



BROMSGROVE DISTRICT COUNCIL

MEETING OF THE CABINET

WEDNESDAY 26TH OCTOBER 2022, AT 6.00 P.M.

PARKSIDE SUITE - PARKSIDE

SUPPLEMENTARY DOCUMENTATION

The attached papers contain a copy of the full report for the Leisure and Cultural Strategy.

9. **Leisure Strategy** (Pages 1 - 266)

This pack contains the covering report and appendices for the Leisure Strategy item.

K. DICKS
Chief Executive

Parkside
Market Street
BROMSGROVE
Worcestershire
B61 8DA

18th October 2022

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26th October 2022

Leisure and Culture Strategy

Relevant Portfolio Holder		Councillor Thompson
Portfolio Holder Consulted		Yes
Relevant Head of Service		Ruth Bamford – Head of Planning, Regeneration and Leisure Services
Report Author	Job Title: Parks & Events Service Manager Contact email: Ishrat.karimifini@bromsgroveandredditch.gov.uk Contact Tel: 07713 085872	
Wards Affected		All Wards
Ward Councillor(s) consulted		No
Relevant Strategic Purpose(s)		<ul style="list-style-type: none"> • Living independent, active & healthy lives • Communities which are safe, well-maintained & green. • Aspiration, work and financial independence. • Run and Grow Successful Business. • The Green Thread runs through the Council Plan
Non Key Decision		
If you have any questions about this report, please contact the report author in advance of the meeting.		

1. RESOLUTION

The Cabinet **RESOLVES** that:-

- 1) The Leisure and Culture Strategy at Appendix A and its supporting documentation appendices B,C, and D are endorsed
- 2) That delegated authority is given to the Head of Planning, Regeneration and Leisure Services in conjunction with the Portfolio Holder for Leisure Services to implement the following Recommendations 1, 2, 9,10,11,12,13, 15,16,17,20 22, 24,25, 31, 32, 33, 35, 36, 37, 38, 39, 40 a, 41, 42, 43, 44 45 46 as set out in the Leisure and Culture Strategy at 6.0

2. BACKGROUND

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- 2.1 Bromsgrove District Council resolved that delegated authority be granted to the then Head of Leisure and Culture Services to produce a Leisure and Culture Strategy.
- 2.2 Given the current context for the public sector, as well as the wider economy, budget constraints and increasing costs, it is becoming necessary for expenditure on leisure and culture services, to be objectively justified, developed, and delivered against a strategic framework. Consultants, Strategic Leisure and Community First Partnership, were appointed in February 2021 to produce a Leisure and Culture Strategy for Bromsgrove District Council.
- 2.3 This Leisure and Culture Strategy ('the Strategy') for Bromsgrove District sets out our future direction of travel for Leisure and Culture services (LCS) and identifies the priorities for provision of these important, and highly valued community services. This Strategy is aligned to the Corporate Plan which recognises the contribution that leisure and culture can make to the achievement of our corporate and community priorities, and in particular community health and wellbeing.
- 2.4 The Strategy at this stage comprises the following supporting evidence, these documents can be viewed at appendix B, C and D . These documents have informed the recommendations contained within the Strategy (Appendix A).
- :
- Built Facility Strategy - Supply and Demand, Quality and Priority Needs Assessments by location and sport type followed by recommendations (by sport and site).
 - Arts and Culture Strategy. – Analysis of existing provision, key issues, priority needs, followed by recommendations.
 - Parks and Open Spaces Strategy – Analysis of existing provision, key issues and priority needs, production of management plans for key sites followed by recommendations.

For the purposes of this Strategy, leisure and culture includes arts, culture, heritage, physical activity and sport, events, parks, open space facilities, venues, and sites.

Another component of the Leisure and Culture Strategy will be the Playing Pitch Strategy that will follow in early 2023.

- 2.5 The Strategy in summary focuses on four key areas:

- (2.6.1) the value of LCS
- (2.6.2) the existing LCS

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- (2.6.3) the vision for LCS
- (2.6.4) the delivery of that vision.

- 2.6.1 The value of LCS: this makes the case for the benefits that LCS can have on people's lives and then takes the findings found in a community and stakeholder survey to support that case.
- 2.6.2 The existing LCS: this identifies the current leisure and culture offer as a whole across Bromsgrove District, and clearly identifies where improvements can be made to it. The report such as the Built Facilities Strategy supports the process of identifying those required improvements.
- 2.6.3 The vision for LCS: this brings together the information in 2.6.1 and 2.6.2 and goes on to set out the vision as well as specific aims and objectives for LCS across Bromsgrove. Here is a section of this replicated below:

VISION: Healthy bodies and minds through active, engaged, and creative communities.

AIM: To inspire everyone to celebrate our historic past and participate in building a brighter future through access to parks, open spaces, sport, physical activity, arts, heritage, culture and everyday creativity. This way we will inspire our communities to lead longer, happier, healthier, and more successful lives.

- 2.6.4 The delivery of that vision: This is arguably the most significant section of the Strategy. Table Four at paragraph 6.0 in the strategy lists 46 projects which when read as a whole, describe all the key recommendations required to achieve the vision for LCS in Bromsgrove District between 2022 and 2032. These projects have been placed in colour coded priority order: i) short term priorities, ii) short-medium term priorities, iii) medium term priorities, iv) medium-long term priorities, v) long term priorities, and finally a small number which are vi) ongoing priorities.

The short and short - medium term recommendations are those to be completed in years 1-2. The medium and medium long term in years 3-5. The long-term recommendations are expected to take longer than 5 years to implement.

- 2.7 All of the "ongoing" and the short-term recommendations numbered **1, 2, 9,10,11,12,13, 15,16,17,20 22, 24,25, 31, 32, 33, 35, 36, 37, 38, 39, 40 a, 41, 42, 43, 44 45 46** are able to be implemented straight away should members endorse the strategy. They will be undertaken using existing resources.

- 2.8 All of the remaining recommendations need to be fully costed before being reported back to members in due course. This process is outlined in Recommendation 44.

3. FINANCIAL IMPLICATIONS

- 3.1 **Resolution 2** found above seeks delegated authority for the Head of Planning, Regeneration and Leisure Services, in conjunction with the Portfolio Holder for Leisure Services, to implement those Recommendations set out in the Leisure and Culture Strategy, within section 6.0, that have no financial implications. On that basis there are no financial implications to this report.

- 3.2 Moving forwards, aspects of the implementation of The Strategy that could have a financial impact will be reported separately to members, for consideration, in due course. Recommendation 44 of The Strategy which is replicated below describes the process:

Develop a costed action plan to deliver the 3 part recommended actions identified in the leisure and culture strategy:

1. Officers to progress with immediate effect projects categorised as “ongoing” or “short term” priorities and that have no need for additional staff or cash resources
 2. Officers to prioritise the production of costed action plans for all “ongoing” and “short term” priorities that have an additional cost implication and to bring these forwards to Council for agreement
 3. Officers to schedule the production of costed action plans for all “short to medium”, “medium to long term” and “long term” priorities and to bring forward to Council for agreement
- 3.3 The production of these costed plans will clarify at that future stage what any additional resource could be, and as stated above, will be presented to members for their consideration in due course

4. LEGAL IMPLICATIONS

- 4.1 The provision of leisure and culture services by local authorities is a non-statutory service which Councils, including Bromsgrove District Council, provide and incur expenditure on, under discretionary powers.
- 4.2 The Parks and Open Spaces Strategy component of this project includes reference to Bromsgrove District Council’s allotment services. Allotments fall under the auspices of “The Allotments Act 1925” an Act

to facilitate the acquisition and maintenance of allotments, and to make further provision for the security of tenure of tenants of allotments.

- 4.3 Due regard to the implications of the Public Sector Equality Duty and the Equalities Act (2010) is described within Equalities and Diversity Implications below at 6.

5. STRATEGIC PURPOSES– IMPLICATIONS

- 5.1 The most relevant strategic purposes are:

- Living Independent, Active and Healthy Lives
- Communities which are Safe, Well Maintained and Green
- Aspiration, work and financial independence.
- The Green Thread runs through the Council Plan
- Run and Grow Successful Business.

- 5.2 The strategy describes how accessible and high quality LCS facilities and opportunities can have a positive impact upon peoples' lives. Access to Leisure and Culture helps people to live independent, active, and healthy lives, and contribute to providing communities which are safe, well maintained, and green. When communities engage well with LCS aspiration increases and people are more likely to volunteer, be successful at work and be financially independent.

6. CLIMATE CHANGE- IMPLICATIONS

- 6.1 The implementation of The Strategy can make a positive change in terms of climate change objectives. Services can be provided and enabled more sustainability, In particular, in terms of our green and open spaces, the sustainable management opportunities and contribution to biodiversity net gain. The climate change officer has reviewed the strategy document, further suggestions will be reviewed by the consultant team and incorporated in the final strategy document.

7. OTHER IMPLICATIONS

EQUALITIES AND DIVERSITY- IMPLICATIONS

- 7.1 Inherent in this Leisure and Culture Strategy is the significant opportunity for Bromsgrove District Council to bring forwards a positive difference to the quality of life for residents from the broadest range of backgrounds
- 7.2 The identification of community needs (including the broad range of

demographic representation to be found in districts like Bromsgrove) is of paramount importance to the effective delivery of any quality Leisure and Culture Strategy. Subsequently recommendations made as part of this strategy work have made clear the requirement for service users to be engaged on an ongoing basis.

- 7.3 The Equalities Act of 2010 sets out clearly the requirement for public authorities to comply with the public sector equality duty. In summary this provides a need to “remove or reduce disadvantages suffered by people because of protected characteristics”.
- 7.4 Due process in relation to equality impact assessment will be delivered throughout the term of the strategy

8. OPERATIONAL IMPLICATIONS

- 8.1 None at this stage.

9. RISK MANAGEMENT

- 9.1 Failure to deliver the opportunities for better quality of life described in the Leisure and Culture Strategy

10. APPENDICES

Appendix A - Leisure and Culture Strategy.
Appendix B - Arts and Culture Strategy.
Appendix C - Parks and Open Spaces Strategy.
Appendix D - Built Facility Strategy.

11. Background Papers

Facility Planning Model - Swimming Pools
Facility Planning Model - Halls

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12. REPORT SIGN OFF

Department	Name and Job Title	Date
Portfolio Holder	Councillor Thompson	September 2022
Lead Director / Head of Service	Ruth Bamford - Head of Planning, Regeneration and Leisure Services Bromsgrove District and Redditch Borough Councils	October 2022
Financial Services	Peter Carpenter	August 2022
Legal Services	Claire Felton	
Policy Team (if equalities implications apply)	Deborah Poole	July 2022
Climate Change Officer (if climate change implications apply)	Kath Manning	September 2022

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Bromsgrove District Council

Leisure and Culture Strategy 2022-2032

A report by Strategic Leisure Limited

September 2022



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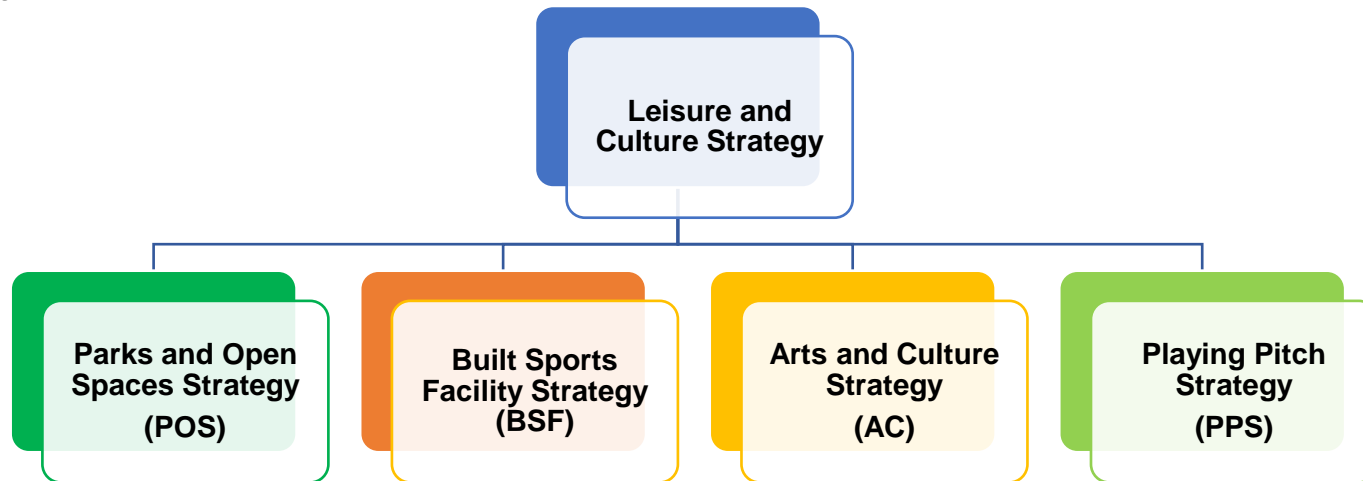
Appendices

1	Parks and Open Spaces Strategy
2	Arts and Culture Strategy
3	Built Facility Strategy – Bromsgrove
4	Playing Pitch Strategy – Bromsgrove to follow
5	Background Paper One: Leisure and Culture Strategy Consultees
6	Background Paper Two: Events Analysis
7	Background Paper Three: Community Survey Analysis

1. Introduction

- 1.1. This Leisure and Culture Strategy ('the Strategy') for Bromsgrove District sets out our future direction of travel for leisure and culture services and identifies the priorities for provision of these important, and highly valued community services.
- 1.2. The Leisure and Culture Strategy is an over-arching document, comprising strategies for Parks and Open Spaces (including 4 Management Plans), Built Sports Facilities, Arts and Culture, and Playing Pitches.

Figure 1: Council Strategies



- 1.3 The Leisure and Culture Strategy comprises the following strategy documents. They can be described in brief terms as follows: :
- Parks and Open Spaces Strategy – an analysis of existing provision, key issues and priority needs, production of management plans for key sites followed by recommendations.
 - Arts and Culture Strategy. – an analysis of existing provision, key issues, priority needs, followed by recommendations.
 - Built Facility Strategy - Supply and Demand, Quality and Priority Needs Assessments by location and sport type followed by recommendations (by sport and site).

Bromsgrove District Council

Leisure and Culture Strategy

- 1.4 Playing Pitch Strategy. - Supply and Demand, Quality and Priority Needs Assessments by location and sport type followed by recommendations (by sport and site).
- 1.5 For the purposes of this Strategy, leisure and culture covers **arts, heritage, physical activity and sport, events, parks, open space facilities, venues, sites and services.**
- 1.6 This Strategy is aligned to our Corporate Plan which recognises the contribution that leisure and culture can make to the achievement of our corporate and community priorities, and in particular community health and wellbeing.
- 1.7 This Strategy also highlights the challenges facing Bromsgrove District Council in continuing to provide what are discretionary services at a time when funding is significantly reducing.

Table 1: Bromsgrove District Council Corporate Plan to 2019-2023

Bromsgrove District Council Corporate Plan to 2019-2023	
Our vision is to ‘enrich the lives and aspirations of all our residents, businesses and visitors through the provision of high quality services, ensuring that all in need receive appropriate help and support’.	
<p>Community Priorities, with a green thread throughout:</p> <ul style="list-style-type: none"> • Economic development and regeneration; • Skills for the future; • Improving health and wellbeing; • A balanced housing market; • Reducing crime and disorder; • Financial stability; • High quality services; and • Sustainability. 	<p>Organisational Priorities</p> <p>Our organisational priorities are:</p> <ul style="list-style-type: none"> • Financial Stability; • Sustainability; and • High Quality Services.

- 1.5 The addendum to the Council Plan takes the shift in priorities brought about by the pandemic into consideration and sits alongside the current Council Plan.
- 1.6 Bromsgrove District Council has considered what really matters to local residents and the impacts of the pandemic, and in that context has developed nine priorities underpinned by a set of key milestones.

1.7 The addendum document sits alongside the Bromsgrove District Council Plan 2019 – 2023. The key priorities are:

1. Economic Development and Regeneration;
2. Housing Growth;
3. Work and Financial Independence;
4. Improved Health and Wellbeing;
5. Community Safety and Anti-Social Behaviour;
6. Green Thread;
7. Financial Stability;
8. Organisational Sustainability; and
9. High Quality Services.

1.8 The priority of Improved Health and Wellbeing is key to this Leisure and Culture Strategy. The addendum to the Council Plan 2019-2023 states that Bromsgrove District Council will work with communities to help them identify and develop their strengths. We will look at ways to encourage physical movement into people's every day routines. We will prioritise aligning leisure and culture services with the emerging Integrated Care System (ICS) in order to best achieve this.

- **Progress and learning:**

- Covid-19 helped us see the health and wellbeing importance of community, of activity, and of the health and care system.

- **Focal points:**

- **Community Development:** we will embed an Asset Based Community Development (ABCD) model that builds on the assets that are found in local communities and mobilises individuals, associations, and institutions to come together to realise and develop their strengths. Through grant funding, Community Builders within the voluntary sector will be working with local residents and existing organisations to uncover the key community assets and skills of local residents. They will assess how to build a more cohesive community that will ultimately lead to a less isolated, healthier, and more connected community, particularly as we move towards Covid recovery.
- **Active travel:** we will work with local people and experts to explore how we might establish a local transport infrastructure that encourages physical movement.
- **Integrated care:** we will work with local public service partners to establish an integrated care model, using a blend of professional and community led support to ensure those who most need support are properly cared for.
- **Leisure Strategy:** we will develop a Leisure Strategy for the district.

1.9 The Worcestershire Health and Wellbeing Board's (WHWB) Strategy 2022-2032 identifies good mental health and wellbeing as the main priority, supported by action in areas that we all need to '**Be Well in Worcestershire**'. The Vision of the WHWB is 'working together for all to be well in Worcestershire'.

Bromsgrove District Council

Leisure and Culture Strategy

- 1.10 The priority is good mental health and wellbeing, supported by actions on the wider determinants of health:
- Healthy Living at all ages;
 - Safe, thriving and healthy homes, communities and place; and
 - Quality local jobs and opportunities.
- 1.11 We know that good mental health and wellbeing is an important part of all our experiences in life and that it is something that affects other areas of our health too. Better mental health and wellbeing is linked to improved physical health, performance in education and living longer in better health.
- 1.12 Working with other Worcestershire districts, Bromsgrove District Council has a role as a preventative provider in terms of health and wellbeing. It's focus is:
- Tackling inactivity;
 - Prevention; and
 - Commissioning and the Integrated Care Partnership (ICP).
- 1.13 Working with the Primary Care Network (PCN) across the wider preventative agenda, Bromsgrove District Council has a key role in co-designing and co-delivering services. Provision of leisure and culture services is central to this role given the contribution they make to health and wellbeing, reduced inequalities and overall quality of life.

Bromsgrove District

- 1.14 Bromsgrove District is situated in north Worcestershire. It is a predominantly rural district, with approximately 89% of the land designated as Green Belt, although the north of the district is part of the major urban conurbation linked to south Birmingham. The main centre of population is in Bromsgrove Town, with other large centres in Alvechurch, Barnt Green, Catshill, Hagley, Rubery and Wythall.
- 1.15 The population in Bromsgrove is expected to increase overall by 13.5% between 2021 and 2040 with significant increases in those aged 40-50 and 75+.

1.16 Key demographic characteristics impacting future leisure and culture provision include ¹:

- Bromsgrove has a relatively young population at the moment, including many younger families - The population ages significantly to 2040;
- The main ethnic grouping is white British; the second largest ethnic group is Pakistani or British Pakistani;
- The health of people in Bromsgrove is varied compared with the England average. Bromsgrove is one of the 20% least deprived districts/unitary authorities in England, however about 10.2% (1,605) children's live-in low-income families. Life expectancy for men is higher than the England average;
- Life expectancy is 8.9 years lower for men and 8.4 years lower for women in the most deprived areas of Bromsgrove than in the least deprived areas;
- 15.3% of Year 6 aged children are classified as obese – this rate is lower than the English average; and
- 21% of 16-64 year olds are unemployed, but 22.2% of these people want a job; this rate is higher than the average in the West Midlands and England.

¹ Sources: ONS 2018 Based Sub National Population Projections – BROMSGROVE 2021 and 2040; Index of Multiple Deprivation – BROMSGROVE- 2019; Public Health England (BROMSGROVE) Local Authority Health Profile 2019

2. The Value of Leisure and Culture Services

2.1 Leisure and culture services are increasingly recognised for the contribution they can make to happier and healthier communities, community identity and place-making. Networks of inclusive and accessible leisure and culture facilities significantly contribute to the quality of life of our Bromsgrove communities:

- Physical and mental health improvement;
- Community cohesion;
- Lifelong learning and skills development;
- Economic development and regeneration;
- Biodiversity and nature conservation; and
- Climate change reduction.

Respondents to the Community Survey (SLL Autumn 2021) undertaken endorses the importance of leisure and culture provision in their own communities because of the benefits they deliver at both an individual and community level. Key themes identified through consultation included:

- The importance of being able to access parks and open spaces close to where people live, and the need to retain as much open space as possible for community benefit;
- The value of inclusive and affordable leisure facilities for activities such as swimming, playing or walking in a park, music and arts;
- The role of events and collaborative projects for bringing communities together and raising the profile of Bromsgrove; and
- The potential of arts, leisure, culture, green open space, parks and heritage to develop and celebrate community and a sense of place, and engage individuals and groups in a range of creative and participative activities.

2.3 Consultation feedback underlined the value of leisure and culture facilities and services delivered by a range of providers e.g. community and voluntary organisations, education, religious groups and local authorities; and highlights that people want to be more involved in their planning, development and delivery, through partnership working. The ability and opportunity to volunteer, or get involved in other ways, is a key priority for many.

2.4 This feedback is in line with the latest leisure and culture industry thinking that leisure and culture facilities are:

‘valuable assets to drive health outcomes and reduce inequalities.’²

2.5 The role of such assets is:

‘The delivery of social, economic and health outcomes on both a local and national level whilst also providing affordable, accessible leisure services and facilities to local communities.’³

2.6 The feedback also reflects the Government’s approach to delivery through the new Office of Health Improvement and Disparities (OHID) aimed at preventing health disparities across the United Kingdom and supporting people to live longer, healthier, and happier lives.

2.7 OHID will focus on stopping debilitating health conditions before they develop and represents a distinct step-change in focus from the Government towards a more preventative approach to health.

² Source: UK Active Leisure Consultancy Report July 2021

³ Source: UK Active Leisure Consultancy Report July 2021

3. Existing Leisure and Culture Provision

3.1 There is a wide range of leisure and culture provision - services and facilities - across Bromsgrove District. These include:

- Sanders Park, Lickey End Recreation Ground, St Chads Park, King George's Park, other parks and areas of open space;
- Playing pitches e.g. Aston Fields, Braces Lane;
- Allotments;
- Events;
- Bromsgrove Sports and Leisure Centre; the Rylands Centre;
- Play areas;
- Avoncroft Museum, Norton Collection Museum;
- Sports, Arts, Health and Community Development;
- Environmental activities;
- Community Centres;
- Bromsgrove Golf Centre, Midlands Golf Bromsgrove; and
- Wide-ranging partnerships and collaborative working.

3.2 Other provision includes live music venues, arts centres, and exhibition spaces.

3.3 Everyone Active manages Bromsgrove Sports and Leisure Centre.

3.4 Bromsgrove District Council has no arts facilities within its portfolio.

3.5 Artrix is a Bromsgrove based multi-purpose venue which includes a theatre, a studio, spaces for events and catering facilities. It opened in 2005 and is built on land owned by the Heart of Worcestershire College (HOWC) although its construction costs were met by the Bromsgrove District Council. The Council owns the freehold of the building, leases the land on which it is built from HOWC and leased the building to a Holding Trust. Within this arrangement the operation of the building was delegated with tapering financial support from HOWC and Bromsgrove Council under a lease to the Artrix Operating Trust which is no longer in existence.

3.6 The cessation of the tapering financial support coupled with the effects of lock down and other restrictions in response to the Covid pandemic has resulted in the operating trust going into administration leading to the closure of the venue and the operating lease being handed back to the Holding Trust.

Bromsgrove District Council

Leisure and Culture Strategy

- 3.7 The Holding Trust, with support from the Council, is currently appraising the options for a future operating model for Artrix. At the time of writing it seems unlikely that a model can be identified that will not require an operating subsidy from the Council and/or the Heart of Worcestershire College although recent investment has improved the energy efficiency and, consequently, the operational cost of the building.
- 3.8 There is, however, an established multi-sectoral arts infrastructure in the area including, in addition to community and voluntary organisations, a number of built facilities; the most significant being:
- The Avoncroft Outdoor Museum which is owned and operated by a charitable trust;
 - The theatre and studio facilities owned and operated by the Bromsgrove School;
 - Birdbox and associated pop-up spaces managed by North Worcestershire Economic Development; and
 - Worcestershire County Council Libraries at Alvechurch, Bromsgrove, Catshill, Hagley, Rubery and Wythall.
- 3.4 Identified key issues and challenges with existing provision, (based on internal and external stake holder consultation and community surveys carried out by Strategic Leisure Limited during Autumn 2021) are summarised in Table 2.

Table 2: Summary of Key Issues and Challenges for Bromsgrove District Council Leisure and Culture Provision

Leisure and Culture Provision	Bromsgrove District
Parks, Country Parks and open spaces, including play areas	<p>The key areas for action set out in the Parks and Open Space Strategy and the 4 Management Plans are:</p> <ul style="list-style-type: none"> • Biodiversity and Nature Recovery; • Climate Change Adaptation and Mitigation; • Health and Wellbeing; • Planning and Development; • Quality of parks and open spaces and their infrastructure; and • Achieving Green Flag standard parks and open spaces.
Playing pitches	<p>The emerging findings of the playing pitch analysis (Stage C) are set out below. These will be examined further in the final report.</p> <p>Football Small amount of spare capacity on all pitch sizes other than 9v9. Expected to be a deficit of youth 11v11, 9v9 and 7v7 aside pitches by 2040</p> <p>All-Weather Grass Pitch Provision (AGP) Under-supply of 3.5 full size equivalent 3G AGPs</p>

Leisure and Culture Provision	Bromsgrove District
	<p>Hockey AGP Under-supply of available capacity for Hockey at secured sites. This under-supply is expected to increase by 2040.</p> <p>Rugby Union Large under-supply of training availability</p> <p>Cricket Overall spare capacity but influenced by very large spare capacity in SA3 postcode sub area. Predicted to be a significant under supply of provision by 2040, due to very large deficits in SA2 and SA5 postcode sub-areas</p> <p>Outdoor Bowls Spare capacity</p> <p>Tennis Club sites operating 2% over capacity, whilst public sites are operating at approx. 60% of their capacity. Club sites are expected to be working 16% over capacity by 2040. However, there is still predicted to be approximately 32% spare capacity on public courts</p>
Allotments	<ul style="list-style-type: none"> • The cost of providing, maintaining and managing allotments; and • Feasibility for allotments to be transferred to self-management/a management organisation (as per 2019/20 Bromsgrove District Council report).
Events	<p>Event specific analysis (2021/22) undertaken as part of developing the Parks and Open Spaces Strategy identifies:</p> <ul style="list-style-type: none"> • There is a need to consider the future role of the Council in delivering events, and which service is best placed to manage Council events; • The type and scale of events the Council delivers given the costs of internal resources, and the subsidy required per participant; • High levels of participant satisfaction with Council events; • Lower levels of resident satisfaction with events; • The need for objectives for, and outcomes of, Council events and how these align to strategic priorities; • The opportunity to better connect events into local priorities, as opposed to being one-off occurrences; and • The potential for more events to be developed and delivered by the community given the potential of these to raise funds for the third sector, and the cost of delivering major events.

Leisure and Culture Provision	Bromsgrove District
Leisure Centres	<ul style="list-style-type: none"> • Over-use of some facilities e.g. the Rylands Centre; • Need for joint planning with neighbouring authorities in particular both Redditch Borough Council and Birmingham City Council; • Limited access to education sports halls i.e. only evenings and weekends; • Ageing facilities e.g. some education-based sports halls; • Need for investment ; • Underutilisation of Bromsgrove School for community use; • Over utilisation of Bromsgrove Sport and Leisure Centre pools; • No need for additional swimming pools by 2040 unless there is no investment in swimming pools in Redditch or South Birmingham which would reduce the level of use of Bromsgrove Sport and Leisure Centre by residents from neighbouring local authority areas; • Lack of supply of pools in Redditch, meaning residents are travelling from Redditch to use Bromsgrove facilities; • Considerable demand from Bromsgrove residents for swimming is being met from pools in South Birmingham; and • Over-supply of fitness stations
Sport, Arts, Health and Community Development	<ul style="list-style-type: none"> • It would be beneficial for clearer service delivery priorities to be established so that available resources can be appropriately targeted; • Limited links with facility operators so programmes/initiatives are not aligned; • Ability to join up and link delivery resources across service and geographical areas; and • Partnership working limited by available resources.
Arts activities, museums, theatre	<p>The majority of respondents feel that the arts, cultural and heritage facilities are very valuable but that there are a number of barriers to visiting them:</p> <ul style="list-style-type: none"> • Lack of time; • Poor programmes of activities; • Difficulty in obtaining information about the programmes of activities; • Closure of the Artrix arts centre; • Lack of interest; • COVID 19; and • Parking, access and fees. <p>Most respondents travel to arts, culture and heritage facilities by car.</p>

Leisure and Culture Provision	Bromsgrove District
	<p>The overwhelming response is that views are not actively sought on the operation of and/or the activities delivered at the arts, culture and heritage facilities.</p> <p>Other key issues and challenges include:</p> <ul style="list-style-type: none"> • There is overwhelming support for the Artrix arts centre to re-open; • There are issues with parking at facilities and the fees that are charged for parking; • Residents do not restrict their engagement with the arts and culture to the Bromsgrove District area; • There is a need to improve publicity/marketing to raise the profile of and promote the arts, culture and heritage offer; • Awareness and accessibility of arts facilities, activities and organisations; • Options for the future operational delivery of culture and heritage built assets; • Ensuring Bromsgrove District Council’s influence is retained through externally funded initiatives; and • Ensuring that Bromsgrove District Council priorities are at the heart of all externally funded programmes.
<p>Wide-ranging partnerships and collaborative working</p>	<ul style="list-style-type: none"> • Opportunities for community to engage and contribute; • Increasing opportunities for community-based/led delivery; and • Identifying the priority partnerships on which Bromsgrove District Council resources should be focused.

3.5 A key challenge across all current provision is that there is no one set of strategic priorities to which the Council’s leisure and culture provision aligns; there is no rationale for why the services are provided, nor co-ordinated outcomes they should deliver. The contribution of leisure and culture services in reducing health inequalities is, however, recognised both within the community and at a political level. There is a need to link leisure and culture service provision to health and wellbeing outcomes.

4. Our Vision for Leisure and Culture Provision

- 4.1 We recognise what our communities have told us about leisure and culture provision: it is important to our places, it shapes identity and creativity, reduces health inequalities, and improves well-being and quality of life for our communities. Provision of good quality, sustainable and green leisure and culture services will also contribute positively to our net carbon reduction targets and mitigate the impacts of climate change. Our communities have also told us they want to be more involved in our leisure and culture provision – as participants, volunteers and deliverers. They want to see greater partnership working with the community, and have more involvement in what is provided.
- 4.2 Bromsgrove District Council wants to ensure provision of good quality leisure and culture services, which are sustainable, contribute to community health, are affordable, and meet local need.
- 4.3 Reflecting the above, our Vision for leisure and culture provision in Bromsgrove is :

Table 3: Our Vision for leisure and culture provision in Bromsgrove

Bromsgrove DC	
VISION:	Healthy bodies and minds through active, engaged and creative communities
AIM:	To inspire everyone to celebrate our historic past and participate in building a brighter future through access to parks, open spaces, sport, physical activity, arts, heritage, culture and everyday creativity. This way we will inspire our communities to lead longer, happier, healthier and more successful lives.
AIM	
	<ul style="list-style-type: none"> To inspire residents and build their confidence to be more active and creative; To work with partners to identify and remove the barriers to being safely involved with parks and open spaces, sport, physical activity, arts, culture, heritage, and events to improve health and wellbeing; To facilitate better connectivity between historic places, vibrant open spaces, culture and leisure facilities; To build the confidence and pride of individuals and communities through active participation and volunteering; To create improved collaborative and resident-engaged projects which focus on celebrating the relationship communities have with their landscape, culture and heritage; To build a healthy community that enables success in education, training and the workplace;

Bromsgrove DC

- To reduce the long-term financial pressures on our public services by getting communities more active, creative, and better connected to our natural environment;
- To manage, develop and maintain a biodiverse, and environmentally sustainable network of spaces and places contributing positively to reducing the impact of climate change;
- To generate a high profile, safe, inclusive, well-connected and managed network of active travel networks, green and blue corridors, heritage trails, leisure and culture facilities;
- To connect home grown talent with local employment and volunteering opportunities;
- To facilitate a vibrant, commercially viable and growing visitor and tourism economy;
- To better connect business with the leisure and culture sector; and
- To adopt creative placemaking and active travel strategies.

5. Delivering our Vision

5.1 Bromsgrove District Council is committed to ensuring leisure and culture provision continues to play an important role in the lives of our communities. Importantly, we want to see this provision having a positive impact on community health and well-being through a reduction in physical and mental health inequalities.

5.2 We consider that moving forwards our role will increasingly focus on Bromsgrove District Council being a facilitator and enabler. This means identifying opportunities for new partnerships, building and establishing alternative delivery models, and working more creatively within our communities. In the future, Bromsgrove District Council may have a reduced role in direct delivery.

5.3 We recognise there is an opportunity to change some of the ways in which we deliver leisure and culture services to make the most of our available resources, develop local partnerships, and deliver value for money provision. Change is needed to address the challenges in delivering leisure and culture services given reducing public sector resources against the backdrop of recognising the value to the health, well-being and quality of life of our communities.

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Future planning and delivery of leisure and culture services will be aligned to the priorities of our Corporate Plan and the addendum to that, whether led by Bromsgrove District Council or developed in partnership with other organisations. Leisure and culture services will focus on the development, management, maintenance and delivery of activities and opportunities contributing to the following corporate and community priorities:-

- Economic development and regeneration, including skills development;
- Improving physical, emotional and mental health, and wellbeing;
- Reducing crime and disorder;
- Improved community safety and responding to anti-social behaviour
- High quality services;
- Sustainability; and
- A Green thread under-pinning all the above.

5.5 Our priority outcomes are for leisure and culture services to:

- Have an impact on quality of life for our most disadvantaged communities;
- Reduce health inequalities – mental and physical;
- Engage with all residents;
- Be inclusive and accessible;
- Increase active involvement as participants, spectators and volunteers;

- Contribute in a measurable way to our corporate priorities;
- Contribute positively to climate change reduction through promotion of e.g. active travel, net carbon footprint reduction; and
- Be appropriately resourced.

5.6 This high level strategic document recognises that Bromsgrove District Council cannot deliver all of these priorities on its own. It will need considerable support and input from partner organisations if these priorities are to be successfully achieved. It is for this reason that the Council has determined its role in some of these far reaching projects to be categorised as either:

- **Lead** – to be the lead organisation in the delivery of the activity/project that delivers the priority;
- **Participate** – to be involved with partner agencies who will be leading the activity/project that delivers the priority; and
- **Influence** – to work collaboratively with other partner agencies to persuade them to take a particular course of action/undertake a particular project.

Clear KPIs, aligned to health and wellbeing outcomes, will enable the overall contribution of leisure and culture services to be measured. KPIs for each element of leisure and culture services will enable their impact within the community to be assessed. Understanding the extent to which leisure and culture services are addressing identified health and well-being priorities will also help in developing specific activities/programmes and built assets to better respond to community need over the lifetime of this Strategy.

6. Recommendations

6.1. To deliver our Vision for community health and wellbeing through leisure and culture services our priority actions and recommendations across leisure and culture services are described in Table 4 (below). The table presents a sliding scale in terms of prioritisation (ongoing-short term- short term to medium term- medium term – medium term to long term – long term).

Key:

Timescales		
	Long term	5 years +
	Medium to long term	3 – 5 years +
	Medium term	3 – 5 years
	Short to medium term	2 – 5 years
	Short term	1 – 2 years
	Ongoing	

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Table 4: Recommendations

Recommendations	Priority for Action				
	Health and Safety	Contribution to Strategic Priorities	Asset Condition/Quality	Timescale	Resources (Internal/External)
Parks and Open Spaces					
Recommendation 1 Develop a better understanding of the biodiversity value of the district's green assets.		✓		Short Term	Internal and External
Recommendation 2 Positively engage in partnership working at a local and county level to improve biodiversity, nature recovery and deliver wildlife-rich landscapes.		✓		Short Term	Internal
Recommendation 3 Develop a clear approach to Biodiversity Net Gain and Green Infrastructure to provide a measurable approach to develop and manage land.		✓		Short-Medium Term	External
Recommendation 4 Carry out a natural capital assessment of the value of the District's parks and open spaces.		✓		Medium Term	External
Recommendation 5 Develop a plan to identify priorities for delivering further carbon capture and natural capital gains.		✓		Medium Term	External
Recommendation 6 Increase the network of active travel routes that use parks and open spaces.		✓	✓	Short-Medium Term	Internal and External
Recommendation 7 Develop targeted programmes of activity in parks and open spaces that contribute to improved health and wellbeing outcomes.		✓		Short-Medium Term	Internal

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Recommendations	Priority for Action				
	Health and Safety	Contribution to Strategic Priorities	Asset Condition/Quality	Timescale	Resources (Internal/External)
Recommendation 8 Apply robust approaches to the Local Standards in relation to planning development to address deficiencies in the accessibility and quantity of open spaces across the District		✓	✓	Short-Medium Term	Internal and External
Recommendation 9 Carry out a detailed assessment of the play value, quality and accessibility of equipped play spaces across the District		✓		Short Term	External
Recommendation 10 Deliver a pilot project to test how Council managed land can deliver offsite Biodiversity Net Gain through the development process.		✓		Short Term	
Recommendation 11 Develop an overall capital investment plan for enhancing parks and open spaces to provide a more strategic approach to the use of Section106 and other funding.	✓	✓	✓	Short Term	Internal and External
Recommendation 12 Develop an environmental management strategy for parks and environmental services.		✓		Short Term	Internal and External
Recommendation 13 Develop a clear marketing plan for green spaces that includes new web pages, social media and targeted work with key audiences.		✓		Short Term	Internal and External
Recommendation 14 Promote active travel routes within parks and open spaces.		✓		Short-Medium Term	Internal

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Recommendations	Priority for Action				
	Health and Safety	Contribution to Strategic Priorities	Asset Condition/Quality	Timescale	Resources (Internal/External)
Recommendation 15 Develop a volunteer plan and a clear approach to working with Friends groups tied to its aspirations for Green Flag Award across its priority parks.		✓		Short Term	Internal
Recommendation 16 Carry out a feasibility study to establish a roadmap for the self-management of allotment sites across the District.		✓		Short Term	External
Recommendation 17 Start a pilot project to explore the process of transfer of allotments to self-management and share this learning across the District		✓		Short Term	Internal
Recommendation 18 Develop a consistent approach to signage across all priority parks.		✓	✓	Short-Medium Term	Internal and External
Recommendation 19 Develop engaging interpretation on those sites of significant biodiversity or heritage interest.		✓		Short-Medium Term	Internal and External
Recommendation 20 Pilot an approach to establish a new model for event delivery that allows local organisations to deliver programmes of events and activities.		✓		Short Term	Internal and External
Recommendation 21 Develop programmes of support to increase skills and capacity amongst local organisations and to ensure the successful delivery of new programmes of events and activities.		✓		Short-Medium Term	Internal

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Recommendations	Priority for Action				
	Health and Safety	Contribution to Strategic Priorities	Asset Condition/Quality	Timescale	Resources (Internal/External)
Recommendation 22 Evaluate the success of the pilot projects and implement any required changes to the new delivery model.		✓		Short Term	Internal and External
Recommendation 23 Engage more regularly with potential partners at a county wide level.		✓		Short-Medium Term	Internal
Recommendation 24 Develop a partnership with the National Trust to deliver the Hills project.		✓		Short Term	Internal and External
Recommendation 25 Develop service wide Key Performance Indicators.		✓		Short Term	Internal and External
Recommendation 26 Develop a rolling programme of applications to the Green Flag Award:	✓	✓	✓	Short-Medium Term	Internal and External
Built Sports Facilities					
Recommendation 27 The existing levels of community accessible (including pay and play) sports hall, swimming pool and fitness provision in the district are retained as a minimum, but these need not necessarily be the same facilities as at present. An agreement on the future management of the Ryland Centre to protect this as a community facility is recommended as an imperative.		✓		Long Term	Internal
Recommendation 28 Bromsgrove District Council and partners to plan for the future refurbishment of Bromsgrove Sports and Leisure		✓	✓	Long Term	Internal and External

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Recommendations	Priority for Action				
	Health and Safety	Contribution to Strategic Priorities	Asset Condition/Quality	Timescale	Resources (Internal/External)
Centres to ensure that it can continue to respond to local health and wellbeing priorities leading up to 2040.					
Recommendation 29 Bromsgrove District Council to work in partnership with neighbouring local authorities i.e., RBC, Dudley MBC, and Birmingham City Council to develop joint strategic planning of sports hall and swimming facilities.		✓		Short-Medium Term	Internal and External
Recommendation 30 Bromsgrove District Council and its partners to plan for refurbishment of the current facility stock of sports halls, which are primarily on education sites		✓		Medium-Long Term	Internal and External
Recommendation 31 As appropriate Bromsgrove District Council to ensure that any new education provision involving new or enhanced sports facilities has a Community Use Agreement as part of the planning consent to secure pay and play opportunities for clubs and groups, e.g., new sports provision		✓		Ongoing	Internal
Recommendation 32 Consider the opportunity for Bromsgrove District Council to work with partners in education to increase community access to existing education sports facilities where community access is currently provided, and where it is not. Where possible, seek enhanced provision through a Community Use Agreement, for example with Bromsgrove School.		✓		Ongoing	Internal and External
Recommendation 33 Bromsgrove District Council secures agreement with Everyone Active to manage North Bromsgrove High School		✓		Short-Medium Term	Internal and External

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Recommendations	Priority for Action				
	Health and Safety	Contribution to Strategic Priorities	Asset Condition/Quality	Timescale	Resources (Internal/External)
as part of a CUA which will increase available hours for pay and play and community bookings.					
Recommendation 34 Explore the potential for integrated operational leisure management across both Bromsgrove and Redditch to identify economies of scale.		✓		Short-Medium Term	Internal and External
Recommendation 35 Where appropriate, Bromsgrove District Council and its partners seek to secure developer contributions from strategic developments that could contribute towards the development/refurbishment of strategic facilities, additional and safe walking, running, and cycling routes, and where possible to open up other informal, multipurpose places and spaces where people can be active.		✓		Ongoing	Internal and External
Recommendation 36 Bromsgrove District Council and its partners prioritise investment in the development of high-quality community sports facilities/spaces, with local partners in so doing increasing available capacity and therefore opportunities to take part in regular physical activity, in the local community, which will contribute to improved health and wellbeing, increased participation and better community cohesion.		✓		Ongoing	Internal and External
Recommendation 37 To carry out on-going monitoring of this Strategy throughout its implementation, but as a minimum, progress should be reviewed and refreshed every five years. On-going monitoring should include partnership working with neighbouring local authorities to keep aware of facility changes and developments.		✓		Ongoing	Internal

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Recommendations	Priority for Action				
	Health and Safety	Contribution to Strategic Priorities	Asset Condition/Quality	Timescale	Resources (Internal/External)
Arts and Culture Provision					
Recommendation 38 Agree the following priorities for the planning and delivery of arts and culture services by the Council: <ul style="list-style-type: none"> • Economic development and regeneration, including skills development. • Improving physical, emotional and mental health and wellbeing. • Reducing crime and disorder; • Improved community safety and responding to anti-social behaviour • High quality services; • Sustainability. 		✓		Short Term	Internal
Recommendation 39 Endorse the Council's engagement with and support for the strategic initiatives identified in this report as appropriate for the delivery of the Council's vision, objectives and milestones: <ul style="list-style-type: none"> • Tell Me What You Want; • Heritage Corridor North Worcestershire; • Bromsgrove and Redditch Culture Compact; • Levelling Up for Culture Places; • Levelling Up Fund. 		✓		Short Term	Internal

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Recommendations	Priority for Action				
	Health and Safety	Contribution to Strategic Priorities	Asset Condition/Quality	Timescale	Resources (Internal/External)
<p>Recommendation 40 The Council develops:</p> <p>a) A detailed Programme Management Plan, including i) outline timetable, ii) resource requirements, together with iii) outcomes and milestones, for the delivery of the strategic initiatives for incorporation into the Council’s Corporate and Community Plan.</p> <ul style="list-style-type: none"> • Bromsgrove and Redditch Cultural Compact • Heritage Corridor North Worcestershire; • Levelling Up for Culture Places; • Tell Me What You Want. <p>These Programme Management Plans to be regularly monitored and updated to reflect completion of initiatives and any additional initiatives embarked upon</p>		✓		Short Term	Internal
<p>b) For Bromsgrove District Council to produce a detailed and costed appraisal of the options available to those arts, culture and heritage facilities in the Bromsgrove District whom may be so inclined to explore partnership approaches to achieve economies of scale that bring forward better financial sustainability</p>		✓		Short-Medium Term	Internal
<p>Recommendation 41 Endorse the delivery of the strategic initiatives and additional arts and culture projects including appraisals of the future operation of performance venues and museums as a single, integrated programme and on a programme/project management basis, as described in the</p>		✓		Short Term	Internal

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Recommendations	Priority for Action				
	Health and Safety	Contribution to Strategic Priorities	Asset Condition/Quality	Timescale	Resources (Internal/External)
draft strategies to be overseen by the Head of Planning, Regeneration and Leisure.					
<p>Recommendation 42 Note the outcomes of the various community consultations undertaken during the Tell Me What You Want and Re-imagine Redditch initiatives and the development of these strategies and in partnership with providers, to develop strategies to respond to the concerns raised:</p> <p>Page 36</p> <ul style="list-style-type: none"> a wish for greater diversity of and community involvement with arts provision; a wish for increased delivery of arts provision in neighbourhoods; a wish for greater community involvement in the commissioning and choice of arts activities; and a wish for improved marketing and awareness raising of arts activities and opportunities. 		✓		Short Term	Internal
<p>Recommendation 43 Review the existing staffing structure for arts and culture in the context of the above changes in functions and responsibility and to implement any changes required to that structure to ensure delivery of the integrated programme.</p>		✓		Short Term	Internal and possibly external
<p>Playing Pitches TBC when PPS is complete</p>					
KPIs and Financial Profiling					

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Recommendations	Priority for Action				
	Health and Safety	Contribution to Strategic Priorities	Asset Condition/Quality	Timescale	Resources (Internal/External)
<p>Recommendation 44 Develop a costed action plan to deliver the recommended actions identified in the leisure and culture strategy:</p> <ol style="list-style-type: none"> Officers to progress with immediate effect projects categorised as “ongoing” or “short term” priorities and that have no need for additional staff or cash resources Officers to prioritise the production of costed action plans for all “ongoing” and “short term” priorities that have an additional cost implication and to bring these forward to Council for agreement <p>Officers to schedule the production of costed action plans for all “short to medium”, “medium to long term” and “long term” priorities and to bring forward to Council for agreement</p>		✓		Short Term	Internal
<p>Recommendation 45 Identify KPIs to demonstrate the way leisure and culture in its widest sense contributes to the Council’s Plan (vision and priorities including health and wellbeing)</p>		✓		Short term	Internal
<p>Recommendation 46 Identify KPIs to demonstrate the way in which the leisure and culture strategy and its associated projects specifically contribute to the Council’s Plan (vision and priorities including health and wellbeing)</p>		✓		Short term	Internal

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Bromsgrove District Council

Arts and Culture Strategy

A report by Strategic Leisure Limited

September 2022



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1. Case for The Arts

- 1.1. The provision of arts facilities, activities and opportunities by local authorities is a non-statutory service which Councils, including Bromsgrove District provide and incur expenditure on under their discretionary powers.
- 1.2. It is generally accepted that networks of accessible arts facilities together with a range of sometimes challenging arts activities and opportunities contribute to the quality of life of the residents of an area including:
- Physical and mental health improvement;
 - Community cohesion;
 - Lifelong learning;
 - Economic development and regeneration;
 - Biodiversity and nature conservation; and
 - Climate change reduction.
- 1.3. This view is borne out by the feedback received in relation to arts and cultural provision in the Community Survey undertaken by Bromsgrove District Council in 2021 and encapsulated in the Council's Vision for the services:
- To inspire everyone to celebrate our historic past and participate in building a brighter future through access to parks and open spaces, sports, physical activity, arts, heritage, culture and everyday activity. This will inspire our communities to lead longer, happier, healthier and more prosperous lives.
- 1.4. In addition the arts are being increasingly recognised as key drivers of recovery following the covid pandemic as evidenced by the Department for Digital, Culture, Media and Sport (DCMS) 'Levelling Up For Culture Places' initiative.
- 1.5. A number of studies have identified and quantified the benefits from investment in the arts. Whilst the benefits that accrue from arts activities may be indirect or supportive of other services, the outcomes of studies support the provision of and investment in the arts. Examples are:
- 1.6. **The 2019 Arts Council England report 'Contribution of the Arts & Culture Industry to the UK Economy' produced by the Centre for Economics and Business Research** concluded that, amongst other things, the sector:
- Contributes £10.8 billion per year to the UK economy;
 - Contributes £2.8 billion per year to the Treasury through taxation; and
 - Supports 363,700 jobs.

- 1.7. Whilst these levels of benefit were not achieved in 2020 and 2021 due to Covid-19, evidence indicates that, given the lifting of covid related restrictions by the Government and society 'learning to live with the virus' levels of engagement with the arts are increasing.
- 1.8. **In 2020 the Department for Digital, Culture, Media and Sport commissioned University College London (UCL) to respond to the 2019 World Health Organisation's report 'What is the Evidence on the Arts Improving Health and Wellbeing?'**. The UCL study reviewed and synthesised the findings of over 3,500 studies on the role of arts in improving health and wellbeing. In summary, the study concluded that evidence that can be trusted, or trusted in most situations, to guide policy exists for:
- The use of music to support infant social development;
 - The use of book reading to support child social development;
 - The use of music or reading for speech and language development amongst infants and children;
 - The use of the arts to support social cohesion;
 - The use of the arts to support wellbeing in adults;
 - The use of the arts (other than reading) to support child social development;
 - The use of the arts to support wellbeing in children and young people; and
 - The use of the arts to support cognition in older age.
- 1.9. The outcomes of these and other studies demonstrate the benefits of and justify investment in the arts by local authorities and other organisations.
- 1.10. However, given the current context for the public sector, as well as the wider economy, of budget constraints and increasing costs it is becoming increasingly necessary for expenditure on discretionary services, including the arts, to be objectively justified & developed and delivered against a strategic framework.

2. Strategic Context

2.1. **Arts Council England (ACE)** invests money from the **Department for Digital, Culture, Media and Sport (DCMS)** and the **National Lottery** in the arts and currently has six Areas of Focus to guide that investment:

- Children and young people;
- Diversity;
- Leadership and governance;
- Resilience and sustainability;
- Developing a digital culture;
- Working with local authorities;

together with four Investment Principles:

- Ambition and quality;
- Dynamism;
- Environmental responsibility; and
- Inclusivity and relevance.

2.2. ACE invests public funds in support of its '**Let's Create**' vision and strategy, through which it wants England to be a country in which the creativity of all is valued and given the chance to flourish and where all have access to a range of high quality cultural experiences. 'Let's Create' has three target outcomes:

- Creative people;
- Cultural communities; and
- A creative cultural community.

2.3. ACE is also tasked with distributing additional funds arising from the recently announced DCMS **Levelling Up for Culture Places** initiative which will commence in **2023**.

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- 2.4. Further funding and support for projects and initiatives in excess of £300m annually is distributed by the National Lottery Heritage Fund against its current priorities of:
- Dynamic Collections;
 - Digital Skills for Heritage;
 - Thriving Places; and
 - Business Support and Enterprise Development.
- 2.5. **Local authorities** support and incur expenditure on arts activities according to their local circumstances, priorities and need. Consequently, local authority arts provision and support differs from area to area: including, amongst other things, theatres, museums, heritage properties, public art, street theatre and events/festivals. Differing provision reflects the differing needs and priorities of individual areas and their residents.
- 2.6. Given constraints on local authority resources there is increasing reliance on ACE and other third party support for local initiatives which may not be led by local authorities but, rather, by community based, charitable or commercial organisations; or multi-sectoral partnerships. Within this model, local authorities are not eligible for a number of sources of ACE and other funding for the arts.
- 2.7. The reduced ability of local authorities to directly fund arts activities coupled with their ineligibility to directly access a number of funding sources signifies a shift in their role in arts provision from provider to **strategist, co-ordinator, enabler** and **commissioner**, working to ensure the roll out of arts activities and opportunities in their areas which will support the realisation of locally agreed visions, aims and objectives.
- 2.8. Bromsgrove District Council has a clear vision for its wider leisure and cultural provision: including the arts. From the vision, the Council clearly sees leisure and cultural provision supporting the health and well-being in the widest sense of their communities and providing opportunities for community development and volunteering. It should be noted that engagement by residents and visitors with arts and cultural provision is not dependant solely on location, but as much on the nature of the facility or attraction engaged with. In this context, borne out by user survey work, facilities and attractions in the Bromsgrove area draw users from the adjacent Redditch Borough Council area and further afield. This also works in reverse as Bromsgrove residents attend activities, attractions and facilities in Redditch. It should be noted that Redditch Borough Council has developed a similar vision for its leisure and cultural provision as that of Bromsgrove; facilitating opportunities for joint working between the Councils.
- 2.9. The strategy, once completed, will assist Bromsgrove District Council in developing its arts and cultural provision to ensure that provision contributes to the development and delivery of its Vision for Leisure and Culture services and its Corporate Plan priorities:

Bromsgrove District Council Corporate Plan to 2023

Bromsgrove District Council will 'enhance sport and cultural opportunities offered by the Council' and will measure progress by working with the Bromsgrove Arts and Culture Consortium, implementing the actions from the cultural inclusion and engagement plan from the 'Tell Me What You Want' initiative.

Priorities

- Economic development and regeneration;
- Skills for the future;
- Improving health and wellbeing;
- A balanced housing market;
- Reducing crime and disorder;
- Financial stability;
- High quality services;
- Sustainability.

2.10. The Bromsgrove District Council Corporate Plan recognises the contribution that leisure and culture can make to the realisation of its corporate and community priorities and the Council has committed to apply such services to drive community health and wellbeing. The future planning and delivery of these services should take these corporate/community plan priorities into account: either if Council only initiatives or initiatives that the Council is working up in partnership with other organisations. In this regard, arts and cultural services planning and delivery should focus on the delivery of activities and opportunities which will contribute to the delivery of the following corporate and community priorities:-

- Economic development and regeneration, including skills development;
- Improving physical, emotional and mental health and wellbeing;
- Reducing crime and disorder;
- Improved community safety and responding to anti-social behaviour
- High quality services;
- Sustainability.

2.11. There are, however, a number of challenges that the Bromsgrove District Council will have to meet when maximising the benefits to its area from the planning and delivery of arts and cultural services.

3. Issues and Challenges

Co-ordination, prioritisation and managing the successful delivery of strategic initiatives

3.1. Bromsgrove District Council has embarked upon, or is developing, a number of arts and cultural initiatives in partnership with local community organisations and ACE, as well as, in some cases, Redditch Borough Council. These initiatives have local community support and are attracting considerable funding. Consequently, they are influencing the development and delivery of arts and cultural activities in the two Council areas and are examples of the changing role of local authorities from direct provider to strategist, co-ordinator, enabler and commissioner. Given their level of support and their delivery of significant funding these initiatives have been taken into account in the development of the Arts and Cultural Strategy for the Bromsgrove District Council.

3.2. The initiatives are:

Tell Me What You Want?

3.3. Tell Me What You Want (TMWYW) is a community consultation undertaken in 2019/2020 and led by the Bromsgrove Arts and Culture Consortium with support from Bromsgrove District Council.

3.4. The project involved over 1,000 conversations with members of the public and organisations throughout Bromsgrove and asked respondents:

- What do the people of Bromsgrove District want from arts, culture and heritage?
- What barriers to engagement exist and how can these be addressed?

3.5. In summary the people and organisations of Bromsgrove said they wanted:

- Space;
- Connection;
- Participation to be easy; and
- Their voices to be heard.

- 3.6. The project identified barriers to people engaging with the arts together with what needed to be done to change things for the better. It also determined that broadly speaking 4 key groups of people were under engaged in arts, culture and heritage:
- Young people aged 15–20 years;
 - Isolated elderly people;
 - Lower socio-economic groups; and
 - Parents with older children.
- 3.7. The project engaged with representatives of these under engaged groups to further investigate the barriers to their engagement and identified three primary goals:
- To widen participation in arts, culture and heritage;
 - To elevate the wellbeing of the residents of Bromsgrove District; and
 - To strengthen the communities of Bromsgrove District.
- 3.8. The project has developed a detailed action plan which sets out four routes to follow for the realisation of these goals by 2030. These are:
- Making connections – building a more connected Bromsgrove District through celebrating Bromsgrove’s creativity and history;
 - Making space – bringing arts, culture and heritage activity to local and everyday spaces;
 - Making participation easy – working in partnership to widen participation in arts, culture and heritage; and
 - Making our voices heard – diversifying governance and building a more flexible, dynamic and resilient cultural sector.
- 3.9. Implementation of the action plan has been limited to date.

Heritage Corridor North Worcestershire

- 3.10. Work has, however, progressed with the development of the Bromsgrove District's Heritage Corridor initiative (Key Project at Stepping Stone 4 of the Action Plan): which is described as:

'Creating a heritage corridor for Bromsgrove District – forging new connections between physical, intangible and environmental heritage:

- Create a physical network of pathways and trails connecting Bromsgrove's heritage sites;
- Explore opportunities to extend and re-evaluate heritage via, for instance, new public art commissions of site specific participatory and temporary work in response to Bromsgrove's heritage; and
- Key sites (e.g. Hewell Grange, Lickey Incline, Tardebigge Locks) to be curated and updated on an ongoing basis by heritage lead and key partners.

- 3.11. In March 2020 a partnership between key organisations in the public, community and private sectors in the Bromsgrove and Redditch districts, supported and encouraged by the Bromsgrove District and Redditch Borough Councils was set up to assess the feasibility and economic impact of building on the Bromsgrove District's Heritage Corridor proposal by creating a **Heritage Corridor for North Worcestershire (HCNW)**: a wider area than proposed in the TMWYW action plan and incorporating both the Bromsgrove District and Redditch Borough Council areas.
- 3.12. In January 2021 with support and funding from the Greater Birmingham and Solihull Local Enterprise Partnership Cultural Capacity Fund consultants were appointed to develop the Heritage Corridor concept. In summary, the consultants concluded, amongst other things, that the HCNW had the potential to provide residents and visitors with the opportunity of enjoying outstanding natural beauty, participating in recreational activities and feeling part of a vibrant area. The protected areas, public open spaces, rights of way network, heritage buildings, historic sites and attractive towns and villages all provide opportunities for not only attracting day visitors and increasing overnight stays but also for current and potential residents to enhance their well-being.
- 3.13. The consultants also commented on the potential 'fit' between the HCNW, the National Trust's 8 Hills Initiative, and the proposed West Midlands National Park, which was conceived by the Birmingham City University and, in 2020, formally adopted by the West Midlands Combined Authority as a 'key component of a post-Covid green economic recovery. Also, that the Bromsgrove District and Redditch Borough Councils could follow suit with the HCNW' which, it is anticipated, will:
- Promote and encourage participation in heritage, cultural, leisure, creative and natural world activities;
 - Celebrate and increase awareness of the heritage, cultural, leisure, creative and natural world resources within the area among residents, visitors and potential visitors;
 - Increase participation and use of open spaces and the leisure, cultural and heritage built environment;
 - Increase footfall and revenue at heritage and cultural sites and events;

- Promote the area and its resources to the wider region;
- Be a vehicle for seeking funding for individual sites, events and initiatives;
- Emphasise the need for long term sustainability in all activities ;
- Promote partnering;
- Strengthen local, regional, national and international links: building on existing relationships for the benefit of residents, businesses and voluntary sectors within the area; and
- Support Covid recovery plans and activities.

3.14. The consultants' proposed next steps for the HCNW are:

- Agree the premise of HCNW with key sponsors;
- Scope out the management/organisational structure to take the initiative forward; possibly within the context of an ACE inspired Cultural Compact;
- Establish initial budget;
- Set up formal advisory group;
- Continue advocacy and stakeholder engagement;
- Set up conference to promote the HCNW and generate further 'buy in' from partners and stakeholders;
- Identify future resources needed for the initiative and expected return on investment;
- Establish a memorable brand for the HCNW;
- Develop and refine existing projects to maximise impact;
- Build on existing and establish new key players, partners and supporters of the initiative; and
- Develop detailed implementation plan.

Cultural Compact

- 3.15. In 2019 Core Cities UK and ACE launched the independent UK Cultural Cities Enquiry into the cultural resources of Britain's cities. The enquiry aimed at developing new models that will help culture thrive in our cities.
- 3.16. The Enquiry Board considered the recommendation of setting up Cultural Compacts to help places make a step-change in the strategic governance of culture and help more people and more places benefit from engaging with cultural opportunities.
- 3.17. Also in 2019 DCMS and ACE supported the creation of an initial 20 Cultural Compacts: partnerships designed to support the local cultural sector and enhance its contribution to development, with a special emphasis on cross-sector engagement beyond the cultural sector itself and the local authority. The purpose of a Compact is to facilitate the co-creation and co-delivery of an ambitious vision for culture in a place.

- 3.18. Within this model, ACE is considered to have a vital role in the evolution of Compacts and the presence of Local Government that is available to engage with the opportunity is considered to be of central importance.
- 3.19. The initial phase of the programme although slowed by Covid was considered to be sufficiently successful for additional Compacts to be supported and funded and, in late 2021, ACE agreed funding of £20,000.00 towards the establishment of a Cultural Compact across the Bromsgrove District and Redditch Borough Council areas. The National Trust, Canals & Rivers Trust, ACE, Heritage Lottery, Artrix Holding Trust and Rubicon Leisure have also joined the compact and it is understood that a number of additional organisations have expressed an interest in joining.

Reimagine Redditch: Community Engagement

- 3.20. Concurrent with TMWYW, during 2020 and 2021, a consortium of organisations in Redditch (including Redditch Borough Council) successfully prepared for and then applied to join Arts Council England's National Portfolio of Creative People and Places schemes. The consortium entitled the project "Reimagine Redditch"
- 3.21. The consortium is made up of the Bromsgrove and Redditch Network (BARN) who serve as the accountable body for the funds, Redditch Borough Council, Arts in Redditch, Forthright Arts and Severn Arts. The consortium has a long term vision of embedding artistic and cultural experiences into the heart of the community and worked together to obtain the views of people in Redditch
- 3.22. The outcome of the Reimagine Redditch community engagement was used as the basis for the successful bid to ACE for inclusion within the Creative People and Places (CPP) programme. Whilst focusing on the Redditch area, the Reimagine Redditch programme whose consortium members include the Bromsgrove and Redditch Network will undoubtedly develop opportunities that will have an onward impact upon a wider geographical area than just Redditch (including Bromsgrove).

Levelling up for Culture Places

- 3.23. In February 2022 the Department for Digital, Culture, Media and Sport announced a new initiative that will prioritise 109 locations, including Redditch, for new arts funding and support for cultural organisations in London to expand their operations beyond the capital so more communities benefit from their work.
- 3.24. ACE will oversee the distribution of Levelling Up for Culture Places funding which will become available to be bid for in 2023 and which aims to:
- Provide an additional £75m of funding by 2025 to make sure places which have been culturally under-served in the past get a better distribution of arts funding;
 - Transform access to arts and culture across the country with plans to increase and better distribute funding for the sector to previously overlooked or neglected areas; and

- Generate more opportunities for people in the regions, with more arts jobs on offer and better access to cultural activities so people do not have to travel so far to see world-class art.

3.25. Key objectives of the Government's Levelling Up White Paper are by, 2030:

- Pride in place, such as people's satisfaction with their town centre and engagement with local culture and community, will have risen in every area of the UK with the gap between top performing and other areas closing;
- Well-being will have improved in every area of the UK, with the gap between top performing and other areas closing;
- The gap in healthy life expectancy between local areas where it is highest and lowest will have narrowed; and
- The Government, through the Department for Levelling Up, Housing and Communities announced, in March 2022, additional funding totalling £4.8billion and invited bids against that fund for levelling up projects to be undertaken in 2024/2025.

Management and co-ordination of Initiatives

3.26. Bromsgrove District Council has benefitted from, and will continue to benefit from, Government, ACE and third party partnership support and funding for the above programmes which, together, have the potential to revolutionise the arts infrastructure of the area, together with the adjacent Redditch Borough Council area. This partnership support and funding will increase the contribution that the arts and culture make to the achievement of other corporate and community objectives such as Health Improvement and Community Cohesion. It is also sensible for the Council to bid for further, appropriate funding sources such as the Levelling Up Fund to further support current and new initiatives. However, it is unclear whether the Council's involvement with and support for the programmes to date has been undertaken on an individual service basis or as part of a wider corporate programme with defined objectives and outcomes linked to the Council's corporate plan priorities and objectives. Given the 'reach' of arts and cultural programmes and the breadth of the benefits they deliver, the realisation of the current and future strategic arts and cultural initiatives to which this draft strategy relates should be undertaken on a corporate basis with the delivery of the strategic arts and cultural initiatives being incorporated into the Council's Corporate Plan.

3.27. Given the benefits that could accrue to the area it is sensible for the Council to continue to support the various initiatives already embarked upon and briefly described above, subject to the Council continuing to be able to continue to support or resource those initiatives in which they are partners. Given that the initiatives are partnership led, the Council should put management and monitoring processes in place to ensure that appropriate contributions are made to the delivery of its corporate and community priorities. It will be in the Council's best interest for it to regard the various initiatives as an integrated and corporate programme of activities to be developed and delivered according to programme management principles and overseen, on the Council's part, by an appropriately skilled and experienced project manager. Developing the initiatives as co-ordinated programmes will:

- Ensure positive contributions to the planning and delivery of initiatives to deliver corporate and community priorities;
- Deliver economies from a single governance and oversight structure;
- Ensure the involvement of all partners and stakeholders;

- Avoid duplication of effort and outcomes;
- Ensure consideration of outcomes from all the initiatives;
- Ensure prioritisation and co-ordination of delivery; and
- Facilitate integrated marketing and raising awareness of the programme.

- 3.28. This approach, together with the change in the wider strategic context for funding and support of the arts result in the Council becoming a commissioner of arts services for its area from a variety of partnerships and organisations and project managing their delivery.
- 3.29. The initiatives already in place and being considered by the Council have planning and lead-in times of up to three years and, given the scale of the initiatives when taken together and their collective 'reach' argue for the new project management approach to be put into place as a matter of priority for the initial period up to 31 March 2025, at which point it should be reviewed.

4. Issues and Challenges

- 4.1. The aim is for Bromsgrove District Council to achieve increased engagement with arts and cultural provision across the community, whether as a participant or volunteer. Given this outcome, it is a priority to facilitate sustainable, community-based, arts and cultural activities which provide opportunities for involvement as a participant or volunteer, together with skills development and training.

Community consultation

- 4.2. Considerable community consultation was undertaken during the Tell Me What You Want project which clearly identified residents' opinions on arts and cultural provision in the area and the barriers to accessing activities and opportunities.
- 4.3. Additional community and stakeholder consultation was undertaken as part of this study, the outcome of which is broadly in line with the findings of the earlier work and key points are summarised:

Bromsgrove

- 4.4. The majority of respondents feel that the arts, cultural and heritage facilities are very valuable but that there are a number of barriers to visiting them:
- Lack of time;
 - Poor programmes of activities;
 - Difficulty in obtaining information about the programmes of activities.
 - Closure of the Artrix arts centre;
 - Lack of interest;
 - COVID 19; and
 - Parking, access and fees.
- 4.5. Most respondents travel to arts, culture and heritage facilities by car.
- 4.6. The overwhelming response is that views are not actively sought on the operation of and/or the activities delivered at the arts, culture and heritage facilities.

4.7. The top five venues visited in each category are:

Table 1: Top five venues visited in Bromsgrove

Arts	Culture	Heritage
Artrix (before it closed)	Artrix (before it closed)	National Trust properties (no venues specified)
Worcester Museum and Art Gallery	London Museums and Art Galleries	St John’s Church
Live music (no venues specified)	Stratford Theatre	Hanbury Hall
Avoncroft Arts Centre	Birmingham Museums	Birmingham Museums
Birmingham Galleries	Theatres and concerts (no venues specified)	Canal walks including Tardebigge Locks

4.8. Key findings from the consultation:

- There is overwhelming support for the Artrix arts centre to re-open;
- There are issues with parking at facilities and the fees that are charged for parking;
- Residents do not restrict their engagement with the arts and culture to the Bromsgrove District area; and
- There is a need to improve publicity/marketing to raise the profile of and promote the arts, culture and heritage offer.

Awareness and accessibility of arts facilities, activities and organisations

- 4.9. The outcome of the community, internal and stakeholder consultations undertaken in developing Tell Me What You Want, other strategic initiatives and this strategy, has consistently indicated a need for improved marketing and raising awareness of opportunities to engage with the arts in Bromsgrove.
- 4.10. The outcome of the consultation also indicated that individuals felt distant from arts venues and delivery and would engage more with the arts if there were more, and more diverse, community events undertaken in neighbourhoods and localities; obviating the need to travel as public transport was seen as a barrier – due to both cost and infrequency of service.
- 4.11. A common response to the consultation was that residents do not feel listened to in the planning of arts activities and opportunities. Also, there is a feeling that arts provision is mostly traditional and does not recognise the diversity of individuals and communities. Neither does current provision recognise the shift, accelerated by the recent lockdown, to digital access to and engagement with the arts.

Facilities

- 4.12. Bromsgrove District Council has no arts facilities within its portfolio. It does, however, own the freehold of the **Artrix** arts centre building which is currently closed as an arts venue and temporarily leased to the NHS Federation of South Worcestershire GP Surgeries as a Covid vaccination centre. There is, however, an established multi-sectoral arts infrastructure in the area including, in addition to community and voluntary organisations, a number of built facilities; the most significant being:
- The Avoncroft Outdoor Museum which is owned and operated by a charitable trust;
 - The theatre and studio facilities owned and operated by the Bromsgrove School;
 - Birdbox and associated pop-up spaces managed by North Worcestershire Economic Development and Regeneration; and
 - Worcestershire County Council Libraries at Alvechurch, Bromsgrove, Catshill, Hagley, Rubery and Wythall.

Artrix

- 4.13. Artrix is a multi-purpose venue which includes a theatre, a studio, spaces for events and catering facilities. It opened in 2005 and is built on land owned by the Heart of Worcestershire College (HOWC) although its construction costs were met by the Bromsgrove District Council. It is understood that the Council owns the freehold of the building, leases the land on which it is built from HOWC and leased the building to a Holding Trust. Within this arrangement the operation of the building was delegated with tapering financial support from HOWC and Bromsgrove Council under a lease to the Artrix Operating Trust which is no longer in existence.
- 4.14. The cessation of the tapering financial support coupled with the effects of lock down and other restrictions in response to the Covid pandemic has resulted in the operating trust going into administration leading to the closure of the venue and the operating lease being handed back to the Holding Trust.
- 4.15. There have been no arts activities in the building since March 2020 and the building will be used for the foreseeable future by SW Healthcare, an NHS federation of South Worcestershire GP surgeries, as a Covid Vaccination Centre.
- 4.16. The arrangement with SW Healthcare provides a modest income stream which offsets the basic costs of using the building as a vaccination centre.
- 4.17. The Holding Trust, with support from the Council, is currently appraising the options for a future operating model for Artrix. At time of writing it seems unlikely that a model can be identified that will not require an operating subsidy from the Council and/or the Heart of Worcestershire College although recent investment has improved the energy efficiency and, consequently, the operational cost of the building. At time of writing it is understood that the Bromsgrove District Council is not in a position to subsidise the operation of the facility and the Holding Trust has yet to identify a preferred way forward for the venue.

Bromsgrove District Council

Arts and Culture Strategy

- 4.18. It should also be noted that the adjacent Redditch Borough Council owns the Palace Theatre which it operates through its wholly owned LATCo, Rubicon Leisure Limited. Given the proximity of the two facilities and the existence of additional performance venues such as the Bromsgrove School, it is considered more appropriate for the consideration of the future of the Artrix to be undertaken in the wider context of the totality of the performance venues in the combined Bromsgrove District and Redditch Borough Council areas.

Conclusion

- 4.19. Bromsgrove District Council has embarked upon a number of new and significant arts and cultural initiatives. These initiatives, whilst supported by the Council but led by multi-disciplinary teams, clearly demonstrate the change in the role of local authorities from direct provider of arts and cultural activities to that of strategist, co-ordinator, enabler and commissioner; as does the requirement to investigate future models for the operation of the Artrix and other performance venues.
- 4.20. The various arts and cultural projects under development in Bromsgrove District have the potential to make significant contributions to the Council's corporate and community strategy priorities such as health improvement and community cohesion. As part of its commissioner role, the Council should ensure that the arts and cultural initiatives under development make contributions to the realisation of its community and corporate strategy priorities.
- 4.21. Arts and cultural initiatives that the Council can embark upon to address its community priorities have already been identified by the strategic projects embarked upon and described above. Future arts and cultural activity to assist in the delivery of the priorities should include:-
- Whilst the Bromsgrove area may not be currently regarded as culturally vibrant it does include a number of organisations that are committed to and active in arts and cultural activities. This local arts and cultural capital should be supported and developed by regarding the Bromsgrove District and, where appropriate, the adjoining Redditch Borough areas as a unique cultural asset in its own right; harnessing the energy and motivation demonstrated by the responses to the Tell Me What You Want, Reimagine Redditch and other projects;
 - Building a distinct arts and cultural offer based on what already exists but which also includes ambitious plans for improved or new arts and cultural facilities to assist with the success of the town centres and also to ensure the availability of community arts and cultural facilities within localities so as to be accessible to communities;
 - The development of the Bromsgrove District, together with the adjoining Redditch Borough area as a heritage destination, with associated economic benefits from increased visitor footfall and spend;
 - Where appropriate, engagement with the Reimagine Redditch programme in partnership with the various communities of the District ; involving individual members of the community and community organisations in the design and delivery of activities and programmes to overcome the feeling of exclusion felt by some.

Bromsgrove District Council

Arts and Culture Strategy

- 4.22. The development of these and the other strategic initiatives already embarked upon has been supported by significant engagement with the various communities of Bromsgrove and these relationships should be maintained by developing an awareness raising/marketing programme which involves community representatives in addition to stakeholders and potential funders such as ACE. This awareness raising process should include opportunities for individuals and community groups to propose and manage, with appropriate support if appropriate, arts based activities and programmes designed to address issues of importance to the communities such as addressing loneliness in older people and creating opportunities for different groups and communities to work together on projects.
- 4.23. The Council may also consider working with the CCG and other agencies on a Social Prescribing scheme, similar to “Exercise on Prescription” Schemes, extending the offer to address non-physical health and well-being issues by increasing the capacity of health professionals to meet the non-Clinical needs of individuals with long-term complex conditions.
- 4.24. Currently the various arts and cultural components dealt with in these strategies are disparately managed, with no obvious point of co-ordination. This is reinforced by the Council’s organisational culture which allows the existence of vertical barriers between individual parts of the organisation and their teams. The successful delivery of the various arts and cultural initiatives require a shift to a more cohesive and strategic operational model based on a Programme/Project Management approach; with accountability for delivery of the programme being placed with the service department, with support and assistance as required from other parts of the organisation.
- 4.25. Community consultation has identified a number of areas, especially lack of input into the planning of activities and a need for improved marketing and awareness raising of the arts and cultural offer in the areas, which require improvement.
- 4.26. The nature and the patterns of use of the arts and cultural facilities and activities in Bromsgrove and Redditch are such that they provide services across both the Bromsgrove District and Redditch Borough Council areas. Residents do not restrict their engagement with the arts and culture to the facilities and opportunities in the Council area in which they live. For example, Bromsgrove residents patronise the Palace Theatre in Redditch and Redditch residents patronised the Artrix in Bromsgrove when it was open. Given this pattern of use and possible economies of scale that could be achieved, whilst recognising that Bromsgrove District and Redditch Borough Councils are separate and independent organisations, it is recommended that the planning and delivery of Arts and Cultural services in Bromsgrove District and Redditch Borough are undertaken jointly and in partnership where appropriate.
- 4.27. In addition, residents avail themselves of Arts and Cultural opportunities in areas outside Bromsgrove and Redditch. Conversely, residents of areas external to Bromsgrove and Redditch may avail themselves of arts and cultural facilities within the two Councils’ areas. Developing the Bromsgrove District and Redditch Borough Councils’ Arts and Cultural offers jointly and in partnership will assist in developing the visibility and marketability of the services in a region that includes a number of alternatives: a number of which, such as Birmingham, are significant in size and well established.
- 4.28. This draft strategy has been subject to consultation with a number of key stakeholders in the arts and cultural field. The responses received are broadly supportive of its direction and aims and have included references to specific issues and activities and these will be referred to the appropriate strategic partnership/initiative for consideration.

5. Recommendations

- 5.1 That Bromsgrove District Council considers and adopts the draft Arts and Cultural Strategy for Bromsgrove attached as the appendix to this report; and, in adopting the draft strategy notes and agrees:-
- a) In addition to their intrinsic value, the contributions that the arts and culture can make to corporate and community objectives: including Health Improvement, Community Cohesion and Economic Development & Regeneration;
 - b) Priorities for the planning and delivery of arts and cultural services by the Council:-
 - Economic Development and Regeneration; including skills development;
 - Improving physical, emotional and mental health & wellbeing;
 - Reducing crime & disorder;
 - Improved community safety and responding to anti-social behaviour;
 - Sustainability;
 - High quality services.
 - c) Engagement with and support for the strategic arts & cultural initiatives detailed in the draft strategy; including, as appropriate, partnership working with the Redditch Borough Council:
 - Tell Me What You Want;
 - Heritage Corridor North Worcestershire;
 - Bromsgrove and Redditch Cultural Compact;
 - Levelling Up Fund;
 - Levelling Up for Culture Places;
 - Reimagine Redditch: Creative People and Places programme.
- 5.2 That the Head of Planning Regeneration & Leisure is instructed to develop:-
- A detailed Programme Management Plan, including i) outline timetable, ii) resource requirements, together with iii) outcomes and milestones, for the delivery of the strategic initiatives for incorporation into the Council's Corporate and Community Plan.
 - Bromsgrove and Redditch Cultural Compact
 - Heritage Corridor North Worcestershire;
 - Levelling Up for Culture Places;
 - Tell Me What You Want.

- 5.3 These Programme Management Plans to be regularly monitored and updated to reflect completion of initiatives and any additional initiatives embarked upon.
- 5.4 In partnership with other providers deliver strategies to respond to the key outcomes from the Tell Me What You Want and other community consultations:-
- A wish for greater diversity of and community involvement with arts and cultural provision;
 - A wish for increased delivery of arts and cultural provision in neighbourhoods;
 - A wish for greater community involvement in the commissioning and choice of arts and cultural activities;
 - A wish for improved marketing and awareness raising of arts and cultural activities and opportunities.
- 5.5 For Bromsgrove District Council to produce a detailed and costed appraisal of the options available to those arts, culture and heritage facilities in the Bromsgrove District and Redditch Borough whom maybe so inclined to explore partnership approaches to achieve economies of scale that bring forward better financial sustainability.
- That the Head of Planning Regeneration and Leisure reviews the suitability of the current staffing structure of her service area in the context of the of the Arts and Cultural Strategy for Bromsgrove and identifies and implements any changes required to ensure successful and efficient delivery of the strategy.

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Bromsgrove District Parks & Open Space Strategy



people spaces places

Bromsgrove District

Parks and Open Spaces Strategy

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Bromsgrove District

Parks and Open Spaces Strategy

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1 About Bromsgrove District

Bromsgrove District is located in north Worcestershire. It is a predominantly rural district, with approximately 90% of the land covering 20,000 hectares is designated as Green Belt, although the north of the district is part of the major urban conurbation linked to south Birmingham. The main centre of population is in Bromsgrove Town, with other large centres in Alvechurch, Barnt Green, Catshill, Hagley, Rubery and Wythall. Around 61% of the district population live in 'urban' areas. Smaller settlements tend to be limited to providing local services and as car ownership has increased, service provision in the smaller villages has tended to decline.

The district has rich biodiversity, geodiversity and attractive landscape. The district contains 13 Sites of Special Scientific Interest, 90 local sites (85 ecological and 5 geological). These sites are varied in their nature ranging from whole valleys and hills to canals, ponds and rock exposures.

The 2011 Census shows that Bromsgrove District had a resident population of 93,637 and Mid-Year Populations estimates suggest that the district population has increased to 102,393 in 2022. The population is forecast to reach 117,014 by 2043.

The population of the district is ethnically less diverse than the national picture and residents are typically older than the average for England. The district tends to be relatively affluent compared to the national and local context, although there are pockets of deprivation. Overall, Bromsgrove has levels of deprivation significantly below average, with just four LSOAs within the most deprived 30% in England. These are located in Sidemoor, Bromsgrove Central, Charford and Rock Hill Wards.

Whilst health outcomes are generally above the national average, there are an estimated 24,400 people undertaking significantly less than the recommended level of physical activity, at an estimated cost of £7.4 million.

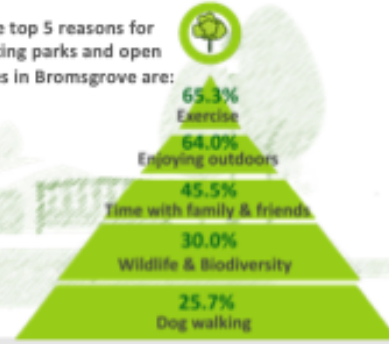
The Figure below provides an overview of Bromsgrove District's demographics.

Bromsgrove Demographics



Bromsgrove District Council
www.bromsgrove.gov.uk

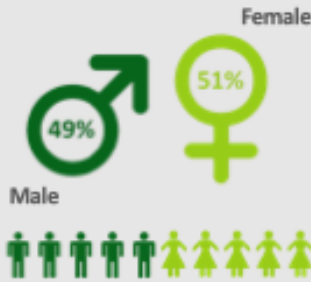
The top 5 reasons for visiting parks and open spaces in Bromsgrove are:



14% of residents visit these parks or open spaces on a weekly basis



Total Population
99,881



Population increased by **6.7%** since 2011



Projected population increase of **0.83%** per year

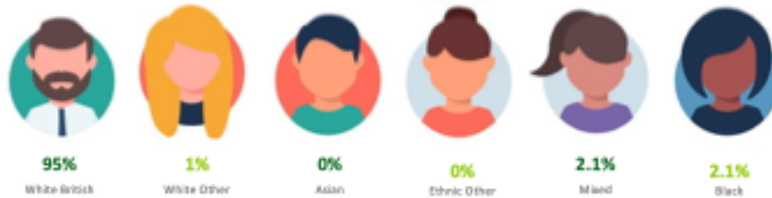


Bromsgrove's population is ageing, with estimates that by 2029

24% will be aged 65+ with **8.1%** aged over 85

Profile

The population of Bromsgrove is predominantly White British



Deprivation

The 326 local authority districts in England are ranked for each domain, with 1 indicating the most deprived and 326 the least deprived. Bromsgrove experiences below average levels of deprivation across all domains



£81.0% of 16-64 year olds are 'economically active' slightly above national average of **£79.1%**

Health



There are an estimated **24,400 people** undertaking significantly less than the recommended level of physical activity

49% of children and young people are active



60.7% adults are active

Life expectancy at birth is in line with national averages



80.4 males

83.9 females

Sources: Population data from LA 2019 Mid Year Population Estimates (ONS)
BAME population data from 2016 estimates and Census 2011 (ONS)
Deprivation data from English Indices of Deprivation 2019 (ONS)
Economic data from NOMIS "Employment and Unemployment (Jan 2020-Dec 2020) (ONS)
Life Expectancy data from Public Health Profiles 2021
Activity data from Active Lives 2020 (Sport England)
Parks data from Bromsgrove Community Survey 2020



2 Vision & Aims

2.1 *Our Vision for Leisure, Heritage, Culture and Greenspace*

We recognise what our communities have told us about leisure and culture provision: it is important to our places, it shapes identity and creativity, reduces health inequalities, and improves well-being and quality of life for our communities. Provision of good quality, sustainable and green leisure and culture services will also contribute positively to our net carbon reduction targets and mitigate the impacts of climate change. Our communities have also told us they want to be more involved in our leisure and culture provision - as participants, volunteers and deliverers. They want to see greater partnership working with the community and have more involvement in what is provided.

Bromsgrove District Council wants to ensure provision of good quality leisure and culture services, which are sustainable, contribute to community health, are affordable, and meet local need

Reflecting the above, our Vision for leisure and culture provision in Bromsgrove is set out in the table below.

Vision
Healthy bodies and minds through active, engaged and creative communities
Aim
To inspire everyone to celebrate our historic past and participate in building a brighter future through access to parks, open spaces, sport, physical activity, arts, heritage, culture and everyday creativity. This way we will inspire our communities to lead longer, happier, healthier and more successful lives.
Objectives
<ul style="list-style-type: none"> To inspire residents and build their confidence to be more active and creative;

- To work with partners to identify and remove the barriers to being safely involved with parks and open spaces, sport, physical activity, arts, culture, heritage, and events to improve health and wellbeing;
- To facilitate better connectivity between historic places, vibrant open spaces, culture and leisure facilities;
- To build the confidence and pride of individuals and communities through active participation and volunteering;
- To create improved collaborative and resident-engaged projects which focus on celebrating the relationship communities have with their landscape, culture and heritage;
- To build a healthy community that enables success in education, training and the workplace;
- To reduce the long-term financial pressures on our public services by getting communities more active, creative, and better connected to our natural environment;
- To manage, develop and maintain a biodiverse, and environmentally sustainable network of spaces and places contributing positively to reducing the impact of climate change;
- To generate a high profile, safe, inclusive, well-connected and managed network of active travel networks, green and blue corridors, heritage trails, leisure and culture facilities;
- To connect home grown talent with local employment and volunteering opportunities;
- To facilitate a vibrant, commercially viable and growing visitor and tourism economy;
- To better connect business with the leisure and culture sector; and
- To adopt creative placemaking and active travel strategies.

2.2 Parks and Open Spaces Aims

Within the overall vision for leisure, culture, and open space this parks and open space strategy sets out the following aims:

- We will protect, enhance and promote our parks and open spaces;
- We will work to reduce inequalities in open space provision in terms of quality, accessibility and quantity;
- We will protect and enhance biodiversity and deliver Biodiversity Net Gain through the planning system and processes;
- We will work with partners to deliver a plan for nature recovery;
- We will manage our parks and open spaces as green infrastructure that contributes to the goals of climate change mitigation and adaptation;
- We will contribute to improving health and wellbeing of our communities through the management and provision of our parks and open spaces;
- We will provide a greater range of opportunities for all communities across the district to participate and help activate our parks and green spaces;
- We will play a key role in developing and supporting partnerships that protect and enhance the green environment across the district and the wider region.

3 Key drivers

3.1 *Why Parks and Open Spaces are Important*

High quality parks and public spaces create economic, social and environmental value. They are also highly valued by local people. Research¹ carried out by CABE Space suggested that 85% of people believed that the quality of public space and the built environment has a direct impact on their lives and the way they feel.

The State of UK Parks research published by the National Lottery Heritage Fund in 2014 and in 2016 found:

- Parks are used regularly by 37 million people in UK;
- With 57% of adults use parks at least once per month;
- Rising to 83% of households with children under 5 visit their park at least once a month;
- 2.6 billion visits made to UKs parks each year;
- £50 million raised annually by friends / user groups;
- £70 million annual value of volunteering.

As a result of the pandemic, there has been increased recognition of the value of parks and open spaces, which provided one of the few safe spaces where people could exercise and leave their own homes during lockdowns.

The health benefits of green spaces have been intuitively known by communities for a long period of time. In recent years there a substantial body of evidence has been produced which demonstrates the idea that parks and open spaces are integral for both our physical and mental health. Good access to open spaces can help support increased levels of physical activity leading to beneficial health outcomes (including reduced prevalence of dementia, cardiovascular disease,

¹ CABE Space (2004) The Value of Public Space

type two diabetes, breast cancer and hip fractures). Public Health England recently published “Improving access to greenspace - A new review for 2020” which provides an excellent overview.

Access to open spaces can also bring significant benefits in terms of mental health with evidence suggesting higher levels of life satisfaction; lower levels of self-reported stress; and lower levels of anxiety and depression. Contact with nature, or ‘natural connectedness’ improves mental health and provides us with a happier life, a worthwhile life, and a life without illbeing.

Well managed and accessible parks and green spaces, with programmes of activity to engage residents can be an effective part of a Whole System Approach to improved health outcomes. Indeed, public parks owe their existence to the recognition to improve the health of urban communities. In 1833 a report to parliament highlighted the benefits parks could bring to urban society. In 1848 the Public Health Act recognised that money spent on improving public health would save money in the long term.

3.2 External Factors Driving Change

3.2.1 Climate Crisis

The United Nations has declared that climate change is the defining crisis of our time, and it is happening even more quickly than we feared. Global temperatures are rising because of human activity releasing greenhouse gases into the atmosphere. This is already producing weather extremes and disasters that are becoming more intense and more frequent. This threatens food and water security globally and climate change is a major threat to international peace and security. Biodiversity across the globe is also threatened and this is exacerbated by climate change.

A report about the climate of the UK published in 2020 reveals that the most recent decade (2010 – 2019) has been on average 0.9 degrees Celsius warmer across the UK than the period 1961 – 1990. This warming has been predicted to increase, with the Met Office predicting that by 2070, winters will be between 1 and 4.5 degrees Celsius warmer and up to 30% wetter and summers will be between 1 and 6 degrees warmer and up to 60% drier.

The Independent Assessment of UK Climate Change Risk has just published its conclusions that continued change in the UK’s climate should be expected and that “very long-lasting policy and investment decisions being made today need to consider a wide range of changes in climate for the second half of the century”.

Urban areas are already 4 degrees warmer than surrounding areas a phenomenon known as the urban heat island effect. Climate change is likely to lead to more extreme weather events that will make towns and cities harder places to live.

3.2.2 Air Pollution

Air pollution is the biggest environmental threat to health in the UK, with between 28,000 and 36,000 deaths a year attributed to long-term exposure². There is strong evidence that air pollution causes the development of coronary heart disease, stroke, respiratory disease and lung cancer, and exacerbates asthma. Children in high pollution areas are 4 times more likely to have reduced lung function when they become an adult.

Trees, parks and open spaces play an important role in helping to reduce air pollution by providing shade and reducing air temperatures in urban areas, directly removing pollutants and storing carbon.

3.2.3 Ecological Crisis

The UK is one of the most nature depleted countries in Europe because of industry, building and farming. It is estimated that over half of all biodiversity has been lost. While the UK has made some gains, natural landscapes have been so heavily degraded over decades and centuries that we are simply not doing enough to turn back the tide.

A recent UK Government report found that against 24 key biodiversity indicators, 14 are in long-term decline, including UK habitats of European importance, the abundance and distribution of priority species, along with farmland and woodland birds.

² Public Health England (2019) - Review of interventions to improve outdoor air quality and public health

3.2.4 Covid-19

The National Lottery Heritage Fund³ recognise that *“free-to-enter urban public parks and green spaces have been a lifeline for many during the pandemic and continue to be so during the current cost of living crisis”*.

Covid-19 and the associated lockdowns has had an impact with nearly half of people (46%) stating that that they were spending more time outside than they had previously. But some 60% of children were found to have spent less time outdoors.

The 2021 Bromsgrove Community Survey found that older residents within the district had tended to use parks and open spaces less frequently than in previous years.

National research indicated that Covid-19 has demonstrated the inequitable provision of green spaces and that urban populations often have less access to nature.

3.3 National Policy Context

3.3.1 The UK Government 25 Year Environment Strategy

“Spending time in the natural environment – as a resident or a visitor – improves our mental health and feelings of wellbeing. It can reduce stress, fatigue, anxiety and depression. It can help boost immune systems, encourage physical activity and may reduce the risk of chronic diseases such as asthma. It can combat loneliness and bind communities together.

“In the most deprived areas of England, people tend to have the poorest health and significantly less green space than wealthier areas. . . . Our aim is for more people, from all backgrounds, to engage with and spend time in green and blue spaces in their everyday lives.”

The UK Environment Bill was adopted in 2022 and this introduces:

³ National Lottery Heritage Fund (2022) – Evidence submitted to The Levelling Up, Housing and Communities Committee

- A mandatory requirement for biodiversity net gain in the planning system, to ensure that new developments enhance biodiversity and create new green spaces for local communities to enjoy. The requirements will supplement, but not replace or undermine, existing protections for protected sites or irreplaceable habitats.
- A requirement for the development of Local Nature Recovery Strategies across England. Local Nature Recovery Strategies will help local authorities and other public bodies identify priorities and opportunities for conserving and enhancing nature. Whilst government will provide data, guidance and support for the Local Nature Recovery Strategies, each one will be produced locally ensuring local ownership and knowledge is embraced, and strategies are consistent and link together across England.

3.3.2 Public Health England Strategy (2020 – 2025)

Published by Public Health England in September 2019, the strategy sets out Public Health England's priorities for the next 5 years to deliver its key aims of keeping people safe, preventing poor health, narrowing the health gap and supporting a strong economy. The strategy sets out three key themes:

- Healthier diets, healthier weight;
- Better mental health;
- Best start in life.

3.3.3 Levelling Up the United Kingdom (2022)

The Levelling Up Agenda is a key national policy that recognises that there are significant geographical inequalities in economic, social and environmental outcomes. To genuinely 'level up' the country and tackle inequalities, there needs to be a recognition of the contribution of parks to supporting key national and local objectives, such as improving public health, carbon capture, increasing biodiversity, and enabling every child to be active.

In the Levelling Up White Paper the government promises to 'radically expand investment in parks'; however, just £30m has been provided to fund initiatives in thirty parks nationwide. This funding is relatively small scale and what has been provided is capital, rather than revenue funding which is needed to deliver and sustain long-term change.

3.4 Internal Factors

3.4.1 Bromsgrove District Council

Our vision is to enrich the lives and aspirations of all our residents, businesses, and visitors through the provision of high-quality services, ensuring that all in need receive appropriate help and support.

Purposes

- Run & grow a successful business;
- Work & financial independence;
- Living independent, active & healthy lives;
- Affordable & sustainable homes;
- Communities which are safe, well-maintained & green.

Priorities

- Economic development & regeneration;
- Skills for the future Improving health & wellbeing;
- A balanced housing market;
- Reducing crime & disorder;
- Financial stability;
- High quality services;
- Sustainability.

Working to these purposes will help us to understand the needs of the district & how, together with our partners, we can improve the lives of our residents & the prospects for Bromsgrove District as a whole.

3.4.2 Bromsgrove District Plan 2011-2030

The Bromsgrove District Plan includes policies that impact parks and open spaces. This includes:

- BDP4 Green Belt – where approximately 90% of land in the district is designated as Green Belt

- BDP20 Managing the Historic Environment – recognises the significance of historic buildings, structures and landscapes and sets out policies for proactive management;
- BDP21 Natural Environment - recognises that sustainable development involves seeking positive improvements in the natural environment including achieving net gains for nature;
- BDP24 Green Infrastructure – highlights the importance of green infrastructure and commits the Council to delivering a high quality multi-functional Green Infrastructure network;
- BDP25 Health and Wellbeing – the Council will support proposals and activities that protect, retain or enhance existing sport, recreational and amenity assets, lead to the provision of additional assets, or improve access to facilities, particularly by non-car modes of transport. This will include maintaining greater access to and enjoyment of the countryside.

3.4.3 Political Drivers

As part of the development of the strategy several engagement sessions were delivered with elected members to gain their views and establish some sense of direction for open spaces and their relationship to overarching council policy.

Some key quotes that relate directly to the key themes and drivers of this strategy are:

“We need a programme around exercise and mental health targeted at deprived areas”

“Health concerns are our priority, it’s about quality of life”

“We need more voluntary groups involved”

“Need more amateur groups putting on events on parks”

There were also other comments about the need:

- to secure external funding for parks
- for more collaboration and partnership working

- for improved publicity about activities and events

3.4.4 Financial Drivers

Revenue

In recent years most local authorities have seen very significant reductions in revenue budgets for parks and greenspaces

The 2021 State of UK Parks report by APSE and CFP showed that around £190m had been lost from parks revenue budgets between 2016/17 and 2021/22

Others have also been hit hard by commercial losses due to the impacts of Covid-19.

The 2020 work by the Local Government Association and the National Lottery Heritage Fund showed that as much as 87% of external income had been lost due to Covid-19

Bromsgrove Council's Park service has experienced a reduction in the size of the team as a result of sharing services with Redditch Borough Council. However, it has largely escaped the impacts of both austerity and Covid-19 when it comes to their annual revenue budget(s). There have been some losses of income around cancelled events during the pandemic, but these have been more than offset by savings in not running the events programme in 2020 and reduced delivery in 2021. Likewise, the future financial pressure that most council's parks services are facing.

The 2021 State of UK Parks report showed that 61% of councils were expecting their parks revenue budget to decrease with around 39% expecting cuts of greater than 10%.

This has not translated to Bromsgrove District Council's parks services which has had a relatively stable budget over the past three years is expected to remain so for the foreseeable future.

To balance the books most local authorities are looking at commercial income from cafés or events and activities. In Bromsgrove District this is limited to around £26k of events income plus income from the café lease at Sanders Park.

Capital

Capital funding is sourced through central capital programmes and through section 106 monies from housing developments and the authorities have significant sums to deploy here for green space improvements.

The other sources of income that are used by local authority parks services are grant aid e.g. lottery funding, which is largely for specific projects. In Bromsgrove District the only external funding has been at Sanders Park where just under £2m has been spent on works to the brook course and access improvements

3.4.5 Community Drivers

Recent consultation in Bromsgrove District has shown that about half of the respondents think that parks and open spaces are good / very good.

Across the district, there was a more or less even split between those who considered there to be too little (47.5%) and about the right amount (52.0%) of parks and open spaces. At least 50.0% of respondents from 16 of the 29 responding wards considered there was too little supply of park and open spaces in their ward, with all respondents from Marlborough and Wythall West Wards feeling there was too little supply.

The community places a high value on green space provision – the top values are:

- somewhere to improve my mental and physical wellbeing (96.1%);
- providing contact with nature, wildlife, and seasonal change (96.2%);
- providing green lungs for the district (95.1%);
- A safe place for children and young people to develop independence (95.4%);
- a safe walking or cycling route (95.1%).

Residents have expressed concern about pressure on existing green space from housing development – both in terms of increasing numbers of users and from direct loss by being built upon.

4 Analysis & Recommendations

This section brings together the findings of the various reviews, assessments, conversations and consultation that has taken place over the past year in the development of the strategy. The evidence based used has included:

- Open space mapping including analyses of quantity and accessibility – and highlights that some settlements lack access to particular types of open space provision;
- Green Flag Assessments - As part of the development of the management plans detailed site assessments were carried out by experienced Green Flag Award judges. Individual site recommendations are picked up in each plan and this strategy seeks to identify generic or council wide issues where the authorities need to make improvements to service delivery to raise the standards;
- Community consultation – in 2021 a community survey was undertaken, and results have been compared with 2018 and 2019 surveys;
- Elected member consultation events – consultants ran member workshops in 2022 and held specific meetings with senior politicians;
- Events analysis – looking at budgets, attendance, satisfaction and community views;
- Financial analysis – external funding secured, recent budgetary changes;
- Ongoing dialogue through the project steering group and individual officer and group consultation sessions;
- The Allotment Research Project (2019) found that the level of provision of allotments was marginally below the recommended national standard. There appears to be unmet demand for allotments in the district.

4.1 *The Big Issues*

4.1.1 *Biodiversity and Nature Recovery*

Worcestershire, like much of the UK, has suffered huge losses of natural habitats and species. The Worcestershire Biodiversity Action Plan (2018-2027) identifies 17 habitats and 26 species which are of conservation priority in the county. Bromsgrove District Council is committed to working with partners at a local and country-wide level to deliver the priorities set out in the Worcestershire BAP. At a national level there is increased recognition that nature recovery is a priority and Biodiversity Net Gain is now a requirement following the adoption of the Environment Bill in 2022.

Bromsgrove district contains some key sites that are important for priority habitats and species, notably water voles. Whilst there has been some positive action in the past, and new initiatives such as reducing grass cutting in specific areas to support pollinators have been introduced, there is currently a lack of up-to-date survey information and no overall plan to drive habitat and species recovery. Nature recovery requires action at a landscape scale and Bromsgrove District Council will positively engage in partnership working at a local and county level to deliver greater biodiversity.

This will include enhancing sites designated for nature conservation and other wildlife-rich places, newly created and restored wildlife-rich habitats, corridors and stepping-stones which will help wildlife populations to grow and move. The Council will also seek to improve the landscape's resilience to climate change, providing natural solutions to reduce carbon and manage flood risk, and sustaining vital ecosystems such as improved soil, clean water and clean air. The Council will also reinforce the natural, geological and cultural diversity of our landscapes, and protect our historic natural environment to allow people to enjoy and connect with nature where they live, work and play, in turn bringing health and wellbeing benefits.

The requirement to delivery Biodiversity Net Gain through the planning process, also represents a significant opportunity not only to enhance the habitats within green space but also to potentially secure significant investment.

Recommendation(s)

1. Develop a better understanding of the biodiversity value of the district's green assets.
2. Positively engage in partnership working at a local and county level to improve biodiversity, nature recovery and deliver wildlife-rich landscapes.
3. Develop a clear approach to Biodiversity Net Gain and Green Infrastructure.

4.1.2 Climate Change Adaptation and Mitigation

Bromsgrove District Council declared a climate emergency in 2019 and is committed to reducing our carbon emissions and influencing the reduction of carbon emissions in our area. The Council has developed a plan, called the Action to Reduce Carbon (ARC) Plan as route map to 'net zero' for our internal activities, contributing to the 'net zero by 2050' target set by the UK Government.

Parks and Open Spaces can make a positive contribution to carbon reduction, particularly contributing to the ARC plan themes of Transport and Travel, Community and Biodiversity. Initial

works has already started to provide electric vehicle charging points in key parks, starting with Sanders Park.

Parks and open spaces also provide key eco-system services that can help mitigate the impact of climate change. Parks and green infrastructure are significant carbon sinks, help mitigate against the urban heat island effect, slow and hold back excessive rainfall and flooding, and can help reduce air pollution. However, the scale of the contribution of the districts 1400 hectares of open space is not currently known. Further work to explore the opportunities for changes in landscape management and maintenance to deliver additional gains should also be explored. This should feed into to the development of climate change strategy in the near future.

Recommendation(s)

4. Carry out a natural capital assessment of the value of the district's parks and open spaces.
5. Develop a plan to identify priorities for delivering further carbon capture and natural capitals gains.

4.1.3 Health and Wellbeing

Overall, residents of Bromsgrove district enjoy health outcomes broadly in line with the national average. Whilst nearly half the population of children and young people are active, data shows that there are 24,400 people that are undertaking significantly less than the recommended level of physical activity. Parks and open spaces provide accessible, free to use facilities for walking, jogging and informal sports.

Networks of parks and open spaces can provide accessible and safe active travel routes that reduce car use and bring health and wellbeing benefits. The Council will work to deliver an increased network of active travel routes and to promote their use.

Recommendation(s)

6. Increase the network of active travel routes that use parks and open spaces.
7. Develop targeted programmes of activity in parks and open spaces that contribute to improved health and wellbeing outcomes.

4.1.4 Planning and Development

The population of the district is predicted to grow with the BDP anticipating that there will be 4097 new housing units (approximately another 9,423 people) over the plan period to 2030. This will result in increased pressure on existing parks and open spaces and in some circumstances, such as at Perryfields, contribute to the creation of new open space.

Development within the district also provides the opportunity to deliver Biodiversity Net Gain, introduced as a statutory requirement through the Environment Act 2022. Bromsgrove District Council as a major landowner, can provide land for Biodiversity Net Gain where this cannot be delivered onsite as part of the development. This is a new process and it is recommended that a pilot project is developed to apply the principles of Biodiversity Net Gain and to test and refine the approaches in practice.

The Open Space Study for Bromsgrove District, carried out in parallel with the development of this strategy considers the supply of open space by ward and identifies deficiencies in the accessibility and quantity of particular types of open space.

Overall, there is a good level of access to some form of open space at a local level. Within Bromsgrove Town most wards have access to some open space within 400 metres, approximately 10 minutes walking time. There are some areas of deficiency most notable in the northern part of Bromsgrove Central ward and also the southern part of Charford ward. Similarly, the large settlements of Alvechurch, Barnt Green (including Lickey), Catshill, Hagley, Rubery and Wythall (including Drakes Cross, Grimes Hill and Hollywood) have access to some form of open space within 10 minutes' walk. Many of the smaller settlements enjoy some form of open space provision.

There are, however, some deficiencies in access to some forms of open space. Much of Bromsgrove town has limited access to natural and semi-natural spaces, or spaces that are managed primarily for biodiversity. This indicates that managing other forms of open space for wildlife and biodiversity within urban areas is important if residents are to be able to experience nature on their doorstep. Overall access to (some form of) outdoor sports facilities within Bromsgrove Town is typically good, although Hill top ward is less well served. Many large settlements and some smaller settlements enjoy reasonable access. More granular level analysis on a sport-by-sport basis is contained in the Playing Pitch Strategy (2022).

Bromsgrove has 102 open spaces with some form of Provision for Children and Young People. This includes equipped play and natural play areas at:

- 58 toddler play spaces
- 55 junior play spaces
- 52 teen / adult fitness facilities

In terms of accessibility, Bromsgrove town and large settlements have good access within a reasonable walking time. Many smaller settlements also have some level of provision. Consideration will be given to creating new areas of Provision for Children and Young People only where there is a demonstrated need. Investment should otherwise be directed to upgrading and enhancing existing facilities. A more detailed is recommended to consider the play value, quality and accessibility of equipped play spaces across the Borough.

The Playing Pitch Strategy sets out the supply and demand for a range of pitch and court sports. This has identified that there is a surplus of provision relating to Bowls which has seen a decline in demand over recent years, mirroring the wider national picture. The bowling green at Sanders Park is currently unused and alternative uses will be considered as set out in the Sanders Park Management and Maintenance Plan.

Recommendation(s)

8. Apply robust approaches to the Local Standards in relation to planning development to address deficiencies in the accessibility and quantity of open spaces across the borough.
9. Carry out a detailed assessment of the play value, quality and accessibility of equipped play spaces across the Borough.
10. Deliver a pilot project to test how Council managed land can deliver offsite Biodiversity Net Gain through the development process.

4.1.5 Quality of Parks and Open Spaces

There is limited data available about the quality of parks and open spaces. In developing Management and Maintenance Plans for Sanders Park, Lickey End Recreation Ground, King George's Park and St Chad's Park quality assessments have been carried out and the findings used

to inform the recommendations set out within the management plans. To better develop a future plan for preventative maintenance and investment it is recommended that a larger scale programme of quality assessments is carried out (using the Green Flag Award criteria) with a focus on district and neighbourhood spaces (86 spaces). Other quality assessments will be required on an ad hoc basis in response to development in the district to provide evidence for securing offsite planning gain.

4.2 Future Service Delivery

4.2.1 Developing a Capital Investment Plan

This strategy highlights opportunities for investing in parks and open spaces to deliver benefits for the environment, society and people and places. Addressing service wide issues and delivering the recommendations for the priority parks will require planned investment. This capital investment will come through existing resources, planning gain (s106, CIL and Biodiversity Net Gain), external funding and through the development of new partnerships. New sources of funding are also currently being announced from central government in the form of the UK Shared Prosperity Fund and other funding associated with Levelling Up. These funding sources often have competitive bidding processes with relatively short timescales. The Council should develop a Capital investment plan that identifies how the key priorities set out in this strategy and the recommendations contained within the Management and Maintenance Plans can be delivered and how it might respond to new opportunities for capital investment.

Recommendation(s)

11. Develop an overall capital investment plan for enhancing parks and open spaces to provide a more strategic approach to the use of s106 funding.

4.2.2 Environmental Management

The management planning assessment work found that the relevant services involved in managing and maintaining the council's green space do not have a clear strategy to address environmental management. Whilst some good work has been progressed around reducing the use of peat, reducing pesticide use and around green waste there is no overall plan, no baseline assessment and no targets to improve performance in this area.

Recommendation(s)

12. Develop an environmental management strategy for parks and environmental services.

4.2.3 Marketing and Promotion

Currently marketing of green spaces is sporadic and inconsistent and would benefit from a thorough review and the development of a new approach to promote the biodiversity and health benefits of the green spaces across the local authority area.

There are good examples of websites that promote parks and open spaces at a county wide scale in [Hertfordshire](#) and [Cambridgeshire and Peterborough](#).

Recommendation(s)

13. Develop a clear marketing plan for green spaces that includes new web pages, social media and targeted work with key audiences.
14. Promote active travel routes within parks and open spaces.

4.2.4 Community involvement

The engagement of local communities in their local green spaces is a key area of improvement for Bromsgrove District Council. The council previously worked with a small number of Friend of Parks groups, but these have all now folded, in part due to a lack of resource to proactively support volunteer activity. There is some mid-week volunteering activity in Bromsgrove but is typically limited to Sanders Park.

The Council should begin to develop a meaningful dialogue and engagement with its communities and a plan is needed along which clearly sets out roles and responsibilities, levels and sources of support. It is also recommended that dialogue with other organisations who could help the authority commences to develop a stronger partnership approach to improving parks and open spaces across the district. Being able to demonstrate sound approaches to community involvement is also a requirement of the Green Flag Award.

There are a range of useful resources including ‘How to’ guides available through the National Lottery Heritage Fund “Parks Community UK” (<https://parkscommunity.org.uk>).

Recommendation(s)

15. Develop a volunteer plan and a clear approach to working with Friends groups tied to its aspirations for Green Flag Award across its priority parks.

4.2.5 Management of Allotments

Allotments and Community Gardens provide opportunities for those people who wish to do so to grow their own produce as part of the long-term promotion of sustainability, health and social inclusion. There are 17 allotment sites across the district and whilst there may be some gaps in terms of accessibility to allotments in some wards, the level of provision is near national standards.

The allotments sites are currently managed by Bromsgrove District Council who manage lettings, non-cultivation, and shared infrastructure. There are local allotment associations at most sites which bring together ploholders. Nationally, there has been a significant shift towards giving allotment associations a greater role and supporting the self-management of allotment sites. This can deliver significant benefits for ploholders, with a greater sense of ownership, quicker response times for addressing issues on site, and reduced levels of vacant plots and non-cultivation. It is recommended that the District Council starts a process of investigating the feasibility of transferring allotment sites to local management organisations and starts this process through the delivery of one or more pilot projects. The National Society of Allotment and Leisure Gardeners (<https://www.nsalg.org.uk/>) can provide advice and support to newly established allotment associations and further resources are available online.

Recommendation(s)

16. Carry out a feasibility study to establish a roadmap for the self-management of allotment sites across the district.
17. Start a pilot project to explore the process of transfer to self-management and share this learning across the district.

4.2.6 Signage and Interpretation

Across the key parks and open spaces in the district there is no consistent approach to signage and interpretation. Even a simple approach based on key visitor arrival and orientation information at primary entrances would be a positive start. Some sites have significant biodiversity and heritage interest which could either be summarised in the welcoming signage or interpreted at the location of interest on site.

Recommendation(s)

18. Develop a consistent approach to signage across all priority parks.
19. Develop engaging interpretation on those sites of significant biodiversity or heritage interest.

4.2.7 Events and activities

The council has for some time been running a programme of subsidised events and activities in parks and in 2021/22 it spent £70k (excluding officer time) on this and generated £25k of income. Officer time has been estimated to be in the region of a further £60k. A typical year of events would be around 24 events the majority of which take place in Sanders Park. Data suggests the average annual attendance is in the region of 19,000 to 24,700, but no accurate figures exist. Community surveys show that satisfaction with events is low, with around 45% of those surveyed rating events as good or very good. However, there is very limited participant survey data to build an accurate picture.

Directly delivering events within parks and open spaces is a resource intensive process. Participant feedback and qualitative evidence suggests that the events offer is not particularly engaging or innovative and does not necessarily meet the needs of the districts' communities.

There is a strong case for the community, voluntary sector and commercial sectors playing a greater role in event planning, management and delivery in the future with the council adopting a more enabling role. Tell Me What You Want (2020) showed that the way forward ought to be a more community led approach. Providing funding through a grants programme would support local organisations to develop innovative programmes of activity and help leverage in additional resources through grant and crowdfunding. The Council would need to develop support

mechanisms to ensure that adequate planning was in place for events and that health and safety requirements were met, but this has been achieved in other areas. This would mark a key change from the current model of delivery and this strategy recommends that the new model is piloted in 2023/24.

Recommendation(s)

20. Pilot an approach to establish a new model for event delivery that allows local organisations to deliver programmes of events and activities.
21. Develop programmes of support to increase skills and capacity amongst local organisations and to ensure the successful delivery of new programmes of events and activities.
22. Evaluate the success of the pilot projects and implement any required changes to the new delivery model.

4.2.8 Partnership working

The parks and events service needs to develop more partnership working to be more effective in delivering large scale change for green spaces. There are a range of organisations within the county that are potential partners including the Worcestershire Wildlife Trust and North Worcestershire Water Management and the Environment Agency. Worcestershire Country Council are also a significant local authority partner that works at a county wide scale to develop policy and strategy particularly around Green Infrastructure and biodiversity. In addition, environmental projects are now being developed at a landscape scale and sub-regionally through the West Midlands Combined Authority.

The National Trust's 8 Hills concept presents a significant opportunity for biodiversity, climate change and the health and well-being residents of the surrounding area and the authority needs to engage more with its development. There is a need to separate out 'designation' and 'collaboration', the advantages and disadvantages of designation are not part of the scope of the strategy but the idea of the district council proactively collaborating with the National Trust and its partners is a principle that should be adopted.

The authority should start collaborating with the National Trust including establishing a Memorandum of Understanding between both organisations which includes provision for:

- Sharing green space mapping data;
- Sharing community consultation results;
- Contributing officer time;
- Planning joint consultation and project related activities.

Recommendation(s)

23. Engage more regularly with potential partners at a county wide level.
24. Develop a partnership with the National Trust to deliver the 8 Hills project.

4.2.9 *Measuring Success*

There is a lack of management and performance data relating to the delivery of services around parks and open spaces. The development of a toolkit with a concise set of meaningful key performance indicators would be beneficial and allow progress to be demonstrated.

Recommendation(s)

25. Develop service wide Key Performance Indicators.

4.3 *Priority Parks*

- As part of the preparatory work to develop the Leisure and Culture Strategy the Council identified four key sites as 'priority parks'. These sites are:
 - Sanders Park
 - Lickey End Recreation Ground
 - King George's Park
 - St Chads Park

These priority parks each have a Management and Maintenance Plan and a masterplan in place. These have been developed based on site assessments, discussions with key officers and stakeholders and the results from the wider community consultation.

The Management and Maintenance Plans have a five-year action plan for the council to take forward with a view to improving the management, maintenance and development of each space and securing the national quality standard, the Green Flag Award for each space as part of a rolling programme.

The four priority parks provide accessible green space to local people including those that experience some of the highest levels of deprivation within the district, tend to be less physically active and experience some of the lowest health outcomes. This includes parts of Sidemoor, Bromsgrove Central, Charford and Rock Hill wards. Enhancing the range of provision, activity programmes, developing community involvement and volunteer participation and delivering the recommendations set out in the Management and Maintenance Plans will contribute to delivering positive outcomes for some of the communities experiencing disadvantage and would be consistent with the national policy of targeted intervention through ‘Levelling Up’.

Recommendation(s)

26. Develop a rolling programme of applications to the Green Flag Award:

- Sanders Park (2023)
- Lickey End Recreation Ground (2024)
- St Chads Park (2025)
- King George’s Park (2026)

5 Action Plan

Recommendation	2022/23	2023/24	2024/25	2025/26	2026/27	Lead Officer(s)	Partners	Resource Implication
1. Develop a better understanding of the biodiversity value of the district's green assets.	✓	✓				Parks Development Officer	Planning / WCC	Staff time
2. Positively engage in partnership working at a local and county level to improve biodiversity, nature recovery and deliver wildlife-rich landscapes.	✓	✓				Parks and Events Manager / Parks Development Officer	WCC / Worcestershire Wildlife Trust	Staff time
3. Develop a clear approach to Biodiversity Net Gain and Green Infrastructure to provide a measurable approach to develop and manage land.		✓	✓			Parks Development Officer	Planning / WCC	Staff time
4. Carry out a natural capital assessment of the value of the district's parks and open spaces.				✓		Parks and Events Manager	External Specialist	Revenue

Recommendation	2022/23	2023/24	2024/25	2025/26	2026/27	Lead Officer(s)	Partners	Resource Implication
5. Develop a plan to identify priorities for delivering further carbon capture and natural capitals gains.				✓		Parks and Events Manager	External Specialist	Revenue
6. Increase the network of active travel routes that use parks and open spaces.		✓	✓	✓	✓	Parks Development Officer	Highways	Staff time
7. Develop targeted programmes of activity in parks and open spaces that contribute to improved health and wellbeing outcomes.		✓	✓	✓	✓	Parks Development Officer	Public Health	Staff time
8. Apply robust approaches to the Local Standards in relation to planning development to address deficiencies in the accessibility and quantity of open spaces across the borough.	✓	✓	✓	✓	✓	Parks Development Officer	Planning	Staff time
9. Carry out a detailed assessment of the play value, quality and accessibility of equipped play spaces across the Borough.	✓					Parks and Events Manager	External Specialist	Revenue

Recommendation	2022/23	2023/24	2024/25	2025/26	2026/27	Lead Officer(s)	Partners	Resource Implication
10. Deliver a pilot project to test how Council managed land can deliver offsite Biodiversity Net Gain through the development process.		☑				Parks Development Officer	Planning	Staff time
11. Develop an overall capital investment plan for enhancing parks and open spaces to provide a more strategic approach to the use of s106 funding.		☑				Parks and Events Manager	-	Staff time
12. Develop an environmental management strategy for parks and environmental services.	☑					Operations Team Leader	Parks Development Officer	Staff time
13. Develop a clear marketing plan for green spaces that includes new web pages, social media and targeted work with key audiences.	☑					Parks and Events Manager	Parks Development Officer	Staff time
14. Promote active travel routes within parks and open spaces.	☑	☑	☑	☑	☑	Parks Development Officer	Comms Team	Staff time

Recommendation	2022/23	2023/24	2024/25	2025/26	2026/27	Lead Officer(s)	Partners	Resource Implication
15. Develop a volunteer plan and a clear approach to working with Friends groups tied to its aspirations for Green Flag Award across its priority parks.	✓	✓				Parks and Events Manager	Parks Development Officer	Staff time
16. Carry out a feasibility study to establish a roadmap for the self-management of allotment sites across the district.	✓	✓				Parks Development Officer	-	Staff time
17. Start a pilot project to explore the process of transfer to self-management and share this learning across the district.		✓				Parks Development Officer	-	Staff time
18. Develop a consistent approach to signage across all priority parks.		✓				Operations Team Leader	Parks Development Officer	Staff time
19. Develop engaging interpretation on those sites of significant biodiversity or heritage interest.			✓	✓	✓	Parks Development Officer	Operations Team Leader	Revenue
20. Pilot an approach to establish a new model for event delivery that allows	✓	✓				Events Team	Parks Development Officer	Staff Time / Existing Revenue Budgets

Recommendation	2022/23	2023/24	2024/25	2025/26	2026/27	Lead Officer(s)	Partners	Resource Implication
local organisations to deliver programmes of events and activities.								
21. Develop programmes of support to increase skills and capacity amongst local organisations and to ensure the successful delivery of new programmes of events and activities.		✓	✓	✓	✓	Events Team	Parks Development Officer	Staff time
22. Evaluate the success of the pilot projects and implement any required changes to the new delivery model		✓				Events Team	Parks Development Officer	Staff time
23. Engage more regularly with potential partners at a county wide level.	✓	✓	✓	✓	✓	Parks and Events Manager	Parks Development Officer	Staff time
24. Develop a partnership with the National Trust to deliver the 8 Hills project.	✓	✓				Parks and Events Manager	Parks Development Officer	Staff time
25. Develop service wide Key Performance Indicators	✓					Parks and Events Manager	-	Staff time

Recommendation	2022/23	2023/24	2024/25	2025/26	2026/27	Lead Officer(s)	Partners	Resource Implication
26. Develop a rolling programme of applications to the Green Flag Award	✓	✓	✓	✓		Operations Team Leader	Parks Development Officer	Revenue

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Bromsgrove District Council

Built Facility Assessment and Strategy

A report by Strategic Leisure Limited

October 2022



Bromsgrove District Council

Built Facility Assessment and Strategy

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- 1 National Context and local Strategic Context
- 2 (2a-2d) Existing Built Facilities - Quality Audits
- 3 NGB Summary Consultation
- 4 Strategy Consultees
- 5 School Consultation Analysis
- 6 Sports Clubs Consultation Analysis
- 6 Parish Council Consultation Analysis
- 8 Sport England Facility Planning Model (FPM) Analysis Swimming Pools and sports halls, and overall summary
- 9 Bromsgrove All Indoor Facilities
- 10 Assessment of Health and Fitness Supply and Demand 2022

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Glossary of Terms

Terms	Explanation
Assessing Needs and Opportunities Guidance (ANOG)	The Sport England guidance on preparing and developing needs assessments for built sports facilities, which provides the evidence to support a Local Plan.
Community Use	A facility has community use if it is open for use by sports clubs/community groups and pay and play use (use by individuals in the community).
Community Use Agreement (CUA)	A CUA is a formal agreement between a site owner (eg an education facility) and a Local Authority (and sometimes also Sport England) for community use of a sports facility on an education site out of school hours.
Affordable Fitness Facilities	These are fitness facilities which may be in the public, private or voluntary sectors, which offer similar prices as those operated by Bromsgrove District Council; these facilities are therefore considered to be both affordable and accessible, and providing for at least some of the community, in a way that membership only facilities may not.
Facility Planning Model (FPM)	The FPM is a facility modelling toolkit, developed by Sport England to inform the current and future need for provision of sports halls, swimming pools and all-weather pitches.
Bromsgrove or Bromsgrove District	Reference to Bromsgrove, or Bromsgrove District, means the entirety of the geographic area for which Bromsgrove District Council is responsible.
Bromsgrove Town	Reference to Bromsgrove town means the settlement within the wider District area.
National Planning Policy Framework (NPPF)	The NPPF sets out the Government's planning policies and how they are expected to be applied. It covers both plan -making and development management.
Pay and Play	Sports facilities which are available for use by the general public; facilities can be booked by individuals or groups, without membership necessarily being required.
School Lettings	A school open for lettings provides community access but these tend to just be for clubs/groups i.e., pre-organised groups as opposed to individual pay and play use.
Sports Facility Calculator (SFC)	The SFC is a facility modelling toolkit, developed by Sport England to calculate the future need for provision of sports halls, swimming pools and indoor bowls, based on a specified population increase in an identified location.
Strategic Size	Strategic size refers to either a sports hall of minimum 3 badminton courts, or a pool of a minimum 160 sq. m. These are definitions used by Sport England in the FPM.

1. Executive Summary

1.1. Bromsgrove District Council's Vision for future provision of leisure and culture in Bromsgrove is:

Healthy bodies and minds through active and creative communities enjoying our great open spaces and historic built environment.

1.2. Sustainable, high quality, and critically, accessible facility provision has a crucial role to play in delivering these opportunities; Bromsgrove District Council needs to plan for the investment requirements of its existing facilities, and work in partnership with other providers and stakeholders to address the other priorities identified through this Strategy.

Aims

The aim of providing sufficient high quality, fit for purpose and accessible provision, places and spaces is to:

- Increase the proportion of the population that is physically active; the level of activity undertaken will support efforts to further reduce health inequalities;
- Develop additional facility provision (for example providing more community use hours) where need is evidenced e.g., as a result of population growth;
- Design in flexibility; any future facility provision may need to be more multi-purpose in nature, reflecting changing participation trends and opportunities;
- Encourage new participants to start taking part in physical activity;
- Enable opportunities for participation to be provided in a wider range of places and spaces, and particularly at a very local level, using e.g., community centres/halls;
- Facilitate the continued development of healthier lifestyles across Bromsgrove's communities;
- Contribute to a reduction in health inequalities, and specifically obesity, reduced inactivity, across Bromsgrove; and
- Create active environments where the opportunity to be more physically active is an integral part of everyday life.

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- 1.4. As the Built Facility Strategy is part of the evidence base for the Local Plan it is important to stress that as part of delivering the above aims Bromsgrove District Council should aim for its facilities to be able to meet future demand taking into account population/housing growth.
- 1.5. The following key issues, impacts and implications were identified in this study:

Table 1: Key Issues, Impacts and Implications by Facility Type

Facility Type	Key Issues	Impact/Implications
Sports Halls	Reliance on schools to provide facilities	Lack of control from Bromsgrove District Council in supply of sports hall facilities as this sits primarily in the education sector Potential to negotiate Community Use Agreements with schools to enhance the pay and play/community use offer
	Over-use of certain sites, eg Ryland Centre	Usage levels are uncomfortably high at peak times (SE recommends 80% occupancy) which can lead to reduced customer satisfaction and can accelerate the need for refurbishment/investment
	Age of the current facility stock	Average age of the facilities in Bromsgrove is 28 years old, (skewed slightly by facilities at Ryland and Waseley). The average age of a public sports hall nationally is 35 to 40 years; therefore, investment will need to be provided to maintain and improve the quality of the facilities.
	Need for joint planning with neighbouring authorities	There is a need to plan with neighbouring authorities, particularly in South Birmingham and Redditch as there is significant movement of Bromsgrove residents over these boundaries to use facilities in these areas and vice versa. Joint planning will provide best value for all authorities for any future investment.
	No additional sports hall provision is required to be built for community use	Any planning obligation monies could be directed towards refurbishment of existing facilities.
	Potential change of management and/or operating model for the Ryland Centre	The Ryland Centre is owned by Worcestershire County Council and is managed on a lease by Sandwell Leisure Trust (SLT). It is probable that in September 2022, SLT will request that Worcestershire County Council takes back this lease as it is potentially uneconomical for SLT to operate the Ryland Centre as a stand alone centre after the SLT Trust arrangements have terminated with Sandwell MB Council.

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Facility Type	Key Issues	Impact/Implications
		Worcestershire County Council is liaising with Bromsgrove District Council and Bromsgrove School has expressed an interest in managing the Ryland Centre as the school currently has extensive use of the athletics track and field.
Swimming Pools	No additional swimming pool provision is required in 2022 or by 2040.	Any planning obligation monies could be directed towards refurbishment of existing facilities.
	Over-utilisation of Bromsgrove Sports and leisure Centre pools	Usage levels are uncomfortably high at peak times (SE recommends 70% occupancy) which can lead to reduced customer satisfaction and can accelerate the need for refurbishment/investment
	Under-utilisation of Bromsgrove School for community use	Change of management approach at Bromsgrove School to facilitate pay and play Opportunity to invest in facilities in return for community use/engagement
	Lack of supply of pools in Redditch, meaning residents are travelling from Redditch to use Bromsgrove facilities	Redditch BC may consider providing more water space which could alleviate some of the current pressure in Bromsgrove
	Considerable demand from Bromsgrove residents for swimming is being met from pools in South Birmingham	Joint strategic planning of facilities required with RBC and Birmingham City Council.
Health and Fitness	There are 15 fitness suites with an overall supply of 930 stations (excluding 2 private use = 765 stations). There are 4 fitness suites with over 100 stations	There is a lot of competition within the private sector and therefore residents in Bromsgrove are likely to benefit from reduced price, competitive prices and a high quality product.
	All the commercial facilities have up to date fitness stations, are well designed and planned and have good changing facilities.	Most fitness facilities are in Bromsgrove town centre area with some located around the edges of the district. The facilities are all within a 20-minute drive time catchment of a community accessible fitness suite
	Of the 15 fitness centres there are 9 fitness centres providing 30 or more fitness stations, after removing fitness suites less than 20 stations and those without public access, there are 750 publicly accessible fitness stations. There is a calculated demand of 376 stations which gives a current over supply of 374 fitness stations.	Although there is an oversupply of fitness stations in Bromsgrove, it is important to retain community access and affordable fitness stations.

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Facility Type	Key Issues	Impact/Implications
Squash Courts	<p>There are 10 squash courts in total, 4 of these are glass backed, 4 public pay and play accessible squash courts at Bromsgrove School (2) and Haybridge High School (2), 4 courts are run commercially, and there are 2 courts at Barnt Green Sports Club.</p>	<p>Squash courts are more specialist facilities and therefore there are generally fewer of them. All the courts in Bromsgrove are within a 20-minute drive time.</p> <p>NGB guidance is 1 court per 10,000 people and therefore the supply in Bromsgrove currently meets this. By 2040, this would increase to the need for 1 additional court.</p> <p>Nationally squash is usually provided through clubs rather than local authority facilities.</p>
Indoor Bowls	<p>There is a very successful bowls club, Bromsgrove and District Bowls Club, with 6 rinks. 1 of these rinks is provided for pay and play bowling. There are 428 members (March 2022).</p> <p>Demand is calculated as one rink per 14,000-17,000 of total population. A 6-7 rink bowling area, therefore, is required for a population of 101,447.</p> <p>The number of rinks required can be related to the estimated number of members: assume 80-100 members per rink. With the potential for the older population in Bromsgrove to increase and the current supply of bowling of 6 rinks, these should be maintained. Analysis of future demand using ONS census prediction of a population of 115,105 by 2040, this suggests an additional 1-2 rinks could be considered (7-8 rinks).</p>	<p>Given the increase in elderly population, provision of indoor bowling is a key activity for this age group. The club may require support in the future to maintain the successful management of the facility and success in obtaining external funding.</p> <p>An additional 2 rinks will be required to meet demand by 2040.</p>
Indoor Tennis	<p>There is currently one indoor tennis court site which hosts 3 indoor courts in Bromsgrove at the David Lloyd Club.</p>	<p>Based on the Lawn Tennis Association (LTA) figure of 12,500 population for 1 indoor court there is a need for 8 indoor courts, and therefore there is a current shortfall of 5 courts, and 6 courts by 2040. Any indoor tennis court provision should be led by the LTA and Tennis Clubs.</p>
Gymnastics	<p>There are 2 British Gymnastics affiliated clubs in Bromsgrove – Bromsgrove Gymnastics Club and Starbound Gymnastics Academy (dedicated facility).</p> <p>Bromsgrove Gymnastics Club has 230 members (March 2022) and Starbound has 111 members (March 2022)</p>	<p>These gymnastics clubs may require support to obtain external funding and grow and develop their sport.</p>

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1.6. Based on the key issues and supply and demand analysis, there is clearly a need for:

- Retaining existing levels of community accessible (including pay and play) sports halls, swimming pools, squash courts, indoor bowls, and fitness stations
- Investment in infrastructure of sports halls to maintain and improve the quality of the facilities although no additional sports hall provision is required to be built for community use either in 2022 or by 2040
- No additional swimming pool provision is required in 2022 or by 2040 but there will be a need to replace/refurbish Bromsgrove Sports and Leisure Centre swimming pools in the future
- Joint strategic planning of facilities required particularly with RBC and Birmingham City Council
- Negotiation to introduce Community Use Agreements to enhance the community offer; and
- Consideration of enhancing current facilities through planning obligation monies

Retaining and improving the quality of provision is important in Bromsgrove to ensure that participation levels are retained and wherever possible increased. Active Lives (May 2020 - 2021) highlights that 22.8% of the Bromsgrove community is inactive; if these people were to become more active then this would contribute to improved health and wellbeing.

1.8. The provision of good quality, local community facilities, accessible and affordable to meet identified need, is key to facilitating participation growth, and contributing to a reduction in any health inequalities in the district. This reflects Bromsgrove District Council's purposes within 'the Plan', which encourages and supports residents to improve health and wellbeing, 'living independent, active, and healthy lives', and supports the priorities of the Worcestershire Joint Health and Wellbeing Strategy, and the Health and Wellbeing Boards. Sports and leisure facilities and physical activity facilitate sustained behaviour change to reduce obesity, improve health, contribute to addressing mental health issues and increase participation.

1.9. Based on the quality audits and assessments, and the supply and demand analysis, the priorities for future investment in facility provision are:

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Table 2: Summary of Facility Priorities

Facility Type	Priority for Future Provision	Location
Sports Halls	<ul style="list-style-type: none"> Increased community use/opening hours – Everyone Active managing the facility Refurbishment/replacement of current facilities – potentially through planning obligations Introduction of formal Community Use Agreements in schools to improve access, especially during peak times Joint strategic planning of sports hall facilities with Birmingham City Council, Dudley MBC, and Redditch 	North Bromsgrove High School Bromsgrove district Bromsgrove district
	<ul style="list-style-type: none"> Facilitate a change of management approach at Bromsgrove School to introduce pay and play Opportunity to invest in facilities in return for community use/engagement 	Bromsgrove School Bromsgrove district
Swimming Pools	<ul style="list-style-type: none"> Joint strategic planning of swimming facilities required with RBC and Birmingham City Council. Refurbishment/replacement of Bromsgrove Sports and Leisure Centre in future years to maintain quality of provision – potentially through planning obligations 	Bromsgrove district Bromsgrove Sports and Leisure Centre
	<ul style="list-style-type: none"> Although there is an oversupply of fitness stations in Bromsgrove, it is important to retain community access and affordable fitness stations. 	Bromsgrove district
Indoor Bowls	<ul style="list-style-type: none"> Bromsgrove and District Bowls Club may require support in the future to maintain the successful management of the facility and success in obtaining external funding. An additional 2 rinks will be required by 2040 	Bromsgrove and District Bowls Club
Gymnastics	<ul style="list-style-type: none"> Bromsgrove Gymnastics Club and Starbound Academy gymnastics clubs may require support to obtain external funding and grow and develop their sport. 	Bromsgrove district
Squash	<ul style="list-style-type: none"> Support squash clubs and provision in the district to maintain supply of courts An additional court will be required by 2040 	Bromsgrove district
Indoor Tennis	<ul style="list-style-type: none"> Based on the Lawn Tennis Association (LTA) figure of 12,500 population for 1 indoor court there is a need for 8 indoor courts, and therefore there is a current shortfall of 5 courts, and 6 courts by 2040. Any indoor tennis court provision should be led by the LTA and Tennis Clubs. 	Bromsgrove district
General Provision	<ul style="list-style-type: none"> Need to retain community centres that can be used for informal sport and physical activity. Overall, and specifically through the housing growth agenda, provision of more active environments, reflecting active travel, cycle infrastructure, safe cycle routes to school, the need to link existing and new communities with walking/cycling/jogging routes – all supporting access and movement 	Bromsgrove district

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- 1.10. Other future facility provision, linked particularly to long term population growth and housing development, could include the development of new and improved walking, jogging and cycling routes/connectivity, to encourage active travel, and provide an environment in which physical activity can be easily integrated into daily life (this is reflected in Table 2 above)

Priority Investment Needs

- 1.11. The average age of sports halls in Bromsgrove is 28 years old, (skewed slightly by facilities at Ryland and Waseley). The average age of a public sports hall nationally is 35 to 40 years; therefore, investment will need to be provided to maintain and improve the quality of the facilities. The quality of current provision is average, mainly due to the age of facilities. Although there is no need for additional sports hall facilities by 2040, the current facility stock which are based mainly on education sites will require substantial investment for refurbishment/replacement. This investment could be through any potential planning obligations money and linked to formal community use agreements. Improving the quality of existing, ageing provision is the priority for future investment.
- 1.12. Bromsgrove Sports and Leisure Centre is key for swimming provision in Bromsgrove and, based on the future population growth, and consequent increased demand, there is a need to consider the refurbishment of this centre in future years (by 2040) to maintain quality of provision – potentially through planning obligations. This is particularly important given the high usage of this facility currently. There is also an opportunity to invest in facilities in return for community use/engagement, for example swimming at Bromsgrove School.
- 1.13. Fitness facilities, squash, gymnastics, and indoor bowls facilities should be maintained at their current level and investment will be required to improve the quality of these facilities as they continue to age. Squash, gymnastics, and bowls are provided through the voluntary sector (clubs) and support may be required to develop future funding applications. Indoor tennis is provided by a commercial operator.
- 1.14. Given the cross boundary usage of facilities it will be important to invest strategically and work with local authority neighbours to ensure economic viability and sustainability of provision.

Bromsgrove District Council

Built Facility Assessment and Strategy

1.15. The identified priorities for future investment in facility provision are:

Table 3: Summary of Facility Investment Priorities

Facility Type	Priority for Future Investment
Sports Halls	<ul style="list-style-type: none"> The current facility stock will require substantial investment up until 2040 to ensure the quality of these facilities are maintained and improved. Any investment could be linked to securing formal community use agreements
Swimming Pools	<ul style="list-style-type: none"> Bromsgrove Sports and Leisure Centre is key for swimming provision in Bromsgrove and there will be a need to make provision for investment in this facility in future years to maintain quality of provision, especially given the very high usage of this facility There is also an opportunity to invest in Bromsgrove School pool in return for community use/engagement
Health and Fitness	<ul style="list-style-type: none"> There is no priority for health and fitness apart from the necessity to refurbish BSLC to modernise these facilities in the future
Gymnastics	<ul style="list-style-type: none"> No significant investment
Indoor Bowls	<ul style="list-style-type: none"> There will be an additional 2 rinks required by 2040. There is an opportunity to support the Bromsgrove and District Indoor Bowling Club if there is potential to expand this facility.
Indoor Tennis	<ul style="list-style-type: none"> There is a current shortfall of 5 courts, and 6 courts by 2040. Any indoor tennis court provision should be led by the LTA and Tennis Clubs, therefore no significant investment required.
Squash	<ul style="list-style-type: none"> An additional court will be required by 2040 and there is an opportunity to support current providers or new provision through partner organisations
General Provision	<ul style="list-style-type: none"> There is potential for investment in local community centres/halls, and other informal places and spaces to enable them to be better used for sports activities. Retain community centres that can be used for informal sport and physical activity. Overall, and specifically through the housing growth agenda, provision of more active environments, reflecting active travel, cycle infrastructure, safe cycle routes to school, the need to link existing and new communities with walking/cycling/jogging routes – all supporting access and movement

Recommendations

Recommendation 1 (R1)

The existing levels of community accessible (including pay and play) sports hall, swimming pool and fitness provision in the district are retained as a minimum, but these need not necessarily be the same facilities as at present. An agreement on the future management of the Ryland Centre to protect this as a community facility is recommended as an imperative.

(PROTECT)

Recommendation 2 (R2)

There is a need for Bromsgrove District Council and partners to plan for the future refurbishment of Bromsgrove Sports and Leisure Centre to ensure that it can continue to respond to local health and wellbeing priorities leading up to 2040.

(PROVIDE)

Recommendation 3 (R3)

Bromsgrove District Council works in partnership with neighbouring local authorities i.e., RBC, Dudley MBC, and Birmingham City Council to develop joint strategic planning of sports hall and swimming facilities.

(PROVIDE AND ENHANCE)

Recommendation 4 (R4)

Bromsgrove District Council and its partners plan for refurbishment of the current facility stock of sports halls, which are primarily on education sites.

(PROVIDE AND PROTECT)

Recommendation 5 (R5)

Bromsgrove District Council seeks to ensure that any new education provision involving new or enhanced sports facilities has a CUA as part of the planning consent to secure pay and play opportunities for clubs and groups, e.g., new sports hall at Waseley Hills.

(PROVIDE AND ENHANCE)

Recommendation 6 (R6)

Consider the opportunity for Bromsgrove District Council to work with partners in education to increase community access to existing education sports facilities where community access is currently provided, and where it is not. Where possible, seek enhanced provision through a CUA, for example Bromsgrove School.

(PROVIDE AND ENHANCE)

Recommendation 7 (R7)

Bromsgrove District Council secures agreement with Everyone Active to manage North Bromsgrove High School as part of a CUA which will increase available hours for pay and play and community bookings.

(PROVIDE AND ENHANCE)

Recommendation 8 (R8)

Explore the potential for integrated operational leisure management across both Redditch and Bromsgrove to identify economies of scale.

(PROVIDE AND PROTECT)

Recommendation 9 (R9)

Where appropriate, Bromsgrove District Council and its partners seek to secure developer contributions from strategic developments that could contribute towards the development/refurbishment of strategic facilities, additional and safe walking, running, and cycling routes, and where possible to open up other informal, multipurpose places and spaces where people can be active.

(PROVIDE AND PROTECT)

Recommendation 10 (R10)

Bromsgrove District Council and all its partners identify the level of capital funding required to address the identified investment needs for sports facilities, and investigate all available sources for capital funding, on a partnership basis. To support this process, it is recommended to involve Herefordshire and Worcestershire Sports Partnership.

(PROVIDE)

Recommendation 11 (R11)

Bromsgrove District Council and its partners prioritise investment in the development of high-quality community sports facilities/spaces, with local partners. Increasing available capacity and therefore opportunities to take part in regular physical activity, in the local community, will contribute to improved health and wellbeing, increased participation and better community cohesion.

(PROVIDE AND ENHANCE)

Recommendation 12 (R12)

There should be on-going monitoring of this Strategy through its implementation, but as a minimum, progress should be reviewed and refreshed every five years. On-going monitoring should include partnership working with neighbouring local authorities to keep aware of facility changes and developments.

(PROTECT)

2. Stage A - Introduction and Scope

Introduction

- 2.1 This Built Facilities Study (BFS) provides an assessment of the need for built Sports Facilities in Bromsgrove District. The BFS will inform the Cultural Strategy for Bromsgrove and Redditch Councils and will guide future provision of indoor sports facilities to serve existing and new communities in Bromsgrove.
- 2.2 This BFS Studies for each Council are also part of several other related pieces of work developed for Bromsgrove and Redditch Councils, including a Playing Pitch Strategy, Cultural Strategy, and Open Spaces strategy.
- 2.3 It is important to stress that this BFS study focusses on facility provision in the context of health and wellbeing; Bromsgrove District Council will develop a physical activity statement as part of its ongoing work and within the Cultural Strategy which will set out the priorities to which the facility network will contribute moving forward. These priorities will reflect locally identified needs.
- 2.4 Bromsgrove District is situated in north Worcestershire and covers approximately 21,714 hectares. Although the Town is located only 22km (14 miles) from the centre of Birmingham, the District is predominately rural with approximately 90% of the land designated as Green Belt.
- 2.5 The area is well served by motorways, with the M5 running north/south and the M42 east/west. The M5 and M42 connect with the M6 to the north of Birmingham and the M40 to the east. The district also benefits from train and bus connections into Birmingham City Centre and the wider region.
- 2.6 The main centre of population in Bromsgrove District is Bromsgrove Town with other larger centres being Alvechurch, Barnt Green, Catshill, Hagley, Rubery, and Wythall. A series of smaller rural villages and hamlets are spread throughout the district. Development pressures are high due to the district's proximity to the Birmingham conurbation and the motorway and railway connections.
- 2.7 The ONS estimated population for 2019 was 99,881 and projections for 2021 101,477 and 2040 rising to 115,103.
- 2.8 The health of people in Bromsgrove is varied compared with the England average. Bromsgrove is one of the 20% least deprived districts/unitary authorities in England, however about 10.2% (1,605) children's live-in low-income families. Life expectancy for men is higher than the England average. Life expectancy is 8.9 years lower for men and 8.4 years lower for women in the most deprived areas of Bromsgrove than in the least deprived areas.
- 2.9 In Year 6, 15.3% (151) of children are classified as obese, better than the average for England. The rate for alcohol-specific hospital admissions among those under 18 is 25*. This represents 5 admissions per year. Levels of breastfeeding are worse than the England average. Levels of GCSE attainment (average attainment 8 score) are better than the England average.

Purpose and Objectives in Developing a Sports Facilities study

- 2.10 The development of a Built Facility Strategy (BFS) and needs assessment provides a robust evidence base to support and inform the local planning policy. This study has been undertaken in accordance with the requirements of the National Planning Policy Framework (NPPF), Planning Policy Guidance (PPG) and Sport England’s Assessing Needs and Opportunities Guidance (ANOG) throughout; it provides an updated evidence base for the Local Plan and underpins future priorities for provision.
- 2.11 Having current strategies and strong supporting evidence (the Council’s Local Plan period is from 2011-2030), will secure the continued provision of the appropriate level of valuable community assets, to meet increasing population levels.
- 2.12 The strategies will enable the Council to plan in the longer term, by ensuring the future provision of sustainable sport and leisure facilities across the area.

2.13 The purpose of this Built Facilities Study (BFS) Study is to:

Review	Review the current supply and demand for indoor sports and recreation facilities in Bromsgrove.
Demand	Model the demand to assess the current and projected over/under supply of facilities using a recognised modelling technique that satisfies the requirements of Sport England e.g. Facilities Planning Model (FPM).
Provide	Provide conclusions and recommendations on policy and proposal development.

- 2.14 The BFS Study covers the geographical area that Bromsgrove District Council has planning jurisdiction over but references areas outside Bromsgrove boundaries as appropriate. It also reflects the diversity of sport and recreational needs across Bromsgrove and provides a robust evidence base for the Local Plan to 2030.
- 2.15 Bromsgrove District Council’s Corporate Plan 2019-2023 sets out Bromsgrove District Council’s key issues and challenges, its vision, mission, values, ambitions, and priorities as well as detailing how Bromsgrove District Council is addressing these challenges to ensure the district is a progressive and vibrant place to live, work and visit and to maintain a strong financial position.

Bromsgrove District Council

Built Facility Assessment and Strategy

Our vision is to 'enrich the lives and aspirations of all our residents, businesses, and visitors through the provision of high-quality services, ensuring that all in need receive appropriate help and support'.

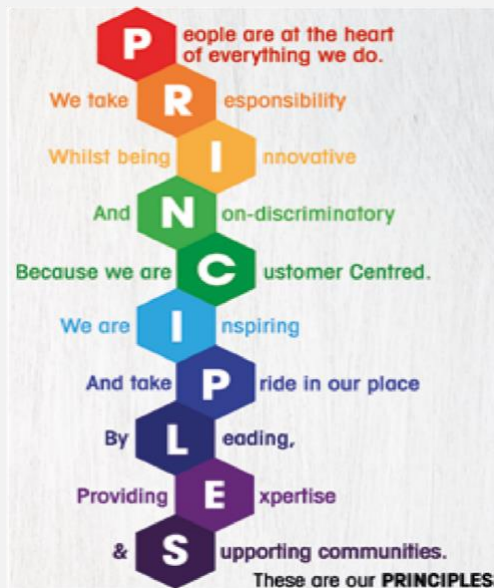
Purposes

- Run and grow a successful business
- Work and financial independence
- Living independent, active and healthy lives
- Affordable and sustainable homes
- Communities which are safe, well-maintained and green

Priorities

- Economic development and regeneration
- Skills for the future Improving health and well being
- A balanced housing markets
- Reducing crime and disorder
- Financial stability
- High quality services
- Sustainability

Working to these purposes will help us to understand the needs of the district and how, together with our partners, we can improve the lives of our residents and the prospects for Bromsgrove District as a whole.



Our Principles

People are the reason our organisation exists and so are at the centre of everything we do. *People* refers to our residents, staff, council members and partners, all of whom have importance in shaping the direction and values of our organisation.

Bromsgrove District Council

Built Facility Assessment and Strategy

2.16 The Corporate Plan 2019-2023 identifies the council's priorities:

Our Vision

2.17 **Our vision is to** 'enrich the lives and aspirations of all our residents, businesses, and visitors through the provision of high-quality services, ensuring that all in need receive appropriate help and support'.

Our Purpose

2.18 **Our vision is to:**

- 'Run & grow a successful business;
- Work & financial independence;
- Living independent, active & healthy lives;
- Affordable & sustainable homes; and
- Communities which are safe, well-maintained & green'.

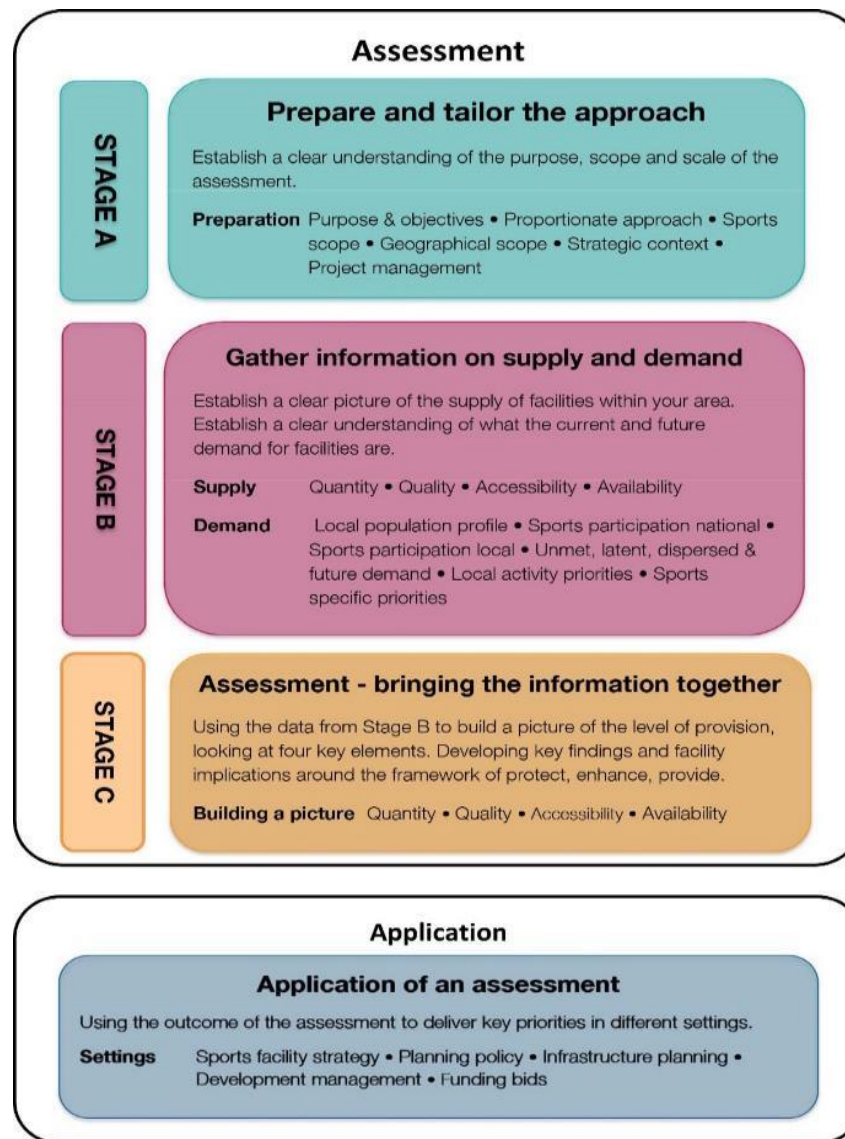
2.19 The Corporate Plan priorities are implemented through a wide range of Council activities across the Council's service areas and the BFS will reflect this approach. In addition, the BFS will support the Worcestershire Joint Health and Wellbeing Strategy vision 'Worcestershire residents are healthier, live longer and have a better quality of life especially those communities and groups with the poorest health outcomes.'

2.20 It will also contribute to the Active Herefordshire and Worcestershire vision 'to create a healthier and more active two counties.'

Study Structure

- 2.21 The BFS Study has been developed using the Sport England Assessing Needs and Opportunities guidance (ANOG), published in 2014.
- 2.22 The Evidence Base (essentially Stages A-C) – is based on the ANOG approach, as set out in Figure 1.2.
- 2.23 The **subsequent** Strategy (Sections 5 and 6) sets out the proposed response to the issues identified in the Evidence Base (Sections 1-4).

Figure 1: ANOG Stages



Sports and Geographical Scope

2.24 The scope of the work includes:

- Building on existing material to comprehensively audit all pre-defined sports facilities/facility networks across Bromsgrove District;
- Assessing the impact of forecast population growth on the future planning for sports facility provision within Bromsgrove District;
- Assessing the impact that sports facility provision in neighbouring Local Authorities has on future provision and planning for sports facility provision within Bromsgrove District; and
- Assess the requirements to demonstrate the impact of investing in existing and new facility stock across Bromsgrove District in terms of economic, social and health outcomes.

2.25 The scope of this BFS Study includes analysis of the following facility types across Bromsgrove, in line with the geographical area covered by the Local Plan. Facilities owned by the public (including education), private and third sectors are included.

2.26 The project scope includes the following type of facilities:

- Swimming pools – indoor and outdoor;
- Sports Halls and appropriate school and local community facilities; and
- Health and Fitness Facilities.

Bromsgrove District Council

Built Facility Assessment and Strategy

2.27 The key sports to be covered by the facilities include but not limited to:



2.28 The Strategy will assess and identify the provision of all strategic scale indoor recreation facilities i.e., 3 court sports halls, 20m pools or larger and will focus on key providers such as:

- Local Authority
- Education (School and Higher Education Based)
- Voluntary and Private Sectors.

2.29 Outdoor sports facilities and pitches are covered in the 2022 Playing Pitch Strategy (PPS). This Built Facilities Study comprises:

- A Strategy and Action Plan, which sets out the full range of findings supported by the evidence, which is fully NPPF compliant;
- Technical evidence which sets out the results of the assessment for all built sports facilities;
- Location plans of all sites using a GIS mapping system;
- Identification of proposals for generic District wide issues, sport specific issues and area specific issues;
- A list of priority projects for improvements needed to build sport and leisure facilities over the Local Plan period, with information on indicative costs, phasing and proposed delivery mechanisms, where possible; and
- Recommendations for policy, local standards, and guidelines.

Bromsgrove District Council

Built Facility Assessment and Strategy

2.30 In addition to purpose-built facilities, consideration is given to the role of education facilities in meeting local need.

Proportionate Approach

2.31 The brief developed by Bromsgrove District Council identifies the key objectives of the strategy as being to:

Provide	Provide a viable and deliverable model of sports facility stock (type/mix) that meets existing and anticipated future demand;
Understanding	Provide a clear understanding of the overall surpluses and deficiencies across the District and any specific geographical and/or individual facility needs;
Establish	Establish the principles to help inform where future resources should be focused and help inform the policy direction of the emerging Local Plan; and
Produce	Produce a sports and physical activity strategy for Bromsgrove which is compliant with Sport England guidance.

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In addition, the Strategy will:

1. Identify objectives and actions for addressing and delivering the issues and needs identified above;
2. Provide recommendations to help ensure that existing and future sports needs are met across the district. It should identify opportunities for improving existing facilities in terms of their quality, quantity, physical and social accessibility, and current maintenance and management and recommend how shortfalls and future needs should be addressed and where new facilities should be located;
3. Provide recommendations for a suitable mechanism for securing developer contributions towards the delivery of sports and physical activity across Bromsgrove (can be based on locally derived quantity, quality and accessibility standards or other appropriate mechanism). The recommendations should be suitably robust and based on appropriate available evidence; and
4. Give guidance on the cost of recommended actions/proposals and an implementation plan for securing investment and delivering projects, including but not limited to the developer contribution system.

3. Strategic Policy and Context

Introduction

National Level

- 3.1 There are a number of key National and Local strategies and policies which inform and influence the development of these strategies. The majority of the National documents are summarised in Appendix 1, Sport and Physical Activity National Context, but the main ones are highlighted below. These National policies inform the approach to current and future provision of sports facilities, linked to health improvement, increased participation, and the appropriate levels of provision of facilities to meet Local needs. From a planning perspective, the National agenda makes the link between National planning policy, a Local Plan and population growth at Local level, and the need to plan for increased demands for infrastructure and provision, linked to Sport England's priorities of Protect, Enhance and Provide.

National Planning Policy Framework (NPPF)

The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England. A revised version was published in July 2021 (replacing the previous February 2019 version). The NPPF provides the framework that must be considered in the preparation of local plans and is a material consideration in determining planning decisions. The NPPF highlights the purpose of the planning system in terms of contributing to the achievement of "sustainable development", and defines the three dimensions of this – economic, social, and environmental – which are interdependent and need to be pursued in mutually supportive ways.

- 3.3 The Revised NPPF retains the broad policy approach of the previous version, albeit with a stronger emphasis upon housing delivery. The policy wording for sport and recreation is largely unchanged. Paragraph 98 of the NPPF states that planning policies should be based on robust and up-to-date assessments of the need for open space, sport and recreation facilities and opportunities for new provision. Paragraph 99 of the NPPF specifies that:

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

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

- 3.4 The revised NPPF has increased emphasis in relation to health and wellbeing. For example, the increased importance of planning policies and decisions to aim to achieve healthy, inclusive, and safe places (para. 93 – in particular 93c) and NPPF para. 93a – planning positively for provision and use of community facilities (including sports venues) and 93b – consider local strategies to improve health, social and cultural wellbeing for all sections of the community.
- 3.5 Sport England is a statutory consultee on all planning applications affecting playing fields used in the last 5 years, and a consultee on other applications: it looks to improve the quality, access, and management of sports facilities as well as investing in new facilities to meet unsatisfied demand. Sport England requires local authorities to have an up-to date assessment of sports facility needs and an associated strategy including a recommendation that the evidence base is regularly reviewed to keep it up to date and renewed at least every five years.
- 3.6 The key drivers for the production of the strategy as advocated by Sport England are to protect, enhance and provide sports facilities, as follows:
1. **Protect**
 - To provide evidence to inform policy and specifically to support site allocations and development management policies which will protect sports facilities and their use by the community, irrespective of ownership;
 2. **Provide**
 - To ensure that sports facilities are effectively managed and maintained and that the best uses are made of existing resources – whether facilities, expertise and/or personnel to improve and enhance the existing provision – particularly in the light of pressure on local authority budgets; and
 3. **Enhance**
 - To provide evidence to help secure external funding for new facilities and enhancements (if on the infrastructure list) and Section 106 agreements. Sport England and the local authority can then use the strategies developed and the guidance provided in making key planning decisions regarding facility developments in the area.

Sport England Definitions

1. **Protect:**
 - Existing provision should be protected unless an assessment has demonstrated there is an excess of the provision and the specific buildings or land are surplus to requirements, or equivalent or better provision will be provided as replacement;
2. **Enhance:**
 - The use of existing **provision** should be optimised, for example through quality, access and management improvements supported by appropriate ancillary facilities; and

3. Provide:

- Appropriate new **provision** that meets needs and encourages people to play sport and be active should be provided by adapting existing places and through new development.

A Strategy for Sport – Department for Culture, Media and Sport

3.9 The Department for Culture, Media and Sport, following a consultation paper in 2015, launched the strategy 'Sporting Future: A new Strategy for an Active Nation' in 2016. The development of the strategy reflects a need to re-invigorate the nation's appetite for participation in sport following what appears to be a significant reduction in participation (highest profile being swimming), following the immediate upsurge after the 2012 London Olympics.

3.10 The sport strategy is targeting five outcomes against which each sports organisation, public or private sector, will be measured:

- Physical wellbeing;
- Social and community development;
- Economic development;
- Mental wellbeing; and Individual development.

3.11 Government funding will go toward organisations which can best demonstrate that they will deliver some or all of the five outcomes.

3.12 The delivery of the outcomes will be through three broad outputs:

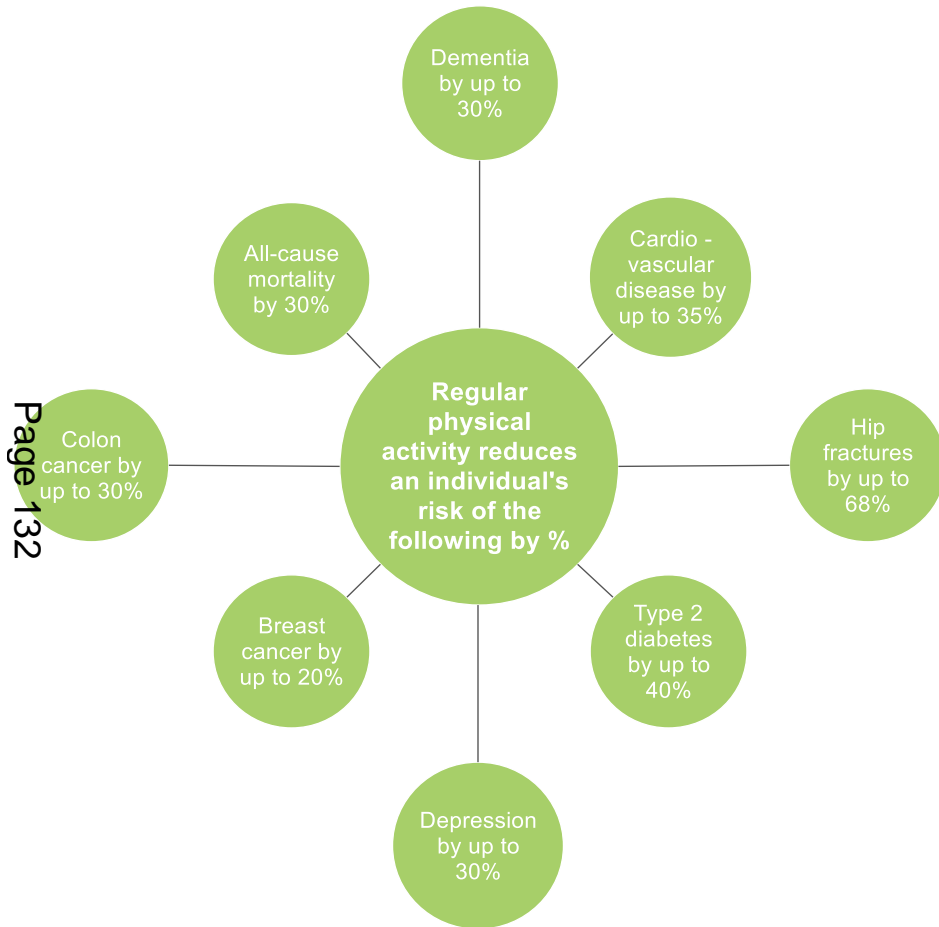
- More people from every background regularly and meaningfully taking part in sport and physical activity, volunteering and experiencing live sport;
- A more productive, sustainable and responsible sports sector; and
- Maximising international and domestic sporting success and the impact of major sporting events.

Health Strategies

3.13 In July 2011 (updated January 2020) the four UK Chief Medical Officers (CMOs) published physical activity guidelines in a joint CMO report 'StartActive, Stay Active' ([UK Chief Medical Officers' Physical Activity Guidelines \(publishing.service.gov.uk\)](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/431222/UK_Chief_Medical_Officers_Physical_Activity_Guidelines_publishing.service.gov.uk)) covering early years, children and young people, adults and older adults. These guidelines emphasise that physical activity does not refer in its entirety just to sport; it is wholly inclusive of all forms of activity for example play, gardening, and walking. Early experiences often shape feelings, which can discourage activity, resulting in little or no interest to participate at any stage in life.

- 3.14 This presents a huge challenge to educate and promote the benefits of leading an active lifestyle which can improve our mental and physical wellbeing, confidence, interpersonal skills, and sense of achievement. In Bromsgrove it is important that we promote and educate individuals and communities about this message, creating awareness of these benefits.
- 3.15 **Public Health England's Everybody Active Every Day (EAED 2014) (and the review of the implementation of this strategy, March 2018 and August 2021)** [Everybody active, every day: framework for physical activity - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/441214/everybody_active_every_day_framework_for_physical_activity.pdf) sets out the context in which long term health conditions associated with inactivity such as diabetes and cardiovascular disease contribute not only to NHS costs, but cause a greater dependency on homes, residential and nursing care. The framework centres around 3 agendas:
- Making physical activity the social norm;
 - Making environments accessible for all; and
 - Making physical activity inclusive for everyone.
- 3.16 It recommends action in 4 areas:
1. **Creating a social movement towards an active society**, this message is that being active should not be a choice, needs to be a linking thread that unites the public sector with the voice of charities, local residents, and community leaders. It is a message that should be woven into the policies, commissioning and planning decisions made every day across the country.
 2. **Activating a network of moving professionals**, this is about encouraging and supporting the hundreds of thousands of professionals and volunteers who work directly with the public every day to do what's best to make physical activity the social norm.
 3. **Creating the right spaces in active environments**, shaping the built and natural environment so that being active becomes the preferred choice.
 4. **Scaling up working interventions that make us active**, understanding what works using evidence based approaches and such interventions to achieve large impact.

Benefits of regular physical activity ¹



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3.17 The 2018 and 2021 review of the Public Health Strategy recognised these specific challenges:

1. Tacking inequalities
2. Creating an active society
3. Creating active environment

¹ Public Health England's Everybody Active Every Day (EAED 2014)

Sport England Strategy – ‘Uniting the Movement’

- 3.18 Sport England’s vision is that everyone in England feels able to take part in sport or physical activity, regardless of age, background, or ability; key priorities of the 2021 Sport England Strategy are:
1. Recover and reinvent;
 2. An active and healthier life;
 3. Fairer access to physical activity;
 4. Strengthen communities; and
 5. Active environments.

A Decade of Decline: The Future of Swimming Pools in England Report 2021 – Swim England

- 3.19 This report highlights the value of swimming in supporting physical and mental wellbeing, individual, social and community development and volunteering. However, for everyone to enjoy the benefits of swimming, it is vital that there are sufficient number and type of facilities in the right locations. There was a huge growth in pools being built from the 1960’s onwards. As the average lifespan of a pool is 38 years, many of these pools are now reaching the end of their life or have closed, and it is clear that the number of pools in England is in decline. This, coupled with an increasing population means that there is an urgent need to invest in new facilities or refurbish existing.
- 3.20 Based on current pool build trends, the report estimates that the number of available pools could decrease by more than 40% by the end of the decade; this equates to 2,000 pools. This would mean that 3.86 million people would be unable to participate in the swim activities they enjoy.
- 3.21 The Covid pandemic has exacerbated this issue. Since the Covid pandemic began, 206 pools have closed, either permanently or temporarily, including 68 public pools. Local authorities are one of the biggest investors in leisure facilities in England and they have faced huge budget pressures in recent years, which has only increased as a result of the pandemic.
- 3.22 Currently, the nation’s pools are not evenly distributed with some regions facing a much greater shortage of available pools.

3.23 The report recommends the following solutions:

- £1 billion of Government investment and support into public leisure facilities to develop the next generation of pools. This should include funding to build/refurbish pool and funding to support local authorities to undertake a strategic needs assessment.
- Local authorities that are short of water space as identified through a strategic needs assessment, should include new pool(s) in any Levelling Up Funding application they make.

Securing the Future of Public Sport and Leisure Services September 2021 – APSE, the LGA and CLOA

3.24 The report highlights that Councils have supported their leisure providers throughout the Covid pandemic, whilst providers have had to make full use of their financial reserves. However, because many providers operate on low profit margins or are constituted as trusts or charities, they have been unable to secure Government support beyond the Job Retention Scheme (JRS) and the National Leisure Recovery Fund (NLRF), resulting in a projected revenue loss of £411 million for district councils alone, rising to £600 million when unitary and metropolitan councils are included. These acute challenges have led to a renewed recognition of the vital contribution that public sport and leisure services make to communities, bringing communities together, promoting healthy lifestyles, addressing inequalities, and contributing towards a wealth of social value e.g., reducing crime, improving educational attainment.

3.25 The world is also facing a climate emergency and since leisure facilities produce between 10 – 40 per cent of district and unitary councils' direct carbon emissions it is vital that the leisure estate be upgraded to achieve net zero targets.

3.26 Nearly two thirds of the national leisure estate is ageing and in need of replacement and there is therefore an opportunity to rethink about what our communities will need from our facilities and services in the future and design new, more efficient solutions to help communities be active and stay healthier longer. In addition, the public provision of swimming facilities is essential for ensuring that primary school children, particularly in more deprived areas, can achieve the necessary levels of swimming attainment in the national curriculum.

3.27 The report highlights the opportunity to transform the way leisure services and facilities are designed, provided, and delivered. It talks about better integration with the health system (e.g., Integrated Care Systems (ICS) and public health teams), connecting them to active travel routes and '20-minute communities', and creating community hubs by co-locating with wider wellbeing services such as GP surgeries.

3.28 Key recommendations from the report include:

- The new Office for Health Improvement and Disparities (OHID) should take responsibility for embedding the strategic role of public sport and leisure services within health systems and pathways, coordinating with DCMS, MHCLG and local government within England. All nations should consider how best to coordinate public sport and leisure provision across differing departments of Government.
- A £1 billion capital investment into the leisure estate based on established design plans would help to create hundreds of construction jobs, improve efficiency, reduce climate emissions and boost usage. Longer term, it would create new job opportunities and apprenticeships in areas of the sport and leisure industry typically taken by young people.
- The DfE should work with Government departments and councils to map the provision of swimming facilities, and levels of curriculum attainment, investing to address gaps or future gaps in the system and making targeted support available to enable schools to invest in learn to swim and swim safety where the system is currently failing.
- Councils should consider what social value outcomes they want to achieve through public sport and leisure services and design provision, accordingly, including activities such as outreach work to support those who are most vulnerable. These objectives must also be fully embedded into procurement activity and contract management processes.

A Decade of Change for Public Sector Leisure Report – Ukactive

3.29 This paper sets out a vision for the future of Public Sector Leisure (PSL). It is based on a comprehensive consultation with PSL members and provides a roadmap for progress that will enable the survival, recovery and redevelopment of this part of the sector.

3.30 The report highlights the importance of PSL and its role in delivering community based physical activity, but also emphasises the fragility of its infrastructure and how the Covid pandemic has accentuated this. Due to the severe financial pressures on Local Authorities and its non-statutory status, PSL delivery has become increasingly focused on driving commercial income, often to the detriment of services that put customers, communities, and outcomes at the heart of their approach.

3.31 The consultation highlighted a number of opportunities including, developing a national strategy for PSL, defining PSL role in a whole systems approach to physical activity, reviewing current contract arrangements and approaches, introducing a National Infrastructure Strategy, adopting a more co-ordinated approach to demonstrating social value, collaborating, and developing a long term workforce plan.

3.32 Key areas of focus include:

- **Data and Insight** – the need to have strong evidence to support what the industry does e.g., Moving Communities
- **Standards and Improvement** – setting high unified standards. Sport England and UKactive are developing a set of standards and a new framework for improvement that all parts of the sector can adopt, called The Active Standard.
- **Procurement:** Public Leisure generates £3.3 billion in social value on account of improved health, life satisfaction, educational attainment, and engaging vulnerable groups. The ability of public leisure providers to support health and wellbeing is however, hampered by procurement processes driven by procedure rather than needs. Given the impact on local government finances, there is the danger that the emphasis on commercially driven procurement will increase, to the detriment of targeted community services. Sport England’s Leisure Services Delivery Guidance (LSDG) together with the Strategic Outcomes Planning Guidance (SOPG) will help ensure that social value is at the heart of what public sport and leisure does.
- **Tackling Health Inequalities** – need to take a whole systems approach to support particular groups ensuring the services offered meet their social, physical and emotional needs. Integrate the PLS with national and local health systems.

The reports calls for further financial aid to support PLS as part of a process of long-term transformation. The report outlines a roadmap for transformation.

Future of Public Sector Leisure Report – UKactive

3.34 This report has been developed as the result of insight gathered from leisure providers on the challenges and opportunities in the delivery of public sector leisure.

3.35 The purpose of PSL is identified as:

‘The delivery of social, economic and health outcomes on both a local and national level whilst also providing affordable, accessible leisure services and facilities to local communities.’

3.36 The report highlights the need to transform PSL and the following opportunities were raised:

- Lobby for PSL to be an essential service
- Develop a National Strategy for PSL
- Define PSL role in a Whole Systems approach to physical activity

Bromsgrove District Council

Built Facility Assessment and Strategy

- Review current contracting arrangements and approaches – moving away from a transactional contractual approach to a more formal relational contract.
- Build Back Better – a National Public Leisure Infrastructure strategy supporting investment, rationalisation, and consolidation of leisure stock.
- More co-ordinated approach to demonstrating Social Value
- Enhance the image and profile of the sector
- Long Term workforce Planning
- Together we are stronger – collaboration and removal of silo working.

Local Level - Bromsgrove Strategic Context

Locality Description

3.37 Bromsgrove District is situated in north Worcestershire and covers approximately 21,714 hectares. Although the Town is located only 22km (14 miles) from the centre of Birmingham, the District is predominately rural with approximately 90% of the land designated as Green Belt.

3.38 The area is well served by motorways, with the M5 running north/south and the M42 east/west. The M5 and M42 connect with the M6 to the north of Birmingham and the M40 to the east. The district also benefits from train and bus connections into Birmingham City Centre and the wider region.

3.39 The main centre of population in Bromsgrove District is Bromsgrove Town with other larger centres being Alvechurch, Barnt Green, Catshill, Hagley, Rubery, and Wythall. A series of smaller rural villages and hamlets are spread throughout the district. Development pressures are high due to the district's proximity to the Birmingham conurbation and the motorway and railway connections.

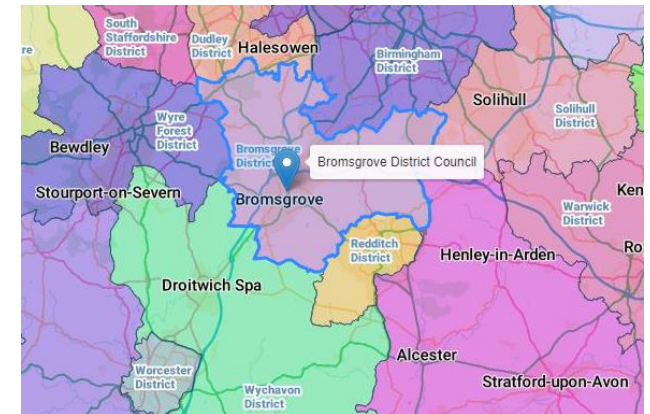


Table 4: Bromsgrove Strategic Policies and Strategies

Policy/ Strategy/ Other	Relevant Factors
Bromsgrove District Council The Plan 2019-2023	<p>Bromsgrove District Council Corporate Plan to 2019-2023: Our vision is to ‘enrich the lives and aspirations of all our residents, businesses and visitors through the provision of high quality services, ensuring that all in need receive appropriate help and support’.</p> <p>Community Priorities, with a green thread throughout:</p> <ul style="list-style-type: none"> • Economic development and regeneration; • Skills for the future;

Policy/ Strategy/ Other	Relevant Factors
	<ul style="list-style-type: none"> • Improving health and wellbeing; • A balanced housing market; • Reducing crime and disorder; • Financial stability; • High quality services; and • Sustainability. <p>Organisational Priorities: Our organisational priorities are:</p> <ul style="list-style-type: none"> • Financial Stability • Sustainability • High Quality Services <p>The addendum to the Council Plan takes the potential shift in priorities brought about by the pandemic into consideration and sits alongside the current Council Plan.</p> <p>Bromsgrove District Council has considered what really matters to local residents and the impacts of the pandemic, and in that context has developed nine priorities underpinned by a set of key milestones. The addendum document sits alongside the Bromsgrove District Council Plan 2019 – 2023. The key priorities are:</p> <ol style="list-style-type: none"> 1. Economic Development and Regeneration 2. Housing Growth 3. Work and Financial Independence 4. Improved Health and Wellbeing 5. Community Safety and Anti-Social Behaviour 6. Green Thread 7. Financial Stability 8. Organisational Sustainability 9. High Quality Services <p>The priority of Improved Health and Wellbeing is key to this Leisure and Culture Strategy. The addendum to the Council Plan 2019-2023 states that Bromsgrove District Council will work with communities to help them identify and develop their strengths. We will look at ways to encourage physical movement into part of people’s normal routines. We will look to catalyse an integrated approach to care.</p> <p>Progress and learning:</p> <ul style="list-style-type: none"> • Covid-19 helped us see the health and wellbeing importance of community, of activity, and of the health and care system.

Policy/ Strategy/ Other	Relevant Factors
	<p>Focal points:</p> <ul style="list-style-type: none"> • Community Development: we will embed an Asset Based Community Development (ABCD) model that builds on the assets that are found in local communities and mobilises individuals, associations, and institutions to come together to realise and develop their strengths. Through grant funding, Community Builders within the voluntary sector will be working with local residents and existing organisations to uncover the key community assets and skills of local residents. They will assess how to build a more cohesive community that will ultimately lead to a less isolated, healthier, and more connected community, particularly as we move towards Covid recovery. • Active travel: we will work with local people and experts to explore how we might establish a local transport infrastructure that encourages physical movement. • Integrated care: we will work with local public service partners to establish an integrated care model, using a blend of professional and community led support to ensure those who most need support are properly cared for. • Leisure Strategy: we will develop a Leisure Strategy for the district. <p>Other relevant information from the CEO</p> <p>Working with other Worcestershire districts, Bromsgrove District Council has a role as a preventative provider in terms of health and wellbeing. Its focus is:</p> <ul style="list-style-type: none"> • Tackling inactivity • Prevention • Commissioning and the Integrated Care Partnership (ICP) <p>Working with the Primary Care Network (PCN) across the wider preventative agenda, Bromsgrove District Council has a key role in co-designing and co-delivering services. Provision of leisure and culture services is central to this role given the contribution they make to health and wellbeing, reduced inequalities and overall quality of life.</p>
<p>Bromsgrove District Plan 2011-2030 (Adopted January 2017)</p>	<p>Vision: The vision for Bromsgrove expressed in the Bromsgrove District Plan needs to support the vision that has been established by the Bromsgrove Partnership. This Partnership brings together different organisations from the public, private, voluntary and community sectors.</p> <p>Instead of each organisation working separately in isolation, the Bromsgrove Partnership provides a forum for local organisations to come together and address issues that are important to those living, working, and visiting Bromsgrove District in a more effective and cohesive way.</p>

Policy/ Strategy/ Other	Relevant Factors
	<p>Bromsgrove Partnership’s vision for the district is: “We will make Bromsgrove District the place to live, do business and to visit.” The vision also needs to be consistent with the vision of the relevant Local Enterprise Partnership (LEP). Embracing the key messages of the LEP visions and incorporating the challenges previously identified, the following vision for the Bromsgrove District Plan has been derived:</p> <p>BDP Vision: By 2030 Bromsgrove District and its communities will have become sustainable, prosperous, safe, healthy, and vibrant. People from all sections of society will have been provided with access to homes, jobs, and services. The attractiveness of the district in terms of its natural environment, built form and settlements will have been preserved and enhanced.</p> <p>Strategic Objectives: A set of spatial objectives have been defined that aim to deliver the spatial vision, as detailed above, for Bromsgrove by 2030. They build upon national policy and address key local challenges. The objectives provide the basis for the preferred spatial strategy for the district, including the core policies which are necessary to secure the delivery of the vision. The proposed strategic objectives, which are not in any specific order of preference, are outlined below:</p> <p>SO1 Regenerate the Town Centre to create a thriving, accessible and vibrant centre providing facilities to meet the needs of Bromsgrove residents.</p> <p>SO2 Focus new development in sustainable locations in the district such as on the edge of Bromsgrove Town in the first instance.</p> <p>SO3 Support the vitality and viability of local centres and villages across the district.</p> <p>SO4 Provide a range of housing types and tenures to meet the needs of the local population for example the special needs of the elderly and the provision of affordable housing.</p> <p>SO5 Provide support and encouragement for economic growth of existing and new businesses for example, in knowledge-based industries and high-tech manufacturing, whilst also supporting farming and rural diversification and investing in lifelong education and learning skills.</p> <p>SO6 Encourage more sustainable modes of travel and a modal shift in transport, for example encouraging walking and cycling and promoting a more integrated, sustainable, and reliable public transport network across the district.</p> <p>SO7 Improve quality of life, sense of well-being, reduce fear of crime, promote community safety, and enable active, healthy lifestyles for example, by providing safe and accessible services and facilities to meet the needs of Bromsgrove’s residents.</p> <p>SO8 Protect and enhance the unique character, quality and appearance of the historic and natural environment, biodiversity, and Green Infrastructure throughout the District.</p> <p>SO9 Safeguard and enhance the district’s natural resources such as soil, water, and air quality; minimise waste and increase recycling including re-use of land, buildings and building materials.</p>

Policy/ Strategy/ Other	Relevant Factors
	<p>SO10 Ensure the District is equipped to mitigate the causes of and adapt to the impacts of climate change, for example, by managing and reducing flood risk, by ensuring water and energy efficiency and by encouraging new developments to be low or zero carbon.</p> <p>SO11 Promote high quality design of new developments and use of sustainable building materials and techniques.</p> <p>SO12 Foster local community pride, cohesion, and involvement in plan making process.</p> <p>BDP5 Bromsgrove Strategic Site Allocations</p> <p>The Council intends to deliver approximately 7,000 homes in the 19 years between 2011 and 2030.</p> <p>BDP5 A) Bromsgrove Town Expansion Sites</p> <p>Bromsgrove Town is the most sustainable location for significant growth within the district due to the wide variety of services, facilities, and employment opportunities available. In addition, there are existing public transport links by both bus and rail, which, with further investment in infrastructure and services will help to provide people with a realistic alternative to the car. With the greatest need and demand for housing in Bromsgrove Town, it is a logical location for growth.</p> <p>Sustainable urban extensions are proposed around the west and north of Bromsgrove Town.</p> <p>There are three development opportunities, that individually and collectively are of such a scale and significance that they are central to the success of the Bromsgrove District Plan. In recognition of this, and to enable progress as quickly as possible, their development is promoted directly through the policies, explanatory text, and illustrative diagrams in the Bromsgrove District Plan.</p> <p>The sites are:</p> <ul style="list-style-type: none"> • Norton Farm, Birmingham Road (BROM1). • Perryfields Road (BROM2). • Whitford Road (BROM3). <p>Whilst these three sites are physically separate and under different land ownerships the Council considers that there could be opportunities for joint working that could deliver benefits for the town.</p> <p>For example, Green Infrastructure and Transport Strategies will extend beyond site boundaries improving linkages into the Town and the wider countryside and therefore it is essential that such matters are addressed in a holistic manner. Whilst the sites are unlikely to come forward together a level of collaborative working should ensure a good mix of uses with the right amount of infrastructure to meet local needs in the district.</p>

Policy/ Strategy/ Other	Relevant Factors
	<p>The three sites provide opportunities for logical extensions to existing urban areas to the west and north of the town. With the M5 and M42 providing defensible long-term boundaries, the impact on the wider Green Belt would be negligible. The combined area of the strategic allocations are approximately 111 hectares of which 12 hectares are on BROM 1, 75 hectares are on BROM 2 and 24 hectares on BROM 3.</p> <p>Due to the scale of BROM 2 there is an opportunity to provide a full mix of uses to maximise sustainability and provide wider community benefit. Uses will include housing; employment; improved walk, cycle, and public transport links; a local centre and retail and community facilities such as play facilities and sports pitches.</p> <p>Sidemoor First School is in the heart of BROM 2. It is therefore logical that the local centre is near the school to create a communal hub to the development where a range of services and facilities can complement each other. This should also include parking provision to cater not only for the local centre but also overflow parking for the school at busy times. To enhance the attractiveness of the proposed local centre some amenity green space should also be provided to create a 'village green' type setting.</p> <p>All allotments in Bromsgrove are full and each has waiting lists for plots. The significant increase in population from this development would further increase the pressure for allotment space in the town. An allotment site should therefore be included within the development. The most appropriate location would be adjacent to the 100% affordable housing scheme.</p> <p>It has been identified that there is a specific requirement for adult football pitches due to increased participation in the Bromsgrove leagues. Provision would also need to include access, parking and changing facilities. It is preferable for these facilities to be concentrated in a single location on BROM 2 adjacent to the King George V playing fields.</p> <p>It is preferable for the three expansion sites to include a small number of large play areas rather than a larger number of small play areas. This will enable a wider range of play equipment to be provided in selected locations that will be easier to maintain. It is, however, important that all residents have access to such a facility within a 10-minute walk.</p> <p>The exact amounts of open space required on each site will depend upon the amount and type of dwellings proposed. Whilst the Council would expect most of the provision to be provided on-site, some off-site commuted sums may be appropriate where a better outcome can be achieved through improvement or expansion of existing facilities such as at Sanders Park.</p> <p>The Perryfields Green Infrastructure Concept Plan identifies the green infrastructure assets and spatial patterns that give rise to opportunities for a connected and multifunctional green infrastructure network in BROM2.</p> <p>The development principles demonstrate how best practice for the development and management of green and blue infrastructure can be applied on the ground and the Council expects the principles be applied to inform the detailed master planning in BROM2.</p> <p>The development of these sites would make a significant contribution towards delivering locally identified housing targets. However, it is critical that to achieve these targets that new housing addresses local need rather than encouraging further in-migration into the district.</p>

Policy/ Strategy/ Other	Relevant Factors
	<p>Therefore, detailed development proposals will need to conform with other policies in the Bromsgrove District Plan that focus on the delivery of 2- and 3-bedroom units and up to 40% affordable housing. Evidence gathered also identifies a need in the district for housing suitable for the elderly and this site provides an opportunity to address this need. There is a need for specialised accommodation such as an ‘extra care’ village that offers varying degrees of residential care. It is not only the type and size of dwellings that are important, but they must also be of high-quality design and be constructed in a sustainable way to maximise energy efficiency, embrace opportunities for renewable energy use and provide good accessibility to existing and/or proposed community facilities.</p> <p>One of the key overarching objectives of all three sites is that the development should minimise the use of car-based travel. This will require significant improvements to public transport and the improved provisions for walking and cycling.</p> <p>The proximity of the motorway means that air and noise quality will be an issue that requires further investigation and mitigation. The sites (particularly BROM 1) are also located near to an Air Quality Management Area (AQMA) at junction 1 of the M42. The design of any new development will need to take the existence of the AQMA into full consideration to avoid any additional adverse impact. The three sites have a sensitive hydrogeological setting. They fall within Source Protection Zones 1, 2 and 3 and there are qualitative and quantitative issues associated with the groundwater body and receiving river water body (the Battlefield Brook).</p> <p>BROM3 also has historic landfill. The chemical and quantitative status of the groundwater body is poor under the Water Framework Directive (WFD) and the aquifer below the site is over abstracted which is causing low flows in the Battlefield Brook. Development and surface water drainage will need to be carefully located and designed to avoid pollution risks to controlled waters and address the environmental impact associated with over abstraction. For example, to achieve the water quality objective of the WFD, SuDS on the sites may need to provide multiple levels of treatment.</p> <p>To address the quantitative issues with the waterbodies SuDS should be designed so to maximise recharge to the aquifer and support water levels in the Battlefield Brook. The development principles in the blue infrastructure section of the Perryfields GI Concept Plan are also applicable to BROM3.</p> <p>BDP5A Bromsgrove Town Expansion Sites</p> <p>BDP5A.1: The mixed-use urban extension is proposed across three sites that will create a sustainable and balanced community that integrates into the existing residential areas of Bromsgrove. The development will fully address the social, economic, and environmental aspects of sustainable development and will consist of approximately 2106 dwellings, 5 hectares of employment land, local centre(s), retail, and community facilities.</p> <p>BDP5A.2: Of this total allocation BROM1 will include approximately 316 dwellings and associated community infrastructure including public open space with play facilities.</p> <p>BDP5A.3: BROM2 will contain approximately 1300 dwellings, 5 hectares of local employment land (office and/or light industry), a local centre and community facilities.</p>

Policy/ Strategy/ Other	Relevant Factors
	<p>BDP5A.4: A local centre should also be provided on BROM2 that provides a mix of retail and other A class uses. The local centre should be located adjacent to Sidemoor First School, include sufficient parking to cater for its own needs and the school at busy times and amenity green space should also be provided.</p> <p>BDP5A.5: The community facilities should consist of a community hall, large, equipped play areas, sports pitches, and an allotment site. There is a specific requirement for adult football pitches adjacent to the King George V playing fields and associated infrastructure including access, parking, and changing facilities should also be provided.</p> <p>BDP5A.6: BROM3 will include approximately 490 dwellings and associated community infrastructure that should include public open space with play facilities and small-scale local retail.</p> <p>BDP5A.7: It is required that:</p> <ul style="list-style-type: none"> a) The residential development reflects the local need of a high proportion of 2- and 3-bedroom properties and contains up to 40% affordable housing (which should include an appropriate mix of social rent, affordable rent, and intermediate housing). b) To address the housing needs of the elderly BROM2 should contain an ‘extra care’ type facility of approximately 200 units. c) An overall transport strategy will be developed that maximises opportunities for walking and cycling making full use of the Sustrans route No. 5 (in BROM2) and Monarch’s Way (adjacent to BROM3). d) Significant improvements in passenger transport will be required including integrated and regular bus services connecting the new and existing residential areas to the railway station, with the Town Centre as the focal point of the network. A regular service should be routed through BROM2 and into the residential area of Sidemoor which would provide benefits for the wider community. e) It will be necessary to manage the cumulative traffic impact generated by the new developments following the implementation of measures which maximise the use of walk, cycle, and passenger transport modes. All proposals must be subject to appropriate appraisal in consultation with Worcestershire County Council and consistent with LTP3 policies and design standards. Full consideration must be made of the impact on the wider transport network, including that managed by the Highways England. f) Noise and air pollution emanating from the M5 and M42 will need to be addressed ensuring that sensitive land uses and the AQMA at junction 1 of the M42 are not unduly impacted upon. g) All development must be of a high quality and locally distinctive to Bromsgrove, thereby enhancing the existing character and qualities that contribute to the town’s identity and create a coherent sense of place. There should be a continuous network of streets creating a permeable layout and the use of continuous building lines to help define streets.

Policy/ Strategy/ Other	Relevant Factors
	<p>h) The development will need to reflect the topography of the sites, with built form avoiding the prominent ridgelines on both BROM1 and BROM3.</p> <p>i) The sites will have an overall strategy for green infrastructure (incorporating SuDS and blue infrastructure) that maximises opportunities for biodiversity and recreation throughout, creating a green corridor around the Battlefield Brook (BROM2) and in the case of BROM3, links to Sanders Park. The Council will expect the Perryfields Green Infrastructure Concept Plan be applied to inform the detailed masterplanning in BROM2.</p> <p>j) Important biodiversity habitats and landscape features should be retained and enhanced with any mitigation provided where necessary. There should be no net loss of hedgerow resource within the sites. Full account should be taken of protected and notable species (e.g., badgers, reptiles, water voles and bats).</p> <p>k) An appropriate assessment of the pollution risks to controlled waters will be produced taking account of any previous contaminative uses on the sites (including the historic landfill) and the risks associated with the proposed uses.</p> <p>l) Flood risk from the Battlefield Brook on BROM2 and BROM3 should be managed through measures that work with natural processes to improve the local water environment and enable development appropriate to the flood risk.</p> <p>m) SuDS proposals must provide an appropriate level of treatment to avoid pollution risks to controlled waters and be designed to achieve the greenfield rate of run-off and support water levels in the Battlefield Brook. In accordance with the objectives of the Water Framework Directive, development should ideally contribute towards the improvement of, but as a minimum not have a deteriorative effect on, the water bodies associated with the site:</p> <p>n) Sewerage capacity issues will be satisfactorily addressed in Bromsgrove Town through engagement with both Severn Trent Water Ltd and the Environment Agency.</p> <p>o) The developments should seek to incorporate zero or low carbon energy generation technologies e.g., Combined heat and power, ground source heat pumps and/or solar power; and</p> <p>p) Financial contributions for infrastructure provision will be required as detailed in BDP6 Infrastructure Contributions.</p> <p>BDP5 B) Other Development Sites: As aforementioned the supply of brownfield land, identified within the Strategic Housing Land Availability Assessment (SHLAA), which is currently suitable and available for development is insufficient to meet locally identified housing targets. This means that greenfield sites will need to be released immediately to achieve a suitable supply of housing. This will initially be achieved through the allocation of expansion sites around Bromsgrove Town as outlined above. However, these sites alone will be insufficient to maintain a suitable supply throughout the plan period.</p> <p>They are also large sites which may be difficult to fully deliver in the short term. Other smaller greenfield sites, that are highlighted in the SHLAA, will therefore ensure an adequate supply of land is maintained.</p>

Policy/ Strategy/ Other	Relevant Factors
	<p>These are primarily the areas that were reserved for future development in the Local Plan, formerly known as Areas of Development Restraint (ADR) and will now be referred to as 'development sites</p> <p>It should be stressed that these development sites are not designated as Green Belt land and are required as they will make a significant and cumulative contribution towards delivering locally identified housing targets. They are also located within or close to existing larger settlements which are sustainable locations and have a good range of existing services available, some of which include for example a railway station, schools, and shops.</p> <p>Alvechurch: Two small development sites are located on the northern edge of the existing residential area of Alvechurch. The first site, which has an area of approximately 1.06 hectares, is located on the corner of Birmingham Road and Old Rectory Lane and is predominantly in agricultural use or is grassland.</p> <p>The second site has an area of around 0.6 hectares and is located to the rear of houses fronting Birmingham Road, with a branch of the Worcester and Birmingham canal located to the western boundary. At the time of writing outline planning permission for 25 dwellings has been received for the Birmingham Road/ Rectory Lane site (13/0026). Land adjoining Crown Meadow, Birmingham Road, Alvechurch has full permission for 27 dwellings (11/0672) and the development has now been completed.</p> <p>Barnt Green: Also included in the list of other development sites is land at Barnt Green, identified as an 'unzoned area' in the Bromsgrove District Local Plan (BDLP). The site has a developable area of approximately 5 hectares (this excludes Cherry Hill Coppice, the Barnt Green Inn, and the cricket pitch). At the Public Inquiry held into the Proposed Modifications of the BDLP the Inspector identified that the site 15 at Barnt Green was a suitable location for some ADR provision. Following a High Court challenge whereby the views of the Inspector were upheld and after due consideration, Bromsgrove District Council now concur with this view. The boundary of the site has been redrawn to show the developable area and the remaining 'unzoned land' has been placed into the Green Belt as it should have been shown previously on the Proposals Map. At the time of writing the site has outline (11/0741) and reserved matters (13/0522) planning permissions for 88 dwellings and construction is underway.</p> <p>Catshill: This site is located to the north western edge of the residential area of Catshill, to the rear of houses fronting Stourbridge Road and bounded in part to the north by the M5. It totals some 6.04 hectares in area, is vacant and has a watercourse running through it, together with associated flood plain. This site now has reserved matters planning permission for 80 dwellings (12/0586) and is now complete.</p> <p>Frankley: This site is located close to the boundary with Birmingham in the north western sector of the district. The site is approximately 6.66 hectares in area and is currently vacant.</p> <p>Restrictive covenants affect the site which limit both its use and developable area. A Flood Risk Assessment will be required to support any planning application proposing the development of this site which reflects the principles and recommendations within the Council's Level 2 Strategic Flood Risk Assessment.</p>

Policy/ Strategy/ Other	Relevant Factors
	<p>Hagley: This large site, located to the south of Kidderminster Road (A456) and to the west of the A491, is almost 22 hectares in area. It is predominantly agricultural land with some residential development to the southern end of the site. Gallows Brook bisects the site. It is considered that this site could provide a sustainable mixed use development comprising community leisure, employment, and residential development. The site is made up of 4 portions. At the time of writing one portion has outline (12/0593) and reserved matters (13/0398) planning permission for 175 dwellings and construction has begun. Outline planning permission for 70 dwellings has been approved on another portion (12/0875) and 38 dwellings are expected from the appeal site at Brook Crescent, whilst the remainder has capacity for approximately 18 dwellings. Any planning application proposing the development of the remainder of this site should be supported by a Flood Risk Assessment which reflects the principles and recommendations for the site within the Council's Level 2 Strategic Flood Risk Assessment.</p> <p>Ravensbank expansion site: This site is located to the south/east of the existing Ravensbank employment site and is approximately 10 hectares in area. The original employment site caters for Redditch Borough's needs, and it is envisaged that this expansion site will provide additional capacity for Redditch's future needs on a similar basis. The site is within the setting of Gorcott Hall, a Grade II* listed building. The Gorcott Hall Setting Assessment (Bromsgrove District Council, 2014) has been prepared to inform the principle of development and its future form and should be applied to ensure the significance of the Hall and its setting is conserved. This site is part of the Redditch Eastern Gateway, a strategic employment site, which is being promoted by the Worcestershire Local Enterprise Partnership.</p> <p>Wagon works/St Godwalds Road: This development site is located south of existing residential development at Scaife Road, south/west of St Godwalds Road and in relatively proximity to Bromsgrove railway station. This site comprises almost 8 hectares of land and has planning permission for 181 dwellings following a reserved matters application (12/0708) and is now under construction.</p> <p>Wythall: Comprises two development sites located to the north (Bleakhouse Farm) and east (Selsdon Close) respectively of the existing residential area at Wythall. The first site is approximately 6.3 hectares in area and the second smaller site has an area of approximately 3.1 hectares. At the time of writing the land at Bleakhouse Farm has outline planning permission for 178 dwellings (12/0912). Selsdon Close has planning permission and all 76 homes have now been completed.</p>

Policy/ Strategy/ Other	Relevant Factors																																																																								
	<p>BDP5B Other Development Sites: The table opposite highlights development sites which will contribute to housing needs in Bromsgrove District for the period 2011-2030. The table identifies the potential capacities on each site and sites which have already received planning permission</p> <table border="1" data-bbox="1167 328 2148 831"> <thead> <tr> <th>Development Sites</th> <th>Map No.</th> <th>Area (hectares)</th> <th>Suitable use</th> <th>Potential capacity</th> <th>Received permission</th> </tr> </thead> <tbody> <tr> <td>Alvechurch Land Adjoining Crown Meadow</td> <td>2</td> <td>0.6</td> <td>housing</td> <td>27</td> <td>27</td> </tr> <tr> <td>Birmingham Road/Rectory Lane</td> <td>2</td> <td>1.06</td> <td>housing</td> <td>25</td> <td>25</td> </tr> <tr> <td>Barnet Green</td> <td>3</td> <td>5</td> <td>housing</td> <td>88</td> <td>88</td> </tr> <tr> <td>Catshill</td> <td>4</td> <td>6.04</td> <td>housing</td> <td>80</td> <td>80</td> </tr> <tr> <td>Frankley</td> <td>9</td> <td>6.6</td> <td>open space/housing</td> <td>66¹⁶</td> <td>-</td> </tr> <tr> <td>Hagley</td> <td>5</td> <td>21.9</td> <td>mixed use¹⁷ - community leisure/employment/residential</td> <td>301¹⁸</td> <td>283</td> </tr> <tr> <td>Ravensbank expansion site (for Redditch's needs)¹⁹</td> <td>8</td> <td>10.3</td> <td>employment</td> <td>-</td> <td>-</td> </tr> <tr> <td>Wagon works/St Godwalds Road</td> <td>6</td> <td>7.8</td> <td>housing</td> <td>181</td> <td>181</td> </tr> <tr> <td>Wythall, Selsdon Close</td> <td>7</td> <td>3.1</td> <td>housing</td> <td>76</td> <td>76</td> </tr> <tr> <td>Bleakhouse Farm</td> <td>7</td> <td>6.3</td> <td>housing</td> <td>178</td> <td>178</td> </tr> <tr> <td>TOTALS</td> <td></td> <td>68.7</td> <td></td> <td>1022</td> <td>938</td> </tr> </tbody> </table> <p>RCBD1 Redditch Cross Boundary Development: The Worcestershire Strategic Housing Market Assessment (SHMA) identifies that Redditch's housing requirements up to 2030 should be around 6,380 dwellings.</p> <p>The Redditch Strategic Housing Land Availability Assessment (SHLAA) identifies that Redditch Borough only has the capacity to accommodate around 3000 dwellings within its own boundaries, leaving a shortfall of around 3400. Bromsgrove District Council and Redditch Borough Council have worked together in accordance with the Duty to Cooperate to find preferred locations to accommodate this shortfall. An assessment (Housing Growth Development Study January 2013) has been carried out, building upon a consultation conducted in 2010, to ensure that the most suitable and sustainable sites have been selected.</p> <p>Two sustainable mixed use urban extensions (Foxlydiate and Brockhill) are proposed adjacent to the west and north of Redditch Town which will deliver two new sustainable communities. The two development sites will provide a minimum of 3400 dwellings and comprehensive provision of associated new infrastructure to meet some of Redditch's housing requirements up to 2030. These sites are currently designated as Green Belt; however exceptional circumstances exist to allocate these sites to meet development needs. These developments will create balanced communities that fully integrate into the existing residential areas of Redditch, addressing the social, economic, and environmental elements of sustainable development, whilst being sympathetic to the surrounding rural areas of Bromsgrove.</p> <p>RCBD1 Redditch Cross Boundary Development</p> <p>RCBD1.1: Two mixed use urban extensions are proposed across two sites adjacent to Redditch and are appropriate to deliver approximately 3400 dwellings and comprehensive provision of associated new infrastructure to meet some of Redditch's housing requirements up to 2030.</p> <p>RCBD1.2: Site 1 Foxlydiate will include approximately 2800 dwellings, a first school and a Local Centre, including associated community infrastructure.</p>	Development Sites	Map No.	Area (hectares)	Suitable use	Potential capacity	Received permission	Alvechurch Land Adjoining Crown Meadow	2	0.6	housing	27	27	Birmingham Road/Rectory Lane	2	1.06	housing	25	25	Barnet Green	3	5	housing	88	88	Catshill	4	6.04	housing	80	80	Frankley	9	6.6	open space/housing	66 ¹⁶	-	Hagley	5	21.9	mixed use ¹⁷ - community leisure/employment/residential	301 ¹⁸	283	Ravensbank expansion site (for Redditch's needs) ¹⁹	8	10.3	employment	-	-	Wagon works/St Godwalds Road	6	7.8	housing	181	181	Wythall, Selsdon Close	7	3.1	housing	76	76	Bleakhouse Farm	7	6.3	housing	178	178	TOTALS		68.7		1022	938
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Policy/ Strategy/ Other	Relevant Factors
	<p>RCBD1.3: Site 2 Brockhill will contain approximately 600 dwellings which will integrate with the Strategic Site at Brockhill East, as shown in the Borough of Redditch Local Plan No.4 and should integrate well into the existing urban fabric of Redditch.</p> <p>RCBD1.4: To achieve these sustainable new communities all aspects of the delivery of the urban extensions must be in accordance with the Policies contained within the Bromsgrove Development Plan and any other relevant Policies.</p> <p>In addition, it is a requirement that the following principles be applied to both sites:</p> <ul style="list-style-type: none"> i The residential development will reflect the local requirements as detailed in the most up-to-date Housing Market Assessment and comprise of up to 40% affordable housing with a flexible mix of house types and tenures. ii An overall Transport Assessment will be produced taking account of the prevailing traffic conditions and the individual and cumulative effects of development on transport infrastructure. This will define the mitigation necessary to protect the safety and operation of the road network, including sustainable travel measures and any new and improved access arrangements. iii Significant improvements in passenger transport will be required resulting in integrated and regular bus services connecting both sites to key local facilities. Services should be routed through both Site 1 Foxlydiate and Site 2 Brockhill, with all dwellings to be located accessible to the bus network. iv Walking and cycling routes should be well integrated with the Green Infrastructure Network. Site 1 Foxlydiate should make full use of existing walking and cycling routes, such as Sustrans Route No. 5 and Monarch's Way and Site 2 Brockhill should create routes. v Both sites will have an overall Strategy and Management Plan for Green Infrastructure which maximises for biodiversity and recreation, whilst protecting existing biodiversity habitats and landscape geodiversity. Green Corridors should be created around Spring Brook in Site 1 Foxlydiate and the Red Ditch in Site 2 Brockhill. Both sites should be sensitively designed to integrate with the surrounding existing environment and landscape. Development should be respectful and sympathetic to the topography of the sites, with no development on prominent ridge lines and where appropriate retain tree lined boundaries. vi Flood risk from the Spring Brook on Site 1 Foxlydiate and the Red Ditch on Site 2 Brockhill East should be managed through measures that work with natural processes to improve the local water environment. A detailed, site specific, Flood Risk Assessment will be required. This must provide a model of the nearby ordinary watercourses to ascertain the design flood extents, including the 1% plus climate change allowances and determine the developable area of the site. This will inform the sequential approach and the need to include any necessary avoidance or mitigation measures such as the incorporation of open space and green infrastructure within the floodplain regime. Surface water runoff must be managed to prevent flooding on, around and downstream of both sites using Sustainable Drainage Systems (SuDS). vii Water efficiency measures will meet the tighter Building Regulations optional requirement of 110 litres per person per day.

Policy/ Strategy/ Other	Relevant Factors
	<p>viii SuDS proposals on Site 1 must provide an appropriate level of treatment to avoid pollution risks to controlled waters and be designed to achieve the greenfield rate of run-off, maximise recharge to the underlying aquifer and support water levels in the Bow Brook. In accordance with the objectives of the Water Framework Directive, development should ideally contribute towards the improvement of, but as a minimum not have a deteriorative effect on, the water bodies associated with the site.</p> <p>ix An appropriate assessment of the pollution risks to controlled waters on Site 1 Foxlydiate will be produced taking account of any previous contaminative uses on the site including the historic landfill, and the risks associated with the proposed uses.</p> <p>x Proposals for development will need to ensure that sufficient capacity of the sewerage systems for both wastewater collection and treatment is provided through engagement with Severn Trent Water Ltd and the Environment Agency and delivered at the appropriate stage.</p> <p>xi Supporting developments that follow the water conservation hierarchy. Where standards currently exist for a particular non-domestic building type in BREEAM, maximum points should be scored on water and a minimum of 25% water savings for any other development.</p> <p>xii All development must be of a high-quality design and locally distinctive to its surrounding rural and urban character; contribute to the areas' identity and create a coherent sense of place; and respect and enhance the setting of any heritage asset. There should be a continuous network of streets and spaces, including the provision of public open spaces, creating a permeable layout with well-defined streets.</p> <p>xiii Development proposals should incorporate provision for any necessary infrastructure to be delivered in parallel with the implementation of new development.</p> <p>xiv Any proposals for development on either site must not individually or cumulatively jeopardise the future use of any other part of the site (s) or impede the delivery of the two sustainable communities.</p> <p>xv To ensure the protection of Heritage Assets, future proposals including development boundaries should be in conformity with Policy BDP20 and informed by an understanding of the Setting of Heritage Assets set out in the most recent Setting Assessment(s) produced, or formally endorsed, by the Council in accordance with current Historic England guidance. Specifically, built development should not take place in the 'no development' areas identified in the Hewell Grange and Lanehouse Farm Setting of Heritage Assets Assessments (both dated December 2015).</p> <p>BDP24 Green Infrastructure: Green Infrastructure is the planned and managed network of green spaces and natural elements that intersperse and connect our cities, towns, and villages. It is contributed to by many different elements including biodiversity, the landscape, the historic environment, the water environment, public access to green spaces and informal recreation sites.</p>

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	<p>Green Infrastructure may also be part of the life support system of an area; providing multiple functions and environmental services to a community such as strengthen the economy, support green economy, attract investment, improve health and wellbeing, contribute to tourism and visitor economy, contribute to flood alleviation and water management, improve the community's experience of natural and historic places, and enhance the natural economy.</p> <p>Green Infrastructure is therefore a holistic approach to viewing and managing the natural environment, acknowledging the multiple benefits and vital services it provides and making tangible links to economic, health and social welfare agendas and aspirations. For this reason, the Council will expect development to consider policies BDP16 Sustainable Transport, BDP20 Managing the Historic Environment, BDP 21 Natural Environment, BDP22 Climate Change, BDP23 Water Management, BDP25 Health and Well Being together to ensure developments deliver multiple benefits in accordance with priorities determined by local circumstances, improve connectivity, enhance the quality of and provide for the appropriate long-term management of Green Infrastructure. The District's Green Infrastructure assets are outlined in the Green Infrastructure Baseline Report.</p> <p>The Worcestershire Green Infrastructure Framework documents form the basis for the development of the Worcestershire Green Infrastructure Strategy which creates a comprehensive policy framework for the protection, creation, enhancement, and accessibility of Green Infrastructure in the County.</p> <p>At the local level, Concept Plans which set out and prioritise the respective Green Infrastructure requirements for an individual site. The work is still on-going and so far, the work shows that: 30 Environmental Character Areas are identified in Worcestershire, with 7 of them falling within the district. Overarching objective and guiding principles in biodiversity, historic environment, landscape character, blue infrastructure, access and recreation and transport are available for each character area. Together the areas aim to achieve a network of strategic and local biodiversity and human movement corridors.</p> <p>To meet the sub-regional access and recreation needs of the proposed new housing growth in Worcestershire, recommendations on existing assets are made, which include the Lickey Hills, the canal to Worcester and Waseley Hills Country Park. A Green Infrastructure Concept Plan has been produced for the Bromsgrove Town Expansion Site BROM2 Perryfields Road. To ensure developments can enjoy the benefits of the local, sub-regional and wider Green Infrastructure network, the Council will expect development to have regard to and contribute towards the Worcestershire Green Infrastructure Strategy and any local GI Strategy which may be prepared. All major development should explain how the design of development achieves the multiple benefits of Green Infrastructure and contribute towards the wider network.</p> <p>BDP24.1: The Council will deliver a high quality multi-functional Green Infrastructure network by:</p> <ul style="list-style-type: none"> a) Ensuring developments adopt a holistic approach to deliver the multiple benefits and vital services of Green Infrastructure, with priorities determined by local circumstances. b) Requiring development to improve connectivity and enhance the quality of Green Infrastructure.

Policy/ Strategy/ Other	Relevant Factors
	<p>c) Requiring development to provide for the appropriate long-term management of Green Infrastructure.</p> <p>d) Requiring development to have regard to and contribute towards, the emerging Worcestershire Green Infrastructure Strategy, any local GI Strategy and where available, the GI Concept Plans. For large scale development, developers will need to prepare a Concept Plan for the area, which would then serve to inform all developments in that area as they come forward.</p> <p>BDP25 Health and Well being: Ensuring the District’s communities have good health and well-being is a major priority for Bromsgrove. It is essential that policies are put in place that tackle the underlying causes of health problems in the district and facilitate the provision of healthy lifestyles and healthy environments. Planning plays an important role in sustaining and promoting the health and well-being of communities. It is the responsibility of planners, developers, and policy makers to ensure that our communities have access to homes, environments and amenities that will enable them to lead healthy and productive lives.</p> <p>The NPPF (pg.7) states that the social role of ‘sustainable development’ comprises “supporting strong, vibrant and healthy communities, by creating a high-quality built environment, with accessible local services that reflect the community’s needs and support health, social and cultural well-being”.</p> <p>The determinants of health are linked to quality-of-life factors. This includes the ability to earn a reasonable wage locally, access to healthy housing, open space, an active lifestyle, cultural and community facilities, healthy food, care, and health facilities and adhering to the principles of equality and fairness. These factors clearly cut across several planning and development topics and are therefore addressed by a variety of policies and interventions throughout the District Plan.</p> <p>This includes the provision of appropriate housing, access to quality local services, including green infrastructure and active recreation, healthy transport choices, such as cycling and walking, and good place making.</p> <p>To avoid repetition, this policy looks specifically at promoting healthy lifestyles and ensuring that development does not have a negative impact on the health or wellbeing of people or communities.</p> <p>One of the important components of health and wellbeing is the open space, sport and recreation facilities that are integral to both urban and rural communities. The provision of high quality, accessible open space, sport, and recreation facilities in the right areas can have significant benefits in relation to health, community cohesion and general wellbeing. The Council will therefore protect all the existing facilities of this nature from development, except those in areas with an oversupply or where the need or benefits of the development clearly outweigh the loss. Where proposed development would result in the loss of a facility or area of open space, the policy requires appropriate compensation for the loss. All housing developments are expected to contribute to the delivery of these amenities in accordance with the provision standards identified in the Open Space, Sport and Recreation Facilities Assessment (2010).</p> <p>Planning for integrated and multi-functional public services, including health facilities, in accessible locations also has a direct positive effect on the health of local people by enabling them to access a range of services.</p>

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	<p>Accessible leisure and community facilities play an important role in ensuring local people can lead active lifestyles and participate in community activities, which can have positive outcomes for mental health and social cohesion.</p> <p>The health of the people of Bromsgrove District is generally better than the England average according to the 2011 Annual Health Profile for Bromsgrove produced by the Association of Public Health Observatories. The various partners associated with the Worcestershire Health and Well Being Board are key to aiding Bromsgrove's health and wellbeing, but the District Council can contribute by improving people's lifestyles through supporting community sports organisations and through direct leisure provision (e.g., the Bromsgrove Sports and Leisure Centre).</p> <p>In line with policies BDP12 Sustainable Communities and BDP16 Sustainable Transport, one of the overarching contributors to sustainable development is the need to ensure that development is located so that people are close to a range of services and facilities, thereby reducing the need to travel. In addition to the implications of reducing travel on air quality/ climate change, there are benefits to the health and wellbeing of local residents through increased opportunities to walk or cycle, which helps to increase levels of physical exercise and social interaction; this in turn has positive impacts on physical and mental health.</p> <p>Ensuring that a mix of uses is provided in new developments, and that efficient use is made of land, also contributes to reducing the need to travel and to promoting sustainable development.</p> <p>Reducing the over-concentration of uses that have a negative impact on the health of local people in identified locations provides a flexible long-term opportunity to address issues as they arise in a spatial manner. One of the challenges that the UK faces in promoting healthy eating is the availability of foods high in fat, salt, and sugar in local neighbourhoods, including the prevalence of fast-food restaurants and takeaways in some communities.</p> <p>Both Government papers; 'Healthy Weight, Healthy Lives' (2008) and 'Healthy Lives, Healthy People' (2011) highlight the need for local authorities to use the planning system to control more carefully the number and location of hot food takeaways as a means of combating their adverse effects on community health. The Government will promote these powers to local authorities to highlight the impact that they can have on promoting healthy weight, for instance through managing the proliferation of fast-food outlets, particularly in proximity to parks and schools.</p> <p>Research conducted by the Nutrition Policy Unit of London Metropolitan University (2008) indicated that food outlets in close proximity to and surrounding schools were a hindrance to secondary school pupils eating in a healthy manner, as portions were not only relatively small, but relatively cheap. The report concluded that hot food takeaways within walking distance of schools are a contributing factor to increased levels of childhood obesity.</p> <p>BDP25.1 Bromsgrove District Council will support proposals and activities that protect, retain, or enhance existing sport, recreational and amenity assets, lead to the provision of additional assets, or improve access to facilities, particularly by non-car modes of transport. This will include maintaining greater access to and enjoyment of the countryside.</p>

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	The Council will ensure all new residential developments meet and contribute towards the qualitative, quantitative and accessibility standards set for the open space, sport, and recreation facilities in the district (as follows):		
	Typology	Quantity Standard (hectare per 1000 population)	Accessibility Standard (travelling time to the facility)
	Parks and gardens	0.26	Walk: 15 minutes (720m) Drive: 15 minutes
	Natural and Semi Natural Open Space	0.44	Walk: 15 minutes
	Amenity Green Space	0.42	Walk: 10 minutes (480m)
	Provision for Children	0.027	Walk: 10 minutes
	Provision for Young People	0.03	Walk: 15 minutes
	Outdoor Sports Facilities	1.67	Walk: 10 minutes (grass pitches) Drive: 15 minutes (tennis courts/ bowling greens) 20 minutes (synthetic pitches, golf courses and athletics tracks)
	Allotments	0.19	Walk: 20 minutes (960m)
	BDP25.2 It will be impractical and inappropriate to deliver all the open space typologies on every site as the quality of sites varies and enhancement will be based on the conditions of the relevant facilities at the time.		
	Where provision standards are not available, contributions will be negotiated in accordance with the recommendations in the Open Space, Sport and Recreation Assessment Study and the requirements at the time.		
	BDP25.3 The Council will not permit the loss or displacement of existing indoor and outdoor open space, sport and recreation facilities (including both designated and undesignated areas on the Policies Map) to other uses unless it can be demonstrated through up-to-date and robust evidence that: a) There is a proven surplus of provision and the site is no longer needed, or is unlikely to be required in the future; or b) The benefit of the development to the community outweighs the harm caused by the loss of the facility; or c) An alternative facility of an equal quantity and quality or higher standard will be provided in at least an equally convenient and accessible location to serve the same local community.		
	BDP25.4 In such circumstances, the Council will require appropriate compensatory measures for the loss in the form of equivalent or improved facilities and/or financial contributions from developers. BDP25.5		

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	<p>The Council will support opportunities for healthy and active lifestyles through i) Working with partners of the Worcestershire Health and Well-Being Board to explore new ways to improve opportunities for healthy and active lifestyles; ii) Providing high-quality walking and cycling routes; iii) Providing excellent access to sport, leisure, and recreation facilities; iv) Promoting and supporting initiatives for local food-growing, such as allotments, as well as urban agriculture.</p> <p>BDP25.6 Concentrations of A5 hot food takeaway uses in particular can be detrimental to the health of communities in the district. Proposals for hot food takeaways (Class A5) will only be permitted where: a) The proposed use will not result in the proportion of units within the designated centre or retail frontage outside a local centre being hot food takeaways exceeding 5% (updated figures for each local centre will be published annually within the Council's AMR); b) The proposed use will not result in more than two A5 units located adjacent to each other; c) The proposed use will maintain at least two non A5 units between individual and/or groups of hot food takeaways.</p> <p>BDP25.7 With regard to proposals which fall outside the designated town centre or local centres (in line with the boundaries established in BDP17 and BDP18), planning permission for hot food takeaways will be resisted where proposals: i) Fall within 400m of the of the boundary of a first, middle or high school; ii) Fall within 400m of a park or youth centred facility.</p>
<p>Bromsgrove Infrastructure Delivery Plan (IDP) September 2013</p>	<p>The Infrastructure Delivery Plan (IDP) is a key component of the evidence base to support the Bromsgrove District Plan. The IDP provides a baseline of the existing infrastructure capacity and needs in the District and highlights the infrastructure requirements to support the predicted growth set out in the Bromsgrove District Plan.</p> <p>The IDP provides a snapshot at the time of publication of the Proposed Submission Bromsgrove District Plan. Over the plan period, new funding opportunities will arise and, equally, infrastructure priorities may change.</p> <p>This version of the IDP has been published to support the publication of the Bromsgrove District Plan (Proposed Submission version). It will be reviewed and the Infrastructure Schedule expanded at the Submission stage of the District Plan. It will then be reviewed on an annual basis subsequent to Adoption.</p> <p>The IDP forms part of the proportionate evidence base in support of the BDP in accordance with paragraph 158 of the National Planning Policy Framework (NPPF).</p> <p>The IDP references Bromsgrove District Plan (BDP) 2011-2030 (Adopted January 2017) and in particular Policy BDP6, which sets out the need for Infrastructure contributions, including community leisure facilities.</p> <p>This policy covers education facilities, and leisure provision, referring to shortfalls of court space and the need to increase capacity for swimming. The existing BDP6 now needs updating (see paragraph 6.23 of this assessment report) to reflect the updated findings of the assessment, and to ensure that infrastructure contributions can be secured.</p>

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<p>Shaping Worcestershire future – Our Plan for Worcestershire.</p> <p>Worcestershire County Council 2017 – 2022.</p>	<p>County Council’s Corporate Plan – promoting 4 key priorities:</p> <ol style="list-style-type: none"> 1. Open for business 2. Children and Families 3. The Environment 4. Health and Business <p>The link to the document is: Worcestershire Corporate Plans Worcestershire County Council</p>
<p>The Bromsgrove Centres strategy 2017 – 2020</p>	<p>The Bromsgrove Centres Strategy 2017-2020 details the plans for the seven principal Bromsgrove District centres. It delivers the potential to maintain and grow the economy of the centres by enabling new retail, housing, leisure, and commercial opportunities to come forward, attracting new inward investment, continuing, and enhancing business support services, maximising marketing opportunities, and strengthening our creative offer.</p> <p>The seven Bromsgrove District centres as covered by the Bromsgrove Centres Strategy 2017-2020 are:</p> <ul style="list-style-type: none"> • Bromsgrove Town Centre • Alvechurch Village • Barnt Green Village • Hagley Village • Rubery Village • Catshill • Wythall <p>The Centres strategy is based upon the seven centres originally agreed by Cabinet in November 2015, when the decision was taken to establish a Centres Management function hosted by the NwedR service.</p> <p>The overall aim of the Strategy is to create distinctive and vibrant centres by supporting and promoting retail, business, cultural, leisure and residential investment in the seven centres.</p>
<p>Bromsgrove Open Space Sport and Recreation Needs Assessment 2007. (to be replaced with a new study 2022)</p>	<p>The open space study is undertaken in accordance with Planning Policy Guidance Note 17 (Planning for Open Space, Sport and Recreation, 2002) (PPG17) and its Companion Guide. The Playing Pitch Strategy (PPS) is undertaken in accordance with the methodology endorsed by Sport England and set out in the guidance document “Towards a Level Playing Field” (2002).</p> <p>The assessment will form part of the evidence base for the Local Development Framework (LDF), supporting the policies of the Core Strategy and other Development Plan Documents (DPD).</p> <p>The link to the above documents is: Open Space Sport and Recreation Local Needs Survey - bromsgrove.gov.uk</p>

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Worcestershire Green Infrastructure Strategy 2013 - 2018	<p>The Worcestershire GI Strategy is supported by four evidence base documents which cover the following issues:</p> <ul style="list-style-type: none"> • GI Framework Document 1 – establishes GI concept and policy context for Worcestershire • GI Framework Document 2 – establishes the Environmental Character Areas based on natural environment datasets • GI Framework Document 3 – explores the supply, potential need, and capacity of strategic recreational assets • GI Framework Document 4 – investigates the economic, health and climate change benefits of GI It sets out county-scale principles to inform plans and strategies being developed by partner organisations to enable a coherent approach to delivery across a range of initiatives. <p>A demonstration of multi-function Green Infrastructure at the local level is provided within the Strategy with reference to Redditch’s Arrow Valley Park. It states that the multiple benefits of the Park include biodiversity, flood management, climate change mitigation and adaptations, historic environment, health and well-being, access and recreation and economic growth.</p> <p>There are several matters raised in the Worcestershire GI Strategy which will be important to consider in developing the Redditch GI Strategy, particularly where initial indications suggest priority area for GI.</p>
Bromsgrove Partnership	<p>Bromsgrove Partnership brings together different organisations from the public, private, voluntary and community sectors in its role as the Local Strategic Partnership (LSP) for the District of Bromsgrove.</p> <p>Instead of each organisation working separately in isolation, the Bromsgrove Partnership provides a forum for local organisations to come together and address issues that are important to those living, working, and visiting Bromsgrove District in a more effective and cohesive way.</p> <p>Bromsgrove Partnership’s vision is: "We will make Bromsgrove District the place to live, do business and to visit."</p>
Bromsgrove Playing Pitch Strategy 2015 (this is being replaced with a new PPS (2022))	<p>This playing pitch assessment has been developed in line with Sport England’s guidance set out in Sport England’s Playing Pitch Guidance October 2013. The assessment has been carried out to establish whether there is sufficient playing pitch provision Bromsgrove. There are several strategic recommendations and actions for individual sites which consider a range of options across football, cricket, rugby, and hockey. The report considers current levels of active participation from clubs based within Bromsgrove, their playing pitch requirements, and the facilities available for use. Current and future carrying capacity has been considered.</p> <p>Consideration is also given to the potential for clubs to increase teams in the future, quality of facilities and the secured future of playing pitches. The analysis within the technical appendices is set out in two stages. First there is an analysis of the current supply and demand position. Second there is an analysis of the predicted future supply and demand. The assessment has identified that some existing facilities in Bromsgrove are of poor or standard quality and are not able to cope with current or future demand. In addition to new facility provision, the strategy identifies qualitative improvements required to improve existing facilities to enable facilities to cope with increased usage from significant population growth.</p>

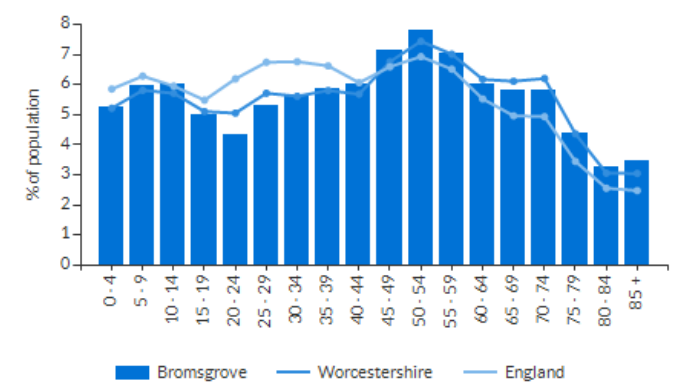

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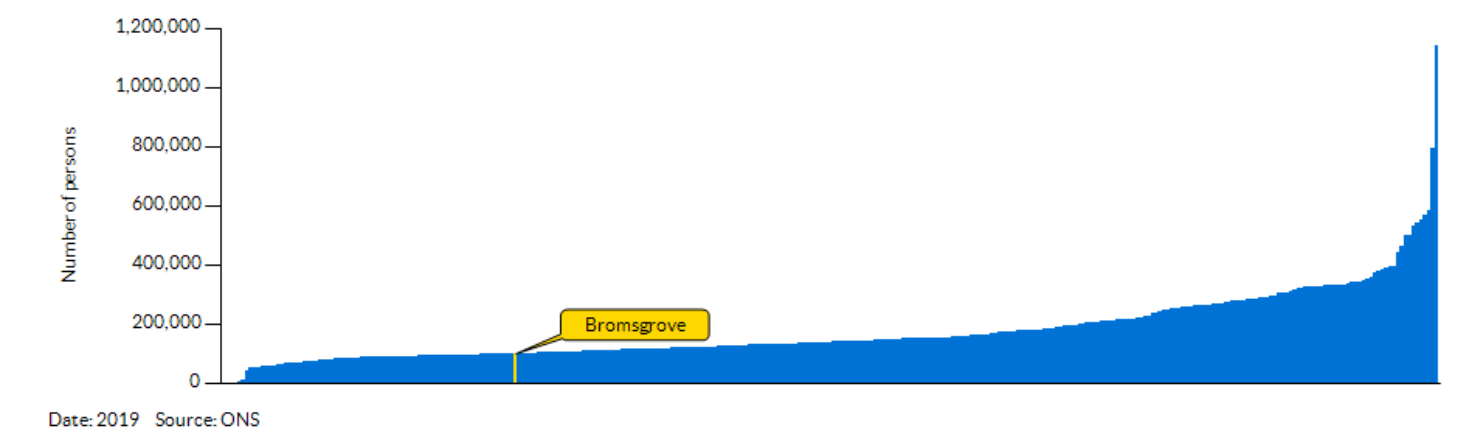
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	<p>The Playing Pitch Assessment has identified existing and future deficiencies in playing pitch facilities to meet the needs of Bromsgrove residents. However, the strategy recognises the location of Bromsgrove and the surrounding Local Authorities.</p> <p>The strategy facility requirements will seek to address the deficiencies by securing provision of new facilities or contributions from development to provide new or improved facilities where required. The long-term future of sites outside the control of the local authority, particularly cricket and rugby pitch sites which form part of the existing useable provision and have significant influence on the current and future provision. These need to be protected as part of planning policy.</p> <p>The link to the PPS can be found here: Appendix B - Policy Context (bromsgrove.gov.uk)</p>
<p>Bromsgrove Local Football Facilities Plan June 2019.</p>	<p>In summary, the LFFP for Bromsgrove identifies opportunities to accurately target investment in football facilities across the local area. This document will need to be updated to take account of the new PPS (2022)</p> <p>The national funding partners have significantly increased investment to accelerate efforts to deliver more and better football facilities for the grassroots game and this plan proposes a programme of nine priority projects for potential investment that will transform local football facilities, including 3G FTPs, improved grass pitches, changing rooms/ pavilions/clubhouses and small sided facilities.</p> <p>This LFFP will be the go-to document for football facility investment in Bromsgrove. It does not however, guarantee the success of future funding applications; each priority project identified will still have to follow an application process to show how it will deliver key participation outcomes, be a good quality, sustainable facility and demonstrate suitable match-funding.</p> <p>This plan has identified the following projects:</p> <ul style="list-style-type: none"> • 2 x Full size 3G FTPs; • 4 Changing rooms / pavilions/ clubhouses; and • 14 Improved grass pitches; • 2 small, sided facilities.
<p>Bromsgrove Sport and Leisure Centre Options Appraisal MACE 2018</p>	<p>The Council requested that Mace complete an options appraisal for the addition of a 4 court Sports Hall to compliment the facilities within the recently completed Bromsgrove Sport and Leisure Centre (BSLC). Currently the new BSLC comprised of a 25m pool, learner pool, spa, fitness suite and studio space.</p> <p>By adding a Sports Hall this facility will provide a publicly accessible sports hall space to the local community which can be utilised by the local's sports clubs of Bromsgrove, further enhancing the facilities that the council and Everyone Active have to offer.</p> <p>Whilst BSLC has recently opened it was initially planned to provide a Sports Hall space in the adjoining school grounds using a security gate. This agreement would have led to a joint use approach between the school, BAMFM and Everyone Active, with the leisure centre being able to access the space at evening and weekends (there is no holiday agreement in place).</p>

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	<p>However due to change in the access agreement and the availability of the activity's spaces at the school site, the Council has requested that further construction-based options are explored to provide consistent access to a sports hall on site. The link to the report is: PowerPoint Presentation (bromsgrove.gov.uk)</p>
<p>Population Profile – Source: Sport England Area Report Bromsgrove District Council</p>	<p>Population estimates are produced using a variety of data sources and statistical models, including some statistical disclosure control methods, and small estimates should not be taken to refer to individuals. The estimated resident population of an area includes all those people who usually live there, regardless of nationality.</p> <p>Arriving international migrants are included in the usually resident population if they remain in the UK for at least a year. Emigrants are excluded if they remain outside the UK for at least a year. Armed forces stationed outside of the UK are excluded. Students are taken to be usually resident at their term time address.</p> <p>99,881 Total population estimate (2019)</p> <p>49,068 (49.1%) Male population estimate (2019)</p> <p>50,813 (50.9%) Female population estimate (2019)</p>
	<div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> <p>Estimates by 5-year age group, all persons</p>  <p>Date: 2019 Source: ONS</p> </div> <div style="width: 48%;"> <p>Estimates by broad age group, all persons</p>  <p>Date: 2019 Source: ONS</p> </div> </div>

Policy/ Strategy/ Other	Relevant Factors								
	<p>Number of usual residents by area</p>  <p>Date: 2019 Source: ONS</p>								
<p>ONS 2018 Based Sub National Population Projections – Bromsgrove 2021 and 2040</p>	<table border="1"> <thead> <tr> <th data-bbox="526 922 1070 970">Bromsgrove</th> <th data-bbox="1070 922 1608 970">Population Projection 2021</th> <th data-bbox="1608 922 2157 970">Population Projection 2040</th> </tr> </thead> <tbody> <tr> <td data-bbox="526 970 1070 1018">Total</td> <td data-bbox="1070 970 1608 1018">101,477</td> <td data-bbox="1608 970 2157 1018">115,103</td> </tr> </tbody> </table>			Bromsgrove	Population Projection 2021	Population Projection 2040	Total	101,477	115,103
Bromsgrove	Population Projection 2021	Population Projection 2040							
Total	101,477	115,103							
<p>Index of Multiple Deprivation – Bromsgrove Borough 2019</p>	<p>Bromsgrove's score is 11.697, which means it is ranked number 9 out of Bromsgrove geographical neighbours (there are a total of 9) and number 262 out of all 317 authorities in England.</p> <p>In Bromsgrove, 0.000 per cent of LSOAs are among the 10 per cent most deprived.</p> <p>Bromsgrove is ranked:</p> <ul style="list-style-type: none"> • 9 out of Bromsgrove geographical neighbours (there are a total of 9) and 286 out of all 317 authorities in England for the Children and Young People sub-domain • 8 out of Bromsgrove geographical neighbours and 241 out of all 317 authorities in England for the Adult Skills sub-domain • 4 out of Bromsgrove geographical neighbours and 87 out of all 317 authorities in England for the Geographical Barriers sub-domain 								

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	<ul style="list-style-type: none"> • 8 out of Bromsgrove geographical neighbours and 256 out of all 317 authorities in England for the Wider Barriers sub-domain • 8 out of Bromsgrove geographical neighbours and 222 out of all 326 authorities in England for the Indoors sub-domain • 7 out of Bromsgrove geographical neighbours and 218 out of all 317 authorities in England for the Outdoors sub-domain. (Rank 1 = most deprived, 317 = least deprived.) • Bromsgrove is ranked 8 out of Bromsgrove geographical neighbours (there are a total of 9) and 254 out of all 317 authorities in England for IDACI. The score, 9.5, represents the actual proportion of children living in families who were income deprived. • Bromsgrove is ranked 8 out of Bromsgrove geographical neighbours and 258 out of all 317 authorities in England for IDAOPI. Again, the score, 8.2, represents the actual proportion of the population aged 60 and over who were income deprived.
Public Health England (Bromsgrove) Local Authority Health Profile 2019	<p>Health in summary: The health of people in Bromsgrove is varied compared with the England average. Bromsgrove is one of the 20% least deprived districts/unitary authorities in England, however about 10.2% (1,605) children's live-in low-income families. Life expectancy for men is higher than the England average.</p> <p>Health inequalities: Life expectancy is 8.9 years lower for men and 8.4 years lower for women in the most deprived areas of Bromsgrove than in the least deprived areas.</p> <p>Child health: In Year 6, 15.3% (151) of children are classified as obese, better than the average for England. The rate for alcohol-specific hospital admissions among those under 18 is 25*. This represents 5 admissions per year. Levels of breastfeeding are worse than the England average. Levels of GCSE attainment (average attainment 8 score) are better than the England average.</p> <p>Adult health: The rate for alcohol-related harm hospital admissions is 687*. This represents 702 admissions per year. The rate for self-harm hospital admissions is 166*. This represents 145 admissions per year. Estimated levels of smoking prevalence in adults (aged 18+) are better than the England average. The rates of new sexually transmitted infections and new cases of tuberculosis are lower than the England average. The under 75 mortality rate from cardiovascular diseases is lower than the England average.</p> <p>* rate per 100,000 population</p>

Policy/ Strategy/ Other	Relevant Factors
<p>Worcestershire Joint Health and Well-Being Strategy 2016 - 2021</p>	<p>Vision: Worcestershire residents are healthier, live longer and have a better quality of life especially those communities and groups with the poorest health outcomes.</p> <p>Principles: The Board works to six key principles and these underpin the Strategy:</p> <ol style="list-style-type: none"> 1. Working in partnership. We will facilitate partnership and ensure that organisations work together across the public, voluntary and private sectors to maximise their contribution to health and well-being. 2. Empowering individuals and families. We will encourage and enable individuals and families to take responsibility and improve their own health and well-being. We will also ensure that targeted support is available where necessary to increase individual, family and community resilience and self-reliance. 3. Taking Local action. We will recognise local assets and strengthen the ability of communities to develop local solutions to local issues. 4. Taking actions that we know will work. We will draw on the evidence of what works when developing strategies and plans for action. 5. Involving people. We will respect the views of the public, patients, service users and carers and ensure that they have an opportunity to shape how services are organised and provided. 6. Being open and accountable. We will be clear about the impact we expect from investment and action to improve health and well-being, and open about the progress we are making. <p>Prevention: Meeting the challenges described above will require renewed emphasis on prevention with action in the long term to address the wider influences on health and well-being, as well as more immediate action to continue to improve the quality and value for money of health and social care and to make sure that prevention is embedded in care pathways.</p> <p>The Board will ensure that actions to implement this Strategy align with our five approaches to prevention:</p> <ol style="list-style-type: none"> 1. Creating a health promoting environment by developing and enforcing healthy public policy and taking health impact into account systematically in decision making. 2. Encouraging and enabling people to take responsibility for themselves, their families and their communities by promoting resilience, peer support and the development of community assets. 3. Providing clear information and advice across the age-range, so that people make choices that favour good health and independence. 4. Commissioning prevention services for all ages based on evidence of effectiveness and within the funding available.

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	<p>5. Gate-keeping services in a professional, systematic, and evidenced way, so that services are taken up by those who will most benefit and the service offer is available on the basis of need, regardless of differences between people in terms of where they live or characteristics such as deprivation.</p> <p>Priorities</p> <ul style="list-style-type: none"> • Good mental health and well-being throughout life. • Being active at every age. • Reducing harm from alcohol at all ages
<p>Bromsgrove Active Lives Participation sport and Physical Activity Levels. Adults 16+ May 2020 – May 2021</p>	<p>Bromsgrove:</p> <p>Adults Aged 16 + Active (150+ minutes a week) – 63.5% Fairly Active (30-149 minutes a week) – 13.8% Inactive (<30 minutes a week) – 22.8%</p>
<p>Bromsgrove Sport and Physical Activity Levels (Children and Young People in school years 1-11). academic Year 2019 – 2020</p>	<p>Herefordshire and Worcestershire:</p> <ul style="list-style-type: none"> • Children and Young People in school years 1-11 • Active (an average of 60 minutes or more a day) – 48.4% • Fairly active (an average of 30-59 minutes a day) – 24.7% • Less active (less than an average of 30 minutes a day) – 26.9%
<p>Worcestershire County council – Links to JSNA reports</p>	<p>Annually the Worcestershire Public Health Team prepares a report intended to provide a summary of the latest public health data and information for Worcestershire including an update on the three Health and Well-being Board priorities. The report also identifies emerging issues for the county. The link below takes you to the above reports and includes 2020 Impacts of Covid-19 reports.</p> <p>JSNA Summaries JSNA Summaries Worcestershire County Council</p>
<p>Worcestershire Climate Change Strategy 2012 - 2020</p>	<p>The strategy's aims are to achieve both carbon reduction and resilience to a changing climate across a range of sectors. It sets a vision of a County</p> <ul style="list-style-type: none"> • making the most of opportunities that a low carbon economy brings • resilient to volatile costs of fossil fuels and severe weather • where businesses and residents are empowered to act themselves and the most vulnerable people and assets are protected.

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	<p>Its aims are to:</p> <ul style="list-style-type: none"> • build Worcestershire's low carbon economy • hit tough but critical carbon targets • adapt to inevitable climate change • empower Worcestershire's communities to act
Worcestershire Energy Strategy 2019 - 2030	<p>The County Council is working in partnership as part of the Local Enterprise Partnership to deliver the County's Energy Strategy.</p> <p>The vision for the future of energy in Worcestershire.</p> <p>By 2030, Worcestershire will have a thriving low carbon economy which supports the creation of high value jobs and stimulates investment and clean growth across the county. We will have high quality energy efficient housing stock and a robust, diverse energy infrastructure, underpinned by low carbon generation which utilises Worcestershire's unique local resources.</p> <p>There are three key measures that are aimed to be delivered as part of the strategy</p> <ul style="list-style-type: none"> • reduction in carbon emissions of 50% on 2005 levels by 2030 • double the size of the low carbon sector by 2030 • tripling energy production from renewable generation by 2030

3.40 Demographic and participation data are summarised below.

Future Development in the District

3.41 A key factor influencing the future provision of sports facilities in the district (what and where) is the scale and location of future housing development, which impacts on population density and also levels and nature of community demand.

Bromsgrove Local Plan (2022-2040)

3.42 Bromsgrove District Council is progressing the new local plan with a preferred option consultation scheduled for Autumn 2022. The draft policies and draft allocations likely to be included in the plan will have had regard to the emerging findings of the Built Facilities Strategy. Following the consultation period, if necessary, further work can be commissioned by the council to ensure that the relevant policies for open space, sports and leisure are fully evidence based and suitable to be put forward for examination.

Growth and Development in Bromsgrove

3.43 SNPP 2018 shows Bromsgrove district’s future population growth as follows:

- 2019-23 3,682 persons (3.7% increase in total, 921 persons p.a.)
- 2023-40 11,822 persons (11.4% increase in total, 695 persons p.a.)
- 2019-40 15,504 persons (13.5% increase in total, 738 persons p.a.)

3.44 The estimates for population growth to 2040 include the proposed new housing allocations. The existing Bromsgrove District Plan (Local Plan) has a requirement of 7000 homes of which 4700 have been allocated and permission granted, with the remainder yet to be identified. This number is set to change as the plan review progresses. In addition to the 7000 requirement, 3400 homes on the edge of Redditch in Bromsgrove have also been allocated and permission granted.

Population Profiles and Projections

Bromsgrove District is situated in north Worcestershire. It is a predominantly rural district, with approximately 90% of the land designated as Green Belt, although the north of the district is part of the major urban conurbation linked to south Birmingham. The main centre of population is in Bromsgrove Town, with other large centres in Alvechurch, Barnt Green, Catshill, Hagley, Rubery, and Wythall.

3.46 The current and future population profile of Bromsgrove and the locations of growth are important to understand in relation to planning for the future provision of sport and physical activity.

3.47 This Built Facility Strategy uses the Sport England Sports Facility Calculator to project the requirements for indoor bowls facilities from new housing developments; it has not been used for sports halls and swimming pools because there are bespoke FPM runs for both of these facility types. The BFS will provide 1 scenario for the projected population to 2040 for indoor bowls.

Population projections

Table 5: Projected population to 2040 for calculation of future facility provision in Bromsgrove

Modelled scenarios	Population ONS 2021	Predicted population 2040 (ONS)	Total increase
Population	101,447	115,105	13,656

Population and Demographics

3.48 The population in Bromsgrove is expected to increase overall by 13.5% between 2021 and 2040 with significant increases in age bands 40-50 years, and over 75 years.

Table 6: Comparison of the Bromsgrove population make up from 2021 census estimates to 2040 census estimates²

Age Group	2021 census numbers	2040 predicted numbers	Difference in Number	Difference in Percentage
00-04	5,140	5,692	552	10.7%
05-09	6,069	6,289	220	3.6%
10-14	6,263	6,736	473	7.6%
15-19	5,055	6,028	973	19.2%
20-24	3,999	4,304	305	7.6%
25-29	5,370	5,623	253	4.7%
30-34	5,800	6,053	253	4.4%
35-39	6,192	6,507	315	5.1%
40-44	6,308	7,694	1,386	22.0%
45-49	6,802	8,312	1,510	22.2%
50-54	7,580	8,074	494	6.5%
55-59	7,486	7,384	-102	-1.4%
60-64	6,298	6,584	286	4.5%
65-69	5,707	6,598	891	15.6%
70-74	5,804	6,766	962	16.6%
75-79	4,850	6,173	1,323	27.3%
80-84	3,274	4,640	1,366	41.7%
85+	3,450	4,640	2,198	63.7%
Total	101,447	115,105	13,658	13.5%

3.49 49% of the population in Bromsgrove are male and 51% are female. Table 7 below shows the population estimates for all persons in Worcestershire by 5-year age groups for 2021 and 2040.

² Worcestershire.gov.uk ONS census 2011

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Table 7: Population estimates for all persons for 2021 and 2040 for Worcestershire

	Worcestershire			
	2021	2040	Increase no.	Increase %
Population Total	605,437	669,464	64,027	10.6%

3.50 In Worcestershire the ONS 2011 Census projects a significant increase in the following population age bands. It is worth noting the significant increase in ages 75+:

- 40-44 (12.2%)
- 45-49 (12.2%)
- 65-69 (17.4%)
- 70-74 (17%)
- 75-79 (36.4%)
- 80-84 (53%)
- 85+ (82.1%)

3.51 Table 8 below shows the ethnicity make up of Bromsgrove based on the 2011 Census

Table 8: Bromsgrove Ethnicity ³

	Bromsgrove
	%
Asian/Asian British	2%
Black/African/Caribbean/Black British	0.5%
Other White	2%
Mixed/multiple ethnic groups	1.3%
Other ethnic group	0.2%
White British	94%

³ Source: ONS 2011

Table 9: Bromsgrove Population Projections⁴

Year	Bromsgrove
2021	101,447
2026	105,711
2031	109,362
2036	112,552
2040	115,105

Bromsgrove Health and Economic Profile

- 3.52 The health of people in Bromsgrove is varied compared with the England average. Bromsgrove is one of the 20% least deprived districts/unitary authorities in England, however about 10.2% (1,605) children’s live-in low-income families. Life expectancy for men is higher than the England average.
- 3.53 Life expectancy is 8.9 years lower for men and 8.4 years lower for women in the most deprived areas of Bromsgrove than in the least deprived areas.

Child health

- 3.54 In Year 6, 15.3% (151) of children are classified as obese, better than the average for England. The rate for alcohol-specific hospital admissions among those under 18 is 25*. This represents 5 admissions per year. Levels of breastfeeding are worse than the England average. Levels of GCSE attainment (average attainment 8 score) are better than the England average.

Adult health

- 3.55 The rate for alcohol-related harm hospital admissions is 687*. This represents 702 admissions per year. The rate for self-harm hospital admissions is 166*⁵. This represents 145 admissions per year. Estimated levels of smoking prevalence in adults (aged 18+) are better than the England average. The rates of new sexually transmitted infections and new cases of tuberculosis are better than the England average. The under 75 mortality rate from cardiovascular diseases is lower than the England average.
- 3.56 The key issues for Bromsgrove outlined in the indices of multiple deprivation (2019) show:
- 3.57 The LSOAs falling within the most deprived 30% of LSOAs in England are Sidemoor and Charford.

⁴ Source: Worcestershire.gov.uk ONS Census 2011

⁵ * rate per 100,000 population

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3.58 Bromsgrove's score is 11.697, which means it is ranked number 9 out of Bromsgrove geographical neighbours (there are a total of 9) and number 262 out of all 317 authorities in England.

3.59 In Bromsgrove, 0 per cent of LSOAs are among the 10 per cent most deprived.

3.60 Bromsgrove is ranked:

- 9 out of Bromsgrove geographical neighbours (there are a total of 9) and 286 out of all 317 authorities in England for the Children and Young People sub-domain
- 8 out of Bromsgrove geographical neighbours and 241 out of all 317 authorities in England for the Adult Skills sub-domain
- 4 out of Bromsgrove geographical neighbours and 87 out of all 317 authorities in England for the Geographical Barriers sub-domain
- 8 out of Bromsgrove geographical neighbours and 256 out of all 317 authorities in England for the Wider Barriers sub-domain
- 8 out of Bromsgrove geographical neighbours and 222 out of all 326 authorities in England for the Indoors sub-domain.
- 7 out of Bromsgrove geographical neighbours and 218 out of all 317 authorities in England for the Outdoors sub-domain.
(Rank 1 = most deprived, 317 = least deprived.)
- Bromsgrove is ranked 8 out of Bromsgrove geographical neighbours (there are a total of 9) and 254 out of all 317 authorities in England for IDACI. The score, 9.5, represents the actual proportion of children living in families who were income deprived.
- Bromsgrove is ranked 8 out of Bromsgrove geographical neighbours and 258 out of all 317 authorities in England for IDAOPI. Again, the score, 8.2, represents the actual proportion of the population aged 60 and over who were income deprived.

Employment

3.61 21% of 16-64 year olds are 'economically inactive' (not in employment and not available to start work). Of these, 22.2% want a job compared to 17.3% in West Midlands and 20.8% nationally. 37.6% are students compared to 28.0% in West Midlands and 26.9% nationally.

Physical Activity and Participation

The Intrinsic Value of Participation

3.62 The value of participation in sport and physical activity is significant, and its contribution to individual and community quality of life should not be underestimated. This is true for both younger and older people; participation in sport and physical activity delivers:

- Opportunities for physical activity, and therefore more ‘active living’;
- Health benefits – cardiovascular, stronger bones, mobility;
- Health improvement;
- Mental health benefits; and
- Social benefits – socialisation, communication, inter-action, regular contact, stimulation.

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

3.64 The benefits of regular and active participation in sport and physical activity will be important to promote in relation to future sport, leisure, and physical activity in Bromsgrove.

3.65 There is an existing audience in the district, which already recognises the advantages of participation, and a latent community who are ready to take part. The sport, physical activity and leisure offer in the district can support the delivery of the desired outcomes across a number of Bromsgrove Strategic priorities and objectives.

The Contribution of Sport and Physical Activity

3.66 There is now a national focus on physical activity and health and wellbeing, particularly through the Health Promotion Office (announced in March 2021); this focus will need be a national drive to achieve pre Covid 19 physical activity participation rates and to build on this to ensure those who are inactive are provided with opportunities to become active. Chair of UKactive, Baroness Tanni Grey-Thompson said in January 2021: “ the sport and physical activity sector must be able to survive, recover, and develop to play its fullest role in society”.

3.67 Developing a strategic framework to support and promote collaboration in terms of physical activity provision will strengthen the Bromsgrove offer and support the targeting of those communities who will most benefit by being more active.

3.68 Nationally a more active population is not only healthier, but also impacts positively on the current costs of social care, mental health, dementia, and it is estimated reduces GP visits nationally by 30 million a year. The 2019 study by Sheffield Hallam University for Sport England showed that for every £1 invested in sport, £4 of value is returned. Community sport and physical activity is worth £85.5 billion annually; £42 billion of this figure is social value, including improved work productivity, reduced crime, stronger communities, educational attainment, and of course healthier people.

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- 3.69 Bromsgrove recognises the value and importance of physical activity. Bromsgrove has a well-established and respected independent leisure provider, Everyone Active. It also has an active and engaged social enterprise / voluntary sector, a supportive and proactive Active Herefordshire and Worcestershire, private sector provision, high quality outside environments, and a network of sports clubs.
- 3.70 There is a growing acknowledgment within government, national organisations, and services about the benefits of becoming and staying active and there is a willingness to work collaboratively.
- 3.71 There is a real understanding of the need to focus on increasing activity in those least likely to participate and embedding active living (i.e., embedding activity into everyday lives), into communities in an inclusive way.

Physical inactivity is the fourth leading risk factor for global mortality accounting for 6% of deaths globally. People who have a physically active lifestyle have a 20% to 35% lower risk of cardiovascular disease, coronary heart disease and stroke compared to those who have a sedentary lifestyle.

Regular physical activity is also associated with a reduced risk of diabetes, obesity, osteoporosis and colon and breast cancer and with improved mental health. In older adults physical activity is associated with increased functional capacities. The estimated direct cost of physical inactivity to the NHS across the UK is over £0.9 billion per year. ⁶

Additional barriers and issues for participation in physical activity

- 3.72 Given the rural nature of Bromsgrove, good transport links that are available and affordable are key as to whether people can access facilities. 85% of visits to indoor sports facilities in Bromsgrove are by car (FPM info), and car ownership is higher than the national average in Bromsgrove. In order to encourage those who are currently inactive, improved transport links would be important.
- 3.73 During the COVID-19 pandemic many people who were previously users at leisure centres and facilities have accessed online classes. It will be useful to consider future usage patterns for current users of the facilities when planning for future provision. The network of village halls and physical activity in community settings can be invaluable for those lacking confidence or feeling uncomfortable using larger bespoke facilities.

Sports Facilities: Bromsgrove has a large number of sports facilities, but membership of a sports club or commercial provider is required in order to access the majority of these.

⁶ Source: Public Health England

336 sports facilities in Bromsgrove at 80 sites

Access Type	Ownership Type
59% - Sports Club/Community Association	43% Education
16% - Private Use	13% Local Authority
12% - Registered Member Use	4% Other Public Sector
11% - Pay and Play	14% Sports Club
2% - Free Public Access	17% Commercial
	2% Community Organisation
	7% Other

Current Participation Rates – Physical Activity Participation

Physical activity participation - adults

Table 10: Percentage of physically active adults 19+ years. (Physically active is defined here as doing at least 150 minutes of physical activity per week).⁷

Bromsgrove	Herefordshire and Worcestershire	England
63.5%	61%	60.9%

Table 11: Percentage of fairly physically active adults 19+ years. (Fairly active here is defined here as doing at least 30-149 minutes of physical activity per week).⁸

Bromsgrove	Herefordshire and Worcestershire	England
13.8%	12.5%	11.6%

Table 12: Percentage of physically inactive adults 19+ years (Inactive here is defined here as doing less than 30 minutes of physical activity per week).⁹

Bromsgrove	Herefordshire and Worcestershire	England
22.8%	26.5%	27.5%

⁷ Active Lives May 2020 – May 2021

⁸ Active Lives May 2020 – May 2021

⁹ Active Lives May 2020 – May 2021

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- 3.74 Participation rates for adults in Bromsgrove are higher than in Herefordshire and Worcestershire and nationally according to the Active Lives data May 2021. Inactivity levels are almost 5% lower than the national average.

Physical activity participation – children and young people

Table 13: Percentage of physically active children and young people, school years 1-11. (Physically active is defined here as doing more than 60 mins of physical activity per day).¹⁰

Herefordshire and Worcestershire	West Midlands	England
48.4%	44.4%	44.9%

Table 14: Percentage of fairly physically active children and young people, school years 1-11 (Fairly active here is defined here as doing at least 30-59 minutes of physical activity per day)¹¹

Herefordshire and Worcestershire	West Midlands	England
24.7%	22.9%	23.8%

Table 15: Percentage of physically inactive children and young people, school years 1-11 (Inactive here is defined here as doing less than 30 minutes of physical activity per day)¹²

Herefordshire and Worcestershire	West Midlands	England
26.9%	32.7%	31.3%

- 3.75 Participation rates for children and young people in Herefordshire and Worcestershire are higher when compared regionally and nationally according to the Active Lives data May 2021. Inactivity levels are 4.4% lower than the national average.

¹⁰ Active Lives SE, Children and Young People Academic Year 2019-2020

¹¹ Active Lives SE, Children and Young People Academic Year 2019-2020

¹² Active Lives SE, Children and Young People Academic Year 2019-2020

4. Stage B - Existing Facility Provision

Introduction

4.1. The current level and nature of indoor sports facility provision in Bromsgrove, has been assessed across the district.

4.2. The Indoor Sports Facility Needs Assessment/Facility Planning Model will provide a scenario for housing and population to 2040 as follows:

Table 16: Scenario modelling for calculation of future facility provision in Bromsgrove

Modelled scenarios	Popn ONS 2021	TOTAL Population 2040
Scenario	101,447	115,105

This scenario is modelled as the basis for calculating future need for facility provision in the district to 2040.

Supply of Indoor Sport Facilities in Bromsgrove

4.4. The following table summarises the existing indoor sports facilities across Bromsgrove.

Table 17: Existing Indoor sports facilities – Bromsgrove

Facilities	Bromsgrove
Sports Hall (3+ Courts)	11
Swimming Pools (Main, Learner and Leisure)	9
Health and Fitness Suites	13
Squash Courts	8
Indoor Bowls hall	1

4.5. It is important to highlight from the outset that this strategy is not just about formal sports facility provision, but also looks at opportunities for increased use of informal places and spaces. Community halls can be used for sport and physical activity even if they are not purpose designed nor marked for such use and can often provide an introductory experience of sport and physical activity, or a more accessible option for those who are older, have no access to private transport, or who have commitments which make it hard for them to travel to formal facilities.

- 4.6. Increased use of the outdoors, open spaces, parks, recreation grounds, and community halls also has significant potential to contribute to increasing levels of participation in physical activity at a very local level, and to addressing rising levels of obesity and other health inequalities.
- 4.7. Based on the Active Places database, the Sport England Facility Planning Model (FPM), the local sports profile data (Sport England), and the audit undertaken to inform this strategy, the maps used in the following facility assessments show the extent of existing built sport and leisure facility provision in Bromsgrove.
- 4.8. Users of sport and recreation facilities do not necessarily recognise administrative boundaries and will use facilities that are convenient and/or provide a quality/value for money experience. Ownership and management are, in this context, a minor consideration for most users.
- 4.9. The availability of facilities in neighbouring districts can and does influence sports facility usage patterns, as does access to private transport and availability of public transport. Good public transport means that accessing facilities is easier than in other districts.

Catchment Areas

- 10. Catchment areas for different types of facilities provide a means of identifying areas currently not served by existing indoor sports facilities. It is however, recognised that catchment areas vary from person to person, day to day, hour to hour, and are also very different in rural and urban areas. This problem is overcome by accepting the concept of 'effective catchment', defined as the distance travelled by around 75-80% of users. The maps in Section 4 demonstrate catchment areas for facility provision in Bromsgrove based on this approach, which uses a 20-minute drive time as a catchment area for sports facilities (the industry guidance from Sport England is a 20 min drive time (car), or a 10-minute walk time).

Demand for Indoor sports facilities

- 4.11. There are two main tools used to inform the assessment of supply and demand, as well as the facility audit (Appendix 9 taken directly from Active Places and used as the baseline data to be checked and challenged through the site visits), quality site visits (Appendix 2 (2a – 2d)), and the demand information gathered through the consultation. These tools are:
- 4.12. The Sport England Facility Planning Model (FPM) – this is only used for sports halls of 3 court size and above and swimming pools larger than 160 m².

The Facilities Planning Model (FPM) is a computer-based supply/demand model, which has been developed by Edinburgh University in conjunction with **sportscotland** and Sport England since the 1980's.

The model is a tool to help to assess the strategic provision of community sports facilities in an area. It is currently applicable for use in assessing the provision of sports halls, swimming pools, indoor bowls centres and artificial grass pitches.

Use of FPM

Sport England uses the FPM as one of its principal tools in helping to assess the strategic need for certain community sports facilities. The FPM has been developed as a means of:

1. assessing requirements for different types of community sports facilities on a local, regional or national scale;
2. helping local authorities to determine an adequate level of sports facility provision to meet their local needs;
3. helping to identify strategic gaps in the provision of sports facilities; and
4. comparing alternative options for planned provision, taking account of changes in demand and supply. This includes testing the impact of opening, relocating and closing facilities, and the likely impact of population changes on the needs for sports facilities.

Its current use is limited to those sports' facility types for which Sport England holds substantial demand data, i.e. swimming pools, sports halls, indoor bowls and artificial grass pitches.

The report sets out the findings under seven headings and includes data tables and maps. The headings are defined at the start and include total supply; total demand; supply and demand balance; satisfied/met demand; unmet demand; used capacity (how full the pools are); and local share of pools. Each heading is followed by a commentary on the findings.

The purpose of the report is to provide Bromsgrove District Council with an updated evidence base for sports halls and swimming pools, which the Council can use to inform its strategic planning for the future provision of these facility types. The full FPM reports and appendices are set out in Appendix 8.

The Sports Facility Calculator (SFC)

The Sports Facility Calculator (SFC) provides a quantitative estimate of future demand, but unlike the FPM the SFC model analysis does not identify specific locations for future provision. That needs to be informed by the nature and location of future housing development (where locations are known), local geography and accessibility, and, critically, the location of existing facilities. This is because future demand may have the potential to be addressed through facility extension, or refurbishment, as well as new locations. However, in the absence of any other future demand calculator, the SFC provides an indicator of the level of future provision needed. The SFC can be applied to the same facilities as those modelled in the FPM, but it is important to highlight that the SFC does not identify need, which can only be established by applying the information regarding demand from new housing to the findings and recommendations of the evidence in a Built Facility Strategy (BFS).

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- 4.13. The demand (current and future) for facilities other than sports halls and swimming pools is assessed using National Governing Body (NGB) standards if they are available, plus a combination of local factors e.g. how many existing facilities there are, what is the identified demand from schools, clubs, the community etc, what is available immediately outside the authority boundaries to which people may find it easier to travel.

Stage B (ANOG) - Assessment of Existing Sports Facility Provision

- 4.14. This section sets out the Stage B information required by the ANOG process. It provides a detailed picture of existing facilities in Bromsgrove:
- Quantity: how many of each type there are?
 - Quality: their age and condition
 - Accessibility: who owns and operates the facilities, facility location and catchment areas?
 - Availability: whether the facilities are available to all residents, and whether there is pay and play access
- 4.15. Given the inter-related nature of these four key areas, Section 4 covers each facility type in turn, and assesses it in terms of the above, then pulls together all the data collected to provide an overall summary of each facility type, current and future provision i.e. supply and demand analysis.
- 4.16. Section 5 applies the analysis of the provision to identified needs in Bromsgrove, and Section 6 sets out the recommendations to be implemented through the Action Plan, to address these identified needs and gaps.
- 4.17. Given the range of facilities in Bromsgrove, each type is summarised below and assessed separately, to provide a more detailed picture of the current supply and demand, and critically future need.
- 4.18. The formal indoor sport facility types assessed include:
- Sports Halls (including schools and community buildings), and covering indoor sports hall sports such as, badminton, martial arts, indoor cricket, basketball, netball, table tennis and volleyball
 - Health & Fitness Centres
 - (including dance/aerobic studios)
 - Squash Courts
 - Swimming Pools
 - Indoor Bowls Halls
- 4.19. In addition to the above, reference is also made to the various community halls in the area (although these halls did not form part of the brief for the Built Facility Strategy), which provide informal space for a wide range of physical activity and recreational activities.

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- 4.20. It is important to highlight that community use, and specifically pay and play access is the focus of the facility assessment. Community use applies to clubs, the public and community associations / groups; pay and play community access refers to the public.
- 4.21. The latter is really important because those who are inactive are highly unlikely to join a club to use a facility; therefore, it is only by ensuring there is sufficient pay and play community access to formal and informal facilities, that participation is likely to increase, and particularly amongst those who are currently inactive. Community use provided for clubs is also very important, given that club members are also part of the overall community, but these individuals are more likely to be active already.

Operational Management of Bromsgrove District Council Leisure Facilities

- 4.22. Bromsgrove Sports and Leisure Centre is managed by Everyone Active on behalf of Bromsgrove District Council. The centre opened in January 2020 and is operated under a 22 year lease. Bromsgrove District Council also receives 8 community use hours per week through this arrangement. As part of the funding agreement for the capital grant for the centre, the Council is also intending to manage North Bromsgrove High School sports hall facilities through Everyone Active for 3 hours in the evening (during the week), weekends and school holidays. The facilities are currently hired out through BAM.
- 4.23. The Ryland Centre is owned by Worcestershire County Council and is managed on a lease by Sandwell Leisure Trust (SLT). It is probable that in September 2022, SLT will request that Worcestershire County Council takes back this lease as it is potentially uneconomical for SLT to operate the Ryland Centre as a stand-alone centre now the SLT Trust arrangements have terminated with Sandwell MB Council. Worcestershire County Council is liaising with Bromsgrove District Council and Bromsgrove School has expressed an interest in managing the Ryland Centre as the school currently has extensive use of the athletics track and field.

Quality Audits

- 4.24. The quality audits comprise an independent visual assessment of the quality and condition of the facilities; results are recorded on the ANOG assessment sheet, developed by Sport England, and scored, based on the Sport England system set out in Table 18. Details of the individual audits undertaken are included in Appendix 2 (2a – 2d).

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4.25. The audit scores are based on a numerical value, detailed on each assessment sheet, as follows:

Table 18: Quality Audit Scoring System

Key	Rating
>80%	Excellent
60% - 80%	Good
40% - 59%	Average
20%-39%	Poor
<20%	Very Poor

4.26. A facility scoring highly in terms of visual quality and condition (good – excellent) is likely to require less investment than one which in a poorer visual condition (average – very poor). The combination of the scores, results in the facility rating, and identification of investment need (significant, moderate etc.).

4.27. It is important to highlight that in undertaking the quality assessments, each element of the facility e.g. sports hall, pool etc is given a qualitative assessment, and the overall facility is also given an overall qualitative mark. Therefore, a sports hall can be of poor quality, but the overall facility score could be good.

Consultation

4.28. The ANOG methodology requires consultation with clubs, schools, neighbouring Districts, National Governing Bodies (NGBs) and key stakeholders. Schools were consulted via an online survey. Clubs' needs are also identified via consultation with NGBs. Neighbouring Districts were contacted by email and information collected through this medium and combined with SLL's own knowledge from recent work in relevant areas. NGBs were all contacted by email and asked a series of questions to identify the information required. The consultation responses are set out in detail in Appendix 3.

Community Survey

- 4.29. A survey was distributed to Bromsgrove residents via a number of stakeholders and websites/social media, which was analysed in December 2021.

Summary of community survey key findings

There were 137 respondents to this community survey.

Gender: Of the total, 68 are female, 45 are male and 6 prefer not to say.

Age: Of the total, the biggest age group that responded were those aged 60 – 69, followed by the 40 – 49 age group.

Ethnicity: Of the total, the largest ethnic group to respond was White English/Welsh/Scottish/ Northern Irish/British.

There were no responses from Mixed or Multiple ethnic groups, Asian or Asian British, Black, African, Caribbean or Black British.

Religious Belief: Of the total, the largest religious group to respond classed themselves as Christian, followed by individuals who had no religion / belief.

There were no responses from the Buddhist, Hindu, Jewish, or Sikh religious groups.

Ability: Of the total, the majority of the respondents did not class themselves as having any long-standing health condition or disability.

The majority of those who responded (82 out of 137) participate in road walking, cycling or running, followed by swimming (40 out of 137).

63 respondents rate their overall health as good (63 out of 137), followed by 35 who think their health is neither good or poor.

42 out of 137 respondents use / visit the facilities more than once a week (on average). 22 out of 137 said that they visit weekly on average.

Surprisingly, 27 out of 137 respondents (the second largest frequency response) said that they had never used / visited the Physical Activity, Recreation and Exercise facilities in Bromsgrove District.

The travel time acceptable to the majority of respondents to use / visit Physical Activity, Recreation and Exercise facilities within Bromsgrove District ranged from 5 - 30 minutes, depending on which facility was being used or visited.

Typically, through a seven day period the majority of respondents indicated that they are physically active for more than 2 hours and 20 minutes.

The four top responses illustrating why respondents participate in physical activity are:

1. To stay fit (97 out of 137)
2. To improve my physical health (89 out of 137)
3. For enjoyment (87 out of 137)
4. To improve my mental health (85 out of 137)

The main barrier that respondents see as preventing them from participating in physical activity is the cost. This is closely followed by lack of available time, concerns about Covid and respondents being unaware of what is on offer. However, 36 out of 137 think that there are no barriers impacting on their participation. Post Covid, 83 of the respondents said that they would consider taking up a new physical, recreation or exercise activity. Suggestions as to the activities they would be interested in are:

- Outside free gym
- Organised walking/hiking groups.
- Dance classes
- Pilates
- Golf
- Canoeing
- Keep fit classes
- Rock climbing
- Exercise classes
- Open water swimming
- Sailing
- The gym
- ZUMBA and Couch to 5K
- Water sports
- Swimming
- Yoga
- Aqua aerobics
- Over 60s exercise
- BCSL

50% of respondents identify gaps in provision; examples given are:

- Outside gym
- Outdoor facilities for disabled
- Ski slope
- A leisure pool that can be used for family swimming
- Proper Athletics track which can be accessed for free
- More community tennis courts
- Better, bigger skate park north Bromsgrove area.
- Community Dance
- Sports Hall / 3G pitches
- Safer cycle routes
- Badminton courts
- Mountain bike trails
- Large sports hall for public use

Most respondents said they are satisfied with the quality of the indoor facilities.

Key findings:

- Activities are too expensive
- Facilities / classes need better programming – longer hours / weekend opening hours
- Consider sustainable travel options like walking and cycling as the respondents would much prefer to have sport facilities, for example a pool, within walking distance.
- Lack of suitable footpaths for walking
- Lack of suitable cycle paths for cycling
- Better marketing of what is on offer
- More emphasis required to engage and provide for youth activities
- More emphasis on engaging and providing for older age groups

Schools

- 4.30. Responses from schools has been very limited and we have had responses from 17 schools across Bromsgrove and Redditch. 14% of the schools cited pay and play use for their sports halls with no pay and play for swimming at the 2 schools who returned surveys and have these facilities (for Bromsgrove this is Bromsgrove School). 60% of the schools who responded said that they would be interested in allowing community use in the future where there is none currently. None of the schools who completed the survey have plans to improve their facilities. The detailed results of the survey are in Appendix 5.

Clubs

- 4.31. Unfortunately only 6 of the clubs who were surveyed responded, despite this being followed up on several occasions: the key findings relating to Bromsgrove are: Bromsgrove Judo Club has identified the old library building, Stratford Road as somewhere they would potentially like to locate to and become their base; some clubs cited schools cancelling bookings for school activities such as exams which is disruptive; Ryland Centre often cancels bookings because of Council meetings being held at the centre. The detailed results of the survey are in Appendix 6.

Parish Councils

- 4.32. 10 Parish Councils responded to the survey, 5 of these said there were no playing fields or sports facilities. 3 cited indoor sports facilities – Barnt Green, Bournheath, and Hagley (3 schools, 2 church halls, scout hut and community centre). Halls and other community facilities are important locally as a place to deliver a whole range of activities. The detailed results of the survey are in Appendix 7.

Neighbouring Local Authorities

- 4.33. Only 1 response was received which was from Stratford upon Avon – the Council is carrying out refurbishment across all 5 leisure centres in 2021-22. The nearest centres to Bromsgrove are Studley Leisure Centre and Grieg Leisure Centre.

Assessment of Individual Facility Types

Sports Halls

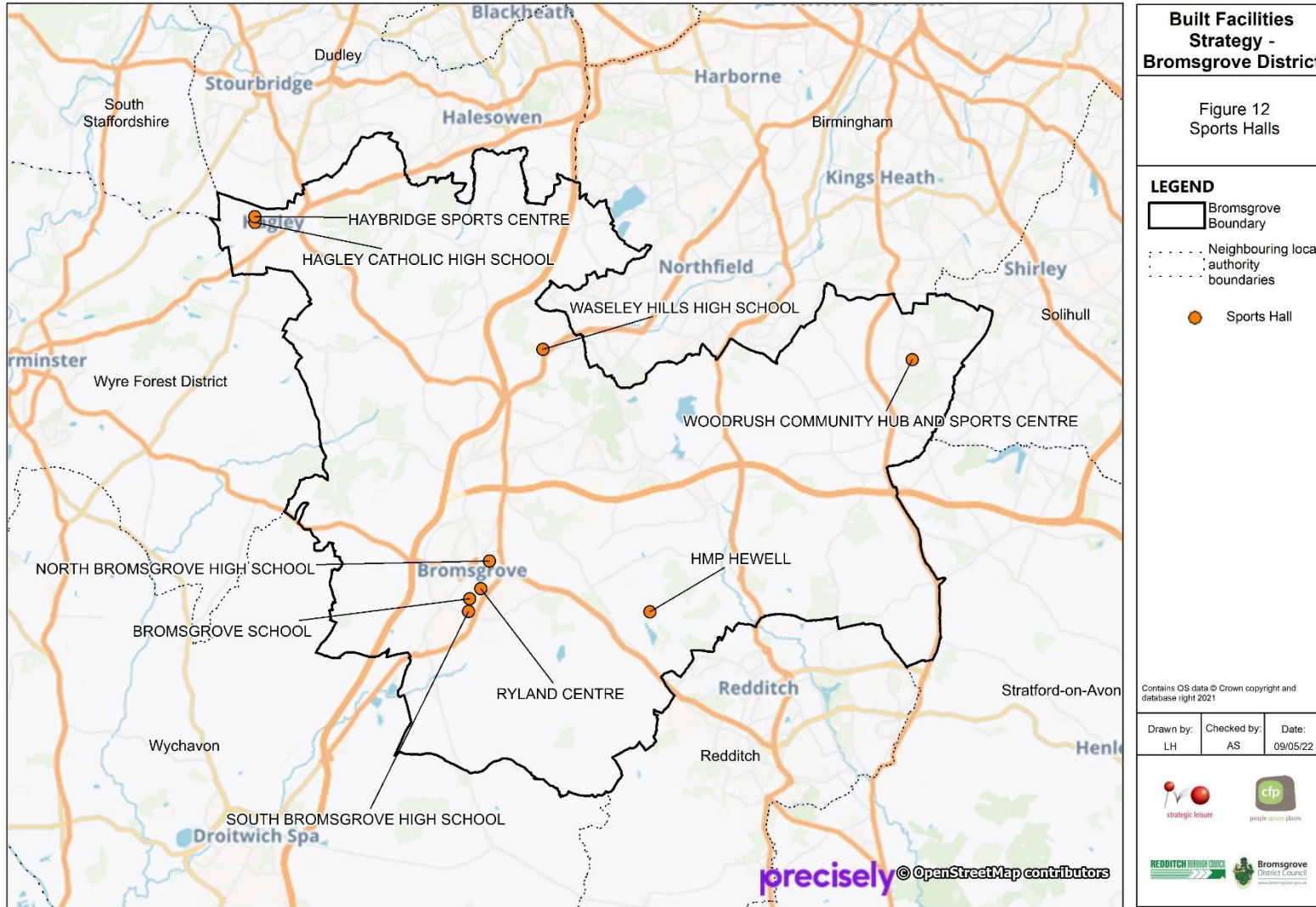
Sports Halls: Quantity

- 4.34. The supply analysis identifies that Bromsgrove has a total of 11 sports halls (strategic size 3+ courts) (refer to Map 1). The sports halls are provided across 9 sites. Appendix 2 details the sports hall supply in Bromsgrove taken from Active Places (Sport England) and additional research.
- 4.35. There are:
- A total of 11 (all strategic size i.e. 3 courts+) sports halls across 9 sites;
 - 48 badminton courts across the 11 available sports halls, however 1 of the strategic size sports halls is at HMP Hewell and is therefore not available for public use, therefore = 44 available courts
 - 5 further badminton courts available in activity halls at the strategic sites = total of 49 courts
- 4.36. The sports halls are operated and managed by a mix of schools/colleges/Trust/private operator/prison authority. 9 of the strategic sports halls are on school sites and only 3 are available for pay and play (Ryland Centre, Woodrush Community Hub and Sports Centre, and Waseley Hills High School), although most of the sports hall on school sites offer community bookings. There are 3 sports halls at Bromsgrove School with one of the halls built in 2012, which is an 8 court hall. Strategic size sports halls are shown in Appendix 2 and Table 19, those available for pay and play and/or community use are highlighted in bold. Excluding HMP Hewell half (4) the sports hall sites are in Bromsgrove town, two are in Hagley, one is in Rubery and the other is in Wythall. The southeast of the district has no sports halls; however, there are halls located near the boundary in Redditch.
- 4.37. There is a proposed new sports hall at Waseley Hills High School which is planned for redevelopment under the Department for Education's Schools Re-Building Programme.

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Map 1: Sports Hall sites in Bromsgrove



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Table 19: Supply of Sports Halls in Bromsgrove

Site Name	Post Code	Facility Type	Facility Sub Type	No. of badminton courts	Activity Halls	No. of badminton courts	Access Type	Ownership Type	Management Type	Pay and Play Community use ✓	Year Built	Refurbished
Bromsgrove School	B61 7DU	Sports Hall	Main	4	-	-	Sports Club / Community Association	Other Independent School	School/College/University (in house)	✓	1989	Yes 2012
Bromsgrove School	B61 7DU	Sports Hall	Main	4	-	-	Sports Club / Community Association	Other Independent School	School/College/University (in house)	✓	1997	No
Bromsgrove School	B61 7DU	Sports Hall	Main	8	-	-	Sports Club / Community Association	Other Independent School	School/College/University (in house)	✓	2012	No
Hagley Catholic High School	DY8 2XL	Sports Hall	Main	4	✓	1	Sports Club / Community Association	Academies	School/College/University (in house)	✓	2008	No
Haybridge Sports Centre	DY8 2XS	Sports Hall	Main	4	✓	1	Registered Membership use	Foundation School	School/College/University (in house)	✓	1999	No
HMP Hewell	B97 6QS	Sports Hall	Main	4	-	-	Private Use	Government	Other		1995	No
North Bromsgrove High School	B60 1BA	Sports Hall	Main	4	-	-	Sports Club / Community Association	Community school	Private Contractor (PPP/PFI)	✓	2007	No
Ryland Centre	B60 2JS	Sports Hall	Main	4	-	-	Pay and Play	Local Authority	Trust	✓	1967	Yes
South Bromsgrove High School	B60 3NL	Sports Hall	Main	4	✓	1	Sports Club / Community Association	Academy Convertors	School/College/University (in house)	✓	2007	No
Waseley Hills High School	B45 9EL	Sports Hall	Main	4	✓	1	Sports Club / Community Association	Academies	School/College/University (in house)	✓	1950	Yes

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Site Name	Post Code	Facility Type	Facility Sub Type	No. of badminton courts	Activity Halls	No. of badminton courts	Access Type	Ownership Type	Management Type	Pay and Play Community use ✓	Year Built	Refurbished
Woodrush Community Hub and Sports Centre	B47 5JW	Sports Hall	Main	4	✓	1	Sports Club / Community Association	Academies	School/College/University (in house)	✓	1996	Yes

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- 4.38. Map 2 shows the 3 sports halls which are available for pay and play (facilities in bold) on 3 sites.
- 4.39. 9 of the 11 strategic size sports halls are on education sites; Bromsgrove School has 3 main sports halls (one 8 court hall).

Sports Halls: Quality

- 4.40. Detailed quality assessments were undertaken on all the Bromsgrove District Council's indoor sports facilities (2022) by way of a site visit and visual assessment of the facilities. These are provided in Appendix 2 (2a – 2d) and are summarised in Table 20.

Table 20: Summary of the Quality Assessment of Bromsgrove sports hall facilities

Facility Name	Quality Score	Commentary	Nos. of contacts for assessment
Bromsgrove School (8 court)	N/A	Built in 2012, this facility is likely to be in very good repair and is the most modern of all the sports halls	Survey completed
Bromsgrove School (4 court)	N/A	Built in 1989, this hall was refurbished in 2012 and therefore again it is in good repair	Survey completed
Bromsgrove School (4 court)	N/A	Built in 1997 and no refurbishment – 25 years old but still likely to be in good/reasonable repair. Potentially looks a bit 'tired'	Survey completed
Hagley Catholic High School	N/A	Built in 2008, this facility is in very good condition	Contacted by email (x2) and phone calls (x2) but no response received Online audit assessment carried out
Haybridge Sports Centre	N/A	Built in 1999 and no refurbishment – 23 years old but still likely to be in good/reasonable repair. Potentially looks a little 'tired'	Survey completed
North Bromsgrove High School	N/A	Built in 2007, this facility is in very good condition. Bromsgrove District Council is currently in negotiations with SLM, leisure operator to manage this facility and extend pay and play and community use	Contacted by email (x2) and phone calls (x2) but no response received. Online audit assessment carried out
Ryland Centre	57%	Built in 1967, this facility needs refurbishment but is still fit for purpose, average condition.	Site visit completed

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Facility Name	Quality Score	Commentary	Nos. of contacts for assessment
South Bromsgrove High School	N/A	Built in 2007, this facility is in very good condition	Contacted by email (x2) and phone calls (x2) but no response received. Online audit assessment carried out
Waseley Hills High School	N/A	Built in 1950, this facility is 72 years old and in need of refurbishment/replacement. This has been identified by the school as a capital project	Survey completed
Woodrush Community Hub and Sports Centre	N/A	Built in 1996 – 26 years old but still likely to be in good/reasonable repair. Potentially looks a little 'tired'	Contacted by email (x2) and phone calls (x2) but no response received Online audit assessment carried out

4.41. The sports halls across Bromsgrove are in average/good condition. The average age of sports halls in Bromsgrove is 28 years but this is skewed considerably by facilities at the Ryland Centre and Waseley Hills High School which are 55 and 72 years old respectively. The average age span of a public sports facility is 35 – 40 years.

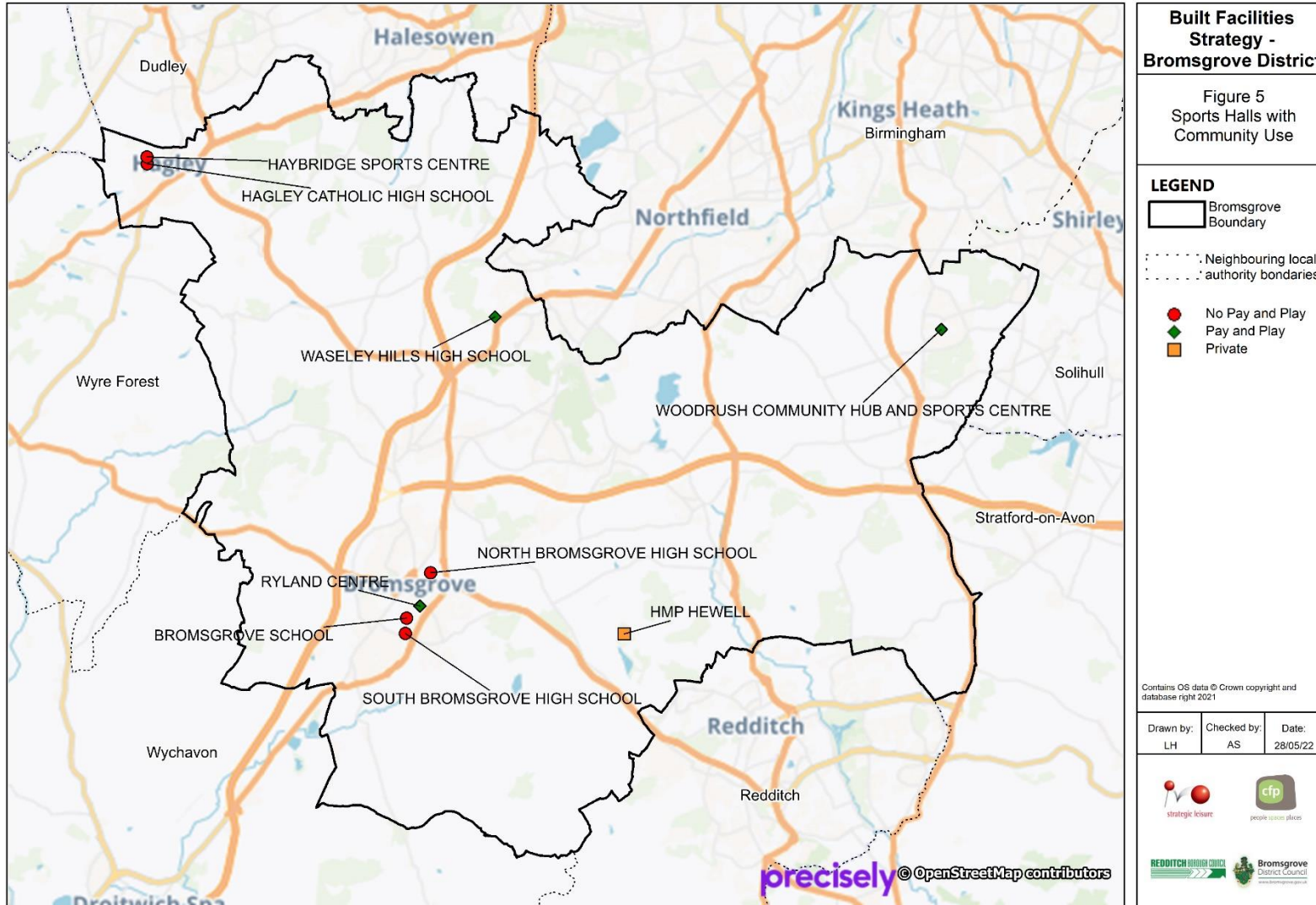
Sports Halls: Accessibility

4.42. Map 2 shows the geographic distribution of the strategic size pay and play community access sports halls in Bromsgrove, and map 3 shows these with a catchment area for each of 20 minutes' drive time (private car). The 20-minute drive time catchment area of the existing pay and play community sports halls does cover the whole Bromsgrove area and therefore all areas of Bromsgrove are serviced by an accessible sports hall, however 9 of the sports halls are on school sites and therefore only open at evenings and weekends and generally not for pay and play activities (apart from Woodrush Community Hub and Sports Centre and Waseley Hills High School). Access to sports halls for pay and play use is therefore an issue in Bromsgrove. Many of the sports halls on school sites do offer community access to groups and clubs but not on a pay and play basis.

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Map 2: Sports Halls with Pay and Play (green), Community Use but no pay and play (red – clubs and sports organisations), and Private (orange)



Bromsgrove District Council

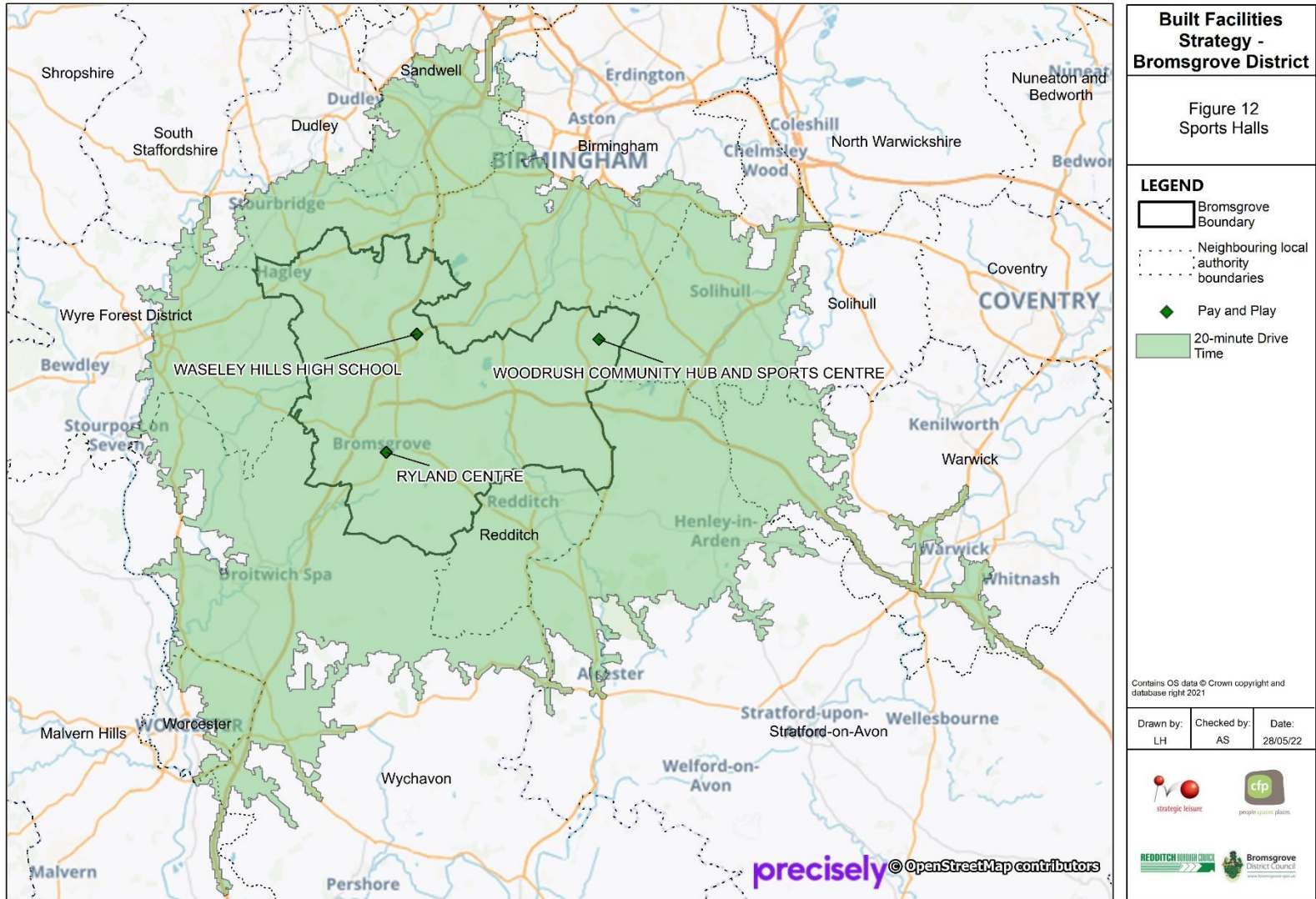
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- 4.43. An 'on-demand' bus service launched in 2021 in Bromsgrove – one of the first of its kind in the West Midlands. The pilot 'Bromsgrove on Demand' (BOD) service will allow people living within Bromsgrove and surrounding villages to access both on-demand and pre-booked buses for journeys anywhere within the service area, including to and from the town centre, Bromsgrove Railway Station or nearby villages.
- 4.44. The aim of the service is to help reduce congestion and provide improved public transport options for local residents. It is hoped if the pilot is a success, the service will be rolled out across the whole of the county of Worcestershire.
- 4.45. The numbers of people who own a car is higher than the national average, with 87% of households owning or having access to a car.
- 4.46. The percentage of the population with or without access to a car is important, because it influences travel patterns to sports halls. If there is a high percentage of the population with access to a car, as there is in Bromsgrove then more visits to sports halls are by car. If the reverse is true, then a network of locally accessible sports halls is important for residents who either walk or use public transport to travel to a sports hall.
- 4.47. The findings for Bromsgrove from Sport England's Facility Planning Model are that 85% of visits to sports halls are by car (up to 20 minutes' drive time), 15% of all visits by walking (20 minutes/1-mile catchment area) and by public transport (20 minutes catchment area).
- 4.48. It is therefore important to ensure that access is available to sports halls by foot and public transport. As so few sports halls provide community use in the daytime, it is important that those that do provide good access are open for long hours and are affordable to optimise opportunities for participation in sport and physical activity.
- 4.49. Accessibility to activity halls will vary across Bromsgrove depending on their locations. Activity halls attract far more local use, given that many of them are used for a wide range of activities, including sport and physical activity, arts, community, meetings, lunches, playgroups, events. Many are not marked out as badminton courts so provide informal multi-purpose space which can be used for a wide range of community activities.

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Map 3: Pay and play sports halls with 20 minute drive time in Bromsgrove



Sports Halls: Availability

- 4.50. Table 20 and Map 1 highlight that there is a good level of sports hall and activity hall provision in Bromsgrove. However, the majority are on education sites and some only provide for sports club/association use (usually outside of school hours). Whilst a community access sports hall would typically be open from 7am – 10pm weekdays and 9am – 6pm weekends, a facility on an education site, if open for community use will be open from 6pm – 10pm and at weekends. Opening hours for community halls vary significantly depending on how they are operated but they would typically not be open for as many hours as a community access sports hall.
- 4.51. Of the 11 strategic size sports halls only 1 provides all day accessible daytime use (Ryland Centre). The rest of the centres do not offer access to a strategic size sports hall during the day, because these sports halls are on education sites. This impacts on sections of the community who may prefer to access provision during off peak day time hours, e.g., the elderly.
- 4.52. Overall, although there is a good supply of sports halls in Bromsgrove, access during peak times is also limited because the majority of sports halls are on education sites without formal community use arrangements. The community access sports halls are open for a good number of hours and are well-used, indicating that for many people access is affordable.
- 4.53. Negotiations are currently ongoing with Everyone Active who manage the Bromsgrove Sports and Leisure Centre to operate the community sports facilities at North Bromsgrove High School which will provide an opportunity to enhance the pay and play sports hall offer in Bromsgrove. N Bromsgrove High School is currently only open for community use for 20 hours per week.
- 4.54. A further aspect of accessibility is programming, opening hours and whether facilities offer community pay and play access. Only 2 of the education sites offer community access on a play and pay basis, the remaining schools allow for sports clubs and associations. The clubs that responded to the consultation did not raise any specific issues over access, or the need for additional sports hall time. However, given local clubs such as Bromsgrove Blaze Basketball Club, Ryland Netball Club, Manor Badminton Club, all of which have large numbers of teams, it is clear there is significant demand for indoor sports hall space.
- 4.55. Bromsgrove Blaze Basketball club was formed in 1963. The Club We participates in the West Midlands Basketball League, the Worcester Basketball League and the YBL. The Club has junior, senior and a wheelchair basketball teams. The Club plays out of the Ryland Centre..
- 4.56. Ryland Netball Club also play out of the Ryland Centre. The Club has a large number of junior and senior teams.
- 4.57. Manor Badminton Club is based in Bromsgrove, playing out of North Bromsgrove High School. Members come from Bromsgrove and the surrounding areas including Redditch, Droitwich, Solihull and Birmingham. The Club has multiple teams competing in the Worcestershire leagues in Men's, Ladies and Mixed.

- 4.58. Not everyone is, can be, or wants to be a member of a sports club, so this type of access does not actually provide for the whole community, and is unlikely to address the needs of the most inactive, or those from the areas of highest deprivation, who are also likely to be those experiencing significant health inequalities.
- 4.59. Access to informal community centre halls is important to ensure access to physical activity opportunities when there are fewer formal facilities available.
- 4.60. There is therefore an important role for the existing community centre informal hall space and activity hall facilities across Bromsgrove, in providing physical activity opportunities for specific ethnic/religious communities, those who may choose not to access formal sports facilities, or those in rural communities. There is also potential to increase capacity for community access pay and play usage of existing education-based facilities, which provide for sports clubs and associations.

Sports Halls: National Governing Bodies (NGB's)

- 4.61. Consultation was undertaken with National Governing Bodies (NGB's), to identify their views on the need for sports hall provision in Bromsgrove. The views of NGBs (representing sports hall sports) who responded are included in Appendix 3. Unfortunately, there were only responses from badminton and gymnastics in relation to sports hall sports.
- 4.62. The key issues are: broadly Badminton England is happy that demand meets supply on Bromsgrove but anticipate a need for a further 53 court hours by 2030. There are 9 key facilities and 11 affiliated clubs. Despite 17.5% of the population having a disability or long-term health condition there are no disability badminton clubs or trained disability coaches in the area, so there is an opportunity for development. There are 2 key gymnastics clubs and the NGB would like to build capacity and demand. Bromsgrove Judo Club has identified the old library building, Stratford Road as somewhere they would potentially like to locate to and become their base.

Sports Halls: Sport England Facility Planning Model (FPM) Summary

- 4.63. Strategic Leisure was provided with Sport England's Facilities Planning Model National Run Report (January 2022 based on National Run data) for sports hall provision in Bromsgrove. The FPM analysis is based on 10 sports hall facilities (excluding HMP Hewell), and the FPM includes strategic size and 1 court sports halls that are on the same site.
- 4.64. For the purposes of the FPM Sport England has used the exact figure of 101,447 for current population and 115,103 for future population in 2040. The 2021 population generates a sports hall demand for 8,211 visits in the weekly peak period of weekday evenings (up to 5 hours per day) and weekend days (up to 7 hours per weekend day). The demand in the peak periods equates to a total demand for 28 badminton courts (with comfort factor included). The FPM states a current supply of 35 courts during this weekly peak period giving a supply demand balance of 7 courts (exceeds demand by this number of courts). The sports hall demand in 2040 is for 9,047 visits in the weekly and weekend peak periods. This demand in the peak periods equates to a total demand for 31 badminton courts (with comfort factor included).

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- 4.65. The FPM states a current supply of 35 courts during this weekly peak period giving a supply demand balance of 4 courts (exceeds demand by this number of courts). However, North Bromsgrove and Ryland are uncomfortably busy approaching 100% usage at peak times. If North Bromsgrove High School and other sites were open for longer hours and at peak periods, this would help achieve the comfort target of 80% occupancy.
- Bromsgrove has a good number of ageing halls on educational sites in good locations but with limited off-peak access.
 - There is plenty of potential spare capacity at peak times if sites were to open for longer
 - There is a high level of imported and exported demand - joint planning with neighbouring local authorities is an important consideration.
 - Only two hall sites are open for the majority of peak times, and these are also the only halls open to any large extent during the off-peak period.
 - Because of the limited opening times of many sites, there is an equivalent of 12 courts' spare capacity during the peak period.
 - Bromsgrove has an ageing supply of sports halls, primarily located on educational sites.
 - Demand in Bromsgrove increases by 10% between 2021 and 2040, with some of this increase located around the proposed housing developments on the boundary with Redditch
 - There is a very high level of car access in the district: around 85% of satisfied demand is from residents who travel by car.
 - Only around 15% of journeys made by Bromsgrove residents to sports halls are on foot or by public transport, despite 40% of the population living within a 20-minute walk of a sports hall.
 - Bromsgrove residents have a very high level of satisfied demand for halls in both years.
 - A third of this satisfied demand is met by suitably located halls outside the district. The majority are in Birmingham South and, increasingly, Redditch halls meeting the demand from Bromsgrove.
 - Unmet demand is very low, with no area of the district having higher levels of unmet demand than any other.
 - Most of the unmet demand is due to residents without access to a car living too far away from a sports hall.
 - Bromsgrove's halls are increasingly well utilised between the runs, although some are operating at an uncomfortably busy 100% used capacity.
- 4.66. A large proportion of used capacity comes from demand in neighbouring local authority areas, notably Birmingham South and Dudley, indicating the importance of sports hall planning across local authority boundaries.
- 4.67. Bromsgrove has a low local share of sports halls because their relative older age makes them less attractive, and the halls have to cater for a net influx of users from outside the district.

Interventions and recommendations from FPM

4.61 The key issues are:

- The reliance on the educational sector to continue to provide community access.
- Offsetting the increasing over-utilisation of certain sites.
- The age and condition of the existing stock.
- The need for joint planning with neighbouring local authorities.

4.62 Suggested interventions are:

- Secure community-use agreements at educational sites. This would apply to all sites, but the most important sites are: Bromsgrove School: the most modern facility, which has the only large, eight court sports hall in the district. It also has two four-court halls, of which one meets the Sport England recommended size. Woodrush Community Hub and Sports Centre: currently open for the maximum peak time hours and one of only two hall sites open during off-peak times. Future sites including the proposed sports hall at Waseley Hills High School which is planned for redevelopment under the Department for Education's Schools Re-Building Programme.
- Encourage certain sites to open for longer. This would include: Sites operating above comfortable capacity, such as North Bromsgrove High School, which operates at 100% used capacity and is open for only 20 hours in the peak period. Sites located close to those that operate above the Sport England 80% comfort factor level, such as Bromsgrove School and South Bromsgrove High School.
- Support the modernisation of existing sites particularly those near to the proposed major housing developments where developer contributions could be secured to help improve sports hall provision.
- Work with neighbouring local authorities to achieve shared strategic objectives: The FPM findings identify the high level of dependence on facilities in other local authority areas to meet demand from residents. Birmingham South and Dudley have a less favourable supply of halls compared to Bromsgrove and rely on Bromsgrove halls to meet some of their residents' demand. Similarly, Bromsgrove residents would benefit from improved provision in these neighbouring local authority areas. Therefore, collaboration to look at increasing capacity and/or investment into improving the existing supply would be a mutually beneficial strategic and longer-term intervention. Working with Redditch Brough Council re the proposed housing developments on the boundary with Bromsgrove would be beneficial for securing developer contributions towards improving nearby sports hall provision, for example, at Abbey Stadium.

4.63 The full and detailed FPM report is included at Appendix 8.

4.64 In the context of the FPM findings summarised above, 4 of the schools did not engage in the consultation process as they did not respond to the survey and therefore the need to engage with the schools to explore opportunities to maximise community use is a key action for Bromsgrove District Council.

Sports Halls: Supply and Demand Analysis

4.65 Tables 21 summarises the overall supply and demand analysis for sports halls in Bromsgrove.

Table 21: Summary Analysis – Sports Hall and Activity Hall Supply and Demand

Facility Type	Assessment Findings
Sports Halls	
Quantity	The supply analysis identifies that Bromsgrove has a total of 11 sports halls (strategic size 3+ courts) (refer to Map 1). The sports halls are provided across 9 sites. Although there is a good supply of sports halls, the majority are on educational sites without formal dual use agreements.
Quality	Sports halls in Bromsgrove are ageing and in need of replacement refurbishment in the future. They have an average age of 35 years in 2022 and if there are no replacement sports halls, this will be 54 years by 2040.
Accessibility	Although there is a good supply of sports halls in Bromsgrove, only the Ryland Centre is available for daytime use and facilities available on school sites are mainly not available during peak periods. North Bromsgrove High School for example is only available for community use for 20 hours per week. Pay and play is only available at 3 sports halls – Ryland, Waseley Hills and Woodrush.
Availability	In Bromsgrove there is a high level of sports hall and activity hall provision. However, the majority of sports halls are on education sites, providing for sports club/association use, not pay and play access. The limited daytime access to sports hall provision highlights the importance of the community centres which are available during the day for clubs and pay and play use, particularly for the older population, or those without private transport.

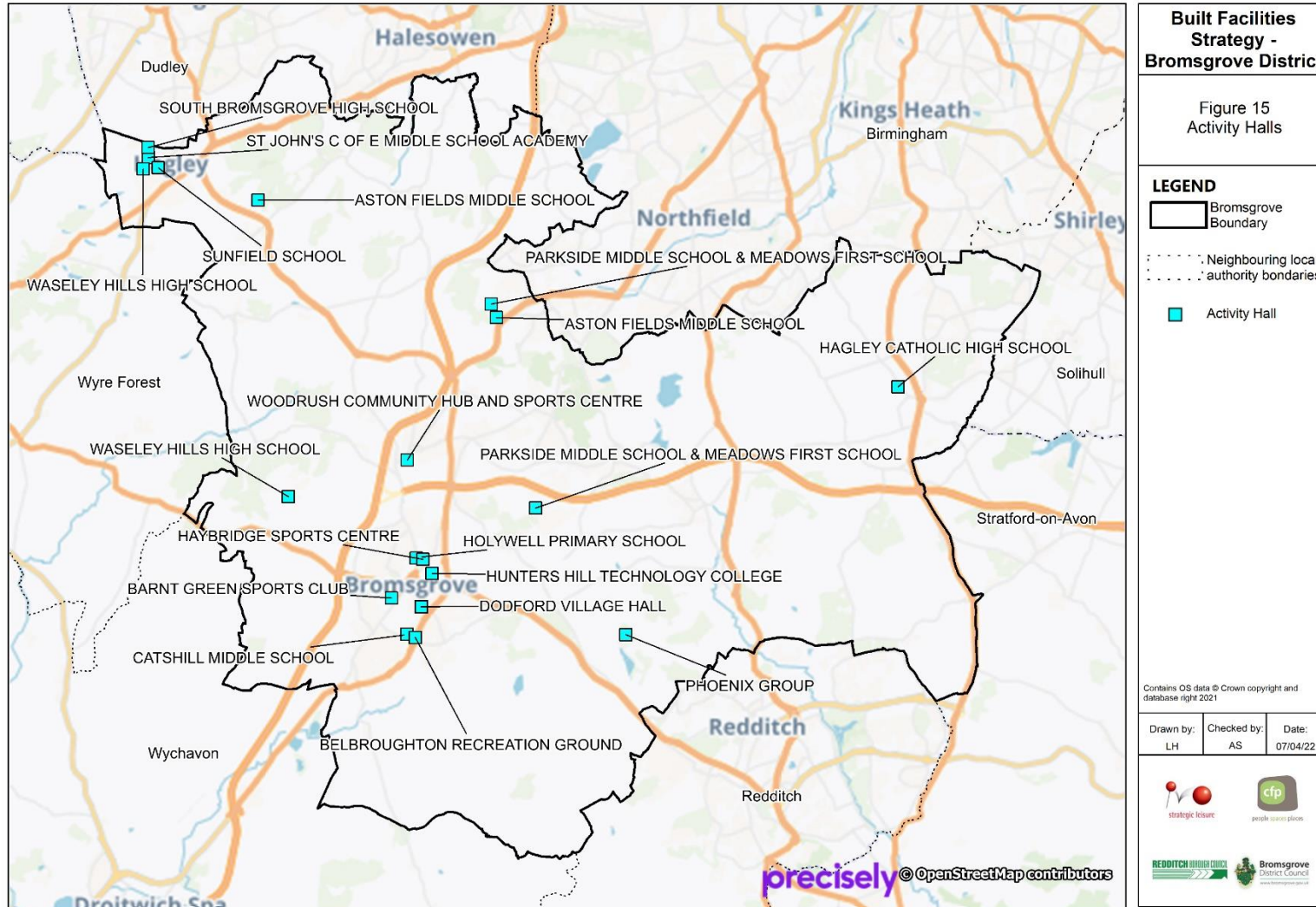
Activity Halls – Supply

4.66 Map 4 shows the locations of the Activity Halls in Bromsgrove. There are 19 Activity Halls, 5 of these halls have been included in the strategic sports hall sites. 1 of Waseley Hills School activity halls has been included in Table 22 below because it is not 1 badminton court size. There are therefore 14 additional halls. The activity halls are not included in the brief for this study in terms of an audit, however the importance of activity halls in a community should not be underestimated. These halls provide important local spaces for numerous sports and leisure activities and are often much more accessible for those living in rural communities.

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Map 4: Location map of Activity Halls in Bromsgrove



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4.67 15 of the 19 activity halls listed in Table 22 are located on school sites and therefore the majority of these halls will not be available for daytime use.

Table 22: Supply of Activity Halls in Bromsgrove (not linked to strategic sports hall sites)

Site Name	Post Code	Facility Type	Facility Sub Type	No. of badminton courts	Access Type	Ownership Type	Management Type	Year Built	Refurbished
Aston Fields Middle School	B60 2ET	Sports Hall	Activity Hall	1	Sports Club / Community Association	Community school	School/College/University (in house)	1986	
Aston Fields Middle School	B60 2ET	Sports Hall	Activity Hall	1	Sports Club / Community Association	Community school	School/College/University (in house)	1971	
Barnt Green Sports Club	B45 8LR	Sports Hall	Activity Hall	2	Sports Club / Community Association	Sports Club	Sport Club	1970	
Belbroughton Recreation Ground	DY9 9TJ	Sports Hall	Activity Hall	1	Sports Club / Community Association	Other	Trust	1982	
Catshill Middle School	B61 0JW	Sports Hall	Activity Hall	1	Sports Club / Community Association	Community school	School/College/University (in house)	1960	
Dodford Village Hall	B61 9DD	Sports Hall	Activity Hall	0	Sports Club / Community Association	Community Organisation	Community Organisation	1973	
Hagley Catholic High School	DY8 2XL	Sports Hall	Activity Hall	1	Sports Club / Community Association	Academies	School/College/University (in house)	1965	
Haybridge Sports Centre	DY8 2XS	Sports Hall	Activity Hall	1	Registered Membership use	Foundation School	School/College/University (in house)	1965	
Holywell Primary School	B45 9EY	Sports Hall	Activity Hall	0	Private Use	Community school	School/College/University (in house)	2000	
Hunters Hill Technology College	B60 1QD	Sports Hall	Activity Hall	2	Private Use	Community Special School	School/College/University (in house)	2007	

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Site Name	Post Code	Facility Type	Facility Sub Type	No. of badminton courts	Access Type	Ownership Type	Management Type	Year Built	Refurbished
Parkside Middle School and Meadows First School	B61 0AH	Sports Hall	Activity Hall	2	Sports Club / Community Association	Community school	Private Contractor (PPP/PFI)	2008	
Parkside Middle School and Meadows First School	B61 0AH	Sports Hall	Activity Hall	1	Sports Club / Community Association	Community school	Private Contractor (PPP/PFI)	2008	
Phoenix Group	B47 6WG	Sports Hall	Activity Hall	2	Private Use	Industry (for employees)	Commercial Management	1990	Yes
South Bromsgrove High School	B60 3NL	Sports Hall	Activity Hall	1	Sports Club / Community Association	Academy Convertors	School/College/University (in house)	2007	No
St John's C Of E Middle School Academy	B61 7DH	Sports Hall	Activity Hall	1	Private Use	Academies	School/College/University (in house)	1965	No
Sunfield School	DY9 9PB	Sports Hall	Activity Hall	2	Private Use	Independent School approved for SEN Pupils	School/College/University (in house)	1930	No
Waseley Hills High School	B45 9EL	Sports Hall	Activity Hall	0	Private Use	Academies	School/College/University (in house)	1936	No
Waseley Hills High School	B45 9EL	Sports Hall	Activity Hall	1	Sports Club / Community Association	Academies	School/College/University (in house)	2000	No
Woodrush Community Hub And Sports Centre	B47 5JW	Sports Hall	Activity Hall	1	Sports Club / Community Association	Academies	School/College/University (in house)	1976	No

Agenda Item 9

Community Halls

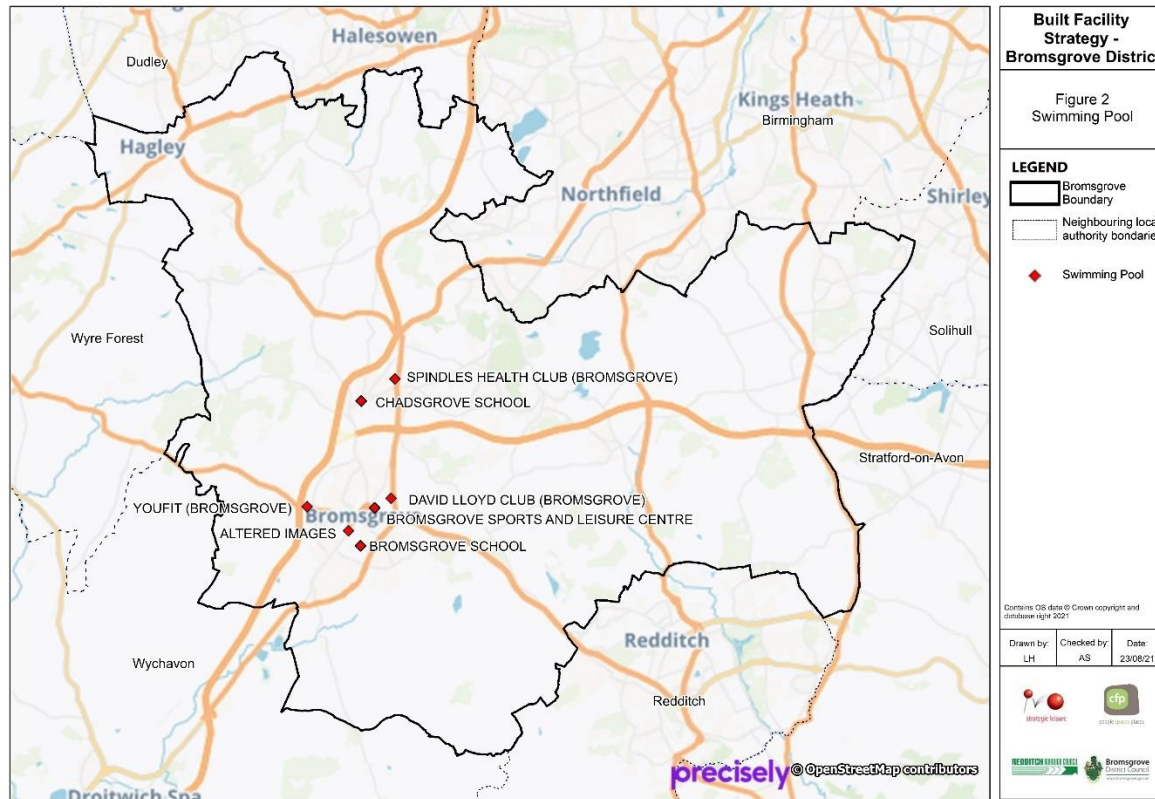
- 4.68 It is important to highlight that this Strategy is not just about formal sports facility provision, but also looks at opportunities for increased use of informal places and spaces. Increased use of outdoor sports facilities and playing pitches, open spaces, parks, recreation grounds, and community halls also has significant potential to contribute to increasing levels of participation in physical activity at a very local level, and to addressing rising levels of obesity and other health inequalities.
- 4.69 Community halls can be used for sport and physical activity even if they are not purpose designed nor marked for such use and can often provide an introductory experience of sport and physical activity, or a more accessible option for those who are older, have no access to private transport, or who have commitments which make it hard for them to travel to formal facilities.
- 4.70 As well as activity halls, there is a range of other community halls/centres, provided by churches, community associations, etc. These are available for community use (however, usually groups/association/private run classes/sessions) but provide for far more than sport and physical activity. Typically, community halls will also be hired for dance classes, arts/crafts events and programmes, events meeting and social gatherings.
- In addition, there are other community halls that offer sport and physical activity such as village halls. There is already some sport and physical activity being delivered in community halls across Bromsgrove; there is an opportunity to increase awareness of this and to extend it, particularly where there are halls available, but no current physical activities taking place and there is community access.

Swimming Pools

Swimming Pools: Quantity

4.72 There are 9 pools in Bromsgrove at 7 sites with 2 pay and play swimming pools at 1 site which is the Bromsgrove Sports and Leisure Centre. The remaining 7 pools are a mix of commercial operation and educational use.

Map 5: Location of all Swimming Pools in Bromsgrove



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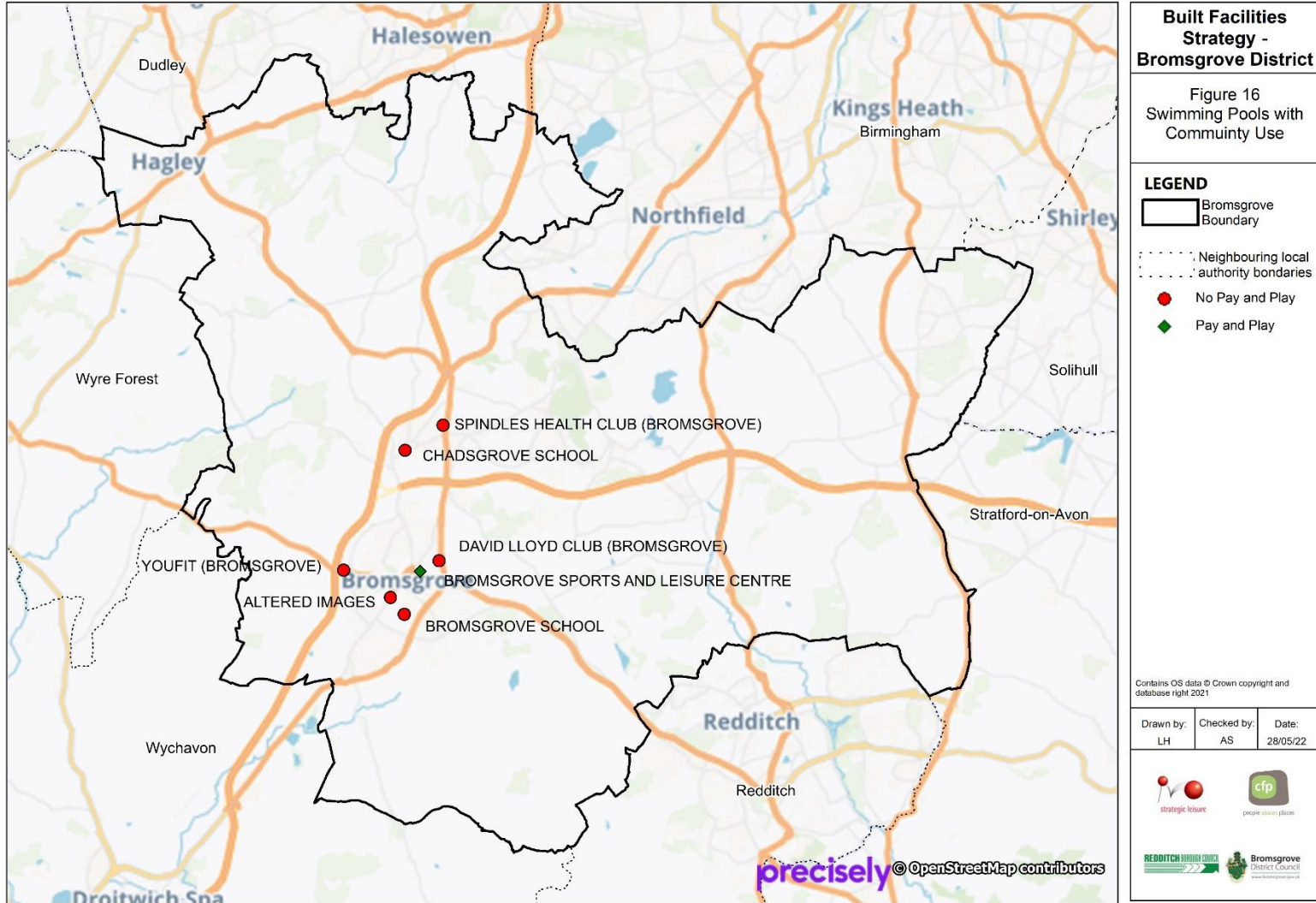
Table 23: Swimming Pools in Bromsgrove

Site Name	Post Code	Facility Type	Facility Sub Type	Lanes	Length	Access Type	Ownership Type	Management Type	Pay and Play Community use (✓)	Year Built	Refurbished
Altered Images	B61 7AG	Swimming Pool	Learner/Teaching/ Training	0	8m	Registered Membership use	Commercial	Commercial Management		1991	No
Bromsgrove School	B61 7DU	Swimming Pool	Main/General	4	25m	Sports Club / Community Association	Other Independent School	School/College/University (in house)		1989	Yes
Bromsgrove Sports and Leisure Centre	B60 1AY	Swimming Pool	Main/General	6	25m	Pay and Play	Local Authority	Commercial Management	✓	2017	No
Bromsgrove Sports and Leisure Centre	B60 1AY	Swimming Pool	Learner/Teaching/ Training	0	20m	Pay and Play	Local Authority	Commercial Management	✓	2017	No
Chadsgrove School	B61 0JL	Swimming Pool	Learner/Teaching/ Training	0	10m	Private Use	Community Special School	School/College/University (in house)		2000	No
David Lloyd Club (Bromsgrove)	B60 1GJ	Swimming Pool	Main/General	6	25m	Registered Membership use	Commercial	Commercial Management		2002	Yes
David Lloyd Club (Bromsgrove)	B60 1GJ	Swimming Pool	Lido	1	20m	Registered Membership use	Commercial	Commercial Management		2002	Yes
Spindles Health Club (Bromsgrove)	B61 0JB	Swimming Pool	Main/General	2	18m	Registered Membership use	Commercial	Commercial Management		1990	Yes
Youfit (Bromsgrove)	B61 9AB	Swimming Pool	Learner/Teaching/ Training	0	13m	Registered Membership use	Commercial	Commercial Management		1991	No

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Map 6: Location of pay and play pool in Bromsgrove



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

Table 24: Analysis of Swimming Pool Supply in Bromsgrove

	No of Pools	No of sites
Total Number of Pools	9	7
Community Use Swimming Pools (pay and play and sports clubs/community associations)	2	1
Main Pools	4	4
Learner Pools	4	4
Diving Pools	0	0
Leisure pools	0	0
Education Sector (Sports Clubs and Associations)	2	2
Private Sector/Other	5	4
Lido	1	1

Swimming Pools: Quality

4.74 Detailed quality assessments have been undertaken on the 2 Bromsgrove District Council pools in the district; these are summarised in Appendix 2 (2a – 2d) and Table 25.

Table 25: Summary Qualitative Assessments- Swimming Pools

Facility	Overall Quantitative Score for Facility %	Qualitative Score for Swimming Pool	Need for Investment-Overall Facility
Bromsgrove Sports and Leisure Centre	86%	Excellent	Minimal Built 2017
Bromsgrove Sports and Leisure Centre	86%	Excellent Teaching pool available for lessons/parent and toddler swimming etc	Minimal

4.75 Bromsgrove District Council's swimming pools are of excellent quality.

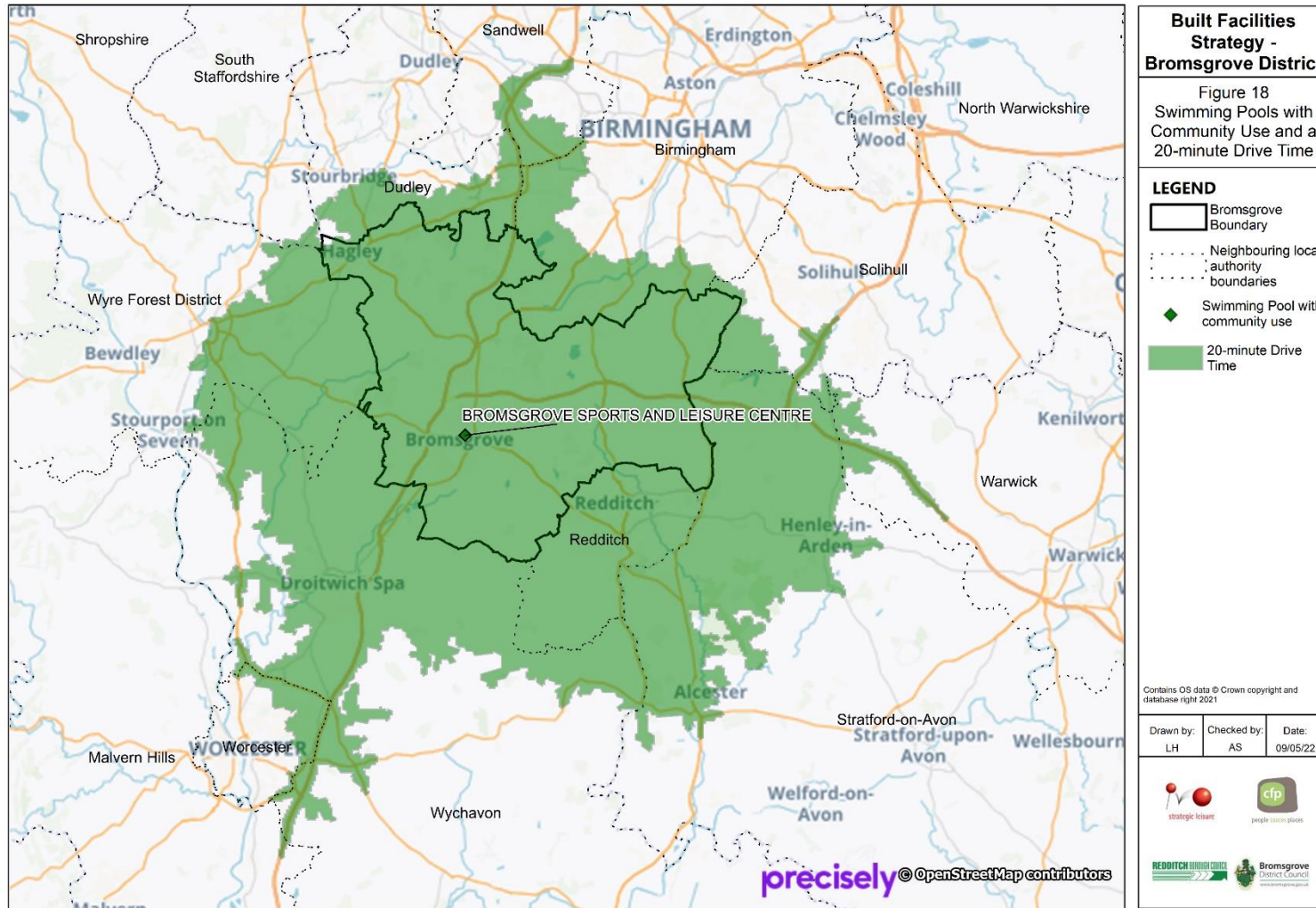
Swimming Pools: Accessibility

- 4.76 The drive time catchment area is 20 minutes travel time. It is also important to ensure that pools are as accessible as possible to those walking or using public transport. As a guide, Sport England recommend that catchment areas should be 10-minute walk time, and/or a 20-minute drivetime (private car). Clearly it is not possible to provide a swimming pool within 10 minutes' walk time of all residents.
- 4.77 The findings in the FPM for Bromsgrove are that 85% of all visits to pools are by car, with 15% of visits by walking visits by public transport. The ageing of the resident population between 2021 and 2040 will influence the demand for swimming pools. It can mean that there are fewer people in the main age bands for swimming participation in 2040 than in 2021. (The swimming pool participation and frequency rates by age and gender are set out in Appendix 3 of the FPM.) Therefore, the increase in demand for swimming from population growth to 2040 is then offset by the ageing of the much larger resident population. The modelling assumes the participation rate and frequency of swimming participation therefore remain constant.
- 4.78 Accessibility to the existing pay and play access pools site is challenging for those who live outside of the town centre, although public transport is better from rural areas to the town centre than elsewhere in the district. There are therefore time, cost and travel barriers for some people living in the district in terms of access to swimming. Given swimming is a life skill, learning to swim is important.

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Map 7: Swimming Pool with Pay and Play Catchment areas in Bromsgrove (20 mins drive time)



Swimming Pools: Availability

- 4.79 In terms of increasing community access to pools in Bromsgrove, there are limited options. Improved access for the public to Bromsgrove School swimming pool would be beneficial. Bromsgrove Sports and Leisure Centre can accommodate the full range of swimming activities of learn to swim, public recreational swimming, lane swimming and fitness swimming activities, and swimming development through clubs.

Swimming Pools: National Governing Bodies

- 4.80 Consultation was undertaken with Swim England, to identify their views on the need for swimming pool provision in Bromsgrove. The views of Swim England are provided in Appendix 3, and below:
- 4.81 Bromsgrove LC now provides the only community accessible pay and play facility for the district, so ensuring good relationships are maintained with the commercial operators to give customers reasonable membership prices at the membership facilities is a prime concern for Swim England.

4.82 The current water provision is able to meet the demand at present. Moving forward, population growth or planned housing developments may mean that further investigation would be needed into the amount of water provision required.

Swimming Pools: Sport England Facility Planning Model (FPM)

- 4.83 Strategic Leisure was provided with Sport England's Facilities Planning Model National Run Report (January 2022) for swimming pool provision in Bromsgrove.

Summary of FPM

- 4.84 Bromsgrove residents have a good supply of accessible swimming pools to meet demand in both 2021 and 2040, although a significant proportion of this demand is met by pools in neighbouring local authority areas. Bromsgrove swimming pools meet the demand of a high proportion of non-residents, where approximately one in three visits to a Bromsgrove pool is imported. Over half the imported visits are from Redditch. Therefore, there is a high degree of imported and exported demand, and cross-boundary planning for pool provision will be important.
- 4.85 In 2021, Bromsgrove Sports and Leisure Centre has 100% used capacity and is therefore uncomfortably busy. This will be even more acute in 2040 when nearly a quarter of the demand for the pool will be forced to choose other pools to meet their demand. There is some spare capacity within the existing supply to potentially offset the high utilisation at Bromsgrove Sports and Leisure Centre.

4.86 Some key findings that underpin the headline strategic overview are as follows:

1. There is no change in the capacity of swimming pools between 2021 and 2040, but the facilities do age and become less attractive. There is spare capacity in both runs, which could increase the pool supply in the peak period by up to 182 sqm of water.
2. Demand for swimming pools increases by 11% between 2021 and 2040 and equates to 115 sqm of additional water space. The proposed new housing growth areas in 2040 generate increased demand in areas with little demand in 2021.
3. There is good accessibility to pools in the district.
4. Bromsgrove has a very high level of satisfied demand in both 2021 and 2040. Of this satisfied demand, approximately 37% is from residents of Bromsgrove using pools located in neighbouring local authority areas.
5. Unmet demand is low across the district and there is little justification for new pool provision.
6. The overall used capacity of Bromsgrove pools is above the Sport England defined comfort level of 70%. At the fully utilised Bromsgrove Sport and Leisure Centre, demand is having to be redistributed to other pools by 2040.
7. There is a very high level of imported demand, particularly from Redditch.

Interventions and Recommendations from FPM

- Between 2021 and 2040, the existing pools become less attractive to residents. Bromsgrove Sports and Leisure Centre, the most modern facility, will have even more demand placed on it. This will result in over-utilisation and residents not being able to access their pool of choice. Refurbishment or replacement of the other pool sites should be supported where possible.
- There is some spare capacity in the existing supply, notably at Bromsgrove School, which is only open for half the peak-time hours. Encouraging/supporting the school to increase its opening times could help offset some of the over-utilisation of Bromsgrove Sports and Leisure Centre. This may involve a major change in the management approach at the school moving towards a pay and play type operation. There may be an opportunity to facilitate this increase in capacity if the investment of developer contributions were made available to upgrade community facilities to meet the new housing growth demand.

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- The pool situation in Redditch (highlighted in the Redditch FPM report) means many Redditch residents are travelling to pools in Bromsgrove, making them busier than they would be otherwise. Implementing the recommendations to address the need for additional pool provision will go some way to alleviate the additional pressure on Bromsgrove’s swimming pools. For example, re-opening Kingsley Sports Centre in Redditch does contribute to some reduction in use of the Bromsgrove swimming pools.
- A significant proportion of Bromsgrove residents use pools in Birmingham South. Working with Birmingham City Council is recommended to review its pool provision situation and future planning for swimming pools, which may justify additional pool provision.
- Refurbishment and/or replacement of pools needs to be considered by 2040 but no additional pool provision is required.

4.87 Tables 26 summarises the overall supply and demand analysis for swimming pools in Bromsgrove.

Table 26: Summary Analysis – Swimming Pool Supply and Demand

Facility Type	Assessment Findings
Swimming Pools	
Quantity	There are 9 pools across 7 sites, but only 2 of these (which are on the same site) are accessible to the public on a pay and play basis – the main pool and learner pool at Bromsgrove Sports and Leisure Centre.
Quality	The pay and play swimming pools at BSLC are rated as excellent.
Accessibility	2 pools are owned by Bromsgrove District Council, 5 pools are privately run, 2 are located on education sites and therefore accessibility is limited in terms of hours available during the day for school sites and potentially on cost for the private pools or that membership is required. BSLC is located centrally in the town centre nearest to the main population.
Availability	Only BSLC offers a full programme of swimming activities and whilst other pools such as Bromsgrove School offers the pool for community hire, none of the other pools offer pay and play access. Used capacity at BSLC is at 100% and therefore at times would feel uncomfortable – Sport England guidance is 70%.

Health and Fitness Facilities

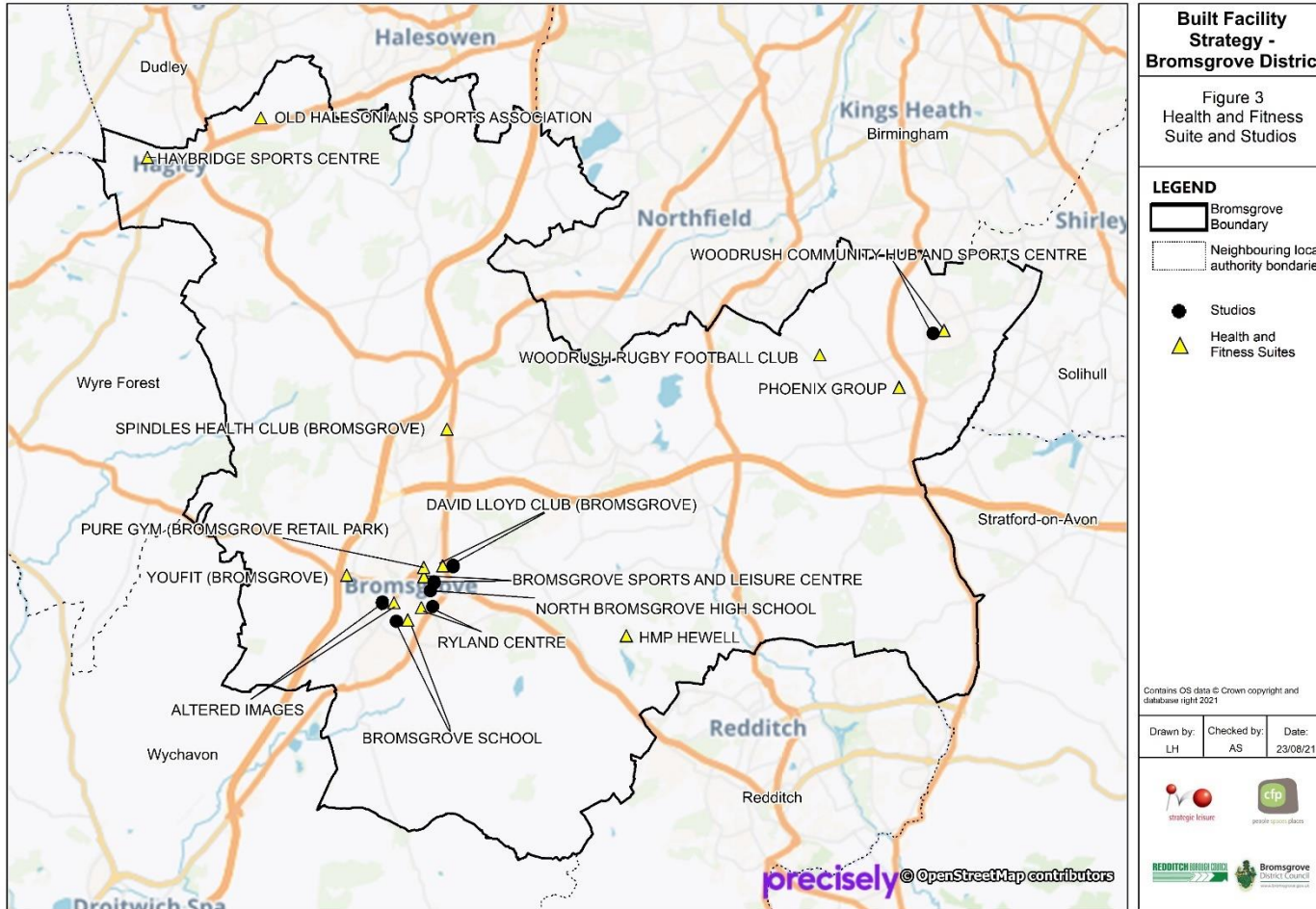
Health and Fitness: Quantity

- 4.88 A station is a piece of static fitness equipment; health and fitness centres with over 20 stations are generally able to make a more attractive offer to both members and pay and play users.
- 4.89 The 2019 state of UK Industry report reveals that the membership penetration rate is 15.6%, so one in every 7 people over the age of 16 in the UK is a member of a gym.
- 4.90 The supply analysis identifies that overall, there are 15 health and fitness suites in Bromsgrove. In total, the fitness suites provide 930 fitness stations. All fitness suite facilities require some form of payment/membership payment before use, and an induction is required, although there is some pay and play available at the local authority owned facilities.
- 4.91 There is a very good amount of fitness suite provision in Bromsgrove. 1 is owned by Bromsgrove District Council and managed and operated by Everyone Active (Bromsgrove Sports and Leisure Centre); 1 is owned by Worcestershire County Council and managed and operated by Sandwell Leisure Trust (Ryland Centre); 3 are privately run gyms (HMP Hewell (2) and Phoenix Group), 8 fitness suites require registered membership and are commercially managed (including 3 based at schools); and there are 2 very small fitness suites (less than 20 stations) based at sports clubs.
- 4.92 All fitness suite facilities in the district are shown in Table 27 and illustrated in Map 8.

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Map 8: Location of Health and Fitness Facilities and Studios in Bromsgrove



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Table 27: Fitness Facilities (Fitness Suites) in Bromsgrove

Site Name	Post Code	Facility Type	Stations	Access Type	Ownership Type	Management Type	Pay and Play Community use (✓)	Year Built	Refurbished
Altered Images	B61 7AG	Health and Fitness Gym	122	Registered Membership use	Commercial	Commercial Management		1991	Yes
Bromsgrove School	B61 7DU	Health and Fitness Gym	32	Registered Membership use	Other Independent School	School/College/University (in house)		1989	Yes
Bromsgrove Sports and Leisure Centre	B60 1AY	Health and Fitness Gym	100	Registered Membership use	Local Authority	Commercial Management	✓	2017	No
David Lloyd Club (Bromsgrove)	B60 1GJ	Health and Fitness Gym	119	Registered Membership use	Commercial	Commercial Management		2002	Yes
Haybridge Sports Centre	DY8 2XS	Health and Fitness Gym	20	Registered Membership use	Foundation School	School/College/University (in house)		1999	Yes
HMP Hewell	B97 6QS	Health and Fitness Gym	90	Private Use	Government	Other		1980	Yes
HMP Hewell	B97 6QS	Health and Fitness Gym	25	Private Use	Government	Other		2015	No
Old Halesonians Sports Association	DY9 9JP	Health and Fitness Gym	8	Sports Club / Community Association	Commercial	Sport Club		1960	Yes
Phoenix Group	B47 6WG	Health and Fitness Gym	50	Private Use	Industry (for employees)	Commercial Management		1990	Yes

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Site Name	Post Code	Facility Type	Stations	Access Type	Ownership Type	Management Type	Pay and Play Community use (✓)	Year Built	Refurbished
Pure Gym (Bromsgrove Retail Park)	B61 0DD	Health and Fitness Gym	220	Registered Membership use	Commercial	Commercial Management		2019	No
Ryland Centre	B60 2JS	Health and Fitness Gym	44	Registered Membership use	Local Authority	Trust	✓	2013	No
Spindles Health Club (Bromsgrove)	B61 0JB	Health and Fitness Gym	28	Registered Membership use	Commercial	Commercial Management		1990	Yes
Woodrush Community Hub and Sports Centre	B47 5JW	Health and Fitness Gym	40	Sports Club / Community Association	Academies	School/College/University (in house)		2008	Yes
Woodrush Rugby Football Club	B38 0EL	Health and Fitness Gym	7	Sports Club / Community Association	Sports Club	Sports Club		2000	No
Youfit (Bromsgrove)	B61 9AB	Health and Fitness Gym	25	Registered Membership use	Commercial	Commercial Management		1991	Yes

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- 4.93 Bromsgrove District Council provides approximately 9% (100) of the overall supply of 930 fitness stations in the Bromsgrove area. There are 4 fitness suites with over 100 stations. Commercially operated fitness suites require registered membership and operate pre-registered, pre-paid/DD membership schemes. The local authority fitness facilities also operate on this basis in Bromsgrove but also offer pay as you go facilities.
- 4.94 Analysis of the overall supply of fitness suites is summarised in Table 28:

Table 28: Analysis of overall Fitness Suite Provision in Bromsgrove

Total Fitness Suites	15
Total Fitness Stations	930
Pay and Play Fitness Suites	2
Pay and Play / No. of Fitness Stations	144
Registered Membership Fitness Suites	8
Registered Membership no. of Fitness Stations	606
Private use Fitness Suites (HMP Hewell (2) and Phoenix Group)	3
Private use no. of Fitness Stations	165
Sports club Fitness Suites	2
Sports Club no. of Fitness Stations	15

Table 29: Summary of Fitness Suite Size

Number of Fitness Stations	No. Fitness Suites
150+	1
100 - 149	3
50 - 99	2
30 - 49	3
29 or less	6

- 4.91 The supply of community access fitness suites is shown on Map 8.

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Health and Fitness: Quality

- 4.95 Quality assessments have been undertaken at health and fitness facilities where access was possible. These quality audits are summarised in Appendix 2 (2a – 2d) and Table 30. Unfortunately, it was not possible to undertake detailed quality audits on all existing facilities, as commercial operators often do not want these to be undertaken, and access to schools was difficult. Therefore, a visual check of these has been undertaken online and has been combined with knowledge of the commercial sector nationally.
- 4.96 The visual check highlights that overall, the quality of the commercial facilities is very good as is generally the case. All have up to date fitness stations, are well-designed and planned facilities, with good quality changing facilities.

Table 30: Summary Qualitative Assessments - Health and Fitness Facilities (fitness suites and studios) – HMP Hewell and Phoenix group removed as not accessible to general public

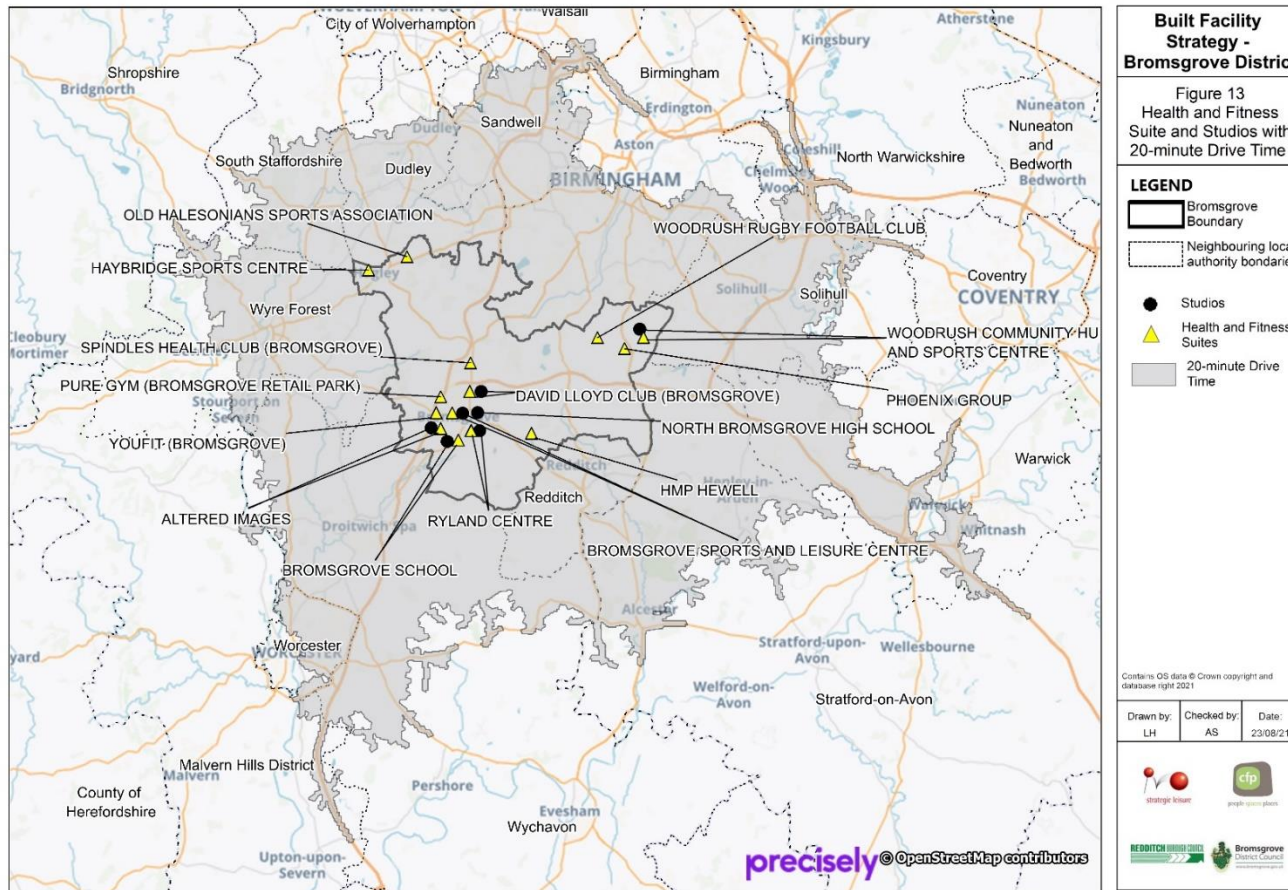
	Overall Quantitative Score for Facility %	Qualitative Score for Health and Fitness Suite	Need for Investment- Overall Facility
Altered Images	-	Excellent	Minimal
Bromsgrove School	-	Good	Minimal
Bromsgrove Sports and Leisure Centre	86%	Excellent	Minimal
David Lloyd Club (Bromsgrove)	-	Excellent	Minimal
Haybridge Sports Centre	-	Average	Moderate
Old Halesonians Sports Association	-	Average	Moderate
Pure Gym (Bromsgrove Retail Park)	-	Excellent	Minimal
Ryland Centre	57%	Average	Moderate
Spindles Health Club (Bromsgrove)	-	Good	Minimal
Woodrush Community Hub and Sports Centre	-	Good	Minimal
Woodrush Rugby Football Club	-	Average	Moderate
Youfit (Bromsgrove) Holiday Inn	-	Average	Moderate

- 4.84 The quality of the community access health and fitness facilities is ranges from average to excellent.

Health and Fitness: Accessibility

4.97 It is clear from Map 8 that the majority of fitness facilities are in Bromsgrove town centre area with some located around the edges of the district. The facilities are all within a 20-minute drive time catchment of a community accessible fitness suite. It is important to ensure that fitness suites are as accessible as possible to those walking or using public transport. Commercial fitness facilities are driven by, and rely on, market demand.

Map 9: Community access Fitness Suites and studios within a 20-minute drive time catchment area



Health and Fitness: Availability

- 4.98 Of the existing fitness provision in Bromsgrove the commercial sector (private and registered membership) provides 564 of the 815 stations (69%), 87 of the stations (11%) are provided by the sports club sector, and 164 (20%) by the local authority (managed by Everyone Active, Ryland Centre Trust).
- 4.99 It is important to highlight that the existing commercial sector fitness suite provision in Bromsgrove comprises a mixture of private fitness companies and public sector providers, and therefore costs are very competitive which means the price of memberships is generally lower because of this competition and therefore more affordable. Appendix 9 includes all the fitness suites in Bromsgrove.

Fitness Studios

Fitness Studios: Quantity

- 4.100 There are 12 studios in Bromsgrove, as identified through Sport England Active Places across 7 sites. These are provided as part of a health and fitness offer within facilities. Studios provide a space in which a range of aerobic, fitness and dance classes plus activities such as yoga and Pilates, can take place as well as martial arts, and boxing. Although requiring some specialist equipment for martial arts and boxing, it is also possible to do a form of these activities in an informal space such as a community hall. Informal halls can also accommodate a range of fitness and dance classes. Informal halls are discussed in the Sports Hall and activity hall section of this assessment.
- 4.101 The studios assessed in this report are multi-purpose studios (no specific size), not those with fixed equipment, or only one use e.g., spinning.
- 4.102 Many community hall facilities are used by dance schools, and the smaller halls often available on education sites have significant potential to be used for fitness classes as do village halls.
- 4.103 Map 8 shows studios as part of the overall health and fitness offer in Bromsgrove.
- 4.104 The overall provision of studios in Bromsgrove is summarised in Table 31, with community access studios highlighted in bold.

Bromsgrove District Council

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Table 31: Fitness Studios in Bromsgrove

Site Name	Post Code	Facility Type	Access Type	Ownership Type	Management Type	Pay and Play Community use (✓)	Year Built	Refurbished
Altered Images	B61 7AG	Studio	Registered Membership use	Commercial	Commercial Management		1991	Yes
Altered Images	B61 7AG	Studio	Registered Membership use	Commercial	Commercial Management		1991	Yes
Bromsgrove School	B61 7DU	Studio	Sports Club / Community Association	Other Independent School	School/College/University (in house)		2012	No
Bromsgrove Sports and Leisure Centre	B60 1AY	Studio	Pay and Play	Local Authority	Commercial Management	✓	2017	No
Bromsgrove Sports and Leisure Centre	B60 1AY	Studio	Pay and Play	Local Authority	Commercial Management	✓	2017	No
Bromsgrove Sports and Leisure Centre	B60 1AY	Studio	Pay and Play	Local Authority	Commercial Management	✓	2017	No
David Lloyd Club (Bromsgrove)	B60 1GJ	Studio	Registered Membership use	Commercial	Commercial Management		2002	Yes
David Lloyd Club (Bromsgrove)	B60 1GJ	Studio	Registered Membership use	Commercial	Commercial Management		2002	Yes
North Bromsgrove High School	B60 1BA	Studio	Sports Club / Community Association	Community school	Private Contractor (PPP/PFI)		2007	No
Ryland Centre	B60 2JS	Studio	Pay and Play/Registered Membership use	Local Authority (County Council)	Trust	✓	2013	No
Ryland Centre	B60 2JS	Studio	Pay and Play/Registered Membership use	Local Authority (County Council)	Trust	✓	2013	No
Woodrush Community Hub and Sports Centre	B47 5JW	Studio	Sports Club / Community Association	Academies	School/College/University (in house)	✓	2008	Yes

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4.105 The analysis of the overall studio supply in Bromsgrove is as follows:

Table 32: Analysis of overall Studio Supply – Bromsgrove

Total Studios	12
Total number of sites with studios	7
Pay and Play Community Access Studios	6
Commercial Sector Studios	4
Education Sector Studios	2

Fitness Studios: Quality

06 Detailed quality assessments have been undertaken on all Bromsgrove District Council studios. Unfortunately, it was not possible to undertake personal detailed quality audits on all existing facilities, as commercial operators often do not want these to be undertaken, and access to schools was difficult. Therefore, a visual check of these has been undertaken online and has been combined with knowledge of the commercial sector nationally. These are summarised in Appendix 2 and Table 33.

Table 33: Summary of Quality Assessments Studios in Bromsgrove

	Overall Quantitative Score for Facility %	Qualitative Score for Health and Fitness Studios	Need for Investment- Overall Facility
Altered Images	-	Excellent	Minimal
Altered Images	-	Excellent	Minimal
Bromsgrove School	-	Good	Minimal
Bromsgrove Sports and Leisure Centre	86%	Excellent	Minimal
Bromsgrove Sports and Leisure Centre	86%	Excellent	Minimal
Bromsgrove Sports and Leisure Centre	86%	Excellent	Minimal
David Lloyd Club (Bromsgrove)	-	Excellent	Minimal
David Lloyd Club (Bromsgrove)	-	Excellent	Minimal

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	Overall Quantitative Score for Facility %	Qualitative Score for Health and Fitness Studios	Need for Investment- Overall Facility
North Bromsgrove High School	-	Good	Minimal
Ryland Centre	57%	Average	Moderate
Ryland Centre	57%	Average	Moderate
Woodrush Community Hub and Sports Centre	-	Good	Minimal

4.107 The quality of studios is generally good to excellent with a number of facilities having been refurbished recently

Fitness Studios: Accessibility

4.108 Health and fitness facilities are located mainly in the town centre in Bromsgrove. Most studios are part of an overall fitness offer, i.e. fitness suite and studio(s) with two commercial facilities offering more than one studio.

4.109 It is clear from Map 8 that all Bromsgrove residents currently have access to a studio within a 20-minute drive time catchment. It is also important to ensure that studios are as accessible as possible to those walking or using public transport.

4.110 Existing community access fitness facilities are mainly situated in the town centre of Bromsgrove. In addition to the community access studios, there are other studios (commercial/on education sites) which are also used by residents; overall there is a good/excellent stock of provision in Bromsgrove, but they are not all accessible to all local residents if they do not have access to a car or public transport.

Fitness Studios: Availability

- 4.111 A comprehensive programme of fitness classes is available on the 7 sites of the studios, and other sporting activities are offered at the community access facilities.
- 4.112 Some commercial operators have membership rates comparable or higher than those at the Bromsgrove District Council owned leisure centre.
- 4.113 In addition to the purpose-built studio facilities in Bromsgrove, there are a number of multi-purpose halls, community centres/village halls; these are also used for activities which could also take place in a studio e.g., aerobics, dance, pilates, yoga etc. Many personal trainers also use village halls as a venue for exercise.

Supply and Demand Analysis: Health and Fitness and Studios

Table 34: Summary Analysis – Health and Fitness Supply and Demand

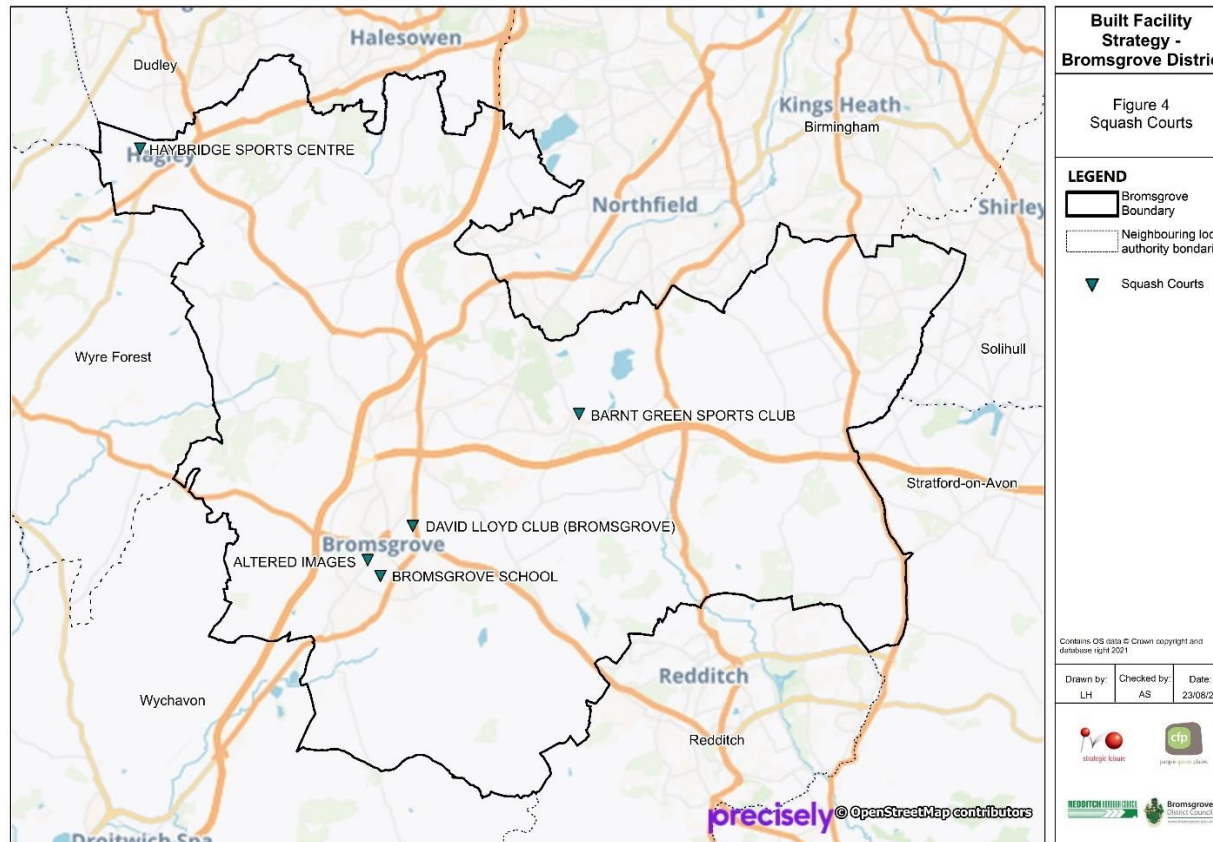
Facility Type	Assessment Findings
Health and Fitness (Fitness Suites and Studios)	
Quantity	<p>There are 15 fitness suites in Bromsgrove, with a total of 930 fitness stations. 1 facility is owned by Bromsgrove District Council and is managed by Everyone Active on its behalf and provides 100 of the 930 fitness stations in Bromsgrove. There are 12 studios in Bromsgrove over 7 sites, 6 of which have pay and play community access.</p> <p>Supply and Demand Analysis</p> <p>The existing commercial sector fitness suite provision in Bromsgrove is used by residents. The commercial fitness suites vary in type, and some are considered high end fitness companies. Membership costs are often comparable with community facilities, except David Lloyd which is likely to be significantly higher. The assessment of need (See Appendix 10) includes the commercial facilities, as ‘community access’ on the basis of ‘affordability’ and includes all audited fitness facilities.</p> <p>Current Supply and Demand</p> <p>There are currently 15 fitness centres with 9 fitness centres providing 30 or more fitness stations. There are 930 fitness stations in total in the district - after removing fitness suites less than 20 stations and those without public access, there are 750 publicly accessible fitness stations. There is a calculated demand of 376 stations which gives a current over supply of 374 fitness stations. See Appendix 10.</p> <p>Although there is an oversupply of fitness stations in Bromsgrove, it is important to retain community access and affordable fitness stations.</p>

Squash

Squash: Quantity

4.114 There are 10 squash courts in total. 4 public pay and play accessible squash courts at Bromsgrove School (2) and Haybridge High School (2), 4 courts are run commercially, and there are 2 courts at Barnt Green Sports Club. These are shown on Map 10.

Map 10: Location map of Squash Courts in Bromsgrove



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4.115 The overall supply of squash courts is summarised in Table 35.

Table 35: Squash Courts in Bromsgrove

Site Name	Post Town	Post Code	No of courts	Facility Sub Type	Access Type	Ownership Type	Management Type	Pay and Play Community use (✓)	Year Built	Refurbished
Altered Images	Bromsgrove	B61 7AG	2	Normal	Registered Membership use	Commercial	Commercial Management		1991	No
Barnt Green Sports Club	Birmingham	B45 8LR	2	Normal	Sports Club / Community Association	Sports Club	Sports Club		1970	Yes
Bromsgrove School	Bromsgrove	B61 7DU	2	Normal	Pay and Play	Other Independent School	School/College/University (in house)	✓	1960	No
David Lloyd Club (Bromsgrove)	Bromsgrove	B60 1GJ	2	Glass-backed	Registered Membership use	Commercial	Commercial Management		2002	Yes
Haybridge Sports Centre	Stourbridge	DY8 2XS	2	Glass-backed	Pay and Play	Foundation School	School/College/University (in house)	✓	1999	Yes

Squash: Quality

4.116 A quality assessment was undertaken on following facilities. Unfortunately, it was not possible to undertake personal detailed quality audits on all existing facilities, as commercial operators often do not want these to be undertaken, and access to schools was difficult. Therefore, a visual check of these has been undertaken online and has been combined with knowledge of the commercial sector nationally

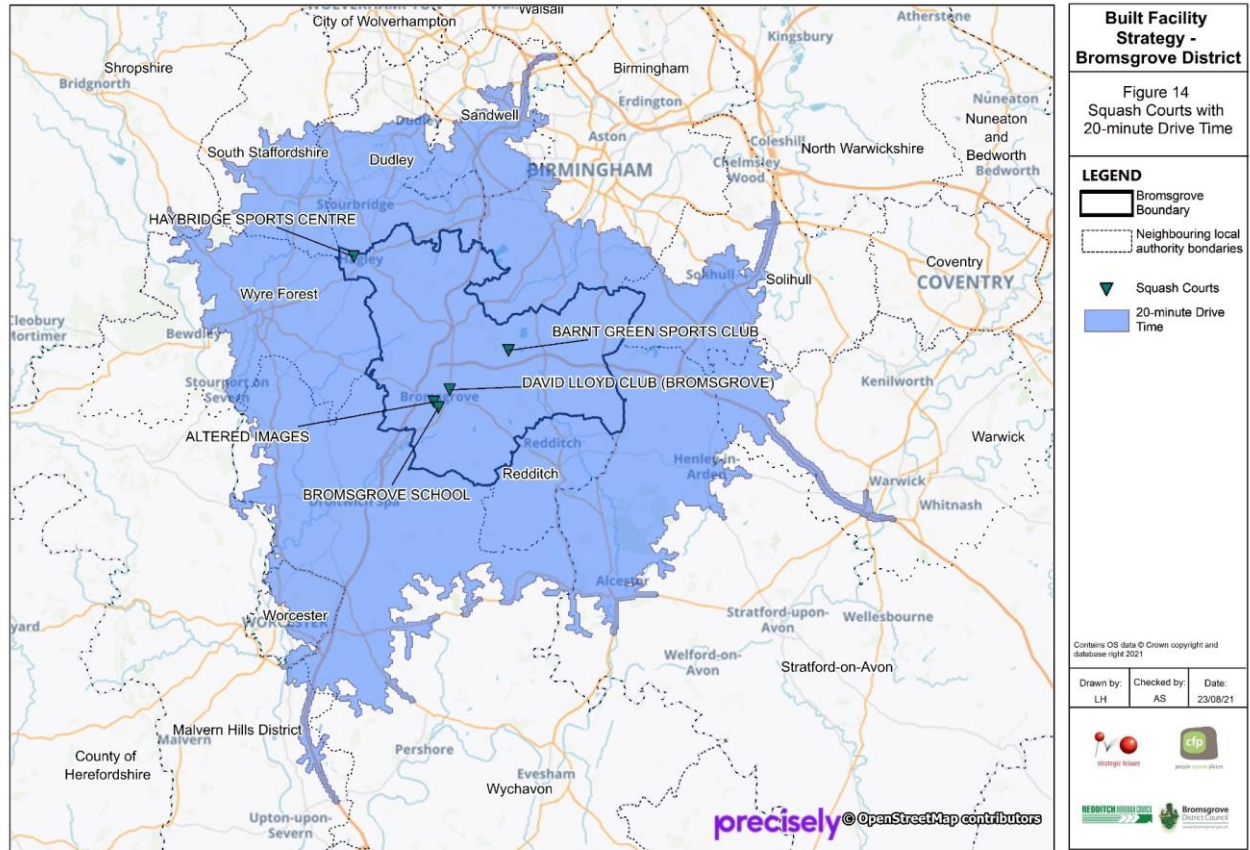
Table 36: Summary of Quality Assessments Squash Courts in Bromsgrove

	Overall Quantitative Score for Facility %	Qualitative Score for Squash Courts	Need for Investment- Overall Facility
Altered Images	-	Good	Moderate
Barnt Green Sports Club	68%	Good	Moderate. Changing room refurbishment 2019.
Bromsgrove School	-	Average	Moderate
David Lloyd Club (Bromsgrove)	-	Excellent	Minimal
Haybridge Sports Centre	-	Good	Minimal

Squash: Accessibility

- 4.117 Squash courts are more specialist facilities, so there are generally fewer of them in any one area. The majority of squash courts nationally are now provided through clubs, as opposed to leisure centres.
- 4.118 Geographical distribution of squash courts in Bromsgrove is illustrated in Map 11 with 20 minute drive time inserted.

Map 11: Squash courts with a 20-minute drivetime catchment



Squash: Availability

4.119 Bromsgrove is generally well provided in terms of facilities for squash, but these are primarily for members or managed commercially. There are 4 courts which are available for pay and play for the general public but as these are located on school sites, they are only available during evenings and weekends.

Squash: NGB Consultation - England Squash

4.120 Unfortunately, no response was received from England Squash. In general terms the NGB guideline is 1 court per 10,000 population. In the absence of NGB comment we have used this guideline (below) and therefore there is a need to retain existing levels of provision as a minimum.

Squash: Summary of Supply and Demand

Table 37: Summary Analysis – Squash Courts Supply and Demand

Facility Type	Assessment Findings
Squash Courts	
Quantity	<p>There is a total of 10 courts in Bromsgrove with 4 of these glass-backed squash courts.</p> <p>Future Demand</p> <p>There is no specific methodology for assessing the current and future need for squash courts. The NGB guideline is 1 court per 10,000, population and the current supply matches this. However, by 2040 there will be an undersupply of 1 court. Overall participation in squash is increasing at national level, and this is now being seen at a local level. Competitive squash across the country is predominantly now played in clubs, within a club facility and this is replicated in Bromsgrove; demand for community access squash courts has reduced in recent years. Participation is still growing however, but through the club base where juniors can be supported and coached from an early age.</p>
Quality	The quality of existing squash courts is generally of a good standard.
Accessibility	The existing squash courts are provided at David Lloyd Centre, Altered Images, Haybridge High School and Bromsgrove School (limited pay and play access because they are schools), and Barnt Green Sports Club.
Availability	There are 10 squash courts in Bromsgrove, 4 of which are glass-back. 4 courts are available for community access (although this is limited because they are provided at schools) and the remaining 6 courts are available for club members (2 courts) or at commercial sites (4 courts).

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Indoor Bowls

Indoor Bowls: Quantity

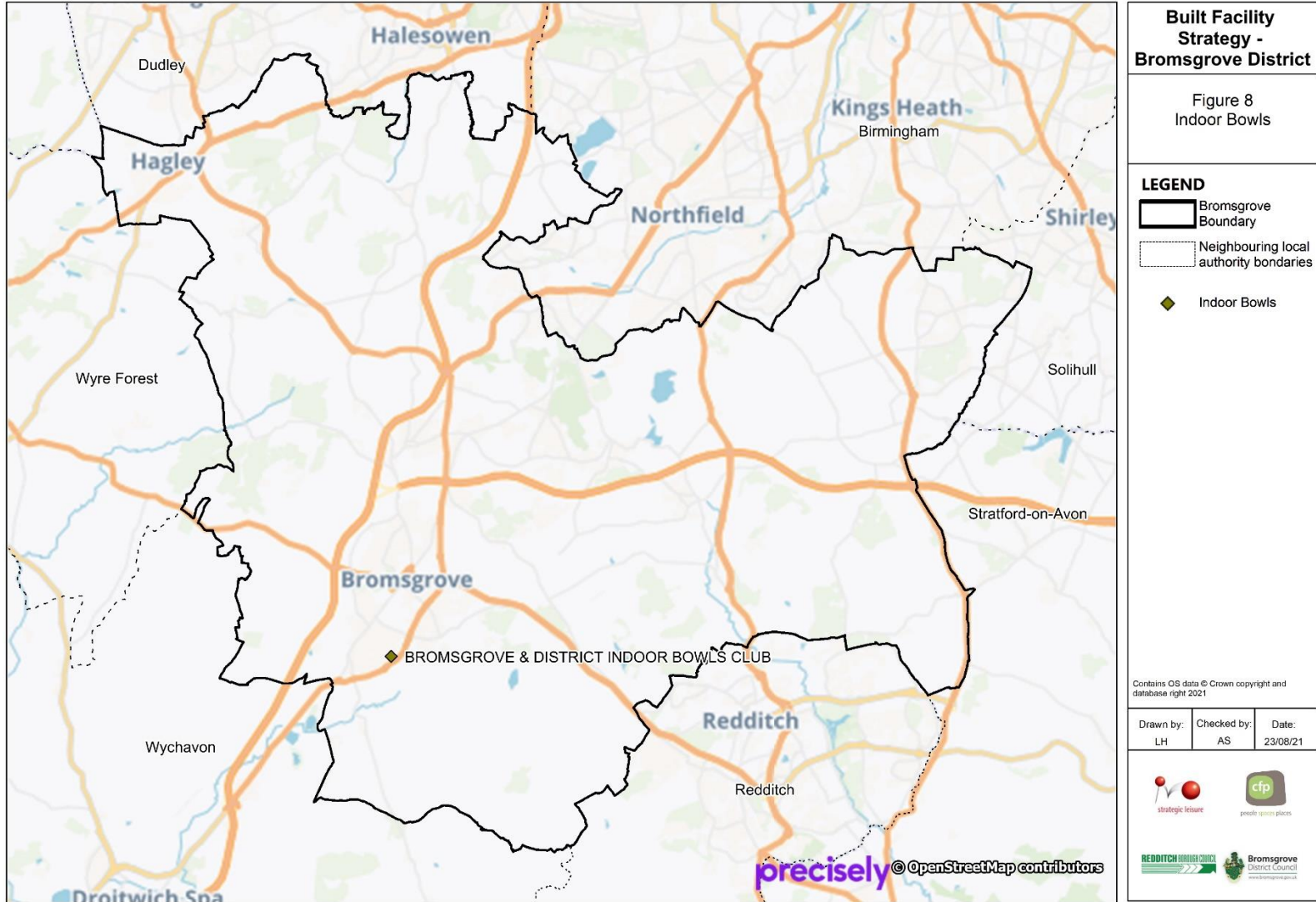
- 4.121 An indoor bowls facility comprises a number of indoor rinks (usually a minimum of 3 rinks). Indoor Bowls is a more specialist sport and tends to be participated in by bowlers who play outside in the summer, to practise and compete during the winter months. Indoor bowls is attractive to the older population and those with disabilities (Wheelchair and Visually Impaired).
- 4.122 There is one indoor bowls facility in Bromsgrove which is the Bromsgrove and District Indoor Bowls Club which has 6 rinks and the club is affiliated to the England Indoor Bowls Association (EIBA).

Table 38: Indoor bowls facilities in Bromsgrove

Site Name	Post Town	Post Code	Facility Type	Access Type	Ownership Type	Management Type	Pay and Play Community use (✓)	Year Built	Refurbished
Bromsgrove and District Indoor Bowls Club	Bromsgrove	B60 3PT	6 rinks Indoor Bowls	Sports Club / Community Association	Sports Club	Sport Club	✓ (1 rink)	1993	Yes 2012

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Map 12: Location of Indoor Bowls Centres in Bromsgrove



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4.123 As a guide, demand is calculated as one rink per 14,000-17,000 of population. A 6-7 rink bowling area, therefore, is required for a population of 101,447 (ONS census estimates 2011) although this will be dependent upon the population profile of the area. The number of rinks required can be related to the estimated number of members: assume 80-100 members per rink¹³. With the potential for the older population in Bromsgrove to increase and the current supply of bowling of 6 rinks, these should be maintained. Analysis of future demand using ONS census prediction of a population of 115,105 by 2040, this suggests an additional 1-2 rinks could be considered (7-8 rinks).

Indoor Bowls: Summary of Supply and Demand

Table 39: Summary Analysis – Indoor Bowling Supply and Demand

Facility Type		
Quantity	There is one indoor bowls facility in Bromsgrove which is the Bromsgrove and District Indoor Bowls Club which has 6 rinks and the club is affiliated to the England Indoor Bowls Association (EIBA). The centre has a bar and café with approximately 30 covers.	
Quality	Bromsgrove and District Indoor Bowls Club was built in 1993 and refurbished in 2012. The quality assessment score is 93% and 'excellent'. The club has received a grant of £50,000 from SE which is matched by the club for an extension to the changing facilities.	
Accessibility	The centre has very good access and excellent parking facilities and operates pay and play on 1 rink at all times as well as club time.	
Availability	Bromsgrove and District Indoor Bowls Club is a club membership system but also is pay and play facility on 1 rink. The facility is managed by the club. There are 428 members (March 2022) which is back to pre-Covid levels and membership is growing.	
Future Demand	Scenario	Future Demand for Additional Indoor Bowls Rinks By 2040
	Scenario population increase to 115,105	6.8 to 8.2 (current supply 6)

¹³ Source: General Statement from EIBA.

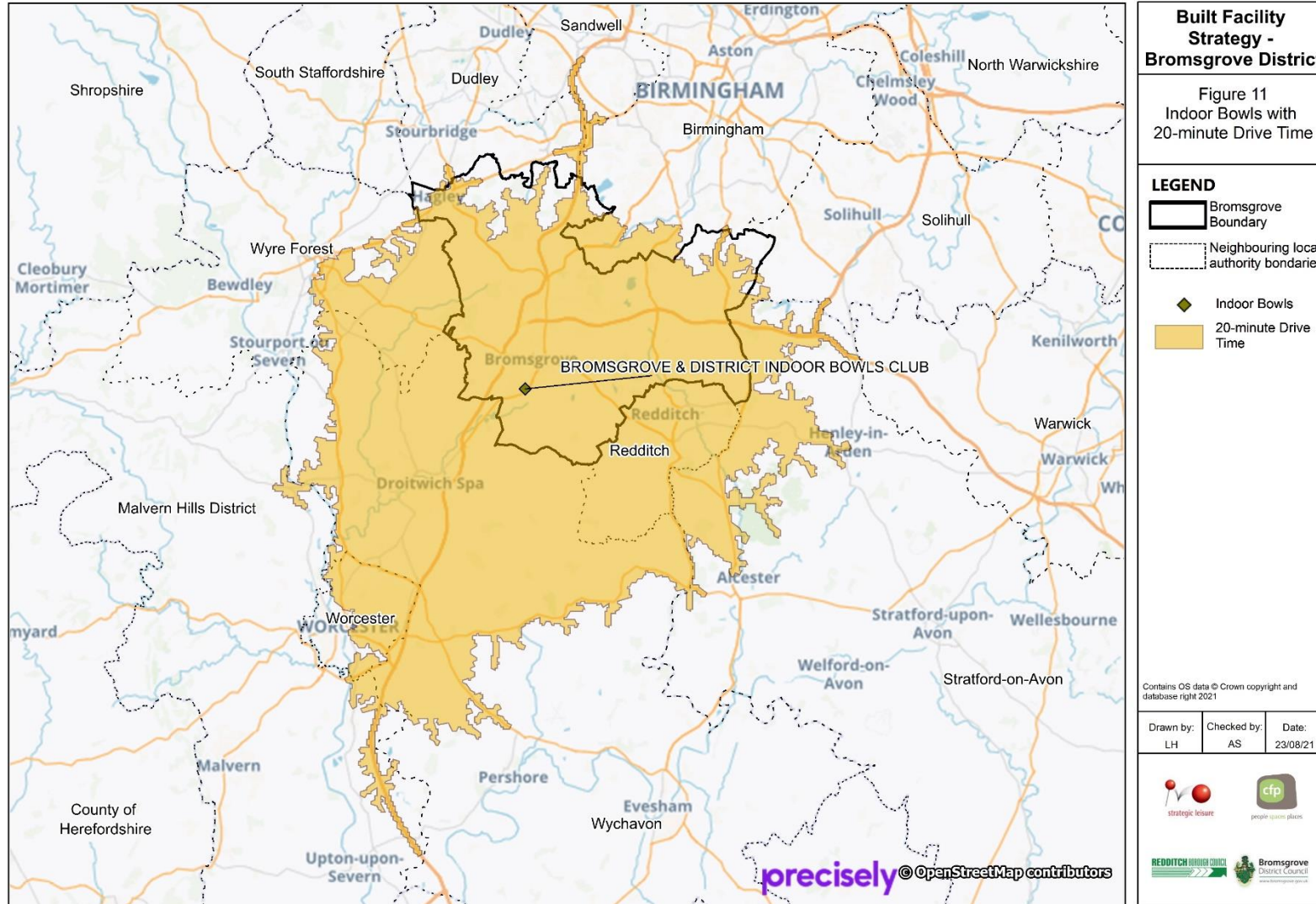
NGB England Bowls Consultation

- 4.124 The Bromsgrove and District Indoor Bowls Club is considered an important facility as the nearest three alternative Clubs (listed below) have a “drive-time” for participants of 30 minutes which is at the maximum acceptable time limit.
- Stirchley now – Birmingham, Billesley Common, Yardley Wood Road, Birmingham B13 0HN
 - Welford-on-Avon CV37 8EW
 - Solihull B91 3LE
- 4.125 Full details of Bromsgrove and District Indoor Bowls Club Activities can be found on the website - www.bromsgroveibc.com/community/bromsgrove-and-district-indoor-bowls-club-18546/home/#
- 4.126 As the Sport of Indoor Bowls is popular with the “Older Population”, with the 60+ population projected to increase for the period “2021 to 2031”, we consider that this will enable our Sport to grow and survive to the benefit of the Bromsgrove Club.
- 4.127 All of our Affiliated Clubs are encouraged to:
- **develop and implement a Robust Sports Development Plan.**
 - **actively review the Sport England “Clubmatters” website.**
 - **become a “Bowls Disability Mark” Club where they have an active “disability membership”.** See www.eiba.co.uk/bda/bowls-disability-mark.php
- 4.128 Clubs are encouraged to have an effective recruitment and retention programme in place to ensure that membership numbers are sustainable and, in many instances, increasing.

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Map 13: Indoor Bowls with 20 minute drive time catchment in Bromsgrove

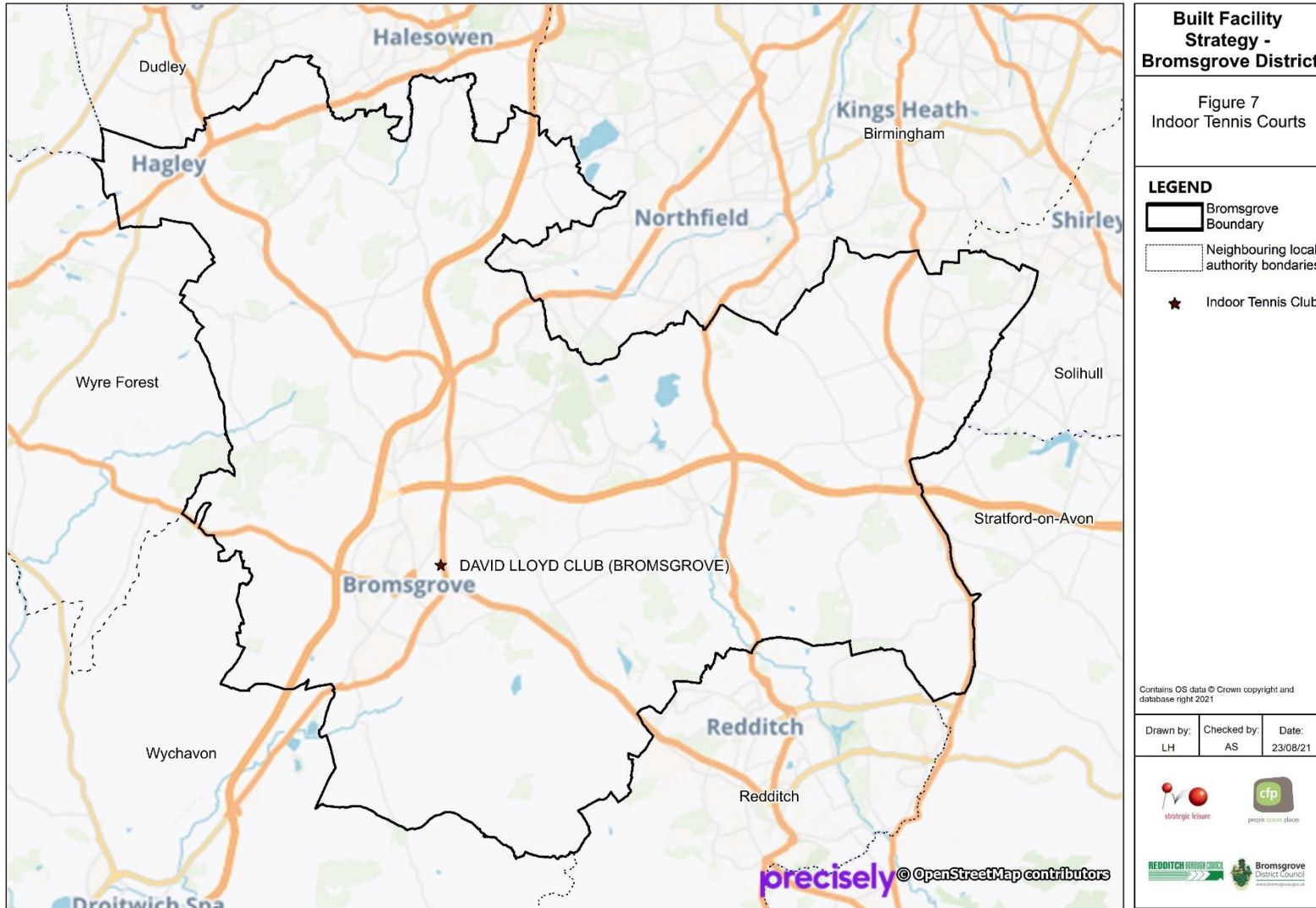


Indoor Tennis

- 4.129 Indoor tennis courts are considered because they are a completely different facility from outdoor tennis courts, which, unless they are club courts, tend to be used for recreational tennis. Indoor courts are significantly more expensive to use, and therefore tend to provide for those who are already tennis participants, or who wish to learn to play tennis and can afford private or group coaching.
- 4.130 It is a requirement of the ANOG methodology that indoor tennis courts are covered by an Indoor Facility Strategy to complement the findings of a playing pitch study which assesses needs for outdoor courts.
- 4.131 The Bromsgrove Playing Pitch Strategy (PPS) considers all outdoor tennis courts in the borough. There is currently one indoor tennis court site which hosts 3 indoor courts in Bromsgrove at the David Lloyd Club.
- 4.132 Based on the Lawn Tennis Association (LTA) figure of 12,500 population for 1 indoor court there is a need for 8 indoor courts, and therefore there is a shortfall of 5 courts. Any indoor tennis court provision should be led by the LTA and Tennis Clubs.

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Map 14: Location of Indoor Tennis Courts in Bromsgrove



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4.133 The LTA responded to consultation with the following information:

4.134 The Leisure and Cultural Services team for Bromsgrove District and Redditch Borough Councils share the common goal of opening up affordable and accessible tennis opportunities within the community. The partnership aims to promote opportunities in tennis that compliment Councils plans to support health & wellbeing and give local communities the chance to come together. For example, Leisure and Cultural Services aim to encourage more people to use Sanders Park. Providing safe and well-maintained facilities is considered key, with the current tennis facilities being identified as requiring an upgrades.

4.135 Both Councils are keen to work with the key partners to bring income and investment not just into parks, but other tennis facilities too, so that they can be made sustainable for the long term. The Sport and Leisure Team are keen to take tennis to new audiences and investigate opportunities to develop the implementation of LTA Youth Schools offers, 'LTA Serves programme' as well as 'Inclusion & Disability' tennis programmes, with Walking Tennis already gaining traction in Bromsgrove.

4.136 To support LTA priorities in the coming years the following are needed:

- **Parks Tennis:** Deliver further participation growth at Sanders Park and install a further gate access system
- **Community Tennis:** Support the development of serves across B&R Councils
- **Tennis Clubs:** Embed the new LTA Youth and support club development through forums and webinars
- **Facility Projects:** Support Barnt Green Sports Club & Redditch TC with the facility development aspirations
- **Competition:** Deliver Team Challenge events across the B&R Community Tennis Network
- **Disability & Inclusion:** Walking Tennis across community organisations
- **Workforce:** Support coaches to implement LTA Youth and upskill the local workforce and ensure they are community reflective.
- **Education:** Embed the new LTA Youth Schools offer across primary & secondary and FE Colleges
- **MarComms:** increase public bookings through LTA Play platform (formerly LTA Rally).
- **Bromsgrove & Redditch Community Tennis Network Group** – bring key partners together to deliver network plan

Tennis Provision

4.137 Across Bromsgrove District there are a total of 29 tennis courts, the majority being club and school courts. There is one commercial tennis centre with 3 indoor courts at David Lloyd Bromsgrove. Realistically, there are only two courts open to community use at Sanders Park (7%), which are the only park courts across B&RCs. Across Redditch there are a total of 26 tennis courts, the majority being club and school courts. There are affectively no courts that are open to 'community use' and no park tennis courts (zero). B&RCs own and operate a total of 2 courts at one venue (Sanders Park), which are in poor condition.

4.138 The PPS states with only two park courts in Bromsgrove (Sanders Park) and no audited park courts in Redditch, there is a palpable accessibility challenge for residents who want to play on community and park tennis courts.

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- 4.139 There are no community indoor tennis courts in Bromsgrove or Redditch.
- 4.140 The only indoor provision is a commercial offer at David Lloyd Bromsgrove with a total of 5 outdoor courts, with three of these being permanently covered by a tennis dome. further sites are located in nearby authorities (Manor Park Sports Club (Malvern Hills DC), Pershore Tennis Centre (Wychavon DC), David Lloyd, Worcester (Wychavon DC) Billesley indoor tennis Centre (Birmingham)., Tipton Sp[orts Academy (Sandwell). B&R Councils are not a specific target location for community indoor tennis provision (72 targeted areas across England), although South Birmingham is, which demonstrates the shortfall of community indoor provision in the immediately adjacent area.
- 4.141 Shortfalls in parks and indoor community tennis provision means that free and affordable tennis is not widely accessible to large segments of the B&RCs and needs to be addressed. There is a need to continue to work with partners to drive up participation, ensure the facility is financially viable and increase indoor tennis playing opportunities for all residents Bromsgrove and Redditch.
- Tennis Coverage:
 - 'Low' tennis coverage levels
 - Mostly club sector provision
 - 5 Clubs:
 - Belbroughton TC (4courts)
 - Bromsgrove TC (8courts)
 - Wythall TC (4courts)
 - Barnt Green SC (5courts)
 - 1 commercial
 - David Lloyd (5 courts x3 under permanent bubble))
- 4.142 The following Clubs deliver these programmes in differing levels and varying impact: LTA Youth and adults coaching programmes / Women & Girls initiatives / Disability & Inclusion / recreational & formal Competition programmes, League Tennis / LTA Youth Schools programmes / Big Tennis Weekends and open days / pay & play initiatives / club membership offers.
- Belbroughton TC
 - Bromsgrove TC
 - Wythall TC
 - Barnt Green SC

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4.143 Long term plans or developments for the LTA include:

- Barnt Green Sports Club: General Outline:
 - Replacement of Sportshall (Badminton)
 - Addition of 2 Squash Courts,
 - Developmet of changing & ancillary facilities,
 - New bar & catering facilities
 - Gym & fitness studio
- Tennis Outline
 - 1x additional Court with mini court markings
 - Hitting Wall
 - 2x Padel Tennis Courts
 - 3x crt Tennis Bubble
 - Tennis Pavilion
 - Tennis Court Fencing

44 We are also aware that the LTA is seeking to promote an additional indoor facility in the Yardley/south Birmingham area.

Table 40: Indoor Tennis court facilities in Bromsgrove

Site Name	Post Town	Post Code	Facility Type	Access Type	Ownership Type	Management Type	Pay and Play Community use (✓)	Year Built	Refurbished
David Lloyd Club (Bromsgrove)	Bromsgrove	B60 1GJ	Indoor Tennis Centre – 3 indoor courts	Registered Membership use	Commercial	Commercial Management		2004	Yes 2015

Indoor Tennis: Summary of Supply and Demand

Table 41: Summary Analysis – Indoor Tennis Supply and Demand

Facility Type	Assessment Findings
Quantity	There is currently one indoor tennis court site which hosts 3 indoor courts in Bromsgrove at the David Lloyd Club. Based on the Lawn Tennis Association (LTA) figure of 12,500 population for 1 indoor court there is a need for 8 indoor courts, and therefore there is a shortfall of 5 courts
Quality	The 3 indoor tennis courts are in excellent condition as this is part of a high quality health and fitness offer.
Accessibility	The indoor courts are only accessible to those with a membership of David Lloyd club.
Availability	As above

Gymnastics Centres

Gymnastics Centres: Quantity

4.145 There are 2 British Gymnastics affiliated clubs in Bromsgrove:

- Bromsgrove Gymnastics Club is based at Meadows First School in Bromsgrove and according to British Gymnastics (BG) there are approximately 230 affiliated members of the club.
- Starbound Gymnastics Academy was founded in 2017 and is based at Bromsgrove Enterprise Park – it is a dedicated facility with 111 affiliated members of the club.
- These clubs also operate from other sites. Unfortunately, there was no response from these clubs to the club survey and therefore we are unable to provide comment regarding the suitability of the facilities. The NGB did not identify any local priorities for investment.

Table 42: Summary of Gymnastics Clubs in Bromsgrove

Club name	Number of Participants		Type of facility
	2020	2021	
Bromsgrove Gymnastics Club	219	230	Non-Dedicated School
Starbound Gymnastics Academy	91	111	Dedicated Facility

Gymnastics Centres: NGB Consultation

4.146 The NGB consultation with British Gymnastics is summarised below:

4.147 British Gymnastics Strategies are outlined in the [Strategic Framework \(2017 - 2021\)](#) and British Gymnastics Priorities (for the period 2017 - 2021) are:

- Diversify sources of revenue to develop and grow the provision of gymnastics;
- Build the capacity and grow the demand in gymnastics; and
- Raise the profile and increase the appeal of gymnastics.

4.148 There is no geographic focus to the British Gymnastics Facility Strategy. Focus is based on need, suitability, and partners' ability to support a project to successful completion.

4.149 British Gymnastics Facility Development Priorities (for the period 2017 - 2021) outlined are:

- Support increased capacity within gymnastics through clubs, leisure providers and other delivery providers;
- Guide funding investment through the United Kingdom from British Gymnastics, Home Country Sports Councils, Local Authorities and other potential funders;
- Maintain and improve the quality of facilities and equipment within existing delivery partners; and
- Develop insight, understanding and direction of how Facility Developments can contribute towards other BG Strategic Priorities.

5. Penultimate Stage - Applying the Assessment Analysis

Facility Specific Analysis

5.1 The demographic profile of Bromsgrove, and the population growth for the district, summarised in Section 3, provides an important context for future provision of indoor sports facilities in the district, as does the research, consultation, and supply and demand analysis, undertaken to inform this Built Facility Assessment. Highlighted below are the key factors and issues considered in planning for future facility provision.

- **Population Growth** - Clearly, increased population will result in increased demand for sports facilities; in Bromsgrove, there will be a need to maintain and improve the existing community access to sports halls and swimming pool water space in the right community settings. The population of Bromsgrove is set to grow by 13,658 from 101,447 to 115,105 by 2040, which is an increase of 13.5% -there will be a need to ensure good quality community sport and leisure facilities are available to meet existing and future demand.
- **Housing Development**- one of the principal justifications for provision of additional community sports facilities is because additional residents increase demand for sports facilities. The population of Bromsgrove is set to grow by 13,658 to 115,105 by 2040, which is an increase of 13.5% - there will be a need to ensure good quality community sport and leisure facilities are available to meet existing and future demand. The potential for investment in current and additional provision of formal sports facilities and community halls, secured through developer contributions should be explored; it is particularly important to improve the quality of provision of those sports halls which are ageing. However, linked to housing development is the potential for other infrastructure development e.g., schools, health facilities, which could also link into future provision of sports facilities.

The estimates for population growth to 2040 include the proposed new housing allocations. The largest development, of 2,560 homes, is the expansion of Redditch town into the south of the district, which accounts for 53% of the proposed new housing allocations. There is also a significant development proposed to the west of Bromsgrove town of 1,300 homes, which is 27% of the allocations.

These proposals are in addition to new housing already permitted or planned for in existing development plans. It is important to note that the Local Plan to 2040 is currently at Regulation 18 stage only, and these proposals may change during Local Plan preparation. Once these proposals and the strategic sites for new housing are confirmed, there will be a need to review the need for community halls so provision or these/improvements to existing community halls can be considered through securing of developer contributions. At the time of writing it has not been possible for BDC to confirm the strategic housing sites and therefore the exact future spatial population distribution is not certain.

- **Reduction in Health Inequalities** – more active lifestyles will continue to benefit both individual and community health and may become increasingly significant on the post COVID 19 world; although Bromsgrove is one of the 20% of local authorities in the least deprived districts in England, there are some significant pockets of deprivation in Sidemoor and Charford, with both wards falling within the 30% of most deprived wards in England. There are some very specific factors to which the provision of quality, affordable and accessible sports facilities can contribute:
 - Maintenance of active lifestyles;
 - Improved mental health;
 - Reduced levels of cardiovascular disease; and
 - Reductions in levels of obesity
- Maintaining and growing participation levels in sport and physical activity to contribute to more active lifestyles; facilitating more regular activity for the most inactive 22.8% of the Bromsgrove community (Active Lives May 2020-21) is a priority;
- Addressing the future supply, quality, and access to sports halls, swimming pools, gymnastics and indoor bowls;
- The need to retain and grow participation in physical activity for community health benefits;
- The need to invest in active environments, where physical activity is the norm;
- There is already some sport and physical activity being delivered in community centres/halls across the district; there is opportunity to increase awareness of this and to extend it, particularly where there are halls available with pay and play access. This could complement the provision of indoor hall space in both existing residential areas and those of new housing growth (see paragraph 5.1).
- The opportunity for investment in ‘active’ infrastructure to facilitate increased provision of cycling, jogging and walking routes in the district and Worcestershire, connecting new and existing settlements, education and leisure sites. Active transport should be a consideration at all new housing developments across the district where appropriate. Whilst ensuring new housing developments create opportunities for walking and cycling within the developments themselves is clearly important, the need to then enhance existing infrastructure to better connect those developments with existing settlements should not be overlooked, e.g., If a new development connects to an unlit rural lane with no footways, this does little to promote activity by walking and cycling from those developments. There is a need to look beyond the boundaries of the development to see how those new developments might be better connected to community facilities such as sports halls and swimming pools by enhancing the local network.

Sports Halls

5.2 There are:

- A total of 11 (all strategic size i.e. 3 courts+) sports halls across 9 sites;
- 48 badminton courts across the 11 available sports halls, however 1 of the strategic size sports halls is at HMP Hewell and is therefore not available for public use, therefore = 44 available courts; and
- 5 further badminton courts available in activity halls at the strategic sites = total of 49 courts.

5.3 The sports halls are operated and managed by a mix of schools/colleges/Trust/private operator/prison authority. 9 of the strategic sports halls are on school sites and only 3 are available for pay and play (Ryland Centre, Woodrush Community Hub and Sports Centre, and Waseley Hills High School), although most of the sports hall on school sites offer community bookings. There are 3 sports halls at Bromsgrove School with one of the halls built in 2012, which is an 8 court hall.

Half (4) of the sports hall sites are in Bromsgrove town, two are in Hagley, one is in Rubery and the other is in Wythall. The southeast of the district has no sports halls; however, there are halls located near the boundary in Redditch.

There is a proposed new sports hall at Waseley Hills High School which is planned for redevelopment under the Department for Education's Schools Re-Building Programme. It is therefore important to engage with the Department of Education to understand the proposed specification of this facility and the scope to agree and secure community use.

5.6 Bromsgrove has a good number of ageing halls on educational sites in good locations but with limited off-peak access. There is a reliance on the educational sector to provide community use sports halls.

5.7 The sports halls across Bromsgrove are in average/good condition. The average age of sports halls in Bromsgrove is 28 years but this is skewed considerably by facilities at the Ryland Centre and Waseley Hills High School which are 55 and 72 years old respectively. The average age span of a public sports facility is 35 – 40 years.

5.8 The FPM states that the current supply of courts meets demand and supply at peak times exceeds demand by 4 courts. However, North Bromsgrove and Ryland are uncomfortably busy approaching 100% usage at peak times. If N Bromsgrove High School and other sites were open for longer hours and at peak periods, this would help achieve the Sport England comfort target of 80% occupancy. There is plenty of potential spare capacity at peak times if sites were to open for longer.

5.9 There is a high level of imported and exported demand from neighbouring authorities, particularly Redditch and South Birmingham - joint planning with neighbouring local authorities is an important consideration. A third of the demand from Bromsgrove residents is met by halls in neighbouring authorities.

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- 5.10 Demand in Bromsgrove increases by 10% between 2021 and 2040, with some of this increase located around the proposed housing developments on the boundary with Redditch. The FPM projects that supply will still be sufficient to meet demand in 2040, however because of the ageing facilities there is potential for the quality of provision to reduce unless there is investment in refurbishment/replacement over this period. It will also be important to secure additional community use/pay and play in some of the facilities on educational sites which would increase capacity, for example N Bromsgrove High School.
- 5.11 There is a very high level of car access in the district: around 85% of satisfied demand is from residents who travel by car. Only around 15% of journeys made by Bromsgrove residents to sports halls are on foot or by public transport, despite 40% of the population living within a 20-minute walk of a sports hall. Unmet demand is very low in all areas of the district with most of the unmet demand due to residents without access to a car living too far away from a sports hall.

Swimming Pools

- 5.12 There are 9 pools in Bromsgrove at 7 sites with 2 pay and play swimming pools at 1 site which is the Bromsgrove Sports and Leisure Centre. The remaining 7 pools are a mix of commercial operation and educational use.
- 5.13 The FPM states that Bromsgrove residents have a good supply of accessible swimming pools to meet demand in both 2021 and 2040, although a significant proportion of this demand is met by pools in neighbouring local authority areas (South Birmingham). Bromsgrove swimming pools meet the demand of a high proportion of non-residents, where approximately one in three visits to a Bromsgrove pool is imported with over half of these imported visits from Redditch. Therefore, there is a high degree of imported and exported demand, and cross-boundary planning for pool provision will be important. There is good accessibility to pools in Bromsgrove and unmet demand is low across the district and therefore there is little justification for new pool provision.
- 5.14 In 2021, Bromsgrove Sports and Leisure Centre has 100% used capacity which means the pools can be uncomfortably busy (Sport England defined comfort level is 70%). This is predicted to be even more acute in 2040 when nearly a quarter of the demand for the pool will be forced to choose other pools to meet their demand. However, there is some spare capacity within the existing supply to potentially offset the high utilisation at Bromsgrove Sports and Leisure Centre, notably at Bromsgrove School, which is only open for half the peak-time hours. This facility is not open for pay and play swimming. Encouraging or supporting the school to increase its opening times could help offset some of the over-utilisation of Bromsgrove Sports and Leisure Centre. This may involve a major change in the management approach at the school moving towards a pay and play type operation. There may be an opportunity to facilitate this increase in capacity if the investment of developer contributions were made available to upgrade community facilities to meet the new housing growth demand. Between 2021 and 2040, the existing pools become less attractive to residents and Bromsgrove Sports and Leisure Centre will have even more demand placed on it. This could result in over-utilisation of these pools and Bromsgrove residents not being able to access their pool of choice. Refurbishment or replacement of the other pool sites should therefore be considered where possible by 2040 but no additional pool provision is required.

- 5.15 The FPM for Redditch highlights the pool situation and because of the lack of supply of pools in Redditch, many Redditch residents are travelling to pools in Bromsgrove, making them busier than they would be otherwise. If Redditch BC was to implement recommendations to address the need for additional pool provision this would alleviate some of the additional pressure on Bromsgrove's swimming pools. For example, the Redditch FPM considers the impact of re-opening Kingsley Sports Centre; although this would contribute to some reduction in use of the Bromsgrove swimming pools, the pool is small and slopes steeply. The FPM for Bromsgrove states that a significant proportion of Bromsgrove residents use pools in Birmingham South and therefore joint working with Birmingham City Council may be helpful to review its pool provision situation and future planning for swimming pools.

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Table 43: Key Issues, Impacts, and Implications by Facility Type

Facility Type	Key Issues	Impact/Implications
Sports Halls	Reliance on schools to provide facilities	Lack of control from Bromsgrove District Council in supply of sports hall facilities as this sits primarily in the education sector Potential to negotiate Community Use Agreements with schools to enhance the pay and play/community use offer
	Over-use of certain sites, eg Ryland Centre	Usage levels are uncomfortably high at peak times (SE recommends 80% occupancy) which can lead to reduced customer satisfaction and can accelerate the need for refurbishment/investment
	Age of the current facility stock	Average age of the facilities in Bromsgrove is 28 years old, (skewed slightly by facilities at Ryland and Waseley). The average age of a public sports hall nationally is 35 to 40 years; therefore, investment will need to be provided to maintain and improve the quality of the facilities.
	Need for joint planning with neighbouring authorities	There is a need to plan with neighbouring authorities, particularly in South Birmingham and Redditch as there is significant movement of Bromsgrove residents over these boundaries to use facilities in these areas and vice versa. Joint planning will provide best value for all authorities for any future investment.
	No additional sports hall provision is required to be built for community use	Any planning obligation monies could be directed towards refurbishment of existing facilities.
	Potential change of management and/or operating model for the Ryland Centre	The Ryland Centre is owned by Worcestershire County Council and is managed on a lease by Sandwell Leisure Trust (SLT). It is probable that in September 2022, SLT will request that Worcestershire County Council takes back this lease as it is potentially uneconomical for SLT to operate the Ryland Centre as a stand alone centre after the SLT Trust arrangements have terminated with Sandwell MB Council. Worcestershire County Council is liaising with Bromsgrove District Council and Bromsgrove School has expressed an interest in managing the Ryland Centre as the school currently has extensive use of the athletics track and field.

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Facility Type	Key Issues	Impact/Implications
Swimming Pools	No additional swimming pool provision is required in 2022 or by 2040.	Any planning obligation monies could be directed towards refurbishment of existing facilities.
	Over utilisation of Bromsgrove Sports and leisure Centre pools	Usage levels are uncomfortably high at peak times (SE recommends 70% occupancy) which can lead to reduced customer satisfaction and can accelerate the need for refurbishment/investment
	Under-utilisation of Bromsgrove School for community use	Change of management approach at Bromsgrove School to facilitate pay and play Opportunity to invest in facilities in return for community use/engagement
	Lack of supply of pools in Redditch, meaning residents are travelling from Redditch to use Bromsgrove facilities	Redditch BC may consider providing more water space which would alleviate some of the current pressure in Bromsgrove
	Considerable demand from Bromsgrove residents for swimming is being met from pools in South Birmingham	Joint strategic planning of facilities required with RBC and Birmingham City Council.
Health and Fitness	There are 15 fitness suites with an overall supply of 930 stations (excluding 2 private use = 765 stations). There are 4 fitness suites with over 100 stations	There is a lot of competition within the private sector and therefore residents in Bromsgrove are likely to benefit from reduced price, competitive prices and a high quality product.
	All the commercial facilities have up to date fitness stations, are well designed and planned and have good changing facilities.	Many fitness facilities are in Bromsgrove town centre area with some located around the edges of the district. The facilities are all within a 20-minute drive time catchment of a community accessible fitness suite
	Of the 15 fitness centres there are 9 fitness centres providing 30 or more fitness stations, after removing fitness suites less than 20 stations and those without public access, there are 750 publicly accessible fitness stations. There is a calculated demand of 376 stations which gives a current over supply of 374 fitness stations.	Although there is an oversupply of fitness stations in Bromsgrove, it is important to retain community access and affordable fitness stations.
Squash Courts	There are 10 squash courts in total, 4 of these are glass backed, 4 public pay and play accessible squash courts at Bromsgrove School (2) and Haybridge High School (2), 4 courts are run commercially, and there are 2 courts at Barnt Green Sports Club.	Squash courts are more specialist facilities and therefore there are generally fewer of them. All of the courts in Bromsgrove are within a 20-minute drive time. NGB guidance is 1 court per 10,000 people and therefore the supply in Bromsgrove currently meets this. By 2040, this would increase to the need for 1 additional court. Nationally squash is usually provided through clubs rather than local authority facilities.

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Facility Type	Key Issues	Impact/Implications
Indoor Bowls	There is a very successful bowls club, Bromsgrove and District Bowls Club, with 6 rinks. 1 of these rinks is provided for pay and play bowling. There are 428 members (March 2022). Demand is calculated as one rink per 14,000-17,000 of total population. A 6-7 rink bowling area, therefore, is required for a population of 101,447. The number of rinks required can be related to the estimated number of members: assume 80-100 members per rink. With the potential for the older population in Bromsgrove to increase and the current supply of bowling of 6 rinks, these should be maintained. Analysis of future demand using ONS census prediction of a population of 115,105 by 2040, this suggests an additional 1-2 rinks could be considered (7-8 rinks).	Given the increase in elderly population, provision of indoor bowling is a key activity for this age group. The club may require support in the future to maintain the successful management of the facility and success in obtaining external funding. An additional 2 rinks will be required to meet demand by 2040.
Indoor Tennis	There is currently one indoor tennis court site which hosts 3 indoor courts in Bromsgrove at the David Lloyd Club.	Based on the Lawn Tennis Association (LTA) figure of 12,500 population for 1 indoor court there is a need for 8 indoor courts, and therefore there is a current shortfall of 5 courts, and 6 courts by 2040. Any indoor tennis court provision should be led by the LTA and Tennis Clubs.
Gymnastics	There are 2 British Gymnastics affiliated clubs in Bromsgrove – Bromsgrove Gymnastics Club and Starbound Gymnastics Academy (dedicated facility) Bromsgrove Gymnastics Club has 230 members (March 2022) and Starbound has 111 members (March 2022)	These gymnastics clubs may require support to obtain external funding and grow and develop their sport.

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- 5.16 Based on the key issues and supply and demand analysis, there is clearly a need for:
- Retaining existing levels of community accessible (including pay and play) sports halls, swimming pools, squash courts, indoor bowls, and fitness stations;
 - Investment in infrastructure of sports halls to maintain and improve the quality of the facilities although no additional sports hall provision is required to be built for community use either in 2022 or by 2040;
 - No additional swimming pool provision is required in 2022 or by 2040, but there will be a need to replace/refurbish Bromsgrove Sports and Leisure Centre swimming pools in the future;
 - Joint strategic planning of facilities required particularly with RBC and Birmingham City Council;
 - Negotiation to introduce Community Use Agreements to enhance the community offer; and
 - Consideration of enhancing current facilities through planning obligation monies.
- Retaining and improving the quality of provision is important in Bromsgrove to ensure that participation levels are retained and wherever possible increased. Active Lives (May 2020 - 2021) highlights that 22.8% of the Bromsgrove community is inactive; if these people were to become more active then this would contribute to improved health and wellbeing.
- 5.18 The provision of good quality, local community facilities, accessible and affordable to meet identified need, is key to facilitating participation growth, and contributing to a reduction in any health inequalities in the district.
- 5.19 This reflects Bromsgrove District Council's purposes within 'the Plan', which encourages and supports residents to improve health and wellbeing, 'living independent, active and healthy lives', and supports the priorities of the Worcestershire Joint Health and Wellbeing Strategy, and the Health and Wellbeing Boards. Sports and leisure facilities and physical activity facilitate sustained behaviour change to reduce obesity, improve health, contribute to addressing mental health issues and increase participation.

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5.20 Based on the quality audits and assessments, and the supply and demand analysis, the priorities for future investment in facility provision are:

Table 44: Summary of Facility Priorities

Facility Type	Priority for Future Provision	Location
Sports Halls	<ul style="list-style-type: none"> Increased community use/opening hours – Everyone Active managing the facility Refurbishment/replacement of current facilities – potentially through planning obligations Introduction of formal Community Use Agreements in schools to improve access, especially during peak times Joint strategic planning of sports hall facilities with Birmingham City Council, Dudley MBC and Redditch 	North Bromsgrove High School Bromsgrove district Bromsgrove district
		Bromsgrove district
Swimming Pools	<ul style="list-style-type: none"> Facilitate a change of management approach at Bromsgrove School to introduce pay and play Opportunity to invest in facilities in return for community use/engagement Joint strategic planning of swimming facilities required with RBC and Birmingham City Council. Refurbishment/replacement of Bromsgrove Sports and Leisure Centre in future years to maintain quality of provision – potentially through planning obligations 	Bromsgrove School Bromsgrove district
		Bromsgrove district Bromsgrove Sports and Leisure Centre
Health and Fitness	<ul style="list-style-type: none"> Although there is an oversupply of fitness stations in Bromsgrove, it is important to retain community access and affordable fitness stations. 	Bromsgrove district
Indoor Bowls	<ul style="list-style-type: none"> Bromsgrove and District Bowls Club may require support in the future to maintain the successful management of the facility and success in obtaining external funding. An additional 2 rinks will be required by 2040 	Bromsgrove and District Bowls Club
Gymnastics	<ul style="list-style-type: none"> Bromsgrove Gymnastics Club and Starbound Academy gymnastics clubs may require support to obtain external funding and grow and develop their sport. 	Bromsgrove district
Squash	<ul style="list-style-type: none"> Support squash clubs and provision in the district to maintain supply of courts An additional court will be required by 2040 	Bromsgrove district
Indoor Tennis	<ul style="list-style-type: none"> Based on the Lawn Tennis Association (LTA) figure of 12,500 population for 1 indoor court there is a need for 8 indoor courts, and therefore there is a current shortfall of 5 courts, and 6 courts by 2040. Any indoor tennis court provision should be led by the LTA and Tennis Clubs. 	Bromsgrove district

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Facility Type	Priority for Future Provision	Location
General Provision	<ul style="list-style-type: none"> • Need to retain community centres that can be used for informal sport and physical activity. • Overall, and specifically through the housing growth agenda, provision of more active environments, reflecting active travel, cycle infrastructure, safe cycle routes to school, the need to link existing and new communities with walking/cycling/jogging routes – all supporting access and movement 	Bromsgrove district

5.21 Other future facility provision, linked particularly to long term population growth and housing development, could include the development of new and improved walking, jogging, and cycling routes/connectivity, to encourage active travel, and provide an environment in which physical activity can be easily integrated into daily life (this is reflected in Table 44).

6. Recommendations and Action Plan

Overview

- 6.1 Bromsgrove's population will grow by approximately 13.5% based on ONS projections over the coming years to 2040, so there is a particular need to ensure sufficient provision of accessible, quality, and affordable facilities – formal and informal, and multi-purpose spaces to meet local need.
- 6.2 More, and better, access to physical activity at local level is important for residents, particularly those who are currently inactive, and those without access to private transport, to participate, and become physically active. Many of these inactive people will live in the few, but significantly more deprived areas of the district (Sidemoor and Charford); ensuring those who lead challenging lives are able to be more active for health benefits is critical. Linking facility provision, informal and formal, to opportunities for active travel, and informal places will help to facilitate more active lifestyles for more people.
- 6.3 This is very important given the need to retain and continue to grow existing levels of physical activity in the district and address the existing health inequalities across the area.
- Overall, Bromsgrove has an average range of existing sport and leisure facilities across the area.
- In Bromsgrove, there is sufficient pay and play accessible sports hall, swimming, and health and fitness provision to meet future demand. The existing level of indoor bowling provision should be retained or increased, especially given the ageing population in Bromsgrove.
- 6.6 It is very important that the potential is realised to utilise community centres/halls, and other informal places and spaces better for sports hall activities; this could provide activities at a more local level, and therefore facilitate participation by those who are elderly, do not have access to a car, have young children, or have a disability.

Vision

- 6.7 As a minimum, Bromsgrove District Council wishes to have good quality, fit for purpose facilities that are attractive to users, well maintained and sustainable. This includes community sport and leisure facilities, places and spaces for swimming, fitness, and sports hall sports/activities available for all residents. This includes both formal and informal multi-purpose spaces e.g., community halls in which to play sport and be physically active.
- 6.8 Facilitating opportunities to be more physically active, more often is also important, to contribute to a reduction in the health inequalities in and across Bromsgrove, to help people to live and age better.
- 6.9 The provision of high quality and accessible facilities, and where appropriate the opening up of other informal places, and spaces, will contribute to the future overall priority for the development of healthier lifestyles in Bromsgrove, across all age groups.

6.10 Bromsgrove District Council's Vision for future provision of leisure and culture in Bromsgrove is:

Healthy bodies and minds through active and creative communities enjoying our great open spaces and historic built environment.

6.11 Sustainable, high quality, and critically, accessible facility provision has a crucial role to play in delivering these opportunities; Bromsgrove District Council needs to plan for the investment requirements of its existing facilities, and work in partnership with other providers and stakeholders to address the other priorities identified through this Strategy.

Aims

6.12 The aim of providing sufficient high quality, fit for purpose and accessible provision, places and spaces is to:

- **Increase the proportion of the population that is physically active; the level of activity undertaken will support efforts to further reduce health inequalities;**
- **Develop additional facility provision (for example providing more community use hours) where need is evidenced e.g., as a result of population growth;**
- **Ensuring Bromsgrove's facilities will be able to meet future demand taking into account projected population/housing growth;**
- **Design in flexibility; any future facility provision may need to be more multi-purpose in nature, reflecting changing participation trends and opportunities;**
- **Encourage new participants to start taking part in physical activity;**
- **Enable opportunities for participation to be provided in a wider range of places and spaces, and particularly at a very local level, using e.g., community centres/halls;**
- **Facilitate the continued development of healthier lifestyles across Bromsgrove's communities;**
- **Contribute to a reduction in health inequalities, and specifically obesity, reduced inactivity, across Bromsgrove; and**
- **Create active environments where the opportunity to be more physically active is an integral part of everyday life.**

Principles for Future Provision

6.13 The principles that should guide all future sport and leisure facility development in Bromsgrove are:

- **Ensure residents in all areas of Bromsgrove have pay and play access to good quality, local, accessible and affordable provision, whether it is a formal sports hall or a community hall, or other informal provision;**
- **Aim to ensure that any new, sports facilities on education sites provide a balance of opportunities (through a formal agreement) for community access – both pay and play and club use;**
- **Replace / refurbish ageing facilities where new provision is needed; all new and refurbished provision should be designed and developed based on Sport England and (National Governing Body) NGB guidance, and be fully inclusive;**
- **Rationalise existing provision where new fit for purpose facilities can replace/improve existing buildings (but existing levels of provision need to be maintained as a minimum, given some over-use of current facilities);**
- **Invest in existing formal and informal provision to improve quality; and**
- **Invest strategically and work with local authority neighbours to ensure economic viability and sustainability of provision.**

Priority Investment Needs

6.14 The average age of sports halls in Bromsgrove is 28 years old, (skewed slightly by facilities at Ryland and Waseley). The average age of a public sports hall nationally is 35 to 40 years; therefore, investment will need to be provided to maintain and improve the quality of the facilities. The quality of current provision is average, mainly due to the age of facilities. Although there is no need for additional sports hall facilities by 2040, the current facility stock which are based mainly on education sites will require substantial investment for refurbishment/replacement. This investment could be through any potential planning obligations money and linked to formal community use agreements. Improving the quality of existing, ageing provision is the priority for future investment.

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- 6.15 Bromsgrove Sports and Leisure Centre is key for swimming provision in Bromsgrove and, based on the future population growth, and consequent increased demand, there is a need to consider the refurbishment of this centre in future years (by 2040) to maintain quality of provision – potentially through planning obligations. This is particularly important given the high usage of this facility currently. There is also an opportunity to invest in facilities in return for community use/engagement, for example swimming at Bromsgrove School.
- 6.16 Fitness facilities, squash, gymnastics, and indoor bowls facilities should be maintained at their current level and investment will be required to improve the quality of these facilities as they continue to age. Squash, gymnastics, and bowls are provided through the voluntary sector (clubs) and support may be required to develop future funding applications.
- 6.17 Given the cross-boundary usage of facilities it will be important to invest strategically and work with local authority neighbours to ensure economic viability and sustainability of provision.
- 6.18 The identified priorities for future investment in facility provision are:

Table 45: Summary of Facility Investment Priorities

Facility Type	Priority for Future Investment
Sports Halls	<ul style="list-style-type: none"> The current facility stock will require substantial investment up until 2040 to ensure the quality of these facilities are maintained and improved. Any investment could be linked to securing formal community use agreements
Swimming Pools	<ul style="list-style-type: none"> Bromsgrove Sports and Leisure Centre is key for swimming provision in Bromsgrove and there will be a need to make provision for investment in this facility in future years to maintain quality of provision, especially given the very high usage of this facility There is also an opportunity to invest in Bromsgrove School pool in return for community use/engagement
Health and Fitness	<ul style="list-style-type: none"> There is no priority for health and fitness apart from the necessity to refurbish BSLC to modernise these facilities in the future
Gymnastics	<ul style="list-style-type: none"> No significant investment
Indoor Bowls	<ul style="list-style-type: none"> There will be an additional 2 rinks required by 2040. There is an opportunity to support the Bromsgrove and District Indoor Bowling Club if there is potential to expand this facility.
Indoor Tennis	<ul style="list-style-type: none"> There is a current shortfall of 5 courts, and 6 courts by 2040. Any indoor tennis court provision should be led by the LTA and Tennis Clubs, therefore no significant investment required.
Squash	<ul style="list-style-type: none"> An additional court will be required by 2040 and there is an opportunity to support current providers or new provision through partner organisations

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Facility Type	Priority for Future Investment
General Provision	<ul style="list-style-type: none"> There is potential for investment in local community centres/halls, and other informal places and spaces to enable them to be better used for sports activities. Retain community centres that can be used for informal sport and physical activity. Overall, and specifically through the housing growth agenda, provision of more active environments, reflecting active travel, cycle infrastructure, safe cycle routes to school, the need to link existing and new communities with walking/cycling/jogging routes – all supporting access and movement

Other Priorities and Needs

Capital Investment

619
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620

It is clear from the strategy analysis that there is a need for some capital investment in Bromsgrove, to address future needs. This investment relates to a need to start planning now for the refurbishment of Bromsgrove Sports and Leisure Centre and education facilities. Investment will also be required in some of the voluntary sector facilities.

It is also clear that delivery of the levels of investment required will only result from a local partnership approach; in Bromsgrove it is particularly important that joint working is developed with neighbouring authorities, particularly Redditch BC and Birmingham City Council. The development of improved sports facilities, and physical activity environments, will facilitate increased participation, which in turn will benefit individual and community health. The challenge is that the greatest health benefit will be gained by encouraging the inactive, to become active.

Continued Local Partnership Working with Education Sites

6.21 To deliver the identified Strategy needs, and the key outcome of increased participation to address health inequalities, plus meet demands from increased population, there is an opportunity for some changes in approach to delivery. The refurbishment of existing facilities and increasing and optimising the available capacity in existing education facilities, provide a mechanism to deliver these outcomes.

6.22 The key issue to address initially is that of future partnership with education sites, to retain community access for clubs and groups as a minimum, and where possible agree Community Use Agreements (CUAs) which provide balanced access for the community on a pay and play basis. Increasing capacity to offer and deliver increased participation opportunities, particularly for those who are currently inactive, could contribute significantly to improved health and wellbeing in the district. Key sites identified include the Rylands Centre (future operational management of this is under discussion between the current operators, Sandwell Leisure Trust and Worcestershire County Council) which is an important facility to retain and if possible increase available access to the sports hall for clubs and the wider community, North Bromsgrove High School and Bromsgrove School. These facilities provide important resource for local sports clubs.

Planning Policy, Securing Developer Contributions, Planning Obligations, and S106 Obligations – An overview

- 6.23 To implement the Strategy recommendations and address identified needs for improved facility provision, Bromsgrove District Council will need to identify and secure capital funding from a range of sources. Developer contributions through S106 have the potential to form part of this funding moving forward. The Infrastructure Delivery Plan (IDP) will also need updating in light of the findings and recommendations of this Built Facility Strategy (see Table 4, Bromsgrove Strategic Policies and Strategies, **Bromsgrove District Plan 2011-2030 (Adopted January 2017)**).
- 6.24 The facility investment needs identified in the Strategy and set out in Table 45 provide the definitive investment priorities and locations for this investment to 2040. This should inform Local Plan policy, and specifically the priorities against which to secure developer contributions moving forward.
- 6.25 New residential developments will not necessarily generate the need for a new sports facility. However, where developments are located in areas where additional pressure will be placed on existing sports facilities by the development, Bromsgrove District Council should seek contributions, for the enhancement and extension of existing sports in the vicinity of the development. Bromsgrove District Council should utilise Sport England's Sports Facilities Calculator to inform these contributions.
- 6.26 If larger developments generate a need for and/or are located adjacent to suitable community provision i.e., a new or improved community hall, then these will be considered on a site-by-site basis having regard to the development proposal, the characteristics of the site and the capacity and condition of existing infrastructure. Off-site contributions may be sought to support nearby existing or new sites, and/or for identified, more strategic sites (such as larger, high quality, leisure facilities serving more than the local need, e.g., Bromsgrove Sports and Leisure Centre).
- 6.27 It is also important to highlight that the National planning guidance allows for cross boundary and pooled Developers' Contributions, although the latter are severely restricted.¹⁴ If new housing is to be built on the district boundaries, then consultation across neighbouring authorities will need to occur to ensure that built sport facility need in any new development is developed appropriately.

¹⁴ The Government is currently considering the scrapping of pooled contributions in some instances (e.g., where a local planning authority has an adopted CIL / land values are so low that it cannot be feasibly charged / where development is planned on several strategic sites). See here for further details:
https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/691182/Developer_Contributions_Consultation.pdf

Recommendations

Recommendation 1 (R1)

The existing levels of community accessible (including pay and play) sports hall, swimming pool and fitness provision in the district are retained as a minimum, but these need not necessarily be the same facilities as at present. An agreement on the future management of the Ryland Centre to protect this as a community facility is recommended as an imperative.

(PROTECT)

Recommendation 2 (R2)

There is a need for Bromsgrove District Council and partners to plan for the future refurbishment of Bromsgrove Sports and Leisure Centre to ensure that it can continue to respond to local health and wellbeing priorities leading up to 2040.

(PROVIDE)

Recommendation 3 (R3)

Bromsgrove District Council works in partnership with neighbouring local authorities i.e., RBC, Dudley MBC, and Birmingham City Council to develop joint strategic planning of sports hall and swimming facilities.

(PROVIDE AND ENHANCE)

Recommendation 4 (R4)

Bromsgrove District Council and its partners plan for refurbishment of the current facility stock of sports halls, which are primarily on education sites.

(PROVIDE AND PROTECT)

Recommendation 5 (R5)

Bromsgrove District Council seeks to ensure that any new education provision involving new or enhanced sports facilities has a CUA as part of the planning consent to secure pay and play opportunities for clubs and groups, e.g., new sports hall at Waseley Hills.

(PROVIDE AND ENHANCE)

Recommendation 6 (R6)

Consider the opportunity for Bromsgrove District Council to work with partners in education to increase community access to existing education sports facilities where community access is currently provided, and where it is not. Where possible, seek enhanced provision through a CUA, for example Bromsgrove School.

(PROVIDE AND ENHANCE)

Recommendation 7 (R7)

Bromsgrove District Council secures agreement with Everyone Active to manage North Bromsgrove High School as part of a CUA which will increase available hours for pay and play and community bookings.

(PROVIDE AND ENHANCE)

Recommendation 8 (R8)

Explore the potential for integrated operational leisure management across both Redditch and Bromsgrove to identify economies of scale.

(PROVIDE AND PROTECT)

Recommendation 9 (R9)

Where appropriate, Bromsgrove District Council and its partners seek to secure developer contributions from strategic developments that could contribute towards the development/refurbishment of strategic facilities, additional and safe walking, running, and cycling routes, and where possible to open up other informal, multipurpose places and spaces where people can be active.

(PROVIDE AND PROTECT)

Recommendation 10 (R10)

Bromsgrove District Council and all its partners identify the level of capital funding required to address the identified investment needs for sports facilities, and investigate all available sources for capital funding, on a partnership basis. To support this process, it is recommended to involve Herefordshire and Worcestershire Sports Partnership.

(PROVIDE)

Recommendation 11 (R11)

Bromsgrove District Council and its partners prioritise investment in the development of high-quality community sports facilities/spaces, with local partners. Increasing available capacity and therefore opportunities to take part in regular physical activity, in the local community, will contribute to improved health and wellbeing, increased participation and better community cohesion.

(PROVIDE AND ENHANCE)

Recommendation 12 (R12)

There should be on-going monitoring of this Strategy through its implementation, but as a minimum, progress should be reviewed and refreshed every five years. On-going monitoring should include partnership working with neighbouring local authorities to keep aware of facility changes and developments.

(PROTECT)

Action Plan

- 6.28 To realise the above Vision and Aims for sport and leisure facility provision in Bromsgrove there are key priorities that need to be addressed and implemented. These are set out below in the Action Plan, based on the recommendations for future provision.

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Table 46: Strategy Action Plan

Recommendation	Action	Responsibility	Timescale		Resources / Partners
			Short	= 1 – 5 Years	
			Medium	= 5 – 10 Years	
			Long Term	= 10+ Years	
Recommendation 1 (R1) The existing levels of community accessible (including pay and play) sports hall, swimming pool and fitness provision in the district are retained as a minimum, but these need not necessarily be the same facilities as at present. (PROTECT)	Ensure the need for existing levels of pay and play sports hall, swimming pools and fitness provision is reflected in the Local Plan.	Bromsgrove District Council Officers	Ongoing		Bromsgrove District Council Planning and Leisure Officer time
	Support development activities as part of a holistic approach to sustainable community health	Bromsgrove District Council Officers;	Ongoing		Bromsgrove District Council Planning and Leisure Officer time
Recommendation 2 (R2) There is a need for Bromsgrove District Council and partners to plan for the future refurbishment of Bromsgrove Sports and Leisure Centre to ensure that it can continue to respond to local health and wellbeing priorities leading up to 2040. (PROVIDE)	Bromsgrove Sports and Leisure Centre is an important facility for Bromsgrove residents and the swimming pools are very busy. It is therefore important that a plan for refurbishment of the facility is developed with its operating partner, Everyone Active, in order to maintain and improve quality of the provision by 2040.	Bromsgrove District Council Officers;	Medium - Long Term		Bromsgrove District Council officer time; Sport England and other funding sources
Recommendation 3 (R3) Bromsgrove District Council works in partnership with neighbouring local authorities i.e., RBC, Dudley MBC, and Birmingham City Council to develop joint strategic planning of sports hall and swimming facilities. (PROVIDE AND ENHANCE)	Develop a joint strategic planning of sports facilities group with neighbouring local authorities Produce a strategic plan for facility development and collaborate to look at increasing capacity and /or investment – mutually beneficial Group to meet quarterly/six monthly to discuss opportunities for joint working and monitoring of plan. Involve Active Sport partnerships.	Bromsgrove District Council, RBC, BCC, Dudley MBC officers; Active sport partners	Ongoing		Local authorities officer time; Active Sport partnerships time

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Recommendation	Action	Responsibility	Timescale		Resources / Partners
			Short	= 1 – 5 Years	
			Medium	= 5 – 10 Years	
			Long Term	= 10+ Years	
<p>Recommendation 4 (R4)</p> <p>Bromsgrove District Council and its partners plan for refurbishment of the current facility stock of sports halls, which are primarily on education sites.</p> <p>(PROVIDE AND PROTECT)</p>	<p>Liaise with schools re current condition of facility stock and any plans for refurbishment/replacement/modernisation</p> <p>Plan for refurbishment for each establishment with clear dates and costs</p> <p>Identify any potential planning obligation monies to allocate to these refurbishment projects</p>	<p>Bromsgrove District Council officers, education establishments, sports partnership</p>	<p>Short – Medium- Long Term</p>		<p>Bromsgrove District Council officer time, Education officers time, sports partnership time</p>
<p>Recommendation 5 (R5)</p> <p>Bromsgrove District Council seeks to ensure that any new education provision involving new or enhanced sports facilities has a CUA as part of the planning consent to secure pay and play opportunities for clubs and groups, new sports hall at Waseley Hills.</p> <p>(PROVIDE AND ENHANCE)</p>	<p>Develop a standard CUA for application in any forthcoming planning obligations</p>	<p>Bromsgrove District Council Officers; consultation with school</p>	<p>Short – Medium Term</p>		<p>Bromsgrove District Council leisure officer and planning, consultation time with new school/facility</p>
<p>Recommendation 6 (R6)</p> <p>Consider the opportunity for Bromsgrove District Council to work with partners in education to increase community access to existing education sports facilities where community access is currently provided, and where it is not. Where possible, seek enhanced provision through a CUA, for example Bromsgrove School.</p> <p>(PROVIDE AND ENHANCE)</p>	<p>Bromsgrove District Council and its partners work with relevant educational organisations to review, revise and or implement Community Use Agreements, which provide a better balance of pay and play and club use and longer opening hours where appropriate.</p>	<p>Bromsgrove District Council Officers; Education establishments; Sport England</p>	<p>Short - Medium Term</p>		<p>Bromsgrove District Council and existing relevant education establishments, Sport England.</p> <p>Time costs for developing Community Use Agreements.</p>

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Recommendation	Action	Responsibility	Timescale		Resources / Partners
			Short	= 1 – 5 Years	
			Medium	= 5 – 10 Years	
			Long Term	= 10+ Years	
<p>Recommendation 7 (R7)</p> <p>Bromsgrove District Council secures agreement with Everyone Active to manage North Bromsgrove High School as part of a CUA which will increase available hours for pay and play and community bookings.</p> <p>(PROVIDE AND ENHANCE)</p>	<p>Bromsgrove District Council works with Everyone Active and Sport England to agree a plan to manage North Bromsgrove School sports facilities and to open this further for community use</p>	<p>Bromsgrove District Council officers, North Bromsgrove High School, Sport England</p>	<p>Short Term</p>		<p>Bromsgrove District Council Planning and Leisure Officer time; Sport England agreement</p>
<p>Recommendation 8 (R8)</p> <p>Explore the potential for integrated operational leisure management across North Bromsgrove and Redditch to identify economies of scale.</p> <p>(PROVIDE AND PROTECT)</p>	<p>Bromsgrove District Council and Redditch Borough Council work together to explore the potential for one integrated approach to operational leisure management across the two authorities, to achieve economies of scale.</p>	<p>Bromsgrove District Council Officers, Redditch Borough Council officers,</p>	<p>Short Term</p>		<p>Bromsgrove District Council leisure officer time, External consultants</p>
<p>Recommendation 9 (R9)</p> <p>Where appropriate, Bromsgrove District Council and its partners seek to secure developer contributions from strategic developments that could contribute towards the development/refurbishment of strategic facilities, additional and safe walking, running, and cycling routes, and where possible to open up other informal, multipurpose places and spaces where people can be active.</p> <p>(PROVIDE AND PROTECT)</p>	<p>Bromsgrove District Council should develop a detailed approach to securing developer contributions to support the emerging local plan e.g., through a Planning Obligation SPD.</p> <p>Sport England’s CIL and Planning Obligations Advice Note (or the future Developer Contributions guidance that will supersede it) https://sportengland-production-files.s3.eu-west-2.amazonaws.com/s3fs-public/community-infrastructure-levy-and-planning-obligations-advice-note-nov-2018.pdf?PmR9OYIbVat6HfqmmvtKurJ6o1M3d4Z</p> <p>provides a step by step guide to assist the Council to use the findings of the strategy to secure financial contribution from developers.</p>	<p>Bromsgrove District Council officers</p>	<p>Short – Medium Term</p>		<p>Bromsgrove District Council Planning and Leisure Officer time; all relevant partners</p>

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Recommendation	Action	Responsibility	Timescale		Resources / Partners
			Short	= 1 – 5 Years	
			Medium	= 5 – 10 Years	
			Long Term	= 10+ Years	
<p>Recommendation 10 (R10)</p> <p>Bromsgrove District Council and all its partners identify the level of capital funding required to address the identified investment needs for sports facilities, and investigate all available sources for capital funding, on a partnership basis. To support this process, it is recommended to involve Herefordshire and Worcestershire Sports Partnership.</p> <p>(PROVIDE)</p>	<p>Bromsgrove District Council Leisure and Planning Officers to identify potential levels of capital funding from residential development, and any other funding sources.</p> <p>Involve Herefordshire and Worcestershire Sports Partnership in this process</p>	<p>Bromsgrove District Council Leisure and Planning Officers. Sport England, local partners</p>	Short – Medium Term		<p>Bromsgrove District Council Planning and Leisure Officer time; Developers Relevant local partners</p>
<p>Recommendation 11 (R11)</p> <p>Bromsgrove District Council and its partners prioritise investment in the development of high-quality community sports facilities/spaces, with local partners. Increasing available capacity and therefore opportunities to take part in regular physical activity, in the local community, will contribute to improved health and wellbeing, increased participation and better community cohesion.</p> <p>(PROVIDE AND ENHANCE)</p>	<p>Bromsgrove District Council to work with its local partner providers and relevant health and community partners to ensure provision of, and access to, appropriate community sports facilities and opportunities to provide physical activity in the local community.</p>	<p>Bromsgrove District Council Leisure Officers; Public Health and Local Providers and Community Partners</p>	Ongoing		<p>Bromsgrove District Council Leisure Officer time; Bromsgrove District Council Community Partners; Public Health and Bromsgrove Partner providers.</p>

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Agenda Item 9

Bromsgrove District Council

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Recommendation	Action	Responsibility	Timescale		Resources / Partners
			Short	= 1 – 5 Years	
			Medium	= 5 – 10 Years	
			Long Term	= 10+ Years	
Recommendation 12 (R12) There should be on-going monitoring of this Strategy through its implementation, but as a minimum, progress should be reviewed and refreshed every five years. On-going monitoring should include partnership working with neighbouring local authorities to keep aware of facility changes and developments. PROTECT)	Ensure a monitoring process is in place to refresh the strategy and action plan every 5 years. Ensure ongoing dialogue with neighbouring authorities to be aware of facility changes and developments that may impact on Bromsgrove residents and facility plans for the future. Establish a steering group made up of key stakeholders to take forward the actions in the action plan. This could be the same as the steering group recommended for implementing the PPS but excluding the outdoor playing pitch NGBs.	Bromsgrove District Council Leisure and Planning Officers. Sport England, local partners	Short – Medium Term		Bromsgrove District Council Planning and Leisure Officer time; Developers; Relevant local partners

12. It is recognised that any new schools (Recommendation 5) are currently outside the direct control of Bromsgrove District Council. This should not, however, prevent local partnerships for community access.

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