

# **APPENDIX 11**

## **2010 Sub Regional Commentary - Pools**

## APPENDIX 11

**Sport England Facilities Planning Model**  
**Herefordshire & Worcestershire – Swimming Pools – Profile of Provision in 2010**  
**April 2010 (Active Places Dataset as at February 2010)**

Table 1 - Supply	WEST MIDLANDS REGION	Bromsgrove	Herefordshire County UA	Malvern Hills	Redditch	Worcester	Wychavon	Wyre Forest
Number of pools	302	5	9	5	2	7	5	6
Number of pool sites	224	4	6	4	2	5	3	5
Supply of total water space in sqm	66397.97	1168.9	1981.5	1253.5	510	1352	1036	1493.2
Supply of publicly available water space in sqm (scaled with hrs avail in pp)	53135.8	938.28	1584.57	709.9	390.29	1212.32	970.51	1367.61
Supply of total water space in VPWPP	431728	7624	12875	5768	3171	9850	7885	11112
Waterspace per 1000	12.14	12.33	10.93	16.6	6.31	14.24	8.71	15.01

Commentary on supply of swimming pools:

- Active Places shows that there are a total of 37 pools on 28 sites in the sub region available for community use for all or part of the peak period. This includes all indoor pools available for community use, which are 20m or more in length, or at least 160 m<sup>2</sup>, plus any smaller pools on the same site. The Local Authority with the largest number of pools is Herefordshire with 9 pools while Redditch has 2 pools.
- In terms of water space the sub region has 9,965sqm – taking into account hours available for community use this is reduced to 7,171sqm. The Local Authority with the largest supply is Herefordshire with 22% of publicly available water space and the lowest is Redditch with 5.4%.
- The capacity of all pools is measured in the number of visits per week in the peak period (vpwpp) that is available for the public to use. The total capacity of the sub region is 58,285 vpwpp of which Herefordshire and Redditch have the highest and lowest levels of capacity respectively.
- In terms of water space per 1000 the highest level is Wyre Forest at 15.01sm per 1000 people while the lowest is Redditch with 6.31sm per 1000. This compares to a regional average of 12.14sqm per 1000.

<b>Table 2 - Demand</b>	<b>WEST MIDLANDS REGION</b>	<b>Bromsgrove</b>	<b>Herefordshire County UA</b>	<b>Malvern Hills</b>	<b>Redditch</b>	<b>Worcester</b>	<b>Wychavon</b>	<b>Wyre Forest</b>
Population	5470327	94805	181324	75496	80761	94966	118947	99448
Swims demanded –vpwpp	306521	5056	9441	3865	4604	5431	6253	5299
Equivalent in waterspace – with comfort factor included	53893.87	889	1660.03	679.48	809.44	954.95	1099.44	931.69
% of population without access to a car	19.5	8.2	12.1	9.3	15.1	16.2	9	13

Commentary on the demand for swimming pools:

- The number of swims demanded is expressed as visits per week in the peak period (vpwpp). The model estimates that the actual number of visits per week in the peak period in the sub region is 39,949.
- The total visits in the peak period in the sub region is equivalent to 7,022sqm of waterspace (taking into account a 70% comfort factor) of which the highest is Herefordshire at 1,660sqm and the lowest is Malvern Hills at 679sqm.

<b>Table 3 - Supply/Demand Balance</b>	<b>WEST MIDLANDS REGION</b>	<b>Bromsgrove</b>	<b>Herefordshire County UA</b>	<b>Malvern Hills</b>	<b>Redditch</b>	<b>Worcester</b>	<b>Wychavon</b>	<b>Wyre Forest</b>
Supply - Swimming pool provision (sqm) scaled to take account of hours available for community use	53135.8	938.28	1584.57	709.9	390.29	1212.32	970.51	1367.61
Demand - Swimming pool provision (sqm) taking into account a 'comfort' factor	53893.87	889	1660.03	679.48	809.44	954.95	1099.44	931.69
Supply / Demand balance - Variation in sqm of provision available compared to the minimum required to meet demand.	-758.07	49.28	-75.46	30.42	-419.15	257.37	-128.93	435.92

Commentary on supply/demand balance:

- Comparing overall demand with supply across the Sub region, the resident population is estimated to generate a demand for a minimum of 7,022sqm of waterspace. This compares to a current supply of 7,171sqm, giving a supply balance of +149sqm. In terms of the supply/demand balance Wyre Forest has a good level of supply compared to demand while Redditch appears to have insufficient supply to meet demand.
- **Note:** This provides only a 'global' view of provision in the Borough, and does not take account of the location of facilities in relation to demand; how accessible facilities are to the resident population (by car and on foot); nor does it take account of facilities in adjoining Districts.

<b>Table 4 - Satisfied Demand</b>	<b>WEST MIDLANDS REGION</b>	<b>Bromsgrove</b>	<b>Herefordshire County UA</b>	<b>Malvern Hills</b>	<b>Redditch</b>	<b>Worcester</b>	<b>Wychavon</b>	<b>Wyre Forest</b>
Total number of visits which are met	277444	4837	7606	3561	4219	5131	5811	4968
% of total demand satisfied	90.5	95.7	80.6	92.1	91.6	94.5	92.9	93.8
% of demand satisfied who travelled by car	77.3	88.8	87.3	89.5	85	79	90	83.2
% of demand satisfied who travelled by foot	16.9	9.1	10.1	8.3	9.8	16.8	8.1	13.5
% of demand satisfied who travelled by public transport	5.7	2.2	2.7	2.3	5.2	4.2	2	3.3
Demand Retained	274532	3296	6751	2298	2588	4970	4359	4858
Demand Retained -as a % of Satisfied Demand	99	68.1	88.8	64.5	61.3	96.9	75	97.8
Demand Exported	2912	1541	855	1263	1631	161	1451	109
Demand Exported -as a % of Satisfied Demand	1	31.9	11.2	35.5	38.7	3.1	25	2.2

Commentary on satisfied demand:

- The demand for pools in the sub region currently being met by supply varies from Bromsgrove with 95.7% of demand satisfied to Herefordshire with 80.6% of demand satisfied, the latter probably reflecting the rural nature of the authority. This compares to a regional average of 90.5%
- The percentage of demand satisfied by people travelling by car is relatively high, varying from 90% in Wychavon to 85% in Redditch, and this again reflects the rural nature of the sub region. The regional average is 77.3%.
- There is a wide variation in the percentage of demand that is retained by individual Local Authorities with Wyre Forest and Worcester City retaining 97.8% and 96.9% of demand respectively while Redditch retains 61.3% (i.e. exports 38.7%) of demand.

<b>Table 5 - Unmet Demand</b>	<b>WEST MIDLANDS REGION</b>	<b>Bromsgrove</b>	<b>Herefordshire County UA</b>	<b>Malvern Hills</b>	<b>Redditch</b>	<b>Worcester</b>	<b>Wychavon</b>	<b>Wyre Forest</b>
Total number of visits in the peak, not currently being met	29078	219	1835	304	384	300	442	331
Unmet demand as a % of total demand	9.5	4.3	19.4	7.9	8.4	5.5	7.1	6.2
Equivalent in Water space m2 - with comfort factor	5112.56	38.54	322.63	53.37	67.59	52.76	77.79	58.22
% of Unmet Demand due to ;								
Lack of Capacity -	5.9	3.2	0.0	0.7	2.7	1.3	2.1	0.2
Outside Catchment -	94.1	96.8	100.0	99.3	97.3	98.7	97.9	99.8
Outside Catchment;	94.1	96.8	100.0	99.3	97.3	98.7	97.9	99.8
% Unmet demand who do not have access to a car	79.8	79.7	35.9	58.1	89.8	91.8	62.8	86.2
% of Unmet demand who have access to a car	14.2	17.1	64	41.2	7.4	6.8	35.1	13.7
Lack of Capacity;	5.9	3.2	0.0	0.7	2.7	1.3	2.1	0.2
% Unmet demand who do not have access to a car	3.0	0.2	0.0	0.0	1.1	0.6	0.0	0.0
% of Unmet demand who have access to a car	3.0	3.0	0.0	0.6	1.7	0.7	2.1	0.1

Comments on unmet demand:

- Unmet demand as a percentage of total demand varies from 19.4% in Herefordshire to 4.3% in Bromsgrove. This compares to a regional average of 9.5%
- Unmet demand can be expressed as an equivalent in waterspace (with comfort factor) and this varies from 322sqm in Herefordshire to 38sqm in Bromsgrove. A standard 25m pool is approximately 212sqm.
- The majority of unmet demand is due to people living outside a catchment area (eg 20 minute drive/walk time) rather than because of a lack of capacity i.e. pools are full.

<b>Table 6 - Used Capacity</b>	<b>WEST MIDLANDS REGION</b>	<b>Bromsgrove</b>	<b>Herefordshire County UA</b>	<b>Malvern Hills</b>	<b>Redditch</b>	<b>Worcester</b>	<b>Wychavon</b>	<b>Wyre Forest</b>
Total number of visits used of current capacity	277436	4677	6986	2819	3112	6386	4960	5634
% of overall capacity of pools used	64.3	61.4	54.3	48.9	98.1	64.8	62.9	50.7
% of visits made to pools by walkers	16.9	8.9	10.9	10.9	13.3	13.7	9.3	11.9
% of visits made to pools by road	83.1	91.1	89.1	89.1	86.7	86.3	90.7	88.1
Visits Imported;								
Number of visits imported	2904	1381	235	521	524	1416	600	775
As a % of used capacity	1	29.5	3.4	18.5	16.8	22.2	12.1	13.8
Visits Retained:								
Number of Visits retained	274532	3296	6751	2298	2588	4970	4359	4858
As a % of used capacity	99	70.5	96.6	81.5	83.2	77.8	87.9	86.2

Comments on used capacity:

- In terms of overall capacity (i.e. how full pools are) the percentage of overall capacity used varies from 98.1% in Redditch to 50.7% in Wyre Forest. The regional average is 64.3% while 70% is considered to be full when a comfort factor is applied.
- The percentage of visits imported varies from 29.5 in Bromsgrove to 3.4% in Herefordshire. Consequently the percentages for the percentage of visits retained are 70.5% and 96.6% respectively.

<b>Table 7 - Relative Share</b>	<b>WEST MIDLANDS REGION</b>	<b>Bromsgrove</b>	<b>Herefordshire County UA</b>	<b>Malvern Hills</b>	<b>Redditch</b>	<b>Worcester</b>	<b>Wychavon</b>	<b>Wyre Forest</b>
Score - with 100 = national share	86	118	93	119	67	68	108	120
+/- from National share	-14	18	-7	19	-33	-32	8	20

Comments on relative share:

- Relative share helps to show which areas have a better / worse share of facilities compared to everyone else. It takes into account the size and availability of facilities as well as travel modes. It helps to establish whether a particular area has less than, or more than its 'fair share' of facilities compared to the national average.
- There is a wide variation in relative score with Wyre Forest, Malvern Hills and Bromsgrove well above the national average (score of 100) with scores of 120, 119 and 118 respectively while Redditch and Worcester are well below the national average with scores of -33 and -32 respectively. This compares to a regional average of -14.