

Name of meeting: Cabinet

Date: 20 October 2015

Title of report: ‘Built Leisure and Sports Facilities Strategic Framework’

Is it likely to result in spending or saving £250k or more, or to have a significant effect on two or more electoral wards?	No (not directly but future decisions informed by the framework may do so)
Is it in the Council’s Forward Plan?	Yes
Is it eligible for call in by Scrutiny?	Yes
Date signed off by <u>Director</u> & name	Ruth Redfern – 6 October 2015
Is it signed off by the Director of Resources?	David Smith – 7 October 2015
Is it signed off by the Assistant Director (Legal Governance and Monitoring)?	Julie Muscroft and the Deputy Head of Legal Services – 9 October 2015
Cabinet member portfolio	Health & Wellbeing – Cllr Jean Calvert, Portfolio – Community Development - Cllr Graham Turner, Portfolio – Resources and Community Safety

Electoral [wards](#) affected: All

Ward councillors consulted: None

Public or private: Public

1. Purpose of report

1.1 Officers have been working with Sport England and various sports stakeholders to develop a Built Leisure and Sports Facilities Strategic Framework for Kirklees. This provides a comprehensive supply and demand overview of built leisure and sports facilities and forms an evidence base to help inform the new Local Plan and to support decision making regarding the future development of facilities which promote health and wellbeing across Kirklees. This report requests endorsement from the Cabinet for the framework and recommendations.

2. Summary

2.1 A new ‘Built Leisure and Sports Facilities Strategic Framework’ was commissioned in August 2014 with the intention that it would:

- provide an evidence base which can be used to inform capital spending decisions or support future funding bids to external agencies in light of the significant financial pressures faced by the council and other providers
- support bids by local clubs and organisations to external funding opportunities

- provide an up to date analysis of leisure and sports provision in Kirklees
 - help inform the development of a new Local Plan for Kirklees.
- 2.2 The strategic framework is supported by a detailed assessment report covering a range of sports and sets out the current and projected supply and demand position in Kirklees, taking into account cross border provision and a series of recommendations have been made across four broad themes.
- 2.3 It is proposed that council officers will take the lead on addressing the recommendations working with partners across the leisure and sports sector as appropriate. There is no expectation that the council must deliver or fund any of the recommendations contained in the strategic framework, other than those it is already committed to, and it does not commit the council to any additional capital projects.
- 2.4 Any future action taken by the council or any other interested party will need to have a more detailed assessment to determine priority, need, viability and sustainability. The strategic framework is mindful that in the current financial climate there are limited funds with which to maintain existing facilities, develop new facilities and meet the needs of different sports. Decisions on where priorities lie, both now and during the lifetime of this strategic framework, will need to consider these often conflicting pressures.

3. Information required to take a decision

- 3.1 The principles and rationale for the strategic framework were discussed and agreed at Policy Committee on 15 September 2014. Independent consultants were appointed following a tendering exercise.
- 3.2 A steering group comprising representatives from the council, Sport England and West Yorkshire Sport has worked with the consultants to ensure that the brief was met and the framework developed in accordance with Sport England's approved methodology. The strategic framework has considered a range of types of facility and is supported by a detailed assessment report which sets out the current and projected supply and demand position in Kirklees, taking into account cross border provision.
- 3.3 A series of recommendations have been made across four broad themes:
- potential within school facilities
 - existing facility condition/development/rationalisation
 - new facility development
 - understanding the specific needs of different sports.
- 3.4 The strategic framework itself does not include detailed actions but a separate action plan will be developed by the end of December 2015 and reviewed on an annual basis, reporting directly to the Executive Board of the Kirklees Physical Activity and Sport Partnership
- 3.5 It is proposed that council officers will take the lead on addressing the recommendations, working with partners across the leisure and sports sector as appropriate.

- 3.6 There is no expectation that the council must deliver, or fund, any of the recommendations beyond those it is already committed to, and the strategic framework does not make any decisions or commit the council to any additional capital projects.
- 3.7 The strategic framework is not intended to be a business plan or options appraisal. Should any future capital project be considered a priority by the council or any other interested party, there will need to be a more detailed options appraisal and feasibility study carried out to determine viability and sustainability.
- 3.8 The strategic framework is mindful that in the current financial climate there are limited funds with which to maintain existing facilities, develop new facilities and meet the needs of different sports. Decisions on where priorities lie, both now and during the lifetime of this strategic framework will need to consider these often conflicting pressures.
- 3.9 Having an agreed strategic framework will enhance the ability of the council and other providers to access external funding for investment in leisure and sports facilities in Kirklees. This investment may be to maintain or revamp existing facilities or to contribute towards new facilities.
- 3.10 The strategic framework will also help to guide planners in assessing what facilities may be needed to meet the demands of a growing population. Where deficiencies exist, it may be possible to utilise funding from the Community Infrastructure Levy to help address these.
- 3.11 Following the initial findings for Golf within the Assessment report, and the potential options for the Local Plan to include golf courses as possible sites for housing development, a separate Golf Needs Assessment was commissioned to provide more detail and insight. This separate report is included as Appendix C.

4. Implications for the Council

- 4.1 Built leisure and sports facilities play an important role in providing the opportunity for Kirklees residents to be physically active and help the council to achieve its health and wellbeing ambitions. They also form an important part of the local economy and provide employment, attract investment and enhance vibrancy across the Borough. The 'Built Leisure and Sports Facilities Strategic Framework' therefore plays an important role in contributing to both the Economic Resilience and Early Intervention and Prevention outcomes.
- 4.2 Traditionally, local authorities have been a key provider of such facilities. However, in light of the economic pressures facing the council, resources to invest in existing or new facilities are limited and some key sites are in need of investment in order to ensure they remain safe and functional. At the same time, the budget for maintaining the council owned facilities is being reduced, placing increased pressure on Kirklees Active Leisure to maximise income. There is also financial pressure on external funding agencies making it more difficult to secure funds from alternative sources. As a result, the Cabinet needs to take informed decisions about where its scarce capital resources are deployed and which key projects may be prioritised for funding applications. We also need external providers, particularly the voluntary sector, to be able to fill gaps or develop their own projects. Key external funders, such as Sport England, require a robust evidence base in support of funding applications which the strategic framework will help to provide.

- 4.3 Council officers are well placed to initiate and support some of the conversations with partners and external agencies about how some of these recommendations can be actioned and, therefore, officers will lead on many of the actions once they are determined. It will be the responsibility of officers in those conversations to clearly manage expectations of what the council will do in respect of the action under discussion.
- 4.4 There are no direct legal, financial or human resource implications as a result of the development of the strategic framework.
- 4.5 The Strategic Framework considers the overall provision of facilities across Kirklees, and the recommendations are designed to benefit the whole population. Facilities are required to comply with the Disability Discrimination Act, while the spread of provision across the Borough ensures that BME communities have the same levels of access as all other groups. The bigger impact on equality comes from the staffing and approach taken to welcoming and accommodating disabled and / or BME users. The Council is working alongside facility operators to achieve this.

5. Consultees and their opinions

- 5.1 The consultants have consulted a number of stakeholders in the development and preparation of this strategic framework. This includes a number of representatives from National Governing Bodies of sport and various voluntary clubs and their views are reflected in the assessment report.
- 5.2 Sport England and West Yorkshire Sport sat on a steering group alongside officers from Planning, Physical Resources and Procurement and the Sport and Physical Activity Development Team.
- 5.3 The Kirklees Physical Activity and Sports Partnership Executive Board have been consulted and are supportive of the recommendations

6. Next steps

- 6.1 The 'Built Leisure and Sports Facilities Strategic Framework' will be published following Cabinet approval. It will also be presented as part of the evidence base in the forthcoming Local Plan consultation.
- 6.2 It is proposed that council officers will take the lead on addressing the recommendations working with partners across the leisure and sports sector as appropriate.
- 6.3 A detailed action plan will be developed by the end of December 2015 through the Kirklees Physical Activity and Sport Partnership (a multi-agency partnership which provides leadership for the Kirklees Physical Activity and Sports Strategy "Everybody Active") and reviewed on an annual basis, reflecting agreed priorities and realistic outcomes.
- 6.4 Progress and impact will be reported directly to the Executive Board of the Kirklees Physical Activity and Sport Partnership, which includes Member representation. Should any action require Council capital investment, it will be submitted to the council's Capital Delivery Board for consultation and approval and if required, submitted to Cabinet for approval.

7. Officer recommendations and reasons

- 7.1 Officers recommend that Cabinet approves the publication of the 'Built Leisure and Sports Facilities Strategic Framework'
- 7.2 A mixed economy of good quality, affordable and accessible leisure and sport facilities will play a major role in contributing to the council's priorities around both Economic Resilience and Early Intervention and Prevention.
- 7.3 The publication of the document will provide Members and officers with an evidence base to inform funding decisions regarding council owned facilities and to develop partnerships which can support and enhance the accessibility of the facility stock. It will also support the council and external leisure providers from across Kirklees with applications for external capital funding. It provides an evidence base to inform decisions related to the Local Plan and gives planners a clearer picture of what facility shortfalls may be expected as a result of a growing population.

8. Cabinet portfolio holder's recommendations

- 8.1 The Portfolio Holder's recommendation is that this Strategic Framework should be approved by Cabinet as a basis for developing strategic policy and an overview for future provision.

9. Contact officer and relevant papers

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Built Leisure and Sports Facilities Strategic Framework – Appendix A
Built Leisure and Sports Facilities Assessment Report – Appendix B

10. Assistant director responsible

Kimiyo Rickett, Assistant Director, Communities and Leisure



APPENDIX A

KIRKLEES COUNCIL BUILT LEISURE AND SPORTS FACILITIES STRATEGIC FRAMEWORK 2015 - 2020

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Quality assurance	Name	Date
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Quality control	John Eady	27 April 2015 17 June 2015
Client comments	Alistair Copeland Nigel Harrison Matthew Seed	2 July 2015 2 July 2015 2 July 2015
Final approval	Martin Gonzalez	7 September 2015

**KIRKLEES COUNCIL
BUILT LEISURE AND SPORTS FACILITIES STRATEGIC FRAMEWORK
2015 - 2020**

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EXECUTIVE SUMMARY

In light of economic pressures facing Kirklees Council, the development and implementation of a new Local Plan, and in order to consider how the council can best achieve its aspirations for Health and Wellbeing, a new Built Leisure and Sports Facilities Strategic Framework was commissioned.

The aims of the strategic framework are to consider the current and projected supply of and demand for built leisure and sports facilities, and identify any gaps in provision or key areas where provision needs further consideration and/or to be protected / enhanced. It is not intended to be a business plan, and any decisions taken based on this strategic framework will need to be properly costed at the time.

It will be important to manage expectations about what the council's role will be in the years to come and given the limited availability of funding, it should be understood that not all these recommendations can be delivered. Where the Council identifies key recommendations that they feel they can or need to address, it will be important that they work in partnership and collaboration with other stakeholders to successfully deliver facilities which are viable and sustainable. Where stakeholders wish to investigate the possibility of addressing any of these recommendations themselves, the council should assist through the planning process where proposals which are funded and sustainable are proposed.

The following vision and strategic recommendations have been informed by the research undertaken in the delivery of the Assessment Report and identified need across the area of Kirklees.

Vision

To maintain and promote a wide range of good quality, affordable and accessible sport and leisure facilities to meet the needs of Kirklees residents.

From the work, four main themes have been identified to deliver the above vision over the period 2015 – 2020. They provide strategic direction for the council as well as an evidence base for the mixed economy of external providers (Leisure Trusts, private companies, schools and voluntary sector organisations) which provide facilities and opportunities for residents and visitors to pursue sports and recreation as a means to engage in physical activity.

These four themes, each of which carries a series of recommendations, are:

- A: Potential within school facilities
- B: Existing facility condition / development / rationalisation
- C: New facility development / upgrading
- D: Understanding the specific needs of different sports

It is clear that the majority of recommendations will only be possible in partnership with key partners such as Kirklees Active Leisure (KAL), schools and with the voluntary and community sectors (VCS), or with the support of external funding agencies. In all cases, the purpose should be to deliver against the wider participation outcomes set out in the "Kirklees: Everybody Active" strategy and will be mindful of the prevailing financial

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pressures facing both stakeholders and external funders. Inevitably, there will need to be compromise and agreement on priority actions in order to achieve the greatest impact in times of limited resources.

Although the strategic framework can be used by any organisation to support their own plans and aspirations, it is recognised that Kirklees Council will lead on a number of the recommendations. The council will develop annual action plans, capture achievements, report progress and update the recommendations at set points throughout the strategies timeline to the Executive Board of the Kirklees Physical Activity and Sport Partnership, a multi-agency group who have been responsible for the updating of the strategy for sport and physical activity in Kirklees. This will provide a level of accountability and scrutiny and ensure the strategic framework remains at the forefront of strategic decision making. The council will also provide support wherever possible for any external organisations who are seeking to address any of the recommendations.

INTRODUCTION

This is the Built Leisure and Sports Facilities Strategic Framework (the Strategic Framework) for Kirklees for the five year period 2015 – 2020. Recommendations draw upon the accompanying Assessment Report which was researched and prepared between September 2014 – March 2015 by specialist sport and leisure consultants: Knight Kavanagh and Page (KKP). Both the Assessment Report and the Strategic Framework were prepared in accordance with the guidance from Sport England contained in the document 'Assessing Needs and Opportunities Guide for Indoor and Outdoor Sports Facilities (ANOG, Sport England - December 2014).

The assessment is required to provide the evidence to inform the creation of a new Facility Strategic Framework. Increasing financial pressure on the council requires clear priorities on which to focus future resources and policies that can be supported through the new development plan. Funding resources will be scarce and projects will need to be clearly defined and prioritised to potentially receive third party support.

The consultant team is most grateful to the lead and contributing officers from KC, Sport England and the Council's delivery partners, notably Kirklees Active Leisure (KAL) and West Yorkshire Sport (WYS) for the time and ideas they have contributed. All agencies will need to continue to work together to deliver strategic outcomes.

Strategic context summary

Everybody Active: The Kirklees Physical Activity and Sports Strategy 2015 – 2020 provides direction in respect of getting more of the population active be it through everyday life, travel, recreation or sport. Referencing these ambitions, the objective of this Strategic Framework is to provide built facility infrastructure that is fit for purpose to facilitate current and anticipated future demand for sport and recreational activity.

Austerity and a continuing squeeze on local government finance, coupled with modest economic growth make these challenging times for sport and recreation providers. Capital funding for new projects is expected to be scarce and operational subsidies for facility management is likely to reduce, if available at all.

In Kirklees an estimated one third of the adult population is active i.e. taking 150 minutes moderate intensity activity per week. Based on the 2012 adult population of 339,000, this leaves a ball park figure of 225,000 people to convert to regular activity. If population growth is factored in, Kirklees will have 250,000 potential new regular participants over the next 5 year period.

Kirklees, for its population levels, has a good supply of sports facilities. Sports halls, swimming pools and health and fitness provision are available at about the levels expected to meet current demand. In addition, there is a reasonable selection of specialist sports facilities in Kirklees and in the case of the exceptions, for example, indoor bowls, diving, ice skating and closed road cycling, facilities in neighbouring authorities are accessible within a 30 minute drive.

Kirklees is a blend of urban and rural areas. It is predominately urban in the north and rural in the south, and linked together by Huddersfield, a large town of some 145,000 people. Like many authorities it encompasses significant areas of wealth, mostly in the south and areas of high deprivation, mostly in the north. It has a mixed population,

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predominately white but with significant levels of people from black and minority ethnic groups, notably Asian and British Asian who make up 21% of the resident population.

Figure 1 Kirklees Council main towns and villages



PLANNING POLICY FRAMEWORK

The Government's National Planning Policy Framework (NPPF) specifies that local plans should meet objectively assessed needs and that planning policy should be based on robust, up-to-date assessments of need for open space, sports and recreation facilities and opportunities for new / alternate provision.

Sport England guidance reflects this by promoting a planned approach to the provision of facilities and opportunities to participate in sport and, in so doing, adding value to the work of others and helping to deliver sustainable development goals through:

- ◀ Recognising and taking full advantage of the unique role of sport and active recreation in contributing to a wide array of policy and community aspirations, including leisure, health and education.
- ◀ Using sport and recreation as a fundamental part of the planning and delivery of sustainable communities.
- ◀ Development of partnership work using sport and active recreation as a common interest.

In line with the NPPF (paragraph 73), and as presented in the diagram below, Sport England advocates that at the core of planning for sport should be a robust and up-to-date assessment of need for sport and active recreational facilities and opportunities for new / alternate provision. The results of the assessment should be developed into a clear strategic framework designed to meet identified need, to be integrated into forward planning and applied within development management.

Figure 1: Sport England Strategic Planning Model



This Strategic Framework provides partners and stakeholders in Kirklees with a valuable tool to guide and prioritise internal and external investment decisions, support applications for external funding and inform key management decisions.

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SWOT ANALYSIS

The research and consultation phase of the Strategic Framework was outlined within an Assessment Report; which identified the strengths, weaknesses, opportunities and threats (SWOT) associated with sport and leisure provision in the Authority area:

Strengths	Weaknesses
<ul style="list-style-type: none"> ◀ Kirklees Council/KAL commitment to sport and recreation ◀ New leisure centre provision in Huddersfield town centre ◀ Mix of providers that enables access to sport facilities throughout the day/evening ◀ Range of good quality swimming facilities ◀ KAL aquatic programme and 'swimmer journey' ◀ Range of facilities to accommodate the majority of indoor sports ◀ High quality health and fitness provision with enthusiastic, committed membership ◀ Community use at many school sites ◀ Range of specialist facilities e.g. indoor cricket, table tennis, cycle speedway, gymnastics, martial arts. ◀ The use of a third party agent in the operation of council stock 	<ul style="list-style-type: none"> ◀ Reduced Kirklees Council capacity and budgets ◀ The need to utilise facilities in terms of income generation as opposed to sports needs ◀ Participation rates in some sports ◀ Peak time capacity at some fitness centres and swimming pools ◀ Underutilisation of certain facilities ◀ Quality of some specialist facilities - often located in converted buildings/not new build ◀ Limited number of voluntary clubs aspiring to create /provide elite performer pathways ◀ Imminent closure of some facilities ◀ Ability, where demand exists, to consistently accommodate separate sessions for cultural reasons ◀ Significantly reduced influence of the LEA with local schools, especially secondary schools
Opportunities	Threats
<ul style="list-style-type: none"> ◀ Capacity at many indoor sports halls to accommodate growth in key sports ◀ New facilities in Huddersfield town centre in 2015 ◀ Population growth/housing development provides potential to expand and/or enhance sport and leisure provision ◀ Potential opportunity for changes of use at Kirklees Council sports facilities ◀ Capacity to increase health and fitness to accommodate demand ◀ Snow sports development in the town centre ◀ Self-management (citizen services) and/or asset transfer ◀ Greater level of community use of school sites ◀ Tour de France legacy and popularity of cycling ◀ Potential capacity of other community facilities to accommodate activities ◀ Bloomberg Challenge (Kirklees award recipient 2014) 	<ul style="list-style-type: none"> ◀ Ongoing public sector funding and capacity reductions impacting on Kirklees Council and KAL ◀ Pressures facing external funding organisations ◀ Inactivity amongst the local population ◀ Population growth/housing development will put additional pressures on the existing sport and leisure provision ◀ Condition and potential cost of maintaining existing public leisure stock at present levels ◀ Potential closure of key local facilities and lack of replacement ◀ Sustainability of voluntary sports club infrastructure – coaches, volunteers, participants, possible pressure for the removal of NNDR and increased market reflected rents ◀ Limited effectiveness of partner development programmes to sufficiently grow sports to sustainable levels ◀ The impact of commercial sector fitness operators on the viability of public sector sports provision

Kirklees Council is facing significant budget cuts across all service areas, and this includes significant cuts to the budgets allocated for the repair and maintenance of the Council's stock of leisure and sports facilities. These cuts will have a major impact on the KAL, who manage the Council's stock of facilities. It must be recognised that finding capital to build new facilities is likely to be challenging, but the life cycle costs to keep a facility open and to maintain a site are also significant, and will also be affected by limited access to funding. These pressures potentially could place existing facilities at risk if they cannot be maintained adequately, and decisions may need to be taken between supporting existing facilities which still meet strategic needs and building new ones.

There is, thus, a need to ensure that sport and leisure facilities are as financially efficient and sustainable as possible and an understanding of the pressures which will be placed on revenue budgets to ensure that sport and leisure continues to contribute to reducing the wider cost base of the Council as well as delivering physical activity and health benefits to residents. Any proposed new facilities will need to be rigorously assessed to ensure that they are viable, and will support the overall sustainability of facilities rather than impact on them.

Health guidelines

Access to facilities and opportunities at/in which to participate in physical activity, sport and recreational activity is essential if Kirklees residents are to have the opportunity to meet the individual activity targets and goals being set nationally and in the local strategies; and to make sport and wider physical activity a part of their everyday lives.

The four UK Chief Medical Officers recommend that:

- ◀ Adults should be involved in at least 150 minutes per week of moderate physical activity in bouts of 10 minutes or more. Alternatively similar benefits can be obtained through 75 minutes of vigorous intensity activity spread across the week or a combination of moderate and vigorous intensity activity.
- ◀ Children and young people should engage in moderate to vigorous intensity physical activity for at least 60 minutes and up to several hours every day
- ◀ Children of pre-school age who are capable of walking unaided should be physically active daily for at least 180 minutes (3 hours), spread throughout the day
- ◀ People of all ages should minimise the amount of time spent being sedentary (sitting) for extended periods, as sedentary behaviour is now considered an independent risk factor for poor health, no matter how much exercise you do. .

Understanding that people have differing physical activity needs, not to mention the changing challenges and barriers to participation, depending on their stage in life has resulted in the "Everybody Active: Kirklees Physical Activity and Sport Strategy 2015 - 2020" being developed using a life course approach.

This approach, which merged strategies around physical activity and sport which had previously been addressed separately and in isolation, considers the specific needs, issues and actions required at 4 identified stages of life: Early years (0 –School Years), Children and Young People(5 - 17), Adults (18 - 64) and Older Adults (65+). The overall vision is that "By 2020 everyone will be physically active in Kirklees through work, play, travel or leisure". Although this is an ambitious target, the strategy also recognises that it is unrealistic for everyone to be active at levels which meet the Chief Medical Officers

guidelines, however it also considers that health gains can be made by simply taking the first steps into activity.

Fundamental to this approach is recognition of the importance of the physical place that people can take part in physical activity and play sport, including formal built facility provision such as leisure centres and swimming pools. These facilities not only provide people with the opportunity to participate in a range of different activities, but in addition sports centres and facilities are major factors in providing vibrancy and contributing to the economic resilience of the town centres in Dewsbury and Huddersfield.

ASSESSMENT OF NEED

Policy objectives

To provide a context for the Strategic Framework a broad range of national, regional and local policy documentation was reviewed:

- ◀ Sport England: A Sporting Habit for Life (2012 – 2017)
- ◀ Public Health England: Everybody Active, Everyday October 2014
- ◀ National Planning Policy Framework 2012
- ◀ Kirklees Economic Strategy 2014 – 2020
- ◀ Kirklees Commercial Leisure Needs Assessment, WYG, September 2014
- ◀ Joint Health & Wellbeing Strategy for Kirklees 2013 – 2020
- ◀ Everybody Active: Kirklees Physical Activity and Sport Strategy 2015 – 2020
- ◀ West Yorkshire County Sport Partnership Strategy

In general terms, these identify a broad set of aims and objectives to encourage:

- ◀ Healthy lifestyles for individuals.
- ◀ Healthier communities.
- ◀ Residents to be physically active through any means not just playing sport.
- ◀ Increasing activity amongst all groups, including the young and the elderly.
- ◀ Residents to be aware and understand the threat that a poor diet and lack of exercise can pose to physical and mental health and the well-being of individuals.
- ◀ Physical activity and sport to become a habit that is maintained throughout life.

Ensuring the health and well-being of local communities and the delivery of sustainable, modern and a fit for purpose range of community facilities is an identified key strategic priority for Kirklees Council. It is recognised by the Council that the voluntary and community sector (VCS) plays a major role in running sport and the sustainability of VCS is vital to providing a robust and resilient sector. It is in line with national policy objectives and the aspirations of national governing bodies of sport (NGBs) to help raise physical activity levels.

Demography

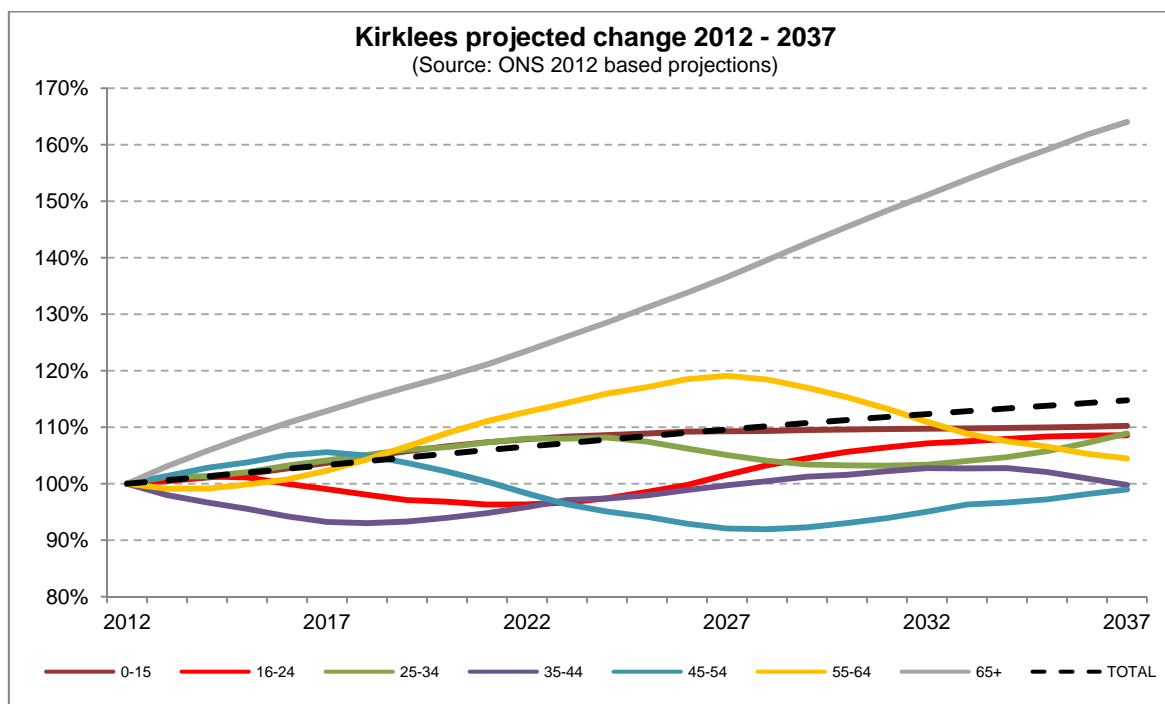
Kirklees is the 11th most populated Borough in England with a total population of 428,279 (211,575 males and 216,704 females). It is situated in the south west of West Yorkshire and is bordered by the authorities of Barnsley, Wakefield, Leeds, Calderdale, Bradford, Oldham and High Peak. It comprises a network of settlements; the west and south are mainly rural whilst the urban settlements of Dewsbury, Batley, Mirfield and the Spen Valley lie to the north. The largest town Huddersfield, links the north and south and is a focal point for employment, services, retail, sport and culture.

Over the next 25 years the population of Kirklees is expected to rise by 14.8% (62,804). Most significant will be the rise in the number/proportion of residents aged 65+. During the next decade Kirklees will 'gain' an additional 15,320 people aged over 65. By 2037 more than one fifth of its population will be 65 or older. At the same time, there will also be an increase of 6,505 of young people (0 – 15) in Kirklees.

79% of the population is white, markedly lower than the average England rate (85.4%). 16% is Asian (national average 7.8%). Relative to other parts of the country Kirklees experiences relative high levels of deprivation; four in 10 (39.6%) of its residents live within

areas categorised as being among the country's the three most deprived cohorts. Conversely, 24.7% live in the three least deprived groupings.

Figure 2 Kirklees projected population change 2012 – 2037



Housing growth

The Council's upcoming adoption of a new local plan will set out how much new development is required to meet future housing and employment needs for the Borough and will allocate sites to meet these needs. It is likely that the number of new homes required in Kirklees over the Local Plan period (2013-31) will range from 1,300-1,900 per annum. Work has started on a Strategic Housing Market Assessment (SHMA); this will set out the actual Kirklees housing requirement over this period. This is expected in to be completed in 2015.

Sporting characteristics

The Sport England Active People Survey (APS) provides an interesting picture of participation in Kirklees. When the Active People Survey was first published in 2006 it estimated that 32.6% of adults in Kirklees participated in at least 1 x 30 minutes moderate intensity sport per week. The last complete years data (APS 8 2013/14) shows that participation has dropped slightly from its 2006 levels to 30.4% (although interim data for the first half of the 2014/15 period has shown the figure to have recovered and suggest a slight increase at 33.9%). Although this is the accepted national measure of participation, it is based on very small local sample sizes which mean that these kinds of fluctuation period on period are inevitable and as a result they should be treated with a degree of caution. There can be more certainty attached to the longer term trends, which indicates that participation levels have remained broadly the same over the 9 years of study, and suggests that only a third of Kirklees residents consistently participate in at least 1 x 30 minutes moderate intensity sport per week

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APS8 also showed that male participation in 1 x 30 minutes moderate intensity sport per week is higher (34%) than female participation (26.9%). This gender gap has persisted throughout the period of analysis, with female participation remaining relatively static, and male participation showing more of a fluctuation. This is in line with national findings, and there has been an increasing focus recently from Sport England on tackling this gender gap.

Another useful feature of the Active People Survey is to identify the main activities that people are choosing to participate in. The most recent data from APS8 shows the 5 most popular activities for Kirklees residents were:

Sport	Kirklees		Yorkshire & The Humber		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Gym	30.1	9.1%	450.4	10.4%	4,622.7	10.9%
Fitness & Conditioning	29.4	8.9%	280.6	6.5%	2,854.7	6.7%
Swimming	25.4	7.7%	482.6	11.1%	4,896.9	11.5%
Cycling	21.4	6.5%	337.9	7.8%	3,458.9	8.1%
Athletics	18.7	5.7%	271.0	6.2%	2778.8	6.5%

Source: APS8

Key findings

Core provision - sports halls

Sports hall provision across Kirklees is of reasonable quality and currently fit for purpose. Stock is generally old (1970/80's build) and either already needs, or would benefit from, investment. Not all sports halls are full to capacity and many could accommodate additional activity, particularly sports halls located on school sites. Developing relationships with Academies to facilitate affordable access to sports provision will release capacity and is important as the Council's ability to influence the schools agenda is diminishing as increasing numbers of schools convert to Academy status.

Certain facilities are scheduled to close. For example, Whitcliffe Mount Sports Centre, will shut its doors in May 2016 with a smaller 4 court hall due to open on the same site. This will have implications for the activities based at the centre and for locally based users for whom this is the nearest facility. It is important that every effort be made to secure a community use agreement for the new sports hall.

There is no similar venue locally and moving further afield may disrupt and create barriers to participation in the activities presently enjoyed by the local community. Many of the users have already been relocated and consultation will continue with remaining user groups to, where feasible, relocate them and ensure that they and their members are able to continue to engage in their chosen activity. It is also noted that a new facility development including a sports hall is planned at Odsal in Bradford, which is relatively close to Whitcliffe Mount.

Across much of the sports hall stock there is capacity for local sports clubs to develop and expand sessions to attract new participants. This capacity throughout Kirklees

indicates that, once the new 4 court hall at Whitcliffe Mount is complete, Kirklees will not, in the plan period, require any further sports hall provision.

Sports halls

- ◀ There is a good supply of sports halls; they are well located across the Borough providing a reasonable degree of access to most residents.
- ◀ The total number of (3+ court) sports halls in Kirklees is 32.
- ◀ The quality is variable, reflecting the age of certain halls across the Borough. Stock is however, mostly fit for purpose.
- ◀ 73% of the population resides within a 20 minute walk-time of a sports hall.
- ◀ The three 8-court facilities (Dewsbury Sports Centre, Huddersfield Leisure Centre and Huddersfield University) in the borough are helping to meet regional competition needs for certain sports.
- ◀ Substantial investment in the existing sports hall stock will be required over the period of the Strategic Framework. For example, floor renewals.
- ◀ There is capacity within existing sports hall facilities to accommodate latent and unmet demand.
- ◀ There is little evidence to suggest that many existing voluntary clubs have the ability to raise participation rates in sports hall activities.
- ◀ The sports segmentation data identifies some latent demand amongst the local population for sports hall activities.
- ◀ No new sports hall provision is required to meet latent or future demand
- ◀ The resources for NGB development programmes to attract new users are limited.
- ◀ The loss of 2 x 4 court sports hall facilities at Whitcliffe Mount Sports Centre in May 2016 will be partially replaced with a new build 4 court sports hall at the replacement school. Most displaced users have been found new venues.

Based upon the variable approaches taken and differential levels of occupancy it is clear that community access to schools' sports facilities should be underpinned and protected via specific community use agreements (CUA's). New agreements should be issued for any new school sports provision and existing agreements should be enforced.

Core provision - swimming pools

The 23 swimming pools in Kirklees are meeting the needs of the three key geographical areas of Kirklees – the Huddersfield urban area, the smaller northern towns and the rural areas. Kirklees has a mix of pools ranging from the Victorian baths in Batley to a new pool in Huddersfield, although some of the 1970's public pool stock is reaching the end of its economic life.

- ◀ Swimming is the second most popular sport across the Borough.
- ◀ According to the limited findings of Sport England's Active People survey, swimming participation rates in Kirklees are lower than those for Yorkshire and England
- ◀ The Borough has a 23 swimming pools on 18 sites that cater for a wide range of the population's swimming and aquatic needs.
- ◀ The Sport England Facilities Planning model (FPM) calculates that existing pool provision in Kirklees and adjoining local authorities enables 91% of swimming demand to be satisfied, 15% of which is exported to other areas from Kirklees.
- ◀ The main operator, Kirklees Active Leisure (KAL), provides a mixed and balanced programme of swimming, learn to swim, water fitness and other water sport activity to help meet the needs of the local population.

- ◀ School pool sites make a significant contribution to meeting the needs of local clubs and swim schools.
- ◀ Several swimming clubs provide opportunities for residents to access a pathway to competitive swimming. There is no evident unmet demand for water space from swimming clubs in the Borough.
- ◀ 54% of the population of Kirklees is not within a 20 minute walking distance of a pool however all residents are within a 20 minute drive time.
- ◀ Spensborough Swimming Pool is reaching the end of its economic life. Population growth and an existing shortfall of water space across the Borough indicate that Spensborough should be replaced with a minimum 8 lane x 25m pool and a teaching pool.
- ◀ Dewsbury Sports Centre main pool tank is also nearing the end of its economic life and consideration needs to be given to the rectification of this, in order to avoid the potential closure of this key facility at some stage in the future.
- ◀ Further feasibility work should be undertaken to investigate providing an additional pool to meet the demands of the growing and ageing population.

Core provision – health and fitness

There are currently a total of 1,909 fitness stations across 33 sites that are accessible at some level for community use in Kirklees. Based on 'UK penetration rates' there is a predicted need for 1,709 stations by 2037, suggesting that demand is catered for - both now and in the future. Much of this provision is, however, in the wider Huddersfield town centre facilities.

It is a highly competitive market and despite capacity at some sites, some fitness suites are oversubscribed, particularly at peak time and would benefit from expansion, although this may present difficulties as many of the sites are considered to be fully developed.

Health and fitness facilities have been a very successful addition to sports centres over the past three decades and the income derived from them helps to offset the cost/underpin the viability of other aspects of leisure provision, such as swimming pools. The provision also offsets the impact of revenue subsidy reductions.

- ◀ There are 35 health and fitness suites of 20 or more stations within Kirklees, 33 of which are available to the community, providing a total of 1,909 stations.
- ◀ The more densely populated areas of Kirklees are seemingly well catered for in terms of the number of health and fitness suites available, whilst more sparsely populated areas also generally have access to nearby facilities.
- ◀ The majority of facilities assessed were rated as good (nine) or above average (five). Although there are many privately provided facilities, KAL manages 12 health and fitness suites with a range of price offers, indicating a relatively wide choice of facilities for potential users.
- ◀ Health and fitness through exercising in a gym is very popular across Kirklees, with the Sport England Active People Survey identifying 53,244 participating in 'keep fit and gym'.
- ◀ Using current 'UK penetration rates' the demand in the peak period is for 1,277 stations. This is predicted to grow to 1,709 stations by 2037. Using existing penetration rates current provision can in theory accommodate future demand. However, additional growth will make key fitness facilities even busier, particularly in the peak period. It is therefore anticipated that some key facilities will need to expand to meet growing demand. The difficulty of so doing is recognised as some of the KAL sites are constrained and already fully developed. An option may be to add

additional stand-alone health and fitness sites, along the lines of the operation at Lockwood Park.

Specialist facility provision

The Assessment Report also reviewed facility provision for:

- ◀ Gymnastics and Dance
- ◀ Squash
- ◀ Indoor bowls
- ◀ Indoor tennis and table tennis
- ◀ Athletics
- ◀ Cycling
- ◀ Golf
- ◀ Combat sports and
- ◀ Snow and ice sports

Gymnastic and dance

- ◀ There are seven gymnastics clubs in the area, five of which currently hire or rent facilities from local providers. Almost all clubs express a desire to expand the number of sessions but cannot secure additional time at suitable facilities.
- ◀ The demand for gymnastics in the area is high and there is substantial unmet demand, particularly in the junior clubs, which have long waiting lists.
- ◀ There appears to be considerable unmet demand for gymnastics across the study area, which is a trend echoed nationally. A dedicated gymnastics facility could provide an outlet for a large number of new participants to engage in either gymnastics or trampolining and help address the waiting lists found in many clubs.
- ◀ Three clubs in the area have aspirations to develop a dedicated gymnastics facility, however, none of the proposed projects has yet secured funding. Given the current austerity measures and pressure on public expenditure there is no prospect of the council funding such a facility and that other traditional sources, for example Sport England are under financial pressure and facing unprecedented demand for capital funding, this is a major obstacle.
- ◀ British Gymnastics does however identify the potential for raising participation in gymnastics should the development of a specialist dedicated gym club with a sprung matted floor, landing pits and sufficient space to leave equipment in situ and facilitate full length competition run ups become available.
- ◀ There is a recognised shortfall in gymnastics coaches. A coach training programme would be required to help cater for the unmet demand for gymnastics,
- ◀ The North Huddersfield Trust School and Kirklees Rebound Trampolining Club have aspirations to develop a specialist trampolining facility. This would complement existing facilities in sports halls and should be supported.

Squash

- ◀ Squash is played at a mix of public and private venues throughout Kirklees.
- ◀ The distribution of courts is relatively even with 17 public sector courts and 23 in the private sector.
- ◀ The majority of residents can access a squash court within a 10 minute drive-time.

- ◀ In common with the rest of the UK it is probably safe to predict that squash will not return to the levels of popularity enjoyed during the 1970/80's and will continue to be a minority sport.
- ◀ Squash facilities in Kirklees are meeting demand and there is capacity for the game to grow within the existing infrastructure should participation trends in squash and racketball change.
- ◀ Talented players who require a higher standard of squash must travel outside the Borough and can play at Pontefract in Wakefield, Chapel Allerton in Leeds and the Queens Clubs in Halifax.
- ◀ Court space offers a level of flexibility; some of it is also set up to enable use for table tennis and a range of exercise and fitness classes.

Indoor bowls

- ◀ Crown Green Bowls is the most popular bowls format in West Yorkshire.
- ◀ As in other areas of the country, all bowls formats (crown, flat and short mat), are experiencing a decline in popularity.
- ◀ Opportunities to participate in indoor crown green bowls are available at the specialist centre at the Leeds Road Sports Complex near Huddersfield Town Centre in Kirklees.
- ◀ Carpet bowls can be played at a wide number of multi-use venues across Kirklees.
- ◀ With the closure of Huddersfield Sports Centre and the imminent closure of Whitcliffe Mount Sports Centre residents of Kirklees who wish to participate in competitive indoor flat green bowls may have to travel to Leeds or Halifax to participate at a specialist indoor facility.
- ◀ At the moment bowls is a particularly popular sport amongst older age groups. However, as stated earlier the sport is in decline and although the older population (65+years) is expected to increase substantially in Kirklees up until 2037, this does not suggest that the popularity of indoor bowls will increase.
- ◀ The projected increase in residents age 65+ provides an opportunity to review participation trends and demands amongst older people.
- ◀ It is recommended that the Council develops a strategy for increasing activity levels at current indoor and outdoor bowls facilities across the Authority.

Indoor tennis

- ◀ Supply of indoor tennis provision in Kirklees offers sufficient capacity to accommodate additional members and users at all venues.
- ◀ The private facilities are well used and can accommodate additional members.
- ◀ KAL is continuing to work with LTA to improve the underutilisation of the indoor tennis facilities at Batley Sports and Tennis Centre.

Table tennis

- ◀ Table tennis tables are available at a number of sports hall venues, although it is not reported to be a particularly popular activity. Table tennis is, however, one of the more popular sports hall based sessions among disability groups. The specialist facility in Mirfield belongs to the Heckmondwike Table Tennis Club, it has five tables and is available for members as a pay and play facility at set times. It is one of four specialist table tennis facilities in Yorkshire (the other three are in Halifax, Keighley and Hull). The Club participates in the Dewsbury Table Tennis League.

Athletics

- ◀ The athletics facilities in Kirklees are well used by local clubs and should be retained.
- ◀ The potential re-development of Spensborough Pool potentially has implications for the short and long term management of the athletics track, a Category 'A' competition facility. This needs to be factored into any redevelopment feasibility study.
- ◀ Throwing facilities at The Leeds Road Sports Complex are not conducive to the development of throwing events.

Cycling

- ◀ Cycling is popular in Kirklees. There are a number of cycling clubs in addition to the many participants who ride on a casual basis and do not belong to a club.
- ◀ Traffic volume, traffic speed, poor quality cycling infrastructure and perceived and actual road safety are considered to be barriers to entry and a particular issue when clubs are seeking to cater for young people aged under 16.
- ◀ Specialist indoor velodrome facilities are available in Manchester.
- ◀ The Borough has a number of greenways and has plans to extend this popular traffic free network to increase connectivity
- ◀ Resources to develop the Greenways and off road network are limited
- ◀ A closed road cycle circuit (not British Cycling race standard) is available in neighbouring Elland.
- ◀ The Leeds Road Sports Complex and the track at Spensborough Pool (Princess Mary) are used by people with a variety of disabilities to provide inclusive cycling opportunities. There is capacity at both sites to develop further use of these facilities.
- ◀ Strategically British Cycling would be supportive of development of a closed road cycling circuit in the south of the Borough. Further work is required to establish the viability of such a facility with a strategic location and suitable site.
- ◀ Through the framework of the Cycle West Yorkshire - Tour de France Legacy Group, Kirklees is developing a Walking and Cycling Delivery Plan. This will be developed to fit with the Metro Cycle Prospectus and the new Single Transport Plan.

Golf

- ◀ There are 12 golf clubs in the Kirklees Council area, of which 11 are traditional membership clubs, and Bradley Park is a 'pay and play' facility.
- ◀ There are three golf driving range facilities, two located in Huddersfield and one at Mirfield. If the HD One proposals to expand the Stadium site in the town centre go ahead, the Huddersfield Stadium driving range facility would be lost.
- ◀ Demand for golf club membership has been in decline over the past decade although pay and play facilities remain popular.
- ◀ There is capacity across golf clubs in Kirklees to accommodate new members.
- ◀ England Golf has a number of initiatives to raise golf participation levels which may help to stimulate demand.
- ◀ Unless the current trends in golf participation are reversed it is possible that supply will substantively outweigh demand and one or more clubs may be forced to close.
- ◀ Bradley Park, operated by KAL, is the only traditional 'Pay and Play' golf provision in Kirklees, which serves as a key entry route into golf.

Combat sports

- ◀ There are two boxing clubs in Kirklees offering specialist training and sparring facilities.
- ◀ The new leisure centre in Huddersfield provides a permanent matted combat sports facility that is used by a range of different combat sports.
- ◀ There is a Fencing Club at Royds Hall High School.
- ◀ There is no evidence of a shortfall in facilities to accommodate combat sports although, linked to the collective policy of the five Olympic combat sports, there may be potential to support the development of a joint facility.

Snow and Ice

- ◀ New specialist facilities would create opportunities for residents to experience snow sports.
- ◀ Opportunities to participate in snow and ice sports are available at the specialist commercial facilities located in other local authority areas notably X-scape in Wakefield, Chill Factore in Trafford, Greater Manchester and the ice rink in Bradford.
- ◀ The Borough population of 425,000 should be able to support the development of a new snow sports centre.

VISION AND STRATEGIC RECOMMENDATIONS

The following vision and strategic recommendations have been informed by the research undertaken in the delivery of the Assessment Report and identified need across the Council area.

Vision

To maintain and promote a wide range of good quality, affordable and accessible sport and leisure facilities to meet the needs of Kirklees residents.

The following recommendations have been identified to deliver the above vision over the period 2015 – 2020. They provide strategic direction for the council as well as an evidence base for the mixed economy of external providers (Leisure Trusts, private companies, schools and voluntary sector organisations) which provide facilities and opportunities for residents and visitors to pursue sports and recreation as a means to engage in physical activity.

The strategic recommendations have been developed around four main themes:

- A: Potential within school facilities
- B: Existing facility condition / development / rationalisation
- C: New facility development / upgrading
- D: Understanding the specific needs of different sports

A: *Potential within school facilities: recommendations*

- A.1 Kirklees Council should seek to gain a clearer picture of the extent to which school facilities are being used by the community and establish the levels of capacity for additional use. This will allow key school sites to be identified where increased access might support unmet demand and the Council should then seek to work alongside these schools to promote and facilitate improved access to their facilities.
- A.2 Kirklees Council should work with Whitcliffe Mount to secure community access to the new sports hall
- A.3 Any subsequent investment in the renewal or redevelopment of secondary school sites in Kirklees should be strongly encouraged to make provision for community use. Where possible, such access should be secured through the planning process, and supported with publication of a community use agreement.

B: *Existing facility condition / development / rationalisation: recommendations*

- B.1 Where there is proven need, community sports* facilities in Kirklees should be protected through the Local Plan. Any proposed loss of facilities will be considered through the planning process. (Facilities covered in the built facility strategic framework*)
- B.2 Kirklees Council will seek to support and/or regenerate its facilities via a number of available avenues e.g.

KIRKLEES COUNCIL BUILT LEISURE AND SPORTS FACILITIES STRATEGIC FRAMEWORK

- ◀ financial investment and / or through externally sourced funding
 - ◀ partnership arrangements and / or appropriate asset transfer arrangements
 - ◀ exploring opportunities to make changes to facilities in order to improve the leisure offer based on evidence of customer demand
- B.3 Kirklees Council and KAL will continue to work together to support user groups displaced as a result of closure of any facilities, including assessing options within the Authority and possible cross border solutions.
- B.4 Kirklees Council and KAL will consider facility mix options for the redevelopment of the Spenborough complex site to provide appropriate facilities for the area. The existing athletics track is meeting a strategic need as a competition venue and needs to be retained or relocated as part of this redevelopment.

C: *New facility development/upgrading: recommendations*

- C.1 Kirklees Council will support, as appropriate, evidence based KAL or independent development proposals which help to address unmet demand.
- C.2 Kirklees Council will undertake periodic options appraisals to identify whether additional facilities are required, and if so, what type and where, based on increased demand caused by housing and population growth and a changing demographic profile.
- C.3 Kirklees Council will maintain its support for the HD One Leisure corridor development plans in Huddersfield, which would expand and enhance the range of leisure facilities on offer in the district including the possible addition of a snow sports complex.

D: *Understanding the specific needs to cater for different sports: recommendations*

- D.1 Kirklees Council will look to work with local partners including KAL, National Governing Bodies and Voluntary and Community Sector clubs to better understand unmet demand or under-utilisation and consider potential solutions, either on a sport specific basis, or on the basis of brokering collaboration between two or more sports (or clubs).
- D.2 Kirklees Council and partners will complete and publish a comprehensive Walking and Cycling Delivery Plan for Kirklees to ensure that a lasting legacy from the 2014 Tour de France Grand Depart is secured. This will include an options analysis which encapsulates consideration of the various sustainable transport, social participation, disability cycling and club demands, and be supported by a feasibility study should any built facility development proposals be identified
- D.3 Consider the findings of the Golf Needs Assessment and whether provision is meeting the current demands of players.



APPENDIX B

KIRKLEES COUNCIL BUILT LEISURE AND SPORTS FACILITIES STRATEGIC FRAMEWORK

FINAL ASSESSMENT REPORT

AUGUST 2015

Integrity, Innovation, Inspiration

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EXECUTIVE SUMMARY

KKP was appointed by Kirklees Council (KC) to undertake an assessment of formal indoor leisure and sports facility needs in the Borough and based on the findings prepare a built leisure and indoor sports facility strategic framework. This document is based primarily upon research and fieldwork undertaken from September – December 2014. It does, however include updated information of a major new facility, the Huddersfield Leisure Centre, which opened in May 2015, prior to the publication of this report.

The assessment is required to provide the evidence to inform the creation of a new Built Leisure and Sports Facility Strategic framework. Increasing financial pressure on Kirklees Council requires clear priorities on which to focus future resources, both capital and revenue, and policies that can be supported through the new development plan. Funding resources will be scarce and projects will need to be clearly defined and prioritised to have any opportunity of receiving third party support.

The Assessment Report, therefore, provides a strategic overview of the sport and leisure facility offer in Kirklees, and potential pressures that may be faced in the coming years. This will need to be supported by more detailed option appraisals and feasibility studies where stakeholders seek to take action.

Policy objectives

A broad range of national, regional and local policy documentation was reviewed to provide a context for the study. In general terms, the policy objectives encompass a broad set of aims to encourage:

- ◀ Healthy lifestyles for individuals.
- ◀ Healthier communities.
- ◀ Residents to be physically active through any means, not solely by playing sport.
- ◀ Increased activity amongst all groups in society, including the very young and elderly.
- ◀ Residents to be aware and understand the threat that a poor diet and lack of exercise can pose to physical and mental health and the well-being of individuals.
- ◀ Exercise to become a habit that is maintained throughout life.

Sport England aspires to transform sport in England so that it is a habit for life for more people and a regular choice for the majority. The Sport England Strategy: A Sporting Habit for Life aspires to:

- ◀ See more people start and keep a sporting habit for life.
- ◀ Create more opportunities for young people.
- ◀ Nurture and develop talent.
- ◀ Provide the right facilities in the right places.
- ◀ Support local authorities and unlock local funding.
- ◀ Ensure real opportunities for communities.

‘Everyone Active in Kirklees’ is the title of the recently published Kirklees Physical Activity and Sport Plan 2015 – 2020. Improving the places to be active and create active environments is a key strand of the delivery framework.

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Facility development may also be able to help deliver investment to contribute towards revitalising Huddersfield and Dewsbury.

These policy objectives have implications for facility providers and for the future planning of any new provision. Access to facilities and opportunities in which to participate in physical activity are essential if Kirklees residents are going to have an opportunity to meet the individual activity targets and goals being set nationally or to make sport or physical activity part of their everyday lives.

Playing a sport is just one of the ways in which people can be physically active. Many enjoy walking or cycling to work. Others work out in fitness gyms, at exercise classes and in swimming pools. 'Going to the gym' has over the past three decades become the most common form of 'sport'. Kirklees is no exception; an estimated 18% of the 428,279 resident population cite the gym and keep fit and fitness conditioning as a regular activity (Sport England APS 8).

Many people do still play sport and most national governing bodies of sport (NGBs) have developed schemes and initiatives to drive up participation in their given activity. Recent initiatives for many sports tend to focus less upon competition and more on participation and 'getting back' into a previous activity that can facilitate a 'portion' of the weekly physical activity target (thirty minutes exercise three times per week). Examples of this include Back to Netball and No Strings Badminton.

NGBs can help communities to learn new sports and develop opportunities to participate on a regular basis. However, the majority of NGBs are working with limited resources and focusing development in specific areas, not always in West Yorkshire. It requires a partnership, in the form of facility providers, sports development teams and well-resourced sports clubs, to work with NGB's to make a sustainable impact.

Kirklees Council – geography and demographics

Kirklees is the 11th most populated Borough in England with an estimated population of c.425,000. It is situated in the south west of West Yorkshire and is bordered by the authorities of Barnsley, Wakefield, Leeds, Calderdale, Bradford, Oldham and High Peak. It is made up of a network of settlements serving urban and rural areas, the West and South are mainly rural whilst the urban settlements of Dewsbury, Batley, Mirfield and the Spenn Valley lie to the North. The largest town Huddersfield, links the North and South and is a focal point for employment, services, retail, sport, leisure and culture.

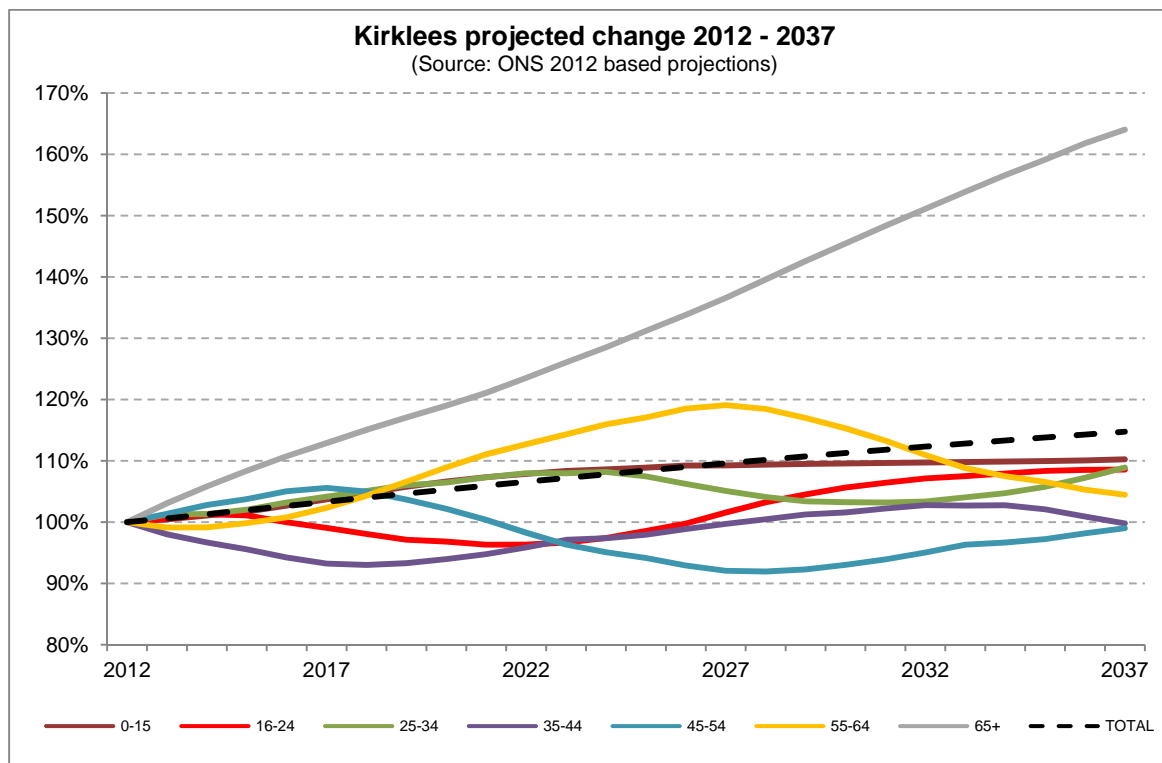
Facilities should meet the needs and expectations of an area's population; reflecting typical group interests, total numbers by age structure, projected change and local economic and health measures. A brief description of selected key characteristics is provided below:

- ◀ The total population of Kirklees (from the 2013 MYE), is 428,279 (211,575 males and 216,704 females).
- ◀ Over the next 25 years Kirklees population is expected to rise by 14.8% (62,804).
- ◀ The most significant change will be the rise in the number/proportion of residents aged 65+.
- ◀ In the course of the next decade Kirklees will 'gain' an additional 15,320 people aged over 65. By 2037 more than one fifth of the borough population will be 65 or older.

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- There will also be an increase of 6,505 in the numbers of young people (0 – 15) over the next decade.

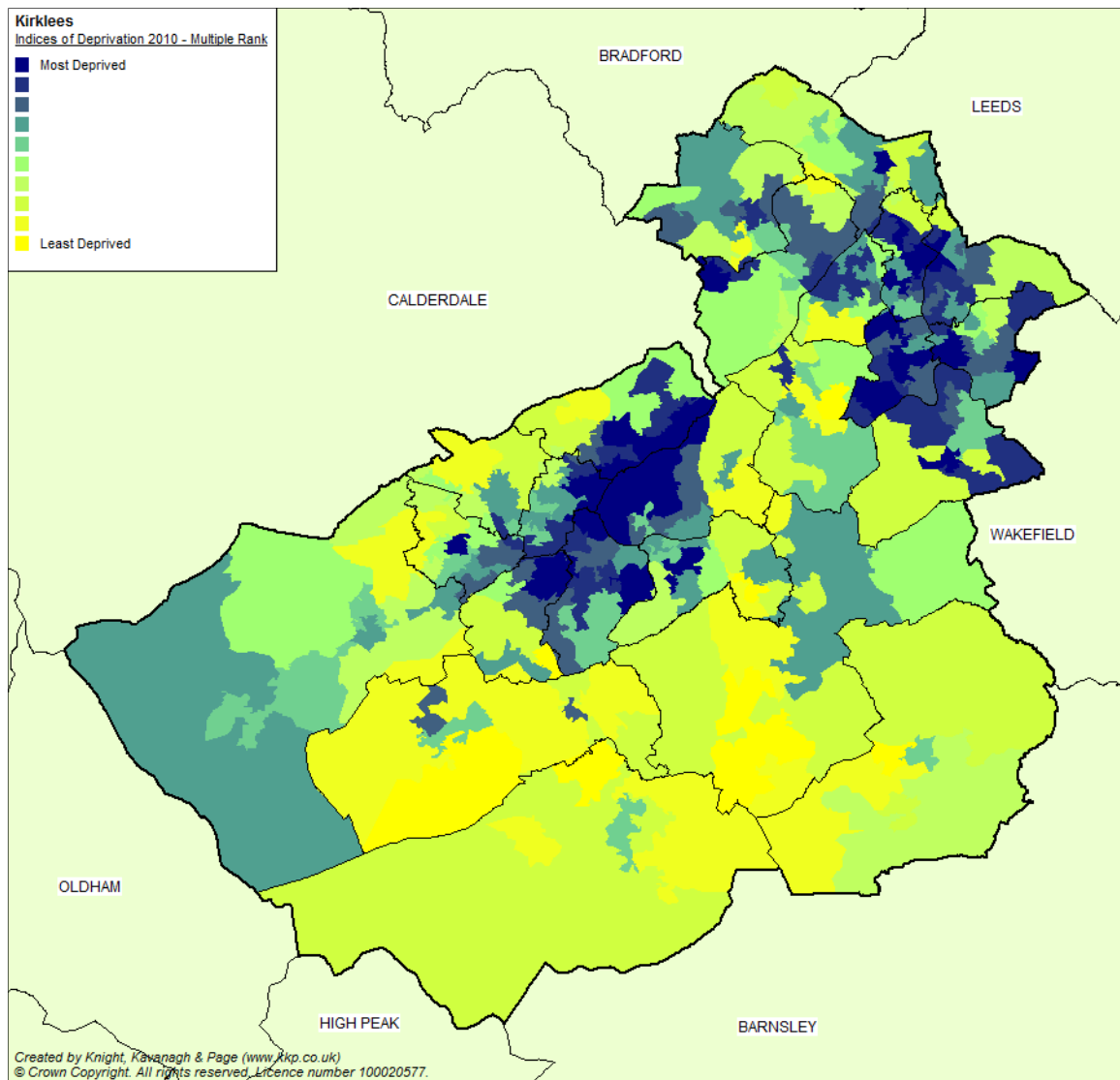
Figure A: Projected population change 2013 to 2037



- 79% of the population classify their ethnicity as white, which is markedly lower than the England rate (85.4%).
- 16% are Asian, compared to a national average of 7.8%.
- Relative to other parts of the country Kirklees experiences relative high levels of deprivation; four in ten (39.6%) of the population resides within areas categorised as being among the country's three most deprived cohorts; this compares to a national average of c.30%. Conversely, 24.7% live in the three least deprived groupings in the country, compared to the national comparison figure of c.30%.

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Figure B: Kirklees index of multiple deprivation



Economic value of sport to the nation and Kirklees

Sport, leisure, recreation and culture are all important economic drivers. In 2010, sport and sport-related activity contributed £20.3 billion to the English economy (1.9% of the England total). The contribution to employment is even greater with sport and sport-related activity estimated to support over 400,000 full-time equivalent jobs (2.3% of all jobs in England).

Volunteering in sport, and the health benefits derived from sport, also have an impact on the economy. The estimated economic value of sport-related volunteering is £2.7 billion. The annual value of health benefits from people taking part in sport is estimated at £11.2 billion.

Sport England calculate that sport contributes an estimated £133.4m directly to the economy of Kirklees with a further £233.7m of value through the contribution that sport makes to volunteering, health service and visitors into the area.

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The benefits of playing sport include the well-being/happiness of individuals taking part, improved health and education, a reduction in youth crime, environmental benefits, stimulating regeneration and community development, and benefits to the individual and wider society through volunteering. Consumption of sport benefits include the well-being/happiness of spectators, and the national pride/feel good factor derived from sporting success/achievement.

Participation in sport can contribute to reductions in crime and anti-social behaviour, particularly amongst young people. It can also have a net impact on the environment; where, for example, more people are encouraged to walk and cycle, emissions and congestion can reduce although there is an argument to suggest that this would be counterbalanced by the impact of those attending sports events.

In summary, sport and wider physical activity provides a range of economic and health benefits to the West Yorkshire region, and Kirklees and its local resident population and helps to provide jobs and opportunities to spectate and participate in sport and physical activity, thereby making an important contribution to the Kirklees Economic Strategy.

Kirklees Council area – sporting characteristics

Sport England's Active People Survey 8 (APS – Year 8) produced the following key findings for Kirklees:

- ◀ Participation – 3 in 10 (30.3%) of adults participated in at least 1 x 30 minutes moderate intensity sport per week. This was below the national average (35.7%) and the regional average (34.9%). It was below all but one of its 'nearest neighbours' which ranged from 27.6% to 40.5%.
- ◀ Sports club membership - over 1 in 5 (21.7%) are members of a sports club, based on the four weeks prior to the AP survey. This is above the national average (21.5%) and the regional rate (20.6%) and higher than two of its 'nearest neighbours'.
- ◀ Sports tuition - just over 1 in 7 (14.4%) received sports tuition during the 12 months prior to the AP survey. This was below the regional and national averages. It is also lower than most of its 'nearest neighbours'.

The most popular sports in Kirklees are as follows:

Sport	Kirklees		Yorkshire & The Humber		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Gym	30.1	9.1%	450.4	10.4%	4,622.7	10.9%
Fitness & Conditioning	29.4	8.9%	280.6	6.5%	2,854.7	6.7%
Swimming	25.4	7.7%	482.6	11.1%	4,896.9	11.5%
Cycling	21.4	6.5%	337.9	7.8%	3,458.9	8.1%
Athletics	18.7	5.7%	271.0	6.2%	2778.8	6.5%

Source: APS8

It should be noted that whilst the APS is an indicator of participation and physical activity the authority wide figures are based on a small sample size (500 residents outside of London and 1000 residents for London Boroughs). Whilst this is a national guide for

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participation, authorities within Kirklees have reservations about the validity of the data based on the sample size.

Key findings

Sports halls

- ◀ There is a good supply of sports halls; they are well located across the Borough providing a reasonable degree of access to most residents.
- ◀ The total number of (3+ court) sports halls in Kirklees is 32.
- ◀ The quality is variable, reflecting the age of certain halls across the Borough. Stock is however, mostly fit for purpose.
- ◀ 73% of the population resides within a 20 minute walk-time of a sports hall.
- ◀ The three 8-court facilities (Dewsbury Sports Centre, Huddersfield Leisure Centre and Huddersfield University) in the borough are helping to meet regional competition needs for certain sports.
- ◀ Substantial investment in the existing sports hall stock will be required over the period of the strategic framework. For example, floor renewals.
- ◀ There is capacity within existing sports hall facilities to accommodate latent and unmet demand.
- ◀ There is little evidence to suggest that many existing voluntary clubs have the ability to raise participation rates in sports hall activities.
- ◀ The sports segmentation data identifies some latent demand amongst the local population for sports hall activities.
- ◀ No new sports hall provision is required to meet latent or future demand
- ◀ The resources for NGB development programmes to attract new users are limited, for example England Basketball has recently had to make budget cuts and reduce the number of development staff employed.
- ◀ The loss of 2 x 4 court sports hall facilities at Whitcliffe Mount Sports Centre in May 2016 will be partially replaced with a new build 4 court sport hall at the replacement school. Displaced users have been found new venues.

Based upon the variable approaches taken and differential levels of occupancy it is clear that community access to schools' sports facilities should be underpinned and protected via specific community use agreements (CUA's). New agreements should be issued for any new school sports provision and existing agreements should be enforced.

Swimming pools

- ◀ Swimming is the second most popular sport across the Borough.
- ◀ According to the limited findings of Sport England's Active People survey, swimming participation rates in Kirklees are lower than those for Yorkshire and England
- ◀ The Borough has a 23 swimming pools on 18 sites that cater for a wide range of the population's swimming and aquatic needs.
- ◀ The Sport England FPM calculates that existing pool provision in Kirklees and adjoining local authorities enables 91% of swimming demand to be satisfied, 15% of which is exported to other areas from Kirklees.
- ◀ The main operator, Kirklees Active Leisure (KAL), provides a mixed and balanced programme of swimming, learn to swim, water fitness and other water sport activity to help meet the needs of the local population.
- ◀ School pool sites make a significant contribution to meeting the needs of local clubs and swim schools.

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- ◀ Several swimming clubs provide opportunities for residents to access a pathway to competitive swimming. There is no evident unmet demand for water space from swimming clubs in the Borough.
- ◀ 54% of the population of Kirklees is not within a 20 minute walking distance of a pool whilst all residents are within a 20 minute drive time.
- ◀ Spenborough Swimming Pool is reaching the end of its economic life. Population growth and an existing shortfall of water space across the Borough indicate that Spenborough should be replaced with a minimum 8 lane x 25m pool and a teaching pool.
- ◀ Dewsbury Sports Centre main pool tank is also nearing the end of its economic life and consideration needs to be given to the rectification of this, in order to avoid the potential closure of this key facility at some stage in the future.
- ◀ Further feasibility work should be undertaken to investigate providing an additional pool to meet the demands of the growing and ageing population.

Health and fitness

- ◀ There are 35 health and fitness suites of 20 or more stations within Kirklees, 33 of which are available to the community, providing a total of 1,909 stations.
- ◀ The more densely populated areas of Kirklees are seemingly well catered for in terms of the number of health and fitness suites available, whilst more sparsely populated areas also generally have access to nearby facilities.
- ◀ The majority of facilities assessed were rated as good (nine) or above average (five). Although there are many privately provided facilities, KAL manages 12 health and fitness suites at what are considered to be more affordable prices, indicating a relatively wide choice of facilities for potential users.
- ◀ Health and fitness through exercising in a gym is very popular across Kirklees, with the Sport England Active People Survey identifying 53,244 participating in 'keep fit and gym'.
- ◀ Using current 'UK penetration rates' the demand in the peak period is for 1,277 stations. This is predicted to grow to 1,709 stations by 2037. Using existing penetration rates current provision can in theory accommodate future demand. However, additional growth will make key fitness facilities even busier, particularly in the peak period. It is therefore anticipated that some key facilities will need to expand to meet growing demand. The difficulty of so doing is recognised as some of the KAL sites are constrained and already fully developed. An option may be to add additional stand-alone health and fitness sites, along the lines of the operation at Lockwood Park.

Gymnastic and dance

- ◀ There are seven gymnastics clubs in the area, five of which currently hire or rent facilities from local providers. Almost all clubs express a desire to expand the number of sessions but cannot secure additional time at suitable facilities.
- ◀ The demand for gymnastics in the area is high and there is substantial unmet demand, particularly in the junior clubs, which have long waiting lists.
- ◀ There appears to be considerable unmet demand for gymnastics across the study area, which is a trend echoed nationally. A dedicated gymnastics facility could provide an outlet for a large number of new participants to engage in either gymnastics or trampolining and help address the waiting lists found in many clubs.

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- ◀ Three clubs in the area have aspirations to develop a dedicated gymnastics facility, however, none of the proposed projects has yet secured funding. Given the current austerity measures and pressure on public expenditure there is no prospect of Kirklees Council funding a facility and other traditional sources, for example Sport England are under financial pressure and facing unprecedented demand for capital funding throughout England.
- ◀ British Gymnastics does however identifies the potential for raising participation in gymnastics should the development of a specialist dedicated gym club with a sprung matted floor, landing pits and sufficient space to leave equipment in situ and facilitate full length competition run ups become available.
- ◀ There is a recognised shortfall in gymnastics coaches. A coach training programme would be required to help cater for the unmet demand for gymnastics,
- ◀ The North Huddersfield Trust School and Kirklees Rebound Trampolining Club has aspirations to develop a specialist trampolining facility. This would complement existing facilities in sports hall and should be supported.

Squash

- ◀ Squash is played at a mix of public and private venues throughout Kirklees.
- ◀ The distribution of courts is relatively even with 17 public sector courts and 23 in the private sector.
- ◀ The majority of the population of Kirklees can access a squash court within a 10 minute drive-time.
- ◀ In common with the rest of the UK it is probably safe to predict that squash will not return to the levels of popularity enjoyed during the 1970/80's and will continue to be a minority sport.
- ◀ Squash facilities in Kirklees are meeting demand and there is capacity for the game to grow within the existing infrastructure should participation trends in squash and racketball change.
- ◀ Talented players who require a higher standard of squash must travel outside the Borough and can play at Pontefract in Wakefield, Chapel Allerton in Leeds and the Queens Clubs in Halifax.
- ◀ Court space offers a level of flexibility; some of it is also set up to enable use for table tennis and a range of exercise and fitness classes

Indoor bowls

- ◀ Crown Green Bowls is the most popular bowls format in West Yorkshire.
- ◀ As in other areas of the country, all bowls formats (crown, flat and short mat) are experiencing a decline in popularity.
- ◀ Opportunities to participate in indoor crown green bowls are available at the specialist centre at the Leeds Road Sports Complex near Huddersfield Town Centre in Kirklees.
- ◀ Carpet bowls can be played at a wide number of multi-use venues across Kirklees.
- ◀ With the closure of Huddersfield Sports Centre and the imminent closure of Whitcliffe Mount Sports Centre residents of Kirklees who wish to participate in competitive indoor flat green bowls may have to travel to Leeds or Halifax to participate at a specialist indoor facility.
- ◀ At the moment bowls is a particularly popular sport amongst older age groups. However, as stated earlier the sport is in decline and although the older population

(65+years) is expected to increase substantially in Kirklees up until 2037, this does not suggest that the popularity of indoor bowls will increase.

- ◀ The projected increase in residents age 65+ provides an opportunity to review participation trends and demands amongst older people.
- ◀ It is recommended that the Council develops a strategy for increasing activity levels at indoor and outdoor bowls facilities across the Authority.

Indoor tennis

- ◀ Supply of indoor tennis provision in Kirklees offers sufficient capacity to accommodate additional members and users at all venues.
- ◀ The private facilities are well used and can accommodate additional members.
- ◀ KAL is continuing to work with LTA to improve the underutilisation of the indoor tennis facilities at Batley Sports and Tennis Centre.

Table tennis

- ◀ Table tennis tables are available at a number of sports hall venues, although it is not reported to be a particularly popular activity. Table tennis is, however, one of the more popular sports hall based sessions among disability groups with sessions at Deighton Sports Arena, Dewsbury Sports Centre and Huddersfield Leisure Centre and an inclusive session at Almondbury Sports Centre. The specialist facility in Mirfield belongs to the Heckmondwike Table Tennis Club, it has five tables and is available for members as a pay and play facility at set times. It is one of four specialist table tennis facilities in Yorkshire (the other three are in Halifax, Keighley and Hull). The Club participates in the Dewsbury Table Tennis League.

Athletics

- ◀ The athletics facilities in Kirklees are well used by local clubs and should be retained.
- ◀ The potential re-development of Spenborough Pool potentially has implications for the short and long term management of the athletics track, a Category 'A' competition facility. This needs to be factored into any redevelopment feasibility study.
- ◀ Throwing facilities at The Leeds Road Sports Complex are not conducive to the development of throwing events.

Cycling

- ◀ Cycling is popular in Kirklees. There are a number of cycling clubs in addition to the many participants who ride on a casual basis and do not belong to a club.
- ◀ Traffic volume, traffic speed, poor quality cycling infrastructure and perceived and actual road safety is considered to be a barrier to entry and a particular issue when clubs are seeking to cater for young people aged u.16.
- ◀ Specialist indoor velodrome facilities are available in Manchester.
- ◀ The Borough has a number of greenways and has plans to extend this popular traffic free network to increase connectivity
- ◀ Resources to develop the Greenways and off road network are limited
- ◀ A closed road cycle circuit (not British Cycling race standard) is available in neighbouring Elland.

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- ◀ The Leeds Road Sports Complex and the track at Spenborough Pool (Princess Mary) are used by people with a variety of disabilities to provide inclusive cycling opportunities. There is capacity at both sites to develop further use of these facilities.
- ◀ Strategically British Cycling would be supportive of development of a closed road cycling circuit in the south of the Borough. Further work is required to establish the viability of such a facility with a strategic location and suitable site.
- ◀ Through the framework of the 'Cycle West Yorkshire -Tour de France Legacy Group' Kirklees is developing a Walking and Cycling Delivery Plan. This will be developed to fit with the Metro Cycle Prospectus and the new Single Transport Plan.

Golf

- ◀ There are 12 golf clubs in the Kirklees Council area, of which 11 are traditional membership clubs and Bradley Park is a 'pay and play' facility.
- ◀ There are three golf driving range facilities, two located in Huddersfield and one in Mirfield. If the HD One proposals to expand the Stadium site in the town centre go ahead, the Huddersfield Stadium driving range facility would be lost.
- ◀ Demand for golf club membership has been in decline over the past decade although pay and play facilities remain popular.
- ◀ There is capacity across golf clubs in Kirklees to accommodate new members.
- ◀ England Golf has a number of initiatives to raise golf participation levels which may help to stimulate demand.
- ◀ Unless the current trends in golf participation are reversed it is possible that supply will substantively outweigh demand and one or more clubs may be forced to close.
- ◀ Bradley Park, operated by KAL, is the only traditional 'Pay and Play' golf provision in Kirklees, which serves as a key entry route into golf.

Combat sports

- ◀ There are two boxing clubs in Kirklees offering specialist training and sparring facilities.
- ◀ The new leisure centre in Huddersfield provides a permanent matted combat sports facility that is used by a range of different combat sports.
- ◀ There is a Fencing Club at Royds Hall High School.
- ◀ There is no evidence of a shortfall in facilities to accommodate combat sports although, linked to the collective policy of the five Olympic combat sports, there may be potential to support the development of a joint facility.

Snow and Ice

- ◀ New specialist facilities would create opportunities for residents to experience snow sports.
- ◀ Opportunities to participate in snow and ice sports are available at the specialist commercial facilities located in other local authority areas notably X-scape in Wakefield Chill Factor in Trafford, Greater Manchester and the ice rink in Bradford.
- ◀ The Borough population of 425,000 should be able to support the development of a new snow sports centre.

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SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> ◀ Kirklees Council/KAL commitment to sport and recreation ◀ New leisure centre provision in Huddersfield town centre ◀ Mix of providers that enables access to sport facilities throughout the day/evening ◀ Range of good quality swimming facilities ◀ KAL aquatic programme and 'swimmer journey' ◀ Range of facilities to accommodate the majority of indoor sports ◀ High quality health and fitness provision with enthusiastic, committed membership ◀ Community use at many school sites ◀ Range of specialist facilities e.g. indoor cricket, table tennis, cycle speedway, gymnastics, martial arts. ◀ The use of a third party agent in the operation of council stock 	<ul style="list-style-type: none"> ◀ Reduced Kirklees Council capacity and budgets ◀ The need to utilise facilities in terms of income generation as opposed to sports needs ◀ Participation rates in some sports ◀ Peak time capacity at some fitness centres and swimming pools ◀ Underutilisation of certain facilities ◀ Quality of some specialist facilities - often located in converted buildings/not new build ◀ Limited number of voluntary clubs aspiring to create /provide elite performer pathways ◀ Imminent closure of some facilities ◀ Ability, where demand exists, to consistently accommodate separate sessions for cultural reasons. ◀ Significantly reduced influence of the LEA with local schools, especially secondary schools
Opportunities	Threats
<ul style="list-style-type: none"> ◀ Capacity at many indoor sports halls to accommodate growth in key sports ◀ New facilities in Huddersfield town centre in 2015 ◀ Population growth/housing development provides potential to expand and/or enhance sport and leisure provision ◀ Potential opportunity for changes of use at Kirklees Council sports facilities ◀ Capacity to increase health and fitness to accommodate demand ◀ Snow sports development in the town centre ◀ Self-management (citizen services) and/or asset transfer ◀ Greater level of community use of school sites ◀ Tour de France legacy and popularity of cycling ◀ Potential capacity of other community facilities to accommodate activities ◀ Bloomberg Challenge (Kirklees award recipient 2014) 	<ul style="list-style-type: none"> ◀ Ongoing public sector funding and capacity reductions impacting on Kirklees Council and KAL ◀ Pressures facing external funding organisations ◀ Inactivity amongst the local population ◀ Population growth/housing development will put additional pressures on the existing sport and leisure provision ◀ Condition and potential cost of maintaining existing public leisure stock at present levels ◀ Potential closure of key local facilities and lack of replacement ◀ Sustainability of voluntary sports club infrastructure – coaches, volunteers, participants possible pressure for the removal of NNDR and increased market reflected rents ◀ Limited effectiveness of partner development programmes to sufficiently grow sports to sustainable levels ◀ The impact of commercial sector fitness operators on the viability of public sector sports provision

SECTION 1: INTRODUCTION

1.1 Background

KKP was appointed by Kirklees Council to undertake an assessment of the formal indoor sports facility needs in the Borough and based on the findings prepare a built leisure and indoor sports facility strategic framework.

The aim of the study is to provide a detailed assessment of current provision of indoor and built sports facilities, identifying the needs and gaps in provision.

Kirklees is the 11th most populated borough in England with an estimated population of circa 425,000. It is situated in the south west of West Yorkshire and bordered by the authorities of Barnsley, Wakefield, Leeds, Calderdale, Bradford, Oldham and High Peak. The area is made up of a network of settlements in both urban and rural areas. The west and south are mainly rural whilst the urban settlements of Dewsbury, Batley, Mirfield and the Spennings Valley lie to the north. The largest town Huddersfield, links the north and south and is a focal point for employment, services, retail, sport and culture.

Figure 1.1: Kirklees Council main towns and villages



1.2 Scope of the project

The Assessment Report provides the detail as to what exists in the borough, its condition, location, availability and overall quality. It considers the demand for facilities based on population distribution, planned growth and also takes into consideration health and economic deprivation.

The facilities / sports included in this report are: sports halls, swimming pools, health and fitness, gymnastics, dance, squash, indoor bowls, indoor tennis, athletics, cycling, golf, combat sports and snow and ice.

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In delivering this report KKP has:

- ◀ Individually audited identified swimming pools, sports halls (conventional i.e. 3+ court halls as per Sport England definitions), health and fitness facilities (including, within reason, dance studios) and squash courts (public, private and voluntary sector owned/managed) in the Authority.
- ◀ Analysed the supply and demand of facilities (including specialist sports facilities) to identify gaps in provision and opportunities for improved provision.
- ◀ Sought to ensure that delivery of leisure facilities is undertaken with full reference to the corporate strategies of the Council and other relevant strategic influences.
- ◀ Identified areas of good practice, gaps in provision and opportunities for improved service in order to drive up participation levels.

This factual report provides a quantitative and qualitative audit based assessment of the facilities identified above. It provides a robust, up-to-date assessment of the needs for sports halls, swimming pools, health and fitness and specialist facilities and examines opportunities for new, enhanced and rationalised provision. Specific deficiencies and surpluses are identified to inform what provision is required. The specific objectives of this audit and assessment are to:

- ◀ Identify local needs and quantify levels of demand
- ◀ Audit existing facility provision

The specific tasks addressed as part of this strategies development include:

- ◀ Review of relevant Council strategies, plans, reports, corporate objectives.
- ◀ Review of the local, regional and national strategic context.
- ◀ Analysis of the demographics of the local population.
- ◀ Consideration of potential participation rates and modelling of likely demand for leisure facilities.
- ◀ Detailed audit of indoor facilities provided by public, private, voluntary and education sectors.
- ◀ Supply and demand analysis.
- ◀ Analysis of the balance between supply of and demand for sports facilities and identification of potential under and over provision.
- ◀ Identification of the key issues to be addressed in the future provision of indoor sports facilities across the Borough.

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1.3 Report structure

The Royal Town Planning Institute (RTPI) in a new report entitled '*Strategic Planning: Effective Co-operation for Planning Across Boundaries (2015)*' puts the case for strategic planning based on six general principles:

- ◀ Have focus
- ◀ Be genuinely strategic
- ◀ Be spatial
- ◀ Be collaborative
- ◀ Have strong leadership and
- ◀ Be accountable to local electorates.

In preparation of this report, KKP has had regard to these strategic principles.

The report is structured as follows:

- ◀ In Section 2 we review background policy documentation at national, regional and local levels and profile the population and socio-demographic characteristics of the Borough.
- ◀ In Section 3 we identify the methodology adopted to review indoor provision
- ◀ In Section 4 we review sports hall provision
- ◀ In Section 5 we review swimming pool provision
- ◀ In Section 6 we review health and fitness provision
- ◀ In Section 7 we review gymnastics and dance provision
- ◀ In Section 8 we review squash court provision
- ◀ In Section 9 we review indoor bowls provision
- ◀ In Section 10 we review indoor tennis provision
- ◀ In Section 11 we review athletics
- ◀ In Section 12 we review cycling
- ◀ In Section 13 we review golf provision
- ◀ In Section 14 we review combat sports
- ◀ In Section 15 we review snow and ice sport facility provision
- ◀ In Section 16 we identify strengths, weaknesses, opportunities and threats.

The Strategic framework and recommendations are contained in a separate document.

SECTION 2: BACKGROUND

2.1 National Context

Sport England aims to ensure positive planning for sport, enabling the right facilities to be provided in the right places, based on up to date assessment of need for all levels of sport and all sectors of the community. This assessment report has been produced for the Kirklees Council using the principles and tools identified in the Sport England guide 'Assessing Needs and Opportunities for Indoor and Outdoor Sports Facilities' (ANOG).

Figure 2.1: ANOG model



As illustrated, Sport England regards an assessment of need as core to the planning for sporting provision. This assessment report reviews indoor and built sporting facility needs in Kirklees and provides a basis for future strategic planning.

Sport England: A Sporting Habit for Life (2012-2017)

In 2017, five years after the Olympic Games, Sport England aspires to transform sport in England so that it is a habit for life for more people and a regular choice for the majority. The strategy will:

- ◀ See more people starting and keeping a sporting habit for life.
- ◀ Create more opportunities for young people.
- ◀ Nurture and develop talent.
- ◀ Provide the right facilities in the right places.
- ◀ Support local authorities and unlock local funding.
- ◀ Ensure real opportunities for communities.

The vision is for England to be a world leading sporting nation where many more people choose to play sport. There are five strategic themes including:

- ◀ Maximise value from current national governing body of sport (NGB) investment.
- ◀ Places, People, Play.
- ◀ Strategic direction and market intelligence.
- ◀ Set criteria and support system for NGB 2013-17 investment.
- ◀ Market development.

National Planning Policy Framework 2012

The National Planning Policy Framework (NPPF) sets out planning policies for England. It details how these changes are expected to be applied to the planning system. It also provides a framework for local people and their councils to produce distinct local and neighbourhood plans, reflecting the needs and priorities of local communities. It states that the purpose of the planning system is to contribute to the achievement of sustainable development. It identifies the need to focus on three themes of sustainable development:

- ◀ Economic
- ◀ Social
- ◀ Environmental

A presumption in favour of sustainable development is a key aspect for any plan-making and decision-taking processes. In relation to plan-making the NPPF sets out that Local Plans should meet objectively assessed needs.

The National Planning Policy Framework (NPPF) is clear about the role that sport plays in delivering sustainable communities through promoting health and well-being. Sport England, working within the provisions of the NPPF, wishes to see local planning policy protect, enhance and provide for sports facilities based on robust and up-to-date assessments of need, as well as helping to realise the wider benefits that participation in sport can bring.

The 'promoting healthy communities' theme identifies that planning policies should be based on robust, up-to-date assessments of need for open space, sports and recreation facilities and opportunities for new provision. Specific needs and quantitative and qualitative deficiencies and surpluses in local areas should also be identified. This information should be used to inform what provision is required in an area.

Economic value of sport to the nation

Sport, leisure, recreation and culture are all important economic drivers. In 2010, sport and sport-related activity contributed £20.3 billion to the English economy – 1.9% of the England total. The contribution to employment is even greater – sport and sport-related activity is estimated to support over 400,000 full-time equivalent jobs, 2.3% of all jobs in England.

Volunteering in sport, and the health benefits derived from sport, also have an impact on the economy. The estimated economic value of sport-related volunteering is £2.7 billion. The annual value of health benefits from people taking part in sport is estimated at £11.2 billion.

The benefits of playing sport include the well-being/happiness of individuals taking part, improved health and education, a reduction in youth crime, environmental benefits, stimulating regeneration and community development, and benefits to the individual and wider society through volunteering. Consumption of sport benefits include the well-being/happiness of spectators, and the national pride/feel good factor derived from sporting success/achievement.

Participation in sport can contribute to reductions in crime and anti-social behaviour, particularly amongst young people. It can also have a net impact on the environment;

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where, for example, more people are encouraged to walk and cycle, emissions and congestion can reduce although there is an argument to suggest that this would be counterbalanced by the impact of those attending sports events.

In summary, sport and physical activity provides a range of economic and health benefits to the West Yorkshire region, and Kirklees and its local resident population and helps to provide jobs and opportunities to spectate and participate in sport and physical activity.

Public Health England: Everybody Active, Everyday

In October 2014 Public Health England (PHE) produced their plan to tackle low activity levels across the country. Along with making the case for physical activity, the plan identifies four areas where measures need to be taken at a national and local level:

- ◀ Active society: creating a social movement, shifting social norms so that physical activity becomes a routine part of daily life.
- ◀ Moving professionals: activating networks of expertise. Making every contact with the health sector count to push the 'active' message and to deliver the message through other sectors including education, sports and leisure, transport and planning.
- ◀ Active environments: creating the right spaces. Making available and accessible appropriate environments that encourage people to be active every day.
- ◀ Moving at scale: scaling up interventions that make us active. Maximising existing assets that enable communities to be active.

Investment in school sport

In March 2013 the Government announced funding for school sport (Sport Premium) which sees £150 million per annum invested over the next two years. This will be made up of funding from various Government departments including Department for Education (£80m), the Department of Health (£60m) and the Department for Culture, Media and Sport (£10m). The Government's strategy will see funds go directly into the hands of primary school head teachers for them to spend on sport.

Schools will be measured by Ofsted on how well they use their Sport Premium to improve the quality and breadth of PE and sporting provision, including increasing participation in PE and sport so that all pupils develop healthy lifestyles and reach the performances levels they are capable of.

Priority School Building Programme (PSBP)

The PSBP is a centrally managed programme set up to address the needs of the schools most in need of urgent repair. Through the programme 261 schools will be re-built between 2014 and 2017.

Summary of national context

Engaging all residents in physically activity is a high priority for national and local government. For many residents sport and recreational activities have a key role to play in facilitating physical activity. Ensuring that there is an adequate supply of suitable facilities to meet local need is a requirement of the planning system. In line with national

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policy recommendations this report makes an assessment of indoor facility provision and need across Kirklees.

2.2 Local context

Kirklees Economic Strategy 2014 – 2020

The purpose of the Economic Strategy is to create wealth and revenue streams that will enable quality service provision, enhance the borough and help to reduce inequalities into the future. Creating a borough with a strong and sustainable economy, with thriving communities, growing businesses, high prosperity and low inequality where people enjoy better health throughout their lives.

There are 5 priorities to deliver the vision:

- ◀ Precision engineering and innovative manufacturing
- ◀ Innovation and enterprising businesses
- ◀ Workforce, skill and employment
- ◀ Infrastructure
- ◀ Quality places

Six initiatives are intended to drive transformational change:

- ◀ Consolidate Kirklees as the heart of a growing innovative manufacturing and engineering cluster in LCR
- ◀ Maximise the impact of a suite of high quality innovation and enterprise assets
- ◀ Enhance enterprise, skills and opportunities for young people
- ◀ Strategic employment sites to stimulate jobs and growth, with focus on manufacturing and engineering
- ◀ Revitalise Huddersfield town centre
- ◀ Kick start the transformation of Dewsbury.

Kirklees Leisure Needs Assessment September 2014

This study into commercial leisure facilities identified a shortfall in ten-pin bowling provision across the borough. The supply of other commercial leisure provision (cinema, bingo, restaurants, pubs, nightclubs and health and fitness clubs) were aligned to demand.

Joint Health & Wellbeing Strategy (JHWS) for Kirklees 2013-2020

The JHWS sets out the vision for improving the health and wellbeing of local people while reducing inequalities at every stage of people's lives by 2020: "No matter where they live, people in Kirklees live their lives confidently, in better health, for longer and experience less inequality". The strategy is informed by the issues and inequalities that have been identified through the Kirklees JSNA. The desired outcomes for local people are that:

- ◀ People in Kirklees are as well as possible for as long as possible, both physically and psychologically, through:
 - ◀ Having the best possible start in life through every child and young person being safe, loved, healthy, happy, are supported to be free from harm; and have the

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- ◀ chance to make the most of their talents, skills and qualities to fulfil their potential and become productive members of society.
- ◀ Encouraging the development of positive health and social behaviours.
- ◀ Identifying issues as soon as possible that affect health and wellbeing.
- ◀ Enhancing self-care: people being increasingly independent, self-sufficient and resourceful so able to confidently manage their needs.
- ◀ Local people can control and manage life challenges through:
 - ◀ Being resilient: having a sense of purpose, self-esteem, confidence, adaptability; be emotionally aware; taking responsibility for their own physical and emotional needs; being supportive and compassionate; and above all being connected to others.
 - ◀ So resilience is developed in individuals, families, communities and organisations.
- ◀ Feeling safe and positively included.
 - ◀ being able to navigate through life: being able to participate and contribute to society by being able to:
 - ◀ understand and communicate;
 - ◀ take advantage of opportunities and achieve goals;
 - ◀ increase their potential, including for work.
- ◀ Lifelong learning: enabling people to reach their full potential and build their confidence.
- ◀ People have a safe, warm, affordable home in a decent physical environment within a supportive community.
- ◀ People are enabled to take up opportunities that have a positive impact on their health and wellbeing through:
 - ◀ strong communities
 - ◀ healthy schools
 - ◀ active and safe travel
 - ◀ access to green and open spaces and leisure services
 - ◀ Improved regulation of factors that affect health and wellbeing e.g. takeaways, air pollution
 - ◀ Spatial planning as an enabler of better health

In addition for health and social care:

- ◀ People experience integrated health and social care appropriate to their needs
- ◀ The JHWS provides a strategic framework which can be used to assess the impact of the Sport and Physical Activity strategy on all JSNA issues.

Everyone Active: Kirklees Physical Activity and Sport Strategy 2015 – 2020

The vision for the strategy is that by 2020 everyone will be physically active through work, play, sport, travel or leisure. It adopts a life course approach based on the aims of - Starting to be Active, Staying Active and Achieving Ambitions at all life stages: Early Years, Children and Young People, Adults and Older Adults. The assets to be used to achieve this are people, places, organisations and communication. The plan sets out to:

- ◀ Increase the number, skills and confidence of those working to enable people to take part in physical activity and sport.
- ◀ Improve the places to be active and create active environments

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- ◀ Improve community capacity to support and deliver a wider range of opportunities in physical activity and sport
- ◀ Increase awareness and understanding to enable people to take part in physical activity and sport

West Yorkshire County Sport Partnership Strategy

The purpose of the County Sport Partnership (CSP) is “supporting more people to take part and excel in sport and physical activity”. Its vision is “to be renowned for excellent service to sport and active recreation”. The organisational aims are to:

- ◀ Be an excellent, sustainable organisation that draws income from a variety of sources to improve sporting opportunities
- ◀ Lead and serve a well - connected, high performing network of sports organisations and providers
- ◀ Design and co-ordinate the delivery of a range of sports development programmes and events aimed at increasing and improving opportunities in sport.
- ◀ Make a significant contribution to raising the quality of the sports workforce
- ◀ Provide a high quality knowledge base that creates the platform for strategic planning for sport.

Summary of local policy context

The core message running through local strategic documentation is the requirement to ensure that opportunities are available to/for all Kirklees residents to take part in physical activity thus contributing to the health and wellbeing of all residents.

It is, therefore, important that the core indoor sports facilities of sports halls, swimming pools and health and fitness facilities are accessible and available to the community and that the ‘offer’ is developed based on the needs of local communities.

Financial context

The ambitions set out above must, however, be considered against a background of the impact of spending cuts in the public sector. Kirklees Council is facing significant financial pressures and the budgets for maintaining the public stock of facilities is expected to be reduced significantly over the period of this strategic framework. Many alternative funding providers are facing similar pressures, therefore limiting the availability of funding. Where capital resources exist or can be accessed, they will need to be prioritised and utilised carefully to meet key strategic outcomes.

Consideration must also be given to the pressures which will also increase on revenue budgets. It will be important to ensure that facilities are viable and able to meet their ongoing running and maintenance costs as public subsidies become a thing of the past.

The predicted increase in population will further place pressure on the existing facilities, but potential developments of new housing may also provide the opportunity to consider what, how and where future facility supply is needed so that demand can be met, and the ambitions for a physically active community achieved.

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It is clear, therefore, that the lack of available funding will impact on the ability to deliver the recommendations of this strategic framework, and any opportunity to access funding should be considered in a wider strategic context of achieving the greatest impact for sustainable participation.

2.3 Demographic profile

The following information presents a brief summary, based on KKP's area profile for the borough (See Appendix 1 for detail) and is based on data taken from nationally recognised sources such as the Office for National Statistics, NOMIS, Sport England and Experian.

Population and distribution

- ◀ The total population of Kirklees (from the 2013 MYE), is 428,279 (males = 211,575 and females = 216,704).
- ◀ The majority of the population lives in the northern part of the Borough around the largest town of Huddersfield and to the north east around Dewsbury, Batley, Liversedge and Heckmondwike.
- ◀ Areas in the south of the Borough are more rural in character, less densely populated and characterised by small market towns, for example Denby Dale, Meltham, Holmfirth.
- ◀ The Borough age profile is very similar to that as for Yorkshire. Kirklees has slightly more 0 – 14 year olds (19% v 17.7%) and slightly fewer 20 – 24 year olds. (6% v 7%).

Ethnicity

- ◀ 79.1% of the population classify their ethnicity as white, this is markedly lower than the England rate (85.4%)
- ◀ 16% are Asian, compared to a national average of 7.8%
- ◀ In Huddersfield there is a concentration of residents with an Afro-Caribbean heritage

Economic activity and inactivity

- ◀ Just under three quarters (72.7%) of Kirklees 16-64 year olds are economically active (in or seeking employment – June 2014) compared to a national figure of 77.5%.
- ◀ The unemployment rate¹ in Kirklees is 7.8%, this is below the Yorkshire and the Humber figure (8.4%) but above the national rate (6.8%).
- ◀ Under three in 10 (27.3%) of Kirklees 16-64 year olds are economically inactive. A similar number are students and one in five of the population is long term sick.

Income and benefits dependency

- ◀ The median figure for full-time earnings (2013) in Kirklees is £25,407; the comparative rate for the Yorkshire and The Humber is £24,913 (-1.9%) and for Great Britain is £26,941 (+6.0%).
- ◀ In September 2014, 7,691 people in Kirklees were claiming Job Seekers Allowance (JSA); this represents an increase of 23.8% compared to September 2006 (6,213). However, people claiming JSA only represent 24.8% of benefits claimants in Kirklees, a further 43.3% are claiming ESA² and incapacity benefits while 10.6% are carers.

¹ Note the unemployment rate is modelled by the Office for National Statistics

² Employment and Support Allowance is directly targeted to support those who are ill or disabled.

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Deprivation

Relative to other parts of the country Kirklees experiences relative high levels of deprivation; 4 in 10 of the area's population (39.6%) falls within the areas covered by country's the three most deprived cohorts compared to a national average of c.30%. Conversely, 24.7% live in the three least deprived groupings in the country, this compares to a 'norm' of c.30%.

Figure 2.2: Index of multiple deprivation

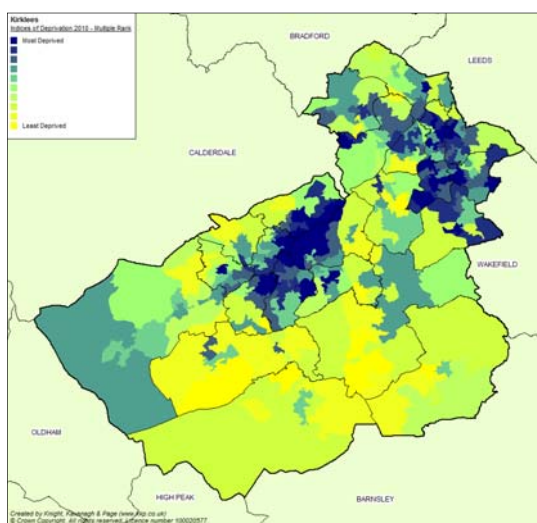
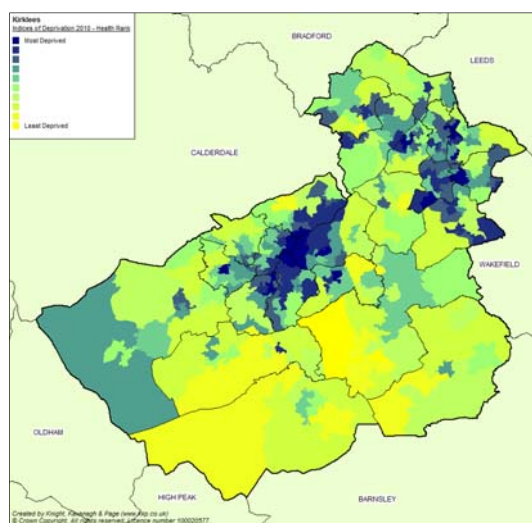


Figure 2.3: Index of health deprivation



Health

- Life expectancy in Kirklees is lower than the national figure; the male rate is currently 78.2 (79.2 for England) and the female equivalent is 82.0 (83.0 for England)
- Adult and child obesity rates in Kirklees are below national and regional averages. 21.8% v 23% for adults and 18.4% v 18.9% for children.
- Whilst below the national average these figures are concerning and the trend is upwards

Active People Survey (APS)

Sport England's Active People Survey is a national survey which is commonly used to identify sporting participation trends. APS is an indicator of participation and physical activity and is conducted annually. First published in 2006, the APS originally collected data for adults aged 16 and above, but more recently has started to include anyone aged over 14 in their findings. They have also, over time, adjusted the activities which are accepted for participation, in an attempt to more closely match people's activity habits.

The results give insight about participation in sport, and can be used to gain a snapshot of the participation profile for a particular time period and also to identify trends over time both in terms of what is happening in a particular Local Authority area, and also in comparison to other areas. While this measure is one that is widely used to determine

³ Office of National Statistics: Life Expectancy at Birth by local areas in the United Kingdom, 2013.

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participation levels, it does have limitations and Kirklees Council have reservations about the survey, and in particular the individual year results which are based on a small sample size (500 residents for Local Authorities outside of London and 1000 residents for London Boroughs) but have unsuccessfully requested a larger sample size to give greater accuracy.

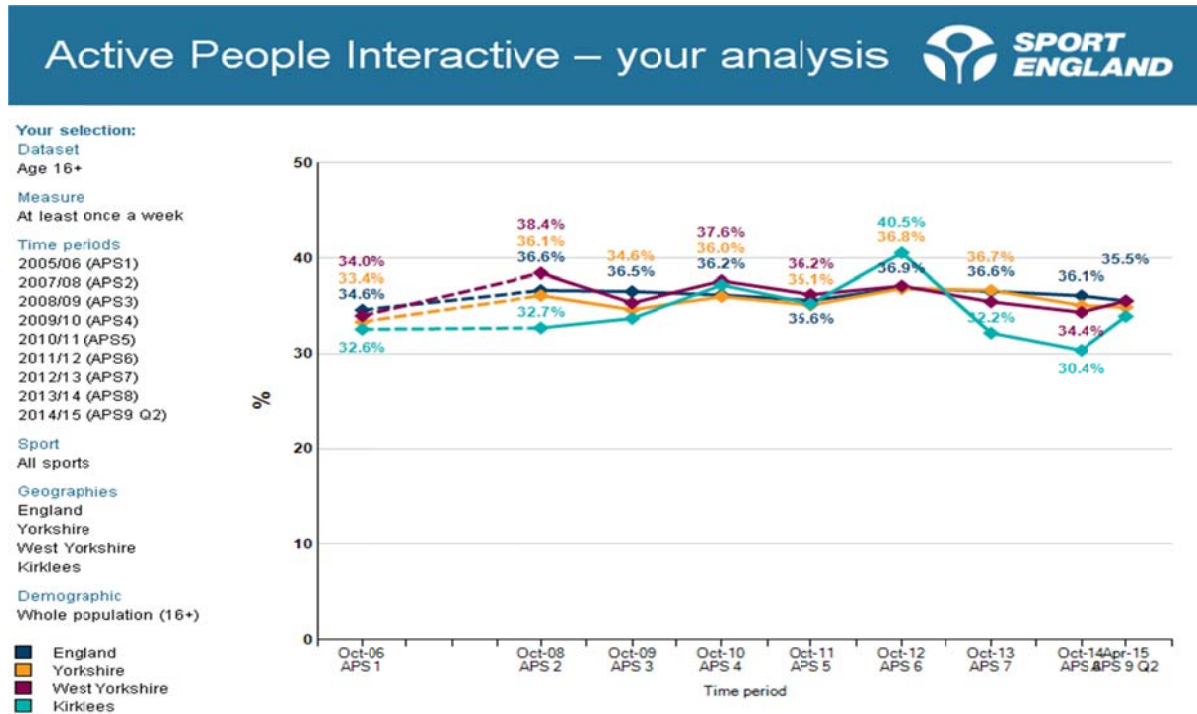
One concern is that the small sample size for each Local Authority area means that these localised results are more prone to disproportionate fluctuations based on a small number of responses than the amalgamated regional or national figures. There are also times where there are insufficient responses within a Local Authority area to give findings for particular groups of people, making it difficult to truly understand some of the more specific issues which are in play.

Active People Survey does provide an interesting picture of participation in Kirklees. When the Active People Survey (APS) was first published in 2006 it estimated that 32.6% of adults in Kirklees participated in at least 1 x 30 minutes moderate intensity sport per week. The last complete years data (APS 8 2013/14) shows that participation has dropped slightly from its 2006 levels to 30.4% (although interim data for the first half of the 2014/15 period has shown the figure to have recovered and suggest a slight increase at 33.9%). As mentioned previously, these kinds of fluctuation period on period are inevitable with the small sample size, and as a result they should be treated with a degree of caution.

Perhaps a more meaningful approach is to consider the long term trend analysis, which should level out the effect of the annual fluctuations. Working to the last full year of data (APS8 2013/14) it indicates that the overall picture has been relatively static, showing a slight decline in participation over time. It suggests that, at any given time, roughly one third of the adult population of Kirklees takes part in at least 1 x 30 minutes moderate intensity sport per week. Although the figures for Kirklees are slightly below regional and national levels, the long term trend for Kirklees is broadly in line with the regional and national experience.

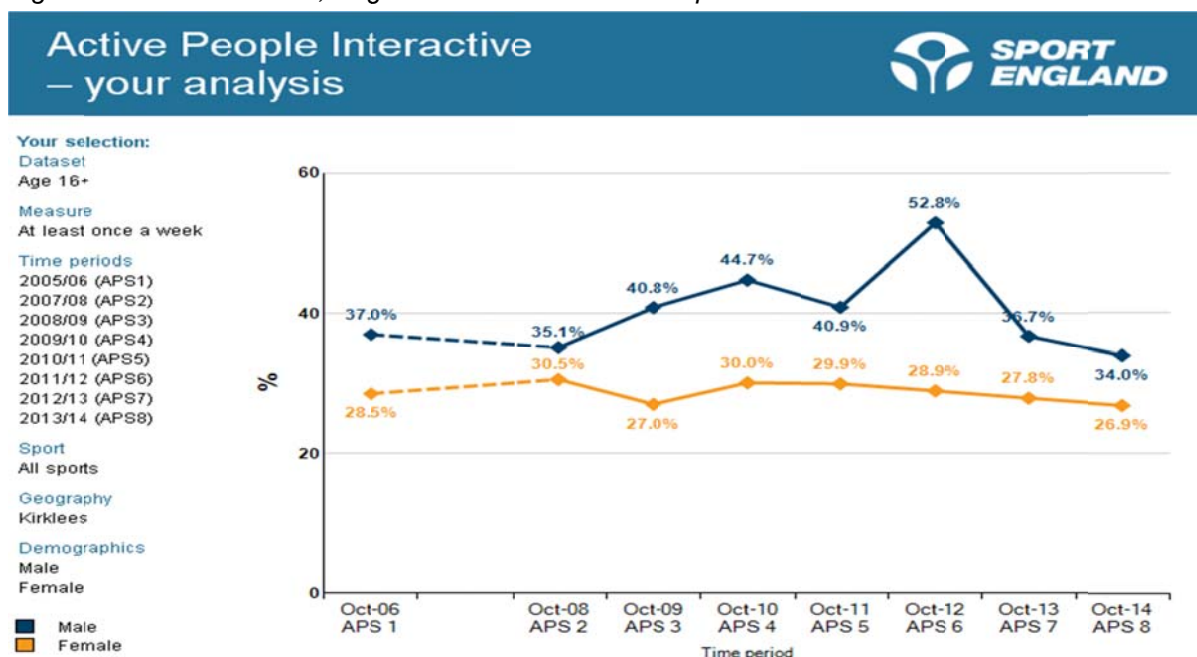
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Figure 2.4 APS – National, Regional and Local 16+ Participation 2005/06 – 2014/15



APS8 also showed that male participation in 1 x 30 minutes moderate intensity sport per week is consistently higher (34%) than female participation (26.9%). This gender gap has persisted throughout the period of analysis, with female participation remaining relatively static, and male participation showing more of a fluctuation.

Figure 2.4 APS – National, Regional and Local 16+ Participation 2005/06 – 2014/15



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Another useful feature of the Active People Survey is to identify the main activities that people are choosing to participate in. The most recent data from APS8 shows the 5 most popular activities for Kirklees residents were:

Sport	Kirklees		Yorkshire & The Humber		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Gym	30.1	9.1%	450.4	10.4%	4,622.7	10.9%
Fitness & Conditioning	29.4	8.9%	280.6	6.5%	2,854.7	6.7%
Swimming	25.4	7.7%	482.6	11.1%	4,896.9	11.5%
Cycling	21.4	6.5%	337.9	7.8%	3,458.9	8.1%
Athletics	18.7	5.7%	271.0	6.2%	2778.8	6.5%

Source: APS8

SE Market Segmentation Model

Sport England's market segmentation provides an insight into individual sporting behaviours. Each of the 19 segments is given a pen name and a brief description (see Appendix B). Knowing the most dominant segments can help direct provision and programming. For example, whilst the needs of smaller segments should not be ignored, it is useful to know which sports are enjoyed by the largest group. Segmentation also enables tailored interventions, good communication with target markets and a better understanding of participation in the context of life stage and life cycles.

The most popular sports in Kirklees

Active People and SE segmentation make it possible to indicate the top five sports in any area; within Kirklees the five most popular activities are health and fitness / gym activities, swimming, cycling and athletics. Participation rates are slightly below the national average.

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Projected population: Long term change from 2012 to 2037

At strategic and operational levels plans to increase levels of physical activity must not be set in stone, they should be flexible and respond to predictable changes in age structure, gender and ethnic composition. The most recent ONS projections indicate a rise of 14.8% in Kirklees's population (+62,804) over the 25 years from 2012 to 2037. Changes vary by age group and rise and fall over this extended timeframe, for example, the number of:

- ◀ 0-15 year olds will rise by +7,434 (+8.6%) over the first half of the projection (to 2024).
- ◀ 16-24 year olds will decline by -2.6% in the first period (-1,316) followed by growth back to +8.6% (+4,381) in the second period.
- ◀ There is a continuous increase in the numbers of persons aged 65+ representing an increase of +28.5% (+19,241) in the first period continuing to rise to +64.0% (+43,190) between 2012 and 2037. While the age group represented 15.9% of Kirklees's population in 2012 it is projected to be nearly one quarter (22.7%) of the total by 2037.

Short term change - the next decade (2014 – 2024)

While strategic planning needs to consider change over 20 to 25 years, service planning is often more closely aligned to a much shorter time horizon, typically five to 10 years? Over the decade to 2024 it is projected that the overall number of people in Kirklees will rise by +27,760 (+6.4%). However, significant age specific variations will have implications for different markets, economic and health issues, for example, there will be:

- ◀ +6,505 (+7.4%) more 0-15 year olds; and
- ◀ -4,479(-7.5%) fewer 45-54 year olds; and
- ◀ +8,197 (+17.0%) more 55-64 year olds; and
- ◀ +15,320 (+21.5%) more people aged 65+.

The Kirklees Local Plan and anticipated areas of local housing growth

The Council is currently preparing a new Local Plan that will set out how much new development will be required to meet future housing and employment needs for the borough and will allocate sites to meet these needs. The Local Plan will also set out the areas of Kirklees that need protection, including valuable open space, areas with high environmental quality and historic value, and identify the infrastructure needed to make sure that any new developments are sustainable. Planning policies will also be set out in the Local Plan to make sure that development which comes forward will be sustainable. When the Local Plan is agreed and in place, it will be used to help determine planning applications.

The Built Leisure and Sports Facilities Strategic Framework will form part of the evidence base to support the preparation of the Local Plan and will help inform the provision of built leisure and sports development in the Local Plan, including the allocation of suitable sites, and the development of related planning policies.

Analysis of demographic information has shown that the potential number of new homes required in Kirklees over the Local Plan period (2013-31) is likely to range from 1,300 to 1,900 homes per year*. Work has started on a Strategic Housing Market Assessment

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(SHMA) which will set out the actual Kirklees housing requirement over this period. The results of this process are expected to be published in 2015.

**This is based on the sub-national population projections and economic inputs (The Regional Econometric Model). It does not take into account government household projections in the future or results of the Council's Strategic Housing Market Assessment (SHMA). Therefore this is not the Kirklees Local Plan housing requirement.*

Projection implications

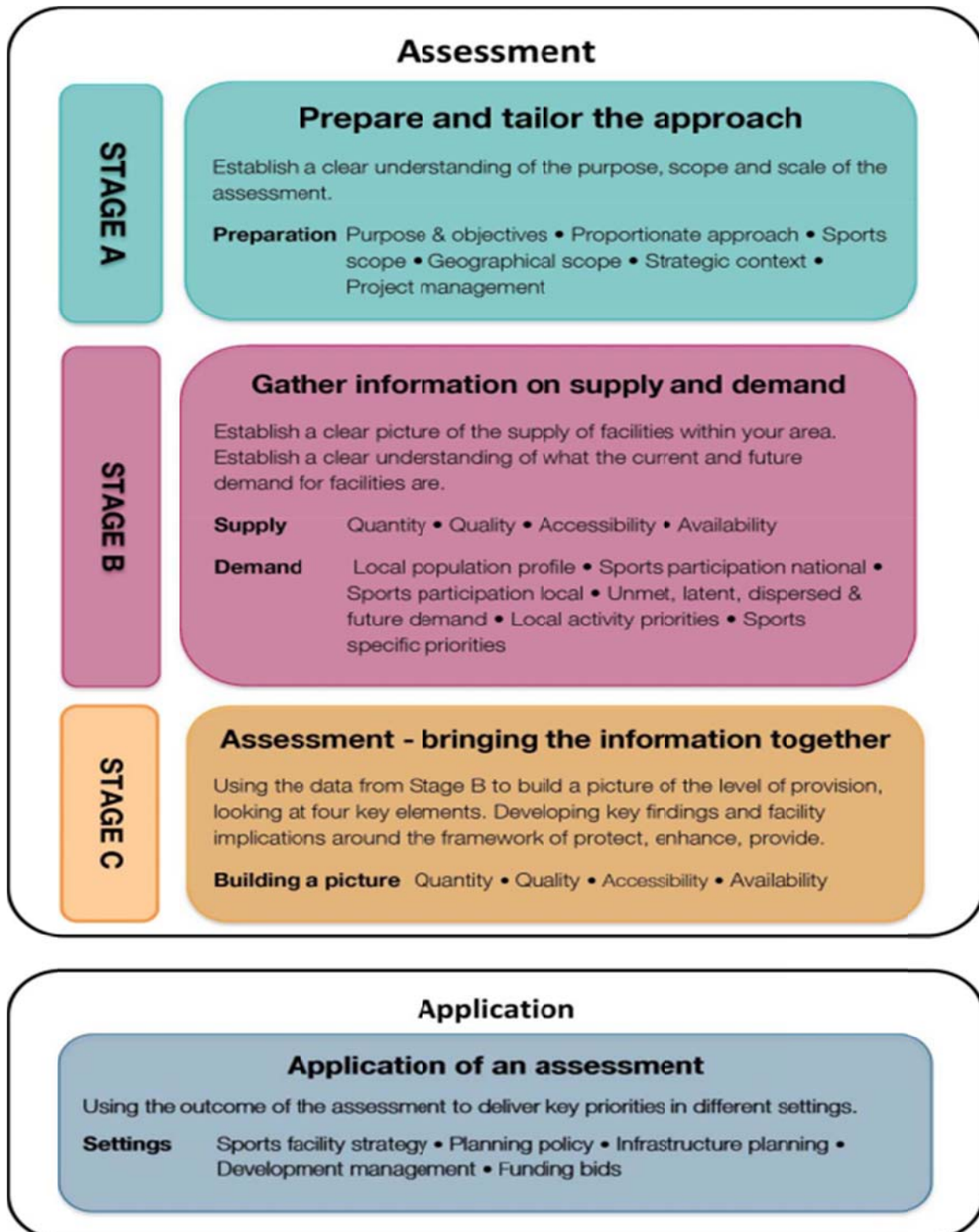
The projected population increases, together with aspirations to increase levels of physical activity amongst the population will continue to place pressure on the existing built sports and leisure infrastructure. Of particular significance is the very large increase in the number of residents who will be aged 65+. In the next decade there will be an additional 15,320 people over 65 (21.5%) and by 2037, as noted above, 22.7% will be over 65.

SECTION 3: INDOOR SPORTS FACILITIES ASSESSMENT APPROACH

3.1 Methodology

The assessment of provision is based on the Sport England Assessing Needs and Opportunities Guide (ANOG) for Indoor and Outdoor Sports Facilities

Figure 3.1: Recommended approach



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This provides a recommended approach to undertaking a robust assessment of need for indoor and outdoor sports facilities. It has primarily been produced to help (local authorities) meet the requirements of the Government's National Planning Policy Framework, which states that:

'Access to high quality open spaces and opportunities for sport and recreation can make an important contribution to the health and well-being of communities. Planning policies should be based on robust and up-to-date assessments of the needs for open space, sports and recreation facilities and opportunities for new provision. The assessments should identify specific needs and quantitative or qualitative deficits or surpluses of open space, sports and recreational facilities in the local area. Information gained from the assessments should be used to determine what open space, sports and recreational provision is required.' (NPPF, Paragraph 73)

The assessment of provision is presented by analysis of the quality, quantity, accessibility and availability for the identified facility types (e.g. sports halls and swimming pools). Each facility is considered on a 'like for like' basis within its own facility type, in order that it can be assessed for adequacy.

The report considers the distribution of and interrelationship between all facility types in study area and evaluates demand. It gives a clear indication of areas of high demand. The report will identify where there is potential to provide improved and/or additional facilities to meet this demand and to, where appropriate, protect or rationalise the current stock.

Accessibility in this context refers to the availability of the facility for the community to use, not its accessibility for disabled users. However, when undertaking site assessments, where facilities demonstrate a clear lack of DDA compliance these elements are specifically highlighted. Generally speaking, facilities have been shown to be accessible to all and appear to accommodate a wide range of programmes for all sections of the community. An example of the commitment in Kirklees to providing inclusive facilities the design of the new Huddersfield Leisure Centre has specifically taken into account the needs of disabled users, with accessible changing facilities, an audible and visual fire alarm system, a purpose built accessible reception area, aids to support disabled access to the swimming pools, combat room and other areas, and is signed up to MENCAP's 'Safe Places' scheme. This has been enhanced by Kirklees Council, the Amateur Swimming Association (ASA) and Kirklees Active Leisure (KAL) working in partnership to fund an activator post specifically to support and promote increased take up of swimming and other sports and activities at this site and across KAL sites generally.

SECTION 4: SPORTS HALLS

Sports halls are key facilities for community sport because they are multi-purpose and provide for a range of different activities. The standard approach to measuring them is via the number of badminton courts accommodated within the floor area. Sports hall are, thus, made referenced to as three, four, five, six, eight, nine and twelve court halls.

The standard size of a 4 court sports hall was, until relatively recently, 18m x 33m x 7.5m. This has been extended in 2012 to 34.5m x 20m x 7.5m primarily to accommodate run off space for indoor netball. (*Source: Design Guidance Note – Sports Hall Design & Layouts, Sports England, 2012*).

Sports halls can be used for a wide range of sports: for example, archery, boxing, indoor athletics, badminton, basketball, bowls (short-mat), cricket (nets), dance/ exercise classes, dodgeball, fencing, fitness circuits, football, golf training, gymnastics, handball, hockey, martial arts, netball, roller hockey, table tennis, trampolining and volleyball.

In general, the larger the hall the greater the flexibility and the more sports that can be accommodated concurrently, and/or the level of use that can be made of the venue for local and regional training, competitions and events.

Sport England estimate the cost of a new four court hall (34.5m x 20m) at £3,590,000. (Facility Costs SE 2013).

4.1 Supply

Quantity

Operational facilities

There are 60 sports halls with at least one badminton court in Kirklees. Of these 32 have three courts or more. Three sports halls in Kirklees (at Dewsbury Sports Centre, Huddersfield Leisure Centre and the new University of Huddersfield Sports Centre) have eight courts. 62% of all sports hall accommodation in Kirklees is located on education (school, HE and FE) sites. A list of all the sports halls in Kirklees can be found in Table 4.1 below.

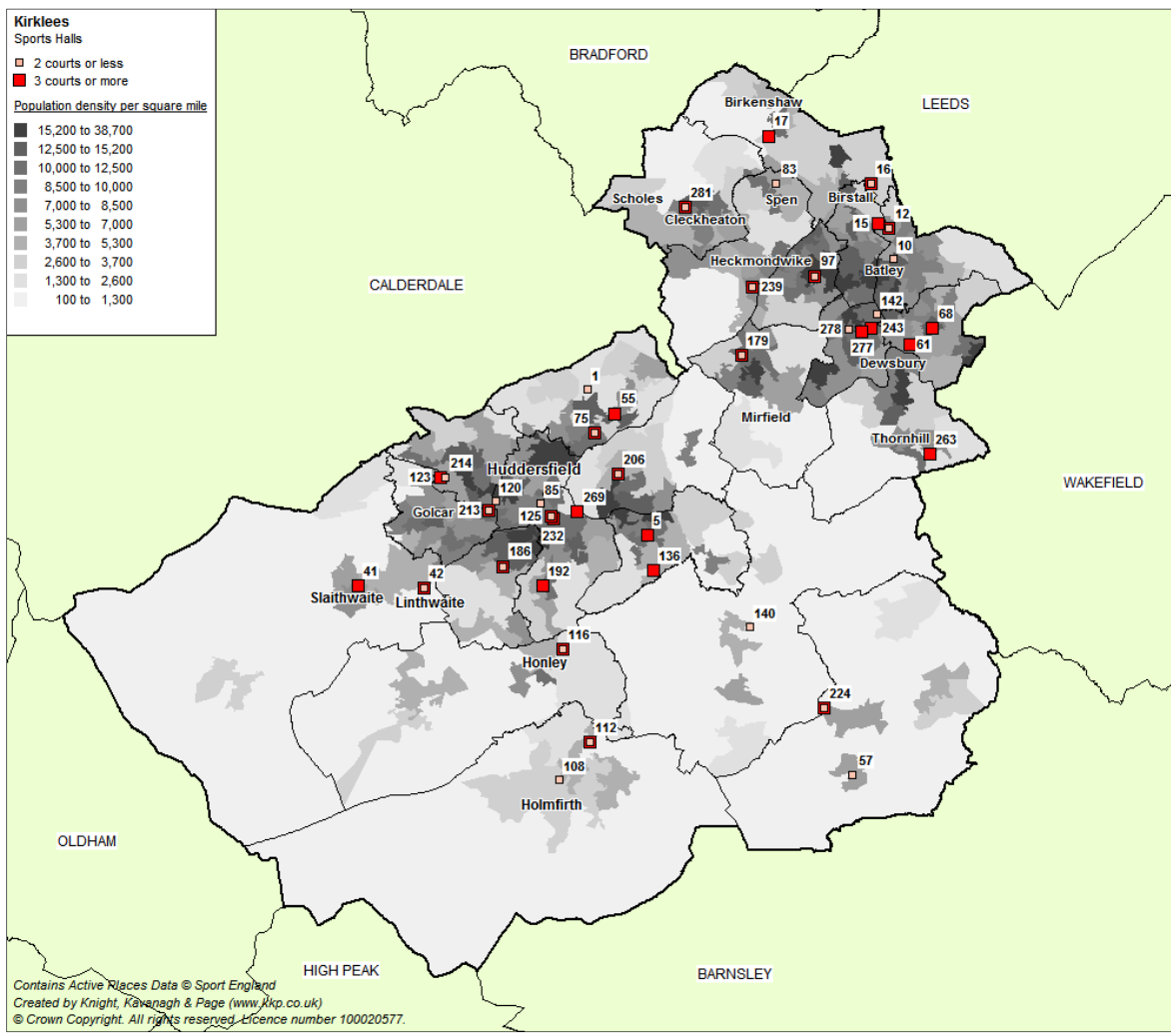
Planned future developments

The new Huddersfield Leisure Centre that opened in May 2015 has an eight court sports hall. In supply terms, this replaces the eight court hall lost following the closure of the former Huddersfield Sports Centre, also in 2015. The new Leisure Centre has a further separate two court hall adjoining the main hall.

Under the Priority School Building Programme, Whitcliffe Mount Business and Enterprise College and All Saints Catholic College are to be re-built. The subsequent demolition of the Whitcliffe Mount Sports Centre in May 2016 will result in the loss of two four court halls, a three lane indoor bowls rink, four squash courts, an activity hall, spin studio and a fitness room. It is recommended that the proposed four court hall at the new school has community access secured.

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Figure 4.1: Sports Halls in Kirklees - 3 courts or more and those with less than 3 courts



As Figure 4.1 above illustrates the majority of sports halls with three courts or more are located in the more densely populated areas. A number of smaller halls serve the more sparsely populated areas: Kirkburton Middle School (140), Denby Dale Pie Hall (57), Holmfirth Sports Centre 4 court hall (112) and Civic Hall (108) and Shelley College (224), a four court hall in the southern part of the Borough. The western side has neither a large population nor any sports halls of any size. The nearest is Colne Valley Leisure Centre (41), a three court sports hall of above average quality.

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Table 4.1: Sports halls with at least one marked badminton court in Kirklees

Map ref	Site Name	Sub Type	Access Policy	Year Built	Refurb date	No. of courts	Width	Length	Area m ²	Condition
1	All Saints Catholic College	Activity Hall	Sports Club/ Community Assoc. use	1960	-	2	12	20	180	Below average
1	All Saints Catholic College	Activity Hall	Sports Club/ Community Assoc. use	1960	-	1	10	15	150	Good
5	Almondbury Sports Centre	Main	Pay and Play	1998	2003	4			594	Good
10	Batley Baths & Recreation Centre	Activity Hall	Pay and Play	1987	-	1			180	Below average
12	Batley Business & Enterprise College	Main	Sports Club/ Community Assoc. use	1960	1980	4	17	33	561	Poor
12	Batley Business & Enterprise College	Activity Hall	Sports Club/ Community Assoc. use	1990	2000	1	10	18	180	Poor
15	Batley Grammar School	Main	Sports Club/ Community Assoc. use	1989	-	4	18	32	576	Above average
16	Batley Sports & Tennis Centre	Main	Pay and Play	1977	2010	6	21	36	756	Good
16	Batley Sports & Tennis Centre	Activity Hall	Pay and Play	1977	2010	1	14	20	280	Good
17	BBG Academy	Main	Sports Club/ Community Assoc. use			4	20	35	700	Good
41	Colne Valley Leisure Centre	Main	Pay and Play	1969	2008	3	18	30	540	Above average
42	Colne Valley Specialist Arts College	Main	Sports Club/ Community Assoc. use	2006	-	4			594	Good
42	Colne Valley Specialist Arts College	Activity Hall	Sports Club/ Community Assoc. use	1956	-	1	10	18	180	Below average
55	Deighton Sports Arena	Main	Pay and Play	2001	-	4			594	Good

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Map ref	Site Name	Sub Type	Access Policy	Year Built	Refurb date	No. of courts	Width	Length	Area m ²	Condition
57	Denby Dale Pie Hall	Activity Hall	Sports Club/ Community Assoc. use	1972	2000	1				
61	Dewsbury Sports Centre	Main	Pay and Play	1984	1996	8	36	36	1296	Good
68	Manor Croft Academy (Formerly Earlsheaton Technology College)	Main	Sports Club/ Community Assoc. use	1950	-	4	17	33	561	Above average
75	N. Huddersfield Trust Academy (Formerly Fartown High School)	Main	Sports Club/ Community Assoc. use	1968	2012	4			594	Above average
75	N. Huddersfield Trust Academy (Formerly Fartown High School)	Activity Hall	Sports Club/ Community Assoc. use	1968	2003	1			275	Below average
83	Gomersal Public Hall	Activity Hall	Pay and Play	1851	2005	1				
85	Greenhead College	Activity Hall	Sports Club/ Community Assoc. use	1995	-	2				
97	Heckmondwike Grammar School	Main	Sports Club/ Community Assoc. use	1999	-	4			594	Above average
97	Heckmondwike Grammar School	Activity Hall	Sports Club/ Community Assoc. use		-	1	12	18	216	Below average
108	Holmfirth Civic Hall	Activity Hall	Pay and Play	1860	2005	2				
112	Holmfirth Sports Centre	Main	Pay and Play	1986	2011	4			594	Good
112	Holmfirth Sports Centre	Activity Hall	Pay and Play	1975	-	1			180	Good
112	Holmfirth Sports Centre	Activity Hall	Pay and Play	1975	-	1			180	Good
116	Honley High School	Main	Pay and Play	1985	-	4	17	33	561	Below average
116	Honley High School	Activity	Pay and Play	1965	-	1	10	18	180	Below average

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Map ref	Site Name	Sub Type	Access Policy	Year Built	Refurb date	No. of courts	Width	Length	Area m ²	Condition
		Hall								
120	Huddersfield Grammar School	Activity Hall	Sports Club/ Community Assoc. use	1985	-	1				
123	Huddersfield New College	Main	Pay and Play	2001	-	4	16	37	592	Good
123	Huddersfield New College	Main	Private Use	2013	-	4	26	37	962	Good
125	Huddersfield Leisure Centre	Main	Pay and Play	2015		8			1221	Good
125	Huddersfield Leisure Centre	Activity Hall	Pay and Play	2015		2			324	Good
136	King James' School	Main	Sports Club/ Community Assoc. use	1985	-	4	17	33	561	Below average
140	Kirkburton Middle School	Activity Hall	Sports Club/ Community Assoc. use	1973	-	1	10	16	160	Poor
142	Kirklees College (Wheelwright Campus)	Activity Hall	Sports Club/ Community Assoc. use	1900	2003	1				
179	Mirfield Free Grammar School	Main	Sports Club/ Community Assoc. use	1985	-	4	19.8	30	594	Good
179	Mirfield Free Grammar School	Activity Hall	Sports Club/ Community Assoc. use	1985	2004	2			324	Good
186	Moorend Academy	Activity Hall	Sports Club/ Community Assoc. use	1973	2006	1	15	20	324	Above average
186	Moorend Academy	Main	Sports Club/ Community Assoc. use	1973	2006	4	20	35	594	Above average
192	Newsome High School And Sports College	Main	Sports Club/ Community Assoc. use	1976	2009	4	16	30	480	Below average
206	Netherhall Learning Campus High School	Activity Hall	Sports Club/ Community Assoc. use	1950	2009	2	20	25	500	Above average

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Map ref	Site Name	Sub Type	Access Policy	Year Built	Refurb date	No. of courts	Width	Length	Area m ²	Condition
	(Formerly Rawthorpe)									
206	Netherhall Learning Campus High School ((formerly Rawthorpe)	Main	Sports Club/ Community Assoc. use	1950	2009	4	17	33	561	Above average
213	Royds Hall Sports Centre	Main	Pay and Play	1983	1995	4	20	35		Good
213	Royds Hall Sports Centre	Activity Hall	Pay and Play	1983	2002	1	15	20		Good
214	Salendine Nook High School	Activity Hall	Pay and Play	1955	2002	2	17	18	306	Below average
214	Salendine Nook High School	Activity Hall	Pay and Play	1955	2002	2	17	18	306	Below average
224	Shelley College	Main	Sports Club/ Community Assoc. use	1950	2008	4	17	33	561	Below average
224	Shelley College	Activity Hall	Sports Club/ Community Assoc. use	1950	-	1	10	18	180	Below average
232	Sikh Leisure Centre	Main	Pay and Play	1991	2007	4				
239	Spenn Valley Sports College	Activity Hall	Sports Club/ Community Assoc. use	1950	-	2	17	18	306	Above average
239	Spenn Valley Sports College	Main	Sports Club/ Community Assoc. use	1980	-	4	17	27	459	Above average
243	St John Fisher Catholic High School	Main	Sports Club/ Community Assoc. use	1978	-	4	16	30	480	Below average
263	Thornhill Sports Centre	Main	Pay and Play	2007	-	4			594	Above average
277	Westdistrict High School	Main	Sports Club/ Community Assoc. use	1993	-	4	17	33	561	Above average
278	Westmoor Community Sports Hall	Activity Hall	Pay and Play	2006	-	2				
281	Whitcliffe Mount Sports Centre	Main	Pay and Play	1974	-	4	18.2	33	600.6	Below average

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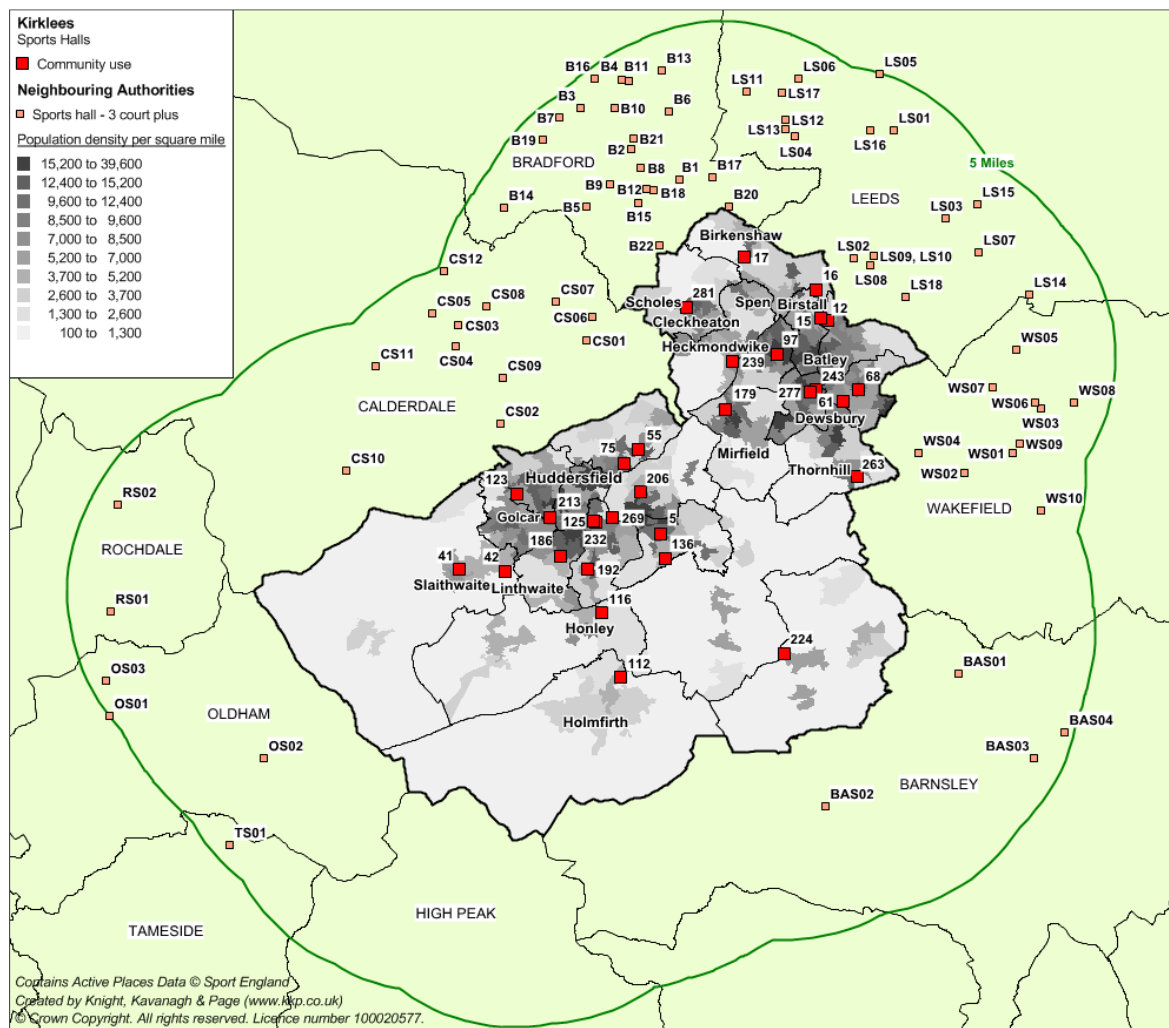
Map ref	Site Name	Sub Type	Access Policy	Year Built	Refurb date	No. of courts	Width	Length	Area m ²	Condition
281	Whitcliffe Mount Sports Centre	Main	Pay and Play	1974	-	4	18.2	33	600.6	Below average
281	Whitcliffe Mount Sports Centre	Activity Hall	Pay and Play	1974	-	1			180	Below average
282	University of Huddersfield Sports	Main	Sports Club/ Community Assoc. use	2014		8				Good

Source: Active Places / KKP Field Research

Neighbouring facilities

Sports hall facilities within 5 miles of the Kirklees borough boundary are illustrated on Figure 4.2 below. For residents living near to Borough boundaries, especially those with car access. Sports facilities in other authorities may influence the choice of destination. New sports hall provision at Odsal in neighbouring Bradford MBC is planned to replace the Richard Dunn Sports Centre.

Figure 4.2 Neighbouring authorities sports hall supply within 5 miles



Facility Planning Model

The Sport England Facility Planning Model (FPM) is a tool developed to assess the strategic provision of sports halls and swimming pools in England at both national and local level. It uses supply and demand information to assess provision. The following analysis is based on data contained in the Sport England Strategic Assessment of need for sports hall provision in Kirklees, FPM National Run 2014 Profile Report. The model takes account of factors such as opening hours, quality and management arrangements

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to provide a strategic overview of facility provision, supply and demand and usage in any given area.

Table 4.3: Facilities Planning Model - supply of sports halls in Kirklees

	Kirklees	Yorkshire	England
Number of halls	45	592	5584
Number of hall sites	29	396	3985
Supply of total hall space in courts	162.9	2178.3	21321.6
Supply of publicly available hall space in courts (scaled with hrs avail in pp)	131.01	1663.16	16317.16
Supply of total hall space in VPWPP	26530	336790	3304225
Courts per 10,000	3.78	4.03	3.91

Kirklees has a total supply of 45 sports halls on 29 sites across the local authority area. (This figure differs to the number considered in this report as it has included a number of activity halls. Please see Section 4.3 for further explanation of this).

This is just over one tenth of the supply of halls in the Yorkshire Region, approximately half the number in Leeds (92 halls on 54 sites), less than Bradford (53 halls on 33 sites) but more than Wakefield (41 halls on 25 sites).

Kirklees' supply of sports halls provides a total hall space of 163 courts (as measured in marked badminton courts), which equates to 3.8 courts per 10,000 population. This is similar to the national rate (3.91) but very slightly lower than the regional average (4.03).

A large number of sports halls of three courts or more are located in areas of high deprivation (see Figure 4.2 below). These areas mirror the areas of high population density, so again there is a small number of sports halls in the south of the authority.

Sports halls all appear to offer some level of community use, apart from one of the main sports halls at Huddersfield New College (123) use of which is restricted through a planning condition. There is a second main hall on the same site which is available for community use.

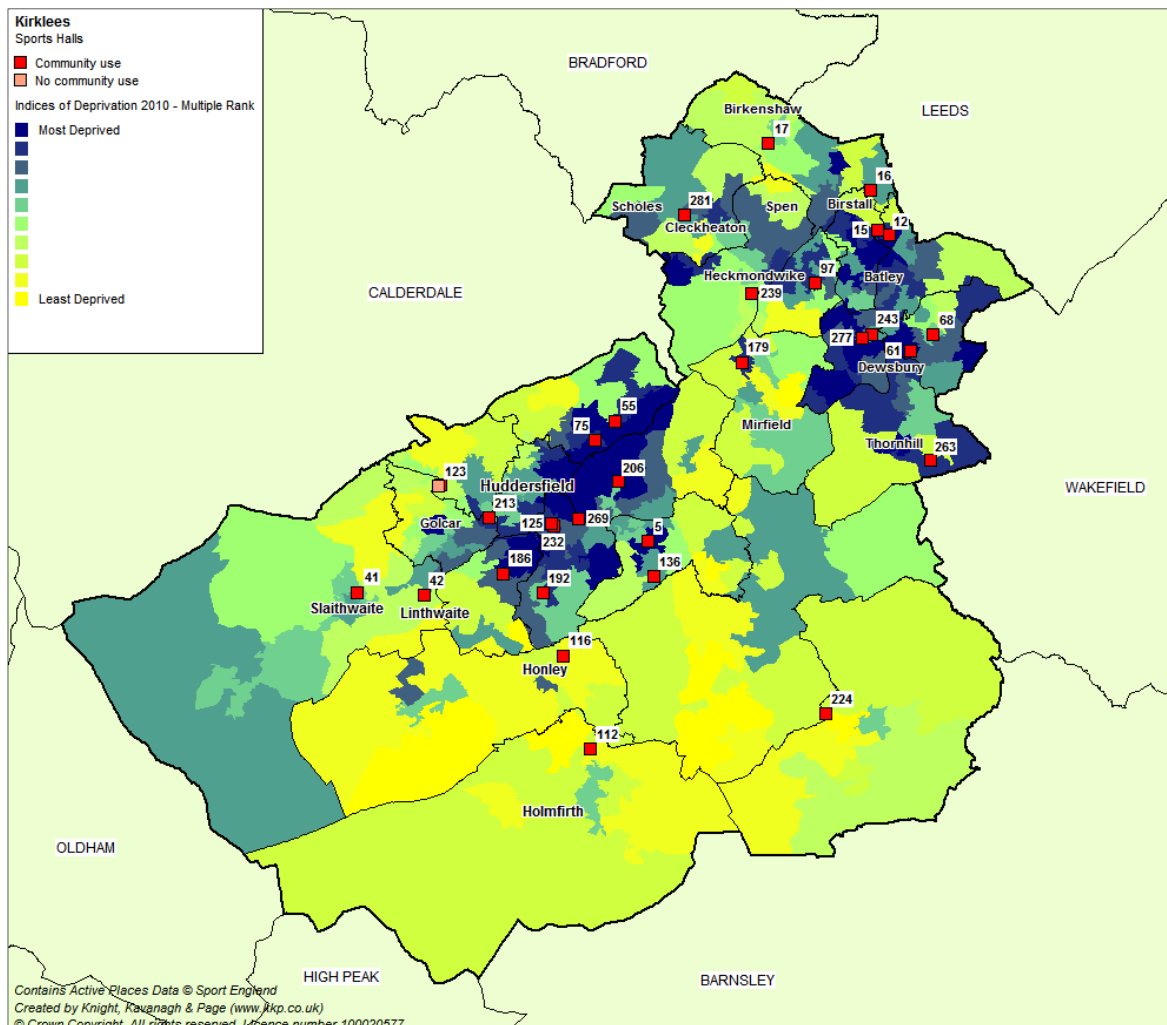
Quality

The age of the sports hall stock in Kirklees varies widely (see Table 4.1 above). Three of the local authority owned facilities are relatively new, built or refurbished within the last 10 years [Batley Sports & Tennis Centre (2010), Colne Valley Leisure Centre (2008), and Dewsbury Sports Centre (2006)]; Huddersfield Leisure Centre was re-furbished in 2003 and re-built in May 2015 and Deighton Sports Arena in Huddersfield was built in 2001].

Conversely a large proportion of the school sports halls are older and have had no major refurbishment since being built- Manor Croft Academy (1950), St John Fisher Catholic High School (1978), Spen Valley Sports College (1980); Honely High School, King James' School and Mirfield Free Grammar School (all 1985); and Batley Grammar School (1989).

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Figure 4.2: Sports halls with three courts or more, over IMD, with community use shown



The only main sports hall assessed as poor is Batley Business & Enterprise College (140). This is located in the north of the authority, next to Batley Grammar School (Above average) and Batley Sports and Tennis Centre (Good).

Quality assessments

The limited level of investment at sites would, prior to inspection have led to an expectation that the quality of facilities would be low. However non-technical site assessments have shown that 10 of the 32 main sports halls evaluated were rated as poor or below average.

Accessibility

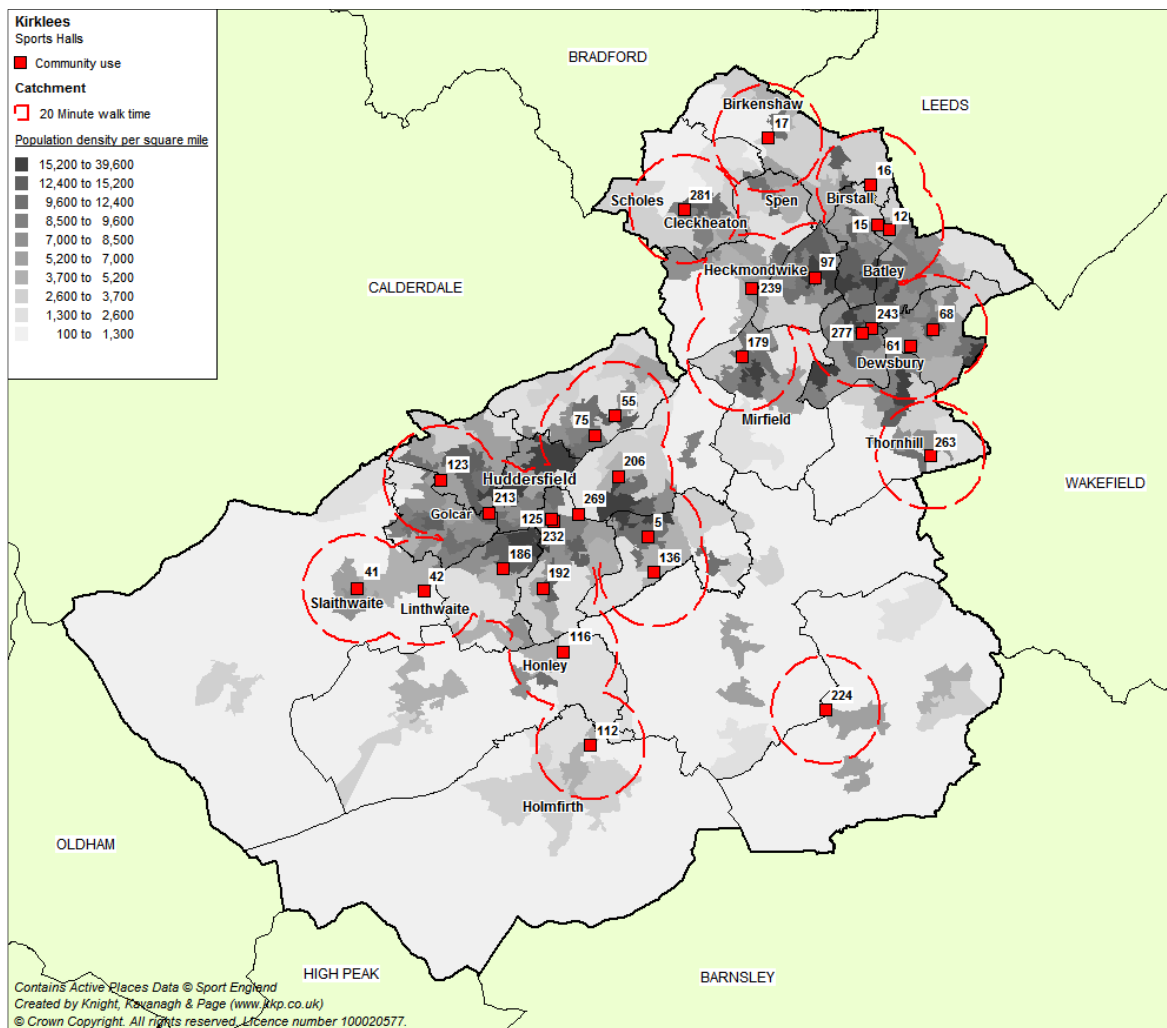
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The data shows that 73% of the population resides within a 20 minute walk of a sports hall and 27% are outside of this catchment. Figure 4.3 shows that the areas of high population are generally within a catchment of a main sports hall.

Table 4.3: Population within a 3 court+ sports hall catchment with community use

Kirklees: community use 3 court+ sports halls	Population	Percentage
Population within 20 minute walk - radial catchment	313,435	73.18%
Population out with 20 minute walk - radial catchment	114,844	26.82%
Total	428,279	100.0%

Figure 4.3: Catchment areas of main sports halls in Kirklees



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Availability

Schools house 19 of the main sports halls. Of these, 10 are Academies, resulting in the schools and therefore facilities being independent from the Local Education Authority (LEA). At the three HE/FE facilities, one sports hall is not available for community use. The 8-court sports hall at the University of Huddersfield is technically available for community use but is primarily available for, and occupied by, student activity. Table 4.4 indicates sports hall management by type.

Table 4.4: Sports hall ownership type

Type	Total	Ownership type	No. 3+ court sports halls
Education	19	Community School	7
		Foundation School	1
		Voluntary Aided School	1
		Academy	10
Further and higher education	3	Further Education	2
		Higher Education Institutions	1
Local authority	9	Local Authority	9
Community organisation	1	Community Organisation	1
Total			32

Table 4.5 summarises the use of the education based sports hall provision by the community. It is evident from the research that many of the sports halls have capacity to accommodate additional users. Only five schools of the nineteen schools are reportedly operating at capacity Royds Hall, Mirfield Free Grammar School, Holmfirth School, Huddersfield New College and Spen Valley Sports College.

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Table 4.5: Club use at education facilities

Facility title	Community opening Hours	Club users	Spare capacity
Huddersfield New College	Mon-Fri 16:30-22:00 Sat-Sun 08:00-16:00	Huddersfield Giants Netball Club, Man United u9s.	Fully booked.
Almondbury High School	Mon-Thu 17:30-22:00 Sun 10:00-14:00	Kirklees Doorstep, FA football skills, Huddersfield Table Tennis League, Huddersfield Giants/ Yorkshire Wheel Chair Sport, Prestige Netball, Almondbury CC, Upper Hopton CC, Pulse Taekwondo, Sport 4 Life – Badminton, Shall We Dance, Augustinians CC, Action Sports Ltd, Linthwaite CC.	Monday 8.15-10.15 Tuesday 9.15 -10.15 Sunday 10.30 – 11.30 and 12.30 – 4.00pm
Batley Business & Enterprise College	Mon-Fri 18:00-21:00	Batley FC	Total of 16 hours spare capacity during the week. Closed at weekends due to no demand existing.
Batley Grammar School	Mon-Fri 17:00-19:00	Norwich Thorpe FC, Old Battalions FC	Spare capacity daily. Currently closed at weekends due to no demand.
Colne Valley Arts College	Mon-Fri 17:30-22:00 Sat-Sun 10:00-17:00	Linthwaite FC, Huddersfield Giants Netball Club	Spare capacity exists 7-8 Weds, 9-10 Tues, 7-10 Fri.
Heckmondwike Grammar	Mon-Fri 18:00-21:00 Sat-Sun 10:00-16:00	Hopton Mills CC, Mirfield CC, Dance Festivals, Norristhorpe FC	Spare capacity on all days.
Holmfirth High School	Mon-Thu 18:00-22:30 Fri 18:00-21:30 Sat-Sun 09:00-17:30	Hepworth United FC, Underbank RLFC, Netherton FC, Pennines Gymnastic Club, Various Cricket Club (7), Holmfirth Cycling Club	Fully booked.
Honley High School	Mon-Fri 18:00-22:00	<i>No information provided.</i>	Little community use exists.
King James High School	Mon-Fri 18:00-22:00 Sat 10:00-18:00 Sun 10:00-14:00	Almondbury CC, Kirkburton Badminton Club	Only two club users, who are both looking to move.
Manor Croft Academy (Earlsheaton Tech. College)	Mon-Fri 18:00-21:00 Sat-Sun 10:00-16:00	<i>No information provided.</i>	<i>No information provided.</i>
Moor End Academy	Mon-Fri 18:30-22:00 Sat-Sun 10:00-16:00	Portland Netball Club	Spare capacity on all days.
Nether Hall Learning Campus	Mon-Fri 18:00-22:00 Sat-Sun 10:00-16:00	Dolton Dynamos FC, 5-a-side league, music school	Spare capacity on all days.

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Facility title	Community opening Hours	Club users	Spare capacity
Newsome High School	Mon-Fri 18:00-21:00	Huddersfield Wheelers, Honley FC, Hepworth United FC, Armitage Bridge CC	Spare capacity on Mondays and Fridays.
North Huddersfield Trust	Mon-Fri 17:00-22:00 Sat-Sun 09:00-17:00	Fartown Badminton Club	Spare capacity on all days.
Royds Hall High School	Mon-Fri 17:30-22:30 Sat 09:00-13.00 Sun 09.00-16.00	Linthewaite JFC, Mary Hawdon Fencing Club, Royds Hall Badminton Club, Huddersfield Taekwondo, Shukokai Karate, Phoenix Karate, Valley Bowmen, Hi Tech Cougars Netball, Portland and Monumentals Netball clubs, J Chan Taekwondo	Fully booked.
Shelley College	Mon-Fri 17:30-22:00	Shepley Badminton Club, Shelley Ladies Netball Club, Skelthorpe CC, Derbydale Athletic Club.	Limited spare capacity exists. Would open on weekends if demand existed.
St John Fisher Catholic High School	Mon-Fri 09:00-18:00 Sat-Sun 09:00-18:00	<i>No information provided.</i>	<i>No information provided.</i>
Thornhill Academy	Mon-Fri 18:00-22:00 Sat-Sun 10:00-16:00	<i>No information provided.</i>	Limited spare capacity on Fridays and weekends.
The Mirfield Free Grammar	Mon-Fri 18:00-21:30 Sat 09:30-15:30	Mirfield Netball and Mirfield Karate clubs, No Strings Badminton, Tough Rugby League, Rollazone	Fully booked.
Westborough High School	-	<i>No community use allowed due to staffing.</i>	<i>No community use allowed.</i>

Summary of supply

There are 60 sports halls with at least one badminton court in Kirklees; of these 32 have three courts or more. Of these 32 'main sports halls', 31 are available for community use. Three (of the 32 main sports halls) are eight badminton courts in size. The FPM identifies 45 activity halls located on sites with main sports halls.

Sports halls are generally located in more densely populated and more deprived areas of the authority. Their age and the level of investment varies considerably; however, the non-technical site assessments conducted suggest that only one fifth of sports halls are rated poor or below average. A large proportion of main sports halls (19) are located in schools, of which the Local Authority owns nine.

When considering access, 73% of the population reside within a 20 minute walk of a sports hall.

Sport England's FPM confirms that there are 3.78 courts per 10,000 population in Kirklees. This is lower than the regional (4.03 per 10,000) and national (3.91 per 10,000) figures.

4.2 Demand

Statistics for APS 8, covering the period October 2014 – March 2015, show that 15.5 million people did some kind of sport once a week, every week. This figure is 222,000 less than the previous six months.

The largest falls are in swimming participation (despite this, swimming is still Britain's most popular activity with 2.5 million participants per week), followed by running (2.2 million) and cycling (2.1 million). Golf (0.73million) and football (1.9 million). Sports currently on the rise are running, tennis and basketball.

Since the survey began in October 2006, it has consistently demonstrated that adults from higher socio economic groups are more likely to take part in sport than the converse. Appendix B contains Sport England Active People Survey and Market Segmentation data for Kirklees. The data suggests some latent demand for sports hall sports.

Future demand

It is projected that the overall number of people in Kirklees will rise by +27,760 (+6.4%) by 2024, providing the following differences in age profile of the population:




- ◀ +6,505 (+7.4%) more 0-15 year olds; and
- ◀ -4,479(-7.5%) fewer 45-54 year olds; and
- ◀ +8,197 (+17.0%) more 55-64 year olds; and
- ◀ +15,320 (+21.5%) more people aged 65+.

The two age groups with the largest increase are 55-64 year olds and the 65+ age group. The Sport England segments that fit this age profile do not point to a major interest in sports hall sports. The age band predicted to decrease is 45-54 year olds. The Sport England segments that fit this age profile are listed in Table 4.6 below. The top sports

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are cycling, swimming and keep fit/gym, suggesting that the reduction in numbers on this age group will not have a significant impact on sports hall participation.

Table 4.6: Segments predicted to decrease in Kirklees by 2024.

Segment		Segment description	Segment sporting behaviours
	Philip Comfortable Mid Life Male	Mid-life professional, sporty males with older children and more time for themselves. <i>Full time job and owner occupied, children, married.</i>	Philip's sporting activity levels are above the national average. Philip's top sports are cycling (16%), keep fit/ gym (15%), swimming (12%), football (9%), and golf (8%)
	Elaine Empty Nest Career Ladies	Mid-life professionals who have more time for themselves since their children left home. <i>Full time job and owner occupied, married.</i>	Elaine's sporting activity levels are similar to the national average. Elaine's top sports are keep fit/ gym (21%), swimming (18%), cycling (7%), athletics including running (3%) and tennis (2%).
	Brenda Older Working Women	Middle aged ladies, working to make ends meet <i>Part-time job, married.</i>	Brenda is generally less active than the average adult. Brenda's top sports are keep fit/ gym (15%), swimming (13%), cycling (4%), athletics including running (2%) and badminton (1%)

Whilst the Sport England Segmentation model has a role to play in facility planning in Kirklees concern has been expressed that it does not fully reflect the local population and in particular Black and Ethnic Minority (BEM) Groups.

Facilities Planning Model

The FPM is based on the calculated demand as outlined below, data is once again taken from the September 2014 National Run of the Sport England FPM Kirklees Profile Report.

Table 4.7: Facilities Planning Model- demand for sports halls in Kirklees

	Kirklees	Yorkshire	England
Population	431,310	5,407,883	54,472,081
Visits demand – visits per week in the peak period	19759	245852	2483519
Equivalent in courts – with comfort factor included	121.96	1517.6	15330.36
% of population without access to a car	25.7	26.7	24.9

Kirklees has a total population of 431,310, which creates a demand in Visits per Week in the Peak Period (VPWPP) for sports hall visits that equates to 122 courts.

Access to a car is limited in Kirklees with 26% of people not having any. This is just above the national level and just under the regional level.

NGB consultation

Consultation was undertaken with a number of key NGBs plus other relevant partners across the Borough to inform this report. A summary of the main consultees relevant to sports halls is listed below.

Badminton England

The Badminton England National Strategy has a particular focus on Community Sport Networks, Smash Up sites and Play Badminton sites. Smash Up is Badminton England's youth participation initiative.

England Basketball

The NGB identifies four local basketball clubs in Kirklees, however, as of August 2014 Huddersfield Heat folded, leaving three clubs in the area. Kirklees Kestrels and Newsome Basketball Club both train at Newsome High School. Deighton Basketball Club is based at the Deighton Sports Arena. The Sports Arena is full at peak times and this is reportedly currently limiting the growth of Deighton Basketball Club as there is no available court time to expand club sessions.

West Yorkshire as a whole is a focus area for basketball but the NGB focus is on the larger cities, such as Bradford and Leeds for investment. Due to budget cuts at England Basketball there are no local staff for basketball in the area and local development posts no longer exist.

England Netball

Significant netball activity is currently based at Whitcliffe Mount Sports Centre in Cleckheaton. This includes junior and senior leagues, club training, West Yorkshire County Academy, summer league, performance centre and coach education. The centre is close to the M62/M606 interchange and has good access from much of West Yorkshire making it a well located competition venue.

The new sports centre at Huddersfield University is used for a range of netball activity, including local league and performance academy activity. Access is limited due to University activity during term time. The facility is more available out of term time for community use; however, this limits year round activity.

Huddersfield Netball League competition is played mainly on school sites at multiple venues. The costs of court hire is, however, increasing and the facilities are old with under sized run offs and sub-standard equipment.

Dewsbury Sports Centre is used for junior and senior leagues, however usage is reducing due to a number of issues surrounding the venue. Consultation suggested that double bookings in the hall has affected activity, consequently groups would rather use other facilities.

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The closure of Whitcliffe Mount Sports Centre will have a significant impact on netball in the area. KAL have worked with the netball clubs based at Whitcliffe Mount Sports Centre, and all the teams have managed to secure alternative provision. If community use can be secured for the new sports hall at Whitcliffe Mount, it may be possible for some of these teams to return to the area in the future. New sports hall provision at Odsal in neighbouring Bradford MBC may accommodate future latent demand.

England Table Tennis

Table tennis tables are available at a number of sports hall venues although it is not reported to be a particularly popular activity. . Table tennis is, however, one of the more popular sports hall based sessions among disability groups, with sessions at Deighton Sports Arena, Dewsbury Sports Centre and Huddersfield Leisure Centre, and an inclusive session at Almondbury Sports Centre. The specialist facility in Mirfield belongs to the Heckmondwike Table Tennis Club, it has 5 tables and is available for members and as a pay and play facility at set times. It is one of four specialist table tennis facilities in Yorkshire (the other three are in Halifax, Keighley and Hull). The club participates in the Dewsbury Table Tennis League.

Summary of demand

Data suggests that participation rates in Kirklees are lower than regional and national averages, however, within the Sport England segmentation data there is an identified latent demand of people who would like to participate in sports hall sports. There is potential for local sports clubs to develop and expand sessions, if the facilities could accommodate this. Qualified coaches and volunteers will also be needed to support additional activity.

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4.3 Supply and demand analysis

Table 4.8: Supply and demand balance in Kirklees

	Kirklees	Leeds	Bradford	Yorkshire	England
Supply: sports halls (courts) scaled to take account of hours available for community use	131.01	243.37	167.4	1663.16	16317.16
Demand- Sports hall provision (courts) taking into account a 'comfort' factor	121.96	230.11	155.53	1517.6	15330.36
Supply/Demand balance	9.05	13.26	11.87	145.56	986.8

The Kirklees population is estimated to generate a demand for 122 courts with a 'comfort factor' allowance. This compares to a current available supply of 131 courts, giving a supply/demand surplus of 9 courts. This suggests that across the borough, there is a good fit between supply and demand albeit with limited excess capacity to accommodate additional use should demand increase.

Table 4.9: Demand from Kirklees residents currently being met by supply

Satisfied demand	Kirklees	Yorkshire	England
Total number of visits which are met	18498	225608	2263744
% of total demand satisfied	93.6	91.8	91.2
% of demand satisfied who travelled by car	75.5	75.6	77
% of demand satisfied who travelled by foot	15.1	15.1	15.4
% of demand satisfied who travelled by public transport	9.3	9.3	7.6
Demand retained	16012	223100	2262834
Demand retained -as a % of satisfied demand	86.6	98.9	100
Demand exported	2486	2509	910
Demand exported -as a % of satisfied demand	13.4	1.1	0

94% of demand for sports hall visits from Kirklees residents is currently being met. This is a higher level than nationally and regionally (91% and 92% respectively), and higher than the neighbouring local authority areas of Leeds (91%) Bradford (93%) and Wakefield (92%). It indicates a good supply of sports halls and that they are well located across the Borough to provide access to most residents.

Of this satisfied demand, on average 75% of visits to sports halls were made by car, 15% used public transport and 9% of visits were made on foot. Visits by car are at a higher level than in the urban areas of Leeds and Bradford, where a higher percentage of visits used public transport in an area with reportedly better transport infrastructure.

87% of satisfied demand was retained within Kirklees facilities catchments and 13% was exported to halls in adjacent local authorities.

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Table 4.10: Unmet demand in Kirklees

	Kirklees	Yorkshire	England
Total number of visits in the peak, not currently being met	1261	20244	219775
Unmet demand as a % of total demand	6.4	8.2	8.8
Equivalent in courts - with comfort factor	7.79	124.96	1356.64
% of unmet demand due to ;			
- Lack of capacity -	0	6.9	27.5
- Outside catchment -	100	93.1	72.5
- Outside catchment;	100	93.1	72.5
% unmet demand who do not have access to a car	95.6	84.4	64.5
% of unmet demand who have access to a car	4.4	8.7	8
Lack of capacity;	0.0	6.9	27.5
% unmet demand who do not have access to a car	0	6.5	23.2
% of unmet demand who have access to a car	0	0.4	4.4

Only 6% of total demand for visits to sports halls in Kirklees was unmet, equating to 8 courts including comfort factor. This is much lower than national and regional figures, as well as the comparator neighbouring local authority areas.

All the unmet demand emanates from outside the catchment areas of existing sports halls and the majority (96%) is from those without any access to a car. It is therefore almost impossible to meet this demand as it would require the provision of a hall within easy walking distance of every resident and result in considerable over supply of facilities and substantial unused time.

4.4 Summary

Sports hall provision across Kirklees is of a reasonable quality and fit for purpose, although the stock is generally old and would benefit from investment. Sports halls are not all full to capacity and are able to accommodate additional activity; this statement applies particularly to sports halls located on school sites.

Whitcliffe Mount Sports Centre which is closing in May 2016 will be replaced with a new four court community facility in the school rebuild. Existing users have successfully been relocated, but every effort should be made to secure use for the community at the rebuilt facility.

Participation rates in Kirklees are lower than regional and national rates, however, there is an identified latent demand (based upon interrogation of Sport England Market Segmentation data) of more than 9,000 people who wish to participate in sports hall sports. There is potential for local sports clubs to develop and expand sessions to attract participants. The audit undertaken indicates that there is capacity within the existing built sports hall infrastructure to accommodate this. However qualified coaches and volunteers would also need to be available to support additional activity.

Given the capacity at existing provision no new sports hall provision beyond, the planned 4 court replacement for Whitcliffe Mount, is required.

4.5 Summary of key facts and issues

- ◀ There is a good supply of sports halls; they are well located across the borough providing a reasonable degree of access to most residents.
- ◀ The total number of (3+ court) sports halls in Kirklees is 32.
- ◀ The quality is variable, reflecting the age of certain halls across the Borough. Stock is however, mostly fit for purpose.
- ◀ A high proportion (73%) of the population resides within a 20 minute walk-time of a sports hall.
- ◀ The three 8-court facilities (Dewsbury Sports Centre, Huddersfield Leisure Centre and Huddersfield University) in the borough are helping to meet regional competition needs for certain sports.
- ◀ Substantial investment in the existing sports hall stock will be required over the period of the strategic framework. Given the lack of capital funding available this is a major risk.
- ◀ There is capacity within existing sports hall facilities to accommodate latent and unmet demand.
- ◀ There is little evidence to suggest that many existing voluntary clubs have the ability to raise participation rates in sports hall activities.
- ◀ The sports segmentation data identifies some latent demand amongst the local population for sports hall activities.
- ◀ No new sports hall provision is required to meet latent or future demand
- ◀ The resources for NGB development programmes to attract new users are limited, for example England Basketball has recently had to make budget cuts and reduce the number of development staff employed.
- ◀ The loss of facilities at Whitcliffe Mount Sports Centre in May 2016 will be partially replaced with a new build 4 court sport hall at the school. Displaced users have been found new venues.
- ◀ Based upon the variable approaches taken and differential levels of occupancy it is clear that community access to schools' sports facilities should be underpinned and protected via specific community use agreements (CUA's). New agreements should be issued for any new school sports provision and existing agreements should be enforced.

SECTION 5: SWIMMING POOLS

5.1 Introduction

A swimming pool is defined as an “enclosed area of water, specifically maintained for all forms of water based sport and recreation”. Potentially a valuable teaching resource, swimming pools accommodate a range of water sports; swimming, sub aqua, synchronised swimming, kayaking, octopush and water polo plus diving (increasingly only available in specialist venues). Pools are extensively used for fitness swimming and fitness classes, e.g. aqua aerobics. The main NGB for pool based activities is the Amateur Swimming Association (ASA). Pools come in many shapes and sizes, the main forms of pool are:

- ◀ Main / competition pools
- ◀ Community pools
- ◀ Learner / learner training pools
- ◀ Diving pools and
- ◀ Leisure pools

Table 5.1 Pools - key design characteristics

Type	Length	Width	Depth	Key features
50m ASA national competition pool	50m	Minimum 8 lane 19 or 21m	1.0m – 1.8 min 2.0m preference	White or pale blue finish Lane markings Timing system
25m county standard pool	25m	Minimum 6 lane 13m	1.0m – 1.8 min	White or pale blue finish Lane markings Timing System
25m community pool	25m	5 lanes 10.5m	1.0m – 2.0m preference	White or pale blue finish Lane markings
25m community pool	25m	4 lanes 8.5m	1.0m – 2.0m preference	White or pale blue finish Lane markings
20m community pool	20m	4 lanes	0.8m – 1.00/1.5m	
Learner pool	13m x 20m	7.0m	0.6m – 0.9m	White or pale blue
Leisure pools	Variable	N/a	Variable	Free form shape Shallow water Wave machine Beaches Water rides/ Lazy river Spa pools/ geysers Cannons Slides/other play equipment
Diving Pools				Separate and purpose built

Source: Design Guidance Note, Swimming Pools, Sport England, 2013

It is part of the National Curriculum that all children should be taught to swim. Swimming is taught in Kirklees schools and extra-curricular swimming lessons are available at KAL pools.

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5.2 Swimming pools - supply

Quantity

Although the FPM suggests that there are 20 pools in Kirklees, there are in fact 21, located at 17 sites across the Borough as follows:

Table 5.1 Supply of swimming pools in Kirklees

Facility title	Provision	Operator	Access
Almondbury Sports Centre	4 lane 25m x 8m	KAL	Pay and play
Batley Baths & Recreation Centre	3 lane 23m x 10m	KAL	Pay and play
Batley Sports and Tennis Centre	6 lane 25m x 12.7m Learner pool	KAL	Pay and play
Club Titanic (Spa)		Commercial	Pay and Play
Colne Valley Leisure Centre	4 lane 25m x 8m	KAL	Pay and play
Dewsbury Sports Centre	6 lane 33m x 12m Learner pool	KAL	Pay and play
Huddersfield Leisure Centre (opened 2015)	8 lane 25m x 12.5m 20m Learner pool	KAL	Pay and play
Holmfirth Pool and Fitness Centre	4 lane 25m x 8m	KAL	Pay and play
Spensborough Pool and Fitness Complex	6 lane 33.3m x 12.8m Learner pool	KAL	Pay and play
Scissett Baths and Fitness Centre	4 lane 23m x 11m	KAL	Pay and play
North Huddersfield Trust School	5 lane 25m x 12	KAL	Pay and play
Salendine Nook High School	4 lane 20m x 12m	KAL	Pay and play
DW Sports	4 lane 20m x 9m	Commercial	Members club
Momentum Leisure Club	3 lane 15m x 5.5m	Commercial	Members club
Stadium Health & Fitness Complex	6 lane 25m x 12.7m Learner pool	KAL	Pay and play
Swimnation	10m x 5m teaching pool	Commercial	Pay and play
Woodland Glade	3 lane 15m x 5.5m	Private*	Residents only

*Not mapped**

Investment proposals

Scissett Baths and Fitness Centre has recently been refurbished and re-opened in January 2015. Huddersfield Sports Centre now called Huddersfield Leisure Centre has been rebuilt on a new site. The 8 lane x 25m pool is suitable for hosting galas and competitions. The Leisure Centre has a separate 20m learner pool facility and further separate 'Splash Park' leisure pool, with numerous water features.

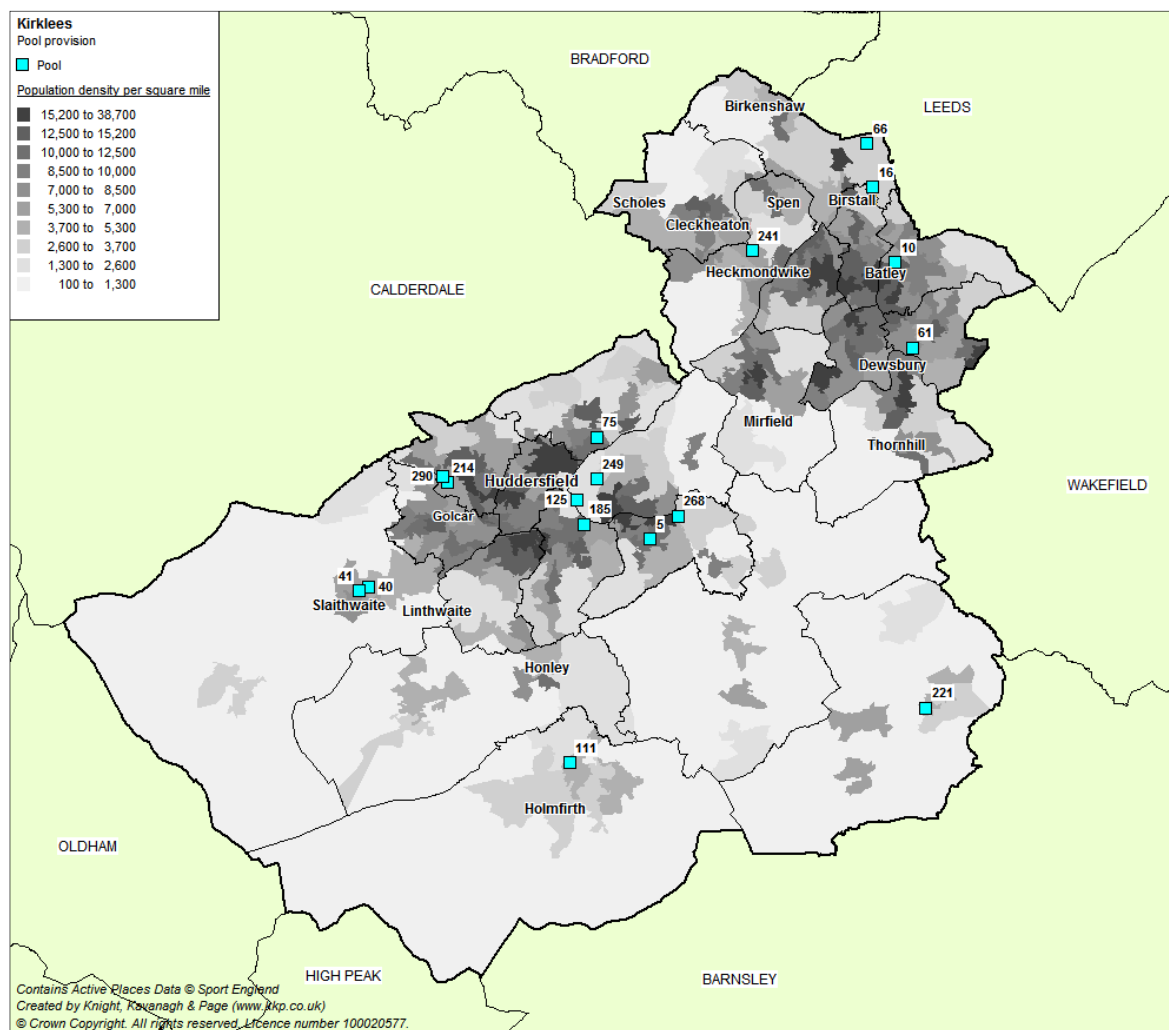
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Figure 5.1 overleaf illustrates the location of each pool. Geographically the pools are distributed between the Huddersfield urban area, the smaller towns in the north and the rural areas to the south. It is generally the more sparsely populated rural areas that do not have swimming pools. Table 5.2 identifies the pay and play opportunities for swimming in Kirklees.

The urban areas of Huddersfield and the smaller towns in the north of the Borough have the highest concentrations of multiple and health deprivation. The pools at Spenborough and Dewsbury play a major strategic role in ensuring access to water space for some of these densely populated areas, and both will be in need of significant investment in the years to come. Retaining these pools should be a priority for Kirklees Council.

Commercially provided pools in Kirklees exist in the Huddersfield urban area where they are provided as part of a health and fitness club offering. The exception is Swimnation. This is a private teaching pool, offering swimming lessons to adults and children. The pool opened in 2014.

Figure 5.1 Swimming pool supply in Kirklees



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Table: 5.1 Swimming pools in Kirklees

Ref	Site Name	Sub Type	Lanes	Condition
5	Almondbury Sports Centre	Main/general	4	Good
10	Batley Baths & Recreation Centre	Main/general	3	Above average
16	Batley Sports & Tennis Centre	Main/general	6	Good
16	Batley Sports & Tennis Centre	Learner/teaching/training	0	Good
40	Club Titanic	Main/General	0	Not assessed
41	Colne Valley Leisure Centre	Main/General	4	Above average
61	Dewsbury Sports Centre	Main/General	6	Above average
61	Dewsbury Sports Centre	Learner/teaching/training	0	Above average
66	DW Sports Fitness (Leeds)	Main/General	1	Not assessed
75	North Huddersfield Trust	Main/General	5	Good
111	Holmfirth Pool and Fitness Centre	Main/General	4	Good
125	Huddersfield Leisure Centre	Main/General	8	Good
125	Huddersfield Leisure Centre	Learner/teaching/training	0	Good
185	Momentum Leisure Club (Huddersfield)	Main/general	0	Not assessed
214	Salendine Nook High School	Main/general	4	Above average
221	Scissett Baths & Fitness Centre	Main/general	4	Good
241	Spensorough Pool/Fitness Complex	Main/General	6	Poor
241	Spensorough Pool/Fitness Complex	Learner/teaching/training	0	Below average
249	Stadium Health & Fitness Complex	Main/General	6	Good
268	Total Fitness (Huddersfield)	Main/General	3	Not assessed
290	SwimNation	Teaching	0	Not assessed

Table 5.2 Geographical locations (Pay and play facilities)

Huddersfield Urban Area	Smaller northern towns	Rural areas
Huddersfield Leisure Centre	Spensorough Pool and Fitness Complex	Scissett Baths and Fitness Centre
Stadium Health and Fitness Complex	Batley Baths & Recreation Centre	Holmfirth Pool and Fitness Centre
Almondbury Sports Centre	Batley Sports and Tennis Centre	Colne Valley Leisure Centre
North Huddersfield Trust School	Dewsbury Sports Centre	
Salendine Nook High School		

Neighbouring facilities

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Pool facilities within 5 miles of the Kirklees local authority boundary are illustrated in Figure 5.2. For residents living near to the Borough boundary, especially those with car access, pool availability in other authorities may influence the choice of destination.

As the drive time map illustrates, it is possible to travel quite significant distances within 20 minutes and access facilities in neighbouring authorities, particularly Calderdale, Bradford, Leeds and Wakefield. This is mainly due to the extensive and high level road network.

Bradford MBC has plans to replace the Richard Dunn Sports Centre and develop two new pools at Sedbergh Playing Fields near Odsal (6 lane x 25m pool) and in Bradford City Centre (8 lane x 25m). These swimming pools are expected to open in 2016/17.

Sport England's FPM analysis takes account of pools in adjacent areas and assigns visits from residents to them in calculating the supply/demand balance and accessibility.

Figure 5.2 Neighbouring authorities swimming pool supply within 5 miles

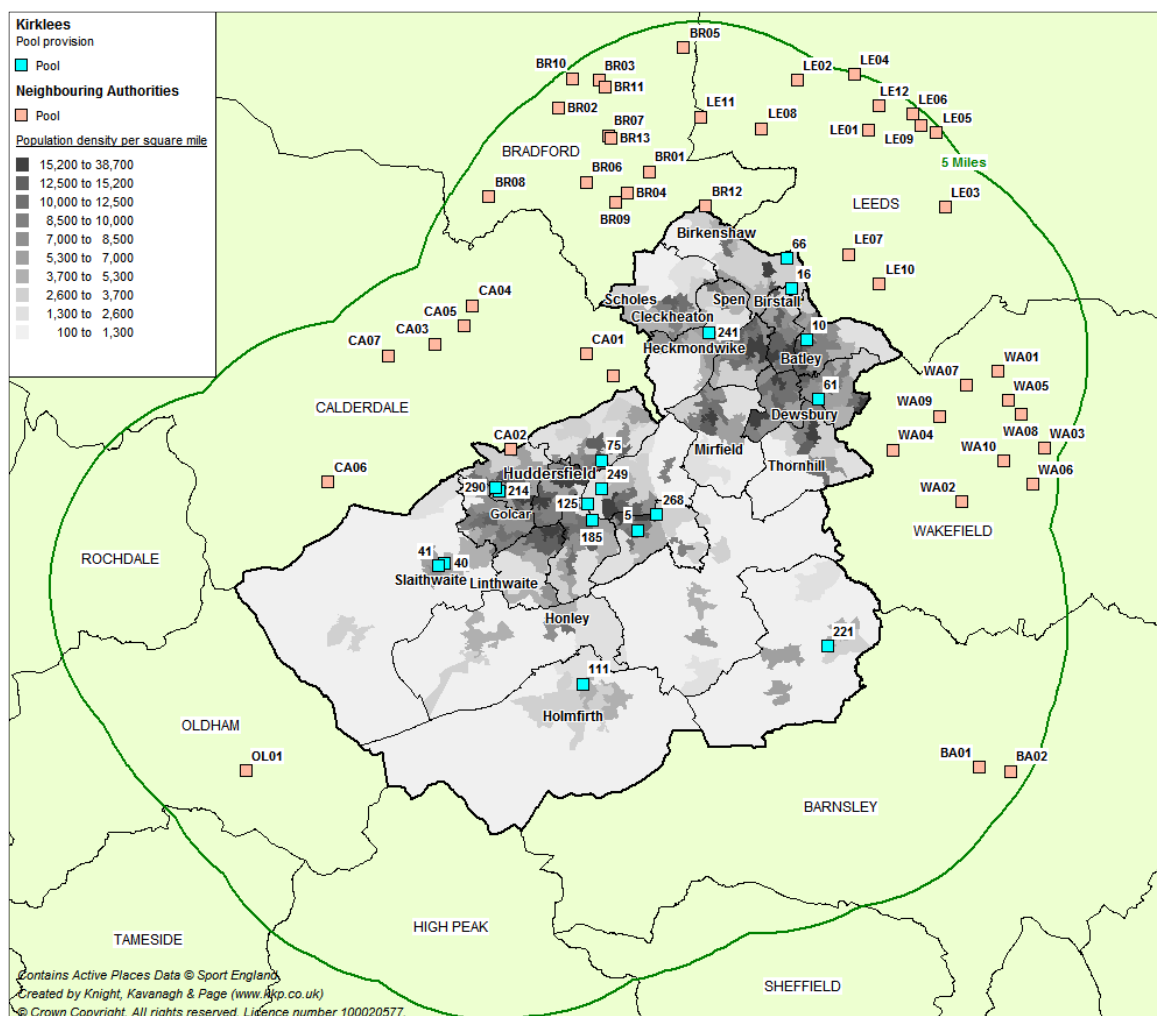


Table 5.3: Swimming pools within 5 miles of Kirklees

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Ref	Site Name	Lanes
BA01	Bannatynes Health Club (Barnsley)	0
BA02	Greenacre School	0
BR01	Bowling Swimming Pool	4
BR02	Bradford Girls Grammar School	4
BR03	Bradford Grammar School	6
BR04	Cedar Court Health Club (Leeds / Bradford)	0
BR05	Eccleshill Swimming Pool	6
BR05	Eccleshill Swimming Pool	0
BR06	Grange Technology College	0
BR07	Momentum Leisure Club (Bradford)	0
BR08	Queensbury Swimming Pool	5
BR09	Richard Dunn Sports Centre	4
BR10	St Bede's Catholic Grammar School	3
BR11	St Joseph's Catholic College	4
BR12	Tong Sports Centre And Pool	4
BR13	University Of Bradford Sports Centre	5
CA01	Brighouse Swimming Pool And Fitness Centre	5
CA01	Brighouse Swimming Pool And Fitness Centre	4
CA02	Cedar Court Health Club (Huddersfield / Halifax)	0
CA03	Crossley Heath School	0
CA04	DW Sports Fitness (Halifax)	1
CA05	Halifax Swimming Pool	6
CA05	Halifax Swimming Pool	0
CA06	Rishworth Sports Club	4
CA07	Sowerby Bridge Swimming Pool And Fitness Centre	5
CA07	Sowerby Bridge Swimming Pool And Fitness Centre	0
CA08	Spirit Health Club (Leeds Brighouse)	4
LE01	Armley Leisure Centre	5
LE01	Armley Leisure Centre	0
LE02	Bramley Baths	4
LE03	John Charles Centre For Sport	10
LE03	John Charles Centre For Sport	0
LE04	Kirkstall Leisure Centre	6
LE04	Kirkstall Leisure Centre	0
LE05	Livingwell Health Club (Leeds)	0
LE06	Momentum Leisure Club (Opal 1 Leeds)	0
LE07	Morley Leisure Centre	6
LE07	Morley Leisure Centre	0
LE08	Pudsey Leisure Centre	4
LE09	Spirit Health Club (Leeds)	1
LE10	Velocity Health & Fitness (Leeds South)	2
LE11	Virgin Active Club (Bradford)	4
LE12	Virgin Active Club (Leeds Kirkstall Road)	4
LE12	Virgin Active Club (Leeds Kirkstall Road)	0
OL01	Saddleworth Pool And Leisure Centre	4

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Ref	Site Name	Lanes
WA01	Bannatynes Health Club (Wakefield)	3
WA02	Cedar Court Health Club (Wakefield)	0
WA03	Oasis Health Club (Wakefield)	0
WA04	Ossett Academy And Sixth Form College	4
WA05	Queen Elizabeth Grammar School	0
WA06	Sandal Endowed Junior School	0
WA07	Silcoates School	4
WA08	Sun Lane Leisure	6
WA09	Total Fitness (Wakefield)	6
WA09	Total Fitness (Wakefield)	0
WA10	Wakefield Fitness & Wellbeing Centre	0

Quality

As the non-technical assessments illustrate, pool quality and that of associated changing accommodation is high variable reflecting the mixed nature of overall provision.

Table 5.3 Quality Rating of Assessed Pools

Quality rating of assessed swimming pools			
Good	Above average	Below average	Poor
9	5	1	1

Discussions with pool operator KAL and VC indicates that some facilities are reaching the end of their economic life. The Council needs to consider carefully the age and condition of its swimming pool provision, in particular at key sites like Dewsbury Sports Centre and Spensborough Pool, and ensure that there is continued investment in the sites if it wishes to retain provision across its pool stock.

Accessibility

As noted above, pools are located in three distinct geographical areas. Figure 5.3 below illustrates each of the pay and play pools with a 20 minute drive time catchment area. Whilst Figure 5.4 illustrates the supply of pools with a 20 minute walk time catchment area.

Figure 5.3 Swimming supply in Kirklees 20 minute drive time

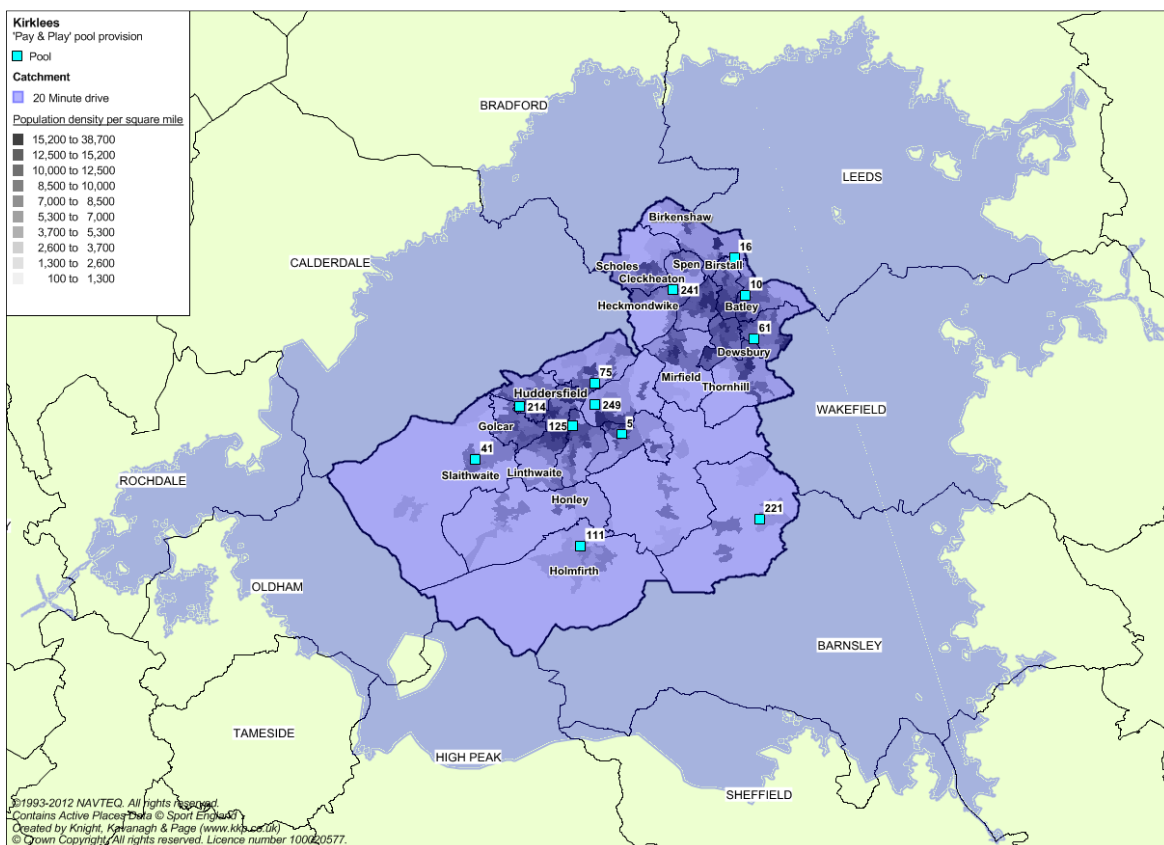


Figure 5.4 illustrates the availability of pools in the urban areas and gaps in provision. Significant areas of deprivation within Huddersfield are within a 20 minute walking distance of existing pool provision and the map clearly identifies the areas not covered. These include Mirfield, Birkenshaw, Scholes and Thornhill.

Numerically, however, 54.22% are not within the 20 minute walking distance, a reflection of the rural nature of the geography in the south of the Borough

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Figure 5.4 Kirklees Swimming Pool Supply – 20 minute walk time

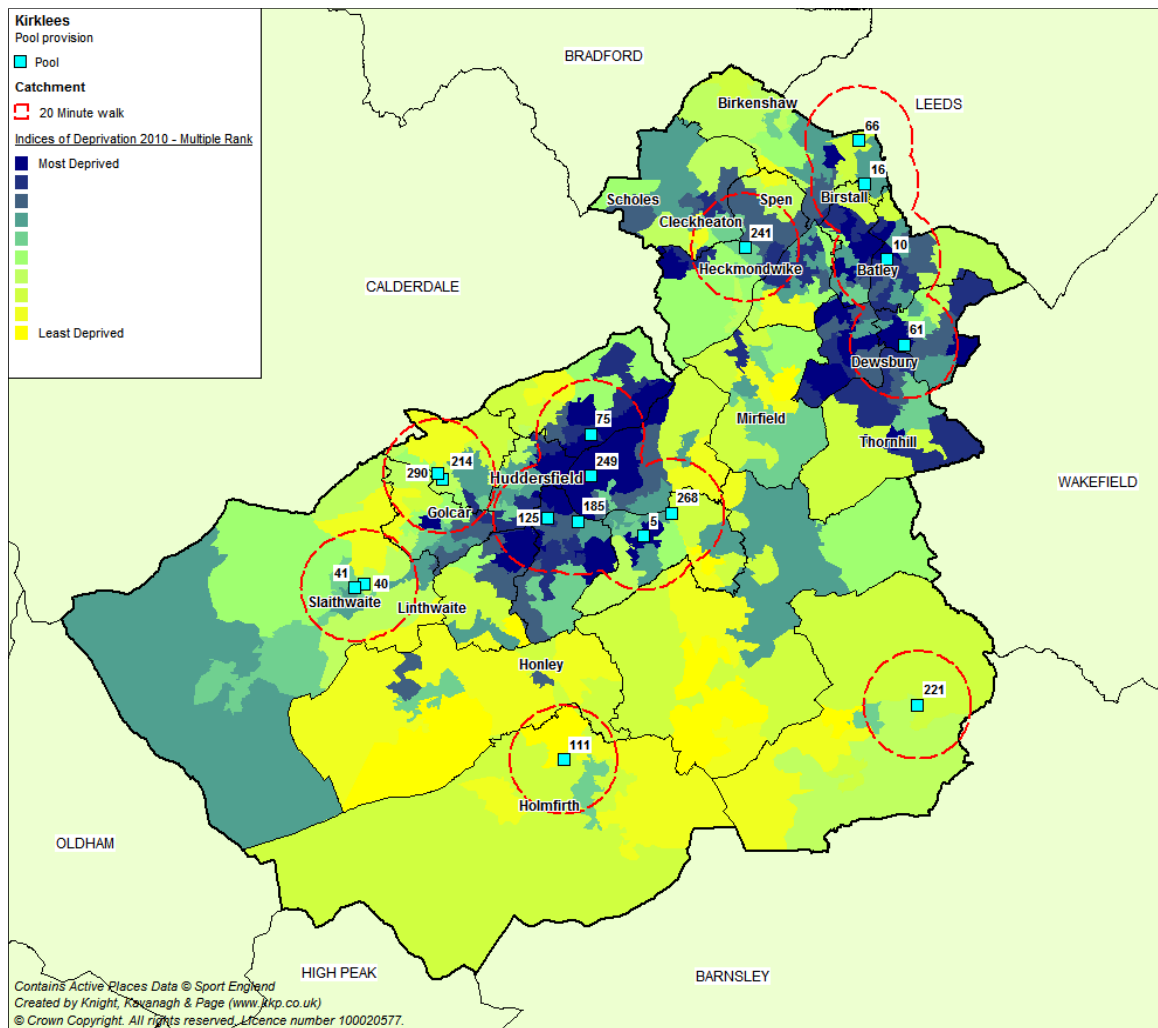


Table 5.4: IMD 2010 populations within Kirklees pools 20 minute walk time catchment

Indices of Multiple Deprivation 2010 10% bands	Kirklees		Kirklees pools catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside %	Persons outside catchment	Population outside %
00 - 10%	58,442	14.26%	40,109	9.79%	18,333	4.47%
10 - 20%	56,398	13.76%	33,715	8.23%	22,683	5.53%
20 - 30%	47,290	11.54%	27,028	6.59%	20,262	4.94%
30 - 40%	54,871	13.39%	31,980	7.80%	22,891	5.59%
40 - 50%	33,401	8.15%	16,432	4.01%	16,969	4.14%
50 - 60%	27,520	6.71%	10,953	2.67%	16,567	4.04%
60 - 70%	30,705	7.49%	10,562	2.58%	20,143	4.91%
70 - 80%	51,093	12.47%	16,195	3.95%	34,898	8.51%
80 - 90%	37,801	9.22%	8,274	2.02%	29,527	7.20%
90 - 100%	12,321	3.01%	1,936	0.47%	10,385	2.53%
Total	409,842	100.00%	197,184	48.11%	212,658	51.89%

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Availability

The public swimming pool stock across Kirklees is predominately managed by KAL. Pools on multi-sport leisure centre sites are open from early morning 06.30/07.00 until 21.00/22.00 hours. Programming enables a wide range of users across the age and ability ranges. In addition to swimming, pools cater for water based sports such as water polo, kayaking/canoeing, octopush and synchronised swimming. The pools also accommodate a number of fitness and exercise classes however none can accommodate diving.

Within the pools stock several are based on school sites. In addition to helping to cater for school swimming requirements these make a significant contribution to meeting community swimming needs. The facilities managed by SPIE (Almondbury, Salendine Nook and North Huddersfield Trust) do not facilitate pay and play provision but do play a major role in meeting club and community needs after school hours and at the weekends.

For example, users at Almondbury School include BOK Swim Club, Holmfirth Harriers (Tri-athletes), Stroke Techniques, School of Aquatics, Get Wet Swim, Hobslet Swim, Amphibi Kids and M&M Swim. The pool is open from 18.00–21.00 Monday to Friday and from 09.00- 21.00 at weekends.

At the KAL operated Batley Baths and Recreation Centre, located in an area with a high percentage of Asian residents several women only sessions (Sitara) are scheduled. The Victorian design lends itself to single sex sessions where the privacy of the users can be maintained.

Strategic review of provision for swimming

With the exception of DW Sports, Momentum Leisure Centre and Swimnation this review is based on the supply of pools (20 not 22 pools) identified in the Facility Planning Model (FPM) see Table 5.1 above.

Table 5.4: Facilities Planning Model- supply of swimming pools in Kirklees and Yorkshire

	Kirklees	Yorkshire
Number of pools	20	291
Number of pool sites	15	204
Supply of total water space in m ²	4384	64177
Supply of water space (m ²) scaled by hours available in peak period	3,917.8	53,389.3
Supply of total water space in VPWPP	3395	46,2707
Water space per 1000 population in m ²	10.16	11.87

The 10 m² of water space per 1.000 head of population is lower than the national and regional average figure (13 m² and 12 m² respectively). Table 5.4 does not include the new Huddersfield Leisure Centre which is larger than the pool at the old Huddersfield Sports Centre (plus 50 m²).

Summary of supply

Existing provision across Kirklees, with the opening of the new pool in Huddersfield in 2015, ranges from an 8 lane competition standard pool to a Grade II Listed Victorian Baths in Batley, built in 1892.

The main facility operator KAL enables a wide ranging and balanced programme (the KAL Aquatic Journey) aimed at accommodating the population of Kirklees to participate in swimming, learning to swim and other water based sports and activities.

The age and condition of some of the pool stock, which are reaching the end of their natural life, at key sites such as Spenborough Pool and Dewsbury Sports Centre for example, needs addressing to mitigate against any future risk to the sites.

All residents can access a pool within a 20 minute drive time and a significant percentage of Huddersfield urban area residents are within a 20 minute walk of a swimming pool. The largest settlements without pools are Mirfield and Meltham.

There is no specialist diving provision at any pool in Kirklees. This is available in Leeds, Sheffield and Bradford.

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5.2 Demand

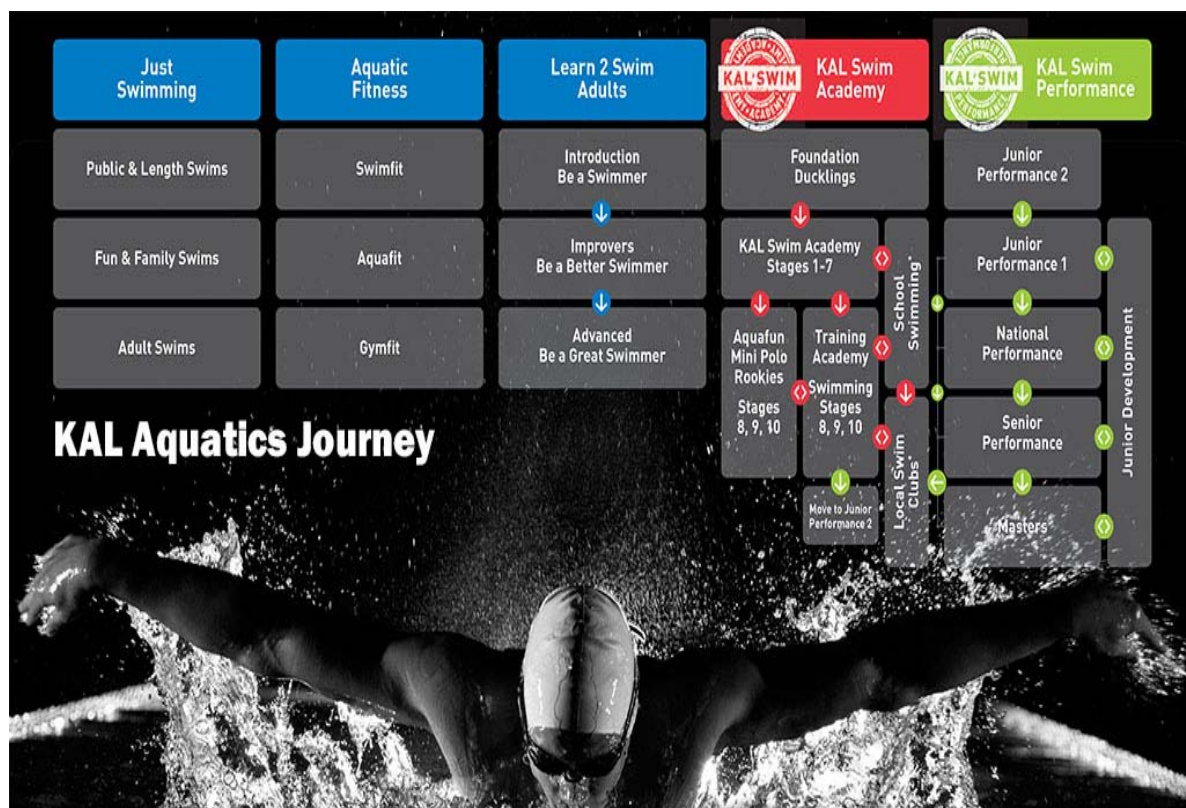
Swimming is the most popular sport in England with 2.5 million people swimming at least once per week. Despite its popularity swimming has seen 144,200 fewer people swimming in the last six months and 390,700 in the last year. The long term trend shows 729,000 people stopping swimming in the last decade.

In Kirklees, Sport England (APS 8) estimate that there are 25,400 regular swimmers; a participation rate of 7.7%. This is lower than the rate for Yorkshire (11.1%) and England (11.5%).

During 2014 Kirklees Active Leisure (KAL) reviewed swimming across Kirklees and introduced the KAL Aquatics Journey. As illustrated below, this incorporates all aspects of swimming for all ages and is available at all KAL managed pay and play facilities.

The KAL journey incorporates learning to swim for children and adults and provides a pathway for those who want to take swimming through to a competitive level. The re-organisation is in its infancy but numbers joining the Borough of Kirklees (BOK) Swim Club are increasing and individual and team performances at the National Swimming Championships are reported to have improved in just 12 months.

Figure 5.5: KAL Aquatic Journey



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The FPM calculates the demand for swimming in Kirklees as outlined below.

Table 5.5: Facilities Planning Model - demand for swimming pools in Kirklees

	Kirklees	Yorkshire
	2014	2014
Population	431,310	540,7883
Swims demanded – visits per week in the peak period	28,056	348,277
Equivalent in water space in m ² – with comfort factor included	4624.6	57,408.3
% of population without access to a car	25.7	26.7

Summary of demand

Swimming is a popular sport/activity in Kirklees. The vast majority of swimming activity is delivered through pay and play facilities and for some, through commercial fitness clubs with swimming provision.

A number of swimming clubs are able to provide opportunities for residents to take part in competitive swimming. The KAL Aquatics Journey provides a comprehensive range of activities and opportunities for all residents to engage with swimming and aquatic activities recreationally and competitively. The new competition pool opened in Huddersfield town centre (2015) is a significant opportunity to host more local galas and increase the focus on competitive and recreational swimming.

5.3 Consultation

Consultation was undertaken with the Amateur Swimming Association (ASA) and other relevant partners across the Borough to inform this report. The ASA (which also governs Water polo, Synchronised Swimming and Diving) considers club swimming across Kirklees to be relatively healthy; the following swimming clubs operate in the Borough:

- ◀ Borough of Kirklees (BOK).
- ◀ Colne Valley Swimming Club.
- ◀ Dewsbury Swimming Club.
- ◀ Huddersfield Crusaders.
- ◀ Huddersfield Otters Water Polo.
- ◀ Spenborough Swimming Club.
- ◀ Scissett Swimming Club.

Following the introduction of the KAL Aquatics Journey, clubs are settling into new patterns of use and, for some, changes to roles and responsibilities.

KAL is now responsible for the delivery of all early stage learn to swim programmes. KAL has incentivised them by offering 25% discount on hire fees if they achieve the SWIM 21 accreditation mark. The ASA is focused on leadership training and helping clubs to become more commercially orientated.

5.4 Supply and demand analysis

Sport England's FPM calculates that swimming pools in Kirklees satisfy 91% of demand. 78% of all journeys to pools are made by car, 11% on foot and 11% using public transport. Facilities in Kirklees retained 85% of satisfied demand visits and exported 15% to other areas and 9% of demand remains unmet.

The FPM calculates that in Kirklees 700 m² of water space, roughly the equivalent of a 10 lane x 25 metre pool, would be needed to satisfy all the unmet demand. However, most of this emanates from potential users who do not have access to a car. If they did all have such access capacity in the existing /planned pools would be sufficient to meet all demand from Kirklees residents. It is unrealistic and unaffordable to offer everyone in Kirklees a pool within a 20 minute walking time of their home.

During consultation, KAL confirmed that pools in the Borough get busy, particularly at peak times.

Spensorough Pool plays a significant role in pool provision but is nearing the end of its natural life. To continue to meet demand it is recommended that it should be replaced and to meet the expanding population and anticipated rise in demand from higher levels of physical activity it is recommended that consideration be given to developing one further new pool at some point.

5.5 Summary of key facts and issues

In summary, the research has identified the following in respect of swimming pool provision in Kirklees borough:

Swimming pools

- ◀ Swimming is the second most popular sport in the Borough as identified by Sport England's APS8.
- ◀ According to the limited findings of Sport England's Active People survey, Swimming participation rates in Kirklees are lower than those for Yorkshire and England
- ◀ The Borough has a 23 swimming pools on 18 sites that cater for a wide range of the population's swimming and aquatic needs.
- ◀ The Sport England FPM calculates that existing pool provision in Kirklees and adjoining local authorities enables 91% of swimming demand to be satisfied. 15% of Kirklees demand is exported to other areas.
- ◀ The main operator, KAL, provides a mixed and balanced programme of swimming, learn to swim, water fitness and other water sport activity to meet the needs of the local population.
- ◀ School pool sites make a significant contribution to meeting the needs of local clubs and swim schools.
- ◀ Several swimming clubs provide opportunities for residents to access a pathway to competitive swimming. There is no evident unmet demand for water space from swimming clubs in the Borough.
- ◀ 54% of the population of Kirklees is not within a 20 minute walking distance of a pool whilst all residents are within a 20 minute drive time.
- ◀ Spenborough Swimming Pool is reaching the end of its economic life. Population growth and an existing shortfall of water space across the Borough indicate that Spenborough should be replaced with as a minimum with an 8 lane x 25m pool.
- ◀ Dewsbury Sports Centre main pool tank is also nearing the end of its economic life and consideration needs to be given to the rectification of this in order to avoid the potential closure of this site at some stage in the future.
- ◀ Further feasibility work should be undertaken to investigate providing an additional pool to meet the demands of the growing and ageing population.

SECTION 6: HEALTH AND FITNESS SUITES

Health and fitness facilities are normally defined by a minimum of 20 stations. A station is a piece of static fitness equipment and a larger health and fitness centre with more stations are generally able to make a more attractive offer to both members and casual users. They can provide a valuable way to assist people of all ages, ethnicities and abilities to introduce physical exercise into their daily lives with the obvious concomitant benefits to health, fitness and wellbeing.

6.1: Supply

Quantity

Research undertaken for the assessment report identifies 35 health and fitness suites offering 20 stations or more within Kirklees. 33 of these are accessible at some level to the community. Of the available facilities, 15 are defined as pay and play, whilst 18 are commercially operated where a membership is required. There is a total of 1,964 stations within the identified fitness suites, 1,909 of which are available, at some level, to the community.

The map below shows the more densely populated areas within Kirklees to be well catered for in terms of the fitness provision available. Areas with sparser populations also have facilities nearby that can accommodate demand.

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Figure 6.1: Health and fitness suites with 20+ stations in Kirklees over population density

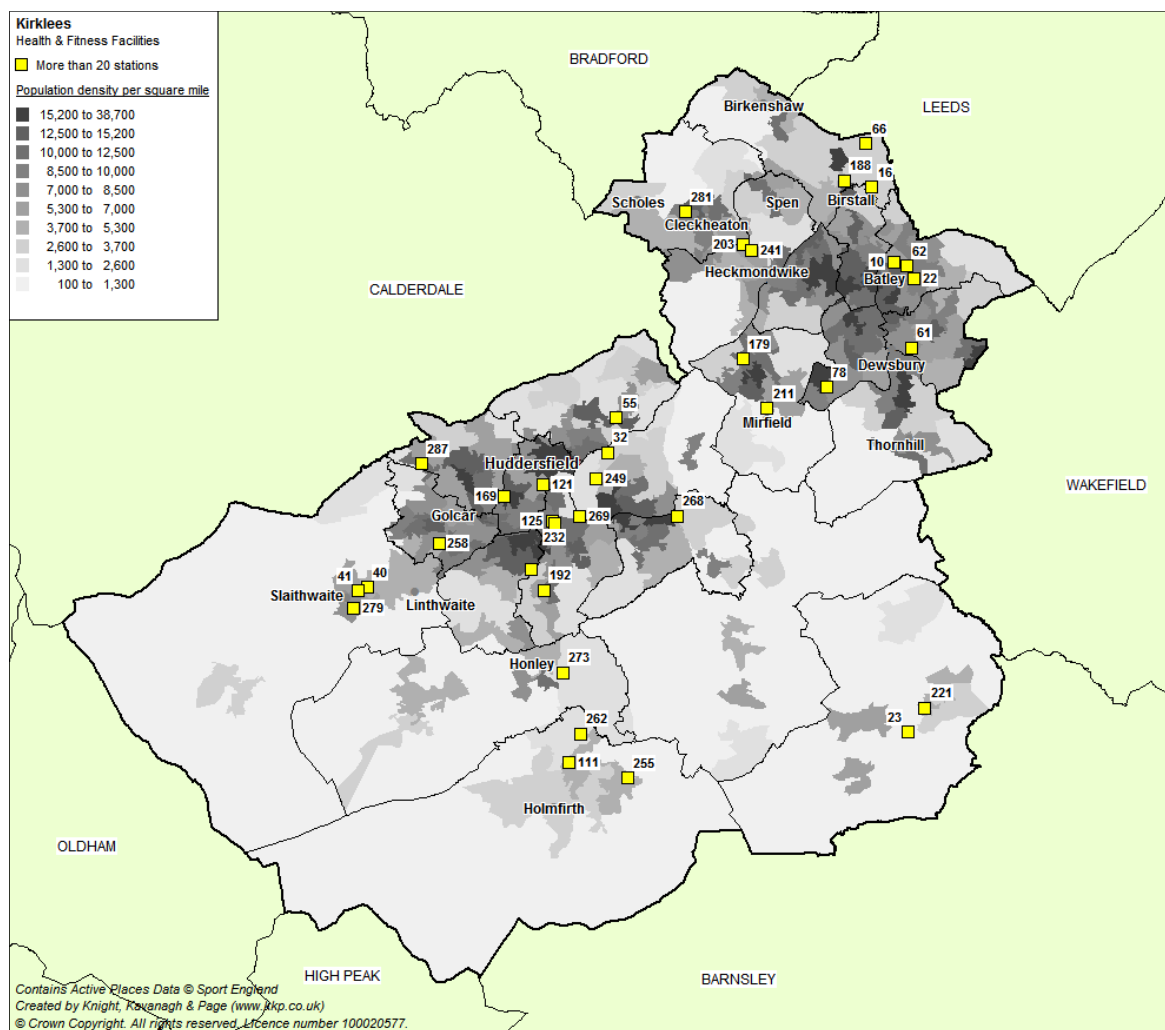


Table 6.1: Health and fitness suites in Kirklees (20 stations or more).

Ref	Site	Access	Stations
10	Batley Baths & Recreation Centre	Pay & Play	23
16	Batley Sports & Tennis Centre	Pay & Play	40
22	Body Positive Fitness Studio	Membership	42
23	Bodyzone Fitness Centre	Membership	30
32	Canal Side Sports Complex	Pay & Play	48
40	Club Titanic	Membership	21
41	Colne Valley Leisure Centre	Pay & Play	50
55	Deighton Sports Arena	Pay & Play	23
61	Dewsbury Sports Centre	Pay & Play	120
62	Dickys Gym	Membership	41
66	DW Sports Fitness	Membership	125
78	Fitness Connection	Membership	25

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Ref	Site	Access	Stations
111	Holmfirth Pool and Fitness Centre	Pay & Play	30
121	Huddersfield Lawn Tennis And Squash Club	Pay & Play	25
125	Huddersfield Leisure Centre	Pay & Play	100
161	Lockwood Park Health & Fitness Club	Pay & Play	150
169	Maloneys	Membership	35
179	Mirfield Free Grammar School	Membership	22
188	MP Fit	Membership	85
192	Newsome High School And Sports College	Private	25
203	PJs Health & Fitness Village	Membership	35
211	Roy Ellams Premier Health Club	Membership	40
221	Scissett Baths & Fitness Centre	Pay & Play	24
232	Sikh Leisure Centre	Membership	34
241	Spensorough Pool & Fitness Complex	Pay & Play	36
249	Stadium Health & Fitness Complex	Pay & Play	100
255	Target Health & Fitness	Membership	61
258	The Gym	Membership	43
262	Thongsbridge Tennis Club	Pay & Play	31
268	Total Fitness	Membership	300
269	University Of Huddersfield Sports Centre	Membership	80
273	Warehouse Health & Fitness	Membership	45
279	Wharfside Workout	Membership	60
281	Whitcliffe Mount Sports Centre	Pay & Play	20
287	Your Health Club (HD3fitness)	Membership	35

In addition, there are ten health and fitness facilities containing less than 20 stations within the area. Seven of these are available to the public and therefore may accommodate some demand. For the purpose of this report, however, these facilities are discounted as too small, although it should be noted that the current 15 station suite at Royds Hall Sports Centre may expand in the future. It has only recently been made available for community use and should this be successful, more stations will be added.

Quality

Site assessments

In total, 13 of the 35 health and fitness suites were visited and assessed. The majority of sites not assessed are commercially run where a registered membership is required. The health and fitness sector in Huddersfield is mature and highly segmented. The quality across the sector from budget to luxury is high. The 13 facilities assessed are as follows:

- ◀ Batley Baths & Recreation Centre
- ◀ Batley Sports & Tennis Centre
- ◀ Colne Valley Leisure Centre
- ◀ Deighton Sports Arena

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- ◀ Dewsbury Sports Centre
- ◀ Holmfirth Pool and Fitness Centre
- ◀ Huddersfield Sports Centre
- ◀ Lockwood Park Health & Fitness Club
- ◀ Mirfield Free Grammar School
- ◀ Scissett Baths & Fitness Centre
- ◀ Spenborough Pool & Fitness Complex
- ◀ Stadium Health & Fitness Complex
- ◀ Whitcliffe Mount Sports Centre.

Site visits were carried out by KKP and assessors were accompanied by staff including facility managers and teaching staff. These visits provide an overall quality scoring and look for investment which has been undertaken. The assessments highlighted that there are no facilities with a quality rating of poor within Kirklees. Facilities were assessed as either good (8) or above average (5). The table below provides a breakdown of the quality scoring:

Table 6.2 Quality rating of health and fitness suites in Kirklees

Quality rating of assessed health and fitness suites				
Good	Above average	Below average	Poor	Not assessed
9	4	0	0	22

The health and fitness suite at the Stadium Health & Fitness Complex has recently been redeveloped to upgrade and extend the facility. This has seen an increase in the number of stations as well as further improvement in the layout and quality at the site. As an initial part of this redevelopment a spin studio and an additional exercise studios were added to the facility mix at the Stadium in October 2014. These two new facilities are very high quality providing users with dedicated access to a spin studio and a wide range of other fitness classes.

Table 6.3: Health and fitness suites in Kirklees with a quality rating

Ref	Site	Stations	Quality
10	Batley Baths & Recreation Centre	23	Above average
16	Batley Sports & Tennis Centre	40	Good
41	Colne Valley Leisure Centre	50	Good
55	Deighton Sports Arena	23	Above average
61	Dewsbury Sports Centre	120	Good
111	Holmfirth Pool and Fitness Centre	30	Good
125	Huddersfield Leisure Centre	120	Good
161	Lockwood Park Health & Fitness Club	150	Good
179	Mirfield Free Grammar School	22	Good
221	Scissett Baths & Fitness Centre	24	Good
241	Spenborough Pool & Fitness Complex	36	Good
249	Stadium Health & Fitness Complex	100	Good
281	Whitcliffe Mount Sports Centre	20	Above average

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Refurbishments

According to Active Places Power information, the most recently (2012) updated health and fitness suites are at Huddersfield Sports Centre, Roy Ellams Premier Health Club (Mirfield) and Thongsbridge Tennis Club. The venue at Mirfield Grammar School was opened in 2013. Canalside Sports Complex and Deighton Sports Arena are the facilities that have gone the longest without refurbishment; neither has been upgraded since 2001.

Table 6.4: Health and fitness refurbishment in health and fitness suites

Ref	Site	Year built	Year refurbished
10	Batley Baths & Recreation Centre	2000	2004
16	Batley Sports & Tennis Centre	1999	2010
22	Body Positive Fitness Studio	2005	-
23	Bodyzone Fitness Centre	1993	2005
32	Canal Side Sports Complex	2001	-
40	Club Titanic	2006	-
41	Colne Valley Leisure Centre	2008	-
55	Deighton Sports Arena	2001	-
61	Dewsbury Sports Centre	1984	2006
62	Dickys Gym	1987	2007
66	DW Sports Fitness	2002	2011
78	Fitness Connection	1995	2004
111	Holmfirth Sports Centre	2012	-
121	Huddersfield Lawn Tennis And Squash Club	2008	-
125	Huddersfield Sports Centre (replaced in 2015 with Huddersfield Leisure Centre)	1973	2012/2015
161	Lockwood Park Health & Fitness Club	1997	2013
169	Maloneys	1987	2009
179	Mirfield Free Grammar School	2013	-
188	MP Fit	1994	2012
192	Newsome High School And Sports College	2005	-
203	PJs Health & Fitness Village	2007	-
211	Roy Ellams Premier Health Club	2001	2012
221	Scissett Baths & Fitness Centre	1995	2014
232	Sikh Leisure Centre	1991	2004
241	Spensborough Pool & Fitness Complex	1997	2004
249	Stadium Health & Fitness Complex	1998	2015
255	Target Health & Fitness	2004	-
258	The Gym	2005	-
262	Thongsbridge Tennis Club	2005	2012
268	Total Fitness	2000	2006

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Ref	Site	Year built	Year refurbished
269	University Of Huddersfield Sports Centre	1995	2014
273	Warehouse Health & Fitness	2001	2008
279	Wharfside Workout	2011	-
281	Whitcliffe Mount Sports Centre	2007	-
287	Your Health Club (HD3fitness)	2007	-

Accessibility and availability

The Sport England classification of access type defines registered membership use facilities as being publically accessible. For health and fitness suites, this generally means a monthly membership fee which can vary hugely. Whilst an expensive monthly fee does not generally enable public or community access in the truest sense, budget health and fitness providers offer membership from as little as £7.99 a month.

Kirklees residents have a relatively wide choice of facilities that allow both casual users and facilities that require a membership, with only two health and fitness suites allowing no community use on any level. Newsome High School & Sports College was previously available to the community but this has recently ceased due to a reported lack of demand, whilst the facility at the University of Huddersfield Learning and Leisure Centre is reserved for student and staff use only.

Although among private providers price may restrict some users, KAL has focused on providing good quality fitness provision at affordable prices. The following 12 health and fitness suites, containing 616 stations, are managed by KAL:

- ◀ Batley Baths & Recreation Centre
- ◀ Batley Sports & Tennis Centre
- ◀ Colne Valley Leisure Centre
- ◀ Deighton Sports Arena
- ◀ Dewsbury Sports Centre
- ◀ Holmfirth Pool and Fitness Centre
- ◀ Huddersfield Sports Centre
- ◀ Lockwood Park Health & Fitness Club
- ◀ Scissett Baths & Fitness Centre
- ◀ Spensborough Pool & Fitness Complex
- ◀ Stadium Health & Fitness Complex
- ◀ Whitcliffe Mount Sports Centre.

Most of the available health and fitness suites have extensive opening hours with daytime access to fitness suites on all school sites except Mirfield Free Grammar School.

6.2: Demand

Health and fitness via exercising in a gym or class environment is a highly popular form of exercise across Kirklees, appealing to men and women across a wide range of age groups.

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Sport England Active People Survey identifies 53,244 people currently participating in 'keep fit and gym', which at 12.5% of the Kirklees population is comparable to 'UK penetration rates' of 12% (% of the overall population that regularly access a gym facility). A further 22,354 state that they would like to begin participating in the future, indicating a potential future growth in demand.

There is further evidence of the popularity of health and fitness suites; KAL reports many of its facilities to be 'incredibly busy', despite (and in part because of) recent refurbishments and extensions. This is particularly the case at peak times as many health and fitness classes are regularly oversubscribed.

To identify the adequacy of the quantity of provision a demand calculation based on an assumption that 'UK penetration rates' will increase slightly in the future is applied. Population increases are also factored in to enable a calculation of whether current supply will meet future demand.

Table 6.5: UK penetration rates for health and fitness suites in Kirklees

	Current (2012)	Future (2024)	Future (2037)
Adult population	425,517	458,762	488,321
UK penetration rate	12%	13%	14%
Number of potential members	51,062	59,639	68,365
Number of visits per week (1.5/member)	76,593	89,459	102,548
% of visits in peak time	65	65	65
No. of visits in peak time (equivalent to no. of stations required i.e. no. of visits/39 weeks*65%)	1,277	1,491	1,709

According to UK penetration rates there is a current need for 1,277 stations across Kirklees. This is expected to grow to 1,491 stations by 2024 and to 1,709 stations by 2037. A small oversupply of stations will make use of the facilities more comfortable for users.

6.3: Supply and demand analysis

Health and fitness facilities have been a very successful addition to sports centres over the past three decades and the income derived from them helps to offset the cost/underpin the viability of other aspects of leisure provision, especially swimming.

Kirklees currently has a total of 1,909 fitness stations across 33 sites that are accessible at some level for community use. Based on 'UK penetration rates' there is a predicted need for 1,709 stations by 2037, suggesting that demand is being catered for both now and in the future. Much of this provision is in Huddersfield town centre facilities.

Whilst there is an overall surplus of stations some of the gym facilities are close to becoming oversubscribed, particularly at peak time and would benefit from expansion, although this is difficult as many of the sites are considered to be fully developed.

6.4 Summary of key facts and issues

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- ◀ There are 35 health and fitness suites of 20 or more stations within Kirklees, 33 of which are available to the community, providing a total of 1,909 stations.
- ◀ The more densely populated areas of Kirklees are seemingly well catered for in terms of the number of health and fitness suites available, whilst more sparsely populated areas also generally have access to nearby facilities.
- ◀ The majority of facilities assessed were rated as good (9) or above average (5). Although there are many privately provided facilities, KAL manages 11 health and fitness suites with a range of price offers, indicating that there is a relatively wide choice of facilities for potential users.
- ◀ Health and fitness through exercising in a gym is very popular across Kirklees, with the Sport England Active People Survey identifying 53,244 participating in 'keep fit and gym'.
- ◀ Using 'UK penetration rates' the demand in the peak period is for 1,277 stations. This is predicted to grow to 1,709 stations by 2037. Current provision will be able to accommodate both current and future demand.
- ◀ Whilst there is an overall surplus of stations some of the gym facilities are close to becoming oversubscribed, particularly at peak time and would benefit from expansion, although the difficulty of so doing is recognised as many of the sites are constrained and already fully developed.

SECTION 7: GYMNASTICS AND DANCE

Gymnastics

British Gymnastics (the NGB for gymnastics in the UK which administers the sport on both a national and regional level) has confirmed that there is a trend for larger clubs to move out of and away from sports halls/gym halls that presently have to accommodate gymnastics while also looking to cater other sports and activities, to facilities that act as dedicated gymnastics facilities (such as industrial units). It is recognised that clubs and other gymnastics operators can offer a range of programmes in a variety of facilities, not just dedicated venues. Types of non-permanent gymnastics facilities include:

- ◀ Leisure / sports centres.
- ◀ Community / village halls.
- ◀ Schools / nurseries.
- ◀ Private fitness venues / sports clubs.
- ◀ Health centres.

The sport of gymnastics includes the disciplines of Women’s Artistic Gymnastics (WAG), Men’s Artistic Gymnastics (MAG), Rhythmic Gymnastics (RG), Trampoline Gymnastics (TRA), Double Mini Tramp (DMT), Acrobatic Gymnastics (ACRO), Tumbling (TUM), Aerobic Gymnastics (AERO), General Gymnastics (GG), TeamGym (TG) and Gymnastics and Movement for People with Disabilities (GMPD). There are also activities such as Cheerleading and Freestyle Gymnastics that have been incorporated into the gymnastics family. Each gymnastics discipline has its own facility requirements.

Nationally the scope of current facility provision is substantial, ranging from foundation level activity occurring in nurseries and crèches; local development level facilities of 400-500m²; facilities of regional and national significance of 800-1000 m² and operations affording access to regional, national and international specification facilities of 1100-1800m².

7.1 Supply

There are seven identified gymnastics and trampolining clubs in Kirklees, two have dedicated facilities, owned by the clubs which are based there. The other five clubs make use of youth clubs, high schools and leisure centres. The dedicated facilities are at:

- ◀ Greenhead Gymnastics Club, St.Thomas' Church, Bradley, Huddersfield
- ◀ TSV Gymnastics Club, Heaton Street, Cleckheaton BD19 3TN

Both are located in converted buildings where gymnastics equipment is permanently set up. Greenhead has sprung floors and a landing pit. Other clubs hire the following facilities:

Table 7.1: Gymnastics clubs hiring facilities in Kirklees

Club	Venue
Kirklees Rebound Trampoline Club	Huddersfield Leisure Centre
Huddersfield Gymnastics Club	Paddock Youth Club
Pennine Gymnastics Club	Holmfirth High School
Special Olympics - North Kirklees	Batley Baths
All Starts Trampolining Club	Dewsbury Sports Centre

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Potential facility developments

Huddersfield Sports Centre closed in 2015 and was replaced by a new leisure centre in Springwood. Kirklees Rebound Trampoline Club has a permanent home at the Sports Centre and moved to the new leisure centre, although the trampolines will no longer be permanently set up, and they will use the ancillary hall. The Club has aspirations to develop a facility at the North Huddersfield Trust School, to join other community sports facilities on this site. Funding to develop this facility has not yet been secured.

Greenhead Gymnastics Club is looking to expand to improve the facilities it has available for tumbling and vaulting. The potential extension would increase the run up to tumble and vault but would not increase overall club capacity.

Batley and Birstall Gymnastics Club is a newly registered club, currently based at Panache Studios in Bradford. It has long term aspirations to develop its own facility in Kirklees.

7.2 Demand

Junior demand

Most of the clubs in Kirklees are limited by the current stock of facilities available. The majority have expressed a desire and a need to expand, to satisfy existing waiting lists.

Table 7.2: Requirements of gymnastics clubs in Kirklees

Club	Demand
Kirklees Rebound and Trampoline Club	Moving to the activity hall at the new leisure centre. Not a permanent set up like the current arrangements at the Huddersfield Sports Centre. It currently has c.150 members and a long waiting list, there is also capacity to increase membership levels. The club has aspirations to develop a new purpose built facility.
Greenhead Gymnastics Club	Currently operating almost at capacity with 200-220 members and no room to expand. Has a long waiting list and potential to increase membership in bigger premises.
Huddersfield Gymnastics Club	It has approximately 180 members, operating out of a Youth Centre base. It has capacity to expand and improve in quality should a dedicated facility be available.
Pennine Gymnastics Club	Founded in June 2014 and already expanded sessions to 4 nights per week. Already c.150 members with the potential to double were facilities available to accommodate demand.
TSV Gymnastics Club	Has its own facility and accommodates 250-270 members. Manages the membership and facility currently, unsure with regard to desire/capacity to expand.
Special Olympics North Kirklees Gymnastics Club	It has 30-40 members and presently hire the hall at Batley Baths. No immediate desire to expand.
Batley and Birstall Gymnastics Club	Newly established club with ambitions to expand and develop facility in the Batley/Birstall area. Potential to grow rapidly if facilities to accommodate said growth can be found.
All Stars Trampoline Club	Based at Dewsbury Sports Centre and currently with a waiting list. Possible potential to expand.

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KAL offers a range of gymnastic and trampolining activities for young people at its main sports centres in Huddersfield and Dewsbury.

NGB perspective

The British Gymnastics Facility Strategy 2013-2017 identifies that gymnastics clubs in the UK cannot currently cope with the demand to participate in the sport. According to recent survey (British Gymnastics, 2010) gymnastics clubs have an average waiting list of 35 people. 87% of the clubs which responded to the survey said they found it difficult to increase capacity highlighting lack of available space as the main reason for this. The majority of clubs seeking to increase participation levels wish to do so at the recreation level.

An audit of clubs and coaches revealed the variety of venues at which gymnastics coaching takes place. Respondents indicated that the most used venues for gymnastics coaching are leisure centres (32.9%), schools (21.4%) and dedicated gymnastics centres (26.2%).

Dedicated gym centres hosted considerably more activity in the following disciplines: preschool, team gym, women's and men's artistic, sports acrobatics, aerobic gymnastics and tumbling. Dedicated facilities allow clubs to grow the variety of disciplines they can offer. Having access to a facility throughout the day allows a club to diversify e.g. offering pre-school activity mornings and afternoons, and allows them to deliver 'less' well-resourced disciplines such as team gym, rhythmic and aerobics. In simple terms, having access to a facility throughout the day enables more activity to take place.

A facility such as this in the Kirklees area would significantly increase the capacity for gymnastics provision, potentially bringing a wider range of gymnastics activity to a larger potential audience. Clearly the long term financial viability of such a development would need to be robustly considered, as would the availability of capital funding, especially given that financial pressures facing the Council means that are unlikely to be able or willing to contribute financially.

Challenges

Unlike many other parts of the country Kirklees does not appear to have had the range of opportunities for gymnastics clubs to develop bespoke gymnastics centres in unused industrial units or warehouses. This has been the trend in other parts of the country where the local economy has seen such space become available (at affordable cost). It would, thus, appear that any solution for the Kirklees area will need to be considered outside of these parameters.

A potential challenge is the relatively large number of smaller clubs. Were dedicated provision to be developed in the future it may be appropriate and economic for some re-alignment of the club infrastructure in order to ensure that a co-ordinated and cohesive gymnastics offer is developed.

KAL commented specifically on the shortfall in suitably qualified coaches to run classes; a situation acknowledged by British Gymnastics. While not directly relevant to facilities this is a key factor in the generation and accommodation of demand.

7.3 Summary of key facts and issues

- ◀ There are seven gymnastics clubs in the area, five of which currently hire or rent facilities from local providers. Almost all clubs express a desire to expand the number of sessions but cannot secure additional time at suitable facilities.
- ◀ The demand for gymnastics in the area is high and there is substantial unmet demand, particularly in the junior clubs, which have long waiting lists.
- ◀ Three clubs in the area have aspirations to develop a dedicated gymnastics facility; however none of the proposed projects has yet secured funding. Given the current austerity measures and pressure on public expenditure there is no prospect of the council funding such a facility and that other traditional sources, for example Sport England, are under financial pressure and facing unprecedented demand for capital funding, this is a major obstacle.
- ◀ British Gymnastics identifies potential for additional activity given the availability of dedicated facilities, such as a sprung matted floor, landing pits and sufficient space to leave equipment *in situ* and facilitate full length competition run ups.
- ◀ There appears to be considerable unmet demand for gymnastics across the study area. (This is a trend echoed nationally). A dedicated gymnastics facility could provide an outlet for a large number of new participants to engage in either gymnastics or trampolining and help to address the waiting lists found in many clubs and further investigation is required to establish whether a dedicated facility would be a viable option.
- ◀ A coach training programme may also be required to help cater for the unmet demand for gymnastics.
- ◀ The North Huddersfield Trust School/Kirklees Rebound Trampolining Club has aspirations to develop a specialist trampolining facility. This would complement existing facilities in sports hall and should be supported.

Dance

The Exercise, Movement and Dance Partnership (EMDP) is the NGB for exercise, movement and dance activity (EMD) recognised by Sport England. EMD is defined as 'activity that contains elements of exercise, movement and dance collectively delivered in a sporting and/or physical activity context'.

As with much of the UK there are numerous different providers operating across a wide range of facilities. Aside from a small number of private dance studios, activity occurs primarily in community settings; community/village halls, health clubs, and leisure/sports centres.

More than 30 studios are listed in Active Places Power. Local consultation suggests a wide variety in their fitness for purpose. Those with purpose-built sprung floors are generally located in health clubs that require membership to allow access. However the studios at The Stadium, The Base Studio are an example of good quality facilities made available for community use. Studios located on school sites are generally of lower quality and do not always offer sprung floors.

KAL runs a full range of exercise and fitness classes in the facilities it manages. The EMDP reports a growing demand for exercise, movement and dance classes and activities across England. Local dance schools are reportedly operating waiting lists suggesting demand for additional dance activity across Kirklees.

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In addition to the recommendation above for the development of investigating the need and viability of developing a specialist gymnastics facility, it would be advisable for any proposed development to consider the addition of purpose built dance studios to complement the offer, thereby increasing the versatility and long term viability of such venues.

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SECTION 8: SQUASH COURTS

England Squash & Racketball (ESR) is the NGB for squash and racketball at national and regional level. Both games are played on squash courts.

8.1 Supply

Squash has over the past 30 years seen a considerable decline in participation, with the result that many courts have been either demolished, abandoned or converted into alternative facilities, such as spin studios, soft play centre or fitness suites. It is estimated that, in England, 4,500 courts remain.

Quantity

Across Kirklees assessment report research identifies 40 courts at 15 sites. Seven sites (17 courts) offer pay and play facilities whilst eight sites (23 courts) operate as private members clubs. The largest facility is at the Huddersfield Squash and Lawn Tennis Club which has five courts. Three or more courts together provide opportunities to host local competitive team events.

Table 8.1 Supply of squash court facilities in Kirklees

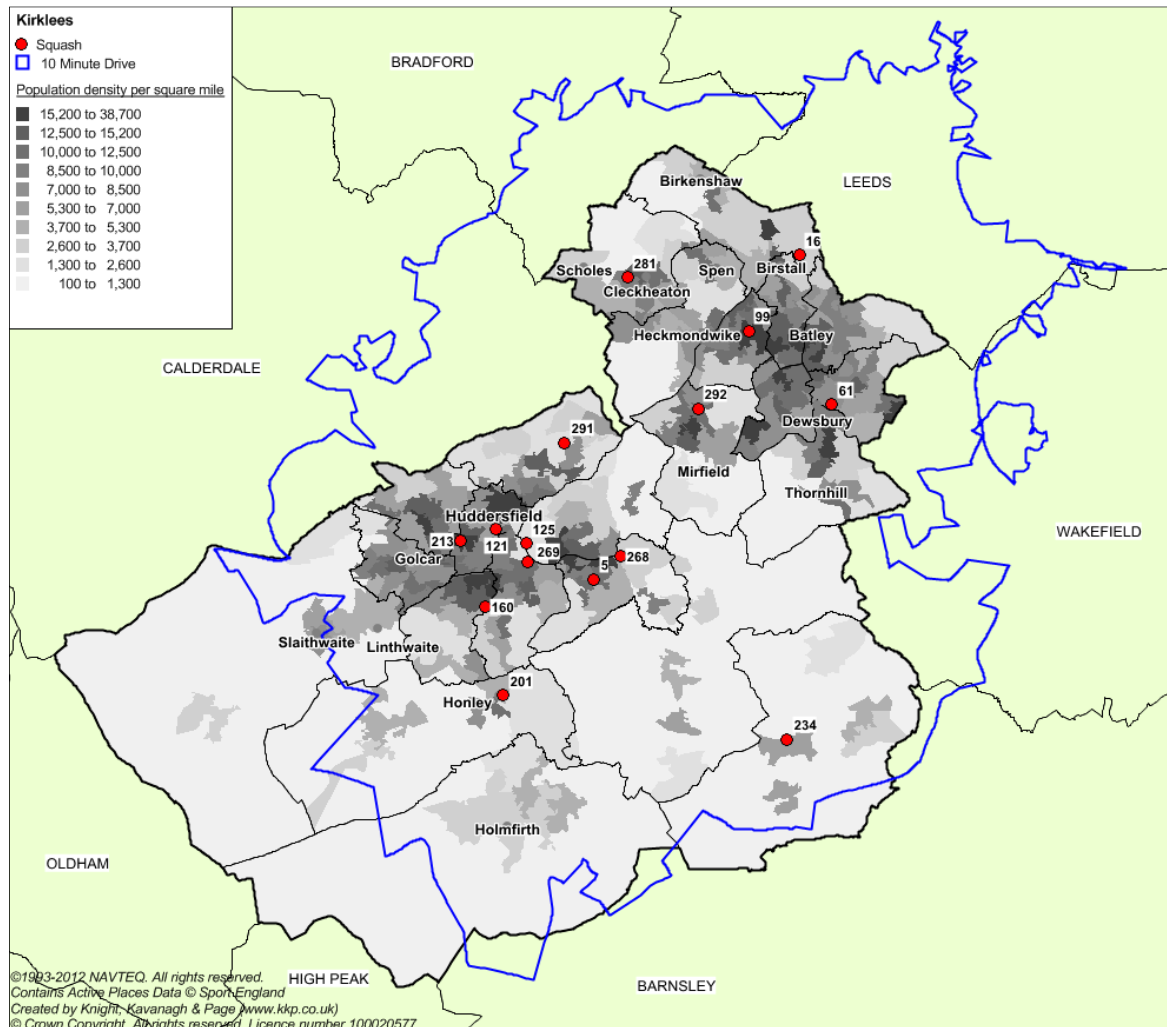
Ref	Facility/club	No. of courts	Membership type
5	Almondbury Sports Centre	2	Pay and play
16	Batley Sports and Tennis Centre	3	Pay and play
61	Dewsbury Sports Centre	2	Pay and play
99	Heckmondwike Sports Club	2	Members club
121	Huddersfield LT & SC	5	Members club
125	Huddersfield Leisure Centre	2	Members club
160	Malcolm Pickup Academy Squash @ Huddersfield RUFC	2	Student use/pay and play
000	Mirfield Squash Club	3	Members club
201	Phoenix Fitness	2	Pay and play
213	Royds Hall Sports Centre	1	Members Club
234	Skelmanthorpe Savoy Squash Club	4	Members club
268	Total Fitness	4	Pay and play
269	Student Central (University of Huddersfield)	2	Members club
281	Whitecliffe Mount Sports Centre (Closing 2015)	4	Members club
291	Woodland Glade	1	Pay and play
	TOTAL	40	

(* New centre opened in 2015; 3 courts at the previous facility are being replaced by 2 at the new one).

The distribution of courts across Kirklees is illustrated in Figure 8.1, overleaf. The 10-minute drive time analysis illustrates the availability of courts for all residents, which for them most part is good, apart from those living in the most rural parts of the authority area towards High Peak and Oldham.

8.2 Demand

Figure 8.1: Squash Facilities in Kirklees with 10 minute drive time



The supply of courts within Kirklees is currently able to meet demand and there are reportedly many un-booked time slots (peak and off-peak) within the public facilities visited during the course of the study. Within private clubs there is evidence of continuing demand for courts and clubs running squash ladders and teams playing in inter club leagues. KAL promotes squash ladders and social evenings at a number of its leisure centres and during peak time there is demand for squash although there is some capacity at all of the public facilities, particularly at off peak times. Some centres also use squash courts to cater for table tennis and fitness classes.

8.3 Consultation

England Squash and Racketball is focused on rebuilding the popularity of squash although resources from the NGB are limited. Kirklees is not a governing body priority area for development in West Yorkshire. Talented players who require a higher standard of squash play at Pontefract, Chapel Allerton in Leeds and the Queens Clubs in Halifax which offers Premier League standard play.

8.4 Summary of key facts and issues

- ◀ Squash is played at a mix of public and private venues throughout Kirklees.
- ◀ The distribution of courts is relatively even with 17 courts in the public and 23 courts in the private sectors.
- ◀ The majority of the population of Kirklees can access a squash court within a 10 minute drive time.
- ◀ It seems unlikely that squash will return to the levels of popularity enjoyed during the 1970/80s. It is, thus, predicted to continue to be a minority sport.
- ◀ Squash facilities in Kirklees are meeting demand and there is capacity for the game to grow within the existing infrastructure should participation trends in squash and racquetball change.
- ◀ More talented players who require a higher standard of squash play at Pontefract, Chapel Allerton and the Queens Clubs in Halifax.
- ◀ Court space offers a level of flexibility and the space can be used for table tennis and a range of exercise and fitness classes.

SECTION 9: INDOOR BOWLS

The three forms of bowls that can be played indoors each require a different venue:

- ◀ Flat green
- ◀ Crown green and
- ◀ Carpet mat (short and long mat)

Indoor flat green bowls requires a standard bowling green; a flat area 34-40 metres long divided into playing areas called rinks. The number of these varies, depending on the width of the green. The surface is artificial.

Crown green bowls requires a standard crown green, artificial grass (carpeted) area of approximately 38m square which is crowned i.e. higher in the centre than round the perimeter. Indoor crown greens are relatively rare – substantially less common than flat green bowls.

Carpet mat bowls is played on a rectangular carpet (45 x 6 feet) that is rolled out. It can be accommodated in any indoor space large enough to accommodate the mats which come in different lengths. Carpet mat bowls tends to be played at a recreational level whereas indoor flat and crown green bowls tend to be more competitive and organised around inter-club competitions and leagues.

An indoor bowling centre typically comprises a single flat green with a number of rinks and ancillary accommodation such as changing rooms, lounge/bar, viewing area, kitchen, office/meeting rooms and stores. In addition they usually have designated car parking. The size of the ancillary accommodation normally varies according to the number of rinks available.

Many indoor bowling centres were built or converted in the 1980s and 1990s, with comparatively few built before 1970. The majority are purpose-built, particularly the more modern ones, with the remainder usually found on industrial estates in converted units.

A successful indoor bowls centre requires a combination of the right location, design, and financial and general management. Sport England⁴ guidelines on catchment for indoor bowls centres are set out to be interpreted in the light of local circumstances:

- ◀ Assume the majority of users will live locally and not travel more than 20 minutes.
- ◀ Assume 90% of users will travel by car, with the remainder by foot.
- ◀ As a guide, demand is calculated as one rink per 14,000-17,000 of total population.
- ◀ A six-rink green, therefore, is required for a population of 85,000-100,000. This will be dependent upon the population profile of the area.
- ◀ The number of rinks required can be related to the estimated number of members, assume 80-100 members per rink.

⁴ Sport England Design Guidance Note Indoor Bowls 2005

9.1 Supply

Quantity

At the time of analysis there were two indoor flat green bowling facilities in Kirklees – at Huddersfield Sports Centre and at Whitcliffe Mount Sports Centre, as well as one indoor crown green facility and a wide range of sports halls and other multi use activity halls that can accommodate carpet bowls.

The Flat green bowling facilities at Huddersfield Sports Centre (4 rinks) and Whitcliffe Mount Sports Centre (3 rinks) were built in the 1970's and have reached the end of their economic life. Decisions, prior to the preparation of this assessment report, have been made to close these two sports centres which will result in the loss of these facilities.

Huddersfield Sports Centre has been replaced on an alternative site in Huddersfield town centre and Whitcliffe Mount Sports Centre will close when the school, at which the sports centre, is located is rebuilt in 2016. The new school will develop joint use sports facilities designed, first and foremost to meet the school's needs and will, on this basis, not include a flat green bowls facility.

Huddersfield Sports Centre has been replaced on an alternative site in Huddersfield Town Centre and Whitcliffe Mount open in 2015, will not accommodate indoor flat green bowls facilities. The seasonal nature of the sport, low levels of membership, falling levels of participation in indoor flat green bowls and the subsequent low revenue generated for this activity is not considered to justify the replacement of the bowling rinks. The new centre will be able to accommodate carpet mat bowls in the sports hall.

Ownership and management

The facilities at Leeds Road are run by KAL.

Quality

The crown green bowls facilities at Leeds Road are in good condition, although the site does lack catering and social provision.

Consultation

The decision to exclude indoor flat green bowls has been discussed with the remaining bowlers and the NGB for indoor bowls, the England Indoor Bowls Association (EIBA). Both parties are understandably disappointed by the decision to exclude specialist facilities in favour of space for the fitness zone.

EIBA did identify that the club based at Huddersfield Sports Centre has 52 affiliated members and its view is that many recreational users do not affiliate. To sustain an operation, the NGB recommends 100 members per rink. It would, thus, appear that the club membership at Huddersfield Sports Centre is 85% below capacity.

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It is now an economic reality that Kirklees Council has decided that it can no longer, in the light of the need to maximise the use made of the available space and significant funding pressures, cost savings, afford to continue to subsidise indoor flat green bowls when two alternative activities (indoor crown and carpet bowls) are available locally and the space in the new leisure centre can be used by considerably more residents to participate in physical activity if the space is dedicated to health and fitness facilities.

Whilst the situation is disappointing to the local flat green bowling community who want to enjoy indoor bowling in the winter months as locally as possible, it is possible to visit and/or join facilities in neighbouring authorities. There are indoor rinks in neighbouring authority areas: Thrum Hall Lane Bowling Centre in Halifax has a two rink facility and at the John Charles Centre for Sport in Leeds there is an 8 rink centre. Both facilities are within a 30 minute drivetime of Huddersfield and both clubs can accommodate new members.

Kirklees Council has committed to providing officer support to the indoor bowlers in their search for alternative facilities in Kirklees, or as close to Kirklees as possible, and a couple of options are currently being investigated to assess viability.

The indoor crown green bowls facility is located at the Leeds Road Sports Complex. The crown green (37m x 37m) is located in an air dome next door to the sports barn and changing block accommodation that services the adjoining playing pitches, athletics track and 3G pitch on site.

9.2 Demand

In West Yorkshire, crown green bowls is the preferred option. The majority of outdoor provision in Kirklees are crown green based, with few flat green based facilities.

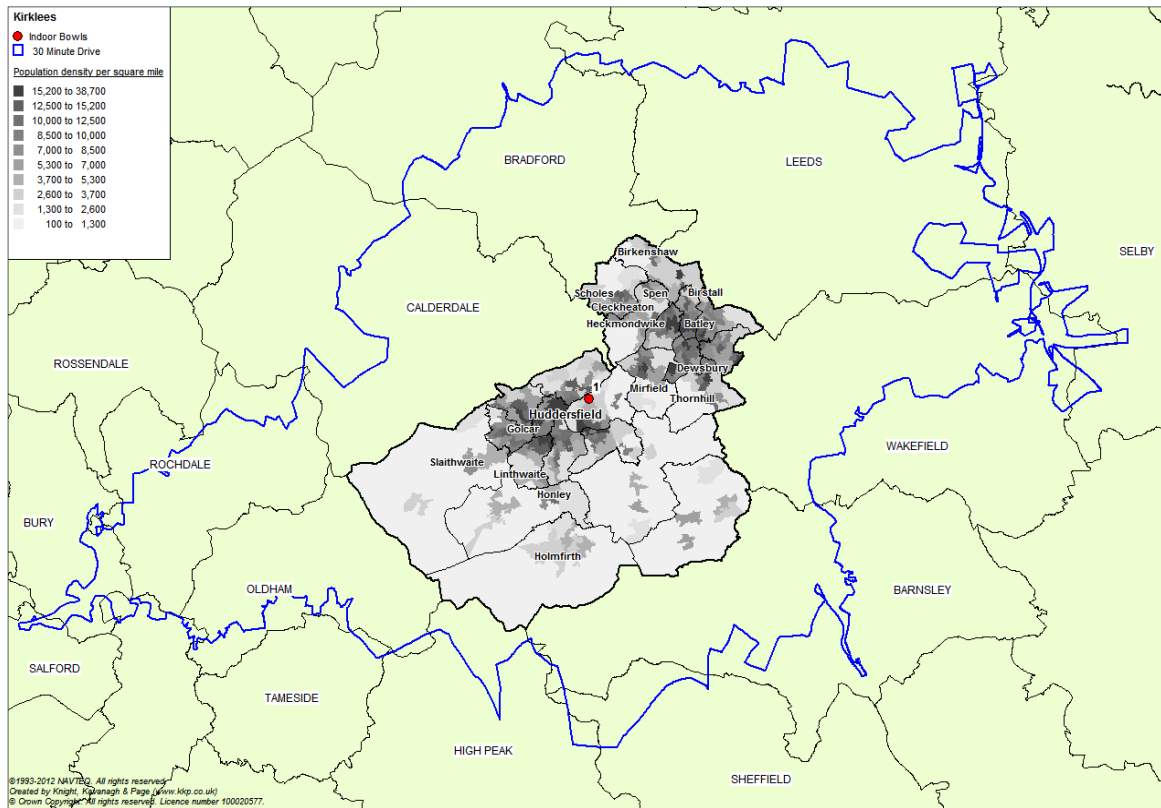
KAL's experience of running the facilities at Huddersfield Sports Centre and Whitcliffe Mount Sports Centre suggests that interest in the indoor flat green form of the game is in decline. This finding is borne out in other authority areas where decline is noted in both the indoor and outdoor forms of the game.

The indoor crown green facility has some regular users and operates a competitive league. There is however capacity to accommodate additional demand. The Centre has dedicated parking and is on a main road with good public transport links. It is a relatively unusual facility that could accommodate (and drive) significant additional use.

It is considered that a facility of this nature could attract users from up to 30 minutes drive time as illustrated on Figure 9.1 below.

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Figure 9.1 Indoor Bowls Centre at Leeds Road – 30 minute drive time



There is potentially an opportunity to further develop levels of participation in indoor crown green bowls at Leeds Road.

Quality

The facilities at the Leeds Road Complex are of a good quality.

Ownership and Management

Current provision is owned by Kirklees Council and operated by KAL.

9.3 Summary of key facts and issues

- ◀ Crown Green Bowls is the most popular bowls format in West Yorkshire.
- ◀ As in other areas of the country, all bowls formats (crown, flat and short mat) are experiencing a decline in popularity.
- ◀ Opportunities to participate in indoor crown green bowls are available at the specialist centre at the Leeds Road Sports Complex near Huddersfield Town Centre in Kirklees.
- ◀ Carpet bowls can be played at a wide number of multi-use venues across Kirklees.
- ◀ With the closure of Huddersfield Sports Centre and imminent closure of Whitcliffe Mount Sports Centre residents of Kirklees who wish to participate in competitive indoor flat green bowls may have to travel to Leeds or Halifax to participate at a specialist indoor facility.
- ◀ At the moment bowls is a particularly popular sport amongst older age groups. However, as stated earlier the sport is in decline and although the older population (65+years) is expected to increase substantially in Kirklees up until 2037, this does not suggest that the popularity of indoor bowls will increase.
- ◀ The projected increase in residents age 65+ provides an opportunity to review participation trends and demands amongst older people.
- ◀ It is recommended that the Council develop a strategy for increasing activity levels and long term viability at indoor and outdoor bowls facilities across the Authority.

SECTION 10 INDOOR TENNIS

The Lawn Tennis Association (LTA) is the NGB for all tennis provision within the UK and administers the sport at national and regional level. It uses two terms to describe indoor building types:

Traditional

A permanent structure made of traditional materials using traditional construction techniques. This commonly takes the form of steel or timber portal frame spanning the full length of the court (including run backs) clad in a material to suit local conditions e.g. metal cladding, brickwork or timber boarding.

Non traditional

A permanent or non-permanent structure made of non-traditional materials using non-traditional construction techniques. Three types of structure fall into this category:

- ◀ Air supported structures (air halls)
- ◀ Framed fabric structures
- ◀ Tensile structures

10.1 Supply

Quantity

There are four facilities in Kirklees with indoor tennis provision. These are outlined below. There are no commercial operators of indoor tennis facilities in the authority area.

Batley Sports and Tennis Centre was built as part of the Indoor Tennis Initiative (ITI) and is currently managed by KAL.

Huddersfield Lawn Tennis and Squash Club has 4 indoor and 6 outdoor tennis courts, as well as squash, racquetball and health and fitness facilities. The indoor courts were built in 2000 and have had no recorded refurbishment since.

Longley Tennis Club has a single indoor tennis court and six outdoor courts. The indoor court is in an air hall. It was built in 1996 and refurbished in 2012.

Thongsbridge Tennis Club is an LTA Performance Centre with four indoor courts and seven outdoor courts. In 2004 the Club undertook a major £1.4 million investment to develop and refurbish the facilities.

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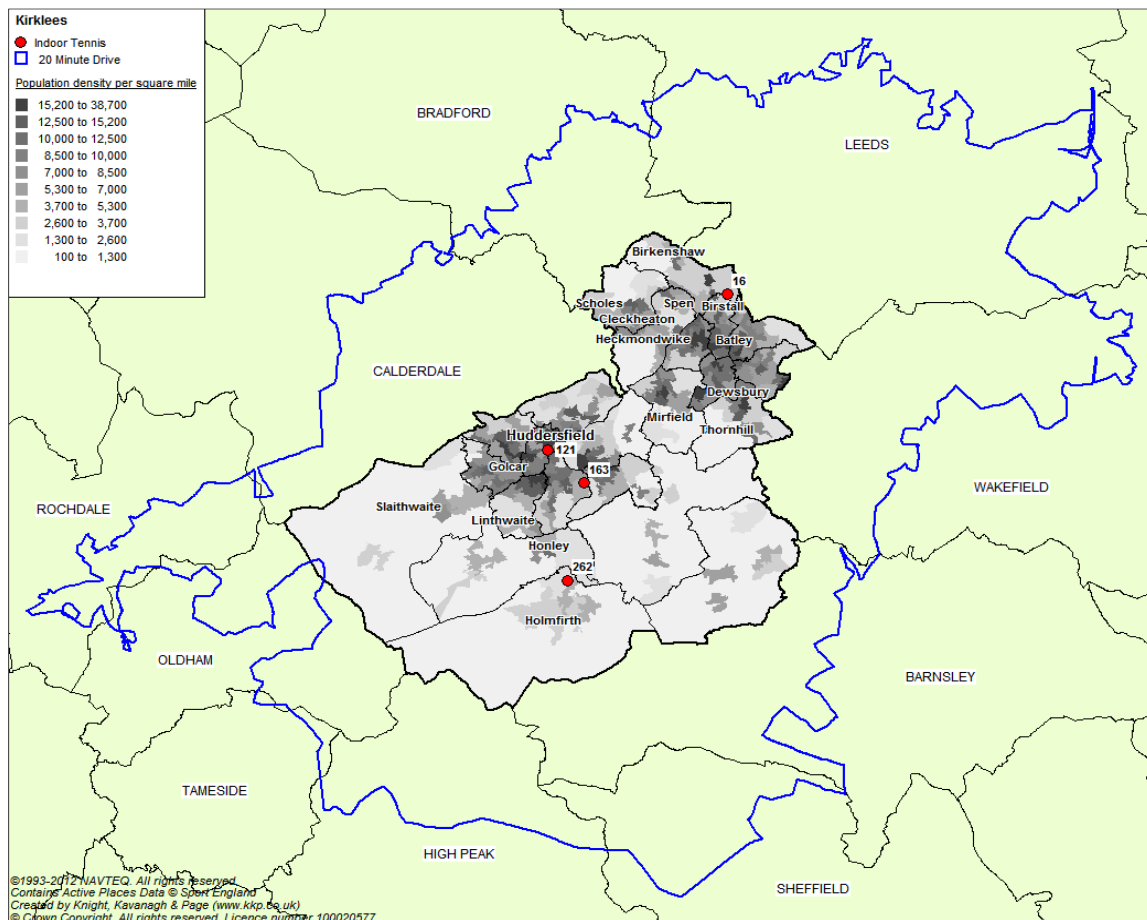
Table 10.1: Indoor tennis facilities in Kirklees

Ref	Site/club title	Type	Access	Year built	Year of refurb	No. of Courts
16	Batley Sports/Tennis Centre	Traditional	Pay & play	1977	1996	4
121	Huddersfield Lawn Tennis and Squash Club	Traditional	Pay & play	2000		4
163	Longley Community Sports Club	Air hall	Pay & play	1986	2012	1
262	Thongsbridge Tennis Club	Traditional	Pay & play	1990	2004	4

The location of the indoor tennis facilities are shown in Figure 10.1 below. It shows that Batley Sports and Tennis Centre is the only provision in the highly populated north of the authority. Thongsbridge Tennis Club is towards the south of Kirklees and the other two venues are more central, again in more densely populated areas of Huddersfield.

All residents in Kirklees can currently access an indoor tennis facility within a 20 minute drive. The local road network facilitates a catchment area wider than just Kirklees residents. A 20 minute drive-time also covers areas of Leeds, Calderdale, Wakefield and Barnsley.

Figure 10.1: Location of indoor tennis facilities in Kirklees



10.2 Demand

Huddersfield Lawn Tennis and Squash Club has over 650 members and runs a large outreach programme across the community, including at Greenhead Park, Huddersfield University and Huddersfield New College. It has capacity to accommodate new members and now makes courts available to non-members on a pay and play basis.

Thongsbridge Tennis Club has over 550 young people on its junior coaching programme. There is space for two additional courts at the venue, however the Club is focused on establishing the adult offer before expanding further.

Longley Tennis and Netball Club has capacity to accommodate additional participants and the potential to increase membership of the Club should it wish.

Batley Sports and Tennis Centre is a pay and play facility which is currently under-utilised. KAL has been working with the LTA to try and address the underutilisation of the courts. There is currently no club based at the centre and previous development programmes have failed to provide a sustainable number of casual users.

10.3 Consultation

The LTA is supportive of the work done in all indoor facilities in Kirklees. They have concerns regarding the long term future of the indoor courts at Batley Sports and Tennis Centre, which are not generating sustainable usage levels. Various discussions have been held between KAL and the LTA in an attempt to increase participation levels.

10.4 Summary of key facts and issues

Indoor tennis

- ◀ Supply of indoor tennis provision in Kirklees offers sufficient capacity to accommodate additional members and users at all venues.
- ◀ The private facilities are well used and can accommodate additional members.
- ◀ KAL is continuing to work with LTA to improve the underutilisation of the indoor tennis facilities at Batley Sports and Tennis Centre.

SECTION 11: CYCLING

This assessment report reviews built leisure and sport cycling facilities including competition facilities. Greenways and other traffic free routes, including the public rights of way network, are reviewed in the Open Spaces assessment report.

Cycling in all its different forms and disciplines is enjoying enormous popularity at the current time. Kirklees is no exception and it is, according to the Active People Survey, the fourth most popular activity in Kirklees, attracting some 6.5% of the population (21,400 participants).

11.1 Supply

Specialist cycling provision in Kirklees, in the form of formal facilities are identified in Table 11.1 below. None of these facilities are indoor. The cycle speedway track benefits from floodlighting.

Table 11.1 Specialist built cycling provision in Kirklees

Name / Location	Facility	Use/users
Coal Pit Mews off Cross Bank Road, Batley	Grass cycle track	
Hammond Street / Abbey Road, Fartown Green	Grass cycle track	
West End Park, Park View, Cleckheaton	Grass cycle track	
Knowl Park, Knowl Road, Mirfield	BMX dirt track	
Park Mill Way, Clayton West	BMX dirt track	
Cycle Speedway Club, Firth Park, Union Street	Cycle speedway track	Heckmondwike Cycle Speedway Club

The nearest indoor facility is the velodrome at the National Cycling Centre at Sports City in Manchester, approximately 30 miles away; there is also an indoor BMX facility. This is one of only two purpose built velodromes in England, the other being at the Olympic Park in East London. There is a large indoor BMX facility in Derby

At a more local level, Brooksbank School in Elland, (Calderdale Council area) has developed a road circuit <https://brooksbanktrack.wordpress.com/>. This facility does not meet the British Cycling technical specification. There is also a closed road cycle track facility at the Richard Dunn Sports Centre in Bradford. This venue is scheduled to close and be re-developed. It is understood that the specialist cycling provision will be replaced at an alternative site. These tracks provide a base for training and competition for some Kirklees clubs.

There are no specific built mountain bike facilities or centres in Kirklees, although there are areas of countryside suitable for mountain biking. In the development of the Pennine Bridleway (incomplete in Kirklees) some sections of bridleway have been improved to make them more accessible and consistent in their surfacing. Some mountain bikers consider that this has 'sanitised' the bridleways and made them less interesting and challenging to ride.

Clayton Vale mountain bike trail centre is at the National Cycling Centre in Manchester.

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A key gap in local cycle provision is a pump track. The ABLE 2 project at Heckmondwike <http://ablekirklees.blogspot.co.uk/> which is now stalled was to develop a pump track (a type of BMX facility) in a later phase of the project, once the horticultural/ aquaculture elements were established.

11.2 Demand

Demand for organised and competitive cycling is provided through a number of clubs as illustrated in Table 11.2. T

Table 11.2 Cycle Clubs in Kirklees

Club	Activity offered
Batley Cycling Club	Road, track cycling and mountain biking
CTC Huddersfield	Cycle touring; Audax; leisure rides; charity rides
Holme Valley Wheelers	Track, time trials, road racing, cyclo cross, hill climb, off road mountain biking, leisure cycling
Holmfirth Cycling Club	Extensive disciplines e.g. strengthening and conditioning classes; family cycling
Huddersfield & District U3A	Road
Huddersfield Road Club	Road and various disciplines
Huddersfield Star Wheelers	Cycle touring, time trials, cyclo-cross, track, road, mountain bikes, hill climbs; family cycling
Kirklees Riders	Informal cycling group. Ride Social group of Sky Ride local programme
There are many other Ride Social groups registered in Kirklees, see: http://www.goskyride.com/social	e.g. Huddersfield Chillax and Ride; Stadium Riders
Kirklees Cycling Academy	6 to 18 years see: http://k-ca.org/ competitive cycle sport Winter training Spen Valley High School (rollers).
Ravensthorpe Cycling Club	Club runs, touring, sportives, Audax, road racing and time trials
West Yorkshire Rough Riders	Mountain biking

*This list is not extensive with many other independent cycle groups and community clubs without formal structures.

As cycling has grown in popularity new groups have formed. Holmfirth Cycling Club is an example that has emerged to meet the demands of like-minded cyclists. The Kirklees Cycling Academy was founded in 2009.

Many cyclists are casual participants who do not belong to a club or cycling group and use cycling as a social or family activity and a form of keeping fit. The 2014 Tour de France massively raised the profile of cycling in Yorkshire and attracted visiting cyclists to the area to tackle the Tour 2014 routes and enjoy the excellent cycling offered by the South Pennines. The Tour de Yorkshire in May 2015 has re-energised the interest in cycling locally, for example, Holmfirth CC is holding the “Cote de Holme Moss” <http://www.holmemoss.com/> cycling festival on the 1st anniversary of the Tour de France Grand Depart 4-5 July 2015.

11.3 Supply and demand analysis

The popularity of cycling continues to grow and attracts people onto the road and trails network. Some cyclists are put off by heavy traffic and the increasing availability of traffic free routes, trails and closed road circuits are great opportunities to introduce young and new riders to the activity. Cycle clubs face difficulties in including young people in their activities where they are able to cycle on the road unaccompanied by a parent yet club cyclists do not want/are unable to take youngsters onto open roads without an accompanying parent, related to safety and insurance concerns.

A proliferation of events, e.g. mountain bike challenges; charity rides; Sky Ride; cyclo-cross; sportives provide a good range of organised cycling activity.

The winter months restrict many cyclists who may not want to ride after dark/ less favourable weather; this may contribute to the increasing popularity of spinning and spin studios in health and fitness facilities and lit, traffic free road circuits. Kirklees residents can access the closed road circuit across the border in Elland. The increasing popularity of the sport would suggest that additional closed road circuits would be popular with the local cycle club fraternity.

The Leeds Road athletic training track and the Princess Mary track at Spensborough Pool are used by visually impaired cycle groups and Streetbikes CiC for their mixed ability cycling sessions. There is capacity at both sites to develop further use of these facilities. The sites as a whole do offer good opportunities for the development of complementary cycling facilities, e.g. grass track, pump track

11.4 Consultation

British Cycling (BC) supports development of closed road circuits through the Whole Sport Plan, subject to certain criteria/ match funding. New facilities should be no less than 1km in length and a minimum of 6m wide, lit and built on relatively flat sites. BC will only fund sites that offer full public access with a freehold or leasehold for a minimum 21 years. Infrastructure must be in place to manage and operate the facility. BC has limited capital funds available to support projects through to 2017.

Strategically BC would be supportive of a new closed road circuit to meet demand from Holmfirth and the surrounding rural areas of Kirklees and neighbouring South Yorkshire.

11.5 Summary of key facts and issues

- ◀ Cycling is popular in Kirklees. It has a number of cycling clubs although many participants ride on a casual basis and do not belong to a club and participate more informally.
- ◀ Traffic volume, traffic speed, poor quality cycling infrastructure and perceived and actual road safety is considered to be a barrier to entry and a particular issue when clubs are seeking to cater for young people aged u.16.
- ◀ Specialist indoor velodrome facilities are available in Manchester.
- ◀ The Borough has a number of greenways and has plans to extend this popular traffic free network to increase connectivity
- ◀ Resources to develop the Greenways and off road network are limited
- ◀ A closed road cycle circuit (not BC race standard) is available in neighbouring Elland.
- ◀ The Leeds Road Sports Complex and the track at Spenborough Pool (Princess Mary) are by people with a variety of disabilities to provide inclusive cycling opportunities. There is capacity at both sites to develop further use of these facilities.
- ◀ Strategically British Cycling would be supportive of development of a closed road cycling circuit in the south of the Borough. Further work is required to establish a strategic location and suitable site.
- ◀ Through the framework of the 'Cycle West Yorkshire -Tour de France Legacy Group', Kirklees is developing a Walking and Cycling Delivery Plan. This will be developed to fit with the Metro Cycle Prospectus and the new Single Transport Plan.

SECTION 12: ATHLETICS

Athletics is unique in that it encompasses many different disciplines, the most popular of which is running. This means that training provision for individual disciplines has often, by necessity, been developed in an innovative way, adapting whatever facilities exist to meet the needs of local athletes.

Similarly, the needs of a whole club and the disciplines within it can often be difficult to fulfil without considerable compromise. This need to compromise has proven that training areas for athletes do not necessarily require a full 200m (indoor) or 400m (outdoor) track. Many events can be simulated indoors or outdoors for training purposes. Since the specialist use of athletics facilities may change over time, local authorities need to be advised of the implications of multi-use.

It may not always be possible to provide the large spaces required for full throwing fans. Whether indoors or on a restricted outdoor site, throwing walls and cages can enable athletes to learn, practise and improve technique in a safe enclosure. The most important aspects of the design of such areas are their structural stability and their ability to safely stop projectiles.

The exact requirements for a specific site will relate to local needs and, as such, will be bespoke. All layouts must be designed to allow easy supervision with ample safety margins for each event. The training area will be used simultaneously by different groups for different activities, so it is essential that facilities are designed with supervision and control in mind.

12.1 Supply

Quantity

There are two athletics tracks in Kirklees, a competition track located on land to the rear of Spensborough Pool and Fitness Complex, also known as Princess Mary Athletics Stadium; and a training facility at Leeds Road Sports Complex.

The facilities at Spensborough Pool & Fitness Complex include an 8 lane all-weather 400m track, an Olympic hammer and discus cage, two twin long/triple jump pits, shot putt area, steeple chase facilities, high jump fan, javelin runway, two pole vault runways and stand with seating for 400 spectators. The facility is floodlit. Spensborough Pool and Fitness Complex is owned by Kirklees Council and managed on behalf of the Council by KAL.

2008 saw a new track laid at Leeds Road Sports Complex, along with a sports cage and long jump and triple jump facilities. These facilities are floodlit but do not, and cannot meet the standards required to be a competition track. The facility is owned by Kirklees Council and managed by KAL. There is a 3G AGP that was recently built in the middle of the track, which makes it difficult for the timer to see the start of a race.

Leeds Road Sports Complex is located close to Huddersfield town centre, while Princess Mary track at the rear of Spensborough Pool is in the north of Kirklees, serving the more populated areas of the authority; as illustrated in Figure 12.1 overleaf. This also demonstrates the accessibility of the tracks. The whole of Kirklees and wider is able to

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access one of the facilities within a thirty minute drive. This is demonstrated by the catchment area (drawn in blue) on the map.

During the summer months there is a grass track facilities at Holmfirth High School.

Investment

Dearne Valley Sports Village has plans to develop a UK Athletics compact athletics facility model on site.

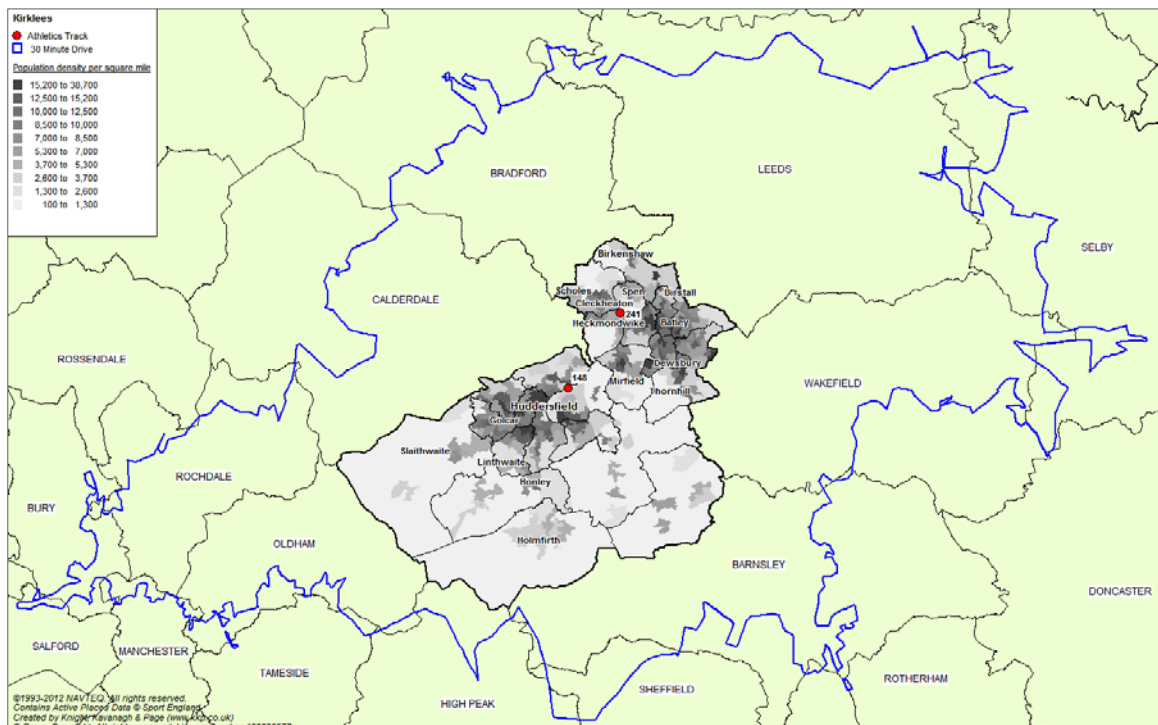
Indoor facilities

Although there is no dedicated indoor athletics facility in Kirklees, there are some close by including the Indoor Bowls and Athletics Centre at the John Charles Centre for Sport (formerly known as South Leeds Stadium), the Radclyffe Athletics Centre in Oldham and Thornes Park Stadium in Wakefield.

Table 12.1: Athletics facilities in Kirklees

Ref	Site/club title
148	Spensborough Pool & Fitness Complex
241	Leeds Road Sports Complex

Figure 12.1: Athletics facilities in Kirklees



Quality

Spensorough Pool and Fitness Complex (Princess Mary's Track) is home to Spensorough AC. The Club reports that although there can be delays in maintenance on the track, it is looked after. The track is certified by UK Athletics with a grade 'A' classification, valid until April 2019. The certification notes that there is no provision for seated throwing.

The Leeds Road Sports Complex is the training venue of Longwood Harriers. The Club reports that the track is in good condition. Throwing facilities did exist on the outfield, however, these are now in very poor condition, abandoned and unusable. Leeds Road Sports Complex is not certified by UK Athletics.

12.2 Demand

Spensorough AC has an annual contract with KAL to use the Clubhouse and track for training sessions on two evenings per week. The Club has an estimated 300 members to accommodate. In addition to this the Club accommodates circa 20-40 non-members at training sessions. According to estimates in the UK Athletics Facility Strategy, these membership numbers should provide a high degree of sustainability for a UK Athletics certified regional competition track. Numbers do, however vary dependant on the time of year, when athletics is delivered in local schools, national/international competitions, etc. The Club is not able to increase the number of sessions due principally to a shortage of coaches and volunteers.

Due to cumbersome storage arrangements Spensorough AC is currently unable to offer regular high jump and pole vault training. Athletes have to travel to facilities at Leeds Beckett University. The provision of covers for the high jump would resolve this issue and ensure that high jump and pole vault facilities were available at the Princess Mary Track, Spensorough.

Spensorough AC have concerns about newspaper reports of the Pool closure and the introduction of modular buildings to increase the health and fitness suite capacity. The Club already struggle with storage facilities and the Clubhouse, in which large equipment is stored, is used for fitness classes. There is a need for proper storage at the facility. The Club are concerned that any subsequent pool closure could exacerbate this issue.

Holmfirth Harriers join Longwood Harriers on occasion for training sessions at Leeds Road Sports Complex. Longwood Harriers have approx. 150 club members. Club membership has stabilised over the past 3-4 years. According to the UK Athletics Facility Strategy this level of membership should provide a high level sustainability for a club training facility, particularly where it is part of a multi- sport offer, which the Leeds Road Sports Complex provides.

Longwood Harriers have been promoted in both adult and junior track and field leagues. The provision of throwing facilities would support the Clubs development in throwing disciplines. Both track facilities are needed to meet local needs. Closure of any of the Borough track facilities would displace the home user clubs and be detrimental to the development of athletics and other users e.g. disability cycle groups.

12.3 Summary of key facts and issues

- ◀ The athletics facilities in Kirklees are well used by local clubs and should be retained.
- ◀ The potential re-development of Spenborough Pool has implications for the short and long term management of the athletics track, a Category 'A' competition facility. This needs to be factored into any redevelopment feasibility study.
- ◀ Leeds Road Sports Complex is not of a requisite standard to host competitive athletics events.
- ◀ Throwing facilities at The Leeds Road Sports Complex are not conducive to the development of throwing events.

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SECTION 13: GOLF

Golf is one of few sports that is not played on a standardised playing surface, meaning that, providing you have a hole, a teeing ground, a club and a ball, it can, theoretically, be played anywhere. A golf course usually consists of nine or 18 holes. A flagstick displays the location of the hole.

A considerable number of new golf courses were built in the 1980s and early 1990s in response to a perceived demand for additional facilities. Although the rate of development has slowed down considerably in recent years, there remains a steady throughput of golf related proposals in the planning system.

13.1 Supply

There are 12 golf clubs are located within Kirklees borough - as identified in Table 13.1 below and two stand-alone golf driving ranges at the Stadium site in Huddersfield, and at the Hopton Horse Centre in Mirfield. If HD 1 is built (see Section 14) the Stadium Golf driving range will be lost to redevelopment.

Table 13.1 Golf facilities in Kirklees

Map Ref	Site Name	Facility	Tenure
1	Bradley Park Golf Club	Driving Range, 9 hole - Par 3/Footgolf course & 18 Hole	Pay and play
2	Cleckheaton & District Golf Club	18 Hole	Members club
3	Crosland Heath Golf Club	18 Hole	Members club
4	Dewsbury & District Golf Club	18 Hole	Members club
5	East Bierley Golf Club	9 Hole	Members club
6	Hanging Heaton Golf Club	9 Hole	Members club
7	Huddersfield Golf Club	18 Hole	Members club
8	Longley Park Golf Club	9 Hole	Members club
9	Marsden Golf Club	9 Hole	Members club
10	Meltham Golf Club	18 Hole	Members club
11	Outlane Golf Club	18 Hole	Members club
12	Stadium Golf	Driving Range	Pay and play
13	Woodsome Hall Golf Club	18 Hole	Members club
14	Hopton Horse Centre	Driving Range	Pay and play

In summary golf facilities in Kirklees comprise:

- ◀ Three golf driving ranges
- ◀ One par 3 course / Footgolf facility
- ◀ Four- 9 hole courses
- ◀ Eight 18 hole courses.

The golf course at Bradley Park is owned by Kirklees Council and managed on its behalf by KAL and whilst it does offer a club membership facility it is predominately a popular 'pay and play' course. Within its facility mix is a 9 hole par 3 facility, which together with

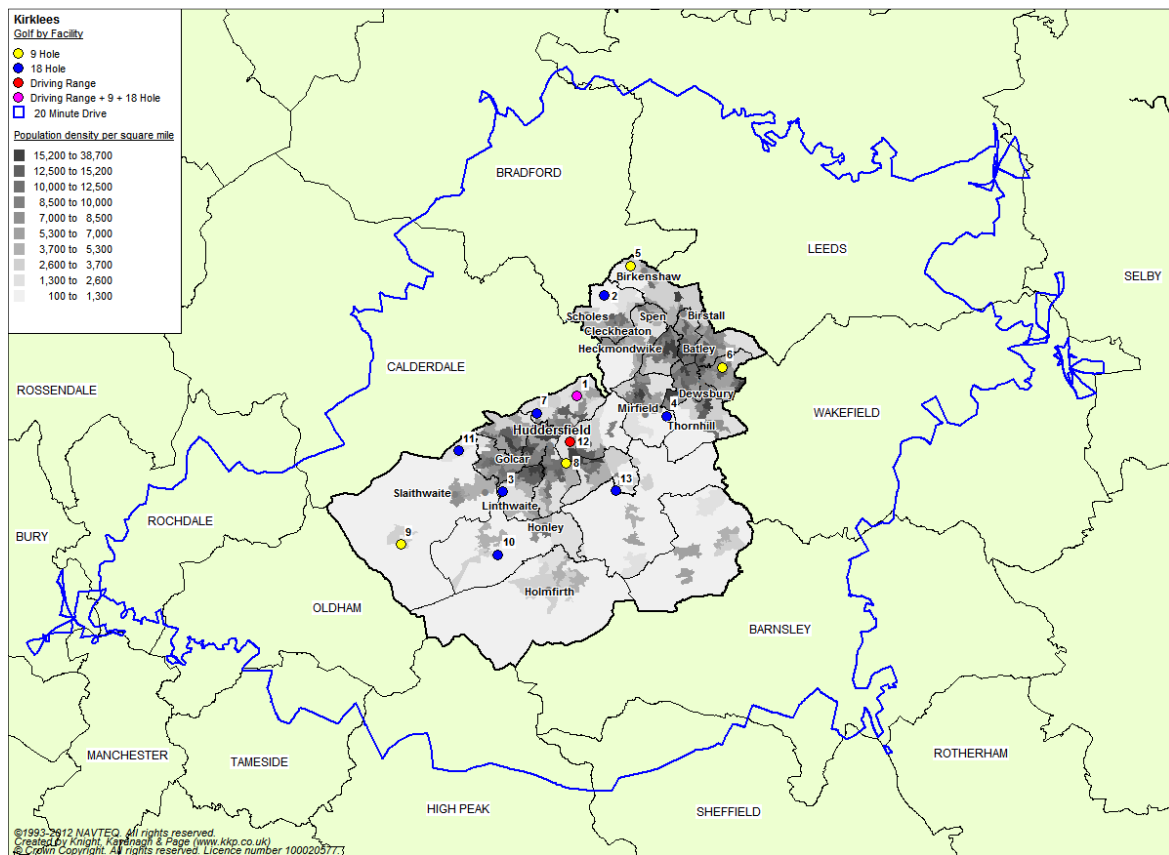
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the golf driving range means that it offers a good mixture of facilities at which the game can be taught and developed.

The remaining eleven courses are members' clubs, although in all cases visitors are reportedly welcome to pay a green fee to visit and play the course. The area supports two golf driving ranges, both in Huddersfield.

The golf course facilities are illustrated on Figure 13.1 below together with a 20 minute drive time catchment area around each facility.

Figure 13.1 Golf course provision in Kirklees with a 20 minute drive time catchment area



All resident can access golf provision within a 20 minute drive.

13.2 Demand

The past decade has seen a decline in regular participation in golf and a decline in the number of people who want to become members of golf clubs. Between 2004 and 2013 golf club membership in England dropped by 20%. As a result there is an increasing over supply of golf provision, with generally less people joining golf clubs year on year.

To date this has not manifested itself in the closure of any golf facilities in Kirklees but all of the clubs identified could accommodate new members and will encourage visitors to pay green fees to play the course. The decline in members makes clubs more dependent on generating third party income from green fees, visiting parties and social activities.

England Golf, the NGB, has a range of initiatives to rebuild participation levels and encourage club membership. The trends of the last decade suggest that a change in the direction for golf membership may be difficult to achieve, with many players choosing to remain 'nomadic', playing with friends at different venues rather than being tied into a club membership package.

13.3 Supply and demand analysis

The decline in the popularity of joining a golf club and becoming a regular (x1 per week) golfer is placing a financial burden on many golf clubs which are seeing revenues decline, whilst costs continue to rise. To date the number of golf clubs in Kirklees remains stable.

However, unless the decline in membership requirements is reversed over the next few years and the demand for club membership increases it is possible that demand may fall to the point where there is an unsustainable oversupply of golf course facilities and one or more clubs may be forced to close. The 'pay and play' offer at Bradley Park has remained popular and robust and continues to provide an entry route into golf.

A more detailed Golf Needs Analysis has been commissioned by Kirklees Council which will investigate this in more detail.

13.4 Summary of key facts and issues

- ◀ There are 12 golf clubs in the Kirklees Council area. Eleven are traditional members clubs and Bradley Park is predominately a 'pay and play' facility.
- ◀ There are three golf driving range facilities, two located in Huddersfield and one in Mirfield. If the HD One proposals for the stadium go ahead the driving range at the Huddersfield Stadium would be lost.
- ◀ Demand for golf club membership has been in decline over the past decade.
- ◀ All the golf clubs in Kirklees have capacity for new members.
- ◀ England Golf has a number of initiatives to raise golf participation levels which may help to stimulate demand
- ◀ Unless the current trends in golf memberships are reversed it is possible that supply will substantively outweigh demand and one or more clubs may be forced to close.
- ◀ Bradley Park, operated by KAL, is the only traditional 'Pay and Play' golf provision in Kirklees.

SECTION 14: COMBAT SPORTS

Fencing

Mary Hawdon Fencing Club is based at Royds Hall High School for one evening per week. It has been established for 20 years and has capacity to take on additional members. This is the only club in the area and demand for the sport is not high. The general opinion is that the sport does not struggle for facilities and this is not a limiting factor in terms of capacity.

Boxing

In general, boxing clubs tend to develop as small businesses, operated by the head coach at the club. They often operate out of small community centres or industrial sites (e.g. arches) which are run down and may be in need of investment but offer low rent. More established and forward thinking clubs accommodate older participants who want to use boxing training as a method of keeping fit while others have developed a wider female user base by incorporating sessions such as boxercise.

Kirklees has two boxing clubs, Cleckheaton Boxing Academy and Rawthorpe Amateur Boxing Club. Both have their own training and sparring facilities, Cleckheaton on an industrial estate in the town and Rawthorpe at the Gas Sports & Social Club in Huddersfield. Both clubs are coach-led and work with junior and senior age groups.

Boxing style fitness training is popular in many health and fitness facilities who offer a range of 'boxercise' classes.

Judo

There are two judo clubs in Kirklees, Huddersfield Judo Club and Dewsbury Judo Club, based at the respective KAL facilities

Other

White Rose Aikido Club and Dewsbury Karate Club are both based at Dewsbury Sports Centre.

There is a range of other martial arts organisations in the area based at smaller community facilities. As noted earlier, the nature of these disciplines is that they are often small businesses unaligned to any specific NGB; therefore, there is no lead organisation with which to discuss the local strategic need. However it is reportedly clear that there is a healthy mix of clubs in the area.

The opening of the new Huddersfield Leisure Centre has seen the combat sports club users* provided with a new permanent matted area. This development represents a significant improvement in quality of facility and may facilitate a welcome rise in profile for combat sports in Huddersfield.

◀ Tang Soo Do*	◀ Karate (Shukokai)
◀ Aikido	◀ Free style Karate and Wado Ryu
◀ Kickboxing	◀ Taekwondo.

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It is clear from the above that many clubs are required to train at different venues across the area in order to achieve the number of training sessions they require. They often have to negotiate with different providers and often need to work flexibly around the needs of that organisation and alter their sessions to accommodate activities such as events, parent's evenings, seasonal bookings. etc.

One option could potentially be a number of combat sports pooling resources to determine the combined need for facilities. There could be an opportunity within Kirklees to consider the clustering of combat sports clubs to provide an opportunity for them (or a combination thereof) to have increased access to improved facilities. This is on the basis that no new development is likely to stimulate sufficient demand from an individual combat sport to justify facility development.

The above detail suggests that there is not sufficient sustainable demand for facilities by individual sports but the potential does exist to consider a combined facility within the area. This would not only accommodate mainstream combat sports but could also, in tandem with provision at the new venue in Huddersfield, provide a home for smaller martial arts organisations which presently use a mix of schools and community centres to meet their needs.

Summary of key facts and issues

- ◀ There are 2 boxing clubs in Kirklees offering specialist training and sparring facilities.
- ◀ The new leisure centre in Huddersfield provides a permanent matted combat sports facility that is used by a range of different combat sports.
- ◀ There is a Fencing Club at Royds Hall High School.
- ◀ There is no evidence of a shortfall in facilities to accommodate combat sports although, linked to the collective policy of the five Olympic combat sports there may be potential to support the development of a joint facility.

SECTION 15: SNOW AND ICE FACILITIES

Snow sport in England takes place within a variety of environments including centres with natural snow slopes (when snow conditions allow), synthetic matting centres (dry slopes) and artificial snow centres (mainly indoor slopes). Roller skiing (a form of cross-country skiing) also take place in England on closed circuit cycle tracks.

A network of established facilities exists across the Country; provided mainly by local authorities and commercial operators offering options to take part in snow sport. Existing facilities cater for all major snow sport disciplines such as Alpine, Nordic, Snowboarding and Freestyle.

Nationwide facility planning and development in snow sport is in its infancy compared to many sports where research-based facility standards and specifications have been developed over 40 years or more. The development of a National Facilities Strategy in 2011 by the NGB aimed to provide guidance on specifications relevant to the development of the sport in each of the major disciplines. There are several ways to classify ice sport venues which are identified as:

- ◀ Small ice rinks (with a capacity of up to 2000).
- ◀ Medium size ice arenas (2000 and 6000 seats) with some multi-purpose features.
- ◀ Modern multi-purpose ice arenas with over 6000 fixed seats with a wide scale catering offer and many possibilities for multi-purpose use.

Small ice rinks can be built without any fixed seating or any food service capability, although the modern small ice rinks are without exception also concentrating on getting additional revenues through special hospitality programs.

The NGBs responsible for sports requiring snow or ice facilities are Snow sport England, the National Ice Skating Association (NISA), the English Ice Hockey Association (EIHA), Ice Hockey UK, British Sledge Hockey and the English Curling Association.

Currently the Kirklees authority area is unable to offer residents access to any snow or ice sport facilities. People must travel to Bradford for access to an ice rink and to Castleford (M62 Junction 32) to access a snow dome. This said, HD One, has development plans to add a snow sports complex at the John Smith's Stadium site in Huddersfield; this would be a commercial facility supported by a range of restaurant and bar facilities.

Strategically, it is important for local authority with a population greater than 420,000 to consider supporting commercial provision of new leisure activities and experiences to residents.

Summary of key facts and issues

- ◀ New specialist facilities would create opportunities for residents to experience snow sports.
- ◀ Opportunities to participate in snow and ice sports are available at the specialist commercial facilities located in other local authority areas notably X-scape in Wakefield Chill Factor in Trafford, Greater Manchester and the ice rink in Bradford.
- ◀ The Borough population of 425,000 should be able to support the development of a new snow sports centre.

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SECTION 16 SWOT ANALYSIS

Based upon audit and consultation findings the following SWOT analysis identifies key issues for discussion;

SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> ◀ Kirklees Council/KAL commitment to sport and recreation ◀ New leisure centre provision in Huddersfield town centre ◀ Mix of providers that enables access to sport facilities throughout the day/evening ◀ Range of good quality swimming facilities ◀ KAL aquatic programme and 'swimmer journey' ◀ Range of facilities to accommodate the majority of indoor sports ◀ High quality health and fitness provision with enthusiastic, committed membership ◀ Community use at many school sites ◀ Range of specialist facilities e.g. indoor cricket, table tennis, cycle speedway, gymnastics, martial arts. ◀ The use of a third party agent in the operation of council stock 	<ul style="list-style-type: none"> ◀ Reduced Kirklees Council capacity and budgets ◀ The need to utilise facilities in terms of income generation as opposed to sports needs ◀ Participation rates in some sports ◀ Peak time capacity at some fitness centres and swimming pools ◀ Underutilisation of certain facilities ◀ Quality of some specialist facilities - often located in converted buildings/not new build ◀ Limited number of voluntary clubs aspiring to create /provide elite performer pathways ◀ Imminent closure of some facilities ◀ Ability, where demand exists, to consistently accommodate separate sessions for cultural reasons. ◀ Significantly reduced influence of the LEA with local schools, especially secondary schools
Opportunities	Threats
<ul style="list-style-type: none"> ◀ Capacity at many indoor sports halls to accommodate growth in key sports ◀ New facilities in Huddersfield town centre in 2015 ◀ Population growth/housing development provides potential to expand and/or enhance sport and leisure provision ◀ Potential opportunity for changes of use at Kirklees Council sports facilities ◀ Capacity to increase health and fitness to accommodate demand ◀ Snow sports development in the town centre ◀ Self-management (citizen services) and/or asset transfer ◀ Greater level of community use of school sites ◀ Tour de France legacy and popularity of cycling ◀ Potential capacity of other community facilities to accommodate activities ◀ Bloomberg Challenge (Kirklees award recipient 2014) 	<ul style="list-style-type: none"> ◀ Ongoing public sector funding and capacity reductions impacting on Kirklees Council and KAL ◀ Pressures facing external funding organisations ◀ Inactivity amongst the local population ◀ Population growth/housing development will put additional pressures on the existing sport and leisure provision ◀ Condition and potential cost of maintaining existing public leisure stock at present levels ◀ Potential closure of key local facilities and lack of replacement ◀ Sustainability of voluntary sports club infrastructure – coaches, volunteers, participants possible pressure for the removal of NNDR and increased market reflected rents ◀ Limited effectiveness of partner development programmes to sufficiently grow sports to sustainable levels ◀ The impact of commercial sector fitness operators on the viability of public sector sports provision

Appendix A: Demographic profile of Kirklees

Located in the Yorkshire and the Humber, the area is dissected by a series of A roads, the main north/south link being the A629 and the A6024, while in an west/east direction there are a few including the A643 and M62.

Figure A1: Kirklees with main roads



The data used to describe the area is taken from a range of nationally recognised sources such as the Office for National Statistics, NOMIS, Sport England and Experian. Wherever possible it represents the most up to date information available at the time of the report's preparation. New data is, however, published regularly and at different intervals.

Unemployment data is, for example, released every month while population projections and deprivation data tend to be produced every three to four years and the census of

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population is conducted once every decade. Within this context, it is noteworthy that a new Index of deprivation is to be published in 2015.

Population

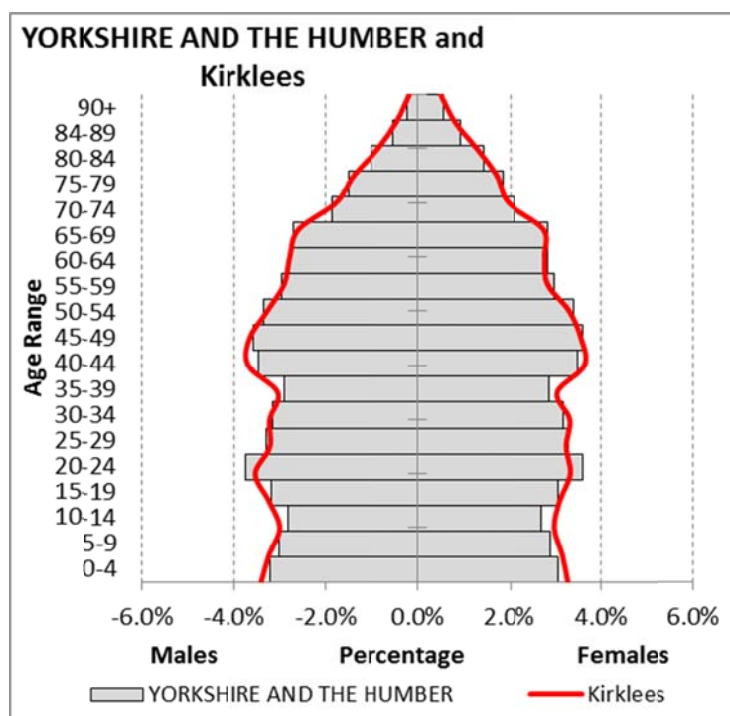
Age and gender profile

The total population, from the 2013 MYE, in Kirklees was 428,279 (males = 211,575 and females = 216,704).

Age and gender profile

The following chart illustrates the population’s age and gender composition while, overlaying the red line for Kirklees on top of the grey bars for the region it is easy to see where one dataset is higher or lower than the other. This highlights, for example, that the age structure is relatively evenly distributed across most population cohorts, paying due regard to the natural effect of ageing.

Figure A2: Age and gender of residents in Kirklees



However, there is a lower proportion of 20-24 year olds (Kirklees = 6.9%, Yorkshire and The Humber = 7.3%), this may suggest a lower level of demand from what are generally regarded as the main sports participation groups and also from young families. There are, however, more in the age groups from 0-14 (Kirklees = 19.1%, Yorkshire and The Humber = 17.7%). As a combination of factors it suggests careful consideration should be given to the pitching of sports and physical activity offers within the area – Sport England’s segmentation model may be interpreted in relation to this age structure (see later).

Ethnicity⁵

In broad terms, Kirklees’s ethnic composition does not reflect that of England as a whole. According to the 2011 Census of population, the largest proportion (79.1%) of the local population classified their ethnicity as White, this is lower than the comparative England rate of 85.4%. The next largest population group (by self-classification) is Asian, at 16.0% this is over twice the national equivalent (7.8%).

⁵ Data source: 2011 census of population, ONS

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Table A1: Ethnic composition – Kirklees and England

Ethnicity	Kirklees		England	
	Number	Percentage	Number	Percentage
White	334,270	79.1%	45,281,142	85.4%
Mixed	9,790	2.3%	1,192,879	2.3%
Asian	67,782	16.0%	4,143,403	7.8%
Black	7,905	1.9%	1,846,614	3.5%
Other	2,711	0.6%	548,418	1.0%
Total	422,458	100.0%	53,012,456	100.0%

Economic indicators⁶

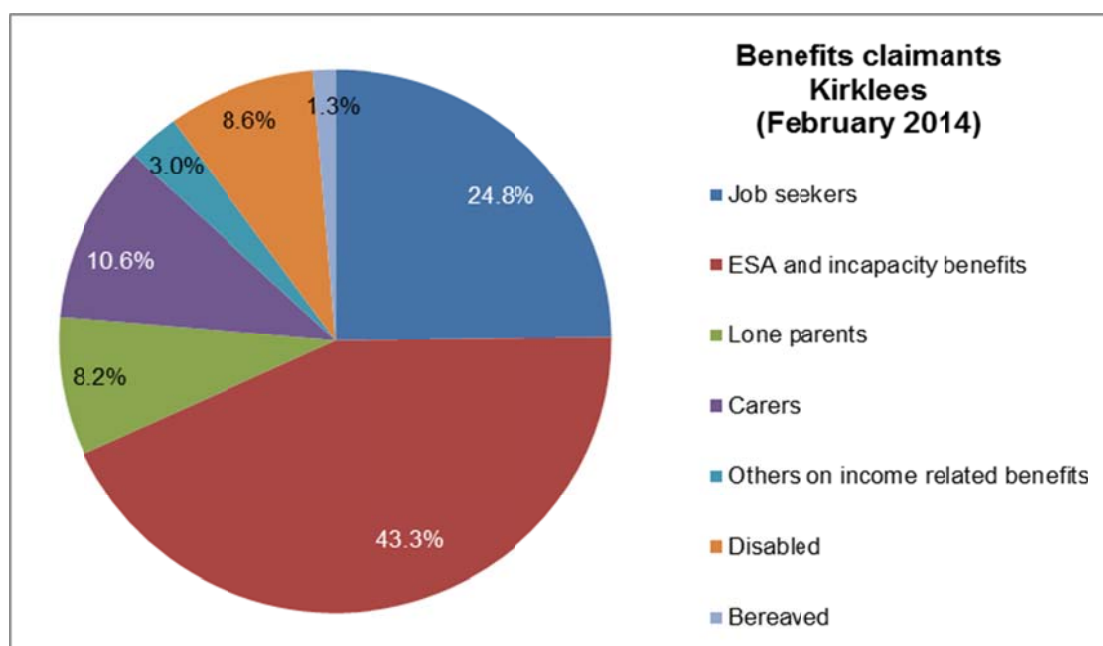
Economic activity and inactivity

Over 7 in 10 (72.7%) of Kirklees Council's 16-64 year olds are economically active (in or seeking employment – June 2014) compared to a national figure of 77.5%. The unemployment rate⁷ in Kirklees is 7.8%, this is below the Yorkshire and The Humber figure (8.4%) but above the national rate (6.8%). Around 3 in 10 (27.3%) of Kirklees Council's 16-64 year olds are economically inactive. Around 3 in 10 are students and around 1 in 5 are long term sick.

Income and benefits dependency

The median figure for full-time earnings (2013) in Kirklees is £25,407; the comparative rate for the Yorkshire and The Humber is £24,913 (-1.9%) and for Great Britain is £26,941 (+6.0%).

Figure A3: Benefits by type of claimant



⁶ Data source: NOMIS 2014

⁷ Note the unemployment rate is modelled by the Office for National Statistics

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In September 2014 there were 7,691 people in Kirklees claiming Job Seekers Allowance (JSA); this represents an increase of 23.8% compared to September 2006 (6,213). However, people claiming JSA only represent 24.8% of benefits claimants in Kirklees, a further 43.3% are claiming ESA⁸ and incapacity benefits while 10.6% are carers.

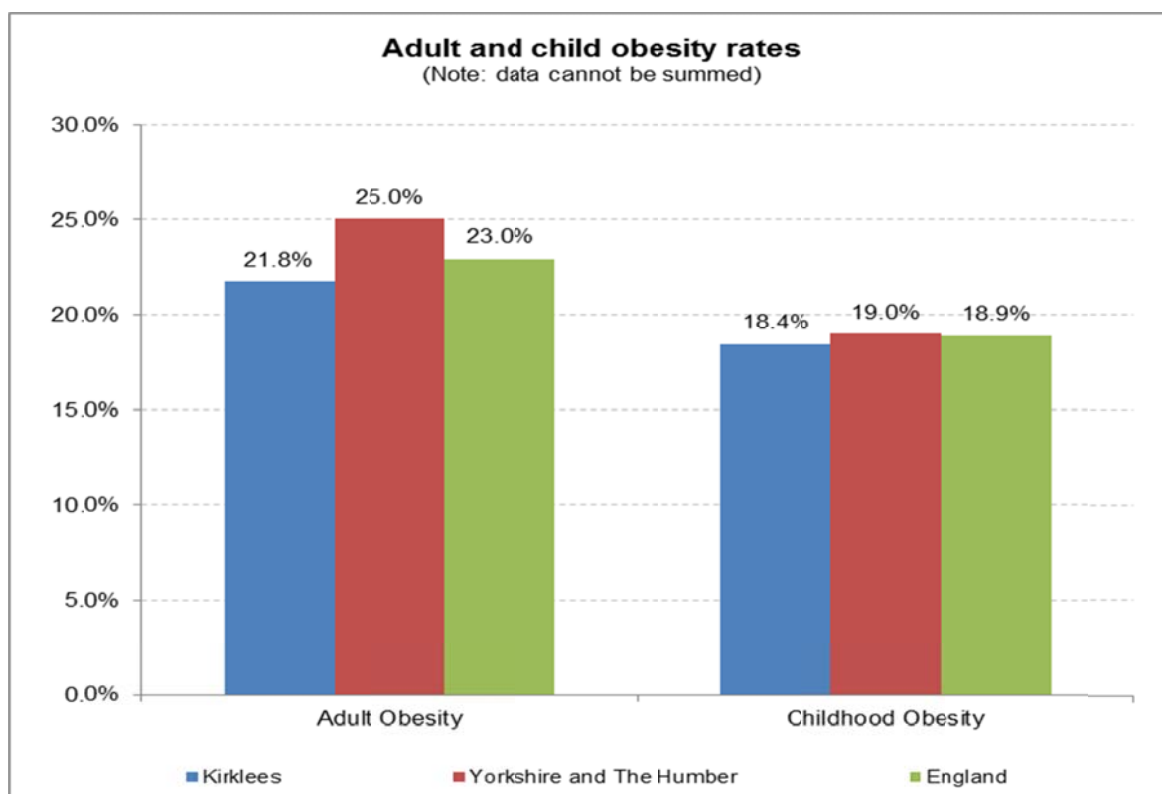
Health data⁹

In 2013 there were 5,658 live births in Kirklees; there were also 3,618 deaths; consequently there were 2,040 more births than deaths in 2013. Population change combines these factors alongside internal and international migration statistics.

In keeping with patterns seen alongside higher levels of health deprivation, life expectancy in Kirklees is lower than the national figure; the male rate is currently 78.2 compared to 79.2 for England, and the female equivalent is 82.0 compared to 83.0 nationally.¹⁰

Weight and obesity

Figure A4: Adult and child obesity rates in Kirklees



Obesity is widely recognised to be associated with health problems such as type 2 diabetes, cardiovascular disease and cancer. At a national level, the resulting NHS costs

⁸ Employment and Support Allowance is directly targeted to support those who are ill or disabled.

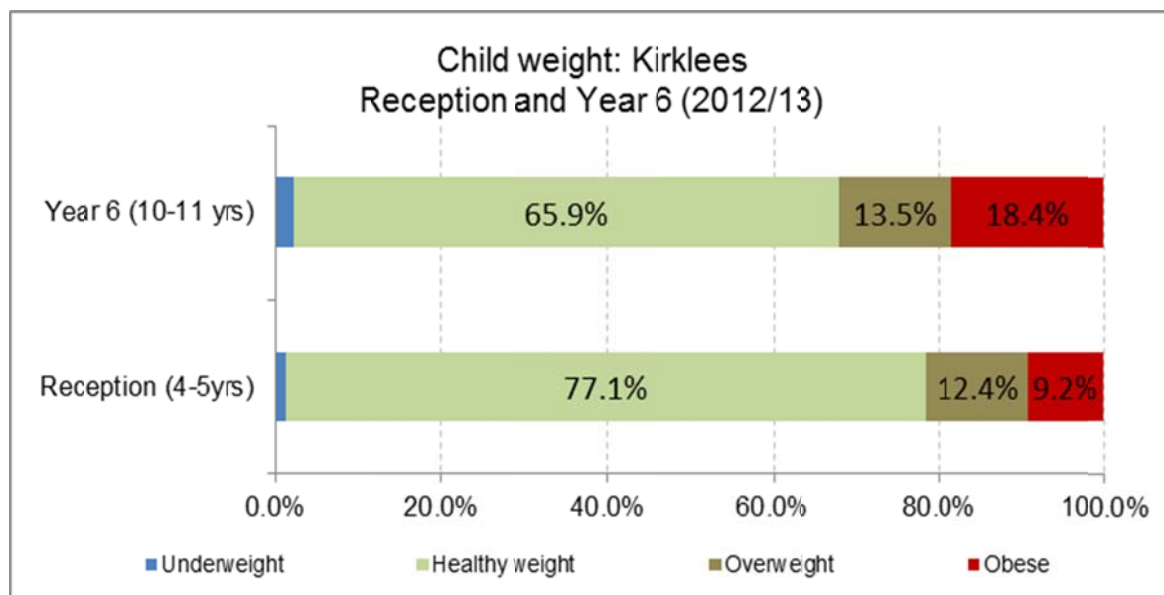
⁹ ONS births and deaths, NCMP and NOO

¹⁰ Office of National Statistics: Life Expectancy at Birth by local areas in the United Kingdom, 2013.

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attributable to overweight and obesity¹¹ are projected to reach £9.7 billion by 2050, with wider costs to society estimated to reach £49.9 billion per year. These factors combine to make the prevention of obesity a major public health challenge. Adult obesity rates in Kirklees are below the national and regional averages. Furthermore child rates for obesity are also lower.

Figure A5: Child weight in Kirklees – Reception and Year 6



As with many other areas, obesity rates increase significantly between the ages of 4 and 10. Just under 1 in 10 (9.2%) of children in Kirklees are obese in their Reception Year at school and 12.4% are overweight; by Year 6 these figures have risen to just under 1 in 5 (18.4%) being obese and 13.5% being overweight. In total, by Year 6, over 1 in 4 (21.6%) are either overweight or obese.

Health costs of physical inactivity

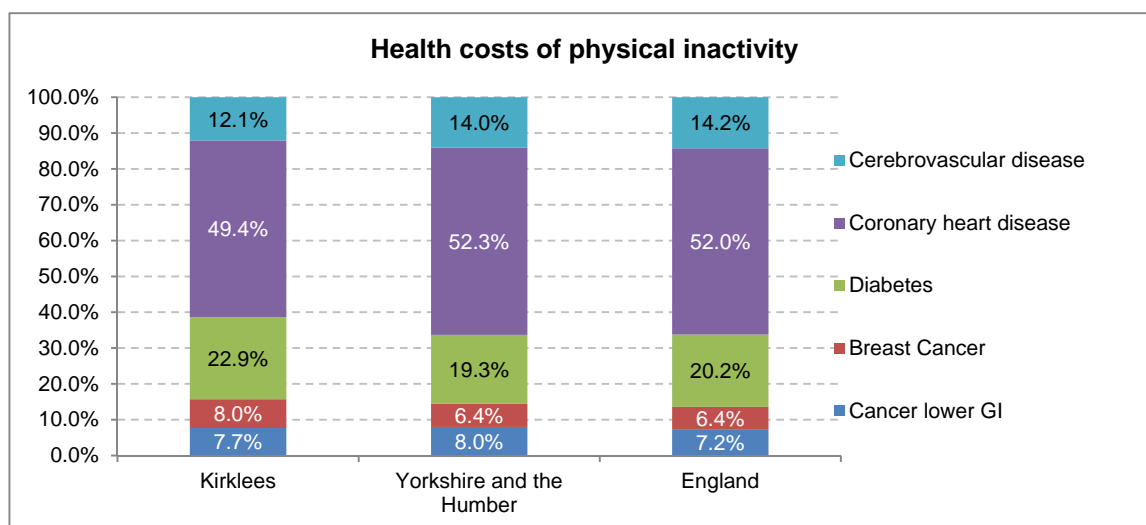
The British Heart Foundation (BHF) Promotion Research Group has reviewed the costs of avoidable ill health that it considers are attributable to physical inactivity. Initially produced for the DoH report Be Active Be Healthy (2009) the data has subsequently been reworked for Sport England.

Illnesses, that the BHF research relates to, include cancers such as bowel cancer, breast cancer, type 2 diabetes, coronary heart disease and cerebrovascular disease e.g. stroke. The data indicates a similar breakdown between these illnesses regionally and nationally.

¹¹ In adults, obesity is commonly defined as a body mass index (BMI) of 30 or more. For children in the UK, the British 1990 growth reference charts are used to define weight status.

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Figure A6: Health costs of physical inactivity



The annual cost to the NHS of physical inactivity in Kirklees is estimated at £6,973,493. When compared to regional and national costs per 100,000 Kirklees (£1,752,136) is 6.4% below the national average (£1,817,285) and 0.35% below the regional average (£1,758,334).

It should also be noted that in addition to the NHS costs there are also significant costs to industry in terms of days of productivity lost due to back pain etc. These have also been costed in CBI reports and are of similar magnitude to NHS costs.

Crime¹²

During the 12 months to March 2014 the rate for recorded crimes per 1,000 persons in Kirklees was 55.8; this is lower than the equivalent rate for England and Wales as a whole which was 60.7. In both instances the crime rate has fallen since 2011, by around 21.8% for Kirklees and 14.4% for England & Wales.

Table A2: Comparative crime rates - Kirklees and England & Wales

Authority	Recorded crime (May '13 – Jun '14)	Population 2013 MYE	Recorded crime per 1,000 population
Kirklees	23,907	428,279	55.8
England & Wales	3,454,527	56,948,229	60.7

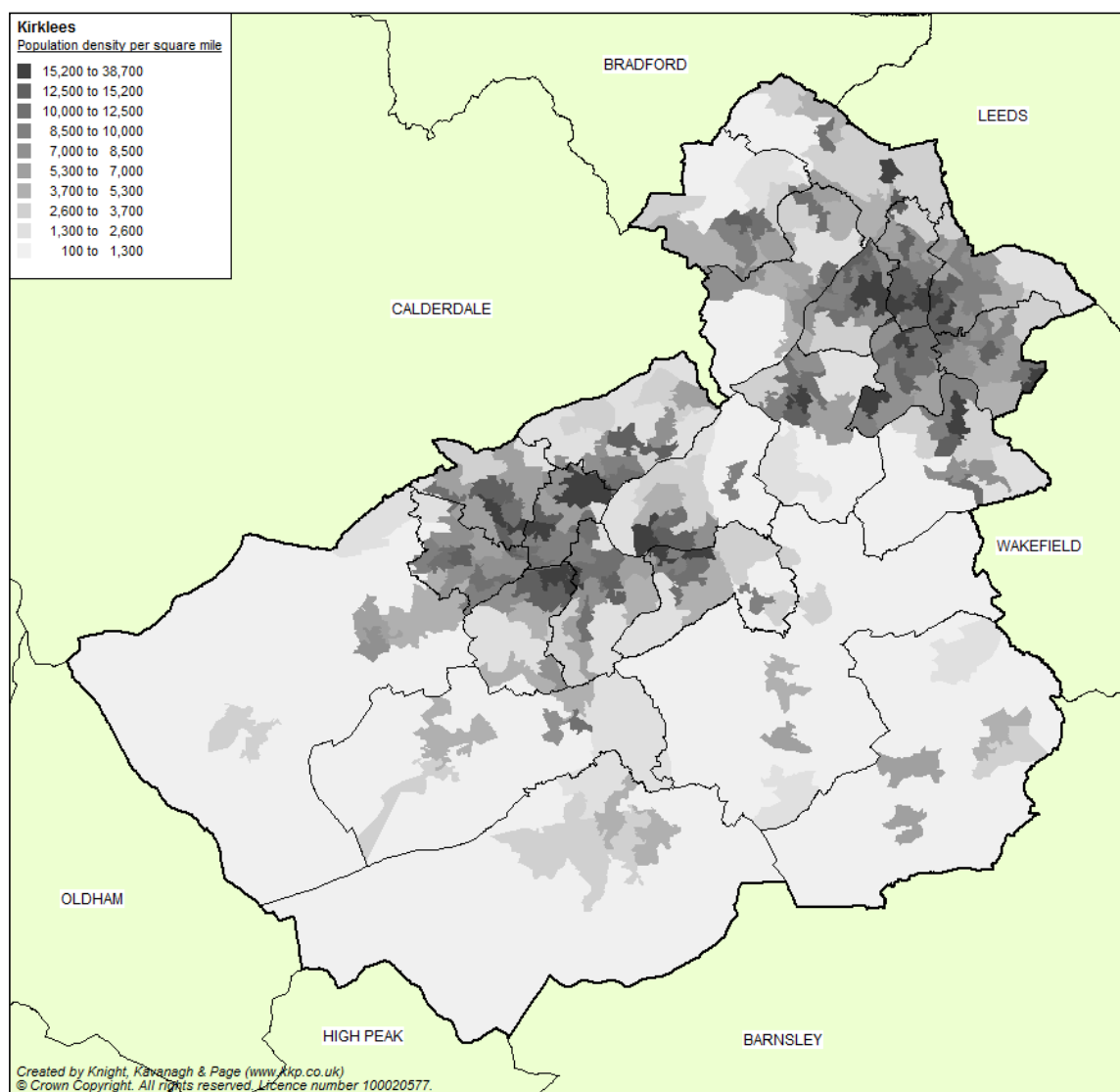
Population density

The population density map (Figure A7) allows residential and non-residential areas to be easily identified.

Figure A7: Population density 2013 MYE: Kirklees super output areas (SOAs)

¹² Data source: 2014 Recorded Crime, Home Office

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Population projections

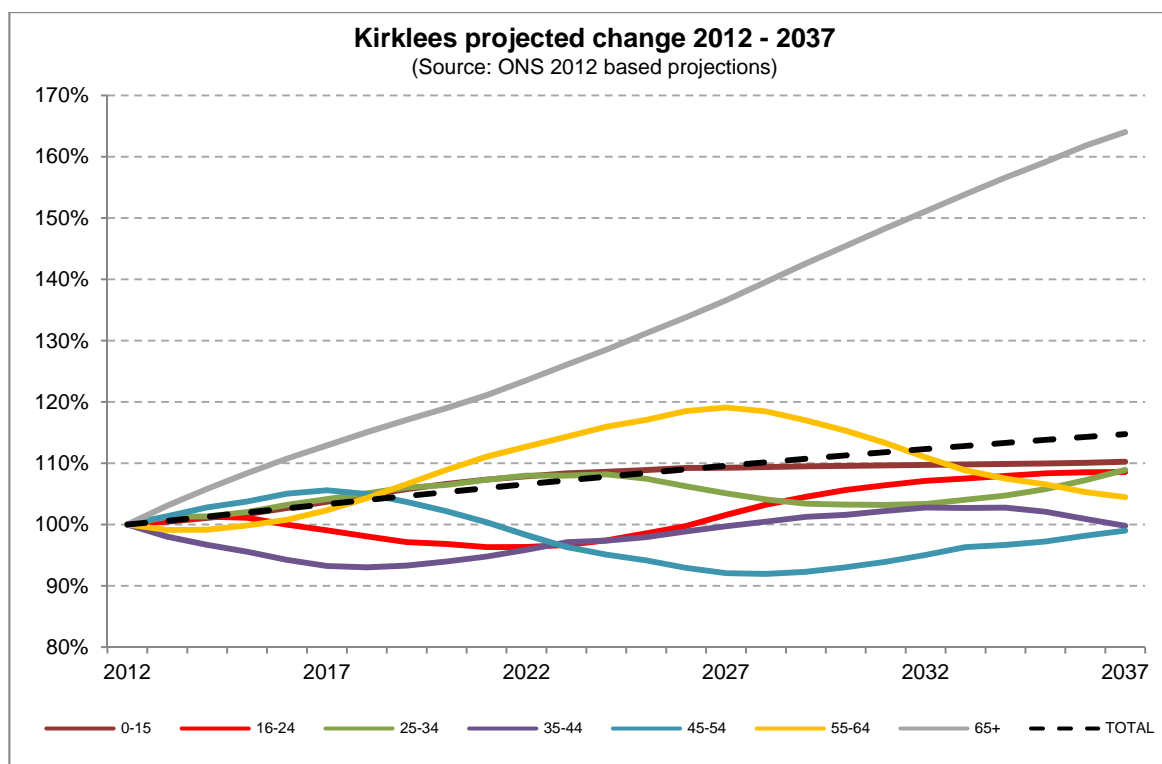
Strategic planning: Change over 25 years (2012 to 2037¹³)

At strategic and operational levels plans to increase levels of physical activity must not be set in stone, they should be flexible and respond to predictable changes in age structure, gender and ethnic composition. The most recent ONS projections indicate a rise of 14.8% in Kirklees's population (+62,804) over the 25 years from 2012 to 2037.

Over this extended timeframe fluctuations are seen in rise and fall at different points across the majority of age groups with population change acting more like a wave than a straight line (see figure 15). For example the number of 16-24 year olds falls by c.4.8% between 2015 and 2021 before rising again to 8.6% more than its 2012 baseline by 2037.
Figure A8: Projected population change (2012 -2037)

¹³ Office for National Statistics 2012-based population projections (data released May 2014)

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Rural/urban areas

The Rural/Urban definition, an official National Statistic introduced in 2004, defines the rurality of very small census based geographies. Census Output Areas forming settlements with populations of over 10,000 are *urban*, while the remainder are defined as one of three *rural* types: *town and fringe*, *village* or *hamlet and dispersed*. This definition also applies to Wards and Super Output Areas.

Deprivation¹⁴

The following deprivation maps illustrate the ranking of super output areas (SOAs) in Kirklees- based on the Department for Communities and Local Government's (DCLG) '*Indices of Multiple Deprivation 2010*' (IMD 2010). The IMD ranks 32,482 SOAs throughout England¹⁵, with a rank position of one indicating the most deprived SOA in the Country.

The IMD 2010 is a valuable source of information about spatial patterns of deprivation in England and can be used to help focus policy and interventions on deprived areas and particular types of deprivation. It comprises 37 different indicators which are grouped into seven separate 'domains' of deprivation, these cover income, employment, health deprivation and disability, education, skills and training, barriers to housing and services, living environment deprivation and crime. The seven main 'domains' may also be combined to make an overall 'multiple rank' of deprivation; this is the most frequently used measure.

¹⁴ Data source: 2010 indices of deprivation, DCLG)

¹⁵ SOAs relate to the geography used for the 2001 Census.

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Relative to other parts of the country Kirklees experiences high levels of deprivation; 4 in 10 of the area's population (39.6%) falls within the areas covered by the three most deprived cohorts in Kirklees in England compared to a national average of c.30%. Conversely, 24.7% live in the three least deprived groupings in the country, this compares to a 'norm' of c.30%.

Table A3: IMD cohorts - Kirklees

IMD cumulative norm		Multiple deprivation			Health deprivation		
		Population in band	Percent of population		Population in band	Percent of population	
Most deprived	10.0	58,442	14.3%	14.3%	21,836	5.3%	5.3%
	20.0	56,398	13.8%	28.1%	53,191	13.0%	18.3%
	30.0	47,290	11.5%	39.6%	53,426	13.0%	31.3%
	40.0	54,871	13.4%	53.0%	47,403	11.6%	42.9%
	50.0	33,401	8.1%	61.1%	54,242	13.2%	56.1%
	60.0	27,520	6.7%	67.8%	44,567	10.9%	67.0%
Least deprived	70.0	30,705	7.5%	75.3%	63,415	15.5%	82.5%
	80.0	51,093	12.5%	87.8%	45,751	11.2%	93.7%
	90.0	37,801	9.2%	97.0%	22,159	5.4%	99.1%
	100.0	12,321	3.0%	100%	3,852	0.9%	100%

A similar pattern, to that seen for multiple-deprivation, is seen in relation to health – yet less so. 3 in 10 of Kirklees's population (31.3%) falls within the areas covered by the three most deprived cohorts in Kirklees, this compares to a national average of c.30%. Conversely, 21.7% live in the three least deprived groupings compared to a 'norm' of c.30%.

Figure A9: Index of multiple deprivation

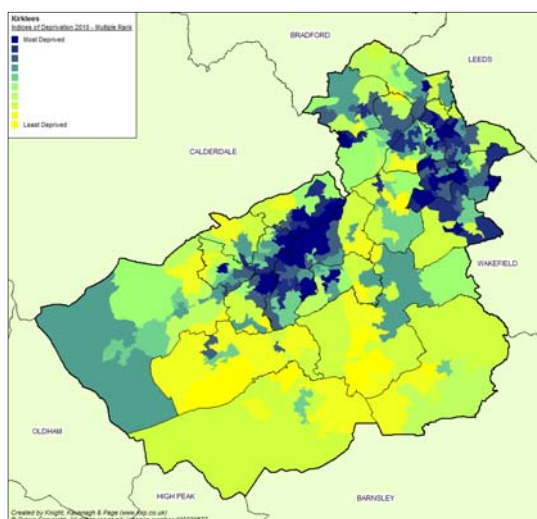
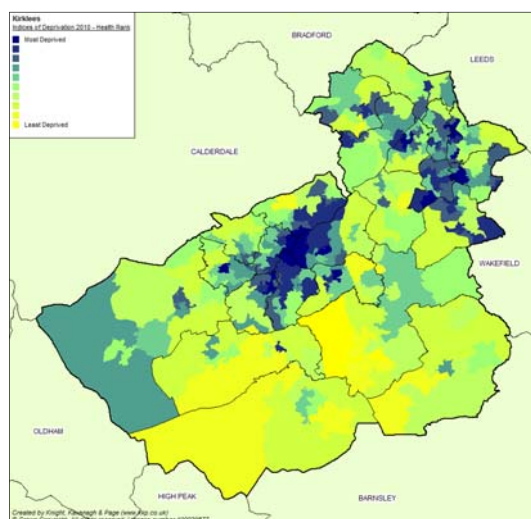
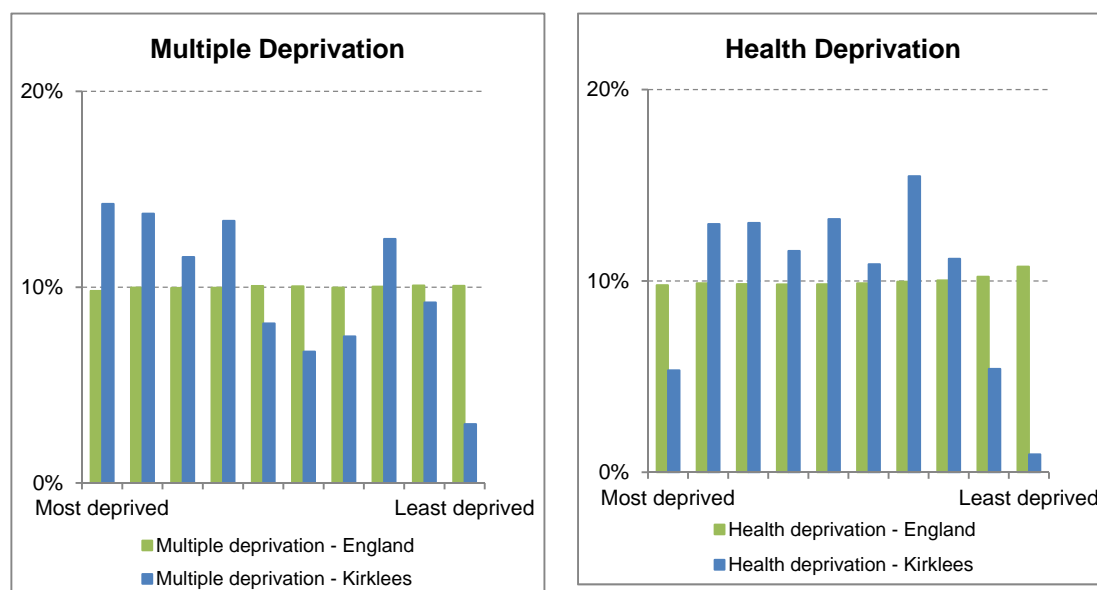


Figure A10: IMD Health domain



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Figure A11: IMD and Health domain comparisons – Kirklees and England.



Mosaic¹⁶

Mosaic 2013 is a similar consumer segmentation product and classifies all 26 million households into 15 groups, 67 household types and 155 segments. This data can be used to paint a picture of UK consumers in terms of their social-demographics, lifestyles, culture and behaviour and tends to be used to draw out population characteristics for the backdrop to library usage and other non-sporting activities. The following table shows the top five mosaic classifications in Kirklees compared to the country as a whole. The dominance of these five segments can be seen inasmuch as they represent half (61.7%) of the adult population compared to a national equivalent rate of less than half (46.4%).

Table A4: Mosaic – main population segments in Kirklees

Mosaic group description	Kirklees		National %
	Number	%	
1 – Terraced Melting Pot	71,848	16.1%	7.2%
2 – Suburban Mind sets	58,591	13.2%	12.5%
3 – Industrial Heritage	58,250	13.1%	7.9%
4 – Professional Rewards	46,299	10.4%	8.9%
5 – Ex-Council Community	39,525	8.9%	9.9%

The largest segment profiled for Kirklees is the Terraced Melting Pot group, making up 16.1% of households in the area, this is over twice the national rate (7.2%). This group is defined as refers to people who work in relatively menial/routine occupations and are poorly educated. The majority are young and live close to the centres of small towns in densely packed and poorly maintained terraced housing. Residents often have to contend with a variety of environmental problems such as noise and pollution and focus

¹⁶ 2013 Mosaic analysis, Experian

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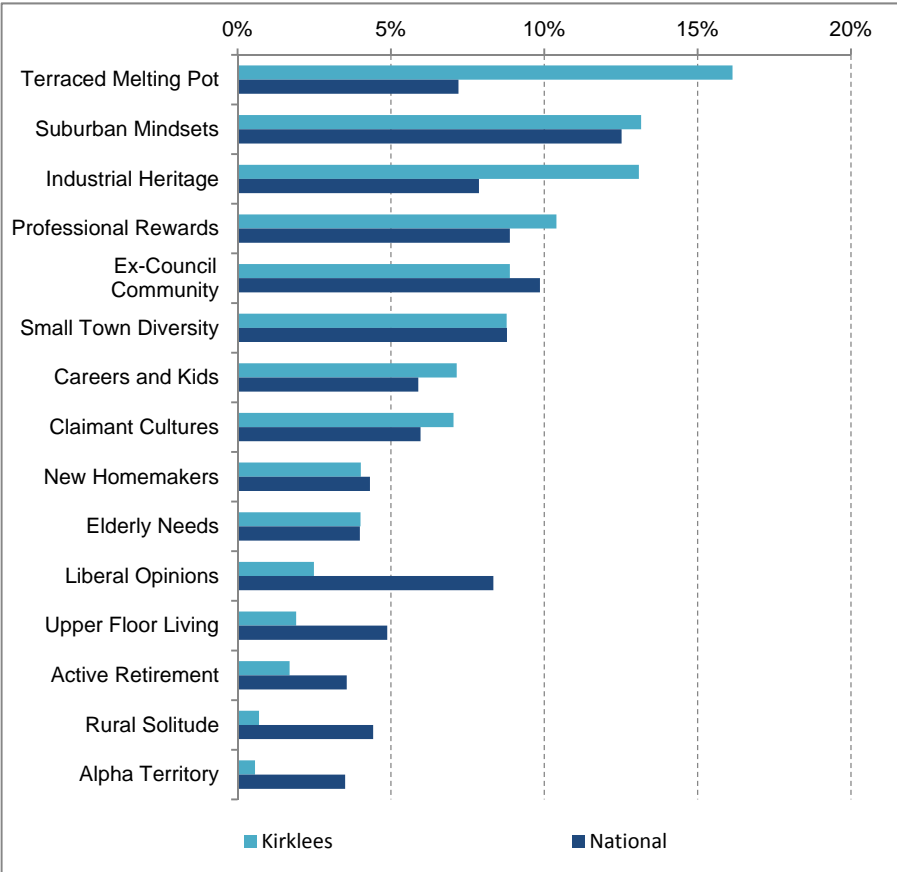
on spending their time and money outside of the home. Many residents in these neighbourhoods belong to groups that have recently arrived in the UK.

Figure A12: Dominant Mosaic profile in Kirklees



image provided by <http://www.wordle.net/>

Figure A13: Mosaic segmentation – Kirklees compared to England



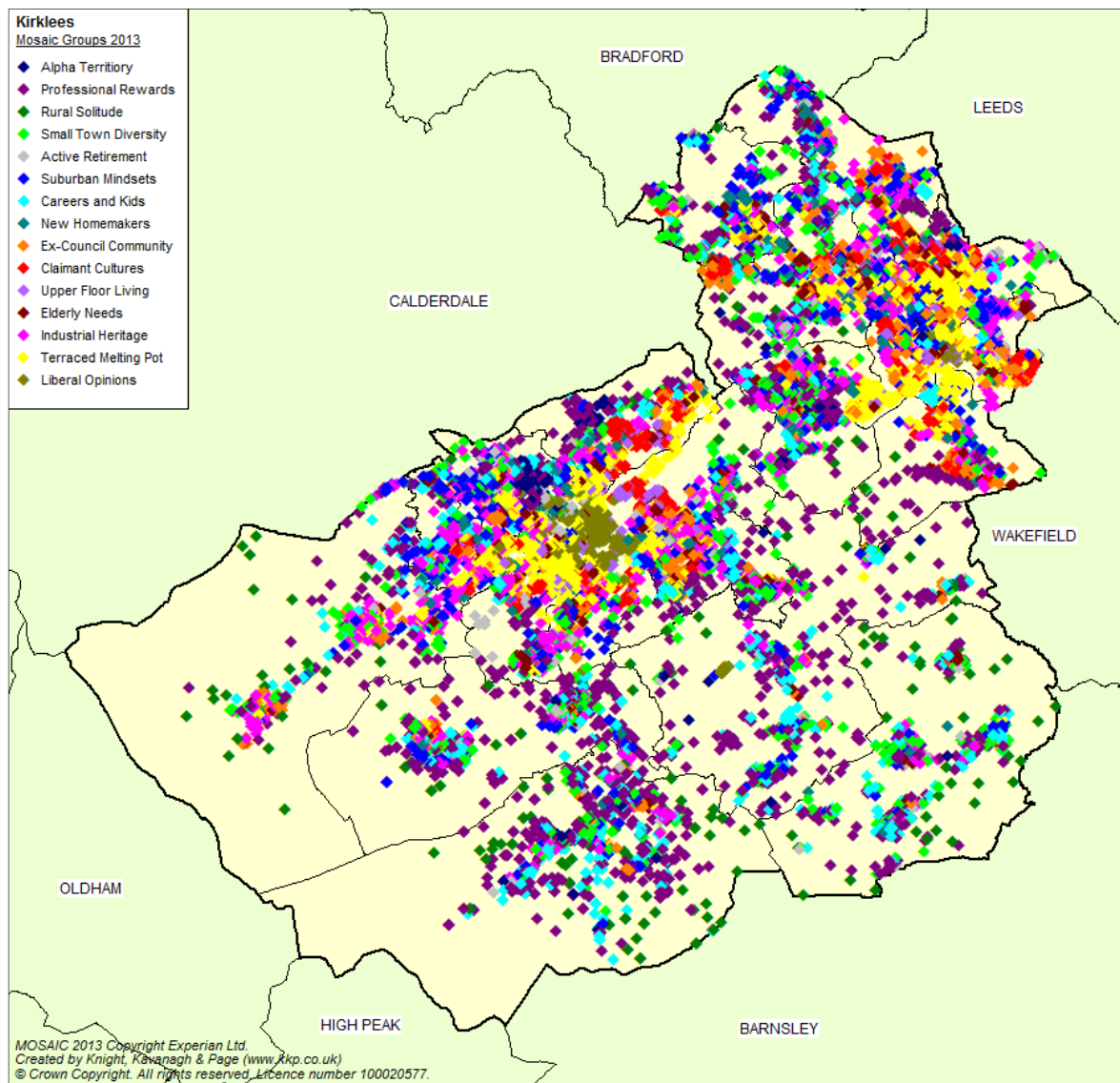
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Table A5: Most common Mosaic profiles in Kirklees

<p>Terraced Melting Pot</p>	<p>This group is defined as refers to people who work in relatively menial/routine occupations and are poorly educated. The majority are young and live close to the centres of small towns in densely packed and poorly maintained terraced housing. Residents often have to contend with a variety of environmental problems such as noise and pollution and focus on spending their time and money outside of the home. Many residents in these neighbourhoods belong to groups that have recently arrived in the UK.</p>
<p>Key features</p>	<p>Young singles and couples, an ethnically diverse group. Poorly qualified with a below average income. Have an interest in participating in sport.</p>
<p>Suburban mind sets</p>	<p>This group is defined as refers to people who are predominantly middle class or skilled working class people who are married and living with their children in well maintained family houses. Some commute to City office jobs, whilst others earn good wages in manufacturing jobs. These people are industrious and value their independence, but do not necessarily get involved with their local community.</p>
<p>Key features</p>	<p>Generally middle aged. Manual or office workers. Industrious and favour main stream brands.</p>
<p>Industrial Heritage</p>	<p>This group is defined as refers to people who traditional and conservative, living in communities that have historically been dependent on mines, mills and assembly plants for their livelihood. Most of these people are married and are approaching retirement age and their children have left them in a family home larger than they really need. They are socially responsible people who are likely to live in the same community as the one in which they were born and have saved conscientiously to repay their mortgages and loans on time.</p>
<p>Key features</p>	<p>Common trends suggest below average incomes, traditional, approaching retirement and are careful with money.</p>

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Figure A14: Distribution of Mosaic segments in Kirklees



Sport England Active People Survey

The Active People Survey (APS) is the largest ever survey of sport and active recreation to be undertaken in Europe and allows levels of detailed analysis previously unavailable. The first year of the survey, APS1 was conducted between October 2005 and October 2006. A total of 363,724 adults living in England took part. APS2, the second year of the survey, was conducted between October 2007 and October 2008 this time a total of 191,325 adults took part. It has now become a continuous process, with APS3 completed in Oct 2009, APS4 in October 2010, APS5 in October 2011, APS6 in October 2012 and APS7 in October 2013.

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Each survey gathers data on the type, duration and intensity of people's participation in different types of sport, active recreation and cultural participation, as well as information about volunteering, club membership, tuition as an instructor or coach, participation in competitive sport and overall satisfaction with local sports provision.

Table A6: Active People Survey for all adults – Kirklees and nearest neighbours

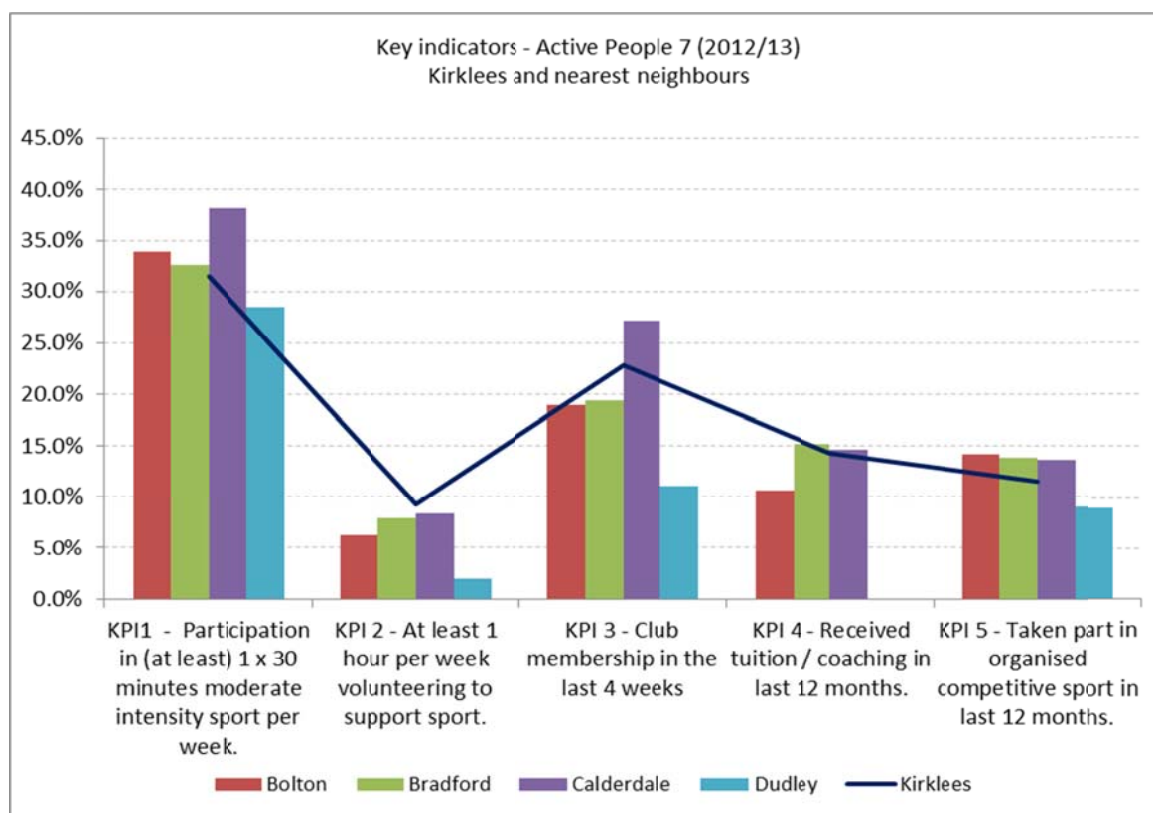
KPI	National %	Yorkshire and The Humber %	Kirklees %	Nearest neighbours			
				Bolton %	Bradford %	Calderdale %	Dudley %
1x30 Indicator - Participation in 30 minutes moderate intensity sport per week.							
2012/13	35.7	36.2	31.6	33.9	32.7	38.1	28.6
KPI 2 - At least 1 hour per week volunteering to support sport.							
2012/13	6.0	7.2	9.2	6.2	7.9	8.3	2.0
KPI 3 - Club membership in the last 4 weeks.							
2012/13	21.5	19.1	22.9	18.9	19.4	27.2	11.0
KPI 4 - Received tuition / coaching in last 12 months.							
2012/13	16.1	15.4	14.3	10.6	15.2	14.6	*
KPI 5 - Taken part in organised competitive sport in last 12 months.							
2012/13	12.6	11.6	11.5	14.1	13.8	13.6	9.1

Table 4 shows key indicators from APS 7 for Kirklees and compares these to the corresponding rates for Yorkshire and The Humber, England and statistical 'nearest neighbours' based on a CIPFA (the Chartered Institute of Public Finance and Accountancy) model. This type of comparison has been developed to aid local authorities to compare and benchmark. The model applies a range of socio-economic indicators, including population, unemployment rates, tax base per head of population, council tax bands and mortality ratios upon which the specific family group (nearest neighbours) is calculated. Key findings include:

- ✦ Participation - just under a third (31.6%) of adults participated in at least 1 x 30 minutes moderate intensity sport per week. This was below the national average (35.7%) and the regional average (36.2%). It was above the majority of its 'nearest neighbours' which ranged from 28.6% to 38.1%.
- ✦ Volunteering - around 1 in 10 (9.2%) provide at least 1 hour's volunteering to support sport in Kirklees each week. This is higher than the corresponding national and regional equivalents and all of its 'nearest neighbours'.
- ✦ Sports club membership - just under 1 in 5 (22.9%) are members of a sports club, based on the four weeks prior to the AP survey. This is above the national average (21.5%) and the regional rate (19.1%) and higher than all of its 'nearest neighbours'.
- ✦ Sports tuition - just under 1 in 7 (14.3%) received sports tuition during the 12 months prior to the AP survey. This was below the regional and national averages. It is also higher than the mid-point of its 'nearest neighbours'.
- ✦ Competitive sport – just over 1 in 10 (11.5%) adults had taken part in competitive sport in the previous 12 months, this was lower than the corresponding rates for all but one of Kirklees's 'nearest neighbours and also lower the national (12.6%) and regional (11.6%) averages.

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Figure A15: Key Active People indicators, Kirklees and nearest neighbours (2012/13).



The most popular sports in Kirklees

A further aspect of the Active People survey and SE segmentation is that it makes it possible to identify the top five sports within Kirklees. As with many other areas, fitness and gym are among the most popular activities and are known to cut across age groups and gender; in Kirklees around 1 in 10 adults use the gym, on average, at least once a month. The next most popular activity is fitness & conditioning, 8.9% of adults do this on a relatively regular basis.

Table A7: Most popular sports in Kirklees¹⁷

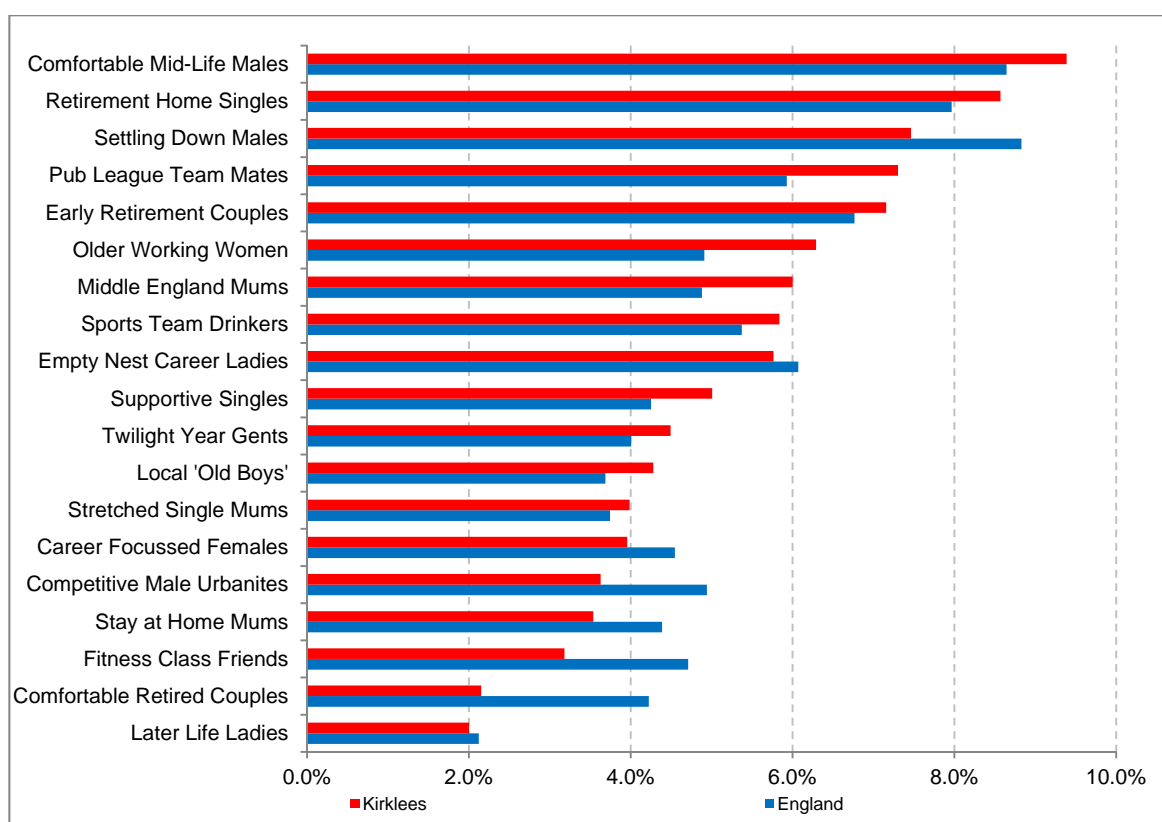
Sport	Kirklees		Yorkshire & The Humber		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Gym	30.1	9.1%	34.3	10.4%	4,622.7	10.9%
Fitness & Conditioning	29.4	8.9%	21.4	6.5%	2,854.7	6.7%
Swimming	25.4	7.7%	36.7	11.1%	4,896.9	11.5%
Cycling	21.4	6.5%	25.7	7.8%	3,458.9	8.1%
Athletics	18.7	5.7%	20.6	6.2%	2,778.8	6.5%

¹⁷ Source: Sport England Area Profiles

Sport England Market Segmentation¹⁸

Sport England has classified the adult population via a series of 19 market segments which provide an insight into the sporting behaviours of individuals throughout the country. The profiles cover a wide range of characteristics, from gender and age to the sports that people take part in, other interests, the newspapers that they read etc. The segmentation profile for Kirklees indicates 'Comfortable Mid-Life Males' to be the largest segment of the adult population at 9.4% (29,030) compared to a national average of 8.6%.

Figure A16: Sport England segmentation – Kirklees compared to England



Knowing which segments are most dominant in the local population is important as it can help direct provision and programming. Whilst the needs of smaller segments should not be ignored, it is important for Kirklees to understand which sports are enjoyed by the largest proportion(s) of the population. Segmentation also enables partners to make tailored interventions, communicate effectively with target market(s) and better understand participation in the context of life stage and lifecycles.

The following data indicates that Philip, Elsie & Arnold and Tim are the three dominant groups, representing 25.4% (78,615) of the adult population, compared to 25.4% nationally.

¹⁸ Data source: Market segmentation, Sport England, January 2014

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Table A8: Sport England Market Segmentation summaries











Segment, description and its top three sports nationally			
Comfortable Mid-Life Males	Philip	29,030	Kirklees
Mid-life professional (aged 46-55), sporty males with older children and more time for themselves.		9.39%	Yorkshire and The Humber
Cycling (16%)	Keep fit/gym (15%)	Swimming (12%)	England
Retirement Home Singles	Elsie & Arnold	26,503	Kirklees
Retired singles or widowers (aged 66+), predominantly female, living in sheltered accommodation.		8.57%	Yorkshire and The Humber
Keep fit/gym (10%)	Swimming (7%)	Bowls (3%)	England
Settling Down Males	Tim	23,082	Kirklees
Sporty male professionals (aged 26-45), buying a house and settling down with partner.		7.46%	Yorkshire and The Humber
Cycling (21%)	Keep fit/gym (20%)	Swimming (15%)	England
Pub League Team Mates	Kev	22,591	Kirklees
Blokes (aged 36-45) who enjoy pub league games and watching live sport.		7.30%	Yorkshire and The Humber
Keep fit/gym (14%)	Football (12%)	Cycling (11%)	England
Early Retirement Couples	Roger & Joy	22,136	Kirklees
Free-time couples nearing the end of their careers (aged 56-65).		7.16%	Yorkshire and The Humber
Keep fit/gym (13%)	Swimming (13%)	Cycling (8%)	England
Older Working Women	Brenda	19,457	Kirklees
Middle aged ladies (aged 46-65), working to make ends meet.		6.29%	Yorkshire and The Humber
Keep fit/gym (15%)	Swimming (13%)	Cycling (4%)	England
Middle England Mums	Jackie	18,564	Kirklees
Mums (aged 36-45) juggling work, family and finance.		6.00%	Yorkshire and The Humber
Keep fit/gym (27%)	Swimming (20%)	Cycling (9%)	England
Sports Team Drinkers	Jamie	18,056	Kirklees
Young blokes (aged 18-25) enjoying football, pints and pool.		5.84%	Yorkshire and The Humber
Football (28%)	Keep fit/gym (22%)	Athletics (12%)	England
Empty Nest Career Ladies	Elaine	17,828	Kirklees
Mid-life professionals who have more time for themselves since their children left home (aged 46-55).		5.76%	Yorkshire and The Humber
Keep fit/gym (21%)	Swimming (18%)	Cycling (7%)	England
Supportive Singles	Leanne	15,484	Kirklees
Young (aged 18-25) busy mums and their supportive college mates. Least active segment of her age group.		5.01%	Yorkshire and The Humber
Keep fit/gym (23%)	Swimming (18%)	Athletics (9%)	England

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Segment, description and its top three sports nationally			
Twilight Year Gents	Frank	13,893	Kirklees
Retired men (aged 66+) with some pension provision and limited sporting opportunities.		4.49%	Yorkshire and The Humber
Golf (7%)	Keep fit/gym (6%)	Bowls (6%)	4.01%
England			
Local 'Old Boys'	Terry	13,235	Kirklees
Generally inactive older men (aged 56-65), low income and little provision for retirement.		4.28%	Yorkshire and The Humber
Keep fit/gym (8%)	Swimming (6%)	Cycling (5%)	4.40%
England			
Stretched Single Mums	Paula	12,332	Kirklees
Single mum (aged 26-45) with financial pressures, childcare issues and little time for pleasure.		3.99%	Yorkshire and The Humber
Keep fit/gym (18%)	Swimming (17%)	Cycling (5%)	3.78%
England			
Career Focussed Females	Helena	12,236	Kirklees
Single professional women, enjoying life in the fast lane (aged 26-45).		3.96%	Yorkshire and The Humber
Keep fit/gym (26%)	Swimming (23%)	Cycling (11%)	4.06%
England			
Competitive Male Urbanites	Ben	11,223	Kirklees
Male (aged 18-25), recent graduates, with a 'work-hard, play-hard' attitude. Most sporty of 19 segments.		3.63%	Yorkshire and The Humber
Football (33%)	Keep fit/gym (24%)	Cycling (18%)	4.09%
England			
Stay at Home Mums	Alison	10,942	Kirklees
Mums with a comfortable, but busy, lifestyle (aged 36-45).		3.54%	Yorkshire and The Humber
Keep fit/gym (27%)	Swimming (25%)	Cycling (12%)	3.42%
England			
Fitness Class Friends	Chloe	9,838	Kirklees
Young (aged 18-25) image-conscious females keeping fit and trim.		3.18%	Yorkshire and The Humber
Keep fit/gym (28%)	Swimming (24%)	Athletics (14%)	3.57%
England			
Comfortable Retired Couples	Ralph & Phyllis	6,661	Kirklees
Retired couples (aged 66+), enjoying active and comfortable lifestyles.		2.15%	Yorkshire and The Humber
Keep fit/gym (10%)	Swimming (9%)	Golf (7%)	2.98%
England			
Later Life Ladies	Norma	6,195	Kirklees
Older ladies (aged 56-65), recently retired, with a basic income to enjoy their lifestyles.		2.00%	Yorkshire and The Humber
Keep fit/gym (12%)	Swimming (10%)	Cycling (2%)	2.24%
England			

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APPENDIX B: SPORT ENGLAND MARKET SEGMENTATION SEGMENTS

	Segment name and description	Segment characteristics	Main age band	Socio eco group	1 x 30	% Eng- popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3 x 30				
	Ben Competitive Male Urbanites Also known as Josh, Luke, Adam, Matesuz, Kamil	Male, recent graduates, with a 'work-hard, play-hard' attitude. <i>Graduate professional, single.</i>	18-25	ABC1	69%	4.9%	Ben is a heavy internet user, using it for sports news, personal emails, social networking and buying films, games and tickets. He is highly responsive to internet advertising.		Ben is a very active type and takes part in sport on a regular basis. He is the sportiest of the 19 segments. Ben's top sports are football (33%), keep fit/ gym (24%), cycling (18%), athletics including running (15%) and swimming (13%).
				39%					
	Jamie Sports Team Lads Also known as Ryan, Nathan, Ashley, Adeel, Pawel	Young blokes enjoying football, pints and pool. <i>Vocational student, single.</i>	18-25	C2DE	59%	5.4%	Jamie is a prolific mobile phone user and as uses this as a primary source of information. He likes to text rather than talk, and uses 3G for sports results and sms text information services.		Jamie is a very active type that takes part in sport on a regular basis. Jamie's top sports are football (28%), keep fit and gym (22%), athletics including running (12%), cycling (12%) and swimming (10%).
				31%					
	Chloe Fitness Class Friends Also known as Nisha, Sophie, Lauren, Charlotte, Lucy	Young image-conscious females keeping fit and trim. <i>Graduate professional, single.</i>	18-25	ABC1	56%	4.7%	Chloe is a heavy internet and mobile phone user. She uses her mobile to keep in contact with friends and family, preferring this to her landline. Chloe has a new 3G phone which provides internet access but is still likely to use text as her first source of information.		Chloe is an active type that takes part in sport on a regular basis. Chloe's top sports are keep fit/ gym (28%), swimming (24%), athletics including running (14%), cycling (11%) and equestrian (5%)
				23%					
	Leanne Supportive Singles Also known as Hayley, Kerry, Danielle, Nisha, Saima	Young busy mums and their supportive college mates. <i>Student or PT vocational, Likely to have children.</i>	18-25	C2DE	42%	4.3%	Leanne is a light internet user and a heavy mobile phone user, using this instead of a landline to contact friends. She uses sms text services and also entertainment features on her mobile. Leanne's mobile is likely to be pay-as-you-go and she responds to text adverts.		Leanne is the least active segment of her age group. Leanne's top sports are keep fit/ gym (23%), swimming (18%), athletics including running (9%), cycling (6%) and football (4%)
				17%					
	Helena Career Focused Female Also known as Claire, Tamsin, Fiona, Sara, Joanne	Single professional women, enjoying life in the fast lane <i>Full time professional, single.</i>	26-45	ABC1	53%	4.6%	Helena always has her mobile and PDA on hand so that she is contactable for work and social calls. She is a heavy internet user, but mainly from home, and uses this as her primary source of information.		Helena is a fairly active type that takes part in sport on a regular basis. Helena's top sports are keep fit/ gym (26%), swimming (22%), cycling (11%), athletics including running (9%), and equestrian (3%).
				19%					

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	Segment name and description	Segment characteristics	Main age band	Socio econ	1 x 30	% Eng-popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
	Tim Settling Down Males Also known as Simon, Jonathan, Jeremy, Adrian, Marcus	Sporty male professionals, buying a house and settling down with partner. <i>Professional, may have children, married or single.</i>	26-45	ABC1	62%	8.8%	Tim's main source of information is the internet -he uses this for information on property, sports and managing his finances. He is a heavy mobile phone user and likes to access information 24/7. Tim will often buy things online and is relatively likely to use sms text alerts and 3G services.		Tim is an active type that takes part in sport on a regular basis. Tim's top sports are cycling (21%), keep fit/ gym (20%), swimming (15%), football (13%) and golf (7%)
				27%					
	Alison Stay at Home Mums Also known as Justine, Karen, Suzanne, Tamsin, Siobhan	Mums with a comfortable, but busy, lifestyle. <i>Stay-at-home mum, children, married.</i>	36-45	ABC1	55%	4.4%	Alison is a medium TV viewer and may have a digital package, but is unlikely to respond to TV advertising. She is a medium internet user and is unlikely to respond to internet advertising, but will use it as a source of information to aid her decision-making. She has a pay-as-you-go mobile for emergencies, but prefers to use her landline.		Alison is a fairly active segment with above average levels of participation in sport. Alison's top sports are: keep fit/ gym (27%), swimming (25%), cycling (12%), athletics including running (11%0, and equestrian (3%)
				20%					
	Jackie Middle England Mums Also known as Andrea, Cheryl, Deborah, Jane, Louise	Mums juggling work, family and finance. <i>Vocational job, may have children, married or single.</i>	36-45	C1C2 D	47%	4.9%	Jackie is a medium TV viewer, enjoying soaps, chat shows and dramas, and has Freeview digital channels. She is a light and cautious internet user, but has been encouraged by her children's prolific usage and is becoming more confident herself		Jackie has above average participation levels in sport, but is less active than other segments in her age group. Jackie's top sports are keep fit/ gym (22%), swimming (20%), cycling (9%), athletics including running (6%), and badminton (2%).
				16%					
	Kev Pub League Team Mates Also known as Lee, Craig, Steven, Tariq, Dariusz.	Blokes who enjoy pub league games and watching live sport. <i>Vocational job, may have children, married or single.</i>	36-45	DE	43%	5.9%	Kev is a heavy TV viewer, likely to have a digital or cable package for extra sports coverage. He is a heavy radio listener and is likely to favour local commercial stations. Kev uses his mobile phone for social reasons but will not respond to text advert		Kev has above average levels of participation in sport. Kev's top sports are keep fit/ gym (14%), football (12%), cycling (11%), swimming (10%) and athletics including running (6%)
				17%					
	Paula Stretched Single Mums Also known as Donna, Gemma, Shelley, Tina, Tammy	Single mums with financial pressures, childcare issues and little time for pleasure. <i>Job seeker or part time low skilled worker, children, single.</i>	26-45	DE	36%	3.7%	Paula is a heavy TV viewer, enjoying quiz and chat shows, reality TV and soaps. She is likely to have a digital or cable package. Paula does not have internet access at home, and is a heavy mobile phone user, although this is likely to be pay-as-you-go		Paula is not a very active type and her participation is lower than that of the general adult population. Paula's top sports are keep fit/ gym (18%), swimming (17%), cycling (5%), athletics including running (4%) and football (3%)
				13%					
	Philip Comfortable Mid Life Male Also known as Graham, Colin, Keith, Stuart, Clive	Mid-life professional, sporty males with older children and more time for themselves. <i>Full time job and owner occupied, children, married.</i>	46-55	ABC1	51%	8.7%	Philip is a medium TV viewer, likely to have digital and use interactive services for sports and business news. He is a heavy radio listener. Philip is comfortable purchasing over the phone and internet, but is unlikely to respond to sms text alerts		Philip's sporting activity levels are above the national average. Philip's top sports are cycling (16%), keep fit/ gym (15%), swimming (12%), football (9%), and golf (8%)
				20%					

KIRKLEES COUNCIL BUILT LEISURE AND SPORTS FACILITY STRATEGIC FRAMEWORK ASSESSMENT REPORT

	Segment name and description	Segment characteristics	Main age band	Socio econ	1 x 30	% Eng-popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
	Elaine Empty Nest Career Ladies Also known as Carole, Sandra, Penelope, Julie, Jacqueline	Mid-life professionals who have more time for themselves since their children left home. <i>Full time job and owner occupied, married.</i>	46-55	ABC1	43%	6.1%	Philip is a medium TV viewer, likely to have digital and use interactive services for sports and business news. He is a heavy radio listener. Philip is comfortable purchasing over the phone and internet, but is unlikely to respond to sms text alerts		Elaine's sporting activity levels are similar to the national average. Elaine's top sports are keep fit/ gym (21%), swimming (18%), cycling (7%), athletics including running (3%) and tennis (2%).
				12%					
	Roger & Joy Early Retirement Couples Also known as Melvyn, Barry, Geoffrey, Linda, Susan, Patricia	Free-time couples nearing the end of their careers <i>Full-time job or retired, married.</i>	56-65	ABC1	38%	6.8%	Roger and Joy are medium TV viewers and heavy radio listeners. They regularly read the Times of Daily Telegraph, and a local paper. They have increased their use of the internet and may now have access to it at home.		Roger and Joy are slightly less active than the general population. Roger and Joy's top sports are keep fit/ gym (13%), swimming (13%), cycling (8%), golf (6%), and angling (2%)
				10%					
	Brenda Older Working Women Also known as Shirley, June, Maureen, Janet, Diane	Middle aged ladies, working to make ends meet <i>Part-time job, married.</i>	46-65	C2DE	29%	4.9%	Brenda is a heavy TV viewer and is likely to respond to TV advertising. She is a medium radio listener, preferring local commercial stations. Brenda rarely has access to the internet, and is an infrequent mobile user. She enjoys reading the Mirror or the Sun.		Brenda is generally less active than the average adult. Brenda's top sports are keep fit/ gym (15%), swimming (13%), cycling (4%), athletics including running (2%) and badminton (1%)
				8%					
	Terry Local 'Old Boys' Also known as Derek, Brian, Malcolm, Raymond, Michael	Generally inactive older men, low income, little provision for retirement. <i>Job Seeker, married or single.</i>	56-65	DE	26%	3.7%	Terry is a high TV viewer, both at home and in the pub, particularly enjoying live sports coverage. He reads the tabloids on a daily basis. Terry does not use the internet, and does not feel he is missing out. He is unlikely to have a mobile phone.		Terry is generally less active than the average adult. Terry's top sports are keep fit/ gym (8%), swimming (6%), cycling (6%), angling (4%), and golf (4%).
				9%					
	Norma Late Life Ladies Also known as Pauline, Angela, Irene, Denise, Jean	Older ladies, recently retired with a basic income to enjoy their lifestyles. <i>Job seeker or retired, single.</i>	56-65	DE	23%	2.1%	Norma is a high TV viewer, enjoying quiz shows, chat shows, soaps and religious programmes. Most new technology has passed her by, having no internet access or mobile phone, but she uses her landline to call her family.		Norma is generally less active than the average adult. Norma's top sports are keep fit/ gym (12%), swimming (10%), cycling (2%), bowls (1%) and martial arts/ combat (1%).
				6%					
	Ralph & Phyllis Comfortable Retired Couples Also known as Lionel, Arthur, Reginald, Beryl,	Retired couples, enjoying active and comfortable lifestyles. <i>Retired, married or single.</i>	66+	ABC1	28%	4.2%	Ralph and Phyllis are medium to light TV viewers, preferring to be out and about instead. They are unlikely to have access to the internet, although it is something they are considering. They read the newspaper daily: either the Daily Telegraph or Times.		Ralph and Phyllis are less active than the average adult, but sportier than other segments of the same age group. Ralph and Phyllis' top sports are keep fit/ gym (10%), swimming (9%), golf (7%), bowls (4%), and cycling (4%).
				9%					

**KIRKLEES COUNCIL
BUILT LEISURE AND SPORTS FACILITY STRATEGIC FRAMEWORK
ASSESSMENT REPORT**

Peggy, Marjorie								
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Segment name and description	Segment characteristics	Main age band	Socio econ	1 x 30	% Eng-popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
 <p>Frank Twilight Years Gent Also known as Roy, Harold, Stanley, Alfred, Percy</p>	<p>Retired men with some pension provision and limited exercise opportunities. <i>Retired, married or single.</i></p>	66+	C1C2 D	21%	4.0%	Frank is a heavy TV viewer and enjoys watching live sport and notices TV advertising, which he is influenced by. He does not use the internet and is nervous of computers. Frank reads a newspaper most days, either the Daily Mail or Express. He does not have a mobile phone		<p>Frank is generally much less active than the average adult. Frank's top sports are golf (7%), keep fit/ gym (6%), bowls (6%), swimming (6%) and cycling (4%).</p>
				9%				
 <p>Elsie & Arnold Retirement Home Singles Also known as Doris, Ethel, Gladys, Stanley, Walter, Harold</p>	<p>Retired singles or widowers, predominantly female, living in sheltered accommodation. <i>Retired, widowed.</i></p>	66+	DE	17%	8.0%	Elsie and Arnold are heavy TV viewers, enjoying quiz shows, religious programmes and old films. They generally do not have access to the internet or use a mobile phone, and only use their landline to call family		<p>Elsie and Arnold are much less active than the average adult. Their top sports are keep fit/ gym (10%), swimming (7%), bowls (3%), golf (1%) and cycling (1%).</p>
				5%				



APPENDIX C

KIRKLEES COUNCIL

**BUILT LEISURE AND SPORTS FACILITIES STRATEGIC
FRAMEWORK**

APPENDIX C: GOLF NEEDS ASSESSMENT

FINAL REPORT: OCTOBER 2015

Integrity, Innovation, Inspiration

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KIRKLEES COUNCIL BUILT LEISURE AND SPORTS FACILITIES STRATEGY GOLF NEEDS ASSESSMENT

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KIRKLEES COUNCIL

BUILT LEISURE AND SPORTS FACILITIES STRATEGY

GOLF NEEDS ASSESSMENT

EXECUTIVE SUMMARY

Introduction

In December 2014, Knight, Kavanagh and Page (KKP) was appointed by Kirklees Council to undertake an assessment of the formal indoor and built sports facility needs within the Kirklees authority area, and based on the findings, prepare a built leisure and indoor sports facility strategy.

An analysis of the supply and demand for golf course facilities was included in the initial scope of works carried out from December – April 2015. A copy of the supply and demand analysis from the initial study is contained in Appendix A. Subsequently, Kirklees Council commissioned a more detailed needs assessment for golf in the Kirklees Council area. KKP was specifically requested to investigate:

- ◀ Whether local demand to play golf and join golf clubs can be met via existing supply.
- ◀ The role played in meeting local demand by the golf clubs in Kirklees and surrounding local authority areas (Oldham, High Peak, Barnsley, Wakefield, Leeds, Bradford and Calderdale).
- ◀ The golf provision that the Kirklees Council area will need to meet existing and future local demand.

Findings

The golf club market in England

Golf is an important economic activity across Great Britain & Ireland (GB&I). In England the impact is estimated at £3.4 billion and it is calculated that the industry supports circa 49,500 jobs. One in 19 people in England is estimated to play golf.

Despite the high percentage of golfers in GB&I, the sport is in decline with fewer people seeking to play golf in a golf club environment. Since 2007 participation has fallen by 158,000 placing a financial strain on many clubs. England Golf, the National Governing Body (NGB) is targeted, by March 2017, to increase the number of people playing golf at least once per week from the baseline of 750,000 in 2014 to 910,000; a rise of 160,000 registered players. To help achieve this England Golf has developed a strategy around seven key themes:

- ◀ More players
- ◀ More members
- ◀ Stronger clubs
- ◀ Winning golfers
- ◀ Outstanding championships
- ◀ Improved image and
- ◀ Excellent Governance

This will, at many golf clubs, necessitate a change in attitude and approach to new players and significant investment by England Golf, golf club managers, Professional Golf Association (PGA) professionals and club volunteers to assist with teaching and coaching, and the recruitment and retention of new players/members.

In Kirklees the golf club market supports an estimated 125 full-time and over 70 part-time jobs. All clubs participate in fund raising for local charities, contributing an estimated £40,000 - £50,000 per annum to a range of good causes.

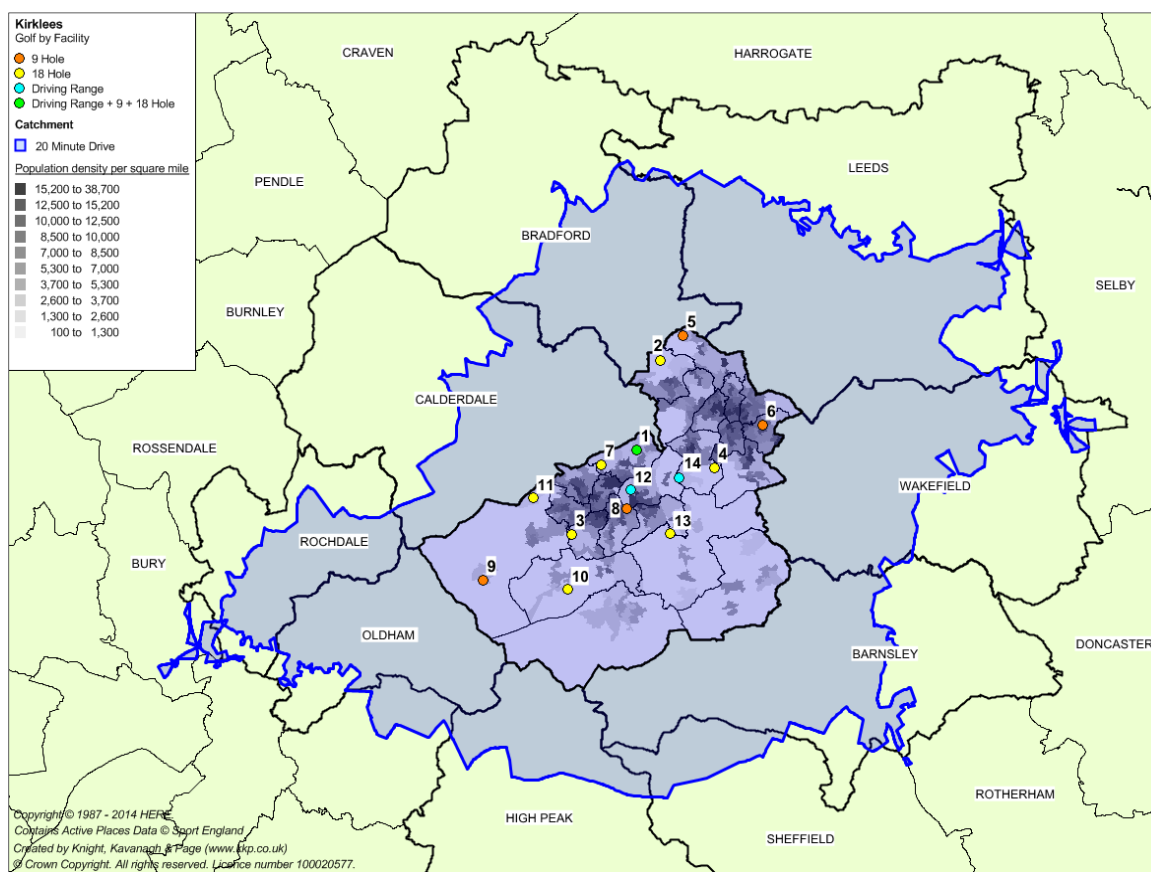
KIRKLEES COUNCIL BUILT LEISURE AND SPORTS FACILITIES STRATEGY GOLF NEEDS ASSESSMENT

Quantity

National, regional and local golf course provision is summarised in the tables below:

Facility	National	West Yorkshire	Kirklees	Neighbouring LAs
Golf courses	3,000	87	12	97
18 hole members clubs			7	23
9 hole members clubs			4	56
18 hole proprietary clubs			0	9
9 hole proprietary clubs			0	6
Municipal courses			1	7

Source: KKP research



Map ref	Site name	Facility	Tenure
1	Bradley Park Golf Club	Driving Range + 9 hole (Par 3) also used for Footgolf 18 Hole	Pay and play
2	Cleckheaton & District Golf Club	18 Hole	Members club
3	Crosland Heath Golf Club	18 Hole	Members club
4	Dewsbury & District Golf Club	18 Hole	Members club
5	East Bierley Golf Club	9 Hole	Members club
6	Hanging Heaton Golf Club	9 Hole	Members club

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BUILT LEISURE AND SPORTS FACILITIES STRATEGY

GOLF NEEDS ASSESSMENT

Map ref	Site name	Facility	Tenure
7	Huddersfield Golf Club	18 Hole	Members club
8	Longley Park Golf Club	9 Hole	Members club
9	Marsden Golf Club	9 Hole	Members club
10	Meltham Golf Club	18 Hole	Members club
11	Outlane Golf Club	18 Hole	Members club
12	Stadium Golf	Golf Driving Range (GDR)	Pay and play owned by Direct Golf
13	Woodsome Hall Golf Club	18 Hole	Members club
14	Hopton Horse Centre	Golf Driving Range (GDR)	Proprietary Owned

Kirklees Council has mothballed two 9 hole golf courses, one in Spenborough and the other in Birstall.

Quality

There are no official national or county golf course rankings. Generally, the better the quality, the higher the joining/membership and green fees are likely to be. Some courses gain status through having high ranking professional and amateur players as Members and through hosting County, National and International golf events. Others feature in ranking articles or 'must play' lists put together by golf magazines.

Better quality courses tend to have higher quality and more extensive ancillary practice, catering and changing provision. 18 hole provision generally carries a higher status than 9 hole provision.

Some factors contributing to course quality and standards

Golf Club	Joining fee	Full membership (£)		Used for external events		Green fee per round (£)	
		Men	Women	County	National	M - F	S/S
Bradley Park Golf Club	n/a	520*	520*	No	No	18	20
Cleckheaton & District Golf Club	n/a	825	825	No	No	20	30
Crosland Heath Golf Club	200	798	734.50	Yes	No	20	30
Dewsbury & District Golf Club	n/a	798	734.50	No	No	20	30
East Bierley Golf Club	n/a	577	577	No	No	15	20
Hanging Heaton Golf Club	n/a	577	577	No	No	15	20
Huddersfield Golf Club	1200	1200	1200	Yes	Yes	50	75
Longley Park Golf Club	n/a	650	650	No	No		
Marsden Golf Club	n/a	399	110	No	No	10	15
Meltham Golf Club	n/a	870	870	Yes	No	30	40
Outlane Golf Club	n/a			No	No	20	30
Woodsome Hall Golf Club	1097	1097	1097	Yes	No	50	60

Season ticket price (limited availability)*

KIRKLEES COUNCIL

BUILT LEISURE AND SPORTS FACILITIES STRATEGY

GOLF NEEDS ASSESSMENT

Quality and course ranking in golf is very subjective. One person's favourite will be another person's least favourite and so on. Within Kirklees there are a range of different courses offering 18 and 9 holes and a selection of practice facilities at a range of different prices. All offer food and beverages, again at different times some through a franchise and other through an in-house operation. There is within Kirklees opportunities for a wide range of the community to access golf at different venues through a variety of membership and pricing structures. There are also many opportunities for 'nomadic golfers' who choose to play golf but not to join a club.

Availability

The existing supply of golf courses in Kirklees has the capacity to accommodate 5050 full playing members (see below).

Course type	Maximum no. of members	No. of courses in Kirklees	Golf club membership capacity in Kirklees
Eighteen Holes	550	7	3850
Nine Holes	250	4	1000
Pay & Play	200	1	200
Total	-	12	5050

Bradley Park GC supports a small members section, through season ticket sales (191), and remains available to the residents of Kirklees on a 'pay and play' basis.

The national British Inclusive Golf (BIG) is based at Longley Park Golf Club.

Accessibility (access to facilities not a reference to disability access)

The KKP club survey identifies that over 80% of golf club members' travel between 2 - 5 miles to play golf. Furthermore, less than 10% of club members' live in a neighbouring authority.

All Kirklees residents can access golf provision within a 20 minute drive time. In addition to the courses in Kirklees, six of the eight municipal courses in neighbouring authorities are within a 20 minute catchment area.

The demand for golf nationally and locally in Kirklees

Demand for golf has, over the past decade, been in decline. Between 2004 and 2013 club membership (affiliated members) fell from 882,184 to 707,424, a drop of 20% (174,760) (Source: England Golf).

Despite this dramatic fall in the number of participants, golf (0.73m participants per week) is still the 5th most popular participation sport in England. Source: Active People Survey (APS) 8Q3-9Q2, Sport England 2014 – 15.

It is played by both men and women. More men play than women. An average golf club has 6 males to every 1 female member and 8 junior boys to 1 junior girl with 96% of all club golfers being white.

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Golf is a mature market; many courses and clubs are over 100 years old. As supply is segmented, principally by accessibility, price and quality so demand is segmented by user type. KKP has identified the following golfer types:

- ◀ Avid
- ◀ Keen
- ◀ Club
- ◀ Seasonal
- ◀ Occasional
- ◀ Holiday / tourist
- ◀ Corporate
- ◀ New

Different types of golfer are attracted to a range of playing opportunities. Many golfing types will not find it necessary to join a club to fulfil their golfing requirements. These players are referred to by England Golf as 'Nomads' i.e. they have no golf home (a club membership) and buy into existing facilities to meet their golfing needs. England Golf estimates that some 2 million UK golfers are nomadic (i.e. non-members and not affiliated to a County Association).

With the exception of Huddersfield Golf Club, Woodsome Hall Golf Club and Crosland Heath, which are reported to be at capacity (in the full membership category) all courses in the Kirklees Authority area are accepting new members; several have initiatives and offers in place to attract them, notably targeting women and girls.

In Kirklees, Bradley Park Golf Club (operated by Kirklees Active Leisure (KAL)), Meltham and Crosland Heath Golf Clubs are actively engaged with the Yorkshire County Golf Partnership (YCGP) and the delivery of the NGB golf development programme 'Get into Golf'. Huddersfield GC ran a successful women's recruitment campaign in 2014, and is now full.

Assessment of the supply and demand for golf in Kirklees

Using the assumption that 550 full members are required to support an 18 hole course and 250 full members to support a 9 hole course, existing supply in Kirklees can theoretically accommodate 5050 members. Some clubs set lower limits, taking into account these local limits the adjusted figure is 4,431. Clubs in Kirklees can, therefore, accommodate a minimum 816 new members. See Table below.

Capacity at existing golf club/course provision in Kirklees

Golf Club / Course	Full member capacity	No. of full members	Deficit (-)	Accepting members
Bradley Park Golf Club	200	191***	0	N/a
Cleckheaton & District Golf Club	550	Unknown	-70*	Yes
Crosland Heath Golf Club	550 (531)	531	0	No
Dewsbury & District Golf Club	550	520	-30	Yes
East Bierley Golf Club	250	Unknown	-75*	Yes
Hanging Heaton Golf Club	250 (300)	285	-15	Yes
Huddersfield Golf Club	550 (520)	520	0	No
Longley Park Golf Club	250	180	-70	Yes
Marsden Golf Club	250	124	-134	Yes
Meltham Golf Club	550	Unknown	-25	Yes
Outlane Golf Club	550	Unknown	-75*	Yes
Woodsome Hall Golf Club	550 (480)	477	0	No

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Golf Club / Course	Full member capacity	No. of full members	Deficit (-)	Accepting members
Theoretical Total	5050	-	-	-
Adjusted figure: Kirklees capacity	4431	-	495	-

* Estimate

** Adjusted Figure – Full capacity at Huddersfield (520), Woodsome Hall (480) and Hanging Heaton (300).

*** Season Ticket Sales

Future demand

In conclusion, there is currently over-provision of golf to meet current demand. With the exception of Crosland Heath, Huddersfield and Woodsome Hall the remaining 3 x 18 hole and 4 x 9 hole members courses would all benefit from the recruitment of new, and the continued retention of existing members. Due to the older age profile of existing members, lifestyle and career changes recruitment to golf clubs needs to be an ongoing process.

With the rise in popularity of 'Nomadic Golf', golf clubs have become more flexible in what they offer, more customer orientated and friendlier. As the England Golf focus group research has identified golf clubs need to become service orientated, female and family friendly and offer packages that meet different family needs and circumstances at a price that is perceived to offer value for money accompanied by a range of benefits that meet members' needs.

The England Golf 'Get into Golf' programme can be effective in recruiting and retaining new members where it is club led, customer focused and engages the PGA professionals, managerial and volunteer workforce. It however, needs to be ongoing to continually attract new players.

Of the existing c.10, 000 golf players in Kirklees (SE segmentation data) it is estimated that 4,000 people are currently golf club members. This leads us to conclude that the other 6,000 players in Kirklees are Nomads.

Based on our understanding of the current supply and prevailing economic and market conditions and recent trends in sports participation and physical activity it is our belief that latent and future demand within Kirklees can be met through existing provision. KKP does not anticipate any new golf courses will need to be provided in Kirklees up to 2037, if at all. There is capacity within the existing supply to potentially accommodate displaced members should a facility be forced to close.

KIRKLEES COUNCIL BUILT LEISURE AND SPORTS FACILITIES STRATEGY GOLF NEEDS ASSESSMENT

1.0 INTRODUCTION

In December 2015, Knight, Kavanagh and Page (KKP) was appointed by Kirklees Council to undertake an assessment of the formal indoor and built sports facility needs within the Kirklees authority area, and based on the findings, prepare a built leisure and indoor sports facility strategy.

An analysis of the supply and demand for golf course facilities was included in the initial scope of works carried out from December – April 2015. A copy of the supply and demand analysis from the initial study is contained in Appendix A. Kirklees Council subsequently invited KKP to prepare a more detailed needs assessment for golf in the Kirklees Council area.

Study objectives

KKP was invited to investigate:

- ◀ Whether local demand to play golf and join golf clubs can be met via existing supply.
- ◀ The role played in meeting local demand by the golf clubs in Kirklees and surrounding local authority areas (Oldham, High Peak, Barnsley, Wakefield, Leeds, Bradford and Calderdale).
- ◀ What level of golf provision the Kirklees Council area needs to meet existing and future local demand.

Methodology

The assessment has been prepared in accordance with Sport England Guidance contained in the document 'Assessing Needs and Opportunities Guide for Indoor and Outdoor Sports Facilities (ANOG, Sport England, published in December, 2013). Data has been obtained from on-line and published sources, Sport England's Active Power Places, through an online/postal survey to the golf clubs in Kirklees and through one-one interviews with golf facility providers, golf development staff and policy influencers. A list of consultees is contained in Appendix B.

Report structure

The report is set out as follows:

- ◀ Section 2 - an overview of the golf club market in England.
- ◀ Section 3 - assessment of supply in Kirklees and neighbouring authorities
- ◀ Section 4 - review of national demand and assessment of local demand in Kirklees.
- ◀ Section 5 - review of supply and demand.
- ◀ Section 6 - conclusions

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2.0 THE GOLF CLUB MARKET IN ENGLAND

The economic impact of golf on the economy of England (SMS April 2014)

Even in difficult economic times and against a background of concern that the game may not be being played to the extent that it once was, golf makes an estimated economic contribution of £3.4 billion (2011/12) to the England economy. As the UK heads towards healthier economic times, the industry is considered likely to see boosted revenue from real estate values and tourism. With more robust targeting of new golfers, as well as golfer retention initiatives and campaigns to bring lapsed golfers back to the sport, it is hoped that the economic impact will be even greater moving forward, particularly if aided by increasing economic confidence and better weather than has been experienced in England in recent years.

Golf is estimated to generate a return of £61 for every man, woman and child to the national economy, as well as providing employment for more than 48,500 people. One person in 19 in England plays golf. Where the UK does, however, lag behind the other major European golfing nations is in the proportion of women who play. Plainly, if the appeal to women can be increased and the appeal to men maintained, the opportunity for further growth is immense.

TABLE 2: THE PROPORTION OF FEMALE AND MALE GOLFERS

RANK	COUNTRY	ALL GOLFERS	% FEMALE	% MALE	% JUNIORS
1	Germany	740,000	35.2%	56.1%	8.7%
2	Austria	120,000	34.9%	54.9%	10.2%
3	Switzerland	95,000	33.4%	57.6%	9.0%
4	Netherlands	395,000	31.4%	63.7%	4.9%
5	Denmark	198,000	29.2%	63.2%	7.6%
	GB&I	4,200,000	14.5%	75.2%	10.3%
	England	2,812,000	13.8%	77.8%	8.4%
	European Total	7,855,000	24.6%	65.3%	10.1%
	USA	26,200,000	17.3%	73.5%	9.2%
	Australia	1,140,000	21.7%	76.1%	2.2%

To put the £3.4 billion impact of golf on the English economy in context:

- ◀ The London School of Economics estimates the socio-economic benefits of cycling to the UK economy at £2.9 billion.
- ◀ The most recent Tennis Industry Association estimate from 2011 values the global tennis economy (not its economic impact) at £3.2 billion.
- ◀ In 2012, £3.7 billion was spent on NHS dentistry in England annually, making up 12% of all primary care budget expenditure and 3.5% of all NHS expenditure.
- ◀ In January 2013, Forbes reported that Manchester United had become the world's highest value 'sports franchise' worth £2.1 billion.
- ◀ The Premier League is reportedly generating £3.4 billion from domestic broadcasting over the next three years.

Source: Sports Marketing Surveys - 6 June 12, 2014

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Economic benefits of golf in Kirklees

The golf clubs in Kirklees provide the following employment:

Table 2.1 Employment in golf clubs in Kirklees

Club Name	Pro / Shop	Manager/ Secretary	Food & Beverage	Other	Green staff	Type	No.
Bradley Park GC	6	1 (PT KAL)	4* + C	1PT	5	Franchise	Yes
						FT	15
						PT	2
						Casuals (C)	Yes
Cleckheaton & District GC	2	1	2* + C	-	4.5	Franchise	Yes
						FT	6
						PT	0
						Casuals (C)	Yes
Crosland Heath GC	2	2	2* + 10C	2	5	Franchise	No
						FT	13
						PT	0
						Casuals (C)	Yes
Dewsbury District GC	1	1	1* + 4C	2	4	Franchise	Yes
						FT	9
						PT	0
						Casuals (C)	Yes
East Bierley GC**	1	-	1	2	2	FT	6
Hanging Heaton GC**	1	-	1	2	2	FT	6
Huddersfield GC	2	4	6*+20C	2	9	Franchise*	Yes
						FT	17
						PT	0
						Casuals (C)	Yes
Longley Park GC	-	-	3	1	2	Franchise	No
						FT	6
						PT	0
						Casuals (C)	Yes
Marsden GC	-	-	2 + C	1	3	Franchise	No
						FT	6
						PT	0
						Casuals (C)	Yes
Meltham GC	2	1	2* + 5C (F)	3	5	Franchise*	Yes
						FT	11
						PT	0
						Casuals (C)	Yes
Outlane GC	1	-	2 + C	-	4	Franchise*	No
						FT	7

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Club Name	Pro / Shop	Manager/ Secretary	Food & Beverage	Other	Green staff	Type	No.
						PT	0
						Casuals (C)	Yes
Woodsome Hall GC	1	2	3 + 20C	-	6	Franchise	No
						FT	12
						PT	0
						Casuals (C)	Yes
Totals	19	12	31	13.5	49.5		

Source: KKP Survey 2015

*Franchised operation not employees

** Estimated

The Golf Club market in Kirklees thus provides c. 108 full time positions, five franchised food and beverage operations providing a minimum 17 positions and a further 70+ casual roles mostly in food and beverage services. Green staff account for 49.5 of the 108 full time positions identified. There are 19 PGA professionals and assistants working in associated golf shops and 12 managerial positions. In some clubs volunteers help to deliver services and the Boards and Committees that manage and organise many aspects of golf club operations are serviced by volunteers.

Tournament golf and open competitions can lead to demand for overnight accommodation plus associated ancillary spend in local shops, bars and restaurants. Additionally, many clubs are available to hire for functions (e.g., weddings and celebrations, parties and funerals). These events can lead to demand for local accommodation. Woodsome Hall Golf Club has recently opened (August 2015) an onsite Dormy House offering B&B accommodation for up to 16 guests. Clubs are a valuable source of local community venues in which to host events and third party users help to generate additional income through room hire and food and beverage sales.

Many golf clubs also run a social membership section, fees are relatively modest £25 - £30. Social members can use the clubs non-playing facilities. Social committees organise member events, these range from Bridge afternoons to weekend dinners and parties and increasingly fine dining and wine tasting.

Golf club bar and catering operations tend to run either, in-house or through a franchise. All clubs support local suppliers, with many making the use of local fare a menu feature. Dewsbury District GC and Crosland Heath GC offer company packages/corporate benefits and develop partnerships with local business and commerce.

Charitable fund raising

Fund raising is an important element of golf club life and many golf clubs raise funds for good causes. Kirklees golf clubs are no exception; all district clubs either raise money directly for charity or provide facilities at which to host charity events. Some of the charities which benefit are:

- ◀ Kirkwood Hospice
- ◀ Goals for Hearts
- ◀ Breakthrough
- ◀ The Forget me not Trust

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- ◀ Help for Heroes.

Annual donations to charity by golf clubs in Kirklees are estimated to contribute to c. £40,000 - £50,000 to the charity sector. In addition many of the clubs 'lend' their courses and facilities to good causes to host events.

Policy Context

England Golf - Raising Our Game 2014 - 2017

The national governing body (NGB) for the sport is England Golf. The vision for golf, is contained in its Whole Sport Plan, (WSP) Raising Our Game 2014 – 2017.

Golf faces some serious challenges. The number of members has been declining since 2004 and this has put a financial strain on many clubs. Overall participation has also steadily declined since 2007.

Table 2.2: People Playing Golf once a week, every week, in England

Year	14 – 25 year olds	16 – 25 year olds	All ages (16+)
2009 – 10		95,700	860,900
2010 – 11		73,100	833,200
2011 – 12		55,900	850, 500
2012 – 13	61,400	52,400	751,900

Source: www.bbc.co.uk/0/golf/30491539

The England Golf strategy sets out ways to 'raise the game' to address these challenges working in partnership with all who care about golf. This is intended to inform the future work of the Board, Committees and staff of England Golf, the County Unions, County Associations and County Golf Partnerships, clubs and volunteers and to help to shape the way England Golf works with national and local partners. Its main tenets are:

Purpose

Inspiring lifelong involvement in golf

Vision

'England Golf at the heart of a network of partners, empowering and supporting a thriving community of golf facilities and golfers and widely recognised as being a forward thinking and successful organisation'.

Ambitions for 2017

- ◀ To increase the number of people who play golf at least once a week from the baseline of 750,000 in 2014 to 910,000 by March 2017.
- ◀ To reverse the decline in club membership which has been occurring annually since 2005 and stabilise club membership at the July 2014 level of 675,000 members.
- ◀ To strengthen the talent development pathway from club to national level, leading to even more international success for English players.

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- ◀ To improve communications, governance and partnerships at all levels within England Golf.

Key themes

The Strategy is built around the seven key themes or priorities that emerged strongly through the consultation process and which require coordinated action at club, county and national levels:

- ◀ *More players*: Increasing the number of players who play golf regularly
- ◀ *More members*: Increasing the number of players in club membership
- ◀ *Stronger clubs*: Supporting clubs to attract and retain members and to achieve a sustainable business model
- ◀ *Winning golfers*: Identifying and developing talented golfers at every level, leading to international amateur success
- ◀ *Outstanding championships*: Providing excellent championships /competitions for golfers of all levels
- ◀ *Improved image*: Changing perceptions of golf and improving internal communications.
- ◀ *Excellent governance*: Improving the governance, building the infrastructure and strengthening the partnerships to develop golf in England.



Participation

The Sport England Active People Survey (APS)

The Sport England Active People Survey (APS) is the largest survey of sport and active recreation in Europe allowing levels of detailed analysis that were previously unavailable. It identifies how participation varies from place to place and between different groups in the population. Table 2.3 shows the top 12 participation sports in which 1.73% of the population are regular golfers, the equivalent of 751,900 people.

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Table 2.3: Once per week participation in funded sports (aged 16+ years)

1 x 30 sport indicator (16+)	APS1 (Oct 2005-Oct 2006)		APS6 Q3 to APS7 Q2 (Apr 2012-Apr 2013)		APS7 (Oct 2012 - Oct 2013)		
	%	n	%	n	%	n	Statistically significant change from APS 1
Sport England 13-17 Funded sports							
Swimming	8.04%	3,273,800	6.65%	2,885,400	6.77%	2,934,200	Decrease
Athletics	3.33%	1,353,800	4.50%	1,953,500	4.65%	2,016,400	Increase
Cycling	4.02%	1,634,800	4.29%	1,861,700	4.62%	2,003,000	Increase
Football	4.97%	2,021,700	4.46%	1,935,200	4.25%	1,838,600	Decrease
Golf	2.18%	889,100	1.78%	771,000	1.73%	751,900	Decrease
Badminton	1.27%	516,700	1.15%	497,900	1.16%	500,500	Decrease
Tennis	1.12%	457,200	0.98%	423,400	0.94%	406,000	Decrease
Equestrian	0.77%	314,600	0.69%	300,100	0.72%	312,700	Decrease
Bowls ¹	2.21%	309,800	1.62%	246,200	1.73%	264,300	Decrease
Squash & racketball	0.74%	299,800	0.59%	257,100	0.55%	240,700	Decrease
Rugby Union	0.46%	185,600	0.38%	166,100	0.37%	159,900	Decrease
Boxing	0.28%	115,500	0.35%	149,700	0.36%	154,800	Increase

Source: Sports England APS 7

England Golf focus group findings (SMS 2013)

The objectives of the focus groups were to assess:

- ◀ Why attendees do or do not play golf.
- ◀ What those who play get out of the game.
- ◀ Whether they have encouraged others to take up the game and with what results.
- ◀ Attitudes to the golf club environment.
- ◀ Why attendees think the game currently has such a gender imbalance among players.
- ◀ If and how they believe that this imbalance can be addressed.

Group specifics

- ◀ Group 1: Sportswomen aged 18-30, not golfers.
- ◀ Group 2: Male independent golfers aged 30-44.
- ◀ Group 3: Male golf club members aged 60+.
- ◀ Group 4: Sportswomen aged 30-44, not golfers.
- ◀ Group 5: Female golf club members aged 45-60.
- ◀ Group 6: Female independent golfers aged 18-30.
- ◀ Group 7: Female independent golfers aged 45-60.
- ◀ Group 8: Female golf club members aged 30-44.

Summary of key messages from the England Golf focus groups

The key messages to communicate when promoting an opportunity to give golf a go to potential future women golfers were:

- ◀ Everyone in the group will be new to the game. This is important because there is a strong feeling that golf is difficult to learn and that it would feel uncomfortable to make first attempts in the presence of people who are already competent.

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- ◀ There is value in promoting the fact that golf can be as enjoyable to those who are not particularly good at it as well as to those who play to a high standard. It is considered to be a game which the athletic and non-athletic friend can play together and where, unlike most sports, physique and body shape has little impact.
- ◀ Equipment will be available and tuition will be from scratch. There is not, therefore, the need for significant investment in advance of giving the game a go, either financially or in terms of advance preparation.
- ◀ The event will be fun. Some people will play better than others, some people will take to the game, others will not, and all reactions are fine.
- ◀ There will be a social element afterwards, perhaps 'Teas and Wine'!

Game changer

The key challenge facing the game of golf in England as it seeks to broaden its appeal and increase the numbers of people participating is easy to identify.

How to make the game more attractive to more people than at present without alienating those for whom the game works perfectly as it currently is?

As with most challenges, the question is easier to put than it is to answer. There is, however, a way forward via the Get in to Golf initiative, which effectively has been independently verified by the focus groups that can broaden the appeal of the game without alienating all but the most intransigent traditionalist.

Membership recruitment and retention

England Golf commissioned research into the methods adopted by golf clubs which successfully recruit and retain members. It was carried out by Sports Marketing Surveys for the report, *Membership Recruitment & Retention: Key Themes for Implementation*.

It is clear that a number of English golf clubs are bucking the trend in enjoying success in growing membership and achieving pleasing retention rates. It is clear also that this is not an accident, but the result of steps they have deliberately taken to achieve this.

Flexibility in membership offerings has been key to success. Essentially clubs have recognised that one package no longer fits all and that the member who plays occasionally is still a member worth having. They also recognise that the member who is keen to play, but cannot make the financial commitment they might have made in the past and may make again in the future, is still worth holding on to even if this needs to be achieved by asking for a more modest financial contribution from them than would previously have been the case.

Accommodating these people achieves some revenue that would otherwise be lost. It also serves to retain interest in and an aptitude for golf and, crucially, feelings of goodwill and loyalty towards the club. It is anticipated that the full benefits of this will be gained in later years when the golfer has more time at their disposal and is more comfortable meeting a greater financial requirement.

This strategy is primarily aimed at the younger (up to 40) golfer and it is clear that, both in terms of membership retention and seeking to attract new people to the game and ultimately to membership, it is among the under 40's where the major effort is taking place.

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In seeking to retain memberships of people who played when younger, but are facing the demands on their pockets and on their diary that people face in their 20's and 30's, the focus is primarily on male golfers because it is they, primarily, who played when younger. If England Golf wishes to push strongly to attract women to the game, the starting point needs to be persuading clubs that this will be a fruitful area for them to look to.

Resistance to this is not thought to be based upon any inherent bias, simply on what club administrators consider to be practicalities. The presumption is; ask a largely male membership to encourage their friends to come to 'have a go at golf' days and it will be largely men that come along, bring potential new members into a heavily male environment and that it will feel more comfortable to men etc.

A strong argument encountered in resistance is that people like a course because it is difficult. Changing it to make it more women friendly, some will argue, would be expensive and counter-productive as the effect would be to reduce the degree of difficulty which, too many, is a key strength.

The constant interview subject references to 'friendliness' as a point of difference are worth noting. When examined more closely, what this means is that staff and existing members are being actively encouraged to welcome new members and to make social introductions.

Many clubs do involve members in 'have a go at golf' days including those not specifically aimed at members' friends primarily to encourage interaction which will make the club seem welcoming and, to use the key word for many, 'friendly'.

Greater encouragement of this way of thinking could have potential to achieve great things in recruitment. In summary, success is being achieved without taking any hugely radical steps, though this is not to say that radical steps are not necessary and would not pay dividends in the future.

The three key principles which the interviewees have applied, however, could easily be deployed across the country and could potentially reap rich rewards without profoundly changing the way the clubs operate.

- ◀ Every member is important and finding ways of accommodating each person's requirements, lifestyle and pocket is key to achieving high retention levels.
- ◀ Finding ways of helping people to give golf a try without huge initial expense will pay dividends because they don't necessarily know what we know - that golf is fun, most people can play well enough to enjoy it and the social side related to it can be hugely enjoyable.
- ◀ The feeling that the Club offers a friendly, convivial environment where it would be easy to socialise and find people to have a round of golf with, is hugely important in determining the extent to which people will take the plunge and try membership.

Source: SMS / www.England Golf

Summary of key findings

Golf is an important economic activity across GB&I. In England the impact is estimated at £3.4 billion and it is calculated that the industry supports circa 49,500 jobs. 1 in 19 people in England is estimated to play golf.

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Despite the large number of golfers in GB&I, the sport is in decline with less and less people wanting to play in a golf club environment. Since 2007 participation has fallen 158,000 placing a financial strain on many clubs. England Golf, the NGB plans, by March 2017, to increase the number of people playing golf at least once per week from the baseline of 750,000 in 2014 to 910,000 an increase of 160,000 registered players. To help achieve this target it has developed a Strategy based upon seven key themes:

- ◀ More players
- ◀ More members
- ◀ Stronger clubs
- ◀ Winning golfers
- ◀ Outstanding championships
- ◀ Improved image and
- ◀ Excellent governance

This will at many golf clubs require a change in attitude and approach to new players and significant investment by England Golf, golf club managers, Professional Golf Association (PGA) professionals and volunteers to help with teaching/coaching, and the recruitment and retention of new players/members.

In Kirklees the golf club market supports 108 full time jobs, five franchises catering operations and provides over 70 part-time and casual bar/catering roles. All clubs participate in fund raising for local charities, contributing an estimated £40-50,000 per annum to a range of good causes.

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3.0 ASSESSMENT OF SUPPLY IN KIRKLEES AND NEIGHBOURING AUTHORITIES

Quantity

National provision

There are an estimated 3,000 golf courses in Britain, covering about 1,500 km², at least 0.5% of the land area. Approximately 90 courses in England are designated as Sites of Special Scientific Interest (SSSI's) because apart from the intensively managed trees and greens they have other habitats with high wildlife value. Many other golf courses exist within designated Heritage Coast sites, Areas of Outstanding Natural Beauty, or listed Historic Parklands.

West Yorkshire provision

The website Golf Today (www.golftoday.co.uk) lists over 3,000 courses in the United Kingdom; in West Yorkshire 87 courses are identified. Of these 21 have a golf driving range (GDR) or practice ground. There are a further six stand-alone Golf Driving Ranges (GDR's). See listing in Appendix C.

<http://www.golftoday.co.uk/clubhouse/coursedir/yorks4.htm>

Affiliated golf clubs

The number of affiliated clubs differs to that related to overall golf provision. This is because some courses do not support a club, for example proprietary owned and hotel/resort courses. In other cases facilities have more than one course but only one affiliated club, for example, Woburn which is one club with three courses. Affiliation is to England Golf, the NGB, clubs pay a per capita sum.

Table 3.1 Affiliated golf clubs

Area	Yorkshire	North	National
No of affiliated golf clubs	191	563	1941

Source: Golf Club Membership Survey 2012: Yorkshire Breakdown

Kirklees authority area provision

As identified in Table 3.2 there are 12 affiliated golf clubs located within Kirklees District, one stand-alone golf driving range (GDR) in Huddersfield town centre and a GDR in Mirfield, co-located at the Horse Centre.

Table 3.2 Golf facilities in Kirklees

Map ref	Site name	Facility	Tenure
1	Bradley Park Golf Club	Driving Range + 9 hole (Par 3) also used for Footgolf 18 Hole	Pay and play
2	Cleckheaton & District Golf Club	18 Hole	Members club
3	Crosland Heath Golf Club	18 Hole	Members club
4	Dewsbury & District Golf Club	18 Hole	Members club

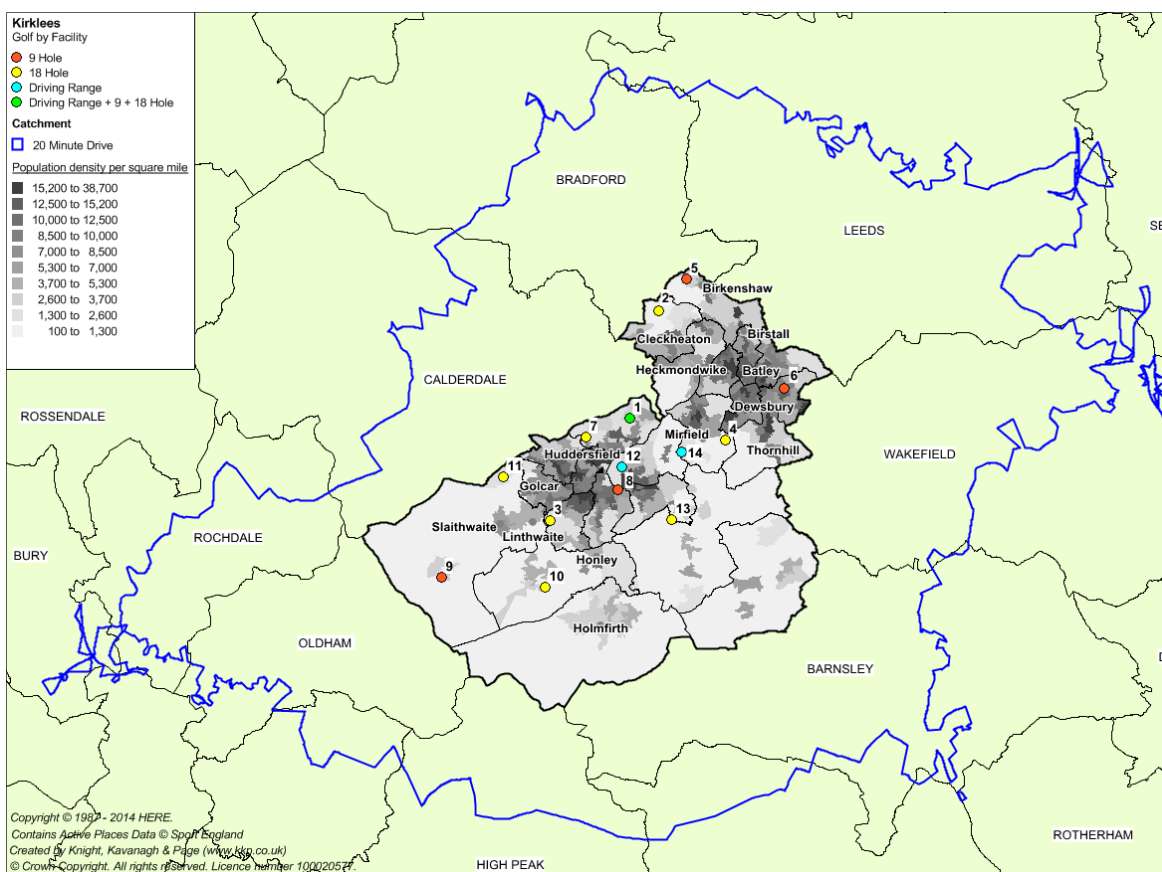
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Map ref	Site name	Facility	Tenure
5	East Bierley Golf Club	9 Hole	Members club
6	Hanging Heaton Golf Club	9 Hole	Members club
7	Huddersfield Golf Club	18 Hole	Members club
8	Longley Park Golf Club	9 Hole	Members club
9	Marsden Golf Club	9 Hole	Members club
10	Meltham Golf Club	18 Hole	Members club
11	Outlane Golf Club	18 Hole	Members club
12	Stadium Golf	Golf Driving Range (GDR)	Pay and play owned by Direct Golf
13	Woodsome Hall Golf Club	18 Hole	Members club
14	Hopton Horse Centre	Golf Driving Range (GDR)	Proprietary Owned

Kirklees Council has mothballed two 9 hole golf courses, one in Spenborough and the other in Birstall.

The KKP club survey identifies that over 80% of golf club members' travel between 2 - 5 miles to play golf. Furthermore, less than 10% of club members' live in a neighbouring authority. Figure 3.1 below illustrates the golf courses in Kirklees and neighbouring authorities together with a 20 minute drivetime (bold blue line).

Figure 3.1 Golf course provision in Kirklees District with a 20 minute drive time catchment area.



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Club facilities

Eleven of the twelve golf courses in Kirklees are members clubs. In all cases visitors are welcome, outside of competition times, to pay a green fee to play the course. Visitors to private members clubs are expected to have a registered handicap certificate (a certificate issued by The Council of National Golf Unions (CONGU) indicating a level of play and competence enabling competition at all levels, dress appropriately and be familiar with the rules and etiquette of the game. This requirement is not rigorously enforced as clubs compete with each other to attract visitors.

All of the clubs have some form of practice facilities, for the associated Professional to teach on and for Members to practice on. Facilities will include a practice field, short game area with practice bunkers and chipping areas, a putting green and warm-up nets. Bradley Park is the only club with a purpose built and floodlit GDR.

Increasingly golf clubs' are installing swing analysis centres; indoor areas equipped with flight scope technology and a practice net/area where lessons can be taught and golf played using golf simulator technology. Teaching golf is an important element of a PGA Professionals income stream. Swing rooms have helped many to continue teaching in the winter when the outside weather condition can significantly mitigate against teaching.

In Kirklees, swing analysis centres are available at Huddersfield Golf Club, Meltham Golf Club and on the golf driving range at Bradley Park.

The golf course at Bradley Park is owned by Kirklees Council and operated by Kirklees Active Leisure (KAL) alongside the other Council owned sport and leisure facilities. There is a club membership facility for season ticket holders (191), however the course operates on a predominantly 'pay and play' basis, meaning that anybody can turn up and play. The only requirement is that players have their own golf bag/clubs and golf shoes.

The facility mix at Bradley Park includes an 18 hole course and a 9 hole/par 3 short course with synthetic turf greens. This area is also used for Footgolf, (a hybrid of golf played with a football and a players feet), a golf driving range, two putting greens and a short game area. Bradley Park offers a good mixture of golf facilities at which the game of golf can be played, taught and practiced at all ability levels.

Prior to KAL's involvement the golf course was managed by PGA Professional, Parnell Reilly. An ex-Captain of the PGA, Parnell was highly respected, and built an excellent reputation for Bradley Park Municipal Golf Course over the 25 years plus he was in post.

Kirklees currently supports three golf driving ranges, two in Huddersfield and one at Mirfield. When the HD1 commercial leisure development proposal goes ahead at the Stadium site, the Stadium golf driving range is scheduled to close.

Ranges are traditionally open to anyone to attend with participant 'hiring' a bucket of golf balls to hit at the targets. They are popular locations at which to have golf lessons and learn to play. Experienced golfers often use a range to warm up before play, take lessons and practice. In winter months, floodlights extend the potential hours of use.

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Accessibility – fees and charges

Appendix E lists the different categories of membership and the fees charged by the clubs in Kirklees.

A key issue for the wider Kirklees population is whether golf courses are available for the general population at a price which is accessible to the majority of residents. The general downturn in numbers of golfers joining clubs has resulted a wide variety of different packages and deals. The situation is further complicated as the range of membership opportunities and pricing strategies offered by clubs become more flexible.

This trend has increased the opportunities for nomadic golfers and consultation suggests that the increase in flexible packages and cheap green fees is leading to a reduction in the actual number of club members, leading to:

- ◀ A reduction in regular income levels for many golf clubs.
- ◀ Clubs being open to market fluctuations
- ◀ The impact of the weather becoming greater as more reliance is placed on nomadic golfers rather than club members.

The situation is more acute at lower standard clubs than higher standard clubs where high quality enables the club to maintain a premium price.

Quality of provision

There are no official national or county golf course rankings. Generally, the better the quality, the higher the joining/membership and green fees are likely to be. Some courses gain status through having high ranking professional and amateur players as Members and through hosting County, National and International golf events. Others feature in ranking articles or ‘must play’ lists put together by golf magazines.

Better quality courses tend to have higher quality and more extensive ancillary practice, catering and changing provision. 18 hole provision generally carries a higher status than 9 hole provision.

Table 3.3: Factors contributing to course quality and standards

Golf Club	Joining fee	Full membership (£)		Used for external events		Green fee per round (£)	
		Men	Women	County	National	M - F	S/S
Bradley Park Golf Club	n/a	520*	520*	No	No	18	20
Cleckheaton & District Golf Club	n/a	825	825	No	No	20	30
Crosland Heath Golf Club	200	798	734.50	Yes	No	20	30
Dewsbury & District Golf Club	n/a	798	734.50	No	No	20	30
East Bierley Golf Club	n/a	577	577	No	No	15	20
Hanging Heaton Golf Club	n/a	577	577	No	No	15	20
Huddersfield Golf Club	1200	1200	1200	Yes	Yes	50	75
Longley Park Golf Club	n/a	650	650	No	No		

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Golf Club	Joining fee	Full membership (£)		Used for external events		Green fee per round (£)	
		Men	Women	County	National	M - F	S/S
Marsden Golf Club	n/a	399	110	No	No	10	15
Meltham Golf Club	n/a	870	870	Yes	No	30	40
Outlane Golf Club	n/a			No	No	20	30
Woodsome Hall Golf Club	1097	1097	1097	Yes	No	50	60

Season ticket price* (limited availability)

Quality and course ranking in golf is very subjective. One person's favourite will be another person's least favourite and so on. Within Kirklees there are a range of different courses offering 18 and 9 holes and a selection of practice facilities at a range of different prices. All offer food and beverages, again at different times some through a franchise and other through an in-house operation. There is within Kirklees opportunities for a wide range of the community to access golf at different venues through a variety of membership and pricing structures. There are also many opportunities for 'nomadic golfers' who choose not to join a club to play.

Current supply

Based on the assumption that an 18 hole golf course can support 550 adult members and a 9 hole golf course can support 250 adult members, the current supply of golf courses in Kirklees has the capacity to accommodate 5050 adult members (see Table 3.5)

The 550 figure was originally used in The Demand for Golf, a R&A Report produced in the 1990's. 550 is the number of full time members that an 18 hole course can support, without demand at peak time making it impractical for all those wanting to play. Daylight hours in the winter months is a limitation on the number of players able to get around 18 holes in daylight hours. The 550 is a guide and some clubs will go beyond this number whilst others may choose to go below.

Table 3.4 Golf course membership theoretical capacity at Kirklees golf clubs

Course type	Maximum no. of members	No. of courses in Kirklees	Club membership capacity in Kirklees
Eighteen Holes	550	7	3850
Nine Holes	250	4	1000
Pay & Play	200	1	200
Total	-	12	5050

Whilst Bradley Hall is a pay and play facility it offers 200 annual season tickets, the equivalent of a membership in a Members Club.

Accessibility – ownership and club management

Golf courses are principally owned and managed in one of three ways:

- As a Members Club (owned or leased by the Members and run by a Board of Directors or Trustees, usually volunteers). Employees of the club operate at the

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direction of the Board. Members' fees and any third party income is expected to cover all the operational costs.

- ◀ By a Local Authority (Municipal provision) run by the Local Authority directly or contracted out to a third party operator. Income and expenditure are the responsibility of the LA or third party operator.
- ◀ Privately owned (known as a proprietary club). Run by the owner who is responsible for all income and expenditure, taking profits and subsidising any losses.

Table 3.5 Golf course provision and club management type in adjoining authority areas

Local authority area	Population 2014 (MYE)	(A) Members clubs		(B) Proprietary clubs		Pay & Play	Total Clubs (A+B)	Golf clubs per head of population	Municipal golf holes per head of population
		9	18	9	18				
Kirklees	428, 279	4	7	-	-	1	11	1:38,934	1:23,793
Barnsley	237,834	-	4	-	-	1.5	4	1:59,459	1:8,809
Bradford	528,155	8	7	1	-	0	16	1:33,010	0
Calderdale	207,376	7	5	1	2	0	15	1:13,825	0
High Peak	91,364	2	5	-	-	0	7	1:13,052	0
Leeds	766,399	1	15	2	4	2.5	22	1:34,836	1:17,031
Oldham	228,765	-	5	-	-	0	5	1:45,753	0
Rochdale	212,962	2	3	1	1	1	7	1:30,432	1:11,831
Wakefield	331,379	2	5	1	2	2	10	1:33,138	1:9,205
Total	3,035,513	26	56	6	9	8	97	1:31263	1:21,059

Source: Active Power Places / KKP Insights

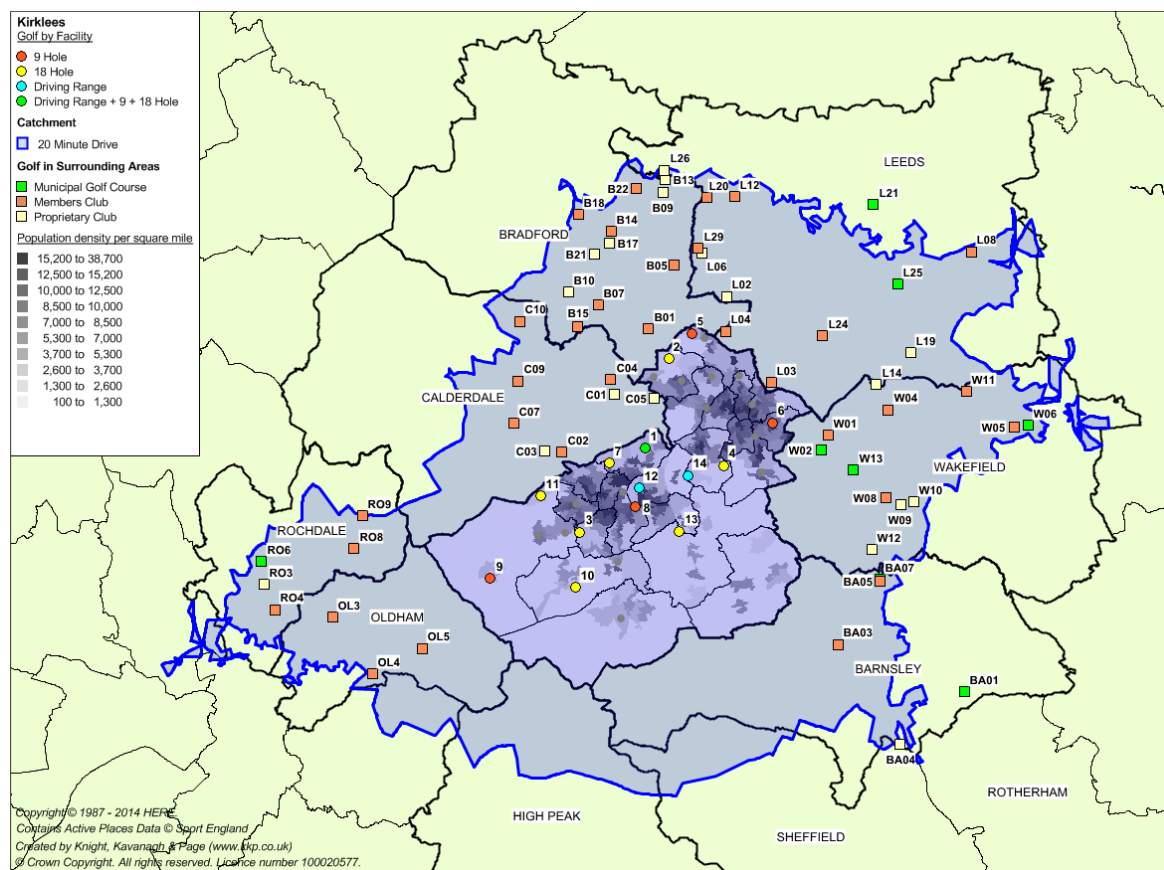
Table 3.5 above sets out current provision in adjoining authorities, it identifies that:

- ◀ Within Kirklees and its neighbouring authorities there are over 3 million people
- ◀ There is one municipal course in Kirklees and seven municipal golf facilities in neighbouring authorities.
- ◀ There are four 9-hole and seven 18-hole Members Clubs in Kirklees with twenty two 9-hole and forty nine 18-hole Members Clubs in neighbouring authorities
- ◀ There are no Proprietary Clubs in Kirklees and six 9-hole and nine 18-hole Members Clubs in neighbouring authorities.
- ◀ Kirklees has the 3rd lowest ratio (1:39,000) of courses per head of population behind Barnsley and Oldham. (The best ratio is to be found in Calderdale - 1:14,000).
- ◀ Of those with municipal provision Kirklees has the worst ratio of population to municipal golf courses (1:24,000). This is also below the regional average (1:21,000).
- ◀ Four neighbouring authorities (Bradford, Calderdale, High Peak and Oldham) offer no municipal provision.

Neighbouring authority Member, Proprietary and Municipal courses within a 20 minute drive time catchment area of Kirklees are illustrated in Figure 3.2.

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Figure 3.2 Golf clubs within 20 minute drive of Kirklees



Key: Municipal, Members and Proprietary golf clubs within 20 minute drive of Kirklees

Map Ref	Site Name	Facility		Club Type	
B01	South Bradford Golf Club	Standard	9 Hole	Bradford	Members
B05	Bradford Moor Golf Club	Standard	9 Hole	Bradford	Members
B07	Clayton Golf Club	Standard	9 Hole	Bradford	Members
B09	Ghyll Beck Golf Driving Range	Driving Range	18 Bay	Bradford	Proprietary
B10	Headley Golf Club	Standard	9 Hole	Bradford	Proprietary
B13	Marriott Leisure & Country Club	Standard	18 Hole	Bradford	Proprietary
B14	Northcliffe Golf Club	Standard	18 Hole	Bradford	Members
B15	Queensbury Golf Club	Standard	9 Hole	Bradford	Members
B17	Shay Grange Golf Centre	Driving Range	32 Bay	Bradford	Proprietary
B17	Shay Grange Golf Centre	Standard	9 Hole	Bradford	Proprietary
B18	ShIPLEY Golf Club	Standard	18 Hole	Bradford	Members
B21	West Bradford Golf Club Ltd	Standard	18 Hole	Bradford	Proprietary
B22	Baildon Golf Club	Standard	18 Hole	Bradford	Members
BA01	Hillies Golf Course	Standard	9 Hole	Barnsley	Municipal

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Map Ref	Site Name	Facility		Club Type	
BA03	Silkstone Golf Club	Standard	18 Hole	Barnsley	Members
BA04	Tankersley Park Golf Club	Standard	18 Holes	Barnsley	Proprietary
BA05	Woodlands Driving Range	Driving Range	24 Bays	Barnsley	Members
BA07	Barnsley Golf Club	Standard	18 Holes	Barnsley	Municipal
C01	Crow Nest Park Golf Club Ltd	Standard	9 Holes	Calderdale	Proprietary
C02	Elland Golf Club	Standard	9 Holes	Calderdale	Members
C03	Halifax Bradley Hall Golf Club	Standard	18 Holes	Calderdale	Proprietary
C04	Lightcliffe Golf Club	Standard	9 Holes	Calderdale	Members
C05	Willow Valley Golf & Country Club	Standard	18 Holes	Calderdale	Proprietary
C05	Willow Valley Golf & Country Club	Driving Range	22 Bays	Calderdale	Proprietary
C05	Willow Valley Golf & Country Club	Standard	18 Holes	Calderdale	Proprietary
C05	Willow Valley Golf & Country Club	Standard	9 Holes	Calderdale	Proprietary
C07	Ryburn Golf Club	Standard	9 Holes	Calderdale	Members
C09	West End Golf Club	Standard	18 Holes	Calderdale	Members
C10	Halifax Golf Club	Standard	18 Holes	Calderdale	Members
L02	Fulneck Golf Club	Standard	9 Holes	Leeds	Proprietary
L03	Howley Hall Golf Club	Standard	18 Holes	Leeds	Members
L04	The Manor Golf Club	Standard	18 Holes	Leeds	Members
L04	The Manor Golf Club	Driving Range	20 Bays	Leeds	Members
L06	Calverley Golf Club	Standard	9 Holes	Leeds	Proprietary
L06	Calverley Golf Club	Standard	18 Holes	Leeds	Proprietary
L08	Garforth Golf Club	Standard	18 Holes	Leeds	Members
L12	Horsforth Golf Club	Standard	18 Holes	Leeds	Members
L14	Lofthouse Hill Golf Club	Standard	18 Holes	Leeds	Proprietary
L19	Oulton Hall	Driving Range	16 Bays	Leeds	Proprietary
L19	Oulton Hall	Standard	18 Holes	Leeds	Proprietary
L19	Oulton Hall	Standard	9 Holes	Leeds	Proprietary
L20	Rawdon Golf & Lawn Tennis Club	Standard	9 Holes	Leeds	Members
L21	Roundhay Golf Club		9 Holes	Leeds	Municipal
L24	South Leeds Golf Club	Standard	18 Holes	Leeds	Members
L25	Temple Newsam Golf Club	Standard	2 x 18 Holes	Leeds	Municipal
L26	The Bradford Golf Club Ltd	Standard	18 Holes	Leeds	Proprietary
L29	Woodhall Hills Golf Club	Standard	18 Holes	Leeds	Members
OL3	Crompton & Royton Golf Club	Standard	18 Holes	Oldham	Members
OL3	Crompton & Royton Golf	Driving Range	12 Bays	Oldham	Members

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Map Ref	Site Name	Facility		Club Type	
	Club				
OL4	Oldham Golf Club	Standard	18 Hole	Oldham	Members
OL5	Saddleworth Golf Club	Standard	18 Hole	Oldham	Members
RO3	Castle Hawk Golf Club	Standard	9 Hole	Rochdale	Proprietary
RO3	Castle Hawk Golf Club	Driving Range	30 Bay	Rochdale	Proprietary
RO4	Manchester Golf Club	Standard	18 Hole	Rochdale	Members
RO6	Marland Golf Club	Standard	18 Hole	Rochdale	Municipal
RO8	Tunshill Golf Club	Standard	9 Hole	Rochdale	Members
RO9	Whittaker Golf Club	Standard	9 Hole	Rochdale	Members
W01	Low Laithes Golf Club	Standard	18 Hole	Wakefield	Members
W02	Spring Mill Golf Course	Standard	9 Hole	Wakefield	Municipal
W04	Normanton Golf Club	Standard	18 Hole	Wakefield	Members
W05	Pontefract And District Golf Club	Standard	18 Hole	Wakefield	Members
W06	Pontefract Park Golf Course	Standard	9 Hole	Wakefield	Municipal
W08	Wakefield Golf Club	Standard	18 Hole	Wakefield	Members
W09	Walton Driving Range	Driving Range	16 Bay	Wakefield	Proprietary
W10	Waterton Park Golf Club	Standard	18 Hole	Wakefield	Proprietary
W11	Whitwood Golf Course	Standard	9 Hole	Wakefield	Members
W12	Woolley Park Golf Club	Standard	9 Hole	Wakefield	Proprietary
W12	Woolley Park Golf Club	Standard	18 Hole	Wakefield	Proprietary
W013	City of Wakefield Golf Course	Standard	18 Hole	Wakefield	Municipal

Leeds have recently closed two municipal courses which were underutilised and running at a deficit. Some provision was also sold/leased to incumbent clubs during the 1990's golf boom. This was the case in Bradford which no longer provides municipal golf, and relies on the proprietary and members club sectors to meet residents' golfing needs.

In summary, all Kirklees resident can access provision within a 20 minute drive time. Adjoining authorities are well provided with members and proprietary golf clubs, less so with 'pay and play' venues.

Transport links

Many golf clubs, by the nature of the landscape and topographical requirements, are located in the countryside and are therefore only readily accessible by car. This can act as a discriminatory factor for non-car owners and young people who can only get to the course with a car driver. Bradley Park is on a primary transport route and is accessible by a regular bus service, as is Cleckheaton & District GC and East Bierley GC. By nature of the equipment required to play golf most golf players are drivers and access courses accordingly. Groups of visitors may travel together by coach.

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Disability golf

The national organisation British Inclusive Golf ((BIG) previously the British Disabled Golf Association (BDGA)) is based at Longley Park having moved from the Acanthus Complex in Leeds which closed down.

BIG aims to bring disabled and non-disabled people together on the golf course through a programme of taster sessions, organised range games and organised on-course golf events, enabling better social inclusion and aiding rehabilitation. In October 2012 BIG became a HMRC charitable company and is presently applying for full charity status with the Charities Commission.

An elderly and ageing membership is a characteristic of golf clubs with many members retired and ageing and often carrying disabilities brought about by old age. The CONGU handicapping system is designed to enable all players to play fairly against each other, so despite ageing, members can compete with one another effectively. Golf clubs are a great source of companionship and friendship for more elderly people, particularly those who have lost partners through divorce or bereavement.

The use of golf club trollies and buggies allows golfers who may have hip and knee damage to prolong their playing careers and enjoy golf into old age. Many golf clubs have golfers in the 70 - 85 age bracket.

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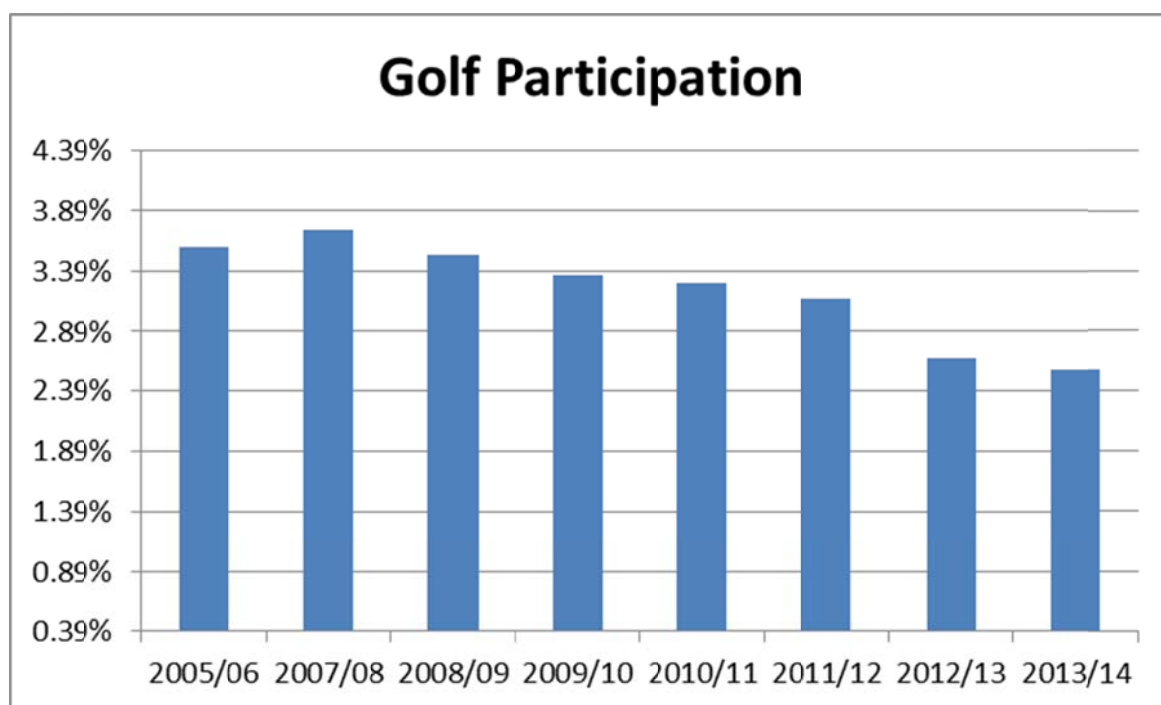
GOLF NEEDS ASSESSMENT

4.0 AN ASSESSMENT OF THE DEMAND FOR GOLF IN KIRKLEES

Demand

As set out in Section 1, the demand for golf has, over the past decade, seen a significant decline. This is illustrated graphically in the participation data in Figure 4.1. Between 2004 and 2013 club membership (affiliated members) fell 882,184 to 707,424, a drop of 20% (174,760). Despite this, golf (0.73m participants per person) is still the 5th most popular participation sport after swimming (2.5m) running (2.2m), cycling (2.1m) and football (1.9m).

Figure 4.1: Sport England's APS data regarding golf participation from 2005/6-2013/14



Source: Sport England Active People Survey (APS) 8Q3-9Q2: 2014 – 15

Gender differences

Golf is played by men and women although as Table 4.1 illustrates that significantly more men than women play. At u.16 levels gender differences are very marked with many more junior boys attracted to the sport than junior girls.

Table 4.1: Sport England APS – Golf Participation by Gender

Golf by Gender								
Sport	2005/06	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14
Male	6.37%	6.62%	6.24%	5.94%	5.95%	5.65%	4.75%	4.59%
Female	0.94%	0.98%	0.93%	0.90%	0.76%	0.78%	0.70%	0.65%

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The England Golf Membership Questionnaire 2014 found that:

- Female members only make up 15% of golf club membership (as opposed to 50% of the population) and are, thus, a potential growth market that would enable clubs to increase participation and membership.
- 55% of golf clubs report a decrease in adult female membership compared to only 21% that show an increase. 38% of golf clubs have reported a decrease in junior girls compared to only 20% that have shown an increase.

Figure 4.2 Club membership average number of members per club



Source: England Golf Membership Questionnaire 2014 (SMS)

As noted in Figure 4.2, the average golf club has 499 members. There are six males to every one female member and eight junior boys to one junior girl with 96% of all golfers being white.

Golfer segmentation

Golf is a mature market with many golf courses and golf clubs over 100 years old. As supply is segmented, principally by accessibility, price and quality so demand is segmented by user type. To aid understanding of this concept KKP has identified a number of key 'golfer' types or market segments as denoted in Table 4.3.

Table 4.3: Golfer type KKP golf segmentation model

Golfer 'type'	Description
Avid golfers	Golfers who play a lot and who like to practice on a regular basis. These are likely to be club members who play and practice all year round. They might also visit a golf driving range or practice area to warm up prior to taking part in a competition. Typically they will play / visit the range 3-4 times per week.
Keen golfers	Club members who play 2-3 rounds of golf per week and typically go to the range maybe once a week (more so in Winter). Likely to engage in a series of lessons.

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Club golfers	Golfers who typically play once a week. They tend to go to the range when their game is not going so well and will book lessons accordingly.
Seasonal golfers	More likely to play in good weather and will typically use the golf range as a way of getting back into golf after a winter layoff. They tend to play in good weather between May – September.
Occasional golfers	Likes to play golf but may be short of time and therefore have limited opportunities to play. Typically play on weekends away, at corporate/ society day and occasionally after work.
Holiday/tourist golfers	Visitors to an area who go for short breaks and weeks away playing golf at home and abroad. Typically a mix of club and occasional golfers.
Society visitors	Often contains keen golfers. These groups can arrive at a venue early and together for a 'package' 18/27 holes plus food and beverages. Charged an all in price and make it a day out.
Corporate markets	This segment will often choose a venue with good practice facilities as it provides additional facilities at which to entertain customers/clients with either balls to hit prior to playing or a 10 minute lesson with the Professional.
New golfers	New golfers are attracted to a play through the opportunity to take golf lessons in either a 1-1 situation with a Golf Professional or in a group situation. Having started lessons, new golfers are likely to visit a golf range to practice the skills they are being taught and to develop their skills to the point when they feel confident to go out onto a course to play. New golfers traditionally started at Adult Learning Courses (Night School) or at Pay & Play Courses. The golf learning or development opportunity is now more likely to be provided by a PGA Pro at a golf club.

Source: KKP

Different types of golfer are attracted to different types of playing opportunities. Many golfers do not find it necessary to join a golf club to fulfil their golfing requirements and are referred to by England Golf as 'Nomads' i.e. they have no golf home (a club membership) and buy into existing facilities to meet their golfing needs.

England Golf estimates that some 2 million UK golfers are nomadic (i.e. non-members and not affiliated to a county association). This figure is expected to continue to rise as the fixed cost of golf membership remains unattractive to those other than 'avid' and 'keen' segments who want to play 2 – 4 times per week and participate in organised competitions where a CONGU handicap is required.

'Nomads', it seems, prefer not having to pay a membership fee, the flexibility of playing different courses, only playing when the weather is good and playing with friends and family and therefore feel no need to obtain or maintain an official handicap, which is only accessible through club membership and club 'qualifying' competitions.

In Kirklees, Bradley Park has successfully tapped into the nomadic market, catering for nomadic individuals and a number of visiting nomadic societies.

An oversupply of golf courses in many areas has resulted in low price green fees. Nomadic golfers would appear to be taking advantage of low price golf and offers such as 2-4-1 green fee offers and Groupon offers to access comparatively cheap off-peak golf rather than pay a membership fee. Nomads it appears are often prepared to travel further (30 – 60 minutes) to access a bargain, or a course with a good reputation.

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One way to reverse this trend might be for the cost of access to club golf courses via green fees to rise. This relentless golf offers trend and the need for savings in local government budgets may be one of the underlying causes of the problems that are leading to the closure of municipal courses which cannot compete on price and quality with the array of green fee offers for non-members.

Table 4.4: Current demand for golf in Kirklees (adult membership)

Golf Club	Joining fee	Full membership (£)		No of adult members			Accepting new members	EG Get into Golf Initiative
	£	Men	Women	M	F	Total	yes/no	yes/no
Bradley Park GC	No	520*	520*	163	28	191	N/a	Yes
Cleckheaton & District GC	No	930	930	-	-	-	Yes	No
Crosland Heath GC	200	798	734.50	468	63	531	Yes (women only)	Yes
Dewsbury District GC	No	798	734.50	497	39	536	Yes	No
East Brierley GC	No	577	577	-	-	-	Yes	No
Hanging Heaton GC	No	577	577	259	26	285	Yes	No
Huddersfield GC	1000	1200	1200	400	120	520	No	No
Longley Park GC	No	650	650	150	30	180	Yes	No
Marsden GC	No	399	110	100	24	124	Yes	No
Meltham GC	No	870	870	-	-	-	Yes	Yes
Outlane GC	No	760	760	-	-	-	Yes	No
Woodsome Hall GC	1190	1190	1190	377	100	477	Yes (not 7 day)	No

(All clubs in Kirklees offer a wide range of membership packages. This analysis covers full / 7 day membership).

Season ticket fees*

All clubs/courses in Kirklees, with the exception of Huddersfield Golf Club, Woodsome Hall Golf Club and Crosland Heath, who are at capacity (in the full membership category), are accepting new members; several clubs have initiatives and offers to attract new members, most notably women and girls.

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Golf development initiatives



Get into Golf is a development initiative that brings together England Golf and the PGA and works to grow the game with the support of the Golf Foundation, Sport England and Lottery funding. Through its network of County Golf Partnerships (CGPs) it offers low cost golf taster sessions, beginner courses and improvers courses across England, and supports the plan to make England the world's leading golf nation by 2020.

These coaching sessions are available for mixed groups, women-only and families and are all run by PGA professionals. They offer a basic introduction to the game together with information about club membership and follow-on coaching opportunities. Equipment is provided so all participants have to do is book-on (on-line) and turn up on the day in comfortable clothing. Track suits, jeans and casual sportswear are encouraged.

The CGP network was created by England Golf to support development of golf at county level and is fundamental to the delivery of the participation outcomes within England Golf's Whole Sport Plan 2013 to 2017.

In Kirklees, Bradley Park Golf Club (operated by KAL), Meltham Golf Club and Crosland Heath are actively engaged with the Yorkshire County Golf Partnership (YCGP) and the delivery of 'Get into Golf'. (Source: Yorkshire County Golf Partnership). Huddersfield GC ran a successful women's recruitment campaign in 2014 and are now full and will soon be re-introducing a waiting list for all membership categories.

Sport England Market Segmentation

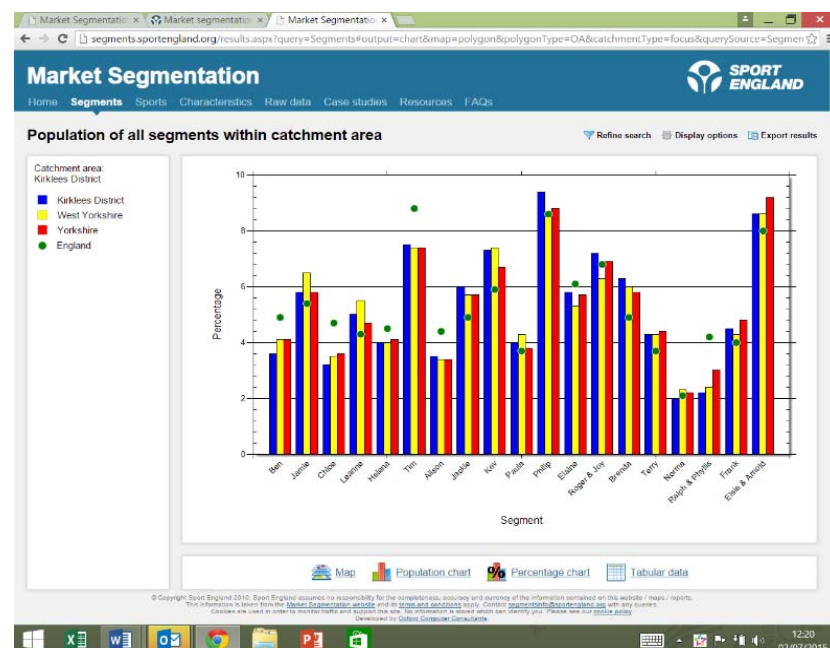
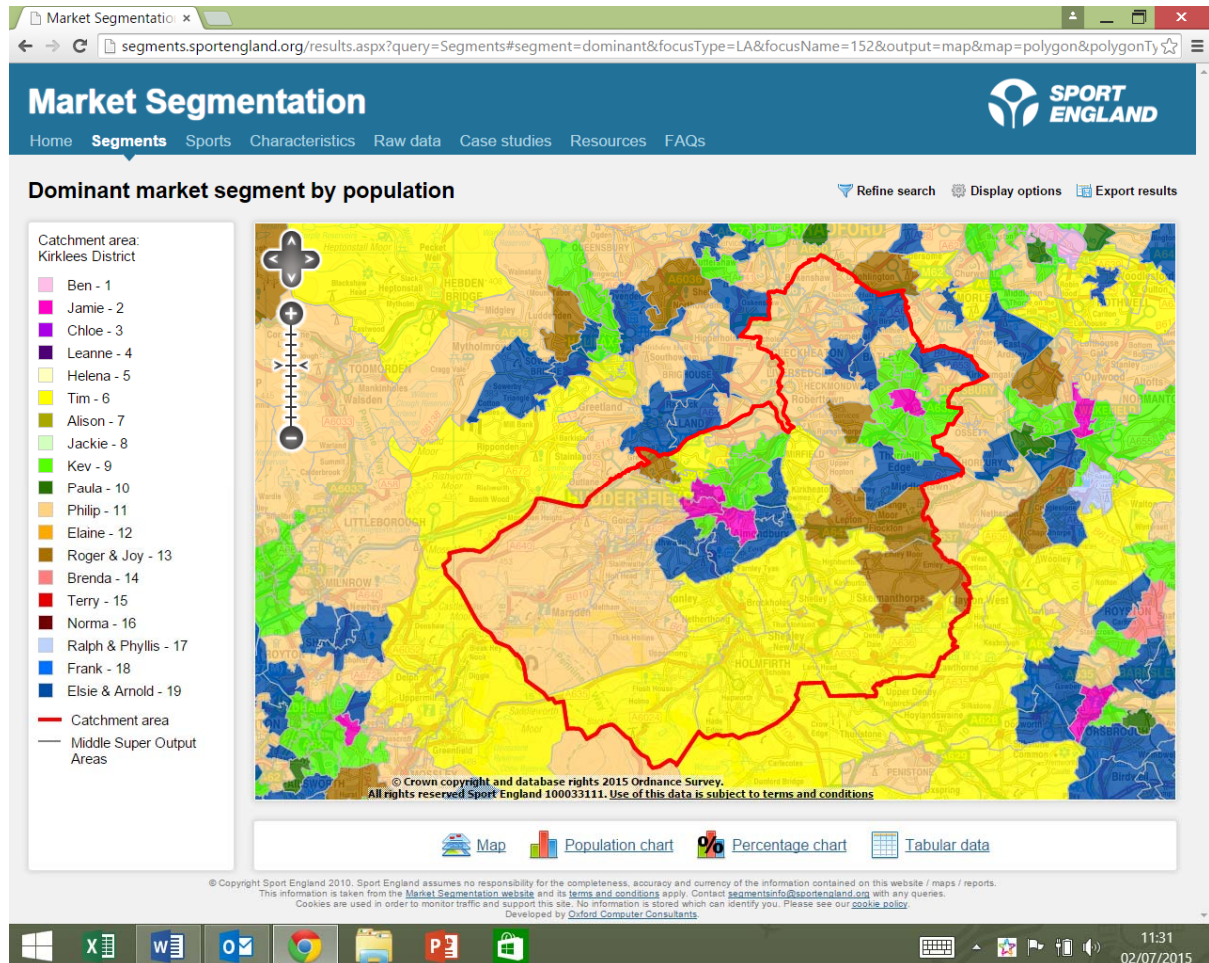
Sport England has developed nineteen sporting segments to help understand the nation's attitudes to sport, their motivations and barriers (see Appendix 5). The market segmentation data builds on the results of Sport England's Active People survey; the Department of Culture, Media and Sport's [Taking Part Survey](#); and the Mosaic Tool from Experian and presents a picture of the dominant social groups in each area, and puts people's sporting behaviour in the context of complex lives. Propensity modelling – a statistical technique that matches the probability of displaying a particular behaviour or attitude to each demographic category is used to link the survey data to wider population groups.

Kirklees Council has reservations about Sport England's Market Segmentation model. With the available segments not considered to be wholly representative of the population and not reflecting some significant population groups for whom there are additional factors to consider.

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Dominant profiles in Kirklees

Figure 4.1 Dominant market segments by population



The dominant profiles in Kirklees are:

- ◀ Philip
- ◀ Elsie & Arnold
- ◀ Tim
- ◀ Kev
- ◀ Roger & Joy
- ◀ Brenda

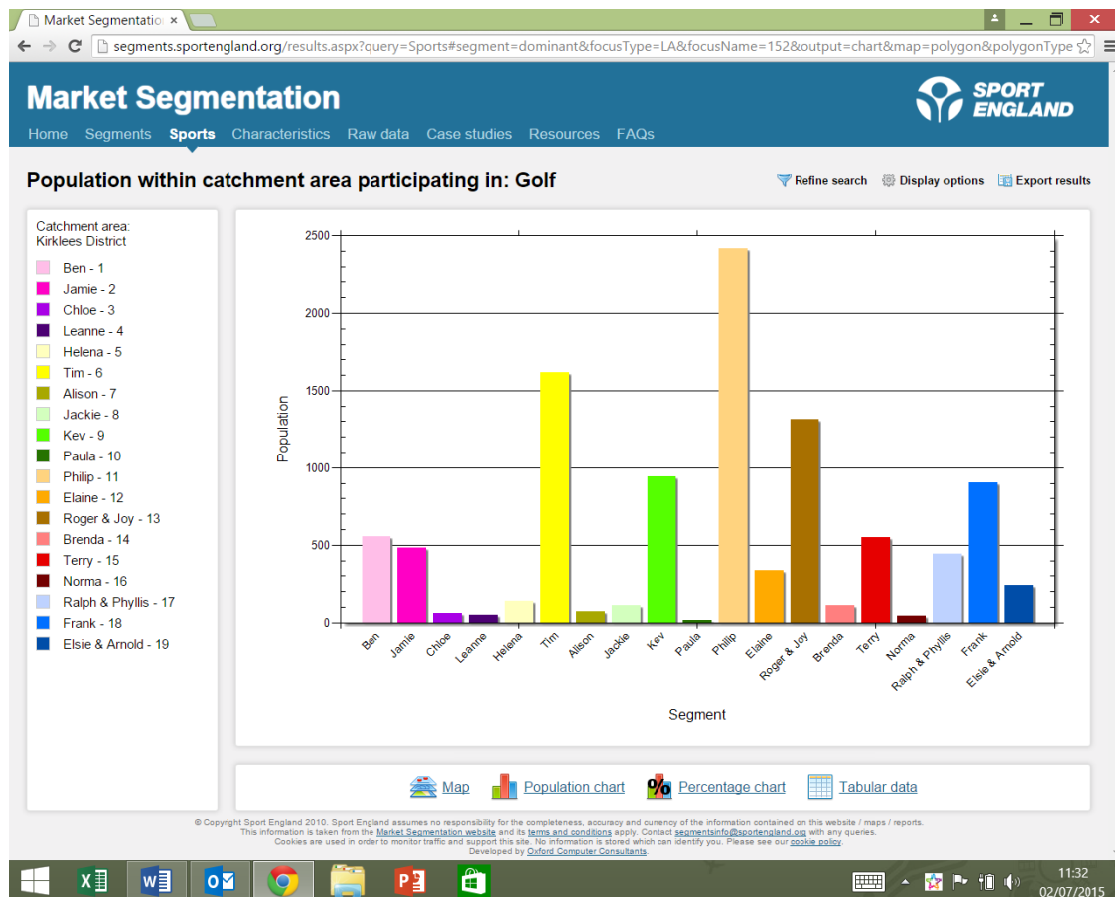
Profile details are contained in Appendix D.

KIRKLEES COUNCIL BUILT LEISURE AND SPORTS FACILITIES STRATEGY GOLF NEEDS ASSESSMENT


Existing demand for golf in Kirklees

In respect of participation in golf in Kirklees the dominant profiles are as follows:



Figure 4.3 Population within catchment area participating in golf



The characteristics of the three most likely golf participant types are set out below:

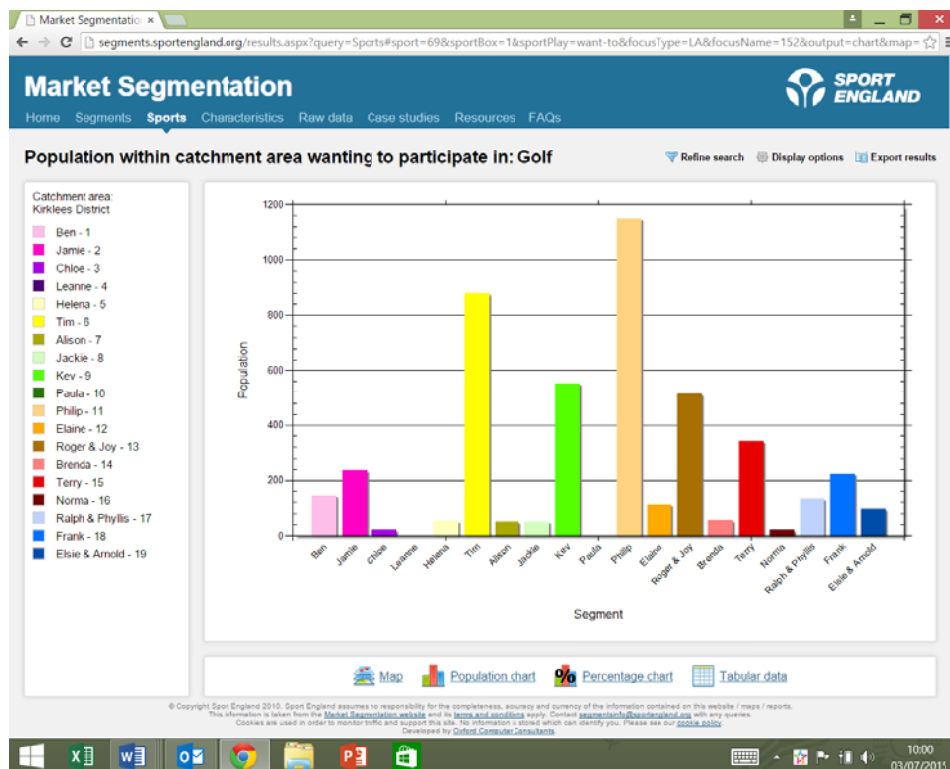
<p>Tim</p> 	<p>Settling Down Males</p> <p><i>Sporty male professionals, buying a house and settling down with partner</i></p> <p><i>Mainly aged 26-45, professional, may have children, married or single</i></p> <ul style="list-style-type: none"> • <i>Top sports: cycling, keep fit/gym, swimming, football, golf</i> • <i>Like to do more: swimming, cycling, football, keep fit/gym, athletics</i> • <i>Most satisfied with: release and diversion, social aspects, exertion and fitness</i> • <i>Least satisfied with: coaching, facilities</i>
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<p>Philip</p> 	<p>Comfortable Mid-Life Males</p> <p><i>Mid-life professional, sporty males with older children and more time for themselves.</i> <i>Mainly aged 46-55, full-time job and owner-occupier, children, married</i></p> <ul style="list-style-type: none"> • Top sports: cycling, keep fit/gym, swimming, football, golf • Like to do more: swimming, cycling, keep fit/gym, golf, athletics • Most satisfied with: release and diversion, social aspects, exertion and fitness, and people and staff within the sporting experience • Least satisfied with: facilities and coaching
<p>Roger & Joy</p> 	<p>Early Retirement Couples</p> <p><i>Free-time couples nearing the end of their careers</i> <i>Mainly aged 56-65, full-time job or retired, married</i></p> <ul style="list-style-type: none"> • Top sports: keep fit/gym, swimming, cycling, golf, angling • Like to do more: swimming, keep fit/gym, cycling, golf, athletics • Most satisfied with: release and diversion, exertion and fitness, social aspects, ease of participation, people and staff • Least satisfied with: facilities, coaching

The segmentation model calculates that within Kirklees 10,406 people participate in golf.

Latent demand for golf in Kirklees



Source: Sport England

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In respect of latent demand four profile types dominate: Philip, Tim, Kev and Roger and Joy. In total the model estimates latent demand from 4,636 'would be' players.

Summary

Over the last decade, demand for golf, particularly club membership, has declined significantly. Between 2004 and 2013 club membership (affiliated members) fell 882,184 to 707,424, a drop of 20% (174,760). Despite this it is still the 5th most popular participation sport in England with 0.73 million participants.

Significantly more men than women play golf. At u.16 levels the gender differences are very marked with many more junior boys attracted to the sport than junior girls.

Golf is a mature market with many golf courses and golf clubs over 100 years old. As supply is limited, principally by accessibility, price and quality so demand is segmented by user type.

Different types of golfer are attracted to different playing opportunities. Many golf types do not find it necessary to join a golf club to fulfil their golfing requirements and England Golf estimates that some 2 million UK golfers are nomadic (i.e. non-members and not affiliated to a County Association).

All courses/clubs in Kirklees apart from Huddersfield Golf Club, Woodsome Hall Golf Club and Crosland Heath, are accepting new members; several have initiatives and offers to attract new members, most notably women and girls.

Bradley Park Golf Club, Meltham Golf Club and Crosland Heath Golf Club are actively engaged with the Yorkshire County Golf Partnership (YCGP) and the delivery of 'Get into Golf'. Huddersfield Golf Club also ran a successful women's recruitment campaign in 2014 and is now full and intends to re-introduce a waiting list.

The segmentation data has identified c.10, 000 existing players and 4,600 potential players.

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5.0 REVIEW AND ANALYSIS OF SUPPLY AND DEMAND FOR GOLF IN KIRKLEES

Supply

Using the assumption that an 18 hole course can support 550 full members and that a 9 hole course can support 250 members, the golf courses in Kirklees (see Figure 3.1 and Table 3.2) which can accommodate 4850 full golf members. A further 200 players are accommodated at Bradley Park. Membership capacity in Kirklees is therefore 5050 members.

The segmentation data identifies c.10, 000 existing golfers in Kirklees.

Courses in Kirklees range in quality. This variation and associated pricing accommodates all types of golfer as defined in the KKP golfer segmentation (see Table 4.2).

The 'pay and play' 18 hole course, par 3 course and golf driving range at Bradley Park is one of few remaining municipally owned courses in either Kirklees or the neighbouring authority areas.

The facilities at Bradley Park provide teaching and golf development opportunities for people who wish to learn to play golf. The Par 3 course is helpful for new players to build the confidence to play full size 9 and 18 hole courses. Several clubs are involved in the England Golf 'Get into Golf' initiative to bring new players into the game and the PGA Professionals at all clubs offer individual lessons for those who want to learn to play the sport.

All Kirklees residents can access a golf facility within a 20 minute drive time. Adjoining authorities are also well provided for with members and proprietary golf clubs, but less so with 'pay and play' venues.

Kirklees has a variety of provision (courses at different price and quality) to meet the development requirement of new golfers (see Table 3.3).

Several municipal courses in Leeds and Wakefield have recently closed, and many more have transferred from local authority ownership to become members clubs. In total, there are eight municipal courses serving Kirklees and its neighbouring authorities.

Demand

Demand for golf, and in particular membership of a golf club, has fallen significantly over the past decade. This fall has witnessed a rise in 'Nomads', i.e. golfers who like to play golf but are not interested in affiliating to the NGB, obtaining a CONGU handicap or joining a golf club, preferring instead to play a variety of courses, mostly in good weather with friends and family, taking advantage of offers and discounts to play off-peak.

Based on a 6% penetration rate there are in Kirklees an estimated 25,700 golfers. The population is projected to rise by 14.8% (+62,804) through to 2037, taking the total to 491,083. If golf penetration remains at 6% the number of golfers in 2037 will rise to 29,500; an additional 3,800 (all other things being equal).

England Golf is leading a number of national golf development initiatives e.g. Get into Golf and National Golf Week to encourage young people aged 25 – 44 to take up the sport. Golf clubs are increasingly engaging with the Yorkshire County Golf Partnership

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(YCGP) and offering more flexible membership packages to accommodate new members.

The Sport England Market segmentation tool calculates that there are 4,600 potential players within Kirklees whom, if contacted or could be made aware of the opportunities to learn to play golf, would have a propensity to do so.

Summary of key findings

On the assumption that it requires 550 full members to support an 18 hole course and 250 full members to support a 9 hole course, existing supply in Kirklees can accommodate a minimum 828 new members (see Table 5.1).

Table 5.1 Capacity at existing golf club/course provision in Kirklees

Golf Club / Course	Full member capacity	No. of full members	Deficit (-)	Accepting members
Bradley Park Golf Club	200	191***	0	N/a
Cleckheaton & District Golf Club	550	Unknown	-70*	Yes
Crosland Heath Golf Club	550 (531)	531	0	No
Dewsbury & District Golf Club	550	520	-30	Yes
East Bierley Golf Club	250	Unknown	-75*	Yes
Hanging Heaton Golf Club	250 (300)	285	-15	Yes
Huddersfield Golf Club	550 (520)	520	0	No
Longley Park Golf Club	250	180	-70	Yes
Marsden Golf Club	250	124	-134	Yes
Meltham Golf Club	550	Unknown	-25	Yes
Outlane Golf Club	550	Unknown	-75*	Yes
Woodsome Hall Golf Club	550 (480)	477	0	No
Theoretical Total	5050	-	-	-
Adjusted figure: Kirklees capacity	4431	-	495	-

* Estimate

** Adjusted Figure – Full capacity at Huddersfield (520), Woodsome Hall (480) and Hanging Heaton (300).

*** Season Ticket Sales

In conclusion, there is currently over-provision of golf to meet current demand. With the exception of Crosland Heath, Huddersfield and Woodsome Hall the remaining 3 x 18 hole and 4 x 9 hole members courses would all benefit from the recruitment of new, and the continued retention of existing members. Due to the older age profile of existing members, lifestyle and career changes recruitment to golf clubs needs to be an ongoing process.

With the rise in popularity of 'Nomadic Golf', golf clubs have become more flexible in what they offer, more customer orientated and friendlier. As the England Golf focus group research has identified golf clubs need to become service orientated, female and family friendly and offer packages that meet different family needs and circumstances at a price that is perceived to offer value for money accompanied by a range of benefits that meet members' needs.

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The England Golf 'Get into Golf' programme can be effective in recruiting and retaining new members where it is club led, customer focused and engages the PGA professionals, managerial and volunteer workforce. It however, needs to be ongoing to continually attract new players.

Of the existing c.10, 000 golf players in Kirklees (SE segmentation data) it is estimated that 4,000 people are currently golf club members. This leads us to conclude that the other 6,000 players in Kirklees are Nomads.

Based on our understanding of the current supply and prevailing economic and market conditions and recent trends in sports participation and physical activity it is our belief that latent and future demand within Kirklees can be met through existing provision. KKP does not anticipate any new golf courses will need to be provided in Kirklees up to 2037, if at all. There is capacity within the existing supply to potentially accommodate displaced members should a facility be forced to close.

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6.0 CONCLUSIONS

In response to the key questions posed by Kirklees Council, the following conclusions have been reached:

Can local demand to play golf and join golf clubs can be met through existing supply?

Yes - local demand to play golf and join golf clubs can be met through existing supply.

What role is played in meeting local demand by golf clubs in Kirklees and surrounding local authority areas (Oldham, High Peak, Barnsley, Wakefield, Leeds, Bradford and Calderdale)?

Oversupply in Kirklees is replicated in the adjoining authorities. With less than 10% of golf club members travelling more than 5 miles to play, supply in each local authority area will continue to meet local demand.

What golf provision will the Kirklees Council area need to meet existing and future local demand?

Existing supply of golf provision is estimated to be able to meet existing and future demand. It is, however, possible that some existing supply will be lost. Current oversupply is estimated at 495 memberships, the equivalent of a 18 hole course (550 members). The courses under greatest pressure to recruit new members at this time are:

- ◀ Marsden GC
- ◀ Cleckheaton GC
- ◀ Dewsbury District GC
- ◀ East Bierley GC and
- ◀ Outlane GC

The current situation is putting some strain on clubs'/courses' financial and operation management arrangements. Third party income from green fees and social events is an important revenue stream and some clubs may require a bank overdraft or loan and budget cuts to help the business continue to break even or make a small surplus.

Within the existing supply, Bradley Park GC (operated by KAL) has a unique role as a municipal 'pay and play' facility, providing both playing and learning facilities. As seen from the analysis of neighbouring supply, traditional pay and play facilities are being closed as the demand for municipal provision is reduced. At Bradley Park, however, the quality of the product is good and the demand for its playing, teaching and social facilities remains strong.

Based on our understanding of the current supply and prevailing economic and market conditions, the recent trends in sports participation and physical activity it is our belief that latent and future demand within Kirklees can be met through existing provision. KKP does not anticipate any new golf courses will need to be provided in Kirklees up to 2037, if at all. There is capacity within the existing supply to potentially accommodate displaced members should a facility be forced to close.

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APPENDIX A

BUILT LEISURE AND SPORTS FACILITIES – ASSESMENT REPORT, JUNE 2015

SECTION 13: GOLF

Golf is one of few sports that is not played on a standardised playing surface, meaning that, providing you have a hole, a teeing ground, a club and a ball, it can, theoretically, be played anywhere.

A golf course usually consists of nine or 18 holes. Play starts on a teeing ground and ends when the golfer gets his ball into the hole cut into the ground on the green or putting surface. A flagstick displays the location of the hole.

Different heights of grass are cut between the teeing ground and green to increase difficulty and punish bad shots. The tee provides a level stance and closely mown grass so the golfer has every chance to make a decent attempt for the first stroke at each hole. The fairway provides short grass and good lies. The rough provides progressively longer grass and other forms of variation that increase the difficulty of recovery the further you are away from the fairway. The green will always be the area most closely mown to create a smooth surface suitable for putting.

A considerable number of new golf courses were built in the 1980s and early 1990s in response to a perceived demand for additional facilities. Although the rate of development has slowed down considerably in recent years, there remains a steady throughput of golf related proposals in the planning system.

13.1 Supply

13 golf clubs are located within Kirklees district - as identified in Table 13.1 below.

Table 13.1 Golf facilities in Kirklees

Map Ref	Site Name	Facility	Tenure
1	Bradley Park Golf Club	Driving Range + 9 Hole + 18 Hole + Footgolf	Pay and play
2	Cleckheaton & District Golf Club	18 Hole	Members club
3	Crosland Heath Golf Club	18 Hole	Members club
4	Dewsbury & District Golf Club	18 Hole	Members club
5	East Bierley Golf Club	9 Hole	Members club
6	Hanging Heaton Golf Club	9 Hole	Members club
7	Huddersfield Golf Club	18 Hole	Members club
8	Longley Park Golf Club	9 Hole	Members club
9	Marsden Golf Club	9 Hole	Members club
10	Meltham Golf Club	18 Hole	Members club
11	Outlane Golf Club	18 Hole	Members club
12	Stadium Golf	Driving Range	Pay and play owned by Direct Golf
13	Woodsome Hall Golf Club	18 Hole	Members club

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Map Ref	Site Name	Facility	Tenure
14	Hopton Horse Centre	Golf Driving Range (GDR)	Proprietary Owned

In summary golf facilities in Kirklees comprise:

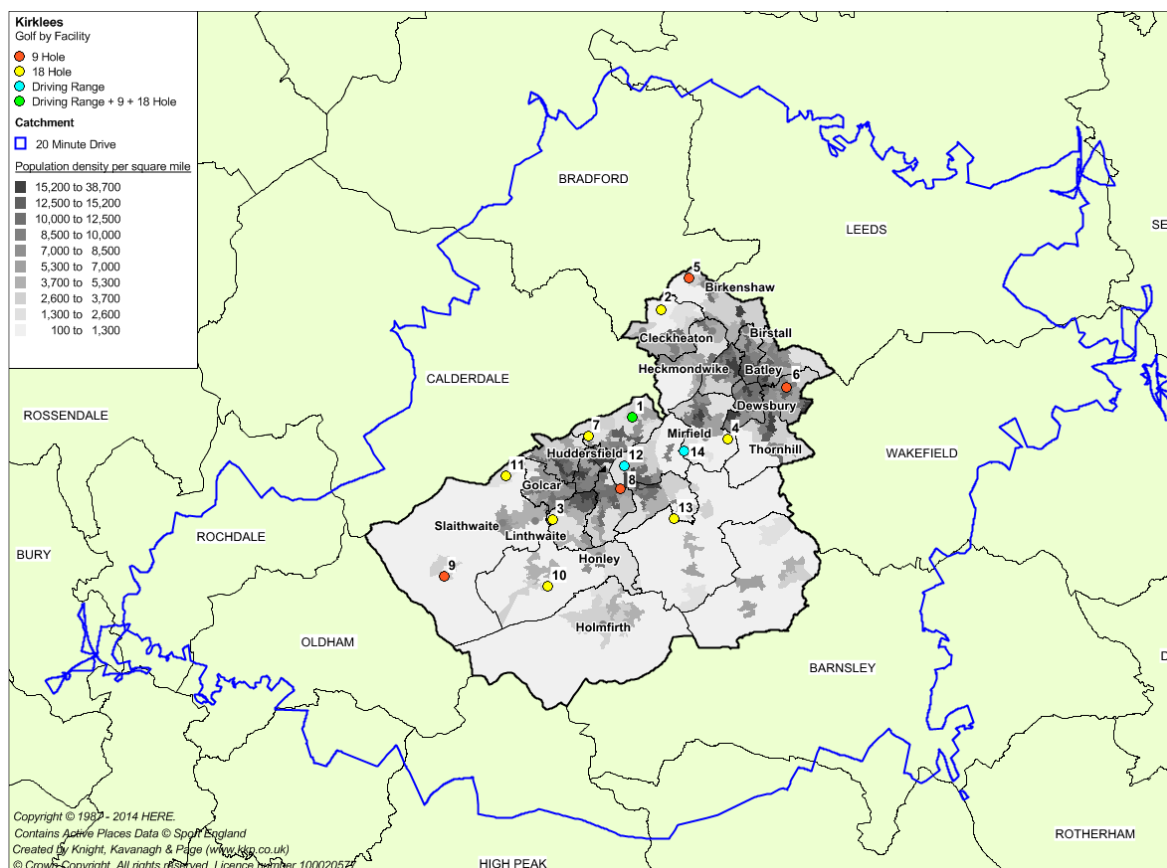
- ◀ Three golf driving ranges
- ◀ One par 3 course
- ◀ Six - 9 hole courses and
- ◀ Eight - 18 hole courses.

The golf course at Bradley Park is owned by Kirklees Council, and whilst it does offer a club membership facility it is predominately a 'pay and play' course. Within the facility mix is an 18 hole course, a 9 hole short course with synthetic turf greens which is also used for Footgolf, a golf driving range (GDR), two putting greens and a short game area. Bradley Park offers a good mixture of facilities at which the game can be taught and practiced.

The remaining eleven courses are members clubs. In all cases visitors are welcome to pay a green fee to visit and play the course. The area supports two golf driving ranges, both in Huddersfield. GDR's are traditionally free to attend with participant buying golf balls to hit at the targets.

The golf course facilities are illustrated on Figure 13.1 below together with a 20 minute drive time catchment area around each facility.

Figure 13.1 Golf course provision in Kirklees with a 20 minute drive time catchment area



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All resident can access golf provision within a 20 minute drive.

13.2 Demand

The past decade has seen a decline in regular participation in golf and a decline in the number of people who want to become members of golf clubs. Between 2004 and 2013 golf club membership in England dropped by 20%. As a result there is an increasing over supply of golf provision, with generally less people joining golf clubs year on year.

To date this has not manifested itself in the closure of any golf facilities in Kirklees but all of the clubs identified could accommodate new members and will encourage visitors to pay green fees to play the course. The decline in members makes clubs more dependent on generating third party income from green fees, visiting parties and social activities.

England Golf, the NGB, has a range of initiatives to rebuild participation levels and encourage club membership. The trends of the last decade suggest that a change in the direction for golf membership may be difficult to achieve, with many players choosing to remain 'nomadic', playing with friends at different venues rather than being tied into a club membership package.

13.3 Supply and demand analysis

The decline in the popularity of joining a golf club and becoming a regular (x1 per week) golfer is placing a financial burden on many golf clubs which are seeing revenues decline, whilst costs continue to rise. To date the number of golf clubs in Kirklees remains stable.

However, unless the decline in membership requirements is reversed over the next few years and the demand for club membership increases it is possible that demand may fall to the point where there is an unsustainable oversupply of golf course facilities and one or more clubs may be forced to close.

13.4 Summary of key facts and issues

- ◀ There are 12 golf clubs in the Kirklees Council area. Eleven are traditional members clubs and one is a 'pay and play' facility.
- ◀ There are three golf driving range facilities, two located in Huddersfield and one in Mirfield. If the HD One proposals for the stadium go ahead the driving range at the Huddersfield Stadium would be lost.
- ◀ Demand for golf club membership has been in decline over the past decade.
- ◀ All of the golf clubs in Kirklees have capacity to take on new members.
- ◀ England Golf has a number of initiatives to raise golf participation levels.
- ◀ Unless there is a reverse in the trend to join golf clubs then it is possible that supply will outweigh demand and one or more clubs may be forced to close.

Since this study was started, Bagden Hall Hotel has closed its golf course. A new GDR has opened alongside the Hopton Horse Centre in Mirfield and it has emerged that Kirklees Council has two 'mothballed' 9 hole golf course in Spenborough and Birstall.

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APPENDIX B: PROJECT CONSULTEES

Name	Organisation	Role	Date Interviewed
Adrian Ashworth	Meltham GC	Secretary	27/ 05 / 2015
Richard Brown	England Golf	Senior Regional Manager (Yorkshire)	30 / 06 / 2015
David Chapman	Outlane GC	Professional	30 / 06 / 2015
Richard Lambert	Crosland Heath GC	Professional & General Manger	27/ 05 / 2015
Tom Freeland	Yorkshire Golf Partnership	Development Officer	30 /06 /2015
Dick Guiver	Cleckheaton GC	Secretary	28/ 05 / 2015
Alex Keighley	The Huddersfield GC	Professional	30 / 06 /2015
Warren Lockett	Cleckheaton GC	Professional	28/ 05 / 2015
Simon Race	Meltham GC	Professional	27/ 05 / 2015
Lindsay Salvini	Crosland Heath GC	Administrator	27/ 05 / 2015
Mike Thorpe	Wakefield & District GC	General Manager	28/ 05 / 2015
Barry Turnball	Kirklees Active Leisure	Business Development Manager	16/ 06 / 2015
Tom Wild	Bradley Park GC	Professional & General Manager	16/ 06 / 2015

KIRKLEES COUNCIL BUILT LEISURE AND SPORTS FACILITIES STRATEGY GOLF NEEDS ASSESSMENT


APPENDIX C GOLF COURSES IN WEST YORKSHIRE (SOURCE: GOLF TODAY)

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6/23/2015 Golf Courses and Driving Ranges in West Yorkshire



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Course Guide England West Yorkshire West Yorkshire Map

Golf Courses in West Yorkshire

Tee time search Powered by Teeofftimes.co.uk

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Date 23 ▾ Jun ▾ 15 ▾

Acanthus Golf Centres, previously Shirleywood,
Thorpe Lane, Tingley, Nr Wakefield WF3 2SL

Alwoodley,
Wigton Lane, Alwoodley, Leeds, LS17 8SA

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Society Day?

<http://www.golftoday.co.uk/subrouselcourseedit/yorks4.htm> 19

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02/20/2015 Golf Courses and Driving Ranges in West Yorkshire

Bagden Hall Hotel, Wakefield Road, Scissett, Nr Huddersfield, HD8 8SZ Bagden Hall has now closed its golf course		
Baildon, Moorgate, Baildon, Shipley, BD17 5PP		
Ben Rhydding, High Wood, Ben Rhydding, Ilkley, LS9 8SB		
Bingley St Ives, St Ives Estate, Harden, Bingley, BD16 1AT		
Bracken Ghyll, Skipton Road, Addingham, Ilkley, LS29 0SL		
Bradford, Hawksworth Lane, Guiseley, LS20 8NP		
Bradford Moor, Scarr Hall, Pollard Lane, Bradford, BD2 4RW		
Bradley Park, Bradley Road, Huddersfield, HD2 1PZ		
Branshaw, Branshaw Moor, Oakworth, Keighley, BD22 7ES		
Calverley, Woodhall Lane, Pudsey, LS28 5QY		
Castlefields, Rastrick Common, Brighouse, HD6 3HL		
City, Redcote Lane, Leeds, West Yorkshire, LS4 2AW		
City of Wakefield, Lupset Park, Horbury Road, Wakefield, WF2 8QS		
Clayton, Thornton View Road, Clayton, Bradford, BD14 6Jgarforth		
Cleckheaton & District, 483 Bradford Road, Cleckheaton, BD19 6BU		
Cookridge Hall, Cookridge Lane, Cookridge, Leeds, LS16 7NL		
Crosland Heath,		

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6232015 Golf Courses and Driving Ranges in West Yorkshire

Felks Stile Road, Crosland Heath, Huddersfield, HD4 7AF		
Crow Nest Park, Coach Road, Hove Edge, Brighouse, HD6 2LN		
Dewsbury District, The Pinnacle, Sands Lane, Mirfield, WF14 8HJ		
East Bierley, South View Road, Bierley, Bradford, BD4 6PP		
Elland, Hammerstones Leach Lane, Hullen Edge, Elland, HXS 0TA		
Fardew Golf Course/East Morton GC, 4 Nursery Farm, Carr Lane, East Morton, Keighley, BD20 5RY		
Ferrybridge 'C', PO Box 39, Stranglands Lane, Knottingley, WF11 8SQ		
Fulneck, Fulneck, Pudsey, LS28 8NT		Golf Today Blog: Chambers Bay... or "Chamber of Horrors"?
Garforth, Long Lane, Garforth, Leeds, LS25 2DS		
Gotts Park, Armley Ridge Road, Armley, Leeds, LS12 2QX		US Open - Complete coverage from Chambers Bay starts here
Halifax, Union Lane, Ogden, Halifax, HX2 8XR		
Halifax Bradley Hall, Holywell Green, Halifax, HX4 9AN		
Hanging Heaton, White Cross Road, Bennett Lane, Dewsbury, WF12 7DT		Latest Official World Golf Ranking
Headingley, Back Church Lane, Adel, Leeds, LS16 8DW		
Headley, Headley Lane, Thornton, Bradford, BD13 3LX		Current European Tour Race to Dubai Standings
Hebden Bridge, Great Mount, Wadsworth, Hebden Bridge, HX7 8PH		
Hollins Hall Marriott Hotel & Country Club, Hollins Hill, Baildon, Shipley, BD17 7QW		

<http://www.golftoday.co.uk/ci/clubhouse/coursesdir/yorks4.htm>

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62922016 Golf Courses and Driving Ranges in West Yorkshire

Horsforth, Layton Rise, Layton Road, Horsforth, Leeds, LS18 5EX		Current PGA Tour FedEx Cup Standings	
Howley Hall, Scotchman Lane, Morley, Leeds, LS27 0NX			
Huddersfield, Fixby Hall, Lightridge Road, Huddersfield, HD2 2EP		Current 2016 Olympic Games Golf Rankings	
Ilkley, Myddleton, Ilkley, LS29 0BE			
Keighley, Howden Park, Utley, Keighley, BD20 6DH		KPMG Women's PGA Has Major Energy	
Leeds, Elmete Lane, Leeds, LS8 2LJ			
Leeds Golf Centre, Wike Ridge Lane, Shadwell, Leeds, LS17 9JW			
Lightcliffe, Knowle Top Road, Lightcliffe, HX3 8SW		100 days to Solheim Cup	
Lofthouse Hill, Leeds Road, Lofthouse Hill, Wakefield, WF3 3LR			
Longley Park, Maple Street, Huddersfield, HD5 9AX		Interview with Brittany Lincome	
Low Laithes, Parkmill Lane, Flusdyke, Ossett, Nr Wakefield, WF5 9AP			
The Manor, Bradford Road, Drighlington, Bradford, BD11 1AB			
Marsden, Hemplow, Mount Rd, Marsden, Huddersfield, HD7 6NN		'A Woman's Place' Has Drastically Changed	
Meltham, Thick Hollins Hall, Meltham, Huddersfield, HD9 4DQ			
Middleton Park, Ring Road, Beeston Park, Middleton, LS10 3TN		Reid and Tindall win Celebrity Shoot Out	
Mid Yorkshire, Havercroft Lane, Darrington, Pontefract, WF8 3BP			

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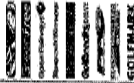















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http://www.golfoday.co.uk/clubhouse/courses/ryorkis4.htm 49

6/23/2015 Golf Courses and Driving Ranges in West Yorkshire

Midgley Lodge Bar Lane, Wakefield, WF4 4JJ		A life less ordinary - Miguel Angel Jimenez	
Moor Allerton, Coal Road, Wike, Leeds, LS17 9NH			
Moortown, Harrogate Road, Leeds, LS17 7DB			
Normanton, Harfeild Hall, Aberford Road, Stanley, Wakefield, WF3 4JP		Spieth's Open Victory Paints The Sky	
Northcliffe, High Bank Lane, Shipley, Bradford, BD18 4LJ			
Otley, West Busk Lane, Otley, LS21 3NG		USGA Using Technology To Improve Golf Experience	
Oulton Hall (De Vere), Oulton, Rothwell, Leeds, LS26 8HN			
Outlane, Slack Lane, New Hey Road, Outlane, Huddersfield HD3 3FQ			
Painthorpe House, Painthorpe Lane, Crigglestone, Wakefield, WF4 3HE		Tiger's Poor Play Befuddles Everyone	
Phoenix Park, Phoenix Park, Thornbury, Bradford BD3 7AT			
Pontefract & District, Park Lane, Pontefract, WF8 4QS		Wilson Staff FG Tour V4 irons	
Pontefract Park, Park Side, Pontefract, WF8 4RB			
Queensbury, Brighouse Road, Queensbury, Bradford, BD13 1QF			
Rawdon, Buckstone Drive, Micklefield Lane, Rawdon, Leeds LS19 6BD		Do you struggle to take your 'range game' onto the golf course?	
Riddlesden, Howden Rough, Riddlesden, Keighley, BD20 5QN			
Roundhay, Park Lane, Leeds, LS8 2EJ			
Ryburn, Norland, Sowerby Bridge, Halifax, HX6 3QP			

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Northall, Sowerby Bridge, Halifax, HX6 3QP

<http://www.golfonly.co.uk/clubhouse/courses/nyork14.htm> 59

6292215 Golf Courses and Driving Ranges in West Yorkshire

Sand Moor, Alwoodley Lane, Leeds, LS17 7DJ			
Scarcroft, Syke Lane, Leeds, LS14 3BQ			
Shipley, Beckfoot Lane, Cottingley Bridge, Bingley, BD16 1LX			
Silsden, High Brunthwaite, Silsden, Keighley BD20 0NH			
South Bradford, Pearson Road, Odsal, Bradford, BD6 1BH			
South Leeds, Parkside Links, Ring Road, Beeston, Leeds, LS11 5TU			
Temple Newsam, Temple Newsam Road, Halton, Leeds, LS15 0LN			
Todmorden, Rive Rocks, Cross Stone, Todmorden, OL14 8RD			
Wakefield, 28 Woodthorpe Lane, Sandal, Wakefield, WF2 6JH			
Waterton Park, The Balk, Walton, Wakefield, WF2 6QL			
West Bowling, We have been advised that this Club has now closed.			
West Bradford, Chellow Grange Road, Haworth Road, Bradford, BD9 6NP			
West End (Halifax), Paddock Lane, Highroad Well, Halifax, HX2 0NT			
Wetherby, Linton Lane, Linton, Wetherby, LS22 4JF			
Whitwood, Altofts Lane, Whitwood, Castleford, WF10 5PZ			
Willow Valley Golf, Clifton, Highmoor Lane, Brighouse, HD6 4JB			

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APPENDIX D

Technical report – Sport England Market Segmentation

The Sport England market Segmentation is built primarily from the 'Taking Part' and 'Active People' surveys¹, and helps explain individual's motivations, attitudes, behaviour and barriers towards sport and active recreation. It is underpinned by key socio-demographic variables, thereby ensuring that the segments can be geographically quantified and appended to both customer records and the Electoral Roll. Therefore every adult in England can have a Sport England segment appended to them, whilst a market segment profile can be counted at any geographic level within England down to postcode.

It was this key requirement to be able to geographically quantify and append the classification to customer records which drove the methodology adopted for this project. Key socio-demographic variables were used as the link between the sport and active recreation details in the two sport surveys. It was also this common set of indicators that enabled us to link our sport data to other datasets. This enabled us to apply the classification outside the restricted set of individuals who responded to Active People and Taking Part.

Using the 'Taking Part' survey a series of propensity models were built to predict the likelihood an individual would have to take part in an activity or have a particular motivation or attitude towards sport and active recreation. The 'Taking Part' survey was used as it contained attitude and motivation questions and therefore provided the most comprehensive insight, whilst 'Active People' insight was used to enhance our understanding of each segment. Propensity modelling is a statistical technique that assigns the probability of displaying a particular behaviour/attitude to each demographic category. The differences in these probabilities are measured for significance by comparing across the sample population as a whole. Those models which show the most significance are subsequently extrapolated across the whole England adult population.

The key demographic variables used within this propensity modelling process were selected based on the assumption that they were available in both surveys and on Experian's consumer database of all adults. This was essential to ensure that the final sport segmentation solution could be linked to 'Active People', the Electoral Roll and geographic "bricks".

A proprietary technique known as Mosaic-Pixel grid (MPG) methodology was used to create the propensity models. This technique has been successfully employed by Experian for many years and on hundreds of other person-level segmentations. It is based on the principle that within tightly defined lifestyle and life stage groups people do display similar traits. Mosaic identifies the postcode-based socio-demographics whilst Pixel is a person level combination of key variables that define people as unique and different to their partner, spouse, children and neighbours. Mosaic has 61 categories and Pixel in the region of 6,300 combinations, which when combined provides a grid of c.380,000 pre-defined 'cells'. It is these c.380,000 'cells' which were clustered to create the unique Sport England segments.

As part of this process the actual combination of demographic variables and behavioural and attitudinal information to be used was tested. It became evident that all the variables assessed contributed to explaining sports behaviour and attitudes. Therefore a key challenge was to match the variable classes defined in 'Taking Part' as closely as possible to those found on Experian databases. The final set of individual demographic variables used were:

- Gender (Male, Female)
 - Age (18-25, 26-35, 36-45, 46-55, 56-65, 66+)
-

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- Marital status (Single, Married, Unknown/missing)
- Tenure (Owner occupied, Private rented, Council/HA rented)
- Employment status (Employed full-time/Other, Student/Unemployed, Employed part-time/Housewife, Retired)
- Households with children (No, Yes)

Once this large set of propensity models had been built they were analysed in two ways. Firstly, statistical analysis was undertaken to identify those models that provided the most 'significance', in terms of probability of displaying certain behaviour or attitude. Secondly, across all the models the levels of correlation were analysed, thereby identifying those models that worked well independently and also collectively to provide a rounded picture of insight. Once completed, a subset of these models which represented a cross-section of all the characteristics was selected as the clustering variables.

A cluster analysis of the Taking Part survey was then carried out using the values of the selected propensity models as the input variables, across these pre-defined 380,000 cells. "K-means clustering", an industry-recognised clustering technique, was used that clusters the centroids of each observation based on how 'close' they are to each other – this therefore enables the user to pre-determine the number of clusters required from the final solution.

A segmentation containing about 8-10 clusters was sought after by Sport England, with the initial solution created by Experian having 11 clusters. However, it became clear that more clusters were needed to fully explain and interpret the variety of sporting attitudes and behaviours in the population. Therefore, solutions with 15-20 clusters were looked at and a final classification of 19 clusters was selected as the one which was the "best" explanation of the data. These were analysed by average age and grouped into 4 super-groups on this basis.


Once this 19 segment solution was agreed, additional socio-demographic, attitude and behavioural datasets were profiled to provide the additional 'colour' and insight on the segments – in essence, to help provide the indices and percentiles that would bring the segments 'to life'. These datasets included the 'Active People' survey, Experian's Mosaic, True Touch and Financial Strategic Segmentation solutions, Experian's national consumer surveys, Hospital Episodes Statistics and the Indices of Multiple Deprivation from the ONS.

This additional research and socio-demographic data is appended to the segments through the Mosaic-Pixel methodology as previously outlined. In essence, each respondent from these surveys is assigned one of the 380,000 Mosaic-Pixel cells, which in turn have been allocated to one of the 19 Sport England segments.





As earlier suggested, the segments have been constructed in a manner enabling them to be appended to the electoral roll. As such, for each segment we are able to identify the counts (and therefore percentages and indices) of actual names. We can then select those names that are over-represented for each segment and that are also perceived to encapsulate that segment – similarly, the 'marketing' phrase for segment is defined through analysis of all the variable indices and is intended to provide a strapline for each segment.

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Sport England Market Segmentation Profiles

Segment	Summary of key characteristics
<p data-bbox="357 443 411 472">Ben</p> 	<p data-bbox="558 369 911 398">Competitive Male Urbanites</p> <p data-bbox="558 432 1278 490"><i>Male, recent graduates, with a 'work-hard, play-hard' attitude Mainly aged 18-25, graduate professional, single</i></p> <ul data-bbox="558 524 1353 685" style="list-style-type: none"> • Top sports: football, keep fit/gym, cycling, athletics, swimming • Like to do more: swimming, football, cycling, tennis, athletics • Most satisfied with: release and diversion, social aspects, exertion and fitness • Least satisfied with: facilities, coaching and value for money
<p data-bbox="344 757 424 786">Jamie</p> 	<p data-bbox="558 728 794 757">Sports Team Lads</p> <p data-bbox="558 790 1102 848"><i>Young blokes enjoying football, pints and pool Mainly aged 18-25, vocational student, single</i></p> <ul data-bbox="558 882 1353 1070" style="list-style-type: none"> • Top sports: football, keep fit/gym, athletics, cycling, swimming • Like to do more: swimming, cycling, football, keep fit/gym, athletics • Most satisfied with: release and diversion, exertion and fitness, social aspects • Least satisfied with: coaching, officials and facilities
<p data-bbox="344 1144 424 1173">Chloe</p> 	<p data-bbox="558 1108 836 1137">Fitness Class Friends</p> <p data-bbox="558 1171 1182 1229"><i>Young image-conscious females keeping fit and trim Mainly aged 18-25, graduate professional, single</i></p> <ul data-bbox="558 1263 1353 1473" style="list-style-type: none"> • Top sports: keep fit/gym, swimming, athletics, cycling, equestrian • Like to do more: swimming, keep fit/gym, cycling, athletics, tennis • Most satisfied with: release and diversion, social aspects • Least satisfied with: performance, facilities, officials, value for money
<p data-bbox="336 1532 432 1561">Leanne</p> 	<p data-bbox="558 1489 804 1518">Supportive Singles</p> <p data-bbox="558 1552 1353 1610"><i>Young busy mums and their supportive college mates Mainly aged 18-25, student or PT vocational, likely to have children</i></p> <ul data-bbox="558 1644 1353 1832" style="list-style-type: none"> • Top sports: keep fit/gym, swimming, athletics, cycling, football • Like to do more: swimming, keep fit/gym, athletics, cycling, tennis • Most satisfied with: release and diversion, social aspects • Least satisfied with: performance, value for money, officials, coaching





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Segment	Summary of key characteristics
<p>Helena</p> 	<p>Career Focused Females</p> <p><i>Single professional women, enjoying life in the fast lane Mainly aged 26-45, full-time professional, single</i></p> <ul style="list-style-type: none"> • Top sports: keep fit/gym, swimming, cycling, athletics, equestrian • Like to do more: swimming, keep fit/gym, cycling, athletics, tennis • Most satisfied with: release and diversion, social aspects, exertion and fitness • Least satisfied with: coaching, facilities, performance
<p>Tim</p> 	<p>Settling Down Males</p> <p><i>Sporty male professionals, buying a house and settling down with partner Mainly aged 26-45, professional, may have children, married or single</i></p> <ul style="list-style-type: none"> • Top sports: cycling, keep fit/gym, swimming, football, golf • Like to do more: swimming, cycling, football, keep fit/gym, athletics • Most satisfied with: release and diversion, social aspects, exertion and fitness • Least satisfied with: coaching, facilities
<p>Alison</p> 	<p>Stay at Home Mums</p> <p><i>Mums with a comfortable, but busy, lifestyle Mainly aged 36-45, stay-at-home mum, children, married</i></p> <ul style="list-style-type: none"> • Top sports: keep fit/gym, swimming, cycling, athletics, equestrian • Like to do more: swimming, keep fit/gym, cycling, athletics, tennis • Most satisfied with: release and diversion, social aspects, exertion and fitness • Least satisfied with: performance, facilities, coaching, value for money
<p>Jackie</p> 	<p>Middle England Mums</p> <p><i>Mums juggling work, family and finance Mainly aged 36-45, vocational job, may have children, married or single</i></p> <ul style="list-style-type: none"> • Top sports: keep fit/gym, swimming, cycling, athletics, badminton • Like to do more: swimming, keep fit/gym, cycling, athletics, tennis • Most satisfied with: release and diversion, exertion and fitness • Least satisfied with: performance, facilities, coaching




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Segment	Summary of key characteristics
<p style="text-align: center;">Kev</p> 	<p>Pub League Team Mates</p> <p><i>Blokes who enjoy pub league games and watching live sport. Mainly aged 36-45, vocational job, may have children, married or single</i></p> <ul style="list-style-type: none"> • Top sports: keep fit/gym, football, cycling, swimming, athletics • Like to do more: swimming, cycling, keep fit/gym, athletics, golf • Most satisfied with: release & diversion and social aspects • Least satisfied with: performance, facilities and coaching
<p style="text-align: center;">Paula</p> 	<p>Stretched Single Mums</p> <p><i>Single mums with financial pressures, childcare issues and little time for pleasure. Mainly aged 26-45, job seeker or part time low skilled worker, children, single</i></p> <ul style="list-style-type: none"> • Top sports: keep fit/gym, swimming, cycling, athletics, football • Like to do more: swimming, keep fit/gym, athletics, tennis, badminton • Most satisfied with: release and diversion, social aspects, exertion and fitness • Least satisfied with: performance, facilities, coaching
<p style="text-align: center;">Philip</p> 	<p>Comfortable Mid-Life Males</p> <p><i>Mid-life professional, sporty males with older children and more time for themselves. Mainly aged 46-55, full-time job and owner-occupier, children, married</i></p> <ul style="list-style-type: none"> • Top sports: cycling, keep fit/gym, swimming, football, golf • Like to do more: swimming, cycling, keep fit/gym, golf, athletics • Most satisfied with: release and diversion, social aspects, exertion and fitness, and people and staff within the sporting experience • Least satisfied with: facilities and coaching
<p style="text-align: center;">Elaine</p> 	<p>Empty Nest Career Ladies</p> <p><i>Mid-life professionals who have more time for themselves since the children left home. Mainly aged 46-55, full-time job and owner-occupier, married</i></p> <ul style="list-style-type: none"> • Top sports: keep fit/gym, swimming, cycling, athletics, tennis • Like to do more: swimming, keep fit/gym, cycling, badminton, athletics • Most satisfied with: release and diversion, social aspects, exertion and fitness • Least satisfied with: facilities, performance

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Segment	Summary of key characteristics
<p>Roger & Joy</p> 	<p>Early Retirement Couples</p> <p><i>Free-time couples nearing the end of their careers Mainly aged 56-65, full-time job or retired, married</i></p> <ul style="list-style-type: none"> • Top sports: keep fit/gym, swimming, cycling, golf, angling • Like to do more: swimming, keep fit/gym, cycling, golf, athletics • Most satisfied with: release and diversion, exertion and fitness, social aspects, ease of participation, people and staff • Least satisfied with: facilities, coaching
<p>Brenda</p> 	<p>Older Working Women</p> <p><i>Middle aged ladies, working to make ends meet Mainly aged 46-65, part-time job, married</i></p> <ul style="list-style-type: none"> • Top sports: keep fit/gym, swimming, cycling, athletics, badminton • Like to do more: swimming, keep fit/gym, cycling, badminton, athletics • Most satisfied with: release and diversion, exertion and fitness, social aspects, people and staff • Least satisfied with: performance, facilities, coaching
<p>Terry</p> 	<p>Local 'Old Boys'</p> <p><i>Generally inactive older men, low income, little provision for retirement Mainly aged 56-65, job Seeker, married or single</i></p> <ul style="list-style-type: none"> • Top sports: keep fit/gym, swimming, cycling, angling, golf • Like to do more: swimming, keep fit/gym, cycling, golf, athletics • Most satisfied with: release and diversion, social aspects • Least satisfied with: facilities, coaching
<p>Norma</p> 	<p>Late Life Ladies</p> <p><i>Older ladies, recently retired with a basic income to enjoy the lifestyles Mainly aged 56-65, job seeker or retired, single</i></p> <ul style="list-style-type: none"> • Top sports: keep fit/gym, swimming, cycling, bowls, martial arts • Like to do more: swimming, keep fit/gym, cycling, tennis, badminton • Most satisfied with: exertion and fitness, release and diversion, social aspects • Least satisfied with: facilities

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Segment	Summary of key characteristics
<p>Ralph & Phyllis</p> 	<p>Comfortable Retired Couples</p> <p><i>Retired couples, enjoying active and comfortable lifestyles Mainly aged 66+, retired, married or single</i></p> <ul style="list-style-type: none"> • Top sports: keep fit/gym, swimming, golf, bowls, cycling • Like to do more: swimming, keep fit/gym, golf, cycling, tennis • Most satisfied with: release and diversion, social aspects, ease of participation • Least satisfied with: facilities, coaching
<p>Frank</p> 	<p>Twilight Years Gent</p> <p><i>Retired men with some pension provision and limited exercise opportunities Mainly aged 66+, retired, married or single</i></p> <ul style="list-style-type: none"> • Top sports: golf, keep fit/gym, bowls, swimming, cycling • Like to do more: swimming, cycling, golf, keep fit/gym, bowls • Most satisfied with: release and diversion, social aspects, ease of participation • Least satisfied with: facilities, coaching
<p>Elsie & Arnold</p> 	<p>Retirement Home Singles</p> <p><i>Retired singles or widowers, predominantly female, living in sheltered accommodation. Mainly aged 66+, retired, widowed</i></p> <ul style="list-style-type: none"> • Top sports: keep fit/gym, swimming, bowls, golf, cycling • Like to do more: swimming, keep fit/gym, cycling, tennis, bowls • Most satisfied with: release and diversion, social aspects and ease of participation in their sport. • Least satisfied with: facilities and coaching.

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APPENDIX E

Kirklees golf clubs - categories of membership and fees

Bradley Park Golf Club	Pay & Play Course		
	Midweek	Adult	Junior
	18 Holes		
	with a KAL Card	£18.00	£9.50
	without a KAL Card	£21.60	£11.40
	10 Holes		
	with a KAL Card	£9.50	£4.80
	without a KAL Card	£11.40	£5.75
	Weekend	Adult	Junior
	18 Holes		
	with a KAL Card	£19.50	£10.50
	without a KAL Card	£23.40	£12.60
	10 Holes		
	with a KAL Card	£11.50	£6.50
	without a KAL Card	£13.60	£7.80
	Anytime	Adult	Junior
	Par3		
	with a KAL Card	£4.00	£2.70
	without a KAL Card	£4.80	£3.35
	Footgolf		
	with a KAL Card	£5.00	£5.00
	without a KAL Card	£6.25	£6.25
	Buggy Hire		
	18 Holes		
	with a KAL Card	£15.50	
	without a KAL Card	£18.60	
	10 Holes		
with a KAL Card	£9.50		
without a KAL Card	£11.40		
Driving Range Prices	Adult	Junior	
90 balls			
with a KAL Card	£4.00	£2.70	
without a KAL Card	£4.80	£3.35	
40 balls			
with a KAL Card	£2.20	£1.40	
without a KAL Card	£2.65	£1.70	
10 Basket Booklet (saving 20%)			
with a KAL Card	£32.00	£21.50	
without a KAL Card	£38.40	£24.80	
Driving Range Membership			
with KAL Card	£25 pm		
without a KAL Card	£28 pm		
7 baskets per week			
Season Ticket Holders			
£520 (Maximum 200 per annum)			

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<p>Cleckheaton & District Golf club</p>		<p>Full Playing Membership £930 7-day member who can if so wishes play in any club competition, these members have full voting rights.</p> <p>5 Day Plus Membership £731 5 ½ Day member, who will play the 5 days of the week Monday to Friday and after 12pm on Sunday, and have full voting rights.</p> <p>5 Day Membership £664 5 Day membership entitles the member to play Monday to Friday and can play in midweek club competitions. These members have full voting rights.</p> <p>Country Membership £280 Country membership is available to members of another golf club which is located more that 50 miles from the club. This category does not carry voting rights.</p> <p>Distance Membership £380 This category of member will be allowed to play in any club competition but must live more that 75 miles for the Club. This category does not carry any voting rights.</p> <p>999 Membership £448 This is available to employees of the Emergency Services. 999 members are able to play Monday to Friday but not between 7.30-9.30am and 12-1.30pm. They are not able to enter club competitions and do not hold a CONGU handicap</p>
<p>Crosland Heath Golf Club</p>		<p>Full Membership: £825 6 Day: £707 5 Day: £589 Young Adult: £289 Country Member: £222 Student: £222 Junior: £118 Twilight: £275</p>
<p>Dewsbury & District Golf Club</p>		<p>Full Membership: £798 Midweek: £570.50 Lady Full Playing: £734.50 Lady Midweek: £519 Intermediate (22-23): £490.50 Youth: £331 Junior: £25 Social: £25</p>
<p>East Bierley Golf Club</p>		<p>Full Male Membership (Over 25): £550 Full Female Membership (Over 25): £515 5 Day: £420 3 Day: £240 Junior: £52 Intermediate 1 (18-21): £215 Intermediate 2 (22-25): £292.50</p>

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Hanging Heaton Golf Club		Full Playing (Male/Female) : £577 5 Day: £433 Junior: £75 Social: £15
Huddersfield Golf Club		N/A
Longley Park Golf Club		Full Playing: £650 Full Playing 80+ £332 Midweek: £510 Midweek 80+ £263 Student: £214 Twilight: £177
Marsden Golf Club		Male (36-65): £399 Male Pensioner: £335 Young men: Ranges from £60-280 Ladies (19+): £99
Meltham Golf Club		No data
Outlane Golf Club		No data
Woodsome Hall Golf Club		Full Playing: £1097 Six Day: £900 Intermediate (19-29): £152-1071 Junior: £119 Social: £214