commission the existing plant and machinery as well as resolve the maintenance issues associated with the fabric of the building.
- ◀ The pool at Northampton School for Boys is in need of major investment. The pool hall is (based upon its appearance) in poor condition (it was an outdoor pool which has now been covered), and changing rooms are not fit for purpose. It is not DDA compliant.
- ◀ The changing rooms at Duston School pool are in need of refurbishment. The pool appears to be in reasonable condition and there are plans to invest in the fabric of the building over the forthcoming year (i.e. roof and windows).
- ◀ Barry Road Lower School pool is the oldest school pool in the area. It is a "Victorian" type pool with access from the street. The pool tank appears to be in reasonable condition; however changing facilities are poor and the facility is not DDA compliant.
- ◀ Barry Road Lower School and Northampton School for Boys are in close proximity to one-another and serve the same catchment. Barry Road is used extensively by local primary schools whereas Northampton School for Boys is not used at all.

### **4.1: Management arrangements**

The management arrangements for school pools across Northampton are varied and inconsistent. There is no consistency across PFI schools as it currently stands and there is the potential for this to change in forthcoming months particularly if Weston Favell Upper School achieves Academy status. Current arrangements are as shown in the table overleaf:

# NORTHAMPTON BC AND NORTHAMPTONSHIRE CC SPORT AND LEISURE FACILITIES STRATEGY

Table 4.1: School pool management arrangements

School	Management arrangements
Weston Favell Upper School	The pool was refurbished within the school PFI development. Community use; managed by <b>Amey</b> .
Unity College	The pool is currently closed. Community use was previously managed by the school.
Northampton School for Boys	The pool is currently managed by the <b>school</b> . It is not used by local primary schools for curriculum swimming.
Duston School	The school pool was not refurbished within the school PFI development (i.e. it was 'red lined'). Community use; managed by <b>Amey</b> .
Northampton School for Girls	The school pool was not refurbished within the school PFI development (i.e. it was red lined). Community use is managed by the <b>school</b> ; although negotiations are taking place for this to be managed by Amey.
Barry Road Lower School	Community use of the pool is managed by the <b>school</b> .

In summary the current life expectancy and investment requirements of each pool is highlighted below:

Table 4.2: School pool life expectancy and investment requirements

School	Current life expectancy	Investment requirements	Comment	Quality
Weston Favell Upper School	Minimum of <b>25 years</b> ; part of PFI development.	None at present	Potential to be a key community learn to swim facility	
Unity College	Beyond useful life.	Full replacement if deemed appropriate	Replace via wider pool developments across the Borough.	
Northampton School for Boys	<b>5 to 7 years</b> life expectancy	Plant room, changing rooms (quality/DDA) as well as fabric of the building.	Question need to replace on school site. Depends on future of Barry Road Lower School pool.	
Duston School	<b>10 to 15 years</b> Uncertainty over responsibility for future maintenance.	Changing rooms require significant investment.	Only pool serving west of the Borough. Potential to be key swimming development facility.	
Northampton School for Girls	<b>10 to 15 years</b> NCC responsible for future maintenance	Changing rooms and pool lining.	Potential to be key swim development facility. Used extensively by Spinney Hill SC	
Barry Road Lower School	<b>5 to 7 years.</b> NCC responsible for future maintenance	Changing facilities, plant room and DDA compliance.	Site very tight which potentially limits changing room developments and DDA works.	

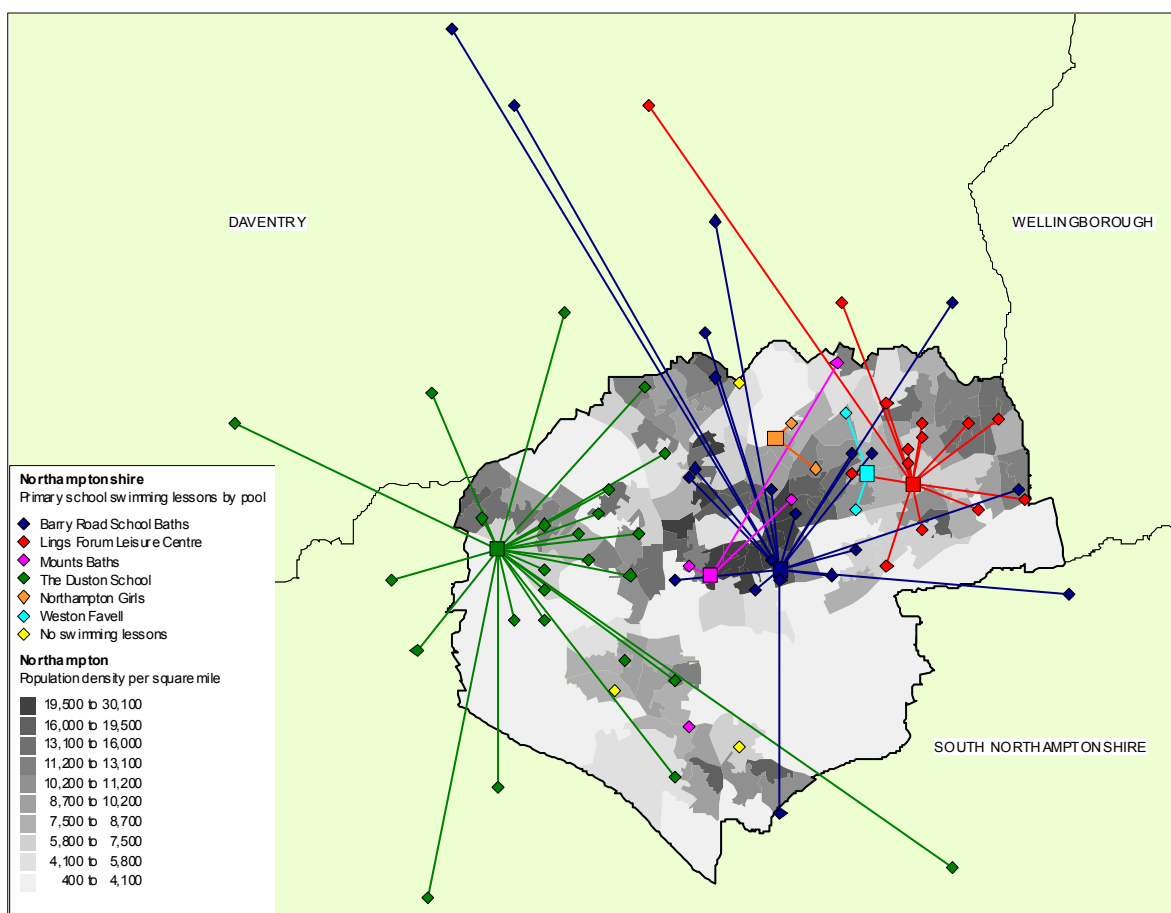
# NORTHAMPTON BC AND NORTHAMPTONSHIRE CC SPORT AND LEISURE FACILITIES STRATEGY

Therefore, at the present stage of this review, it is considered that the following actions should be taken in relation to each facility:

*Table 4.3: School pool action/investment required*

School	Action
Weston Favell School	Retain within its current format – no action required.
Unity College	Do not replace on the existing site.
Barry Road Lower School	Replace both pools with a new single facility. Location to be identified – but potentially not on either school site.
Northampton School for Boys	
Duston School	Undertake investment and retain pool for curricular swimming and community use.
Northampton School for Girls	Undertake investment and retain pool for curricular swimming and community use.

*Figure 4.1: Northamptonshire - primary schools pools where swimming lessons are run*



## NORTHAMPTON BC AND NORTHAMPTONSHIRE CC SPORT AND LEISURE FACILITIES STRATEGY

The following facilities are used to deliver primary school swimming across the curriculum:

- ✦ Barry Road School Baths.
- ✦ Lings Forum Leisure Centre.
- ✦ Mounts Baths.
- ✦ The Duston School.
- ✦ Northampton School for Girls.
- ✦ Weston Favel.

Duston School and Barry Road School Baths are both significant facilities which accommodate substantial levels of use by primary schools and service a significant proportion of the demand for school swimming. Between them, they accommodate almost 50 schools. They also service a significant number of schools that are located outside the Northampton Borough boundary. As can be clearly seen from the above map there appears to be no orchestrated access arrangements for school swimming in Northampton. In some instances some primary schools are by-passing one pool to get to another to undertake their swimming lesson.

Furthermore, a key challenge for many primary schools is that they can only access pools at times when secondary schools are not using them. That is, the priority user of pools on school sites is the host school (mainly a secondary school); even though the secondary school has no specific requirement to deliver swimming under the national curriculum. Therefore, it would appear that disparity in facilitating access to primary school swimming has prevailed.

The following tables identify the current distances travelled by primary schools to access facilities for school swimming.

*Table 4.3: Schools using Barry Road School Baths*

Primary school	Distance to pool (miles)
Barry Primary School	0.124
Stimpson Avenue Primary School	0.175
Vernon Terrace Primary School	0.397
Abington Vale Primary School	0.623
Cedar Road Primary School	0.708
Bridgewater Primary School	0.962
Kingsley Primary School	1.002
Spring Lane Primary School	1.307
Kingsthorpe Grove Primary School	1.579
The Good Shepherd Catholic Primary School	1.629
St Gregory's Catholic Primary School	1.671
The Arbours Primary School	1.813
Sunnyside Primary School	2.494
Caroline Chisholm School , The Wooldale Centre of Learning	2.982
Boughton Primary School	3.064

## NORTHAMPTON BC AND NORTHAMPTONSHIRE CC SPORT AND LEISURE FACILITIES STRATEGY

Primary school	Distance to pool (miles)
St Andrew's CofE VA Primary School	3.077
Cogenhoe Primary School	3.546
Overstone Primary School	3.909
Pitsford Primary School	4.361
Spratton Church of England Primary School	6.592
Great Creaton Primary School	7.772

*Table 4.4: Schools using Lings Forum Leisure Centre*

Primary school	Distance to pool (miles)
Billing Brook Special School	0.256
Lumbertubs Primary School	0.439
Standens Barn Primary School	0.573
Lings Primary School	0.573
Headlands Primary School	0.754
Woodvale Primary School	0.756
Bellinge Primary School	0.863
Blackthorn Primary School	1.010
Sceptre Primary School	1.041
Thorplands Primary School	1.041
Rectory Farm Primary School	1.327
Ecton Brook Primary School	1.376
Moulton Primary School	2.399
Brixworth CEVC Primary School	5.665

*Table 4.5: Schools using Mounts Baths Leisure Centre*

Primary school	Distance to pool (miles)
Castle Primary School	0.277
St.Matthews	1.361
Kings Meadow School	3.034

*Table 4.6: Schools using The Duston School*

Primary school	Distance to pool (miles)
Duston Eldean Primary School	0.416
St Luke's Church of England VA Primary School	0.611
Hopping Hill Primary School	0.638
Millway Primary School	0.747
Quinton House School	0.889
Chiltern Primary School	1.009

## NORTHAMPTON BC AND NORTHAMPTONSHIRE CC SPORT AND LEISURE FACILITIES STRATEGY

Primary school	Distance to pool (miles)
Upton Meadows Primary School	1.033
Lyncrest Primary School	1.122
St Mary's Catholic Primary School	1.313
Harpole Primary School	1.353
King's Heath Primary School	1.553
Kislingbury Primary School	1.589
St James CofE VA Primary School	1.641
Earl Spencer Primary School	1.745
Harlestone Primary School	2.087
Kingsthorpe Village Primary School	2.361
Whitehills Primary School	2.680
Queen Eleanor Primary School	2.704
Rothersthorpe Church of England Primary School	2.920
The Bramptons Primary School	3.029
East Hunsbury Primary School	3.538
Brington Primary School	3.577
Gayton Church of England Primary School	4.373
Hackleton CofE Primary School	6.813

*Table 4.7: Schools using The Northampton School for Girls*

Primary school	Distance to pool (miles)
Parklands Primary School	0.263
Eastfield Primary School	0.620

*Table 4.8: Schools using Weston Favell Upper School*

Primary school	Distance to pool (miles)
Weston Favell CEVA Primary School	0.452
Boothville Primary School	0.786

At the time of our investigation, the following schools were not providing swimming lessons:

- ✦ All Saints C of E VA Primary School
- ✦ Hardingstone Primary School
- ✦ Hunsbury Park Primary School

# NORTHAMPTON BC AND NORTHAMPTONSHIRE CC SPORT AND LEISURE FACILITIES STRATEGY

## PART 5: FACILITIES FOR EMERGING SPORTS

### 5.1: Current provision

The following section provides an outline of the current provision for some of the emerging sports facilities which Northampton may wish to consider in the future. NBC is considering the option to develop a major flagship facility to attract people to visit the area. The following analysis illustrates the major sports facilities located within a 90 minute drive time of the centre of the Northampton.

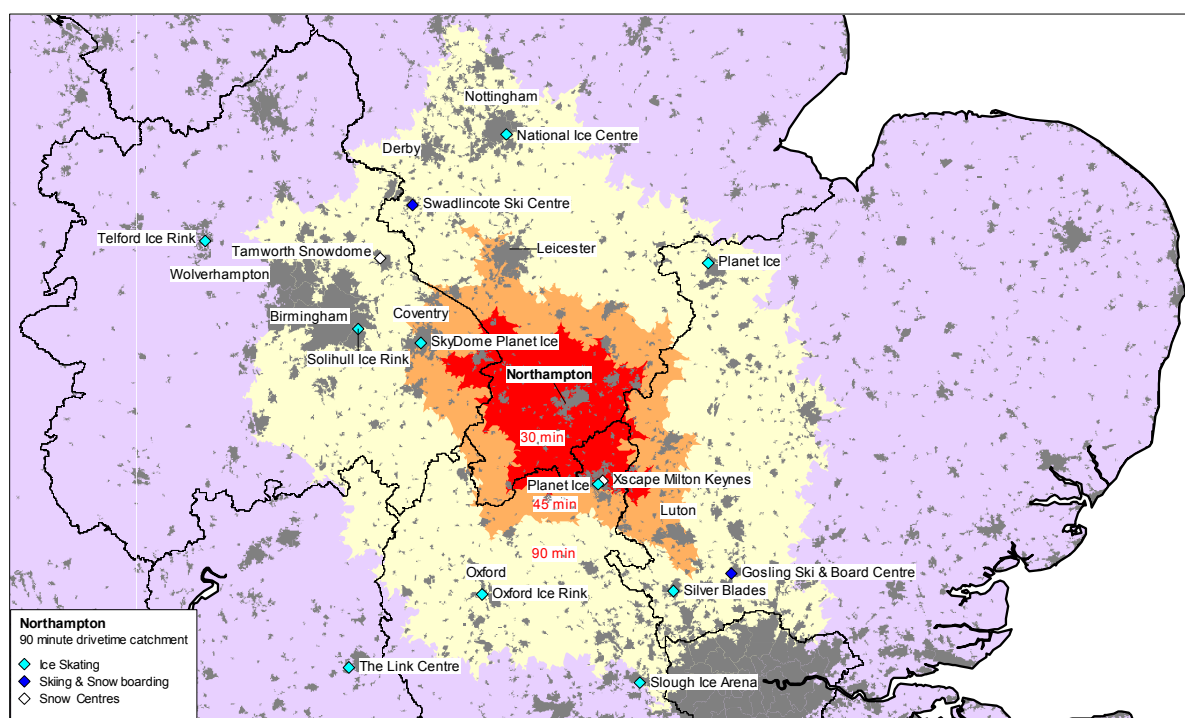
Analysis of the use of major sporting and leisure attractions identifies that a 45 minute drive time is a reasonable time and distance for people to travel to access such a facility. Therefore, analysis of what is available within a 90 minute drive time not only identifies what is available within said 45 minute catchment, but also what competition exists for users to access. As an example, a facility in Northampton may include residents of Coventry within its catchment (i.e. 45 minutes). However, the Coventry market may look towards a competing facility in Birmingham or Wolverhampton rather than visit one in Northampton.

The population within a 30 minute drive time is over 700,000. This rises to over 2.3 million within 45 minutes. A key feature in this is the inclusion of key conurbations along the M1 motorway such as Leicester, Coventry, Milton Keynes and Luton.

#### ***Ice and snow facilities***

As highlighted on the map below the closest ice and snow facilities to Northampton are located in Milton Keynes; approximately 30 minute drive time, to the south. This would, therefore, indicate that the market to the south of Northampton is satisfied.

*Figure 5.1: Ice and snow facilities in a 90 minute drive time catchment*





## NORTHAMPTON BC AND NORTHAMPTONSHIRE CC SPORT AND LEISURE FACILITIES STRATEGY

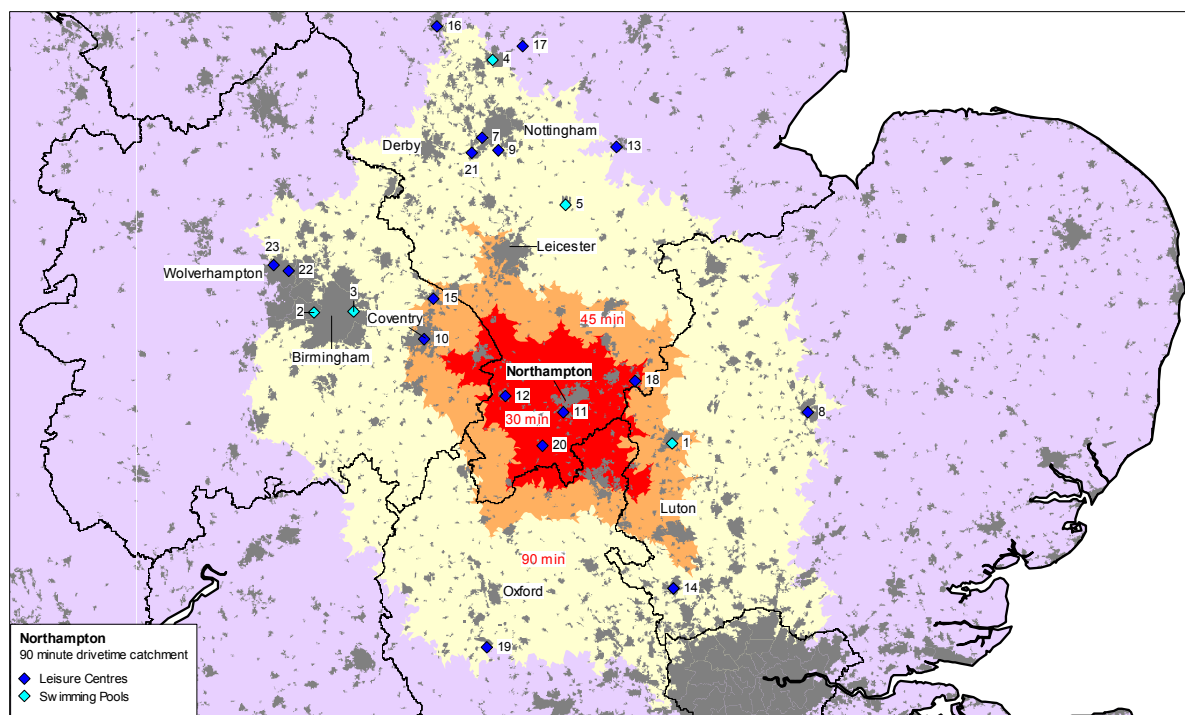
The Skydome in Coventry (to the north west of the Borough) is the next closest ice rink. If Northampton were to develop an ice and/or snow facility it would compete with Coventry for the market to the north which includes the whole of Leicestershire. However, it is also worth noting that the Leicestershire market for such activity is also likely to gravitate towards the established and relatively high profile National Ice Centre in Nottingham.

The key market for an ice and snow facility is, thus, within a 20 to 30 minute drive time of Northampton. This is not considered to be a sufficient catchment to justify a snow facility (such as Xscape), as this is regarded as a specialist sports attraction rather than a facility which receives regular use (e.g. 2-3 visits per week). However, an ice rink could be sustained within the area given the regular patterns of use associated with this type of facility. Further feasibility work would be required to ensure its viability. Furthermore if this is confirmed as a viable option further investigation is needed in relation to the location and nature of the facility i.e. commercial as opposed to public provision.

### **Leisure water**

In addition to Danes Camp Leisure Centre there are three other leisure water facilities within 30 minutes travel-time of Northampton. These are located in Daventry, Rushden and Towcester. All are 'leisure-ised' pools located within traditional leisure centres and local authority owned. The only specific stand alone water facility within a 45 minute drive time catchment is the Oasis Beach Pool in Bedford.

*Figure 5.2: Leisure pools within a 90 minute drive time catchment*



It is clear from the profile of leisure water facilities surrounding Northampton that if the Borough is to capitalise on this it will have to develop something which outperforms existing available facilities. There is an opportunity for a new facility to capitalise on the



## NORTHAMPTON BC AND NORTHAMPTONSHIRE CC SPORT AND LEISURE FACILITIES STRATEGY

‘unserved’ market to the north (e.g. Wellingborough and Market Harborough) and south (e.g. Milton Keynes) of the Borough.

*Table 5.1: key to map of leisure pools*

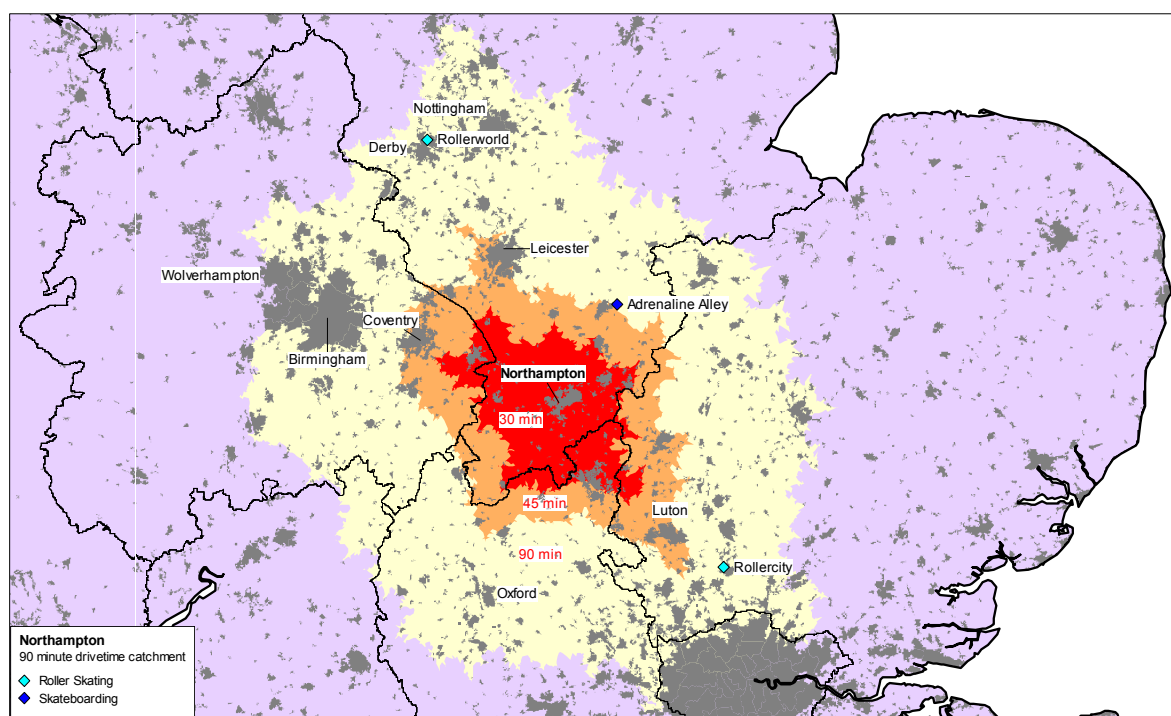
ID	Site	ID	Site
1	Oasis Beach Pool	13	Grantham Meres Leisure Centre
2	Smethwick Swimming Centre	14	Leisureworld
3	Stechford Cascades	15	Pingles Leisure Centre
4	The Water Meadows	16	Queens Park Sports Centre
5	Waterfield Leisure Pool	17	South Forest Leisure Complex
6	Aqua Splash	18	Splash Leisure Pool
7	Bramcote	19	The Didcot Wave
8	Cambridge Parkside	20	Towcester Centre for Leisure
9	Clifton Leisure Centre	21	West Park Leisure Centre
10	Coventry Sports and Leisure Centre	22	Wolverhampton Swimming & Fitness Centre
11	Danes Camp Leisure Centre	23	Aldersley Leisure Village
12	Daventry Leisure Centre		

# NORTHAMPTON BC AND NORTHAMPTONSHIRE CC SPORT AND LEISURE FACILITIES STRATEGY

## ***Wheeled sports (rollerblading, BMX and skateboarding)***

Adrenaline Alley in Corby is located just within a 45 minute drive time catchment of Northampton. This is a major facility for the area particularly given the planned extension of the facilities to include outdoor adventure activity. Many local authorities also provide outdoor skate-parks located in public parks which do not appear on the catchment analysis.

*Figure 5.3: Indoor wheeled facilities within a 90 minute drive time catchment*



It is, however, clear that the indoor wheeled sports facilities market is a growing one; many recent developments are located in industrial sites and involve the conversion of older buildings (e.g. factories and mills).

A key consideration when developing an indoor skatepark is the extent to which it will be used to attract young people in the evenings and weekends, especially late at night. This is one of the primary reasons why some recent developments have specifically steered away from residential areas where noise may be a factor.

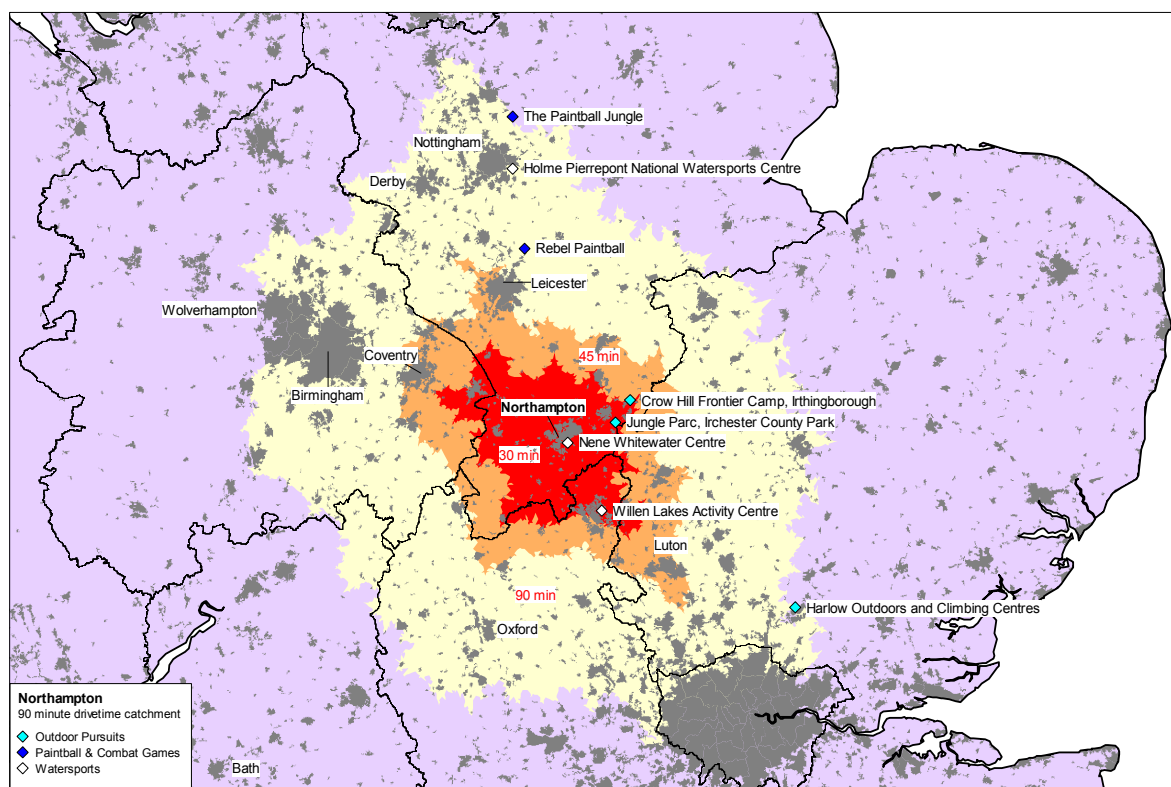
Consultation on a range of NBC projects indicates the need for a wheeled facility. However, there is the potential that an indoor facility could pull from the 30 to 45 minute drive time catchment other than in the north east where it would be in direct competition with Adrenaline Alley.

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## Outdoor activities

There is one outdoor watersports centre in Northampton (Nene Whitewater Centre) offering a range of kayaking, canoeing and rafting activities. In addition, there are three outdoor activity centres within 45 minutes travel-time; these offer a range of activities including kayaking, open canoeing, improvised rock climbing, abseiling, high ropes, archery, mountain biking, orienteering and rafting. In addition to this there are a range of facilities within 45 to 90 minutes drive from the Borough; they cover a range of pursuits including climbing, paintballing and watersports.

Figure 5.4: Outdoor activities facilities within a 90 minute drive time catchment



KKP is also aware that major developments are scheduled to take place at Holme Pierrepont National Watersports Centre which is located just to the east of Nottingham (recently taken over by Nottinghamshire County Council from Sport England). This will potentially see the development of the first Flow Rider in the UK. Furthermore 'Bodyflight', an indoor skydiving wind tunnel, has announced a sheet wave attraction which is scheduled to open in April 2010 in North Bedfordshire. Its plans for the 'Flow House – Bedford' feature a double flow rider, safe, bar and retail outlet.

It should also be noted that some facilities within the catchments have (or will have) climbing walls (e.g. Benham Arena), but these will be located within leisure centres as opposed to being stand-alone facilities. However, NBC recently granted planning permission to a new indoor climbing centre in Far Cotton. The development of a successful outdoor activities facility in Northampton would depend on the availability of space and natural resources, although the potential exists to build on what already exists at the Nene Whitewater Centre (i.e. potentially linked to the Waterside development). The

# NORTHAMPTON BC AND NORTHAMPTONSHIRE CC SPORT AND LEISURE FACILITIES STRATEGY

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option also exists to create an indoor facility which replicates some of the challenges of the outdoors.

## 5.2: Gap analysis

Given the review of existing/emerging sports facilities within identified drive-time catchments Northampton would appear to have the potential to develop a major sport and leisure facility which accommodates the following range of activities:

- ◀ Ice skating
- ◀ Leisure water
- ◀ Indoor adrenaline activities:
  - ◀ Skatepark
  - ◀ Climbing
  - ◀ High ropes
  - ◀ Zip lines
  - ◀ Parkour

This would be a unique range of complementary activity areas which could potentially be zoned within a single facility. This type of facility mix could combine NBC and commercial operations co-located within a single facility. It should be noted that a facility of this size and scale would require significant access and car parking which would be a major challenge for a town centre location. Therefore, it might, potentially be best located on a site such as Sixfields or on the outskirts of the town.

# **NORTHAMPTON BC AND NORTHAMPTONSHIRE CC SPORT AND LEISURE FACILITIES STRATEGY**

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## **PART 6: CONSULTATION KEY ISSUES**

The consultation process has identified a number of key issues which are of significance to the development of a sustainable vision for sport and physical activity facilities across Northampton; these include:

- ✦ The identified need for an 8 lane 25m competition pool.
- ✦ Swimming club fragmentation due to the range of facilities it has to us and the times that are made available to it.
- ✦ The need to retain and invest in existing stock.
- ✦ The identified gap in swimming provision in the northwest of the Borough
- ✦ The fact that, although Danes Camp serves a leisure function its health and corporate objectives role can be questioned.
- ✦ The identified need for indoor sports provision to serve the centre of the town – and the Borough's ethnic minority community
- ✦ The fact that consistent, affordable, access to school sports facilities is a key issue; some clubs have been 'priced out of the market'. (e.g. Amey has recently doubled the cost of hiring a sports hall at PFI schools – now circa £60).
- ✦ The issues caused by the fact that ensuring appropriate community use of schools sports and related community facilities was not a priority for NCC within the PFI process.
- ✦ Amey's approach to community use; this focuses more upon the straight commercial hiring of space rather than accommodating the development of sports activities that have a community value but are also cost-effective and generate appropriate income.
- ✦ Amey has negotiated an annual payment to NCC of circa £200k per annum from the community use of its school sites; and has recently doubled the cost of hiring a sports hall at its schools in order to hopefully achieve this income level.
- ✦ The 1,500 additional school hours identified for each school – this is a key potential mechanism for accessing schools.
- ✦ The extent to which provision located in Northampton presently accommodates use by 15 schools from outside of the boundary for school swimming.
- ✦ The limited use of certain school pools by local primary schools – Weston Favell and Northampton School for Girls.

### **Key drivers for the strategy**

As a result of the above consultation and key issues, the key drivers for the strategy can be summarised as follows:

- ✦ Gain better use of existing facilities before we focus on developing more.
- ✦ Ensure community use of facilities (especially schools) is affordable to local communities.
- ✦ Complementary approach to the use of all community facilities.
- ✦ Common definition of community use.
- ✦ Focus new facilities on growth areas and key gaps.
- ✦ Invest in current stock.
- ✦ Address the provision and programming priorities for primary school swimming.
- ✦ 25m competition pool for the Borough.

## PART 7: FACILITY VISION FOR NORTHAMPTON

### 7.1: Defining community use

Within the Active Places and Active Places Power planning for sport toolkit, Sport England does not define “community use”. In general terms, it tends to refer to the time that a facility is available for use rather than the rationale for this time being made available. As a result, it tends to enable service providers and managers of sports facilities and school sports facilities to account for all use by any member of the public as “community use”.

Conversely, schools (or indeed Amey) which may allocate just a few of the substantial total number of hours available to the community for the use of external non-school groups, can also, under the very loose generic definition of community use, also claim to be delivering on such a commitment.

This lack of definition is inherent in all forms of community use in sport. A number of schools allow community use of their school sports facilities; because of head teacher and governor commitment to such practice, as a result of the Extended Schools initiative, and because of the perception (and in many instances the reality) that only limited facilities are available within the local community.

In none of these circumstances is the definition and the role of specific facilities clearly articulated.

Therefore in order to meet the proposed cohesive management of facilities outlined in the next part of this report, a key consideration is the requirement for a rigorous definition of what NBC (and partners; in particular NCC, Amey and schools) actually mean by community use and specific articulation of how each planned facility could, should and will contribute to its delivery.

At the most fundamental level, NBC provides sport and leisure facilities ostensibly to ensure that life in its local communities is enhanced, vibrant and that residents have a range of options with which to fill their leisure time. Given the recent focus on health and increasing obesity levels, central government has also sought to identify and clarify the role that sport and physical activity can play in improving health. In simplistic terms this translates into the core aim of increasing the number of people within society that are physically active to generate improvement in their general health and well-being. The mechanisms for achieving this take in the full spectrum of activity levels, from introducing people to sport and physical activity who have never been active and as a result are unwell, through to supporting excellence in sport as a tool for identifying role models and generating a feel-good factor about sport and physical activity *per se*.

With this in mind the proposed rationale for providing and/or subsidising sports facilities and the aims and objectives of community use in NBC are summarised as follows:

***The efficient, effective programming and use of facilities for the benefit of the local community so that their use directly assists achievement of national and local targets to annually increase participation levels in sport and physical activity by 1% and to improve health.***



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To achieve this, there is a requirement for facilities operators to genuinely understand the nature and requirements of the locality in which facilities are located and which they purport to serve. That is, the service must be comprehensively 'connected to the range of clubs, leagues, individual and community based activity providers via which activity will be orchestrated, led and delivered. This understanding must stem from the following:

- ✦ A proven knowledge and understanding of NBC, main town and local community demographic profiles and the stated (or tested) needs of local residents.
- ✦ A proven knowledge of, and understanding of community need as enunciated by locally representative agencies; youth clubs, TARAs<sup>6</sup>, older peoples groups, etc.
- ✦ A proven knowledge and understanding of the sports clubs, leagues, individual and commercial providers located in and/or that service the needs of the local community.
- ✦ Appreciation of the strategic definitions of need applied to the area by key agencies.
- ✦ Appreciation of the targeted strategic impacts and outcomes to be achieved within the local area.

Therefore, it is important that operators, irrespective of legal/commercial status, are supported to develop (and maintain) a comprehensive understanding of this and that they, collectively, produce a programme across NBC which:

- ✦ Delivers variety, in respect to activity types, recreational and competitive opportunity and levels of performance.
- ✦ Delivers this through both via direct delivery or intervention and/or through a range of partners (e.g. sports clubs, individual coaches/instructors and key agencies).
- ✦ Uses understanding of the community, contacts within it, and intelligence about existing users to underpin actions to extend the reach of the service by, for example:
  - ✦ Introducing new people and communities to activities.
  - ✦ Introducing existing customers to new activities.
  - ✦ Developing innovative programmes for hard to reach groups.
  - ✦ Developing innovative pricing strategies to ensure facilities are accessible to the most disadvantaged residents.
- ✦ Continually seeks to re-present the offer to the local community in a dynamic and proactive manner.
- ✦ Enables people in local communities to make informed choices about the service.

As such it is important that NBC develops a hierarchy of provision based upon the degree to which each facility has capacity to contribute to the wider aims and objectives of community use, its visibility and relevance to the local community and the degree to which staff are required to deliver the service.

## 7.2: Importance of a co-ordinated management structure

In order to ensure that the full range of sports facilities across NBC contribute to the key defined objective of community use, there is a fundamental requirement for, as much as is possible of the programmes of all facilities to be co-ordinated from a central point. That is to say that the operator of the Council's core facilities should also be responsible for, at the very least programming, and preferably for managing the way in which the community gains access to as many as possible of, and preferably all other sports facilities in the Authority.

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<sup>6</sup> Tenants & Residents Association

# NORTHAMPTON BC AND NORTHAMPTONSHIRE CC SPORT AND LEISURE FACILITIES STRATEGY

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This would represent a fundamental change in how facilities are managed but would ensure that:

- ◀ Each facility has a specific role and function and has a formal community use agreement in place, which outlines this.
- ◀ There is one orchestrator (i.e. single organisation) responsible for the programming (and if possible) the management and operation of all, or the majority of sports facilities across NBC. This will facilitate use of school/college facilities without impacting on school staff capacity, but enable the operator to retain a balanced focus on maintaining or improving on current use/income levels.
- ◀ A common programming philosophy is developed and implemented.
- ◀ All clubs using any and all facilities are required to sign up to the national Clubmark quality accreditation system.
- ◀ Complementary programmes are developed and the likelihood of facilities duplicating what others are doing or competing for the same markets will be reduced.
- ◀ Each school-site based sports facility will offer a co-ordinated programme; running through from curriculum linked after-school sport through to full, wider community use programmes.
- ◀ Schools will be freed to concentrate on their core business of PE and school sport, while a specialist leisure operator/partner will both ensure that their *Extended Schools* and *5-hour offer* responsibilities are effectively discharged and that they can report achievement accurately.
- ◀ Schools (or the operator; Amey) can secure an agreed, 'hassle-free' income from the use of premises along with a financial contribution to support the process of ensuring that maintenance, refurbishment and decor is kept up to a high standard.
- ◀ Financial and operational management of community use is undertaken by the operator thus reducing the need to incur administrative and caretaking input (and cost).
- ◀ An open book approach to the management of all sites (especially schools) will be employed providing reassurances that the operator is not exploiting school facilities for large financial gain.

## 7.3: Proposed facility hierarchy in Northampton

The intention is that sports facilities in Northampton will operate within a hierarchy in which specific facilities have distinct roles and functions; carry differing levels of operational weight and related staffing.

Similarly it is important that facilities have a defined function from the users perspective. Hence core facilities deliver orchestrated physical activity use geared to extended participation and improving health whilst key community facilities offer Clubmark accredited clubs/agencies that offer open membership and progression-based provision for all/young people. Local facilities should be available for static groups which offer limited sports development value.

It is also vital that the proposed hierarchy takes account of the proposed growth areas identified within the East Midlands Core Strategy.

Key principles are as shown in Figure 7.1 overleaf:



# NORTHAMPTON BC AND NORTHAMPTONSHIRE CC SPORT AND LEISURE FACILITIES STRATEGY

Figure 7.1: Facility hierarchy – core principles



Table 7.1: Proposed facility hierarchy – site designation and definition

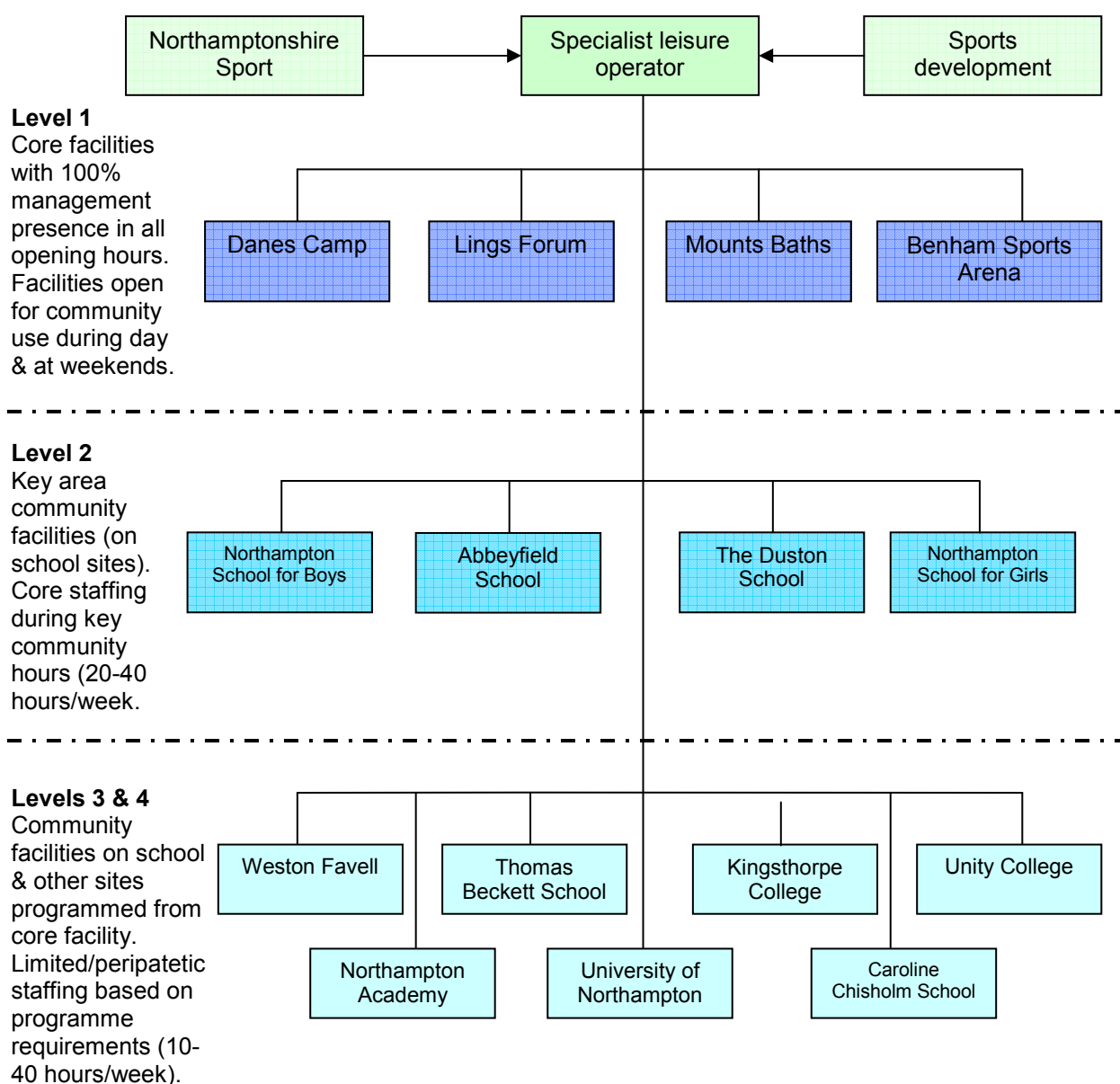
Designation	Role and function
Level 1: Core	<ul style="list-style-type: none"> <li>Provides as wide a range of opportunities for residents and visitors to participate in sport and physical activity contributing significantly to the quality of life of residents across Northampton.</li> <li>Pre-eminent Authority and sub-regional events venue.</li> <li>Highly visible and well-located to accommodate local/regional events.</li> <li>A primary performance venue for key sports.</li> <li>Provides/programmes opportunities for local people to try new activities, develop their skills and progress to significant performance levels.</li> <li>Core venue for training/development of teachers, coaches, volunteers, officials and others in key sports organisations.</li> </ul>
Level 2: Core	<ul style="list-style-type: none"> <li>Contribute to quality of life of residents across main town area serviced</li> <li>Significant town (and Northampton) events venues.</li> <li>Visible and well-located in the context of the town area served.</li> <li>Provides/programmes a wide a range of opportunities for town/area residents to participate in sport and physical activity.</li> <li>Provides options for people to try new sports, develop skills and progress.</li> <li>Provides options for sports organisations to compete in their chosen activity.</li> <li>Responsible for programming/managing other venues in relevant town/area.</li> </ul>
Level 3: Community (staffed)	<ul style="list-style-type: none"> <li>Contributes to quality of life of residents within the local community, and provides a range of opportunities to participate in sport and physical activity.</li> <li>Increases/ improves quality of PE and school sport opportunity for young people attending the School upon which it is based.</li> <li>Provides a base for the provision of opportunity (delivered by a range of providers) for local people to develop their skills and try new activities.</li> <li>Provides options for a range of sports organisations to develop skill, participate and compete within their chosen activity.</li> <li>Supports voluntary sports sector to raise standards with respect to coaching, coach education, administration and volunteer development in chosen sport.</li> <li>Facility use to reflects demographic profile of the local community</li> </ul>

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Designation	Role and function
Level 4: Neighbourhood (Peripatetic)	<ul style="list-style-type: none"> <li>Contributes to quality of life of the neighbourhood, accommodating a range of opportunities to participate in sport and physical activity.</li> <li>Increases/ improves quality of PE and school sport opportunity for young people attending the school at which it is based.</li> <li>Provides opportunities for range of sports organisations to participate, train and compete in their chosen activity.</li> <li>Facility use to reflect demographic profile of the local community</li> </ul>

## 7.4: NBC facility management vision

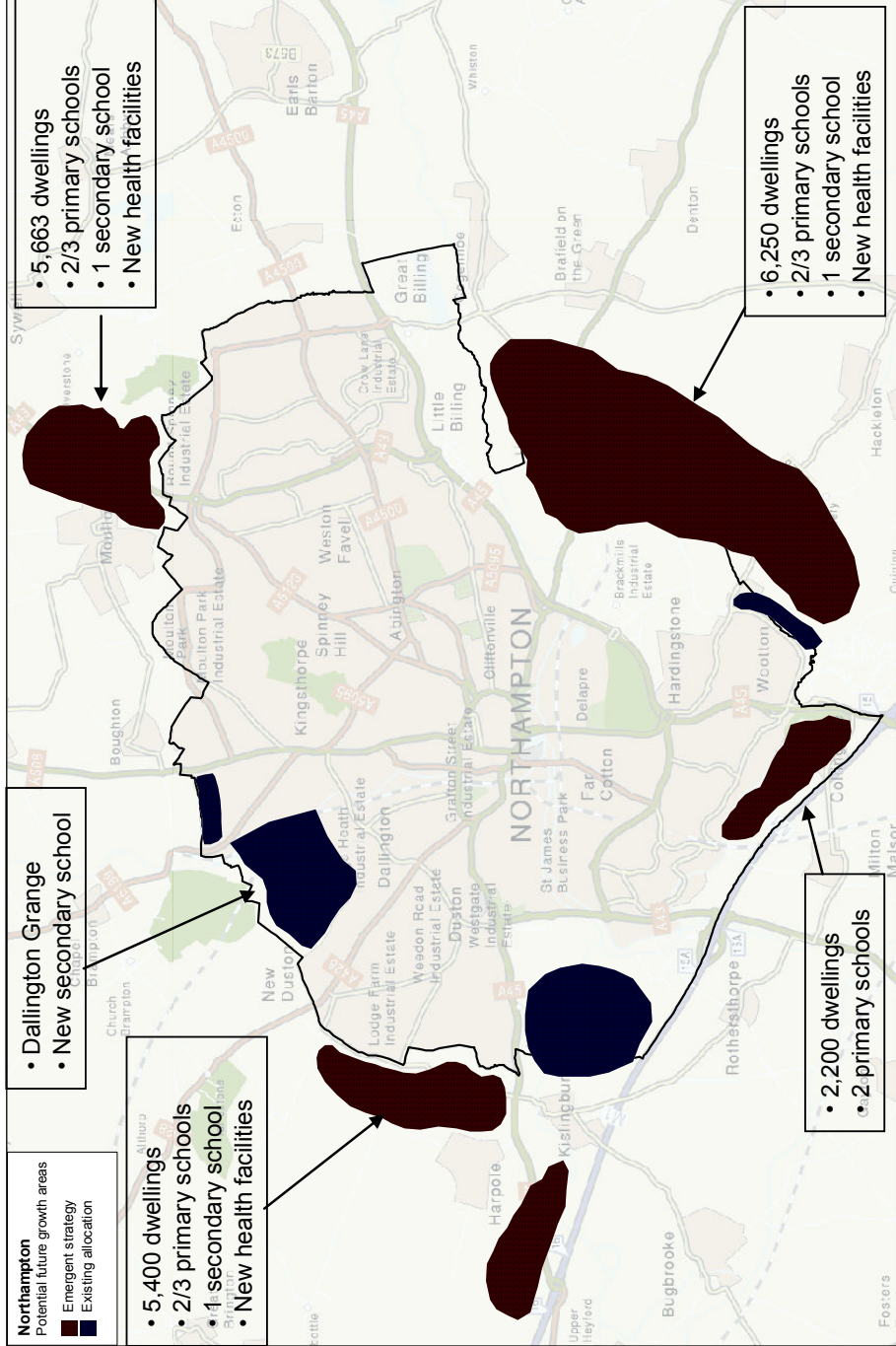
Figure 7.2: Proposed facility hierarchy



**PART 8: VISION FOR FUTURE PROVISION**

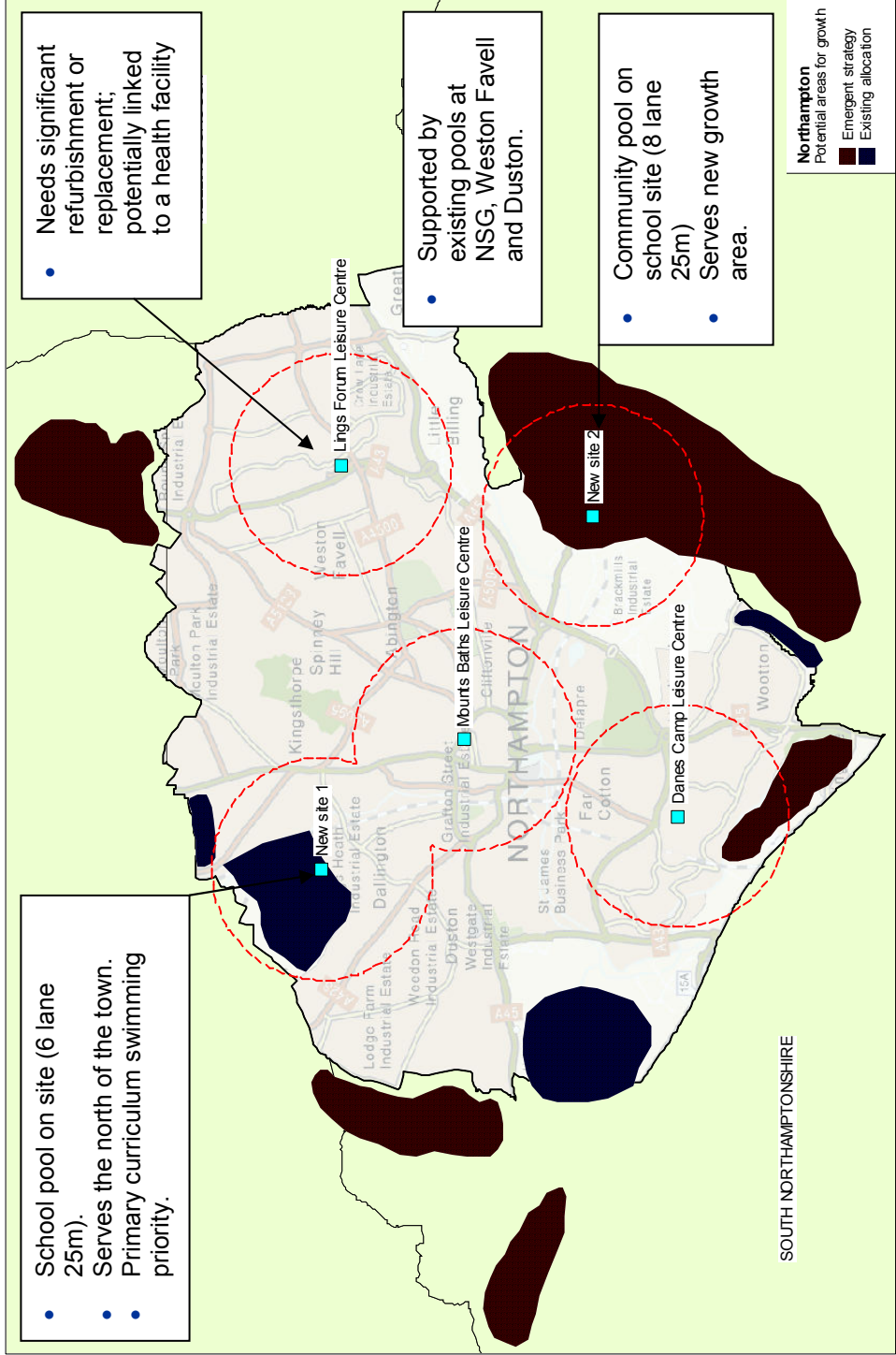
Any future provision must correlate with potential areas for growth. This vision takes account of both emergent and existing allocated growth areas and build on the following assumptions about what core services may be required within specific areas:

*Figure 8.1: Emerging strategy core services*



8.2: Swimming pools

Figure 8.2: Location of proposed wet facilities

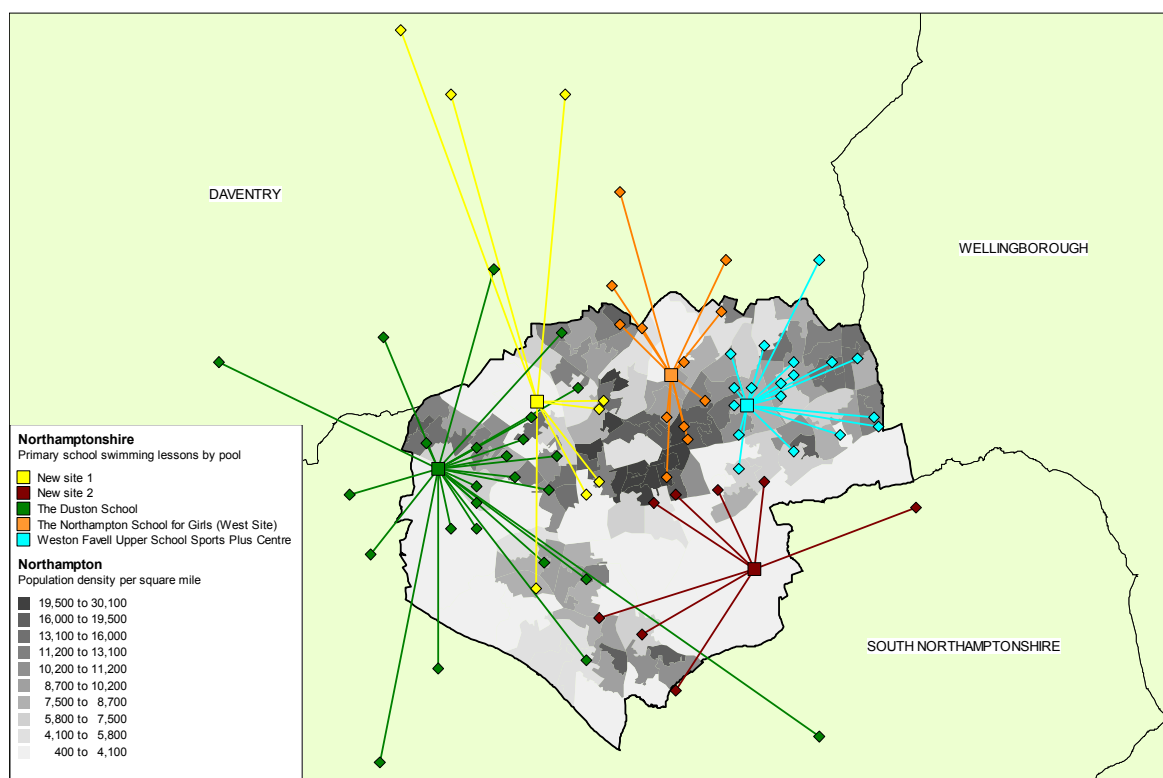


## NORTHAMPTON BC AND NORTHAMPTONSHIRE CC SPORT AND LEISURE STRATEGY

Ensuring appropriateness of developments for swimming provision means overcoming a number of key challenges:

- Barry Road Lower School Pool is at the end of its useful life. It is currently a focus site for school swimming and serves a significant proportion of the Borough's demand for these facilities. Assuming the closure of the Barry Road Lower School Pool plans must be put in place to ensure the smooth transition of pupils to Weston Favell and Northampton School for Girls to deliver school swimming. It is vital that new facilities, in replicating the success of Barry Road, prioritise the use of the facilities for primary school swimming over the demands of secondary schools.
- Northampton School for Boys Pool is also at the end of its useful life. However, use of this facility is limited.
- NBC must recognise that two further facilities are required to be provided to support swimming opportunities within the Borough; beyond those outlined below. This new provision could be provided by the commercial sector.
- There is a potential new development of a 4 lane 25 metre pool at Moulton College in the North of the Borough. However, it is anticipated that community use of./access to this site would be limited other than for organised clubs.
- It is worth noting that the key swimming pool to be located in the south east of the borough should be a community swimming pool. Therefore, if opportunities are maximised by co-locating this facility on a school site consideration will need to be given to the separation of the public and pupils throughout the school day.
- The proposed new facility hierarchy has the following impact upon the provision of facilities for primary school swimming, with some key sites required to make more time available:

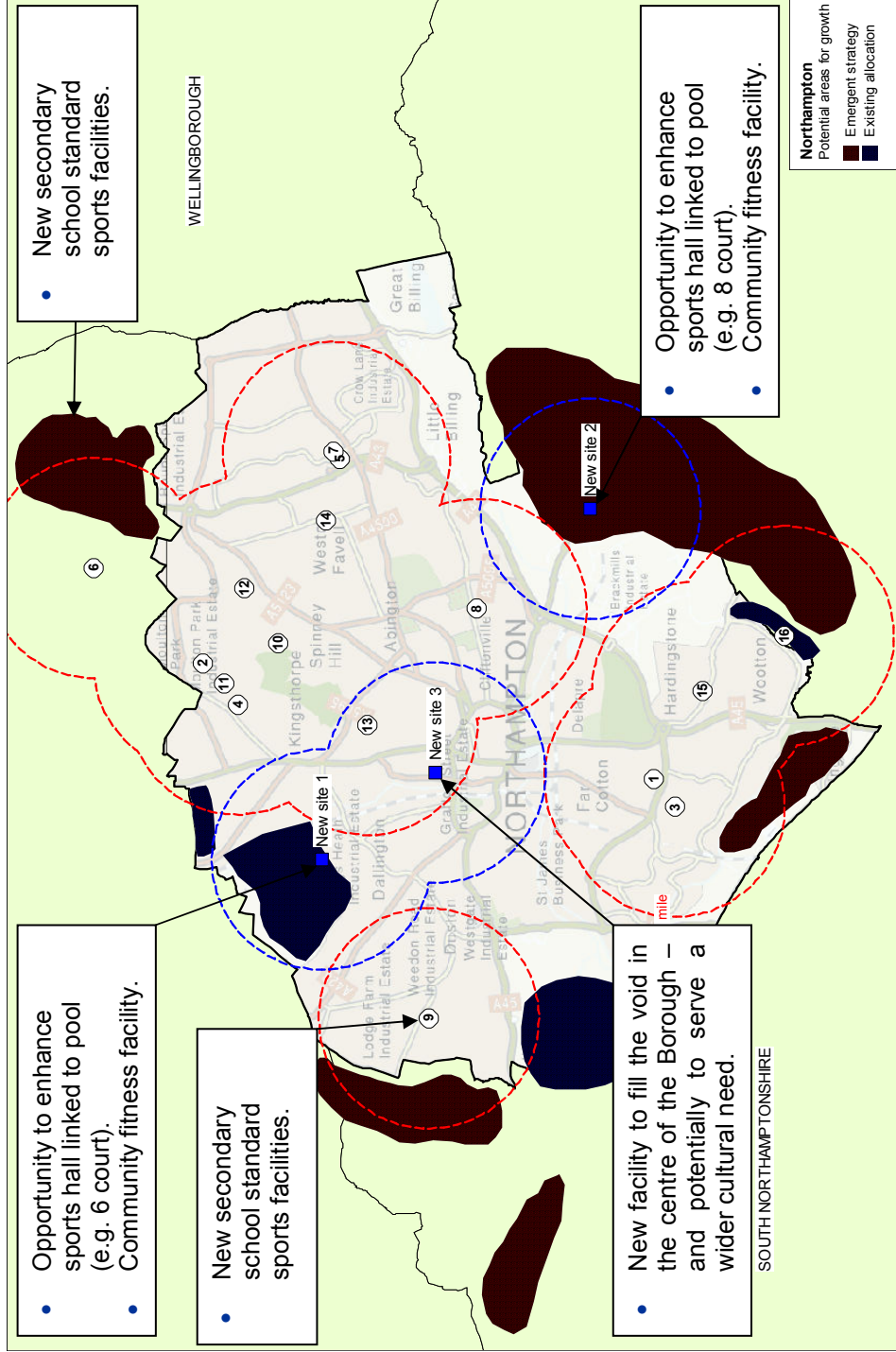
*Figure 8.3: Facility hierarchy – impact on primary school swimming*





8.1: Dry facilities (sports halls)

Figure 8.2: Location of proposed dry facilities



## NORTHAMPTON BC AND NORTHAMPTONSHIRE CC SPORT AND LEISURE STRATEGY

Based on the identified hierarchy of provision the following role of each facility is outlined below:

### **Level 1 facility: Danes Camp**

<b>Role: Level 1 (core)</b>	<b>Service delivery principles</b>	<b>Improvements/investment/issues</b>
<p>A Northampton wide facility which serves the south of the Borough:</p> <ul style="list-style-type: none"> <li>• A fully managed and programmed facility offering a wide range of programmes plus 'pay &amp; play' community activities.</li> <li>• The key events facility for the Authority.</li> <li>• The wellness hub for whole authority and specifically the south of the Borough.</li> <li>• Coach education/training/development hub for Northampton.</li> <li>• Northampton volunteer training/development hub.</li> <li>• Programming hub for all Northampton facilities.</li> <li>• Management information/performance management hub for all Northampton facilities.</li> <li>• The key base for major participation clubs.</li> <li>• Area management site; south Northampton facilities.</li> </ul>	<ul style="list-style-type: none"> <li>• Specialist management and supervision at all times.</li> <li>• Inductions and specialist support available; all times.</li> <li>• Comprehensive health/fitness testing &amp; screening available</li> <li>• Quality assured links with PCT, Exercise on Referral and other 'Health' recommendation routes.</li> </ul>	<p>The facility is the newest within NBC's portfolio. However, investment is required to undertake general upgrade work. The facility requires:</p> <ul style="list-style-type: none"> <li>• General upgrade of circulation areas.</li> <li>• Future upgrade of the leisure pool to improve the offer.</li> <li>• Continued upgrade of fitness offer</li> <li>• Expansion of car parking.</li> </ul>

### **Level 1 facility: Lings Forum**

<b>Role: Level 1 (core)</b>	<b>Service delivery principles</b>	<b>Improvements/investment/issues</b>
<p>A Northampton wide facility which serves the north of the Borough:</p> <ul style="list-style-type: none"> <li>• A fully managed and programmed facility offering a wide range of programmes plus 'pay &amp; play' community activities.</li> <li>• The key events facility for the Authority.</li> <li>• Wellness hub for whole NBC area; specifically east of borough.</li> <li>• Coach education/training/development hub for Northampton.</li> <li>• Northampton volunteer training/development hub.</li> <li>• Programming hub for all Northampton facilities.</li> <li>• Management information/performance management hub.</li> <li>• The key base for major participation clubs.</li> <li>• Area management site; east Northampton facilities.</li> </ul>	<ul style="list-style-type: none"> <li>• Specialist management and supervision at all times.</li> <li>• Inductions and specialist support available; all times.</li> <li>• Comprehensive health/fitness testing &amp; screening available.</li> <li>• Quality assured links with PCT, Exercise on Referral and other 'Health' recommendation routes.</li> </ul>	<p>In general terms, it is run down and poorly designed. It has been subject to several potential redevelopment plans which include proposals to relocate the adjoining cinema. It requires attention to:</p> <ul style="list-style-type: none"> <li>• Upgrade to be DDA compliant.</li> <li>• Specific car parking facility.</li> <li>• Stronger presence within wider complex.</li> <li>• Potential redevelopment linked to health facility.</li> </ul>

# NORTHAMPTON BC AND NORTHAMPTONSHIRE CC SPORT AND LEISURE STRATEGY

## Level 1 facility: Mounts Baths Leisure Centre

Role: Level 1 (core)	Service delivery principles	Improvements/investment/issues
<ul style="list-style-type: none"> <li>A fully managed and programmed facility offering a wide range of programmes plus 'pay &amp; play' community activities.</li> <li>Wellness hub for whole NBC area; specifically the centre of the borough.</li> <li>Management information/performance management hub.</li> <li>The key base for swimming club.</li> <li>Area management site; central Northampton facilities</li> </ul>	<ul style="list-style-type: none"> <li>Proportional supervision at community times.</li> <li>Card based/general access to facilities to track/monitor use.</li> <li>Facility - self programmed.</li> <li>Key facility for community groups and community swimming clubs.</li> </ul>	<p>Ongoing improvements required to pool hall and tank as well as the fitness offer, fabric of building and plant.</p> <p>Main issues is there is no designated car park and this is unlikely to be resolved.</p>

## Level 1 facility: Benham Sports Arena

Role: Level 1 (core)	Service delivery principles	Improvements/investment/issues
<ul style="list-style-type: none"> <li>A fully managed and programmed facility offering a wide range of programmes plus 'pay &amp; play' community activities.</li> <li>Key facility for young people as outlined in the memorandum and articles of the trust.</li> <li>Key major events facility for Northampton – tied to its 2012 pre-games training camp status.</li> <li>Range of club bookings and activity programme for the wider community.</li> <li>Key Gymnastics and Trampoline development centre for the Borough</li> <li></li> </ul>	<ul style="list-style-type: none"> <li>Proportional supervision at community times.</li> <li>Facility - self programmed.</li> <li>Key facility for community groups and the development of gymnastics and trampolining.</li> </ul>	<p>General improvements to the facility presentation, although generally sound.</p>



# NORTHAMPTON BC AND NORTHAMPTONSHIRE CC SPORT AND LEISURE STRATEGY

## *Level 1 facility: New site (1) – north west of Northampton town centre*

<b>Role: Level 1 (core)</b>	<b>Service delivery principles</b>	<b>Improvements/investment/issues</b>
<p>A Northampton wide facility which serves the north west of the Borough:</p> <ul style="list-style-type: none"> <li>• A fully managed and programmed facility offering a wide range of programmes plus 'pay &amp; play' community activities.</li> <li>• Potentially linked to school with the sports hall being the key focus for dual use – not the pool.</li> <li>• The key events facility for the Authority.</li> <li>• The wellness hub for whole authority and specifically the north west of the Borough.</li> <li>• Coach education/training/development hub for Northampton.</li> <li>• Northampton volunteer training/development hub.</li> <li>• Programming hub for all Northampton facilities.</li> <li>• Management information/performance management hub.</li> <li>• The key base for major participation clubs (e.g. Northampton Swimming Club).</li> <li>• Potential to develop an enhanced sports hall with outdoor provision on site to make it a key flagship facility.</li> <li>• The key base for major participation clubs.</li> <li>• Area management site; Northampton facilities.</li> </ul>	<ul style="list-style-type: none"> <li>• Specialist management and supervision at all times.</li> <li>• Inductions and specialist support available; all times.</li> <li>• Comprehensive health/fitness testing &amp; screening available.</li> <li>• Quality assured links with PCT, Exercise on Referral and other 'Health' recommendation routes.</li> </ul>	<p>New facility which is on a shared school site but which supports extensive community use and primary school swimming. Potential to develop a facility mix which includes:</p> <ul style="list-style-type: none"> <li>• 6 lane 25 metre pool</li> <li>• 6 court sports hall.</li> <li>• 40 station fitness.</li> <li>• Fitness studios.</li> <li>• Outdoor synthetic turf pitch</li> </ul>

## *Level 1 facility: New (2) – south east of Northampton town centre*

<b>Role: Level 1 (core)</b>	<b>Service delivery principles</b>	<b>Improvements/investment/issues</b>
<p>A Northampton wide facility which serves the south east of the Borough:</p> <ul style="list-style-type: none"> <li>• A fully managed and programmed swimming pool and fitness facility offering a wide range of programmes plus 'pay &amp; play' community activities.</li> <li>• Potentially linked to school with the sports hall being the key focus for dual use – not the pool.</li> <li>• The key events facility for the Authority – especially swimming.</li> <li>• Wellness hub for whole authority; specifically south east of the</li> </ul>	<ul style="list-style-type: none"> <li>• Specialist management and supervision at all times.</li> <li>• Inductions and specialist support available; all times.</li> <li>• Comprehensive health/fitness testing &amp; screening available.</li> <li>• Quality assured links with PCT, Exercise on Referral and other 'Health' recommendation routes.</li> </ul>	<p>New facility which is on a shared school site but which supports extensive community use and primary school swimming. Potential to develop a facility mix which includes:</p> <ul style="list-style-type: none"> <li>• 8 lane 25 metre pool and small pool</li> <li>• 8 court sports hall.</li> </ul>

# NORTHAMPTON BC AND NORTHAMPTONSHIRE CC SPORT AND LEISURE STRATEGY

Role: Level 1 (core)	Service delivery principles	Improvements/investment/issues
<ul style="list-style-type: none"> <li>borough.</li> <li>Coach education/training/development hub for Northampton.</li> <li>Northampton volunteer training/development hub.</li> <li>Programming hub for all Northampton facilities.</li> <li>Management information/performance management hub.</li> <li>The key base for major participation clubs (e.g. Northampton Swimming Club).</li> <li>Potential to develop an enhanced sports hall with outdoor provision on site to make it a key flagship facility.</li> <li>Area management site; Northampton facilities.</li> </ul>		<ul style="list-style-type: none"> <li>60 station fitness.</li> <li>2 fitness studios.</li> <li>Outdoor synthetic turf pitch</li> <li>Outdoor grass pitches.</li> </ul>

# NORTHAMPTON BC AND NORTHAMPTONSHIRE CC SPORT AND LEISURE STRATEGY

## Level 2 facility: The Duston School

Role: Level 2 (staffed)	Service delivery principles	Improvements/investment/issues
<p>Facility servicing key local community:</p> <ul style="list-style-type: none"> <li>• Key facility for primary school swimming.</li> <li>• Proportionately staffed for (say) up to 40 hours per week.</li> <li>• Offers limited or no pay and play</li> <li>• Range of club bookings and activity programmes targeted at key sports and the local community.</li> <li>• Locality wellness hub for the local community.</li> <li>• Club activity/development hub for the local community.</li> </ul>	<p>Proportional supervision; key times.</p> <ul style="list-style-type: none"> <li>• Track usage through bookings and returns on club membership.</li> <li>• Programmed from NEW 1.</li> <li>• Key facility for community learn to swim and organised group swimming.</li> </ul>	<ul style="list-style-type: none"> <li>• Investment in pool plant and equipment over the past ten years.</li> <li>• Structural refurbishment to roof and windows - undertaken.</li> <li>• Amey manages community use of the school pool.</li> </ul>

## Level 2 facility: Northampton School for Boys

Role: Level 2 (staffed)	Service delivery principles	Improvements/investment/issues
<p>Facility servicing key local community:</p> <ul style="list-style-type: none"> <li>• Proportionately staffed for (say) up to 40 hours per week.</li> <li>• Offers limited or no pay and play.</li> <li>• Range of club bookings/activity programmes targeting key sports/local community.</li> <li>• Key site for club development and coach education</li> </ul>	<p>Proportional supervision; key times.</p> <ul style="list-style-type: none"> <li>• Track usage through bookings and returns on club membership.</li> <li>• Unlikely that school would want to buy into co-ordinated programme.</li> <li>• Key facility for football, cricket and rugby</li> </ul>	<ul style="list-style-type: none"> <li>• Pool not fit for purpose and should not be replaced.</li> <li>• In general indoor and outdoor facilities are excellent.</li> </ul>

## Level 2 facility: Northampton School for Girls

Role: Level 2 (staffed)	Service delivery principles	Improvements/investment/issues
<p>Facility servicing key local community:</p> <ul style="list-style-type: none"> <li>• Proportionately staffed for (say) up to 40 hours per week.</li> <li>• Offers limited or no pay and play.</li> <li>• Range of club bookings/activity programmes targeting key sports/local community.</li> <li>• Club activity/development hub for the local community; building upon strength as recognised centre for basketball/swimming.</li> </ul>	<p>Proportional supervision; key times.</p> <ul style="list-style-type: none"> <li>• Track usage through bookings and returns on club membership.</li> <li>• Programmed from Lings Forum.</li> </ul>	<ul style="list-style-type: none"> <li>• Pool tank in need of refurbishment.</li> <li>• 3G STP on site, but no floodlights, and unlikely to achieve planning permission.</li> </ul>

## NORTHAMPTON BC AND NORTHAMPTONSHIRE CC SPORT AND LEISURE STRATEGY

### Level 3 facility: *Abbeyfields School*

Role: Level 2 (staffed)	Service delivery principles	Improvements/investment/issues
Facility to serve the needs of the key local community: <ul style="list-style-type: none"> <li>• Proportionately staffed</li> <li>• Offers limited or no pay &amp; play access.</li> <li>• Range of club bookings and activity programmes for local community activity.</li> <li>• Level 2 site given location of Goals Soccer Centre on the site.</li> </ul>	<ul style="list-style-type: none"> <li>• Proportional supervision at community times</li> <li>• Card based/general access to facilities to track/monitor use.</li> <li>• Facility programmed from Danes Camp.</li> </ul>	<ul style="list-style-type: none"> <li>• No major issues with the site at present</li> </ul>

# NORTHAMPTON BC AND NORTHAMPTONSHIRE CC SPORT AND LEISURE STRATEGY

## Level 3 facility: *Weston Favell Upper School*

Role: Level 3	Service delivery principles	Improvements/investment/issues
<p>Neighbourhood facility – to serve the needs of the northeast community and beyond:</p> <ul style="list-style-type: none"> <li>• Key facility for primary school swimming.</li> <li>• Club development hub for community, especially with relation to swimming and team sports</li> </ul>	<ul style="list-style-type: none"> <li>• Proportional supervision at community times</li> <li>• Card based/general access to facilities to track/monitor use.</li> <li>• Facility programmed from Lings Forum.</li> <li>• Club access pre-programmed; clubs sign up to a code of conduct.</li> </ul>	<ul style="list-style-type: none"> <li>• Major challenge is accessing pool through the school.</li> <li>• May become an academy site in the future.</li> </ul>

## Level 3 facility: *Kingsthorpe College*

Role: Level 3	Service delivery principles	Improvements/investment/issues
<p>Facility to serve the needs of the key local community:</p> <ul style="list-style-type: none"> <li>• Proportionately staffed.</li> <li>• Offers limited pay &amp; play access.</li> <li>• Range of club bookings and activity programmes for local community activity.</li> <li>• Club development hub as a specialist sports college.</li> </ul>	<ul style="list-style-type: none"> <li>• Proportional supervision at community times</li> <li>• Card based/general access to facilities to track/monitor use.</li> <li>• Facility programmed from Mounts.</li> <li>• Club access pre-programmed; clubs sign up to a code of conduct.</li> </ul>	<ul style="list-style-type: none"> <li>• Need to tie in with programmes at University and Benham Sports Arena.</li> </ul>

## Level 3 facility: *Thomas Becket School*

Role: Level 3	Service delivery principles	Improvements/investment/issues
<p>Facility to serve the needs of the key local community:</p> <ul style="list-style-type: none"> <li>• Proportionately staffed.</li> <li>• Offers limited pay &amp; play access.</li> <li>• Range of club bookings and activity programmes for local community activity.</li> <li>• Club development hub as a specialist sports college.</li> </ul>	<ul style="list-style-type: none"> <li>• Proportional supervision at community times</li> <li>• Card based/general access to facilities to track/monitor use.</li> <li>• Facility programmed from Lings Forum.</li> <li>• Club access pre-programmed; clubs sign up to a code of conduct.</li> </ul>	<ul style="list-style-type: none"> <li>• Potential need for STP on the school site to accommodate school use.</li> </ul>

## NORTHAMPTON BC AND NORTHAMPTONSHIRE CC SPORT AND LEISURE STRATEGY

### *Level 3 facility: Unity College*

<b>Role: Level 3</b>	<b>Service delivery principles</b>	<b>Improvements/investment/issues</b>
Facility to serve the needs of the key local community: <ul style="list-style-type: none"> <li>• Proportionately staffed.</li> <li>• Offers limited pay &amp; play access.</li> <li>• Range of club bookings and activity programmes for local community activity.</li> <li>• Key site to engage with key deprived communities</li> </ul>	<ul style="list-style-type: none"> <li>• Proportional supervision at community times</li> <li>• Card based/general access to facilities to track/monitor use.</li> <li>• Facility programmed from Mounts.</li> <li>• Club access pre-programmed; clubs sign up to a code of conduct.</li> </ul>	<ul style="list-style-type: none"> <li>• Potential to consider health related partnership (re exercise and physical activity) given location of school.</li> </ul>

### *Level 3 facility: Caroline Chisholm School*

<b>Role: Level 3</b>	<b>Service delivery principles</b>	<b>Improvements/investment/issues</b>
Facility to serve the needs of the key local community: <ul style="list-style-type: none"> <li>• Proportionately staffed.</li> <li>• Offers limited pay &amp; play access.</li> <li>• Range of club bookings and activity programmes for local community activity.</li> </ul>	<ul style="list-style-type: none"> <li>• Proportional supervision at community times</li> <li>• Card based/general access to facilities to track/monitor use.</li> <li>• Club access pre-programmed; clubs sign up to a code of conduct.</li> </ul>	<ul style="list-style-type: none"> <li>• School not part of Amey contract (just outside NBC border).</li> <li>• Need to ensure programmes are complementary to Danes Camp, Abbeyfield and the Academy.</li> </ul>

### *Level 3 facility: University of Northampton*

<b>Role: Level 3</b>	<b>Service delivery principles</b>	<b>Improvements/investment/issues</b>
Facility primarily to serve the needs of the University: <ul style="list-style-type: none"> <li>• Limited staff.</li> <li>• No pay &amp; play access.</li> <li>• Limited community club bookings given needs of university students.</li> </ul>	<ul style="list-style-type: none"> <li>• Limited supervision at community times</li> <li>• Club access pre-programmed; clubs sign up to a code of conduct.</li> </ul>	<ul style="list-style-type: none"> <li>• Facility is in need of significant refurbishment or replacement.</li> <li>• Need to ensure community programmes are complementary to Kingsthorpe and Benham.</li> </ul>

# NORTHAMPTON BC AND NORTHAMPTONSHIRE CC SPORT AND LEISURE STRATEGY

## Level 3 facility: Northampton High School

Role: Level 3	Service delivery principles	Improvements/investment/issues
Facility to serve the needs of the key local community: <ul style="list-style-type: none"> <li>• Proportionately staffed.</li> <li>• Offers limited or no pay &amp; play access.</li> <li>• Range of club bookings and activity programmes for local community activity.</li> </ul>	<ul style="list-style-type: none"> <li>• Proportional supervision at community times</li> <li>• Card based/general access to facilities to track/monitor use.</li> <li>• Club access pre-programmed; clubs sign up to a code of conduct.</li> </ul>	<ul style="list-style-type: none"> <li>• Independent school and may not want to buy-in to a co-ordinated programme</li> </ul>



# NORTHAMPTON BC AND NORTHAMPTONSHIRE CC SPORT AND LEISURE STRATEGY

## PART 9: INVESTMENT REQUIREMENTS

In order to provide NBC and NCC with indicative costs of delivering this strategy the following key assumptions have been made in relation to development and refurbishment costs associated with the major capital projects, and which organisation is likely to invest in which activity areas.

Facility	Partners	Activity areas	Indicative cost
New site 1	NCC	4 court sports hall, activity hall, 6 lane 25m pool and STP.	£5 million
	NBC	Fitness suite, studio, increase to sports hall (2 courts) and contribution towards the pool.	£2 million
New site 2	NCC	4 court sports hall, activity hall and STP	£1.5 million
	NBC	8 lane 25m pool and teaching pool, fitness suite, studio and increase to sports hall (4 courts)	£7 million
New site 3	NBC	4 court sports hall and ancillary facilities	£1.2 million
Lings Forum	NBC	Extensive refurbishment of the facility dealing with DDA and access issues.	£4 million
	NBC	Alternatively replacement of the facility	£7 million
	Health	Potential funding partner linked to improved health facilities in the area (e.g. healthy living centre)	Unknown
New school – West	NCC	4 court sports hall, activity hall and STP	£1.5 million
New School - North	NCC	4 court sports hall, activity hall and STP	£1.5 million
Danes Camp	NBC	Extensive refurbishment of the facility, including the upgrade of the leisure water, fitness offer and general layout of facilities.	£3 million
Mounts Baths	NBC	General refurbishment of the facility, including the maintenance of the current structure and art deco presentation, as well as upgrade of the fitness offer and general layout of facilities.	£4 million

### Bridging the funding gap

NBC and WNDC have New Growth Point status and will receive additional funding from central government to accelerate housing growth within the area. There is potential to use some of this funding to develop sports facilities as part of the community infrastructure around key housing developments. It could also include funding to enhance school sports facilities aligned to these developments, to enable improved community facilities on school sites. In some instances this could be the additional funding required to achieve an exemplar design for new schools, rather than a compromised approach which is unlikely to fully meet community need.

Given the housing growth anticipated in the area, there is also a need for sport to be at the forefront of any planning gain funding (Section 106). Authorities are adopting different approaches to developer negotiations to access this funding, and in many circumstances it is clear that maximum benefit has not been achieved.

# NORTHAMPTON BC AND NORTHAMPTONSHIRE CC SPORT AND LEISURE STRATEGY

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## *Overview*

Throughout the UK in 2003/4, developers delivered planning obligations worth £1.15 billion. However, planning obligations were only applied to approximately 40% of major residential permissions (over 10 dwellings) and 9% of minor residential permissions (less than 10 dwellings). On this basis there is the potential throughout the UK and in Northampton to significantly increase the contribution from developers.

However, the current economic climate has seen a more relaxed approach to developer contributions. For example, some authorities have sought to encourage development within their area at the expense of gaining developer contributions. Some authorities such as Glasgow City Council (and the Scottish Executive) have taken an open approach with developers as follows, while others are less overt in their policy decisions:

- ◀ Being more flexible in the Council's land disposal policy to make it easier for projects to get off the ground.
- ◀ Deferring requests for the payments developers have to make to develop sites.
- ◀ Ending activity that could be burdensome to development

Although this and similar approaches may help to stimulate development on the ground throughout this challenging economic period it may also have a significant impact on some councils' ability to develop sport and community facilities in forthcoming years. In many circumstances Section 106 funding is one of the only means of providing partnership funding for capital projects which may also require external grant funding.

## *Good practice*

In order for local authorities to achieve good practice in the collection and distribution of developer contributions there are a number of key challenges that should be addressed, including:

- ◀ Adopt this strategy as the evidence base for indoor sports facility provision in Northampton
- ◀ Produce a comprehensive local PPG17 study which incorporates local standards of provision for built facilities and outdoor spaces, including pitches, play areas and informal recreation sites.
- ◀ Use national guidance and standards as tools rather than a universal standard to be applied locally; by definition they are not local standards which (according to central government guidance) should not be applied within local settings.
- ◀ Use the above to develop a supplementary planning document which outlines how developer contributions are calculated and also identifies the need for funds to:
  - ◀ Develop strategically significant sport and physical activity facilities.
  - ◀ Develop localised provision.
  - ◀ Redevelop and enhance existing facilities (e.g. Danes Camp and Lings) to enable them to accommodate growth rather than develop new.
- ◀ Ensure the supplementary planning document is adopted and updated based on the changing strategic needs of the Borough.

## PART 10: CONCLUSIONS AND RECOMMENDATIONS

This report precedes the stage two management options appraisal which provides a strategic direction for the delivery of the recommendations outlined within this report.

The summary of the findings from the report conclude that Northampton should seek to:

- ◀ Gain better use of existing facilities before focusing on developing more facilities.
- ◀ Develop a complementary approach to the use of all community facilities.
- ◀ Develop a common definition of community use which can be applied to all facilities across the hierarchy.
- ◀ Focus new facilities in proposed growth areas and key gaps.
- ◀ Invest in current stock to enhance provision for key communities.
- ◀ Address the provision and programming priorities for primary school swimming (NCC).
- ◀ Ensure that the cost of hiring facilities (especially school sports facilities) is not a barrier to participation for the most disadvantaged residents in Northampton.

In line with the above, the following facility development proposals have been identified:

- ◀ Develop a new 8 lane 25m community pool and small pool (with extensive fitness) in the south east of the Borough. This should be linked to the development of a new school where there is the potential to co-locate provision and develop a larger sports hall (8 courts) and extensive outdoor provision.
- ◀ Develop a new 6 lane 25m pool (with fitness) in the Dallington Grange area linked to the new high school for the area. Similarly there is an opportunity to enhance the indoor sports facilities to improve the wider offer for residents
- ◀ Ideally both facilities should be located on the main arterial route into the town centre to improve access and facilitate high levels of use. Similarly there is a need to ensure that appropriate parking is made available for community use of the facilities (including daytime use).
- ◀ Work with Health partners to identify an appropriate refurbishment or replacement solution for Lings Forum; and ensure its user profile seeks to reflect that of the most disadvantaged and physical activity challenged residents.
- ◀ Work with the wider BME communities to develop a potential community sports hall (e.g. 4 courts) to serve the needs of the wider culturally diverse communities in the centre of the Borough.
- ◀ Ensure Mounts Baths and Danes Camp remain viable community sports facilities in the medium term by securing funds to address their condition and refurbishment requirements.

# NORTHAMPTON BC AND NORTHAMPTONSHIRE CC SPORT AND LEISURE STRATEGY

## APPENDIX 1: MOSAIC PROFILES

The following table provides a description of the Mosaic Profiles used in discussion of the demographic profile of the area.

<p><b>Symbols of Success</b> contains people whose lives are 'successful' by whatever yardsticks society commonly uses to measure success. These are people who have rewarding careers rather than jobs, who live in sought after locations, who drive the more modern and expensive cars and who indulge in the most exotic leisure pursuits. Most, though not all, appear to enjoy stable household arrangements.</p>
<p><b>Happy Families</b> contains people whose focus is on career, home and family. These are mostly younger age groups who are married, or at least in a permanent relationship, and are now raising children in post war family houses, often in areas of the country with rapidly growing populations. The focus of expenditure is on equipment for the home and garden, and the immediate family unit is the principal focus of leisure activities.</p>
<p><b>Suburban Comfort</b> comprises people who have successfully established themselves and their families in comfortable homes in mature suburbs. Children are becoming more independent, work is becoming less of a challenge and interest payments on homes and other loans are becoming less burdensome. With more time and money on their hands, people can relax and focus on activities that they find intrinsically rewarding.</p>
<p><b>Ties of Community</b> is comprised of people whose lives are mostly played out within the confines of close knit communities. Living mostly in older houses in inner city neighbourhoods or in small industrial towns, most of these people own their homes, drive their own cars and hold down responsible jobs. Community norms rather than individual material ambitions shape the pattern of most residents' consumption.</p>
<p><b>Urban Intelligence</b> mostly contains young and well educated people who are open to new ideas and influences. Young and single, and few encumbered with children, these people tend to be avid explorers of new ideas and fashions, cosmopolitan in their tastes and liberal in their social attitudes. Whilst eager consumers of the media and with a sophisticated understanding of brand values, they like to be treated as individuals, and value authenticity over veneer.</p>
<p><b>Welfare Borderline</b> is comprised of many people who are struggling to achieve the material and personal rewards that are assumed to be open to all in an affluent society. Few hold down rewarding or well paying jobs and, as a result, most rely on the council for their accommodation, on public transport to get around and on state benefits to fund even the bare essentials. The lack of stability in many family formations undermines social networks and leads to high levels of anti social behavior among local children.</p>
<p><b>Municipal Dependency</b> mostly contains families on lower incomes who live on large municipal council estates where few of the tenants have exercised their right to buy. Often isolated in the outer suburbs of large provincial cities, Municipal Dependency is characterised as much by low aspirations as by low incomes. Here people watch a lot of television and buy trusted mainstream brands from shops that focus on price rather than range or service.</p>
<p><b>Blue Collar Enterprise</b> comprises people who, though not necessarily very well educated, are practical and enterprising in their orientation. Many of these people live in what were once council estates but where tenants have exercised their right to buy. They own their cars, provide a reliable source of labour to local employers and are streetwise consumers. Tastes are mass market rather than individualistic and focus on providing comfort and value to family members.</p>
<p><b>Twilight Subsistence</b> consists of elderly people who are mostly reliant on state benefits, and live in housing designed by local authorities and housing associations. Some live in old people's homes or sheltered accommodation, while others live in small bungalows, set in small enclaves within larger council estates. Most of these people spend money only on the basic necessities of life.</p>

## NORTHAMPTON BC AND NORTHAMPTONSHIRE CC SPORT AND LEISURE STRATEGY

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**Grey Perspectives** consists mostly of pensioners who own their homes and who have some source of income beyond the basic state pension. Many of these people have, on retirement, moved to the seaside or the countryside to live among people similar to themselves. Today many of these people have quite active lifestyles and are considered in their purchasing decisions.

**Rural Isolation** contains people whose pattern of living is distinctively rural. They live not just outside major population centres but also deep in the countryside, in small communities which have been little influenced by the influx of urban commuters. These are places where people with different levels of income share attachments to local communities, and where engagement with the community and with the natural environment are more important to most residents than material consumption.