



BROMSGROVE DISTRICT COUNCIL

MEETING OF THE SCRUTINY BOARD

TUESDAY 26TH OCTOBER 2010, AT 5.00 P.M.

COMMITTEE ROOM, THE COUNCIL HOUSE, BURCOT LANE, BROMSGROVE

MEMBERS: Councillors D. L. Pardoe (Chairman), C. B. Taylor (Vice-Chairman),
A. N. Blagg, R. J. Deeming, C. R. Scurrall and C. J. Tidmarsh

AGENDA

1. To receive apologies for absence
2. Declarations of Interest and whipping arrangements
3. To confirm the accuracy of the minutes of the meeting of the Scrutiny Board held on 28th September 2010 (Pages 1 - 6)
4. Review of Street Trading Policy (Pages 7 - 28)
5. Sports Provision Review (Part 1) - Head of Leisure and Cultural Service (Pages 29 - 92)
6. Alternative Arrangements for the Place Survey - Verbal Update
7. Verbal Update on Bromsgrove Urban and Rural Transport (BURT)
8. Work Programme and Meeting Schedule (for information only) (Pages 93 - 104)
9. Discuss Questions for Witnesses attending meeting on 25th January 2011 (Pages 105 - 106)
(example questions attached for guidance)

10. To consider any other business, details of which have been notified to the Head of Legal, Equalities and Democratic Services prior to the commencement of the meeting and which the Chairman considers to be of so urgent a nature it cannot wait until the next meeting

K. DICKS
Chief Executive

The Council House
Burcot Lane
BROMSGROVE
Worcestershire
B60 1AA

18th October 2010

BROMSGROVE DISTRICT COUNCIL

MEETING OF THE SCRUTINY BOARD

TUESDAY, 28TH SEPTEMBER 2010 AT 6.00 P.M.

PRESENT: Councillors D. L. Pardoe (Chairman), C. B. Taylor (Vice-Chairman),
A. N. Blagg, R. J. Deeming, C. R. Scurrall and C. J. Tidmarsh

Observers: Councillors S. R. Colella and M. J. A. Webb

Officers: Mrs. S. Hanley, Mr. G. Revans, Mrs. A. Heighway, Mr. M. Carr
and Ms. A. Scarce

16/10 **APOLOGIES**

No apologies for absence were received.

17/10 **DECLARATIONS OF INTEREST AND WHIPPING ARRANGEMENTS**

No declarations of interest or whipping arrangements were received.

18/10 **MINUTES**

The Minutes of the meeting of the Scrutiny Board held on 13th July 2010 were submitted.

RESOLVED that the minutes be approved as a correct record.

19/10 **CABINET RESPONSE - IMPROVING RESIDENTS' SATISFACTION TASK GROUP (TASK GROUP CHAIRMAN: COUNCILLOR S. R. COLELLA)**

In the absence of the Portfolio Holder for Community Cohesion and Engagement, the Chairman asked Councillor S. R. Colella, as Chairman of the Improving Residents' Satisfaction Task Group, to feedback to Members the Cabinet response to the Task Group Report. Councillor Colella informed Members that the report had been well received by Cabinet and that all the recommendations had been approved. Timescales had been incorporated into the Cabinet Response and the recommendations would now be included within the Scrutiny Board's Quarterly Recommendation Tracker, to monitor implementation.

Members' attention was drawn to Recommendation 2 which related to the Place Survey. Officers explained that this had now been abolished and therefore no longer applicable, but alternative arrangements, possibly on a more local level, would be put in place and Members would be updated in due course. A further update had been received in respect of Recommendation 7

(Aim for Excellence); the new Head of Customer Services was now in post and would be aiming to complete an internal assessment, which was the first step towards achieving accreditation, by March 2011.

Members requested that they receive copies of the newsletters referred to at Recommendation 4(a) (regular newsletters) as part of the Recommendation Tracker report. Officers clarified that the aim was to provide parish councils with updated information to cascade down to residents, which would be an alternative, more effective and cost effective means of communication. Members asked what, if any, financial implications would arise following implementation of Recommendation 4(b) (web design and use of plain English). Officers confirmed that no significant financial implications had been envisaged as this work would be encompassed within the Council's aim for Excellence with Customer Service as detailed at Recommendation 7 (Aim for Excellence).

20/10 **THE FUTURE OF BROMSGROVE URBAN AND RURAL TRANSPORT (BURT)**

The Board considered the briefing paper in respect of the Bromsgrove Urban and Rural Transport (BURT) provided by the Head of Community Services. The briefing paper provided a response to Members' questions following submission of an Overview and Scrutiny Proposal from Councillor C. R. Scurrall at the meeting of the Scrutiny Board held on 13th July 2010.

The age profile data provided was queried and found to be inaccurate. The Head of Community Services would review this and report back to the next meeting. The lack of continuity of services was noted as evidence in the summary of journeys and take up data provided in the briefing paper, which showed that service provision was variable around the district. This was due to the limited capacity through running one bus across the whole District. The relationship with Redditch Borough Council's (RBC) services through a service and maintenance agreement was noted, as it provided critical support to BURT when it was off the road. It was noted that a closer working relationship between BURT and RBC services may be possible to further improve continuity of service provision and value for money.

The Board discussed the following issues in detail:

- The Service Level Agreement with the Women's Royal Voluntary Service (WRVS)
- Take up of the service
- The purchase of the vehicle and maintenance costs
- Feedback from users (which had been very positive particularly from the Disabled Users Group)
- Future budget bid
- Promotion/advertising of the service

The Head of Community Services advised Members that as the service had now been in operation for 12 months she would be undertaking a full evaluation/review, to ensure that the service was still required, meeting its full

potential and offered value for money. She also informed Members that she was now holding regular meetings with the WRVS in order to obtain clearer up to date information on the service and appropriate customer feedback. The evaluation/review would cover the inclusion of the more rural parts of the district, any scope for expansion of the service, cost constraints and the service and maintenance agreement with RBC, particularly in view of the shared services agenda. After further discussion it was

RESOLVED that a more detailed background report on the service, including clarification of the service user data be provided to the meeting of the Scrutiny Board to be held on 26th October 2010.

21/10 **TRAVEL CONCESSIONS - VERBAL UPDATE FROM HEAD OF COMMUNITY SERVICES**

The Board agreed to take Minute Nos. 21/10 and 22/10 as one item.

22/10 **OVERVIEW & SCRUTINY PROPOSAL - USE OF BUS PASSES (SUBMITTED BY COUNCILLOR C. R. SCURRELL)**

The Head of Community Services provided a brief verbal update on the new arrangements for concessionary fares. The Council was not yet aware of the full implications, although it had been guaranteed that Worcestershire County Council (WCC) would fund travel concessions. This funding would cover the national scheme, which covered fares from 09.30 to 23.00 hrs on week days and all day on weekends and bank holidays.

The Head of Community Services explained that the Head of Highways and Transport Infrastructure (WCC) had provided district councils with detailed information as to what steps councils would need to take if they wished to continue to fund the pre 9.30 a.m. service, which was available in Bromsgrove District. This included information on areas which would need to be considered, such as the type of contracts to be used with the bus contractors and to whom these concessions should be made available to.

Members discussed the merits of the pre 9.30 a.m. scheme and the cost of maintaining it. The Head of Community Services advised that currently the cost of the scheme was between £55,810 and £55,876 per annum and that concessionary passes were available to males and females aged 60 and over.

It was noted that in other local authority areas concessionary passes were not funded pre 9.30 a.m. as it was recognised as a commuter period when the buses were busy with people travelling to work. In view of this and in view of the additional costs, Members of the Board felt that they would be unable to support pre 9.30 a.m. concessionary travel in the district. After further discussion it was

RECOMMENDED that the Cabinet not support pre 9.30 a.m. concessionary bus travel.

RESOLVED that due to lack of support by the Board for pre 9.30 a.m. concessionary bus travel, no further action be taken with regard to the Overview and Scrutiny Proposal Form completed in respect of concessionary travel.

23/10 **SCRUTINY BOARD QUARTERLY RECOMMENDATION TRACKER**

The Board considered the Quarterly Recommendation Tracker and the Portfolio Holder for Community Services was pleased to advise Members that all recommendations which had been agreed by Cabinet in respect of the two Refuse and Recycling Scrutiny Investigations has been completed. The Portfolio Holder for Community Services drew Members attention to the following:

- On-street recycling – a trial scheme would shortly be run from Sanders Park.
- The contractors used for the recycling of aluminium cans and the cost to the Council. The Portfolio Holder invited Councillor C. B. Taylor to attend the next Portfolio Holder's meeting, as he had a particular interest and knowledge of this area.
- NVQ Training – all staff had now completed the training, which was well received. The Portfolio Holder confirmed that new staff members would also be offered the training. A presentation of certificates would take place at the Depot in October and the Portfolio Holder undertook to invite Members to attend.
- Co-mingled Sorting Plant visit – a further visit would be arranged for those Members who had not yet seen the new plant.
- Eco-schools programme – Members asked whether Bromsgrove School was or could be included within this programme. The Head of Environmental Services agreed to investigate and report back to the Board in due course.
- Availability of the recycling service – the Portfolio Holder advised Members that the service had recently been offered to a further 2,500 households and it was envisaged that it would be available to 99% of residents within the next few months. He confirmed that press releases had been provided to the local papers, but had been disappointed that the article had only appeared in one local paper (and not on the front page as had been hoped) and had not been included in the local paper's website.
- The vehicle management system – this was also being looked at with Worcestershire County Council. The Head of Environmental Services explained that software was available, although very expensive, which would assist with this and WCC were exploring the option of all districts using the same system as this would be more cost effective.

RESOLVED:

- (a) that Recommendations 1 and 2 from the Hot Food Takeaways Investigation (24th November 2009) be referred back to the new Head of Planning and Regeneration for further consideration;

- (b) that Recommendations 1, 2 and 3 from the Refuse and Recycling VMF Scrutiny Investigation (25th November 2008) be removed as completed items from the Scrutiny Board Recommendation Tracker; and
- (c) that Recommendations 1, 2, 4, 5, 6, 7, 8, 10 11, 14 and 15 of the Refuse and Recycling Scrutiny Investigation (4th March 2008) be removed as completed items from the Scrutiny Board Recommendation Tracker.

24/10 **OVERVIEW & SCRUTINY PROPOSAL - PLANNING ENFORCEMENT (SUBMITTED BY COUNCILLOR C. R. SCURRELL)**

The Board considered an Overview and Scrutiny Proposal put forward by Councillor C. R. Scurrrell which related to Planning Enforcement. Officers advised the Board that a review of the Council's Planning Policy was a topic which was already included within the Joint Overview and Scrutiny (JOSB) Work Programme and that it may therefore be appropriate for Planning Enforcement to be considered as part of that investigation. Members of the Scrutiny Board were also Members of JOSB and would therefore still be able to contribute to the investigation.

RESOLVED that Planning Enforcement be considered within the review of the Council's Planning Policy to be undertaken by the Joint Overview and Scrutiny Board.

25/10 **COUNTYWIDE JOINT FLOODING TASK GROUP - UPDATE**

The Board considered the briefing paper provided by officers in respect of the Joint County and District Flooding Scrutiny Task Group. Members were informed that Worcestershire County Council were co-ordinating this programme of work, which would take approximately 5 years to complete. The Chairman advised Members that part of the ongoing work was the mapping of Flood Risk Assessments for all wards, by Wyre Forest. It was not clear at this stage whether the Flood Risk Assessments had been completed. Members noted that Flood Risk Assessment mapping was a complex exercise but commented that it was an important exercise to identify areas at risk in future. The Executive Director for Leisure, Environment and Community Services agreed to investigate this further and report back in due course.

26/10 **VERBAL UPDATE ON THE CHAIRMAN'S QUARTERLY MEETING WITH THE LEADER**

The Chairman advised Members that a meeting had been held between the Chairmen of the Overview Board, Scrutiny Board, Audit Board and Performance Management Board. The following items had been discussed at this meeting:

- Work Programmes
- Task groups
- Recommendation Tracking
- The MUGA Inquiry
- Attendance at meetings

- Current vacancies on all Boards

27/10 **QUESTIONS FOR WITNESSES ATTENDING MEETING ON 26TH OCTOBER 2010**

Officers advised Members that the following topics would be discussed at the meeting of the Scrutiny Board to be held on 26th October 2010:

- Street Trading Consent Policy – 6 month review
- Sports Provision – first of two scheduled meetings

The relevant Heads of Services would be invited to attend the meeting and Members were asked to provide the Scrutiny Officer with any questions they would like to put forward to officers as soon as possible.

The meeting closed at 7.35 p.m.

Chairman

BROMSGROVE DISTRICT COUNCIL

SCRUTINY BOARD

26th October 2010

REVIEW OF STREET TRADING POLICY

Relevant Portfolio Holder	Councillor P. Whittaker, Portfolio Holder for Regulation
Relevant Head of Service	Steve Jordan, Head of Regulatory Services
Head of Service for the purpose of this report	Claire Felton, Head of Legal, Equalities and Democratic Services
Non-Key Decision	

1. SUMMARY OF PROPOSALS

- 1.1 The purpose of this report is to provide Members with an update and 6 month review of the new Street Trading Consent Policy.

2. RECOMMENDATIONS

- 2.1 That the Scrutiny Board:
- (a) note the answers to key questions (attached at Appendix 1),
 - (b) review the Street Trading Consent Policy (attached at Appendix 2),
 - (c) make any comments and recommendations on the policy.

3. BACKGROUND

- 3.1 At the Scrutiny Board meeting held on 27th October 2009, Members asked officers to provide further information on the licensing of mobile hot food outlets in the District and how the regulation of these might be affected by the introduction of the new policy on Street Trading.
- 3.2 At the Scrutiny Board meeting held on 24th November 2009, Members considered a report on the street trading policy and in light of a number of concerns raised, Members agreed to review the new policy after it had been in place for 6 months. The full meeting of the Council on 20th January 2010 also resolved that the Scrutiny Board review the policy after 6 months operation. The Street Trading Consent Policy was formally adopted in January 2010 and revised with a modification in May 2010.
- 3.3 Members of the Scrutiny Board have submitted advance questions to Regulatory Services. Answers to these are attached at Appendix 1.
- 3.4 The Street Trading Consent Policy is attached at Appendix 2.

4. KEY ISSUES

4.1 Review of the Council's Street Trading Consent Policy.

5. FINANCIAL IMPLICATIONS

5.1 There are no direct financial implications arising out of this report.

6. LEGAL IMPLICATIONS

6.1 There are no direct legal implications arising out of this report.

7. POLICY IMPLICATIONS

7.1 None for the purpose of this report.

8. COUNCIL OBJECTIVES

8.1 The Street Trading Consent Policy relates to Council Objective Four: Environment.

9. RISK MANAGEMENT INCLUDING HEALTH & SAFETY CONSIDERATIONS

9.1 None for the purpose of this report.

10. CUSTOMER IMPLICATIONS

10.1 None for the purpose of this report.

11. EQUALITIES AND DIVERSITY IMPLICATIONS

11.1 None for the purpose of this report.

12. VALUE FOR MONEY IMPLICATIONS, PROCUREMENT AND ASSET MANAGEMENT

12.1 None for the purpose of this report.

13. CLIMATE CHANGE, CARBON IMPLICATIONS AND BIODIVERSITY

13.1 None for the purpose of this report.

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26th October 2010

14. HUMAN RESOURCES IMPLICATIONS

14.1 None for the purpose of this report.

15. GOVERNANCE/PERFORMANCE MANAGEMENT IMPLICATIONS

15.1 None for the purpose of this report.

16. COMMUNITY SAFETY IMPLICATIONS INCLUDING SECTION 17 OF CRIME AND DISORDER ACT 1998

16.1 None for the purpose of this report.

17. HEALTH INEQUALITIES IMPLICATIONS

17.1 None for the purpose of this report.

18. LESSONS LEARNT

18.1 None for the purpose of this report.

19. COMMUNITY AND STAKEHOLDER ENGAGEMENT

19.1 None for the purpose of this report.

20. OTHERS CONSULTED ON THE REPORT

Portfolio Holder	No
Chief Executive	No
Executive Director (S151 Officer)	No
Executive Director – Leisure, Cultural, Environmental and Community Services	No
Executive Director – Planning & Regeneration, Regulatory and Housing Services	No
Director of Policy, Performance and Partnerships	No
Head of Service	Yes

BROMSGROVE DISTRICT COUNCIL

SCRUTINY BOARD

26th October 2010

Head of Resources	No
Head of Legal, Equalities & Democratic Services	Yes
Corporate Procurement Team	No

21. WARDS AFFECTED

All wards

22. APPENDICES

Appendix 1 – Answers to Key Questions on Street Trading Policy
Appendix 2 – Street Trading Consent Policy.

23. BACKGROUND PAPERS

Street Trading Policy.

24. KEY

N/A

AUTHOR OF REPORT

Name: Michael Carr – Scrutiny Officer
E Mail: M.Carr@bromsgrove.gov.uk
Tel: 01527 881407

APPENDIX 1 – Answers to Key Questions on Street Trading Policy

1. Service Area

Q What areas does street trading consent cover?

The whole of the district has been designated as consent streets. This was a change that was introduced under the current policy; under the previous policy the consent streets were limited to a small area of the town centre. The effect of this change has been to expand the area for which street trading consents are required. This change was supported by members at the time who wanted to be able to regulate the activities occurring on the various roads around the district and outlying areas.

Q What activities are included?

In terms of activities which require a street trading consent the following are included:

- Flower sellers/food vendors parked on the highway or located in lay bys
- In relation to sellers stationed on privately owned land these are included where sales take place directly onto the highway. This is a question of fact that has to be considered depending on the lay out of each individual application/ location.

The following are not included:

- Telephone canvassers
- Big issue sellers
- Collectors with notice displays for Wildlife /dog homes /LACS etc
- Buskers
- Boot sales

2. Business Aims and Objectives

Q What are the business aims and objectives for Street Trading enforcement in Bromsgrove?

As referred to above one of the considerations for the new policy was to extend it to cover a wider area and therefore include all the traders operating in the district. Other than this, the main drivers behind the policy were those that would be usually associated with street trading policies namely promoting public safety and preventing public nuisance.

Q How do these link with the Council's Vision and Objectives?

As a matter of good practice it is recommended that Local authorities should operate a policy for street trading consent and regulate this type of activity. There is no specific link in the BDC policy to the visions and

objectives. As referred to above the main drivers are public safety and preventing public nuisance.

3. Performance

Q What are the performance indicators for the Street Trading enforcement service?

There are no specific performance indicators for Street Trading. However, consideration is being given by WRS that all street trading applications should be resolved within a certain time frame. E.g. 12 weeks.

Since the new policy has been in operation approx 14 applications have been received of which 7 were granted by officers as no objections were made during the consultation period. 4 applications have since been granted by the Licensing (Miscellaneous) Sub – Committees following hearings. There are currently 6 applications being processed/ consulted upon on which decision are pending.

Q How does the Street Trading enforcement service perform against these performance indicators?

Not applicable (See above).

Q How does policy and performance compare to other councils inc, Redditch Borough Council, Statistical Neighbours, Bromsgrove District Council over past 2 years?

There is no comparative data available at this time as regards neighboring authorities. It is also not clear that any of the other relevant authorities would be suitable comparators as our policy operates over the whole district and others are limited to town centres. Anecdotally the trainer who recently provided licensing training at Bromsgrove was of the opinion that the policy is well drafted and better than others he has seen.

Q What are the reasons for poor / high performance?

It is too early to draw any conclusions about performance.

4. Case Enquiries

*Q Please can you provide an update on the following case:
There's a farmer illegally selling plants on the roadside of the A38 most Sundays opposite the old Mount's School near Bromsgrove North junction. The police are aware and he says he doesn't need a licence*

to trade as he is a farm shop although there is no shop and traffic is being blocked on the busy road.

This matter is currently being investigated by officers who will need to establish whether the policy applies depending on the lay out of the site. It would appear that the actual trading is taking place on private land. There needs to be further investigation to establish whether the land adjacent to the site is public land.

5. Customer Feedback

Customer feedback – inc The Place Survey, Focus Groups, Customer Complaints etc

There is a limited amount of information available by way of feedback forms from the 2 hearings – copies attached.

6. Organisation

Q *What is the organisational structure for delivering the Street Trading enforcement service?*

Street Trading administration and will sit within the core licensing team within WRS.

Enforcement of Street Trading maybe carried out by a range of enforcement Officers within WRS.

7. Budget

Q *What is the budget for the Street Trading enforcement service? Total. Capital. Revenue.*

Q *What were the budget and out-turn figures for the Street Trading enforcement service over the past 2 years?*

Q *How does budget compare to other councils eg, Redditch Borough Council, Statistical Neighbours, Bromsgrove District Council over past 2 years?*

There is no separate budget for Street Trading; it is currently incorporated within existing Licensing budgets.

The revised Policy came into effect in January 2010 and a further minor amendment was incorporated in June 2010, following a review of Street Trading in the District in 2009. Previous to this the Street Trading Consent Policy only applied to a few streets within the centre of Bromsgrove. The revised policy extended the boundary, to include the entire district following concerns over public safety and public nuisance associated with unregulated Street Trading. Fees were increased from a initial £10 charge to the current figure of £552.00 per year.

It is felt that not enough time has elapsed since the policy has been implemented to compare against previous and district wide figures.

8. Future Plans

Q *What are the future plans for the development of the Street Trading enforcement service (inc new statutory requirements etc).*

Street Trading Consent sits within the scope of Worcestershire Regulatory Services which is currently undergoing formal restructuring and further transformation. Street Trading will be included within this, with a view to achieving a consistent policy.

It is anticipated that Members will be consulted on this through the joint committee.

Additional comments

At the Licensing Committee meeting on 11th October an item was included on the agenda to enable the committee members to put forward any comments/observations they have on the policy based on their experience of using the policy to decide applications. The following matters were raised:-

- Fees – whether these need to be reviewed to ensure that BDC is charging similar amounts to other authorities.
- That some of the snack bars can look a bit garish and not fit in with their surroundings.
- That tables and chairs on the pavement outside can look scruffy and cause an obstruction; alternatively that they should be permitted as they provide areas for sitting and stop people wandering away and spreading litter.
- Is the policy easily understandable? Comments that it could be written in clearer language.
- Whether once the system is better established there is going to be an ability for it to be enforced.
- Whether the policy amounts to over regulation? On the other hand that it is best practice to have a policy and that through use of the model conditions the Council does have an ability to regulate issues affecting public safety and prevent nuisance.

CUSTOMER FEEDBACK FORM LEGAL, EQUALITIES & DEMOCRATIC SERVICES

In order to ensure continuous improvement for members of the public attending Committee Meetings the Committee Services Team would like to ask you to take a few minutes to complete this questionnaire to be collected by the Committee Services Officer or returned to the address shown below.

STREET TRADING SVCS - COMMITTEE APPLICATION

COMMITTEE: LICENSING SVCS - COMMITTEE A **DATE:** 3/8/10

	Yes	No	Comments
How did you find out about the meeting – Internet, word of mouth, local newspaper, other?			LETTER
Was there enough information available to make it clear what was being discussed?	✓		
If not, what further information would you like to see?			
On the day of the meeting were there clear instructions and signage as to the meeting room?	✓		
Did you find the meeting welcoming / accessible?	✓		
Were copies of the meeting agenda / reports made available?	✓		
Were you able to hear what was being said at the meeting?	✓		even though I can hear
Do you have any other comments?			

Please return this questionnaire to Karen Firth, Committee Group Leader, Legal, Equalities and Democratic Services, Bromsgrove District Council, The Council House, Burcot Lane, Bromsgrove, B60 1AA (or email a scanned copy of the completed form to k.firth@bromsgrove.gov.uk).



CUSTOMER FEEDBACK FORM LEGAL, EQUALITIES & DEMOCRATIC SERVICES

In order to ensure continuous improvement for members of the public attending Committee Meetings the Committee Services Team would like to ask you to take a few minutes to complete this questionnaire to be collected by the Committee Services Officer or returned to the address shown below.

*STREET TRADING APPLICATION
LICENSING & SUB-COMMITTEE* **DATE:** 5/8/10

	Yes	No	Comments
How did you find out about the meeting – Internet, word of mouth, local newspaper, other?	✓		Letter from Council
Was there enough information available to make it clear what was being discussed?	✓		
If not, what further information would you like to see?			
On the day of the meeting were there clear instructions and signage as to the meeting room?	✓		
Did you find the meeting welcoming / accessible?	✓		
Were copies of the meeting agenda / reports made available?	✓		
Were you able to hear what was being said at the meeting?	✓		
Do you have any other comments?			Thank you for giving us the opportunity to apply for a consent to trade and providing an approachable & accessible meeting to support our business

Please return this questionnaire to Karen Firth, Committee Group Leader, Legal, Equalities and Democratic Services, Bromsgrove District Council, The Council House, Burcot Lane, Bromsgrove, B60 1AA (or email a scanned copy of the completed form to k.firth@bromsgrove.gov.uk).





Street Trading Consent Policy

Adopted
24th May 2010



Bromsgrove
District Council

www.bromsgrove.gov.uk


EQUALITY
FRAMEWORK
FOR LOCAL
GOVERNMENT
ACHIEVING

Introduction

1. Purpose of the Policy

- 1.1 It is the Council's intention to create a street trading environment which complements the area of trading, is sensitive to the needs of residents and nearby businesses, which promotes consumer choice whilst ensuring the safety of the public and prevents nuisance being caused. This policy is designed to promote those aims.

2. Summary of the Policy

- 2.1 In order to promote the above purpose the Council has designated:
- the entire district of Bromsgrove (other than the High Street [and certain adjoining streets]) as Consent Streets which means that street trading is only allowed if the Council grants a Street Trading Consent; and
 - the High Street [and certain adjoining streets shown on the enclosed plan] as Prohibited Streets which means that no street trading is allowed on the High Street/those streets.
- 2.2 This policy aims to assist in achieving consistency in determining applications for Street Trading Consents.

3. Background

- 3.1 Street trading means the selling, exposing for sale, or offering for sale of any article (including a living thing) in any street, road, footway or other area to which the public have access without payment in the district of Bromsgrove.
- 3.2 There are some types of trade that are exempt from the definition of street trading. These include:-
- acting as a pedlar under a pedlar's certificate granted under the Pedlars Act 1871;
 - markets or fairs established by Charter;
 - trading in a trunk road picnic area;
 - trading as a news vendor;
 - trading at a petrol filling station;
 - trading on premises used as a shop or in the street adjoining a shop, as part of the business of the shop;
 - Selling things as part of the business of a roundsman e.g. a milkman (but not ice cream vans) ; and
 - facilities for recreation and refreshment operated by the Council.
- 3.3 A Street Trading Consent must be obtained from the Council before street trading can take place in Consent Streets.

4. Criteria for Street Trading Consents

4.1 In determining an application for a Street Trading Consent, the Council will consider the following factors:

- (a) **Public Safety** – does the location of the proposed trading site represent or is it likely to represent, a substantial risk to the public and users of the highway? The Council will consider things like important sight lines for CCTV cameras, requirements of emergency vehicles, fire hazards, hygiene and the safety of access to or from the trading site.
- (b) **Public Order** – does the street trading activity represent, or is it likely to represent, a substantial risk to public order?
- (c) **The avoidance of public nuisance** – does the street trading activity represent, or is it likely to represent, a substantial risk of nuisance to the public from noise, smell, litter or late night disturbance?
- (d) **Needs of the area** – are there enough other trading outlets to serve the needs of the area? A Street Trading Consent will not be granted where it is considered that there are already enough traders trading in the vicinity (from shops or other stalls) in goods in which the applicant wishes to trade, or if there is an existing concentration of street traders in the street in which the applicant wishes to trade.
- (e) **Consultation** - relevant responses from consultees.

4.2 In addition the Council will consider the following general criteria:

- the trader will be expected to provide a service which is a benefit to the public and which enhances the area by bringing in new products or adding to the vitality of the area;
- the Trading Unit, including any associated equipment must be of good quality and complimentary to the character of the area;
- each application will be judged on the general needs of the locality; a Street Trading Consent will not normally be granted where there is already adequate similar provision in the immediate area;
- the effect on road safety caused by the siting of the Street Trading Unit or by customers visiting or leaving the Street Trading Unit;
- the effect of any loss of amenity caused by noise, traffic or smell;
- any existing Traffic Regulation Orders e.g. waiting restrictions; and
- any potential obstruction of pedestrian or vehicular access.

- 4.3 **Note:**
Suitcase salesmen and similar traders will not be issued with a Street Trading Consent.
- 4.4 Any proposal to sell hot food and drink between 11pm and 5am also requires a Premises Licence issued under the Licensing Act 2003.

5. Environmental Issues

5.1 Street Traders must comply with all legislative requirements relating to Environmental Health and Trading Standards. Failure to observe these requirements may result in a Street Trading Consent being revoked, or a trader might be prosecuted for more serious offences.

5.2 Some of the key environmental points are listed below:

- It will be the responsibility of the trader to keep the area clean and free from litter during the consented/operational hours;
- All waste generated must be disposed of in accordance with the requirements of the Environmental Protection Act 1990;
- Traders whose street trading activity includes the provision of food in any form must comply with the provisions of current food safety and health and safety legislation;
- All food traders must be registered as a food business with a local authority environmental health department where the unit is kept prior to trading;
- The Trading Unit may be inspected by an authorised officer of the local authority at all reasonable times; and
- Visits may be made to holders of Street Trading Consents throughout the consent period to check whether conditions are being complied with or to carry out any duty the Council has, such as food safety inspections.

6. Fees

6.1 The Council reviews the fees for Street Trading Consents each year. The current fees are :

Annual street trading consent	£552 per annum
Occasional street trading consent	£25 per day

6.2 Fees must be paid in full in advance.

6.3 If any cheque is dishonoured by a bank, the Council will insist that payment is made in cash or other cleared funds within 5 working days at the Customer Service Centre, School Drive, Bromsgrove, Tel: 01527 881288. If such payment is not made within 5 days the Council will revoke the Street Trading Consent (if the fee is for renewal of a Street Trading Consent) or will refuse to issue a new Street Trading Consent.

6.4 If an application for a Street Trading Consent is refused the Council will refund the fee in full.

- 6.5 If a Street Trading Consent is surrendered or revoked before the end of the consent period, the Council will refund the whole or part of any fee paid as applicable in proportion to the length of consent period which has elapsed. Any refund of a consent fee will be dependant on the remainder of the term left on the consent less an administration fee of £25.00.

7. Applying for a Street Trading Consent

- 7.1 An application for the grant or renewal of a Street Trading Consent should be made to:

Licensing Section
Planning and Environment Services
Bromsgrove District Council
Burcot Lane
Bromsgrove
Worcestershire
B60 1AA.

- 7.2 All applicants must be over 17 years of age.

- 7.3 The application must be accompanied by the following:

- a completed application form;
- the fee;
- an ordnance survey map (or equivalent) to a minimum scale of 1:1250 clearly indicating the location of the proposed street trading site;
- a current photograph of the applicant;
- three colour photographs of the Trading Unit with full details of any van, barrow, other vehicle or portable stall which the applicant intends to use; and
- where food is to be sold the application must include details of the local authority where the trader is registered as a food business.

- 7.4 Once the application has been received, the Council will make arrangements for the van, barrow, vehicle or stall to be inspected by one of its authorised officers.

- 7.5 The Council will consult with the following:

- the Highways Authority – Worcestershire County Council;
- the Chief Officer of Police;
- the Council's Environmental Health team;
- the Council's Street Scene and Community Services team;
- the Council's Economic Development team;
- Trading Standards;
- the Parish Council (if any) in which the Trading Unit is to be located,;
- the Ward Councillors; and

- the owners/occupiers of any properties near to the proposed location of the trading site.
- 7.6 The criteria set out in this Policy will be used to determine the application. Each application will be assessed on its merits and individual circumstances. Applications are decided within **28 days**, unless advised otherwise.
- 7.7 If no objections are received during the consultation period and the application complies with the requirements of this Policy the Street Trading Consent will be granted.
- 7.8 If any relevant objections are received during the consultation period, the applicant will be notified of any objection and will be given the opportunity to respond to such objections.
- 7.9 If the application does not comply with the requirements of this policy or if relevant objections are received, the application will be referred to the Council's Licensing (Applications) Sub-Committee for consideration.
- 7.10 If the application is referred to the Sub-Committee, the applicant and any objectors will be invited to attend the meeting to put forward their case. The applicant may be legally represented or supported by a friend. If the applicant does not attend the Sub-Committee meeting, the application can be determined in their absence.
- 7.11 The application and any objections from consultees will be assessed by the Licensing (Applications) Sub-Committee against the criteria set out above. The Council will aim to resolve any objections by attaching appropriate conditions to the Street Trading Consent. If conditions cannot overcome the objections, the application may well be refused. The applicant will be notified in writing within **5 working days** of the decision to refuse the application or revoke the Street Trading Consent. There is no right of appeal against the Council's decision to refuse to grant or revoke a Street Trading Consent.
- 7.12 A Street Trading Consent will be issued for a maximum period of 12 months. Shorter term consents may be issued on a daily or monthly basis. These particular consents will expire, unless renewed, on the date specified in the Street Trading Consent.
- 7.13 Once issued, the consent holder cannot sell, give away, sub-let or part with all or part of the Street Trading Consent or any rights conferred by it.
- 7.14 A Street Trading Consent may be revoked by the Council at any time or surrendered by the consent holder at any time.

8. Conditions

81. Conditions are attached to Street Trading Consents to ensure public safety and the prevention of nuisance and annoyance to local residents and businesses. These conditions are set out at Appendix 'A'. The Council may also impose other conditions as it considers reasonably necessary in any particular case.

9. Display of the Street Trading Consent

- 9.1 A copy of the Street Trading Consent must be prominently displayed at the trading site to which it relates to so that it can be clearly seen and read.
- 9.2 The size and location of a Trading Unit shall be clearly shown and identified on the Street Trading Consent.

10. Variations to Street Trading Consents

- 10.1 In certain circumstances, the Council may wish to vary a Street Trading Consent it has granted by adding to, altering or removing one or more of the conditions attached to it. In those circumstances the Council will notify the consent holder of its intention and the consent holder will be given the chance to respond to the proposed variation of the Street Trading Consent.
- 10.2 Consent holders may also ask for conditions to be added to, altered or removed. This is done by completing a new application form and submitting the appropriate fee. There is no right of appeal against the Council's decision to refuse to vary a Street Trading Consent.
- 10.3 If the Council varies a Street Trading Consent, the consent holder must surrender the original consent.

11. Insurance

- 11.1 Every consent holder must produce the original of a relevant policy for Third Party Liability Insurance with a minimum level of cover of £5 million before the Street Trading Consent can be issued, or before a Street Trading Consent can be renewed.

12. Trade Waste

- 12.1 If the street trading activity involves or requires the removal of waste from the trading site the consent holder must produce evidence of a waste removal scheme, such as a Trade Waste Agreement with a licensed waste carrier, before a Street Trading Consent will be issued, or before a Street Trading Consent will be renewed.

13. Enforcement

- 13.1 Any person who carries on street trading in a Consent Street without the appropriate consent, or in a Prohibited Street and who is not exempt commits an offence and may be prosecuted and liable on conviction to a fine not exceeding £1,000.

- 13.2 Failure to comply with the conditions attached to a Street Trading Consent may lead to suspension, revocation or non-renewal of the Street Trading Consent.
- 13.3 The street trading activity must at all times comply with the legal requirements relating to that type of street trading activity and action may be taken by the authority responsible for regulating that activity. In particular traders whose street trading activity includes the provision of food in any form must comply with the provisions of current food safety and health and safety legislation.
- 13.4 It is recommended that advice be sought on detailed compliance with this legislation from the Commercial Team at Bromsgrove District Council on 01527 881434 at the earliest opportunity. The trading unit will be subject to routine inspection to assess compliance.

14. Equality & Diversity

- 14.1 In determining applications the Council will give take account of its Inclusive Equalities Scheme.

15. Review

- 15.1 This policy will be monitored and reviewed from time to time.

Model Conditions

General

1. You may only carry out street trading activities between the times and/or on the days permitted by the Street Trading Consent.
2. You must not trade in any location other than the location permitted by the Street Trading Consent.
3. You must at all times whilst trading, display in a prominent position the Street Trading Consent issued by the Council.
4. You must not sell any type of food, goods or merchandise other than that specified in the Street Trading Consent.
5. Any breach of these conditions may lead to the Street Trading Consent being suspended or revoked.
6. The Council may vary the conditions attached to this Street Trading Consent at any time.

Prevention of obstruction or danger to highway users

7. The Trading Unit shall be placed in such a position so that no obstruction is caused to nearby shop entrances to the satisfaction of the Council's authorised officer.
8. No vehicle shall be in attendance for the purpose of delivering or collecting stalls, goods, etc., between the hours of 10.30 a.m. and 3.30 p.m.
9. You must ensure that access for emergency vehicles is available at all times, and that access for any vehicles is available before 10.30 a.m. and after 3.30 p.m.
10. You will be responsible for any damage to the highway or otherwise resulting from the trading activity.
11. You must not park vehicles or place structures in the vicinity of a trading site so as to obstruct street parking facilities available for the public.
12. Advertisements or other notices must not be placed outside the street trading site without the approval of the Council.
13. You or any other person at the trading site must move the vehicle/stall or vacate the site immediately when asked to do so by a Police Officer or an authorised officer of the Council.

Prevention of nuisance or annoyance

14. You are responsible for the disposal of all refuse and waste from the site and, at the end of trading, you must ensure that the site is cleansed and left entirely free of obstruction.
15. If you damage or fail to cleanse the trading site remedial action will be taken by the Council and the cost charged to you or if appropriate, enforcement action may be taken under Environmental Protection Act 1990 and Clean Neighbourhood and Environmental Act 2005.
16. You must not carry on your trade in such a way so as to cause a nuisance and must take all reasonable steps to prevent substantial risk of nuisance from noise, odour or fumes to residents, members of the public and businesses in the vicinity.
17. You must not use any television, tape recorder or other device for the reproduction of sound while trading without the permission of the Council.
18. You must not use strobe lights without the permission of the Council.
19. You must confine and sell goods and merchandise within the area of the trading site as approved and must not sell or erect additional tables, awnings or any other structure.
20. You must ensure that the Trading Unit does not cause interference to vehicles servicing nearby shops, houses or other premises.
21. You must ensure that you do not deposit in any street any solid or liquid refuse arising from the trading activity and you must not discharge any waste water to the street surface or to the surface water drains.

Type of vehicle

22. Any vehicle used for the provision of food in any form must comply with the provisions of current food safety and health and safety legislation. Vehicles may be inspected by an authorised officer of the Council at all reasonable times to ensure compliance with legislation.

Safety Measures

23. You are responsible for any connection to electrical supply and this must be carried out in accordance with the current good electrical practice by a competent person. The Trading Unit must not be connected to the Council's Christmas display circuit.
24. The use and storage of liquid petroleum gas shall comply with the requirements of the Fire Officer.

Liability

25. You are responsible for all and any claims for loss, damage or injury howsoever arising from the erection of the Trading Unit including any associated equipment, the erection or siting of any van, barrow,

vehicle or portable stall any and/or the carrying out of street trading activities, or any other activities carried on by you at the trading site.

Suitability of Applicant

26. You must maintain a high degree of personal cleanliness and shall wear suitable, clean and where appropriate, protective clothing. Where food is to be sold this must include compliance with current food safety legislation.
27. You are expected to be in regular attendance at the site as Street Trading Consents are granted to individuals. The person who is the consent holder is required to be present at the vehicle, barrow, cart, van, portable stall or other vehicle or premises from which the street trading activity takes place during trading hours. The consent holder may nominate an assistant to cover in their absence. Advice on this should be sought from the Licensing Team.
28. You must at all times conduct your business in a clean, honest, polite and business-like manner without interfering with the business of other traders and consent holders.
29. You must ensure that you have obtained any other approval or registration required under any other statutory provisions relevant to your trade.
30. You must be 17 years of age or over and shall be responsible at all times for the control of the stall. Any persons assisting on the stall must be 17 years of age or over.
31. The Street Trading Consent is personal to the trader named within it and shall not be assigned, sub-let or transferred to any other person, firm or company.

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BROMSGROVE DISTRICT COUNCIL

SCRUTINY BOARD

26th October 2010

SPORTS PROVISION

Relevant Portfolio Holder	Councillor Mike Webb – Portfolio Holder for Community.
Head of Service	John Godwin - Head of Leisure & Cultural Services
Relevant Head of Service for Overview and Scrutiny	Claire Felton – Head of Legal, Equalities and Democratic Services
Non-Key Decision	

1. SUMMARY OF PROPOSALS

- 1.1 To consider the value for money of sports provision and explore any potential savings, alternative options and improvements.

2. RECOMMENDATIONS

That the Board :

- a. notes the Questions and Answers - Head of Leisure and Cultural Services provided at Appendix 1,
- b. interview the Head of Leisure and Cultural Services to determine any further information relevant to the terms of reference for the investigation,
- c. agree any further evidence and questions to the Portfolio Holder at the next meeting.

3. BACKGROUND

- 3.1 A Scrutiny investigation has been planned on sports provision for the District. This topic arose from a proposal at the Quarterly Meeting between the Leader of the Council and the Chairmen of Overview and Scrutiny (and other non-executive Boards). The topic was then agreed by the Scrutiny Board for inclusion in its Work Programme 2010-2011.

- 3.2 The terms of reference for this investigation are:

“To consider the value for money of sports provision and explore any potential savings, alternative options and improvements”.

- 3.3 The investigation has been planned over 3 meetings of the Scrutiny Board:
- 26th October 2010
 - 25th January 2011 and
 - 24th February 2011.

SCRUTINY BOARD

26th October 2010

The investigation may conclude earlier if possible.

4. KEY ISSUES

- value for money of sports provision,
- potential savings,
- alternative options and improvements.

5. FINANCIAL IMPLICATIONS

- 5.1 There are no financial implications directly relating to this report, however, part of the investigation relates to the identification of potential savings.

6. LEGAL IMPLICATIONS

- 6.1 There are no legal implications directly relating to this report.

7. POLICY IMPLICATIONS

- 7.1 None.

8. COUNCIL OBJECTIVES

- 8.1 The main roles of the Leisure and Cultural Services, which provide for sports provision, are linked to Council priority CO3 – One Community.

9. RISK MANAGEMENT INCLUDING HEALTH & SAFETY CONSIDERATIONS

- 9.1 There are no risk management issues directly relating to this report, however, any implications could be considered as part of the scrutiny investigation.

10. CUSTOMER IMPLICATIONS

- 10.1 There are no customer implications directly relating to this report, however, any implications could be considered as part of the scrutiny investigation.

11. EQUALITIES AND DIVERSITY IMPLICATIONS

- 11.1 There are no implications directly relating to this report for the Council's Equalities and Diversity Policies, however, any implications could be considered as part of the scrutiny investigation.

SCRUTINY BOARD

26th October 2010

12. VALUE FOR MONEY IMPLICATIONS, PROCUREMENT AND ASSET MANAGEMENT

12.1 There are no value for money implications directly relating to this report, however, value for money implications are considered as part of the terms of reference for this scrutiny investigation.

13. CLIMATE CHANGE, CARBON IMPLICATIONS AND BIODIVERSITY

13.1 There are no climate change, carbon implications and biodiversity implications directly relating to this report.

14. HUMAN RESOURCES IMPLICATIONS

14.1 None for the purpose of this report.

15. GOVERNANCE/PERFORMANCE MANAGEMENT IMPLICATIONS

15.1 None for the purpose of this report.

16. COMMUNITY SAFETY IMPLICATIONS INCLUDING SECTION 17 OF CRIME AND DISORDER ACT 1998

16.1 None for the purpose of this report.

17. HEALTH INEQUALITIES IMPLICATIONS

17.1 None for the purpose of this report.

18. LESSONS LEARNT

18.1 Not applicable for the purpose of this report.

19. COMMUNITY AND STAKEHOLDER ENGAGEMENT

19.1 None for the purpose of this report.

20. OTHERS CONSULTED ON THE REPORT

Portfolio Holder	Yes
Chief Executive	No
Executive Director (S151 Officer)	No

BROMSGROVE DISTRICT COUNCIL

SCRUTINY BOARD

26th October 2010

Executive Director – Leisure, Cultural, Environmental and Community Services	No
Executive Director – Planning & Regeneration, Regulatory and Housing Services	No
Director of Policy, Performance and Partnerships	No
Head of Service	Yes
Head of Resources	No
Head of Legal, Equalities & Democratic Services	Yes
Corporate Procurement Team	No

21. WARDS AFFECTED

All Wards

22. APPENDICES

Appendix 1. Questions and Answers - Head of Leisure and Cultural Services

Appendix 2. Active People Surveyⁱ Headline Results, West Midlands Region, Sport England

Appendix 3. Active People Survey Headline Results, Sport England

Appendix 4. Sport England Local Sport Profile, Sport England.

Appendix 5. Modelling Profile - Sports Halls – Bromsgrove, Sport England's National Facilities Analysis (February 2009 and 2019 Forecasts)

Appendix 6. Modelling Profile – Swimming Pools Bromsgrove, Sport England's National Facilities Analysis (February 2009 and 2019)

Appendix 7. Leisure and Communities Performance - Performance Indicators Period 02 (May) 2008/09

SCRUTINY BOARD

26th October 2010

Appendix 8. Leisure and Communities Performance - Performance Indicators
Period 12 (March 2010), 2009-10

Appendix 9. Leisure and Communities Performance - Performance Indicators
Period 5 (August 2010), 2010-11 (to August)

Appendix 10. KPI 1-6 Source: Sport England's Active People Survey

Appendix 11. NI8: Adult participation in sport and active recreation, Source: Sport
England's Active People Survey

Appendix 12. Capital Monitoring 2006 – 2010

Appendix 13. Revenue Monitoring 2010/11, Leisure & Cultural Services.

23. BACKGROUND PAPERS

None.

24. KEY

None.

AUTHOR OF REPORT

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E Mail: m.carr@bromsgrove.gov.uk
Tel: 01527 881407

Appendix 1 - Questions and Answers - Head of Leisure and Cultural Services

Bromsgrove District Council

Scrutiny Board 26th October 2010

Sports Provision within Bromsgrove – Initial Information

1. Business Aims and Objectives

Q What are the business aims and objectives of the service

The aims and objectives of the service are contained within the Service Business Plan (09/10) and the Sports & Active recreation Strategy 2008 to 2011.

Q How do these link with the Council's Vision and Objectives?

The main roles of the service are linked to C03 (One community) and with detailed information showing these links within the above documents. The wider benefits of Sport and Physical Activity have been demonstrated by Sport England in a series of policy papers which show the impact sport plays in the lives of individuals and the wider community (see Shaping Places Through Sport, Sport England).

2. Performance

Q What are the performance indicators for the service?

The headline performance indicators for Bromsgrove at a corporate level are based on usage and can be found in the attached corporate performance set. Additional information is also supplied to show BDC's performance in a local and national context. (Appendix 5-11)

Q How does the service perform against these performance indicators?

Performance is of a high standard in general with some minor areas of concern, these can be discussed at this evening's meeting in more detail.

Q How does performance compare to other councils inc, Redditch Borough Council, Statistical Neighbours, Bromsgrove District Council over past 2 years?

SCRUTINY BOARD

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Please see above.

- Q What are the reasons for poor / high performance?

To be discussed during the review and further information provided as required.

3. Customer Feedback

- Q Customer feedback – inc The Place Survey, Focus Groups, Customer Complaints etc

4. Organisation

- Q What is the organisational structure for delivering this service?

Please see attached information, please note this is subject to change based on upcoming service review as part of the transformation process.

5. Budget

- Q What is the budget for this service? Total. Capital. Revenue.

Please see attached budget information detailing revenue and capital spend.

- Q What were the budget and out-turn figures for this service over the past 2 years?

Please see attached information.

- Q How does budget compare to other councils eg, Redditch Borough Council, Statistical Neighbours, Bromsgrove District Council over past 2 years?

Due to time constraints and the variable nature of service structure accurate comparisons are difficult to make. However VFM reviews and bench marking show a strong BDC performance.

6. Future Plans

- Q What are the future plans for the development of this service (inc new statutory requirements etc).

SCRUTINY BOARD

26th October 2010

The key objectives of the service can be found in the Sports Strategy and subsequent Services plans, however due to the timing of the review and the 2011/12 Business Plan and Team Action Plans are not yet available. Officer would recommend that the second session that has been allocated to this subject is used to review these documents to allow the Scrutiny Board the ability to comment on the information and any actions they feel should be included.

Active People Survey Headline Results**WEST MIDLANDS REGION****Participation**

- 19.3% of the adult population (829,217) take part regularly in sport and active recreation – the national average is 21%.
- Over two fifths (42.3%) of 16 – 19 years olds in the West Midlands take part in regular moderate intensity sport and active recreation.
- 53.8% of adults (2,311,695) have not taken part in any moderate intensity sport and active recreation of 30 minutes duration in the last 4 weeks – the national average is 50.6%.
- Regular participation in sport and active recreation varies across different socio-demographic groups:
 - Males - 22.2%; Females - 16.6%.
 - People with a limiting longstanding illness or disability - 7.9%; those without - 21.6%
 - Black and other ethnic minority groups - 16.5%; the white population - 19.6%.
 - Lowest socio-economic groups - 14.7%; highest socio-economic group - 23.8%.
- Regular participation ranged from a high of 25.6% in Stafford to a low of 14.9% in Sandwell.

Volunteering

- 4.7% of the adult population (202,358) contribute at least one hour a week volunteering to sport - national average is 4.7%.
- Volunteering levels ranged from 7.1% in North Shropshire to 3.0% in Sandwell.

Club membership, receiving tuition, taken part in organised competition

- 23.5% of the adult population are members of a club where they take part in sport – the national average is 25.1%.
- 16.4% of adults have received tuition from an instructor or coach over the last 12 months – the national average is 18%.
- 13.9% of adults have taken part in organised competitive sport in the last 12 months – the national average is 15%.

Satisfaction with sports provision in the local area

- 69.1% of adults are fairly or very satisfied with sports provision in their local area - national average is 69.5%.

West Midlands Region

Levels of regular participation in moderate intensity sport and active recreation

Local Authority	Regular participation (3 days a week 30 mins moderate intensity)	Volunteering to support sport (at least 1 hour a week)	Local Authority	Regular participation (3 days a week 30 mins moderate intensity)	Volunteering to support sport (at least 1 hour a week)
Stafford	25.6	6.2	Staffordshire Moorlands	20.4	4.4
Warwick	25.2	6.0	Oswestry	20.1	6.3
Stratford-on-Avon	24.4	5.8	Wyre Forest	20.1	5.1
Shrewsbury & Atcham	24.2	6.9	South Shropshire	20.0	5.4
Malvern Hills	23.3	6.3	Newcastle-under-Lyme	19.7	3.7
Worcester	23.0	5.5	Tamworth	19.0	4.7
East Staffordshire	22.8	5.2	Redditch	19.0	4.2
Bridgnorth	22.8	5.9	Nuneaton & Bedworth	18.9	5.1
Lichfield	22.4	4.8	Coventry	18.7	3.6
Bromsgrove	22.2	4.9	Birmingham	17.1	3.9
Herefordshire UA	22.0	5.0	Dudley	16.7	5.6
North Warwickshire	21.8	5.4	Wolverhampton	16.1	4.8
Rugby	21.7	6.3	Walsall	16.1	3.1
Wychavon	21.5	5.8	Stoke-on-Trent UA	15.8	4.1
Cannock Chase	21.2	4.4	Sandwell	14.9	3.0
North Shropshire	21.1	7.1			
South Staffordshire	20.7	4.6			
Telford & Wrekin UA	20.6	5.7			
Solihull	20.4	5.5			

	Bottom 25 Percent
	Middle 50 Percent
	Top 25 Percent

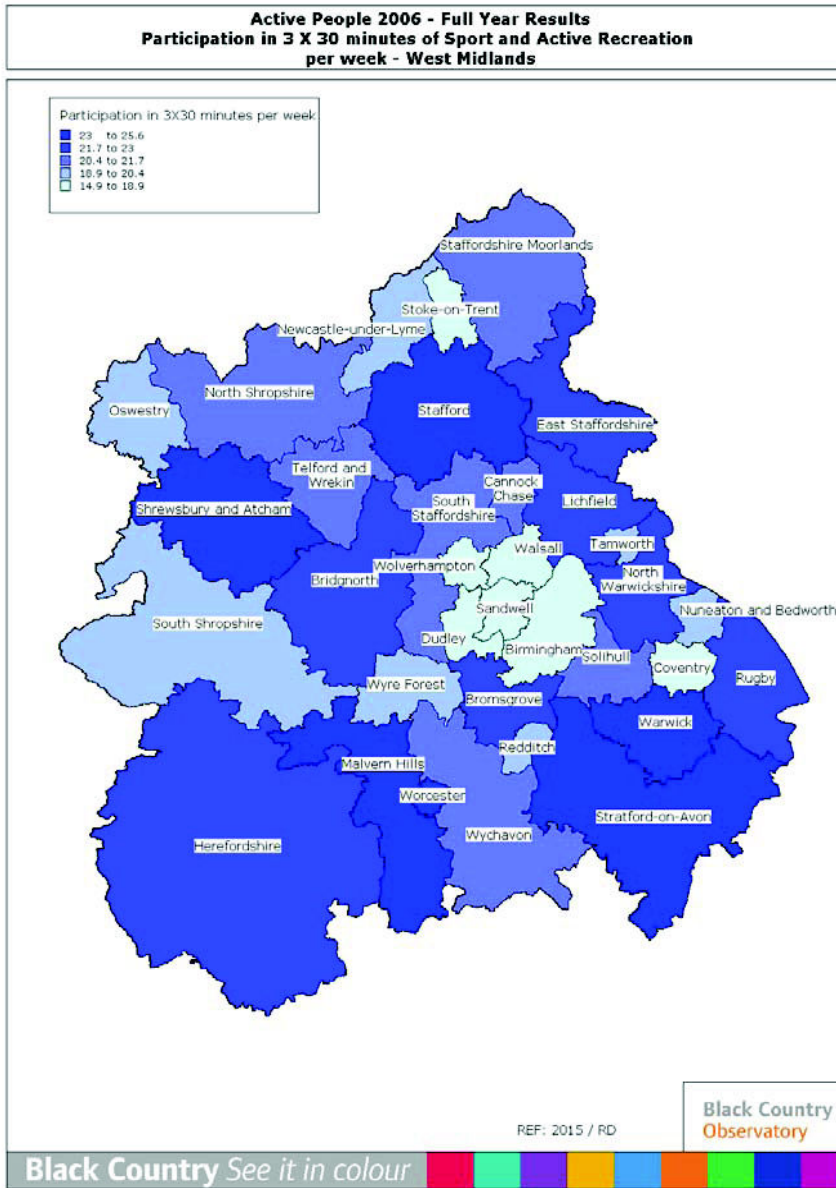
Note: The colour codes indicated above highlight how the results of each Local Authority area compares to the national results. Green represents the top 25% nationally; yellow represents the middle 50% nationally; and red represents the bottom 25% nationally.

County Sports Partnerships

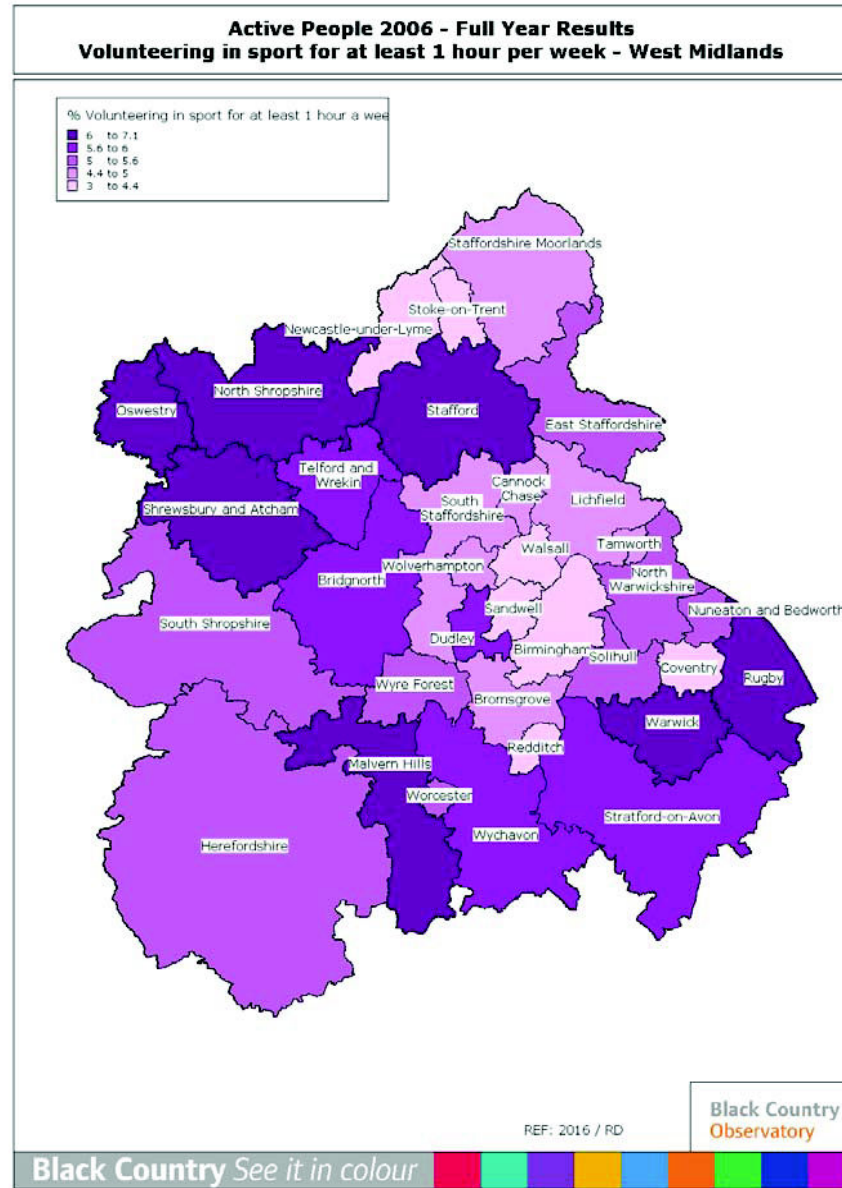
	Participation Rate (%)	Volunteering Rate (%)
Herefordshire and Worcestershire	21.6	5.2
Shropshire and Telford & Wrekin	21.6	6.2
Greater Warwickshire	21.1	5.1
Staffordshire and Stoke-on-Trent	20.3	4.6
Birmingham	17.1	3.9
Black Country	16.0	4.1

Counties

	Participation Rate (%)	Volunteering Rate (%)
Warwickshire	22.6	5.7
Shropshire	22.1	6.5
Staffordshire	21.6	4.8
Worcestershire	21.5	5.3



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Maps produced for Sport England West Midlands by Black Country Sports Partnership

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Notes

ⁱ The Active People Survey was carried out by Ipsos MORI on behalf of Sport England. It is the largest sport and recreation survey ever undertaken. In total 364,501 people were interviewed (a minimum of 1,000 in each local authority area and a minimum of 4,000 for each county sports partnership) by telephone across England between the period mid October 2005 to mid October 2006. The sample was random stratified and the results are representative of the total adult population in England, the English regions and local authorities in England.

ⁱⁱ Regular participation in sport and recreation is defined as taking part on at least 3 days a week in moderate intensity sport and active recreation for at least 30 minutes continuously in any one session. Participation includes recreational walking and cycling. Over 250 different sports and recreational activities were counted in the survey. Moderate intensity is defined by having walked at a brisk or fast pace and for sports having raised the breathing rate.

ⁱⁱⁱ Disability is defined in terms of: 'do you have a longstanding illness, disability or infirmity? By longstanding I mean anything that has troubled you over a long period of time or that is likely to affect you over a period of time.'

^{iv} NS-SEC is the National Statistics Socio-economic Classification. It is derived by combining information on occupation and employment status. Employment status is created by combining data on whether an individual is an employer, self-employed or an employee, size of organisation (where collected) and supervisory status.

^v Club membership is defined in terms of 'being a member of a club particularly so that you can participate in sport or recreational activity in the last 4 weeks'.

^{vi} Receiving tuition is defined as: 'having received tuition from an instructor or coach to improve your performance in any sport or recreational activity in the last 12 months'.

^{vii} Taken part in organised competition is defined as: having taken part in any organised competition in any sport or recreational activity in the last 12 months'.

EMBARGOED TO 7 DECEMBER 2006, 12 NOON

ACTIVE PEOPLE SURVEY¹ HEADLINE RESULTS

ENGLAND

Participation

- 21% of the adult population aged 16 and over (8.5 million people) take part regularly in sport and active recreation.²
- 28.4% of adults (11.5 million) have built some exercise into their lives³.
- 50.6% of adults (20.6 million) have not taken part in any moderate intensity sport and active recreation of 30 minutes duration in the last 4 weeks. Many of these will be switched off from sport but many more are likely to want to participate but face barriers that make it difficult for them to be active.
- Regular participation (this is defined as taking part on at least 3 days a week in moderate intensity sport and active recreation for at least 30 minutes continuously in any one session) in sport and active recreation varies across different socio-demographic groups:
 - Males 23.7% (4.7 million); Females 18.3% (3.8 million)
 - 32.7% 16 to 24 years; 24.7% 35 to 44; 16.0% 55 to 64; and 6.0% 75 to 84 years
 - People with a limiting longstanding illness or disability⁴ 8.8%; those without 23.3%
 - Black and other ethnic minority groups 18.6%; Adults of white origin - 21.2%.
 - 17.5% of Black Caribbean's regularly participate and 17% of Asians.
 - Lowest socio-economic groups⁵ 16.3%
 - highest socio-economic group 25.1%
- Regular participation ranged from a high of 22.6% in the South East region to a low of 19.3% in the West Midlands. The most active Local Authority area is Richmond upon Thames⁶, and Boston in Lincolnshire is the least active.
- Walking is the most popular recreational activity, followed by swimming and going to the gym. Cycling, football, running and jogging, golf, badminton, tennis and aerobics make up the top 10. (*More detailed sport by sport information is available*).

Club membership⁷, receiving tuition⁸, taken part in organised competition⁹

- 25.1% of the adult population (10.2 million) are members of a club where they take part in sport - an increase from 17% in 2002¹⁰.

- 18% of adults (7.3 million) have received tuition from an instructor or coach over the last 12 months – an increase from 11% in 1996 and 16% in 2002.
- 15% of adults (6 million) have taken part in organised competitive sport in the last 12 months – an increase from 12% in 2002.

Satisfaction with sports provision in the local area

- 69.5% of adults are fairly or very satisfied with sports provision in their local area¹¹.

Volunteering

- 4.7% of the adult population (1.9 million) contribute at least one hour a week volunteering to sport. This equates to over 54,000 full time equivalent jobs.
- Over 2.7 million people put some voluntary time into sport.
- Volunteering levels ranged from 5.4% in the South East to 3.5% in the London region

¹ The Active People Survey was carried out by Ipsos MORI on behalf of Sport England. It is the largest sport and recreation survey ever undertaken. In total 363,724 people were interviewed (a minimum of 1,000 in each local authority area) by telephone across England between the period mid October 2005 to mid October 2006. The results are representative of the total adult population in England, the English regions and local authorities in England.

² Regular participation in sport and recreation is defined as taking part on at least 3 days a week in moderate intensity sport and active recreation (at least 12 days in the last 4 weeks) for at least 30 minutes continuously in any one session. Participation includes recreational walking and cycling. 239 different sports and recreational activities were counted in the survey. Moderate intensity is defined by having walked at a brisk or fast pace and for sports having raised the breathing rate. Some sports automatically classed as at least moderate

³ Those described as building some exercise into their lives did at least 30 minutes of moderate intensity sport and active recreation on between one and eleven (inclusive) days in the previous 28 days.

⁴ Disability is defined in terms of: 'do you have a longstanding illness, disability or infirmity? By longstanding I mean anything that has troubled you over a long period of time or that is likely to affect you over a period of time.'

⁵ NS-SEC is the National Statistics Socio-economic Classification. It is derived by combining information on occupation and employment status. Employment status is created by combining data on whether an individual is an employer, self-employed or an employee, size of organisation (where collected) and supervisory status.

⁶ The Isles of Scilly had higher measured rates of participation but these are less reliable due to the small sample sizes achieved

⁷ Club membership is defined in terms of 'being a member of a club particularly so that you can participate in sport or recreational activity in the last 4 weeks'

⁸ Receiving tuition is defined as: 'having received tuition from an instructor or coach to improve your performance in any sport or recreational activity in the last 12 months'

⁹ Taken part in organised competition is defined as: having taken part in any organised competition in any sport or recreational activity in the last 12 months'

¹⁰ 1996 and 2002 figures are taken from the General Household Survey carried out by the Office of National Statistics. The questions were the same in all surveys – but care must be taken in comparing statistics from two different surveys.

¹¹ Those described as satisfied said they were either very or fairly satisfied with sports provision in their area



SELECT THE AREA YOU WOULD LIKE TO VIEW FROM THE DROP DOWN BOX

West Midlands - Bromsgrove



Sport England Local Sport Profile for Bromsgrove

Understanding demographics within Bromsgrove

Demographic characteristic count (000s)

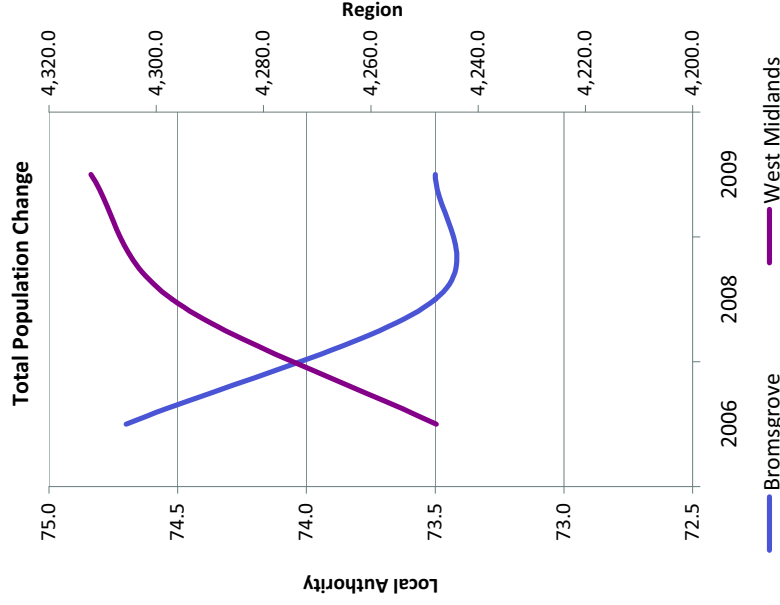
Indicator	Bromsgrove		West Midlands		England	
	2006	2008	2006	2008	2006	2008
Total	74.7	73.5	4,247.8	4,297.0	40,411.0	41,083.8
Male	35.8	35.3	2,072.7	2,100.3	19,667.9	20,056.9
Female	38.9	38.1	2,175.0	2,197.0	20,743.9	21,028.4
16 to 19	3.8	3.1	289.1	292.1	2,618.5	2,647.5
20 to 24	5.1	3.6	348.4	367.1	3,284.2	3,508.1
25 to 29	9.5	7.7	649.0	645.5	6,637.7	6,727.6
30 to 34	20.1	22.6	1,155.4	1,158.2	11,185.9	11,283.4
35 to 39	19.2	20.1	967.5	978.6	8,967.7	9,246.4
40 to 44	17.0	16.4	838.6	862.2	7,714.2	7,904.1
45 to 49	73.8	72.6	3,738.5	3,744.4	36,335.5	36,599.9
50 to 54	0.9	0.9	506.5	552.1	4,046.8	4,457.6
55 to 59	4.8	3.3	376.3	388.5	3,459.3	3,460.7
60 to 64	1.7	6.0	156.6	172.2	1,568.5	1,649.4
65+	3.3	*	113.8	93.2	1,027.5	1,014.2
White	48.0	47.4	2,761.4	2,780.1	26,628.7	27,043.9
Non-White						
Both DDA & worklimiting						
DDA only disabled						
Work-limiting only disabled						
Not disabled						
Total	74.7	73.5	4,247.8	4,297.0	40,411.0	41,083.8

Source: Annual Population Survey Year: 2006, 2008 & 2009

Measure: Number of adult population broken down by gender, age, ethnicity and disability

[For more information click here](#)

NB: * signifies that the entry has been suppressed due to confidentiality or because of sample size and this is the case throughout the spreadsheet



Demographic characteristic proportions

Indicator	Bromsgrove		West Midlands		England	
	2006	2008	2006	2008	2006	2008
Male	47.9%	48.0%	48.8%	48.9%	48.7%	48.8%
Female	52.1%	51.8%	51.2%	51.1%	51.3%	51.2%
16 to 19	5.1%	4.2%	6.8%	6.7%	6.5%	6.4%
20 to 24	6.8%	4.9%	8.2%	8.4%	8.1%	8.4%
25 to 34	12.7%	10.5%	15.3%	15.0%	16.4%	16.1%
35 to 49	26.9%	30.7%	27.2%	27.0%	27.7%	27.5%
50 to 64	25.7%	27.3%	22.8%	22.8%	22.2%	22.3%
65+	22.8%	22.3%	19.7%	20.1%	19.1%	19.2%
White	98.8%	98.8%	88.0%	87.1%	89.9%	89.1%
Non-White	1.2%	1.2%	11.9%	12.8%	10.0%	10.9%
Both DDA & worklimiting	6.4%	4.5%	8.9%	9.0%	8.6%	8.4%
DDA only disabled	2.3%	8.2%	3.7%	4.0%	3.9%	4.0%
Worklimiting only disabled	4.4%	*	2.7%	2.2%	2.5%	2.5%
Not disabled	64.3%	64.5%	65.0%	64.7%	65.9%	65.8%
Total	100%	100%	100%	100%	100%	100%

Source: Annual Population Survey Year: 2006, 2008 & 2009

Measure: Proportion of adult population broken down by gender, age, ethnicity and disability

Unemployment as a proportion of economically active (000s)

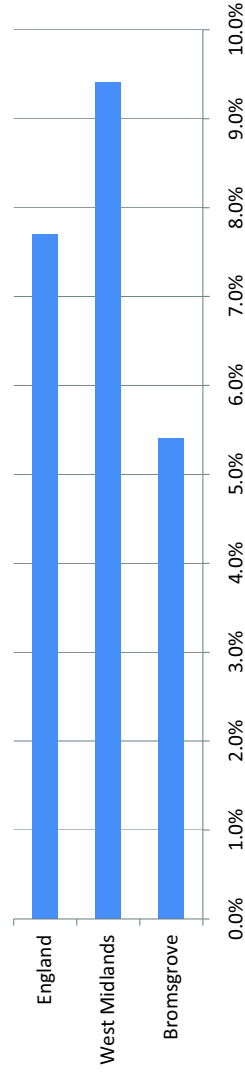
Geography	Unemployed	Economic-ally Active	Rate
Bromsgrove	2.7	49.4	5.4%
West Midlands	249.4	2,655.3	9.4%
England	2,029.0	26,305.2	7.7%

Source: Annual Population Survey Year: 2009

Measure: Number and proportion of adult population that are unemployed and number that are economically active.

[For more information click here](#)

Unemployment Rate as a proportion of Economically Active Pop

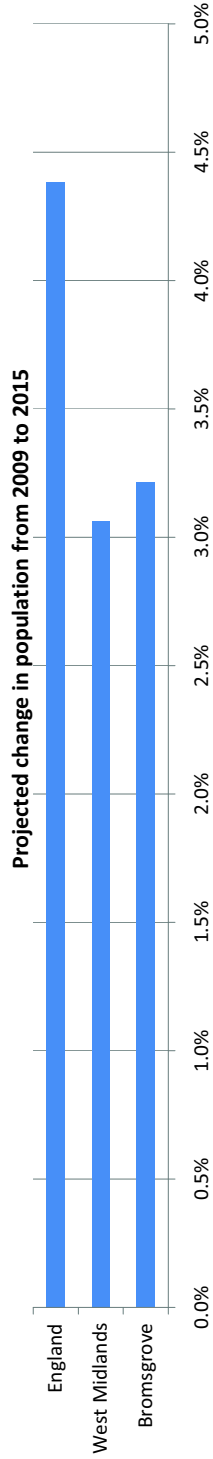
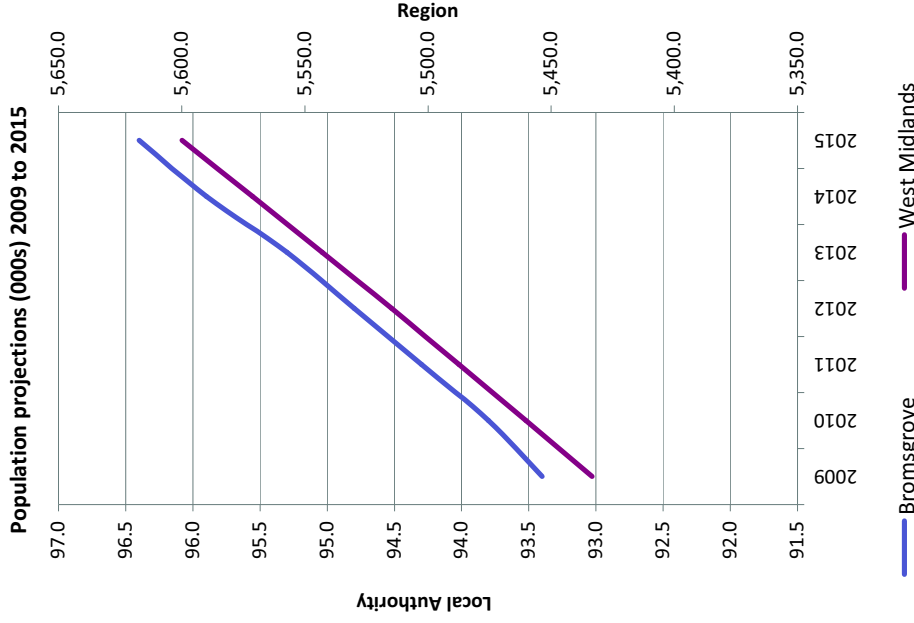


Population projections by local authority area (2009-2015) (000s)

Indicator	Bromsgrove							Chg 09 - 15 % Chg	
	2009	2010	2011	2012	2013	2014	2015		
Male	46.3	46.5	46.8	47	47.3	47.6	47.9	1.6	3.5%
Female	47.1	47.3	47.5	47.8	48	48.3	48.5	1.4	3.0%
0-4	5	5	5	5	5	4.9	4.9	-0.1	-2.0%
5-9	5.1	5.2	5.2	5.4	5.5	5.6	5.6	0.5	9.8%
10-14	5.9	5.8	5.6	5.5	5.4	5.4	5.5	-0.4	-6.8%
15-19	5.7	5.5	5.5	5.5	5.4	5.4	5.3	-0.4	-7.0%
20-24	4	4	4	4	3.9	3.8	3.7	-0.3	-7.5%
25-29	4.2	4.3	4.3	4.5	4.6	4.7	4.7	0.5	11.9%
30-34	4.8	4.8	5	5	5.1	5.1	5.3	0.5	10.4%
35-39	6.5	6.2	5.9	5.6	5.5	5.5	5.5	-1	-15.4%
40-44	7.7	7.7	7.5	7.4	7.1	6.9	6.6	-1.1	-14.3%
45-49	7.4	7.6	7.7	7.8	7.9	7.9	7.8	0.4	5.4%
50-54	6.5	6.6	6.8	7	7.2	7.4	7.5	1	15.4%
55-59	6.2	6.1	6.2	6.3	6.3	6.3	6.5	0.3	4.8%
60-64	6.5	6.5	6.4	6.1	6	5.9	5.8	-0.7	-10.8%
65-69	5.1	5.3	5.6	5.9	6.1	6.2	6.2	1.1	21.6%
70-74	4.3	4.4	4.4	4.4	4.6	4.8	5	0.7	16.3%
75-79	3.6	3.6	3.7	3.7	3.8	4	4	0.4	11.1%
80-84	2.6	2.6	2.7	2.9	2.9	3	3.1	0.5	19.2%
85-89	1.7	1.7	1.7	1.8	1.8	1.9	2	0.3	17.6%
90+	0.8	0.9	1	1.1	1.2	1.2	1.3	0.5	62.5%
Bromsgrove	93.4	93.8	94.3	94.8	95.3	95.9	96.4	3.0	3.2%
West Midlands	5,433.4	5,460.3	5,487.4	5,514.8	5,542.9	5,571.2	5,599.8	166.4	3.1%
England	51,817.1	52,196.7	52,577.1	52,953.9	53,332.0	53,710.0	54,087.8	2,270.7	4.4%

Source: Office of National Statistics, Sub National Population Projections: 2009-2015 Measure: Projected number of population and forecasted percentage change in time period.

[For more information click here](#)



Obesity levels in adults and children (000s)

Geography	Adult Obesity		Childhood Obesity	
	Number	Rate	Number	Rate
Bromsgrove	17.8	24.3%	0.1	6.7%
West Midlands	1,137.5	26.4%	5.8	10.1%
England	10,005.6	24.2%	48.6	9.6%

Source: Department of Health: Year: 2006-2008 (Adults) 2008/09 (Children)
 Measure: Number of people & proportion of the adult population and child population that are obese
[For more information click here](#)

Life expectancy by gender

Geography	Life Expectancy	
	Male	Female
Bromsgrove	79.5	81.8
West Midlands	77.2	81.6
England	77.9	82.0

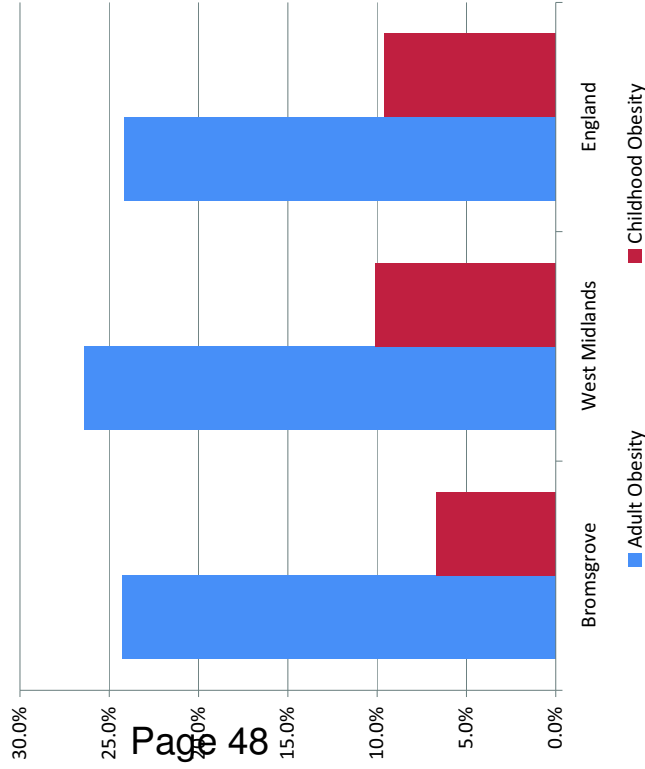
Source: Department of Health: Year: 2006-2008: Measure: Life expectancy in years
[For more information click here](#)

Deprivation levels as measured by the Index of Multiple Deprivation (IMD)

Geography	Deprivation 2007
Score in Bromsgrove	10.20
Rank in West Midlands (out of 22)	32
Rank in England (out of 353)	298

Source: Department for Communities and Local Government Year: 2007
 Measure: Index of multiple deprivation and rank in region and nation
[For more information click here](#)

Proportion of the Adult & Child population that are obese



Sport and Active Recreation Participation in Bromsgrove

NI8 Sport & Active Recreation Participation by year, duration and gender

Indicator	Year	Bromsgrove			West Midlands			England		
		All	Male	Female	All	Male	Female	All	Male	Female
0 days / 0x30	2005/06	45.0%	39.8%	50.0%	53.3%	48.7%	57.6%	50.0%	45.1%	54.6%
	2007/09	42.6%	37.3%	47.6%	51.1%	45.3%	56.6%	47.8%	42.4%	53.0%
1-3 days	2005/06	9.1%	9.1%	9.2%	8.1%	8.6%	7.7%	8.8%	9.5%	8.1%
	2007/09	11.1%	12.2%	10.0%	8.7%	9.5%	7.9%	9.0%	9.8%	8.3%
4-7 days / 1x30	2005/06	14.2%	15.5%	12.9%	11.7%	12.4%	10.9%	12.0%	12.8%	11.3%
	2007/09	13.6%	15.5%	11.8%	12.4%	13.4%	11.4%	12.7%	13.5%	11.9%
8-11 days / 2x30	2005/06	9.1%	9.9%	8.4%	7.4%	7.9%	6.9%	8.0%	8.7%	7.3%
	2007/09	8.6%	10.5%	6.9%	8.1%	9.1%	7.2%	8.7%	9.5%	7.9%
12-19 days / 3x30	2005/06	11.0%	12.6%	9.4%	8.8%	10.2%	7.6%	9.6%	10.9%	8.4%
	2007/09	11.3%	11.1%	11.4%	9.9%	11.3%	8.5%	10.7%	12.2%	9.3%
12+ days / 3x30 - NI8	2005/06	22.4%	25.6%	19.4%	19.5%	22.3%	16.8%	21.3%	24.0%	18.7%
	2007/09	24.1%	24.5%	23.5%	19.7%	22.7%	16.8%	21.8%	24.8%	18.9%
20+ days / 5x30	2005/06	11.5%	13.0%	10.0%	10.6%	12.2%	9.2%	11.7%	13.1%	10.3%
	2007/09	12.9%	13.4%	12.4%	9.8%	11.4%	8.3%	11.1%	12.6%	9.7%

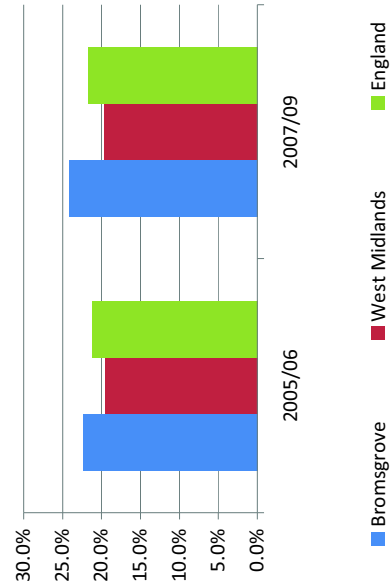
Source: Active People Survey, Year: 2005/06 (APS1), 2007/09 (APS2/3) or 2008/09 (APS3) if LA sample is boosted, Measure: NI8 participation

[For more information click here](#)

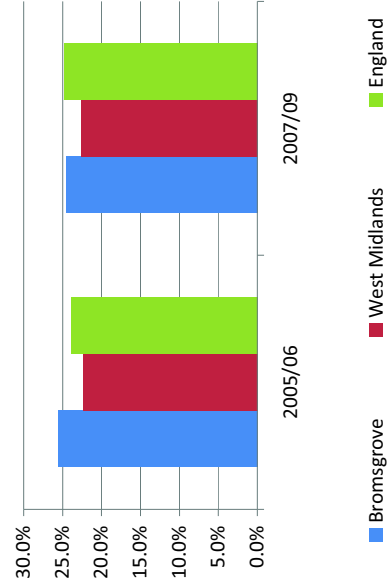
NB - The most recent data for this local authority is from the APS2/3 Dataset

NB - NI8 Key Indicator has been highlighted (i.e. 3x30 min sessions or more of moderate intensity activity a week)

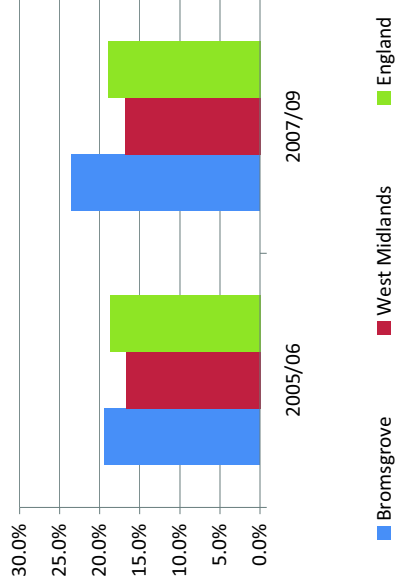
Total Participation (at least) 3x30 for APS1, 2&3



Male Participation (at least) 3x30 for APS1, 2&3



Female Participation (at least) 3x30 for APS1, 2&3



NI8 Sport & Active Recreation Participation by year, duration and ethnicity

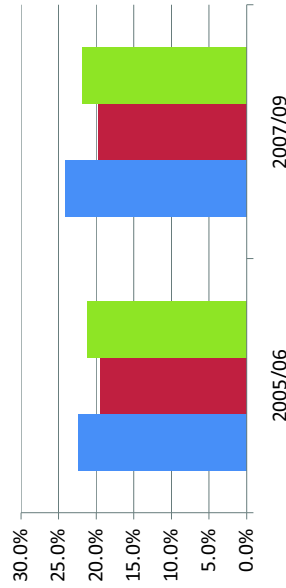
Indicator	Year	Bromsgrove			West Midlands			England		
		All	White	Non white	All	White	Non white	All	White	Non white
0 days / 0x30	2005/06	45.0%	45.1%	*	53.3%	52.8%	57.6%	50.0%	49.6%	54.3%
	2007/09	42.6%	42.8%	*	51.1%	50.5%	55.3%	47.8%	47.2%	53.1%
1-3 days	2005/06	9.1%	9.3%	*	8.1%	8.1%	8.9%	8.8%	8.8%	9.0%
	2007/09	11.1%	11.1%	*	8.7%	8.7%	9.0%	9.0%	9.0%	9.0%
4-7 days / 1x30	2005/06	14.2%	14.0%	*	11.7%	11.8%	10.9%	12.0%	12.1%	11.2%
	2007/09	13.6%	14.0%	*	12.4%	12.6%	10.9%	12.7%	12.8%	11.9%
8-11 days / 2x30	2005/06	9.1%	9.3%	*	7.4%	7.6%	6.2%	8.0%	8.1%	6.8%
	2007/09	8.6%	8.5%	*	8.1%	8.3%	6.8%	8.7%	8.8%	7.7%
12-19 days / 3x30	2005/06	11.0%	11.0%	*	8.8%	8.9%	8.5%	9.6%	9.6%	9.0%
	2007/09	11.3%	11.1%	*	9.9%	10.0%	9.2%	10.7%	10.8%	9.6%
12+ days / 3x30 - NI8	2005/06	22.4%	22.3%	*	19.5%	19.8%	16.5%	21.3%	21.5%	18.7%
	2007/09	24.1%	23.8%	*	19.7%	19.9%	18.0%	21.8%	22.2%	18.3%
20+ days / 5x30	2005/06	11.5%	11.4%	*	10.6%	10.9%	8.0%	11.7%	11.9%	9.7%
	2007/09	12.9%	12.7%	*	9.8%	9.9%	8.8%	11.1%	11.4%	8.7%

Source: Active People Survey, Year: 2005/06 (APS1), 2007/09 (APS2/3) or 2008/09 (APS3) if LA sample is boosted, Measure: NI8 participation

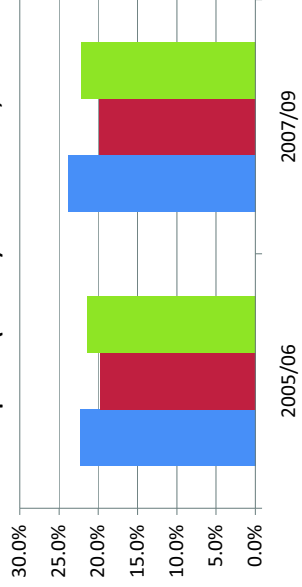
[For more information click here](#)

NB - The most recent data for this local authority is from the APS2/3 Dataset

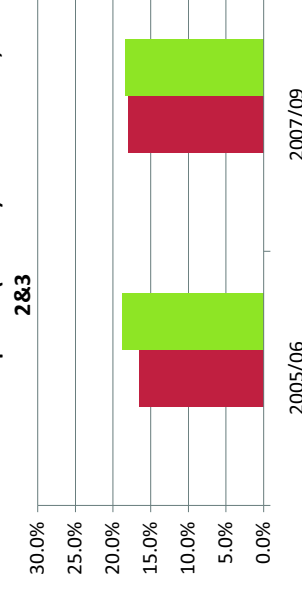
Total Participation (at least) 3x30 for APS1, 2&3



White Participation (at least) 3x30 for APS1, 2&3



Non-White Participation (at least) 3x30 for APS1, 2&3



NI8 Sport & Active Recreation Participation by year, duration and disability

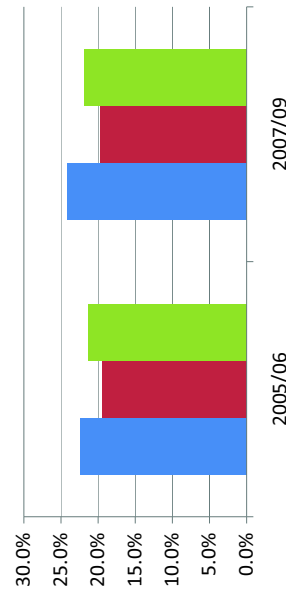
Indicator	Year	Bromsgrove			West Midlands			England		
		All	Limiting disability	No limiting disability	All	Limiting disability	No limiting disability	All	Limiting disability	No limiting disability
0 days / 0x30	2005/06	45.0%	69.8%	41.0%	53.3%	79.0%	48.2%	50.0%	75.7%	45.1%
	2007/09	42.6%	76.1%	37.2%	51.1%	76.7%	45.9%	47.8%	73.6%	43.1%
1-3 days	2005/06	9.1%	*	10.0%	8.1%	3.9%	9.0%	8.8%	5.4%	9.4%
	2007/09	11.1%	*	12.3%	8.7%	5.5%	9.4%	9.0%	5.8%	9.6%
4-7 days / 1x30	2005/06	14.2%	*	14.6%	11.7%	5.5%	12.9%	12.0%	6.2%	13.1%
	2007/09	13.6%	*	14.5%	12.4%	6.2%	13.6%	12.7%	7.0%	13.7%
8-11 days / 2x30	2005/06	9.1%	*	9.8%	7.4%	3.4%	8.2%	8.0%	3.7%	8.7%
	2007/09	8.6%	*	9.3%	8.1%	3.9%	9.0%	8.7%	4.4%	9.5%
12-19 days / 3x30	2005/06	11.0%	*	12.5%	8.8%	3.5%	9.9%	9.6%	3.9%	10.6%
	2007/09	11.3%	*	12.4%	9.9%	4.0%	11.1%	10.7%	4.4%	11.8%
12+ days / 3x30 - NI8	2005/06	22.4%	*	24.4%	19.5%	8.1%	21.7%	21.3%	9.0%	23.6%
	2007/09	24.1%	*	26.5%	19.7%	7.7%	22.2%	21.8%	9.2%	24.1%
20+ days / 5x30	2005/06	11.5%	*	11.9%	10.6%	4.6%	11.8%	11.7%	5.1%	12.9%
	2007/09	12.9%	*	14.1%	9.8%	3.7%	11.1%	11.1%	4.8%	12.3%

Source: Active People Survey, Year: 2005/06 (APS1), 2007/09 (APS2/3) or 2008/09 (APS3) if LA sample is boosted, Measure: NI8 participation

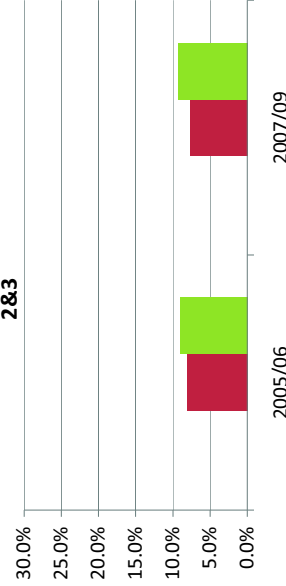
[For more information click here](#)

NB - The most recent data for this local authority is from the APS2/3 Dataset

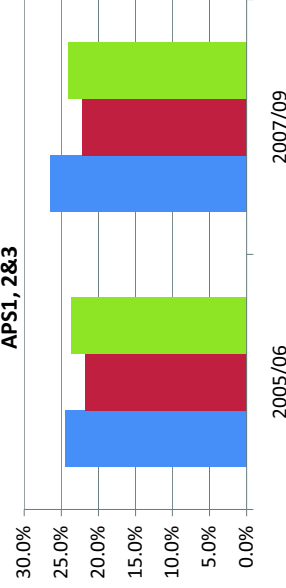
Total Participation (at least) 3x30 for APS1, 2&3



Disabled Participation (at least) 3x30 for APS1, 2&3



Non-Disabled Participation (at least) 3x30 for APS1, 2&3



Legend: Bromsgrove (Blue), West Midlands (Red), England (Green)

N18 Sport & Active Recreation Participation by year, duration, age band and socio-economic class

Indicator	Year	Bromsgrove											
		All	16-19	20-24	25-29	30-34	35-44	45-64	65+	NS SEC 1-2	NS SEC 3	NS SEC 4	NS SEC 5-8
0 days / 0x30	2005/06	45.0%	*	*	*	*	29.9%	45.3%	67.2%	35.8%	49.6%	39.8%	58.1%
	2007/09	42.6%	*	*	*	*	37.4%	41.4%	67.1%	33.9%	50.4%	50.0%	54.3%
1-3 days	2005/06	9.1%	*	*	*	*	*	*	*	8.8%	*	*	10.1%
	2007/09	11.1%	*	*	*	*	*	12.5%	*	11.1%	*	*	10.6%
4-7 days / 1x30	2005/06	14.2%	*	*	*	*	17.5%	15.2%	13.5%	20.2%	*	*	*
	2007/09	13.6%	*	*	*	*	*	13.6%	*	17.9%	*	*	*
8-11 days / 2x30	2005/06	9.1%	*	*	*	*	*	9.9%	*	11.1%	*	*	*
	2007/09	8.6%	*	*	*	*	*	*	*	10.6%	*	*	*
12-20 days / 3x30	2005/06	11.0%	*	*	*	*	*	10.2%	*	13.4%	*	*	*
	2007/09	11.3%	*	*	*	*	*	13.1%	*	13.5%	*	*	*
12+ days / 3x30 - N18	2005/06	22.4%	*	*	*	*	29.4%	22.0%	16.0%	24.2%	*	36.6%	17.9%
	2007/09	24.1%	47.1%	*	*	*	25.8%	24.5%	16.0%	26.4%	*	*	21.5%
20+ days / 5x30	2005/06	11.5%	*	*	*	*	16.0%	11.8%	*	10.8%	*	*	13.0%
	2007/09	12.9%	*	*	*	*	*	11.4%	*	13.0%	*	*	12.3%

Source: Active People Survey, Year: 2005/06 (APS1), 2007/09 (APS2/3) or 2008/09 (APS3) if LA sample is boosted, Measure: N18 participation

[For more information click here](#)

NB - The most recent data for this local authority is from the APS2/3 Dataset

OT

Expected participation in 3x30 (or more) sessions a week

Expected Participation	Bromsgrove		West Midlands		England	
	2005/06	2007/09	2005/06	2007/09	2005/06	2007/09
Expected	24.2%	23.7%	20.3%	20.3%	21.9%	22.5%
Observed	22.4%	24.1%	19.5%	19.7%	21.3%	21.8%
Difference	-1.8%	0.4%	-0.8%	-0.6%	-0.6%	-0.7%

Source: Mindshare, Year 2005/06-2007/9, Measure: 3x30 minute sport sessions a week (N18)

[For more information click here](#)

NB: 2007/09 refers to the combined APS2-APS3 sample

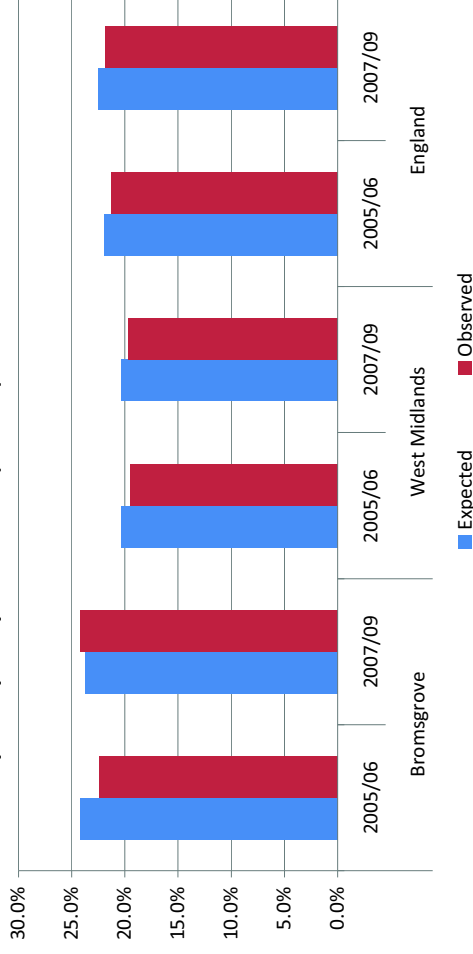
Health costs of sporting inactivity

Geography	The Health Costs of Sporting Inactivity Cost	Cost per 100,000 pop
Bromsgrove	£936,415	£1,266,281
West Midlands	£78,386,000	£1,840,933
England	£764,661,980	£1,898,293

Source: Department of Health - Be Active Be Healthy, Year: 2006/7, Measure: Cost of sporting inactivity

[For more information click here](#)

Expected participation in 3x30 (or more) sessions a week

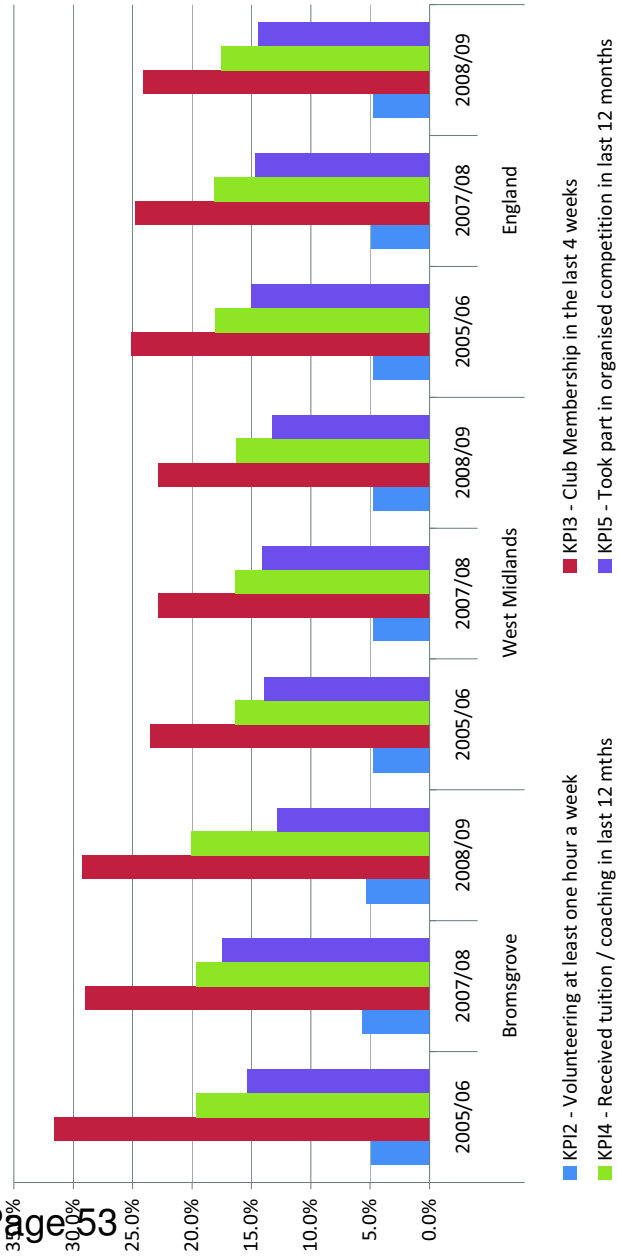


Key Performance Indicators (KPI)

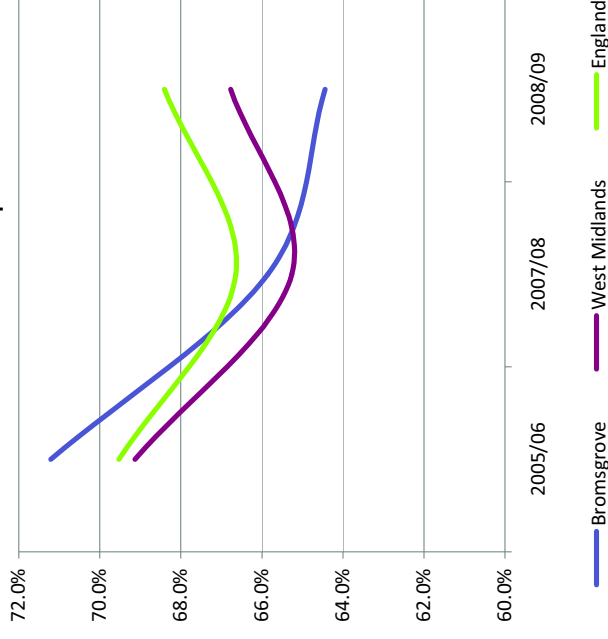
Indicator	Bromsgrove		West Midlands		England	
	2005/06	2007/08	2005/06	2007/08	2005/06	2007/08
KPI2 - Volunteering at least one hour a week	4.9%	5.7%	4.7%	4.7%	4.7%	4.9%
KPI3 - Club Membership in the last 4 weeks	31.6%	29.0%	23.5%	22.8%	25.1%	24.7%
KPI4 - Received tuition / coaching in last 12 mths	19.7%	19.7%	16.4%	16.3%	18.0%	18.1%
KPI5 - Took part in organised competition in last 12 months	15.3%	17.5%	13.9%	14.0%	15.0%	14.6%
KPI6 - Satisfaction with local provision	71.2%	65.9%	69.1%	65.3%	69.5%	66.6%

Source: Active People Survey , Year: 2005/06-2008/09, Measure: Key Performance Indicators 2, 3, 4, 5, 6
[For more information click here](#)

Understanding key performance indicators - KPI2, KPI3, KPI4 and KPI5



KPI6 - Satisfaction with local provision



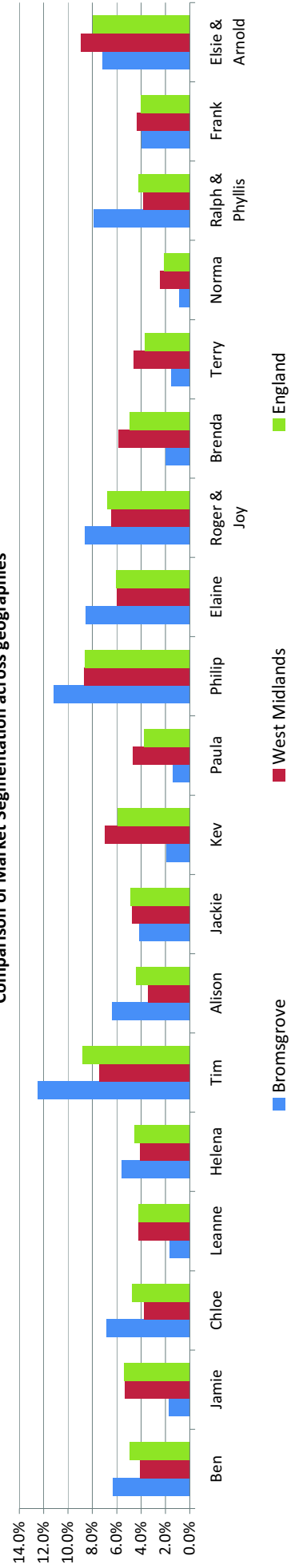
Market segmentation

Code	Name	Description	Bromsgrove		West Midlands		England	
			Number	Rate	Number	Rate	Number	Rate
A01	Ben	Competitive Male Urbanites	4.6	6.3%	172.3	4.1%	1,989.1	4.9%
A02	Jamie	Sports Team Drinkers	1.3	1.7%	224.0	5.3%	2,162.9	5.4%
A03	Chloe	Fitness Class Friends	5.0	6.8%	159.0	3.8%	1,896.5	4.7%
A04	Leanne	Supportive Singles	1.2	1.7%	178.6	4.3%	1,711.6	4.3%
B05	Helena	Career Focused Females	4.1	5.6%	170.2	4.1%	1,829.8	4.5%
B06	Tim	Settling Down Males	9.1	12.5%	312.9	7.4%	3,554.0	8.8%
B07	Alison	Stay at Home Mums	4.7	6.4%	143.2	3.4%	1,766.4	4.4%
B08	Jackie	Middle England Mums	3.0	4.2%	200.7	4.8%	1,965.0	4.9%
B09	Kev	Pub League Team Mates	1.4	1.9%	293.7	7.0%	2,386.6	5.9%
B10	Paula	Stretched Single Mums	1.0	1.4%	195.4	4.7%	1,507.3	3.7%
C11	Philip	Comfortable Mid-Life Males	8.2	11.2%	363.8	8.7%	3,480.0	8.6%
C12	Elaine	Empty Nest Career Ladies	6.3	8.5%	250.8	6.0%	2,443.9	6.1%
C13	Roger & Joy	Early Retirement Couples	6.3	8.6%	271.4	6.5%	2,723.7	6.8%
C14	Brenda	Older Working Women	1.4	2.0%	247.2	5.9%	1,976.8	4.9%
C15	Terry	Local 'Old Boys'	1.1	1.5%	194.3	4.6%	1,484.5	3.7%
C16	Norma	Later Life Ladies	0.6	0.9%	101.7	2.4%	855.0	2.1%
D17	Ralph & Phyllis	Comfortable Retired Couple	5.8	7.9%	160.6	3.8%	1,700.2	4.2%
D18	Frank	Twilight Year Gents	2.9	3.9%	184.0	4.4%	1,612.9	4.0%
D19	Elsie & Arnold	Retirement Home Singles	5.2	7.2%	377.5	9.0%	3,206.3	8.0%
Total			73.3	100.0%	4,201.3	100.0%	40,252.4	100.0%

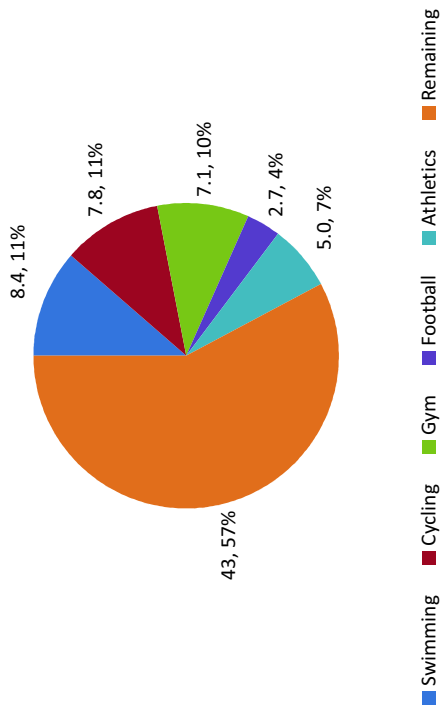
Source: Sport England and Experian Ltd, Year: 2010, Measure: Sport Market Segmentation

[For more information click here](#)

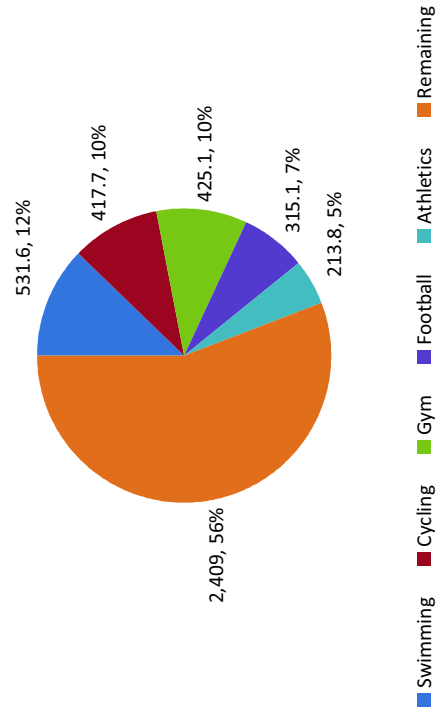
Comparison of Market Segmentation across geographies



Bromsgrove - Top 5 Sports



West Midlands - Top 5 Sports

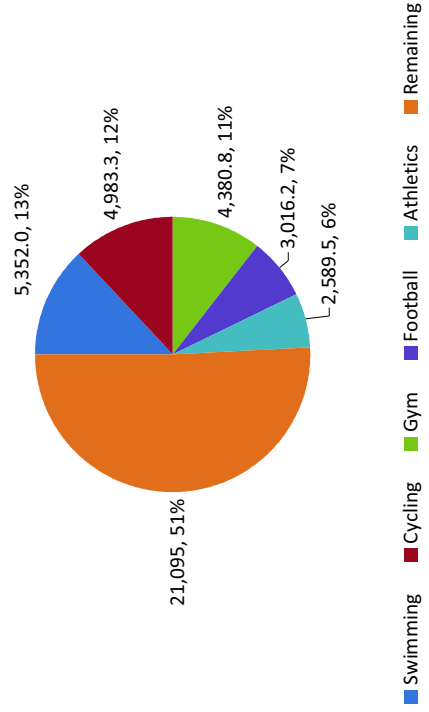


Top 5 sports in local authority with regional and national comparison

Sport	Bromsgrove		West Midlands		England	
	Number	Rate	Number	Rate	Number	Rate
Swimming	8.4	11.4%	531.6	12.3%	5,352.0	12.9%
Cycling	7.8	10.5%	417.7	9.7%	4,983.3	12.0%
Gym	7.1	9.7%	425.1	9.9%	4,380.8	10.6%
Football	2.7	3.7%	315.1	7.3%	3,016.2	7.3%
Athletics	5.0	6.8%	213.8	5.0%	2,589.5	6.3%

Source: Active People Survey3, Population data ONS Annual Population Survey 2008
 Measure: Participation rate of the top 5 sports and the number of people that participate at least once per month
[For more information click here](#)

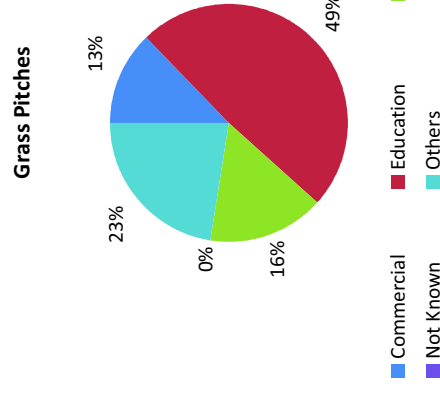
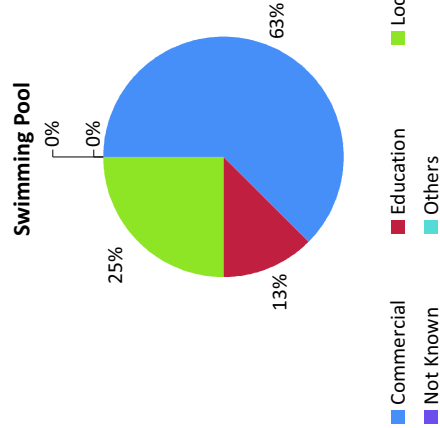
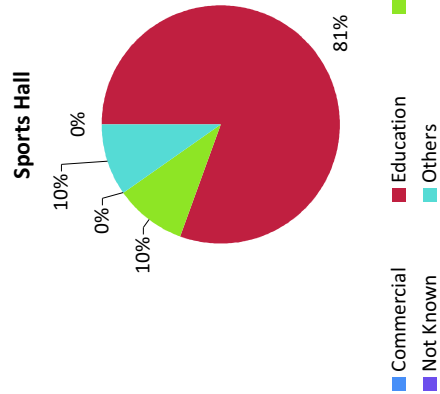
England - Top 5 Sports



Ownership types of sporting facilities by local authority area

Facilities	Count	Ownership Type				Ownership Type			
		Commercial	Education	Local Authority	Others	Commercial	Education	Local Authority	Others
Athletics Tracks	1	0	0	1	0	0%	100%	0%	0%
Golf	12	6	0	1	5	50%	8%	0%	42%
Grass Pitches	102	13	50	16	23	13%	49%	16%	23%
Health and Fitness Suite	9	5	2	1	1	56%	22%	11%	11%
Ice Rinks	0	0	0	0	0	-	-	-	-
Indoor Bowls	1	0	0	0	1	0%	0%	0%	100%
Indoor Tennis Centre	1	1	0	0	0	100%	0%	0%	0%
Ski Slopes	0	0	0	0	0	-	-	-	-
Sports Hall	31	0	25	3	3	0%	81%	10%	10%
Swimming Pool	8	5	1	2	0	63%	13%	25%	0%
Artificial Grass Pitch	3	0	3	0	0	0%	100%	0%	0%
Total	168	30	81	24	33	18%	48%	14%	20%
West Midlands	6,260	778	3,241	1,441	8	12%	52%	23%	13%
England	65,124	8,385	30,588	16,968	54	13%	47%	26%	14%

Source: Active Places Power: Year: Jan 2010: Measure: Number of sporting facilities by type of owner
[For more information click here](#)

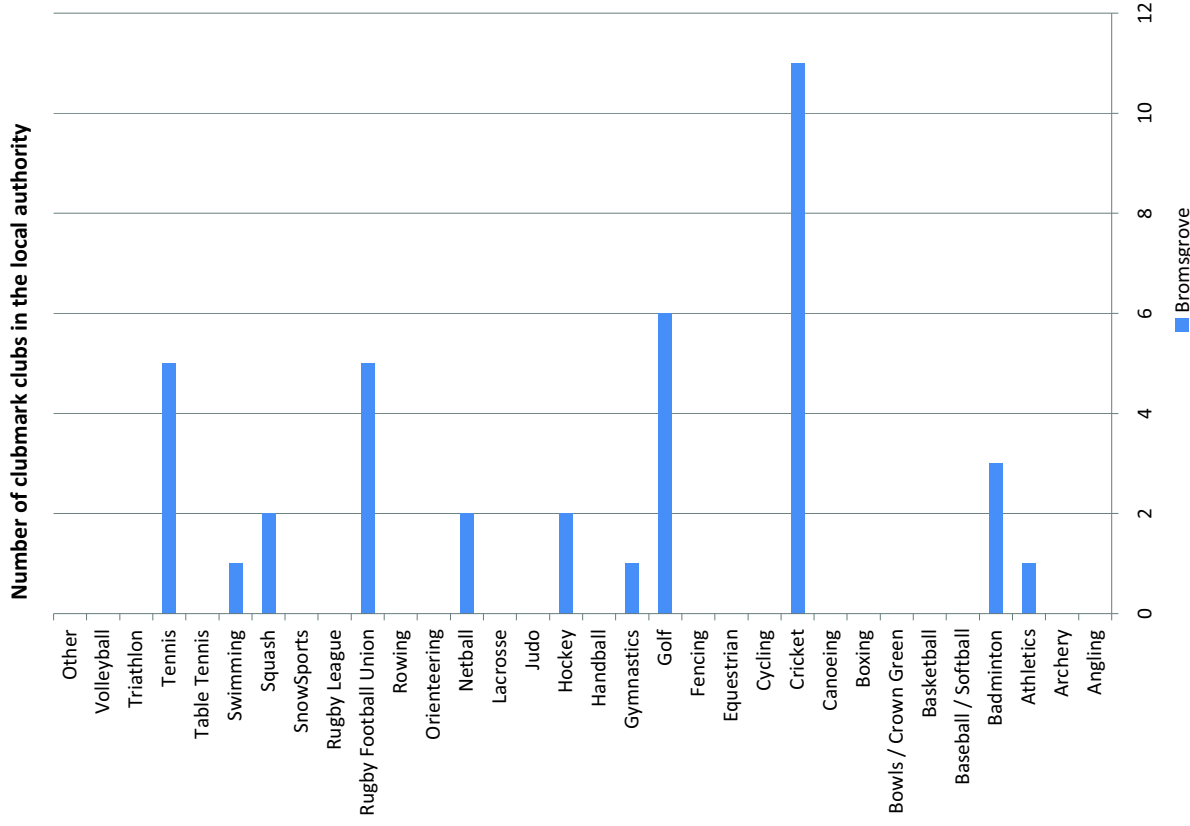


Number of clubmark clubs by sporting activity type

[For more information click here](#)

Clubmark Type	Bromsgrove Number	West Midlands Number	England Number
Angling	0	8	80
Archery	0	14	60
Athletics	1	30	353
Badminton	3	24	300
Baseball / Softball	0	0	4
Basketball	0	8	144
Bowls / Crown Green	0	0	18
Boxing	0	2	50
Canoeing	0	21	151
Cricket	11	261	2,464
Cycling	0	24	222
Equestrian	0	7	87
Fencing	0	8	66
Golf	6	124	999
Gymnastics	1	51	614
Handball	0	0	7
Hockey	2	54	465
Judo	0	23	351
Lacrosse	0	0	35
Netball	2	53	455
Orienteering	0	5	47
Rowing	0	17	127
Rugby Football Union	5	92	865
Rugby League	0	6	257
SnowSports	0	5	24
Squash	2	26	251
Swimming	1	88	820
Table Tennis	0	27	238
Tennis	5	102	1,022
Triathlon	0	8	72
Volleyball	0	9	86
Other	0	11	183
Total	39	1,108	10,917

Source: Clubmark: Year: 2010 Measure: Number of clubmark clubs by sporting activity type by local authority area



Comparisons with nearest neighbours of Bromsgrove

Population compared with nearest neighbours (000s)

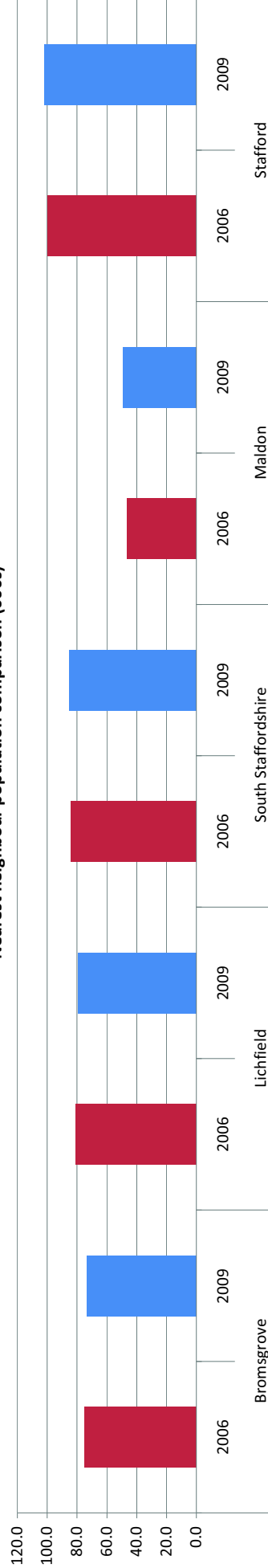
Indicator	Bromsgrove		Lichfield		South Staffordshire		Maldon		Stafford	
	2006	2009	2006	2009	2006	2009	2006	2009	2006	2009
Male	35.8	36.5	39.7	37.3	40.7	41.5	23.6	24.7	48.6	50.6
Female	38.9	37.0	40.9	41.8	43.3	43.9	22.7	24.4	51.0	51.4
16 to 19	3.8	4.0	5.3	5.1	4.5	5.1	3.1	3.6	4.5	4.3
20 to 24	5.1	6.5	5.2	3.5	5.2	6.5	2.8	3.6	5.8	10.1
25 to 34	9.5	6.9	9.4	8.1	8.0	10.0	9.6	9.2	14.2	12.6
35 to 49	20.1	20.6	19.1	23.8	24.1	23.8	10.7	12.3	25.4	24.3
50 to 64	19.2	18.4	21.2	21.0	26.8	21.7	12.1	11.9	29.7	27.8
65+	17.0	17.1	20.5	17.6	15.4	18.3	7.9	8.3	19.9	22.9
White	73.8	71.2	79.2	77.5	84.0	84.4	46.3	48.7	97.8	100.4
Non-White	0.9	2.3	1.4	1.6	*	0.9	*	*	1.8	1.6
DDA & also w	4.8	2.5	4.5	7.4	6.1	6.0	3.1	2.3	5.4	7.5
DDA only disa	1.7	2.7	2.5	4.2	2.4	4.4	1.2	2.9	6.7	6.2
Work-limiting	3.3	2.3	2.2	1.8	2.7	1.2	1.4	1.4	3.5	2.2
Not disabled	48.0	48.9	50.9	48.2	57.3	55.5	32.7	34.2	64.1	63.1
Total	74.7	73.5	80.6	79.1	84.0	85.4	46.3	49.0	99.6	102.0

Source: Annual Population Survey, Year: 2006-09, Measure: Adult population (16+)

[For more information on nearest neighbour selection click here](#)

[For more information on population statistics click here](#)

Nearest neighbour population comparison (000s)



Comparisons with nearest neighbours of Bromsgrove

Total area in sq km

Geography	Total Area in sq km	Proportion of England
Bromsgrove	217.0	0.2%
Lichfield	331.3	0.3%
South Staffordshire	407.3	0.3%
Maldon	358.8	0.3%
Stafford	598.2	0.5%



England	130,278.5
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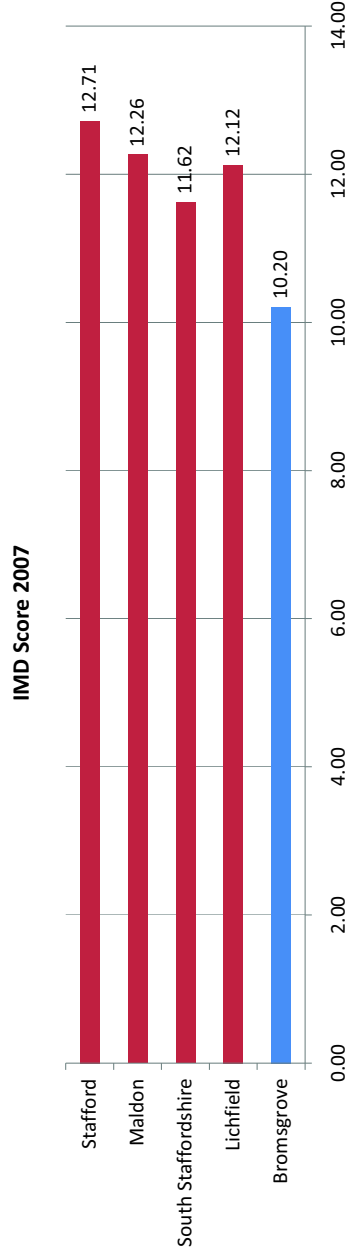
Source: Office of National Statistics Year: 2007

Measure: Area measurements for local authority areas by sq km

[For more information click here](#)

Deprivation levels by local authority as measured by the Index of Multiple Deprivation (IMD)

Geography	IMD Score 2007	Rank (out of 353)
Bromsgrove	10.20	#N/A
Lichfield	12.12	258
South Staffordshire	11.62	268
Maldon	12.26	254
Stafford	12.71	250



Source: Department for Communities and Local Government

Year: 2007 Measure: Index of multiple deprivation and rank in region and nation

[For more information click here](#)

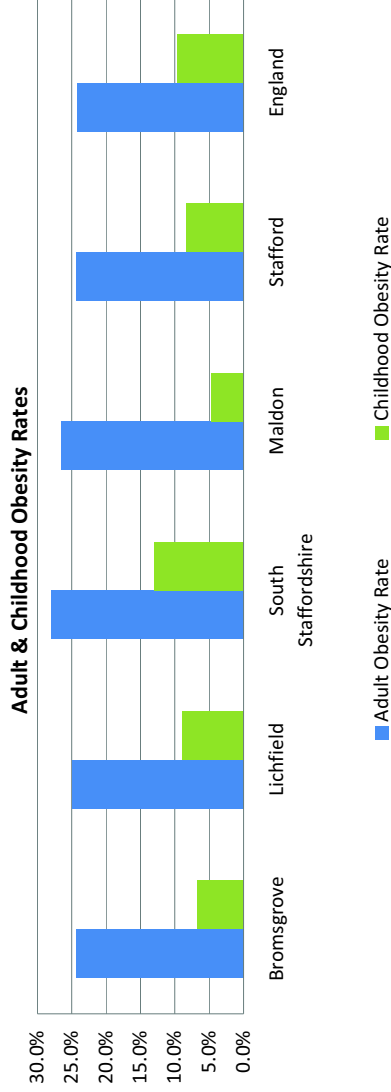
Obesity levels in adults and children by local authority area

Geography	Adult Obesity Rate	Childhood Obesity Rate
Bromsgrove	24.3%	6.7%
Lichfield	25.0%	8.9%
South Staffordshire	28.0%	13.0%
Maldon	26.5%	4.7%
Stafford	24.4%	8.3%
England	24.2%	9.6%

Source: Department of Health, Year: 2006-2008,

Measure: Proportion of the adult and child population that are obese

[For more information click here](#)



Comparisons with nearest neighbours of Bromsgrove

N18 Sport and Active Recreation Participation at least 3x30 per week compared to nearest neighbours

Indicator	Bromsgrove		Lichfield		South Staffordshire		Maldon		Stafford	
	2005/06	2007/09	2005/06	2007/09	2005/06	2007/09	2005/06	2007/09	2005/06	2007/09
Male	25.6%	24.5%	23.8%	22.3%	21.8%	26.2%	23.8%	27.3%	27.6%	24.9%
Female	19.4%	23.5%	21.7%	22.5%	20.6%	21.6%	18.9%	22.4%	25.0%	22.2%
16 to 19	*	47.1%	*	*	*	44.7%	*	*	45.5%	*
20 to 24	*	*	*	*	*	*	*	*	*	*
25 to 29	*	*	*	*	*	*	*	*	*	*
30 to 34	*	*	*	*	*	*	*	*	*	*
35 to 44	29.4%	25.8%	30.0%	26.8%	23.2%	30.6%	25.4%	30.3%	24.8%	34.8%
45 to 64	22.0%	24.5%	21.9%	20.0%	18.8%	23.5%	19.9%	23.6%	24.4%	22.9%
65+	*	16.0%	*	16.0%	*	*	*	*	17.6%	13.6%
White	22.3%	23.8%	23.0%	22.7%	21.0%	23.5%	21.4%	24.9%	26.3%	23.9%
Non-White	*	*	*	*	*	*	*	*	*	*
Limiting disab	*	*	*	*	*	*	*	19.5%	*	*
No limiting dis	24.4%	26.5%	25.2%	23.7%	22.5%	25.8%	23.8%	25.7%	29.0%	27.0%
NS-SEC 1-2	24.2%	26.4%	27.9%	25.8%	24.8%	27.8%	26.2%	26.5%	31.1%	28.5%
NS-SEC 3	*	*	*	*	26.0%	*	*	*	27.7%	*
NS-SEC 4	36.6%	*	*	*	*	*	*	*	*	*
NS-SEC 5-8	17.9%	21.5%	18.2%	15.7%	13.3%	17.8%	17.5%	21.0%	17.1%	16.9%
Total	22.4%	24.1%	22.8%	22.4%	21.1%	23.9%	21.2%	24.7%	26.2%	23.6%

Source: Active People Survey, Year: 2006 (APS1) & 2009 (APS3), Measure: Participation in 3x30 minute sessions

[For more information click here](#)

N18 Expected Sport and Active Recreation Participation at least 3x30 per week compared to nearest neighbours

Expected Participation	Bromsgrove		Lichfield		South Staffordshire		Maldon		Stafford	
	2005/06	2007/09	2005/06	2007/09	2005/06	2007/09	2005/06	2007/09	2005/06	2007/09
Expected	24.2%	23.7%	22.9%	23.8%	22.5%	22.1%	22.0%	21.8%	22.4%	22.2%
Observed	22.4%	24.1%	22.8%	22.4%	21.1%	23.9%	21.2%	24.7%	26.2%	23.6%
Difference	-1.8%	0.4%	-0.1%	-1.4%	-1.4%	1.8%	-0.7%	2.9%	3.8%	1.3%

Source: Mindshare, Year 2006-2007/9, Measure: 3x30 minute sport sessions a week (N18)

NB: 2007/09 refers to the combined APS2 and APS3 sample

[For more information click here](#)

Comparisons with nearest neighbours of Bromsgrove

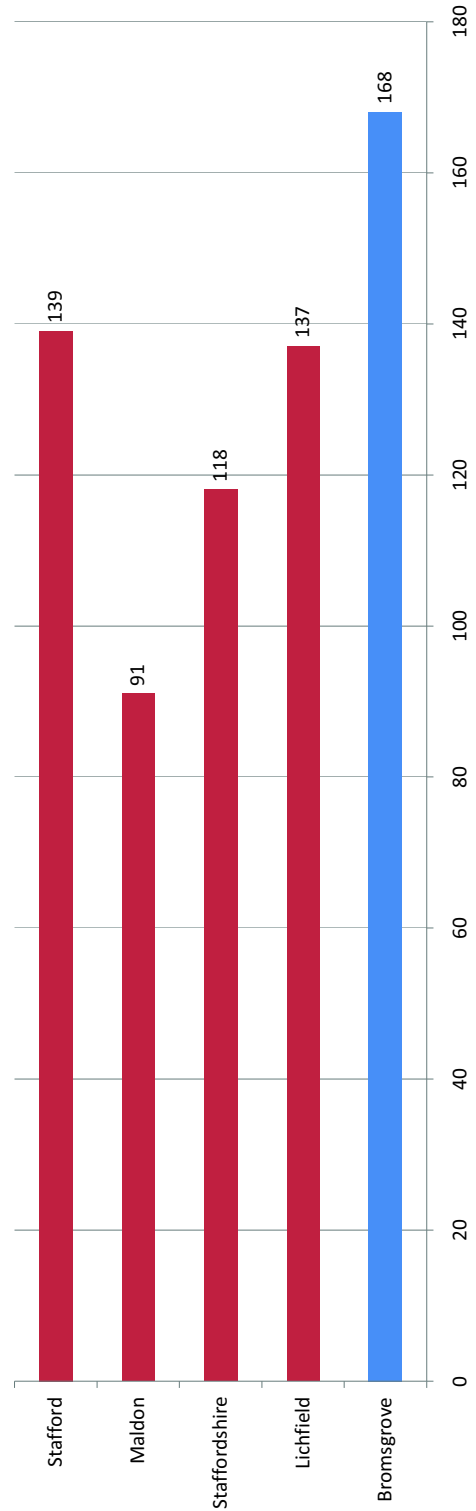
Number of facilities compared with nearest neighbours

Facilities	Bromsgrove Number	Lichfield Number	South Staffordshire Number	Maldon Number	Stafford Number
Athletics Tracks	1	0	0	0	1
Golf	12	12	16	13	7
Grass Pitches	102	89	69	49	87
Health & Fitness Suite	9	9	10	7	15
Ice Rinks	0	0	0	0	0
Indoor Bowls	1	0	0	1	0
Indoor Tennis Centre	1	0	0	1	1
Ski Slopes	0	0	0	0	0
Sports Hall	31	12	12	10	18
Swimming Pool	8	11	8	7	7
Artificial Grass Pitch	3	4	3	3	3
Total	168	137	118	91	139
Population (000s)	73.5	79.1	85.4	49.0	102.0

Source: Active Places Power, Population Data: ONS Annual Population Survey 2009, Year: Jan 2010, Measure: Number of sporting facilities

[For more information click here](#)

Number of facilities compared with nearest neighbours



Modelling Profile - Sports Halls – Bromsgrove

Sport England's National Facilities Analysis (February 2009 and 2019 Forecasts)

Supply of Facilities

		2009	2019
1	Number of Halls	14	14
2	Number of Sites	9	9
3	Courts - total number of courts - scaled by hours	51 courts 35 courts	51 courts 35 courts
4	Capacity -vpwpp	7087 vpwpp	7089 vpwpp
5	% of regional supply (scaled by hours)	3% total courts	2% total courts
6	Courts/10,000 Region = 3.6 courts /10,000 England =3.8 courts /10,000	5.4 courts /10,000	5 courts /10,000

Commentary

- Bromsgrove has 9 sports hall sites and there are 14 sports halls in total. The largest sports hall only has 4 courts.
- All halls are in public ownership with exception of Bromsgrove School, which is an independent school, but it does have community use.
- Bromsgrove has a total supply of 28 badminton courts (scaled by hours) across its 6 sports halls sites. The Bromsgrove supply is 1.7% of the regions supply.
- In terms of the standard of badminton courts per 10,000 population, Bromsgrove has 5.4 badminton courts per 10,000 population, whilst the regional figure is 3.6 badminton courts per 10,000 population and the England wide figure is 3.8 badminton courts per 10,000 population. So Bromsgrove is above this benchmark of provision compared with the Region and England wide level.
- This difference increases in 2019 with Bromsgrove's facility per 10,000 figure falling to 5 (West Mids stays at 3.6 and England falls to 3.6), which is still above the benchmark.

Demand for Halls

		2009	2019
7	Population	94,018	102,221
8	Halls demanded – vpwpp	4054 vpwpp	4,309
9	% of regional demand - vpwpp	2% (16% of Worcestershire demand)	2% (11.9%)
10	Equivalent in courts – with comfort factor included	25 courts	27 courts
11	% of population without access to a car Region = 19.5% England = 19.5%	8.2%	8.2%

Commentary

- Bromsgrove has a total demand for sports halls in the weekly peak period of 4054 visits, which increases by +255 visits in 2019. This is equivalent to the demand/provision of 25 badminton courts with the comfort factor added in, rising to 27 courts in 2019. Currently there are 51 courts.
- The Bromsgrove demand for sports halls represents some 16% of the Worcestershire County demand for sports halls and some 2% of the West Midlands Regional demand.
- Bromsgrove has 8.2% of its population who do not have access to a car. This compares with a West Midlands Regional average of 19.5%, which is the same as the England wide average. So Bromsgrove is below the Regional and England wide average for percentage of the population who do not have access to a car demonstrating that the population is relatively mobile with regard to accessing sports halls.

Satisfied Demand - demand being met by supply

		2009	2019
12	Total number of visits which are met	3836 vpwpp	3934
13	% of total demand satisfied Region = 89.5% England = 89.9%	94.6%	91.3%
14	% of demand satisfied who travelled by road Region = 84.6% England = 83.6%	91.6%	91.6%
15	% of demand satisfied who travelled by foot Region = 15.4% England = 16.4%	8.4%	8.4%
16	Net Importer/Exporter: Import = 2776 Export = 1334 Retain = 2502	42% Net Importer	42% Importer

Commentary

- The level of satisfied demand for sports halls in Bromsgrove is 94.6% of total demand in the weekly peak period. This compares with a Regional satisfied demand for sports halls of 89.5% of total demand in the weekly peak period and an England wide figure of 89.9%. So Bromsgrove is achieving a slightly higher level of satisfied demand than the Region and England wide, however in 2019 this falls to 91.3%.
- The level of satisfied demand that travel to a sports hall in Bromsgrove by road is 91.6%, whilst the Regional figure for travel to a sports hall by road is 84.6% and the England wide figure is 83.6%.
- The 8.4% of all visits made to sports halls in Bromsgrove on foot is below the Regional average, which is 15.4% and also below the England wide average, which is 16.4%. This can be concluded in part due to the rural nature of the district.
- Not all the demand for sports halls from Bromsgrove residents will be met by Bromsgrove's sports halls. This is because some of its residents demand will be located closer to sports halls in neighbouring boroughs, so Bromsgrove will "export" this demand to those sports halls in neighbouring boroughs. Also the reverse will apply, in that some demand for sports halls from residents in

neighbouring authorities will be located closer to a sports hall located in Bromsgrove and this demand will be “imported”.

- It is estimated that the overall balance of the export/import effect is such that Bromsgrove is a net importer by 42% of sports hall demand. In 2019 it is predicted that imports and exports will stay the same. Therefore the net effect is that the district remains a net importer.

Unmet Demand - demand not currently being met

		2009	2019
17	Total number of visits not currently being met	219 vpwpp	275
18	Equivalent in courts - with comfort factor	1 court	2
19	% of regional unmet demand – as courts	1% (12% of Worcestershire unmet demand)	1% (16%)
20	Unmet Demand due to ; Lack of Capacity - Outside Catchment -	38.6% 61.3%	62.40% 37.6%
21	Unmet demand – due to lack of capacity – road/walkers: Region = 20% / 4% England = 21% / 6.6%	35.6% / 3%	57.9% / 4.5%
22	Unmet demand – due to outside of catchment – access to car/no access to car: Region = 6.4% / 69.6% England = 7.5% / 64.9%	6.6% / 54.7%	4.1% / 33.5%

Commentary

- The amount of unmet demand for sports halls in Bromsgrove is 219 visits per week in the weekly peak period – rising by +156 visits in 2019. This is equivalent to the provision of 1 badminton courts, with the comfort factor applied (rising to 3 courts in 2019). This represents 12% of the Counties unmet demand.
- The first reason for unmet demand is because some demand is located outside the catchment area of a sports hall and in this situation it is classified as unmet demand. The second reason is that there could be some facilities where demand is greater than supply – creating unmet demand. This is the case for Haybridge Sports Centre, North Bromsgrove High School, South Bromsgrove Community High School and the Dolphin Centre all of which are over the 80% comfort factor.
- The map of unmet demand for sports halls shows that unmet demand is limited, with no specific location standing out as having significant unmet demand.

Facilities - How well used are the facilities

		2009	2019
23	Total number of visits used of current capacity	5278 vpwpp	4,359 vpwpp
24	% of overall capacity of halls used Regional = 68.2% England = 65.9%	74.5%	71%
25	% of visits made to halls by walk Region = 15.4% England = 16.4%	6.2%	11.1%
26	% of visits made to halls by road Region = 84.6% England = 83.6%	93.8%	88.9%

Commentary

- The amount of the Bromsgrove sports hall capacity, which it is estimated as being used, is around 5278 visits per week in the peak period. This is marginally lower in 2019 with old and aging facilities reducing throughput at some sites. The national analysis indicates that about half of the sports halls in Bromsgrove are working above their full working capacity (based on the comfort factor) in 2009. This level of used capacity in Bromsgrove is 74.5% which compares with a used capacity in the Region of 68.2% and an England wide percentage of 65.9% (see breakdown in the table on page 5).
- It is estimated in 2009 that Bromsgrove has just less than half sports halls over capacity at peak times and that the sports halls where demand is greatest include: Haybridge Sports Centre, North Bromsgrove High School, South Bromsgrove Community High School and the Dolphin Centre which are operating over capacity. Waseley Hills High School and sixth form Centre has the lowest capacity which will be impacted by the age of the facility which reduces it's attractiveness.
- In 2019 Haybridge Sports Centre and North Bromsgrove High School remain absolutely full (being newer facilities), Bromsgrove School and Hagley High School increases slightly. But all the other facilities will be in their capacity.

Halls Included:

Facilities	Weightings % (2019)	Weightings H/L Curve	Provider	Courts - Main Hall	Ancillary hall - court equivalent	Capacity - VPWPP	% this Demand of Capacity (2019)
BROMSGROVE SCHOOL	47 (43)	L	P	8		1000	52.7 (62.4)
DOLPHIN CENTRE (BROMSGROVE)	85 (47)	H	P	4		810	94.4 (68.2)
HAGLEY CATHOLIC HIGH SCHOOL	50 (48)	L	P	4	3.1	533	58.7 (69.9)
HAYBRIDGE SPORTS CENTRE	96 (86)	H	P	4	2.4	1248	100 (125.2)
NORTH BROMSGROVE HIGH SCHOOL	100 (94)	H	P	4		710	100 (137.4)
RYLAND CENTRE	50 (37)	H	P	4		690	55.6 (53.5)
SOUTH BROMSGROVE COMMUNITY HIGH SCHOOL	82 (53)	H	P	4	3.2	721	90.7 (77.4)
WASELEY HILLS HIGH SCHOOL AND SIXTH FORM CENTRE	30 (22)	L	P	4		400	34.7 (31.9)
WOODRUSH SPORTS CENTRE	47 (42)	L	P	4	2	975	55.2 (61.7)

Note:

Weightings – the model uses both age of the facility and how it is owned and managed for attractiveness weightings. The second column in the above table shows the % attractiveness based on age, and the third column shows whether the facility is on the Higher or Lower weightings curve based on its ownership and management (default – low curved used for education managed facilities).

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Modelling Profile – Swimming Pools Bromsgrove

Sport England's National Facilities Analysis (February 2009 and 2019)

Supply of Facilities

		2009	2019
1	Number of Pools	5	6
2	Number of Sites	4	5
3	Water space - total waterspace - scaled by hours	1169 m ² 950 m ²	1268 m ² 955 m ²
4	Capacity - vpwpp	7721 vpwpp	7,721
5	% of County supply of total water space	17.3%	17.3%
6	Waterspace/1000 Region = 12.3m ² /1000 England = 12.9m ² /1000	12.2m ² /1000	11.4m ² /1000

Commentary

- There 4 swimming pool sites: 1 of which is based at a school, 1 LA owned and 2 commercial pools. It should be noted that the Lido at John Lloyd is not counted in the FPM figures. Also the learner pool in the Dolphin Centre this is because there is a main pool attached. Sites with only learner pools are not counted in the FPM figures.
- Bromsgrove provides 17.3% of Worcestershire county's supply of water space
- Water space in Bromsgrove is the same as the Regional average which is lower than the national average in water space compared to population.

Demand for Swimming

		2009	2019
7	Population	92,718	102,221
8	Swims demanded – vpwpp	5044 vpwpp	5,379 vpwpp
9	% of county - vpwpp	17%	17%
10	Equivalent in waterspace – with comfort factor included	877 m ²	946 m ²
11	% of population without access to a car Region = 19.5% England = 19.5%	8.2 %	8.2 %

Commentary

- Bromsgrove provides 17.3 % of water space for Worcestershire but only 17% demand overall. However comparing the Water space Demand with the water space Supply there is almost twice the supply as there is of Demand within Bromsgrove. This is normal within rural areas.
- Note – for realistic/ comfortable provision, supply needs to be greater than demand. If supply only matches demand, then all pools would need to be full all of the time in order to meet all demand.

- 8.2% of population without access to a car compared to the regional figure of 17.2% – helps to show how mobile demand is.

Satisfied Demand - demand being met by supply

		2009	2019
12	Total number of visits which are met – satisfied demand by no. of visits	4830 vpwpp	5,60 vpwpp
13	% of total demand satisfied Region = 91.1% England = 90.8%	95.87%	94.1%
14	% of demand satisfied who travelled by road Region = 82.7% England = 82.3%	91.2%	91.2%
15	% of demand satisfied who travelled by foot Region = 17.3% England = 17.7%	8.8%	8.8%
16	Net Importer/Exporter Export – 2175 (2019 – 2507) Import – 3309 (2019 – 3018) Retain – 2655 (2019 – 2553)	41% Importer	37% Importer

Commentary

- Level of total satisfied demand compared to region and England is higher than national and regional average.
- This suggests the location and distribution of swimming pools has a very high level of accessibility with virtually all the demand being located inside the one of the 4 catchment areas for swimming pools (catchment areas are defined by car borne, public transport and walk to.) NB the total supply is double the demand in the district (See above).
- Note not all LA's satisfied demand will be met within LA because some of its residents will be located closer to pools in neighbouring boroughs and districts. Also the reverse will apply, in that some swimming demand from residents in neighbouring authorities will be located closer to a swimming pool located in Bromsgrove and this demand will be 'imported' into Bromsgrove.
- Nature of Satisfied Demand by car is higher than the national and regional averages.

It is estimated that the export/import effect is that Bromsgrove is a net importer of swimming demand and some 41% of the total demand for swimming is imported into the district, from residents in neighbouring authorities, whose closest pool is located within Bromsgrove. NB from the information available under the national analysis it is not possible to break down how much of this demand is exported/imported to/from which individual authorities, however it is possible to identify this in a detailed Bromsgrove Supply and Demand analysis for swimming).

Unmet Demand - demand not currently being met

		2009	2019
17	Total number of visits not currently being met	214 vpwpp	236 vpwpp
18	Equivalent in Water space m ² - with comfort factor	38 m ²	41 m ²
19	% of County unmet demand (vpwpp & m ² are the	11 %	6.4%

	same figure).		
20	Unmet Demand due to; Lack of Capacity - Outside Catchment -	0% 100%	0% 100%
21	Unmet demand who do not have access to a car (outside catchment) Region = 84.4% England = 80.7%	82.2%	91.2%
22	Unmet demand who have access to a car (outside catchment) Region = 14.8% England = 18.9%	17.2 %	8.8%

Commentary

- The unmet demand within Bromsgrove is not due to the lack of water space but rather by those living out side the designated 20mins catchment areas. It is also worth noting that there is a very low level of unmet demand within the district.
- Location of unmet demand is by and large due the rural nature of the District.
- Nature of unmet demand predominantly outside catchment and be will be walkers. Make link to car access % is by and large due the rural nature of the District. It is worth noting that that there is a higher car access than both regional and nationally within Bromsgrove.

Facilities - How well used are the facilities

		2009	2019
23	Total number of visits used of current capacity	5964 vpwpp	6299 vpwpp
24	% of overall capacity of pools used Regional = 62% England = 57.1%	77.2%	81.2%
25	% of visits made to pools by walk Region = 17.5% England = 17.7%	16%	15.3%
26	% of visits made to pools by road Region = 82.5% England = 82.3%	84%	84.7%

Commentary

- Amount of capacity of supply used – Bromsgrove has a good supply of water space and the overall capacity under the national regional usage. 70% usage is viewed as busy and comfortable. If the 100% is maximum capacity in peak periods was achieved, then there would be no space to carry out any activity, the figure of 80% is recognised as being the optimal comfort/capacity of a pool.
- Both commercial sites are equally, and Bromsgrove school is the least, mainly because it is on a school site.
- By and large all the pools in the district have a very high percentage of car visits.

Pools Included:

Facilities	Weightings % (2019) (by age)	Provider	Water Space (2019) M ²	Capacity VPWPP	Peak Period Demand	% this Demand of Capacity (2019)
BROMSGROVE SCHOOL	45 (63)	P	250	1055	769 (770)	72.9 (73)
DAVID LLOYD CLUB (BROMSGROVE)	99 (89)	C	325	2641	2268 (2641)	85.9 (100)
DOLPHIN CENTRE (BROMSGROVE)	81 (39)	P	413.9	2971	2103 (1357)	70.8 (45.7)
LIVINGWELL HEALTH CLUB (BROMSGROVE)	90 (65)	C	180	1055	824 (803)	78.1 (76.1)

Appendix - Background

Inclusion Criteria used for this analysis

The following inclusion criteria were used for this analysis;

Include all Operational Indoor Pools available for community use i.e. pay and play, membership, Sports Club/Community Association

- Exclude all pools not available for community use i.e. private use
- Exclude all outdoor pools i.e. Lidos
- Exclude all pools where the main pool is less than 20 meters OR is less than 160 square meters.¹
- Exclude all leisure pools where the area is less than 200m²
- Include all 'planned', 'under construction, and 'temporarily closed' facilities where identified.
- Where opening times were missing assumes on availability have been made based on similar facility types.
- Where the year built is missing assume date 1975².
- Facilities in Wales and the Scottish Borders included, as supplied by sportscotland and Sports Council for Wales. All facilities weighted 75% due to no data on age of facilities.

Attractiveness Weightings

Not all facilities are the same and users will find certain facilities more attractive to use than others. Attractiveness however, is very subjective. In attempt to reflect this in this modeling work, the facility age/year in it was last significantly refurbished has been used as an indicator of quality and therefore attractiveness.

The assumption used in this analysis is that the older a facility is, the less attractive it will be to users. It is recognized that this is a general assumption and that there will be examples where older facilities are more attractive than newly built ones due to excellent local management, programming and sports development.

¹ 160m is equivalent to a 20m x 8m pool. This assumption will exclude very small pools, such as plunge pools and hotel pools.

² Choosing a date in the mid '70s ensures that the facility is included, whilst not overestimating its impact within the run.

Additionally, the date of any significant refurbishment is also included within the weighting factor; however, the attractiveness is set lower than a new build of the same year. It is assumed that a refurbishment that is older than 20 years will have a minimal impact on the facilities attractiveness.

The information on year built/refurbished is taken from Active Places. A graduated curve is used to allocate the attractiveness weighting by year. This curve levels off at around 1920 with a 20% weighting. The refurbishment weighting is slightly lower than the new built year equivalent.

Example of weighting factor; Year pool was built	Attractiveness Weighting
2007	100%
1998	96%
1988	86%
1978	76%
1960	58%
1950	48%
1920	20%

To reflect the increased cost element often associated with commercial facilities an additional weighing factor is incorporated within the model. For each population output area the Indices of Multiple Deprivation (IMD) score is used to limit whether people will use commercial facilities. The assumption is that the higher the IMD score (less affluence) the less likely the population of the OA would choose to go to a commercial facility.

Comfort Factor

As part of the modelling process, each facility is given a maximum number of visits it can accommodate, based on its size, the number of hours it's available for community use and the 'at one time capacity' figure (pools =1user /6m² , halls = 3users /court). This gives each facility a "theoretical capacity".

If the facilities were full to their theoretical capacity then there would simple not be the space to undertake the activity comfortably. In addition, there is a need to take account of a range of activities taking place which have different numbers of users, for example, aqua aerobics will have significantly more participants, than lane swimming sessions. Additionally, there may be times and sessions that, whilst being within the peak period, are less busy and so will have fewer users.

To account of these factors the notion of a 'comfort factor' is applied within the model. For swimming pools, 70% and for sports halls 80% of its theoretical capacity is considered as being the limit where the facility starts to become uncomfortably busy.

The comfort factor is used in two ways;

1. Utilised Capacity - How well used is a facility? 'Utilised capacity' figures for facilities are often seen as being very low, 50-60%, however, this needs to be put into context with 70-80% comfort factor levels for pools. The closer utilised capacity gets to the comfort factor level, the busier the facilities are becoming. You should not aim to have facilities operating at 100% of their theoretical capacity, as this would mean that every session throughout the peak period would be being used to its maximum capacity. This would be both unrealistic in operational terms and unattractive to users.

2. Adequately meeting Unmet Demand – the comfort factor is also used to increase the amount of facilities that are needed to comfortably meet the unmet demand. If this comfort factor is not added, then any facilities provided will be operating at its maximum theoretical capacity, which is not desirable as a set out above.

Maps

If maps are to be included within any printed report, the full scale maps must be reproduced to include the title, legend and copy right information. Failure to do so will be in breach of OS copyright.

Travel times Catchments

The model use travel times to define facility catchments. These travel times have been derived through national survey work, and so are based on actual travel patterns of users. With the exception of London where DoT travel speeds are used for Inner & Outer London Boroughs, these travel times are used across the country and so do not pick up on any regional differences, of example, longer travel times for remoter rural communities.

The model includes three different modes of travel, by car, public transport & walking. Car ownership levels are also taken into account, in areas of low car ownership, the model reduces the number of visits made by car, and increases those made on foot.

Overall, surveys have shown that the majority of visits made to swimming pools and sports halls are made by car, with a significant minority of visits being made on foot and the least number of visits made by public transport:

	Car	Public transport	Walking
Pool	76.5%	5.7%	17.8%
Hall	80.2%	4.3%	15.5%

The model also includes a distance decay function; where the further a user is from a facility, the less likely they will travel. The table shows the % of visits made within each of the travel times, which shows that almost 90% of all visits, both car borne or walking, are made within 20 minutes. Hence, 20 minutes can be used as a rule of thumb for catchments for sports halls and pools.

Minutes	Sport halls		Swimming Pools	
	Car	Walk	Car	Walk
0-10	58%	66%	59%	62%
10-20	31%	23%	30%	23%
20 -40	8%	6%	9%	7%

NOTE: These are approximate figures, and should only used as a guide, particularly for walking where the distance used in the model has been converted to a travel time.

Utilised Capacity (used capacity of pools)

Following on from Comfort Factor section, here is more guidance on Utilised Capacity.

Utilised capacity refers to how much of facilities theoretical capacity is being used. This can, at first, appear to be unrealistically low, with area figures being in the 50-60% region. England figure for Feb 2008 Pools was only 57.6%.

Without any further explanation, it would appear that facilities are half empty. The key point is not to see a facilities theoretical maximum capacity (100%) as being an optimum position. This, in practise, would mean that a facility would need to be completely full every hour it was open in the peak period. This would be both unrealistic from an operational perspective and undesirable from a users perspective, as the facility would completely full.

For examples:

A 25m, 4 lane pool has Theoretical capacity of 2260 per week, during 52 hour peak period.

	4-5pm	5-6pm	6-7pm	7-8pm	8-9pm	9-10pm	Total Visits for the evening
Theoretical max capacity	44	44	44	44	44	44	264
Actual Usage	8	30	35	50	15	5	143

Usage of a pool will vary throughout the evening, with some sessions being busier than others though programming, such as, an aqua-aerobics session between 7-8pm, lane swimming between 8-9pm. Other sessions will be quieter, such as between 9-10pm. This pattern of use would give a total of 143 swims taking place. However, the pool's maximum capacity is 264 visits throughout the evening. In this instance the pools utilised capacity for the evening would be 54%.

70% utilised capacity is used as a guide to indicate that pools are becoming busy.

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APPENDIX 8

Performance Indicators Period 12 (March 2010)

Ref	Description	Report - ed?	Cum or Snap?	2008/09		2009/10												Comments			
				Actuals		Dec Target	Dec Actual	Target & trend	Jan Target	Jan Actual	Target & trend	Feb Target	Feb Actual	Target & trend	Mar Target	Mar Actual	Target & trend		Outturn	Outturn Target &Trend	
NWBCU5	Total Crime	M	C	New	4,210	3,848	I	4,685	4,277	W	5,113	4,691	I	5,588	5,187	W	5,588	5,187			Overall total crime has been reduced by 7% this year compared to last, which is 401 less offences. This is a result of joint efforts between all agencies coordinated under the Community Safety Partnership. There has been reductions in most crime types apart from Violent Crime. Bromsgrove CSP are now developing delivery plans against their 2010/11 priorities (Youth Related ASB, Violent Crime, Environmental Crime and Acquisitive Crime). In addition the CSP will also be developing plans to tackle re-offending as a result of new statutory responsibilities, strategies to deal with ASB including a set of minimum standards and a communication strategy following the appointment of a communications officer.
NWBCU1	The number of domestic burglaries	M	C	438	293	194	W	326	233	W	356	276	W	389	321	W	389	321			There were 45 offences of domestic burglary in March, which is above the March target of 33 however there is a seasonal trend for burglary which peaks over the early part of the year. There has however been a 17% decrease in offences this year compared to the previous years. Although burglary has been reduced year on year the Bromsgrove Community Safety Partnership will be making it a 2010/11 priority as they have acknowledged through surveys that it still remains on of the largest concerns for our residents. A burglary action plan will be developed and delivered through the coming year.

Ref	Description	Report - ed?	Cum or Snap?	2008/09		2009/10		Comments				
				Actuals	Target & trend	Mar Actual	Mar Target		Outturn	Outturn Target &Trend		
NWBCU2	The number of violent crimes	M	C	973	Target & trend W	784	846	952	922	1,046	1,046	The volume of Violent Crime has increased again in March and has been consistently high throughout the year. As a result Violent Crime has been made a Community Safety Partnership priority for 2010/11. The partnership will be developing a violent crime action plan to tackle two distinct violent crime problems: Assault with less serious injury as a result of alcohol fuelled violence within the night time economy and domestic related violence.
NWBCU3	The number of robberies	M	C	61	Target & trend I	49	53	39	58	44	44	The volume of robbery offences has remained consistently low throughout the year. This crime type has had a reduction in offences this year compared to last year; a reduction of 24%. Robberies will continue to be monitored but it is not currently a priority for the Community Safety Partnership or West Mercia Police.
NWBCU4	The number of vehicle crimes	M	C	744	Target & trend I	578	631	612	690	672	672	There were 60 vehicle crime offences in March which the amount we would expect based on seasonal trends. There has been a slight reduction of 2.5% this year compared to the previous year. The largest volume of vehicle crimes are a result of theft from motor vehicles; this has become a 2010/11 priority for Bromsgrove Community Safety Partnership and joint operations between the police and neighbourhood wardens has already commenced in the car parks of beauty spots where many of these offences occur
NWBCU6	The number of Criminal Damage Incidents	M	C	1,064	Target & trend I	872	945	816	1,041	908	908	During March the level of criminal damage offences was the highest it has been for many months but still less than March 2008/9. Overall there were 13% less criminal damage offences this year compared to the previous year. Criminal Damage was a 2009/10 priority for the Community Safety Partnership; as a result many targeted patrols were carried out at key hot spots to deter offenders which seems to have worked. Criminal Damage will be looked at during 2010/11 under the Youth Related ASB priority in an attempt to achieve further reductions.

Ref	Description	Report - ed?	Cum or Snap?	2009/10																	
				Dec Target	Dec Actual	Target & trend	Jan Target	Jan Actual	Target & trend	Feb Target	Feb Actual	Target & trend	Mar Target	Mar Actual	Target & trend						
LPICS1a	CCTV incidents reported - Crime	M	C	2,547	2,401	I	2,830	2,602	W	3,113	2,803	W	3,396	3,021	I	3,400	3,021		2009/10 Outturn	Outturn Target &Trend	Comments
LPICS1b	CCTV incidents initiated by CCTV	M	C	738	714	I	820	807	I	902	870	W	984	941	I	1,047	941				
LPICS2	Number of locally delivered diversionary sessions	Q	C	147	141	I	152	141	W	164	161	I	180	163	W	180	163				
LPICS3	Numbers of users attending diversionary activities.	Q	C	564	538	I	584	538	W	624	603	I	670	617	W	670	617				
LPICS4	No. of hate crime incidents (activity measure)	M	S	n/a	2					n/a	3	n/a	n/a	5	n/a	n/a	n/a				
LPICS5	% of reported hate crime incidents requiring further action that received further action	M	S	100	100	S				100	100	S	100	100	S	100.00	100.00				
LPICS1	Number of attendances at arts events	M	C	21,272	23,593	W	21,324	23,640	S	21,426	23,728	S	21,261	23,728	S	21,261	23,728				
LPI Community Safety	Arrix usage (community use)	A	S	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	48,821	60,250		48,821	60,250				

Ref	Description	Report - ed?	Cum or Snap?	2009/10												Comments				
				2009/10 Actuals	Dec Target	Dec Actual	Target & trend	Jan Target	Jan Actual	Target & trend	Feb Target	Feb Actual	Target & trend	Mar Target	Mar Actual		Target & trend	2009/10 Outturn	Outturn Target &Trend	
SC3	Dolphin Centre Usage	M	C	627,404	354,245	301,173	W	401,980	337,215	I	449,715	375,404	I	497,455	415,407	I	415,407	502,478	415,407	Usage for March has been the highest of the year, although still failed to reach target. Usage for all areas other than the sports hall hire (which remained the same) increased.
SC4	Sports development usages	M	C	21,219	18,270	21,206	W	19,398	23,223	I	20,898	26,614	I	22,702	30,395	I	30,095	22,556	30,095	Delivery of many Sport Unlimited projects, regular PSP, Mobility and FFT sessions provided a high number of usages. The end of year 2 Sport Unlimited requires the new projects to commence in order to maintain this.
	Town Centre Car Park Usage	M	S	n/a	n/a	120,254	W	n/a	111,037	W	n/a			n/a	127,415		127,415	n/a	127,415 usage in March	
	Shopmobility Centre Usage (Monthly)	M	S	n/a	150	116	W	150	91	W	150	123	I	150	127	I	144 (ave)	150	144 (ave)	127 users of shopmobility service in March. Average monthly usage over the year is 144
LPILL1	Life line units in use	M	S	547	720	728	S	730	730	W	740	740	W	750	751	I	751	750	751	The number of private dispersed installations has increased but referrals under the PTG funded contract have now ceased.

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APPENDIX 10

Organised Sport - LA	APS1 (Oct 2005-Oct 2006)		APS2 (Oct 2007-Oct 2008)		APS3 (Oct 2008-Oct 2009)		
	%	Base	%	Base	%	Base	Statistically significant change from APS 2
Bromsgrove	43.0%	1,035	41.3%	502	40.8%	498	No Change
Herefordshire UA	37.0%	1,027	35.4%	502	36.7%	499	No Change
Malvern Hills	40.0%	1,037	36.6%	511	41.6%	499	No Change
Redditch	31.9%	1,071	38.4%	510	33.4%	503	No Change
Worcester	37.9%	1,029	34.9%	509	36.4%	496	No Change
Wychavon	38.7%	1,065	37.8%	507	38.2%	498	No Change
Wyre Forest	35.4%	1,090	35.1%	510	31.4%	501	No Change

Source: Sport England's Active People Survey

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APPENDIX 11

N18: Adult participation in sport and active recreation

(alphabetical)	APS1 (Oct 2005 - Oct 2006)		APS2/3 (Oct 2007 - Oct 2009)		Change between APS1 and APS2/3		
	%	Base	%	Base	%	Range	Significant
LOCAL AUTHORITIES - SINGLE TIER (NOT BOOSTED)*							
Herefordshire UA	22.2%	1,015	20.3%	993	-1.9%	+/- 3.6%	No Change
LOCAL AUTHORITIES - DISTRICTS (NOT BOOSTED)*							
Bromsgrove	22.4%	1,029	24.1%	997	1.7%	+/- 3.7%	No Change
Malvern Hills	23.5%	1,028	24.8%	997	1.3%	+/- 3.7%	No Change
Redditch	19.0%	1,066	21.5%	1,010	2.5%	+/- 3.5%	No Change
Worcester	23.2%	1,020	22.1%	1,005	-1.1%	+/- 3.6%	No Change
Wychavon	21.8%	1,056	22.6%	999	0.8%	+/- 3.6%	No Change
Wyre Forest	20.4%	1,081	21.5%	1,008	1.1%	+/- 3.5%	No Change
	21.7%		22.7%		1.0%		

* Results for single tier and district authorities with boosted samples are presented in the **Counties & boosted authorities** tab of this spreadsheet

** On 1 April 2009 these authorities were replaced with a new structure of unitary authorities

Source: Sport England's Active People Survey

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APPENDIX 12

BROMSGROVE DISTRICT COUNCIL																
CAPITAL BUDGET MONITORING STATEMENT - 2010/11																
AS AT ACCOUNTING PERIOD 6- SEPTEMBER 2010																
GENERAL FUND - LEISURE & CULTURAL SERVICES																
(1) Cost Centre	(2) Capital Code	(3) Funding	(4) BUDGET HOLDER	(5) BUDGET MANAGER	(6) ORIGINAL CAPITAL BUDGET 2010/11	(7) APPROVED BUDGET FORWARDS FROM 2010/11 TO 2010/11	(8) REVISED CAPITAL BUDGET 2010/11	(9) BUDGETED PAYMENTS TO DATE 2010/11	(10) POP COMMITMENTS	(11) PROFILE/POP ADJUSTMENTS	(12) EXPENDITURE TO DATE	(13) TOTAL EXPENDITURE TO DATE	(14) VARIATION TO BUDGET TO DATE (8-13)	(15) PROJECTED YEAR END EXPENDITURE	(16) PROJECTED YEAR END VARIATION (10-16)	(17) BUDGET HOLDER REASONS FOR MAJOR VARIANCES
MONITORED AGAINST THE 2010/11 ESTIMATED OUTTURN CAPITAL BUDGET																
Leisure & Cultural Services																
CAPC	GC423	CR	J Godwin	J Godwin	0	0	0	0	0	0	(3,000)	(3,000)	(3,000)	0	0	The credit value of expenditure to date relates to the reversal of accruals made charging work carried out in 2006/07 accounts.
CAPC	GC1118	GG Liveability	J Godwin	J Godwin	0	7,000	7,000	7,000	0	0	0	0	(7,000)	0	(7,000)	A meeting has been held to discuss the current position in October 2009, with a further meeting was held in November. Now awaiting final quotes, before commencing the work. Likely to be completed by end of financial year.
CAPC	GC1086	S106	J Godwin	J Godwin	0	11,000	11,000	11,000	0	0	0	0	(11,000)	0	(11,000)	Liveability grant to complete works on the site and enhance the teenage play facilities. A budget carry forward request is required into 09-10. Final works are still outstanding. It is likely that new informal recreation ground will be constructed. Procurement is currently taking place on this and it is expected to be completed in Q4.
					0	18,000	18,000	18,000	0	0	0	0	(18,000)	0	(18,000)	The balance required to be carried forward into 09-10 is needed to complete additional works around teenage play provisions. Currently reviewing the levels of provision in the area under PPG17. Likely to commence March 2010.
SUB-TOTAL					0	18,000	18,000	18,000	0	0	0	0	(18,000)	0	(18,000)	
Dolphin Centre-																
CAPC	GC1214	CR	J Godwin	J Godwin	0	0	0	0	0	0	(3,177)	(3,177)	(3,177)	0	0	The remaining balance of the 2008/09 budget will be requested to be carried forward into 09-10.
					0	0	0	0	0	0	0	0	(3,177)	0	(3,177)	Buildings works are complete with only the retention (1.5%) now payable, due in 12 months, in line with the contract. To be signed off in March 2010.
SUB-TOTAL Dolphin Centre Schemes					0	0	0	0	0	0	0	0	(3,177)	0	(3,177)	
GG Liveability £204,766 CR E 10k																
CAPC	GC1027	GG Liveability	J Godwin	J Godwin	0	215,000	215,000	260,000	0	0	66,249	66,249	(43,751)	0	(43,751)	Procurement is to commence in August 2009. Work is due to start in January 2010 with payment to be made in March 2010.
					0	215,000	215,000	260,000	0	0	66,249	66,249	(43,751)	0	(43,751)	
SUB-TOTAL Liveability Grant Funded Schemes					0	215,000	215,000	260,000	0	0	66,249	66,249	(43,751)	0	(43,751)	
CAPC	GC1220	S106	J Godwin	J Godwin	0	0	0	0	0	0	0	0	0	0	0	The initial meeting has been held with the football club and the draft legal agreement has been produced in line with Cabinet decision. We are now awaiting replies.
					0	0	0	0	0	0	0	0	0	0	0	After discussions with the club it seems there have been delays by the FA and it isn't thought that this project will go ahead in this financial year. The budget will be requested to be rolled into 10/11.
CAPC	GC1248		J Godwin	J Godwin	0	50,000	50,000	50,000	0	0	0	0	(50,000)	0	(50,000)	Works are due to commence shortly, but negotiations are ongoing. Spend is predicted in May 2010.
CAPC	GC1249		J Godwin	J Godwin	70,000	70,000	70,000	70,000	0	0	0	0	(70,000)	0	(70,000)	Procurement commenced in August 2009. Work is due to start in the final quarter of 2009/10.
CAPC	GC1250		J Godwin	J Godwin	0	45,000	45,000	0	209,980	0	209,980	209,980	0	0	(45,000)	

APPENDIX 13

Revenue Monitoring 2010/11 Leisure & Cultural Services

August 2010

Service Area	2010/11 Original Budget	2010/11 Latest Budget - FY	2010/11 Budget YTD	2010/11 Aggresso Spend to Date	System Commitme nts "POP"	Adjusted Spend YTD 2010/11	Variance YTD 2010/11	Projected Outturn Latest	Projected Variance to Latest Budget
	£	£	£	£	£	£	£	£	£
Parks & Open Spaces	515,704	488,129	131,288	95,008	19,885	120,366	10,922	479,580	8,549
Allotments	58,903	71,478	3,827	6,586	280	6,866	3,039	77,601	6,123
Promotions	336,998	364,070	113,480	117,690	102,927	129,812	16,332	382,784	18,714
Sports & Recreation Development	220,630	229,055	70,284	43,466	6,466	43,062	27,222	206,460	17,595
Sports Centres	701,530	716,530	216,649	214,034	2,990	221,392	4,744	720,580	4,050
Leisure Services	0	54,006	22,499	28,354	374	28,163	5,665	63,000	8,994
TOTAL SERVICE	1,833,765	1,923,268	558,027	505,139	132,921	549,662	8,365	1,930,005	11,737
Xchange	1,833,765.00	1,923,268	558,027	505,139	132,921		-8,365		
09	0	0	0	0	0		0		

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SCRUTINY BOARD WORK PROGRAMME AND MEETING SCHEDULE 2010/11

Updated: September 2010

The Scrutiny Board

The role of the Scrutiny Board is to scrutinise decisions or actions taken and where necessary to examine particular decisions or services in detail. It takes a post-decision role and therefore concentrates on current practices and decisions already taken by the Cabinet. The Scrutiny Board also reviews Cabinet Decisions subject to Call In by Members of the Council.

1. ITEMS FOR FUTURE MEETINGS (INCLUDING UPDATES)

1.1 Schedule of meetings and agenda items

See Appendix 1 - Schedule of meetings and agenda items.

1.2 Standing Items

The following items will be considered at regular intervals, as indicated.

- Recommendation Tracker

A quarterly report monitoring the implementation of overview recommendations. Considered every quarter.

2. OVERVIEW BOARD TASK GROUPS

2.1 Current Overview Board Task Groups

See Appendix 2a - Current Overview Board Task Groups

2.2 Task Group Reviews

Consideration of the implementation progress of Scrutiny Board Task Group recommendations agreed by the Cabinet, considered by the reconvened Task Group.

See Appendix 2b – Scrutiny Board Task Group Reviews

3. **RECOMMENDATIONS**

- 3.1 That the Board notes the Work Programme and Meeting Schedule 2010/11 and agrees to the removal of any topics which have been completed.

Appendix 1 - Schedule of meetings and agenda items

2010/2011 MUNICIPAL YEAR				
28th September 2010				
Agenda Item / Topic	Terms of Reference	Witnesses <i>Department and Lead Officers Community Partners etc</i>	Documents	Decision Maker(s) / Decision Date
The Future of Bromsgrove Urban and Rural Transport (BURT)1	To consider the value for money of BURT and explore any potential savings, alternative options and improvements.	Portfolio Holder: Cllr Margaret Sherrey – Portfolio Holder for Children and Young People, Older People and the Vulnerable. Executive Director: Sue Hanley – Executive Director Leisure, Environmental and Community Services Head of Dept: Angie Heighway – Head of Community Services External Witnesses:	Answers to key questions on budget and take up of the BURT service.	The Cabinet
Travel Concessions	To receive an update from the Head of Community Services.	Portfolio Holder: Cllr Margaret Sherrey – Portfolio Holder for Children and Young People, Older People and the Vulnerable. Executive Director: Sue Hanley – Executive Director Leisure, Environmental and Community Services Head of Dept: Angie Heighway – Head of Community Services External Witnesses:		
Proposal: Bus Passes Early Morning Availability. A proposal by Cllr Chris Scurrell .	To consider a proposal for scrutiny by Cllr Chris Scurrell.	Portfolio Holder: Cllr Margaret Sherrey – Portfolio Holder for Children and Young People, Older People and the Vulnerable. Executive Director: Sue Hanley – Executive	Proposal form.	Scrutiny Board 28 th September 2010

		<p><i>Director Leisure, Environmental and Community Services</i> Head of Dept: Angie Heighway – Head of Community Services External Witnesses:</p>		
<p>Proposal: The effectiveness of planning enforcement. A proposal by Cllr Chris Scurrall .</p>	<p>To consider a proposal for scrutiny by Cllr Chris Scurrall.</p>	<p>Lead Officer: Ruth Bamford – Head of Planning and Regeneration Portfolio Holder: Cllr Mrs J. Dyer – Cabinet Member for Planning and Regeneration Executive Director: John Staniland – Planning and Regeneration, Housing Services Head of Dept: Ruth Bamford – Head of Planning and Regeneration External Witnesses:</p>	<p>Proposal form</p>	<p>Scrutiny Board 28th September 2010</p>
<p>Cabinet Response to the Improving Residents' Satisfaction Task Group Report</p>		<p>Lead Officer: Hugh Bennett – Director of Policy, Performance and Partnerships Portfolio Holder: Cllr Roger Smith – Portfolio Holder for One Community Executive Director: Hugh Bennett – Director of Policy, Performance and Partnerships</p>	<p>Cabinet Response</p>	
<p>Scrutiny Board Work Programme</p>	<p>To agree the Scrutiny Board Work Programme.</p>	<p>Lead Officer: Michael Carr – Scrutiny Officer Portfolio Holder: N/A Executive Director: Jayne Pickering – Executive Director for Finance and Corporate Resources Head of Dept: Claire Felton – Head of Legal, Equalities and Democratic Services External Witnesses:</p>	<p>Scrutiny Board Work Programme</p>	<p>Scrutiny Board 28th September 2010</p>
<p>Questions to Witnesses 26th October 2010</p>	<p>To define advance questions to witnesses attending the next meeting of the Board</p>			

<p>Recommendation Tracker - Permanent Item - Quarterly</p>	<p>A quarterly report monitoring the implementation of overview recommendations</p>	<p>Lead Officer: Michael Carr – Scrutiny Officer Portfolio Holder: N/A Executive Director: Jayne Pickering – Executive Director for Finance and Corporate Resources Head of Dept: Claire Felton – Head of Legal, Equalities and Democratic Services External Witnesses:</p>	<p>Quarterly report monitoring the implementation of overview recommendations</p>	<p>A recommendation may be deemed implemented and “case closed” or not implemented and referred to a future meeting of the OB for review or referred back to the decision maker</p>
26th October 2010				
Agenda Item / Topic	Terms of Reference	<p style="text-align: center;">Witnesses <i>Department and Lead Officers Community Partners etc</i></p>	Documents	Decision Maker(s) / Decision Date
<p>Street Trading Consent Policy</p>		<p>Lead Officer: Steve Jordan – Head of Regulatory Services Portfolio Holder: Cllr Peter Whittaker – Portfolio Holder for Regulation, Strategic Housing and Climate Change Executive Director: John Staniland – Executive Director Planning, Regeneration, Regulatory and Housing Services. Head of Dept: Steve Jordan – Head of Regulatory Services External Witnesses:</p>	<p><i>A report from the Head of Regulatory Services</i></p>	<p>The Cabinet</p>
<p>Sports Provision1</p>	<p>To consider the value for money of sports provision and explore any potential savings,</p>	<p>Lead Officer: John Godwin – Head of Leisure and Cultural Services Portfolio Holder: Cllr Mike Webb – Portfolio Holder for Community.</p>	<p><i>A report from the Head of Leisure and Cultural Services</i></p>	<p>The Cabinet</p>

	alternative options and improvements.	Executive Director: Sue Hanley – Executive Director Leisure, Environmental and Community Services Head of Dept: John Godwin – Head of Leisure and Cultural Services External Witnesses:		
Alternative Arrangements for the Place Survey	To consider the alternative arrangements in place for the Place Survey. Possible scope to widen topic to include Performance Management post abolition of CAA and Place Survey.	Lead Officer: Hugh Bennett - Director of Policy, Performance & Partnerships Portfolio Holder: Cllr Roger Hollingworth – Leader of the Council Head of Dept: Hugh Bennett - Director of Policy, Performance & Partnerships External Witnesses:		The Cabinet
The Future of Bromsgrove Urban and Rural Transport (BURT)2	To consider the value for money of BURT and explore any potential savings, alternative options and improvements and make any recommendations to the Cabinet and / or the JOSB as part of the Budget setting process.	Portfolio Holder: Cllr Margaret Sherrey – Portfolio Holder for Children and Young People, Older People and the Vulnerable. Executive Director: Sue Hanley – Executive Director Leisure, Environmental and Community Services Head of Dept: Angie Heighway – Head of Community Services External Witnesses:		The Cabinet
Questions to Witnesses 25th January 2011	To define advance questions to witnesses attending the next meeting of the Board			
25th January 2011				
Agenda Item / Topic	Terms of Reference	Witnesses	Documents	Decision

		<i>Department and Lead Officers Community Partners etc</i>		Maker(s) / Decision Date
The Annual Bonfire Event1	To consider the value for money of The Annual Bonfire Event and explore any potential savings, alternative options and improvements.	Lead Officer: John Godwin – Head of Leisure and Cultural Services Portfolio Holder: Cllr Mike Webb – Portfolio Holder for Community. Executive Director: Sue Hanley – Executive Director Leisure, Environmental and Community Services Head of Dept: John Godwin – Head of Leisure and Cultural Services External Witnesses:		The Cabinet
Sports Provision2	To consider the value for money of sports provision and explore any potential savings, alternative options and improvements.	Lead Officer: John Godwin – Head of Leisure and Cultural Services Portfolio Holder: Cllr Mike Webb – Portfolio Holder for Community. Executive Director: Sue Hanley – Executive Director Leisure, Environmental and Community Services Head of Dept: John Godwin – Head of Leisure and Cultural Services External Witnesses:		The Cabinet
Hot Food Takeaways Investigation	To review the implementation of the Hot Food Takeaways Investigation report and recommendations	Lead Officer: Mike Dunphy - Strategic Planning Manager Portfolio Holder: Cllr Mrs. J. Dyer – Portfolio Holder for Planning and Regeneration	Cabinet Response to the Hot Food Takeaways Report	Cabinet January 2010
Scrutiny Board Work Programme	To agree the Scrutiny Board Work Programme.	Lead Officer: Michael Carr – Scrutiny Officer Portfolio Holder: N/A Executive Director: Jayne Pickering – Executive Director for Finance and Corporate Resources Head of Dept: Claire Felton – Head of Legal, Equalities and Democratic Services	Scrutiny Board Work Programme	Scrutiny Board 25 th January 2011

		External Witnesses:		
Questions to Witnesses 24th February 2011	To define advance questions to witnesses attending the next meeting of the Board			
24th February 2011				
Agenda Item / Topic	Terms of Reference	Witnesses <i>Department and Lead Officers Community Partners etc</i>	Documents	Decision Maker(s) / Decision Date
The Annual Bonfire Event²	To consider the value for money of The Annual Bonfire Event and explore any potential savings, alternative options and improvements.	Lead Officer: John Godwin – Head of Leisure and Cultural Services Portfolio Holder: Cllr Mike Webb – Portfolio Holder for Community. Executive Director: Sue Hanley – Executive Director Leisure, Environmental and Community Services Head of Dept: John Godwin – Head of Leisure and Cultural Services External Witnesses:	A report by Head of Leisure and Cultural Services	The Cabinet
Sports Provision³	To consider the value for money of sports provision and explore any potential savings, alternative options and improvements and make any recommendations to Cabinet.	Lead Officer: John Godwin – Head of Leisure and Cultural Services Portfolio Holder: Cllr Mike Webb – Portfolio Holder for Community. Executive Director: Sue Hanley – Executive Director Leisure, Environmental and Community Services Head of Dept: John Godwin – Head of Leisure and Cultural Services External Witnesses:	Head of Leisure and Cultural Services	The Cabinet
Recommendation	A quarterly report	Lead Officer: Michael Carr – Scrutiny Officer	Quarterly report	A

Tracker - Permanent Item - Quarterly	monitoring the implementation of overview recommendations	Portfolio Holder: N/A Executive Director: Jayne Pickering – Executive Director for Finance and Corporate Resources Head of Dept: Claire Felton – Head of Legal, Equalities and Democratic Services External Witnesses:	monitoring the implementation of overview recommendations	recommendation may be deemed implemented and “case closed” or not implemented and referred to a future meeting of the OB for review or referred back to the decision maker
Questions to Witnesses 22 nd March 2011	To define advance questions to witnesses attending the next meeting of the Board			
22nd March 2011				
Agenda Item / Topic	Terms of Reference	Witnesses <i>Department and Lead Officers Community Partners etc</i>	Documents	Decision Maker(s) / Decision Date
The Annual Bonfire Event3	To consider the value for money of The Annual Bonfire Event and explore any potential savings, alternative options and improvements and make any recommendations to Cabinet.	Lead Officer: John Godwin – Head of Leisure and Cultural Services Portfolio Holder: Cllr Mike Webb – Portfolio Holder for Community. Executive Director: Sue Hanley – Executive Director Leisure, Environmental and Community Services Head of Dept: John Godwin – Head of Leisure and Cultural Services External Witnesses:		The Cabinet
The Corporate Safeguarding Policy		Lead Officer: Angie Heighway – Head of Community Services		

(Children and Vulnerable Adults)¹		<p>Portfolio Holder: Cllr Margaret Sherrey – Portfolio Holder for Children and Young People, Older People and the Vulnerable.</p> <p>Executive Director: Sue Hanley – Executive Director Leisure, Environmental and Community Services</p> <p>Head of Dept: Angie Heighway – Head of Community Services</p> <p>External Witnesses:</p>		
Scrutiny Board Work Programme	To agree the Scrutiny Board Work Programme.	<p>Lead Officer: Michael Carr – Scrutiny Officer</p> <p>Portfolio Holder: N/A</p> <p>Executive Director: Jayne Pickering – Executive Director for Finance and Corporate Resources</p> <p>Head of Dept: Claire Felton – Head of Legal, Equalities and Democratic Services</p> <p>External Witnesses:</p>	Scrutiny Board Work Programme	Scrutiny Board 22 nd March 2011 2010
Questions to Witnesses 19th April 2011	To define advance questions to witnesses attending the next meeting of the Board			
19th April 2011				
Agenda Item / Topic	Terms of Reference	Witnesses <i>Department and Lead Officers Community Partners etc</i>	Documents	Decision Maker(s) / Decision Date
Shared Services¹		<p>Lead Officer:</p> <p>Portfolio Holder:</p> <p>Executive Director:</p> <p>Head of Dept:</p> <p>External Witnesses:</p>		
The Corporate		Lead Officer: Angie Heighway – Head of		

Safeguarding Policy (Children and Vulnerable Adults)2		<p><i>Community Services</i> Portfolio Holder: Cllr Margaret Sherrey – Portfolio Holder for Children and Young People, Older People and the Vulnerable. Executive Director: Sue Hanley – Executive Director Leisure, Environmental and Community Services Head of Dept: Angie Heighway – Head of Community Services External Witnesses:</p>		
Improving Residents' Satisfaction Task Group Review	The review the implementation of the Task Group recommendations agreed by Cabinet 28 th June 2010	<p>Lead Officer: Hugh Bennett – Director of Policy, Performance and Partnerships Portfolio Holder: Cllr Roger Smith – Portfolio Holder for One Community Executive Director: Hugh Bennett – Director of Policy, Performance and Partnerships</p>	Cabinet Response to the Improving Residents' Satisfaction Task Group Report	Cabinet 28 th June 2010
2011 - 2012				
Agenda Item / Topic	Terms of Reference	Witnesses <i>Department and Lead Officers Community Partners etc</i>	Documents	Decision Maker(s) / Decision Date
Shared Services2/3/4		<p>Lead Officer: Portfolio Holder: Executive Director: Head of Dept: External Witnesses:</p>		

Appendix 2a - Current Scrutiny Board Task Groups

Current Task Groups	Date Report Due	Terms of Reference

Appendix 2b – Scrutiny Board Task Group Reviews

Date	Decision Maker(s) / Decision Date	Agenda Item / Topic	Terms of Reference	Witnesses <i>Department and Lead Officers Community Partners etc</i>	Documents
25 th January 2011	Cabinet January 2010	Hot Food Takeaways Investigation	To review the implementation of the Hot Food Takeaways Investigation report and recommendations	Lead Officer: Mike Dunphy - Strategic Planning Manager Portfolio Holder: Cllr Mrs. J. Dyer – Portfolio Holder for Planning and Regeneration	Cabinet Response to the Hot Food Takeaways Report
19 th April 2010	Cabinet 28 th June 2010	Improving Residents' Satisfaction Task Group Review	The review the implementation of the Task Group recommendations agreed by Cabinet 28 th June 2010	Lead Officer: Hugh Bennett – Director of Policy, Performance and Partnerships Portfolio Holder: Cllr Roger Smith – Portfolio Holder for One Community	Cabinet Response to the Improving Residents' Satisfaction Task Group Report

Overview and Scrutiny

Methodology and Approach

The following key questions should be asked in each scrutiny review.

1. Business Aims and Objectives

- Q What are the business aims and objectives of the service?
- Q How do these link with the Council's Vision and Objectives?

2. Performance

- Q What are the performance indicators for the service?
- Q How does the service perform against these performance indicators?
- Q How does performance compare to other councils inc, Redditch Borough Council, Statistical Neighbours, Bromsgrove District Council over past 2 years?
- Q What are the reasons for poor / high performance?

3. Customer Feedback

Customer feedback – inc The Place Survey, Focus Groups, Customer Complaints etc

4. Organisation

Q What is the organisational structure for delivering this service?

5. Budget

- Q What is the budget for this service? Total. Capital. Revenue.
- Q What were the budget and out-turn figures for this service over the past 2 years?
- Q How does budget compare to other councils eg, Redditch Borough Council, Statistical Neighbours, Bromsgrove District Council over past 2 years?

6. Future Plans

- Q What are the future plans for the development of this service (inc new statutory requirements etc).

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