

**Hastings Leisure Facilities Strategy (2009 – 2020)  
2015 Refresh**

Hastings Borough Council

March 2015

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# **1 BACKGROUND AND CONTEXT**

## **1.1 Introduction**

- 1.1.1 In 2008, Hastings Borough Council (HBC), Rother District Council, East Sussex County Council and Sport England commissioned Capita Symonds to complete a Leisure Facilities Strategy (the strategy) for Hastings and Rother. Freedom Leisure also contributed to the funding of the strategy.
- 1.1.2 It is now appropriate to review the short term changes regarding leisure facility supply and demand information. It is generally accepted that this information should be reviewed within five years for the assessments to be considered up to date and sufficiently robust.
- 1.1.3 New opportunities have evolved, such as the Council's aspirations for new leisure provision at White Rock Gardens. With its refreshed assessments, the Hastings Leisure Facilities Strategy will continue to serve as a baseline document for any future leisure facility development.
- 1.1.4 Founded on this robust and up-to-date information the strategy sets out refreshed recommendations which seek to identify optimum locations and review levels of provision to help establish viable facilities which serve our communities.
- 1.1.5 Rother District Council is planning to review their leisure facilities later in 2015/16. This Hastings strategy includes assessments relating to key Rother sites whose wider catchments benefit Hastings residents, such as swimming pools and climbing walls. The Councils will be able to jointly review the overall information further once Rother's refresh has been completed.
- 1.1.6 This approach therefore considers cross-boundary strategic planning and rationalisation, including the possible development of joint facilities. We welcome additional information as it becomes available. Participant's sporting habits are not typically confined by local authority geographical boundaries and people will travel to their preferred facilities regardless.

## **1.2 Background**

- 1.2.1 The original version of this strategy arose from previous work, by Capita Symonds, to identify the options for the provision of replacement or refurbished leisure facilities in Hastings. During the course of this work, a number of issues emerged regarding the wider facilities provided by other organisations in Hastings and the surrounding areas. At the time several of these providers including Horntye Park Sports Complex, Hastings United Football Club and William Parker Sports College (now academy) were also considering their future needs. The need for a wider approach was recognised by the partners. The strategy was adopted in 2009.
- 1.2.2 Facility improvements since 2009 include a new gymnastics facility at ARK William Parker Academy, significant refurbishment of Summerfields Leisure Centre, improved facilities at local academies, a new seafront MUGA, several small fitness gyms and an extension of Hastings Skate Park.
- 1.2.3 Established providers including Falaise Indoor Bowls Club, Hastings United Football Club, Horntye Park Sports Complex, Y Centre and Sandown School swimming pool continue to consider their future options and aspirations.

- 1.2.4 The needs of each organisation and their aspirations for future leisure facilities requires a coordinated approach to ensure the most effective mix of future facilities.
- 1.2.5 Reviewing the leisure facility demands of our current residents and predicting those of the future is central to this strategy as local demographics and needs shift.
- 1.2.6 Sport England guidance stipulates an appropriate review of short term changes in supply and demand information should be undertaken within five years for the assessments to be considered up to date. After this time Sport England consider it difficult to justify that the assessment and information on which the strategy is based is sufficiently robust<sup>1</sup>.
- 1.2.7 The strategy will help to inform new options and not focus solely on maintaining and managing the historic pattern of local sport and recreation provision.
- 1.2.8 In the past, there has been an opportunistic approach to facility development, often driven by funding opportunities. There is therefore a degree of fragmentation in terms of the current location and mix of facilities. For example, the main leisure centres in Hastings and Bexhill are on split sites. This is uneconomical and leads to increased capital and revenue costs to the Councils. There are clearly opportunities to consolidate provision and to seek to create sustainable hubs of activity, as opposed to further fragmentation of provision.
- 1.2.9 Many of our local communities have limited access to quality leisure facilities. Understanding local need and gaining local insight will help to identify opportunities to enhance their access to leisure provision.

### **1.3 The Scope of this Strategy**

- 1.3.1 This strategy seeks to identify optimum locations and review levels of provision to help establish viable facilities which serve our communities, including consideration of additions/changes to existing facilities since the last audit to ensure viability throughout the remaining period of the strategy (2015 – 2020).
- 1.3.2 The key objectives of the strategy review are to:
- analyse the supply and demand of facilities to identify gaps in provision and opportunities for improved facility provision
  - ensure that the delivery of leisure facilities is undertaken with full reference to relevant strategic influences
  - clarify the role of the Council as provider, partner, enabler and/or strategic director of leisure facility provision
  - identify alternative provision options
  - maximise engagement with key stakeholders in and around the towns.

### **1.4 Outputs of the Strategy**

- 1.4.1 The outputs from this strategy are to explore the current and project level of supply and demand for sports facilities in Hastings. The supply and demand of the following

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<sup>1</sup> Assessing needs and opportunities guide for indoor and outdoor sports facilities. Sport England (2014)

facilities will be analysed in detail, using quantitative measures (where these exist) for:

- sports halls
- swimming pools
- artificial grass pitches (AGPs)

1.4.2 In addition, a high level assessment of the provision of the facilities listed below is also included. The analysis of these facilities is largely based on the results of detailed stakeholder consultation, in the absence of robust quantitative standards:

- athletics tracks
- health & fitness suites
- football stadia
- indoor bowls facilities
- outdoor bowling greens
- indoor tennis
- outdoor tennis courts
- Multi Use Games Areas (MUGAs)
- climbing walls / climbing facilities
- water sport facilities
- skate parks

1.4.3 The strategy will not comprehensively explore options for specific facility venues such as Horntye Park Sports Complex, but it will help to illustrate the borough wide context which is a vital stage of any potential facility development.

1.4.4 The scope of this strategy does not cover general open space and informal activities. It is recognised that sport is frequently played on wider formal and informal open space. However, as sport is only one of the activities which take place on open space and there are many types of open space, it is more relevant for open space to be considered in a separate study (Hastings Open Spaces Plan 2006)<sup>2</sup>.

1.4.5 Sport England recommend that a separate study is undertaken for natural and artificial grass playing pitches. A dedicated playing pitch strategy enables a more detailed assessment. Pitch based sports which also generate non pitch needs, (such as indoor cricket nets and indoor football) have been approached as part of this study.

## **1.5 Methodology**

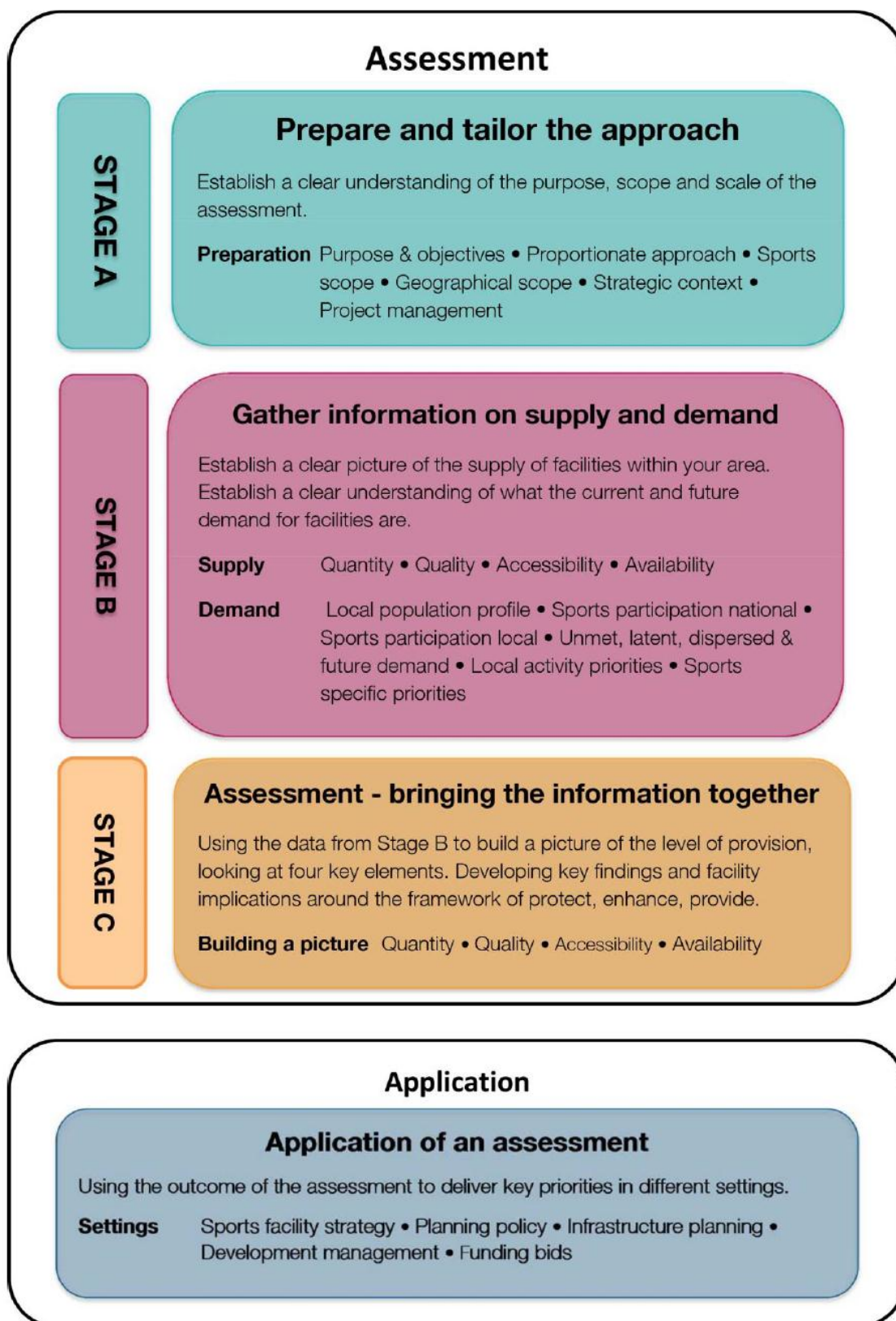
1.5.1 The key stages in the approach for the strategy are illustrated in Figure 1, as recommended by Sport England to help local authorities meet the requirements of the Government's National Planning Policy Framework.

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<sup>2</sup> Hastings Open Spaces Plan (2006)

[http://www.hastings.gov.uk/decisions\\_democracy/how\\_we\\_make\\_decisions/policies\\_strategies/parksopen\\_spaces/parks\\_openspaces/](http://www.hastings.gov.uk/decisions_democracy/how_we_make_decisions/policies_strategies/parksopen_spaces/parks_openspaces/)

Figure 1: Our Approach



## 1.6 Structure of this Report

1.6.1 This document contains the findings of the strategy work. The remainder of this summary report is set out in the following sections.

- Section 2 – Strategic Review & Stakeholder Consultation
- Section 3 – Needs Analysis
- Section 4 – Facility Recommendations

## 2 STRATEGIC REVIEW AND STAKEHOLDER CONSULTATION

### 2.1 Introduction

2.1.1 This section contains a summary of the findings from the strategic review. The aim of this section is to identify key issues and to inform the development of the strategy. It includes the following:

- a review of the national, regional and local strategic contexts
- consultation with partner organisations.

### 2.2 Strategic Context Review

2.2.1 This section shows how the strategy relates to current national, regional and local strategies and themes. The strategic context review focuses on the benefits of sport and physical activity, which will be key outcomes from this strategy. We reviewed 26 documents in total. A brief summary of the main aims and objectives of these documents are set out in Appendix 1. The strategies and policies that were reviewed are listed in Table 1:

**Table 1: Reviewed Strategies and Policies**

National Context Documents
<ul style="list-style-type: none"><li>• Creating a Sporting Habit for Life. Department for Culture, Media and Sport (2012)</li><li>• Everybody active, every day: a framework to embed physical activity into daily life. Public health England (2014)</li><li>• Be Active, Be Healthy. Department of Health (2009)</li><li>• The Public Health Outcomes Framework for England. Dept of Health (2013-2016)</li><li>• Start Active, Stay Active. Chief Medical Officer (2011)</li><li>• Healthy Lives, Healthy People. Department of Health (2011)</li><li>• Sport England Planning for Sport - Policy Framework (2014)</li><li>• National Planning Policy Framework. Department for Communities and Local Government (2012)</li><li>• Youth and Community Strategy for Sport England. Sport England (2012)</li></ul>



## Regional / Sub Regional Context Documents

- Active Sussex Strategic Plan. Active Sussex (2013-17)
- East Sussex Health and Wellbeing Strategy. ESCC (2013-2016)
- East Sussex County Council Plan (2014/15)
- Sussex on the Move: Physical Activity Strategy for Sussex. Active Sussex (2010-2020)

## Local Context Documents

- Hastings Health Profile 2014 (Public Health England)
- Big Local North East Hastings 'Getting Started' 2014
- Anti-Poverty Strategy 2011
- Hastings Corporate Plan 2014/15-2016/17
- Hastings & St Leonards Sustainable Community Strategy. Hastings Borough Council 2009-2026
- Hastings Cultural Regeneration strategy 2010-15
- Hastings Planning Strategy 2015
- Hastings Parks and Open Spaces Strategy 2006
- Our Work, Your Life (consultation) 2011
- Hastings Seafront Strategy Review and refresh 2014-2020
- Hastings Sports and Physical Activity Strategy 2012-2015 (Hastings Borough Council)
- Football Participation Report – Hastings Season 2013/14
- Hastings & St Leonards Play Space Strategy 2015-17 (Hastings Borough Council)

## Findings

- 2.2.2 The review of national and local policy demonstrates the recognition of the wider impact that sport and physical activity has in many areas, beyond the personal challenges and enjoyment that it brings. It demonstrates where sports facilities could contribute significantly towards the strategic objectives of a range of organisations and policies.
- 2.2.3 The most common justification for increased participation relates to the benefits that are gained from taking part in sport and physical activity. There is recognition of the benefits in terms of health improvement and the role that sport and physical exercise can play in regeneration, neighbourhood renewal, and crime reduction. These are all significant issues affecting Hastings. Improved sports provision will directly impact on these significant issues, all of which dramatically affect Hastings.
- 2.2.4 The objectives of Sport England's planning approach, in line with National Planning Policy Framework, is to assess whether facilities need to be i) protected ii) enhanced or iii) provided as new. The recommendations in this strategy will reflect this approach.
- 2.2.5 The need to respond to the needs of local populations is apparent when aiming to increase and widen participation in sport. The evidence based approach to embedding physical activity into everyday life highlights the need for active environments such as playgrounds, green spaces, urban planning, cycle / walk infrastructure to be considered in conjunction with leisure facilities.

- 2.2.6 Sport England's recent focus on young people has resulted in new insight into the challenge of growing youth participation. Involving young people in facility developments remains essential to understanding their needs. Furthermore, this approach applies to all residents regardless of background or ability.
- 2.2.7 Access to secondary school sport facilities is a key factor, as recognised by Sport England's commitment to open up school sports facilities for local community use. The recent State of the Nation Report on Sports Halls from Sport England showed that 76% of sports halls are located on educational sites. Improving access to these will make a vital contribution.
- 2.2.8 The health of Hastings is generally worse than the England average and deprivation is higher than average. There is strong evidence linking socio-economic status and inactivity. Tackling health inequalities and supporting people to access leisure services is a key local aim.
- 2.2.9 Sport England's Facility Planning Model (FPM) report for Hastings, estimates that 1/3 of the local population do not have access to a car, which presents a likely barrier to accessing some facilities. Previous consultations have highlighted additional barriers such as limited access to childcare, poor public transport and/or lack of affordable leisure opportunities.
- 2.2.10 The recent Big Local North East Hastings consultation process 'Getting Started' continues to reflect a limited range of accessible leisure facilities on offer to many of our neighbourhoods.
- 2.2.11 National Governing Body (NGB) Whole Sport Plans typically seek to support facility development where there is evidence of local effort to increase club capacity.

### **2.3 Consultation and key stakeholder involvement**

- 2.3.1 Consultation was conducted in the following two stages of the strategy work:
- **Stage A – Key stakeholders** – The initial stage involved establishing a clear agreement regarding purpose and scope of the refresh. An advisory local stakeholder group was established involving representatives from: the county sports partnership (Active Sussex), a local leisure operator (Freedom Leisure), a national governing body (Table Tennis England), Public Health, a local facility (Horntye), the voluntary sector (Hastings Predators Floorball Club) the council's planning department and lead Councillor for Amenities, Resort and Leisure Services. Sport England were involved in an advisory capacity to advise on quality assurance. The group agreed and initiated a project initiation document with clear action plan.
  - **Stage 2 – Wider partners organisations** – To gain an overview of sport facilities in Hastings from different perspectives a range of organisations were consulted. Questionnaires were emailed to 58 National Governing Bodies (NGBs), which resulted in 12 responses. The questions were informed by Sport England guidance<sup>3</sup>. Additional discussions (with some site visits), were held with 7 key NGBs, 9 educational sites, 9 local sports clubs, 9 local community facilities and 3 local businesses.

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<sup>3</sup> Assessing Needs and Opportunities: Guide for indoor and outdoor sports facilities. Sport England (2014)

- 2.3.2 The email responses and summary meeting notes are available in appendix 2, with a brief summary below. The consultation revealed a few specific issues relating to the needs of individual organisations. These will be followed up by the Council in due course. There were also some comments and observations of a wider strategic nature that have been reviewed and where appropriate, have been incorporated in this report. The strategy does not fully address the specific issues of individual sports organisations and specific communities, but does help to identify themes and broad understanding.
- 2.3.3 The key strategic issues identified by multiple consultees are listed below:
- 2.3.4 Several NGBs are in the process of developing facility strategies. One NGB strategy Sussex FA, identifies Hastings as a prioritised area in need of additional 3G pitches, with the opportunity to apply for a funding contribution. Others such as British Cycling, are at risk of overlooking our local need by assessing supply/demand on a regional basis, possibly driven by areas who offer larger catchments of participants for their investments when compared to our seaside location.
- 2.3.5 A general theme is for NGBs to link facility development with ongoing sport development interventions, as is the case with the successful investment into Summerfields Leisure Centre by Badminton England.
- 2.3.6 Several clubs and facilities stated that sport halls and artificial grass pitches are oversubscribed at peak times. All (non-education) facilities commented that daytime use was undersubscribed to differing degrees. However, there were several examples of dynamic programming where daytime use had been well established to a good level. Summerfields Leisure Centre reported some of the busiest off peak use in comparison to other Freedom Leisure sites across the county and the indoor bowls facility reflects a steady daytime use also.
- 2.3.7 The clear need for enhanced and additional swimming facilities continues to be well documented by residents, swimming clubs and facility operators.
- 2.3.8 Some local facilities and sports associations have their own significant funds which could potentially be used to match external funding.
- 2.3.9 Smaller community venues offer accessible opportunities to their immediate neighbourhoods. They are often ideally placed to host activities such as fitness and exercise classes, or become lifelines to local sports clubs such as table tennis.
- 2.3.10 The majority of community facilities require either repair, improvements to accessibility and/or refurbishment. There is no comprehensive list of condition surveys for local facilities, although the audit in appendix 3 does include information on dates of refurbishments. Users will find certain facilities more attractive to use than others. The Facilities Planning Model (FPM) referenced in section 3.6, attempts to reflect this by introducing an attractiveness weighting factor.<sup>4</sup>
- 2.3.11 Wider consultation has highlighted accounts of the limited accessibility of leisure facilities for residents living outside of their catchment. Local provision of smaller neighbourhood facilities such as MUGAs, skate parks, spaces for sport and play help to address this.
- 2.3.12 Hastings has seen the emergence of several new sport clubs with rapidly growing memberships, examples include futsal, floorball, American football and inline hockey. All of the clubs expressed unique facility needs (such as the need for rinks or larger hall space for competitive league matches), the nature of which cannot be fully catered for

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<sup>4</sup> FPM report Hastings. Sport England (2014)

by local facilities. Many Hastings clubs train in the town but play home fixtures in neighbouring or regional based venues due to local unavailability or limited hall sizes. These clubs have aspirations to work together to develop a joint facility with a larger sports hall, where they can also own a greater stake in the facility. Any potential facility developments should consider how best to serve the design requirements of traditional and emerging sports such as these.

- 2.3.13 Several clubs and NGBs highlighted that limited facilities are hampering growth in participation, such as Hastings Seagulls Swimming Club who reported a waiting list of 100+ potential swimmers.
- 2.3.14 There are local ambitions to develop facilities of regional significance; 1066 Target Sports, Summerfields Gymnastics Club and the aforementioned joint aspirations of several clubs to explore a larger sport hall space. The planned Source indoor skate park has potential to be recognised on a national scale within the BMX and skateboard industry.
- 2.3.15 Examples of sports such as parkour, slacklining and climbing are taking place in unexpected spaces and it remains important to understand the needs of these unconventional sports as they continue to evolve. The recent successful 'street' extension to the Boyley Skate Park and the users desire to extend further by working with the Council to 'self-build' a further concrete phase, are examples of involving users in creative and more affordable ways.
- 2.3.16 Lack of inclusive accessibility is a local issue which has been documented previously.
- 2.3.17 School sports facilities are a key element of the overall provision in Hastings. Secondary schools in particular offer opportunities for community use outside of school hours. The principle community accessible schools have been considered in the audit of facilities and the supply and demand modelling. Stakeholder consultation suggests that there is potential for further increased use of secondary school facilities and East Sussex County Council and schools/colleges should be encouraged to increase the accessibility of these facilities where this is achievable. However this should not be seen as negating the need for other community provision for use during school hours.
- 2.3.18 The University of Brighton have confirmed their aspirations to develop sporting facilities locally; details have yet to be confirmed. Keeping abreast of ongoing developments will be essential for town wide planning of leisure facilities.
- 2.3.19 Some existing community sports facilities face significant challenges in remaining viable in the long term. Particularly Horntye Park, William Parker Athletics Arena and Hastings United Football Club.
- 2.3.20 The local knowledge and insight of the Council's leisure team and colleagues will further inform the recommendations in this report.

### **3 NEEDS ANALYSIS – HASTINGS**

#### **3.1 Introduction**

- 3.1.1 In order to inform recommendations on the level of future supply and demand of each facility type, the following stages of work were completed during the needs analysis stage.
- review of demographic information and Sport England's market segmentation data

- review of Sport England's Active People survey results
- completion of an audit of local provision
- completion of transport accessibility mapping
- quantitative analysis of supply and demand for facilities.

## **3.2 Review of Demographic Information & Sport England Market Segmentation Data**

### **General Demographics**

- 3.2.1 Background information shows a relatively deprived population that will require affordable leisure provision. The population of Hastings is 90,458 (2013 estimate), with a projected population of 91,261 by 2017 and 91,930 by 2021 (source East Sussex County Council – eastsussexinfigures.org.uk).
- 3.2.2 Analysis of the current population shows that Hastings has a relatively low proportion of people from non-white ethnic groups – 6.2% (compared with 14% nationally). This proportion is slowly rising, as is the proportion of people born outside of Europe (4.7%) (Source: 2011 Census). There are also fewer 15-29 year olds resident in Hastings (especially males) and slightly fewer 30-40 year olds than the national average, reflecting out-migration of this age group.
- 3.2.3 During the summer months this composition changes due to the influx of over 30,000 language students to the town. In addition to the language students, there are a number of further education students. Ofsted states that 7932 students were enrolled at Sussex Coast College Hastings during 12/13 academic year. Brighton University have 1000 students studying in Hastings according to their current website information.

### **Sport England Market Segmentation Data**

- 3.2.4 Sport England market segmentation provides those working in community sport with an insight into the sporting behaviours, barriers and motivations to taking part amongst existing participants and those we wish to be involved in a more active lifestyle.
- 3.2.5 Sport England and Experian Business Strategies have analysed data on the English adult population, producing 19 market segments with distinct sporting behaviours and attitudes. This includes information on specific sports people take part in, as well as why people do sport, whether they want to do sport and the barriers to doing more sport. We have applied this analysis to Hastings. Further details on the categories and the full breakdown of results of Hastings are contained in Appendix 5.
- 3.2.6 The three dominant sporting profiles in Hastings are 'Elsie and Arnold' (10.4%), and 'Phillip' (7.8%) and 'Roger and Joy' (8.2%).
- 3.2.7 Elsie and Arnold demonstrate the lowest participation rate in their peer group and suffer barriers to involvement in terms of their poor health and disability. Those who do choose to participate do so to help injury and prefer low intensity activities such as walking, bowls or ballroom dancing. To further encourage participation, focus therefore needs to be given to issues of neighbourhood safety, the provision of low- impact and low-intensity events, and also improved transport around the town.
- 3.2.8 Phillip participates in a variety of sports and is highly active in both team and individual activities. He is motivated by a general enjoyment of exercise as well as to improve performance, meet friends and entertain the children. A reasonable method of encouragement for Phillip would be the provision of childcare. His only barrier to

involvement is a lack of time.

- 3.2.9 A summary of these profiles and the sports they are most interested in are contained in Table 2.

**Table 2: Hastings Market Segmentation Profiles**

Market Segmentation	Local Authority	National	Overview	Sports
<b>Elsie and Arnold:</b> Retirement Home Singles	9.9 %	8.0%	Mixed – majority female Age 65+ Single Owner Occupier and Council Retired Without children Social group DE	Walking Dancing Bowls Low-Impact Exercise
<b>Philip:</b> Comfortable Mid-Life Males	8.8%	8.6%	Male Age 36-65 Married Owner Occupied Employed fulltime Approximately half have children Social group ABC1	Sailing Football Badminton Cycling Gym Jogging Golf Cricket
<b>Roger and Joy:</b> Early Retirement Couples	8.2%	6.8%	Mixed Age 56-65 Married Owner Occupied Employed full time or retired With children Social group	Keep fit/gym Swimming Cycling. Golf Angling

Source: Sport England

- 3.2.10 Although the above segments are dominant when looking at Hastings as a whole, if the data is broken down to ward and super output areas (SOAs) level, other segments emerge as dominant. This should be considered when looking at facility catchment areas. In Gensing, Central St Leonards and Castle wards, the dominant segment is 'Jamie' (up to 18.8% of residents in some SOAs). Hollington ward, and areas within Baird and Tressel are dominated by 'Paula' (up to 22.9% of residents in some SOAs), and the dominant segment within Ashdown is 'Tim' (up to 17.5% of residents in some SOAs).

- 3.2.11 A summary of these profiles and the sports they are most interested in are contained in Table 3.

**Table 3: Hastings Market Segmentation Profiles**

Market Segmentation	Overview	Sports
<b>Jamie:</b> Sports Team Lads	Male Age 18-25 Single Living with parents Employed low skilled Without children	Football Keep fit/gym Athletics (running) Cycling Swimming

<b>Paula: Stretched Single Mums</b>	Female Age 26-45 Single Council Owned Job seeker or part time low skilled Has children	Keep fit/gym Swimming Cycling Athletics (running)
<b>Tim: Settling Down Males</b>	Male Age 26-45 Married or single Owner Occupied Employed full time May have children	Cycling. Keep fit/gym Swimming Football Athletics Golf

3.2.12 In summary, the segmentation data indicates a mixed population with differing needs. The profile includes a significant number of older people with specific needs and interests in lower impact forms of physical activity, and a younger profile who are interested in a variety of more active leisure pursuits. Each segment will have additional barriers to participation, such as cost, transport and childcare for 'Paula'.

3.2.13 It also indicates groups that should complement each other in terms of use of facilities with the older users making use of facilities during the daytime while the younger demographic groups are more likely to use sports facilities outside of normal working hours, when leisure centres experience peak usage.

3.2.14 This mixed profile points towards the need to provide a range of flexible facilities to cater for a broad range of sporting interests. Transport accessibility, price and childcare provision are other considerations in encouraging participation by these groups.

### 3.3 Review of Sport England Active People Survey Results

3.3.1 The Active People Survey is the largest ever survey of sport and active recreation to be undertaken in Europe. The survey provides reliable statistics in the fields of participation, volunteering and satisfaction with local provision for all 354 local authorities in England

3.3.2 Detailed figures are available for each Local Authority area. Headline figures for Hastings Borough Council, taken from the Active People Survey 8 (2013/14) as follows;

- Hastings has 21.3% of residents involved in at least 3 days a week x 30 minutes moderate participation (all adults). This compares to the national average of 24.7%. It is worth noting that these figures have significantly increased since the initial 2009 version of this strategy which reported Active People Survey 1 2005/06 participation rates of 17% (Hastings) and 21.3% (nationally). Hastings remains generally below the South East average. Shown in table 4 below.
- 52.5% of Hastings residents have done no sport in the 'last 28 days'. This compares to 52.6% nationally. This is lower compared to previous estimates (table 5).
- 6.1% of Hastings residents volunteer in sport at least 1 hour a week. This compares to 6.0% nationally
- 22.4% of Hastings residents are sports club members. This compares to 21.0% nationally

- 14.5% of Hastings residents received tuition from an instructor or coach in the past 12 months. This compares with 15.8% on average nationally
- 61.2% of Hastings residents were satisfied with local sports provision (compared with 69% stated in the original 2009 version of this strategy). This compares with the national average of 60.3%.

**Table 4: Active People: Percentage of adults participating in physical activity (sport and active recreation) three (or more) times a week**

Area	2005/06 (APS1)	2007/08 (APS2)	2008/09 (APS3)	2009/10 (APS4)	2010/11 (APS5)	2011/12 (APS6)	2012/13 (APS7)	2013/14 (APS8)
England	21.30%	21.60%	21.90%	22.10%	21.80%	22.90%	26.00%	24.70%
Sussex	22.70%	22.80%	23.20%	22.70%	22.60%	23.40%	28.70%	25.20%
East Sussex	21.50%	22.00%	21.80%	22.00%	21.40%	22.50%	28.00%	26.90%
Hastings	17.00%	17.60%	18.20%	19.30%	20.20%	21.30%	24.60%	21.30%

**Table 5: Active People: Percentage of adults doing NO sport (in the past 28 days)**

Area	2005/06 (APS1)	2007/08 (APS2)	2008/09 (APS3)	2009/10 (APS4)	2010/11 (APS5)	2011/12 (APS6)	2012/13 (APS7)	2013/14 (APS8)
England	54.30%	51.20%	52.30%	52.50%	51.50%	51.10%	52.00%	52.60%
Sussex	53.70%	48.50%	51.90%	52.50%	51.10%	50.70%	50.50%	52.00%
East Sussex	56.10%	51.30%	53.60%	54.60%	53.20%	54.00%	51.50%	53.80%
Hastings	59.50%	55.70%	58.10%	57.10%	54.20%	57.10%	55.40%	52.50%

### 3.4 Audit of Local Provision

3.4.1 An audit of facility provision was conducted to identify the location of various types of sports facilities, and to enable the mapping exercise to be completed and to inform the supply and demand modelling. The audit was conducted primarily to identify all facilities within the area.

3.4.2 Data was collected from the following sources:

- Sport England's 'Active Places Power' database and the Local Sport Profile for Hastings
- review of previous 2009 audit
- stakeholder consultation

3.4.3 The audit was a combination of desk based analysis with several site visits. The findings are contained in Appendix 3.

### 3.5 Transport Accessibility Mapping (Hastings & Bexhill)

3.5.1 The 2014 FPM assessments in section 3.6 use travel time to help define facility catchments. The travel times have been derived through national survey work, and so are based on actual travel patterns of users. The FPM model includes three different modes of travel, by car, by foot and public transport.



3.5.2 Sport England FPM surveys evidence that the majority of visits made to swimming pools, sports halls and AGPs are made by car, with a significant minority being made on foot. The tables below are a useful guide.

**Table 6: Percentage of visits made by facility type and mode of transport – National data**

Facility	Car	Walking	Public Transport
Swimming Pool	76%	15%	9%
Sports Hall	77%	15%	8%
AGP Combined	83%	14%	3%
Football	79%	17%	3%
Hockey	96%	2%	2%

3.5.3 The further a user is from the facility, the less likely they are to travel. The table below illustrates the percentage of visits made within each of the travel times. The table shows that almost 90% of all visits are made within 20 minutes travel time, regardless of whether the journey was made by car or walking. It is accepted that some people will travel further to use facilities but the majority of users are likely to travel up to 20 minutes for regular physical activity. Therefore 20 minutes is generally used as a rule of thumb for catchments for sports halls and pools.

3.5.4 Sport England’s FPM assessment states that the percentage of Hastings’s population without access to a car is 31% which is higher than both the national (25%) and regional (18%) averages and suggests that the accessibility of any facility via public transport, foot, bicycle or other means that does not involve a car has to be an important consideration<sup>5</sup>.

**Table 7: Percentage of visits made within various travel times – National data**

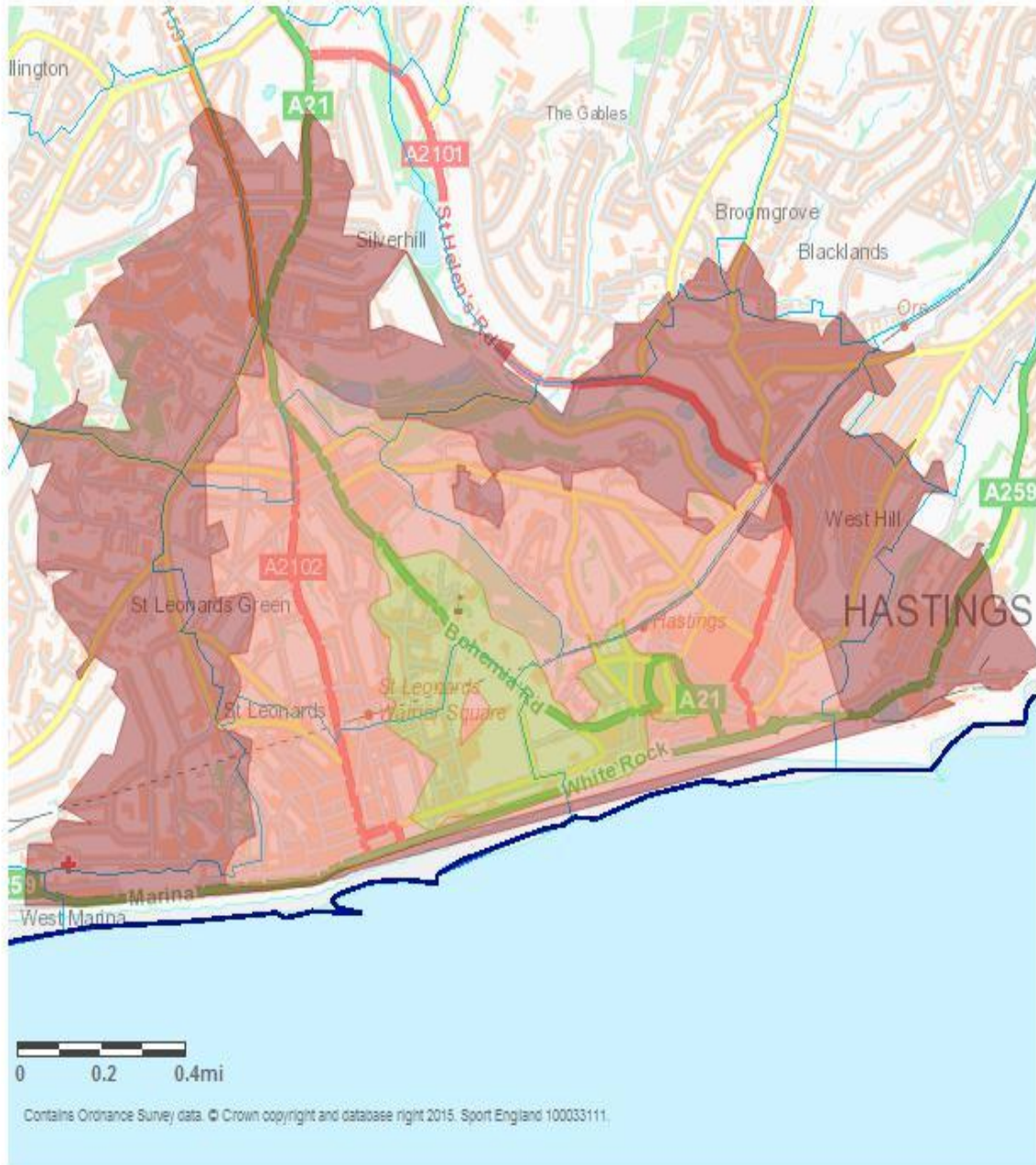
	Sport Halls		Swimming Pools		AGP (combination of football and hockey)	
Minutes	Car	Walk	Car	Walk	Car	Walk
0-10	62%	61%	58%	57%	28%	38%
10-20	29%	26%	32%	31%	57%	48%
20-40	8%	11%	9%	11%	14%	12%

3.5.5 Catchment profile area maps for a selection of individual facilities have been produced using Sport England’s Active Places Power online diagnostic tool. The following facilities have been included: Alexandra Park Tennis Courts, Summerfields Leisure Centre, Hastings Academy, Horntye Park, St Leonards Academy, Torfield MUGA, ARK William Parker Academy, Bannatynes Health Club, Falaise Fitness Centre, Zeus Gym, Falaise Indoor Bowls, ARK Blacklands Primary School, Hastings United FC stadium, Amhurst and Green Tennis Clubs.

3.5.6 The mapping includes walking catchments for 10, 20 & 30 minute travel times and driving catchments for 5, 10, 15, 20, 25, 30 minute travel times. An example map profiling Summerfields Lesiure Centre walking catchment is shown below, with a full set of maps available in appendix 4.

<sup>5</sup> Facilities Planning Model - Hastings (2014) Sport England

**Map 1: Example catchment profile map showing 10, 20, 30 minute walking catchments for Summerfields Leisure Centre**



Sport England assumes no responsibility for the completeness, accuracy and currency of the information contained on this map/report. This information is taken from the Active Places Power website and its terms and conditions apply. 9/2/2015 12:14

3.5.7 The mapping has enabled an estimation of the cumulative population for catchment areas by mode of transport are shown in the table below.

Venue	Walking			By Car		
	10 mins	20 mins	30 mins	10 mins	20 mins	30 mins
Alexandra Park Tennis Courts/STP	1000	10436	31514	69860	122826	161429
Summerfields Leisure Centre	2542	14908	27351	70950	120174	169682
Hastings Academy	1231	5838	11026	56182	115536	149403
Hornbye Park <sup>6</sup>	753	5619	21045	69457	120743	168621
St Leonards Academy	815	2372	9349	82440	119926	224272
Torfield STP	3576	13675	25196	68952	120317	151347
William Parker Sports College	923	5391	16769	70846	126235	164006
Bannatynes Health Club	1013	1621	6754	73394	133183	236006
Falaise Fitness Centre	1677	13524	27738	71021	119477	170669
Helenswood Sports Centre**	751	3431	8285	73066	128089	190230
Zeus Gym	2495	11787	28178	72560	121964	174213
Falaise Indoor Bowls	2023	14032	27299	71925	119964	172278
Ark Blacklands Primary Academy	1733	8390	20206	68850	121953	153472
Hastings Utd FC Stadium	1937	7957	18269	70453	123685	157517
Amhurst Tennis Club	1916	12986	30777	68387	120956	165803
Green Tennis Club	5103	16794	27793	74994	120791	179883

**Table 8: Cumulative Population Totals for Catchment Areas by Mode of Transport**

3.5.8 Unsurprisingly Bannatynes, Helenswood and St Leonards Academy have the lowest population catchments within a 20 minute walk (1,621 – 3,431) due to their sites being along the ‘ridge’ of Hastings, with less dense populations to the north. The central venues including Summerfields, Falaise Indoor Bowls, Falaise fitness Centre, and the two tennis clubs have much higher catchments (13,000-17,000).<sup>7</sup>

3.5.9 The individual facility catchment maps (shown in appendix 4) indicate that each facility has town wide coverage within a 20 minute driving catchment. Walking catchments are obviously significantly limited in comparison.

3.5.10 In order to produce overview maps which show the spread of facilities across the town, we have utilised the Council’s GIS system. 600m straight line catchments have also been mapped, considered to be an indicative representation of a 15-20 walk, for a number of facilities. These maps help to illustrate the simple walking catchments of key local facilities. The mapping has also been produced layered with shading representing the indices of multiple deprivations. These maps are available in appendix 4.

3.5.11 The maps indicate that several facility types are clustered along the center line of the borough: sports halls, tennis courts, athletic track and bowls (outdoor and indoor). MUGAs are unsurprisingly more spread out. However, there still remains many areas outside of a 15-20 minute walking catchment of a MUGA.

3.5.12 Several key facilities namely, Hornbye, Summerfields, Falaise Fitness, Y Centre, Boyley Skate Park and Falaise Indoor Bowls are located within the same area and

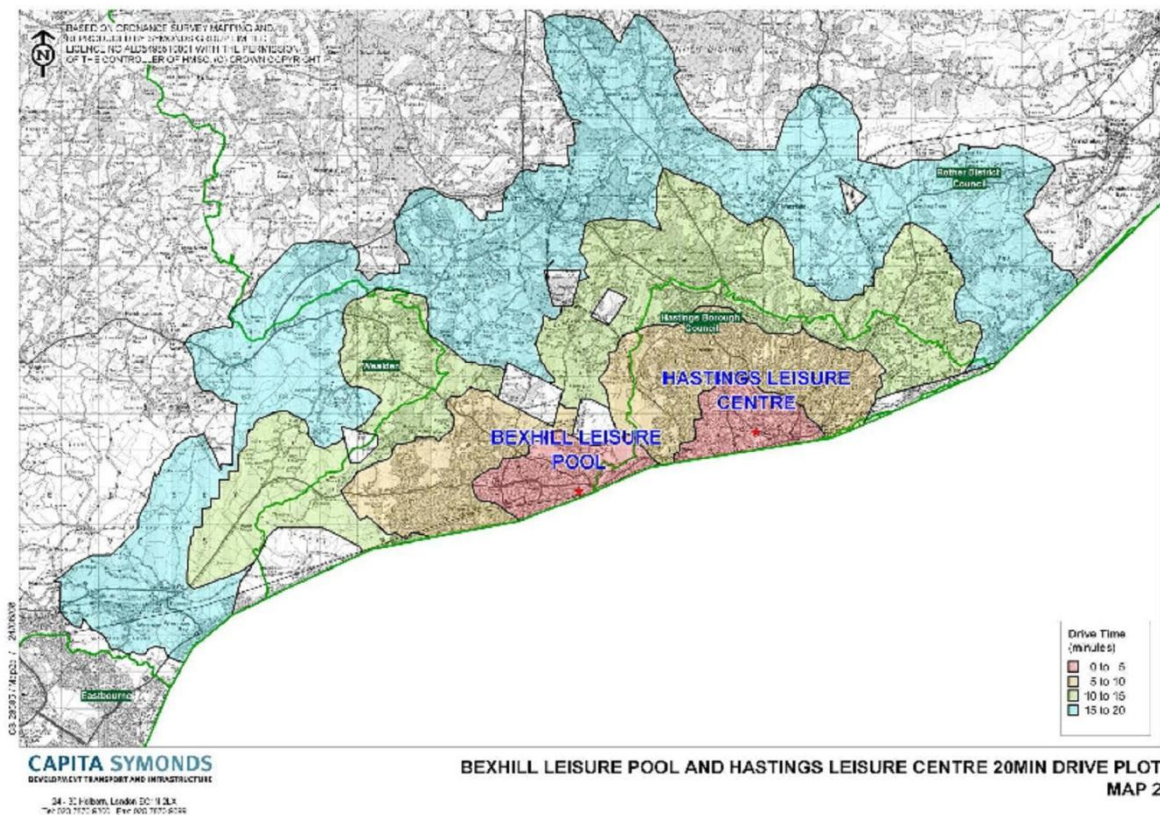
<sup>6</sup> Walking route for Hornbye is being further reviewed.

<sup>7</sup> Active Places Power uses ESRI's ArcGIS Server Network Analyst 10 software to provide dynamic catchment area analysis <https://www.activeplacespower.com/faqs/show/c4766846-494f-45ec-aff0-615ddfea3773>

therefore serve a similar immediate catchment.

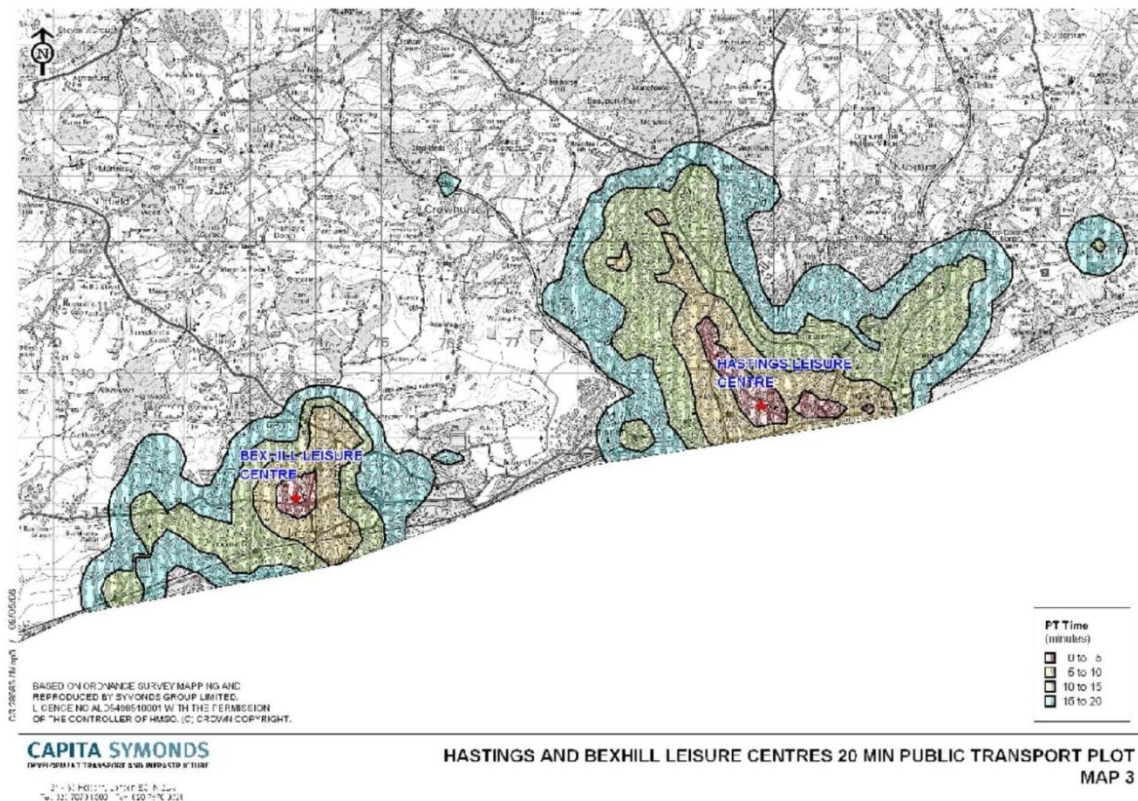
- 3.5.13 In 2009 Capita Symonds used Department for Transport approved software (Accession V 1.5) to complete journey time contour calculations to establish the accessibility of both main Council owned swimming pools in Hastings (Summerfields Leisure Centre) and Bexhill (Bexhill Leisure Pool). The purpose of this modelling was to illustrate the catchment areas of the two swimming pool facilities using different journey times via car, public transport, walk and cycle. 20 minute drive times have been applied as this represents the likely core catchment for facilities.
- 3.5.14 Further mapping is contained in Appendix 4. Analysis of the maps leads to the following conclusions.
- 3.5.15 The catchments begin to overlap on the 5 – 10 minute catchments. The recent 2014 Sport England mapping suggests the same. Rother District Council are exploring options to enhance their two principle leisure facilities in Bexhill, the leisure pool and leisure centre. One proposal being considered is to consolidate the facilities at the current Bexhill Leisure Centres site. The drive time catchment from Summerfields to this site is a longer 15 – 20 minute drive time.

**Map 2: Drive Time Accessibility (Bexhill Leisure Pool & Summerfields Leisure Centre - Hastings)**



- 3.5.16 Public transport accessibility mapping, which includes bus and rail, shows that both towns have separate catchments. The outer limit of the 20 minute catchments do not overlap. This indicates that it is very unlikely that many users would use public transport to travel from one town to the other to access community leisure facilities regularly.

**Map 3: Public Transport Accessibility (Bexhill Leisure Centre & Summerfields Leisure Centre - Hastings)**



3.5.17 The review supports Capita Symonds original conclusion that the transport accessibility mapping illustrates that facilities in Hastings and Bexhill have relatively distinct catchment areas. There is some overlap between the two, in relation to private car drive times, but the majority of residents of the area have access to only one of the centres within a reasonable journey time. This confirms the need to continue providing accessible facilities in each town and that the competition for users is limited. Each town can provide the same type of facilities with minimal impact on the other.

**3.6 Analysis of Supply and Demand for Hastings**

3.6.1 The Facilities Planning Model (FPM) is a tool developed by Sport England and partners, as a principal tool to assist Local Authorities in taking strategic decisions when analysing certain community sport facility provision. Its use in this study is limited to:

- swimming pools
- sports halls and
- artificial grass pitches (AGPs)

as these are facility types which Sport England holds significant demand data.

3.6.2 Sport England state that the FPM is ‘a principle planning tool to assist local authorities in planning for the provision of community sports facilities... In its simplest form, the model seeks whether the capacity of existing facilities for a particular sport

is capable of meeting local demand for that sport, taking into account how far people are prepared to travel to such a facility.<sup>8</sup>

- 3.6.3 In addition to the FPM, Sport England's Local Sport Profile for Hastings was also utilised.
- 3.6.4 Taking each facility type in turn, the summary and conclusions from the FPM analysis are shared below. Direct statements from the FPM are shown in italics below, along with additional comments from Hastings Borough Council gathered from additional consultation.
- 3.6.5 Additional insight and perspective was gathered from a selection of national governing bodies of sport, local sports clubs and local facilities. Partners input related to accessibility, availability and quality of local facilities. Information was gathered through meetings, telephone conversations and email correspondence, notes of which appear in appendix 2.
- 3.6.6 A number of NGBs provided their perspective regarding Hastings facilities. The information gained included insight such as:
- The key challenges and opportunities for their sport in the area.
  - Whether Hastings is a priority area within their facilities strategies and whether there is any NGB funding potentially available.
  - Local participation trends and levels of latent demand.
  - Access issues and quality of existing facilities

Some NGBs gave an overview of the key issues in the area and helped to bring forward the views of individual sports clubs. The process enabled the NGBs to appreciate our willingness to seek potential joint opportunities.

### **Swimming Pools**

- 3.6.7 *The simplistic analysis of 'supply vs demand' in relation to swimming pools within Hastings has identified a significant 'shortfall' of circa 414m<sup>2</sup> of water space within the local authority area. This equates to 7-8 lanes of a 25-metre pool (based on 1 lane being 54m<sup>2</sup>).*
- 3.6.8 *Swimming pool supply equates to 6.04m<sup>2</sup> of water space per 1,000 of population at the current time. This figure is much lower than the figures for England (12.65m<sup>2</sup>) and the South East Region (14.01m<sup>2</sup>).*
- 3.6.9 *Levels of satisfied demand within Hastings (79.90%) are significantly lower than both national and regional figures. As a result of this, the levels of unmet demand are high - equating to 1,181 visits per week in the peak period not being met by the current supply of water space.*
- 3.6.10 *With only 2 swimming pool sites available, the levels of used capacity are unsurprisingly high at 86.2%. Summerfields Leisure Centre, the only publicly accessible site, is forecast to be operating at 100% capacity. Summerfield's operator, Freedom Leisure, confirm that the pool is significantly over subscribed. The lack of pool space severely restricts the two local clubs (both have significant waiting lists) offering limited times for open swimming and swim programmes such as learn to swim, both are particularly over subscribed. User groups consistently raise the issue of under supply and recognise that the timetable already maximises best use.*

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<sup>8</sup> Strategic Assessment of need for Sports Hall provision in Hastings. Facilities Planning Model. (2014) Sport England

- 3.6.11 *The FPM analysis highlights a shortfall of community accessible water space within Hastings and consideration should be given to increasing the amount of water space within the borough in order to meet higher levels of demand from the resident population and to also cater for any future increases in population’.*
- 3.6.12 Small swimming pools in primary schools serve an essential function for learn to swim. The Sandown Primary School pool also caters for community use, with aspirations to develop this further. The Big Local North East Hastings consultation clearly indicates the local desire to protect this pool.
- 3.6.13 Evidence strongly indicates areas of unmet demand and limited accessibility to current facilities. This strategy also recognises the value of smaller community learner pools (such as the aspirations of the Sandown Primary School facility) in helping to address these issues at a local level.
- 3.6.14 The Summerfields pool is divided by a boom which creates a learner pool at one end. Therefore the two spaces share the same water, resulting in one temperature throughout. This compromise in temperature results in constant complaints as ‘length’ swimmers typically want colder temperatures and groups such as leaners and disabled swimming requiring warmer.
- 3.6.15 Provision of a dedicated learner pool will also improve access to the main pool and allow more suitable pool condition for users.
- 3.6.16 Lack of fun leisure water is clearly apparent and needs to be factored into any potential swimming pool development. With smart design the leisure water space does not need to be a separate provision but has potential to be used flexibly for more formal swimming when not in use as leisure water. Additional leisure water will appeal to our local communities and provide additional destination attractions for tourists and visitors.

### **Sports Halls**

- 3.6.17 The FPM model identifies a supply of 7 sports halls, hosted over 6 sites (described as ‘main’ in the attached facility audit results, appendix 3). The facilities at the Y Centre (below criteria size) and Coombe Haven Holiday Park (private use) are excluded for reasons highlighted here.
- 3.6.18 A number of sports halls are found on educational sites, which has an impact on levels of daytime community access. However, all non-educational based facilities expressed a desire to increase daytime use.
- 3.6.19 *Current court supply equates to 3.16 courts per 10.000 population which is below both national (3.91) and regional figures (4.14).*
- 3.6.20 A number of sports clubs we spoke with highlighted the value of smaller community venues.
- 3.6.21 The FPM suggests that current supply of sports halls is closely aligned with the level of demand that is generated by the population of Hastings (very small surplus equivalent of approximately 1 court). The current supply meets 91.6% of local demand at peak times. This compares with 96.3% for Rother and 94.5% for the south east region.
- 3.6.22 The model shows a higher percentage of residents travelling by foot and public

transport; and a lower number travelling by car in comparison with neighbouring authorities, regional and national estimates. 99.3% of the unmet demand is caused by people living outside of the catchment of a sports hall rather than there being a lack of capacity at current sites. The majority of these people do not have access to a car (96.8%).

- 3.6.23 The model estimates that sports halls in Hastings, with the exception of St Leonards Academy', are 'very busy' during the peak periods (at 79.4% capacity), underlying their significance as community facilities. This compares with a regional figure of 66.5% and 65.1% for Rother.
- 3.6.24 Qualitative insight from local clubs and active NGBs in the area, have consistently highlighted the lack of available hall space at convenient times (during peak periods). Several club teams host training sessions within Hastings, but host their competitive home fixtures outside of the town at larger more suitable venues. However, this is a regional issue not unique to Hastings. Other insight includes local clubs and one current example of a NGB who are unable to develop new squads due to lack of available hall space.
- 3.6.25 Discussions with all of the facilities included in the FPM reflects the current busy usage at peak times with frequent accounts of potential users being turned away.
- 3.6.26 The Y Centre, which is considered too small to be included in the FPM study, is another essential hall provider which is oversubscribed at peak times with formal sport users. Insight from local clubs, such as table tennis and judo, highlighted their dependence on smaller community venues, which is often a reciprocal arrangement (i.e. the venues survival often depends on income generated by local clubs). One local coach suggested that the progression from vibrant school environments to some of the less appealing smaller community venues contributes to the decline of participation as players progress to adult community sessions.
- 3.6.27 *The analysis suggests that whilst the current supply appears to meet the levels of demand generated, there are limited opportunities to further increase the level of community usage of sports halls within Hastings due to the current high capacity figures identified by the FPM data. This suggests that consideration could be given to increasing the level of sports hall provision to meet the needs of a growing population in the years to come. This would be further exacerbated should any of the current facilities be taken out of use.*

#### **Artificial Grass Pitches (AGPs)**

- 3.6.28 *Hastings has a supply of 1 full size AGP which equates to 0.11 AGPs per 10,000 of population, a figure that is significantly lower than the figures for England and the South East Region.*
- 3.6.29 *The pitch at Horntye Park offers a sand-filled surface. There are no facilities providing a full size 3G surface at the current time. The 3G pitch at St Leonards Academy is considered too small for the FPM criteria. However the large MUGA sized pitch is well located to serve the local area.*
- 3.6.30 *The simplistic analysis of 'supply vs demand' in relation to AGPs within Hastings suggests a 'shortfall' of 1.72 pitches within the borough.*
- 3.6.31 *Unsurprisingly, levels of satisfied demand within Hastings are also significantly lower than both national and regional figures. The figure for Hastings is 56.10% whilst the*



*national figure is 81.30% and the regional figure is 86.20%.*

- 3.6.32 The FPM model suggests that circa 40% of the demand that is being satisfied is actually being exported to AGPs within neighbouring authority areas.
- 3.6.33 The levels of unmet demand are high at 43.90%. The model highlights that 93.40% of this is due to the fact that the Horntye facility has a lack of capacity during the peak periods, due to the very high level of peak time use.
- 3.6.34 Overall, the model highlights that if there are aspirations to increase levels of participation in sports that utilise AGPs, consideration should be given to increasing the provision of AGPs within Hastings. It is worth noting that the location and surface type of any potential new AGP also needs to be carefully considered too.
- 3.6.35 The FPM illustrates the levels of unmet demand within Hastings. Whilst some of the areas of unmet demand can be found around the current facility at Horntye Park, it comes as no surprise to see areas with comparable slightly higher levels of unmet demand highlighted in other parts of Hastings where no AGPs are currently located.
- 3.6.36 England Hockey has previously indicated that the sand dressed pitch at Horntye is a priority site for hockey.
- 3.6.37 MUGAs play a significant role in Hastings in serving local neighbourhoods. The sand dressed MUGAs are popular with both formal football team hire and local 'free play' for residents, but have aging and out dated surfaces for current football needs. Developments since the last strategy include the well-used PLAYA, a type of polymeric surfaced MUGA located on Hastings seafront.
- 3.6.38 Sussex FA has stated that Hastings is a 'key priority' area for facility development. Sussex FA have expressed that they are keen to support local partners in Hastings to identify an appropriate development which may be eligible for Football Foundation match funding. This would require a level of local match funding and a viable sport development business plan based on evidenced local football need.
- 3.6.39 The most recent Football Participation Report for Hastings Season (2013/14) states a decline of formal football over recent seasons, for example there was only one affiliated female team during 13/14. However, the report estimates a significant latent demand.
- 3.6.40 A playing pitch strategy is due to be developed during 2015/16 this will further inform the situation. However, at this stage consultation strongly indicates a demand for at least one full size 3G pitch.

### **High Level Assessments**

- 3.6.41 The application of the FPM is limited to those sports facility types for which Sport England holds substantial demand data. In the absence of detailed FPM modelling for the remaining facility types, the following assessments have been analysed in detail using quantitative measures as described earlier.

### **Athletics Track**

- 3.6.42 A £90k refurbishment of the town's sole athletic track at ARK William Parker Academy was implemented in 2013. This involved improvements to the surface and hammer cage resulting in extending the life of the facility to 10-15 years at time of works. After this time a significant full resurface will be required (approx. £250k at today's rates).
- 3.6.43 Consultation with England Athletics, ARK William Parker Academy and Hastings Athletics Club suggests that current levels of demand are more than met by the current track and field provision at ARK William Parker Academy.
- 3.6.44 England Athletics and the County Association state that the track is strategically vital in serving the Hastings population but also county athletics. The track's catchment includes south east of the county.
- 3.6.45 The future sustainability of the ARK William Parker Academy track is of current concern. The current partnership joint use agreement and Sport England Lottery agreement both cease in 2018. Future partnership commitment post 2018 is unknown. The principle priority before any potential capital enhancement is to agree a viable operations plan, defining partnership commitment and sinking fund. With no sustainable operation plan the track is at higher risk of becoming unviable.

### **Latent Demand for Health and Fitness**

- 3.6.46 Fitness gyms form a key part of the facility mix in modern sport and leisure centres, providing an important income stream to support the operation of loss making facilities.
- 3.6.47 In 2009 Capita Symonds commissioned The Leisure Database Company to undertake an assessment of latent demand for fitness facility provision (as this is not possible using the Sport England tools). The assessment provided an estimation of the number of individuals within a defined catchment area who are not currently members of fitness gyms but would, based on their consumer habits, be likely to join.
- 3.6.48 The previous report concluded that the latent demand (i.e. the number of potential additional members) for facilities in the Hastings catchment area was 1,662 people. In summary, this translated to latent demand for an additional 70 stations of health and fitness facilities (based on 24 members per station). A copy of the full report is included in the 2009 strategy.
- 3.6.49 Since 2009 several smaller fitness centres have opened, including a 52 station suite at Sussex Coast College Hastings, 17 stations at Summerfields Leisure Centre and a further 61 additional stations across 4 new community based fitness centres. These recent facilities include a range of provision from fitness suites at the college and leisure centre which appeal to a wider market, to the more affordable and modest community based fitness centres (the vast majority of which appealing to the more limited audience of hardcore participants, albeit a growing demand).
- 3.6.50 The postcodes of Falaise Fitness Centre members have been mapped (appendix 2) and suggest a wide town wide spread. Falaise is at maximum capacity at peak times.
- 3.6.51 Hastings Academy is in discussions with Nuffield Health regarding a possible health fitness suite, which has the potential to be used by students and the community. No details have been agreed at this stage.
- 3.6.52 The increase in stations suggests that the previous deficit based purely on volume of

stations has since been filled. Community based gyms are affordable and accessible for typically hardcore users. However, more research regarding latent demand within our neighbourhoods (such as the 'Paula - stretched single mums' or 'Elsie and Arnold-retirement home singles' demographics) is required to obtain a clearer understanding.

### **Football Stadia**

- 3.6.53 Draft plans have previously been presented to the Council by Hastings United Football Club. At the time of writing this report, funding has been identified as significant barrier to providing a new stadium.
- 3.6.54 A feasibility study regarding redevelopment of the Pilot Field was supported by the Council, was carried out in 2010.

### **Indoor Bowls**

- 3.6.55 In 2009, the Sport England Supply and Demand tool assessed that 105% of Hastings demand for indoor bowls was being provided by the Falaise Indoor Bowls Club, which continues to be the sole indoor bowls facility, operating 6 rinks. At the time, provision was assessed as adequate. One hundred percent is regarded as acceptable for bowls provision as facilities are not subject to large increases in demand during peak periods. The usage levels are more constant throughout a typical day.
- 3.6.56 A new FPM assessment would need to be commissioned in order to refresh this specific assessment. Changes in demographics and predicted population growth (previous strategy forecasted 83,97 by 2021 compared to current forecast of 91,930) would need to be factored in.
- 3.6.57 Sport Englands market segmentation data shows a prevalence of sporting profiles whom are likely to engage in bowling.
- 3.6.58 In summary of the consultation. The facility is aging and the building layout, which is not purpose built for bowling, hinders contact between rinks. Inclusive access into and around the building is limited and requires improvement (for example, there is currently no first floor access for members who use wheelchairs). HBC is considering a significant contribution towards improving access.
- 3.6.59 The playing surface of the rinks have surpassed their lifespan.
- 3.6.60 Falaise Indoor Bowls Club are planning to progress funding application proposals, supported by HBC, to improve facility access and to refurbish playing rinks. The current proposals do not include additional rinks.

### **Outdoor Bowling Greens**

- 3.6.61 Evidence from stakeholder consultation suggests that the current supply of outdoor bowling greens is adequate. This is likely to remain the case in the future.
- 3.6.62 Bowls is a popular sport and will continue to be provided for. It was noted during stakeholder consultation that club membership remains at largely the same level annually. There is some fluctuation with members switching between clubs and an ongoing issue for all clubs is how to engage casual players into joining. Flexibility with opening hours of the facilities has allowed a greater range of evening play including county and national competitions.
- 3.6.63 The expectation is that the future participation levels for bowls will remain roughly the

same. The existing supply of greens/rinks should be sufficient to accommodate expected future demand.

### **Indoor Tennis**

- 3.6.64 There are currently no indoor tennis facilities within the Borough. The nearest facilities can be found in the neighbouring districts of Eastbourne (one private facility, one education facility) and Tunbridge Wells (public facility).
- 3.6.65 Sport England's Active People Survey 7 estimates that 1.76% of the population plays tennis regularly, based on the Hastings population this suggests an estimated 1,592 tennis players locally. Further assessment is required to ascertain the level of demand for indoor tennis courts and therefore the supply required.

### **Outdoor Tennis Courts**

- 3.6.66 Hastings is not presently identified as a Lawn Tennis Association (LTA) priority; however the LTA does acknowledge our comparatively high ratio of 4297 population per court, which is higher than identified LTA local priority areas; Eastbourne (2549) and Brighton (2,578).
- 3.6.67 Consultation indicates a deficit of courts at peak times, exacerbated when factoring in latent demand.
- 3.6.68 Opportunity to build on the peak 'Wimbledon effect' period and extend the playing season, whilst increasing court capacity at the peak summer.
- 3.6.69 Consideration to be given to enhancing current courts (consider lighting) with the future option of re-instating additional (currently defunct) courts if future demand increases. Existing courts at White Rock Gardens have fallen in to disrepair, partly due to lack of use.
- 3.6.70 Based on Active People market segmentation data there is potential to grow tennis participation in Hastings;
- 1,359 Hastings residents currently play tennis
  - 1,560 Hastings residents would like to play tennis
  - 12,511 Hastings residents would like to participate in outdoor sport
- 3.6.71 Affordable private members tennis clubs, provide for the needs of regular tennis players.

### **Multi Use Games Areas (MUGAs)**

- 3.6.72 MUGAs have proven to be a popular local facility serving the needs of formal team play and community 'free play'. Proven impact within prioritised areas of need.
- 3.6.73 Additional MUGAs will help to extend accessible provision in areas of need. Further work needs to be conducted to refine recommendations for future facility provision.
- 3.6.74 Conditions survey required for current facilities, specifically life span of surfaces.

### **Climbing Walls / Climbing facilities**

- 3.6.75 Evidence from stakeholder consultation indicates that the current supply of climbing facilities is adequate for current beginners, but opportunities for regular climbers are significantly limited locally.
- 3.6.76 Hastings has a committed climbing community. Local climbers frequently travel long distances. The British Mountaineering Council (BMC) state that the regional and national trends reflects growth in youth participation. The sport has a wide appeal due

its social or competitive nature.

- 3.6.77 The BMC's view is that enhancements of current stock in within Hastings would increase opportunities to grow participation and help to retain regular climbers. BMC believed there to be a latent demand in Hastings and keen to support local partners where possible.

### **Water Sport Facilities**

- 3.6.78 There are plans to strengthen and support the water based sports and leisure sector (see Hastings Seafront Strategy Review 2014-2020).
- 3.6.79 A slipway facility was previously proposed but a feasibility study concluded that environmental factors / costs are prohibitive.
- 3.6.80 The Active People survey highlights that an additional 12,511 Hastings residents would like to participate in outdoor sport.
- 3.6.81 Further investigation of opportunities is required.

### **Skate Parks**

- 3.6.82 Evidence from stakeholder consultation suggests that there is a current deficit of skate facilities.
- 3.6.83 Existing skate parks are overcrowded at peak times, although often significantly quieter during daytime or during adverse weather. A busy skate park environment is intimidating for many potential users and is a recognised barrier. Younger users, supervised by parents, are increasingly taking advantage of the quieter early mornings at the weekends.
- 3.6.84 The aspiration of the local skate park working group is to work with the Council to develop a 'self' built style extension, using predominantly concrete, at the Boyley Skate Park White Rock Gardens.
- 3.6.85 Local business Source BMX is working with HBC, Foreshore Trust and ESCC to open an indoor skateboard at the White Rock Baths seafront site, aiming for a soft opening by winter 2015. The development aims to compliment the Boyley Skate Park. Although the new park will work hard to be accessible to local people (NB: there are DDA access challenges unique to the venue), the public open skate park will offer free access throughout the week, which is desperately needed by many local users, especially spring through to autumn (the busier months).
- 3.6.86 The bowl at Wishing Tree Road North is a good example of a well-used neighbourhood model which has potential to be replicated elsewhere.

## **4 FACILITY RECOMMENDATIONS – HASTINGS**

### **4.1 Introduction**

- 4.1.1 The aim of this section is to identify a facility strategy for the Council and its partners with regard to the provision of leisure facilities.

### **4.2 Findings**

- 4.2.1 Based on the assessments and information gathered, this section includes a summary of the key recommendations on a facility by facility basis. If implemented, these recommendations will help to address issues identified in the needs analysis and

deliver the realistic improvements required from the strategy.

4.2.2 The following tables highlight the key recommendations for each facility type included in the strategy. They include the following information:

- current surplus/deficit of facilities
- additional facilities required in future
- the recommended location
- potential partners in delivering these facilities
- timescales for delivering the facilities
- the role of the Council, in terms of delivering or facilitating
- other relevant issues

**Table 9: Key Recommendations for Swimming Pools**

<b>Sport</b>	<b>Swimming Pools</b>
<b>Current Total Provision</b>	552m <sup>2</sup> of water space
<b>Surplus/Deficit of Facilities</b>	Under supply equivalent of 414m <sup>2</sup>
<b>Additional Facilities/ Enhancements Required</b>	Equivalent of 7-8 lanes of a 25 metre, pool Dedicated learner pool, leisure water and extended 25m pool required. Enhanced disability access.
<b>Recommended Location</b>	Enhancement at Summerfields / Protect pool at Sandown School
<b>Potential Partners for Delivery</b>	Hastings Borough Council / Sandown School
<b>Timescale for Provision</b>	Medium term
<b>Role of the Council</b>	Provider / supportive partner
<b>Other Issues</b>	<p>The significant short fall of water space is recognised by the Council.</p> <p>Any potential development will need to include enhancement of access for disabled swimmers.</p> <p>Evidence strongly indicates areas of unmet demand and limited accessibility to current facilities. This strategy also recognises the value of smaller community learner pools (such as the aspirations of the Sandown Primary School facility) in helping to address these issues at a local level.</p>

**Table 10: Key Recommendations for Sports Halls**

<b>Sport</b>	<b>Sports Halls</b>
<b>Current Total Provision</b>	38 courts
<b>Surplus/Deficit of Facilities</b>	Supply meets good level of demand - deficit at peak times
<b>Additional Facilities Required</b>	Monitor demand regarding need for additional hall space.
<b>Recommended Location</b>	Maximise use of current education halls. Location of any proposed new facility to be subject to further investigation. Priority is to target provision to enhance community access.
<b>Potential Partners for Delivery</b>	Hastings Borough Council / education & community partners
<b>Timescale for Provision</b>	Short term review required
<b>Role of the Council</b>	N/A
<b>Other Issues</b>	<p>Surplus / deficit calculation is finely balanced in this case and has potential to shift over the short term; therefore an update in the near future would be wise. Consideration needs to be given to growing demand (and population) and limited additional capacity.</p> <p>The FPM states that a large proportion of the unmet demand is caused by people living outside of the catchment of a sports hall facility (evidence indicates lack of car ownership is a factor here). It is a priority to enhance accessibility. This should be the principle driver to future provision.</p> <p>There is a heavy reliance on smaller community halls, many of which require modernisation and fall below ideal sport specific criteria.</p> <p>FPM suggests influx of Rother residents using Hastings sports halls.</p> <p>Further assessment of evening capacity of educational sport halls may show potential for increasing capacity.</p>

**Table 11: Key Recommendations for Artificial Grass Pitches**

<b>Sport</b>	<b>Artificial Grass Pitches</b>
<b>Current Total Provision</b>	1 full size (100x60m) Horntye Sports Park
<b>Surplus/Deficit of Facilities</b>	Deficit
<b>Additional Facilities Required</b>	1-2 full sized, floodlit third generation pitch.
<b>Recommended Location</b>	To be assessed.
<b>Potential Partners for Delivery</b>	William Parker Sports College, Freedom Leisure, Helenswood School, Hastings Borough Council, Hastings United Football Club and Horntye are amongst interested potential partners. FA and England Hockey
<b>Timescale for Provision</b>	Short to medium term
<b>Role of the Council</b>	Partner
<b>Other Issues</b>	The location of any proposed facility needs to strike a balance to ensure that it serves further development of local teams, extends the number of residents within the catchment (new participants) of an AGP and facilitates daytime use.

**Table 12: Key Recommendations for Athletics Tracks**

<b>Sport</b>	<b>Athletics Tracks</b>
<b>Current Total Provision</b>	One 6-lane track
<b>Surplus/Deficit of Facilities</b>	Current track provision is adequate
<b>Additional Facilities Required</b>	Essential additional support facilities required to include changing and toilets as a minimum.
<b>Recommended Location</b>	ARK William Parker Academy
<b>Timescale for Provision</b>	Short term
<b>Role of the Council</b>	Partner
<b>Other Issues</b>	The future sustainability of the ARK William Parker Academy track is of concern. The current partnership joint use agreement and Sport England/ Lottery agreement both cease in 2018. Future partnership commitments post 2018 is unknown. <b>The principle priority before any potential capital enhancement is to agree a viable operations plan.. With no sustainable plan the track is at risk of becoming unviable.</b>



**Table 13: Key Recommendations for Health & Fitness**

<b>Sport</b>	<b>Health &amp; Fitness</b>
<b>Current Total Provision</b>	143 Stations.
<b>Surplus/Deficit of Facilities</b>	Deficit at Falaise.
<b>Additional Facilities Required</b>	Quantity of stations unknown, but potential for growth.
<b>Recommended Location</b>	Current limited access within North East Sussex has potential to be improved with possible developments at Hastings Academy (appendix 2). Further understanding required at a neighbourhood level to understand how accessible the current centres are.
<b>Potential Partners for Delivery</b>	Hastings Borough Council / Hastings Academy /Private operators
<b>Timescale for Provision</b>	Medium term.
<b>Role of the Council</b>	Provider/partner.
<b>Other Issues</b>	Outcome of current Hastings Academy plans and further research into town-wide accessibility would help to inform further recommendations.

**Table 14: Key Recommendations for Football Stadia**

<b>Sport</b>	<b>Football Stadia</b>
<b>Current Total Provision</b>	1 stadium
<b>Surplus/Deficit of Facilities</b>	Current supply adequate
<b>Additional Facilities Required</b>	Upgraded facilities required
<b>Recommended Location</b>	Not clear. Requires further investigation
<b>Potential Partners for Delivery</b>	Hastings United Football Club, Hastings Borough Council
<b>Timescale for Provision</b>	Long term
<b>Role of the Council</b>	Provider/partner
<b>Other Issues</b>	Draft plans have previously been presented to the Council by Hastings United Football Club. At the time of writing this report, funding has been identified as significant barrier to providing a new stadium.

**Table 15: Key Recommendations for Indoor Bowling Greens**

<b>Sport</b>	<b>Bowling Greens Indoor</b>
<b>Current Total Provision</b>	1 centre (6 Rinks)
<b>Surplus/Deficit of Facilities</b>	Current supply adequate
<b>Additional Facilities Required</b>	No additional rinks required – enhancement a priority
<b>Recommended Location</b>	Falaise Indoor Bowl Club
<b>Potential Partners for Delivery</b>	HBC / Falaise Indoor BC
<b>Timescale for Provision</b>	Short – Medium term
<b>Role of the Council</b>	Provider/partner
<b>Other Issues</b>	Improvements in access and refurbishment of rink playing surface are a priority in order to sustain and develop the club.

**Table 16: Key Recommendations for Outdoor Bowling Greens**

<b>Sport</b>	<b>Bowling Greens Outdoor</b>
<b>Current Total Provision</b>	6 greens (36 rinks)
<b>Surplus/Deficit of Facilities</b>	Current supply adequate
<b>Additional Facilities Required</b>	None required
<b>Recommended Location</b>	N/A
<b>Potential Partners for Delivery</b>	N/A
<b>Timescale for Provision</b>	N/A
<b>Role of the Council</b>	Provider/partner
<b>Other Issues</b>	The existing supply of greens/rinks should be sufficient to accommodate expected future demand.

**Table 17: Key Recommendations for Indoor Tennis Courts**

<b>Sport</b>	<b>Indoor Tennis Courts</b>
<b>Current Total Provision</b>	None
<b>Surplus/Deficit of Facilities</b>	Deficit
<b>Additional Facilities Required</b>	Number of courts requires further assessment
<b>Recommended Location</b>	None identified
<b>Potential Partners for Delivery</b>	Private sector operator, LTA
<b>Timescale for Provision</b>	Long term
<b>Role of the Council</b>	Facilitator
<b>Other Issues</b>	There is a demand for a low cost indoor tennis facility, likely to be provided by a private operator. The scale required would need to be assessed with the LTA's involvement.

**Table 18: Key Recommendations for Outdoor Tennis Courts**

<b>Sport</b>	<b>Outdoor Tennis Courts</b>
<b>Current Total Provision</b>	25 courts across 4 sites of which 14 are floodlit. Ownership: 1 council site, 2 private sports clubs and 1 school site (with evening use only).
<b>Surplus/Deficit of Facilities</b>	Adequate supply, with the exception of peak summer months.
<b>Additional Facilities Required</b>	Additional court space is required at peak times. Quantity is unknown pending further assessment by LTA.
<b>Recommended Action / Location</b>	Enhancement of current Alexandra Park courts is a priority- option to extend available court time with lighting and surface enhancement.
<b>Potential Partners for Delivery</b>	The LTAs support is required to assess supply and demand further.
<b>Timescale for Provision</b>	Short to medium term
<b>Role of the Council</b>	Provider
<b>Other Issues</b>	

**Table 19: Key Recommendations for Multi Use Games Areas (MUGAs)**

<b>Sport</b>	<b>Multi Use Games Areas (MUGAs)</b>
<b>Current Total Provision</b>	11 sites
<b>Surplus/Deficit of Facilities</b>	Deficit.
<b>Additional Facilities Required</b>	Further MUGAs to be provided in the future. The quantity and location of these will be subject to further investigation by the Council and community partners, depending on priorities for targeting provision.
<b>Recommended Location</b>	Various. Locations to be defined.
<b>Potential Partners for Delivery</b>	Hastings Borough Council/local partners
<b>Timescale for Provision</b>	Medium term
<b>Role of the Council</b>	Provider
<b>Other Issues</b>	MUGAs have proven to be a popular local facility serving the needs of formal team play and community 'free play'. Proven impact within prioritised areas of need. Further work needs to be conducted to refine recommendations for future facility provision.

**Table 20: Key Recommendations for Climbing Walls / Climbing Facilities**

<b>Sport</b>	<b>Climbing Walls / Climbing Facilities</b>
<b>Current Total Provision</b>	2 climbing facilities in Hastings
<b>Surplus/Deficit of Facilities</b>	Evidence from stakeholder consultation indicates that the current supply of climbing facilities is adequate for current beginners, but opportunities for regular climbers are significantly limited locally.
<b>Additional Facilities Required</b>	Initial priority to extend the capacity and scope of current walls.
<b>Recommended Location</b>	Hastings
<b>Potential Partners for Delivery</b>	Current operators
<b>Timescale for Provision</b>	Medium - long term
<b>Role of the Council</b>	N/A
<b>Other Issues</b>	<p>Enhancements of current stock would increase opportunities to grow participation and help to retain regular climbers.</p> <p>Initial priority to extend the capacity and scope of current walls. Council to be open to possible creative ways of facilitating climbing opportunities.</p> <p>Consider climbing facilities in any new leisure developments</p>

**Table 21: Key Recommendations for Water Sports Facilities**

<b>Sport</b>	<b>Water Sports Facilities</b>
<b>Current Total Provision</b>	8 clubs with a range of facilities
<b>Surplus/Deficit of Facilities</b>	Further assessments required
<b>Additional Facilities Required</b>	Further assessments required
<b>Recommended Location</b>	To be confirmed – subject to further investigation
<b>Potential Partners for Delivery</b>	To be investigated
<b>Timescale for Provision</b>	Medium to Long term
<b>Role of the Council</b>	Provider/partner/facilitator
<b>Other Issues</b>	There are plans to strengthen and support the water based sports and leisure sector. (See Hastings Seafront Strategy Review 2014-2020)

**Table 22: Key Recommendations for Skate Parks**

<b>Sport</b>	<b>Skate Parks</b>
<b>Current Total Provision</b>	1 principle skate park / 1 neighbourhood bowl
<b>Surplus/Deficit of Facilities</b>	Deficit
<b>Additional Facilities Required</b>	Demand for Indoor park and extension to current.
<b>Recommended Location</b>	Indoor skate park proposed at White Rock Baths for 2015. Users have proposed a Phase 3 'self-built' extension at White Rock site
<b>Potential Partners for Delivery</b>	Hastings Borough Council / Source BMX for indoor proposal
<b>Timescale for Provision</b>	Short to medium term
<b>Role of the Council</b>	Provider / facilitator
<b>Other Issues</b>	Existing skate parks are overcrowded at peak times, although often significantly quieter during daytime or during adverse weather.  Wishing Tree bowl is a good example of a well used neighbourhood model which has potential to be replicated elsewhere, whilst the White Rock Gardens provides a much wider range of opportunities for wider abilities.

## 4.3 Conclusions

### What facilities are needed in Hastings?

- 4.3.1 The recommendations from the strategy for each facility type are contained in Table 21. These recommendations relate to the quantity of facilities required, above the current levels. Other existing facilities will require replacement or refurbishment, details of which are not summarised here.

**Table 23: Recommendations for Each Facility Type**

Facility Type	Recommendation
<b>Athletics tracks</b>	The short term priority is for a viable operations plan to be agreed post the current agreement which ceases 2018.
<b>Sports halls</b>	Additional hall space required at peak times. Location to be further assessed. Alternatively, look to extend community use of educational halls.
<b>Health &amp; fitness suites</b>	Additional stations required at Falaise. Quantity to be confirmed.
<b>Swimming pools</b>	Additional 414 m <sup>2</sup> required (equivalent of 7-8 lanes of a 25m pool). Leisure water, dedicated learner pool and additional 25m lanes required.
<b>Synthetic turf pitches</b>	Additional 1-2 full sized, floodlit third generation pitch required.
<b>Football stadia</b>	Upgraded facilities required.
<b>Bowling greens indoor</b>	No additional, but significant improvements required
<b>Bowling greens outdoor</b>	No additional
<b>Indoor tennis courts</b>	Low cost indoor courts are required. Number of courts and location requires further assessment.
<b>Outdoor tennis courts</b>	Enhancement of current Alexandra Park courts is a priority, with future option to reinstate additional courts if required
<b>Multi Use Games Areas (MUGA's)</b>	Additional MUGAs required. Quantity and location requires further assessment.
<b>Climbing walls / climbing facilities</b>	Current supply adequate for beginners. Enhancements of current stock required for regular climbers.
<b>Water sport facilities</b>	Further assessments required
<b>Skate parks</b>	Additional Indoor park required and extension to current.

- 4.3.2 In addition to the recommendations for each facility type, summarised in Table 21, the location of new facilities must be considered. The importance of understanding the leisure needs of our local communities and the realistic catchment areas of our principle leisure venues remains central to future developments.

- 4.3.3 Addressing the leisure facility needs of our residents will require focused partnership work and clear actions. Limited availability of funding will be a major challenge to overcome.

- 4.3.4 The findings include various insights. One key factor is that the FPM model shows a higher percentage of residents travelling by foot and public transport; and a lower number travelling by car in comparison with neighbouring authorities, regional and national estimates. Residents living outside of the catchment of leisure facilities, many of whom do not have access to a car, should be a key consideration in future developments.
- 4.3.5 In the past there has been an opportunistic approach to facility development, often driven by funding opportunities. Availability of funding opportunities will continue to be a driving factor. There is a degree of fragmentation in terms of the location and mix of facilities. For example, the main leisure centres in Hastings and Bexhill are on split sites. This is uneconomical and leads to increased capital and revenue costs to the Councils.
- 4.3.6 Some existing community sports facilities face significant challenges in remaining viable in the long term. Protecting key facilities is a priority.
- 4.3.7 Hastings and Rother will need to enhance facilities in a way that complements each other.
- 4.3.8 This strategy provides a steer on the facility type required in the future.

#### **4.4 Next Steps**

- 4.4.1 The findings and recommendations from this strategy form a framework for the delivery of facilities for the period of 2015 -2020. Significant facility needs are set out in this strategy and developments will require a partnership approach.
- 4.4.2 Recommended realistic key actions for the next two years, which will be developed into a smart action plan, are:
- Support proposed local developments including Big Local North East Hastings and White Rock Gardens with leisure facility intelligence
  - Ensure a coordinated approach to increasing usage of local leisure facilities, particularly by under-represented and inactive groups; by carrying out additional equalities analysis and linking to the Hastings Sport & Physical Strategy (2012-2015).
  - Develop a local Playing Pitch Strategy with partners
  - Findings and recommendations to be jointly reviewed with Rother District Council as further information becomes available
  - Support Falaise Indoor Bowlers with funding application
  - Pro-actively explore the potential of a 3G development in with partners
  - Pro-actively explore the potential of outdoor tennis court enhancement with partners
  - Support skate park users with phase 3 extension and indoor development
  - Raise the profile of Hastings in NGB facility strategies by enhanced communication with NGBs

- Hold a seminar regarding facility funding options for our local network
- Keep abreast of borough wide facility developments
- Support further relevant community consultations (RE: potential new leisure developments)
- Review the Supplementary Planning Guidance document regarding leisure facilities
- Investigate opportunities to extend community use of educational facilities
- Encourage consideration regarding provision for additional sports in any potential relevant leisure development
- Review these actions annually and revise accordingly for 2017-2020
- Follow up specific/operational issues regarding Council facilities which were raised during the consultation phase

4.4.3 It is recommended that the contents of the strategy are reviewed annually, as the situation will change locally over the life of the strategy. Annual reviews will ensure that the needs are updated and that the strategy reflects the position, as supply and demand changes.

4.4.4 Where reference has been made to development of facilities in specific areas it is advised that full feasibility studies are conducted for each facility prior to making a commitment to proceed with development.