



Sports Facilities Audit 2011

Report of the Steering Group:

Dacorum Borough Council

Dacorum Sports Trust

Sport England

Genesis Consultancy

Hertfordshire County Council

Hertfordshire Sports Partnership

PCT

Dacorum Sports Network

Dacorum Schools Sports Partnership

Sports Facilities Audit – Planning Note January 2012

The Sports Facilities Audit was drafted at a time of uncertainty for the Council's housing target as alluded to in the section on Population Projections in Chapter 2. Since then, the government has announced its intention to abolish Regional Spatial Strategies and to allow Local Planning Authorities to set their own housing targets. The Council has progressed with its Core Strategy since the Sports Facilities Audit was drafted, and it published the Pre-Submission Core Strategy in October 2011; it aims to submit it to the Secretary of State at the end of April 2012.

The Sports Facilities Audit considered two levels of new housing over the period 2006 – 2031; 9,000 and 17,000 as outlined in Chapter 2. The Core Strategy plans for 11,320 dwellings over this period. The Sports Facilities Audit considered the impact of the population projections associated with the two housing levels on sports participation and used quantitative standards to determine what the additional demand for sports facilities would be. The Sports Facilities Audit looked at population increases of 4,000 and 25,000 and using ONS population and household projections it is estimated that the population of the borough will increase by approximately 15,000 over the period 2011-31.

The Council does not consider it to be necessary to update the quantitative conclusions from the original drafting of the Sports Facilities Audit because, even at the higher level of population growth tested, quantitative requirements for new sports facilities were relatively low. For the higher growth level the Sports Facilities Audit found a deficit in existing supply of Synthetic Turf Pitches (STP) and an overall demand for 1.9 new pitches in 2031.

Since the assessment a new full size STP has been delivered at Ashlyns School, Berkhamsted, and a new 5-a-side pitch has been delivered at Hemel Hempstead Football Club. The Sports Facilities Audit also found a deficit in existing supply of health and fitness stations and an overall demand for 335 new stations in 2031 (for the higher growth level), however, since the assessment a new gym has opened in Hemel Hempstead town centre and Sports Space have plans to provide 63 new stations at Hemel Hempstead and Berkhamsted sports centres in 2012.

CHAPTER 1 - INTRODUCTION

The development of the strategy

In 2009, initial discussions were had as to the benefits of developing a sports strategy for the Borough of Dacorum. A steering group was established composed of representatives from Dacorum Borough Council, the Dacorum Sports Trust, Sport England, Genesis Consultancy, Hertfordshire County Council, Hertfordshire Sports Partnership, PCT, Dacorum Sports Network and the Dacorum Schools Sports Partnership. This steering group discussed and agreed what the aims and the scope of the proposed sports strategy should be, more detail can be found below.

Strategy Aims

- To provide a strategic approach to the development and provision of sport & active recreation facilities across the Borough of Dacorum to achieve a network of modern, accessible, quality facilities to meet the sports needs of Dacorum residents.
- To encourage the development and provision of sport & active recreation facilities of sufficient quality and distribution to provide good and equitable access for the people and communities of the Borough of Dacorum by achieving a network of modern, accessible, quality facilities to meet their sporting needs.
- To encourage best use of sport and active recreation facilities including good community access and the adoption of quality standards by achieving a network of modern accessible quality facilities to meet the sports needs of Dacorum residents.
- To develop a strategy which identifies which facilities are needed and where, to allow the evidence base to be used in the Planning system to help secure new investment in sports facilities in the Borough.
- To ensure that there are modern, accessible, quality facilities to meet the needs of the predicted growth in the population of Dacorum.

Scope

The steering group agreed that the scope of this strategy would cover the following: Sport Halls, Swimming Pools, Health & Fitness Provision, Sports Pitches – artificial, Outdoor courts (netball etc), specialist sports facilities linked to sub-regional, regional and National Government Bodies requirements e.g. athletics tracks and indoor tennis centres, Stadium developments and Community Centres/Village Hall facilities. The scope would cover provision from all sectors including Local Authority, Schools, Colleges and Universities, private sector: professional sport clubs, commercial leisure operators and community provision: sports clubs; community centres and would look at the quantity, quality and accessibility of the various facilities.

CHAPTER 2 – A PROFILE OF DACORUM

Dacorum is a dynamic and diverse place. The Borough is made up of one large town (Hemel Hempstead), two smaller market towns and a number of large and small villages all set within an attractive countryside.

Population densities vary widely across the borough, ranging from less than 2 people per hectare in Aldbury and Wigginton, Ashridge, Northchurch and Watling wards to 64 people per hectare in Woodhall ward. The average population density is just over 20 people per hectare, with the most densely populated wards being Woodhall (64), Highfield and St. Pauls (51) and Cornerhall (48).

Population projections

Dacorum's population is approximately 138,000, which is the highest of all Hertfordshire districts. The population has increased by 4.3% from 1991-2004 and is expected to continue to rise. By 2031, Dacorum's population is expected to be between 142,000 and 163,000. The reason for the uncertainty around the future population level is that there is uncertainty about the level of housing that will be planned in Dacorum over the next 20 years.

The East of England Plan, published in May 2008, identified Hemel Hempstead as a Key Centre for Development and Change (KCDC) and allocated Dacorum a housing target of 17,000 new dwellings between 2006 and 2031. However, a successful legal challenge to the plan led to the borough's housing target being quashed. At the time of writing, the borough does not have a housing target imposed by the regional authority. It is therefore working with two housing growth scenarios of 9,000 and 17,000 dwellings between 2006 and 2031.

The scale of population increase will directly impact the amount of additional pressure placed on sports facilities. For example, under the lower population scenario (4,000

people), sports participation for the main facility types will increase by around 50,000 visits annually, which is not significant in terms of strategic sports facility planning. However, under the higher population scenario (25,000 people) sports participation will increase by around 300,000 visits annually, and this may be more significant.

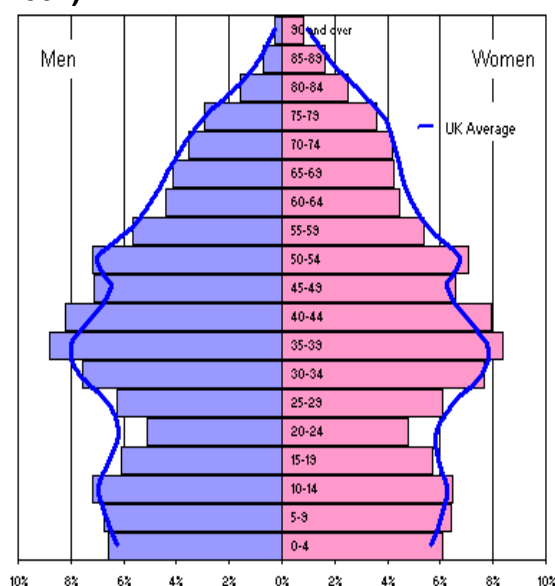
The Population Pyramid in Figure 1 shows that the most populous age group in Dacorum is the 30 - 54 age group. If the profile is projected to 2021 it is clear that the age of the core resident population will be above the key age groups for adult sports participation which is the 16 – 44 age group. The inevitable ageing of Dacorum's population means that sports participation levels in Dacorum are likely to fall over next 10-20 years.

This "aging" of the core population will be a significant driver in the type of sports facilities for which there is most demand. It is likely that demand will be high for informal activities such as walking, swimming, cycling and keep fit (for personal health not sports reasons). This is good news in terms of facility provision because informal activity does not require large sports buildings – other than pools. The vast majority of this increase in demand for informal activities is likely to be focused at Hemel Hempstead with small increases at the two market towns and three large villages. Changing patterns of demand are a key driver for change.

Population structure

The age structure of Dacorum's population is very close to the national average as shown by the population pyramid in Figure 1.

Figure 1: Population pyramid (census 2001)

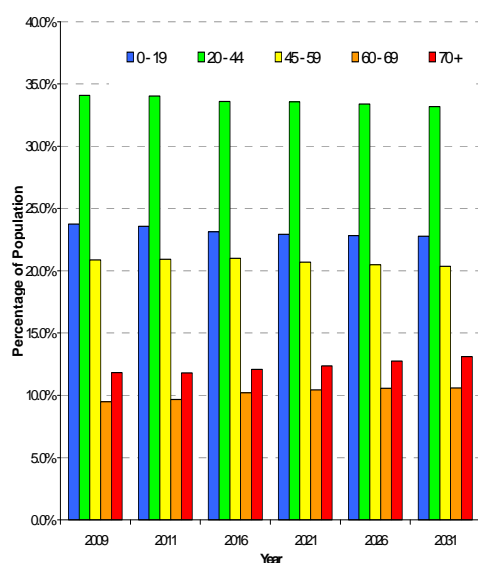


Source: Office of National Statistics

Around a quarter of the population in Dacorum is under 20, whilst another quarter is between the ages 30 and 44, and a fifth is over 60. Future projections indicate that the number of people over the age of 60 will increase substantially as shown by Figure 2 and this is significant in terms of the need for different types of facilities as mentioned earlier.

Figure 2: Population structure projections

Source: Herts County Council



Dacorum is less ethnically diverse than England, but similar to the East of England

region. The proportion of the population that are 'non-white' in Dacorum is 8.3% compared to 11.8% of the population in England (2007, ONS). The Asian population is the largest non-white group in Dacorum, forming 3.9% of the total population in 2007. Of Dacorum's Asian population, just over half are of Indian origin, just under a third is of Pakistani origin and around 5% are of Bangladeshi origin.

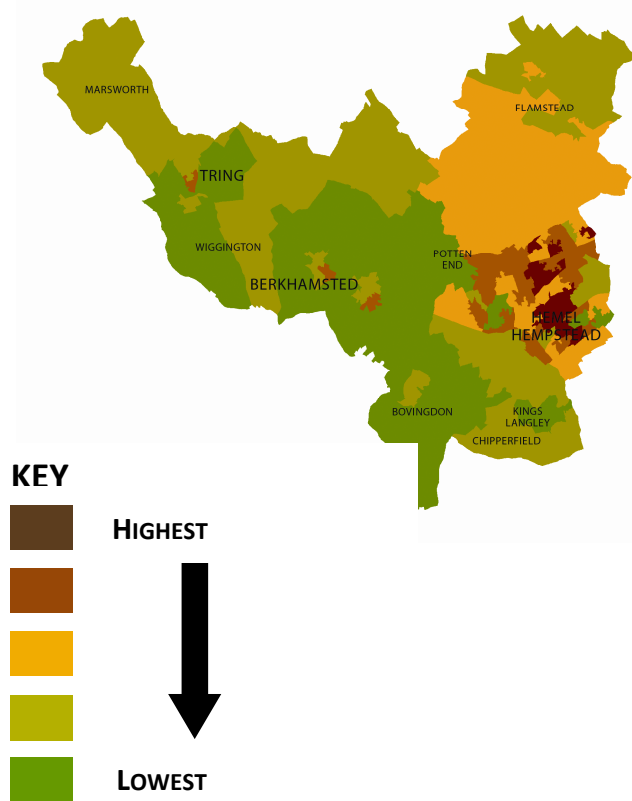
The most recent data we have about the ethnic mix of the different wards of the borough is from the 2001 census, so is now quite out of date. However, it shows a varied ethnic mix across the wards. Nash Mills and Woodhall wards had the highest relative non-white populations. Aldbury and Wigginton, Ashridge, Tring East and Tring West wards were all over 98% white in ethnicity. Bennetts End and Nash Mills wards had the highest proportion of Asian residents, while Highfield and St Pauls ward had the highest proportion of mixed race residents. Bovingdon, Flaunden and Chipperfield and Woodhall wards had the highest proportion of Black residents, and Woodhall ward had the highest proportion of Chinese and 'other ethnic group' residents.

Deprivation

The 2007 Index of Multiple Deprivation ranked Dacorum as the 287th most deprived authority out of 354 authorities (1 = Most deprived, 354 = Least Deprived). The borough has improved its position relative to other local authorities since 2004. Figure 3 shows how the level of deprivation varies across the borough.

Although overall deprivation levels within the borough are generally low, there are pockets of deprivation. Figure 3 and information from the indices of multiple deprivation (2007) show that the most deprived wards in the borough are Bennetts End, Grove Hill and Highfield and St Pauls, which are all located at Hemel Hempstead. The least deprived wards tend to be located in the north east of the borough: Aldbury and Wigginton; Ashridge; Berkhamsted Castle; Northchurch; Tring East; and Tring West.

Figure 3: Relative levels of deprivation across Dacorum



The most deprived wards in the borough share a number of characteristics. In relation to the borough average, they tend to have a high proportion of socially rented homes, a low rate of home ownership and a high proportion of lone parent households. They also tend to have relatively low qualification and skill levels and a relatively high rate of unemployment.

The borough's unemployment levels are low compared to the national average, but slightly higher than Hertfordshire's average. Similarly, the proportion of unemployed that are long-term unemployed is slightly higher than the Hertfordshire average. Within the borough, the unemployment rate of Hemel Hempstead is almost twice that of Berkhamsted and Tring.

Income

Hertfordshire has the highest average income in the East of England. At £23,551, Dacorum's average income (2008) is slightly lower than that of Hertfordshire and

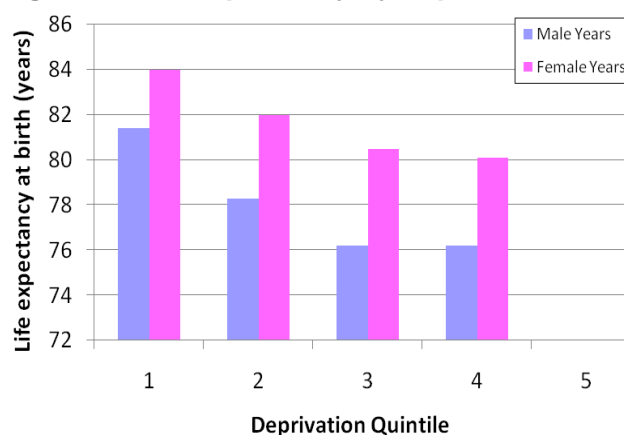
adjoining authorities St. Albans and Three Rivers. However, it is significantly higher than that of nearby Luton, and slightly higher than that of adjoining authority South Bedfordshire.

Data for average income broken down to ward level is not available; however, it is likely that it mirrors the relative level of deprivation.

Health

The health of Dacorum's residents is generally better than the England average. However, there are inequalities within the borough by location, gender, level of deprivation and ethnicity. For example, the difference in life expectancy for those from the least deprived areas and those from the most deprived areas is 5 years for men and 4 years for women as shown by Figure 4.

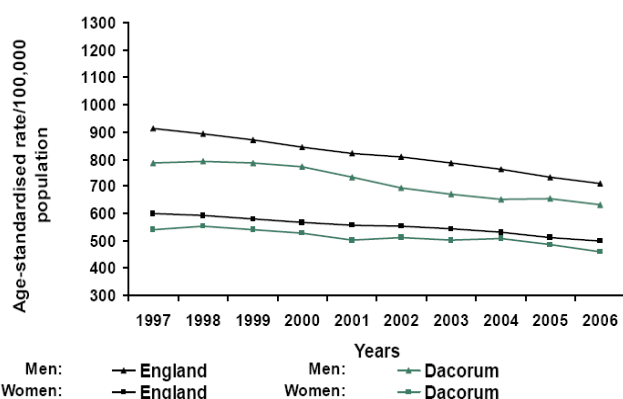
Figure 4: Life expectancy by deprivation



Source: Department of Health: Dacorum Health Profile 2009

Over the past ten years deaths from all causes and all deaths from heart disease and stroke have fallen, and are lower than the national average. However, this improvement appears to have slowed in recent years.

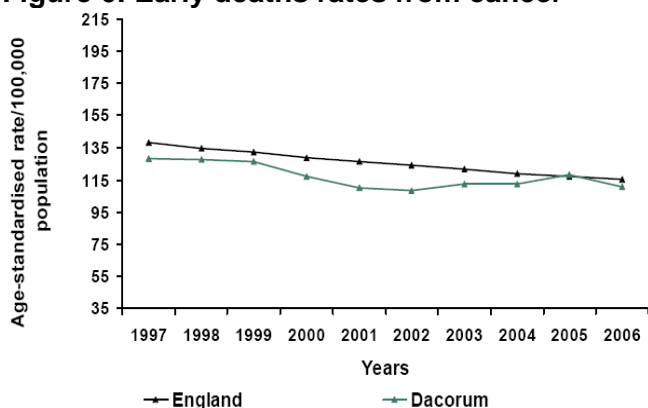
Figure 5: All age, all cause mortality



Source: Department of Health: Dacorum Health Profile 2009

Early deaths from cancer have increased slightly in recent years, but are still below national levels as shown by Figure 6.

Figure 6: Early deaths rates from cancer



Source: Department of Health: Dacorum Health Profile 2009

The 2001 census found just over 70% of Dacorum's population to be in good health, with 6% rated as not good. This varies across the borough; poorer health tends to increase with deprivation.

The Department of Health's 2009 health profile of Dacorum show most health indicators to be similar to or better than the national average. Both childhood and adult obesity levels are slightly lower than the national average, while the proportion of people diagnosed with diabetes is significantly lower than the national average. The proportion of adults that are physically active is slightly higher than the national average, while the proportion of children that are physically active is significantly higher than the national

average, and has improved since the 2008 Health Profile.

The priorities for action in Dacorum include:

- reducing smoking;
- increasing the proportion of physically active adults; and
- Reducing obesity levels in children and adults.

Crime

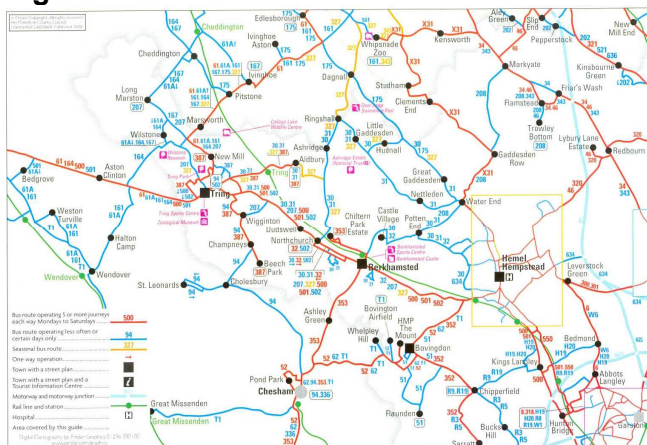
Crime levels in Dacorum are around average for the East of England, and slightly lower than both the national and county averages. The total number of recorded crimes in the borough fluctuated around 11-12,000 between 2002/03-2006/07. This fell to around 9,900 for the year 2007/08.

Accessibility

Dacorum has a high level of vehicle ownership with 82.7% of households owning a car. The level of vehicle ownership varies across the borough, and tends to vary with levels of deprivation. Vehicle ownership is a lot higher in the rural wards than those in and around Hemel Hempstead. The dominant mode of travel to sports facilities in the borough is by car, which suggests a high degree of accessibility and facility choice for most residents. However, there may be accessibility problems for residents in rural areas or in areas with poor public transport links.

Public transport is important for increasing the accessibility of facilities and services across the borough, especially for people without access to a car. Figure 7 shows a map of bus and train routes across the borough. The train line connects Hemel Hempstead, Berkhamsted and Tring with London and Northampton. Bus coverage in and between the towns and large villages is fairly good. However, services to the rural parts of the borough are quite limited and accessibility from rural areas to facilities is a key issue.

Figure 7: Bus routes across Dacorum



Source: Hertfordshire Travel Guide 2008

DACORUM PROFILE SUMMARY

Dacorum has a largely affluent, healthy and mobile population. However, this generally positive picture hides some important characteristics and challenges facing different parts of the borough.

Deprivation levels vary greatly across the borough, with the most deprived wards being concentrated at Hemel Hempstead. Higher levels of deprivation tend to be associated with lower rates of home ownership, lower skill levels and higher levels of unemployment. There are also marked differences between health levels of those living in more deprived areas and those living in more affluent areas.

Dacorum is facing an ageing population, which presents challenges in terms of housing, mobility and access to services and facilities. We must also consider the most appropriate mix of services and facilities to meet the needs of an ageing population.

CHAPTER 3 - DACORUM SPORTS PARTICIPATION PROFILE

It is important to establish participation figures for sport and physical activities as these have implications on facility demand and may help identify any shortfalls in provision.

Active People Survey

The Active People Surveys (APS1 (2005/6), APS2 (2007/8) and APS3 (2008/09) conducted by Sport England provide information on adult participation levels in sport and physical activity within the Borough. They are nationwide surveys based on telephone interviews with 1,000 people per local authority (APS1) and 500 people per local authority (APS 2 & 3) over the period of a year. The data gives a useful picture of sports participation within the borough and also allows for comparison with other local authority areas. Due to the difference in sample sizes, it is not possible to draw comparisons over time.

The Active People Surveys measure general participation in sport and recreation, levels of volunteering in sport, club membership, levels of sport tuition, participation in competition and satisfaction levels with local sports provision.

Participation Indicators

There are currently a number of key government sport participation indicators, which are being measured by the Active People Survey.

NI 8 measures the percentage of the adult population (aged 16 years and over) who participate in sport and active recreation, at moderate intensity, for at least 30 minutes on at least 12 days out of the last four weeks. This measure includes recreational walking and cycling and an additional five light intensity sport activities solely for people aged over 65 in recognition that these place a degree of demand on older participants. Dacorum has signed up to NI 8

and is working to increase adult sport participation.

ONE MILLION INDICATORS (1MI)

Sport England is committed to delivering one million people doing more sport by 2012/13. The 1MI indicator measures the percentage of the adult population participating in at least 30 minutes of sport, of at least moderate intensity at least 3 times a week. This measure includes specific sport elements of walking and cycling, but not recreational walking and cycling. It also includes five light intensity sports solely for those aged over 65.

Comparing NI8 and 1MI (Table 1) shows the difference between the percentage participating in sport and those participating in sport and active recreation.

Table 1: Participation in Dacorum

	APS1	APS2	APS3
NI8*	20.7%	22.9%	
1MI	15.0%	16.9%	17.8%

**The results of APS 2 and 3 have been combined to give a sample size that is comparable with APS1*

The results show that approximately three quarters of those participating in sport and active recreation are participating specifically in sport. Work needs therefore to be focussed on delivering sports facilities based on the most popular activities/sports participation while reflecting the age profile needs now and in the future.

Table 2 shows how Dacorum's population compares with surrounding local authorities in terms of participation in sport and active recreation.

Table 2: NI8 in surrounding Local Authorities

	APS 1	APS 2&3
Dacorum Borough	20.7%	22.9%
Aylesbury Vale District	23.8%	23.6%
Chiltern District	26.6%	24.5%
St. Albans District	27.0%	24.1%
Three Rivers District	23.2%	23.3%
Welwyn Hatfield	18.9%	23.2%

District		
Watford Borough	21.1%	18.7%

Participation in sport and active recreation in Dacorum's is slightly lower than in many surrounding local authorities.

Key Performance Indicators

The Active People Survey also measures the following and key performance indicators (KPI's) for each local authority:

KPI 2: The percentage of the adult population involved in at least one hour of volunteer work per week to support sporting activity.

KPI 3: The percentage of the adult population who are members of a sports club or a club where they do sport.

KPI 4: The percentage of the adult population who have received tuition from an instructor or coach.

KPI 5: The percentage of the adult population who have taken part in organised competitive sport.

KPI6: The percentage of the adult population that are satisfied or very satisfied with sports provision in their local area.

Table 3 below show the results from Dacorum residents for the six KPI's from APS1, APS2 and APS3.

Table 3: Key Performance Indicators

KPI 2: Volunteering			
AP1	AP2 7.1%	AP3 5.7%	AP4 5.5%
KPI 3: Sports club membership			
AP1	AP2 32.2%	AP3	AP4
KPI 4: Tuition			
AP1	AP2 24%	AP3	AP4
KPI 5: Organised competitive sport			
AP1	AP2: 18%	AP3	AP4
KPI 6: Satisfaction			
AP1	AP2 74%	AP3 70%	AP4

Dacorum KPI's are positive when compared to national and county indicators. All of Dacorum's KPI results exceed the national averages and most exceed the whole county averages although the level of club membership (KPI 3) is very similar. It is interesting to note from Table 3 that the satisfaction level with sports provision fell steadily between APS1, APS2 and APS3. This trend did not occur at the national or county level.

Demographics

The survey results are broken down by demographics, and the respondents grouped by sex, age, ethnicity, socioeconomic class and whether they have a limiting disability. However, the sample sizes are too small to draw any meaningful conclusions at the local authority level. The survey results for the whole of Hertfordshire can be used to get an idea of the demography of the KPI results.

The results show that many of the same groups have poor levels of participation across the six indicators measured. Those with a limiting disability, in the over 55 age group or the in the NS-SEC¹ 5-8 classes are all under represented to varying degrees in many of the KPI categories. The exceptions are that the over 55's have a fairly average proportion of sports club members, and that women and those in NS-SEC 3 class also have fairly low proportions of those who volunteer in sport.

¹ National Statistics Socio-economic Classification where class 1 is the most highly skilled, and class 8 is 'never worked and long term unemployed'.

CHAPTER 4 - STRATEGIC CONTEXT

The development of facilities for sport and physical activity should always be set within a wide reaching strategic context. This section outlines the policies, plans and strategies relating to sport, leisure and healthy places at a national, regional and local level. These strategies give the context for any development of sporting and leisure uses and the promotion of a healthy environment within the borough.

National Context

Playing to win

Playing to win was published in June 2008 by the Department for Culture, Media and Sport (DCMS). It sets out the government's vision and plan for sport to 2012 and beyond. The vision is to give more people of all ages the opportunity to participate in high quality competitive sport. The plan represents a step-change in government policy for sport with a focus on people playing sport for enjoyment and pursuit of excellence, rather than to reduce social inequality. It also separates the development of sport from the promotion of physical activity for the first time. The aims of the plan are to:

- increase participation in regular sport;
- create an easy transition from sport at school to the elite level; and
- ensure that the strategy is carried out by all levels of sporting regulation and all Government departments.

The key delivery bodies are:

- the **Youth Sports Trust**, who will aim to increase the quality and quantity of sports in schools and provide more opportunities for young people to engage in sports outside of school;
- **Sport England**, who will aim to develop a world leading community sport system and sustain increased participation in sport; and

- **UK Sport**, who will develop the UK's world class sportsmen and women with the aim of excelling at international events.

The strategy includes giving more funding and responsibility to National Governing Bodies and monitoring the outcomes against the targets for increased participation and competition.

Sport England

Sport England published their strategy 2008-2011 in June 2008, which ties in with Playing to win. The UK's hosting of the Olympics and Paralympics in 2012 provided an opportunity for Sport England to renew its strategy for community sport. The strategy includes the following targets, to be met by 2012/13:

- One million more people participating regularly in sport;
- A 25% reduction in the number of 16 year olds who drop out of five key sports;
- Improved talent development systems in at least 25 sports;
- A measurable increase in people's satisfaction with their experience of sport;
- A major contribution to the delivery of the Five Hour Sports Offer for children and young people.

Sport England intend to deliver their strategy through closer working with National Governing Bodies (NGBs), strong partnerships with local authorities and reduced bureaucracy around funding. NGBs will assume more responsibility and have more autonomy over their sports' funding in order to deliver their plans, approved by Sports England. There will be more funding for sports coaches and more of a focus on using volunteers in sports development.

London 2012

The Olympics and Paralympics Games will be held in England in the summer of 2012. Whilst the main focus of the events will be in East London, events will be held at venues

across the capital and the country. No events are planned in Dacorum, however, the borough's proximity to London is likely to mean that people feel engaged with the games, and participation rates may rise.

Participation and Health

The Choosing Health White Paper published in 2004 sets out the key principles for supporting the public to make healthier and more informed choices in regards to their health. It identifies a link between socio-economic status, geographic location and lifestyle issues and physical activity. The white paper supports improving people's ability to choose a healthy lifestyle, including participating in physical activity, but it recognises the importance of individual choice. Since the publication of this white paper, two Health Acts have been published by parliament (2006 and 2009), however neither emphasises the importance of physical activity for health.

Change4Life is a campaign, launched by the Department for Health in January 2009. It encourages families to eat more healthily and be more physically active. An interactive website provides tips on how to bring about these changes and gives local information about where to find sporting venues.

Participation and Crime

A link is often made between young people and crime, disengagement and boredom. National research has shown that participation in sport can help to reduce offending and re-offending rates. The provision of facilities and opportunities to participate from an early age are very important for the engagement of young people in sport. Good practice guidance, published by the government in 2004 'Teaming Up: How joint working between sport and neighbourhood renewal practitioners can help deprived areas' recognises the importance of this link and views sport as a key way of tackling anti-social behaviour.

Participation and education

The PE and Sport Strategy for Young People was set up in 2003 with the aim of enhancing the take-up of sporting opportunities by 5 to 16 year olds. Its original target was for 85% of children to have access to two hours per week of high quality PE and school sport by 2008. This target was met early and the current target is for each child to have access to five hours a week by 2012 which should be made up of two hours of physical education within the curriculum and three hours offered on school sites or in the community. The most recent school sports survey (2008/09) showed the following results:

- 51% of pupils in years 1-11 participate in at least 3 hours of PE and out of school sport.
- Participation rates are highest in year 6 at 65%, after which they decline.
- Lower levels of participation tend to occur in schools with relatively high levels of deprivation and high numbers of pupils from ethnic minority backgrounds.
- Pupils in years 1-11 spend an average of 2 hours a week taking part in PE. This has improved steadily over recent years.
- The proportion of pupils in years 1-11 participating in inter- and intra-school competition has risen over recent years.
- On average schools provide access to 18.6 different sports, with a recent increase in access to cycling.
- 19% of pupils in years 1-13 have been involved in sports volunteering and leadership; this has increased since the previous survey.

Planning for Sport

Planning Policy Guidance Note 17: Planning for Open Space, Sport and Recreation (PPG17) was adopted in July 2002 and sets out the national planning policy for this area. PPG17 expects local authorities to develop clear strategies for open space, sport and recreation based on audits of existing facilities and needs assessments. Local authorities are also expected to set

quantitative, qualitative and accessibility standards for such facilities. The policy affords a certain level of protection to open space, sports and recreational facilities; in order for them to be built on they must be shown to be surplus to requirements by the developer. PPG17 also gives guidance as to how local authorities should identify new areas of open space or sports and recreation facilities.

Regional Context

East of England Plan

The East of England Plan (May 2008) is the Regional Spatial Strategy for the East of England. Policy C1 states that Local Authorities should support and grow the region's cultural (including sporting) assets. In doing this, local authorities should take account of the Regional Cultural Strategy and recognise the contribution that cultural sectors can make to regeneration.

Regional Cultural Strategy

'A better life' was published by Living East (the then cultural consortium for the East of England) in September 2006 and has the following vision:

'put culture at the heart of life in this region – for every resident and visitor, wherever they are and whoever they are'

The definition of culture is broad, but includes sports events, facilities and development. The strategy stresses that cultural activities are important to the economic development of the region as well as having intrinsic value. Cultural facilities (including sporting) are important for the creation of sustainable communities, and should be provided with new development. The strategy emphasises that sport and physical activity can help to prevent and manage conditions such as coronary heart disease, diabetes, cancer, mental illness and obesity.

In order to achieve the vision, the strategy outlines four priority themes:

- Embedding culture in growth and regeneration
- Developing creativity
- Growing cultural tourism
- Capturing the benefits of the London 2012 Olympic Games and Paralympic Games

The strategy advocates integrating culture with planning to ensure that new development and regeneration include cultural elements. It also recommends prioritising funding for and marketing of the region's cultural assets. Finally, the strategy promotes the use of the London 2012 games as a catalyst for increasing participation in sport.

Creating Active Places – Sports Facilities Strategy for the East of England

The East of England Development Agency (EEDA) and Sport England produced this strategy in October 2007. The vision for future facility provision in the East of England is

'To develop and maintain a network of quality facilities, fit for purpose and accessible to all, meeting local, regional and national need.'

The strategy covers a wide range of facilities: sports halls; swimming pools; synthetic turf pitches; athletics tracks; indoor tennis; stadiums; golf courses; health and fitness suites; indoor bowls; ski slopes and ice rinks. The strategy identifies the main challenges facing the region:

- How to provide the appropriate number of quality, fit for purpose facilities
- What resources will be needed to provide new facilities and where will they come from?
- What is the best way to ensure provision for elite athletes, training and competition?
- What partnerships may be able to help deliver the appropriate number of quality, fit for purpose facility?

The assessment of facilities in Hertfordshire shows that whilst the level of provision of sports halls and swimming pools is adequate, investment is required to improve their size, quality and accessibility for community pay and play. Partnerships identified to deliver the requirements of the strategy include planning for new growth locations and Building Schools for the Future (BSF), however the new government has put the BSF funding on hold while it develops a new system for capital investment in schools.

Local Context

Towards 2021: the Dacorum Sustainable Community Strategy

The Dacorum Community Strategy produced by the Dacorum Partnership (January 2008) sets out their vision for the borough:

“Working together to make Dacorum a happy, healthy, prosperous and safe place to live, work and visit”

The strategy identifies ten ambitions (and related actions) for improving quality of life within the borough. Sport and increased activity have important roles to play in meeting some of these ambitions:

Creating a cleaner and healthier environment

- People will be encouraged to walk and cycle more

Promoting culture, arts, leisure and tourism

- A forum for sport will be created
- Sporting opportunities relating to the 2012 Olympics will be developed
- The ‘five times a week’ exercise programme will be developed
- Better and more affordable leisure facilities for young people will be promoted
- Multi-use spaces and halls will be promoted

- Sporting activities for all ages will be encouraged
- There is a target to increase participation in 30 minutes activity 3 times a week among adults over 45

Improving social care and health

- Health inequalities will be addressed
- Healthy lifestyles including ‘fitness for life’ will be encouraged
- There is a target to increase the proportion of adults participating in physical activity from 10.3% to 11.6%

Meeting the needs of older people

- Better provision of leisure facilities for older people will be encouraged

The Green Space Strategy

This is due to be published in 2010 and sets out the Council’s strategy for meeting its vision of protecting environmental assets and creating accessible and attractive green-spaces. The Green Space Strategy is part of the Council’s commitment to promote an active community. It highlights the importance of open space to the wellbeing of the community. The strategy recognises the contribution that green spaces make to the accessibility of sports facilities and health and well-being. Outdoor sports fields make an important contribution to public open space in the Borough, accounting for 14% of the total.

The priorities and policies of the Green Space Strategy include:

- Protect green space from development
- Use development opportunities to improve the quality and provision of open space including outdoor sports space
- Refurbishing targeted existing play areas
- Increasing the number of play areas

Play Strategy (2007-2011)

This strategy was developed to enhance play provision within the borough. Following research and community consultation specific objectives and actions for delivery are set out. The relevant actions for this study are:

- Increase the opportunities for children and young people with special needs to be involved with sport/leisure activities
- Extend the opening of the adventure playgrounds to two evenings a week, with a focus on promoting healthy lifestyles
- Install skate ramps in the adventure playgrounds
- Install a green gym for the whole community in Berkhamsted and Apsley alongside the Canal. Provision will also be made for “hill boulders” for children to climb
- Plan a programme of out of school activities for children and young people throughout the year that is affordable and accessible
- Build partnerships with all sectors to develop play opportunities
- Highlight the importance of play and sport as a healthy activity for all age groups
- Research the practice of the provision of free sports sessions for children and young people

Local Plan

The Local Plan was adopted by the Council in April 2004. It sets out detailed planning policies and proposals to guide development to 2011.

The policies in the Local Plan:

- Encourage leisure uses within a reasonable distance of homes and where the impact on the environment and local amenity is minimised.
- Encourage new indoor sports facilities in towns, but limit those

outside of towns to small scale facilities that meet local need.

- Aim to retain existing leisure space by limiting the circumstances under which it can be built on.
- Expect new development to provide new public leisure space.

Local Development Framework

The Local Development Framework (LDF) will replace the Local Plan as the planning policy for the Borough. It will be made up of four policy documents, the main one of which will be the Core Strategy, which is due to be adopted in 2012.

The Sports Facilities Audit will form part of the evidence base for the Core Strategy, which will consider the provision of leisure facilities. The evidence of need within this strategy will help develop the LDF, which is a key driver for change within the borough. The evidence will inform planning policies, which may protect existing facilities, or require contributions towards new facilities with new development.

Town Stadium Proposal

The idea of a town stadium facility in Hemel Hempstead has been suggested for a number of years and in 2008 a feasibility study was commissioned. This report highlighted that a complex was broadly viable and gave a number of possible combinations for what the complex should look like. It also assessed possible locations, earmarking Green Belt land to the east of Maylands as the best location.

This work was taken forward into a stage 2 report, the aims of which were to refine the facility mix in light of the Sports Facility Strategy project, assess what is viable and fix a site. As at May 2010 the Council had received a draft report which made the following recommendations although it should be noted that the facilities recommended in this report will not necessarily be those ultimately delivered within the stadium:

A stadium should be provided with a capacity of 5,000 to meet Football League

(and Rugby Football League) criteria and include:

- a minimum of 2,000 covered seats
- a function room/corporate hospitality provision, and
- club offices

The complex should also have the following facilities:

- 1 full size 3G Synthetic Turf Pitch
- 8 pitch outdoor Goals/PowerLeague style facility
- 100 station Health and Fitness suite
- 2 10x10 dance studios
- Associated changing
- Cafe
- Office/ operations space

How this will be delivered, how it will be managed and the total costs are yet to be finalised at the time of writing.

KPI 2: Volunteering			
AP1 5.5%	AP2 7.1%	AP3 5.7%	AP4 5.5%
KPI 3: Sports club membership			
AP1 29.8%	AP2 32.2%	AP3 26.4%	AP4 24.8%
KPI 4: Tuition			
AP1 23.8%	AP2 24%	AP3 25.1%	AP4 24.7%
KPI 5: Organised competitive sport			
AP1 17.9%	AP2: 18%	AP3 14.8%	AP4 17.2%
KPI 6: Satisfaction			
AP1 78.7%	AP2 74%	AP3 70%	AP4 75.7%

CHAPTER 5 – MARKET SEGMENTATION

SPORT ENGLAND'S MARKET SEGMENTATION TOOL

This tool was produced by Sport England and gives an insight into sporting behaviours in Dacorum and the barriers and motivators for taking part in sport. Sport England has analysed data on England's population (18 years +) and has produced groups or market segments with distinct sporting behaviours and attitudes. This information covers the specific sports people tend to take part in, their motivation for taking part in sport, the barriers to taking part, media influences, social influences, health indicators and engagement in sport.

This research 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. It will inform the Sport England 'Strategy and Business Plan 2008-2011' and help plan investment into areas that will have the greatest impact.

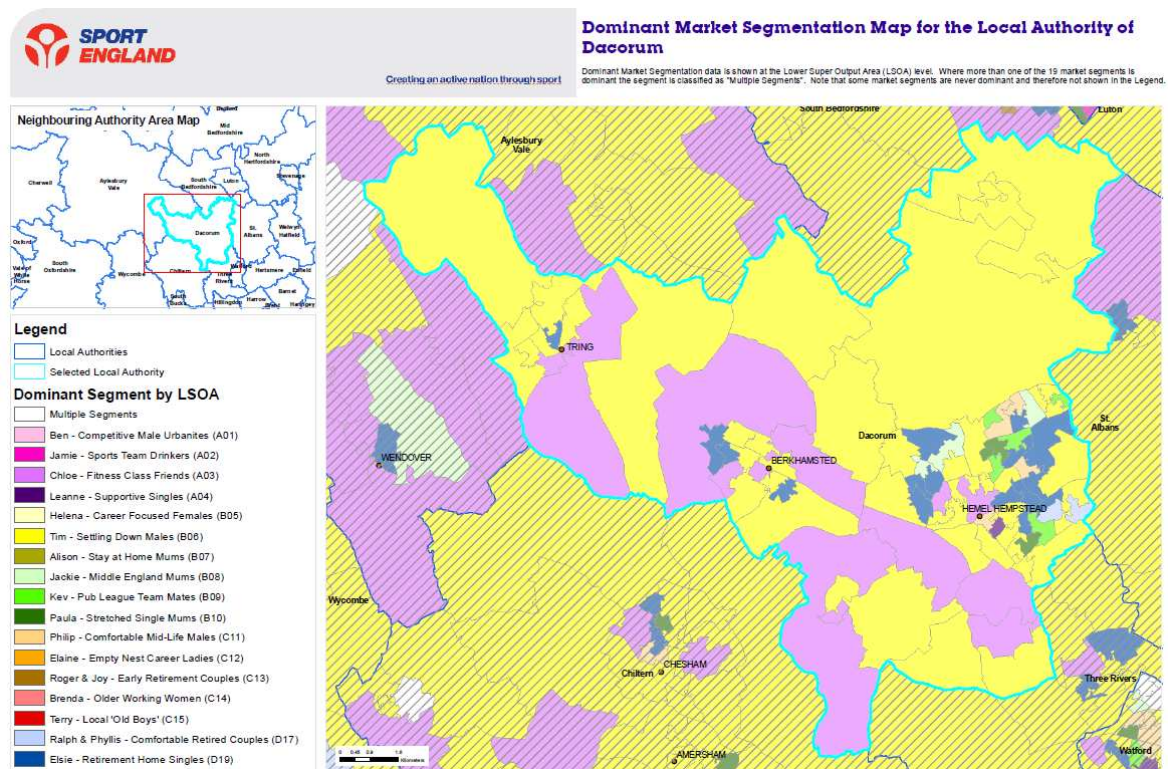
Using the data detailed above, the adult population has been divided into 19 segments based on age, gender, socio- economic group and sports participation. Segment information includes:

- Activity levels, barriers and motivations
- Which sports appeal
- The best ways to communicate with each group

More detailed information about Sport England's market segmentation tool can be found on their website www.sportengland.org

The segmentation information for Dacorum was provided according to MSOA (Middle Super Output Areas). MSOA areas each contain 7,200 people so geographically they vary in size; however the number of people living in each area is the same. The MSOA closely match the council wards in the borough. This means we have been able to map the segmentation profiles in the borough according to ward and produce a comprehensive profile of all the local residents and where they live (see map 1 below).

Map 1 : Dominant Market Segmentation Map for Dacorum



The dominant segment within Dacorum is: TIM, the settling down male. An overview of Tims profile can be found below.

TIM – SETTLING DOWN MALE

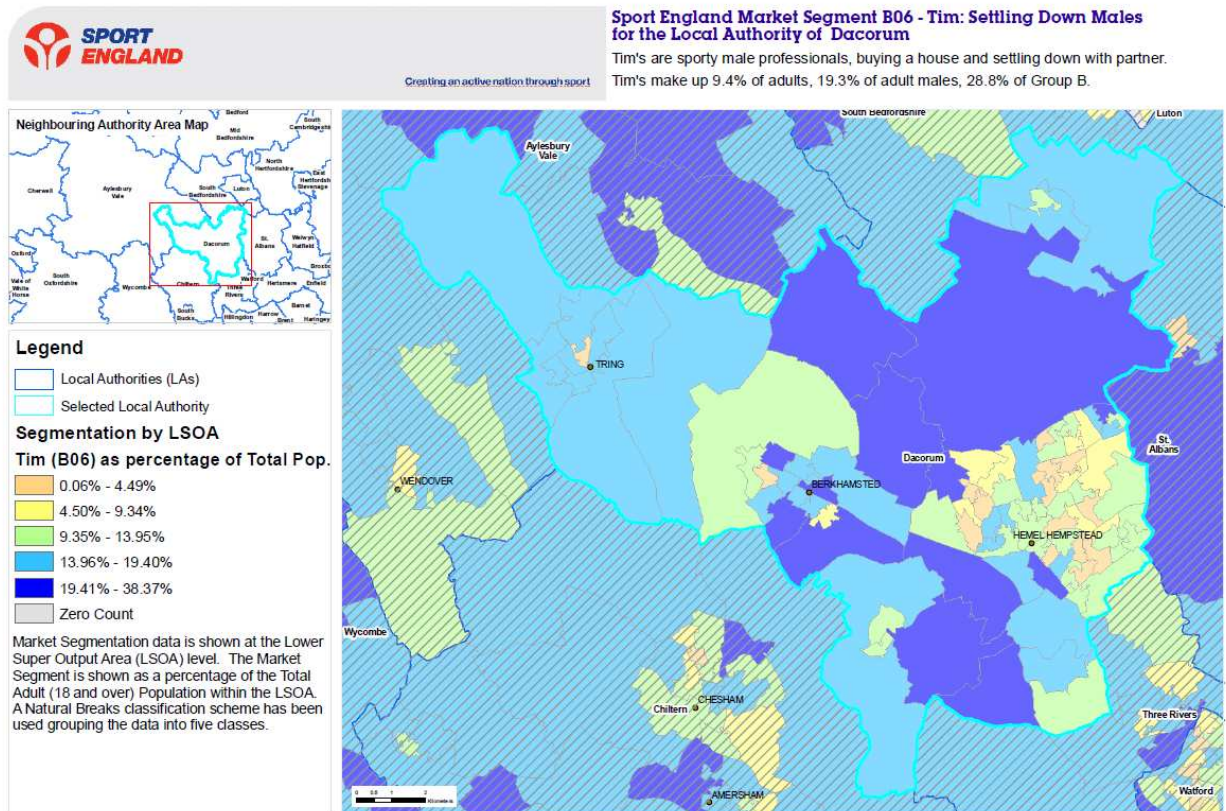
Tim's profile:

- In his early thirties
- He lives with his wife Lorna in a semi-detached house in the desirable suburbs
- They are expecting a baby in a few months time, so he values every spare hour
- He's switched on to eye-catching, informative brands such as FCUK, Fat Face and GAP
- The internet is his first source for info
- Tim reads a paper most days but would be unresponsive to this form of advertising
- Tim is very active and loves high intensity activities
- Sports that appeal: squash, canoeing, cricket, football & skiing
- 19.3% of all males in the UK are Tims

Tim is more likely to do 30 minutes of physical activity at least 1 – 2 times a week, and if he had more time he would do more. The facilities that Tim is more likely to use include health and fitness centres, sports halls, football pitches, cricket pitches and squash courts. He is likely to have a gym membership and compete in some sports.

As Map 2 below shows in Dacorum Tim is predominantly located in the following wards in the borough: all parts of Tring, all areas of Berkhamsted, Bovingdon, Kings Langley, Gadebridge, Boxmoor & Apsley, Hemel Central & Adeyfield West, Leverstock Green, Woodhall Farm and Markyate.

Map 2 – Distribution of Tims in Dacorum



The second most dominant profile across Dacorum is Chloe – Fitness Class Friends and her profile can be found below:

CHLOE – FITNESS CLASS FRIENDS

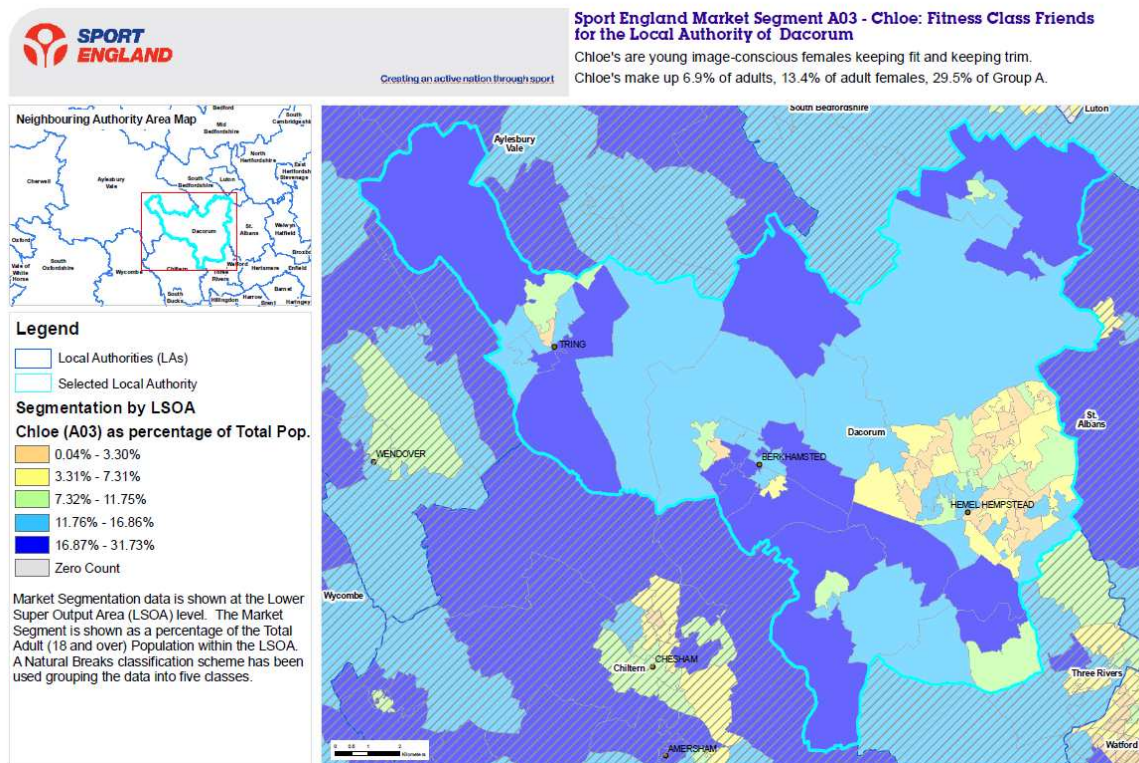
Chloe's profile:

- In her mid twenties
- She lives in a shared house with a few close friends
- Chloe is constantly online, chatting with friends or shopping, and would be responsive to web advertising
- She is tuned into innovative, image conscious brands such as iPod and Nokia
- She shops in House of Fraser and Warehouse
- Chloe reads broadsheet newspapers and lifestyle women's magazines
- Chloe is active, enjoys swimming, fitness and fun dance classes
- Sports that appeal: pilates, tennis & aqua aerobics
- 13.4% of all females in the UK are Chloes

Chloe is highly likely to be a member of a health and fitness facility, she exercises with people in order to keep fit and lose weight. She is more likely to do exercise once or twice a week and if she had more time, facilities were opened longer or she had more people to exercise with then she would do more physical activity. The facilities which would benefit Chloe most would be health and fitness facilities, swimming pools and sports halls close to the areas in which they live.

Map 3 below shows that in Dacorum Chloe is predominantly located in the following wards: all of Tring, all of Berkhamsted, Bovingdon, Kings Langley, Boxmoor & Apsley and Markyate.

Map 3 – Distribution of Chloes in Dacorum



There are 2 more dominant segments in Dacorum – PHILIP and BEN and map 4 and 5 respectively show how they are distributed across the borough.

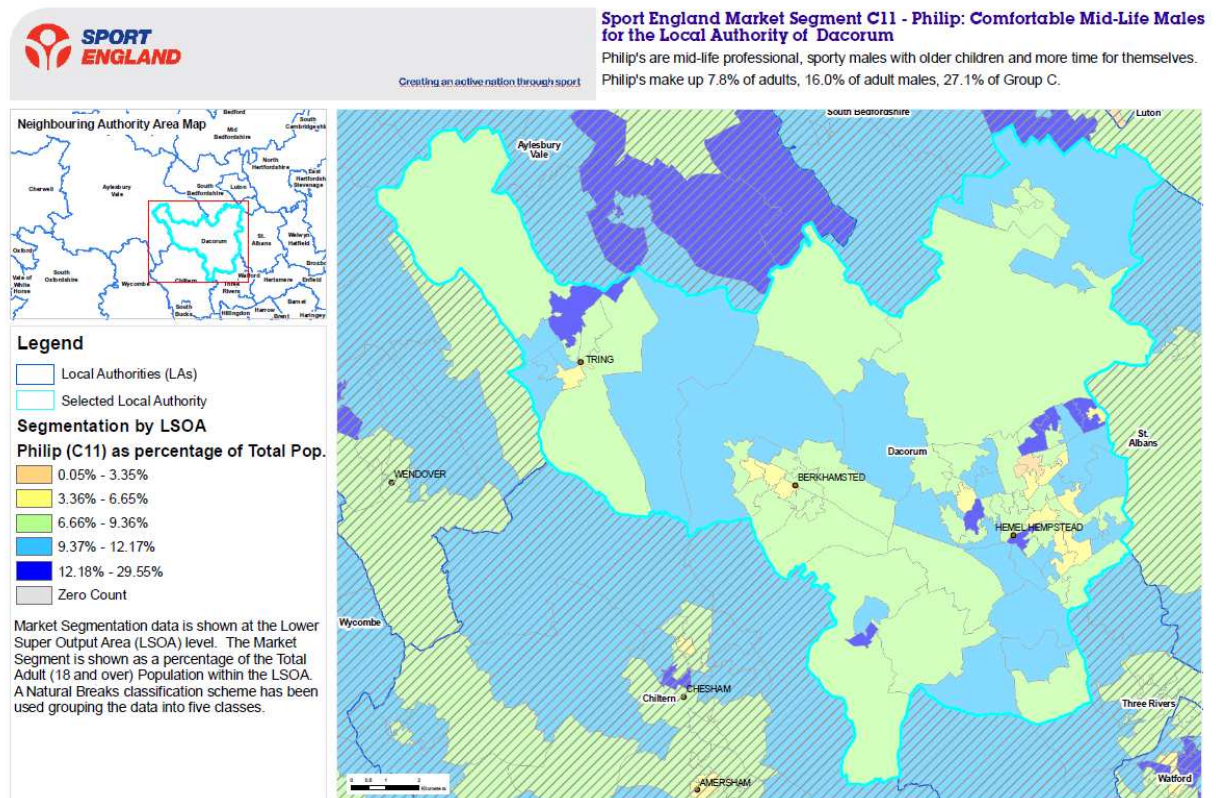
PHILIP – COMFORTABLE MID-LIFE MALES

Philip's profile is:

- He is in his late forties
- He is a married professional with 2 older children
- At the height of his career, Philip enjoys a comfortable lifestyle
- He likes to read a newspaper daily, responding well to newspaper advertising
- Philip is influenced by established, intelligent brands like Bang & Olufsen, BMW and John Lewis
- Reasonably health conscious, and the most active within his peer group, Philip is really into his sports
- Sports that appeal: badminton, cycling, football and cricket. He also enjoys going to the gym and jogging.
- 16% of all males in the UK are Philip

Philip's motivators for participating in sport are meeting friends, taking the children, improving performance and enjoyment. Lack of time is the biggest barrier to participation. Cost is not an issue.

Map 4 : Distribution of Philips in Dacorum



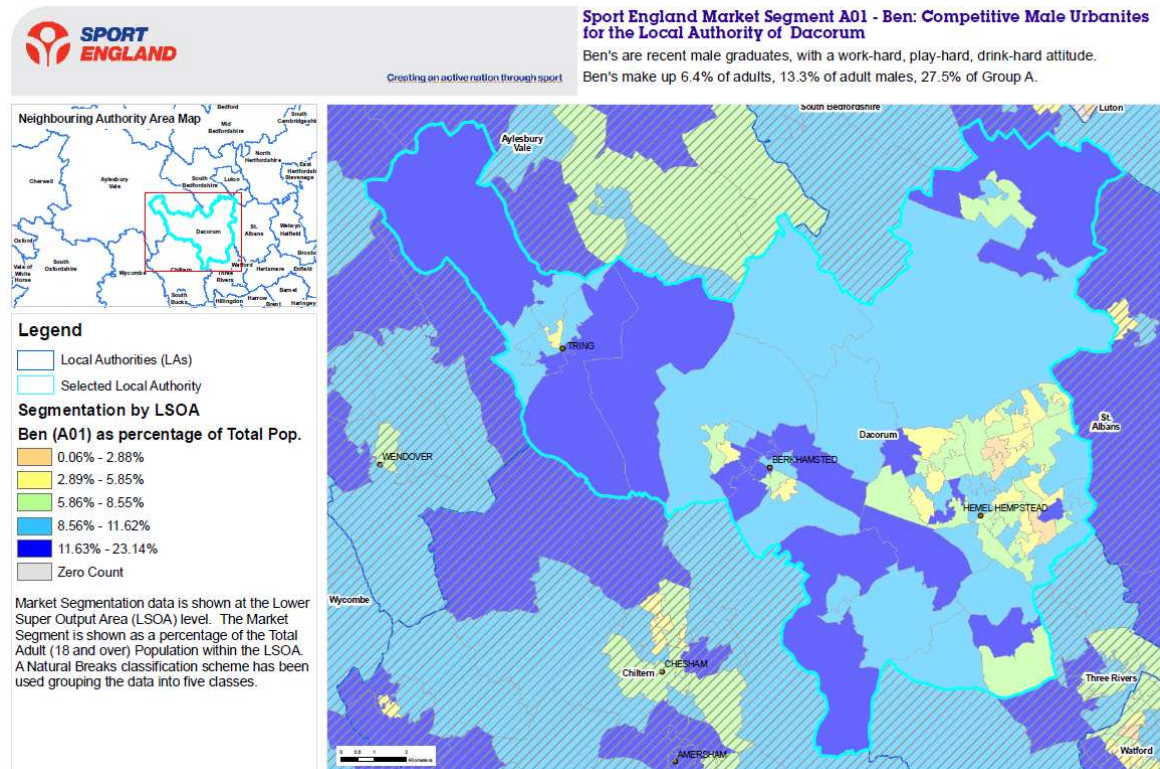
BEN – COMPETITIVE MALE URBANITE

Ben's profile is:

- His is in his early twenties
- He currently rents with ex-uni mates, but is looking to get a foot on the property ladder
- Dynamic, inspirational brands like Diesel, Apple and GAP appeal to him
- He is a heavy internet user – for sport, email and networking, he would be influenced by marketing such as video clips via You-Tube
- Ben is a medium reader of newspapers and magazines
- As the most active type across the population, Ben enjoys high intensity, competitive sports
- Sports that appeal: football, rugby, cricket, going to the gym and climbing. He is also interested in technical sports such as skiing and rowing which might require a greater financial outlay.
- 13.3% of all males in the UK are Bens

Ben's motivation for participating in sport includes improving performance and training for competition but meeting friends is also important to him. Being less busy, having friends to go with and better playing facilities would encourage more participation. Ben is active in volunteering, often sport related. He is also likely to be involved in coaching or tuition, inevitably linked to sport.

Map 5 : Distribution of Bens in Dacorum



The 19 segments ranked in order of percentage of the Dacorum population are:

➤ Tim	Settling Down Male	12.7%
➤ Chloe	Fitness Class Friends	9.9%
➤ Philip	Comfortable Mid-life Male	9.0%
➤ Ben	Competitive Male Urbanite	8.6%
➤ Elsie & Arnold	Retirement Home Singles	6.3%
➤ Alison	Stay At Home Mum	6.3%
➤ Elaine	Empty Nest Career Ladies	5.9%
➤ Roger & Joy	Early Retirement Couples	5.7%
➤ Helena	Career Focused Females	5.5%
➤ Ralph & Phyllis	Comfortable Retired Couple	4.7%
➤ Jackie	Middle England Mums	4.2%
➤ Leanne	Supportive Singles	3.7%
➤ Jamie	Sports Team Drinker	3.5%
➤ Kev	Pub League Team Mates	3.3%
➤ Frank	Twilight Years Gent	2.8%
➤ Paula	Stretched Single Mums	2.5%
➤ Terry	Local 'Old Boy'	2.2%
➤ Brenda	Older Working Woman	2.0%
➤ Norma	Later Life Lady	1.3%

The Sport England market segmentation information offers a valuable insight into the profile of the borough and is particularly useful in analysing what sports certain groups are likely to participate in and what potential barriers are stopping people from taking part.

CHAPTER 6 - PLANNING TOOLS

Sport England has developed a range of planning tools to help analyse demand and provision of sports facilities. This chapter describes the various planning tools used to develop this strategy. Each planning tool assesses and calculates demand and provision in a different way so it is important that the information from the tools is used as a whole to inform strategic priorities and that people do not focus solely on the findings of just one tool.

Capacity Ratio Tool

Sport England holds a comprehensive nationwide database of sports facilities. This can be used to generate a capacity ratio based on the frequency of a particular sports facility type per 1000 population. These calculations can be made down to local authority or ward level. The Capacity Ratio tool gives an indication of the current provision levels in relation to the existing population which can then be compared against local regional and national averages i.e. 'x' m² facility provision per 1000 population. This method only looks at capacity within each individual borough and does not take into consideration the facilities within neighbouring boroughs.

Accessibility Tool

Previous national surveys have identified that the majority of facility users will travel for up to 20 minutes by foot in urban areas to attend a generic sports facility. The Sport England tool allows the generation of a map showing travel time to facilities by foot, car and public transport. These maps make it easy to see those areas in the borough which are within easy reach of a sports facility and those areas which are not. The tool produces a map with different coloured triangles to represent how far people have to travel to their nearest facility. This tool includes facilities by all access types and also includes facilities which are outside the borough.

Facilities Planning Model

Sport England's Facilities Planning Model (FPM) helps to assess the strategic provision of community sports facilities (currently only swimming pools, sports halls, synthetic turf pitches and indoor bowls pitches). The model can assess whether the capacity of existing facilities for a particular sport are capable of meeting local demand for that sport taking into account how far people are prepared to travel to a facility. In order to estimate the level of sports facility provision in an area, the model compares the number of facilities (supply), by the demand for that facility (demand) that the local population will produce.

The level of participation is estimated using national participation rates and applying them to the number of people who live in the local area.

The model is not predictive in that it does not provide precise estimates of the use of proposed facilities but rather it prescribes an appropriate level of provision for any defined area in relation to demand reflecting national expectation and policies.

Personal Share Tool

This tool assesses the personal share that each resident has of facilities. The total share (of space) is divided by the total demand to use the facilities to produce a 'personal share'

figure which provides an indication as to the level of access residents have to the facility type.

The personal share tool builds in an accessibility factor as it looks across local authority boundaries when calculating the provision available to the population within designated distance thresholds (15-20 minutes drive time in rural areas and 20 minutes walk time in areas classified as urban) so it may include provision in a different authority to the population. This approach therefore more accurately reflects behavioural patterns rather than looking at a local authority area in isolation.

Sports Facility Calculator

The Sports Facilities Calculator is a planning tool which helps to estimate the amount of demand for swimming pools, sports halls, synthetic turf pitches and indoor bowl facilities that is created by a given population. It has been developed to help local planning authorities quantify how much demand for the key community sports facilities (swimming pools, sports halls and synthetic turf pitches) is generated by additional population growth. The SFC looks at demand for facilities, it does not take into account any existing supply of facilities, including those within neighbouring councils which might already be taking the demand for facilities. It gives a target total for the number of facilities that are needed to meet a populations sports facility needs. This is based on the local population, national participation rates and the national average for facility usage. The calculator also gives an estimated cost for building these facilities.

CHAPTER 7 - SPORTS FACILITY PROVISION

Sports Halls

Sports halls are particularly important to Dacorum as alongside health and fitness facilities they are the main facility which the dominate market segments use. As shown in Chapter 5 on market segmentation, the two main groups which live in Dacorum (Tims and Chloes) main sporting behaviour involves visiting sports halls so they are a key facility type for community sports participation in Dacorum.

There are 28 sports halls in Dacorum of various sizes and access types, providing the borough with 78 badminton courts. 6 of the sport halls are pay and play providing 31 badminton courts, 3 are private (10 courts) while the largest number (19 halls/37 courts) are available for sport club/community association use. Map 6 below shows the location of sports halls in Dacorum and Table 4 gives more information on these.

Map 6: Location of sports halls in Dacorum



Table 4 : Sports Halls in Dacorum

Site Name	Ward	Number of Badminton Courts	Access Type	Year Built	Refurbished
ABBOT'S HILL SCHOOL	Nash Mills Ward	4	Private Use	2007	-
ASHLYNS SCHOOL	Berkhamsted East Ward	1	Sports Club / Community Association	1951	-
ASTLEY COOPER SCHOOL	Grove Hill Ward	3	Sports Club / Community Association	1975	2004
BEECHWOOD PARK SCHOOL	Watling Ward	3	Sports Club / Community Association	1985	-

BERKHAMSTED SCHOOL (KINGS CAMPUS - KNOX-JOHNSTON SPORTS CENTRE)	Berkhamsted East Ward	4	Pay and Play	2004	-
BOXMOOR HOUSE SPECIAL SCHOOL	Bovingdon, Flaunden & Chipperfield Ward	1	Sports Club / Community Association	-	-
BRIDGEWATER MIDDLE SCHOOL	Berkhamsted Castle Ward	1	Sports Club / Community Association	1973	-
CAVENDISH SCHOOL SPORTS COLLEGE	Gadebridge Ward	1	Sports Club / Community Association	1963	-
CAVENDISH SCHOOL	Warners End Ward	4	Sports Club / Community Association	2009	-
EGERTON ROTHESAY SCHOOL	Northchurch Ward	1	Sports Club / Community Association	1975	-
HARESFOOT PREP SCHOOL	Berkhamsted East Ward	2	Private Use	2004	-
HMP THE MOUNT	Bovingdon, Flaunden & Chipperfield Ward	4	Private Use	1988	-
JOHN F KENNEDY ROMAN CATHOLIC SCHOOL	Warners End Ward	1	Sports Club / Community Association	1967	-
JOHN F KENNEDY ROMAN CATHOLIC SCHOOL	Warners End Ward	2	Sports Club / Community Association	1967	-
KINGS LANGLEY SCHOOL	Kings Langley Ward	2	Sports Club / Community Association	1965	-
KINGS LANGLEY SCHOOL	Kings Langley Ward	2	Sports Club / Community Association	1965	-
LOCKERS PARK SCHOOL	Hemel Hempstead Central Ward	3	Sports Club / Community Association	1970	2000
RUDOLF STEINER SCHOOL	Kings Langley Ward	4	Sports Club / Community Association	1965	-

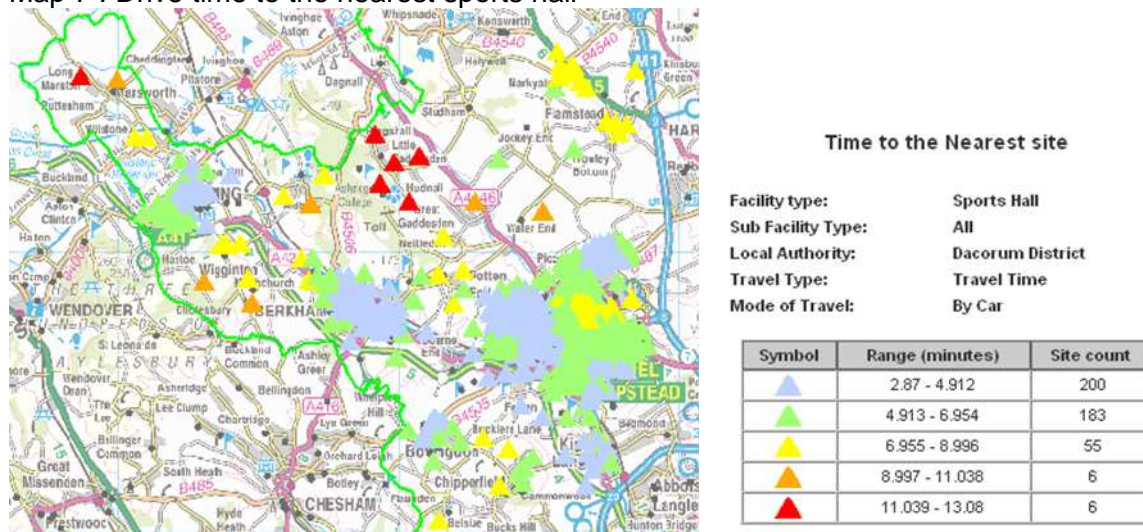
SPORTSPACE BERKHAMSTED	Berkhamsted West Ward	6	Pay and Play	1990	-
SPORTSPACE HEMEL HEMPSTEAD	Hemel Hempstead Central Ward	(Upper hall) 3	Pay and Play	1974	-
SPORTSPACE HEMEL HEMPSTEAD	Hemel Hempstead Central Ward	(Main hall) 9	Pay and Play	1974	1999
SPORTSPACE LONGDEAN	Bennetts End Ward	4	Pay and Play	2001	-
SPORTSPACE TRING	Tring East Ward	5	Pay and Play	1977	2003 New roof only
THE HEMEL HEMPSTEAD SCHOOL	Boxmoor Ward	1	Sports Club / Community Association	1974	2007
THE HEMEL HEMPSTEAD SCHOOL	Boxmoor Ward	1	Sports Club / Community Association	1974	2007
THE THOMAS CORAM MIDDLE SCHOOL	Berkhamsted East Ward	1	Sports Club / Community Association	1986	-
WESTBROOK HAY SCHOOL	Bovingdon, Flaunden & Chipperfield Ward	1	Sports Club / Community Association	1949	-
JFK SCHOOL	Chaulden Ward	4	Sports Club / Community Association	2009	-

Dacorum has 79.78m² of sports hall available per 1000 population. This is more than the England average of 77.46m², similar to the East Region average of 79.03m² but less than the Hertfordshire average of 85.72m². Dacorum comes 23rd out of the 48 districts in the Eastern Region and 6th out of the ten Hertfordshire districts.

Accessibility

Access to sports halls in Dacorum is very good with 99% of the population having a sports hall within a 10 minute drive, 92% within a 34 minute walk and 85% within a 13 minute journey by public transport. Map 7 below shows travel time by car to the nearest sports hall. The areas denoted by a red triangle show the areas with the longest travel time but even in these areas a sports hall can be travelled to within 15 minutes by car. As car travel is the dominant choice of travel and 82.7% of households in Dacorum have a car, accessibility to major sports facilities is extensive with lots of choice and ease of access. The current network of local small scale and accessible (on foot) sports facilities is not therefore necessarily required to fit the Dacorum profile - of economics or demographics and perhaps there would be potential to rationalise the number by providing modern but fewer facilities while still maintaining the same accessibility and with better quality.

Map 7 : Drive time to the nearest sports hall



Quality

There are 28 sports halls in Dacorum all of which were built between 1949 and 2010. 15 of these, 12 of which are school facilities, were built before 1999 and have had no refurbishment. This suggests a need for major maintenance investment.

Sportspace Hemel Hempstead is the largest sports hall facility in Dacorum. It was re built in 1999 and with a good maintenance plan has been kept of a high quality with lighting units being replaced and the floor resealed in December 2009. The changing room areas will need refurbishment within the next 12 months.

Sportspace Berkhamsted is the second largest sports hall built in 1990 and it is in a general good state of repair. However the wet side changing rooms will need refurbishment in the next 5 years.

In biggest need of refurbishment is the sports hall at Sportspace Tring which was built in 1977. The roof was replaced in 2003 and this ideally will need replacing every ten years, this is a large investment. The lighting units in the hall were replaced in 2010. The walls, doors and external condition of the building is looking tired and needs to be repaired on a regular basis. Although the sports hall changing areas were built in 2003 there are problems with the flooring, ceilings and general flow of use. The building is extremely dated, unappealing and very energy inefficient. There are also issues around the sports hall itself. Humidity in the hall creates condensation on the hall floor. This is a potential slip hazard and means there are periods when the hall cannot be used until the floor has dried out. The changing rooms will also need replacing/refurbishing within the next 5 years.

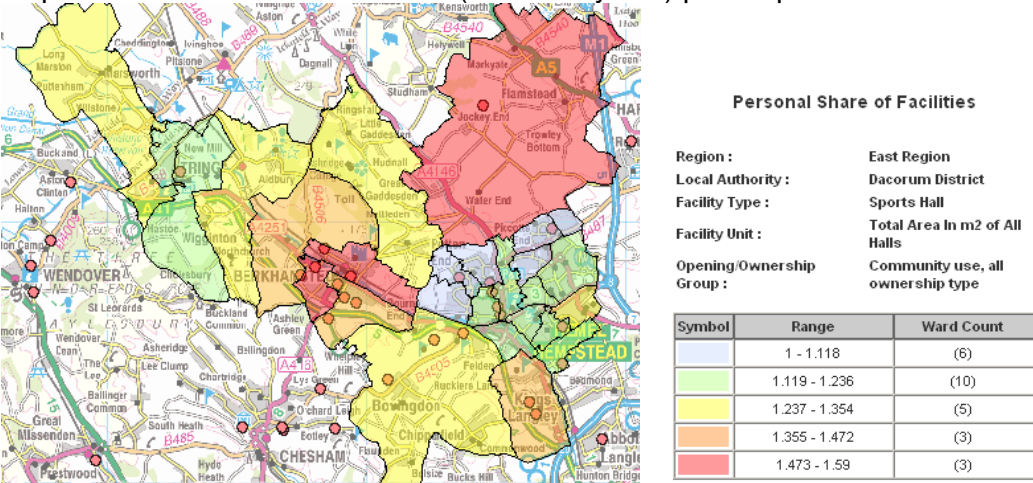
A new 3-storey building with state of the art badminton facilities has recently been built at JFK School. It has four badminton courts and has achieved Sport England standards to become a national badminton centre.

Although there are a large number of sports hall facilities available in Dacorum, the majority are becoming very dated and a need for refurbishment will be required for many of the facilities within the next 5-10 years.

Personal Share

The Active Places Power database tool for personal share calculates the amount of each facility per resident. With sports halls this is expressed in m² of sport hall per resident. Dacorum has a lower personal share of facilities (1.44m²) compared to both Hertfordshire's average (1.56m²) and the Eastern Regions average (1.58m²). Map 8 below shows how much personal share of sports halls is available per resident across the borough.

Map 8 : Personal share of facilities (community use) per m² per resident



Facilities Planning Model (FPM)

The FPM provides information on how much of the demand for sports halls is being met. The model only includes halls that provide community use and are the size of three badminton courts and above. It should be noted that the figures detailed here do not include the two new sports halls at Cavendish and JFK. Although these halls are the size which should be included in this model the Sport England database used to calculate the figures has not yet been updated to include these halls. There are also additional smaller halls across the borough, which contribute to meeting demand for sports halls however the FPM only includes the larger sports halls as it is stated that halls need to be this size to make a significant impact on the community. The FPM gives a more realistic assessment of unmet demand as it takes into account supply and demand in neighbouring areas outside Dacorum.

There are nine sports halls, on eight sites, including four on school sites with limited access, which meet the criteria for the FPM calculation. These halls provide 44 courts or 40 if scaled to hours available providing a total capacity of 8050 visits per week in the peak period.

Demand is based on population and participation rates. It is influenced by accessibility and by the mobility of local residents. Car ownership and accessibility to a car is high in Dacorum – only 11% of the population have no access to a car, compared with 13% in the region and 20% nationally. These figures just reiterate the point already made that there is high accessibility and lots of choice as travel by car dominates. Demand for sports halls in Dacorum is 6200 visits per week, or the equivalent of 31 courts (or 38 taking into account a comfort factor of 80%).

Satisfied demand (i.e. the proportion of demand met because there is spare capacity at sports hall and people live within the driving or walking catchment) is 5,850 visits per week, or 94% of total demand, more than the regional (91%), county (93%) and England (90%) averages. 88% of satisfied demand is met by car, 2% by public transport and 10% on foot, which is about the same as the regional average.

A small amount of demand (approx 5%) is imported from neighbouring local authority areas. 850 visits per week are exported, probably to areas south and east of the borough, while 1150

visits are imported, probably from the rural areas close to Tring and Berkhamsted and to the main centre in Hemel. About 80% of total demand of the total demand generated in the borough is met and retained there (5,000 visits)

There is an unmet demand of about 350 visits per week (or about 6% of total demand). This is lower than the national average and in total represents the equivalent of only about two courts (with a comfort factor added). This demand is spread thinly over the whole borough although there is sufficient unmet demand in Kings Langley to justify consideration of an additional hall but this is based on the fact that much of its demand would come from outside of the Borough.

This evidence suggests therefore that the strategy is NOT about new provision to meet unmet demand but rather about improving the quality of the existing sports hall stock to improve overall quality and provide a more varied provision to reflect market segments. So possibly fewer but more modern facilities.

87% of all unmet demand is known as 'no go' and caused because residents live outside or on the edge of the catchment of existing sports halls. These are mainly residents without access to a car but it also covers some residents who have a car but who live in the rural parts of the borough. A small amount (about one seventh) of this 'no go' amount is due to lack of capacity at some sports halls

The total number of visits to halls in Dacorum is 6150 per week (compared with the total capacity of 8050 and demand for 6200). Overall, this equates to 76% of the total capacity, which is only slightly below the accepted comfort level of 80% for halls. The national and regional average is 66%. The model suggests that because of their relative attractiveness Astley Cooper School, Sportspace Berkhamsted, Longdean School and Sportspace Tring are operating at or near absolute capacity (100%) which is well above comfortable levels of use. Local knowledge however suggests that this assumption by the model is not accurate as there is no particular demand for additional space at the Sportspace halls.

Future demand for Sports Halls

The Sports Facility Calculator is a planning tool, which can help to estimate the amount of demand for key community sport facilities that is created by a given population. Hertfordshire County Council has provided estimated population growth figures for Dacorum up to 2031. Figures have been provided for both a moderate housing growth and a high housing growth depending on the outcome of the borough-housing target, which is unknown at the time of writing. This tool has been created by Sport England to help local planning authorities quantify how much additional demand for key sports facilities is generated by additional population growth in development and regeneration areas. It is a useful device for estimating demand expressed within a district, but it takes no account of supply and demand in adjacent areas.

This tool has been used to calculate how increased population in the Borough would affect the numbers of sports halls required. Table 5 shows the total number of courts/sports halls required to meet the predicted population in Dacorum in the future while Table 6 shows how many courts/sports halls the increased population requires

Table 5

Year	Moderate population increase	High population increase
2016	40.92 Courts 10.23 Halls	42.15 Courts 10.54 Halls
2021	41.63 Courts 10.41 Halls	43.84 Courts 10.96 Halls

Table 6

Year	Moderate population increase	High population increase
2016	0.98 Courts 0.24 Halls	1.67 Courts 0.42 Halls
2021	1.68 Courts 0.42 Halls	3.36 Courts 0.84 Halls

The sports calculator calculates that Dacorum will need 44 courts and 11 sports halls by 2021 assuming the Borough has had a high population increase. Dacorum currently has 60 courts in 14 sports halls, which contain three courts or more, plus an additional 18 courts, which are spread out across the borough in 14 smaller sports halls, which contain less than three courts. Based on this information, Dacorum currently has considerably more sports hall space than the sports calculator predicts it will need however hall quality might be an issue as the facilities age.

Summary

- Dacorum has 28 sports halls of varying sizes providing the borough with 78 badminton courts.
- There are 11 sports halls (larger than three courts) in Dacorum on 10 sites providing for the needs of the wider community, although six are on school sites with limited access.
- Relative share of sports halls larger than three courts confirms that Dacorum residents' availability is at about the national average although this model does not include the two new sports hall completed in 2009 so availability in reality is probably slightly higher than the national average.
- There is a significant surplus of overall supply compared with demand, though this is less marked when 'comfortable' levels of use are considered.
- Satisfied demand is very high compared with the average and therefore unmet demand is low. Most of this unmet demand is caused by the distance/time that residents have to travel to halls although approx 13% is due to lack of capacity at some halls, particularly the main pay and play facilities.
- There is sufficient unmet demand in one location (Kings Langley) to justify consideration of an additional hall although this would mainly be used by people from outside the Borough.
- Overall throughput at existing halls is generally slightly below 'comfortable' levels of use.
- Dacorum imports some demand from outside of the borough and therefore fulfils a wider than local function.
- Accessibility to sports halls over the whole borough (and outside) is good for most local residents with 99% of the population having a sports hall within a 10-minute drive.
- The quality of these facilities is questionable due to the age of the majority of sites however they are maintained and accessible for use.

Conclusion

Sports hall provision in Dacorum is very good. The level of satisfied demand for sports halls in Dacorum is high and it is never possible to meet all demand, mainly because some people will live outside the catchment of a hall. There is a large number of sports halls providing for the residents of Dacorum although due to the age of the majority of sites the quality of some of them is questionable and urgent investment will be required to update the facilities if we wish to ensure that quality, fit for purpose facilities are provided.

Swimming Pools

There are 23 pools within the Borough. Eight of these are accessible to the public on a pay and play basis. There are eight pools available with a club membership, 6 pools available for sports clubs/community association use and one belonging to a school with no public access. The availability of swimming pools is important in Dacorum as alongside health and fitness facilities and sports halls they are the main facilities used by the second most dominant group (Chloes) in Dacorum (For further information on market segmentation see Chapter 5). The yellow dots on Map 9 below show the locations of the swimming pools in Dacorum and Table 7 below gives further details on these.

Map 9: Location of swimming pools in Dacorum

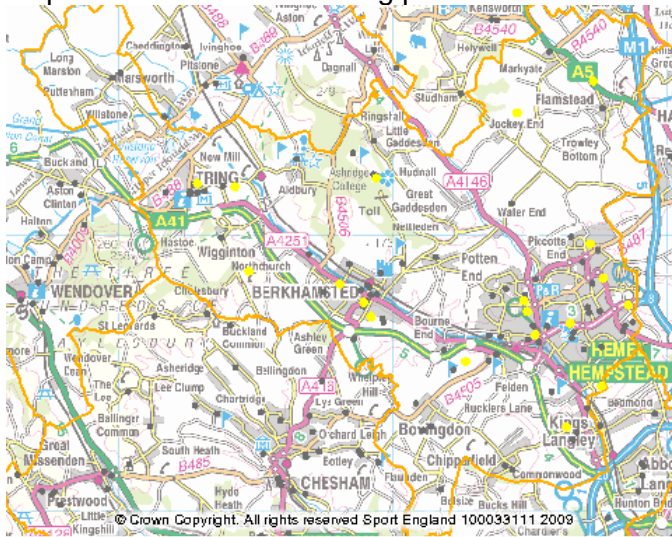


Table 7: Swimming pools in Dacorum

Site Name	Ward	Number of Lanes	Ownership Type	Access Type	Year Built	Refurbished
ASHLYNS SCHOOL	Berkhamsted East Ward	4	Foundation School	Sports Club/Community Association	1951	2007
ASTLEY COOPER SCHOOL	Grove Hill Ward	4	Community school	Sports Club/Community Association	1975	2009
BERKHAMSTED SCHOOL (KINGS CAMPUS - KNOX-JOHNSTON SPORTS CENTRE)	Berkhamsted East Ward	6	Other Independent School	Registered Membership use	2004	-
CAVENDISH SCHOOL SPORTS COLLEGE	Gadebridge Ward	4	Community school	Sports Club/Community Association	1963	-

CHAMPNEYS AT TRING	Aldbury and Wigginton Ward	-	Commercial	Registered Membership use	2005	-
ESPORTA HEALTH & FITNESS (HEMEL HEMPSTEAD)	Adeyfield East Ward	2	Commercial	Registered Membership use	2003	-
KINGS LANGLEY SCHOOL	Kings Langley Ward	4	Community school	Sports Club/ Community Association	1965	2003
SPIRIT HEALTH CLUB (HEMEL HEMPSTEAD)	Leverstock Green Ward	2	Commercial	Registered Membership use	1993	2003
SPORTSPACE BERKHAMSTED	Berkhamsted West Ward	6	Local Authority	Pay and Play	1990	-
SPORTSPACE HEMEL HEMPSTEAD	Hemel Hempstead Central Ward	6	Local Authority	Pay and Play	1974	1997
SPORTSPACE HEMEL HEMPSTEAD	Hemel Hempstead Central Ward	3 (Flexi Pool)	Local Authority	Pay and Play	1997	-
SPORTSPACE HEMEL HEMPSTEAD	Hemel Hempstead Central Ward	Learning Pool	Local Authority	Pay and Play	1997	-
SPORTSPACE HEMEL HEMPSTEAD	Hemel Hempstead Central Ward	Diving pool	Local Authority	Pay and Play	1974	1997
SPORTSPACE HEMEL HEMPSTEAD	Hemel Hempstead Central Ward	6 (Outdoor pool)	Local Authority	Pay and Play	1974	1997
SPORTSPACE TRING	Tring East Ward	5	Voluntary Controlled School	Pay and Play	1977	-
THE LIFESTYLE CENTRE	Ashridge Ward	-	Commercial	Registered Membership use	1986	2008
AQUASPLASH	Corner Hall Ward	-	Commercial	Pay and Play	1996	2007
CLUB MOATIVATION (HOLIDAY INN LUTON SOUTH)	Watling Ward	-	Commercial	Registered Membership use	2000	-
ESPORTA HEALTH & FITNESS (HEMEL HEMPSTEAD)	Adeyfield East Ward	-	Commercial	Registered Membership use	2003	-

PENDLEY MANOR LEISURE CLUB	Tring East Ward	-	Commercial	Registered Membership use	2001	-
BEECHWOOD PARK SCHOOL	Watling Ward	4	Other Independent School	Sports Club/Community Association	-	-
LOCKERS PARK SCHOOL	Hemel Hempstead Central Ward	-	Other Independent School	Sports Club/Community Association	-	2006
WESTBROOK HAY SCHOOL	Bovingdon, Flaunden & Chipperfield Ward	8	Other Independent School	Private Use	-	-

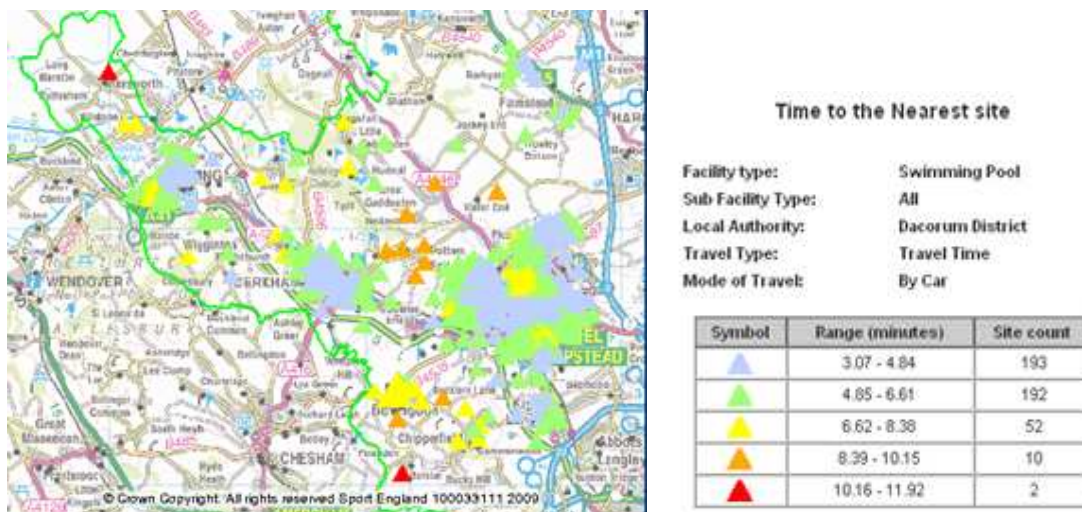
Dacorum District has the seventh highest amount of water per 1000 population within the Eastern Region and the fourth highest amount of water per 1000 population within Hertfordshire. Dacorum District therefore has a large amount of water space with 28.72 m² per 1000 population compared to the average in England as a whole of 18.36m². Therefore supply/quantity of pool facilities does not seem to be an issue for Dacorum

When looking only at larger swimming pools ie those larger than 20 metres length or 160 square metres in size the amount of water space in m² per 1000 population in Dacorum is inevitably lower than the total water space but at 21.6m² it is still considerably more than the 19.4m² in Hertfordshire and the 12.9m² in the Eastern Region and England. These swimming pools provide 3000m² of water space (or 2200m² if scaled to hours available) and this provides a capacity of 17900 visits per week in the peak period.

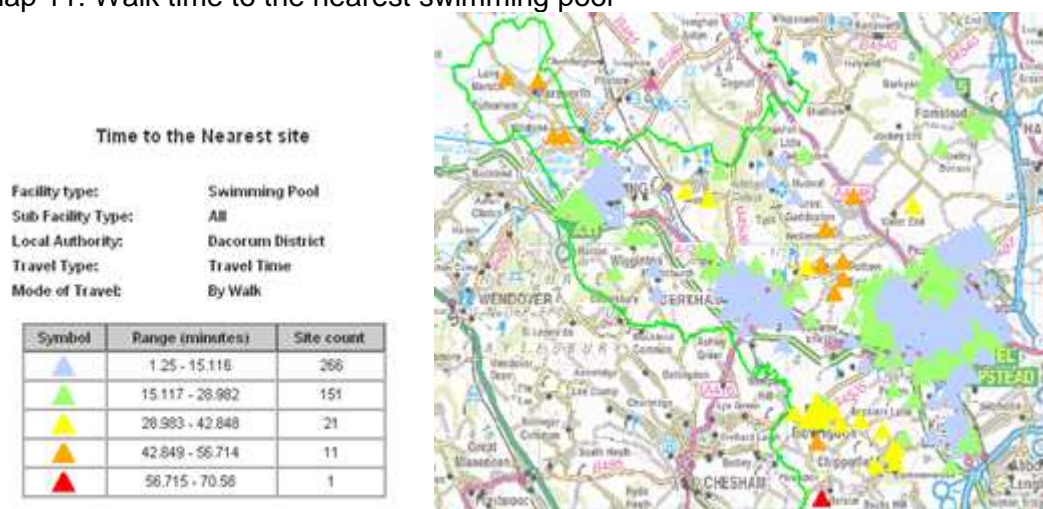
Accessibility

Dacorum has very good accessibility to swimming pools. 99% of the borough is within a 10-minute drive of a swimming pool, 59% within a 15-minute walk, 93% within a 30-minute walk and 99% within a 20-minute journey by public transport. The whole population lives within a 20-minute drive of 2 pools. As car travel is the dominant choice of travel and 82.7% of households in Dacorum have a car, accessibility to major sports facilities is extensive with lots of choice and ease of access. Map 10 below shows travel time by car to the nearest swimming pool. The areas shown by a red triangle (parts of Tring West Ward and the southern part of Bovingdon, Flaunden and Chipperfield Ward) denote the areas with the furthest travel time, however it should be noted that even in these areas the travel time by car to the nearest facility is still less than 12 minutes. Studies show that approx 25% of swimmers arrive by foot and Map 11 shows walking access to the nearest pool.

Map 10: Drive time to the nearest swimming pool



Map 11: Walk time to the nearest swimming pool



Quality

Table 7 above includes the age of the existing facilities and the dates of any refurbishments. The age of the facilities, have an affect on the capacity of the swimming pools and their attractiveness to visitors.

Sportspace Tring was built in 1977 and has had no major refurbishment to the pool hall other than some plant work and a new air-handling unit. It is a six-lane swimming pool and is very well used by Tring High School as well as Dacorum Sports Trust. There is a planned maintenance programme to ensure the pool remains serviceable but it looks extremely dated. The changing areas were refurbished in 2003/4 but the cubicles are in a poor state of repair and the areas are unappealing and needing constant attention. Ideally, the pool and plant should have a full refurbishment within the next five years.

Sportspace Berkhamsted was built in 1990 and has had no major refurbishment to the pool hall other than some plant work (boilers, filters etc). The pool is a six lane pool and is available to all local communities seven days a week but it has become very dated and viewing to the pool area is very limited. Changing areas were refurbished in 2003 however, the flooring, ceilings,

toilets and shower areas need replacing. Refurbishment of the pool hall and changing areas will be a necessity within the next five years.

Sportspace Hemel Hempstead was re-built in 1996 therefore the swimming pools are in good condition but wall coverings are in desperate need of replacement. Swimming pool balcony seating is inadequate and has been problematic since the rebuild. Changing room cubicles and ceiling lighting needs replacing. There is a need for a complete changing room refurbishment and poolside wall covering within the next twelve months.

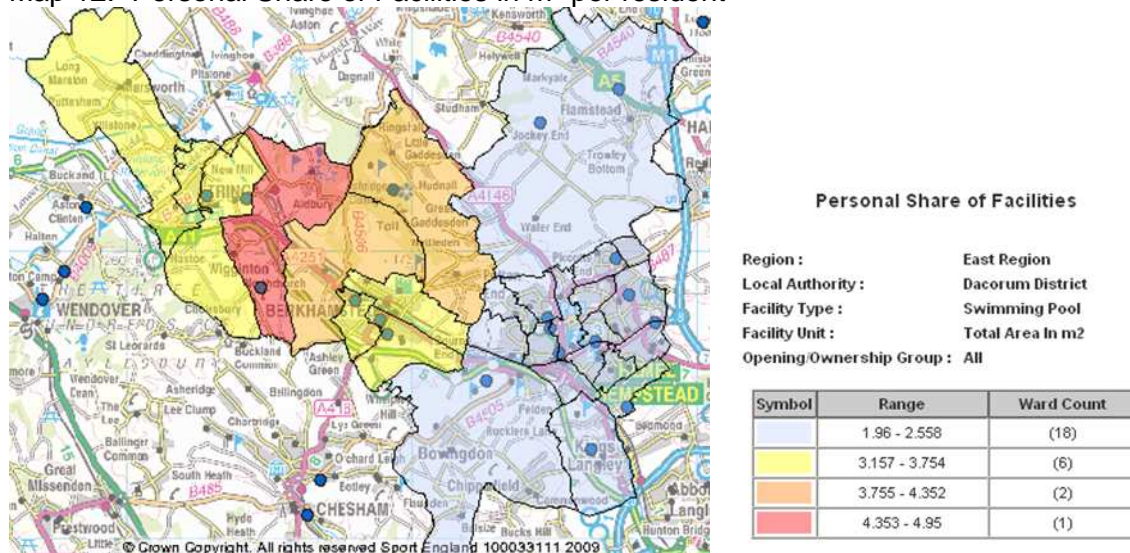
In addition to the Sportspace facilities, there are 3 schools that have pools built between 1951 and 1975 and 11 facilities including school, private and commercial use that were built or refurbished between 2000 and 2008. This indicates there may be a need for further refurbishment for the four secondary schools in the Hemel Hempstead, Kings Langley and Berkhamsted area within the next 5 years as they are very well used by the local communities as well as the schools themselves.

It appears that Dacorum does not have a swimming pool supply problem but many of the current pools are old facilities and so the focus of the strategy is to find investment for refurbishment to improve quality to maintain modern, quality facilities which meet the needs of Dacorum residents.

Personal Share

The Active Places Power database contains a tool, which analyses how much personal share each individual resident within the borough has of facilities. With swimming pools, this is expressed in m² of water space per resident. The personal share in Dacorum is the same as across Hertfordshire as a whole (2.58m² per resident) and significantly more than across the Eastern Region (1.99m²) and across England as a whole (1.9m²). Dacorum therefore has a significantly above average amount of water space per resident. Map 12 below shows how this is distributed across the borough, with the areas of higher personal share indicated in red and the lower personal share (though still much higher than the average across the region) in blue.

Map 12: Personal Share of Facilities in m² per resident



In spite of the large amount of water space available in Dacorum swimming clubs always want more access to swimming pools at peak times. The programmes at Sportspace swimming pools are reviewed on an ongoing basis to best accommodate this.

Facilities Planning Model (FPM)

The FPM provides information on how much of the demand for swimming pools is being met. The model only includes pools that are larger than 20 metres in length or 160 square metres so there are additional smaller pools across the borough which contribute to meeting demand.

The FPM assessments comprise the following:

- Include all operational indoor pools available for community use i.e. pay and play, membership, sports club/community association
- Exclude all pools not available for community use i.e private use
- Exclude all outdoor pools i.e. lidos
- Exclude all pools where the main pool is less than 20 metres OR is less than 160 square metres

Demand is based on population and participation rates. There is a demand for pools in Dacorum of 7800 visits per week, or the equivalent of 959m² (or 1370m² taking into account a comfort factor of 70% based on pools being considered to be crowded if more than 70% occupied)

This function compares the local supply of facilities against the demand for their use by the local population. It uses the capacity of facilities (based on number of visits per week during the peak period) within an administrative area. It compares this with the total demand for use of facilities in the area and expresses it as a percentage of supply.

Satisfied demand (i.e. the proportion of the demand met because there is spare capacity at pools and people live within the driving and walking catchment) is 7550 visits per week, or 97% of total demand which is more than the regional average (90%), the county average (96%) and England as a whole (91%). 82% of satisfied demand is met by car, 3% by public transport and 15% on foot. Car ownership is high in Dacorum making it the dominant choice of travel resulting in accessibility to major sports facilities being extensive providing lots of choice and ease of access.

A small amount of demand is exported, probably mainly from the rural parts of the borough to pools in Buckinghamshire and Luton but there is a significant import of about 2050 visits (26%) to Dacorum pools from residents in neighbouring areas. The majority of the demand generated in the borough is retained there (approx. 83%)

There is an unmet demand of about 250 visits per week (about 3% of the total demand). This is lower than the national average of 9% and probably about as low as it is possible to get. The 250 visits represents the equivalent of only about 32m² of additional water space (or 46m² with a comfort factor included) but this is spread thinly across the whole of the borough and there is no one location where more than about 1 additional lane (28m² of water) could be justified. All unmet demand is 'no go' i.e. it is because residents live outside the catchment of existing pools and cannot therefore access a pool, none of it is due to the lack of capacity at existing pools.

Unmet demand is therefore not an issue in Dacorum.

Future demand for swimming pools

The Sports Facility Calculator is a planning tool which can help to estimate the amount of demand for key community sports facilities that is created by a given population. Hertfordshire County Council has provided estimated population growth figures for Dacorum up to 2031. Figures have been provided for both a moderate housing growth and a high housing growth depending on the outcome of the Boroughs housing target which was unknown at the time of writing. This tool has been created by Sport England to help local planning authorities quantify how much additional demand for key sports facilities is generated by additional population

growth in development and regeneration areas. It is a useful device for estimating demand expressed within a district but it takes no account of supply and demand in adjacent areas.

This tool has been used to calculate how increases in population in the Borough would impact on the number of swimming pools required. Table 8 shows the total amount of water required to meet the predicted population in Dacorum in the future while Table 9 shows how much water the increased population requires.

Table 8

Year	Moderate Population Increase	High Population Increase
2016	1475.22 sq.m. 27.77 Lanes 6.94 Pools	1519.51 sq.m. 28.60 Lanes 7.15 Pools
2021	1500.74 sq.m. 28.25 Lanes 7.06 Pools	1580.33 sq.m. 29.75 Lanes 7.44 Pools

Table 9

Year	Moderate Population Increase	High Population Increase
2016	35.18 sq.m 0.66 Lanes 0.17 Pools	60.29 sq.m. 1.13 Lanes 0.28 Pools
2021	60.70 sq.m. 1.14 Lanes 0.29 Pools	121.11 sq.m. 2.28 Lanes 0.57 Pools

Looking just at the swimming pools that are over 20 metres in length or 160 square metres in size, Dacorum has 3000 square metres of water space available. This figure is almost twice the amount that the sports facility calculator calculates that Dacorum will need in 2021 even assuming that there is a high population growth. Additional pool space is therefore not going to be required to meet the increase in population however pool quality is likely to be an issue as the facilities age and some pools such as Berkhamsted Collegiate School, Champneys and Esporta may begin to operate above comfortable levels of use as they become relatively more attractive than older pools elsewhere. It will therefore be important to maintain existing pools.

Summary

- Supply and capacity exceed demand by about 130% and even taking into account comfort levels, there is at least twice the sufficient capacity overall.
- Satisfied demand is 97%, which is almost as much as is possible and easily exceeds the national average.
- Unmet demand is very low and in insufficient quantity to justify any additional water space.
- There is so much capacity that 25% of demand is imported from neighbouring local authorities to pools in Dacorum.
- Accessibility to pools by local residents is good and all residents have more than 2 pools available within a 20 minute drive providing lots of choice and ease of access. Accessibility by foot within towns is also above average.

- Throughput through pools is relatively low and even with the high levels of imported demand from surrounding authorities only 53% of the total capacity of pools (those larger than 20 metres in length or 160 square metres) is used. No pools are currently used at or near uncomfortable capacity level.
- There is sufficient water space at existing pools in Dacorum to meet demand within the borough and areas bordering the borough so additional pools are not required at the present time.

Conclusion

There is sufficient water space at existing pools in Dacorum to meet demand within the borough and for areas bordering, and additional pools are not required at this present time. However as some of these facilities were originally built between 1951 and 1977 and have had minimal improvements to date, there is a need for considerable refurbishment within the next five years particularly for the four older school premises and Sportspace facilities within Dacorum.

Synthetic Turf Pitches

Synthetic Turf Pitches (STP's) are a synthetic alternative to grass, providing an all weather surface for pitch sports, in particular hockey and football. There are 2 recognised types of synthetic pitches – astro pitches tend to be either sand infill or no infill – they are suitable for all sports. 3G pitches are a rubber crumb infill – they are predominantly for football and rugby and are not suitable for hockey.

Sport England's definition of a STP assumes a minimum dimension of 75m x 45m and that the pitch is floodlit. Non floodlit pitches and those made of tarmac, concrete and Redgra and those smaller than the above dimensions are not considered to be STP's by Sport England and are therefore not included in the Active Places database.

There are 4 full size STPs in Dacorum, two of which are pay and play, one belongs to Cavendish School in Hemel Hempstead and is available to sports clubs and community associations and one is owned by an independent school and is private use only. Two of the pitches are rubber crumb pile and two are sand based. T

Table 10: Full size Synthetic Turf Pitches in Dacorum

Site Name	Ward	Number of Pitches	Ownership Type	AccessType	Year Built	Refurbished	Type of pitch
SPORTSPACE TRING	Tring East Ward	1 (3 x 5 a side)	Voluntary Controlled School	Pay and Play	1995	-	Sand based
CAVENDISH SCHOOL SPORTS COLLEGE	Gadebridge Ward	1 (3 x 5 a side)	Community school	Sports Club/ Community Association	1995	2006	3G
BEECHWOOD PARK SCHOOL	Watling Ward	1 (3 x 5 a side)	Other independent school	Private use	2006	-	Sand based

		side)				
ASHLYNS SCHOOL	Berkhamsted	1 (3 x 5 a side)	School/club	School Club Community Use	2010	3G

In addition to the 3 full size pitches there are **7** additional pitches which although not full size do contribute to the facilities available for use in the borough.

Compared to the average for the Eastern Region and England as a whole Dacorum has the same amount of pitch space per 1000 population (0.04) but slightly less than Hertfordshire County (0.05)

Table 11 Show a comparison of the amount of facilities per 1000 population in different areas

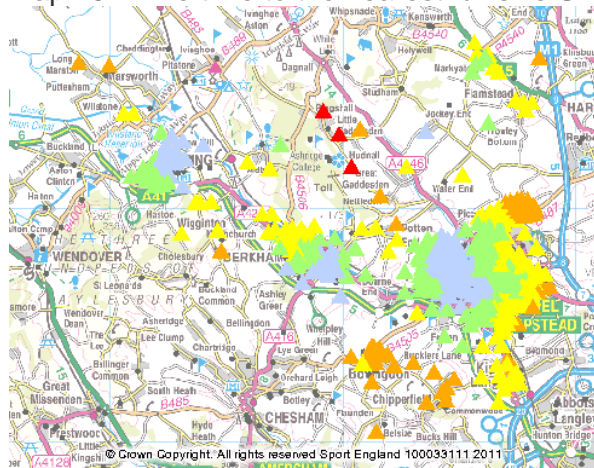
Region	Facilities per 1000 population
England	0.04
Eastern region	0.04
Hertfordshire region	0.05
Dacorum	0.04

Accessibility

Accessibility to full size STPs in Dacorum is good, particularly to those with access to a car. All the population of Dacorum lives within a 15 minute drive of a pitch and 87% live within a 10 minute drive. Access to STPs by foot and public transport is quite good with 64% of Dacorum living within a 35 minute walk and 100% within a 30 minute public transport journey of a full size pitch.

Map 15 below show the travel time by car to the nearest full size STP. The areas shown by red triangles show the areas with the largest travel time however even these areas can access a pitch within a 15 minute drive.

Map 15: Drive time to the nearest full size STP



Time to the Nearest site

Facility type: Synthetic Turf Pitch
Sub Facility Type: All
Local Authority: Dacorum District
Travel Type: Travel Time
Mode of Travel: By Car

Symbol	Range (minutes)	Site count
	3.13 - 5.384	105
	5.385 - 7.638	143
	7.639 - 9.892	142
	9.893 - 12.146	56
	12.147 - 14.4	3

Quality

Although the pitches in Hemel Hempstead were refurbished in 2006 and a recent refurbishment has seen the launch of a new five-a-side 3G pitch at Sportspace Berkhamsted, the pitch in Tring was built in 1995 and has not been refurbished since.

Sportspace Berkhamsted also has a STP which is over ten years old so this will need to be refurbished within the next two years and Sportspace Longdean has a STP which will need refurbishing in the next 5 years.

Ideally, synthetic turf pitches have a ten-year life expectancy and the pitches at Sportspace Tring, Sportspace Longdean and Sportspace Berkhamsted have exceeded this timescale and need to be treated as a priority. The pitch at Sportspace Tring is in a particularly poor state and close to being unplayable. This pitch is heavily used by local hockey clubs and they have expressed concern and stated that they will need to go out of the borough for both practice and to play matches if the pitches are not refurbished in the near future.

Future demand for STPs

The Sports Facility Calculator is a planning tool which can help to estimate the amount of demand for key community sports facilities that is created by a given population. Hertfordshire County Council has provided estimated population growth figures for Dacorum up to 2031. Figures have been provided for both a moderate housing growth and a high housing growth depending on the outcomes of the Boroughs housing target which was unknown at the time of writing. This tool has been created by Sport England to help local planning authorities quantify how much additional demand for key sports facilities is generated by additional population growth in development and regeneration areas. It is a useful device for estimating demand expressed within a district, but takes no account of supply and demand in adjacent areas.

This tool has been used to calculate how increases in population in the Borough would impact on the numbers of STPs required. Table 12 shows the total number of full size STPs required to meet the predicted population in Dacorum in the future while Table 13 shows how many more STPs the increased population requires.

Table 12

Year	Moderate Population Increase	High Population Increase
2016	4.32	4.45
2021	4.39	4.62

Table 13

Year	Moderate Population Increase	High Population Increase
2016	0.10	0.18
2021	0.18	0.35

Although these figures are based solely on the availability of full size STPs and do not take account of any smaller 5-a-side pitches they indicate that there will be a need for one more pitch than is currently available.

It has also been suggested that the proposed town centre stadium include a full size pitch. The building of this site would contribute to meeting the boroughs needs in the future.

Summary

- There are 3 publicly available full size floodlit STPs in Dacorum, 2 on school sites and therefore in school use during the daytime. One is a sand based pitch more suitable for hockey and recreational sport and 2 are 3G pitches primarily provided for football.
- There are 7 five-a-side STPs in Dacorum, 4 in Hemel Hempstead (HHSC, LSC, HHTFC & Hemel Stags), 1 in Bovingdon and 2 in Berkhamsted. 2 in Hemel Hempstead, 1 in Bovingdon and 1 of those in Berkhamsted has a brand new 3G surface.
- Although some STPs in the Borough are new or have recently been re-surfaced a number still require investment to ensure quality standards are maintained
- Accessibility to STPs by local residents is good as nearly all Dacorum residents live within a 15 minute drive of a full size pitch and walking accessibility is quite good.

Conclusion

There are enough STPs in the Borough to meet demand and accessibility to pitches is good, however the quality of several pitches is poor and investment is needed to bring these up to a good standard.

Health and Fitness

Sport England defines health and fitness suites as those facilities, which provide fitness stations for both cardiovascular and strength training. These are more commonly known as gyms and exclude spaces for aerobics and dance activities. Health and fitness facilities are particularly important to Dacorum as alongside sports halls they are the main facility which the dominant market segments use. As shown in the market segmentation chapter, the two main groups which live in Dacorum (Tims and Chloes) main sporting behaviours involves visiting health and fitness facilities so they are a key facility type for community sports participation in Dacorum.

There are 20 health and fitness venues in Dacorum, which in total provide 669 workstations across the Borough. Almost half of the available workstations (296) are provided by 6 pay and play venues, 275 are provided at 9 sites available to registered members, 24 stations are available for sports club/community association use, while the remaining 74 workstations are provided for private use only at school sites or the local prison. The orange dots on Map 16 below indicate the locations of the health and fitness suites in Dacorum and Table 14 below gives more information about each site.

Map 16 : Location of health and fitness suites in Dacorum

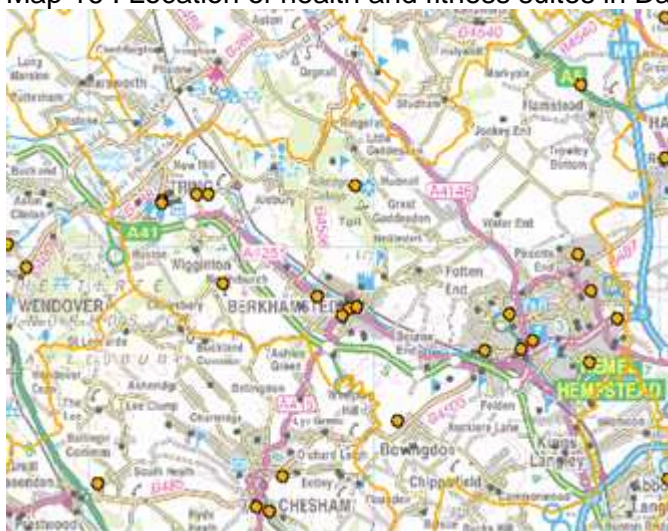


Table 14: Health and fitness suites in Dacorum

Site Name	Ward	Stations	Ownership	Access Type	Year Built	Refurbished
ASTLEY COOPER SCHOOL	Grove Hill Ward	19	Community school	Private Use	2005	-
BERKHAMSTED SCHOOL (CASTLE CAMPUS)	Berkhamsted Castle Ward	15	Other Independent School	Pay and Play	1995	2004
BERKHAMSTED SCHOOL (KINGS CAMPUS - KNOX-JOHNSTON SPORTS CENTRE)	Berkhamsted East Ward	17	Other Independent School	Registered Membership use	2004	-
CAVENDISH SCHOOL SPORTS COLLEGE	Gadebridge Ward	23	Community school	Private Use	2007	-

CHAMPNEYS AT TRING	Aldbury and Wigginton Ward	22	Commercial	Registered Membership use	2005	-
CLUB MOATIVATION (HOLIDAY INN LUTON SOUTH)	Watling Ward	19	Commercial	Registered Membership use	2000	2006
ESPORTA HEALTH & FITNESS (HEMEL HEMPSTEAD)	Adeyfield East Ward	75	Commercial	Registered Membership use	2003	2004
EXCLUSIVELY LADIES (TRING)	Tring East Ward	20	Commercial	Registered Membership use	1999	2004
FITNESS FIRST HEALTH CLUB (BERKHAMSTED)	Berkhamsted Castle Ward	60	Commercial	Registered Membership use	1999	2003
HARVEYS HEALTH & FITNESS STUDIO	Tring Central Ward	60	Commercial	Pay and Play	1995	2003
HEMEL HEMPSTEAD (CAMELOT) RUFC	Chaulden & Shrubhill Ward	12	Other	Sports Club / Community Association	1999	2006
HMP THE MOUNT	Bovingdon, Flaunden & Chipperfield Ward	32	Government	Private Use	-	-
MARLOWES FITNESS CENTRE	Hemel Hempstead Central Ward	44	Commercial	Pay and Play	1994	2004
PENDLEY MANOR LEISURE CLUB	Tring East Ward	10	Commercial	Registered Membership use	2001	-
PENDLEY SPORTS CENTRE	Tring East Ward	12	Other	Sports Club / Community Association	2001	-
SPIRIT HEALTH CLUB (HEMEL HEMPSTEAD)	Leverstock Green Ward	24	Commercial	Registered Membership use	1993	2003
SPORTSPACE BERKHAMSTED	Berkhamsted West Ward	52	Local Authority	Pay and Play	1990	2004
SPORTSPACE HEMEL HEMPSTEAD	Hemel Hempstead Central Ward	100	Local Authority	Pay and Play	1974	2008
SPORTSPACE LONGDEAN	Bennetts End Ward	25	Community school	Pay and Play	2001	2006
THE LIFESTYLE CENTRE	Ashridge Ward	28	Commercial	Registered Membership use	2002	2004

Accessibility

Accessibility to health and fitness stations in Dacorum is very good with 99% of the population being able to get to a venue by car within 10 minutes, 91% to a venue within a 30 minutes walk and 95% by public transport within 17 minutes.

Quality

Dacorum Sports Trust manage Sportspace Hemel Hempstead, which runs the largest gym in Dacorum (100 stations). The equipment is 3 years old and in good condition due to a regular service contract and excellent exercise programming. Esporta health and fitness in Hemel Hempstead have 75 stations and the gym was refurbished in 2004. Sportspace Berkhamsted is a small but highly adequate gym with 52 stations; it is well maintained and the equipment is 3 years old so of good quality at present.

Sportspace Londean is a dual-purpose site where the time is allocated to both Longdean School and Dacorum Sports Trust. The equipment is old however which results in it being of an average standard and it will need to be replaced within the next 2 years **(think this equipment is now in?)**.

Two other larger gyms in Dacorum include Fitness First in Berkhamsted and Harvey's gym in Tring, which both have 60 stations and were refurbished in 2003.

As an overview, all the 20 health and fitness sites available throughout Dacorum have been built or refurbished within the past ten years which indicates the quality is of a good standard.

However the need to increase the number of workstations, particularly in Hemel Hempstead, should be a key priority to maintain high quality facilities that are accessible to our ever-growing population and in turn increase the participation rates in Dacorum.

Capacity Ratio

Dacorum rates 27th out of the 48 districts in the Eastern Region for the number of workstations per 1000 population. Its number of workstations per 1000 population is 4.85 which is lower than both the England average of 5.45 and the Eastern Region average of 5.21 and considerably lower than the Hertfordshire average where there are 6.13 workstations per 1000 population. Map 17 below shows the distribution across the Eastern Region.

Map 17: Shows Number of Stations per 1000 population across the Eastern Region

Number Of Stations per 1000 population

Region : East Region
 Local Authority : All
 Facility Type : Health and Fitness Suite
 Facility Sub Type : All
 Facility Unit : Number Of Stations

Symbol	Range	Local Authority Count
	2.94 - 4.68	(19)
	4.69 - 6.42	(21)
	6.43 - 8.16	(6)
	9.91 - 11.64	(2)



To bring the current level of provision of health and fitness workstations in line with the average in England would require an additional 93 workstations and an additional 188 to bring Dacorum levels up to Hertfordshire's average. By 2021 given a high population increase the shortfall between Hertfordshire current averages and Dacorum could have risen to 272 workstations. The capacity ratios need to be used with caution however as they work on the basis that more stations are required and that Dacorum needs to be increasing its workstations to be in line with the Hertfordshire average, this may not be the case.

Table 15 Health and fitness capacity ratios

	2009	2016 moderate pop increase (143,309)	2016 high pop increase (147,612)	2021 moderate pop increase (145,788)	2021 high pop increase (153,520)
Workstations per 1000 population in Dacorum	4.85				
Average workstations per 1000 population in Hertfordshire	6.13				
Average workstations per 1000 population in England	5.45				
Number of additional stations required in Dacorum to meet Hertfordshire's average	188	209	236	225	272
Number of additional stations required to meet England's average	93	112	135	125	168

An alternative model which could be used to evaluate the need for health and fitness stations is one based on data from the Fitness Industry Association. This model defines health and fitness users as all people participating in health and fitness, including private club members and users of local authority facilities. The model (like many such models) is based on the premise that for the supply to be sufficient, it must be large enough to cater for the maximum demand at any one time. Therefore the peak time period has been identified as follows:

Monday – Friday 6pm-10pm
Saturday-Sunday 12pm-4pm

For modelling purposes it is assumed that 65% of the total weekly usage occurs at the busiest (peak) time period and based on research with health and fitness operators it has been assumed that the average member/user visits the facility 2.4 times per week.

Sport England's Active People Survey has been used to understand the percentage of the population participating in health and fitness. Active People shows that nationally 10.6% of the population participate in health and fitness on a weekly basis.

Table 16 represents the results for Dacorum for a variety of dates and using the population data provided.

Table 16: Number of Health and Fitness workstations required in Dacorum

Dacorum	2009		2016		2021	
	Moderate	High	Moderate	High	Moderate	High
Population	139,891	141,755	143,309	147,612	145,788	153,520
% population participating in health and fitness (say 10.6%)	14828	15026	15191	15647	15454	16273
Average number of visits per week (2.4)	35588	36063	36458	37553	37089	39055
No. of visits in peak time (65%)	23132	23441	23698	24409	24108	25386
No. of visits on one hour of peak time (28) = no of stations required	826	837	846	872	861	907

This shows that a total of 826 to 907 health and fitness stations are required during the peak time period to accommodate current and future levels of demand in Dacorum. There are currently 20 health and fitness venues in Dacorum which in total provide 669 workstations across the Borough. This model therefore suggests that there is a shortfall of stations to meet Dacorum's demand now and in the future.

This model has also been used to assess the levels of health and fitness stations required in the main towns within Dacorum to see where the majority of these stations are required (See tables 17,18 & 19). The results from this model suggest that there are sufficient stations to meet demand in Berkhamsted and Tring but that there is a significant shortfall in Hemel Hempstead.

Table 17: Number of health and fitness workstations required in Hemel Hempstead

Hemel Hempstead	2009		2016		2021	
	Moderate	High	Moderate	High	Moderate	High
Population	97335	-	100476	104021	103303	109648
% population participating in health and fitness (say 10.6%)	10317	-	10650	11026	10950	11622
Average number of visits per week (2.4)	24762	-	25561	26464	26280	27894

No. of visits in peak time (65%)	16095	-	16614	17201	17082	18131
No. of visits on one hour of peak time (28) = no of stations required	574	-	593	614	610	647

Table 18: Number of health and fitness workstations required in Berkhamsted

Berkhamsted	2009	2016	2021
	Moderate	Moderate	Moderate
Population	21360	21810	22028
% population participating in health and fitness (say 10.6%)	2264	2311	2334
Average number of visits per week (2.4)	5433	5548	5603
No. of visits in peak time (65%)	3532	3606	3642
No. of visits on one hour of peak time (28) = no of stations required	126	128	130

Table 19: Number of health and fitness workstations required in Tring

Tring	2009	2016	2021
	Moderate	Moderate	Moderate
Population	16157	16452	16570
% population participating in health and fitness (say 10.6%)	1712	1743	1756
Average number of visits per week (2.4)	4110	4185	4215
No. of visits in peak time (65%)	2671	2720	2740
No. of visits on one hour of peak time (28) = no of stations required	95	97	97

This model suggests that additional workstations are required in Dacorum and local knowledge backs this up. The footfall of pay on the day customers to Sportspace Hemel Hempstead can reach 8000 per month alone, not including Direct Debit members. The space is utilised to the maximum with waiting time on equipment increasing. At times a waiting restriction to enter the gym is required – one in one out. It is felt that there is huge potential for personal training growth but that limited space restricts this from happening. Similarly, at Sportspace Berkhamsted the gym is popular for personal training but lacks sufficient space to fulfil this potential.

Summary

- Dacorum has fewer workstations than the regional average and considerable fewer than the average in Hertfordshire
- Accessibility to workstations in Dacorum is very good

- Demand for workstations appears to be significantly higher than current provision

Conclusion

Both the supply and demand model and local knowledge suggest that additional workstations are currently required in Dacorum and this demand is likely to increase over time as the population increases. Consideration should therefore be given to the need for more workstations in Dacorum. Hemel Hempstead should be the priority for additional stations however local knowledge suggests that there may also be a need for additional stations within Berkhamsted, Tring and Rural Tring areas.

Athletic Tracks

There is one athletic track within the Borough located in Hemel Hempstead. The track has 8 floodlit lanes which are available on a pay and play basis for the general public. The track was built in 1994 and refurbished in 2007.

Dacorum has a slightly higher capacity ratio per 1000 population (0.058) when compared to England as a whole (0.05), the Eastern Region (0.04) and Hertfordshire (0.05) providing slightly more space per person compared to the other areas.

People are generally more prepared to travel further to a specialist facility such as an athletics track but no one in Dacorum has that far to travel as 78% of the population are within a 15 minute drive and 100% are within a 22 minute drive of the facility in Hemel Hempstead. 78% of the population can get to the facility by public transport within half an hour.

Quality

The Dacorum Athletics track is managed by Dacorum Sports Trust and was built as a national facility for clubs and school usage but not for regional and national competitions. It was built without stands and facilities for sustained competition in adverse weather conditions and without adequate changing and toilet facilities for any large athletics meeting and this has always been a disadvantage to the facility and the Dacorum and Tring Athletics club.

The present pavilion/clubhouse is too small as there is not enough room for equipment or facilities such as fitness training. Refurbishment is also required for the present throws and jumps facilities within the next 3 years. In addition, the initial design for the track was flawed as you cannot see the finish line from the spectator seating as the club house is in the way.

Resurfacing of the track has recently been carried out but will need replacing again within the next ten years. Lighting is being replaced on a phased approach but should be completed by end of 2011. Improvements to the clubhouse will need to be undertaken within three to five years.

Summary

- Access to an athletics track is good in Dacorum
- The quality of the track itself is good having recently been refurbished but the throws and jumps facilities need improving
- The quality of the facility could be improved by a bigger clubhouse with larger changing and toilet facilities and covered stands.

Conclusion

Overall the quality of the athletics track is adequate with good accessibility for residents of Dacorum although improvements could be made to increase its use for larger athletics meetings.

Netball

In addition to research carried out directly by the project team, detailed research was carried out by Brian Worrell, member of the Dacorum Sports Network, to find out what is missing with regards to the provision for netball in the Dacorum area. Research from the Sport England Active People Survey, Dacorum Partnership Sustainable Community Strategy and current trends in the growth of the population of Dacorum were reviewed to find out what the future requirements would be.

This study highlights a demand for more courts across Dacorum and identifies that many of the available courts are of poor quality.

Quality

There are four multi-team Hemel based clubs who train in Hemel Hempstead at Hemel Hempstead Sports Centre, Adeyfield School and Longdean School. The quality of these facilities is problematic to both playing and club expansion.

The main site used by the Hemel Hempstead League is Adeyfield School but the four courts there have no run off, are covered in green moss, have poor lines and goal posts and have very little room for umpires. In the wet the surface is slippery and training has to be cancelled in bad weather.

Sportspace Hemel Hempstead outdoor courts are below standard with poor posts and nets, poor lighting, poor lines and prone to flooding and silt accumulation leading to training regularly being cancelled due to unsafe conditions.

The courts at Longdean School can flood in heavy rain due to run off from the Basketball court although there is an indoor court facility but there is restricted availability of this facility.

There are two courts at Tring school but these are in poor condition and are rarely used.

Accessibility

Development of clubs is restricted by the availability of sites and league have to be split across two sites and evenings largely due to lack of block booking availability.

A lack of availability of indoor court time is preventing the expansion of the local coaching centre which operates at Longdean School and also restricts the amount of winter training which can take place

Summary

- There is not enough available court space to cater for the existing clubs requirements
- Court space across the borough is of poor quality particularly in the wet.
- The lack of availability of court space in Tring and Berkhamsted has resulted in there being almost no netball played in these areas.

Conclusion

Court space for netball is poor in Dacorum and the quality of what is available does not meet the requirements . The majority of outdoor facilities in Dacorum are below the minimum NGB standard for local league and school competitions. There is very limited availability of indoor court space.

CHAPTER 8 - CONSULTATION

As part of this strategy's development it was considered important to find out how the community of Dacorum felt about the current sports provision in the borough. A variety of consultation was undertaken to attempt to ensure that we obtained a rounded response of the community's views. A summary of the results from this consultation can be found below while the results in full can be found in Appendix A.

The Dacorum Sports Network (DSN) Club Survey

A presentation was given at the Dacorum Sports Network AGM (a representative group for clubs in Dacorum giving a 'voice for sport') to inform members about the work being undertaken to develop the Sports Strategy. Following this presentation a survey was sent to all the clubs who are members of the Dacorum Sports Network so they could give their positive and negative feedback about the sports provisions in the borough and make suggestions to overcome the issues. Responses were received from 30 clubs covering a variety of sports including tennis, cricket, netball, football, cycling, martial arts and swimming. The positive feedback received centred on the fact that Dacorum provides many opportunities to take part in sports with a wide variety of sports/clubs available and an adequate provision of facilities to provide for them. The majority of the negative feedback comments were based on there being a lack of awareness/publicity, facilities needing modernising, sports equipment and facilities being expensive, lack of finances being available to maintain clubs and the need for more facilities to be available to expand the sports provision. The main areas for improvement that were highlighted when considering overcoming the issues of the negative feedback were publicity, funding, training/growth, partnerships and increasing and improving facilities. So this consultation backs up the evidence that facility provision does not seem to be an issue. It is much more about management of facilities and the costs of operating/using them.

The Citizen's Panel Survey

Dacorum Borough Council undertake regular consultation to help them provide their services and obtain the view of local people with a representative profile group of Dacorum residents, known as the Citizens Panel. A number of questions on the provision of sport in the borough were added to the citizens panel survey sent out in November 2009. Citizens panel members were asked for their opinions on the availability of sports facilities in Dacorum, their usage of sports facilities in the borough and their views on the quality of these sports facilities. Those that did not use the sports facilities were asked why they did not use them and what would encourage them to use them in the future. The key findings of this survey were that:

- 69% of the respondents agreed that there were enough gyms and sports halls and 61% that there were enough swimming pools. Although a much smaller number agreed that there were enough synthetic turf sports pitches (all weather pitches), netball courts and tennis courts (34%, 28% and 37% respectively) the numbers neither agreeing or disagreeing were considerably higher for these sports suggesting lack of knowledge rather than a higher proportion of people who disagreed that there were enough.
- Sports halls, swimming pools, health and fitness gyms and the athletic track were rated as very or fairly good quality by 80%, 81%, 70% and 57% of respondents respectively. Synthetic turf pitches, tennis courts and netball courts had lower percentages of respondents reporting that they were of very good or fairly good quality (42%, 36% and 22% respectively) while 24%, 35% and 30% respectively replied that they felt the quality was fairly or very poor.
- A third of respondents were users of sports facilities on at least a once a month basis although the majority (67%) do not use sports facilities regularly.

- Respondents who do not regularly use sports facilities would cite spending leisure time doing other things, it costs too much and not having enough time as the main reasons for their non-participation.
- The two main responses given to the question, what would encourage you to use sports or recreational facilities in Dacorum, were reduced costs of activities and that nothing would encourage them to use sports facilities.

- The Community Centre Survey

A survey was sent to all the community centres in Dacorum to find out about their provision for sport and active recreation groups in their area. There was a good response with 9 of the 12 community centres in the borough responding to the survey. All community centres were deemed good or excellent in condition of facilities and they all had availability to provide extra sports provision on top of what they already provided. The community centres offer a range of activities the most regularly offered being aerobics, yoga/pilates, dancing and martial arts. The community centres were asked if there was a demand for their facilities that they could not met. 6 community centres said that there was some demand that could not be met and the main reason for this was the halls were already booked out at the requested times.

The survey of community centres has highlighted that there is some capacity to provide additional sporting provision should it be identified that there are areas which are not served by existing facilities. The research carried out as part of this strategy however shows that at this present time additional facilities are not required however should this change in the future community centres could be used to provide some of this need.

- Netball in Dacorum – A Vision for the future

In addition to the consultation carried out directly by the project team, detailed research was carried out by Brian Worrell, member of the Dacorum Sports Network, to find out what is missing with regards to the provision for netball in the Dacorum area. Research from the Sport England Active People Survey, Dacorum Partnership Sustainable Community Strategy and current trends in the growth of the population of Dacorum were reviewed to find out what the future requirements would be. This research identified a need for the following:

- A costed analysis of the existing netball facilities in Hemel Hempstead and Kings Langley to see if refurbishments or upgrades can be done to improve the provisions to provide a safe Category 3 outdoor four court facility for the Hemel Hempstead leagues
- To investigate and cost the refurbishment of the outdoor two court facility at Tring School to see if it can be expanded to four courts.
- Increased indoor court capacity to cater for the netball clubs in Dacorum.
- Increased provision of twilight indoor court capacity at Hemel Hempstead Sports Centre to enable the expansion of the High Five League for primary schools.
- The creation of a Dacorum Netball Forum to give the sport a representative group.

- Following the consultation with the Dacorum Sports Network additional information on the outdoor sports facilities available in Tring was also provided to the project group. Outdoor sport facilities do not form part of the scope of this project and therefore this information was not considered as part of this strategy. The information however was passed to the Councils Planning Department to form part of their considerations for any future review of the outdoor sports facilities strategy.

Additional research was also undertaken in the following areas but limited feedback was received:

- Information about the development of the Sports Strategy and a copy of the survey with a link to the online survey were sent to the Parish Clerks with the request that they put this information in to their parish newsletters. No feedback was received from this survey.
- An article directing readers to the online survey was also put in the Dacorum Digest magazine (a publication that goes to every household in Dacorum). This did not generate enough response to draw together any sound statistical information.
- A Disability and Specialist group survey was carried out with groups that use Sportspace facilities to find out about their opinions on the sports provisions in Dacorum. The response was minimal and so could not be considered significantly representative of this group.

A range of consultation was undertaken as part of the strategy development to get a good view of the views of local residents. The main findings of the consultation was that in the main residents feel that there is a good variety of sports and clubs available in Dacorum and that much of this is of a good quality and of an adequate supply. There is a concern however amongst some users and clubs that some facilities need modernising or expanding, there is a lack of finance to maintain clubs and that the awareness of the sports facilities/clubs available could be improved.

For the full results on any of the above research see appendix A.

CHAPTER 9 - SUMMARY OF KEY STRATEGIC FINDINGS

SPORTS HALLS

Quantity -

- There are 28 sports hall in Dacorum
- Satisfied demand is 94% of the total demand, more than the regional (91%), county (93%) and England (90%) averages.
- There is an unmet demand of about 350 visits per week (or about 6% of total demand). This is lower than the national average and in total represents the equivalent of only about 2 courts (with a comfort factor added). This demand is spread thinly over the whole borough.
- The sports calculator calculates that Dacorum will need 44 courts and 11 sports halls by 2021 assuming the Borough has had a high population increase. Dacorum currently has considerably more sports hall space than the sports calculator predicts it will need however quality may be an issue as facilities age.

Quality -

- The sports halls in Dacorum have been built between 1949 and 2010. Of the 28 sports halls available, 15 (of which 12 are school facilities) were built before 1999 and have had no refurbishment.
- Due to the age and condition of many of the facilities there will be a need to refurbish many of the facilities within the next 5-10 years.

Accessibility -

- Access to sports halls in Dacorum is very good with 99% of the population having a sports hall within a 10 minute drive.
- Car ownership and accessibility to a car is high in Dacorum. Only 11% of the population have no access to a car, compared to 13% in the region and 20% nationally providing lots of choice and ease of access to facilities.

OVERALL SPORTS HALL FINDING

Sports hall provision in Dacorum is very good and the level of satisfied demand for sports halls in Dacorum is high. There is a large number of sports halls providing for the residents of Dacorum although due to the age of the majority of sites the quality of some of them is questionable and investment will be required to update the facilities if we wish to ensure that modern, quality facilities are provided. The sports hall at Sportspace Tring is particularly in need of refurbishment/improvement in the very near future.

SWIMMING POOLS

Quantity

- Dacorum District has the seventh highest amount of water per 1000 population within the Eastern Region and the fourth highest amount of water per 1000 population within Hertfordshire
- Dacorum has a very large amount of water space with 28.72m² per 1000 population compared to the average in England as a whole of 18.36m² – Supply/quantity of water space does not therefore seem to be an issue.
- Supply and capacity exceed demand by about 130% and even taking into account comfort levels there is at least twice the sufficient capacity overall.
- Satisfied demand is 97% of total demand which is more than the regional average (90%), the county average (96%) and England as a whole (91%).
- There is an unmet demand of about 250 units per week – this is probably about as low as it is possible to get. Unmet demand is very low and in insufficient quantity to justify any additional water space.

Quality

- Sportspace Tring was built in 1977 and has had no major refurbishment to the pool hall other than some plant work and a new air-handling unit.
- Sportspace Berkhamsted was built in 1990 and has had no major refurbishment to the pool hall other than some plant work.
- Wall coverings at Sportspace Hemel Hempstead are in desperate need of replacement.
- Changing rooms at all Sportspace facilities are in need of refurbishment, particularly at Sportspace Hemel Hempstead.
- There may be a need for further refurbishment of the four secondary schools in the Hemel Hempstead, Kings Langley and Berkhamsted areas within the next five years as they are very well used by the local communities as well as the schools themselves.

Accessibility

- Dacorum has very good accessibility to swimming pools. 99% of the borough is within a 10 minute drive of a swimming pool, 59% within a 15 minute walk, 93% within a 30 minute walk and 99% within a 20 minute journey by public transport.
- All residents have more than 2 pools available within a 20 minute drive and given the high levels of car usage in Dacorum this provides lots of choice and ease of access

OVERALL SWIMMING POOL FINDING

Dacorum has a large amount of water space so additional pool space is not going to be required to meet the predicted future increase in population. Pool quality however is likely to be an issue as the facilities age and some pools such as Berkhamsted Collegiate School, Champneys and Esporta may begin to operate above comfortable levels of use as they become relatively more attractive than older pools elsewhere. It is therefore important to maintain the quality of existing pools.

SYNTHETIC TURF PITCHES

Quantity

- Compared to the average for the Eastern Region and England overall Dacorum has the same amount of pitch space per 1000 population but slightly less than the average for Hertfordshire.

Quality

- Ideally synthetic turf pitches have a 10 year life expectancy and the pitches at both Sportspace Hemel Hempstead, Sportspace Tring and Sportspace Berkhamsted have exceeded this timescale. Sportspace Tring is particularly in need of immediate investment.

Accessibility

- Accessibility to full size synthetic turf pitches in Dacorum is good particularly to those with access to a car. All the population of Dacorum lives within a 15 minute drive of one pitch and 64% within a 35 minute walk.

OVERALL SYNTHETIC TURF PITCHES FINDING

There is a need for immediate investment to re-surface the STP at Sportspace Hemel Hempstead, Sportspace Tring and Sportspace Berkhamsted. Consideration should be given to the sand infill STP as the 3G surface is not suitable for hockey

and there are 2 thriving hockey clubs in the borough who require STP pitches for training and matches.

HEALTH AND FITNESS

Quantity

- Dacorum rates 27th out of the 48 districts in the Eastern Region for the number of workstations per 1000 population. Its number of workstations per 1000 population is 4.85 which is lower than both the England average of 5.45 and the Eastern Region average of 5.21 and is considerably lower than the Hertfordshire average of 6.13 workstations per 1000 population.
- Demand for workstations appears to be significantly higher than current provision

Quality

- All of the 20 health and fitness sites available throughout Dacorum have been built or refurbished within the past ten years indicating that the vast majority will be of a good standard.

Accessibility

- Accessibility to health and fitness stations in Dacorum is very good with 99% of the population being able to get to a venue by car within 10 minutes, 91% to a venue within a 30 minute walk and 95% by public transport within 20 minutes.

OVERALL HEALTH AND FITNESS FACILITIES FINDING

According to the market segmentation report the two main segments within Dacorum (Tims and Chloes) both are users of health and fitness facilities and yet although the quality of facilities is good the numbers of workstations available within Dacorum is considerably less than the Hertfordshire average. Demand for workstations appears to be significantly higher than the current provision.

ATHLETICS TRACK

Quantity

- There is one athletics track within the Borough located in Hemel Hempstead.
- Dacorum has a slightly higher capacity ratio per 1000 population (0.058) when compared to England as a whole (0.05), the Eastern Region (0.04) and Hertfordshire (0.05) providing slightly more space per person compared to other areas.

Quality

- The track was built in 1994 and refurbished in 2007
- It was built as a national facility for clubs and school usage not for regional and national competitions and therefore it was built without stands and facilities for sustained competition in adverse weather conditions and without adequate changing and toilet facilities for any large athletics meeting and this has always been a disadvantage to the facility and to the Dacorum and Tring Athletics club
- The track is of good quality as it has just been resurfaced but it will need resurfacing again within 10 years.

Accessibility

- People are generally more prepared to travel further to a specialist facility such as an athletics but even so no one in Dacorum has far to travel with 78% of the population being within a 15 minute drive and 100% within a 22 minute drive of the facility in Hemel Hempstead.

OVERALL ATHLETICS TRACK FINDING

Overall the quality of the athletics track is adequate with good accessibility for residents of Dacorum although improvements could be made to increase its use for larger athletics meetings.

NETBALL

Quantity

- There is a demand for more outdoor courts across the Borough
- Indoor court space is extremely limited

Quality

- The majority of courts do not meet the minimum NGB standard for local league and school competitions.
- Many courts have safety issues in wet weather

Accessibility

- Development of clubs is restricted by the availability of sites and leagues have to be split across two sites and evenings largely due to lack of block booking availability.

OVERALL NETBALL FINDING

There is demand for more outdoor court space across the Borough, and there is a particular lack of facilities in the Berkhamsted and TRing area. The majority of facilities do not meet the minimum NGB standards for local league and school competitions and general quality is poor. There is a demand for indoor court space.

CHAPTER 10 - STRATEGIC OPTIONS/ISSUES

SPORTS HALLS

Issue	Possible options
Berkhamsted Sports Centre Sports Hall is becoming dated and will need refurbishment within the next 5-10 years. Ashlyns School has informally raised the issue that they might like to build a sports centre on their school site and run it as a dual use facility	<ul style="list-style-type: none"> Commission a detailed feasibility study of the area upon which Berkhamsted Sports Centre stands to include investigating the possibility of part funding a new modern dual use facility with Ashlyns School on the site of Ashlyns School by demolishing Berkhamsted Sportspace Sports Centre and selling off the land to obtain the necessary funding
Berkhamsted Sports Centre Sports Hall is becoming dated and will need refurbishment within the next 5-10 years.	<ul style="list-style-type: none"> Commission a detailed feasibility study of the area upon which Sportspace Berkhamsted stands to include investigating the possibility of moving the synthetic turf pitches elsewhere (possibly Ashlyns) and selling the land to enable the refurbishment of the current building.
Dacorum has a large number of sports halls many of which were built before 1999 and have had no refurbishment therefore this suggests a need for major maintenance investment in the future	<ul style="list-style-type: none"> Undertake a programme management plan for sports halls within the borough with the view to rationalise the number of sports halls in Dacorum Undertake a programme management plan for sports halls within the borough with the view to re-utilise the space for other activities Continue to look for alternative funding sources which could be used to carry out refurbishment
Tring Sportspace has a major need for refurbishment/investment in the sports hall. The problems with condensation lead to a wet floor which is a health and safety issue and create downtime on bookings waiting for the floor to dry.	<ul style="list-style-type: none"> Commission an Options Report to consider the possibilities for the site at Tring

SWIMMING POOLS

Issue	Possible options
Dacorum has a large amount of swimming pool space but despite this swimming clubs are always wanting more lane time. With the large number of swimming pools in the Borough it would not be feasible/practical to build more swimming pools although more time could probably be made available to clubs by reviewing the use of existing pool space.	<ul style="list-style-type: none"> Undertake a programme management review of pool space which could be/is available to clubs and work with clubs to find a solution which results in clubs having more pool time.
The swimming pool at Sportspace Berkhamsted has not had any major refurbishment (apart from some plant work)	<ul style="list-style-type: none"> Commission a detailed feasibility study of the area upon which Berkhamsted Sports Centre stands to include investigating the

since it was built in 1990. Consequently it is dated and will need refurbishment within the next five years. Ashlyns School has informally raised the issue that they might like to build a sports centre on their school site and run it as a dual use facility	possibility of part funding a new modern dual use facility with Ashlyns School on the site of Ashlyns School by demolishing Berkhamsted Sportspace Sports Centre and selling off the land to obtain the necessary funding
Berkhamsted Sports Centre Swimming Pool is becoming dated and will need refurbishment within the next 5-10 years.	<ul style="list-style-type: none"> Commission a detailed feasibility study of the area upon which Berkhamsted Sports Centre stands to include investigating the possibility of moving the synthetic turf pitches elsewhere (possibly Ashlyns) and selling the land to enable the refurbishment of the current building.
The swimming pool at Sportspace Tring has not had any major refurbishment (apart from some plant work) since it was built in 1977. Consequently it is dated and will need refurbishment within the next five years.	<ul style="list-style-type: none"> Continue to look for additional funding sources to enable the refurbishment of the swimming pool at Sportspace Tring using this strategy as evidence of need.
All the wetside changing rooms at the 3 Sportspace sites will be in need of refurbishment. Sportspace Hemel Hempstead is in particular need of investment.	<ul style="list-style-type: none"> Continue to look for additional funding sources to enable this refurbishment

SYNTHETIC TURF PITCHES

Issue	Options
The Astro turf pitches at Sportspace Hemel Hempstead, Sportspace Longdean, Sportspace Berkhamsted and Sportspace Tring have all exceeded the recommended 10 year lifespan before refurbishment is required. The pitch at Tring in particular is in urgent need of investment.	<ul style="list-style-type: none"> All the pitches need refurbishment in the next 12 months and funding is required for this.

HEALTH AND FITNESS

Issue	Options
Dacorum has considerably fewer workstations that the Hertfordshire average and demand for workstations is significantly higher than current provision	<ul style="list-style-type: none"> Expand the gym space at Sportspace Hemel Hempstead by converting one of the current sports halls into health and fitness. The potential new town centre stadium includes a proposal to develop a 100 station health and fitness suite which would if/when built contribute to meeting demand Sportspace to investigate the potential to provide additional workstations at Tring

ATHLETICS TRACK

Issue	Options
The track was built as a facility for clubs and school usage not for regional and national competition and therefore it was built without stands and facilities for sustained competition and without adequate changing and toilet	<ul style="list-style-type: none"> Commission a detailed feasibility study looking at development options for the athletics track site to see if it would be possible to gain enough income from this to move the site to another site (possibly a

facilities for large athletic meetings and this has always been a disadvantage to the facility and to the Dacorum and Tring Athletics Club	school site or alongside the potential stadium) where the track could be rebuilt large enough to enable large athletic meetings and competitions.
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NETBALL

Issue	Options
There is a demand for space which can be used for indoor netball	<ul style="list-style-type: none"> • Mark out Hemel Hempstead Sportspace Sports Hall for netball
Many of the existing netball courts are of a poor quality	<ul style="list-style-type: none"> • Continue to look for additional funding sources to enable the refurbishment of Dacorum's netball courts using this strategy as evidence of need.
There is a demand for additional netball courts across Dacorum specifically in the Berkhamsted/Tring area and many of the existing courts would benefit from refurbishment or expansion	<ul style="list-style-type: none"> • Local netball clubs to work together to create a Dacorum Netball forum which could liaise with Dacorum Borough Council/Sportspace and other partners to drive the improvement of netball facilities forward using this strategy and the paper on Netball in Dacorum (appendix A) as evidence of need